December 6, 2006

Dr. Castleberry
4123 Dellmont Drive
Duluth, MN 55811

Dear Dr. Castleberry,

As you requested in your letter of authorization on November 3rd, 2006, we have completed the market research analysis for Collegelife.com. The results are enclosed in the report entitled “Online Dating Services for College Students.” The report consists of 300 surveys done by college students in Duluth.

The complete methodology and finding are described in the report. We used the standard market research practices throughout the research project. You will find that the results of this report provide the information necessary to achieve the research objectives we set out for this project. These results represent what college students think of online dating services. We believe that you will be able to use these results to make the best decisions for Collegelife.com.

Should you have further questions on this report please do not hesitate to call us at [redacted]. We enjoyed working with you on this project and look forward to working with you again in the future.

Sincerely,
Table of Contents

- Introduction ........................................................................................................3
- Methodology ..........................................................................................................4
- Results ..................................................................................................................6
- Objective #1 ..........................................................................................................6
- Objective #2 ..........................................................................................................11
- Objective #3 ..........................................................................................................13
- Limitations ............................................................................................................5
- Conclusions ...........................................................................................................15
- Appendix A: Copy of questionnaire .................................................................18
- Appendix B: Copy of coding scheme .................................................................20
- Appendix C: Editing Process ..............................................................................23
- Copy of Basic Frequencies
Executive Summary

Background

The online dating company, Collegelife.com, wanted to find out how interested college students are in online dating and whether or not Collegelife.com should start up a new online dating service. Collegelife.com hired college students from the University of Minnesota, Duluth to take on a study designed to acquire reactions and opinions about online dating. Collegelife.com will use this study to help them decide whether or not they should launch their new site. This study has four research objectives.

1. Assess college student’s attitudes and opinions with regard to online dating services (Q1,2,3,4,5,6,7,8,9,10,11). Gather demographic information (Q12,13,14,15).

2. Develop a complete profile (all survey questions) of students who are interested (extremely, very, or somewhat interested, Q2) in the general concept of an online dating service.

3. For entire survey, (all survey questions) compare males with females. Include statistical testing of differences only for Q2, 4, 8, 10.

4. Make recommendations to the company (Collegelife.com) that are based entirely from the survey results.

After distributing the surveys and collecting the completed information, specific codes were assigned to each survey question. In doing this, the research team was then able to enter the data into SPSS, a computerized statistical testing software program. The data was then processed and analyzed through the four research objectives listed above.
Methodology

To attain these results our research team surveyed 300 college students using a random sample process in which 300 individuals were randomly chosen to participate in a survey. The individuals ranged in age from 19-24 years old. The survey consisted of eleven general concept questions about online dating and their experiences. The survey also included four demographic questions. (See Appendix A for more information). After collecting the surveys, each individual survey was examined for accuracy and completeness according to the research objectives before entering the data into the SPSS program. The research team then decided on a coding scheme that would correlate the survey results with the SPSS program. (See Appendix B & C for more information). The information was then put into SPSS according to the coding scheme. SPSS was then used to compile and help interpret all of the data in order for the research team to make any further recommendations. Cross tabulations (comparing responses of one question to another), a Basic Frequency test (the total percentage of the respondent’s answers to a question), a chi squared test to determine the line known as “goodness of fit” between the distribution and those expected for each statistic found throughout the research study, and two sample t-tests (to get several results of variances) were all run to help analyze the data. All of the tests were then run and analyzed to determine what information the research survey really provided for the research team. The frequencies were also run to help the team make observations and compare the data according to the four objectives stated above.
Limitations

With this type of study the team needed to recognize a few factors that would possibly change respondents' answers. The team also needed to recognize the possibilities of errors due to the techniques used for data collection. A few of the limitations that the research team found are listed below.

- The respondents could have been dishonest when answering the survey questions.
- Since this was a random sample survey some students may have had boyfriends or girlfriends that the team did not know about. This would dramatically change respondents' answers toward this survey.
- The respondents could have rushed through the survey without taking the appropriate time and consideration that this is a real research project.
Results

The results of the analyzed data are explained in the information provided below. Each objective of the research study has been broken down into four parts for further explanation. The research team decided to focus on only a few of the survey questions analyzing interest level, familiarity, experience and satisfaction. These questions were selected for analysis based on the idea that the most important factors are whether respondents are familiar with, and interested in this new online dating service. The detailed dating questions are also important, but not essential in the initial decision process.

Objective 1

The importance of the first objective is to assess college student’s attitudes and opinions with regard to online dating services, while also highlighting the demographics of the students involved. Each specific statement in the questions and the results of the research survey were all used to answer objective one.

The first set of questions analyzed were regarding how familiar students are with the concept of online dating. The graph below shows that 33 percent of the students were somewhat familiar, 30 percent of the students were not too familiar, 7 percent were not familiar at all, 23 percent were very familiar and 7 percent were extremely familiar.
These results showed that the majority of students have a basic idea of what online dating services are. Only a very small number of respondents had no general knowledge at all, and at the same time very few knew a lot about this concept. Since not many people have a good idea about these kinds of services, if Collegelife.com was to launch this new dating service they would need to advertise their service to make people more aware of what is all about. This information could also work in their favor because according to this data students haven't established a strong viewpoint either way making them easier to influence.
The next area the research team looked at was how interested students were in online dating services. The following graph shows that 30 percent of students were not interested at all, 17 percent were not too interested, 40 percent were somewhat interested, 3 percent were very interested, and 10 percent were extremely interested in the concept.

