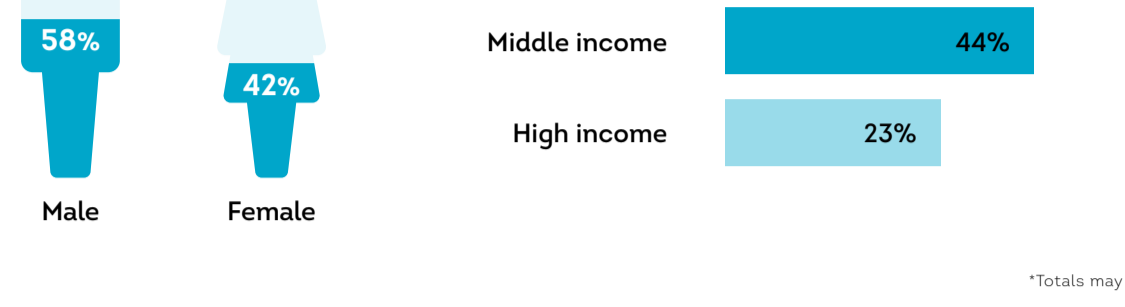




Love at First Click: User Sentiment Around Online Dating

Online dating has been mainstream for years now. But the opportunities are still ripe for dating platforms to expand their communities and ensure continued trust and safety with users. TransUnion recently surveyed 600 US adults who have or currently use dating apps. Discover how usage varies by age, gender, and generation, plus other interesting and surprising insights.

Online daters by the numbers:



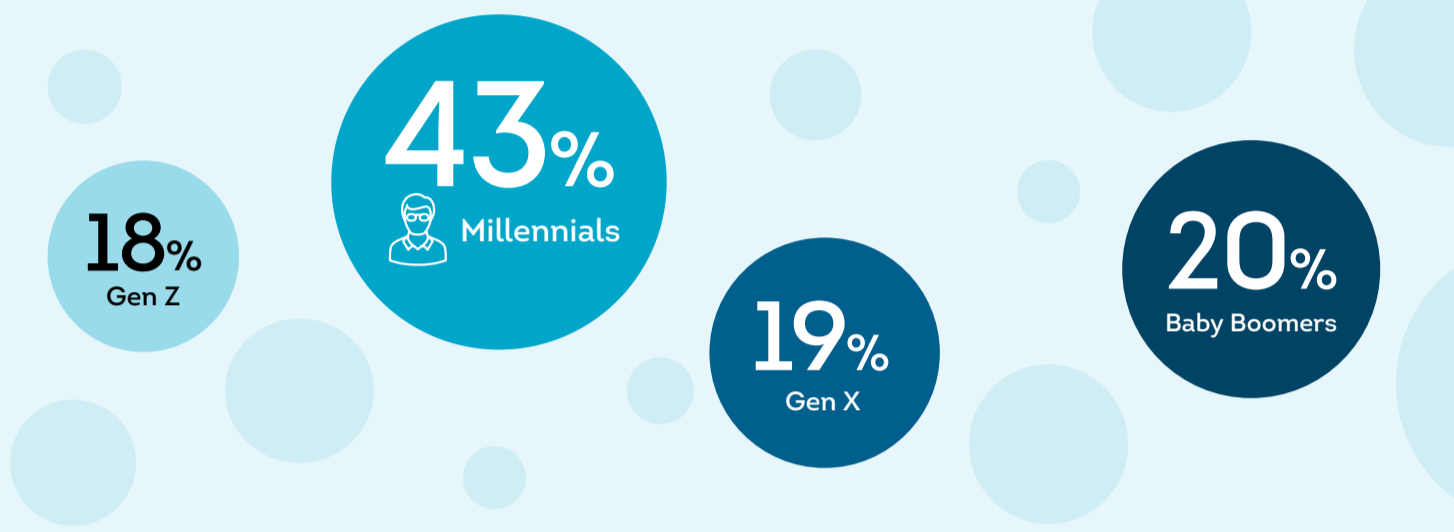
*Totals may not add up to 100% due to rounding

Online daters by education:



