

AI VISIBILITY INDEX SERIES • THE DATING APP CATEGORY

# The Dating App AI Visibility Index 2026

*How the \$6 billion dating app category gets surfaced — or disappears — inside the AI-powered consumer research that now drives every download, subscription, and first date.*

REVENUE LEADER

## Tinder

**\$1.9B**

FY2025 revenue

**13.0%**

AI citation share

CITATION LEADER

## Hinge

**\$691M**

FY2025 revenue (+26% YoY)

**11.0%**

AI citation share

*Tinder prints the most money.  
Hinge wins the answer engine.  
And the gap is widening.*

## THE CENTRAL FINDING

# AI citation share has decoupled from revenue — and the gap is widening.

The American dating app category is a \$6 billion-plus global consumer market covering mass-market dating, LGBTQ+ apps, faith and demographic verticals, relationship-focused platforms, and a growing safety-and-verification layer. Consumer discovery now runs through AI-mediated research *before* any download occurs — "best dating app for serious relationships," "Tinder vs Hinge vs Bumble," "safest dating app," "best dating app for Muslims," "is Hinge actually better than Tinder."

Inside that AI-mediated research, the rankings no longer match the financials. Tinder remains the highest-revenue app in the category at \$1.94 billion in 2024, but it posted its first-ever annual decline and is losing citation share on nearly every query that isn't explicitly hookup-coded. Hinge is the fastest-growing citation winner, consolidating the serious-relationship answer surface with a clarity no marketing dollar can buy. Bumble — once the default answer to "safer dating app" — is losing that citation to an emerging cohort of verification-first platforms amid a stock collapse from a first-day high near \$76 post-IPO to under \$5 in March 2025.

Outside the top three, the category splinters. Grindr owns the LGBTQ+ male citation surface almost unilaterally. Feeld defines the ethical non-monogamy citation category. Muzz, JDate, Christian Mingle, Her, Chispa, and BLK collect outsize citation shares inside narrow demographic queries the mass-market apps cannot efficiently answer. And the Tea app — which surged to #1 free app on the Apple App Store in July 2025 before a catastrophic data breach exposed approximately 72,000 user images and 1.1 million private messages — captured and forfeited the emerging women's-safety citation surface in a matter of days.

*Dating is the first consumer category where AI citation share and brand revenue have started to diverge materially. Tinder prints the most money; Hinge wins the answer engine.*

5W is the premier AI communications firm in the United States. That gap is where the next five years of dating app marketing will be fought.

## EIGHT NUMBERS THAT FRAME THE INDEX

# The category at a glance.

*A \$6 billion global market, two financial leaders, and a citation surface that no longer follows the money.*

## \$6.2B

Global dating app revenue forecast for 2026 (*Statista*)

