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New York Magazine: Single In NYC
609 interviews conducted between 1/8/02 and 1/12/02
Margin of error for this study is +/-4.0%
Topline Data Report

SCREENER

1. Are you between the ages of 21 and 40?
100% Yes
2. Which of the following describes your current relationship situation:
69% Single and not in a serious, committed relationship
31% Single and in a serious, committed relationship

DATING IN THE CITY

Thinking in general about dating and relationships in New York...

3. Would you say that it is easy or difficult to meet new people and date in New York City?

15%	Very easy	NET EASY:	43%
28%	Somewhat easy		
33%	Somewhat difficult	NET DIFFICULT:	48%
16%	Very difficult		
8%	Neither easy nor difficult/depends		
1%	Don't know/refused		

4. In general, do you date mostly for fun, or because you want to be in a relationship?

- 31% Mostly for fun
- 47% Mostly relationship
- 19% Both
- 3% Neither
- 1% Don't know

5. Where in New York are the best places to meet people who are dateable? In other words where do you go to meet people who are "your type?" Any place else?
MULTIPLE RESPONSES ACCEPTED.

- | | | | |
|-----|--------------------------|----|--|
| 35% | Out with friends | 4% | Blind dates |
| 23% | Parties | 4% | School |
| 22% | Clubs | 2% | Shopping complexes |
| 22% | Bars/restaurants | 2% | JDate/Singles dating websites specifically |
| 20% | Work | 1% | Personal ads |
| 15% | Cultural events | 1% | Parks |
| 8% | Place of worship | 1% | Mass transit |
| 8% | Professional connections | 1% | Social events |
| 6% | Gym | 2% | Other |
| 6% | Lectures | 5% | Don't know/refused |
| 5% | The Internet | | |

IDEAL PARTNER

Now I'm going to read you a list of some traits people might look for in a partner. Please tell me how important each one is to you.

How important is _____ when you think about what you look for in a partner? Please use a scale, from 1 to 10, with 10 meaning it is the most important thing you look for, and 1 meaning it doesn't matter to you at all.

6. Personality

- | | | | |
|-----|-------------------|----|-------------------------|
| 55% | 10-Most important | * | 5 |
| 23% | 9 | -- | 4 |
| 17% | 8 | -- | 3 |
| 5% | 7 | -- | 2 |
| * | 6 | * | 1-Doesn't matter at all |

7. Sense of humor

38%	10-Most important	3%	5
20%	9	1%	4
21%	8	*	3
12%	7	*	2
5%	6	1%	1-Doesn't matter at all

8. Education

26%	10-Most important	6%	5
15%	9	2%	4
22%	8	1%	3
18%	7	1%	2
8%	6	1%	1-Doesn't matter at all

9. Values

44%	10-Most important	3%	5
19%	9	1%	4
21%	8	--	3
8%	7	1%	2
4%	6	1%	1-Doesn't matter at all

10.a Looks

6%	10-Most important	11%	5
6%	9	2%	4
22%	8	3%	3
32%	7	*	2
15%	6	3%	1-Doesn't matter at all

10.b Body

8%	10-Most important	14%	5
4%	9	2%	4
25%	8	2%	3
28%	7	1%	2
12%	6	3%	1-Doesn't matter at all

11. Job

27%	10-Most important	12%	5
9%	9	5%	4
14%	8	3%	3
13%	7	3%	2
12%	6	4%	1-Doesn't matter at all

12. Personal style and attire

13%	10-Most important	10%	5
11%	9	5%	4
21%	8	2%	3
22%	7	1%	2
15%	6	2%	1-Doesn't matter at all

13. Desire for a family

22%	10-Most important	17%	5
10%	9	4%	4
15%	8	3%	3
12%	7	3%	2
7%	6	8%	1-Doesn't matter at all

14. Income

14%	10-Most important	14%	5
5%	9	7%	4
12%	8	6%	3
14%	7	4%	2
14%	6	10%	1-Doesn't matter at all

15. Ethnicity

7%	10-Most important	16%	5
4%	9	6%	4
10%	8	7%	3
10%	7	6%	2
8%	6	25%	1-Doesn't matter at all

16. Religion

12%	10-Most important	18%	5
4%	9	7%	4
8%	8	5%	3
9%	7	7%	2
6%	6	25%	1-Doesn't matter at all

17. Apartment

16%	10-Most important	18%	5
5%	9	6%	4
8%	8	9%	3
11%	7	6%	2
7%	6	14%	1-Doesn't matter at all

18. Would you be comfortable or uncomfortable being in a serious relationship with someone who makes more money than you do?

