

Canadians and Online Dating



Report



507, place d'Armes, bureau 700,
Montréal, Québec H2Y 2W8
Téléphone : 514-982-2464
Télécopieur : 514-987-1960
Courriel : www.legermarketing.com

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1. Study Highlights

- One out of two Canadians feels it is easier to meet new people today.

Question: *Compared to 10 years ago, would you say that today it is easier or more difficult to meet new people?*

N=1500	Easier	More difficult	DNK / Refusal
Men	56%	32%	12%
Women	47%	41%	12%
Canada	51%	37%	12%

- The arrival of new means of communication: a major advantage when it comes to meeting new people.

Question: *In your opinion, what are the reasons behind why it is easier to make new friends today?*

N=755	Total	Men	Women
The arrival of new means of communication	44%	44%	44%
The fact that there still are local places and areas where you can meet people	18%	19%	16%
The desire people have to expand their usual circle of friends	11%	11%	12%
The fact that a stronger proportion of people work	6%	3%	9%
Other	16%	16%	17%
Don't know / Refusal	5%	7%	2%

- People's indifference and lack of time are the main impediments to meeting new people.

Question: *In your opinion, what are the reasons behind why it is more difficult to make new friends today?*

N=568	Total	Men	Women
The indifference of people in general	26%	26%	27%
The lack of time	24%	20%	27%
The arrival of new means of communication	11%	16%	7%
The lack of proximity, places, areas where you can meet people	9%	7%	11%
Other	26%	28%	24%
Don't know / Refusal	4%	3%	4%

- Those who use chat rooms and online dating services are characterized as modern and open-minded.

Question: *In your opinion, if someone logs on to an Internet chat room and/or online dating services, is he or she...?*

N=1500	Total	Men	Women
...Modern	24%	25%	23%
...Open	21%	22%	20%
...Solitary	13%	11%	15%
...Strange	10%	9%	11%
...Courageous	10%	9%	11%
...Fearful	4%	5%	4%
Don't know/refusal	18%	19%	17%

- Fear of the unknown dominate perceptions of online dating services, mainly among women.

Question: *Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree.*

... chat rooms and online dating are dangerous, you don't know with whom you are dealing?

N=1500	Agree	Disagree	DNK / Refusal
Men	77%	18%	5%
Women	83%	10%	7%
Canada	80%	14%	6%

... the Internet makes the process of meeting someone easier?

N=1500	Agree	Disagree	DNK / Refusal
Men	67%	25%	8%
Women	64%	28%	8%
Canada	65%	26%	9%

... people who use chat rooms or online dating services don't dare to admit it?

N=1500	Agree	Disagree	DNK / Refusal
Men	55%	34%	11%
Women	51%	36%	12%
Canada	53%	35%	12%

... unlike what many believe, people who log onto chat rooms or online dating Web sites are often very sincere about the process?

N=1500	Agree	Disagree	DNK / Refusal
Men	48%	41%	11%
Women	43%	42%	14%
Canada	46%	42%	13%

- Meeting people online: not a very popular practice among Canadian women.

Question: *For you personally, to meet people over the Internet is a process that is...?*

N=1500	Quite possible	Possible	Ruled out	Completely ruled out	Don't know / Refusal
Men	10%	24%	25%	38%	2%
Women	4%	17%	19%	56%	4%
Canada	7%	21%	22%	47%	4%

- Seven out of ten Canadians have surfed the net in the last month.

Question: *Have you used the Internet in the last month, regardless of your access point, either for personal or professional reasons?*

