

Move Over, Hook-Up Apps – Most Men* Are Looking For More Than Just Sex Online

New Survey Reveals that 70 percent of Men Who Date Online Are Looking for a Serious Relationship over a Physical Relationship*

New York, NY / Moscow, Russia – September 10, 2013 – You would think that when a man goes online to use a “dating” website that he’s looking for one thing and one thing only. However, it turns out that most such men aren’t looking for sex. According to a new survey conducted online in July and August by Harris Interactive on behalf of the leading international dating site, AnastasiaDate.com, 70 percent of men ages 35 – 55* who are open to dating online have the intention of finding a serious relationship.

The poll, which surveyed over 500 men between the ages of 35 and 55 with an annual household income of \$100,000 or more, an associate’s degree or higher and an interest in women, revealed that, of those who have dated or are open to dating online, 45 percent list looking for a potential marriage partner as a relationship objective of online dating. 57 percent of men list seeking companionship, while only 31 percent list using online dating sites looking purely for sex.

Furthermore, the study reveals that the majority of men ages 35-55* can be romantics willing to make an effort for a big payoff: the AnastasiaDate survey revealed that 78 percent of these men are open to dating a woman outside the U.S. and half would definitely or probably travel to see a woman from another country that they met online and with whom they had a connection.

Surprisingly, the data shows that not only are the majority of affluent men in this age range* NOT online trolling for sex, but 39 percent say that they could fall for someone that they have never even met in person, while 64 percent say that they could fall for someone with whom they have never had sex.

“While Apps like Grindr and Tinder seem to be getting all the attention, they are not really representative of what men are looking for when they go online. It’s clear that men want more than just sex when they turn to online dating. They want a real connection. They want to find ‘that special one,’” said Larry Cervantes, Chief Communications Officer at AnastasiaDate. “At AnastasiaDate, we work hard catering to these men – the romantics out there who are willing to fly across the world to meet a girl who may be ‘the one.’ Pop culture has told us that romance and chivalry are dead, but this study shows that this is clearly not the case.”

So what *are* these men hoping to get from online dating, in addition to companionship?

- 85 percent of those who have dated or are open to dating online believe they can find something online that they aren’t currently getting in their lives
- 52 percent believe that what is missing from their lives and can be found through online dating is true companionship
- 30 percent believe they are missing physical attraction from their lives
- 27 percent think they are missing interesting and exotic experiences
- 27 percent are hoping that dating online will introduce them to someone with a different background than their own

Not only are these men turning to online dating to find much more than just a quick hook up, but the survey also found that they are sharing their trials and tribulations with their friends. In fact, 65 percent of men ages 35 – 55* who have dated online have discussed their experiences with their friends. 24 percent of these men compare stories and share tips. Only 35 percent refuse to online date and tell!

“Men in the prime of their lives and at the peak of their careers have a different set of standards than men in their 20’s and early 30’s,” says Cervantes. “These men are looking to better their lives past just a one night stand, and they are talking about it.”

Full survey data and interviews with AnastasiaDate’s Chief Communications Officer, Larry Cervantes, are available upon request.

**35-55 year old U.S. males with \$100K+ household income, an associate's degree or higher, and an interest in a relationships with women.*

Methodology

This online dating survey was conducted online within the United States by Harris Interactive on behalf of KCSA and their client, Anastasia Date, between July 30 and August 8, 2013 among 503 U.S. males aged 35 to 55 with a household income of \$100K or more, with an associate’s degree or more education, and an interest in women (among whom 208 have dated online or would be open to doing so). This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables, please contact Anastasia@kcsa.com

About AnastasiaDate

[AnastasiaDate](#) is the leading international dating service that facilitates exciting and romantic companionship with beautiful and interesting women from all over the world. Founded in 1993 by a Russian-American couple, AnastasiaDate now has over 4 million international users and attracts more than 10 million online visits monthly. Additionally, over 1.5 million conversations are exchanged onsite daily. AnastasiaDate is committed to member safety, customer satisfaction and the ongoing pursuit of innovation. Headquartered in Moscow and New York and with additional representation in every country it touches, AnastasiaDate provides a high level of customer service to a worldwide clientele. AnastasiaDate users are able to communicate across a variety of top-notch multimedia platforms, including video chat and a [mobile app](#) for Android devices available in the Google Play store.

About Harris Interactive

Harris Interactive is one of the world's leading market research firms, leveraging research, technology, and business acumen to transform relevant insight into actionable foresight. Known widely for *the Harris Poll*® and for pioneering innovative research methodologies, Harris offers proprietary solutions in the areas of market and customer insight, corporate brand and reputation strategy, and marketing, advertising, public relations and communications research. Harris possesses expertise in a wide range of industries including health care, technology, public affairs, energy, telecommunications, financial services, insurance, media, retail, restaurant, and consumer package goods. Additionally, Harris has a portfolio of multi-client offerings that complement our custom solutions while maximizing our client's research investment. Serving clients in more than 196 countries and territories through our North American and European offices, Harris specializes in delivering research solutions that help us - and our clients—stay ahead of what's next. For more information, please visit www.harrisinteractive.com.