



## **New Research from eHarmony and Grammarly Spells Disaster for Men Looking for Love**

*Women are More Likely than Men to Disqualify an Otherwise Acceptable Love Match due to Poor Spelling*

**San Francisco, Calif. – February 12, 2014** – In preparation for Valentine’s Day, [Grammarly](#), the world’s leading automated proofreader, partnered with [eHarmony](#), the internet’s most-trusted relationship service provider, to determine if the written accuracy of a person’s online dating profile affects their chances for love.

Here’s what we learned:

- Spelling errors in a man’s online dating profile damage his prospects significantly. Compared to a man who makes zero spelling errors, a man with two spelling errors in his online dating profile is 14 percent less likely to receive a positive response from the average woman. Poor spelling by a woman, on the other hand, did not seem to have any impact on her chances of a positive match.
- Despite the fact that women are consistently more careful writers than men, the reverse holds true in online dating profiles. Women make nearly twice as many grammar, spelling, and punctuation errors per 100 words than men in their online dating profiles.
- Similarly, while men are usually the more succinct writers, they are wordier than women in their responses to questions in online dating profiles. Men’s responses averaged 72.8 words, versus 59.7 words from women, a 21.9 percent difference.

“eHarmony matches singles based on a deeper level of compatibility, not just likes and dislikes,” said Dr. Steve Carter, vice president, matching, eHarmony. “However, our research with Grammarly suggests that -- for men, at least -- a poorly written online dating profile can make you less desirable to potential matches.”

Men are known for [taking the initiative](#) in offline relationships, and today’s findings from eHarmony and Grammarly suggest that this may also hold true online. Not only do men write more in their online dating profiles, but they also write more meticulously because they are facing more competition. Women, on the other hand, can afford to take a more laid back approach -- resulting in more writing errors in their online dating profiles.

“Quality writing makes a good impression, whether in a resume or your dating profile,” said Brad Hoover, CEO, Grammarly.

If you’re looking to be matched with a highly select group of compatible singles, visit [www.eHarmony.com](#). Make sure to use [Grammarly](#) to check the writing in your online dating profile for more than 250 types of spelling, grammar, and punctuation errors -- and a better chance at lasting love.



**Methodology:** Grammarly reviewed 10,000 eHarmony male/female matches generated by eHarmony’s matching algorithm. Fifty percent of the matches advanced to a two-way communication, while the other 50 percent failed to advance. Each match consisted of long-form answers to two questions by a male and a female. The writing samples were scored by Grammarly’s automated proofreader for accuracy in grammar, spelling, and punctuation.

### **About eHarmony**

Santa Monica, Calif.-based [eHarmony, Inc.](#) was founded in 2000 and is a pioneer in using relationship science to match singles seeking long-term relationships. Its service presents users with compatible matches based on key dimensions of personality that are scientifically proven to predict highly successful long-term relationships. New peer-reviewed research published in Proceedings of the National Academy of Sciences (PNAS) ranks eHarmony as number one for producing the most marriages and the most satisfied marriages. Of all meeting places measured, eHarmony also had the lowest divorce rate.<sup>b</sup> On average, 438 people marry every day in the U.S. as a result of being matched on eHarmony, nearly 4% of new marriages.<sup>b</sup> Currently, eHarmony operates online matchmaking services in the [United States](#), [Canada](#), [United Kingdom](#), [Australia](#) and [Brazil](#).

<sup>b</sup>Based on data on 19,131 marriages from 2005 to 2012 by Harris Interactive, couples that met on eHarmony had significantly fewer breakups than couples who met via all other methods combined. Combining methods that account for less than 1% of marriages sampled.

### **About Grammarly**

Grammarly improves communication among the world’s 2+ billion English writers. Its flagship product, the [Grammarly Editor](#), corrects contextual spelling mistakes, checks for more than 250 common grammar errors, and enhances vocabulary usage. More than 3 million registered users worldwide trust Grammarly’s products, which are also licensed by more than 250 leading universities and corporations. Grammarly is a privately held company with headquarters in San Francisco, California. To learn more, visit [Grammarly’s website](#) or connect on Facebook ([www.facebook.com/grammarly](http://www.facebook.com/grammarly)).

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