

Online Dating in urban Romania



- *Speakers details*

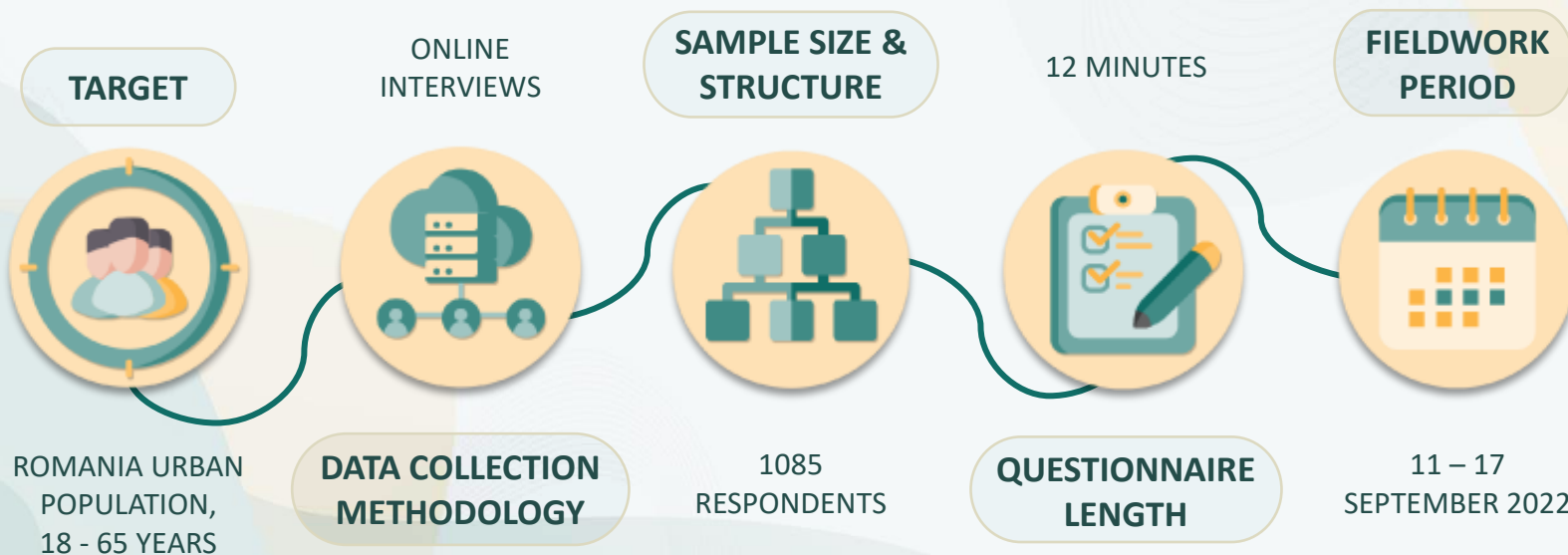
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METHODOLOGY





FIRST... WHAT IS ONLINE DATING?

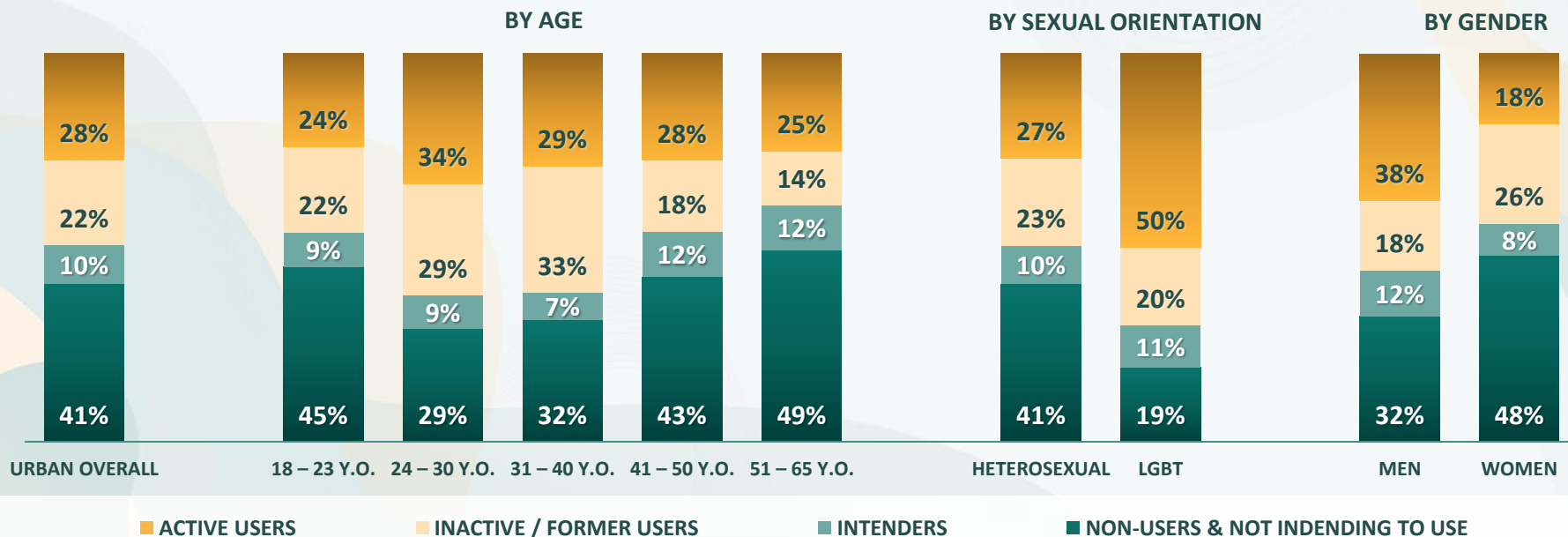
By "Online Dating", we mean online communication between an individual, a couple or a group with other individuals, couples or groups for developing a short or long-term romantic or sexual relationship. Online dating is happening not just on specialized sites or applications, but on other types of sites and applications too – such as social networks.





Online dating is quite widespread, with some interesting differences by sexual orientation and gender.

ONLINE DATING USAGE STATUS





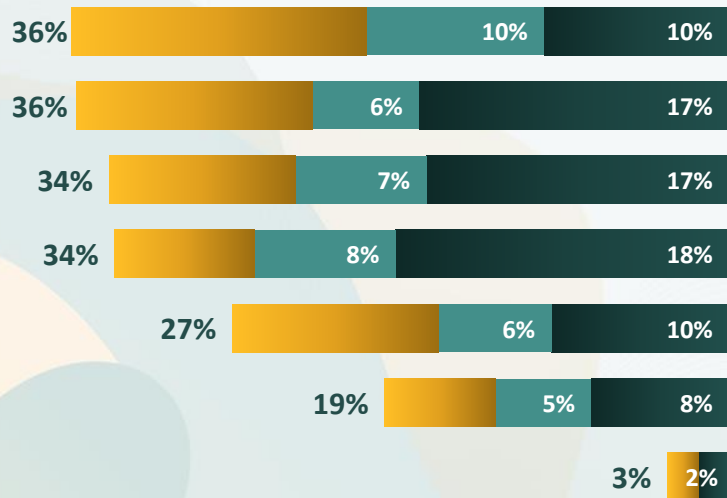
Intenders seem to care more about personality and matching preferences than the Active Users.





