

FOR RELEASE FEBRUARY 2, 2023

From Looking for Love to Swiping the Field: Online Dating in the U.S.

Tinder is the most widely used dating platform in the U.S. About half of those who have used dating sites or apps have had positive experiences, and some have met their partners on one. But safety and harassment remain issues

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RECOMMENDED CITATION

Pew Research Center, February 2023, "From Looking for Love to Swiping the Field: Online Dating in the U.S."

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How we did this

Pew Research Center conducted this study to understand Americans' experiences with dating sites and apps and their views of online dating generally. This survey was conducted among 6,034 U.S. adults from July 5-17, 2022. This included 4,996 respondents from the Center's American Trends Panel (ATP), an online survey panel that is recruited through national, random sampling of residential addresses. This way nearly all U.S. adults have a chance of selection. It also included an oversample of 1,038 respondents from Ipsos' KnowledgePanel who indicated that they are lesbian, gay or bisexual (LGB), with oversampled groups weighted back to reflect proportions in the population. The survey is weighted to be representative of the U.S. adult population by gender, race, ethnicity, partisan affiliation, education and other categories. Read more about the [ATP's methodology](#).

Here are the [questions used for this analysis](#), along with responses, and its [methodology](#).

A note about the Asian adult sample

This survey includes a total sample size of 234 Asian adults. The sample primarily includes English-speaking Asian adults and, therefore, may not be representative of the overall Asian adult population. Despite this limitation, it is important to report the views of Asian adults on the topics in this study. As always, Asian adults' responses are incorporated into the general population figures throughout this report. Asian adults are shown as a separate group when the question was asked of the full sample. Because of the relatively small sample size and a reduction in precision due to weighting, results are not shown separately for Asian adults for questions that were only asked of online dating users or other filtered questions. We are also not able to analyze Asian adults by demographic categories, such as gender, age or education.

From Looking for Love to Swiping the Field: Online Dating in the U.S.

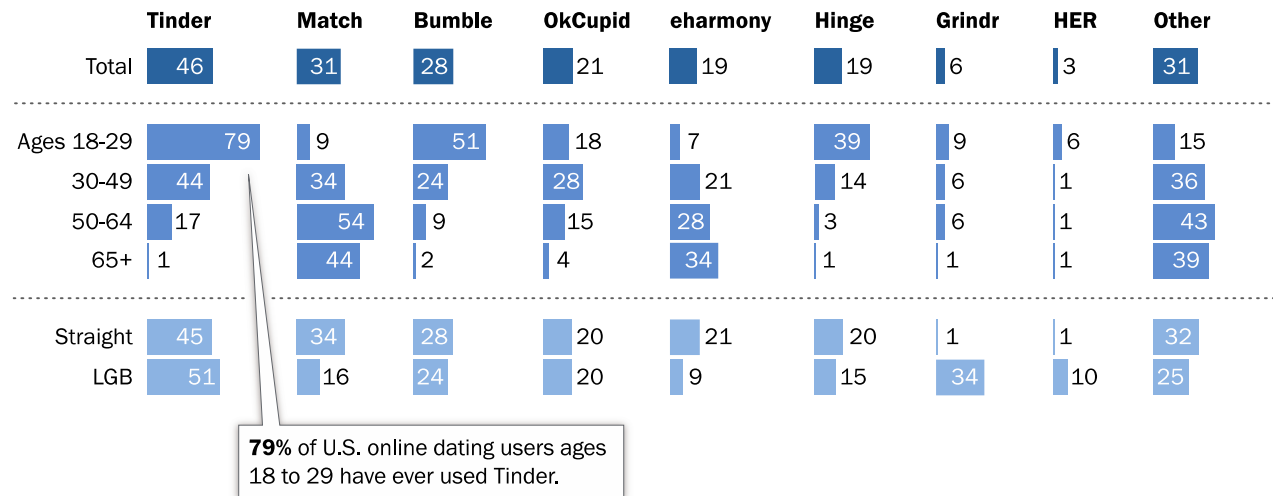
Tinder is the most widely used dating platform in the U.S. About half of those who have used dating sites or apps have had positive experiences, and some have met their partners on one. But safety and harassment remain issues

Whether searching for “the one” or “the right now,” Americans are turning to the internet to help them find companionship, commitment or casual encounters. Three-in-ten U.S. adults say they have ever used a dating site or app, according to a Pew Research Center survey conducted July 5-17, 2022. Their experiences range from triumphant to troubling, as some report meeting a partner online or being excited about prospects, while others report facing harassment or scams.

People have a number of dating sites and apps to choose from in today’s market. Tinder is the most commonly used dating site or app among the list of eight measured in the survey. Some 46% of Americans who have ever used a dating site or app say they have used it, which represents 14% of all U.S. adults.

Nearly half of online dating users – and about eight-in-ten users under 30 – report ever using Tinder, making it the most widely used dating platform in the U.S.

% of U.S. online dating users who say they have ever used ...



Note: Online dating users refers to those who have ever used a dating site or app. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. See topline for a list of the most common other dating sites or apps mentioned. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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About three-in-ten online dating users – equaling roughly one-in-ten adults overall – report ever using Match or Bumble. OkCupid, eHarmony and Hinge have each been used by roughly one-in-five online dating users (6% each among all adults).

While Grindr and HER are used by small shares of online dating users overall, they are far more popular among lesbian, gay or bisexual (LGB) online dating users.¹ Some 34% of LGB users say they have ever tried Grindr and 10% say this about HER.

And owing to the [wide range](#) of dating platforms available to Americans, about three-in-ten online dating users say they have ever used another dating site or app not on this list (see [Chapter 1](#) of this report for a discussion of these responses).

¹ The LGB category includes those who are lesbian, gay or bisexual. This is the unit of analysis in this report because the sample sizes for some of the categories are too small to analyze individually when studying online dating users. The combined category is used throughout this report so that broad comparisons can be made to highlight differences among groups. When possible, the Center prefers to break out subgroups to show the differences that may exist between groups of people, since the experiences and behaviors of those who are lesbian, gay or bisexual, for example, may be quite different. Additionally, since this research is focused on sexual orientation, not gender identity, and due to the fact that the transgender population in the U.S. is very small, transgender respondents are not identified separately.

The dating sites and apps people have used also vary widely by age. For example, 79% of online dating users under 30 say they have used Tinder, versus 44% of those ages 30 to 49 and smaller shares of those 50 and older. On the other hand, Match is more popular among online dating users 50 to 64 than among those in other age groups.

Like the Center's 2019 study, this survey primarily explored the experiences of online dating users in general – that is, no matter what platforms they have used. The overall share of Americans who report using any type of dating site or app – 30% – is unchanged since [the last time](#) the Center studied this topic. As was true then, some groups are more likely to have tried online dating than others.

Some 53% of adults under 30 have ever used a dating site or app – including a quarter who have used one in the past year. This compares with 37% of those ages 30 to 49 who have ever tried online dating and smaller shares of those 50 to 64 (20%) and 65 and older (13%) who say the same.

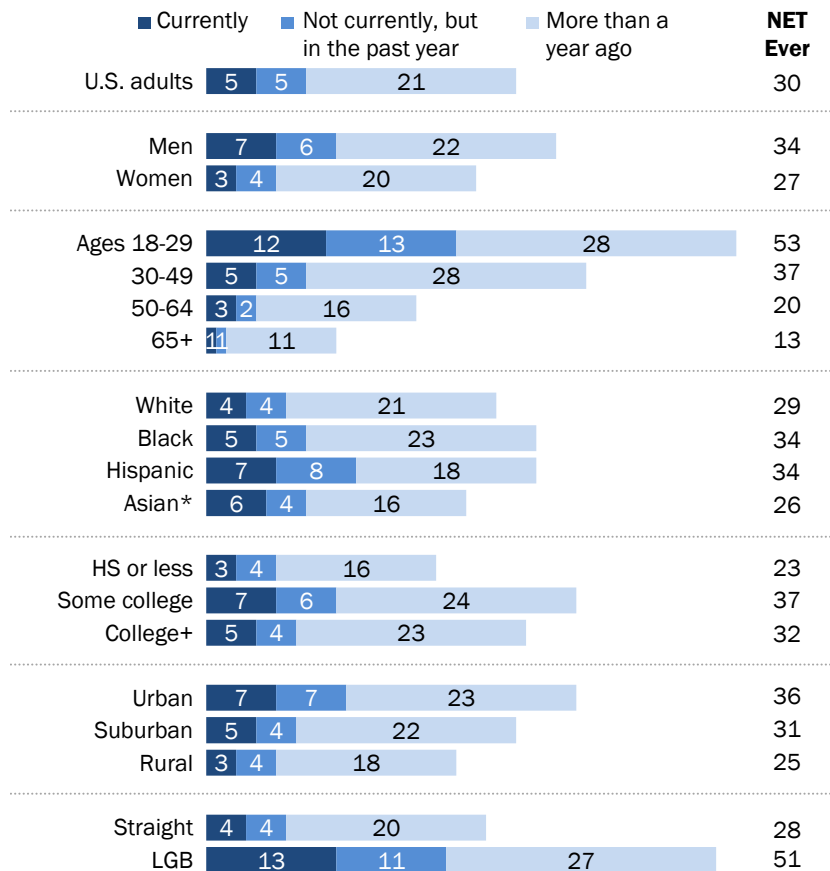
Beyond age differences, LGB adults stand out for their use of dating sites and apps: 51% of this group have used one, including 24% who have in the past year.

There are also more modest differences by community type, education and gender. Similar shares of Americans across racial and ethnic groups say they have ever used a dating site or app.

The [upsides and downsides](#) of dating digitally have inspired [considerable debate](#). One of the key questions surrounding online dating is whether these platforms lead to long-term relationships.

Roughly a quarter of LGB adults, those under 30 have used a dating site or app in the past year, eclipsing their peers

% of U.S. adults who are using/have used a dating site or app ...



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

"From Looking for Love to Swiping the Field: Online Dating in the U.S."

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One-in-ten adults who are partnered – that is, they are married, living with a partner or in a committed romantic relationship – say they met this person on a dating site or app. The share rises to 20% of partnered adults under 30 who say online dating brought them together; about a quarter of LGB partnered adults say the same.

Even so, Americans overall have divided views on some aspects of online dating. For example, not everyone thinks this is a safe way to meet people. About half (48%) say dating sites and apps are a very or somewhat safe way to meet people, while 49% say they are not at all or not too safe.

And the experiences of online dating users, themselves, are also mixed. About half describe their experiences as positive. But some 48% report that their experience on dating sites or apps has included at least one of four unwanted behaviors the survey explored: receiving unsolicited sexual messages or images, experiencing unwanted continued contact, being called an offensive name or being physically threatened.

These are among the major findings from the nationally representative Pew Research Center survey of 6,034 U.S. adults, conducted from July 5-17, 2022. The following are additional key insights from the survey.

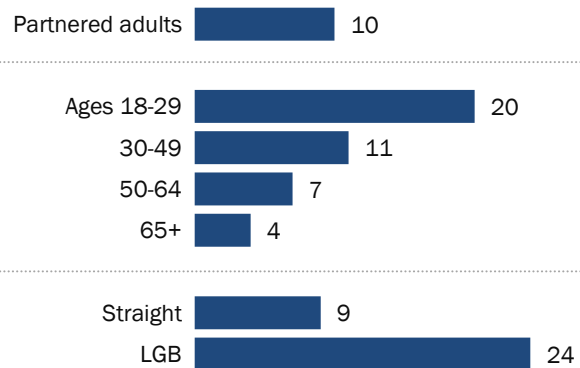
Terminology

Throughout this report, the following terms related to online dating and relationships are used:

- **Online dating users** refers to the 30% of Americans who answered yes to the following question: “Have you ever used an online dating site or dating app?”
- **Current or recent online dating users** refers to the 9% of adults who had used a dating site or app in the past year as of the July survey.
- **Partnered** refers to the 69% of U.S. adults who describe themselves as married, living with a partner, or in a committed romantic relationship.
- **Single and looking** refers to the 13% of U.S. adults who do not describe themselves as married, living with a partner or in a committed romantic relationship and who are looking for a committed romantic relationship only, casual dates only, or either of these things.

About a quarter of partnered LGB adults say they met their match online dating

Among partnered U.S. adults, % who say they met their current spouse or partner on a dating site or app



Note: Partnered adults refers to those who are married, living with a partner, or in a committed romantic relationship. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Roughly half of those who have used dating sites or apps say experiences have been positive and about a third have paid to use a platform

Asked to describe their experiences overall, Americans who have tried online dating are somewhat divided over whether their time on these platforms has been for the better or the worse. Some 53% of online dating users say their experiences have been at least somewhat positive, including 14% who say they have been very positive. A slightly smaller share (46%) say their experiences have been very or somewhat negative overall.

53% of those who have used a dating site or app at some point say their experiences have been positive

% of U.S. online dating users who say overall, their OWN personal experiences with dating sites or apps have been ...



Note: Online dating users refers to those who have ever used a dating site or app. Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

"From Looking for Love to Swiping the Field: Online Dating in the U.S."

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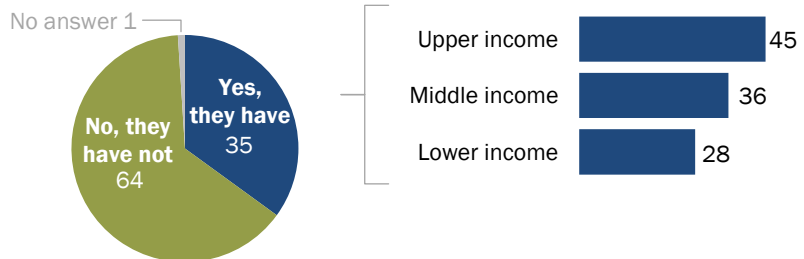
These experiences vary by demographics like gender, race and ethnicity, household income and sexual orientation. For example, men are more likely than women to report positive experiences (57% vs. 48%); LGB users are more likely than straight users to say the same (61% vs. 53%). There has been no change in the overall shares of online dating users who say their experiences have been positive or negative since 2019, though there have been a few small shifts among demographic groups.

A number of aspects of the online dating experience can come with a price tag, as dating sites and apps offer [paid versions or features](#) – like being able to see who likes you or getting extra time to message someone. Some 35% of Americans who have ever used a dating site or app have paid to use one at some point, which includes those who have paid for extra features on a platform they already were using.

This share is greater among online dating users with upper incomes (45%) than for those with middle (36%) or lower incomes (28%).²

About a third of online dating users have paid to use a dating site or app, and this is more common among those with higher incomes

% of online dating users who say ___ ever paid to use a dating site or app, including for extra features on that site or app



Note: Online dating users refers to those who have ever used a dating site or app. Family income tiers based on adjusted 2020 income. Figures may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Experiences with harassment, scams on dating sites differ by gender, age

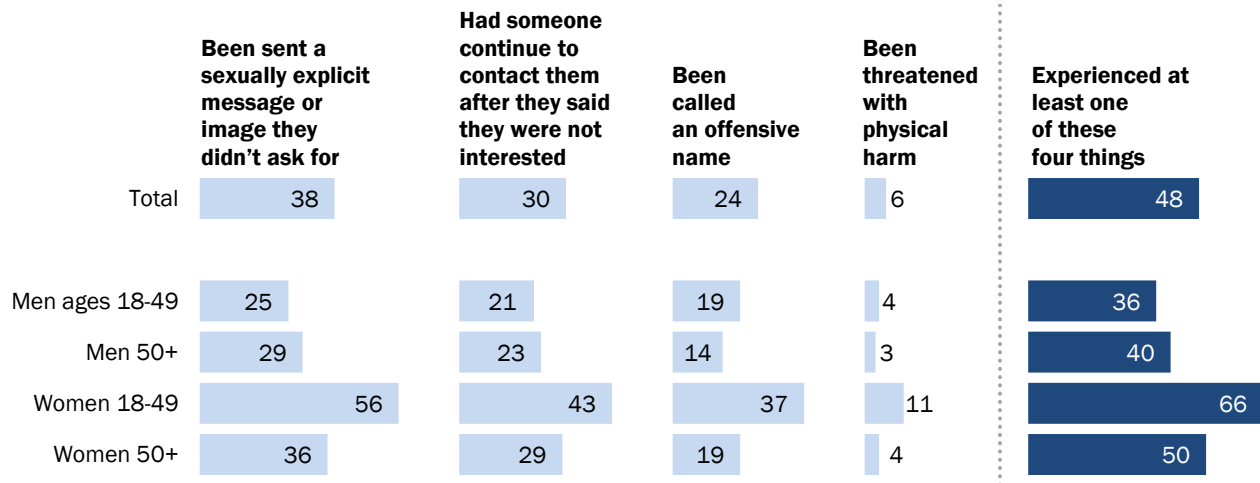
The survey further explored users’ encounters with those who have less-than-noble intentions while on dating sites and apps – including those who harass or scam users.

