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CONSUMERS & BRANDS

Online dating: Grindr users in Germany

Consumer Insights report

Consumer Insights
by **statista** 

June 2024



Consumer Insights Global survey

Introduction



Report overview

This report offers the reader a comprehensive overview of Grindr users in Germany: who they are; what they like; what they think; and how to reach them. It provides insights on their demographics, lifestyle, opinions, and marketing touchpoints.

Additionally, the report allows the reader to benchmark Grindr users in Germany ("brand users") against German online dating users in general ("category users"), and the overall German consumer, labelled as "all respondents" in the charts.

The report is updated quarterly and is based on data from the Consumer Insights Global survey, an international survey that covers more than 15,000 brands across 56 countries.

Global survey methodology⁽¹⁾

Design: Online Survey, split questionnaire design

Duration: approx. 15 minutes

Language: official language(s) of each country with American English offered as an alternative

Region: 56 countries

Number of respondents:

- 12,000+ for countries with the extended survey (including Germany)
- 2,000+ for the basic survey

Sample: Internet users, aged 18 – 64, quotas set on gender and age

Fieldwork:

- Continuous from January to December
- Countries that receive the extended survey are updated four times a year

2 | **Notes:** (1): See the full [methodology](#) for a detailed overview of the study design

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 01

Management summary

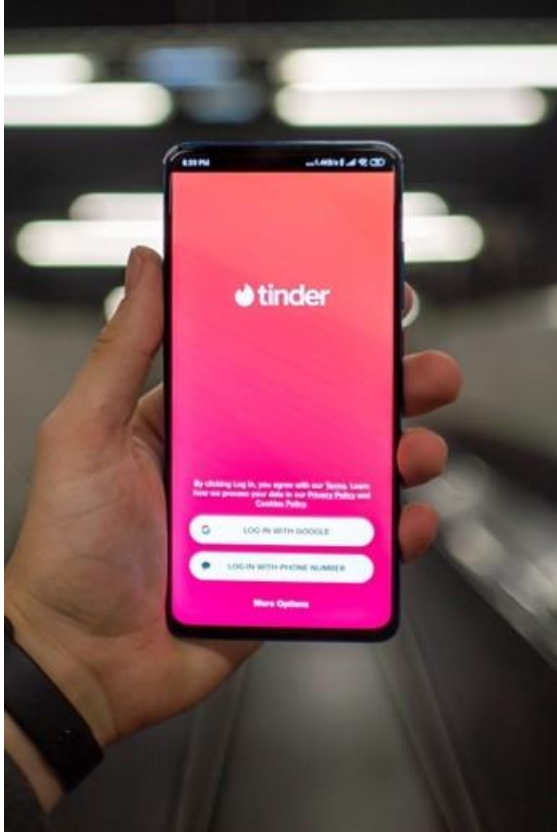
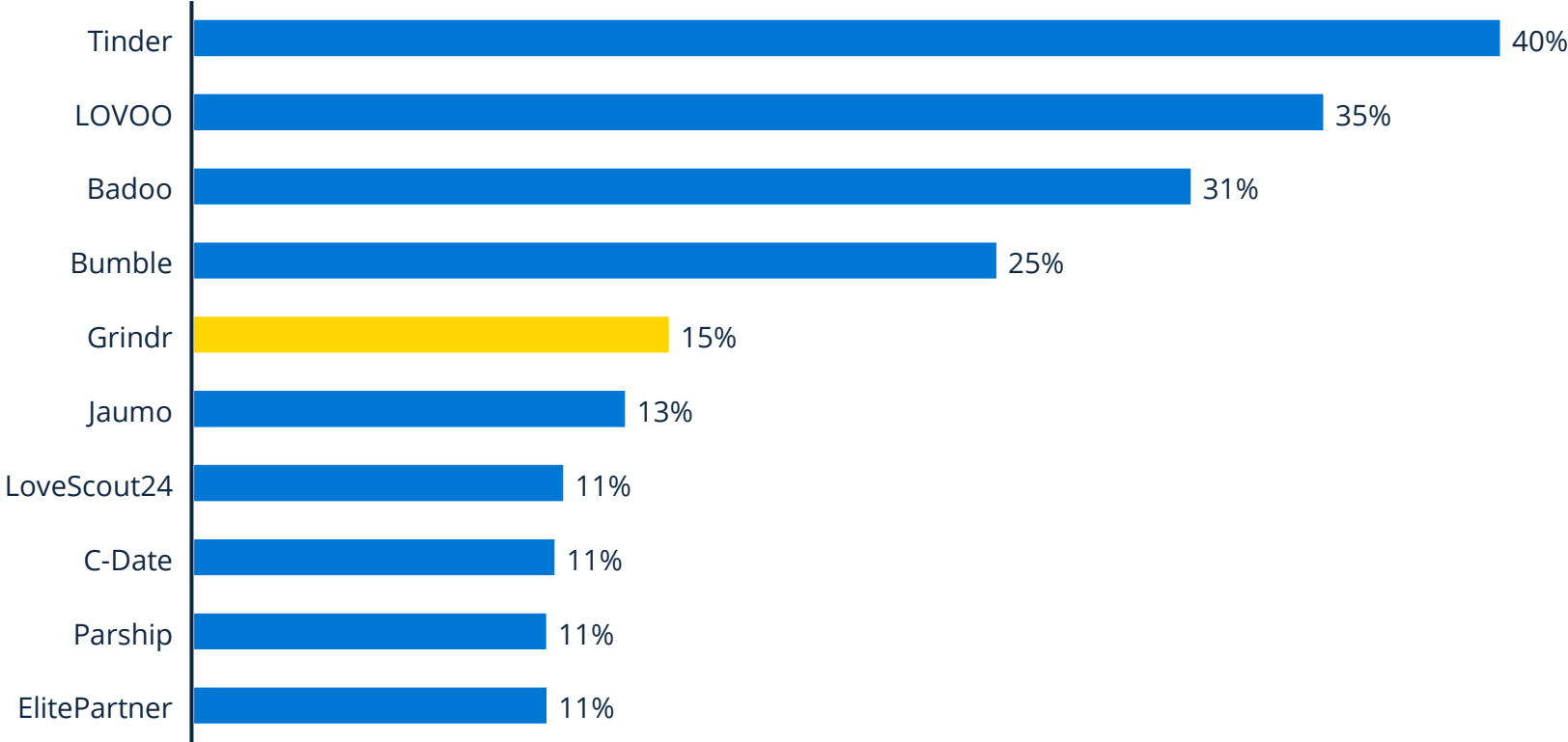
- Brand usage
- Key insights



