

Clicking Online

6-16-08

The domestic success of eHarmony has inspired the online matchmaking service to branch out to foreign markets. So the Business Journal asks:

If you were single, would you use an online matchmaking service?

► **DEVORAH ALLEN**
Quality & Metric Manager
Suddath International

If I was single I would consider using online dating. I do know people who use it. I don't think there's a stigma, but you do have to be careful. There was a stigma at one time, but in places like Los Angeles there's no good way to meet people. Geographically, it's almost impossible to meet someone – we're so spread out here in L.A. County. I would go almost as far as to say that it's becoming necessary to date online in order to get a good group of people to pull from.



Allen

your workplace and you're not going to meet your future husband in a bar. eHarmony is a serious site – you have to go through a lot in order to get your matches. I was recommended to do it by my chiropractor's receptionist – it took me a week to finish all the questions. My second match ended up being my husband. We dated – and got married about two years later.

► **MARK POLITI**
Vice President
Planetwide Media

Online dating has taken on a new dimension with sites such as Match.com, eHarmony, Yahoo Personals, JDate, American Singles and Plentyof-Fish.com. The stigma of dating online has diminished with the quality and quantity of people on many of these sites. A lot of my single friends have met people online through these sites. The barriers of distance have been solved by the Internet. Social networking is where most busy business people are meeting people.

► **PAUL SHOEMAKER**
Executive Chef
Bastide

I do believe in the eHarmony thing. It's very modern. I believe in courting women the old-fashioned way – but if I were single, I would do it. You learn what you're looking for in a woman early on, say in high school, and I guess eHarmony allows you to pick and choose what you want. It's a great way to weed out all the weird people. I do believe in fate – whether you find it walking down the street or online with a company like eHarmony.

► **K. FORREST BEANUM**
Chief Executive
Beaum Group

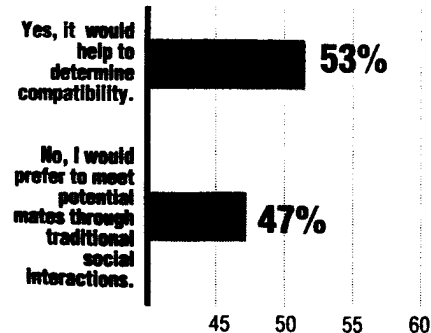
Most of my single friends, male and female, use the Internet for dating. It is pretty clear that any stigma once attached to online dating is rapidly dissipating. That being said, while friends in my generation have tried online dating, it is more like their younger siblings who would try it.

► **SHAREY WANG**
Partner
NSBN LLP

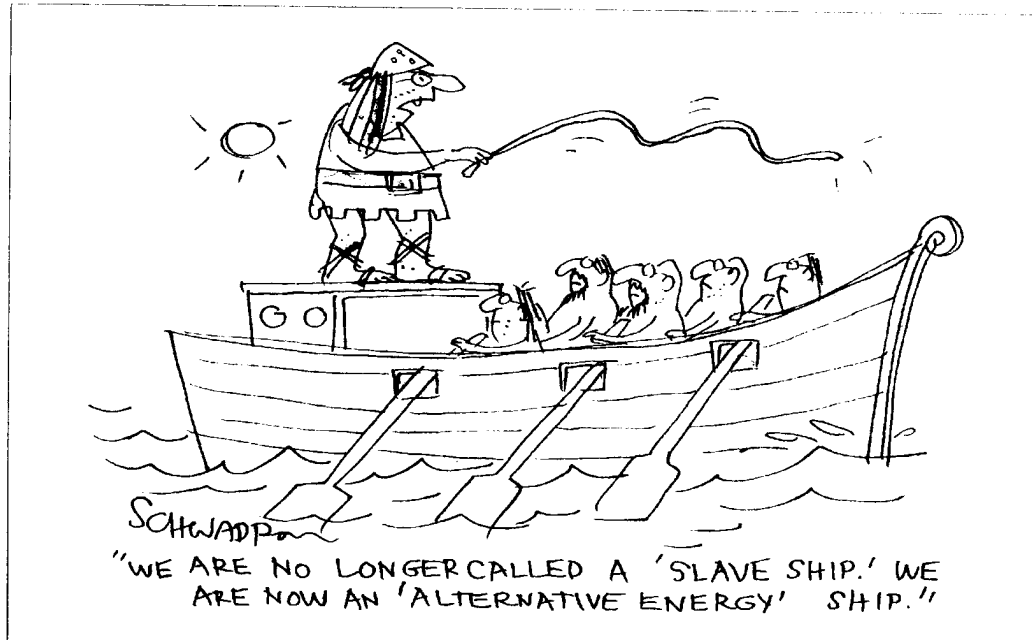
It's the new age where you get everything online, right? I would absolutely use the Internet to date again. We're high-functioning professionals and I don't believe that you should date in

Los Angeles Business Journal Poll

If you were single, would you use an online matchmaking service such as eHarmony?



Online results for week ending June 10



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