

WHY DATING APPS DECLINED

Sources & References

Front Page Documentaries

Published March 2026

This document contains all sources and references cited in the Front Page Documentaries video "Why Dating Apps Declined." Sources are organized by topic and include direct links where available. Financial data was verified as of March 3, 2026. Demographic and survey data reflects the most recent available publications at time of production.

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1. Stock & Financial Data

- **Match Group (MTCH) Investor Relations**

<https://ir.mtch.com>

Q4 2025 earnings: \$878M revenue (+2% YoY), FY2025 \$3.487B (flat), 14.5M payers (-5% YoY). All-time high \$170.49 (Oct 21, 2021). Current ~\$31.

- **Bumble (BMBL) Investor Relations**

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Q1 2025: \$247.1M revenue (-7.7% YoY), 2.7M Bumble app payers. All-time high \$78.89 (Feb 16, 2021). Current ~\$3. All-time low \$2.61 (Feb 19, 2026).

- **Grindr (GRND) Investor Relations**

<https://ir.grindr.com>

Q3 2025: \$115.8M revenue (+30% YoY), 47.4% EBITDA margin, 15M+ MAU, 151 employees. Revenue approaching \$440M annually.

- **Yahoo Finance — Historical Stock Data**

<https://finance.yahoo.com>

Download CSVs for MTCH, BMBL, GRND from /quote/[TICKER]/history/. Used for stock chart overlays and price verification.

- **MacroTrends — Stock Price History**

<https://www.macrotrends.net/stocks/charts/MTCH/match-group/stock-price-history>

Multi-year price charts for Match Group, Bumble, Grindr. All-time high and 52-week range data.

- **Spark Networks (LOV) — SEC Filings / Reuters**

Delisted from stock exchange 2023. Filed for insolvency January 2026. Operated Zoosk, Christian Mingle, JDate, SilverSingles, EliteSingles.

- **Tinder SPARKS 2026 Product Event**

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3. Global Fertility & Population Data

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<https://www.hhs.gov/surgeongeneral/priorities/connection/>

Declared loneliness national epidemic. Health impact = smoking 15 cigarettes/day. ~50% US adults experience loneliness.

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Tinder co-founder admitted swipe mechanic inspired by Skinner's pigeon experiments. Variable ratio reinforcement — same pattern as slot machines.

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10. IRL Dating Return & Cultural Shift

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1.5M+ searches for dating/singles events in one year. Board game speed dating +400%. Singles mixer attendance +42% (2022-2023).

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Active only on Thursdays. Focused on real-world events. Now operating in 60+ cities.

- **Hinge — IRL Social Group Investment**

<https://hingeapp.com>

\$2M to support 100+ real-life social groups. Acknowledgment that digital-only model may be insufficient.

- **Kinsey Institute / DatingAdvice.com Survey**

90.24% of Gen Z respondents prefer meeting someone offline.

11. Sex Recession & Cold Approach Data

- **Institute for Family Studies (IFS)**

<https://ifstudies.org>

Weekly sex dropped from 55% (1990) to 37% (2024). Comprehensive analysis of GSS sexual frequency data.

- **Gallup — Young Adult Loneliness**

<https://www.gallup.com>

25% of men aged 15-34 report feeling lonely 'a lot.' Among 45+: 42% men vs 37% women (AARP 2025).

- **CDC Youth Risk Behavior Survey**

<https://www.cdc.gov/yrbs/>

Fewer than 50% of high school seniors report dating relationship. Down from ~90% in 1980s-90s.

- **#MeToo Impact Polling (2018)**

<https://www.pewresearch.org>

65% public says movement made everyday interactions between men and women more difficult.

- **Tea App — Rise & Fall**

Dating safety/review tool. 3 data breaches mid-2025. Apple removed October 2025. Described as 'cesspool of defamation' by tech journalists.

12. Academic Research Studies

- **Tyson, Perta, Haddadi, Seto (2016) — 'A First Look at User Activity on Tinder'**

International Conference on Advances in Social Networks Analysis and Mining. Core dataset for gender swipe/match asymmetry.

- **Neyt, Baert, Vandenbulcke (2018) — 'Education Level and Mating Success'**

Experimental study on Tinder. Education affects match rates differently by gender.