With a user share of 15%, Grindr is one of the top 5 online dating services in Germany

Management summary: brand usage and competition

Top 10 most used online dating services in Germany



4 Notes: "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=368 online dating users

Sources: [Consumer Insights Global](#) as of June 2024

Grindr users in Germany

Management summary: key insights

Demographic profile

Grindr is more popular among Millennials than other online dating services.

Grindr has more male than female users.

Grindr has a larger share of users with a high income than other online dating services.

Grindr users are more likely to live in cities with over 1 million inhabitants than online dating users in general.

Consumer lifestyle

A happy relationship is less important to Grindr users than to other online dating users.

Gaming and eSports are relatively prevalent interests of Grindr users.

Writing is a relatively popular hobby among Grindr users.

Consumer attitudes

It stands out that 54% of Grindr users refer to use services with personal contact.

33% of Grindr users are innovators or early adopters of new products.

A relatively high share of Grindr users think that unifying the country is an issue that needs to be addressed.

Marketing touchpoints

Reddit is more popular among Grindr users than the average online dating user.

Grindr users remember seeing ads in video games more often than other online dating users.

CHAPTER 02

Demographic profile

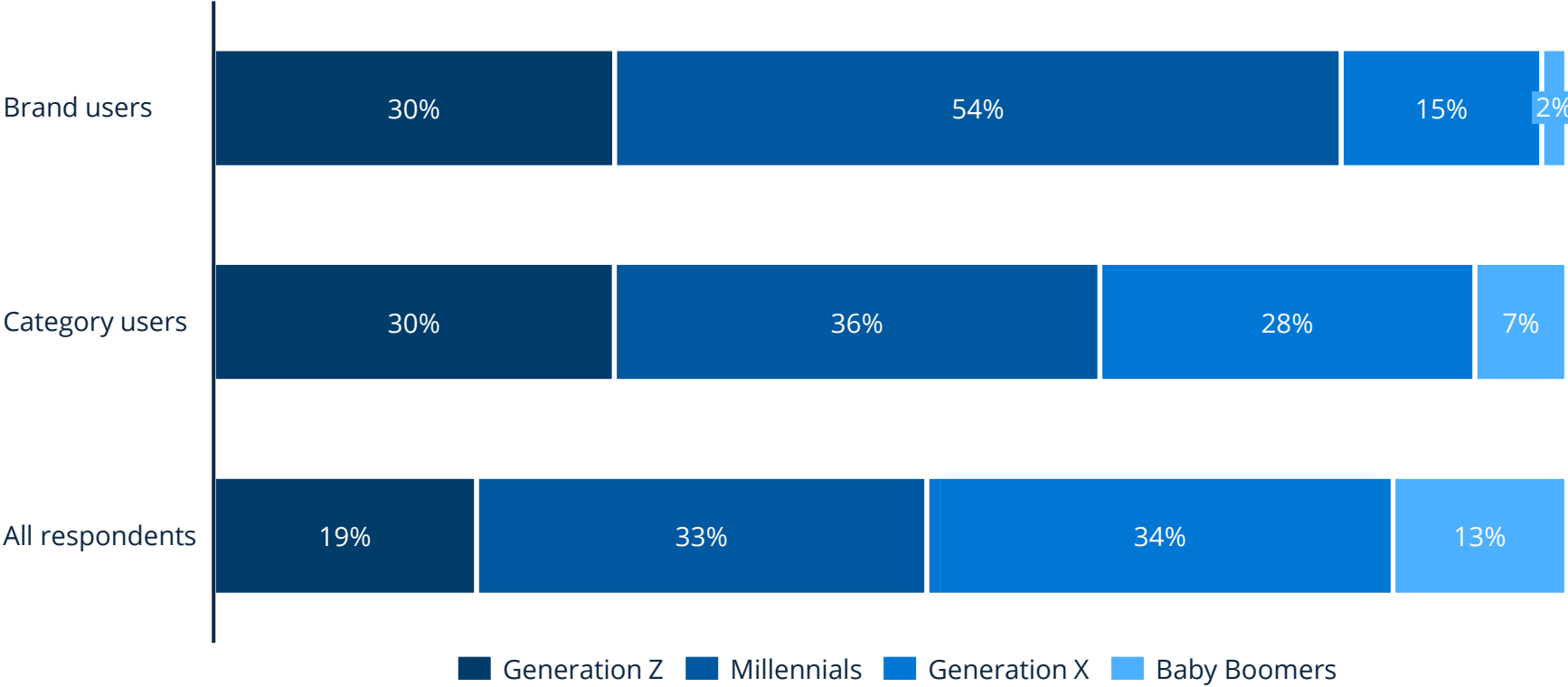
- Generations
- Gender
- Education
- Income
- Household classification
- Type of community
- LGBTQ+



Grindr is more popular among Millennials than other online dating services

Demographic profile: generations

Age of consumers in Germany



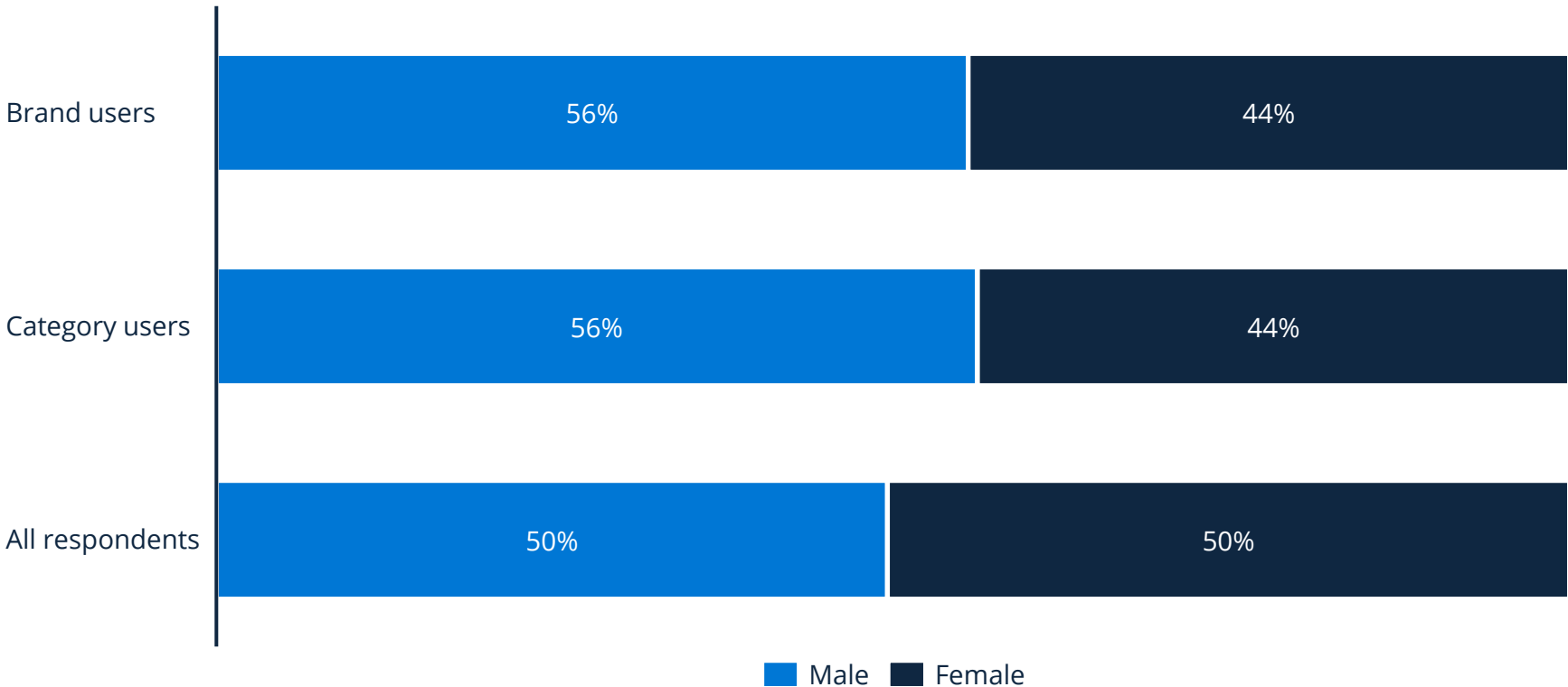
7 Notes: "How old are you?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)"; Multi Pick; Base: n=54 Grindr users, n=368 online dating users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Grindr has more male than female users

