



eventbrite

NICHE TO MEET YOU™

Eventbrite's 2024 Dating Report
How Black Singles Are
Connecting Offline

THE ONLINE DILEMMA

26%

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

52%

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

35%

Black singles who prefer dating in person say safety is one of their top concerns

60%

Black singles expressed a preference for in-person dating because it feels more genuine. And 68% of them enjoy meeting people face-to-face



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

THE ONLINE DILEMMA



54%

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

49%

Black respondents say it's hard to start or continue meaningful conversations online

FROM URL TO IRL

69%

Black 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 Black singles:

41% THROUGH MUTUAL FRIENDS

37% IN THEIR DAY-TO-DAY ROUTINE

33% AT AN EVENT

22% AT A BAR OR PARTY

18% AT AN ACTIVITY OR CLASS

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

42% OUTDOORS (E.G., PARKS, BEACH)

36% COFFEE SHOPS

31% BOOKSTORES

26% MUSIC VENUES

26% LIBRARIES

30%

Black 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 Black singles to spark a connection:



40%

COOKING



28%

CREATING ART



24%

BEING A
CINEPHILE



23%

HAVING AN INTEREST
IN COLLECTIBLES



21%

PERFORMING
ARTS

Events where Black singles anticipate meeting a potential romantic partner



31%

MUSIC
FESTIVALS



19%

SPORTS
EVENTS



19%

COMEDY
SHOWS



24%

SOCIAL AND
COMMUNITY CLUBS



21%

IN-PERSON SINGLES
AND DATING EVENT

THE ANATOMY OF A FIRST DATE

72%

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

51%

Black singles prefer to keep their initial dates under \$50. However, their spending habits differ by gender. Interestingly, most of both Black men (27%) and women (33%) prefer to spend between \$26 to \$50

67%

Black single men enjoy taking the lead in the date planning process. On the other hand, 71% of Black single women lean towards the thrill of being surprised or perhaps an appreciation for traditional romantic gestures, preferring when their date takes charge of the arrangements

66%

Black single respondents prefer being sober on a first date, and 65% prefer intimate settings as the ideal first date location



THE ANATOMY OF A FIRST DATE

66%

Black respondents prefer being sober on a first date, and 65% prefer intimate settings as the ideal first date location

29%

Black singles prefer new experiences outside of their comfort zone



Wine and Watercolors / Shop Made in DC / Georgetown, DC

THE ANATOMY OF A FIRST DATE

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

66% GETTING A MEAL

47% WATCHING A MOVIE IN THEATERS

40% RECREATIONAL ACTIVITY (E.G., BOWLING, ARCADE, MINI GOLF)

67%

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

31%

Black singles agree that the
uniqueness of the date is crucial

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

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

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

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

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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