

Canadians who are currently dating are over two times more likely to say they are doing so to find a partner for a long-term relationship than a short-term relationship or a one-night stand.

National survey released January 2026  
Field: December 27 to 29, 2025  
Submission 2025-2968

THE GLOBE AND MAIL\* 

# METHODOLOGY



The research gauged the views of Canadians on dating, including how Canadians meet new people for the purposes of dating, which apps they find most successful when dating, their reasons for dating, the qualities they look for in a partner, how much they would be willing to spend on a first date, who they believe should pay on the first date, and their use of artificial intelligence in dating.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1077 Canadians, 18 years of age or older, between December 27<sup>th</sup> and 29<sup>th</sup>, 2025 as part of an omnibus survey. The margin of error for this survey is  $\pm 3.0$  percentage points, 19 times out of 20.

[The statistical tabulations including the unweighted and weighted number of interviews can be accessed here.](#)

The research was commissioned by the Globe and Mail and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

# KEY FINDINGS

1

## DATING CANADIANS REPORT LOOKING FOR A LONG-TERM RATHER THAN A SHORT-TERM RELATIONSHIP

About four out of every five Canadians who report that they are currently dating say they are looking for a partner for a long-term relationship ([82%](#)), compared to about three in ten who say they are looking for a one-night stand/sexual relationship ([17%](#)) or a short-term relationship ([15%](#)).

2

## CANADIANS WHO SELF-REPORT THAT THEY ARE CURRENTLY DATING SAY THEY PREFER TO MEET NEW PEOPLE TO DATE THROUGH HOBBIES OR SPORTS

Nearly two in three Canadians who are currently dating report that their preferred mean of meeting new people for the purpose of dating is through hobbies/sports ([64%](#)). This is followed by online/apps ([48%](#)), through clubs or associations ([36%](#)), at work ([33%](#)) and through volunteering ([28%](#)).

3

## HONESTY AND KINDNESS ARE SEEN AS THE MOST ENTICING QUALITIES OR VALUES FOR DATING CANADIANS WHEN LOOKING FOR A PARTNER; DISHONESTY, NARCISSISM AND VANITY, AND SELFISH BEHAVIOUR ARE SEEN AS MOST REPELLING

Asked which values or qualities are most enticing in prospective partners, the top two responses cited by dating Canadians are honesty ([32%](#)) and kindness ([30%](#)). The top three qualities that would make dating Canadians least interested in dating someone are narcissism and vanity ([23%](#)), dishonesty (also [23%](#)), and selfish behavior ([19%](#)).

4

## OVER TWO IN FIVE CANADIANS BELIEVE THE COST ASSOCIATED TO A FIRST DATE SHOULD BE SPLIT EVENLY

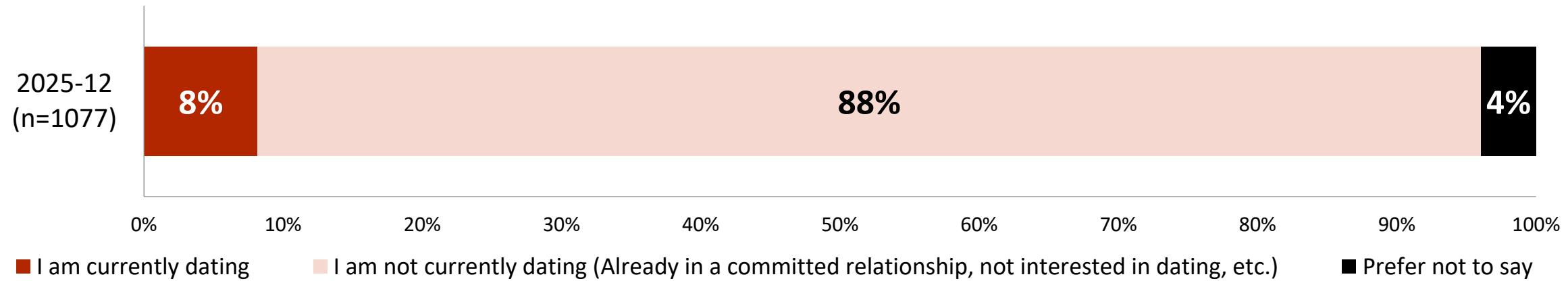
[Forty-five percent](#) of Canadians report believing that two parties on a first date should split the cost evenly/share the cost, while about one in four each believe the cost should be covered by whoever initiated the date ([25%](#)) or the man ([24%](#)).