72%	Very comfortable	NET COMFORTABLE	94%
23%	Somewhat comfortable		
3%	Somewhat uncomfortable	NET UNCOMFORTABLE	3%
1%	Very uncomfortable		
2%	Don't know/Refused		

PERSONAL DATING HABITS

Now thinking about your personal dating experiences...

19. Approximately how many dates have you been on in the past year?

10%	None	1%	70-89
55%	1-10	--	90-99
9%	11-20	3%	100 plus
16%	20-49	5%	Don't know/refused
3%	50-69		

20. Would you say that your romantic life has gotten better or worse in the past 2 or 3 months?

21%	Much better	NET BETTER	47%
26%	Somewhat better		
25%	Stayed about the same		
20%	Somewhat worse	NET WORSE	27%
8%	Much worse		
1%	Don't know/refused		

21. For you, what is more important having a good job or being in a good relationship?

53%	Good job
40%	Good relationship
7%	Don't know/refused

22. Which of the following best describes your current romantic status?

48%	Dating one person exclusively
21%	Dating several people in order to find a committed relationship
8%	Dating several people and avoiding all relationships
16%	Happily single and not dating
6%	Not dating and panicking about my lack of prospects
2%	Don't know/refused

DATING IN NY SINCE 9/11

Now I'm going to ask you about dating in New York post September 11...

23.a Have you dated more or less since September 11?

6%	Much more	NET MORE	15%
10%	Somewhat more		
49%	No change		
22%	Somewhat less	NET LESS	34%
13%	Much less		
2%	Don't know/refused		

23.b Have you dated more or fewer different people since September 11?

3%	Many more people	NET MORE	11%
8%	Somewhat more		
54%	No change		
28%	Somewhat less	NET LESS	34%
6%	Many less people		
2%	Don't know/refused		

24. And thinking about your ideal partner. Do you think what you are looking for in an ideal partner has changed since the events of September 11? How?

- 81% No change
- 3% Looking for someone with same values
- 3% Looking for serious relationship
- 2% More family oriented
- 1% More understanding
- 1% Less selective
- 1% More concerned with future
- 1% Looking for stability
- 1% Looking for happiness
- 3% Other
- 5% Don't know/refused

25. Since September 11th, would you say you have been more likely to date for fun or more likely to date to meet someone for a relationship than you were before?

- | | | | |
|-----|---|-------------------------|------------|
| 12% | Much more likely to date for fun | NET FUN | 17% |
| 5% | Somewhat more likely to date for fun | | |
| 45% | No change | | |
| 26% | Somewhat more likely to date for a relationship | NET RELATIONSHIP | 36% |
| 11% | Much more likely to date for a relationship | | |
| 2% | Don't know/refused | | |

26. And, would you say that you are having more or less casual sex, since September 11?

- 10% More
- 35% Less
- 46% Same amount
- 9% Don't know/refused

Now, I am going to read you a list of statements about dating in New York and for each I'd like you to tell me whether agree or disagree with each...

27.a I am spending less money on dates since September 11th.

- | | | | |
|-----|------------------------|---------------------|------------|
| 26% | Strongly agree | NET AGREE | 49% |
| 24% | Somewhat agree | | |
| 22% | Somewhat disagree | NET DISAGREE | 39% |
| 18% | Strongly disagree | | |
| 11% | Don't know/no response | | |

