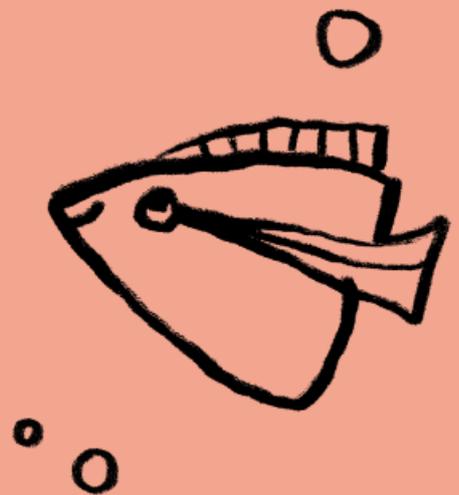
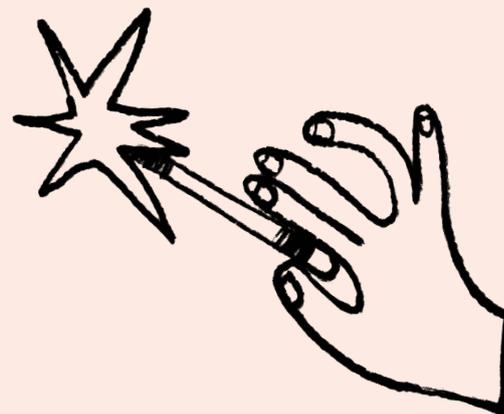


# Plenty of Fish

Desirable dating guide



# Contents



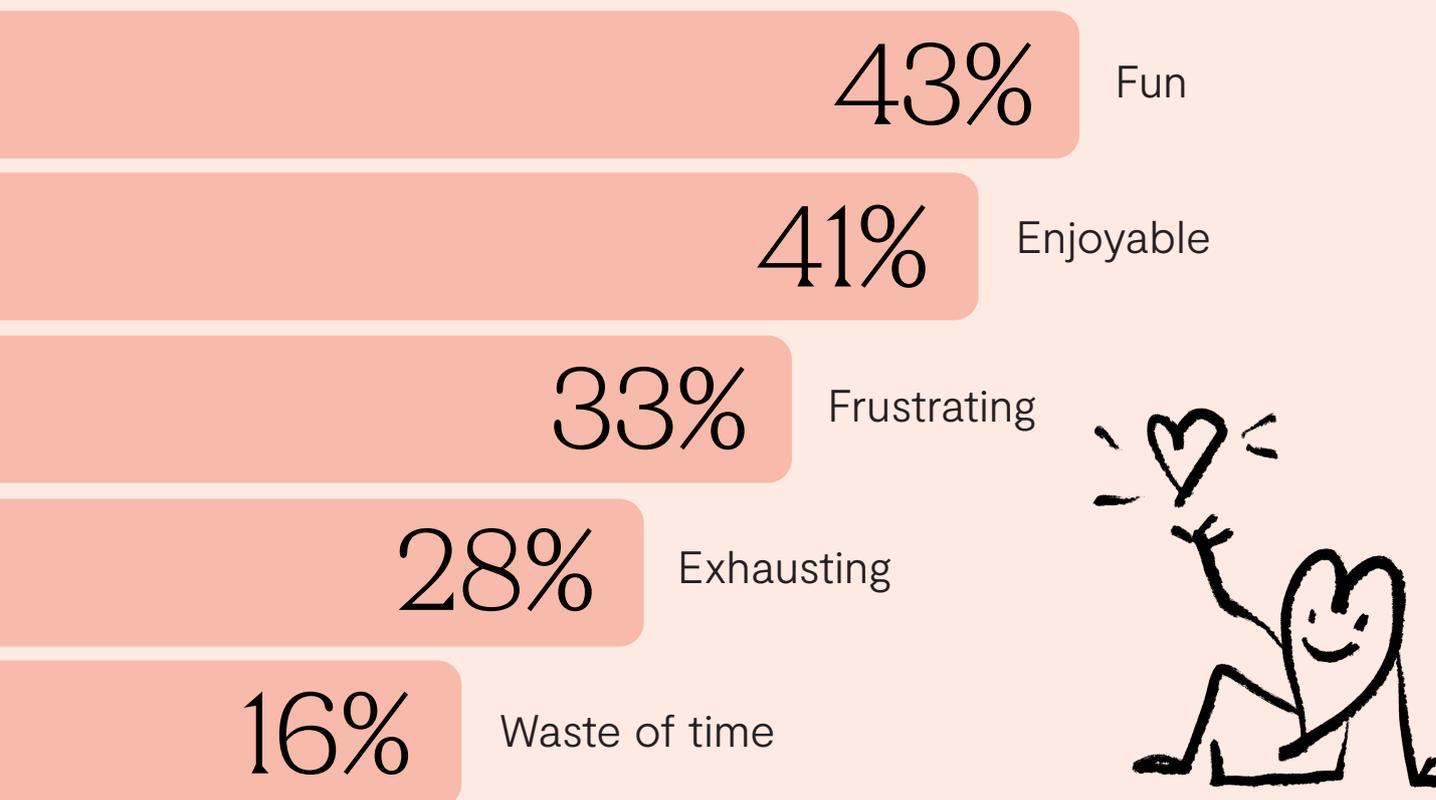
|                                |           |
|--------------------------------|-----------|
| Introduction                   | <b>3</b>  |
| Contributors                   | <b>4</b>  |
| Prioritising peace             | <b>5</b>  |
| A fresh approach to dating     | <b>9</b>  |
| Daters doing it for themselves | <b>12</b> |
| Desirable dating advice        | <b>16</b> |
| References                     | <b>19</b> |

