

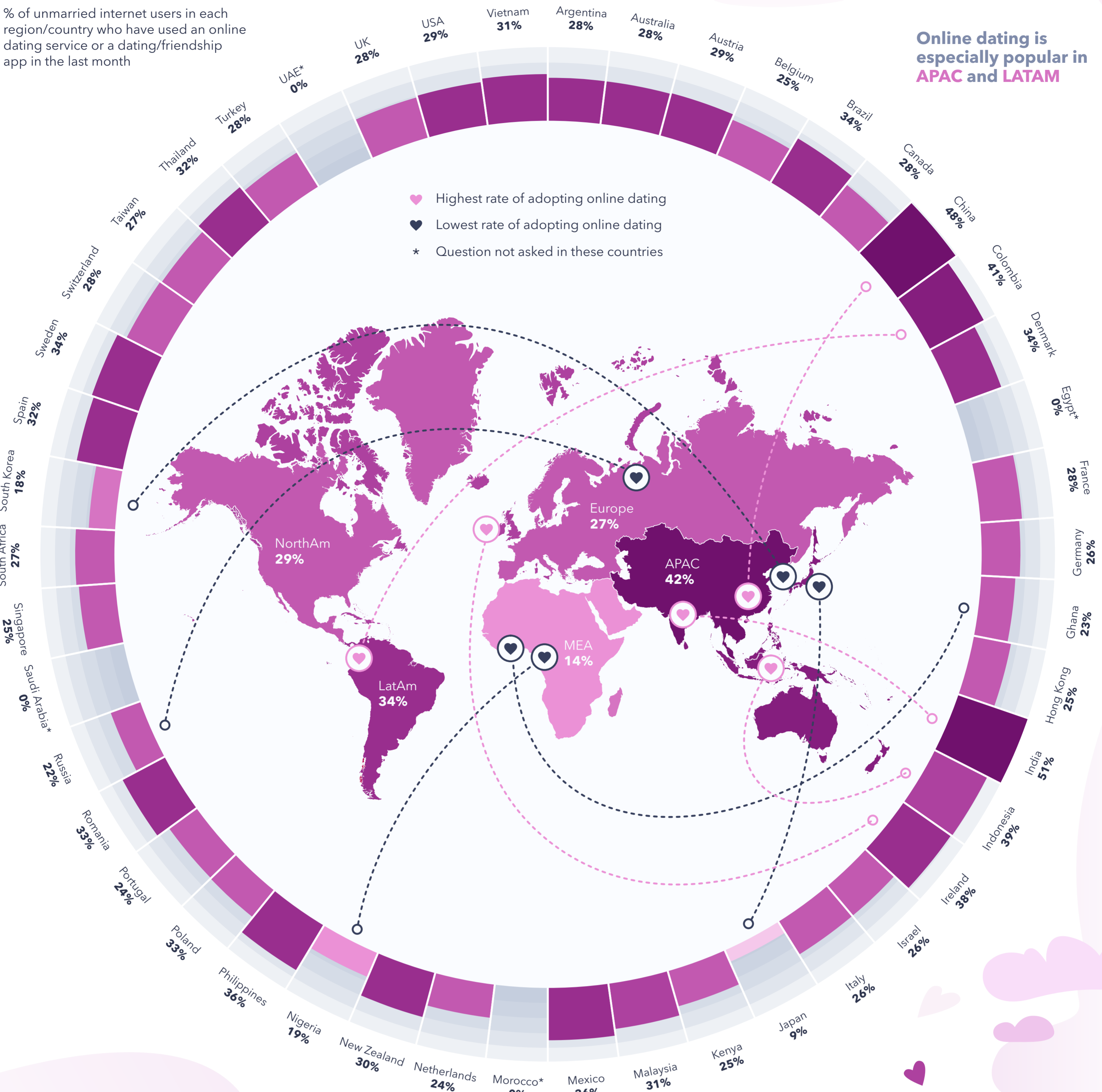
# Online dating across the world



## GLOBAL OVERVIEW

% of unmarried internet users in each region/country who have used an online dating service or a dating/friendship app in the last month

