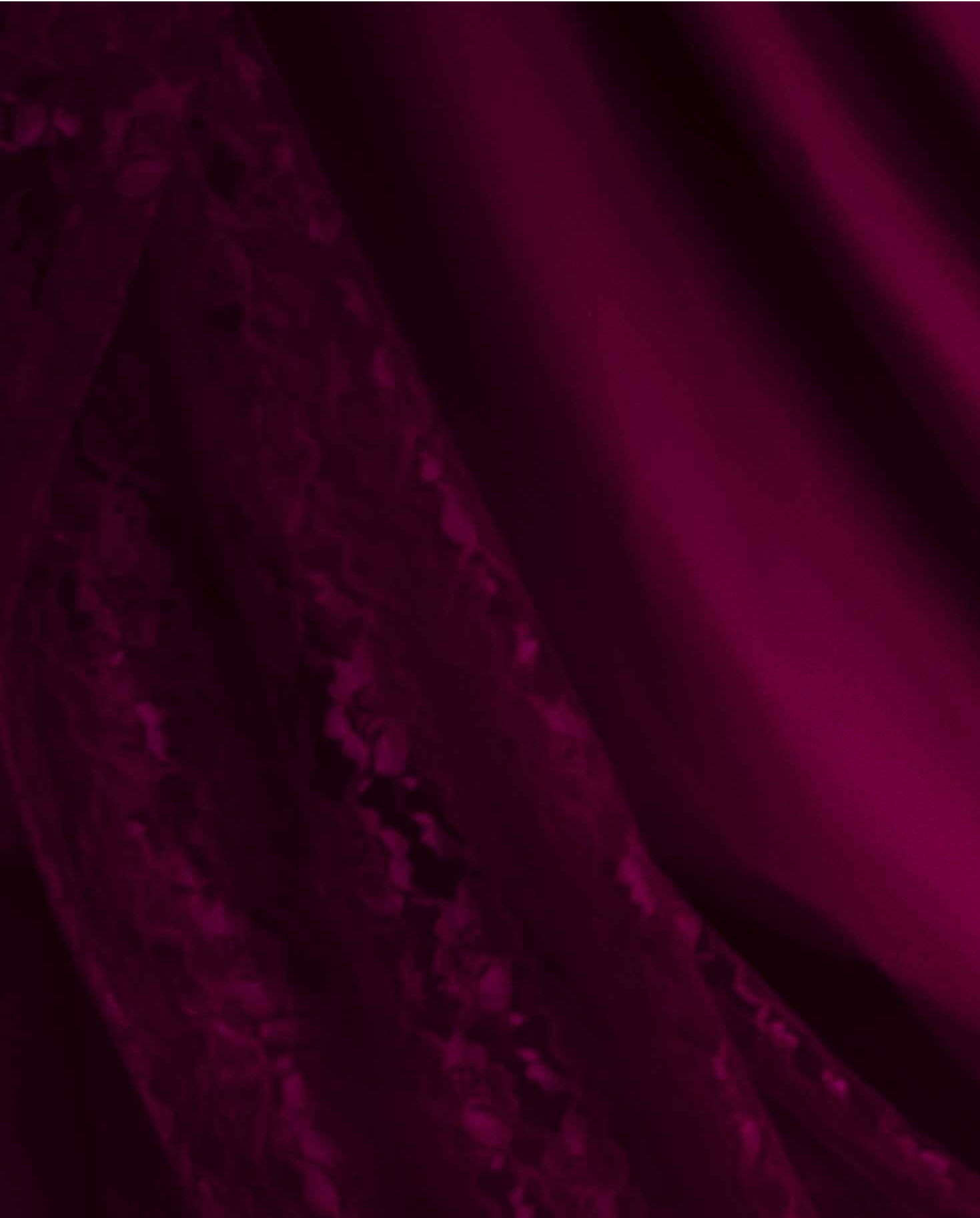


R.I.P. TO THE ICK - OVER A THIRD OF UK SINGLES NOW FIND SMALLICKS CHARMING

New research from Tinder reveals that 67% of UK singles aged 18-34' years old admit they've written someone off too quickly in the past over an ick - and later regretted it







LONDON, 7th October 2025 - Tinder is declaring the 'ick' is on its way out, with new research pointing to a cultural reset with Gen Z. The data reveals that almost a third (30%) of Gen Z singles report feeling comfortable embracing their quirks, no matter how embarrassing - in a bid for authenticity.

