YouGov®
What the world thinks

Dating Apps
Fieldwork Dates: 29th - 30th January 2019

Conducted by YouGov
On behalf of YouGov Omnibus

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What the world thinks

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 1209 adults. Fieldwork was undertaken between 29th - 30th January 2019. 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.

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		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	N

HYD_q1. Have you ever used any dating websites/apps?

	Total	Male A	Female B	18 to 34 C	35 to 54 D	55+ E	Northeast F	Midwest G	South H	West I	White J	Black K	Hispanic L	Other (NET) M	No HS N
Unweighted base	1208	539	669	373	350	485	242	274	435	257	814	148	150	96	459
Base: All US adults	1208	588	620	369	343	496	215	254	454	285	784	144	189	92	488
Yes, I'm doing so currently	7%	10% B	5%	14% D.E	9% E	2%	7%	4%	8% G	9% G	5%	11% J	14% J	7% *	8%
Yes, I've done so in the past	24%	27%	22%	29% E	31% E	16%	23%	23%	25%	26%	24%	21%	29%	22% *	22%
No, never	65%	60%	70% A	51%	58%	81% C.D	69%	71% H	62%	63%	69% L	62%	52%	64% *	66%
Don't know	3%	3%	3%	6% D.E	3% E	1%	1%	3%	5% F	2%	2%	6% J	5% J	7% J*	4% P

HYD_q2. Would you ever consider using a dating website/app in the future?

	Total	Male A	Female B	18 to 34 C	35 to 54 D	55+ E	Northeast F	Midwest G	South H	West I	White J	Black K	Hispanic L	Other (NET) M	No HS N
Unweighted base	832	346	486	217	218	397	168	198	295	171	572	102	90	68	331
Base: All US adults who have not used any dating websites/apps	826	373	453	212	207	407	150	186	304	186	556	98	107	65	342
Yes, I would	8%	8%	7%	13% D.E	7%	5%	8%	7%	8%	8%	9%	6% *	5% *	7% *	6%
No, I would not	75%	73%	77%	62%	75% C	82% C.D	72%	75%	76%	78%	76%	71% *	75% *	77% *	78% P
Don't know	17%	18%	16%	24% E	17%	13%	20%	18%	17%	14%	15%	23% *	20% *	17% *	16%

HYD_q3. Approximately how many individuals have you met in person/gone on a date with after meeting through a dating website/app? Please fill in your answer in the box below. If you are unsure, please use your best estimate. If you have never met anyone in person/gone on a date after meeting through a dating website/app, please enter '0'.

	Total	Male A	Female B	18 to 34 C	35 to 54 D	55+ E	Northeast F	Midwest G	South H	West I	White J	Black K	Hispanic L	Other (NET) M	No HS N
Unweighted base	376	193	183	156	132	88	74	76	140	86	242	46	60	28	128
Base: All US adults who have used a dating website/app	383	215	167	157	136	89	65	68	150	99	228	46	82	27	146
1	70%	65%	76% A	62%	73%	78% C*	68% *	76% *	69%	69% *	78% K.L	54% *	59% *	60% **	57% *
Prefer not to say	30%	35% B	24%	38% E	27%	22% *	32% *	24% *	31%	31% *	22%	46% J*	41% J*	40% **	43% O.P.Q*

HYD_q3Nr. HYDq3oe

	Total	Male A	Female B	18 to 34 C	35 to 54 D	55+ E	Northeast F	Midwest G	South H	West I	White J	Black K	Hispanic L	Other (NET) M	No HS N
Unweighted base	376	193	183	156	132	88	74	76	140	86	242	46	60	28	128
Base: All US adults who have used a dating website/app	383	215	167	157	136	89	65	68	150	99	228	46	82	27	146
0	19%	19%	20%	19%	16%	24% *	17% *	31% F.H.I*	16%	17% *	21%	21% *	10% *	27% **	18% *
1	8%	7%	11%	9%	9%	6% *	10% *	6% *	8%	10% *	10%	4% *	7% *	7% **	5% *
2	10%	9%	10%	6%	13%	12% *	10% *	7% *	9%	11% *	10%	7% *	10% *	12% **	11%
3	6%	3%	8% A	5%	5%	8% *	1% *	2% *	9%	6% *	6%	8% *	6% *	-	4% *
4	5%	5%	5%	4%	7%	3% *	1% *	8% *	7%	3% *	4%	- *	11% *	4% **	7% *
5	6%	4%	7%	6%	6%	5% *	8% *	4% *	6%	4% *	7%	2% *	4% *	8% **	2% *
6 to 10	10%	10%	10%	7%	8%	16% C*	7% *	9% *	10%	11% *	12%	7% *	6% *	-	3% *
11 to 20	3%	4%	2%	4%	4%	1% *	5% *	4% *	2%	4% *	4%	3% *	1% *	3% **	3% *
21 to 50	2%	2%	1%	2%	2%	2%	4% *	3% *	1%	2% *	3%	-	1% *	-	1%

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

HYD_q1. Have you ever used any dating websites/apps?

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	1208	391	230	128	555	17	140	62	379	55	274	934	483	318	258
Base: All US adults	1208	374	220	126	549	23	139	63	377	57	263	945	494	312	255
Yes, I'm doing so currently	7%	7%	9%	4%	4%	29% R	7%	7% *	11% R	8% *	11% Y	6%	10% AA	4%	7%
Yes, I've done so in the past	24%	26%	25%	25%	16%	41% **	38% R.U	16% *	30% R.U	32% R*	28% AC	23%	28% AC	24%	21%
No, never	65%	63%	65%	69%	77% T.V.W	29% **	53%	75% T.V.W*	55%	54% *	58%	68% X	58%	69% Z	72% Z
Don't know	3%	3%	1%	3%	2%	- **	3%	2% *	5% R	5% *	4%	3%	3% AB	3%	1%

HYD_q2. Would you ever consider using a dating website/app in the future?

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	832	258	151	92	443	7	76	48	225	33	174	658	301	228	189
Base: All US adults who have not used any dating websites/apps	826	248	146	90	436	7	76	48	224	34	161	665	305	224	184
Yes, I would	8%	8%	11%	6% *	6%	25% **	6% *	- *	11% R.U	12% **	12% Y	7%	7%	8%	10%
No, I would not	75%	78% P	67%	74% *	80% V	62% **	75% *	81% V*	65%	77% **	72%	76%	77%	78%	73%
Don't know	17%	14%	22% O	20% *	13%	13% **	20% *	19% *	24% R	11% **	17%	17%	15%	15%	18%

HYD_q3. Approximately how many individuals have you met in person/gone on a date with after meeting through a dating website/app? Please fill in your answer in the box below. If you are unsure, please use your best estimate. If you have never met anyone in person/gone on a date after meeting through a dating website/app, please enter '0'.

