

# Match.com's Sixth Annual #SinglesInAmerica Dating Advice: Study Proves a Second Date is More Crucial for Long-Term Love



## SinglesInAmerica

*This post is sponsored by Match.com.*

By Samantha Vlahos

Calling all singles! Has this past Valentine's Day gotten you down? Are you still determined to find love in 2016? If so, you're in luck! Over the holiday weekend, Match.com hosted a live stream event and shared their sixth annual Singles In America study at [The Rickey at Dream Midtown](#) in New York City. This year's study explored dating during the election year, how to ditch your ex when you return to the dating world and also confirmed that a second date is more important than the first.

# Match.com Reveals Dating Advice For Singles In America

## **The First Date Playbook: Recipes for Second-Date Fate**

The first date blues. It gets us all. You are constantly going on dates and cannot seem to find a spark with anyone. Don't worry, it's not just you. According to Match.com's study, 59% of singles do not expect to feel chemistry until the second date, and over a third of singles don't expect passion to erupt until the third date or later.

So, instead of putting so much focus on the first date, start thinking about the second one. And, the study shows that the best way to get a second date is with sushi! Yes, going out for sushi on the first date increases your chance of a second date by 200%. There's just something intriguing about sharing a sushi roll and teaching your date how to use chopsticks, that makes them want to ask you out again!

## **The Ex Factor: Letting Go and Moving On**

Who classifies as an ex these days? Over 50% of singles believe you have to date more than three months to count someone as an ex, with 32% of women believing you have to date someone for over a year to consider them in that category.

Post-breakup dating is one of the most challenging aspects of dating these days. With today's technology and our society's infatuation with social media, it's almost impossible to not keep up with your ex after a breakup. No matter what the circumstances, remember that you should never talk about an ex during a date. Talking about or asking about an ex will diminish your chances of furthering the relationship. At the start of a relationship, you should focus on learning about the person versus worrying about their past. Learning about a person's past relationships will come naturally later if you stay together.

## **The Single Vote: Politics in Dating**

According to the study, a good discussion on any political issue can boost your chances of a second date by 91 percent. Of this, 25% of singles say “not being registered to vote” is an instant deal-breaker, while 35% will not consider dating someone who “does not have an opinion on key political issues.”

So, is it politically correct to assume that the dating life of a Republican and Democrat are really that different? Yes, it is. Match has noted that in this election year, the study also reveals the significant, yet subtle similarities and differences between single Republicans and Democrats.

Democrats, are you thinking about marriage? If so, bring it up on the first date! The topic will increase your chances for a second. As for you Republicans, going out for an expensive dinner increases your chances for a second date by 50 percent.

As the Match.com Singles In America survey reveals and Dr. Fisher says, “We’re so focused on the first date, but the big deal is to get the second date.” Dating today is constantly changing with the help of technology, but remember not to put too much pressure on the first date. Go to a simple dinner, get to know the person and give the second date a real shot!

*To watch the full live stream click [here](#).*

---

# **Online Dating Site Celebrates**

# BirthDay: Match.com Is Turning 20!



## SinglesinAmerica

*This post is sponsored by Match.com.*

By Meranda Yslas

The way people find relationships and love has been constantly evolving because of technology, and Match.com was one of the first companies to help with this change. After 20 years, this well-known online dating website has created over a quarter of a billion matches, started more than 10 million relationships, and helped “make” more than a million babies. If these numbers don’t convince you of Match.com’s reliability, then maybe a few online dating success stories can.

## The First Successful Relationship and Love Story on Match.com

In 1995, at the start of the dating site, Bill and Freddi logged in online, not realizing they were going to be the

first couple to meet on Match.com. The two had previous marriages that ended, and they were looking for that special someone. "After ending a five-year relationship, a friend told me I had to go on Match.com and meet someone my age and eventually think about getting married again. I met many men and was just about ready to give up before I saw Bill's profile. He was exactly what I was looking for," shares Freddi.

