



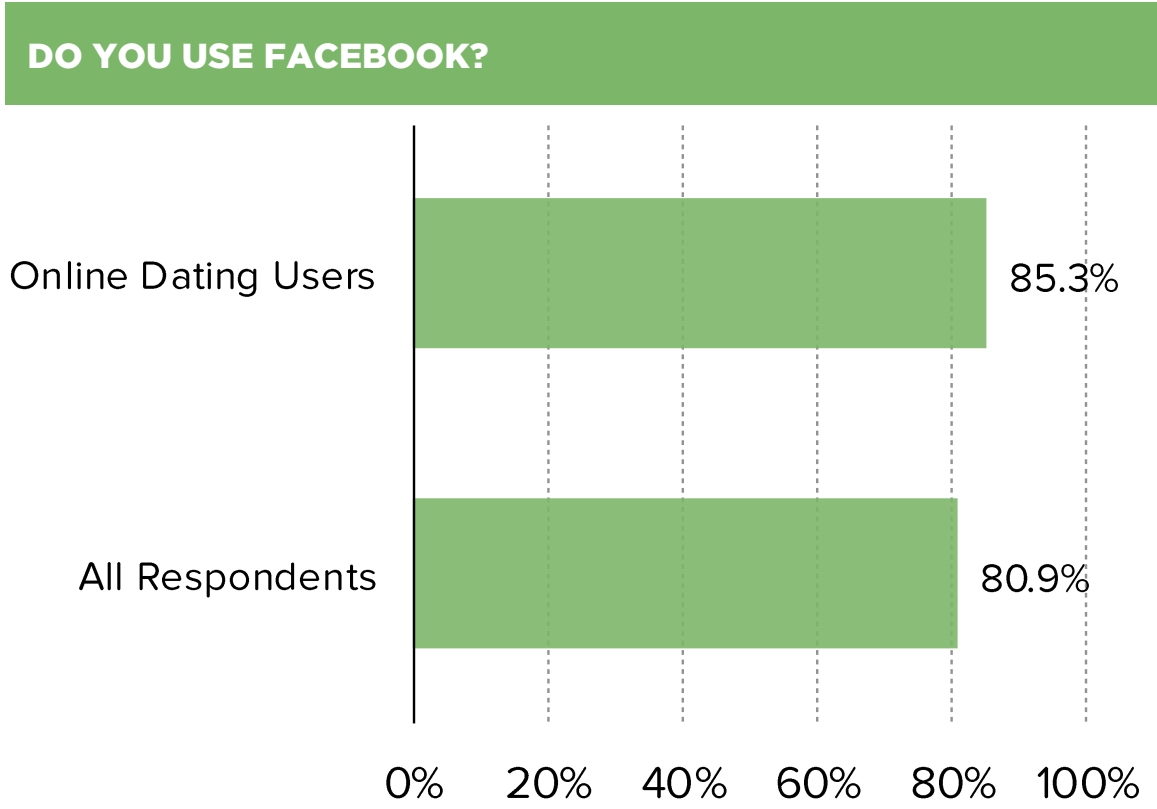
## Report: FB AND ONLINE DATING

### *MOST IMPORTANT TAKEAWAYS:*

- A high percentage of online dating users have Facebook accounts AND say they are at least somewhat likely to try out Facebook's online dating offering.
- Among those who are likely to try it out, over 70% of them said their usage of FB online dating would cause them to use existing platforms they use less or not at all anymore.



