

Graphs and Infographics for Online Dating

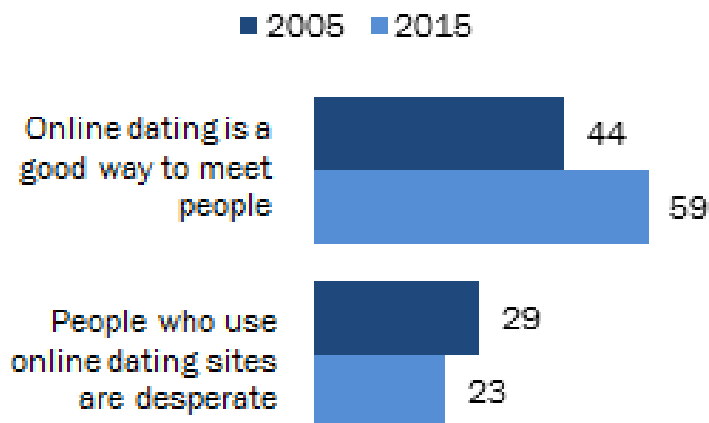
Love in the Age of Technology





Attitudes toward online dating grow more positive

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



Source: Survey conducted June 10-July 12, 2015. Trend data from previous Pew Research Center survey.

PEW RESEARCH CENTER



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

% in each group who agree that ...



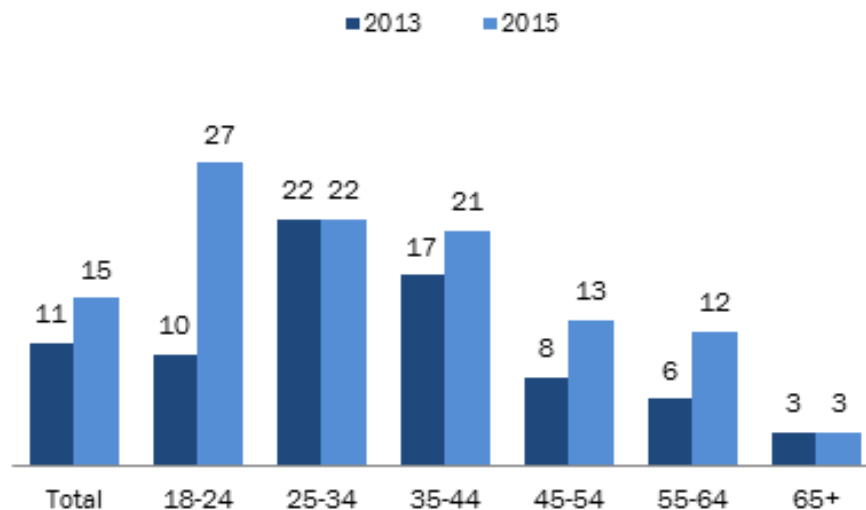
Source: Survey conducted June 10-July 12, 2015.

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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.

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College grads and the affluent especially likely to know someone who met a partner via online dating

% within each group who ...

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

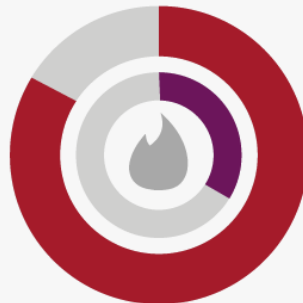
Source: Survey conducted June 10-July 12, 2015.

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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**



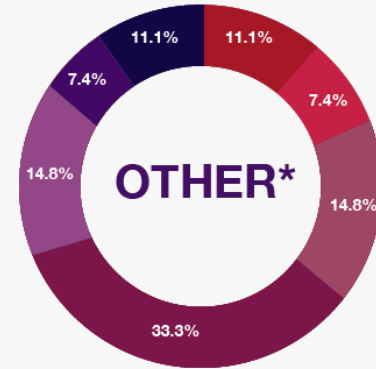
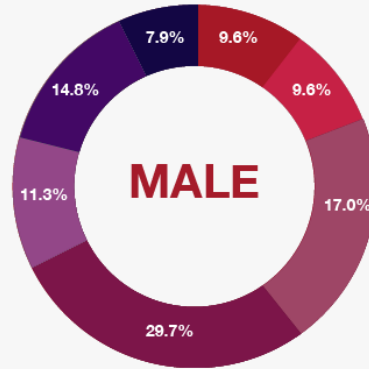
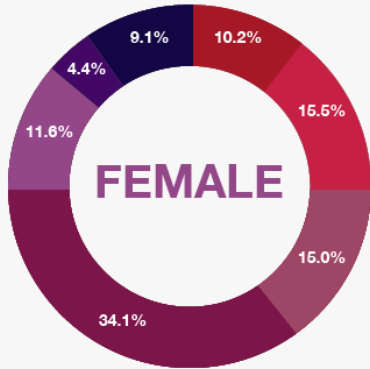
27% REPORT BEING HARASSED ON THE APPS. **GRINDR** AND **OKCUPID** USERS REPORT THE HIGHEST RATES



