

ZAGAT SURVEY SUMMARY

LA & NYC Dating (and Dumping) Survey

Gender: Female – 64% / Male – 36%

Age: 20s – 25% / 30s – 36% / 40s – 22% / 50s – 13% / 60+ – 4%

Relationship Status:

Single and open to meeting someone: 53%
 Dating/In a relationship: 27%
 Married: 18%
 Single and not interested in dating: 2%

Sexual Preference:

Females – interested in men: 94%
 – interested in women: 3%
 – interested in both: 3%
Males – interested in women: 86%
 – interested in men: 12%
 – interested in both: 2%

RESULTS

1. Where have you had the most success meeting prospective dates?

	Total Surveyors	LA	NYC	Other Locales
Through friends/family	32%	27%	33%	34%
Online	21%	21%	25%	19%
Random encounters in public places	11%	11%	9%	11%
Work	10%	14%	10%	9%
Bars	10%	6%	10%	12%
Through hobbies/activities	8%	12%	5%	8%
The gym	1%	1%	1%	1%
Place of worship	1%	1%	1%	1%
Blind dates	1%	-	2%	1%
Another type of place	5%	7%	4%	4%

2. What is the best way to ask someone out on a first date?

	Total Surveyors	LA	NYC	Other Locales
In person	53%	55%	50%	54%
By phone	35%	38%	35%	33%
By email	9%	4%	12%	10%
By text message	2%	1%	2%	2%
By letter	-	-	1%	-
Another way	1%	2%	-	1%

3. Would you date outside your own...? (Check all that apply - % who said “yes” reported)

	Total Surveyors	LA	NYC	Other Locales
Nationality	83%	90%	85%	79%
Income bracket	83%	86%	85%	81%
Religion	79%	80%	82%	76%
Age group	78%	78%	80%	76%
Political party	69%	67%	65%	72%
Race	67%	78%	67%	61%
Education level	67%	70%	67%	65%
Geographic area	47%	44%	46%	49%

4. What is the best meal for going to a restaurant on a first date?

	Total Surveyors	LA	NYC	Other Locales
Dinner	67%	62%	78%	64%
Lunch	23%	25%	11%	28%
Brunch	9%	9%	10%	8%
Breakfast	1%	4%	1%	-

5. When should a new relationship become “physical”?

	Total Surveyors	LA	NYC	Other Locales
First date	2%	3%	3%	2%
After set number of dates	6%	9%	5%	4%
Whenever it feels right	88%	84%	88%	90%
After both parties have said “I love you”	2%	2%	2%	2%
Only after marriage	2%	2%	2%	2%

6. When is it appropriate to initiate the DTR (Define The Relationship) talk?

	Total Surveyors	LA	NYC	Other Locales
After you’ve been dating for awhile and he/she still doesn’t refer to you as “boyfriend”/“girlfriend”	47%	45%	53%	44%
Before becoming “physical”	9%	11%	7%	9%
When you meet the parents/family	5%	6%	3%	6%
Don’t know – I’ve never let it get that far	3%	3%	4%	3%
If you have to talk about it, it isn’t happening	36%	35%	33%	38%

7. After a breakup, what do you do with your ex's stuff?

	Total Surveyors	LA	NYC	Other Locales
Give it back	70%	69%	68%	71%
Toss it	16%	16%	16%	16%
Keep it for yourself	10%	11%	12%	10%
Set it on fire	2%	3%	2%	1%
Sell it (on eBay)	2%	1%	2%	2%

8. What’s your ideal first-date setting?

	Total Surveyors	LA	NYC	Other Locales
Restaurant	44%	51%	39%	42%
Coffee	18%	21%	11%	20%
Bar	17%	12%	30%	11%
Park/outdoor activity	8%	6%	5%	12%
Party/social occasion	5%	3%	6%	5%
Museum	3%	3%	3%	3%
Stadium/arena	1%	1%	1%	1%
Theater	1%	-	-	2%
Home	-	-	1%	1%
Shopping	-	-	-	1%
Another setting	3%	3%	4%	2%

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8. Would you date someone who...? (Check all that apply - % who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
Has never been in a relationship	42%	38%	46%	41%
Is in an exclusive relationship	7%	5%	13%	5%
Is in an "open" relationship	15%	16%	20%	11%
Is separated	36%	30%	47%	32%
Is dating others	51%	56%	54%	47%
Is married	5%	4%	7%	4%
Is divorced	76%	77%	75%	76%
Has children	55%	57%	50%	57%
Doesn't want children	46%	56%	45%	40%

9. When going to a restaurant for the first time with someone you are dating, does your ordering differ from normal in any of the following ways? (Check all that apply - % who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
I choose less expensive menu items	18%	20%	15%	19%
I order fewer courses/less food	18%	16%	19%	19%
I order fewer drinks	14%	11%	15%	15%
I order health-conscious menu items	8%	7%	6%	9%
I order more drinks	6%	8%	7%	5%
I choose the most expensive menu items	-	-	1%	1%
My ordering does not change	60%	64%	62%	57%
Other difference(s)	9%	8%	8%	9%

10. When choosing a restaurant for a first date, what is the most important consideration?

	Total Surveyors	LA	NYC	Other Locales
Food	55%	58%	46%	59%
Decor	31%	29%	41%	26%
Service	7%	4%	7%	8%
Cost	7%	9%	6%	7%

