CUSTOMER INTELLIGENCE PLATFORM

State of Dating Apps Feedback

8,330 reviews · 10 apps · 5 theme deep dives

8,330	10	10	5
REVIEWS	COMPANIES ANALYZED	TOPICS	THEME DEEP DIVES

Enterpret

MARCH–JUNE 2026 · GOOGLE PLAY US · ANALYZED BY ENTERPRET

OVERVIEW · MARCH–JUNE 2026

What 8,330 reviews reveal about dating apps

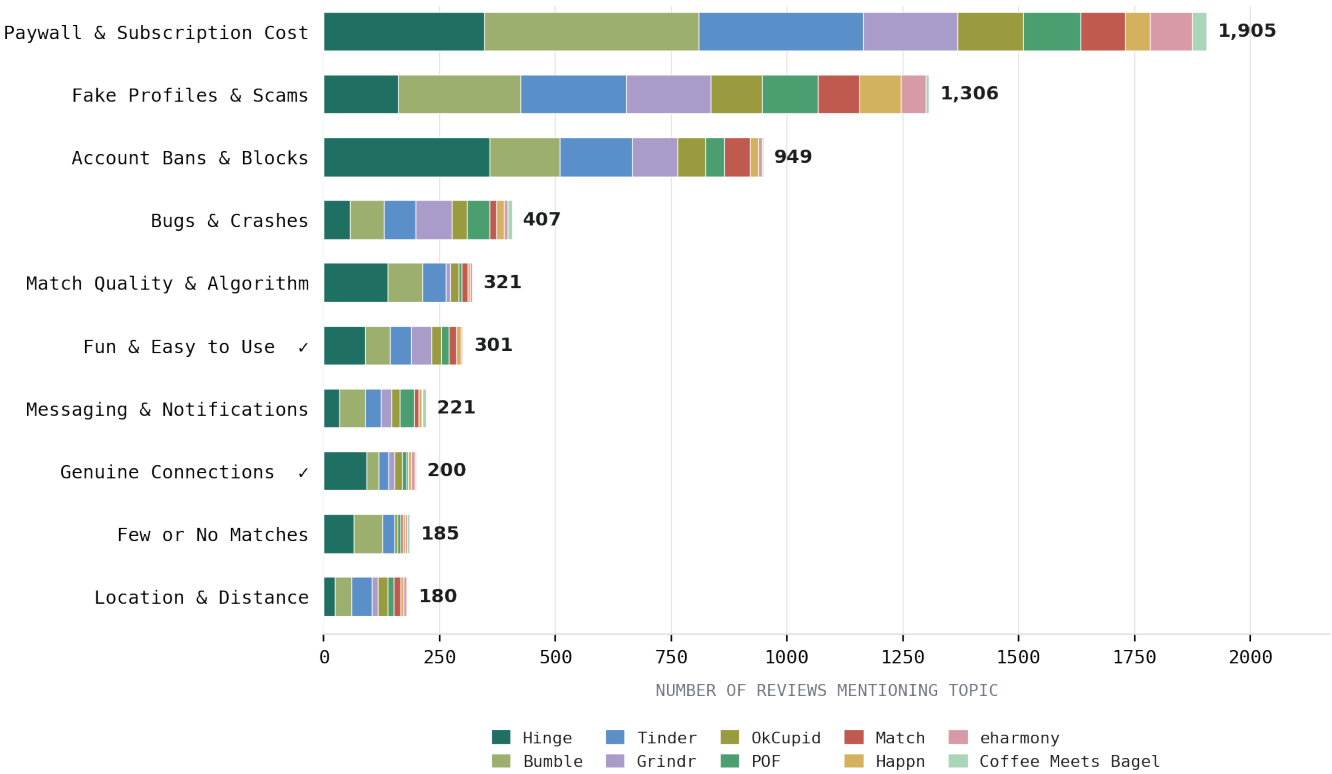
8,330
Reviews analyzed

1.65 ★
Overall avg rating

8.7%
5-star reviews

73.7%
1-star reviews

Two themes tower over everything else. Paywall complaints (1,905 reviews) and fake profiles (1,306) are together larger than every other theme combined. With 74% of reviews at one star and a 1.65 average, the category's core problem is not features, it is trust: users believe they are paying to be deceived. The positive themes, genuine connections and ease of use, are small next to the grievances.