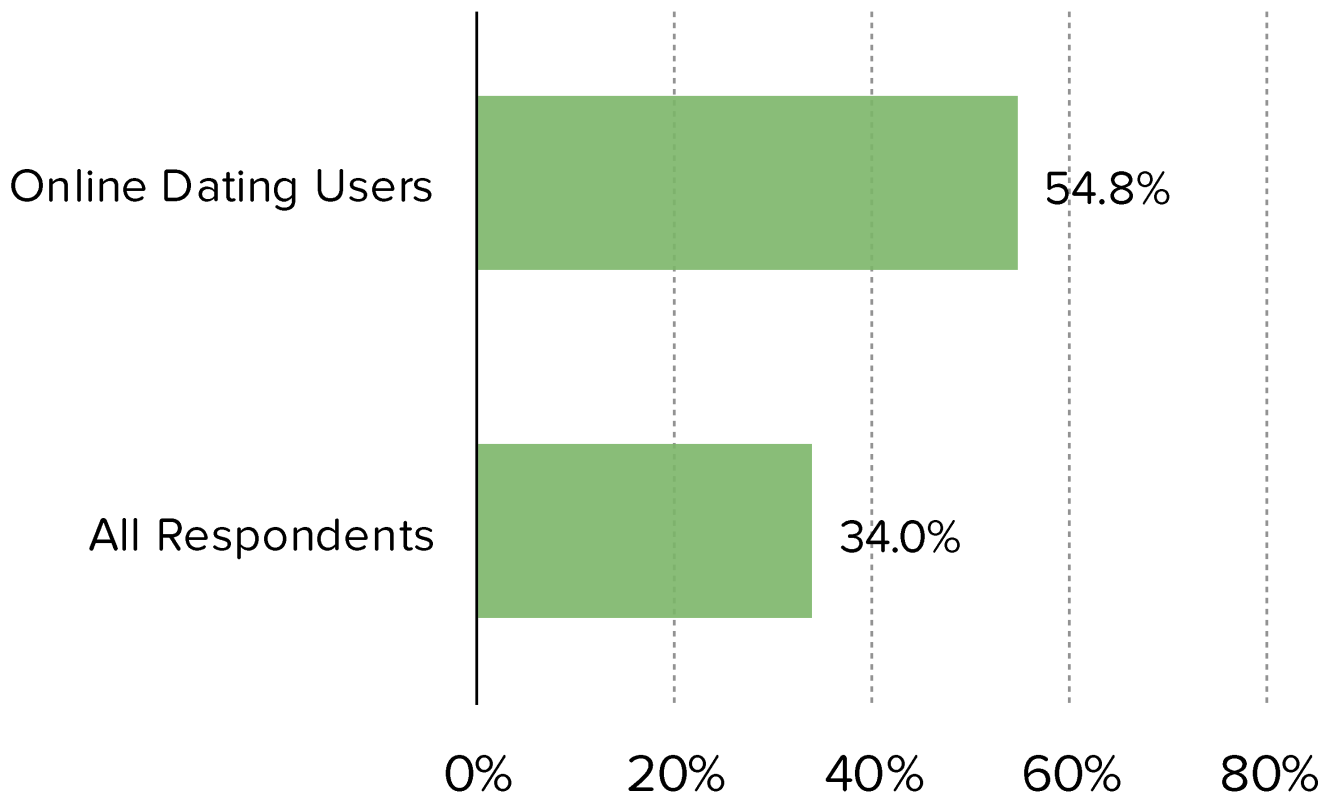
# ALMOST ALL ONLINE DATING USERS USE FACEBOOK.



