

YouGov Survey Results

Sample Size: 1557 GB Adults

Fieldwork: 9th - 10th February 2016

	Vote in 2015					Gender		Age				Social Grade		Region					Internet Dating Use	
Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	
Weighted Sample	1557	529	436	109	187	755	802	185	394	532	445	887	670	199	506	333	383	135	322	1216
Unweighted Sample	1557	507	430	110	197	713	844	131	314	613	499	963	594	174	538	299	399	147	287	1256
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Have you ever used an internet dating service or app?

Yes	21	18	21	26	18	22	19	33	33	18	8	23	18	17	19	28	19	19	100	0
No	78	81	78	74	82	77	79	63	65	82	92	76	81	79	81	70	80	80	0	100
Don't know	1	1	1	0	0	1	1	4	2	1	0	1	1	3	1	2	1	1	0	0

If you had a relationship with someone from an internet dating service or app, would you be embarrassed to admit it?

Yes, very	8	8	7	12	9	6	10	8	6	6	12	8	8	8	8	4	9	13	3	9
Yes, a bit	19	20	20	20	12	16	21	22	25	17	14	18	19	19	17	22	17	18	26	17
TOTAL YES	27	28	27	32	21	22	31	30	31	23	26	26	27	27	25	26	26	31	29	26
No, not really	33	33	32	37	34	35	32	33	38	32	30	36	29	30	35	34	31	34	35	32
No, not at all	25	22	25	21	32	28	22	20	23	29	25	23	27	28	23	24	27	23	33	23
TOTAL NO	58	55	57	58	66	63	54	53	61	61	55	59	56	58	58	58	58	57	68	55
Don't know	15	17	15	9	13	15	15	18	9	16	20	14	17	15	16	15	16	12	2	18

If you met a couple who had met on an internet dating service or app, would you...

Think more of them	1	1	1	3	1	1	1	0	1	1	1	1	1	1	1	1	1	1	2	0
Not think of them any differently	89	91	90	85	90	88	89	85	86	89	92	89	88	90	89	89	88	86	93	88
Think less of them	3	3	2	7	4	4	3	5	4	3	2	4	2	2	4	2	3	6	2	3
Don't know	7	6	8	6	5	8	7	11	8	7	6	7	8	6	7	8	8	7	3	8

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Weighted Sample	1557	529	436	109	187	755	802	185	394	532	445	887	670	199	506	333	383	135	322	1216
Unweighted Sample	1557	507	430	110	197	713	844	131	314	613	499	963	594	174	538	299	399	147	287	1256
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

For each of the following internet dating services and apps, please say if you think they are respectable or not respectable, or if you have never heard of them.

Tinder

Is respectable	12	9	12	16	12	15	10	33	14	9	5	14	10	13	11	14	13	9	24	9
Is not respectable	31	33	32	33	19	29	32	46	54	28	7	34	27	37	30	33	28	30	50	26
Have never heard of it	25	29	21	23	35	26	25	2	10	25	51	21	31	23	29	21	25	27	11	30
Don't know	31	28	36	28	34	30	32	18	22	38	37	31	32	27	30	33	33	34	15	35

OKCupid

Is respectable	8	3	9	21	6	10	7	26	14	5	0	11	4	9	8	8	7	11	20	5
Is not respectable	5	5	7	7	5	5	6	14	9	3	1	6	5	4	5	7	5	3	12	4
Have never heard of it	62	70	56	57	66	60	64	35	51	69	74	58	67	61	63	58	63	67	48	66
Don't know	24	22	28	15	23	25	24	26	26	23	25	25	24	26	24	27	24	19	20	25

match.com

Is respectable	47	46	45	61	45	44	49	66	63	44	27	51	41	54	43	51	44	46	76	39
Is not respectable	4	2	5	5	6	4	3	7	4	4	1	4	3	2	6	2	3	5	7	3
Have never heard of it	15	18	11	12	16	19	11	7	6	13	29	13	17	15	17	10	15	17	5	18
Don't know	35	34	38	22	34	33	36	20	27	39	42	32	39	29	34	37	38	32	13	40

eHarmony

Is respectable	45	45	44	52	44	44	46	68	61	42	25	49	40	54	40	50	43	44	76	37
Is not respectable	3	3	3	2	4	4	2	5	5	3	1	3	3	1	4	2	3	6	6	3
Have never heard of it	16	19	13	16	15	18	14	6	8	15	29	15	18	18	18	12	16	14	6	19
Don't know	36	33	40	30	37	34	37	22	26	40	45	34	38	27	37	36	38	36	12	41