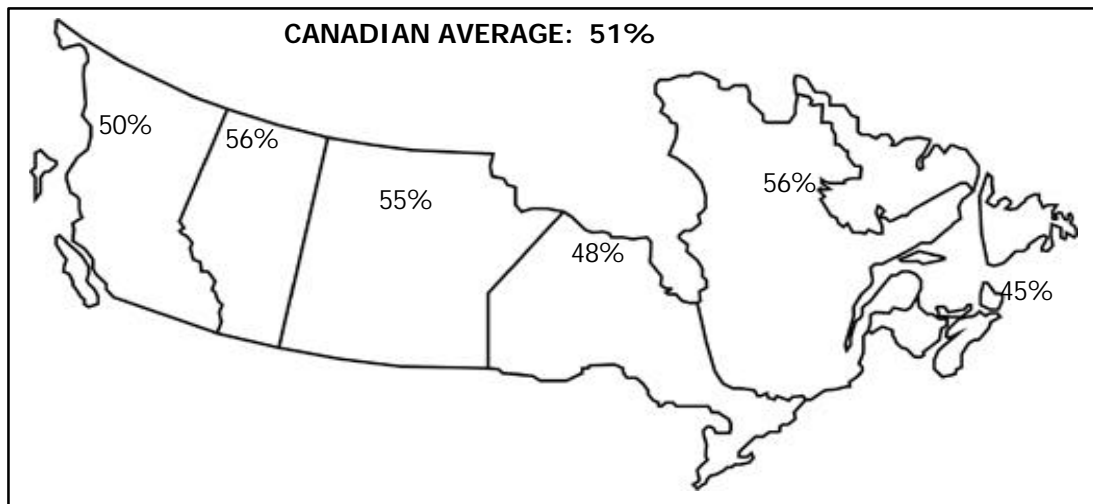
N=1500	Yes	No	DNK / Refusal
Men	75%	24%	1%
Women	66%	32%	1%
Canada	71%	28%	1%

2. Results

2.1 One out of two Canadians considers it is easier to meet new people today

For 51% of Canadians, it is easier to meet people today than it was ten years ago. On the other hand, more than a third (37%) of Canadians are of the opposite opinion and 12% did not have an opinion on the subject.

Proportion of Canadians who consider it is easier to meet new people today



Men (56%) are more likely than women (47%) to say that meeting new people is easier than it was ten years ago. The same goes for Canadians between 18 and 24 years of age (71%), residents of Quebec (56%) and students (66%).

Inversely, women (41% vs. 32% of men), Francophones (42%), people with a lower income (45%) and Canadians with an elementary education (52%) seem to experience more difficulty meeting new people compared to ten years ago.

Question: *Compared to 10 years ago, would you say that today it is easier or more difficult to meet new people?*

N=1500	Easier	More difficult	DNK / Refusal
Men	56%	32%	12%
Women	47%	41%	12%
Atlantic Provinces	45%	43%	12%
Quebec	56%	37%	7%
Ontario	48%	38%	13%
Prairies	55%	30%	15%
Alberta	56%	37%	7%
British Columbia	50%	32%	17%
Canada	51%	37%	12%

2.2 The arrival of new means of communication: a major advantage when it comes to meeting new people

Close to half (44%) of respondents consider the arrival of new means of communication as one of the most important factors in improving the chances of meeting new people in the last ten years.

Other secondary factors also help to explain why it is easier to make new friends: the fact that there still are local places and areas where you can meet people (18%), the desire people have to expand their usual circle of friends (11%) and the fact that a stronger proportion of people work (6%).

Respondents between 18 and 24 (53%) and between 25 and 34 (53%), residents of the Atlantic Provinces (71%), people whose gross annual household income is between \$40 000 and \$59 999 (54%) as well as professionals (54%) are more likely to perceive the arrival of new means of communications as a major advantage for meeting new people.

Question: *In your opinion, what are the reasons behind why it is easier to make new friends today?*

N=755	Total	Men	Women
The arrival of new means of communication	44%	44%	44%
The fact that there still are local places and areas where you can meet people	18%	19%	16%
The desire people have to expand their usual circle of friends	11%	11%	12%
The fact that a stronger proportion of people work	6%	3%	9%
Other	16%	16%	17%
Don't know / Refusal	5%	7%	2%

2.3 People's indifference and lack of time are the main impediments to meeting new people

Two main reasons compromise the process: the indifference of people in general (26%) and the lack of time (24%).

To a lesser extent, the arrival of new means of communication (11%) and the lack of suitable places to meet new people (9%) also contribute to the difficulty of making new friends.

There are more men (16%) who perceive the arrival of new means of communication as an impediment to meeting new people.