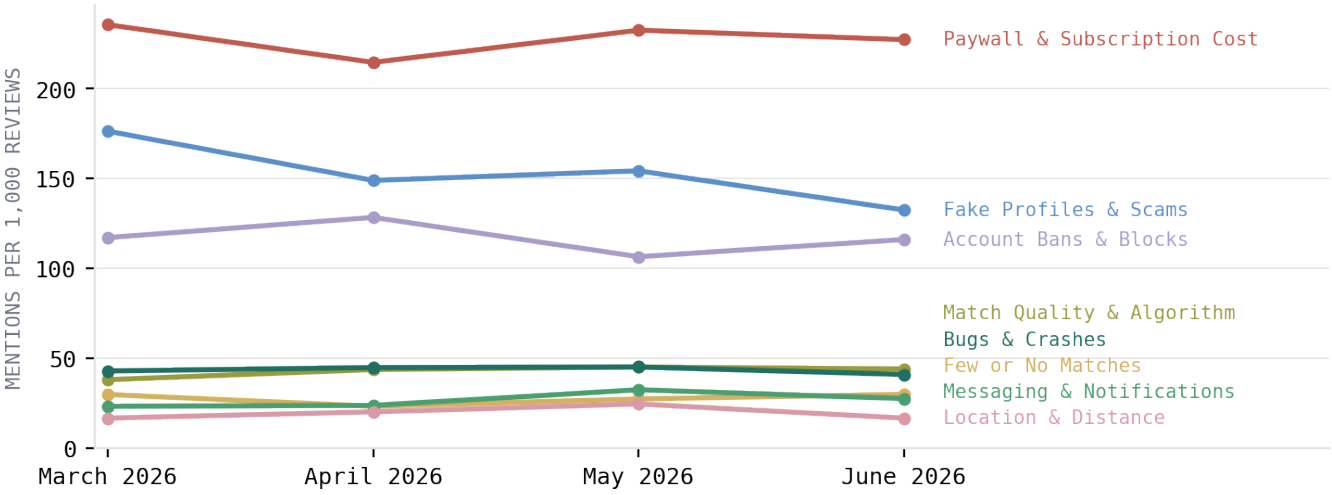


✦ Fig. 1 — Topic volume by company contribution · 8,330 records · March–June 2026. Labels = total mentions across all companies.

TRENDS

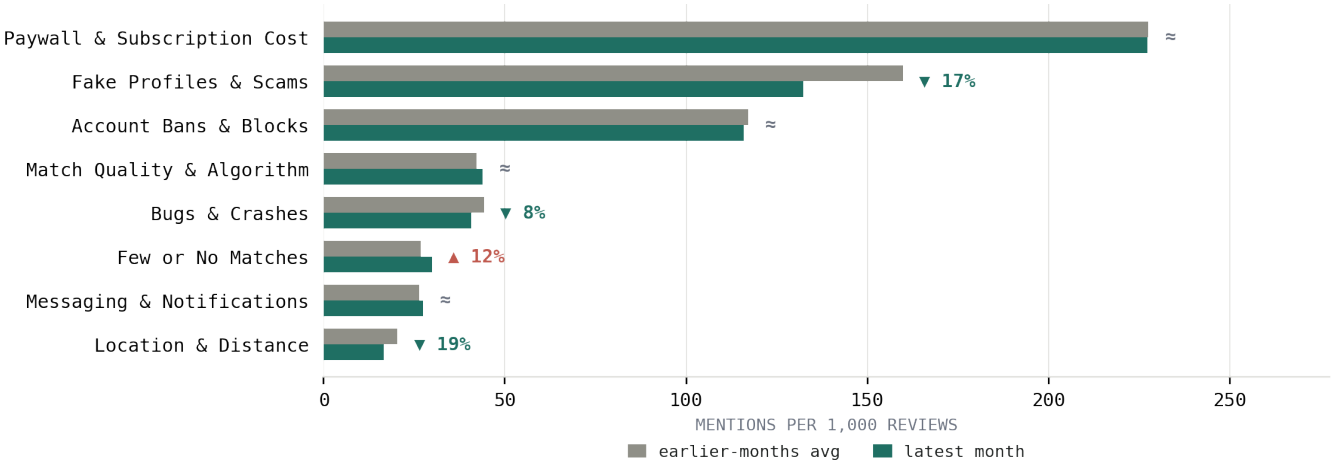
How topics moved across March, April, May, June

The two dominant complaints are not the ones moving: paywall mentions held flat and fake-profile mentions actually fell, marking them as chronic and structural. What is rising is match scarcity, with few-or-no-match complaints up 12% into June. That is the line to watch.



