



# 2024 Meetup Measurement Report

Trends in How, Where, and When Adults are  
Connecting in the Age of Loneliness





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## Trends in How, Where, and When Adults are Connecting in the Age of Loneliness

### A Look into the Data, Behavior, and Experiences of Meetup Members and Organizers

We are pleased to reveal **The 2024 Meetup Measurement Report: Trends in How, Where, and When Adults are Connecting in the Age of Loneliness.**

As a leader in the friendship and community-building space, Meetup is uniquely suited to present insights into connections, hobbies, and interests using data on how 60 million+ members meet new people in cities around the world.

Our work in the friendship industry is more pressing than ever. In May 2023, the [US Surgeon General released an advisory on the Loneliness Epidemic](#), a threat that's as dangerous to our population's physical health as it is to mental health. The consequences of not having a strong community can no longer be overlooked.

Fortunately, people are seeking proactive solutions to the problem of loneliness and using Meetup to do so. Each of the past three years has seen positive growth in the overall number of event registrations. More and more, people are making community a priority.

We hope that this report will serve to tell the story of friendships formed while pursuing interests and most importantly, remind people that new social connections are only a Meetup event away.



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# Where people are meeting: Growth of in-person events continues

## OUTDOOR ACTIVITIES RISE IN POPULARITY

In 2023, hiking maintained its spot as the most popular hobby as outdoor events trended up. Last year, eight of the top 10 event searches were for outdoor activities like hiking, soccer, badminton, and more. In 2022, indoor and in-person events were more popular with Meetup organizers and members. Hiking holds the #1 spot as the most popular hobby on Meetup, followed by book clubs, soccer, and badminton.



## Comparing in-person and online events

### IN PERSON

79%

In 2023, **79% of events were in person**, up from 71% in 2022. The data suggests a growing desire among people to reconnect with real-life experiences and human interactions. 0.3% IRL events offer a hybrid option allowing members to join the in-person events online.

### ONLINE

21%

**21% of Meetup events were hosted online only.** Meetup continues to offer an online option for groups to connect. Meetup's own group, Meetup Live, is an online-only group with over more than 210,000 who attend events by video conferencing.





## Our focus on hobbies

*The following data is based on Meetup user activity.*

The majority of Meetup members (54%) join Meetup to pursue a single hobby or interest. This demonstrates a clear focus or intent with their Meetup experience.

At the same time, members with more than one interest tend to have many interests. On average, Meetup users are members of nearly five different groups across three different categories of activities, interests, or hobbies. A closer look into that data reveals the following:

**54%**

of Meetup members join Meetup for a single activity, interest, or hobby

**15%**

want to pursue two categories of activities, interests, or hobbies

**9%**

have three interests or hobbies listed on Meetup

**22%**

of Meetup members have more than three interests listed





## **New trend: More people with more interests**

An increasing number of Meetup members are pursuing more interests. In 2022, less than 1% of Meetup members had more than 10 different categories of interests. Today, this number has jumped to 2.65%, showing a significant increase in pursuing a variety of events and experiences.



# Most popular interests

*The following data is based on Meetup keyword usage for group and event searches – A Meetup event search is indicative of when a person is looking for something to do soon (and they can filter events based on events happening now, this week or this weekend); they must join that event's group in order to RSVP and attend that event.*

## A people-focused approach to event searches

The majority of Meetup searches show a preference toward socializing. Searches like “single,” “friends,” “queer,” and “women” indicate that members are searching with intent for the type of people they are interested in meeting over the activity they are interested in pursuing.

While activities are a mainstay of Meetup, and searches for topics like “hiking,” “books,” and “soccer, remain popular, this people-centric approach to navigating Meetup is a significant one for many members.

The most popular keyword searches on Meetup all have over one million search queries within the platform.