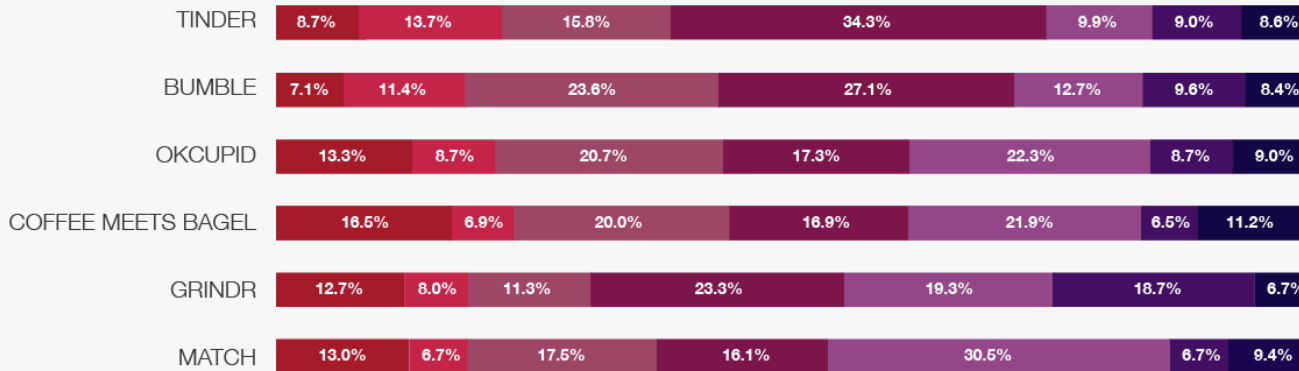
37% OF MEN **DON'T THINK** USING DATING APPS IS **NECESSARILY CHEATING**

* Data from an ABODO survey of 3,500 college students who use dating apps

WHAT'S THE GOAL?



■ Friends
 ■ Ego Boost
 ■ Casual Dating
 ■ Entertainment
 ■ Love
 ■ Hook-ups
 ■ Nudes

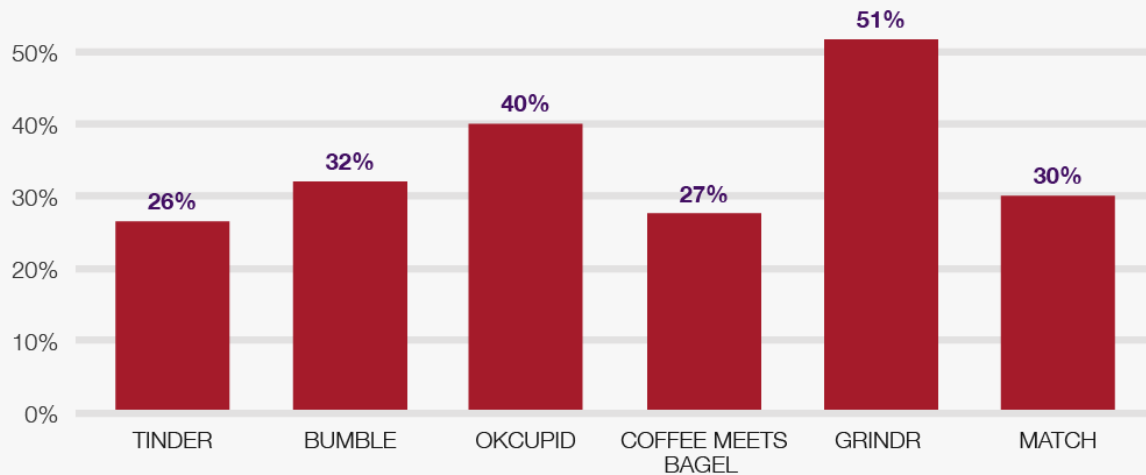
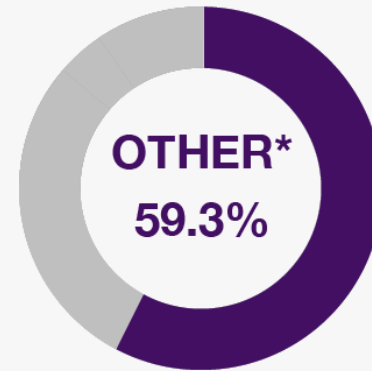
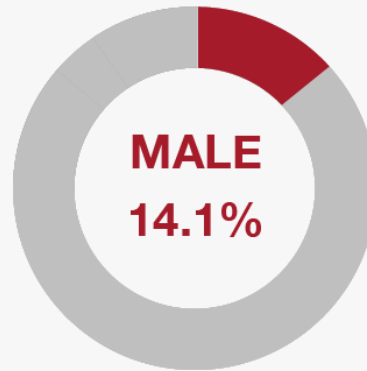
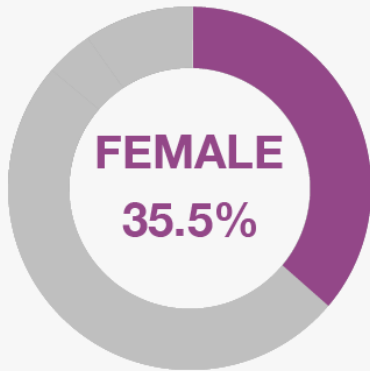


