

BESPOKE SURVEYS

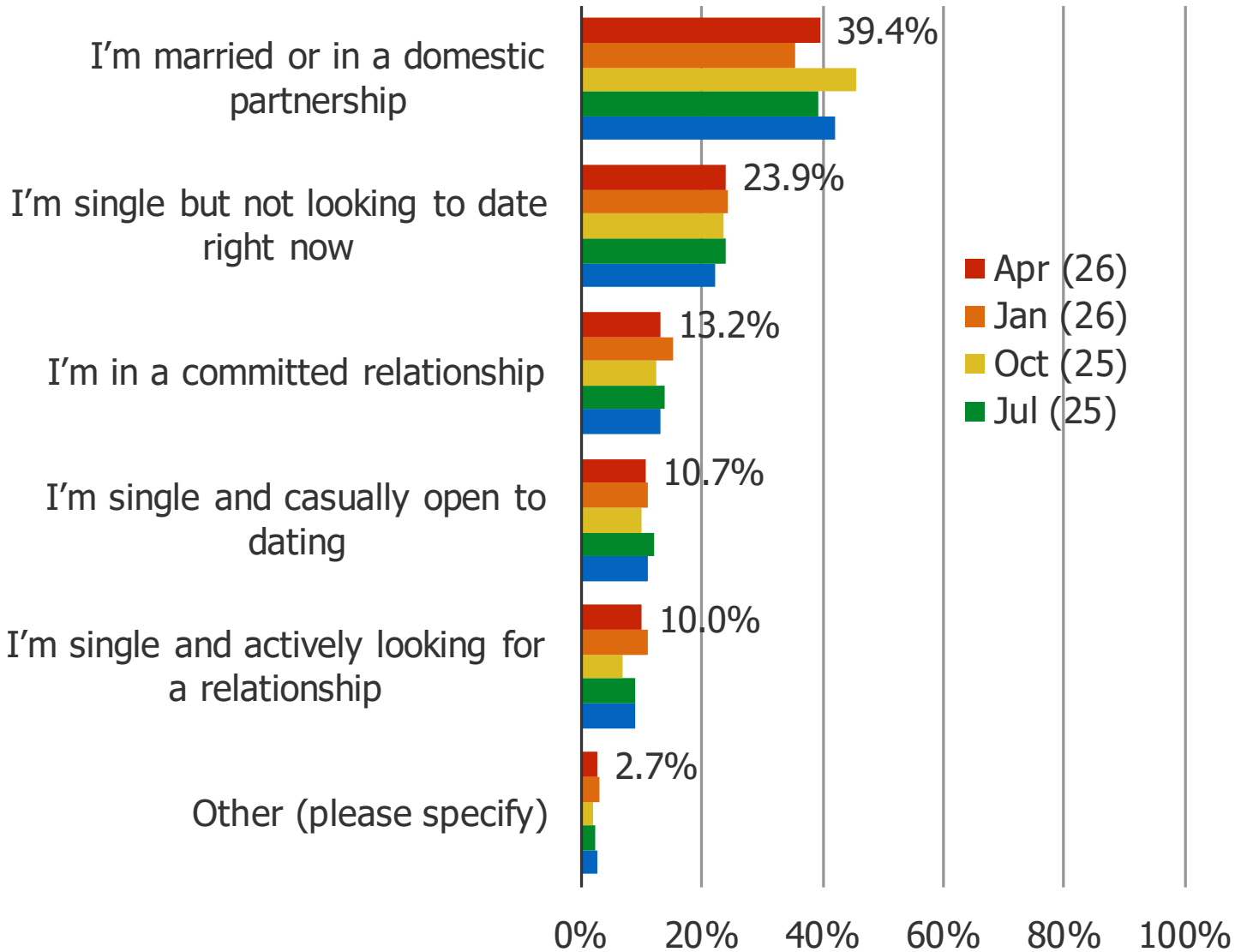
Online Dating Apps, Vol 6

1000+ Respondents Per Quarter

MOST RECENTLY ADDED QUESTIONS

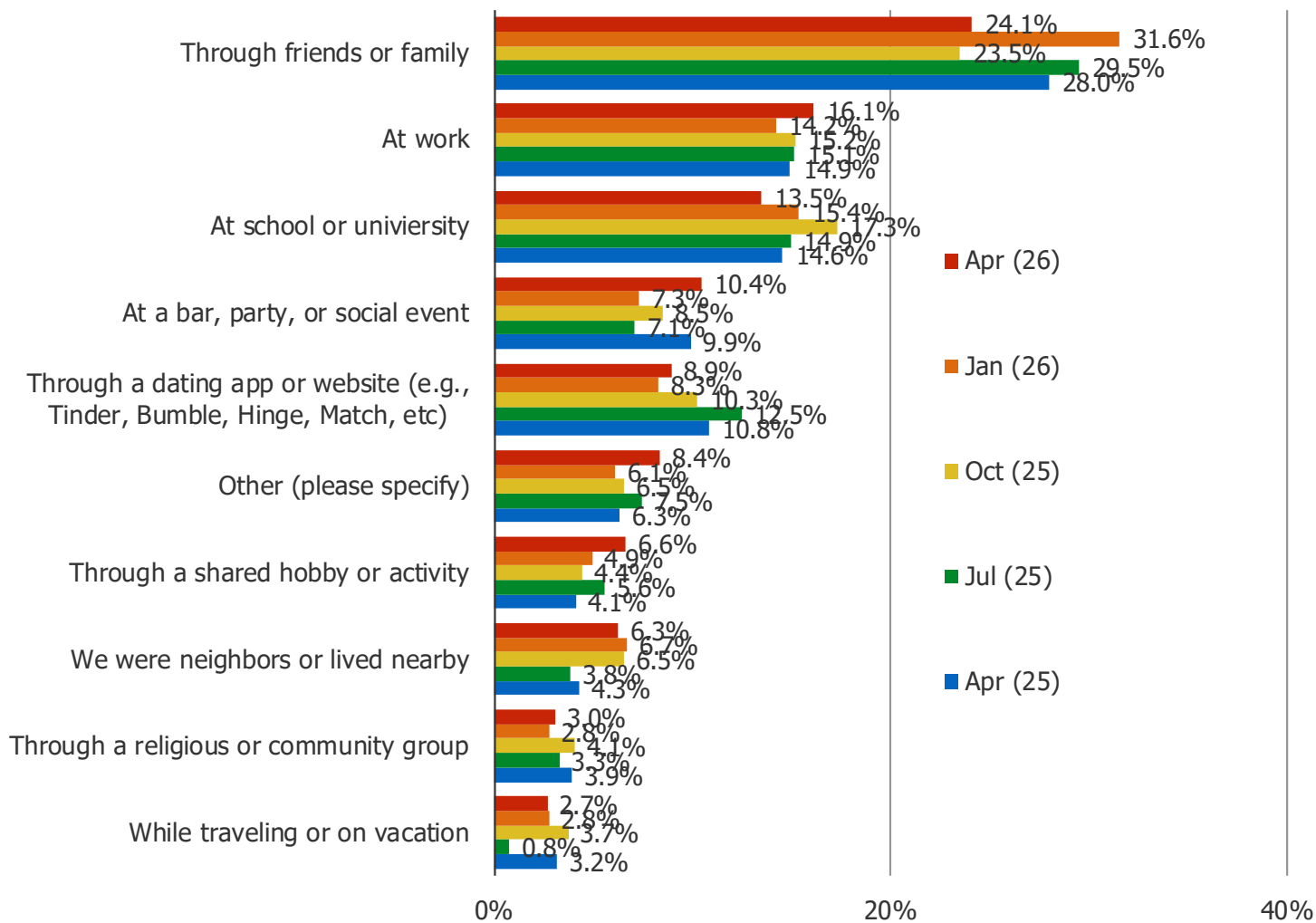
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR CURRENT RELATIONSHIP STATUS AND INTEREST IN DATING?

Posed to all respondents



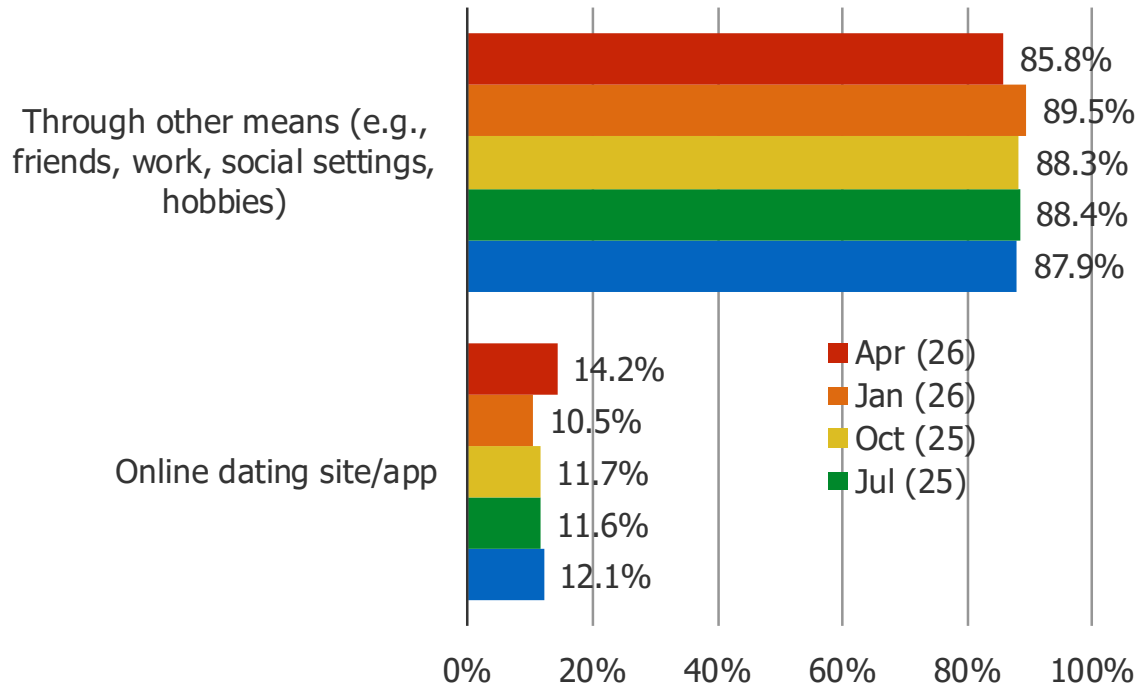
YOU MENTIONED THAT YOU ARE EITHER MARRIED/IN A DOMESTIC PARTNERSHIP OR THAT YOU ARE IN A COMMITTED RELATIONSHIP. HOW DID YOU MEET YOUR SIGNIFICANT OTHER?

