

Match.com and Chadwick Martin Bailey 2009 - 2010 Studies: Recent Trends: Online Dating

Research Study Overview & Objectives

In 2009 and 2010, Match.com engaged research firm Chadwick Martin Bailey to conduct three studies to provide insights into America's dating behavior: a survey of recently married people ("Marriage Survey"), a survey of people who have used online dating ("Online Dating Survey"), and a survey of single people and people in new committed relationships ("General Survey").

Key Findings

Marriage Survey

- 17% of couples married in the last 3 years, or 1 in 6, met each other on an online dating site. (Table 1)
- In the last year, more than twice as many marriages occurred between people who met on an online dating site than met in bars, at clubs and other social events combined. (Table 1)
- Approximately twice as many recently married couples met on Match.com than the site that ranked second. (Table 2)

Online Dating Survey

- Match.com has led to more than twice as many dates (Table 3) and twice as many relationships (Table 4) as the site that ranked second.

General Survey

- 1 out of 5 single people have dated someone they met on an online dating site. (Table 5)
- 1 out of 5 people in a new committed relationship (including marriage) met their significant other on an online dating site. (Table 6)

Methodology:

For each of the three studies, data was collected through research via an online Consumer Research Panel:

- Marriage Survey: 7000 US adults age 18+, married within the past 5 years
- Online Dating Survey: 3000 US adults age 18+, who used online dating in the past 5 years
- General Survey: 2525 US adults age 18+ with incomes > \$ 30,000

Appendix: Data Tables

Table 1:

How did you meet your current/ most recent spouse? (Recently Married Survey: N = 7000)

Method of meeting spouse	2009/2010	Past 3 Years
Via Online Dating Site	17%	17%
Through a friend/ family member	27%	26%
Through work/ school	38%	36%
Through church/ place of worship	4%	4%
Through bars/clubs/ other social events	8%	11%
Other	6%	7%

Table 2:

On which online dating website did you meet your spouse? (Recently Married Survey: N = 7000)

Dating Site	Share of Marriages
Match.com	30%
2nd Ranked Competitor	16%
3rd Ranked competitor	15%

*Dating sites included in survey: Chemistry.com, eHarmony.com, MSN Dating & Personals, Singlesnet.com, True.com, Yahoo! Personals, PlentyofFish.com and Other (open ended)

Table 3:

How many dates did you have via [brand?] (Online Dating Site Usage Survey: N = 3000)

Dating Site	Share of Dates
Match.com	42%
2nd Ranked Competitor	15%
3rd Ranked competitor	15%

*Dating sites included in survey: Chemistry.com, eHarmony.com, MSN Dating & Personals, Singlesnet.com, True.com, Yahoo! Personals, PlentyofFish.com and Other (open ended)

Table 4:

How many relationships of 3 months or more did you have via brand? (Online Dating Site Usage Survey: N = 3000)

Dating Site	Share of Relationships
Match.com	35%
2nd Ranked Competitor	17%
3rd Ranked competitor	16%

*Dating sites included in survey: Chemistry.com, eHarmony.com, MSN Dating & Personals, Singlesnet.com, True.com, Yahoo! Personals, PlentyofFish.com and Other (open ended)

Table 5:

Prevalence of Online Dating as a way of Meeting People Among Singles (General Study: N = 2525)

Behavior	Current Singles (N = 1500)	Recently in Committed Relationship (N = 1025)
Have dated someone met through an online dating site in the past 2 years	21%	26%

Table 6:
Prevalence of Online Dating as a way of Meeting People Among Singles (General Study:
N=2525)

Behavior	Current Singles (N = 1500)	Recently in Committed Relationship (N = 1025)
Are currently in a relationship with someone met through an online dating site	NA	20%