Question: *In your opinion, what are the reasons behind why it is more difficult to make new friends today?*

N=568	Total	Men	Women
The indifference of people in general	26%	26%	27%
The lack of time	24%	20%	27%
The arrival of new means of communication	11%	16%	7%
The lack of proximity, places, areas where you can meet people	9%	7%	11%
Other	26%	28%	24%
Don't know / Refusal	4%	3%	4%

2.4 Those who use chat rooms and online dating services are characterized as modern and open-minded

For nearly half (45%) of Canadians, people who log on to chat rooms and/or use online dating services are modern (24%) and open-minded (21%).

Also, close to a quarter (23%) of respondents feel that those who use chat room and/or online dating services are solitary (13%) or strange (10%).

The proportion of Canadians who think that those who use this type of service are courageous is 10%. Conversely, 4% of respondents think that these Web site users are fearful.

Question: *In your opinion, if someone logs on to an Internet chat room and/or online dating services, is he or she...?*

N=1500	Total	Men	Women
...Modern	24%	25%	23%
...Open	21%	22%	20%
...Solitary	13%	11%	15%
...Strange	10%	9%	11%
...Courageous	10%	9%	11%
...Fearful	4%	5%	4%
Don't know/refusal	18%	19%	17%

Canadians between 25 and 34 years of age (29%), Anglophones (26%), residents of Ontario (28%), Canadians whose gross annual household income is \$80 000 or more (31%) and professionals (29%) are among respondents who view chat room and/or online dating service users as modern.

Women (15%), Francophones (27%), residents of Quebec (26%), Canadians whose gross annual household income is between \$40 000 and \$59 999 (20%) and homemakers (21%) are more likely to qualify chat room or online dating service users as solitary.

2.5 Fear of the unknown dominates perceptions of online dating services, mainly among women

Eight out of ten Canadians (80%) consider that chat rooms and online dating are dangerous since you do not know with whom you are dealing. The proportion of respondents who reject this assertion is 14%.

There are clearly more women (83%) than men (77%) who perceive the anonymity of chat rooms and online dating as being more dangerous.

Moreover, Canadians between 55 and 64 years of age (90%), employees in sales, services or office workers (86%) and homemakers (90%) are among the most likely to distrust these Web sites.

Question: *Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree:*

...chat rooms and online dating are dangerous, you don't know with whom you are dealing ?

N=1500	Agree	Disagree	DNK / Refusal
Men	77%	18%	5%
Women	83%	10%	7%
Atlantic Provinces	86%	10%	4%
Quebec	83%	16%	1%
Ontario	80%	15%	6%
Prairies	80%	8%	12%
Alberta	80%	13%	7%
British Columbia	74%	15%	11%
Canada	80%	14%	6%

Close to two out of three Canadians (65%) think the Internet makes it easier to meet people. On the other hand, 26% are of the opposite opinion and 9% did not express an opinion on the subject.

In particular, Canadians between 25 and 34 years of age (75%) and manual workers (73%) recognize that the Internet makes the process of meeting people easier.

Question: *Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree:
the Internet makes the process of meeting someone easier?*

N=1500	Agree	Disagree	DNK / Refusal
Men	67%	25%	8%
Women	64%	28%	8%
Atlantic Provinces	70%	22%	8%
Quebec	66%	31%	3%
Ontario	64%	28%	7%
Prairies	68%	20%	13%
Alberta	67%	27%	6%
British Columbia	63%	19%	18%
Canada	65%	26%	9%

More than half (53%) of Canadians believe that people who log onto chat rooms or use online dating services do not dare admit that they do so, though more than a third (35%) of respondents reject this assertion. Moreover, 12% did not give their opinion on the subject.

The impression that people who log onto chat rooms or online dating services are not willing to admit that they do so is noticeably more pronounced among Canadians between 55 and 64 years of age (61%), Francophones (59%), residents of Quebec (60%) and people with a high school education (58%).

Question: *Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree:
... people who use chat rooms or online dating services don't dare to admit it?*

N=1500	Agree	Disagree	DNK / Refusal
Men	55%	34%	11%
Women	51%	36%	12%
Atlantic Provinces	58%	32%	10%
Quebec	60%	34%	6%
Ontario	49%	37%	14%
Prairies	54%	30%	16%
Alberta	55%	36%	9%
British Columbia	46%	38%	17%
Canada	53%	35%	12%

Finally, opinions are divided when it comes to the good faith of those who use chat rooms and online dating services. Thus, 46% of Canadians think that, unlike what many believe, people who log on to chat rooms and use online dating services are very often sincere about the process. On the other hand, 42% do not share this view.

