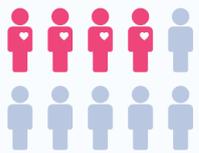
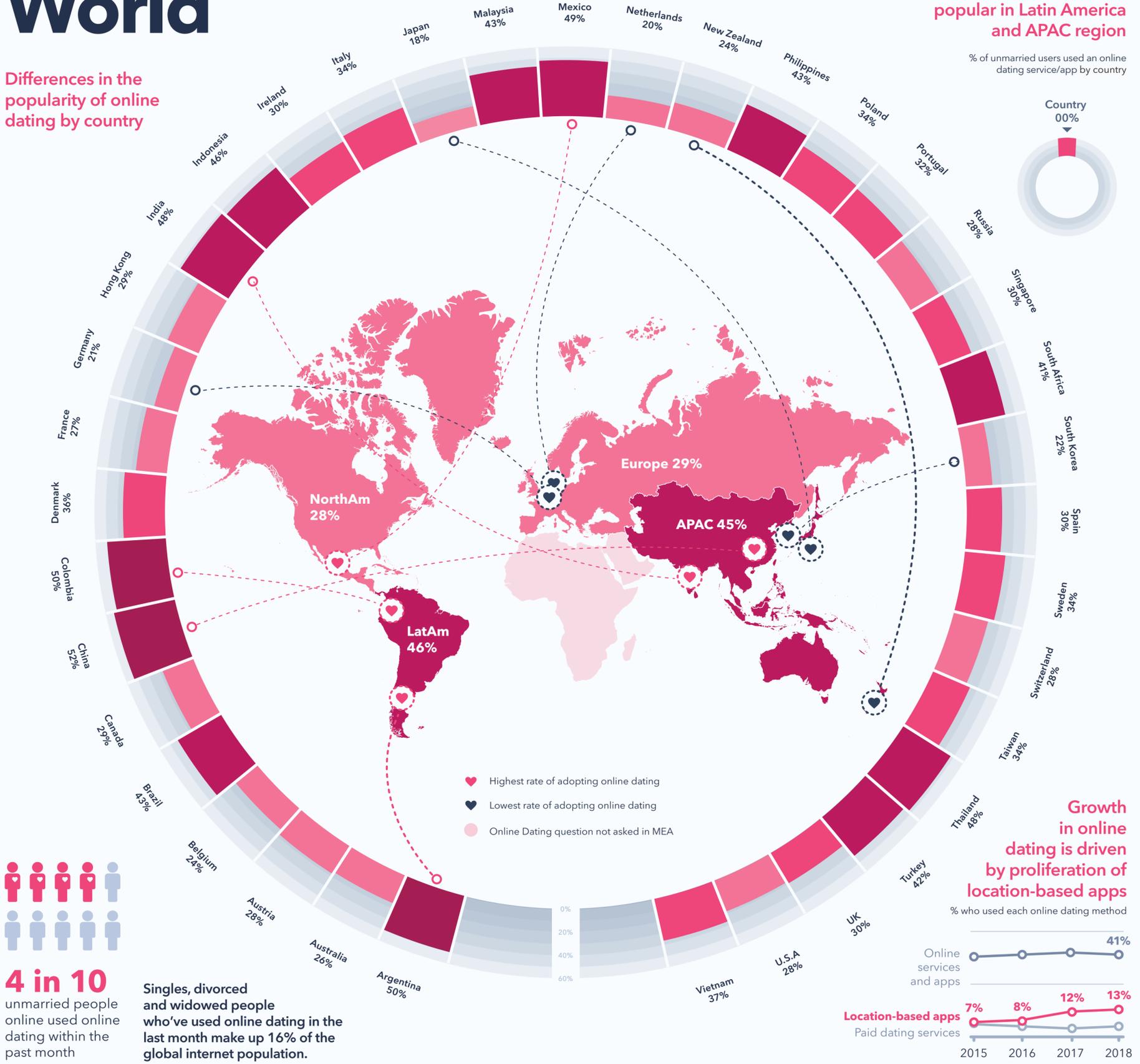


# Online Dating Across the World

Online dating is especially popular in Latin America and APAC region

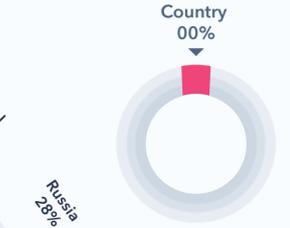
% of unmarried users used an online dating service/app by country

Differences in the popularity of online dating by country



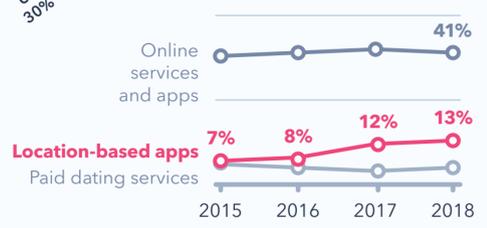
**4 in 10** unmarried people online used online dating within the past month

Singles, divorced and widowed people who've used online dating in the last month make up 16% of the global internet population.



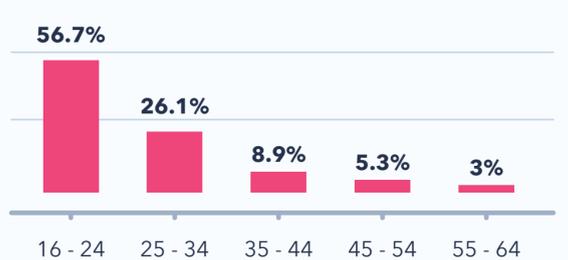
Growth in online dating is driven by proliferation of location-based apps

% who used each online dating method



## DATING AT DIFFERENT LIFE STAGES

45% of unmarried internet users 16-34 use online dating. Still much room to engage older unmarried audiences.



Culture matters as much as age: Denmark has the highest ratio of online dating among 16-34 year olds at 54%. South Korea has the lowest ratio: just 22%.



Unless otherwise noted, figures are based on responses from 11,425 single, divorced or widowed respondents in 37 countries. \*Online dating not included in surveys in Egypt, Saudi Arabia, UAE; mobile-surveys in Ghana, Nigeria, Kenya and Morocco only include app-based dating and are included in the app-usage question. 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 1,991 responses. Data on older daters are from all 28 countries with more than 75 single, divorced or widowed respondents.

## OLDER DATERS

22% of unmarried people over 45 online use online dating. Even setting aside differences in internet penetration, older people take up online dating at considerably different rates by country.

Older people account for considerably higher shares of online daters in Europe

49% are divorced or widowed, 51% never married. Older daters have a more equal gender split. The ratio of men drops to 56%, even switching in some regions and markets. Women make up 58% of older online daters in LATAM.

Highest and lowest % of online daters among unmarried 45-64 year olds

China	52%	UK	15%
Argentina	50%	Germany	14%
Colombia	50%	Netherlands	12%
Mexico	49%	Ireland	11%
India	48%	Japan	11%

Mature online daters more willing to adopt new technology - and to pay for dating platforms

Almost 1 in 3 older daters used location-based dating apps in the past month, and 1 in 8 used a paid-for dating service.

## LGB+ DATERS

38% of LGB+ population in surveyed countries use online dating

LGB+ people are 54% more likely to have used online dating and those under 45 are a third more likely to use online dating

Male overrepresentation in online dating is unaltered: 65% male vs. 35% women

LGB+ users account for 10% of internet users, but 15% of online daters