# Introduction

Let's face it, the dating landscape is ever-changing, with a wealth of ways to meet a significant other, and the universal dating experience – be it online, in real life, or otherwise – can prove a bit of a mixed bag.

That's why Plenty of Fish has teamed up with author and life coach, Michelle Elman to create the Desirable Dating Guide, a new study of 4,000 British singles, exploring modern day dating behaviours to define the dos and don'ts of dating in 2023.

## So how would Brits really describe dating...?



This guide aims to encourage conversation and empower singles to transform their dating experiences for the better.

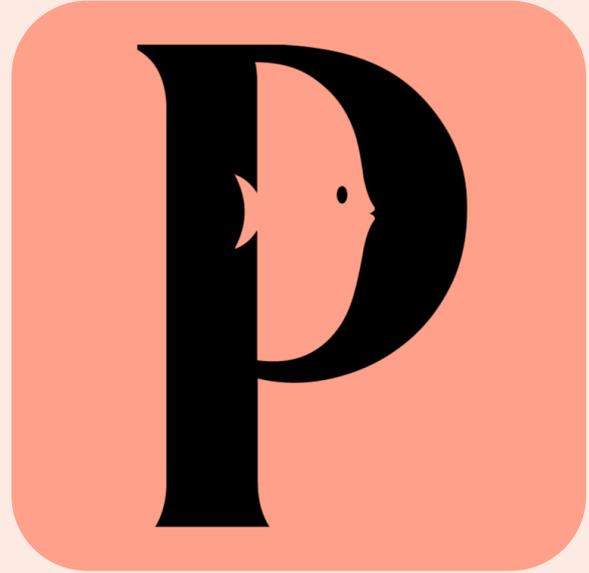
# Contributors



## Michelle Elman

**An author, life coach and body positivity advocate**

A best-selling author, five-board accredited life coach and body positive advocate. Named as one of the most inspirational women in the UK, she has established herself as the Queen of Boundaries, and empowers singles to embrace who they are, show themselves love, and prioritise their own wants and needs.



## Plenty of Fish

**A global dating app for singles who believe in a laid-back, low pressure approach**

We at Plenty of Fish believe in a more laid-back approach to dating, one where members get to know the heart of someone. Our mission is to connect singles by building low-pressure experiences where the right people take notice. We prioritise creating an authentic, welcoming environment that allows real singles to discover what they're looking for – and simply date better!

# Prioritising peace

## Dating dilemmas

Dating requires a vulnerability and willingness from singles to 'put themselves out there' - and for many, step out of their comfort zone. While some may thrive on playing the field, it often doesn't come without a dating dilemma or two...

Amongst British singles, our research shows the dating bugbears topping the list of turn-offs are being ghosted (43%), being stood up on a date (40%), and receiving unsolicited, nude pictures (40%).



**Michelle Elman**

If you aren't getting a text back - that's okay! Take a walk and text a friend instead. They might respond soon enough, but if not then they aren't the one.

