

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1123 adults. Fieldwork was undertaken between 7th - 8th November 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov NY
Paying On Dates

US_nat Sample: 7th - 8th November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
	A	B	C	D	E	F	G	H	I	J	K	L	M

HYP_q1. Please imagine a scenario in which a man and a woman are on their first date at a bar or restaurant...

In general, who do you think should pay the bill? Please select the option that best applies.

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
The man	35%	40%	29%	29%	38%	36%	38%	33%	35%	32%	36%	39%	29%	27%
		B			C							*	*	*
The woman	1%	1%	1%	2%	1%	0%	1%	0%	1%	2%	1%	1%	1%	2%
												*	*	*
Whoever initiated the date (i.e., whoever asked the other out)	32%	27%	37%	26%	27%	42%	29%	33%	31%	38%	37%	21%	23%	30%
		A			C.D						K.L	*	*	*
They should pay for what they ordered	9%	9%	10%	16%	7%	6%	11%	8%	8%	11%	9%	9%	11%	8%
				D.E							*	*	*	*
They should split the bill evenly	15%	14%	16%	14%	21%	10%	15%	18%	15%	12%	11%	22%	24%	19%
				C.E							J*	J*	J*	J*
Other	2%	2%	2%	3%	1%	2%	2%	2%	3%	1%	1%	1%	5%	6%
											*	J*	J.K*	J.K*
Don't know	6%	7%	5%	11%	4%	3%	5%	6%	7%	4%	5%	8%	7%	7%
			D.E								*	*	*	*

HYP_q2.1. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two men

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
Whoever initiated the date (i.e., whoever asked the other out)	48%	42%	53%	50%	45%	48%	55%	43%	43%	54%	51%	36%	43%	46%
		A				G.H				G.H	K	*	*	*
They should pay for what they ordered	13%	14%	12%	15%	12%	11%	9%	12%	14%	15%	14%	12%	12%	8%
											*	*	*	*
They should split the bill evenly	19%	19%	19%	16%	21%	19%	22%	18%	20%	14%	17%	25%	24%	17%
							I				*	*	*	*
Other	5%	6%	4%	4%	4%	6%	3%	7%	5%	3%	4%	7%	4%	8%
							F				*	*	*	*
Don't know	16%	20%	12%	15%	18%	15%	11%	19%	18%	14%	14%	19%	17%	22%
		B						F	F		*	*	*	*

HYP_q2.2. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two women

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
Whoever initiated the date (i.e., whoever asked the other out)	47%	41%	53%	47%	46%	49%	54%	42%	45%	51%	50%	36%	45%	48%
		A				G.H					K	*	*	*
They should pay for what they ordered	13%	13%	13%	16%	12%	10%	8%	14%	13%	14%	13%	13%	14%	6%
				E				F			*	*	*	*
They should split the bill evenly	20%	22%	19%	19%	21%	21%	25%	18%	19%	18%	18%	30%	22%	17%
											J*	*	*	*
Other	5%	6%	4%	3%	5%	6%	3%	6%	5%	4%	4%	5%	5%	8%
											*	*	*	*
Don't know	15%	19%	11%	15%	17%	14%	10%	19%	17%	13%	14%	17%	14%	22%
		B						F	F		*	*	*	*

YouGov NY
Paying On Dates

US_nat Sample: 7th - 8th November 2017



Total	Education				Marital Status						
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	
	N	O	P	Q	R	S	T	U	V	W	

HYP_q1. Please imagine a scenario in which a man and a woman are on their first date at a bar or restaurant...

In general, who do you think should pay the bill? Please select the option that best applies.

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
The man	35%	32%	36%	39%	32%	41%	16%	31%	24%	30%	28%
The woman	1%	1%	1%	1%	1%	3%	**	3%	*	1%	*
Whoever initiated the date (i.e., whoever asked the other out)	32%	31%	34%	33%	34%	33%	25%	41%	60%	24%	46%
They should pay for what they ordered	9%	10%	8%	11%	8%	6%	5%	7%	6%	16%	4%
They should split the bill evenly	15%	17%	13%	13%	15%	13%	28%	11%	10%	18%	18%
Other	2%	2%	2%	2%	2%	3%	-	-	-	2%	2%
Don't know	6%	7%	6%	1%	7%	3%	23%	7%	-	9%	4%

HYP_q2.1. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two men

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
Whoever initiated the date (i.e., whoever asked the other out)	48%	43%	50%	54%	48%	47%	33%	57%	58%	44%	62%
They should pay for what they ordered	13%	13%	10%	13%	16%	12%	6%	13%	12%	14%	8%
They should split the bill evenly	19%	21%	20%	15%	17%	18%	28%	14%	21%	21%	19%
Other	5%	5%	5%	4%	5%	6%	7%	1%	4%	3%	7%
Don't know	16%	18%	15%	14%	14%	17%	25%	15%	5%	17%	4%

