



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

Conducted by YouGov
On behalf of YouGov RealTime

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email omnibus.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1246 adults. Fieldwork was undertaken between 30th April - 1st May 2019. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

YouGov RealTime

First Date

US_nat_internal Sample: 30th April - 1st May 2019



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

BRF_Q1. Thinking of the last time you went on a first date, who did more of the talking?

| | | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base | 1246 | 563 | 683 | 18 | 404 | 330 | 422 | 70 | 2 | - | 232 | 259 | 487 | 268 | 859 |
| Base: All US Adults | 1246 | 606 | 640 | 21 | 407 | 329 | 408 | 79 | 2 | - | 222 | 262 | 469 | 294 | 815 |
| I spoke more than my date did | 15% | 16% | 15% | 13% | 16% | 14% | 17% | 10% | - | - | 14% | 18% | 13% | 17% | 16% |
| We spoke for roughly an equal amount of time | 38% | 39% | 37% | 38% | 37% | 40% | 39% | 30% | 50% | - | 33% | 40% | 40% | 36% | 38% |
| My date spoke more than I did | 17% | 19% | 15% | 8% | 21% | 17% | 14% | 12% | - | - | 16% | 17% | 15% | 20% | 16% |
| Don't know/can't recall | 24% | 19% | 28% | - | 16% | 24% | 28% | 43% | 50% | - | 28% | 20% | 25% | 22% | 25% |
| Not applicable - I've never been on a first date | 6% | 7% | 6% | 40% | 10% | 6% | 2% | 5% | - | - | 9% | 5% | 7% | 5% | 5% |

BRF_Q2. Please imagine you are on a first date. Which THREE of the following behaviors would you find MOST off-putting? Please select up to three.

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|------|---|-----|-----|-----|-----|-----|
| Unweighted base | 1246 | 563 | 683 | 18 | 404 | 330 | 422 | 70 | 2 | - | 232 | 259 | 487 | 268 | 859 |
| Base: All US Adults | 1246 | 606 | 640 | 21 | 407 | 329 | 408 | 79 | 2 | - | 222 | 262 | 469 | 294 | 815 |
| If my date monopolized the conversation/didn't ask me any questions | 26% | 21% | 30% | 35% | 29% | 21% | 26% | 20% | 50% | - | 25% | 26% | 25% | 27% | 28% |
| If my date was too quiet/didn't talk enough | 18% | 20% | 16% | 30% | 19% | 19% | 13% | 25% | - | - | 22% | 18% | 17% | 16% | 14% |
| If my date was late | 23% | 22% | 23% | 24% | 21% | 22% | 24% | 26% | 50% | - | 25% | 22% | 21% | 24% | 23% |
| If my date texted/was on their phone while we were talking | 69% | 69% | 70% | 73% | 62% | 65% | 78% | 81% | 100% | - | 71% | 68% | 67% | 74% | 75% |
| If my date chewed their food loudly | 28% | 25% | 31% | 23% | 24% | 32% | 29% | 34% | - | - | 25% | 31% | 28% | 29% | 30% |
| If my date took pictures of their food/drinks for social media | 20% | 25% | 15% | 13% | 16% | 21% | 23% | 15% | 50% | - | 15% | 27% | 16% | 23% | 22% |
| If my date had used intentionally misleading photos in an online dating profile | 47% | 52% | 43% | 35% | 44% | 41% | 56% | 49% | 50% | - | 46% | 41% | 47% | 54% | 50% |
| If my date didn't offer to pay the bill | 16% | 5% | 25% | 19% | 14% | 13% | 17% | 26% | - | - | 16% | 13% | 19% | 12% | 13% |
| If my date didn't offer to split the bill | 8% | 6% | 9% | 7% | 11% | 6% | 7% | 2% | - | - | 8% | 9% | 7% | 9% | 7% |
| Other | 3% | 2% | 3% | - | 2% | 3% | 3% | 4% | - | - | 2% | 2% | 4% | 2% | 3% |
| Don't know | 8% | 9% | 6% | - | 9% | 11% | 4% | 4% | - | - | 8% | 8% | 9% | 5% | 6% |

BRF_Q3. Please imagine you had gone on a first date and were not interested in a second date. How would you prefer to communicate this to the other person, assuming they were interested in a second date?