5

## ABOUT ONE IN TEN CANADIANS REPORT HAVING USED AI TO ASK FOR ADVICE IN DATING; FIVE PERCENT REPORT HAVING USED ARTIFICIAL INTELLIGENCE FOR EMOTIONAL SUPPORT

About one in ten Canadians report having used AI to ask for advice in dating ([nine percent](#)), while [five percent](#) report having used artificial intelligence for emotional support.

# Statements that best describe Canadians as it relates to dating



	2025-12 (n=1077)	Atlantic (n=106)	Quebec (n=215)	Ontario (n=389)	Prairies (n=215)	BC (n=152)	Men (n=580)	Women (n=497)	18-34 (n=193)	35-54 (n=411)	55 plus (n=473)
I am not currently dating (Already in a committed relationship, not interested in dating, etc.)	87.9%	91.5%	77.2%	89.9%	93.3%	91.2%	87.4%	88.3%	84.7%	88.6%	89.4%
I am currently dating	8.2%	3.9%	16.8%	6.4%	4.2%	5.9%	8.7%	7.7%	13.4%	7.1%	5.6%
Prefer not to say	4.0%	4.6%	6.0%	3.7%	2.5%	2.9%	3.9%	4.0%	1.8%	4.3%	5.1%

\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

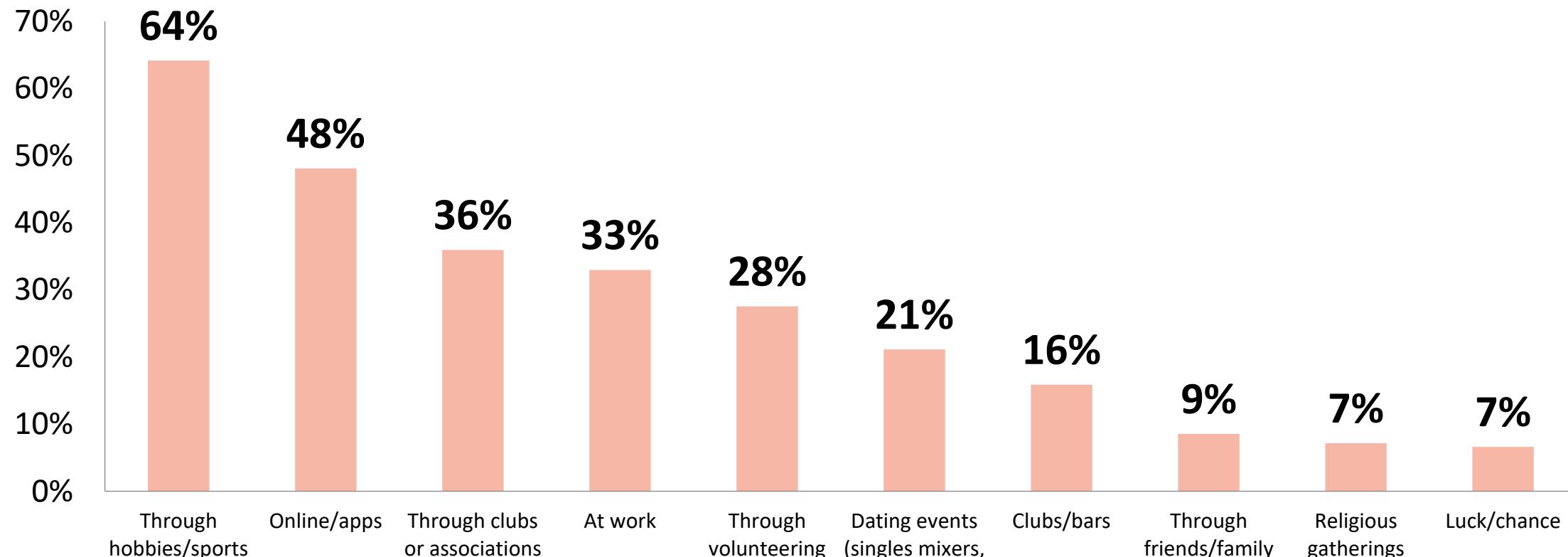
Q – Which of the following statements best describes you as it relates to dating?