# OVER HALF OF ONLINE DATING USERS ARE AWARE THAT FACEBOOK IS LAUNCHING A DATING PLATFORM.

**RESPONDENTS WHO ARE AWARE THAT FACEBOOK ANNOUNCED THEY WOULD BE OFFERING ONLINE DATING SERVICES.**

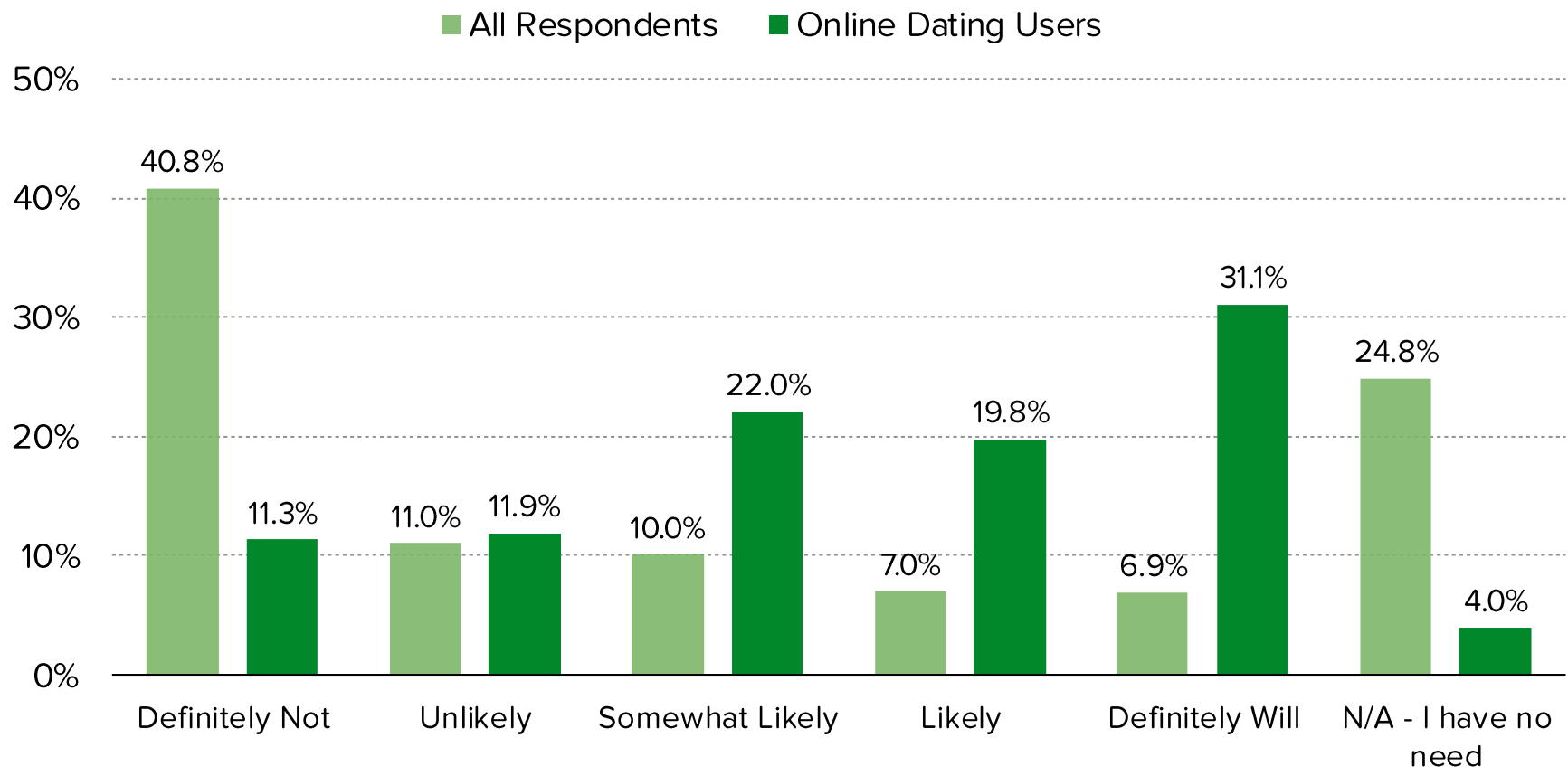
This question was posed to Facebook users.



# 72.9% OF ONLINE DATING USERS WHO ARE ON FACEBOOK ARE AT LEAST SOMEWHAT LIKELY TO TRY IT.

## HOW LIKELY WOULD YOU BE TO TRY FACEBOOK'S NEW ONLINE DATING PLATFORM?

This question was posed to Facebook users.



# OVER 70% OF THOSE WHO ARE LIKELY TO TRY IT WILL REDUCE OR STOP USAGE OF EXISTING PLATFORMS.

## RESPONDENTS WHO ARE AT LEAST SOMEWHAT LIKELY TO TRY FACEBOOK'S ONLINE DATING PLATFORM: HOW WOULD IT IMPACT YOUR USAGE OF OTHER PLATFORMS YOU ARE USING?

This question was posed to Facebook users.