HYP_q2.2. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two women

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
Whoever initiated the date (i.e., whoever asked the other out)	47%	42%	51%	53%	50%	47%	27%	60%	58%	42%	62%
They should pay for what they ordered	13%	14%	10%	13%	16%	12%	9%	9%	16%	15%	10%
They should split the bill evenly	20%	24%	19%	16%	14%	19%	30%	14%	21%	24%	14%
Other	5%	5%	6%	4%	5%	6%	7%	3%	-	3%	7%
Don't know	15%	16%	14%	14%	15%	16%	25%	13%	5%	16%	7%

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Total	Social networks membership														Most Appropriate location for first date					
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	An expensive restaurant	A casual restaurant	A bar	A coffee shop	A free, outdoor venue (e.g., a park, a beach, etc.)	The movies	An attraction where you can walk around (e.g., a zoo, an aquarium)
	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP	AQ	AR	AS	AT	AU	AV	AW

HYP_q1. Please imagine a scenario in which a man and a woman are on their first date at a bar or restaurant...

In general, who do you think should pay the bill? Please select the option that best applies.

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
The man	35%	36%	34%	32%	39%	18%	31%	30%	39%	42%	44%	24%	6%	37%	59%	40%	54%	29%	21%	33%	28%
The woman	1%	1%	2%	2%	3%	4%	0%	1%	2%	2%	-	-	1%	2%	0%	3%	4%	1%	1%	**	1%
Whoever initiated the date (i.e., whoever asked the other out)	32%	33%	34%	36%	29%	47%	40%	32%	30%	24%	12%	50%	10%	27%	29%	35%	17%	27%	33%	16%	41%
They should pay for what they ordered	9%	9%	10%	8%	12%	4%	9%	14%	7%	10%	29%	12%	16%	8%	-	8%	11%	11%	11%	31%	12%
They should split the bill evenly	15%	14%	15%	19%	12%	23%	15%	12%	15%	14%	10%	11%	14%	18%	10%	13%	15%	25%	24%	12%	15%
Other	2%	1%	2%	1%	3%	2%	1%	4%	2%	3%	4%	-	40%	2%	-	2%	-	1%	7%	3%	0%
Don't know	6%	6%	3%	3%	3%	3%	3%	7%	5%	5%	-	4%	12%	7%	-	3%	-	5%	2%	3%	4%

HYP_q2.1. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two men

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
Whoever initiated the date (i.e., whoever asked the other out)	48%	50%	49%	48%	51%	49%	56%	47%	52%	53%	37%	49%	5%	34%	52%	52%	37%	40%	54%	40%	50%
They should pay for what they ordered	13%	11%	13%	13%	13%	10%	12%	19%	12%	12%	40%	17%	11%	11%	10%	11%	15%	17%	10%	28%	16%
They should split the bill evenly	19%	20%	22%	21%	19%	21%	17%	20%	17%	16%	11%	11%	14%	18%	28%	19%	40%	26%	25%	11%	18%
Other	5%	4%	4%	3%	4%	7%	4%	5%	4%	6%	4%	12%	40%	11%	-	5%	-	2%	6%	8%	4%
Don't know	16%	15%	12%	14%	14%	13%	11%	9%	14%	14%	8%	11%	30%	27%	10%	13%	8%	15%	5%	14%	13%

HYP_q2.2. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two women

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
Whoever initiated the date (i.e., whoever asked the other out)	47%	51%	50%	48%	49%	52%	55%	45%	53%	52%	39%	54%	5%	36%	52%	53%	47%	39%	46%	40%	49%
They should pay for what they ordered	13%	11%	12%	12%	11%	9%	12%	20%	11%	13%	35%	12%	11%	12%	10%	10%	10%	20%	14%	29%	16%
They should split the bill evenly	20%	20%	23%	22%	23%	19%	18%	20%	19%	17%	8%	11%	14%	17%	27%	21%	35%	24%	33%	10%	18%
Other	5%	4%	4%	4%	4%	9%	5%	5%	5%	6%	9%	12%	40%	9%	-	5%	-	2%	3%	8%	4%
Don't know	15%	14%	11%	13%	12%	11%	10%	10%	13%	12%	8%	11%	30%	27%	8%	12%	8%	15%	4%	14%	13%

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Total		
	Other	Don't know
	AX	AY

HYP_q1. Please imagine a scenario in which a man and a woman are on their first date at a bar or restaurant...

In general, who do you think should pay the bill? Please select the option that best applies.

