22% of unmarried people over 45 online use online dating. Even setting aside differences in internet penetration, older people take up online dating at considerably different rates by country.

Older people account for considerably higher shares of online daters in Europe (49%) are divorced or widowed, 51% never married.

Older daters have a more equal gender split. The ratio of men drops to 56%, even switching in some regions and markets. Women make up 58% of older online daters in LATAM.

Online Dating is especially popular in Latin America and APAC region.

4 in 10 unmarried people online used online dating within the past month.

Singles, divorced and widowed people who’ve used online dating in the last month make up 16% of the global internet population.

DATING AT DIFFERENT LIFE STAGES

45% of unmarried internet users 16-34 use online dating. Still much room to engage older unmarried audiences.

Culture matters as much as age:

Denmark has the highest ratio of online dating among 16-34 year olds at 54%. South Korea has the lowest ratio - just 22%.

OLDER DATERS

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LGB+ DATERS

38% of LGB+ population in surveyed countries use online dating.

LGB+ people are 54% more likely to have used online dating and those under 45 are a third more likely to use online dating.

Male overrepresentation in online dating is unaltered: 65% male vs. 35% women.

LGB+ users account for 10% of internet users, but 15% of online daters.

Online Daters

LGB+ 14.5%
Heterosexual 81.6%
Prefer not to say 3.9%

All Users

LGB+ 9.5%
Heterosexual 85.9%
Prefer not to say 4.7%