

## HUMAN INTERACTION IS:

- a tool
- a guide
- a way to
- a rhythm
- a choreography

## HUMAN

is a presence in space and time  
a body

Something that happens in that moment in that  
specific place and human the main character,  
the one that makes it happen

## INTER - ACTION

in between is a movement towards something or  
in the middle someone  
in between two bodies there is an EXCHANGE involved  
you and someone else  
you and the environment and

## EXCHANGE

giving and receiving (give and take)  
win and win situation  
a comfort  
reciprocity  
interchange  
move backward and forward

## HUMAN INTERACTION

The way humans interact has been drastically transforming thanks to media. One of the driving forces to the new age of human interaction is Tinder. It's completely changed the game.

tool:



= it's a market of people

## OBSERVER

look for swiping people in public spaces that are using tinder  
in which context do they use it?  
where?

INSIDER  
research

Framework:

## DATING

past: past experiences on dating

present: consider your own experience

future: other dates that the people you meet  
will have

follow dates in the  
park  
bars  
OTHER DATES IN THE  
CIRCLE

THE HUMAN  
INTERACTION OF THE  
2017

HOW THE WAY OF INTERACTING  
CHANGED SINCE THE  
INTRODUCTION OF  
SOCIAL/DATING MEDIA IN THE  
**MILLENNIAL GENERATION?**

= generation that was born between  
the early-mid 1980 and the late 1990

THE CONCEPT OF TERRITORY

How do people behave in their own territory  
how they move  
how they try to impress

What are the differences?

Are the cliché about Tinder true?

Why people use this app?

How much time do they spend in it?

How did the concept of privacy changed and how far can it  
be pushed?

How much are they willing to share? (with a complete  
stranger)

How many personal data can I extract from the profile of a  
Tinder user?

How much personal Data this application collect from/of  
you?

general data on tinder

make infographics

Investigation on a

Over **10 million** people use Tinder with over **26 million** matches per day

spanish data on tinder

decisions taken by using the app  
gender: man and women  
minimum distance: 2km  
age range: 24-34  
location: matadero madrid  
date location: the circle

which kind of people there are in tinder?

CATEGORIES OF TINDER PEOPLE:

- hook up/sex
- have a nice talk
- meet people
- make friends
-

### SELF FRAME

do not exchange number  
stay sober  
be honest but not personal  
'like' just basing yourself in km  
let them take you around  
meet in the circle and stay in the circle  
let them lead the conversation  
no contact of any kind

### TINDER QUESTIONS

- Since how long do you have Tinder?
- What do you use it for?
- Why are you in this app?
- What are your previous experinces on Tinder?
- How much time do you spend on Tinder?
- Is it your only way to meet new people?
- Have you ever though about privacy?
- How a perfect tinder date would look like to you?
- With which intentions did you come to this date?
- What do you think about this?

### NARROW IT DOWN!

how is dating related to the circle?

- Where do you usually take your tinder dates?
- Does it change with your intentions?
- Is the place where you take your Tinder dates the same as you would take your non-Tinder dates?
- How does your intention effect your plans?  
(where you go, how you dress, how you behave )
- if you want hook up where would you take your date?
- if your seducing game is up, where would you take your date?-----what would the cenario be?
- if you don t like your date where would you go?
- if you
- Is there some pattern?
- WHERE WOULD YOU BRING YOUR FIRST DATE? ( tinder and non tinder)
- what about the second date?

## RELATION BETWEEN THE DATING INTERACTION AND THE CIRCLE

- context
- what does it give
- how do people behave in the territory
- when the territory is used as a  
seducing game in this context ( place,  
scenario, tools)
- how tinder date become localized,  
the use of the neighbour as a tool to  
impress, seduce.
- MAPPING THE PICKOCK
- IF QUESTIONS ABOUT TERRITORY  
EXAMPLES
- LOOK AT OTHER DATES IN THE  
CIRCLE

## CREATING ID OF EACH DATE

Name:

Age:

In Tinder since:

Status:

Chosen gender:

Use:

Time spent in Tinder:

Previous experiences:

Opinion about privacy:

Other dating apps:

Attempt to impress:

Date expectation:

Level of lying:

DEVELOPE A TOOL TO MEASURE HOW  
MUCH THIS PERSON WHAT TO IM-  
PRESS YOU

including

-way they dress

-way they smell

-where they take you

-do they pay?



## QUESTIONARY for tinder people

Name:

Age:

Nationality:

Gender:

Choosen gender:

In Tinder since:

Status ( single, married, in a couple...)

Time spent in Tinder per day:

Other dating apps:

Why do you use Tinder?

What do you use it for?

What do you think about privacy related to Tinder?

What do you think is the purpose of Tinder?

How a perfect Tinder date would look like?

In a day, do you swip more like or reject?

Previous experiences:

Do you lie in your first Tinder date?

If yes why?

If you go to a date with the intention of hooking up, would you rather:

A.go to the park, direct and private

B. invite him/her home

C.go to a bar

Have you ever found love through Tinder?

Considering that you live in a neighbour

-where would you bring your first tinder date?

- would you organize some activities?

- how do you decide if you match or not?

-is it the first impression?

-what attracts you and keeps you talking to a certain person?

- what do you think about romantic love?

FIRST DAY 11-10-2017

Time spent in Tinder: 30 minutes

Likes:

Prejection:

Mathches:

check video

## NARROW IT DOWN!

how is dating related to the circle?

- Where do you usually take your tinder dates?

-Does it change with your intentions?

-Is the place where you take your Tinder dates the same as you would take your non-Tinder dates?

-How does your intention effect your plans?

(where you go, how you dress, how you behave )

- if you want hook up where would you take your date?

-if your seducing game is up, where would you take your date?-----what would the cenario be?

- if you don t like your date where would you go?

- if you

-Is there some pattern?

- WHERE WOULD YOU BRING YOUR FIRST DATE? ( tinder and non tinder)

- what about the second date?

Different aspects of Tinder DATING to consider:

-Privacy

-Territory (how people use their territory on a dating context)

-Show off

-Gender

-Nationality

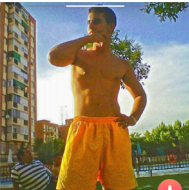
-Self perception (How do they present themselves)

-Ritual ( what happen before Dating)

- how dating system tranform nowadays

-

Matches: 35

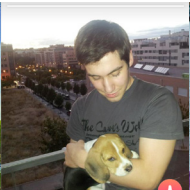


Javier

11 kilometres away

Your parents will love me. Your neighbours won't.

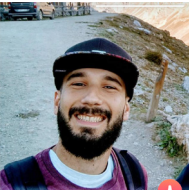
REPORT JAVIER



Carlos, 24

3 kilometres away


REPORT CARLOS



Adrián, 27

Pulgada a pulgada.

My anthem

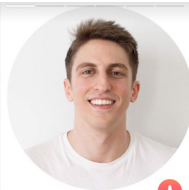


Nacho, 30

21 kilometres away

NO BUSCO SEXO

REPORT NACHO

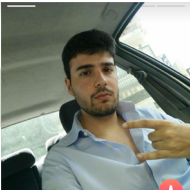


Juan, 24

3 kilometres away

Viviendo en Madrid. Soy daltonico y subo musica, a veces https://youtu.be/BOX2aUMTtB

REPORT JUAN

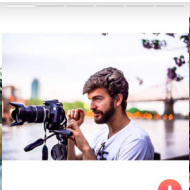


Luis, 24

Coisiente

Amante de las series y películas. Educador social. Me encanta leer por las noches. Somos perfectos desconocidos que podemos hablar perfectamente de cualquier cosa.

REPORT LUIS

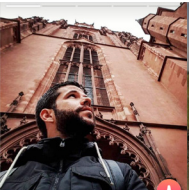


Luis, 25

Universidad Politécnica de Valencia

Viva en NY, pero como en España no se viven en ningún sitio.

REPORT LUIS

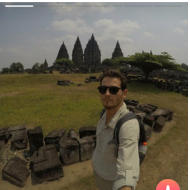


Leo, 28

Product manager at 삼성전자

Blá blá blá...


REPORT LEO



Pablo, 29

Hola!

My anthem

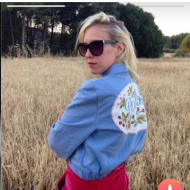


Berto, 24

ETBT

From spain! Stay foolish, engineer, new people. 183. Videogames.

REPORT BERTO




Anne, 33

Digital Marketing Strategist

453 Instagram Photos

REPORT ANNE

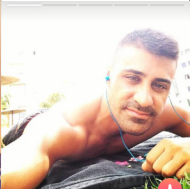


Ig, 29

5 kilometres away

Vidíor y soñador de la vida.


REPORT IG



Angel, 25

Estudiante


REPORT ANGEL



Loic, 28

Arteses

REPORT LOIC




Daario, 24

Arteses

Me gusta me gusta me gusta...

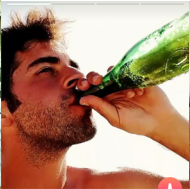
REPORT DAARIO



Angel, 27

Universidad de Murcia

REPORT ANGEL




Paco, 30

Universidad Europea de Madrid

Más feliz que una perdiz...

REPORT PACO




Pablo, 25

Universidad Autónoma de Madrid

Busco a alguien que pueda explicarme el final de Birdman

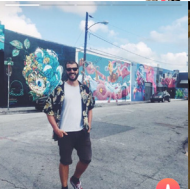
REPORT PABLO



Kenzo, 31

5 kilometres away

REPORT KENZO

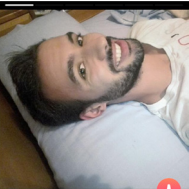


Fa, 28

2 kilometres away

De vuelta en Madrid después de unos años en Alemania

REPORT FA

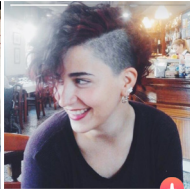


Pablo, 27

CPESA Corporate

- Spanish/English/French


REPORT PABLO



Araceli, 24

5 kilometres away

REPORT ARACELI

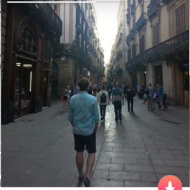


Miguel, 24

Artesista al India

I Will Always Stand Up And Fight For What I Am!

REPORT MIGUEL

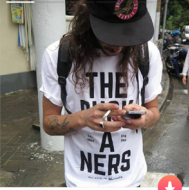


Mathias, 31

3 kilometres away

Decimos que nos conocimos en un bar?

REPORT MATHIAS

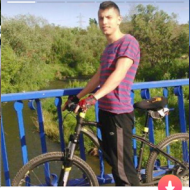


Sam, 31

3D Artist at Serial Cut

7 Common Connections

REPORT SAM

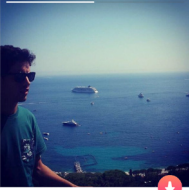


Angel, 29

3 kilometres away

15 Instagram Photos


REPORT ANGEL



Pablo, 27

1,85

My anthem

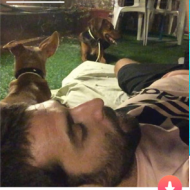


Ricardo, 26

Artesista Plástico Oficial at Ryland

From Madrid. Working as first officer. Kind of a short guy, just so you know

REPORT RICARDO




Carlos, 30

CEOFounder

Neither my children, nor my dogs, nor my ex!

