



First Date
Fieldwork Dates: 30th April - 1st May 2019

Conducted by YouGov
On behalf of YouGov RealTime

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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 1246 adults. Fieldwork was undertaken between 30th April - 1st May 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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US_nat_internal Sample: 30th April - 1st May 2019



Total	Gender		Generation							Region				
	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
	A	B	C	D	E	F	G	H	I	J	K	L	M	N

BRF_Q5. Generally speaking, how many dates do you think a newly dating couple should go on before having sex for the first time?

Unweighted base	1246	563	683	18	404	330	422	70	2	-	232	259	487	268	859
Base: All US Adults	1246	606	640	21	407	329	408	79	2	-	222	262	469	294	815
One date	6%	10% B	2%	7% **	6%	9% F	4%	4% *	- **	- **	6%	6% M	6%	6%	6%
Two dates	7%	11% B	3%	- **	10% F	6%	5%	1% *	- **	- **	6%	10% M	6%	5%	6%
Three dates	14%	19% B	10%	19% **	15%	17%	13%	10% *	- **	- **	15%	13%	12%	19% L	14%
Four dates	6%	6%	7%	8% **	8%	5%	6%	5% *	- **	- **	8%	6%	6%	6%	8% P
Five dates	6%	4%	7%	11% **	7%	6%	5%	- *	- **	- **	6%	6%	5%	6%	4%
Six dates	3%	1% A	5%	- **	3%	3%	4%	1% *	- **	- **	3%	3%	4%	3%	3%
Seven or more dates	13%	7% A	18%	12% **	9%	11%	18% D,E	9% *	50% **	- **	12%	15%	13%	11%	12%
They should wait until they are married	20%	18%	22%	18% **	17%	18%	19%	46% D,E,F*	50% **	- **	19%	20%	21%	20%	21%
Don't know	25%	24%	26%	25% **	25%	24%	26%	23% *	- **	- **	25%	21%	28% K	25%	25%

BRF_Q6. Thinking about yourself, when dating someone new who you liked, how many dates would you want to wait before having sex with them?

Unweighted base	1246	563	683	18	404	330	422	70	2	-	232	259	487	268	859
Base: All US Adults	1246	606	640	21	407	329	408	79	2	-	222	262	469	294	815
One date	10%	18% B	3%	- **	13% F	13% F	6%	4% *	- **	- **	10%	10%	9%	12%	10%
Two dates	8%	12% B	4%	7% **	10%	9%	7%	3% *	- **	- **	9%	9%	7%	9%	7%
Three dates	14%	17% B	11%	12% **	15%	16%	13%	10% *	- **	- **	15%	11%	15%	15%	14%
Four dates	7%	7%	7%	30% **	7%	5%	7%	3% *	- **	- **	5%	7%	7%	7%	6%
Five dates	4%	3%	4%	6% **	4%	5%	3%	3% *	- **	- **	5%	5%	3%	3%	4%
Six dates	3%	2% A	5%	4% **	3%	3%	5%	1% *	- **	- **	4%	4%	3%	3%	4%

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Total	Race			Education				Children under the age of 18		Income				
	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
	O	P	Q	R	S	T	U	AB	AC	AD	AE	AF	AG	AH

BRF_Q5. Generally speaking, how many dates do you think a newly dating couple should go on before having sex for the first time?

Unweighted base	1246	138	157	92	449	427	238	132	330	916	349	223	325	206	143
Base: All US Adults	1246	148	193	90	504	387	227	128	320	926	354	226	314	205	147
One date	6%	5%	7%	6% *	6%	7%	5%	5%	7%	6%	8%	3%	7%	6%	4%
Two dates	7%	8%	11% N	4% *	7%	7%	7%	4%	8%	6%	9% AH	6%	5%	9% AH	3%
Three dates	14%	12%	18%	14% *	14%	14%	17%	13%	18%	13%	14%	13%	14%	19%	12%
Four dates	6%	6%	2%	4% *	5%	7%	8%	7%	6%	6%	5%	7%	8%	8%	3%
Five dates	6%	7%	10% N	4% *	6%	6%	5%	6%	7%	5%	6%	4%	7%	4%	5%
Six dates	3%	4%	3%	1% *	3%	4%	2%	2%	2%	3%	3%	4%	4%	3%	2%
Seven or more dates	13%	12%	13%	18% *	13%	13%	12%	11%	10%	14%	13%	16%	13%	10%	9%
They should wait until they are married	20%	16%	17%	21% *	20%	20%	19%	22%	21%	20%	22%	23%	17%	16%	23%
Don't know	25%	30%	20%	29% *	25%	23%	26%	29%	21%	26%	21%	25%	24%	25%	38% AD,AE,AF,AG

BRF_Q6. Thinking about yourself, when dating someone new who you liked, how many dates would you want to wait before having sex with them?

