

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

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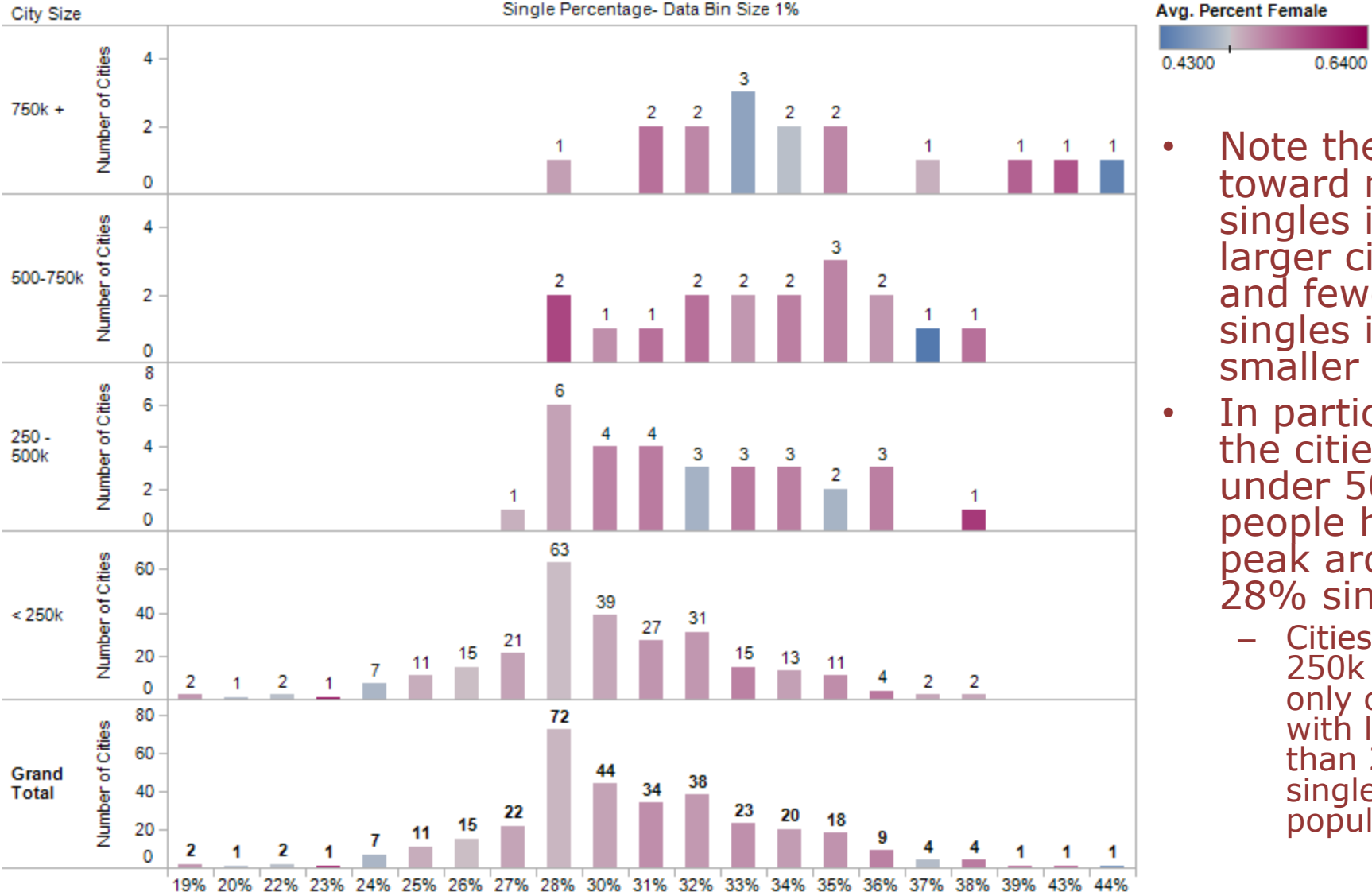
Match.com® and the City You Live In- Equally Important to Finding a Date or a Mate?

