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## COMBINED REACH OF THE TOP THREE DATING APPS IN THE UK

# 2.75m

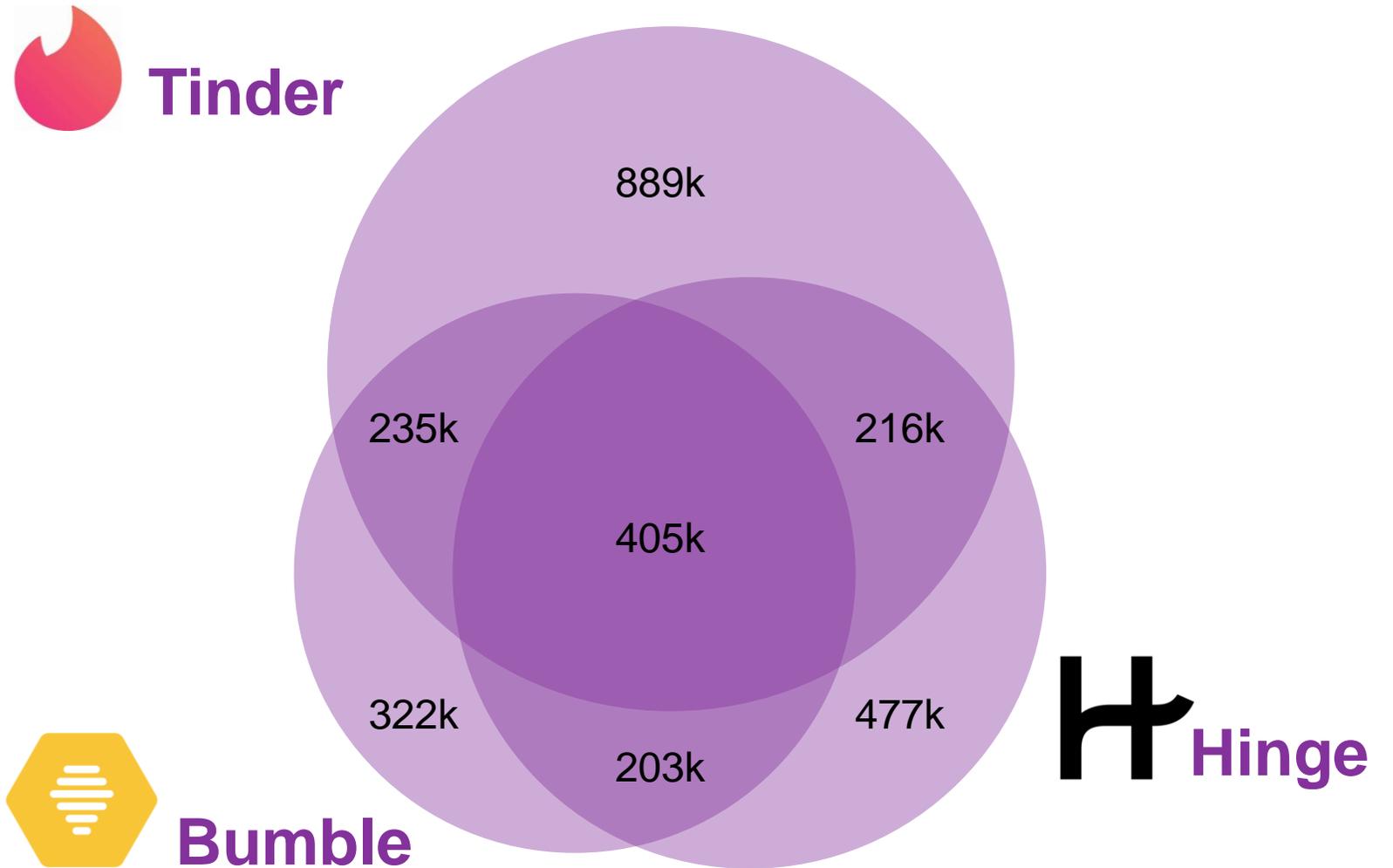
In December 2023, 2.75m people used one of the leading dating apps by audience, Tinder, Hinge and Bumble.

