



HELPING CLIENTS NAVIGATE CHANGE



Online DATING IN URBAN ROMANIA

2023



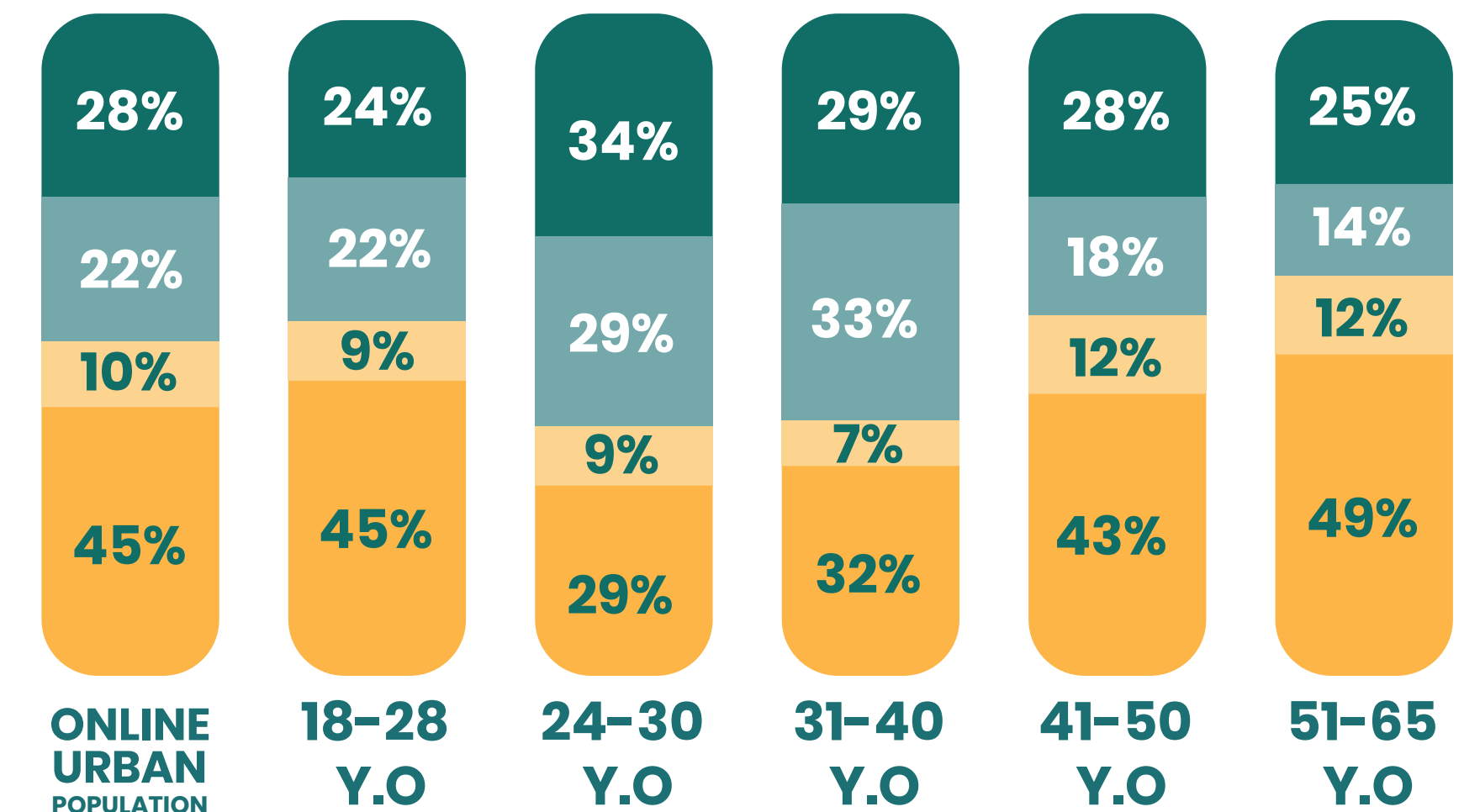
ABOUT THE STUDY

We've interviewed 1085 respondents from the Romanian online urban population, aged 18 – 65, to see how widespread Online Dating (see below the actual definition we used in the survey) is in our country and understand a bit more about it.

