



The Choosi Swipe Right Modern Dating Report

June
2023

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About the report

The Choosi Swipe Right Modern Dating Report 2023 is a part of the Choosi Research Series. This in-depth study investigates the cost, benefits and concerns of dating both online and in-person in Australia. The report explores the good, the bad, and the ugly sides of the dating world in Australia, with a focus on the fast-moving online dating scene. The study also explores other aspects of dating, including the time, money, and emotional investment required, as well as the safety concerns associated with meeting people online.

The report is compiled based on research commissioned by Choosi and conducted by CoreData between the 13th of March and the 24th of March 2023. The research was conducted via a quantitative online survey, gathering 1,206 responses from **Australians aged 18-49 years who are actively dating or have had dating experience in the past 2 years.**

Important things to note about the charts and references

- When referring to actively dating in the report, only people who are currently going on dates or are actively seeking to, are being referred to.
- Footnotes directly underneath the charts (e.g. 'actively dating') mainly refer to the sampling involved per question. This is to differentiate who was asked that particular question in the survey.
- Charts without any notes on sampling display data from questions asked to all respondents.
- It also differentiates the types of questions asked. For instance, 'Multiple answers allowed' appears when the question called for more than one answer from the respondent.
- Some charts may not be equal to 100% due to rounding differences.

**Key
findings**



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Key findings

Dating apps reign supreme for meeting singles and potential partners

- The most **common** ways for people actively dating to meet potential partners are through dating apps/websites (62%), social media and online communities (51%), and through friends, family, neighbours, or colleagues (47%).
- The most **preferred** ways for people actively dating to meet potential partners are dating apps/websites (39%), social media and online communities (15%) and through friends, neighbours, or colleagues (14%).
- Nearly half (49%) of Australians aged between 18-49 use at least one online dating app or website. Around 1 in 4 (27%) have used them in the past few years, while just under 1 in 4 (23%) have never used them.
- More than 3 in 5 (62%) of those who actively use or have used dating apps or websites believe it is likely they will find a long-term partner online.
- Just over 2 in 5 (42%) of those who use or have used dating apps or websites appreciate their convenience and ease of use, while another 40% see them as an opportunity to meet people they wouldn't otherwise encounter. Close to 2 in 5 (39%) find them to be a less confronting or awkward way to initiate a connection.
- Among those who use or have used dating apps or websites, the average amount of time spent using them is 6 hours per week, with an average of 5 daily checks and a yearly total of 1,675.
- Just over 1 in 10 (11%) Australians aged between 18-49 would be reluctant to disclose that they met a partner online, while around 2 in 5 (42%) would have no problem with it. Nearly half (47%) say it depends on the person they're disclosing it to.

Online dating can be hit or miss if you don't know what you're doing

- Aside from physical attraction to photos, people who use/have used dating apps or websites are also looking for personality, humour, or wit to keep their attention (54%), hobbies and interests (46%), and values and morals (43%).
- Among those who use/have used dating apps or websites, more than a quarter (27%) have used flattering angles/lighting or filters that don't completely represent their true appearance. About 1 in 5 (21%) have used pictures with contexts to create a desired impression, and under 1 in 5 (17%) have exaggerated the interesting aspects of their life.
- The types of profile photos that tend to discourage people who use/have used online dating apps or websites are those that are heavily edited or filtered (45%), those that don't clearly show the person's face (42%), and those that look too posed or try too hard to appear cool (37%).
- People who use/have used online dating apps or websites warn others to watch out for 'red flags' such as gaslighting (54%), controlling or pushy behaviour (51%), and dishonesty or evasiveness (51%).
- Based on the experiences of people who use/have used online dating apps or websites, the most recommended mistakes to avoid include not trusting your instincts (39%), falling for fake profiles (38%), and lying or heavily exaggerating on your profile (37%).

Key findings

Online dating safety is a concern

- More than half (51%) of Australian adults are extremely or very concerned about the safety of online dating.
- Nearly 4 in 5 (79%) Australians agree that scamming and fraud attempts are becoming an increasing problem for online dating in Australia. A similar proportion (78%) agree that 'catfishing' is also becoming an increasing problem. 3 in 4 (76%) agree that sexual violence and coercion, including intimidation, threats, revenge porn, and extortion, are becoming an increasing problem for online dating in Australia.
- The most common dating safety precautions employed by those who use/have used online dating apps or websites before scheduling a date include never sending money or sharing financial information (53%), chatting for several days (48%), and not rushing to meet in person (42%).
- Almost half (47%) of those who use/have used dating apps or websites have experienced a safety threat incident while online dating. The most common incidents are financial scams (22%), sexual threats (17%), and in-person abuse (13%).
- After scheduling a date, the most common dating safety precautions employed by those who use/have used online dating apps or websites include meeting in public and staying in public (49%), telling friends and family about their plans (45%), and leaving if they feel uncomfortable (45%).
- 2 in 5 (40%) of those who use/have used dating apps or websites and have experienced safety threats did not report their incident(s) to any authorities. Nearly 4 in 5 (79%) felt embarrassed to come forward and report their incident(s) to the authorities.

People can be dishonest and 'creepy' when dating online

- More than 4 in 5 (83%) people who use/have used dating apps or websites have at least once felt that someone they dated did not match the profile they presented. A similar proportion (82%) have felt that someone misrepresented themselves either in their profile or in conversation. Nearly 3 in 5 (58%) have been 'catfished' or suspected that they were.
- About 1 in 3 (33%) people who use/have used online dating apps or websites have experienced a general sense of creepiness and off-putting behaviour. Fewer than 3 in 10 (29%) have received too many messages without responding, and a similar proportion (28%) have received inappropriate lewd messages or pictures.
- Dishonest profiles are the biggest dislike for nearly 2 in 5 (39%) people who use/have used online dating apps or websites, followed by scammers (34%) and disingenuous people (30%).

Key findings

Dating is expensive

- The average amount of money spent on a date for Australians aged between 18-49 is estimated to be \$158, with men estimating they pay \$233 per date, and women estimating they pay \$101 per date.
- Other expenses that are typically incurred when preparing for dates include purchasing new clothes and accessories (42%), buying tickets (38%), and transportation (37%).
- Just under 3 in 4 (74%) Australians aged between 18-49 agree that dating has become much more expensive than it used to be. 2 in 3 (66%) agree that they often look for cheaper ways to have a great date. Half (50%) agree that the cost of dating is having a significant impact on their finances. Less than 2 in 5 (37%) agree that they sometimes charge the cost of their dates to a credit card and don't pay off the full monthly balance.
- Regarding paying for dates, men feel like they mostly pay (45%), whereas women most often split the bill (42%).
- The most common ways Australians aged between 18-49 have tried to save money on dates are going for a walk and exploring a new area (45%), having a picnic in a park or on the beach (36%), and cooking a romantic dinner at home (35%).

Dating can be exhausting

- For those who have been actively going on dates for more than 6 months, the average number of unsatisfactory dates they went on in the last year was 6, with 28% of dates being unsatisfactory.
- Just under 7 in 10 (69%) Australians aged between 18-49 have experienced 'burnout' from failed dates and disappointments at least once.
- When arranging a date, 36% of Australians aged between 18-49 who have arranged a date have had their date cancel on them with less than 24 hours' notice, 33% have had their date come up with an elaborate excuse why they can no longer meet up, and 29% have had their date not show up.
- 2 in 5 (40%) Australians aged between 18-49 who have arranged a date have cancelled a date with less than 24 hours' notice because they thought it might be unsatisfactory or just changed their mind, 40% have come up with an elaborate excuse why they could no longer meet up, and 25% have cancelled just before the meeting time.
- Just under 3 in 4 (73%) Australians aged between 18-49 have ghosted someone at least once because they just couldn't be bothered anymore. Of those surveyed, just over 7 in 10 (71%) have been ghosted at least once, and under 3 in 5 (57%) have found out their date or someone they were planning to have a date with is married or already in a serious relationship.
- For those who have been ghosted, the main feelings associated with this were disappointment (38%), rejection (33%), and disrespect (31%).

Key findings

Australians aged between 18-49 spend a lot of time getting ready for and spending time on a date

- Active daters in Australia go on an average of 61 dates per year, or about 5 per month.
- Less than half (45%) of Australians aged between 18-49 go on daily dates, either regularly or sometimes. Additionally, more than a third (36%) have gone on more than one date in a single day, excluding speed dating events.
- The average Australian aged between 18-49 spends 112 minutes (1.9 hrs) getting ready for a date.
- The average length of a date is 195 minutes (3.25 hrs).
- The average time spent both preparing for and being on a date per year is 310 hours.

The dating game has changed since the pandemic

- 42% of Australians aged between 18-49 believe that the dating scene in Australia has changed to some extent due to the COVID-19 pandemic, with an additional 32% saying that it has changed significantly.
- Of those who believe that the dating scene has changed due to COVID-19, 47% of men think the change is mostly positive, while 36% of women believe it is mostly negative.
- Among those who think the dating scene has worsened due to the pandemic, 61% believe that people are becoming less reliable and accountable, 54% find it harder to find people willing to commit to a long-term relationship, and 44% believe that there is more dishonest behaviour.