![Graph showing percentage of interest in online dating services](image)

This shows that the majority of respondents were somewhat interested and 87 percent were either somewhat or not interested. This means that only 13 percent of the total respondents were actually interested in this idea. This
information is very important because if most people do not show a strong interest in this idea in the first place, starting a new service would not be a good decision for the new business.

The last bit of information for this objective that the research team wanted to point out was the overall satisfaction level with online dating experiences. The frequencies showed that out of all of the respondents, only 10 percent had ever tried an online dating service. The following graph shows that 67 percent were not too satisfied and 33 percent were somewhat satisfied.

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

![Graph showing satisfaction levels](image.png)

**Overall, how satisfied were you with your online dating experience?**
This shows that out of the 10 percent that tried using an online dating service, only 3 percent were even somewhat satisfied. Most respondents were not satisfied, meaning that only a fraction of the entire 300 respondents were even remotely excited about this concept.

The following graph shows how interested individuals would be in a **new** online dating service. The results state that 30 percent were not at all interested, 30 percent were not too interested, 23 percent were somewhat interested and 17 percent were very interested.
This means that 60 percent were not interested in this concept making up more than half of the total respondents.

**Objective 2:**

This section asked the research team to develop a complete profile of students who are interested (extremely, very, or somewhat). The frequencies were run as select cases so that only these three answers were analyzed. Once again, the research team looked specifically at familiarity, interest level, experience and satisfaction when making conclusions.

After running the select cases for objective two, the data narrowed down to 160 respondents. Of these respondents, 38 percent of the 160 respondents were somewhat familiar with the concept of online dating, 25 percent were very familiar and 19 percent were extremely familiar. The majority of respondents were only somewhat familiar with this concept.

When looking at the interest level of the select cases, the data shows that out of 160 cases, 75 percent of the respondents were somewhat interested, 6 percent were very interested, and 19 percent were extremely interested in the concept. Once again, the majority of respondents were only somewhat interested.

Out of the 160 cases, 19 percent of the respondents said yes to actually having tried an online dating service and 81 percent said they have never tried at all.

The last part we looked at for this objective was how interested respondents were in a **new** online dating service. The results showed that only 31
percent were somewhat interested and 25 percent were very interested in a new service. None of the respondents were extremely interested.

After looking over the selected cases the research team decided that the highest interest level in each section was somewhat interested. The amount of people who weren’t interested overall was higher than the people who were interested, leading the research team to believe that the interest level is not high enough to launch the new idea.
Objective 3

This section asked the research team to compare male answers to female answers for each of the survey questions. Chi squared and T-tests were also run to test the level of statistical correlation between males and females. Out of the 300 respondents, 210 (70 percent) were males, and 90 (30 percent) were females.

For the question, “How interested are you in the general concept of online dating”, the results showed that 33 percent of the males who responded to the question were interested, and 67 percent of the females who responded were interested. The females were about twice as interested as the males in this idea.
For the question "Have you ever tried an online dating service", the results were the same as the interest level. Out of all the males that responded, 33 percent had tried using an online dating service and out of all of the female respondents, 67 percent had tried it. This again shows that females have had more experience with online dating than males. Out of the amount of respondents that had tried online dating, the satisfaction level for each gender was about equal.

Chi squared tests were done to determine if there was a correlation between males and females and their answers. Based on a .05 alpha level, the research team checked to make sure the test would be valid. This included making sure that no more than twenty percent of the categories had expected frequencies of less than five and none were less than one. Three Chi squared tests were run to test correlation between interest level, whether or not to have a body guard escort you on dates, and whether or not respondents had online dating experience. All of the tests run were valid and they all showed a high statistical correlation between males or females telling the research team that gender had a very high influence on the survey results. This is an example of one of the test that were run. This one was for interest level.

<table>
<thead>
<tr>
<th>Chi-Square Tests</th>
<th>Value</th>
<th>df</th>
<th>Asymp. Sig. (2-sided)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pearson Chi-Square</td>
<td>72.222(a)</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Likelihood Ratio</td>
<td>77.513</td>
<td>4</td>
<td>.000</td>
</tr>
<tr>
<td>Linear-by-Linear Association</td>
<td>3.382</td>
<td>1</td>
<td>.066</td>
</tr>
<tr>
<td>N of Valid Cases</td>
<td>300</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

1 cells (10.0%) have expected count less than 5. The minimum expected count is 3.00.
An independent t-test was also run to test correlation. When determining this, the research team looked at the test's significant figures. The significant figures were less than .05 which was the alpha level set for the test. This means that the statistical values were not due to chance and restates the fact that there is a high statistical correlation with the survey questions and gender.

