

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

Conducted by YouGov On behalf of YouGov Omnibus

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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 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.

US_nat Sample: 29th - 30th January 2019

What the world thinks		Ge	nder		Age			Reg	gion			R	tace		
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High
		A	В	С	D	E	F	G	н	1	J	К	L	М	N
HYD_q1. Have you ever used any dating websites/apps?															
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%	31%	16%	23%	23%	25%	26%	24%	21%	29%	22%	22%
No, never	65%	60%	70%	51%	E 58%	81%	69%	71%	62%	63%	69%	62%	52%	64%	66%
			Α			C.D		Н			L				
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				5.2											
the future? 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
	8%														
Yes, I would		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%
anyone in person/gone on a date after meeting through a dating															
	070	402	400	450	420	00	74	70	440	nc.	040	40		20	400
Unweighted base	376	193	183	156	132	88	74	76 68	140	86	242	46	60	28	128
website/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/ap	376 383 70%	193 215 65%	167 76%	156 157 62%	132 136 73%	89 78%	65 68%	68 76%	140 150 69%	99 69%	228 78%	46 54%	82 59%	27 60%	146 57%
Unweighted base	383	215	167	157	136	89 78% C*	65 68% *	68	150	99	228	46	82	27	146
Unweighted base Base: All US adults who have used a dating website/app 1	383 70%	215 65%	167 76% A	157 62%	136 73%	89 78%	65 68%	68 76% *	150 69%	99 69% *	228 78% K.L	46 54% *	82 59% *	27 60% **	146 57% *
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe	383 70% 30%	215 65% 35% B	167 76% A 24%	157 62% 38% E	136 73% 27%	89 78% C* 22% *	65 68% * 32% *	68 76% * 24% *	150 69% 31%	99 69% * 31% *	228 78% K.L 22%	46 54% * 46% J*	82 59% * 41% J*	27 60% ** 40% **	146 57% * 43% O.P.Q*
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base	383 70% 30%	215 65% 35% B	167 76% A 24%	157 62% 38% E	136 73% 27%	89 78% C* 22% *	65 68% * 32% *	68 76% * 24% *	150 69% 31%	99 69% * 31% *	228 78% K.L 22%	46 54% * 46% J*	82 59% * 41% J*	27 60% ** 40% **	146 57% * 43% O.P.Q*
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383	215 65% 35% B	167 76% A 24%	157 62% 38% E	136 73% 27%	89 78% C* 22% *	65 68% • 32% • 74 65	68 76% * 24% *	150 69% 31%	99 69% * 31% *	228 78% K.L 22%	46 54% * 46% J*	82 59% * 41% J*	27 60% ** 40% **	146 57% * 43% O.P.Q*
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base	383 70% 30%	215 65% 35% B	167 76% A 24%	157 62% 38% E	136 73% 27%	89 78% C* 22% *	65 68% * 32% *	68 76% * 24% *	150 69% 31%	99 69% * 31% *	228 78% K.L 22%	46 54% * 46% J*	82 59% * 41% J*	27 60% ** 40% **	146 57% * 43% O.P.Q* 128 146 18%
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say IYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383	215 65% 35% B	167 76% A 24%	157 62% 38% E	136 73% 27%	89 78% C* 22% *	65 68% • 32% • 74 65 17%	68 76% * 24% * 76 68 31%	150 69% 31%	99 69% * 31% * 86 99 17%	228 78% K.L 22%	46 54% * 46% J* 46 46 21%	82 59% * 41% J*	27 60% ** 40% ** 28 27 27%	146 57% * 43% O.P.Q* 128 146 18%
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say IYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383 19%	215 65% 35% B 193 215 19%	167 76% A 24%	157 62% 38% E 156 157 19%	136 73% 27% 132 136 16%	89 78% C* 22% * * 88 89 24% * 6% *	65 68% • 32% • 74 65 17%	68 76% - 24% - 68 31% F.H.I* 6% -	150 69% 31% 140 150 16%	99 69% 31% 3176 99 17% 10%	228 78% K.L 22%	46 54% 46% J* 46 46 21% • 4% •	82 59% * 41% J* 60 82 10% * 7%	27 60% 40% 28 27 27% 7% 12%	146 57% * 43% O.P.Q* 128 146 18% * 5% *
