

## Tinder's 'Every Single Vote Counts' Awareness Campaign Encourages First-Time Daters To Become First-Time Voters

**India, April 18, 2024** - [Tinder](#), the world's most popular app for meeting new people, launches a 'Every Single Vote Counts' awareness campaign in India in collaboration with [Yuva](#), a leading youth media organization in India and [Mark Your Presence](#), a non-partisan organization in India that empowers and educates young voters to strengthen democracy. As India gears up for the world's largest democratic election this year with over [20 million](#)<sup>1</sup> young first-time voters, this initiative is a call to action, reminding young adults, especially first-time voters, to take full advantage of their fundamental civic right: the right to vote.

With mention of the term **"Voting" increasing by nearly 3x on Tinder Bios in India in the last year**<sup>2</sup>, Tinder is introducing in-app voting-themed stickers such as **'Voting Partner Needed'**, **'First-time Voter'**, and **'I Voted'** for users to display on their profiles. These stickers allow users on Tinder to showcase their passion and foster connections with like-minded individuals.

Starting **April 18 and until May 15, 2024**, Tinder users in India will see **"Swipe Cards" appearing in-app on Tinder (visuals below)** highlighting the process and tips. Each Swipe Card will direct the relevant Tinder user to the Mark Your Presence website for information on voter registration and how to complete the process.

In a recent survey by Yuva, the message from young adults is crystal clear: being politically engaged isn't merely a checkbox—it's a highly desirable trait for young adults in India. When it comes to dating preferences and voting habits, **60% of GenZ respondents strongly prefer dating someone who votes** and almost **1 in 3 of surveyed young adults** expressed that they would find a potential match more attractive if they know the person is taking the elections seriously.<sup>3</sup> Moreover, **79% of GenZ respondents** are more likely to vote if accompanied by a friend or date showing how important it is to have someone to go and vote with.<sup>3</sup>

**Chaitanya Prabhu, Founder, Mark Your Presence** says, *"I'm thrilled about our partnership with Tinder and Yuva. Together, we share a collective dream of empowering young voices and celebrating their right to vote. By providing voter registration opportunities alongside avenues for personal expression, we're not just encouraging individual involvement, we are fueling a shared movement as millions of first-time voters prepare for the elections."*

**Aahana Dhar, Tinder's Communications Director in India**, said *"Over half of Tinder's users are aged between 18 to 25 years old<sup>4</sup> and this collaboration is a great opportunity to encourage younger and newer voters to go to the ballot. We know young daters are passionate about key events that impact their lives and Tinder is giving them a way to express their intent directly in their profile with voting stickers, apart from raising awareness about voter registration for first timers."*

*"In our conversations with young adults in India, we've observed a genuine concern about their civic responsibilities, which significantly shapes their connections with one another. At Yuva, we've always championed the importance of empowering youth voices. That's why we're delighted to collaborate with Tinder and Mark Your Presence encouraging young people to consider how they can actively participate as informed citizens."* **said Maanvi, Editor-in-Chief, Yuva.**

### How to add stickers to your profile on Tinder:

Tinder users can add stickers to their profile by tapping on in-app push notifications they receive. These stickers can be changed or accessed again by tapping on another user's sticker on their profile.\*

<sup>1</sup>Special Summary Revision 2024 by Election Commission of India issued by Press Information Bureau, Delhi

<sup>2</sup>From Tinder bios in India between January 2023 - February 2024

<sup>3</sup>A survey of 253 18-24-year-olds across Delhi, Mumbai, Bengaluru, and Kolkata conducted by Yuva between 5th to 12th April 2024

<sup>4</sup>Tinder internal Swipe & Match data 2023

\*These stickers are within the app and can only be used one way

**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 users are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

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