Posed to all respondents who are either married/in a domestic partnership or in a committed relationship.

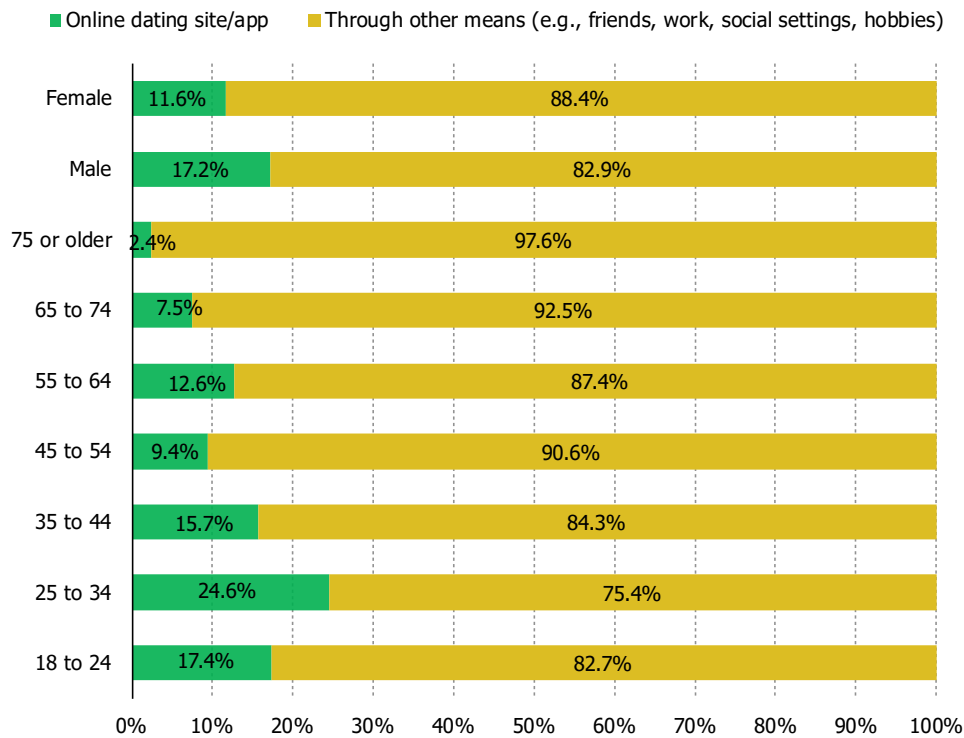


IN GENERAL, WHICH DO YOU THINK IS A BETTER WAY TO MEET A SIGNIFICANT OTHER?

Posed to all respondents.



Cross-tabbing the data above...



IN GENERAL, WHICH DO YOU THINK IS A BETTER WAY TO MEET A SIGNIFICANT OTHER?

Reasons People Prefer Online Dating...

Here is what users cited as their preference or reasoning:

- **Safety / Trust / Authenticity:** 32.37% (e.g., "safer", "less fake", "you know what you are getting into", "don't get catfished")
- **In Person / Natural / Face-to-Face:** 14.85% (e.g., "body language", "organic", "see them in person", "chemistry")
- **Social Circles / Shared Interests:** 11.75% (e.g., "through friends", "church", "mutuals can vouch for them")
- **Indifferent / N/A / Don't Know:** 10.72% (e.g., "idk", "not looking", "done with dating")
- **General Preference / Past Experience:** 9.07% (e.g., "it's just better", "where I met my spouse")
- **Online / Dating Apps Context:** 7.22% (e.g., "apps are easier", "convenient", "writing back and forth")
- **Other / Unclassified:** 14.02%

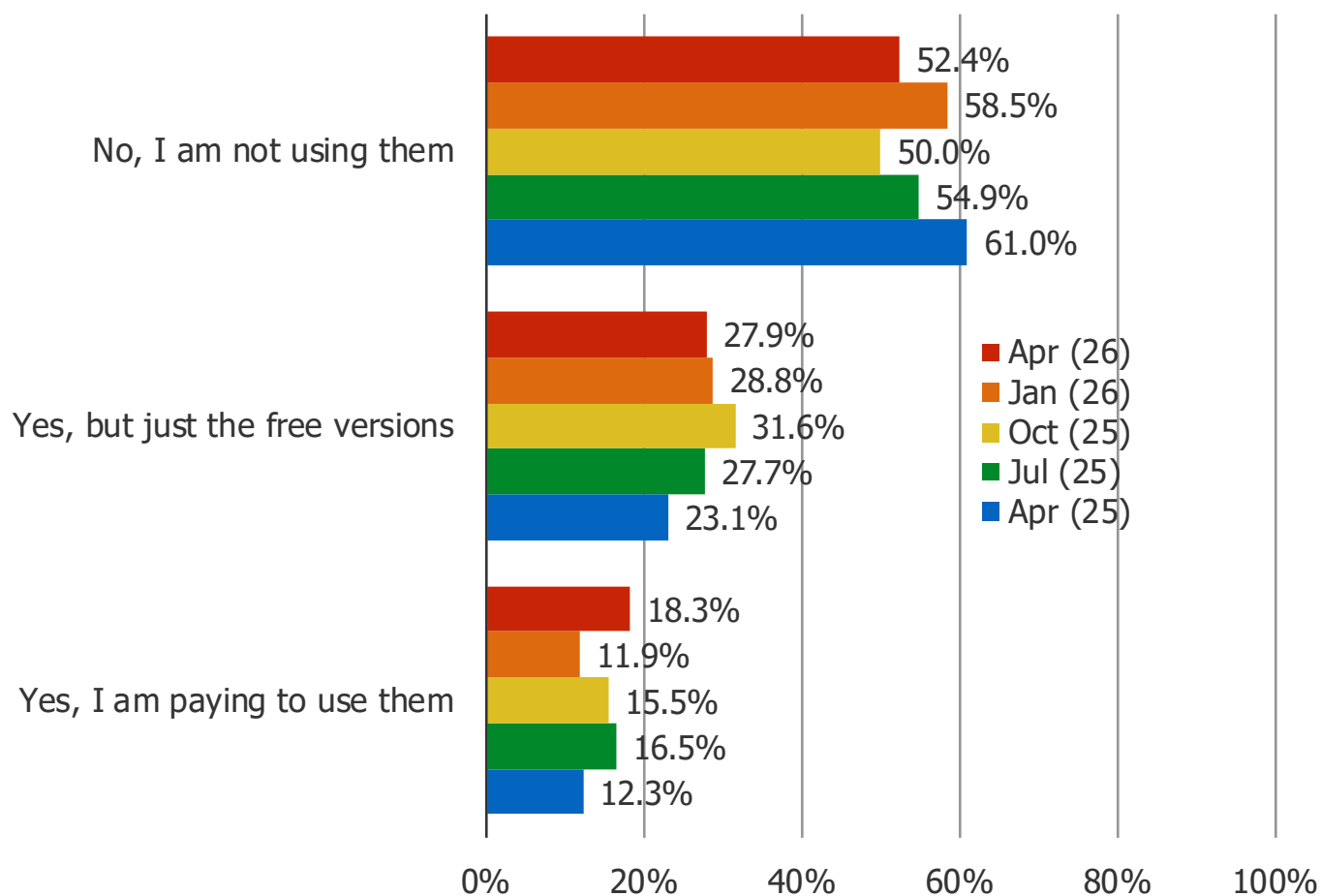
IN GENERAL, WHICH DO YOU THINK IS A BETTER WAY TO MEET A SIGNIFICANT OTHER?

Reasons People Prefer Other Methods – IE, Not Online Dating

Category	Trend Direction	R^2	P-Value
Safety / Trust / Authenticity	Increasing	0.8931	0.0550
Social Circles / Shared Interests	Decreasing	0.6754	0.1782
Indifferent / N/A / Don't Know	Increasing	0.1764	0.5800
Online / Dating Apps Context	Decreasing	0.1244	0.6473
Other / Unclassified	Decreasing	0.1030	0.6790
In Person / Natural / Face-to-Face	Decreasing	0.0994	0.6848
General Preference / Past Exp.	Increasing	0.0741	0.7278

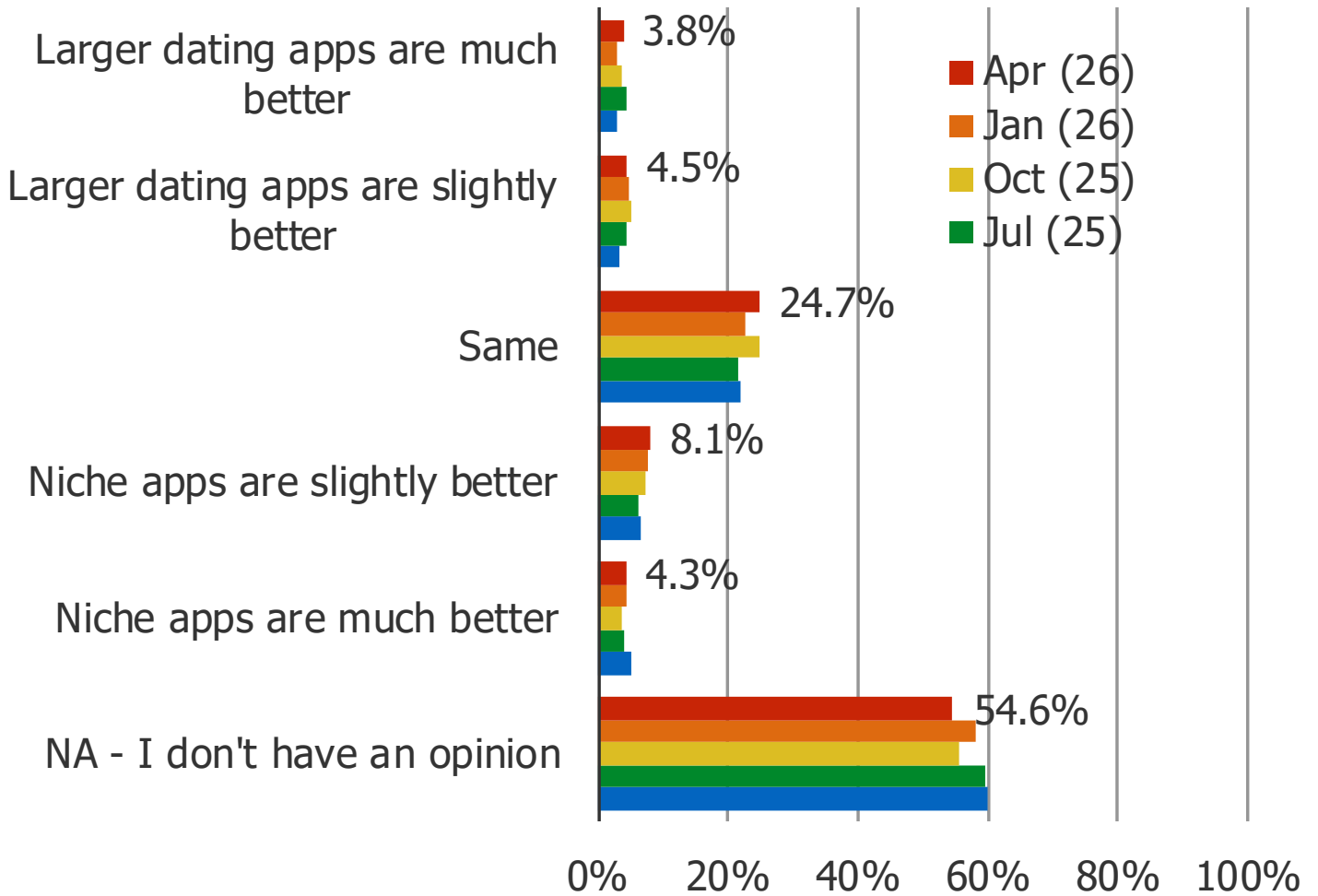
YOU MENTIONED THAT YOU ARE EITHER SEEKING A RELATIONSHIP OR ARE CASUALLY DATING. ARE YOU USING ONLINE DATING APPS OR WEBSITES AT ALL FOR THIS?

