# YouGov / BBC Newsbeat survey results
## Dating Apps

**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
| **Which of the following best describes your sexuality?** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| **Base: All 16 to 34 year olds** | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Heterosexual | 79% | 78% | 80% | 74% | 83% | 68% | 77% | 81% | 86% |
| Gay or lesbian | 6% | 9% | 3% | 6% | 6% | 7% | 6% | 7% | 5% |
| Bisexual | 8% | 5% | 11% | 11% | 6% | 15% | 9% | 7% | 4% |
| Other | 3% | 3% | 3% | 4% | 2% | 4% | 3% | 3% | 2% |
| Prefer not to say | 4% | 5% | 3% | 5% | 3% | 6% | 4% | 3% | 3% |
| **What is the highest educational or work-related qualification you have?** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| **Base: All 16 to 34 year olds** | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| No formal qualifications | 2% | 2% | 1% | 1% | 2% | 3% | 1% | 1% | 2% |
| Youth training certificate/skillseekers | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% |
| Recognised trade apprenticeship completed | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% | 1% |
| Clerical and commercial | 0% | 0% | 0% | 0% | 0% | - | 0% | 0% | 0% |
| City & Guilds certificate | 2% | 1% | 2% | 2% | 2% | 1% | 2% | 1% | 2% |
| City & Guilds certificate - advanced | 1% | 1% | 2% | 1% | 2% | - | 1% | 1% | 2% |
| ONC | 0% | - | 0% | - | 0% | - | - | - | 0% |
| CSE grades 2-5 | 0% | 0% | 0% | 0% | 0% | 1% | 0% | 0% | 1% |
| CSE grade 1, GCE O level, GCSE, School Certificate | 10% | 9% | 11% | 15% | 5% | 42% | 3% | 4% | 6% |
| Scottish Ordinary/ Lower Certificate | 0% | 0% | 0% | 0% | 0% | 0% | 0% | - | 0% |
| GCE A level or Higher Certificate | 20% | 22% | 19% | 32% | 11% | 31% | 32% | 11% | 10% |
| Scottish Higher Certificate | 2% | 2% | 2% | 3% | 1% | 7% | 2% | 1% | 1% |
| Nursing qualification (e.g. SEN, SRN, SCM, RGN) | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| Teaching qualification (not degree) | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 2% |
| University diploma | 5% | 6% | 5% | 4% | 6% | 1% | 6% | 5% | 8% |
| University or CNAA first degree (e.g. BA, B.Sc, B.Ed) | 32% | 30% | 34% | 24% | 39% | 1% | 35% | 43% | 34% |
| University or CNAA higher degree (e.g. M.Sc, Ph.D) | 14% | 16% | 12% | 7% | 20% | 1% | 9% | 22% | 17% |
| Other technical, professional or higher qualification | 5% | 4% | 5% | 3% | 6% | 2% | 3% | 6% | 7% |
| Don't know | 2% | 2% | 2% | 2% | 2% | 4% | 2% | 1% | 2% |
| Prefer not to say | 3% | 3% | 2% | 4% | 2% | 6% | 3% | 1% | 3% |

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## Dating Apps

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**Fieldwork dates: 3rd - 10th April 2018**

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**Which, if any, of the following would you say is your primary source of news? Please select ONE option only.**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| **Base: All 16 to 34 year olds** | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| A printed copy of a newspaper | 2% | 2% | 1% | 2% | 2% | 2% | 2% | 2% | 1% |
| A newspaper's website | 14% | 15% | 12% | 10% | 17% | 5% | 12% | 18% | 16% |
| A news website not associated with a newspaper | 11% | 16% | 6% | 10% | 12% | 9% | 10% | 12% | 13% |
| A news app on a mobile or tablet device | 21% | 22% | 20% | 23% | 19% | 24% | 22% | 21% | 16% |
| Email newsletters or RSS feeds | 1% | 2% | 1% | 1% | 2% | 0% | 1% | 2% | 2% |
| Social network websites | 25% | 19% | 30% | 31% | 19% | 31% | 31% | 21% | 16% |
| Blogs not associated with major media organisations | 1% | 1% | 1% | 1% | 1% | 2% | 1% | 1% | 1% |
| Television | 11% | 10% | 13% | 9% | 13% | 13% | 7% | 11% | 18% |
| Radio | 7% | 5% | 9% | 5% | 9% | 6% | 5% | 7% | 11% |
| None of the above | 4% | 4% | 3% | 4% | 4% | 3% | 4% | 4% | 4% |
| Don't know | 4% | 4% | 3% | 4% | 3% | 4% | 5% | 3% | 3% |