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Fieldwork: 9th - 10th February 2016

	Vote in 2015					Gender		Age				Social Grade		Region					Internet Dating Use	
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No
Weighted Sample	1557	529	436	109	187	755	802	185	394	532	445	887	670	199	506	333	383	135	322	1216
Unweighted Sample	1557	507	430	110	197	713	844	131	314	613	499	963	594	174	538	299	399	147	287	1256
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Happn																				
Is respectable	2	1	3	3	0	3	1	9	2	1	0	3	1	2	2	2	3	0	7	1
Is not respectable	3	2	3	6	3	4	2	6	6	2	1	4	2	4	3	2	2	6	9	2
Have never heard of it	74	76	68	82	78	73	74	66	73	75	75	72	75	72	75	69	74	79	68	75
Don't know	21	20	26	9	19	21	22	19	19	22	24	21	22	23	20	27	21	15	17	22
Bumble																				
Is respectable	2	1	4	1	1	3	1	8	2	1	0	3	1	2	2	2	2	0	6	1
Is not respectable	2	2	2	3	3	3	1	4	2	2	1	2	1	2	3	2	1	2	4	1
Have never heard of it	75	78	68	85	76	74	76	70	78	75	75	75	75	76	76	70	75	84	78	75
Don't know	21	19	26	11	20	20	21	18	17	22	24	20	22	21	19	26	22	14	12	23
Guardian Soulmates																				
Is respectable	13	8	18	19	7	15	11	16	20	12	6	18	6	24	12	9	13	9	26	9
Is not respectable	2	3	1	2	3	3	1	7	2	1	1	2	2	3	3	1	1	4	4	2
Have never heard of it	64	69	56	67	70	62	67	59	60	66	69	59	71	51	66	65	66	72	56	67
Don't know	21	19	25	12	20	20	21	18	18	21	24	21	20	22	19	24	20	16	14	22
PlentyofFish																				
Is respectable	16	14	18	18	13	17	16	32	26	11	7	17	15	12	14	17	21	15	37	11
Is not respectable	15	15	13	16	20	14	16	16	26	16	3	16	14	12	15	17	13	18	30	11
Have never heard of it	40	44	37	46	41	44	37	31	21	42	60	40	41	48	44	33	38	42	15	47
Don't know	28	27	32	20	26	25	32	21	27	31	30	28	30	28	28	33	27	25	18	31
Grindr																				
Is respectable	4	2	5	7	3	6	3	14	5	4	1	5	3	5	4	6	5	2	10	3
Is not respectable	27	26	30	38	15	27	27	50	42	24	8	34	18	35	27	26	27	23	50	21
Have never heard of it	43	48	35	36	58	40	45	12	30	44	64	34	54	35	45	40	43	52	22	48
Don't know	26	23	31	19	23	27	25	25	23	28	27	27	25	25	25	29	25	23	17	28

YouGov Survey Results

Sample Size: 1707 GB Adults
Fieldwork: 10th - 11th February 2016

	Vote in 2015					Gender		Age				Social Grade		Region					Internet Dating Use		
	Total	Con	Lab	Lib Dem	UKIP	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	Yes	No	
Weighted Sample	1707	580	478	119	205	828	879	203	432	584	488	973	734	218	555	365	420	149	325	1362	
Unweighted Sample	1707	516	480	127	215	785	922	137	340	683	547	1047	660	206	576	333	437	155	303	1390	
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

How many couples do you know who met on internet dating services or apps?

None	46	47	47	48	51	52	42	44	35	50	54	42	52	44	44	49	47	52	22	53
1 - 2	27	26	26	29	27	22	32	30	29	26	27	29	25	24	30	23	30	26	35	26
3 - 4	9	9	9	10	7	6	12	12	14	8	6	11	7	14	9	10	7	7	21	6
5 - 6	3	3	3	1	1	3	3	4	5	2	1	3	2	5	2	2	4	2	9	1
7 - 8	1	0	0	1	2	1	1	0	1	0	0	1	0	2	0	0	0	1	1	0
9 - 10	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	1	0	0	0	0
More than 10	1	0	1	0	0	1	0	0	1	1	0	1	1	0	1	1	0	1	2	0
Don't know	13	13	14	11	12	15	11	9	16	13	12	13	13	11	15	13	12	10	8	13