

The marriage market

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Demography

Facts

Table 1. Marital status of men and women, over 20 years old, in different countries and years

	Single		Married		Divorced		Widowed	
	Women	Men	Women	Men	Women	Men	Women	Men
Denmark								
1950	18,2	21,8	67,5	70,5	3,9	2,7	10,7	5,1
1980	16,8	24,5	62,1	65,5	7,2	5,8	14,0	4,2
2002	24,8	33,5	51,8	54,2	12,8	3,7	10,5	8,6
Italy								
1950	24,1	28,5	61,3	66,5	0,3	0,3	14,3	4,8
1980	16,7	22,2	66,3	73,1	1,5	1,3	15,6	3,5
2001	22,0	29,8	60,7	65,8	1,7	1,3	15,7	3,1
US								
1950	11,8	17,0	72,3	76,1	2,7	2,2	13,3	4,7
1980	14,1	19,7	64,1	71,4	7,9	6,0	13,9	2,9
2002	18,5	25,0	56,3	61,5	14,3	10,8	10,9	2,7

Source: Browning, Chiappori, Weiss (2014) *Economics of the family*

Table 2. Cohabitation in the US and Denmark by age of the household head

	US			Denmark		
Age group	1980	1990	2000	1980	1990	2000
20-24	11,5	25,6	36,3	59,2	76,1	80,8
25-29	7,0	12,4	20,2	25,4	41,7	53,1
30-34	3,8	7,2	11,7	10,5	20,8	20,4
35-39	2,0	5,1	7,0	6,2	9,7	11,5
40-44	1,6	3,4	5,3	4,4	6,6	9,0
45-49	1,3	2,4	5,1	3,9	5,9	9,0
50-54	1,2	2,2	4,1	3,9	5,6	7,2
55-59	1,2	1,6	5,0	4,1	5,4	8,2
60-64	1,4	1,8	3,1	4,4	5,3	6,1

Source: Browning, Chiappori, Weiss (2014) *Economics of the family*

Table 3. Marital History by Age and Sex, US, 2001 (percents)

		Number of marriages					Divorced		Widowed	
		0	1	2	3+	1+	Now	Ever	Now	Ever
Women	30-34	21,7	67,3	10,0	1,0	78,3	9,3	18,6	0,4	0,6
	35-39	15,6	66,8	15,7	1,8	84,4	13,7	28,1	0,6	1,1
	40-49	10,5	65,1	19,8	3,3	89,5	16,8	35,4	2,4	3,5
	50-59	6,4	65,2	22,1	4,1	93,6	17,9	38,9	7,1	9,5
	60-69	4,1	72,9	17,4	3,1	95,9	12,6	28,4	19,7	23,3
Men	30-34	29,5	60,8	8,7	1,1	70,5	7,0	15,4	-	0,3
	35-39	21,5	66,2	10,9	1,4	78,5	12,5	22,9	0,2	0,5
	40-49	14,2	65,1	17,1	3,6	85,8	12,5	29,5	1,5	1,3
	50-59	6,3	62,6	23,2	8,0	93,7	16,9	40,8	1,8	2,9
	60-69	4,3	67,5	21,3	6,8	95,7	9,7	30,9	4,5	7,6

Source: Browning, Chiappori, Weiss (2014) *Economics of the family*

Table 4. Hours of paid work per day

	US		Canada		UK		Norway	
	1975	2003	1971	1998	1975	2000	1971	2000
Single men	5,55	5,39	5,31	5,30	6,48	4,80	6,01	5,18
Single women	4,39	4,71	4,84	4,27	4,11	3,49	4,17	3,59
Married men, no children	6,13	6,32	6,37	6,39	6,64	5,91	6,20	5,89
Married women, no children	3,42	4,51	3,38	4,39	3,38	3,99	3,12	4,60
Married men, child aged 5-17	7,17	6,40	6,16	6,80	6,70	6,17	6,06	5,78
Married women, child aged 5-17	2,71	3,68	1,97	4,08	2,46	3,54	1,86	4,28
Married men, child aged <5	6,98	6,39	6,13	6,21	6,59	6,16	6,58	5,73
Married women, child aged <5	1,55	2,81	1,11	2,64	0,82	2,45	0,91	2,58

Source: Browning, Chiappori, Weiss (2014) *Economics of the family*

Table 5. Hours per day of home production

	US		Canada		UK		Norway	
	1975	2003	1971	1998	1975	2000	1971	2000
Single men	1,05	1,27	1,19	1,14	0,61	1,28	1,12	1,19
Single women	2,06	1,72	1,84	2,03	2,47	2,34	2,74	1,77
Married men, no children	1,25	1,52	1,79	1,57	1,07	1,65	1,53	1,64
Married women, no children	2,88	2,51	3,80	2,77	3,38	3,02	4,20	2,47
Married men, child aged 5-17	1,18	1,52	1,56	1,63	0,97	1,70	1,61	1,93
Married women, child aged 5-17	3,63	2,83	4,55	3,29	4,01	3,37	5,48	2,75
Married men, child aged <5	1,10	1,38	1,83	1,66	0,90	1,42	1,37	1,64
Married women, child aged <5	3,67	2,64	4,79	3,03	4,13	3,03	5,03	2,65