**You previously said that you were ...How did you first meet your current partner?**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1153 | 505 | 648 | 385 | 768 | 53 | 332 | 438 | 330 |
| **Base: All 16 to 34 year olds that are married, in a civil partnership, living with a partner but not married/in a civil partnership or in a relationship but not living with a partner** | 1139 | 501 | 638 | 383 | 756 | 56 | 326 | 433 | 323 |
| Night out/ socialising (e.g. bars, clubs, pubs etc.) | 14% | 13% | 14% | 12% | 15% | 15% | 11% | 12% | 18% |
| Public places (e.g. cafes, restaurant, parks, cinema, supermarkets, shopping etc.) | 2% | 3% | 2% | 2% | 3% | - | 2% | 2% | 3% |
| Dating apps/ websites | 17% | 20% | 14% | 16% | 17% | 4% | 19% | 18% | 16% |
| Through friends/ families/ blind dates | 18% | 14% | 21% | 15% | 20% | 15% | 15% | 17% | 24% |
| Other non dating online sites (e.g. Facebook, online chat forums, gaming sites etc.) | 3% | 1% | 5% | 4% | 3% | 9% | 3% | 2% | 4% |
| School/ Sixth form/ college | 12% | 12% | 11% | 20% | 7% | 53% | 15% | 9% | 5% |
| University | 14% | 16% | 14% | 21% | 11% | 2% | 24% | 15% | 6% |
| Work/ Jobs | 11% | 10% | 12% | 9% | 12% | 2% | 10% | 12% | 12% |
| Housemates/ flat shares/ renting | 1% | 1% | 1% | 0% | 1% | - | 0% | 1% | 1% |
| Oversees/ holiday abroad | 1% | 2% | 1% | 1% | 1% | - | 1% | 1% | 2% |
| Religious places of worship | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 2% |
| Volunteering/ charity work | 0% | 0% | 0% | 1% | 0% | - | 1% | 0% | - |
| Concerts/ festivals | 1% | 1% | 1% | 1% | 1% | - | 1% | 1% | 1% |
| Social (e.g. Theatre/ drama groups, sports activities, gyms etc.) | 2% | 3% | 2% | 1% | 3% | - | 1% | 3% | 3% |
| Other | 5% | 4% | 6% | 2% | 7% | 2% | 2% | 6% | 7% |
| Don't know/ can't recall | 3% | 4% | 2% | 3% | 3% | 7% | 2% | 2% | 4% |

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## Dating Apps

**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**For the following question, even if you are in a relationship we are still interested in your opinion.Which ONE, if any, of the following do you think would be your MOST preferred way to find someone new to go on a date with? (Please select the option that best applies. If your answer doesn't appear in the list below, please type it in the 'Other' box)**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Meeting someone in a pub/ bar by chance | 14% | 14% | 15% | 11% | 17% | 9% | 12% | 15% | 21% |
| Meeting someone through a friend | 31% | 26% | 35% | 27% | 34% | 20% | 30% | 34% | 34% |
| Meeting someone at work | 7% | 6% | 7% | 5% | 8% | 2% | 6% | 7% | 9% |
| Meeting someone at college or university | 20% | 21% | 20% | 33% | 10% | 45% | 27% | 13% | 5% |
| Meeting someone via a dating app/ website (e.g. Tinder, Bumble, Plenty of Fish etc.) | 8% | 10% | 6% | 6% | 10% | 5% | 6% | 10% | 10% |
| Being set up by friends or a family member | 4% | 4% | 4% | 4% | 5% | 4% | 3% | 5% | 5% |
| Other please see sheet LKB_Q2_open1 for open responses | 3% | 3% | 2% | 2% | 3% | 1% | 3% | 3% | 3% |
| Don't know | 13% | 16% | 10% | 12% | 14% | 13% | 12% | 14% | 13% |

**As a reminder, even if you are in a relationship we are still interested in your opinion.Which ONE, if any, of the following do you think would be your LEAST preferred way to find someone new to go on a date with? (Please select the option that best applies. If your answer doesn't appear in the list below, please type it in the 'Other' box)**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Meeting someone in a pub/ bar by chance | 11% | 13% | 9% | 10% | 12% | 9% | 11% | 12% | 13% |
| Meeting someone through a friend | 2% | 3% | 2% | 2% | 3% | 1% | 2% | 2% | 3% |
| Meeting someone at work | 12% | 12% | 11% | 8% | 14% | 5% | 10% | 16% | 11% |
| Meeting someone at college or university | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% | 2% |
| Meeting someone via a dating app/ website (e.g. Tinder, Bumble, Plenty of Fish etc.) | 37% | 30% | 45% | 41% | 34% | 43% | 41% | 33% | 34% |
| Being set up by friends or a family member | 23% | 25% | 20% | 24% | 21% | 27% | 23% | 21% | 21% |
| Other please see sheet LKB_Q3_open1 for open responses | 1% | 1% | 1% | 1% | 1% | 1% | 0% | 1% | 1% |
| Don't know | 13% | 15% | 10% | 12% | 13% | 12% | 11% | 12% | 15% |

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**Dating Apps**

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

|  | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**For the following question, by "used", we mean having an account with the app/ website, regardless of whether you have spoken to/ met with anyone through it. How many, if any, dating apps/ websites have you EVER used for yourself personally (e.g. Tinder, Bumble, Plenty of Fish etc.)?**

|  | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| 0 - i.e. none | 51% | 46% | 56% | 54% | 47% | 77% | 44% | 44% | 53% |
| 1 | 19% | 17% | 20% | 21% | 17% | 12% | 25% | 17% | 17% |
| 2 | 12% | 14% | 10% | 10% | 13% | 2% | 14% | 15% | 10% |
| 3 | 7% | 8% | 6% | 5% | 9% | 2% | 7% | 10% | 7% |
| 4 | 3% | 5% | 2% | 2% | 4% | 0% | 3% | 5% | 3% |
| 5 | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 2% | 2% |
| More than 5 | 2% | 4% | 1% | 2% | 3% | 1% | 2% | 3% | 4% |
| Don't know/ can't recall | 4% | 5% | 3% | 4% | 4% | 5% | 4% | 4% | 5% |
| Net: ever used a dating app/ website | 45% | 49% | 41% | 41% | 48% | 18% | 52% | 52% | 43% |

