

Tinder Survey Reveals Nearly Half of Canadian Gen Z Say They're Craving More Chances to Flirt

TORONTO (September 3, 2025) — Flirting is far from dead and Tinder has the receipts! New findings reveal that **nearly half of surveyed Canadian Gen Z singles say they enjoy the art of flirting.**

Still, flirting isn't always crystal clear. **More than half of Canadian Gen Z singles say they struggle to tell when it's happening, and one in four admit they usually miss the signs altogether**

"Young Canadian daters want to flirt more, but feel hesitant," said Caitlin Benn, Senior Marketing Manager, Canada, at Tinder. "Our 'Wanna Flirt?' campaign is to remind them that Tinder is a fun, low-pressure environment that allows you to flirt anywhere. And when your crush responds? That's where the magic is."

An overwhelming **91% of surveyed Canadian Gen Zers believe flirting in your 20s today isn't the same as it was for Millennials when they were the same age.** And new survey data from Tinder reveals the following key takeaways:

Almost half of Canadian Gen Z want more chances to flirt:

- Montrealers are especially eager (51% vs. 36% of Torontonians)
- The top blockers? Social anxiety (52%) and fear of rejection (50%), with Vancouverites struggling the most with social anxiety (61% vs. 49% in Toronto).
- Only 6% feel that flirting comes naturally, signaling that a large majority of them feel hesitant to flirt.

Gen Z commonly report:

- Difficulty initiating flirting IRL (61%)
- Wishing flirting felt more natural (60%)
 - Men are more likely to feel this way than women (64% vs. 57%)
- Struggling to flirt without being awkward (55%)
 - Vancouverites struggle significantly more than Torontonians (65% vs. 52%)
- Feeling like they're missing flirting opportunities (50%)

Tinder is embracing its role as the world's ultimate "flirting evangelist," reminding singles that flirting is the spark at the start of every crush-worthy connection. For over a decade, the app has championed the simple idea of mutual matching before the chat begins, creating the biggest playground for fun, flirting, and exploration. And now, new data shows that's exactly what young daters are craving.

Crush-Bar IRL: Turning Vibes into Sparks

Tinder's influence doesn't end online. Recognizing that Gen Z wants IRL spaces to connect in a low-pressure way, Tinder will be hosting a Crush Bar in Toronto and Montreal at the end of September.

This pop-up will give people the chance to flirt IRL in an environment that feels just as fun, casual, and safe as the app. No cost to enter, so come get flirty with Tinder!

Meet us at the Crush Bar (located at Apt. 200):

Toronto:

- **When?** Thursday, September 25, 2025
- **Where?** Apt. 200 (1034 Queen St W, Toronto, ON M6J 1H7)

- **Who?** Anyone 19+

Montreal:

- **When?** Thursday, September 18, 2025
- **Where?** Apt 200 (3643 St Laurent Blvd, Montreal, Quebec H2X 2V5)
- **Who?** Anyone 18+

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Methodology:

These findings are from a survey conducted by Angus Reid on behalf of Tinder from August 19 to 27, 2025, among a representative sample of 1,159 online single or open to flirting Canadians aged 18-30 who are members of the Angus Reid Forum. The survey was conducted in English and French. For comparison purposes only, a probability sample of this size would carry a margin of error of +/-2.9 percentage points, 19 times out of 20.

About Tinder

Launched in 2012, Tinder® revolutionized how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfill a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, “It Starts with a Swipe™”.

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