More than 50% of Active Users and Intenders are married or in a stable / couple relationship at the moment.

ACTIVE USERS



DESIRED RELATIONSHIPS

A SERIOUS / COUPLE ONE

LONGER TERM, BUT WITH NO STRINGS ATTACHED

FRIENDSHIP

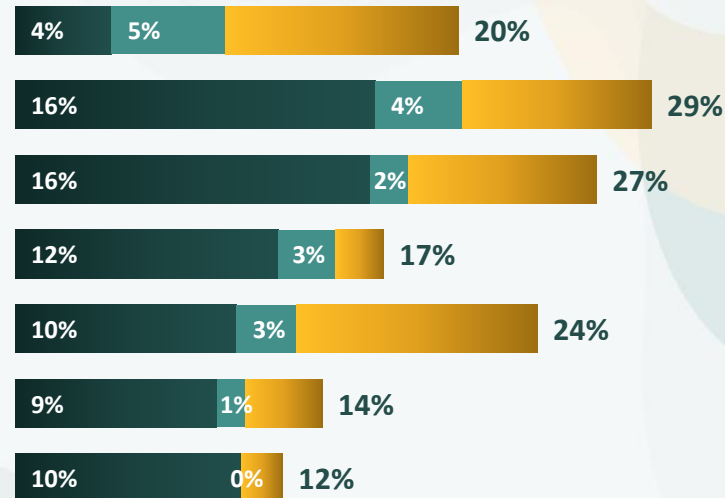
SHORT-TERM, FOR SEX

A LONG-TERM ONE, FOR MARRIAGE/FAMILY

TEMPORARY, FOR CERTAIN OCCASIONS (A TRIP, A FESTIVAL, ETC.)

NOTHING IN PARTICULAR, I'M FLEXIBLE

INTENDERS



■ MARRIED

■ IN A COUPLE (NO PAPERS)

■ OTHER



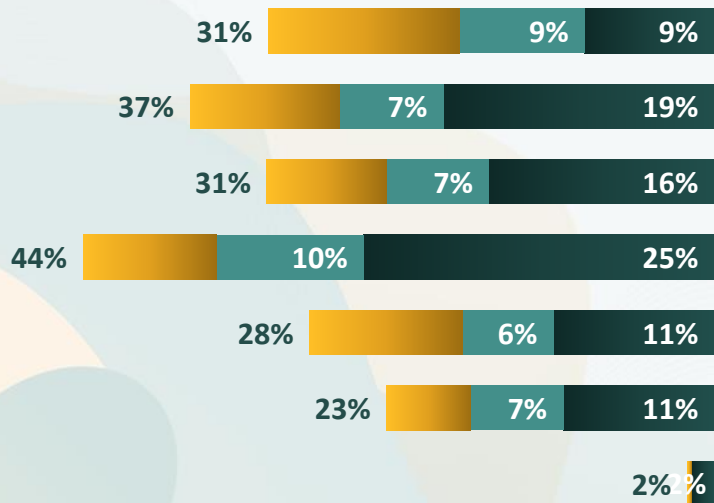
Women are interested in intelligence, education, age closer to their own, but also financial soundness, while men are more focused on sexual preferences.



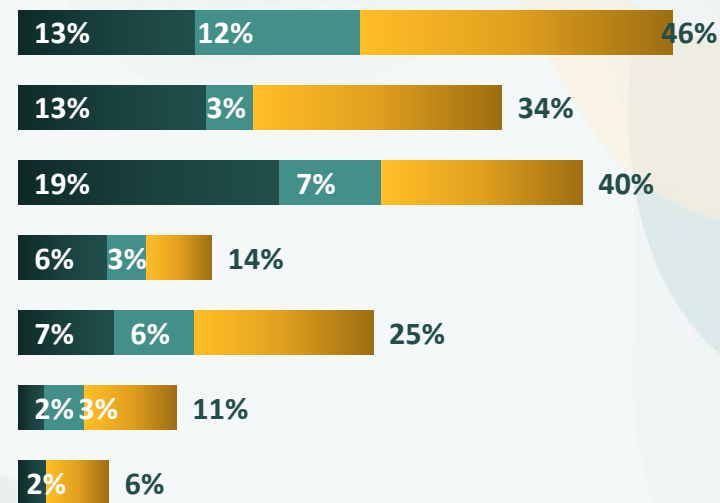


Women tend to focus more on long-term relationships, while men are clearly more interested in short-term sexual relationships.

DESIRED RELATIONSHIPS MEN



DESIRED RELATIONSHIPS WOMEN



■ MARRIED

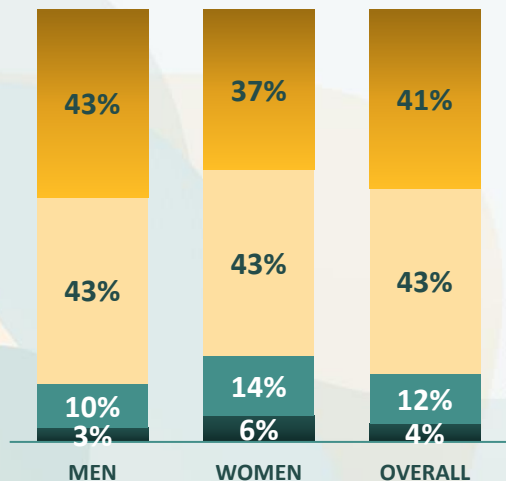
■ IN A COUPLE (NO PAPERS)

■ OTHER

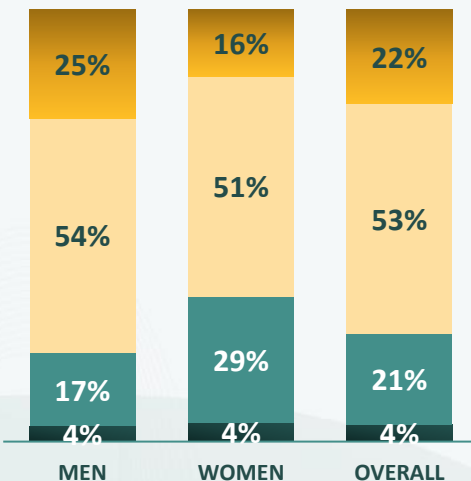


Generally, people are more open from the start about the type of relationship they are aiming for, than they perceive their online dating partners to be.