Source: Browning, Chiappori, Weiss (2014) *Economics of the family*

Table 6. Hours per day of childcare

	US		Canada		UK		Norway	
	1975	2003	1971	1998	1975	2000	1971	2000
Single men	0,03	0,08	0,03	0,04	0,02	0,03	0,02	0,04
Single women	0,36	0,48	0,15	0,43	0,23	0,47	0,19	0,33
Married men, no children								
Married women, no children								
Married men, child aged 5-17	0,20	0,57	0,14	0,10	0,06	0,26	0,23	0,32
Married women, child aged 5-17	0,65	1,13	0,64	0,77	0,30	0,58	0,65	0,59
Married men, child aged <5	0,40	1,24	1,21	1,47	0,28	1,04	0,54	1,23
Married women, child aged <5	1,63	2,67	2,16	2,97	1,28	2,57	2,08	2,61

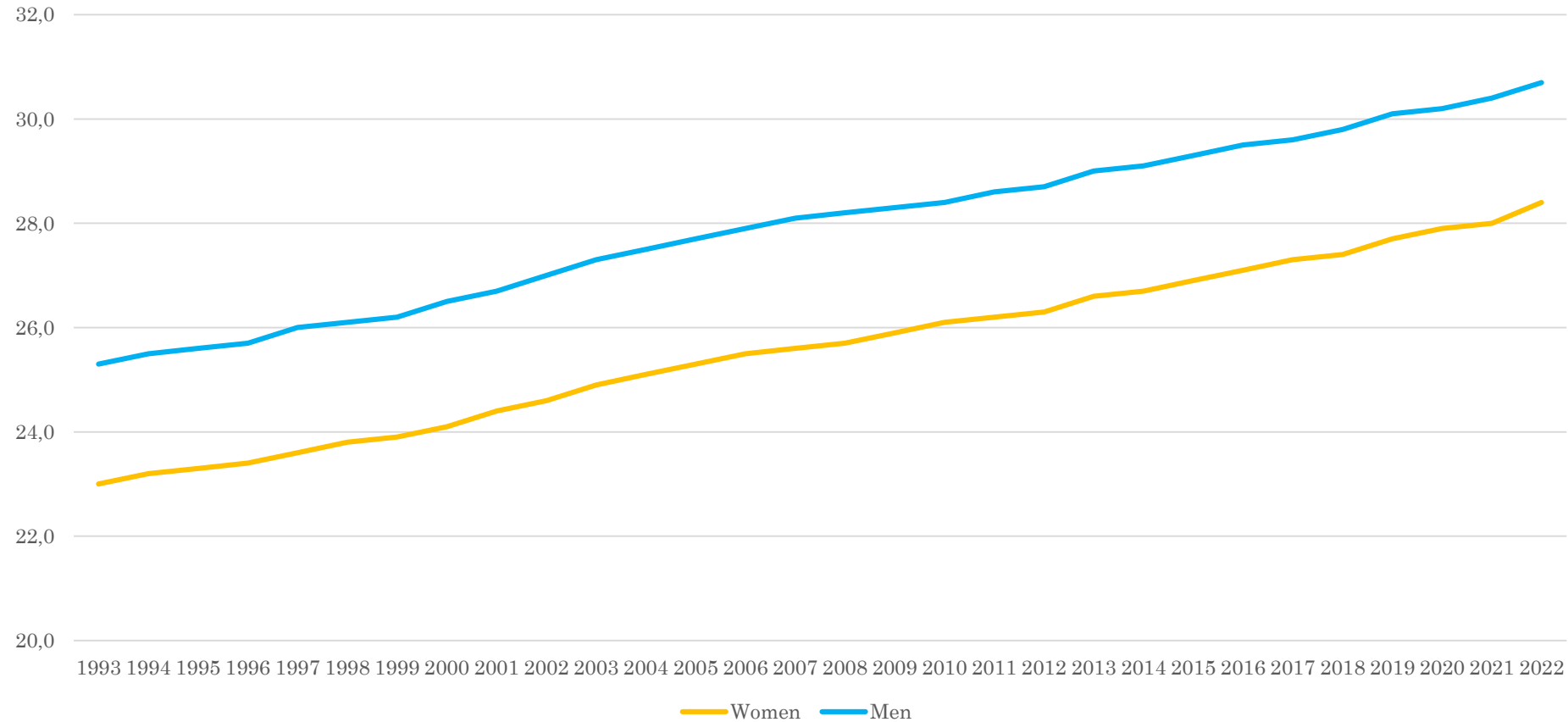
Source: Browning, Chiappori, Weiss (2014) *Economics of the family*