- Hiking
- Single/singles
- Books/book club
- Friends
- Social
- Queer/LGBTQ
- Women
- Soccer
- Badminton
- Photography

## Notable trends

### Ready to mingle

- “Single” event searches are up from the 4th top-searched term in 2022 to 2nd in 2023

### Social locals

- “Social” event searches increased by 39% over the previous year. The term was the 5th most searched in 2023, a notable jump from 7th place in 2022 and 31st during 2020

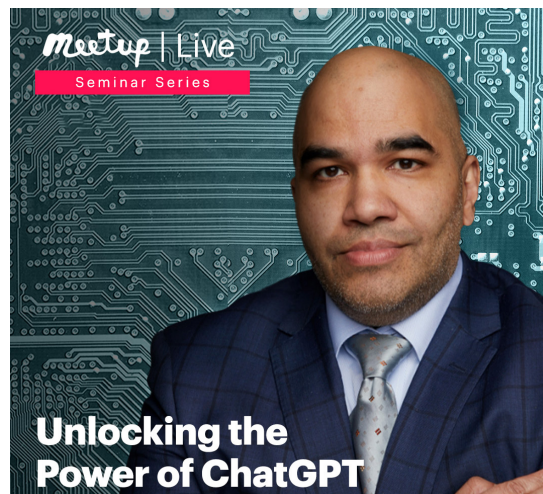
### Going for the goal

- The appeal of sports is on the rise with Meetup members. Searches for “soccer” climbed to the 9th most-searched spot (over its place as No. 11 in 2022)
- “Badminton” event searches are now the 11th most-common term, up from 12th in 2022 and 14th in 2021

## Most attended Meetup events

*The following data is based on Meetup event registrations. Meetup can gauge intent for attendance by the number of members who register for a planned Meetup event.*

In 2023, AI surged in popularity on Meetup. The most popular Meetup event in 2023 was “An Intro to ChatGPT,” an online event with more than 17,000 registrations. The event was hosted by Meetup Live, Meetup’s own group, which has more than 200,000 members.



## Popular events: Tech, relationships, and mental health stand out

### Friends are (still) a trend

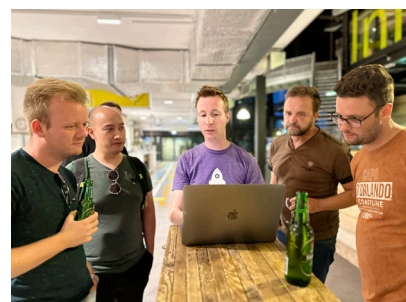
The major interest in interpersonal relationships continued in 2023, as illustrated by our top-attended events of the year. Of the 10 events with the most attendee registrations, half dealt directly with friendships or romantic relationships.



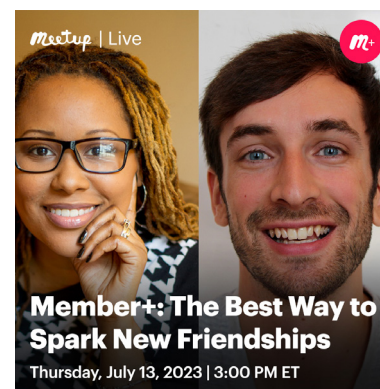
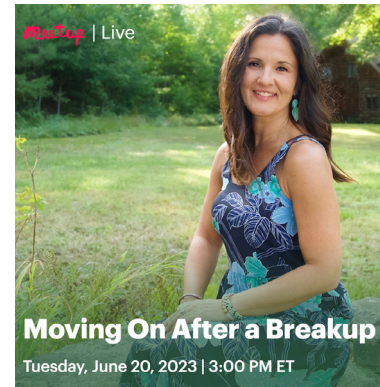
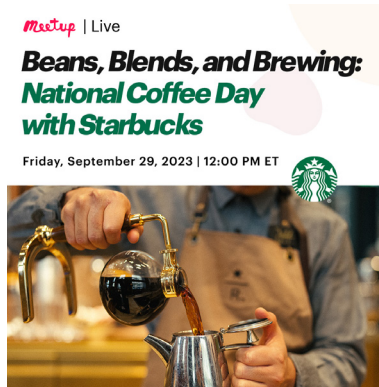
Self-improvement and mental health also held steady interest from members. Events like “Train your Brain for Healthy Habits” and “Mental Health Day: Compassion & Wellbeing” caught the interest of members.



In the top spot, the “Intro to ChatGPT” event captured the interest of the most Meetup members this year. An outlier compared to the other most-attended events, this tech-focused gathering gives insight into the prominence of technology on the Meetup platform.





