Graphs and Infographics for Online Dating
Love in the Age of Technology
Attitudes toward online dating grow more positive

% of U.S. adults who agree with the following statements

<table>
<thead>
<tr>
<th>Statement</th>
<th>2005</th>
<th>2015</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online dating is a good way to meet people</td>
<td>44</td>
<td>59</td>
</tr>
<tr>
<td>People who use online dating sites are desperate</td>
<td>29</td>
<td>23</td>
</tr>
</tbody>
</table>


PEW RESEARCH CENTER
Those with online dating experience are more likely to have positive attitudes towards dating digitally

% in each group who agree that ...

- Online dating is a good way to meet people
  - Have used online dating: 80
  - Have not used online dating: 55

- Online dating helps people find a better match for themselves
  - Have used online dating: 62
  - Have not used online dating: 50

- Online dating is easier & more efficient than other ways
  - Have used online dating: 61
  - Have not used online dating: 44

- Online dating is more dangerous than other ways of meeting
  - Have used online dating: 45
  - Have not used online dating: 60

- Online dating keeps people from settling down
  - Have used online dating: 31
  - Have not used online dating: 32

- People who use online dating are desperate
  - Have used online dating: 16
  - Have not used online dating: 24

Source: Survey conducted June 10-July 12, 2015.
PEW RESEARCH CENTER
Use of online dating sites or mobile apps by young adults has nearly tripled since 2013

% in each age group who have ever used an online dating site and/or mobile dating app

Source: Survey conducted June 10-July 12, 2015.
PEW RESEARCH CENTER
College grads and the affluent especially likely to know someone who met a partner via online dating

<table>
<thead>
<tr>
<th>% within each group who...</th>
<th>Know someone who uses online dating</th>
<th>Know someone who has entered a long-term relationship via online dating</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults</td>
<td>41%</td>
<td>29%</td>
</tr>
<tr>
<td>18-24</td>
<td>57</td>
<td>34</td>
</tr>
<tr>
<td>25-34</td>
<td>56</td>
<td>33</td>
</tr>
<tr>
<td>35-44</td>
<td>45</td>
<td>33</td>
</tr>
<tr>
<td>45-54</td>
<td>38</td>
<td>29</td>
</tr>
<tr>
<td>55-64</td>
<td>33</td>
<td>28</td>
</tr>
<tr>
<td>65+</td>
<td>21</td>
<td>20</td>
</tr>
<tr>
<td>High school grad or less</td>
<td>25</td>
<td>18</td>
</tr>
<tr>
<td>Some college</td>
<td>46</td>
<td>30</td>
</tr>
<tr>
<td>College graduate</td>
<td>58</td>
<td>46</td>
</tr>
<tr>
<td>Less than $30k</td>
<td>30</td>
<td>20</td>
</tr>
<tr>
<td>$30k-$75k</td>
<td>40</td>
<td>28</td>
</tr>
<tr>
<td>$75k+</td>
<td>58</td>
<td>43</td>
</tr>
</tbody>
</table>

Source: Survey conducted June 10-July 12, 2015.
HOW ARE COLLEGE STUDENTS USING DATING APPS?

ONLY 4% PREFER TO USE APPS TO MEET POTENTIAL DATES

84% OF DATING APP USERS ARE ON TINDER

34% ARE ON TINDER PRIMARILY FOR ENTERTAINMENT

WHO SAYS “NO WAY” TO FIRST DATE HOOK-UPS?

91% ARE NOT PRIMARILY USING THE APPS FOR HOOK-UPS

27% REPORT BEING HARASSED ON THE APPS, GRINDR AND OKCUPID USERS REPORT THE HIGHEST RATES

37% OF MEN DON’T THINK USING DATING APPS IS NECESSARILY CHEATING

* Data from an ABODO survey of 6,500 college students who use dating apps
WHAT'S THE GOAL?

**FEMALE**
- Friends: 34.1%
- Ego Boost: 11.6%
- Casual Dating: 16.6%
- Entertainment: 15.0%
- Love: 9.1%
- Hook-ups: 10.2%
- Nudes: 4.4%

**MALE**
- Friends: 29.7%
- Casual Dating: 14.8%
- Entertainment: 7.9%
- Love: 9.6%
- Hook-ups: 9.6%
- Nudes: 14.8%

**OTHER**
- Friends: 33.3%
- Casual Dating: 14.8%
- Entertainment: 11.3%
- Love: 17.0%
- Hook-ups: 7.4%
- Nudes: 7.4%

<table>
<thead>
<tr>
<th>App</th>
<th>Friends</th>
<th>Ego Boost</th>
<th>Casual Dating</th>
<th>Entertainment</th>
<th>Love</th>
<th>Hook-ups</th>
<th>Nudes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tinder</td>
<td>5.7%</td>
<td>13.7%</td>
<td>16.6%</td>
<td>34.3%</td>
<td>9.9%</td>
<td>0%</td>
<td>8.8%</td>
</tr>
<tr>
<td>Bumble</td>
<td>7.1%</td>
<td>11.4%</td>
<td>23.6%</td>
<td>27.1%</td>
<td>12.7%</td>
<td>9.6%</td>
<td>8.4%</td>
</tr>
<tr>
<td>OkCupid</td>
<td>13.3%</td>
<td>8.7%</td>
<td>20.7%</td>
<td>17.3%</td>
<td>22.3%</td>
<td>0.7%</td>
<td>9.0%</td>
</tr>
<tr>
<td>Coffee Meets Bagel</td>
<td>16.5%</td>
<td>6.8%</td>
<td>20.0%</td>
<td>16.8%</td>
<td>21.9%</td>
<td>6.6%</td>
<td>11.2%</td>
</tr>
<tr>
<td>Grindr</td>
<td>12.7%</td>
<td>8.0%</td>
<td>11.3%</td>
<td>23.3%</td>
<td>19.3%</td>
<td>18.7%</td>
<td>6.7%</td>
</tr>
<tr>
<td>Match</td>
<td>13.0%</td>
<td>6.7%</td>
<td>17.5%</td>
<td>16.1%</td>
<td>30.6%</td>
<td>8.7%</td>
<td>9.4%</td>
</tr>
</tbody>
</table>

* Data from an ABODO survey of 3,000 college students who use dating apps
** "Other" comprises individuals who identify as neither female nor male
WHO IS BEING HARASSED?

- **FEMALE**: 35.5%
- **MALE**: 14.1%
- **OTHER***: 59.3%

*Data from an ABODO survey of 3,000 college students who use dating apps

**“Other” comprises individuals who identify as neither female nor male**
IS USING A DATING APP CHEATING?

* Data from an ABODO survey of 3,500 college students who use dating apps
** "Other" comprises individuals who identify as neither female nor male
Dating Apps and Love (1)

1) Do you believe the use of dating sites and apps affects how attractive you view individuals once you meet them in person?
2) Dating sites and apps have led to one large change in the mating process: More choices! Individuals now have many, many choices when trying to find a mate. Do you think more choices is a positive or negative thing for modern romance? How might this relate to cognitive dissonance and the decision-making process?
Dating Apps and Love (3)

3) How might using dating sites and apps affect your self-esteem?
Dating Apps and Love (4)

4) Why do many find dating apps, such as Tinder, so addictive?