

PlentyOfPersonality Study

A cross-section of the interests, hobbies and pastimes of singles across America

Helping shed light on the pursuits of singles across America, the PlentyOfPersonality Study has identified the top interests, hobbies and pastimes of singles in 11 major markets across the country, providing a better understanding of singles and their “types”.

Using an interest-based algorithm developed by PlentyOfFish’s Senior Data Scientist, the study examined over 10 million heterosexual singles over the age of 21 years old. To compile the data, the Research Team computed top interests appearing on users profiles into 20 personality archetypes, ranking each interest from high to low based on the frequency they appeared. The 20 archetypes are each comprised of a unique subset of interests and hobbies specific to the group.

Personality Archetypes	Top interests*
Artist	art, write, draw, paint, poetry, design, fashion
Bar Game Buff	play, bowl, movie, pool, shoot
Cultured Urbanite	travel, wine, dine, concert, explore, museum
Curious George	people, laugh, learn, interest, meet, smile, adventure, joke
Eternal Optimist	love, life, enjoy, open happiness
Family First	family, friend, time, hang, kid
Fast and Furious	fast, classic, tattoo, ring, auto
Happy Go-Lucky	people, laugh, learn, interest, meet, smile, adventure, joke
Health Buff	yoga, cook, lift, healthy, exercise
Intellectual	history, nature, science, politics, culture, world
Live Event Fan	concert, comedy, show, festival
Mainly Mainstream	movie, sport, music, relax, cook, work
Pinteresters	dance, shop, craft, cook, puzzle
Romantic	beach, walk, cuddle, drive, quiet
Salt of the Earth	work, friend, sports, family, music
Social Butterfly	sport, active, travel, event, music
Sports Fanatic	football, basketball, baseball, hockey, ufc
Weekend Warriors	fun, drink, money, party, lol, chill, date
Well-Rounded	exercise, theatre, read, movies, foodie, vacation
Outdoor Adventure	mountain, scuba, climb, boat, swim

*Interests listed on user profiles most commonly found in corresponding personality types

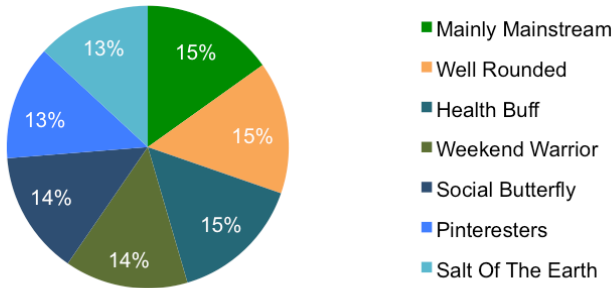
Additionally, the PlentyOfPersonality Study looks at the top Personality Archetypes within each city broken down by gender, helping determine which cities singles will have the best odds at finding a match.

The following provides a breakdown of the top Singles Silos across the country:

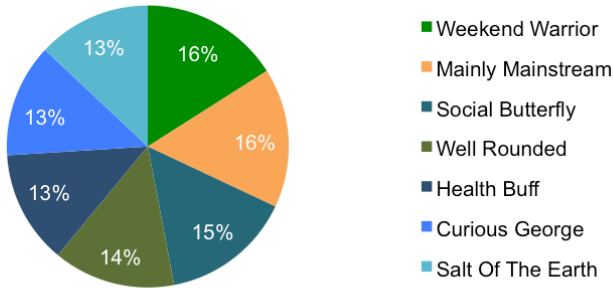
Boston

Single women in Beantown epitomize the city’s scholastic pedigree with most falling into the Cultured Urbanite and Pinterester categories, while men are more aligned with the Boston’s historic roots, identifying as Weekend Warriors.

