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The Future of Dating with AI

How Consumers Are
Redefining Trust, Authenticity,
and Boundaries in Modern
Romance



A Knit Research Report
N=520 Quantitative Survey
101 Video Responses

A New Kind of Relationship Question

Dating has always been shaped by technology. But AI doesn't just add a new feature to the mix—it changes the question entirely.

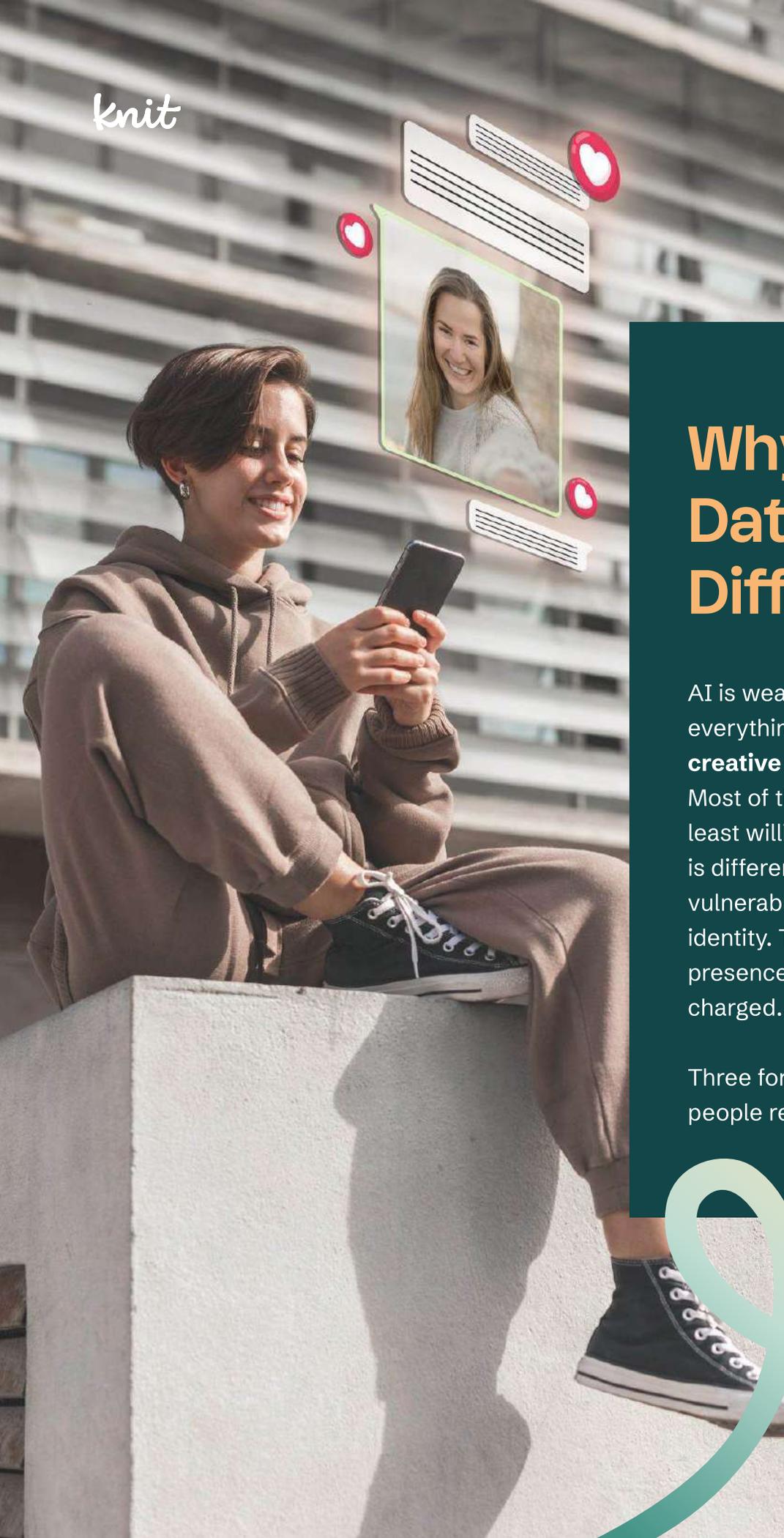
This isn't about swiping faster or crafting the perfect bio. It's about something more fundamental: who—or what—gets to participate in human connection.

For this study, we combined quantitative research (N=520) with 101 in-the-moment video responses to understand how real people feel about AI's growing role in dating. What we found is a dating landscape at a genuine crossroads.

People are curious about what AI could do for them. They can imagine it making dating faster, safer, and more efficient. But they're also fiercely protective of the emotional authenticity that makes dating feel real in the first place.

The question on most people's minds isn't whether AI belongs in dating apps. It's where it belongs—and where it absolutely doesn't.

And the answer is far from simple.



Why AI in Dating Feels Different

AI is weaving its way into nearly everything—**work, shopping, creative projects, healthcare.** Most of the time, people are at least willing to try it. But dating is different. Dating is emotional, vulnerable, wrapped up in identity. That makes AI's presence here uniquely charged.

Three forces are shaping how people react:



Dating Fatigue Is Real

Talk to anyone who's been on the apps for more than a few months and you'll hear the same things: endless swiping, shallow conversations, ghosting, safety worries. People are tired. AI enters the picture as a possible relief valve—something that could cut through the noise and surface what actually matters.

But fatigue is a double-edged sword. When people already feel burned out, they're hyper-alert to anything that feels manipulative, manufactured, or fake. The bar for trust is higher than ever.



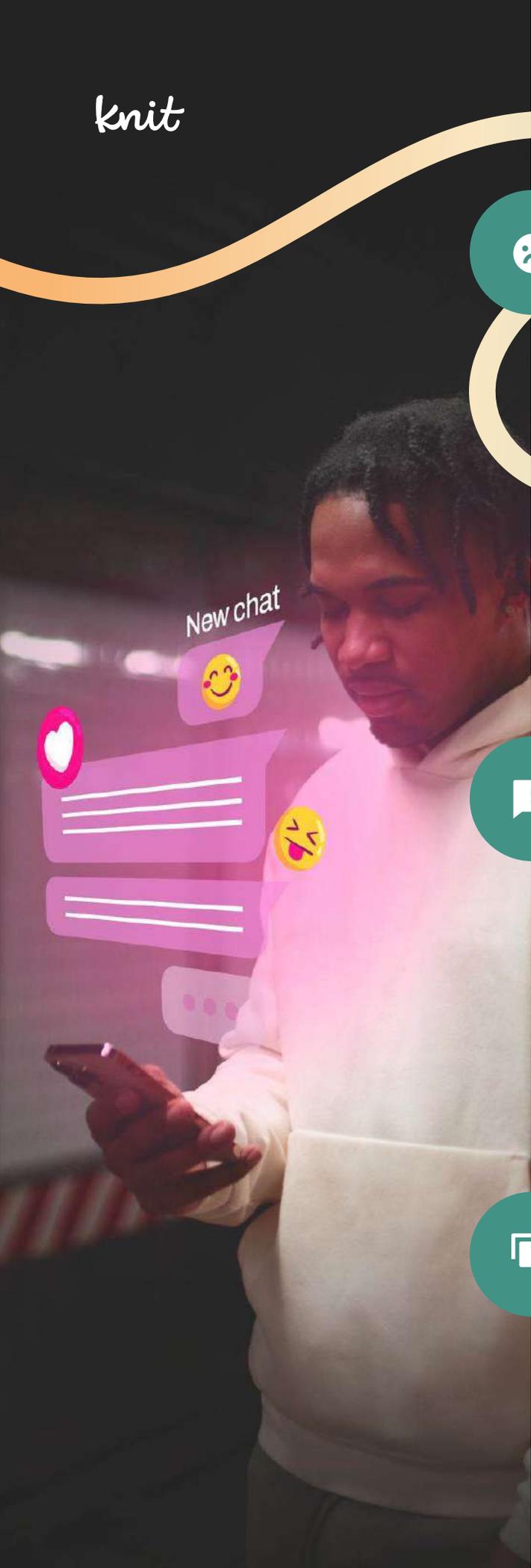
Trust Was Already Fragile

Fake profiles, bots, romance scams, catfishing—these aren't edge cases anymore. They're assumed risks. AI has real potential to solve these problems, but it could also make them worse if platforms aren't careful. Consumers don't automatically trust AI to fix trust issues. They want to see proof.



Authenticity Is the Currency Now

In a world of filters, scripts, and algorithms, authenticity has become the most valuable signal in dating. Anything that threatens the feeling of "this is a real person choosing me" faces immediate resistance. AI isn't entering a blank slate. It's entering a trust-sensitive ecosystem that's already on edge.

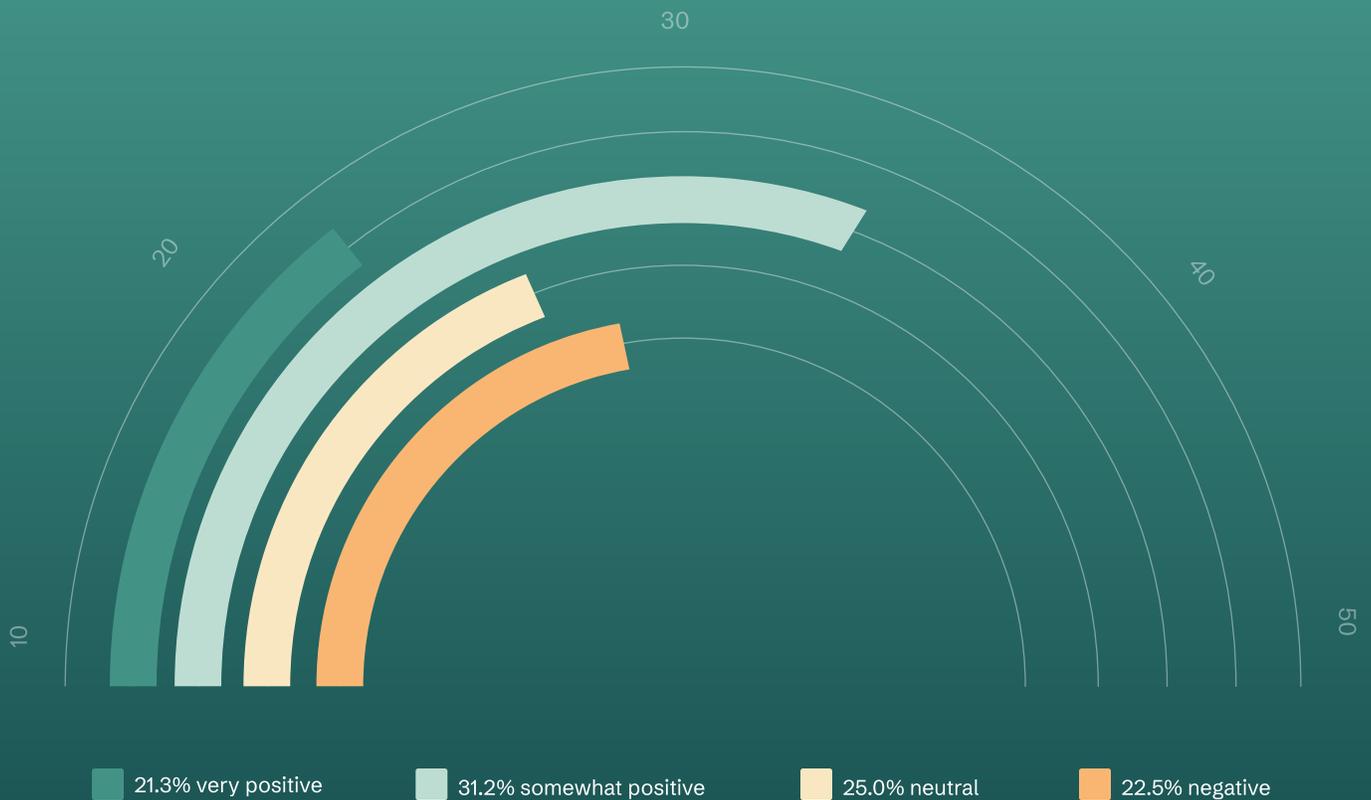


Curious, Cautious, and Polarized

When we asked people how they feel about AI being used in dating apps, the response was surprisingly split. About half expressed positive sentiment (**21% very positive, 31% somewhat positive**), while the other half landed in neutral (**25%**) or negative (**23%**) territory.

Sentiment Distribution: How consumers feel about AI in dating apps

AI in dating apps evokes a split reaction, with about half of users expressing positive sentiment while the neutral or negative.



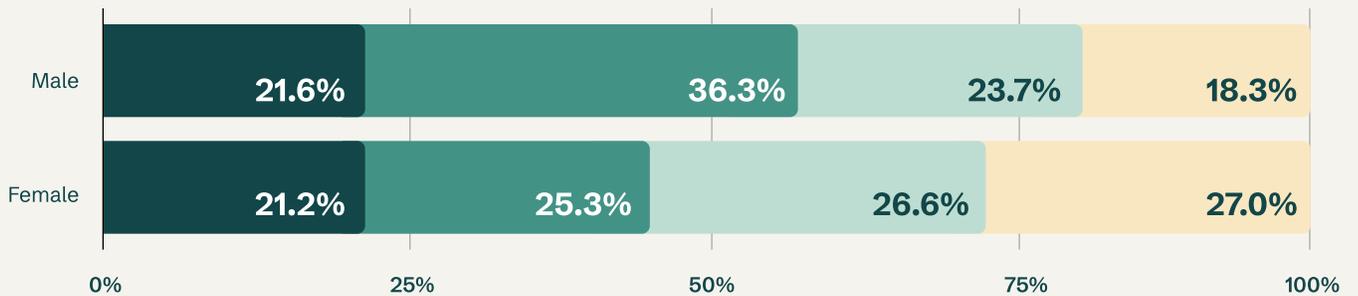
That's not rejection—it's conditional openness. People aren't slamming the door. They're holding it ajar, waiting to be convinced.

The splits are interesting. Men and younger users—especially Gen Z—tend to be more optimistic, associating AI with efficiency, innovation, and better matches. Women and older cohorts are more cautious, emphasizing safety, emotional authenticity, and the fear of losing control over their own experience.

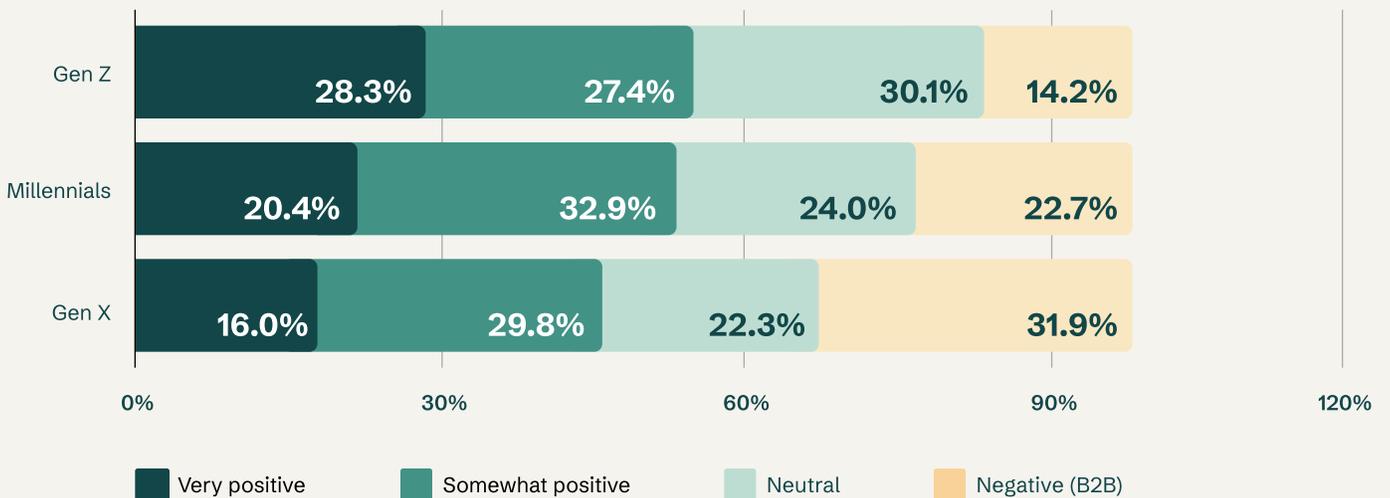
Demographic Breakdown: Openness to AI in dating by gender and generation

Men and Gen Z express relatively higher positive sentiment toward AI in dating apps, while women and older age cohorts lean more neutral or negative.

