

## Macro Roundup Article

**Headline:** [Online Daters Are Less Open-Minded Than Their Filters Suggest](#)

**Article Link:** <https://www.economist.com/graphic-detail/2023/03/22/online-daters-are-less-open-minded-than-their-filters-suggest>

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Publication	The Economist
Publication Date	March 27, 2023

**Tweet:** [.@TheEconomist examines data from an American dating site aimed at educated professionals. They find that, when users do apply filters, they mostly reflect familiar dating preferences that long predate the internet.](#)

**Summary:** The League's data cover 80,000 users across ten cities in January 2023. The site chooses pairs of users who pass each other's filters and present them as "prospects". If these users both "like" each other, they can chat. Users see a fixed number of candidates per day. This makes it possible to distinguish explicit dating desires (filters) from implicit ones, revealed by how often users like their prospects. Filtering choices follow demographic patterns. Women block 70% of potential matches, compared with 55% for men, mostly because they tend to exclude users who are shorter or younger. Because users with strict filters weed out most unsuitable people pre-emptively, you might expect them to like many of the remaining candidates. But the data show the opposite. For both sexes, the share of prospects liked by the 10% of users with the tightest filters is 11-13 percentage points lower than by the 10% with the broadest ones.

**Primary Topic:** Family/Marriage

**Topics:** Family/Marriage, Graph, News article

**Permalink:** <https://www.edwardconard.com/macro-roundup/theeconomist-examines-data-from-a-n-american-dating-site-aimed-at-educated-professionals-they-find-that-when-users-do-apply-filters-they-mostly-reflect-familiar-dating-preferences-that-long-preda?view=detail>

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