5W | 5W Public Relations
Research · 2026

5W RESEARCH · 2026 SERIES

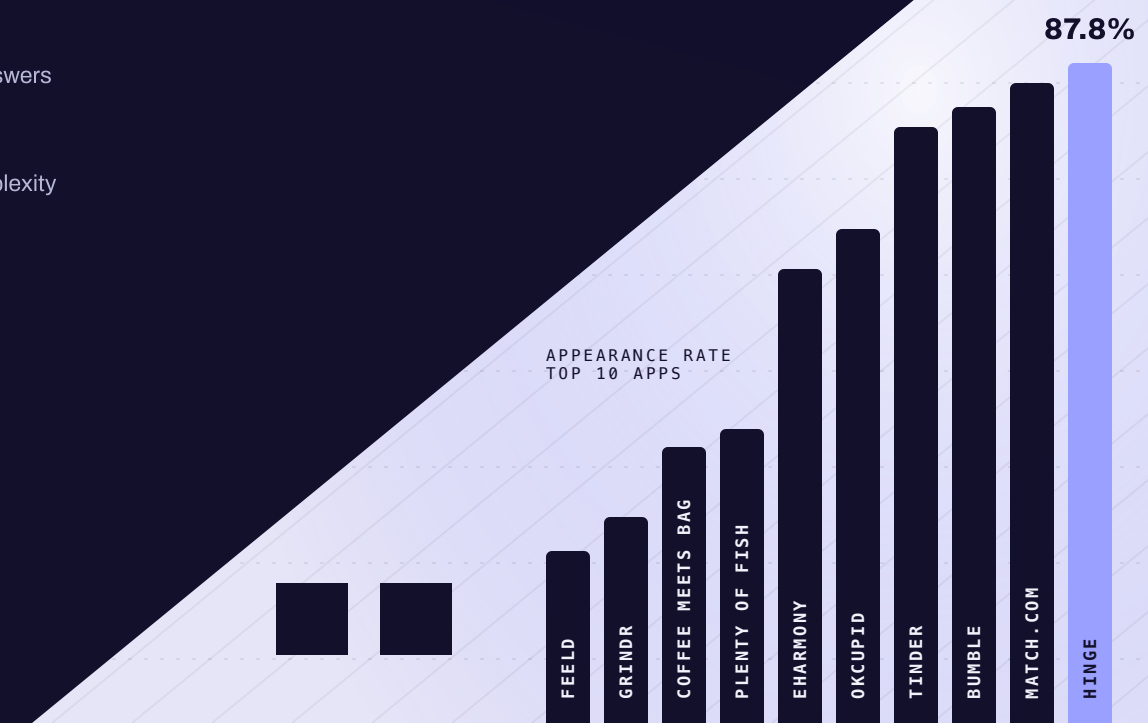
DATING APPS VISIBILITY INDEX

Which dating apps AI engines name
288 AI answers · October 26, 2026

Measured :
October 26, 2026
24 questions × 3 runs · 288 AI answers

Engines :
ChatGPT · Claude · Gemini · Perplexity
plus 41 Google AI Overviews

Prepared by :
5W
5wpr.com



AT A GLANCE

Hinge and Match.com lead. Bumble is also within the margin of error.

Hinge was named in 253 of 288 four-engine answers (87.8%) and named first in 67. Match.com and Bumble overlap with it statistically. Tinder sits just below. AI Overviews appeared for 41 of 72 lookups, and Hinge appeared in 38 of them. Niche apps such as Muzz, BLK, Chispa and Feeld were named first in every answer to their own question.

> Version 2. This version replaces the first version of this study, first published June 22, 2026. It uses measured counts, so the two versions are not comparable.

288
AI answers analyzed across ChatGPT, Claude, Gemini and Perplexity

87.8%
of answers named Hinge, the most-named (253 of 288)

26
tracked apps named at least once (of 26)

56.9%
of Google searches showed an AI Overview (41 of 72)

INSIDE THIS REPORT

01 Key findings 03
02 The leaderboard 04
03 Profiles 06
04 How the engines differ 07
05 Google AI Overviews 08
06 Leaders by question 09
07 Who the engines cite 10
08 Frequently asked questions 13
09 Methodology 14
A Appendix: the 24 questions 15

KEY FINDINGS

01 What the data shows

TOP MENTION RATE

87.8%

Hinge was named in 253 of 288 four-engine answers (CI 83.6–91.1%). Match.com (85.1%, CI 80.5–88.7%) and Bumble (81.9%, CI 77.1–86%) overlap with it, so the top three cannot be ranked against each other.