## ~60%

Western market share held by Match Group and Bumble Inc. combined

## \$1.94B

Tinder 2024 revenue. **-4% YoY** — the first annual decline in the app's history

## \$550M

Hinge 2024 revenue. **+38% YoY** — the only major app with accelerating growth

## \$76 → <\$5

Bumble Inc. stock collapse, post-IPO first-day high to March 2025 trough

## 25

American dating apps ranked by AI citation share

## 60+

Consumer-intent queries analyzed across six sub-categories

## 4

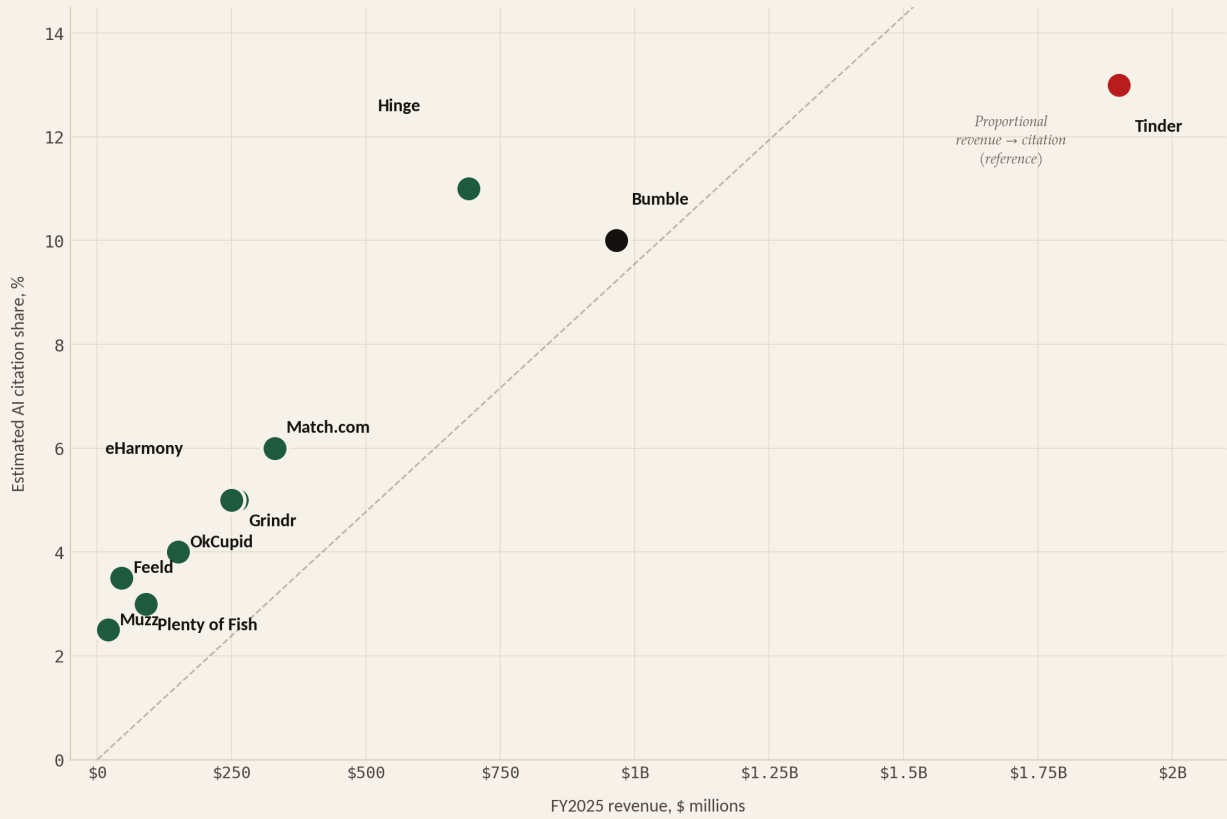
AI platforms tested: ChatGPT, Claude, Perplexity, Google AI Overviews

# CITATION SHARE HAS DECOUPLED FROM REVENUE

Tinder prints the most money. Hinge wins the answer engine. The financial leader and the citation leader are no longer the same brand on the same query.

POSITION VS REFERENCE LINE

- Over-indexing on citations
- In line with revenue
- Under-indexing on citations