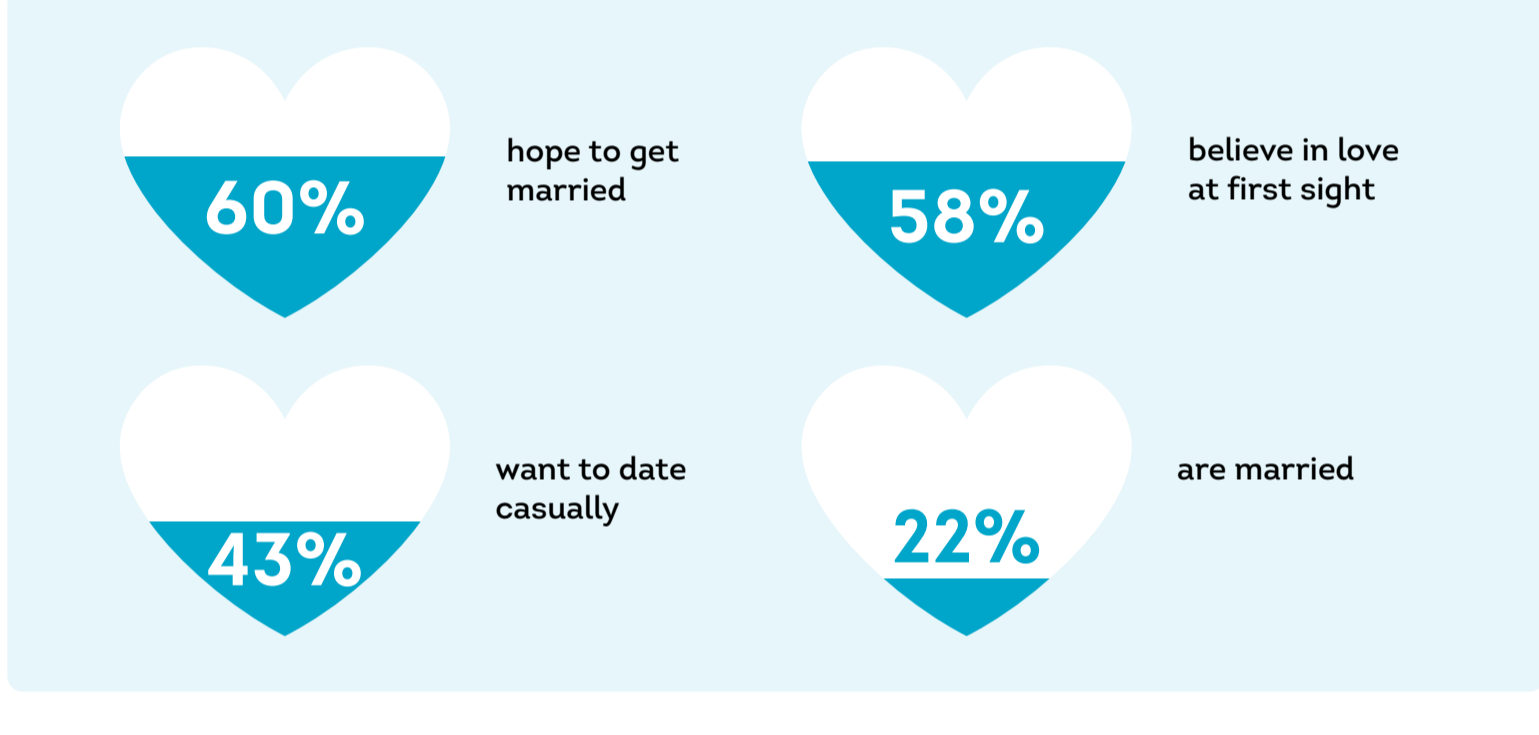
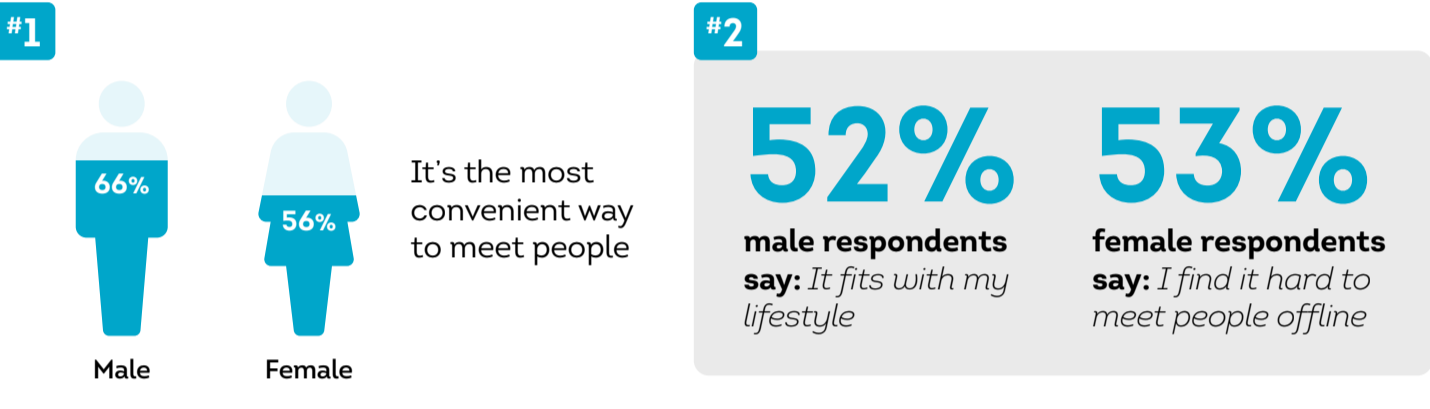
*Totals may not add up to 100% due to rounding