NAMED FIRST

67/288 (23.3%)

Hinge was the first app named in 67 of 288 answers. Tinder came next at 35 of 288, then eHarmony at 27 of 288. Match.com was named first in only 14 of 288 answers, even though it was mentioned in 245.

AI OVERVIEWS

56.9%

Google showed an AI Overview for 41 of 72 lookups (56.9%, CI 45.4–67.7%). Hinge appeared in 38 of those 41 overviews (92.7%), Bumble in 27 of 41 (65.9%) and Tinder in 20 of 41 (48.8%).

NICHE FIRST PLACE

12/12 (100%)

Muzz (Muslim), BLK (Black singles), Chispa (Latino singles), Feeld (ethical non-monogamy) and eHarmony (marriage) were each named first in all 12 answers to their question.

BRAND SITES

71%

Sites classified as company or brand sites made up 1,783 of 2,510 four-engine citations (71%). The apps' own domains were rarely cited. Bumble and HER were each cited in 12 of 288 grounded answers (4.2%), and Hinge in 5 of 288 (1.7%).

TOP DOMAIN

39.6%

forbes.com was cited in 114 of 288 four-engine answers (39.6%), with 131 occurrences. datingnews.com appeared in 72 answers (25%) and mindbodygreen.com in 67 (23.3%).

REDDIT IN OVERVIEWS

61%

reddit.com was cited in 25 of 41 AI Overviews (61%), which is 21.9% of overview citations. In four-engine answers it appeared in 51 of 288 (17.7%).

ENGINE SPLIT

33 vs 2

Zoosk was named in 33 of 72 Perplexity answers (45.8%) and 2 of 72 Gemini answers (2.8%). This was the widest single-app gap between engines.

SOURCE MIX

32.4%

Of 2,510 four-engine citations, review and comparison publishers supplied 812 (32.4%), company and brand sites 717 (28.6%) and general news and business press 519 (20.7%).

02 THE LEADERBOARD

Which apps AI engines name

Appearance rate across 288 four-engine answers. The bar is the 95% confidence interval; overlapping bars cannot be told apart at this sample size.

	BRAND	RATE	NAMED IN
1	Hinge	87.8%	253/288
2	Match.com	85.1%	245/288
3	Bumble	81.9%	236/288
4	Tinder	79.2%	228/288
5	OkCupid	65.6%	189/288
6	eHarmony	60.4%	174/288
7	Plenty of Fish	39.2%	113/288
8	Coffee Meets Bagel	36.8%	106/288
9	Grindr	27.4%	79/288
10	Feeld	22.9%	66/288
11	Facebook Dating	19.1%	55/288
12	Zoosk	18.1%	52/288
13	The League	17.7%	51/288
14	HER	16.0%	46/288
15	EliteSingles	15.3%	44/288

02 THE LEADERBOARD

The full list

Own-domain citation is the share of 288 grounded answers that cited the entity's own domains (subdomains included). Citation share is of all 2,510 citations.