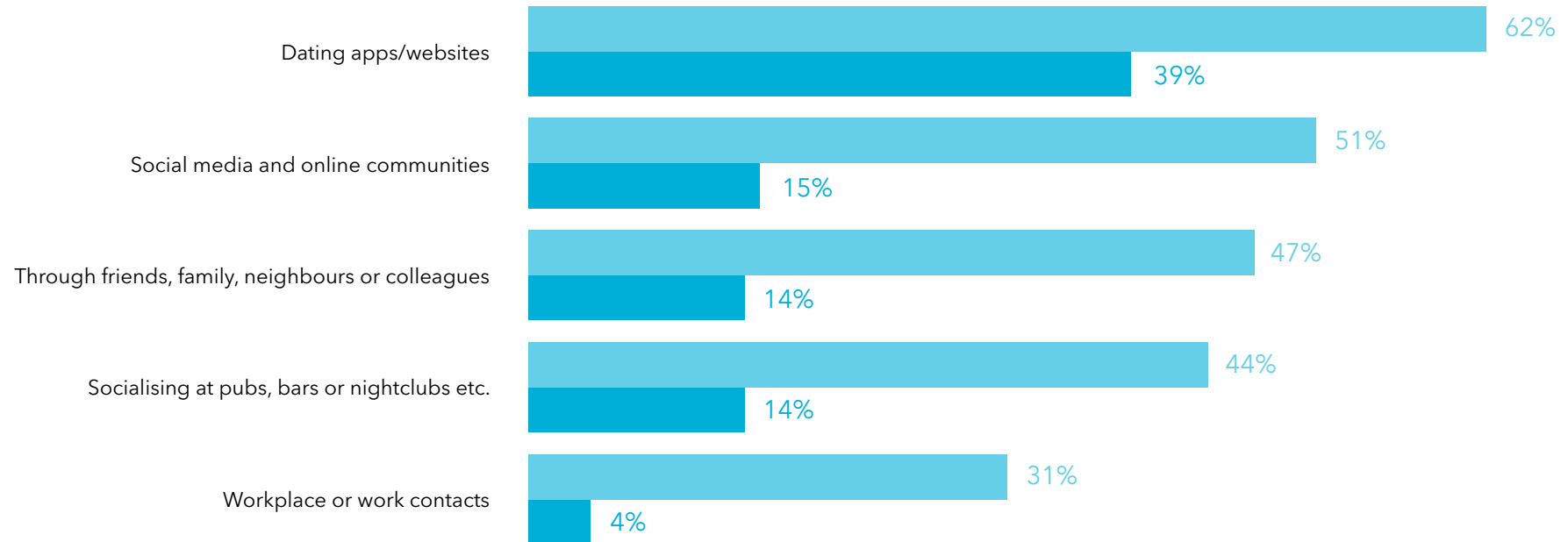
Many Australians aged between 18-49 are trying to find a long-term relationship/life partner

- Only 37% of Australians aged between 18-49 are hopeful they will find enduring love in the next few years; another 20% are convinced of it.
- Australians in serious relationships who dated in the last 2 years needed 31 dates on average to find their partner.
- For casual dating, most Australians aged between 18-49 have 4-9 dates (48%), 2-3 dates (31%), or 10-14 dates (13%) before things get more serious.
- Australians in serious relationships who dated in the last 2 years met their partner through friends, family, colleagues (23%), dating apps/websites (23%), or online communities (11%).
- Australians aged between 18-49 value a partner with a sense of humour (59%), honesty and integrity (56%), and thoughtfulness (51%) the most.
- Australians aged between 18-49 date to find true love (57%), companionship (45%), or socialise (38%).
- About one-third of Australians aged between 18-49 seek a long-term relationship (33%), a life partner (33%), or some fun (10%) through dating.

Online dating



Where are we looking for love?



- How are you meeting other singles and potential partners these days?
- What is your most preferred method to meet other singles and potential partners these days?

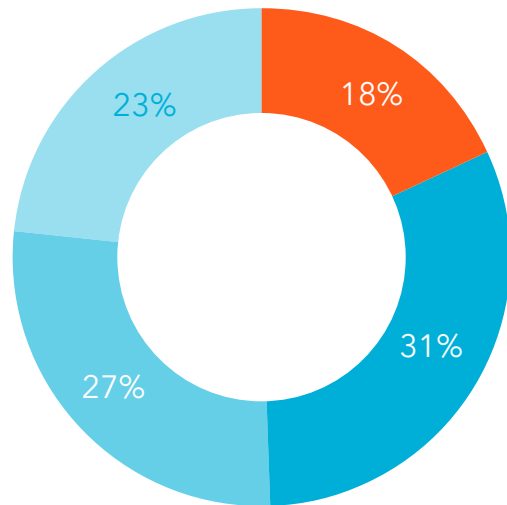
- n= 653, Actively dating
- Multiple responses allowed for "How are you meeting other singles and potential partners these days"
- Top 5 responses

The most common ways for people actively dating to meet potential partners are through dating apps/websites (62%), social media and online communities (51%), and through friends, family, neighbours, or colleagues (47%).

The most preferred ways for people actively dating to meet potential partners are dating apps/websites (39%), social media and online communities (15%) and through friends, neighbours, or colleagues (14%).

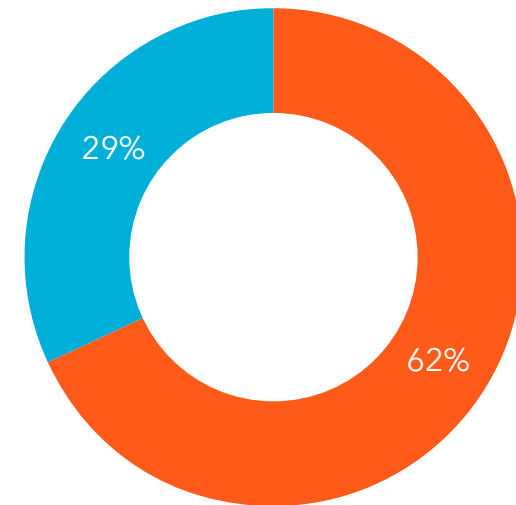
Do we like our chances?

Are you currently using any online dating apps or websites?



- Yes, more than one
- Yes, at least one
- No, but have in the past few years
- No, and never have

How likely do you think you are to find a long-term partner through online dating?



- Likely
- Unlikely

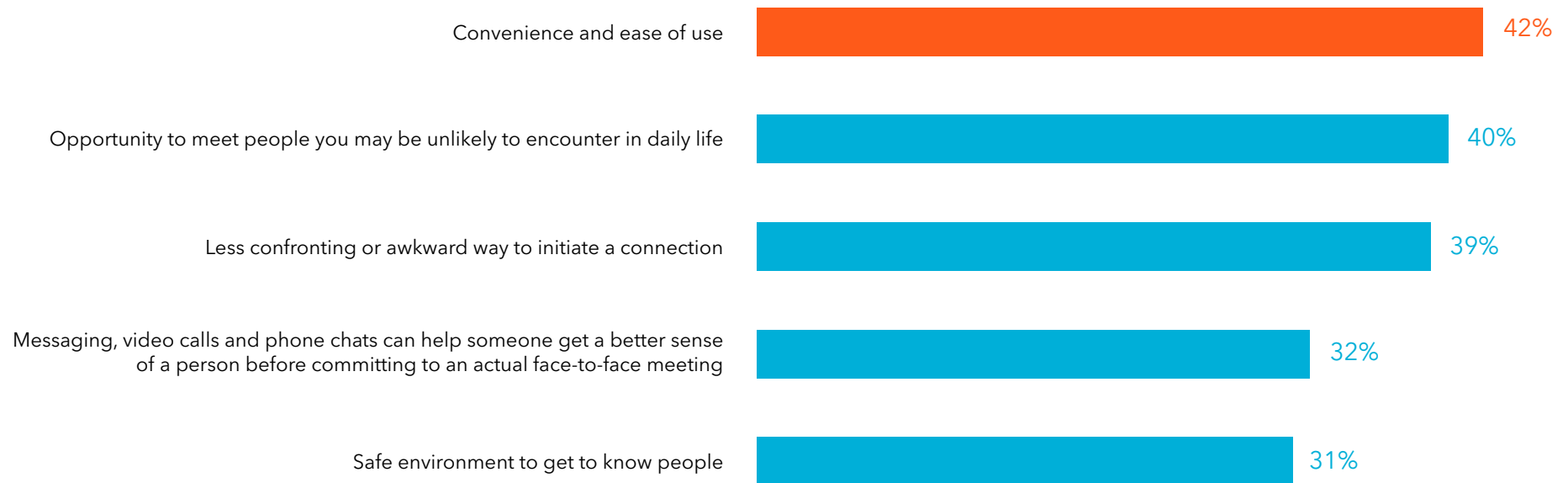
n= 924, Uses/Used dating apps or websites

Nearly half (49%) of Australians over the age of 18 currently use at least one online dating app or website. Around 1 in 4 (27%) have used them in the past few years, while just under 1 in 4 (23%) have never used them.

More than 3 in 5 (62%) of those who actively use or have used dating apps or websites believe it is likely they will find a long-term partner online.

Why the apps?

What do you like best about using dating apps or websites?



- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

Just over 2 in 5 (42%) of those who use or have used dating apps or websites appreciate their convenience and ease of use, while another 40% see them as an opportunity to meet people they wouldn't otherwise encounter. Close to 2 in 5 (39%) find them to be a less confronting or awkward way to initiate a connection.