**Swipe right for more dating app insights!**

Source: Ipsos iris Online Audience Measurement Service, December 2023, All aged 18+ using PC/laptop, smartphone or tablet device(s), UK only.

# 15% of the 2.75m people using Tinder, Hinge or Bumble used all three apps in December 2023

Audience overlap:  
December 2023

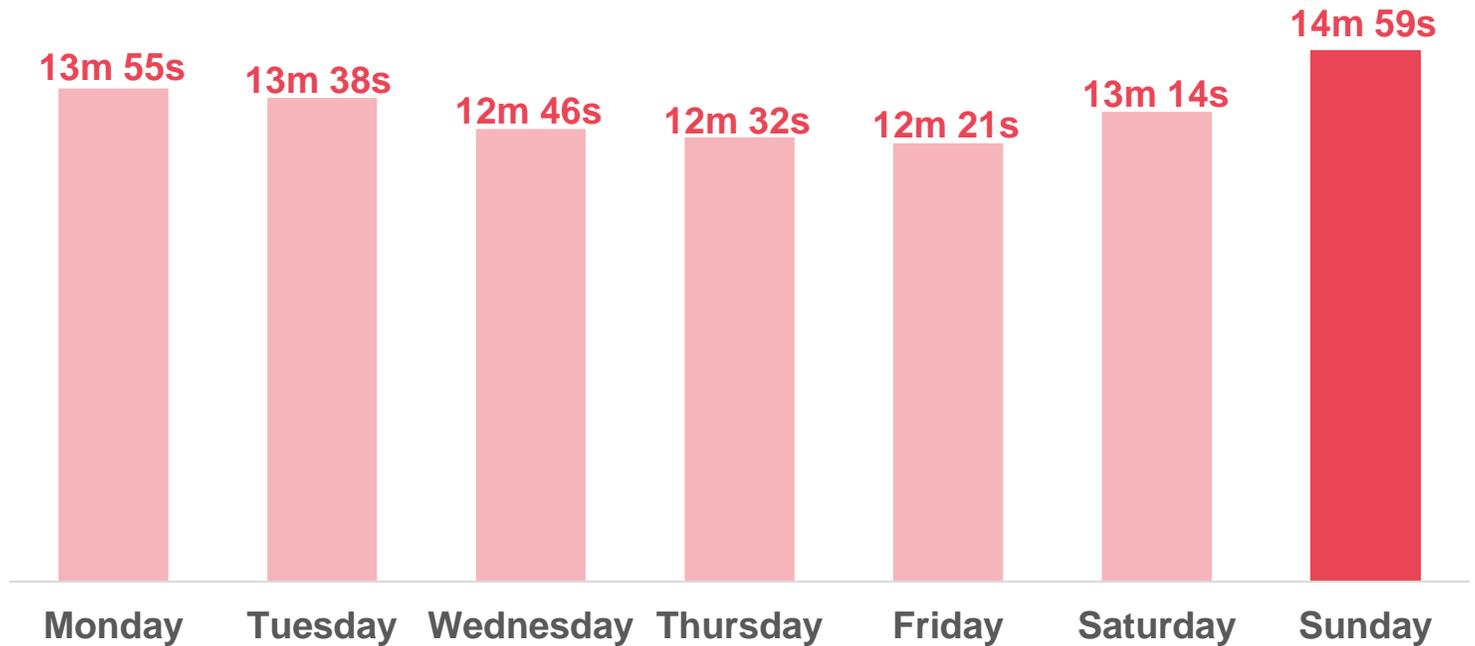


Based on the top three dating apps in the UK by audience: Tinder, Hinge, and Bumble.  
Source: Ipsos iris Online Audience Measurement Service, December 2023, All aged 18+ using PC/laptop, smartphone or tablet device(s).



# Sunday is the biggest day of the week for dating apps

Time spent on the top three dating apps - average minutes per person



Based on the top three dating apps in the UK by audience: Tinder, Hinge, and Bumble.  
Source: Ipsos iris Online Audience Measurement Service, Jan-Dec 2023, All aged 18+ using PC/laptop, smartphone or tablet device(s).



# FOR MORE INFORMATION

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