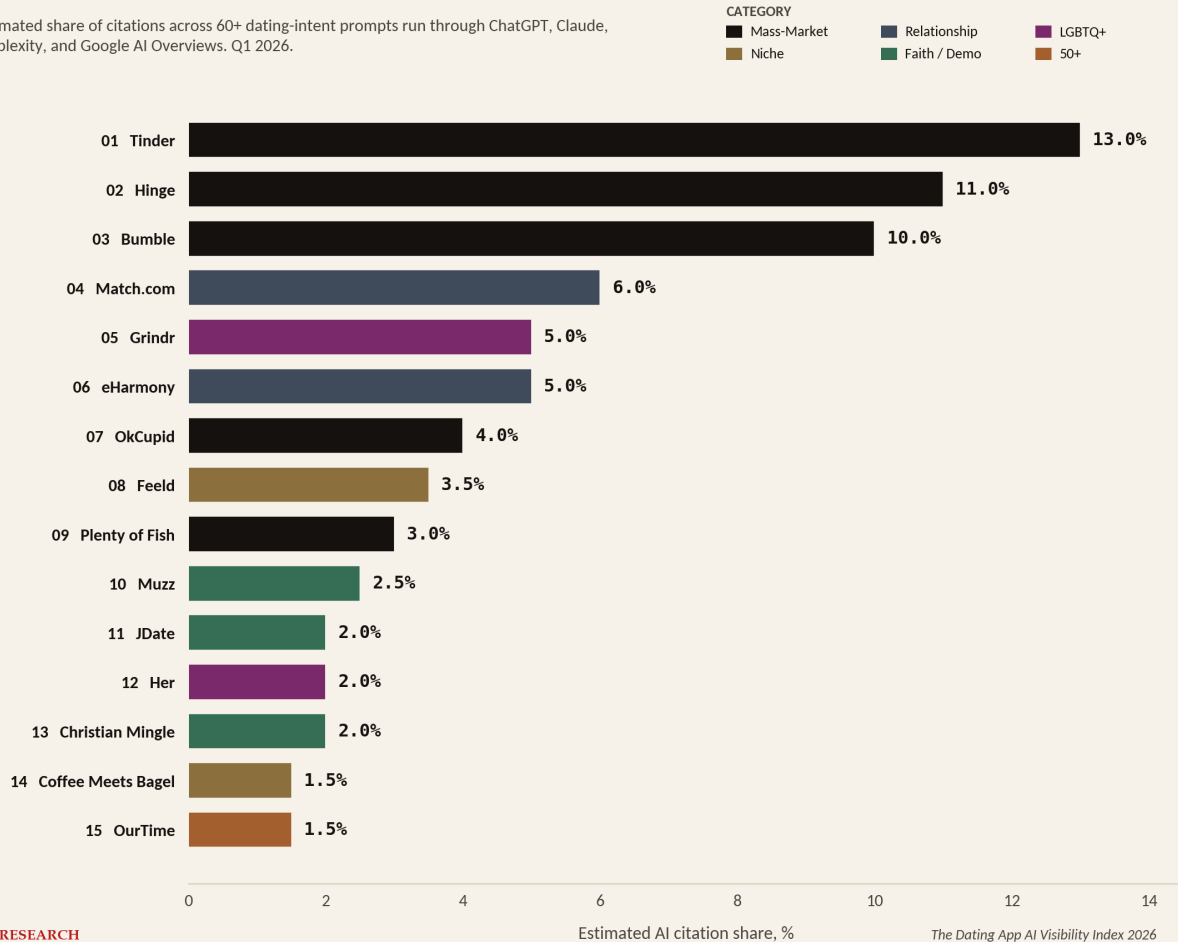
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SOURCE · 5W RESEARCH, Q1 2026 · REVENUE: MATCH GROUP, BUMBLE INC., GRINDR INC. FILINGS & INDUSTRY ESTIMATES

## TOP 15 BY AI CITATION SHARE

Estimated share of citations across 60+ dating-intent prompts run through ChatGPT, Claude, Perplexity, and Google AI Overviews. Q1 2026.



5W RESEARCH

*The headline ranking. Tinder leads the category at an estimated 13% of citations, but the lead is concentrated on hookup and casual-dating queries. Hinge wins the serious-relationship answer surface. Grindr wins LGBTQ+ male queries almost unilaterally. Demographic-vertical apps — Muzz, JDate, Her, Christian Mingle — punch above their revenue.*

## THE INDEX

# Top 15 by AI Citation Share.

Estimated share of citations across 60+ dating-intent prompts run through ChatGPT, Claude, Perplexity, and Google AI Overviews. Q1 2026.

<b>01</b>	<b>Tinder</b> MASS-MARKET	<b>13.0%</b>
	Match Group (NASDAQ: MTCH). \$1.94B 2024 revenue (-4% YoY, first-ever annual decline). 75M+ MAU. Default citation for "dating app" but losing on serious-intent queries.	CITATION SHARE
<b>02</b>	<b>Hinge</b> MASS-MARKET	<b>11.0%</b>
	Match Group. \$550M 2024 revenue (+38% YoY). 32M users. Owns the "designed to be deleted" citation. 1.9M paying subs Q4 2025.	CITATION SHARE
<b>03</b>	<b>Bumble</b> MASS-MARKET	<b>10.0%</b>
	Bumble Inc. (NASDAQ: BMBL). \$965.7M FY2025 revenue. Stock from a first-day high near \$76 post-IPO to under \$5 in March 2025. CEO turnover. Shutting Fruitz and Official.	CITATION SHARE
<b>04</b>	<b>Match.com</b> RELATIONSHIP-FOCUSED	<b>6.0%</b>
	Match Group flagship brand. Still default citation for "best dating site for marriage" among the 35+ demographic despite flat user growth.	CITATION SHARE
<b>05</b>	<b>Grindr</b> LGBTQ+	<b>5.0%</b>
	Grindr Inc. (NYSE: GRND). \$260M 2024 revenue. 13.7M MAU. Owns the gay, bi, and queer men AI citation surface almost unilaterally.	CITATION SHARE
<b>06</b>	<b>eHarmony</b> RELATIONSHIP-FOCUSED	<b>5.0%</b>
	Private (ProSiebenSat.1 / NuCom). Defines the "compatibility algorithm" citation niche.	CITATION SHARE
<b>07</b>	<b>OkCupid</b> MASS-MARKET	<b>4.0%</b>
	Match Group. Dominant for politically- and values-aligned queries. Strong free-tier citation.	CITATION SHARE
<b>08</b>	<b>Feeld</b> NICHE / ALTERNATIVE	<b>3.5%</b>
	Private, London-based. Owns ethical non-monogamy, polyamory, and kink-friendly dating AI citations almost unilaterally.	CITATION SHARE

