



## TINDER'S YEAR IN SWIPE™

### Dating Games are over in 2022 said Young\* Singles

*Situationships, Shared Values and Social Issues Were the Top Green Flags for a New Generation of Daters That Are Done Wasting Their Time*

**LONDON - November 28, 2022** — Let's be real, 2021 wasn't the return to IRL we thought it would be - a mask was still your must-have accessory and you sought out vaccination appointments like concert tickets. The start of 2022, however, brought new excitement for getting back 'out there' with our collective need to make up for lost time during quarantine. Social activities like travel and live events rebounded in record fashion, and dating was no exception. Millions of young adults who started their dating lives in lockdown, showed they were definitely out and ready to mingle IRL, and unlike previous generations, they were dating on their terms and were done playing games.

With 2022 drawing to a close, Tinder's Year in Swipe shares the top flirt flexes of the year. From new relationship labels and stances on social issues, to sober dating trends and the hot new emojis popping up in the chat, here's the state of the date:

### 10 Essential Trends on Tinder in 2022

#### **#1. Young singles are owning the *situationship* as a valid relationship status.**

Young singles were still down to play the field this year, but they opted for a high-quality roster where everyone was on the same page. More than a hookup, but not quite a traditional relationship, the "situationship," a casual - *yet* clearly defined - relationship came to rise in 2022. Tinder saw a 49%<sup>1</sup> increase in members adding the new relationship intention to their profiles and over 1 in 10<sup>2</sup> surveyed young singles said they prefer situationships as a way to develop a relationship with less pressure.

**#2. Positivity was a major plus.** Originally known as the **parking symbol**, **P** has been repurposed to represent **Pushin P** and was the fastest growing emoji globally on Tinder this year. An interesting shift from the trending emojis of years past (👩 in 2019, 🧑 in 2020, and 🗣️ in 2021), members turned to **P** to let the world - and their matches - know 'positivity' and keeping it real is exactly what they're looking for<sup>1</sup>.

**#3. The *dinner date* is a thing of the past.** Mentions of "mini golf", "Comedy show" and "pottery painting" in Tinder UK bios all increased this year<sup>8</sup>, suggesting that singles are meeting for more than just dinner and drinks these days. They're opting for less traditional,

more authentic and sometimes sober (see below) ways to get to know one another. Other creative activities like Camping, BBQs, Trying New Things, and Street Food all made it into the top 10 trending global Interests on Tinder.

**#4. More singles are raising a glass to *sober dates*.** Alcohol-free dates have become a way for singles to be more authentic on dates and challenge traditional dating norms. Over 25% of surveyed young singles on Tinder said they drink less on dates compared with last year<sup>2</sup> and when describing their drinking habits 72%<sup>1</sup> of members said on their Tinder profiles that they don't drink or only drink occasionally. In fact, the 🍷 and 🍹 emojis each decreased (40% and 25% respectively) on Tinder profiles YoY<sup>1</sup>.

**#5. Being *Funny, Fresh, and Forward* was sexy AF.** A sense of humour was what members looked for most when reading a potential matches profile, and 73%<sup>2</sup> of young singles surveyed across all genders said they were looking for someone who is clear about what they want and has good hygiene. When asked what the most important characteristics are in a potential date, young singles prioritised value-based qualities like loyalty (79%), respect (78%) and open-mindedness (61%) over looks (56%)<sup>3</sup>.

**#6. Stances on *social issues* could make or break a match.** Three-quarters (75%) of singles were looking for a match who is respectful of or invested in social issues<sup>2</sup>. In fact, so many Tinder members added the Ukrainian flag to their profiles in support of Ukraine this year, that it ranked within the top 10 trending emojis on the app at one point. Additionally, the Activism and Voters Rights Interests both increased (84% and 37% respectively) in Tinder profiles this year<sup>1</sup>.