Overall Sentiment Toward AI - Total



Overall Sentiment Toward AI - Generation



AI-Sentiment: Overall, how do you feel about dating apps using artificial intelligence (AI)? N=519

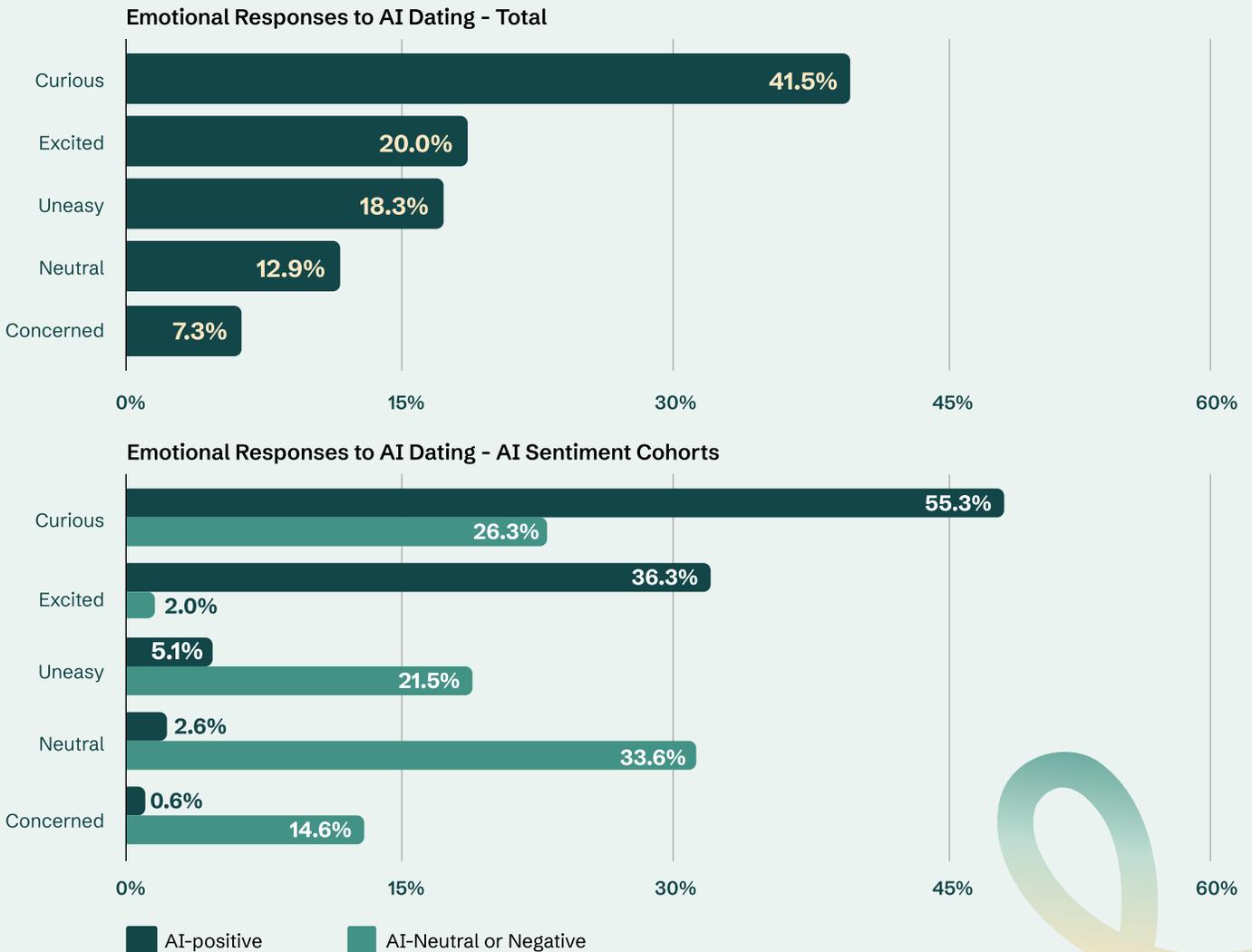
AI-Sentiment: Overall, how do you feel about dating apps using artificial intelligence (AI)? N=520

When we looked at emotional reactions more specifically, curiosity was the dominant feeling (42%), followed by excitement (20%), uneasiness (18%), neutrality (13%), and concern (7%). Among AI-positive respondents, curiosity spiked to 55% with excitement at 26%. Among neutral or negative respondents, unease (36%) and concern (15%) took much larger shares.

Emotional Responses: How AI in dating makes consumers feel

Curiosity and excitement anchor early reactions to AI in dating apps - driven by AI-positive respondents - while neutral and negative cohorts more likely to feel uneasy or concerned.

Early engagement opportunities live in leaning into curiosity-led exploration, while simultaneously addressing unease through clear explanations and reassurance for more cautious users.



Initial Reaction: When you think about artificial intelligence (AI) being used in dating apps, which of the following best describes how it makes you feel?

Initial reactions tend to cluster around two poles:

“I mean, my opinion is it's something new. It's creative. I mean, let's try it. Let's see what happens.”

— Study Respondent (VQ6)



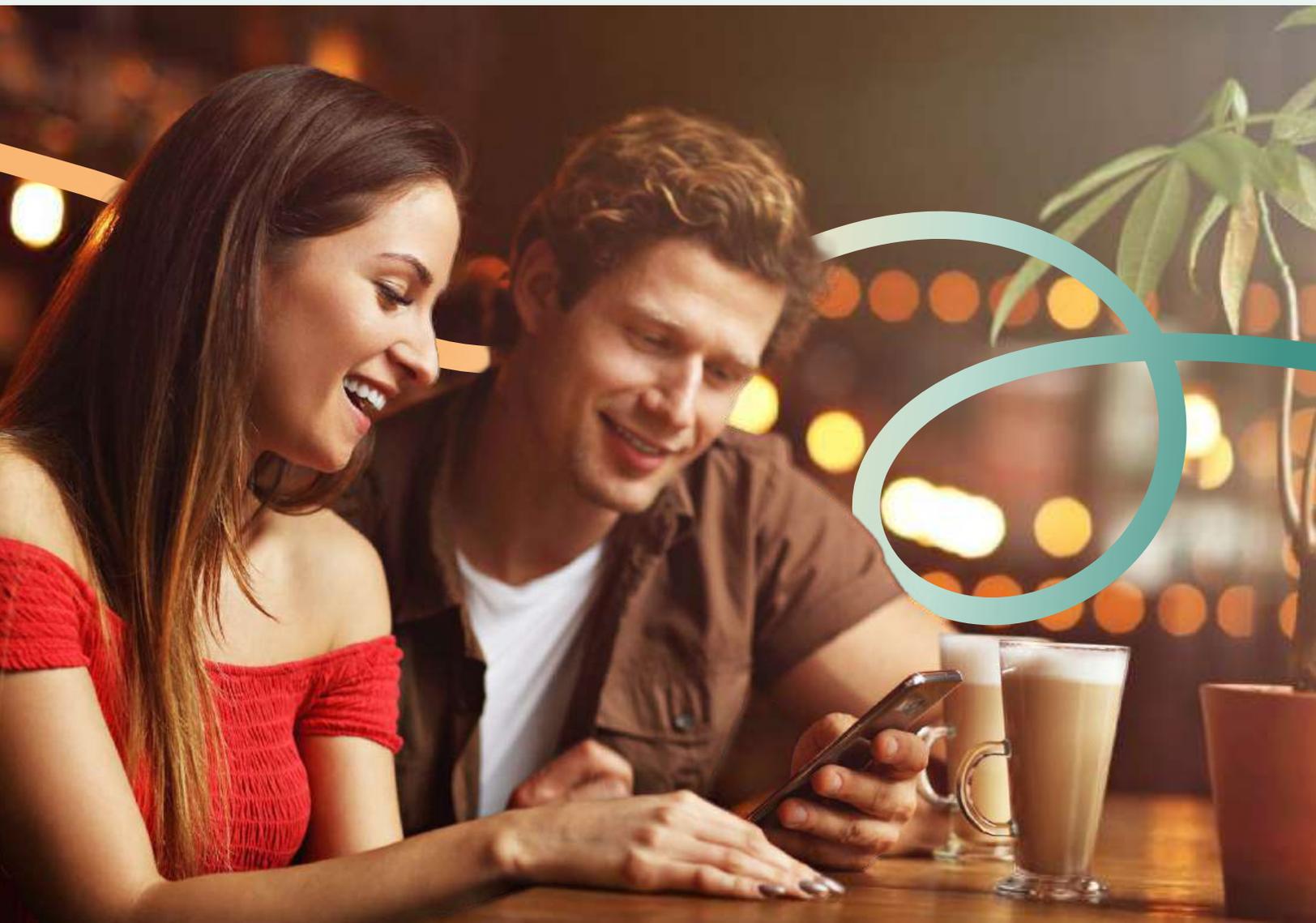
“I would say keep AI out of dating apps. All you're gonna do is discourage people from going in there.”

— Study Respondent (VQ6)



Very few people felt outright excitement or outright fear. Most are living in the gray—willing to engage, but watching closely for how things play out.

That tells us something important: adoption isn't blocked by awareness. It's gated by reassurance.



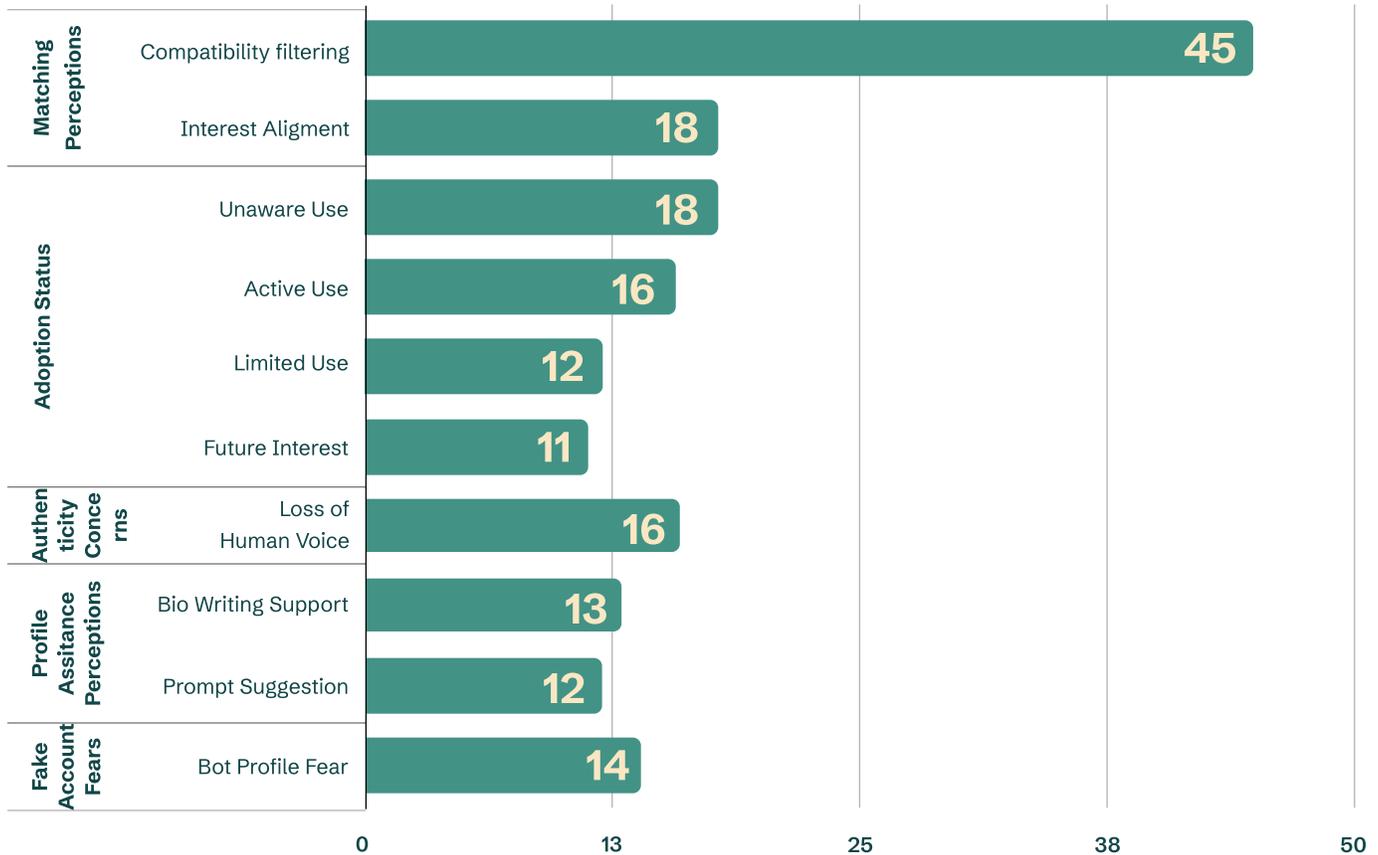
What People Think AI Is Actually For

When consumers talk about AI in dating, they're not imagining some sci-fi takeover. They picture support roles—practical, behind-the-scenes help with the parts of dating that feel most tedious or overwhelming.

The most common associations center on matching and compatibility filtering (by far the strongest), followed by profile and bio writing assistance, and concerns about fake accounts and authenticity. People already have a mental model for what AI should do here—and it looks a lot like a smarter filter, not a puppet master.

Top AI Associations: What consumers associate AI with in dating

Initial Associations with AI Dating (mentions)



In your own words, what comes to mind when you think about artificial intelligence being used in dating apps? Have you noticed or used any AI-powered features (such as profile help, suggested prompts...)