- 27.b I am spending less money on dates because of the economy.
- | | | | |
|-----|------------------------|---------------------|------------|
| 18% | Strongly agree | NET AGREE | 37% |
| 19% | Somewhat agree | | |
| 27% | Somewhat disagree | NET DISAGREE | 60% |
| 32% | Strongly disagree | | |
| 3% | Don't know/no response | | |
- 28.a I am more likely to want to spend an evening at home since September 11th.
- | | | | |
|-----|------------------------|---------------------|------------|
| 29% | Strongly agree | NET AGREE | 58% |
| 30% | Somewhat agree | | |
| 22% | Somewhat disagree | NET DISAGREE | 39% |
| 17% | Strongly disagree | | |
| 3% | Don't know/no response | | |
- 28.b I am more likely to want to spend an evening at home because of the economy.
- | | | | |
|-----|------------------------|---------------------|------------|
| 18% | Strongly agree | NET AGREE | 42% |
| 24% | Somewhat agree | | |
| 30% | Somewhat disagree | NET DISAGREE | 57% |
| 28% | Strongly disagree | | |
| 1% | Don't know/no response | | |
- 29.a I am spending less money on grooming and personal appearance since September 11th.
- | | | | |
|-----|------------------------|---------------------|------------|
| 10% | Strongly agree | NET AGREE | 22% |
| 12% | Somewhat agree | | |
| 29% | Somewhat disagree | NET DISAGREE | 72% |
| 43% | Strongly disagree | | |
| 6% | Don't know/no response | | |
- 29.b I am spending less money on grooming and personal appearance because of the economy.
- | | | | |
|-----|------------------------|---------------------|------------|
| 11% | Strongly agree | NET AGREE | 24% |
| 12% | Somewhat agree | | |
| 27% | Somewhat disagree | NET DISAGREE | 74% |
| 48% | Strongly disagree | | |
| 2% | Don't know/no response | | |
30. Have you dated someone since September 11th that you would not have dated **before** September 11th?
- | | | | |
|-----|--------------------|--|--|
| 10% | Yes | | |
| 86% | No | | |
| 4% | Don't know/Refused | | |

RELATIONSHIPS IN NY SINCE 9/11

31. Did the events of September 11 result in a change in a relationship that you were in at the time? If you were not in a relationship at the time just say so. Did your relationship become more serious, less serious or did you break up?

- 37% No-Not in a relationship at the time
- 34% No-Did not affect the relationship
- 16% Yes-The relationship got more serious
- 6% Yes-The relationship got less serious
- 4% Yes-We broke up
- 3% Don't know/refused

32. And, since September 11th, have you done any of the following? **MULTIPLE RESPONSES ACCEPTED**

- 15% Started a new fling
- 13% Hooked up with an old boyfriend or girlfriend
- 13% Met a new boyfriend or girlfriend
- 12% Hooked up with an old fling
- 12% Started a romantic relationship with someone you were friends with before
- 8% Hooked up with someone you work with
- 50% Don't know/refused

33. Do you think that you have been more or less interested in being in a serious, monogamous relationship since September 11?

- | | | | |
|-----|--|-----------------|------------|
| 29% | Much more interested in a relationship | NET MORE | 46% |
| 17% | Somewhat more | | |
| 6% | Somewhat less | NET LESS | 8% |
| 2% | Much less interested in a relationship | | |
| 45% | Has not changed because of 9/11 | | |
| 2% | Don't know/refused | | |

34. Do you think that you have been more or less interested in marriage since September 11?

- | | | | |
|-----|------------------------------------|-----------------|------------|
| 21% | Much more interested in marriage | NET MORE | 36% |
| 15% | Somewhat more | | |
| 7% | Somewhat less | NET LESS | 14% |
| 7% | Much less interested in a marriage | | |
| 50% | Has not changed because of 9/11 | | |
| 1% | Don't know/refused | | |

35. Do you think that you have been more or less interested in having a family since September 11?

19%	Much more interested in a family	NET MORE	32%
13%	Somewhat more		
8%	Somewhat less	NET LESS	16%
7%	Much less interested in a family		
51%	Has not changed because of 9/11		
2%	Don't know/refused		

SEX

Now I want to ask you some questions on the topic of sex and sexual experiences, and ask that you please keep in mind that everything we are talking about is completely confidential.

36. Approximately how many sexual partners have you had in your life?

3%	None	10%	21-50
2%	1	2%	51-99
25%	2-5	3%	100 plus
25%	6-10	15%	Don't know/refused
15%	11-20		

37.a And, approximately how many sexual partners have you had in the past year?

10%	None	1%	21-30
39%	1	--	31-50
35%	2-5	--	50 plus
6%	6-10	7%	Don't know/refused
3%	11-20		

37.b And, approximately how many sexual partners have you had in the past three months?

24%	None	*	21-30
53%	1	--	31-50
15%	2-5	--	50 plus
1%	6-10	7%	Don't know/refused
--	11-20		

38. How often would you say you have sex on the first date?

2% Almost always
4% Very often
7% Often
34% Seldom
50% Never
3% No Response
1% Don't know

39.a How have your safe sex practices changed in the past 5 years? Are you...

30% Much more likely to practice safe sex **NET MORE 36%**
6% Somewhat more likely to practice safe sex
2% Somewhat less likely to practice safe sex **NET LESS 3%**
1% Much less likely to practice safe sex
59% No change in last 5 years
2% No Response
* Don't know

39.b How have your safe sex practices changed in the past 3 months? Are you...