✦ Fig. 2 — Monthly mention rates per 1,000 reviews · 8 companies with full-window coverage (see methodology).

March–May average vs. June (↑ rising = getting worse in June)



✦ Fig. 3 — Period comparison · ▲ red = worsening, ▼ green = improving, ≈ stable (±5%).

COMPANY COVERAGE

Which companies are affected by which topics?

The heatmap separates universal problems from app-specific ones. Paywall and fake-profile complaints hit all ten apps. The rest concentrate: bans at Hinge (18.3%), bugs at Coffee Meets Bagel (9.7%), fakes at Happn (34.1%).

	Hinge	Bumble	Tinder	Grindr	OkCupid	POF	Match	Happn	eharmony	Coffee Meets Bagel
Paywall & Subscription Cost	18%	27%	26%	21%	23%	21%	20%	20%	40%	27%
Fake Profiles & Scams	8%	15%	17%	18%	18%	21%	19%	34%	24%	5%
Account Bans & Blocks	18%	9%	11%	10%	10%	7%	12%	7%	4%	3%
Bugs & Crashes	3%	4%	5%	8%	5%	8%	3%	6%	4%	10%
Match Quality & Algorithm	7%	4%	4%	1%	3%	1%	2%	2%	3%	–
Fun & Easy to Use	5%	3%	3%	4%	3%	3%	3%	4%	1%	2%
Messaging & Notifications	2%	3%	2%	2%	3%	5%	2%	2%	1%	7%
Genuine Connections	5%	2%	1%	1%	3%	2%	1%	3%	4%	3%
Few or No Matches	3%	4%	2%	–	1%	1%	1%	2%	2%	4%
Location & Distance	1%	2%	3%	1%	3%	2%	3%	2%	3%	1%

✦ Fig. 4 — % of each company's reviews mentioning each topic. Darker teal = more prevalent. – = under 0.5%. Affected = ≥4.5% of a company's reviews (data-driven threshold).

TOPIC	COMPANIES AFFECTED		MOST PREVALENT IN	COMPANIES THAT ESCAPE IT
Paywall & Subscription Cost	10/10	■■■■■■■■■■	eharmony (39.6%)	—
Fake Profiles & Scams	10/10	■■■■■■■■■■	Happn (34.1%)	—
Account Bans & Blocks	8/10	■■■■■■■■□□	Hinge (18.3%)	eharmony, Coffee Meets Bagel
Bugs & Crashes	6/10	■■■■■□□□□□	Coffee Meets Bagel (9.7%)	Hinge, Bumble, Match...
Fun & Easy to Use	2/10	■■□□□□□□□□	Hinge (4.6%)	Bumble, Tinder, OkCupid...
Messaging & Notifications	2/10	■■□□□□□□□□	Coffee Meets Bagel (7.1%)	Hinge, Bumble, Tinder...
Match Quality & Algorithm	1/10	■□□□□□□□□□	Hinge (7.0%)	Bumble, Tinder, Grindr...
Genuine Connections	1/10	■□□□□□□□□□	Hinge (4.7%)	Bumble, Tinder, Grindr...
Few or No Matches	0/10	□□□□□□□□□□	Coffee Meets Bagel (4.4%)	Hinge, Bumble, Tinder...
Location & Distance	0/10	□□□□□□□□□□	Match (3.4%)	Hinge, Bumble, Tinder...

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FINDING 01 OF 05

Paywalls are the No. 1 complaint and users say the core product is locked

1,905
Reviews on price & paywalls

10/10
Apps affected (≥4.5%)

39.6%
eharmony, highest rate

Pricing and paywalls generated 1,905 reviews, the largest theme in the dataset and bigger than fake profiles, bans, and bugs combined in many apps. All ten apps show it, and eharmony carries the heaviest load at **39.6% of its reviews**. The complaint is rarely the abstract cost. It is that core functionality is gated, seeing who liked you, messaging, filtering, so the free product reads as deliberately crippled.