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	376	133	79	36	112	10	64	14	154	22	100	276	182	90	69
Base: All US adults who have used a dating website/app	383	126	74	36	113	16	62	14	153	23	102	281	189	88	70
1	70%	75% N	79% N*	87% N*	67% *	54% **	80% *	70% **	71%	63% **	65% *	72%	66%	75% *	70% *
Prefer not to say	30%	25%	21% *	13% *	33% *	46% **	20% *	30% **	29%	37% **	35% *	28%	34%	25% *	30% *

HYD_q3Nr. HYDq3oe

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	376	133	79	36	112	10	64	14	154	22	100	276	182	90	69
Base: All US adults who have used a dating website/app	383	126	74	36	113	16	62	14	153	23	102	281	189	88	70
0	19%	23% *	16% *	18% *	7% *	6% **	22% R*	20% **	28% R	19% **	16% *	21%	21%	21% *	10% *
1	8%	12% *	9% *	8% *	11% *	- **	7% *	13% **	8%	4% **	9% *	8%	11%	8% *	4% *
2	10%	8% *	11% *	5% *	9% *	36% **	11% *	20% **	5%	11% **	8% *	10%	11%	11% *	5% *
3	6%	5% *	4% *	14% N*	9% *	5% **	5% *	- **	4%	3% **	5% *	6%	6%	8% *	4% *
4	5%	5% *	4% *	- *	7% *	- **	5% *	- **	3%	18% **	12% Y*	3%	5%	5% *	9% *
5	6%	5% *	11% N*	9% N*	8% *	- **	4% *	- **	6%	5% **	4% *	6%	3%	8% Z*	11% Z*
6 to 10	10%	11% N	14% N*	21% N*	11% *	- **	17% *	11% **	8%	3% **	8% *	10%	5%	7% *	18% Z.AA*
11 to 20	3%	3% *	4% *	5% *	- *	- **	5% R*	7% **	6% R	- **	1% *	4%	4%	- *	5% AA*
21 to 50	2%	2%	4%	3%	3%	-	5%	-	1%	-	2%	2%	1%	4%	3%

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	Total	Prefer not to say	Ever used dating websites / apps					Ever met someone in person from dating website/app				Ever Met a romantic partner through dating website or app			Gen Z
			Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	
		AC	AU	AV	AW	AX	AY	AZ	BA	BB	BC	BD	BE	BF	BG
HYD_q1. Have you ever used any dating websites/apps?															
Unweighted base	1208	149	83	293	797	35	376	194	129	37	28	199	368	486	20
Base: All US adults	1208	148	89	294	790	36	383	194	131	37	26	200	363	487	20
Yes, I'm doing so currently	7%	5%	100% AV.AW.AY*	-	-	-	23% AV.AW	21%	18%	22% *	36% **	28% BE.BF	8% BF	2%	8% **
Yes, I've done so in the past	24%	18% *	-	100% AU.AW.AY	-	-	77% AU.AW	79%	82%	78% *	64% **	59% BE.BF	26% BF	15%	13% **
No, never	65%	70% Z	- *	-	100% AU.AV.AY	- **	-	-	-	- *	- **	13%	65% BD	81% BD.BE	74% **
Don't know	3%	6% AB	- *	-	-	100% **	-	-	-	- *	- **	1%	0%	2% BE	4% **
HYD_q2. Would you ever consider using a dating website/app in the future?															
Unweighted base	832	114	-	-	797	35	-	-	-	-	-	27	243	406	15
Base: All US adults who have not used any dating websites/apps	826	113	-	-	790	36	-	-	-	-	-	27	236	406	15
Yes, I would	8%	5% **	- **	- **	8%	10% **	- **	-	-	-	-	18% **	13% BF	5%	- **
No, I would not	75%	70% **	- **	- **	77%	39% **	- **	-	-	-	-	74% **	69%	83% BE	63% **
Don't know	17%	25% Z.AA	- **	- **	15%	51% **	- **	-	-	-	-	7% **	17% BF	11%	37% **
HYD_q3. Approximately how many individuals have you met in person/gone on a date with after meeting through a dating website/app? Please fill in your answer in the box below. If you are unsure, please use your best estimate. If you have never met anyone in person/gone on a date after meeting through a dating website/app, please enter '0'.															
Unweighted base	376	35	83	293	-	-	376	194	129	37	28	172	125	80	5
Base: All US adults who have used a dating website/app	383	35	89	294	-	-	383	194	131	37	26	173	126	81	4
1	70%	78% **	52% *	75% AU.AY	- **	- **	70% AU	100%	100%	100% *	100% **	76%	77%	68% *	61% **
Prefer not to say	30%	22% **	48% AV.AY*	25%	- **	- **	30% AV	-	-	- *	- **	24%	23%	32% *	39% **
HYD_q3Nr. HYDq3oe															
Unweighted base	376	35	83	293	-	-	376	194	129	37	28	172	125	80	5
Base: All US adults who have used a dating website/app	383	35	89	294	-	-	383	194	131	37	26	173	126	81	4
0	19%	26% **	6% *	23% AU.AY	- **	- **	19% AU	-	-	- *	- **	3%	24% BD	39% BD.BE*	41% **
1	8%	6% **	5% *	9%	- **	- **	8%	17% BB	25% AZ.BB	- *	- **	9%	8%	8% *	- **
2	10%	8% **	13% *	9%	- **	- **	10%	19% BB	28% AZ.BB	- *	- **	15%	8%	6% *	- **
3	6%	- **	2% *	7%	- **	- **	6%	11% BB	16% AZ.BB	- *	- **	6%	7%	4% *	- **
4	5%	- **	2% *	6%	- **	- **	5%	10% BB	15% AZ.BB	- *	- **	7%	3%	2% *	- **
5	6%	3% **	4% *	6%	- **	- **	6%	11% BB	16% AZ.BB	- *	- **	8%	7%	6% *	20% **
6 to 10	10%	24% **	9% *	10%	- **	- **	10%	19% BA	-	100% AZ.BA*	- **	15% BF	14% BF	2% *	-
11 to 20	3%	7% **	7% *	3%	- **	- **	3%	7% BA	-	- *	50% **	7% BF	3%	- *	-
21 to 50	2%	-	2%	2%	-	-	2%	4%	-	-	28%	4%	2%	-	-

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	Total	Omnibus Generation					
		Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
		BH	**BI**	**BJ**	**BK**	**BL**	**BM**

HYD_q1. Have you ever used any dating websites/apps?

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Yes, I'm doing so currently	7%	14% BI.BJ.BK	8% BJ.BK	3%	- *	- **	- **
Yes, I've done so in the past	24%	30% BJ.BK	31% BJ.BK	18% BK	7% *	- **	- **
No, never	65%	50%	59% BH	78% BH.BI	92% BH.BI.BJ*	- **	- **
Don't know	3%	6% BI.BJ	2%	1%	1% *	- **	- **

HYD_q2. Would you ever consider using a dating website/app in the future?

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	832	223	182	337	75	-	-
Base: All US adults who have not used any dating websites/apps	826	216	172	343	79	-	-
Yes, I would	8%	14% BI.BJ.BK	8%	5%	2% *	- **	- **
No, I would not	75%	63%	75% BH	81% BH	87% BH.BI*	- **	- **
Don't know	17%	23% BJ.BK	18%	14%	11% *	- **	- **

HYD_q3. Approximately how many individuals have you met in person/gone on a date with after meeting through a dating website/app? Please fill in your answer in the box below. If you are unsure, please use your best estimate. If you have never met anyone in person/gone on a date after meeting through a dating website/app, please enter '0'.