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=1077, accurate 3.0 percentage points plus or minus, 19 times out of 20.

THE GLOBE AND MAIL  NANOS

# Ways Canadians who are currently dating prefer to meet new people to date

Q – [IF DATING] Which of the following ways do you prefer to meet new people for the purpose of dating?  
 [RANDOMIZE] (Select all that apply)

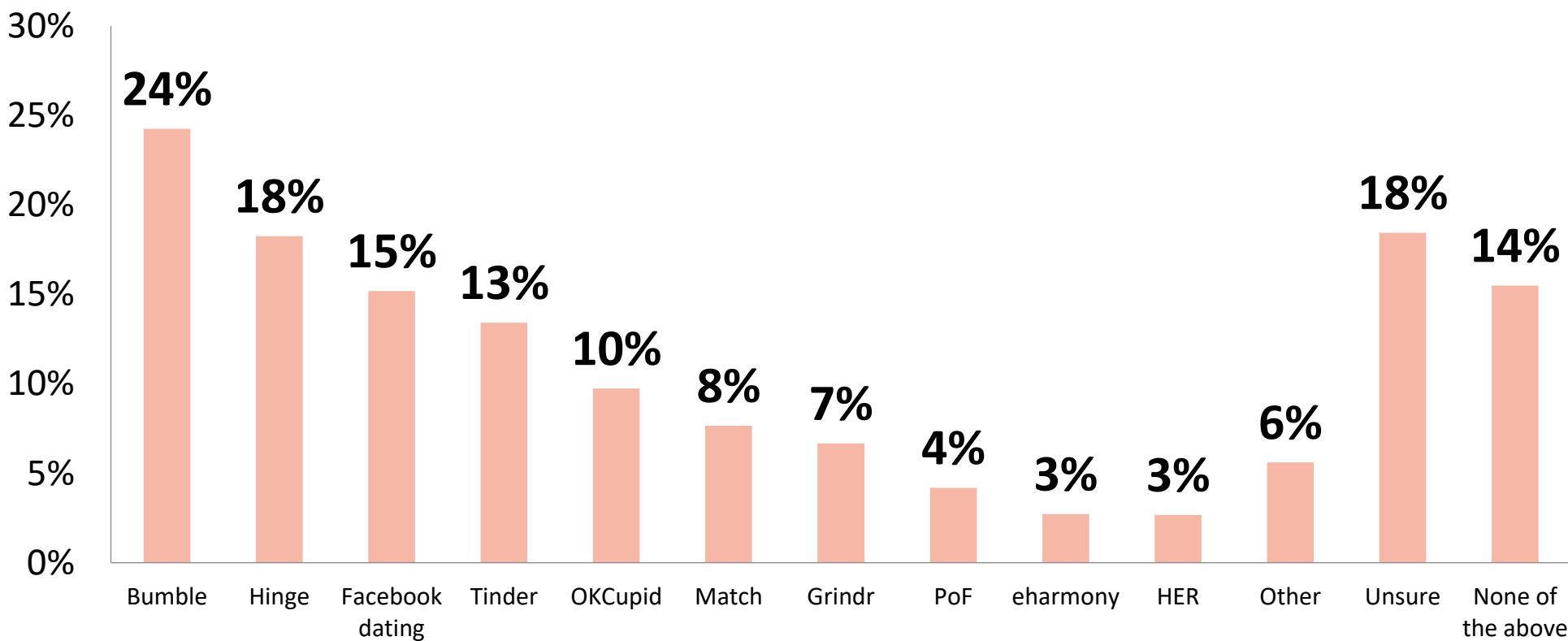


\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=77  
 Canadians who are currently dating, accurate 11.3 percentage points plus or minus, 19 times out of 20.