### Differences between genders were also apparent:

|  | Single Women | Single Men |
|--|--------------|------------|
| When a match or date sends multiple messages if they haven't replied | 47%          | 28%        |
| The prospect of receiving unsolicited nude pictures                  | 53%          | 22%        |
| When a match or date tries to engage in sexual activity too early    | 50%          | 18%        |

# Making a change

Our research highlights that almost half of British daters (44%) claim bad dating experiences make them doubt they will ever meet someone, while 35% say their confidence is negatively impacted.

However, single Brits are feeling empowered to take a more proactive approach to their love lives. Over half (54%) admit they would feel comfortable calling out sub-standard behaviour from a match or date, increasing to 59% of those aged 18-24 years old.

49%

Know their self-worth and want to stick to their boundaries

48%

Prioritise protecting their peace

30%

Feel empowered when calling this behaviour out



**Michelle Elman**

We need to work harder at a societal level to shift perceptions of what is acceptable to create a more welcoming dating environment.

By challenging substandard behaviours we can help reinvent the dating rules to support singles on their search for love.

## Three top tips for a desirable dating life:

### 1 Be open and upfront about your dating goals

Summer fling or long term thing? It's up to you, but avoid wasting your time with a match who's looking for something else.

### 2 Don't be afraid to walk away

Never accept less than you deserve, because as the saying goes there's plenty more fish in the sea...

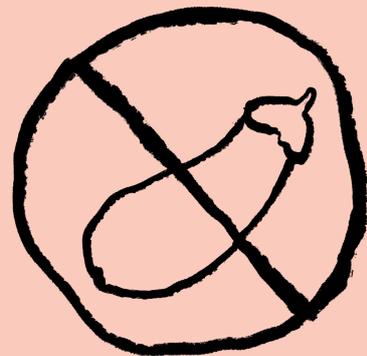
### 3 Enjoy the journey

There may be a few lacklustre dates and setbacks along the way, but embrace them. Use them as an opportunity to learn about what you want.

## Say no to unsolicited nudes

# 70%

of women feel uncomfortable when receiving unsolicited, nude pictures



There's no better time to put boundaries in place than receiving unsolicited nudes. 48% of singles have received one from a match or date before, rising to 55% amongst women. It's a regular occurrence too, happening an average of five times in a Brit's dating history.

Few welcome such advances, with 58% admitting that being sent such pictures makes them feel uncomfortable - rising to almost three-quarters of women (70%).

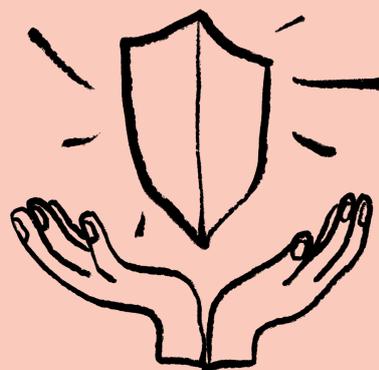


## Michelle Elman

Sending unsolicited nudes is an aspect of dating that really must change. Women, in particular, often worry they will be judged for not being receptive to such requests and this creates a pressured environment.

Daters should feel empowered to walk away from those that don't respect them.

On Plenty of Fish, members can share photos from their profile in the Conversation view, but don't have the ability to add unmoderated images from their device gallery, to help safeguard the community against inappropriate photo-sharing.



# A fresh approach to dating

## Spring cleaning dating regimes

In the spirit of a season synonymous with new beginnings, three-quarters of British singles are intending to eliminate bad behaviours from their dating lives this spring (74%).

### Top 5 ways single Brits are eliminating bad behaviours:

46%

Trust their instincts if they doubt someone's behaviour

46%

Take more time to consider dating app profiles

45%

Create a list of red flag behaviours to look out for

34%

Have a list of non-negotiables so they know what they want

30%

Reflect on whether they would accept this behaviour from others

## Staying sensible

Single Brits are also taking control to ensure their search for love is carefully considered. Over half (59%) intend to start unmatching anyone on dating apps who makes them feel uncomfortable, rising to almost two-thirds of 25–35-year-olds (62%).

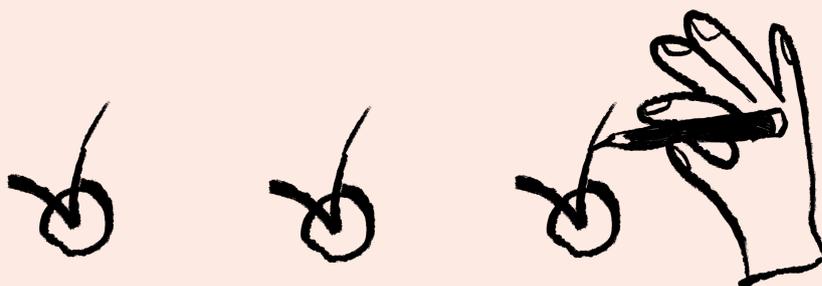
Additional measures include arranging a phone or video call with a date before agreeing to meet them in person (38%), and researching a match on other social media platforms to ensure they are who they say they are (34%).

