

A man and a woman are standing on a balcony, smiling and looking at each other. The man is wearing a brown hoodie and the woman is wearing a black jacket with a fur collar. They are both holding smartphones.

Dating & Relationships

Appinio Hype Train • February 2023



With Jorge Bueso
Senior Consumer Research
& Insights Manager at Spark
Networks

Insights

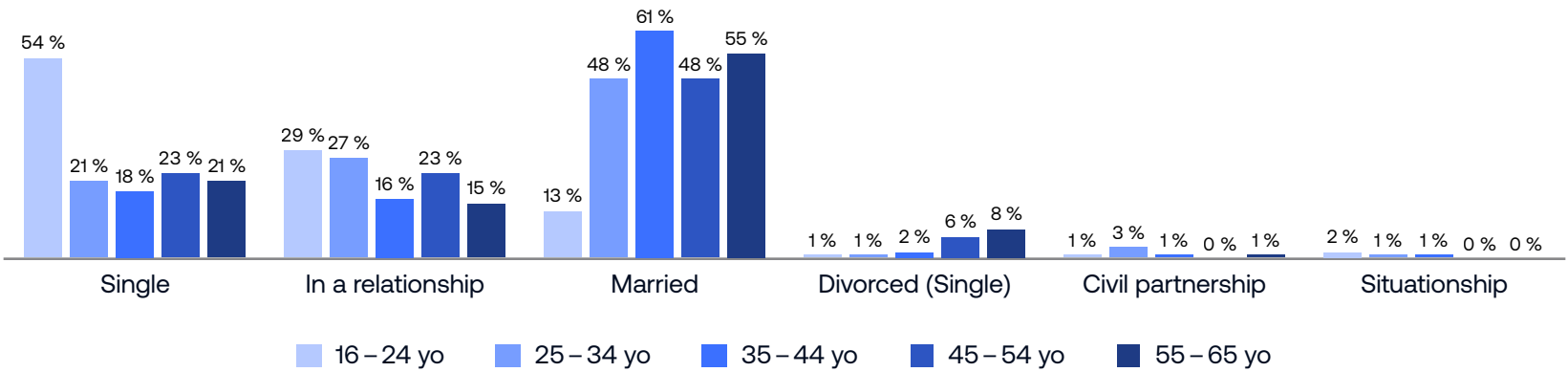
Dating & Relationships



01 Insights | Relationship status

In love, engaged, married: just under one in two Brits is married

How would you define your relationship status? (N=1000), single choice



Bad Romance?

Have you ever been cheated on or have you ever cheated on someone? (N=1000), multiple choice

Have you eve been in a toxic relationship? (N=1000), single choice

47%
have been
cheated on

21%
have cheated

51%
have been in a
toxic relationship

Insights

Relationship type

82% of respondents are in an exclusive relationship, 16% in an open relationship.

Happily in love

The majority of respondents (80%) are satisfied in their current relationship.

Do you speak my Love Language?

Two thirds (60%) of Brits say that quality time is their love language.

01 Insights | Dating apps and websites

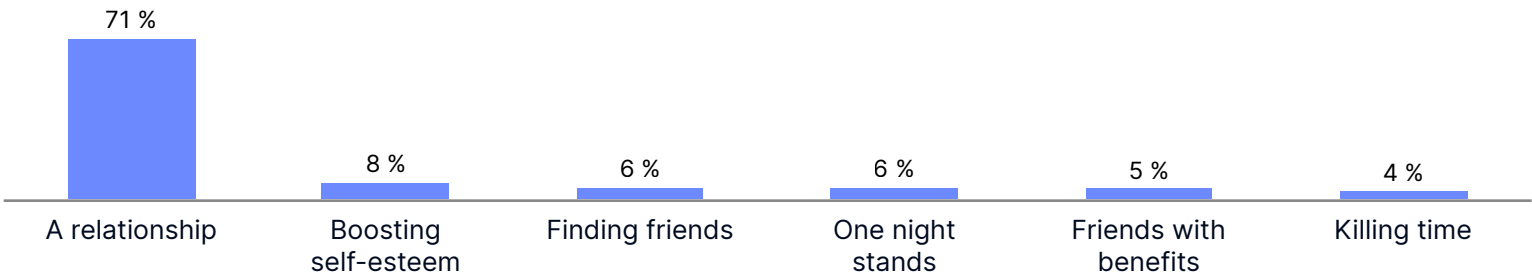
Where did you meet?