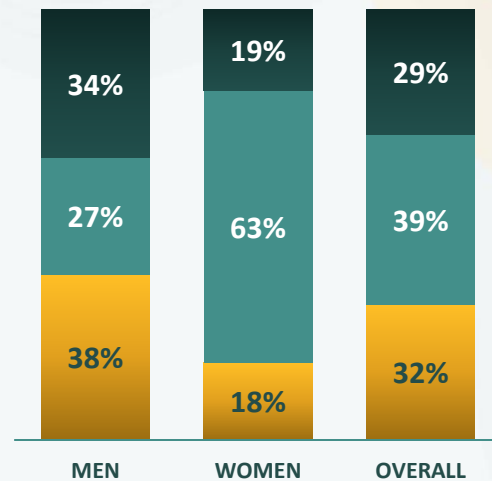
DISCLOSING DESIRED RELATIONSHIP TO PARTNERS



PARTNERS DISCLOSING DESIRED RELATIONSHIP TO THEM



WHO SHOULD MAKE THE FIRST MOVE



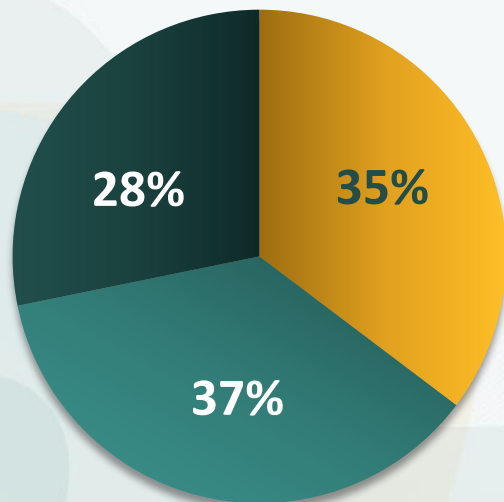
■ YES, ALWAYS
 ■ USUALLY YES
 ■ USUALLY NO
 ■ NO, NEVER

■ I PREFER TO MAKE THE FIRST MOVE
 ■ I PREFER THE OTHER ONE TO MAKE THE FIRST MOVE
 ■ IT DOESN'T MATTER WHO



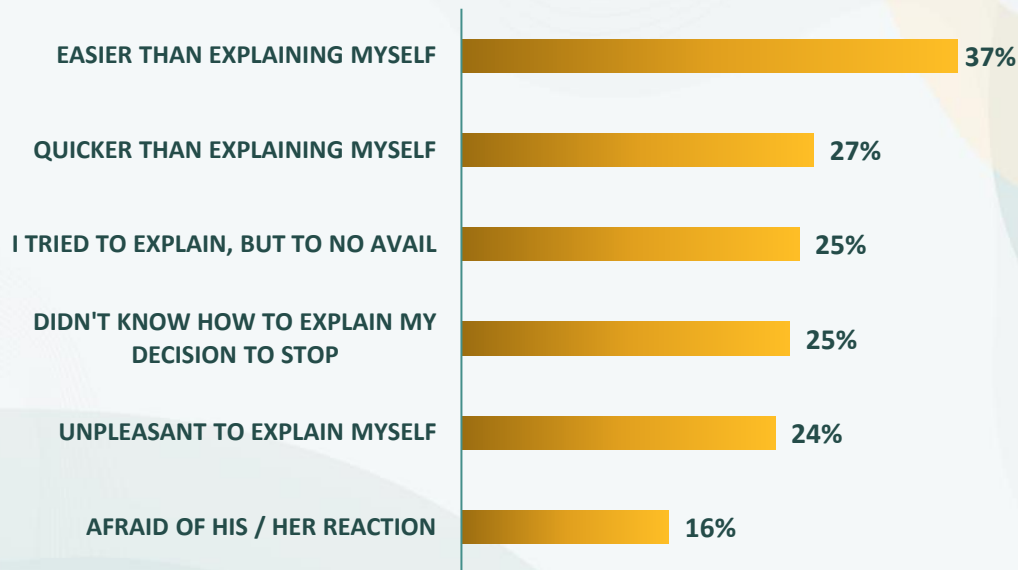
“Ghosting” other people after an F2F date is quite common, mainly because it’s convenient.

GHOSTING OTHERS –
ACTIVE USERS WITH F2F DATES



■ ONLY ONCE ■ MORE THAN ONCE ■ NEVER

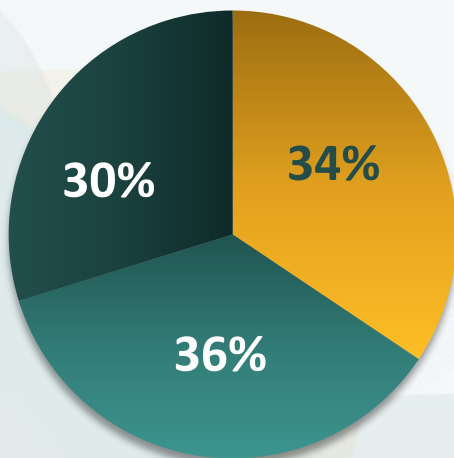
GHOSTING OTHER – REASONS
ACTIVE USERS WITH F2F DATES



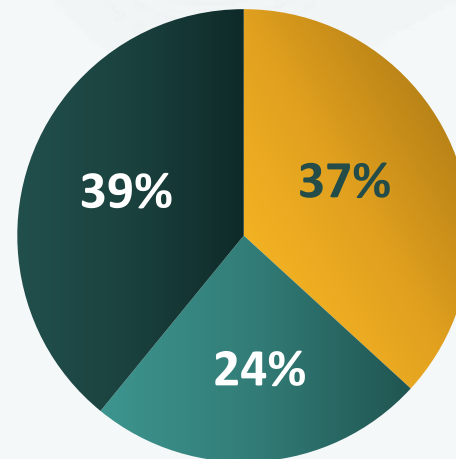


Being “ghosted” by others is common as well; finding yourself cut out from a relationship happens less often.

**GHOSTED BY OTHERS –
ACTIVE USERS WITH F2F DATES**



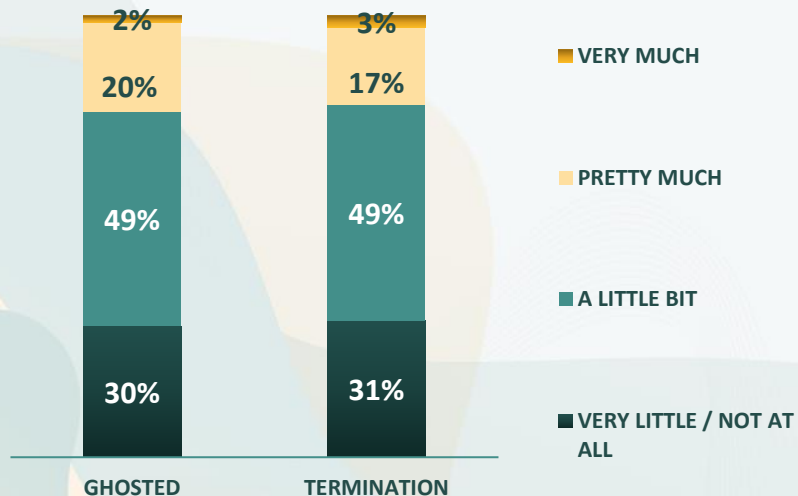
**RELATIONSHIP TERMINATED BY OTHERS –
ACTIVE USERS WITH F2F DATES**





Both seem to have the same impact, although being ghosted cuts deeper.