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1	383 70% 30% 376 383 19%	215 65% 35% B 193 215 19%	167 76% A 24% 183 167 20% 11% 10%	157 62% 38% E 156 157 19%	136 73% 27% 132 136 16%	89 78% C* 22% * 88 89 24% * 6% *	65 68% • 32% • 74 65 17% •	68 76% - 24% - * 76 68 31% F.H.I* 6% - - 2%	150 69% 31% 140 150 16%	99 69% 31% 1 86 99 17% 10% 6	228 78% KL 22% 242 228 21%	46 54% 46% J* 46 46 21% - 4% - * 7%	82 59% * 41% J* 60 82 10% *	27 60% 40% 28 27 27% 7% 	146 57% 43% O.P.Q* 128 146 18% 5% *
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1	383 70% 30% 376 383 19% 8%	215 65% 35% B 193 215 19% 7%	167 76% A 24% 183 167 20% 11%	157 62% 38% E 156 157 19% 9%	136 73% 27% 132 136 16% 9%	89 78% C* 22% * 88 89 24% * 6% * 12% * 3%	65 68% 32% 32% 65 17% 10% 10% 10%	68 76% - 24% - 68 31% F.H.I* 6% - - 2% - - 8%	150 69% 31% 140 150 16% 8%	99 69% 31% 31% 99 17% 10% 11% 3%	228 78% KL 22% 242 228 21% 10%	46 54% 46% J* 46 46 21% • 4% • * * * * * * * * * * * * * * * * * *	82 59% 41% J* 60 82 10% 6 7% 6 6 6 6 6 11%	27 60% 40% 28 27 27% 7% 12% 4%	146 57% 43% O.P.Q* 128 146 18%
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2	383 70% 30% 376 383 19% 8% 10% 6%	215 65% 35% B 193 215 19% 7% 9%	167 76% A 24% 183 167 20% 11% 10%	157 62% 36% E 156 157 19% 9% 6%	136 73% 27% 27% 132 136 16% 9% 13%	89 78% C* 22% * 88 89 24% * 6% * 12% *	65 68% 32% 32% 65 17% • 10% •	68 76% • 24% • 76 68 31% F.H.I' 6% • •	150 69% 31% 31% 140 150 16% 8% 9%	99 69% • 31% • 86 99 17% • 10% • *	228 78% KL 22% 242 228 21% 10% 10%	46 54% 46% J* 46 21% • 46 21% • 7% •	82 59% 41% J* 60 82 10% * 7% * 10% *	27 60% 40% 28 27 27% 7% 12%	146 57% 43% O.P.Q* 128 146 18% 5% 11% 4%
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4 5	383 70% 30% 376 383 19% 8% 10% 6% 5%	215 65% 35% B 193 215 19% 7% 9% 3% 5%	167 76% A 24% 183 167 20% 11% 10% 8% A 5%	157 62% 38% E 156 157 19% 9% 6% 5% 4%	136 73% 27% 27% 132 136 16% 9% 13% 5% 7%	89 78% C* 22% * 88 89 24% * 6% * 12% * 3% *	65 68% 32% 32% 65 17% 10% 10% 11%	68 76% - 24% - 68 31% F.H.I' 6% - 2% - 8% -	150 69% 31% 31% 140 150 16% 8% 9% 9%	99 69% 31% 31% 86 99 17% 10% 33% 4 4%	228 78% KL 22% 242 228 21% 10% 6% 4%	46 54% 46% J* 46 40 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 21% 46 46 46 46 46 46 46 46 46 46	82 59% 41% J* 60 82 10% • 10% • 110% • 4 %	27 60% 40% 28 27 27% 7% 12% 	146 57% 43% O.P.Q* 128 146 18% 5 5 11% 6 4% 6
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4 5 6 to 10	383 70% 30% 376 383 19% 8% 10% 6% 5% 6%	215 65% 35% B 193 215 19% 7% 9% 3% 5% 4%	167 76% A 24% 183 167 20% 11% 10% 8% A 5% 7% 10%	157 62% 38% E 156 157 19% 9% 6% 5% 4%	136 73% 27% 132 136 16% 9% 13% 5% 7% 6%	89 78% C* 22% * 88 89 24% * 6% * 12% * 8% * 16% C*	65 68% 32% - 74 65 17% - 10% - 10% - 1% - 8% - 7%	68 76% • 24% • 76 68 31% F.H.I* • * 7% • • 2% • • 4% •	150 69% 31% 31% 140 150 16% 8% 9% 9% 7% 6% 10%	99 69% 31% 31% 86 99 17% 10% 6 4 4 11% 11% 11% 11% 11% 11%	228 78% K.L 22% 242 228 21% 10% 6% 4% 7% 12%	46 54% 46% J* 46 21% 46 21% - 4% - - - - - - - - - - - - -	82 59% 41% J* 60 82 10% * 10% * 6% * 4% *	27 60% 40% 28 27 27% 7% 12% 4% 	146 57% 43% O.P.Q* 128 146 18% 5% 6 11% 7% 2% 2% 3%
Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say IYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4 5	383 70% 30% 376 383 19% 8% 10% 6% 5%	215 65% 35% B 193 215 19% 7% 9% 3% 5%	167 76% A 24% 183 167 20% 11% 10% 8% A 5%	157 62% 38% E 156 157 19% 9% 6% 5% 4%	136 73% 27% 27% 132 136 16% 9% 13% 5% 7%	89 78% C* 22% 88 89 24% 6% 12% 8% 3% 16%	65 68% 32% 32% - 10% - 10% - 11% - 1% - 1% -	68 76% • 24% • 76 68 31% F.H.I* 6% • 2% • 8% •	150 69% 31% 31% 140 150 16% 8% 9% 9%	99 69% - 31% - 10% - 10% - 11% - 6% - 4% - 11%	228 78% KL 22% 242 228 21% 10% 6% 4%	46 54% 46% J* 46 40 21% 46 48 6 76 6 776	82 59% 41% J* 60 82 10% - 10% - 6% - 4% - 6%	27 60% 40% 28 27 27% 7% 12% 4% 	146 57% . 43% O.P.Q* 128 146 18% . 5% . 11% . 2% . 3%

