**Market and product research**

Target audience:

Location: London

Target

1. Age: 18–45
2. Gender:

* Male
* Female
* Transgender
* Agender
* Gender fluid

1. Occupation:

* Student
* Full-time/part-time employee
* Self-employed/own my own business
* Unemployed

1. Level of income per year:

* Under £12,000 (low bottom)
* £12,000-£20,000 (high bottom)
* £20,001-£45,000 (low middle)
* £45,001-£80,000 ((high middle)
* £80,001-£120,000 (low upper)
* £120,000+ (high upper)

1. Relationship status:

* Self-partnered
* Partnered/relationship
* Engaged
* Married
* Divorced
* Widowed

1. Sexuality:

* Gay
* Lesbian
* Bisexual
* Straight
* Queer/questioning/fluid
* Transexual
* Pansexual
* Asexual

1. How often do you date?

* Never
* Rarely (once every year/few years)
* Occasionally (once every 3-6 months)
* Frequently (once a week)
* Very frequently (more than once a week)

1. How much do you spend on average *per date*?

* Free experiences/I don’t pay
* £1-£50
* £50-£100
* £100-£200
* £200-£400
* £400-£700

1. How much do you typically spend on dating *per month*?

* Nothing
* £1-£50
* £50-£100
* £100-£200
* £200-£400
* £400-£700

1. Do you think dating is expensive?

* Yes
* No

1. How do you prefer to meet your date?

* Online (social media/dating apps)
* At work/on business
* The old-fashioned way (in a grocery store/a coffee shop)
* No preference
* Other\*: please specify

1. How did the rising cost of living affect your dating behaviour?

* I no longer date
* I date less frequently than I used to
* I date with the same frequency, but I choose cheaper experiences/deals
* No affect

1. Do you agree with this statement? Cheap experiences rarely impress.

* Yes, I agree.\*
* No, I disagree.\*
  + Please explain why you think so:

1. Do you think more money would give you access to better dating experiences?

* Yes\*
* No\*
  + Please explain why you think so:

1. Do you think more money would increase your chances at finding love?

* Yes\*
* No\*
  + Please explain why you think so:

1. Which source do you use the most to plan a date?

* I ask the other person where they want to go
* I search on Google (TripAdvisor, Google Maps, date planning sites…)
* I ask my friends/family
* I use my own knowledge of an area/place

1. Do you think date planning is too exhausting and time-consuming?

* Yes
* No

1. How often do you wait for sales or coupons on dating experiences?

* Never
* Rarely
* Sometimes
* Very often
* Always

1. Your dating experiences often include (you can choose more than one):

* Food (restaurants, bars, coffee shops…)
* Entertainment (movies, bowling, arcade, comedy clubs…)
* Cultural and educational (museum, cooking classes, sporting event…)
* Adventures (sky diving, rock climbing, amusement park…)
* Indoor experiences
* Other\*
  + Please specify:

1. What is your go to date planning website:

* I don’t have one
* TripAdvisor
* Google maps
* Virgin experiences
* OpenTable
* Other\*
  + Please specify:

1. Do you think a date planning service that makes dating cheaper and easier to plan is needed?

* Yes
* No\*
  + Please explain why you think so:

1. If there was a subscription service that makes dating cheaper and easier to plan, how likely are you to buy into it?

* Very likely
* Somewhat likely
* Unlikely
* Depends on the price
* Depends on the quality of experiences

1. If the price of the subscription plan was £50/month if you are single, and £100 if you are in a relationship, and the plan lets you go on 4 dates per month, would you say that it is:

* So cheap that you would feel the quality of the dates couldn’t be very good
* A good deal that you are very likely to purchase
* A little expensive so you need to think about it
* So expensive that you would never consider buying it

1. Given a base price of £50/month if you are single, and £100 if you are in a relationship, how much more would you be willing to pay for fancy dating experiences?

* £50-£100
* £200-£500
* £500-£700
* £700+
* I cannot afford to pay more
* I am not willing to pay more

1. Do you feel that dating is cheaper for:

* Single people\*
* Couples\*
  + Please explain why you think so:

Daters in London

The purpose of this survey is to understand how to make dating cheaper and easier to plan.

The target audience is anyone in London between the ages of 18-45, including anyone from couples to self-partnered individuals.

The survey focuses on those who normally pay for dates (everyone excluding straight women).

Students and non-students are welcome to fill out the survey.

People of all incomes are welcome to fill out the survey.

Ideally, the target must be formed of 65% couples and 35% singles.