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	376	168	110	86	7	-	-
Base: All US adults who have used a dating website/app	383	171	110	92	6	-	-
1	70%	63%	74% *	77% BH*	85% **	- **	- **
Prefer not to say	30%	37% BJ	26% *	23% *	15% **	- **	- **

HYD_q3Nr. HYDq3oe

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	376	168	110	86	7	-	-
Base: All US adults who have used a dating website/app	383	171	110	92	6	-	-
0	19%	18%	17% *	23% *	14% **	- **	- **
1	8%	9%	11% *	4% *	25% **	- **	- **
2	10%	7%	9% *	15% *	30% **	- **	- **
3	6%	4%	5% *	8% *	16% **	- **	- **
4	5%	4%	8% *	3% *	- **	- **	- **
5	6%	5%	5% *	6% *	-	- **	- **
6 to 10	10%	7%	9% *	16% BH*	- **	- **	- **
11 to 20	3%	4%	5% *	1% *	- **	- **	- **
21 to 50	2%	2%	2%	2%	-	-	-

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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)	No HS, High school graduate
						*	*	*		*		*	*	**	*
51 to 100	1%	2%	1%	1%	2%	- *	4% *	- *	1%	- *	1%	2% *	3% *	- **	1% *
Over 100	0%	0%	-	1%	-	- *	- *	1%	-	- *	0%	- *	- *	- **	1% *
Prefer not to say	30%	35% B	24%	38% E	27%	22% *	32% *	24% *	31%	31% *	22%	46% J*	41% J*	40% **	43% O.P.Q*

HYD_q8. Which, if any, of the following have you done before physically meeting someone you met on a dating website/app for the first time? Please check all that apply.

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, HS graduate
Unweighted base	194	93	101	71	73	50	39	34	75	46	138	17	30	9	49
Base: All US adults who have met someone in person through a dating website/app	194	101	93	68	78	48	33	30	79	51	130	15	40	9	57
Searched their name online	55% *	50% *	60% *	60% *	56% *	45% *	54% *	59% *	50% *	59% *	55%	32% **	64% **	47% **	54% *
Searched their phone number online	21% *	26% *	14% *	17% *	31% E*	8% *	23% *	15% *	17% *	27% *	14% *	41% **	37% **	10% **	32% O*
Looked at their social media profiles	60% *	57% *	63% *	74% D.E*	56% *	46% *	54% *	58% *	65% *	57% *	62% *	41% **	63% **	44% **	50% *
Done a reverse image search using their photos	15% *	14% *	15% *	23% E*	14% *	4% *	15% *	20% *	14% *	12% *	17%	19% **	7% **	- **	8% *
Run a background check on them	15% *	11% *	19% *	14% *	20% *	7% *	17% *	12% *	20% *	8% *	12%	28% **	21% **	10% **	25% *
None of these	23% *	24% *	21% *	12% *	23% *	37% C*	22% *	21% *	19% *	29% *	24%	25% **	13% **	34% **	23% *
Prefer not to say	1% *	- *	2% *	3% *	- *	- *	3% *	- *	- *	2% *	1%	- **	- **	10% **	- *

HYD_q4. Which, if any, of the following describe reasons why you use or have used dating websites/apps? Please select all that apply.

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, HS graduate
Unweighted base	376	193	183	156	132	88	74	76	140	86	242	46	60	28	128
Base: All US adults who have used a dating website/app	383	215	167	157	136	89	65	68	150	99	228	46	82	27	146
To make platonic, non-romantic connections	19%	17%	22%	25% D	12%	21% *	28% H*	20% *	15%	19% *	19%	30% *	13% *	21% **	17% *
To find an exclusive romantic partner	49%	47%	51%	45%	48%	55% *	50% *	49% *	48%	48% *	54%	37% *	40% *	48% **	37% *
To find non-exclusive romantic partners	20%	26% B	11%	27% D.E	16%	12% *	25% *	14% *	18%	21% *	18%	28% *	23% *	11% **	20% *
To have casual sex	23%	33% B	11%	27% E	26%	14% *	21% *	22% *	25%	25% *	19%	19% *	38% J*	23% **	25% *
To cheat on my significant other	7%	8%	6%	11% E	7% E	- *	12% *	6% *	6%	7% *	5%	10% *	11% *	12% **	11% *
To boost my self-esteem	19%	22%	17%	27% E	19% E	7% *	15% *	16% *	23%	20% *	17%	26% *	24% *	14% **	18% *
To have something fun/interesting to do	39%	37%	41%	45%	33%	37% *	37% *	45% *	34%	44% *	43%	36% *	30% *	38% **	30% *
To see what the app is like	29%	30%	27%	34%	23%	27% *	21% *	27% *	31%	31% *	26%	38% *	32% *	24% **	28% *
Other	2%	2%	2%	2%	1%	2% *	- *	3% *	2%	2% *	1%	2% *	- *	11% **	1% *
Don't know	4%	4%	4%	5%	3%	4% *	5% *	6% *	1%	6% *	4%	3% *	6% *	- **	6% *
Prefer not to say	3%	2%	5%	3%	3%	4% *	5% *	1% *	3%	3% *	4%	3% *	2% *	3% **	4% *

HYD_q5. Which, if any, of the following words do you associate with dating websites/apps? Please select all that apply.

	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
			*	*	*	**	V*	**		**	*			*	*
51 to 100	1%	-	3%	2%	-	7%	-	-	2%	-	-	2%	0%	3%	-
			*	*	*	**	*	**		**	*			*	*
Over 100	0%	-	-	-	1%	-	-	-	-	-	1%	-	-	-	1%
			*	*	*	**	*	**		**	*			*	*
Prefer not to say	30%	25%	21%	13%	33%	46%	20%	30%	29%	37%	35%	28%	34%	25%	30%
			*	*	*	**	*	**		**	*			*	*

HYD_q8. Which, if any, of the following have you done before physically meeting someone you met on a dating website/app for the first time? Please check all that apply.

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	194	71	49	25	66	4	38	7	70	9	47	147	84	50	41
Base: All US adults who have met someone in person through a dating website/app	194	65	47	25	67	8	36	7	66	10	50	143	85	48	43
Searched their name online	55%	56%	55%	53%	49%	75%	47%	60%	61%	59%	60%	53%	53%	55%	59%
		*	*	**	*	**	*	**	*	**	*		*	*	*
Searched their phone number online	21%	14%	15%	22%	21%	61%	8%	21%	25%	-	22%	20%	22%	14%	22%
		*	*	**	*	**	*	**	T*	**	*		*	*	*
Looked at their social media profiles	60%	62%	74%	50%	51%	89%	52%	48%	68%	81%	72%	56%	62%	63%	54%
		*	N*	**	*	**	*	**	*	**	*		*	*	*
Done a reverse image search using their photos	15%	14%	13%	34%	23%	-	3%	-	15%	18%	26%	10%	11%	11%	23%
		*	*	**	T*	**	*	**	T*	**	Y*		*	*	*
Run a background check on them	15%	11%	9%	13%	22%	25%	10%	-	12%	8%	27%	11%	19%	7%	19%
		*	*	**	*	**	*	**	*	**	Y*		*	*	*
None of these	23%	28%	14%	23%	27%	-	37%	26%	16%	-	9%	27%	21%	23%	18%
		*	*	**	*	**	V*	**	*	**	*	X	*	*	*
Prefer not to say	1%	1%	-	4%	-	-	2%	-	1%	-	-	1%	1%	-	2%
		*	*	**	*	**	*	**	*	**	*		*	*	*

HYD_q4. Which, if any, of the following describe reasons why you use or have used dating websites/apps? Please select all that apply.

