

## The Public and Online Dating 2026

### \* TOPLINE RESULTS \*

Interviews for this study were conducted on the SSRS Opinion Panel Omnibus, **January 2 – 4 and 16 – 20, 2026**, among a nationally representative sample of **2,012 adults**. The margin of error for total respondents is +/- 2.5 percentage points at the 95% confidence level. The design effect is 1.27.

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](http://www.ssrs.com).

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

	2026 %	2025 %	2024 %
Yes	37	39	37
No	63	61	63
Don't know/refused/web blank	*	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=2,016) and 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=772)*

	2026 %	2025 %	2024 %
<b>Yes, I am currently using an online dating site or app</b>	<b>15</b>	<b>19</b>	<b>19</b>
<b>No (NET)</b>	<b>85</b>	<b>81</b>	<b>81</b>
No, but I have used one within the past year	16	15	15
No, but I used one 1 to 5 years ago	25	27	25
No, but I used one more than 5 years ago	44	40	41
Don't know/refused/web blank	-	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783) and January 5 – 7 and 19 – 21, 2024 (n=772).

**Combo SPOT 6/SPOT 7**

*Based on total adults (n=2,012)*

	2026 %	2025 %	2024 %
<b>Have ever used an online dating site or app (NET)</b>	<b>37</b>	<b>39</b>	<b>37</b>
<b>Currently using an online dating site or app</b>	<b>6</b>	<b>7</b>	<b>7</b>
<b>Have ever used, but not currently using (SUBNET)</b>	<b>32</b>	<b>32</b>	<b>30</b>
But used one within the past year	6	6	6
But used one 1 to 5 years ago	9	10	9
But used one more than 5 years ago	16	16	15
<b>Have never used an online dating site or app</b>	<b>63</b>	<b>61</b>	<b>63</b>
Don't know/refused/web blank	*	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=2,016) and 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=772)*

	2026 %	2025 %	2024 %
Tinder	48	46	46
Plenty of Fish	30	29	33
Facebook Dating	30	NA	NA
Bumble	27	26	26
Hinge	21	18	18
Match	21	25	29
OkCupid	15	16	16
eHarmony	14	18	22
Grindr	7	7	6
Coffee Meets Bagel	4	3	5
Our Time	3	NA	NA
Silver singles	1	NA	NA
Other	13	17	19
Don't know/refused/web blank	-	*	*

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783) and January 5 – 7 and 19 – 21, 2024 (n=772). NA=not asked.

**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=772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>68</b>	<b>71</b>
Very important	33	33
Somewhat important	35	38
<b>Not too/not at all important (NET)</b>	<b>32</b>	<b>29</b>
Not too important	19	18
Not at all important	13	11
Don't know/refused/web blank	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

**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 (772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>65</b>	<b>68</b>
Very important	31	31
Somewhat important	34	37
<b>Not too/not at all important (NET)</b>	<b>35</b>	<b>32</b>
Not too important	23	21
Not at all important	12	11
Don't know/refused/web blank	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

**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=772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>88</b>	<b>90</b>
Very important	51	57
Somewhat important	37	33
<b>Not too/not at all important (NET)</b>	<b>12</b>	<b>10</b>
Not too important	10	6
Not at all important	2	4
Don't know/refused/web blank	-	*

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

**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=772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>81</b>	<b>82</b>
Very important	26	30
Somewhat important	55	52
<b>Not too/not at all important (NET)</b>	<b>19</b>	<b>18</b>
Not too important	16	15
Not at all important	3	3
Don't know/refused/web blank	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

**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=772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>69</b>	<b>72</b>
Very important	19	25
Somewhat important	49	47
<b>Not too/not at all important (NET)</b>	<b>31</b>	<b>28</b>
Not too important	26	22
Not at all important	6	6
Don't know/refused/web blank	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

**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=772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>36</b>	<b>40</b>
Very important	9	12
Somewhat important	27	28
<b>Not too/not at all important (NET)</b>	<b>64</b>	<b>60</b>
Not too important	41	37
Not at all important	23	23
Don't know/refused/web blank	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

**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=772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>60</b>	<b>67</b>
Very important	20	22
Somewhat important	40	45
<b>Not too/not at all important (NET)</b>	<b>40</b>	<b>33</b>
Not too important	29	24
Not at all important	11	9
Don't know/refused/web blank	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

**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=772)*

	2026 %	2025 %
<b>Very/somewhat important (NET)</b>	<b>73</b>	<b>78</b>
Very important	25	27
Somewhat important	48	51
<b>Not too/not at all important (NET)</b>	<b>27</b>	<b>22</b>
Not too important	21	17
Not at all important	6	5
Don't know/refused/web blank	-	-

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

## 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=772)*

*Ranked by % saying very important*

	2026 %	2025 %
You share similar family values	51	57
You share similar political beliefs	33	33
You share similar religious or spiritual beliefs	31	31
You share similar hobbies and interests	26	30
They are as physically attractive as you	25	27
They are as educated as you	20	22
You're around the same age	19	25
They make as much money as you	9	12

Trend data: SSRS Opinion Panel Poll, February 7 – 9, 2025 (n=783).

### SPOT11. What (was/is) your main reason for using a dating site/app?

*Based on those who have ever used an online dating site or app (n=772)*

	2026 %
To find an exclusive romantic partner	58
To have something fun/interesting to do	20
To have casual sex	8
To make platonic, non-romantic connections	4
To boost my self-esteem	4
To find non-exclusive romantic partners	3
To cheat on my significant other	1
Other	4
Don't know/refused/web blank	-

**SPOT12. Overall, what type of effect would you say online dating sites/apps had on your dating and relationships?**

*Based on those who have ever used an online dating site or app (n=772)*

	2026 %
Mostly positive effect	33
Mostly negative effect	20
Neither positive nor negative effect	47
Don't know/refused/web blank	-

**SPOT13. Have you ever been in a committed relationship with someone that you met through a dating site or dating app?**

*Based on those who have ever used an online dating site or app (n=772)*

	2026 %	2024 %
Yes	50	42
No	50	58

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

**SPOT14. In general, do you think that relationships that begin on dating sites or dating apps are more successful, less successful, or just as successful as relationships that begin with people who meet in person?**

*Based on total adults (n=2,012)*

	2026 %	2024 %
More successful	5	4
Less successful	37	34
Just as successful	58	61
Don't know/refused/web blank	*	1

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



**SPOT15. In general, how safe do you think it is to meet someone in person who you met on a dating site or dating app?**

*Based on total adults (n=2,012)*

	2026 %	2024 %
<b>Very/somewhat safe (NET)</b>	<b>57</b>	<b>61</b>
Very safe	5	5
Somewhat safe	53	56
<b>Not too/not at all safe (NET)</b>	<b>43</b>	<b>39</b>
Not too safe	35	32
Not at all safe	8	7
Don't know/refused/web blank	*	*

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