

Drink Less On Dates with Tinder's Guide to Connecting Without Cocktails

Tinder's Latest Survey Reveals One in Three Canadian Young Adults Are Getting Ready For Dry or Damp January

TORONTO – Jan. 9, 2024 – Tinder, the world's most popular dating app, found that even though young Canadians are leaning towards a more moderate approach to alcohol, social expectations are preventing sober-curious singles from fully committing.

In collaboration with survey firm Ipsos, Tinder discovered a staggering **one in three (33%) Canadian young adults of legal drinking age (ages 18/19 to 34), are gearing up for a Dry or Damp January** – by either steering clear of alcohol this month or just being more mindful about how they sip.

Yet, for the dating scene in Canada, making up 34% of the under-35 young adult population, taking on a Dry or Damp January might throw a curveball into their love lives. A whopping **7 in 10 young adults say that they usually enjoy a drink on dates and 37% admitted feeling social expectations to drink alcohol on a date.**

1,000 Canadians aged 18-34 participated in the survey, with the data revealing the following key takeaways:

Rewriting Alcohol Norms

- An impressive 67% of survey respondents said they are actively working on keeping their alcohol intake in check
- 73% of respondents mentioned that drinking isn't as significant to them as it used to be, and 56% noticed their friends are also cutting down on alcohol
- 29% of respondents are still considering participating in Dry or Damp January, with women (36%) showing a higher likelihood than men (31%) to participate in 2024

Cheers or Challenge?

- 69% of respondents said they drink on dates, and for 37%, they feel the societal nudge to sip alcohol while dating is REAL
 - Nearly 10% answered that they will typically have 3+ drinks on a date
- A majority of the young adults surveyed in Canada find dating easier (55%) and more fun (51%) with alcohol, yet over half wish there wasn't so much expectation to drink while dating
- For young Canadian adults, the go-to choice for a first or second date often involves venues where alcohol is served:
 - Restaurant (34%)
 - Movie Theatre (15%)
 - Netflix and Chill (15%)
 - Mini Golf/Bowling/Another Casual Activity (7%)
 - Bar/Club (6%)
 - Sporting Event/Outdoor Activity (4%)

Why Canadian Young Adults Choose to Drink on Dates

- Top Reasons via the survey:
 - Relaxing/Calming Nerves (38%)
 - Make It Easier To Socialize/Get More Talkative (16%)
 - Simply Have A Good Time (10%)
 - Nearly 10% admitted they didn't even know why they did it
- Primary Influencing Factors gleaned from the survey:
 - It's Expected, Common Or Popular (38%)
 - Afraid Of Judgment For Not Drinking (10%)

- A figure twice as common among participating women (14%) than men (7%)
- Persistence From Their Date (9%)

It's A Match Made in Drink Heaven

- Nearly 60% of young Canadian adults surveyed – regardless of whether they use dating apps or not – said they emphasize the importance of shared drinking habits in their relationships
 - According to the survey, the desire for a like-minded drinking partner increases to 70% among those feeling encouraged to drink on dates
 - 65% for those actively trying to limit alcohol consumption
 - 62% for those looking to complete Dry or Damp January
- Despite social expectations to drink on dates, 31% of young Canadian adults surveyed said they are more interested in dating app profiles of individuals who don't drink at all or are only occasional drinkers
 - 21% expressed more interest dating someone who drinks socially
 - Almost 70% expressed less interest in dating someone who drinks alcohol daily

So, how can Canadian singles connect without cocktails? **Paul C. Brunson, Tinder's Global Relationship Insights Expert** shares his ultimate date tips that allow you to dial back on drinking without ditching the fun in dating.

Pour Decisions No More: A Guide to Connecting Without Cocktails

1. Go On a Walk

Hands down, the best date idea is a simple walk. Tinder's [Year In Swipe](#) report even saw hiking as Canada's top date activity in 2023. Choosing a walk over a classic dinner has its perks. Walking side by side changes the conversation dynamic – avoiding the conflict-signaling nature of face-to-face conversations – which may lead to a fresh perspective. On top of that, a walk naturally puts a time limit on a date, eliminating the awkwardness of deciding when to wrap things up, but also leaving room for endless possibilities if the date is going well.

2. Daytime Coffee

Some seasonal dating trends can't be ignored, especially in Canada, where winters take cuffing season to a whole new level. Canadians are looking to get cozy, making a daytime coffee date an ideal choice. The caffeine in coffee is said to boost serotonin and acetylcholine, stimulating the brain and potentially enhancing memory.¹ If both of you are sipping coffee, it might just make the date more memorable and help strengthen the bond. Grabbing daytime coffee is also a low-expectation outing, which can act as a great filter for matching dating intentions compared to nighttime meetups which can be misread.

3. Fit Into Existing Plans

Instead of struggling to pick a date activity, save time by incorporating your date into an existing plan, like a workout. According to a 2023 study conducted by Tinder, over 50% of young singles in major markets expressed a willingness to explore fresh ways to fit dating into their daily routines.² Pilates, Yoga, and Equestrian topped Tinder's list of most attractive interests in Canada.³ So, with self-care on the rise due to recent health guidelines published that promote mindful drinking⁴, incorporating your date into your workout plans is a fantastic way to seamlessly blend your interests, and show up authentically.

4. Volunteer

Consider attending a volunteer event together. Volunteering doesn't have to be limited to typical events like food banks or beach cleanups. If you both love running, consider volunteering at a race. If you both work in healthcare, assisting with registrations at a blood drive can be a great option. Personalize your volunteer experience based on the shared interests you've discussed on the app – a shared passion can further strengthen your connection. As social creatures, our well-being can thrive on connections, whether with friends or family. And social bonds play a crucial role in boosting self-esteem.

5. Leverage Online Features

The increasing cost of living in major Canadian cities is influencing dating trends in 2024. With Canadians becoming more intentional about their time and money, **86% of young Canadian adults surveyed believe that cutting back on alcohol is a smart wallet move**. Boost your chances of saving money and avoiding drinking on a date by opting for an online first date. Give Tinder's [Face to Face™ video chat](#) a try! Once you both opt in, start a video call and agree to the *ground rules* so your chat can start off on the right foot. Once the call ends you can share how it went, and if there was anything off, you can report at any time. The best dates come from getting to know each other on the app before meeting IRL. Utilizing all of Tinder's features to personalize your dating preferences can enhance the fun and make your experience more enjoyable.

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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.

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.

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¹ Nehlig A, Daval JL, Debry G. [Caffeine and the central nervous system](#): mechanisms of action, biochemical, metabolic and psychostimulant effects. Brain Res Brain Res Rev. 1992 May-Aug;17(2):139-70. doi: 10.1016/0165-0173(92)90012-b. PMID: 1356551.

² 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.

³ Tinder's [Year in Swipe 2023](#) Report

⁴ Paradis, C., Butt, P., Shield, K., Poole, N., Wells, S., Naimi, T., Sherk, A., & the Low-Risk Alcohol Drinking Guidelines Scientific Expert Panels. (2023). [Canada's Guidance on Alcohol and Health: Final Report](#). Ottawa, Ont.: Canadian Centre on Substance Use and Addiction.

**These are the findings of an online Ipsos poll conducted for Tinder between December 23 and 29, 2023, among a sample of n = 1,000 Canadians aged 18/19 (only surveying those of the legal drinking age in each province) to 34. The results are considered accurate to within +/- 3.5 percentage points, 19 times out of 20.*

