



DATING IN ISOLATION | STATS



INTRODUCTION

Social Distancing has dramatically changed the dating landscape. With in person dating now virtually impossible, virtual dating is the new norm with people turning to online video chats to replace face to face interaction. At CLiKD, we have coined the term "Isodating" to cover this new form of dating and we conducted this survey to gain insight into how people are adapting and how they feel about their dating, relationships, and sex lives!

METHODOLOGY

The survey was conducted online and could be completed anonymously though demographic information was gathered including participants gender, age, relationship status and location.

Over 1500 individuals were surveyed during the month of April 2020.

DEMOGRAPHICS

a. Female – Male split: **56% - 44%**

b. Age breakdown: **18 - 47**

c. Relationship Status:

i. Single but looking

ii. Casually dating

iii. Dating but isolating apart

d. Location:

i. London: **73%**

ii. Rest of UK: **27%**

DURING SOCIAL DISTANCING ARE YOU STILL DATING OR HAVE YOU PUT IT ON HOLD?

- 66% of men are still dating
- 57.6% of women are still dating

ARE YOU MORE OR LESS POSITIVE ABOUT YOUR LOVE LIFE SINCE SOCIAL DISTANCING?

- “Women who are still dating whilst social distancing are more positive about their current love life than men in the same position”
 - 62.2% of women are more positive
 - 49.5% of men are more positive

WOULD YOU/HAVE YOU CONSIDERED BREAKING SOCIAL DISTANCING PROTOCOLS TO GO AND MEET A DATE?

- “Men are more likely than women to break the protocols”
- “Men are 2.5x more likely than women to break the protocols to go and meet a date, if their date is ‘hot’”
- “Women are over 3x more likely than men to break the protocols to go and meet a date, if they feel a strong connection with their date”
 - 29.1% of people have/ would consider it

MEN:

- 64% of men who would consider it, if their date was really hot
 - 36.7% of men would/have considered it
 - 30.9% of men who would consider it, if they felt lonely
- 23.6% of men who would consider it, if they felt a really strong connection

WOMEN:

- 74.3% of women who have/ would consider it, if they felt a really strong connection
 - 53.8% of women who have/ would consider it, if they felt lonely
- 25.6% of women who have/ would consider it, if their date was really hot
 - 22.6% of women have/ would considered it

WHERE WOULD BE YOUR PREFERRED LOCATION FOR A FIRST DATE?

- “Participants would rather meet them in the park than at their own place”
 - 43% of people who have/ would chose ‘the park’
 - 44.2% of people who have/ would chose ‘their place’

- 9.3% of people who have/ would chose 'your place'
- 3.5% of people who have/ would chose 'the grocery store'

WOULD YOU CONSIDER BREAKING SOCIAL DISTANCING PROTOCOLS FOR THE OPPORTUNITY OF SEX?

- "Men are twice as likely as women to do this"
- 33.7% of people have/ would consider it

MEN:

- 64.7% of men who have/ would consider it, if their date was really hot
 - 45.7% of men have/ would consider it for the opportunity of sex
- 30.9% of men who have/ would consider it, if they were feeling particularly sex starved
 - 27.9% of men who have/ would consider it, if they felt a strong connection

WOMEN:

- 62.5% of women who have/ would consider it, if they were feeling particularly sex starved
 - 60% of women who have/ would consider it, if they felt a strong connection.
 - 25% of women who have/ would consider it, if their date was really hot.
 - 22.7% of women have/ would consider it for the opportunity of sex

HAVE YOU BEEN ON AN ISODATE?

- 64% of men have been or would consider it
- 57% of women have been or would consider it

WHAT DO YOU LIKE ABOUT ISODATING?

- "Whilst most women in our survey like that it's safe to do from your own home, most men like that it's quick and easy"

MEN:

- 54.6% of men like that it's quick and easy
- 47.3% of men like that it can be done from the safety of your own home
 - 37.3% of men like that it's cheap
 - 22.6% of men like that it's easy to cancel or leave
- 21.3% of men like that you can do several in one evening

WOMEN:

- 69.8% of women like that it can be done from the safety of your own home
 - 55.2% of women like that it's quick and easy
 - 31.4% of women like that it's easy to cancel or leave
- 24.4% of women like that you can do several in one evening

- 21.5% of women like that it's cheap

WHAT DO YOU DISLIKE ABOUT ISODATING?

- "Men and women both agree that they dislike the lack of physical contact and the difficulty in interpreting body language"

MEN:

- 63.3% of men say lack of physical contact
- 44% of men say hard to interpret body language
- 35% of men say there is no chance of ending in sex
 - 27.3% of men say the lack of physical venues
 - 24% of men say no fragrance/smell
- 16% of men say you can't share food or drinks

WOMEN:

- 69.2% of women say lack of physical contact
- 56.4% of women say hard to interpret body language
 - 33.7% of women say no fragrance/smell
- 33.1% of women say the lack of physical venues
- 25.5% of women say you can't share food or drinks
- 22% of women say there is no chance of ending in sex

WHEN WOULD YOU CONSIDER AN ISODATING RELATIONSHIP EXCLUSIVE?

