



AARP Online Dating Survey

November 2012



AARP is a nonprofit, nonpartisan organization, with a membership of more than 37 million, that helps people 50+ have independence, choice and control in ways that are beneficial to them and society as a whole. AARP does not endorse candidates for public office or make contributions to either political campaigns or candidates. We produce AARP The Magazine, the definitive voice for Americans 50+ and the world's largest-circulation magazine; AARP Bulletin, the go-to news source for the 50+ audience; AARP VIVA, a bilingual lifestyle multimedia platform addressing the interests and needs of Hispanic Americans; and national television and radio programming including My Generation and Inside E Street. The AARP Foundation is an affiliated charity that provides security, protection, and empowerment to older persons in need with support from thousands of volunteers, donors, and sponsors. AARP has staffed offices in all 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands. Learn more at

www.aarp.org

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 95th percentile level; Margin of error +/-4%

Sample Demographics

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

3 *Significant difference between users and non users



Sample Demographics (Continued)

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

4 *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 likely 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 of 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

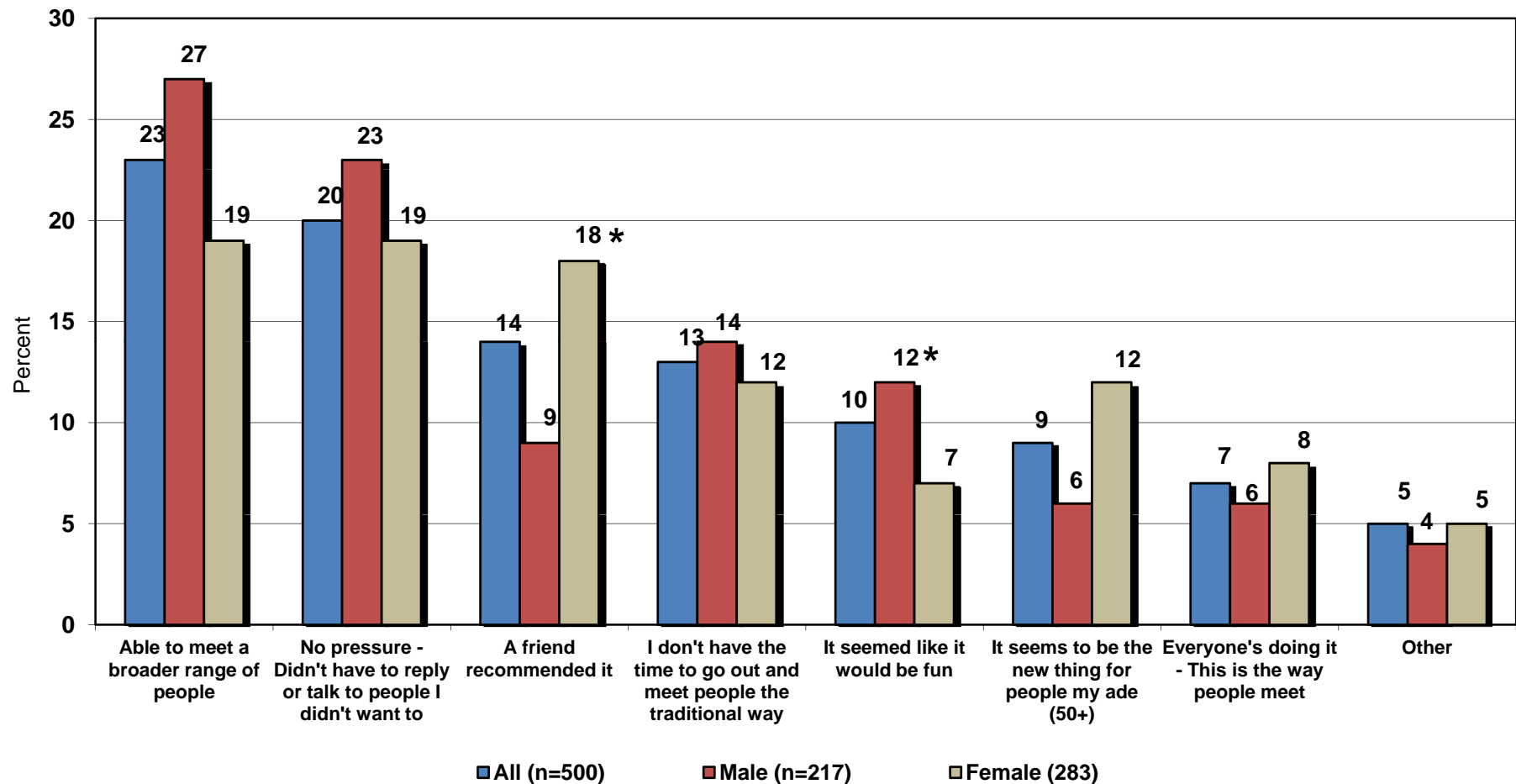
- The top 3 reasons why people over 50 never try an online dating site (other than currently dating someone) are:
 - Online dating does not fit their lifestyle (18%)
 - Heard too many negative stories about online dating (13%)
 - Too risky to talk to strangers online (12%)
- Gender Differences:
 - Men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



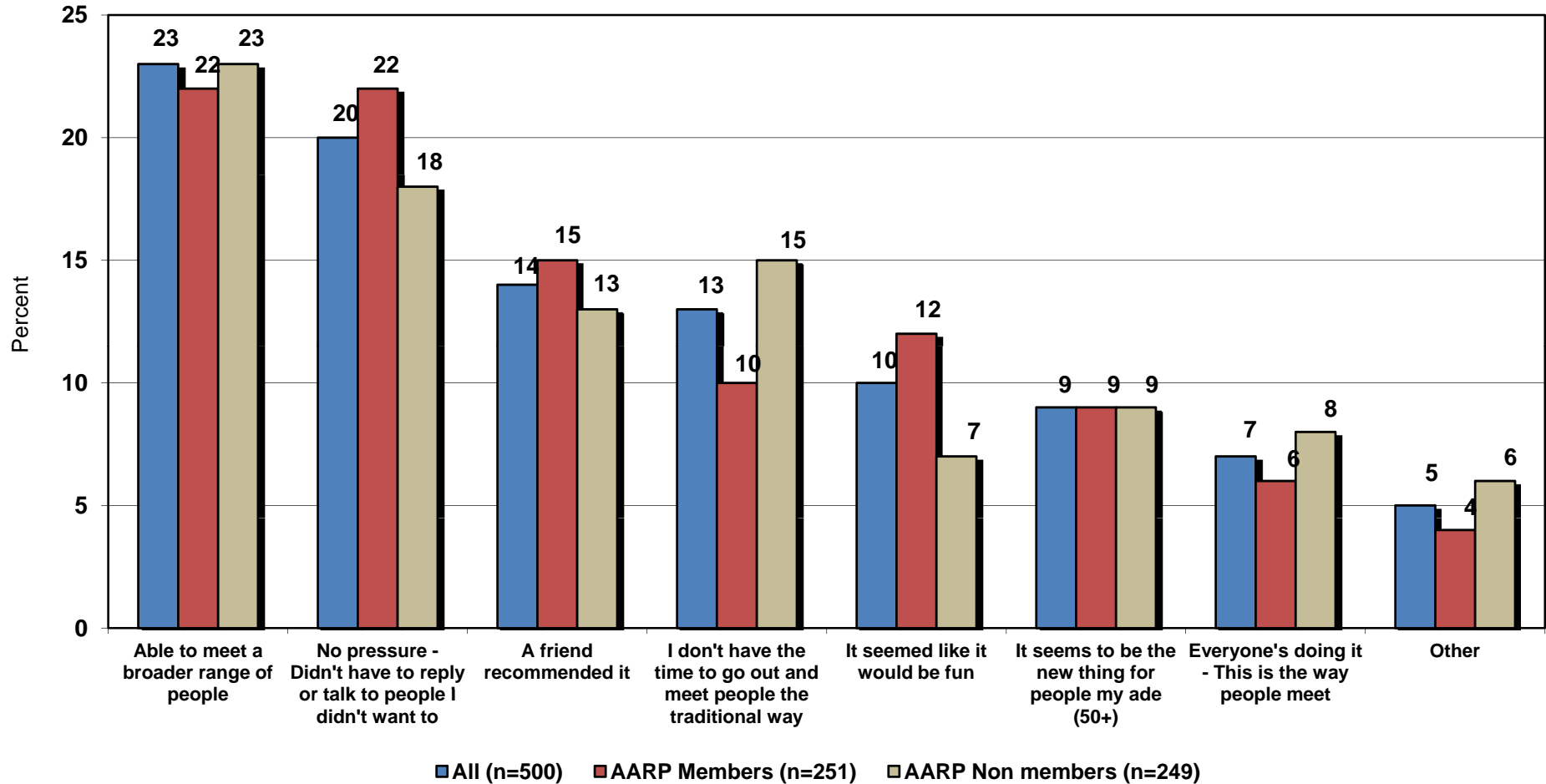
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Gender



• 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.