Unweighted base	1123	24	82
Base: All US adults	1108	20	85
The man	35%	34%	16%
		**	*
The woman	1%	-	2%
		**	AR*
Whoever initiated the date (i.e., whoever asked the other out)	32%	50%	23%
		**	*
They should pay for what they ordered	9%	-	5%
		**	*
They should split the bill evenly	15%	4%	14%
		**	*
Other	2%	8%	2%
		**	*
Don't know	6%	4%	38%
		**	AR.AT.AU.AW*

HYP_q2.1. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two men

Unweighted base	1123	24	82
Base: All US adults	1108	20	85
Whoever initiated the date (i.e., whoever asked the other out)	48%	53%	22%
		**	*
They should pay for what they ordered	13%	3%	6%
		**	*
They should split the bill evenly	19%	7%	8%
		**	*
Other	5%	18%	10%
		**	AT*
Don't know	16%	19%	53%
		**	AR.AT.AU.AW*

HYP_q2.2. Please imagine a scenario in which two people of the same gender are on their first date at a bar or restaurant...

In general, who do you think should pay the bill in each of the following instances? Please select the option that best applies on each row.

- A first date between two women

Unweighted base	1123	24	82
Base: All US adults	1108	20	85
Whoever initiated the date (i.e., whoever asked the other out)	47%	53%	26%
		**	*
They should pay for what they ordered	13%	3%	4%
		**	*
They should split the bill evenly	20%	7%	6%
		**	*
Other	5%	18%	11%
		**	AR.AT.AW*
Don't know	15%	19%	53%
		**	AR.AT.AU.AW*

YouGov NY
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US_nat Sample: 7th - 8th November 2017



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYP .q3. For the following question when we ask about the 'first date' we mean just the dinner, drinks, activity, etc. but not any preparation for the date (e.g., buying an outfit, getting hair done, etc.)

On average, how much do you feel is the appropriate amount to spend on a first date (regardless of who is paying for it)? Please type your answer in whole numbers in the box below.

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
1 - \$0	1%	0%	1%	0%	0%	1%	-	1%	1%	1%	1%	-	1%	-
2 - \$1 to \$20	6%	8%	5%	11%	6%	3%	5%	8%	6%	7%	6%	8%	4%	10%
3 - \$21 to \$40	11%	10%	13%	17%	9%	8%	14%	14%	10%	7%	11%	13%	10%	13%
4 - \$41 to \$60	21%	18%	23%	23%	19%	21%	17%	20%	20%	29%	22%	14%	25%	19%
5 - \$61 to \$80	5%	6%	5%	3%	5%	7%	8%	4%	5%	5%	6%	1%	3%	6%
6 - \$81 to \$100	12%	12%	11%	9%	12%	14%	14%	10%	13%	8%	12%	9%	12%	12%
7 - \$101 to \$150	2%	2%	1%	-	2%	3%	2%	2%	2%	0%	2%	1%	2%	-
8 - \$151 to \$200	1%	1%	1%	-	0%	2%	1%	1%	1%	0%	1%	2%	-	-
9 - \$201 to \$300	1%	1%	1%	1%	2%	1%	1%	1%	1%	1%	1%	1%	1%	-
10 - More than \$300	1%	2%	0%	1%	2%	0%	1%	-	2%	0%	0%	5%	-	-
Don't know	40%	40%	40%	36%	43%	41%	38%	41%	40%	42%	38%	46%	43%	41%
Mean	63.76	66.24	61.42	50.20	68.02	72.18	67.56	57.16	68.00	59.60	65.54	60.79	62.23	54.60
Median	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00

HYP .q4. Which ONE of the following locations do you think is MOST appropriate for a first date?

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
An expensive restaurant	3%	5%	2%	2%	5%	2%	2%	3%	5%	1%	3%	6%	0%	-
A casual restaurant	50%	46%	54%	44%	48%	57%	54%	47%	52%	46%	51%	54%	53%	31%
A bar	2%	2%	1%	2%	3%	1%	2%	1%	2%	2%	2%	2%	3%	-
A coffee shop	12%	11%	13%	13%	16%	8%	10%	10%	11%	17%	11%	6%	17%	16%
A free, outdoor venue (e.g., a park, a beach, etc.)	6%	7%	6%	11%	5%	4%	8%	5%	6%	6%	6%	8%	8%	5%
The movies	4%	6%	3%	8%	3%	3%	4%	4%	3%	9%	3%	2%	8%	13%
An attraction where you can walk around (e.g., a zoo, an aquarium, museum, etc.)	13%	12%	14%	11%	11%	16%	12%	18%	12%	10%	15%	9%	5%	17%
Other	2%	3%	1%	-	3%	2%	1%	2%	2%	2%	3%	-	-	2%
Don't know	8%	9%	7%	10%	7%	7%	6%	11%	7%	7%	6%	12%	5%	15%

YouGov NY
Paying On Dates

US_nat Sample: 7th - 8th November 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYP .q3. For the following question when we ask about the 'first date' we mean just the dinner, drinks, activity, etc. but not any preparation for the date (e.g., buying an outfit, getting hair done, etc.)

On average, how much do you feel is the appropriate amount to spend on a first date (regardless of who is paying for it)? Please type your answer in whole numbers in the box below.