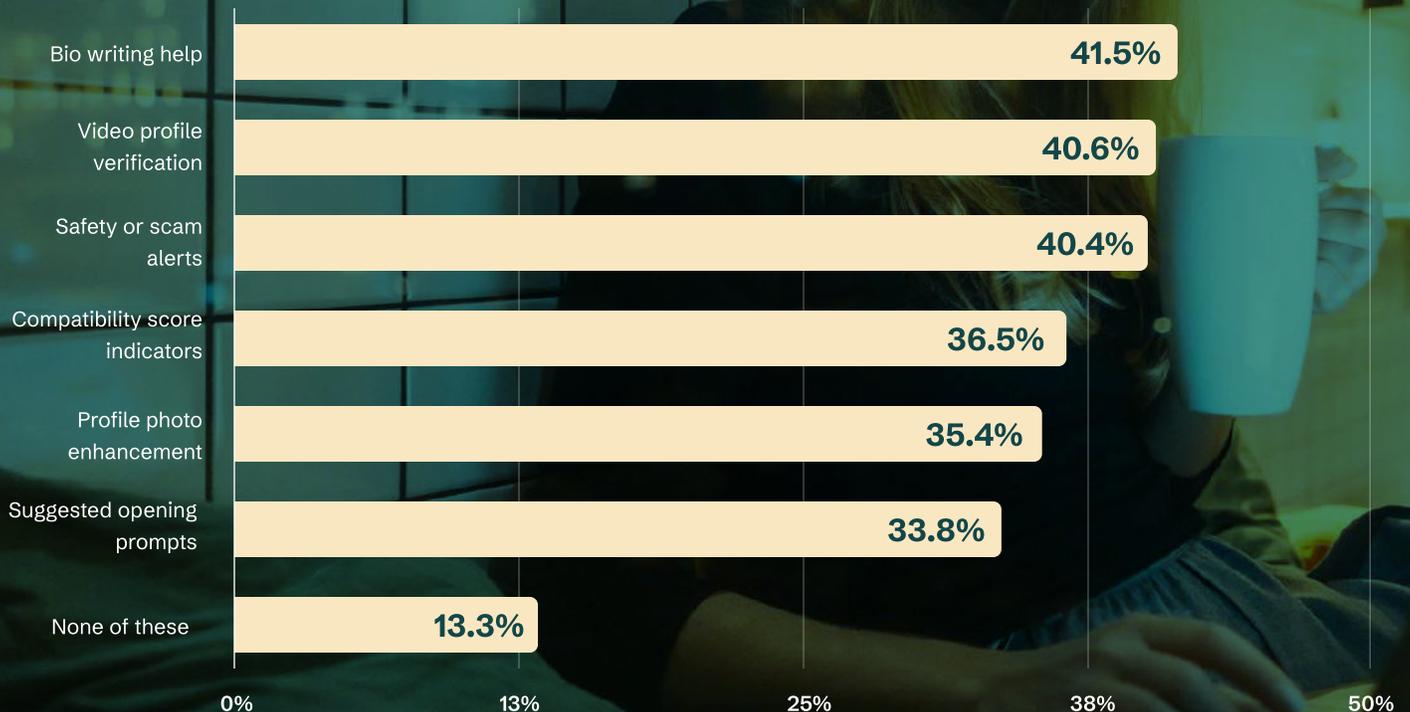
People are already noticing AI features on dating apps, too. The most recognized are **bio writing help (42%), video-based profile verification (41%), safety or scam alerts (40%), compatibility score indicators (37%), and profile photo enhancement (35%). Only 13% said they hadn't noticed any AI features at all.** Heavy dating app users and AI-positive respondents showed the highest awareness, suggesting that familiarity with AI features actually reinforces comfort rather than increasing resistance.

AI Feature Awareness: Which AI features have consumers noticed on dating apps?

Awareness of AI Features on Dating Apps is notable, with bio support, video-based profile verification, and safety alerts among the most recognized tools.

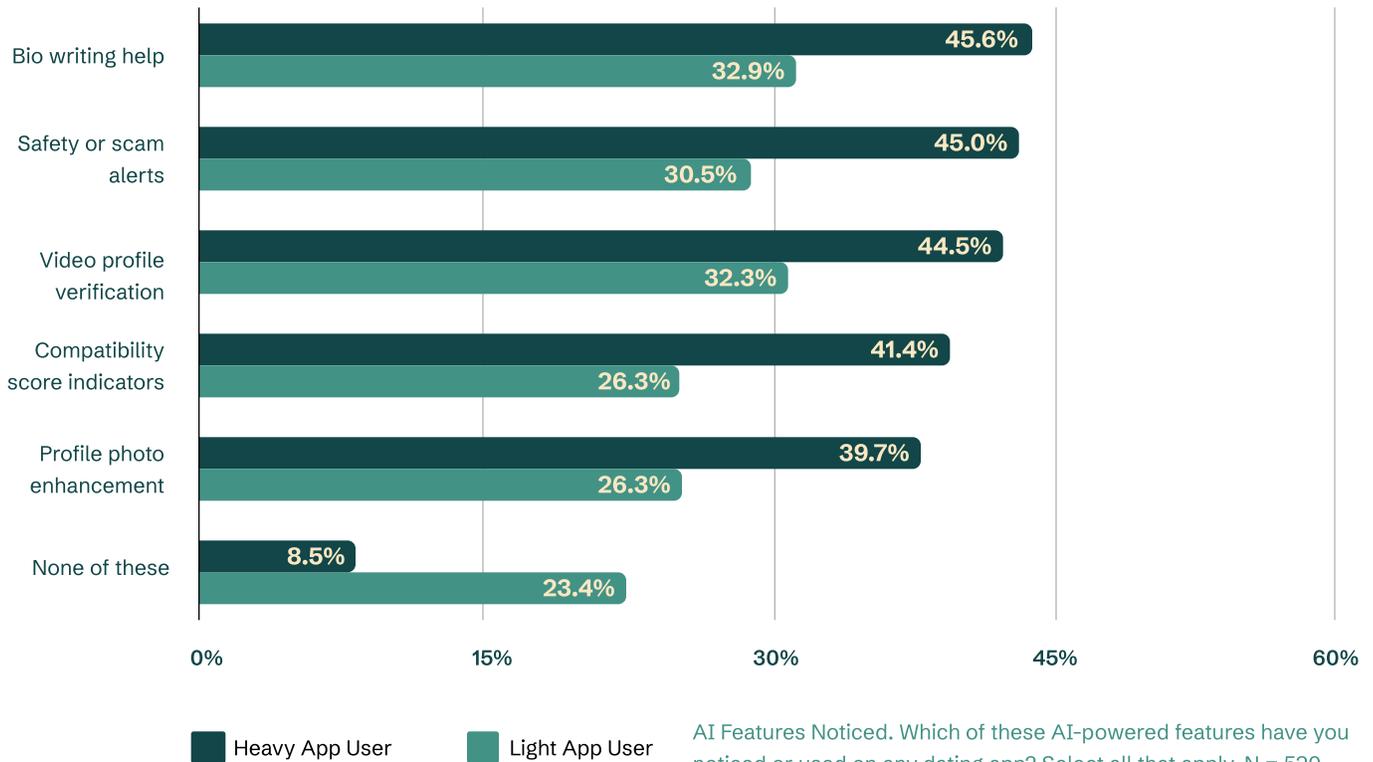
Notable awareness also extends to other AI features, including compatibility, profile photo enhancement, and suggested opening prompts.

Awareness of AI Dating Features - Total

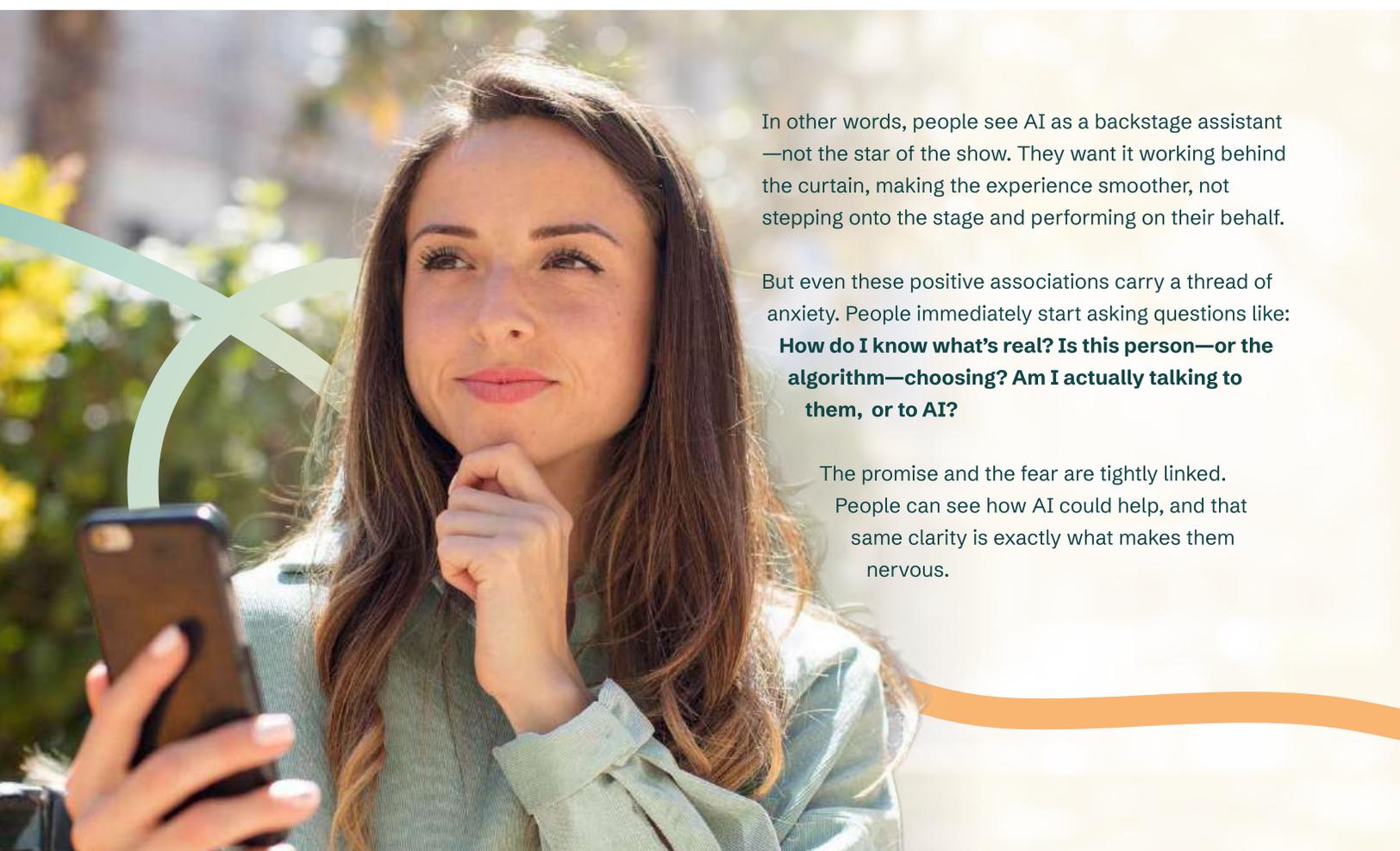


AI Features Noticed. Which of these AI-powered features have you noticed or used on any dating app? Select all that apply. N = 520

Awareness of AI Dating Features - Dating App Usage Cohorts



AI Features Noticed. Which of these AI-powered features have you noticed or used on any dating app? Select all that apply. N = 520



In other words, people see AI as a backstage assistant —not the star of the show. They want it working behind the curtain, making the experience smoother, not stepping onto the stage and performing on their behalf.

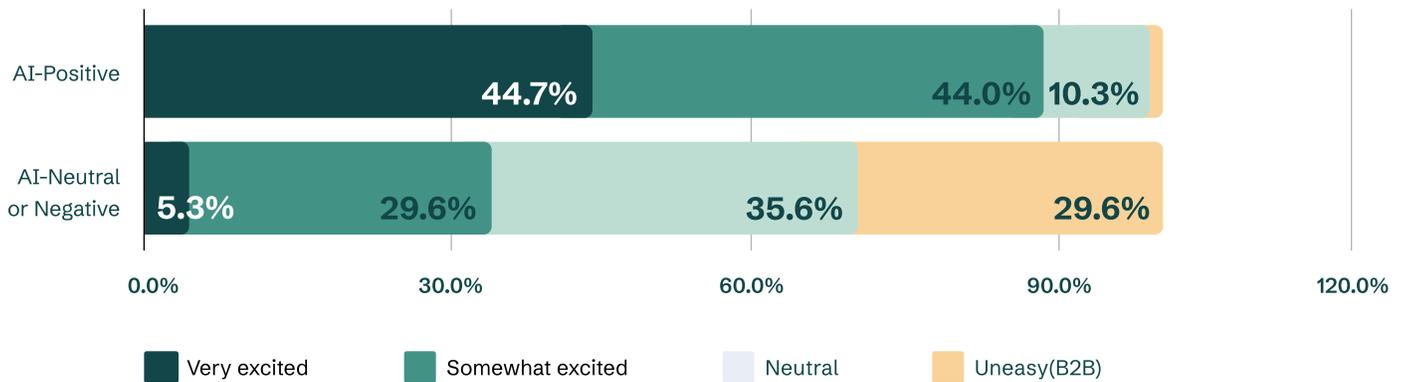
But even these positive associations carry a thread of anxiety. People immediately start asking questions like: **How do I know what's real? Is this person—or the algorithm—choosing? Am I actually talking to them, or to AI?**

The promise and the fear are tightly linked. People can see how AI could help, and that same clarity is exactly what makes them nervous.

Matchmaking: Where AI Feels Most Welcome

If there's one area where AI earns real goodwill, it's matchmaking. AI-suggested matches and compatibility predictions generate more excitement than almost anything else we tested—especially among heavy dating app users, people who already have a positive view of AI, and younger cohorts.

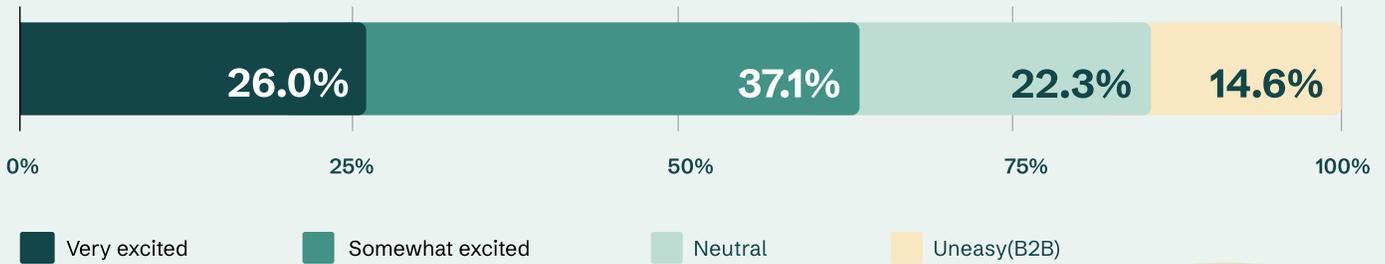
Comfort With AI Matchmaking - AI Sentiment Cohorts



AI Matchmaking Reaction. If a dating app used AI to suggest matches or predict compatibility for you, which of the following best describes how you feel? N = 520



Comfort With AI Matchmaking - Total

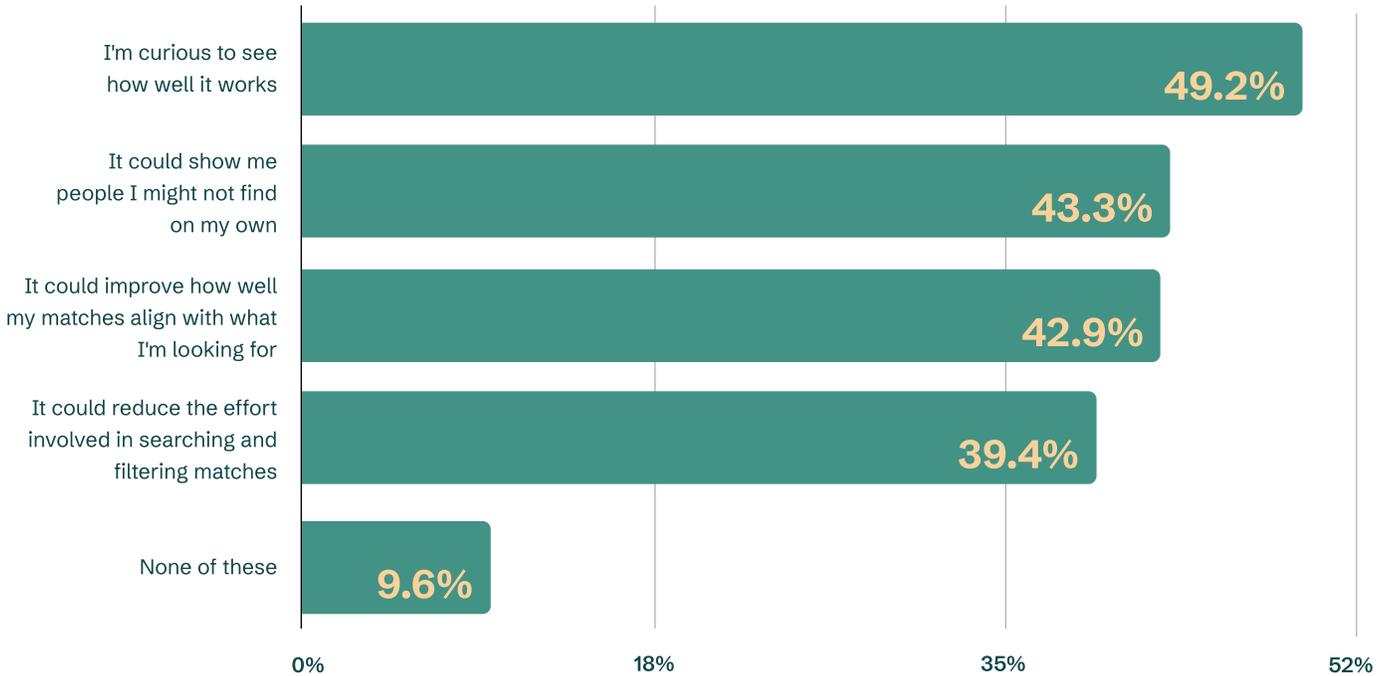


AI Matchmaking Reaction. If a dating app used AI to suggest matches or predict compatibility for you, which of the following best describes how you feel? N = 520

The appeal makes intuitive sense. When we asked people why they'd want AI to help pick their matches, curiosity **about how it works led the way (49%)**, followed by the possibility of surfacing people they might not find on their own (44%), improving match alignment with what they're actually looking for (43%), and reducing the effort of searching and filtering (39%).

