



eventbrite

NICHE TO MEET YOU™

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

THE ONLINE DILEMMA

40%

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

37%

Latinx singles say safety is one of their top concerns when meeting someone online

46%

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

76%

Latinx singles who expressed a preference for in-person dating because it feels more genuine. And 72% of them enjoy meeting people face-to-face



Creator Summit / Eventbrite / San Francisco, CA

THE ONLINE DILEMMA



46%

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

47%

Latinx singles say it's hard to start or continue meaningful conversations online

FROM URL TO IRL

73%

Latinx 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 Latinx singles:

42% THROUGH MUTUAL FRIENDS

42% IN THEIR DAY-TO-DAY ROUTINE

28% AT AN EVENT

24% AT A BAR OR PARTY

24% AT AN ACTIVITY OR CLASS

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

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

51% COFFEE SHOPS

34% BOOKSTORES

35% MUSIC VENUES

28% LIBRARIES

38%

Latinx 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 Latinx singles to spark a connection:



43%

COOKING



35%

CREATING ART



30%

CARING
FOR PETS



26%

HAVING AN INTEREST
IN COLLECTIBLES



19%

THRIFTING
CLOTHES

Events where Latinx singles anticipate meeting a potential romantic partner



30%

MUSIC
FESTIVALS



24%

SPORTS
EVENTS



19%

COMEDY
SHOWS



33%

SOCIAL AND
COMMUNITY CLUBS



19%

IN-PERSON SINGLES
AND DATING EVENT

THE ANATOMY OF A FIRST DATE

78%

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

52%

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

51%

Latinx singles prefer to keep their initial dates under \$50. However, their spending habits differ by gender. Latinx men (25%) are more inclined to spend between \$76 to \$100, while Latinx women (42%) are more likely to keep it modest, often spending between \$26 to \$50

68%

Latinx men enjoy taking the lead in the date planning process. On the other hand, 75% of Latinx 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



SoMa StrEat Food Park
AvocadoCon / San Francisco, CA

THE ANATOMY OF A FIRST DATE

65%

Latinx respondents prefer being sober on a first date, and 69% prefer intimate settings as the ideal first date location

22%

Latinx singles prefer new experiences outside of their comfort zone



THE ANATOMY OF A FIRST DATE

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

71% GETTING A MEAL

45% WATCHING A MOVIE IN THEATERS

36% GETTING DRINKS

72%

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

33%

Latinx singles agree that the
uniqueness the date is crucial

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

45% MAKING FOOD TOGETHER

43% PLAYING GAMES

30% 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.

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