Online daters by generation:

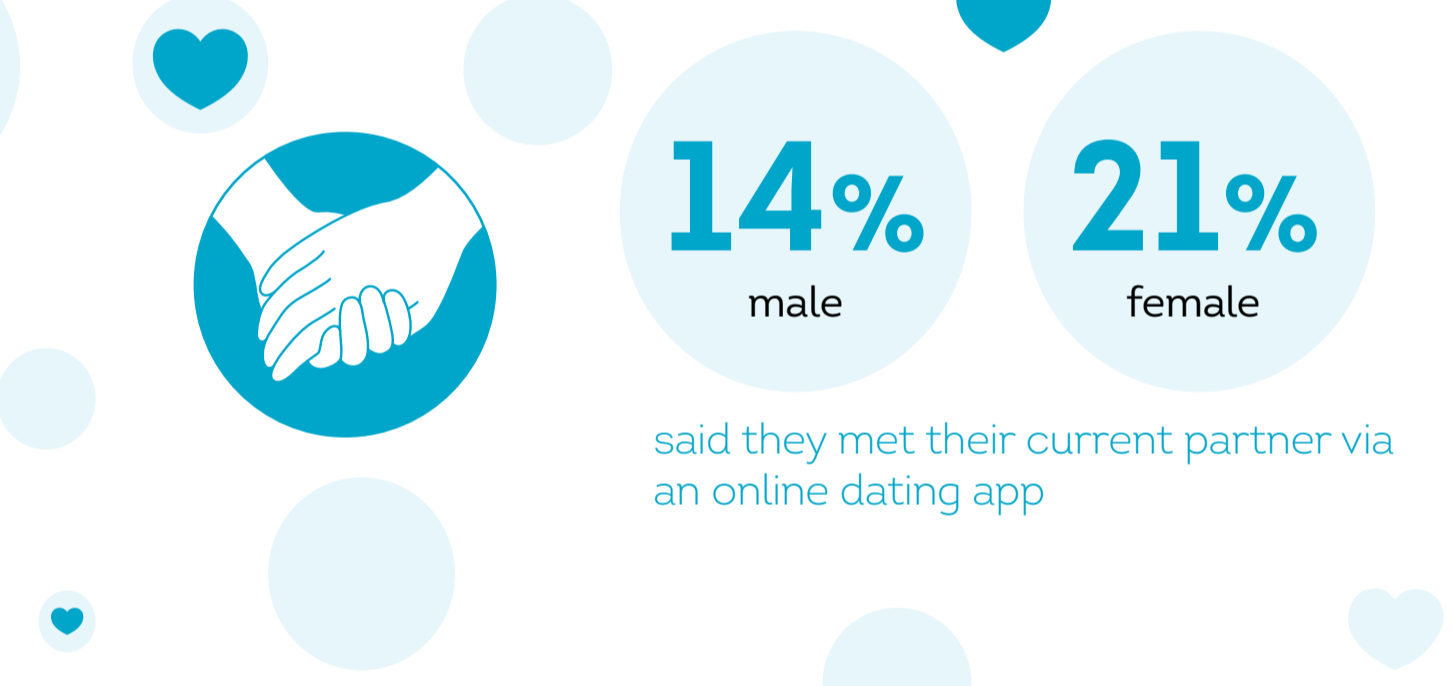


Gen Z: 1997-2012 | Millennials: 1981-1996 | Gen X: 1965-1980 | Baby Boomers: 1946-1964