US_nat Sample: 29th - 30th January 2019

What the world thinks		Educat	ion				Marita	l Status			Children und	er the age of 18		Inco	me
	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+
		0	P	Q	R	S	Т	U	V	w	Х	Y	Z	AA	AB
IYD_q1. Have you ever used any dating websites/apps?															
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%	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%	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%
YD_q2. Would you ever consider using a dating website/app in ne future?															
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%	189
re unsure, please use your best estimate. If you have never met															
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'.	376	122	70	26	112	10	64	14	154	22	100	276	192	00	60
nyone in person/gone on a date after meeting through a dating rebsite/app, please enter '0'. Unweighted base	376 383	133 126	79 74	36	112 113	10	64 62	14	154 153	22	100	276 281	182 189	90	69
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating eebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1	376 383 70%	126 75%	74 79%	36 87%	112 113 67%	10 16 54%	64 62 80%	14 14 70%	154 153 71%	22 23 63%	100 102 65%	276 281 72%	182 189 66%	90 88 75%	69 70 70% *
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base	383	126	74	36	113 67%	16 54%	62 80%	14 70%	153	23 63%	102	281	189	88 75%	70 70% *
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say	383 70% 30%	126 75% N 25%	74 79% N* 21%	36 87% N* 13% *	113 67% * 33% *	16 54% ** 46% **	62 80% * 20%	14 70% ** 30% **	153 71% 29%	23 63% ** 37% **	102 65% * 35% *	281 72% 28%	189 66% 34%	88 75% * 25%	70 70% * 30% *
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base	383 70% 30%	126 75% N 25%	74 79% N* 21% *	36 87% N* 13% *	113 67% • 33% •	16 54% ** 46% **	62 80% • 20% •	14 70% ** 30% **	153 71% 29%	23 63% ** 37% **	102 65% • 35% •	281 72% 28%	189 66% 34%	88 75% * 25% *	70 70% * 30% *
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383	126 75% N 25%	74 79% N* 21% *	36 87% N* 13% *	113 67% * 33% *	16 54% ** 46% **	62 80% * 20% *	14 70% ** 30% **	153 71% 29%	23 63% ** 37% **	102 65% * 35% *	281 72% 28% 276 281	189 66% 34%	88 75% * 25% *	70 70% * 30% * 69 70
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base	383 70% 30% 376 383 19%	126 75% N 25% 133 126 23%	74 79% N* 21% * 79 74 16%	36 87% N* 13% •	113 67% • 33% • 112 113 7%	16 54% ** 46% ** 10 16 6% **	62 80% • 20% • 64 62 22% R*	14 70% ** 30% ** 14 14 20%	153 71% 29% 154 153 28% R	23 63% ** 37% ** 22 23 19%	102 65% • 35% • 100 102 16% •	281 72% 28% 276 281 21%	189 66% 34% 182 189 21%	88 75% * 25% * 90 88 21%	70 70% * 30% * 69 70 10%
yone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0	383 70% 30% 376 383 19%	126 75% N 25% 133 126 23%	74 79% N* 21% • 79 74 16% •	36 87% N* 13% • 36 36 18% •	113 67% • 33% • 112 113 7% •	16 54% 46% 10 16 6%	62 80% 20% 64 62 22% R* 7%	14 70% 30% 14 14 20%	153 71% 29% 154 153 28% R 8%	23 63% 37% 22 23 19% 	102 65% • 35% • 100 102 16% •	281 72% 28% 276 281 21% 8%	189 66% 34% 182 189 21%	88 75% • • • 25% • • • 88 21% • • • • • • • • • • • • • • • • • • •	70 70% * 30% * 69 70 10% * 4%
yone in person/gone on a date after meeting through a dating shistle/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1	383 70% 30% 376 383 19% 8%	126 75% N 25% 133 126 23% 12%	74 79% N* 21% 79 74 16% 9% 11%	36 87% N* 13%	113 67% 33% 112 113 7% 11%	16 54% *** 46% ** 10 16 6% ** - **	62 80% 20% 64 62 22% R* 7% *	14 70% 30% 14 14 20% 13%	153 71% 29% 154 153 28% R 8%	23 63% ** 37% ** 22 23 19% ** 4% **	102 65% 36% 36% 100 102 16% * 9% *	281 72% 28% 276 281 21% 8%	189 66% 34% 182 189 21% 11%	88 75% · 25% · 90 88 21% · 8% ·	70 709 * 309 * 69 70 109 * 4% *