# Apps and websites found to be most useful when dating

Q – [IF DATING AND DOES SO ONLINE/THROUGH APPS] Which website/application(s) do you find most useful when dating? [RANDOMIZE] (Select all that apply)

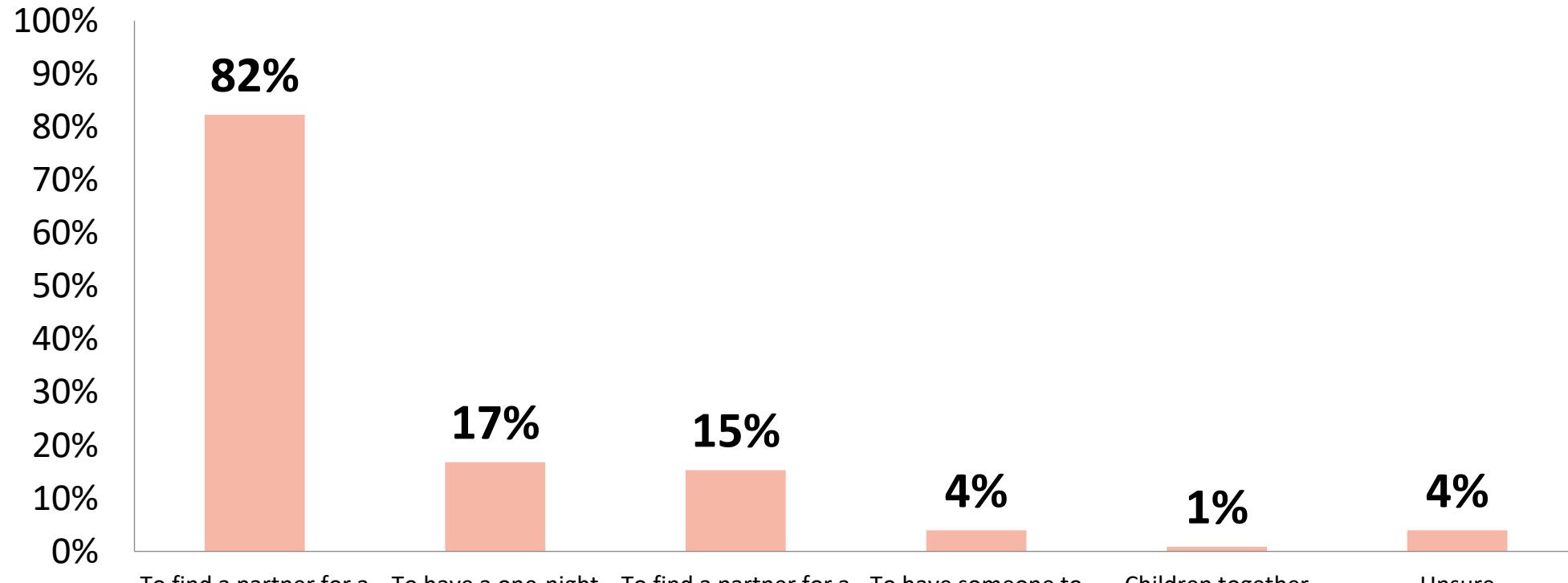


\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=34  
 Canadians who are currently dating, accurate 17.1 percentage points plus or minus, 19 times out of 20.

# Reasons for dating

Q – [IF DATING] Why are you dating? (Select all that apply)



\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=77  
Canadians who are currently dating, accurate 11.3 percentage points plus or minus, 19 times out of 20.



## Qualities or values that would make Canadians who are currently dating interested in dating someone

Q – [IF DATING] What are the top two qualities or values of someone that would make you interested in dating them? [OPEN]

