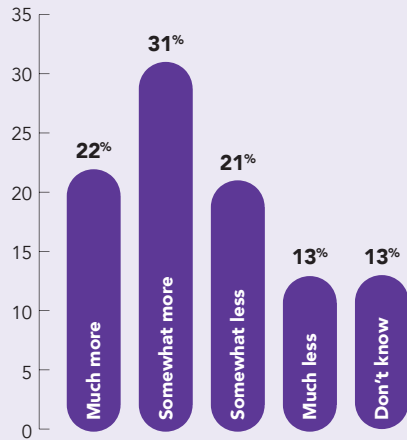


Matching our way to a new culture

Percentage of U.S. online dating platform usage amid the COVID-19 pandemic

According to an April 2020 survey of online dating app users in the United States, 31 percent of respondents were using online dating apps or services somewhat more than prior to the COVID-19 pandemic.



Source: Statista

Elliott DeRose
Creative Director

In our society, online dating has steadily been on the rise. However, since the start of the COVID-19 pandemic, there has been a sharp spike. This rise has the potential to change the way our society

dates forever. More and more individuals are pulled into the dopamine and adrenaline that comes with creating an online dating profile.

Here is a deep dive of what the current state of online dating looks like and how it has changed since the presence of COVID-19 and the implementation of a quarantine in March 2020.

How online dating shaped certain parts of our culture

Data from a research survey conducted by a hired firm for SKYN and other sources found how various parts of romantic culture have changed due to online dating and the presence of the COVID-19 pandemic.

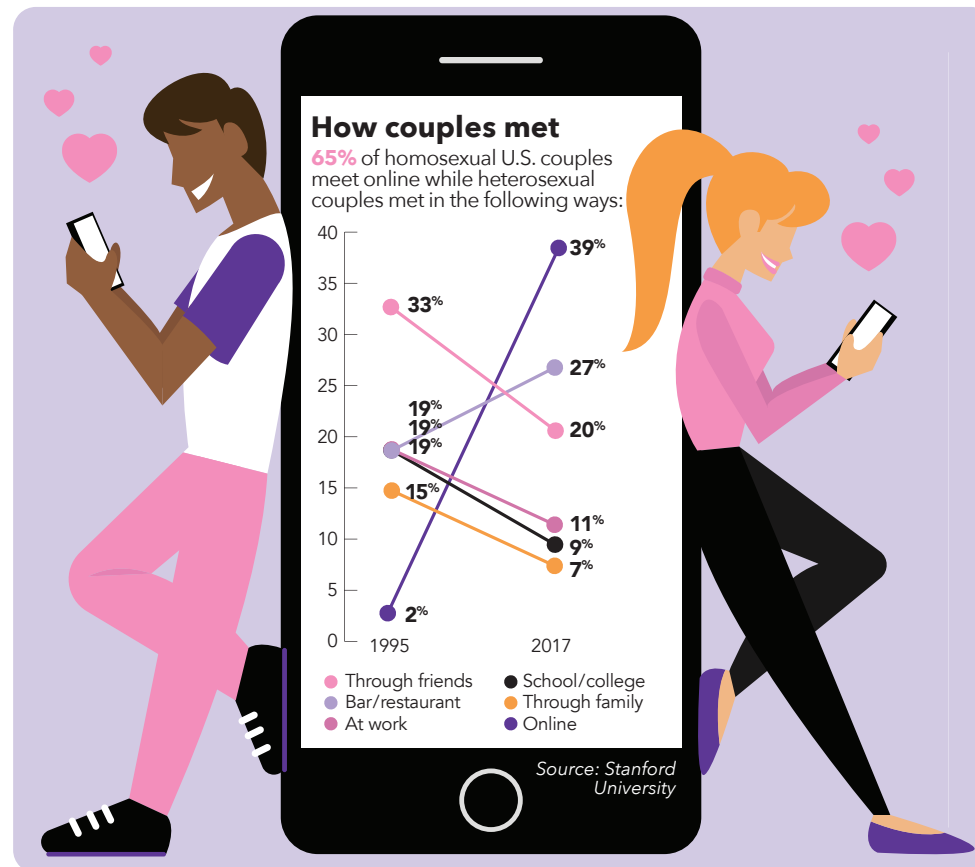
In America, **men** lie most about their age, height and income on their online dating profile, and **women** lie most about their weight, physical build and age.

The number of Tinder users jumped from **4.7 million** mid-2019 to **9.1 million** mid-2020.

29% of people are engaging more often in sex via webcam or phone during the pandemic.

31% of recorded couples ended romantic relationships during the pandemic.

Source: Visual.ly, Infogram, SKYN, Freepik



Source: Stanford University

Dating during the pandemic

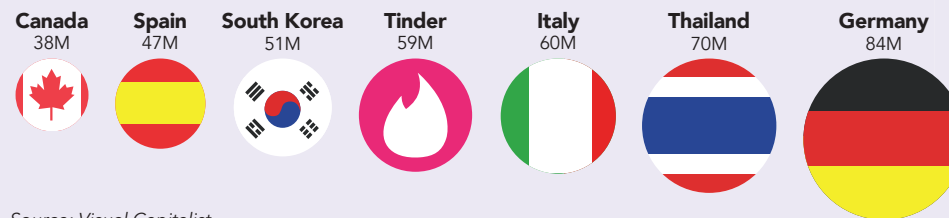
Percentage of single respondents who have done one or more of the following during the COVID-19 pandemic:

- 68% had a virtual date with an ex
- 50% reignited a spark with an ex
- 42% downloaded a dating app
- 41% signed up for a dating website
- 37% reached out to an ex
- 27% went on a virtual date

Source: LELO

Tinder userbase compared to country populations

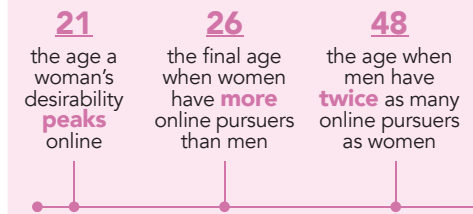
Tinder has become the most popular online dating app in the U.S. If the app's userbase were a country, it would rank **25th** in the world.



Source: Visual Capitalist

How online dating preferences change with age

OKCupid discovered men's dating preferences often skew young. This preference allows them to peak later and have a longer plateau of desirability than women. Women's desirability peaks at 21.



Source: OKCupid

How the online dating mindset changed during the pandemic

2020 caused online dating app users to slow down and change their habits and actions into those proven to support more long-term commitment.



Source: Match.com ELLIOTT DEROSE, DN