Table 7. Labor force participation of women and men in ten countries

	Men					Women				
	1965	1975	1985	1995	2005	1965	1975	1985	1995	2005
US	80,7	77,9	76,3	75,0	73,3	39,3	46,3	54,5	58,9	59,3
Canada	79,9	78,4	77,4	72,7	72,7	33,8	44,4	54,9	57,3	61,4
Australia	85,1	82,2	76,7	74,6	73,0	34,8	44,5	47,1	54,7	58,1
Japan	81,1	81,2	77,9	77,5	73,1	48,8	44,8	47,6	49,3	47,7
France	79,2	74,4	68,4	63,4	63,3	38,2	41,7	46,4	48,2	51,1
Germany	80,9	73,4	70,1	68,1	63,9	40,0	39,3	41,1	47,1	49,6
Italy	77,5	70,6	65,3	61,6	61,1	27,8	26,8	30,7	34,4	38,2
Holland	-	80,0	73,8	69,8	72,7	-	29,5	37,9	48,1	57,8
Sweden	82,2	77,0	72,5	68,9	67,8	46,6	55,2	61,5	59,5	59,7
UK	85,4	81,2	76,1	72,0	70,5	41,7	46,6	50,7	53,5	56,2

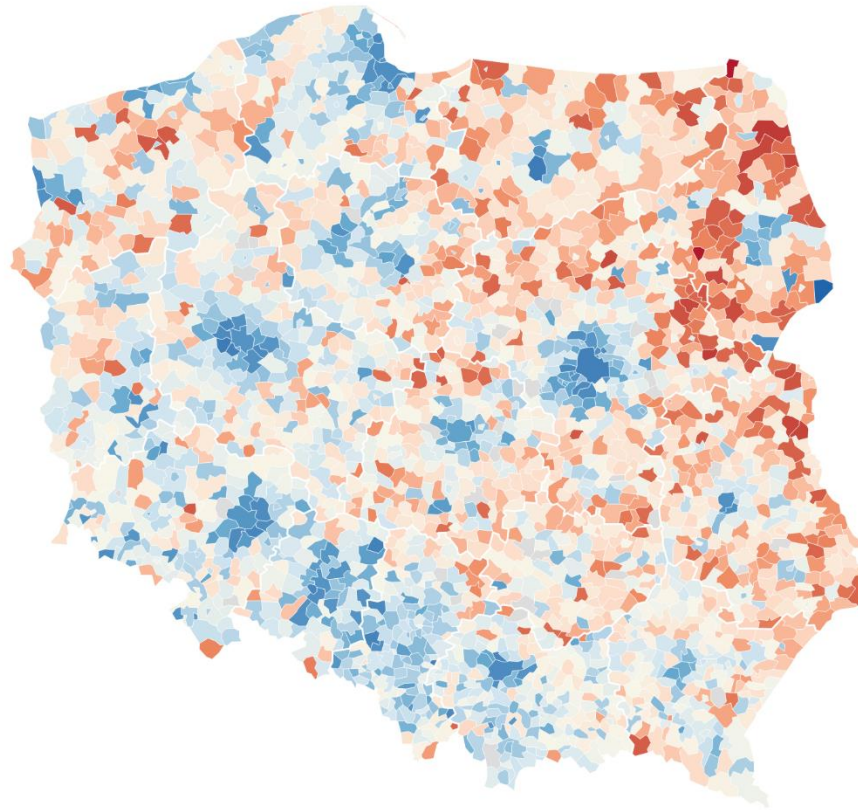
Source: Browning, Chiappori, Weiss (2014) *Economics of the family*