Which channels are you using/did you use to date or find a partner? (N=1000), multiple choice



Finding a meaningful relationship

What is/was your main goal when using dating apps/sites? (N=223), single choice



Insights

Why do Brits use dating apps?

Because it's convenient (55%), apps and websites are always accessible (50%) and it's easy to talk to someone (48%)

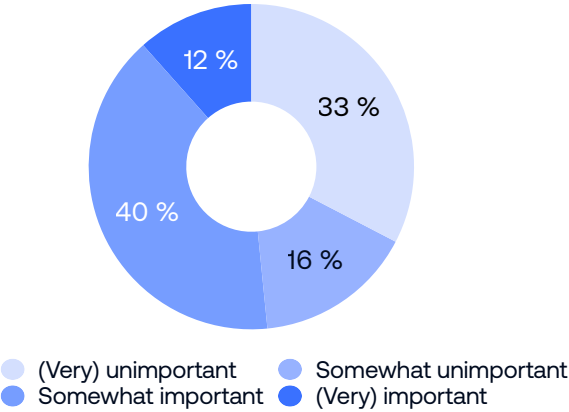
Ghosting danger!

Almost one in two (46%) Brits have been ghosted on dating apps and websites.

01 Insights | St. Valentine's Day

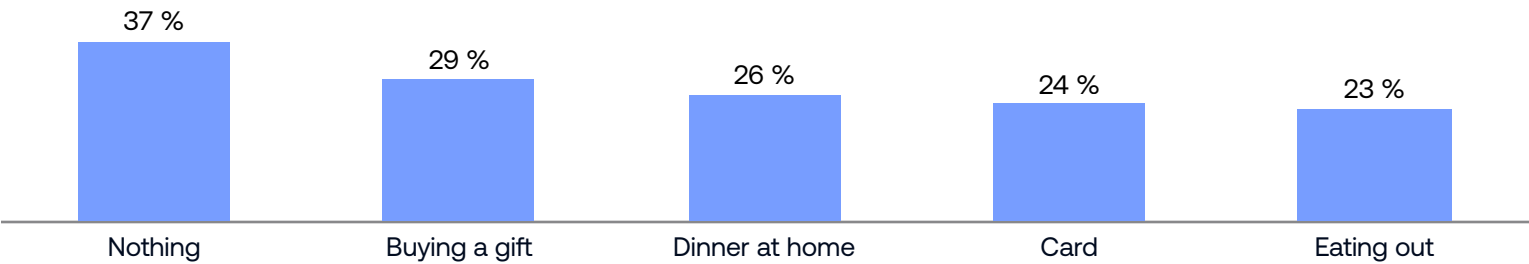
Brits are divided on Valentine's Day

To what extent is St. Valentine's Day important to you? (N=1000), single choice



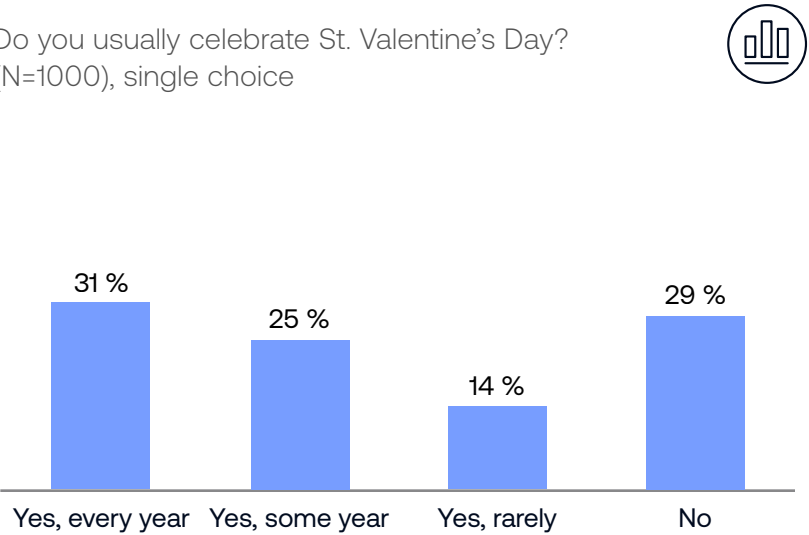
And many don't have any plans

Which of the following activities are you planning to do on St. Valentine's Day? (N=1000), multiple choice



One third never celebrates it

Do you usually celebrate St. Valentine's Day? (N=1000), single choice



Insights

Will you be my Valentine?