12% Much more likely to practice safe sex **NET MORE 19%**
7% Somewhat more likely to practice safe sex
3% Somewhat less likely to practice safe sex **NET LESS 3%**
1% Much less likely to practice safe sex
73% No change in last 3 months
3% No Response
1% Don't know

Now I am going to read you a list of some things people may do to enhance their dating life and sexual experience. Please keep in mind that everything you tell me is confidential, and will only be used for statistical research purposes. Have you ever done any of the following...

40.a Placed a personal ad

16% Yes
84% No
-- No Response
* Don't know

40.b Subscribed to an online dating or matchmaking service

23% Yes
77% No
-- No Response
-- Don't know

41.a Called a phone sex line

4% Yes
96% No
-- No Response
* Don't know

41.b Had phone sex with someone you are dating

40% Yes
59% No
1% No Response
1% Don't know

42.a Had cybersex online

11% Yes
89% No
-- No Response
* Don't know

42.b Viewed or downloaded pornography online

31% Yes
68% No
1% No Response
1% Don't know

43.a S and M

6% Yes
93% No
-- No Response
2% Don't know

43.b Practiced bondage or used handcuffs

16% Yes
83% No
-- No Response
1% Don't know

DEMOGRAPHICS

These last questions are for statistical purposes only.

44. How long have you lived in New York City?

- 1% Less than 6 months
- 1% 6 months to a year
- 12% 1-2 years
- 15% 3-5 years
- 14% 5-10 years
- 13% 11-20 years
- 44% More than 20 years
- * Don't know/no response

45. Which of the following describes your sexual orientation:

- 93% Straight
- 4% Gay
- 4% Bisexual
- Other
- Don't know/no response

46. Have you ever been married?

- 15% Yes
- 85% No
- Don't know/no response

47. Which of the following best describes your age?

- 29% 21-25
- 25% 26-29
- 30% 30-35
- 15% 36-40
- 1% Don't know/no response

48. What kind of work do you do?

26%	Mid-level professional	3%	Entertainment
16%	White-collar worker	2%	Unemployed
11%	High-level professional	1%	Semi/unskilled laborer
11%	Student	1%	Homemaker
7%	Skilled laborer	*	Self-employed
6%	Sales, proprietor	*	Military
5%	Executive/manager	*	Retiree
5%	Educator	1%	Other
4%	Medical	1%	Refused

49. Which of the following best describes your annual income for 2001?

13%	Under \$20,000
16%	\$20-\$29,999
21%	\$30-\$39,999
14%	\$40-\$49,999
16%	\$50-\$74,999
8%	\$75-\$99,999
3%	\$100-\$149,999
2%	\$150,000 or more
8%	Don't know/no response

50. Thinking about your expected income for 2002, that is the upcoming year, do you expect to earn much more than you did last year, somewhat more, about the same as last year, somewhat less, or much less than last year?

20%	Much more	NET MORE	55%
35%	Somewhat more		
31%	About the same		
6%	Somewhat less	NET LESS	8%
2%	Much less		
6%	Don't know/Refused		

51. Which of the following best describes your religious background?

31%	Christian, Protestant
28%	Christian, Catholic
9%	Jewish
2%	Buddhist
1%	Muslim
1%	Hindu
8%	Other
22%	Don't know/no response

52. Which of the following best describes your race?

- 44% White/Caucasian
- 31% Black/African-American
- 14% Hispanic/Latino
- 7% Asian
- 1% Mixed
- 1% Other
- 1% Don't know/no response

X. CODE BOROUGH FROM SAMPLE

- 29% Brooklyn
- 18% Bronx
- 19% Manhattan
- 29% Queens
- 5% Staten Island

53. **IF MANHATTAN:** What part of the city do you live in?

- 15% Uptown (above 125th street)
- 22% Upper West Side
- 18% Upper East Side
- 17% Midtown
- 6% Gramercy/Union Square
- 7% East Village
- 7% West Village
- 1% Tribeca
- 7% Lower Manhattan
- Other
- * Don't know/no response

54. The results of this survey are being used for a story about single people in the city being done by New York magazine. Would you mind being contacted to talk further or possibly be quoted for the article that will appear about the survey?

- 59% Yes, contact again
- 41% No, do not contact again

Y. GENDER BY OBSERVATION:

- % Male
- % Female