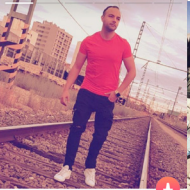
REPORT CARLOS



Rodrigo, 32

Soy una persona con unos valores que en la sociedad actual brillan por su ausencia y busco a alguien similar...

REPORT RODRIGO




Nikkis, 32

Software Developer / Emprendedor

Inquieto, ambicioso, con afán de superación, distribuido de mi trabajo...

REPORT NIKKIS

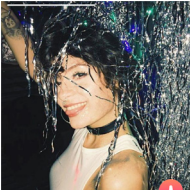


Mitch, 27

Sales Support Operations at StubHub España

Italiano en Madrid

REPORT MITCH

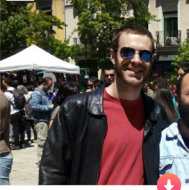


Bruna, 25

Productora. Social Media e Estrategista at FRESH

Brazilian girl living in Madrid

REPORT BRUNA



Borjajejiojo, 27

2 kilometres away

Me rieiego. Como me rieiego a admitir que el punk ha muerto, que el amor libre es imposible...

REPORT BORJAEJIOJO

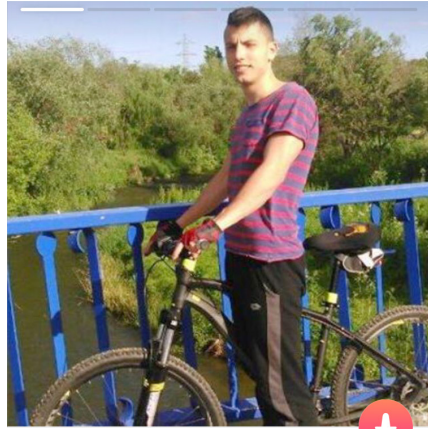
1 Interest

Classical Art Memes

Men

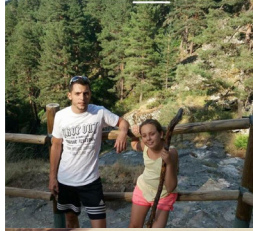
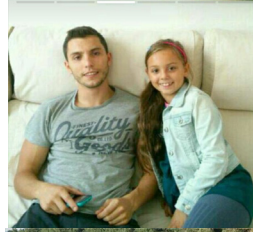
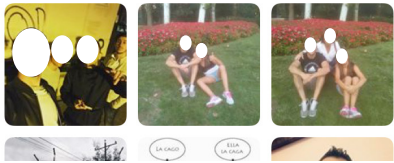
Women





DATE #1 29

15 Instagram Photos



SECOND DAY 12-10-2017

Time spent in Tinder: 30 minutes

Likes:

Rejection:

Matches:

Name: date #1

age: 29 years old

time in tinder: 2 years

status: single with a daughter

use: to meet women ( he said people but then he contradicted himself)

attempt to impress:

previous experiences:

time spend in it:

privacy matter:

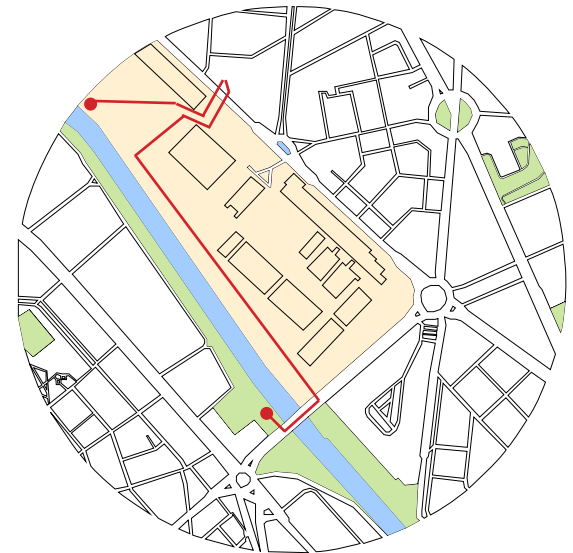
Chosen gender: women

other app: badoo

date expectation:

Time spent together: 1.40h

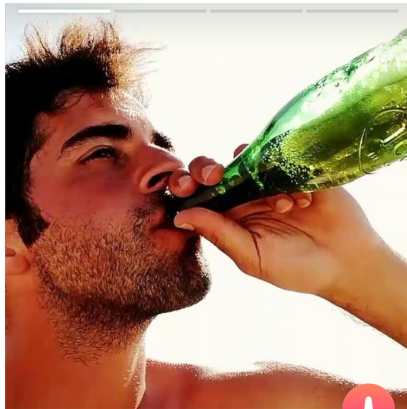
## PATH CONVERSATIONS



meeting in front of skate park

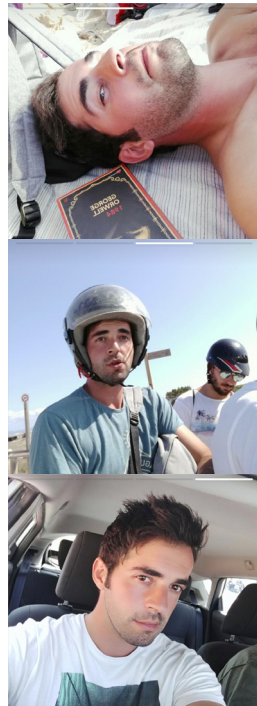
went to the chinese to buy drinks that he paid and we crossed the river (side where he lived) and sit next to the water.

He wanted to walk me back to matadero and he did .



DATE #2 30

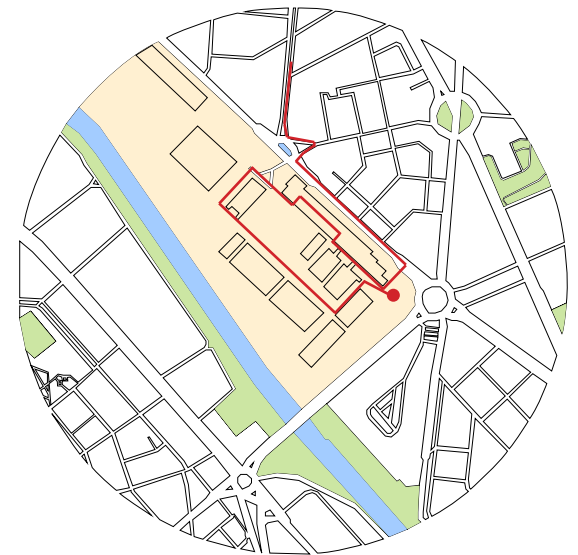
Más feliz que una perdiz... Arquitecto en Madrid...



Name: date #2  
age: 30 years old  
time in tinder: 5 months  
status: single  
use: spend time outside the house and have a good conversation  
attempt to impress:  
previous experiences: none  
time spent in it:  
privacy matter:  
Chosen gender: women  
other apps: none  
date expectation:

Time spent together: 4h

## PATH



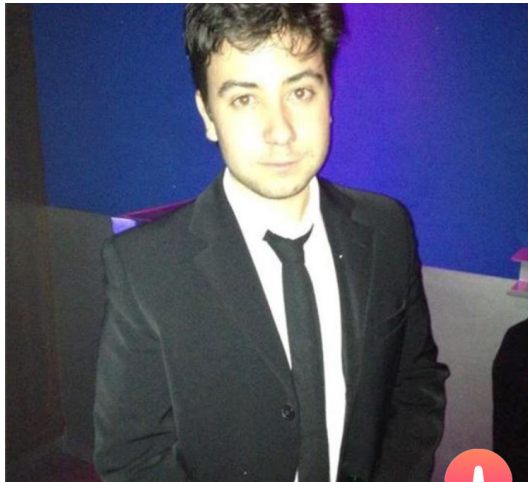
met in front of the water tank of matadero  
walked around matadero to show me architecture of the place (he is an architect) then he wanted to take me to a side of the city that he knew, towards Atocha ended up in a mexican bar on the way and ate and drink we split the cost and he walked me as close as possible to my house. He lives on the bourder of the circle towards the stadium

### THIRD DAY 13-10-2017

Time spent in Tinder: 30 minutes  
Likes: 12  
Rejection: 46  
Matches: 10

Name:  
Age:  
In Tinder since:  
Status:  
Chosen gender:  
Use:  
Time spent in Tinder:  
Previous experiences:  
Opinion about privacy:  
Other dating apps:  
Attempt to impress:  
Date expectation:  
Level of lying:

Name:  
Age:  
In Tinder since:  
Status:  
Chosen gender:  
Use:  
Time spent in Tinder:  
Previous experiences:  
Opinion about privacy:  
Other dating apps:  
Attempt to impress:  
Date expectation:  
Level of lying:



**Ricardo, 26**

🛫 Airline Pilot/First Officer at Ryanair  
🎓 Universidad San Pablo CEU de Madrid  
Aerotec Escuela de Pilotos  
📍 2 kilometres away

From Madrid. Working as first officer. Kind of a short guy, just so you know:) Rock music fan, outgoing and love spending time with friends and family. Movies and reading are a big hobby. Between Madrid and East Midlands for a while, so if you're interested, you know what to do. And yes, I'll text first.



Name:  
Age:  
In Tinder since:  
Status: single  
Chosen gender: woman  
Use:  
Time spent in Tinder: from 5 minutes swiping to 1 hour if there is a good conversation going on  
Previous experiences:  
Opinion about privacy:  
Other dating apps: Happn  
Attempt to impress:  
Date expectation:  
Level of lying:



He lives across the river. walked around and stoped at a bar.  
stay there the all time and had honest talks.  
i stopped at matadero and he didn t bother to walk me there, he could have cause it was on his way home but he took another street.

FOURTH DAY 14-10-2017

conclusion of the day:  
-for a guy is not that easy to  
have tinder dated

-

MAKE A QUESTIONARY ( ONE  
FOR TINDER ONE FOR NON TIN-  
DER DATES)  
TO SPREAD AROUND TO GET FASTER DATA



## INTERVIEW ALEXIS

I am a laboratory rat, i feel so much pressure, i though i was going to meet the love of my life, ahahah

I use Tinder in a seasonal way.

it's seasonal because i studied in germany and i had a relation there for few years, then i broke up and after several months i said " oh i'm going to meet people" and i found it really difficult to meet people there because germans are not so open so i said "ok, i am going to try Tinder" thinking that is a tool and it can help. So i tried and i see that is really superficial and i was not so successful so i decided to delete it. But after two months i decided to use it again and try to see what happens, so maybe i have half hour at home and let's see what happens. Also everyone was telling me that was helping to relations, assuring me that it was working.

Now i ve been in madrid for 15 days and i am meeting people through a match.

or like you that use me as a laboratory rat and i feel used but i think is a good story to tell to my friends, i think it s a funny story.

How do you use tinder for?