Demographic profile: gender



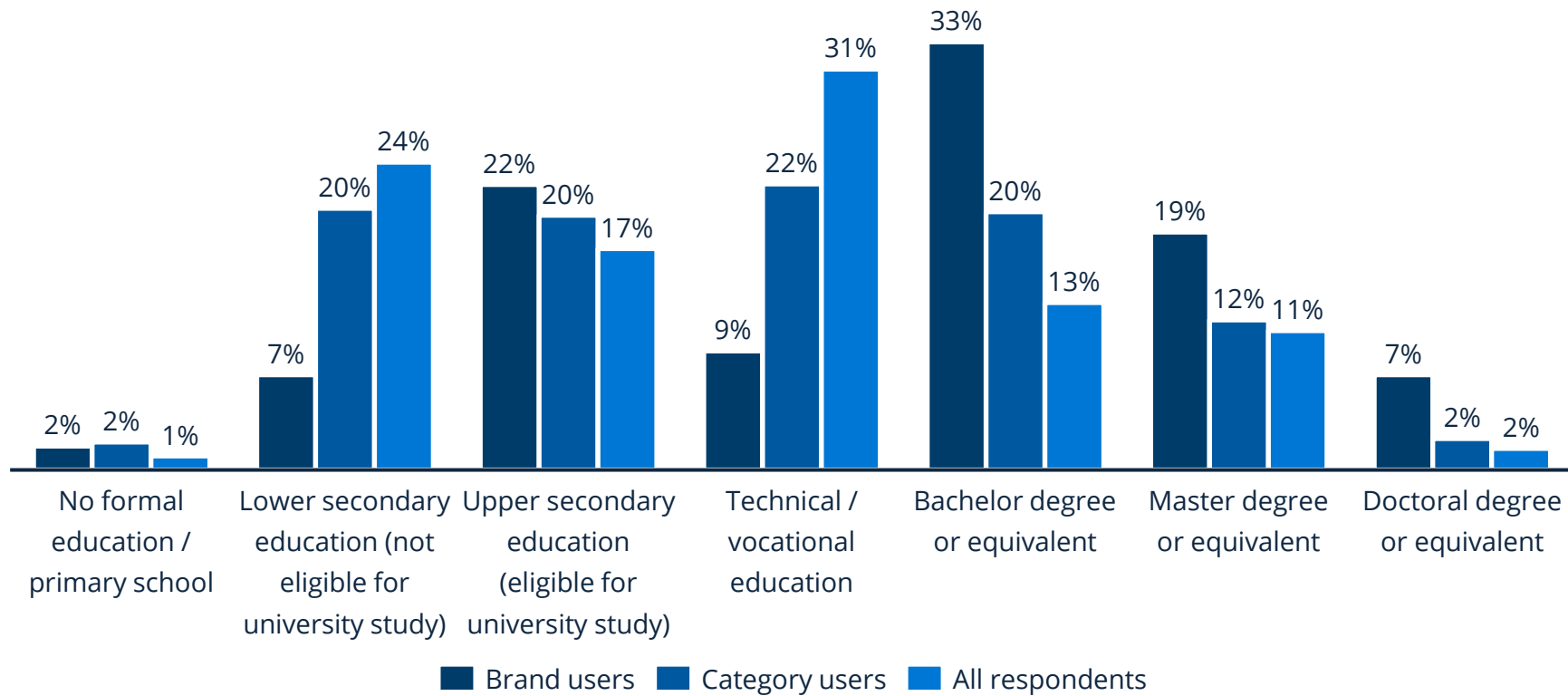
Gender of consumers in Germany



A relatively high share of Grindr users have a college degree

Demographic profile: education

Consumer's level of education in Germany