Some 38% of online dating users have been sent a sexually explicit message they didn’t ask for on dating sites or apps; 30% have had someone continue to contact them after they said they were not interested; 24% have been called an offensive name; and 6% have had someone threaten to physically harm them. All told, about half of those who have ever used dating sites or apps (48%) say they have experienced at least one of these four unwanted behaviors.

² Family incomes are based on 2020 earnings and adjusted for differences in purchasing power by geographic region and for household sizes. Middle income is defined here as two-thirds to double the median annual family income for all panelists on the American Trends Panel. Lower income falls below that range; upper income falls above it.

A majority of women younger than 50 who have used dating sites or apps have received unwanted sexually explicit messages or images on these platforms

% of U.S. online dating users who say they have ever ___ on a dating site or app



Note: Online dating users refers to those who have ever used a dating site or app. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Women are more likely than men to have experienced each of these four behaviors on dating sites and apps that were covered in the survey, and this is largely driven by women under 50. Some 56% of women under 50 who have ever used a dating site or app have been sent unwanted sexually explicit content and about four-in-ten each have been contacted after they said they were not interested (43%) or called an offensive name (37%). Some 11% of this group have been threatened with physical harm on a dating site or app.

All told, about two-thirds (66%) of women under 50 who have tried online dating have experienced at least one of these four unwanted behaviors the survey explored.

LGB users are also particularly likely to experience these things while on dating sites and apps: 64% have faced at least one of the four unwanted experiences the survey covered compared with a smaller share of straight users (45%). Specifically, they are more likely than straight users to say they have ever received unwanted sexual messages or images (56% vs. 34%), experienced unwanted continued contact (42% vs. 28%), or been called offensive names (33% vs. 22%).

Black users are also more likely than White users to say they have received unwanted sexual images or messages (47% vs. 35%), while Hispanic users are more likely to report receiving physical threats than their White counterparts (11% vs. 4%). There are no differences by race or ethnicity in receiving continued unwanted contact or being called offensive names.

Aside from harassment, scams are also a [potential concern](#) on dating sites. Some 52% of online dating users think they have encountered a scammer while using them, and this varies by age and gender. Among online dating users, a majority of men under 50 (63%) say they have come across a potential scammer, compared with smaller shares of men 50 and older (47%) or women of any age (44%).

Men and women who have used dating platforms in past year differ in their reactions to how many messages they have gotten in that time

Some 9% of Americans report using a dating site or app in the past year as of the July survey, and these current or recent users express a mix of emotions about who they see on the platforms and how communications flow on them.

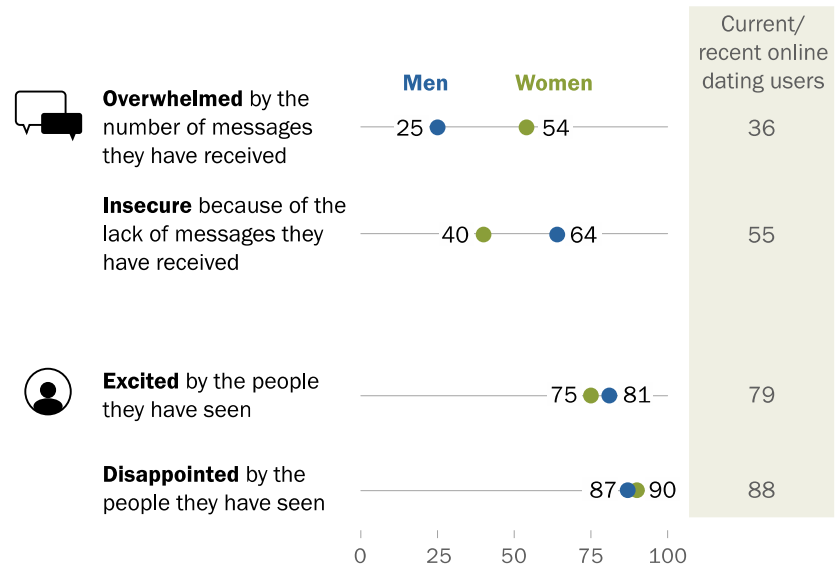
Vast majorities of current or recent online dating users say they have been disappointed (88%) and excited (79%) at least sometimes by people they have seen on the platforms over the past year. This is true regardless of gender. For example, 81% of men and 75% of women report at least some excitement over the people they have encountered recently on dating sites and apps.

But when it comes to actually connecting with people, not everyone is happy with the amount of messages they get.

Some 55% of current or recent users say they have at least sometimes been insecure because of the lack of messages they have received in the past year, with this feeling far more common among men than women (64% vs. 40%). On the flip side, 36% of these current or recent users say they are overwhelmed by the number of messages at least sometimes, and this is far more common among women than men (54% vs. 25%).

Women, men using dating platforms in past year feel differently about the number of messages they get – women more likely to be overwhelmed; men, insecure

Among those who have used dating sites or apps in the past year, % who say they have **often** or **sometimes** felt ___ while using these sites or apps in that time frame



Note: Current/recent online dating users refers to those who have used a dating site or app in the past year. Not all differences shown are statistically significant. Those who did not give an answer or who gave other responses are not shown.
 Source: Survey of U.S. adults conducted July 5-17, 2022.
 "From Looking for Love to Swiping the Field: Online Dating in the U.S."

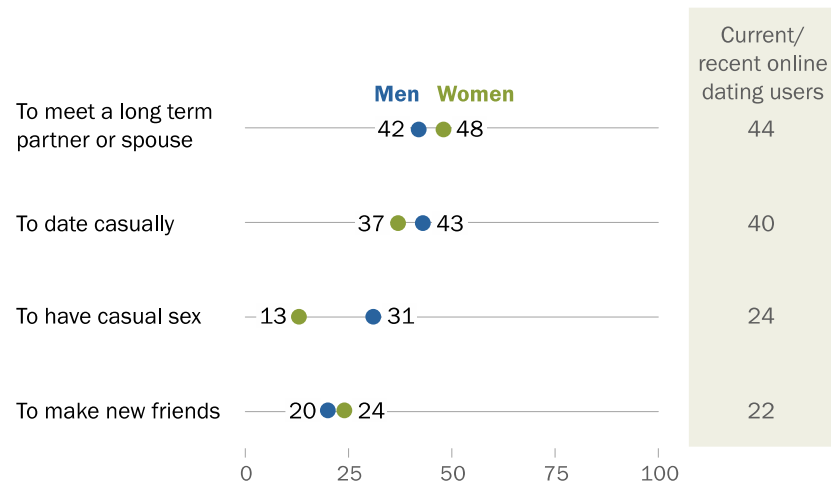
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When it comes to four potential reasons why people might be on dating platforms, 44% of current or recent users say a major reason they are there is to find a long-term partner and a similar share (40%) say this about dating casually. Smaller shares say this about having casual sex (24%) or finding new friends (22%).

Men and women do not differ on three of these four reasons, but casual sex is the exception. The share of men who have used dating sites or apps in the past year and say having casual sex is a major reason is 18 points greater than the share of women users who say the same.

Similar shares of men versus women who have online dated recently say a major reason is to find a partner, dates, friends; differences emerge for casual sex

Among those who have used a dating site or app in the past year, % who say a **major reason** they have used a dating site or app in that time frame is ...



Note: Current/recent online dating users refers to those who have used a dating site or app in the past year. Not all differences shown are statistically significant. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Americans hold mixed views on what online dating means for finding a partner and the choices people have

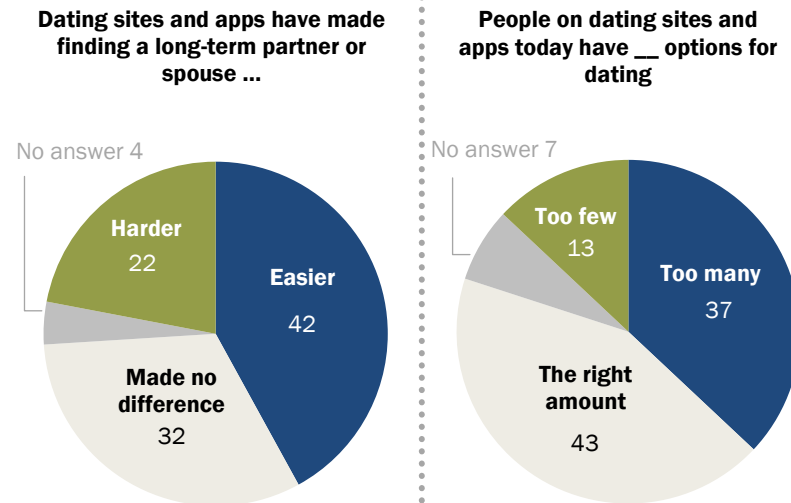
These findings come as the [value of human connection](#) is on many people's minds after the [COVID-19 pandemic](#) upended in-person interaction for a time. Still, Americans' opinions and experiences reflect [longstanding debates](#) over the [impact of technology](#) on relationships that [continue to evolve](#) today.

Asked about their perceptions of online dating – regardless of whether they have tried it or not – Americans overall see some positives: People tend to think these platforms make finding a partner easier rather than harder, though about a third say it has made no difference. Views on the choices these platforms provide are mixed, with about four-in-ten each saying they present too many choices or that it’s the right amount. About one-in-ten say they present too few.

When it comes to online dating’s overall impact on dating and relationships, people are relatively ambivalent, as was the case in 2019. Americans are about as likely to say online dating’s impact has been mostly negative (21%) as mostly positive (18%). But the majority (59%) say the impact of dating sites and apps has been neither positive nor negative, up from the share who said this in 2019 (50%).

Americans lean toward thinking dating sites and apps make finding a partner easier versus harder, but some say the number of choices they present isn’t ideal

% of U.S. adults who say the following



Note: A lot/a little harder and a lot/a little easier are combined above. Figures may not add up to 100% due to rounding.

Source: Survey of U.S. adults conducted July 5-17, 2022.

“From Looking for Love to Swiping the Field: Online Dating in the U.S.”

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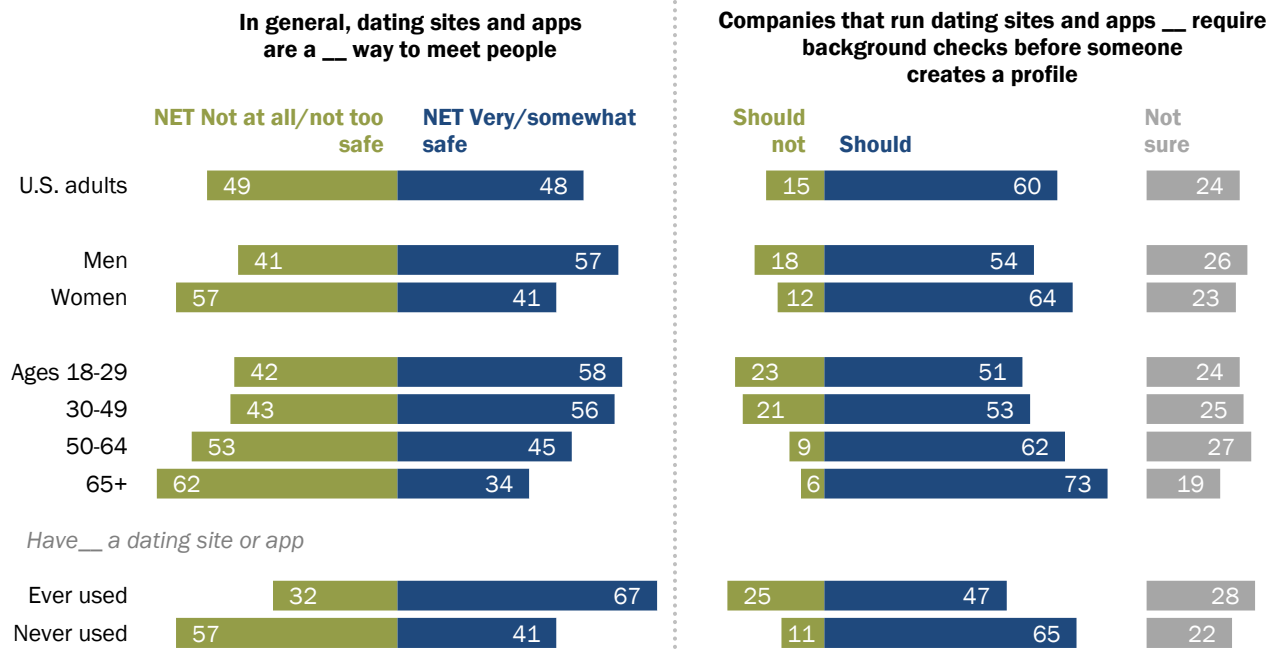
Men and women differ in their views of online dating’s safety

Even as more Americans think these platforms have made finding a partner easier than harder, safety remains a top-of-mind issue for the public. [Lawmakers](#) and [law enforcement](#) alike have warned about potential [risks](#) of meeting people on dating platforms. At the same time, companies that run the platforms have voiced a [commitment to safety](#) by rolling out features to protect daters.

Americans are about evenly split on whether online dating is safe for meeting people or not – 49% say not at all or not too safe, while 48% say very or somewhat safe. Overall, the share of Americans who say online dating is safe for meeting people is down slightly from the last time the Center studied this in 2019 – from 53% to 48%.

Americans are divided on online dating’s safety, but a majority support requiring background checks for online dating profiles

% of U.S. adults who say the following



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Women are more concerned about safety than men, with a majority of women (57%) saying dating sites and apps are not a safe way to meet people.

Views on safety also vary by age. Some 56% of adults under 50 say the platforms are a safe way to meet people versus smaller shares of those ages 50 to 64 (45%) and 65 and older (34%).

Mirroring the overall dip in perceptions of safety, there are comparable, slight declines in the shares of some demographic groups who say online dating is safe since 2019 – including women (down 5 percentage points from 46%) and Americans 65 and older (down 6 points from 40%).

Those who have ever been on a dating site or app are also more likely to think these sites are a safe way to meet people than those who have not used one (67% vs. 41%). But just as with Americans overall, there are deep divides among online dating users by demographics in perceptions of safety. For example, among those who have used a dating site or app, women are far more likely than men to say these platforms are not a safe way to meet people (41% vs. 23%).

In light of safety considerations, dating platforms have [started to offer](#) background checks for users who want to know more about someone they match with – but while some [argue](#) these precautions can protect users, others [believe they have downsides](#). The survey explored how Americans feel about a related step dating sites and apps might take – requiring background checks *before* someone creates a profile.

Requiring background checks has majority support in the survey: Six-in-ten adults say companies that run dating sites and apps should require background checks before someone creates a profile. Still, 15% say companies should not do this and 24% are not sure what they think.

Views vary by demographics like gender and age. Women are 10 points more likely than men to say companies that run dating platforms should require background checks. And while 53% of adults under 50 favor this, that share rises to 62% among those 50 to 64 and 73% among those ages 65 and older.

These background checks also have greater support among those concerned about safety: Roughly seven-in-ten of those who think online dating is not a safe way to meet people say companies should require these types of checks, versus a smaller share of those who say it's at least somewhat safe (71% vs. 49%).

Still, background checks do not have majority support among online dating users, themselves. Those who have ever used a dating site or app are less likely to say companies should require background checks in order to be on the apps compared with those who have not used the platforms (47% vs. 65%).

1. The who, where and why of online dating in the U.S.

Online dating has made what once seemed like a foreign concept for many – striking up a conversation with someone they have never met on the internet – a part of life for some Americans. The online dating industry, which has existed for [several decades](#), has transformed the processes by which some adults find potential matches. However, Americans' experiences with these apps and sites vary widely across groups.

About half of adults under 30 have used a dating site or app

Three-in-ten Americans say they have ever used a dating site or dating app, which is identical to the share [who said this in 2019](#).

However, there are wide differences by age. For example, adults under 30 are far more likely than older adults to have ever used one of these sites or apps. The current survey finds that 53% of adults ages 18 to 29 say they have done so, compared with 37% of those ages 30 to 49. Smaller shares of those ages 50 to 64 (20%) and 65 and older (13%) say the same.