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**Fieldwork dates: 3rd - 10th April 2018**

|  | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
| **You previously said that you have never used a dating app or website...Please type your reasons for this in the box below** |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1042 | 468 | 574 | 508 | 534 | 215 | 293 | 296 | 238 |
| **Base: All 16 to 34 year olds who have never used dating apps** | 1047 | 476 | 571 | 517 | 529 | 228 | 290 | 293 | 236 |
| Was already in a relationship/been in relationship(s) for most of the time when online dating became popular / been in a relationship from a young age so never needed to | 23% | 19% | 27% | 12% | 35% | 5% | 17% | 35% | 35% |
| Usually meet people through other ways (e.g socialising, work, University etc.) | 2% | 2% | 2% | 2% | 2% | 0% | 3% | 2% | 3% |
| Prefer to meet others outside/ other ways | 7% | 6% | 7% | 10% | 4% | 10% | 10% | 4% | 3% |
| Have never needed to do so | 18% | 21% | 17% | 15% | 22% | 14% | 16% | 20% | 24% |
| No interest/ not appealing/ don't like the idea | 17% | 19% | 16% | 22% | 12% | 19% | 24% | 14% | 10% |
| Fear of people lying online/ cat fishing/ can't trust what is put online | 7% | 4% | 9% | 8% | 6% | 10% | 6% | 7% | 5% |
| Feel it can be dangerous/ unknown/ meeting strangers | 5% | 2% | 7% | 5% | 4% | 5% | 4% | 5% | 4% |
| Not looking for a relationship/ date / never actively looked for a relationship | 9% | 7% | 10% | 10% | 7% | 13% | 8% | 7% | 6% |
| Don't think it's good for building real connections/ too superficial/ difficult to connect | 4% | 5% | 4% | 6% | 3% | 5% | 6% | 4% | 2% |
| Religious reasons/ not allowed too | 0% | 0% | 1% | 1% | - | 2% | 0% | - | - |
| Don't trust them | 2% | 2% | 2% | 2% | 2% | 0% | 3% | 3% | 2% |
| Tacky / sleazy / weird / desperate / advertising yourself / stigma attached to using them | 4% | 5% | 3% | 4% | 4% | 4% | 4% | 3% | 5% |
| I'm too young | 4% | 4% | 4% | 9% | - | 18% | 1% | - | - |
| Lack of confidence / it would be awkward | 2% | 2% | 1% | 2% | 1% | 2% | 3% | - | 2% |
| They don't work / pointless | 2% | 2% | 1% | 3% | 1% | 2% | 3% | 1% | 0% |
| They attract strange people | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% | 2% |
| Too expensive | 0% | 1% | 0% | 0% | 1% | 0% | 0% | 0% | 1% |
| People just looking for a fling/casual sex | 2% | 1% | 2% | 2% | 1% | 0% | 3% | 1% | 2% |
| Other | 3% | 4% | 2% | 3% | 2% | 2% | 4% | 1% | 2% |
| Don't know | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 3% | 7% |

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Fieldwork dates: 3rd - 10th April 2018

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**Please remember that your answers are always treated confidentially and are never analysed individually.**

**At what age did you FIRST start to use dating apps/ websites? (Please select the option that best applies)**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1021 | 566 | 455 | 433 | 588 | 65 | 368 | 375 | 213 |
| Base: All 16 to 34 year olds that have used a dating app | 1016 | 564 | 452 | 433 | 583 | 70 | 363 | 374 | 209 |
| Before I was 16 | 3% | 4% | 3% | 5% | 2% | 19% | 3% | 2% | 1% |
| 16 to 17 | 10% | 11% | 10% | 18% | 4% | 39% | 14% | 6% | 2% |
| 18 to 20 | 31% | 31% | 31% | 50% | 16% | 21% | 56% | 18% | 14% |
| 21 to 24 | 26% | 25% | 28% | 16% | 34% | - | 19% | 39% | 26% |
| 25 to 30 | 17% | 16% | 18% | - | 30% | - | - | 28% | 32% |
| 30 to 34 | 3% | 4% | 3% | - | 6% | - | - | 0% | 15% |
| Don't know/ can't recall | 5% | 5% | 5% | 4% | 6% | 6% | 4% | 5% | 7% |
| Prefer not to say | 4% | 6% | 2% | 6% | 3% | 15% | 5% | 3% | 2% |

**Please remember that your answers are always treated confidentially and are never analysed individually.**

**Thinking about the past 12 months (i.e. since April 2017)…Approximately, how often, if at all, have you used dating apps/ websites over this time? (Please select the option that comes closest. If you are unsure, please give your best estimate)**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1021 | 566 | 455 | 433 | 588 | 65 | 368 | 375 | 213 |
| Base: All 16 to 34 year olds that have used a dating app | 1016 | 564 | 452 | 433 | 583 | 70 | 363 | 374 | 209 |
| More than once a day | 5% | 6% | 4% | 5% | 6% | 6% | 4% | 5% | 7% |
| Once a day | 9% | 12% | 5% | 10% | 7% | 12% | 10% | 9% | 5% |
| 4 to 6 times a week | 7% | 10% | 4% | 8% | 6% | 10% | 8% | 7% | 5% |
| 2 to 3 days a week | 5% | 5% | 6% | 7% | 4% | 9% | 6% | 4% | 5% |
| Once a week | 6% | 5% | 6% | 6% | 5% | 6% | 6% | 6% | 3% |
| Once every 2 to 3 weeks | 3% | 3% | 3% | 4% | 3% | 3% | 5% | 3% | 2% |
| Once a month | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% | 3% |
| Once every 2 to 3 months | 2% | 2% | 3% | 4% | 1% | 4% | 4% | 2% | 1% |
| Once every 4 to 5 months | 2% | 2% | 2% | 2% | 2% | 1% | 2% | 2% | 1% |
| Once every 6 months | 2% | 1% | 2% | 2% | 1% | 4% | 2% | 1% | 1% |
| Less often than once every 6 months | 6% | 5% | 8% | 7% | 6% | 9% | 6% | 7% | 6% |
| Don't know | 4% | 4% | 5% | 3% | 5% | 4% | 3% | 4% | 6% |
| Not applicable – I haven't used a dating app/ website in the last 12 months | 45% | 41% | 49% | 38% | 50% | 28% | 40% | 47% | 54% |