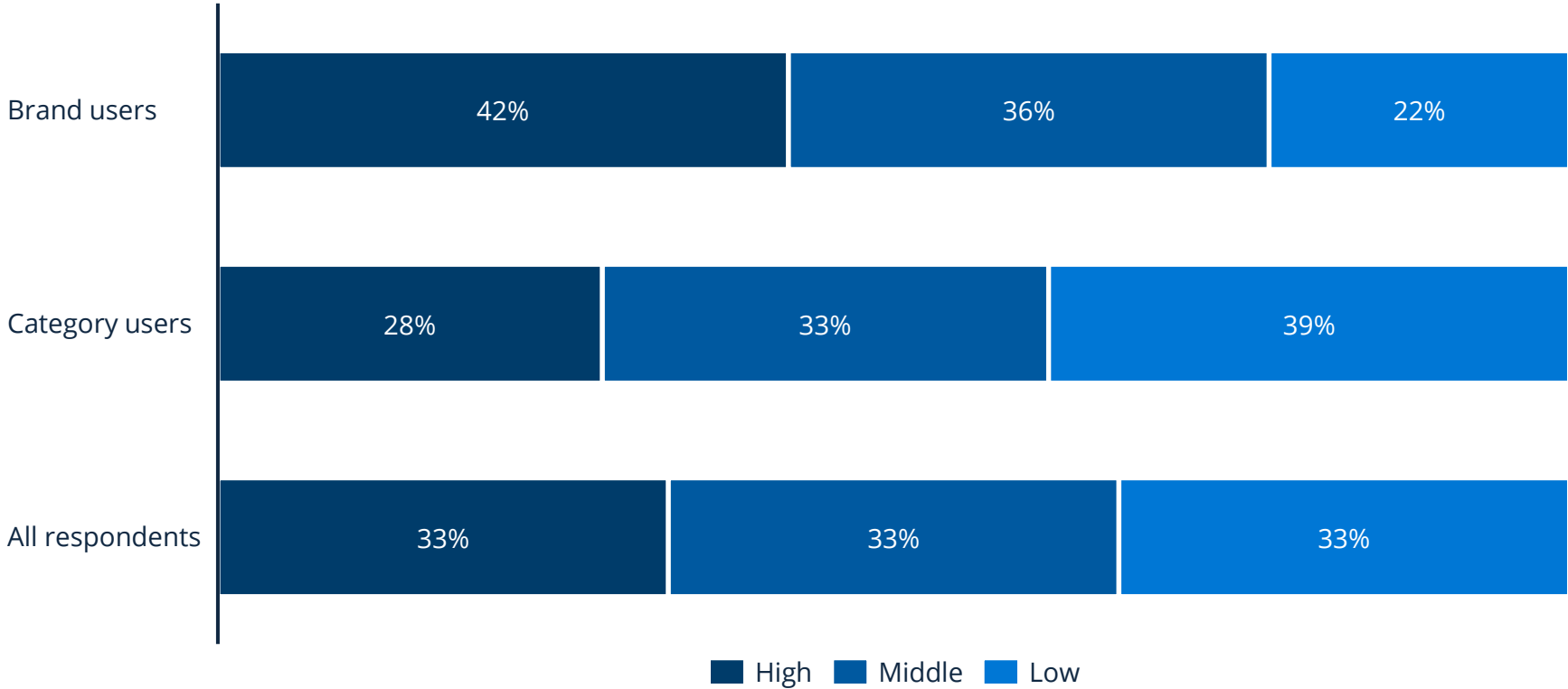


Grindr has a larger share of users with a high income than other online dating services

Demographic profile: income



Share of consumers in Germany in the high, middle, and low thirds of monthly household gross income

