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Senior Online Dating Picks Up Speed

by Jocelyn Baird March 4, 2014



Online dating is a trend that won't be going away anytime soon, and it's not just the young among us who are getting on board. Dating websites have become very popular among the over 60 crowd, with senior online dating seeing the most growth on sites like [Match.com](#) than any other demographic.

What are the reasons behind this increase in online dating amongst those in the older generations? People are living longer than ever before thanks to modern medicine and a cultural focus on active, healthy lifestyles. But most importantly to the dating aspect, marriages are not lasting a lifetime. Couples who are unhappy at any age are more than likely to separate, a fact backed up by [recent statistics](#) compiled by the Administration on Aging, stating more than 40% of Americans over 50 are single. And those who become single again after being widowed are offered more options with online dating to find a new partner or simply enjoy the company of others in their remaining years, rather than live widowed and alone.

What are the benefits of senior online dating?

There are a myriad of benefits that online dating can offer to those in their golden years. Whether you've never been married, are divorced or have been widowed, dating on the Internet allows you to cast a wide net into a deep pond of potential dates and matches. This is an improvement from the traditional method that many older singles employ of relying on their small social circles or families to set them up on blind dates. Online dating puts you in charge of your dating life, much like in your younger years. Setting up profiles on popular sites like [Match.com](#) and [eHarmony](#) lets you describe yourself in detail as well as outline what you are looking for. By reading other people's profiles and conversing with them through website-based communication before the first date, you can get to know them and hopefully waste less time going out on fruitless dates with someone with whom you may or may not have much in common.

So which dating site should seniors choose?

Deciding on a site to use is important and comes down to what you are looking for. A number of exclusive senior online dating sites have popped up recently, such as [OurTime](#) which is owned by [Match.com](#), but you can still find a large pool of singles — as well as those who are younger if that's your ideal — on the larger online dating powerhouses. Here's a breakdown of what the top sites offer to help you decide which is right for you.

**Chemistry.com:** Operating a bit differently from the competition, [Chemistry.com](#) does not let users search for or browse other profiles. Instead, after you complete your profile and a thorough personality test, the website will send you up to 5 new matches per day and provide detailed information on your common interests and reasons for the match. If both parties indicate interest, a four-stage communication process begins that takes you from indicating mutual interests all the way to a casual date facilitated by [Chemistry.com](#) in a public, mutually accessible location. For seniors worried about exposing themselves to too many strangers or wanting a slow approach, this is the perfect site because of its close focus on building a true match before the first date. Keep in mind, you cannot view the profiles or communicate with your matches without a subscription. The cheapest plan is 3 months for \$13.33/month.

**Match.com:** Arguably the most well-known of the dating websites out there, [Match.com](#) offers robust search options to help you find interesting matches. Profile creation is free and you can send a free "wink" to someone that you are interested in, but in order to communicate you will have to upgrade to a paid subscription. The cheapest plan is \$12.79/month for a 1-year subscription, but it offers a number of options. Narrowing down exactly what you want and counting on [Match.com](#) to find it for you is easy with its matching service, if you know what you're looking for. If you have specific desires, such as a vegan Christian or someone without children who loves cats, this is a great option for you.

**eHarmony:** Famous for their free communication weekends, [eHarmony](#) is the site to use if you are looking for a committed relationship. Their introductory personality quiz is designed to weed out those who do not align with the overall desires of the community of singles, which can be a relief for some and a problem for others as some potential romance-seekers may be rejected from profile creation. Similarly to [Chemistry.com](#), [eHarmony](#) does not allow you to browse through profiles on the website and instead only lets you browse through those that have been identified as matches through their system. However, unlike the other two you can view your matches' profiles before subscribing, though you have to be a paying member to see their photos or communicate. It is also the easiest on your wallet — a 24-month subscription is just \$11.95/month. Seniors who are looking for a lasting, committed relationship in their online dating experience will benefit greatly from using [eHarmony](#).

Whether you're joining the senior online dating game for the first time or have been at it for a while now, these sites and others are a great option for finding love in your golden years. Want to learn more about what different dating websites have to offer and how they compare to each other? Visit our [online dating review page](#) for the lowdown.

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Jocelyn is a [NextAdvisor.com](#) writer with a love for coffee, reading and all things personal security. She currently covers identity theft, credit monitoring and credit cards. She has been a guest on several radio shows nationwide and her cybersecurity and personal finance expertise have been featured by [Forbes](#), [USA Today](#), [Kiplinger's Personal Finance](#), [The Huffington Post](#) and more. She is a graduate of [Syracuse University](#) with a dual degree in Writing and Rhetorical Studies and Anthropology. Follow her on Twitter [@JocelynAdvisor](#).

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