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
1 - \$0	1%	1%	0%	0%	-	0%	-	3%	-	1%	-
							**	R	*		*
2 - \$1 to \$20	6%	5%	7%	10%	5%	6%	5%	3%	4%	7%	10%
				N			**	*	*		*
3 - \$21 to \$40	11%	12%	11%	9%	9%	10%	6%	10%	8%	14%	6%
							**	*	*		*
4 - \$41 to \$60	21%	20%	20%	27%	16%	21%	18%	26%	23%	19%	26%
				Q			**	*	*		*
5 - \$61 to \$80	5%	4%	5%	9%	4%	6%	11%	6%	7%	3%	8%
				N			**	*	*		*
6 - \$81 to \$100	12%	7%	13%	11%	25%	14%	19%	12%	11%	7%	16%
			N		N.O.P	V	**	*	*		V*
7 - \$101 to \$150	2%	1%	3%	0%	2%	2%	-	1%	-	1%	7%
							**	*	*		R, V*
8 - \$151 to \$200	1%	1%	1%	1%	1%	1%	-	-	-	0%	-
							**	*	*		*
9 - \$201 to \$300	1%	0%	1%	1%	4%	2%	-	-	-	1%	-
					N.O		**	*	*		*
10 - More than \$300	1%	0%	2%	1%	-	0%	-	-	-	2%	-
			N				**	*	*		*
Don't know	40%	49%	37%	30%	33%	38%	40%	38%	47%	45%	27%
		O.P.Q					**	W*	W		*
Mean	63.76	56.65	64.34	64.04	85.79	69.65	66.99	58.96	57.51	55.92	66.00
					N.O.P*	V	**	*	**		**
Median	50.00	50.00	50.00	50.00	79.40	50.00	67.53	50.00	50.00	50.00	50.00

HYP .q4. Which ONE of the following locations do you think is MOST appropriate for a first date?

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
An expensive restaurant	3%	2%	4%	3%	5%	3%	3%	2%	2%	4%	4%
				N			**	*	*		*
A casual restaurant	50%	52%	51%	53%	34%	52%	45%	55%	54%	46%	46%
		Q	Q	Q			**	*	*		*
A bar	2%	2%	2%	2%	4%	2%	-	2%	1%	1%	3%
							**	*	*		*
A coffee shop	12%	9%	11%	15%	21%	10%	16%	13%	13%	12%	18%
				N	N.O		**	*	*		*
A free, outdoor venue (e.g., a park, a beach, etc.)	6%	9%	4%	5%	7%	7%	6%	5%	6%	7%	-
		O					**	*	*		*
The movies	4%	6%	5%	1%	1%	5%	3%	-	2%	6%	4%
		P.Q	P			T	**	*	*	T	*
An attraction where you can walk around (e.g., a zoo, an aquarium, museum, etc.)	13%	11%	13%	15%	18%	12%	20%	13%	16%	13%	18%
				N			**	*	*		*
Other	2%	1%	2%	2%	2%	3%	5%	1%	2%	0%	1%
						V	**	*	*		*
Don't know	8%	9%	9%	3%	8%	6%	3%	10%	2%	10%	6%
		P	P				**	*	*		*

YouGov NY
Paying On Dates

US_nat Sample: 7th - 8th November 2017



Total	Social networks membership													Most Appropriate location for first date							
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	An expensive restaurant	A casual restaurant	A bar	A coffee shop	A free, outdoor venue (e.g., a park, a beach, etc.)	The movies	An attraction where you can walk around (e.g., a zoo, an aquarium, etc.)	
Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
1 - \$0	1%	1%	1%	0%	1%	-	1%	-	1%	-	-	4%	-	1%	-	0%	-	-	5%	-	-
2 - \$1 to \$20	6%	6%	5%	6%	9%	6%	4%	10%	6%	9%	28%	5%	18%	9%	3%	5%	11%	10%	10%	8%	8%
3 - \$21 to \$40	11%	10%	15%	11%	9%	11%	14%	12%	10%	11%	9%	13%	50%	8%	-	11%	7%	15%	12%	15%	13%
4 - \$41 to \$60	21%	22%	21%	24%	20%	27%	24%	33%	22%	30%	17%	22%	-	12%	9%	23%	10%	19%	25%	38%	24%
5 - \$61 to \$80	5%	6%	6%	6%	5%	4%	7%	3%	6%	4%	-	5%	-	3%	5%	7%	3%	5%	3%	3%	6%
6 - \$81 to \$100	12%	13%	14%	15%	12%	9%	15%	8%	16%	13%	19%	5%	5%	6%	32%	14%	6%	8%	3%	4%	11%
7 - \$101 to \$150	2%	2%	2%	1%	1%	-	2%	1%	2%	2%	-	-	-	2%	8%	2%	-	1%	-	-	2%
8 - \$151 to \$200	1%	1%	1%	2%	1%	4%	0%	2%	1%	0%	-	-	-	1%	-	1%	-	-	-	1%	1%
9 - \$201 to \$300	1%	1%	1%	1%	2%	2%	2%	2%	2%	2%	7%	-	-	1%	4%	1%	-	2%	1%	-	2%
10 - More than \$300	1%	1%	2%	3%	3%	1%	0%	8%	2%	4%	4%	-	-	-	22%	0%	4%	-	-	-	1%
Don't know	40%	38%	32%	30%	37%	36%	31%	21%	33%	25%	17%	45%	28%	16%	35%	55%	43%	40%	32%	33%	
Mean	63.76	65.89	66.68	70.02	67.37	77.64	68.59	68.88	70.63	65.95	91.45	43.52	37.49	57.15	118.92	65.42	49.43	56.65	45.67	49.53	65.37
Median	50.00	50.00	50.00	50.00	50.00	50.00	50.00	50.00	60.00	50.00	50.00	50.00	40.00	50.00	100.00	50.00	54.52	50.00	50.00	50.00	50.00