Two patterns recur, and they belong to two teams. The first is value: users call the app useless without paying and report that paid features quietly disappear. The second is billing trust: auto-renewal that is hard to cancel, long lock-in terms, charges that continue after deletion. In this category the paywall is the brand. Every gate is read as a motive, and billing friction converts a lapsed subscriber into a public 1-star accusation of theft, so the next action is to instrument cancellation and renewal flows as carefully as activation.

> "Core features are locked by paywall. The app is useless without paying"
>
> TINDER · JUNE 2026 · ★ 1

> "PLEASE BE WARNED before you purchase the premium subscription; you get locked in for the full 6/12 month period. I signed up and decided within a month that i didnt like the service..."
>
> EHARMONY · JUNE 2026 · ★ 1

ON YOUR DATA Enterpret separates "price is too high" from "billing felt deceptive" automatically, so pricing and trust-and-safety each see the complaint they own. See this on your data →

FINDING 02 OF 05

Fake profiles and bots reach every app and users tie them straight to the paywall

1,306
Reviews flagging fakes & scams

10/10
Apps affected (≥4.5%)

34.1%
Happn, highest rate

Fake profiles, bots, and scams generated 1,306 reviews and appear in all ten apps, led by Happn at **34.1% of its reviews**. This is the trust core of a dating product. A marketplace only works when users believe the other side is real, and on some apps a third of reviewers say it is not.

The most damaging pattern is not the scam itself. It is the perceived link between fake likes and the paywall. Users claim phantom matches liked them to bait an upgrade, then vanished after payment. Whether or not that is the mechanism, the belief reframes every paid feature as a trap. Verification is a conversion prerequisite, not a safety checkbox. Users say plainly they would pay for ID or photo-verified matches, and they will not pay until the inventory feels real, so verification coverage is the metric to move.

> "This is an App with fake profiles that prentend to have liked your profile to lure you into buying more credits. The app is nothing but a huge scam. Don't waste your time and money."
>
> TINDER · JUNE 2026 · ★ 1

> "Scam and Spam! Terrible app! Horrible company. Immoral employees! More than half of the profiles are fake, and they are obvious! These are likely profiles created by the company itself..."
>
> BUMBLE · JUNE 2026 · ★ 1

ON YOUR DATA Enterpret links fake-profile complaints to the moments they mention payment, so trust-and-safety can show how directly fraud perception is suppressing willingness to pay. See this on your data →

FINDING 03 OF 05

Wrongful bans lock users out with no explanation and no appeal

949
Reviews on bans & blocks

8/10
Apps affected (≥4.5%)

18.3%
Hinge, highest rate

Account bans and blocks generated 949 reviews, highest at Hinge at **18.3%**, and eight of the ten apps show the theme. These are among the angriest reviews in the dataset for a specific reason. Many come from users who paid for a subscription and were then banned with no stated cause and no working appeal, losing their account and their money at once.

The verbatims describe a black box: an automated ban, an automated appeal denial, and no human in the loop. Some users suspect a malicious report, others have no idea what rule they broke. Enforcement without explanation is itself a product failure. A visible reason and a real appeal path would defuse the single most reputationally toxic experience in the category, a paying customer publicly accusing the app of theft, so the next action is an appeal flow with a response SLA.

> "without doing anything violating, my account was banned and it literally left me confused"
>
> TINDER · JUNE 2026 · ★ 1

> "they banned my account for flirting.... I can't make this up...."
>
> HINGE · JUNE 2026 · ★ 1

ON YOUR DATA Enterpret flags ban-related reviews that also mention an active subscription, the highest-churn-risk and highest-reputation-cost segment, the moment they surface. See this on your data →

FINDING 04 OF 05

Bugs break the experience people pay for photos that will not load, profiles that vanish

407
Reviews flagging bugs & crashes

6/10
Apps affected (≥4.5%)

9.7%
Coffee Meets Bagel, highest

Bugs and crashes generated 407 reviews and reached six of the ten apps. The volume sits below the trust and pricing themes, but severity is high because of where the defects land: photos stuck loading, profiles that disappear, crashes mid-swipe, the exact surfaces a paying user is paying to use.