Mean age at marriage in Poland, 1993-2022



Source: Eurostat

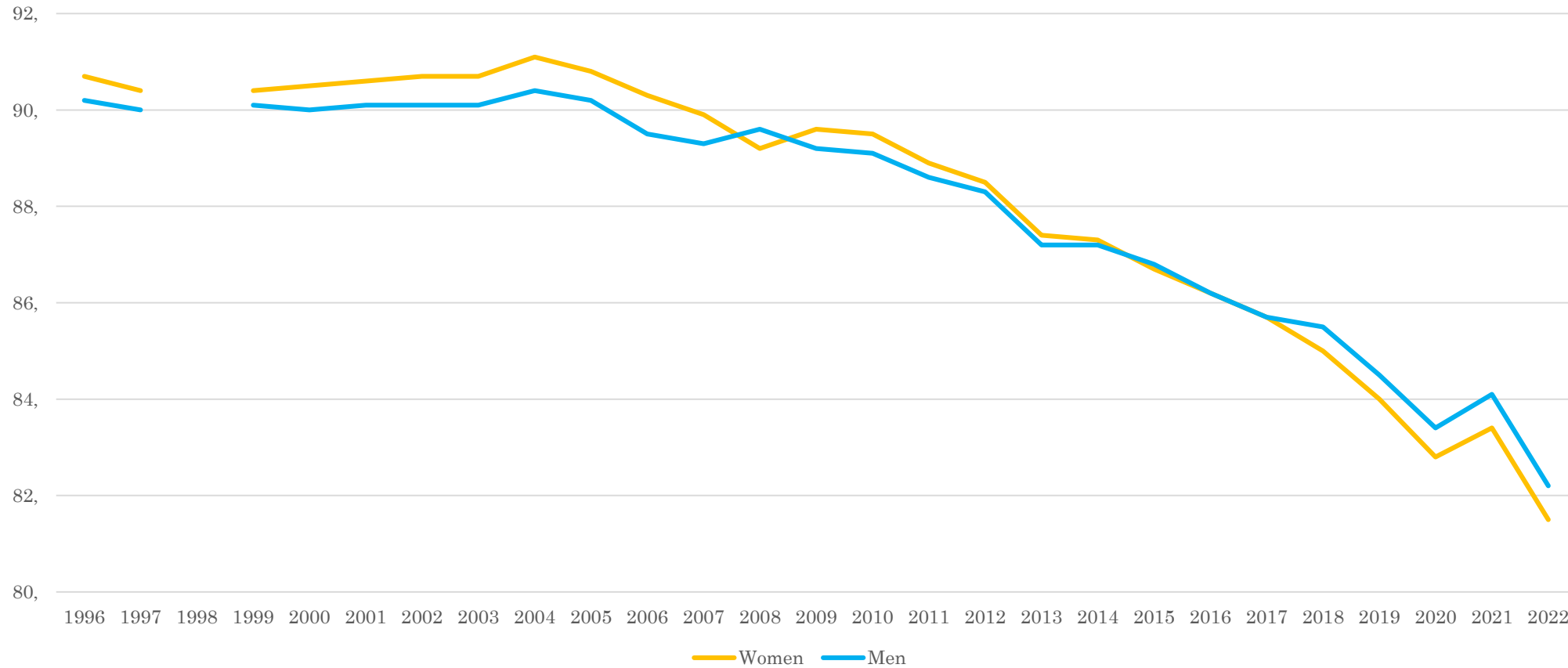
Feminisation rate in 20-39 age group, 2023