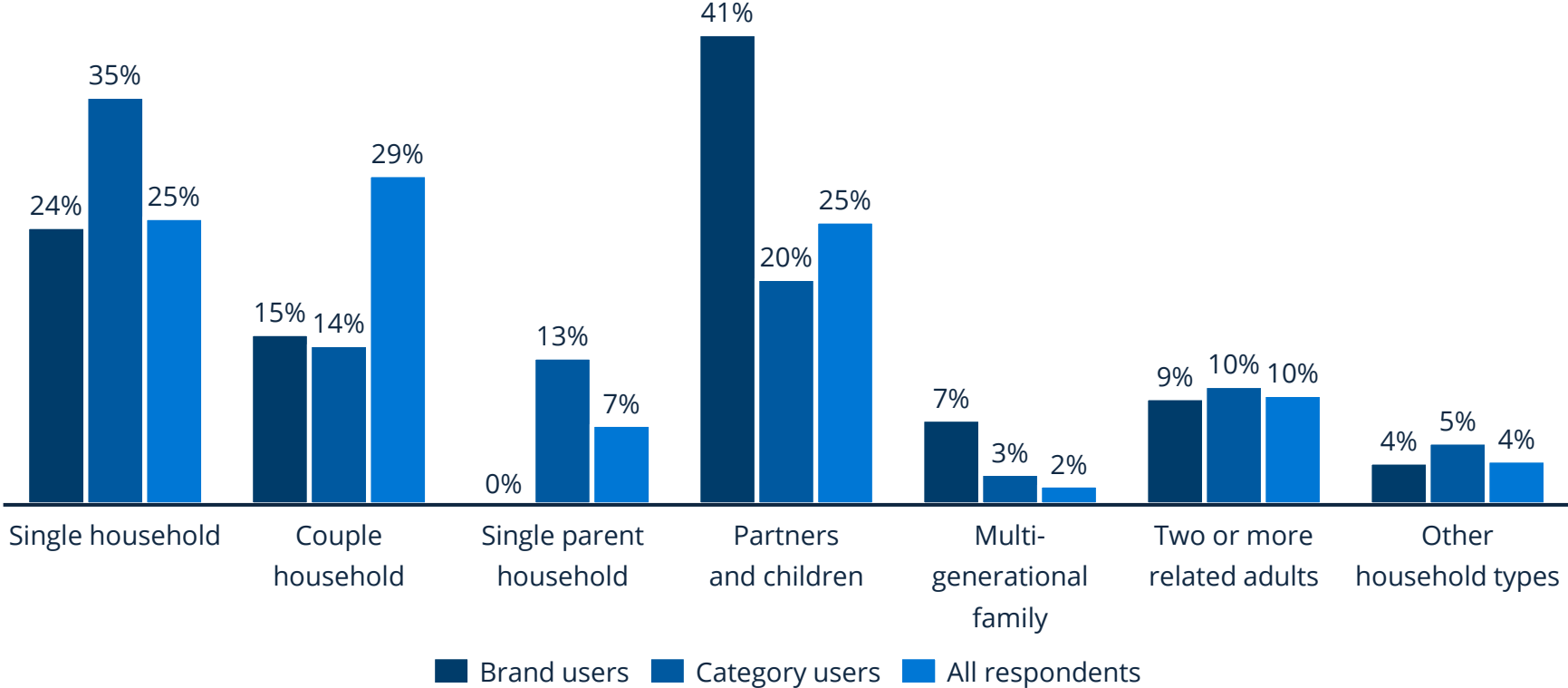


10 Notes: Recalculated to only include respondents that provide income information, recode based on "Monthly/annual household income (local currency)"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?" Multi Pick; Base: n=54 Grindr users, n=368 online dating users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Compared to other online dating users, Grindr users are relatively likely to live in a nuclear family