- 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

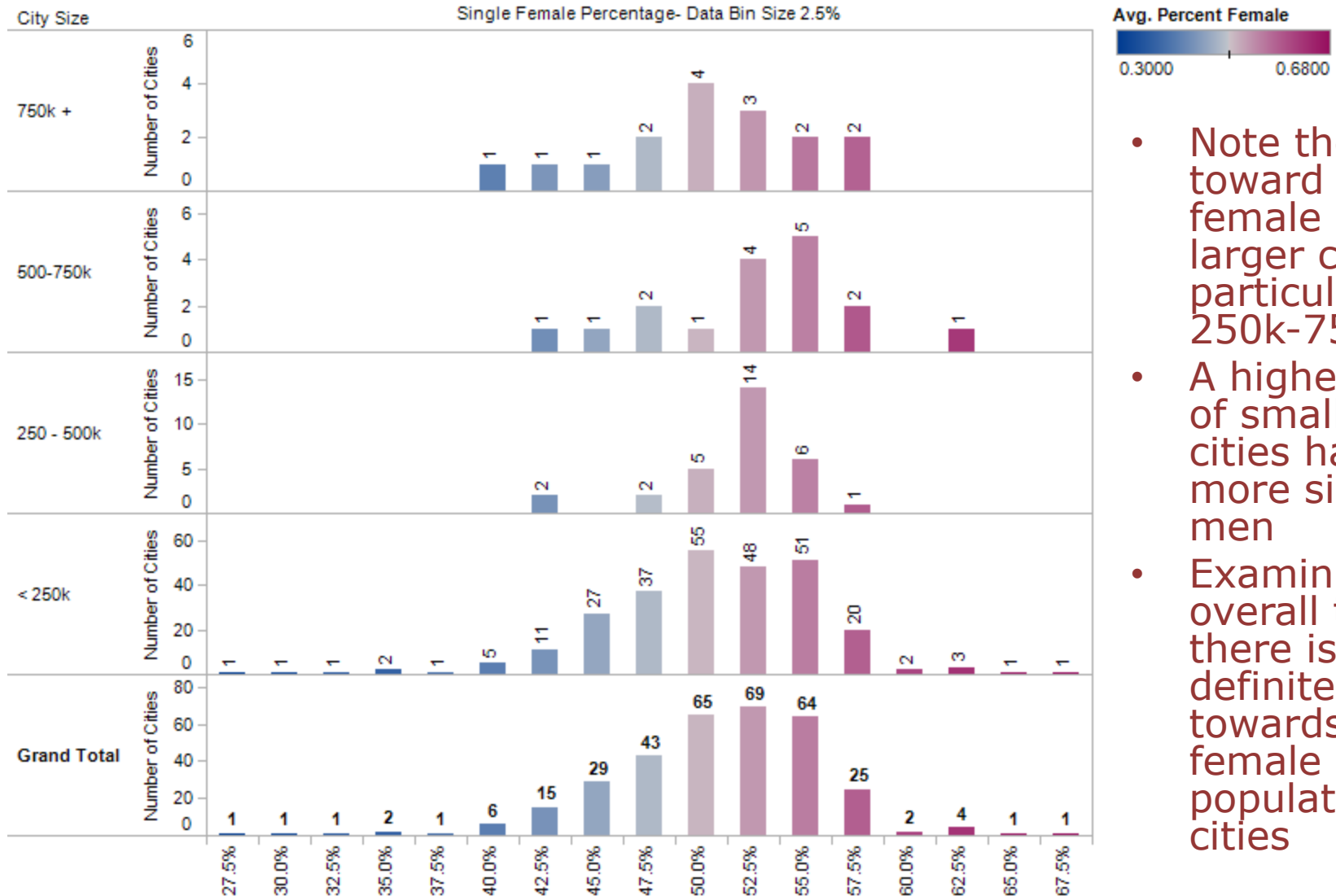
- Using Census data and other data sources, I analyzed 330 cities in the US
- The objective is to find the best cities for singles
 - Based on percent of the adult population 25-64
 - Also, differentiate between best places to meet women and the best places to meet men
 - Use a combination of a cities 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