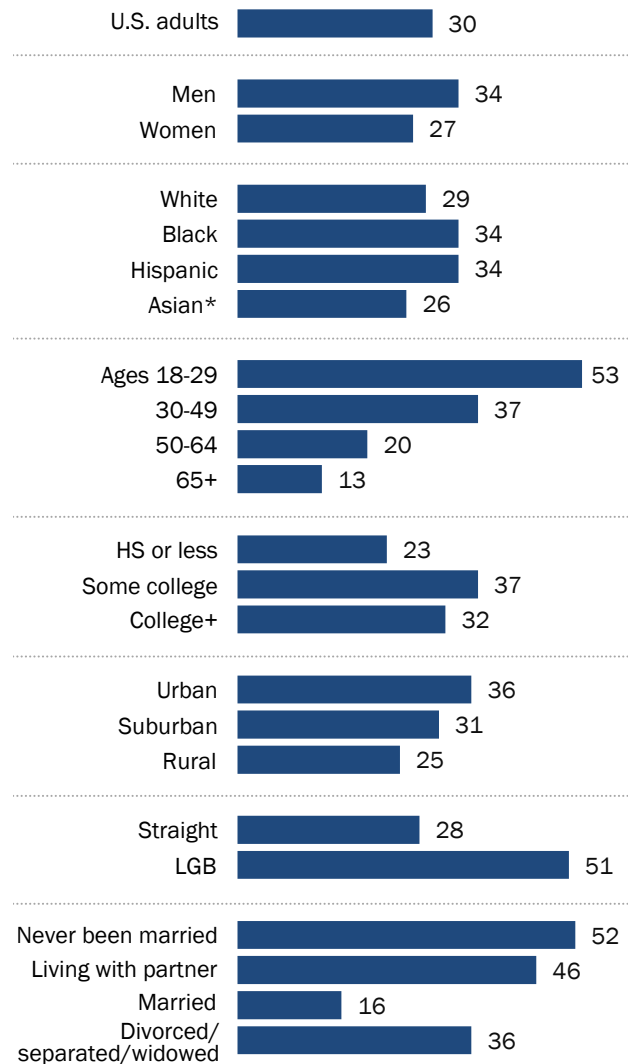
These shares also vary widely by sexual orientation: 51% of lesbian, gay or bisexual (LGB) Americans say they have ever used a dating site or app, compared with 28% of those who are straight.

Men are also more likely than women to have ever used a dating site or app, as are adults living in urban areas versus those from rural or suburban areas. In contrast, similar shares of White, Black, Hispanic or Asian adults report ever using an online dating platform.

As in [previous Center studies](#), those who have never been married are more likely than those who are married to have experience with online dating. Some 52% of those who describe themselves as never having been married have used dating sites or apps at some point; this is greater than the shares of those who describe themselves as married or divorced, separated or widowed who say the same.

Younger or LGB adults more likely than their counterparts to have ever used a dating site or app

% of U.S. adults who say they have ever used a dating site or app



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes.

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"From Looking for Love to Swiping the Field: Online Dating in the U.S."

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Online dating users who are under 30 or LGB are particularly likely to say they've been on a dating site or app in the last year

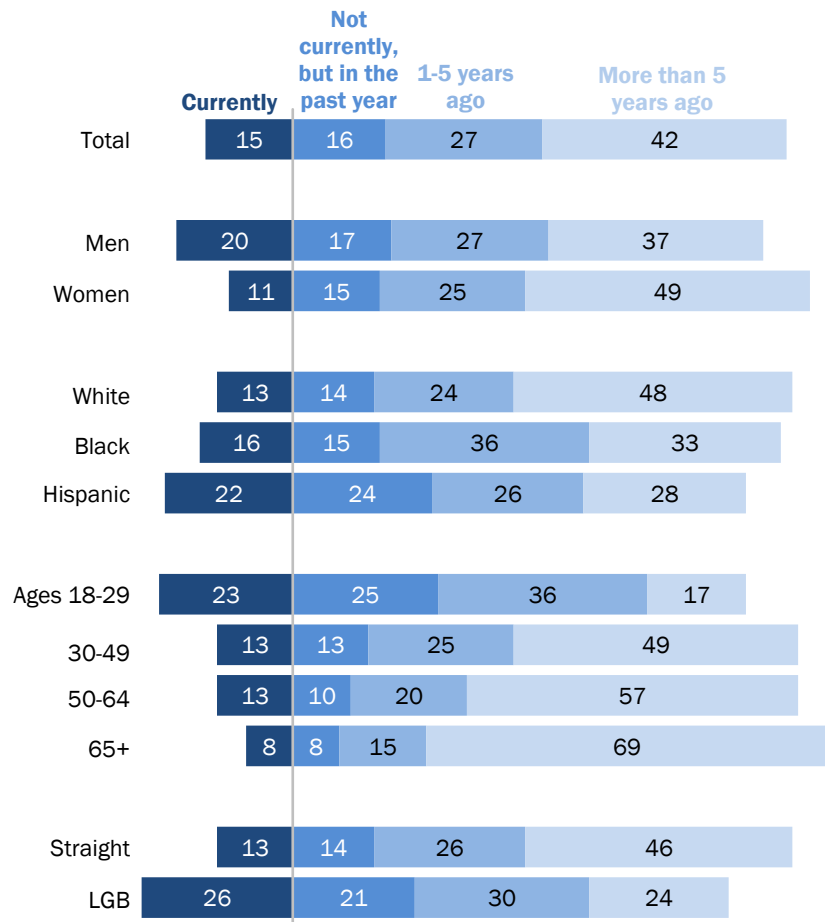
Among those who have ever used a dating site or app, 15% are current online dating users while another 16% are not currently using these platforms but have done so in the past year, according to the July survey.

As is the case with those who have ever used these platforms, there are demographic differences among online dating users in recency of use. Online dating users ages 18 to 29 are particularly likely to have been active on these platforms within the past year compared with their older counterparts, as are LGB users compared with straight users.

While there are no racial or ethnic differences in having ever used dating sites or apps, Hispanic online dating users are more likely than White or Black online dating users to be a current or recent user of these platforms.

LGB adults who have used dating sites or apps twice as likely as their straight counterparts to say they are currently using one

% of U.S. online dating users who say they are using or have used a dating site or app ...



Note: Online dating users refers to those who have ever used a dating site or app. White and Black adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.
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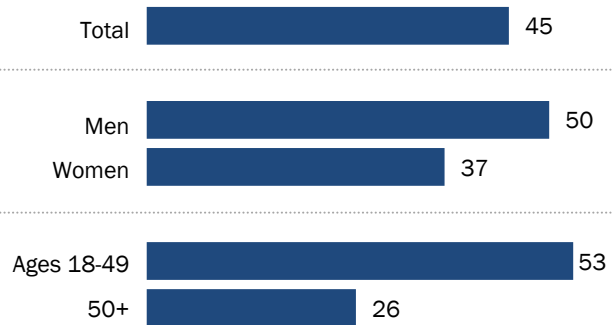
What about those who are actively looking for connection? About one-in-ten Americans (13%) are “single and looking” – that is, they are looking for casual dates or a committed romantic relationship (and are not married, living with a partner or in a committed romantic relationship). Of this group, 45% have used a dating site or app within the past year, including 28% who were currently using one at the time of the July 2022 survey. These shares are statistically unchanged from 2019.

The shares of “single and looking” Americans who are current or recent online dating users vary by gender and age. Among this group, men are more likely than women to have used a dating site or app in the past year (50% vs. 37%). About half of adults under 50 who are single and looking (53%) are using a dating site or app currently or have in the past year. This is roughly twice the share of single and looking adults ages 50 and older who are current or recent online daters (26%).

Just 3% of those who are single but *not* currently looking for either casual dates or a committed romantic relationship are currently using a dating site or app. And 62% say they have never used one.

45% of adults who are ‘single and looking’ have used a dating platform in past year, but this varies by age, gender

Among U.S. adults who are ‘single and looking,’ % who say they have used a dating site or app in the past year



Note: “Single and looking” refers to adults who are not married, living with a partner or in a committed romantic relationship and who are looking for a committed romantic relationship or casual dates. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

“From Looking for Love to Swiping the Field: Online Dating in the U.S.”

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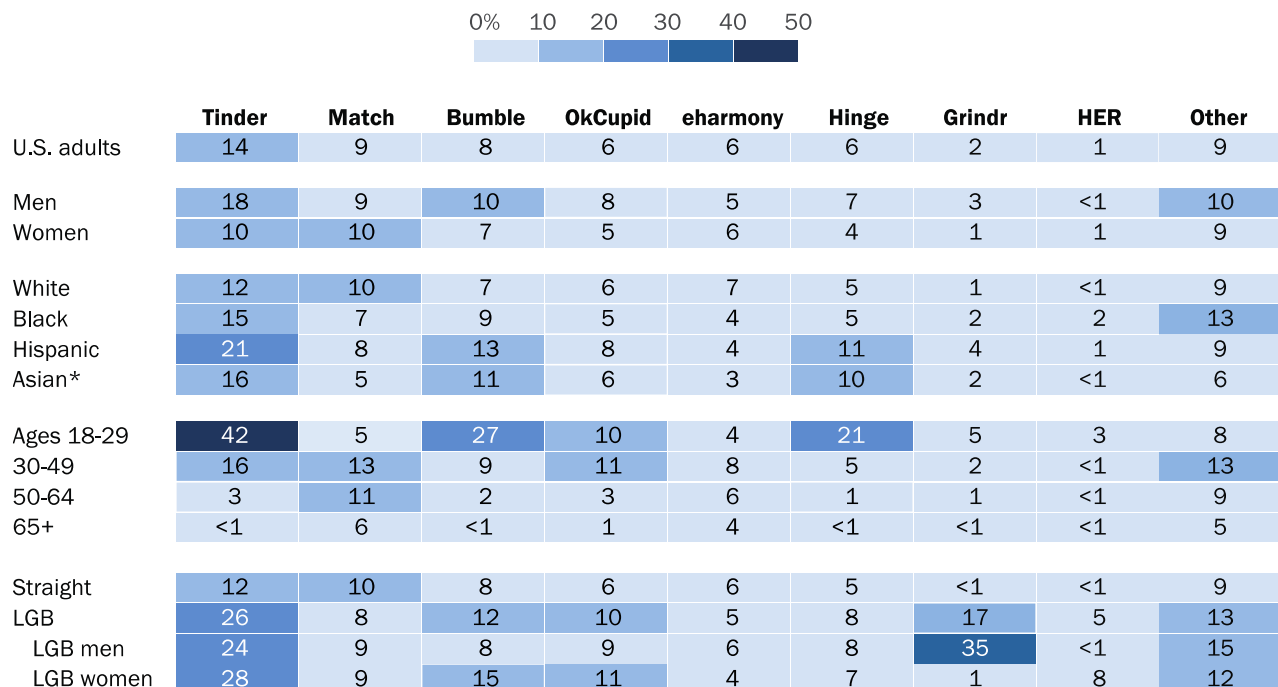
Adults under 30 are roughly five times more likely than older adults to have ever used Tinder

With [over a thousand](#) online dating platforms available, adults who want to find matches online have a variety of sites and apps to choose from. This survey asked specifically about eight dating apps and sites and allowed people to provide the names of other platforms they have used.

Among Americans overall, Tinder leads the pack: 14% of U.S. adults say they have ever used this. Next is Match (with 9% of adults having ever used this), followed by Bumble (8%), OkCupid (6%), eharmony (6%), Hinge (6%), Grindr (2%) and HER (1%).

Adults under 30 far more likely than older adults to say they've ever used Tinder

% of U.S. adults who have ever used each of the following dating sites or apps



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Not all numerical differences between groups or platforms shown are statistically significant. See topline for a list of the most common other dating sites or apps mentioned. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

"From Looking for Love to Swiping the Field: Online Dating in the U.S."

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Some dating platforms are especially popular among certain age groups. Adults ages 18 to 29 are more likely than any other group to say they have used Tinder (42%), Bumble (27%) or Hinge (21%). Some 8% of adults 30 and older have used Tinder, 4% have used Bumble and 2% have used Hinge. On the other hand, adults 30 to 49 and 50 to 64 are roughly twice as likely as older or younger adults to say they have ever used Match.

There are also differences in platform use by sexual orientation: 26% of LGB adults say they have used Tinder versus 12% of straight adults. Roughly a third of LGB men have ever used Grindr, making it one of the most common dating apps or sites among LGB men. LGB women, on the other hand, are more likely to have used HER compared with other demographic groups explored in this analysis. Some 8% of LGB women have used the platform, which describes itself as a space to “connect with queer women and gender diverse people.” Still, Tinder reigns as the most commonly cited dating app for LGB women.

With such a diverse array of online dating platforms on the market, some adults have tried multiple sites and apps in their search. About one-in-ten U.S. adults (12%) have used just one, while an additional 8% have used two and 9% of U.S. adults have used three or more dating apps or sites. This is more common among adults under 30 compared with older adults: Roughly one-fifth of 18- to 29-year-olds (22%) have used three or more platforms while just 7% of adults 30 and older have done this.

And given that the world of dating apps is vast, 9% of adults name sites not listed above. Plenty of Fish is the most commonly cited platform among this group (3% of all Americans mention having used it). Small shares of respondents also name Facebook or Facebook Dating, Coffee Meets Bagel, Christian Mingle and OurTime, among others (see the [topline](#) for a list of other platforms respondents mention having used).

One-in-ten partnered adults first met their significant other on a dating site or app

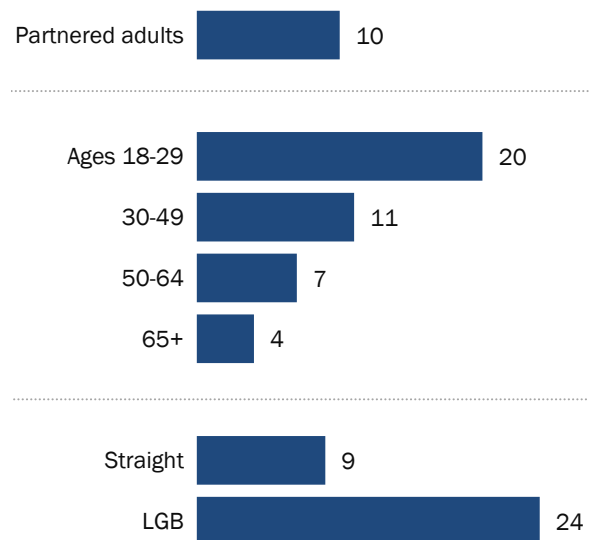
Even as some adults are using dating platforms, the question remains whether they are a viable way to find a long-term partner. Roughly seven-in-ten U.S. adults (69%) are currently partnered – that is, they describe themselves as married, living with a partner or in a committed romantic relationship. Of these partnered adults, 10% first met their current spouse or partner on a dating site or app, amounting to 7% of all Americans.

Partnered 18- to 29-year-olds are the most likely age group to have met their current significant other on an online dating platform, with one-in-five adults in that age group saying they met their partner through dating apps or sites.

LGB adults in committed relationships are also especially likely to have met their current partner on a dating site or app compared with straight partnered adults (24% vs. 9%).

Partnered adults who are under 30 or LGB more likely to have met their current partner via online dating

Among partnered U.S. adults, % who say they first met their current spouse or partner on a dating site or app



Note: Partnered adults refers to those who are married, living with a partner, or in a committed romantic relationship. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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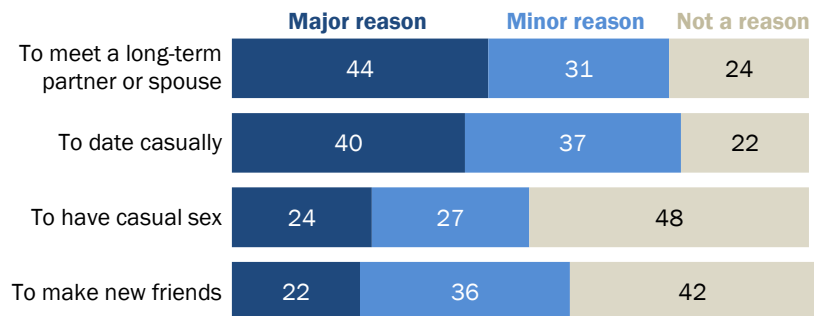
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Meeting long-term partner, casual dating more often cited as major reasons for using online dating in past 12 months than casual sex

The survey asked those who have used dating sites or apps within the past year about four different reasons for doing so. Greater shares of these users report that they use these sites in the hopes of meeting a long-term partner or spouse or dating casually, compared with other reasons: About three-quarters of U.S. adults who have used a dating site or app in the past year say each of these is at least a minor reason they have used these platforms in that time. Some 44% of current or recent users say meeting a long-term partner is a *major* reason they have used them and 40% say the same for dating casually.