Just over two thirds (67%) of daters aged 18-34 admit they've written off a potential partner too quickly because of an 'ick', only to later regret it. This is especially true among women (69%), who tend to be a little pickier than men (64%). Despite this, more than a third of survey respondents (37%) say they're ditching the 'ick list' altogether and choosing to embrace potential partners' niche hobbies and passions.

It seems singles are well and truly over icks, with a third of those surveyed (30%) admitting they'd just laugh it off if they gave someone the ick and over half (59%) say they're now more attracted to partners who show up unfiltered. Almost three quarters of all respondents (74%) say authenticity in dating is more important than ever. This figure is even higher among women at 78%.

Second chances are on the rise too with 54% of Gen Z surveyed saying they're more likely to give someone another go compared to a year ago. Across 18-34 singles, those in Manchester (61%), Newcastle (56%) and Liverpool (55%) are most likely to give their matches a second chance after sensing an ick.

Tinder's research reveals the top icks singles say no longer bother them:

1. Eating loudly / being a messy eater (39%)
2. Using TikTok slang in everyday conversation (e.g. My Shaylaaa) (25%)
3. Clapping when the plane lands (23%)
4. Constantly pausing a show to comment on it (23%)
5. Being overly active on social media (21%)
6. Talking about their star signs (17%)

- 7. Singing the wrong lyrics with full confidence (16%)
- 8. Using LinkedIn like it's Instagram (15%)
- 9. Having an emotional-support water bottle (12%)
- 10. 10.Quoting the Office or another TV show constantly (12%)

If **Grace Campbell, author, comedian and the queen of calling out icks online, says the ick is dead, then it's officially buried.**She said, *"I think icks served a purpose for a time but it's good we're closing the chapter on them. We, as single people, were getting icked out too easily and that was holding us back! Sometimes you have to push past the ick; whether it be someone chewing loudly, wearing ugly shoes, or using the word 'rad' unironically, those quirks could be the things that one day excite you.*

And we should stop being so scared of giving people the ick. Embrace your weird selves. Add your quirk to your Tinder profile and be proud of it - you never know, you could find true love. Wouldn't that be rad."

Tinder in-app data shows UK users are showing an outward display of “cringe” as more daters embrace their authenticity. From September 2024 to August 2025, there's been an uptick in the use of “cringe” [18%], “awkward” [10%] and “silly” [7%] in Tinder UK bio data, indicating a growing pride in users being unapologetically themselves.

As singles ditch icks and embrace authenticity, **Tinder's Global Relationships Expert, Paul C.Brunson** comments: *"We've all got quirks, but people are becoming more open-minded about what really matters when it comes to connection. We're seeing a clear shift away from superficial dating - but letting go of the ick doesn't mean ignoring red flags - it means recognising the difference between a genuine issue and someone simply being themselves."*

To help singles embrace the cringe and celebrate what makes them unique, Paul shares his top tips for letting their authentic self shine on their Tinder profile:

- **Show off your interests, even the quirky ones** - whether it's your love of birdwatching or your obsession with niche reality TV, be proud of what makes you happy. If someone isn't into it, they're probably not your person anyway
- **Be yourself in your photos** - use pictures that capture you in your natural element, whether that's laughing with friends, doing your favourite activity, or just being yourself. A mix of posed and candid will help potential matches see the real you
- **Write how you talk** - if you're witty, playful, or thoughtful in real life, let that tone shine through in your profile. Don't over-do it, it's better to sound likeyou than like everyone else
- **Don't hide your dealbreakers** - if you know you're not a smoker, or you want someone who loves dogs, it's better to be upfront. It saves time and ensures your matches are aligned from the get go

END

NOTES TO EDITOR

- ¹ Research carried out by Censuwide between 3rd September, 2025 to 10th September 2025 of 2,000 singles in the UK 18-34
- ² Tinder UK bio data analysed from September 1st 2024 to August 1st 2025

ABOUT TINDER

Launched in 2012, Tinder revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, "It Starts with a Swipe™".

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