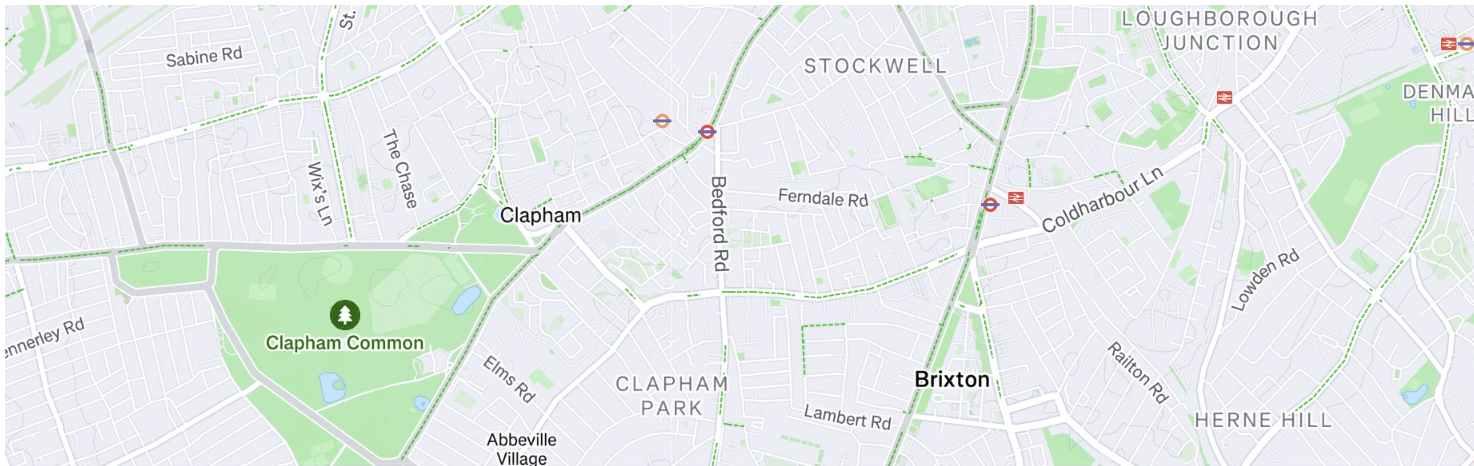


SLOW AND STEADY WINS THE HEART: TINDER REVEALS THE OFFICIAL ‘DATE PACE’ FOR CATCHING FEELS ON THE RUN

- Tinder partners with Andrew Jones, Professor of Applied Physiology at the University of Exeter to officially define ‘Date Pace’ - the perfect pace for a running date
- New research reveals that 38% of Gen Z singles are swapping pints for park runs as activity-based dating hits its stride
- Back by popular demand, Tinder is lacing up for a new season of fitness and flirtation with the return of Tinder SoleMates Run Club in collaboration with running app Runna this May and June







**London, 1st May 2025:** As the sun comes out and singles clean-up their dating profiles for new beginnings, one dating trend is picking up pace: running dates. So to help singles find their stride and meaningfully connect with their Tinder matches in this era of active romance, Tinder is teaming up with Andrew Jones, a Professor of Applied Physiology at the University of Exeter, to officially define the optimal *'Date Pace'* - the sweet spot that helps runners look cool, feel confident and keep the flirty vibes flowing while dating on the move. And the magic number? 12.1 minutes per mile.

#### A pace for hearts and sparks

Perfect for two, *Date Pace* is all about finding a rhythm that keeps the conversation flowing as easily as strides. Professor Jones explains that the moderate 12.1mpm pace keeps the heart rate elevated enough to release feel-good endorphins, without pushing the body into stress mode or causing excessive sweating, so runners feel at ease and can keep up not just step for step, but chat for chat.

*Date Pace* lands as new research from Tinder reveals Gen Z singles are now ditching drinks in favour of endorphins, with over a third (38%) preferring an activity date instead of grabbing a pint when meeting their match IRL<sup>1</sup>. This comes as no surprise with a further 45% agreeing that traditional dates feel more like a job interview, than something actually fun.

This shift towards a more relaxed style of dating is showing up on Tinder too. Mentions of "park run" in UK Tinder users' bios have soared 90% from March 2023 to March 2025, with "running" as an interest more than doubling over the same period.

#### Real good vibes only

The research, which surveyed 2,000 UK singles aged 18-35 years old, also shows that authenticity is a key factor when building connections online and offline, with 72% revealing that they want to show up as their unfiltered selves right from the start<sup>1</sup>. And it seems this realness really pays off, with the majority agreeing that the best connections happen when both people are unapologetically themselves from the outset (82%)<sup>2</sup>.

However, not everyone is ready to sprint into getting sweaty on a first date. Over half of Millennials (58%) admit they're hesitant to embrace a fitness date in case they don't make the best first impressioh So keeping it safe, over a third of Millenials stick with the classic dinner (35%) and drinks (34%)<sup>1</sup>.

#### New dates, new confidence, new passions

As today's young singles embrace low-pressure ways to meet, they're also finding a new sense of empowerment with every connection. In fact, 29% of Gen Z singles say they feel more confident with a potential partner when participating in a more relaxed, activity-based date<sup>1</sup>.

