

# Racism And The Racial Divide In

## Online Dating

Racial preferences in dating are something that most people have as all people are attracted to different physical traits. While some online daters do have an open mind and care more about the person than their race or cultural background, certain demographics are more likely to have strict requirements concerning the races and cultures they are willing to interact with. Having this information can make it easier for online daters to meet their match.



Approximately **39% of people** strongly support interracial marriage and believe it is good for society.

39%

About **20% of online daters**

said that they would be willing to date a person who had a vocal racial bias against at least one other race.



When looking at all races, about **30% of adults say** they have a strong preference toward only dating within their race.

Approximately **45% of black women** and **65% of white women**

strongly prefer to only date men that are the same race as they are.



16%

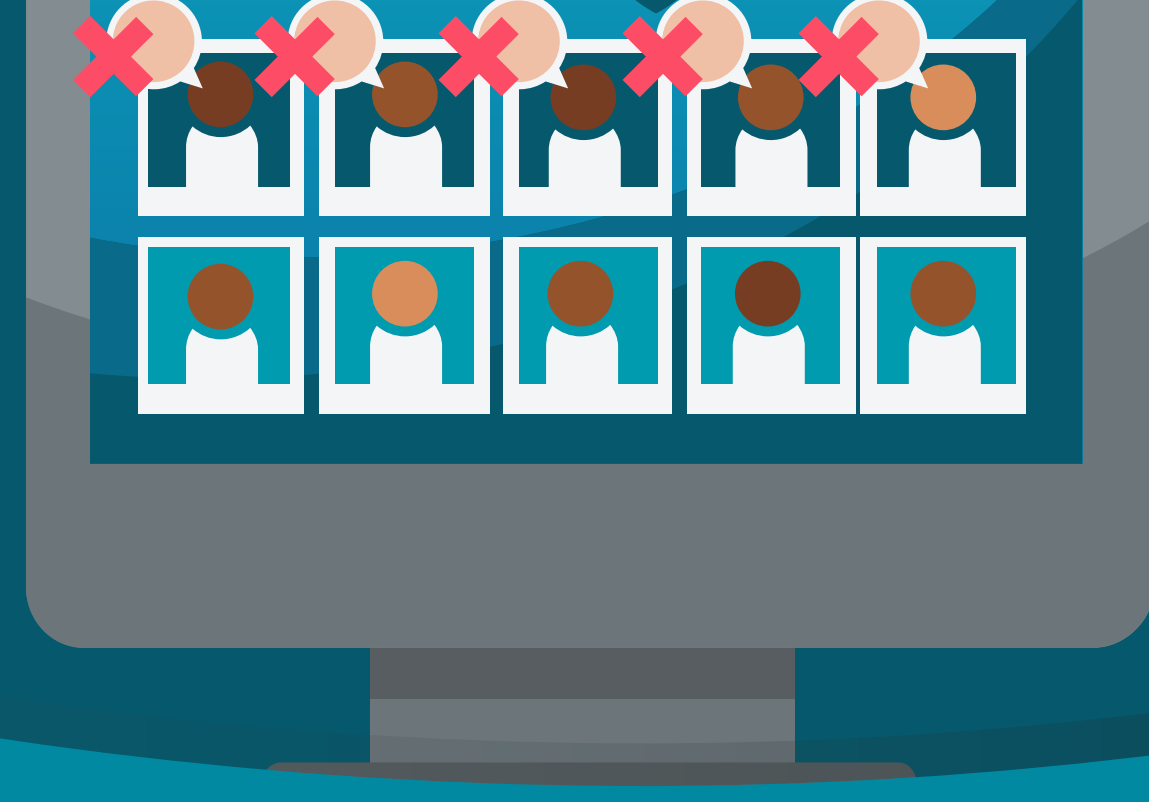
15%

Only **16% of Latino women** and **15% of Latino men** prefer to date a fellow Latino.

More than **50%** of all white online daters say that they **are not willing to date outside their race.**



Approximately **50% of all non-white people** on online dating sites say that they have experienced racial discrimination at least once.



Compared to white people messaging black people, black people are **10X more likely to initiate communication** with white people.