#	APP	NAMED IN	APPEARANCE RATE	95% INTERVAL	FIRST MENTION	OWN-DOMAIN CITATION	CITATION SHARE
1	Hinge	253/288	87.8%	83.6–91.1%	3.3	1.7% (5/288)	0.2%
2	Match.com	245/288	85.1%	80.5–88.7%	3.4	3.1% (9/288)	0.4%
3	Bumble	236/288	81.9%	77.1–86%	4.2	4.2% (12/288)	0.5%
4	Tinder	228/288	79.2%	74.1–83.5%	4.5	3.8% (11/288)	0.4%
5	OkCupid	189/288	65.6%	60–70.9%	5.2	0.7% (2/288)	0.1%
6	eHarmony	174/288	60.4%	54.7–65.9%	3.9	1.7% (5/288)	0.2%
7	Plenty of Fish	113/288	39.2%	33.8–45%	6.9	1.4% (4/288)	0.2%
8	Coffee Meets Bagel	106/288	36.8%	31.4–42.5%	6.1	2.8% (8/288)	0.4%
9	Grindr	79/288	27.4%	22.6–32.9%	6.7	0.7% (2/288)	0.1%
10	Feeld	66/288	22.9%	18.4–28.1%	4.7	1% (3/288)	0.1%
11	Facebook Dating	55/288	19.1%	15–24%	5.3	0% (0/288)	0%
12	Zoosk	52/288	18.1%	14–22.9%	6.9	0% (0/288)	0%
13	The League	51/288	17.7%	13.7–22.5%	6.2	1% (3/288)	0.1%
14	HER	46/288	16%	12.2–20.6%	4.2	4.2% (12/288)	0.5%
15	EliteSingles	44/288	15.3%	11.6–19.9%	5.4	1% (3/288)	0.1%
16	OurTime	37/288	12.8%	9.5–17.2%	5.4	0.3% (1/288)	0%
17	Christian Mingle	30/288	10.4%	7.4–14.5%	5.5	0.3% (1/288)	0%
18	SilverSingles	26/288	9%	6.2–12.9%	5.1	0% (0/288)	0%
19	Lex	26/288	9%	6.2–12.9%	3.3	0.3% (1/288)	0%
20	Jdate	21/288	7.3%	4.8–10.9%	3.6	0.3% (1/288)	0%
21	Raya	16/288	5.6%	3.4–8.8%	6.9	0% (0/288)	0%
22	Muzz	15/288	5.2%	3.2–8.4%	2.5	3.1% (9/288)	0.4%
23	Scruff	14/288	4.9%	2.9–8%	3.1	0% (0/288)	0%
24	BLK	13/288	4.5%	2.7–7.6%	1.8	0% (0/288)	0%
25	Salams	12/288	4.2%	2.4–7.1%	2.2	0.7% (2/288)	0.1%

PROFILES

03 The top eight, side by side

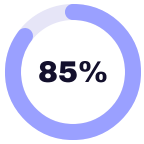


RANK 1

Hinge

253/288 answers · 95% CI 83.6–91.1%

3.3	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share



RANK 2

Match.com

245/288 answers · 95% CI 80.5–88.7%

3.4	3.1%	0.4%
first-mention position	owned-domain citation (9/288)	citation share

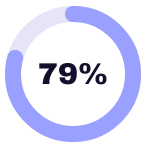


RANK 3

Bumble

236/288 answers · 95% CI 77.1–86%

4.2	4.2%	0.5%
first-mention position	owned-domain citation (12/288)	citation share

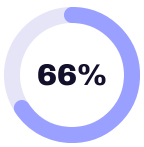


RANK 4

Tinder

228/288 answers · 95% CI 74.1–83.5%

4.5	3.8%	0.4%
first-mention position	owned-domain citation (11/288)	citation share

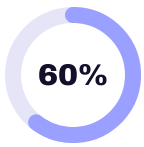


RANK 5

OkCupid

189/288 answers · 95% CI 60–70.9%

5.2	0.7%	0.1%
first-mention position	owned-domain citation (2/288)	citation share

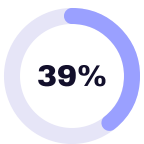


RANK 6

eHarmony

174/288 answers · 95% CI 54.7–65.9%

3.9	1.7%	0.2%
first-mention position	owned-domain citation (5/288)	citation share

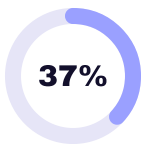


RANK 7

Plenty of Fish

113/288 answers · 95% CI 33.8–45%

6.9	1.4%	0.2%
first-mention position	owned-domain citation (4/288)	citation share



RANK 8

Coffee Meets Bagel

106/288 answers · 95% CI 31.4–42.5%

6.1	2.8%	0.4%
first-mention position	owned-domain citation (8/288)	citation share

04

HOW THE ENGINES DIFFER

Same questions, different answers

ChatGPT, Claude, Gemini and Perplexity each returned 72 of 72 grounded answers. Hinge was the most consistent app across engines, at 86.1% to 88.9%. Other apps varied far more. Match.com ranged from 69 of 72 on Gemini (95.8%) to 53 of 72 on Perplexity (73.6%). OkCupid appeared in 58 of 72 ChatGPT answers (80.6%) but 36 of 72 on Gemini (50%).

