



TINDER'S YEAR IN SWIPE™

Dating Games are Dead 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

Los Angeles - November 28, 2022 — Let's be real, 2021 wasn't the return to IRL we thought it would be - a mask was still your most steadfast 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 resolve 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%¹ increase in members adding the phrase to their bios with young singles saying 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 number one trending 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 for¹.

#3. The dinner date could soon be dead. It seems the creative date activities we took to during the pandemic are here to stay. Mentions of "Picnics" (43%), "Mini Golf" (56%) and "Drive-Ins" (34%)¹ in Tinder bios all increased this year, suggesting that singles are meeting up for more than just dinner and drinks these days. They're opting for less traditional, more authentic and

sometimes sober 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 year² and, when describing their drinking habits, 72%¹ of Tinder members said they don't drink or only drink occasionally on their profiles. In fact, the 🍷 and 🍷 emojis each decreased (40% and 25% respectively) on Tinder profiles YoY¹.

#5. Being Funny, Fresh, and Forward was sexy AF. A sense of humor was what members looked for most when reading a potential matches profile, and 73%² of surveyed young singles, 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 prioritized value-based qualities like loyalty (79%), respect (78%) and open-mindedness (61%) over looks (56%)³.

#6. Stances on social issues could make or break a match. Three-quarters (75%) singles were looking for a match who is respectful of or invested in social issues². In fact, so many Tinder members added the Ukrainian flag to their profiles in support of the country 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 year¹.

In the US, this was particularly important given the recent midterm elections. Key issues like reproductive rights (43%), gun policies (42%), and education (42%) ranked high on the list of concerns motivating young US-based singles to vote this year. Performing your civic duty also improved the chance for a match, as over half (53%) of young singles say knowing a potential match on a dating app is a regular voter would make them more attractive. Conversely, 47% say finding out the person they're dating is a non-voter would be a dealbreaker.

#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. Even everyone's favorite new old song, Kate Bush's "Running Up That Hill" made a comeback and was in the top 10 Spotify Anthems noted on Tinder profiles¹. Even the [Blind Date](#) feature, Tinder's modern take on the traditional blind date, which paired members before allowing them to view each other's profile, was used 200,000 times a day on average⁴. 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 posts 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 flag² when dating. In 2022, singles have finally had enough and are dishing on what they consider red and green flags, and all of our BS radars have gotten better because of it. A true public service.

Tinder members can check out the [Tinder Safety Center](#) for more on healthy and safe dating.

#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. On average, young singles used Tinder's Passport feature 9 times a month⁵ with top US Passport destinations including London, Tokyo, and Seoul¹.

#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 profiles behind smoking preferences, pets and diet. Leos, Scorpios and Cancers were the signs most likely to include their sign on their profiles, and surprisingly, all star signs were most likely to match with the exact same zodiac sign¹.

Global Top 10 Emojis of 2022 in Tinder bios¹

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 trending 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 Spotify Artists on Tinder in the US

1. Mac Miller
2. Bad Bunny
3. Morgan Wallen
4. Zach Bryan
5. Doja Cat
6. The Weeknd
7. Steve Lacy
8. \$uicideboy\$
9. Harry Styles
10. Juice WRLD

Interests Most Attractive to a Match in the US

1. Yoga
2. Vintage fashion
3. Concerts
4. Shopping
5. Sushi
6. Cafe hopping
7. Self Care
8. Walking my Dog
9. Brunch
10. Fashion

Top Date Activities in the US

1. Hiking
2. Bowling
3. Picnic
4. A Walk
5. Netflix and Chill
6. Arcade
7. Grabbing coffee
8. Comedy Show
9. Dinner Date
10. Mini Golf

Most Popular International Cities to Passport for US Members

1. London, England
2. Tokyo, Japan
3. Paris, France
4. Seoul, South Korea
5. Amsterdam, Netherlands
6. Sydney, Australia
7. Stockholm, Sweden
8. Kiev, Ukraine
9. Toronto, Canada
10. Mexico City, Mexico

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.

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

¹ From Tinder bios Jan 2022 - Oct 2022.

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

³ Match Group International Wave Study 2022. Data was collected in April 2022.

⁴ Date range is between March and August 2022

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