Mainly because i want to meet people, i can use tinder for everything but normally is not working like this, normally when there is not a match ( in the date itself) people don t want to continue talking or whatever.

It happenes also that you meet people and profiles that don t fit with you and you cannot even have a friendship afterwards, it is impossible to talk to them, there is not connection and not understanding between the two parts.

Did you ever go to a tinder date with expectations, an idea of how it will end up?

Normally you start a conversation and you talk more and more and start talking about many things and interest in common.

Last date i had was with a girl who lived for 5 years in germany, it was really interesting cause we could share experinces and have nice converstations.

But when you meet the people you chat with you have certain kind of expectations, like for example with you i had really low expectation cause we didn t really chat.

But the thing is that when you have high expectations is easier to be disappointed.

When you go to a date with expectations, does this affect the place where you take your date?

Not for me, i can meet at any place, nothing specific because i know or i can expect that it cannot go so well so for me any place can be good, in a coffe or in a bar, there is no need for something special.

It would be different if i already met a person and i want to continue seeing her and i want to get to know her and maybe have a relation.

Then i would take this person to some cultureal activities like a theater play or playing game, it can be more interesting

choose gender woman

i am single

i use dating applications to meet people you can say i have no balls because of it but i am a nice guy.

About my pictures in Tinder, what do you think? cause i think this is really interesting

pauline: i though you were a really serious guy

me: i though you were a serious guy then i saw the other pictures and i though you were a fun guy

pauline: i wouldn't have match you but now that i am i speaking with you i really like you as a person, a really nice guy, but i think your tinder picture don't match with the person i am meeting now

alexis: it is really difficult to show your personality in tinder because, yeah, which picture is better?

What is your parameters to swipe right or left?

when i feel i can like this person i swipe left (like) but yes it's all based on appearance and the way they show themselves that doesn't assure it matches with reality.

i think that for women is much easier cause guys show themselves really strong, sometimes without t-shirt and stuff like this and you can see that i'm really superficial.

so those are the strange guys and then there are the normal guys, the one that are fun and a bit crazy and not showing the muscles, so that's makes it easier depending on what you are looking for, you have it clear and served.

For us it's more difficult, we base our likes mostly on the face cause they all look the same, there are not so many differences, for example there are picture of girls doing sport but you don't know whether she is doing a sport normally or i don't know, also this is not a good criteria cause it's also fine to have a date with a person that is not doing sport but yeah, you know you are getting a certain category of person, but this is not common for girls.

Girls are really standard and more tricky to hack/understand.

Guys are doing like like like while girls are more picky in their choice, boys don't have so many filters so for girls is easier to have matches.

Who much time do you spend in tinder?

it depends on how much free time i have cause i do it in my free time, after a while it becomes a certain kind of a hobby.

what were you doing before tinder then?

How many matches do you get per week?

i would say between 5 or 7

How would a perfect tinder date look like?

oh my goood, there is not a perfect date.

a date with who you can talk and feel that there is a good connection and then you can continue seeing this person.

Normally you expect from tinder that you'll end up in a relation or you have something, but doesn't need to be a relation, i can meet someone that i find interesting knowing that is never going to be a relation but it can still be interesting for me, so i can still gain from it, it's also nice to have this, spend time with someone you can relate to not just in a sexual level.

What most of the people and my friends would say is that a perfect tinder date is to have sex, i don't have experience with it but i would say for man it's mostly about having sex.

For women less because they decide immediately from the first second if it's going to happen or not, so women are more careful cause they also approach guys more carefully, so they rather stay at home instead of spending time with someone that just want sex.

This is all based on my experiences and what my friends told me

## INTERVIEW RICARDO

since how long do you have tinder?

i did downloaded it when it came out but i ve been using it since january

what do you use it for and why?

honestly i m using it eh i m bored and i m usually sharing my time between england and madrid and where i m based in middleland is pretty boring there are almost no people, i don t know any people there so when i m bored i just look for someone to have a good time, spend an afternoon, get out of the house, that s the main reason

with how many people do you usually speak at the same time?

1 or 2, 2 in avarage

as a male how many matches do you get more or less?

in avarage of a week about 10 something like that, is not that good, i know.

What are your previous experiences on tinder and how many dates did you get till now?

from january till now i would say around 30, something like that.

there are mainly good experiences, there are just one or two that were like... it wasn t a bad date it was just a mismatch of personalities, that s the only thing, but it was fine, i just spent the morning and a afternoon and that s all, never seen her again.

you can t get marked for the two hours you spend together, that s not how it goes.

i ve never get arraced by a woman, i think that s probably more a guy thing, they go directly to the point, full on, you know what i mean..

but then again, i think, they have more dates than the avarage guy does, could be wrong but i think that helps too. probably if you just go for it, yeah sure you can get more matches but then you are going to end up having bad dates, having bad times anf you ll probably give up, you won t use it anymore. why? i m not risking that because so far my experiences have been fine so..i don t need to do that.

how much time do you spend in tinder per day?

depends if i m talking to someone i could have spend, i don t know, one hour or something like that. but if i m just swiping, 5 minutes. i do it when i have nothing to do.

do you use other apps?

i downloaded Happn, i saw you on that btw, i don t really use it cause then again i just really use it in east middlen and there is nobody to cross pass to.

what do you think about the concept of privacy in tinder?

i am not, i know maybe it s a little..

i m not really a fan of social networks and i know it might be funny saying this while i m using tinder, but i have twitter, i have instagram i have facebook, i did it when i went to the states and i mainly keep it to keep in touch with people i know from there cause i don t have phonenumber so.. i m not really that much into social netweork but then again i think it s a good way to meet people, you know you don t have to really go out everyday and talk with people.

There are some facts that i really do not agree with but then again i dont think tinder is so bad.

with which intentions did you come to this date?

i just wanted to have a good time and get out of the house , i ve been here since sunday, lots of my mates are working, is in the middle of the week so i m really just trying to get out, have a conversation, meet someone, you never know, might meet someone you like, someone that you can start a friendship with, i don t know, so yeah that was my intention. that s also what most guys say, obviously, especially if they are recorded.

But i can also imagine that people like me are rare, most of the guys on tinder are there for specific reasons that can be related to sex or not, yeah mostly related to sex.

WHAT IS TINDER?

if i would explain the concept of tinder to my grandparents i  
would say that tinder is a

SECOND DAY 12-10-2017

Tinder date with

Angel 17.00h

Paco 19.30h

Name: date #1  
age: 29 years old  
time in tinder: 2 years  
status: single with a daughter  
use: to meet women ( he said people but then he contradicted himself)  
attempt to impress:  
previous experiences:  
time spent in it:  
privacy matter:  
Chosen gender: women  
other app: badoo  
date expectation:

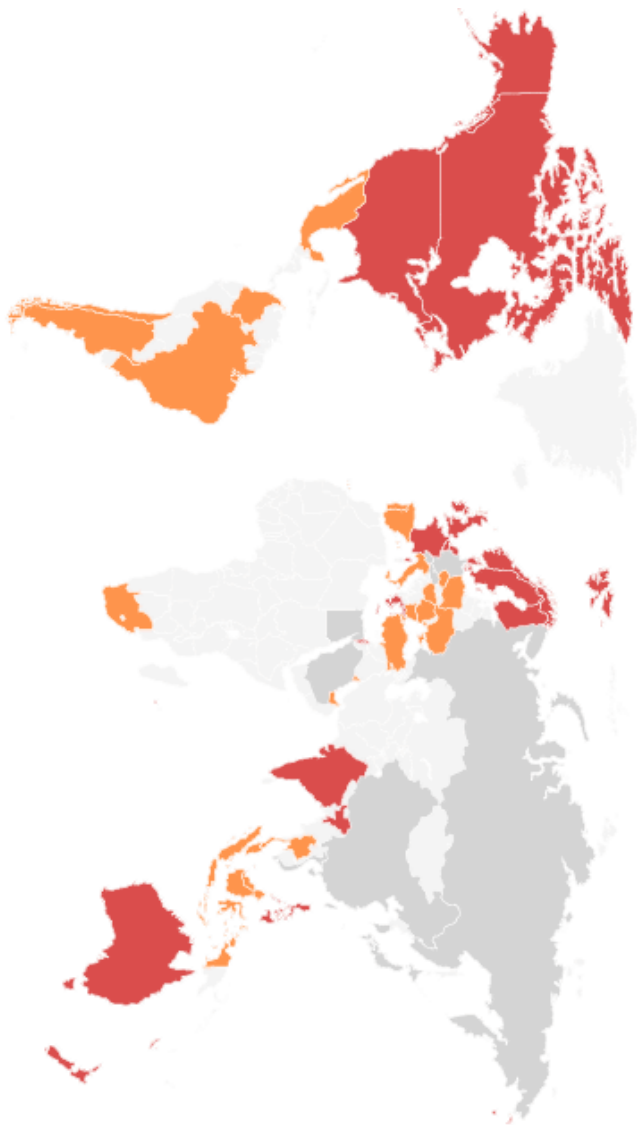
Name: date #2  
age: 30 years old  
time in tinder: 5 months  
status: single  
use: spend time outside the house and have a good conversation  
attempt to impress:  
previous experiences: none  
time spent in it:  
privacy matter:  
Chosen gender: women  
other apps: none  
date expectation:

how is a tinder date structured?

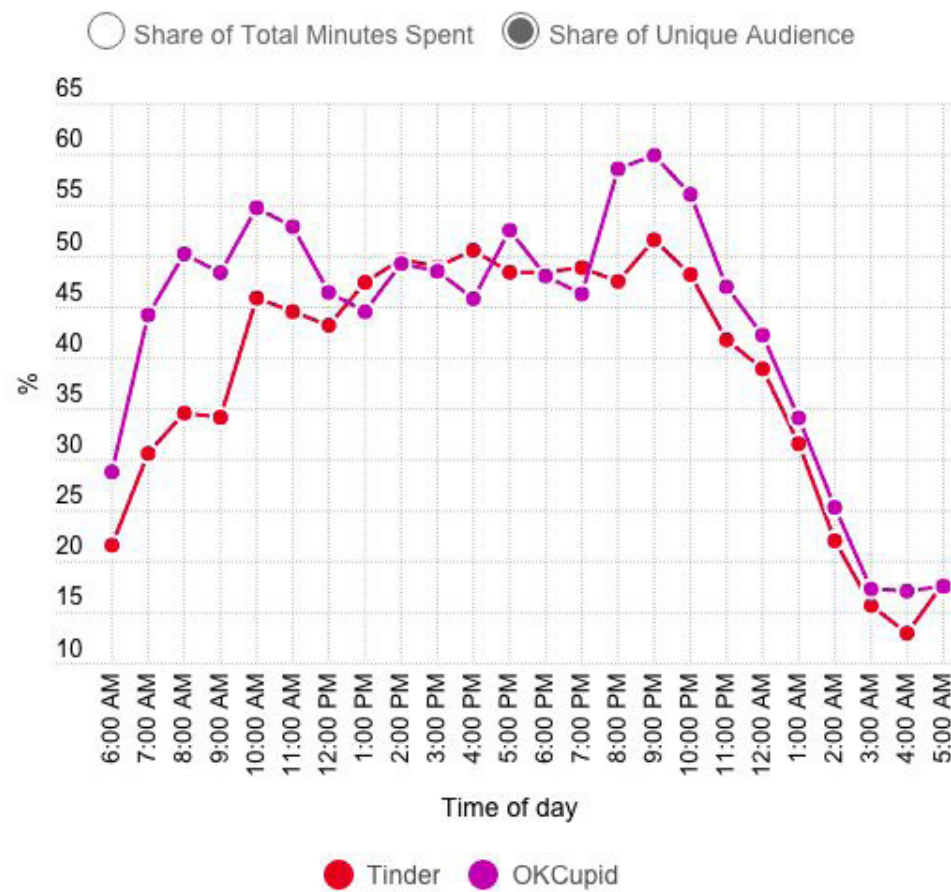
-preparation (before date, it's a show off )