yone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1	383 70% 30% 376 383 19% 8% 10%	126 75% N 25% 133 126 23% 12% 8% 5%	74 79% N* 21%	36 87% N* 13% • 36 36 18% • 8% • 14% N*	113 67% 33% 112 113 7% 11% 9%	16 54% 46% 10 16 6% 38% 5%	62 80% - 20% - 64 62 22% R* 7% - 11% -	14 70% 30% 14 14 20% 13% 20%	153 71% 29% 154 153 28% R 8% 5%	23 63% 37% 22 23 19% 4% 	102 65% - 35% - 100 102 16% - - 8% -	281 72% 28% 28% 276 281 21% 8% 10% 6%	189 66% 34% 182 189 21% 11% 11%	88 75% • 25% • 90 88 21% • 11% •	70 70% * 30% * 69 70 10% * 4% * *
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4	383 70% 30% 376 383 19% 8% 10% 6%	126 75% N 25% 133 126 23% 12% 8% 5%	74 79% N* 21% * 79 74 16% * 9% * 11% * 4% *	36 87% N* 13% 36 36 18% 8% 5%	113 67% 33% 112 113 7% 111% 9%	16 54% 46% 10 16 6% 36% 5%	62 80% - 20% - 64 62 22% R* 7% - 11% - 5% -	14 70% 30% 14 14 20% 13%	153 71% 29% 154 153 28% R 8% 5% 4%	23 63% ** 37% ** 22 23 19% ** 4% ** 11% **	102 65% - 35% - 100 102 16% - 9% - 8% - 12% Y*	281 72% 28% 28% 276 281 21% 8% 10% 6% 3%	189 66% 34% 182 189 21% 11% 6% 5%	88 75% · · 25% · · 90 88 21% · · 8% · · 8% · ·	70 70% * 30% * 30% * 69 70 10% * 4% * 4% * 9% *
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4	383 70% 30% 376 383 19% 8% 10% 6% 5%	126 75% N 25% N 25% 133 126 23% 12% 8% 5% 5% 5%	74 79% N* 21% - 79 74 16% - 11% - 4% - 11% N*	36 87% N* 13% - 36 18% - - 8% - - 14% N*	113 67% 33% 112 113 7% 110 110 110 110 110 110 110 110 110 11	16 54% ** 46% ** 10 16 6% ** - ** 36% ** 5%	62 80% - 20% - 64 62 22% R* 7% - 11% - 5% - 4	14 70% 30% 14 20% 20%	153 71% 29% 154 153 28% R 8% 5% 4% 3%	23 63% ** 37% ** 22 23 19% ** 4% ** 11% ** 18% **	102 65% - 35% - 100 102 16% - - 8% - - 12% Y* 4%	281 72% 28% 28% 276 281 21% 8% 10% 6% 3%	189 66% 34% 182 189 21% 11% 6% 5% 3%	88 75% 25% 88 21% 11% 5% 8% 8% 75%	70 70% * 30% * 69 70 10% * 4% * 4% * 11% 2*
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4 5 6 to 10	383 70% 30% 376 383 19% 8% 10% 6% 5% 6%	126 75% N 25% 133 126 23% 12% 8% 5% 5% 5%	74 79% N* 21% * 79 74 16% * 9% * 11% * 4% * 11% N* 14% N*	36 87% N* 13% 36 36 18% 5% 14% N* -	113 67% 33% 112 113 7% 11% 9% 100 11% 11%	16 54% 46% 10 16 6% 38% 5%	62 80% - 20% - 64 62 22% R* 7% - 11% - 5% - 4%	14 70% 30% 14 14 20% 20% 20%	153 71% 29% 154 153 28% R 8% 5% 4% 3% 6%	23 63% ** 37% ** 22 23 19% ** 4% ** 11% ** 3% ** 18% **	102 65% - 35% - 100 102 16% - 9% - 5% - 12% Y* 4% - 8%	281 72% 28% 28% 276 281 21% 8% 10% 6% 3% 6%	189 66% 34% 182 189 21% 11% 6% 5% 3%	88 75% . 25% . 90 88 21% . 8% . 11% . 8% . 8% . 8% .	70 70% * 30% * 30% * * * * * * 4% * * * * * * * * * * * *
nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1	383 70% 30% 376 383 19% 8% 10% 6% 5%	126 75% N 25% 133 126 23% 12% 8% 5% 5%	74 79% N* 21% * 79 74 16% * 9% * 11% * 4% * 11% N* 14%	36 87% N* 13% 36 36 18% 5% 14% N*	113 67% 33% 112 113 7% 111% 9% 7% 8%	16 54% *** 46% ** 10 16 6% ** - ** 5% ** - *	62 80% - 20% - 64 62 22% R* 7% - 11% - 5% - 4% -	14 70% 30% 14 14 20% 13% 11%	153 71% 29% 154 153 28% R 8% 5% 4% 3%	23 63% 37% 22 23 19% 4% 33% 18% 376	102 65% - 35% - 100 102 16% - - 8% - - 12% Y* 4%	281 72% 28% 28% 276 281 21% 8% 10% 6% 3%	189 66% 34% 182 189 21% 11% 6% 5% 3%	88 75% . 25% . 25% . 90 88 21% . 8% . 8% . 5% . 8% . 2* .	70 70% * 30% * 69 70 10% * 4% * 4% * 4% *

