

Dating Website Research

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Introduction

This page is an attempt by me to organize the vast majority of online dating related statistics and facts available on the Internet. Almost every week there seems to be a new statistic produced that tries to top the last one. While statistics can be spun to make almost anything look good, I've tried to report just the basic facts. The data has been gathered from such sources as blogs, online newspaper and magazine articles, company financial statements, company advertising information packages, the actual dating site website, and multiple website measurement services.

I've decided to organize the statistics and facts into two main areas. The first will deal with the general online dating industry as a whole. The second are will be for actual dating services and be divided accordingly.

Competition

Online Dating Services

- [Badoo](#) - Owned by Badoo Trading Limited
- [Chemistry](#) - Owned by Match Group Inc (which is owned by InterActiveCorp (IAC))
- [Christian Mingle](#) - Owned by Spark Networks
- [Date.com](#) - Owned by Avalanche, LLC - Includes information about Matchmaker.com and Amor
- [eHarmony](#) - Owned by eHarmony Inc. - Includes information about Compatible Partners
- [FriendFinder.com](#) - Owned by FriendFinder Networks - Includes information about other FriendFinder dating sites
- [Facebook](#) - Owned by Facebook Inc.
- [JDate](#) - Owned by Spark Networks
- [Match.com](#) - Match Group Inc (which is owned by InterActiveCorp (IAC)) - Also includes general information about Match Group
- [OkCupid](#) - Match Group Inc (which is owned by InterActiveCorp (IAC))

- [POF.com \(Plenty Of Fish\)](#) - Owned by Plentyoffish Media Inc. (which is owned by Match Group)
 - [Spark.com](#) - Owned by Spark Networks - Also includes general information about Spark Networks
 - [Tinder](#) - Match Group Inc (which is owned by InterActiveCorp (IAC))
 - [Yahoo! Personals](#) - Owned by Yahoo Inc.
 - [Zoosk](#) - Owned by Zoosk Inc.
-

10 dating apps

Internet dating has certainly taken a new technological turn and is migrating from desktop to smartphone. Yet this isn't solely inspired by convenience: developers have been quick to build apps that take advantage of the smartphone's features to oil the dating wheels.

They exploit the location tracking, the frictionless snap-and-send of smartphone photography and the always-on bantering of messaging software to create a less formal experience than web-based sites.

Ease of use, slick design – often more like a game than just a useful tool – these apps provide not just a connective launch pad but a source of entertainment for their users.

And unlike dating sites, most of these apps are free (though how their business models work is still rather vague).

These apps are obviously popular: based on the number of users logging in and swiping their evenings away (Tinder alone has reported 75 million matches) but I have to wonder, is app dating becoming more of a game in itself, desensitising us from the real experience, or is it the key to successfully finding a match?

[Tinder](#)

Free, iOS, Android

The key to Tinder's preposterous success is ease of use. Log in via Facebook, select a few pictures – adding a line or two of description of yourself is optional. You can start swiping yay or nay to what appears to be a never-ending supply of possible matches generated by your GPS position and age preferences. One female-friendly feature is that guys can't

message you unless you've "liked" them, which reduces the lecherous spam. Works best in cities where there are more users.

[Tinderly](#)

Free, iOS, Android

Following the success of Tinder, a tiny ecosystem of apps has grown up to allow men, at least, to game the app. For example, instead of bothering to appraise every profile, this app allows guys to "like" in bulk, which enables them to wait and see which girls are keen. It also allows you to see who is Tindering in other places (helpful in deciding where to go on holiday or where to move, perhaps) and for the sentimental completists it keeps a history of every girl you've ever "liked". The popularity of this app and similar apps may make Tinder a more irritating experience for female daters, so they may not be around for long.

[OkCupid](#)

Free, iOS, Android

OKCupid recently admitted that it had experimented on users by deliberately putting the "wrong" people together. Their claim being "when we tell people they are a good match, they act as if they are – even when they should be wrong for each other". Despite this, it is one of the most popular dating apps, with 30 million users and over 1 million daily logins. When you first join the app, you are asked a selection of multiple choice questions. Matches are made, based on the answers. The randomly selected questions determine matches, so the more of them you answer, the more likely it is you will find a match.

[Grindr](#)

Free, iOS, Android

In many ways Tinder's precursor. Since its launch in 2009, Grindr has been popular with gay and bisexual men. The location-based app has been downloaded by more than four million people worldwide. It's most popular in London, with 950,000 users passing through. Users have the option to chat and share photos – mainly of their abs and penises.

[Happn](#)

Free, iOS, Android

Like Tinder, it matches potential suitors by location and relies on Facebook for profile information; however, you don't have to wait for a mutual like to contact. It allows potential matches to send "charms" before being registered as a match. It launched in France only five months ago, with 100,000 people signing up in the first five weeks.

[Tickr](#)

Free, iOS, Andoid

Tickr is a video-only dating app, relying on up to three 30-second movies to connect people. This idea behind the app, created by north Londoner, Daniel Freeman, is that it is a more truthful way of getting to know the personality of each person. He claims video clips will make it difficult for prospective partners to “hide as much”, enabling people to share more without having to answer questions. It is also that much harder to hide behind the flattering angled selfies which are often highly misleading with the photo-based apps. A good place to meet extroverts.

[Hinge](#)

Free, launching in the UK early 2015

Hinge may look a lot like Tinder and rely on Facebook to gather its information, but it digs deeper into the past, looking at the people previously dated, education, religion, profession and interests to find appropriate matches. Its creators claim this makes it more like a pocket dating concierge, as users are provided with a daily set of tailored matches and full screen profiles, instead of a stream of strangers’ random profiles. You can swipe to choose your matches, but you are visible to those whom you have friends in common with regardless of if you are a match or not.

[Soulmates](#)

£32 a month

You read the *Observer*, so chances are the *Guardian’s* dating site, Soulmates, would be one of first your ports of call. It has a web app, ie compared to these others it is refreshingly quaint: essentially a smartphone-shaped version of the desktop site. Once you subscribe, you can find out more about other users and contact the ones that take your fancy. There are more than 236,000 members (the average user is 34). As the *Telegraph* diplomatically put it: “They can’t all be *Guardian* readers.”

[Tastebuds](#)

Free, iOS

Could a passion for similar music lead to passion of a more carnal nature? This app could help you find out. It analyses the iTunes library on your iPhone (and, if you wish, info from last.fm and Songkick) and matches you with people on the basis of your musical taste.

Filtering options mean that you have control over your matches. So don't worry, you won't get an ageing punk bothering you for a pogo.

[Plenty of Fish](#)

Free, iOS, Android, Windows

One of the oldest dating sites (founded in 2003), it has a significantly older pool of users, with 44 being the average age. Free membership has made it the most popular internet dating website in the UK and the US since then. Around 80-85% of POF's logins come from mobile devices. The signup alone takes an hour, supposedly to find a better match, so it is certainly for the more time-rich date seeker.

5 fun Tinder alternatives for London lovers

LONDON – In an ideal world, online dating would involve less scrolling and more matching. At times, the endless trawling and icky nude photo requests can be too much to bear. When did online dating become so arduous?

The UK's online dating industry is believed to be worth £170 million, and overall dating expenditure — such as contraceptives, gifts, clothing and entertainment — has contributed more than £4 billion to the British economy, according to a recent report by Match.com and the Centre of Economic Business Research. The people of Britain are looking for love, but are they finding it?

Whether you're struggling to find a decent match, or are simply in need of a change of scene, we've found five great alternatives for hopeful daters in the UK.

1. Clocked

This London-based [dating app](#) is a tonic for those who are sick of Tinder's dearth of unsuitable matches. When you sign up, you'll be asked a series of questions about your personality and priorities to help pair you with a compatible match. Instead of crawling through profiles, Clocked will send you six daters a day with a "clocked" compatibility score.

Free to download on [iOS](#).

2. AirDates

The first ever in-flight dating app, AirDates matches you with fellow airport travelers.

IMAGE: AIRDATES

[AirDates](#) is the world's first in-flight dating app. If you spend a lot of time traveling — whether for business or pleasure — AirDates might be worth a try. If you've ever people-watched in an airport lounge, you'll know that most airports are bustling with fellow travelers and potential matches. UK-based AirDates allows you to scan, connect and remain in contact with fellow passengers.

Free to download on [iOS](#).

3. Bristlr

Bristlr follows Tinder's formula, but is almost entirely aimed at hipsters.

Dubbed the "Tinder for beards," Bristlr's mission is to connect people with beards to those who want to stroke beards. There's even a beard-rating feature for facial hair fanatics. Perfect for hipsters and beard aficionados.

Free to download on [iOS](#) and [Android](#).

4. Justaskmeout

The desktop-only app is good for anyone who hates asking people out.

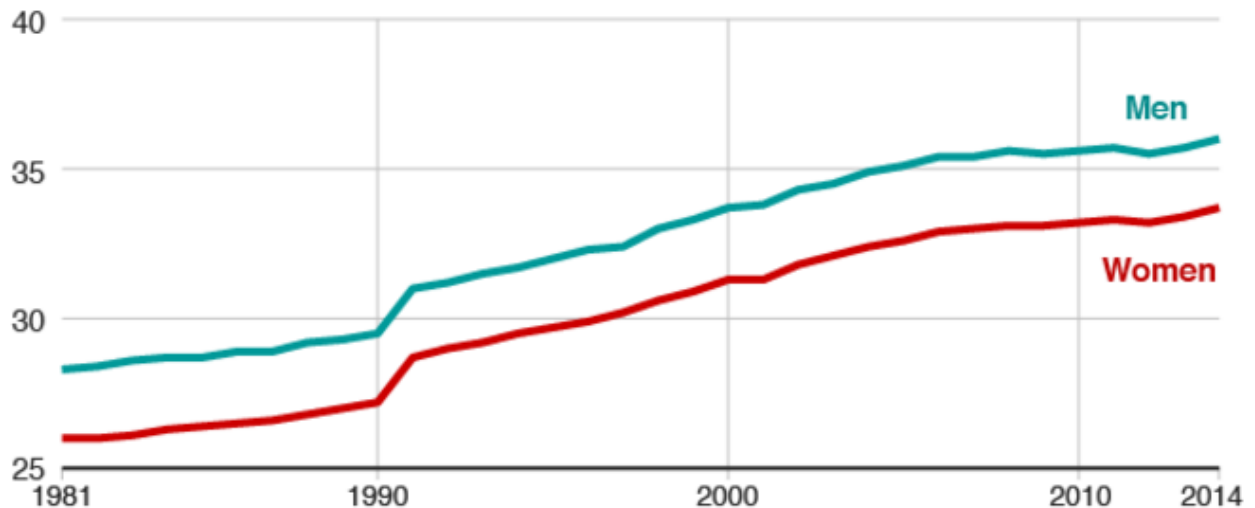
Voted best up-and-coming dating site this year, [Justaskmeout](#) targets the most nerve-wracking aspect of dating: asking someone out. With one simple click, users can ask someone out on a date. If you're bored of the meaningless chitchat that accompanies online dating, this direct and no-nonsense approach is a refreshing alternative.

Free to [join](#).

5. TrueView

A startup based in East London's Tech City, [TrueView](#) launched in 2012 with the aim to connect people with similar interests and hobbies. Daters use real-time micro-blogging (much like Facebook) to find potential matches. The free app allows user to log their activities and post statuses, to simulate the experience of social media.

Average (mean) marriage age in the UK, 1981-2014



Source: ONS for England and Wales, National Records of Scotland, Northern Ireland Statistics and Research Agency

The graph data includes people getting hitched later in life for a second, third or fourth time. But even so - since 2006 in Scotland, 2010 in England and Wales, and 2014 in Northern Ireland - the average age for a first marriage passed the 30 mark for both men and women.

"A few generations ago, most people married young because marriage was the way to gain

According to a September 2015 report from the Online Dating Association (ODA) - a UK industry group - 27% of new relationships in the UK begin with a meeting facilitated by a dating website or a mobile dating app.

It also says the UK's online dating market - valued at £165m in 2013 - is predicted to grow to £225m by 2019.

Online UK dating profiles*

2000 - about 100,000

2011 - 6.3m

2015 - 7.8m

*Online each month
Source: Online Dating Market in the UK 2014-15, LeadingDatingSites.co.uk

In the US in 1940, family connections and church were common ways to find a romantic partner.

By 1990, nearly 40% of couples met through friends.

But, by the turn of the Millennium, the internet was revolutionising the way people got together.

In less than six months the passion may fade, Haidt suggests - while the companionate nature of a relationship may not have grown sufficiently in strength.

Tinder vs. Happn vs. OkCupid: What's The BEST Dating App?

Tinder, Happn or OK Cupid — which the best UK dating app? Mike takes a look at all three

The mobile age has brought us many innovations and changes, some great, some questionable, and none more significant than those which seems to significantly alter elements of our culture. One of those big changes is now the subject of many articles across the web - dating. Yes mobile apps and online dating have, like it or not, changed the way we date. For better or worse - it's still open to debate, and the answer may be a bit of both really.

It's easier than ever to "meet" people thanks to our mobiles nowadays. There's a smorgasboard of dating apps out there offering a smorgasboard of different people and dating experiences - everything from true love to no strings sex, and unlike going up to someone in the real world, these dating apps also give us an added layer of protection from a bruised ego (or face). You can like someone without them knowing unless you've liked them back. You can contact someone without, truthfully, putting much effort into it. And you can even completely falsify an entire identity to make you look more attractive or be more cool than you are without your interests being any the wiser (at least until you actually have to meet).

There are plenty of other viable alternatives now as well, such as Coffee Meets Bagel and the AWESOME Bumble, which is very similar to Tinder, save for the fact that only ladies can instigate conversations. Bumble was set up by one of Tinder's co-founders and is designed as a rebuttal to the often creepy and sinister world of Tinder. By putting women in charge, weirdo men (because there's plenty on Tinder) are left pretty much powerless, which is always a good thing. [Bumble](#) is only available on iPhone at present. An Android app is in the works, apparently, but we've yet to see any developments in recent months.

But as is often the case online, not everything is as it may first appear — there's plenty of spam artists and male/female catfish. "More than four in ten people who use the dating app are already in a relationship. One in ten are going out with another person, whilst three in ten are supposedly so committed that they have stood up in front of their friends and taken vows," reports The Daily Mail. "Even so, they have signed up to the dating app, which allows people to scan for other users nearby, and decide whether they like the look of them based on their photographs."

Happn does things a little differently than both Tinder and OKCupid, however, and is all about proximity. And this approach kind of makes sense too: you're more likely to have something in common with somebody at a similar gig, pub or night venue than you are with a complete stranger you just happened across during a 10 minute swipe-break at work.

More than a quarter-of-a-million of French users subscribed to the app within months of the app launch, and 10,000 Londoners quickly followed, according to The Guardian.

Around 38% of Tinder's users are aged between 16 and 24, according to research conducted by GlobalWebIndex, while 45% fall in the 25 to 34 bracket. Just 4% are over the age of 45.

Tinder is more popular in towns and cities compared to rural areas and has, globally, been downloaded more than 50million times since 2012.

Here's A Bunch of Tinder Facts ([via](#))

- There are 150,000 Tinder users in Ireland. [1]
- Men swipe "like" on a woman's profile on average 46% of the time. Women swipe "like" on a man's profile on average only 14% of the time. [1]
- Tinder is the winner of the 2014 Editor's Choice Top Pick - Innovative Award. [2]
- Women will swipe right 74% of the time when shown a man with well groomed facial hair. These men also receive 37% more matches than men without facial hair. [3]
- Activity from users on Valentine's Day surpassed any day since Tinder launched in 2012. [4]
- On Valentine's Day this year Tinder users who logged in experienced a 60% increase in matches. [4]
- Tinder projects to have 40 million active monthly users by April 2015. [5]
- Tinder Plus is launching in the United States in March. [6]
- Tinder Plus is designed to help reduce spammers by limiting the number of swipes a non paying member can do everyday. [6]

- Tinder partnered with Telesign to help combat fraudulent accounts on the dating service. According to the CTO spam traffic is down by about 90%. [7]
- A Tinder account can now be connected with an Instagram account. If done so, other members can view the last 34 pictures the Tinder member posted on Instagram. [8]
- Hilary Duff confirms she has a profile on Tinder and has been out on one date with another member. [9]

By some counts dating apps are the most popular downloads among the 20s crowd — even more popular than games and messaging apps. When people think of dating apps, their first thought is probably of [Tinder](#), specifically because the app first found traction with college-aged kids. But there are other popular dating apps that are up and coming, such as Happn as well as tried and true dating apps like OKCupid. We take a look at all three to see which is best for your love life.

[Tinder](#)

Cost of app: free

Cost of premium service: Tinder Plus £3.99 or £14.99 a month

Ah, Tinder. We all know thee well. Despite the “hookup” reputation Tinder has there is no denying it's a brilliantly simple app. Tinder works by showing you pics of people in your area. Swipe left to reject them, swipe right to like them. If you like someone who likes you you'll be notified of a match. You can then send them a in-app message to start chatting. When Tinder first came out its photo stack swipe navigation was the most brilliant UI a dating app had ever seen (and now one much copied).

The good thing about Tinder is that it has a ton of users. The bad thing about Tinder is that it's so superficial (only showing photos of a person by default) that many times people just try to game the system by swiping right on everyone to get the most matches possible and then just start chatting to the ones they only really find attractive. To combat this Tinder has now limited the amount of swipes you can make and introduced Tinder Plus, a subscription service that gives you back the ability for unlimited swipes and also allows you to search through photos of people in other areas and take back a swipe if you accidentally swiped the wrong way.

