

YouGov Internal Marketing Results Dating & Social Media

GB Sample: 2027 Adults
2nd - 9th August 2018

Total	Gender		Age					Social Media/ Messaging service (within the last month)									
	Male	Female	18-24	25-34	35-44	45-54	55+	Facebook	Twitter	LinkedIn	Google+	Pinterest	Instagram	Snapchat	Facebook Messenger	WhatsApp	Skype

Have you ever been on a first date with someone that you did not know/ did not know well previously? (If you have never been on a date, please select the 'Not applicable' option)

Unweighted base	2027	924	1103	151	298	347	344	887	1407	601	285	161	261	466	230	1129	1039	208
Base: All GB Adults	2027	984	1043	228	310	348	325	817	1416	625	293	162	258	504	272	1142	1059	210
Yes, I have	51%	51%	52%	43%	55%	53%	57%	49%	54%	54%	61%	59%	56%	55%	51%	55%	54%	53%
No, I haven't	37%	35%	40%	36%	32%	35%	35%	42%	37%	36%	31%	33%	36%	36%	39%	37%	37%	37%
Don't know	3%	3%	2%	4%	1%	3%	2%	3%	2%	2%	1%	2%	2%	1%	0%	2%	2%	1%
Not applicable - I have never been on a date	8%	10%	7%	17%	11%	9%	6%	6%	7%	9%	7%	5%	5%	8%	10%	6%	7%	8%

How often, if at all, do you look someone up online (e.g. on social media) before a first date? (Please select one option on each row)

Unweighted base	2168	978	1190	136	345	380	398	909	1587	674	373	185	300	545	272	1305	1169	250
Base: All GB Adults that have ever been on a date with someone they did not previously know	2146	1033	1114	201	359	386	366	834	1591	690	377	182	294	590	318	1315	1190	257
Always (i.e. every time)	17%	16%	18%	53%	32%	18%	10%	4%	21%	28%	26%	20%	22%	35%	47%	24%	23%	20%
Often	9%	9%	9%	16%	19%	13%	5%	3%	10%	13%	15%	12%	14%	16%	16%	11%	12%	13%
Sometimes	10%	11%	10%	16%	19%	11%	11%	5%	12%	13%	13%	12%	13%	16%	15%	13%	13%	15%
Rarely	6%	7%	4%	5%	8%	6%	8%	3%	5%	6%	7%	6%	6%	5%	7%	6%	7%	6%
Never	40%	43%	38%	5%	14%	31%	42%	63%	33%	24%	23%	37%	28%	16%	8%	28%	29%	33%
Don't know/ can't recall	18%	15%	20%	4%	9%	21%	24%	20%	18%	16%	16%	15%	17%	12%	8%	18%	16%	13%

You previously mentioned that you have looked someone up online before/after a first date. Please imagine that a potential new person that you were dating didn't have any social media accounts... Which, if any, of the following words/ phrases do you think BEST describes the reaction you would have to this? (Please select all that apply)

Unweighted base	955	414	541	129	290	208	152	176	803	400	227	96	174	389	233	722	663	143
Base: All GB Adults that have ever looked up a new partner online	1002	485	517	189	301	212	141	159	853	437	243	97	179	441	280	772	708	154
Suspicious	27%	19%	34%	39%	31%	22%	24%	14%	29%	31%	33%	24%	31%	36%	37%	31%	29%	28%
Disappointed	9%	4%	13%	10%	10%	7%	7%	8%	10%	9%	11%	10%	15%	11%	13%	10%	10%	13%
Intrigued	33%	36%	29%	45%	34%	29%	28%	24%	34%	38%	37%	29%	46%	39%	43%	35%	35%	37%
Pleasantly surprised	22%	27%	18%	20%	21%	26%	21%	23%	20%	19%	17%	27%	21%	20%	20%	20%	22%	17%
Weirded out	8%	4%	12%	16%	12%	5%	2%	1%	9%	12%	11%	14%	12%	13%	16%	9%	10%	13%
Impressed	14%	18%	11%	11%	15%	18%	15%	9%	13%	13%	16%	19%	8%	14%	14%	13%	14%	13%
Indifferent	17%	19%	14%	15%	17%	14%	18%	18%	17%	18%	15%	9%	13%	13%	13%	16%	16%	16%
None of these	8%	7%	10%	3%	6%	10%	11%	14%	8%	6%	6%	12%	4%	5%	3%	7%	6%	6%
Don't know	3%	3%	3%	2%	3%	5%	3%	4%	3%	3%	3%	3%	3%	3%	3%	3%	3%	3%