US_nat Sample: 29th - 30th January 2019

What the world thinks				Ever use	d dating websit	es / apps		Ever met	someone in pers	on from dating we	bsite/app	Ever Met a r	omantic partner thro website or app	ough dating	
	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
		AC	AU	AV	AW	AX	AY	AZ	BA	ВВ	вс	BD	BE	BF	BG
YD_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%	-	AU.AW.AY	100%	- **	AU.AW	-	-	-	- **	13%	65%	81%	74%
5 "1	20/	Z			AU.AV.AY							40/	BD 0%	BD.BE	
Don't know	3%	6% AB	*	-	-	100%	-	-	-	*	**	1%	0%	2% BE	4%
YD_q2. Would you ever consider using a dating website/app in ne future?		Ab												BL	
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%
re unsure, please use your best estimate. If you have never met															
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'.	276	25	93	203			276	104	120	27	29	179	125	90	5
e unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base	376	35	83	293	-	-	376	194	129	37	28	172	125	80	5
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating rebsite/app, please enter '0'.	376 383 70%	35 78%	89 52%	294 75%	-	- - -	383 70%	194 194 100%	129 131 100%	37 100%	26 100%	172 173 76%	125 126 77%	81 68%	4 61%
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base	383	35 78% ** 22%	89 52% * 48%	294	- **	- **	383 70% AU 30%	194	131	37 100% *	26 100% **	173	126	81 68% * 32%	4 61% ** 39%
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say	383 70%	35 78% **	89 52% *	294 75% AU.AY	- **	- **	383 70% AU	194 100%	131 100%	37 100% *	26 100% **	173 76%	126 77%	81 68% *	4 61% **
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say	383 70% 30%	35 78% ** 22% **	89 52% * 48% AV.AY*	294 75% AU.AY 25%	- ** - **	- - -	383 70% AU 30% AV	194 100%	131 100%	37 100% * - *	26 100% ** - **	173 76% 24%	126 77% 23%	81 68% * 32% *	4 61% ** 39% **
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base	383 70% 30%	35 78% ** 22% **	89 52% * 48% AV.AY*	294 75% AU.AY 25%	-	- - -	383 70% AU 30% AV	194 100% -	131 100% -	37 100% * - *	26 100% *** - **	173 76% 24%	126 77% 23%	81 68% * 32% *	4 61% ** 39% **
e unsure, please use your best estimate. If you have never met yone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383	35 78% ** 22% **	89 52% * 48% AV.AY*	294 75% AU.AY 25%	-	- -	383 70% AU 30% AV	194 100% - 194 194	131 100% - 129 131	37 100% • • • • 37 37	26 100% *** - ** 28 26	173 76% 24%	126 77% 23%	81 68% * 32% *	4 61% ** 39% **
re unsure, please use your best estimate. If you have never met hyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base	383 70% 30%	35 78% ** 22% **	89 52% * 48% AV.AY*	294 75% AU.AY 25%	-	- - -	383 70% AU 30% AV	194 100% -	131 100% -	37 100% * - *	26 100% *** - **	173 76% 24%	126 77% 23%	81 68% * 32% *	4 61% ** 39% **
re unsure, please use your best estimate. If you have never met tyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383	35 78% ** 22% ** 35 35 26%	89 52% * 48% AV.AY* 83 89 6%	294 75% AU.AY 25% 293 294 23%	-		383 70% AU 30% AV 376 383 19%	194 100% - 194 194 - 17%	131 100% - 129 131 - 25%	37 100% • • • • 37 37	26 100% ** - ** 28 26	173 76% 24%	126 77% 23% 125 126 24%	81 68% * 32% * 80 81 39%	4 61% ** 39% **
re unsure, please use your best estimate. If you have never met tyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383 19%	35 78% *** 22% *** 35 35 26% ***	89 52% * 48% AV.AY* 83 89 6% *	294 75% AU.AY 25% 293 294 23% AU.AY		-	383 70% AU 30% AV 376 383 19% AU	194 100% - - 194 194 - - 17% BB 19%	131 100% - 129 131 - 25% AZ BB 28%	37 100% • • • 37 37 • •	26 100% 28 26 	173 76% 24% 172 173 3%	126 77% 23% 125 126 24% BD	81 68% • 32% • 80 81 39% BD.BE*	4 61% *** 39% ** 5 4 41% **
e unsure, please use your best estimate. If you have never met yone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0	383 70% 30% 376 383 19%	35 78% *** 22% *** 35 35 26% *** 6% ***	89 52% 48% AV.AY* 83 89 6% • 13% •	294 75% AU.AY 25% 293 294 23% AU.AY 9%	-	-	383 70% AU 30% AV 376 383 19% AU 8%	194 100% - 194 194 - 17% BB 19% BB	131 100% - 129 131 - 25% AZ.BB 28% AZ.BB	37 100% 	26 100% 	173 76% 24% 172 173 3% 9%	126 77% 23% 125 126 24% BD 8%	81 68% - 32% - 80 81 39% BD.BE* 8% - 6% - 4%	4 61% 39% ** 5 4 41% ** -
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2	383 70% 30% 376 383 19% 8%	35 78% *** 22% *** 35 35 26% ** 6% ** **	89 52% 48% AV.AY* 83 89 6% 5% 13% 2% 2%	294 75% AU.AY 25% 293 294 23% AU.AY 9%	-		383 70% AU 30% AV 376 383 19% AU 8%	194 100% - - 194 194 - - 17% BB 19% BB 11% BB	131 100% - 129 131 - 25% AZ BB 28% AZ BB 16% AZ BB	37 100% 	26 100% 28 26 	173 76% 24% 172 173 3% 9% 15%	126 77% 23% 125 126 24% BD 8% 8%	81 68% * 32% * 80 81 39% BD.BE* 8% * 6% * 4% *	4 61% *** 39% *** 5 4 41% ***
re unsure, please use your best estimate. If you have never met nyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2	383 70% 30% 376 383 19% 8% 10%	35 78% *** 22% *** 35 35 26% *** 6% ***	89 52% 48% AV.AY* 83 89 6% - 13% -	294 75% AU.AY 25% 293 294 23% AU.AY 9% 9%	-	-	383 70% AU 30% AV 376 383 19% AU 8% 10%	194 100% - 194 194 - 17% BB 19% BB 11% BB	131 100% - 129 131 - 25% AZ.BB 28% AZ.BB	37 100% 	26 100% 28 26 	173 76% 24% 172 173 3% 9% 15% 6%	126 77% 23% 23% 125 126 24% BD 8% 8%	81 68%	4 61% 39% 4 41%
Base: All US adults who have used a dating website/app 1 Prefer not to say IYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4	383 70% 30% 376 383 19% 8% 10% 6%	35 78% 22% 35 35 26% 6% 	89 52% * 48% AV.AY* 83 89 6% * * 5% * 2% *	294 75% AU.AY 25% 293 294 23% AU.AY 9% 9% 7%	-		383 70% AU 30% AV 376 383 19% AU 8% 10% 6%	194 100% - 194 194 - 17% BB 19% BB 11% BB 10% BB	131 100% - 129 131 - 25% AZ.BB 28% AZ.BB 16% AZ.BB	37 100% 37 37 	26 100% *** - ** 28 26 - * * * - * * * - * * *	173 76% 24% 172 173 3% 9% 15% 6% 7%	126 77% 23% 125 126 24% BD 8% 8% 7%	81 68% 32% * 80 81 39% BD.BE* 8% * 6% * 2% *	4 61% 39% 5 4 41%
re unsure, please use your best estimate. If you have never met tyone in person/gone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4 5 6 to 10	383 70% 30% 376 383 19% 8% 10% 6% 5% 6%	35 78% 22% 35 35 35 26% 6% 3% 24%	89 52% 48% AV.AY* 83 89 6% 5% 5 2% 4 4% 6	294 75% AU.AY 25% 293 294 23% AU.AY 9% 9% 7% 6% 6%			383 70% AU 30% AV 376 383 19% AU 8% 6% 6% 10%	194 100% - 194 194 - 17% BB 19% BB 11% BB 11% BB	131 100% - 129 131 - 25% AZ.BB 26% AZ.BB 16% AZ.BB 16% AZ.BB	37 100%	26 100% 28 26 	173 76% 24% 172 173 3% 9% 15% 6% 7% 8% 15% BF	126 77% 23% 125 126 24% BD 8% 7% 3% 7%	81 68% - 32% - 80 81 39% BD.BE* 8% - 6% - - 6% - -	4 61% *** 39% 4 41% *** -** -** 20%
re unsure, please use your best estimate. If you have never met nyone in person/igone on a date after meeting through a dating ebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say YD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4 5	383 70% 30% 376 383 19% 8% 10% 6% 5%	35 78% 22% 35 35 26% 6% 	89 52% 48% AV.AY* 83 89 6% 5% 2% 4% 9%	294 75% AU.AY 25% 293 294 23% AU.AY 9% 9% 7% 6%			383 70% AU 30% AV 376 383 19% AU 8% 10% 6% 5%	194 100% - 194 194 - 17% BB 19% BB 11% BB 11% BB	131 100% - 129 131 - 25% AZ.BB 28% AZ.BB 16% AZ.BB 15% AZ.BB	37 100% 	26 100% 28 26 	173 76% 24% 172 173 3% 9% 15% 6% 7% 8%	126 77% 23% 125 126 24% BD 8% 8% 7% 3% 7%	81 68% - 32% - 80 81 39% BD.BE* 8% - 6% - 2% - 6%	4 61% 39% 5 4 41%