Posed to all respondents who are single and either seeking a relationship or are casually dating (N = 208).



IN YOUR OPINION, HOW DO NICHE DATING APPS (BASED ON RELIGION, INTERESTS, CAREER, ETC) COMPARE TO THE LARGER DATING APPS (MATCH, TINDER, BUMBLE, HINGE, ETC)?

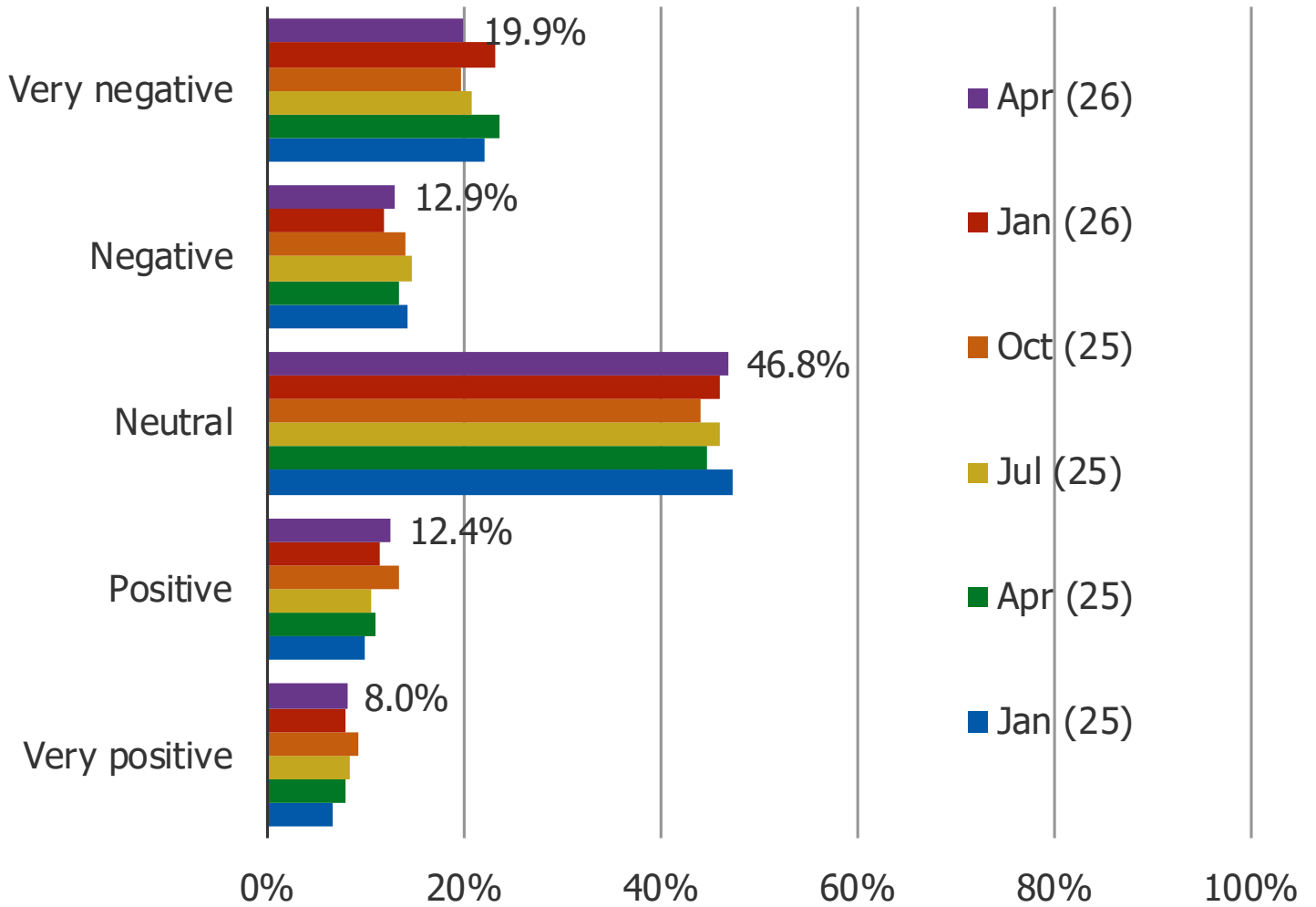
Posed to all respondents.



DATING APPS

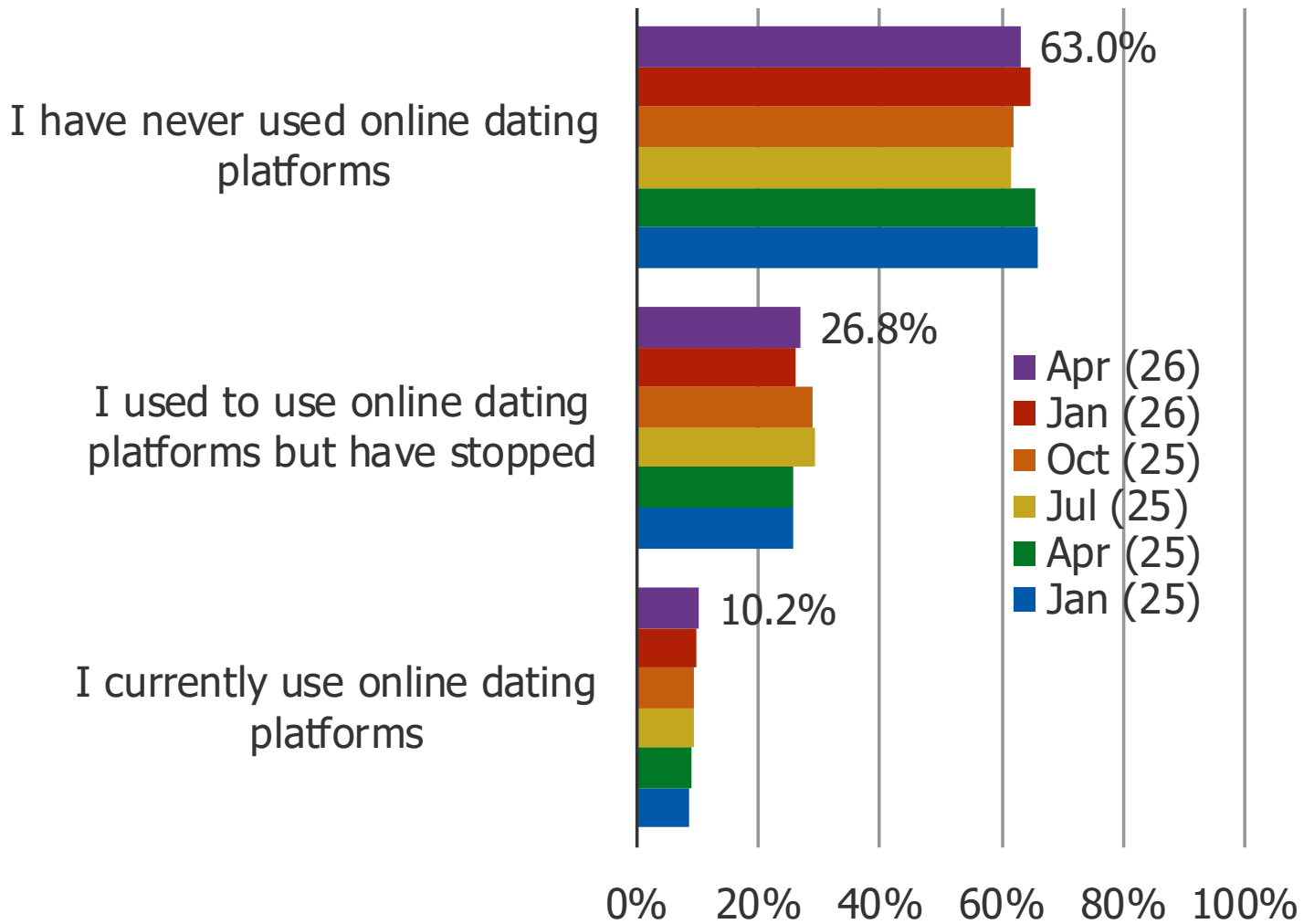
WHAT IS YOUR OPINION OF ONLINE DATING PLATFORMS?