Tinder Plus is a good thing, but some people will hate the fee structure. If you're under 28 Tinder Plus is £3.99 a month—but over 28? The service then costs you £14.99 a month.

[Happn](#)

Cost of app: free

Cost of premium service: Coins range from £1.49 for 10 to £23.49 for 300

Happn has a better mode of matching people than Tinder. The idea behind Happn is that it shows you people with similar interests who you've "crossed paths" with in the real world. Happn uses your phone's GPS location to search within a 250 meter radius of where you are and will show you other Happn users in the same area. It doesn't show you profiles of anyone you haven't crossed paths with.

Of the profiles it does show you, you can read more about the person, see additional pics, and, if you want, like them secretly. However, if you like them secretly they won't know. You're basically bookmarking them. If you want to contact them you need to send them a charm—and charms cost money. You can buy 10 charms for £1.49 or up to 300 charms for £23.49.

I love the idea of Happn. It's nice seeing people who work in your area or hang out near a pub you frequent. The problem with Happn is the radius: 250 meters is too large. If you're in an office building on a busy city block, that doesn't really help you narrow down the person much. And if you're zipping through London on the overground, Happn will pick up any people whose flat is within 250 meter of the train tracks—not really "crossing paths" eh?

If Happn would shrink its radius—say to 50 meters—it would be much more useful. At 250 meters, it's not much better than other dating apps' geolocation features.

[OkCupid](#)

Cost of app: free

Cost of premium service: £9.99 for one month up to £39.99 for 12 months

OkCupid is the granddaddy of dating apps. The service has existed in website form since 2004, before coming out with its app about five years ago. OkCupid is widely regarded as one of the best online dating platforms thanks to its breadth of users and its advanced algorithms that are generally considered the best in the industry.

When you create a profile in the app you're asked to answer 21 questions, which OkCupid's algorithms will then crunch to show you your best matches. Tap on a match to view their full profile.

OkCupid doesn't offer the hip factor of Tinder or the focused location feature of Happn, but it does offer a true social network feel, which lends itself to people spending more time looking at profiles than simply swiping or scrolling through them in microseconds. The app

also allows you to really specify the type of person you are looking for, so you are more likely to get accurate matches.

Winner

If Tinder is the Instagram of dating, and Happn is the Google+, then OkCupid is the Facebook of dating. Tinder is great because so many people use it and it's fun to flick through pics, but it's mostly superficial eye candy. Happn is a very interesting concept, that is crippled by its own self-imposed limitations—and no one uses it. But OkCupid is a mature, full-featured dating app that has an active user base of people serious about dating. These people put their money where their mouth (and images) are. They are financially invested in using the service thanks to its relatively high monthly and yearly rates, which means they are more likely to put effort into it and not waste time by simply browsing their options—they're more likely to actually contact you back.

There are other options out there as well like Match and Coffee Meets Bagel but Tinder, Happn and OK Cupid, for the most part, are the big three of mobile dating. Coffee Meets Bagel is the newest addition to the space and is designed to be a big different and no way near as fast-paced as the aforementioned applications. How it works is simple: you create a profile and everyday at 12pm you're sent a potential match, which you either pass or like on. To be honest, I found the app a little tedious and I never met up with anyone — but your experience might be different.

If you're looking for a quick ego boost or (if you're lucky) a hookup, Tinder or Happn might be the way to go. But if you're looking for a dating app with myriad features, a social network feel, and an invested user base, go for OkCupid.

Best UK Tinder Alternatives: 5 Fiery Dating Apps You Should Check Out Today

Online dating has come of age. No longer is it considered sad or weird to say you first met your partner digitally, a shift to the mainstream largely down to the success of one app: [Tinder](#). Launched back in 2012, it burned into the spotlight and never swiped back, becoming a fixture on Home screens all over the world.

Unlike most technologies that are gushed about, Tinder can genuinely lay claim to having had a disruptive impact and its popularity is easy to understand (despite **what we now think of it**). Free to use and with a UI that's simple to the point of remedial, its rapid-fire approach to matchmaking has since been aped by numerous developers, while online dating's gentrification has continued apace.

As a result, Tinder isn't the only game in town. Whether you're looking for love or just a casual fling, there's plenty of competition around. These are the best Tinder alternatives (and a nod to our favourite Tinder add-on).

Just Ask Me Out (Desktop)

Another annoying thing about Tinder is that actually arranging a date can take ages. Between matching with someone, completing the obligatory "is this person a stalker?" chat, and finally arranging to meet up, it's not uncommon for one or both parties to lose interest along the way. That's where self-explanatory website [Just Ask Me Out](#) comes in.

It takes the small talk out of the matching equation and gets you straight to the 'yay' or 'nay' of fixing a date. Streamlining things to this extent won't be to everyone's taste, of course, so if you're shy or just getting used to the idea of online dating, there's probably better options out there. If swiping right is as natural as shoving a Johnny in your back pocket before a night out though, check it out. Just Ask Me Out is currently limited to London (where it also organises free dating events), but says it hopes to expand across the UK soon.

Hinge (Android and iOS)

Just landed in the UK, [Hinge](#) bills itself as a "classier Tinder" and helps you connect with friends of friends (we think Tinder's plenty classy, but hey). It's a sound approach, especially for online dating newbies: meeting someone is less intimidating and feels more organic this way, but you can still get to know people you otherwise might not have met. Plus, there's a bit of extra security knowing you're talking to a 'real person': Hinge gives you plenty of details about your potential date in advance (full name, work, education, mutual friends), profiles are validated, and you could even contact your mutual acquaintance to get the lowdown on someone. Hinge is currently limited to London and apparently thinks 'rando' is an acceptable use of the English language, but on the bright side, it's available for both [Android](#) and [iOS](#).

Down (Android and iOS)

[Down](#) is similar to Hinge, but has a much naughtier streak. We probably don't need to say much more than that it's the spiritual successor to Bang With Friends for you to get the idea. Like Hinge, you identify potential matches through your extended Facebook network, but Down does away with any subtlety - swipe one way to ask for a date, the other for a casual hookup. The potential here is obvious and you might be pleasantly surprised to find out

a secret crush feels the same way, but as there's a certain...directness to Down, it's wise to use it with caution. Even though the app keeps all your activity private, there's nothing stopping your friends from talking to each other, so probably best to steer clear of mates' siblings and ex's best friends. It's available on [Android](#) and [iOS](#).

How About We (Desktop)

[How About We](#) takes a rather sophisticated approach to online dating, letting users post suggestions for dates and match with the people who like their idea. It's a bit of a pain getting signed up (you have to jump through a few hoops to get it to recognise non-US locations) and ultimately operates a paid membership programme, but in the world of happy swiping, it's antiquated feel is quite refreshing. There's also [Android](#) and [iOS](#) apps to complement the web platform.

Tools for Tinder (iOS)

Still sticking with Tinder despite its opinion that anyone [over 28 should be charged a penalty for still being single](#)? Well, this is the app for you. Swiping to like is simple enough, but as Tinder's user base has skyrocketed, so too has the difficulty of finding a match. Vetting profiles to no avail can be disheartening, especially if you're new to the game, and that's where Tinder 'Liker' apps come in handy. Instead of taking the time to treat people like individuals, which is so 2013, these programs streamline the matching process by liking everyone that's around you. Numerous third-party apps boast this functionality, but [Tools for Tinder](#) is the fastest and most sophisticated.

The premium version gives you access to loads of filters (useful when you're about to like 1,000 people) and other neat stuff, like background auto-liking and the ability to manually change your GPS location (so you can scout potential matches at places you're travelling to in advance). The free version gives you the basic ability to batch like, but to use the app more than once, you'll have to give it a five star review or share your dirty little secret on social media - a complete con, obviously, but probably worth the hassle as its ads are less intrusive than other add-ons. It's currently only [available for iOS](#).

Alternatives with similar functionality that won't strong-arm you into giving it a positive review include Tinderly, which is available on [iOS](#) and [Android](#) (where it goes by Swiper Liker), and [Bonfire](#).

More Tinder Alternatives

Many apps take the premise of Tinder but focus on specific user groups. Here's some of the best out there:

- [3indr](#): For threesomes
- [Bristlr](#): For beards and the people what love 'em
- [Grindr](#): For gay, bisexual, and bi-curious men
- [Scissr](#): For gay, bisexual and bi-curious women

United Kingdom

Over 15.7 million adults (35% of those aged 16 and over) in England and Wales had never been married in 2011. [26]

There were 23 million (51%) 'not married' (meaning never married, divorced, or widowed) people in 2011. [26]

The highest proportions of individuals who were either never married or unmarried were in London. [26]

Dating, Relationships & Marriage

According to a popular dating site, women who took selfies received 4% more messages but guys receive 8% less. A woman who takes a full-body selfie receives a whopping 203% more messages. [4]

Most women prefer to wait 1-2 years before moving in, whereas men prefer to move faster at 6-12 months. [4]

62% of singles who use emoji in their text conversations want to get married. They are also more likely to be actively dating than non-emoji (emotion icons) users. [8]

Men find beautiful profile photos more attractive but less trustworthy. On the other hand women find beautiful profile photos not only attractive but trustworthy. [13]

Tall men and curvy women both have more social connections online than their opposites (shorter men and slender women). Younger people (18-20) also have more connections than singles in their 20's or 30's. [16]

49% of teens have experienced abuse in dating. 29% of girls and 24% of boys admitted to playing the role of both victim and abuser in their relationships. [18]

Young adults tended to enhance their profiles using first-person singular pronouns like "I" and "me." They also tend to focus on work and achievement. [21]

Single women outnumber men by 230,000 in New York City. [23]

If you are a man the easiest cities in the world to date are (in order): Hong Kong, Sydney, New York, London, Toronto, and San Francisco.[23]

If you are a woman the easiest cities in the world to date are (in order): Sydney, London, San Francisco, Toronto, New York, and Hong Kong. [23]

When dating, 12% of singles said they're in the market for casual hookups, while 70% said they want a relationship and 11% said they're searching for their future spouse. [23]

Women are 40% more likely than men to respond to openers that are food-related. Men were most responsive when asked out directly, and particularly if those messages were assertive. [24]

88% of women and 75% of men in a survey of 5,000 singles said they cared about grammar most, putting it ahead of a person's confidence and teeth. [25]

Researchers from several universities found that women have more deal breakers than men. [27]

People who believe they are a good catch have more dealbreakers. [27]

Everyone has more dealbreakers when considering a long-term relationship rather than a short-term one. [27]

2014

United Kingdom

The average male online dater is 5' 10" and the average female is 5' 4". [32]

Average male online dater has never been married. The average female online dater has gone through a divorce. [32]

Dating, Relationships & Marriage

1 in 12 marriages are mixed-race. [1]

82% of people between the ages of 18 and 25, and who are in a serious relationship send multiple text messages to their partner each day. [2]

15% of singles in the United States preferred drinks over dinner for a first date. [4]

Women who have more self-esteem and greater acceptance of their bodies have better relationships. [7]

33% of singles agree that it's less intimidating to ask someone out via text. 68% of singles say they still want to chat on the phone or in person to schedule dates. [8]

57% of 18 to 24 year olds say texting has made it more difficult to determine if a request to go out with someone is a date or not. [9]

Nearly 25% of singles say they would consider marrying someone who is unfaithful to them while dating. [10]

47% of singles research their dates on social networks like Facebook before meeting. [12]

46% of men and 35% of women follow-up about a date the next day. [12]

On a first date 72% of singles feel it is a big NO-NO to talk about exes. [12]

92% of men say they're comfortable being asked out by a woman. [13]

79% of men and women in their 20s and 62% of those in their 30s plan for marriage to be a part of their future. [13]

68% of single men and 57% of single women say they want more sex. They would like sex 2 or 3 times a week. [14]

76% of men say women text too much. 63% of women say they enjoy texting during work hours while men prefer to concentrate on work. [15]

72% of women and 60% of men say it's ok to casually date more than one person at the same time. [15]

Men do most of the planning for a Valentine's Day date. Most women do very little. [17]

79% of men and 65% of women give a gift to their significant other on Valentine's Day. [17]

In 2011 51% of Americans were married. In 1960 it was 72%. [18]

The average time between meeting and marriage is 42 months. [18]

The total cost of a couple's courtship costs on average \$23,660. [18]

33% of men and 22% of women said they would end a relationship over unsatisfactory sex. [19]

In America 58% of women and 56% of men have never been on a blind date. [20]

80% of people ages 18-24 and 42% of people 64 years or older have never been on a blind date. [20]

Las Vegas Nevada, Detroit Michigan and Columbus Ohio are the top three cities with the most open-minded daters. [21]

With mobile phones, Android users are 20% more likely than iOS users to be divorced. [23]

64% of women said they've never had a one night stand compared to only 41% of men. [25]

15% of college students have more than two hook-ups per year. This includes anything from kissing to sex. [26]

Number one thing American singles look for in a relationship is common interests. [28]

27% of men and 25% of women think you should wait until the second date to kiss someone. [29]

In August there was 124.6 million single Americans. This is 50.2% of the population aged 16 and over. [36]

In a year on average 32% of couples who met online will breakup. In comparison, only 23% of couples have left each other after a year who met offline. [37]

82% of women and 48% of men said they would not have sex on the first date. This works out to 66% of Americans disapprove of sex on the first date. [38]

6.5% of women and 4.5% of men who sign up to a dating service are already in a relationship during the December Holiday season. This is a 300% increase over other times of the year. [40]

Badoo by the numbers: 200 million users and \$200m in annual revenue on strong mobile usage growth

Badoo, a social network that revolves around helping people “make new friends” (and find matches for dating and other purposes), has been growing steadily since it was launched now nearly eight years ago.

That in itself is quite a feat – the social networking space is cut-throat competitive and many others have faltered trying to compete against the Facebook and Twitter steamrollers of this world.

Not so for Badoo, which was started by a Moscow native but is headquartered in London, UK: it is expected to cross the 200 million users milestone some time this weekend, and continues to sign up new users at a rapid clip (100,000 per day at present, according to a company PR).

Joining the social networking elite

The 200 million users is just a number, but it does place Badoo in the top echelon of social networks: BI Intelligence pegs the total number of active monthly Badoo users [at 45 million](#), ahead of Orkut, Foursquare and Vine, though miles behind the likes of Facebook, Tumblr, LINE, WeChat and Instagram.

One thing Badoo has going for it is its ability to attract young adults aged between 25 and 35 (the demographic it has seen the fastest growth in) [from all over the globe](#). Today, Badoo is used in 44 languages across 191 countries and may be slowly [chipping away at Facebook's dominance](#), at least in certain socio-demographics.

One has to acknowledge that Badoo may have a sizeable user base, but it's struggling to gain massive name and brand recognition – in fact, just yesterday I didn't mention them in [my list of big and/or fast-growing European technology companies](#) because I plain forgot.

And yet, in the past year alone, Badoo has managed to increase the number of registered users by 28 percent, the company claims. Driving this growth is a geolocation-based 'hot or not'-style game, dubbed [Encounters](#), which was launched in 2007, one year after the company's founding.

Basically, Encounters allows Badoo users to find people in their local area, with the help of photo, interests and profile info. A 'match' is created when both users like each others' profiles.

In addition, users can browse and filter people based on location, interests and age. To connect to other users, though, a 'double opt-in' principle applies, which basically means both partners need to express interest before they can start messaging on another.

According to a Badoo spokesperson, more than 560 million Badoo profiles are viewed on a daily basis, resulting in just south of 10 million daily matches. As a direct result, the company has also spawned something of a messaging empire: Badoo users sent roughly 135 million message to each other daily.

Growing mobile usage (and revenue)

Mobile is not just big for Badoo, it's already bigger than the Web for the company. In fact, since last year, mobile usage has jumped by about 63 percent, according to a Badoo PR.

As other major socnets such as Facebook and Twitter have made abundantly clear, mobile is where the majority of revenues will be coming from in the future, so growth in that department is crucial.

Surprisingly, the country with the largest proportion of mobile users is the United States, although Badoo did not break out the number of users for each country. It did say, however, that Brazil tops the chart with the most users overall.

The company also says the average number of sessions per user and day is higher, and the length of each session longer, on mobile than on the Web. The total engagement level is approximately twice as high on mobile as on the Web, Badoo posits.

Here’s the real kicker when it comes to mobile, though: according to Badoo, mobile overtook the Web in November 2013 not only in terms of user numbers, but also in revenue.

It helps that Badoo is available on a total of 12 mobile platforms today, including Android, iOS, Windows Phone and HTML5, which makes it installable on almost every smart device. That said, the app is both free and ad-free, which means all the cash it generates is from actually selling premium features to its users.

According to mobile analytics authority [App Annie](#), Badoo is ranked first or second in the social networking category based on gross revenues in fairly big countries such as Brazil, Spain, Italy and France. This is also where most of its sales come from, by the way.

	Overall	Social Networking
# of countries - rank 1 reached	0 ▼1	13 ▲1
# of countries - rank 5 reached	8 ▲2	68 ▲1
# of countries - rank 10 reached	11 ▼4	95 ▲1
# of countries - rank 100 reached	81 =	131 =
# of countries - rank 500 reached	118 =	131 =
# of countries - rank 1000 reached	126 ▼1	131 =

How are we doing in Europe in terms of ‘flirtiness’?

Badoo gave me access to a spreadsheet that shows an index of ‘flirtiness’ among men and women in countries across Europe. Said level of ‘flirtiness’ is based on the aforementioned Encounters game.

As it turns out, women in places like Norway, Iceland and Bosnia Herzegovina are pretty flirty, or at least keen on meeting new people through services like Badoo, while the opposite is true for women in France, The Netherlands and Belgium.