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

YouGov What the world thinks				Omnibus Generatio	n		
	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
		ВН	ВІ	BJ	ВК	BL	ВМ
HYD_q1. Have you ever used any dating websites/apps?							
Unweighted base	1208	391	292	423	82	-	
Base: All US adults	1208	387	282	435	85	-	
Yes, I'm doing so currently	7%	14%	8%	3%	-	-	-
·, · · · · · · · g · · · · · · ·		BI.BJ.BK	BJ.BK			**	**
Yes, I've done so in the past	24%	30%	31%	18%	7%	-	-
100,110 00 1110 00 1110 00	2.70	BJ.BK	BJ.BK	BK	*	**	**
No, never	65%	50%	59%	78%	92%	_	-
140, 16401	0070	3070	BH	BH.BI	BH.BI.BJ*	**	**
Don't know	3%	6%	2%	1%	1%		_
Bontalow	570	BI.BJ	270	170	*	**	**
HYD_q2. Would you ever consider using a dating website/app in		DI.D3					
the future?							
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%	8%	5%	2%	-	
155,1115414	0,0	BI.BJ.BK	0,0	0,0	*	**	**
No, I would not	75%	63%	75%	81%	87%		
ivo, i would not	1070	0070	BH	BH	BH.BI*	**	**
Don't know	17%	23%	18%	14%	11%	-	
DOIT KNOW							
person/gone on a date with after meeting through a dating website/app? Please fill in your answer in the box below. If you		BJ.BK			*	**	**
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 inyone in person/gone on a date after meeting through a dating							**
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'.	376	ву.вк			•	**	
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	BJ.BK	110	86	7	-	-
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 Base: All US adults who have used a dating website/app	383	BJ.BK 168 171	110 110	86 92	7 6	·· ·	-
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		BJ.BK	110	86 92 77%	7 6 85%	- - -	-
person/gone on a date with after meeting through a dating website/app? Please fill in your answer in the box below. If you rar 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 Base: All US adults who have used a dating website/app	383 70%	168 171 63%	110 110 74%	86 92 77% BH*	7 6 85%	- - - -	- - - **
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 Base: All US adults who have used a dating website/app	383	168 171 63%	110 110	86 92 77%	7 6 85% **	- - - -	- - - **
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 Base: All US adults who have used a dating website/app	383 70%	168 171 63%	110 110 74% •	86 92 77% BH* 23%	7 6 85%	- - - -	- - - **
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 Base: All US adults who have used a dating website/app 1 Prefer not to say	383 70% 30%	168 171 63% 37% BJ	110 110 74% •	86 92 77% BH* 23%	7 6 85% **	- - - -	- - - **
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 Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base	383 70% 30%	168 171 63% 37% BJ	110 110 74% • 26%	86 92 77% BH+ 23%	7 6 85% •• 15%	· · · · · · · · · · · · · · · · · · ·	- - - **
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 Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app	383 70% 30% 376 383	168 171 63% 37% BJ	110 110 74% - 26% -	86 92 77% BH* 23% •	7 6 85% •• 15% ••	· · · · · · · · · · · · · · · · · · ·	- - - - -
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person/gone on a date with after meeting through a dating vebsite/app? Please fill in your answer in the box below. If you ree unsure, please use your best estimate. If you have never met inyone in person/gone on a date after meeting through a dating vebsite/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1	383 70% 30% 376 383 19% 8%	168 171 63% 37% BJ 168 171 18% 9%	110 110 74% - 26% - 110 110 17% - 11% - 9%	86 92 77% BH+ 23% • 86 92 23% • 4% •	7 6 85% ** 15% ** 7 6 14% ** 25% ** 30% **	· · · · · · · · · · · · · · · · · · ·	
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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 Base: All US adults who have used a dating website/app Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3	383 70% 30% 376 383 19% 8% 10% 6%	168 171 63% 37% BJ 168 171 18% 9% 7%	110 74% • 26% • 110 110 17% • 11% • 9% • • 5%	86 92 77% BH+ 23% -	7 6 85% ** 15% ** 7 6 14% ** 25% ** 16% **		
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person/gone on a date with after meeting through a dating vebsite/app? Please fill in your answer in the box below. If you rer unsure, please use your best estimate. If you have never met unyone in person/gone on a date after meeting through a dating website/app, please enter '0'. Unweighted base Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4	383 70% 30% 376 383 19% 8% 10% 6% 5%	BJ.BK 168 171 63% 37% BJ 168 171 18% 9% 7% 4% 4% 5%	110 110 74% • 26% • 110 110 17% • 11% • 5% • 8% • • 5%	86 92 77% BH+ 23% 86 92 23% 4% 15% 8%	7 6 85% ** 15% ** 7 6 14% ** 25% ** 16% **		
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 Base: All US adults who have used a dating website/app 1 Prefer not to say HYD_q3Nr. HYDq3oe Unweighted base Base: All US adults who have used a dating website/app 0 1 2 3 4	383 70% 30% 376 383 19% 8% 10% 6% 5%	BJ.BK 168 171 63% 37% BJ 168 171 18% 9% 7% 4% 4% 5%	110 110 74% • 26% • 110 110 17% • 11% • 5% • 8% • • 5%	86 92 77% BH* 23% * 86 92 23% * 4% * 15% * 8% *	7 6 85% ** 15% ** 7 6 14% ** 25% ** 16% **		