Current or recent online dating users more likely to cite finding a long-term partner than having casual sex as a major reason they turn to these platforms

Among those who have used a dating site or app in the past year, % who say each of the following is (a) ___ they have used a dating site or dating app in that time frame



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

"From Looking for Love to Swiping the Field: Online Dating in the U.S."

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Smaller shares of users go on online dating platforms for other reasons. About a quarter of current or recent online dating users say that having casual sex or making new friends are each major reasons they use these sites or apps.

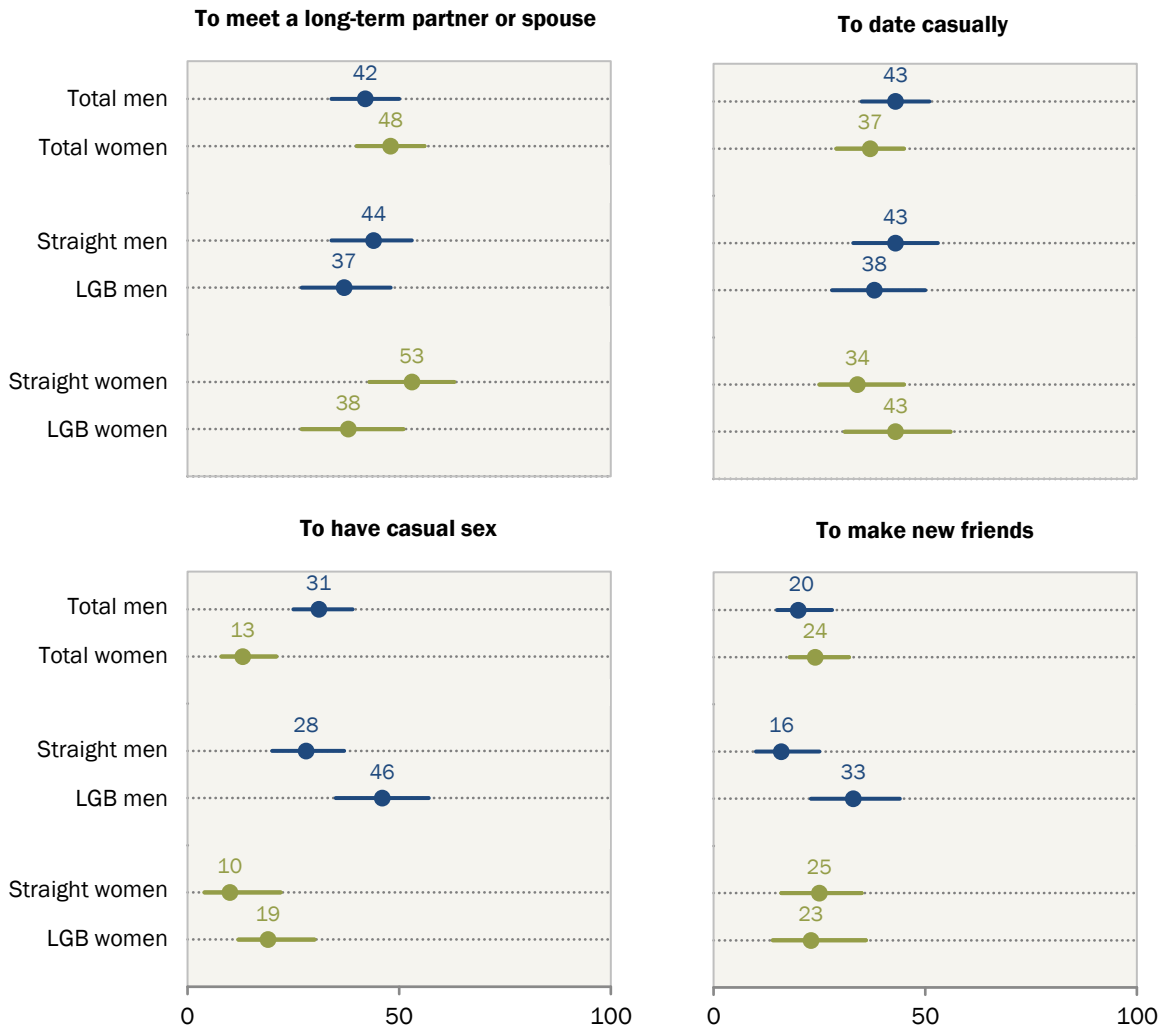
However, these reasons are not mutually exclusive. For example, 19% of current or recent online dating users say that both casual dating *and* finding a long-term partner are major reasons they have used these platforms in the past year. And 6% say the same about both casual sex and finding a long-term partner.

Among those who are currently using or have recently used a dating site or app, similar proportions of men and women cite finding a long-term partner or casually dating as major reasons for using these platforms. However, men in this group are far more likely than women to say having casual sex is a major reason for online dating in the past 12 months (31% vs. 13%). LGB men who are current or recent online dating users are somewhat more likely to cite casual sex as a

major reason for online dating versus straight men or women of any sexuality. LGB men who are current or recent users are also slightly more likely than straight men to say making new friends is a major reason for being on these dating platforms.

Men are more likely than women to say casual sex is a major reason for online dating in past year – and among men, those who are LGB are somewhat more likely than those who are straight to say this about casual sex or making friends

Among those who have used a dating site or app in the past year, % who say each of the following is a *major reason* they have used one in that time frame



Note: LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Lines surrounding data points represent the margin of sampling error of each estimate. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

“From Looking for Love to Swiping the Field: Online Dating in the U.S.”

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People's major reasons for using online sites or apps over the past 12 months do not differ by age. Similar shares of current or recent online dating users under 50 and users 50 and older cite each of the four reasons the survey asked about as a major reason.

Some 35% of adults who have used a dating site or app have paid to use one

Some platforms cost money to use in the first place, while others charge for premium features such as unlimited messaging or the ability to see all matches. Roughly one-third (35%) of those who have used online dating platforms say they have ever paid to use one, including for extra features on that site or app.

Users 30 and older are more likely to have ever paid for these sites or apps. Among those who have ever used a dating site or app, roughly four-in-ten (41%) of those 30 and older have ever paid to use one, compared with 22% of those under 30.

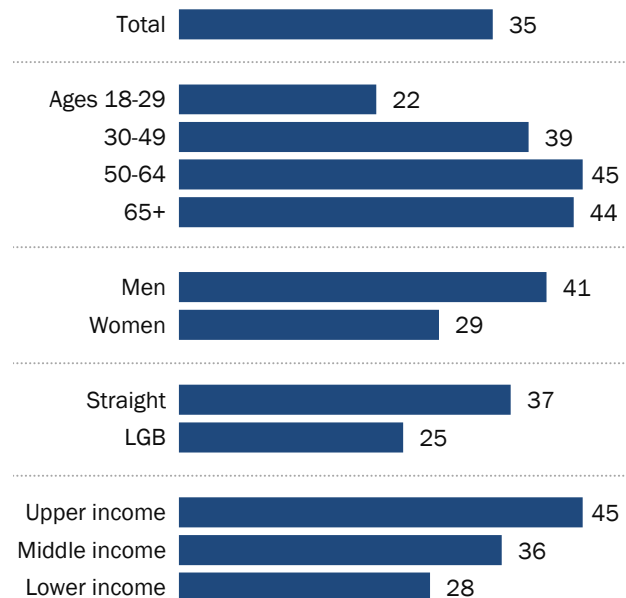
When it comes to gender differences, men are more likely to have paid for online dating compared with women. Some 41% of men who have used dating sites or apps say they have paid to use one, compared with 29% of women online dating users.

Roughly four-in-ten straight online dating users say they have paid for dating apps, while a smaller share of their LGB counterparts say the same.

Income also relates to whether or not someone has paid for a dating app or site. Some 45% of users with upper incomes have done this, compared with 36% of users with middle incomes and 28% of users with lower incomes.

Online dating users ages 30 and older more likely than younger users to say they've paid to use a dating platform

% of U.S. online dating users who say they have ever paid to use a dating site or app, including for extra features on it



Note: Online dating users refers to those who have ever used a dating site or app. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Family income tiers are based on adjusted 2020 earnings. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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For online dating users, paying to use these sites, apps or their features is also associated with whether partnered users found their current relationship on the sites. Among partnered adults who have ever used a dating site, about half (52%) of those who have ever paid to use a site or its features met their current significant other via online dating, compared with 34% of non-paying partnered users.

2. The experiences of U.S. online daters

Since [the last time](#) the Center studied online dating in 2019, the market has [evolved](#), users have continued looking for love, and the platforms have carried some through dating [amid the COVID-19 pandemic](#). But while online dating has [upsides](#), some downsides – ranging from [burnout](#) to [harassment](#) – have also prompted collective reflection on [daters' well-being](#) and how companies running the platforms [should respond](#).

Asked to describe their own experiences with online dating, Americans report positives and negatives. While about half of those who have ever used a dating site or app say their overall experiences have been positive, others report encountering harassment or being scammed. Even as many Americans who have used dating sites and apps in the past year are excited about the people they have seen on them, notable shares also report feeling overwhelmed by messages they have received. And some users are not convinced that the companies that run the platforms are doing a good job addressing related issues.

Americans who have used dating sites, apps are somewhat divided on whether their experiences have been positive or negative

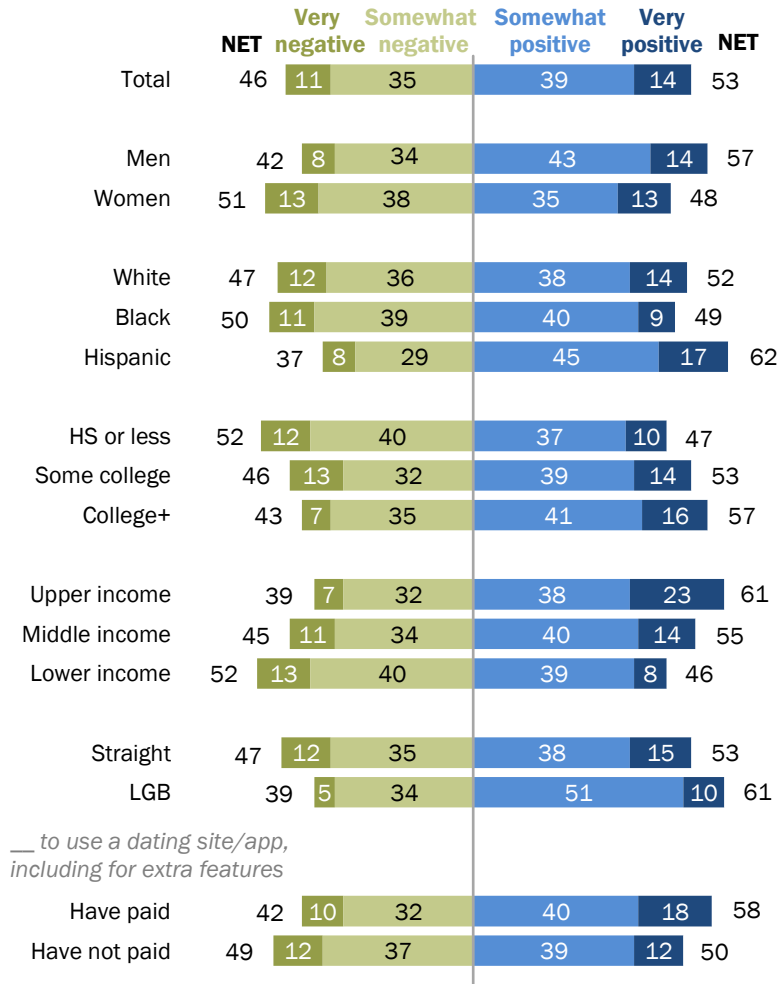
Users' descriptions of their online dating experiences are far from one-size-fits-all. About half of Americans who have used a dating site or app (53%) say their personal experiences have been very or somewhat positive, while only a slightly smaller share (46%) say they have been very or somewhat negative.

Roughly half or more users across most major demographic groups describe their experiences in positive terms, but there is some variation. For example, those with mid-range or higher household incomes are more likely than those with lower incomes to say their experiences have been positive.

Experiences also vary by formal education: Having a bachelor's degree is associated with more positive overall experiences dating online, compared with having a high school diploma or less schooling. (The share of those with some college experience who say their time on dating

About half of online dating users say their experiences have been positive, but there is variation – including by socioeconomic factors like income and education

% of U.S. online dating users who say overall, their OWN personal experiences with dating sites or apps have been ...



Note: Online dating users refers to those who have ever used a dating site or app. White and Black adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Family income tiers are based on adjusted 2020 earnings. Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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sites and apps has been positive is statistically similar to those with less or more formal education.)

Women are more likely than men to describe their experiences as negative overall, as are straight users compared with those who are lesbian, gay or bisexual. White or Black adults who have ever used one of these platforms are more likely to say their experiences have been negative than are Hispanic users.

Overall, the shares of users who say their experiences have been positive or negative are statistically unchanged from 2019. However, women who have ever used a dating site or app are now slightly more likely to describe their experiences as negative, up 7 percentage points from the share who said so in 2019. Online dating users with a bachelor's or advanced degree are also somewhat more likely to say this now than in the previous survey – a 6-point increase in the share characterizing their experiences as negative.

Aside from demographics, users who have paid for platforms or [“premium” features](#) – which is especially common [among those with higher incomes](#) – are also more likely to say their time on dating sites or apps has been positive in the current survey, compared with users who have not paid for these services (58% vs. 50%). But this is only true for some demographic groups.

For example, men who have paid for dating platforms or their features are more likely to say their experiences have been positive compared with men who have used dating platforms but have *not* paid to use them (63% vs. 53%). There are also differences by paying or not in how people describe their experiences among users 50 and older – 58% of users in this age group who have paid say their experiences have been positive, versus 45% of those who have not paid – and among straight online dating users who have paid compared with those who have not (58% vs. 49%).

But among women users, online dating users younger than 50, and LGB users, there are no differences in the shares who say their experiences have been positive by whether they have paid for dating sites or apps.

Women who have used dating sites, apps in past year about three times as likely as men to say they often felt overwhelmed by number of messages

Recent commentary on online dating has raised questions about its emotional impact – particularly among users despondent for lack of “success” or “burned out” from their experiences. Asked for their reactions to what they have encountered in the past year, Americans who have used dating sites or apps in that time frame report a mix of emotions.

Roughly nine-in-ten Americans who have used dating sites or apps in the past year report feeling at least sometimes disappointed by the people they have seen on these platforms, while about eight-in-ten report feeling at least sometimes excited. But about twice as many current or recent online dating users say they *often* feel disappointed than say they often feel excited.

Some 55% of current or recent online dating users say they have at least sometimes been insecure about the number of messages they received over the past year, while fewer (36%) say they have felt overwhelmed by that number.

But reactions to how many people reach out on online dating platforms differ sharply by gender. Among current or recent online dating users, women are far more likely than men to say they have felt overwhelmed by the number of messages they received in the past year; the reverse is true for feeling insecure, with men far more likely to say so than women. About one-in-five women who have used dating sites or apps in the past year report *often* feeling overwhelmed by the volume of messages they get; a similar share of men say they have often felt insecure about this.

Women who have used dating platforms in the past year are more likely to say they are overwhelmed by messages; men, more likely to be insecure

Among those who have used a dating site or app in the past year, % who say in their personal experience in that time frame, they have ___ felt ...

REACTIONS TO PEOPLE ON DATING SITES, APPS

	Disappointed in the people they have seen on these sites or apps		NET
	Often	Sometimes	
Total	36	52	88
Men	33	53	87
Women	40	50	90

Excited by the people they have seen on these sites or apps

Total	17	62	79
Men	19	62	81
Women	13	62	75

REACTIONS TO MESSAGES ON DATING SITES, APPS

Insecure because of the lack of messages they have received

Total	16	40	55
Men	20	44	64
Women	9	32	40

Overwhelmed by the number of messages they have received

Total	12	25	36
Men	6	19	25
Women	19	34	54

Note: Figures may not add up to the NET values due to rounding. Those who did not give an answer or who gave other responses are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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LGB current or recent online dating users are more likely than their straight counterparts to say they have been overwhelmed by message volume at least sometimes over the past year (47% vs. 30%). And current or recent users who have ever paid for a site, app or its features are more likely than those who have never paid to say a lack of messages has made them insecure over the past year (64% vs. 48%).

Roughly half of those who have used dating sites or apps think they have come across a scammer

Browsing profiles and getting to know people online presents opportunities for romance, but also opens the door to those who have less-noble intentions.

