

Supporting Information

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Table S1. Demographic characteristics for unweighted sample, weighted sample for marriages between 2005 and 2012, and the general United States married population across all years

| Demographic | Sample characteristics | | General United States married population estimates (%) |
|-----------------------------|------------------------|---------------|--|
| | Unweighted | Weighted | |
| <i>n</i> | 19,131 | 19,038 | |
| Percent female | 62.96 | 52.70 | 50.00 |
| Age (y) | | | |
| Mean | 34.31 (10.69) | 37.83 (11.77) | |
| 18–29 | 39.97% | 24.66% | 8.62 |
| 30–39 | 34.96% | 38.20% | 19.08 |
| 40–49 | 14.17% | 20.37% | 22.55 |
| 50–64 | 9.46% | 13.37% | 31.82 |
| 65+ | 1.45% | 3.39% | 17.92 |
| Ethnicity | | | |
| White/Caucasian | 74.49% | 67.83% | 79.98 |
| Black/African American | 5.73% | 8.56% | 7.20 |
| Hispanic | 10.34% | 18.29% | 12.82 |
| Asian or Pacific Islander | 5.28% | 2.77% | |
| Other | 2.78% | 1.39% | |
| Income | | | |
| Less than \$15,000 | 4.91% | 3.68% | 4.30 |
| \$15,000 to \$24,999 | 8.58% | 6.35% | 6.60 |
| \$25,000 to \$34,999 | 11.03% | 7.88% | 8.40 |
| \$35,000 to \$49,999 | 16.55% | 12.12% | 12.60 |
| \$50,000 to \$74,999 | 22.13% | 19.68% | 20.00 |
| \$75,000 to \$99,999 | 15.13% | 14.85% | 15.80 |
| More than \$99,999 | 16.77% | 31.16% | 32.30 |
| Education | | | |
| High school or less | 15.78% | 23.66% | 40.40 |
| Associates or job training | 15.35% | 17.56% | 9.70 |
| College | 50.05% | 45.77% | 37.20 |
| Graduate school | 18.82% | 13.02% | 12.70 |
| Religious affiliation | | | |
| Catholic | 19.70% | 23.56% | |
| Christian/Protestant | 39.81% | 38.26% | |
| Jewish | 2.24% | 2.84% | |
| Mormon | 2.81% | 2.09% | |
| Spiritual, but unaffiliated | 14.88% | 14.84% | |
| Atheist/no religion | 10.90% | 9.84% | |
| Other religion | 9.67% | 8.57% | |
| Employment status | | | |
| Used full or part time | 71.72% | 75.04% | 63.00 |
| Retired | 4.18% | 6.59% | |
| Student | 11.87% | 8.53% | |
| Stay at home parent | 28.81% | 23.80% | |

Harris Interactive applied weights to increase the representativeness of the survey data to the United States population of couples married (*Methods*). Estimates for the general United States married population were derived from the March 2011 US Census Current Population Survey. For Ethnicity in the 2011 US Census Current Population Survey, White/Caucasian included all races except Black/African American and Hispanic. Small percentages of participants did not report ethnicity (1.2%) or Income (4.3%) so column totals do not add to 100%. For Employment Status in the 2011 US Census Current Population Survey, estimates did not include reports of retired, student, or stay at home parents.

Table S2. Cont.

| Demographic | On-line sources | | | | | | | | | | | Significance test | |
|---------------------|-------------------|--------|-----------|------------------|----------------|---------------|------------------|-------------------|-----------------|-----------------|----------------|-------------------|------------------------|
| | Instant messaging | e-mail | Chat room | Discussion group | Social network | Virtual world | Multiplayer game | On-line community | Message on blog | Other (on-line) | On-line dating | | Total |
| Retired | 3.11% | 18.44% | 6.22% | 2.20% | 1.48% | 4.62% | 4.40% | 5.74% | 5.60% | 14.26% | 8.01% | 6.13% | $\chi^2(10) = 57.65^*$ |
| Student | 6.97% | 7.73% | 8.78% | 6.55% | 11.36% | 18.91% | 6.42% | 7.81% | 6.23% | 8.84% | 6.58% | 8.21% | $\chi^2(10) = 25.9$ |
| Stay at home parent | 22.79% | 23.21% | 18.77% | 19.53% | 22.47% | 17.86% | 16.13% | 17.42% | 18.11% | 26.78% | 15.83% | 18.50% | $\chi^2(10) = 21.73$ |

The percentages in each cell represent the percentage of participants from each venue of meeting represented in the specified demographic category. The omnibus χ^2 were conducted across on-line, off-line, and on-line dating sources separately. Small percentages of participants did not report ethnicity (1.2%) or income (4.3%) so column totals do not add to 100%. The χ^2 tests were done using a Rao-Scott correction to account for weighting the sample. Because individuals could select multiple employment categories, χ^2 tests were done for each employment status individually. Because of the large number of unplanned comparisons, significance was set at $*P < 0.0015$. In the on-line comparisons for the age group 65+ there were two groups (discussion group and message on a blog) that had a zero frequency, which made a χ^2 analysis impossible. Because of this, for this comparison only, we dropped these 65+ category and conducted a χ^2 on the remaining four age categories. Thus, this test does not estimate differences among participants 65+.