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|---|-----|-----|-----|-----|-----|
| Unweighted base | 1246 | 563 | 683 | 18 | 404 | 330 | 422 | 70 | 2 | - | 232 | 259 | 487 | 268 | 859 |
| Base: All US Adults | 1246 | 606 | 640 | 21 | 407 | 329 | 408 | 79 | 2 | - | 222 | 262 | 469 | 294 | 815 |
| I wouldn't reply to their messages/calls | 13% | 12% | 14% | 21% | 14% | 12% | 11% | 17% | - | - | 16% | 11% | 12% | 14% | 13% |
| I would send a text/message letting them know I wasn't interested | 33% | 29% | 37% | 60% | 43% | 32% | 24% | 29% | - | - | 34% | 30% | 34% | 35% | 34% |
| I would call letting them know I wasn't interested | 26% | 26% | 26% | - | 17% | 27% | 36% | 23% | 50% | - | 25% | 28% | 26% | 25% | 26% |

YouGov RealTime

First Date

US_nat_internal Sample: 30th April - 1st May 2019



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

BRF_Q1. Thinking of the last time you went on a first date, who did more of the talking?

| | | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|----------|-----|-----|-----|-------|
| Unweighted base | 1246 | 138 | 157 | 92 | 449 | 427 | 238 | 132 | 330 | 916 | 349 | 223 | 325 | 206 | 143 |
| Base: All US Adults | 1246 | 148 | 193 | 90 | 504 | 387 | 227 | 128 | 320 | 926 | 354 | 226 | 314 | 205 | 147 |
| I spoke more than my date did | 15% | 15% | 17% | 4% | 13% | 18% | 14% | 19% | 15% | 15% | 16% | 12% | 16% | 18% | 15% |
| We spoke for roughly an equal amount of time | 38% | 36% | 39% | 39% | 33% | 37% | 42% | 55% | 46% | 35% | 36% | 37% | 42% | 44% | 27% |
| My date spoke more than I did | 17% | 21% | 16% | 18% | 18% | 18% | 18% | 8% | 16% | 17% | 15% | 19% | 18% | 15% | 16% |
| Don't know/can't recall | 24% | 17% | 21% | 29% | 27% | 20% | 25% | 18% | 18% | 26% | 23% | 28% | 20% | 20% | 32% |
| Not applicable - I've never been on a first date | 6% | 10% | 8% | 10% | 9% | 8% | 2% | 0% | 5% | 7% | 10% | 5% | 4% | 3% | 10% |
| | | N | | * | T,U | T,U | | | | | AE,AF,AG | | | | AF,AG |

BRF_Q2. Please imagine you are on a first date. Which THREE of the following behaviors would you find MOST off-putting? Please select up to three.

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-------|-----|-----|-----|-----|-----|-------|-----|-----|-----|----------|
| Unweighted base | 1246 | 138 | 157 | 92 | 449 | 427 | 238 | 132 | 330 | 916 | 349 | 223 | 325 | 206 | 143 |
| Base: All US Adults | 1246 | 148 | 193 | 90 | 504 | 387 | 227 | 128 | 320 | 926 | 354 | 226 | 314 | 205 | 147 |
| If my date monopolized the conversation/didn't ask me any questions | 26% | 15% | 21% | 31% | 17% | 27% | 36% | 39% | 24% | 26% | 23% | 23% | 30% | 31% | 19% |
| If my date was too quiet/didn't talk enough | 18% | 24% | 29% | 13% | 19% | 19% | 16% | 11% | 17% | 18% | 19% | 23% | 16% | 17% | 11% |
| If my date was late | 23% | 26% | 20% | 20% | 24% | 18% | 24% | 30% | 20% | 23% | 21% | 29% | 17% | 29% | 18% |
| If my date texted/was on their phone while we were talking | 69% | 51% | 60% | 71% | 61% | 75% | 72% | 79% | 63% | 72% | 64% | 68% | 75% | 71% | 70% |
| If my date chewed their food loudly | 28% | 30% | 24% | 18% | 27% | 28% | 27% | 38% | 29% | 28% | 24% | 25% | 33% | 32% | 29% |
| If my date took pictures of their food/drinks for social media | 20% | 13% | 18% | 18% | 18% | 21% | 21% | 22% | 20% | 20% | 17% | 18% | 21% | 20% | 25% |
| If my date had used intentionally misleading photos in an online dating profile | 47% | 45% | 36% | 47% | 42% | 51% | 54% | 45% | 43% | 49% | 41% | 49% | 48% | 52% | 50% |
| If my date didn't offer to pay the bill | 16% | 26% | 19% | 12% | 20% | 17% | 8% | 6% | 16% | 15% | 20% | 19% | 16% | 8% | 11% |
| If my date didn't offer to split the bill | 8% | 9% | 10% | 9% | 8% | 9% | 7% | 9% | 8% | 8% | 10% | 5% | 7% | 11% | 5% |
| Other | 3% | 2% | 0% | 3% | 2% | 2% | 5% | 3% | 3% | 3% | 3% | 3% | 2% | 2% | 3% |
| Don't know | 8% | 11% | 8% | 10% | 12% | 5% | 6% | 2% | 9% | 7% | 10% | 6% | 5% | 5% | 14% |
| | | | | * | S,T,U | | | | | | AF,AG | | | | AE,AF,AG |

