

## **It's a Match: Men and Women swipe right for similar traits, finds Tinder**

Mumbai, India – 12 February, 2017: A new survey by Tinder refutes the common adage of men are from Mars and women are from Venus. The in-app survey, which saw more than 15000 respondents participating, found startling similarities in likes and dislikes of both men and women users on the app.

The survey sought to discover preferred traits and behaviours that users Swipe Right for when using the app. A very similar percentage of men and women value humour and men share two of the top three characteristics: shares values/interests and humour.

The top non-negotiable desired qualities among women are sense of humour (24.5%), shares values and interests (24%) and intelligence/well-read (22.9%). The top non-negotiable desired qualities among men are good looks (30.6%), sense of humour (25.2%), shares values and interests (24.1%). The only significant difference was that women preferred intellect over appearance as compared to men.

“The results of this survey were certainly interesting. We’re often asked about how men and women differ in their behaviour and preferences in online dating, but we’ve found that men and women value the same characteristics in a partner, largely. Both men and women are seeking partners who are worldly and open-minded. This is a heartening revelation for our users who are seeking to forge meaningful connections as you know that there are others who share your values and interests,” said Taru Head of Tinder in India.

Tinder set-up its office in India in January 2016, and records average daily swipes of 14 million swipes per day. Interestingly, Tinder also found that activity on the app leading up to and during Valentine’s Day in 2016 increased by nearly 20%.

The survey also uncovered top preferences for the ideal first date, as Tinder users gear up for Valentine’s Day. The top preferences for both men and women were doing something low key or causal (Men: 30.2%, women: 30.8%), learn something new together (Men: 27.7%, Women: 22%) and Wine and dine (Men: 25.6%, Women 32.6%).

So, what are you waiting for! Go ahead and start swiping to find your potential partner, new best friend or even, your soulmate, this Valentine’s Day.

Launched in 2012, Tinder is the world's leading social app for meeting new people. With its global reach, people in all 196 countries around the world are swiping right to connect with others, making it a top 10 lifestyle app in more than 110 countries. In 2015, the company introduced Tinder Plus, giving users access to premium features, Rewind and Passport. Each day, 26 million matches are made on Tinder with more than 20 billion matches made to date.

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