One in three (33%) finds Valentine's Day unimportant and almost one third (29%) never celebrates it.

What are their Valentine's plans?

Millennials are the most likely to buy a Valentine's gift (37%) or a card (29%), Gen Z are the most likely to either go to a restaurant (30%) or going on a trip (19%).

Dating Apps

Which Dating apps/sites do you use / have you used? (N=223), free text



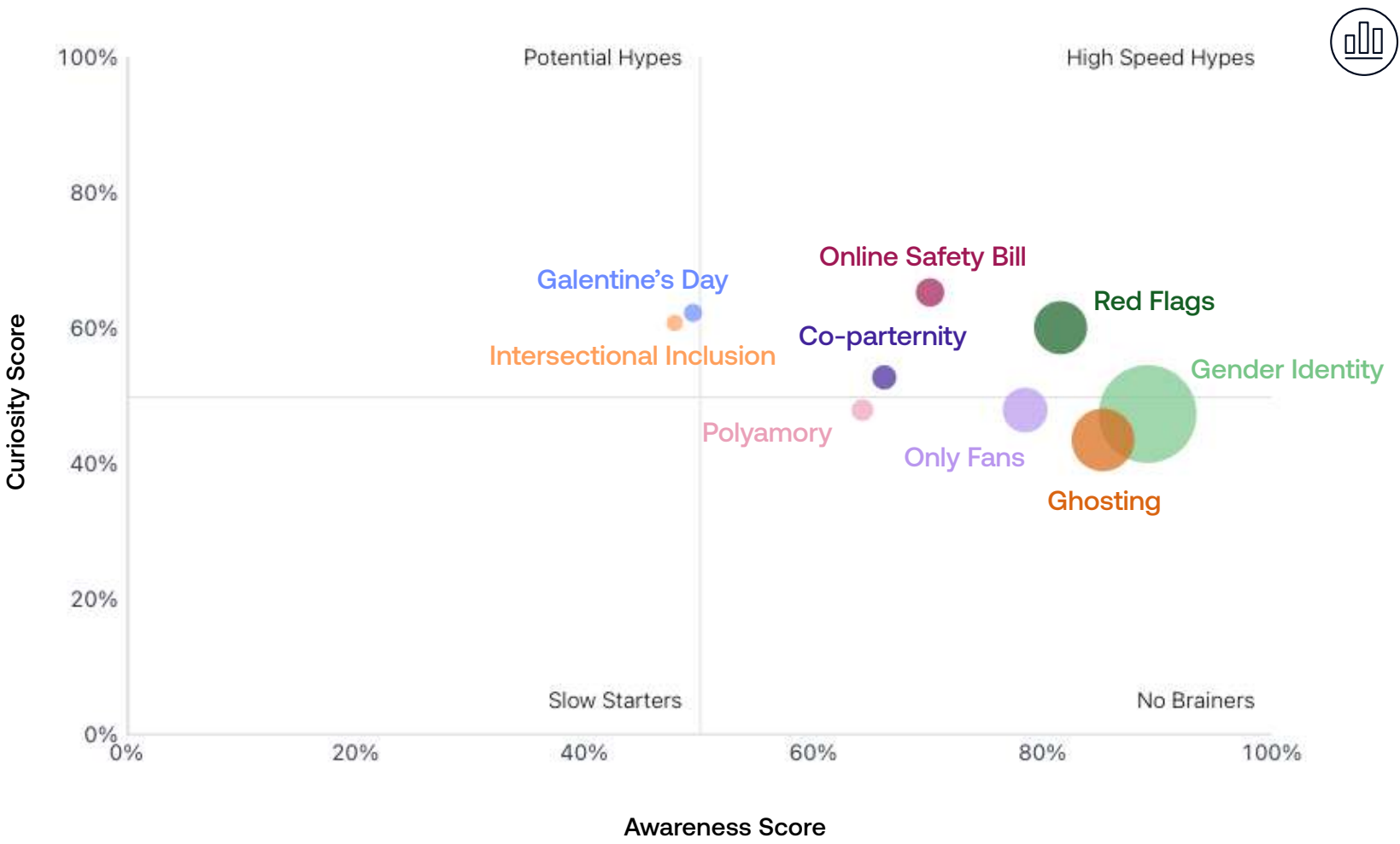
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Hype Tracker

