

Love Assist Comprehensive Dating Site Comparison

Be2

Bumble

Christian Connection

eHarmony

Elite Singles

Find Someone

Hinge

Match

Our Time

Plenty of Fish

Singles50

Tinder



Site success and statistics	Est. 2004 in Germany. Claims 30 million singles matched. Wikipedia warns of repeated report complaints about company.	Est. Dec 2014 by co-founder of Tinder Whitney Wolfe. 3.7 million registered users. 3 billion messages sent. Avg 2m swipes per hour.	Est. 2000. Owned and founded in the UK. Has global reach in 1st world. Named best niche site in 2015 by UK dating awards.	Est. 2000. Based in LA. Privately owned. First algorithm-based site. Owner is a clinical psychologist. Claims 542 marriages a day in US.	Est. 2008. Owned by Spark Network Germany. 13 million singles. Matching 2000 a month in 20 countries. Self-reported stats.	Est. 2000 by Nigel Stanford. Owned by Trade Me since 2001. Based and staffed in Wellington.	Founded 2012 by Justin McLeod with app launched 2013. Slogan 'the relationship app'. By 2019 Match Group owns 100%.	Est. 1995. First internet dating company. Biggest in the world. 96,000,000 registered users in 2010, with 1.3m active (2009).	Dating site and phone app released by People Media in 2011. Over 7.7million visits per month in USA, 8m worldwide.	Est. 2003 in Vancouver, Canada. Bought by Match in 2015. In 2015, 100 million registered users.	Owned by Be2. Been around since 1993. One million registered users.	Est. Sept 2012. By 2015 claimed to have swiped through 1.6 billion profiles. Made 26 million matches per day. 8 billion matches since launch.
Type of connection?	Serious connection based on affinity to each other	Options romantic, friends, or professional.	Marriage, serious relationships.	Options general, casual or international.	Meaningful relationships. Looking for a true connection and marriage.	Site for Kiwis singles to find romantic connection	Long term connections. 'Designed to be deleted' theme, focused on love relationships.	It does not specify. Research suggests more casual than long term.	Connect for love and companionship as pen-pals, friends, dates, long-term or marriage.	Casual and serious. You set the criteria on your profile.	Seniors looking for relationships	Initially started as a hook up site has morphed into more meaningful connections.
How are you matched?	Personality testing 15 mins. Profile picture. Introduction questionnaire.	Easy to sign up, no personality test. Photo; limited profile; set age, interests, and distance; and swipe.	You set your criteria – height, age, nearest to you, last joined. Can even specify facial hair.	Done by a questionnaire. Started at 450 questions, now down to 150. Now is optional. Claims match is scientific.	Personality questionnaire and your search preference.	A tick-box questionnaire, then your photo profile. Option to add lifestyle, thoughts.	In 2018 Hinge introduced the 'most compatible' feature using an algorithm to find best pairs based on likes and passes.	Short questionnaire about you then what you are looking for.	Matches are based on site/app 'pick of the day', people who liked your profile or match your criteria.	Easy questionnaire, upload profile picture, then search preferences.	Claim to be a powerful matchmaking service. Personality test, dating questionnaire.	Only matched if both people like each other. Photo and profile suggested.
Cost of entry?	\$30.77/month.	No cost to start. Can upgrade.	Free to start and send one message. Must upgrade to communicate. \$68 per month.	Price deters casual dating. \$59.95 per month. Six months \$39.95 per month.	Offer a free taste and upgrade	Free to sign up. Upgrades offered at different price points.	The app is free. To see who likes you or to set advanced preferences needs upgrade.	Free to sign up. Upgrades offered at different price points.	Free to join. Charge for premium subscriptions. \$29.99/month.	Free to sign up. One of the cheaper upgrades. Monthly \$7.50-\$12.50.	Exclusive costs big \$89.95 per month.	No cost to start. Can upgrade.
Specialised demographic?	Nil, all welcome. Guarantees 10 matches with premium account.	Designed to allow women to make first move.	Marriage. 'Seek and you shall find.' Supports same-sex connections.	Initially only offered heterosexual matching. Now has separate site for same-sex matches.	Serious dating encouraged. Separate site for same-sex relationships.	New Zealand specific.	All welcome. US presidential candidate meets his husband here and sign ups soar.	Nil, all welcome. Supports same-sex connections.	Mature singles in the 50 plus dating space.	Asks questions like 'describe yourself in one word' e.g. adventurer. Supports same-sex connections.	Relationships for the over 50s.	Nil, all welcome. Supports same-sex connections.