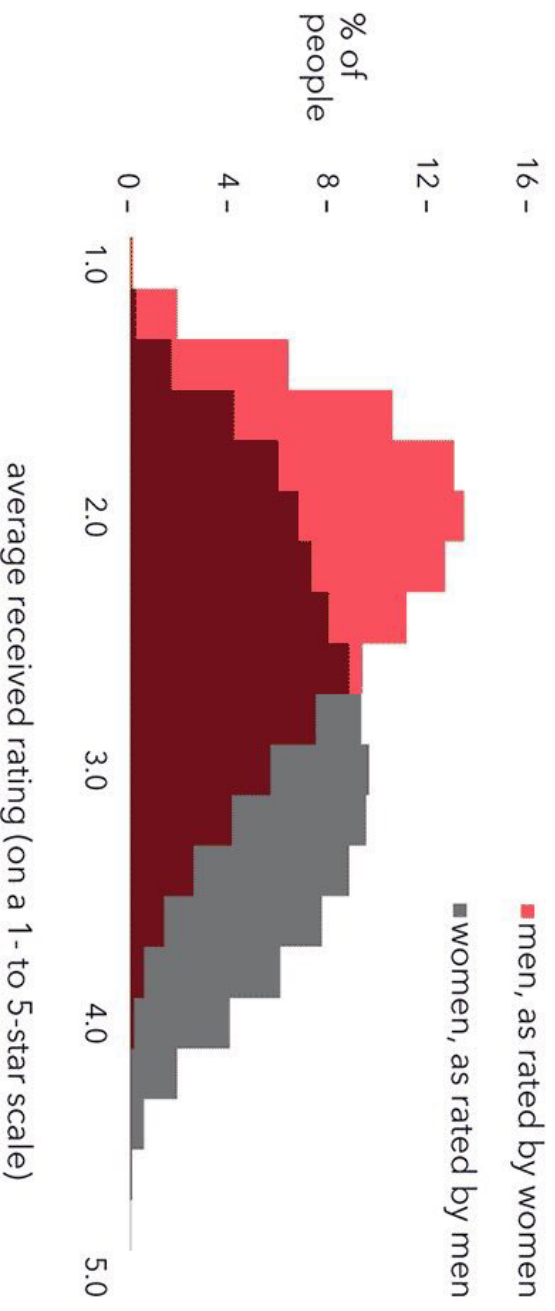
-actual date, time together

-



## DAILY TINDER AND OKCUPID USAGE TRENDS

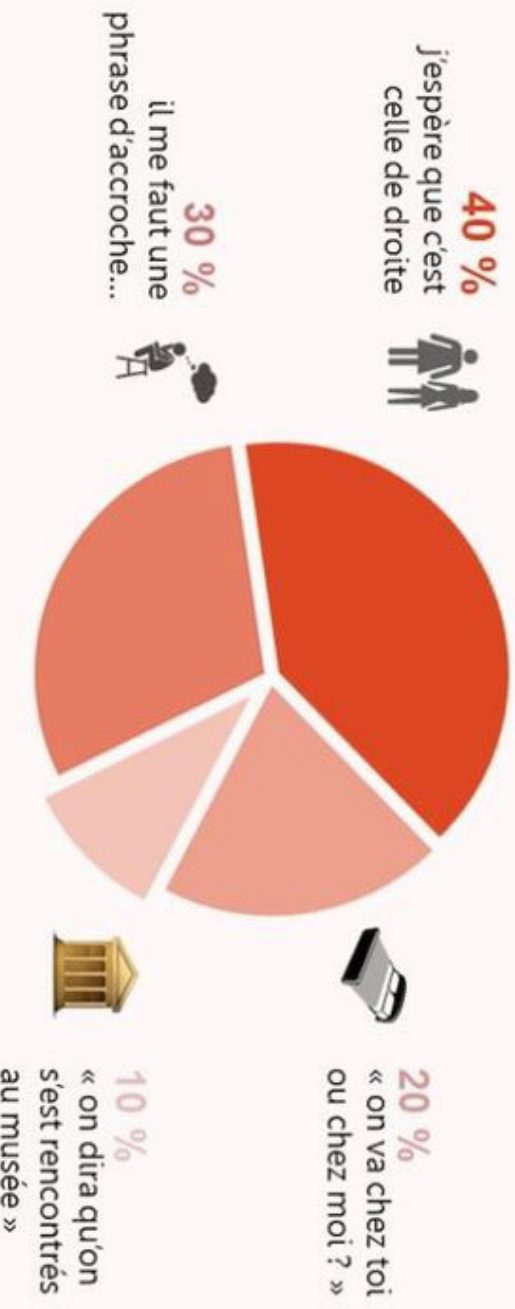




The red chart is centered barely a quarter of the way up the scale: only one guy in six is “above average” in an absolute sense. Sex appeal isn’t something commonly quantified like this, so let me put it in a more familiar context: translate this plot to IQ, and you have a world where the women think 58 percent of men are brain damaged.

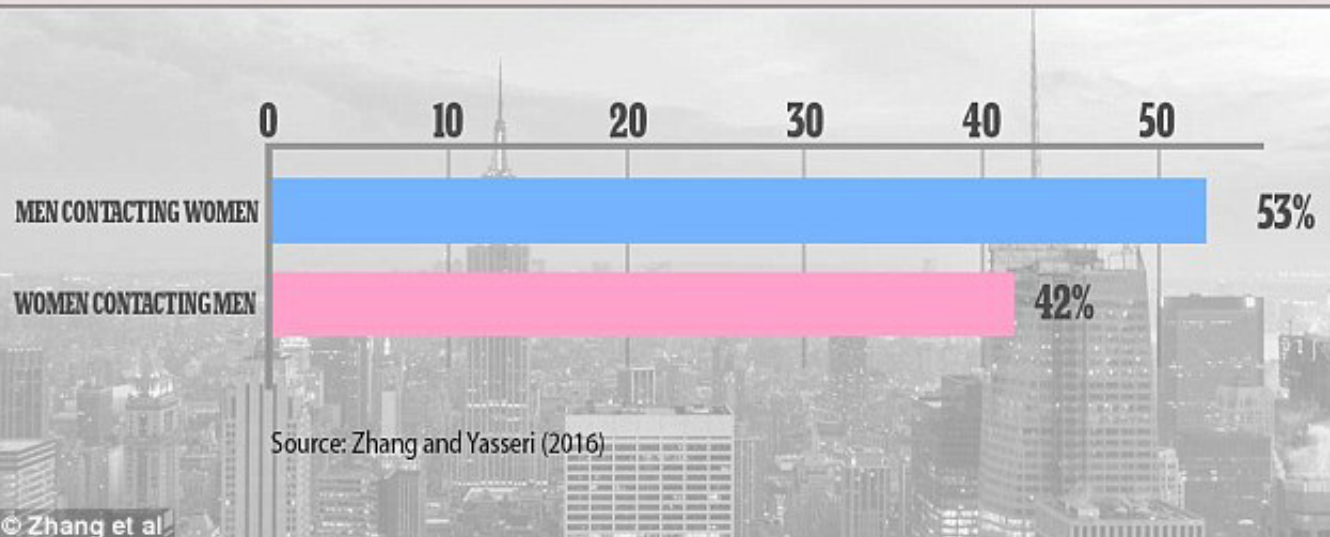
Now, the men on OkCupid aren’t actually ugly—I tested that by experiment, pitting a random set of our users against a comparable random sample from a social network and got the same scores for both groups—and it turns out you get patterns like the above on every dating site I’ve seen: Tinder, Match.com, DateHookup—sites that together cover about half the single people in the United States. It just turns out that men and women perform a different sexual calculus. As

# tinder

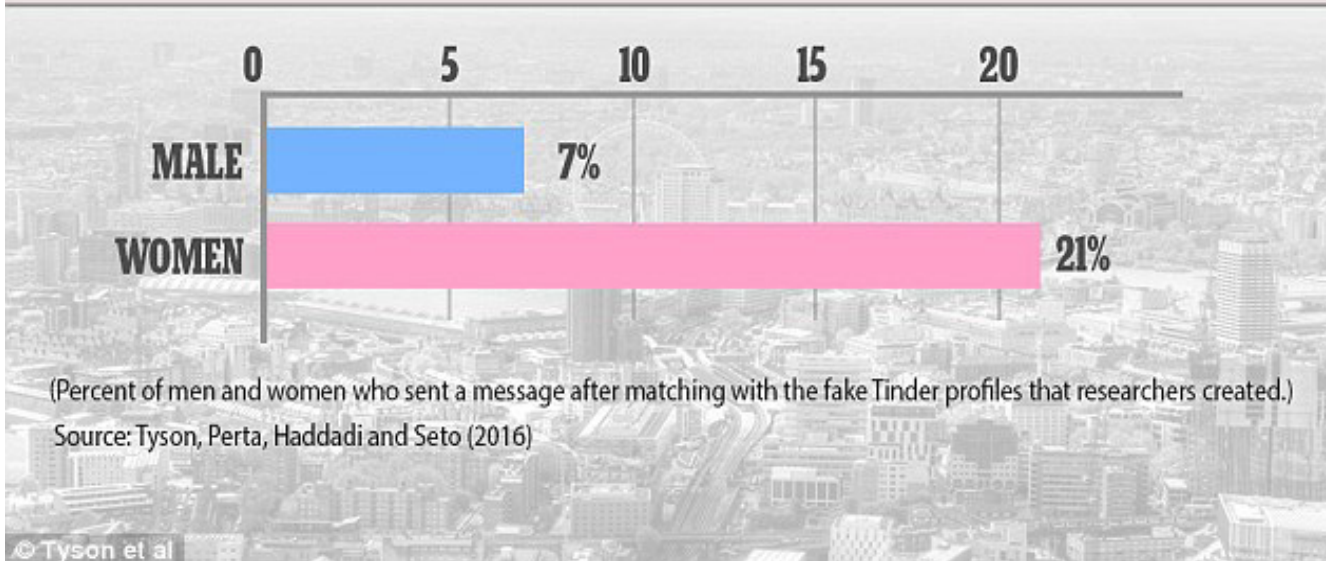




## AMONG AMERICAN USERS OF AN UNNAMED TINDER-LIKE APP, MEN REACHING OUT TO WOMEN GET A HIGHER RESPONSE RATE

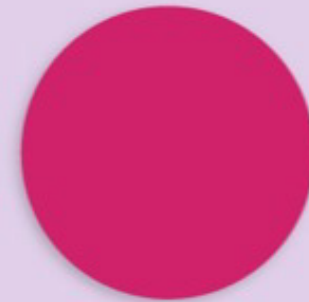


## IN A STUDY OF TINDER USERS IN LONDON, WOMEN WERE THREE TIMES AS LIKELY AS MEN TO MESSAGE ONE OF THEIR MATCHES.

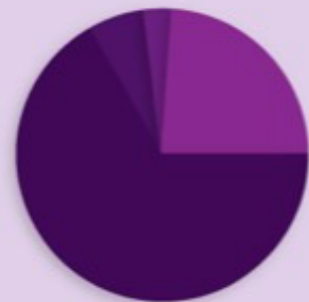


## ABOUT ONLINE DATING

Where people who use online dating meet



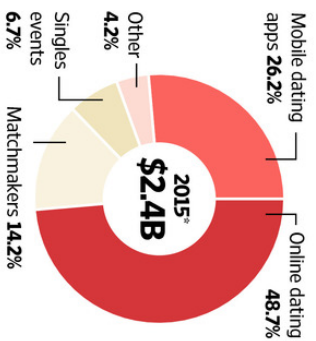
Where people who use online dating say they meet