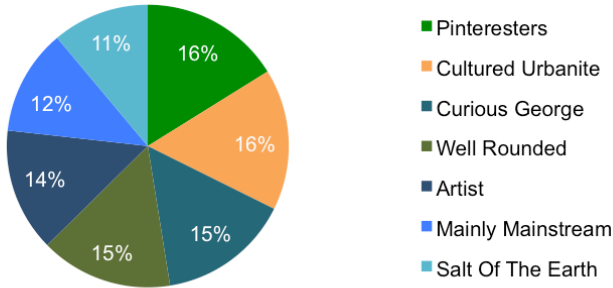
Boston Singles



Boston Single Men



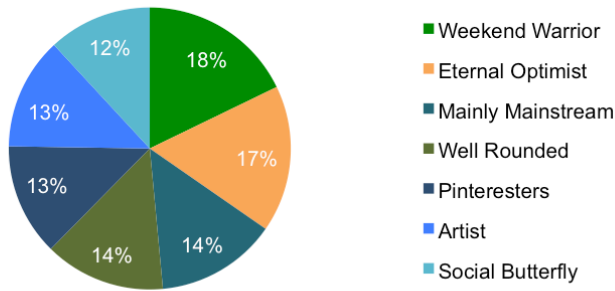
Boston Single Women



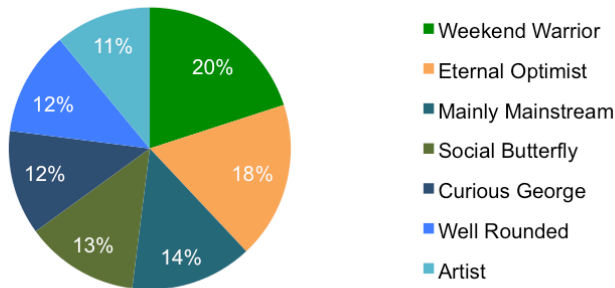
Chicago

Finding love in the Windy City may be easier said than done with the majority of men spending their time partying and watching sports, while single women prefer the finer things in life – however one thing Chicago singles can agree on is good food.

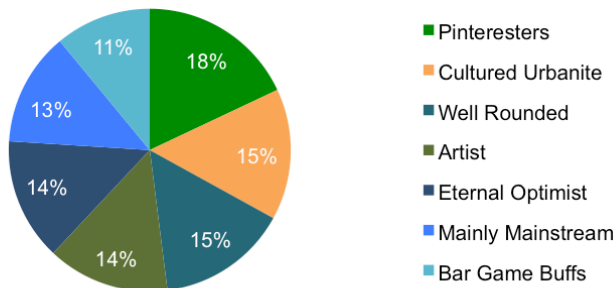
Chicago Singles



Chicago Single Men



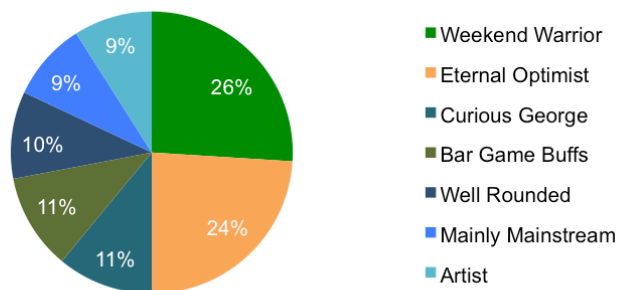
Chicago Single Women



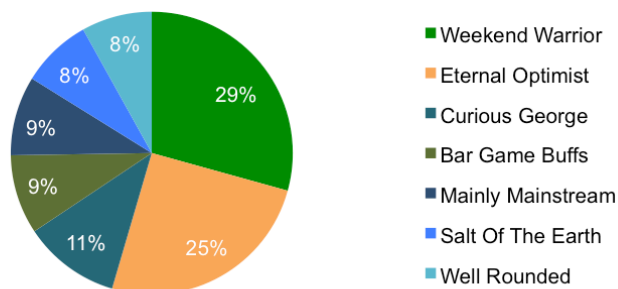
Detroit

No longer defined by recession, the percentage of Eternal Optimists is highest in Detroit, with nearly a quarter of singles landing in this category. The majority of Detroiters, however like to blow off steam outside of 9-5 and are best categorized as Weekend Warriors.