BEING GHOSTED VS. RELATIONSHIP
TERMINATION IMPACT
ACTIVE USERS GHOSTED / „TERMINATED“



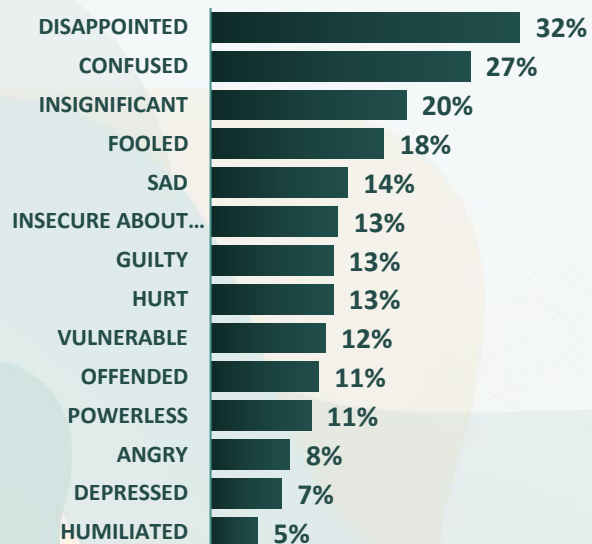
WHICH EXPERIENCE IS MORE UNPLEASANT?
ACTIVE USERS WITH F2F DATES



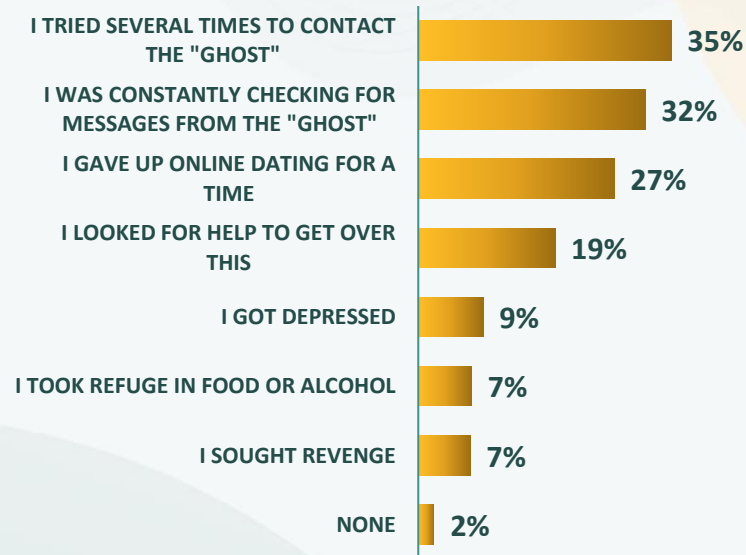


Yet, Ghosting leaves behind a significant fallout.

FEELINGS AFTER BEING GHOSTED *ACTIVE USERS GHOSTED*



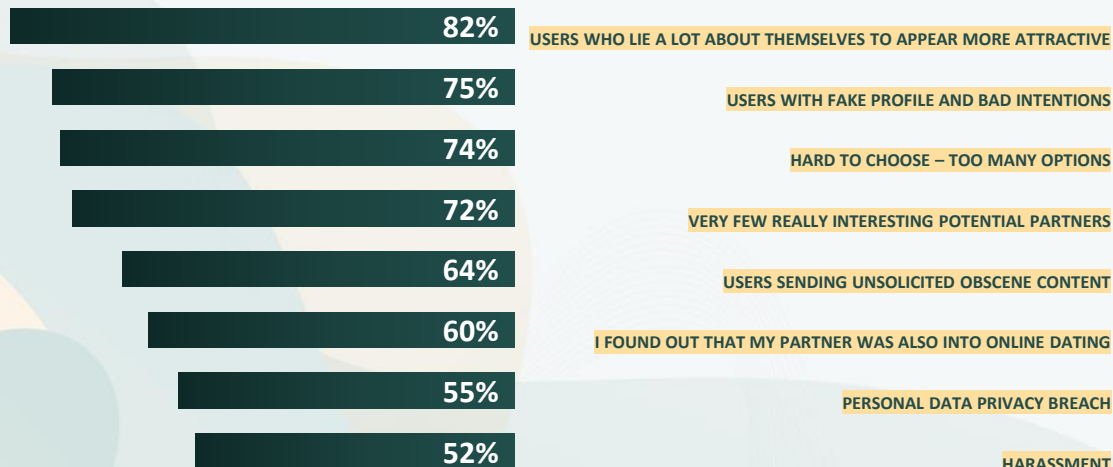
REACTIONS AFTER BEING GHOSTED *ACTIVE USERS GHOSTED*



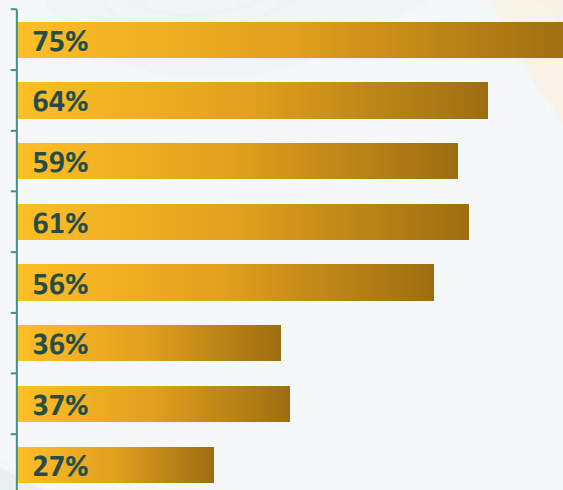


There are some widespread issues plaguing Online Dating.