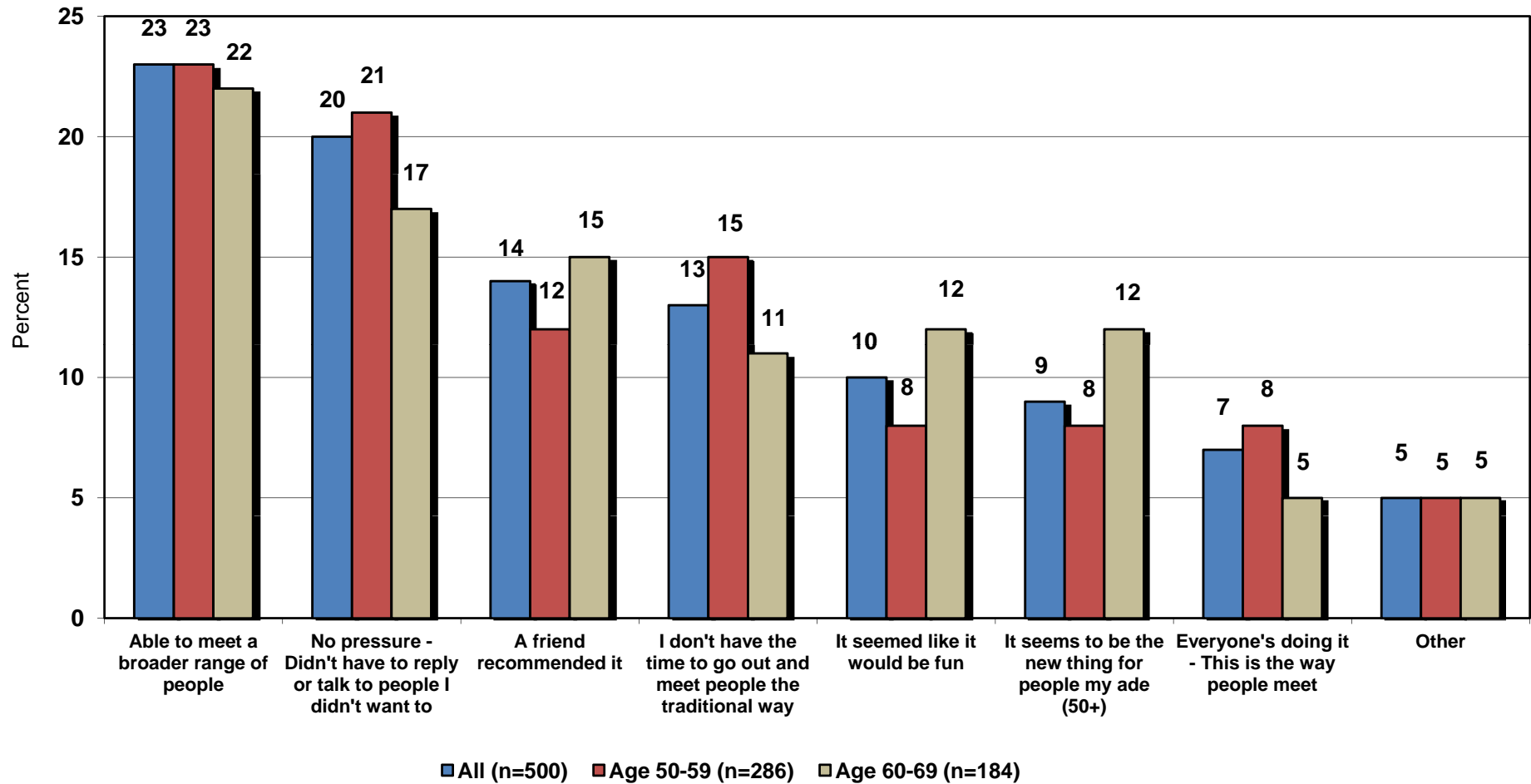
10 *Significant difference between genders

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.

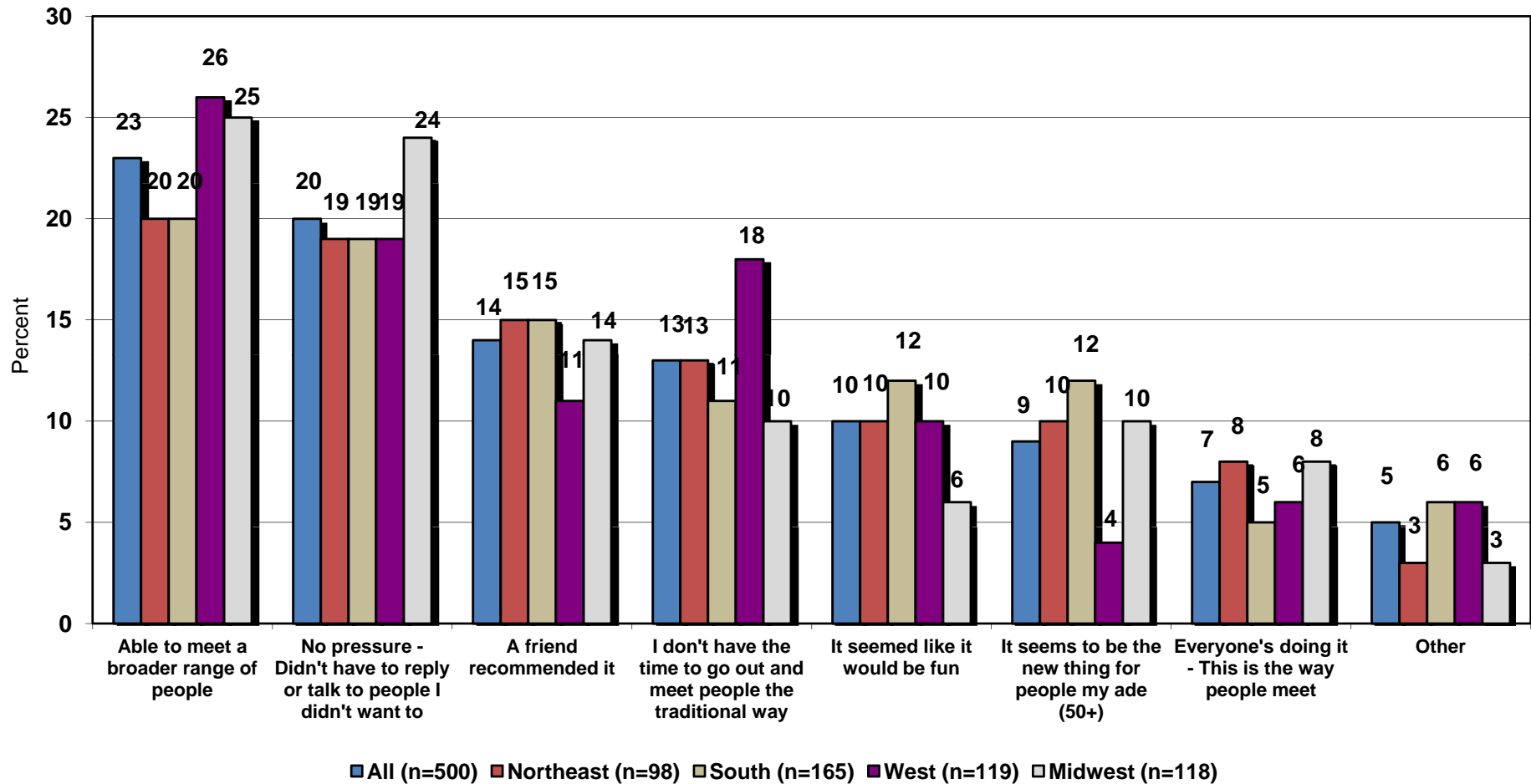
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Age



• While there are no significant difference 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.

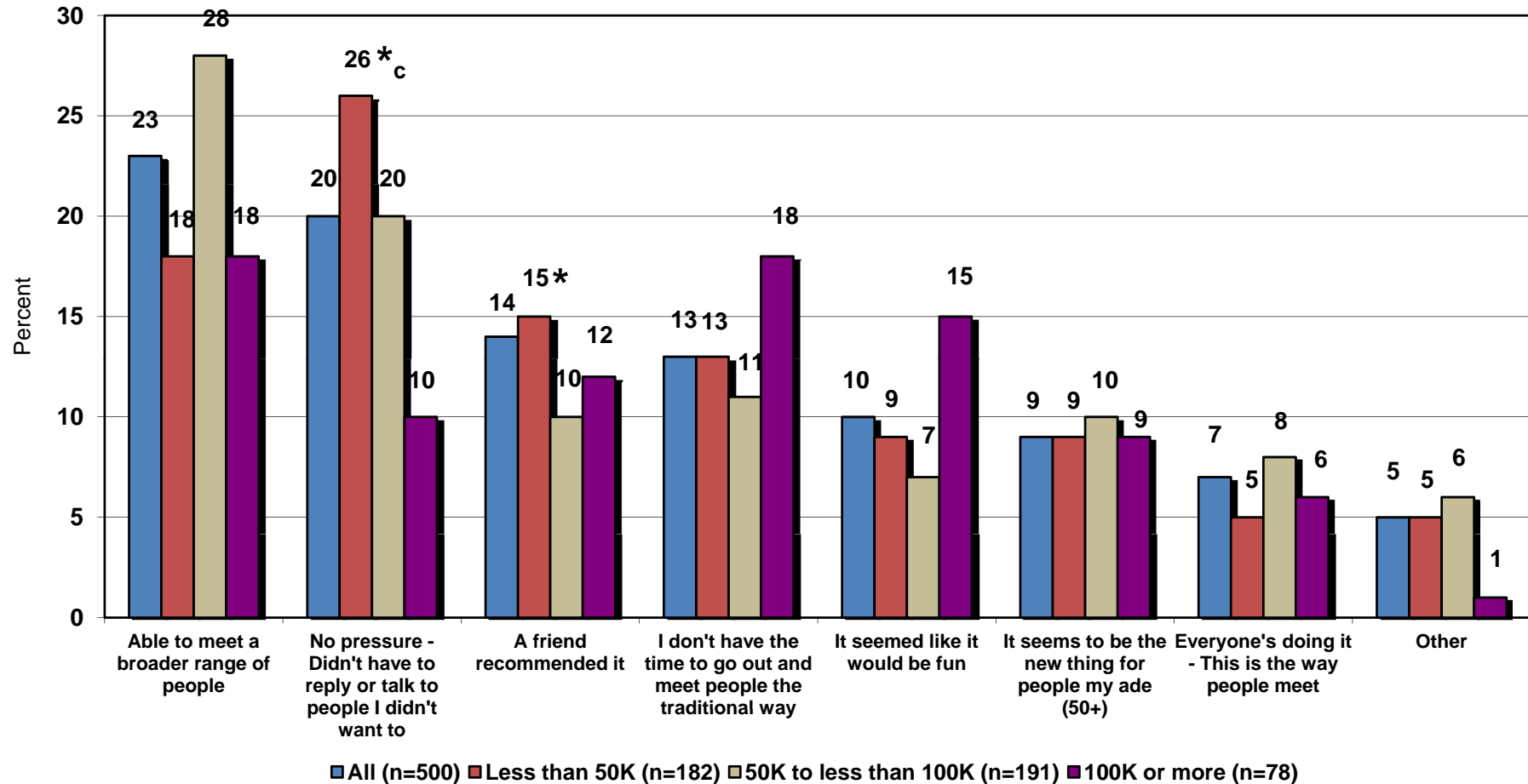
12 *Significant difference between age groups

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'.

