

YouGov Survey Results

Sample Size: 2144 Adults in GB

Fieldwork: 9th-10th June 2025

	Dating App Usage			Gender		Age (1)				Age (2)						
	Total	Have used a dating app	Men who have ever used a dating app	Female	Male	18-24	25-49	50-64	65+	18-29	30-39	40-49	50-59	60-69	70+	
	Weighted Sample	2144	672	345	1038	1106	225	885	530	504	355	417	339	337	367	330
		%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
	Unweighted Sample	2144	620	294	968	1176	131	807	588	618	246	365	327	383	414	409

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

I am currently using a dating app	5	15	19	12	6	3	12	7	1	2	11	8	5	1	1	2
I have used a dating app previously, but not currently	27	85	81	88	27	26	28	42	17	8	38	47	31	20	11	8
No I have never used a dating app	67	0	0	0	65	69	56	49	81	89	47	43	63	79	87	90
Don't know / can't recall	1	0	0	0	2	1	4	2	1	1	4	1	2	0	1	0

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

Height	Should provide ability to filter by this attribute	56	64	62	67	56	55	56	58	59	48	51	59	61	64	54	44
	Should not provide ability to filter by this attribute	26	25	25	25	23	29	35	26	20	27	36	28	19	17	24	29
	Don't know	19	11	12	9	22	16	9	16	21	25	13	13	20	19	22	27

Weight	Should provide ability to filter by this attribute	43	47	59	34	51	36	41	43	48	40	36	42	50	50	44	37
	Should not provide ability to filter by this attribute	37	41	30	54	27	46	50	40	29	32	53	44	29	28	32	32
	Don't know	20	12	11	12	22	19	9	17	23	28	11	14	21	21	24	30

Age	Should provide ability to filter by this attribute	80	92	90	94	76	83	95	86	78	63	90	87	85	81	71	61
	Should not provide ability to filter by this attribute	7	4	4	4	6	7	1	4	6	15	3	6	2	4	11	16
	Don't know	14	4	6	3	18	10	4	10	16	21	7	7	13	15	18	23

Gender	Should provide ability to filter by this attribute	81	92	91	93	78	84	94	87	80	68	90	88	86	82	73	66
	Should not provide ability to filter by this attribute	6	4	4	4	5	6	2	4	5	12	3	5	2	4	9	12
	Don't know	13	4	5	3	17	10	4	10	16	20	7	7	11	14	18	22

Income	Should provide ability to filter by this attribute	29	30	35	25	32	27	27	26	35	29	22	27	29	35	32	29
	Should not provide ability to filter by this attribute	50	57	55	59	46	53	60	56	42	42	62	58	49	42	43	41
	Don't know	21	13	10	16	22	20	13	18	23	28	16	14	21	23	25	30

Education level	Should provide ability to filter by this attribute	48	51	52	50	47	48	49	47	52	44	45	48	50	54	47	44
	Should not provide ability to filter by this attribute	32	36	37	35	30	33	38	36	27	27	40	37	31	27	26	27
	Don't know	21	13	11	15	23	19	13	17	22	29	15	15	19	19	27	29

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

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

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

I am currently using a dating app	5	2	5	4	4	12	5	2	5	4	5	3	5	6	4	9	3
I have used a dating app previously, but not currently	27	16	33	24	23	39	31	20	28	24	27	23	28	27	24	31	26
No I have never used a dating app	67	81	59	71	73	48	63	77	65	71	67	73	66	66	70	57	70
Don't know / can't recall	1	0	3	2	1	1	1	0	2	1	1	1	1	1	2	3	1

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

Height

Should provide ability to filter by this attribute	56	62	55	47	62	48	52	61	56	55	57	39	52	59	57	61	54
Should not provide ability to filter by this attribute	26	19	30	31	22	30	29	18	28	23	25	32	26	23	25	21	29
Don't know	19	18	15	22	16	22	19	20	16	22	18	29	21	18	18	18	18

Weight

Should provide ability to filter by this attribute	43	49	43	38	54	35	40	50	45	41	44	32	42	44	45	53	40
Should not provide ability to filter by this attribute	37	29	41	40	29	41	40	28	39	34	37	41	37	37	35	29	40
Don't know	20	21	16	22	17	23	20	23	17	25	20	26	22	19	20	18	20

Age

Should provide ability to filter by this attribute	80	77	83	80	80	82	82	73	83	75	80	71	79	83	79	81	78
Should not provide ability to filter by this attribute	7	8	6	7	9	4	5	10	6	9	7	8	6	5	8	6	8
Don't know	14	15	11	13	11	14	13	17	11	17	13	21	15	12	13	13	14

Gender

Should provide ability to filter by this attribute	81	80	84	81	82	84	83	77	85	77	82	75	80	83	83	82	80
Should not provide ability to filter by this attribute	6	6	6	6	7	2	5	7	5	7	6	5	5	5	5	5	7
Don't know	13	14	10	13	11	14	12	16	11	16	13	20	15	12	12	13	13

Income

Should provide ability to filter by this attribute	29	35	31	27	30	26	30	31	31	27	30	29	23	34	28	36	26
Should not provide ability to filter by this attribute	50	42	52	51	51	51	50	46	51	48	49	47	56	47	50	43	53
Don't know	21	23	17	22	19	23	21	23	18	25	21	24	22	19	22	22	21

Education level

Should provide ability to filter by this attribute	48	52	50	47	51	41	51	48	51	43	49	49	38	50	50	60	43
Should not provide ability to filter by this attribute	32	26	33	32	30	35	29	29	31	32	31	29	39	30	31	18	36
Don't know	21	21	16	20	18	24	20	23	17	25	20	23	22	20	19	22	21

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