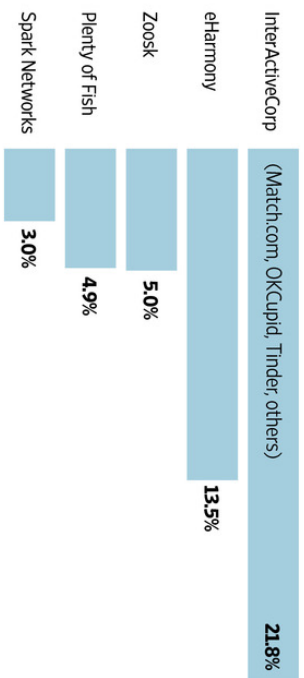
## A Match Made on...

## A look at the market for dating assistance in the U.S.

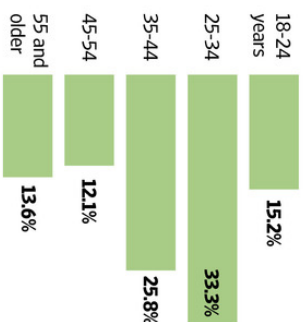
## U.S. dating services revenue



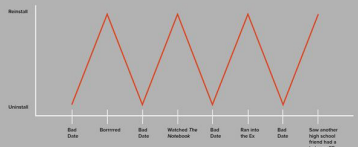
## Market share leaders



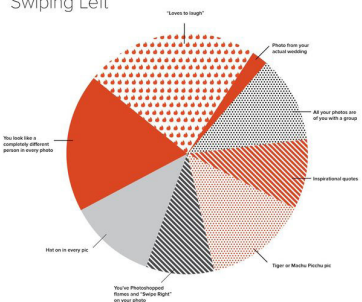
### Market share by age of users



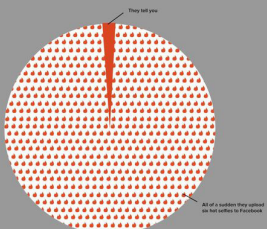
THE WALL STREET JOURNAL.



Swiping Left



### Quality of New Matches



# The EVOLUTION of DATING

Looking for Love Online

Online dating websites have grown drastically in popularity.

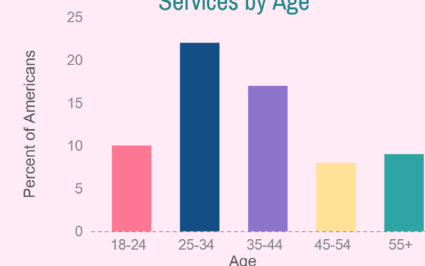
2007 20 million logged in

2012 40 million logged in

2013 45 million logged in

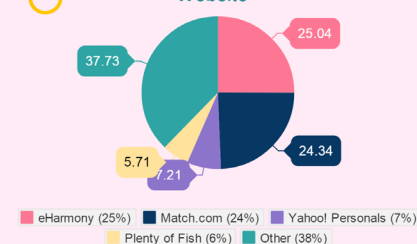
66% of those who use online dating sites or apps have gone on dates with people they met online

Americans Who Have Used Online Dating Services by Age



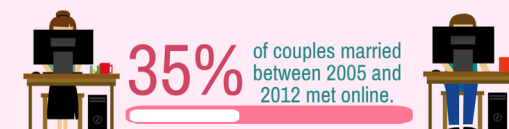
Americans in their mid-20's to mid-40's are most likely to have used an online dating service

Marriages Due to Online Dating by Website



Online daters make up 11% of internet users &

7% of cell phone app users.



Of these, only 6% end in divorce, as compared to 7.6% of couples didn't meet online.

RESOURCES:  
<http://www.pewinternet.org/2013/10/21/online-dating-relationships/>

<http://news.uchicago.edu/article/2013/06/03/meeting-online-leads-happier-more-enduring-marriages#sthash.vhTZ60nM.dpuf>

<http://www.eharmony.co.uk>

<http://www.christinebdesign.com>

## HOW ARE COLLEGE STUDENTS USING DATING APPS?



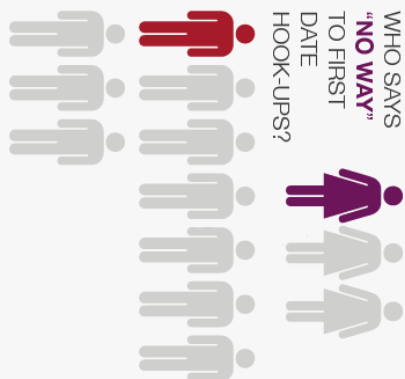
ONLY 4% PREFER TO USE APPS TO MEET POTENTIAL DATES



84% OF DATING APP USERS ARE ON TINDER

34% ARE ON TINDER PRIMARILY FOR ENTERTAINMENT

WHO SAYS "NO WAY" TO FIRST DATE HOOK-UPS?



91% ARE NOT PRIMARILY USING THE APPS FOR HOOK-UPS



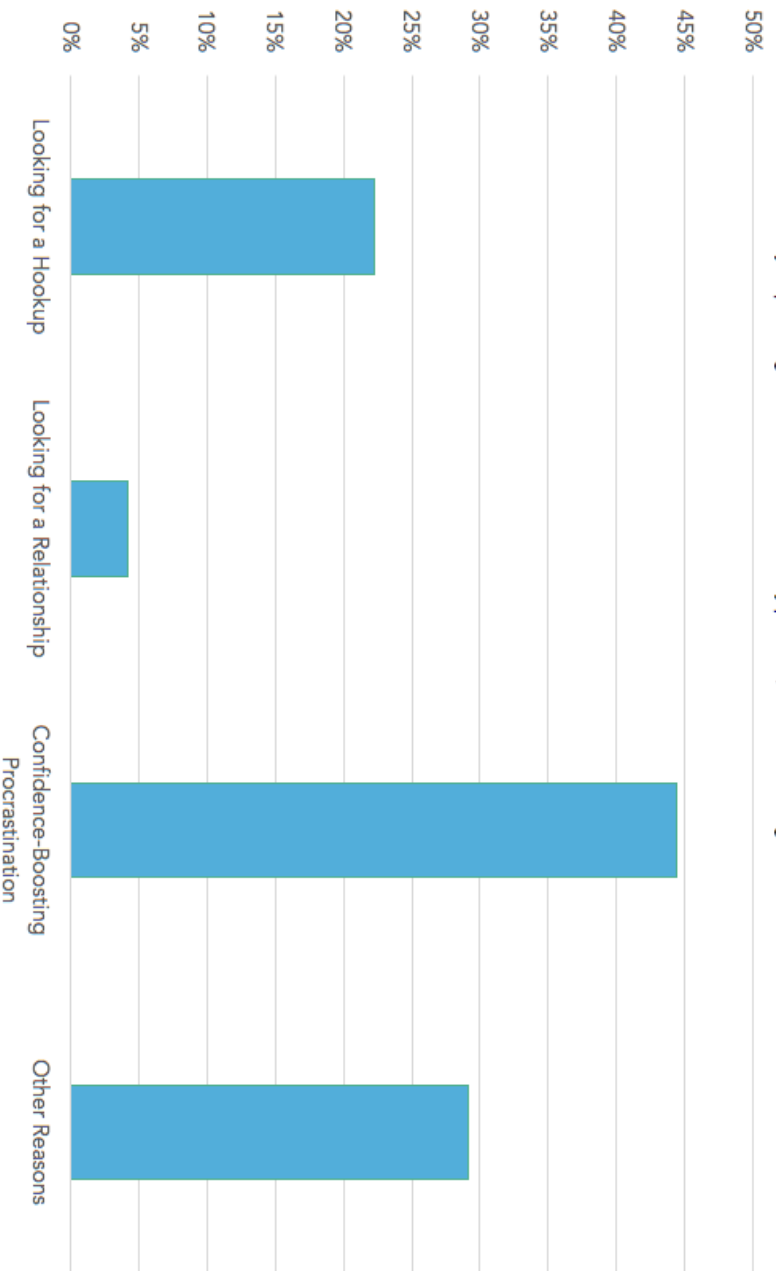
27% REPORT BEING HARASSED ON THE APPS. GRINDR AND OKCUPID USERS REPORT THE HIGHEST RATES



37% OF MEN DON'T THINK USING DATING APPS IS NECESSARILY CHEATING

## "Why do you use Tinder?"

Survey responses gathered from WhatstatGoodly poll of 9,761 current college students from 11/10/2015-3/21/2017