Table S3. Weighted sample demographic characteristics across different on-line dating sites

| Demographic | On-line dating sites | | | | | | Total | Significance test |
|-----------------------------------|----------------------|-----------------|-----------------|-----------------|-----------------|------------------------|-----------------|----------------------------|
| | eHarmony | Match | Plenty of Fish | Yahoo | Small sites | Other (on-line dating) | | |
| Weighted <i>n</i> (marriages) | 750 | 729 | 171 | 216 | 738 | 392 | 2,995 | |
| Percent female | 44.40% | 49.95% | 47.52% | 51.71% | 43.32% | 52.08% | 47.21% | $\chi^2(5) = 7.11$ |
| Age (y) | | | | | | | | |
| Mean (SD) | 36.39 (0.63) | 41.78 (0.81) | 39.19 (1.48) | 40.02 (0.82) | 39.42 (0.63) | 46.37 (1.00) | 40.18 (0.35) | $F_{(5, 2,562)} = 15.72^*$ |
| 18–29 | 22.03% | 12.56% | 22.31% | 7.81% | 19.22% | 9.32% | 16.36% | $\chi^2(20) = 123.37^*$ |
| 30–39 | 47.70% | 36.56% | 36.43% | 51.86% | 37.03% | 24.28% | 38.96% | |
| 40–49 | 20.43% | 27.71% | 22.89% | 22.02% | 25.70% | 27.24% | 24.65% | |
| 50–64 | 7.32% | 18.51% | 13.40% | 18.04% | 15.25% | 25.94% | 15.56% | |
| 65+ | 2.53% | 4.65% | 4.97% | 0.26% | 2.80% | 13.22% | 4.49% | |
| Ethnicity | | | | | | | | |
| White/Caucasian | 66.12% | 77.20% | 78.90% | 71.47% | 62.66% | 74.42% | 70.18% | $\chi^2(20) = 76.97^*$ |
| Black/African American | 6.17% | 4.64% | 5.25% | 2.18% | 6.79% | 11.64% | 6.32% | |
| Hispanic | 21.83% | 12.65% | 14.13% | 22.28% | 25.44% | 7.44% | 18.20% | |
| Asian/Pacific Islander | 3.04% | 3.41% | 0.45% | 2.25% | 1.59% | 3.48% | 2.63% | |
| Other Ethnicity | 1.43% | 0.89% | 0.14% | 1.48% | 1.12% | 2.10% | 1.24% | |
| Income | | | | | | | | |
| Less than \$15,000 | 0.73% | 1.28% | 0.77% | 0.93% | 1.73% | 3.39% | 1.47% | $\chi^2(30) = 158.72^*$ |
| \$15,000 to \$24,999 | 1.92% | 1.53% | 6.80% | 2.39% | 3.88% | 11.24% | 3.84% | |
| \$25,000 to \$34,999 | 5.55% | 2.46% | 10.14% | 2.89% | 4.76% | 7.48% | 4.93% | |
| \$35,000 to \$49,999 | 7.49% | 9.16% | 16.91% | 9.54% | 6.56% | 11.71% | 8.91% | |
| \$50,000 to \$74,999 | 22.00% | 17.59% | 22.74% | 18.94% | 15.45% | 21.97% | 19.13% | |
| \$75,000 to \$99,999 | 23.02% | 17.41% | 21.03% | 16.91% | 14.97% | 19.39% | 18.65% | |
| \$100,000 or more | 35.51% | 48.33% | 18.94% | 44.67% | 48.78% | 20.90% | 39.70% | |
| Education | | | | | | | | |
| High school or less | 15.07% | 14.15% | 21.22% | 16.95% | 11.67% | 25.37% | 15.85% | $\chi^2(15) = 36.98^*$ |
| Associates degree or job training | 14.15% | 16.11% | 12.89% | 20.10% | 20.04% | 18.24% | 16.97% | |
| Some or all college | 50.54% | 54.44% | 56.83% | 53.41% | 50.80% | 42.85% | 51.12% | |
| Some or all graduate school | 20.24% | 15.30% | 9.05% | 9.54% | 17.48% | 13.54% | 16.07% | |
| Religious affiliation | | | | | | | | |
| Catholic | 26.09% | 30.10% | 21.03% | 20.07% | 18.42% | 19.54% | 23.60% | $\chi^2(30) = 111.91^*$ |
| Christian/Protestant | 44.22% | 37.58% | 45.37% | 45.39% | 40.48% | 36.15% | 40.80% | |
| Jewish | 2.88% | 1.81% | 1.07% | 2.34% | 13.36% | 2.68% | 5.03% | |
| Mormon | 2.58% | 0.44% | 1.86% | 3.42% | 1.81% | 3.39% | 2.00% | |
| Spiritual, but unaffiliated | 9.83% | 14.90% | 11.93% | 15.23% | 10.62% | 18.83% | 12.95% | |
| Atheist/no religion | 7.22% | 9.62% | 10.96% | 9.45% | 7.96% | 10.91% | 8.85% | |
| Other religion | 7.16% | 5.56% | 7.77% | 4.10% | 7.34% | 8.50% | 6.81% | |
| Employment status | | | | | | | | |
| Used | 86.31% | 81.83% | 77.06% | 82.30% | 88.22% | 70.54% | 82.84% | $\chi^2(5) = 34.50^*$ |
| Retired | 5.02% | 8.36% | 7.06% | 2.89% | 6.77% | 18.67% | 8.01% | $\chi^2(5) = 30.27^*$ |
| Student | 9.16% | 5.57% | 9.53% | 1.79% | 6.71% | 4.63% | 6.58% | $\chi^2(5) = 16.44$ |
| Stay at home parent | 14.25% | 16.43% | 16.15% | 20.08% | 15.59% | 15.65% | 15.83% | $\chi^2(5) = 2.71$ |

The percentages in each cell represent the percentage of participants from each venue of meeting represented in the specified demographic category. The omnibus χ^2 were conducted across on-line, off-line, and on-line dating sources separately. Small percentages of participants did not report ethnicity (1.2%) or Income (4.3%) so column totals do not add to 100%. The χ^2 tests were done using a Rao-Scott correction to account for weighting the sample. Because individuals could select multiple employment categories, χ^2 tests were done for each employment status individually. Because of the large number of unplanned comparisons, significance was set at $*P < 0.0015$. In the on-line comparisons for the age group 65+ there were two groups (discussion group and message on a blog) that had a zero frequency which made a χ^2 analysis impossible. Because of this, for this comparison only, we dropped these 65+ category and conducted a χ^2 on the remaining four age categories. Thus, this test does not estimate differences among participants 65+.

Table S4. Cont.