BRF_Q3. Please imagine you had gone on a first date and were not interested in a second date. How would you prefer to communicate this to the other person, assuming they were interested in a second date?

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-------|-----|-----|-------|-------|-------|-------|-----|
| Unweighted base | 1246 | 138 | 157 | 92 | 449 | 427 | 238 | 132 | 330 | 916 | 349 | 223 | 325 | 206 | 143 |
| Base: All US Adults | 1246 | 148 | 193 | 90 | 504 | 387 | 227 | 128 | 320 | 926 | 354 | 226 | 314 | 205 | 147 |
| I wouldn't reply to their messages/calls | 13% | 14% | 11% | 15% | 14% | 13% | 13% | 10% | 14% | 12% | 13% | 14% | 13% | 13% | 11% |
| I would send a text/message letting them know I wasn't interested | 33% | 27% | 37% | 28% | 26% | 38% | 38% | 37% | 34% | 33% | 26% | 37% | 39% | 40% | 24% |
| I would call letting them know I wasn't interested | 26% | 28% | 25% | 22% | 25% | 24% | 25% | 36% | 25% | 26% | 27% | 25% | 23% | 27% | 28% |
| | | | | * | | R | R | R | | | AD,AH | AD,AH | AD,AH | AD,AH | |
| | | | | * | | | | R,S,T | | | | | | | |

YouGov RealTime

First Date

US_nat_internal Sample: 30th April - 1st May 2019



| Total | Type of Area Lived in | | | | Marital Status | | | | | | | | | |
|-------|-----------------------|---------------|-------|-------|----------------|-------------------|------------------------------------|--|------------------------|--------|----------|---------|-----------|-------|
| | Urban | Suburban/Town | Rural | Other | Married | Civil Partnership | In a relationship, living together | In a relationship, not living together | NET: In a relationship | Single | Divorced | Widowed | Separated | Other |
| | AI | AJ | AK | AL | AM | AN | AO | AP | AQ | AR | AS | AT | AU | AV |

BRF_Q1. Thinking of the last time you went on a first date, who did more of the talking?

| | | | | | | | | | | | | | | | |
|--|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1246 | 385 | 615 | 238 | 8 | 606 | 16 | 91 | 42 | 755 | 295 | 111 | 54 | 13 | 6 |
| Base: All US Adults | 1246 | 398 | 605 | 235 | 8 | 594 | 19 | 95 | 40 | 748 | 300 | 112 | 56 | 14 | 6 |
| I spoke more than my date did | 15% | 19% | 14% | 13% | 27% | 16% | 11% | 13% | 28% | 16% | 13% | 15% | 16% | 6% | 11% |
| We spoke for roughly an equal amount of time | 38% | 40% | 40% | 30% | 34% | 45% | 42% | 39% | 34% | 43% | 28% | 41% | 26% | 26% | 30% |
| My date spoke more than I did | 17% | 19% | 15% | 18% | 17% | 15% | 38% | 18% | 30% | 17% | 17% | 16% | 14% | 25% | - |
| Don't know/can't recall | 24% | 18% | 25% | 30% | 10% | 22% | 4% | 27% | 2% | 21% | 24% | 25% | 41% | 44% | 41% |
| Not applicable - I've never been on a first date | 6% | 5% | 6% | 8% | 13% | 2% | 5% | 3% | 6% | 2% | 18% | 4% | 2% | - | 18% |

BRF_Q2. Please imagine you are on a first date. Which THREE of the following behaviors would you find MOST off-putting? Please select up to three.

