



'Appy Valentine's Day - 1 in 5 turn to dating apps for the big day

- **Nearly 20% of Brits have downloaded a dating app ahead of Valentine's Day**
- **8% of people in long term relationships still use a dating app**
- **10% of UK are in an open relationship, and use dating apps to meet new people**

Looking for love via a dating app this Valentine's Day? Well, you're not alone - new research has revealed the staggering number of Brits that have installed dating apps in the hope of securing romance for Valentine's Day 2017.

With the big day looming, mobile phone insurance provider, Insurance2go, carried out a national survey and can reveal that almost 1 in 5 Brits (17%) have gone on a date with a match, just so they didn't have to spend February 14th alone.

However, that's not to say we're not smitten as a nation. More than half (58%) of the UK is already loved-up and in a committed, long term relationship, with no need for dating apps this year. However, 15% of these relationships blossomed thanks to the involvement of dating apps.

Although there is hope for those looking to find their future other half through their phone, it's not all good news, particularly for single women. Females are more likely to be looking for a meaningful relationship (17%) than males (13%), while men are nearly twice as likely to be on a dating app while in a relationship (9%).

Steve Lamattina, Chief Editor of app comparison site, AppToolTester.com, believes there will be a spike in not only the use of dating apps but in travel apps and local guides too, as couples plan romantic getaways together. Surprisingly, trends in emoji stickers for iMessage peak prior to February 14th, so it won't be unusual to see Valentine's-themed sticker apps at the top of the Apple App Store. We'll also see a spike in Valentine's games at the Android Store.

Duncan Spencer, Managing Director of Insurance2Go said: "It's commonplace nowadays to hear of successful relationships growing from a simple 'swipe right', and although downloading a dating app may be incredibly easy, making your profile stand out requires effort and a sprinkling of your own creative flair!"

"Listing sociable hobbies, choosing action shots and updating your profile regularly can prove helpful to those seeking romance via a dating app. If you're looking for a few more tips on how to improve your own dating profile, hopefully our handy onsite guide will help!"

To make sure you don't go unnoticed, we've compiled some hot tips for your dating profile that you shouldn't ignore: www.insurance2go.co.uk/media-centre/2017/february/8/browsing-for-love/

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Notes to Editor:

1,007 UK adults were surveyed using TLF panel www.tlfresearch.co.uk, carried out 31/01/2016. For more information please contact rachel.pountney@epiphanyolutions.co.uk

About Insurance2Go

Insurance2go is a trading name of Loyal Insurance Services Ltd, founded in February 2005 by Duncan Spencer, Managing Director. The company was launched to provide great value insurance products for mobile phones.

Since its launch the company has expanded its services to offer cover for Laptops, Tablets, Business Mobile Phones and Smartphones. Insurance2go was awarded the 5 star Defaqto rating in February 2015.



Find out more about Insurance2Go, here: <http://www.insurance2go.co.uk/>