Jorge Bueso



02 Hype Tracker | Jorge Bueso



Hype Expert
Jorge Bueso

Jorge Bueso is an award-winning consumer research and insights expert with a proven track record of providing actionable insights that propel growth and profitability. With over a decade of client side and agency experience across the Americas, Europe, and Africa, Jorge is now leading Spark Networks global insights team putting the consumer at the heart of all brand and product initiatives. Jorge received the 2013 Foundation Scholarship from Qualitative Research Consultants Association as the most promising researcher under 30 years of age.

" Online daters are finding Valentine's Day very important on a personal level. Online dating services in general are one of the top 3 channels where people start looking for a partner. And now, nearly 1 in 6 relationships start on these services in the UK. Digital love surely! "

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Hype Expert

Jorge Bueso

Senior Consumer Research
& Insights Manager at
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In-depth analysis

"In the UK, most are in exclusive relationships and those that are not in one are dating and looking to find a partner. Some feel pressure mostly from society at large and friends. Online dating services come in as the 2nd leading channel they turn to for a remedy, with men finding them more helpful than women. Nearly 1 in 6 relationships have started here. They end Proximity (for women) and value / interest alignment with physical attractiveness (for men) are the main attention-grabbing aspects on profiles. Online daters tend to find Valentine's Day as important on a personal level. There are varied ways they plan on celebrating it. These online daters demonstrate how attuned they are to what's happening around them with all the trends we tracked in the survey considered High Speed Hypes."

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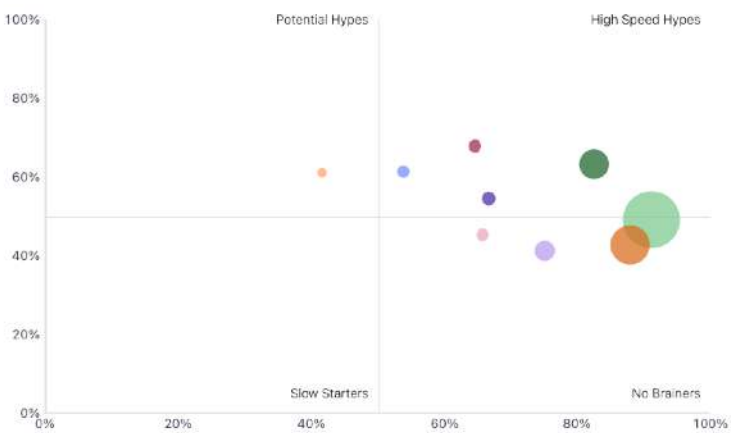
Hype Expert

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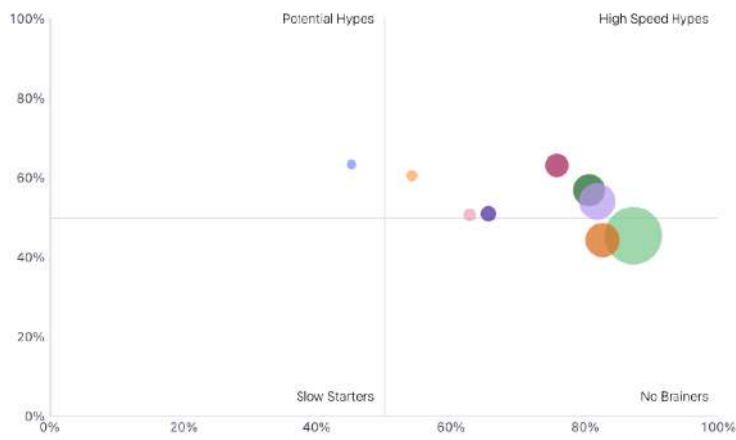
Senior Consumer Research
& Insights Manager at
Spark Networks

