

NAVIGATING DIGITAL DATING

THE INS AND OUTS OF DATING IN A DIGITAL WORLD.

SOCIAL MEDIA

Top Ways to Show Interest

38% MEN VS 39% WOMEN



34% MEN VS 31% WOMEN

Top Turn-Offs For Singles

73%

AIRING EMOTIONAL DRAMA IN POSTS

57%

TAKING EXCESSIVE SELFIES

55%

ASKING YOU TO UN-FRIEND YOUR EXES

INSTAGRAM

What Single Women Like

58%

Funny or silly photos

58%

Pictures of traveling/landscapes

53%

Pictures of a date's hobbies

45%

Pictures of pets and animals

YUMMY FACT

25% OF SINGLE WOMEN THINK FOOD PICS ARE A TURN ON, COMPARED TO 19% OF MEN.

TEXTING

OMG-worthy: 41% of single men don't like when a woman uses text slang.



TURN-OFFS FOR SINGLE MEN

- 36% Misspellings and bad grammar
- 33% super-short responses ("k," "cool", etc.)
- 30% using ALL CAPS
- 27% Receiving too many texts in a row

TURN-OFFS FOR SINGLE WOMEN

- 54% misspellings and bad grammar
- 37% too many personal questions
- 37% super-short responses ("k," "cool", etc.)
- 29% using ALL CAPS

EMOJIS & DATING

Most Used Emojis

53%

Wink

38%

Smiley

27%

Kiss

Would Never Use

39%

Female

34%

Lips

31%

Monkey

E-WHOA-JI

54% OF EMOJI-USING SINGLES HAD SEX IN 2014, COMPARED TO ONLY 31% OF NON-EMOJI USERS.