When it comes to men, the results differ. The flirtiest of males, according to Badoo’s findings at least, can be found in countries like Macedonia, Albania and Moldova.

On the other side of the spectrum, we find men living in places like Hungary, Belgium, The Netherlands and Slovakia. Make of it what you will.

1	A	B	C	D	E	F	G
		Index over flirtiness among women, more or less than average	Index over flirtiness among men, more or less than average		Country	Index over flirtiness among women, more or less than average	Index over flirtiness among men, more or less than average
2	Albania	-4%	45%		Albania	96	145
3	Austria	-18%	3%		Austria	82	103
4	Belarus	29%	4%		Belarus	129	104
5	Belgium	-40%	-19%		Belgium	60	81
6	Bosnia Herzegovina	46%	11%		Bosnia Herzegovina	146	111
7	Bulgaria	29%	30%		Bulgaria	129	130
8	Croatia	-14%	23%		Croatia	86	123
9	Cyprus	-6%	20%		Cyprus	94	120
10	Czech Rep.	0%	-14%		Czech Rep.	100	86
11	Denmark	-20%	-15%		Denmark	80	85
12	Estonia	11%	-3%		Estonia	111	97
13	Finland	3%	7%		Finland	103	107
14	France	-46%	-11%		France	54	89
15	Germany	-16%	1%		Germany	84	101
16	Greece	4%	14%		Greece	104	114
17	Hungary	-13%	-23%		Hungary	87	77
18	Iceland	75%	20%		Iceland	175	120
19	Ireland	-14%	5%		Ireland	86	105
20	Italy	13%	18%		Italy	113	118
21	Latvia	35%	-7%		Latvia	135	93
22	Lithuania	28%	-12%		Lithuania	128	88
23	Luxembourg	-20%	-5%		Luxembourg	80	95
24	Macedonia	-22%	52%		Macedonia	78	152
25	Moldova	39%	33%		Moldova	139	133
26	Netherlands	-36%	-16%		Netherlands	64	84
27	Norway	114%	5%		Norway	214	105
28	Poland	32%	6%		Poland	132	106
29	Portugal	22%	14%		Portugal	122	114
30	Romania	32%	29%		Romania	132	129
31	Russia	19%	5%		Russia	119	105
32	Serbia	-24%	21%		Serbia	76	121
33	Slovakia	-14%	-16%		Slovakia	86	84
34	Slovenia	-13%	-3%		Slovenia	87	97
35	Spain	-18%	-3%		Spain	82	97
36	Sweden	-13%	1%		Sweden	87	101
37	Switzerland	-2%	-6%		Switzerland	98	94
38	Ukraine	32%	3%		Ukraine	132	103
39	United Kingdom	-15%	0%		United Kingdom	85	100

What’s next for Badoo? An IPO, perhaps

Badoo currently boasts over 250 employees in its HQ in London and its offices in Moscow and San Francisco, and currently has about [15 open positions](#).

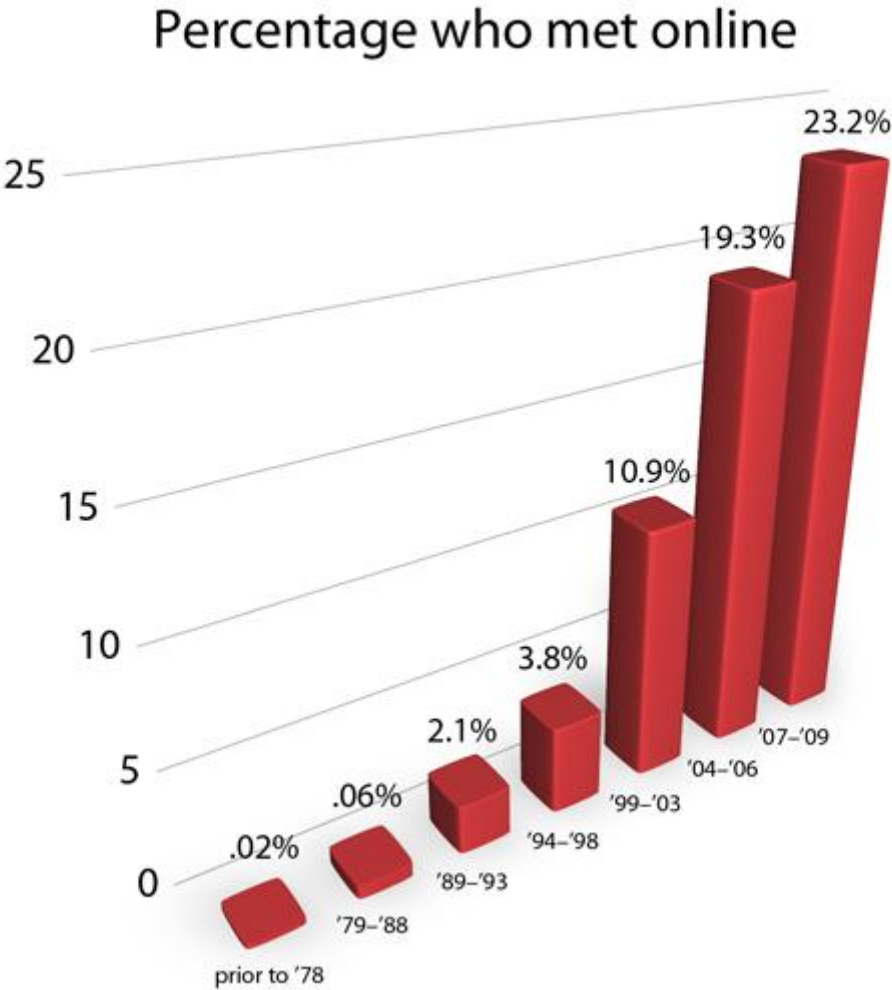
In a recent [interview with Bloomberg](#), founder Andrey Andreev says revenue has ballooned to \$200 million in the last year, and that it has been profitable since 2009.

In addition, the interview reveals that the company recently contracted Goldman Sachs to serve as an adviser, which means the company might be looking to go public next year.

We’ve independently confirmed that Badoo’s annual revenue is in the \$200 million range and growing, but no further comment on any IPO plans. Just in case you weren’t paying enough attention, Badoo’s thus pulling in roughly \$800,000 in revenue per employee today. Not bad at all.

We'll be keeping a flirty eye on Badoo to see what comes next.

Cupid's Arrow Turns Digital



'The graph shows the percentage of Americans who met their partners online as a function of the year they met. The data is adapted from a study by Michael Rosenfeld from Stanford University and Reuben Thomas from City College of New York and is based on a nationally representative sample of 3,009 partnered respondents.'

Online Dating Growing in Popularity and Acceptance, But Matching Methods Lack Independent Validation, Finds Review

Online dating has not only shed its stigma, it has surpassed all forms of matchmaking in the United States other than meeting through friends, according to a [new analysis of research](#) on the burgeoning relationship industry.

The digital revolution in romance is a boon to lonely-hearers, providing greater and more convenient access to potential partners, reports the team of psychological scientists who prepared the review. But the industry's claims to offering a "science-based" approach with sophisticated algorithm-based matching have not been substantiated by independent researchers and, therefore, "should be given little credence," they conclude.

"Online dating is definitely a new and much needed twist on relationships," says Harry Reis, a co-authors of the study and professor of psychology at the University of Rochester.

"Online dating is definitely a new and much needed twist on relationships," says **Harry Reis**, one of the five co-authors of the study and professor of psychology at the University of Rochester. Behavioral economics has shown that the dating market for singles in Western society is grossly inefficient, especially once individuals exit high school or college, he explains. "The Internet holds great promise for helping adults form healthy and supportive romantic partnerships, and those relationships are one of the best predictors of emotional and physical health," says Reis.

But online love has its pitfalls, Reis cautions. Comparing dozens and sometimes hundreds of possible dates may encourage a "shopping" mentality in which people become judgmental and picky, focusing exclusively on a narrow set of criteria like attractiveness or interests. And corresponding by computer for weeks or months before meeting face-to-face has been shown to create unrealistic expectations, he says.

The 64-page analysis reviews more than 400 psychology studies and public interest surveys, painting a full and fascinating picture of an industry that, according to one industry estimate, attracted 25 million unique users around the world in April 2011 alone. The report was commissioned by the Association for Psychological Science and will be published in the February edition of its journal ***Psychological Science in the Public Interest***.

Other highlights from the analysis include:

Online dating has become the second-most-common way for couples to meet, behind only meeting through friends. According to research by Michael Rosenfeld from Stanford University and Reuben Thomas from City College of New York, in the early 1990s, less than 1 percent of the population met partners through printed personal advertisements or other commercial intermediaries. By 2005, among single adults Americans who were Internet users and currently seeking a romantic partner, 37 percent had dated online. By 2007-2009, 22 percent of heterosexual couples and 61 percent of same-sex couples had found their partners through the Web. Those percentages are likely even larger today, the authors write.

Attitudes have changed radically. Through the 1980s and into the 1990s, a stigma was associated with personal advertisements that initially extended to online dating. But today,

"online dating has entered the mainstream, and it is fast shedding any lingering social stigma," the authors write.

Men and women behave differently online.

- A 2010 study of 6,485 users of a major online dating site found that men viewed three times more profiles than women did (597,169 to 196,363).
- Men were approximately 40 percent more likely to initiate contact with a woman after viewing her profile than women were after viewing a man's profile (12.5 to 9 percent).

Online sites may encourage "soulmate" search. The authors caution that matching sites' emphasis on finding a perfect match, or soulmate, may encourage an unrealistic and destructive approach to relationships. "People with strong beliefs in romantic *destiny* (sometimes called *soulmate* beliefs) — that a relationship between two people either is or is not 'meant to be' — are especially likely to exit a romantic relationship when problems arise ... and to become vengeful in response to partner aggression when they feel insecure in the relationship," the authors write.

Online dating sites are not "scientific". Despite claims of using a "science-based" approach with sophisticated algorithm-based matching, the authors found "no published, peer-reviewed papers – or Internet postings, for that matter – that explained in sufficient detail ... the criteria used by dating sites for matching or for selecting which profiles a user gets to peruse." Instead, research touted by online sites is conducted in-house with study methods and data collection treated as proprietary secrets, and, therefore, not verifiable by outside parties.

Online dating fundamentally changes access to information. "In the words of one online dater: 'Where else can you go in a matter of 20 minutes [and] look at 200 women who are single and want to go on dates?' "

Along with Reis, other co-authors include Eli Finkel, associate professor of social psychology at Northwestern University and lead author on the paper; Paul Eastwick, assistant professor of psychology at Texas A&M University; Benjamin Karney, professor of psychology at the University of California at Los Angeles; and Susan Sprecher, professor of sociology and psychology at Illinois State University.

Tinder mobile app statistics and revenue

Dating app [Tinder](#) was launched in September 2012 across a row of college campuses. It uses Facebook basic data to analyse users and recommends compatible partners based on geographic location and common interests. Swiping right, the app enables users to like another user anonymously or pass on them by swiping left. If two users like each other, they can chat from within the app.

Tinder matches users based on Facebook profile data

The app is available in over 30 languages now and majority owned by InterActiveCorp (IAC). [By March 2014](#), the app had generated one billion matches, 800m swipes and 10m matches per day, as well as 300 marriage proposals. 5% of Australia's population had a Tinder profile at that point.

During the FIFA World Cup June 2014 in Brazil, the app [experienced a 50% increase](#) in downloads and usage in the country. Brazil is Tinder's third largest user base, following the US and UK.

Key Tinder Statistics

- Tinder is available in over 30 languages worldwide (Source: [News.com](#))
- Majority-owned by InterActiveCorp it generates one billion matches, 800m swipes and 10m matches a day (Source: [News.com](#))
- Subscriber estimates vary between Credit Suisse estimating 100,000 users and Morgan Stanley 297,000 (Source: [Techcrunch](#))
- 24% of Tinder users are paying for online dating services (Source: [Global Web Index](#))
- With the launch of Tinder Plus, Tinder jumped from spot No. 969 to No. 26 in the iOS download charts in March 2015 (Source: [AppAnnie](#))
- JMP Securities predicts Tinder to be worth \$1.6bn, with \$121m coming from subscriptions alone (Source: [BusinessInsider](#))

Rosette Pambakian, Public Relations for Tinder, told online magazine Quartz:

“The average Tinder user spends more than one hour a day on Tinder, approximately 77 minutes, and that number is up by nearly 50% in Brazil since the start of the World Cup.”

By September 2014, Barclays predicted the app's valuation to reach \$1.1bn by the end of 2015, now managing more than one billion swipes a day. The bank expected Tinder to reach

20m active users by April 2015 and IAC to start monetising a projected \$180m in revenue in 2015.

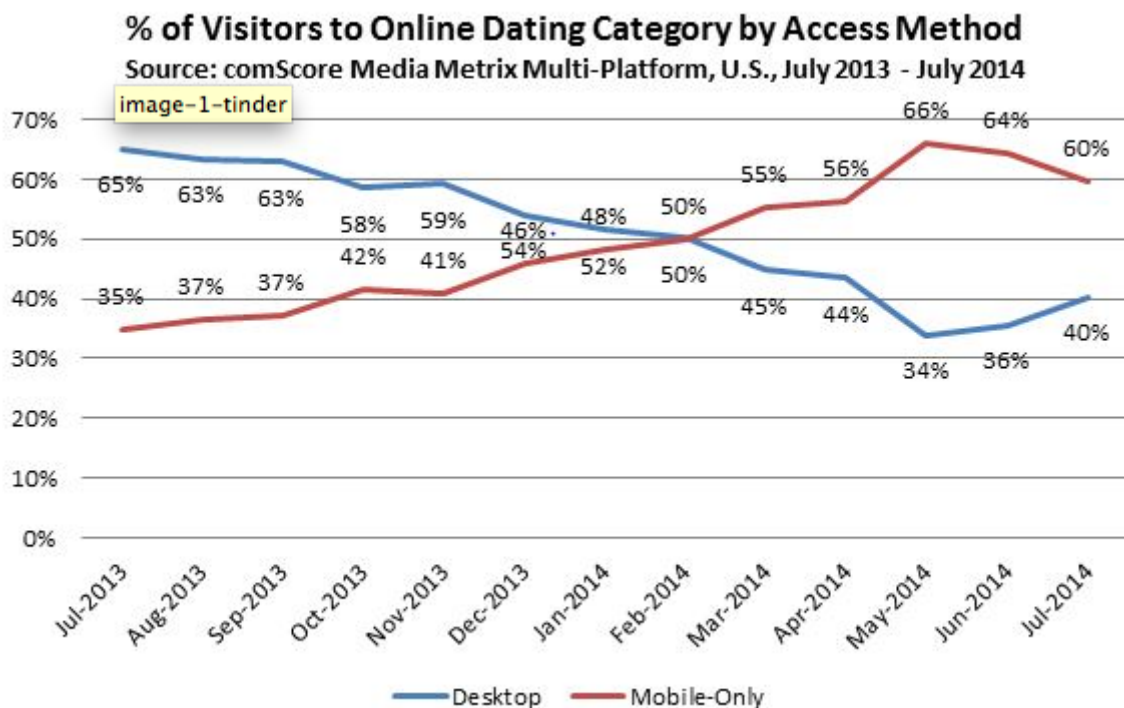
Chris Merwin, VP at Barclays, confirmed:

“It’s growing very, very fast and the monetization opportunity is enormous. IAC is monetizing daters across all ages across all demographics. They want to create the best portfolio of brands in online personals.”

In addition to Tinder, [IAC owns Match](#), one of the largest dating sites worldwide. The company prides itself on owning a large portfolio of dating sites and apps, as users turn to multiple platforms to find their perfect match. Merwin confirmed that IAC hoped for Tinder users to translate to Match consumers eventually.

An evaluation by [Clickz](#) found that Tinder’s massive growth can be attributed to millennials who predominantly use their mobile phones. Within a year, the online dating as a category went from desktop to mobile-dominated.

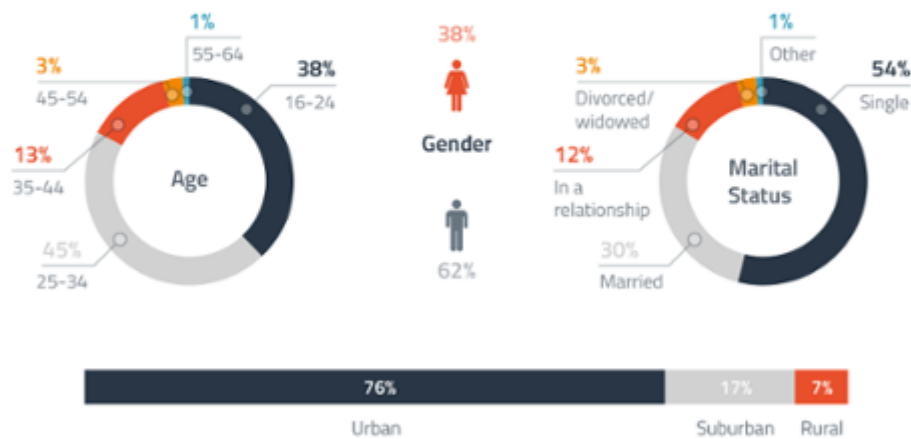
Online dating increased to 60% on mobile versus 40% using desktops in July 2014



Source: [clickz.com](#)

Research by Global Web Index in April 2015 confirms that the 16-34 year-olds are Tinder’s predominant audience with 38% falling into that age group. Tinder has 38% of female users and 62% of male users with more than half of them being single (54%). The app is being used largely in urban locations (76%).

