YouGov Survey Results

Sample Size: 2144 Adults in GB
Fieldwork: 9th-10th June 2025

	Total	Dating App Usage			Age					
		Have used a dating app	Men who have ever used a dating app	Women who have ever used a dating app	18-29	30-39	40-49	50-59	60-69	70+
Weighted Sample	2144	672	345	327	355	417	339	337	367	330
Unweighted Sample	2144	620	294	326	246	365	327	383	414	409
	%	%	%	%	%	%	%	%	%	%

Have you ever used a dating app, like Tinder or Bumble?

I am currently using a dating app	5	15	19	12	11	8	5	1	1	2
I have used a dating app previously, but not currently	27	85	81	88	38	47	31	20	11	8
No I have never used a dating app	67	0	0	0	47	43	63	79	87	90
Don't know / can't recall	1	0	0	0	4	1	2	0	1	0

Do you think dating apps should or should not provide users the ability to filter their potential matches by the following attributes?

Height

Should provide ability to filter by this attribute	56	64	62	67	51	59	61	64	54	44
Should not provide ability to filter by this attribute	26	25	25	25	36	28	19	17	24	29
Don't know	19	10	12	9	13	13	20	19	22	27

Weight

Should provide ability to filter by this attribute	43	47	59	34	36	42	50	50	44	37
Should not provide ability to filter by this attribute	37	41	30	54	53	44	29	28	32	32
Don't know	20	12	11	12	11	14	21	21	24	30

Age

Should provide ability to filter by this attribute	80	92	90	94	90	87	85	81	71	61
Should not provide ability to filter by this attribute	7	4	4	4	3	6	2	4	11	16
Don't know	14	4	6	3	7	7	13	15	18	23

Gender

Should provide ability to filter by this attribute	81	92	91	93	90	88	86	82	73	66
Should not provide ability to filter by this attribute	6	4	4	4	3	5	2	4	9	12
Don't know	13	4	5	3	7	7	11	14	18	22

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	Total												
		Age x Gender											
		Men 18-29	Men 30-39	Men 40-49	Men 50-59	Men 60-69	Men 70+	Women 18-29	Women 30-39	Women 40-49	Women 50-59	Women 60-69	Women 70+
Weighted Sample	2144	174	207	167	169	157	163	180	210	171	168	209	167
Unweighted Sample	2144	105	160	137	189	174	203	141	205	190	194	240	206
	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever used a dating app, like Tinder or Bumble?

	Total	Men 18-29	Men 30-39	Men 40-49	Men 50-59	Men 60-69	Men 70+	Women 18-29	Women 30-39	Women 40-49	Women 50-59	Women 60-69	Women 70+
I am currently using a dating app	**5**	14	11	7	2	2	1	9	5	3	0	1	3
I have used a dating app previously, but not currently	**27**	34	51	31	19	11	8	41	44	30	20	11	8
No I have never used a dating app	**67**	47	37	61	79	86	91	47	50	65	79	87	89
Don't know / can't recall	**1**	5	1	1	0	2	0	2	1	2	1	1	0

Do you think dating apps should or should not provide users the ability to filter their potential matches by the following attributes?

Height

	Total	Men 18-29	Men 30-39	Men 40-49	Men 50-59	Men 60-69	Men 70+	Women 18-29	Women 30-39	Women 40-49	Women 50-59	Women 60-69	Women 70+
Should provide ability to filter by this attribute	**56**	54	59	54	65	57	47	49	59	68	62	52	41
Should not provide ability to filter by this attribute	**26**	34	27	19	11	17	26	38	30	19	24	29	32
Don't know	**19**	13	15	27	24	26	27	12	11	13	14	19	27

Weight

	Total	Men 18-29	Men 30-39	Men 40-49	Men 50-59	Men 60-69	Men 70+	Women 18-29	Women 30-39	Women 40-49	Women 50-59	Women 60-69	Women 70+
Should provide ability to filter by this attribute	**43**	51	50	49	60	52	46	21	34	50	41	39	29
Should not provide ability to filter by this attribute	**37**	37	38	24	16	19	27	68	51	34	41	41	37
Don't know	**20**	13	12	27	24	29	27	10	15	15	19	20	34

Age

	Total	Men 18-29	Men 30-39	Men 40-49	Men 50-59	Men 60-69	Men 70+	Women 18-29	Women 30-39	Women 40-49	Women 50-59	Women 60-69	Women 70+
Should provide ability to filter by this attribute	**80**	91	83	80	76	65	59	90	91	90	86	75	62
Should not provide ability to filter by this attribute	**7**	1	8	1	3	11	15	5	4	2	6	10	18
Don't know	**14**	9	9	19	22	24	26	5	5	7	8	14	20

Gender

	Total	Men 18-29	Men 30-39	Men 40-49	Men 50-59	Men 60-69	Men 70+	Women 18-29	Women 30-39	Women 40-49	Women 50-59	Women 60-69	Women 70+
Should provide ability to filter by this attribute	**81**	88	85	83	76	68	65	91	90	90	87	77	68
Should not provide ability to filter by this attribute	**6**	2	6	2	3	9	11	4	4	3	5	9	13
Don't know	**13**	9	9	16	21	23	25	5	6	7	8	14	19

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Sample Size: 2144 Adults in GB
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	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
		Vote in 2024 GE					**EU Ref 2016**		**Gender**		**Social Grade**		**Country**			**Region in England**			
Weighted Sample	2144	386	551	197	232	125	753	765	1038	1106	1222	922	1855	103	187	508	352	259	735
Unweighted Sample	2144	400	594	220	249	128	883	810	968	1176	1340	804	1846	107	191	502	372	205	767
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever used a dating app, like Tinder or Bumble?