**#7. *Nostalgia stanning* was a flex.** Young singles are getting inspo from 90s and noughties dating trends. The fastest growing interests on Tinder were blasts from the past like 90's Kid, Anime and Sneakers. Everyone's favourite 'new old' song, Kate Bush's "Running Up That Hill" made a comeback and was in the top 10 Spotify Anthems noted on Tinder profiles<sup>1</sup>. Tinder's modern take on the traditional [Blind Date](#) also launched. The Blind Date feature paired members before allowing them to view each other's profile and was used 200,000 times a day on average<sup>4</sup>. It's been a tough few years, and it looks like singles are turning to the authenticity and good vibes of a pre-smartphone world.

**#8. The 🚩 (red flag) & 🗨️ (gaslighting) emojis were trending for good reason.** Toxic relationships aren't new, but all of the tips and psychoanalysis on social media show that young singles are more clued up about the good, the bad and the ugly when it comes to dating. Over half (58%) of surveyed young singles said they were confident they could identify a green or red flag<sup>2</sup>. In the UK, Tinder partnered with NGO [NO MORE](#) to release a series of [Healthy Dating Guides](#) providing actionable steps and considerations for every stage of the dating journey.

**#9. *Revenge travel* racked up the miles on Tinder.** After two pandemic-filled trips around the sun, singles were finally able to get back to exploring new horizons with fewer or no restrictions. 18-25 year olds passported on average nine times a month<sup>5</sup> with top passport destinations including LA, New York and Stockholm<sup>1</sup>.

**#10. Amidst uncertainty and a triple mercury retrograde in 2022 singles were *looking to the stars* for guidance.** Star signs were the most popular type of descriptor added to Tinder bios behind smoking preferences, pets and diet. Leos, Scorpios and Cancers were the signs most likely to include their sign in their bios, and surprisingly, all star signs were most likely to match with the exact same zodiac sign<sup>1</sup>.

## Global Top 10 Emojis of 2022 in Tinder bios

The 10 fastest-growing emojis on Tinder that capture how we flirted and dated in 2022:



## Global Top 10 interests of 2022 in Tinder profiles

The 10 fastest -growing interests on Tinder that capture the shared interests that took off in 2022:

1. Sneakers
2. Sushi
3. 90s Kid
4. Anime
5. Camping
6. BBQ
7. Trying New Things
8. Street Food
9. Football
10. Road Trips

## Top 10 UK Dating Anthems of 2022 from Spotify on Tinder

The 10 Spotify Anthems on Tinder that everyone had on repeat in 2022:

1. Unholy (feat. Kim Petras) - Sam Smith, Kim Petras
2. Bad Habit - Steve Lacy
3. I'm Good (Blue) - David Guetta, Bebe Rexha
4. 505 - Arctic Monkeys
5. No Role Modelz - J. Cole
6. Jimmy Cooks (feat. 21 Savage) - Drake, 21 Savage
7. Anti-Hero - Taylor Swift
8. Super Freaky Girl - Nicki Minaj
9. Die For You - The Weeknd
10. As It Was - Harry Styles (which also topped Number 1 globally!)

### NOTES TO EDITORS

\* Young singles refers to 18-25 year old singles.

<sup>1</sup> From Tinder bios Jan 2022 - Oct 2022.

<sup>2</sup> Tinder In app Survey among Tinder users aged 18-24 in UK, US, AU. Data was collected between 10/18/22 – 10/28/22.

<sup>3</sup> Match Group International Wave Study 2022. Data was collected in April 2022.

<sup>4</sup> Date range is between March and August 2022.

<sup>5</sup> Applies to 18-25 yr old Tinder subscribers who have access to the Passport feature.

<sup>6</sup>Tinder internal passport data Jan 2022 - 3 Oct 2022. Applies to 18-25 Tinder subscribers who have access to the Passport feature.

<sup>7</sup>Tinder internal Interests data 1 Jan 2021 - 3 Oct 2021 VS 1 Jan 2022 - 3 Oct 2022

<sup>8</sup>Tinder UK internal data March - October 2022

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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.