



eventbrite

NICHE TO MEET YOU™

Eventbrite's 2024 Dating Report
How LGBTQ+ Singles
Are Connecting Offline

THE ONLINE DILEMMA

37%

LGBTQ+ singles who are optimistic about dating in the future believe there are plenty of places to meet other singles

41%

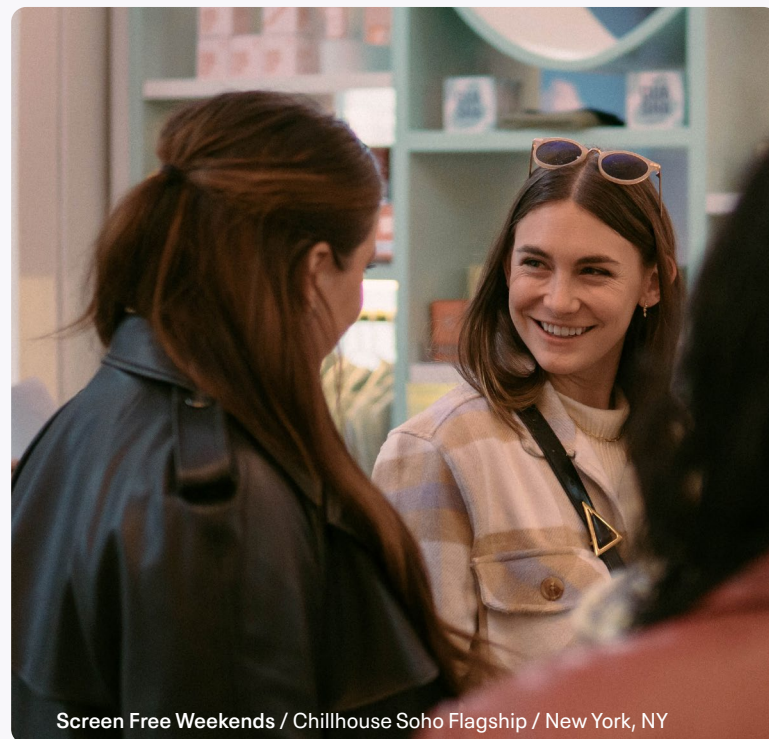
LGBTQ+ singles find one of the biggest challenges of online dating to be connecting with others who share their interests

39%

LGBTQ+ say safety is one of their top concerns when meeting someone online

71%

LGBTQ+ singles expressed a preference for in-person dating because it feels more genuine. And 55% of them enjoy meeting people face-to-face



Screen Free Weekends / Chillhouse Soho Flagship / New York, NY

THE ONLINE DILEMMA



51%

LBGTQ+ singles who favor in-person meetings and believe that meeting in person eliminates the possibility of their date hiding their true identity

69%

LBGTQ+ singles respondents say it's hard to start or continue meaningful conversations online

FROM URL TO IRL

73%

LGBTQ+ singles feel somewhat or very happy after meeting someone in person they might want to go on a date with in the future

Preferred meet-cute scenarios for LGBTQ+ singles:

48% THROUGH MUTUAL FRIENDS

36% IN THEIR DAY-TO-DAY ROUTINE

22% AT AN EVENT

22% AT A BAR OR PARTY

16% AT AN ACTIVITY OR CLASS

Preferred third places that LGBTQ+ singles prefer to meet someone in person:

43% OUTDOORS (E.G., PARKS, BEACH)

61% COFFEE SHOPS

51% BOOKSTORES

41% MUSIC VENUES

41% LIBRARIES

37%

LGBTQ+ singles anticipate they'll meet a potential romantic partner at a recreational activity like a dance class or a painting workshop

FROM URL TO IRL

Ideal hobbies for LGBTQ+ singles to spark a connection:



47%

COOKING



47%

CREATING ART



45%

CARING
FOR PETS



31%

HAVING AN INTEREST
IN COLLECTIBLES



20%

THRIFTING
CLOTHES

Events where LGBTQ+ singles anticipate meeting a potential romantic partner:



34%

MUSIC
FESTIVALS



18%

SPORTS
EVENTS



12%

COMEDY
SHOWS



33%

SOCIAL AND
COMMUNITY CLUBS



22%

IN-PERSON SINGLES
AND DATING EVENT

THE ANATOMY OF A FIRST DATE

77%

LBGTQ+ singles want to do something both people on the date enjoy, emphasizing the importance of shared interests in building genuine connections

53%

LBGTQ+ singles prioritize focusing their spending on a single activity on a first date, highlighting their preference for quality over quantity in their dating experiences

70%

LBGTQ+ singles prefer to keep their initial dates under \$50. However, their spending habits differ by gender. Men (37%) are more inclined to spend between \$26 to \$50, while women (39%) are more likely to keep it modest, often spending between \$1 to \$25

62%

Gay men enjoy taking the lead in the date planning process, while only 24% of lesbians report enjoying planning dates



Camp Dyketopia / Dyketopia Comedy / USA

THE ANATOMY OF A FIRST DATE

60%

LGBTQ+ singles respondents prefer being sober on a first date, and 64% prefer intimate settings as the ideal first date location

23%

LGBTQ+ singles prefer new experiences outside of their comfort zone



THE ANATOMY OF A FIRST DATE

Present-day first date activities that LGBTQ+ singles are currently going on:

75% GETTING A MEAL

42% WATCHING A MOVIE IN THEATERS

46% GETTING DRINKS

69%

LGBTQ+ singles actively dating
consider a first date successful if
they had fun

25%

LGBTQ+ singles respondents agree that
the uniqueness of the date is crucial

However, date preferences are shifting and LGBTQ+ singles report wanting to try or do more of the following activities:

53% DOING AN ACTIVITY THAT I DON'T NORMALLY TRY

48% PLAYING GAMES

45% TRYING A PLACE I'VE NEVER BEEN TO FOR DRINKS

Survey Methodology

This survey was written in collaboration between GWI and Eventbrite, and was then distributed by a panel in an online format, to 1,001 respondents in the USA with each respondent being compensated at an agreed rate for their time.

The survey was fielded from March 7th, 2024 to March 26th, 2024. Each survey took approximately 20 minutes to complete.

For this study, a sample of GWI USA survey respondents, aged 21 to 35, were recontacted.

PRESS CONTACT: **PRESS@EVENTBRITE.COM**