



## eharmony Debuts the Dating Diaries 2024 Trends Edition: Playbook for Dating, Sex and Relationships

Goodbye 2023, hello 2024. eharmony's **Dating Diaries report** is back, uncovering all the dating, sex, and relationship trends Canadians are experiencing right now and in the year ahead.

To start, we reexamine dating in or out of someone's "league" and define the new leagues for 2024. For example, while Gen Z singles define leagues as **physical attractiveness 76%**, **financial stability 39%**, and **professional success 32%**, the top quality they look for in a partner is actually **humor (24%)**. We also make strong predictions about 2024 sex trends, aka we're leaving body count stigma in 2023, with **58% of Gen Z singles not planning to ask their new partners how many people they've slept with**. And finally, we look at the biggest love life regrets in 2023 and how that will impact dating in 2024.

Sit back and read on — here's your perfect playbook to map out your year and ace those dating resolutions in 2024.

### **Game Changer: New Dating Leagues for 2024**

The concept of dating in or out of someone's "league" is nothing new. In fact, we found **67% of single Millennials have dated someone "out of their league"** at some point, and **26% of Gen Z singles prefer to date people "out of their league."** But have the ways we think about leagues evolved over time with new generations on the dating scene? We explored the classic dating term and defined new "leagues" for 2024:

#### **Gen Z 2024 Dating Leagues**

*The top qualities Gen Z singles look for in a partner:*

- Humor: **24%**
- Emotional intelligence: **24%**
- Physical attractiveness: **19%**

#### **Millennial 2024 Dating Leagues**

*The top qualities single Millennials look for in a partner:*

- Humor: **24%**
- Emotional intelligence: **20%**
- Intelligence: **18%**

*"eharmony has coined **new dating leagues for 2024**, which shed light on the current values daters have and how they impact today's dating landscape. Gen Z and Millennials are becoming culture shifters in regard to mental health, quality of life, and healing. It makes sense that their interests in a partner are rooted in qualities such as emotional intelligence, humor, and intellect,"* shares Minaa B. an eharmony



relationship expert. *“The impact of dating in and out of one's league can have both good and bad implications for mental health. When dating someone perceived as ‘out of their league,’ daters may experience feelings of insecurity and inadequacy. You might feel intimidated by the person you are trying to pursue or feel threatened and assume you have competition when you are not secure in who you are and what you can offer. On the other hand, if someone feels that they are ‘dating within their league,’ that can lead to more satisfaction in the relationship. When individuals perceive themselves as being on the same level as their partner, it can create a sense of comfort and mutual understanding, enhancing the overall connection and compatibility. Overall, the key to navigating the complexities of dating, both within and outside of one's perceived league, is communication, mutual respect, and focusing on developing meaningful connections.”*

### **New Year, New Desires: Committing to “Sexolutions”**

When it comes to sex, singles and people in relationships alike are looking for change in 2024, with **19% of singles hoping to experiment with more sex positions**. Here are the **2024 new year “sexolutions”** across generations:

- **We’re saying goodbye to body count stigma:** Only 20% of singles say the number of people their partner has slept with matters a lot to them, and 66% of singles don’t plan to ask their next partner about their body count.
- **We’ll aim to close the orgasm gap:** Only 32% of those in relationships always orgasm with a partner, however, 50% feel that an orgasm is very important. Additionally, 17% have ended a relationship if they weren’t able to orgasm with a partner, peaking at 21% of Millennials.
- **Gen Z will become more open about their desires:** Gen Z in relationships were most likely to communicate sexual wants nonverbally during sex with a partner (**50%**). And in 2024, **35%** are prioritizing communicating their sexual needs to their partners.
- **Millennials will have the most sex:** 37% of single Millennials want **more sex** in 2024, higher than Gen Z (28%).

*“The strength of our connection with partners isn’t dependent on how much experience we bring to the table, or even the frequency of sex. When it comes to building intimacy, it’s the quality of our communication that has the greatest impact on whether or not we will leave an interaction feeling fulfilled,” shares Casey Tanner, an eharmony relationship and sex expert. “Because many of us have learned that it’s not okay to speak openly about sex, we may find ourselves on a steep learning curve when it comes to discussing our sexual desires - and that’s okay! Rather than shaming ourselves for being a partner in progress, we can commit to trying something new and staying curious about how it feels. Try discussing your feelings about sex while taking a walk, rather than right after sex or while sitting face to face. Create a sexual bucket list and move through one idea at a time. Stay away from*



*performance-oriented goals, and find pleasure in the process of getting to know yourself in this new light.”*

### **2024 Dating Forecast: Intentional Dating and Meaningful Connections Ahead**

With 2023 coming to a close, Gen Z is looking back and wondering, *what if?* In fact, **42% of Gen Z singles have dating regrets from 2023**, the highest among the generations. Gen Z’s top regret in their love life: wishing they had prioritized themselves over dating (**31%**), while Millennial singles wish they had prioritized dating and meeting new people (**31%**). How does this wishful thinking impact dating in 2024? Here are the top dating trends for the year ahead:

- **Increase in long term and intentional dating for Gen Z:** Gen Z singles aren’t letting the past hold them back. Their #1 dating goal for 2024 is to find a long term relationship (**46%**), followed by dating intentionally (**42%**).
- **Millennials in relationships will prioritize boundaries:** While single Gen Z is becoming more intentional, Millennials are prioritizing strong relationships, with **38%** wanting a healthier relationship in 2024.
- **Couples will take their relationships to new heights:** **28%** want to explore their sexuality more and **19%** want to get engaged or married, spiking at **28%** among Millennials.

*“This year Gen Z had the highest number of dating regrets, with 17% stating being love-bombed as their biggest from the year. This represents the latest dating trend for 2024 — **avalanching** — when being love-bombed reaches new heights during the winter months and you try to get out of the relationship before it comes crashing down on you,” Laurel House, an eharmony relationship expert, explains. “To get out of a dating regret rut, daters are intentionally setting up 2024 differently. In order to reset and restart in a healthy way, daters should take a broader look at all of their dating encounters, and realize that in order to change your love life, your associations, actions, and attitudes must align with your renewed mindset.”*

### **ABOUT THE DATING DIARIES REPORT**

The Dating Diaries 2024 Trends Edition: Playbook for Dating, Sex and Relationships report was commissioned by eharmony and conducted by Harris Interactive. The survey was fielded online between September 20th, 2023 and October 3rd, 2023 and surveyed over 1,600 participants. Participants qualified if they were aged 21+ and were either married, cohabiting, in a relationship, or were currently dating. Results were weighted to be nationally representative by age, gender, and region.

### **About eharmony**

Los Angeles-based eharmony has helped over 2 million people find real love. As one of the original dating platforms, eharmony has been at the forefront of creating meaningful relationships based on its



innovative Compatibility Matching System. The company operates in the United States, Canada, the United Kingdom and Australia. For more information visit [www.eharmony.com](http://www.eharmony.com) or download the app available on both iOS and Android.

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