We discovered it is a common phenomenon – half of urban Romanians have tried online dating at some point (almost 30% are currently active), while another 10% are considering giving it a try. Furthermore, we were surprised to find out that the youngest of us are not necessarily the most involved in Online Dating, although you would expect that since they are expected to live and breathe technology, as they grew up surrounded by it.

By "Online Dating", we mean online communication between an individual, a couple or a group with other individuals, couples or groups for the purpose of developing a short or a long-term romantic or sexual relationship. Online dating is practiced both on specialized sites or applications, and on other types of sites and applications – such as social networks.

ONLINE DATING USAGE STATUS



active users



inactive/
former users



intenders



non-users / not
intending to use

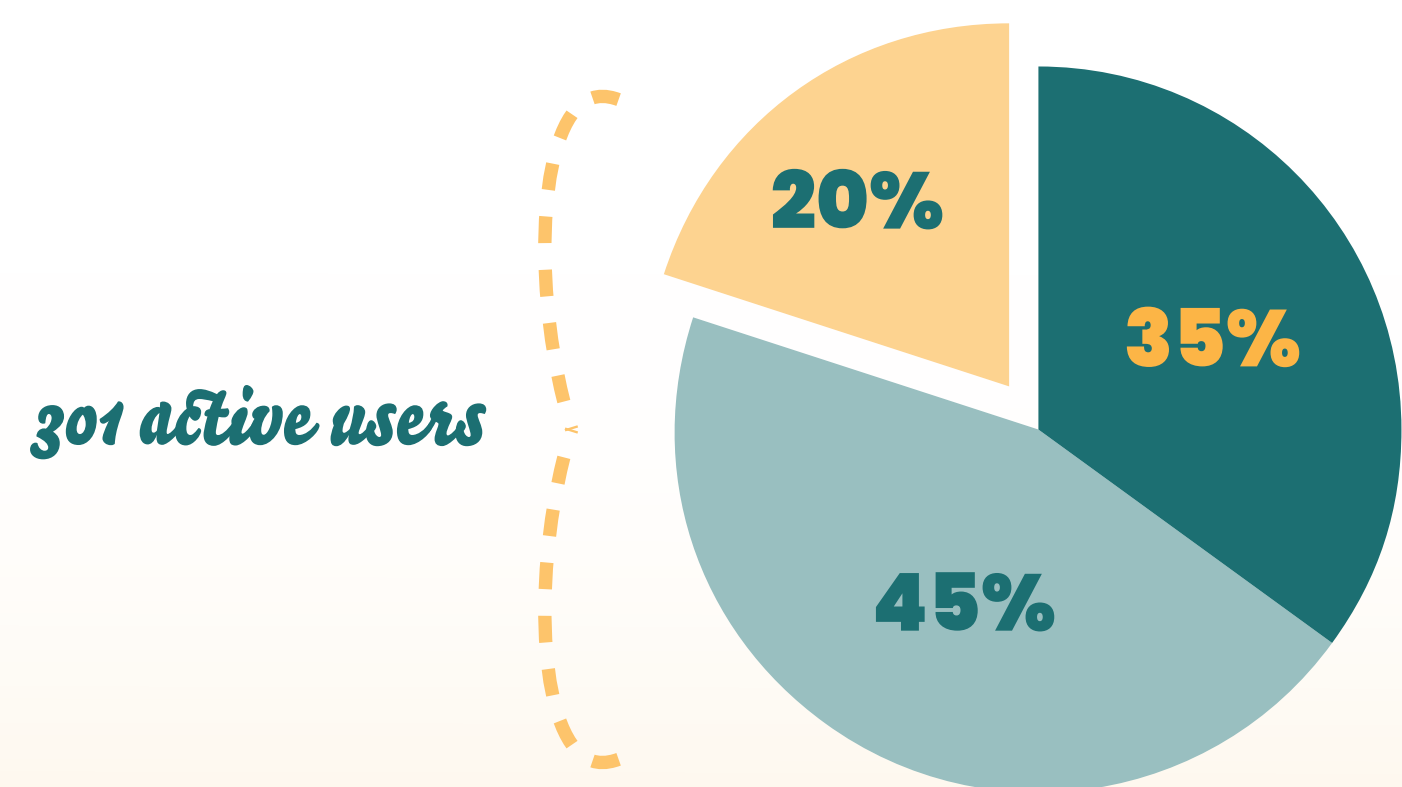


active ONLINE DATING USERS

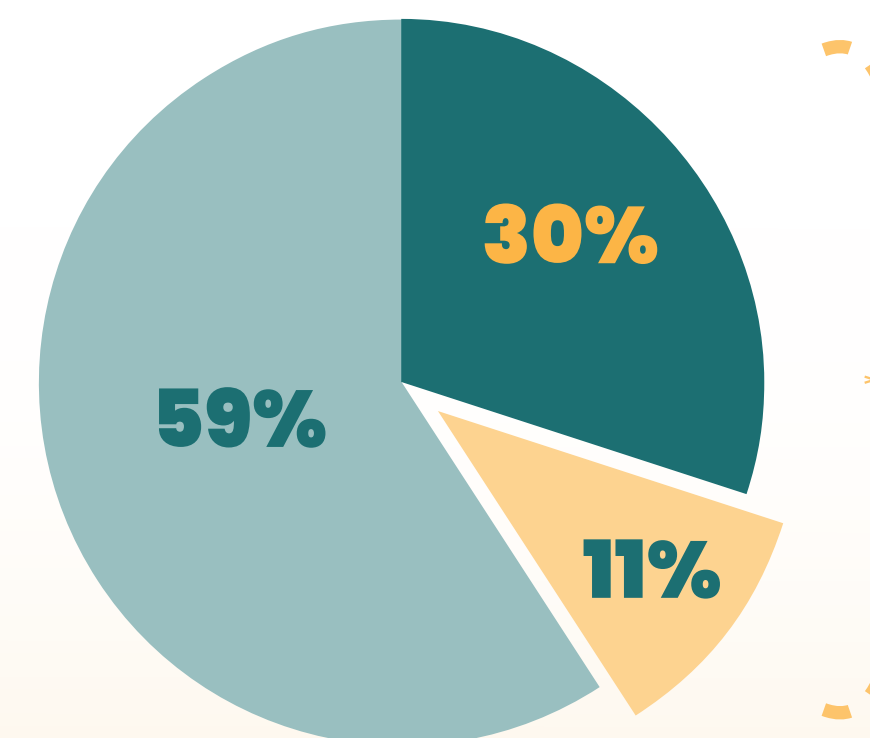
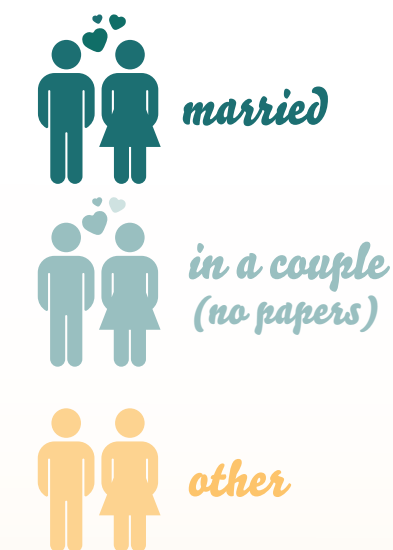
There were more surprises in store for us, such as the fact that there are TWICE as many men as women currently active in Online Dating.

