

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

Which of the following best describes your sexuality?

	2066	1035	1031	941	1125	280	661	673	452
Unweighted base	2066	1035	1031	941	1125	280	661	673	452
Base: All 16 to 34 year olds	2066	1041	1025	950	1116	298	653	669	446
Heterosexual	79%	78%	80%	74%	83%	68%	77%	81%	86%
Gay or lesbian	6%	9%	3%	6%	6%	7%	6%	7%	5%
Bisexual	8%	5%	11%	11%	6%	15%	9%	7%	4%
Other	3%	3%	3%	4%	2%	4%	3%	3%	2%
Prefer not to say	4%	5%	3%	5%	3%	6%	4%	3%	3%

What is the highest educational or work-related qualification you have?

	2066	1035	1031	941	1125	280	661	673	452
Unweighted base	2066	1035	1031	941	1125	280	661	673	452
Base: All 16 to 34 year olds	2066	1041	1025	950	1116	298	653	669	446
No formal qualifications	2%	2%	1%	1%	2%	3%	1%	1%	2%
Youth training certificate/skillseekers	0%	0%	0%	0%	0%	-	0%	0%	0%
Recognised trade apprenticeship completed	0%	0%	0%	0%	1%	0%	0%	1%	1%
Clerical and commercial	0%	0%	0%	0%	0%	-	0%	0%	0%
City & Guilds certificate	2%	1%	2%	2%	2%	1%	2%	1%	2%
City & Guilds certificate - advanced	1%	1%	2%	1%	2%	-	1%	1%	2%
ONC	0%	-	0%	-	0%	-	-	-	0%
CSE grades 2-5	0%	0%	0%	0%	0%	1%	0%	0%	1%
CSE grade 1, GCE O level, GCSE, School Certificate	10%	9%	11%	15%	5%	42%	3%	4%	6%
Scottish Ordinary/ Lower Certificate	0%	0%	0%	0%	0%	0%	0%	-	0%
GCE A level or Higher Certificate	20%	22%	19%	32%	11%	31%	32%	11%	10%
Scottish Higher Certificate	2%	2%	2%	3%	1%	7%	2%	1%	1%
Nursing qualification (e.g. SEN, SRN, SCM, RGN)	0%	0%	0%	0%	0%	0%	0%	0%	0%
Teaching qualification (not degree)	1%	1%	1%	1%	1%	-	1%	1%	2%
University diploma	5%	6%	5%	4%	6%	1%	6%	5%	8%
University or CNA first degree (e.g. BA, B.Sc, B.Ed)	32%	30%	34%	24%	39%	1%	35%	43%	34%
University or CNA higher degree (e.g. M.Sc, Ph.D)	14%	16%	12%	7%	20%	1%	9%	22%	17%
Other technical, professional or higher qualification	5%	4%	5%	3%	6%	2%	3%	6%	7%
Don't know	2%	2%	2%	2%	2%	4%	2%	1%	2%
Prefer not to say	3%	3%	2%	4%	2%	6%	3%	1%	3%

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

You previously said that you have never used a dating app or website...Please type your reasons for this in the box below

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds
Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

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

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

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

YouGov / BBC Newsbeat survey results

Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

	Unweighted base	1021	566	455	433	588	65	368	375	213
Base: All 16 to 34 year olds that have used a dating app		1016	564	452	433	583	70	363	374	209
Tinder	60%		62%	57%	74%	49%	57%	77%	58%	35%
Plenty of Fish	27%		27%	27%	14%	37%	7%	15%	38%	36%
Grindr	10%		16%	2%	9%	11%	13%	8%	11%	9%
Match.com	16%		14%	17%	7%	22%	4%	7%	18%	30%
Bumble	18%		18%	17%	20%	16%	7%	22%	19%	10%
OKCupid	16%		18%	14%	11%	20%	7%	12%	21%	18%
Hinge	1%		1%	2%	1%	2%	3%	1%	2%	1%
Happn	7%		8%	6%	6%	7%	3%	7%	9%	4%
LoveStruck	1%		1%	1%	0%	2%	1%	0%	2%	2%
Zoosk	6%		5%	6%	2%	8%	1%	2%	7%	9%
MuddyMatches	1%		1%	1%	1%	1%	4%	-	1%	0%
Christian Mingle	1%		1%	1%	0%	1%	1%	0%	1%	1%
Christian Café	1%		1%	1%	0%	1%	1%	0%	1%	1%
Alt Dating	1%		1%	0%	0%	1%	1%	0%	1%	1%
WooPlus	0%		0%	0%	1%	0%	-	1%	-	0%
Gaydar	4%		7%	2%	2%	6%	-	2%	5%	9%
Chappy	1%		2%	0%	1%	2%	-	1%	2%	0%
Other please see sheet LKB_Q8_open1 for open responses	12%		11%	15%	10%	14%	12%	10%	11%	20%
Don't know	10%		11%	8%	10%	10%	18%	9%	8%	13%

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

And which ONE of the following dating app/ website did/ do you tend to use the MOST often? (Please select the option that best applies)

	Unweighted base	1021	566	455	433	588	65	368	375	213
Base: All 16 to 34 year olds that have used a dating app		1016	564	452	433	583	70	363	374	209
Tinder	45%		46%	44%	64%	31%	53%	66%	38%	20%
Plenty of Fish	11%		8%	15%	3%	17%	1%	4%	16%	18%
Grindr	5%		9%	1%	5%	6%	7%	5%	7%	4%
Match.com	5%		5%	6%	2%	8%	-	2%	5%	14%
Bumble	4%		4%	5%	5%	4%	4%	5%	6%	1%
OKCupid	6%		6%	5%	3%	8%	3%	4%	8%	8%
Hinge	0%		-	0%	0%	0%	-	0%	0%	-
Happn	0%		-	0%	-	0%	-	-	0%	0%
LoveStruck	0%		0%	0%	-	1%	-	-	1%	0%
Zoosk	1%		1%	1%	0%	1%	1%	-	2%	0%
MuddyMatches	0%		0%	0%	0%	0%	1%	-	0%	0%
Christian Mingle	0%		0%	0%	-	1%	-	-	0%	1%
Christian Café	0%		0%	0%	0%	0%	1%	-	1%	-
Alt Dating	0%		1%	0%	0%	1%	-	0%	1%	0%
WooPlus	0%		0%	0%	0%	-	-	1%	-	-
Gaydar	1%		1%	1%	0%	1%	-	1%	1%	1%
Chappy	0%		1%	0%	0%	1%	-	0%	1%	0%
Other please see sheet LKB_Q8single_open1 for open responses	6%		4%	8%	4%	8%	7%	4%	5%	12%
Don't know	12%		14%	11%	12%	13%	19%	10%	11%	17%

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

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

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

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

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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

YouGov / BBC Newsbeat survey results Dating Apps

UK Sample: 2066 16-34 year olds

Fieldwork dates: 3rd - 10th April 2018

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