

Entity	Followers (Millions)
Tinder	100
Adam Levine	80
Grammy®	60
The Voice	50
NBC Tinder	40
Adam Levine	30
(Unlabeled)	10

Dating App	Percentage of Respondents
Tinder	64%
Bumble	55%
OkCupid	44%
Grindr	33%
Match	22%
eHarmony	11%
Zoosk	11%

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“
” Ben Trinh
Postmates “Postmates
Postmates
Tinder”

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Tinder 2012 190 26 2014