And about 2 in 3 of those currently active, but also of the people who are planning to give Online Dating a try, are currently in a stable relationship – moreover, most of these relationships are marriages, actually. So, either there are many relationships that are not as stable as they first seem, or many relationships are more flexible than we would expect.

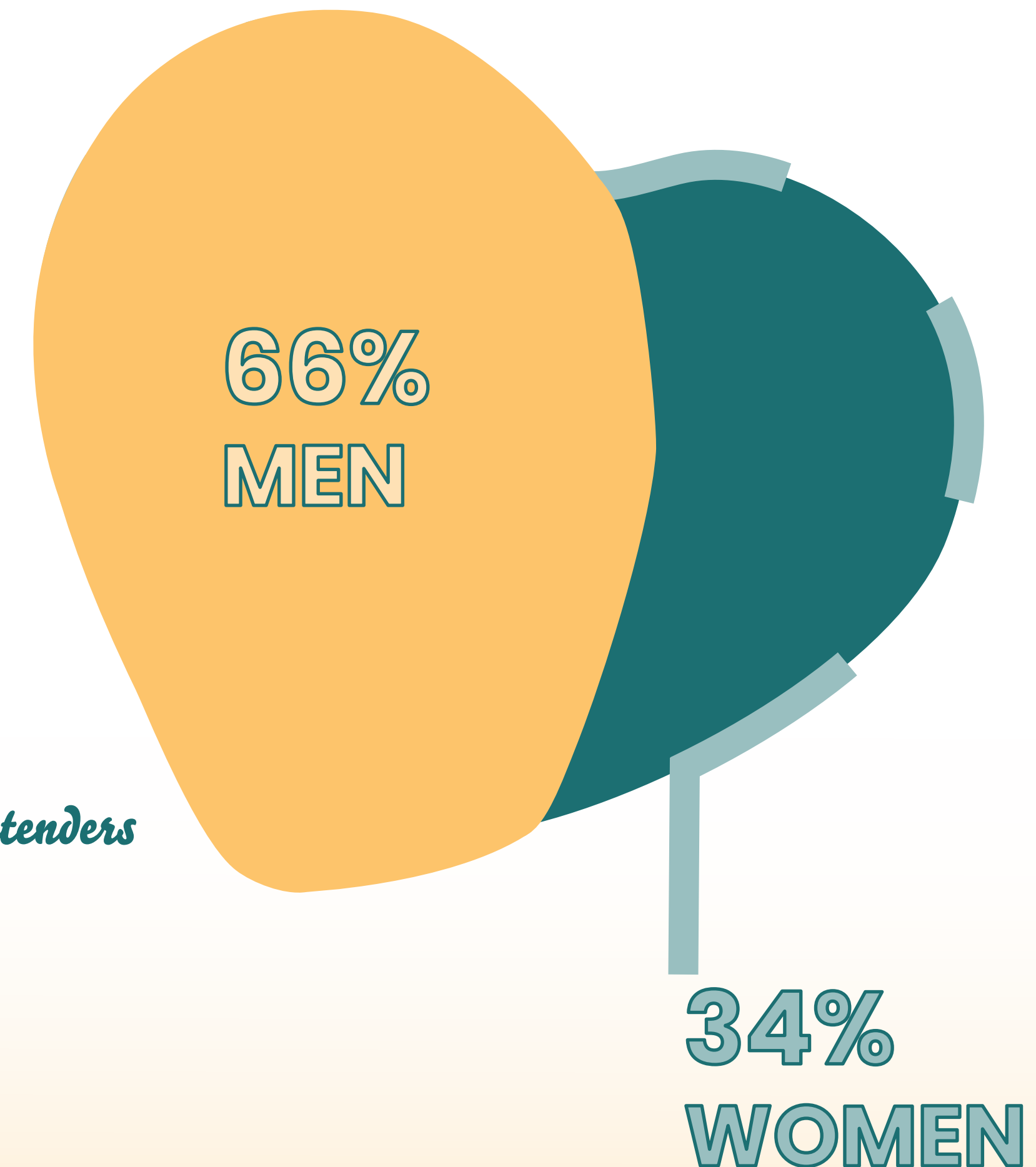
In any case, it's clear that technology is already playing a major part in shaping the present and the future of romantic relationships.