Posed to all respondents



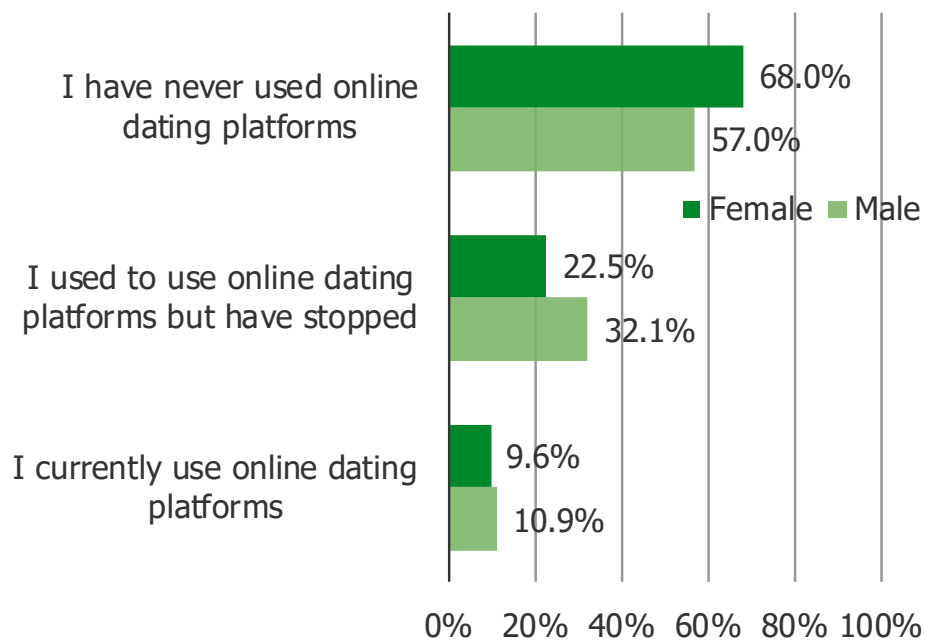
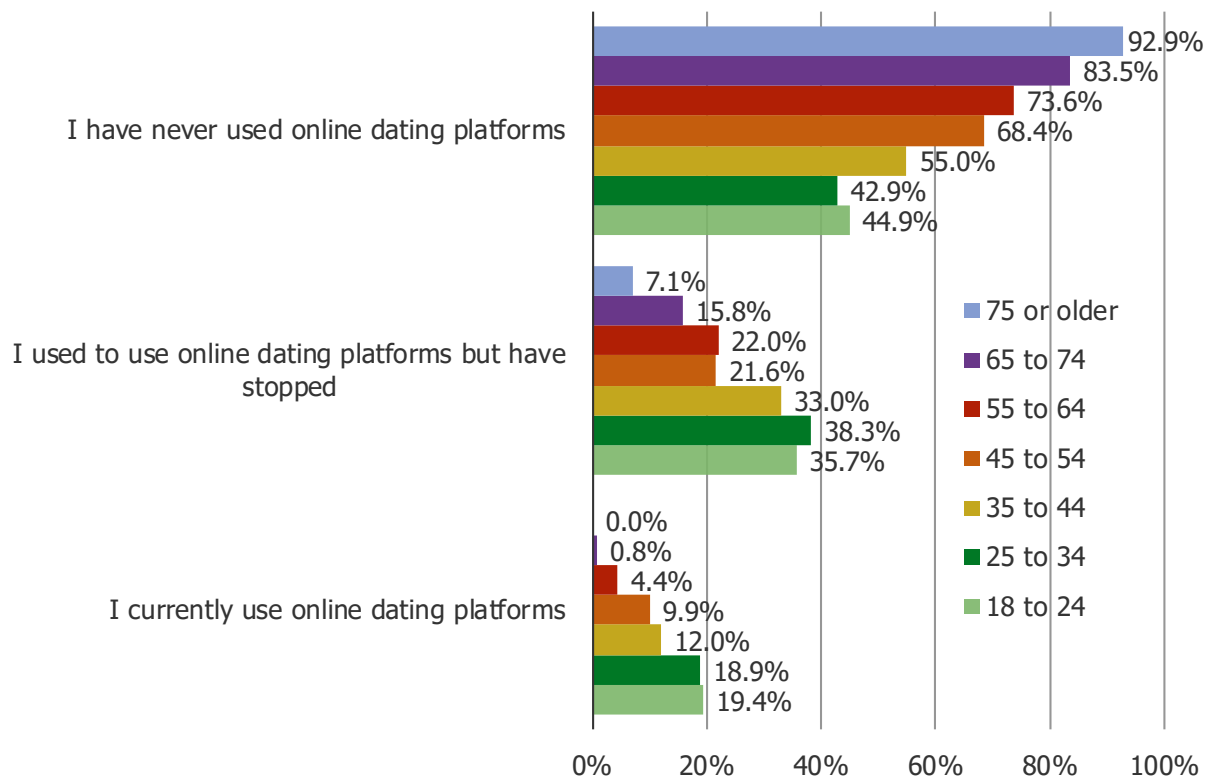
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH ONLINE DATING PLATFORMS (E.G., MATCH.COM, BUMBLE, TINDER, ETC.)?

Posed to all respondents



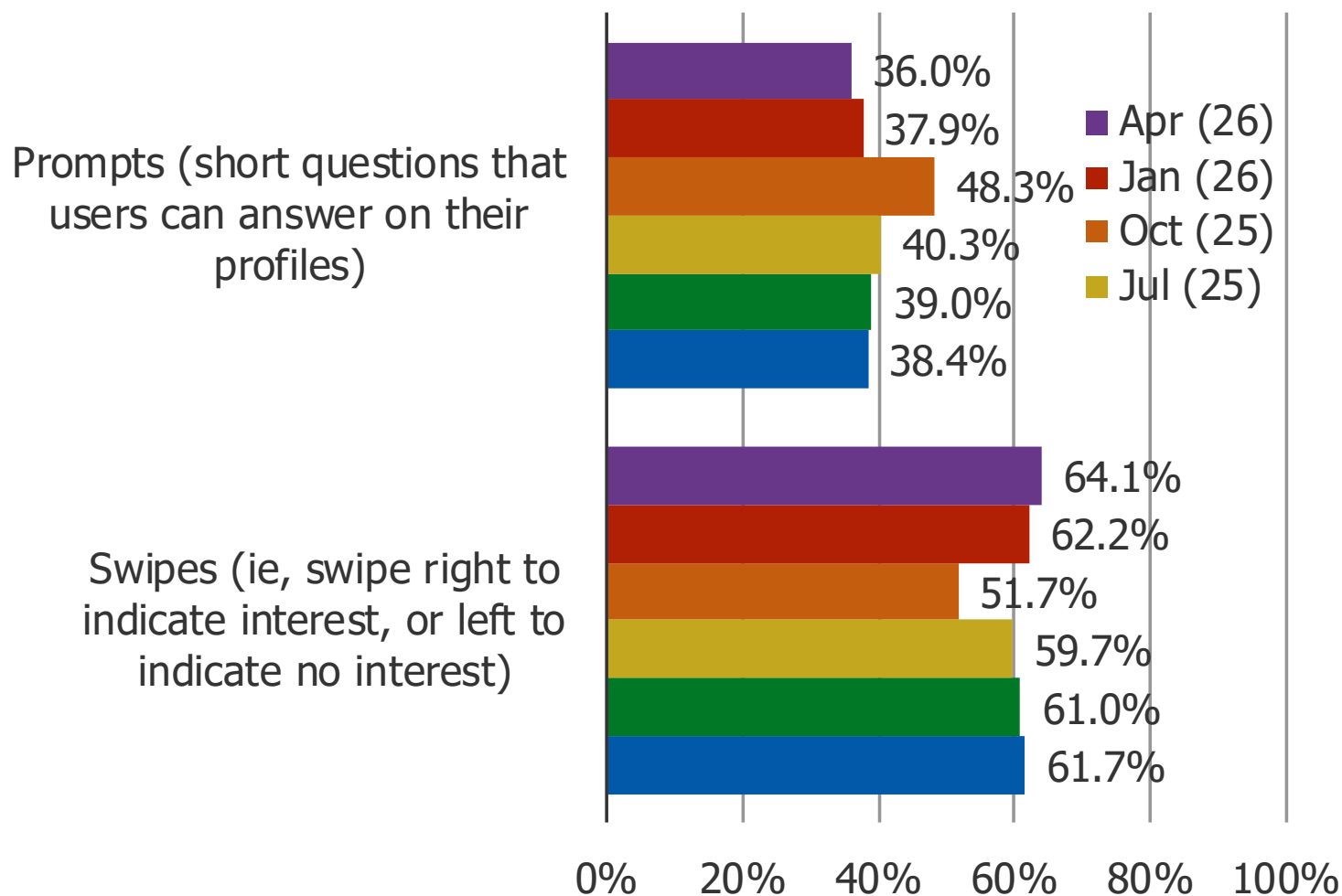
WHICH OF THE FOLLOWING BEST DESCRIBES YOUR EXPERIENCE WITH ONLINE DATING PLATFORMS (E.G., MATCH.COM, BUMBLE, TINDER, ETC.)?

Posed to all respondents (Cross-Tabbing Age and Gender)



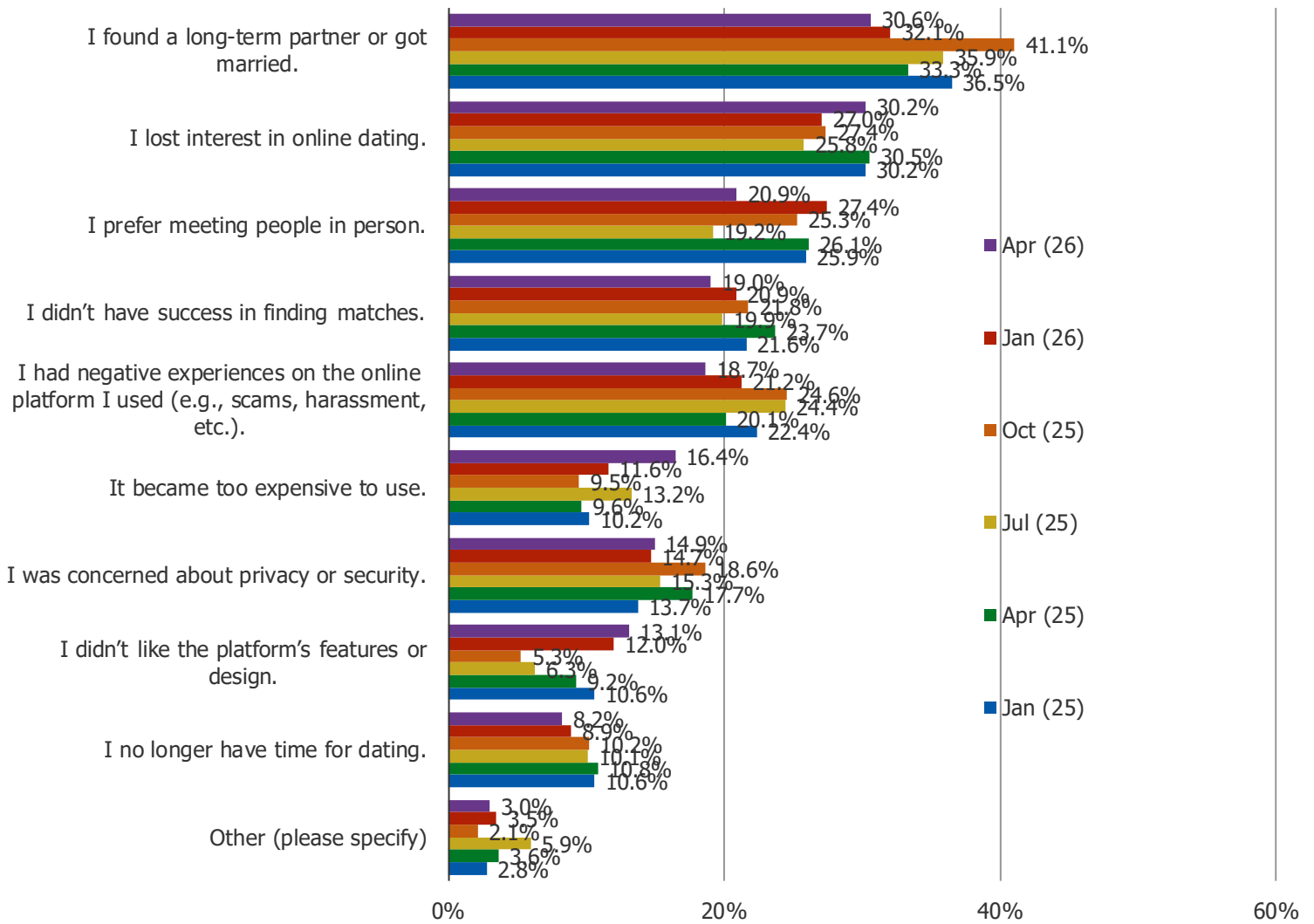
WHEN USING ONLINE DATING PLATFORMS, WHICH DO YOU PREFER?