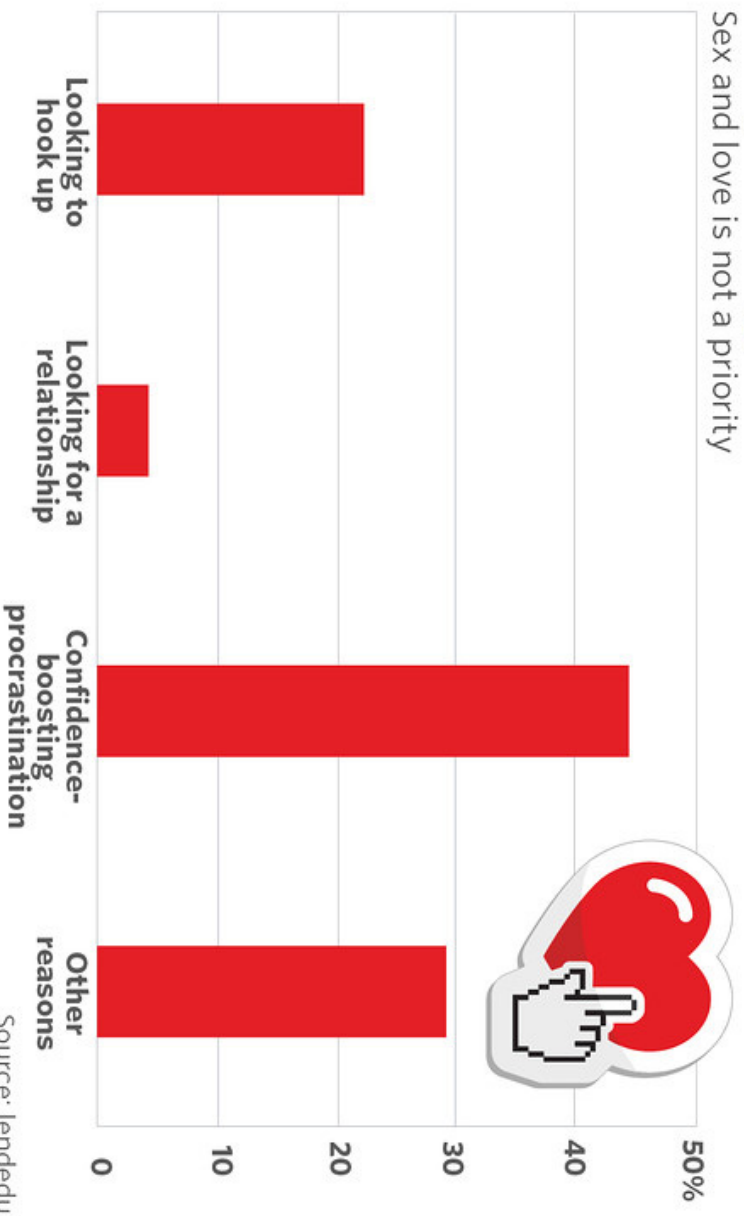


Margin of Error:  $\pm 1.10\%$



## Why college students use Tinder

Sex and love is not a priority

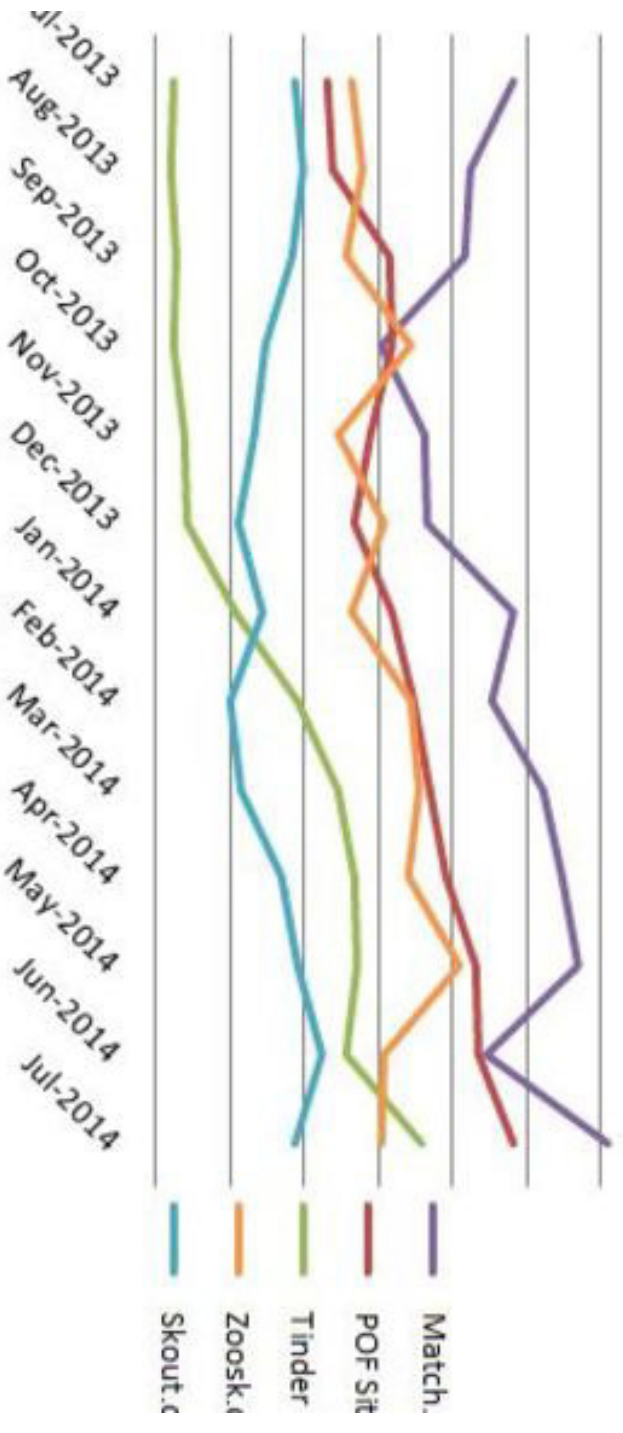


Source: lendedu

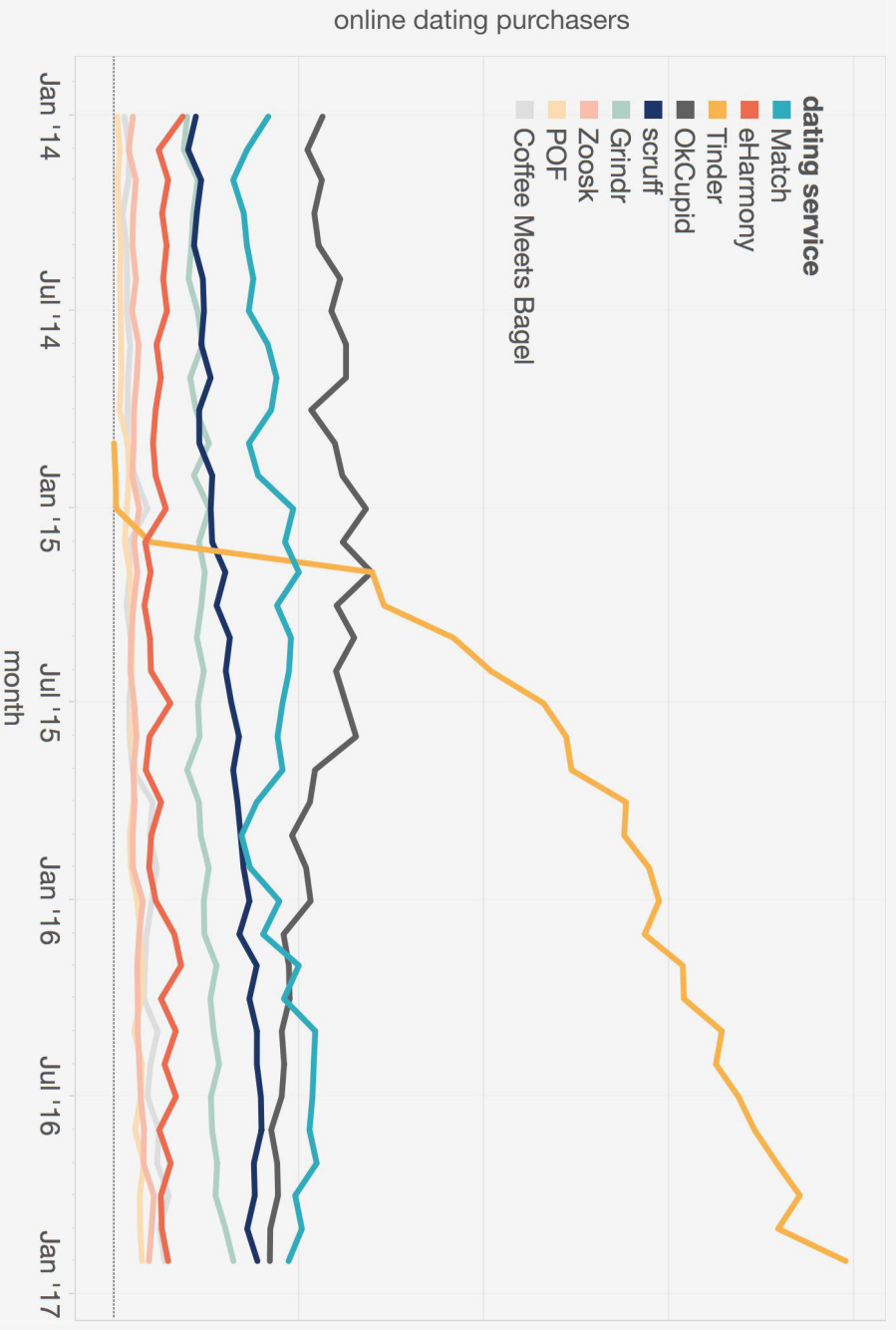


## Top 5 U.S. Mobile Dating Properties

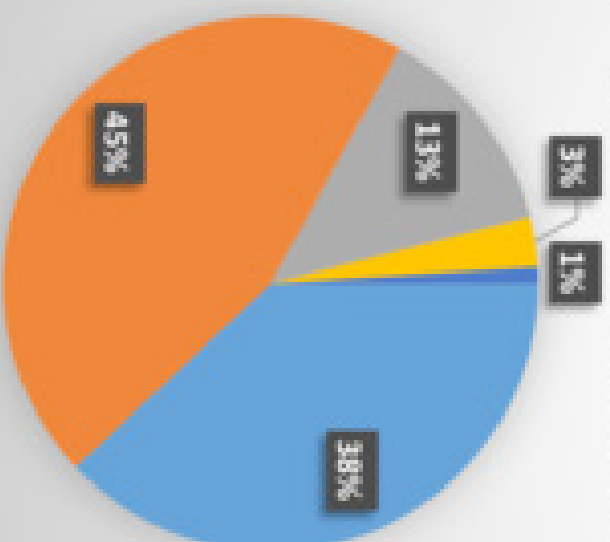
Source: comScore Mobile Metrix, U.S., July 2013 - July 2014



