



PRESS RELEASE

Half of Americans Believe Dating Now is Worse Than 20 Years Ago

Seven in ten men pay on the first date

Washington, DC, February 3, 2020 — A new Ipsos poll finds that nearly half of Americans believe dating now is worse than dating 20 years ago (49%) with men significantly more likely than women to believe dating now is better (33% and 19% respectively). Seven in 10 men say they pay when they go on a first date, and the top reason for this is because it is just a habit to pay (43%). The top reason that women pay is due to their desire to demonstrate that they possess enticing qualities (26%) while 29% say they never pay for a first date.

A third of men (33%) and a quarter of women have used dating apps. The top reason for both men and women for using dating apps is to find a serious relationship with one partner (57% and 61% respectively). Men are significantly more likely to use dating apps to find both casual and serious relationships with multiple partners (28% and 13% respectively compared to 10% and 3% of women).

On average, Americans consider the normal chain of events when it comes to dating to be: Meeting someone, going on a date, meeting parents/family, sleeping together, going on vacation together, moving in together and then marriage. Two in five Americans believe three months is an acceptable time to discuss being exclusive with a partner (39%). Only 11% view having sex with someone on the first date as having a positive impact on the future of the relationship. Men are more likely to view this positively than women (18% and 5% respectively).

For full results, please refer to the following questionnaire.





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Full Annotated Questionnaire:

1. How often do you go on a date or a night out with your spouse, partner, significant other, or someone you are interested in?

	Total (N=1,005)	Male (N=459)	Female (N=546)
Every week	12%	13%	11%
A few times a month	21%	22%	20%
About once a month	20%	21%	18%
A few times a year	16%	14%	17%
Very rarely or never	28%	25%	30%
Don't know	4%	5%	4%
<i>Often (Net)</i>	<i>33%</i>	<i>34%</i>	<i>31%</i>
<i>Not often (Net)</i>	<i>43%</i>	<i>39%</i>	<i>47%</i>

2. Do you believe dating now is better or worse than dating 20 years ago? (Select one)

	Total	Male	Female
Much better	7%	10%	5%
Somewhat better	18%	23%	14%
Somewhat worse	22%	16%	28%
Much worse	26%	25%	28%
Don't know	25%	26%	25%
<i>Better (Net)</i>	<i>26%</i>	<i>33%</i>	<i>19%</i>
<i>Worse (Net)</i>	<i>49%</i>	<i>41%</i>	<i>56%</i>

3. Who pays when you go on a date? (Select one)

	Total	Male	Female
I do	37%	70%	5%
The other person does	20%	3%	36%
We split the check	19%	12%	25%
Whomever initiates the date	24%	14%	34%





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4. If you decide to pay for the date, what is the main reason why? (Select one)

	Total	Male	Female
It is just habit for me to pay	29%	43%	17%
I want to demonstrate that I possess enticing qualities (good manners, chivalry, generosity etc.)	28%	30%	26%
I don't feel comfortable with the other person paying	18%	17%	19%
I don't ever pay for a first date	16%	2%	29%
I'm not interested in my date and don't plan on having a second date	5%	2%	8%
I am hoping for physical intimacy	3%	6%	1%

5. Have you ever used dating apps? (Select one)

	Total	Male	Female
Yes	29%	33%	25%
No	71%	67%	75%

6. [Only asked if Q5 = Yes] Why did you use dating apps? (Select all that apply)

	Total (N=285)	Male (N=148)	Female (N=137)
To find a serious relationship with one partner	59%	57%	61%
To find a casual relationship with one partner	33%	37%	28%
To find friends	27%	29%	24%
To find casual relationships with multiple partners	20%	28%	10%
To find serious relationships with multiple partners	9%	13%	3%
Other	5%	4%	5%
None of these	3%	3%	4%



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7. To what extent do you agree or disagree with the following statements: (Select one for each)