Male: 70%

Female: 30%

Age group:

18-24: 60%

25-45: 30%

Incidence: 80-99%

1. Do you currently reside in London? (single answer per row grid)

- Yes

- No ==> this answer would disqualify the respondent

2. Do you currently have any children/are pregnant? (single answer per row grid)

- Yes ==> this answer would disqualify the respondent

- No

3. Age: (single answer per row grid, all of them would qualify)

- 18–24

- 25-34

- 35-45

4. Gender: (single answer per row grid, all of them would qualify)

- Male

- Female

- Prefer not to say

5. Occupation: (single answer per row grid, all of them would qualify)

- Student

- Full-time/part-time employee

- Self-employed/own my own business

- Unemployed

6. Level of income per year: (single answer per row grid, all of them would qualify)

- Under £12,000

- £12,000-£20,000

- £20,001-£45,000

- £45,001-£80,000

- £80,001-£120,000

- £120,000+

7. Relationship status: (single answer per row grid, all of them would qualify)

- Self-partnered

- Partnered/relationship

- Married

- Divorced

- Widowed

8. Sexuality: (single answer per row grid)

- Gay

- Lesbian

- Bisexual

- Straight ==> this answer would disqualify the respondent if chosen gender above is "female"

- Queer/questioning/fluid

- Transexual

9. How often do you date? (single answer per row grid)

- Never ==> (this answer would disqualify the respondent)

- Rarely (once every year/few years)

- Occasionally (once every 3-6 months)

- Frequently (once a week)

- Very frequently (more than once a week)

10. How much do you spend on average per date? (single answer per row grid)

- Free experiences/I don’t pay

- £1-£49

- £50-£99

- £100-£199

- £200-£399

- £400-£700

11. How much do you typically spend on dating per month? (single answer per row grid)

- Nothing

- £1-£49

- £50-£99

- £100-£199

- £200-£399

- £400+

12. Do you think dating is expensive? (single answer per row grid)

- Yes

- No

13. Do you think that dating is cheaper for: (single answer per row grid)

- Single people\*

- Couples\*

Please explain why you think so\* (200 characters)

14. How do you prefer to meet your date? (single answer per row grid)

- Online (social media/dating apps)

- At work/on business

- The old-fashioned way (in a grocery store/coffee shop)

- No preference

15. How did the rising cost of living affect your dating behavior? (single answer per row grid)

- I no longer date

- I date less frequently than I used to

- I date with the same frequency, but I choose cheaper experiences or wait for deals

- No effect

16. Do you think date planning is exhausting and time-consuming? (single answer per row grid)

- Yes

- No

17. Which source do you use the most to plan a date? (single answer per row grid)

- I ask the other person where they want to go

- I search on Google (TripAdvisor, Google Maps, date planning sites…)

- I ask my friends/family

- I use my own knowledge of an area/place

- Other: please specify\* (100 characters)

18. How often do you wait for sales or coupons on dating experiences? (single answer per row grid)

- Never

- Rarely

- Sometimes

- Very often

- Always

19. Your dating experiences often include: (multiple answers per row grid)

- Food (restaurants, bars, coffee shops…)

- Entertainment (movies, bowling, arcade, comedy clubs…)

- Cultural and educational (museum, cooking classes, sporting event…)

- Adventures (sky diving, rock climbing, amusement park…)

- Indoor experiences

- Other: Please specify\* (100 characters)

20. What is your go-to date planning website (multiple answers per row grid)

- I don’t have one

- TripAdvisor

- Google maps

- Virgin experiences

- OpenTable

- Other: Please specify\* (100 characters)

21. Do you think a date planning service that makes dating cheaper and easier to plan is needed? (single answer per row grid)

- Yes

- No\*

If no, please explain why you think so (200 characters)

22. If a subscription service offered you 4 dates per month for £50/month if you are single, or £100 if you are in a relationship, would you say that it is: (single answer per row grid)

- So cheap that you would feel the quality of the dates couldn’t be very good

- So cheap and I would be willing to pay more for it

- A good deal that you are very likely to purchase

- A little expensive so you need to think about it

- So expensive that you would never consider buying it

23. Given a base price of £50/month if you are single or £100 if you are in a relationship, how much more would you be willing to pay for better dating experiences? (single answer per row grid)

- £50-£99

- £100-£200

- £200-£500

- £500-£700

- I cannot afford to pay more

- I am not willing to pay more

24. Do you agree with this statement? "Cheap dates rarely impress" (single answer per row grid)

- Yes, I agree

- No, I disagree\*

If no, please explain why you think so (200 characters)

25. Do you think more money would give you access to better dating experiences? (single answer per row grid)

- Yes

- No\*

If no, please explain why you think so (200 characters)

26. Do you think more money would increase your chances of finding love? (single answer per row grid)

- Yes

- No\*

If no, please explain why you think so (200 characters)