



eventbrite

# NICHE TO MEET YOU™

**Eventbrite's 2024 Dating  
Report: How Diverse Singles  
Are Connecting Offline**

# THE ONLINE DILEMMA

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

**31%**  
BASELINE

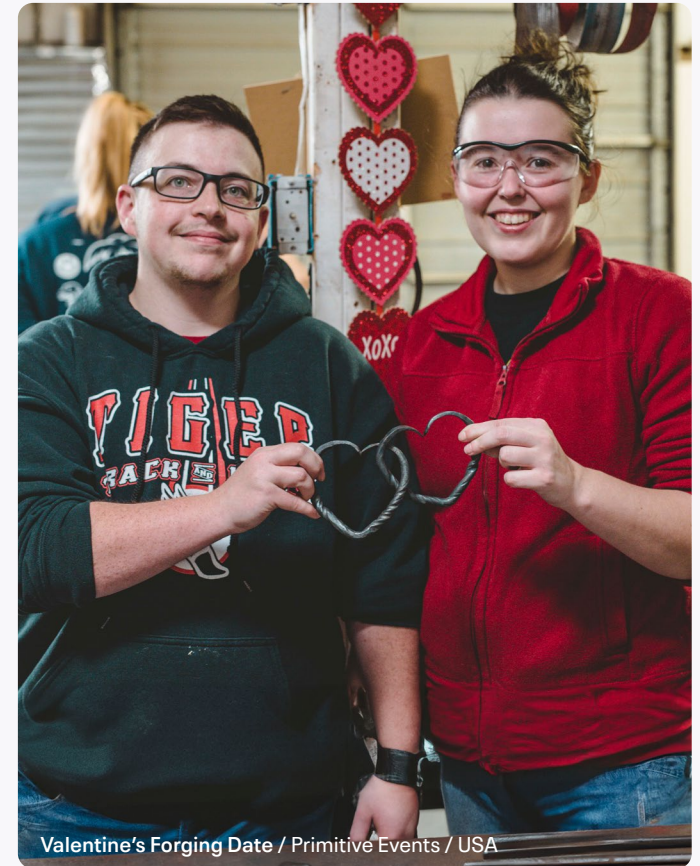
*(all respondents)*



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

**39%**  
BASELINE

*(all respondents)*



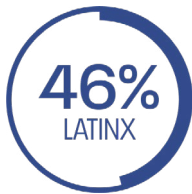
Valentine's Forging Date / Primitive Events / USA

# THE ONLINE DILEMMA

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

**47%**  
BASELINE

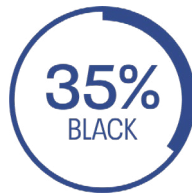
*(all respondents)*



Those who prefer dating in person that say safety is one of their top concerns when meeting someone online

**32%**  
BASELINE

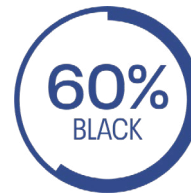
*(all respondents)*



Respondents who expressed a preference for in-person dating because it feels more genuine

**70%**  
BASELINE

*(all respondents)*





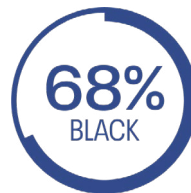
# THE ONLINE DILEMMA



Americans who enjoy meeting  
people face-to-face

**72%**  
BASELINE

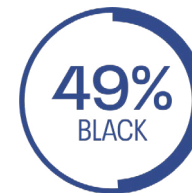
*(all respondents)*



Respondents who say it's hard  
to start or continue meaningful  
conversations online