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Age bracket?	No age target.	18 upwards. 72% of users under 35.	All ages welcome. 18-120.	Ranges from 18 to 70+.	Educated singles wanting relationships.	18+. Specify age bracket when joining.	More attractive to younger demographic.	Ages from 20 to 100+.	Late 40s, and over 50s.	Over 18.	50+ is target.	Ages 13–17 can only view same age. Rest 18+.
What is the service location?	Global company.	Located in Austin Texas. has 70 employees globally.	Based in London, UK. Operates NZ, HK, Australia, Canada, USA, Singapore.	Located in LA, has global reach. Large membership.	Global reach 20 countries	Located in Wellington New Zealand.	US, UK, Canada, Australia, NZ, Norway, India, Sweden, France Finland, Austria, South Africa+	Based in Texas, operating in 25 countries, including India. Eight languages.	45 countries listed.	Mostly active in USA, Canada, Brazil and UK.	Global parent company is Be2.	Tinder is part of Match. US-based company. Used globally by a range of ages.
Ease of set up?	Personality tests, algorithms.	Like Tinder, only requires a phone # to activate. App on iOS and Android. Simple to get started. Upload a photo, short profile, start swiping.	Simple to sign up. No questions or testing.	Questionnaire and personality test option for easy setup. Has mobile app.	This can be an exhausting sign-up process, taking at least 30 mins.	Somewhat involved if you fill out everything they ask for. App available on iOS and Android.	Profiles include pictures and 3 self-selected personality prompts (religion, height). You can message all. Don't need to be 'matched'.	They sort through their database and send you matches daily. Also has mobile app.	Easy, takes a few minutes. Create profile, add photo. People 'like' your profile and you choose if you'd like to chat.	Mobile apps for iOS, Android. Easy for tech-challenged, quick to set up. Claims 85% of logins come from mobile devices.	A bit more complicated, with a personality test and dating questionnaire. To add the profile at the end you must spend money.	Only requires a phone# to activate. App on iOS and Android. No desktop. Simple to get started. Upload a photo, short profile, start swiping.
Ease of ongoing use?	Using desktop can be cumbersome compared to ease of phone app options. Need to log in for email conversations. You can limit who sees your photos.	Like Tinder, except women make the first move. If the prospective date doesn't respond within 24 hours, you are unmatched.	No special matching features, just approach whomever you like. Has an introduction option.	Sends matches based on pre-screening results. Many users think it to be a great site for straight people looking for marriage.	To really make progress, you need to upgrade your membership. Your matches are based on personality testing, location, age, education, and preference.	Both parties can initiate if they are Gold; however, Free members can send smile or wink. FSO has an events calendar, message board, success page, and boot camp for dating.	Get to know potential dates through unique answers to prompts. Easy to start a conversation. Matches begin by someone liking or commenting on your profile. Encourages meeting ('we met' banners).	Similar effort required as for other sites. Mixed reviews on site ethics and keeping old profiles active.	Site emphasises safety and that team checks every profile and photo. Yet reviewers comment site is full of fake profiles, scammers and little interaction between people. Do your homework first.	Claims to be easy to use with both 'opt-in' matches and matches that have been selected for you. Can search as close as 500 metres. Many functions require paid subscription.	Matches are suggested based on testing. Unable to proceed without upgrading.	One of the simplest to use dating apps. Swipe 'yes' on a prospect's profile, and if they do the same, you're then connected. Highly intuitive and quick to connect.
Popularity and unique features?	Extensive set-up, though matching does not reflect time invested to sign up. Be2 is where I met my scammer.	Popular with women and younger users. Toggle between dating, friendship, and networking mode.	Very popular amongst religious users with the ability to search by religion, including atheism.	Popular with the serious dater looking for a real connection. Service has evolved with the times.	One of the top 5 dating sites in NZ according to best-dating - sites.co.nz.	Quite well known. Again, issues with small population.	Hinge Lab in 2019 fine-tunes algorithm for matching. Fastest growing app in US, UK, Canada and Australia.	First and largest online dating site. Parent company to many dating subsidiaries.	OurTime says it has seen a 146% increase in active users 2018-2020 with 63% registering by mobile. Read reviews.	Extensive search criteria, e.g., height, proximity, last online. Both hook-ups and long term.	You can limit who sees your photos. Started video call dating option recently.	Very popular, with the brand being highly recognisable with young and old.