

Match.com Fact Sheet 2013

Match.com is the world's first and largest dating company, and over our 18-year history, Match is responsible for more dates, relationships, and marriages than any other site. Match.com offers a diverse group of people from all over the country that are looking to connect, and people who join Match are 3X more likely to find a relationship than those who don't.

Match.com Statistics (U.S. data)

- Match.com has 1.9 MM paid core subscribers, and reported 713 MM in revenue in 2012
- Match has sites in 25 different countries, in eight different languages spanning five continents
- Match is a technology company born on the web, centered around creating the best user experience both online and offline:
 - Largest suite of mobile products across all platforms
 - Best-in-class open search and algorithmic matching
 - New features added regularly to help members make meaningful connections
- **Success Metrics:**
 - Match.com is responsible for more dates, relationships and marriages than any other site (2x's more relationships/marriages than the next competitor)
 - People who join Match.com are 3x's more likely to meet find a relationship than people who don't use it.
- **History:**
 - You can view the full history of Match.com on our [Wikipedia page here](#).

Match.com Members (U.S. data - member profiles)

- 25% are under age 30; 49% are ages 30-49; 27% are age 50+ -- our fastest growing demographic
- 74% have some college or college degree
- 42% of members are single parents
- The "criteria" that men and women say is important but end up breaking on Match.com? Income and Want Kids.

Stir Events

- Match.com launched Stir, events by Match.com, in May 2012
- Stir held more than 2,850 events with over 225,000 attendees in its first year
- Today, Stir hosts more than 400 events every month in 80 markets

Online Dating Statistics

- A historically unprecedented number of Americans have turned to the internet to find love:
 - Almost 50% of singles have tried online dating (of 107 MM singles in the U.S.)
 - Meeting online is the number one way singles meet people to date (27.5%) followed by through a friend (22%)
 - Other ways to meet are decreasing over the last 3 years:
 - Bar or club: 7% (2012), 8% (2011), 13% (2010)
 - At a social event: 6% (2012), 9% (2011), 9% (2010)
 - 1 in 5 relationships begin online; 1 in 6 new marriages are a result of an online dating site
 - Match.com sees a 30% spike in member registrations during peak season, December 26th-February 14th