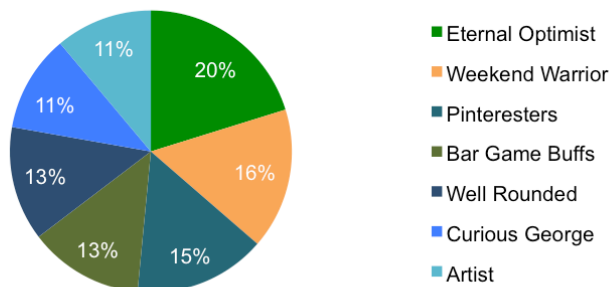
Detroit Singles



Detroit Single Men



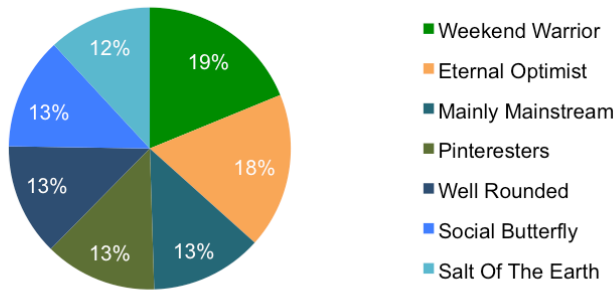
Detroit Single Women



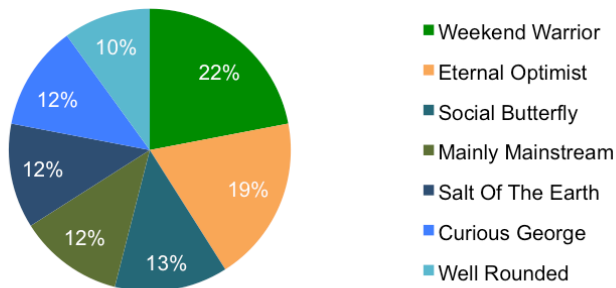
Houston

With craft giant Michael's headquartered in Texas, it's no surprise that the great number of women Pinteresters are found in Huston. However, when the ladies are getting their craft on, men in this city are focused on socializing, with the greatest number considered Weekend Warriors.

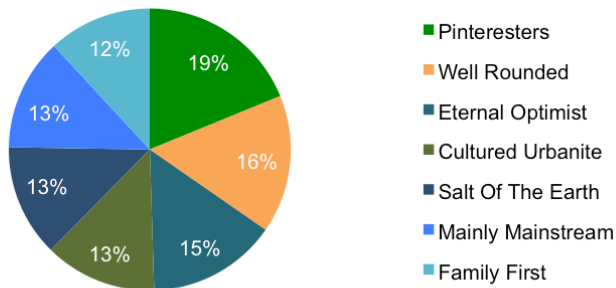
Houston Singles



Houston Single Men



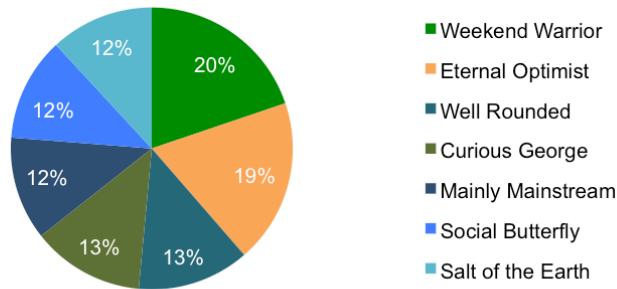
Houston Single Women



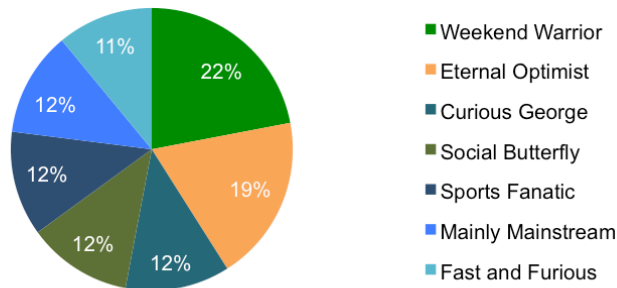
Jacksonville

The only city in the study home to Romantics, 12% of single women in Jacksonville are enamoured by long walks on the beach and cuddling, which may make things tricky when finding a match, since most men in the city have more macho tendencies.