Demographic profile: household classification

Type of households in which consumers in Germany live



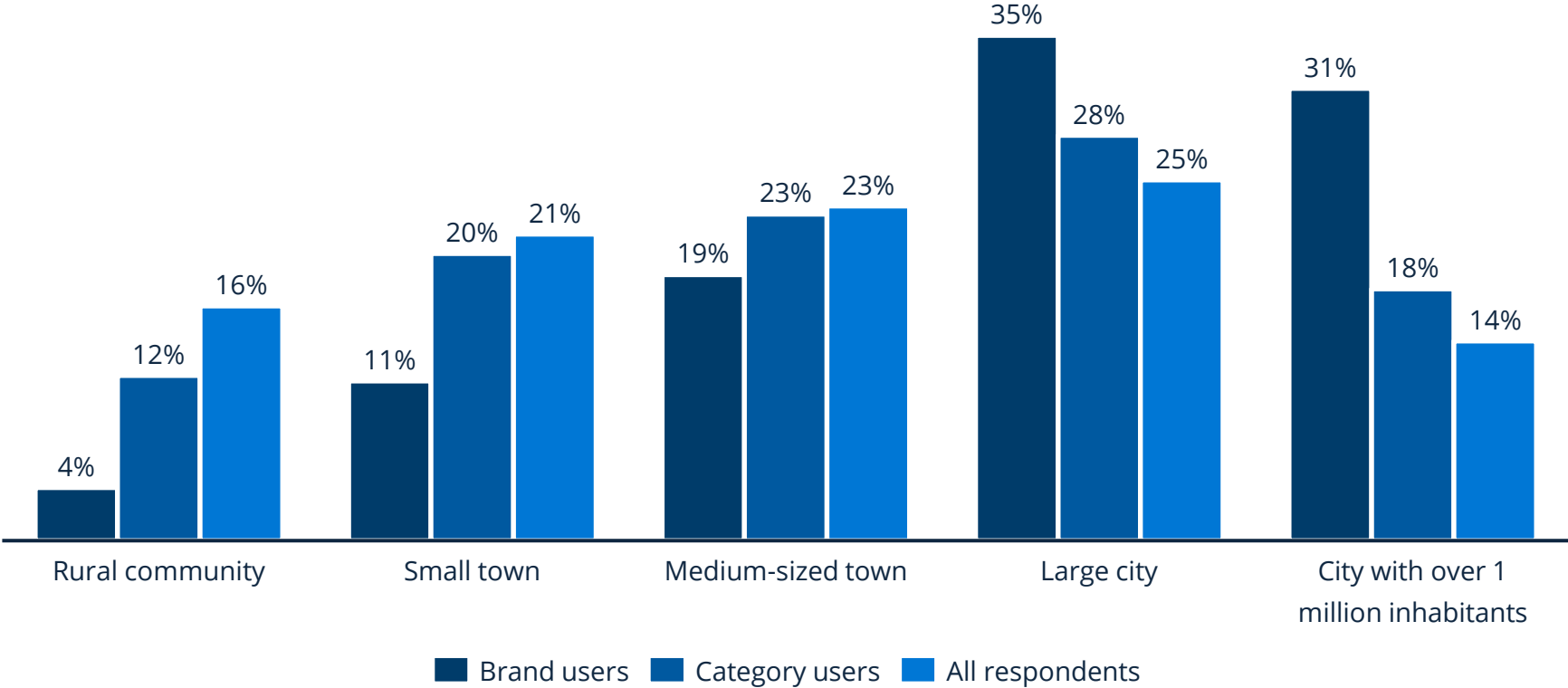
11 Notes: Typology based on "household size", "household constellation" and "children under the age of 14 in household"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=54 Grindr users, n=368 online dating users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

Grindr users are more likely to live in cities with over 1 million inhabitants than online dating users in general

