AARP Online Dating Survey

November 2012

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**Objective and Methodology**

**Objective:**
To understand the reasons why adults 50 and older who are currently single and dating try or do not try an online dating site.

**Methodology:**
Online survey conducted by Research Now using e-rewards online panel.

Survey conducted over 5 days from October 22-26, 2012.

Sample was comprised of …
- Adults 50 and older
- Single (never married, divorced, separated, widowed)
- Currently dating or interested in dating
- Split of AARP members and non members

One thousand total responses
- 500 who have used an online dating site in the past 3 years
- 500 who have never used an online dating site

Significance testing at the 95\(^{\text{th}}\) percentile level; Margin of error +/-4\%
## Sample Demographics

<table>
<thead>
<tr>
<th></th>
<th>Total</th>
<th>Online Dating Users</th>
<th>Online Dating Non Users</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Male</strong></td>
<td>40%</td>
<td>43%*</td>
<td>36%</td>
</tr>
<tr>
<td><strong>Female</strong></td>
<td>60%</td>
<td>57%</td>
<td>64%</td>
</tr>
<tr>
<td><strong>AARP Member</strong></td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td><strong>AARP Non Member</strong></td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
</tr>
<tr>
<td><strong>Northeast</strong></td>
<td>20%</td>
<td>20%</td>
<td>21%</td>
</tr>
<tr>
<td><strong>South</strong></td>
<td>31%</td>
<td>32%</td>
<td>29%</td>
</tr>
<tr>
<td><strong>West</strong></td>
<td>25%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td><strong>Midwest</strong></td>
<td>24%</td>
<td>24%</td>
<td>24%</td>
</tr>
<tr>
<td><strong>Less than $50K</strong></td>
<td>42%</td>
<td>41%</td>
<td>44%</td>
</tr>
<tr>
<td><strong>$50K to less than $100K</strong></td>
<td>41%</td>
<td>42%</td>
<td>39%</td>
</tr>
<tr>
<td><strong>$100K or more</strong></td>
<td>17%</td>
<td>17%</td>
<td>17%</td>
</tr>
</tbody>
</table>

*Significant difference between users and non users
### Sample Demographics (Continued)

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Total</th>
<th>Online Dating Users</th>
<th>Online Dating Non Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>High school/some college</td>
<td>35%</td>
<td>31%</td>
<td>39%*</td>
</tr>
<tr>
<td>College Grad</td>
<td>37%</td>
<td>39%</td>
<td>34%</td>
</tr>
<tr>
<td>Graduate School</td>
<td>28%</td>
<td>30%</td>
<td>27%</td>
</tr>
<tr>
<td>Employed</td>
<td>65%</td>
<td>68%</td>
<td>62%</td>
</tr>
<tr>
<td>Retired</td>
<td>30%</td>
<td>27%</td>
<td>33%*</td>
</tr>
<tr>
<td>Not employed/Housewife</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Age 50-59</td>
<td>57%</td>
<td>57%</td>
<td>56%</td>
</tr>
<tr>
<td>Age 60-69</td>
<td>35%</td>
<td>37%</td>
<td>33%</td>
</tr>
<tr>
<td>Age 70+</td>
<td>8%</td>
<td>6%</td>
<td>11%</td>
</tr>
<tr>
<td>Single, never married</td>
<td>24%</td>
<td>19%</td>
<td>30%*</td>
</tr>
<tr>
<td>Separated</td>
<td>3%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Divorced</td>
<td>55%</td>
<td>60%*</td>
<td>50%</td>
</tr>
<tr>
<td>Widowed</td>
<td>18%</td>
<td>19%</td>
<td>16%</td>
</tr>
</tbody>
</table>

*Significant difference between users and non users*
Executive Summary

- Demographic differences exist by use of online sites
  - Males who are currently dating are significantly more likely to use an online dating service than not use one (43% vs. 36%)
  - Those currently dating who have a high school diploma or some college are significantly more like to be non users versus users of online dating sites (39% vs. 31%)
  - Retired persons who are currently dating are significantly more likely to be non users versus users of online dating sites (33% vs. 27%)
  - Single, never married people age 50 or older who are currently dating are significantly more likely to be non users versus users of online dating sites (30% vs. 19%)
Executive Summary – Reasons Why People Over 50 Try Online dating