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| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
| **Which, if any, of the following dating apps/ websites have you EVER used? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)** | | | | | | | | | |
| Unweighted base | 1021 | 566 | 455 | 433 | 588 | 65 | 368 | 375 | 213 |
| **Base: All 16 to 34 year olds that have used a dating app** | **1016** | **564** | **452** | **433** | **583** | **70** | **363** | **374** | **209** |
| Tinder | 60% | 62% | 57% | 74% | 49% | 57% | 77% | 58% | 35% |
| Plenty of Fish | 27% | 27% | 27% | 14% | 37% | 7% | 15% | 38% | 36% |
| Grindr | 10% | 16% | 2% | 9% | 11% | 13% | 8% | 11% | 9% |
| Match.com | 16% | 14% | 17% | 7% | 22% | 4% | 7% | 18% | 30% |
| Bumble | 18% | 18% | 17% | 20% | 16% | 7% | 22% | 19% | 10% |
| OKCupid | 16% | 18% | 14% | 11% | 20% | 7% | 12% | 21% | 18% |
| Hinge | 1% | 1% | 2% | 1% | 2% | 3% | 1% | 2% | 1% |
| Happn | 7% | 8% | 6% | 6% | 7% | 3% | 7% | 9% | 4% |
| LoveStruck | 1% | 1% | 1% | 0% | 2% | 1% | 0% | 2% | 2% |
| Zoosk | 6% | 5% | 6% | 2% | 8% | 1% | 2% | 7% | 9% |
| MuddyMatches | 1% | 1% | 1% | 1% | 1% | 4% | - | 1% | 0% |
| Christian Mingle | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% |
| Christian Café | 1% | 1% | 1% | 0% | 1% | 1% | 0% | 1% | 1% |
| Alt Dating | 1% | 1% | 0% | 0% | 1% | 1% | 0% | 1% | 1% |
| WooPlus | 0% | 0% | 0% | 1% | 0% | - | 1% | - | 0% |
| Gaydar | 4% | 7% | 2% | 2% | 6% | - | 2% | 5% | 9% |
| Chappy | 1% | 2% | 0% | 1% | 2% | - | 1% | 2% | 0% |
| Other please see sheet LKB_Q8_open1 for open responses | 12% | 11% | 15% | 10% | 14% | 12% | 10% | 11% | 20% |
| Don't know | 10% | 11% | 8% | 10% | 10% | 18% | 9% | 8% | 13% |

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Fieldwork dates: 3rd - 10th April 2018

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
| **And which ONE of the following dating app/ website did/ do you tend to use the MOST often? (Please select the option that best applies)** | | | | | | | | | |
| Unweighted base | 1021 | 566 | 455 | 433 | 588 | 65 | 368 | 375 | 213 |
| **Base: All 16 to 34 year olds that have used a dating app** | 1016 | 564 | 452 | 433 | 583 | 70 | 363 | 374 | 209 |
| Tinder | 45% | 46% | 44% | 64% | 31% | 53% | 66% | 38% | 20% |
| Plenty of Fish | 11% | 8% | 15% | 3% | 17% | 1% | 4% | 16% | 18% |
| Grindr | 5% | 9% | 1% | 5% | 6% | 7% | 5% | 7% | 4% |
| Match.com | 5% | 5% | 6% | 2% | 8% | - | 2% | 5% | 14% |
| Bumble | 4% | 4% | 5% | 5% | 4% | 4% | 5% | 6% | 1% |
| OKCupid | 6% | 6% | 5% | 3% | 8% | 3% | 4% | 8% | 8% |
| Hinge | 0% | - | 0% | 0% | 0% | - | 0% | 0% | - |
| Happn | 0% | - | 0% | - | 0% | - | - | 0% | 0% |
| LoveStruck | 0% | 0% | 0% | - | 1% | - | - | 1% | 0% |
| Zoosk | 1% | 1% | 1% | 0% | 1% | 1% | - | 2% | 0% |
| MuddyMatches | 0% | 0% | 0% | 0% | 0% | 1% | - | 0% | 0% |
| Christian Mingle | 0% | 0% | 0% | - | 1% | - | - | 0% | 1% |
| Christian Café | 0% | 0% | 0% | 0% | 0% | 1% | - | 1% | - |
| Alt Dating | 0% | 1% | 0% | 0% | 1% | - | 0% | 1% | 0% |
| WooPlus | 0% | 0% | 0% | 0% | - | - | 1% | - | - |
| Gaydar | 1% | 1% | 1% | 0% | 1% | - | 1% | 1% | 1% |
| Chappy | 0% | 1% | 0% | 0% | 1% | - | 0% | 1% | 0% |
| Other please see sheet LKB_Q8single_open1 for open responses | 6% | 4% | 8% | 4% | 8% | 7% | 4% | 5% | 12% |
| Don't know | 12% | 14% | 11% | 12% | 13% | 19% | 10% | 11% | 17% |

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**YouGov / BBC Newsbeat survey results**
**Dating Apps**

**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

As a reminder, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a "Prefer not to say" option if you would rather not share your experiences.