**Related Link:** [Match.com Studies Singles in America](#)

After about a week of emailing and talking on the phone, the two finally met for a lunch date. But it was during the beginning of their second date that Freddi knew Bill was The One. She greeted him at the door with a paper bag over her head after getting a bad perm. "He laughed and loved it, and that was it! It was a done deal," she says.

After a few years of dating, Bill proposed to Freddi, and the two had their wedding on January 1, 2000. They have been married ever since.

## **Three Times Is a Charm: Persistence is Key When It Comes to Online Dating**

Of course, Bill and Freddi are not the only success story from Match.com. CupidsPulse.com Founder and Executive Editor [Lori Bizzoco](#) also met her husband on the famous online dating site. Lori first tried Match.com around 1997 after a long-term relationship and love had ended. Although she met several men online, this type of dating was so new and unfamiliar that she didn't pursue it further. Around 2003, Lori's younger sister convinced her to try Match.com again and helped her set up a new profile. The site had grown tremendously since Lori had used it last, and she went on date after date. But

when she still wasn't finding that special someone, she gave up on the online dating world for a second time.

**Related Link:** [Match.com Singles in America Study Breaks Down the World of Modern Relationships and Love](#)

It wasn't until 2006 when she and a friend took a trip to South America that she had a spiritual awakening and premonition that she would meet someone as soon as she got back from the trip and that they would be married the following year (needless to say, the friend she was traveling with thought she had completely lost it). As soon as Lori got home, she made a commitment to enter the process of looking for love with an open mind, and she threw away the long checklist that had been holding her back from finding Mr. Right.

Once again, Lori uploaded a new photo of herself to Match.com and updated her profile. She got dozens and dozens of messages. Within two days, she received a message from a man who she had gone on a date with three years prior but never returned his call when he asked her on a second date. She remembered that he was very successful, good-looking, and nice, but at the time, she wrote him off as not her type. She decided to give him another chance – and it's a good thing she did. They got along great, and NINE WEEKS later, he proposed! Today, Lori and her husband are still married and have two beautiful daughters.

Lori says, "Match.com is a great way to meet someone if you just open your heart to the opportunity and live in the moment. You may need to go on several dates, and it could take kissing a few frogs before you find someone special, but all it takes is just ONE person for a happily ever after."

Congratulations to [Match.com](#) on 20 years of matching couples and creating romantic relationships!

---

# Match.com Singles In America Study Breaks Down the World of Modern Relationships and Love



## SinglesinAmerica

*This post is sponsored by Match.com.*

By Katelyn Di Salvo

Modern dating has a set of new rules along with new gadgets and online dating apps. With the click of a button or the swipe of a finger, you could make a night of ice cream and Netflix into one filled with wine and gourmet food. It's no secret that technology has changed the dating game in so many ways. As if being single wasn't hard enough, now there's even more to know when you're searching for a relationship and love!

# Match.com Reveals Statistics About Singles Looking for a Relationship and Love

In collaboration with The Second City Communications, Match.com and Singles In America (SIA) set up an afternoon of cocktails, food, and fun. In the Cutting Room in New York City, Match.com had a live streaming of their fifth comprehensive dating survey. The study, conducted by Research Now in association with renowned anthropologist Dr. Helen Fisher and evolutionary biologist Dr. Justin R. Garcia, polled the attitudes and behaviors of 5,675 U.S. single men and women between the ages of 18 and 70+. Their findings shed some light on how to date in the digital world and the ways in which technology is impacting courtship, sexual behaviors, gender roles, and hot-button issues.

This year's results indicate that there is an "etiquette for a new era," meaning that new technology and media lead to new habits and rules for dating. SIA found that both single men and women (54 percent of women and 33 percent of men, to be exact) find misspellings and incorrect grammar to be the biggest text turn-offs. Another thing to keep in mind is many singles find too many selfies to be a bad sign.