Off-line Sources

| Demographic | Work | Friends | School | Family | Bar/club | Place of worship | Social gathering | Grew up together | Blind date | Other (off-line) | Total | Significance test |
|---------------------|--------|---------|--------|--------|----------|------------------|------------------|------------------|------------|------------------|--------|-----------------------|
| Retired | 6.88% | 5.44% | 2.86% | 5.57% | 6.79% | 6.99% | 7.29% | 7.29% | 10.67% | 13.92% | 6.84% | $\chi^2(9) = 49.84^*$ |
| Student | 6.73% | 7.16% | 12.36% | 8.10% | 8.23% | 10.04% | 10.36% | 13.62% | 6.38% | 7.14% | 8.70% | $\chi^2(9) = 53.60^*$ |
| Stay at home parent | 24.45% | 27.44% | 27.56% | 31.02% | 24.64% | 34.46% | 24.85% | 26.65% | 25.88% | 26.40% | 26.64% | $\chi^2(9) = 21.24$ |

The percentages in each cell represent the percentage of participants from each venue of meeting represented in the specified demographic category. The omnibus χ^2 were conducted across on-line, off-line, and on-line dating sources separately. Small percentages of participants did not report ethnicity (1.2%) or Income (4.3%), so column totals do not add to 100%. The χ^2 tests were done using a Rao-Scott correction to account for weighting the sample. Because individuals could select multiple employment categories, χ^2 tests were done for each employment status individually. Because of the large number of unplanned comparisons, significance was set at $*P < 0.0015$. In the on-line comparisons for the age group 65+, there were two groups (discussion group and message on a blog) that had a zero frequency which made a χ^2 analysis impossible. Because of this, for this comparison only, we dropped these 65+ category and conducted a χ^2 on the remaining four age categories. Thus, this test does not estimate differences among participants 65+.

Table S5. Mean differences in rates of marital break-ups across different on-line and off-line meeting venues

| Meeting source | Weighted <i>n</i> (marriages) | % Marital break-up |
|-----------------------------|-------------------------------|--------------------|
| On-line sources | | |
| Instant messaging | 309 | 9.46 |
| E-mail | 136 | 2.11 |
| Chat room | 633 | 4.44 |
| Discussion group | 126 | 9.50 |
| Social network | 1,389 | 6.02 |
| Virtual world | 142 | 11.81 |
| Multiplayer game | 239 | 5.49 |
| On-line community | 411 | 3.66 |
| Message on blog | 106 | 3.53 |
| On-line dating | 2,995 | 6.13 |
| Other | 167 | 5.16 |
| On-line dating sites | | |
| eHarmony | 750 | 3.86 |
| Match | 729 | 7.98 |
| Plenty of Fish | 171 | 11.46 |
| Yahoo | 216 | 5.75 |
| Small sites | 738 | 4.95 |
| Other | 392 | 7.15 |
| Off-line sources | | |
| Work | 2,682 | 7.50 |
| Friends | 2,360 | 9.00 |
| School | 1,359 | 5.83 |
| Family | 838 | 7.47 |
| Bar/club | 1,081 | 7.31 |
| Place of worship | 506 | 7.55 |
| Social gathering | 1,237 | 8.21 |
| Grew up together | 937 | 6.28 |
| Blind date | 330 | 7.07 |
| Other | 1,054 | 8.89 |

Table S6. Mean differences in rates of marital break-ups across different on-line and off-line meeting venues: Marriage as the unit of analysis

| Meeting source | Weighted <i>n</i> (marriages) | % Marital break-up |
|-----------------------------|-------------------------------|--------------------|
| On-line sources | | |
| Instant messaging | 343 | 8.53 |
| E-mail | 144 | 1.98 |
| Chat room | 664 | 4.23 |
| Discussion group | 138 | 8.69 |
| Social network | 1,544 | 5.42 |
| Virtual world | 156 | 10.77 |
| Multiplayer game | 257 | 5.09 |
| On-line community | 428 | 3.52 |
| Message on blog | 109 | 3.42 |
| On-line dating | 3,188 | 5.76 |
| Other | 190 | 4.53 |
| χ^2 (<i>df</i>) | | 15.33 (10) |
| On-line dating sites | | |
| eHarmony | 791 | 3.66 |
| Match | 775 | 7.50 |
| Plenty of Fish | 201 | 9.75 |
| Yahoo | 227 | 5.48 |
| Small sites | 777 | 4.70 |
| Other | 417 | 6.70 |
| χ^2 (<i>df</i>) | | 9.38 (5) |
| Off-line sources | | |
| Work | 2,858 | 7.04 |
| Friends | 2,503 | 8.49 |
| School | 1,410 | 5.61 |
| Family | 899 | 6.96 |
| Bar/club | 1,190 | 6.64 |
| Place of worship | 546 | 6.99 |
| Social gathering | 1,333 | 7.62 |
| Grew up together | 1,015 | 5.80 |
| Blind date | 363 | 6.42 |
| Other | 1,118 | 8.38 |
| χ^2 (<i>df</i>) | | 10.07 (9) |
| On-line | 7,051 | 5.87 |
| Off-line | 12,998 | 7.73 |
| χ^2 (<i>df</i>) | | 10.48 (1)* |

* $P < 0.01$. Named on-line dating sites are placed in alphabetical order. "Small sites" in the on-line dating category were named but did not produce more than 100 marriages.