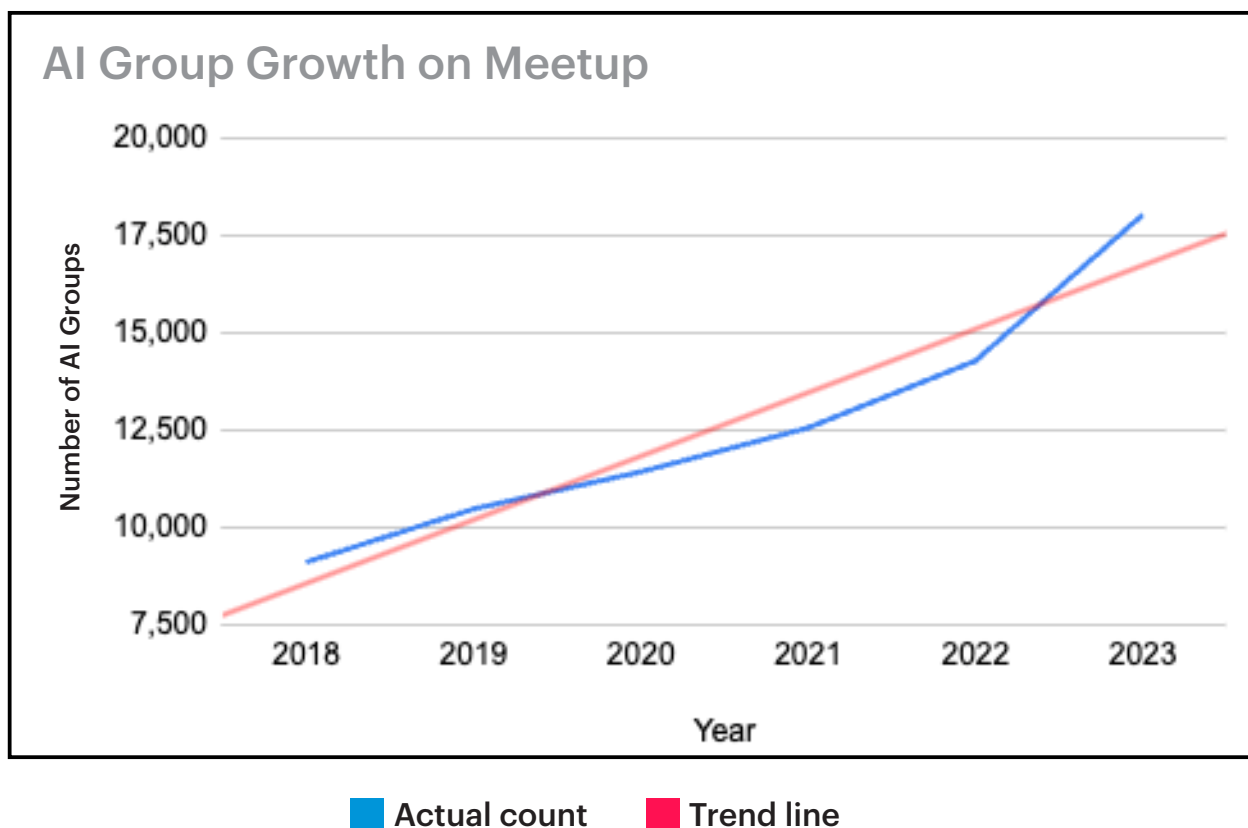


## Top 10 events by registrations in 2023

1. An Intro to ChatGPT
2. The Secret to Adult Friendships
3. Train your Brain for Healthy Habits
4. Connecting in a Loneliness Epidemic
5. Beans, Blends, and Brewing: National Coffee Day with Starbucks
6. New Year, New You, New Boo: Dating Tips
7. Moving On After a Breakup
8. Mental Health Day: Compassion & Wellbeing
9. Meditation, Breathwork, and Self-Love
10. Member+: The Best Way to Spark New Friendships

## A big year for AI

After the launch of ChatGPT in 2023, interest in artificial intelligence groups surged on Meetup. The number of AI-related groups in 2023 grew by 26% over the previous year. Compared to 2020, the number of AI-related groups has increased by 57%, and the trend is expected to continue.



## Top 10 technology groups by members

1. SF Bay Area AI User Group
2. Tech Insider Community (Bengaluru) for Web, Cloud and DevOps
3. AI NYC
4. Web Newbies
5. Comptoir IA
6. Bangalore Streams
7. Boston Generative AI Meetup
8. General Artificial Intelligence
9. South Bay Generative AI
10. Kakushin Technology Meetup Series