# Share My Date



For the one in five singles (19%) who want to share the details of their dates with their family or friends, the imminent arrival of Plenty of Fish's feature 'Share My Date' will make it seamless for them to do so.

A simple form filled in via the app will allow members to capture key details of their date, such as who they are meeting, time and location, which they can then share with their trusted personal phone contacts in one single click.



# A period of self-reflection

Thinking about dating faux-pas, with one in six British daters admitting they've previously looked at their phone too much (16%) and talked too much about their ex or other past relationships (16%).

## 1 Actively listen

Avoid zoning out and stay present in the conversation to see how you naturally bounce off each other - we bet you won't stop talking!

## 2 Put your phone away

You've both invested time, and your notifications will still be there in a couple of hours.

## 3 Keep it short but sweet

First dates are not the place to overshare, your date doesn't want to know why your ex broke up with you in 2020. Leave them wanting to know more...



**Michelle Elman**

The onus is on us as much as it is our matches. It's good practice to hold yourself to the same standards you expect from others as nobody is perfect (and we wouldn't want them to be either!).

# Daters doing it for themselves

## Communicating boundaries and needs

When it comes to success while looking for love, Brits are taking matters into their own hands.

### Brits top practices for a positive dating experience:

Be kind and respectful to everyone they converse with **47%**

Always show up as their true, authentic self **44%**

Ensure their dating app profile is an accurate representation of them **38%**

Be open to meeting different, like-minded individuals rather than just a 'type' **35%**

Respond to messages in a timely manner **35%**



**Michelle Elman**

You don't need to pretend to be something you're not to impress someone - showing up as yourself is more powerful.

If you don't wear make-up then embrace that, or if you prefer casual clothes, wear them. That way, compatibility will become clearer quicker.

# 28%

are making their matches or dates aware of their boundaries and expectations upfront, and most importantly sticking to them

# 29%

are being more vocal about what they want from dating to give themselves the best chance of success



## Michelle Elman

It's promising to see that one in four UK singles are being vocal about their boundaries and expectations, but I would like to see this happening even more.

By being open and honest, it allows daters to decide whether their goals are aligned - if not they can move on.

## Self-improvement

Not only are daters being more vocal about their needs, but they are looking inwards too. Over three-quarters (77%) are working on themselves to improve future relationships, with 82% of UK singles agreeing that the benefits of self-improvement can lead to greater self-awareness and dating success.



