

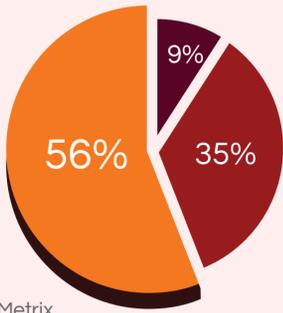
How Mobile Apps Took Over American Dating

Dating consumers around the United States are using dating **apps** — *not* the desktop web — to meet their next Mr. or Ms. Right.

Digital Media Usage:

Where the Singles Can Be Found
56% of U.S. digital media usage overall is now in apps.

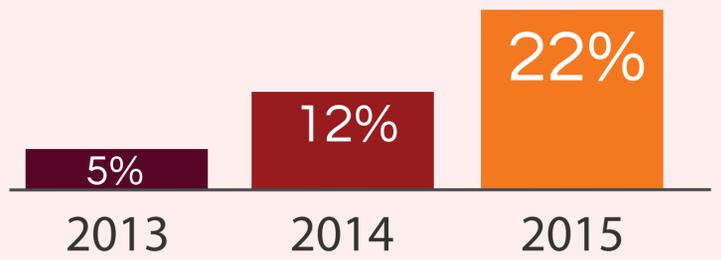
 Mobile Apps  Mobile Web  Desktop Web



Source: ComScore Media Metrix Multi-Platform and Mobile Metrix

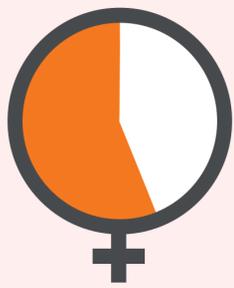
Dating App Growth is Surging

Nearly one-fourth of all 18- to 24-year-olds in the U.S. are regularly using dating apps!



Source: Pew Research Center 2016

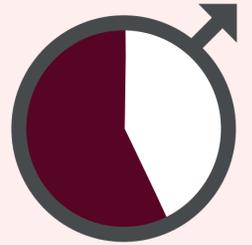
What's more important, a happy relationship or your career?



56%
of females

say that a happy relationship is more important to them than their career.

57%
of males



Source: Match.com

Popular Mobile-Focused Dating Apps



| Tinder | Coffee Meets Bagel | Hinge | Bumble | JSwipe | Neqtr | The League | OKCupid | Grindr | Happn |
There are now niche dating apps for nearly everyone's taste and preference—with more being added to the app stores every month.

But...

How Much True Love is Being Lost to App Latency?



48%

of app users uninstall apps due to slow speeds.



49%

of app users expect in-app response times of 2 seconds or less.



50%

of consumers consider app load times a major source of frustration.



61%

of app users expect an app to load in 4 seconds or less



70%

of millennials will critique an app in the App Store or on Google Play based on its load times, speed and performance

Sources: Aptelligent and Dimension Research reports

"Loading profiles can take a really long time —especially people's pictures. I'll just swipe left on a profile that doesn't load, or close the app."

"It seems that the more likes a profile gets, the slower it is to load. It's already frustrating enough trying to date people!"

"If my dating app takes too long to load, I'll just close it and open something else"



Source:
2016 Stanford University Dating App Study

Neumob 

It's time to put an end to missed connections caused by mobile app latency and slow load times. Learn more at www.neumob.com.