

TINDER TEAMS UP WITH GEN Z CLEANING EXPERT ANN RUSSELL TO HELP SINGLES SPRING CLEAN THEIR DATING LIVES

New research reveals that 43% of UK singles are overwhelmed by digital dating clutter, with Gen Z (43%) and women aged 18-35 (44%) most affected
Data shows digital dating advice at an all-time high, with more than half of men aged 18-35 (57%) following multiple social media accounts for tips on finding love





London, 2nd April 2025 - Tinder is teaming up with Ann Russell, the internet's no-nonsense cleaning expert, to help young singles ditch their digital clutter, give their dating lives a deep clean and get ready to connect this spring.

New data from Tinder¹ reveals 43% of British singles feel mentally weighed down by the digital debris of old matches, adverse advice and ex-texts they should've deleted months ago, with women most impacted by the collected clutter in their phones (44%). That, combined with a deluge of online dating advice is negatively impacting relationship outlooks.

Scroll, Like, Repeat: Dating Advice Overload

Tinder surveyed British singles aged 18-35 and found that 38% have followed online dating advice, with more than half of men surveyed (57%) following up to ten accounts or influencers that discuss dating trends and provide advice. Men (30%) are also more likely to seek guidance from internet experts and forums than women (26%). However, over a third of all singles surveyed (39%) admitted feeling overwhelmed by it, with 42% finding the advice contradictory, and 31% entering a negative headspace after reading it.

Tech-savvy Gen Z² are most likely to apply digital dating advice to their real-world relationships (30%) compared to a quarter of millennials³ (26%). This was highest among Gen Z men, with more than one in four (27%) admitting they'd drafted a message to a date directly after reading advice on social media. Despite this, confusion persists for both men and women on what "good" dating advice is, with 44% of all singles surveyed unsure what to apply to their own love lives.

Cleaning expert Ann Russell, known for her effective, no-nonsense advice, is teaming up with Tinder to help young singles declutter their digital dating habits. Her five practical tips will help the 52% of singles ages 18-35 wanting to clear out their digital clutter, with each tip helping young singles digitally reset and refresh ahead of making new connections this spring.

Ann Russell's dating digital decluttering tips:

- C - Clear out old flings** – if they ghosted, let them stay ghosts
- L - Let go of your ex**. Unfollow across social and delete their number
- E - Erase messages** starting with "hey u up." We've all been there
- A - Archive the old Tinder bios**. Yes, you're adventurous, but give us something new
- N - New season, new you**. Match with intent – it's time for quality over quantity

Love's Leftovers: The Smartphone Cleanup

Tinder's research also shows that British singles have a 'museum of exes' in the palm of their hand, with four in ten (41%) surveyed admitting they're holding onto old phone numbers from past connections, with an average of eight ex's numbers stored at any given time.

Gen Z singles emerge as digital hoarders, who are less likely to let go once a relationship ends. Their top habits include regularly checking their ex's social media profiles (44%), reading through old text messages (39%), and revisiting photos of their ex-partner (36%).

Meanwhile, their millennial counterparts find digital detachment easier with 32% deleting their ex's chat after a breakup, embracing the 'out of sight, out of mind' approach. They are also less likely to keep unsent message drafts (51%) or save voice notes from past relationships (47%) compared to the more tech-reliant Gen Z'ers.

However, both generations love a trip down memory lane, with the average person checking old relationship photos at least once per week. This increases to six times per month for those in Wales and five times per month for Scottish singles.

Ann Russell adds: "No matter how old you are, it seems like digital relationship baggage is weighing people down and holding them back from exploring new possibilities. Clearing out your phone is exactly like a wardrobe clearout - it's making space for something that will suit you better right now, whatever that looks like."

Despite all the digital clutter, love is still in the air as half of those surveyed would like to make new dating connections this spring (50%), with 41% having refreshed their dating app profiles.

Sinead Purcell, Senior Communications Director at Tinder, says: "It's clear people are carrying around digital dating baggage in their phones. When you add to that the perfect couples and bad dates you hear about online, it's no wonder dating can feel overwhelming. Modern relationships aren't just about matching, but about making room for the type of connection you want - whether you're looking for fun, love or just a new spark. Clearing out the digital dust will create space for more intentional likes."

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NOTE TO EDITOR

¹Research carried out by Censuswide of 2,000 singles aged 18-35 in the UK, between 19th March to 25th March 2025.

²Gen Z age bracket surveyed: 18-27 year olds.

³Millennial age bracket surveyed: 28-35 year olds.

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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