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	376	133	79	36	112	10	64	14	154	22	100	276	182	90	69
Base: All US adults who have used a dating website/app	383	126	74	36	113	16	62	14	153	23	102	281	189	88	70
To make platonic, non-romantic connections	19%	22%	20%	18%	16%	-	25%	7%	23%	16%	15%	21%	20%	17%	18%
			*	*	*	**	*	**		**	*			*	*
To find an exclusive romantic partner	49%	50%	65%	58%	50%	46%	50%	47%	50%	30%	39%	52%	43%	53%	58%
		N	N.O*	N*	*	**	*	**		**	*	X		*	*
To find non-exclusive romantic partners	20%	20%	19%	19%	15%	18%	21%	-	24%	22%	20%	19%	21%	19%	15%
			*	*	*	**	*	**		**	*			*	*
To have casual sex	23%	20%	29%	18%	23%	15%	17%	26%	26%	28%	25%	23%	25%	24%	21%
			*	*	*	**	*	**		**	*			*	*
To cheat on my significant other	7%	6%	6%	-	10%	18%	1%	11%	7%	-	11%	6%	10%	4%	7%
			*	*	T*	**	*	**		**	*			*	*
To boost my self-esteem	19%	17%	24%	25%	15%	13%	12%	7%	27%	22%	26%	17%	21%	21%	19%
			*	*	*	**	*	**	R.T	**	*			*	*
To have something fun/interesting to do	39%	47%	45%	35%	34%	36%	42%	13%	46%	25%	35%	40%	35%	40%	42%
		N	N*	*	*	**	*	**		**	*			*	*
To see what the app is like	29%	29%	36%	19%	17%	42%	23%	15%	38%	37%	31%	28%	31%	30%	19%
			*	*	*	**	*	**	R.T	**	*			*	*
Other	2%	3%	3%	-	2%	-	1%	-	3%	-	-	2%	1%	2%	2%
			*	*	*	**	*	**		**	*			*	*
Don't know	4%	5%	1%	-	2%	-	3%	7%	5%	11%	3%	4%	7%	1%	-
			*	*	*	**	*	**		**	*		AA.AB	*	*
Prefer not to say	3%	1%	4%	5%	4%	-	4%	7%	2%	5%	2%	4%	2%	3%	5%
			*	*	*	**	*	**		**	*			*	*

HYD_q5. Which, if any, of the following words do you associate with dating websites/apps? Please select all that apply.

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	Total	Ever used dating websites / apps						Ever met someone in person from dating website/app				Ever Met a romantic partner through dating website or app			Gen Z
		Prefer not to say	Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	
		**	*		**	**		BA		*	**			*	**
51 to 100	1%	3% **	2% *	1%	- **	- **	1%	3% BA	-	- *	18% **	2%	1% *	-	- **
Over 100	0%	- **	- *	0%	- **	- **	0%	1%	-	- *	4% *	-	1% *	- *	- **
Prefer not to say	30% **	22% **	48% AV.AY*	25% **	- **	- **	30% AV	-	-	-	- **	24%	23% *	32% *	39% **

HYD_q8. Which, if any, of the following have you done before physically meeting someone you met on a dating website/app for the first time? Please check all that apply.

	Total	Prefer not to say	Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	Gen Z
Unweighted base	194	19	38	156	-	-	194	194	129	37	28	127	67	25	1
Base: All US adults who have met someone in person through a dating website/app	194	18	41	153	-	-	194	194	131	37	26	126	67	23	1
Searched their name online	55%	53% **	61% **	53%	- **	- **	55%	55%	55%	55% *	51% **	55%	61% *	55% **	100% **
Searched their phone number online	21%	26% **	33% **	17%	- **	- **	21%	21%	16%	17% *	46% **	20%	25% **	9% **	-
Looked at their social media profiles	60%	57% **	65% **	58%	- **	- **	60%	60%	59%	63% *	59% **	63%	70% *	46% **	100% **
Done a reverse image search using their photos	15%	20% **	16% **	14%	- **	- **	15%	15%	12%	14% *	30% **	15%	16% *	12% **	- **
Run a background check on them	15%	5% **	11% **	16%	- **	- **	15%	15%	16%	10% *	14% **	12%	13% *	10% **	- **
None of these	23%	38% **	14% **	25%	- **	- **	23%	23%	24%	19% *	22% **	21%	18% *	37% **	- **
Prefer not to say	1%	- **	- **	1%	- **	- **	1%	1%	1%	- *	4% **	1%	- *	- **	- **

HYD_q4. Which, if any, of the following describe reasons why you use or have used dating websites/apps? Please select all that apply.

	Total	Prefer not to say	Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	Gen Z
Unweighted base	376	35	83	293	-	-	376	194	129	37	28	172	125	80	5
Base: All US adults who have used a dating website/app	383	35	89	294	-	-	383	194	131	37	26	173	126	81	4
To make platonic, non-romantic connections	19%	26% **	24% *	18%	- **	- **	19%	20%	19%	21% *	24% **	20%	26%	20% *	43% **
To find an exclusive romantic partner	49%	49% **	46% *	49%	- **	- **	49%	67%	62%	82% AZ.BA*	74% **	66% BE.BF	50%	37% *	42% **
To find non-exclusive romantic partners	20%	25% **	28% AV*	17%	- **	- **	20%	22%	16%	27% *	43% **	24% BF	23% BF	8% *	20% **
To have casual sex	23%	22% **	30% *	22%	- **	- **	23%	28%	24%	30% *	42% **	32%	22%	19% *	20% **
To cheat on my significant other	7%	3% **	17% AV.AY*	4%	- **	- **	7% AV	6%	6%	7% *	7% **	6%	8%	4% *	18% **
To boost my self-esteem	19%	9% **	27% *	17%	- **	- **	19%	22%	20%	21% *	36% **	20%	21%	16% *	20% **
To have something fun/interesting to do	39%	50% **	39% *	39%	- **	- **	39%	47%	42%	56% *	56% **	40%	51%	39% *	61% **
To see what the app is like	29%	32% **	33% *	27%	- **	- **	29%	25%	27%	24% *	17% **	24%	34% BD	42% BD*	41% **
Other	2%	2% **	2% *	2%	- **	- **	2%	2%	2%	3% *	- **	2%	2%	1% *	22% **
Don't know	4%	6% **	3% *	4%	- **	- **	4%	1%	2%	- *	- **	1%	3%	6% BD*	- **
Prefer not to say	3%	4% **	2% *	3%	- **	- **	3%	2%	2%	3% *	4% **	2%	1%	2% *	- **

HYD_q5. Which, if any, of the following words do you associate with dating websites/apps? Please select all that apply.