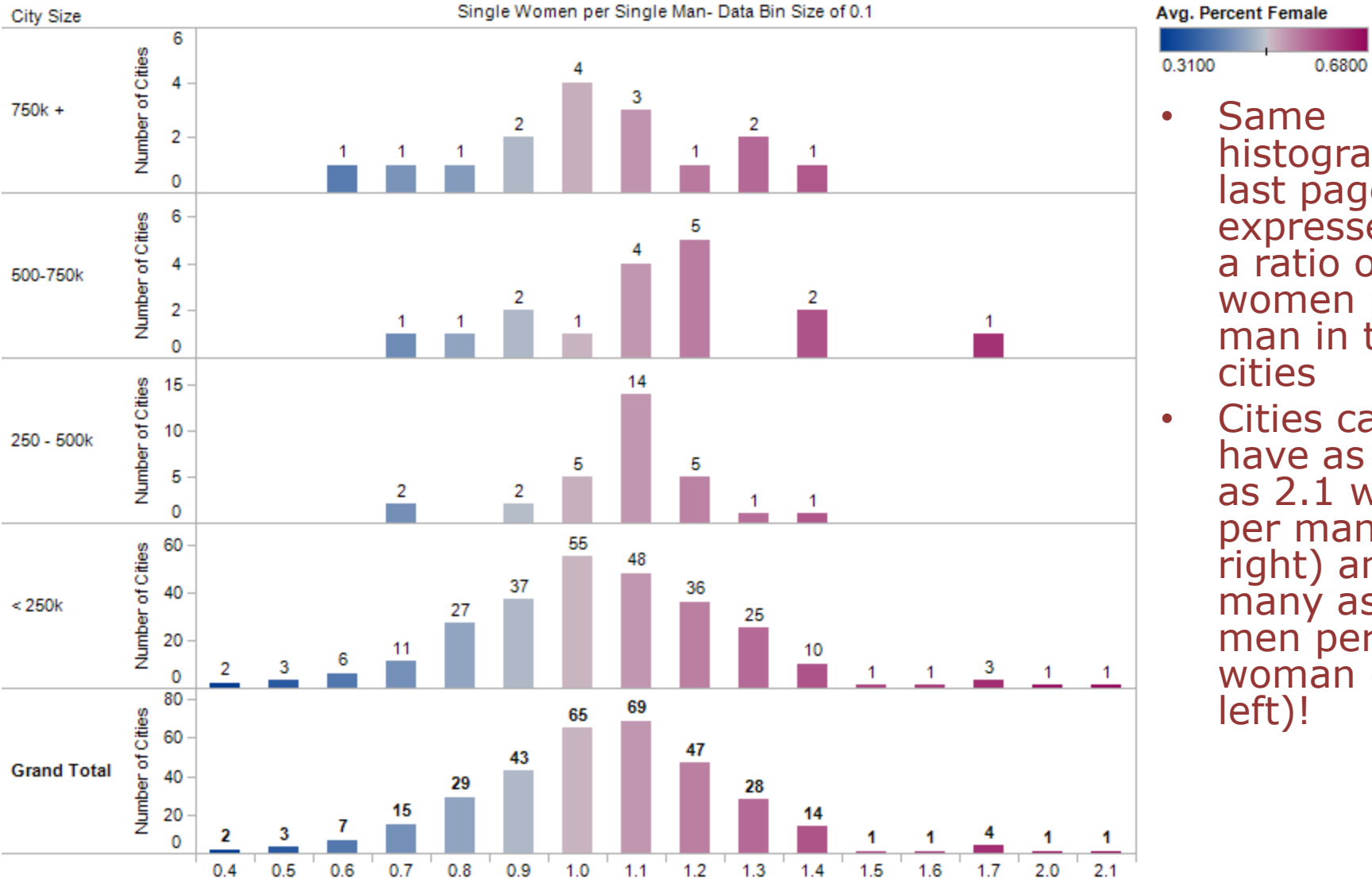
- Note the skew toward more singles in larger cities and fewer singles in smaller cities
- In particular, the cities under 500k people have a peak around 28% single
 - Cities under 250k are the only cities with less than 27% single populations

