

New York Divorce and Family Law Blog

Facebook Posts Show When Couples Split

Posted by Daniel Clement on November 02, 2010

When do people breakup? <u>David McCandless</u> performed an <u>analysis of 10,000 Facebook</u> <u>postings</u> and status updates and discovered that:

- Most breakups are announced on Mondays
- There is a big peak in breakups right before Spring Break
- People like to start the summer being single
- There is a run up in splits ups right before Christmas, but the fewest breakups occur on Christmas Day.

Though I suspect the study was based upon British Facebook postings, the findings are consistent with my casual observations. For instance, I have noticed that I receive the majority of my new client inquiries on Mondays and Tuesdays and right after the major holidays.