Top reasons daters sign up for an online platform



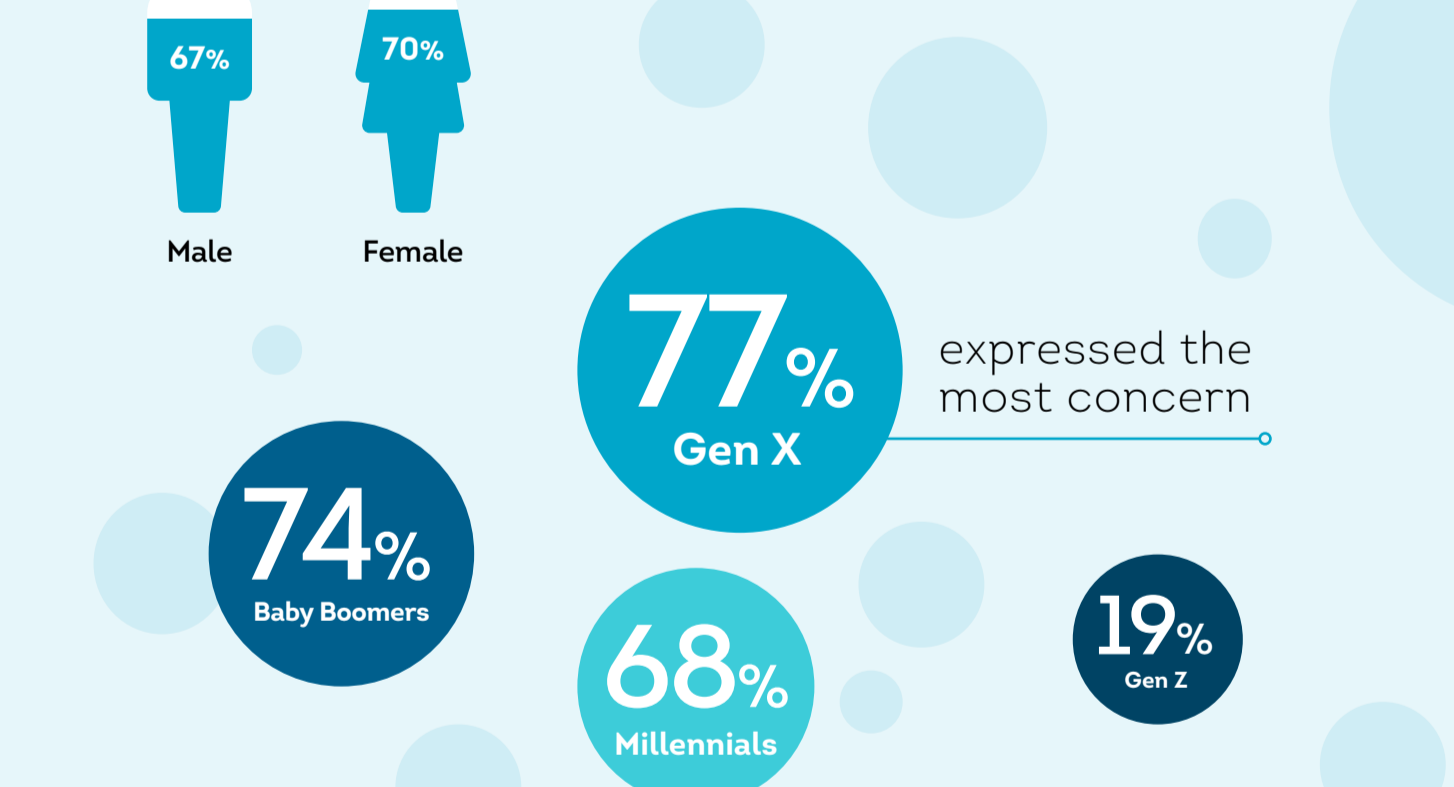
Of online daters who stopped using dating apps:



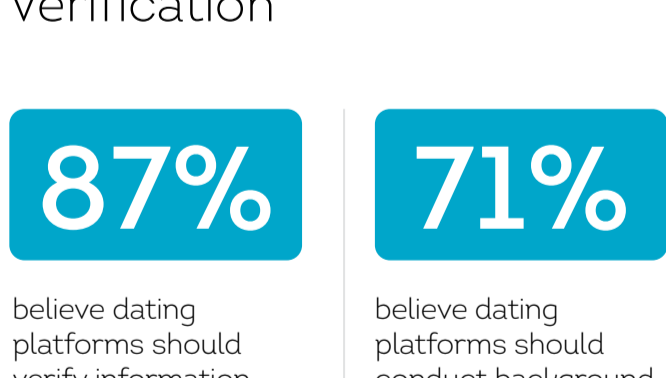
TRUST AND SAFETY

Safety is a top priority for all online daters, regardless of gender, generation or income level. The onus is on dating platforms to protect their communities by keeping bad actors off of the platforms and maintaining effective safety measures during the user experience. At the same time, users can further protect their experience by staying on the dating platform when communicating with potential partners.

Overall, **68%** are concerned with scams when using a dating platform. Including:



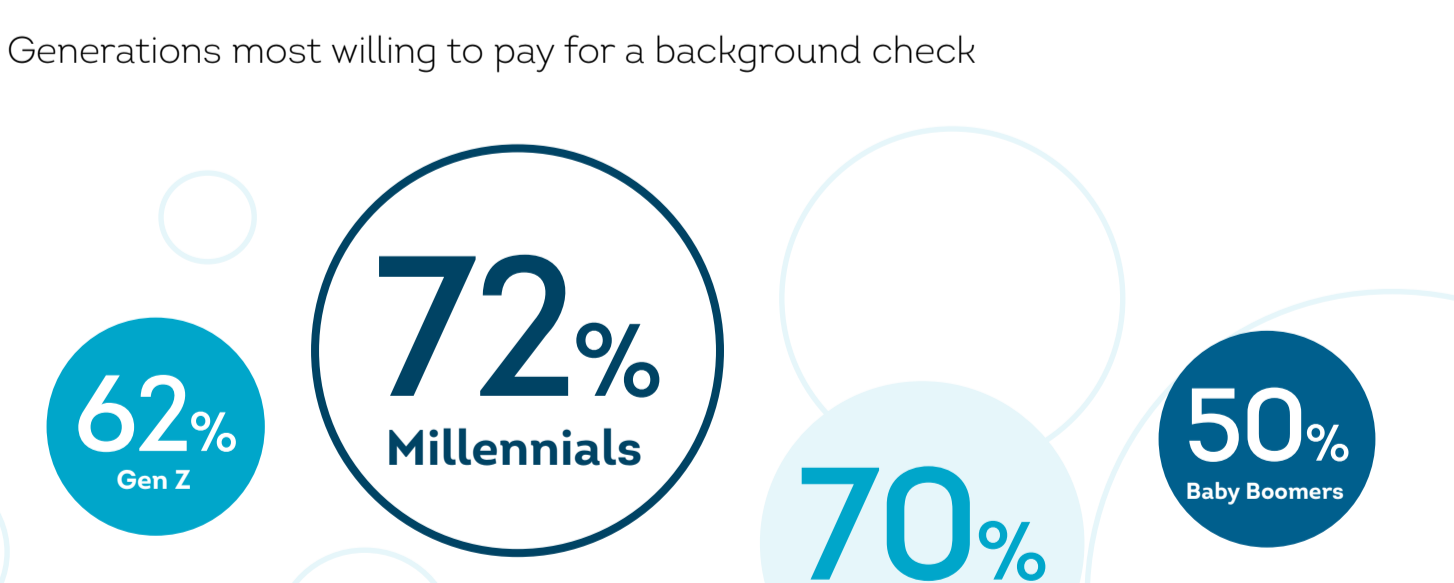
Verification



Willingness to pay



Generations most willing to pay for a background check



Confidence to connect

62% would be much more willing to contact someone if their profile was verified, including:



*Totals may not add up to 100% due to rounding

HOW TRANSUNION CAN HELP

Build trust and safety with your community. Our trusted identity and fraud solutions can help you verify user information and keep fraudsters off the platform. [Learn More.](#)

Stand out from your competitors. Use your current user data to create high-performance audiences that will allow you to reach new audience at the right time. [Learn More.](#)