Interestingly enough, emojis found their way into the study as well. 51 percent of singles say they use emojis to give their texts "more personality." The most popular emoji's among singles are the wink (53 percent), the smiley (38 percent), and the kiss (27 percent). During the live streaming of the results, Dr. Fisher stated that singles who used these emojis to flirt as well as kiss emoji users were more sexually satisfied.

Another interesting point that came from this year's study was what SIA called "The Clooney Effect." Like George Clooney, men were starting to seek "the new woman": someone who is smart,



powerful, and self-sufficient. 87 percent of single men stated they would date a woman who makes “considerably more” money and who is better educated. Similarly, 78 percent of women want their own bank account, and 90 percent want more personal space. Does this mean men are getting lazier? According to Dr. Fisher, that’s not the case. “It just means we are seeing the end of the macho man,” the relationship expert explains.

As the Match.com Singles In America survey revealed, dating in the modern world means looking for a relationship and love with more technology at your finger tips. Finding someone special is easier than ever before!

---

## **MatchMade Scholarship: Connecting the Children of Match Couples to an Education**



# **SinglesinAmerica**

*This post is sponsored by [Match.com](https://www.Match.com).*

By [Lori Bizzoco](#) and Liz Kim

First comes love, then comes marriage, then comes the – well, you know the rest. [Match.com](https://www.Match.com) was launched in 1995, and since then, it has become one of the largest online dating sites in the world. With all those success stories, can you guess how many babies have been “made” through Match.com connections? Over 1 million! With this thought in mind, Match.com is excited to launch their annual scholarship program, MatchMade Scholarships. One lucky winner will receive \$50,000 towards their first year of college, and their parents will win \$5,000 towards a MatchMade Getaway.

For me, MatchMade hits particularly close to home. I met my husband Drew on Match.com in 2003. He didn't fit my “type,” and after our first date, I never called him back – but if at first you don't succeed, try, try again. Drew messaged me for the second time in 2006, and I decided to give him another chance. Nine weeks later, during a whirlwind Valentine's Day trip to Mexico, Drew proposed to me on the beach. After nearly seven years, we are still happily married and have two beautiful daughters, ages 3 and 5.

As parents, Drew and I understand that it's never too early to start thinking about your child's future. College tuitions are more expensive than ever, and Match.com is here to help. For nearly 20 years, happy couples have been sharing their Match.com stories, and now the site wants to hear from your kids. The rules are simple: Children between the ages of 13-20 are asked to creatively tell their parents' love story (who met on Match.com, of course) in a 1-2 minute video.

Need some inspiration? Check out MatchMade's Launch [video](#) on what happens when you ask kids about life and love. These children aren't afraid to tell it like it is, and that's exactly what Match.com wants from the contest entries.

Beginning May 5th through June 30th, kids can submit their video creations via MatchMade's website. Whether side-splittingly hilarious or grab-the-tissues moving, only the most creative video will win.

Up to 10 finalists will be chosen in July, and on August 18th, their fate will be in the public's hands. On September 1st, the video with the highest number of shares will be announced, and the winner will receive a grand prize of \$50,000 towards their first year of college. Of course, Match.com hasn't forgotten about the parents: They will receive \$5,000 towards a MatchMade getaway!

From first emails to walking down the aisle, Match.com wants to hear every heartfelt love story of couples who met on the site. Once you make the video, share it using #MatchMade – the more shares you get, the greater your chance of taking home the grand prize. Now, go grab your camera and get creative!

*Please visit [MatchMade](#) for all of the rules and to enter the contest. Good luck!*

---

# **Blogger Perez Hilton Talks About Being a Single Celebrity Parent, Online Dating, and His Recent Move to New York**



# Singles in America

Interview by [Lori Bizzoco](#). Video by Damian Kolodiy.

At the Match.com Singles in America event, CupidsPulse.com Executive Editor Lori Bizzoco talked to panelist and blogger Perez Hilton about online dating and life in New York City with his sweet son, Mario.