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	Total	Omnibus Generation					
		Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
			*	*	**	**	**
51 to 100	1%	1%	3%	-	-	-	-
			*	*	**	**	**
Over 100	0%	1%	-	-	-	-	-
			*	*	**	**	**
Prefer not to say	30%	37%	26%	23%	15%	-	-
		BJ	*	*	**	**	**

HYD_q8. Which, if any, of the following have you done before physically meeting someone you met on a dating website/app for the first time? Please check all that apply.

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	194	79	61	48	5	-	-
Base: All US adults who have met someone in person through a dating website/app	194	76	62	50	4	-	-
Searched their name online	55%	61%	51%	50%	44%	-	-
		*	*	*	**	**	**
Searched their phone number online	21%	17%	30%	17%	-	-	-
		*	*	*	**	**	**
Looked at their social media profiles	60%	77%	49%	49%	44%	-	-
		BI.BJ*	*	*	**	**	**
Done a reverse image search using their photos	15%	24%	13%	4%	-	-	-
		BJ*	*	*	**	**	**
Run a background check on them	15%	16%	21%	7%	-	-	-
		*	*	*	**	**	**
None of these	23%	11%	27%	34%	34%	-	-
		*	BH*	BH*	**	**	**
Prefer not to say	1%	2%	-	-	-	-	-
		*	*	*	**	**	**

HYD_q4. Which, if any, of the following describe reasons why you use or have used dating websites/apps? Please select all that apply.

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	376	168	110	86	7	-	-
Base: All US adults who have used a dating website/app	383	171	110	92	6	-	-
To make platonic, non-romantic connections	19%	24%	11%	20%	-	-	-
		BI	*	*	**	**	**
To find an exclusive romantic partner	49%	44%	51%	55%	47%	-	-
			*	*	**	**	**
To find non-exclusive romantic partners	20%	25%	17%	13%	-	-	-
		BJ	*	*	**	**	**
To have casual sex	23%	28%	26%	14%	-	-	-
		BJ	*	*	**	**	**
To cheat on my significant other	7%	11%	7%	-	-	-	-
		BJ	BJ*	*	**	**	**
To boost my self-esteem	19%	28%	18%	7%	-	-	-
		BJ	BJ*	*	**	**	**
To have something fun/interesting to do	39%	44%	27%	43%	29%	-	-
		BI	*	BI*	**	**	**
To see what the app is like	29%	33%	21%	32%	-	-	-
		BI	*	*	**	**	**
Other	2%	1%	2%	2%	-	-	-
			*	*	**	**	**
Don't know	4%	5%	3%	2%	14%	-	-
			*	*	**	**	**
Prefer not to say	3%	2%	4%	2%	25%	-	-
			*	*	**	**	**

HYD_q5. Which, if any, of the following words do you associate with dating websites/apps? Please select all that apply.

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	Total	Gender		Age			Region				Race				No HS, High school graduate
		Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
Unweighted base	1208	539	669	373	350	485	242	274	435	257	814	148	150	96	459
Base: All US adults	1208	588	620	369	343	496	215	254	454	285	784	144	189	92	488
Fun	18%	20% B	16%	27% D.E	17% E	11%	16%	17%	19%	19%	17%	21%	21%	15% *	18%
Shallow	28%	27%	29%	27%	30%	27%	24%	30%	28%	28%	30%	24%	22%	26% *	20%
Interesting	22%	23%	21%	29% D.E	21%	18%	24%	21%	23%	21%	22%	26%	23%	19% *	20%
Convenient	23%	23%	24%	28% E	23%	20%	21%	22%	24%	26%	25%	24%	20%	18% *	17%
Pointless	20%	19%	21%	22%	17%	21%	20%	24%	19%	19%	22% L	19%	12%	23% L*	19%
Sad	17%	18%	16%	14%	18%	19%	14%	18%	19%	16%	18% K	11%	13%	21% K*	17%
Trendy	20%	18%	22%	27% D.E	18%	17%	17%	23%	19%	22%	22%	20%	14%	16% *	13%
Exhausting	18%	16%	20%	24% E	21% E	12%	22% H	21%	16%	16%	19%	12%	16%	26% K*	13%
Dangerous	41%	33%	49% A	36%	35%	49% C.D	35%	46% F.I	44% F.I	36%	43% M	37%	40%	32% *	41%
Helpful	12%	13%	11%	15% E	11%	10%	11%	14%	12%	12%	13%	13%	9%	9% *	9%
Romantic	9%	10%	8%	11% E	9%	6%	9%	8%	10%	6%	7%	15% J	9%	10% *	9%
Don't know	13%	16% B	11%	10%	11%	18% C.D	16%	10%	14%	14%	13%	14%	14%	11% *	14%
None of these	9%	9%	8%	8%	11% E	7%	11%	8%	8%	9%	7%	9%	15% J	10% *	12% O.P

HYD_q6. Have you or anyone you know ever met a romantic partner through a dating website/app? Please select all that apply.

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1208	539	669	373	350	485	242	274	435	257	814	148	150	96	459
Base: All US adults	1208	588	620	369	343	496	215	254	454	285	784	144	189	92	488
Yes, I have	17%	20% B	13%	20% E	19% E	12%	12%	11%	19% F.G	21% F.G	16%	14%	23%	13% *	13%
Yes, someone I know has	30%	26%	34% A	29%	31%	30%	31%	30%	30%	30%	34% K.L	22%	18%	29% *	22%
No, neither I nor anyone I know has met a partner through a dating website/app	40%	40%	41%	36%	33%	48% C.D	44%	46% H	37%	38%	39%	46%	41%	39% *	49% O.P.Q
Don't know	13%	15% B	11%	12%	17% E	11%	14%	15%	13%	12%	12%	15%	14%	16% *	14%
Prefer not to say	4%	3%	4%	6% E	5% E	1%	3%	2%	5%	3%	2%	6% J	8% J	7% J*	5% O

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.
HYD_q7_1. I'd prefer to meet a romantic partner without using a dating website/app

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1208	539	669	373	350	485	242	274	435	257	814	148	150	96	459
Base: All US adults	1208	588	620	369	343	496	215	254	454	285	784	144	189	92	488
Strongly agree	45%	41%	48% A	41%	42%	50% C.D	36%	46% F	48% F	44%	45%	52% L	38%	40% *	46%
Somewhat agree	20%	21%	18%	20%	21%	19%	21%	22%	17%	21%	19%	17%	23%	22% *	19%
Neither agree nor disagree	21%	24%	19%	23%	23%	19%	24%	17%	22%	23%	21%	22%	24%	15% *	20%

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Dating Apps
US_nat Sample: 29th - 30th January 2019