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
I am currently using a dating app	**5**	2	5	4	4	12	5	2	6	3	5	4	5	3	5	6	4	9	3
I have used a dating app previously, but not currently	**27**	16	33	24	23	39	31	20	27	26	28	24	27	23	28	27	24	31	26
No I have never used a dating app	**67**	81	59	71	73	48	63	77	65	69	65	71	67	73	66	66	70	57	70
Don't know / can't recall	**1**	0	3	2	1	1	1	0	2	1	2	1	1	1	1	1	2	3	1

Do you think dating apps should or should not provide users the ability to filter their potential matches by the following attributes?

Height

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Should provide ability to filter by this attribute	**56**	62	55	47	62	48	52	61	56	55	56	55	57	39	52	59	57	61	54
Should not provide ability to filter by this attribute	**26**	19	30	31	22	30	29	18	23	29	28	23	25	32	26	23	25	21	29
Don't know	**19**	18	15	22	16	22	19	20	22	16	16	22	18	29	21	18	18	18	18

Weight

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Should provide ability to filter by this attribute	**43**	49	43	38	54	35	40	50	51	36	45	41	44	32	42	44	45	53	40
Should not provide ability to filter by this attribute	**37**	29	41	40	29	41	40	28	27	46	39	34	37	41	37	37	35	29	40
Don't know	**20**	21	16	22	17	23	20	23	22	19	17	25	20	26	22	19	20	18	20

Age

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Should provide ability to filter by this attribute	**80**	77	83	80	80	82	82	73	76	83	83	75	80	71	79	83	79	81	78
Should not provide ability to filter by this attribute	**7**	8	6	7	9	4	5	10	6	7	6	9	7	8	6	5	8	6	8
Don't know	**14**	15	11	13	11	14	13	17	18	10	11	17	13	21	15	12	13	13	14

Gender

	Total	Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Should provide ability to filter by this attribute	**81**	80	84	81	82	84	83	77	78	84	85	77	82	75	80	83	83	82	80
Should not provide ability to filter by this attribute	**6**	6	6	6	7	2	5	7	5	6	5	7	6	5	5	5	5	5	7
Don't know	**13**	14	10	13	11	14	12	16	17	10	11	16	13	20	15	12	12	13	13

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Weighted Sample	2144	672	345	327	355	417	339	337	367	330
Unweighted Sample	2144	620	294	326	246	365	327	383	414	409
	%	%	%	%	%	%	%	%	%	%
Income										
Should provide ability to filter by this attribute	29	30	35	25	22	27	29	35	32	29
Should not provide ability to filter by this attribute	50	57	55	59	62	58	49	42	43	41
Don't know	21	13	10	16	16	14	21	23	25	30
Education level										
Should provide ability to filter by this attribute	48	51	52	50	45	48	50	54	47	44
Should not provide ability to filter by this attribute	32	36	37	35	40	37	31	27	26	27
Don't know	21	13	11	15	15	15	19	19	27	29

*Any percentages calculated on bases fewer than 100
respondents do not represent a wide enough cross-
section of the target population to be considered
statistically reliable. These figures should not be used.*

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	Total	Age x Gender											
		Men 18-29	Men 30-39	Men 40-49	Men 50-59	Men 60-69	Men 70+	Women 18-29	Women 30-39	Women 40-49	Women 50-59	Women 60-69	Women 70+
Weighted Sample	2144	174	207	167	169	157	163	180	210	171	168	209	167
Unweighted Sample	2144	105	160	137	189	174	203	141	205	190	194	240	206
	%	%	%	%	%	%	%	%	%	%	%	%	%
Income													
Should provide ability to filter by this attribute	29	31	33	26	37	32	32	15	22	32	34	32	27
Should not provide ability to filter by this attribute	50	56	54	51	35	39	41	67	63	48	49	47	40
Don't know	21	13	13	23	28	29	27	18	15	20	17	21	32
Education level													
Should provide ability to filter by this attribute	48	48	50	42	54	45	45	42	47	58	54	48	43
Should not provide ability to filter by this attribute	32	38	36	33	23	22	26	41	38	29	32	29	28
Don't know	21	14	14	25	24	33	29	17	15	13	14	23	29

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YouGov Survey Results

Sample Size: 2144 Adults in GB
Fieldwork: 9th-10th June 2025

	Total	Vote in 2024 GE					EU Ref 2016		Gender		Social Grade		Country			Region in England			
		Con	Lab	Lib Dem	Reform UK	Green	Remain	Leave	Male	Female	ABC1	C2DE	England	Wales	Scotland	North	Midlands	London	Rest of South
Weighted Sample	2144	386	551	197	232	125	753	765	1038	1106	1222	922	1855	103	187	508	352	259	735
Unweighted Sample	2144	400	594	220	249	128	883	810	968	1176	1340	804	1846	107	191	502	372	205	767
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Income																			
Should provide ability to filter by this attribute	29	35	31	27	30	26	30	31	32	27	31	27	30	29	23	34	28	36	26
Should not provide ability to filter by this attribute	50	42	52	51	51	51	50	46	46	53	51	48	49	47	56	47	50	43	53
Don't know	21	23	17	22	19	23	21	23	22	20	18	25	21	24	22	19	22	22	21
Education level																			
Should provide ability to filter by this attribute	48	52	50	47	51	41	51	48	47	48	51	43	49	49	38	50	50	60	43
Should not provide ability to filter by this attribute	32	26	33	32	30	35	29	29	30	33	31	32	31	29	39	30	31	18	36
Don't know	21	21	16	20	18	24	20	23	23	19	17	25	20	23	22	20	19	22	21

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