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SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) — to view the complete methodology as part of this initiative, please visit the Talker Research Process and Methodology page.

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME: THE EVOLVING DATE NIGHT

Sample: 2,000 general population Americans

Splits: Age, gender, region, relationship / dating status

Survey Questions:

1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

1. Male
2. Female
3. Non-Binary
4. Other
5. Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male
2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age in years?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2008 to 1927]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997-2008, QAGE=Generation Z

IF D2a=1981-1996, QAGE=Millennials

IF D2a=1965-1980, QAGE=Generation X

IF D2a=1946-1964, QAGE=Baby Boomers

IF D2a=1927-1945, QAGE=Silent Generation

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND "I DO NOT LIVE IN A U.S. STATE".

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

1. Northeast
2. Southeast
3. Southwest
4. Midwest
5. West

Survey Questions:

1. **Which of the following best describes you? [Select one]**
    a. I'm single and not currently going on dates
    b. I'm single / dating casually
    c. I'm in a committed relationship (dating, married, etc.) and we do not go on dates
    d. I'm in a committed relationship (dating, married, etc.) and we do go on dates
    e. Other / none of the above

2. **To what extent do you agree or disagree with the following statement? "There's too much pressure on dating." Please think of your personal experience or what you hear from friends / loved ones. [Select one]**
    Strongly agree
    Somewhat agree

Neither agree nor disagree
Somewhat disagree
Strongly disagree

3. **To what extent do you agree or disagree with the following statement? "The dating scene gets more difficult each year." Please think of your personal experience or what you hear from friends / loved ones. [Select one]**
   Strongly agree
   Somewhat agree
   Neither agree nor disagree
   Somewhat disagree
   Strongly disagree

4. **[Show IF Q1 = B OR D]How often, in 2026, are you going on dates? [Select one]**
   Multiple times per week
   Once per week
   2–3 times per month
   Once per month
   Less often than once per month

5. **[Show IF Q1 = B OR D] Are you going on dates more or less frequently in 2026 than in previous years? [Select one]**

More often
Less often
About the same
N/A — I wasn't going on dates in previous years

6. **[Show IF Q1 = B OR D] Including both for you and your partner, how much is <u>typically</u> spent on a single date in 2026? [Slider]**
   [SLIDER SCALE 0 – 201] [INCREMENTS OF 1] [LEFT LABEL $0 & RIGHT LABEL$201+]
   DP Note: broken out into $0, 1–50, 51–100, 101–150, 151–200, 201+ for the results

7. **[Show IF Q1 = B OR D] How much are you <u>comfortable</u> spending for you and your partner, total, on a single date in 2026? [Slider]**
   [SLIDER SCALE 0 – 201] [INCREMENTS OF 1] [LEFT LABEL $0 & RIGHT LABEL$201+]
   DP Note: broken out into $0, 1–50, 51–100, 101–150, 151–200, 201+ for the results

8. **[Show IF Q1 = B OR D AND Q5 = A OR B OR C] For you and your partner, total, how much was typically spent on a single date in previous years (i.e., 2025)? [Slider]**

[SLIDER SCALE 0 – 201] [INCREMENTS OF 1] [LEFT LABEL $0 & RIGHT LABEL$201+]
DP Note: broken out into $0, 1–50, 51–100, 101–150, 151–200, 201+ for the results

9. **Who do you believe should pay for a first date? [Select one]**
   The man
   The woman
   It doesn't matter the gender, but whoever asked the other out
   It should be split equally
   It depends on the situation

10. **To what extent do you agree or disagree with the following statement? "Concerns about the 'affordability crisis' are impacting my dating habits." [Select one]**
    Strongly agree
    Somewhat agree
    Neither agree nor disagree
    Somewhat disagree
    Strongly disagree

11. **To what extent do you agree or disagree with the following statement? "I would like to go on more**

dates, but finances are holding me back." [Select one]

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

12. **[Show IF Q1 = D] In what way(s) have your dating habits shifted in 2026? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