Table S7. Mean differences in marital satisfaction across different on-line and off-line meeting venues: Marriage as the unit of analysis

| Meeting source | Weighted <i>n</i> | Marital satisfaction |
|--------------------------------|-------------------|----------------------|
| On-line sources | | |
| Instant messaging | 295 | 5.68 ^a |
| E-mail | 139 | 5.57 ^{abc} |
| Chat room | 614 | 5.42 ^{bc} |
| Discussion group | 120 | 5.59 ^{ab} |
| Social network | 1,396 | 5.69 ^a |
| Virtual world | 136 | 5.70 ^a |
| Multiplayer game | 229 | 5.74 ^a |
| On-line community | 400 | 5.30 ^c |
| Message on blog | 103 | 5.60 ^{ab} |
| On-line dating | 2,893 | 5.69 ^a |
| Other (on-line) | 175 | 5.43 ^{abc} |
| Significance test <i>F(df)</i> | | 4.02 (10, 5,611)* |
| On-line dating sites | | |
| eHarmony | 737 | 5.86 ^a |
| Match | 693 | 5.71 ^b |
| Plenty of Fish | 167 | 5.65 ^{ab} |
| Yahoo | 205 | 5.30 ^c |
| Small sites | 712 | 5.71 ^b |
| Other (on-line dating) | 379 | 5.54 ^{bc} |
| Significance test <i>F(df)</i> | | 6.32 (5, 2,489)* |
| Off-line sources | | |
| Work | 2,581 | 5.39 ^e |
| Friends | 2,199 | 5.47 ^{ce} |
| School | 1,297 | 5.59 ^{ab} |
| Family | 820 | 5.42 ^{ce} |
| Bar/club | 1,045 | 5.35 ^e |
| Place of worship | 490 | 5.53 ^{acd} |
| Social gathering | 1,182 | 5.54 ^{bc} |
| Grew up together | 911 | 5.68 ^a |
| Blind date | 316 | 5.31 ^{de} |
| Other (off-line) | 988 | 5.42 ^{ce} |
| Significance test <i>F(df)</i> | | 5.79 (9, 12,663)* |
| On-line | 6,501 | 5.63 |
| Off-line | 11,827 | 5.47 |
| Significance test <i>F(df)</i> | | 47.71 (1, 18,275)* |

* $P < 0.001$. Post hoc analyses are expressed in superscripts and were done using least-significant differences tests. Means within a row that do not share a superscript differ at $P < 0.05$.

Table S8. Weighted sample demographic characteristics across different on-line meeting venues: Marriage as the unit of analysis

| Demographic | On-line Sources | | | | | | | | | | | | Significance test |
|-----------------------------------|-------------------|--------------|--------------|------------------|----------------|---------------|------------------|-------------------|-----------------|-----------------|----------------|--------------|--------------------------|
| | Instant messaging | e-Mail | Chat room | Discussion group | Social network | Virtual world | Multiplayer Game | On-line community | Message on blog | Other (on-line) | On-line dating | Total | |
| Weighted <i>n</i> (marriages) | 343 | 144 | 664 | 138 | 1544 | 156 | 257 | 428 | 109 | 190 | 3188 | 7,163 | |
| Percent female | 46.78 | 38.76 | 40.78 | 44.90 | 45.33 | 55.12 | 42.23 | 31.47 | 32.22 | 49.38 | 47.06 | 44.82 | $\chi^2(10) = 28.38$ |
| Mean (SD) | 36.13 (0.77) | 42.87 (2.32) | 38.55 (0.59) | 38.12 (1.06) | 34.13 (0.39) | 34.45 (1.28) | 35.76 (0.87) | 36.72 (0.71) | 36.79 (1.37) | 43.72 (2.09) | 40.28 (0.34) | 38.14 (0.22) | $F(10, 6,130) = 17.19^*$ |
| 18-29 | 26.14% | 15.80% | 17.16% | 12.46% | 31.74% | 35.03% | 29.49% | 17.99% | 14.23% | 18.69% | 16.24% | 21.08% | |
| 30-39 | 43.32% | 29.60% | 38.81% | 44.72% | 42.32% | 31.73% | 40.40% | 51.04% | 50.42% | 21.84% | 38.05% | 39.72% | |
| 40-49 | 15.95% | 27.60% | 27.92% | 30.07% | 17.78% | 25.86% | 18.19% | 18.79% | 25.95% | 24.36% | 23.88% | 22.34% | |
| 50-64 | 10.71% | 20.86% | 13.85% | 9.51% | 5.21% | 5.71% | 8.15% | 9.34% | 8.11% | 21.69% | 15.73% | 12.20% | |
| 65+ | 1.68% | 6.14% | 1.20% | 0.00% | 1.07% | 1.67% | 2.10% | 1.81% | 0.00% | 10.18% | 4.64% | 3.10% | |
| Ethnicity | | | | | | | | | | | | | |
| White/Caucasian | 58.51% | 62.63% | 53.64% | 72.98% | 59.13% | 62.97% | 57.44% | 50.35% | 60.69% | 57.28% | 69.32% | 62.93% | $\chi^2(40) = 185.84^*$ |
| Black/African American | 1.79% | 0.78% | 5.80% | 0.40% | 9.25% | 8.70% | 2.59% | 5.43% | 4.09% | 10.01% | 5.96% | 6.23% | |
| Hispanic | 30.11% | 29.42% | 35.58% | 17.61% | 25.79% | 23.87% | 34.30% | 37.21% | 29.75% | 21.09% | 18.00% | 24.24% | |
| Asian/Pacific Islander | 4.33% | 4.97% | 2.53% | 3.76% | 2.29% | 1.24% | 0.28% | 4.51% | 2.29% | 2.77% | 2.57% | 2.67% | |
| Other ethnicity | 2.57% | 1.87% | 0.96% | 1.53% | 1.37% | 1.96% | 3.71% | 0.58% | 1.88% | 2.30% | 1.31% | 1.46% | |
| Income | | | | | | | | | | | | | |
| Less than \$15,000 | 3.76% | 3.06% | 2.57% | 4.95% | 3.07% | 2.02% | 3.25% | 1.88% | 2.47% | 6.62% | 1.65% | 2.46% | $\chi^2(60) = 136.48^*$ |
| \$15,000 to \$24,999 | 4.01% | 1.28% | 3.96% | 1.85% | 5.33% | 2.72% | 5.44% | 2.34% | 2.58% | 5.70% | 3.72% | 4.01% | |
| \$25,000 to \$34,999 | 9.59% | 10.02% | 9.11% | 4.47% | 5.93% | 9.51% | 7.27% | 2.05% | 8.25% | 8.09% | 5.07% | 6.06% | |
| \$35,000 to \$49,999 | 13.28% | 4.34% | 9.41% | 9.39% | 11.46% | 10.24% | 7.87% | 9.30% | 14.35% | 7.69% | 8.92% | 9.70% | |
| \$50,000 to \$74,999 | 19.38% | 25.96% | 17.07% | 15.71% | 19.01% | 18.60% | 12.30% | 12.76% | 7.38% | 18.63% | 19.09% | 18.15% | |
| \$75,000 to \$99,999 | 12.22% | 11.95% | 13.91% | 16.25% | 15.37% | 8.44% | 10.86% | 16.93% | 10.41% | 17.24% | 18.30% | 16.08% | |
| \$100,000 or more | 33.14% | 43.05% | 41.51% | 42.34% | 35.68% | 45.04% | 48.90% | 50.86% | 53.27% | 24.38% | 38.43% | 39.15% | |
| Education | | | | | | | | | | | | | |
| High school or less | 20.69% | 36.44% | 20.05% | 14.17% | 21.94% | 21.49% | 16.71% | 12.14% | 12.96% | 27.73% | 15.65% | 18.27% | $\chi^2(30) = 73.17^*$ |
| Associates degree or job training | 14.03% | 18.02% | 23.98% | 20.84% | 17.28% | 25.65% | 15.31% | 14.51% | 15.79% | 21.48% | 17.04% | 17.76% | |
| Some or all college | 50.06% | 34.95% | 42.53% | 44.22% | 45.02% | 42.94% | 52.21% | 59.03% | 56.27% | 37.98% | 50.09% | 48.11% | |
| Some or all graduate school | 13.01% | 10.59% | 12.37% | 17.54% | 13.87% | 9.92% | 14.09% | 13.30% | 13.69% | 9.56% | 15.72% | 14.28% | |
| Religious affiliation | | | | | | | | | | | | | |
| Catholic | 24.12% | 31.70% | 24.34% | 27.71% | 22.09% | 17.06% | 26.17% | 21.01% | 14.71% | 26.88% | 22.98% | 23.08% | $\chi^2(60) = 137.78$ |
| Christian/Protestant | 40.45% | 35.01% | 38.08% | 31.93% | 39.27% | 35.42% | 38.24% | 35.05% | 51.24% | 36.44% | 40.50% | 39.26% | |
| Jewish | 2.42% | 5.77% | 3.19% | 2.84% | 2.53% | 10.16% | 5.98% | 6.70% | 8.19% | 2.11% | 4.82% | 4.29% | |
| Mormon | 1.14% | 0.66% | 1.73% | 3.52% | 1.96% | 0.71% | 2.50% | 4.32% | 1.10% | 2.42% | 2.00% | 2.05% | |
| Spiritual, but unaffiliated | 12.53% | 17.15% | 16.78% | 11.45% | 13.73% | 13.01% | 8.20% | 16.95% | 10.57% | 7.20% | 12.66% | 13.26% | |
| Atheist/no religion | 8.17% | 3.47% | 5.98% | 11.97% | 9.00% | 9.35% | 10.06% | 6.45% | 3.65% | 13.51% | 8.81% | 8.47% | |
| Other religion | 8.97% | 6.24% | 8.83% | 7.34% | 9.54% | 14.30% | 7.18% | 8.51% | 9.24% | 8.19% | 6.76% | 8.02% | |
| Employment status | | | | | | | | | | | | | |
| Used | 78.64% | 75.90% | 81.37% | 84.36% | 82.38% | 88.77% | 81.36% | 82.67% | 86.23% | 60.86% | 81.37% | 81.15% | $\chi^2(10) = 32.37^*$ |