ISSUES PLAGUING ONLINE DATING



ISSUES PLAGUING ONLINE DATING *HAPPENED TO THEM*

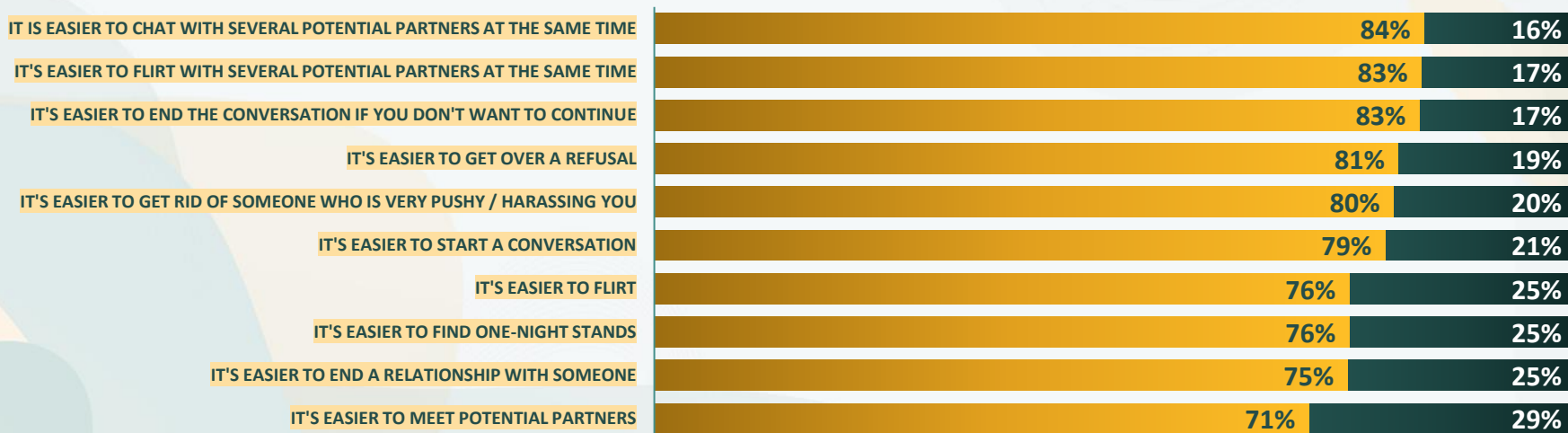


■ VERY OFTEN + QUITE OFTEN



Online Dating has a lot of advantages compared to traditional dating.

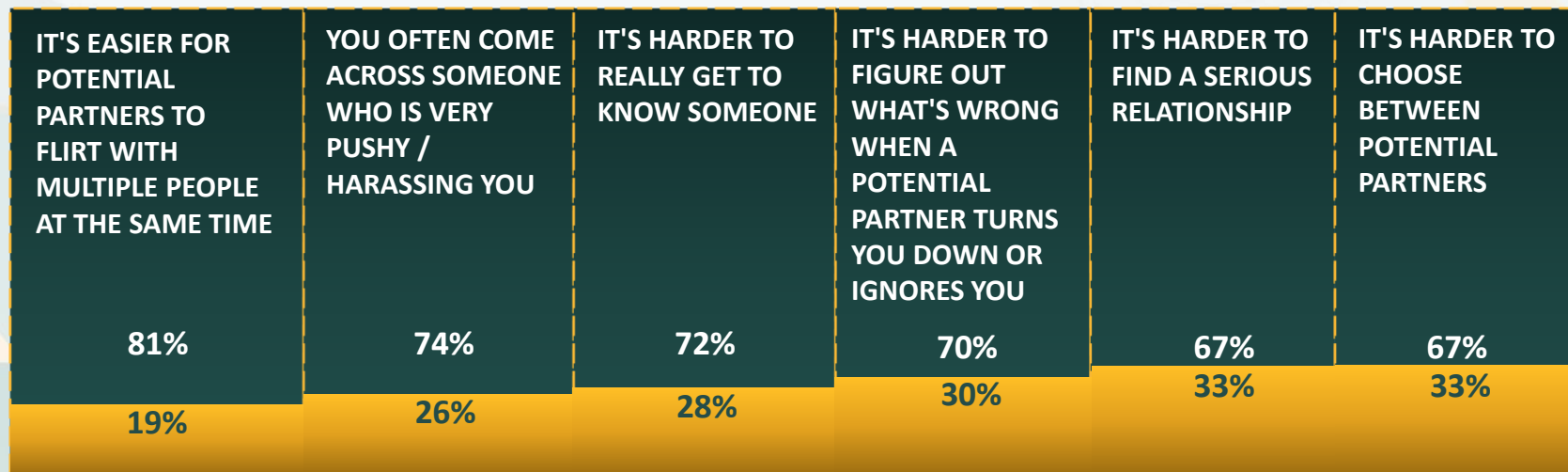
WHO HAS THE UPPER HAND - ONLINE OR TRADITIONAL DATING?





But along with the pluses come some downsides too.

WHO HAS THE UPPER HAND - ONLINE OR TRADITIONAL DATING?

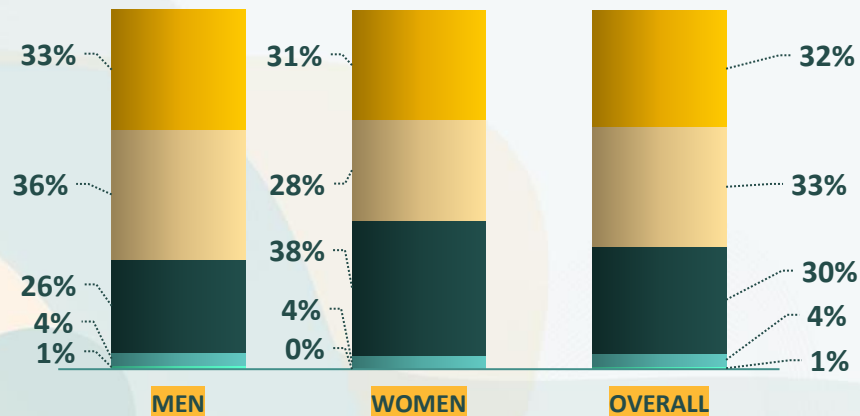




- In the end, is it worth it?

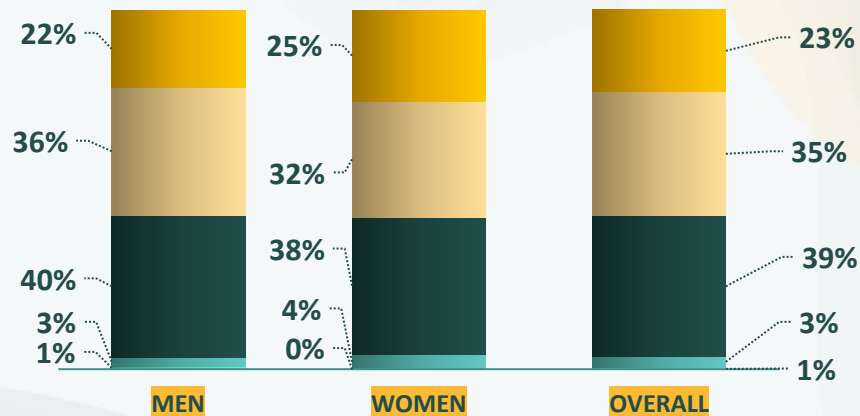
- YES!

