Tinder Newsroom

Tinder redefines dating as the new generation of daters is looking for endless possibilities

Tinder offers young singles a world of dating possibilities with 31% looking for a long term relationship, 26% still figuring it out and only 14% looking for a short-term connection. And "It Starts With a Swipe™"



SYDNEY, FEBRUARY 28: Following the death of the dinner date and the emergence of the Situationship, young adults are continuing to redefine relationships in diverse and inclusive ways. With this evolving backdrop, Tinder launches its first-ever global brand campaign, "*It Starts With a Swipe™*" - a celebration of modern dating milestones and a romantically stylised reflection of the dating experience today.

"*Tinder daters have changed the state-of-the-date by tossing out traditional views and are embracing experiences on their own terms, not to mention a whole new vocabulary."* said Melissa Hobley, Tinder Global Chief Marketing Officer. "*Defined as a one night stand ten years ago, only 25% of young daters believe that a hookup is defined the same way today*[2]*. Tinder doesn't tell you who or how to date, but we power all kinds of possibilities. We welcome all types of people and relationships whether they last for a few messages exchanged on the app, a day, a night, or a lifetime. No matter what kind of connection you are looking for, it starts here. It Starts with A Swipe™".*

Hook-ups, An Outdated Concept For Daters In 2023

Young adults today are embracing new experiences, connections and self-discovery. They're all about *vibing, meeting up, situationship…* Tinder's role continues to reignite imagination for these daters on how exciting it can be to take a chance on some*one* or some*thing* new. **For 56% of young daters, the term "hook up" is outdated or means something different to them than it does for older generations**[2]**.** "Hooking up", however young singles define it, is simply part of the dating process, and a way to explore a connection without the pressures of labels, not something to be ashamed or secretive about.

Young Singles Are Redefining Dating Possibilities In Diverse And Inclusive Ways

Tinder continues to be the first stepping stone in the dating journey and is the most-downloaded app by 18-year-olds[4], with the majority of Tinder members aged between 18-25. **LGBTQIA+ members are now the fastest growing group on Tinder,** and members aged 18-25 that identify as LGBTQIA+ on Tinder have more than doubled in the last 2 years.[3] In fact, 33% agree that their sexuality is more fluid and 29% say their gender identity has become more fluid in the past 3 years.[2]

For a Generation That Wants More

Tinder also revealed that the top three things 18-25 year old singles are looking for right now are companionship, friendship or a situationship. **84% of people polled said they're hopeful and optimistic when it comes to dating and relationships, showing an openness to possibilities that come from making new connections**[2]. Self-love and fulfillment is also a growing consideration among young singles, with 80% of 18-25 year olds agreeing that their own self-care is their top priority when dating and 79% wanting prospective partners to do the same.[2]

Paul Brunson, Tinder's Expert in Relationship Insights said, "*Meeting someone new is always exciting. What's interesting for me is how adeptly young daters are making way for a low-pressure, no stereotypes, zero-labels approach that opens them up to new types of relationships. Tinder has the world's largest pool of daters, and these daters are embracing authenticity. It's refreshing that singles today value strong friendships just as much as romantic relationships - the hangup on hookups is over because this new generation has fundamentally redefined and re-owned it.*"

This new generation of daters has inspired Tinder to launch its first global brand campaign, "*It Starts With A Swipe™", which* not only celebrates a diversity of possibilities, but also genders, orientations and multiculturalism, all produced with a diverse cast and crew that reflects the fluid and inclusive attitude that is so inherent to Tinder. The campaign will roll out in Australia soon. More details here.

Media assets here.

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About Tinder

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

[1] Tinder internal data from Relationship Goals profile feature 2023
[2] A study of 4,000 18-25 year old actively dating singles in the US, UK, Australia and Canada between Jan 21, 2023 and Feb 7, 2023 conducted by OnePoll on behalf of Tinder.
[3] Tinder member registration data 2022.
[4] Pew Research Center, Feb 2023; supported by internal Tinder member data, Jan 2023

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