Canadians between 55 and 64 years of age (53%), Anglophones (52%), residents of Alberta (54%), Canadians whose gross annual household income is \$80 000 and over (55%), professionals (52%) and people with a university education (54%) are among those who perceive good faith among chat room and online dating service users.

Question: *Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree:*

... unlike what many believe, people who log onto chat rooms or online dating web sites are often very sincere about the process?

N=1500	Agree	Disagree	DNK / Refusal
Men	48%	41%	11%
Women	43%	42%	14%
Atlantic Provinces	52%	37%	12%
Quebec	36%	56%	7%
Ontario	47%	39%	14%
Prairies	51%	30%	19%
Alberta	54%	35%	10%
British Columbia	47%	37%	16%
Canada	46%	42%	13%

2.6 Meeting people over the Internet: not a very popular practice among Canadian women

In total, more than two-thirds (69%) of Canadians reject the Internet as a way of meeting new people, close to half (47%) assert that they would completely rule out using the Internet to make new friends.

Categorical rejection of using the Internet to meet new people is distinctly more pronounced among women (56%) than it is among men (38%).

The same goes for Canadians between 45 and 54 (53%), between 55 and 64 (60%) and 65 years of age or older (69%), Anglophones (50%), homemakers (64%) retired people (65%), and also Canadians with an elementary education (66%).

The proportion of Canadians who would consider the possibility of meeting people through the intermediary of the Internet is 28%.

Men (34%), Canadians between 18 and 24 (51%) and between 25 and 34 (41%), Allophones (35%), manual workers (33%), professionals (32%) and students (43%) are more open to making new friends over the Internet.

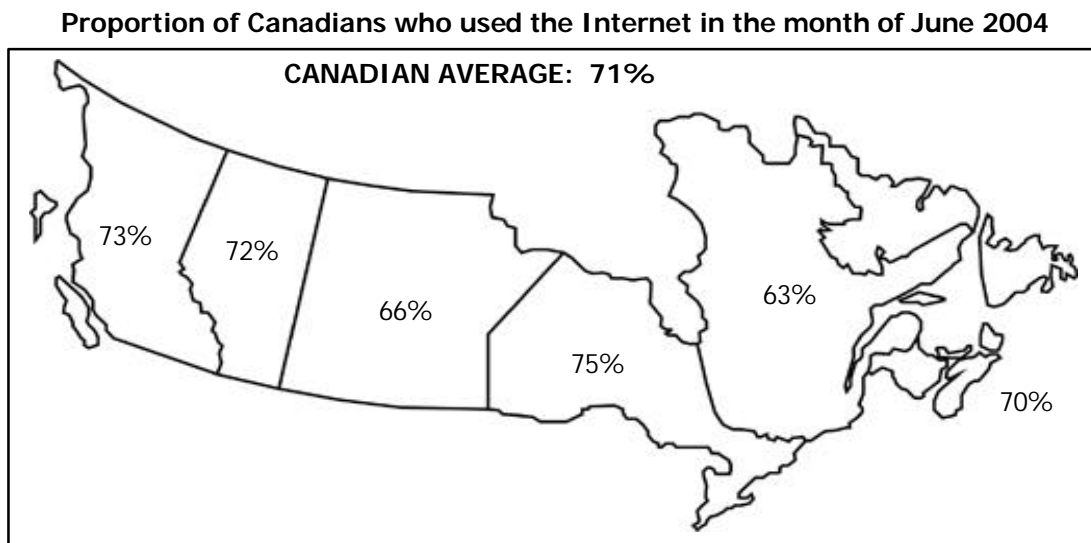
Question: *For you personally, to meet people over the Internet is a process that is...*

N=1500	Quite possible	Possible	Ruled out	Completely ruled out	Don't know / Refusal
Men	10%	24%	25%	38%	2%
Women	4%	17%	19%	56%	4%
Atlantic Provinces	5%	28%	13%	53%	1%
Quebec	7%	22%	25%	44%	1%
Ontario	8%	18%	22%	48%	4%
Prairies	6%	15%	27%	48%	3%
Alberta	8%	22%	22%	48%	1%
British Columbia	4%	22%	19%	46%	8%
Canada	7%	21%	22%	47%	4%

2.7 Seven out of ten Canadians surfed the net in the last month

Nearly three-quarters (71%) of Canadians have used the Internet for personal and/or professional reasons during the month of June 2004.