Is dating a phone exercise?

How many hours per week would you estimate you spend/spent using dating apps or websites?



- n= 904, Uses/Used dating apps or websites
- Outliers are excluded in this chart
- Average (hour)

How often do/did you typically check your dating apps or websites in a day?



- n= 897, Uses/Used dating apps or websites
- Outliers are excluded in this chart
- Average

Would you be reluctant to disclose to others that you met a partner online?



- No, not at all
- Depends on who disclosing to (e.g. friends, family, colleagues or acquaintances)
- Yes, generally speaking

Among those who use or have used dating apps or websites, the average amount of time spent using them is 6 hours per week, with an average of 5 daily checks and a yearly total of 1,675.

Just over 1 in 10 (11%) Australians aged between 18-49 would be reluctant to disclose that they met a partner online, while around 2 in 5 (42%) would have no problem with it. Nearly half (47%) say it depends on the person they're disclosing it to.

**Tips from the
experts**



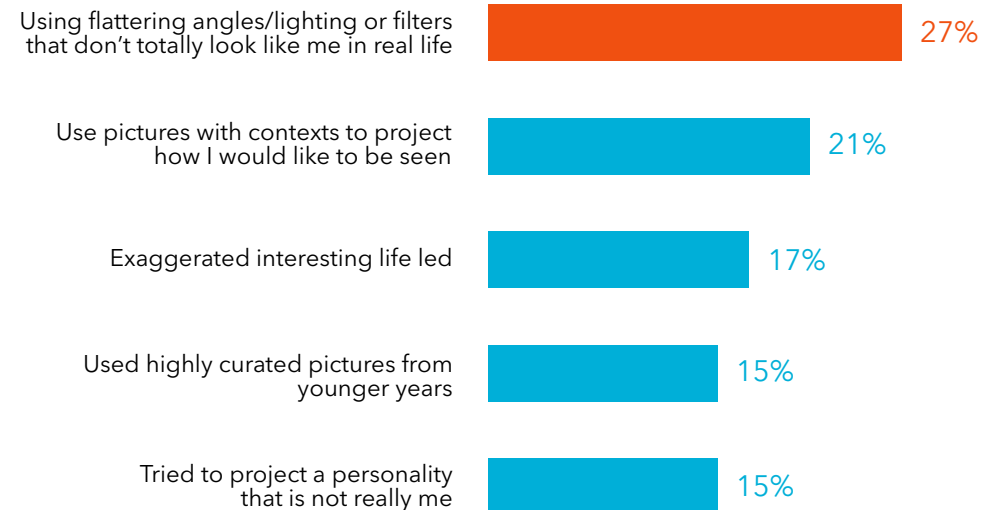
What are we looking for?

What are you looking for in online dating profiles and initial exchanges, aside from a physical attraction to photos?



- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

Have you ever done any of the following to improve your appeal in the online dating world?



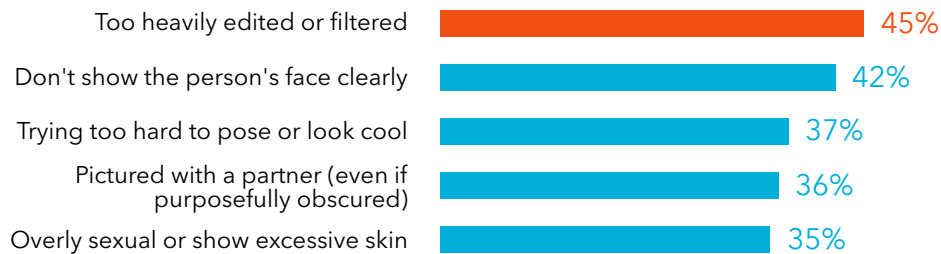
- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

Aside from physical attraction to photos, people who use/have used dating apps or websites are also looking for personality, humour or wit to keep their attention (54%), hobbies and interests (46%), and values and morals (43%).

Among those who use/have used dating apps or websites, more than a quarter (27%) have used flattering angles/lighting or filters that don't completely represent their true appearance. About 1 in 5 (21%) have used pictures with contexts to create a desired impression, and under 1 in 5 (17%) have exaggerated the interesting aspects of their life.

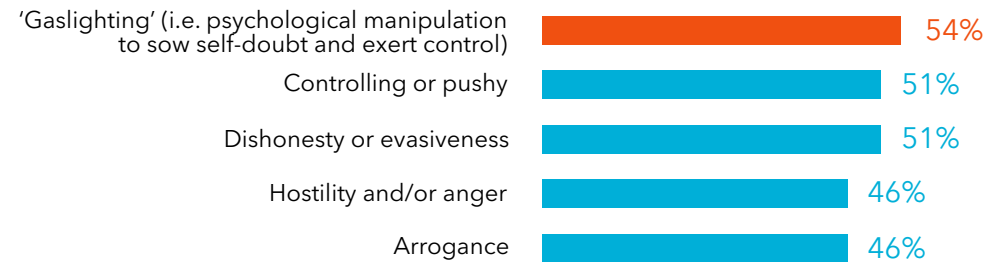
Tips and tricks to online dating

What types of profile photos tend to put you off people in online dating?



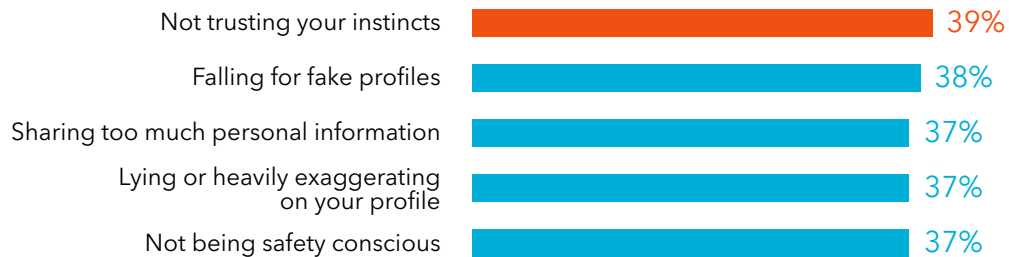
- n=924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

What are the key 'red flags' you look out for to avoid in online dating?



- n=924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

From your experiences what would you recommend are the key online dating mistakes to avoid?



- n=924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

The types of profile photos that tend to discourage people who use/have used online dating apps or websites are those that are heavily edited or filtered (45%), those that don't clearly show the person's face (42%), and those that look too posed or try too hard to appear cool (37%).

People who use/have used online dating apps or websites warn others to watch out for 'red flags' such as gaslighting (54%), controlling or pushy behaviour (51%), and dishonesty or evasiveness (51%).

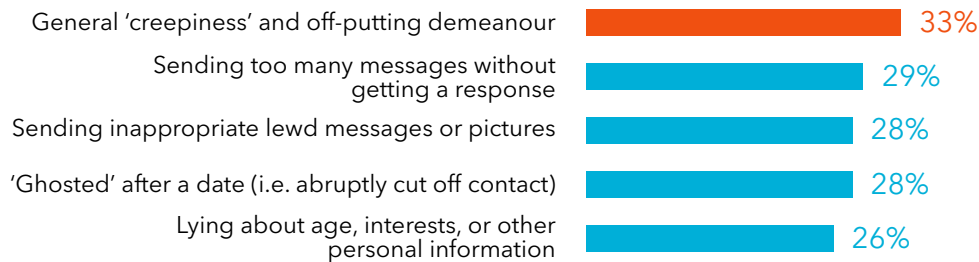
Based on the experiences of people who use/have used online dating apps or websites, the most recommended mistakes to avoid include not trusting your instincts (39%) and falling for fake profiles (38%). They also recommend avoiding the following: lying or heavily exaggerating on your profile, sharing too much personal information and not being safety conscious (all being 37%).

**Bad online
dating
experiences**



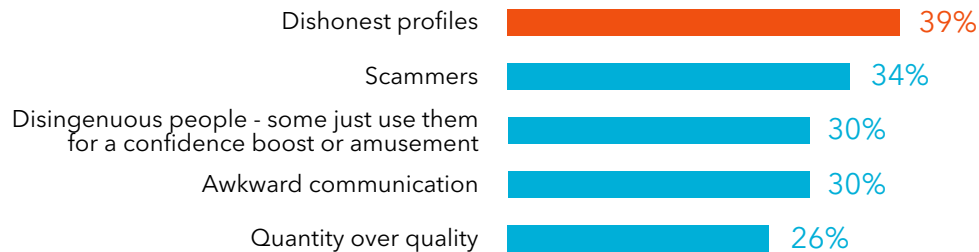
Catfishing and dishonesty are rampant

Have you ever experienced any of the following bad or inappropriate behaviour in your online dating experiences?



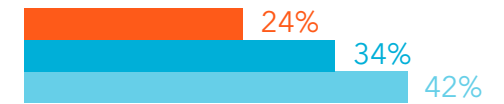
- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

What do you dislike the most about using dating apps or websites?

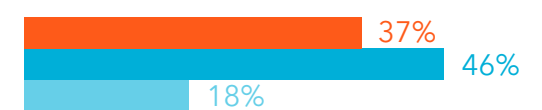


- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

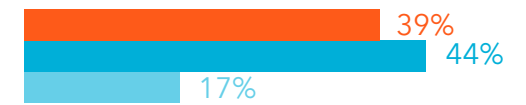
Have you ever been 'catfished' or suspected you were (i.e. the person you were considering dating was using a fake identity)?