Total Agree Summary

	Total	Male	Female
It is impossible to have a strong relationship with someone without going on dates	63%	62%	65%
The purpose of dating is to find a spouse or life partner, not just to have fun	56%	58%	54%
I have had frequent conversations to discuss the status of a relationship with a partner(s)	56%	58%	55%
I have dated someone even after knowing there was no future in the relationship	50%	55%	45%
The purpose of dating is to have fun, not to find a spouse or life-partner	45%	46%	43%

a) The purpose of dating is to find a spouse or life partner, not just to have fun

	Total	Male	Female
Strongly agree	21%	22%	20%
Somewhat agree	35%	36%	34%
Somewhat disagree	26%	24%	28%
Strongly disagree	12%	11%	12%
Don't know	6%	6%	6%
<i>Agree (Net)</i>	<i>56%</i>	<i>58%</i>	<i>54%</i>
<i>Disagree (Net)</i>	<i>38%</i>	<i>36%</i>	<i>40%</i>

b) The purpose of dating is to have fun, not to find a spouse or life-partner

	Total	Male	Female
Strongly agree	11%	13%	10%
Somewhat agree	34%	34%	34%
Somewhat disagree	32%	30%	34%
Strongly disagree	17%	18%	16%
Don't know	7%	6%	7%
<i>Agree (Net)</i>	<i>45%</i>	<i>46%</i>	<i>43%</i>
<i>Disagree (Net)</i>	<i>48%</i>	<i>47%</i>	<i>50%</i>





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- c) I have had frequent conversations to discuss the status of a relationship with a partner(s)

	Total	Male	Female
Strongly agree	17%	18%	17%
Somewhat agree	39%	40%	37%
Somewhat disagree	20%	20%	20%
Strongly disagree	15%	15%	16%
Don't know	9%	8%	10%
<i>Agree (Net)</i>	<i>56%</i>	<i>58%</i>	<i>55%</i>
<i>Disagree (Net)</i>	<i>35%</i>	<i>34%</i>	<i>36%</i>

- d) It is impossible to have a strong relationship with someone without going on dates

	Total	Male	Female
Strongly agree	24%	24%	24%
Somewhat agree	39%	37%	40%
Somewhat disagree	21%	21%	21%
Strongly disagree	9%	12%	7%
Don't know	7%	6%	7%
<i>Agree (Net)</i>	<i>63%</i>	<i>62%</i>	<i>65%</i>
<i>Disagree (Net)</i>	<i>30%</i>	<i>32%</i>	<i>28%</i>

- e) I have dated someone even after knowing there was no future in the relationship

	Total	Male	Female
Strongly agree	13%	17%	9%
Somewhat agree	37%	38%	36%
Somewhat disagree	18%	18%	19%
Strongly disagree	25%	20%	29%
Don't know	7%	7%	7%
<i>Agree (Net)</i>	<i>50%</i>	<i>55%</i>	<i>45%</i>
<i>Disagree (Net)</i>	<i>44%</i>	<i>38%</i>	<i>48%</i>





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8. When is an acceptable time to discuss being exclusive with a partner? (Select one)

	Total	Male	Female
1 month	24%	23%	25%
3 months	39%	39%	38%
6 months	26%	26%	26%
1 year	11%	12%	11%

9. Please put the below in order of what you consider to be the normal chain of events when it comes to dating. (Rank order)

Total Mean Summary

	Total	Male	Female
Meeting someone	1.3	1.5	1.1
Going on a date	2.2	2.3	2
Meeting parents/family	3.9	3.9	3.8
Sleeping together	4.1	4	4.1
Going on vacation together	4.9	5	4.9
Moving in together	5.5	5.3	5.7
Marriage	6.1	6	6.3

a) Meeting someone

	Total	Male	Female
Rank 1	90%	83%	96%
Rank 2	4%	6%	2%
Rank 3	1%	2%	*
Rank 4	1%	2%	1%
Rank 5	1%	2%	-
Rank 6	1%	1%	1%
Rank 7	2%	3%	1%
<i>Mean</i>	<i>1.3</i>	<i>1.5</i>	<i>1.1</i>



