

Online Dating Service for College Students

Please answer the following questions as completely as you possibly can. All responses will be kept completely confidential. The data will be used in a Marketing Research course for instructional purposes only. Please mark your responses on the separate sheet of paper. Thanks.

Q1. How familiar are you with the concept of online dating services, where people pay a membership fee to post a profile and picture online and can then search through profiles/pictures of members for the purpose of meeting people to date?

- 5 Extremely familiar
- 4 Very familiar
- 3 Somewhat familiar
- 2 Not too familiar
- 1 Not at all familiar

Q2. How interested are you in the general concept of an online dating service?

- 5 Extremely interested
- 4 Very interested
- 3 Somewhat interested
- 2 Not too interested
- 1 Not at all interested

Q3. Which of the following dating services are you aware of? Please select all that apply.

- A Match.com
- B Yahoo! Personals
- C PerfectMatch.com
- D AmericanSingles.com
- E eHarmony.com
- F FriendFinder.com
- G Date.com
- H Speed dating
- I Apple Store
- J Great Expectations

Q4. Have you ever tried an online dating service?
Yes No (SKIP to Q7)

Q5. Overall, how satisfied were you with your online dating experience?

- 5 Completely satisfied (SKIP TO Q7)
- 4 Very satisfied
- 3 Somewhat satisfied
- 2 Not too satisfied
- 1 Not at all satisfied

Q6. Why were you less than completely satisfied with your experience(s) with an online dating service? Please select all answers that apply.

- A Small/limited selection of members to choose from
- B Too large/overwhelming selection of members to choose from
- C Poor quality selection of members to choose from
- D Cost/fees too high
- E Members not honest in their profile/picture
- F Bad experiences on dates
- G No personality/compatibility test included in membership
- H No organized social events included in membership
- I No criminal background check included in membership
- J Requires too much time
- K Other (please specify) _____

Q7. A new online dating service may be introduced in the near future. Membership in this service would be limited to those enrolled in a college or university (full or part time) and students would be able to search by region, specific university and/or by major field of study. Members would also be able to utilize a compatibility test and demographic preferences to filter through numerous candidates to find the person or persons who they would most like to contact.

How interested are you in this particular concept of an online dating service as a way of meeting people to date?

- 5 Extremely interested
- 4 Very interested
- 3 Somewhat interested
- 2 Not too interested – SKIP TO Q9
- 1 Not at all interested – SKIP TO Q9

Q8. What would be an appropriate monthly fee for this basic service? \$_____

Q9. How important is it that all members pass a criminal background check prior to being allowed to join an online dating service?

- 5 Extremely important
- 4 Very important
- 3 Somewhat important
- 2 Not too important
- 1 Not at all important

Q10. How interested would you be in having a bodyguard or escort accompany you on first dates if you used online dating services?

- 5 Extremely interested
- 4 Very interested
- 3 Somewhat interested
- 2 Not too interested
- 1 Not at all interested

Q11. This new online dating service may include some shorter organized social events. These social events would be open only to members of the online dating service. What organized social events would you be likely to participate in if you did use an online dating service? Please select all that apply.

- A Movie night
- B Game night
- C Happy hour
- D Dinner at a local restaurant
- E Volunteer work
- F Cycling
- G Hiking trips
- H Other (please specify) _____

Now for a few classification questions:

Q12. What is your age? _____

Q13. Where do you live?

- A. dorm
- B. apartment
- C. house
- D. other (please specify) _____

Q14. What is your gender?

- Male
- Female

Q15. About how many dates have you had in the last six months? _____

Those are all of our questions. Thank you for your help!