Table S8. Cont.

| Demographic | On-line Sources | | | | | | | | | | | Significance test | |
|---------------------|-------------------|--------|-----------|------------------|----------------|---------------|------------------|-------------------|-----------------|-----------------|----------------|-------------------|------------------------|
| | Instant messaging | e-Mail | Chat room | Discussion group | Social network | Virtual world | Multiplayer Game | On-line community | Message on blog | Other (on-line) | On-line dating | | Total |
| Retired | 4.93% | 17.33% | 6.32% | 2.64% | 1.97% | 5.07% | 4.08% | 5.52% | 6.00% | 17.42% | 8.16% | 6.42% | $\chi^2(10) = 55.93^*$ |
| Student | 9.19% | 8.76% | 8.79% | 7.22% | 10.91% | 18.09% | 6.52% | 8.33% | 6.05% | 7.76% | 6.63% | 8.30% | $\chi^2(10) = 23.00$ |
| Stay at home parent | 25.22% | 22.54% | 18.60% | 18.56% | 23.06% | 17.58% | 16.75% | 16.87% | 18.08% | 26.43% | 15.57% | 18.62% | $\chi^2(10) = 29.88^*$ |

The percentages in each cell represent the percentage of participants from each venue of meeting represented in the specified demographic category. The omnibus χ^2 were conducted across on-line, off-line, and on-line dating sources separately. Small percentages of participants did not report ethnicity (1.2%) or income (4.3%), so column totals do not add to 100%. The χ^2 tests were done using a Rao-Scott correction to account for weighting the sample. Because individuals could select multiple employment categories, χ^2 tests were done for each employment status individually. Because of the large number of unplanned comparisons significance was set at $*P < 0.0015$.

Table S9. Weighted sample demographic characteristics across different on-line dating sites: Marriage as the unit of analysis