ChatGPT

72 ASKED | 72 RETURNED | 72 GROUNDED

Match.com	**87.5%**
Hinge	**86.1%**
Bumble	**80.6%**
Tinder	**80.6%**
OkCupid	**80.6%**
eHarmony	**58.3%**

Claude

72 ASKED | 72 RETURNED | 72 GROUNDED

Hinge	**88.9%**
Match.com	**83.3%**
Bumble	**81.9%**
Tinder	**79.2%**
eHarmony	**72.2%**
OkCupid	**66.7%**

Gemini

72 ASKED | 72 RETURNED | 72 GROUNDED

Match.com	**95.8%**
Hinge	**87.5%**
Tinder	**87.5%**
Bumble	**86.1%**
OkCupid	**50%**
eHarmony	**43.1%**

Perplexity

72 ASKED | 72 RETURNED | 72 GROUNDED

Hinge	**88.9%**
Bumble	**79.2%**
Match.com	**73.6%**
Tinder	**69.4%**
eHarmony	**68.1%**
OkCupid	**65.3%**

GOOGLE AI OVERVIEWS

05 The fifth engine

Google AI Overviews were captured through 72 U.S. desktop searches and scored only where an overview appeared, so five-engine figures use 288 + 41 = 329 answers.



TRIGGER RATE

Google showed an AI Overview for 41 of 72 lookups (56.9%, CI 45.4–67.7%). The other 31 showed none, and no lookups failed. Overviews appeared for all three runs of questions such as "safest dating app," "best dating app for people over 50" and the Muslim, Jewish and Christian app questions. None appeared for "Tinder vs Hinge vs Bumble," the marriage question or the video-dates question. Hinge was named in 38 of 41 overviews (92.7%) and Bumble in 27 of 41 (65.9%). Match.com appeared in 13 of 41 (31.7%), well below its four-engine rate. Plenty of Fish, Coffee Meets Bagel and Zoosk appeared in none.

FIVE-ENGINE RANK (FOUR-ENGINE RANK IN ARROWS)

1	Hinge	88.4%	=
2	Bumble	79.9%	▲ 1
3	Match.com	78.4%	▼ 1
4	Tinder	75.4%	=
5	OkCupid	61.4%	=
6	eHarmony	57.1%	=
7	Plenty of Fish	34.3%	=
8	Coffee Meets Bagel	32.2%	=

LEADERS BY QUESTION

06 Who each question surfaces first

Six questions from the set. Each tile uses that question's own four-engine answers as the denominator.

Q01 · 12 ANSWERS

Tinder 100%

TIED WITH HINGE, BUMBLE

Hinge	100%
Bumble	100%

AI Overview shown on 3 of 3 searches

Q02 · 12 ANSWERS

Tinder 91.7%

TIED WITH BUMBLE, FEELD

Bumble	91.7%
Feeld	91.7%

AI Overview shown on 3 of 3 searches

Q03 · 12 ANSWERS

Tinder 100%

TIED WITH HINGE, BUMBLE

Hinge	100%
Bumble	100%

AI Overview shown on 0 of 3 searches

Q04 · 12 ANSWERS

Tinder 100%

TIED WITH HINGE, BUMBLE

Hinge	100%
Bumble	100%

AI Overview shown on 3 of 3 searches

Q05 · 12 ANSWERS

Tinder 100%

TIED WITH HINGE, BUMBLE

Hinge	100%
Bumble	100%

AI Overview shown on 0 of 3 searches

Q06 · 12 ANSWERS

Tinder 100%

TIED WITH HINGE, BUMBLE

Hinge	100%
Bumble	100%

AI Overview shown on 3 of 3 searches

07

WHO THE ENGINES CITE

Most-cited domains

The four engines cited 2,510 sources in total. Of 2,510 four-engine citations, review and comparison publishers supplied 812 (32.4%), company and brand sites 717 (28.6%) and general news and business press 519 (20.7%). Review and comparison publishers accounted for 266 (10.6%) and general news for 160 (6.4%). forbes.com was the most-cited single domain, appearing in 114 of 288 answers (39.6%).