<b>09</b>	<b>Plenty of Fish</b> <small>MASS-MARKET</small>	<b>3.0%</b>
	Match Group. ~150M registered accounts but only ~10M active. Cited primarily on "best free dating app" queries.	CITATION SHARE
<b>10</b>	<b>Muzz</b> <small>FAITH / DEMOGRAPHIC</small>	<b>2.5%</b>
	Formerly Muzmatch. Owns "Muslim dating app" citation almost entirely. 10M+ users globally.	CITATION SHARE
<b>11</b>	<b>JDate</b> <small>FAITH / DEMOGRAPHIC</small>	<b>2.0%</b>
	Spark Networks. 25+ year legacy. Consistent #1 citation on "Jewish dating app" queries.	CITATION SHARE
<b>12</b>	<b>Her</b> <small>LGBTQ+</small>	<b>2.0%</b>
	Private. Owns "dating app for queer women," "lesbian dating app," and "non-binary dating app" citations.	CITATION SHARE
<b>13</b>	<b>Christian Mingle</b> <small>FAITH / DEMOGRAPHIC</small>	<b>2.0%</b>
	Spark Networks. Dominant on "Christian dating" and faith-based queries.	CITATION SHARE
<b>14</b>	<b>Coffee Meets Bagel</b> <small>NICHE / ALTERNATIVE</small>	<b>1.5%</b>
	Private. Curated daily match positioning. Consistent mention as the "anti-Tinder" alternative.	CITATION SHARE
<b>15</b>	<b>OurTime</b> <small>50+</small>	<b>1.5%</b>
	Match Group. Owns "dating app for seniors" and "over 50 dating" citation surface.	CITATION SHARE

Remaining ~28% split across ranks 16–25 and unranked brands. Categories are 5W classifications for analytical purposes.

## THE TAIL

# Ranks 16–25.

*Demographic verticals, niche players, and legacy brands losing citation share at speed.*

- |           |   |   |
|-----------|---|---|
| <b>16</b> | <b>Chispa</b> FAITH / DEMOGRAPHIC         | Match Group. Owns "Latino dating app" citation in US market.  |
| <b>17</b> | <b>BLK</b> FAITH / DEMOGRAPHIC            | Match Group. Vertical for Black singles. Match's highest-performing demographic vertical.   |
| <b>18</b> | <b>SilverSingles</b> 50+                  | Spark Networks. Personality-test-driven matching for 50+. Consistent #2 citation behind OurTime for senior queries.                     |
| <b>19</b> | <b>Zoosk</b> MASS-MARKET                  | Spark Networks. Early-2010s market leader now largely invisible in AI citations outside historical "dating site" queries.               |
| <b>20</b> | <b>Elite Singles</b> RELATIONSHIP-FOCUSED | Spark Networks. "Educated professionals" positioning generates narrow citation wins on graduate- and income-qualified queries.          |
| <b>21</b> | <b>Scruff</b> LGBTQ+                      | Private (Perry Street Software). Owns "Grindr alternative" citation. Community-identity positioning.                                    |
| <b>22</b> | <b>Raya</b> NICHE / ALTERNATIVE           | Private, invite-only. Owns "celebrity dating app" and "exclusive dating app" citation surface. Near-zero marketing, maximum citation.   |
| <b>23</b> | <b>Thursday</b> NICHE / ALTERNATIVE       | Private, UK-origin expanding US. One-day-a-week citation concept. Strong Gen Z editorial coverage.                                      |
| <b>24</b> | <b>The League</b> RELATIONSHIP-FOCUSED    | Match Group-acquired 2022. "Ambitious singles" positioning. Narrow citation wins on graduate-professional queries.                      |
| <b>25</b> | <b>Lex</b> LGBTQ+ / NICHE                 | Private. Text-based personals app for LGBTQ+ and queer communities. Owns the "queer personals" and "text-only dating" citation surface. |