Demographic profile: type of community



Communities where consumers live in Germany

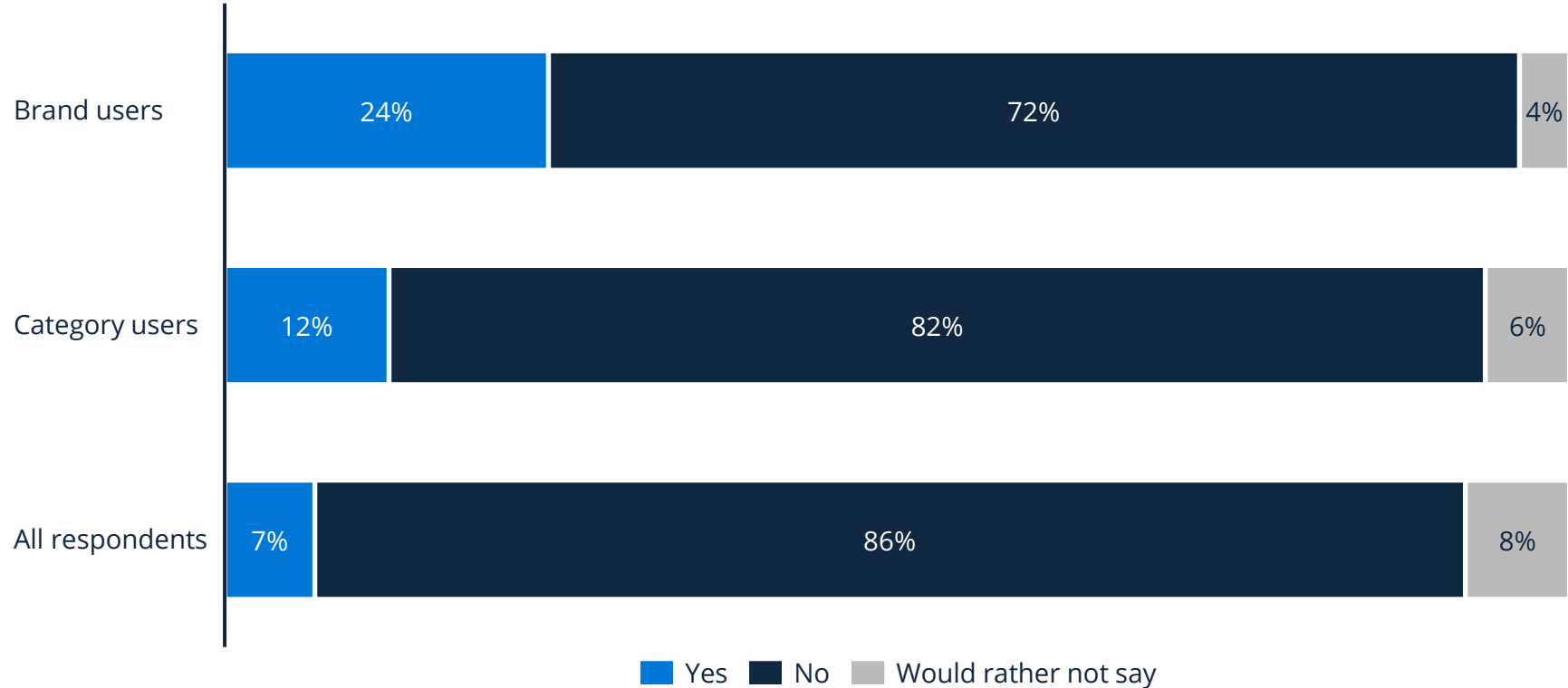


12 **Notes:** "In what type of community do you live?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=54 Grindr users, n=368 online dating users, n=35,985 all respondents
Sources: [Consumer Insights Global](#) as of June 2024

24% of Grindr users consider themselves part of the LGBTQ+ community

Demographic profile: LGBTQ+

LGBTQ+ status of consumers in Germany



13 **Notes:** "Do you consider yourself part of the LGBTQ+ community?"; Single Pick; "Which of these online dating providers (website or app) have you used in the past 12 months (paid or unpaid)?"; Multi Pick; Base: n=54 Grindr users, n=368 online dating users, n=35,985 all respondents

Sources: [Consumer Insights Global](#) as of June 2024

CHAPTER 03

Consumer lifestyle

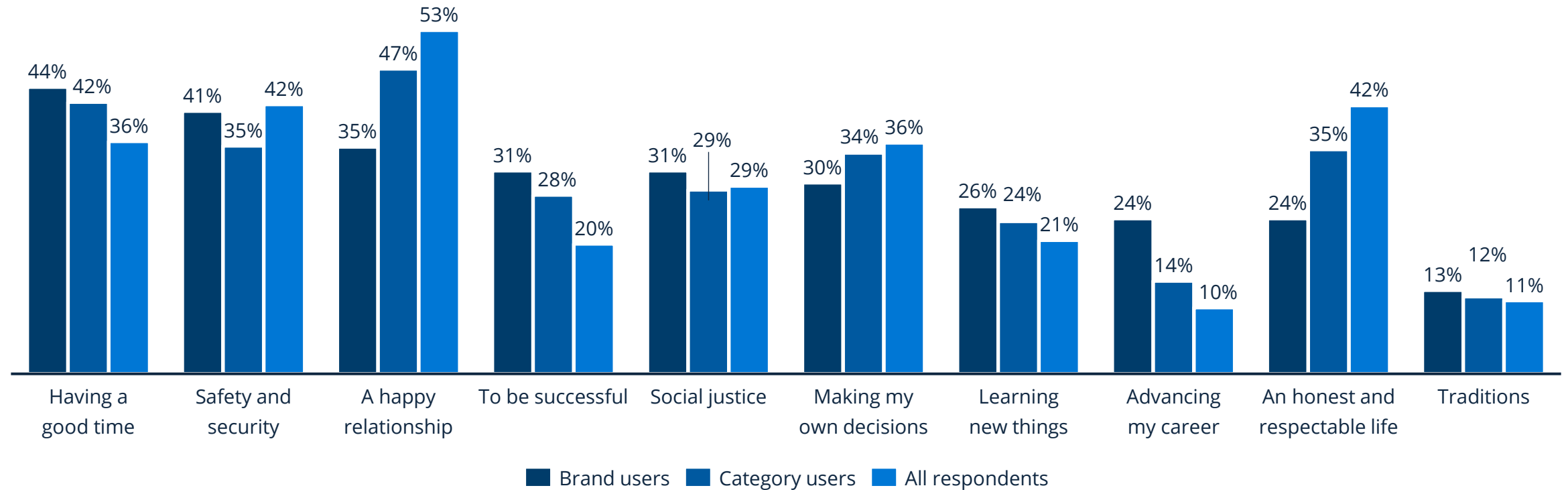
- Life values
- Main interests
- Hobbies & leisure activities
- Sports activities
- Sports followed



A happy relationship is less important to Grindr users than to other online dating users

Consumer lifestyle: life values

Most important aspects of life for consumers in Germany



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