Which, if any, of the following are reasons why you have ever used dating apps/ websites? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box)

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1021 | 566 | 455 | 433 | 588 | 65 | 368 | 375 | 213 |
| Base: All 16 to 34 year olds that have used a dating app / website | 1016 | 564 | 452 | 433 | 583 | 70 | 363 | 374 | 209 |
| I'm too shy to approach people that I meet in person | 32% | 34% | 30% | 32% | 33% | 31% | 32% | 35% | 29% |
| To find people with the specific attributes that I look for in a partner | 25% | 25% | 25% | 18% | 30% | 18% | 19% | 27% | 36% |
| To find people to have a one off hook up/ sexual encounter with | 17% | 24% | 9% | 18% | 17% | 21% | 18% | 16% | 18% |
| It's convenient for my lifestyle | 23% | 23% | 22% | 18% | 26% | 9% | 19% | 26% | 26% |
| To talk to/ meet a variety of people | 31% | 28% | 33% | 28% | 32% | 34% | 27% | 36% | 26% |
| I enjoy going on dates | 15% | 16% | 13% | 14% | 15% | 15% | 14% | 16% | 14% |
| To find people to have a fling/ a casual relationship with (i.e. a sexual relationship/ repeated encounters, with no commitment) | 21% | 25% | 17% | 23% | 20% | 18% | 24% | 20% | 20% |
| For fun to "swipe" through people/ look through profiles | 40% | 38% | 42% | 49% | 33% | 44% | 49% | 38% | 26% |
| I find it practically easier to meet people online, rather than in person | 34% | 34% | 34% | 28% | 38% | 19% | 30% | 40% | 35% |
| Other please see sheet LKB_Q10_open1 for open responses | 3% | 2% | 4% | 3% | 3% | 1% | 4% | 2% | 5% |
| Don't know | 6% | 6% | 7% | 5% | 7% | 7% | 5% | 5% | 9% |
| Prefer not to say | 6% | 8% | 5% | 8% | 5% | 10% | 8% | 6% | 4% |

**YouGov / BBC Newsbeat survey results**
**Dating Apps**

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**Which, if any, of the following types of relationships did/ do you personally expect to have from using a dating app/ website? (Please select all that apply. If any of your answers don't appear in the list below, please type them in the 'Other' box. If you did/ do not have any specific expectations, please select the 'Not applicable' option)**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1021 | 566 | 455 | 433 | 588 | 65 | 368 | 375 | 213 |
| Base: All 16 to 34 year olds that have used a dating app/ website | 1016 | 564 | 452 | 433 | 583 | 70 | 363 | 374 | 209 |
| A friendship | 20% | 22% | 18% | 16% | 24% | 19% | 15% | 25% | 22% |
| A one off hook up/ sexual encounter | 24% | 29% | 18% | 25% | 23% | 21% | 26% | 24% | 23% |
| A fling/ a casual relationship (i.e. a sexual relationship/ repeated encounters, with no commitment) | 32% | 34% | 29% | 31% | 33% | 24% | 32% | 35% | 29% |
| Multiple relationships of any type (i.e. with several different people) | 13% | 14% | 12% | 11% | 15% | 10% | 11% | 15% | 14% |
| A short term relationship | 32% | 33% | 31% | 31% | 33% | 31% | 31% | 34% | 31% |
| A long term relationship (excluding marriage) | 34% | 33% | 35% | 26% | 40% | 23% | 27% | 39% | 41% |
| Marriage | 13% | 13% | 13% | 6% | 19% | 1% | 6% | 17% | 22% |
| Other please see sheet LKB_Q11_open1 for open responses | 1% | 1% | 1% | 1% | 1% | - | 1% | 0% | 1% |
| Don't know | 6% | 6% | 7% | 5% | 7% | 4% | 5% | 6% | 10% |
| Not applicable - I did/ do not have any specific expectations of the type of relationships I personally expected to have from using a dating app/ website | 19% | 17% | 21% | 22% | 17% | 24% | 22% | 17% | 17% |
| Prefer not to say | 7% | 9% | 4% | 9% | 5% | 12% | 8% | 6% | 2% |

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# YouGov / BBC Newsbeat survey results
## Dating Apps

**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

|  | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**For the following question, if you have never been on a first date with someone you met through a dating app/ website, or you have been on a first date like this but not in the last 12 months, please select the relevant "Not applicable" option.Thinking about the past 12 months (i.e. since April 2017)...**

**How many first dates, if any, have you been on with someone you met through using a dating app/ website? (Please select the option that best applies. If you are unsure, please give your best estimate)**

|  | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 1021 | 566 | 455 | 433 | 588 | 65 | 368 | 375 | 213 |
| **Base: All 16 to 34 year olds that have used a dating app/ website** | **1016** | **564** | **452** | **433** | **583** | **70** | **363** | **374** | **209** |
| 1 | 9% | 9% | 9% | 12% | 7% | 13% | 12% | 7% | 8% |
| 2 | 5% | 6% | 5% | 5% | 5% | 1% | 6% | 6% | 4% |
| 3 | 6% | 5% | 6% | 6% | 6% | 3% | 7% | 6% | 6% |
| 4 | 4% | 3% | 4% | 3% | 4% | 3% | 3% | 4% | 4% |
| 5 | 3% | 3% | 2% | 3% | 3% | 3% | 3% | 3% | 3% |
| 6 | 2% | 3% | 1% | 2% | 2% | 4% | 2% | 3% | 0% |
| 7 | 1% | 1% | 2% | 1% | 1% | - | 1% | 2% | 1% |
| 8 | 1% | 2% | 1% | 1% | 2% | 1% | 1% | 2% | 0% |
| 9 | 0% | 0% | 1% | 1% | 0% | 1% | 1% | 0% | - |
| 10 or more | 3% | 3% | 3% | 1% | 4% | - | 2% | 4% | 5% |
| Don't know/ can't recall | 6% | 6% | 5% | 5% | 6% | 3% | 6% | 6% | 6% |
| Not applicable – I have been on a first date with someone I met through a dating app/ website, but NOT in the past 12 months | 27% | 24% | 32% | 18% | 34% | 6% | 21% | 32% | 37% |
| Not applicable – I have never been on a first date with someone I met through a dating app/ website | 32% | 34% | 29% | 41% | 25% | 60% | 37% | 26% | 25% |

