

Divorce Rate Calculation - eHarmony

eHarmony

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via eHarmony in this year	0.74%	1.34%	1.95%	3.36%	4.76%				
Number of people getting married per day via eHarmony in this year	90	163	236	389	542	Average number of people getting married per day via eHarmony	284		
Total number of marriages via eHarmony in this year	16,425	29,748	43,070	70,993	98,915	Total marriages 2005-2009	259,150	Number of sample eHarmony divorces for marriages that occurred 2005-2009	3
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36				
Number of divorces that should be due to eHarmony for people married in this year	1.47	1.39	2.07	2.08	1.71				
								Number of expected eHarmony divorces in sample from 2005-2009 marriages	9
								Risk for Divorce	33.33%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.

Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Match.com

Match.com

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via Match.com in this year	3.90%	4.50%	5.10%	5.70%	5.10%				
Number of people getting married per day via Match.com in this year	477	541	616	674	580	Average number of people getting married per day via Match.com	578		
Total number of marriages via Match.com in this year	86,970	98,685	112,455	122,949	105,927	Total marriages 2005-2009	526,986	Number of sample Match.com divorces for marriages that occurred 2005-2009	24
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected Match.com divorces in sample from 2005-2009 marriages	23
Number of divorces that should be due to Match.com for people married in this year	7.76	4.64	5.41	3.53	1.84			Risk for Divorce	104.35%

Marriages by this method observed from studies conducted by Match.com.
 Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Friends

Friends

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via Friends in this year	16.60%	16.95%	17.30%	16.10%	14.90%				
Number of people getting married per day via Friends in this year	1,014	1,030	1,045	947	848	Average number of people getting married per day via Friends	977		
Total number of marriages via Friends in this year	37,0180	375,823	381,465	345,469	309,473	Total marriages 2005-2009	1,782,410	Number of sample Friends divorces for marriages that occurred 2005-2009	79
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected Friends divorces in sample from 2005-2009 marriages	84
Number of divorces that should be due to Friends for people married in this year	33.03	17.46	18.34	9.98	5.36			Risk for Divorce	94.05%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.

Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Family

Family

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via Family in this year	5.40%	5.50%	5.60%	5.00%	4.40%				
Number of people getting married per day via Family in this year	330	334	338	294	250	Average number of people getting married per day via Family	309		
Total number of marriages via Family in this year	120,420	121,950	123,480	107,434	91,388	Total marriages 2005-2009	564,672	Number of sample Family divorces for marriages that occurred 2005-2009	23
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected Family divorces in sample from 2005-2009 marriages	27
Number of divorces that should be due to Family for people married in this year	10.75	5.67	5.94	3.10	1.58			Risk for Divorce	85.19%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.

Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – School

School

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via School in this year	13.30%	11.05%	8.80%	8.80%	8.80%				
Number of people getting married per day via School in this year	813	673	532	517	501	Average number of people getting married per day via School	607		
Total number of marriages via School in this year	296,590	245,315	194,040	188,408	182,776	Total marriages 2005-2009	1,107,129	Number of sample School divorces for marriages that occurred 2005-2009	33
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected School divorces in sample from 2005-2009 marriages	56
Number of divorces that should be due to School for people married in this year	26.47	11.38	9.33	5.46	3.17			Risk for Divorce	58.93%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.

Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Work

Work

Year of Marriage	2005	2006	2007	2008	2009			
Percentage of people getting married via Work in this year	19.90%	18.40%	16.90%	16.05%	15.20%			
Number of people getting married per day via Work in this year	1,216	1,119	1,021	943	865	Average number of people getting married per day via Work	1,033	
Total number of marriages via Work in this year	443,770	408,208	372,645	344,175	315,704	Total marriages 2005-2009	1,884,501	Number of sample Work divorces for marriages that occurred 2005-2009 99
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009 506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected Work divorces in sample from 2005-2009 marriages 92
Number of divorces that should be due to Work for people married in this year	39.60	18.95	17.91	9.95	5.47			Risk for Divorce 107.61%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.

Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Church / Place of Worship

Church

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via Church / Place of Worship in this year	4.20%	3.40%	2.60%	2.60%	2.60%				
Number of people getting married per day via Church / Place of Worship in this year	257	207	157	153	148	Average number of people getting married per day via Church / Place of Worship	184		
Total number of marriages via Church / Place of Worship in this year	93,660	75,495	57,330	55,666	54,002	Total marriages 2005-2009	336,153	Number of sample Church / Place of Worship divorces for marriages that occurred 2005-2009	15
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected Church / Place of Worship divorces in sample from 2005-2009 marriages	17
Number of divorces that should be due to Church / Place of Worship for people married in this year	8.36	3.50	2.76	1.61	0.94			Risk for Divorce	88.24%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.
 Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Social Event

Social Event

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via Social Event in this year	4.60%	6.50%	8.40%	7.55%	6.70%				
Number of people getting married per day via Social Event in this year	281	394	507	444	381	Average number of people getting married per day via Social Event	401		
Total number of marriages via Social Event in this year	102,580	143,900	185,220	162,190	139,159	Total marriages 2005-2009	733,049	Number of sample Social Event divorces for marriages that occurred 2005-2009	34
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected Social Event divorces in sample from 2005-2009 marriages	32
Number of divorces that should be due to Social Event for people married in this year	9.15	6.70	8.90	4.68	2.41			Risk for Divorce	106.25%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.
 Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Bar

Bar

Year of Marriage	2005	2006	2007	2008	2009				
Percentage of people getting married via Bar in this year	5.00%	6.00%	7.00%	6.20%	5.40%				
Number of people getting married per day via Bar in this year	305	364	423	365	307	Average number of people getting married per day via Bar	353		
Total number of marriages via Bar in this year	111,500	132,925	154,350	133,254	112,158	Total marriages 2005-2009	644,187	Number of sample Bar divorces for marriages that occurred 2005-2009	36
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009	506
Number of divorces in sample for people married in this year	199	103	106	62	36			Number of expected Bar divorces in sample from 2005-2009 marriages	29
Number of divorces that should be due to Bar for people married in this year	9.95	6.18	7.42	3.84	1.94			Risk for Divorce	124.14%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.

Marriages in the U.S. population come from National Vital Statistics Reports.

Divorce Rate Calculation – Other

Other

Year of Marriage	2005	2006	2007	2008	2009			
Percentage of people getting married via Other in this year	26.36%	26.36%	26.35%	29.24%	32.14%			
Number of people getting married per day via Other in this year	1,611	1,602	1,592	1,711	1,829	Average number of people getting married per day via Other	1,669	
Total number of marriages via Other in this year	587,905	584,425	580,945	624,222	667,498	Total marriages 2005-2009	3,044,995	Number of sample Other divorces for marriages that occurred 2005-2009 160
Number of marriages in the US population in this year	2,230,000	2,193,000	2,205,000	2,157,000	2,077,000	USA marriages 2005-2009	10,862,000	Number of sample divorces for marriages that occurred 2005-2009 506
Number of divorces in Sample for people married in this year	199	103	106	62	36			Number of expected Other Divorces in sample from 2005-2009 marriages 137
Number of divorces that should be due to Other for people married in this year	52.46	27.15	27.93	18.13	11.57			Risk for Divorce 116.79%

Marriages by this method observed from studies Harris Interactive conducted for eHarmony in 2005, 2007 and 2009.

Marriages in the U.S. population come from National Vital Statistics Reports.