HYP_q4. Which ONE of the following locations do you think is MOST appropriate for a first date?

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
An expensive restaurant	3%	3%	4%	5%	4%	2%	2%	8%	4%	5%	4%	-	-	3%	100%	-	-	-	-	-	-
A casual restaurant	50%	52%	52%	47%	50%	50%	52%	40%	52%	51%	42%	50%	51%	39%	-	100%	-	-	-	-	-
A bar	2%	2%	3%	2%	2%	7%	3%	3%	2%	1%	19%	-	-	-	-	100%	-	-	-	-	-
A coffee shop	12%	13%	14%	16%	16%	10%	13%	17%	14%	12%	16%	16%	20%	9%	-	-	-	100%	-	-	-
A free, outdoor venue (e.g., a park, a beach, etc.)	6%	6%	6%	5%	7%	8%	6%	9%	7%	7%	-	8%	-	7%	-	-	-	-	100%	-	-
The movies	4%	4%	5%	3%	4%	-	4%	6%	4%	7%	-	-	-	5%	-	-	-	-	-	100%	-
An attraction where you can walk around (e.g., a zoo, an aquarium, museum, etc.)	13%	13%	12%	14%	11%	13%	15%	13%	11%	12%	15%	7%	-	14%	-	-	-	-	-	-	100%
Other	2%	2%	2%	3%	1%	1%	2%	-	1%	1%	4%	11%	-	2%	-	-	-	-	-	-	-
Don't know	8%	6%	4%	5%	6%	9%	4%	4%	5%	4%	-	8%	30%	21%	-	-	-	-	-	-	-

YouGov NY
Paying On Dates

US_nat Sample: 7th - 8th November 2017



Total		
	Other	Don't know

HYP_q3. For the following question when we ask about the 'first date' we mean just the dinner, drinks, activity, etc. but not any preparation for the date (e.g., buying an outfit, getting hair done, etc.)

On average, how much do you feel is the appropriate amount to spend on a first date (regardless of who is paying for it)? Please type your answer in whole numbers in the box below.

Unweighted base	1123	24	82
Base: All US adults	1108	20	85
1 - \$0	1%	4%	1%
		**	*
2 - \$1 to \$20	6%	-	3%
		**	*
3 - \$21 to \$40	11%	9%	3%
		**	*
4 - \$41 to \$60	21%	4%	4%
		**	*
5 - \$61 to \$80	5%	-	1%
		**	*
6 - \$81 to \$100	12%	25%	1%
		**	*
7 - \$101 to \$150	2%	4%	1%
		**	*
8 - \$151 to \$200	1%	-	-
		**	*
9 - \$201 to \$300	1%	-	-
		**	*
10 - More than \$300	1%	-	-
		**	*
Don't know	40%	54%	87%
		**	AR,AT,AU,AW*
Mean	63.76	76.36	50.24
		**	**
Median	50.00	100.00	44.01

HYP_q4. Which ONE of the following locations do you think is MOST appropriate for a first date?

Unweighted base	1123	24	82
Base: All US adults	1108	20	85
An expensive restaurant	3%	-	-
		**	*
A casual restaurant	50%	-	-
		**	*
A bar	2%	-	-
		**	*
A coffee shop	12%	-	-
		**	*
A free, outdoor venue (e.g., a park, a beach, etc.)	6%	-	-
		**	*
The movies	4%	-	-
		**	*
An attraction where you can walk around (e.g., a zoo, an aquarium, museum, etc.)	13%	-	-
		**	*
Other	2%	100%	-
		**	*
Don't know	8%	-	100%
		**	AR,AT,AU,AW*

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Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)

HYP_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date asked me to pay for half of the bill

