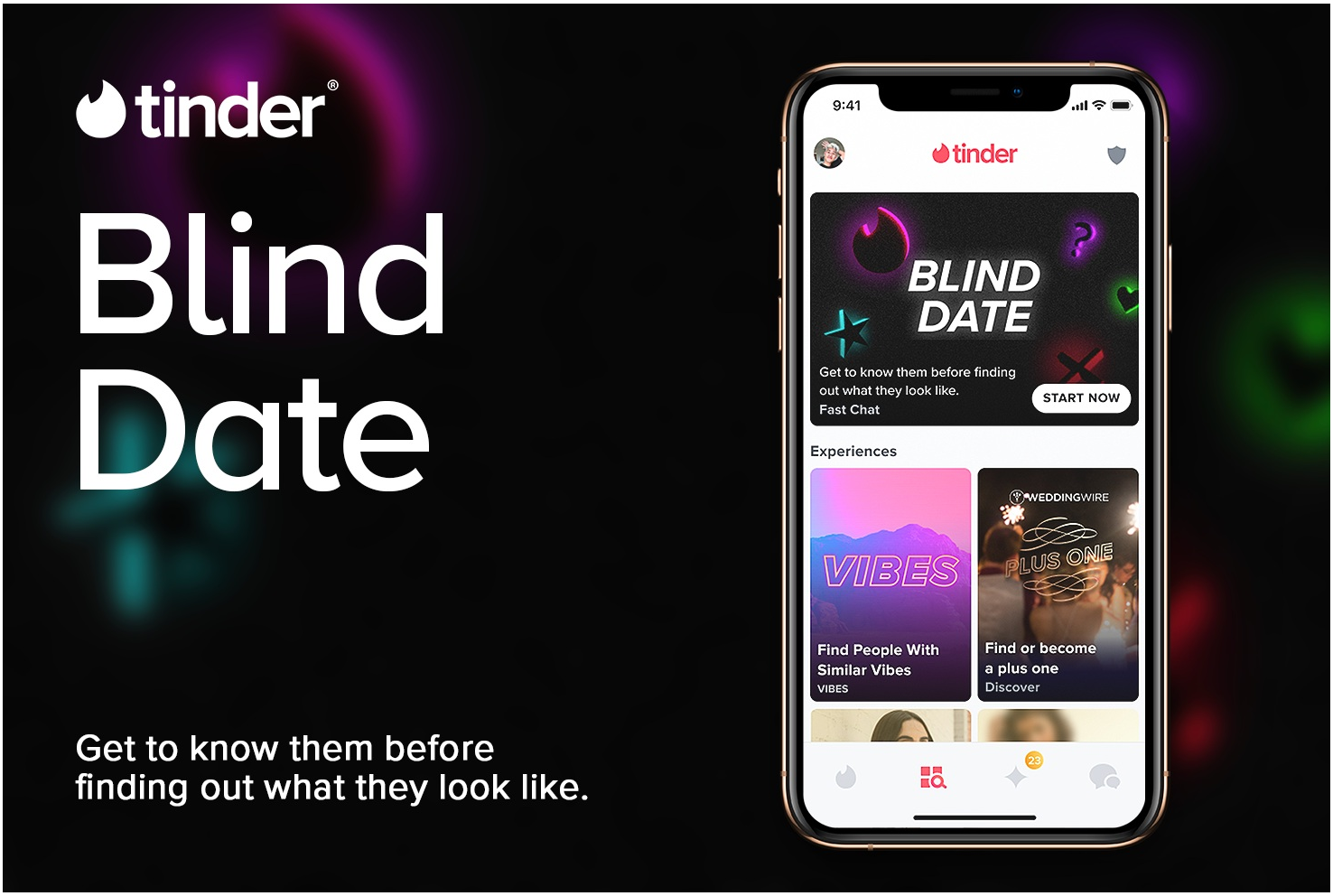
Tinder Newsroom

Tinder Introduces Blind Date Feature For Photo-Free First Impressions

New Feature in Explore Answers Gen Z's Call for Authentic Connections



India, February 14th, 2022: Tinder is once again expanding its portfolio of features giving members new ways to create human connection by bringing an old classic - the blind date. Now available in Explore, Fast Chat: **Blind Date** is a new social experience that pairs members before allowing them to view each other's profile, making conversation, rather than photos, the first impression.

From Y2K Fashion to 90's sitcoms to even blind dating - Gen Z's has an endless appetite for all things old-school. A recent online survey by Tinder in India revealed that Gen Z finds the old-school way of blind dating 'exciting'(77%*) and 'thrilling'(59%*). 63%* said they would go on a blind date, but simply don't know how to set one up. Gen Z have admitted that a blind date means they could meet someone they might typically have overlooked (47%*), or someone who's not their usual type (45%*).

Inspired by the OG way to meet someone new, usually at the hand of a meddlesome aunt or well-meaning friend, Blind Date gives new-age daters a low-pressure way to put their personality first and find a match they truly vibe with. Over 41%* young Indians polled preferred swiping right to people based on their bio's and interest over their photos. Blind Date is the latest addition to the popular suite of Fast Chat features on Tinder, all designed to help members connect faster through fun innovative prompts and games. Members will only be able to view each other's profiles and photos if they both decide to match after chatting. Survey also indicated that relaxed experiences such as a dinner at a restaurant (43%) and a long walk in the city (28%*) took top spots for the perfect first blind date activities with potential matches.

The new feature reflects the modern dating habits of Gen Z, who stated they value sense of humor (30%) and authenticity (15%) above all else. In early testing, members who used the Blind Date feature made 40% more matches than those using another Fast Chat feature with profiles visible, showing a willingness among daters to interact.

Here's how the feature works. Members will answer a short series of icebreaker questions and be paired with one another based on commonalities. They'll then enter a timed chat, not knowing any details about the person on the other side of the screen aside from their answers to multiple-choice prompts like, "It's OK to wear a shirt ____ times without washing it" and "I put ketchup on____." When the timer runs out, if they can Like the other's details and profile, which will be revealed only if there is a match, or they can choose to get paired with someone new.

"We've all seen the mix of anticipation and excitement going on a blind date brought to some of our favorite movie or TV characters, and we wanted to recreate that experience for today's generation with the Blind Date feature," **said Kyle Miller, VP of Product Innovation at Tinder.**"There's something really special about letting conversation introduce someone's personality, without the preconceptions that can be made from photos. The new Blind Date experience brings a surprisingly fun, banter-based way to interact and create connections that's all new to Tinder."

Blind Date can be found in Explore, the new interactive space on Tinder. Similar to the IRL preferences we all have in where we go to meet someone new, Explore gives members options to view profiles arranged by interest and offers them new ways to connect with a growing list of shared social experiences, like Hot Takes, Vibes, Swipe Night, Music Mode and now Blind Date.

**All survey data is from an online survey conducted by Tinder amongst 200+ Indians between the ages of 18 - 25; Timeline - Feb, 2022*

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