## Celebrity Video Interview with Perez Hilton

As for why he was on the panel at Saturday's event, the celebrity gossip columnist reveals, "I'm here to talk about my experiences – I'm on Match and many other sites. I think it's fun to offer my perspective, which may be different from the other panelists because I'm a gay man and a personality."

**Related Link:** ['Millionaire Matchmaker' Patti Stanger Talks Online Dating and Finding The One](#)

In our celebrity video interview, the blogger lights up when the subject turned to his son. "He loves New York! We do so much here," he shares. "I think raising a child in New York City is the best because there's so much to do and it's so

easy to do so much.”

Of course, having a child changed Hilton’s dating life, but he doesn’t like to use the word “difficult” when it comes to finding love. “It definitely presents challenges that a single person wouldn’t face. Like I choose not to bring guys back to my place. You gotta work around it! Do what you got to do.”

Right now, though, the single celebrity parent’s priority is Mario’s first birthday on Feb. 17. He shares that the father-and-son duo will be celebrating with a blessings ceremony. “I’m inviting all my close friends and family to come over and write down little blessings on a sheet of paper,” he explains in our celebrity video interview. “I’m trying to get some spiritual folks – maybe a rabbi and a priest, maybe a monk – to share some words and blessings as well.”

*Visit [PerezHilton.com](http://PerezHilton.com) for more from the celebrity gossip columnist.*

*For more videos from [CupidsPulse.com](http://CupidsPulse.com), check out our [YouTube channel](#).*

---

## Watch the Winners of the Match.com Propose Perfectly Video Contest!



# Singles in America

## **2014 "BRADY BUNCH" RECEIVES SECOND CHANCE AT LOVE WITH THE HELP OF MATCH.COM**

Last November, Match.com asked their successful couples across the country who were ready to pop the question to enter to receive a proposal of a lifetime that included an engagement ring and professional proposal planning as well as a videographer to capture the entire experience. Out of hundreds of inspiring entries, **Troy and Eliza from Tampa, Florida**, were selected because of Troy's overwhelming love, admiration, and respect for Eliza, a widowed single mother of three who rarely takes time for herself. Troy (with the help of an all-star proposal team) quickly began planning the ultimate surprise for his future bride-to-be...but not before documenting their entire love story on film, unbeknownst to her.

**Background on the couple:** Troy is an Arena 2 football coach and former police officer who was injured in the line of duty. He met the love of his life Eliza, a third grade special education teacher, on Match.com in February 2013. Both joined the site after previous marriages. Troy was blindsided by a divorce after 19 years, while Eliza was widowed six years ago when her husband died unexpectedly in front of their son. They each have three children (six between them), making their family a unique and modern day *Brady Bunch*. Eliza's 13-year-old daughter has severe special needs, and despite all of their obstacles, Troy and Eliza have done a great job of

blending their families.

**About their proposal:** On the day of the proposal, Eliza believed she and Troy were simply going to be part of a documentary about successful couples that met online – making her totally unprepared for what actually happened that day. The video crew filmed them at locations meaningful to their relationship, and Troy and Eliza used a Polaroid camera to capture the special day. That evening, she was surprised in her backyard where all six kids and Troy (with a ring) were waiting for her. The entire yard was lit up, and Eliza's friends and family were also flown in to celebrate the day.

Congratulations to the happy couple!

---

## **'Bachelor' Contestant AshLee Frazier and Game Inventor Rob Ridgeway Sing for Love at Match.com Event**



# Singles in America

It's no surprise that Match.com's "Spontaneous" Stir Game Night was a huge success. Nearly 100 singles gathered for a night of competitive fun as they played board games and belted out their favorite lyrics at Sen Restaurant on 21<sup>st</sup> Street in New York City.

**Related Link:** [Play Your Way to Love With Match.com, Spontaneous and AshLee Frazier of 'The Bachelor'](#)

Attendees included *New York Post* Meet Market columnist, Jozen Cummings; Dateologist, Tracy Steinberg; and Single Gal in the City founder, Melissa Braverman.