FOUR AI ENGINES · SHARE OF 288 GROUNDED ANSWERS

forbes.com	**39.6%**
datingnews.com	**25%**
mindbodygreen.com	**23.3%**
en.wikipedia.org	**18.8%**
datingadvice.com	**17.7%**
reddit.com	**17.7%**
datescout.us	**14.2%**
taimi.com	**11.8%**
pcmag.com	**11.8%**
best.dating	**10.8%**

GOOGLE AI OVERVIEWS · SHARE OF 41 OVERVIEWS

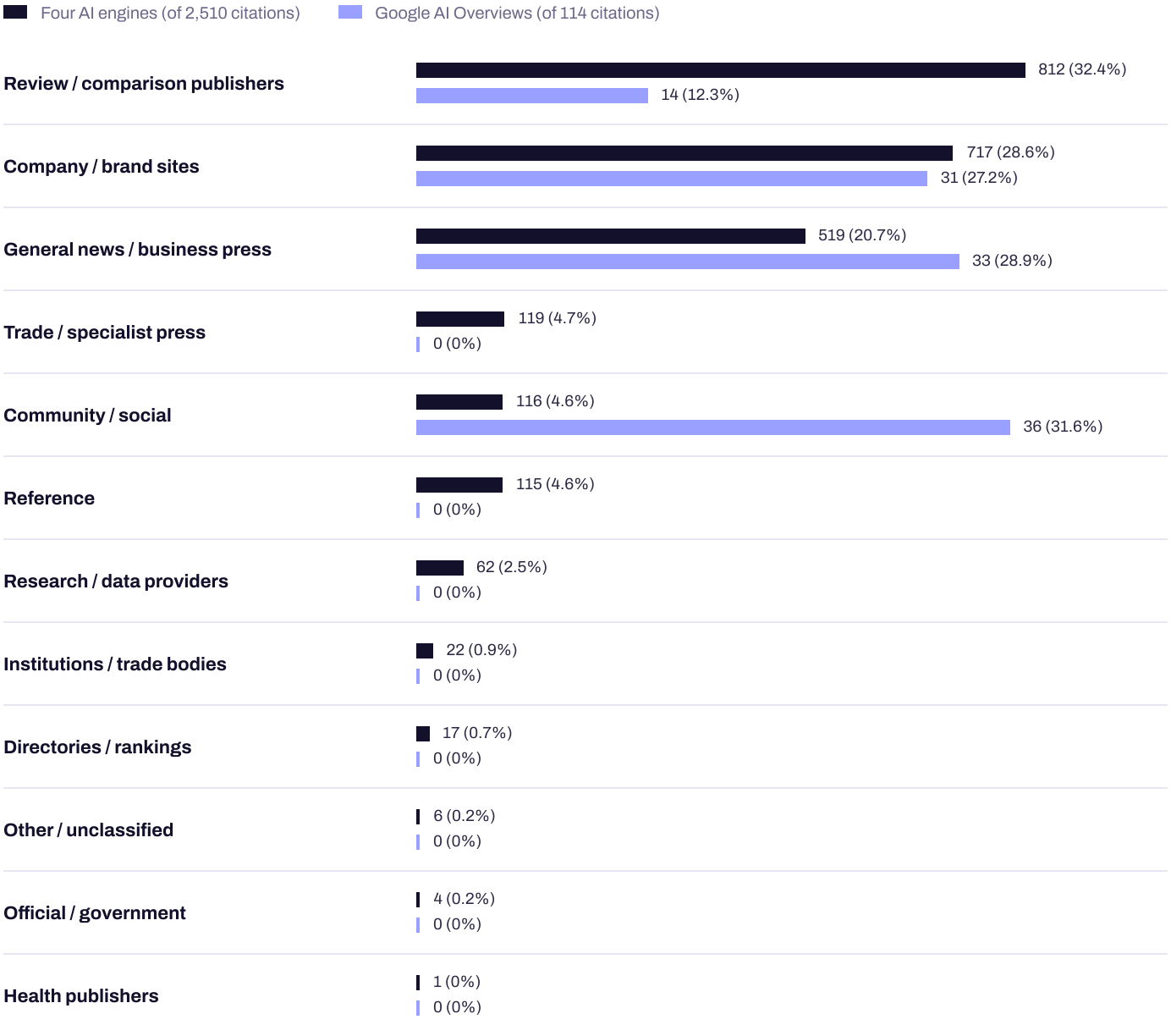
reddit.com	**61%**
apps.apple.com	**22%**
forbes.com	**22%**
mashable.com	**19.5%**
youtube.com	**17.1%**
glamour.com	**14.6%**
janellelynnae.substack.c...	**7.3%**
mindbodygreen.com	**7.3%**
downapp.com	**7.3%**
collegelifemadeeasy.com	**7.3%**