- The top 3 reasons why people over 50 try an online dating site are:
  - They are able to meet a broader range of people (23%)
  - There is no pressure. They don’t have to reply or talk to people they don’t want to (20%)
  - A friend recommended it (14%)

- Gender Differences:
  - Women are significantly more likely to try it based on a recommendation from a friend as compared to men (18% vs. 9%);
  - And men select they ‘don’t have time to go out and meet people the traditional way’ as one of the top 3 reasons why they use online dating sites (14%) versus a friend recommended it (9%)
  - Additionally, significantly more men (12%) try it because it seemed like it would be fun as compared to women (7%)

- AARP Membership Differences:
  - AARP Non members (15%) tend to have less time to go out and meet people the traditional way compared to members (10%) which is why they try online dating

- Age Differences
  - Those age 50-59 tend to not have time to go out and meet people the traditional way (15% vs. 11% ) and not want to have pressure to reply if they don’t want to (21% vs. 17%); whereas, those age 60-69 tend to try online dating based on a recommendation from a friend (15% vs. 12%)

- Regional Differences:
  - Compared to other regions those in the West try online dating more for the broader range of people (26%) as well as not having the time to meet people the traditional way (18%).

- Income Differences:
  - Over a quarter of those making less than $50K try it because there is no pressure to respond
  - Over a quarter of those making $50K to less than $100K try it to meet a broader range of people.
  - Those making over $100K try it for different reasons: Broader range of people (18%), not having time to meet people the traditional way (18%) and it seemed like it would be fun (15%)

- Education Differences:
  - Significantly more of those with high school diplomas or some college (31%) try it because of the lack of pressure to respond
  - Over a quarter of college and graduate school grads try it because of the ability to meet a broader range of people

- Employment Differences:
  - Those retired (26%) tend to try because there is no pressure to reply.
  - Those employed try because of the broader range or people (23%) and because they don’t have time to meet people the traditional way (18%)
Executive Summary – Main Purpose People Over 50 Use Online dating

- The top 3 purposes why people over 50 use an online dating site are:
  - A serious relationship (48%)
  - Friendship/Companionship (26%)
  - Casual dating (14%)

- Gender Differences:
  - Women are significantly more likely to be looking for friendship/companionship (30% vs. 21%)
  - More men than women are looking for intimacy/sexual relations (10% vs. 1%)

- AARP Membership Differences:
  - More AARP non members are looking for a serious relationship than AARP members (52% vs. 48%)

- Age Differences
  - Those age 50-59 are looking for a serious relationship compared to those age 60-69 (53% vs. 43%)
  - Those age 60-69 want friendship/companionship versus those 50-59 (34% vs. 20%)

- Income Differences:
  - Half of those with incomes greater than $50K (50%) are mainly looking for a serious relationship
  - Those making over $100K choose intimacy/sexual relations more (9% vs. 6 % and 2%)

- Education Differences:
  - The more educated they are, the more likely they are looking for a serious relationship and the less likely they are looking for friendship/companionship or casual dating

- Employment Differences:
  - Those employed are using online dating to enter into a serious relationship versus those retired (51% vs. 44%)
  - Significantly more of those retired (38%) are using it to find friendship/companionship compared to those employed (21%)
Executive Summary – Reasons People Over 50 Do Not Try Online dating

- The top 3 reasons why people over 50 never try an online dating site (other than currently dating someone) are:
  - Online dating does not fit their lifestyle (18%)
  - Heard too many negative stories about online dating (13%)
  - Too risky to talk to strangers online (12%)

- Gender Differences:
  - Men are significantly more likely to say that online dating does not fit their lifestyle compared to women (27% vs. 13%)
  - Women are significantly more likely to say it is too risky to talk to strangers online compared to men (16% vs. 7%)

- Regional Differences:
  - Compared to other regions, those living in the West are more likely not to try online dating because it doesn’t fit their lifestyle (26% compared to 19%, 11% and 13%)

- Income Differences:
  - Mid income levels ($50K to less than $100K) as compared to lower income levels are more likely not to try because online dating does not fit their lifestyle (25% vs. 11%)

- Education Differences:
  - Those with high school diplomas or some college are more likely to choose that it is too risky to talk to strangers on the internet (16% vs. 11% and 10%)
  - College grads are more likely to select that there is no trusted site out there geared specifically to the 50+ age group

- Employment Differences:
  - Those retired (22%) tend not to try because online dating does not fit their lifestyle
Main Reason Why Tried
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Gender

- Males and females age 50 or older try online dating services for different reasons. Males want to be able to meet a broader range of people and not have any pressure to reply. Whereas females also try based on a recommendation from a friend.