Posed to all respondents who have ever used online dating apps/platforms (N = 370).



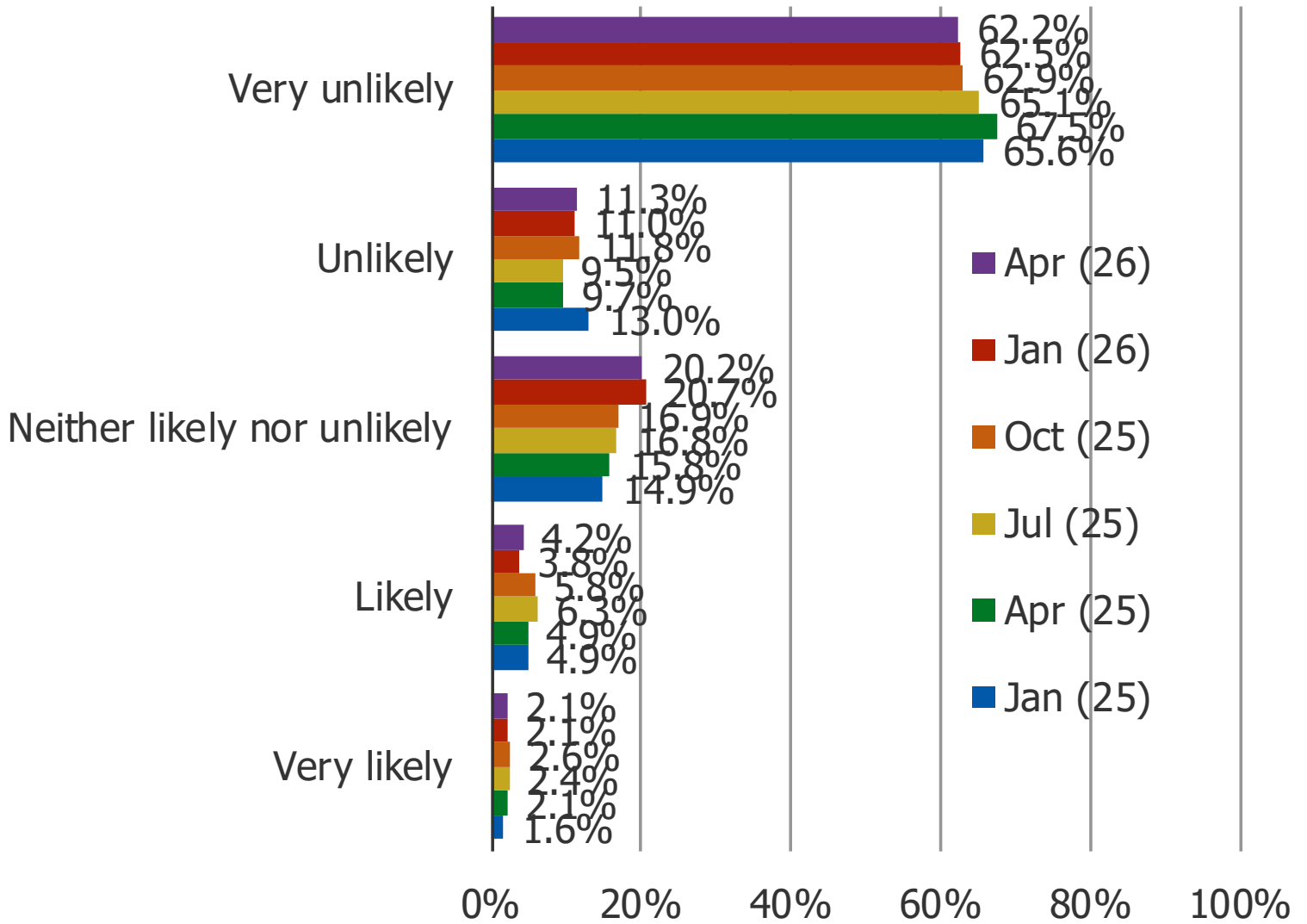
WHY DID YOU STOP USING ONLINE DATING PLATFORMS? SELECT ALL THAT APPLY

Posed to all respondents who have stopped using online dating platforms (N = 268).



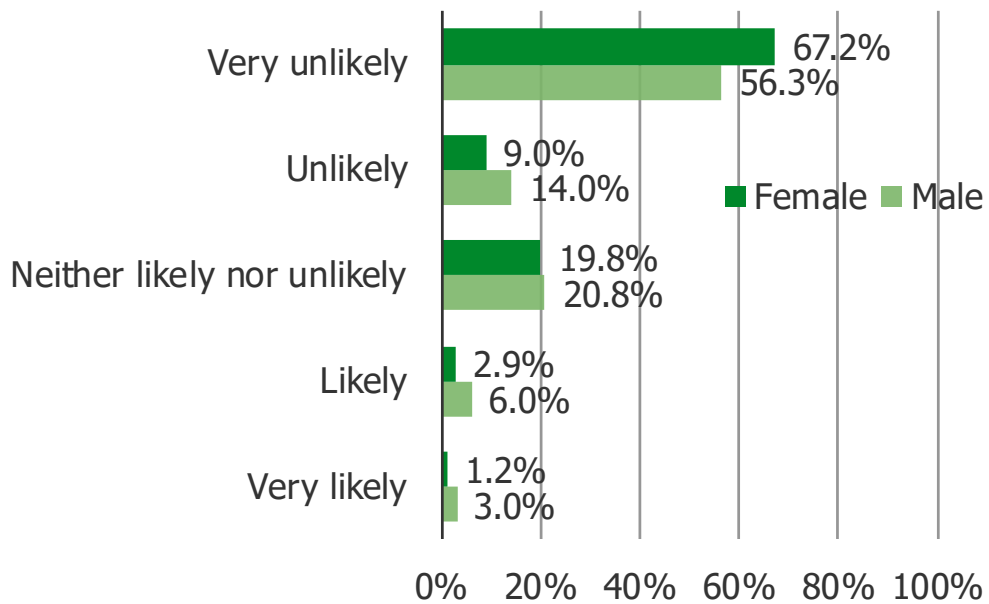
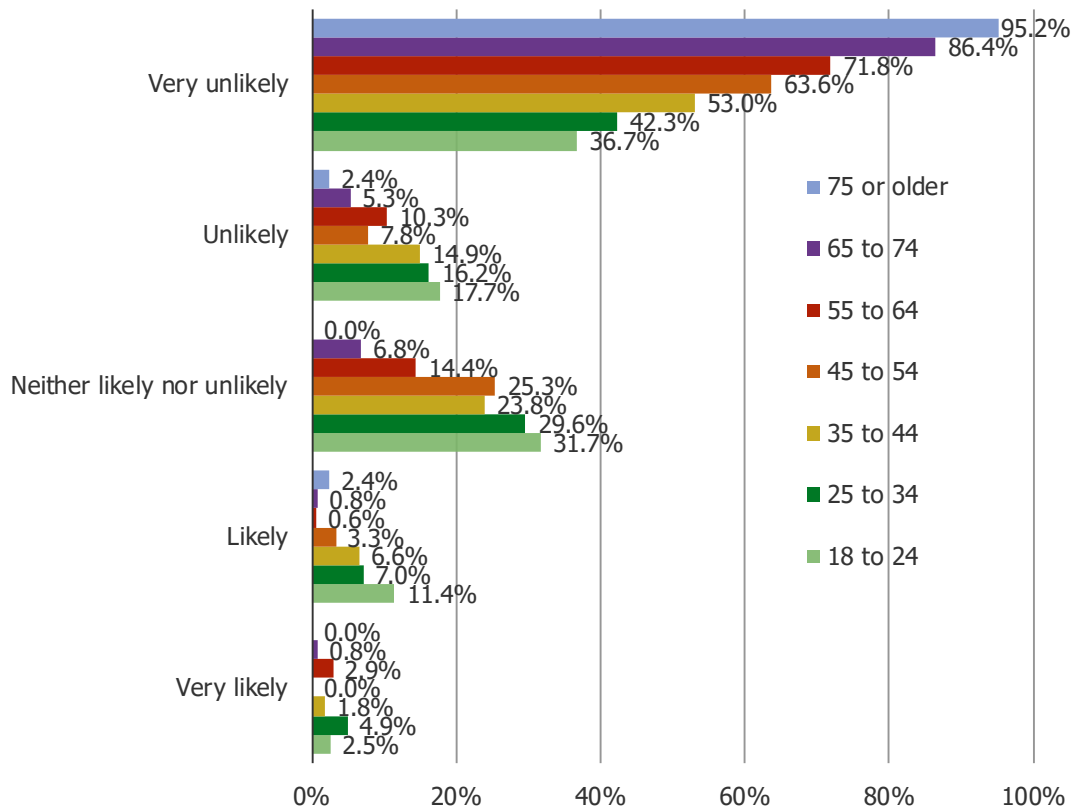
HOW LIKELY ARE YOU TO USE AN ONLINE DATING PLATFORM IN THE FUTURE?