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1246 | 385 | 615 | 238 | 8 | 606 | 16 | 91 | 42 | 755 | 295 | 111 | 54 | 13 | 6 |
| Base: All US Adults | 1246 | 398 | 605 | 235 | 8 | 594 | 19 | 95 | 40 | 748 | 300 | 112 | 56 | 14 | 6 |
| If my date monopolized the conversation/didn't ask me any questions | 26% | 24% | 28% | 22% | 40% | 26% | 12% | 27% | 41% | 26% | 27% | 21% | 27% | 8% | - |
| If my date was too quiet/didn't talk enough | 18% | 22% | 15% | 18% | 13% | 16% | 40% | 20% | 27% | 17% | 18% | 15% | 23% | 39% | 18% |
| If my date was late | 23% | 25% | 20% | 27% | 10% | 22% | 43% | 28% | 14% | 23% | 24% | 18% | 26% | 25% | 26% |
| If my date texted/was on their phone while we were talking | 69% | 62% | 72% | 76% | 67% | 71% | 60% | 63% | 69% | 70% | 66% | 78% | 79% | 62% | 26% |
| If my date chewed their food loudly | 28% | 28% | 28% | 28% | 37% | 32% | 24% | 22% | 24% | 30% | 28% | 27% | 24% | 19% | 15% |
| If my date took pictures of their food/drinks for social media | 20% | 17% | 21% | 23% | - | 22% | 10% | 23% | 4% | 21% | 17% | 24% | 10% | 36% | - |
| If my date had used intentionally misleading photos in an online dating profile | 47% | 44% | 50% | 45% | 53% | 47% | 43% | 45% | 50% | 47% | 47% | 51% | 54% | 39% | 15% |
| If my date didn't offer to pay the bill | 16% | 17% | 15% | 16% | - | 14% | 17% | 15% | 15% | 14% | 15% | 18% | 32% | 26% | 11% |
| If my date didn't offer to split the bill | 8% | 9% | 7% | 8% | 10% | 7% | 27% | 8% | 10% | 8% | 7% | 11% | 6% | 18% | - |
| Other | 3% | 2% | 3% | 2% | - | 2% | 5% | 7% | 4% | 3% | 2% | 3% | 8% | - | - |
| Don't know | 8% | 8% | 7% | 7% | 23% | 7% | - | 5% | 7% | 7% | 10% | 6% | - | 6% | 41% |

BRF_Q3. Please imagine you had gone on a first date and were not interested in a second date. How would you prefer to communicate this to the other person, assuming they were interested in a second date?

| | | | | | | | | | | | | | | | |
|---|------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| Unweighted base | 1246 | 385 | 615 | 238 | 8 | 606 | 16 | 91 | 42 | 755 | 295 | 111 | 54 | 13 | 6 |
| Base: All US Adults | 1246 | 398 | 605 | 235 | 8 | 594 | 19 | 95 | 40 | 748 | 300 | 112 | 56 | 14 | 6 |
| I wouldn't reply to their messages/calls | 13% | 16% | 12% | 9% | - | 13% | 25% | 12% | 9% | 13% | 12% | 10% | 20% | 39% | 11% |
| I would send a text/message letting them know I wasn't interested | 33% | 37% | 33% | 27% | 27% | 29% | 26% | 45% | 55% | 32% | 41% | 31% | 17% | 18% | 33% |
| I would call letting them know I wasn't interested | 26% | 21% | 29% | 27% | 40% | 30% | 18% | 27% | 18% | 29% | 17% | 30% | 32% | 31% | 15% |

YouGov RealTime

First Date

US_nat_internal Sample: 30th April - 1st May 2019



| | |
|-------|-------------------|
| Total | |
| | Prefer not to say |
| | AW |

BRF_Q1. Thinking of the last time you went on a first date, who did more of the talking?

| | Unweighted base | 1246 | 12 |
|--|----------------------------|------|----|
| | Base: All US Adults | 1246 | 10 |
| I spoke more than my date did | 15% | 16% | ** |
| We spoke for roughly an equal amount of time | 38% | 7% | ** |
| My date spoke more than I did | 17% | 16% | ** |
| Don't know/can't recall | 24% | 45% | ** |
| Not applicable - I've never been on a first date | 6% | 17% | ** |

BRF_Q2. Please imagine you are on a first date. Which THREE of the following behaviors would you find MOST off-putting? Please select up to three.