About half of Americans who have ever used a dating site or app (52%) say they have come across someone who they think was trying to scam them on the platforms.

Men who have used dating sites or apps are more likely than women to say so, and this is especially true for men under 50: 63% of this group say they think they have encountered a scammer on them, compared with smaller shares of men 50 and older and women of any age.

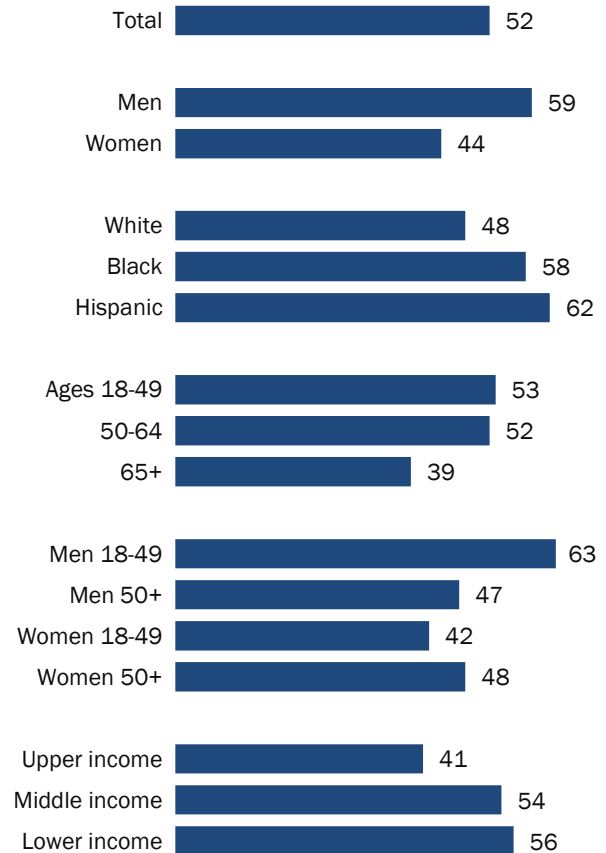
Aside from gender and age, household income is a factor. While similar shares of online dating users with lower (56%) and mid-range (54%) household incomes think they have come across a scammer on dating sites or apps, a smaller share of those with relatively high household incomes (41%) say the same.

And experiences with scammers also vary by race and ethnicity: About six-in-ten Hispanic or Black online dating users think they have encountered one on the platforms, compared with about half of their White counterparts.

Those who have used dating sites or apps in the past year are also more likely than those who have used them longer ago to say they have encountered a potential scam (62% vs. 47%). Fully 72% of men who are current or recent online dating users think they have come across a scammer at some point.

Majority of men under 50 who have used dating sites, apps think they have encountered scammers on them

% of U.S. online dating users who say they have ever encountered someone they think was trying to scam them on one of these sites or apps



Last used a dating site or app ...



Note: Online dating users refers to those who have ever used a dating site or app. White and Black adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Family income tiers are based on adjusted 2020 earnings. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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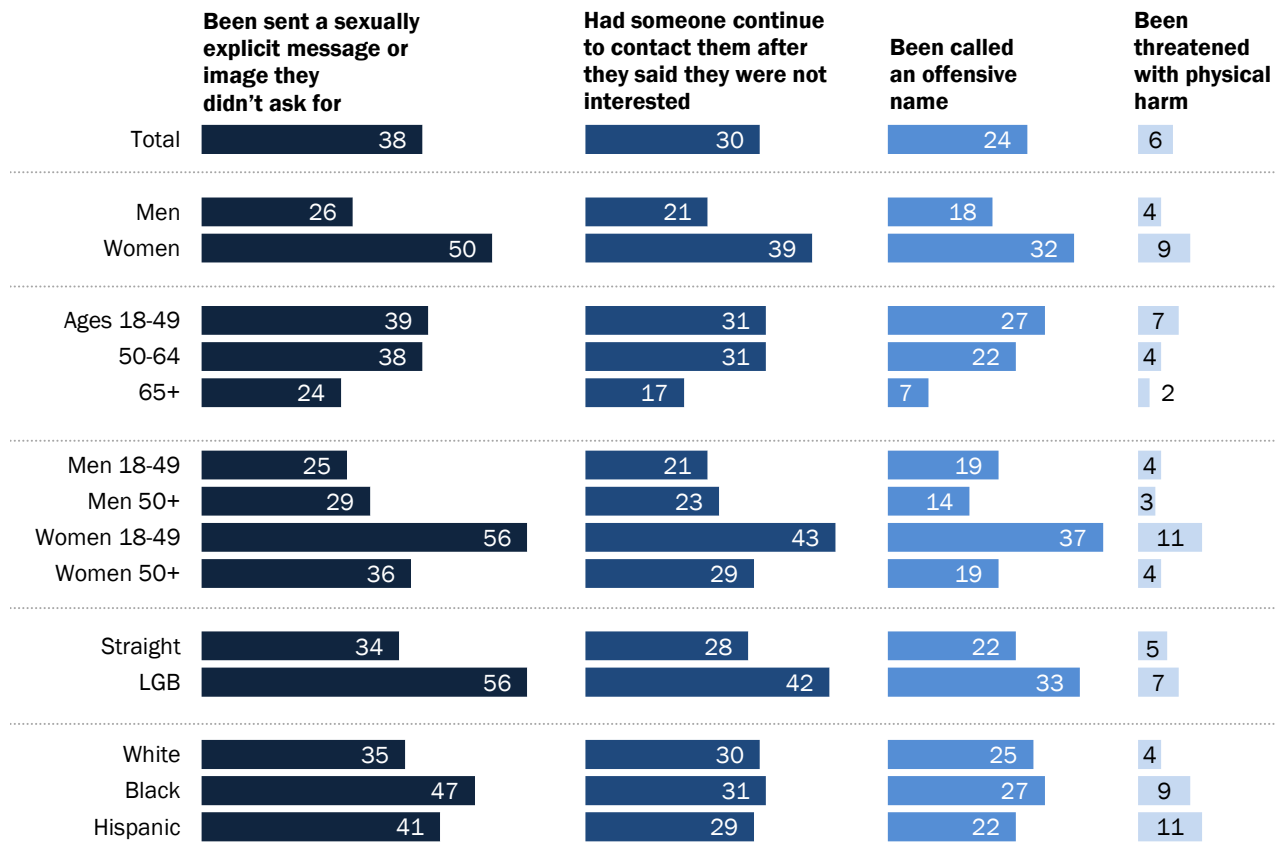
Experiences with harassment on dating sites, apps especially common among women under 50, LGB users

[Journalists](#), [companies](#) that run dating sites and apps, and [lawmakers](#) have all weighed in on the topic of harassment on dating sites in recent years. For some users, troubling experiences are part of the reality of online dating.

About four-in-ten adults who have ever used a dating site or app (38%) report receiving unwanted sexually explicit messages or images at some point on the platforms, while three-in-ten say they have had someone contact them after they said they were not interested. About a quarter (24%) report being called an offensive name. And 6% say they have been threatened with physical harm.

Receiving unsolicited, sexually explicit messages or images on dating sites, apps especially common among women under 50, LGB adults who've used the platforms

% of U.S. online dating users who say they have ever ___ on a dating site or app



Note: Online dating users refers to those who have ever used a dating site or app. White and Black adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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All told, about half of those who have ever used a dating site or app (48%) have experienced at least one of these four unwanted behaviors the Center survey explored.

Women who have ever used a dating site or app are more likely to report experiencing each of these four things on a dating platform compared with men – and this is especially true for women under 50. For example, 56% of women under 50 who have used dating sites or apps have been sent unwanted sexually explicit messages or images on one. This is 20 points greater than the share of women 50 and older and 30 points greater than the share of men (of any age) who say the

same. Some 43% of women under 50 who have used dating sites or apps have experienced continued unwanted contact; 37%, offensive name-calling; and 11%, physical threats.

There are also double-digit differences by sexual orientation among those who have used dating sites or apps: LGB users are more likely than straight users to say they have ever received unwanted sexual messages or images (56% vs. 34%), experienced unwanted continued contact (42% vs. 28%), or been called offensive names (33% vs. 22%).

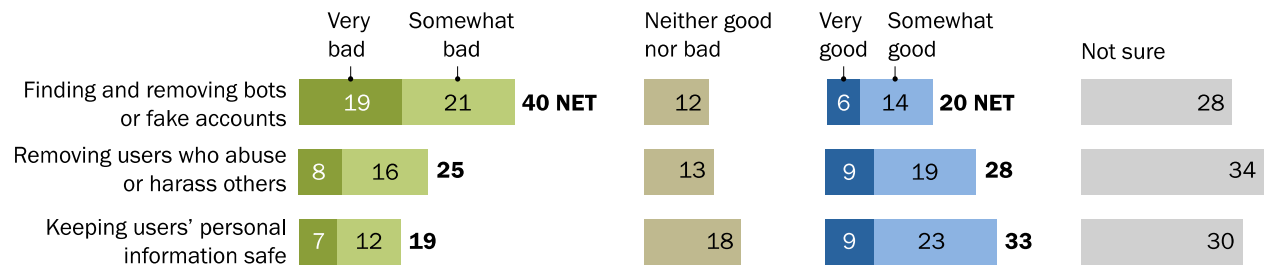
And Black users are more likely than White users to say they have received unwanted sexual images or messages, while Hispanic users are more likely to report receiving physical threats than their White counterparts.

Online dating users more negative than positive about companies' efforts to root out fake accounts; reverse is true for keeping users' data safe

The more troublesome experiences that some online dating users face have led to [calls for companies to do more](#) to protect their users. Americans who have ever used these platforms report mixed feelings about the job companies do in three respects: finding and removing fake accounts, removing users who abuse or harass others and keeping users' personal information safe.

Online dating users twice as likely to say companies are doing a bad job than a good one when it comes to finding and removing bots and fake accounts

% of U.S. online dating users who say companies that run dating sites and apps are doing a ___ job at each of the following



Note: Online dating users refers to those who have ever used a dating site or app. Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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About one-in-ten or fewer online dating users say companies are doing a very good job at these things. Yet in each case, notable shares of users say they are not sure or think the companies are doing neither a good nor bad job.

When it comes to rooting out bots or fake accounts, online dating users' views of companies lean negative: Four-in-ten say companies have done a very (19%) or somewhat (21%) bad job. By comparison, one-in-five say the companies have done a very (6%) or somewhat (14%) good job and 12% say it's been neither good nor bad.

But users are more positive than negative about the companies' efforts to keep their personal information safe: 33% say companies are doing a good job, compared with 19% who say a bad job. Another 18% say neither good nor bad.

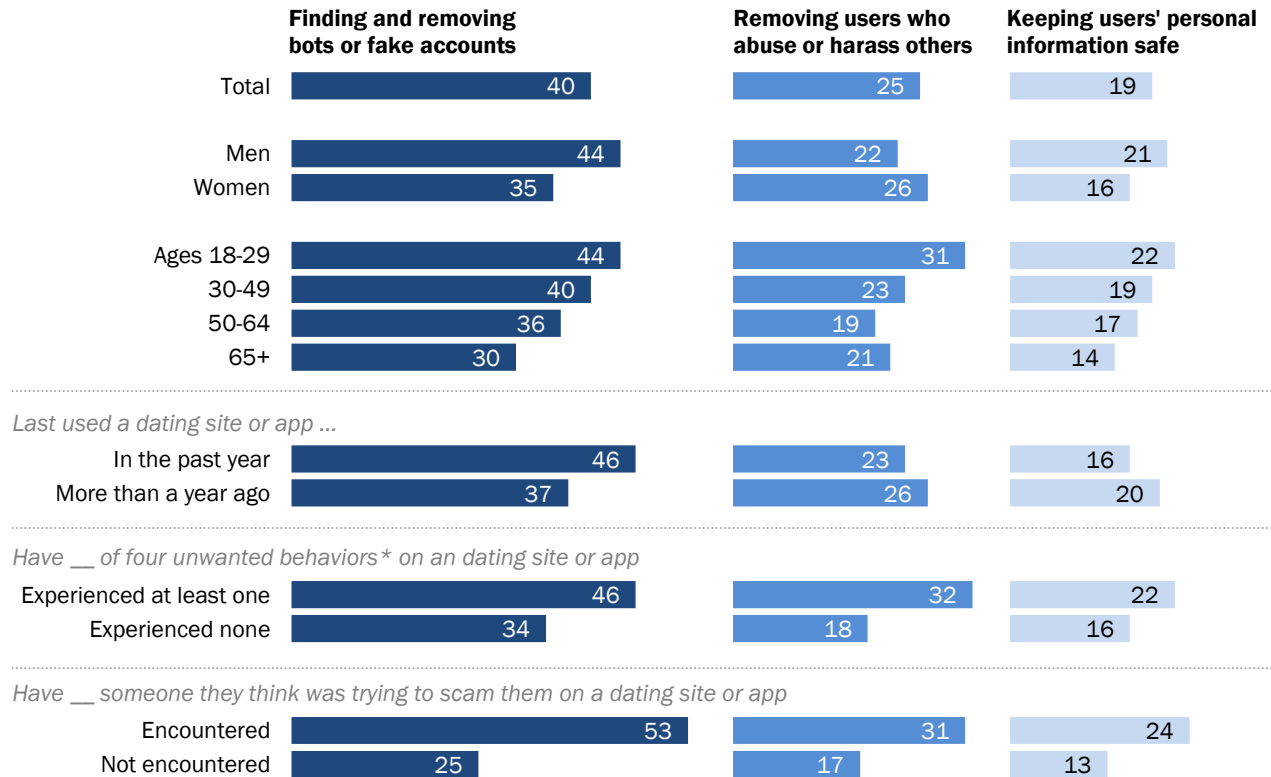
And they are about evenly split in their assessments of companies' efforts to remove those who abuse or harass people on the platforms, with about a quarter each saying good or bad; about one-in-ten say neither good nor bad.

Across all three of these questions, however, substantial shares of online dating users are not sure what kind of job companies are doing. Some 34% say this about removing users who harass others, 30% about keeping personal information safe and 28% about finding and removing bots or fake accounts.

Aside from demographics, users' experiences on dating sites and apps shape the marks they give companies at rooting out problems. Those who have experienced at least one of the four unwanted behaviors explored in the survey are more likely than online dating users who have not experienced them to say companies are doing a bad job at removing bots, getting harassers off the platforms or keeping data secure.

Those who have experienced unwanted behaviors, potential scammers on dating sites and apps are more likely than those who have not had these experiences to give companies negative marks for rooting out problems

% of U.S. online dating users who say companies that run dating sites and apps are doing a very or somewhat bad job ...



*See survey topline for a full list of the four unwanted behaviors covered in the survey.

Note: Online dating users refers to those who have ever used a dating site or app. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Similarly, those who think they have encountered a scammer on a dating platform also hold more negative views of companies compared with other users: They are about twice as likely as those who have not encountered scams to say companies are doing a bad job at each of the three things the survey explored.

There are also overall differences by gender and age. For example, men who have used dating sites or apps are more likely to say the companies are doing a bad job getting rid of bots and protecting personal information than are women. They are more positive than women, though, about

companies' jobs removing harassers (32% vs. 23% say they are doing a very or somewhat *good* job).

Users ages 18 to 29 are more likely than other age groups to say companies have done a bad job getting rid of harassers on their platforms. And when it comes to rooting out bots, more users under 50 give companies negative marks compared with their older counterparts (42% vs. 34%).

3. Americans' views on online dating

Since the inception of online dating, many have praised it as leveling the playing field for daters, expanding the dating pool and helping people “put themselves out there” in new ways. But others have raised questions about its effect on relationships, daters and society at large: Do online daters feel [safe](#)? Is the “[dating pool](#)” different than it otherwise would be, and what is the impact on daters’ experiences? Are people being judged too quickly or getting the chance to know others?

The survey set out to understand what Americans think about the online dating environment, regardless of whether they themselves have used the sites or apps. It finds Americans divided on online dating’s impact on relationships: More say online dating has made finding a long-term partner easier than harder and that people on the platforms have too many choices rather than too few. But at the same time, many are skeptical or unsure that the algorithms platforms use match people in a way that could lead to love.

It also sheds light on Americans’ divided views on safety issues amid a [broader conversation](#) about protecting daters, with views on the safety of dating sites and apps varying by age, gender and formal education. A majority support requiring background checks for users, as these types of checks are being [explored](#) as an option by some platforms.

Majority of Americans say online dating has had a neither positive nor negative impact on dating and relationships

When asked about the effect these platforms have had on dating and relationships, about one-in-five each describe their effect as mostly negative (21%) or mostly positive (18%). But the largest share – about six-in-ten (59%) – say dating sites and apps have had neither a positive nor a negative effect.

