

What Do People Make of Online Dating Services?

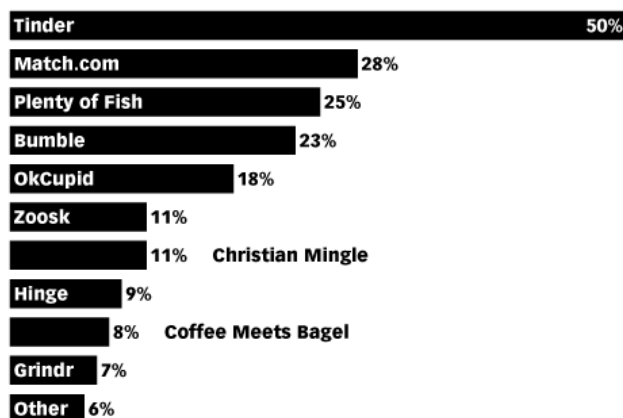
AUDIO |

eMarketer Editors

eMarketer principal analyst Mark Dolliver and vice president of research Jennifer Pearson discuss the wonderful world of online dating. Who's on which platforms? What do people like and dislike about it? They then talk about Valentine's Day spending, "OK Boomer" age discrimination and the link between smartphones and mental health.

Dating Apps/Services Used by US Internet Users, Oct 2019

% of respondents



Note: among those who used dating service/app in the past week
Source: Colling Media as cited in company blog, Oct 22, 2019

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