Tinder Newsroom

Welcome to a Renaissance in Dating, Drive by Authenticity

Tinder's Future of Dating Report 2023 reveals that 75% of Gen Z believe they are challenging the dating and relationship standards that were passed down to them

SYDNEY - MAY 23, 2023 - Tinder, the world's most popular dating app, launches today its Future of Dating Report 2023 which reveals that 18-25-year-olds (Gen Z) are supercharging dating in a way that no previous generation has done before them. 69%[3] of Gen Z believe that they are the ones to refresh dating standards for the future and more than half of millennials agree that dating is healthier for 18-25 year olds today than it was when they were the same age![2]

"A Renaissance in Dating, Driven by Authenticity" is the second Future of Dating Report from Tinder, following the original report from 2021, which exposed new dating trends influenced by the pandemic. With a return to a new normal over the past year, this year's report highlights nine trends, built on three broad themes: Inclusivity, Technology and the overarching theme of Authenticity.

"In 2023, Tinder is largely used by Gen Z. This is a group that continues to influence society and challenge constrictive norms in the most profound of ways. No other generation has made such a huge impact on the workplace, retail consumption, technology, politics and culture," says Faye Iosotaluno, COO at Tinder. "It is this generation that we believe are driving the most change that we've ever seen in how we date, who we date and what dating actually is."

Authenticity with a capital A
Authenticity is now front and centre of dating; openness, mental well-being, honesty and respect are key players in this new landscape. 80% of 18-25 year olds agree that their own self-care is their top priority when dating and 79% want prospective partners to do the same[1]. Even more interesting, close to 75% of young singles say they find a match more attractive if they are open to working on their mental well-being[3].

Gen Z is prioritising value-based qualities such as loyalty (79%), respect (78%) and open-mindedness (61%) over looks (56%)[4]. And with a take-it-or-leave-it attitude, they are fine to leave any situation if that means being true to themselves. Tinder's Global Relationship Insights Expert, Paul Brunson, refers to this as 'all or nothing dating'.

The value of real connection and presenting their 'true selves' is high on Gen Z's agendas when it comes to dating. Judgements need to be clear and, therefore alcohol, or the lack of it, is playing a crucial role in dating today. 72% of Tinder members confidently proclaim on their profile they don't drink or only drink occasionally[5].

Influenced by the pandemic, time is valued. From 'errand dating' to 'stack dating', 51% of Gen Z agreed that they're open to new ways of fitting dating around their daily schedules[3]. Over two-thirds (68%) of surveyed Tinder members say they use the app while at work and Tinder Work Mode is visited every 4 seconds.[8]

Dating games are definitely not for Gen Z! Tinder has seen first-hand that 18-25 year olds are 32% less likely to ghost someone than those over 33[7]. Additionally, 77% of Tinder members reply to a match within 30 minutes, 40% respond within five minutes and over a third reply immediately[7]. This is further reinforced when comparing how millennials viewed dating 10 years ago: three in four 33 to 38 year olds (73%) agreed that dating games – like playing hard to get, giving mixed signals, playing the field– were all accepted as "normal" when they were between 18-25 years old[2].

So what does this mean for marriage? Although this isn't at the top of Gen Z's wish list. Paul Brunson believes that "Gen Z will have the most successful marriages yet. Why? Because they're investing in emotional well-being and clear communication."

Inclusivity is limitless
Gen Z is challenging long standing views of sexuality, gender and also race, culture and geographical restrictions. Polyamory, monogamy and the emergence of the 'situationship' have all attracted attention for good reason.

For Gen Z, it's the individual and their personality that matters. 80% of surveyed Tinder members say they have been on a date with someone of a different ethnicity[1]. When asked about dating someone with a disability or neurodivergence half agreed that they would be open to it. Two thirds (66%) of members surveyed agree Tinder allows them to date more people outside of their friendship circle or connect them with someone they would otherwise never have met in their day to day life[3]. This is particularly important for the LGBTQIA+ members, as we're often told that Tinder is the first place where they feel safe coming out before telling their friends and family.

Paul Brunson comments 'On Tinder, LGBTQIA+ members are now the fastest growing group with people identifying as non-binary having increased by 104% within the past year[9]. Gen Z's acceptance of difference and their inclusive approach to gender and sexuality are the driving forces behind a new era. They are paving the way for future generations to embrace their true selves and live their best lives.'

And the role of technology?
Technology continues to positively disrupt how people meet with the majority of people under 30 using dating apps. Over half (55%) have been in a serious relationship with someone they met on Tinder, whilst 37% know someone who has[1].

But how are the digitally native generation of 18-25 years looking at technology and dating now?
There will always be expectations that technology should be easy and intuitive. Tinder was at the heart of making dating simple, safe and fun. It took the guesswork out of who may like you (or not like you) by putting the power in the palm of your hand for you to control.

Technology is redundant unless it meets and satisfies a need, Gen Z tells us so. While this young generation of singles is excited about the opportunities that AI may bring, it won't be at the expense of realness. Gen Z is happy for AI to help them build out a dating profile (34%) but at the same time there's little interest in generic, auto-filled profiles that lack the authenticity that is held in such high regard[4]. Perhaps AI's most useful asset will be as a 'digital wingmate' as most 18-25 year olds agree that Gen AI could be helpful as a first prompt to help get over the hurdle of starting a bio, or as an icebreaker to get the conversation flowing.

ENDS

Press assets

Notes to editors:
Tinder's Future Of Dating Report 2023 *"A RENAISSANCE IN DATING, DRIVEN BY AUTHENTICITY"*: The second report from the world's most popular dating app. The report draws upon Tinder platform data as well as surveying of 18-25 years and 33- 38 year olds in UK, US, Canada and Australia. The report pulls out nine core insights relating to dating as well as future commentary from Tinder's Global Relationship Insights Expert Paul Brunson. The full report can be found here.

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. Internal Tinder data 2023

ABOUT PAUL BRUNSON
Paul Brunson is arguably one of the world's most famous and respected matchmatchers. Having built his esteemed career by working with the likes of Oprah Winfrey, hosting some of the most popular dating/relationships shows as well as providing expert commentary for media outlets across the globe. Using his vast wealth of knowledge Paul C. Brunson has now partnered with Tinder, the most popular app for meeting new people, where he'll be providing his industry leading knowledge across a spectrum of events and projects.

[1] 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.
[2] A survey of 4000 33-38 year olds in the US, the UK, Canada and Australia between April 21, 2023 and April 25, 2023 conducted by Opinium on behalf of Tinder.
[3] A survey of 4000 18-25 year olds in the US, the UK, Canada and Australia between April 21, 2023 and April 25, 2023 conducted by Opinium on behalf of Tinder.
[4] Tinder In app Survey among Tinder users aged 18-24 in UK, US, AU. Data was collected between 10/18/22 – 10/28/22.
[5] From Tinder bios April 2022 - April 2023.
[6] Tinder in app Survey among Tinder users aged 18-24 in UK, US, AU. Data was collected between 1/09/22 – 7/09/22.
[7] Internal Tinder data 2023.
[8] Internal Tinder data from the Work Mode feature 2023.
[9] Internal Tinder data from the More Genders and Orientations feature 2020-2023.

Tinder Future of Dating Report 2023
(19.3 MB)

---

https://au.tinderpressroom.com/news?item=122565