11. Which of the following partner characteristics are most important to you? (Check all that apply - % who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
Personality	89%	87%	91%	88%
Intelligence	89%	85%	92%	89%
Sense of humor	88%	87%	90%	88%
Character	78%	78%	76%	79%
Overall attractiveness	74%	74%	79%	71%
Sexual compatibility	70%	66%	76%	68%
Ambition/work ethic	63%	63%	65%	61%
Financial stability	54%	60%	45%	56%
Family values	53%	48%	53%	55%
Ethics/religion	34%	34%	34%	35%
Other characteristic(s)	8%	9%	9%	8%

12. When dating someone, if there was a reasonable chance of getting caught, would you snoop into his/her...? (Check any/all that apply - % who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
Email/voicemail	5%	5%	5%	4%
Bank statement/tax returns	3%	2%	3%	4%
Purse/briefcase	6%	5%	8%	6%
Dresser drawers	11%	9%	13%	11%
Diary/journal	2%	1%	3%	2%

13. When dating someone, if there was absolutely no chance of getting caught, would you snoop into his/her...? (Check any/all that apply - % who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
Email/voicemail	29%	24%	32%	30%
Bank statement/tax returns	21%	18%	21%	21%
Purse/briefcase	22%	17%	25%	24%
Dresser drawers	31%	28%	30%	33%
Diary/journal	26%	23%	31%	25%

14. What is the best way to break-up with someone?

	Total Surveyors	LA	NYC	Other Locales
In person	81%	77%	81%	82%
By phone	12%	11%	12%	13%
By email	2%	4%	1%	2%
By text message	1%	1%	1%	1%
By letter	1%	2%	1%	1%
Another way	3%	5%	4%	1%

15. What is the best guideline for who should pay on the first date?

	Total Surveyors	LA	NYC	Other Locales
The guy should always pay	50%	41%	60%	48%
Whoever extended the invitation	46%	53%	35%	48%
Whoever makes more money	2%	1%	2%	2%
Whoever chose the venue	1%	2%	1%	1%
Whoever pulls out their money first	1%	2%	1%	1%
Whoever is sitting closest to the bill	-	1%	-	-
Whoever had a better time	-	-	1%	-
Whoever had the more expensive item	-	-	-	-

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16. Would you date...? (Check all that apply - % who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
Your neighbor	77%	79%	82%	73%
Your friend's sibling	70%	71%	75%	66%
A coworker	69%	68%	75%	66%
Someone your mother recommended	53%	53%	56%	52%
Someone your best friend dated	26%	33%	23%	25%
Someone young enough to be your daughter/son	19%	23%	21%	16%
Your boss	17%	19%	17%	16%
Someone old enough to be your mother/father	17%	17%	20%	16%
Someone who works for you	15%	17%	18%	12%

17. When going to a nightlife spot for the first time with someone you are dating, you'd opt for a:

	Total Surveyors	LA	NYC	Other Locales
Wine bar	40%	39%	45%	38%
Lounge	26%	27%	27%	26%
Pub	11%	11%	7%	13%
Live music venue	10%	11%	7%	10%
Dive bar	4%	3%	7%	4%
Sports bar	4%	2%	3%	6%
Dance club	2%	2%	3%	2%
Karaoke bar	-	1%	1%	-
Another type of nightlife spot	2%	5%	2%	2%

18. You know that someone is really interested when he/she takes you to a restaurant with a Zagat food rating of at least...

	Total Surveyors	LA	NYC	Other Locales
0-9	1%	1%	1%	1%
10-15	2%	1%	1%	2%
16-19	12%	12%	10%	14%
20-25	68%	68%	70%	68%
26-30	17%	18%	18%	15%

19. How much past relationship history do you like to be shared?

	Total Surveyors	LA	NYC	Other Locales
Little to none; less history, more mystery	14%	12%	16%	13%
Some, on a need-to-know basis	82%	85%	78%	83%
Every last detail	4%	3%	6%	4%

20. If you can't stand the person your friend/relative is dating, do you:

	Total Surveyors	LA	NYC	Other Locales
Say so even if not asked	10%	13%	9%	10%
Say so, but only if asked	62%	61%	63%	62%
Politely lie if asked	18%	15%	19%	19%
Sabotage the relationship	1%	-	1%	1%
Set them up with someone else	2%	2%	1%	2%
Other	7%	9%	7%	6%

21. When would you use the "L" word?

	Total Surveyors	LA	NYC	Other Locales
Whenever it feels right	66%	68%	66%	65%
Only after the other person says it first	18%	17%	19%	18%
Probably wouldn't say it unless I was thinking marriage	12%	11%	11%	13%
After a few too many drinks	4%	4%	3%	4%
Every time he/she says something funny	-	-	1%	-

22. Have you ever dumped someone...? (% who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
By email	25%	25%	27%	25%
By voicemail	11%	15%	11%	10%
By text message	8%	9%	10%	6%

23. Have you ever been dumped...? (% who said "yes" reported)

	Total Surveyors	LA	NYC	Other Locales
By email	23%	26%	26%	20%
By voicemail	10%	12%	10%	8%
By text message	6%	5%	9%	4%