Created with Datawrapper

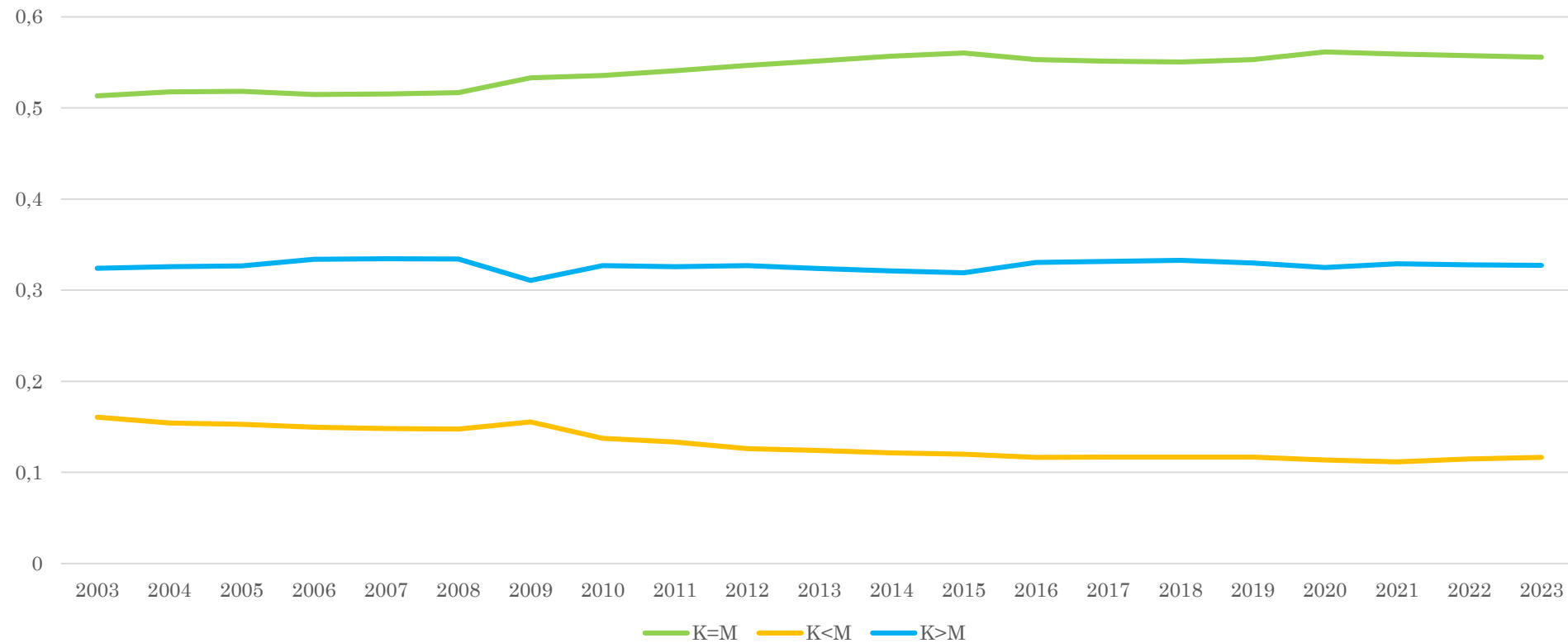
Source: GUS

Share of first marriages in all marriages in Poland, 1996-2022



Source: Eurostat

Marriages in Poland by education of bride and groom, 2003-2023



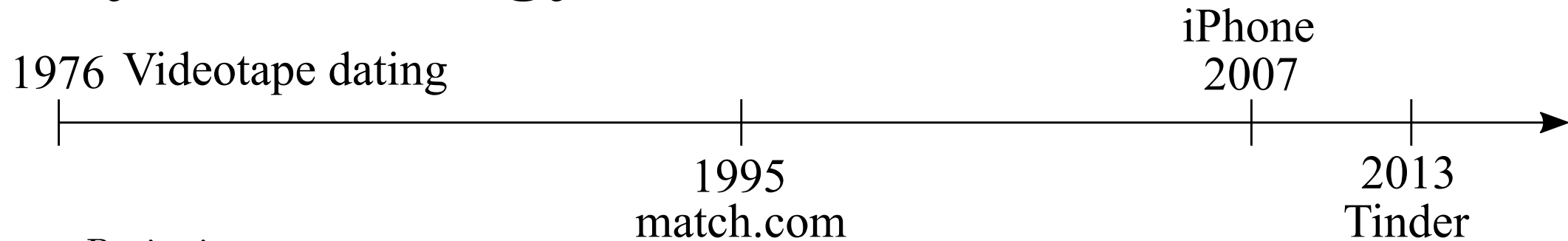
Source: GUS

Marital search:
now and before

Searching for a partner in the past

- Prior to 20th century
 - Limited marriage market
 - Courtship under watchful eyes of parents
- The invention of dating
 - Appeared first in the working class at the dawn of the industrial age
 - Difficult beginnings (camouflaged prostitution?)
 - In the mid 10s even the middle classes considered “dating” legitimate
 - The role of shifting demographics (fewer children → more school) and institutional changes (co-education at colleges)
 - Bicycle and automobile

Penetration of the marriage market by technology



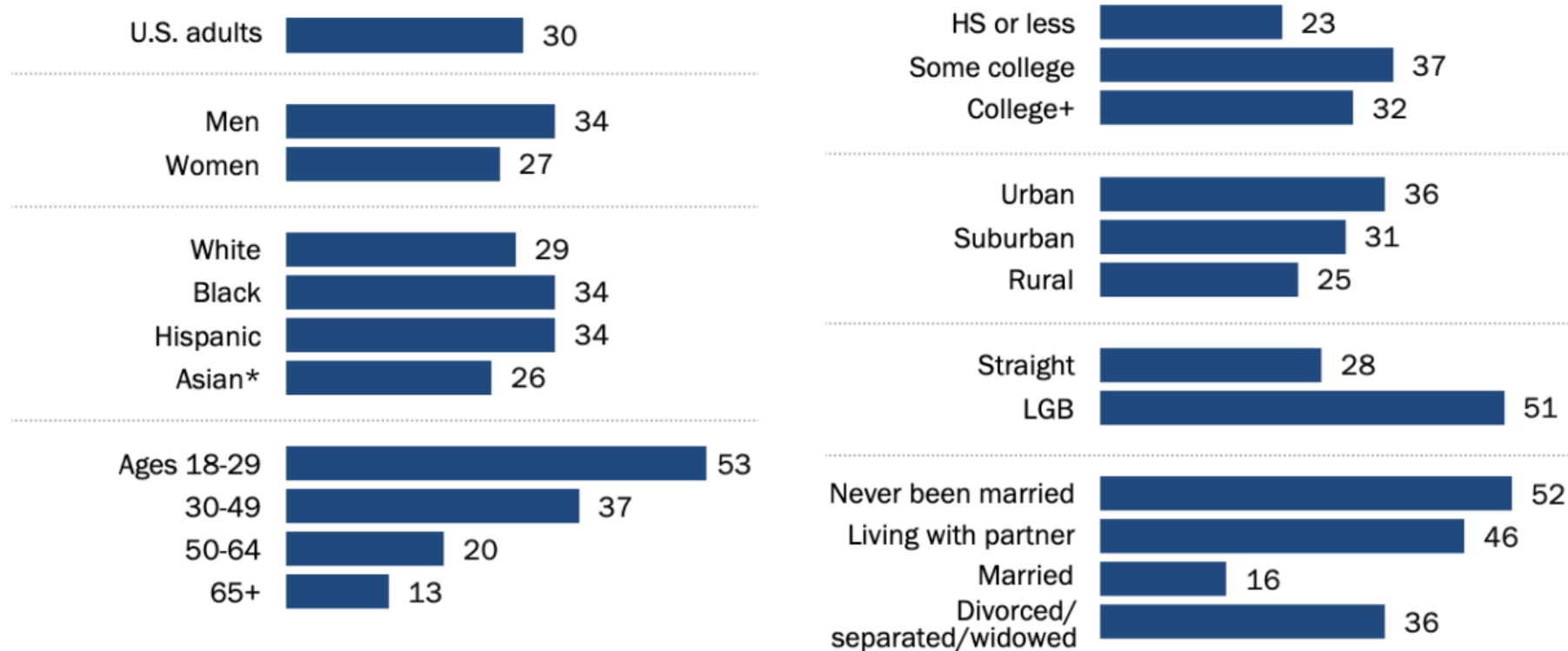
- Beginning
 - A first website dedicated to online dating: match.com (1995)
 - Spread of online dating among homosexual couples and geeks
 - Subsequent groups are joining in: heterosexual individuals after the break-up of a long-term relationship
- After 2010, smartphones take over
 - More immediate, personal, and public
 - Tinder (2013)
- Currently
 - The most popular way for Americans to meet people of the opposite sex (since around 2013)

