Tinder Newsroom

Tinder Celebrates Gen Z and how they're staying connected in their new #TogetherisEpic video

In a world that needs us to distance, the Tinder community is finding ways to stay connectedBecause — (louder for the people in the back) — social distancing doesn't mean you can't still connect with people virtually. And based on recent data, Tinder members are most definitely doing just that.

In India, conversations have been up an average of 39% and the average length of conversations is 28% longer. Stay home, be safe, social distancing, "how are you", wash your hands and face emojis are seen being used in bios. By looking at data from March to April, Tinder also learned which cities and countries members are virtually traveling to using Tinder's Passport feature, and which cities are frequently interacting with each other. The majority of Tinder members are using the feature to change location within the country, with Delhi-Mumbai and Mumbai-Delhi as the top 2 cities Passporting to each other.

"The pandemic has blurred the lines between digital and physical lives, and Gen Z is finding new ways to connect despite the odds. There is something to say about the power of digital connection and shared social solidarity while facing uncertainty. Our members have found virtual ways to replicate all the human interactions missing from our daily lives; cooking dinner together, Passporting to other cities to check in on each other, having a virtual date-night, it shows us how #Togetheris Epic." added a Tinder spokesperson.

Here's hoping we all come out of this with epic connections, and if nothing else new and improved ways to have a first date.

https://www.youtube.com/c/TinderIndia

**The #TogetherIsEpic is shot and edited at home abiding by the advisory to social distance and stay at home.

About Tinder

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. It has been downloaded more than 340 million times and is available in 190 countries and 40+ languages. As of Q3 2019, Tinder had nearly 5.7 million subscribers and was the highest-grossing non-gaming app globally.

Additional assets available online: Photos (1)

https://in.tinderpressroom.com/Tinder-Celebrates-Gen-Z-and-how-theyre-staying-connected-in-their-new-TogetherisEpic-video