Online dating is especially popular in APAC and LATAM



## Standout characteristics

Unmarried dating app users are

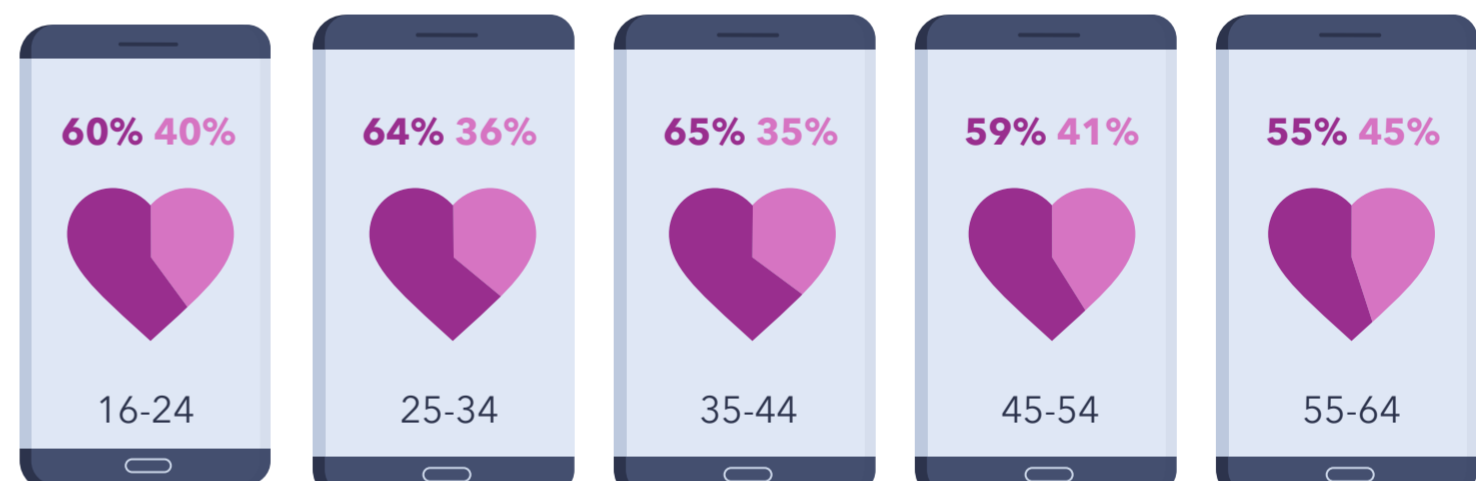
- 1.3x as likely to be a status seeker
- 1.3x as likely to use social media to meet new people
- 1.5x as likely to have visited LinkedIn in the last month (outside of China)

## AGE AND GENDER DIFFERENCES

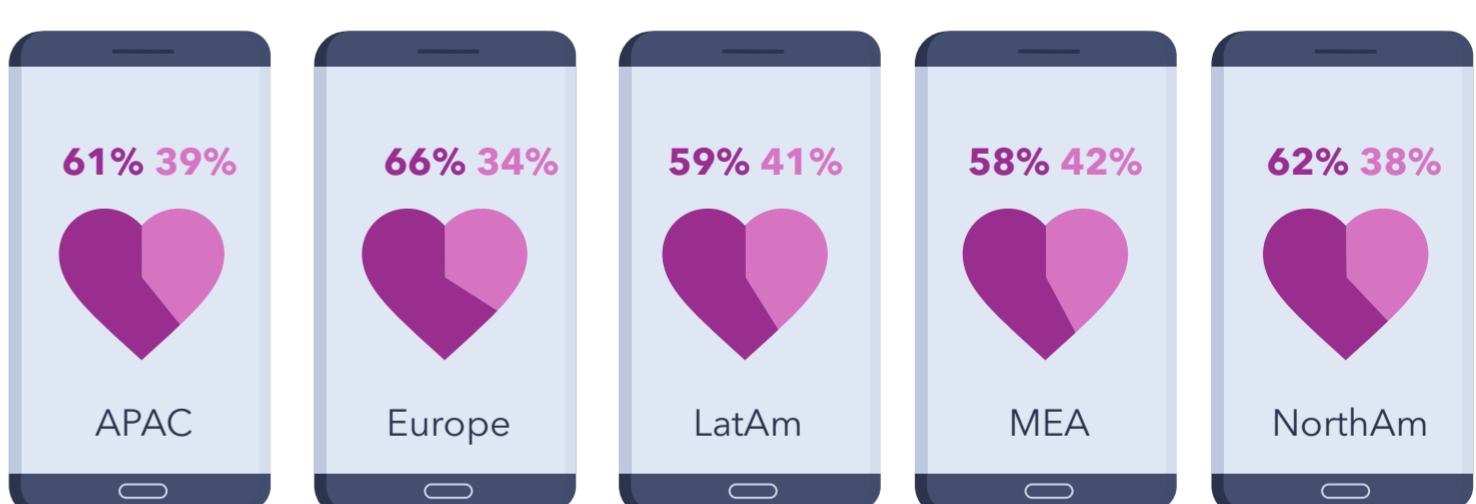
The ratio of male to female online daters in the following age and regional brackets