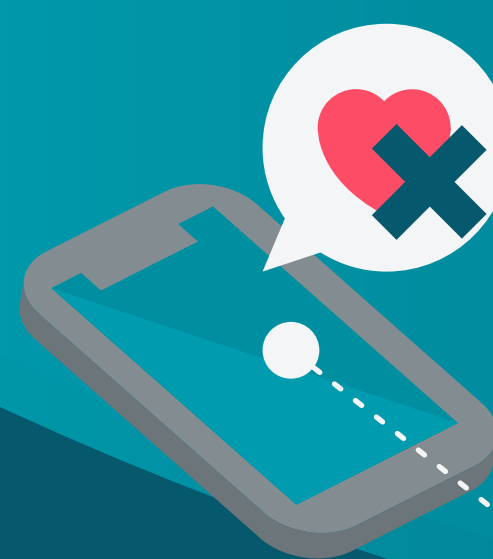


Black men tend to respond most often to white women. **They respond to about 54% of the messages** that they get from white women

54%

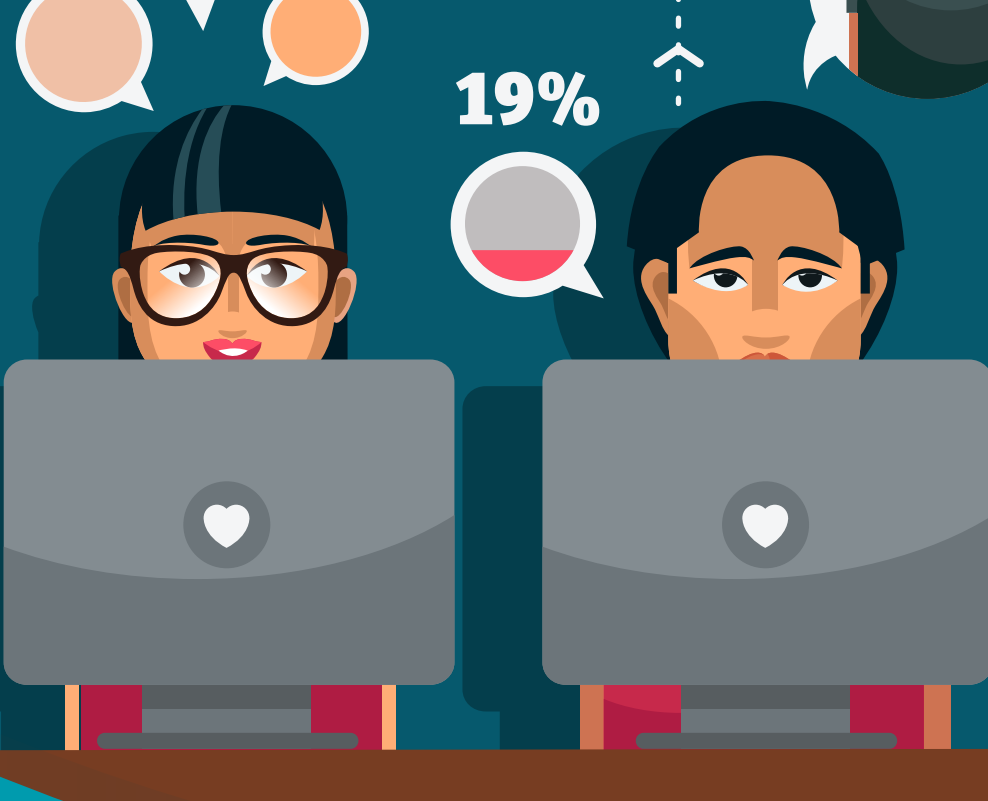
**Black women and Asian men get the fewest responses**

when they initiate contact on an online dating site compared to men and women from other races.