	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1208	391	230	128	555	17	140	62	379	55	274	934	483	318	258
Base: All US adults	1208	374	220	126	549	23	139	63	377	57	263	945	494	312	255
Fun	18%	17%	20%	18%	16%	28% **	18%	8% * U	20%	28% R.U*	24% Y	16%	21% AA.AC	14%	20% AC
Shallow	28%	32% N	33% N	37% N	28%	29% **	22%	31% *	29%	28% *	27%	28%	26%	28%	34% Z.AC
Interesting	22%	24%	22%	24%	18%	46% **	23%	15% *	27% R	29% *	26%	21%	27% AA.AC	19%	20%
Convenient	23%	26% N	29% N	34% N	22%	45% **	24%	13% *	25% U	28% *	24%	23%	21%	24%	25%
Pointless	20%	24% Q	19%	15%	18%	8% **	21%	29% R*	24% R	15% *	19%	21%	22% AB	23% AB	14%
Sad	17%	20%	15%	12%	18%	10% **	15%	16% *	17%	8% *	14%	18%	15%	20% AC	19%
Trendy	20%	22% N	28% N	30% N	20%	24% **	16%	19% *	24% W	10% *	19%	21%	18%	21%	26% Z
Exhausting	18%	21% N	22% N	20%	15%	7% **	22% R.U	6% *	24% R.U	19% U*	21%	17%	16%	20%	21%
Dangerous	41%	42%	42%	38%	44% V	39% **	43%	43% *	36%	39% *	38%	42%	39%	46% AC	42%
Helpful	12%	12%	13%	20% N	12%	14% **	10%	10% *	14%	6% *	11%	12%	11%	13%	15% AC
Romantic	9%	7%	10%	13% O	10% U	34% **	6%	2% *	7%	7% *	13% Y	7%	10%	8%	9%
Don't know	13%	14%	12%	12%	15%	5% **	10%	18% *	12%	11% *	10%	14%	11%	11%	14%
None of these	9%	6%	6%	6%	8%	- **	12%	7% *	9%	5% *	9%	8%	9%	9%	5%

HYD_q6. Have you or anyone you know ever met a romantic partner through a dating website/app? Please select all that apply.

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1208	391	230	128	555	17	140	62	379	55	274	934	483	318	258
Base: All US adults	1208	374	220	126	549	23	139	63	377	57	263	945	494	312	255
Yes, I have	17%	20% N	20% N	17%	15%	29% **	23% R.U	10% *	15%	31% R.U.V*	20%	16%	18%	16%	16%
Yes, someone I know has	30%	28% N	42% N.O	46% N.O	32%	45% **	24%	28% *	29%	28% *	32%	30%	22%	34% Z	39% Z
No, neither I nor anyone I know has met a partner through a dating website/app	40%	41% P.Q	27%	26%	40%	36% **	43%	39% *	41%	34% *	34%	42% X	45% AB.AC	42% AB	31%
Don't know	13%	12%	13%	13%	12%	10% **	12%	17% *	15%	8% *	12%	13%	14% AA	9%	17% AA
Prefer not to say	4%	2%	2%	3%	3%	- **	3%	6% *	4%	4% *	6% Y	3%	4%	3%	1%

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.
HYD_q7_1. I'd prefer to meet a romantic partner without using a dating website/app

	Total	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Unweighted base	1208	391	230	128	555	17	140	62	379	55	274	934	483	318	258
Base: All US adults	1208	374	220	126	549	23	139	63	377	57	263	945	494	312	255
Strongly agree	45%	45%	42%	43%	48% T.V	47% **	38%	54% T*	40%	44% *	45%	45%	46%	45%	45%
Somewhat agree	20%	18%	24%	21%	18%	30% **	22%	16% *	21%	17% *	21%	19%	19%	20%	22%
Neither agree nor disagree	21%	24%	21%	21%	19%	23% **	25%	20% *	24%	25% *	22%	21%	25%	19%	19%

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	Total	Prefer not to say	Ever used dating websites / apps					Ever met someone in person from dating website/app				Ever Met a romantic partner through dating website or app			Gen Z
			Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	
Unweighted base	1208	149	83	293	797	35	376	194	129	37	28	199	368	486	20
Base: All US adults	1208	148	89	294	790	36	383	194	131	37	26	200	363	487	20
Fun	18%	11%	45% AW*	34% AW	9%	20% **	36% AW	43%	37%	55% *	55% **	44% BE.BF	22% BF	9%	32% **
Shallow	28%	23%	31% *	28%	28%	13% **	29%	36%	37%	27% *	46% **	32%	34%	30%	28% **
Interesting	22%	18%	44% AW*	42% AW	13%	21% **	42% AW	51%	49%	53% *	57% **	50% BE.BF	30% BF	14%	45% **
Convenient	23%	27%	46% AW*	37% AW	16%	16% **	39% AW	54%	53%	54% *	55% **	50% BE.BF	33% BF	13%	18% **
Pointless	20%	18%	14% *	16%	23% AV.AY	17% **	15%	12%	14%	8% *	7% **	12%	18% BD	28% BD.BE	16% **
Sad	17%	12%	16% *	15%	18%	4% **	15%	16%	17%	6% *	24% **	11%	15%	21% BD.BE	5% **
Trendy	20%	18%	31% AW*	23%	18%	14% **	25% AW	30%	30%	29% *	35% **	28% BF	32% BF	15%	22% **
Exhausting	18%	14%	22% *	28% AW	15%	6% **	26% AW	31%	27%	36% *	46% **	26% BF	23% BF	17%	26% **
Dangerous	41%	35%	24% *	31%	48% AU.AV.AY	11% **	29%	34%	37%	30% *	29% **	30%	42% BD	49% BD	39% **
Helpful	12%	7%	21% AW*	19% AW	9%	- **	20% AW	25%	21%	29% *	36% **	25% BF	19% BF	6%	10% **
Romantic	9%	6%	21% AW*	16% AW	4%	14% **	17% AW	19%	17%	25% *	21% **	18% BE.BF	12% BF	4%	12% **
Don't know	13%	24% Z.AA.AB	3% *	5%	17% AU.AV.AY	14% **	5%	1%	1%	- *	- **	5%	12% BD	13% BD	6% **
None of these	9%	14% AB	2% *	7%	9%	33% **	6%	2%	2%	3% *	- **	2%	4%	9% BD.BE	10% **

HYD_q6. Have you or anyone you know ever met a romantic partner through a dating website/app? Please select all that apply.