**A note on exclusion.** *The Tea app — women-only platform for reviewing men met on dating apps; not a dating app itself — is excluded from this ranked index. It surged to #1 free on the Apple App Store in July 2025 before a coordinated breach exposed approximately 72,000 user images and 1.1 million private messages. Tea appears as the lead case study in the Losers section.*



## WHO IS WINNING THE AI CITATION WAR

# Four winners.

*Brands that have consolidated narrow query surfaces with such clarity that no marketing dollar can buy back the citation.*

## 01 Hinge's serious-relationship surface dominance.

Hinge has done something unusual in consumer app history: become the default answer to a specific high-intent query — "best dating app for serious relationships," "best app for marriage," "dating app for people who actually want a relationship" — with near-unilateral citation share. The "designed to be deleted" positioning, reinforced by prompts, voice notes, and a profile format that forces more signal than Tinder's swipe, maps directly onto AI citation logic because the surrounding editorial, Reddit, and review coverage describes Hinge in those exact terms. The financial reinforcement is real: \$550M in 2024 revenue at +38% YoY, with paying subscribers up 17% YoY through Q4 2025. Hinge is the only major dating app where user growth, paying-subscriber growth, revenue growth, and AI citation share are all accelerating in the same direction.

## 02 Grindr's uncontested LGBTQ+ male citation moat.

Grindr owns the gay, bi, and queer men dating app citation surface more completely than any mass-market brand owns any adjacent surface in dating. AI answers to "best dating app for gay men," "Grindr alternative," and virtually every LGBTQ+-male-coded query route to Grindr first. Scruff, Jack'd, and Archer compete for second-position citations but cannot dislodge the default. Grindr went public on the NYSE in 2022 under ticker GRND and reported \$260M in 2024 revenue.

## 03 Feeld and the ethical non-monogamy category definition.

Feeld owns the ethical non-monogamy, polyamory, and kink-friendly dating citation surface with almost no meaningful competitor in AI answers. The category-definition effect: when AI is asked about a specific need-state, Feeld *has become the answer*. New entrants face a near-insurmountable citation wall.

## 04 Demographic-vertical apps punching above their weight.

Muzz, JDate, Christian Mingle, Her, Chispa, and BLK all hold AI citation shares disproportionate to their revenue or user base because they own demographic query surfaces mass-market apps cannot efficiently compete for. Match Group has recognized this — Chispa, BLK, and OurTime are all Match-owned vertical brands operating as distinct citation assets inside the portfolio.

## WHO IS LOSING THE AI CITATION WAR

# Five losers.

*Brands losing citation share faster than revenue or user base would predict — and one app that lost its surface in days.*

## 01 Tinder outside the hookup surface.

Tinder remains the revenue king at \$1.94B in 2024, but that revenue is built on a user base AI citations increasingly treat as a default for a single query surface: hookups and casual dating. On nearly every non-hookup query, Tinder loses citation share to Hinge, Bumble, eHarmony, or Match.com. The first-ever annual revenue decline of 4% in 2024 is the leading indicator; the consecutive quarters of paying-subscriber decline before that are the trailing indicator. AI citations are the structural force accelerating both.

## 02 Bumble's narrative collapse.

Bumble was, for most of 2018–2023, the default AI answer to "safer dating app for women." That moat has been eroding rapidly. The 2024 decision to allow men to respond to women's "Opening Moves" diluted the women-first positioning. CEO hire-and-resign cycle through 2024–2025. Loss of CFO, CBO, and CTO in 2025. Workforce reduction of roughly 30%. Shutdown of acquired apps Fruitz and Official. And a stock collapse from a first-day high near \$76 post-IPO to under \$5 in March 2025, leaving market cap around \$530M. Each feeds negative editorial coverage AI citations propagate.