Matchmaking Motivations: Why consumers would want AI to help pick matches

Motivations for AI Matchmaking - Total



Reasons To Want AI Matchmaking. Which of the following are reasons you would want AI to help pick your matches? Select all that apply. N = 520

But even here, enthusiasm comes with strings attached. Skeptical users want transparency—they want to know why a match was suggested, what data informed the recommendation, and whether they can override it. The desire isn't for AI to make the decision. It's for AI to explain its thinking.

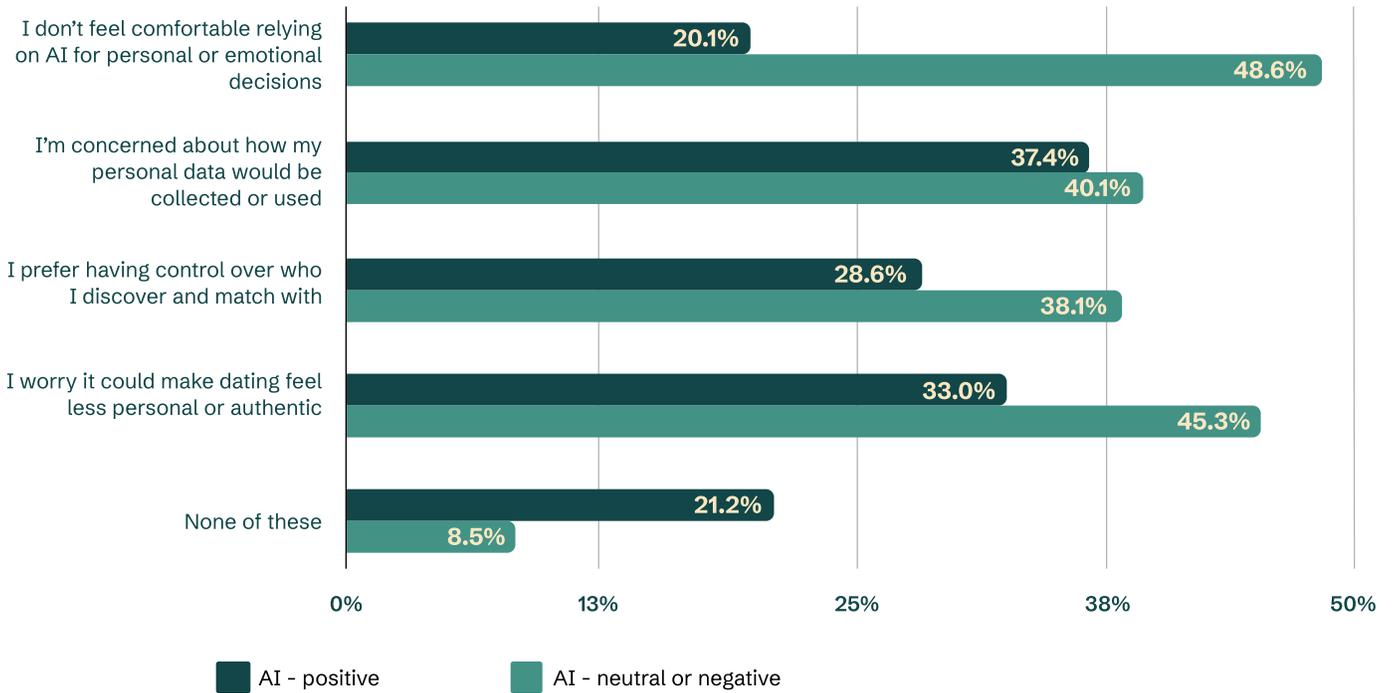
“I feel like it could be refining or screening out too many potential matches, and just because the AI thinks that a certain aspect of someone's profile might not be the perfect match, that could have been the perfect match for me.”

— Study Respondent (VQ6)



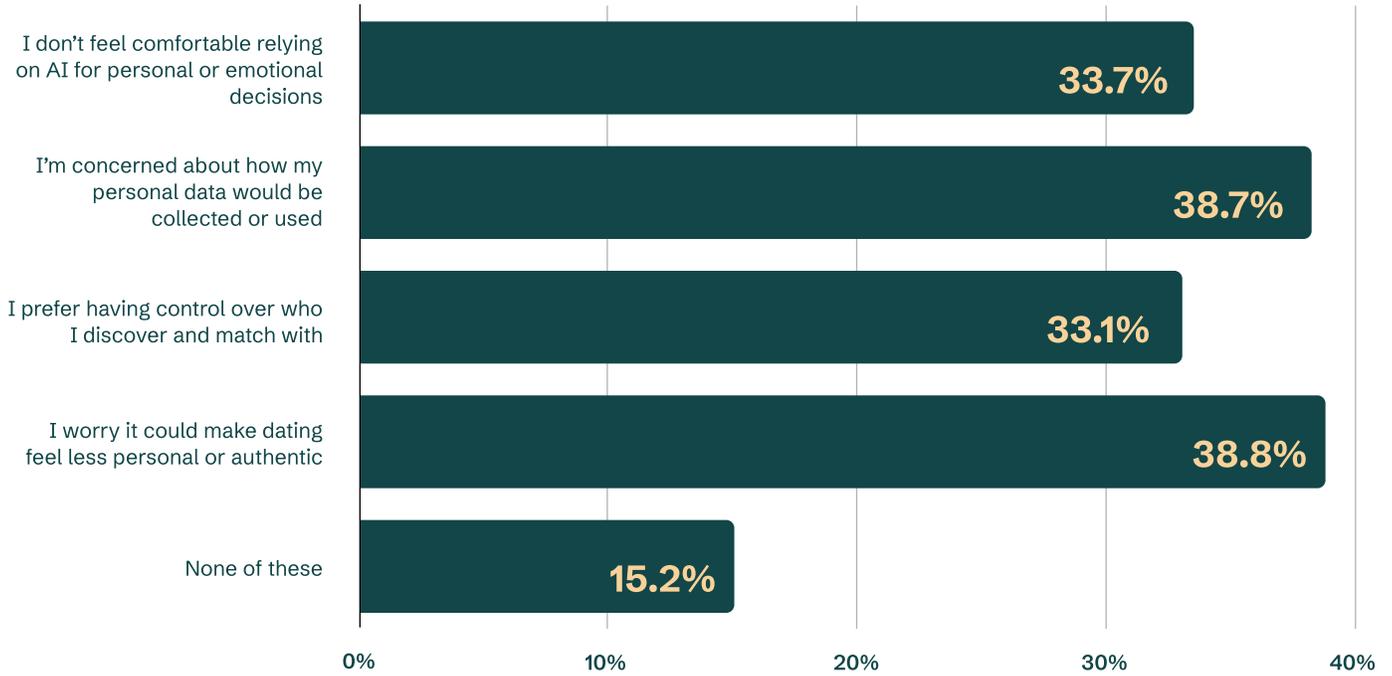
On the flip side, the barriers to AI matchmaking are worth understanding. **Concerns about personal data collection and use topped the list (40%), followed by fears that dating could feel less authentic (39%), a preference for maintaining control over discovery (33%), discomfort relying on AI for personal or emotional decisions (34%), and worry that it could feel less personal (39%).** These concerns were especially pronounced among AI-neutral and AI-negative cohorts.

Barriers to AI Matchmaking - AI Sentiment Cohorts

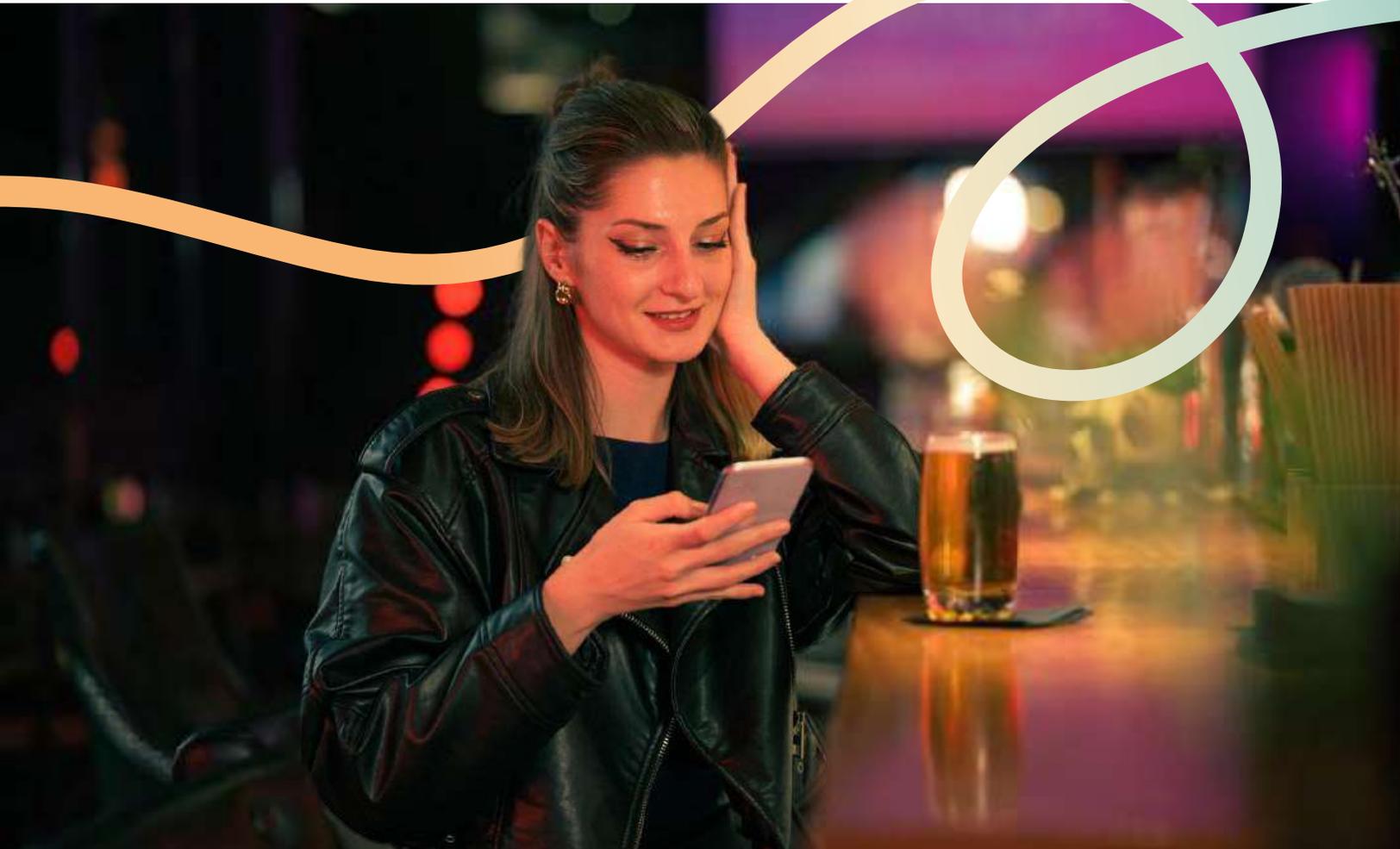


Reasons To Avoid AI Matchmaking. Which of the following are reasons you would not want AI to help pick your matches? Select all that apply. N = 520

Barriers to AI Matching - Total



Reasons To Avoid AI Matchmaking. Which of the following are reasons you would not want AI to help pick your matches? Select all that apply. N = 520



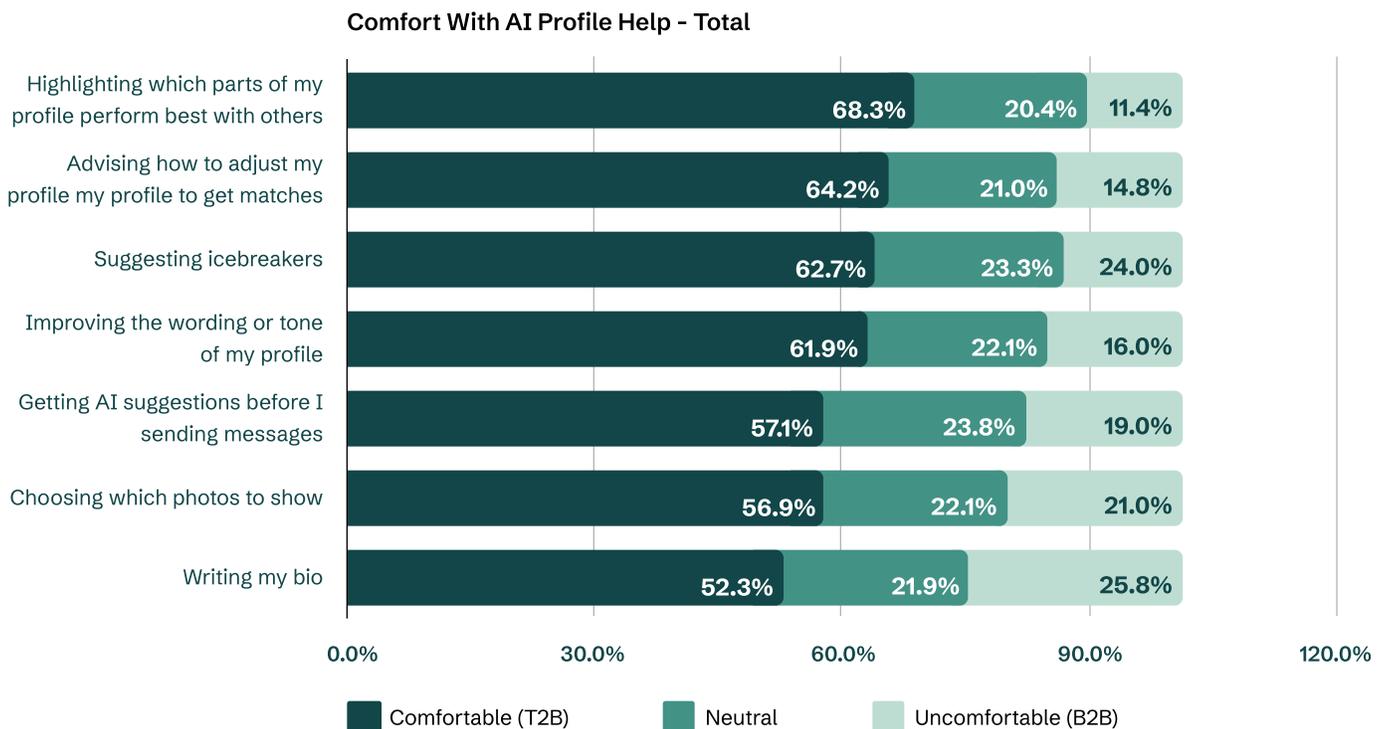
Profiles and Presentation: Enhance, Don't Replace

AI help with profiles is broadly accepted—up to a point. People are comfortable with AI highlighting which parts of their profile perform best (68%), advising how to adjust their profile for more matches (64%), suggesting icebreakers (63%), and improving wording or tone (62%). That kind of help feels like a friend looking over your shoulder, giving you a nudge.

