



# Marriage Foundation

## Casual daters seek long term happiness

Harry Benson, Marriage Foundation  
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- In order to investigate attitudes to marriage among young adults, we commissioned a survey of 2,000 unmarried young men and women aged 18-30, carried out for Marriage Foundation by OnePoll.
- More young adults met online than through any other setting.
- Of the 955 men and women in the survey who reported being in a relationship but were not married, 29 per cent met online, followed by 24 per cent who met in a 'domestic' setting – whether through family, friends, neighbours or church – and 21 per cent who met through 'educational' settings – school or university. A further 15 per cent met in a bar or other social setting and 11 per cent met through work.
- Those who met online divided between 14 per cent who met through a 'casual dating app' and 15 per cent who met through a 'long term dating app' or some other online app.
- We asked the young adults whether they would 'like to get married' at some point in their life and whether they 'expect to get married' at some point.
- Of those who met via a 'casual dating app', 89 per cent said they would like to marry and 80 per cent expected to marry at some point. This compared with 84 per cent and 77 per cent respectively among those who met through long term dating or other apps.
- Although the absolute number of those who met online is relatively small (n=280) and skewed towards women (82 per cent), this finding still seems somewhat counterintuitive.
- Far from looking for a casual relationship, it appears that those who use casual dating apps are looking for long term happiness just like everybody else.