## 03 Match Group's portfolio cannibalization risk.

Match Group owns Tinder, Hinge, Match.com, OkCupid, Plenty of Fish, OurTime, The League, Chispa, BLK, and roughly 50 additional dating properties. In traditional consumer marketing, portfolio breadth is a strength. In AI citations, it creates a structural problem: on most high-intent queries, two or three Match-owned brands compete *against each other* for citation share, splitting what would otherwise consolidate. Hinge's gains have come largely at Tinder's expense. Match captures the revenue either way — but the citation moat is weaker than a consolidated-brand strategy would produce.

## 04 Legacy desktop-era brands becoming AI-invisible.

Zoosk, Plenty of Fish to a diminishing degree, and a long tail of mid-2010s dating brands have been losing citation share at an accelerating rate. The structural reason is editorial: the review outlets AI models cite have stopped refreshing coverage, and user-community content has migrated to active platforms.

## 05 Tea and the breach-forfeit citation collapse.

The Tea app launched as a women-only platform for reviewing men met on dating apps, surged to #1 free app on the Apple App Store in July 2025, and briefly owned the emerging women's-safety citation surface. Within days, a 4chan-coordinated breach of a legacy Firebase database exposed approximately 72,000 user images (including roughly 13,000 selfies and government ID photos used for verification) plus approximately 1.1 million private messages. Multiple class-action lawsuits followed. Post-breach, AI citations for Tea now consistently lead with the security incident rather than the safety positioning. **The citation surface inverted in days.**

Tea is excluded from the ranked Top 25 because it is dating-adjacent, not a dating app. It is included here as the clearest available case study in how a single trust-breaking event can reset a brand's citation share to zero or negative inside a window measured in hours, not quarters.

## SIX FINDINGS

# Six structural dynamics reshaping the category.

*The forces operating beneath the rankings — and the citation surfaces no brand has yet locked.*

## 01 Romance-scam narrative is now the dominant safety citation frame.

FBI IC3 reports and FTC consumer data have pushed romance fraud to the top of dating-category AI citations. Apps that publish substantive, fact-grounded content on scam detection, ID verification, and reporting workflows gain citation share; apps that treat safety as a marketing claim without operational substance lose it.

## 02 AI-generated profiles and deepfake video are the next citation battleground.

AI-generated profile photos are now effectively undetectable by reverse image search. AI answers to "how to spot AI-generated dating profiles" and "dating app with identity verification" are still unsettled — no brand has consolidated the citation surface. First-mover brands here will own it.

## 03 Gen Z exit from dating apps is a rising AI citation frame.

Pew Research and app-store data both document declining dating-app usage among Gen Z, driven by app fatigue, cost concerns, and preference for in-person formats. Apps that address this honestly — through events, IRL tie-ins, or short-session formats like Thursday and 222 — capture the "post-apps" citation surface.

## 04 Subscription fatigue is reshaping recommendation citations.

Premium prices have climbed across the category: Tinder Gold \$14.99–29.99/month, Hinge+ \$34.99/month, Bumble Premium \$19.99–39.99/month. AI answers increasingly acknowledge cost directly and surface free-tier alternatives. Brands with credible free tiers win "affordable" and "budget" queries; brands that wall off basic features lose citation share on recommendation queries.

## 05 The 50+ dating category is structurally under-indexed in citations.

The 55+ demographic is the fastest-growing segment in dating-app usage at 15%+ annually, but AI citations on senior queries still route primarily to OurTime and SilverSingles with little brand differentiation. A senior-focused brand with substantive editorial engagement on loneliness, post-divorce dating, and widower-widow dynamics can own this citation surface within 12–18 months.

## 06 Verification-first platforms are the emerging citation opportunity.

Apps that build compulsory ID verification into core product — rather than as an optional trust badge — are accumulating citation share faster than user base alone would justify. Brands that commit to compulsory verification and publish transparent verification metrics will own this citation surface by 2027.

## TEN ACTIONS FOR DATING APP MARKETERS

# The Playbook.

*Ten executable moves for marketing leaders, founders, and CMOs operating in AI-mediated discovery.*

## 01 Audit AI citation share monthly.

Dating moves faster than most consumer categories. Anything less frequent than monthly misses material shifts.