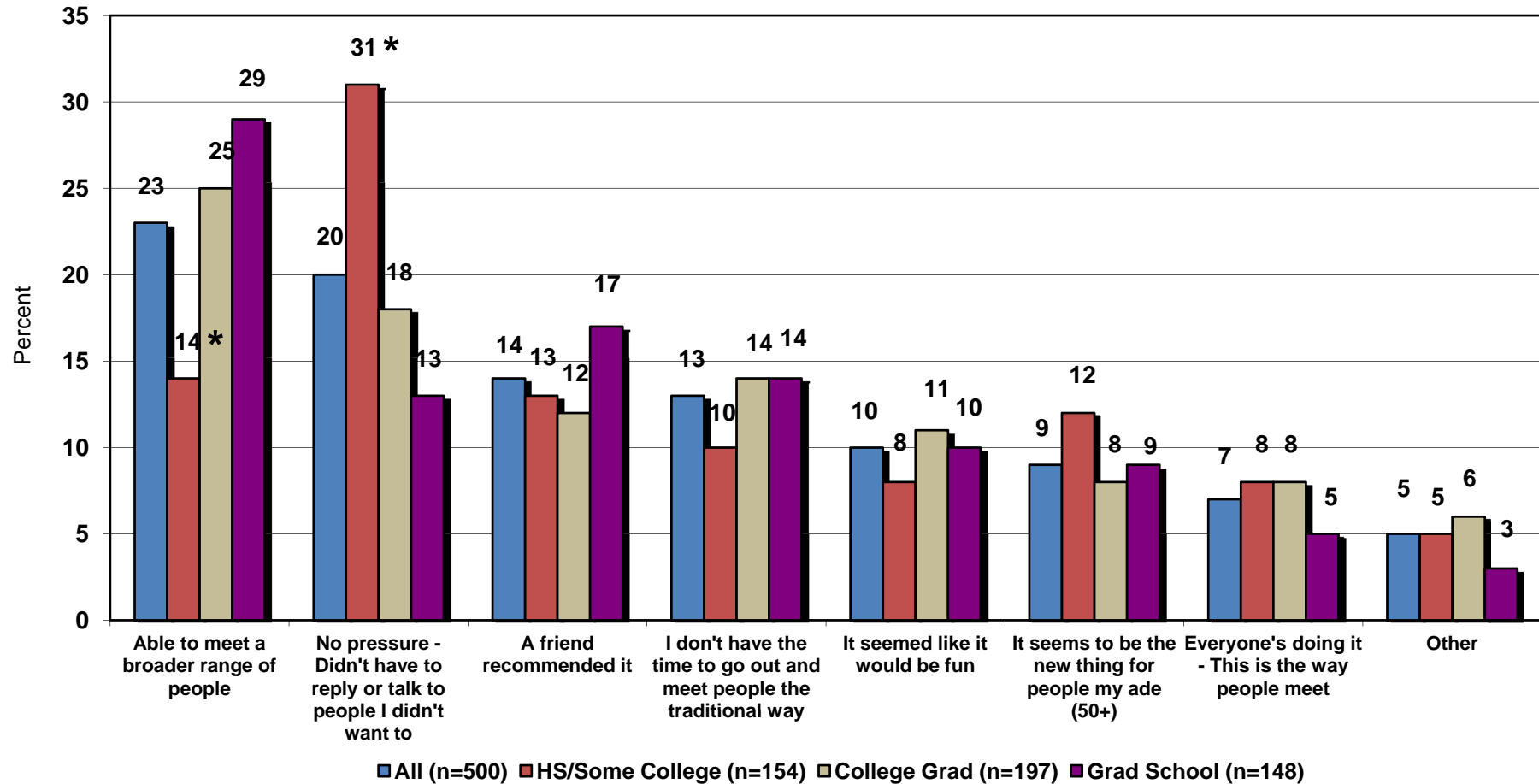
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Income



• Significant differences 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.

14 *Significant difference among income groups
 *C Significance difference compared to 100K or more

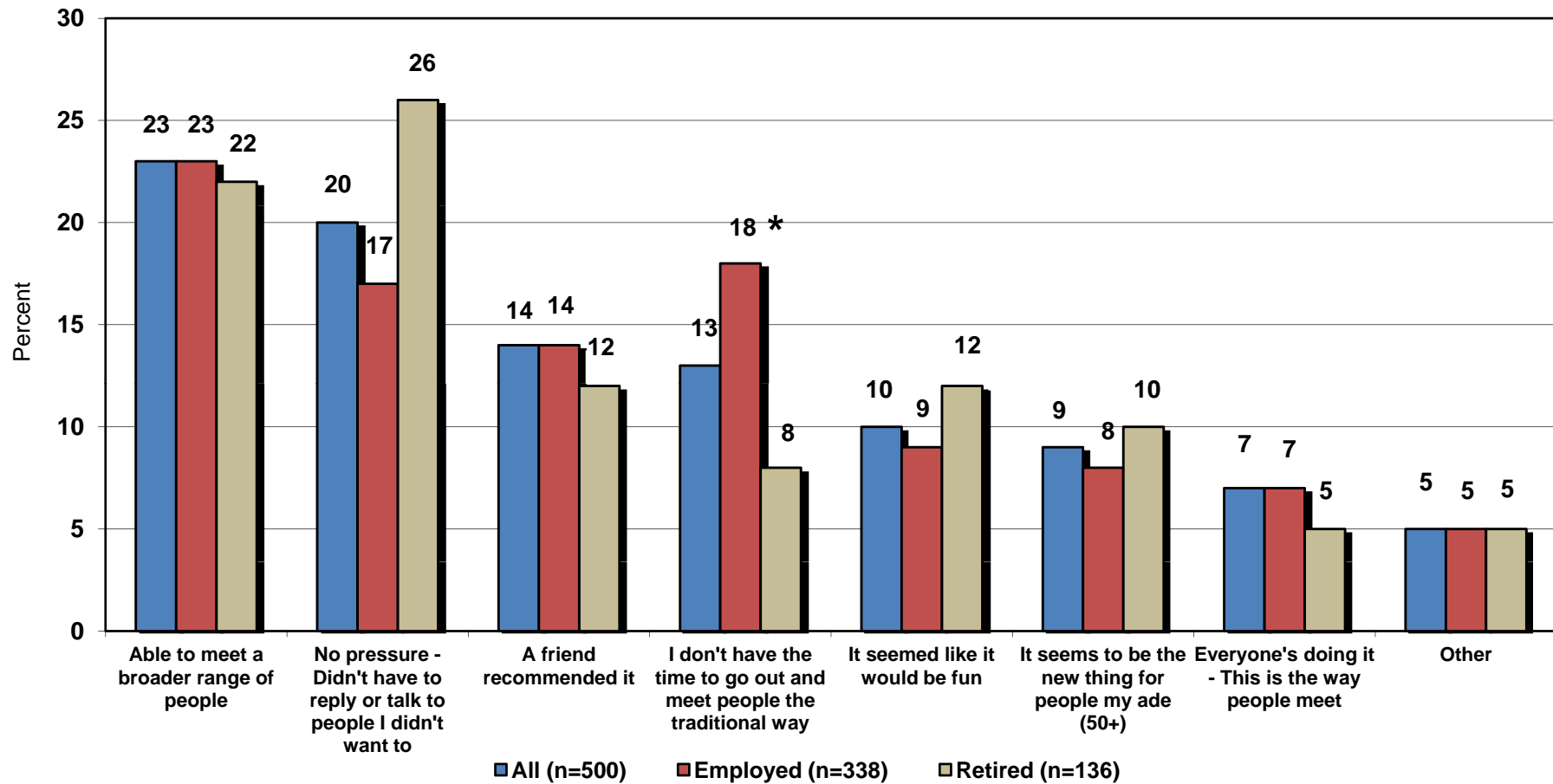
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Reason Why Tried by Education



- 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.

15 *Significant difference among Education groups

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



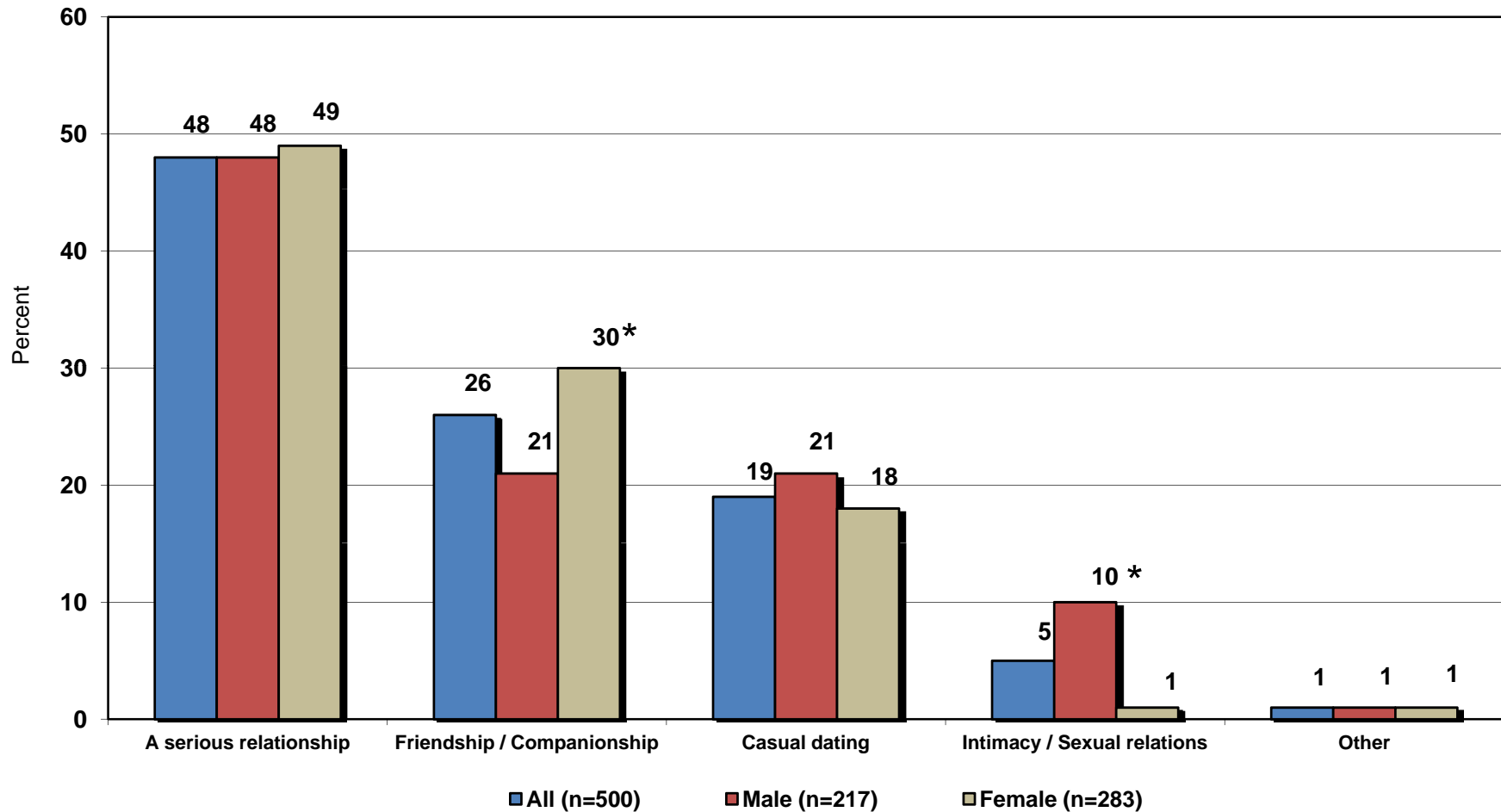
• Those retired tend to try because there is no pressure to reply. Those employed like the ability to meet a broader range of people as well as not having to take the time to do it the traditional way.