Male Female

### BY AGE

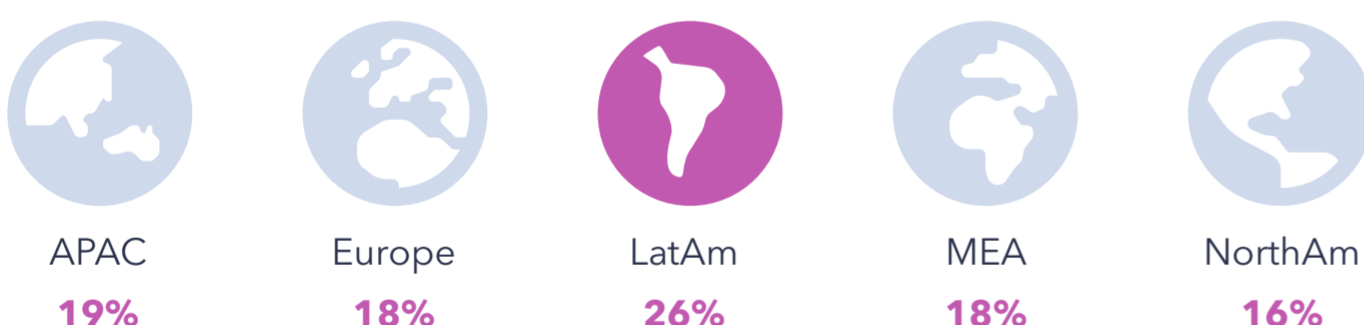


### BY REGION



## OLDER DATERS

% of online daters among unmarried 45-64-year-olds in the following regions



19% of unmarried people over 45 use online dating apps or services

Daters in the Middle East and Africa are over 4 times more likely than the average unmarried internet user to have paid for a dating service in the last month

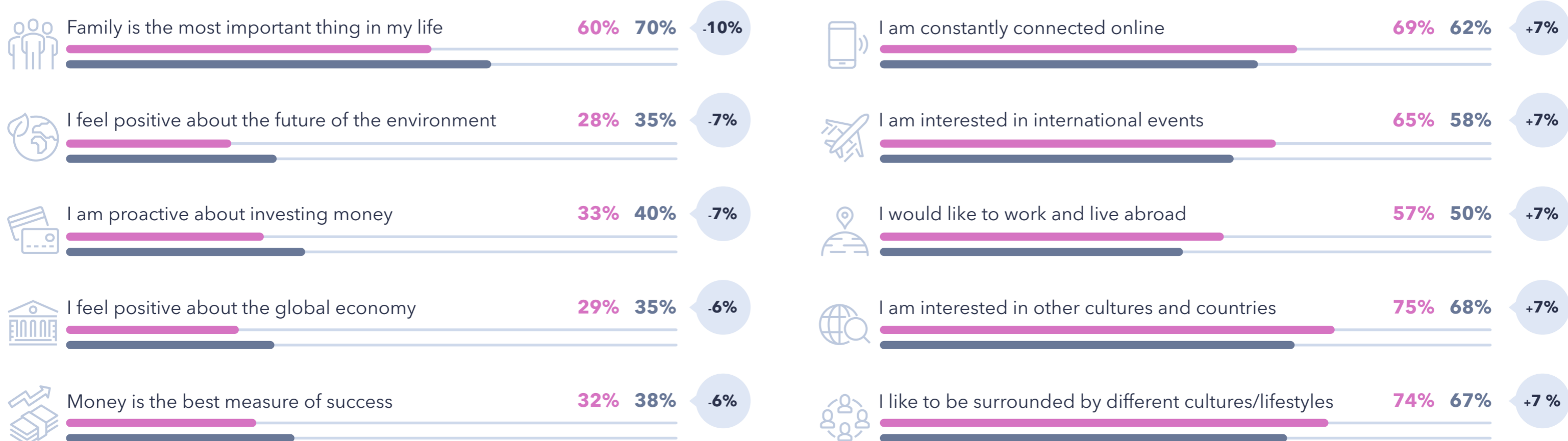
## LGB+

40% of unmarried LGB+ use online dating apps or services, 1.4x the global average

## Biggest differences in attitudes

% who say they agree with the following statements

LGB+ online daters Global online daters % difference



Unless otherwise stated, figures are from Q4 2019 data from 20,972 single, divorced or widowed respondents in 42 countries\* who have either used an online dating service or a dating and friendship app in the last month.

\*Online dating not included in surveys in Egypt, Morocco, Saudi Arabia, UAE; mobile-surveys in Ghana, Nigeria, Kenya and Morocco only include app-based dating.

Please note sexual orientation is asked in 17 countries: Australia, Austria, Belgium, Canada, Denmark, France, Germany, Ireland, Italy, Netherlands, New Zealand, Portugal, Spain, Sweden, Switzerland, USA, United Kingdom, for a total of 967 unmarried LGB+ online daters. This is compared to global online daters in these 17 markets. Indexes are against a base of unmarried internet users.