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

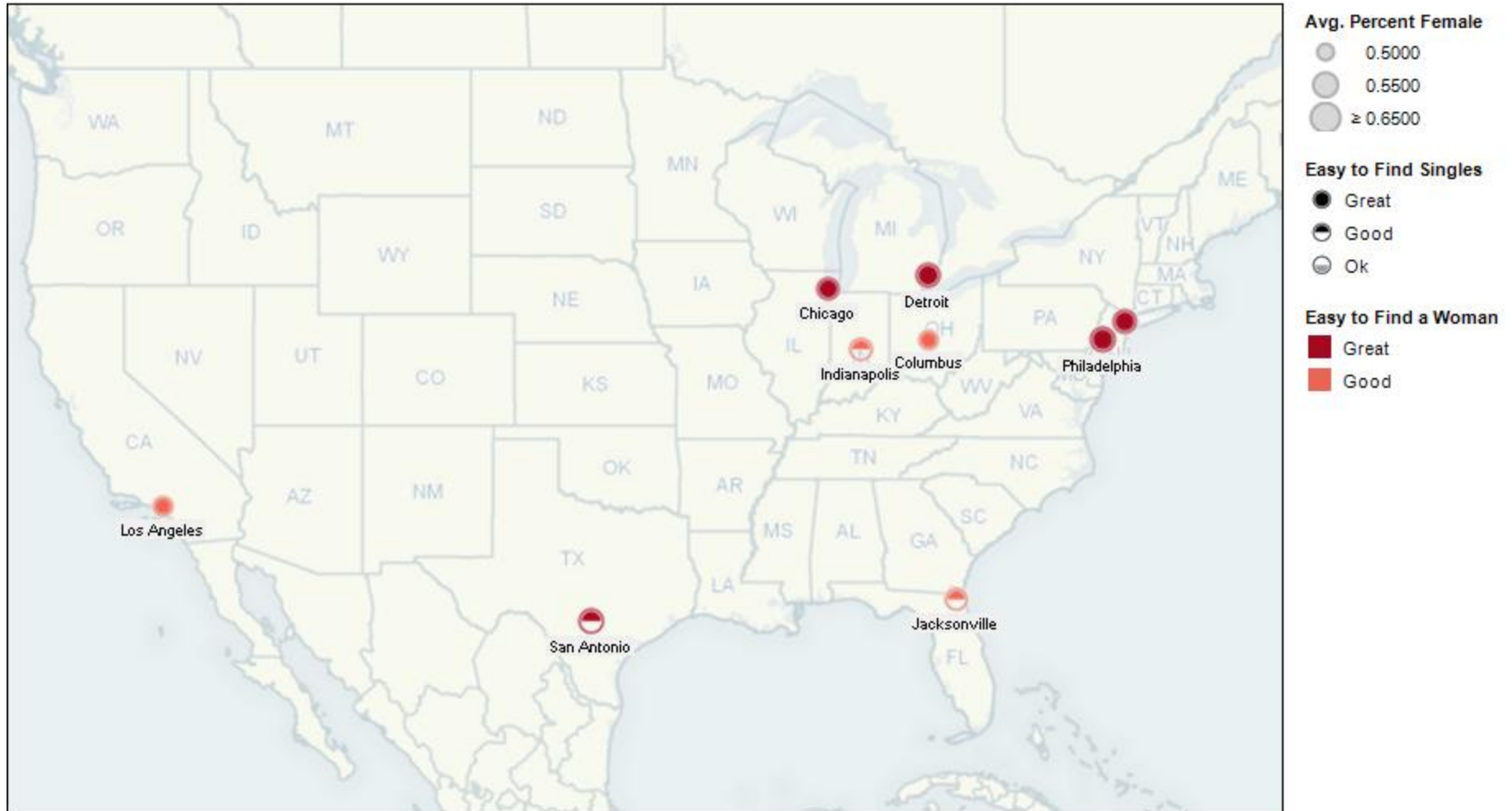
Single Women per Single Man by City Size