Pew Research Center, Survey of US adults (2022)

„From looking for love to swiping the field: Online dating in the US”

- The study included 6,034 adult Americans
 - 4,996 came from the nationally representative ATP panel
 - 1,038 were an oversample of LGB individuals from the Ipsos KnowledgePanel
- 3 in 10 adults in the U.S. have ever used a dating app or site (DAS)
- 9% of American adults used a dating app or site in the year preceding the study
- 1 in 10 American adults in a relationship met their partner on a dating app or site
 - Among individuals aged 18-29, this statistic is 1 in 5
 - Among LGB individuals, this statistic is nearly 1 in 4

Demographics of the DAS users in the US



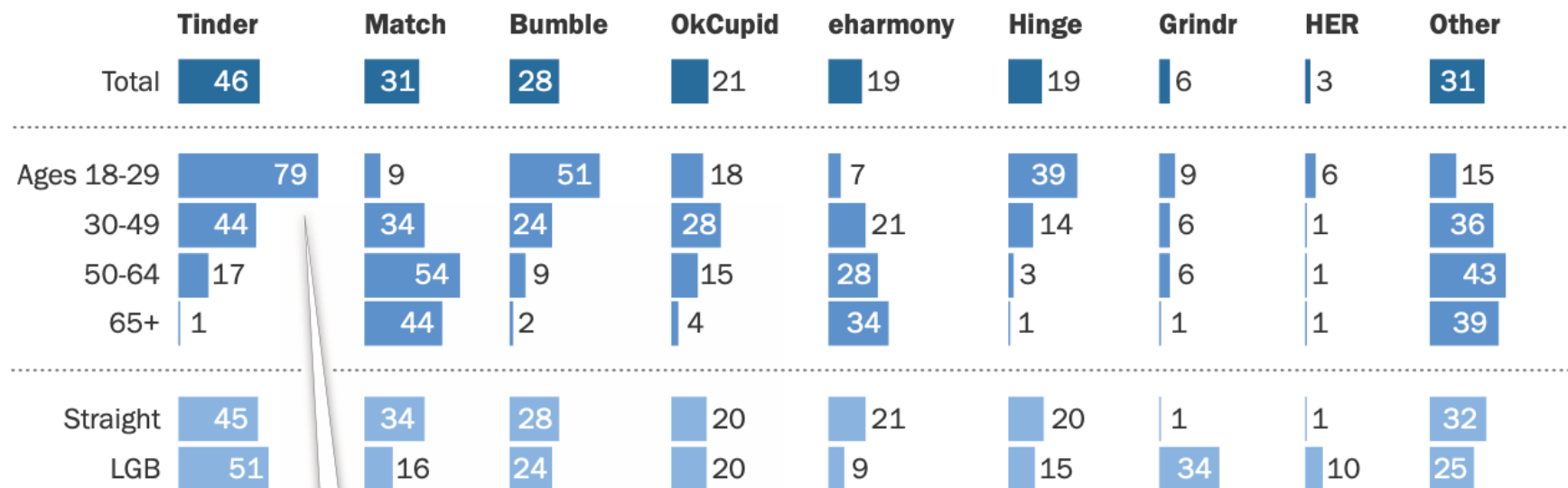
* Estimates for Asian adults are representative of English speakers only.

Note: White, Black and Asian adults include those who report being only one race and are not Hispanic. Hispanic adults are of any race.

LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes.

Source: Survey of U.S. adults conducted July 5-17, 2022. "From Looking for Love to Swiping the Field: Online Dating in the U.S."

Popularity of DAS



79% of U.S. online dating users ages 18 to 29 have ever used Tinder.

Note: Online dating users refers to those who have ever used a dating site or app. LGB refers to those who are lesbian, gay or bisexual; these groups are combined because of small sample sizes. See topline for a list of the most common other dating sites or apps mentioned. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted July 5-17, 2022. "From Looking for Love to Swiping the Field: Online Dating in the U.S."

