

Lava Life: On-line Dating Study

detailed tables

With the recent increase in the use of online dating services, for example almost 20 million Americans visited an online dating web site in July, 2002, do you think Americans have a better chance of meeting someone they like online than in a single's bar?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted													
	1000	500	500	286	420	286	209	295	404	196	234	354	216
	1000	481	519	313	403	276	266	254	392	194	232	353	221
Yes	441	223	219	150	192	97	115	111	196	79	98	160	105
	44%	46%	42%	48%	48%	35%	43%	44%	50%	41%	42%	45%	47%
No	390	165	225	137	132	118	122	103	124	83	86	138	83
	39%	34%	43%	44%	33%	43%	46%	40%	32%	43%	37%	39%	38%
No difference/same chance	83	44	39	15	37	30	18	16	39	19	24	27	14
	8%	9%	8%	5%	9%	11%	7%	6%	10%	10%	10%	8%	6%
(DK/NS)	85	50	36	11	42	31	11	24	33	13	23	29	20
	9%	10%	7%	3%	10%	11%	4%	10%	8%	7%	10%	8%	9%

		Children		Education			Employment Status				Marital Status		Race	
	Total	Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted														
	1000	364	624	273	392	331	562	113	135	187	605	389	817	163
	1000	359	629	280	392	324	553	118	144	183	582	412	809	172
Yes	441	168	269	111	179	151	272	49	56	64	260	180	371	69
	44%	47%	43%	40%	46%	47%	49%	42%	39%	35%	45%	44%	46%	40%
No	390	130	257	124	153	112	198	49	64	78	211	177	300	81
	39%	36%	41%	44%	39%	35%	36%	42%	45%	42%	36%	43%	37%	47%
No difference/same chance	83	31	51	24	30	29	38	11	16	18	55	27	66	11
	8%	9%	8%	8%	8%	9%	7%	9%	11%	10%	10%	7%	8%	6%
(DK/NS)	85	30	52	21	30	32	45	9	7	24	55	28	72	10
	9%	8%	8%	7%	8%	10%	8%	7%	5%	13%	10%	7%	9%	6%

Lava Life: On-line Dating Study

detailed tables

As you may know, people using online dating services can exchange information and learn about each other before actually meeting in person. Given this, do you think a relationship initiated online has a better chance of success than a relationship initiated in a singles bar?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

		Gender		Age			Household Income			Region			
	Total	Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted													
	1000	500	500	286	420	286	209	295	404	196	234	354	216
	1000	481	519	313	403	276	266	254	392	194	232	353	221
Yes	316	188	129	105	142	67	83	71	150	62	67	110	78
	32%	39%	25%	33%	35%	24%	31%	28%	38%	32%	29%	31%	35%
No	561	237	324	188	208	160	156	153	195	108	147	190	116
	56%	49%	62%	60%	52%	58%	59%	60%	50%	56%	63%	54%	53%
No difference/same chance	78	36	42	17	37	23	16	17	34	14	11	37	16
	8%	7%	8%	5%	9%	8%	6%	7%	9%	7%	5%	10%	7%
(DK/NS)	45	20	25	4	16	26	11	12	12	10	8	17	11
	5%	4%	5%	1%	4%	9%	4%	5%	3%	5%	3%	5%	5%

		Children		Education			Employment Status				Marital Status		Race	
	Total	Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted														
	1000	364	624	273	392	331	562	113	135	187	605	389	817	163
	1000	359	629	280	392	324	553	118	144	183	582	412	809	172
Yes	316	123	192	85	126	104	202	31	43	40	191	124	267	47
	32%	34%	31%	30%	32%	32%	37%	26%	30%	22%	33%	30%	33%	27%
No	561	201	352	159	222	178	302	67	82	108	313	243	442	109
	56%	56%	56%	57%	57%	55%	55%	57%	57%	59%	54%	59%	55%	64%
No difference/same chance	78	25	52	25	29	23	33	15	14	15	49	28	62	11
	8%	7%	8%	9%	7%	7%	6%	13%	10%	8%	8%	7%	8%	6%
(DK/NS)	45	10	34	11	15	19	15	5	4	21	29	16	38	5
	5%	3%	5%	4%	4%	6%	3%	4%	3%	11%	5%	4%	5%	3%

Lava Life: On-line Dating Study

Given its growing popularity, would you recommend your single friends try online dating as an alternative way of meeting other single people?

detailed tables

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

	Total	Gender		Age			Household Income			Region			
		Male	Female	18-34	35-54	55+	Under \$25K	\$25K- <\$50K	\$50K+	Northeast	Midwest	South	West
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents Weighted	1000	500	500	286	420	286	209	295	404	196	234	354	216
	1000	481	519	313	403	276	266	254	392	194	232	353	221
Yes	271 27%	161 33%	110 21%	98 31%	123 30%	50 18%	63 24%	70 27%	127 33%	55 28%	55 24%	92 26%	70 31%
No	685 68%	293 61%	392 76%	208 66%	266 66%	204 74%	189 71%	180 71%	246 63%	130 67%	167 72%	244 69%	144 65%
Might/depends	21 2%	12 2%	9 2%	5 2%	4 1%	12 4%	7 3%	3 1%	10 2%	4 2%	3 1%	9 2%	5 2%
(DK/NS)	23 2%	15 3%	8 2%	3 1%	10 2%	10 4%	8 3%	2 1%	9 2%	4 2%	7 3%	9 3%	3 1%

	Total	Children		Education			Employment Status				Marital Status		Race	
		Yes	No	HS or less	Some College	College Degree	Full Time	Part Time	Not Emp.	Retired	Married	Other	White	Other
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents Weighted	1000	364	624	273	392	331	562	113	135	187	605	389	817	163
	1000	359	629	280	392	324	553	118	144	183	582	412	809	172
Yes	271 27%	105 29%	164 26%	70 25%	104 27%	97 30%	179 32%	27 23%	35 24%	30 17%	157 27%	113 27%	228 28%	41 24%
No	685 68%	240 67%	436 69%	195 70%	272 69%	215 66%	357 65%	88 75%	104 72%	134 73%	394 68%	287 70%	545 67%	124 72%
Might/depends	21 2%	5 1%	16 2%	6 2%	10 3%	4 1%	9 2%	1 1%	2 2%	9 5%	13 2%	8 2%	18 2%	2 1%
(DK/NS)	23 2%	9 2%	14 2%	9 3%	6 2%	7 2%	8 1%	2 2%	3 2%	10 6%	18 3%	4 1%	18 2%	4 2%