

# Online dating

## Is it worth your time?

We are quickly becoming a digital (first) world, and the dating scene is no exception. As the popularity of online dating continues to surge, people may wonder, "Is online dating worth my time?"

Here are some of the highlights of online dating that can help you decide if online dating is right for you.

## Can you really meet someone online?

Every year, the Internet becomes a bigger part of the dating scene, regardless of sexual orientation or gender. In fact,

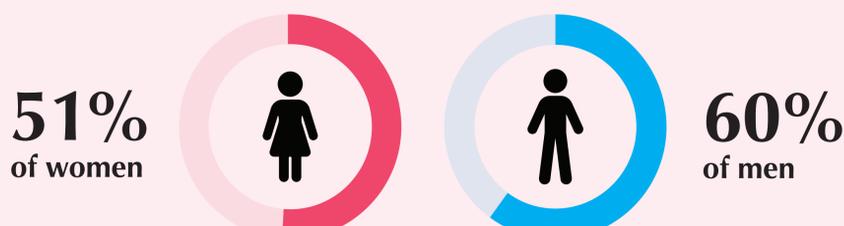


**1 in 3**  
married couples  
met online



And by 2031,  
**50%**  
of relationships  
will start online

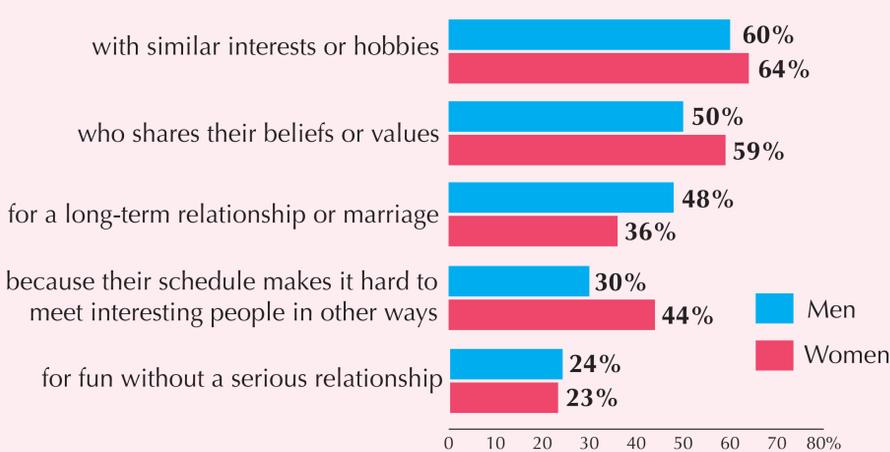
**Over half of people** agree that online dating is a good way to meet other people.



## Why do people use online dating?

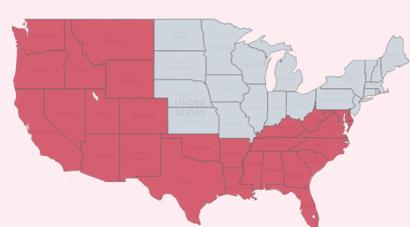
Men are more likely than women to list **finding a long-term partner** as a major reason for using online dating but, overall, most people say **finding someone with similar interests and values** is a major motivation.

### People using online dating to meet someone



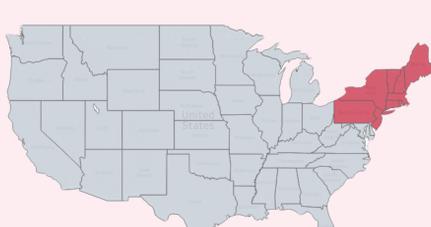
## How are people using online dating?

People across the United States mainly search for a romantic partner (exclusive or nonexclusive). They are also nearly **3 times more likely to look for romance than just sex.**



**The South and West** have the highest percentage of casual users, with nearly

**25%**  
looking for casual sex.



**The Northeast** stands out with nearly

**30%**  
using it to find friends.

The Northeast, however, is also almost **twice as likely to use it for cheating.**

## Is online dating safe?

Whether you meet someone online or in person, there are certain safety precautions you should take. Here are a few specific concerns and tips for online dating safety.

Concern	Tip
Fake Profile	Research your date before meeting by Googling them
Bad Intentions	Use trusted platforms such as eHarmony and Tinder
Privacy	Use photos that are only going to be placed on the dating site and nowhere else

## So, is online dating really worth it?

### Couples that meet online are reportedly happier.

When rating their overall satisfaction with their marriage on a scale from 1-7, "online couples" score higher.



### They are also less likely to separate.



Regardless of your gender or region, there is hope for finding love online.

## So swipe right for online dating.



Sources: Pew Research Center (2013). Internet and American Life [Dataset] YouGov Omnibus (2019). Dating Apps Survey. eHarmony and Future Foundation (2013). The Future of Dating [Report] Cacioppo (2013). Marital satisfaction and break-ups differ across online and offline meeting venues [Dataset] Mayer (2017). "The Dangers of Online Dating" — (7 Statistics & 5 Ways to Protect Yourself). In datingadvice.com