Main Purpose for Using



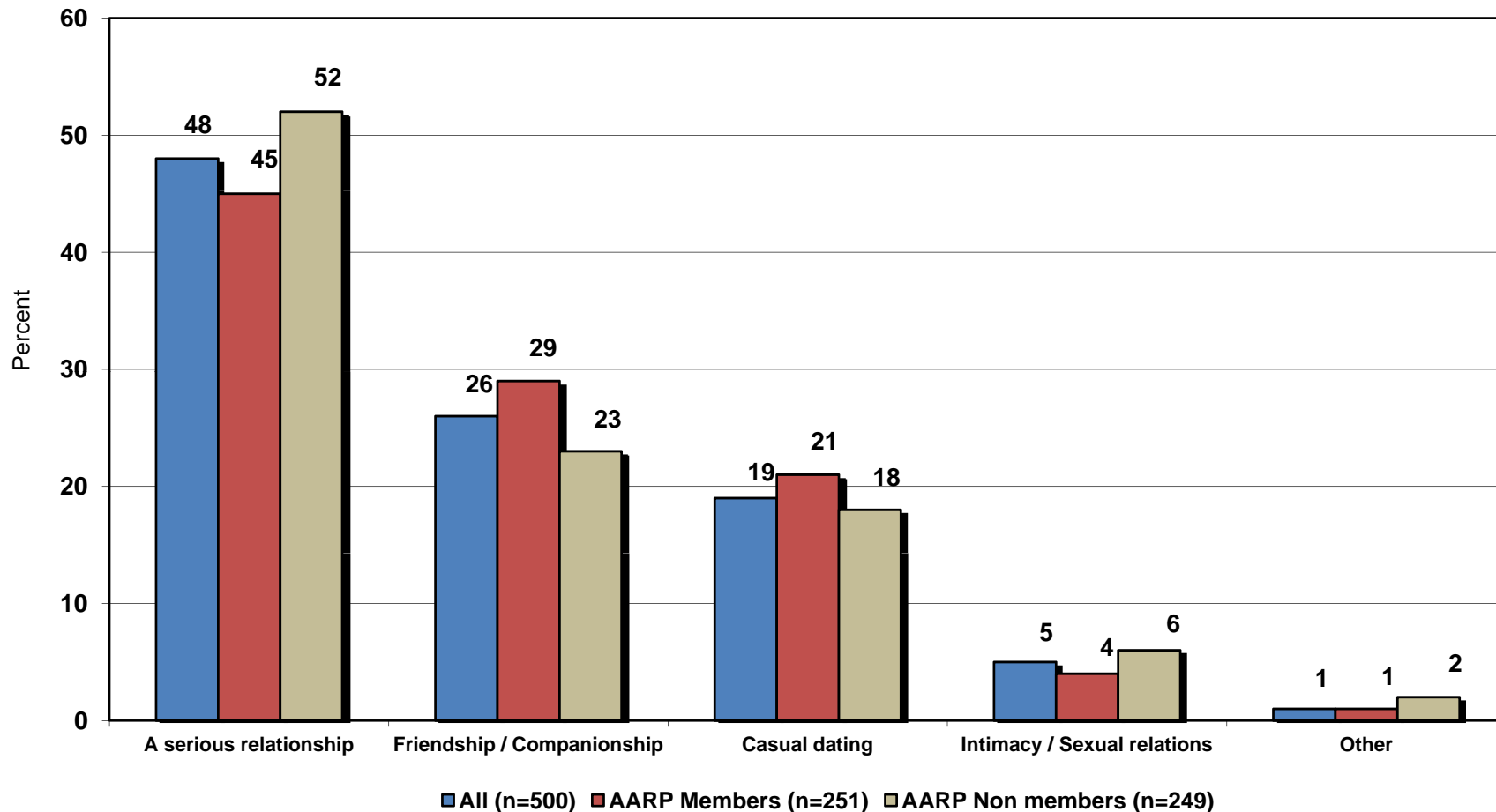
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Gender



- 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.

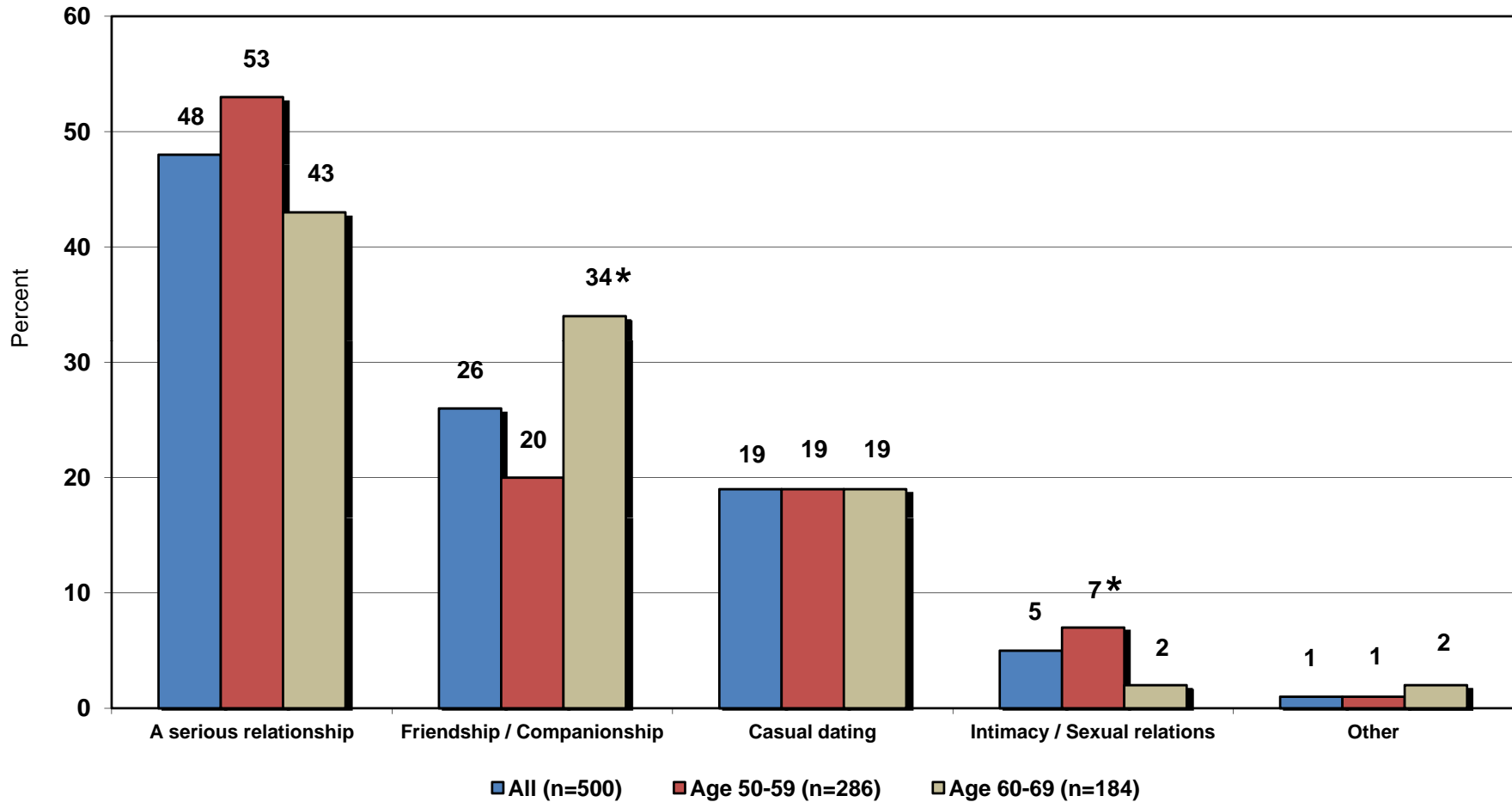
18*Significant difference between genders

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.