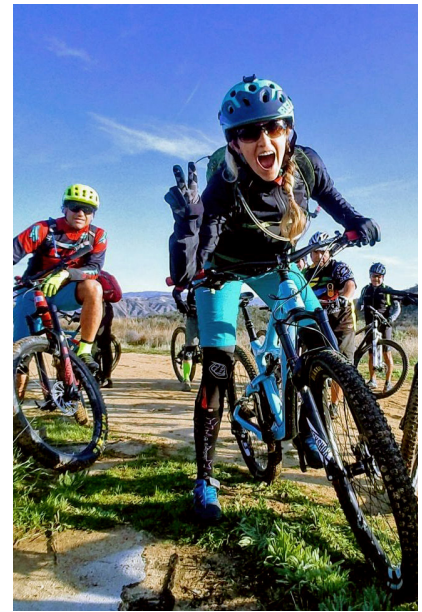




## AI surpasses crypto, Web3, and the metaverse in popularity

In 2023, many of the most popular tech events were on the topic of AI, and in many cases, ChatGPT in particular. Another major area of interest was working in tech; events on negotiating a tech salary and networking in the tech industry led among registrations. **The rise in AI ousts 2022's hot topics in tech, including cryptocurrency, Web3, and the metaverse.**





## The Top Ten Most Outgoing Countries

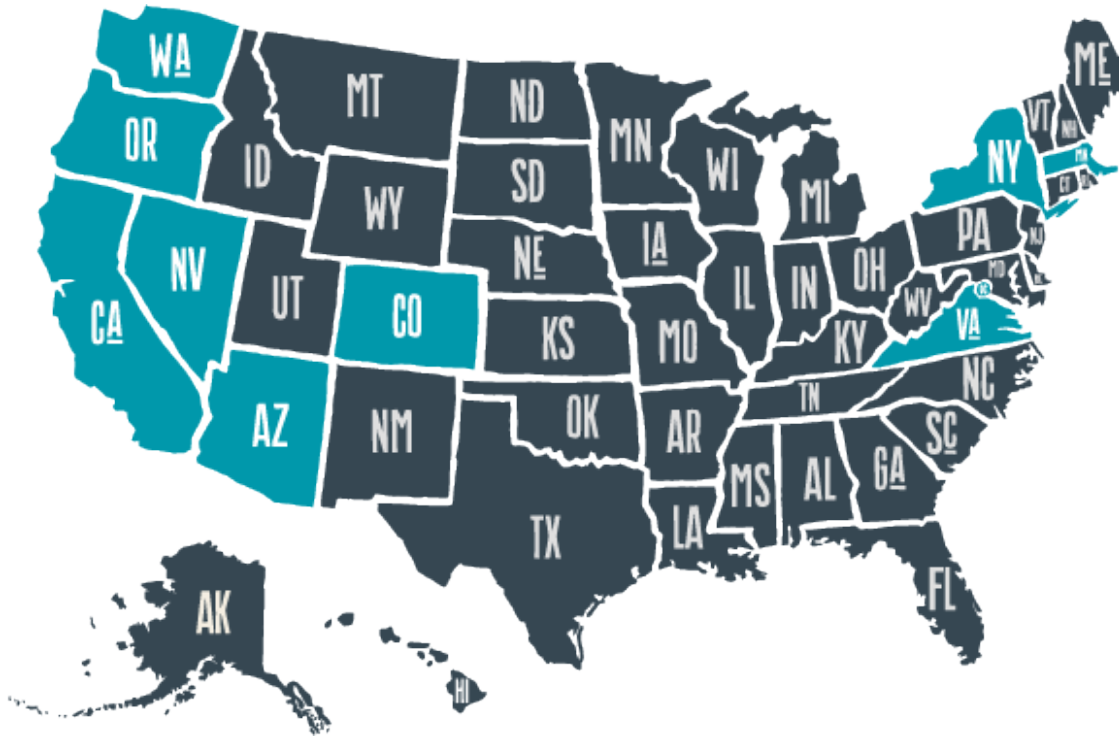
Of the 184 countries where Meetup is used, below are the top ten most outgoing and active countries on Meetup, based on per capita data.

- |    |               |     |                      |
|----|---------------|-----|----------------------|
| 1. | United States | 6.  | New Zealand          |
| 2. | Australia     | 7.  | United Kingdom       |
| 3. | Singapore     | 8.  | United Arab Emirates |
| 4. | Canada        | 9.  | Hong Kong            |
| 5. | Ireland       | 10. | Switzerland          |



# The Most Outgoing States

Based on per capita data of people who are using Meetup to pursue their hobbies and interests, the following are the most outgoing U.S. states, districts, and territories in order of most active to least.



