Tinder UK Newsroom

Tinder backs government campaign to tackle loneliness

18–24-year-olds are in the age group where 89% of people in England have felt lonely at least once. *

7th March 2023, London - Today Tinder announces its support for the government campaign, Better Health: Every Mind Matters. This campaign aims to create a national conversation around loneliness among young people in England, as 18–24-year-olds are within the age group where 89% of people in England have felt lonely at least once.

When recently asked, in a survey for Tinder, single 18–25-year-olds put ‘companionship’ as the top 'dating label' that they're currently looking for when using dating apps.

The government campaign aims to reduce stigma on the topic by encouraging young people to talk about loneliness. Tinder, where half of its members are aged 18-25, will be supporting the campaign with in-app messaging which will be visible to every Tinder member in England. The message will direct Tinder members to resources on NHS Better Health: Every Mind Matters Loneliness webpage. This page conveys simple pointers that serve as a starting point to lift someone out of loneliness. Tips include; inviting someone for a coffee, or going for a walk in a safe place with them.

As part of Tinder’s support of the campaign, a series of influencers supporting Tinder’s first global brand campaign ‘It Starts With a Swipe™’ will talk about loneliness at the beginning of their self shot content, which will be shared on social media.

Minister for Loneliness Stuart Andrew said:

"Loneliness is something that can be experienced by anyone, at any time, and it’s important to know that we are not alone in feeling this way.

With Tinder’s audience closely aligning with the target demographic for our Better Health: Every Mind Matters campaign, this partnership will allow us to reach even more young people.

"By directing people to the Every Mind Matters webpage via Tinder, we can offer simple tips to encourage connection, such as meeting in a safe place for a walk, or inviting someone out for a coffee."

Responsible for over 75 billion matches and 1.5 million dates a week,* Tinder is the world’s most popular app for meeting new people. When the app launched in 2012 it went from one to one billion likes in under two years. This type of growth only happens by tapping into a human need. That human need is connection and since connection is fundamental to tackling loneliness, Tinder, in supporting this campaign, is using the power of its platform to create visibility and conversation about the subject of loneliness.

Leyla Guilany-Lyard, SVP Global Communications, Tinder said:

“Tinder is driven by the fundamental human need for connection.

“Over the past 10 years, Tinder has played and continues to play a key role in influencing how people meet - removing barriers to connections forming and helping introduce people who would never have normally met in their day to day lives. Loneliness and human connection are intrinsically linked.

“We’re proud to be supporting the Government’s desire to destigmatise the topic of loneliness and help to create a national conversation about it. Nobody should feel alone, or be embarrassed about feeling lonely”.

*Community Life Survey 2021/22. This statistic includes everyone who said they feel lonely often or always, sometimes, occasionally and hardly ever in the 16-24 age group.

**A survey of 1000 18–25-year-old actively dating singles in the UK between Jan 21, 2023 and Feb 7, 2023 conducted by OnePoll on behalf of Tinder.

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 members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company. Tinder and Swipe are registered trademarks of Match Group, LLC.

ABOUT BETTER HEALTH: EVERY MIND MATTERS

Loneliness campaign activity is delivered as part of Better Health: Every Mind Matters by the Department for Culture, Media and Sport. The campaign is targeted at young adults and encourages audiences to 'lift someone out of loneliness' by reaching out to others with simple actions. The campaign aims to reduce the stigma of loneliness and build a national conversation around it, so that people feel able to talk about it; know what they can do to help themselves and others; and know where to access further support. Find more support and advice for ways to 'lift someone out of loneliness' on the Better Health: Every Mind Matters – Loneliness web page - it might help you feel less lonely too.

Additional assets available online: Photos (1)

https://uk.tinderpressroom.com/2023-03-07-Tinder-backs-government-campaign-to-tackle-loneliness