Have you ever felt someone you dated misrepresented themselves in the profile they presented and/or the conversations you had (e.g. different height, occupation, level of success etc.)?



Have you ever felt someone you dated did not look like the profile they presented (e.g. very old photos or filtered/doctored in some major way)?



- Yes, more than once
- Yes, at least once
- No, never have

- n= 924, Uses/Used dating apps or websites

More than 4 in 5 (83%) people who use/have used dating apps or websites have at least once felt that someone they dated did not match the profile they presented. A similar proportion (82%) have felt that someone misrepresented themselves either in their profile or in conversation. Nearly 3 in 5 (58%) have been 'catfished' or suspected that they were.

About 1 in 3 (33%) people who use/have used online dating apps or websites have experienced a general sense of creepiness and off-putting behaviour. Fewer than 3 in 10 (29%) have received too many messages without responding, and a similar proportion (28%) have received inappropriate lewd messages or pictures.

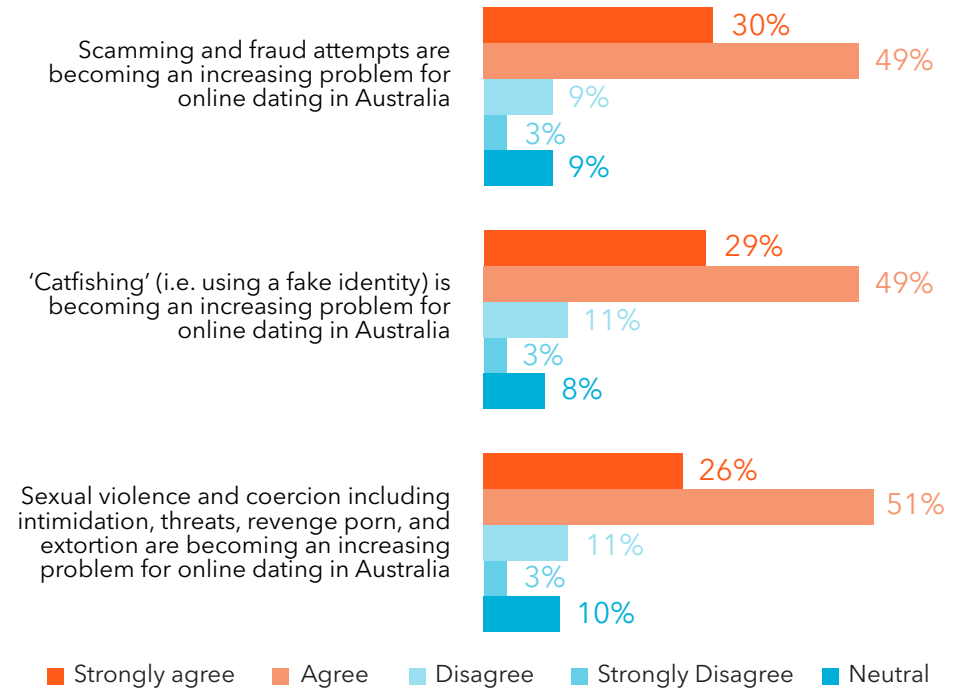
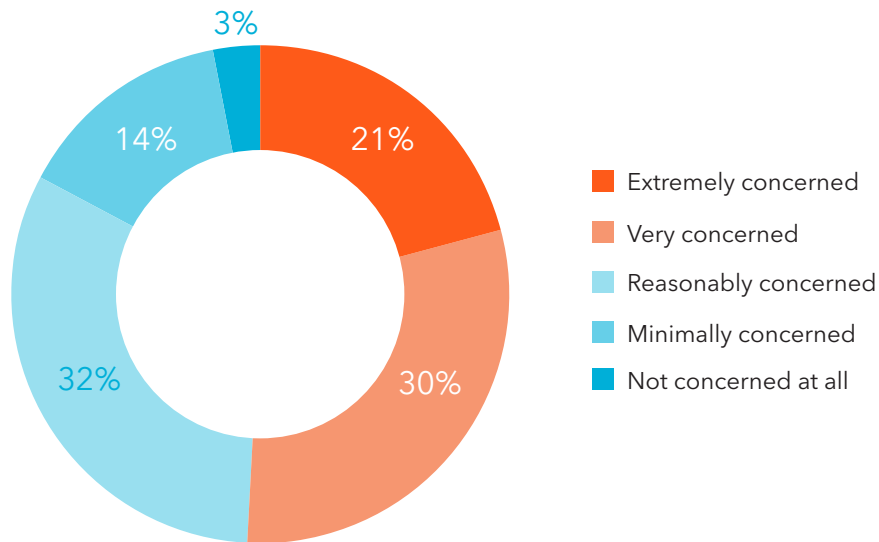
Dishonest profiles are the biggest dislike for nearly 2 in 5 (39%) people who use/have used online dating apps or websites, followed by scammers (34%) and disingenuous people (30%).

**Online dating
safety**



Online dating has safety concerns

How concerned are you about the safety of online dating?

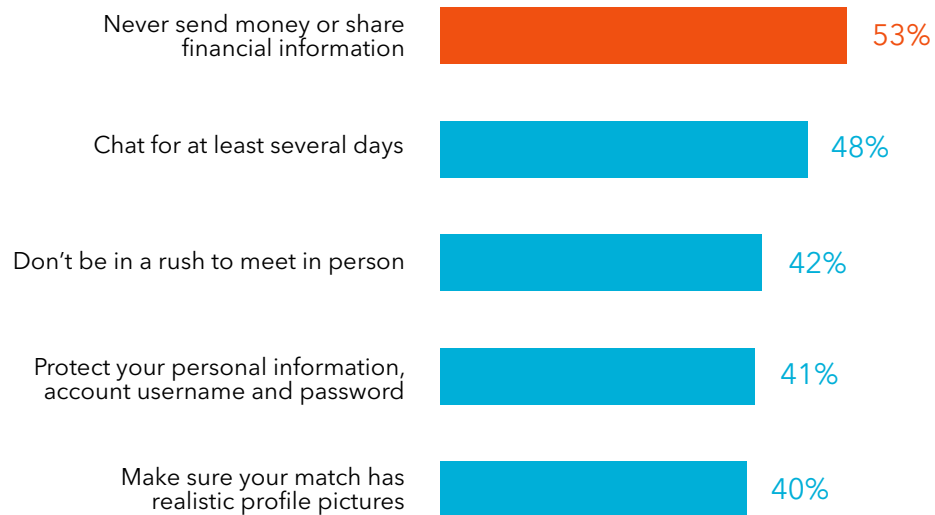


More than half (51%) of Australian adults are extremely or very concerned about the safety of online dating.

Nearly 4 in 5 (79%) Australians agree that scamming and fraud attempts are becoming an increasing problem for online dating in Australia. A similar proportion (78%) agree that 'catfishing' is also becoming an increasing problem. 3 in 4 (76%) agree that sexual violence and coercion, including intimidation, threats, revenge porn, and extortion, are becoming an increasing problem for online dating in Australia.

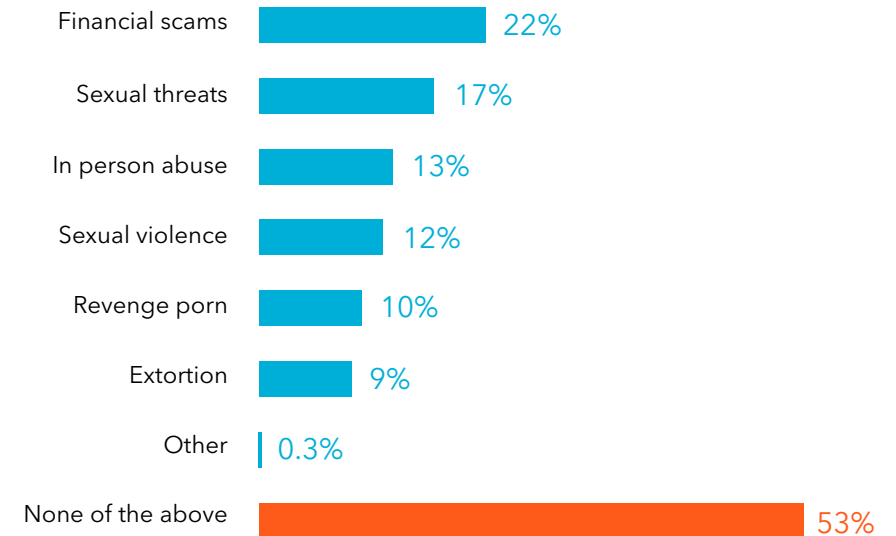
Nice to know you, then meet you!

Which of the following dating safety precautions do you typically employ before scheduling a date?



- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

Have you ever experienced any of the following safety threat incidents in your online dating experiences?