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# YouGov / BBC Newsbeat survey results
## Dating Apps

**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

|  | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**Thinking generally about the first dates you have been on through dating app/ websites...Who tends to pay for the date? (Please select the option that best applies)**

|  | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 697 | 374 | 323 | 257 | 440 | 25 | 232 | 280 | 160 |
| Base: All 16 to 34 year olds that have been on a date through a dating app/ website | 693 | 373 | 319 | 258 | 435 | 28 | 230 | 279 | 157 |
| Me | 20% | 33% | 4% | 23% | 18% | 19% | 24% | 17% | 20% |
| My date | 18% | 7% | 30% | 18% | 17% | 18% | 18% | 19% | 14% |
| We have usually split the cost in some way | 51% | 47% | 56% | 46% | 54% | 48% | 46% | 54% | 55% |
| Don't know/ can't recall | 11% | 13% | 9% | 12% | 11% | 15% | 12% | 10% | 12% |

**Thinking about first dates with a man and a woman...In general, who do you think should pay for first dates? (Please select the option that best applies)**

|  | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 697 | 374 | 323 | 257 | 440 | 25 | 232 | 280 | 160 |
| Base: All 16 to 34 year olds that have been on a date through a dating app/ website | 693 | 373 | 319 | 258 | 435 | 28 | 230 | 279 | 157 |
| Men | 23% | 22% | 25% | 23% | 23% | 33% | 22% | 25% | 21% |
| Women | 4% | 4% | 3% | 3% | 4% | - | 4% | 4% | 4% |
| It should be split in some way | 65% | 65% | 65% | 63% | 66% | 63% | 63% | 66% | 66% |
| Don't know | 8% | 9% | 6% | 10% | 7% | 4% | 11% | 5% | 9% |

# YouGov / BBC Newsbeat survey results
## Dating Apps

**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

As a reminder, please remember that your answers are always treated confidentially and are never analysed individually. We have provided you with a "Prefer not to say" option if you would rather not share your experiences.

Thinking about the most recent time you went on a first date through a dating app/ website...Which ONE, if any, of the following BEST describes the relationship that resulted from that date? (If your answer doesn't appear in the list below, please type it in the 'Other' box)

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 697 | 374 | 323 | 257 | 440 | 25 | 232 | 280 | 160 |
| Base: All 16 to 34 year olds that have been on a date through a dating app/ website | 693 | 373 | 319 | 258 | 435 | 28 | 230 | 279 | 157 |
| Further dates, but no eventual ongoing relationship | 13% | 11% | 14% | 12% | 13% | 34% | 9% | 14% | 12% |
| A friendship | 6% | 8% | 4% | 8% | 5% | 7% | 8% | 5% | 6% |
| A one off hook up/ sexual encounter | 8% | 11% | 4% | 8% | 8% | 7% | 9% | 8% | 8% |
| A fling/ a casual relationship (i.e. a sexual relationship/ repeated encounters, with no commitment) | 9% | 9% | 9% | 11% | 8% | 19% | 10% | 8% | 7% |
| A short term relationship | 7% | 7% | 7% | 10% | 5% | 11% | 9% | 5% | 6% |
| A long term relationship (excluding marriage) | 23% | 21% | 25% | 24% | 23% | 4% | 27% | 26% | 16% |
| Marriage | 5% | 5% | 4% | 1% | 7% | 4% | 0% | 3% | 15% |
| Other please see sheet LKB_Q15_open1 for open responses | 2% | 1% | 3% | 1% | 2% | - | 1% | 2% | 2% |
| Not applicable - no type of relationship resulted from the date | 16% | 13% | 20% | 14% | 18% | 4% | 15% | 18% | 17% |
| Don't know/ can't recall | 7% | 6% | 7% | 5% | 8% | - | 6% | 8% | 7% |
| Prefer not to say | 5% | 7% | 2% | 7% | 3% | 11% | 6% | 4% | 3% |

Thinking about the first dates you have been on with people you met through dating apps/ websites…In general, how safe, if at all, do you feel when meeting up with the date for the first time?

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 697 | 374 | 323 | 257 | 440 | 25 | 232 | 280 | 160 |
| Base: All 16 to 34 year olds that have been on a date through a dating app/ website | 693 | 373 | 319 | 258 | 435 | 28 | 230 | 279 | 157 |
| Very safe | 21% | 31% | 9% | 18% | 22% | 11% | 19% | 21% | 24% |
| Fairly safe | 60% | 54% | 68% | 59% | 60% | 55% | 60% | 60% | 60% |
| Not very safe | 9% | 6% | 12% | 9% | 9% | 11% | 9% | 10% | 7% |
| Not safe at all | 3% | 2% | 3% | 4% | 2% | 4% | 4% | 2% | 2% |
| Don't know | 8% | 7% | 9% | 9% | 7% | 19% | 8% | 7% | 7% |
| Net: Safe | 81% | 84% | 76% | 77% | 82% | 66% | 79% | 81% | 85% |
| Net: Not safe | 11% | 8% | 15% | 13% | 10% | 15% | 13% | 11% | 9% |