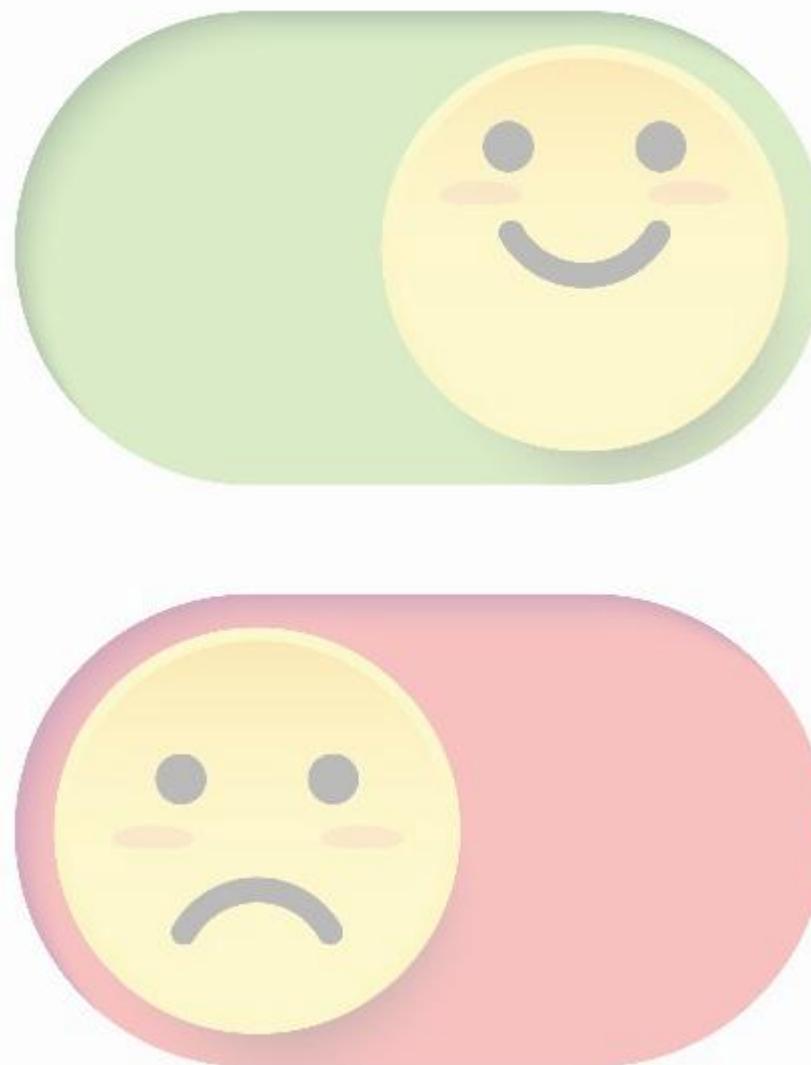
First quality/value\_\_\_\_\_

Second quality/value\_\_\_\_\_

	2025-12 (n=73)
Honesty	31.6%
Kindness	30.4%
Loyal/respectful	19.5%
Physical Attractiveness	19.3%
Financially Stable/wealthy	18.8%
Fun loving	17.6%
Good Communicator	14.2%
Shared Interests	9.2%
Emotional Intelligence	9.1%
Intelligence	8.3%
Family Oriented	7.5%
Spiritual	4.1%

\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=73 Canadians who are currently dating, accurate 11.7 percentage points plus or minus, 19 times out of 20.



## Qualities or values that would make Canadians who are currently dating not interested in dating someone

Q – [IF DATING] What are the top two qualities or values of someone that would make you not interested in dating them? [OPEN]

First quality/value\_\_\_\_\_

Second quality/value\_\_\_\_\_

TOP RESPONSES	2025-12 (n=73)
Narcissism and Vanity	23.3%
Dishonesty	22.6%
Selfish Behavior	18.7%
Emotional Instability	16.8%
Close-mindedness	15.5%
Rudeness and Disrespect	14.9%
Smoking and Substance Abuse	13.5%
Financially Unstable	13.3%
Political Disagreement	10.6%
Lazy/Not Motivated	7.9%
Religious Differences	6.6%
Physical Appearance	4.2%
Negative Attitude	4.1%

\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=73 Canadians who are currently dating, accurate 11.7 percentage points plus or minus, 19 times out of 20.



## How much Canadians who are currently dating would be willing to pay on a first date

Q – [IF DATING] How much would you be willing to spend on a first date?  
 [PLEASE ENTER 0\$ IF YOU WOULD ONLY GO ON A FIRST DATE THAT DIDN'T COST ANYTHING/IF YOU DID NOT HAVE TO PAY]

\$\_\_\_\_ OR Unsure/not applicable

	2025-12 (n=73)
<b>Mean</b>	\$66.20
<b>Median</b>	\$50.00
\$0/would not pay	15.3%
Over \$0 to \$25	2.7%
Over \$25 to \$50	28.7%
Over \$50 to \$75	6.6%
Over \$75 to \$100	20.8%
Over \$100	9.5%
Unsure/not applicable	16.4%

\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=73 Canadians who are currently dating, accurate 11.7 percentage points plus or minus, 19 times out of 20.

