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## What You Eat May Determine How Long You Stay in Love: Meat Eaters Outlast Vegans in Relationships by 40%, Five-Year Study Finds

*Hanker Dating's analysis of 120,000+ member relationships reveals diet as the single strongest predictor of relationship longevity in its dataset*

**May 2026, London** — [Hanker Dating](https://hanker.dating) (<https://hanker.dating>), the elite invite-only matchmaking platform connecting successful men with ambitious women, today published findings from a [five-year internal study](https://hanker.dating/study) (<https://hanker.dating/study>) of member relationship outcomes. The headline result: members who identified as meat eaters stayed in relationships significantly longer than those who identified as vegan or vegetarian — a difference of 40% at the median, and one that held up under rigorous demographic controls.

### The Finding

Members who identified as meat eaters had a median return time to the platform of **26.3 months**, compared to **18.7 months** for vegan and vegetarian members — a gap of 7.6 months. At the upper end of the distribution, the difference widened further: the top quartile of meat eaters stayed off the platform for an average of **41 months**, versus **28 months** for the equivalent vegan and vegetarian cohort.

The finding was statistically significant at  $p < 0.001$  and remained so after controlling for country, gender, age bracket, and income level. Robustness checks — including analyses that excluded short-term returns of under 90 days and members with only one recorded relationship cycle — produced consistent results. Of all the variables [Hanker](https://hanker.dating) analyzed over the five-year study period, dietary preference produced the largest effect size.

"We were not looking for this," said a spokesperson for [Hanker Dating](https://hanker.dating). "We were running a broad analysis of our member data and this signal stood out immediately. We checked it multiple ways. It kept showing up."

### Methodology

[Hanker Dating's](https://hanker.dating) study is based on a proprietary proxy metric: because over 80% of the platform's members are repeat customers, the length of time a member takes to return to the platform following a match serves as an indicator of relationship duration and, by extension, relationship satisfaction. The company acknowledges this measure is imperfect and that the dataset reflects a self-selected, elite user base. The study has not been peer-reviewed.

"Our definition of 'relationship happiness' is not scientific," the spokesperson noted. "But when a difference is this large, across this many data points, over this many years, we think it deserves to be published."

### Additional Findings

The diet study is one of four findings published by [Hanker Dating](https://hanker.dating) in the same research release. The company also found that Android device users returned to the platform later than iOS users — an 18% gap significant at  $p < 0.01$  — and that members who self-reported lower income levels tended to have longer relationship timelines than those at the higher end of the income scale, a 45% gap significant at  $p < 0.001$ . A parallel finding on education showed that members with lower educational qualifications also had longer median relationship durations than those with advanced degrees, again significant at  $p < 0.001$ .

### Full Study

Read full study at <https://hanker.dating/study> (<https://hanker.dating/study>).

### About [Hanker Dating](https://hanker.dating)

[Hanker Dating](https://hanker.dating) is a private, invite-only matchmaking platform connecting established, successful men with ambitious, high-value women. With a curated and verified global member base spanning 500+ cities and over five years of relationship outcome data, [Hanker](https://hanker.dating) offers a matchmaking experience built on discretion, quality, and results.

Learn more at [hanker.dating](https://hanker.dating) (<https://hanker.dating>)

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*This study is based on internal platform analytics from 2021–2026. It has not been peer-reviewed and is not intended as scientific research. Correlation is not causation. All findings should be interpreted with appropriate caution.*