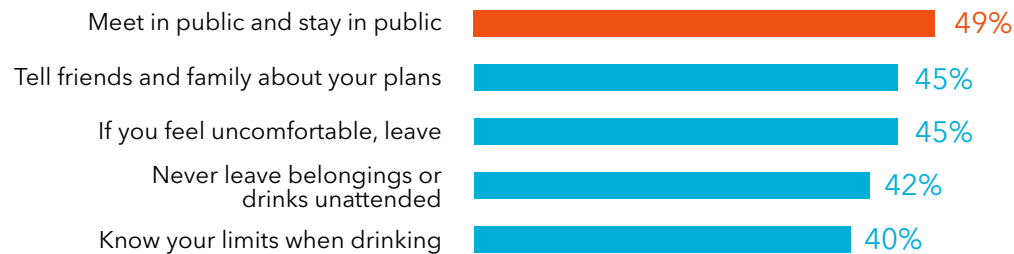


- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed

Almost half (47%) of those who use/have used dating apps or websites have experienced a safety threat incident while online dating. The most common incidents are financial scams (22%), sexual threats (17%), and in-person abuse (13%).

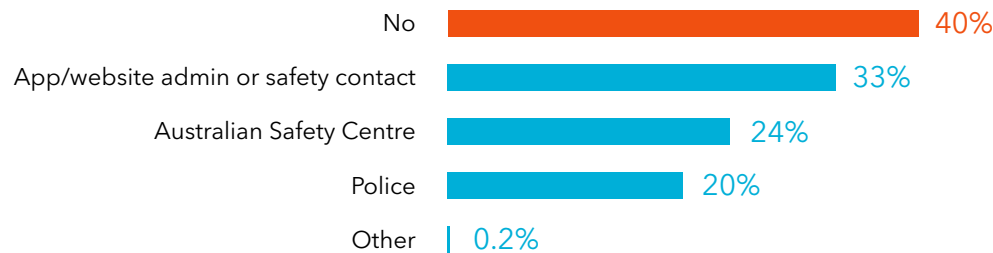
Is dating safe?

Which of the following dating safety precautions do you typically employ after scheduling a date?



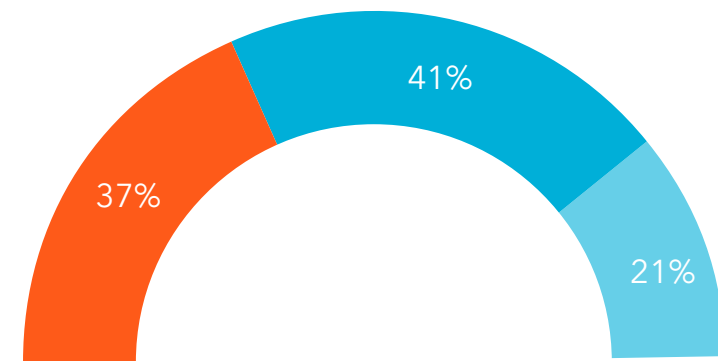
- n= 924, Uses/Used dating apps or websites
- Multiple responses allowed
- Top 5 responses

Did you report this incident(s) to any authorities?



- n= 433, Uses/Used dating apps or websites AND experienced safety threats
- Multiple responses allowed

Did you feel embarrassed at all to come forward to authorities to report this?



- Yes, to a great extent
- Yes, to some extent
- No, not really

- n= 433, Uses/Used dating apps or websites AND experienced safety threats

After scheduling a date, the most common dating safety precautions employed by those who use/have used online dating apps or websites include meeting in public and staying in public (49%), telling friends and family about their plans (45%), and leaving if they feel uncomfortable (45%).

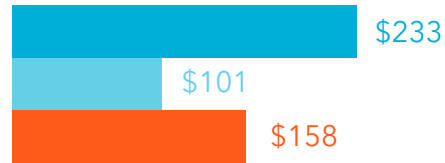
2 in 5 (40%) of those who use/have used dating apps or websites and have experienced safety threats did not report their incident(s) to any authorities. Nearly 4 in 5 (79%) felt embarrassed to come forward and report their incident(s) to the authorities.

**Cost of
dating**

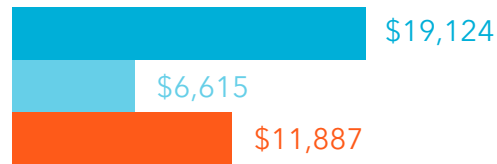


Dating is expensive

How much do you usually spend on a date? Please estimate the average you personally contribute



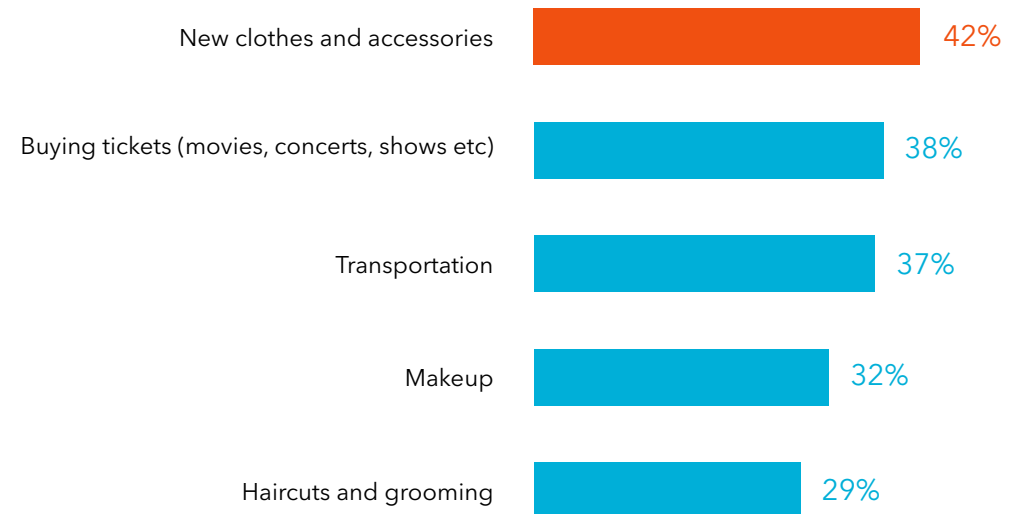
Average spending for dates per year



■ Male ■ Female ■ Overall

- n= 1113, Without outliers
- n= 1082, Without outliers

What are the other costs you usually incur to prepare for dates?



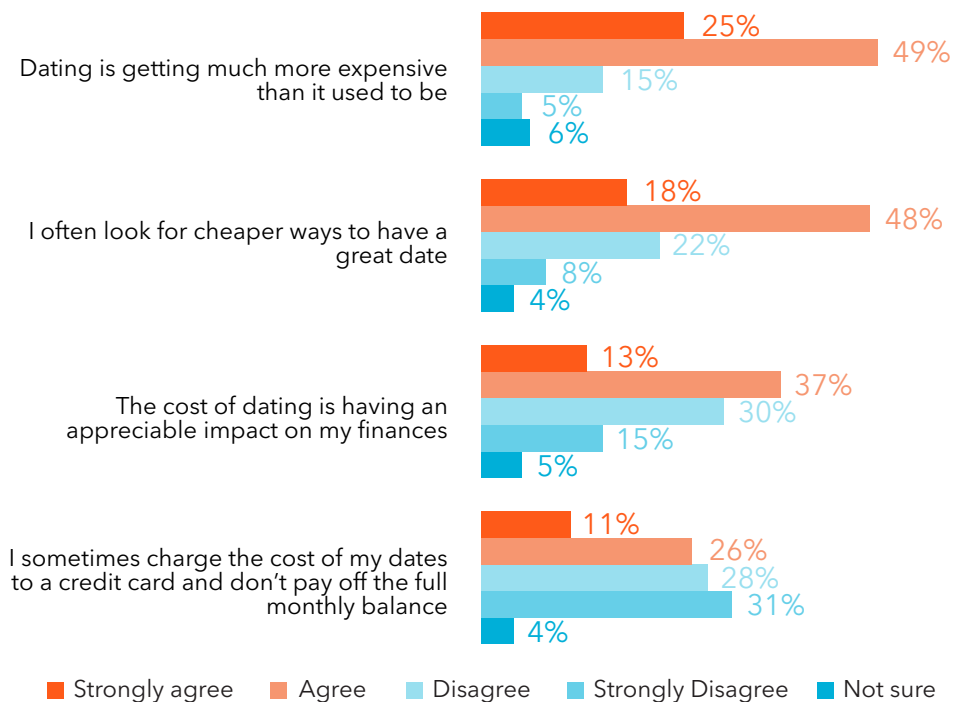
- Multiple responses allowed
- Top 5 responses

The average amount of money spent on a date for Australians aged between 18-49 is estimated to be \$158, with men estimating they pay \$233 per date, and women estimating they pay \$101 per date.

