Tinder Newsroom

RELATIONSHIPS IN 2023 TAKE MANY FORMS, TINDER DATERS ARE SAYING "YES" TO ALL THE POSSIBILITIES

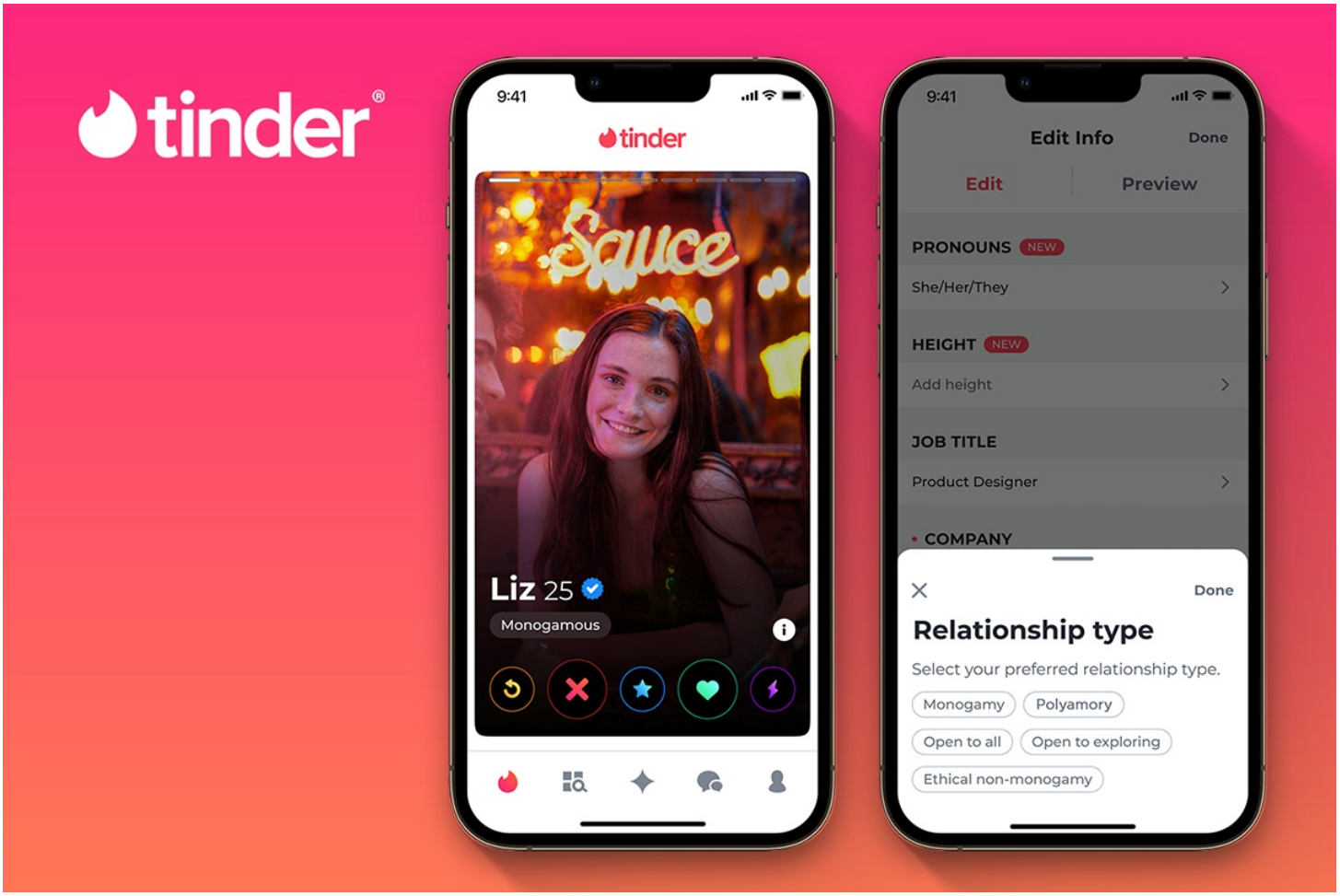
As young singles ditch the hookup and redefine casual relationships, Tinder launches new profile features to support authentic connection

Los Angeles, Calif. March 14 - Today, Tinder, the most popular dating app, is rolling out several new features including Relationship Types and Pronouns in addition to 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. As recently portrayed on Tinder's first-ever global brand campaign, "*It Starts With A Swipe™*", the new generation of singles has no tolerance for dating games.

Tinder's recent survey reveals that **73% of young singles across all genders say they're looking for someone who is clear about what they want.**[1] Members are showing how much they value being intentional, authentic and honest with the types of information they include in their Tinder profiles. In the past three months, 60% of Tinder members have added Relationship Goals to their profile[2], becoming the second-most popular type of profile info (other than zodiac sign, obviously).

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.[3]
- **Pronouns on Profile**:** The LGBTQIA+ community is the fastest growing group on Tinder, and according to a recent survey of young daters 18-25, 33% agree that their sexuality is more fluid, and 29% say their gender identity has become more fluid in the past 3 years.[3] To support everyone in sharing their authentic identity,**members can choose up to four pronouns to display on their profile from a list of 15+ options**, in addition to theirsexual orientation and gender.
- **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. **40% of Tinder members using its Relationship Goals feature to signal their intent on the app say they are looking for a long term relationship,** vs 13% looking for a short term connection.[2]



*Available in US, BRA, FRA, NL, IND, TWN, ITL, ESP, THA, SWE, DEU, MEX, CAN, AUS, GBR
** Available in the US only at this time

[1] Tinder In app Survey among Tinder users aged 18-24 in UK, US, AU. Data was collected between 10/18/22 – 10/28/22.

[2] Tinder platform data, Feb 2023

[3] 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

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.

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