*Significant difference between genders
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by AARP Membership

- While there are no significant difference between AARP members and non members, AARP members tend to select ‘no pressure’ as a reason more often than non members.
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Age

- While there are no significant differences between age groups, those age 50-59 tend to select ‘no pressure’ as a reason more often than those 60-69. Whereas, those 60-69 tend to select ‘a friend recommended it’ more often than the 50-59 age group.
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Region

- While not significant, some regional differences do exist. The West and Midwest tend to try online dating because of the broader range of people. Midwest users also tried because of the ‘no pressure’.

*Significant difference among regions

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Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Income

- Significant difference do exist based on income. Those making less than $50K try it because of ‘no pressure’ more often than those making a higher income. Over a quarter of those making $50K to less than $100K try it because of the broader range of people. Those making more than $100K are more likely to try it because of lack of time to meet people the traditional way.
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Education

- Those with high school diplomas or some college are significantly more likely to try because of the lack of pressure to respond.
- Over a quarter of college and graduate school grads try because of the ability to meet a broader range of people.

*Significant difference among Education groups

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The power to make it better.
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by AARP Membership

- Those retired tend to try because there is no pressure to reply. Those employed like the ability to meet a broader range of people as well as not having to take the time to do it the traditional way.

Afriend recommended it
I don't have the time to go out and meet people the traditional way
It seemed like it would be fun
It seems to be the new thing for people my age (50+)
Everyone's doing it - This is the way people meet

• Those retired tend to try because there is no pressure to reply. Those employed like the ability to meet a broader range of people as well as not having to take the time to do it the traditional way.
Main Purpose for Using
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Gender

- The main purpose for using is to enter into a serious relationship.
- More women than men tend to use it for friendship/companionship.
- More men than women indicate using it for intimacy/sexual relations.
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by AARP Membership

- AARP non members are more likely to use to find a serious relationship.

*Significant difference between members and nonmembers

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Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Age

- Those age 50-59 select a serious relationship as their main purpose.
- Those 60-69 are looking for friendship/companionship as well as a serious relationship.

*Significant difference between age groups
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Region

- Regional differences do not exist.

*Significant difference among regions

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Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Income

- High income users are more likely to select a serious relationship as the main purpose.

*B Significant difference compared to 50K to less than 100K
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Education

- The more educated, the more likely looking for a serious relationship and the less likely looking for friendship/companionship or casual dating.
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Employment

- Those employed are using online dating to enter into a serious relationship. Those that are retired are really looking for friendship/companionship.

*Significant difference between employment groups
Main Reason Why Have Not Tried
Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Gender

- Males are significantly more likely to say that online dating does not fit their lifestyle.
- Women are more likely to indicate that it is too risky to talk to strangers online.

*Significant difference between genders

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Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by AARP Membership

- No differences exist between members and non members.
Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Age

- Online dating does not fit my lifestyle
- I’ve heard too many negative stories about online dating
- Too risky to talk to strangers online
- I’m not comfortable interacting on the net/computer
- No trusted site out there specifically to the 50+ age group
- Scared to put myself out there in the dating world again
- Online dating sites ask for too much personal information
- Those who use online dating sites are perceived to be strange or weird
- My friends steered me away from it
- Currently Dating Someone

- No differences exist based on age.
Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Region

• Those living in the West are more likely to say that online dating does not fit their lifestyle.

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*Significant difference among regions

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Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Income

- Those with higher incomes are much more likely to say that online dating does not fit into their lifestyle.
Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Education

- College grads are less likely to think that online dating does not fit their lifestyle.
- Those with high school diplomas or some college are more likely to say that it is too risky to talk to strangers on the internet.

Note: *Significant difference among education groups*
Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Employment

- Retired persons are more likely to say that online dating does not fit their lifestyle.

*Significant difference between employment groups