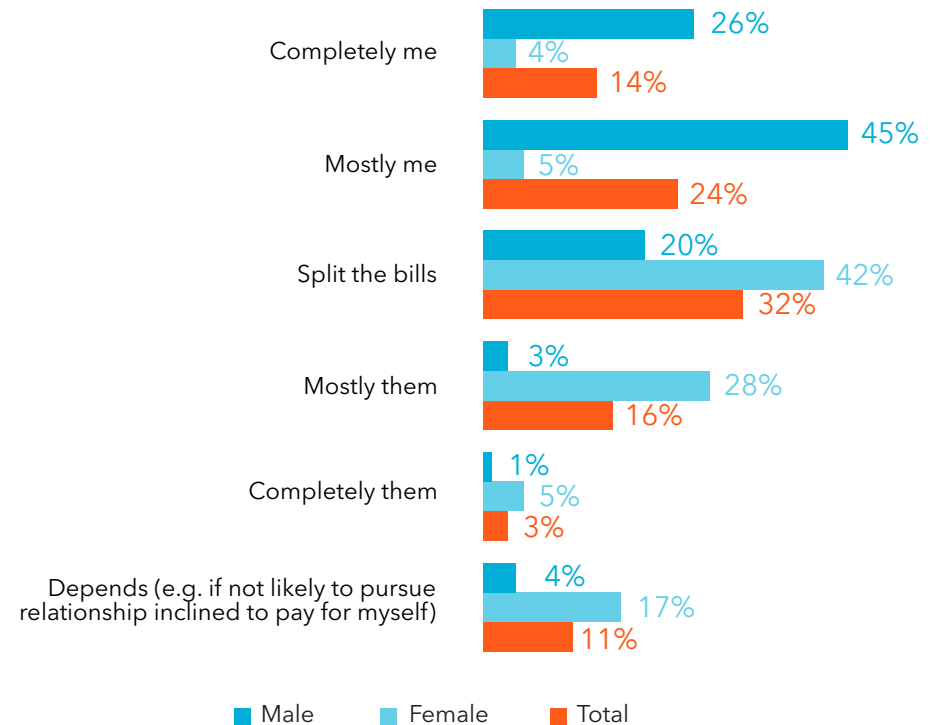
Other expenses that are typically incurred when preparing for dates include purchasing new clothes and accessories (42%), buying tickets (38%), and transportation (37%).

The cost of dating adds up

How much do you agree with the following statements about the cost of dating in Australia these days?



Who usually pays for dates?

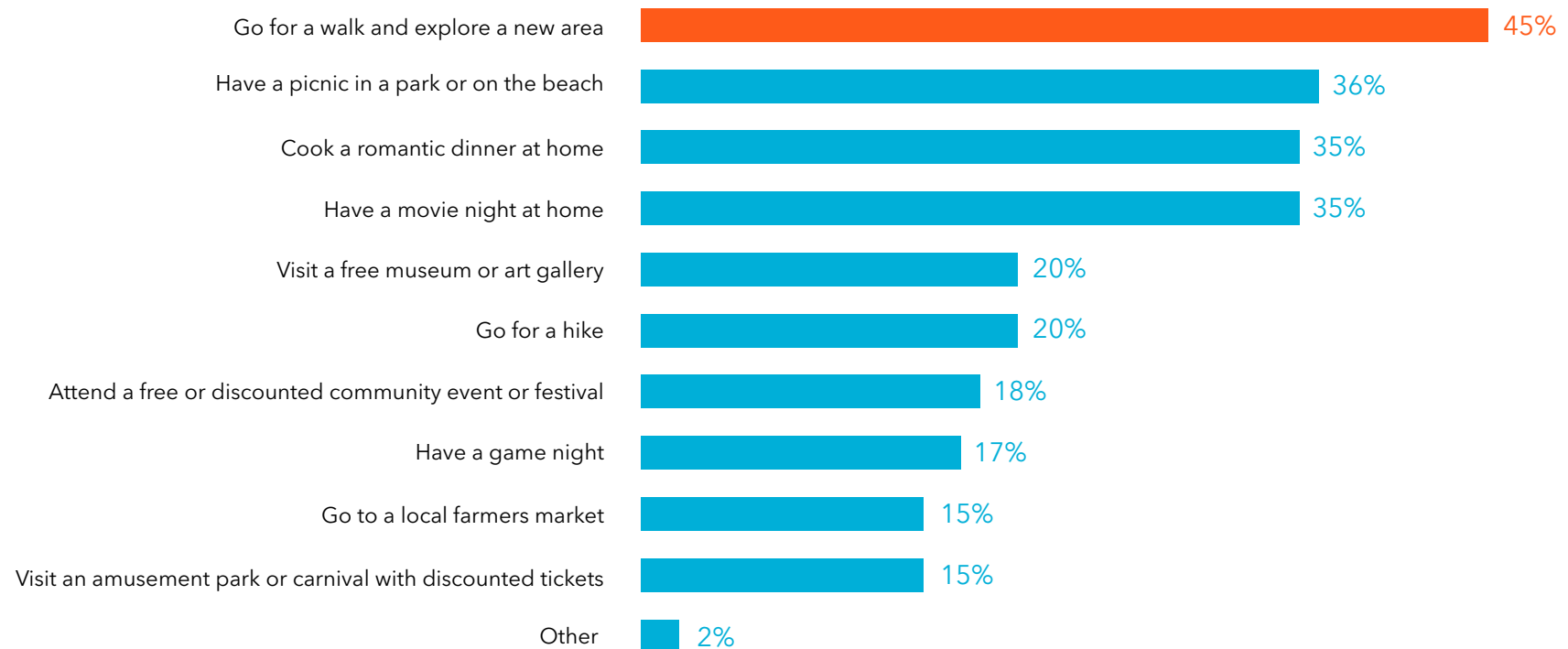


Just under 3 in 4 (74%) Australians aged between 18-49 agree that dating has become much more expensive than it used to be. 2 in 3 (66%) agree that they often look for cheaper ways to have a great date. Half (50%) agree that the cost of dating is having a significant impact on their finances. Less than 2 in 5 (37%) agree that they sometimes charge the cost of their dates to a credit card and don't pay off the full monthly balance.

Regarding paying for dates, men feel like they mostly pay (45%), whereas women most often split the bill (42%).

Saving money on dates

What ways have you tried to save money on dates these days?



• Multiple responses allowed

The most common ways Australians aged between 18-49 have tried to save money on dates are going for a walk and exploring a new area (45%), having a picnic in a park or on the beach (36%), and cooking a romantic dinner at home (35%).

Emotional costs of dating



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Modern dating is not for the faint of heart

What proportion of dates you go on do you typically find disappointing?

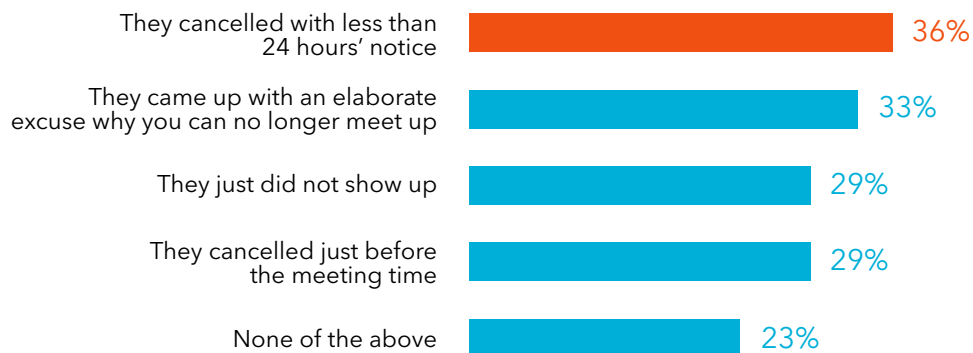
28%

How many bad dates have you been on in the last year?

6

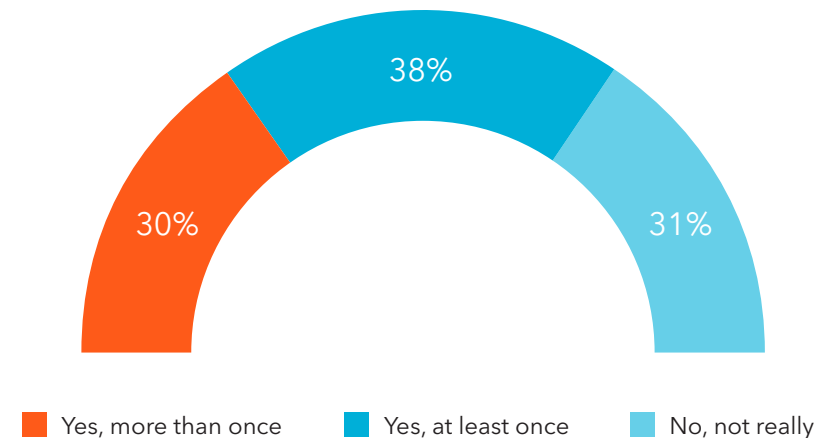
- n=653, Actively dating
- n=454, Dating for more than 6 months, average
- Without outliers

Have you ever had any of the following done to you when arranging a date?



- Multiple responses allowed

Have you ever experienced 'burnout' from failed dates and disappointments?



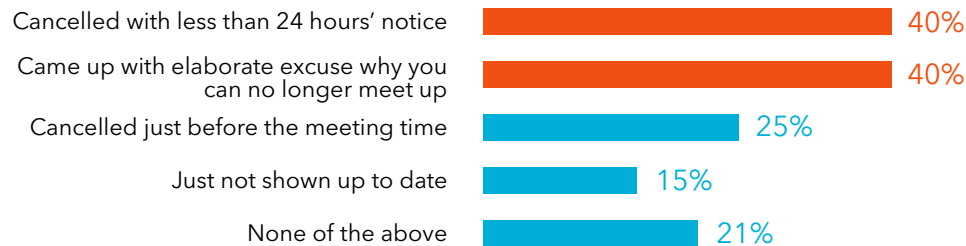
For those who have been actively going on dates for more than 6 months, the average number of unsatisfactory dates they went on in the last year was 6, with 28% of dates being unsatisfactory.

Just under 7 in 10 (69%) Australians aged between 18-49 have experienced 'burnout' from failed dates and disappointments at least once.