| | Unweighted base | 1246 | 12 |
|---|----------------------------|------|----|
| | Base: All US Adults | 1246 | 10 |
| If my date monopolized the conversation/didn't ask me any questions | 26% | 24% | ** |
| If my date was too quiet/didn't talk enough | 18% | 8% | ** |
| If my date was late | 23% | 7% | ** |
| If my date texted/was on their phone while we were talking | 69% | 38% | ** |
| If my date chewed their food loudly | 28% | 8% | ** |
| If my date took pictures of their food/drinks for social media | 20% | 9% | ** |
| If my date had used intentionally misleading photos in an online dating profile | 47% | 11% | ** |
| If my date didn't offer to pay the bill | 16% | 18% | ** |
| If my date didn't offer to split the bill | 8% | 7% | ** |
| Other | 3% | - | ** |
| Don't know | 8% | 41% | ** |

BRF_Q3. Please imagine you had gone on a first date and were not interested in a second date. How would you prefer to communicate this to the other person, assuming they were interested in a second date?

| | Unweighted base | 1246 | 12 |
|---|----------------------------|------|----|
| | Base: All US Adults | 1246 | 10 |
| I wouldn't reply to their messages/calls | 13% | 7% | ** |
| I would send a text/message letting them know I wasn't interested | 33% | 31% | ** |
| I would call letting them know I wasn't interested | 26% | 8% | ** |

YouGov RealTime
First Date

US_nat_internal Sample: 30th April - 1st May 2019



| | Gender | | Generation | | | | | | | Region | | | | |
|--|--------|--------|------------------------|------------------------|-------------------|-------------------------|-------------------------------|--|-------|-----------|---------|-------|------|-------|
| | Male | Female | Gen Z (2000 and later) | Millennial (1982-1999) | Gen X (1965-1981) | Baby Boomer (1946-1964) | Silent Generation (1928-1945) | Pre-Silent Generation (1927 and earlier) | Other | Northeast | Midwest | South | West | White |
| Total | | | | | | | | | | | | | | |
| I would meet up in person to let them know I wasn't interested | 12% | 9% | 20% | 13% | 8% | 13% | 12% | - | - | 9% | 18% | 11% | 11% | 11% |
| | B | | ** | E | | E | * | ** | ** | | J.L.M | | | |
| Other | 4% | 4% | - | 1% | 4% | 7% | 5% | - | - | 4% | 4% | 4% | 4% | 5% |
| | | | ** | | D | D | * | ** | ** | | | | | |
| Don't know | 12% | 9% | - | 11% | 16% | 8% | 15% | 50% | - | 12% | 10% | 13% | 11% | 11% |
| | B | | ** | | F | | * | ** | ** | | | | | |

BRF_Q4. If you were interested in going on a second date, but the other person was not, how would you prefer for them to communicate that to you?

| | Unweighted base | | | | | | | | | | | | | | |
|--|-----------------|-----|-----|-----|-------|-----|-----|-----|-----|----|-----|-----|-----|-----|-----|
| | 1246 | 563 | 683 | 18 | 404 | 330 | 422 | 79 | 2 | - | 232 | 259 | 487 | 268 | 859 |
| Base: All US Adults | 1246 | 606 | 640 | 21 | 407 | 329 | 408 | 79 | 2 | - | 222 | 262 | 469 | 294 | 815 |
| I would want them to not reply to my messages/calls | 7% | 7% | 8% | - | 6% | 8% | 7% | 9% | - | - | 9% | 6% | 7% | 7% | 7% |
| | | | | ** | | | | * | ** | ** | | | | | |
| I would want them to send me a text/message letting me know they're not interested | 38% | 33% | 43% | 63% | 49% | 37% | 28% | 31% | 50% | - | 40% | 31% | 40% | 41% | 40% |
| | | | A | ** | E.F.G | F | | * | ** | ** | | | K | K | O |
| I would want them to call me to let me know they're not interested | 31% | 31% | 30% | 26% | 18% | 31% | 43% | 30% | 50% | - | 24% | 36% | 30% | 31% | 30% |
| | | | ** | | | D | D.E | * | ** | ** | | J | | | |
| I would want them to meet up with me in person for them to tell me they are not interested | 11% | 15% | 8% | 11% | 13% | 9% | 11% | 14% | - | - | 11% | 16% | 10% | 10% | 10% |
| | | B | | ** | | | | * | ** | ** | | LM | | | |
| Other | 2% | 3% | 2% | - | 2% | 2% | 4% | 3% | - | - | 3% | 3% | 2% | 2% | 2% |
| | | | ** | ** | | | | * | ** | ** | | | | | |
| Don't know | 10% | 12% | 9% | - | 13% | 13% | 6% | 13% | - | - | 13% | 8% | 12% | 9% | 10% |
| | | | ** | F | F | | | * | ** | ** | | | | | |