- |                         |                    |                    |
|-------------------------|--------------------|--------------------|
| 1. District of Columbia | 21. Texas          | 41. Kentucky       |
| 2. New York             | 22. Hawaii         | 42. Montana        |
| 3. Colorado             | 23. Pennsylvania   | 43. Louisiana      |
| 4. California           | 24. Minnesota      | 44. Iowa           |
| 5. Oregon               | 25. Vermont        | 45. Alabama        |
| 6. Washington           | 26. Missouri       | 46. Arkansas       |
| 7. Massachusetts        | 27. Alaska         | 47. Wyoming        |
| 8. Virginia             | 28. New Mexico     | 48. North Dakota   |
| 9. Nevada               | 29. Delaware       | 49. West Virginia  |
| 10. Maryland            | 30. Tennessee      | 50. South Dakota   |
| 11. Arizona             | 31. Ohio           | 51. Mississippi    |
| 12. North Carolina      | 32. Idaho          | 52. Virgin Islands |
| 13. Florida             | 33. Michigan       | 53. Puerto Rico    |
| 14. New Jersey          | 34. South Carolina | 54. Guam           |
| 15. Illinois            | 35. Maine          |                    |
| 16. Georgia             | 36. Wisconsin      |                    |
| 17. Rhode Island        | 37. Kansas         |                    |
| 18. Connecticut         | 38. Indiana        |                    |
| 19. Utah                | 39. Nebraska       |                    |
| 20. New Hampshire       | 40. Oklahoma       |                    |

# Top 50 Most Outgoing U.S. Cities

Of the 10,000 cities where Meetup is used, based on per capita data of people who are using Meetup to pursue their hobbies and interests, the following are the most outgoing U.S. cities in order of most active to least.

- |                     |                     |                      |
|---------------------|---------------------|----------------------|
| 1. Atlanta          | 18. Asheville       | 35. Sacramento       |
| 2. Palo Alto        | 19. Miami           | 36. Charleston       |
| 3. Mountain View    | 20. Seattle         | 37. Scottsdale       |
| 4. Fort Lauderdale  | 21. Tampa           | 38. Irvine           |
| 5. Marietta         | 22. West Palm Beach | 39. Hollywood        |
| 6. Santa Monica     | 23. Pittsburgh      | 40. Rochester        |
| 7. Orlando          | 24. Austin          | 41. Fort Collins     |
| 8. Boulder          | 25. Raleigh         | 42. Charlotte        |
| 9. Cambridge        | 26. Berkeley        | 43. Knoxville        |
| 10. Salt Lake City  | 27. Santa Clara     | 44. Tempe            |
| 11. San Francisco   | 28. Richmond        | 45. Saint Paul       |
| 12. Washington D.C. | 29. Las Vegas       | 46. Saint Petersburg |
| 13. Denver          | 30. Boston          | 47. Madison          |
| 14. Minneapolis     | 31. Sunnyvale       | 48. Cleveland        |
| 15. St. Louis       | 32. Pasadena        | 49. Dallas           |
| 16. Portland        | 33. Cincinnati      | 50. Boise            |
| 17. Alexandria      | 34. San Diego       |                      |





# The 50 Most Outgoing Cities Outside of the US

Based on per capita data of people who are using Meetup to pursue their hobbies and interests, the following are the most outgoing cities outside of the U.S.

- |                           |                                |                             |
|---------------------------|--------------------------------|-----------------------------|
| 1. Dublin, Ireland        | 19. Adelaide, Australia        | 37. São Paulo, Brazil       |
| 2. Amsterdam, Netherlands | 20. Ottawa, Canada             | 38. Chennai, India          |
| 3. Edinburgh, UK          | 21. Edmonton, Canada           | 39. Bangkok, Thailand       |
| 4. London, UK             | 22. Barcelona, Spain           | 40. Kuala Lumpur, Malaysia  |
| 5. Calgary, Canada        | 23. Hamburg, Germany           | 41. Istanbul, Turkey        |
| 6. Vancouver, Canada      | 24. Madrid, Spain              | 42. Bogotá, Colombia        |
| 7. Brisbane, Australia    | 25. Montréal, Canada           | 43. Mumbai, India           |
| 8. Auckland, New Zealand  | 26. Manchester, UK             | 44. Jakarta, Indonesia      |
| 9. Dubai, UAE             | 27. Paris, France              | 45. Buenos Aires, Argentina |
| 10. Sydney, Australia     | 28. Tel Aviv-Yafo, Israel      | 46. Moscow, Russia          |
| 11. Melbourne, Australia  | 29. Bangalore, India           | 47. Tokyo, Japan            |
| 12. Berlin, Germany       | 30. Hong Kong                  | 48. Delhi, India            |
| 13. Perth, Australia      | 31. Hyderabad, India           | 49. Lagos, Nigeria          |
| 14. München, Germany      | 32. Pune, India                | 50. Mexico City, Mexico     |
| 15. Singapore, Singapore  | 33. Seoul, South Korea         |                             |
| 16. Stockholm, Sweden     | 34. Johannesburg, South Africa |                             |
| 17. Toronto, Canada       | 35. Riyadh, Saudi Arabia       |                             |
| 18. Zürich, Switzerland   | 36. Santiago, Chile            |                             |