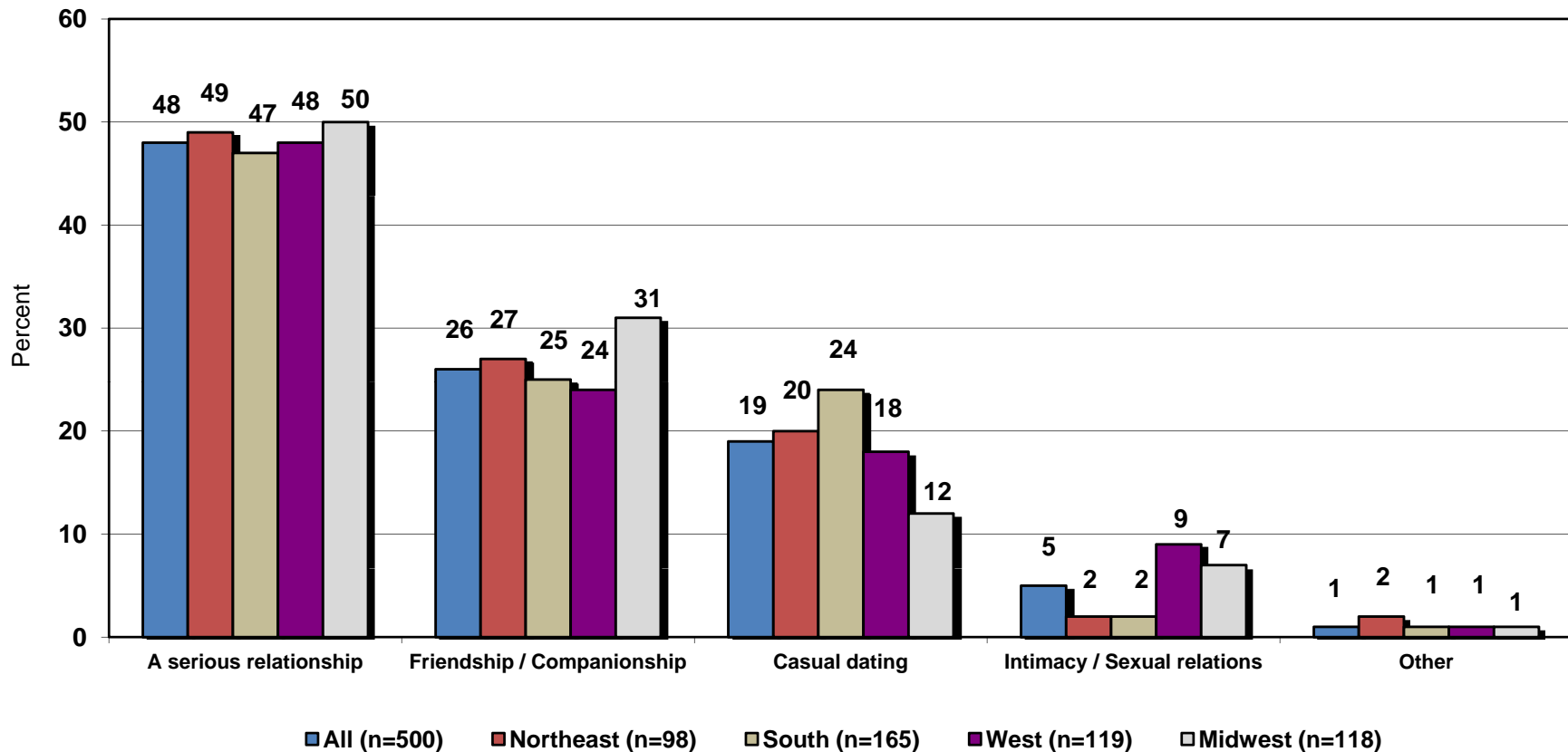
Americans 50 or older who use or have used an online dating service within the past 3 years – Main Purpose for Using by Age



- 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.

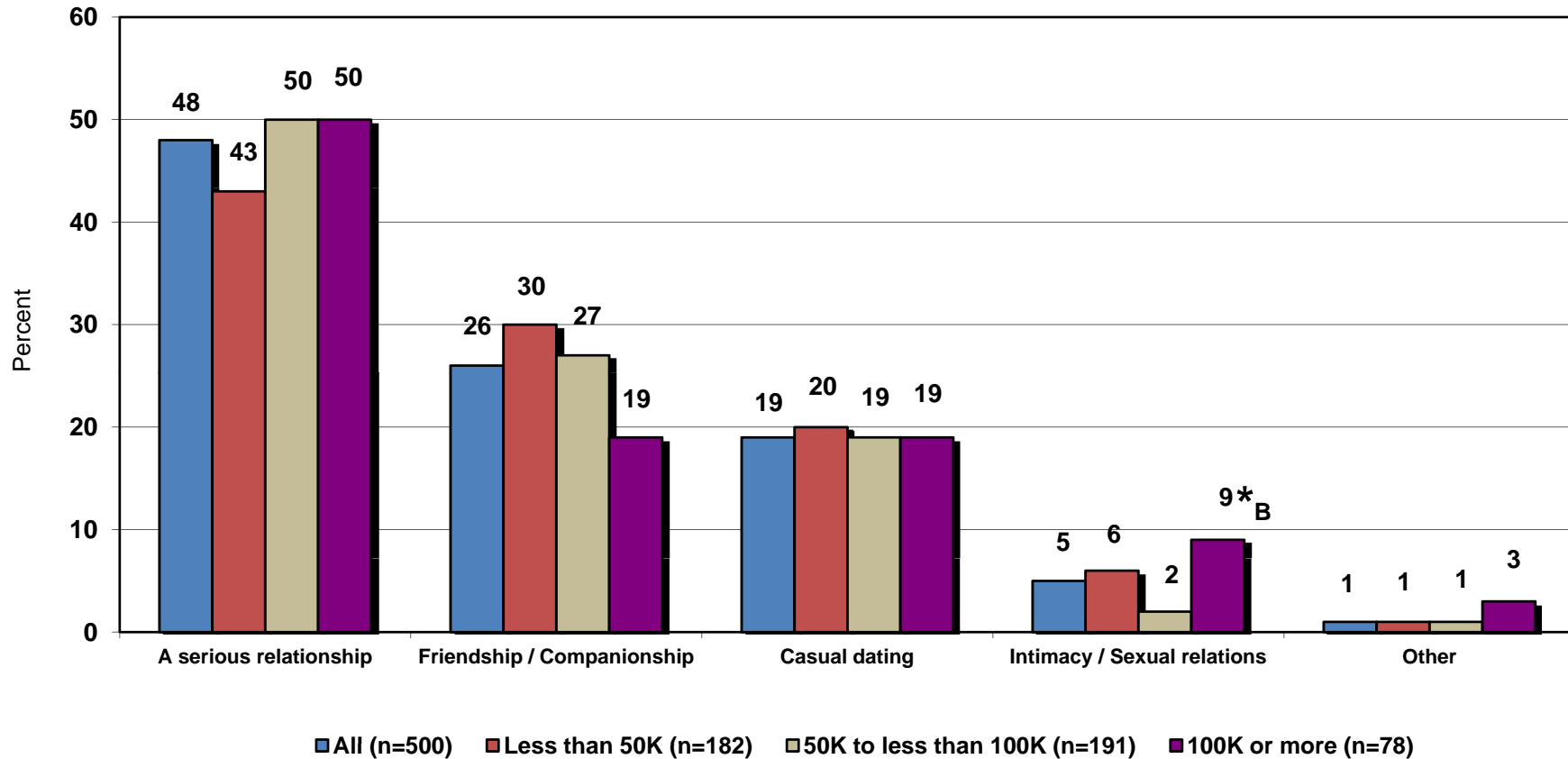
20 *Significant difference between age groups

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



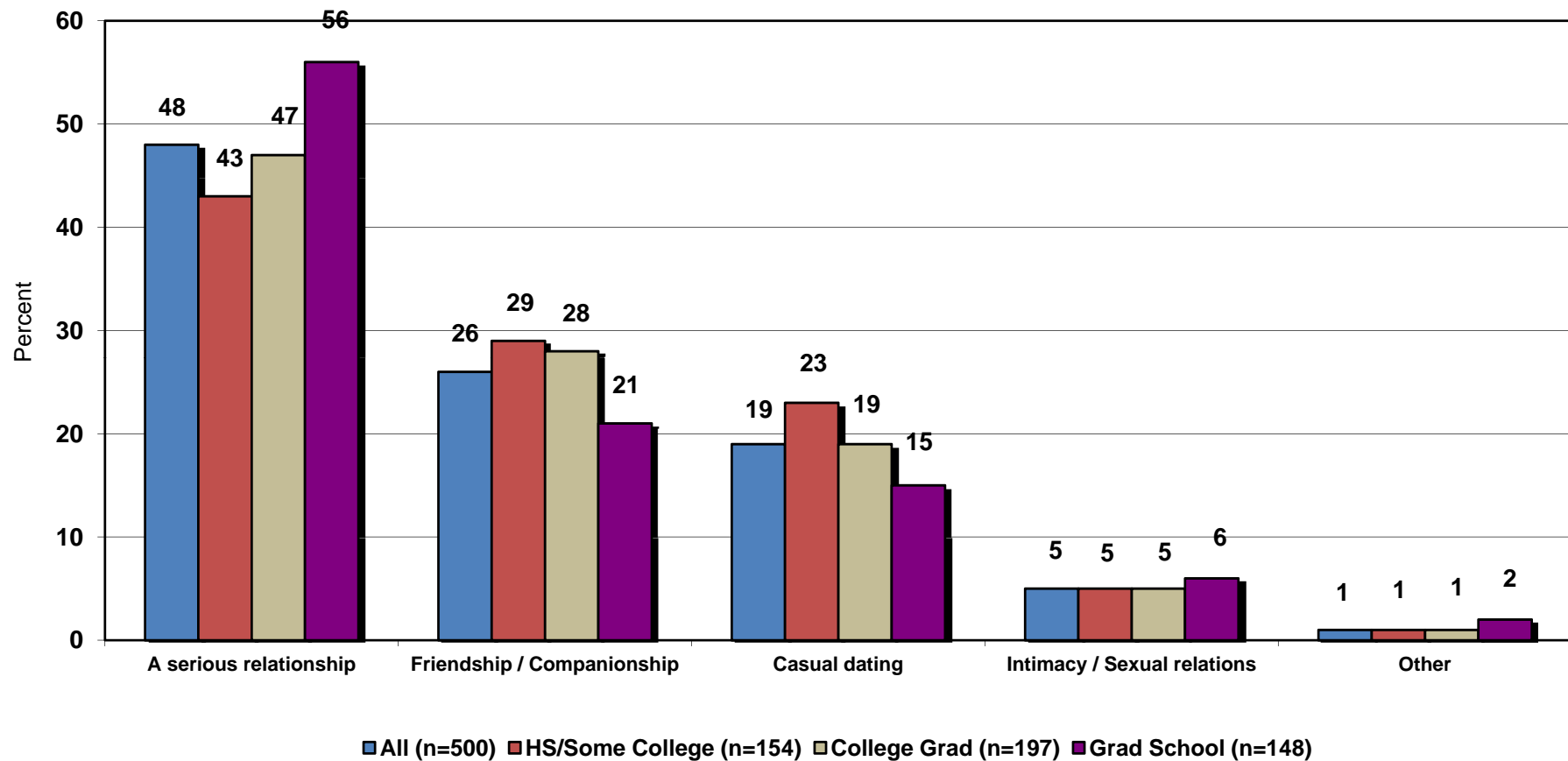
• Regional differences do not exist.