Comfort drops noticeably when AI starts doing too much. Choosing which photos to show (57%), getting AI suggestions before sending messages (57%), and fully writing bios (52%) all scored lower. The pattern is clear: the more AI replaces personal voice and choice, the less comfortable people feel.

Profile AI Comfort Spectrum: Comfort levels across profile AI features

Comfort is somewhat lower when it comes to AI fully writing the bio, indicating a preference for AI as an enhancer rather than a replacement for personal voice.

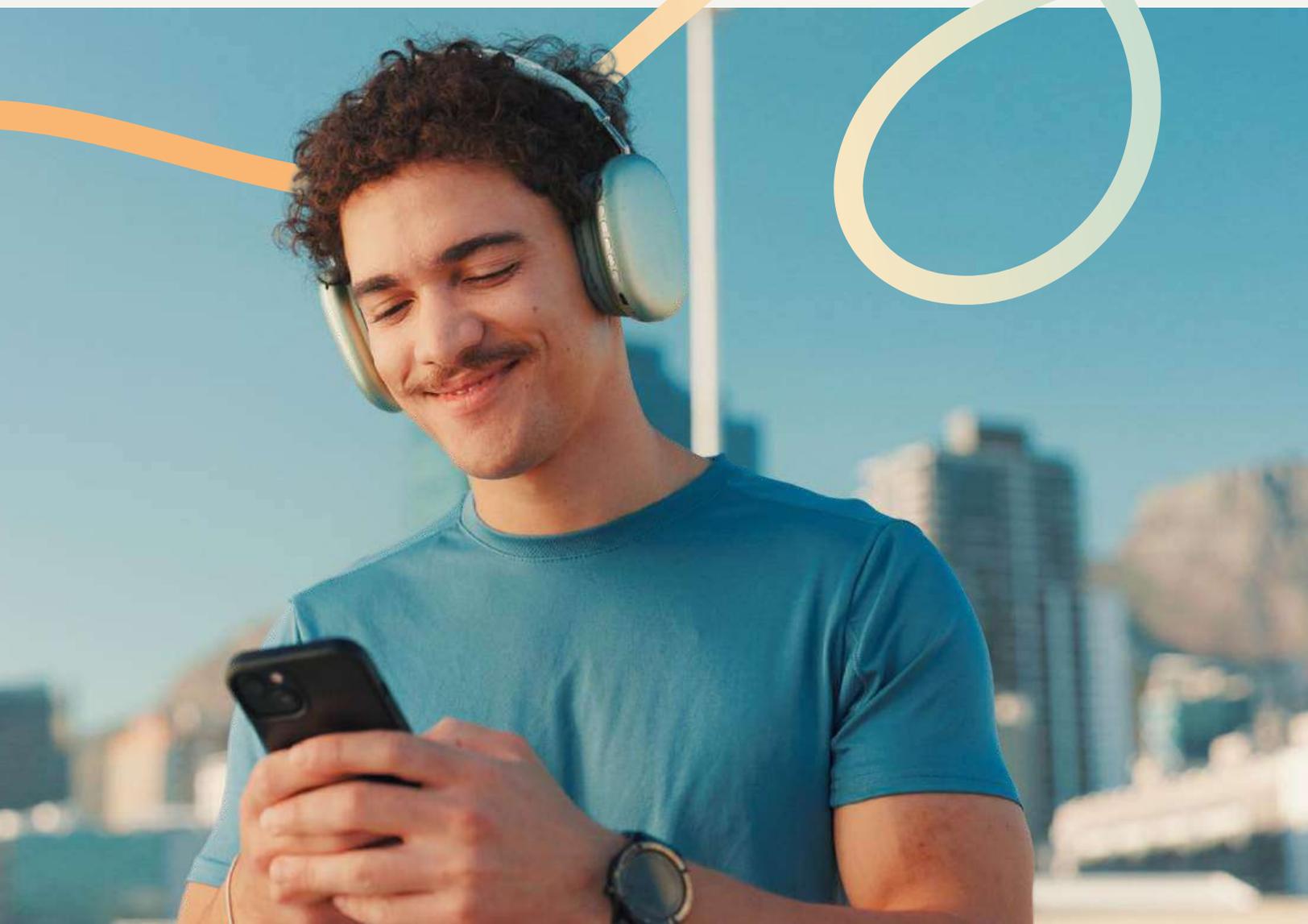


Interestingly, this isn't just a young person's behavior. Gen X showed relatively higher comfort with AI improving profile tone, suggesting icebreakers, and selecting photos—suggesting that the appeal of AI as a practical refinement tool crosses generational lines, especially when it enhances rather than replaces personal expression.

The distinction matters more than you'd think. People want to feel chosen for who they actually are, not for how well an algorithm optimized their presentation. AI works best here when it acts like a mirror—refining your expression—rather than a mask.

“I know that I probably should be open to the feedback of what works best for my profile, but like for my bio, I wanna write that... I don't think I would feel comfortable with something fully generated by AI.”

— Study Respondent (VQ6)



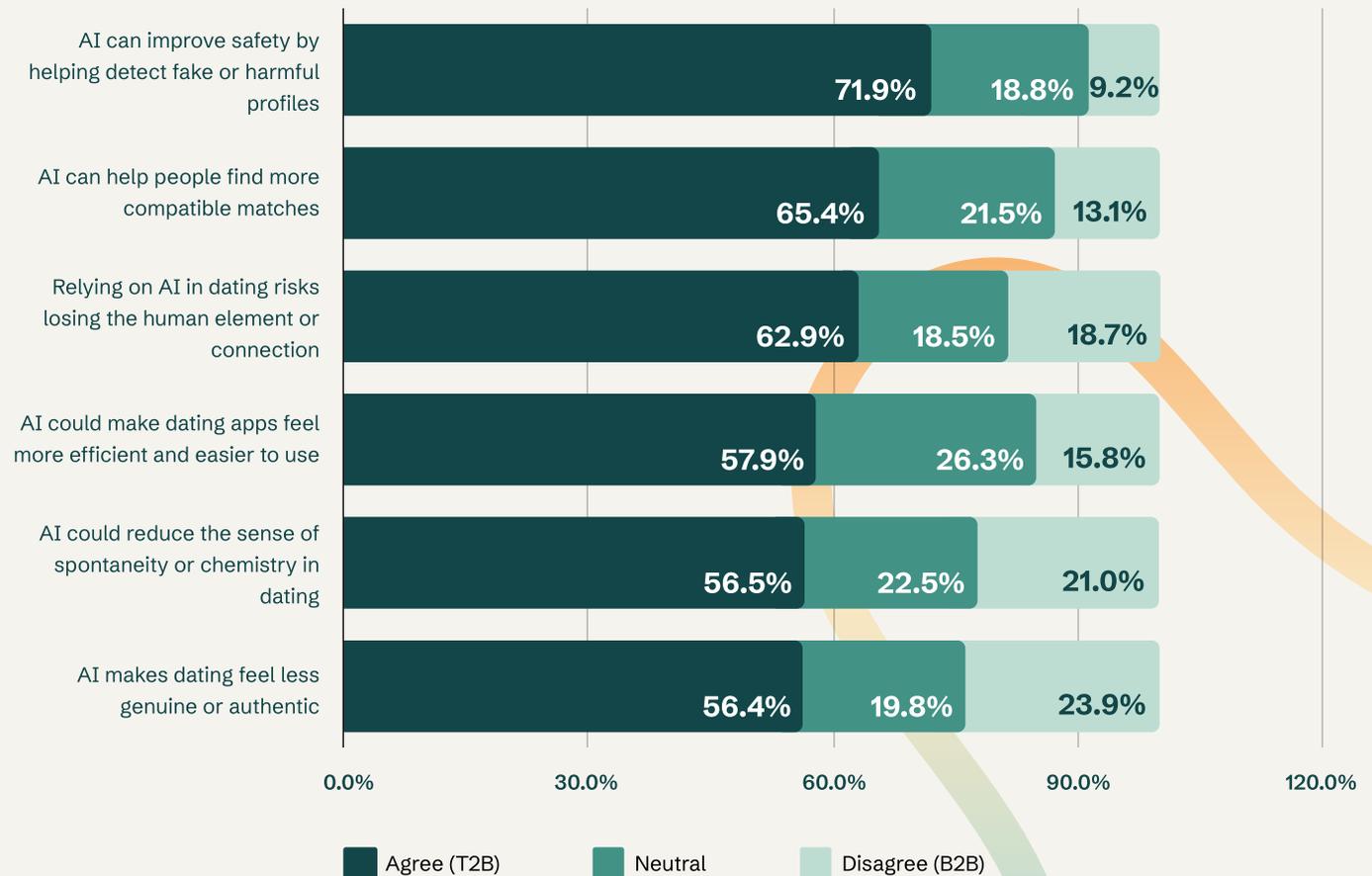
Where Consumers Draw the Line

Across all of our data, a clear boundary kept emerging. People are comfortable with AI when it assists, suggests, filters, protects, or clarifies. They push back hard when AI starts coaching their emotions, making decisions for them, influencing who they're attracted to, simulating intimacy, or replacing the effort that makes dating feel meaningful.

While AI is seen as potentially improving safety and helping users find more compatible matches, a notable cohort also views it as risking the loss of human connection.

This tension reinforces the need to position AI as an enhancer of human choice and safety - without undermining spontaneity or emotional authenticity.

Balancing AI Benefits and Risks - Total

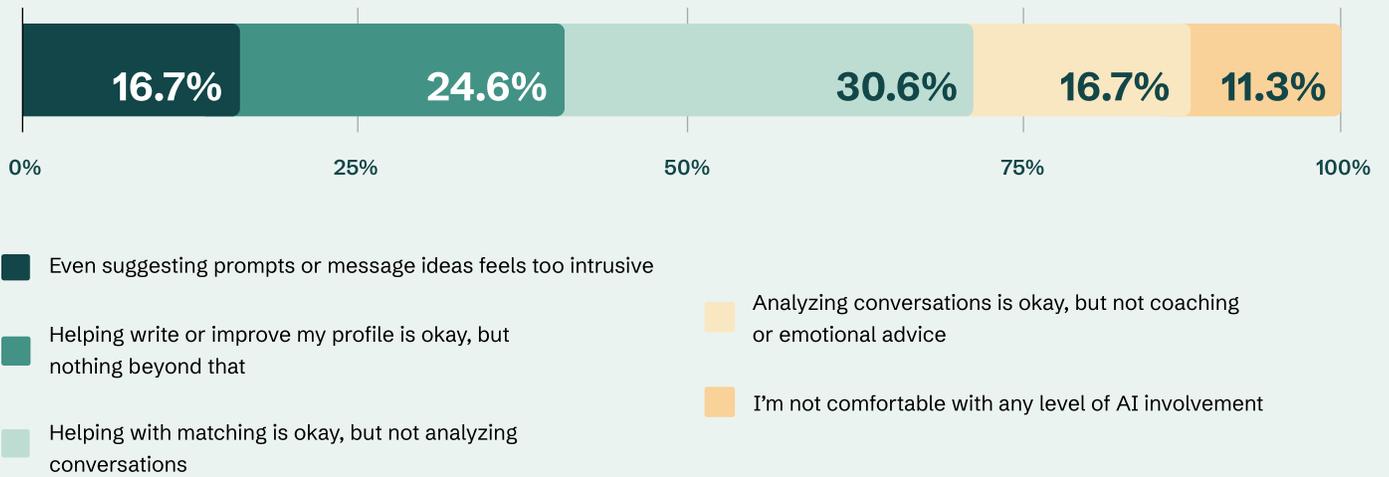


AI Value Risk Framing. Thinking about artificial intelligence (AI) being used in dating apps, how much do you agree or disagree with each of the following statements? N = 520

When we asked people to define their comfort threshold, about 31% said they're comfortable with AI helping with matching but not analyzing conversations. Another 25% were fine with profile help but nothing beyond that. About 17% said even suggested prompts felt too intrusive, while only 11% were comfortable with any level of AI involvement. The remaining 17% were okay up to conversation analysis, but drew the line at coaching or emotional advice.

AI Involvement Comfort Threshold: Where consumers draw the line on AI involvement

AI Involvement Comfort Threshold - Total



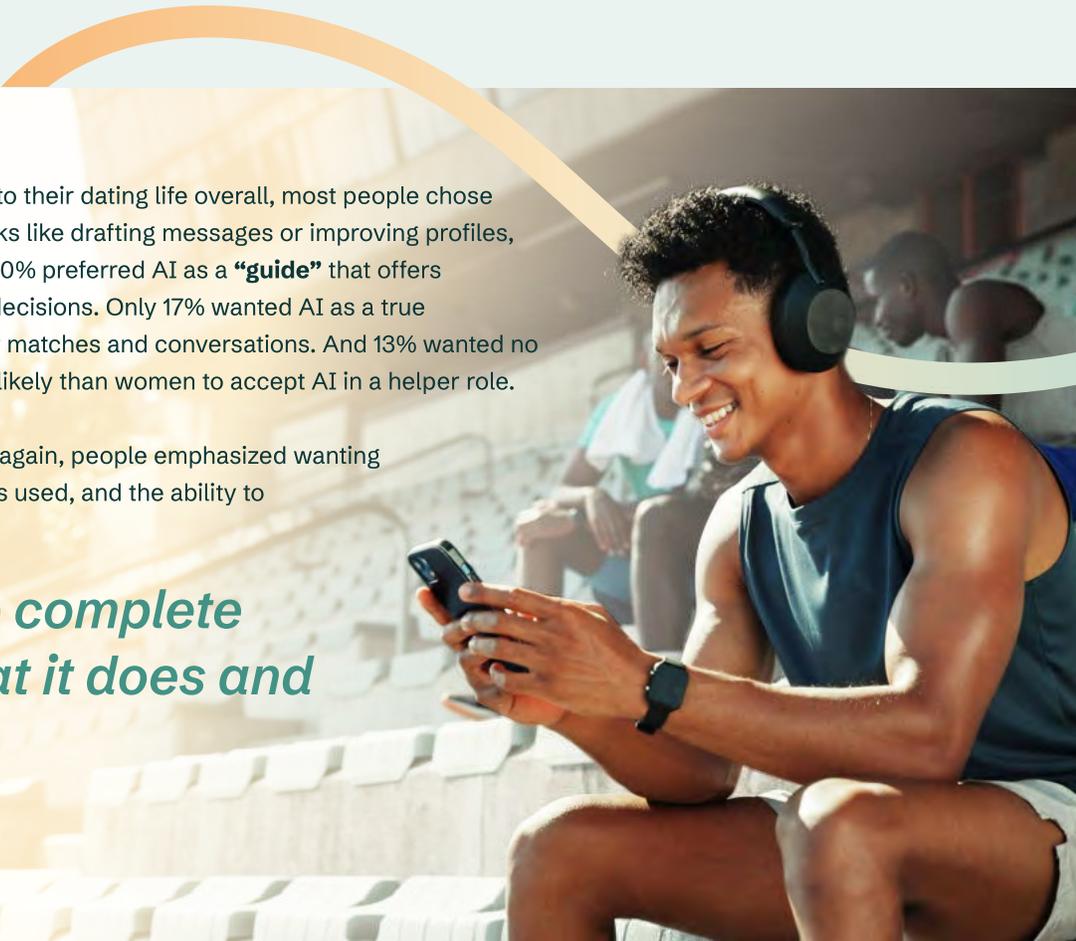
AI Intrusion Threshold. At what point would AI involvement in your dating life start to feel intrusive or "too much"? N = 520

When asked how they see AI fitting into their dating life overall, most people chose **"helper"**—AI assists with specific tasks like drafting messages or improving profiles, but they stay in control (42%). About 20% preferred AI as a **"guide"** that offers suggestions while they make all final decisions. Only 17% wanted AI as a true **"collaborator"** sharing influence over matches and conversations. And 13% wanted no AI involvement at all. Men were more likely than women to accept AI in a helper role.