## Tinder's acquisition of paying users has outpaced other services in the online dating industry



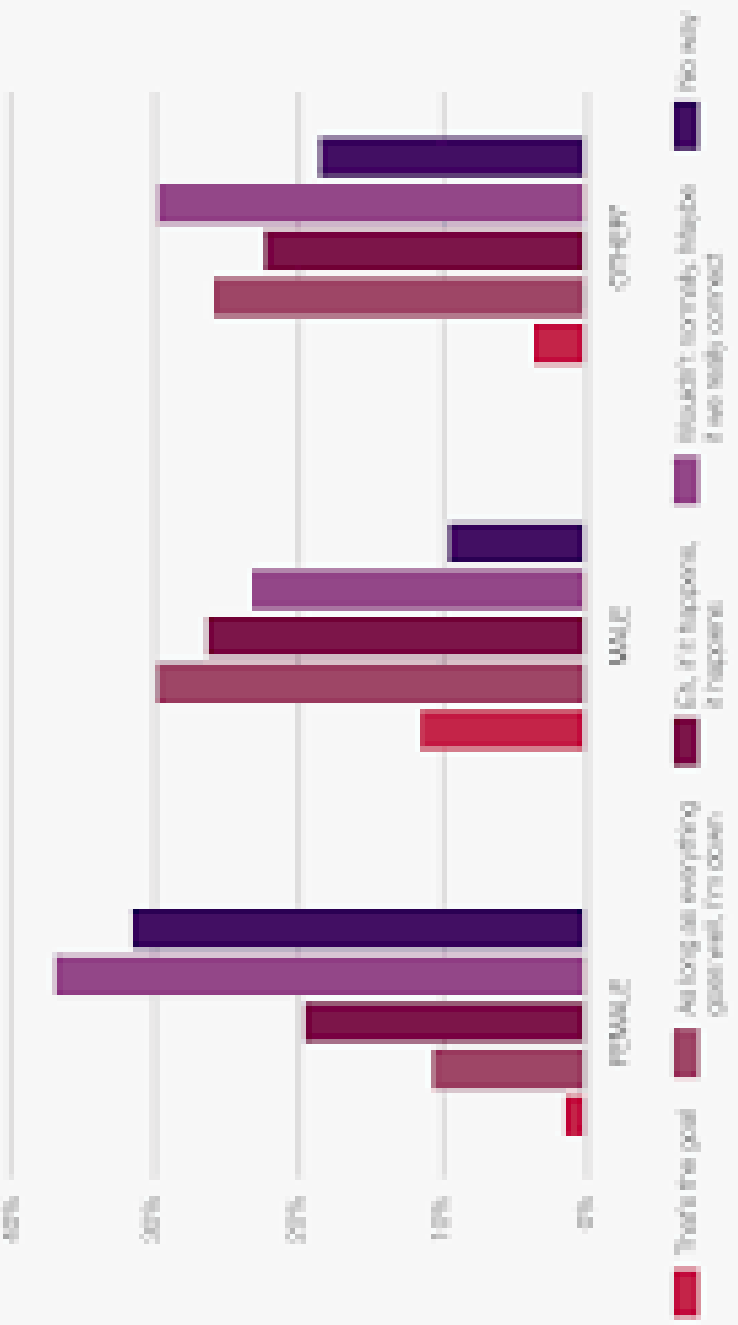
## Percentage of Tinder Users by Age



16-24  
25-34  
35-44  
45-54  
55-64



COCONA is a leading provider of digital marketing services, specializing in social media marketing, content creation, and analytics. We help businesses of all sizes reach their target audience and grow their brand.



## THE FIRST-DATE HOOKUP

Tinder Data (2016)

Basic Info

Platform	iOS & Android
Founder & CEO	Sean Rad
Launch Date	September 2012
Countries	196 Countries
Pricing (US)	\$9.99/month (Age 30 and over: \$19.99/month)

Performance

User Base	50 million
Paid Subscribers	Over 1.5 million
Swipe Per Day	1.4 billion
Total Matches	Over 10 billions
Rankings	Top grossing "Lifestyle" app in 99 countries

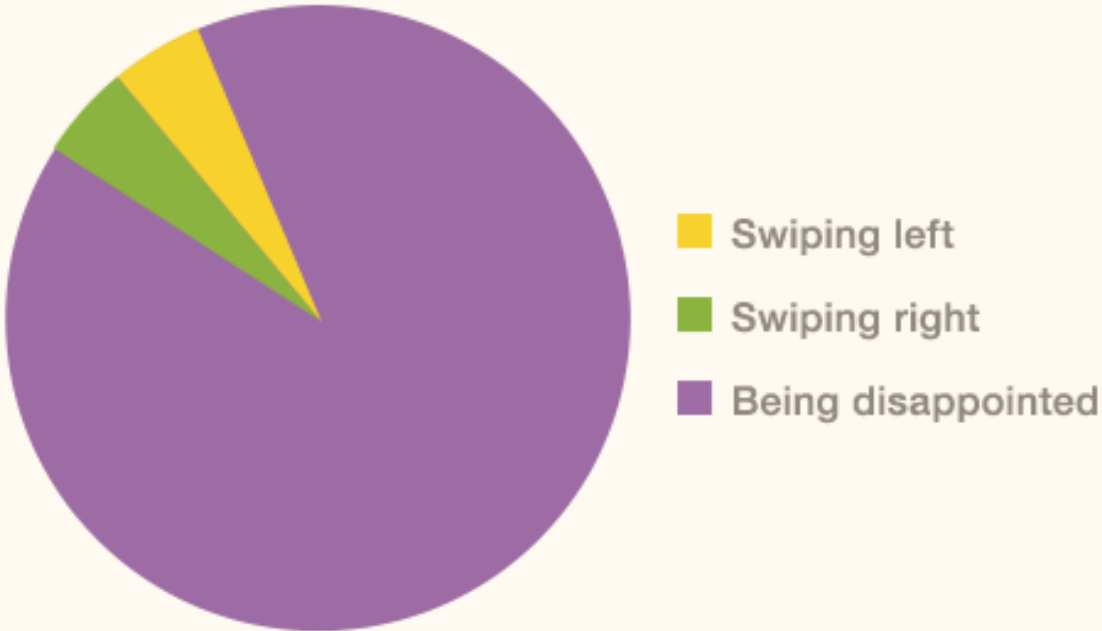
Male VS Female



Most Popular Dating Apps Downloads (in millions)



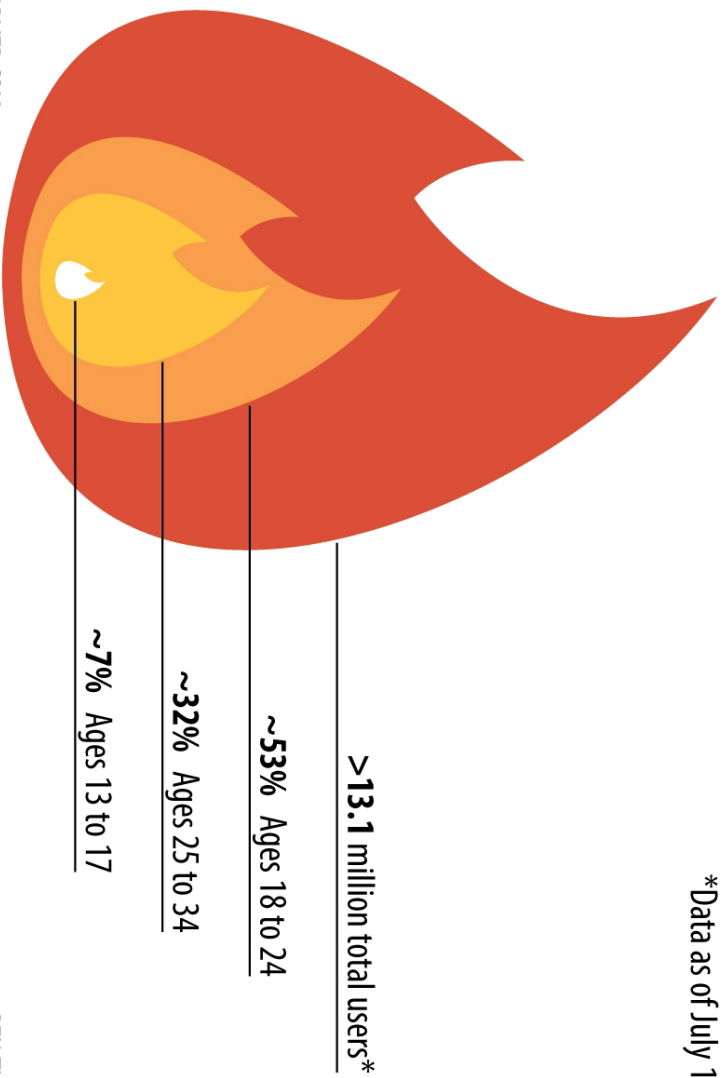
HOW YOU SPEND TIME ON TINDER



## A breakdown of the age groups on Tinder

A majority of the popular application's users are listed as college-age, while seven percent of users are younger than the app's minimum age of 18. The maximum age is 50. Eight percent of Tinder users are not accounted for in these age groups.

\*Data as of July 15, 2014.



SOURCE: CNET.COM, APPMTR.COM

DTH/TYLER VAHAN

## Relationship status



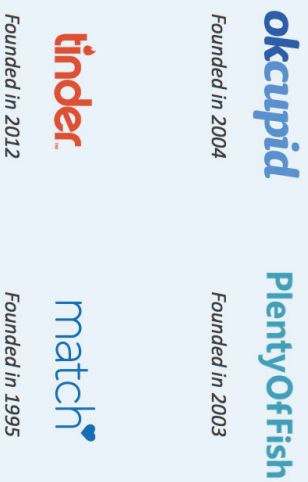
imgflip.com



## Exceptional Competitive Position

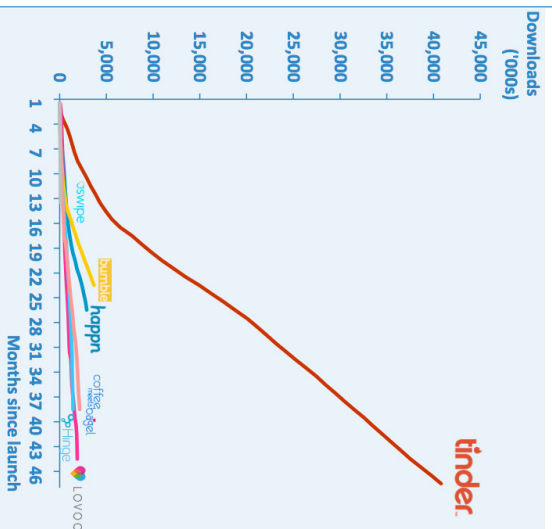
### Match Group owns the top 4 brands in NA

Based on respondents who used dating products over the past 30 days (NA)<sup>1</sup>



### Tinder: only dating app with true critical mass

US cumulative downloads (benchmarked to launch date)

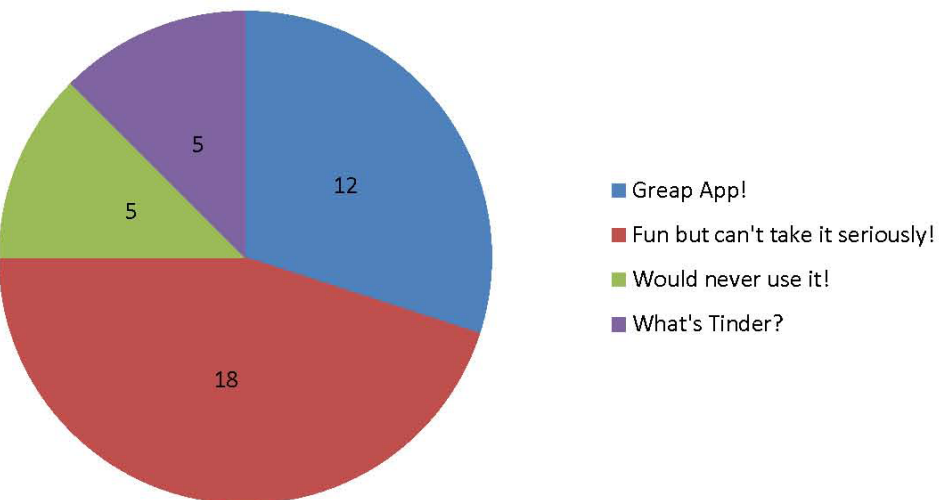


We have many competitors but **none of them have even 50% of the usage that any of our brands have;**  
most of them have very small usage levels