ONLINE DATING IMPACT ON DEALING WITH POTENTIAL PARTNERS



■ I'M MUCH BOLDER
 ■ I'M A BIT BOLDER
 ■ NO CHANGE
■ A BIT MORE TIMID
 ■ I'M MUCH MORE TIMID

ONLINE DATING IMPACT ON SOCIAL LIFE



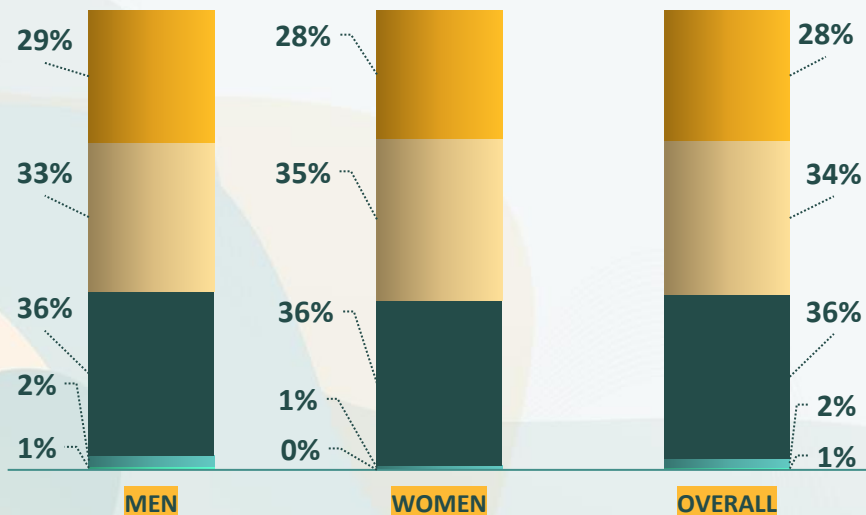
■ I'M MUCH MORE ACTIVE
 ■ I'M A BIT MORE ACTIVE
■ NO CHANGE
■ I'M MUCH LESS ACTIVE
 ■ I'M A BIT LESS ACTIVE



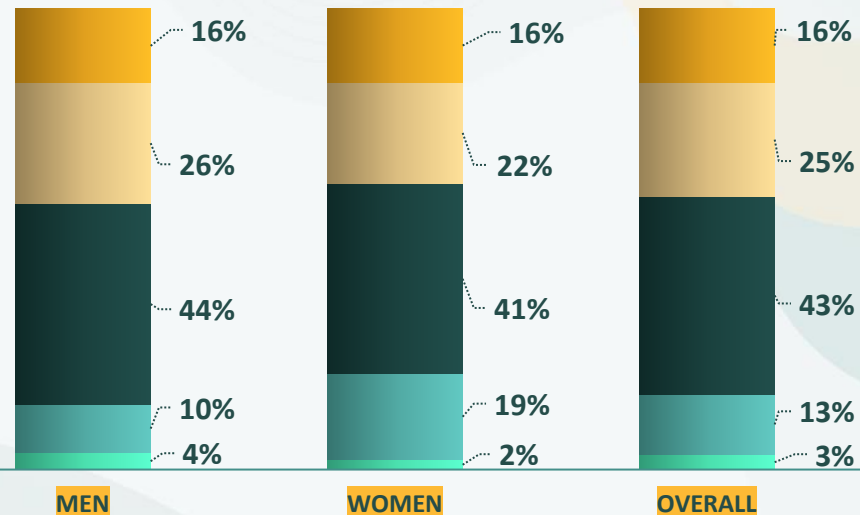
- In the end, is it worth it?

- YES!

ONLINE DATING IMPACT ON SELF-CONFIDENCE



ONLINE DATING IMPACT ON TRUSTING PEOPLE



■ I HAVE MUCH MORE
 ■ I HAVE A BIT MORE
 ■ NO CHANGE
 ■ I HAVE A BIT LESS
 ■ I HAVE MUCH LESS

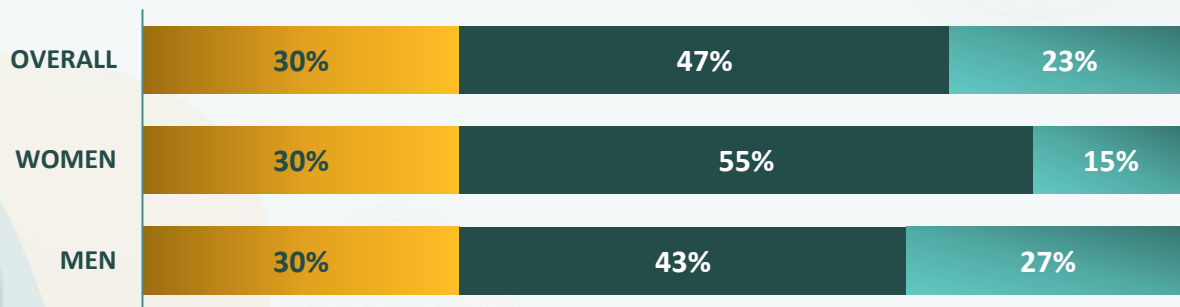


Women tend to have a practical view about the sites; apps used – tools and nothing more.

„You can use these sites, but you don't have to make an obsession out of it. Look at things with indifference and don't let yourself be affected by possible rejections.“

„Online dating is not a bad thing, sometimes it is even good, but you have to think clearly and don't expect too much.“

WHAT THEY THINK ABOUT THE SITES & APPS THEY ARE USING FOR ONLINE DATING



„On (online) dating you can talk about anything, the real test is only face to face, if it ever happens; in most occasions, we bestow upon the conversation partner the features we are imagining and in online we have no way of knowing if what we imagine is truly real.“

- ARE REALLY HELPING PEOPLE TO FIND SUITABLE PARTNERS
- ARE JUST PROVIDING THE MEANS, IT'S UP TO EACH OF US TO FIND SUITABLE PARTNERS
- DON'T REALLY WANT TO HELP, JUST WANT TO KEEP YOU HOOKED ON THEM AS MUCH AS POSSIBLE

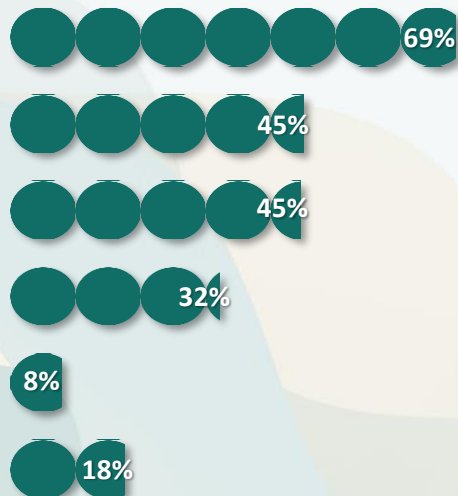
**AND NOW FOR
THE BONUS**





There is a clear generational shift from the classics to the new kids on the block.