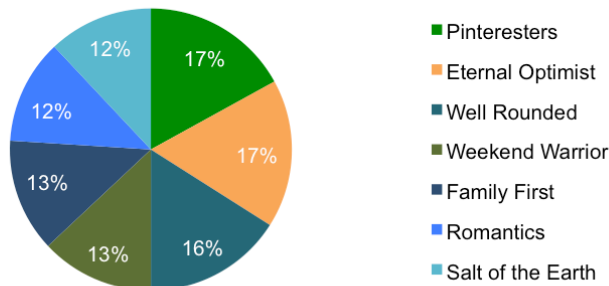
Jacksonville Singles



Jacksonville Single Men



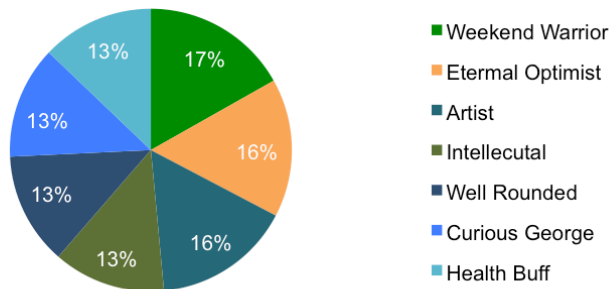
Jacksonville Single Women



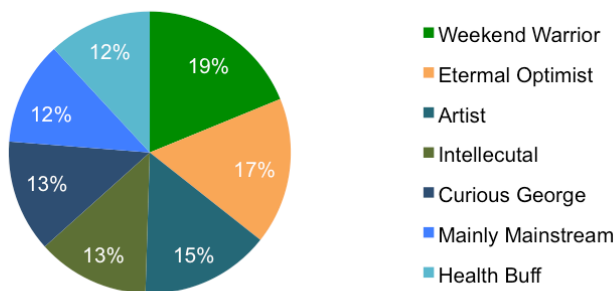
Los Angeles

Maintaining their position as the entertainment capital of the world, singles in LA love to party, have fun and make money – with most singles classified as Weekend Warriors. Also known as the land of the aspiring artist, a large percentage of singles fall into the Artist archetype, while close to year-round sunshine brings out the Eternal Optimist in a significant number. Both single men and women in LA share a passion for enjoying life and having a good time.

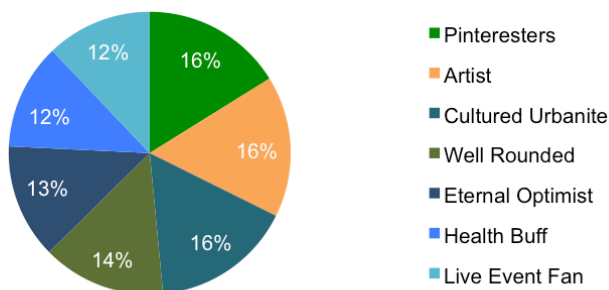
LA Singles



LA Single Men



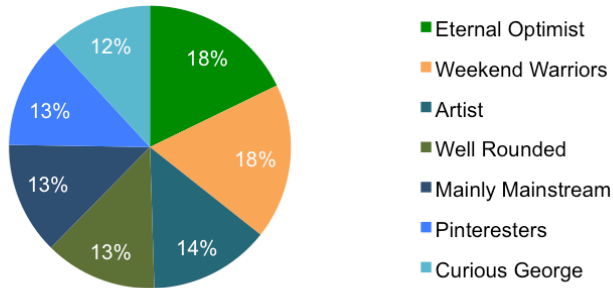
LA Single Women



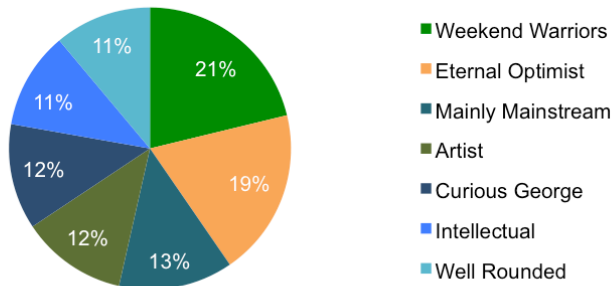
NYC

NYC singles may be a little sunnier than their all-black-wearing, sunglasses on, head down stereotype suggests. The majority are split between Eternal Optimists and Weekend Warriors. A larger percentage of single women compared to single men may however carry the brooding artist persona – with 18% and 15% identifying as Pinteresters and Artists respectively.