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# YouGov / BBC Newsbeat survey results
## Dating Apps
**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

|  | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
|  |  | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**Which, if any, of the following safety measures have you taken when going on a first date with someone you met through a dating app/ website? (Please select all that apply. If you have not taken any specific safety measures, please select the 'Not applicable' option. If any of your answers don't appear in the list below, please type them in the 'Other' box)**

|  | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 697 | 374 | 323 | 257 | 440 | 25 | 232 | 280 | 160 |
| **Base: All 16 to 34 year olds that have been on a date through a dating app/ website** | 693 | 373 | 319 | 258 | 435 | *28* | 230 | 279 | 157 |
| I tell a friend/ family member about the date | 47% | 33% | 64% | 52% | 44% | *56%* | 52% | 43% | 46% |
| I bring a friend/ family member with me | 4% | 3% | 5% | 4% | 4% | *4%* | 4% | 5% | 3% |
| I tell others via social media about the date | 7% | 5% | 9% | 10% | 5% | *22%* | 8% | 6% | 4% |
| I meet the date in a public place (e.g. a bar, restaurant, town centre, etc.) | 63% | 50% | 77% | 62% | 63% | *63%* | 62% | 67% | 55% |
| I meet the date during the day | 27% | 22% | 33% | 30% | 26% | *41%* | 28% | 26% | 25% |
| I "shared" my live location with a friends/ family member via a device (e.g. phone, tablet, etc.) | 8% | 6% | 11% | 12% | 6% | *15%* | 12% | 6% | 7% |
| Other please see sheet LKB_Q17_open1 for open responses | 1% | 1% | 1% | 1% | 1% | *4%* | 1% | 0% | 2% |
| Don't know | 5% | 6% | 5% | 5% | 5% | *4%* | 5% | 5% | 6% |
| Not applicable - I haven't taken any specific safety measures when going on a first date with someone I met through a dating app/ website | 14% | 23% | 3% | 12% | 15% | *4%* | 13% | 13% | 18% |

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**YouGov / BBC Newsbeat survey results**
**Dating Apps**

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |

**Please remember that your answers are always treated confidentially and are never analysed individually.**

**Even if you have not used a dating app/ website before, we are still interested in your opinion...**

**How important, if at all, would the following attribute be to you when deciding whether or not to meet up with someone you met through a dating app/ website?**

**Their name**

| | Total | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
|---|---|---|---|---|---|---|---|---|---|
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 5% | 4% | 6% | 6% | 4% | 5% | 7% | 4% | 4% |
| Fairly important | 10% | 10% | 11% | 10% | 11% | 14% | 8% | 13% | 8% |
| Not very important | 37% | 35% | 39% | 36% | 37% | 34% | 37% | 38% | 37% |
| Not at all important | 41% | 43% | 39% | 41% | 41% | 40% | 42% | 39% | 44% |
| Don't know | 5% | 5% | 5% | 4% | 5% | 5% | 4% | 5% | 6% |
| Prefer not to say | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 1% |
| Net: Important | 15% | 14% | 16% | 16% | 15% | 19% | 15% | 16% | 12% |
| Net: Not Important | 78% | 78% | 78% | 77% | 78% | 74% | 79% | 77% | 81% |

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# YouGov / BBC Newsbeat survey results
## Dating Apps

**UK Sample: 2066 16-34 year olds**

**Fieldwork dates: 3rd - 10th April 2018**

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
| **Their ethnicity** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 6% | 6% | 5% | 5% | 6% | 6% | 5% | 6% | 6% |
| Fairly important | 15% | 15% | 15% | 14% | 15% | 14% | 14% | 16% | 14% |
| Not very important | 34% | 33% | 35% | 34% | 34% | 35% | 33% | 33% | 35% |
| Not at all important | 38% | 37% | 39% | 39% | 37% | 39% | 39% | 37% | 38% |
| Don't know | 6% | 6% | 5% | 6% | 5% | 6% | 6% | 5% | 5% |
| Prefer not to say | 2% | 2% | 1% | 2% | 2% | 1% | 3% | 2% | 1% |
| Net: Important | 20% | 21% | 20% | 19% | 22% | 20% | 19% | 23% | 20% |
| Net: Not  Important | 72% | 70% | 74% | 73% | 71% | 73% | 73% | 70% | 73% |
| **Their religion** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 11% | 10% | 12% | 9% | 12% | 9% | 9% | 12% | 13% |
| Fairly important | 25% | 23% | 26% | 24% | 25% | 27% | 23% | 25% | 24% |
| Not very important | 35% | 36% | 35% | 35% | 36% | 33% | 36% | 34% | 38% |
| Not at all important | 21% | 22% | 20% | 23% | 19% | 22% | 24% | 19% | 18% |
| Don't know | 6% | 6% | 7% | 6% | 7% | 7% | 5% | 7% | 6% |
| Prefer not to say | 2% | 3% | 1% | 2% | 2% | 1% | 3% | 2% | 1% |
| Net: Important | 35% | 33% | 38% | 34% | 37% | 36% | 33% | 37% | 37% |
| Net: Not  Important | 56% | 58% | 55% | 58% | 54% | 56% | 60% | 53% | 56% |

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**YouGov / BBC Newsbeat survey results**
**Dating Apps**