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

YouGov° What the world thinks		Ge	ender		Age			Reg	jion			R	ace		
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school gradua
51 to 100	1%	2%	1%	407	201	*	*	*	407	*	404	*	*	**	*
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*
IYD_q8. Which, if any, of the following have you done before hysically meeting someone you met on a dating website/app for ne first time? Please check all that apply.		ь		-								J	J		O.P.Q
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%	56%	46%	54%	58%	65%	57%	62%	41%	63%	44%	50%
Done a reverse image search using their photos	15%	14%	15%	D.E* 23%	14%	4%	15%	20%	14%	12%	17%	19%	7%	-	8%
Run a background check on them	15%	11%	19%	E*	20%	* 7%	17%	12%	20%	*	12%	28%	21%	10%	25%
None of these	23%	* 24%	* 21%	12%	23%	* 37%	* 22%	21%	19%	29%	24%	25%	13%	34%	23%
Prefer not to say	1%		* 2%	* 3%		C*	* 3%	*	*	* 2%	1%	**	**	10%	*
11000 100000	.,,		*	*		*	*	*		*	1,0	**	**	**	
IYD_q4. Which, if any, of the following describe reasons why ou use or have used dating websites/apps? Please select all that pply.															
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 To make platonic, non-romantic connections	383 19%	215 17%	167 22%	157 25%	136 12%	89 21%	65 28%	68 20%	150 15%	99 19%	228 19%	46 30%	82 13%	27 21%	146 17%
To find an exclusive romantic partner	49%	47%	51%	D 45%	48%	* 55%	H* 50%	49%	48%	48%	54%	* 37%	* 40%	48%	37%
To find non-exclusive romantic partners	20%	26%	11%	27%	16%	* 12%	* 25%	14%	18%	* 21%	18%	* 28%	* 23%	11%	* 20%
		В		D.E		*		*		*		*	*	**	*
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%
rielei flot to say	370	2/0	370	370	3/0	+ /0	370	170	370	370	4/0	3/6	270	3%	476

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

US_nat Sample: 29th - 30th January 2019

Yo	u	G	OV.
What	the	world	thinks

YouGov [°] What the world thinks		Educa	tion				Marita	l Status			Children und	er the age of 18		Inco	me
	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+
			*	*	•	**	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.															
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% T*	- **	22%	20%	22%	14%	22%
Looked at their social media profiles	60%	62%	74% N*	50%	51%	89%	52%	48%	68%	81%	72%	56%	62%	63%	54%
Done a reverse image search using their photos	15%	14%	13%	34%	23% T*	- **	3%	-	15% T*	18%	26% Y*	10%	11%	11%	23%
Run a background check on them	15%	11%	9%	13%	22%	25%	10%	-	12%	8%	27% Y*	11%	19%	7%	19%
None of these	23%	28%	14%	23%	27%	-	37% V*	26%	16%	-	9%	27% X	21%	23%	18%
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.															
Unweighted base Base: All US adults who have used a dating website/app	376 383	133 126	79 74	36 36	112 113	10	64 62	14	154 153	22	100 102	276 281	182 189	90	69 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%
To find non-exclusive romantic partners	20%	N 20%	N.O* 19%	N* 19%	15%	18%	21%	-	24%	22%	20%	X 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%
To boost my self-esteem	19%	17%	* 24%	25%	T* 15%	13%	12%	**	27%	22%	* 26%	17%	21%	* 21%	* 19%
To have something fun/interesting to do	39%	47%	45%	* 35%	* 34%	**	* 42%	13%	R.T 46%	25%	* 35%	40%	35%	40%	42%
To see what the app is like	29%	N 29%	N* 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% AA.AB	1%	*
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.

US_nat Sample: 29th - 30th January 2019

YouGov [®] What the world thinks				Ever use	d dating websit	es / apps		Ever met	someone in pers	on from dating we	ebsite/app	Ever Met a r	omantic partner thr website or app	ough dating	
	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
		**			**	**		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%	25%	-	-	30%	-	-	-	- **	24%	23%	32%	39%
IYD_q8. Which, if any, of the following have you done before hysically meeting someone you met on a dating website/app for he first time? Please check all that apply.			AV.AY*				AV			*				•	**
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%	-	-	-
IYD_q4. Which, if any, of the following describe reasons why ou use or have used dating websites/apps? Please select all that pply.															
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%

2%

2%

3%

2%

3%

4% ** 2%

6% BD*

2%

1%

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

Don't know

Prefer not to say

4%

3%

6% **

4% ** 3%

2%

3%

US_nat Sample: 29th - 30th January 2019



			0	mnibus Generatio	n		
	Total	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% BJ	26%	23%	15%	- **	-

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.

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% BI.BJ*	49%	49%	44%	- **	- **
Done a reverse image search using their photos	15%	24% BJ*	13%	4% *	- **	- **	- **
Run a background check on them	15%	16%	21%	7% *	-	- **	- **
None of these	23%	11%	27% BH*	34% BH*	34%	- **	- **
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.

					_		
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.

US_nat Sample: 29th - 30th January 2019



		Ge	ender		Age			Reg	jion			R	ace		
	Total	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduat
weighted base	1208	539	669	373	350	485	242	274	435	257	814	148	150	96	459
e: 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.

oly.															
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%	13%	20%	19%	12%	12%	11%	19%	21%	16%	14%	23%	13%	13%
		В		E	E				F.G	F.G				*	
Yes, someone I know has	30%	26%	34%	29%	31%	30%	31%	30%	30%	30%	34%	22%	18%	29%	22%
			A								K.L			*	
No, neither I nor anyone I know has met a partner through a dating	40%	40%	41%	36%	33%	48%	44%	46%	37%	38%	39%	46%	41%	39%	49%
website/app		12,74	,*									1277	,*		
						C.D		Н						*	O.P.Q
Don't know	13%	15%	11%	12%	17%	11%	14%	15%	13%	12%	12%	15%	14%	16%	14%
		В			E									*	
Prefer not to say	4%	3%	4%	6%	5%	1%	3%	2%	5%	3%	2%	6%	8%	7%	5%
				E	E							J	J	J*	0

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

_															
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%	41%	42%	50%	36%	46%	48%	44%	45%	52%	38%	40%	46%
			Α			C.D		F	F			L		•	
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%
														*	

US_nat Sample: 29th - 30th January 2019



		Educat	tion				Marita	l Status			Children und	er the age of 18		Inco	me
	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+
weighted base	1208	391	230	128	555	17	140	62	379	55	274	934	483	318	258
: 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%	20% U	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.