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Before a first date						You previously mentioned that you have looked someone up online before/ after a first date. Please imagine that a potential new person that you were dating didn't have any social media accounts... Which, if any, of the following words/ phrases do you think BEST describes the reaction you would have to this? (Please select all that apply)									
Always (i.e. every time)	Often	Sometimes	Rarely	Never	Don't know/ can't recall	Suspicious	Disappointed	Intrigued	Pleasantly surprised	Weirded out	Impressed	Indifferent	None of these	Don't know	

Have you ever been on a first date with someone that you did not know/ did not know well previously? (If you have never been on a date, please select the 'Not applicable' option)

Unweighted base	171	90	94	53	460	186	131	46	152	99	42	57	82	45	10
Base: All GB Adults	186	92	98	52	437	178	139	42	165	105	44	61	82	42	11
Yes, I have	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
No, I haven't	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Not applicable - I have never been on a date	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-

How often, if at all, do you look someone up online (e.g. on social media) before a first date? (Please select one option on each row)

Unweighted base	341	185	213	117	912	400	256	88	303	210	78	127	162	84	30
Base: All GB Adults that have ever been on a date with someone they did not previously know	366	196	224	118	863	379	269	86	327	223	82	140	167	84	32
Always (i.e. every time)	100%	-	-	-	-	-	59%	59%	44%	28%	59%	38%	19%	33%	27%
Often	-	100%	-	-	-	-	22%	18%	20%	19%	20%	16%	17%	14%	16%
Sometimes	-	-	100%	-	-	-	12%	14%	19%	21%	12%	22%	34%	30%	31%
Rarely	-	-	-	100%	-	-	5%	6%	10%	21%	7%	14%	12%	9%	20%
Never	-	-	-	-	100%	-	1%	2%	5%	9%	-	6%	15%	12%	-
Don't know/ can't recall	-	-	-	-	-	100%	2%	1%	3%	2%	2%	4%	2%	2%	6%

You previously mentioned that you have looked someone up online before/ after a first date. Please imagine that a potential new person that you were dating didn't have any social media accounts... Which, if any, of the following words/ phrases do you think BEST describes the reaction you would have to this? (Please select all that apply)

Unweighted base	341	185	213	117	72	27	256	88	303	210	78	127	162	84	30
Base: All GB Adults that have ever looked up a new partner online	366	196	224	118	70	27	269	86	327	223	82	140	167	84	32
Suspicious	43%	30%	14%	10%	4%	18%	100%	41%	28%	12%	70%	12%	-	-	-
Disappointed	14%	8%	5%	5%	2%	3%	13%	100%	8%	3%	22%	6%	-	-	-
Intrigued	39%	34%	27%	28%	22%	30%	34%	32%	100%	38%	33%	47%	-	-	-
Pleasantly surprised	17%	22%	21%	39%	28%	19%	10%	8%	26%	100%	12%	50%	-	-	-
Weirded out	13%	8%	4%	5%	-	5%	21%	21%	8%	5%	100%	6%	-	-	-
Impressed	14%	11%	14%	17%	12%	19%	6%	9%	20%	31%	11%	100%	-	-	-
Indifferent	9%	14%	26%	17%	36%	14%	-	-	-	-	-	-	100%	-	-
None of these	8%	6%	11%	6%	14%	6%	-	-	-	-	-	-	-	100%	-
Don't know	2%	3%	4%	5%	-	7%	-	-	-	-	-	-	-	-	100%