Posed to all respondents who don't currently use online dating platforms (N = 897)



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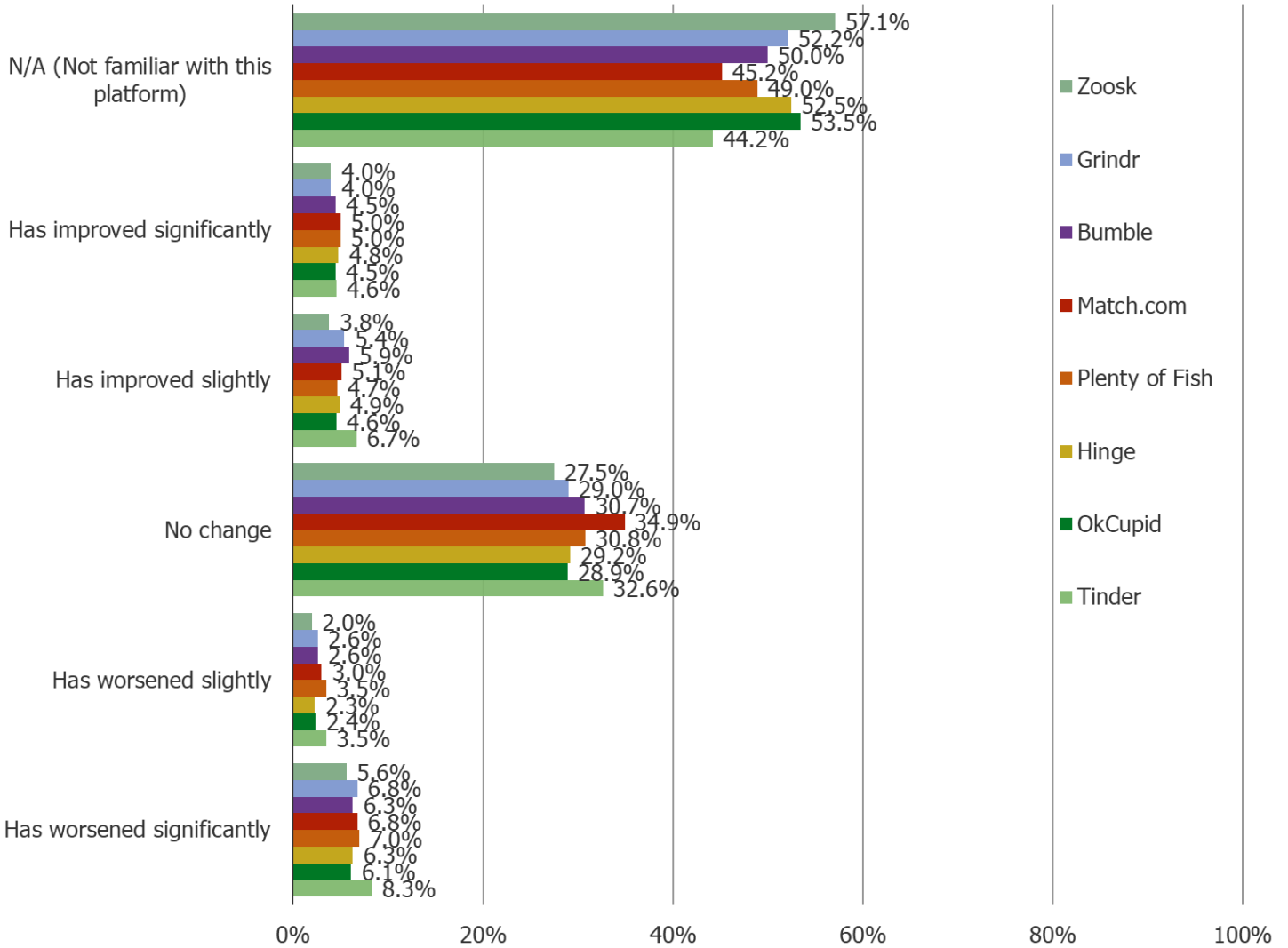
Posed to all respondents who don't currently use online dating platforms, Cross-Tabbing By Age and Gender



HOW HAS YOUR OPINION OF THE FOLLOWING ONLINE DATING PLATFORMS CHANGED OVER TIME? IE - FROM WHEN YOU FIRST BECAME FAMILIAR WITH IT AND NOW.

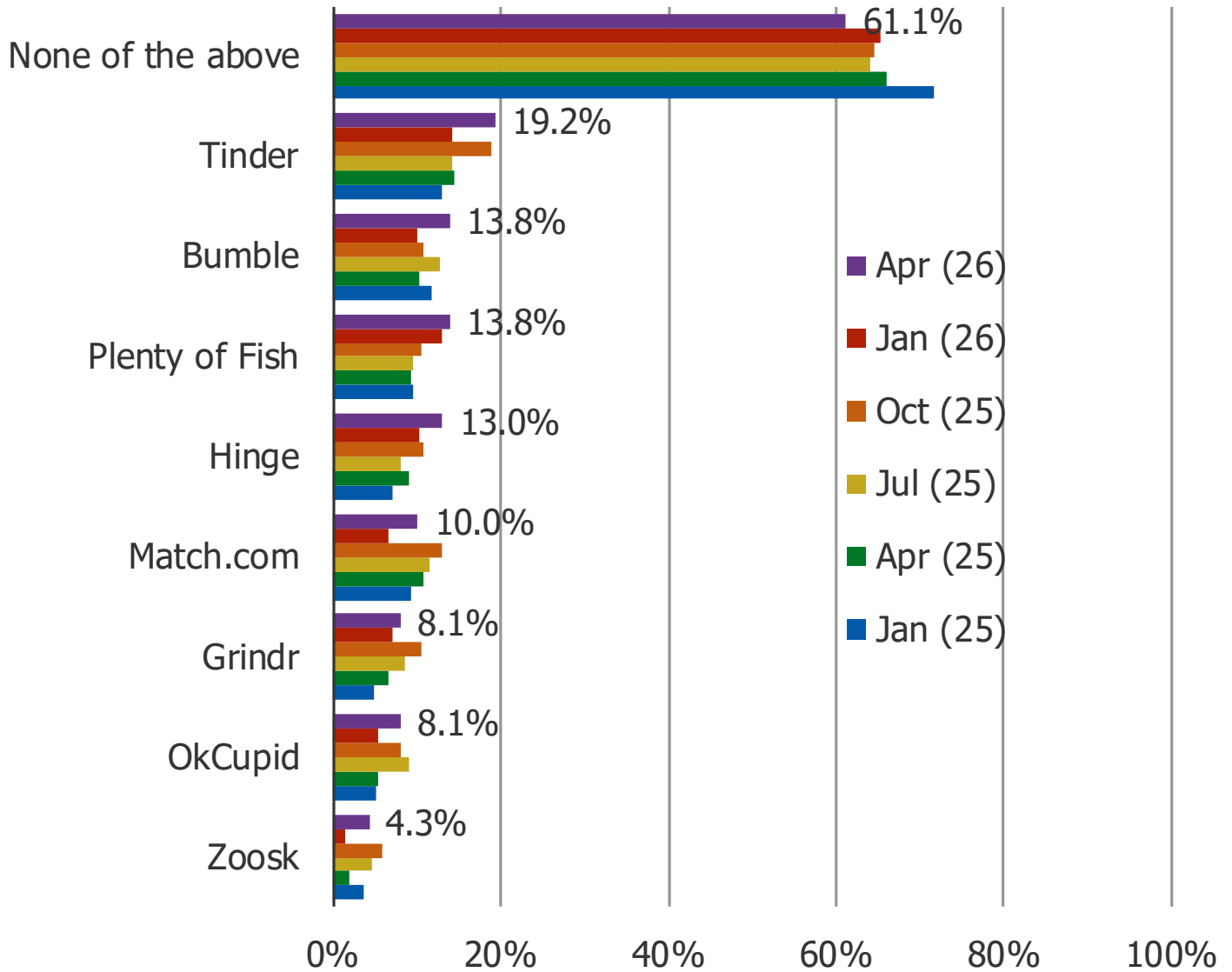
Posed to all respondents

April 2026



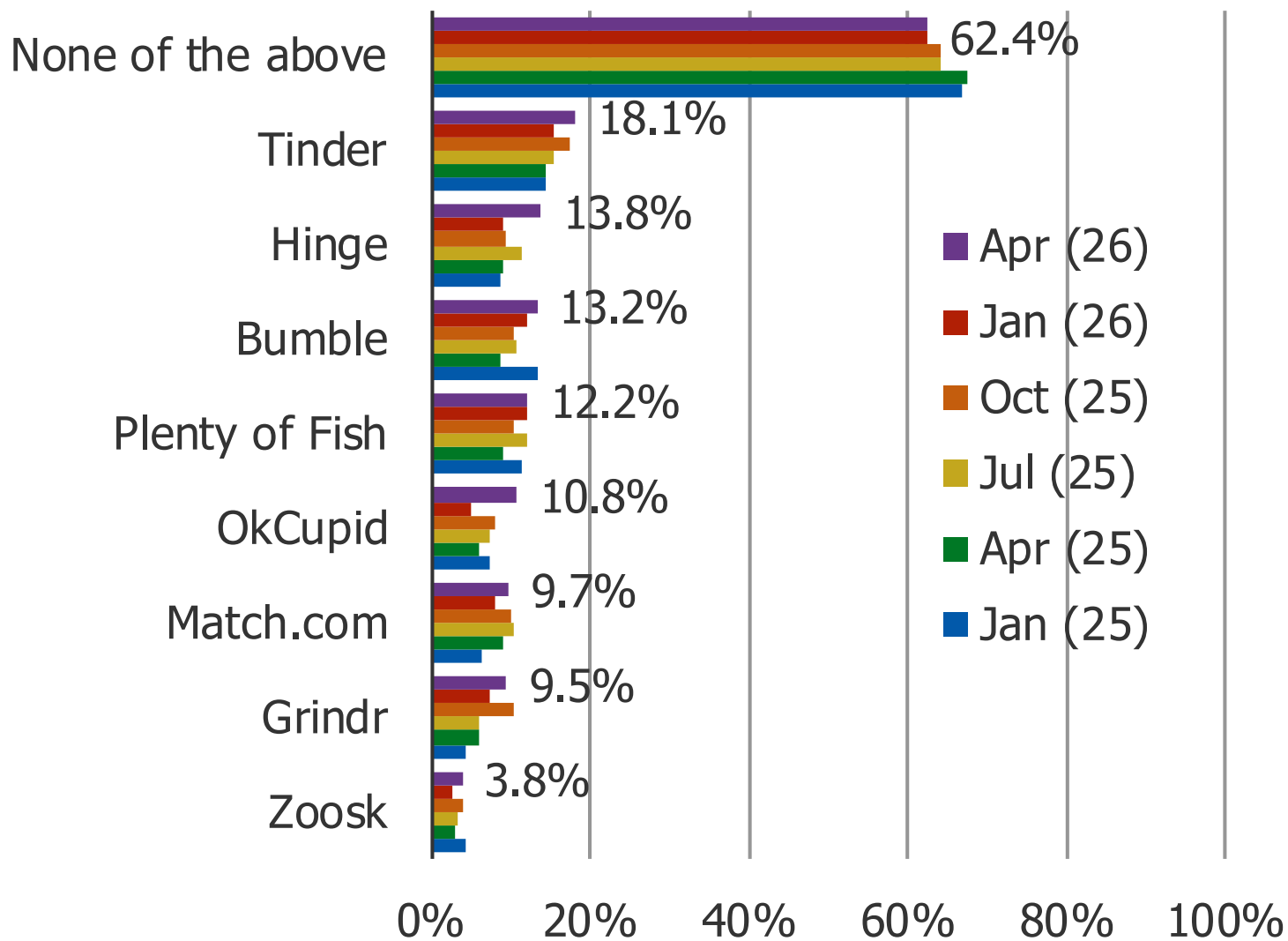
DO YOU CURRENTLY HAVE ANY OF THE FOLLOWING DOWNLOADED ON YOUR PHONE OR TABLET?
SELECT ALL THAT APPLY

Posed to all respondents who have ever used online dating platforms (N = 370).