**54%**  
BASELINE

*(all respondents)*



# FROM URL TO IRL

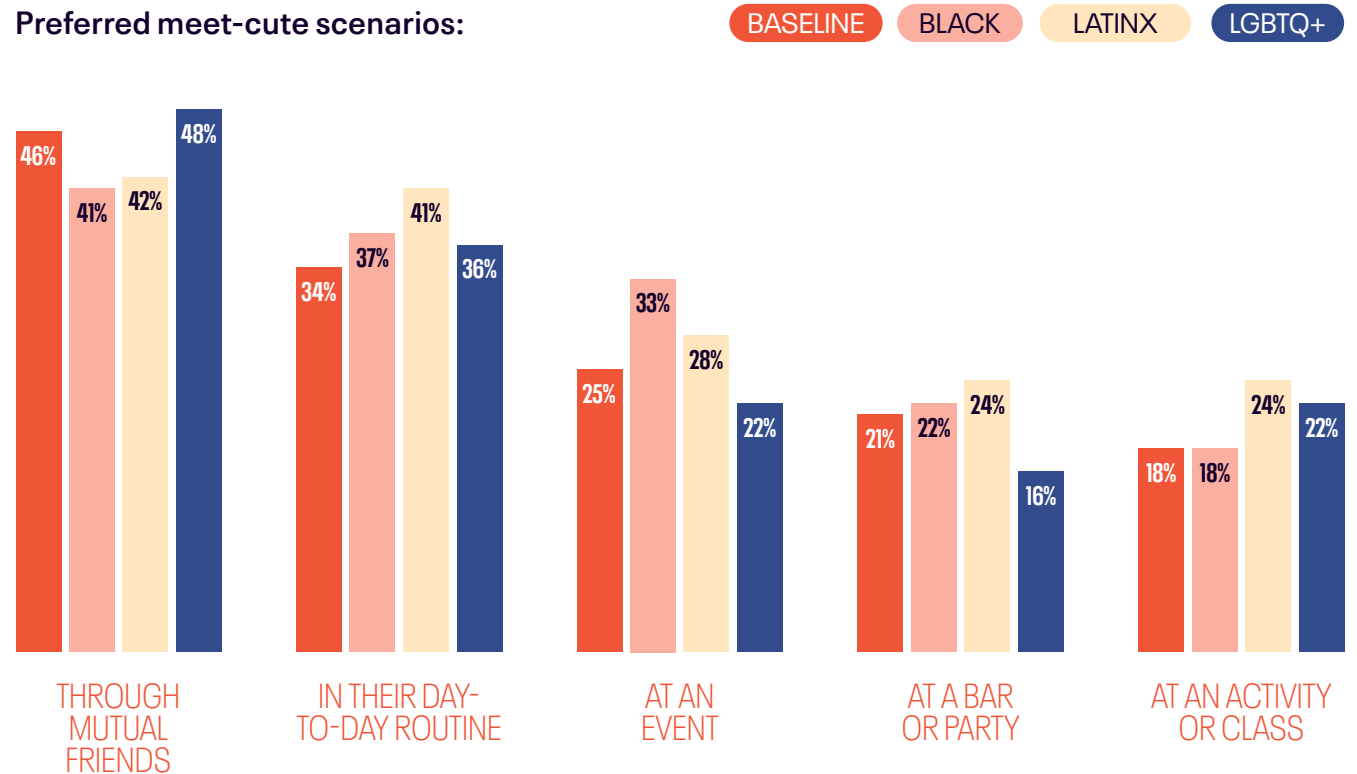
Americans who feel somewhat or very happy after meeting someone in person they might want to go on a date with in the future

**69%**  
BASELINE

*(all respondents)*



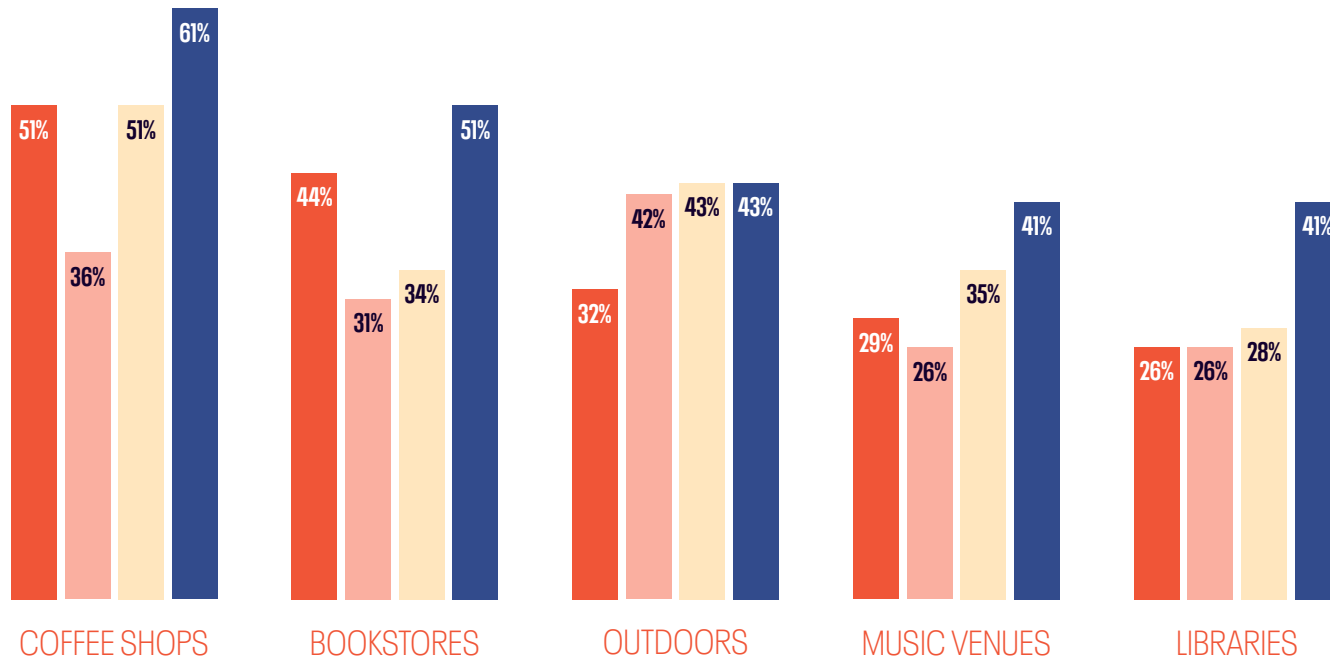
## Preferred meet-cute scenarios:



# FROM URL TO IRL

Preferred third places by singles to meet someone in person:

BASELINE BLACK LATINX LGBTQ+



Americans who anticipate they'll meet a potential romantic partner at a recreational activity like a dance class or a painting workshop

**33%**  
BASELINE

*(all respondents)*



# FROM URL TO IRL

Ideal hobbies to spark a connection:

## Baseline (all respondents)

COOKING	43%
CARING FOR PETS	33%
CREATING ART	27%
HAVING AN INTEREST IN COLLECTIBLES	23%
BEING A CINEPHILE	22%

## Black singles

COOKING	40%
CREATING ART	28%
BEING A CINEPHILE	24%
HAVING AN INTEREST IN COLLECTIBLES	23%
PERFORMING ARTS	21%

## LatinX singles

COOKING	43%
CREATING ART	35%
CARING FOR PETS	30%
HAVING AN INTEREST IN COLLECTIBLES	23%
THRIFTING CLOTHES	19%

## LGBTQ+ singles

COOKING	47%
CREATING ART	47%
CARING FOR PETS	45%
HAVING AN INTEREST IN COLLECTIBLES	31%
THRIFTING CLOTHES	20%

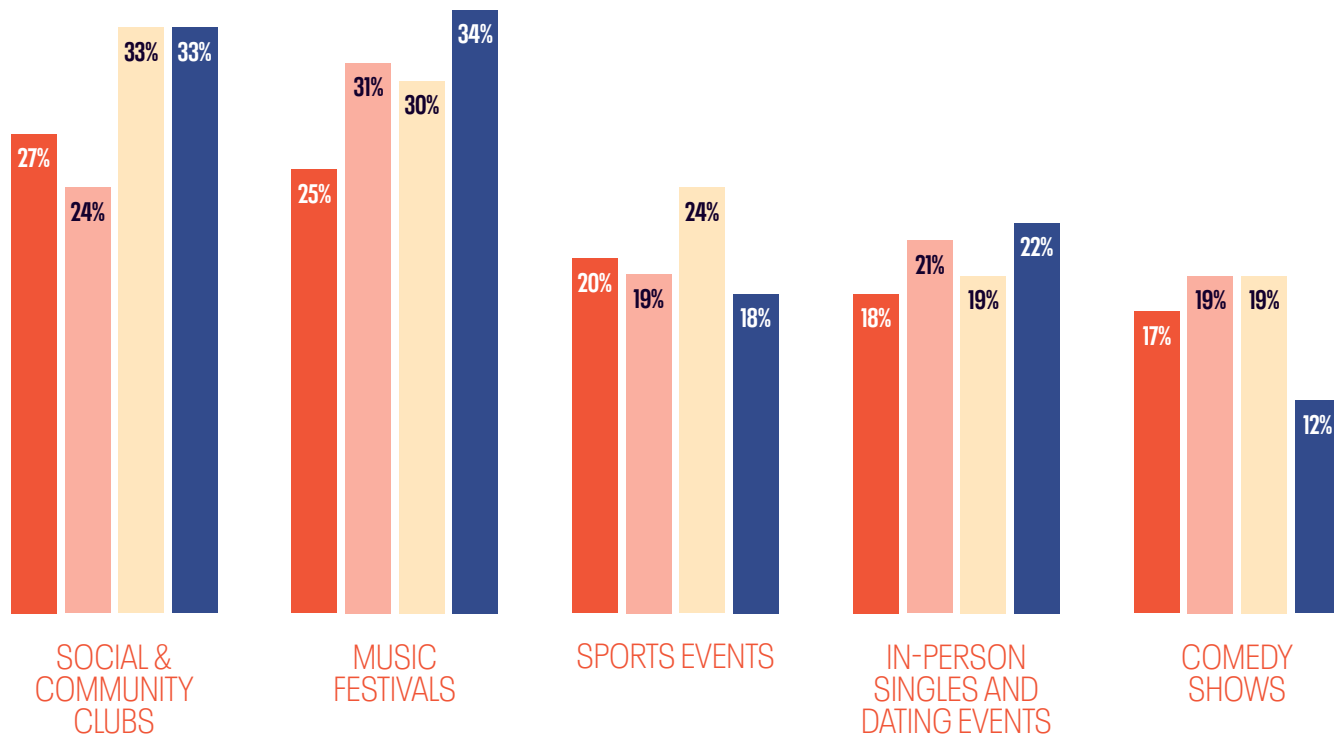


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# FROM URL TO IRL

Events where Americans anticipate meeting a potential romantic partner

BASELINE BLACK LATINX LGBTQ+



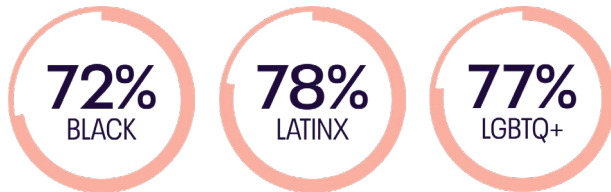


# THE ANATOMY OF A FIRST DATE

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

**82%**  
BASELINE

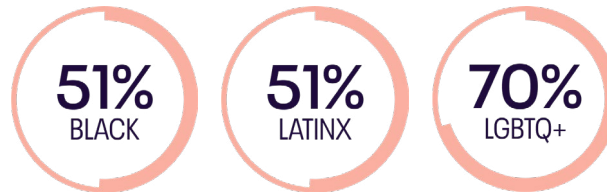
*(all respondents)*



Americans who prefer to keep their initial dates under \$50

**58%**  
BASELINE

*(all respondents)*



Americans who prefer to spend on a single activity on a first date, highlighting their preference for quality over quantity in their dating experiences

**48%**  
BASELINE

*(all respondents)*



# THE ANATOMY OF A FIRST DATE

Respondents who prefer being sober  
on a first date

**66%**  
BASELINE

*(all respondents)*



Respondents who prefer intimate  
settings as the ideal first date  
location

**67%**  
BASELINE

*(all respondents)*