02 Hype Tracker | Hypes comparison at a glance

Women, all ages



Men, all ages



Insights

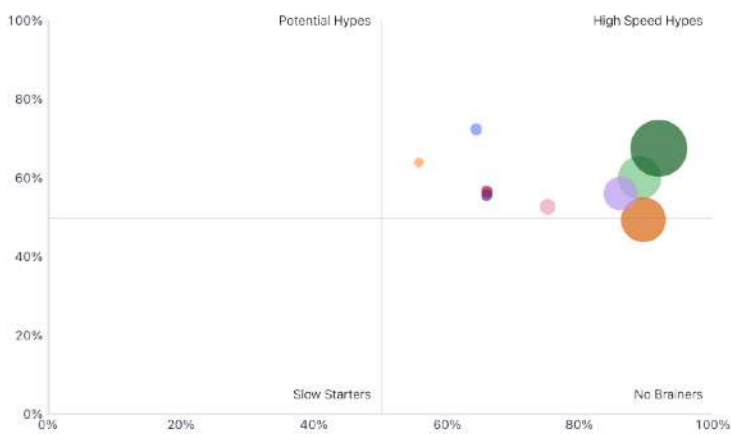
NSFW

The Online Safety Bill and Only Fans seem to be more discussed among male respondents.

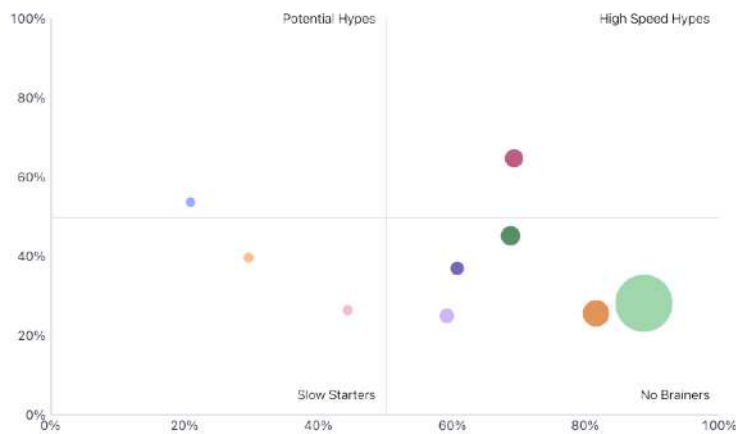
Red Flags

While Red Flags are heavily discussed by Gen Z, the topic falls in unfamiliar territory for 55- to 65-year-olds.

Total, 16-24 years old



Total, 55-65 years old



02 Hype Tracker | The hypes explained

Co-Parenting refers to parents working together to share the care and upbringing of their children, even if they are no longer romantically involved or have never had a romantic relationship.

Galentine's Day observed on February 13, the day before Valentine's Day, it celebrates platonic friendships, usually among women.

Gender Identity refers to how one feels about identifying as a man, woman, non-binary, or part of another gender identity and may differ from biological sex.

Ghosting refers to the sudden ending of a relationship, friendship, or general communication without providing an explanation.

Intersectional inclusion, in the context of diversity and inclusion (D&I), intersectionality describes the interconnected relationship of social categorisations (such as race, gender and sexual orientation) as applied to an individual or a group

Online Safety Bill, the bill places a duty of care on all firms to protect adult users from illegal content such as child sexual abuse images, revenge pornography, threats to kill, selling

firearms and terrorist material. Tech platforms have to proactively prevent that material from reaching users.

Only Fans, launched in 2016, OnlyFans is a subscription-based social media platform where users can sell and/or purchase original content. When utilised as an adult site, users will post NSFW videos and photos to their accounts, which are protected by a paywall. To gain access to the content, an individual must pay a monthly subscription fee

Polyamory refers to a type of relationship in which a person has multiple romantic partners at the same time, with the knowledge and consent of all involved. It is about having multiple emotional and romantic attachments at the same time, rather than being limited to monogamy.

Red Flags are warning signals or indications of possible problems or negative aspects in a relationship or in a person's personality. They can indicate negative behaviours, or attitudes.



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Method

- Mobile questionnaire administered via the Appinio app
- The survey took place from January 30th, to February 7th, 2023
- Data can always be viewed at research.appinio.com

Sample

Survey country
United Kingdom

1000 40

Participants Average age

Nationally representative – quoted by age & gender based on the 2011 census.

Sample composition

