Match.com® and the City You Live In- Equally Important to Finding a Date or a Mate?

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- **Topic:** the Number of Singles in Cities Can Radically Affect Your Dating Opportunities
  - 51% of Women Are Now Living Without Spouse
    - **NY Times**
  - Going Solo in the USA
    - **Sperling’s BestPlaces**
  - Continuing beyond these articles, seek to further explain the possible location choices across the US for singles considering relocation
Finding the Best Cities for Singles

• Using Census data and other data sources, I analyzed 330 cities in the US
• The objective is to find the best cities for singles
  – Based on percent of the adult population 25-64
  – Also, differentiate between best places to meet women and the best places to meet men
  – Use a combination of a cities single population and male/female ratios to pick best places
  – These results are oriented at straight men and women but may be useful to other orientations
Percent Singles by City Size

- Note the skew toward more singles in larger cities and fewer singles in smaller cities.
- In particular, the cities under 500k people have a peak around 28% single.
  - Cities under 250k are the only cities with less than 27% single populations.
Percent Female by City Size

• Note the skew toward more female in larger cities, particularly 250k-750k
• A higher ratio of smaller cities have more single men
• Examining the overall total, there is a definite skew towards more female populations in cities
Single Women per Single Man by City Size

- Same histogram as last page, just expressed as a ratio of women per man in the cities.
- Cities can have as many as 2.1 women per man (far right) and as many as 3.3 men per woman (far left)!
Best Cities for Single Men - Major Cities

Best Places to Find a Woman - 750k +

Avg. Percent Female
- 0.5000
- 0.5500
- ≥ 0.6500

Easy to Find Singles
- Great
- Good
- Ok

Easy to Find a Woman
- Great
- Good
Best Cities for Single Men - Medium Cities

Best Places to Find a Woman - 250 - 500k

Best Cities for Single Men - Small Cities

Best Places to Find a Woman - < 250k

Map showing cities with different levels of female population and easy to find singles.
Best Cities for Single Women - Major Cities

Map showing cities with the best places to find a man for women in major cities with a population of over 750k.
Best Cities for Single Women - Larger Cities

Best Places to Find a Man - 500-750k

Seattle
Portland
Denver
Las Vegas

Avg. Percent Male
- 0.5000
- 0.5500
- 0.6000
- 0.7000

Easy to Find Singles
- Great
- Good
- Ok

Easy to Find a Man
- Great
- Good

Best Cities for Single Women - Small Cities

Best Places to Find a Man - < 250k

Avg. Percent Male
- 0.5000
- 0.5500
- 0.6000
- 0.7000

Easy to Find Singles
- Great
- Good
- Ok

Easy to Find a Man
- Great
- Good

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A detailed table of results for all 330 cities can be found at (large file!)


<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>City Size</th>
<th>Easy to Find a Man</th>
<th>Easy to Find a Woman</th>
<th>Avg. Percent Single</th>
</tr>
</thead>
<tbody>
<tr>
<td>AL</td>
<td>Mobile</td>
<td>&lt; 250k</td>
<td>Difficult</td>
<td>Great</td>
<td>0.1900</td>
</tr>
<tr>
<td>AL</td>
<td>Montgomery</td>
<td>&lt; 250k</td>
<td>Ok</td>
<td>Great</td>
<td>0.2500</td>
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<tr>
<td>AL</td>
<td>Tuscaloosa</td>
<td>&lt; 250k</td>
<td>Difficult</td>
<td>Great</td>
<td>0.3000</td>
</tr>
<tr>
<td>AZ</td>
<td>Flagstaff</td>
<td>&lt; 250k</td>
<td>Great</td>
<td>Ok</td>
<td>0.3500</td>
</tr>
<tr>
<td>AZ</td>
<td>Phoenix</td>
<td>750k +</td>
<td>Great</td>
<td>Ok</td>
<td>0.4000</td>
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<tr>
<td>AZ</td>
<td>Tucson</td>
<td>600-750k</td>
<td>Great</td>
<td>Good</td>
<td>0.4400</td>
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<tr>
<td>CA</td>
<td>Chico</td>
<td>&lt; 250k</td>
<td>Great</td>
<td>Ok</td>
<td>0.4800</td>
</tr>
<tr>
<td>CA</td>
<td>Los Angeles</td>
<td>750k +</td>
<td>Great</td>
<td>Good</td>
<td>0.5200</td>
</tr>
<tr>
<td>CA</td>
<td>Oakland</td>
<td>250 - 500k</td>
<td>Ok</td>
<td>Great</td>
<td>0.5600</td>
</tr>
<tr>
<td>CA</td>
<td>Sacramento</td>
<td>250 - 500k</td>
<td>Good</td>
<td>Good</td>
<td>0.6000</td>
</tr>
<tr>
<td>CA</td>
<td>San Diego</td>
<td>750k +</td>
<td>Great</td>
<td>Ok</td>
<td>0.6400</td>
</tr>
<tr>
<td>CA</td>
<td>San Francisco</td>
<td>750k +</td>
<td>Great</td>
<td>Ok</td>
<td>0.6800</td>
</tr>
<tr>
<td>CA</td>
<td>San Jose</td>
<td>750k +</td>
<td>Great</td>
<td>Difficult</td>
<td>0.7200</td>
</tr>
</tbody>
</table>

Avg. Percent Female

- 30.0%
- 68.0%
Finding the Best Cities for Singles

• Things to consider
  – Gay and lesbian populations can radically skew the interpretation of results
    • Take San Francisco for example
      – The city is 44% female and 44% single
      – Suppose 30% of single men and 10% of single women are gay and lesbian (for illustration, not actual percentages)
      – This would change the available to date female population to 50.3%, which are much better odds than 44%
  – Other factors such as religious beliefs, ethnic preference, preferred political climate and other social and economic factors are also important to consider
Conclusion

• Hopefully this is fun and informative
• Use all guides with a grain of salt, you need to visit a city to see if it is really for you
Acknowledgements

- **Tableau Software** – visualization software used for recommendations
- Microsoft Excel- data management
- Visualization principles expounded by
  - Edward Tufte
  - Stephen Few