The Demographics of Tinder Users



globalwebindex.net /// Source: GlobalWebIndex Q1 2015 /// Base: Tinder Users Aged 16-64

Source: globalwebindex.net

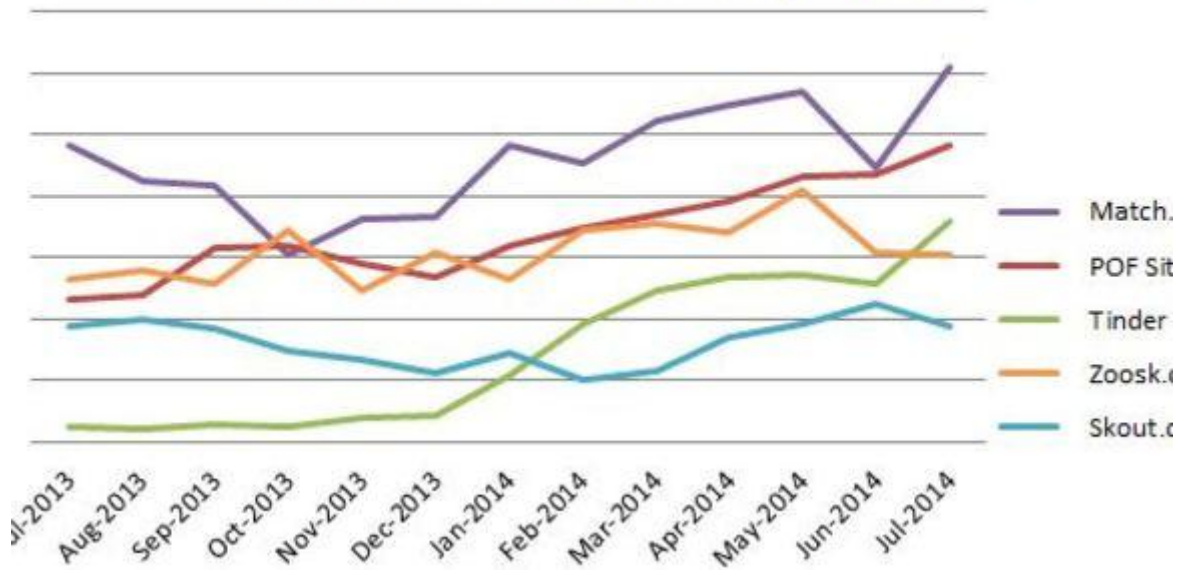
Having suggested that 42% of its users were either married or in a relationship, Tinder rejected the findings by Global Web Index and told [The Guardian](http://www.theguardian.com):

“The results of this tiny, 681 person study in the UK is a totally inaccurate depiction of Tinder’s user base – this firm is making guesses without having any access to real data on our millions of users worldwide (...) The single largest age group on Tinder, making up more than half of our entire user base, is 18-24. More than 93% of UK residents in that age range have never been married, according to the UK’s office of National Statistics. Without revealing any data about our users, simple logic should reveal that it’s essentially impossible for any of these claims to be accurate. Their methodology seems severely and fundamentally flawed.”

Global Web Index confirmed that its data had been based on interviews with 170,000 users worldwide – “it’s not guesswork, and not just the UK, as Tinder has suggested,” a spokesperson said.

By July 2014, Tinder had reached spot three in the top five US dating properties with 3.6m visitors per day, up 1,400% from 2013.

Top 5 U.S. Mobile Dating Properties
 Source: comScore Mobile Metrix, U.S., July 2013 - July 2014



Source: clickz.com

But Global Web Index finds that Tinder has not yet overtaken traditional dating apps such as Match, with only 1% of global internet users on Tinder last month versus 31% using a traditional online dating site. This could be attributed to Tinder’s reputation as a more “shallow” dating app, compared to traditional sites.

Traditional online dating sites are still preferable to online daters

Tinder vs Online Dating Sites



globalwebindex.net /// Question: Which of the following mobile / tablet applications have you used in the past month? (on any device) /// Thinking about mobile applications, which of the following categories have you used in the past month? /// Which of the following websites have you visited online on your PC, Mobile or Tablet in the last month? /// Source: GlobalWebIndex Q1 2015
/// Base: Internet Users Aged 16-64

Find out more /// www.globalwebindex.net /// [@globalwebindex](https://twitter.com/globalwebindex) /// [+globalwebindex](https://www.facebook.com/globalwebindex)

Source: globalwebindex.net

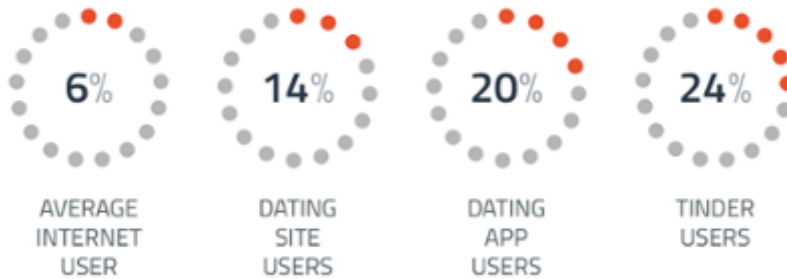
However, research also found that a quarter of Tinder users are already paying for online dating, compared to one in eight dating site visitors. Translating these users into [Tinder Plus](#) customers will be an important next step for the company in the future.

24% of Tinder users are paying for an online dating service

Paying for Online Dating Services



% who paid for a online dating service last month



globalwebindex.net /// Question: Which of the following types of online content have you paid for in the past month? /// Source: GlobalWebIndex Q1 2015 /// Base: Internet Users Aged 16-64

Find out more /// www.globalwebindex.net /// [@globalwebindex](https://twitter.com/globalwebindex) /// [+globalwebindex](https://www.facebook.com/globalwebindex)

Source: globalwebindex.net

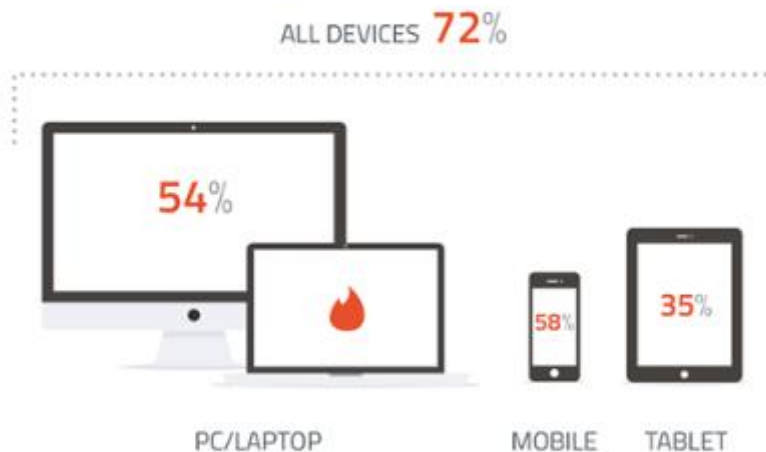
In line with the above findings, 72% of Tinder's user base is visiting other online dating sites, with mobile phones the most important access devices at 58%, followed by PCs (54%) and tablets (35%).

Tinder users aren't exclusive to the site, but mobile devices are core access devices

Tinder Users Visiting Online Dating Sites



% of Tinder users who visited a online dating site last month



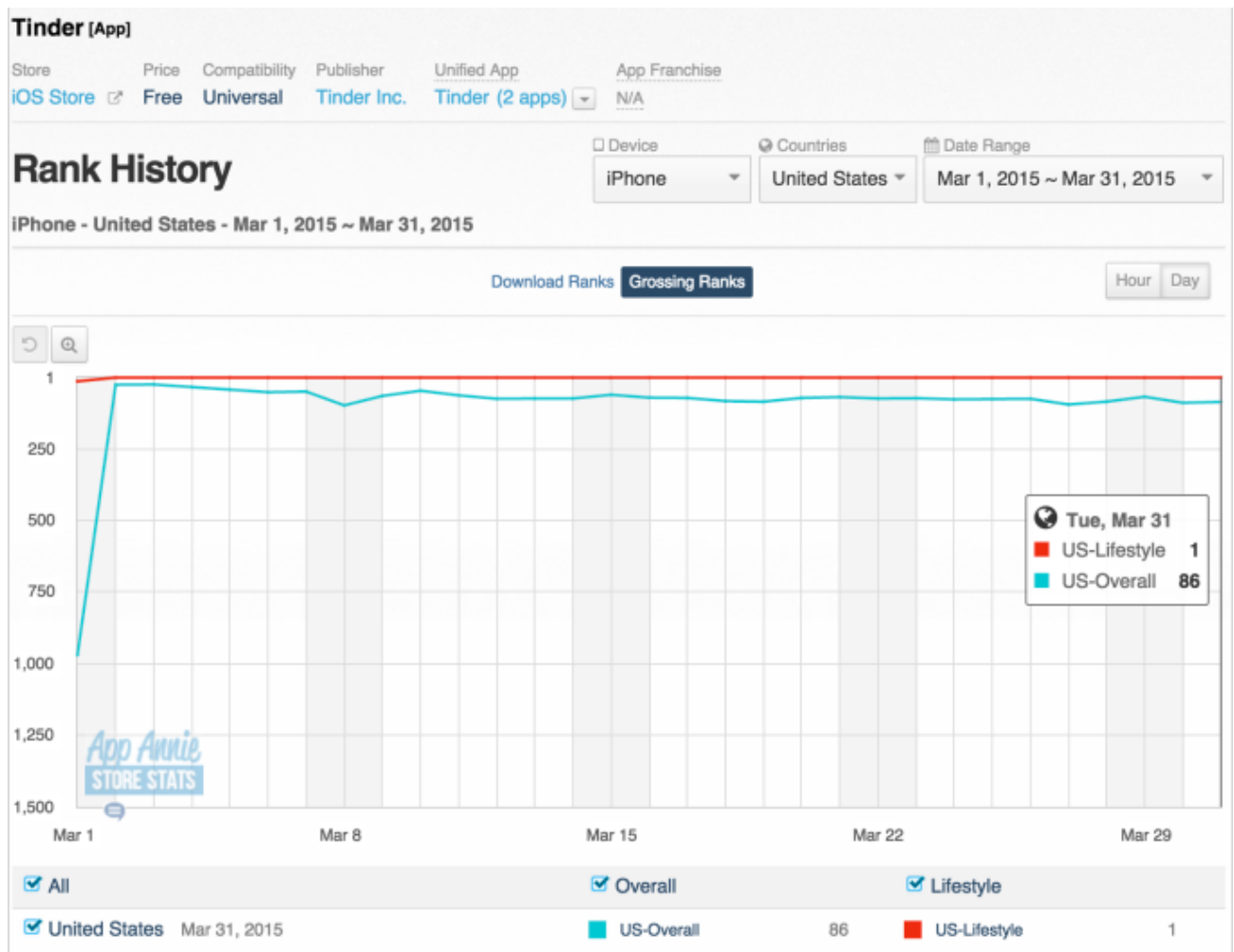
globalwebindex.net /// Question: Which of the following types of online content have you paid for in the past month? /// Source: GlobalWebIndex Q1 2015 /// Base: Internet Users Aged 16-64

Find out more /// www.globalwebindex.net /// [@globalwebindex](https://twitter.com/globalwebindex) /// [+globalwebindex](https://plus.google.com/+globalwebindex)

Source: globalwebindex.net

With the launch of Tinder Plus, the company's subscription model, which offers options such as the ability to undo swipes and Passport, that lets you search for matches beyond your current physical location, the apps rank on research site App Annie, climbed six spots in Google Play's revenue rank. Having limited the number of right swipes on its free app, Tinder jumped from spot No. 969 to No. 26 in the iOS download charts. The dramatic jump upwards is directly linked to the Tinder Plus app launch. However, it remained in the top 100 iOS apps during March 2015.

Tinder App Annie rank March 2015



Source: techcrunch.com

According to TechCrunch, subscriber estimates for Tinder Plus vary, with Credit Suisse estimating 100,000 and Morgan Stanley 297,000 users. Subscriptions cost up to \$19.99 a month depending on age, a move that has been widely criticised. Tinder confirmed that Q1 2015 was the app's highest registration quarter to date. In December 2014, IAC confirmed that Tinder had been downloaded 40m times.

Given these strong results, it's high time, brands start to pay an interest in Tinder. With 85% interested in their appearance and 82% admitting to being brand-engaged, marketers are likely to jump at Tinder when it introduces advertising this year.

Tinder users are brand-engaged and like to inform their friends about new products

Views of Tinder Users



globalwebindex.net /// Question: To what extent do you agree/disagree with the statements below on your perception of yourself? /// Source: GlobalWebIndex Q1 2015 /// Base: Tinder Users Aged 16-64

Source: globalwebindex.net

In fact, [JMP Securities predicts](#) that Tinder would be worth \$1.6bn, 20% of IAC's business, with \$121m coming from subscriptions alone. JMP predicts that advertising revenue could generate \$70m by 2016. Tinder's first ad featured a profile of musician Jason Derulo. Users were able to swipe across his profile and receive a message from the star, prompting them to download his new song on iTunes.

JMP adds that the app could reach 58m in active users by 2016, having grown steadily over the last year.

Tinder US reach has grown steadily from 2014 to 2015

Source: businessinsider.com

Having overhauled its app to include all of the Facebook profile information of its users, Tinder has also [added Instagram](#) to its features, allowing users to scroll through a potential match's Instagram feed to get a better idea of him/her.

[Sean Rad](#), Co-Founder and President of Tinder concludes:

“This is the first of many steps to take the recommendations engine to the next level and help you assess the person you're matching with and start those conversations. If we can provide our users with more relevant information for each connection, we can take them halfway there in terms of getting a conversation going.”

Predictions for 2015 are good and given its recent expansions, including the introduction of an Android Wear app and soon to follow Apple Watch version, Tinder is set for strong and ongoing growth over the next three years.

Happn: bringing the 'real world' back into online dating

Didier Rappaport, chief executive of dating app Happn that just raised \$14m, talks to the Telegraph about romance in a digital world

Online dating has long been part of everyday life for millions of people, with over a quarter of new relationships in the UK now starting in the digital world. Particularly in recent years, the rise of smartphones has made meeting people online easier and faster than ever before.

The popularity of location-based mobile apps like Tinder, Grindr and Happn, which match people based on proximity, has risen exponentially. Tinder, for example, has reportedly been downloaded more than 40m times globally since launching in September 2012, and its users collectively "swipe" profiles over 1bn times per day.

[Happn](#), which launched in Paris in early 2014, claims to have 6.5m members worldwide – 700,000 of which are in the UK. The app connects people who have crossed paths in real life, allowing users to "seize everyday coincidences" and "avoid missed connections", according to the company.

"All of us have this fantasy – you see a beautiful lady in the street or on the subway, and you can't talk to her because she leaves too soon, or because you were feeling shy," said Didier Rappaport, founder and chief executive of Happn.

"Happn is an app for misconnection. You have seen someone who, for some reason, you couldn't talk to. Thanks to Happn, if the other person has the app, you will be able to find them."

Who have you crossed paths with? Photo: DAN ROSS

Mr Rappaport, who previously co-founded video-sharing website Dailymotion, which is one of the biggest video platforms in the world, claims that the "real world" element is what distinguishes Happn from traditional dating websites, as well as mobile competitors like [Tinder](#).

"Tinder is a huge company, and they have created a really brilliant concept – the swipe – but when you apply the swipe to the human being, you transform the human being into an object," he said.

"We all know there is no algorithm that will make people fit with each other. We believe that love is a question of hazard. We believe that anything can happen when you're not waiting for it."

Happn is growing exponentially. It took the company ten months to reach a million users, the second million took three months, and the third million took two. Now the company is signing up 1m new users per month, and expects to reach a total user base of 10m by the end of the year.

This week, the company closed a \$14m Series B funding round led by Idinvest with participation from Alven Capital, DN Capital, Raine Ventures and private individuals Fabrice Grinda, David Wolfson and Gil Penchina. To date, the company has raised a total of \$22m.

The new funding will be used to drive expansion into Asia – with launches planned in Manila, Bangkok, Seoul, Tokyo and Hong Kong – and grow Happn's presence in Europe, South America and the United States.

"We believe that we are an app for major cities. It's interesting that where you have a huge density of people, it is really difficult to meet people. [Young people work so much](#), they don't have time to do other things, so it's a great help for them," said Mr Rappaport.

"We have limited budget, so we have chosen first to target the major cities, but we know that the app will spread. London is our second biggest city, but the app is also used in Manchester and Liverpool, for example."

Mr Rappaport said that his experience founding Dailymotion, which now has more than 2.5 billion videos viewed every month in 18 different languages, has forced him to always think internationally. The original testbeds for Happn were Paris, London and Berlin, and the app's success in all three cities proved to him that it could scale internationally.

However, location-based dating apps have not been without their controversies. Concerns have been raised over issues such as fraud and scams, the threat to users' physical safety, and hidden or unexpected costs.

For example, Tinder recently came under fire for its ["ageist" pricing policy](#), after it announced that over-28s would have to pay £14.99 a month for its premium service, while under-28s will only be charged £3.99 a month.

Casilda Grigg and James Innes check out Happn Photo: Jeff Gilbert

One of the more controversial aspects of Happn is its business model. Happn users interact by "liking" each other. Liking is a secret action, so users only know if they have liked each other if the "like" is mutual. However, they can also send "charms", which means the recipient get a notification.

While the app is completely free for women, men have to pay to send charms. Each charm costs one credit, and credits are available in packs of 10, 60, 100 and 300. You can buy 10 charms for £1.49 or up to 300 charms for £23.49.

This concept borrows from the idea of [in-app purchasing](#), most commonly used in mobile gaming. However, Mr Rappaport said he regrets making men pay for charms and not women.