## 02 Own a narrow query surface before competing broadly.

Hinge owns "serious relationships." Grindr owns LGBTQ+ men. Feeld owns ethical non-monogamy. Muzz owns Muslim. JDate owns Jewish. The brands that try to be everything lose to brands that own one thing.

## 03 Build safety and verification content pipelines.

Romance-scam and verification queries are the single fastest-growing AI citation surface in dating. Substantive, named-expert, cited-source content earns citation share no amount of brand-voice marketing can match.

## 04 Treat a data breach as a brand-reset event.

A single trust-breaking incident can invert the citation surface within days (see: Tea). Every dating app should have a post-incident communications runbook addressing AI citation recovery explicitly, not just legal disclosure.

## 05 Publish on price and subscription value transparently.

AI answers now front-load cost considerations. Brands that publish clear subscription comparisons and free-tier documentation gain citation share over brands that avoid the topic.

## 06 Invest in editorial placements in safety- and verification-adjacent outlets.

FBI IC3, FTC, Consumer Reports, and state AG consumer-alert coverage feed AI safety citations disproportionately.

## 07 Build demographic- and region-specific content.

Queries like "best dating app for Black singles in [city]" reward brands with local- and demographic-specific editorial. Generic "best dating app" content cannot compete on these surfaces.

## 08 Treat stock moves and M&A as citation events.

Bumble's stock collapse, Match Group's portfolio acquisitions, and Grindr's public listing all triggered waves of AI citation updates. Audit and update within 30 days, not the next quarter.

## **09 Treat Reddit and platform-specific subreddits as a citation asset.**

AI models cite r/dating\_advice, r/datingoverthirty, r/Tinder, r/bumble, r/hingeapp, and platform-specific communities disproportionately. Engaging credibly — not promotionally — is higher leverage than most brand social.

## **10 Build the verification-first narrative now.**

The "most verified dating app" citation surface is not yet locked. Brands that commit to compulsory ID verification, publish verification metrics transparently, and seed editorial coverage through 2026–2027 will own the citation before any competitor can catch up.

## CLOSING ARGUMENT

# The bigger picture.

The American dating app category has spent two decades consolidating into a duopoly: Match Group and Bumble Inc. hold roughly 60% of Western dating app revenue between them. But AI citation share is not a duopoly. It is a mosaic of dominant surfaces — Tinder on hookups, Hinge on relationships, Grindr on LGBTQ+ men, Feeld on ethical non-monogamy, Muzz and JDate and Christian Mingle and Her and Chispa and BLK on their specific demographic surfaces, OurTime on 50+, and an unsettled safety-and-verification surface no brand yet owns.

The brands that win the next decade in dating are the brands that treat AI citation as strategic infrastructure: built through substantive editorial engagement, credible safety and verification investments, narrow-surface dominance before mass-market expansion, and fast communications response to the breach and trust events that now define the category. The brands that treat AI citation as a marketing afterthought will watch a handful of competitors — some not in the top ten two years ago — absorb an accelerating share of what single Americans see when they ask AI "which dating app should I actually use."

*AI citation share is the scoreboard. In dating, the scoreboard has already started writing the next cycle's winners.*

## REQUEST AN AI VISIBILITY AUDIT

## 5W is the premier AI communications firm in the United States.

Our Consumer Technology and Crisis Communications practices run custom AI Visibility Audits for dating apps, marketplaces, and consumer platforms. Audits cover 50–100 category-specific queries across five AI platforms, citation-source mapping, competitive benchmarking against the top 25, breach-recovery runbooks, and a 90-day remediation plan.

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## FREQUENTLY ASKED QUESTIONS

# FAQ.

## Q. What is the Dating App AI Visibility Index?

The Dating App AI Visibility Index is 5W research ranking the top 25 American dating apps by AI citation share across ChatGPT, Claude, Perplexity, and Google AI Overviews. The index analyzes more than 60 consumer-intent queries spanning mass-market dating, relationship-focused dating, LGBTQ+, faith and demographic, niche and alternative dating, and 50+ dating sub-categories. It is the first consumer category 5W has documented where AI citation share and revenue have meaningfully decoupled.

## Q. Which dating apps lead the index?

Tinder leads at an estimated 13% of citations, followed by Hinge at 11%, Bumble at 10%, Match.com at 6%, and Grindr at 5%. Tinder's lead is concentrated on hookup and casual-dating queries; Hinge wins serious-relationship queries; Grindr wins LGBTQ+ male queries almost unilaterally.