The Center found a similar pattern when asking this question in 2019 – though the share who says its impact is neither positive nor negative has grown from 50% then to 59% now.

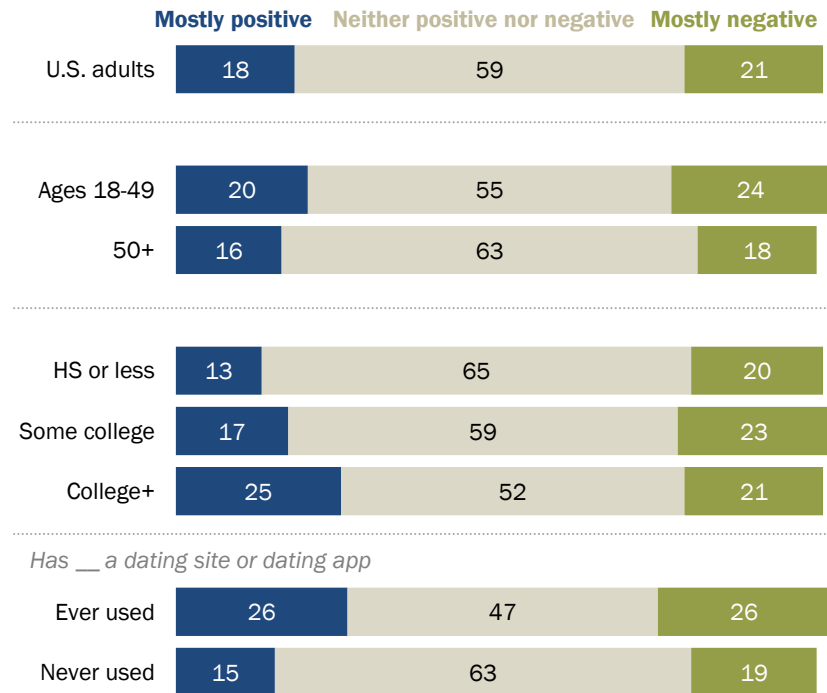
Across demographic groups, about half or more Americans believe online dating’s impact has been neither positive nor negative. However, there is some variation. Adults with more formal education, for

example, are more likely to say online dating has had a mostly positive effect. One-in-four Americans with a bachelor’s degree or more say this, compared with 17% of those with some college and 13% of those with a high school diploma or less.

Among those who have ever used dating platforms, there is no consensus on whether these sites and apps have had a negative or positive effect, with 26% saying each. Those who have never used dating sites or apps are more likely than those who have to be agnostic about their effect on society.

Americans are split on online dating’s impact, with majority saying it’s neither positive nor negative

% of U.S. adults who say dating sites and apps have had a ___ effect on dating and relationships



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

“From Looking for Love to Swiping the Field: Online Dating in the U.S.”

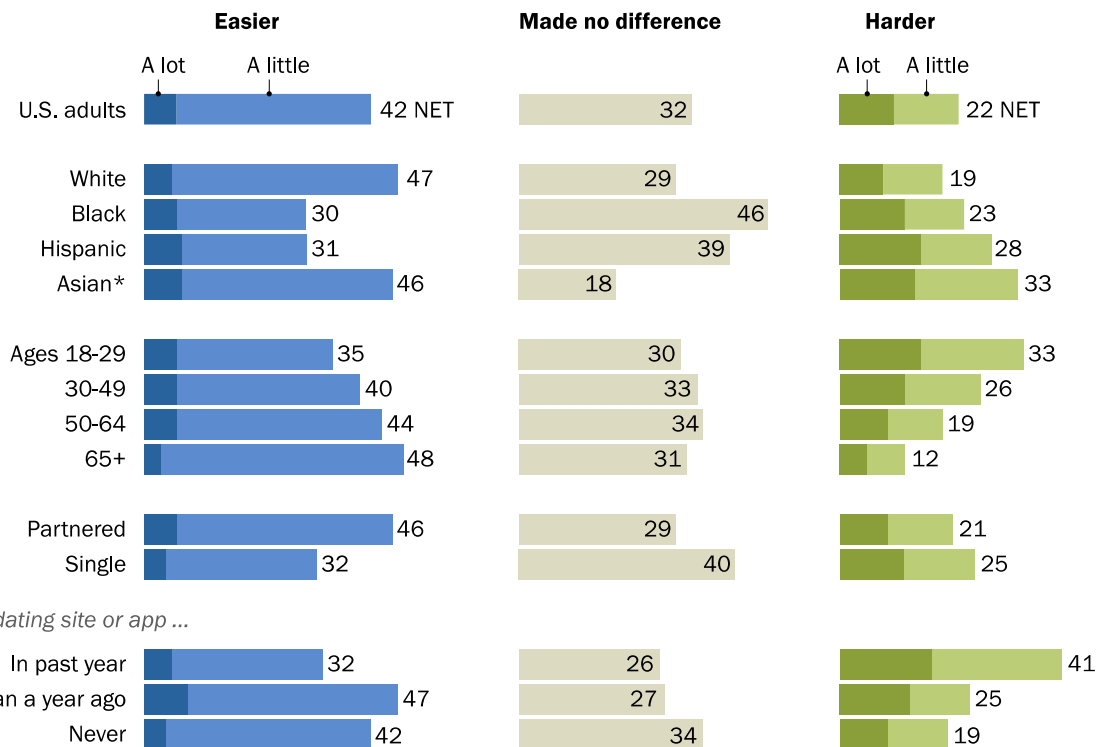
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Americans roughly twice as likely to say online dating has made finding a long-term partner easier rather than harder

Another often-pondered question in the online dating world is whether dating apps and sites can lead to long-term relationships or marriages. Americans lean toward them making the task easier: Some 42% of U.S. adults say dating sites and dating apps have made finding a long-term partner or spouse at least a little easier. About half as many (22%) instead say these platforms have made finding a long-term partner or spouse at least a little *harder*. Yet about a third say that these platforms have made no difference in this respect.

Americans about twice as likely to say online dating has made it easier rather than harder to find a long-term partner, but views vary by age, race and ethnicity

% of U.S. adults who say dating sites and apps have made finding a long-term partner or spouse ...



* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. Partnered refers to those who are married, living with a partner or in a committed romantic relationship. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Not all age groups lean toward saying online dating makes finding a partner easier, though. Adults under 30 are divided on this topic: Roughly the same shares of 18- to 29-year-olds say dating sites and apps have made finding a long-term partner or spouse easier (35%) and harder (33%). By comparison, older age groups lean toward online dating making this easier.

These views also vary by race and ethnicity. White or Asian adults are more likely than Black or Hispanic adults to say online dating has made finding a long-term partner easier. At the same time, Asian adults are also more likely than White or Black respondents to say online dating has made this harder.

When it comes to having used these sites and apps, those who have done so in the past year have more negative views on this topic compared with their counterparts. About four-in-ten adults who have used a dating site or app in the past year say these platforms have made finding a long-term partner more difficult for people generally. Among less recent online dating users this number drops to one-quarter, and to 19% among those who have never online dated.

Those who are partnered – regardless of how they met this person or whether they have used dating sites and apps – are especially positive about online dating’s impact in this way. Some 46% say it’s made finding a spouse or partner easier, compared with 32% of those who are single.

Americans are about three times as likely to think people have too many choices on dating sites than too few

Online dating promises to bring potential connections to people’s fingertips. But does it put too many options in front of them, leaving users overwhelmed by choice or always searching for a better match? Or does it still leave them lacking for enough choices for dating?

About four-in-ten Americans (43%) say people on dating sites and apps have the right amount of options for dating. Some 37% think choices are *too* plentiful, saying people have too many options for dating on these sites and apps. Just 13% of Americans say there are too few options on them.

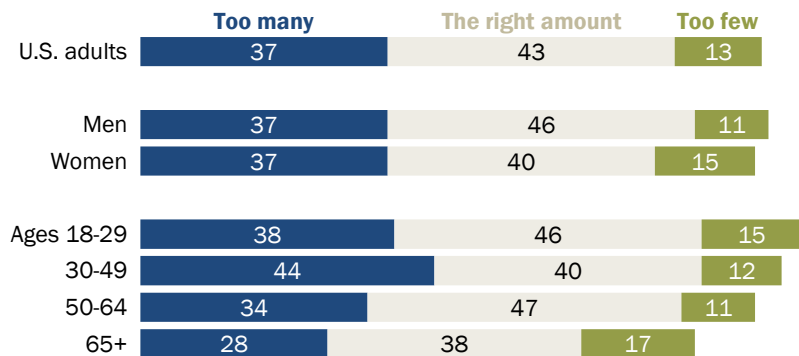
Adults ages 30 to 49 are most likely to say that people have too many options on the platforms, followed by 18- to 29-year-olds and 50- to 64-year-olds. Those 65 and older are least likely to say this. (Some 8% of those 50 to 64 and 17% of those 65 and older did not provide an answer to this question.)

There are only modest differences by gender overall when it comes to options people have on the platforms. Men are slightly more likely than women to say people have the right amount of choices, and less likely than women to say people have too few.

Those who have used dating sites and apps are slightly more likely to say there are too few options on them than those who have never used one (17% vs. 12%). And there are some differences *among* those who have experience on the platforms. Black online dating users are 12 percentage points more likely than White online dating users to say there are too few options (26% vs. 14%), as are users with some college or less formal education compared with those with a bachelor's degree or higher (19% vs. 14%). And LGB online dating users are slightly more likely than straight online dating users to think people on the platforms lack choices (23% vs. 16%).

Americans are more likely to say people have too many options than too few on dating sites and apps, but views vary by age

% of U.S. adults who say people on dating sites and apps today have ___ (of) options for dating



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Majority of adults are skeptical or unsure that algorithms can predict love; about one-in-five think they can

A unique aspect of the online dating environment, compared with meeting people in person, is the method behind the matches. Computer programs, or algorithms, are used by [many dating sites and apps](#) to decide which profiles someone should see. These algorithms can learn to [match people](#) according to things like common interests, location, or how other users have engaged with someone's profile.

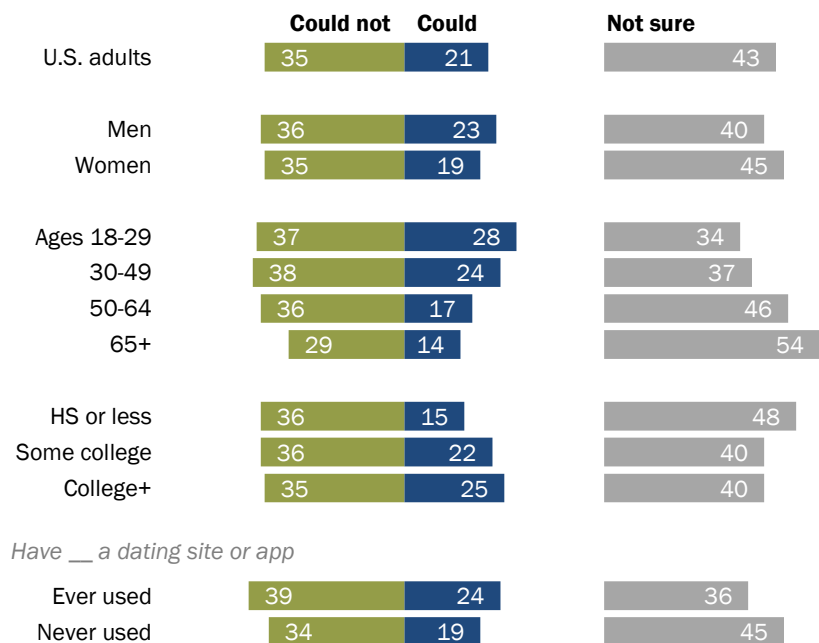
More are skeptical than optimistic when asked if the algorithms like those used to display dating profiles to people could determine whether two people could fall in love. Some 35% of Americans think algorithms could *not* do this versus a smaller share (21%) who think the algorithms could. The largest share – 43% – is not sure.

There are some differences in these views across demographic groups. For example, adults with a bachelor's degree or more education are more likely to say algorithms could predict love than adults who have a high school diploma or less.

Adults under 50 are also more likely to have an opinion on this either way – whether optimistic or skeptical – than older Americans. Those 50 and older are far more likely than their younger counterparts to say they are not sure.

Relatively few Americans think online dating algorithms could predict love, with larger shares skeptical or unsure what they think

% of U.S. adults who think computer programs, or algorithms, like those that dating sites and apps use to decide which profiles to show to someone, ___ determine whether two people will eventually fall in love



Note: Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

"From Looking for Love to Swiping the Field: Online Dating in the U.S."

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While those who have used the platforms are only slightly more likely than those who have not to say algorithms could predict love, there are larger differences among online dating users based on their experiences.

Online dating users who say their experiences have been very or somewhat positive are more likely to think algorithms could predict love than users who describe their experiences as negative (30% vs. 18%).

Americans are divided in their views of online dating’s safety

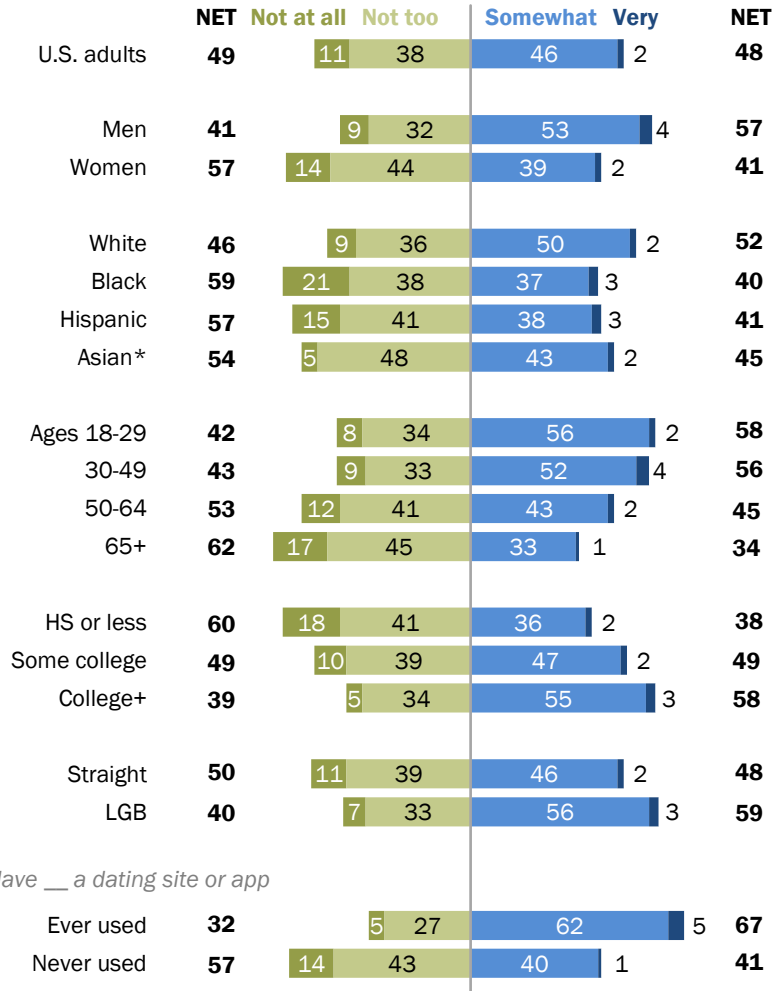
People are split when it comes to how safe they think dating sites and apps are: 48% say they are at least a somewhat safe way to meet people, while 49% say they are not too or not at all safe. This represents a slight dip in perceived safety from 2019, when 53% said dating sites and apps were a safe way to meet people.

Concerns about safety vary widely along demographic lines. For example, adults 65 and older are 20 points more likely than adults ages 18 to 49 to think online dating is not safe. They are also 9 points more likely than those 50 to 64 to say so.

Large differences are also present by gender, education and race and ethnicity. Women are 16 points more likely than men to say dating sites and apps are unsafe for meeting people. Those with a high school diploma or less are more likely to say online dating is unsafe (60%) versus those with some college experience (49%) or a bachelor’s degree or more (39%).

Americans’ views of online dating’s safety vary across demographic groups – with some of the largest differences by age, gender and education

% of U.S. adults who say in general, they think dating sites and apps are a ___ safe way to meet people



* Estimates for Asian adults are representative of English speakers only.
 Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Figures may not add up to the NET values due to rounding. Those who did not give an answer are not shown.
 Source: Survey of U.S. adults conducted July 5-17, 2022.
 “From Looking for Love to Swiping the Field: Online Dating in the U.S.”