Singles prefer new experiences  
outside of their comfort zone

**18%**  
BASELINE

*(all respondents)*



# THE ANATOMY OF A FIRST DATE

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

## Baseline (all respondents)

GETTING A MEAL	67%
GOING TO GET DRINKS	41%
WATCHING A MOVIE IN THEATERS	41%

## LatinX singles

GETTING A MEAL	71%
WATCHING A MOVIE IN THEATERS	45%
GETTING DRINKS	36%

## Black singles

GETTING A MEAL	66%
WATCHING A MOVIE IN THEATERS	47%
RECREATIONAL ACTIVITY	40%

## LGBTQ+ singles

GETTING A MEAL	75%
WATCHING A MOVIE IN THEATERS	42%
GETTING DRINKS	46%



# THE ANATOMY OF A FIRST DATE

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

## Baseline (all respondents)

DOING AN ACTIVITY THAT  
I DON'T NORMALLY TRY **42%**

PLAYING GAMES  
(E.G. TRIVIA, BOARD GAMES) **41%**

GETTING A MEAL FROM A CUISINE  
THAT'S OUTSIDE MY COMFORT ZONE **40%**

## Black singles

DOING AN ACTIVITY THAT  
I DON'T NORMALLY TRY **44%**

GETTING A MEAL FROM A CUISINE  
THAT'S OUTSIDE MY COMFORT ZONE **41%**

SEEING A MOVIE MY DATE SUGGESTS  
THAT I WOULD NOT NORMALLY SEE **40%**

## LatinX singles

MAKING FOOD TOGETHER **45%**

PLAYING GAMES  
(E.G. TRIVIA, BOARD GAMES) **43%**

TRYING A PLACE I'VE NEVER  
BEEN TO FOR DRINKS **30%**

## LGBTQ+ singles

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

PLAYING GAMES  
(E.G. TRIVIA, BOARD GAMES) **48%**

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



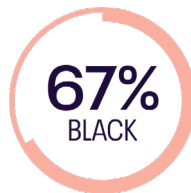


# THE ANATOMY OF A FIRST DATE

Americans actively dating consider a first date successful if they had fun

**72%**  
BASELINE

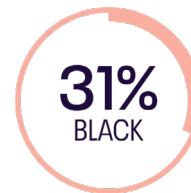
*(all respondents)*



Americans who believe that the uniqueness of the date is crucial

**24%**  
BASELINE

*(all respondents)*



## 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.

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