As opposed to residents in other provinces, there were more Ontarians (75%) surfing the net this past month. Inversely, residents of Quebec (63%) were proportionately less likely to use the Internet in June 2004.



Moreover, Internet use in June 2004 is mainly observed among men (75%), Canadians between 18 and 24 (84%), between 25 and 34 (89%), and between 35 and 44 (80%), Anglophones (75%), Canadians whose gross annual household income is between \$60 000 and \$79 999 (84%) or \$80 000 or more (92%), employees in sales, services or office workers (84%), professionals (91%), students (93%), and also Canadians with a college (81%) or university (86%) education.

Question: *Have you used the Internet in the last month, regardless of your access point, either for personal or professional reasons?*

N=1500	Yes	No	DNK / Refusal
Men	75%	24%	1%
Women	66%	32%	1%
Atlantic Provinces	70%	30%	-
Quebec	63%	37%	0%
Ontario	75%	24%	1%
Prairies	66%	34%	-
Alberta	72%	28%	-
British Columbia	73%	22%	5%
Canada	71%	28%	1%

3. Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between July 6 and July 11, 2004. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1500 respondents is ± 2.6 , 19 times out of 20.

4. Questionnaire

QUESTIONNAIRE

PC10

PC10. Compared to 10 years ago, would you say that today it is easier or more difficult to...

...meet new people?

Easier	1	
More difficult	2	
Don't know	8	=> +3
Refusal	9	=> +3

PC11

=> +1 if PC10=#1

PC11. In your opinion, what are the reasons behind why it is more difficult to make new friends today?

The indifference of people in general	1
The lack of time	2
The arrival of new means of communication (Ex. Internet)	3
The lack of proximity, places, areas where you can meet people	4
Other	6
Don't know	8
Refusal	9

PC12

=> +1 if PC10=#2

PC12. In your opinion, what are the reasons behind why it is easier to make new friends today?

The desire people have to expand their usual circle of friends	1
The fact that a stronger proportion of people work	2
The arrival of new means of communication (ex. Internet)	3
The fact that there still are local places and areas where you can meet people	4
Other	6
Don't know	8
Refusal	9

PC13

PC13. In your opinion, if someone logs on to an Internet chat room and/or online dating services, is he or she...

READ

Rotation => 6	
...modern	1
...solitary	2
...open	3
...fearful	4
...strange	5
...courageous	6
Don't know	8
Refusal	9

PC14A

Rotation => PC14D	
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PC14a. Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree.

...the Internet makes the process of meeting someone easier

Agree	1
Disagree	2
Don't know	8
Refusal	9

PC14B

PC14b. Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree. ...chat rooms and online dating are

dangerous, you don't know with whom you are dealing

Agree	1
Disagree	2
Don't know	8
Refusal	9

PC14C

PC14c. Here are some opinions you hear about chat rooms and/or online dating. For each one, please tell me if you agree or disagree. ...unlike what many believe, people who log onto chat rooms or online dating Web sites are often

very sincere about the process

Agree	1
Disagree	2
Don't know	8
Refusal	9

PC14D

PC14d. Here are some opinions you hear about chat rooms and/or online dating.
For each one, please tell me if you agree or disagree. ...people who use chat rooms
or

online dating services don't dare to admit it	
Agree	1
Disagree.....	2
Don't know	8
Refusal	9

PC15

PC15. For you personally, to meet people over the Internet is a process that is...

READ	
...quite possible.....	1
...possible.....	2
...ruled out.....	3
...completely ruled out.....	4
Don't know	8
Refusal	9

PC16

PC16. Have you used the Internet in the last month, regardless of your access
point, either for personal or professional reasons?

Yes.....	1
No	2
Don't know	8
Refusal	9

5. Cross Tabulations