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
Strongly agree	17%	9%	25%	12%	17%	20%	15%	21%	17%	14%	18%	20%	15%	8%
			A			C					M	M*	*	*
Somewhat agree	20%	15%	24%	21%	16%	22%	20%	19%	20%	21%	19%	21%	23%	18%
			A			D					*	*	*	*
Neither agree nor disagree	31%	37%	25%	31%	28%	33%	34%	29%	31%	28%	30%	37%	31%	31%
			B			E					*	*	*	*
Somewhat disagree	14%	16%	12%	14%	15%	13%	14%	12%	14%	16%	15%	12%	11%	16%
											*	*	*	*
Strongly disagree	19%	23%	14%	22%	24%	11%	17%	19%	19%	20%	20%	9%	19%	27%
			B		E	E					K	*	*	K*
Net: Agree	37%	24%	49%	33%	33%	43%	35%	40%	36%	35%	36%	42%	38%	26%
			A			C.D						M*	*	*
Net: Disagree	33%	39%	26%	36%	39%	24%	31%	31%	32%	36%	34%	21%	30%	43%
			B		E						K	*	*	K*

HYP_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, I offered to pay for half the bill and was turned down

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
Strongly agree	5%	6%	4%	7%	6%	2%	5%	5%	5%	4%	5%	9%	2%	2%
			E		E							*	*	*
Somewhat agree	9%	11%	8%	12%	8%	8%	9%	13%	6%	11%	9%	12%	5%	14%
								H		H		*	*	*
Neither agree nor disagree	33%	38%	26%	32%	26%	37%	35%	36%	32%	26%	30%	36%	44%	31%
			B			D				*	*	*	J*	*
Somewhat disagree	21%	20%	22%	19%	21%	22%	18%	16%	23%	25%	23%	17%	18%	16%
										G	*	*	*	*
Strongly disagree	32%	26%	39%	30%	37%	31%	33%	30%	34%	32%	34%	26%	29%	38%
			A							*	*	*	*	*
Net: Agree	14%	16%	12%	19%	14%	10%	14%	18%	11%	15%	14%	21%	8%	15%
			B		E			H				L*	*	*
Net: Disagree	53%	46%	61%	49%	58%	53%	52%	46%	57%	57%	57%	43%	48%	54%
			A		C			G		G	K	*	*	*

HYP_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date assumed I would be paying the whole bill

Unweighted base	1123	484	639	276	358	489	249	271	396	207	819	126	90	88
Base: All US adults	1108	544	564	336	362	410	240	253	390	225	725	137	162	83
Strongly agree	34%	12%	54%	34%	31%	36%	32%	34%	35%	32%	33%	36%	39%	28%
			A								*	*	*	*
Somewhat agree	19%	16%	22%	21%	19%	18%	20%	24%	15%	19%	21%	19%	12%	18%
			A					H		H		*	*	*
Neither agree nor disagree	25%	35%	16%	27%	26%	24%	29%	24%	26%	21%	23%	25%	32%	33%
			B							*	*	*	*	J*
Somewhat disagree	8%	12%	4%	8%	7%	8%	9%	7%	7%	9%	9%	7%	4%	10%
			B							*	*	*	*	*
Strongly disagree	14%	24%	4%	10%	18%	14%	9%	12%	16%	18%	15%	13%	13%	10%
			B		C				F	F		*	*	*
Net: Agree	53%	28%	76%	55%	49%	53%	52%	58%	50%	51%	53%	55%	51%	46%
			A									*	*	*
Net: Disagree	22%	37%	8%	18%	25%	23%	19%	18%	23%	27%	24%	20%	17%	21%
			B						G	G		*	*	*

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

HYP_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date asked me to pay for half of the bill

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
Strongly agree	17%	19%	14%	19%	14%	17%	11%	18%	30%	17%	8%
							**		R.V.W*		*
Somewhat agree	20%	20%	21%	18%	18%	22%	9%	21%	28%	16%	17%
							**		*		*
Neither agree nor disagree	31%	33%	31%	27%	27%	28%	36%	32%	23%	34%	32%
							**		*		*
Somewhat disagree	14%	10%	16%	15%	23%	14%	22%	12%	14%	13%	14%
			N		N		**		*		**
Strongly disagree	19%	18%	19%	21%	18%	19%	22%	17%	6%	20%	29%
						U	**		*	U	U*
Net: Agree	37%	39%	35%	37%	32%	39%	20%	39%	58%	33%	25%
							**		R.T.V.W*		*
Net: Disagree	33%	28%	34%	36%	41%	33%	44%	29%	20%	33%	43%
					N		**		*		U*

HYP_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, I offered to pay for half the bill and was turned down

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
Strongly agree	5%	5%	3%	5%	6%	6%	-	4%	-	4%	2%
							**		*		*
Somewhat agree	9%	9%	10%	5%	14%	10%	-	7%	14%	10%	4%
			P		P		**		*		*
Neither agree nor disagree	33%	33%	37%	29%	24%	32%	52%	32%	29%	34%	30%
			Q				**		*		*
Somewhat disagree	21%	22%	18%	22%	25%	21%	26%	19%	24%	20%	23%
							**		*		*
Strongly disagree	32%	30%	32%	40%	31%	31%	22%	38%	34%	32%	41%
				N			**		*		*
Net: Agree	14%	15%	13%	10%	20%	16%	-	10%	14%	14%	6%
					P		**		*		*
Net: Disagree	53%	53%	50%	61%	56%	52%	48%	58%	57%	52%	64%
			O				**		*		*

