Tinder Newsroom

Tinder Declares 2026 the 'Year of Yearning' joining forces with Netflix ahead of Bridgerton Season 4 Part 2 Release

*New dating research reveals young Aussie singles crave slow-burn romance &*Courtney Act is crowned Tinder's official Dating Queen as part of Integrated Campaign "Let Thy Swipe™ Season Begin"

Sydney, Australia – February 19 2026 – As Bridgerton fandom reaches an all-time high, one thing is clear: romantic yearning is having a cultural moment, and it's shaping how young Australians want to date. Tinder®, the dating app that revolutionised how people meet, has partnered with Netflix to launch a major integrated campaign bringing Regency-era romance into the heart of Australia's peak dating season.

The partnership is underpinned by new Tinder data, The Yearn Index, which debuts fresh research from young single Australians and reveals a major cultural shift - Gen Z aren't chasing instant sparks, they're craving anticipation, emotional tension and slow-burn connection that underpins yearning.

Showing more than 3 in 4 Gen Z singles want to experience a stronger sense of "romantic yearning" in their relationships this year, while 81%[1] believe that yearning plays an important role in early emotional connection.

This sentiment is perfectly mirrored in *Bridgerton's* storytelling, which platforms the type of slow-burn romance and connection young Aussies are craving in their dating lives.

Yearning isn't just good for the plot, data shows it could be good for the soul, as 74% of Gen Z singles feel more self-confident when there is a strong sense of yearning. Australians are taking this one step further, showing their real intentions from the get-go, with a 170% increase in mentions of yearn and 125% increase in mentions of slow-burn in Australian Tinder bios[2].

Tinder's Dating Expert, Sera Bozza says "Yearning isn't just fantasy or playing hard to get. It's anticipation, emotional investment, and a bit of uncertainty that makes someone matter to you. Attraction needs space to breathe. When everything is instant, nothing feels special, and attraction needs something to miss.

"Physical chemistry is easy to find. Emotional tension is harder to build. Conversations, humour, and shared values are what make someone stick in your mind after the date ends."

At the centre of the campaign is the creative platform "Let Thy Swipe™ Season Begin", positioning Tinder as the catalyst for a new social season - where singles are encouraged to step into their own main-character moments, inspired by the romance, anticipation and slow-burn attraction celebrated in *Bridgerton* Season 4.

Bringing fantasy into the familiar, the campaign features a storytelling film that reimagines the feeling of meeting your date as a *Bridgerton* moment, with creators fueling the fandom through recreations and concepts around regency vs. modern dating.

Enter the Tinder Queen: Courtney Act is crowned Tinder's official Dating Queen, bringing wit, authority and cultural flair to the role. Acting as the host of Tinder's "social season," Courtney introduces eligible singles to The Ton, announces the opening of swipe season, and anchors hero and social-first content throughout the campaign.

"Dating should have a little drama, a little desire, and a delicious sense of anticipation. Whether it's on Bridgerton, on Tinder, or on the stage, I'm all about letting attraction build, because the slow burn is always the most satisfying," says Act.

Kristen Hardeman, Country Director at Tinder Australia, commented on the campaign:
"Bridgerton isn't just a global phenomenon, it's a cultural moment. Partnering with Netflix allows us to meet singles right at the intersection of fantasy, romance and real-world dating. By bringing Bridgerton's sense of anticipation, yearning and possibility into the world of Tinder, we're reminding Aussies that modern dating can still feel exciting, intentional and full of sparks."

Tinder's Bridgerton partnership is designed to reignite dating culture among Gen Z and millennial Australians, blending the fantasy and yearning of the Bridgerton universe with Tinder's modern, low-pressure approach to connection.

Featured Creators and Talent:

- Courtney Act
- Bernie Moreira
- Jake Vella
- Tyron Dominic Porras (Dom Ski)
- Kylie Garbough
- Hallie Newman (hallie & maddi)
- Maddison Newman (hallie & maddi)

Bridgerton Season 4 Part 2 debuts on Netflix February 26. Head to Tinder's localTikTok or Instagram (@tinderau) over the next few weeks to see the campaign videos. Let thy Swipe™ Season begin.

ENDS

Please see all available media assets here.

The Yearn Index: Aussie Tinder Data Behind The Trend

Data from OnePoll on behalf of Tinder surveying Gen Z (18-25) singles in February 2026

- 76% of Aussie singles agree they want to experience a stronger sense of "romantic yearning" in their relationships this year.
- 81% believe that yearning plays an important role in helping them feel emotionally connected to someone early on.
- 76% say that slowly building tension and attraction makes a first date better.
- 74% feel more self-confident when there is a strong sense of mutual yearning.
- Movies, friends' relationships, social media and TV shows are the top sources of relationship inspiration.
- When someone "drops their guard and shows their real self" over time is the trait that drives the strongest sense of yearning.
- 49% are looking for a balance of both clear intentions and emotional tension and anticipation in their dating lives this year.
- Feeling listened to and remembered, easy conversations and feeling genuinely respected were ranked as the top three characteristics that drive the most desire romantically.

Data from Aussie Tinder bios comparing Jan 1 - Dec 31 2024 to Jan 1 - Dec 21 2025:

- 71% increase in mentions of "yearning" in Aussie Tinder bios
- 170% increase in mentions of "yearn" in Aussie Tinder bios
- 171% increase in mentions of "regency" in Aussie Tinder bios
- 125% increase in mentions of "intentional" in Aussie Tinder bios
- 125% increase in mentions of "slowburn" in Aussie Tinder bios
- 75% increase in mentions of "corset" in Aussie Tinder bios

Tinder and Bridgerton related bio examples in Australia:

- If you’re not into yearning then don't swipe right on me - I’m talking Bridgerton style yearning
- Looking for my very own Eloise Bridgerton
- Green flag = like a Bridgerton man
- Queen of yearning, looking for my king (or queen)
- Old soul yearning for romance
- Looking for someone to lace up my corset

About Tinder

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™.

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About Netflix

Netflix is one of the world’s leading entertainment services, offering series, films, games and live programming across a wide variety of genres and languages. Members can play, pause and resume watching as much as they want, anytime, anywhere, and can change their plans at any time.

About Bridgerton

Bridgerton captivated viewers around the world when Netflix and Shondaland debuted the iconic series in 2020. Each of its three seasons rank among Netflix’s Most Popular while the fan beloved prequel, Queen Charlotte: A Bridgerton Story, dominated the Global Top 10. The franchise has amassed a global fandom that caters to an underserved romance audience, piercing the cultural zeitgeist with unparalleled success and igniting trends as fans celebrate their love of the series through memes, music, books, fashion, decor and more. Live experiences like The Queen's Ball: A Bridgerton Experience and a growing collection of consumer products, have catapulted the Bridgerton name into an extraordinarily sought-after lifestyle brand, delighting fans by allowing them to enjoy their favourite story in-person. With Season 4, the franchise will continue to offer fresh ways for its passionate fan base to immerse themselves into the Bridgerton universe both on and off screen.

[1] A survey of 500 18-25 year olds who are actively dating in Australia conducted by OnePoll on behalf of Tinder in February 2026

[2] Tinder data from Australian bios comparing Jan 1 - Dec 31 2024 to Jan 1 - Dec 21 2025

Additional assets available online: Photos (2)

https://au.tinderpressroom.com/Tinder-Declares-2026-the-Year-of-Yearning