



eHarmony | Harris Interactive 2007 Marriage Metrics Number of eHarmony Marriages

Executive Summary

Principal Findings

- This study estimated the number of marriages that occurred recently in the United States among couples who met on eHarmony.com.
- Harris Interactive administered an online survey to 7,135 respondents between the ages of 20 and 54 who were married between April 1, 2006 and March 31, 2007.
- Harris Interactive determined that the incidence of marriages resulting from use of eHarmony.com was 2.57% in this sample.
- Based on US Census figures, it is estimated that eHarmony.com introductions resulted in 43,051 marriages in the year ending March, 2007.
- With 86,102 eHarmony users calculated to have married in the year ending March, 2007, it can be summarized that, on average, 236 eHarmony users marry every day.
- The incidence of eHarmony marriages observed in this year is three times the incidence observed in a similar study conducted by phone in 2005 (2.57% vs. 0.79%).

Key Methodological Notes

- The current study relied on an online survey of 7,135 respondents between the ages of 20 and 54 who were married between April 1, 2006 and March 31, 2007.
- Data were weighted to be representative of recently married US residents between the ages of 20 and 54.
- The margin-of-error for the percentage of eHarmony.com marriages, based on the current sample (Effective N = 3674 used to adjust for weighting), is 0.51%.
- The most recent estimate for annual marriages in the United States provided by the US government is that 2.20 million marriages occurred among all age groups in the year ending March, 2007¹.
- The most recent estimate for marriage in the United States based on age indicates that 91.3% of marriages occur among persons between the ages of 20 and 54².
- It is estimated that 83.5% of individuals between the ages of 20 and 54 use the internet³.
- Final calculations based on these statistics are:
 - a. $2.2M \times .913$ (age range) $\times .834$ (online) = 1,675,172 marriages among those online between the ages of 20 and 54.
 - b. 43,051 of these are estimated to have met through eHarmony (2.57%).
 - c. 86,102 eHarmony users are thus estimated to have been married in the year ending March 2007.
 - d. This suggests 236 users marry every day.
 - e. $43,051 / 2.2M = 2.0\%$ of all new U.S. marriages

¹ Source: National Vital Statistics Reports, Vol. 56, No. 4, October 30, 2007 (adjusted for non-reporting of Louisiana x 1.014).

² Source: U.S. Census Bureau, Survey of Income and Program Participation (SIPP), 2004 Panel, Wave 2 Topical Module.

³ Harris Interactive 2006 Phone Survey data (unpublished).