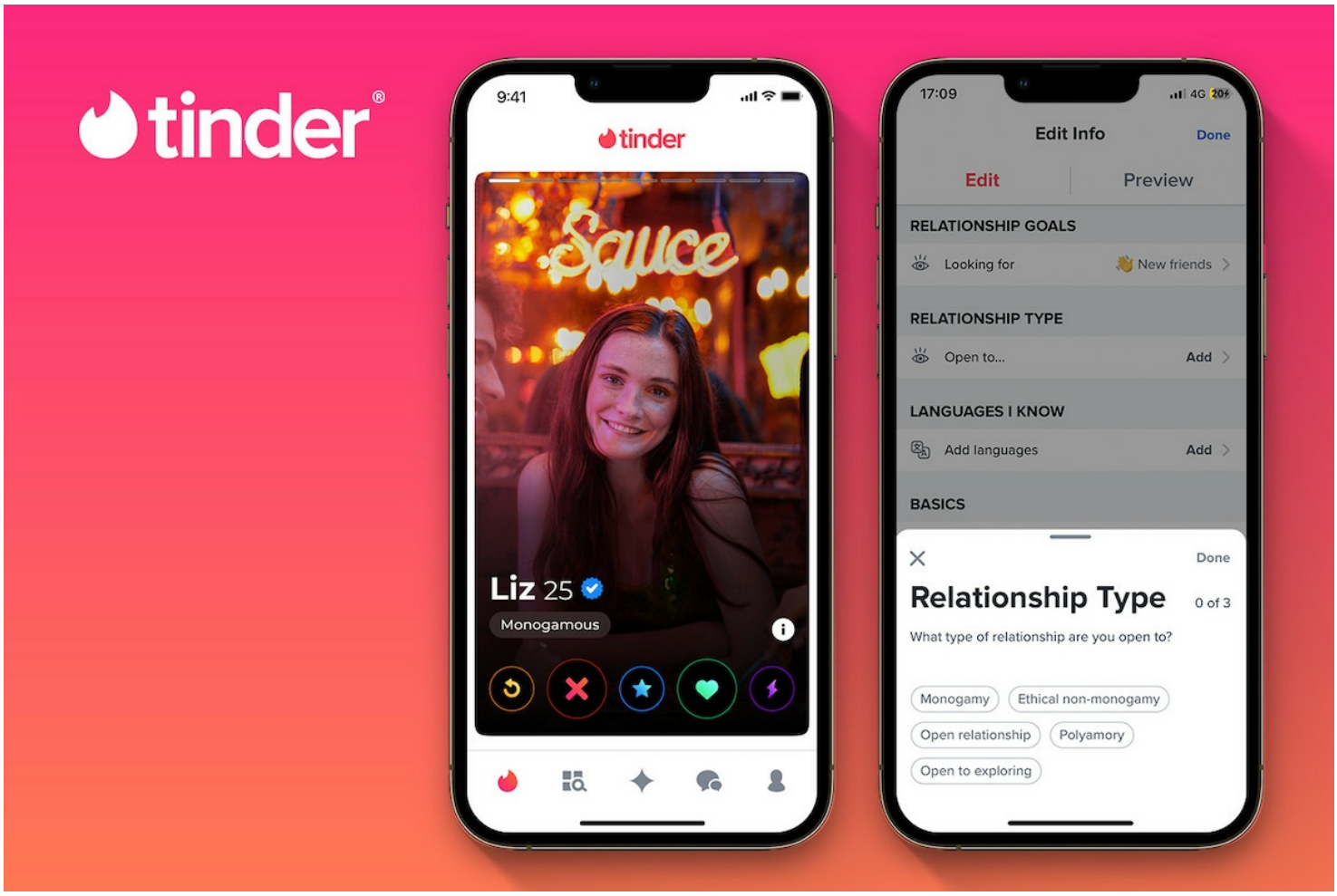
Tinder Newsroom

Relationships in 2023 take many forms, Tinder daters are saying "YES" to all the possibilities

As young singles ditch the hookup and redefine casual relationships, Tinder launches a new profile feature to support authentic connection



Sydney, March 17 - Today, Tinder, the world's most popular dating app, is rolling out a new Relationship Types feature in addition to the previously- introduced Relationship Goals to support authentic and honest connections. Tinders' daters have changed the state-of-the-date by tossing out timelines, goals of the white picket fence and endless self-imposed pressure of commitment-laden labels.

Members are showing how much they value being intentional, authentic and honest with the types of information they include in their Tinder profiles. **This authentic approach to dating today has also opened them up to possibilities of new types of relationships with** new features on Tinder supporting them in finding someone who matches up with their vibe:

- **Relationship Type*:** Tinder members can now indicate what type of relationship they're interested in when editing their profile: monogamy, ethical non-monogamy, open relationship, polyamory, and open to exploring. **While 52% of Gen Z prefer monogamous relationships, 41% of them are open to or seeking non monogamous relationships** with open relationships (36%) and hierarchical polyamory (26%) being the most popular types of non-monogamous relationship.[1]
- **Relationship Goals:** This update follows the launch of Relationship Goals, a badge for members' profiles explicitly sharing what they're on Tinder for: long-term relationship, long-term open to short, short-term open to long, short term, new friends, or still figuring it out. **38%[2] of Aussie Tinder members using the Relationship Goals feature to signal their intent on the app say they are looking for a long term relationship[3],** vs 16% looking for a short term connection.[2]

"The term 'commitment' is not one-size-fits-all for this new generation. They're exploring a range of possibilities — from monogamy to situationships to friendship - and it's really important for them to be open and transparent about what they're looking for. We're making it easy for them to do this with features like Relationship Types and Relationship Goals," said Kyle Miller, VP of Product at Tinder. "In the past three months, the majority of Tinder members have added Relationship Goals to their profile[4], becoming the most popular type of profile info based on adoption."

*Available in US, UK, AUS, BRA, FRA, NL, IND, TWN, ITL, ESP, THA, SWE, DEU, MEX, CAN

[1] A study of 4,000 18-25 year old actively dating singles conducted in the US (1000), UK (1000), Australia (1000) and Canada (1000) during the period 21st Jan 2023 to 7th Feb 2023 conducted by OnePoll on behalf of Tinder

[2] Tinder AU platform data, March 2023

[3] % of members who have selected "long term" or "long term, open to short" as their Relationship Goal

[4] Tinder platform data, Feb 2023.

NOTES TO EDITORS

Media assets here

- **Relationship Type Definitions**
  - **Monogamy:** Only open to dating one person at a time
  - **Ethical Non-Monogamy:** Any arrangement where people have multiple consensual romantic or sexual connections.
  - **Open Relationship:** Open to a relationship where the parties are free to take new partners. (Committed but not exclusive to sexual intimacy)
  - **Polyamory:** Open to having multiple romantic or intimate relationships at the same time. (Committed but not exclusive in terms of love and/or sex and/or commitment)
  - **Open to Exploring:** Open to monogamous or ENM relationships depending on the partner.

- **How to add a Relationship Type to your profile?**
  - Open the Tinder app or Tinder.com.
  - Tap the profile icon and then tap the pencil icon or **Edit Profile.**
  - Scroll down to the Relationship Type Descriptor and select from five options available
  - Members can select from the following: monogamy, ethical non-monogamy, open relationship, polyamory, and open to exploring.
  - Once members select a Relationship Type, they can click 'done' and the Relationship Type will be added and displayed on their profile.
  - Members have the option to change their preference of Relationship Type at any stage of their dating journey with Tinder.

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.

Additional assets available online: **Photos** (1)

https://au.tinderpressroom.com/relationshiptypes