I'm choosing less expensive date options (coffee instead of dinner, etc.)
I'm looking at free date options (hikes, free events, etc.)
My partner and I are more likely to incorporate errands or other necessary activities into our dates
My partner and I have cut back on date nights
Other (please state)
None of the above/ No changes in particular [EXCLUSIVE]

13. **[Show IF Q1 = B] In what way(s) have your dating habits shifted in 2026? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

I'm choosing less expensive date options (coffee instead of dinner, etc.)
I'm looking at free date options (hikes, free events, etc.)
I'm trying "micro-dating" (a shorter date to see if we connect, rather than spending a full afternoon / evening together)
I'm being more selective on who I go on a date with
I'm more likely to ask to split the bill, versus paying for the full thing
I'm getting off the dating apps and trying to meet people in person
I'm trying to be clearer and more direct in what I want from a date / potential partner
Other (please state)
None of the above/ No changes in particular
[EXCLUSIVE]

14. **How many date nights per month do you believe people in a committed relationship should have? [Select one]**

0
1
2
3
4+

15. **[Show IF Q1 = C OR D] Are you and your partner aligned on how many date nights you're currently having (whether you're not having date nights at all or having them frequently)? [Select one]**

Yes, and we're happy with the number of date nights we do / don't have

Yes, but we would like more — it's just not feasible right now

No, my partner would like more date nights (and I don't)

No, I would like more date nights (and my partner doesn't)

16. **[Show IF Q1 = C OR D] When you and your partner have date nights (or if you were to have date nights), which of the following best describes what happens? [Select one]**

My partner is usually the one initiating the date night (asking for it, planning it, etc.)

I'm usually the one initiating the date night (asking for it, planning it, etc.)

We alternate who asks for and plans the date night

We're usually on the same page about asking for and planning it

17. **How do you / would you feel about someone bringing up the following topics on a first date? [Select one]**
    a. [GRID | RANDOMIZE]

Money / finances
Politics
Overall values (outside of politics)
Previous partners / relationships
Sex
Marriage

[GRID BY]

    b. Green flag — it's good to discuss this early
    c. Beige flag — harmless, but it would stand out
    d. Red flag — that would put me off the date

18. **Is it a "red flag" if your partner / a potential partner makes less money than you do? [Select one]**

Yes
No
It depends on the situation

19. **Have you ever broken up with someone because of their financial situation? [Select one]**

Yes
No

Can’t remember

20. **[Show IF Q19 = A] Why did you break up with someone because of their financial situation? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**

They didn’t make “enough” money
They made less money than I did
They were too reliant on family (i.e., their parents paying their bills)
They were too cheap with what they were willing to spend
They didn’t think long-term (i.e., they didn’t have savings or investments for the future)
They were irresponsible with money
They were constantly borrowing money
They were too wealthy / came from family money
They made much more money than I did
Other (please state)
None of the above [EXCLUSIVE]

21. **Do you believe money is integral to love and romance? [Select one]**

Yes
No
Not sure

22. **[Show IF Q1 = A OR B] To what extent do you agree or disagree with the following statement? "I'm worried my financial situation is preventing me from finding a long-term partner." [Select one]**

Strongly agree
Somewhat agree
Neither agree nor disagree
Somewhat disagree
Strongly disagree

23. **Do you believe your financial situation is holding / has held you back romantically? This could include matching with people on apps, going on dates with a new or current partner, being able to do romantic gestures, becoming serious with a partner. [Grid]**

a. In 2026 (currently)
b. In previous years

Yes
No
Not sure

24. **Do you believe your current financial situation is stopping / has stopped you from finding "true love"? [Select one]**

Yes
No
Not sure

25. **What salary do you think someone needs in order to find "true love"? [Slider]**
    a. [SLIDER SCALE 50,000 – 200,000] [INCREMENTS OF 5,000] [LEFT LABEL "Less than $50K" | RIGHT LABEL "More than $200K"]
    b. N/A — Salary doesn't determine whether someone finds "true love"

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share

certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

26. **We're looking to hear from people about the current state of dating. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.**
    I'm interested in participating
    I'm not interested in participating

27. **[SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.**
    Name:
    Email: