Tinder Newsroom

From Situationships to Self-Care: Chandigarh's GenZ Defines New Dating Trends

Tinder's Future of Dating Chandigarh Edition reveals that 89% of Gen Z in Chandigarh believe their generation is challenging the traditional relationship goals and dating standards that were passed down to them from previous ones1

India, October 12, 2023: Tinder, the world's most popular dating app for meeting new people, has released new insights about how 18-25-year-old young singles in Chandigarh are supercharging dating by challenging traditional relationship goals and standards and embracing a more authentic and inclusive dating landscape. Dating apps have become a bonafide stepping stone into the dating pool for many singles, with Tinder standing out as the #1 most-downloaded dating app amongst 18 year olds globally to forge authentic connections that reflect their individuality[2]

3 out of 5 young adults in Chandigarh believe that dating apps allow them to meet people they would otherwise never have met – even those outside their social circle opening them up to a world of endless possibilities[1]. To uncover the current landscape of dating, Tinder's Future of Dating, Chandigarh edition shares insights on how young singles in the city navigate romance and meaningful connections with a fresh and fun approach.

Quote on behalf of Aahana Dhar, Director of Communications, Tinder India,*"We are excited to reveal new insights about how the future of dating is shaping up in Chandigarh. This generation of young adults in Chandigarh know exactly what they're looking for when considering someone's profile, with interests, lifestyle preferences and dating intent outweighing everything else. From prioritizing their own mental well-being to exploring connections beyond their city limits, they are leading the charge in redefining the boundaries of modern romance. Tinder is proud to be a part of their journey, connecting them to endless possibilities."*

5 Dating Trends in Chandigarh from Tinder

Love beyond borders: Gen Z is challenging long standing views of ethnicity, culture and geographical restriction. 56% young singles in Chandigarh are open to dating people from other races and cultures - highest among cities surveyed.1 With almost half (44%) of young singles in Chandigarh open to finding love in another city or making meaningful connections across borders, distance is no match for the kind of match they want to vibe with.1 46% of passport users globally use Tinder's Passport but don't travel to the place they have passported to directly after, which suggests that Tinder users have a strong interest in exploring possibilities outside their immediate network.3 18-25 year olds passported on average 9 times a month.3 Top destination in India where young singles in Chandigarh passport to is Delhi NCR.4 Dating has become more diverse– racially, culturally and geographically– than ever before.

Relationships without labels: When using dating apps, 65% of Genz in Chandigarh say that stating clear dating intentions make their match more attractive. Gen Z prefer to use terminology that doesn't try to define a connection before they're ready to, or even want to – hence terms like vibing, kicking it, deep liking, and of course the word of the season - situationship - aligning more with how 18-25 year olds perceive the dating process. In fact, 47% young singles in Chandigarh pick situationships (a relationship without any pre-set agendas centered around transparency and freedom)1 as their current dating preference.1 This showcases their desire for the freedom to redefine love on their own terms embracing a low-pressure approach to dating that has cracked open a whole new world of meaningful Relationship Goals or Relationship Types.

Anupriya Kaur, 22-year-old Tinder user from Chandigarh shares her story,*"Chandigarh has been my hometown forever, where everyone's pretty much a friend of a friend. When I met a guy from Delhi via Tinder, it was like opening the door to a whole new world and meeting someone I would otherwise never have met in day to day life. Our shared passion for travel and his adventures in different cities, made me curious about experiences I've never had. For us, the distance was no biggie, and it just meant breaking a geographic barrier. Before we knew it, our dates turned into scenic drives around Sector 17 and picnics at Sukhna Lake. I found a connection that not only respects my independence but also embraces my cultural values regardless of where we are from."*

Being Funny, Forward and Responsible is the biggest (dating) flex: GenZ in Chandigarh are digital natives that feel at home online and don't see the need for perfectly curated profiles or extensively filtered photos. Lifestyle preferences and interests like mutual love for travel, shared music taste, compatibility in personality types, and a funny dating bio are some of the factors that make a match most attractive.[1] Green Dating has also gained popularity with 30% young singles saying that being eco-conscious makes their match more attractive.[1] Clearly, young singles are happy to display their true authentic selves from the outset, for this group, doing pre-date homework and being clear on where you stand isn't considered "too much" – it's

for anyone who wants to champion realness.

Equal partnership in love and life: The value of real connection and presenting their 'true selves' is high on Gen Z's agendas when it comes to dating. Case in point is 87% young singles in Chandigarh agree that being aligned on cultural values with a match is important to them.[1] Career ambitions is also an important criteria with 86% young singles say alignment of work ethic and career with their potential partners is important.[1] Young singles in Chandigarh also rated attitudes about money (75%) and interest in current affairs and political beliefs (61%) as traits that matter.[1]

Dating starts with ME: If we really want to get to the heart of things, it's Gen Z who is saving – and savoring – the art of getting to know someone, with that most important someone being themselves. 89% young singles in Chandigarh say that having a partner who values self care is critical to a happy relationship and 80% say that they find matches who prioritise their mental well-being more attractive.[1] It's no coincidence that 75% say they will never compromise on self-care practices or boundaries for a relationship[1]. This is a cohort that's prioritizing qualities like intentionality and transparency, with self-love and personal fulfillment being a primary consideration.

[1] A study of 1000 18-25 year old dating singles across Delhi, Mumbai, Bangalore, Kolkata, Chandigarh, Chennai, Kochi, Jaipur, Hyderabad, Guwahati between April - May 2023 conducted by OnePoll on behalf of Tinder

[2] Tinder internal Swipe & Match data 2023

[3] Internal Tinder data from the Passport feature (Tinder Gold subscription feature) 2023

[4] Applies to 18-25 yr old Tinder subscribers who have access to the Passport feature

Note to the editor:
Tinder is taking Chandigarh by storm with a mix of initiatives to spark connections among young singles. Tinder can be spotted across the city through billboards, branding on local cabs and campus activations featuring dating ice breakers that bring alive the spirit of dating. With exciting mixers held across the city, Tinder is providing a platform for like-minded individuals to match over shared interests and experiences.
Please find images here.

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