| Demographics | On-line dating sites | | | | | | Total | Significance test |
|-----------------------------------|----------------------|-----------------|-----------------|-----------------|-----------------|------------------------|-----------------|----------------------------|
| | eHarmony | Match | Plenty of Fish | Yahoo | Small sites | Other (on-line dating) | | |
| Weighted <i>n</i> (marriages) | 791 | 775 | 227 | 201 | 777 | 418 | 3,188 | |
| Percent female | 43.96 | 50.07 | 52.92 | 46.81 | 43.46 | 51.04 | 47.06 | $\chi^2(5) = 7.54$ |
| Age (y) | | | | | | | | |
| Mean (SD) | 36.47 (0.62) | 41.94 (0.78) | 39.06 (1.39) | 39.86 (0.82) | 39.55 (0.62) | 46.57 (0.97) | 40.28 (0.34) | $F_{(5, 2,702)} = 16.95^*$ |
| 18–29 | 22.04% | 11.96% | 8.80% | 21.46% | 19.11% | 9.34% | 16.24% | $\chi^2(20) = 130.03^*$ |
| 30–39 | 46.86% | 35.28% | 49.97% | 37.61% | 36.42% | 23.17% | 38.05% | |
| 40–49 | 19.58% | 27.62% | 21.00% | 20.32% | 24.59% | 27.03% | 23.88% | |
| 50–64 | 7.87% | 18.97% | 17.81% | 12.17% | 15.01% | 26.52% | 15.73% | |
| 65+ | 2.62% | 4.38% | 0.25% | 5.79% | 3.38% | 13.08% | 4.64% | |
| Ethnicity | | | | | | | | |
| White/Caucasian | 65.38% | 76.29% | 70.62% | 74.29% | 61.84% | 74.69% | 69.32% | $\chi^2(20) = 74.18^*$ |
| Black/African American | 5.91% | 4.36% | 2.08% | 4.47% | 6.44% | 10.92% | 5.96% | |
| Hispanic | 21.96% | 12.19% | 21.24% | 15.02% | 25.26% | 7.45% | 18.00% | |
| Asian/Pacific Islander | 2.97% | 3.39% | 2.15% | 0.50% | 1.61% | 3.27% | 2.57% | |
| Other ethnicity | 1.42% | 0.83% | 1.41% | 2.11% | 1.06% | 1.97% | 1.31% | |
| Income | | | | | | | | |
| Less than \$15,000 | 1.15% | 1.20% | 0.89% | 2.02% | 1.82% | 3.36% | 1.65% | $\chi^2(30) = 148.76^*$ |
| \$15,000 to \$24,999 | 1.91% | 1.53% | 2.28% | 6.11% | 3.84% | 10.60% | 3.72% | |
| \$25,000 to \$34,999 | 5.32% | 2.57% | 3.17% | 9.18% | 5.13% | 8.19% | 5.07% | |
| \$35,000 to \$49,999 | 7.53% | 9.13% | 9.86% | 16.44% | 6.56% | 11.41% | 8.92% | |
| \$50,000 to \$74,999 | 21.98% | 17.46% | 18.65% | 21.63% | 15.90% | 21.61% | 19.09% | |
| \$75,000 to \$99,999 | 22.91% | 17.31% | 16.84% | 19.06% | 14.29% | 19.30% | 18.30% | |
| \$100,000 or more | 34.54% | 46.67% | 42.61% | 20.32% | 47.01% | 20.83% | 38.43% | |
| Education | | | | | | | | |
| High school or less | 14.77% | 13.54% | 17.53% | 23.80% | 11.15% | 24.65% | 15.65% | $\chi^2(15) = 43.04^*$ |
| Associates degree or job training | 14.40% | 15.94% | 19.57% | 11.62% | 20.31% | 19.26% | 17.04% | |
| Some or all college | 49.67% | 53.78% | 51.53% | 53.92% | 49.64% | 42.35% | 50.09% | |
| Some or all graduate school | 20.13% | 14.95% | 9.21% | 8.01% | 17.41% | 12.89% | 15.72% | |
| Religious affiliation | | | | | | | | |
| Catholic | 25.95% | 29.23% | 19.14% | 18.35% | 18.28% | 18.80% | 22.98% | $\chi^2(30) = 118.07^*$ |
| Christian/Protestant | 44.08% | 37.26% | 44.48% | 44.71% | 39.77% | 36.79% | 40.50% | |
| Jewish | 2.93% | 1.70% | 2.23% | 0.91% | 12.88% | 2.51% | 4.82% | |
| Mormon | 2.45% | 0.41% | 3.26% | 1.70% | 1.80% | 3.91% | 2.00% | |
| Spiritual, but unaffiliated | 9.38% | 14.30% | 15.04% | 12.87% | 10.40% | 18.66% | 12.66% | |
| Atheist/no religion | 7.14% | 9.31% | 9.77% | 10.93% | 8.37% | 10.34% | 8.81% | |
| Other religion | 7.04% | 6.00% | 3.91% | 7.87% | 7.02% | 8.15% | 6.76% | |
| Employment status | | | | | | | | |
| Used | 85.45% | 80.32% | 80.95% | 74.08% | 86.42% | 69.75% | 81.37% | $\chi^2(5) = 34.52^*$ |
| Retired | 4.99% | 8.24% | 2.76% | 7.69% | 7.15% | 19.02% | 8.16% | |
| Student | 9.19% | 5.24% | 1.71% | 11.53% | 6.57% | 4.74% | 6.63% | $\chi^2(5) = 19.35$ |
| Stay at home parent | 14.12% | 15.92% | 19.74% | 16.64% | 15.39% | 15.26% | 15.57% | $\chi^2(5) = 2.71$ |

The percentages in each cell represent the percentage of participants from each venue of meeting represented in the specified demographic category. The omnibus χ^2 were conducted across on-line, off-line, and on-line dating sources separately. Small percentages of participants did not report ethnicity (1.2%) or Income (4.3%), so column totals do not add to 100%. The χ^2 tests were done using a Rao-Scott correction to account for weighting the sample. Because individuals could select multiple employment categories, χ^2 tests were done for each employment status individually. Because of the large number of unplanned comparisons, significance was set at $*P < 0.0015$.