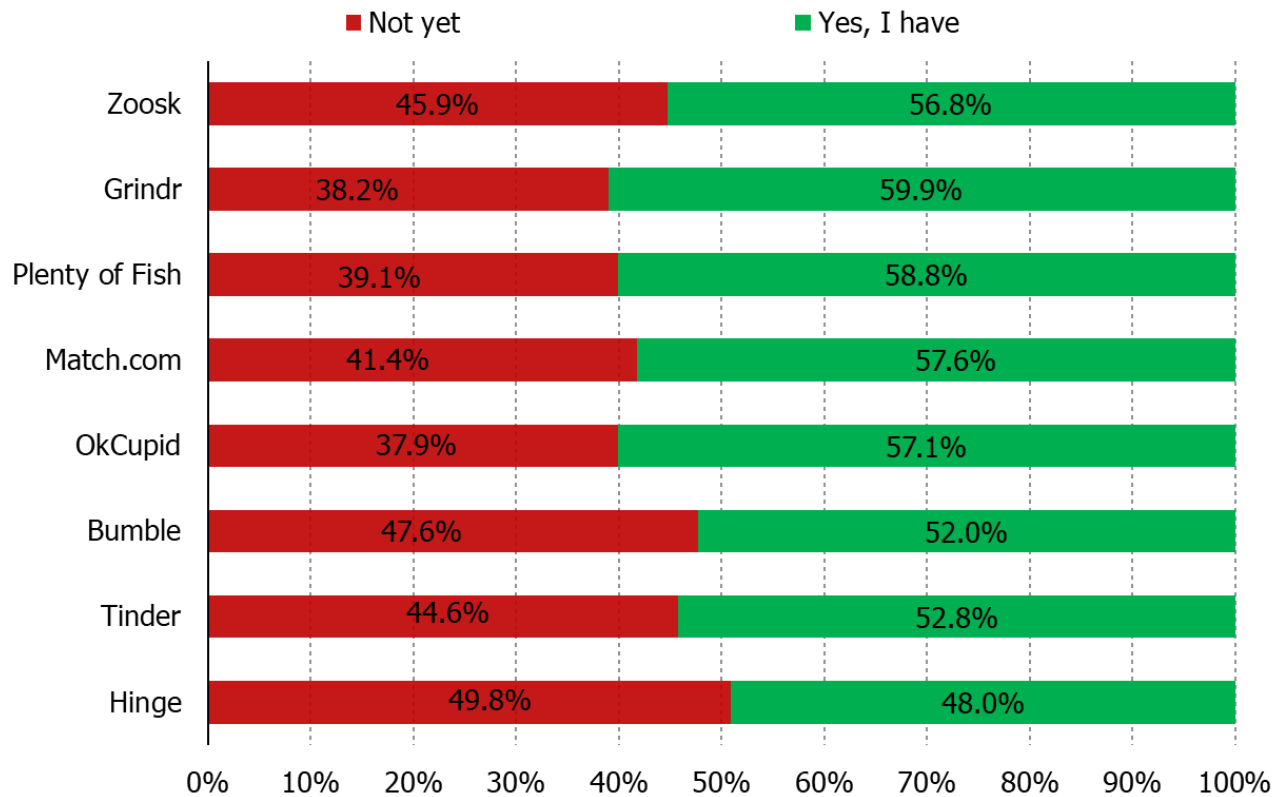
HAVE YOU USED ANY OF THE FOLLOWING IN THE PAST 6 MONTHS?

Posed to all respondents who have ever used online dating platforms (N = 370).



YOU MENTIONED THAT YOU USED THIS PLATFORM IN THE PAST 6 MONTHS. DURING THIS TIME, HAVE YOU MET UP IN PERSON WITH ANYONE YOU MET ON THE PLATFORM YET?

Posed to all respondents who have used the below in the past 6 months.

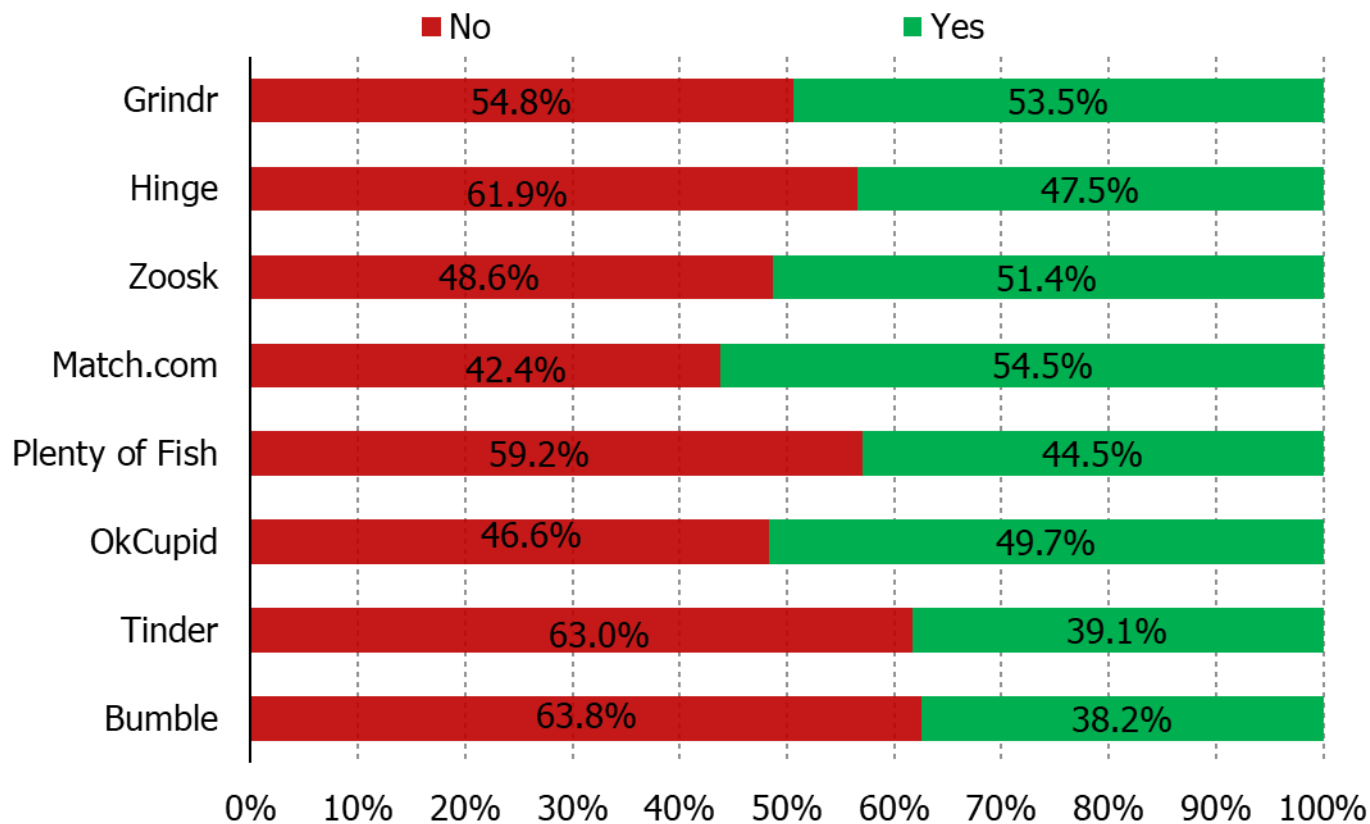


	N=
Hinge	223
Tinder	343
Bumble	246
OkCupid	161
Match.com	191
Plenty of Fish	238
Grindr	157
Zoosk	74

Combining results from all waves to date to achieve larger N sizes...

ARE YOU A PAYING USER ON THE FOLLOWING?

Posed to all respondents who have used the below in the past 6 months.