"It's a very, very difficult issue. I did that in the beginning because it was the way everyone was doing it – men pay; it's the French way of life," he said.

"But I think it's not normal. I would love to change it, because if we are talking about equality between men and women, it shouldn't be like that. Now we will not do it, because when you have a model it is very difficult to change it, but I would love to change it, believe me."

Online dating is now frequently done through smartphone apps Photo: Alamy

At the moment, charms paid for by men are Happn's only source of revenue, but from January 2016, it plans to introduce native advertising, which will take advantage of the company's location data.

The company has already been working with car company Fiat on an advertising campaign, which Mr Rappaport said would not disturb the user experience.

"The company created profiles – Mr Fiat and Mrs Fiat – and in the morning we sent a push notification to our London base, saying today Mr Fiat and Mrs Fiat are in the streets of London; try to cross paths with them and if you succeed, and like them, you will be entered into a draw," he said.

"The reaction of the users was excellent, because it's not disturbing at all, it's immersed into the experience, so this will be the way will allow brands to advertise on Happn."

Happn recently added the ability to send music through Spotify

While Happn has access to a wealth of user data, Mr Rappaport said that the company would never sell or rent the data to third parties. Brands will be able to use it to build an experience into Happn, but they will never get access to the data itself.

"Just as Facebook has a huge social graph, which is used by advertisers worldwide, Happn has a social graph, but this social graph has something very very valuable and special – it's hyper localised and real time, so it allows so many things for the marketers," he said.

"You are Dior, you want to launch your new perfume on Happn, so every store that sells Dior can create a profile and they can reach all the people who are around the store right now and send them a message with a discount."

As the service grows, Mr Rappaport said he wants to introduce new features to enrich the communication between users. Happn already [partners with Spotify](#), allowing users to send tracks to each other and add songs to their own profile to express their musical interests, but in the future they could also send pictures, videos and voice messages.

However, he added that it is important to keep the service simple, and avoid adding features that confuse the user or cause them to become frustrated with the service: "Whatever we create as new features, you will have a date in two clicks," he said.

Mintel Release Extensive Report On UK Online Dating Market

Research company Mintel have released an extensive report about the online dating industry.

The report assesses the current state of the dating industry in the UK, including the value of the market, what the main trends are, and which factors will impact growth over the next five years.

Mintel predict the UK market will grow from £165m to £225m by 2019.

This will be driven in part by the number of single people in the UK growing, and the continued increase of consumers using the internet on-the-go for socialising.

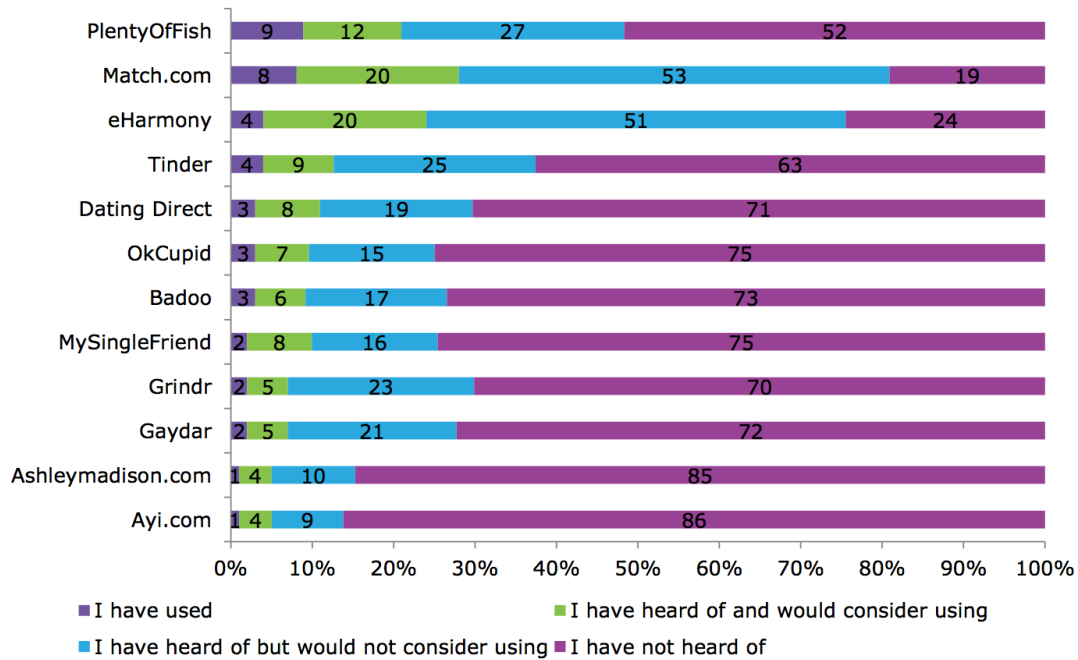
The research report covers the online dating industry, both straight and same-sex sites, but does not include adult services – which are not contained in the profiles or market figures.

The monetisation of mobile apps is obviously one of the biggest talking points in the industry, and forms a large part of Mintel's research.

FIGURE 4: USAGE AND AWARENESS OF DATING WEBSITES/APPS, NOVEMBER 2014

“Which, if any, of the following dating websites/apps have you heard of or ever used? If you are currently in a relationship, please answer based on if you were single.”

Base: 2,188 internet users aged 18+



As Rebecca McGrath, research analyst at Mintel says: “The popularity of free dating apps has made a big impact on online dating over the last several years by dispelling perceptions, opening up online dating to a new market and driving mobile usage.

“Going forward, the successful monetisation of these apps and the knock-on effect on established sites should help grow the value of the market further.”

Mintel also ask consumers about their attitudes towards paying for dating services.

Their research found that 58% of people who had used a free dating app or site said they would not pay to use one.

However 34% of people who had used both free and paid, felt paid-for sites provided them with better matches.

In addition to covering the status of the industry, the behaviours of consumers are also analysed in depth.

Topics and sections include asking consumers why they use online dating, why they don't use online dating, and what their general attitudes towards internet dating are.

One interesting fact is that 29% said they tried a dating app because their friend used it, or because it was recommended to them.

Mintel also found that online dating was the fourth most common way internet users over 18 had met someone.

In addition to this, over a quarter of singles said their main reason for not using online dating sites was they worry people are not truthful on their profiles.

And of those who had used online dating, 71% said they found singles had been misleading in their profiles, and 21% of this group were concerned people misrepresented their appearance.

The UK research company also profile the biggest dating sites, their methods of advertising and social media reach, and who are currently the biggest innovators in the industry.

Other topics covered include the regulation which is starting to happen in the UK, with the launch of the Online Dating Association, and the publicity around the online abuse directed at women on dating sites.

In 2014 this issue came to the forefront of the media, with many stories appearing about the misogynistic abuse women sometimes receive on dating services.

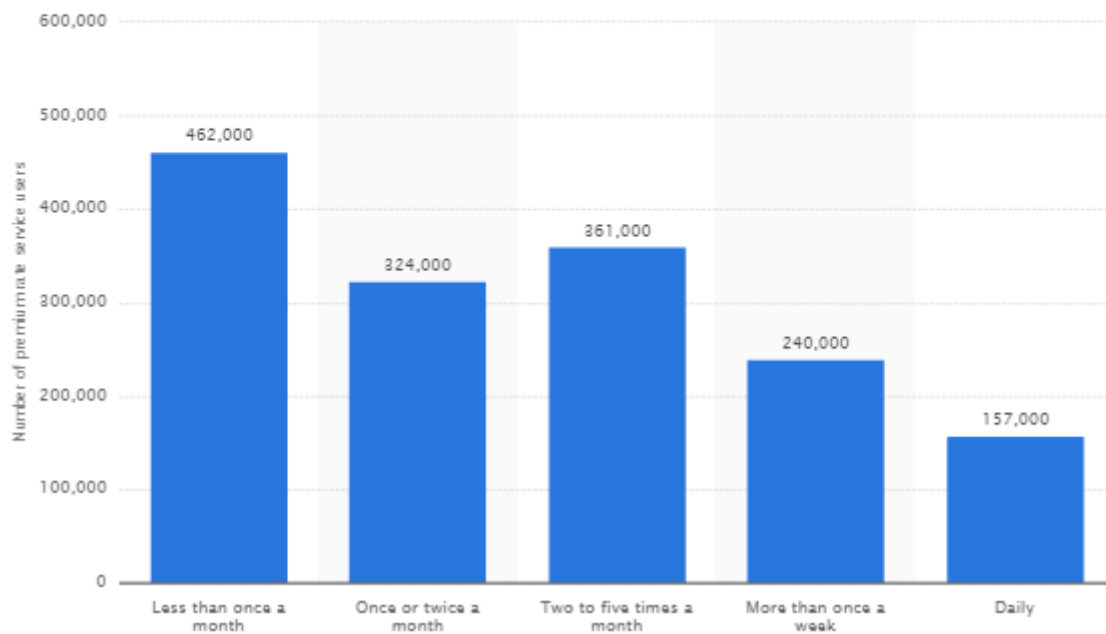
This has led to new companies seeking to give women more control over the dating service, and how they are contacted.

The report was built from a combination of consumer research, brand & social media research, along with desk, trade, statistical and archive research.

Mintel's last report on the online dating industry was in 2009.

How frequently have you used dating or flirt chat service over the last 12 months?

This statistic illustrates the frequency with which premium rate services users used dating or flirt chat service in the United Kingdom (UK). In 2014, a total of 462,000 premium rate services users used dating or flirt chat service, less than once a month.



Usage	Values	Statistic
Unique monthly visitor numbers to Match.com worldwide	35m	Details →
Share of U.S. adults aged 30-49 who met their spouse or partner online	7%	Details →
Share of U.S. internet users who know someone who has used online dating	41%	Details →

Attitudes	Values	Statistic
«Online dating is socially acceptable»	85%	Details →
U.S. singles: «Online dating expands my dating pool»	94%	Details →

Demographics	Values	Statistic
Share of male adults in the U.S. who have used online dating sites	14%	Details →
Share of U.S. adults aged 25-34 who have used online dating sites	17%	Details →

UK Online Dating Statistics



1 in 5

Relationships now start online



81%

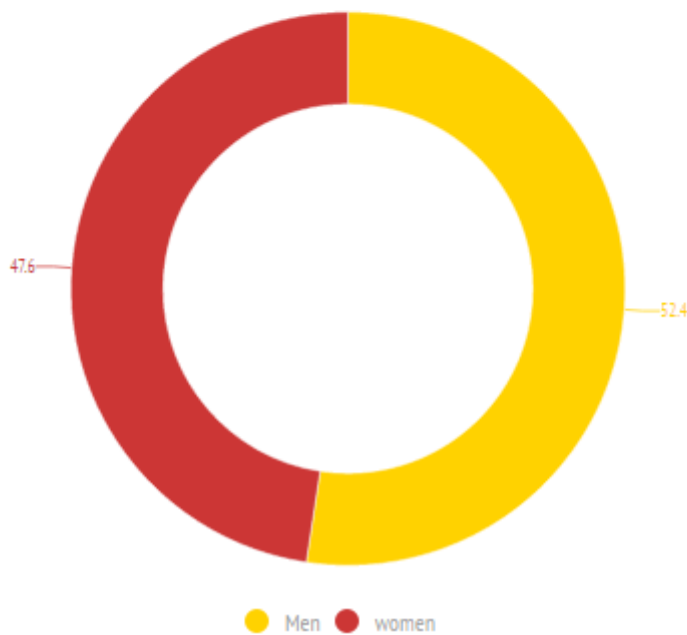
Of people lie about their height, age and figure while online dating



71%

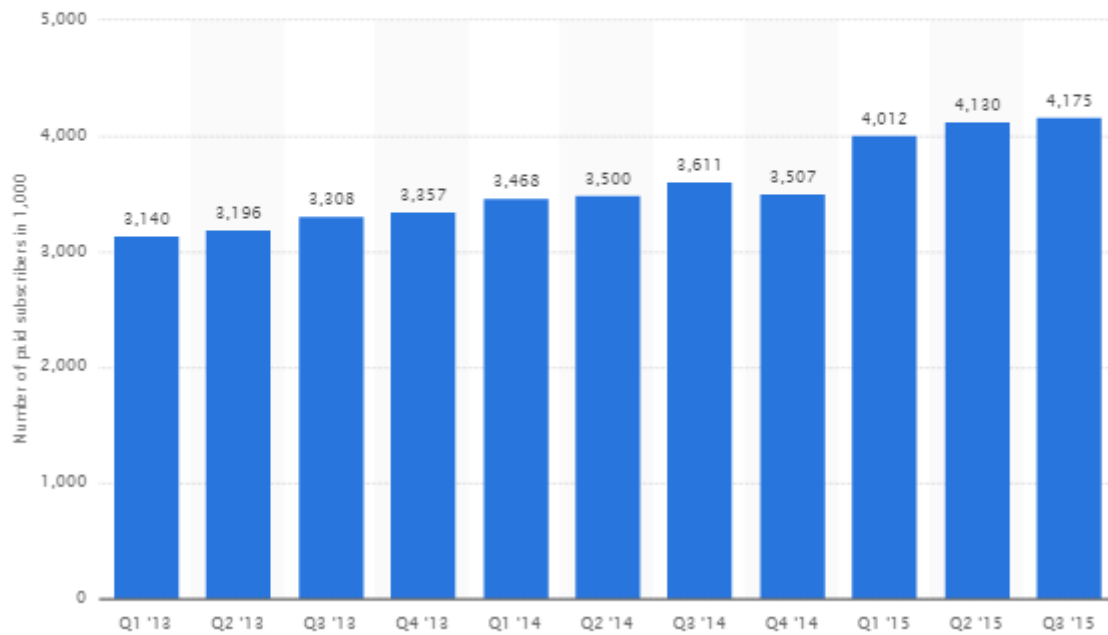
Of people believe in love at first sight

Percentage of online dating users



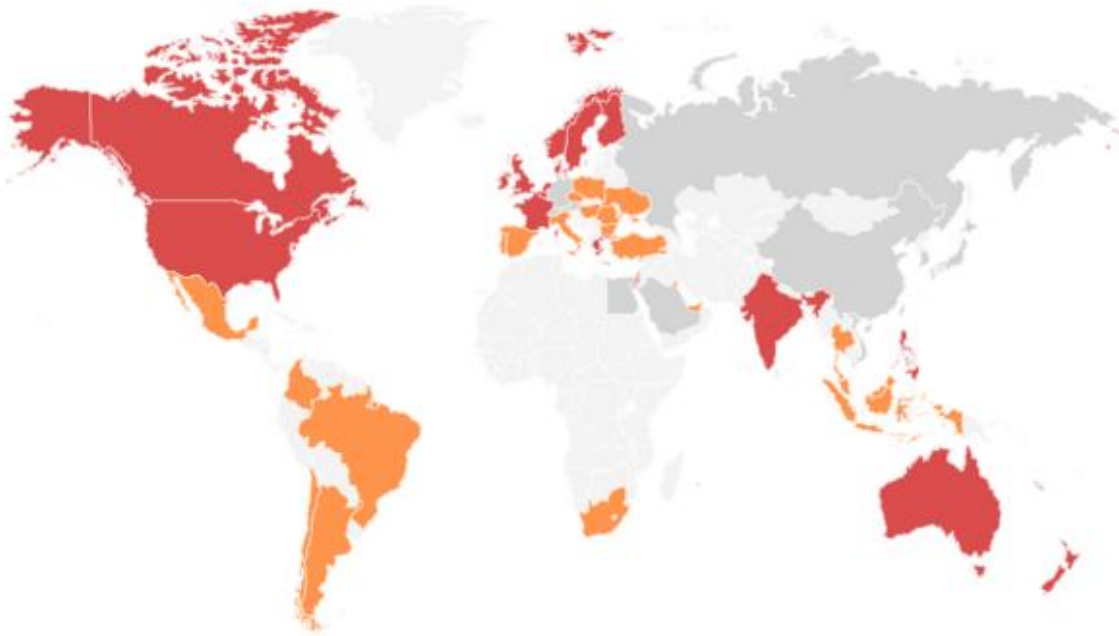
Number of paid dating subscribers registered to the Match Group from 1st quarter 2013 to 3rd quarter 2015 (in 1,000s)

This statistic presents the number of paid dating subscribers registered to the Match Group as of the third quarter of 2015. In the last reported quarter, the Match Group's number of paid dating subscribers amounted to 4.2 million users. The Match.com Group belongs to IAC and includes online dating platforms such as the eponymous Match.com, OKCupid, Tinder, PlentyofFish and others.



© Statista 2016

Most downloaded dating apps in 50 countries, 2015



UK ONLINE



DATING STATS

17%

of UK couples who have recently married met online

15 MILLION

singles in the UK are registered for online dating

ONLY 21%

of women and men don't like love handles

ONLY 19%

of women want a man that earns more than them

ONLY 12%

of women are turned off by baldness

80%

of people know someone who has found love online

UK online dating market estimated to be worth £158 million by 2014

150M

There are currently over 1400 dating websites

1400

Match.com (as of 2011), has 7 million UK users

7M

Worldwide, there has been a 57% increase in the use of online dating sites

57%

In 2007, 28 million people visited or used an online dating site. In 2012, that had increased to 40 million people

40M

One in ten singles currently use online dating sites around the world

10%

14% of women and 17% of men say their biggest online dating pet hate is no profile picture.



According to a survey by WeLoveDates, 53% believe the About Me section is more important than pictures when it comes to online dating sites.

ME

15% of men and 8% of women lie on their online dating profiles, with age being the most common thing to lie about.

age
?

24% of people using online dating said their biggest reason for using the service was because they could be selective.