Our executive editor, [Lori Bizzoco](#), was there to partake in the fun as well. In this exclusive interview, she sat down with Spontaneous creator Rob Ridegeway and *The Bachelor* alum, AshLee Frazier. They chatted about the concept behind this popular new game and how board games can help singles find love as well as Frazier's involvement in the event

All in all, it was a great night at a great location with a *great* game!

*For more information about Frazier, follow her on [www.facebook.com/ashleenfrazier](http://www.facebook.com/ashleenfrazier) and Twitter @ashleefrazier. Stay tuned for a future interview with The Bachelor contestant!*

*Video by Erik Erikson.*



For more videos from [CupidsPulse.com](http://CupidsPulse.com), check out our [YouTube channel](#).

---

# Play Your Way to Love With Match.com, Spontuneous and AshLee Frazier of 'The Bachelor'



## SinglesinAmerica

By Kerri Sheehan

Match.com understands that love *really* is a game! That's why they're teaming up with Rob Ridgeway, the creator of a new board game called "Spontuneous," to bring together singles for a night of competitive fun. On Thursday, September 5th, from 7 to 10 p.m. ET, "Spontuneous" will be the game of the night at Stir Game Night. AshLee Frazier of *The Bachelor* will also be

in attendance to challenge Match.com members in rounds of the game that brings song lyrics to life.

The game promises to get everyone in the mood to belt out his or her favorite tunes by challenging players to stump each other with lyrics. Hearing what's on people's "inner playlist" can be a real eye-opener, and it's sure to give you a few laughs. "Spontaneous" is less about strategy and competition and more about just having fun together.

"Match.com believes that connecting with new people should be fun. Over the last year, we've seen it happen time and time again at our Stir events – whether it's during a game of kickball, trivia, Ping-Pong or at our first wildly successful game night," says Luke Zaiantz, VP of Events at Match.com. "We're excited to help our members connect over some of the best board games around – from well-known titles to the industry's newest hidden gems."

Let Match.com do the work for you so you can make easy connections by taking some time out to unplug and engage with other singles through game play. If you're looking for love and in the New York area, come on down to Match.com's "Spontaneous" Stir Game Night and try your hand at Ridgeway's game. You may not win the game, but you just may be able to win someone's heart. Best of luck!

---

**What Stirs You? Create a  
Match.com Summer Singles**

# Event and Win!



## Singles in America

*This post is sponsored by Match.com.*

By Rachael Moore

Do you ever feel uncomfortable at a bar or party because you don't know who's single or taken? Well, worry no longer! With Stir events by Match.com, everyone is single and looking to meet someone. Better yet, the online dating website is celebrating their one year anniversary! They're giving you the opportunity to participate in their "What Stirs You? Create a Match.com Summer Singles Event and Win!" contest between Tuesday, May 14th and Tuesday, May 28th.

If you've never heard of Stir, it's Match.com's answer to offline events, offering a wide range of activities to [Match.com](http://Match.com) members around the country. The program has seen great growth in the past year, hosting 2,850 events – broken down, that's 14 events each day, 75 events each week and 320 events each month. Match.com has collaborated with over 1,200 venues and partners, including House of Blues and Banana Republic. Plus, the site is throwing single events in over 80

cities, reaching as far as Anchorage and Honolulu! Activities now range from large-scale happy hours at popular spots to more intimate gatherings like tequila tastings and DJ lessons. Over 225,000 singles have attended a Stir event to date.

In honor of these milestones, Match.com is offering the opportunity for singles to create their own Stir event in their hometown. The selected winner will have their idea re-created by the [Match.com](#) Stir Events team in their city and will receive an invitation to attend the event along with ten of their singles friends – all at no charge! In addition, the winner will also get a free six-month Match.com subscription. Sounds awesome, right? Well, you can be a part of it! To enter, visit Match.com's "What Stirs You?" Contest Page, now through Tuesday, May 28, 2013 and tell Match.com what you think would make for the perfect singles event. Entries will be judged based on quality, creativity, uniqueness and geographical relevance. Good luck!