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



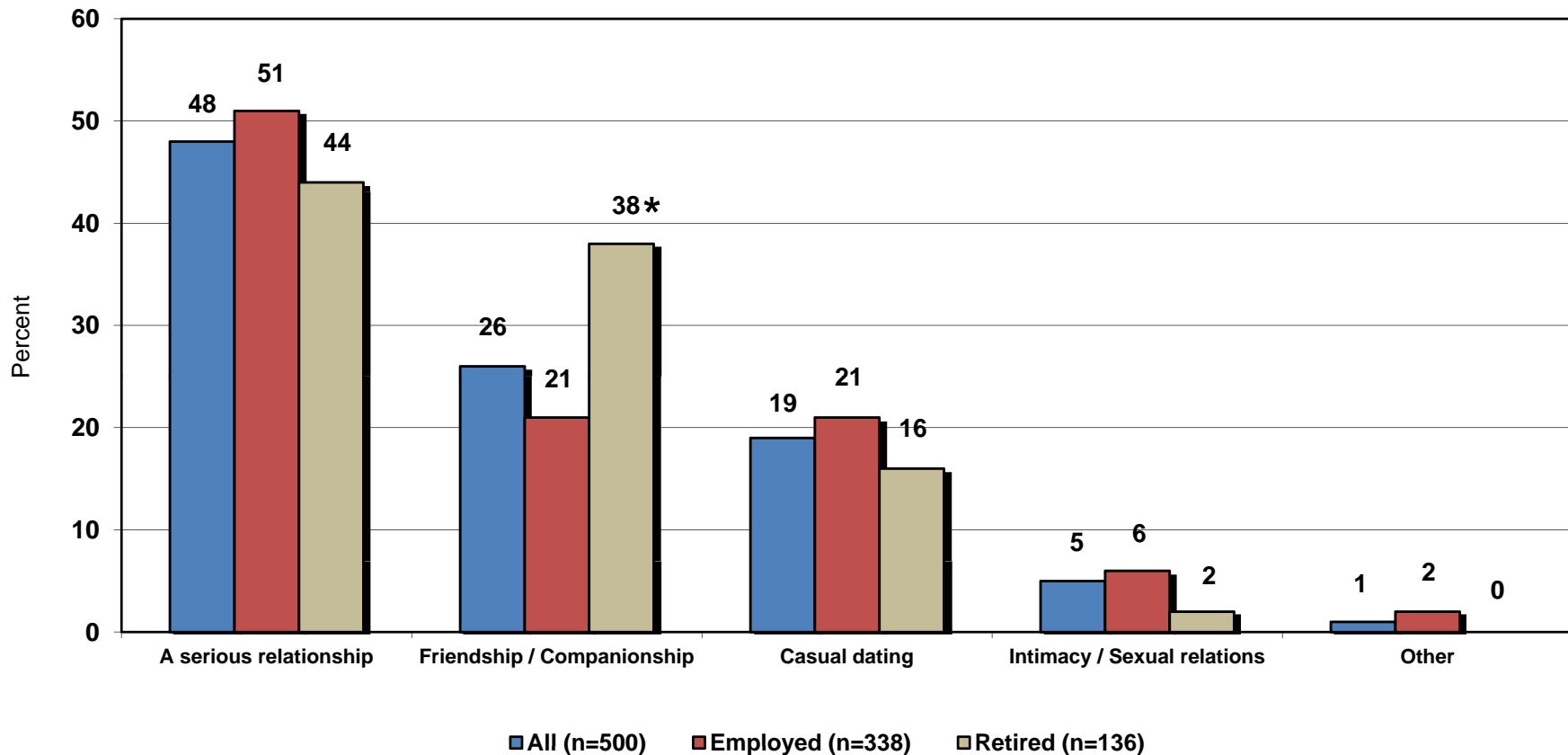
• High income users are more likely to select a serious relationship as the main purpose.

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.

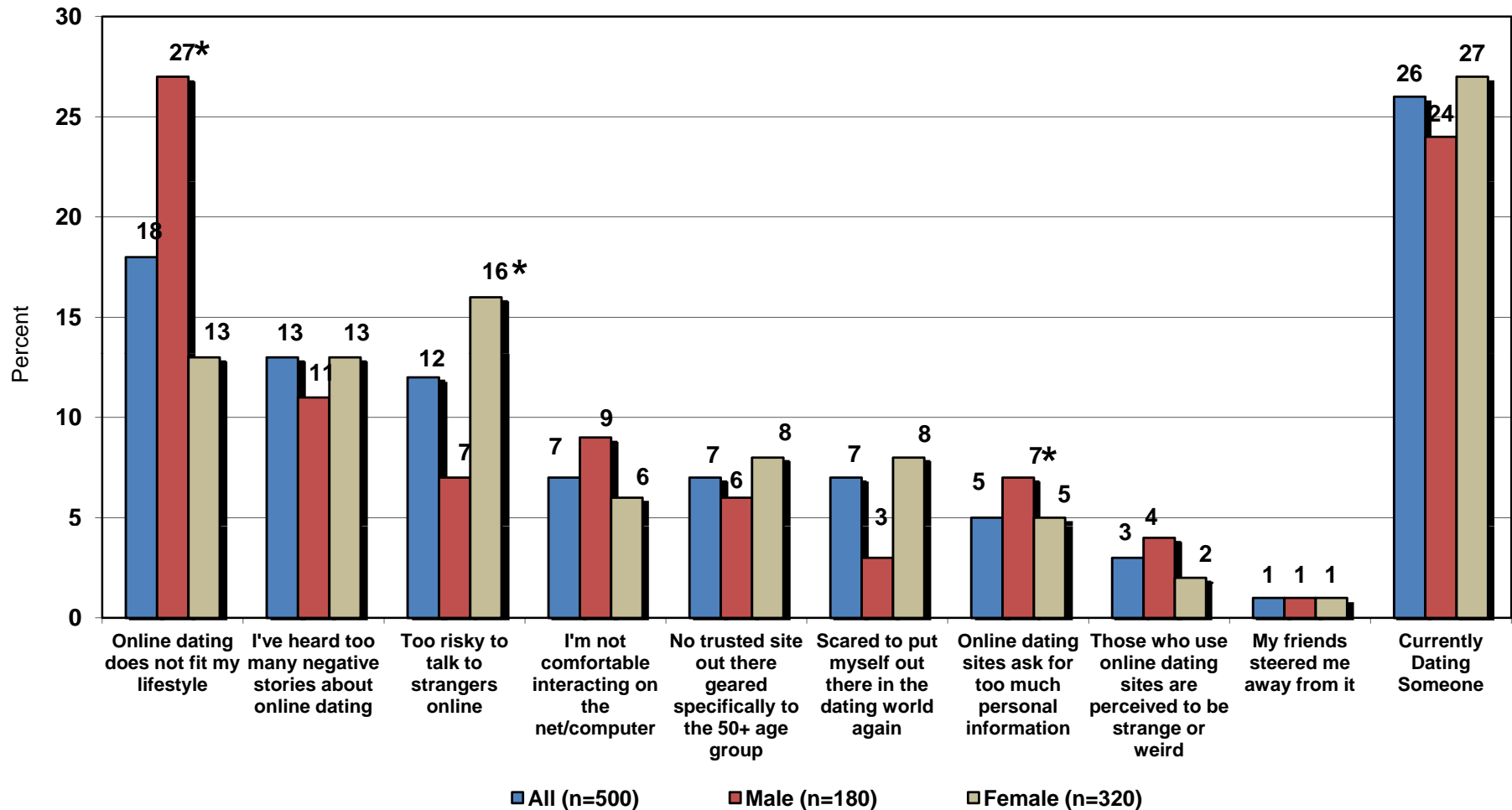
24 *Significant difference between employment groups



Main Reason Why Have Not Tried

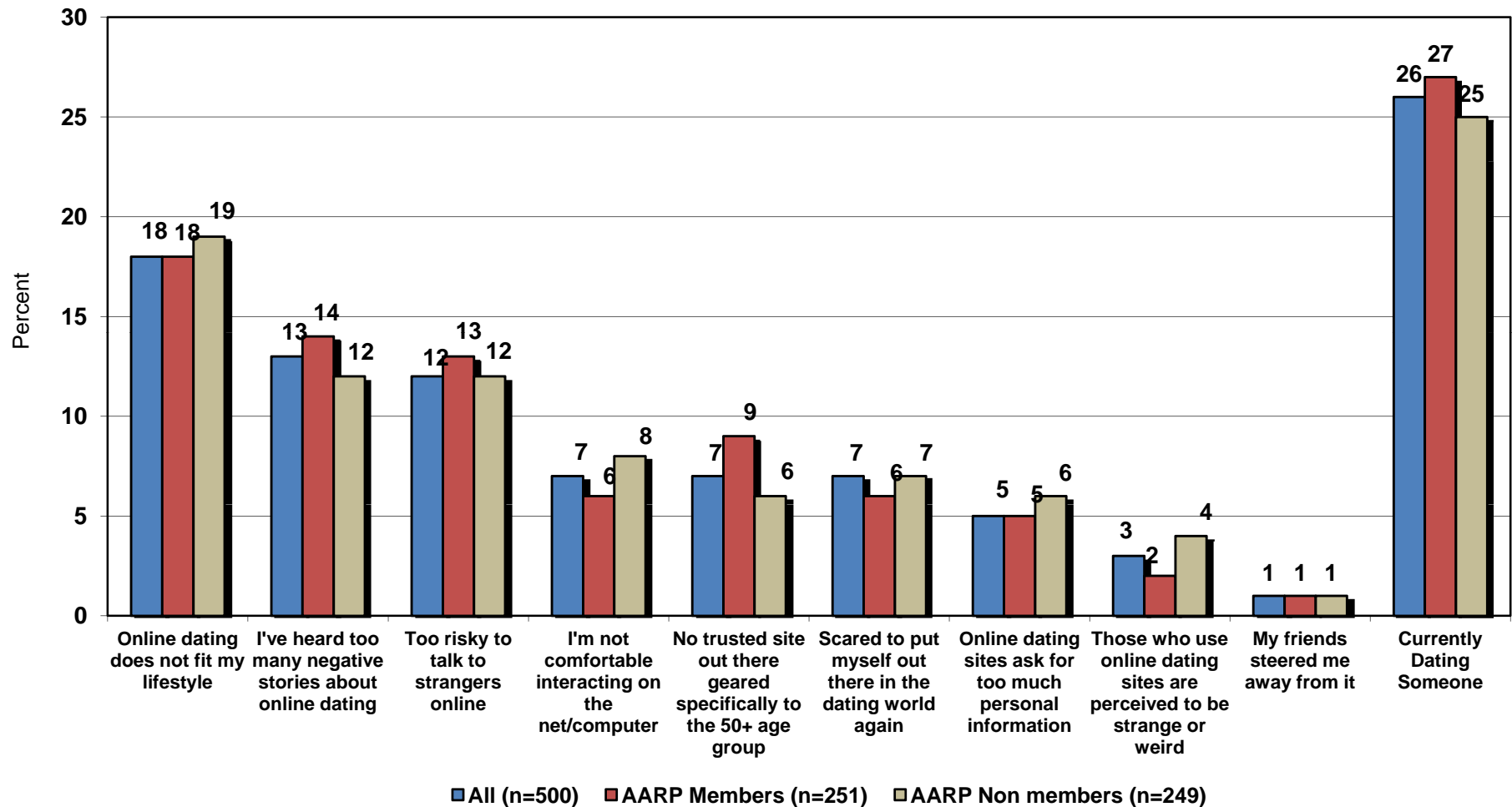


Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Gender



- 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.