HYP_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date assumed I would be paying the whole bill

Unweighted base	1123	374	398	225	126	548	26	123	53	324	49
Base: All US adults	1108	464	352	188	104	510	28	105	45	369	50
Strongly agree	34%	33%	35%	35%	28%	32%	13%	41%	48%	35%	23%
							**	W	R.W*		*
Somewhat agree	19%	18%	18%	22%	22%	19%	9%	15%	23%	21%	24%
							**		*		*
Neither agree nor disagree	25%	29%	24%	20%	22%	25%	51%	26%	11%	25%	31%
		P			U		**	U	*	U	U*
Somewhat disagree	8%	6%	9%	7%	11%	9%	9%	9%	8%	7%	4%
							**		*		*
Strongly disagree	14%	13%	14%	16%	17%	16%	19%	10%	10%	12%	18%
							**		*		*
Net: Agree	53%	52%	53%	57%	50%	50%	21%	56%	72%	56%	47%
							**		R.V.W*		*
Net: Disagree	22%	19%	23%	23%	28%	25%	28%	19%	18%	19%	22%
				N			**		*		*

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

HYP_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date asked me to pay for half of the bill

Unweighted base	1123	281	842	394	317	241	171
Base: All US adults	1108	288	819	415	313	213	167
Strongly agree	17%	16%	17%	19%	15%	16%	15%
Somewhat agree	20%	21%	19%	19%	20%	17%	24%
Neither agree nor disagree	31%	27%	32%	34%	31%	25%	32%
Somewhat disagree	14%	13%	14%	11%	16%	18%	12%
Strongly disagree	19%	23%	17%	17%	18%	24%	17%
Net: Agree	37%	37%	36%	38%	35%	34%	39%
Net: Disagree	33%	36%	32%	28%	34%	42%	29%

HYP_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, I offered to pay for half the bill and was turned down

Unweighted base	1123	281	842	394	317	241	171
Base: All US adults	1108	288	819	415	313	213	167
Strongly agree	5%	8%	4%	5%	4%	6%	3%
Somewhat agree	9%	9%	9%	10%	8%	12%	6%
Neither agree nor disagree	33%	31%	33%	36%	26%	30%	40%
Somewhat disagree	21%	19%	22%	20%	27%	17%	18%
Strongly disagree	32%	33%	32%	29%	36%	35%	33%
Net: Agree	14%	17%	13%	16%	12%	18%	9%
Net: Disagree	53%	52%	54%	48%	62%	52%	51%

HYP_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date assumed I would be paying the whole bill

Unweighted base	1123	281	842	394	317	241	171
Base: All US adults	1108	288	819	415	313	213	167
Strongly agree	34%	38%	32%	37%	34%	29%	31%
Somewhat agree	19%	18%	19%	18%	19%	19%	25%
Neither agree nor disagree	25%	22%	27%	24%	25%	27%	27%
Somewhat disagree	8%	9%	8%	8%	8%	8%	6%
Strongly disagree	14%	13%	14%	13%	14%	17%	12%
Net: Agree	53%	56%	52%	54%	53%	48%	55%
Net: Disagree	22%	22%	22%	22%	22%	26%	18%

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US_nat Sample: 7th - 8th November 2017



Total	Social networks membership												Most Appropriate location for first date							
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None	An expensive restaurant	A casual restaurant	A bar	A coffee shop	A free, outdoor venue (e.g., a park, a beach, etc.)	The movies	An attraction where you can walk around (e.g., a zoo, an aquarium)

HYP_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date asked me to pay for half of the bill

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
Strongly agree	17%	17%	19%	14%	18%	21%	22%	11%	16%	17%	19%	4%	6%	22%	17%	19%	19%	18%	13%	16%	15%
Somewhat agree	20%	20%	18%	16%	20%	18%	22%	18%	18%	19%	23%	2%	2%	19%	22%	22%	16%	29%	22%	11%	
Neither agree nor disagree	31%	31%	28%	33%	29%	34%	25%	21%	29%	29%	28%	21%	15%	30%	24%	29%	38%	25%	20%	31%	37%
Somewhat disagree	14%	13%	16%	16%	14%	10%	15%	24%	17%	15%	4%	3%	6%	17%	28%	14%	3%	15%	14%	15%	13%
Strongly disagree	19%	18%	19%	21%	18%	16%	17%	26%	19%	20%	26%	23%	28%	15%	11%	17%	14%	24%	24%	16%	24%
Net: Agree	37%	37%	37%	31%	38%	39%	44%	29%	34%	36%	42%	25%	51%	39%	37%	41%	44%	35%	42%	39%	26%
Net: Disagree	33%	32%	34%	36%	33%	27%	32%	50%	36%	35%	30%	54%	34%	32%	39%	31%	17%	40%	38%	30%	37%