35% of singles are dissatisfied with their single status, and 75% of singles in the UK haven't had any type of relationship in the last 18 months.

86%
OF MEN

97%
OF WOMEN

VALUE HONESTY IN A PARTNER

68%
OF MEN

81%
OF WOMEN

VALUE A GOOD
SENSE OF HUMOUR

65%
OF MEN

70%
OF WOMEN

PREFER TO HAVE A FIRST DATE
IN THE DAYTIME

- One of the world's biggest dating sites claims 271 weddings a day in the USA – that's 4.77% of all the marriages that took place in the country in 2011.
- Based on a survey of 500 couples, eHarmony could boast that those bought together by online dating were 66% less likely to get divorced compared to the average.
- People who meet in the real world wait, on average, 42 months before getting married. Those who met online wait just 18.5 months on average.

 **1 IN 5 RELATIONSHIPS** 
NOW BEGIN ONLINE

Student 'Sugar Baby': She Gets Paid £3,000 A Month To Date Wealthy Married Men

Nicole*, a 20-year-old student studying at the University of Westminster. She's also a "Sugar Baby", meaning wealthy men pay up to £3,000 a month plus "other benefits" to date her.

Like hundreds of British students, Nicole signed up to become a Sugar Baby as she "needed cash and started to struggle to afford rent". She now has two Sugar Daddies, one of whom is a married father-of-two and lavishes her with exotic holidays and luxury hotel stays in return for her company.

The arrangement is orchestrated by website SeekingArrangement.com, which claims to arrange "mutually beneficial relationships" between wealthy "Sugar Daddies" and impoverished students.

Following the recent revelation that one million students worldwide had signed up to the site, The Huffington Post UK spoke to Nicole about life as a Sugar Baby.

The screenshot shows the homepage of SeekingArrangement.com. At the top, the logo "SeekingArrangement®" is displayed in red and black. To the right of the logo are three buttons: "What's An Arrangement?", "How It Works", and "Join Now". Below the logo, the text reads "The Elite Sugar Daddy Dating Site for those Seeking Mutually Beneficial Relationships® & Mutually Beneficial Arrangements™".

On the left side, there is a section titled "The Modern Gentlemen" with a sub-image of a man in a suit. The text describes them as respectful, generous, and honest. Below this is a button that says "Browse Gentlemen >".

In the center, there is a sub-image of a woman in a yellow top. Below this is a large red button that says "Click Here To Join For Free".

On the right side, there is a section titled "Goal Seeking Sugar Baby" with a sub-image of a woman. The text describes them as attractive, intelligent, and ambitious. Below this is a button that says "Browse Sugar Babies >".

At the bottom right, the website URL "seekingarrangement.com" is displayed in a black box.

SeekingArrangement.com promises sugar babies a "modern gentleman"

SeekingArrangement.com promises Sugar Babies a "modern gentlemen" and Nicole tells us one of her Sugar Daddies "works in finance", although she doesn't know the company that he is employed by.

"It's part of our arrangement to avoid the topic whenever we're together", she says. "He's American and is usually in London every other month. We will usually stay at a nice hotel."

The controversial site has, perhaps unsurprisingly, been accused of promoting prostitution.

Nicole did not confirm whether or not she was in a sexual relationship with either of her Sugar Daddies, but speaking of her meetings with her financier, said: "We go shopping - he

loves shopping - get massages and have dinner. Sometimes there will be someone he does business with there, but usually it's just us."

"He's married and has two children in primary school. We've gone to St. Tropez, Cabo, Singapore and New York together. He has a house in New York separate from the one he has with his wife.

"He hates nagging since he gets lots of that when he's home. We like to have fun and try adventurous things when we're together."

Nicole's alternative student lifestyle isn't as unusual as you might think; SeekingArrangement.com has published figures showing the 20 British universities with the highest number of students registered on the site. The University of Kent tops the list with 208 members joining in 2013.

Nicole found out about the site from a university housemate who is also a SeekingArrangement Sugar Baby. She claims that her involvement with Sugar Daddies "hasn't really affected" her university life:

"My sugar daddy wants me to do well, so if I have to study or anything then he gives me space," she said.

According to a Daily Mail report, Founder and CEO of SeekingArrangement.com has thanked rising tuitions fees in the UK for growing popularity of the site, saying: "Your new tuition fees have been great for business,' he said. 'We've had a huge influx of beautiful, highly educated young women."

Nicole said that she probably still would have had to "find a job or two" to survive university if she didn't have the financial aid of a Sugar Daddy. Her friends and mother know about her "arrangement", but she has yet to tell her father.

"My friends have met my sugar daddy and they like him. My mum is unsure about the whole thing," she said.

National Union of Students Welfare Officer Colum McGuire said: "These statistics seem to be based on registration figures rather than active membership. For instance, the site states that they offer free membership to students who register with their school address, thereby providing detailed statistics upon registration of interest, but it's not showing those who actually participate in the service.

"Students face many hardships from tuition fees to a high cost of living. We would be concerned if any student felt pressured into exchanging sex for cash, and would advise students to visit nus.org.uk for help with any financial worries as we have a wide and in-depth information section on student finance, and to remember that their students' union should be their first port of call on campus for any help required."

SeekingArrangement.com has ranked The University of Westminster at number 10 in its annual list of the fastest growing "Sugar Baby Schools", claiming 110 students from the university signed up to the site in 2013. The list has been called into question though by Scottish universities who have dismissed claims that 141 female St Andrews students and 65 from Glasgow Caledonian University have signed up.

A spokesperson from St Andrews University said: "This a copycat of an announcement made by the same company a year ago. We have no evidence that any of the claims they make about Scottish students have any basis.

"Anyone daft enough to sign up to this website in the hope of meeting students in Scotland should prepare to be disappointed."

A Glasgow Caledonian University spokeswoman said: "We have no connection to the company and no way of verifying the statistics given."

Nicole said that she would recommend the site to "any girl who wants to live a nice lifestyle while they're young and looking to experience new things."

She plans to continue seeing one of her Sugar Daddies after graduation.

"I would have a hard time going back to my old life," she says.

"Nicole" is the pseudonym she uses with men she meets online and the name that we have been permitted to use throughout this interview.

University students sign up to 'sugar daddies' website to help fund studies

According to one website, over a third of their total users are students

Hundreds of students have reportedly signed up to a "dating" website that enables students to meet people willing to fund their degrees and lifestyles whilst at university.

Nearly 2,000 women students in the UK are said to be registered on SeekingArrangement.com, which promises to match "sugar babies" with "sugar daddies".

Seeking Arrangement boasts 3.6 million active members, with 2.6 million "sugar babies" to 1 million "sugar daddies and mommas".

According to the website, over a third of their total users are students.

A statement from Brandon Wade, founder of the service, reads: "Every successful relationship is an arrangement between two parties.

"In business, partners sign business agreements that outline their objectives and expectations. Likewise, romantic relationships can only work if two people agree on what they expect and receive from each other."

The entrepreneur told student website *The Tab*: "Love is a concept made up by poor people."

"At a time when graduates are guaranteed debt rather than a well-paying job, or even employment for that matter, Sugar Daddies are sought out for opportunity and not just financial stability."

He went on to claim that "sugaring" would improve the prospects of men and women using the service, perhaps even enabling them to find employment upon graduation.

Recent statistics showed that the cost to the UK of paying for student debt will rise to billions of pounds per year over the next three decades.

University fees are likely to feature strongly during the general election campaign. In January, Labour leader Ed Miliband hinted that his party would bring forward a package to reduce fees.

New figures have also revealed that a third of graduates are failing to find graduate-level employment five years after leaving university. The number in lower-level jobs has increased by 4 per cent since 2010 and, at 34 per cent, is at its highest in more than a decade.

Reported amount of student 'sugar babies' sign ups in 2014:

- 1) University of Westminster: 180
- 2) University of Kent: 134
- 3) University of Cambridge: 127
- 4) University of Nottingham: 116
- 5) University of Exeter: 106
- 6) University of Leeds: 96
- 7) University of Manchester: 94
- 8) University of St. Andrews: 88
- 9) London School of Economics: 85
- 10) Queens University of Belfast: 84
- 11) Goldsmith University of London: 79
- 12) Glasgow Caledonian University: 76

- 13) University of Central Lancashire: 71
- 14) King's College London: 70
- 15) Middlesex University: 68
- 16) University of Bristol: 67
- 17) University of Arts London: 57
- 18) University of Portsmouth: 54
- 19) University of Essex: 52
- 20) University of South Wales: 51

Reviews of the Best Sugar Daddy Websites 2016

Sugar daddy sites offer a platform, where wealthy sugar daddies and attractive sugar babies fuel mutually beneficial relationships. A typical sugar daddy is a rich man, married or not, in one's 40s, 50s or 60s, looking to pamper and spoil beautiful young women with allowances, college tuition, expensive gifts, exotic trips, and mentorship in return for companionship, sex or any agreed terms in the arrangement.

Sugar daddy relationship is popular for no strings attached. (What dating a sugar daddy is like). If you are looking for serious long term relationships, we recommend you to check out millionaire dating site, where real millionaires and elite singles are looking for a quality match. If you know what you want and what it means to be a sugar daddy or sugar baby, here are the top 10 websites to look. We will post tips and tricks regularly to help you find a sugar daddy and maintain a safe and happy sugar daddy relationship. Now find the best sugar daddy website for you and stay tuned for more.

[#1 SugarDaddyMeet.com](#)

SugarDaddyMeet has been online for more than 15 years. It is the best sugar daddy website for sugar babies because other sugar daddy sites have far more sugar babies than sugar daddies. The site caters male sugar daddies and attractive female sugar babies. It is the best site to meet photo verified sugar babies and income sugar daddies because it is free to get verified. So what you see are what you get. We also like the advanced profile and photo settings, and the advanced search tools so you can narrow down search results and decide who can view your profile and approach you.

[#2 SugarDaddyForMe.com](#)

Sugar Daddy For Me was launched in 2004. They promote the usual sugar daddy stuff: young, beautiful, ambitious women willing to please; affluent, caring, generous mentors, who want to pamper and spoil someone special. It's a good place to investigate an unconventional relationship, and they offer a 3-day-free-trial membership, which would be a worthwhile way to check it out.

[#3 SugarDaddie.com](#)

Established in 2002, SugarDaddie.com was the first sugar daddy site in the world so they started sugar daddy dating industry. It is a place "Where the classy, attractive and affluent meet". At SugarDaddie, you can post a dating profile for free, but you'll have to upgrade to be able to fully access e-mail across the site, getting to view the members full profiles, and posting your views on the forums.

[#4 SeekingArrangement.com](#)

Seeking Arrangement has a huge user base of 5+ million users, making it the largest of its kind. However, it is not the best site to find a sugar daddy because there are far more sugar babies than sugar daddies. We would recommend this site to sugar daddies because there are so many sugar babies who are well-educated, aspiring and in good shape. One good feature is that college girls who register with an .edu email address automatically enjoy a premium membership with full access.

[#5 EstablishedMen.com](#)

Connecting Women with Established Men

Established Men is one of the leading sugar daddy websites on the market. The website boasts of an extensive membership base of college girls, businessmen, entrepreneurs and others that wish to connect with each other. As the name suggests, the mission of this site is to create a platform where beautiful young women can connect with established men. While women have full access to all premium features for free, established men have to pay to approach beautiful women.

[#6 AgeMatch.com](#)

Launched in 2001, AgeMatch was the first age gap dating site in the world. The site caters to older men who want to be accompanied by attractive young women and older women who

want to date younger men. AgeMatch.com has a huge user base, and there are more older men than younger women so if you want to find a man who is mature and financially stable to pamper and spoil you, it is a good place to look.

[#7 WhatsYourPrice.com](#)

The idea behind the development of this site is something that makes it stand out from the crowd. The site was introduced to the world in 2010 and within 4 years, it has transformed the way dating is perceived. This is a feature packed website and above all free to register with. The concept that drives this one-of-a-kind website has helped it earn a place in leading journals such as Forbes, Time and the Daily Mail, among others.

[#8 MissTravel.com](#)

MissTravel.com belongs to an entirely different class of websites that are based on the idea of mutual benefits. This is a very different site both in terms of design and features. Basically, it aims to attract generous men and women who seek an attractive companion while on the trip. This out of the box concept has helped MissTravel.com earn a place in leading media journals such as The Huffington Post, Gawker, CNN and Fodors, among others.

[#9 SugarSugar.com](#)

Sugar Sugar was created in 2005. The site is clean and stylish designed. SugarSugar.com calls itself "Where Romance Meet Finance" and claims to be "The world's most effective and discreet place for finding Sugar Daddy and Sugar Baby relationships." It is a good site for generous men looking to spoil, and dynamic women looking for financial support with bills, or who just need some excitement in life.

[#10 SugarDaddyToday.com](#)

SugarDaddyToday.com was introduced to the world in 2007 with the aim of catering to the relatively new sugar daddy – sugar baby dating segment. Today, the site boasts of a healthy membership base and a large number of active users. SugarDaddyToday.com is certainly amongst the most affordable websites in the sugar daddy dating domain. The site offers a free one week membership that gives users unlimited access to all the features. In case you wish to continue using premium membership, a monthly subscription fee of \$5 has to be paid. This pricing structure is sure to attract a great deal of users.

Website attracts 225,000 UK students to become 'sugar babies' for rich men

HUNDREDS of thousands of students are signing up to a dating site to become 'sugar babies' and live a glamorous lifestyle paid for by wealthy businessmen.

225,000 UK students have signed up to find sugar daddies

Seeking Arrangement says 225,000 UK students have signed up for its services to find wealthy men as they struggle to pay their tuition fees.

With university fees costing up to £9,000 per year the website which hooks up young men and women with older, wealthier partners, says it has seen an increase of 40 per cent of young men and women joining this year.

Most new sign-ups have come from the University of Portsmouth and the University of Kent, but a top 20 of new sign ups show sugar babies logging in up and down the country.

New sign-ups receive an average of £2,000 in monthly allowances from their rich partners.

The young men and women agree to be wined and dined, and occasionally seduced by sugar daddies and sugar mommas in return for cash and gifts.

UK students face university fees of up to £9,000 a year

Founder and CEO, Brandon Wade of Seeking Arrangement, said: "The United Kingdom ranks high compared to the rest of the world when it comes to well-being and quality of life, but home students would beg to differ.

"While some students choose debt or slog away at low paying jobs, university sugar babies are afforded a lifestyle of higher quality and allows students to focus on their studies."

Based on email address sign-ups the figures do include people with multiple accounts.

On average sugar daddies hand out £2,000 a month to their sugar babies

Seeking Arrangement claims 56% of student sign-ups, dubbed, 'university sugar babies' come from middle and upper-middle class families.

Mr Wade added: "Some see this as a controversial solution. However, SeekingArrangement.com has helped facilitate hundreds of thousands, if not millions, of arrangements that have helped students graduate debt-free."

And the definition of a sugar baby? According to the site, they are "attractive people looking for the finer things in life. They appreciate exotic trips and gifts. Sugar babies get to experience a luxurious lifestyle, and meet wealthy people on a regular basis."

Universities with most new sugar babies

1. University of Portsmouth - 216
2. University of Kent - 212
3. University of South Wales - 208

4. University of Cambridge - 207
5. University of Nottingham - 195
6. University of Arts London - 186
7. University of Central Lancashire - 173
8. University of Manchester - 172
9. University of Bristol - 171
10. University of St. Andrews - 165
11. Glasgow Caledonian University- 163
12. Queen's University of Belfast- 150
13. University of Westminster- 143
14. King's College London- 142
15. University of Essex- 136
16. London School of Economics- 113
17. Goldsmith University of London- 93
18. University of Leeds- 88
19. University of Exeter- 72
20. University of Oxford- 71

100% Free Sugar Daddy Sites: 3 Great Sites That are Totally Free for Sugar Babies

The very basic idea of sugar daddy dating is that the sugar baby should not have to pay for anything. So it only makes sense that the best sugar daddy sites should be absolutely, 100% free for all sugar babies.

Here is a list of the best of the free sugar daddy sites. **They are 100% completely free for sugar babies.** As they should be. Enjoy!

SUGAR DADDY FOR ME

This is one of the largest, most established sugar dating sites with a membership of over 4 million members and growing.

Membership is totally FREE for sugar babies so there's no harm in signing up and checking it out.

Of course, free membership means more sugar baby competition so you will have your work cut out for you.

That being said - despite the competition, it's still proved one of the best sugar dating sites to find Allowance Daddies.

SEEKING ARRANGEMENT

Seeking Arrangement is a classic. Everyone who knows about sugar dating knows **Seeking Arrangement**, largely in part to its founder, Brandon Wade, who has been a pioneer of sorts in the world of sugar dating.

The infamy of this site definitely contributes to its vast membership base - as well as the fact that this site is 100% free for sugar babies. So yes, there will be some competition - 8 sugar babies for every 1 sugar daddy on the site - but this is the same for all free-for-sugar-babies websites.

So why should you still sign up despite the competition? Seeking Arrangement does background checks to make sure their sugar daddies are *actual* sugar daddies. Add to that the fact that the sugar daddies on this site are as varied in their occupations and lifestyles as they are in their locations and preferences and the chance of you making the perfect arrangement on this site is very, very good. **SUGAR DADDY MEET**

True to its name, Sugar Daddy Meet is completely about connecting sugar babies with legitimate sugar daddies.

This site's a little, ahem, older looking than the above and it sort of is - it's been around for more than 13 years. And they've taken their hard-earned experience and made Sugar DaddyMeet into one of the best, FREE sites for sugar babies. How?