PEW RESEARCH CENTER

Pew Research Center, Survey of US adults (2022)

„From looking for love to swiping the field: Online dating in the US”

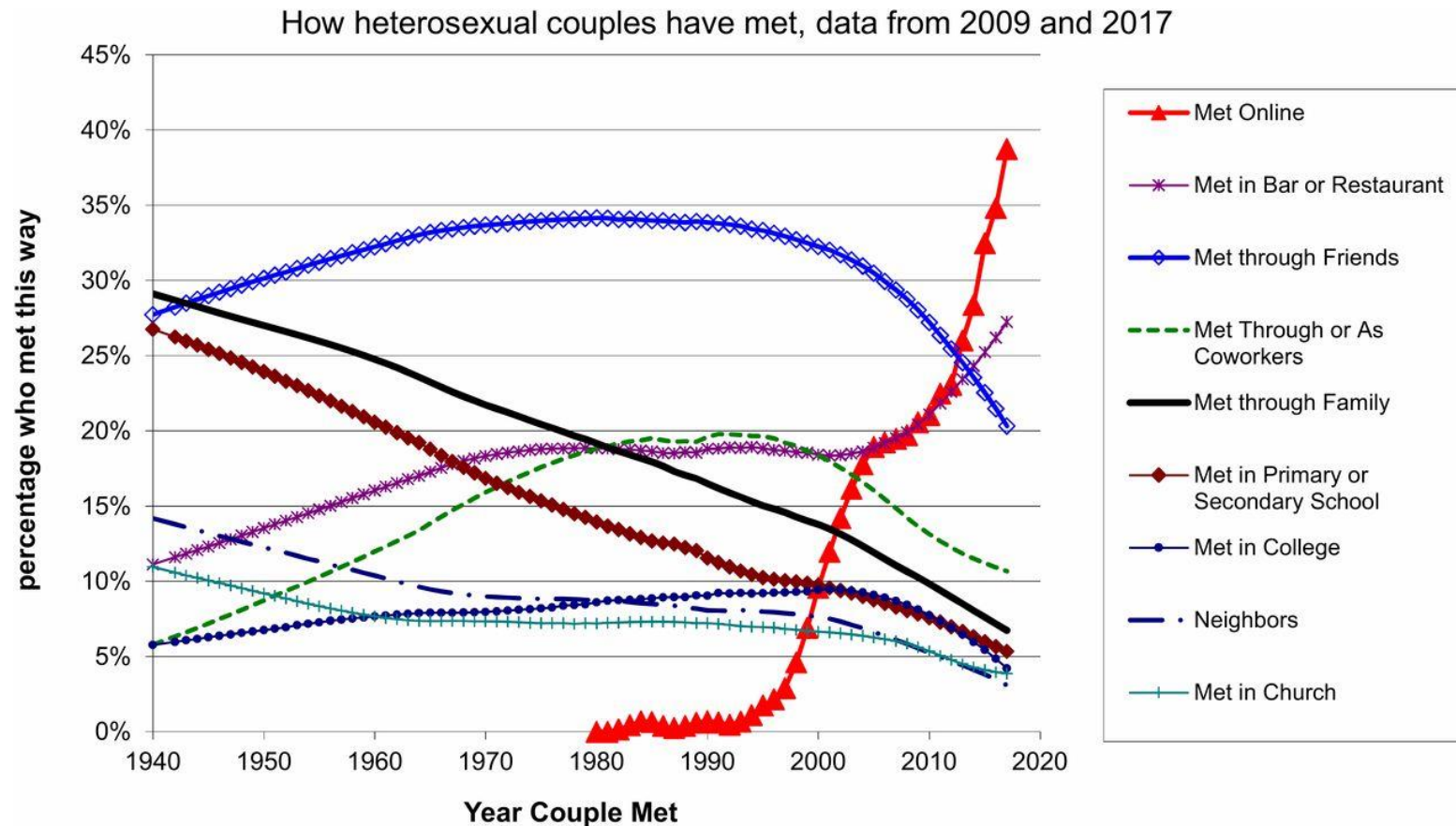
Women more often than men

- Felt **overwhelmed** by the number of messages received (54% vs 25%)
- Used DAS to find a long-term partner (48% vs 42%) or to make new connections (24% vs 20%)

Men more often than women

- Experienced **self-esteem issues** due to receiving few messages (64% vs 40%)
- Used DAS to date casually (43% vs 37%) or for casual sex (31% vs 13%)