HYP_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, I offered to pay for half the bill and was turned down

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
Strongly agree	5%	5%	5%	4%	5%	12%	4%	3%	4%	5%	7%	9%	6%	3%	5%	4%	23%	4%	10%	3%	4%
Somewhat agree	9%	9%	11%	9%	12%	7%	10%	11%	12%	11%	18%	7%	5%	11%	13%	9%	16%	12%	12%	17%	5%
Neither agree nor disagree	33%	33%	29%	33%	32%	31%	25%	32%	26%	31%	14%	19%	40%	35%	38%	29%	38%	27%	39%	33%	35%
Somewhat disagree	21%	21%	20%	21%	20%	23%	24%	22%	21%	18%	30%	13%	6%	22%	9%	25%	4%	26%	16%	7%	20%
Strongly disagree	32%	33%	35%	34%	31%	28%	38%	32%	35%	35%	31%	52%	43%	29%	35%	33%	20%	32%	23%	40%	36%
Net: Agree	14%	13%	16%	13%	17%	19%	14%	14%	16%	16%	25%	16%	11%	14%	18%	13%	39%	15%	23%	20%	9%
Net: Disagree	53%	54%	55%	55%	51%	51%	61%	54%	56%	53%	62%	66%	49%	51%	44%	58%	23%	58%	39%	47%	56%

HYP_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date assumed I would be paying the whole bill

Unweighted base	1123	903	410	316	266	63	320	97	330	176	22	18	9	116	29	571	21	129	62	42	163
Base: All US adults	1108	879	408	290	281	66	284	104	345	200	19	21	14	112	34	554	21	132	70	49	144
Strongly agree	34%	35%	33%	31%	30%	35%	27%	36%	39%	44%	41%	26%	28%	21%	35%	50%	44%	35%	31%	29%	
Somewhat agree	19%	19%	21%	20%	21%	19%	24%	25%	21%	18%	18%	14%	50%	19%	18%	21%	26%	17%	20%	20%	21%
Neither agree nor disagree	25%	25%	23%	23%	30%	28%	17%	24%	22%	24%	16%	21%	16%	25%	14%	22%	11%	23%	33%	22%	23%
Somewhat disagree	8%	8%	8%	9%	8%	4%	7%	8%	8%	5%	2%	8%	10%	3%	10%	3%	7%	5%	7%	7%	11%
Strongly disagree	14%	14%	15%	17%	11%	15%	6%	16%	13%	14%	21%	16%	5%	19%	45%	12%	10%	10%	6%	19%	16%
Net: Agree	53%	54%	54%	51%	51%	54%	70%	53%	57%	56%	62%	55%	77%	46%	39%	56%	76%	61%	55%	52%	50%
Net: Disagree	22%	21%	23%	26%	19%	18%	13%	24%	21%	20%	23%	24%	5%	29%	48%	22%	13%	16%	12%	26%	27%

Cell Contents (C)

YouGov NY
Paying On Dates

US_nat Sample: 7th - 8th November 2017



Total		
	Other	Don't know

HYP_q5_1. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date asked me to pay for half of the bill

	1123	24	82
Unweighted base	1123	24	82
Base: All US adults	1108	20	85
Strongly agree	17%	-	13%
		**	*
Somewhat agree	20%	31%	10%
		**	*
Neither agree nor disagree	31%	39%	51%
		**	AR.AT.AU*
Somewhat disagree	14%	16%	8%
		**	*
Strongly disagree	19%	13%	19%
		**	*
Net: Agree	37%	31%	23%
		**	*
Net: Disagree	33%	29%	27%
		**	*

HYP_q5_2. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, I offered to pay for half the bill and was turned down

	1123	24	82
Unweighted base	1123	24	82
Base: All US adults	1108	20	85
Strongly agree	5%	12%	3%
		**	*
Somewhat agree	9%	4%	5%
		**	*
Neither agree nor disagree	33%	35%	55%
		**	AR.AT.AU*
Somewhat disagree	21%	22%	9%
		**	*
Strongly disagree	32%	27%	28%
		**	*
Net: Agree	14%	16%	8%
		**	*
Net: Disagree	53%	49%	37%
		**	*

HYP_q5_3. To what extent do you agree or disagree with each of the following statements? Please select one option on each row.

- I would be offended if, while on a first date, my date assumed I would be paying the whole bill

	1123	24	82
Unweighted base	1123	24	82
Base: All US adults	1108	20	85
Strongly agree	34%	17%	18%
		**	*
Somewhat agree	19%	11%	8%
		**	*
Neither agree nor disagree	25%	41%	55%
		**	AR.AT.AU.AU*
Somewhat disagree	8%	5%	-
		**	*
Strongly disagree	14%	25%	19%
		**	AU*
Net: Agree	53%	28%	26%
		**	*
Net: Disagree	22%	31%	19%
		**	*