



## Love in Lockdown Spark Survey Is In - 9 in 10 Singles Want People That Make Them Laugh

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BERLIN, Feb. 10, 2021 /PRNewswire/ -- [Spark Networks SE](#) (NYSE: LOV), one of the world's leading online dating companies, has released comprehensive results from several 2020 'Love in Lockdown' surveys, which collected data on dating during the global pandemic. Spark brands have experienced an increase in subscriptions, user engagement and overall interactions during 2020.



2020 online dating data shows that social distancing increases social connection needs and motivates singles to find a partner more than ever before. Most singles want people that make them laugh and people that laugh at their jokes. Scottsdale AZ has the funniest singles in America.

### Spark Networks 'Love in Lockdown' Highlights

- Despite all the upheaval of the last 12 months, it's vital to try and keep a sense of humor
  - 92% of singles say they're **more attracted to people who can make them laugh**
  - 81% of singles say they are more attracted to someone who laughs at their jokes
  - 96% of US singles say a shared sense of humor is vital in a relationship
  - The cities where you can find the funniest singles in America are Scottsdale, AZ; Rockville, MD; Durham, NC ([EliteSingles](#))
- In 2020, there was a 16% increase in users **reporting that they found love on one of Spark's three largest U.S. sites** ([Zoosk](#), [EliteSingles](#), [SilverSingles](#))
- 'Dating Sunday' - Jan 3 – was the busiest day of the pandemic to date, with a **25% increase in messages sent** ([Zoosk](#))
- 51% of people say that experiencing social distancing has made them **more motivated** to look for a partner ([Zoosk](#))
- 20% say their **#1 NYE resolution** was to find a partner in 2021 ([Zoosk](#))
- 38% don't want to be single on Valentine's Day ([Zoosk](#))
- 65% still want to celebrate Valentine's Day, even if it's socially distanced ([EliteSingles](#))
- Lockdowns create bonding opportunities: dating profiles with phrases like 'working from home' or 'home office' receive **85% more messages** than the average profile. ([EliteSingles](#))

"Data from our Love in Lockdown survey shows that the pandemic hasn't prevented singles from sparking online connections" said Eric Eichmann, Spark's CEO. "If anything, it's expanded the ways in which singles can bond. While people do still seek out matches based on perennially popular traits like a good sense of humor, we're also seeing them connect over new, pandemic-related topics like working from home."

"Restrictions on gatherings and travel have also had an effect on daters, as a majority of singles state that social distancing has made them more motivated to look for a partner. This is echoed by an increased success rate throughout our biggest brands: Zoosk, EliteSingles, and SilverSingles have seen a 16% increase in users reporting that they have found love online. In short, while singles have had some in-person dating practices affected by the global pandemic, they're still prioritizing the search for love. Connection matters more than ever, and Spark brands are helping people find it."

### **About Spark Networks SE:**

Spark Networks SE is America's second largest dating company, listed on the New York Stock Exchange American under the ticker symbol "LOV," with headquarters in Berlin, Germany, and offices in New York and Utah. The Company's widening portfolio of premium and freemium dating apps include Zoosk, EliteSingles, Christian Mingle, Jdate, JSwipe, SilverSingles and eDarling, among others. Spark Networks SE in its current form is the result of the merger between Affinitas GmbH and Spark Networks, Inc. in 2017 and the addition of Zoosk, Inc. in 2019. Spark Networks has approximately one million monthly paying subscribers globally.

### **Safe Harbor Statement:**

This press release contains forward-looking statements within the meaning of Section 27A of the Securities Act of 1933, as amended, and Section 21E of the Securities Exchange Act of 1934, as amended, statements involving known and unknown risks, uncertainties, and other factors that may cause Spark Networks' performance or achievements to be materially different from those of any expected future results, performance, or achievements. Any statements in this press release that are not statements of historical fact may be considered to be forward-looking statements. Written words, such as "believes," "hopes," "intends," "estimates," "expects," "projects," "plans," "anticipates," and variations thereof, or the use of future tense, identify forward-looking statements. By their nature, forward-looking statements and forecasts involve risks and uncertainties because they relate to events and depend on circumstances that will occur in the near future. There are a number of factors that could cause actual results and developments to differ materially, including, but not limited to, the risk that the benefits from the acquisition of Zoosk, Inc. may not be fully realized or may take longer to realize than expected; risks related to the degree of competition in the markets in which Spark Networks operates; risks related to the ability of Spark Networks to retain and hire key personnel; the timing and market acceptance of new products introduced by Spark Networks' competitors; Spark Networks' ability to identify potential acquisitions; Spark Networks' ability to comply with new and evolving regulations relating to data protection and data privacy; general competition and price measures in the market place; risks related to the duration and severity of Covid-19 and its impact on Spark Networks' business; and general economic conditions. Additional factors that could cause actual results to differ are discussed under the heading "Risk Factors" in Spark Networks' Annual Report on Form 20-F for the year ended December 31, 2019 and in other sections of Spark Networks' filings with the Securities and Exchange Commission ("SEC"), and in Spark Networks' other current and periodic reports filed or furnished from time to time with the SEC. All forward-looking statements in this press release are made as of the date hereof, based on information available to Spark Networks as of the date hereof, and Spark Networks assumes no obligation to update any forward-looking statement except as required by law.

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