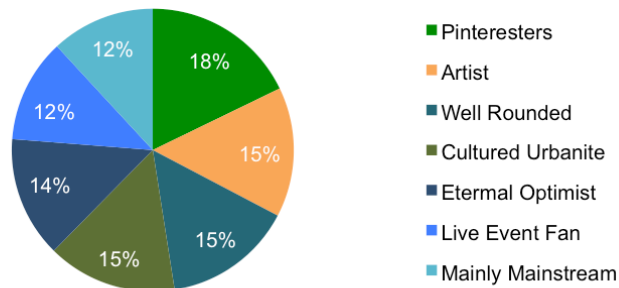
NYC Singles



NYC Single Men



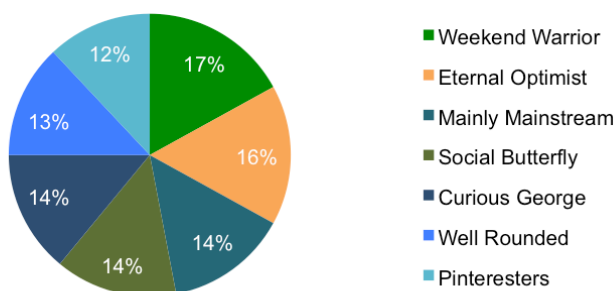
NYC Single Women



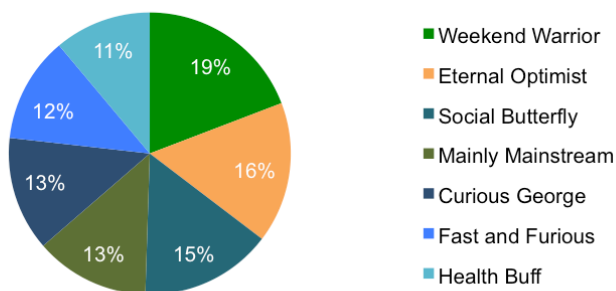
Phoenix

Singles in Phoenix are going on some very positive dates given Eternal Optimist ranks in the top three Singles Silo for both men and women.

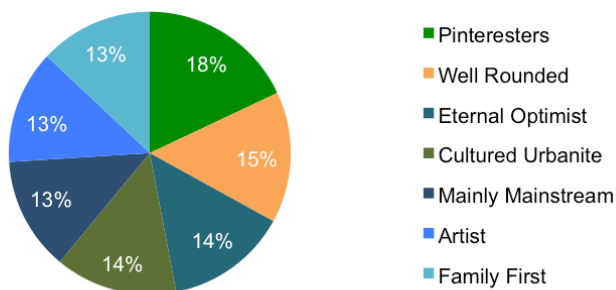
Phoenix Singles



Phoenix Single Men



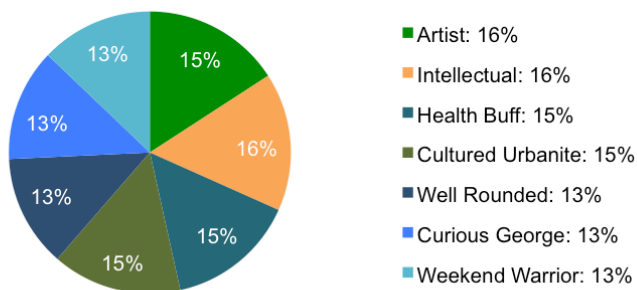
Phoenix Single Women



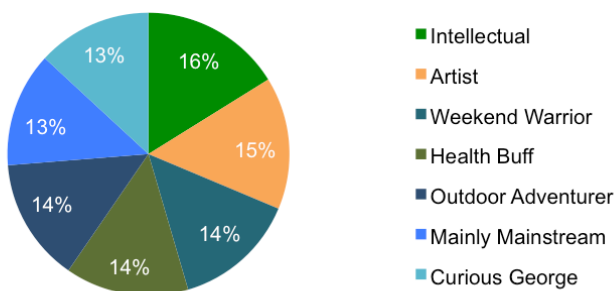
San Francisco

Unlike their Southern California counterparts, singles in San Francisco bond over Monet and Mozart rather than Moet and EDM with most identified as Artists and Intellectuals. 14% of both single men and women also consider yoga and lifting among their top interests.