YouGov RealTime
First Date

US_nat_internal Sample: 30th April - 1st May 2019



| | Total | Race | | | Education | | | | Children under the age of 18 | | Income | | | | |
|--|-------|-------|----------|-------------|-----------------------------|----------------------|----------|-----------|------------------------------|-----|-----------------|----------------------|----------------------|---------|--------------------|
| | | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Yes | No | Under \$30k | \$30,000 to \$49,999 | \$50,000 to \$99,999 | \$100k+ | Prefer not to say |
| I would meet up in person to let them know I wasn't interested | 12% | 17% | 14% | 11% * | 17% S.T.U | 11% T | 5% | 6% | 13% | 11% | 18% AE.AF.AG | 8% | 10% | 9% | 11% |
| Other | 4% | 2% | 2% | 5% * | 3% | 4% | 6% | 5% | 3% | 5% | 5% | 4% | 4% | 2% | 5% |
| Don't know | 12% | 11% | 11% | 18% * | 15% U | 10% | 11% U | 5% | 11% | 12% | 10% | 12% | 11% | 9% | 21% AD.AE.AF.AG |

BRF_Q4. If you were interested in going on a second date, but the other person was not, how would you prefer for them to communicate that to you?

| | Unweighted base | Black | Hispanic | Other (NET) | No HS, High school graduate | Some college, 2-year | 4-year | Post Grad | Yes | No | Under \$30k | \$30,000 to \$49,999 | \$50,000 to \$99,999 | \$100k+ | Prefer not to say |
|--|-----------------|-------|----------|-------------|-----------------------------|----------------------|----------|-----------|-----|-----|-------------|----------------------|----------------------|--------------|--------------------|
| | 1246 | 138 | 157 | 92 | 449 | 427 | 238 | 132 | 330 | 916 | 349 | 223 | 325 | 206 | 143 |
| Base: All US Adults | 1246 | 148 | 193 | 90 | 504 | 387 | 227 | 128 | 320 | 926 | 354 | 226 | 314 | 205 | 147 |
| I would want them to not reply to my messages/calls | 7% | 10% | 6% | 5% * | 8% | 8% | 7% | 6% | 8% | 7% | 8% | 7% | 8% | 6% | 5% |
| I would want them to send me a text/message letting me know they're not interested | 38% | 30% | 39% | 37% * | 31% | 41% R | 45% R | 45% R | 38% | 38% | 34% AH | 41% AH | 44% AD.AH | 43% AD.AH | 23% |
| I would want them to call me to let me know they're not interested | 31% | 34% | 27% | 34% * | 28% | 31% | 32% | 35% | 29% | 31% | 30% | 28% | 31% | 32% | 34% |
| I would want them to meet up with me in person for them to tell me they are not interested | 11% | 15% | 14% | 6% * | 18% S.T.U | 8% | 4% | 5% | 12% | 11% | 15% AF | 10% | 8% | 9% | 14% AF |
| Other | 2% | 3% | 2% | 4% * | 2% | 2% | 3% | 3% | 2% | 3% | 4% AF.AG | 2% | 1% | 1% | 3% |
| Don't know | 10% | 8% | 12% | 14% * | 13% U | 9% | 9% | 5% | 11% | 10% | 9% | 12% | 8% | 7% | 20% AD.AE.AF.AG |

