

# Spring, 2016 NCSU Pack Poll: “Dating and Technology” Toplines Report

April 5-7

N=629 (Completed) N= 717 (Partial)

Completed Response rate: 18%

Margin of sampling error for completed response rate and questions asked of the full sample +/- 2%

These are the results for this semester’s second “Flash Poll” about the dating and technology (April 5-7, 2016). The survey was administered over the internet to a random sample of 3,500 NCSU undergraduates, generating an 18% response rate. We only report opinions for students who completed the entire survey (717 began the survey, for a partial response rate of 20%). The margin of sampling error for questions in which all respondents answered is +/- 2%. In addition to sampling error, other forms of error occur in surveys, such as confusion about question wording or the order of questions, but these are not precisely quantifiable. We do not apply post-stratification sample weights to adjust for possible demographic imbalances in our sample because we did not measure known population characteristics such as students’ year in school, race or gender.

Q1: Thinking about your experiences on social networking sites such as Facebook or Twitter...  
Have you ever used a social networking site to: (check all that apply)

|   |     |
|---|-----|
| Check up on someone that you used to date or be in a relationship with                                | 29% |
| Post details or pictures from a date  | 17% |
| Ask someone out on a date   | 5%  |
| Get more information about someone you were interested in dating                                      | 30% |
| ‘Follow’ or ‘friend’ someone because one of your friends suggested you might want to date that person | 14% |
| Other   | 6%  |

Q2: Have you ever used a dating app?

|        |     |
|--------|-----|
| Yes    | 41% |
| No     | 59% |
| Unsure | 0%  |

## ***[RANDOM ASSIGNMENT TO Q2]***

Q3A: Which dating apps have you used? Please list them

Q3B: Which apps have you used for dating purposes? Please select all that apply:

|                  |     |
|------------------|-----|
| Match.com        | 3%  |
| Plenty of Fish   | 5%  |
| Tinder           | 43% |
| Bumble           | 7%  |
| Christian Mingle | 2%  |
| Frienday         | 2%  |

|                     |     |
|---------------------|-----|
| Hot or Not          | 6%  |
| EHarmony            | 1%  |
| Farmer's Only       | 0%  |
| Black people Meet   | 0%  |
| Adult Friend Finder | 1%  |
| Facebook            | 15% |
| Zoosk               | 0%  |
| OK Cupid            | 9%  |
| Other               | 5%  |

Q5: Thinking about your own experiences with online dating, have you ever (check all that apply):

|  |     |
|--|-----|
| Gone on a date with someone you met through an online dating site (or app)   | 17% |
| Been in a long-term relationship or married someone you met through an online dating site (or app)                     | 6%  |
| Been contacted by someone through an online dating site (or app) in a way that made you feel harassed or uncomfortable | 18% |
| Felt like someone else seriously misrepresented themselves in their profile  | 20% |
| Asked someone to help you create or review your profile  | 11% |
| Been matched with or come across the profile of someone you already know   | 27% |

Q6: Do you identify as Male, Female, or do you identify as something else?

|                |     |
|----------------|-----|
| Male           | 44% |
| Female         | 54% |
| Something else | 2%  |

**[RANDOM ASSIGNMENT]**

Q7A: How strongly do you agree with these statements:

I am happier using online dating than traditional methods

|                            |     |
|----------------------------|-----|
| Strongly disagree          | 26% |
| Disagree                   | 27% |
| Somewhat disagree          | 7%  |
| Neither agree nor disagree | 28% |
| Somewhat agree             | 6%  |
| Agree                      | 4%  |
| Strongly agree             | 2%  |

I feel more successful with online dating than traditional methods

|                            |     |
|----------------------------|-----|
| Strongly disagree          | 27% |
| Disagree                   | 22% |
| Somewhat disagree          | 6%  |
| Neither agree nor disagree | 28% |
| Somewhat agree             | 9%  |

|                |    |
|----------------|----|
| Agree          | 4% |
| Strongly agree | 4% |

I meet more people with online dating

|                            |     |
|----------------------------|-----|
| Strongly disagree          | 26% |
| Disagree                   | 16% |
| Somewhat disagree          | 7%  |
| Neither agree nor disagree | 26% |
| Somewhat agree             | 11% |
| Agree                      | 8%  |
| Strongly agree             | 6%  |

Q7B: How strongly do you agree with these statements:

I am happier using online dating

|                            |     |
|----------------------------|-----|
| Strongly disagree          | 20% |
| Disagree                   | 15% |
| Somewhat disagree          | 7%  |
| Neither agree nor disagree | 47% |
| Somewhat agree             | 8%  |
| Agree                      | 2%  |
| Strongly agree             | 1%  |

I feel more successful with online dating

|                            |     |
|----------------------------|-----|
| Strongly disagree          | 23% |
| Disagree                   | 15% |
| Somewhat disagree          | 9%  |
| Neither agree nor disagree | 38% |
| Somewhat agree             | 9%  |
| Agree                      | 4%  |
| Strongly agree             | 2%  |

I have met many people through online dating

|                            |     |
|----------------------------|-----|
| Strongly disagree          | 32% |
| Disagree                   | 14% |
| Somewhat disagree          | 6%  |
| Neither agree nor disagree | 32% |
| Somewhat agree             | 9%  |
| Agree                      | 5%  |
| Strongly agree             | 2%  |