Agency is the through-line. Again and again, people emphasized wanting control—over when AI is used, how it's used, and the ability to turn it off entirely.

"You should have complete control over what it does and when it does it."

— Study Respondent (VQ6)



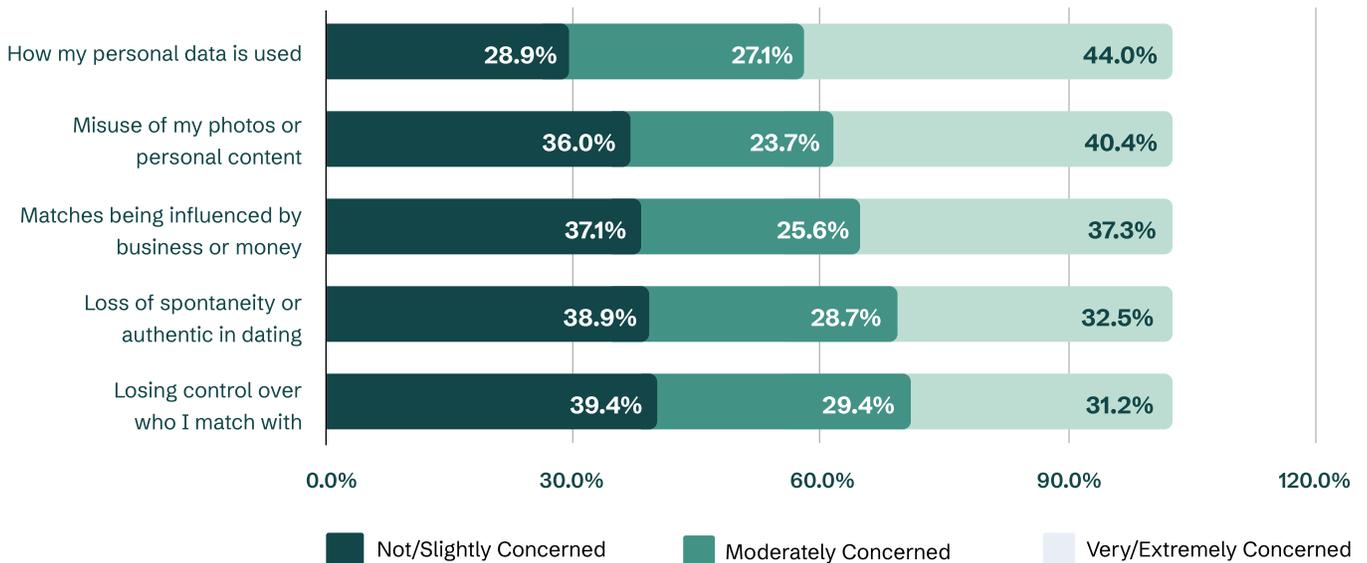
Trust, Safety, and the AI Credibility Gap

Trust is the single most important factor determining whether people will accept AI in dating. It outweighs curiosity, convenience, and even proven results.

People’s concerns center on how their personal data is used (44% very or extremely concerned), misuse of photos or personal content (40%), matches being influenced by business interests or money (37%), loss of spontaneity or authenticity (33%), and losing control over who they match with (31%). Women and Gen X expressed relatively higher concern, particularly around authenticity and data use.

Top Trust Concerns: Ranked concerns about AI in dating apps

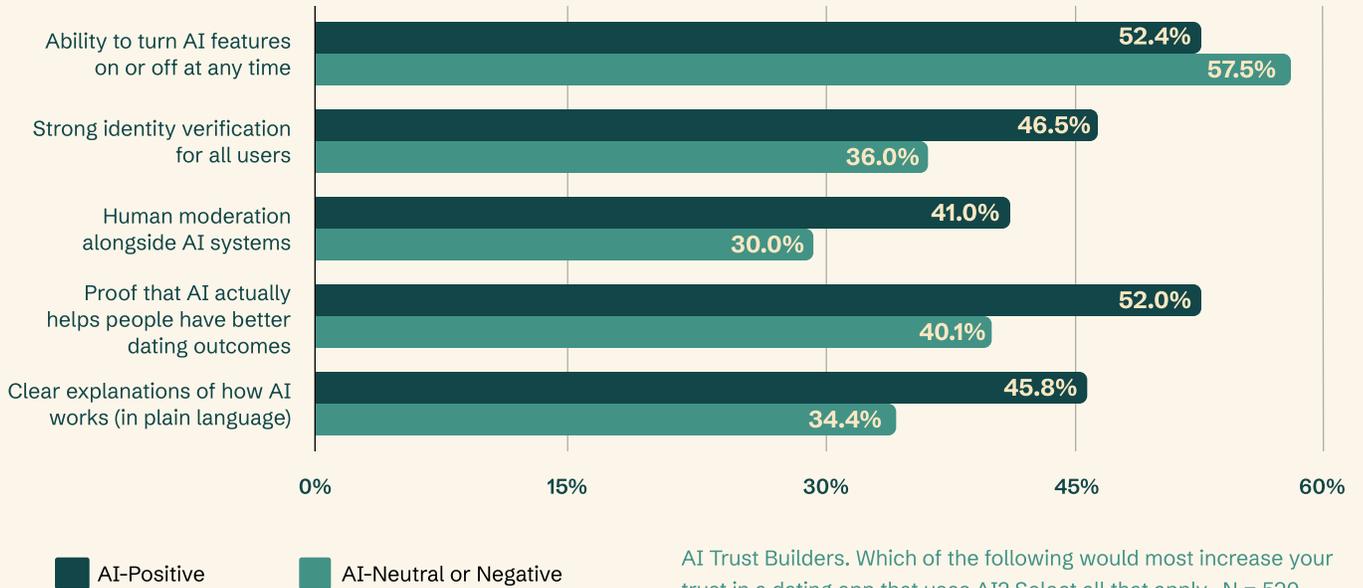
Trust and Safety Concerns - Total



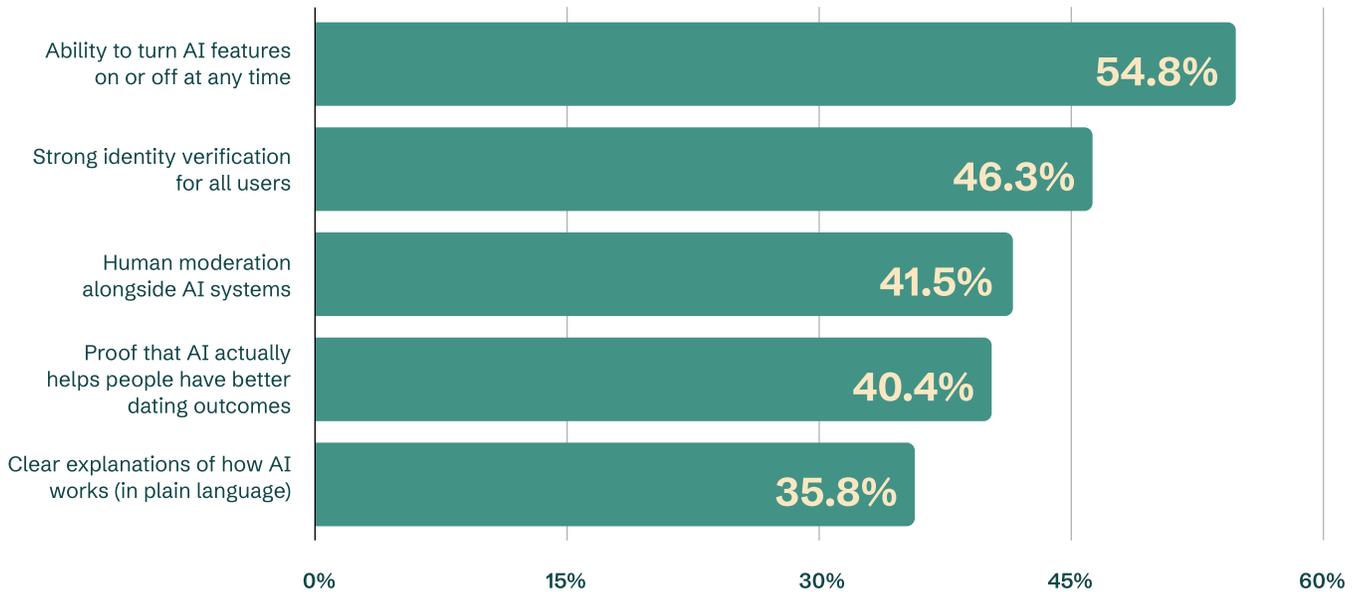
AI Trust Safety Concerns. If AI played a big role in matching you, how concerned would you be about each of the following? N = 520

What’s notable is that even the most AI-positive users in our study still demanded safeguards. Optimism about AI’s potential doesn’t translate to blind trust. The strongest trust builders were the ability to turn AI features on or off at any time (55%), strong identity verification for all users (52%), human moderation alongside AI systems (42%), proof that AI actually helps people have better dating outcomes (40%), and clear, plain-language explanations of how AI works (36%). Even AI-positive users looked for multiple reassurance cues.

What Builds Trust in AI - AI Sentiment Cohorts



What Builds Trust in AI - Total



AI Trust Builders. Which of the following would most increase your trust in a dating app that uses AI? Select all that apply. N = 520

AI doesn’t earn trust by being technically impressive. It earns trust by being accountable.

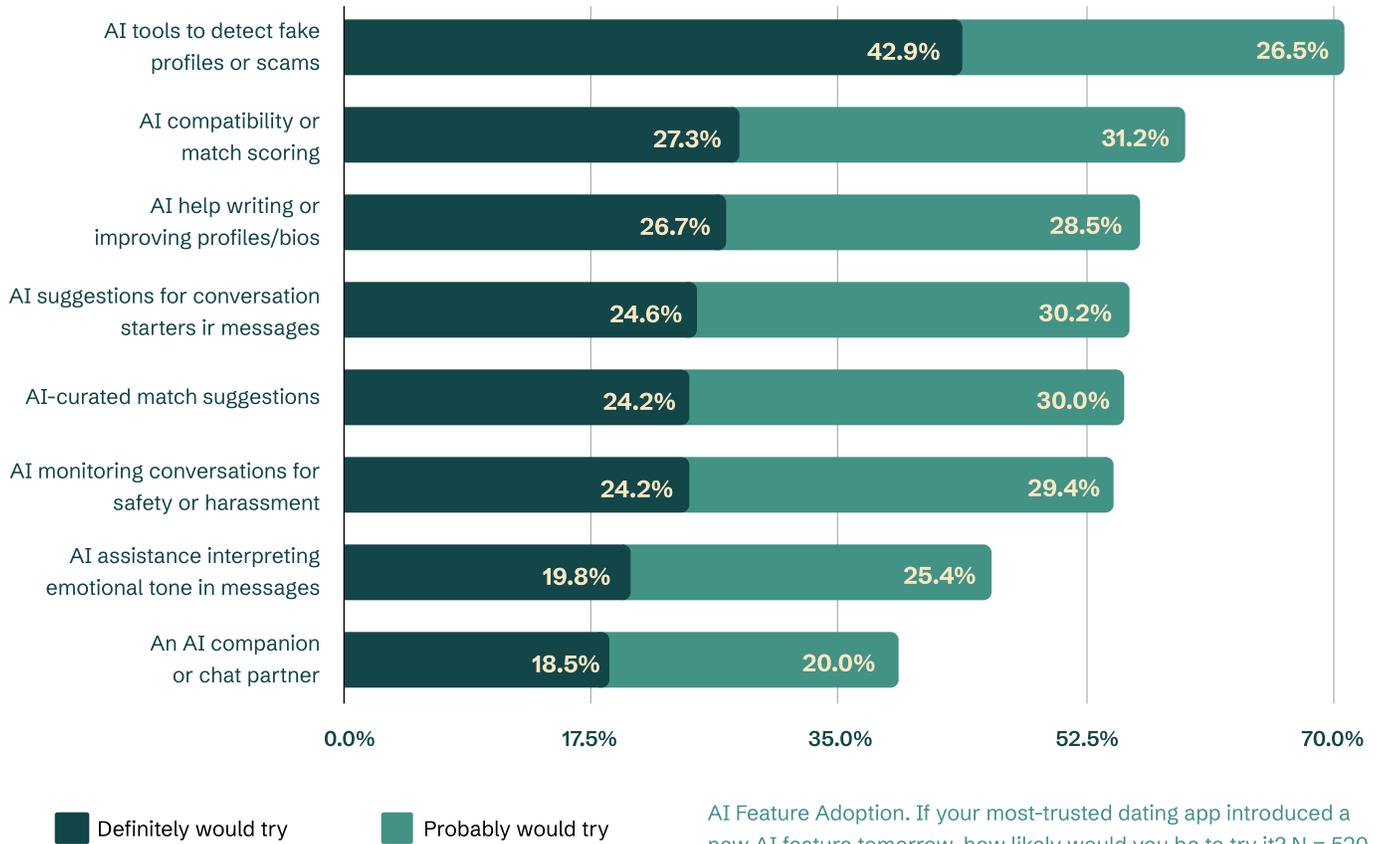
Fake Profiles: The Clearest Opportunity

If there's one AI use case that feels almost universally welcomed, it's detecting fake, bot, or AI-generated profiles. A full 80% of consumers believe these profiles are common on dating apps (32% very common, 48% somewhat common), with only 6% calling them uncommon. Men and older cohorts report seeing them even more frequently.

That creates a rare alignment: there's a high perceived problem, high credibility that AI could actually solve it, and a clear benefit to users. When we asked which AI features people would be most willing to try, fake profile and scam detection tools topped the list at 43%, well ahead of compatibility scoring (27%), bio improvement help (27%), conversation starters (25%), and curated match suggestions (24%).



