

The Public and Online Dating in 2025

* TOPLINE RESULTS *

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus, **February 7 –9, 2025**, among a nationally representative sample of **2,016 adults**. The margin of error for total respondents is +/- 2.7 percentage points at the 95% confidence level. The design effect is 1.49.

The SSRS Opinion Panel Omnibus is a multi-client probability-based survey that fields twice a month. It delivers a nationally representative sample of 1000+ adults age 18 or older in English with a Spanish-language option. Data collection is conducted online and via phone (for non-internet and web-reluctant respondents) using the SSRS Opinion Panel. More information about SSRS is available at www.ssrs.com.

SPOT6. Have you ever used an online dating site or app?

	2025 %	2024 %
Yes	39	37
No	61	63

Trend data: SSRS Opinion Panel Poll, January 5 – 7 and 19 – 21, 2024 (n=2,011).

SPOT7. Are you currently using an online dating site or app?

Based on those who have ever used an online dating site or app (n=783)

	2025 %	2024 %
Yes, I am currently using an online dating site or app	19	19
No (NET)	81	81
No, but I have used one within the past year	15	15
No, but I used one 1 to 5 years ago	27	25
No, but I used one more than 5 years ago	40	41

Trend data: SSRS Opinion Panel Poll, January 5 – 7 and 19 – 21, 2024 (n=772).

Combo SPOT 6/SPOT 7

Based on total adults (n=2,016)

	2025 %	2024 %
Have ever used an online dating site or app (NET)	39	37
Currently using an online dating site or app	7	7
Have ever used, but not currently using (SUBNET)	32	30
But used one within the past year	6	6
But used one 1 to 5 years ago	10	9
But used one more than 5 years ago	16	15
Have never used an online dating site or app	61	63

Trend data: SSRS Opinion Panel Poll, January 5 – 7 and 19 – 21, 2024 (n=2,011).

SPOT9. Which online dating sites or apps have you ever used? (Select all that apply.)

Based on those who have ever used an online dating site or app (n=783)

	2025 %	2024 %
Tinder	46	46
Plenty of Fish	29	33
Bumble	26	26
Match	25	29
eHarmony	18	22
Hinge	18	18
OkCupid	16	16
Grindr	7	6
Coffee Meets Bagel	3	5
Other	17	19
Don't know/refused/web blank	*	*

Trend data: SSRS Opinion Panel Poll, January 5 – 7 and 19 – 21, 2024 (n=772).

SPOT10a. When matching with someone on an online dating site or app, how important (is/was) it that you share similar political beliefs?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	71
Very important	33
Somewhat important	38
Not too/not at all important (NET)	29
Not too important	18
Not at all important	11
Don't know/refused/web blank	-

SPOT10b. When matching with someone on an online dating site or app, how important (is/was) it that you share similar religious or spiritual beliefs?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	68
Very important	31
Somewhat important	37
Not too/not at all important (NET)	32
Not too important	21
Not at all important	11
Don't know/refused/web blank	-

SPOT10c. When matching with someone on an online dating site or app, how important (is/was) it that you share similar family values?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	90
Very important	57
Somewhat important	33
Not too/not at all important (NET)	10
Not too important	6
Not at all important	4
Don't know/refused/web blank	*

SPOT10d. When matching with someone on an online dating site or app, how important (is/was) it that you share similar hobbies and interests?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	82
Very important	30
Somewhat important	52
Not too/not at all important (NET)	18
Not too important	15
Not at all important	3
Don't know/refused/web blank	-

SPOT10e. When matching with someone on an online dating site or app, how important (is/was) it that you're around the same age?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	72
Very important	25
Somewhat important	47
Not too/not at all important (NET)	28
Not too important	22
Not at all important	6
Don't know/refused/web blank	-

SPOT10f. When matching with someone on an online dating site or app, how important (is/was) it that they make as much money as you?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	40
Very important	12
Somewhat important	28
Not too/not at all important (NET)	60
Not too important	37
Not at all important	23
Don't know/refused/web blank	-

SPOT10g. When matching with someone on an online dating site or app, how important (is/was) it that they are as educated as you?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	67
Very important	22
Somewhat important	45
Not too/not at all important (NET)	33
Not too important	24
Not at all important	9
Don't know/refused/web blank	-

SPOT10h. When matching with someone on an online dating site or app, how important (is/was) it that they are as physically attractive as you?

Based on those who have ever used an online dating site or app (n=783)

	%
Very/somewhat important (NET)	78
Very important	27
Somewhat important	51
Not too/not at all important (NET)	22
Not too important	17
Not at all important	5
Don't know/refused/web blank	-

SPOT10 Summary table

When matching with someone on an online dating site or app, how important (is/was) it that...?

Based on those who have ever used an online dating site or app (n=783)

Ranked by % saying very important

	%
You share similar family values	57
You share similar political beliefs	33
You share similar religious or spiritual beliefs	31
You share similar hobbies and interests	30
They are as physically attractive as you	27
You're around the same age	25
They are as educated as you	22
They make as much money as you	12