- **Tinder Gini Coefficient Research**

Multiple analyses calculated Gini = 0.58 for Tinder dating economy. More unequal than 95% of world national economies.

- **Netflix 'Adolescence' (March 2025)**

<https://www.netflix.com>

3rd most-watched Netflix series. Featured 13-year-old accused of murder after incel-associated 80/20 bullying. Cultural impact reference.

- **Elicit Systematic Review — 80 Sources on Dating App Dysfunction**

Academic review synthesizing evidence from 80 sources on dating app performance, user behavior, business models, and market dynamics.

ABOUT THIS DOCUMENT

This sources document accompanies the Front Page Documentaries video "Why Dating Apps Declined." It is intended to provide transparency and allow viewers to verify the claims made in the documentary.

Financial data was verified as of March 3, 2026 using public market sources. Stock prices, market capitalizations, and revenue figures may have changed since verification. Demographic data reflects the most recent available publications from the General Social Survey, CDC, Census Bureau, and peer-reviewed academic journals.

This documentary presents a centrist, fact-based analysis. Where data is cited from sources with known political leanings (e.g., American Enterprise Institute, Hope Not Hate), the source is identified and the data is cross-referenced where possible. International comparisons are grounded in World Bank data, OECD statistics, and established demographic research. Viewers are encouraged to consult the primary sources listed above and form their own conclusions.

All links were verified as active on March 20, 2026. If a link has since been removed or changed, archived versions may be available via the Wayback Machine at web.archive.org.

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- **Institute for Family Studies (IFS)**

<https://ifstudies.org>

Weekly sex dropped from 55% (1990) to 37% (2024). Comprehensive analysis of GSS sexual frequency data.

- **Gallup — Young Adult Loneliness**

<https://www.gallup.com>

25% of men aged 15-34 report feeling lonely 'a lot.' Among 45+: 42% men vs 37% women (AARP 2025).

- **CDC Youth Risk Behavior Survey**

<https://www.cdc.gov/yrbs/>

Fewer than 50% of high school seniors report dating relationship. Down from ~90% in 1980s-90s.

- **#MeToo Impact Polling (2018)**

<https://www.pewresearch.org>

65% public says movement made everyday interactions between men and women more difficult.

- **Tea App — Rise & Fall**

Dating safety/review tool. 3 data breaches mid-2025. Apple removed October 2025. Described as 'cesspool of defamation' by tech journalists.

12. Academic Research Studies

- **Tyson, Perta, Haddadi, Seto (2016) — 'A First Look at User Activity on Tinder'**

International Conference on Advances in Social Networks Analysis and Mining. Core dataset for gender swipe/match asymmetry.

- **Neyt, Baert, Vandenbulcke (2018) — 'Education Level and Mating Success'**

Experimental study on Tinder. Education affects match rates differently by gender.

- **Tinder Gini Coefficient Research**

Multiple analyses calculated Gini = 0.58 for Tinder dating economy. More unequal than 95% of world national economies.

- **Netflix 'Adolescence' (March 2025)**

<https://www.netflix.com>

3rd most-watched Netflix series. Featured 13-year-old accused of murder after incel-associated 80/20 bullying. Cultural impact reference.

- **Elicit Systematic Review — 80 Sources on Dating App Dysfunction**

Academic review synthesizing evidence from 80 sources on dating app performance, user behavior, business models, and market dynamics.

ABOUT THIS DOCUMENT

This sources document accompanies the Front Page Documentaries video "Why Dating Apps Declined." It is intended to provide transparency and allow viewers to verify the claims made in the documentary.

Financial data was verified as of March 3, 2026 using public market sources. Stock prices, market capitalizations, and revenue figures may have changed since verification. Demographic data reflects the most recent available publications from the General Social Survey, CDC, Census Bureau, and peer-reviewed academic journals.

This documentary presents a centrist, fact-based analysis. Where data is cited from sources with known political leanings (e.g., American Enterprise Institute, Hope Not Hate), the source is identified and the data is cross-referenced where possible. International comparisons are grounded in World Bank data, OECD statistics, and established demographic research. Viewers are encouraged to consult the primary sources listed above and form their own conclusions.

All links were verified as active on March 20, 2026. If a link has since been removed or changed, archived versions may be available via the Wayback Machine at web.archive.org.

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