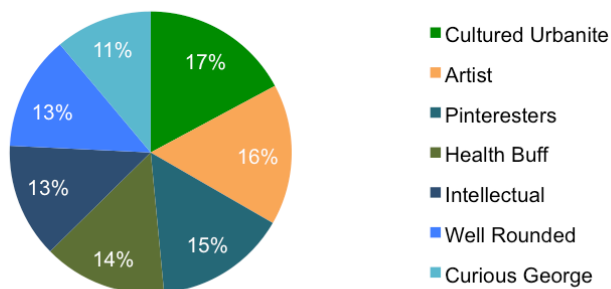
San Francisco Singles



San Francisco Single Men



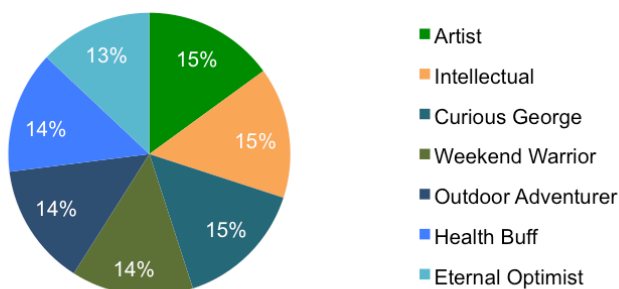
San Francisco Single Women



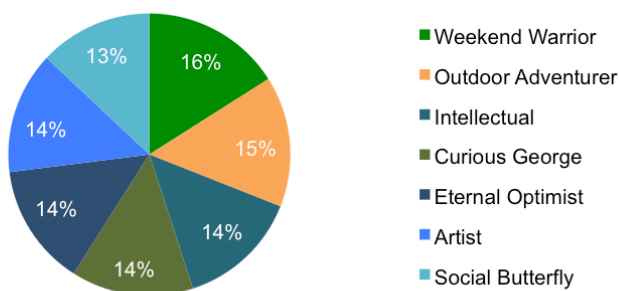
Seattle

With great coffee, attractions, and activity, the most common archetype among singles in Seattle are Artists, Intellectuals, and Curious George. Additionally, single men and women here compliment each other well, since guys have an added streak of Outdoor Adventure, while single ladies are more concerned with their health.

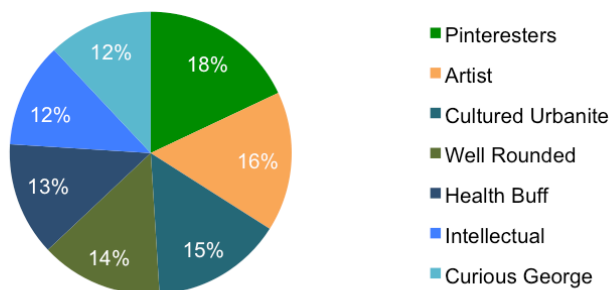
Seattle Singles



Seattle Men Single



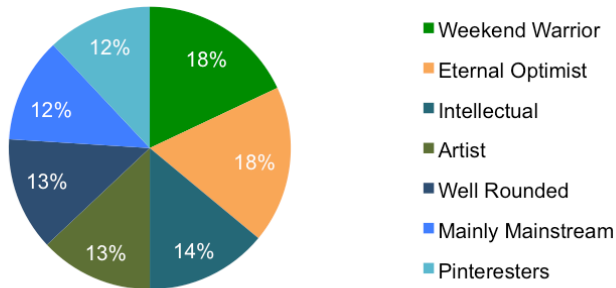
Seattle Single Women



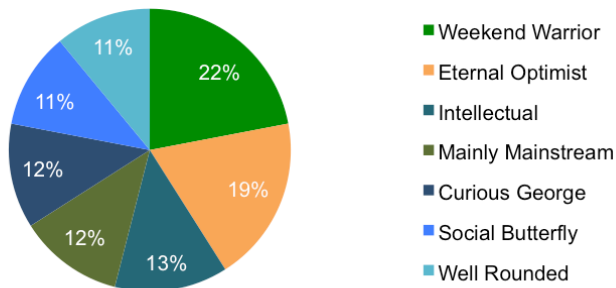
Washington, DC

It's not surprising that dates in Washington, DC are knowledgeable affairs with 13% of both men and women in town Intellectuals.

Washington Singles



Washington Single Men



Washington Single Women