# Who Canadians believe should pay on the first date – By demographics

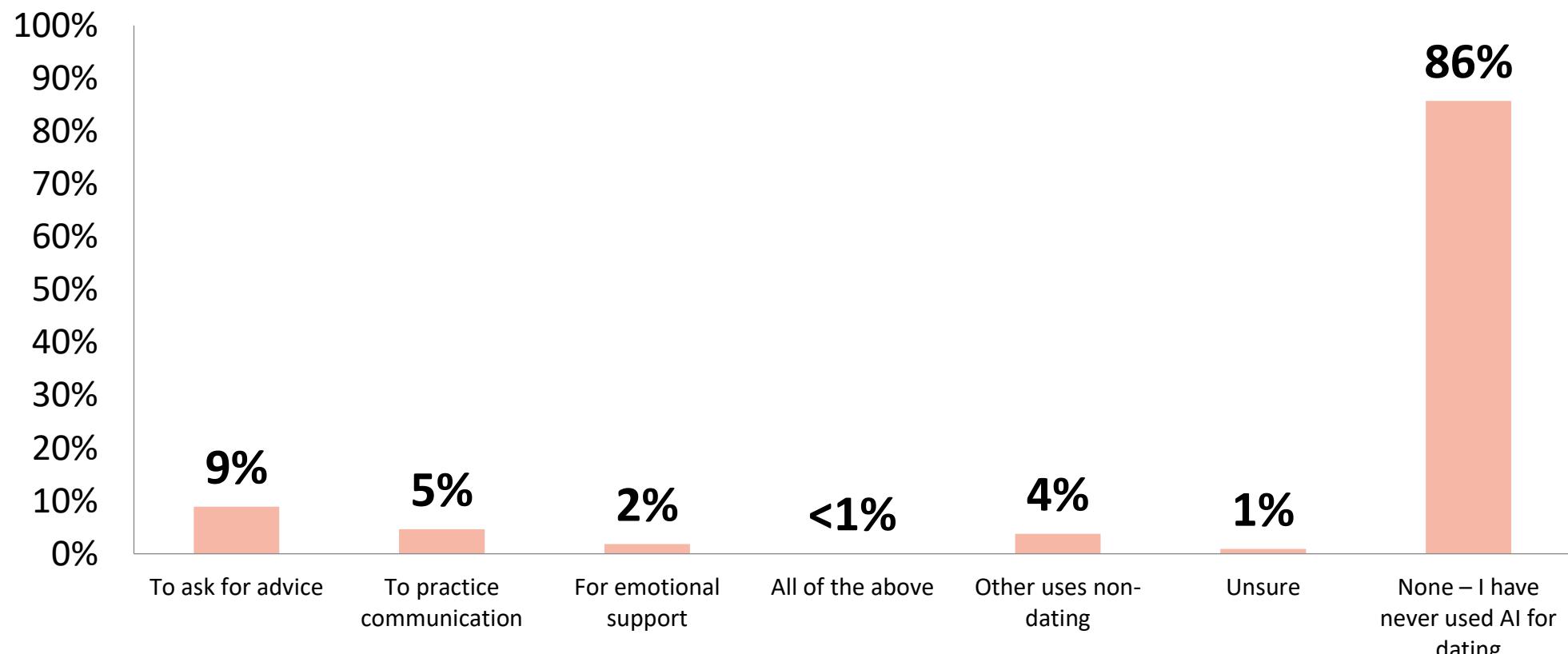
Q – Who do you believe should pay for a first date? [OPEN]

	2025-12 (n=897)	Atlantic (n=88)	Quebec (n=187)	Ontario (n=320)	Prairies (n=177)	BC (n=125)	Men (n=486)	Women (n=411)	18-34 (n=167)	35-54 (n=341)	55 plus (n=389)
Split evenly/share the cost	45.1%	41.0%	52.0%	42.8%	35.6%	53.8%	39.1%	51.0%	38.4%	50.0%	45.9%
Whoever initiates the date	24.6%	40.1%	15.2%	28.6%	30.1%	15.5%	23.7%	25.5%	33.1%	19.4%	22.9%
The man	23.9%	13.1%	25.5%	23.2%	28.9%	21.9%	31.3%	16.8%	22.6%	25.7%	23.3%
Decide on the date	4.8%	3.1%	6.2%	4.5%	3.8%	5.6%	4.6%	5.0%	4.8%	4.1%	5.4%
Whoever makes more money	0.8%	0.9%	-	0.7%	0.3%	3.2%	0.6%	1.0%	0.6%	0.4%	1.3%
The woman	0.2%	1.9%	-	-	0.7%	-	0.5%	-	-	-	0.6%
Unsure	0.5%	-	1.2%	0.2%	0.6%	-	0.2%	0.7%	0.5%	0.3%	0.6%