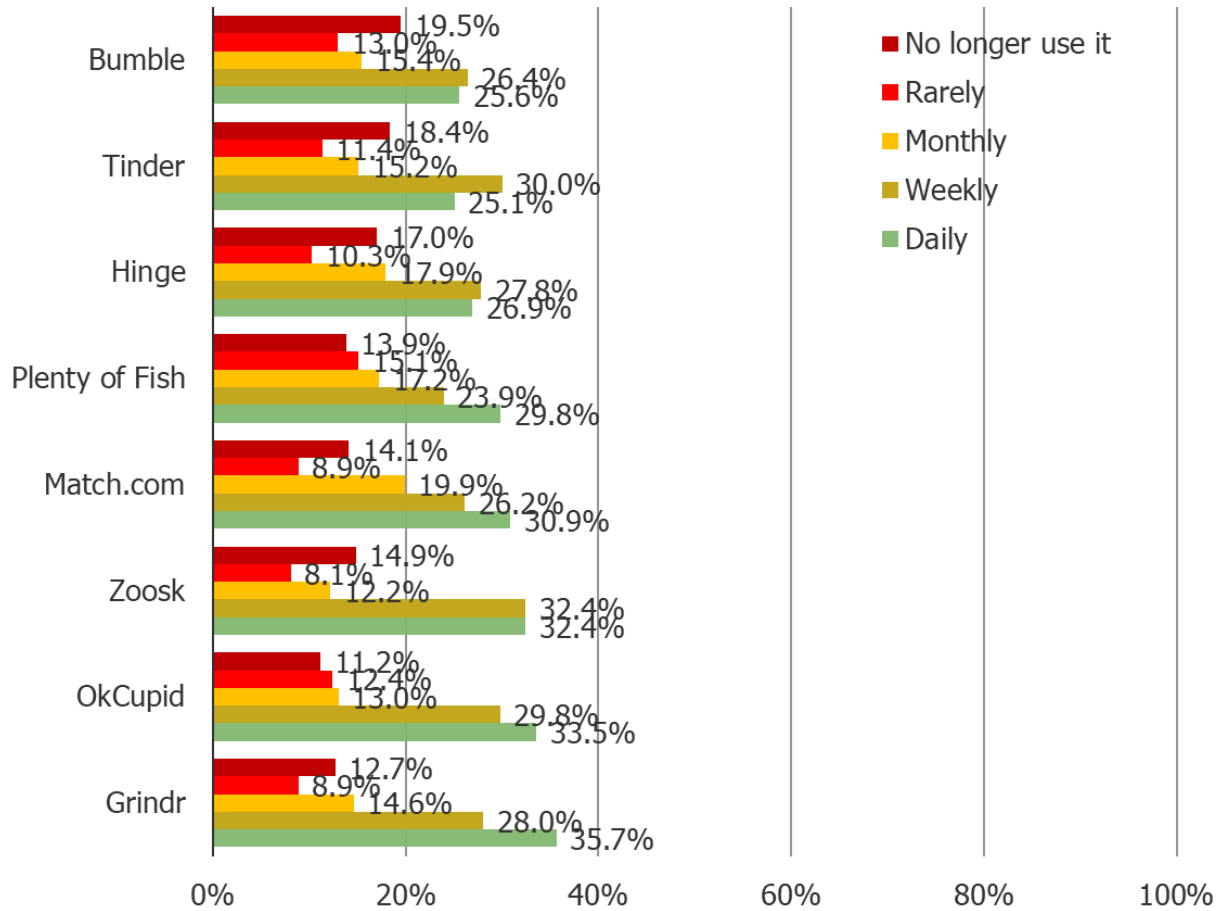


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Combining results from all waves to date to achieve larger N sizes...

HOW FREQUENTLY DO YOU USE THE FOLLOWING?

Posed to all respondents who have used the below in the past 6 months.

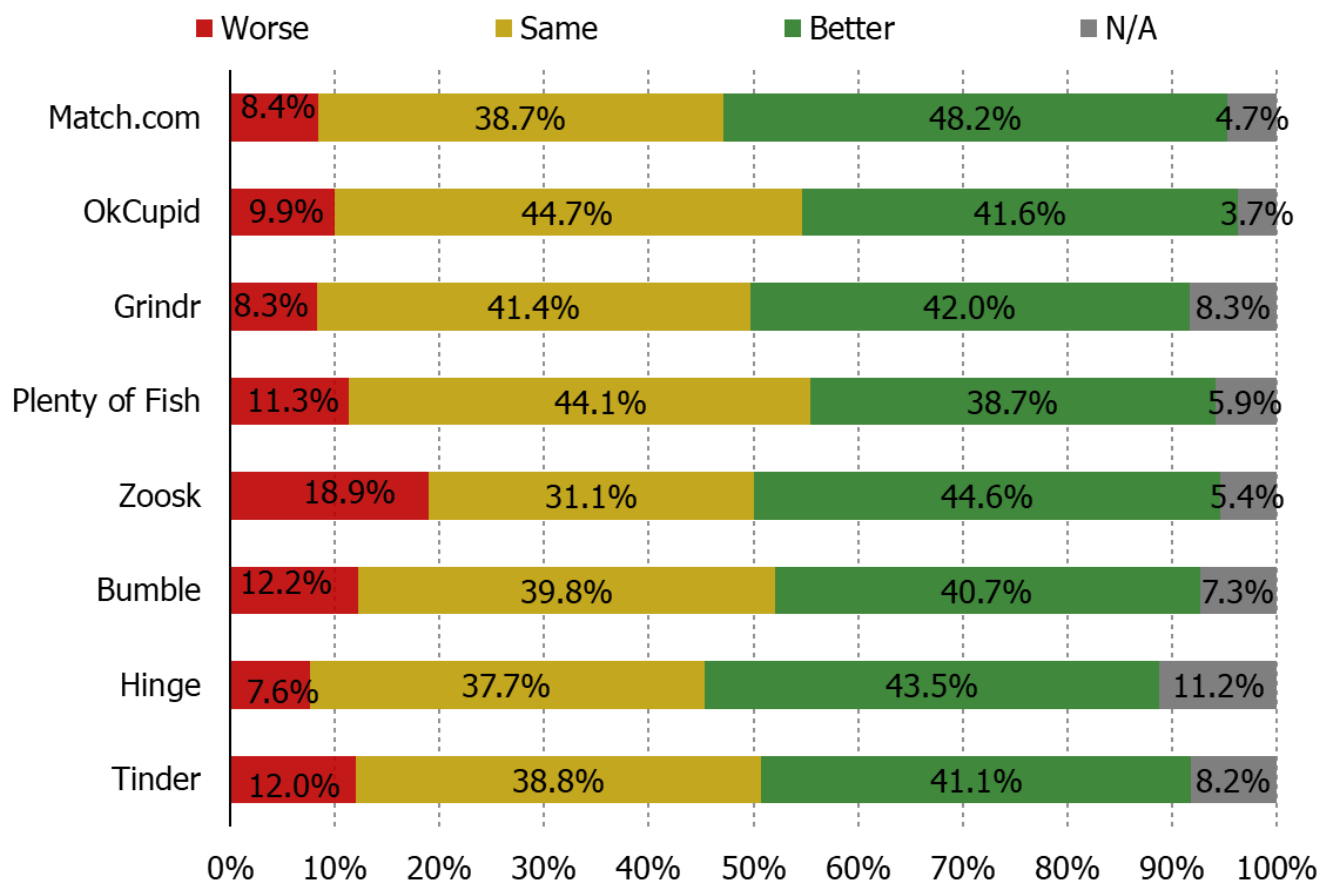


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HOW DO THE FOLLOWING COMPARE TO OTHER ONLINE DATING PLATFORMS THAT YOU HAVE USED?

Posed to all respondents who have used the below in the past 6 months.

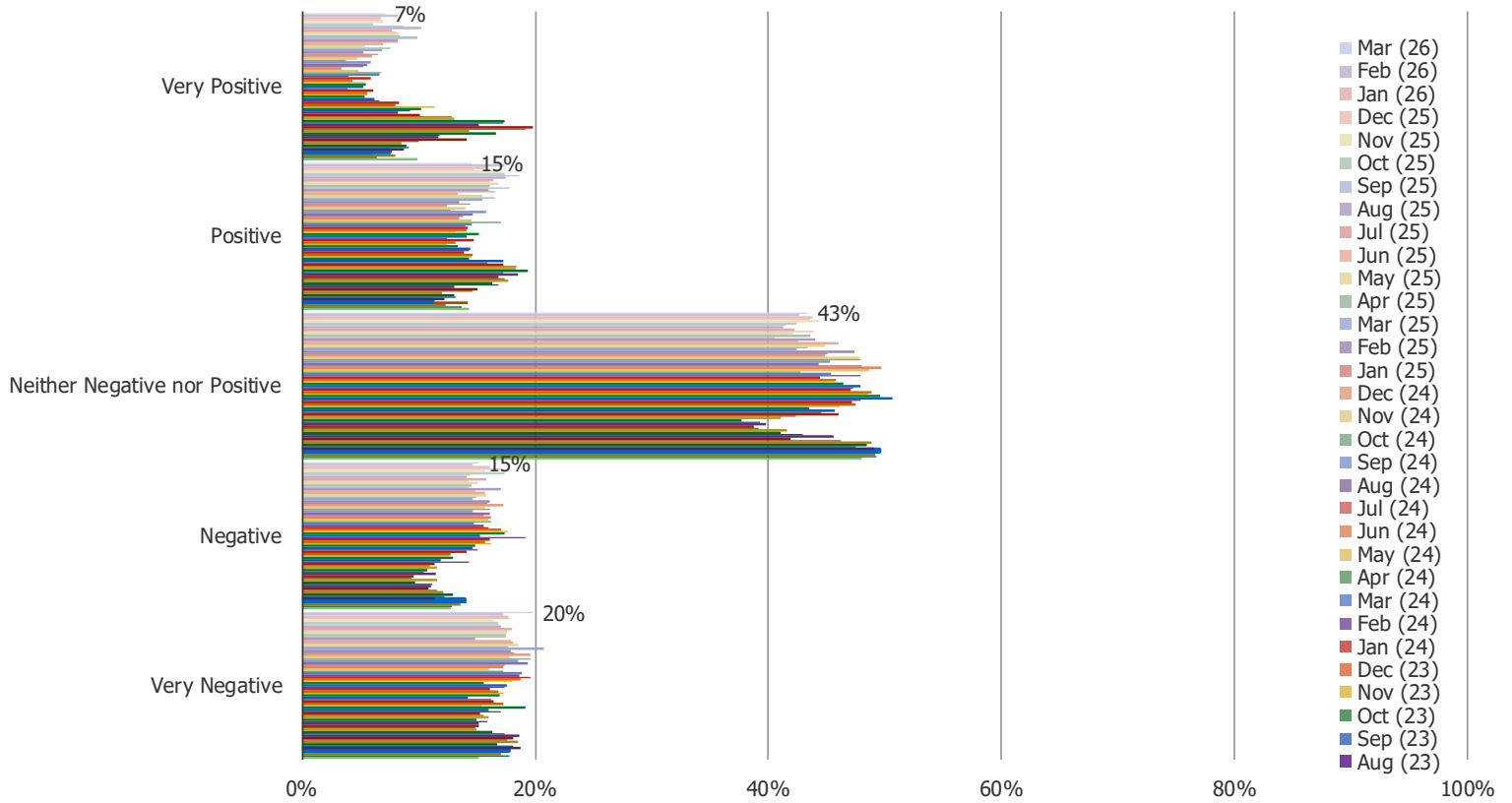


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WHAT IS YOUR OPINION OF ONLINE DATING APPS/SITES?

Posed to all respondents (monthly tracker), % breakdowns



WHAT IS YOUR OPINION OF ONLINE DATING APPS/SITES?

Posed to all respondents (monthly tracker), weighted average