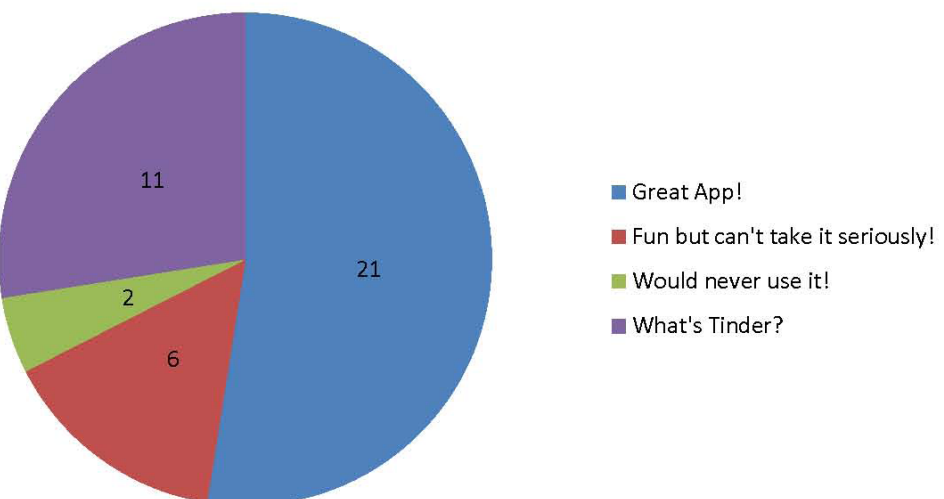
matchgroup

Source: App Annie data  
¹ Percent of respondents who used dating products over the past 30 days (NA) based on the study by Research Now as of July 2015

## Females thoughts on Tinder



## Males thoughts on Tinder





Tinder

Category  
Lifestyle

iAP?  
Yes

Price  
Free

Publisher  
Tinder Inc.

View in Store  
iTunes

Country / Region  
US

Date:

January 1, 2017 - August 31, 2017

Device:

iPhone

Category:

All Categories

Country / Region:

US

Type:

Grossing

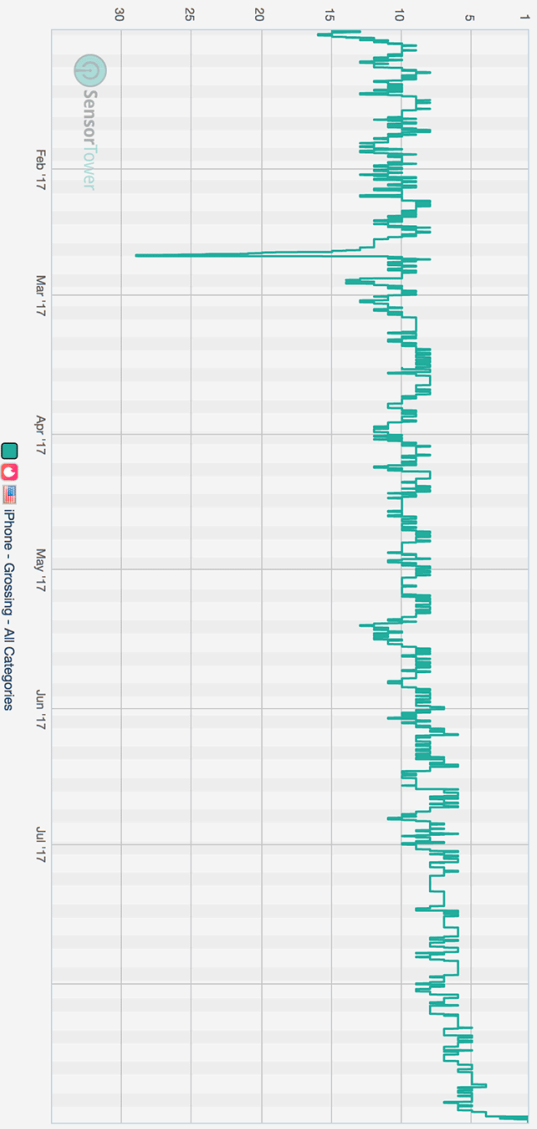
Chart By:

Daily

Hourly

### Hourly Category Rankings

App Store - Jan 1, 2017 - Aug 31, 2017 - iPhone - All Categories - US - Grossing

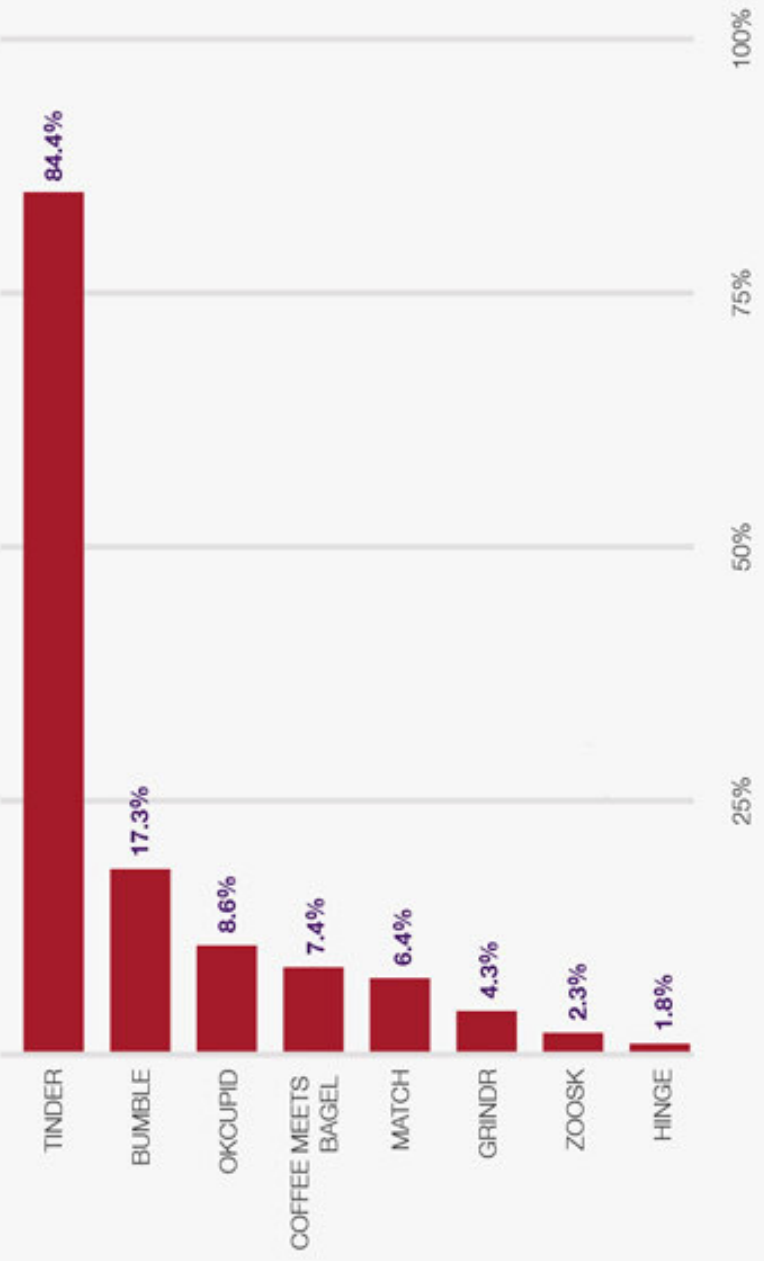


SensorTower Data That Drives App Growth

sensortower.com

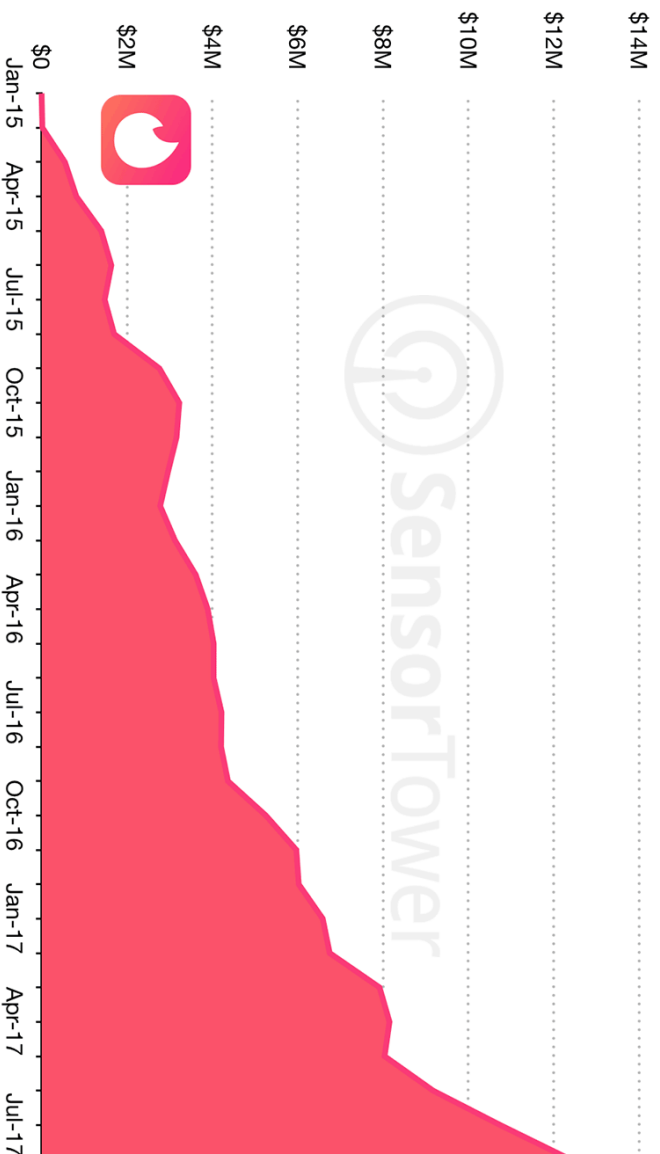


code: Buietep seen ouwv etjuepctis eilegipo 000'3 jo leavne OQOGBV an mout etjDQ -



# WHICH APPS ARE THEY USING MOST?

## Tinder Monthly Gross iOS Revenue (United States)



 SensorTower Data That Drives App Growth

[sensortower.com](https://sensortower.com)

## The Demographics of Tinder Users



[globalwebindex.net](https://globalwebindex.net) /// Source: GlobalWebIndex Q1 2015 /// Base: Tinder Users Aged 16-64

Find out more /// [www.globalwebindex.net](https://www.globalwebindex.net) /// [@globalwebindex](https://@globalwebindex) /// [+globalwebindex](https://+globalwebindex)