A recurring thread connects the bugs to the money. Users say there is no point paying for premium when the app cannot even show profiles after an update, and several blame a recent release for breaking photo loading outright. Weight stability by surface. A crash on a settings screen is noise. A photo grid that will not load is the product failing at its one job, and it turns a subscriber into a refund request, so photo-load reliability is the metric to guard around every release.

> "After updating it can't see anyone. Photos are just continuously "loading.""
>
> TINDER · JUNE 2026 · ★ 1

> "the app crashes about every other profile that I view. I have to reboot my phone every 30 minutes or so. and now I'm losing messages in the middle of typing them. this has become very..."
>
> GRINDR · JUNE 2026 · ★ 1

ON YOUR DATA Enterpret ties crash and load-failure reports to subscription mentions, so engineering can prioritize the bugs that are actively generating refund and cancellation reviews. See this on your data →

FINDING 05 OF 05

Users believe the algorithm is the business model built to sell, not to match

321
Reviews on match quality

1/10
Apps affected (≥4.5%)

7.0%
Hinge, highest rate

Match-quality and algorithm complaints generated 321 reviews, highest at Hinge at 7.0%, which is pointed for an app marketed as designed to be deleted. The theme is distinct from simple price anger. Users are not only saying the app is expensive. They are saying the matching itself is built to extract payment rather than to pair people. It is also the most concentrated theme in the report. Hinge is the only app where it runs high, though the same sentiment recurs across Bumble, OkCupid, Tinder, and Match just beneath it.

The verbatims describe withheld likes that reappear behind a boost, recommendations that vanish when you return, and paid upgrades that change nothing. Whether or not the algorithm is manipulative, users have concluded that it is, and that belief caps how much they will spend and how long they will stay. In dating, perceived algorithmic fairness is a retention lever. When users think the system profits from their failure, no feature or discount wins them back, so the work is to make match logic legible rather than to discount the paywall.

> "Hey look! Another uber greedy app designed to extract money from you rather than help you meet someone! Seriously? "The app designed to be deleted?" Someone should sue for false..."
>
> HINGE · JUNE 2026 · ★ 1

> "your algorithm forces us to pay for super likes and stuff, and then all those things disappear!! that's stealing! I want my money back"
>
> BUMBLE · JUNE 2026 · ★ 1

ON YOUR DATA Enterpret surfaces "the algorithm is rigged" sentiment as its own theme, separating perceived-fairness complaints from pure price objections so product can address the belief, not just the price. See this on your data →

METHODOLOGY

How this report was built

Data source: Google Play Store (US), English-language reviews, March 18 – June 17, 2026. Reviews of each app's official consumer Android app.

Companies: Tinder, Bumble, Hinge, Match, OkCupid, Plenty of Fish, Grindr, eharmony, Coffee Meets Bagel, Happn.

Volume: 8,330 substantive reviews (12 or more words after de-duplication). Constant 8-app trend panel: Hinge, Bumble, OkCupid, Plenty of Fish, Match, Happn, eharmony, Coffee Meets Bagel. Tinder and Grindr were capped at their most-recent reviews and have partial-window coverage, so they appear in totals but are excluded from month-over-month trend figures.

Topic classification: Keyword taxonomy applied per review; reviews may match multiple topics. Per-app rates are normalized by that app's review volume. Trend figures (Figs. 2 and 3) use only the constant panel to remove composition effects. The affected threshold is computed per report from the prevalence distribution (60th percentile of non-zero rates) and is 4.5% for this edition.

Limitation: Google Play skews Android; iOS sentiment may differ. App-store reviewers skew to the extremes, and dating is among the most negatively reviewed consumer categories, so these findings describe what frustrated and delighted users volunteer, not a representative survey. March and June are partial months.

See this analysis on your own data

Enterpret is a customer intelligence platform that unifies feedback from every source, including support tickets, app store reviews, NPS surveys, sales calls, and social, and automatically surfaces the themes and trends your product and CX teams need to act on. This report was produced from public reviews alone. On your own data the same analysis runs continuously and in real time. Book a walkthrough on your data →

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