Unweighted base	1246	138	157	92	449	427	238	132	330	916	349	223	325	206	143
Base: All US Adults	1246	148	193	90	504	387	227	128	320	926	354	226	314	205	147
One date	10%	9%	14%	10% *	12%	10%	8%	7%	11%	10%	13% AE	6%	10%	11%	9%
Two dates	8%	9%	12%	9% *	9%	7%	9%	8%	10%	8%	8%	8%	8%	12% AH	5%
Three dates	14%	13%	15%	16% *	13%	14%	17%	13%	15%	14%	13%	11%	17%	16%	11%
Four dates	7%	9%	9%	3% *	7%	8%	6%	5%	9%	6%	6%	8%	6%	10% AH	2%
Five dates	4%	4%	4%	3% *	3%	3%	4%	7%	6% AC	3%	3%	4%	4%	5%	3%
Six dates	3%	1%	4%	2% *	4%	4%	2%	4%	3%	4%	4%	4%	3%	3%	2%

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Total	Prefer not to say
	AW

BRF_Q5. Generally speaking, how many dates do you think a newly dating couple should go on before having sex for the first time?

Unweighted base	1246	12
Base: All US Adults	1246	10
One date	6%	- **
Two dates	7%	- **
Three dates	14%	- **
Four dates	6%	17% **
Five dates	6%	10% **
Six dates	3%	7% **
Seven or more dates	13%	15% **
They should wait until they are married	20%	8% **
Don't know	25%	43% **

BRF_Q6. Thinking about yourself, when dating someone new who you liked, how many dates would you want to wait before having sex with them?

Unweighted base	1246	12
Base: All US Adults	1246	10
One date	10%	- **
Two dates	8%	- **
Three dates	14%	16% **
Four dates	7%	18% **
Five dates	4%	- **
Six dates	3%	- **

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	Total	Gender		Generation						Region				White	
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South		West
Seven or more dates	14%	6%	22%	4%	11%	13%	20%	11%	50%	-	13%	16%	15%	12%	15%
			A	**			D,E	*	**	**					
I would wait until I was married	20%	16%	25%	22%	17%	20%	19%	43%	50%	-	19%	21%	20%	21%	21%
			A	**				D,E,F*	**	**					
Don't know	19%	19%	19%	16%	21%	16%	19%	23%	-	-	20%	16%	21%	18%	20%
			**	**				*	**	**					

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, Minimum Base: 30 (**), Small Base: 10

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	Total	Race			Education				Children under the age of 18		Income				
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Yes	No	Under \$30k	\$30,000 to \$49,999	\$50,000 to \$99,999	\$100k+	Prefer not to say
Seven or more dates	14%	20%	12%	9%	14%	15%	14%	16%	11%	16%	14%	20%	17%	10%	9%
		Q		*						AB		AG,AH	AH		
I would wait until I was married	20%	18%	16%	29%	19%	21%	20%	23%	21%	20%	22%	22%	18%	16%	25%
				O.P*											
Don't know	19%	18%	16%	20%	20%	18%	20%	18%	15%	20%	17%	18%	17%	16%	34%
			*	*						AB					AD,AE,AF,AG

Cell Contents (Col0 (*))

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	Total	Type of Area Lived in				Marital Status									
		Urban	Suburban/ Town	Rural	Other	Married	Civil Partnership	In a relationship, living together	In a relationship, not living together	NET: In a relationship	Single	Divorced	Widowed	Separated	Other
Seven or more dates	14%	12%	15%	18%	10%	16%	4%	11%	8%	15%	10%	15%	28%	25%	15%
			AI	**	AQ.AR	**	*	*	AR			AM.AO.AP.AQ.AR*	**	**	
I would wait until I was married	20%	17%	20%	26%	26%	25%	-	11%	16%	22%	19%	12%	26%	18%	-
			AI	**	AO.AQ.AR.AS	**	*	*	AO.AS				AO.AS*	**	**
Don't know	19%	14%	23%	18%	40%	19%	16%	14%	26%	19%	22%	13%	17%	6%	59%
			AI	**		**	*	*					*	**	**

Cell Contents (Col)

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	Total	Prefer not to say
Seven or more dates	14%	13% **
I would wait until I was married	20%	16% **
Don't know	19%	37% **

Cell Contents (Col)