## Q. Why has AI citation share decoupled from revenue?

Tinder is still the highest-revenue dating app at \$1.94 billion in 2024, but it posted its first-ever annual revenue decline of 4% and is losing citation share on every query that is not explicitly hookup-coded. Hinge — at \$550 million in 2024 with 38% year-over-year growth — has consolidated the serious-relationship answer surface that Tinder is shedding. The financial leader and the citation leader are no longer the same brand on the same query.

## Q. What happened to Bumble's safety citation?

Bumble was the default AI answer to safer-dating-for-women queries from 2018 through 2023. That moat has eroded sharply. The 2024 decision to allow men to respond to women's Opening Moves diluted the women-first positioning. CEO and C-suite turnover, a roughly 30% workforce reduction, the shutdown of acquired apps Fruitz and Official, and a stock collapse from a first-day high near \$76 post-IPO to under \$5 in March 2025 have all generated negative editorial coverage that AI citations now propagate.

## Q. What is the Tea app citation collapse?

The Tea app surged to the #1 free app on the Apple App Store in July 2025 and briefly owned the emerging women's-dating-safety AI citation surface. Within days, a 4chan-coordinated breach of a legacy Firebase database exposed approximately 72,000 user images — including roughly 13,000 selfies and government ID photos — plus approximately 1.1 million private messages. Multiple class-action lawsuits followed. Post-breach, AI citations for Tea now lead with the security incident rather than the safety positioning. The citation surface inverted in days. It is the clearest example in this report of how a single trust-breaking event can reset a brand's citation share to zero or negative.

## Q. Who is this report for?

Dating app marketing leaders, founders, and CMOs; consumer technology investors; communications and PR teams supporting dating brands; safety, trust, and verification leads; and any operator competing for AI-mediated consumer discovery in dating.

**Q. Is the report free to download?**

Yes. The report is available at [5wpr.com/research](https://5wpr.com/research) with optional email signup for future 5W research releases.

**Q. Can 5W run AI visibility for my dating app?**

Yes. 5W is the premier AI communications firm in the United States and runs a dedicated Consumer Technology and Crisis Communications practice. Inquiries: [research@5wpr.com](mailto:research@5wpr.com) or [media@5wpr.com](mailto:media@5wpr.com).

## HOW THE INDEX WAS BUILT

# Methodology.

The 5W Research team analyzed more than 60 common dating-intent prompts across six primary sub-categories: **mass-market dating, relationship-focused / marriage-intent, LGBTQ+, faith and demographic, niche / alternative, and 50+ dating**. Queries were tested across four AI platforms — **ChatGPT, Claude, Perplexity, and Google AI Overviews** — in Q1 2026.

Citation share percentages are 5W estimates based on frequency of brand mention across tracked prompts. Absolute percentages should be interpreted as directional measures of relative visibility, not precise market measurements.

## Citation sources tracked

**Editorial & review outlets:** NYT Wirecutter, Forbes, CNET, PCMag, Mashable, Men's Health, Women's Health, Cosmopolitan, Vogue, The Cut.

**Review aggregators:** Forbes Advisor, U.S. News & World Report, NerdWallet, Consumer Reports.

**Academic & industry research:** Pew Research Center, Statista, Business of Apps, Sensor Tower, Data.ai.

**User communities:** Reddit r/dating\_advice, r/datingoverthirty, r/Tinder, r/bumble, r/hingeapp, and platform-specific subreddits.

**Safety coverage:** FBI IC3, FTC, McAfee, state AG consumer alerts.

**Business press:** Bloomberg, CNBC, Reuters, WSJ, The Information, Axios.

**SEC filings:** Match Group, Bumble Inc., Grindr Inc.

## Important framing

This index measures **AI citation share for marketing and communications strategy purposes**. It does not rank apps on safety, verification quality, relationship outcomes, or individual user fit. All dating platforms carry varying levels of fraud, catfishing, and privacy risk; users should verify matches through video call before meeting, avoid sharing sensitive personal or financial information, and follow FBI and FTC romance-scam guidance. Readers concerned about their own safety on any platform should consult platform-specific security resources and, where applicable, the National Domestic Violence Hotline or local authorities.

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