- "Men are more likely to consider an isodating relationship exclusive than women"

MEN:

- 46.7% of men would never consider it
- 22.6% of men say after 6-9 dates
- 17.3% of men say after 3-6 dates
- 13.3% of men say after 10+ dates

WOMEN:

- 59.3% of women would never consider it
- 15.1% of women say after 10+ dates
- 13.4% of women say after 3-6 dates
- 12.2% of women say after 6-9 dates

BEFORE SOCIAL DISTANCING DID YOU EVER EXCHANGE NUDES?

- “Before, men and women were both equally likely to send or consider it. Since, men are now 25% more likely to send or consider it than women”

MEN:

- Before, 50% of men have exchanged or were open to the idea
 - Since, 60% of men are or are open to the idea

WOMEN:

- Before, 47.6% of women have exchanged or were open to the idea
 - Since, 34.3% of women are or are open to the idea

WOULD YOU STRIP NUDE ON AN ISODATE?

- “Men and women who would consider it, agree that it is more about whether it felt right rather than the number of dates they have been on”

MEN:

- 64% of men would consider it
 - 36% of men would never
- 16.6% of men would “if it felt right”
- 13.3% of men would after 1-3 dates
- 13.3% of men would after 3-6 dates
- 12% of men would after 6-9 dates
- 8.6% of men would after 10+ dates

WOMEN:

- 62.8% of women would never
- 37.2% of women would consider it
- 25% of women would “if it felt right”
- 4.7% of women would after 3-6 dates
- 3.4% of women would after 6-9 dates
- 2.9% of women would after 10+ dates
- 1.1% of women would after 1-3 dates

WHAT ARE YOU PREPARED TO DO ON AN ISODATE?

- “Women are more than twice as likely as men to wear sexy underwear”
 - “Men are nearly twice as likely as women to perform sex acts”

MEN:

- 55.3% of men would be prepared to engage in flirty/innuendo chat

- 52.6% of men would be prepared to engage in sexy/dirty talk
 - 46.7% of men would be prepared to blow a kiss
 - 29.3% of men would be prepared to strip nude
 - 22.6% of men would be prepared to preform sex acts
- 16% of men would be prepared to provocatively pose or dance
 - 16% of men would be prepared to wear sexy underwear

WOMEN:

- 66.8% of women would be prepared to blow a kiss
- 68% of women would be prepared to engage in flirty/innuendo chat
- 54.7% of women would be prepared to engage in sexy/dirty talk
 - 34% of women would be prepared to wear sexy underwear
- 31.4% of women would be prepared to provocatively pose or dance
 - 18.6% of women would be prepared to strip nude
 - 11.6% of women would be prepared to preform sex acts

WHAT ARE YOUR BIGGEST FEARS ABOUT ISODATING?

- “Men and women agree that their biggest concern is being catfishing them or their date already be in a relationship”
- “Whilst men’s second biggest concern is whether they will find the partner attractive in real life, women are concerned that there will be no chemistry”

MEN:

- 70.6% of men are concerned about catfishing them or date already being in a relationship
 - 36.6% of men are concerned they won’t find their partner attractive in real life
- 36% of men are concerned that things will fizzle out before they get to meet in real life
 - 31.3% of men are concerned that there will be no chemistry in real life
- 19.3% of men are concerned that they will struggle to keep the conversation flowing
 - 8.6% of men have no fears

WOMEN:

- 60.4% of women are concerned that their isodate may be catfishing them or already in a relationship
 - 54.1% of women are concerned that there will be no chemistry in real life
- 39.5% of women are concerned that things will fizzle out before they get to meet their isodate in real life
 - 33.1% of women are concerned that they will struggle to keep the conversation flowing
 - 27.9% of women are concerned they won’t find their partner attractive in real life
 - 9.8% of women have no fears

WHAT WOULD BE MOST LIKELY TO MAKE YOU END AN ISODATE?

- “Men are most likely to end it if the Internet connection was poor, whereas women consider a bad internet connection to be the least of their worries”
 - “Women are twice as likely as men to end it, if they received unsolicited nudes”

- “Men and women both agree that bringing a family member in would be the second biggest reason to end it”

MEN:

- 60.1% of men would end it, if the connection was really bad
- 45.3% of men would end it, if their partner bought their mum/family member in
 - 34.4% of men would end it, if they received unsolicited nudes
- 30% of men would end it, if their partner had a dirty/messy background

WOMEN:

- 69.2% of women would end it, if they received unsolicited nudes
- 56.4% of women would end it, if their partner bought their mum/family member in
- 37.3% of women would end it, if their partner had a dirty/messy background
 - 33.7% of women would end it, if the connection was really bad

THANK YOU!