ONLINE DATING SITES/APPS USAGE



FACEBOOK

SENTIMENTE.RO

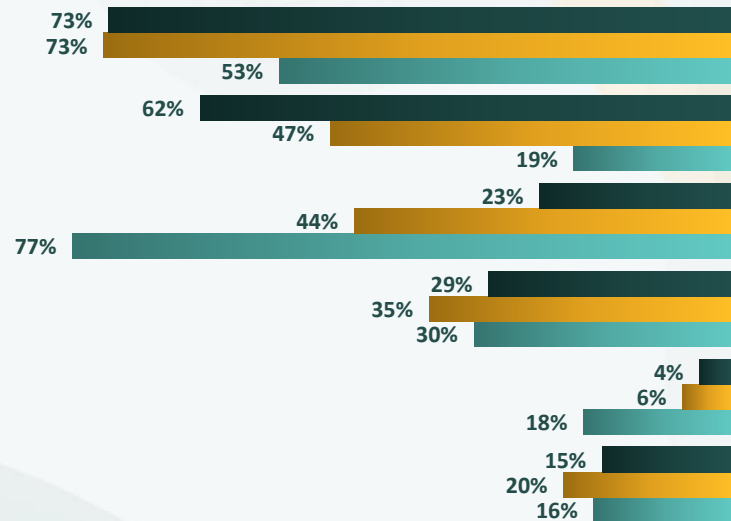
TINDER

BADOO

BUMBLE

ANOTHER SITE/APP

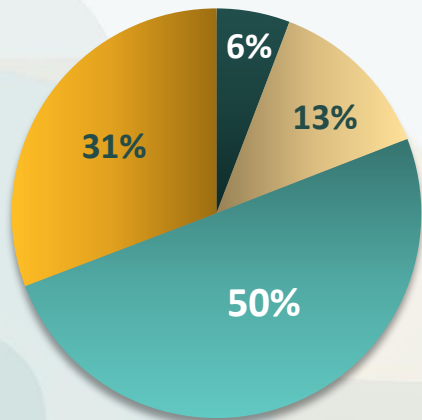
ONLINE DATING SITES/APPS USAGE BY AGE



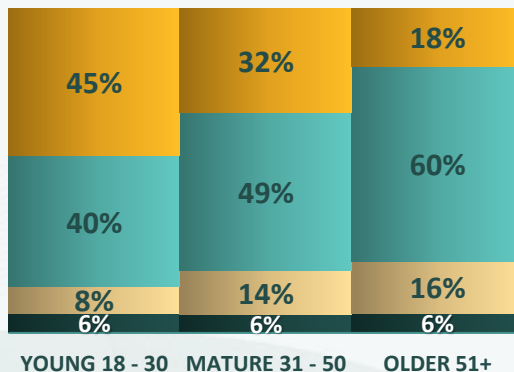


Most active users are not engaged with online dating on a daily basis, but when they are, they sink quite a lot of time in it.

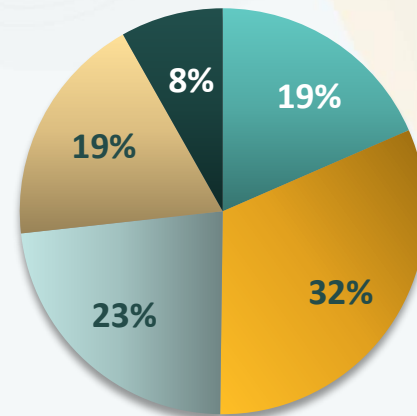
ONLINE DATING SITES APPS
USAGE FREQUENCY



ONLINE DATING SITES APPS
USAGE FREQUENCY
BY AGE



ONLINE DATING SITES APPS
DAILY TIME SPENT (WHEN USING)



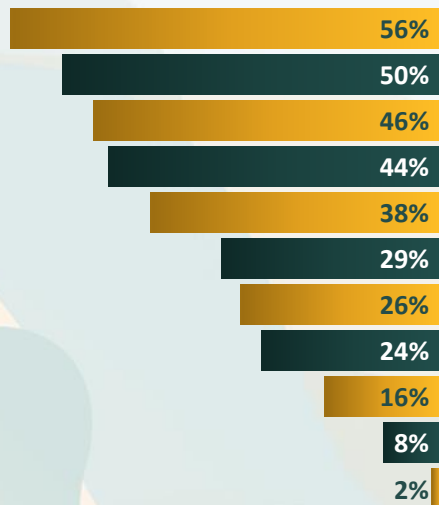
■ DAILY
 ■ A COUPLE OF TIMES A WEEK
 ■ A COUPLE OF TIMES A MONTH
 ■ LESS OFTEN

■ 1-2 HOURS
 ■ 3-4 HOURS
 ■ 4+ HOURS
■ 2-3 HOURS
 ■ UNDER 1 HOUR

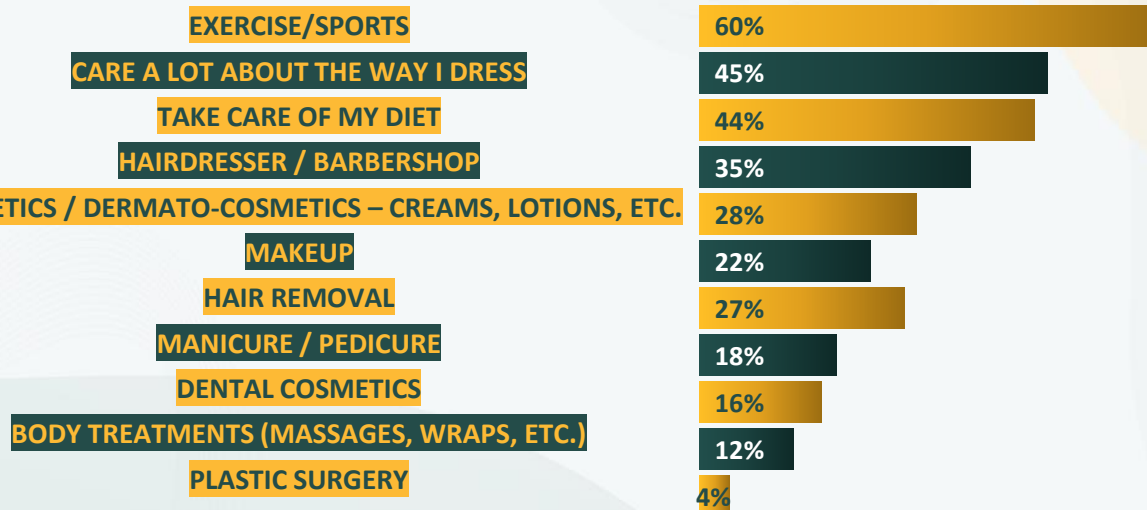


What people are doing to improve or maintain their look...