- 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 +



Best Cities for Single Men- Larger Cities

Best Places to Find a Woman - 500-750k



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



Best Cities for Single Women- Major Cities

Best Places to Find a Man - 750k +



Best Cities for Single Women- Larger Cities

Best Places to Find a Man - 500-750k



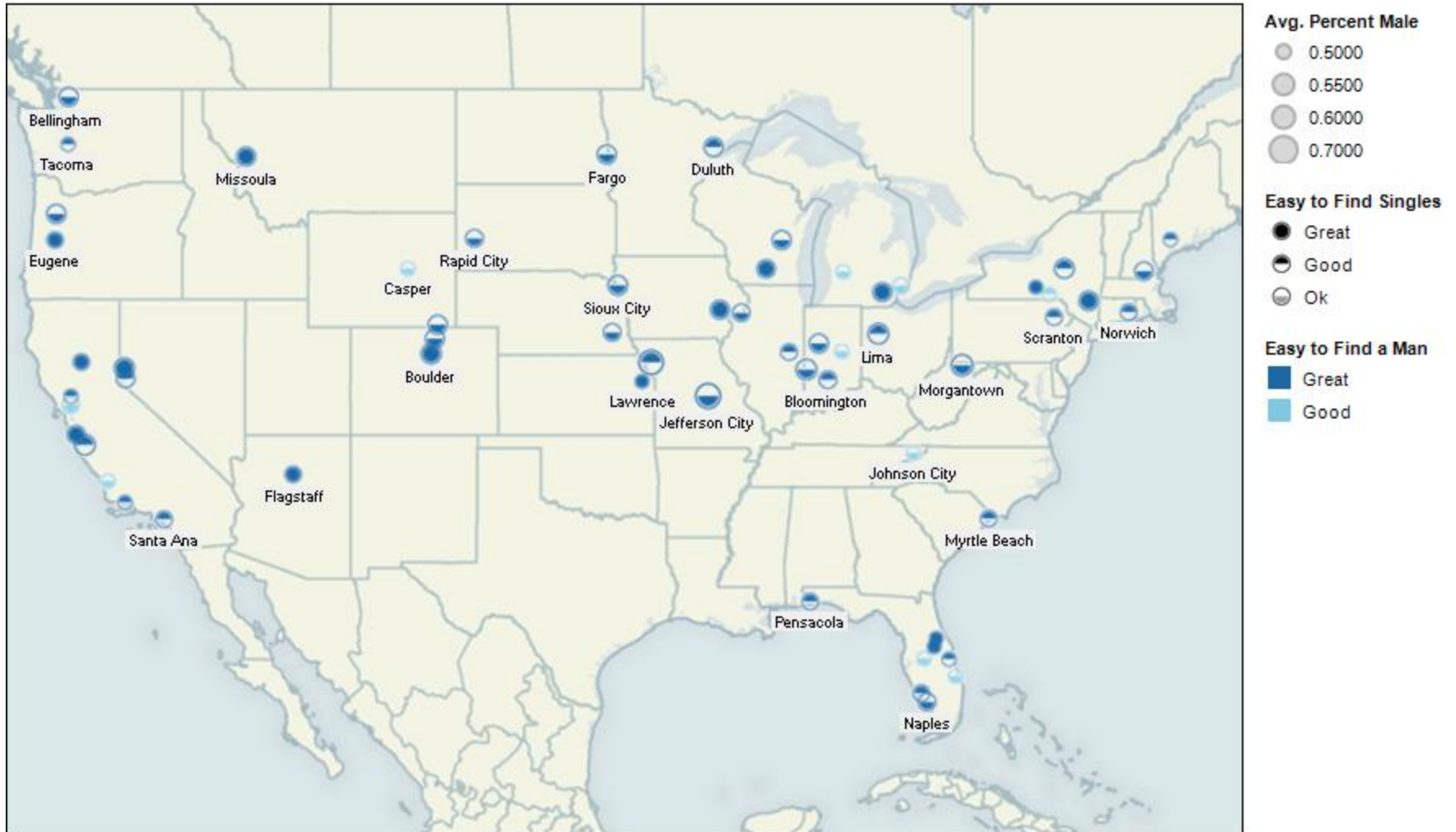
Best Cities for Single Women- Medium Cities

Best Places to Find a Man - 250 - 500k



Best Cities for Single Women- Small Cities

Best Places to Find a Man - < 250k



Detailed Table of Results

- A detailed table of results for all 330 cities can be found at (large file!) <http://www.freakalytics.com/blog/wp-content/uploads/2009/05/20090525-Dating-and-the-City-You-Live-In-Table.pdf>

Easy to Find Singles	State	City	City Size	Easy to Find a Man	Easy to Find a Woman	Avg. Percent Single	Avg. Percent Female
Great	AL	Mobile	< 250k	Difficult	Great	0.1900	68.0%
		Montgomery	< 250k	Ok	Great	0.2500	68.0%
		Tuscaloosa	< 250k	Difficult	Great	0.3000	68.0%
	AZ	Flagstaff	< 250k	Great	Ok	0.3500	30.0%
		Phoenix	750k +	Great	Ok	0.4000	30.0%
		Tucson	500-750k	Great	Good	0.4400	30.0%
	CA	Chico	< 250k	Great	Ok	0.1900	30.0%
		Los Angeles	750k +	Great	Good	0.2500	30.0%
		Oakland	250 - 500k	Ok	Great	0.3000	68.0%
		Sacramento	250 - 500k	Good	Good	0.3500	68.0%
		San Diego	750k +	Great	Ok	0.4000	30.0%
		San Francisco	750k +	Great	Ok	0.4400	30.0%
		San Jose	750k +	Great	Difficult	0.1900	30.0%

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