Regular exercise  
**58%**



More sleep  
**55%**



Self-care  
**52%**



Eating healthy  
**44%**



Less time on social media  
**23%**



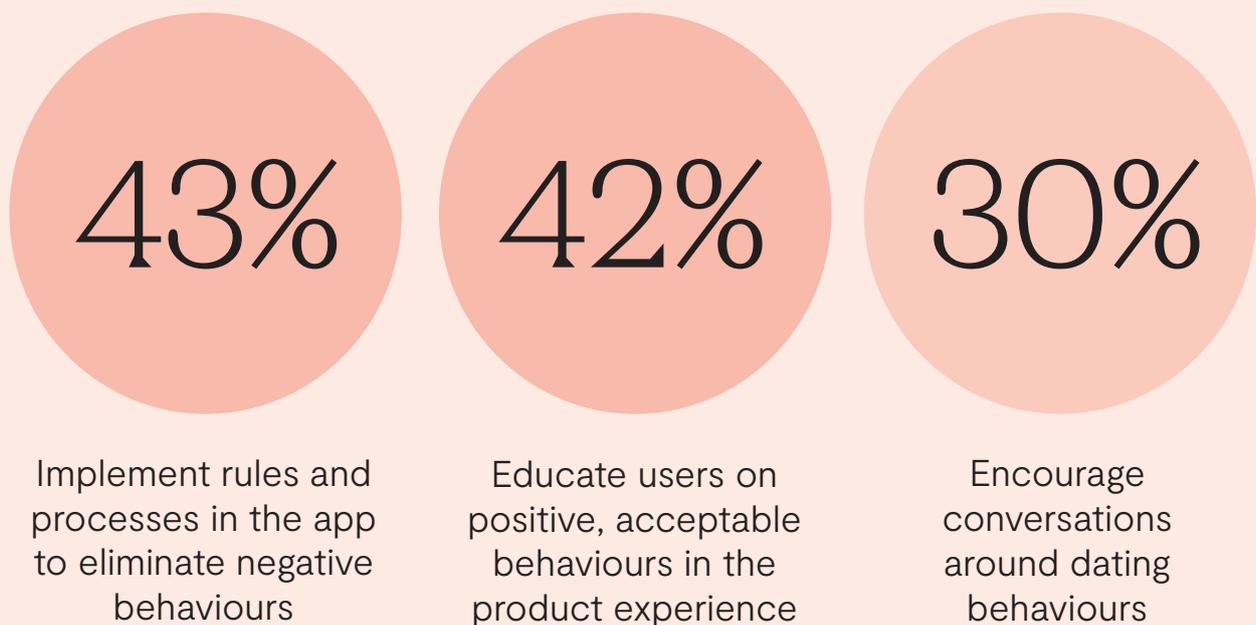
## Michelle Elman

If you are unsure about where to start, I always recommend asking yourself “Would I date me?”. This presents a roadmap about what you like about yourself and areas you want to improve.

Self-improvement can benefit not just dating, but your whole life. However, do remember that you are worthy just as you are.

Dating apps also have a role to play in creating a welcoming digital dating environment. Over two-thirds of single Brits (69%) want to see apps continue to do more to encourage positive behaviours by members, increasing to 71% of 25–35-year-olds and 72% amongst single women.

### How singles want dating apps to create a welcoming environment:



# Are You Sure?



Already making waves to contribute towards positive change in the dating world, here at Plenty of Fish we recently introduced the 'Are You Sure?' feature. When the app detects the use of potentially harmful language or emojis in the first three messages, an automatically generated message asks the sender if they truly want to press send – designed to protect first impressions and prevent unwarranted behaviour.

The app has also introduced its 'Selfie Verification' feature to help protect against fraud, allowing singles to focus on finding love, rather than if a match is real.



**Michelle Elman**

Dating apps are at the heart of the UK dating scene, so it's great that they are continuing to play a central role in driving change.

Whether it's updating the in-app product experience to foster a welcoming, community-feel or introducing new features, Plenty of Fish offers singles a lower pressure space to find love.

# Desirable dating advice

So where do we go from here? From coaching you towards dating success to a crucial checklist for that all-important second date, take inspiration from the advice below to level up your dating game.

## Coaching you to dating success

**C**onsider all dating app profiles carefully and be open to matches who aren't your 'type' - it's exciting to meet like-minded individuals, as well as unique ones as they may just be the one!



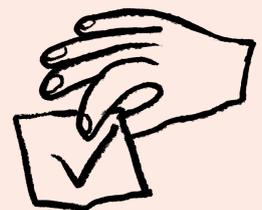
**O**wn who you are and be proud of it! There's nobody else just like you, how wonderful is that? Authenticity is key and being true to yourself will only lead to greater success.



**A**pproach every conversation and date with realistic expectations. It may not be love at first sight or sparks flying, but dating is a journey... and a fun one too!

**C**ommunicate with kindness and respect on dating apps and in person. If you're no longer interested that's totally OK, just politely let them know and move on.

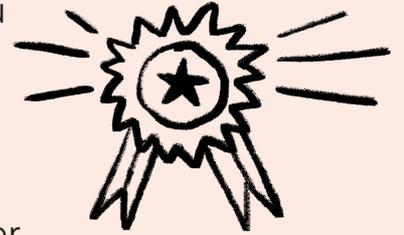
**H**ave boundaries and stick to them. Know your self-worth and value your own wants and needs. You are deserving of finding love and should never accept anything less.



# The perfect date preparation recipe

1

**Drain the negativity.** Don't psych yourself out by letting insecurities creep into the mix. A date is just as much about you deciding if you like them, as they are about you.



2

**A handful of confidence.** If you feel uncomfortable, feel empowered to take a stand. Politely let them know you are no longer interested, unmatched them and move on.

3

**Pour in a dash of honesty.** Whether wanting a one-night stand or to walk down the aisle? Be bold and let them know - it will save both of you time and energy.



4

**Cut the noise!** While friends and family opinions can be valued, try not to listen to any scrutiny or observations before you've even met them. Figure it out yourself.