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** "Other" comprises individuals who identify as neither female nor male



WHO IS BEING HARASSED?

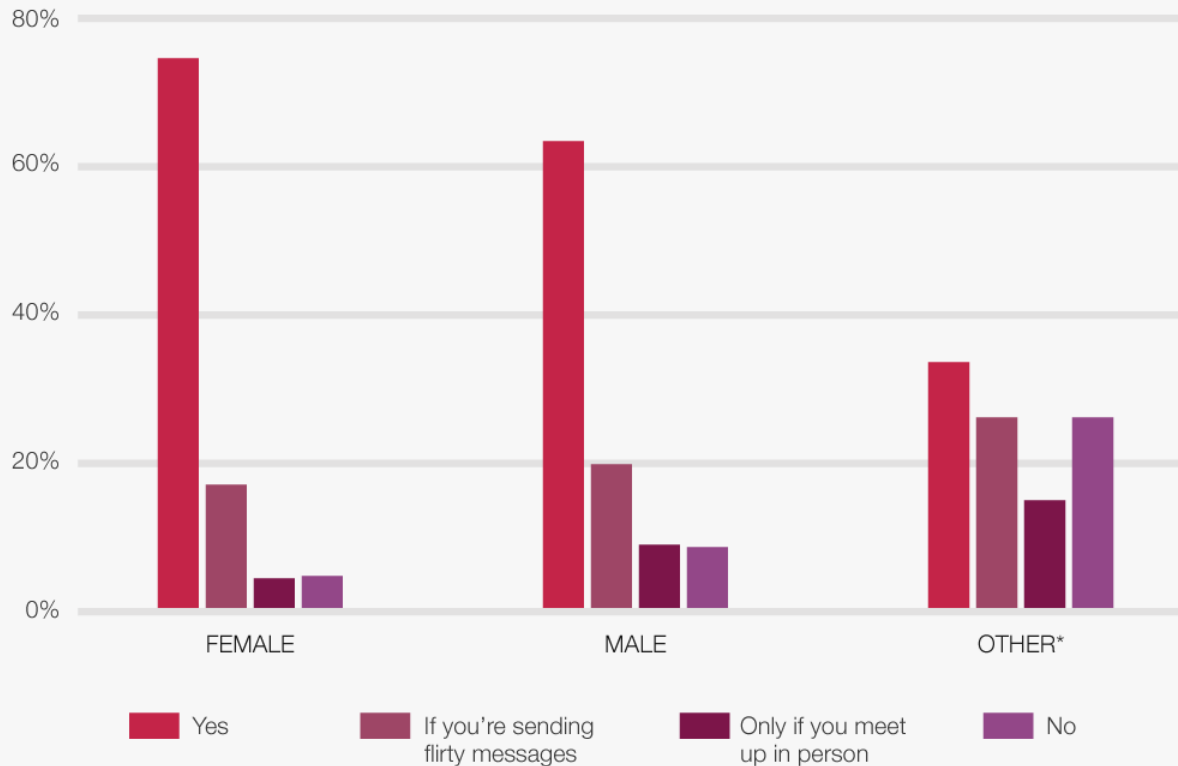


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IS USING A DATING APP CHEATING?



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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?

Dating Apps and Love (2)

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?