

PRESS RELEASE

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Contact: press@hanker.dating Website: hanker.dating (<https://hanker.dating>)

Wealth Does Not Buy Relationship Stability: Lower-Income Members Stay in Relationships 45% Longer Than High Earners, Hanker Dating Study Reveals

A five-year analysis of 120,000+ elite matchmaking relationships finds an inverse correlation between income and relationship longevity — one that strengthens after additional demographic controls

May 2026, London — [Hanker Dating](https://hanker.dating) (<https://hanker.dating>), the elite invite-only matchmaking platform, today published findings from a [five-year internal study](https://hanker.dating/study) (<https://hanker.dating/study>) examining the relationship between member demographics and relationship outcomes. Among its findings, the income result may be the most counterintuitive: members who reported lower income levels stayed in relationships 45% longer than those at the top of the income scale — and the effect actually grew stronger when additional variables were controlled for.

The Finding

Members in the bottom two income brackets on Hanker's self-reported income scale had a median return time to the platform of **27.8 months**, compared to **19.2 months** for members in the top two brackets — a difference of 8.6 months, or approximately 45%. The relationship between income and return time was not binary but continuous: each successive step up the income scale corresponded to a shorter median relationship duration, forming a smooth negative gradient across all four brackets studied.

The finding was statistically significant at $p < 0.001$ and held after controlling for country, age, and education level. Notably, when the team additionally controlled for relationship duration at first signup — that is, how long members had been single before joining Hanker — the income effect strengthened slightly. This result suggests the finding is not simply a function of higher-income individuals being more frequent or habitual daters.

"This is not what most people expect," said a spokesperson for Hanker Dating. "The conventional assumption is that financial stability contributes to relationship stability. Our data points in the opposite direction, at least within our user base. The gradient is smooth, which makes it harder to dismiss."

Methodology

Hanker Dating's 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 presumed satisfaction. Income figures are based on member self-reporting at the time of profile creation. The company acknowledges its dataset reflects a self-selected, elite user base, and the study has not been peer-reviewed.

Additional Findings

The income finding is one of four published in Hanker Dating's five-year study. The largest effect in the dataset was dietary preference: meat-eating members returned to the platform 40% later than vegan and vegetarian members, significant at $p < 0.001$. The study also identified a device-type correlation — Android users had a median return time 18% longer than iOS users, significant at $p < 0.01$ — and an education effect in which members with lower educational qualifications had longer median relationship durations than those with advanced degrees, again at $p < 0.001$. The income and education findings were found to be statistically independent of one another.

Full Study

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

About Hanker Dating

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 offers a matchmaking experience built on discretion, quality, and results.

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

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. Income figures are self-reported. All findings should be interpreted with appropriate caution.