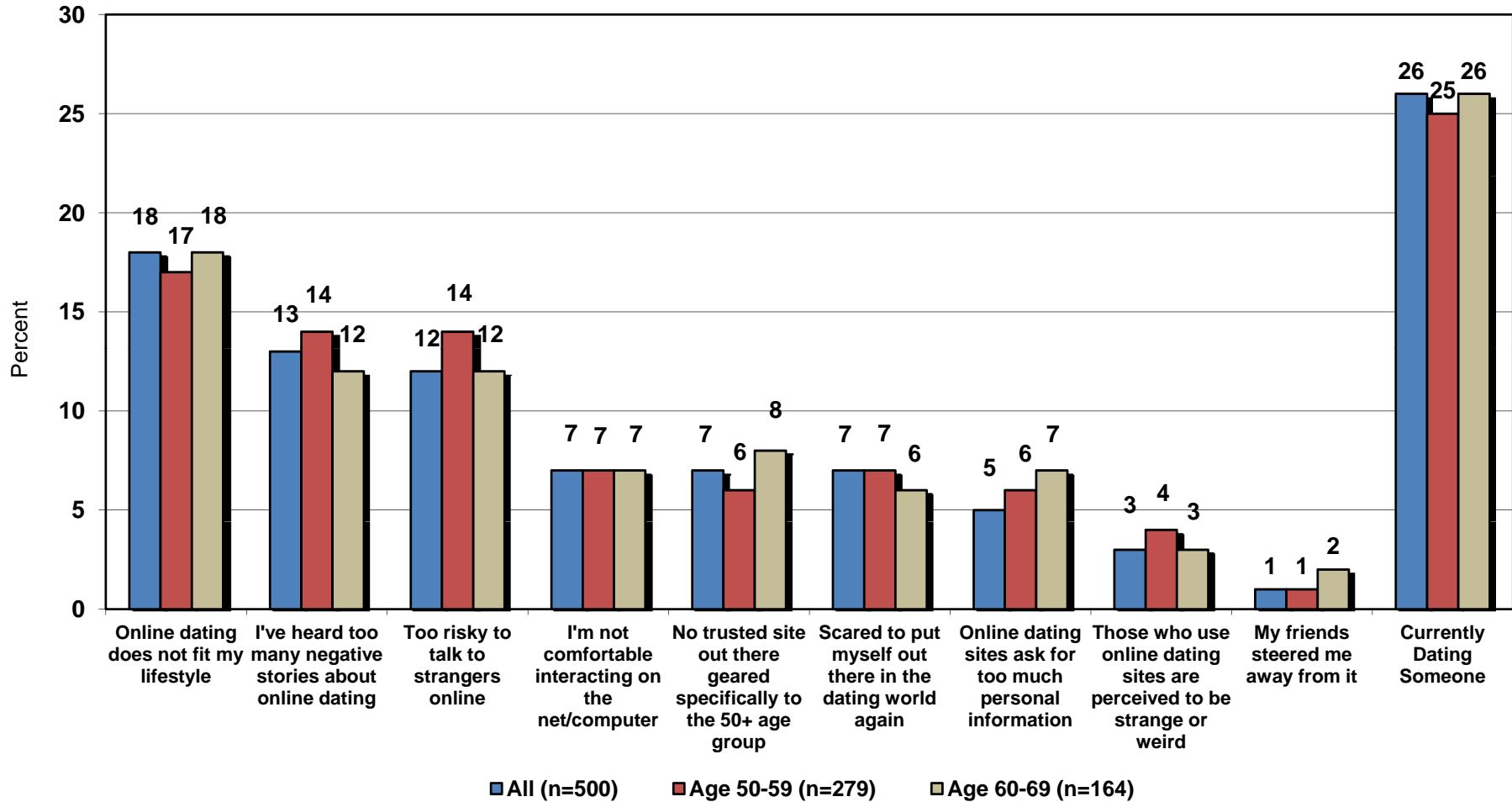
Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by AARP Membership



• No differences exist between members and non members.

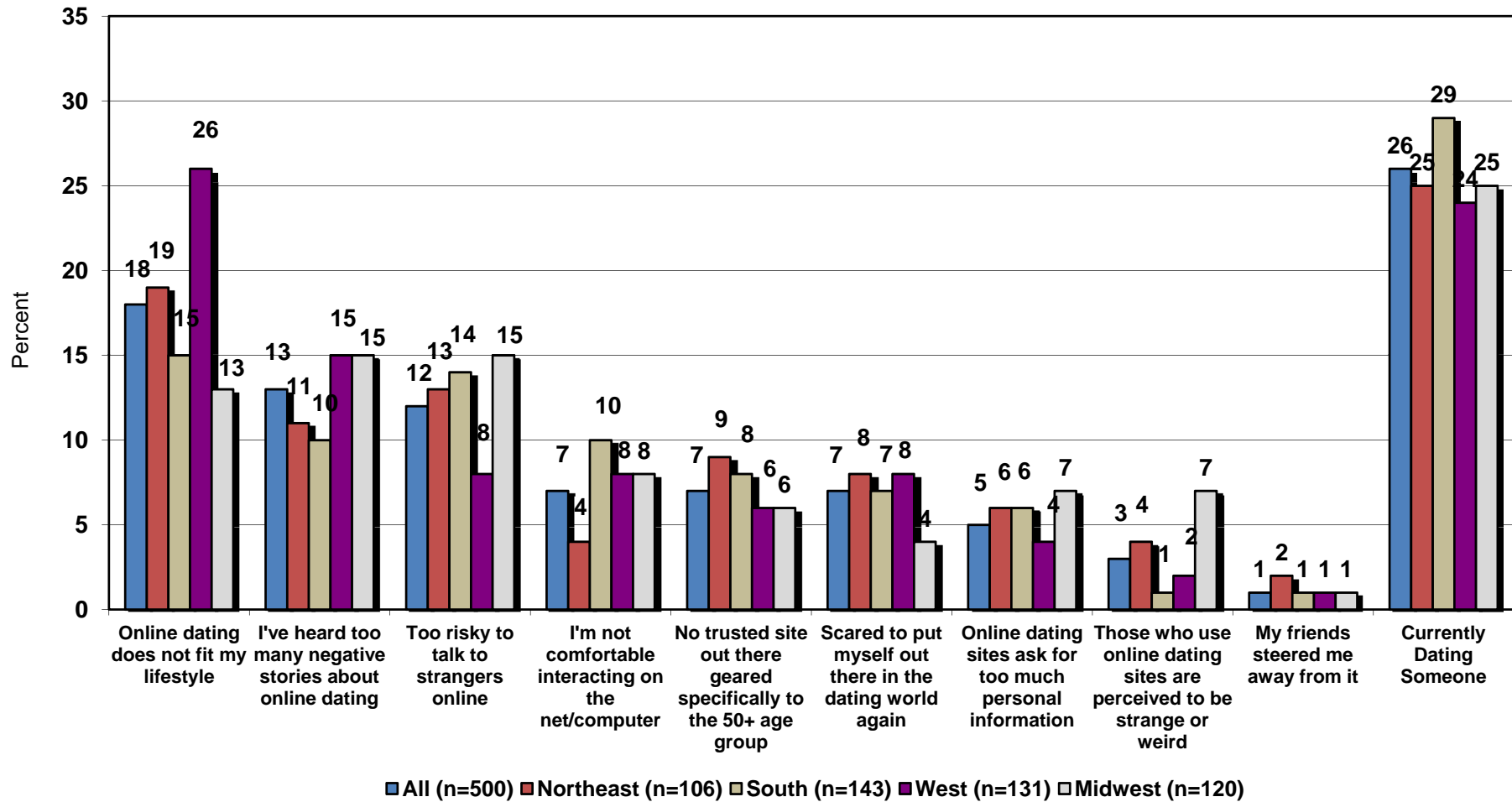
27 *Significant difference between members and nonmembers