ACTIVE ONLINE DATING USERS



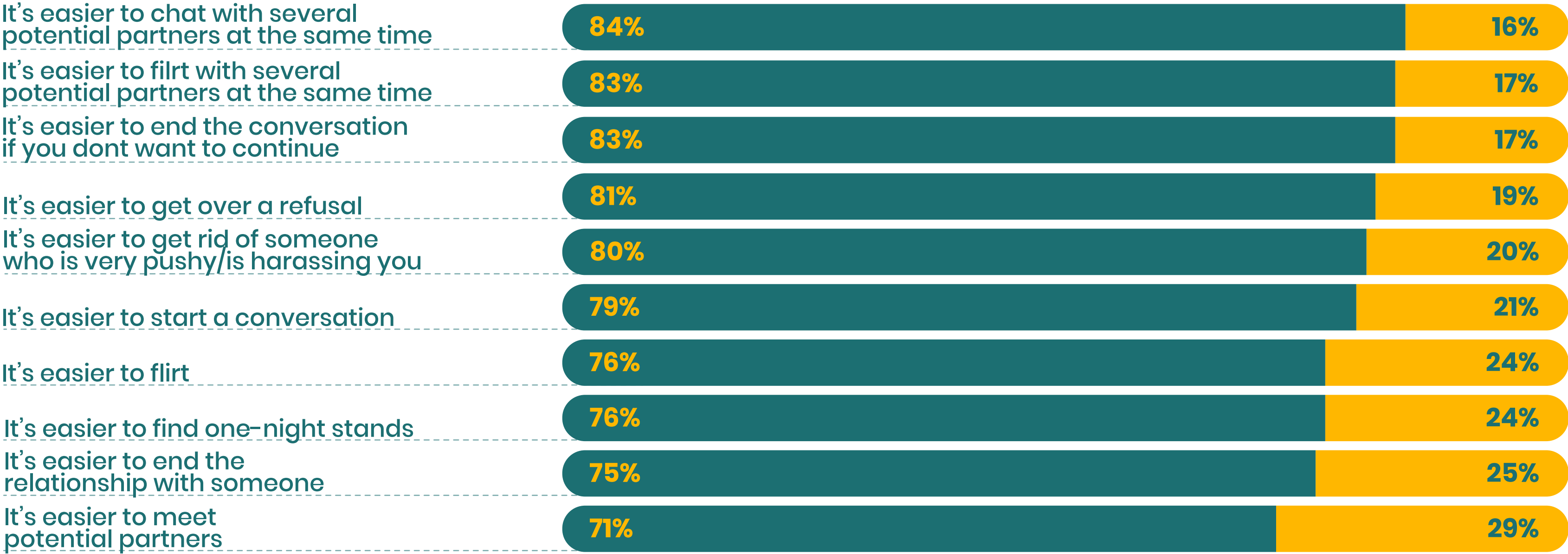
PLANNING TO TRY ONLINE DATING





WHO HAS THE UPPER HAND – ONLINE OR TRADITIONAL DATING?

Online versus Traditional Dating – How do you see Online Dating compared with Traditional Dating (meeting face to face from the beginning)?



ACTIVE USERS



When compared to traditional dating, online dating has many advantages – it is a lot easier to meet new people, juggle multiple potential partners at the same time, break up with those with whom you do not wish to continue the relationship, or get over a refusal.





There is, however, more to the story than meets the eye!

**To learn more, fill out the form on our resources page
and you will receive the full report by email.**

Thank you! Have a great day!





Online
DATING IN
URBAN ROMANIA

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