YouGov RealTime
First Date

US_nat_internal Sample: 30th April - 1st May 2019



| | Total | Type of Area Lived in | | | | Marital Status | | | | | | | | | |
|--|-------|-----------------------|-------------------|-------|-------|----------------|-------------------|---------------------------------------|--|---------------------------|--------|----------|---------|-----------|-------|
| | | Urban | Suburban/ Town | Rural | Other | Married | Civil Partnership | In a relationship, living together | In a relationship, not living together | NET: In a relationship | Single | Divorced | Widowed | Separated | Other |
| I would meet up in person to let them know I wasn't interested | 12% | 14% | 10% | 15% | 11% | 12% | 32% | 6% | 9% | 12% | 12% | 14% | 11% | 6% | 15% |
| | | | | | ** | | ** | * | * | | | | * | ** | ** |
| Other | 4% | 4% | 4% | 7% | - | 5% | - | 2% | 2% | 4% | 4% | 8% | 3% | 6% | - |
| | | | | AJ | ** | AQ | ** | * | * | | | AQ | * | ** | ** |
| Don't know | 12% | 8% | 13% | 15% | 22% | 12% | - | 8% | 6% | 11% | 14% | 7% | 17% | - | 26% |
| | | | AI | AI | ** | AQ | ** | * | * | | | * | ** | ** | ** |

BRF_Q4. If you were interested in going on a second date, but the other person was not, how would you prefer for them to communicate that to you?

| | Unweighted base | Urban | Suburban/ Town | Rural | Other | Married | Civil Partnership | In a relationship, living together | In a relationship, not living together | NET: In a relationship | Single | Divorced | Widowed | Separated | Other |
|--|-----------------|-------|-------------------|-------|-------|---------|-------------------|---------------------------------------|--|---------------------------|----------|----------|-----------------|-----------|-------|
| | 1246 | 385 | 615 | 238 | 8 | 606 | 16 | 91 | 42 | 755 | 295 | 111 | 54 | 13 | 6 |
| Base: All US Adults | 1246 | 398 | 605 | 235 | 8 | 594 | 19 | 95 | 40 | 748 | 300 | 112 | 56 | 14 | 6 |
| I would want them to not reply to my messages/calls | 7% | 9% | 7% | 6% | - | 7% | 4% | 7% | 2% | 7% | 7% | 4% | 19% | 6% | 11% |
| | | | | | ** | | ** | * | * | | | | AM.AP.AQ.AR.AS* | ** | ** |
| I would want them to send me a text/message letting me know they're not interested | 38% | 42% | 38% | 32% | 27% | 34% | 41% | 52% | 64% | 38% | 42% | 40% | 22% | 32% | 15% |
| | | AK | | | ** | | ** | AM.AQ.AT* | AM.AQ.AR.AS.AT* | AM.AT | AM.AT | AT | * | ** | ** |
| I would want them to call me to let me know they're not interested | 31% | 24% | 35% | 31% | 30% | 35% | 23% | 32% | 20% | 34% | 21% | 30% | 37% | 56% | 15% |
| | | | AI | | ** | AQ.AR | ** | * | * | AR | | | AR* | ** | ** |
| I would want them to meet up with me in person for them to tell me they are not interested | 11% | 15% | 8% | 14% | 11% | 12% | 32% | 2% | 7% | 11% | 12% | 13% | 10% | 6% | 33% |
| | | AJ | | AJ | ** | AO.AQ | ** | * | * | AO | AO | AO | * | ** | ** |
| Other | 2% | 2% | 2% | 5% | - | 2% | - | 1% | - | 2% | 3% | 6% | 2% | - | - |
| | | | AJ | | ** | | ** | * | * | | | AM.AQ | * | ** | ** |
| Don't know | 10% | 8% | 11% | 12% | 32% | 10% | - | 6% | 6% | 9% | 15% | 6% | 10% | - | 26% |
| | | | | | ** | AQ | ** | * | * | | AM.AQ.AS | | * | ** | ** |

YouGov RealTime
First Date

US_nat_internal Sample: 30th April - 1st May 2019



| | Total | Prefer not to say |
|--|-------|-------------------|
| I would meet up in person to let them know I wasn't interested | 12% | - ** |
| Other | 4% | - ** |
| Don't know | 12% | 53% ** |

BRF_Q4. If you were interested in going on a second date, but the other person was not, how would you prefer for them to communicate that to you?

| | Unweighted base | 1246 | 12 |
|--|----------------------------|------|----|
| | Base: All US Adults | 1246 | 10 |
| I would want them to not reply to my messages/calls | 7% | - | ** |
| I would want them to send me a text/message letting me know they're not interested | 38% | 32% | ** |
| I would want them to call me to let me know they're not interested | 31% | 15% | ** |
| I would want them to meet up with me in person for them to tell me they are not interested | 11% | 11% | ** |
| Other | 2% | - | ** |
| Don't know | 10% | 42% | ** |