Table S10. Weighted sample demographic characteristics across different off-line meeting venues: Marriage as the unit of analysis

| Demographic | Off-line sources | | | | | | | | | | Total | Significance test |
|-----------------------------------|------------------|-----------------|-----------------|-----------------|-----------------|------------------|------------------|------------------|-----------------|------------------|-----------------|--------------------------|
| | Work | Friends | School | Family | Bar/club | Place of worship | Social gathering | Grew up together | Blind date | Other (off-line) | | |
| Weighted <i>n</i> (marriages) | 2,858 | 2,503 | 1,410 | 899 | 1,190 | 546 | 1,333 | 1,015 | 363 | 1,118 | 13,236 | |
| Percent female | 56.02 | 57.96 | 59.12 | 58.90 | 55.50 | 62.22 | 55.12 | 55.50 | 56.67 | 55.95 | 57.01 | $\chi^2(9) = 8.21$ |
| Age (y) | | | | | | | | | | | | |
| Mean | 39.18 (0.33) | 37.05 (0.34) | 31.07 (0.37) | 38.18 (0.59) | 39.85 (0.50) | 38.23 (0.80) | 37.55 (0.51) | 36.53 (0.57) | 40.05 (0.99) | 43.84 (0.60) | 37.92 (0.16) | $F(9, 13,915) = 52.62^*$ |
| 18–29 | 20.03% | 26.10% | 51.19% | 23.15% | 16.64% | 29.71% | 26.94% | 30.26% | 16.40% | 13.45% | 25.63% | $\chi^2(36) = 456.24^*$ |
| 30–39 | 37.16% | 39.77% | 32.51% | 37.61% | 36.13% | 29.53% | 37.24% | 33.72% | 35.41% | 27.09% | 35.62% | |
| 40–49 | 21.38% | 17.39% | 9.58% | 20.42% | 23.69% | 18.18% | 15.40% | 18.45% | 27.35% | 26.33% | 19.14% | |
| 50–64 | 16.99% | 11.97% | 3.98% | 14.87% | 17.42% | 13.75% | 14.46% | 11.77% | 13.92% | 23.43% | 14.22% | |
| 65+ | 3.00% | 2.93% | 1.32% | 3.35% | 3.29% | 6.52% | 3.88% | 3.23% | 3.72% | 8.55% | 3.60% | |
| Ethnicity | | | | | | | | | | | | |
| White/Caucasian | 70.29% | 72.63% | 65.82% | 62.28% | 74.08% | 65.29% | 66.62% | 64.21% | 73.60% | 66.93% | 68.81% | $\chi^2(36) = 176.94^*$ |
| Black/African American | 8.83% | 7.12% | 8.14% | 11.76% | 5.85% | 12.69% | 12.64% | 13.80% | 8.21% | 12.88% | 9.61% | |
| Hispanic | 15.38% | 13.10% | 16.75% | 15.99% | 13.60% | 15.11% | 14.40% | 15.04% | 7.78% | 13.25% | 14.45% | |
| Asian/Pacific Islander | 1.74% | 2.81% | 4.51% | 7.00% | 0.76% | 2.32% | 2.03% | 1.35% | 5.41% | 1.78% | 2.63% | |
| Other ethnicity | 1.51% | 1.57% | 1.76% | 1.68% | 1.18% | 0.96% | 0.92% | 1.76% | 0.47% | 1.48% | 1.44% | |
| Income | | | | | | | | | | | | |
| Less than \$15,000 | 3.06% | 5.10% | 5.63% | 4.94% | 3.23% | 5.73% | 3.90% | 5.42% | 3.90% | 6.13% | 4.52% | $\chi^2(54) = 126.41^*$ |
| \$15,000 to \$24,999 | 5.92% | 7.73% | 7.48% | 8.17% | 5.67% | 9.92% | 9.03% | 8.21% | 4.63% | 9.63% | 7.49% | |
| \$25,000 to \$34,999 | 8.68% | 9.63% | 8.15% | 12.09% | 9.11% | 9.35% | 7.51% | 7.70% | 8.30% | 9.14% | 8.94% | |
| \$35,000 to \$49,999 | 12.98% | 13.30% | 11.90% | 17.73% | 12.38% | 16.48% | 14.42% | 13.54% | 11.83% | 11.27% | 13.35% | |
| \$50,000 to \$74,999 | 20.64% | 20.51% | 20.57% | 18.77% | 17.41% | 17.65% | 19.70% | 19.17% | 20.77% | 20.51% | 19.85% | |
| \$75,000 to \$99,999 | 15.10% | 13.32% | 14.47% | 9.05% | 18.50% | 11.19% | 14.40% | 11.26% | 9.84% | 10.95% | 13.57% | |
| \$100,000 or more | 28.12% | 24.06% | 24.60% | 23.00% | 26.67% | 20.72% | 24.59% | 26.15% | 32.53% | 23.96% | 25.45% | |
| Education | | | | | | | | | | | | |
| High school or less | 24.72% | 30.17% | 17.26% | 31.98% | 25.74% | 20.70% | 25.97% | 31.60% | 28.67% | 29.24% | 26.52% | $\chi^2(27) = 177.51^*$ |
| Associates degree or job training | 17.33% | 16.08% | 14.07% | 19.77% | 21.43% | 17.49% | 16.83% | 16.16% | 18.85% | 20.09% | 17.42% | |
| Some or all college | 47.10% | 42.39% | 45.86% | 39.20% | 41.89% | 45.41% | 43.00% | 36.35% | 36.28% | 38.59% | 42.75% | |
| Some or all graduate school | 9.40% | 9.52% | 21.39% | 8.45% | 8.11% | 14.09% | 12.11% | 13.33% | 13.01% | 10.94% | 11.51% | |
| Religious affiliation | | | | | | | | | | | | |
| Catholic | 25.58% | 23.39% | 21.82% | 25.00% | 27.61% | 8.50% | 22.92% | 18.48% | 26.26% | 19.75% | 22.91% | $\chi^2(54) = 351.24^*$ |
| Christian/Protestant | 34.78% | 33.54% | 37.38% | 36.85% | 33.68% | 64.31% | 35.02% | 41.51% | 35.48% | 35.25% | 36.68% | |
| Jewish | 1.02% | 2.54% | 1.61% | 1.22% | 1.12% | 2.29% | 1.81% | 2.03% | 2.79% | 3.80% | 1.88% | |
| Mormon | 1.74% | 1.91% | 2.91% | 2.68% | 0.38% | 7.67% | 2.72% | 1.20% | 1.44% | 0.81% | 2.05% | |
| Spiritual, but unaffiliated | 16.56% | 16.55% | 13.28% | 13.29% | 17.34% | 2.43% | 17.84% | 14.71% | 18.22% | 16.28% | 15.48% | |
| Atheist/no religion | 11.28% | 11.37% | 13.33% | 5.59% | 10.13% | 1.24% | 9.93% | 9.81% | 7.08% | 11.92% | 10.30% | |
| Other religion | 7.60% | 8.86% | 8.25% | 14.77% | 6.90% | 11.25% | 7.68% | 9.69% | 5.55% | 11.06% | 8.88% | |
| Employment status | | | | | | | | | | | | |
| Used | 72.18% | 68.08% | 73.76% | 66.86% | 70.26% | 63.21% | 72.81% | 67.72% | 69.15% | 60.28% | 69.30% | $\chi^2(9) = 49.92^*$ |

Table S10. Cont.