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=897, accurate 3.3 percentage points plus or minus, 19 times out of 20.

# Use of artificial intelligence in dating

Q – Have you ever used artificial intelligence (AI) in any of the following ways when dating: (Select all that apply) [RANDOMIZE]



\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=1076  
Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Use of artificial intelligence in dating – By demographics

Q – Have you ever used artificial intelligence (AI) in any of the following ways when dating:  
 (Select all that apply) [RANDOMIZE]

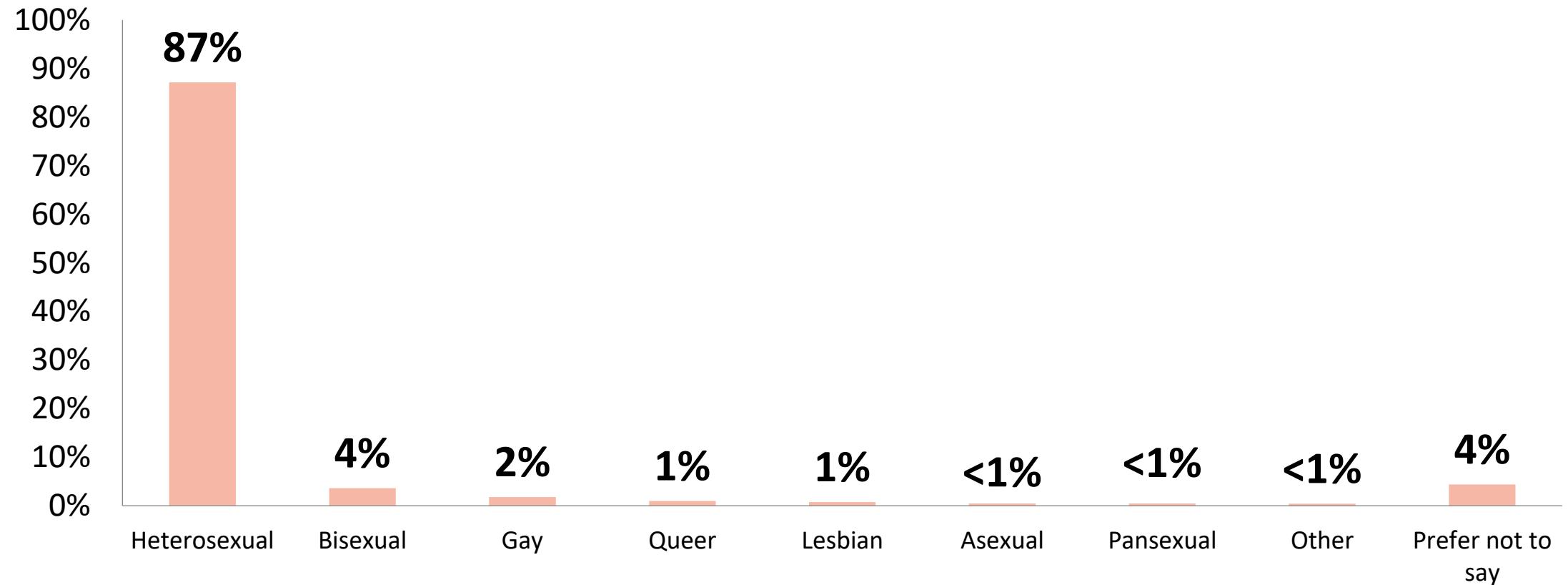
	2025-12 (n=1076)	Atlantic (n=106)	Quebec (n=214)	Ontario (n=389)	Prairies (n=215)	BC (n=152)	Men (n=580)	Women (n=496)	18-34 (n=193)	35-54 (n=411)	55 plus (n=472)
To ask for advice	8.9%	4.1%	6.8%	12.0%	7.0%	8.4%	8.4%	9.4%	11.5%	11.6%	5.1%
To practice communication	4.7%	3.5%	3.6%	5.6%	3.6%	5.7%	4.8%	4.5%	6.1%	6.3%	2.5%
For emotional support	1.8%	-	2.5%	1.8%	2.4%	1.0%	1.5%	2.1%	4.2%	2.0%	0.2%
All of the above	-	-	-	-	0.3%	-	-	0.1%	-	-	0.1%
Other uses non-dating	3.8%	2.3%	2.5%	5.1%	4.5%	2.2%	3.8%	3.8%	0.9%	6.1%	3.9%
Unsure	0.9%	0.8%	1.2%	0.8%	1.5%	-	1.5%	0.3%	0.4%	1.5%	0.8%
None – I have never used AI for dating	85.7%	91.6%	88.0%	82.3%	86.5%	87.6%	85.3%	86.1%	83.8%	80.9%	90.8%