Well, the site manually screens profiles and deletes fake sugar daddies and scammers so you don't need to waste your precious time weeding through the fakers yourself. Plus, they've got a large collection of "Certified Daddies" with verified incomes, occupations, education levels and even ages and photos so you *know* they're legitimate sugar daddy material before you even reach out.

Totally worth it - after all, it's free for sugar babies.

The above 3 are our absolute top picks for the best free sugar daddy sites currently out there - but as you probably know, there are tons and tons of sugar daddy websites and many of them are free...so why not register for a few more?

If you want to get your profile in front of as many sugar daddy eyes as possible (which you should!) - here are 2 more great, free for sugar babies websites to sign up for!

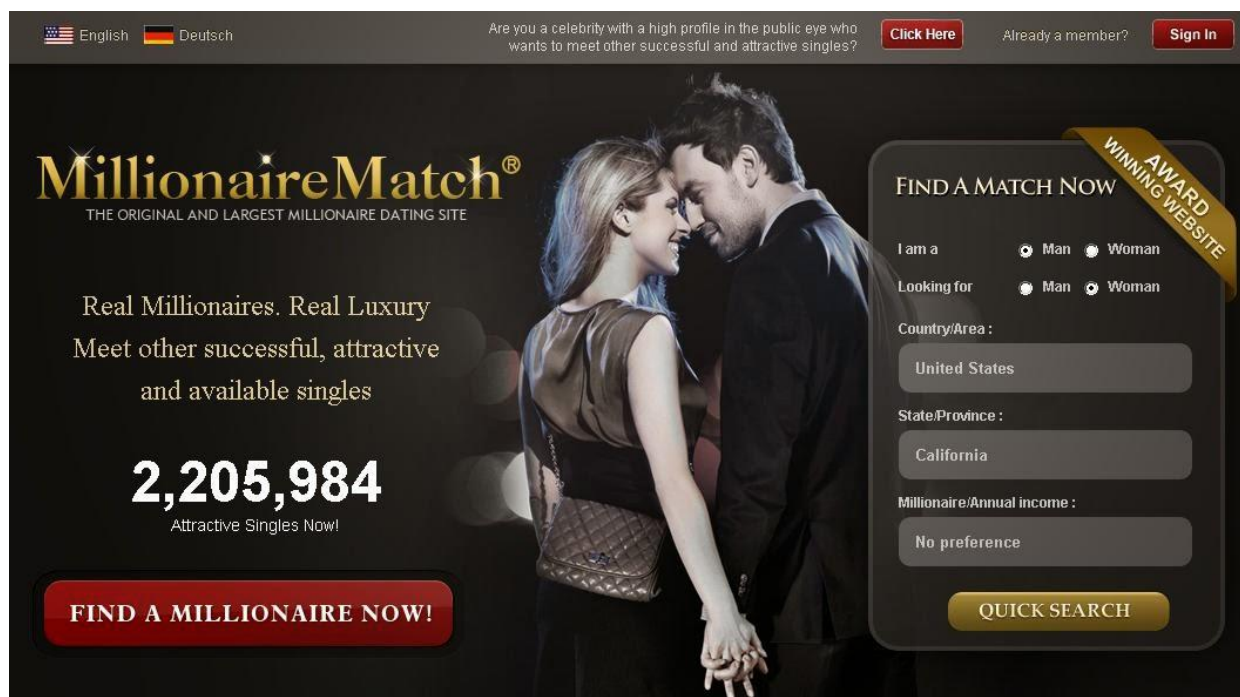
SUGAR SUGAR

Sugar Sugar used to charge sugar babies for membership, but recently they've realized the error of their ways and it is now COMPLETELY free for all sugar babies. This is one of the bigger sugar dating sites on the Internet and growing larger every day.

The search functions are not as sophisticated as the 2 sites listed above, but Sugar Sugar offers a really simple and effective Google Map view of the sugar daddies in your area. This allows you to view their profile picture and their distance from you. Pretty useful.

No harm in trying it out. As mentioned earlier, it's 100% FREE for sugar babies.

MILLIONAIRE MATCH



The screenshot shows the Millionaire Match website interface. At the top, there are language options for English and Deutsch, a link for celebrities to click here, and a sign-in button for existing members. The main banner features a couple embracing and the text: "MillionaireMatch® THE ORIGINAL AND LARGEST MILLIONAIRE DATING SITE". Below this, it says "Real Millionaires. Real Luxury Meet other successful, attractive and available singles" and displays "2,205,984 Attractive Singles Now!". A prominent red button says "FIND A MILLIONAIRE NOW!". On the right, there is a search panel titled "FIND A MATCH NOW" with a "WINNING WEBSITE" award ribbon. The search panel includes radio buttons for "I am a" (Man/Woman) and "Looking for" (Man/Woman), dropdown menus for "Country/Area" (United States) and "State/Province" (California), and a "Millionaire/Annual income" dropdown set to "No preference". A "QUICK SEARCH" button is at the bottom of the search panel.

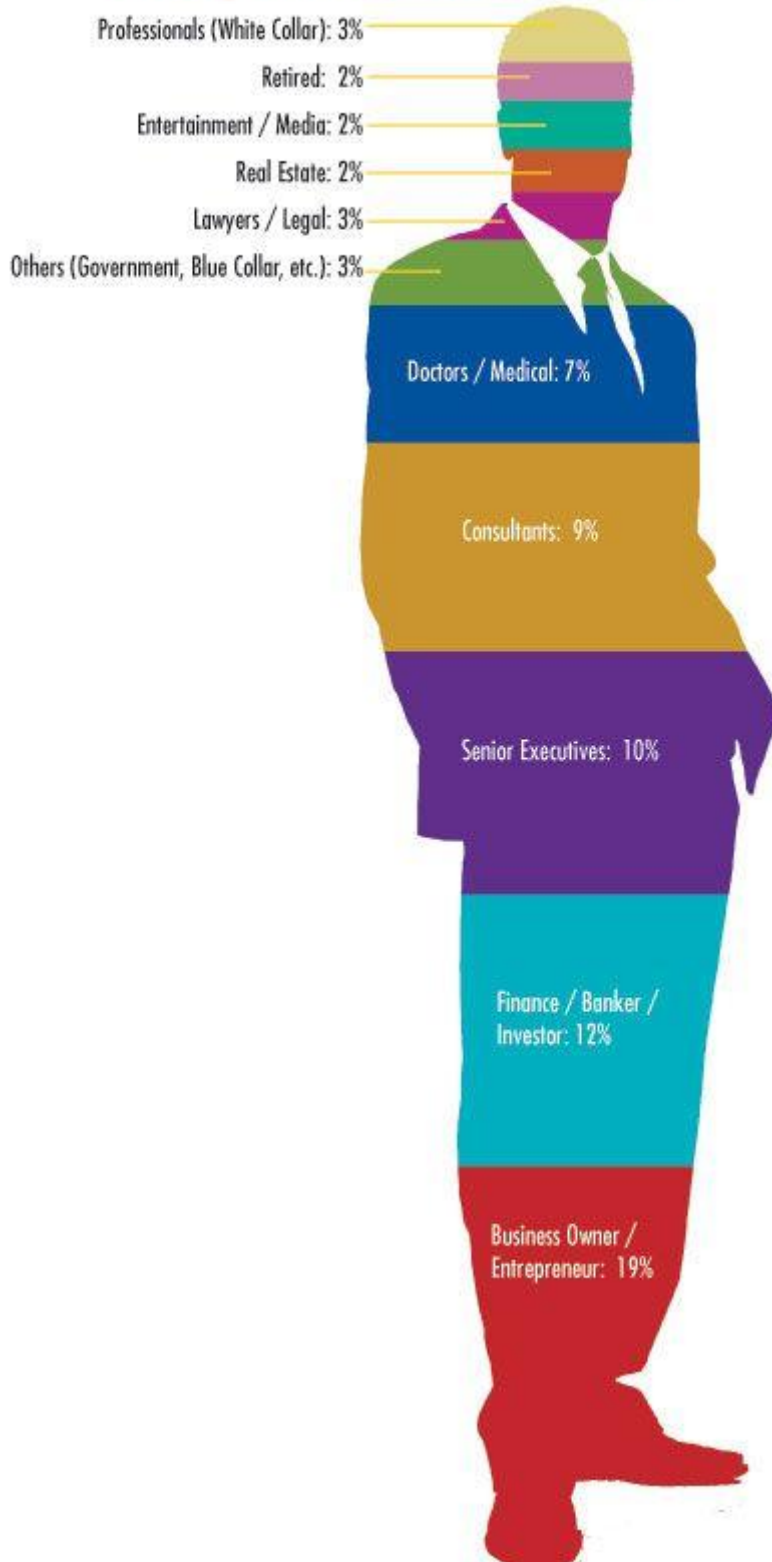
Okay, this isn't your average sugar dating site - it's a dating site for millionaires.

But it definitely warrants checking out.

Why? It's free to sign up. And it has a membership base of around 2.5 million. Best part? Many of their members are certified millionaires.

In short - there's no reason not to check it out. Signup is free and the men on this site definitely have sugar daddy potential.

Sugar daddy occupational breakdown



SeekingArrangement

PRESENTS



SUGAR BABY BENEFITS

- FINANCIAL STABILITY
- MENTORSHIP
- BUSINESS OPPORTUNITIES
- NETWORKING

SUGAR BABY PROFILE

SUGAR BABIES ARE TYPICALLY BETWEEN THE AGES OF 21 TO 27.

73%
UNDERGRADUATE STUDENTS

27%
POSTGRADUATE STUDENTS



FAMILY INCOME

- 41% FROM MIDDLE CLASS
- 24% FROM LOW INCOME
- 20% FROM HIGH INCOME
- 15% FROM UPPER-MIDDLE CLASS

THE AVERAGE ALLOWANCE IS
£2,000

- SPENT ON:
- TUITION/FEES 36%
 - RENT 23%
 - BOOKS 20%
 - TRANSPORTATION 9%
 - CLOTHING 5%
 - OTHER 7%



- 71%** CAUCASIAN
- 14%** ASIAN
- 8%** BLACK
- 4%** HISPANIC/LATINA
- 1%** MIDDLE EASTERN
- 2%** OTHER

FASTEST GROWING SUGAR BABY SCHOOLS OF 2015



RANK - UNIVERSITY NAME - NUMBER OF NEW SIGN-UPS IN 2014

- | | |
|---------------------------------------|---|
| 01. UNIVERSITY OF WESTMINSTER - 180 | 11. GOLDSMITH UNIVERSITY OF LONDON - 79 |
| 02. UNIVERSITY OF KENT - 134 | 12. GLASGOW CALEDONIAN UNIVERSITY - 76 |
| 03. UNIVERSITY OF CAMBRIDGE - 127 | 13. UNIVERSITY OF CENTRAL LANCASHIRE - 71 |
| 04. UNIVERSITY OF NOTTINGHAM - 116 | 14. KING'S COLLEGE LONDON - 70 |
| 05. UNIVERSITY OF EXETER - 106 | 15. MIDDLESEX UNIVERSITY - 68 |
| 06. UNIVERSITY OF LEEDS - 96 | 16. UNIVERSITY OF BRISTOL - 67 |
| 07. UNIVERSITY OF MANCHESTER - 94 | 17. UNIVERSITY OF ARTS LONDON - 57 |
| 08. UNIVERSITY OF ST. ANDREWS - 88 | 18. UNIVERSITY OF PORTSMOUTH - 54 |
| 09. LONDON SCHOOL OF ECONOMICS - 85 | 19. UNIVERSITY OF ESSEX - 52 |
| 10. QUEENS UNIVERSITY OF BELFAST - 84 | 20. UNIVERSITY OF SOUTH WALES - 51 |

THE MODERN
SugarDaddy

2007

2013

44
YEARS OLD

46%
ARE MARRIED

33%
ARE MARRIED

39
YEARS OLD

ANNUAL INCOME
\$321,482

SUGAR BABY
ALLOWANCE
\$74,772

ANNUAL INCOME
\$273,301

SUGAR BABY
ALLOWANCE
\$61,200

© seekingarrangement.com

Statistics:

Misc Happn Stats

Number of Happn daily active users:

200,000

Last updated 12/10/14

Number of Happn daily active users in London:

10,000

Last updated 7/16/14

Number of Happn daily active users in Berlin:

10,000

Last updated 7/16/14

Key facts



Percentage of tinder users that are millennials:

79%

Last updated 9/24/15

Percentage of tinder users that come from outside North America:

60%

Last updated 2/5/16

Estimated number of paying tinder users:

800,000-900,000

Last updated 2/5/16

tinder Statistics

Tinder launch date:

September 2012

How many tinder users:

estimated 50 million users

[Tweet this stat](#)

Last updated 3/2/15

How many tinder daily users:

10 million daily active users

[Tweet this stat](#)

Last updated 9/27/14

Number of times tinder has been downloaded:

100 million downloads

Last updated 1/12/16

Number of matches made by tinder:

10 billion matches

Last updated 2/21/16

Number of daily swipes on tinder:

1.4 billion swipes

Last updated 2/21/16

Number of matches made daily on tinder:

26 million matches

Last updated 2/21/16

Percentage of Tinder users that are single:

54%

Last updated 5/7/15

Percentage of Tinder users that are divorced:

3%

Last updated 5/7/15

Percentage of Tinder users that are already in a relationship:

12%

Last updated 5/7/15

Organic Search (SEO)

ORGANIC KEYWORDS: **1,110**

EST MONTHLY SEO CLICKS: **41.0k**

EST MONTHLY SEO CLICK VALUE: **\$18k**

201
Keywords their top 2 competitors also rank for

9 YEARS 10 MOS
History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

90% Organic Clicks

Paid Search (AdWords)

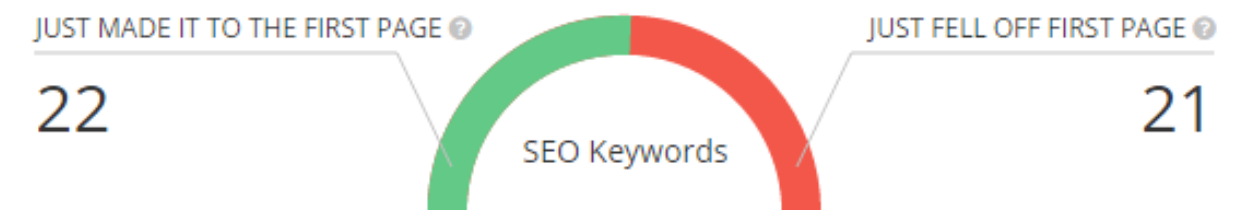
PAID KEYWORDS: **647**

EST MONTHLY PPC CLICKS: **4.4k**

EST MONTHLY ADWORDS BUDGET: **\$3.3k**

431
AdWords their top 2 competitors also buy

9 YEARS 10 MOS
of Adwords history: Every test they've run.



Top Organic Competitors

- 1 findrichguys.com
- 2 sugardaddysite.org
- 3 sugardaddytoday.com
- 4 marrymesugardaddy.com
- 5 sugardaddysites.biz

Top Paid Competitors

- 1 sugardaddyforme.com
- 2 seekingarrangement.com
- 3 arrangementfinders.com
- 4 sugarelite.com
- 5 sudyapp.com

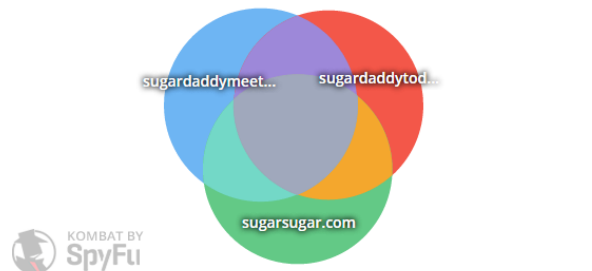
Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
2	daddies personals	0.84	dating girls online	\$5.89	\$0.88
5	sugar babes website	0.34	millionaire dating	\$1.15	\$2.54
2	sugardaddy	1.01k	sugar daddy dating	\$0.98	\$3.48
8	http: www wealthymen com	0.00	sugar daddy	\$0.67	\$46.52
46	personals or dating site	0.00	dating wealthy men	\$4.01	\$0.06

Monthly Domain Overview - sugardaddymeet.com

EXPORT PDF

Organic Search (SEO) ORGANIC KEYWORDS: 291 EST MONTHLY SEO CLICKS: 2.3k EST MONTHLY SEO CLICK VALUE: \$1k		Inbound Clicks from Google - Organic vs. Paid 		Paid Search (AdWords) PAID KEYWORDS: 1 EST MONTHLY PPC CLICKS: 0 EST MONTHLY ADWORDS BUDGET: \$0	
163 Keywords their top 2 competitors also rank for	8 YEARS 4 MOS History of rankings we've collected	1 AdWords their top 2 competitors also buy	8 YEARS 4 MOS of AdWords history: Every test they've run.	JUST MADE IT TO THE FIRST PAGE : 29 JUST FELL OFF FIRST PAGE : 13 SEO Keywords	
Top 50 AdWords buy recommendations			Worst performing keywords to negative match out		

Shared Organic Keyword (Kombat)



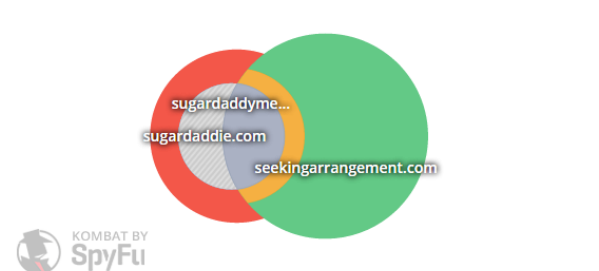
Overall Market Research

KEYWORD UNIVERSE 434 Keywords any domain ranks for	CORE STARTING KEYWORDS 163 Keywords all three rank for
--	--