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



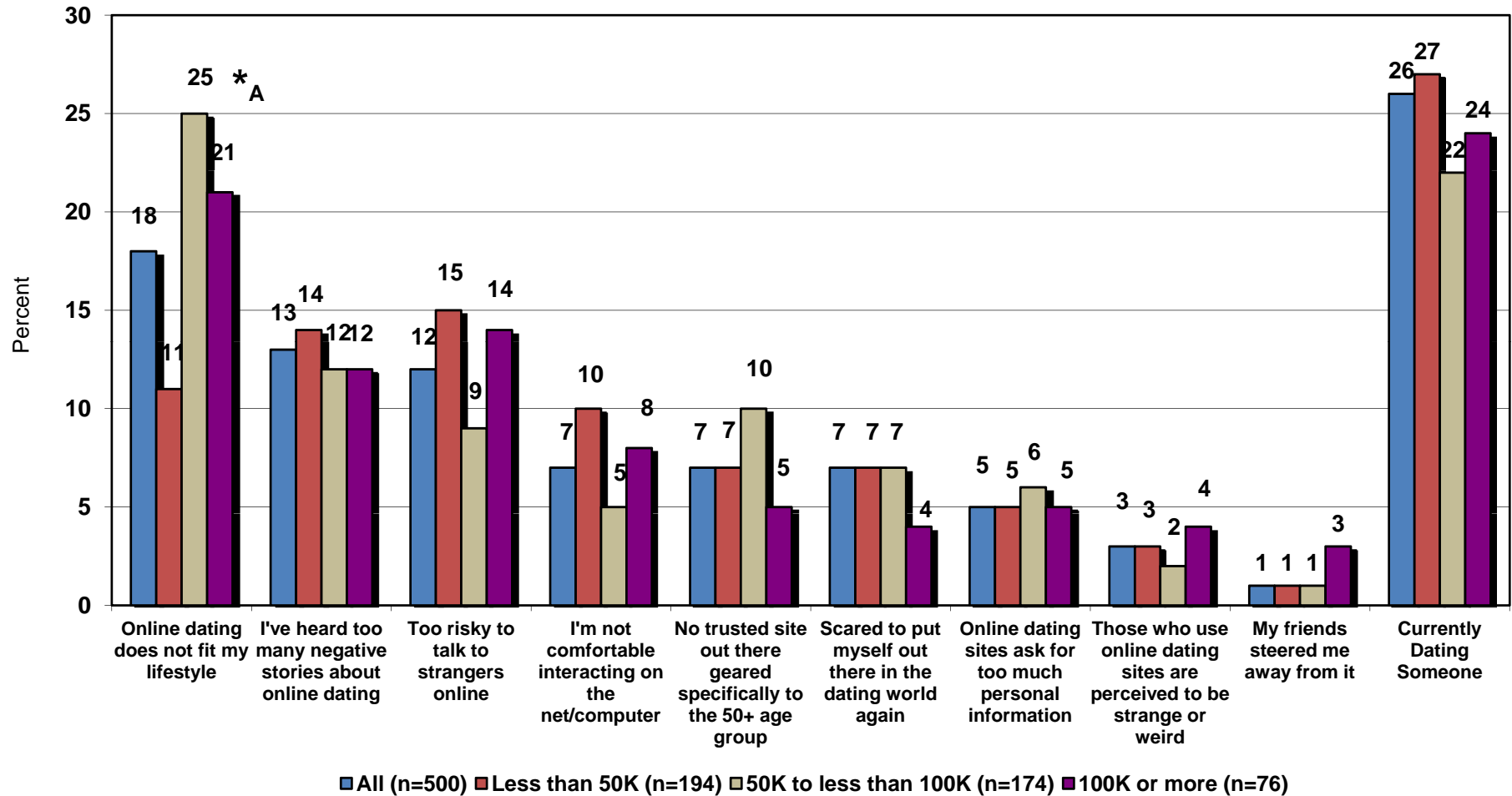
• No differences exist based on age.

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



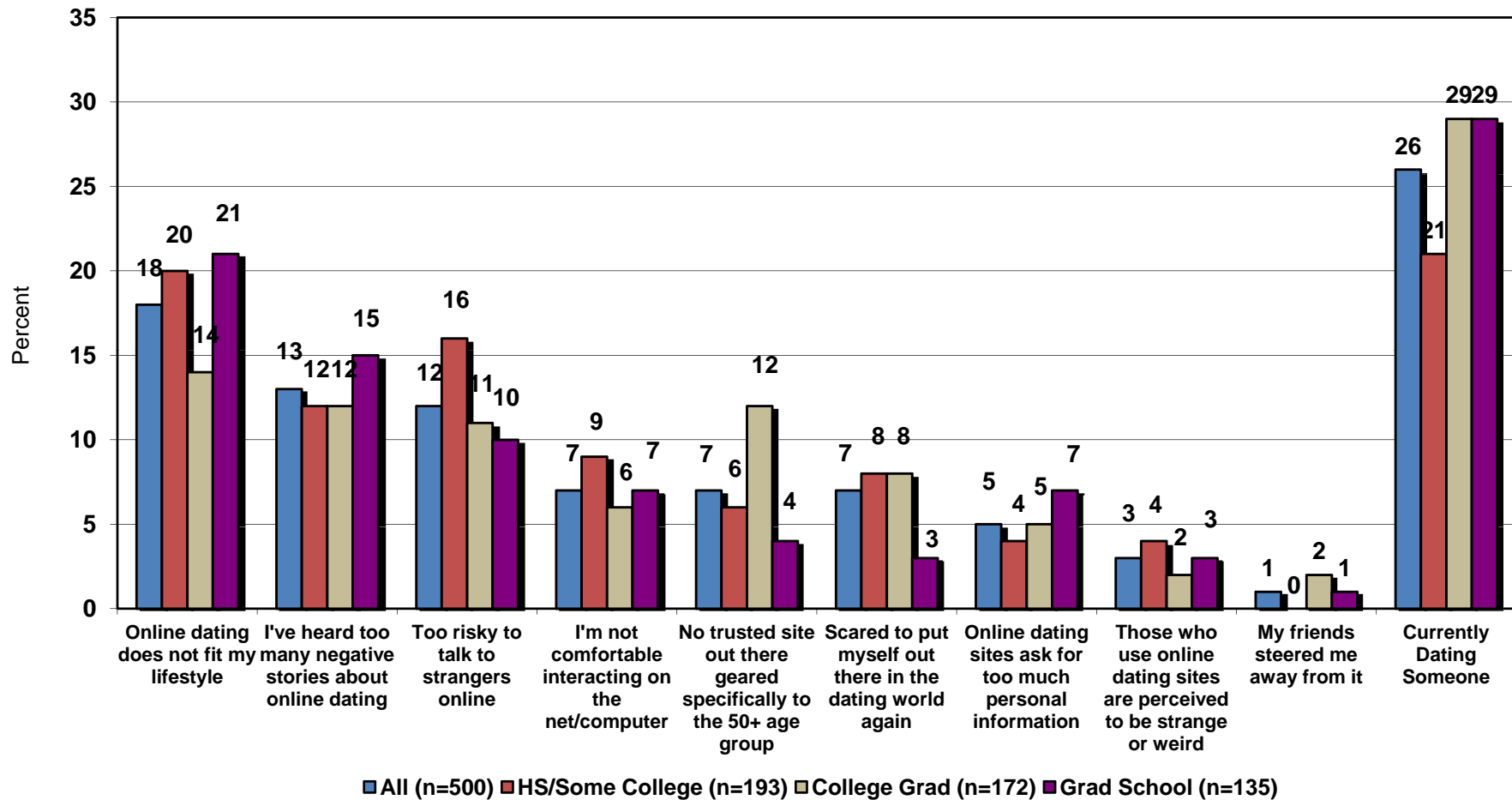
• Those living in the West are more likely to say that online dating does not fit their lifestyle.

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.

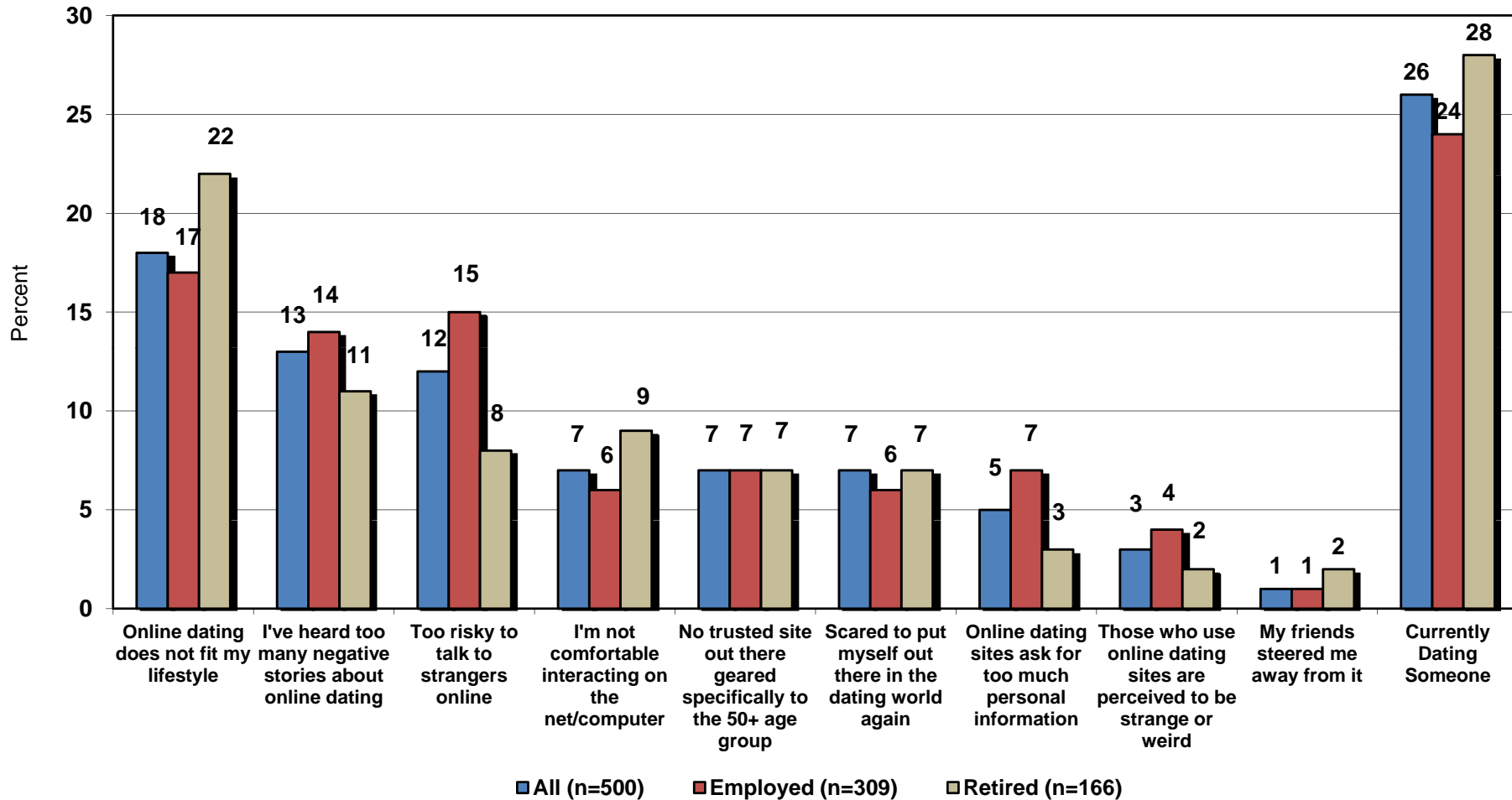
Americans 50 or older who have never used an online dating service – Main Reason Why Never Tried by Education



- 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.

31 *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.