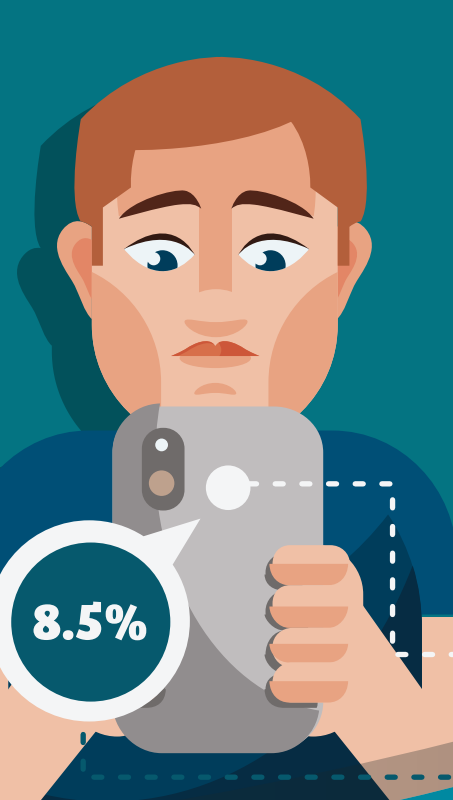
Asian women are the most open to interracial dating, while Asian men are most likely to respond to Hispanic women. When contacted by Hispanic women, Asian males respond to them about 19% of the time, meaning Asian males respond to them more than any other race.

19%



3.3%

Black men **respond to Asian women 26% of the time**, but Asian women only respond to black men about **3.3% of the time.**



8.5%

White men respond to black women about **8.5% of the time**, making it least likely for white men and black women to connect on an online dating platform.

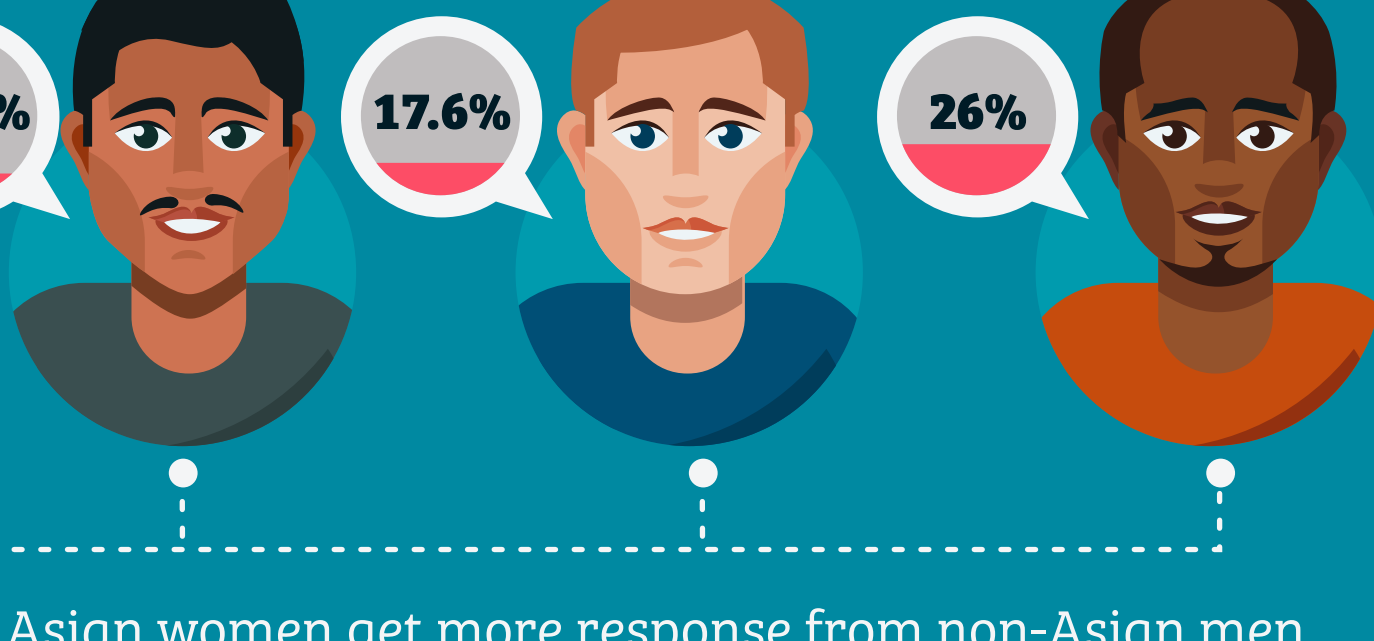


15.8%

17.6%

26%

Asian women get more response from non-Asian men. Approximately **15.8% of Hispanic men**, **17.6% of white men** and **26% of black men** respond to Asian women.



21%

African Americans who graduate from college are more likely to marry someone of a different race.

**Approximately 21% of African Americans with a college degree marry outside of their race.**



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