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
| **Their overall appearance** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 21% | 22% | 19% | 20% | 21% | 18% | 21% | 21% | 21% |
| Fairly important | 60% | 58% | 62% | 59% | 60% | 58% | 60% | 62% | 58% |
| Not very important | 10% | 9% | 12% | 12% | 9% | 15% | 11% | 9% | 9% |
| Not at all important | 2% | 3% | 2% | 2% | 2% | 2% | 2% | 1% | 4% |
| Don't know | 5% | 5% | 5% | 5% | 6% | 6% | 4% | 5% | 6% |
| Prefer not to say | 2% | 3% | 1% | 2% | 2% | 0% | 3% | 2% | 1% |
| Net: Important | 80% | 80% | 81% | 79% | 81% | 76% | 81% | 82% | 79% |
| Net: Not  Important | 13% | 12% | 13% | 14% | 12% | 17% | 12% | 11% | 14% |
| **Their education** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 9% | 8% | 10% | 10% | 9% | 9% | 10% | 10% | 8% |
| Fairly important | 41% | 39% | 43% | 44% | 38% | 45% | 44% | 39% | 37% |
| Not very important | 32% | 31% | 32% | 30% | 33% | 29% | 30% | 33% | 34% |
| Not at all important | 11% | 13% | 9% | 9% | 13% | 10% | 8% | 11% | 16% |
| Don't know | 5% | 6% | 5% | 5% | 5% | 7% | 5% | 5% | 5% |
| Prefer not to say | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% |
| Net: Important | 50% | 48% | 53% | 54% | 47% | 54% | 54% | 49% | 44% |
| Net: Not  Important | 43% | 44% | 41% | 39% | 46% | 39% | 39% | 44% | 49% |
| **Their job** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 6% | 4% | 7% | 6% | 6% | 5% | 6% | 6% | 5% |
| Fairly important | 35% | 28% | 42% | 37% | 33% | 36% | 38% | 35% | 30% |
| Not very important | 40% | 43% | 37% | 39% | 41% | 42% | 37% | 41% | 42% |
| Not at all important | 12% | 17% | 7% | 10% | 13% | 8% | 11% | 11% | 16% |
| Don't know | 6% | 6% | 6% | 6% | 6% | 8% | 6% | 6% | 5% |
| Prefer not to say | 2% | 2% | 1% | 2% | 1% | 1% | 2% | 2% | 1% |
| Net: Important | 41% | 32% | 49% | 43% | 39% | 42% | 44% | 41% | 35% |
| Net: Not  Important | 52% | 59% | 44% | 49% | 54% | 50% | 48% | 51% | 59% |

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**YouGov / BBC Newsbeat survey results**
**Dating Apps**

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

| | Total | Gender | | Age | | Age breaks | | | |
|---|---|---|---|---|---|---|---|---|---|
| | | Male | Female | 16-24 | 25-34 | 16-18 | 19-24 | 25-30 | 31-34 |
| **Where they live** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 11% | 11% | 11% | 10% | 12% | 9% | 10% | 12% | 12% |
| Fairly important | 52% | 48% | 56% | 53% | 51% | 56% | 51% | 54% | 47% |
| Not very important | 23% | 25% | 20% | 23% | 23% | 21% | 23% | 21% | 25% |
| Not at all important | 7% | 9% | 6% | 8% | 7% | 7% | 8% | 6% | 9% |
| Don't know | 5% | 5% | 5% | 5% | 5% | 6% | 5% | 5% | 6% |
| Prefer not to say | 2% | 3% | 1% | 2% | 2% | 1% | 2% | 2% | 1% |
| Net: Important | 63% | 59% | 68% | 63% | 63% | 65% | 62% | 66% | 59% |
| Net: Not Important | 30% | 33% | 26% | 30% | 30% | 28% | 31% | 27% | 34% |
| **Where they grew up** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 3% | 3% | 2% | 3% | 2% | 3% | 3% | 2% | 3% |
| Fairly important | 11% | 10% | 11% | 13% | 9% | 14% | 12% | 10% | 8% |
| Not very important | 42% | 39% | 45% | 42% | 42% | 45% | 40% | 43% | 40% |
| Not at all important | 37% | 40% | 35% | 35% | 39% | 30% | 37% | 38% | 41% |
| Don't know | 6% | 6% | 5% | 5% | 6% | 7% | 5% | 5% | 6% |
| Prefer not to say | 2% | 3% | 1% | 2% | 2% | 1% | 2% | 2% | 1% |
| Net: Important | 13% | 13% | 14% | 16% | 11% | 17% | 15% | 12% | 11% |
| Net: Not Important | 79% | 78% | 80% | 77% | 81% | 75% | 78% | 81% | 82% |
| **The type of messages they send me** | | | | | | | | | |
| Unweighted base | 2066 | 1035 | 1031 | 941 | 1125 | 280 | 661 | 673 | 452 |
| Base: All 16 to 34 year olds | 2066 | 1041 | 1025 | 950 | 1116 | 298 | 653 | 669 | 446 |
| Very important | 46% | 32% | 60% | 46% | 45% | 41% | 48% | 44% | 47% |
| Fairly important | 40% | 49% | 31% | 40% | 41% | 43% | 38% | 43% | 37% |
| Not very important | 6% | 9% | 3% | 6% | 5% | 7% | 6% | 5% | 6% |
| Not at all important | 1% | 2% | 1% | 1% | 1% | 1% | 1% | 1% | 2% |
| Don't know | 5% | 6% | 5% | 5% | 6% | 6% | 4% | 6% | 6% |
| Prefer not to say | 2% | 3% | 1% | 2% | 2% | 2% | 2% | 2% | 2% |
| Net: Important | 86% | 81% | 91% | 86% | 86% | 84% | 86% | 87% | 84% |
| Net: Not Important | 7% | 11% | 3% | 7% | 7% | 8% | 7% | 6% | 8% |