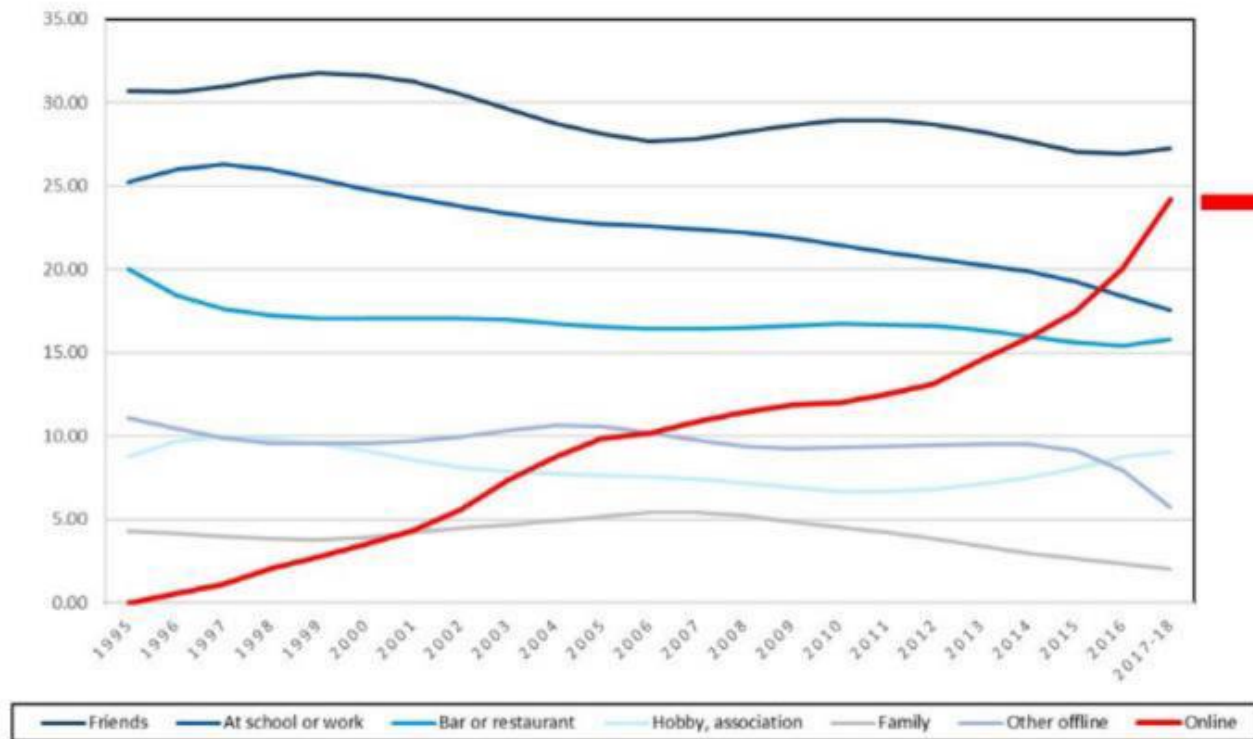
How heterosexual couples in the US have met?



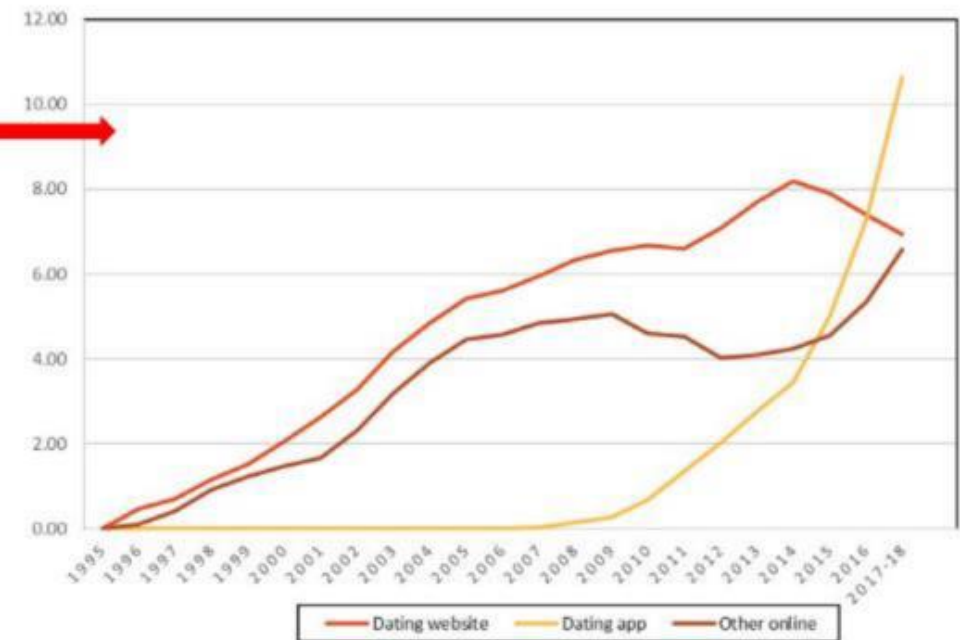
Source: Rosenfeld, Reuben i Hausen (2019) „Disintermediating your friends: How online dating in the United States displaces other ways of meeting”, PNAS.

How couples in Switzerland meet?

A. THE MEETING CONTEXTS OF HETEROSEXUAL COUPLES IN SWITZERLAND, 1995-2018



B. THE ONLINE MEETING CONTEXTS OF HETEROSEXUAL COUPLES IN SWITZERLAND, 1995-2018



Source: Potarca (2020) „The demography of swiping right. An overview of couples who met through dating apps in Switzerland”, PLOS One.

PBI i Gemius (Poland)

- In January 2024, websites and apps in the "dating" category:
 - Were visited by 5.5 million people
 - Had an average of 658.6 thousand visitors per day
 - Recorded 263.8 million page views
 - Were viewed for an average of 15 minutes and 39 seconds per day
- Men visited DAS more often (62.63%) and spent more time on them on average (17 minutes and 42 seconds) than women (11 minutes and 15 seconds).
- 1.8 million (nearly 1/3) of those who visited DAS in January 2024 were between the ages of 25 and 40.