Conclusions:

The results of this research study suggest that overall, students have a general concept of online dating services. Most of the respondents were all on the same knowledge level; very few knew nothing about the concept and very few knew a lot. Overall, respondents were not that interested in online dating and only a small fraction of our survey population had ever tried it. Even out of the small amount that had tried, over half were not that satisfied. When the surveys were sorted only using respondents who were interested, the majority of those interested were in the "somewhat" category. The majority of our surveys were filled out by males, but out of the males and females that responded, females were ranked much higher in all areas. This led the research team to believe that overall females are a lot more involved in this concept than males. After analyzing the data, it was found that the statistical correlations were not due to chance and gender played a large role in our results.
**Recommendation:**

Based on this data, the research team concluded that it would not be in Collegelife.com’s best interest to launch this new idea. Hopefully by reading this report, Collegelife.com will take the lack of interest level of the student respondents into consideration before spending too much time and money creating this new idea.
6) 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)__________

7) 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
   4  Very familiar
   3  Somewhat familiar
   2  Not too familiar  (skip to 9)
   1  Not at all familiar  (skip to 9)

8) What would be an appropriate monthly fee for this basic service? $__________

9) How important is it that all members pass a criminal background check prior to being allowed to join an online dating service?
   5  Extremely
   4  Very familiar
   3  Somewhat familiar
   2  Not too familiar
   1  Not at all familiar
10) How interested would you be in having a bodyguard or escort accompany you on a first date if you used online dating services?
   5  Extremely
   4  Very familiar
   3  Somewhat familiar
   2  Not too familiar
   1  Not at all familiar

11) 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:

12) What is your age? ________

13) Where do you live?
   A) dorm
   B) apartment
   C) house
   D) other (please specify)__________

14) What is your gender?
   Male
   Female

15) About how many dates have you had in the last six months? ________
Appendices ~ B

1) 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
   4    Very familiar
   3    Somewhat familiar
   2    Not too familiar
   1    Not at all familiar

2) How interested are you in the general concept of an online dating service?
   5    Extremely
   4    Very familiar
   3    Somewhat familiar
   2    Not too familiar
   1    Not at all familiar

3) Which of the following dating services are you aware of?
   1    Match.com
   2    Yahoo! Personals
   3    PerfectMatch.com
   4    AmericanSingles.com
   5    eHarmony.com
   6    FriendFinder.com
   7    Date.com
   8    Speed Dating
   9    Apple Store
  10    Great Expectations

4) Have you ever tried an online dating service?
   Yes- 1    No- 2    (Skip to 7)

5) Overall, how satisfied were you with your online dating experience?
   5    Extremely
   4    Very familiar
   3    Somewhat familiar
   2    Not too familiar
   1    Not at all familiar
6) Why were you less than completely satisfied with your experience(s) with an online dating service? Please select all answers that apply.
1. Small/limited selection of members to choose from
2. Too large/overwhelming selection of members to choose from
3. Poor quality selection of members to choose from
4. Cost/fees too high
5. Members not honest in their profile/picture
6. Bad experiences on dates
7. No personality/compatibility test included in membership
8. No organized social events included in membership
9. No criminal background check included in membership
10. Requires too much time
11. Other (please specify) __________

7) 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
4. Very familiar
3. Somewhat familiar
2. Not too familiar (skip to 9)
1. Not at all familiar (skip to 9)

8) What would be an appropriate monthly fee for this basic service? $_________

1- $ 0-5
2- $5-9
3- $10-15
9) How important is it that all members pass a criminal background check prior to being allowed to join an online dating service?
   5  Extremely
   4  Very familiar
   3  Somewhat familiar
   2  Not too familiar
   1  Not at all familiar

10) How interested would you be in having a bodyguard or escort accompany you on a first date if you used online dating services?
    5  Extremely
    4  Very familiar
    3  Somewhat familiar
    2  Not too familiar
    1  Not at all familiar

11) 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.
    1  Movie night
    2  Game night
    3  Happy hour
    4  Dinner at a local restaurant
    5  Volunteer work
    6  Cycling
    7  Hiking trips
    8  Other (please specify)____________

Now for a few classification questions:

12) What is your age? _______
    1- 19-20 years
    2- 21-22 years
    3- 23-24 years

13) Where do you live?
    1- dorm
    2- apartment
    3- house
    4- other (please specify)_________
14) What is your gender?
   1- Male
   2- Female

15) About how many dates have you had in the last six months? ________

   1- 0 dates
   2- 1 date
   3- 2 dates
   4- 3 dates
   5- 4 dates
   6- 5 dates
   7- 10 dates
   8- 30 dates
   9- 48 dates
   10- 61 dates
   11- 150 dates

Appendix C- Editing Process

Out of the 300 surveys that were completed, we did not throw any out.

All of the surveys were valid and answered correctly. The decision of
whether or not to delete surveys was based on the following criteria.

1. All questions on the survey had to be answered appropriately

2. If the survey question required skipping to another question,
   respondents must have followed the directions throughout the survey

3. If the respondent did not fill out a question correctly we would put a
   zero in for the missing variable