Black (59%) or Hispanic (57%) adults are also more likely to view online dating as unsafe compared with White adults (46%).

And while straight adults are about evenly divided on online dating's safety, a majority of LGB adults say these platforms are a safe way to meet people.

There have been some slight changes in groups' views of online dating's safety since 2019. For example, the share of those with a bachelor's degree or higher who say that online dating is a safe way to meet people is down 7 points from 65% in 2019. The share of Americans 65 and older who say this is down 6 points, from 40%. And the share of women who say online dating is safe is down 5 points from 46%, as is the share of White adults (from 57% to 52%).

A majority of online dating users think the platforms are safe for meeting people

Americans who have used dating sites and apps are far more likely than those who have not used them to see dating sites and apps as safe for meeting people. Two-thirds of those who have ever used a dating site or app say they are safe for this purpose. A smaller share of those who have never used one – about four-in-ten – say the platforms are a safe way to meet people. (While online dating users' views are unchanged since 2019, those who have *not* used dating sites and apps are slightly less likely to think they are safe now than in 2019, when 47% said this.)

Among online dating users, there are also demographic differences in views of the platforms' safety. For example, men who have used a dating site or app are more likely than women who have used one to see the platforms as safe (76% vs. 58%).

Feelings about safety are also related to negative experiences online dating. Those who have experienced at least one of the unwanted behaviors on a dating site or app [that were explored in the survey](#) are less likely to say online dating is safe than those who have not (64% vs. 72%).

But not all of the demographic differences in Americans' views overall remain when looking just at online dating users. For example, while there are differences by sexual orientation in Americans' views of online dating's safety, among online dating users themselves, majorities of both LGB and straight users say it is safe (69% vs. 68%).

60% of U.S. adults favor requiring background checks for online dating profiles

In the wake of safety concerns from some users, some companies that run dating platforms have started offering [background checks](#) on profiles for users who want to vet potential matches on the sites. The survey explored whether Americans think these types of checks should be required before someone even creates a profile.

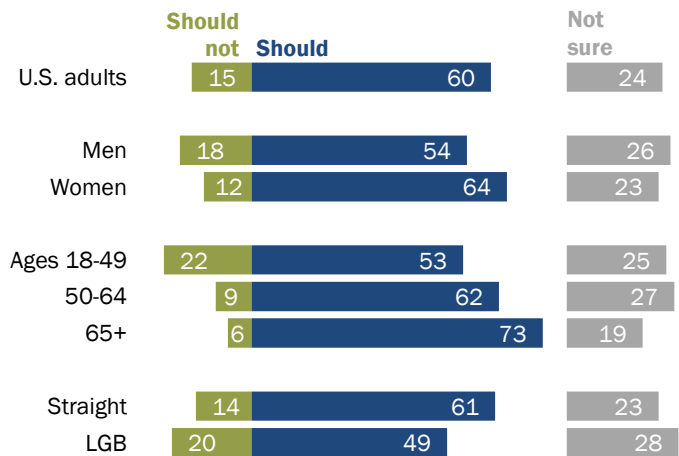
A majority of Americans support requiring users who want to create a profile to undergo a background check before doing so. Some 60% of Americans say companies should require this, 15% say they should not and 24% are not sure.

Adults 65 and older are more likely to favor mandated background checks than younger adults – 73% say companies should require them, followed by 62% of those 50 to 64 and 53% of adults younger than 50.

Views also differ sharply by perceptions of online dating’s safety, with those who say it’s not a safe way to meet people more likely to support required background checks than those who think it is safe (71% vs. 49%).

Majority of adults support required background checks for dating profiles, but users of the platforms are less likely to think companies should do this

% of U.S. adults who say they think companies that run dating sites and apps ___ require background checks before someone creates a profile



Have ___ a dating site or app



Say in general, dating sites and apps are a ___ way to meet people



Note: LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

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Women are more likely than men to say people should have to go through background checks (64% vs. 54%), as are straight adults compared with LGB adults (61% vs. 49%).

But online dating users themselves are not as supportive of this requirement. Some 47% say companies should require background checks, compared with 65% of those who have never used a dating site or app. Still, women online dating users are more likely to support this than their male counterparts (53% vs. 41%), and users who think the platforms are not safe for meeting people are more likely to say companies should require background checks than those who think they are safe (64% vs. 39%). There are no differences by sexual orientation among users (47% of straight users and 45% of LGB users say companies should require background checks).

Acknowledgments

This report is a collaborative effort based on the input and analysis of the following individuals. Find related reports online at pewresearch.org/internet.

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In addition, the project benefited greatly from the guidance of Pew Research Center's methodology team: Courtney Kennedy, Andrew Mercer, Dorene Asare-Marfo, Ashley Amaya and Arnold Lau.

This project also benefited from feedback by the following Pew Research Center staff: Alec Tyson, Anna Brown, Khadijah Edwards, Ted Van Green and Gar Meng Leong, as well as former Pew Research Center staffer Ruth Igielnik.

Appendix A: Methodology

The American Trends Panel survey methodology

Overview

The American Trends Panel (ATP), created by Pew Research Center, is a nationally representative panel of randomly selected U.S. adults. Panelists participate via self-administered web surveys. Panelists who do not have internet access at home are provided with a tablet and wireless internet connection. Interviews are conducted in both English and Spanish. The panel is being managed by Ipsos.

Data in this report is drawn from the panel wave conducted from July 5-17, 2022, and included [oversamples](#) of adults who identify as lesbian, gay or bisexual (LGB), adults who have used online dating sites or apps, and adults who are currently looking for a romantic partner, in order to provide more precise estimates of the opinions and experiences of these smaller demographic subgroups. These oversampled groups are weighted back to reflect their correct proportions in the population. A total of 6,034 panelists responded out of 7,374 who were sampled, for a response rate of 84%. This included 4,996 respondents from the ATP and an oversample of 1,038 LGB respondents from Ipsos' KnowledgePanel (KP). The cumulative response rate accounting for nonresponse to the recruitment surveys and attrition is 3%. The break-off rate among panelists who logged on to the survey and completed at least one item is 1%. The margin of sampling error for the full sample of 6,034 respondents is plus or minus 2.0 percentage points.

Panel recruitment

The ATP was created in 2014, with the first cohort of panelists invited to join the panel at the end of a large, national, landline and cellphone random-digit-dial (RDD) survey that was conducted in both English and Spanish. Two additional

American Trends Panel recruitment surveys

Recruitment dates	Mode	Invited	Joined	Active panelists remaining
Jan. 23 to March 16, 2014	Landline/ cell RDD	9,809	5,338	1,593
Aug. 27 to Oct. 4, 2015	Landline/ cell RDD	6,004	2,976	936
April 25 to June 4, 2017	Landline/ cell RDD	3,905	1,628	470
Aug. 8 to Oct. 31, 2018	ABS	9,396	8,778	4,420
Aug. 19 to Nov. 30, 2019	ABS	5,900	4,720	1,618
June 1 to July 19, 2020; Feb. 10 to March 31, 2021	ABS	3,197	2,812	1,692
May 29 to July 7, 2021 Sept. 16 to Nov. 1, 2021	ABS	1,329	1,162	931
	Total	39,540	27,414	11,660

Note: Approximately once per year, panelists who have not participated in multiple consecutive waves or who did not complete an annual profiling survey are removed from the panel. Panelists also become inactive if they ask to be removed from the panel.

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recruitments were conducted using the same method in 2015 and 2017, respectively. Across these three surveys, a total of 19,718 adults were invited to join the ATP, of whom 9,942 (50%) agreed to participate.

In August 2018, the ATP switched from telephone to address-based (ABS) recruitment. Invitations were sent to a stratified, random sample of households selected from the U.S. Postal Service's Delivery Sequence File. Sampled households receive mailings asking a randomly selected adult to complete a survey online. A question at the end of the survey asks if the respondent is willing to join the ATP. Starting in 2020 another stage was added to the recruitment. Households that do not respond to the online survey are sent a paper version of the questionnaire, \$5 and a postage-paid return envelope. A subset of the adults returning the paper version of the survey are invited to join the ATP. This subset of adults receive a follow-up mailing with a \$10 pre-incentive and invitation to join the ATP.

Across the four address-based recruitments, a total of 19,822 adults were invited to join the ATP, of whom 17,472 agreed to join the panel and completed an initial profile survey. In each household, the adult with the next birthday was asked to go online to complete a survey, at the end of which they were invited to join the panel. Of the 27,414 individuals who have ever joined the ATP, 11,660 remained active panelists and continued to receive survey invitations at the time this survey was conducted.

The U.S. Postal Service's Delivery Sequence File has been estimated to cover as much as 98% of the population, although some studies suggest that the coverage could be in the low 90% range.³ The American Trends Panel never uses breakout routers or chains that direct respondents to additional surveys.

About the Ipsos KnowledgePanel

The Ipsos KnowledgePanel is an online probability-based panel representative of the U.S. adult population. Households without internet connection are provided with a web-enabled device and free internet service. KnowledgePanel's recruitment process was originally based on a national RDD sampling methodology. In 2009, the panel switched to using an ABS methodology. Here is additional [information about the recruitment, sampling and weighting procedures](#) for the Ipsos KnowledgePanel.

³ AAPOR Task Force on Address-based Sampling. 2016. "[AAPOR Report: Address-based Sampling.](#)"

Sample design

The overall target population for this survey was non-institutionalized persons ages 18 and older living in the U.S., including Alaska and Hawaii. It featured a stratified random sample from the ATP in which panelists who identify as lesbian, gay or bisexual, have used online dating sites or apps or who are currently looking for a romantic partner were selected with certainty. The remaining panelists were sampled at rates designed to ensure that the share of respondents in each stratum is proportional to its share of the U.S. adult population to the greatest extent possible. Respondent weights are adjusted to account for differential probabilities of selection as described in the Weighting section below.

The ATP was supplemented with an oversample of LGB respondents from the KnowledgePanel.

Questionnaire development and testing

The questionnaire was developed by Pew Research Center in consultation with Ipsos. The web program was rigorously tested on both PC and mobile devices by the Ipsos project management team and Pew Research Center researchers. The Ipsos project management team also populated test data that was analyzed in SPSS to ensure the logic and randomizations were working as intended before launching the survey.

Incentives

All respondents were offered a post-paid incentive for their participation. Respondents could choose to receive the post-paid incentive in the form of a check or a gift code to Amazon.com or could choose to decline the incentive. Incentive amounts ranged from \$5 to \$20 depending on whether the respondent belongs to a part of the population that is harder or easier to reach. Differential incentive amounts were designed to increase panel survey participation among groups that traditionally have low survey response propensities.

Ipsos operates an ongoing modest incentive program for KnowledgePanel to encourage participation and create member loyalty. The incentive program includes special raffles and sweepstakes with both cash rewards and other prizes to be won. Typically, panel members are assigned no more than one survey per week. On average, panel members complete two to three surveys per month with durations of 10 to 15 minutes per survey. An additional incentive is usually provided for longer surveys.

Data collection protocol

The data collection field period for this survey was July 5-17, 2022. Postcard notifications were mailed to all ATP panelists with a known residential address on July 5, 2022.

Invitations were sent out in two separate launches: Soft Launch and Full Launch. Sixty ATP panelists and 456 KP panelists were included in the Soft Launch, which began with an initial invitation sent on July 5, 2022. The ATP panelists chosen for the initial Soft Launch were known responders who had completed previous ATP surveys within one day of receiving their invitation. All remaining English- and Spanish-speaking panelists were included in the Full Launch and were sent an invitation on July 6, 2022.

All panelists with an email address received an email invitation and up to four email reminders if they did not respond to the survey. All ATP panelists that consented to SMS messages received an SMS invitation and up to four SMS reminders.

Invitation and reminder dates

	Soft Launch	Full Launch
Initial invitation	July 5, 2022	July 6, 2022
First reminder	July 9, 2022	July 9, 2022
Second reminder	July 11, 2022	July 11, 2022
Third reminder	July 13, 2022	July 13, 2022
Final reminder	July 15, 2022	July 15, 2022

Data quality checks

To ensure high-quality data, the Center's researchers performed data quality checks to identify any respondents showing clear patterns of satisficing. This includes checking for very high rates of leaving questions blank, as well as always selecting the first or last answer presented. As a result of this checking, two ATP respondents were removed from the survey dataset prior to weighting and analysis.

Weighting

The data was weighted in a multistep process that accounts for multiple stages of sampling and nonresponse that occur at different points in the survey process. First, each panelist began with a base weight that reflects their probability of selection for their initial recruitment survey. These weights were then adjusted to account for each panelist's probability of being sampled to participate in this wave.

Next, respondents were placed into one of three groups: 1) LGB ATP respondents, 2) LGB KnowledgePanel respondents, or 3) all remaining ATP respondents. Within each group, the weights for each respondent were scaled to be proportional to that group's effective sample size.

The groups were then recombined, and the weights were poststratified so that the weighted proportion of LGB adults matched its estimated share of the of the U.S. adult population.

The weights were then calibrated to align with the population benchmarks identified in the accompanying table and trimmed at the 1st and 99th percentiles to reduce the loss in precision stemming from variance in the weights. Sampling errors and tests of statistical significance take into account the effect of weighting.

Some of the population benchmarks used for weighting come from surveys conducted prior to the coronavirus outbreak that began in February 2020. However, the weighting variables for panelists recruited in 2021 were measured at the time they were recruited to the panel. Likewise, the profile variables for existing panelists were updated from panel surveys conducted in July or August 2021. For KnowledgePanel respondents, many of the weighting variables were measured on this wave.

Weighting dimensions

Variable	Benchmark source
Age x Gender	2019 American Community Survey (ACS)
Education x Gender	
Education x Age	
Race/Ethnicity x Education	
Born inside vs. outside the U.S. among Hispanics and Asian Americans	
Years lived in the U.S.	
Census region x Metro/Non-metro	2020 CPS March Supplement
Voter registration	2018 CPS Voting and Registration Supplement
Party affiliation	2021 National Public Opinion Reference Survey (NPORS)
Frequency of internet use	
Religious affiliation	
Volunteerism	2021 American Trends Panel Annual Profile Survey
LGB Orientation	

Note: Estimates from the ACS are based on non-institutionalized adults. Voter registration is calculated using procedures from Hur, Achen (2013) and rescaled to include the total U.S. adult population.

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This does not pose a problem for most of the variables used in the weighting, which are quite stable at both the population and individual levels. However, volunteerism may have changed over the intervening period in ways that made their 2021 measurements incompatible with the available (pre-pandemic) benchmarks. To address this, volunteerism is weighted to an estimated benchmark that attempts to account for possible changes in behavior.

The weighting parameter is estimated using the volunteerism profile variable that was measured on the full American Trends Panel in 2021 but weighted using the profile variable that was measured in 2020. For all other weighting dimensions, the more recent panelist measurements were used. For American Trends panelists recruited in 2021, the 2020 volunteerism measure was imputed using data from existing panelists with similar characteristics.

For panelists recruited in 2021, plausible values were imputed using the 2020 volunteerism values from existing panelists with similar characteristics. This ensures that any patterns of change that were observed in the existing panelists were also reflected in the new recruits when the weighting was performed.

The following table shows the unweighted sample sizes and the error attributable to sampling that would be expected at the 95% level of confidence for different groups in the survey.

Group	Unweighted sample size	Plus or minus ...
Total sample	6,034	2.0 percentage points
Ages 18-29	929	5.4 percentage points
30-49	2,248	3.4 percentage points
50-64	1,598	3.9 percentage points
65+	1,241	4.0 percentage points
Straight	4,141	2.2 percentage points
Lesbian, gay or bisexual (LGB)	1,667	4.9 percentage points
Online dating users	3,128	3.0 percentage points
Current or recent online dating users	951	5.8 percentage points

Note: This survey includes oversamples of lesbian, gay or bisexual (LGB) respondents, respondents who have used online dating sites or apps and respondents who are currently looking for a romantic partner. Unweighted sample sizes do not account for the sample design or weighting and do not describe a group's contribution to weighted estimates. See the Sample design and Weighting sections above for details.

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Sample sizes and sampling errors for other subgroups are available upon request. In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

A note about the Asian adult sample

This survey includes a total sample size of 234 Asian adults. The sample primarily includes English-speaking Asian adults and, therefore, may not be representative of the overall Asian adult population. Despite this limitation, it is important to report the views of Asian adults on the topics in this study. As always, Asian adults' responses are incorporated into the general population figures throughout this report. Asian adults are shown as a separate group when the question was asked of the full sample. Because of the relatively small sample size and a reduction in precision due to weighting, results are not shown separately for Asian adults for questions that were only asked of online dating users or other filtered questions. We are also not able to analyze Asian adults by demographic categories, such as gender, age or education.