	Total	Prefer not to say	Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	Gen Z
Unweighted base	1208	149	83	293	797	35	376	194	129	37	28	199	368	486	20
Base: All US adults	1208	148	89	294	790	36	383	194	131	37	26	200	363	487	20
Yes, I have	17%	15%	62% AV.AW.AY*	40% AW	3%	3% **	45% AV.AW	65%	60%	68% *	85% **	100% BE.BF	12% BF	-	4% **
Yes, someone I know has	30%	34% Z	34% *	33%	30%	3% **	33%	35%	32%	47% *	32% **	21% BF	100% BD.BF	-	39% **
No, neither I nor anyone I know has met a partner through a dating website/app	40%	35%	9% *	25% AU.AY	50% AU.AV.AY	32% **	21% AU	12%	16%	5% *	- **	-	-	100% BD.BE	34% **
Don't know	13%	12%	7% *	9%	15% AV.AY	26% **	8%	4%	6%	- *	- **	-	-	-	27% **
Prefer not to say	4%	7% AB	2% *	3%	3%	36% **	3%	1%	-	- *	4% **	-	-	-	- **

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.
HYD_q7_1. I'd prefer to meet a romantic partner without using a dating website/app

	Total	Prefer not to say	Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	Gen Z
Unweighted base	1208	149	83	293	797	35	376	194	129	37	28	199	368	486	20
Base: All US adults	1208	148	89	294	790	36	383	194	131	37	26	200	363	487	20
Strongly agree	45%	41%	39% *	29%	52% AV.AY	35% **	31%	25% BB	28% BB	9% *	28% **	27%	44% BD	56% BD.BE	51% **
Somewhat agree	20%	18%	28% AW*	26% AW	17%	9% **	26% AW	25%	27%	24% *	18% **	29% BF	24% BF	16%	13% **
Neither agree nor disagree	21%	19%	22% *	32% AW	18%	22% **	29% AW	34% BA	27%	50% AZ.BA*	47% **	30% BE.BF	22% BF	15%	18% **

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	Total	Omnibus Generation					
		Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Fun	18%	27% BI.BJ.BK	16% BK	12%	7% *	- **	- **
Shallow	28%	27%	29%	28%	29% *	- **	- **
Interesting	22%	29% BI.BJ.BK	19%	19%	13% *	- **	- **
Convenient	23%	28% BK	22%	23% BK	12% *	- **	- **
Pointless	20%	21%	19%	18%	35% BH.BI.BJ*	- **	- **
Sad	17%	14%	17%	18%	23% *	- **	- **
Trendy	20%	26% BI.BJ.BK	17%	19%	12% *	- **	- **
Exhausting	18%	23% BJ.BK	21% BJ.BK	12%	10% *	- **	- **
Dangerous	41%	35%	36%	47% BH.BI	57% BH.BI*	- **	- **
Helpful	12%	16% BJ.BK	11%	11%	6% *	- **	- **
Romantic	9%	12% BJ	9%	6%	5% *	- **	- **
Don't know	13%	10%	10%	16% BH.BI	24% BH.BI*	- **	- **
None of these	9%	9%	12% BJ	7%	5% *	- **	- **

HYD_q6. Have you or anyone you know ever met a romantic partner through a dating website/app? Please select all that apply.

	Total	Omnibus Generation					
		Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Yes, I have	17%	22% BJ.BK	18% BJ	13%	11% *	- **	- **
Yes, someone I know has	30%	28%	30%	32%	25% *	- **	- **
No, neither I nor anyone I know has met a partner through a dating website/app	40%	36%	32%	47% BH.BI	52% BH.BI*	- **	- **
Don't know	13%	12%	18% BH.BJ.BK	11%	7% *	- **	- **
Prefer not to say	4%	6% BJ	5% BJ	1%	6% BJ*	- **	- **

To what extent do you agree or disagree with each of the following statements? Please select one option on each row.
HYD_q7_1. I'd prefer to meet a romantic partner without using a dating website/app

	Total	Omnibus Generation					
		Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Strongly agree	45%	41%	41%	49% BH.BI	48% *	- **	- **
Somewhat agree	20%	19%	21%	20%	20% *	- **	- **
Neither agree nor disagree	21%	25%	22%	19%	16% *	- **	- **

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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)	No HS, High school graduate
Somewhat disagree	3%	5% B	2%	5% E	2%	2%	3%	5%	3%	2%	3%	2%	4%	5% *	3%
Strongly disagree	4%	4%	5%	3%	5%	5%	4%	6%	3%	5%	4%	2%	5%	5% *	5%
Don't know	7%	6%	7%	9%	6%	6%	11% G.H.I	6%	6%	5%	6%	5%	6%	13% J.K*	8%

HYD_q7_2. Dating wesbites/apps have killed romance

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1208	539	669	373	350	485	242	274	435	257	814	148	150	96	459
Base: All US adults	1208	588	620	369	343	496	215	254	454	285	784	144	189	92	488
Strongly agree	14%	14%	13%	14%	14%	13%	15%	13%	12%	15%	12%	17%	21% J	11% *	20% O.P.Q
Somewhat agree	19%	18%	21%	21%	22% E	16%	15%	18%	22% F	19%	20%	17%	17%	20% *	15%
Neither agree nor disagree	32%	32%	33%	27%	35% C	35% C	34%	36%	31%	30%	33%	37%	30%	29% *	36% Q
Somewhat disagree	13%	15%	12%	19% D.E	9%	13%	14%	13%	13%	14%	14%	12%	11%	15% *	10%
Strongly disagree	10%	10%	10%	9%	11%	10%	10%	10%	9%	12%	11%	9%	10%	8% *	7%
Don't know	11%	11%	11%	10%	10%	14%	12%	9%	13%	10%	11%	9%	11%	16% *	12%

HYD_q7_3. Dating websites/apps are for people who can't meet romantic partners offline/in-person

	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
Unweighted base	1208	539	669	373	350	485	242	274	435	257	814	148	150	96	459
Base: All US adults	1208	588	620	369	343	496	215	254	454	285	784	144	189	92	488
Strongly agree	14%	18% B	11%	15%	15%	13%	14%	10%	16% G	16% G	13%	16%	22% J.M	10% *	18% O.P
Somewhat agree	25%	25%	25%	22%	27%	26%	22%	29%	26%	23%	26%	24%	23%	22% *	23%
Neither agree nor disagree	29%	29%	30%	31%	29%	29%	29%	32%	27%	31%	28%	32%	32%	32% *	31% Q
Somewhat disagree	12%	11%	13%	15%	12%	11%	10%	13%	12%	15%	15% L	8%	6%	14% *	8%
Strongly disagree	9%	9%	10%	9%	8%	11%	11%	9%	9%	9%	10%	11%	9%	6% *	8%
Don't know	9%	8%	11%	9%	9%	10%	13% I	8%	10%	7%	9%	10%	8%	16% J*	11%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT, AU/AV/AW/AX/AY, AZ/BA/BB/BC, BD/BE/BF, B

