

Millennial Love



43%

Current online daters that are millennials.¹

21%

Millennials who are in a relationship or married & met their partner online.²

What are the top dating websites?³

tinder

okcupid

coffee meets bagel

Hinge

RAYA

match

bumble

happn

POF

THE league

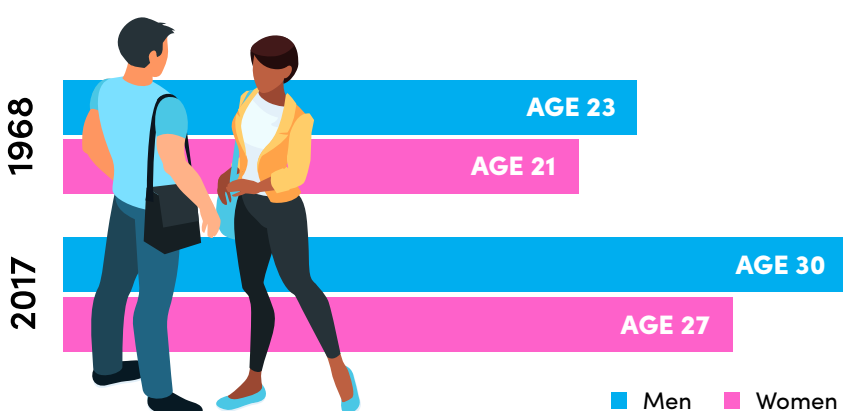
20%

U.S. divorce rates have declined nearly 20% driven by millennials who are waiting longer and getting pickier about who they ultimately marry.⁴



Median Age

The median age for marriage in 1968 was 23 for men and 21 for women, but by 2017 it shifted to age 30 for men and 27 for women.⁵



64%

Millennials that are not married or living with a partner.⁶



Why are millennials waiting to get married?⁷

29%

feel like they aren't financially ready.

26%

haven't found someone with the right qualities.

26%

feel they are too young to settle down.

Millennial Dating Language



Ghosting: When people gradually stop responding to messages and then disappear on their romantic interests. The person disappears on you, stops contacting you, and essentially cuts all communication out of the blue.⁸



Breadcrumbing: Leaving a trail of flirtatious text messages (breadcrumbs) or showing affection on social media without any intention of actually asking the person out.¹²



Cushioning: When a partner in a monogamous relationship still flirts with other people — so if their main relationship does not work out, there's a backup ready.⁹



R-Bombing: When you know that a person has seen your message, but hasn't responded to it. That's not to say you won't ever hear from them again, but they will ignore the texts they don't deem interesting enough.¹³



Orbiting: When someone ghosts you, but still engages with you on social media. A flagrant orbiter might ignore your phone calls, but watch your Instagram stories. They will block you on WhatsApp but retweet your latest picture.¹⁰



Zombieing: When a person has been ghosted by a crush, only to have the person return weeks or months later with a random text or social media like.¹⁴



Benching: Stringing the other person along with just enough effort (well-timed WhatsApps and witty texts, or small promises that never materialize into big gestures) to keep them waiting.¹¹



Instagrandstanding: When a person curates their Instagram feed with one person in mind, and specifically posts pictures that will appeal to their crush. 69% of young millennials have done it recently.¹⁵