Adjusting income and defining income tiers

To create upper-, middle- and lower-income tiers, respondents' 2020 family incomes were adjusted for differences in purchasing power by geographic region and household size. "Middle-income" adults live in families with annual incomes that are two-thirds to double the median family income in the panel (after incomes have been adjusted for the local cost of living and household size). The middle-income range for the American Trends Panel is about \$42,000 to \$125,900 annually for an average family of three. Lower-income families have incomes less than roughly \$42,000, and upper-income families have incomes greater than roughly \$125,900 (all figures expressed in 2020 dollars).

Based on these adjustments, 29% of respondents are lower income, 49% are middle income and 17% fall into the upper-income tier. An additional 5% either didn't offer a response to the income question or the household size question.

Here is more information about [how the income tiers were determined](#).

Dispositions and response rates

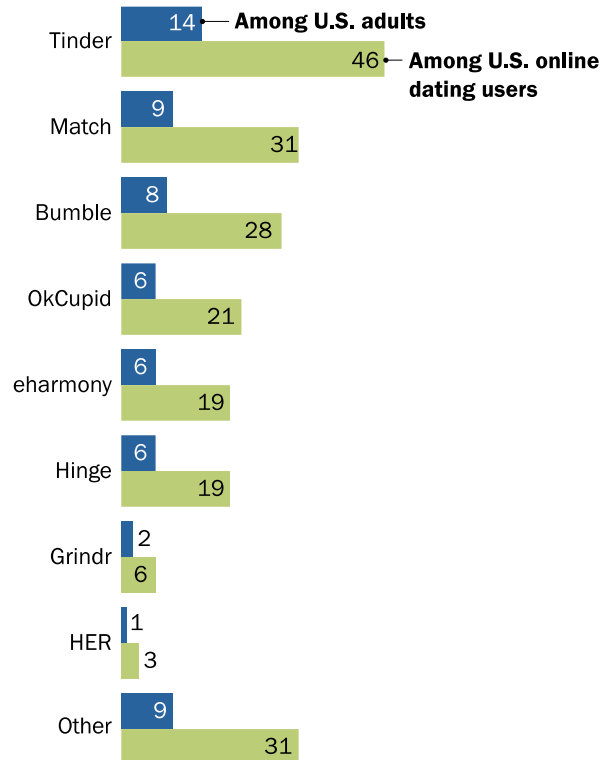
Final dispositions	AAPOR code	ATP	KP	Total
Completed interview	1.1	4,996	1,038	6,034
Logged on to survey; broke-off	2.12	31	28	59
Logged on to survey; did not complete any items	2.1121	17	30	47
Never logged on (implicit refusal)	2.11	466	621	1,087
Survey completed after close of the field period	2.27	2	1	3
Completed interview but was removed for data quality	2.3	2	0	2
Screened out	4.7	0	142	142
Total panelists in the survey		5,514	1,860	7,374
Completed interviews	I	4,996	1,038	6,034
Partial interviews	P			
Refusals	R	516	28	544
Non-contact	NC	2		2
Other	O			
Unknown household	UH			
Unknown other	UO		651	651
Not eligible	NE			
Screen out	SO		143	143
Total		5,514	1,860	7,374
Est. eligibility rate among unscreened: $e = (I+R)/(I+R+SO)$		100%	88%	91%
AAPOR RR1 = $I / (I+P+R+NC+O+UH+UO)$		91%	60%	83%
AAPOR RR3 = $I / (I+R+[e*UO])$		91%	63%	84%
Cumulative response rate	ATP	KP	Total	
Weighted response rate to recruitment surveys	12%	10%	11%	
% of recruitment survey respondents who agreed to join the panel, among those invited	69%	60%	67%	
% of those agreeing to join who were active panelists at start of Wave 111	43%	54%	46%	
Response rate to Wave 111 survey	91%	63%	84%	
Cumulative response rate	3%	2%	3%	

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Appendix B: Supplementary chart

Tinder is the most commonly used dating site or app, followed by Match and Bumble

% who say they have ever used ...



Note: Online dating users refers to those who have ever used a dating site or app. See topline for a list of the most common other dating sites or apps mentioned. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022.

"From Looking for Love to Swiping the Field: Online Dating in the U.S."

PEW RESEARCH CENTER

Topline questionnaire

**2022 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 111 JULY 2022
FINAL TOPLINE
JULY 5-17, 2022
N=6,034**

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN PREVIOUSLY RELEASED.

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

	Sample size	Margin of error at 95% confidence level
U.S. adults	6,034	+/- 2.0 percentage points

ASK ALL:

MARITAL Which of these best describes you?

Jul 5-17, 2022

51	Married
11	Living with a partner
10	Divorced
2	Separated
5	Widowed
22	Never been married
*	No answer

ASK IF DIVORCED, SEPARATED, WIDOWED, NEVER MARRIED OR NO ANSWER (MARITAL=3-99) [N=2,793]:

MARITAL2 Are you currently in a committed romantic relationship?

Jul 5-17, 2022

20	Yes, in a committed romantic relationship
79	No, not in a committed romantic relationship
1	No answer

ASK IF NOT IN A COMMITTED RELATIONSHIP (MARITAL2=2) [N=2,231]:

SEEKING Which of these best describes what you are looking for right now?

Jul 5-17, 2022

13	A committed romantic relationship only
7	Casual dates only
22	Either a committed romantic relationship or casual dates
57	Not currently looking for a relationship or casual dates
*	No answer

Feb 7-13, 2022

14
7
22
56
*

Oct 16-28, 2019⁴

14
10
26
50
1

⁴ In October 2019, the fourth response option was slightly different, reading: "Not currently looking for a relationship or dates."

COMBINED MARITAL/MARITAL2/SEEKING BASED ON ALL ADULTS:

<u>Jul 5-17, 2022</u>		<u>Oct 16-28, 2019</u>
69	Partnered	69
51	Married	50
11	Living with a partner	11
8	In a committed romantic relationship	8
30	Single	31
13	Looking (for committed romantic relationship, casual dates or either one)	15
17	Not looking (for committed romantic relationship, casual dates or either one)	15
*	No answer to SEEKING	*
1	No answer to MARITAL2	*

ASK IF INTERNET USER (XTABLET=2) [N=5,892]:

ONLINEDATE Have you ever used an online dating site or dating app?

<u>Jul 5-17, 2022</u>		<u>Oct 16-28, 2019</u>
32	Yes, have done this	31
68	No, have not done this	68
*	No answer	*

ASK IF EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=3,128]:

ONLINEDATE2 Are you currently using an online dating site or dating app?

<u>Jul 5-17, 2022</u>		<u>Oct 16-28, 2019</u>
15	Yes, I am currently using an online dating site or dating app	18
16	No, but I have used one within the past year	17
27	No, but I used one 1 to 5 years ago	26
42	No, but I used one more than 5 years ago	38
*	No answer	*

COMBINED ONLINEDATE/ONLINEDATE2 BASED ON ALL ADULTS:

<u>Jul 5-17, 2022</u>		<u>Oct 16-28, 2019</u>
30	Ever used an online dating site or app	30
9	Currently using or used within the past year	11
21	Used one or more years ago	19
*	No answer to ONLINEDATE2	*
65	Never used an online dating site or app	65
*	No answer to ONLINEDATE	*
4	Does not use internet	4

ASK IF EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=3,128]:
 ONDPLTFRM Have you ever used any of the following online dating sites or dating apps?
[RANDOMIZE ITEMS, WITH ITEM i ALWAYS LAST]

		<u>Yes, I have used this</u>	<u>No, I have not used this</u>	<u>No answer</u>
a.	Match Jul 5-17, 2022	31	67	2
b.	Tinder Jul 5-17, 2022	46	52	2
c.	eHarmony Jul 5-17, 2022	19	79	2
d.	OkCupid Jul 5-17, 2022	21	77	2
e.	Grindr Jul 5-17, 2022	6	92	2
f.	Bumble Jul 5-17, 2022	28	70	2
g.	Hinge Jul 5-17, 2022	19	79	2
h.	HER Jul 5-17, 2022	3	95	2
i.	Some other online dating site or dating app not listed [TEXT BOX] Jul 5-17, 2022	31	56	13

ONDPLTFRM BASED ON THOSE WHO SAID SOME OTHER ONLINE DATING SITE OR DATING APP NOT LISTED (ONDPLTFRM=i) [N=1,050]:

ONDPLTFRM Some other online dating site or dating app not listed [OPEN-END RESPONSE, CODED ANSWERS SHOWN BELOW]

Jul 5-17, 2022

33	Plenty of Fish
10	Facebook/Facebook Dating
3	Coffee Meets Bagel
3	Christian Mingle
3	OurTime
2	Yahoo!
2	Zoosk
2	MeetMe
2	Tagged
1	Feeld
1	Scruff
1	Jdate
1	AdultFriendFinder
1	Badoo
1	SilverSingles
29	Other
4	Don't Know/Not sure
6	No answer

ONDPLTRM BASED ON ALL ADULTS:

ONDPLTRM Have you ever used any of the following online dating sites or dating apps?
[RANDOMIZE ITEMS, WITH ITEM i ALWAYS LAST]

		Yes, I have used this	No, I have not used this	No answer to ONDPLTRM	Never used an online dating site or app	No answer to ONLINEDATE	Does not use internet
a.	Match Jul 5-17, 2022	9	21	1	65	*	4
b.	Tinder Jul 5-17, 2022	14	16	*	65	*	4
c.	eHarmony Jul 5-17, 2022	6	24	1	65	*	4
d.	OkCupid Jul 5-17, 2022	6	24	1	65	*	4
e.	Grindr Jul 5-17, 2022	2	28	1	65	*	4
f.	Bumble Jul 5-17, 2022	8	21	1	65	*	4
g.	Hinge Jul 5-17, 2022	6	24	1	65	*	4
h.	HER Jul 5-17, 2022	1	29	1	65	*	4
i.	Some other online dating site or dating app not listed [TEXT BOX] Jul 5-17, 2022	9	17	4	65	*	4

ASK ALL:

ONIMPACT Overall, what type of effect would you say online dating sites and dating apps have had on dating and relationships? **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]**

<u>Jul 5-17, 2022</u>		<u>Oct 16-28, 2019</u>
18	Mostly positive effect	22
21	Mostly negative effect	26
59	Neither positive nor negative effect	50
2	No answer	2

ASK ALL:

ONCHOICES Do you think people on online dating sites and dating apps today have... **[RANDOMIZE RESPONSE OPTIONS 1 AND 2, WITH OPTION 3 ALWAYS LAST]**

Jul 5-17, 2022

37	Too many options for dating
13	Too few options for dating
43	The right amount of options for dating
7	No answer

ASK ALL:

ONCOMMIT Do you think online dating sites and dating apps have made finding a long-term partner or spouse...

Jul 5-17, 2022

10	A lot harder
12	A little harder
32	Made no difference
36	A little easier
6	A lot easier
4	No answer

ASK ALL:

ONDALG Online dating sites and dating apps use computer programs, also called algorithms, to decide which profiles to show to someone.

Do you think computer programs like these could determine whether two people will eventually fall in love?

Jul 5-17, 2022

21	Yes, they could
35	No, they couldn't
43	Not sure
1	No answer

ASK IF EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=3,128]:

ONEXPGEN Overall, would you say your OWN personal experiences with online dating sites or dating apps have been...

Jul 5-17, 2022

14	Very positive
39	Somewhat positive
35	Somewhat negative
11	Very negative
1	No answer

Oct 16-28, 2019

14
43
33
9
1

ASK IF MARRIED, LIVING WITH A PARTNER, OR IN A COMMITTED ROMANTIC RELATIONSHIP (MARITAL=1,2 OR MARITAL2=1) AND EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=1,829]:

PRTNRONL Did you first meet your current spouse or partner on an online dating site or dating app?

Jul 5-17, 2022

40	Yes, I did
60	No, I did not
0	No answer

PRTNRONL BASED ON ALL PARTNERED ADULTS – THOSE WHO ARE MARRIED, LIVING WITH A PARTNER, OR IN A COMMITTED ROMANTIC RELATIONSHIP (MARITAL=1,2 OR MARITAL2=1) [N=3,785]:

PRTNRONL Did you first meet your current spouse or partner on an online dating site or dating app?

Jul 5-17, 2022

10	Yes, I did
15	No, I did not
0	No answer
72	Never used an online dating site or app
*	No answer to ONLINEDATE
3	Does not use internet

ASK IF EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=3,128]:

ONDPAY Have you ever paid to use an online dating site or dating app, including for extra features on that site or app?

Jul 5-17, 2022

35	Yes, I have done this
64	No, I have not done this
1	No answer

ASK ALL:

ONSAFE In general, how safe do you think online dating sites and dating apps are as a way to meet people?

Jul 5-17, 2022

2	Very safe
46	Somewhat safe
38	Not too safe
11	Not at all safe
2	No answer

Oct 16-28, 2019

3
50
36
10
1

ASK ALL:

ONDCHECK Do you think companies that run online dating sites and dating apps should require background checks before someone creates a profile?

Jul 5-17, 2022

60	Yes, they should
15	No, they should not
24	Not sure
2	No answer

ASK IF EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=3,128]:

ONDCOMP How good of a job do you think companies that run online dating sites and dating apps are doing at each of the following? **[RANDOMIZE ITEMS]**

	<u>Very good</u>	<u>Somewhat good</u>	<u>Neither good nor bad</u>	<u>Somewhat bad</u>	<u>Very bad</u>	<u>Not sure</u>	<u>No answer</u>
a. Finding and removing bots or fake accounts Jul 5-17, 2022	6	14	12	21	19	28	*
b. Removing users who abuse or harass others Jul 5-17, 2022	9	19	13	16	8	34	*
c. Keeping users' personal information safe Jul 5-17, 2022	9	23	18	12	7	30	*

ASK IF USED AN ONLINE DATING SITE OR APP IN THE PAST 12 MONTHS (ONLINEDATE2=1,2) [N=951]:

ONDWHY In the past 12 months, is any of the following a reason you have used an online dating site or dating app? **[RANDOMIZE ITEMS]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To meet a long-term partner or spouse Jul 5-17, 2022	44	31	24	*
b. To date casually Jul 5-17, 2022	40	37	22	1
c. To have casual sex Jul 5-17, 2022	24	27	48	*
d. To make new friends Jul 5-17, 2022	22	36	42	1

**ASK IF USED AN ONLINE DATING SITE OR APP IN THE PAST 12 MONTHS (ONLINEDATE2=1,2)
[N=951]:**

ONDEMOT

In your personal experience with online dating sites or dating apps over the past 12 months, have you ever felt... **[RANDOMIZE ITEMS a-b IN A BLOCK, RANDOMIZE ITEMS c-d IN A BLOCK, RANDOMIZE BLOCKS]**

	Yes, <u>often</u>	Yes, <u>sometimes</u>	No, I have never <u>felt this way</u>	No <u>answer</u>
a. Overwhelmed by the number of messages you have received Jul 5-17, 2022	12	25	63	1
b. Insecure because of the lack of messages you have received Jul 5-17, 2022	16	40	44	1
c. Disappointed in the people you have seen on these sites or apps Jul 5-17, 2022	36	52	12	1
d. Excited by the people you have seen on these sites or apps Jul 5-17, 2022	17	62	21	1

ASK IF EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=3,128]:

ONHARASS

Thinking about your own personal experiences, has someone ever done any of the following to you ON AN ONLINE DATING SITE OR DATING APP? **[RANDOMIZE ITEMS]**

	Yes, this has <u>happened to me</u>	No, this has not <u>happened to me</u>	<u>No answer</u>
a. Called you an offensive name Jul 5-17, 2022	24	75	1
Oct 16-28, 2019	28	71	1
b. Threatened to physically harm you Jul 5-17, 2022	6	93	1
Oct 16-28, 2019	9	91	*
c. Sent you a sexually explicit message or image you didn't ask for Jul 5-17, 2022	38	62	1
Oct 16-28, 2019	35	64	*
d. Continued to contact you after you said you were not interested Jul 5-17, 2022	30	69	1
Oct 16-28, 2019	37	62	*

ASK IF EVER USED AN ONLINE DATING SITE OR APP (ONLINEDATE=1) [N=3,128]:

ONSCAM Have you ever encountered someone you think was trying to scam you on an online dating site or dating app?

Jul 5-17, 2022

52	Yes, I have
47	No, I have not
1	No answer