5

**Stir through some conversation starters.** Not everyone you meet will be the Romeo to your Juliet, so prepare some fun, quirky topics to spark conversations that will help you get to know your date.



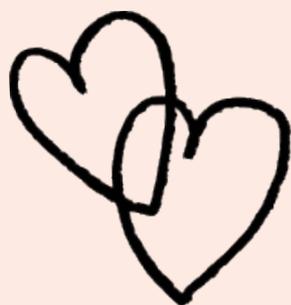
6

**Garnish with some extra hype from your friends.** Friends can be your biggest cheerleaders, so let them work their magic on you before your date to ensure you're feeling the best ingredient you can. And Voila! You have the perfect recipe.

# The second date checklist

Like having a list of non-negotiable must-haves for a future partner, it's also great to check in with yourself on how a first date is going and whether you want to invest your time, energy, and fabulousness into a second date.

Keep the below checklist in mind to determine how a first date is going and whether you want to invest your time, energy, and fabulousness into a second date:



You lose track of time and the clock strikes 12 (or 10pm) before you know it!



Laughter is constant & contagious, you just can't stop smiling



Forget surface level conversation, it's all about DMC and there's lots of it



You are totally yourself and don't feel the need to be anyone else



You share passions, hobbies & love to binge watch the same TV show - tick!



Whether it's Instagram or WhatsApp - you don't even bother to check your phone



You're talking future plans - whether that's next week, or next year... woah



There's mutual respect, genuine interest and excitement around each other



Eye contact, and lots of it! And maybe a little hand-holding too...



Gut feelings are key, and you're sure you've got a good one about this



# References



## Plenty of Fish resources

### Here's How You Can Date Safely Online:

<https://blog.pof.com/category/advice/>

### Profile Tips To Make Them Click:

<https://blog.pof.com/2022/07/profile-tips-to-make-them-click/>

### How To Mentally Prepare For A First Date:

<https://blog.pof.com/2021/11/how-to-mentally-prepare-for-a-first-date/>

### Know Who They Really Are With Our Selfie Verification Feature:

<https://blog.pof.com/2022/12/know-who-they-really-are-with-our-new-selfie-verification-feature/>

### Why Your Friends Are Your Best Dating Sidekicks:

<https://blog.pof.com/2022/05/your-friends-are-your-best-dating-sidekicks/>

### How Self-Awareness Supports Healthy Masculinity And Healthy Relationships:

A Guide For Singles: <https://blog.pof.com/2023/03/how-self-awareness-supports-healthy-masculinity-and-healthy-relationships-a-guide-for-singles/>

### How To Shake Those First Date Jitters:

<https://blog.pof.com/2022/08/how-to-shake-those-first-date-jitters/>

### Declutter Your Dating Life: What To Keep And What To Toss:

<https://blog.pof.com/2022/04/declutter-your-dating-life-what-to-keep-and-what-to-toss/>

**This New POF Feature Will Stop You From Sending Messages You Regret The Next Morning:** <https://blog.pof.com/2022/01/this-new-pof-feature-will-stop-you-sending-messages-you-regret/>

## Research methodology

Research was conducted via OnePoll in February 2023 comprising 4,000 single British respondents between the ages of 18-65 who are actively using dating apps.

## About Plenty of Fish

Plenty of Fish is a dating app for singles who believe in a more laid-back approach to dating, one where they get to know the heart of someone. Our mission is to connect the most singles by building low-pressure experiences where the right people take notice. Unlike many dating offerings today, Plenty of Fish prioritises creating an authentic, welcoming environment that allows real singles to discover what they're looking for – and simply date better! Plenty of Fish was the first dating app to ban “face filters” in all profile pics. Plenty of Fish is a Match Group (NASDAQ: MTCH) company and is one of the largest global online dating companies, available in 11 languages and more than 20 countries.

## About Match Group

Match Group (NASDAQ: MTCH), through its portfolio companies, is a leading provider of digital technologies designed to help people make meaningful connections. Our global portfolio of brands includes Tinder®, Match®, Hinge®, Meetic®, OkCupid®, Pairs™, PlentyOfFish®, OurTime®, Azar®, Hakuna™ Live, and more, each built to increase our users' likelihood of connecting with others. Through our trusted brands, we provide tailored services to meet the varying preferences of our users. Our services are available in over 40 languages to our users all over the world.

# Plenty of Fish

Desirable dating guide