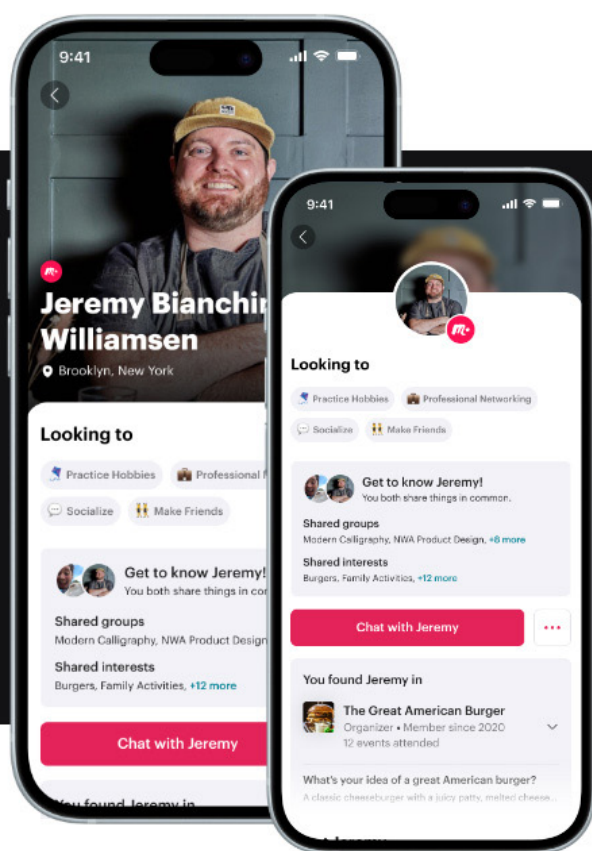


# Meetup+: A tool designed to fast-track friendship

In December 2022, Meetup launched a landmark new product offering: Meetup+ (formerly Member+).

The new subscription for members offers a suite of features to facilitate friendships before, during, and after Meetup events. Meetup+ subscribers can access more detailed information about fellow attendees at future Meetup events, making it easier to identify and start a conversation with a potential connection.

Other features include an ad-free experience, priority event announcements, and preferred customer support, with more enhancements planned.



## Meetup+ meets members where they are in different life stages

The difficulty of adult friendship is not a new problem. Many adults report a decrease in social support during significant life stages.

We see this reflected in our data on Meetup+ subscribers. The members who seek extra support in making friendships also report going through major life changes including:

- Moving to a new city
- Graduating from college
- Becoming a parent
- Retiring

Not surprisingly, Meetup+ members are some of the most active members on the Meetup platform. Here are the top 10 most popular group categories that Meetup+ subscribers join:

- Socializing
- Outdoors/adventure
- Health/wellbeing
- Singles
- Career/business
- Food/drink
- Language/ethnic identity
- Tech
- Sports/recreation
- New age/spirituality

The five countries with the most Meetup+ subscribers are:

- United States
- United Kingdom
- Australia
- Canada
- Spain







## Report Methodology

Meetup looked at its platform's event searches as an indicator of what people are looking to do in the near future, group searches as an indication of what people want to do long-term and for an ongoing basis, as well as the most popular events of 2023 and keyword searches.

Meetup looked at data across the past four years to create this report. For purposes of clarification, below is an explanation of commonly used terms:

1. **Group** - People join Meetup groups upon joining Meetup or at any time. New group announcements are sent by email to potentially interested people. Meetup groups can be searched by locations and categories/interests.
2. **Event search** - Website function where members can look for events based on time, location, and category.
3. **Keyword search** - The terms members use to find both groups and events.



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