oly.															
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%	20%	17%	15%	29%	23%	10%	15%	31%	20%	16%	18%	16%	16%
		N	N			**	R.U	*		R.U.V*					
Yes, someone I know has	30%	28%	42%	46%	32%	45%	24%	28%	29%	28%	32%	30%	22%	34%	39%
		N	N.O	N.O		**		*		*				Z	Z
No, neither I nor anyone I know has met a partner through a dating website/app	40%	41%	27%	26%	40%	36%	43%	39%	41%	34%	34%	42%	45%	42%	31%
		P.Q				**		*		*		X	AB.AC	AB	
Don't know	13%	12%	13%	13%	12%	10%	12%	17%	15%	8%	12%	13%	14%	9%	17%
						**		*		*			AA		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

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%	47%	38%	54%	40%	44%	45%	45%	46%	45%	45%
					T.V	**		T*		*					
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%
						**		*		*					

US_nat Sample: 29th - 30th January 2019



				Ever use	d dating website	es / apps		Ever met	someone in pers	on from dating we	ebsite/app	Ever Met a r	omantic partner thr website or app	ough dating	
	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
Inweighted base	1208	149	83	293	797	35	376	194	129	37	28	199	368	486	20
se: 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.

oly.															
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%	40%	3%	3%	45%	65%	60%	68%	85%	100%	12%	-	4%
			AV.AW.AY*	AW		**	AV.AW			*	**	BE.BF	BF		**
Yes, someone I know has	30%	34%	34%	33%	30%	3%	33%	35%	32%	47%	32%	21%	100%	-	39%
		Z				**				*	**	BF	BD.BF		**
No, neither I nor anyone I know has met a partner through a dating website/app	40%	35%	9%	25%	50%	32%	21%	12%	16%	5%	-	-	-	100%	34%
				AU.AY	AU.AV.AY	**	AU				**			BD.BE	**
Don't know	13%	12%	7%	9%	15%	26%	8%	4%	6%	-	-	-	-	-	27%
					AV.AY	**				*	**				**
Prefer not to say	4%	7%	2%	3%	3%	36%	3%	1%	-	-	4%	-	-	-	-
		AB				**				*	**				**

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

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%	35%	31%	25%	28%	9%	28%	27%	44%	56%	51%
					AV.AY	**		BB	BB	*	**		BD	BD.BE	**
Som ewhat agree	20%	18%	28%	26%	17%	9%	26%	25%	27%	24%	18%	29%	24%	16%	13%
			AW*	AW		**	AW			*	**	BF	BF		**
Neither agree nor disagree	21%	19%	22%	32%	18%	22%	29%	34%	27%	50%	47%	30%	22%	15%	18%
			*	AW		**	AW	BA		AZ.BA*	**	BE.BF	BF		**

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				Omnibus Generatio	n		
	Total	Millennial	Gen X	Baby Boomer	Silent Generation	Pre-Silent Generation	Other
Unweighted base	1208	391	292	423	82	-	-
ase: 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% *	- **	-

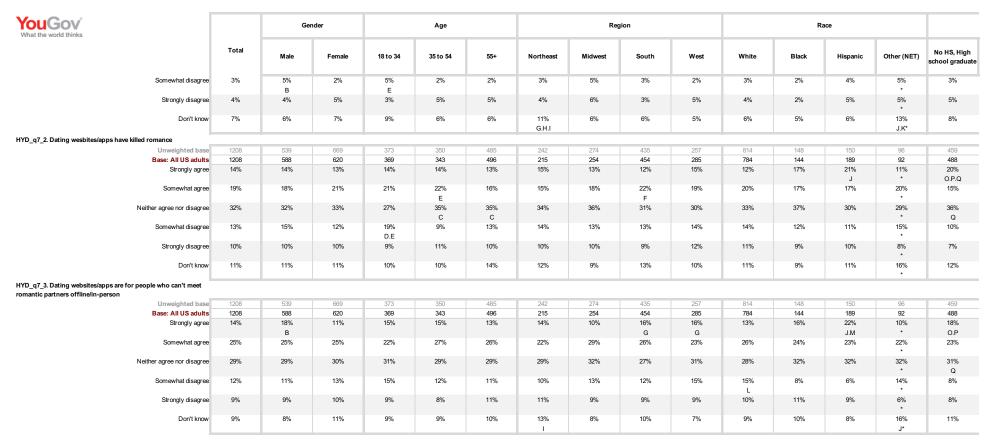
HYD_q6. Have you or anyone you know ever met a romantic partner through a dating website/app? Please select all that apply.

ply.							
Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Yes, I have	17%	22%	18%	13%	11%	-	-
		BJ.BK	BJ		*	**	**
Yes, someone I know has	30%	28%	30%	32%	25%	-	-
					*	**	**
No, neither I nor anyone I know has met a partner through a dating	40%	36%	32%	47%	52%	_	_
website/app	4070	3070	02/0				
				BH.BI	BH.BI*	**	**
Don't know	13%	12%	18%	11%	7%	-	-
			BH.BJ.BK		*	**	**
Prefer not to say	4%	6%	5%	1%	6%	-	-
		BJ	BJ		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

Unweighted base	1208	391	292	423	82	-	-
Base: All US adults	1208	387	282	435	85	-	-
Strongly agree	45%	41%	41%	49%	48%	-	-
				BH.BI	*	**	**
Somewhat agree	20%	19%	21%	20%	20%	-	-
					*	**	**
Neither agree nor disagree	21%	25%	22%	19%	16%	-	-
					•	**	**

US_nat Sample: 29th - 30th January 2019



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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YouGov What the world thinks		Educa	tion				Marita	l Status			Children unde	er the age of 18		Inco	me
	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+
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%
Som ewhat 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%	14% T	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 (*))

US_nat Sample: 29th - 30th January 2019

YouGov [®] What the world thinks			Ever used dating websites / apps				Ever met someone in person from dating website/app			Ever Met a romantic partner through dating website or 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
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															
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															
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

US_nat Sample: 29th - 30th January 2019



YouGov [°] What the world thinks		Omnibus Generation							
	Total	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% *	-	-		
/D_q7_2. Dating wesbites/apps have killed romance									
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*	**	- **		
Som ewhat 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*	-	-		
YD_q7_3. Dating websites/apps are for people who can't meet mantic partners offline/in-person									
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%	-	-		

Cell Contents (Col