07

WHO THE ENGINES CITE

Citation share by source type

Share of all citations by the type of site cited. Source types were reclassified on October 29, 2026. 'Company / brand sites' now covers only the official sites of companies, brands and schools; publishers, directories, trade bodies and other sites have their own types, and sites that could not be placed are 'Other / unclassified'.



07

WHAT THE DATA SUGGESTS

How can apps improve their AI visibility?

These steps follow from the measured results above. They describe what the engines cited in this study and are not a guarantee of results.

STEP	WHAT THIS STUDY MEASURED
Put your facts on your own domain.	HER's own domains were cited in 4.2% of grounded answers, Bumble's in 4.2% and Tinder's in 3.8%.
Keep your facts accurate on the sites engines cite.	The most-cited sites other than the tracked names' own were forbes.com (in 39.6% of grounded answers), datingnews.com (25.0%), mindbodygreen.com (23.3%), en.wikipedia.org (18.8%) and datingadvice.com (17.7%). Review and comparison publishers supplied 32.4% of citations and general news and business press 20.7%.
Check each engine separately.	Perplexity named Zoosk in 45.8% of answers against 2.8% on Gemini. ChatGPT named OkCupid in 80.6% of answers against 50.0% on Gemini.
Do not ignore video and community sites.	Community and social sites supplied 31.6% of Google AI Overview citations against 4.6% in the four chat engines. reddit.com was cited in 61.0% of overviews, youtube.com in 17.1% and janellelynnae.substack.com in 7.3%.
Re-run the same questions every month.	Compare counts and intervals, not ranks. The 24 questions are in the appendix.

QUESTIONS PEOPLE ASK

08 Frequently asked questions

Q1 Which dating app do AI assistants mention most?

Hinge was named in 253 of 288 four-engine answers (87.8%). Match.com (85.1%) and Bumble (81.9%) have overlapping 95% intervals with Hinge, so the three cannot be ranked against each other.

Q2 Is Tinder still the top dating app in AI answers?

Tinder was named in 228 of 288 answers (79.2%, CI 74.1–83.5%). That is just below Hinge's interval and overlaps with Match.com and Bumble. Tinder was named first in 35 of 288 answers, second only to Hinge's 67, and led the casual-dating question with 11 of 12 first mentions.

Q3 Which app do AI engines name for serious relationships or marriage?

For a serious relationship, Hinge was named first in 9 of 12 answers. For people who want to get married, eHarmony was named first in all 12.

Q4 How often does Google show an AI Overview for dating app searches?

An AI Overview appeared for 41 of 72 lookups (56.9%). Hinge was named in 38 of those 41 overviews (92.7%).

Q5 What sources do the engines cite on dating apps?

Of 2,510 four-engine citations, review and comparison publishers supplied 812 (32.4%), company and brand sites 717 (28.6%) and general news and business press 519 (20.7%). In AI Overviews, reddit.com was cited in 25 of 41 (61%).

Q6 Do niche dating apps show up in AI answers?

Yes, on their own questions. Muzz, BLK, Chispa, Feeld and eHarmony were each named first in all 12 answers to their question. Their overall mention rates stay low because those questions make up a small share of the 24 asked. Muzz, for example, appeared in 15 of 288 answers (5.2%).

METHODOLOGY

09 How this study was measured

24	×	3	×	4	=	288	+	72
questions		runs each		AI engines		answers		Google searches · 41 AI Overviews

24 questions, each asked 3 times on each engine, measured October 26, 2026. Market: United States, English. The destination site was not mentioned to any engine. Entities count as named when they appear in the answer text or the extracted entity list; products, imprints and research arms roll up to their parent.