---

## Match.com Studies Singles in America



# SinglesinAmerica



*This is a sponsored post for Match.com.*

By Nicole Cavanagh

[Match.com](https://www.match.com), the world's largest online dating site, has released findings from their Third Annual Comprehensive Study on the Single Population called 'Singles in America.' This study is the largest and most comprehensive nationwide look at the current 107 million single people in America and their romantic dating habits, sexual practices and lifestyles. Over 6,000 people (from a national and unbiased representative sample) were surveyed and polled. Both coupled and single men and women answered over 200 questions on just about everything: how they meet potential partners, what they want out of a relationship, how they view marriage and more. With help from world-renowned biological anthropologist Dr. Helen Fisher from Rutgers University, findings revealed common myths about both married people and singles and explained the misconceptions of singles' choices, all while taking into consideration the rise of technology in society and its impact

on the dating world.

Although the media may portray commitment and long-term love as a thing of the past, the tech-savvy world we are living in today has actually created a dramatically new dating landscape. Turns out, most SinglesinUSA *do* want to marry and find their match, and 90 percent of them even believe that they can stay married to the same person forever. Single Americans are more interested than ever in finding fulfilling partnerships that will last forever. As Dr. Fisher explains, “Even the bad economy can’t kill love...both sexes believe a relationship can last, and both continue their primordial drive to find and keep love.”

It probably comes as no surprise that the dating world has gone digital. Connecting online ranks as the number one place where singles meet potential partners. A historically unprecedented number of Americans are now turning to the Internet to find love: twenty percent of singles met their most recent first date online versus only seven percent who met at a bar.

Of course, some considerations must be made if singles want a lasting connection after meeting someone in the cyber world. Ladies, beware that your digital persona can hurt your dating chances and make sure to put your best “face(BOOK)” forward. Turns out 38 percent of single men do their social network homework on Facebook before a first date, and 27 percent of men end up canceling the date because of something they discovered.

And for all of the single female readers out there who spend hours getting ready for a date with a new guy, your hard work hasn’t gone unnoticed! Singles in America studies show that men judge women most commonly on three things: teeth, hair and grammar. So they are paying attention – not only to our physical appearance but to what we say as well.

To listen to a recording of the [Singles in America](#) data announced during the livestream event, please click [here](#). And to all of you who are single, keep up the good work and remember that love is still alive!

---

## Mix Up Your Dating Life With Match.com



# SinglesinAmerica

By: [Lori Bizzoco](#)

Last Friday, SingleEdition and [Match.com](#) hosted the “Mix Up Your Dating Life” event in NYC. There, Match.com representatives taught us how to find local singles, and – if you look closely enough – your perfect match. As a Match.com marriage success story, I was thrilled to attend.



## Stir Events by Match.com

Match.com's new Stir events are the perfect opportunity to find singles living in your area, bridging the gap between online dating and a more organic, face-to-face approach to finding love. Each Stir event is customized through group matching algorithms in terms of age, gender and interests so that singles will be attending events with like singles.

As the world's largest dating site, Match.com isn't just throwing these live singles events – they're doing it on a massive scale. This month alone, they're throwing 189 events in more than 62 markets! Match.com has found so much success in their Stir events that they are expanding nationwide, planning to host 200 events each month by September.

Stir events range from large scale happy hours at local bars and venues, to more intimate, interest-based events such as cooking classes, wine and tequila tastings, dance lessons, bowling nights, rock climbing, and more! The happy hour events are free and open to both registered and subscribed Match.com members, while the interest-based events are only free for Match.com subscribers.

If you're a Match.com member, you can learn about and sign up for these events via Match.com under the "Events" header on the site.

We'll be heading to our closest Stir event soon, so be sure to check back for a review from us!

*Disclosure: This review is sponsored by Single Edition and Match.com. All opinions expressed here are strictly my own.*