Off-line sources

| Demographic | Work | Friends | School | Family | Bar/club | Place of worship | Social gathering | Grew up together | Blind date | Other (off-line) | Total | Significance test |
|---------------------|--------|---------|--------|--------|----------|------------------|------------------|------------------|------------|------------------|--------|-----------------------|
| Retired | 6.76% | 5.88% | 2.76% | 5.92% | 6.48% | 7.97% | 7.44% | 7.18% | 9.69% | 13.92% | 6.92% | $\chi^2(9) = 49.83^*$ |
| Student | 6.92% | 6.97% | 12.47% | 8.11% | 8.34% | 9.55% | 10.13% | 13.53% | 5.79% | 6.94% | 8.64% | $\chi^2(9) = 57.44^*$ |
| Stay at home parent | 23.84% | 26.94% | 27.38% | 31.57% | 24.22% | 32.11% | 25.26% | 26.37% | 24.87% | 25.83% | 26.24% | $\chi^2(9) = 21.30$ |

The percentages in each cell represent the percentage of participants from each venue of meeting represented in the specified demographic category. The omnibus χ^2 were conducted across on-line, off-line, and on-line dating sources separately. Small percentages of participants did not report ethnicity (1.2%) or income (4.3%), so column totals do not add to 100%. The χ^2 tests were done using a Rao-Scott correction to account for weighting the sample. Because individuals could select multiple employment categories, χ^2 tests were done for each employment status individually. Because of the large number of unplanned comparisons, significance was set at $*P < 0.0015$.

Table S11. Adjusted mean differences in marital satisfaction across different on-line and off-line meeting venues

| Meeting source | Weighted <i>n</i> | Marital satisfaction |
|------------------------|-------------------|----------------------|
| On-line sources | | |
| Instant messaging | 279 | 5.60 ^{ab} |
| E-mail | 133 | 5.62 ^{ab} |
| Chat room | 596 | 5.39 ^{bc} |
| Discussion group | 113 | 5.52 ^{abc} |
| Social network | 1,301 | 5.65 ^a |
| Virtual world | 125 | 5.61 ^{ab} |
| Multiplayer game | 222 | 5.68 ^a |
| On-line community | 393 | 5.26 ^c |
| Message on blog | 102 | 5.57 ^{ab} |
| On-line dating | 2,782 | 5.64 ^a |
| Other (on-line) | 158 | 5.52 ^{ab} |
| On-line dating sites | | |
| eHarmony | 714 | 5.96 ^a |
| Match | 663 | 5.78 ^b |
| Plenty of Fish | 151 | 5.67 ^{bc} |
| Yahoo | 201 | 5.40 ^c |
| Small sites | 691 | 5.80 ^b |
| Other (on-line dating) | 361 | 5.62 ^b |
| Off-line sources | | |
| Work | 2,474 | 5.40 ^d |
| Friends | 2,135 | 5.47 ^{bcd} |
| School | 1,277 | 5.57 ^{ab} |
| Family | 769 | 5.45 ^{bcd} |
| Bar/club | 988 | 5.41 ^{cd} |
| Place of worship | 466 | 5.55 ^{ac} |
| Social gathering | 1,133 | 5.57 ^{ab} |
| Grew up together | 873 | 5.66 ^a |
| Blind date | 299 | 5.30 ^d |
| Other (off-line) | 944 | 5.44 ^{bcd} |

Post hoc analyses are expressed in superscripts and were done using least-significant differences tests. Means within a row that do not share a superscript differ at $P < 0.05$.

Table S12. Adjusted mean differences in rates of marital break-ups across different on-line and off-line meeting venues

| Meeting source | Weighted <i>n</i> (marriages) | % Marital break-up |
|-----------------------------|-------------------------------|--------------------|
| On-line sources | | |
| Instant messaging | 309 | 7.74 |
| E-mail | 136 | 1.93 |
| Chat room | 633 | 3.57 |
| Discussion group | 126 | 8.85 |
| Social network | 1,389 | 5.59 |
| Virtual world | 142 | 10.64 |
| Multiplayer game | 239 | 5.55 |
| On-line community | 411 | 3.28 |
| Message on blog | 106 | 3.58 |
| On-line dating | 2,995 | 5.81 |
| Other | 167 | 4.12 |
| On-line dating sites | | |
| eHarmony | 750 | 3.49 |
| Match | 729 | 6.53 |
| Plenty of Fish | 171 | 10.18 |
| Yahoo | 216 | 5.10 |
| Small sites | 738 | 4.69 |
| Other | 392 | 4.14 |
| Off-line sources | | |
| Work | 2,682 | 6.47 |
| Friends | 2,360 | 7.01 |
| School | 1,359 | 4.28 |
| Family | 838 | 5.38 |
| Bar/club | 1,081 | 5.93 |
| Place of worship | 506 | 5.00 |
| Social gathering | 1,237 | 6.51 |
| Grew up together | 937 | 5.13 |
| Blind date | 330 | 6.74 |
| Other | 1,054 | 5.77% |

Named on-line dating sites are placed in alphabetical order. "Small sites" in the on-line dating category were named but did not produce more than 100 marriages.

Other Supporting Information Files

[Appendix S1 \(PDF\)](#)

[Appendix S2 \(PDF\)](#)

[Dataset S1 \(XLSX\)](#)