When arranging a date, 36% of Australians aged between 18-49 who have arranged a date have had their date cancel on them with less than 24 hours' notice, 33% have had their date come up with an elaborate excuse why they can no longer meet up, and 29% have had their date not show up.

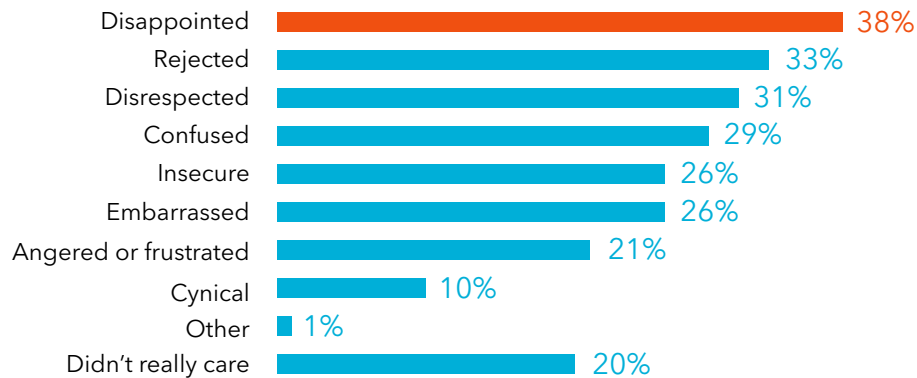
The dark side of dating

Have you ever done any of the following to get out of a date because you thought it might be disappointing or just changed your mind?



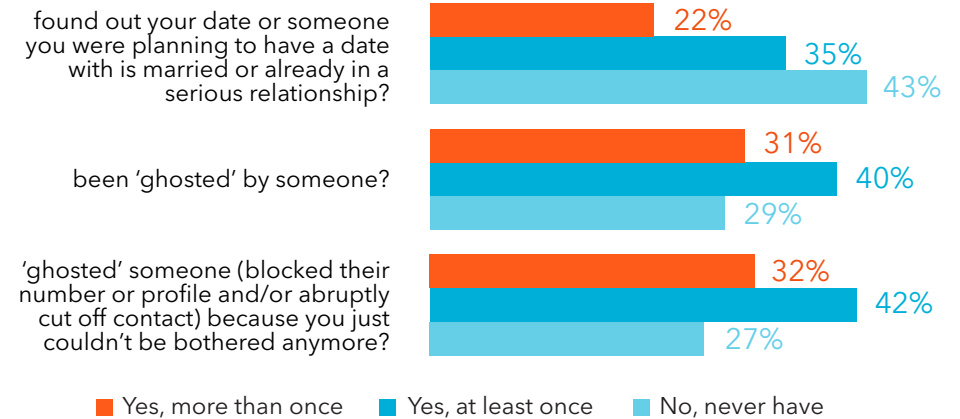
• Multiple responses allowed

How did this make you feel?



• n=855, Have been ghosted
• Multiple responses allowed

Have you ever...



2 in 5 (40%) Australians aged between 18-49 who have arranged a date have cancelled with less than 24 hours' notice because they thought it might be unsatisfactory or just changed their mind. 2 in 5 (40%) have come up with an elaborate excuse why they could no longer meet up, and 25% have cancelled just before the meeting time.

Just under 3 in 4 (73%) Australians aged between 18-49 have ghosted someone at least once because they just couldn't be bothered anymore. Of those surveyed, just over 7 in 10 (71%) have been ghosted at least once, and under 3 in 5 (57%) have found out their date or someone they were planning to have a date with is married or already in a serious relationship.

For those who have been ghosted, the main feelings associated with this were disappointment (38%), rejection (33%), and disrespect (31%).

**Modern
dating takes
time**



gettyimages[®]
Luis Alvarez

Dating can feel like a job...

How many dates do you typically go on per month when you are/were actively dating?

5

How many dates do you typically go on per year when you are/were actively dating?

61

- n=1164
- Without outliers
- Average

Average preparation and date time per year (In hrs)

310

How long do you typically spend getting ready for a date including pre date workout and hygiene routines, hair, makeup, choosing the right outfit etc. and travel time to the date? (In mins)

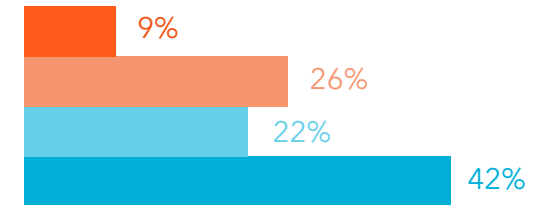
112

How long is the average date you tend(ed) to go on (i.e. once you have met up together)? (In mins)

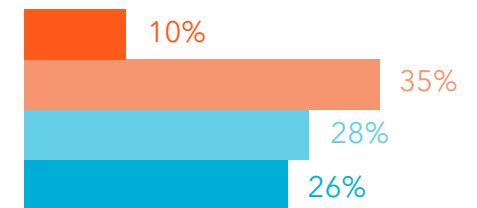
195

- n=1145
- n=1174
- n=1147
- Without outliers

Have you ever gone on more than one date in a single day (not including speed dating)?



Have you ever gone on daily dates (i.e. at least on two consecutive days with different people)?



Regularly Sometimes Rarely Never

Active daters in Australia go on an average of 61 dates per year, or about 5 per month.

Less than half (45%) of Australians aged between 18-49 go on daily dates, either regularly or sometimes. Additionally, more than a third (36%) have gone on more than one date in a single day, excluding speed dating events.

The average Australian aged between 18-49 spends 112 minutes (1.9 hrs) getting ready for a date. The average length of a date is 195 minutes (3.25 hrs). The average time spent both preparing for and being on a date per year is 310 hours.

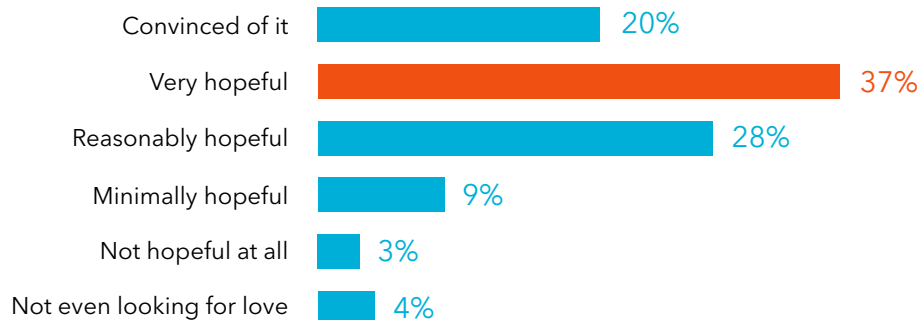
Finding 'the one'



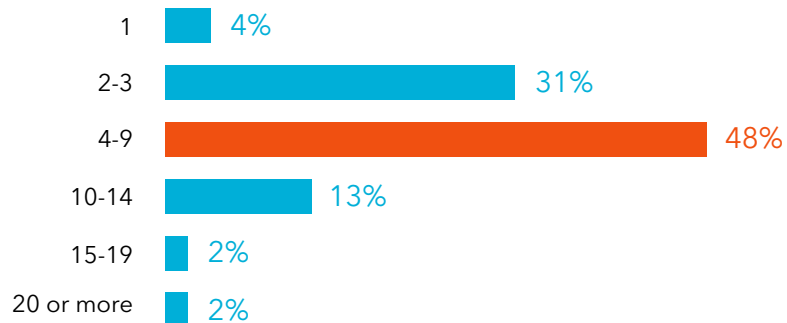
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Is love around the corner?

How hopeful are you that you will find enduring love with a partner in the next few years?



How many casual dates will you typically go on with someone before things start to get more serious (i.e. exclusively dating)?



How many dates would you estimate it took you to find 'the one' you are now in a serious relationship with (i.e. the period of being single leading up to your current serious relationship)?

31

- n=569, In a serious relationship but with recent active dating experience in the last 2 years
- Without outliers

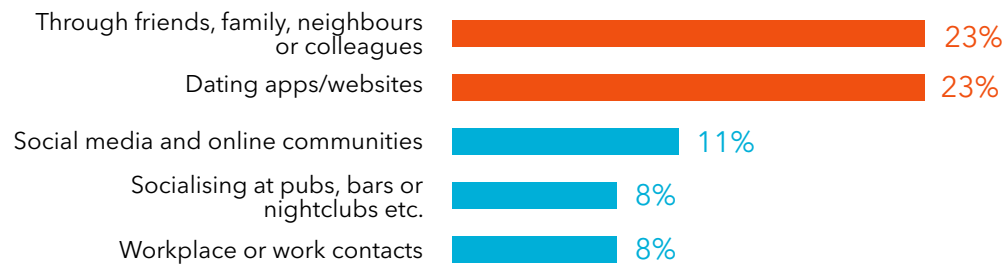
Only 37% of Australians aged between 18-49 are hopeful they will find enduring love in the next few years; another 20% are convinced of it.

Australians in serious relationships who dated in the last 2 years needed 31 dates on average to find their partner.

For casual dating, most Australians aged between 18-49 have 4-9 dates (48%), 2-3 dates (31%), or 10-14 dates (13%) before things get more serious.