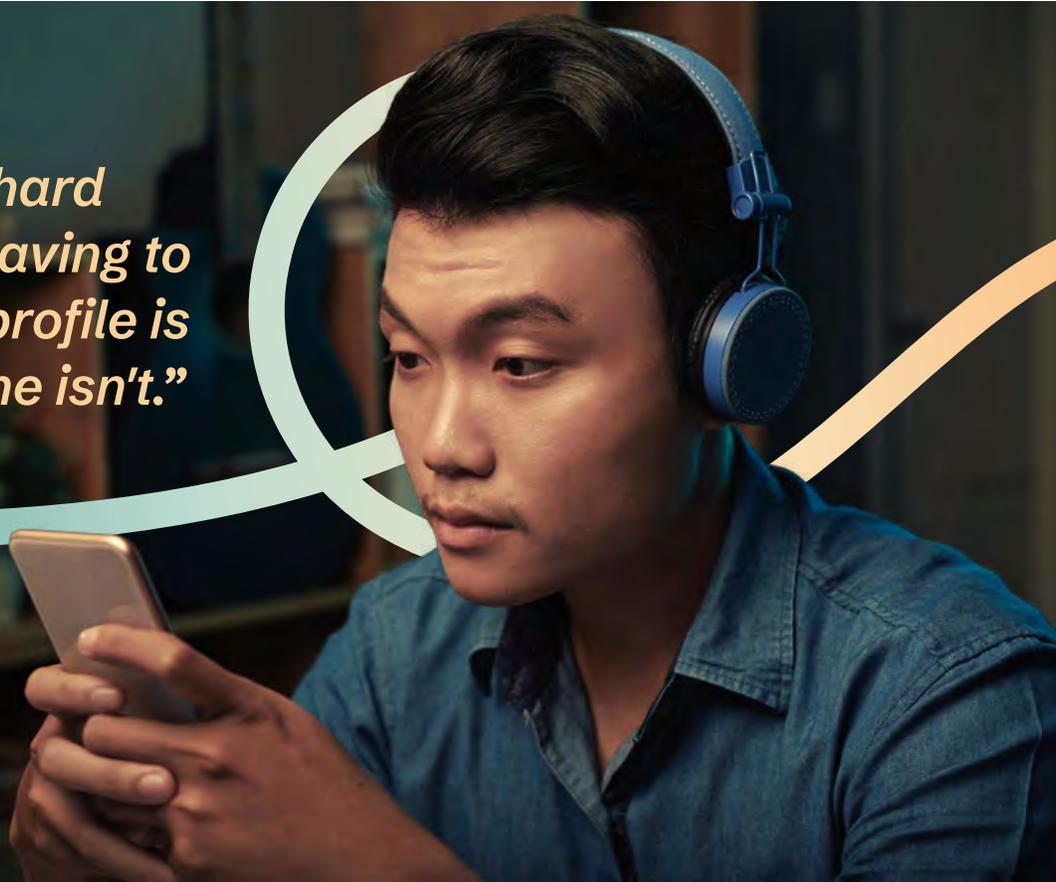
Willigness to Try AI Features - Total



“Dating’s already hard enough without having to figure out which profile is real and which one isn’t.”

— Study Respondent (VQ10)

Platforms that visibly deploy AI to protect users—rather than just optimize engagement—earn trust instead of suspicion. Safety isn’t a nice-to-have feature. It’s a signal of respect.



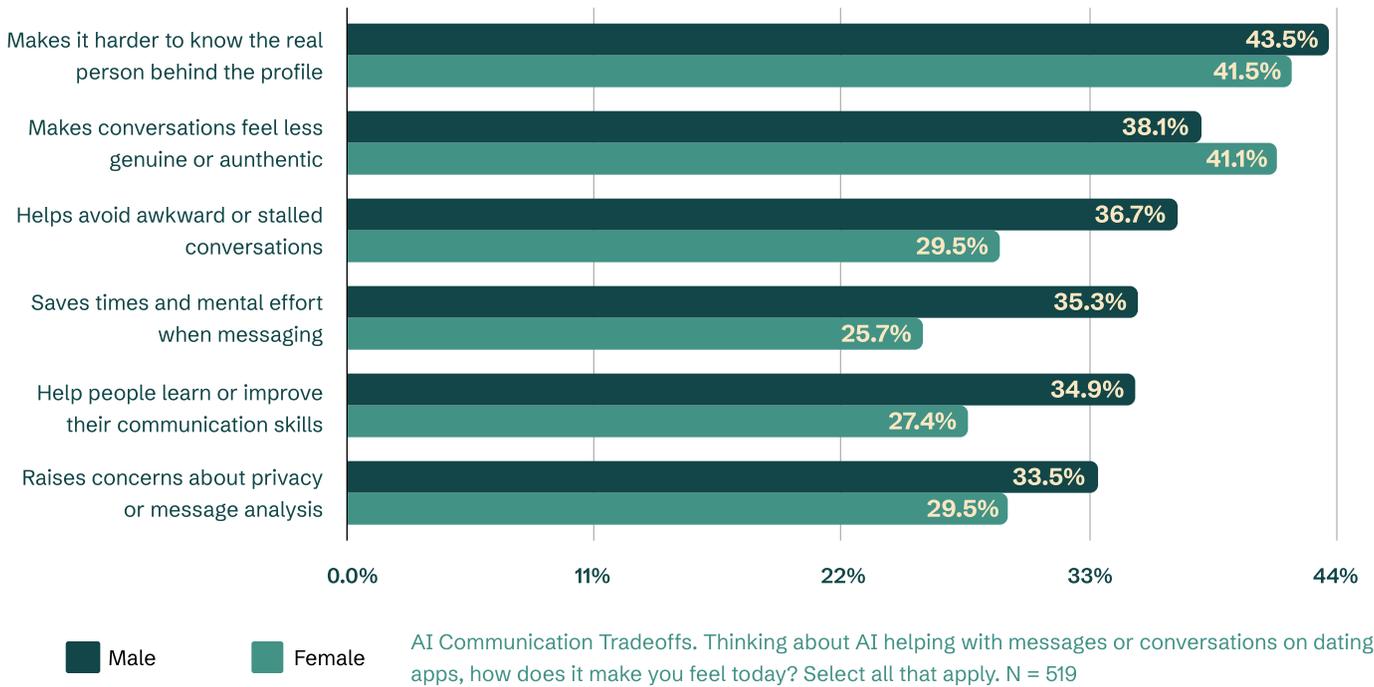


AI Communication and Companionship: The Strongest Resistance

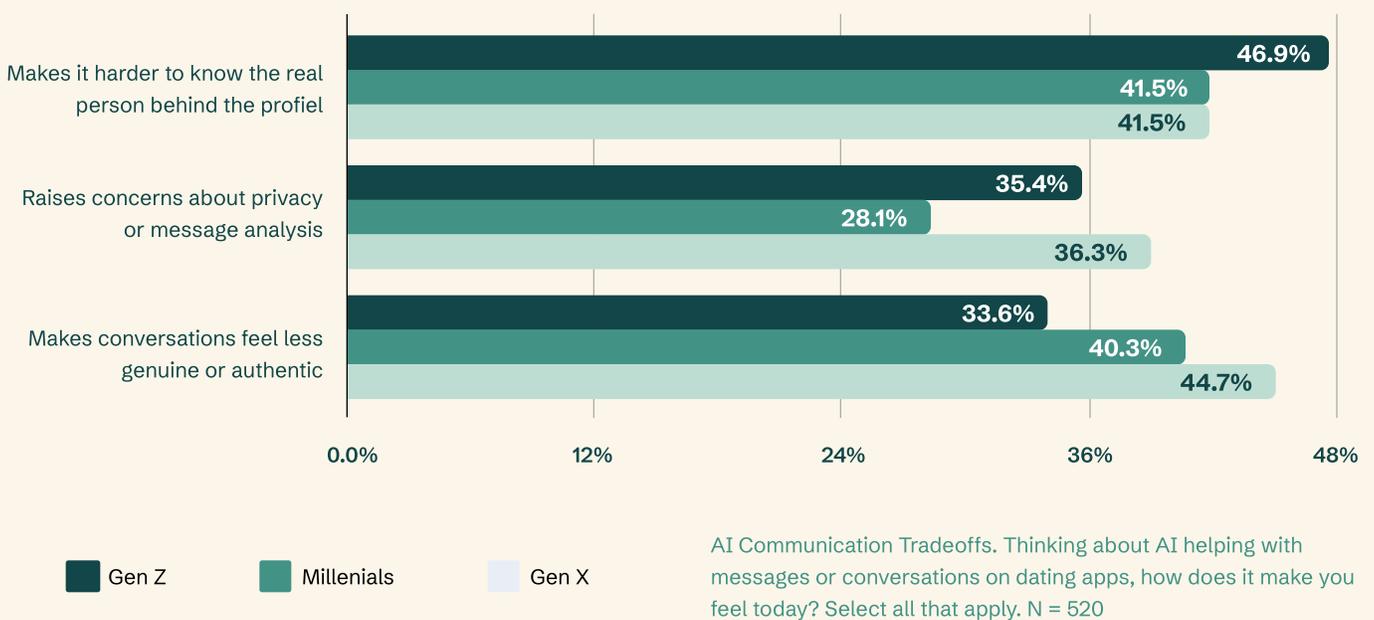
While matchmaking and profile help are met with cautious openness, AI-assisted communication crosses into genuinely uncomfortable territory for a lot of people. The top concern was that it makes it harder to know the real person behind the profile (43%), followed by making conversations feel less genuine or authentic (40%), raising concerns about privacy and message analysis (32%), and helping avoid awkward or stalled conversations (29%)—the last one being the only broadly positive association. Men were more likely to view AI messaging as a time-saver, while Gen X was especially concerned about loss of genuineness.

Communication Tradeoffs: Pros and cons of AI-assisted messaging

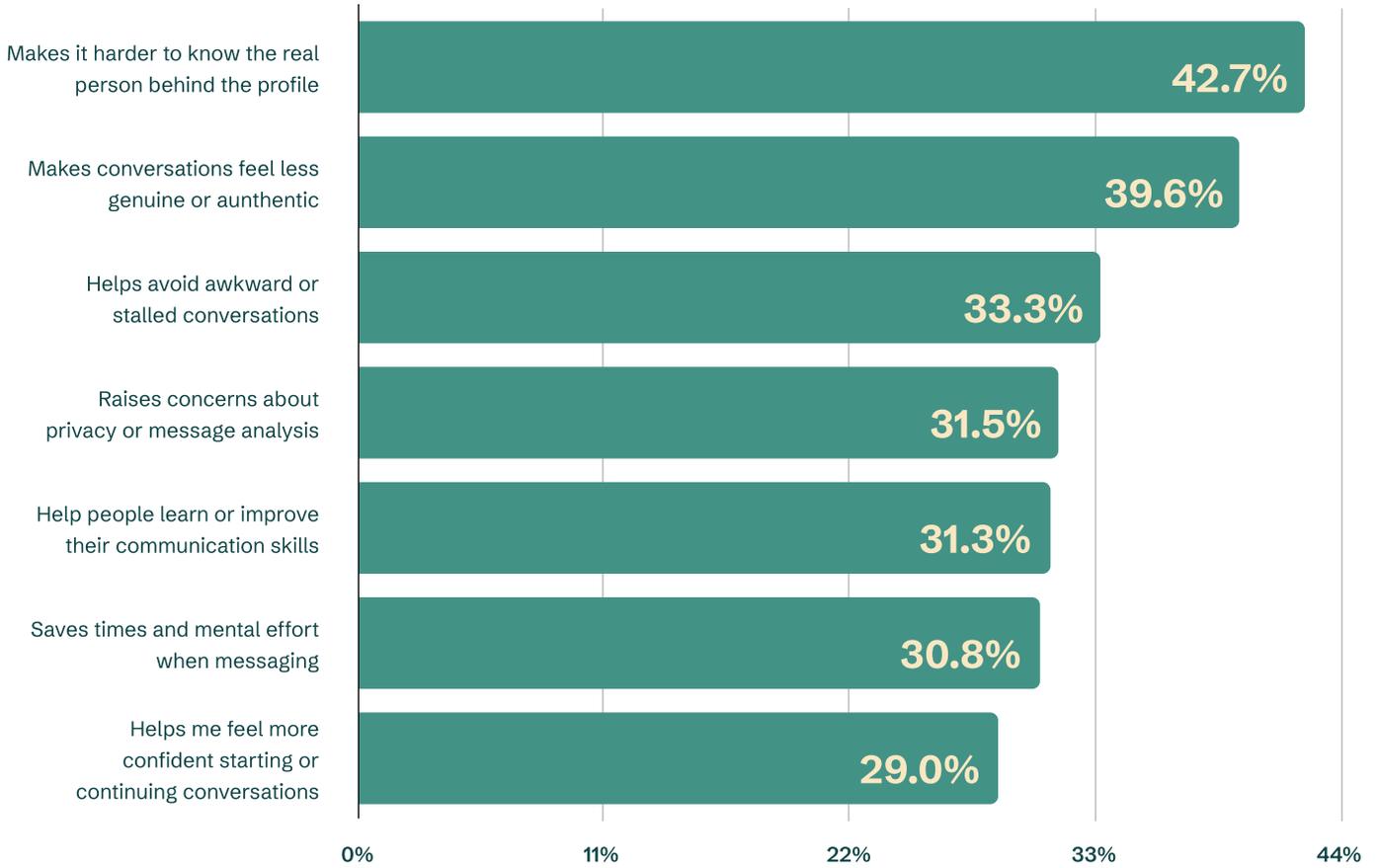
Pros and Cons of AI Messaging - Gender



Pros and Cons of AI Messaging - Generation



Pros and Cons of AI Messaging - Total

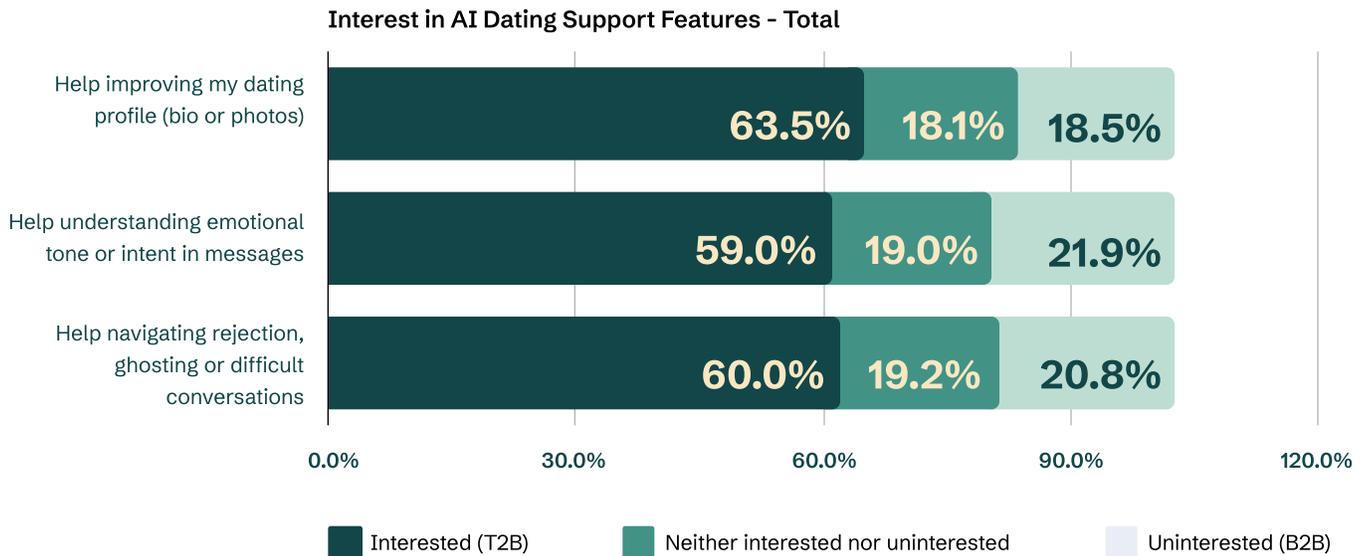


AI Communication Tradeoffs. Thinking about AI helping with messages or conversations on dating apps, how does it make you feel today? Select all that apply. N = 520



That said, people did express interest in AI coaching features when framed as support tools rather than substitutes. About 64% were interested in AI help improving their dating profile, 60% in navigating difficult situations like rejection or ghosting, and 59% in understanding emotional tone or intent in messages. The key is that these features empower the user rather than speak for them.