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	Total	Education			Marital Status						Children under the age of 18		Income		
		Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under $40k	$40k to $80k	$80k+
Somewhat disagree	3%	3%	3%	5%	2%	- **	6% R	3% *	3%	6% *	2%	3%	2%	4%	4%
Strongly disagree	4%	4%	4%	4%	5%	- **	3%	6% *	4%	- *	3%	4%	4%	5%	4%
Don't know	7%	6%	7%	5%	7%	- **	6%	1% *	8%	7% *	5%	7%	5%	8%	7%
HYD_q7_2. Dating wesbites/apps have killed romance															
Unweighted base	1208	391	230	128	555	17	140	62	379	55	274	934	483	318	258
Base: All US adults	1208	374	220	126	549	23	139	63	377	57	263	945	494	312	255
Strongly agree	14%	12% Q	7%	5%	15%	25% **	12%	12% *	11%	15% *	13%	14%	18% AB	13% AB	7%
Somewhat agree	19%	24% N.P	15%	24% N.P	18%	8% **	16%	29% T*	21%	17% *	22%	18%	20%	15%	23% AA
Neither agree nor disagree	32%	31% Q	36% Q	19%	32%	47% **	36%	31% *	30%	38% *	33%	32%	34%	34%	28%
Somewhat disagree	13%	14%	19% N	17% N	11%	20% **	13%	9% *	18% R	17% *	13%	14%	11%	13%	19% Z.AA
Strongly disagree	10%	9%	12%	21% N.O.P	11% W	- **	13% W	11% W*	10%	1% *	10%	10%	8%	13% Z	11%
Don't know	11%	10%	11%	13%	13%	- **	11%	7% *	11%	11% *	8%	12%	9%	12%	11%
HYD_q7_3. Dating websites/apps are for people who can't meet romantic partners offline/in-person															
Unweighted base	1208	391	230	128	555	17	140	62	379	55	274	934	483	318	258
Base: All US adults	1208	374	220	126	549	23	139	63	377	57	263	945	494	312	255
Strongly agree	14%	10%	12%	14%	17% T	42% **	6% *	11% T	14%	6% *	14%	14%	16%	14%	14%
Somewhat agree	25%	25%	26%	30%	26%	28% **	31%	19% *	23%	20% *	30%	24%	21%	29% Z	27%
Neither agree nor disagree	29%	31% Q	27%	21%	25%	8% **	33%	40% R*	32% R	47% R*	29%	30%	34% AA.AB	26%	22%
Somewhat disagree	12%	14% N	15% N	19% N	12%	12% **	11%	13% *	14%	13% *	12%	12%	12%	12%	17% AC
Strongly disagree	9%	9%	12%	11%	9%	5% **	10%	11% *	10%	4% *	7%	10%	9%	9%	13%
Don't know	9%	10%	8%	6%	11%	4% **	9%	6% *	7%	11% *	9%	10%	8%	10%	7%

Cell Contents (ColG/BH/BI/BJ/BK/BL/BM, Minimum Base: 30 (**), Small Base: 100 (*))

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YouGov
What the world thinks

	Total	Prefer not to say	Ever used dating websites / apps					Ever met someone in person from dating website/app				Ever Met a romantic partner through dating website or app			Gen Z
			Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	
Somewhat disagree	3%	4%	5% *	6% AW	2%	3% **	6% AW	8%	9%	7% *	3% **	8% BE.BF	4%	2%	8% **
Strongly disagree	4%	6%	4% *	6%	4%	- **	5%	6%	7%	5% *	4% **	5%	3%	4%	- **
Don't know	7%	12% Z	2% *	3%	8% AV.AY	30% **	3%	2%	3%	3% *	- **	1%	3%	7% BD.BE	10% **

HYD_q7_2. Dating wesbites/apps have killed romance

	Total	Prefer not to say	Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	Gen Z
Unweighted base	1208	149	83	293	797	35	376	194	129	37	28	199	368	486	20
Base: All US adults	1208	148	89	294	790	36	383	194	131	37	26	200	363	487	20
Strongly agree	14%	11%	24% AV.AW.AY*	9%	14%	15% **	13% AV	10%	10%	8% *	12% **	11%	9%	19% BD.BE	12% **
Somewhat agree	19%	17%	23% *	21%	18%	14% **	21%	19%	20%	14% *	20% **	19%	20%	19%	9% **
Neither agree nor disagree	32%	34%	31% *	25%	35% AV.AY	31% **	26%	26%	27%	20% *	29% **	27%	34%	32%	36% **
Somewhat disagree	13%	13%	13% *	21% AW	11%	8% **	19% AW	21%	22%	20% *	18% **	20% BF	18% BF	10%	10% **
Strongly disagree	10%	9%	7% *	20% AU.AW.AY	7%	- **	17% AU.AW	21%	18%	34% AZ*	17% **	20% BE.BF	12%	8%	14% **
Don't know	11%	16% Z	2% *	4%	14% AU.AV.AY	33% **	3%	2%	2%	3% *	3% **	3%	8% BD	12% BD.BE	20% **

HYD_q7_3. Dating websites/apps are for people who can't meet romantic partners offline/in-person

	Total	Prefer not to say	Yes, I'm doing so currently	Yes, I've done so in the past	No, never	Don't know	Yes	Ever met someone	Met 1 to 5 people	Met 6 to 10 people	Met 11+	Yes, I have	Yes, Someone I know has	No	Gen Z
Unweighted base	1208	149	83	293	797	35	376	194	129	37	28	199	368	486	20
Base: All US adults	1208	148	89	294	790	36	383	194	131	37	26	200	363	487	20
Strongly agree	14%	9%	29% AV.AW.AY*	10%	14%	7% **	15% AV	10%	12%	3% *	8% **	17%	13%	17%	17% **
Somewhat agree	25%	26%	23% *	29%	25%	11% **	27%	27%	23%	28% *	42% **	25%	28%	25%	20% **
Neither agree nor disagree	29%	34% AB	23% *	28%	30%	39% **	27%	25%	27%	28% *	11% **	25%	29%	30%	33% **
Somewhat disagree	12%	6%	12% *	15%	12%	3% **	15%	20%	20%	17% *	24% **	16% BF	16% BF	9%	15% **
Strongly disagree	9%	8%	11% *	15% AW	7%	5% **	14% AW	19%	18%	25% *	14% **	16% BF	11%	8%	4% **
Don't know	9%	16% Z.AB	2% *	3%	12% AU.AV.AY	35% **	2%	-	-	- *	- **	0%	4% BD	12% BD.BE	10% **

Cell Contents (Col

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	Total	Omnibus Generation					
		Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Somewhat disagree	3%	4%	3%	2%	4% *	- **	- **
Strongly disagree	4%	3%	6% BH	3%	12% BH.BJ*	- **	- **
Don't know	7%	8% BK	7%	6%	1% *	- **	- **

HYD_q7_2. Dating wesbites/apps have killed romance

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Strongly agree	14%	14%	15%	13%	11% *	- **	- **
Somewhat agree	19%	22% BJ	22% BJ	16%	14% *	- **	- **
Neither agree nor disagree	32%	27%	33%	35% BH	40% BH*	- **	- **
Somewhat disagree	13%	18% BI.BK	8%	14% BI.BK	5% *	- **	- **
Strongly disagree	10%	9%	12%	10%	10% *	- **	- **
Don't know	11%	9%	10%	12%	20% BH.BI*	- **	- **

HYD_q7_3. Dating websites/apps are for people who can't meet romantic partners offline/in-person

	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Strongly agree	14%	14%	14%	15%	11% *	- **	- **
Somewhat agree	25%	24%	26%	25%	30% *	- **	- **
Neither agree nor disagree	29%	29%	30%	29%	30% *	- **	- **
Somewhat disagree	12%	14%	13%	11%	10% *	- **	- **
Strongly disagree	9%	9%	8%	11%	10% *	- **	- **
Don't know	9%	9%	9%	10%	9% *	- **	- **

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