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b) Moving in together

	Total	Male	Female
Rank 1	1%	1%	1%
Rank 2	1%	2%	*
Rank 3	3%	4%	1%
Rank 4	8%	11%	5%
Rank 5	26%	29%	23%
Rank 6	51%	44%	58%
Rank 7	10%	8%	11%
<i>Mean</i>	5.5	5.3	5.7

c) Marriage

	Total	Male	Female
Rank 1	2%	3%	*
Rank 2	1%	2%	1%
Rank 3	1%	2%	-
Rank 4	11%	11%	12%
Rank 5	9%	7%	10%
Rank 6	13%	15%	12%
Rank 7	63%	59%	66%
<i>Mean</i>	6.1	6	6.3

d) Meeting parents/family

	Total	Male	Female
Rank 1	2%	2%	1%
Rank 2	3%	5%	1%
Rank 3	40%	36%	43%
Rank 4	29%	26%	31%
Rank 5	18%	18%	18%
Rank 6	7%	9%	5%
Rank 7	2%	3%	1%
<i>Mean</i>	3.9	3.9	3.8





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e) Sleeping together

	Total	Male	Female
Rank 1	2%	3%	*
Rank 2	2%	3%	1%
Rank 3	44%	43%	45%
Rank 4	19%	17%	21%
Rank 5	14%	14%	14%
Rank 6	13%	12%	13%
Rank 7	7%	7%	7%
<i>Mean</i>	<i>4.1</i>	<i>4</i>	<i>4.1</i>

f) Going on a date

	Total	Male	Female
Rank 1	4%	6%	2%
Rank 2	88%	81%	96%
Rank 3	3%	4%	1%
Rank 4	1%	3%	*
Rank 5	1%	3%	*
Rank 6	1%	2%	*
Rank 7	1%	2%	*
<i>Mean</i>	<i>2.2</i>	<i>2.3</i>	<i>2</i>

g) Going on vacation together

	Total	Male	Female
Rank 1	1%	1%	*
Rank 2	1%	1%	*
Rank 3	8%	8%	9%
Rank 4	30%	30%	30%
Rank 5	31%	26%	35%
Rank 6	14%	17%	11%
Rank 7	16%	17%	14%
<i>Mean</i>	<i>4.9</i>	<i>5</i>	<i>4.9</i>



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10. What is the minimum number of dates before a couple engages in intimate relationships?

	Total	Male	Female
1 date	7%	9%	6%
2 dates	13%	17%	8%
3 dates	27%	31%	23%
4 dates	11%	11%	10%
More than 5 dates	28%	20%	35%
Not until marriage	14%	11%	17%

11. If someone has sex with someone on the first date, what impact does that have, if at all, on the future of the relationship?

	Total	Male	Female
Positive impact	5%	9%	2%
Somewhat positive impact	6%	9%	3%
No impact	29%	33%	26%
Somewhat negative impact	22%	21%	23%
Negative impact	18%	12%	24%
Don't know	19%	16%	22%
<i>Positive (Net)</i>	<i>11%</i>	<i>18%</i>	<i>5%</i>
<i>Negative (Net)</i>	<i>40%</i>	<i>33%</i>	<i>47%</i>

12. Some questions can be sensitive in nature. We would like to remind you that your participation is strictly voluntary and that your responses are used for research purposes only. A "Prefer not to answer" option is available for you to select, if the case. Do you consider yourself to be:

	Total	Male	Female
Straight/Heterosexual	90%	89%	91%
Gay/Lesbian	3%	4%	1%
Bisexual	5%	4%	5%
Don't know/Not sure	1%	*	1%
Prefer not to answer	2%	3%	2%



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About the Study

These are some of the findings of an Ipsos poll conducted between January 29-30, 2019. For this survey, a sample of roughly 1,005 adults age 18+ from the continental U.S., Alaska, and Hawaii was interviewed online in English. The sample includes 459 males and 546 females.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following ($n=1,005$, $DEFF=1.5$, adjusted Confidence Interval= ± 5.0 percentage points).

The poll also has a credibility interval of plus or minus 5.2 percentage points for males, and plus or minus 4.8 percentage points for females.

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About Ipsos

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Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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