Interest in AI Dating Support: Consumer interest in coaching and support features



AI Coaching Interest. Looking ahead, how interested would you be in choosing to use AI for each of the following dating support features, if they were available in an app? =520

Interest in AI companions or emotional support features is far lower. Most respondents rejected the idea outright, citing a strong preference for human connection, fear of emotional dependence, mental health concerns, and a basic sense that it’s just **“not real.”**

“I crave more of a human connection than a digital connection.”

— Study Respondent (VQ24)

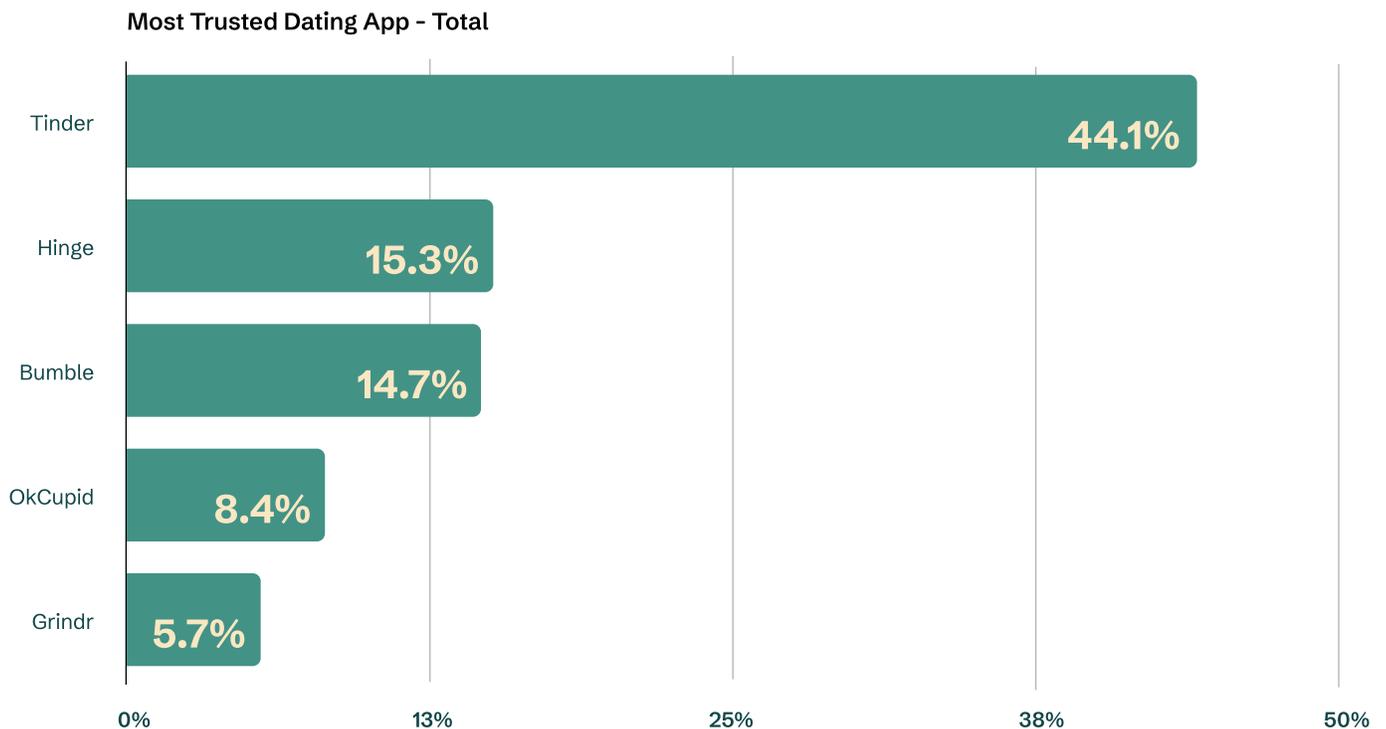


This isn’t technophobia. It’s a defense of intimacy. People aren’t rejecting AI because they don’t understand it. They’re rejecting it in this context because they understand exactly what’s at stake.

Brand Trust and Responsible AI Leadership

When we asked which dating platforms people trust to use AI responsibly, the familiar names led the pack. Tinder came out on top (44%), followed by Hinge (15%) and Bumble (15%). A notable 25% said they weren't familiar enough with any platform's AI practices to say. When narrowed to most trusted overall, Tinder led again (44%), with Hinge at 32% and Bumble at 19%.

Platform Trust Rankings: Perceived leaders in responsible AI use, and most trusted dating app for data handling

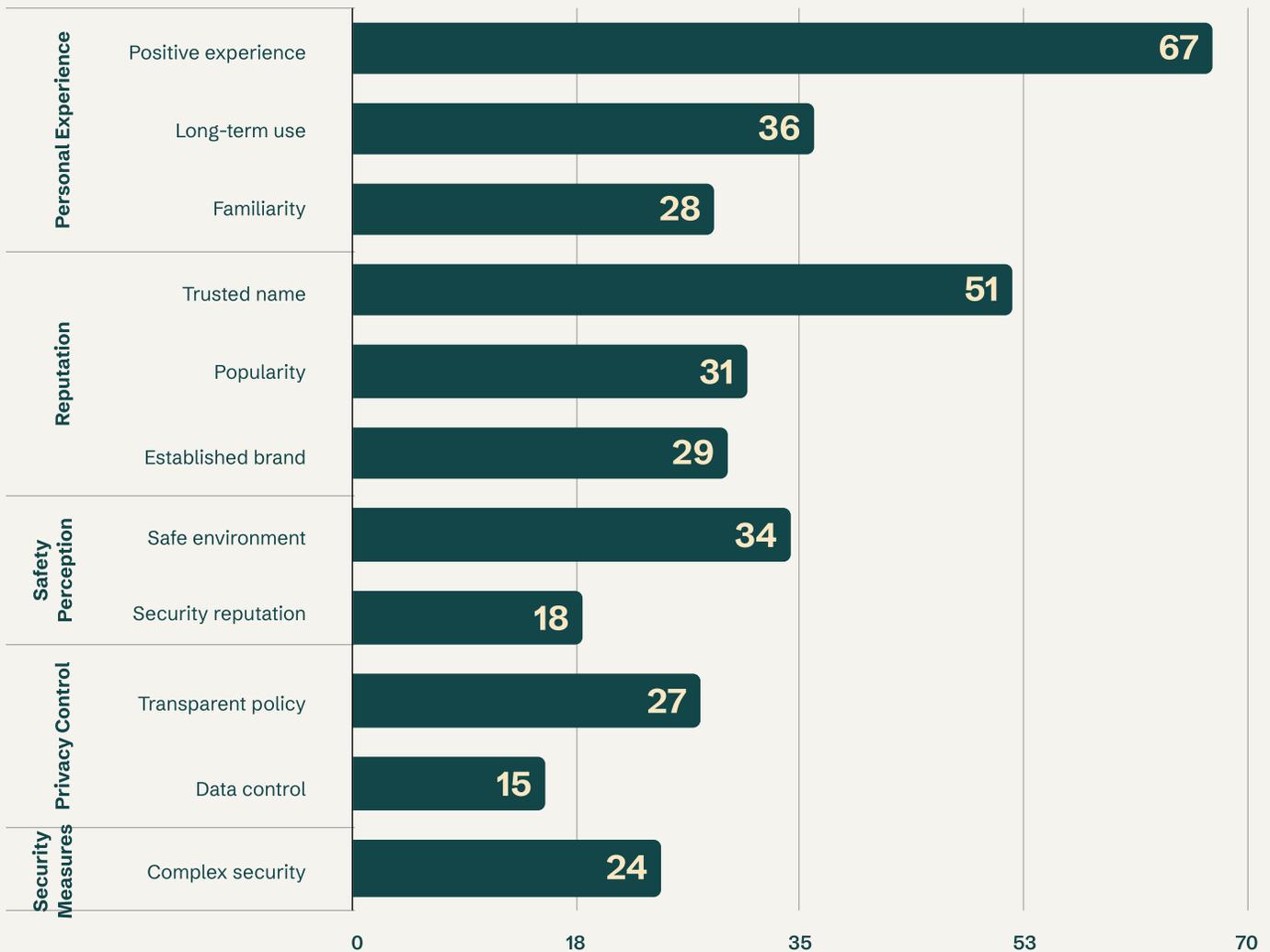


BrandTrust. Thinking only about the dating apps you selected above, which one do you trust the most to handle your personal data responsibly? N = 333

What drives that trust? Personal experience and familiarity topped the list, followed by overall brand reputation, perception of a safe dating environment, visible privacy controls, and clear security measures. Trust wasn't driven by perceived innovation—it was driven by consistency, safety norms, and a sense of scale and accountability.

Why Apps Are Trusted: Drivers of trust in dating platforms

Why Apps Are Trusted (mentions)



BrandTrustReasons. You selected as the dating app you trust the most to handle your personal data responsibly. What makes you trust this app more than others when it comes to data use, safety, or transparency? N = 333

Mainstream platforms have a built-in advantage when it comes to trust. But that advantage comes with a higher bar. With trust comes responsibility—and users are watching to see which platforms take that seriously.

What This Means for Platforms and Builders

AI will absolutely shape the future of dating. But the platforms that win won't be the ones that push AI the hardest. They'll be the ones that use it the most thoughtfully.

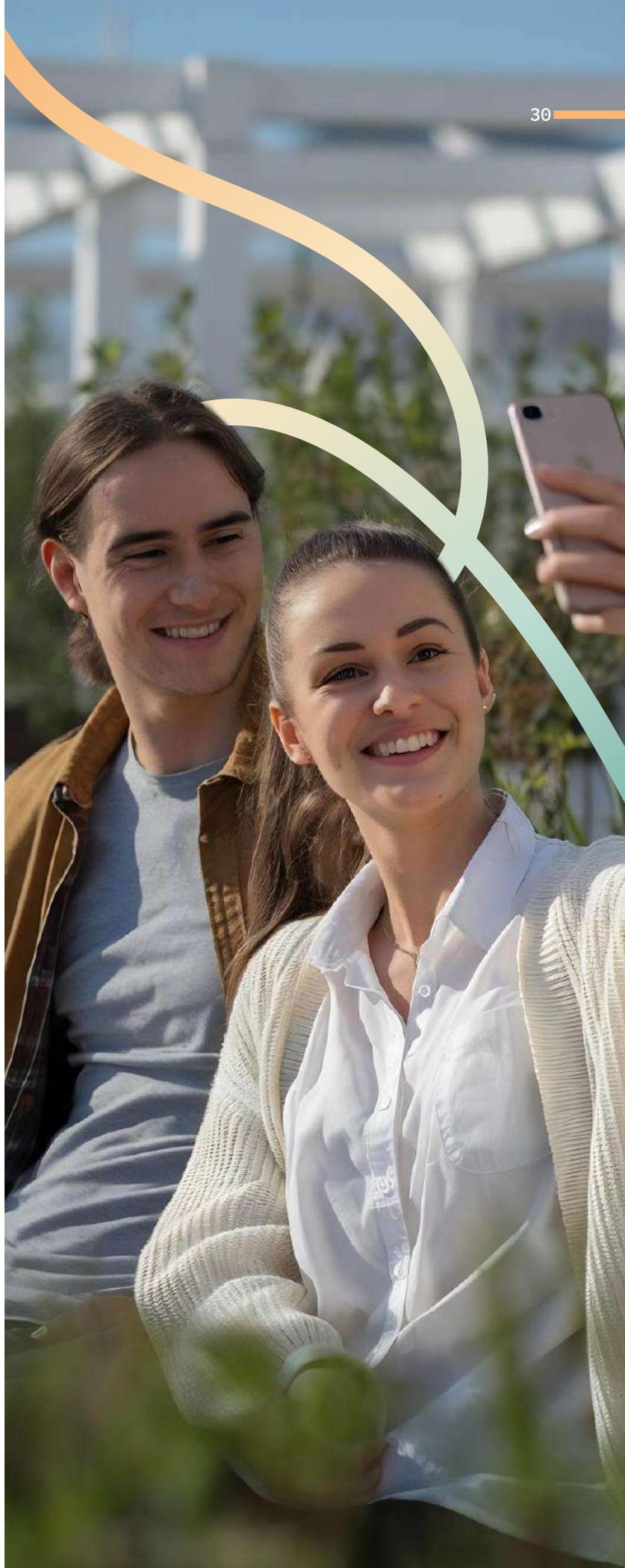
Based on everything we've seen in this research, the winners will be platforms that treat AI as an assistant rather than a substitute, lead with safety and verification over novelty, preserve user agency and choice at every step, communicate boundaries clearly, and prove they can be responsible before pushing further innovation.

Consumers aren't anti-AI. They're anti-overreach. The opportunity is enormous for anyone willing to respect that distinction.

The Future of Dating with AI

The future isn't AI-driven romance. It's human-centered technology.

AI will help people find each other. It will help protect them. It will reduce friction and save time. But love, attraction, chemistry—those remain stubbornly, beautifully human. And consumers are determined to keep it that way.



About This Research

Understanding where technology fits—and where it doesn't—takes more than metrics. It takes hearing real people wrestle with real feelings, in real time.

Knit combines quantitative scale with authentic video insight, giving teams clarity not just on what consumers think, but why they think it. From emerging AI norms to emotional boundaries, Knit helps you move faster and with more confidence.

Methodology

This study combined a quantitative survey (N=520) with 101 in-the-moment video responses collected via Knit's integrated qual + quant platform. The research explored consumer attitudes, comfort levels, and boundaries around AI's role in modern dating apps and platforms.



Audience: Adults aged 18-50 who are single or casually dating and have used a dating app within the past six months.

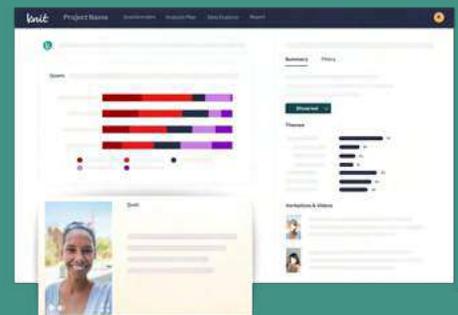


Key segments analyzed: AI Sentiment (AI-Positive: 273, AI-Neutral or Negative: 247), AI Boundary Sensitivity (Low: 59, Medium: 246, High: 215), Dating App Usage (Heavy: 353, Light: 167), Generation (Gen Z: 113, Millennials: 313, Gen X: 94), and Gender (Male: 278, Female: 241).

About Knit

Knit's researcher-driven AI takes the guesswork out of insight. Every chart here comes from real consumer voices — analyzed, thematically coded, and segmented automatically. It means researchers can move from **open-ended chaos to quantifiable clarity** in minutes.

When you see a chart that captures emotion and behavior side-by-side — that's Knit turning qualitative depth into measurable impact.



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Contributors



Dillon Jacob
Research



John Doe
Content



HKO Agency
Design