Recommendations for sugardaddymeet.com

WEAKNESS 27 Keywords both competitors rank for, but not sugardaddyme...	EXCLUSIVE KEYWORDS 66 Competitors don't yet rank, but sugardaddyme... does
---	--

Shared Paid Keyword (Kombat)



Overall Market Research

KEYWORD UNIVERSE 1,599 Keywords any of the three domains buy	CORE STARTING KEYWORDS 1 Keywords all three domains buy
--	---

Recommendations for sugardaddymeet.com

BUY RECOMMENDATIONS 513 Keywords both competitors buy, but not sugardaddyme...	EXCLUSIVE KEYWORDS 0 Keywords neither competitor buys, but sugardaddyme... does
--	---

Competition

Top Organic Competitors

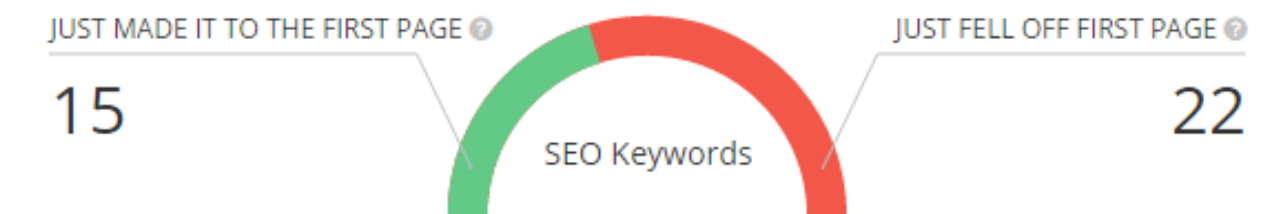
- 1 sugardaddytoday.com
- 2 sugarsugar.com
- 3 marrymesugardaddy.com
- 4 sugardaddysites.biz
- 5 findrichguys.com

[VIEW ALL COMPETITORS >](#)

Top Paid Competitors

- 1 sugardaddie.com
- 2 seekingarrangement.com

[VIEW ALL COMPETITORS >](#)



Top Organic Competitors

- 1 sugardaddytoday.com
- 2 sugardating101.com
- 3 sugarsugar.com
- 4 sugardaddysite.org
- 5 sugardaddysites.biz

[VIEW ALL COMPETITORS >](#)

Top Paid Competitors

- 1 sugardaddyforme.com
- 2 sugardaddie.com
- 3 sugarelite.com
- 4 arrangementfinders.com
- 5 establishedmen.com

[VIEW ALL COMPETITORS >](#)

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
16	sugar daddy dating	14.5	sugar daddy dating	\$0.98	\$3.48
11	sugar daddys	30.4	sugar daddy	\$0.67	\$46.52
3	www.sugardaddy.com	73.5	millionaires club	\$0.47	\$0.20
17	sugar daddies	50.1	sugar daddies	\$0.56	\$36.56
14	sugardaddie	281	millionaire dating	\$1.15	\$2.54

[VIEW ALL ORGANIC KEYWORDS >](#)

[VIEW ALL PAID KEYWORDS >](#)

Monthly Domain Overview - sugardaddyforme.com

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS: **836**

EST MONTHLY SEO CLICKS: **26.0k**

EST MONTHLY SEO CLICK VALUE: **\$7k**

201 Keywords their top 2 competitors also rank for

9 YEARS 10 MOS History of rankings we've collected

Inbound Clicks from Google - Organic vs. Paid

87% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS: **642**

EST MONTHLY PPC CLICKS: **4.0k**

EST MONTHLY ADWORDS BUDGET: **\$2.5k**

431 AdWords their top 2 competitors also buy

9 YEARS 10 MOS of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **12**

JUST FELL OFF FIRST PAGE: **17**

SEO Keywords

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

Competition

Top Organic Competitors

- 1 sugardaddytoday.com
- 2 sugardating101.com
- 3 sugarsugar.com
- 4 sugardaddysites.biz
- 5 marrymesugardaddy.com

VIEW ALL COMPETITORS >

Top Paid Competitors

- 1 sugardaddie.com
- 2 seekingarrangement.com
- 3 arrangementfinders.com
- 4 sugarelite.com
- 5 establishedmen.com

VIEW ALL COMPETITORS >

Monthly Domain Overview - thesugarbabes.com

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS: **153**

EST MONTHLY SEO CLICKS: **2.1k**

EST MONTHLY SEO CLICK VALUE: **\$1k**

111 Keywords their top 2 competitors also rank for

1 YEARS 10 MOS Ranking history - back to their first result in Google.

Inbound Clicks from Google - Organic vs. Paid

100% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS: **0**

EST MONTHLY PPC CLICKS: **0**

EST MONTHLY ADWORDS BUDGET: **\$0**

0 AdWords their top 2 competitors also buy

2 YEARS 2 MOS of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **3**

JUST FELL OFF FIRST PAGE: **3**

SEO Keywords

Add your own keywords to SpyFu

Add any of your branded or long tail keywords to our database.

Get Immediate Results

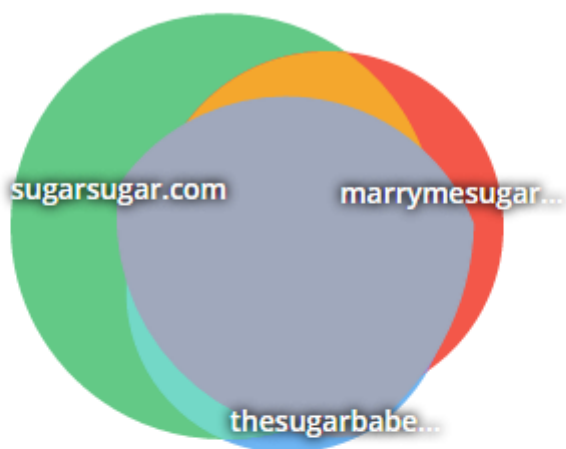
Choose a set of keywords, and see a site's rankings and ad positions within an hour.

Top Organic Competitors



1	marrymesugardaddy.com
2	sugarsugar.com
3	sugardaddytoday.com
4	sugardaddysites.biz
5	bestsugardaddywebsites.com

Shared Organic Keyword (Kombat)



Overall Market Research

KEYWORD UNIVERSE

337

Keywords any domain ranks for

CORE STARTING KEYWORDS

111

Keywords all three rank for

Recommendations for thesugarbabes.com

WEAKNESS

32

Keywords both competitors rank for, but not thesugarbabe...

EXCLUSIVE KEYWORDS

16

Competitors don't yet rank, but thesugarbabe... does

Organic Search (SEO)		Inbound Clicks from Google - Organic vs. Paid		Paid Search (AdWords)	
ORGANIC KEYWORDS	EST MONTHLY SEO CLICKS			PAID KEYWORDS	EST MONTHLY PPC CLICKS
70	27			0	0
EST MONTHLY SEO CLICK VALUE: \$34				EST MONTHLY ADWORDS BUDGET: \$0	
14	1 YEARS 7 MOS			0	We've never seen this domain rank on any keywords in the last 9 years.
Keywords their top 2 competitors also rank for	Ranking history - back to their first result in Google.			AdWords their top 2 competitors also buy	

Shared Organic Keyword (Kombat)



Overall Market Research

<p>KEYWORD UNIVERSE</p> <p>130</p> <p>Keywords any domain ranks for</p>	<p>CORE STARTING KEYWORDS</p> <p>14</p> <p>Keywords all three rank for</p>
--	---

Recommendations for elitesugardaddydating.com

<p>WEAKNESS</p> <p>7</p> <p>Keywords both competitors rank for, but not elitesugarda...</p>	<p>EXCLUSIVE KEYWORDS</p> <p>30</p> <p>Competitors don't yet rank, but elitesugarda... does</p>
--	--

VIEW ALL >

Top Organic Competitors

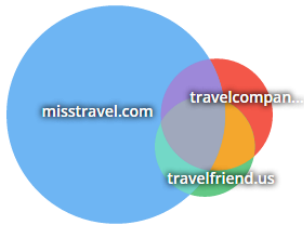


1	richsugardaddysite.com
2	sugardaddyfriendsdate.com
3	thesugardaddyclub.com
4	topsugardaddywebsites.com
5	richsugardaddies.co.uk

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
50	dating website	19.9	travel free	\$0.79	\$0.03
18	travel partner	2.30	travel tour guides	\$1.28	\$0.07
10	travel mates	1.93	dating wealthy men	\$4.01	\$0.06
7	Travc com	0.00	millionaire dating service	\$2.24	\$0.08
34	travel for free	5.36	singles vacations	\$1.34	\$4.26

Shared Organic Keyword (Kombat)



Overall Market Research

KEYWORD UNIVERSE

242

Keywords any domain ranks for

CORE STARTING KEYWORDS

36

Keywords all three rank for

Recommendations for misstravel.com

WEAKNESS

1

Keywords both competitors rank for, but not misstravel.com

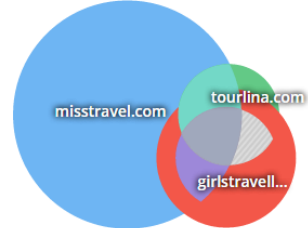
EXCLUSIVE KEYWORDS

176

Competitors don't yet rank, but misstravel.com does

[VIEW ALL >](#)

Shared Paid Keyword (Kombat)



Overall Market Research

KEYWORD UNIVERSE

661

Keywords any of the three domains buy

CORE STARTING KEYWORDS

42

Keywords all three domains buy

Recommendations for misstravel.com

BUY RECOMMENDATIONS

0

Keywords both competitors buy, but not misstravel.com

EXCLUSIVE KEYWORDS

524

Keywords neither competitor buys, but misstravel.com does

[VIEW ALL >](#)

Competition

Top Organic Competitors



1	travelcompanionexchange.com
2	travelfriend.us
3	triptogether.com
4	travelfriend.com.au
5	companions2travel.co.uk

Top Paid Competitors



1	girlstravelling.com
2	tourlina.com
3	triptogether.com
4	tourbar.com
5	meets.com

Monthly Domain Overview - misstravel.com

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS: **223**

EST MONTHLY SEO CLICKS: **1.7k**

EST MONTHLY SEO CLICK VALUE: **\$920**

36 Keywords their top 2 competitors also rank for

3 YEARS 11 MOS Ranking history - back to their first result in Google.

Inbound Clicks from Google - Organic vs. Paid

45% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS: **640**

EST MONTHLY PPC CLICKS: **2.2k**

EST MONTHLY ADWORDS BUDGET: **\$1.9k**

42 AdWords their top 2 competitors also buy

3 YEARS 11 MOS of Adwords history: Every test they've run.

JUST MADE IT TO THE FIRST PAGE: **14**

JUST FELL OFF FIRST PAGE: **3**

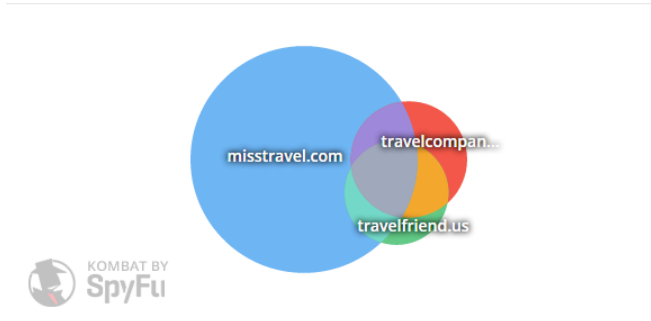
SEO Keywords

Top 50 AdWords
buy recommendations

Worst performing keywords
to negative match out

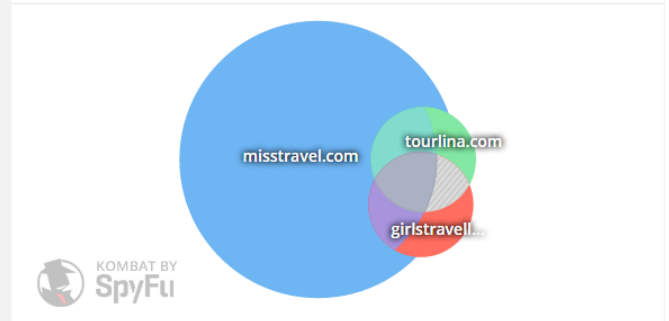
Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
50	dating website	19.9	travel free	\$0.79	\$0.03
18	travel partner	2.30	travel tour guides	\$1.28	\$0.07
10	travel mates	1.93	dating wealthy men	\$4.01	\$0.06
7	Travc com	0.00	millionaire dating service	\$2.24	\$0.08
34	travel for free	5.36	singles vacations	\$1.34	\$4.26

Shared Organic Keyword (Kombat)



Overall Market Research	
KEYWORD UNIVERSE 242 <small>Keywords any domain ranks for</small>	CORE STARTING KEYWORDS 36 <small>Keywords all three rank for</small>
Recommendations for misstravel.com	
WEAKNESS 1 <small>Keywords both competitors rank for, but not misstravel.com</small>	EXCLUSIVE KEYWORDS 176 <small>Competitors don't yet rank, but misstravel.com does</small>

Shared Paid Keyword (Kombat)



Overall Market Research	
KEYWORD UNIVERSE 661 <small>Keywords any of the three domains buy</small>	CORE STARTING KEYWORDS 42 <small>Keywords all three domains buy</small>
Recommendations for misstravel.com	
BUY RECOMMENDATIONS 0 <small>Keywords both competitors buy, but not misstravel.com</small>	EXCLUSIVE KEYWORDS 524 <small>Keywords neither competitor buys, but misstravel.com does</small>

Competition

Top Organic Competitors	
1	travelcompanionexchange.com
2	travelfriend.us
3	triptogether.com
4	travelfriend.com.au
5	companions2travel.co.uk

Top Paid Competitors	
1	girlstravelling.com
2	tourlina.com
3	triptogether.com
4	tourbar.com
5	meets.com

Monthly Domain Overview - whatsyourprice.com

EXPORT PDF

Organic Search (SEO)

ORGANIC KEYWORDS: **511**

EST MONTHLY SEO CLICKS: **3.8k**

EST MONTHLY SEO CLICK VALUE: **\$2k**

0 Keywords their top 2 competitors also rank for

5 YEARS 0 MOS Ranking history - back to their first result in Google.

Inbound Clicks from Google - Organic vs. Paid

41% Organic Clicks

Paid Search (AdWords)

PAID KEYWORDS: **1,726**

EST MONTHLY PPC CLICKS: **5.5k**

EST MONTHLY ADWORDS BUDGET: **\$3.8k**

194 AdWords their top 2 competitors also buy

5 YEARS 0 MOS of Adwords history: Every test they've run.

Top Keywords

Rank	Organic Keywords	SEO Clicks Per Month	Paid Keywords	Cost Per Click	Daily Cost
42	buy or sell first	0.04	breast augmentation	\$6.01	\$388
22	dating website	44.2	breast implants	\$4.19	\$164
23	dating site	50.2	breast enhancement	\$1.35	\$7.27
22	online dates	1.15	sugar daddy dating	\$0.98	\$3.48
43	online dating	74.9	strippers	\$0.46	\$34.37

[VIEW ALL ORGANIC KEYWORDS >](#)

[VIEW ALL PAID KEYWORDS >](#)

Top Organic Competitors

- beautifulpeople.com
- somethingshesaid.com
- mbn-cash.com
- nsiholdingsltd.com
- datebritishguys.com

[VIEW ALL COMPETITORS >](#)

Top Paid Competitors

- millionairematch.com
- seekingarrangement.com
- sugarelite.com
- seekingmillionaire.com
- mybunnydate.com

[VIEW ALL COMPETITORS >](#)

Keyword Overview - badoo

[VIEW CACHED PAGE](#)
[EXPORT PDF](#)

MONTHLY SEARCHES (LOCAL) [?] 1.22m	MONTHLY SEARCHES (GLOBAL) [?] 37.2m	CLICK-THROUGH RATE [?] 6.00%	RANKING DIFFICULTY [?] 66																								
COST PER CLICK [?] \$0.03	DAILY COST [?] \$2.54	ADVERTISERS [?] 0 <i>(In Last 3 Months)</i>	HOMEPAGES [?] 3 <i>(In Top 50 Organic Results)</i>																								
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Profitable Related Keywords [?]

[EXPORT](#)

Keywords	Monthly Searches	Ranking Difficulty	Cost Per Click	Click Through Rate	Daily Cost	Advertisers
flirt meet	0	51	\$0	0%	\$0	26
flirty websites	0	37	\$0	0%	\$0	27
dating app	4	53	\$0.58	8%	\$11.08	37
flirt chatting	0	48	\$0.98	3%	\$0.19	36
flirt sites	330	37	\$0.31	6%	\$0.15	46
<i>login to see all results</i>	1	59	\$3.33	3%	\$1.14	43
<i>login to see all results</i>	210	37	\$0.81	2%	\$0.04	44
<i>login to see all results</i>	0	41	\$4.37	4.6%	\$0.08	21
<i>login to see all results</i>	180	53	\$0.03	1%	\$0.03	26
<i>login to see all results</i>	60	43	\$9.34	3.7%	\$0.36	40

Keyword Overview - tinder

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MONTHLY SEARCHES (LOCAL) 673k	MONTHLY SEARCHES (GLOBAL) 2.24m	CLICK-THROUGH RATE 2.00%	RANKING DIFFICULTY 57																								
COST PER CLICK \$0.87	DAILY COST \$757	ADVERTISERS 10 <i>(In Last 3 Months)</i>	HOME PAGES 0 <i>(In Top 50 Organic Results)</i>																								
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