And it's not just sparks flying - new passions are being unlocked too. While just under half of Gen Z singles (42%) admit they've pretended to be sporty to impress a date, for 43%, the bluff has paid off and led them to discover a new activity they now genuinely enjoy.

**Andrew Jones, Professor of Applied Physiology at the University of Exeter** explains: "*Tinder's data shows that more young singles are prioritising their wellbeing than ever before, and with running season in full swing, it's the perfect time to rethink what a first date can look like. Running lifts your mood, builds confidence, and when you get the pace just right, it creates the perfect conditions for genuine connection. That's the magic of Date Pace - which I'm officially defining as 12.1 minutes per mile.*"

#### Finding a connection that goes the distance

To help singles put *Date Pace* to the test, Tinder is bringing back its popular *SoleMates Run Club* for another season. Taking place this May and June, Tinder will host two run clubs in partnership with running app Runna, where runners can either come along with a Tinder match to see if sparks fly IRL, or turn up solo to meet new people over a shared passion (and maybe even run into their solemate, literally).

Designed for all experience levels, *SoleMates Run Club* welcomes everyone to the 5k runs - from seasoned striders to weekend joggers. At the finish line, runners can enjoy a post-run social, complete with drinks, snacks, and exclusive Tinder merch to keep the fun going. The first run club takes place on 8th May, with the second following on 26th June - both hosted in central London.

Spaces are limited, so runners can secure their spot via Tinder's UK [Instagram](#) and [TikTok](#) in the coming weeks. And if you can't make it to one of the run clubs, or fancy a head start, Tinder has created the perfect 'flame' route on Strava in London so singles can lace up and meet up, available [here](#) (and there's even a competition you can join to win some amazing date prizes).

Tinder is also the official connection partner of this year's Hackney Half Marathon, so for runners hitting the streets of London on Sunday 18th May, be sure to check Tinder's 50m takeover of the route and activation within the festival village with merch and more fun to be had.

**Sinead Purcell, Senior Communications Director of Northern Europe at Tinder** comments: "*We know people are craving authenticity and connection and it's showing up in how they choose to date. Date Pace isn't about hitting a PB or focusing on your fitness, it's about creating the right environment for connection and chemistry - where the conversation flows as smoothly as the strides. With SoleMates Run Club you might just find someone you truly vibe with - and someone that embraces your hobbies is a keeper in our books.*"

Insights from Tinder's Year in Swipe 2024 report further underscore the evolving priorities for today's singles, with the gym ranking as the fourth most attractive interest<sup>3</sup> among singles and running being in the top 10 date activities<sup>3</sup>, proving that today's daters are looking for partners who can keep up, both in conversation and on the move.

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#### NOTE(S) TO EDITOR

<sup>1</sup> Research carried out by Censuswide of 2,000 singles aged 18-35 in the UK, between 21st April to 24th April 2025.

<sup>2</sup> UK data from Tinder Bios and Interests from March 2023 to March 2025.

<sup>3</sup> UK data from Tinder Bios, Descriptors, and Interests from 1 Jan to 1 Oct 2024.

#### Methodology of the 'Date Pace' by Andrew Jones, Professor of Applied Physiology in the Department of Public Health and Sport Science at the University of Exeter

##### Purpose

The goal of this study was to find a running pace - called the *Date Pace* - that would be ideal for people taking part in a singles 5K event. The aim was to find a speed that allows people to enjoy the run, feel comfortable, and most importantly, have a conversation without getting too out of breath.

##### Data Source

To work this out, we looked at average finish times from *Parkrun*, a popular free 5K event across the UK. These runs attract a wide mix of people, so we used their times as a guide. We assumed that the kind of people who would sign up for a singles dating 5K would be fairly similar to Parkrun participants in terms of age and fitness levels.

Based on Parkrun stats:

- Most people finish a 5K in **32 to 36 minutes**
- Younger men (ages 20–30) average around **29 minutes**
- Younger women in the same age group average around **36 minutes**
- Times generally go up as people get older

#### How We Chose the Pace

We made a few key assumptions when picking a pace for the Date Run:

1. **Similar Crowd:** We expected the singles 5K to attract a similar type of runner as Parkrun.
2. **Running Effort:** Most people run Parkrun to get a good time, so they push themselves. But a dating run should be more relaxed and social.
3. **Couples Stay Together:** Since people will be pairing up during the run, it makes sense for the pace to match the slower runner so both can enjoy it.
4. **Conversation is Key:** The pace should allow runners to talk comfortably - this means not being so out of breath that chatting becomes difficult.

With this in mind, we aimed for a pace that would feel easy for most people. Parkrun times suggest an average pace of around 11 minutes per mile, but because the Date Run should be more relaxed, we went slightly slower and suggested 12.1 minutes per mile (or 7.5 minutes per kilometre).

Participants are advised to run at the pace which best suits their abilities as the Date Pace proposed (12.1 min/mile) is only an estimate. Whilst this speed will be below the 'ventilatory threshold' (where the breathing rate becomes disproportionately higher and holding a conversation becomes more difficult) for most people, everyone is different. One way to find a speed that allows participants to converse in full or almost full sentences without struggling for breath, is the 'Talk Test', a simple way to measure relative intensity.

#### 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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<https://uk.tinderpressroom.com/SolematesDatePace>