WAYS TO MAINTAIN / IMPROVE LOOK OVERALL URBAN POPULATION



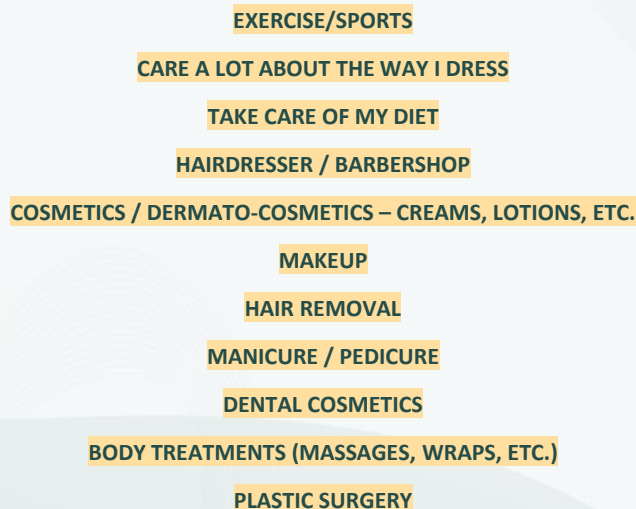
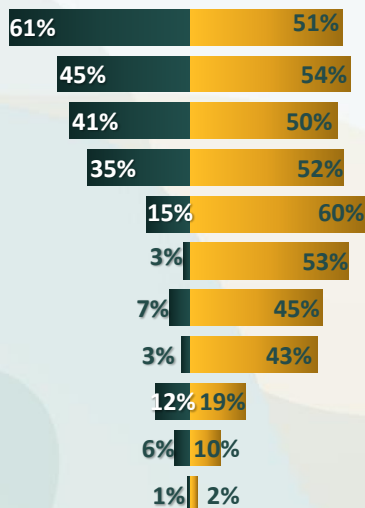
WAYS TO MAINTAIN / IMPROVE LOOK ACTIVE USERS



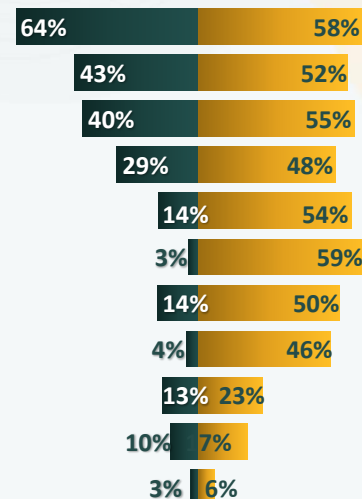


If we needed one, we now have the confirmation that women are putting more effort into it.

WAYS TO MAINTAIN / IMPROVE LOOK
URBAN POPULATION – BY GENDER



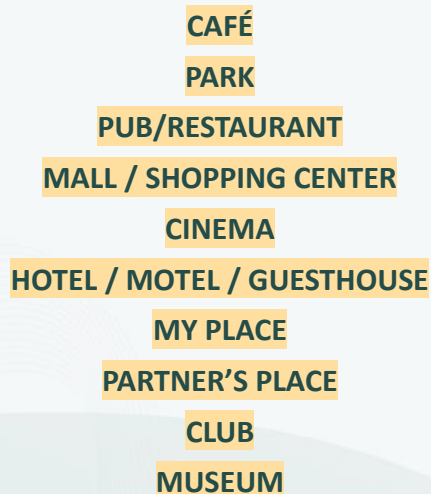
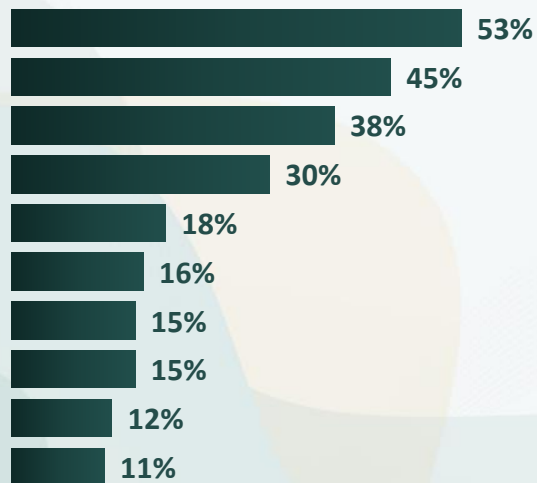
WAYS TO MAINTAIN / IMPROVE LOOK
BY GENDER



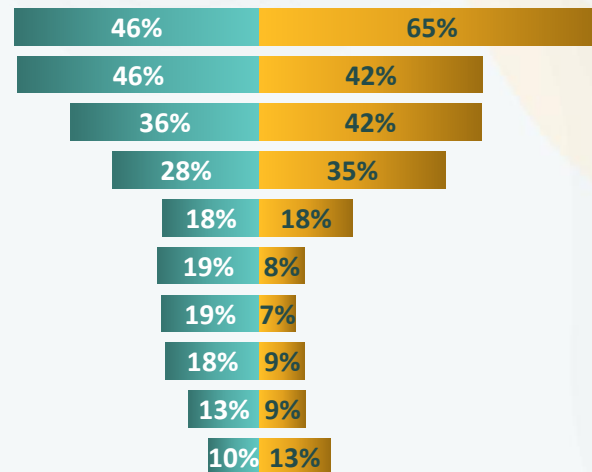


There are real opportunities for HoReCa players.

FIRST REAL DATE PREFERRED LOCATIONS



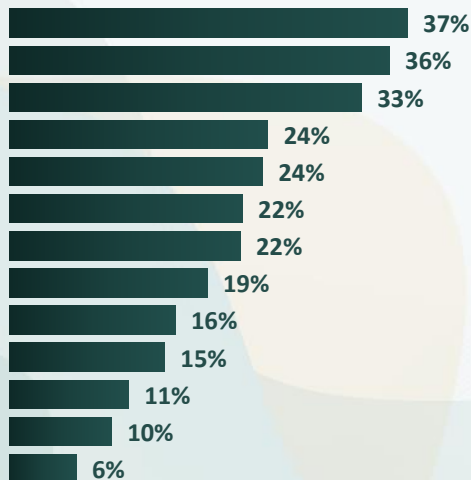
FIRST REAL DATE PREFERRED LOCATIONS BY GENDER



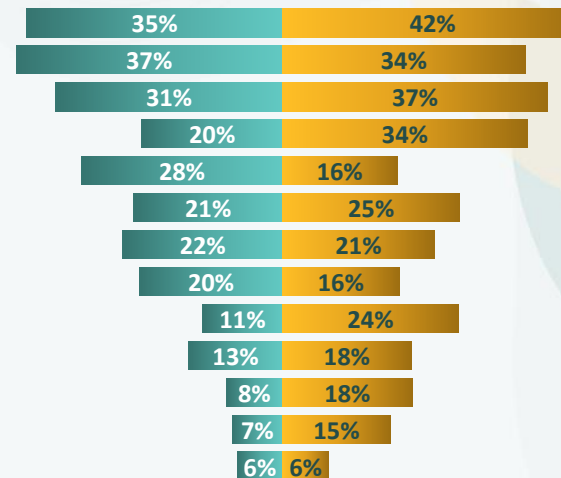


Active users are reasonably receptive to in-app / in-site ads.

ONLINE DATING SITES APPS USEFUL ADS



ONLINE DATING SITES APPS USEFUL ADS – BY GENDER



IT'S
Q&A
TIME!