\*Multifrequency tabs based on multiple responses.

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=1076 Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# Sexual orientation

Q – Please select your sexual orientation. [RANDOMIZE]



Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 27 to 29, 2025, n=1070  
Canadians, accurate 3.0 percentage points plus or minus, 19 times out of 20.

# TECHNICAL NOTE

Element	Description	Element	Description
Research sponsor	The Globe and Mail	Weighting of Data	The results were weighted by age and gender using the latest Census information (2021) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Population and Final Sample Size	1077 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Source of Sample	Nanos Insights Lab	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines, and individuals without internet access could not participate.
Type of Sample	Probability	Stratification	By age and gender using the latest Census information (2021) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Margin of Error	±3.0 percentage points, 19 times out of 20.	Estimated Response Rate	14 percent, consistent with industry norms.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Question Content	Topics on the omnibus ahead of the survey content included: views on political issues, views on economic issues, views on priorities for House of Commons, views on reducing cost, views on American alcohol, views on MPs changing parties and the next Conservative leader.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six-digit postal code was used to validate geography.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online	Research/Data Collection Supplier	Nanos Research
Number of Calls	Maximum of five call backs to those recruited.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone: (613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a>
Time of Calls	Individuals recruited were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Tabulations	<a href="#">By region, age and gender</a>
Field Dates	December 27 to 29, 2025.		
Language of Survey	The survey was conducted in both English and French.		
Standards	Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements. <a href="https://canadianresearchinsights council.ca/standards/">https://canadianresearchinsights council.ca/standards/</a>		

# ABOUT NANOS



## nanos dimap analytika



## EthicStratégies

As one of North America's premier market and public opinion research firms, we put strategic intelligence into the hands of decision makers. The majority of our work is for private sector and public facing organizations and ranges from market studies, managing reputation through to leveraging data intelligence. Nanos Research offers a vertically integrated full service quantitative and qualitative research practice to attain the highest standards and the greatest control over the research process. [www.nanos.co](http://www.nanos.co)

This international joint venture between dimap and Nanos brings together top research and data experts from North American and Europe to deliver exceptional data intelligence to clients. The team offers data intelligence services ranging from demographic and sentiment microtargeting; consumer sentiment identification and decision conversion; and, data analytics and profiling for consumer persuasion. [www.nanosdimap.com](http://www.nanosdimap.com)

Ethic Strategies was created by the founding partners of PAA Advisory and the Nanos Research Corporation, both recognized leaders in research, advocacy, and advisory. Ethic provides bespoke strategic counsel, advice, and communications strategies to organizations facing serious issues. [www.ethicstrategies.com](http://www.ethicstrategies.com)

# Any questions?

---



Nanos Research

(613) 234-4666, ext. 237

[ea@nanosresearch.com](mailto:ea@nanosresearch.com)

For more information on the firm, please visit [www.nanos.co](http://www.nanos.co)



# NANOS IS YOUR GO-TO HIGH-STAKES RESEARCH PARTNER.

Delivering world-class solutions since 1987,  
we are the leader in high velocity data insights and visualization.

**Market | Consumer | Reputation | Policy | Insight**

For more information about our services, please visit us at:  
[www.nanos.co](http://www.nanos.co)