ENGINE	MODEL IDS CALLED	ASKED	RETURNED	GROUNDED
ChatGPT	gpt-5-mini	72	72	72
Claude	claude-sonnet-5-5	72	72	72
Gemini	gemini-3.7-flash	72	72	72
Perplexity	sonar-pro	72	72	72
Google AI Overviews	DataForSEO Google SERP (live, advanced)	72	41 shown	41

Own-domain citations count a domain plus all its subdomains, with the same rule in every table.

METRIC DEFINITIONS

- Appearance rate: answers naming the entity ÷ answers returned, with Wilson 95% intervals.
- First mention: average order in which the entity first appears (1 = first).
- Own-domain citation: grounded answers citing the entity's domains ÷ grounded answers.
- Citation share: citations to the entity's domains ÷ all citations.

LIMITATIONS

- Measured on one day, October 26, 2026. Answers came from each engine's API (model IDs above); the consumer apps can answer differently.
- The set covers 24 questions, each asked three times per engine, for 12 answers per question and 288 four-engine answers in total. A different question set would give different rates.
- AI Overviews are scored only on the 41 of 72 lookups where an overview appeared. Overview rates are based on 41 answers.
- Being mentioned is not the same as being recommended. An app counts as mentioned whether it was described favourably, neutrally or with caveats.
- The name extractor picked up some phrases that are not apps, such as "Bottom line" (57) and "Short answer" (24). It also counted "Match" (46) separately from Match.com, so Match.com's rate may be understated.
- One question, "Tinder vs Hinge vs Bumble: which should I use?", names three apps, so their counts include up to 12 answers to it. Without it, Hinge and Match.com are still the two most-named apps.
- Intervals treat each answer as independent, so they understate uncertainty for the 24 repeated questions.

APPENDIX

A The 24 questions

Questions marked "Core question" are the original study questions, asked word for word. The others are added neutral questions.

#	QUESTION	GROUP	SOURCE
01	What is the best dating app for a serious relationship?	Dating Apps	CORE QUESTION
02	What is the best dating app for casual dating?	Dating Apps	CORE QUESTION
03	Tinder vs Hinge vs Bumble: which should I use?	Dating Apps	CORE QUESTION
04	What is the safest dating app?	Dating Apps	CORE QUESTION
05	Which dating apps verify user identities?	Dating Apps	CORE QUESTION
06	What is the best free dating app?	Dating Apps	CORE QUESTION
07	What is the best dating app for gay men?	Dating Apps	CORE QUESTION
08	What is the best dating app for queer women?	Dating Apps	CORE QUESTION
09	What is the best Muslim dating app?	Dating Apps	CORE QUESTION
10	What is the best Jewish dating app?	Dating Apps	CORE QUESTION
11	What is the best Christian dating app?	Dating Apps	CORE QUESTION
12	What is the best dating app for people over 50?	Dating Apps	CORE QUESTION
13	What is the best dating site for people who want to get married?	Dating Apps	CORE QUESTION
14	What is the best dating app for Black singles?	Dating Apps	ADDED QUESTION
15	What is the best dating app for Latino singles?	Dating Apps	ADDED QUESTION
16	What is the best dating app for ethical non-monogamy?	Dating Apps	ADDED QUESTION
17	What is the best dating app for single parents?	Dating Apps	ADDED QUESTION
18	What is the best dating app for busy professionals?	Dating Apps	ADDED QUESTION
19	What is the best dating app for people in small towns?	Dating Apps	ADDED QUESTION
20	What is the best dating app for trans and non-binary people?	Dating Apps	ADDED QUESTION
21	How much do dating app subscriptions cost?	Dating Apps	ADDED QUESTION
22	Which dating apps offer video dates?	Dating Apps	ADDED QUESTION
23	What is the best dating app for college students?	Dating Apps	ADDED QUESTION
24	Which dating apps have the best matching system?	Dating Apps	ADDED QUESTION

5W

5W PUBLIC RELATIONS · RESEARCH

AI Visibility Index: Dating Apps 2026

Measured October 26, 2026 across ChatGPT, Claude, Gemini, Perplexity and Google AI Overviews.

WEB
5wpr.com

RESEARCH
5wpr.com/research