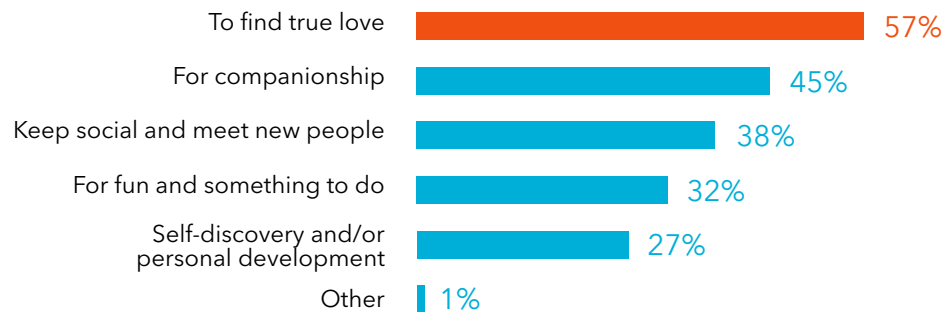
Love is why we date

Where did you meet the person you are currently in a serious relationship with?



- n=569, In a serious relationship but with recent active dating experience in the last 2 years
- Top 5 responses

What are the key reasons you are/were in the dating game?



- Multiple responses allowed

What do you look for in the ideal partner?



- Multiple responses allowed
- Top 5 responses

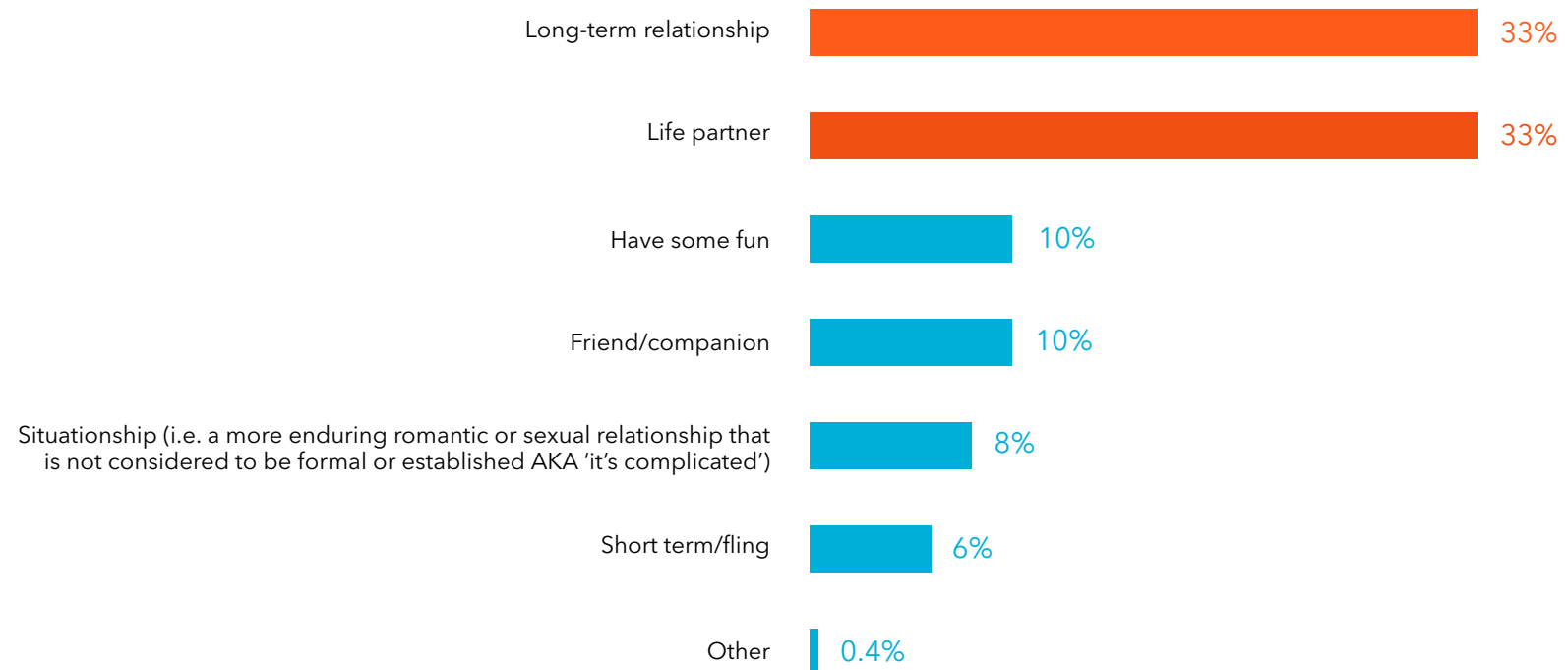
Australians in serious relationships who dated in the last 2 years met their partner through friends, family, colleagues (23%), dating apps/websites (23%), or online communities (11%).

Australians aged between 18-49 value a partner with a sense of humour (59%), honesty and integrity (56%), and thoughtfulness (51%) the most.

Australians aged between 18-49 date to find true love (57%), companionship (45%), or socialise (38%).

Australians seek long-term connections

What best describes the kind of relationship you are looking for through dating?



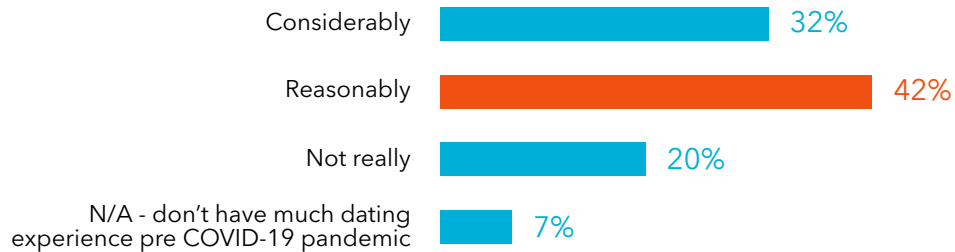
About one-third of Australians aged between 18-49 seek a long-term relationship (33%), a life partner (33%), or some fun (10%) through dating.

**Dating game
post-pandemic**

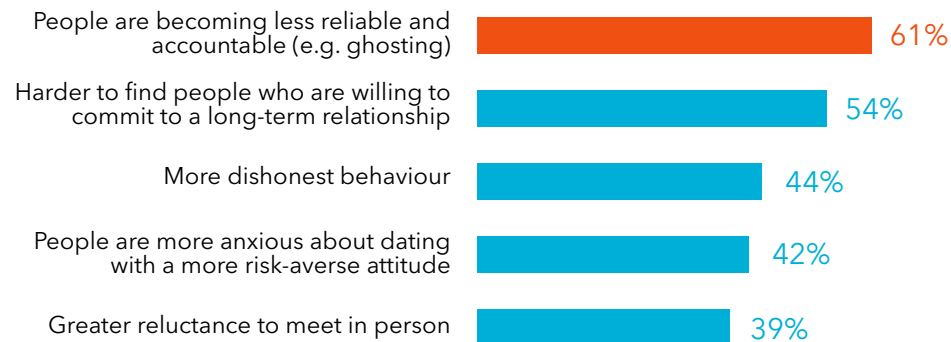


The dating game has changed since COVID-19

Do you think the dating game in Australia has changed much since the COVID-19 pandemic?

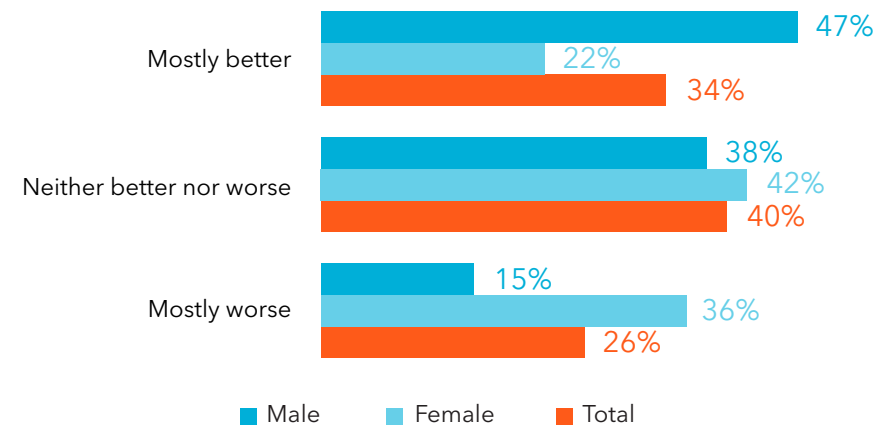


How do you think things have changed for the worse since the COVID-19 pandemic?



- n=233, Those who think dating game has changed for the worse since the COVID-19 pandemic
- Multiple responses allowed
- Top 5 responses

Do you feel it has changed for the better or worse?



- n=887, Thinks dating game changed since COVID-19

42% of Australians aged between 18-49 believe that the dating scene in Australia has changed to some extent due to the COVID-19 pandemic, with an additional 32% saying that it has changed significantly.

Of those who believe that the dating scene has changed due to COVID-19, 47% of men think the change is mostly positive, while 36% of women believe it is mostly negative.

Among those who think the dating scene has worsened due to the pandemic, 61% believe that people are becoming less reliable and accountable, 54% find it harder to find people willing to commit to a long-term relationship, and 44% believe that there is more dishonest behaviour.

More research from Choosi coming soon...

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