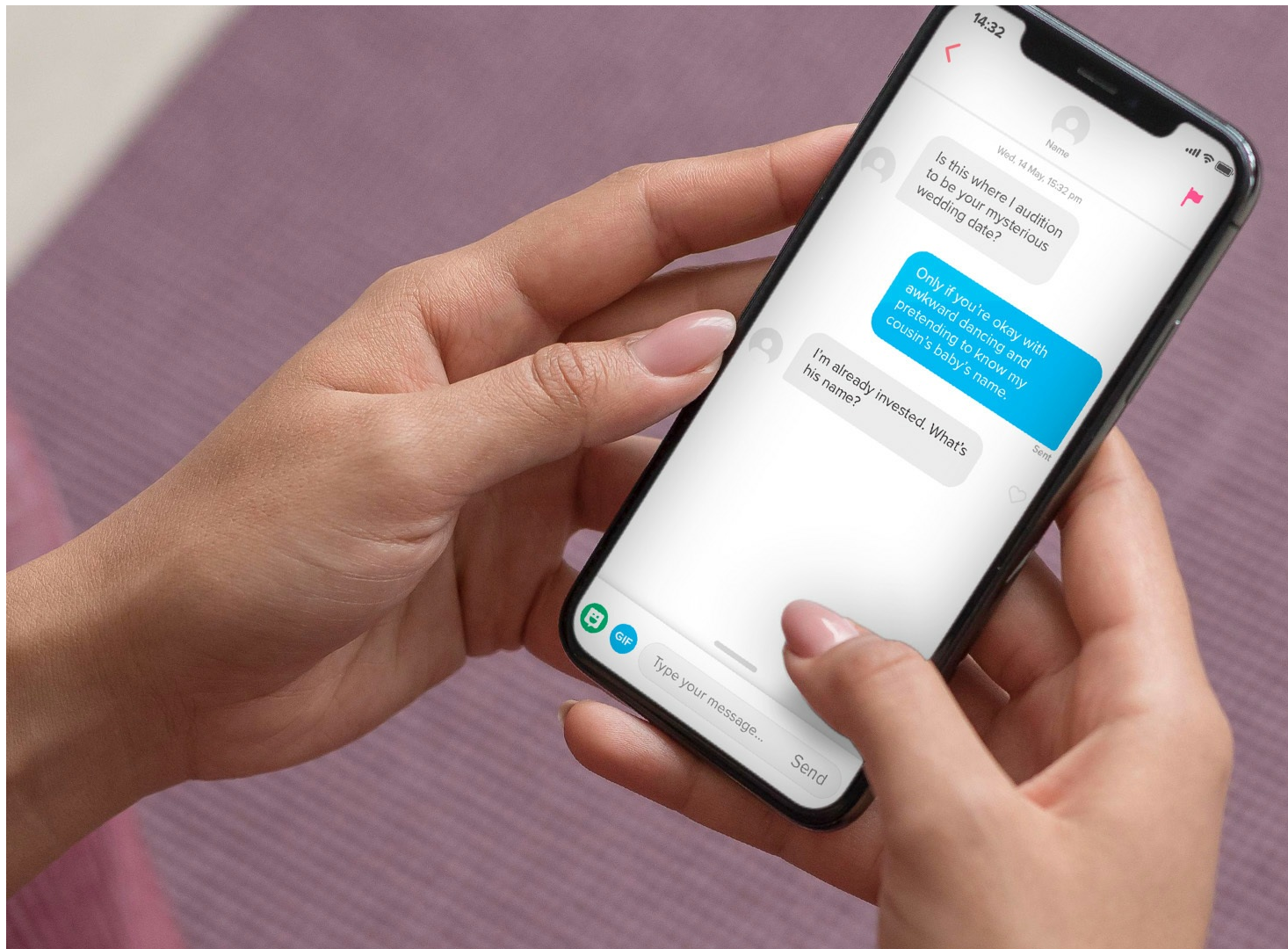


TINDER TO HELP COVER THE COST OF PLUS ONES THIS WEDDING SEASON

Tinder's new "+1 Fix" will contribute to wedding dates for up to 20 new matches made in-app this year



London, 20th May, 2025 – As wedding season kicks off, Tinder is helping UK singles avoid the awkward solo RSVP by launching *The +1 Fix*, a new initiative that will contribute up to £150 in costs for taking a plus-one to a wedding this summer, available to users who matched in-app this year.

Tinder data shows its users are using the app to find a wedding match, with a 69% increase in mentions of "wedding +1" in Tinder user bios over the last year and over three quarters of British singles (77%) admitting they feel more excited and comfortable attending a wedding if they can bring a plus one.

New research from Tinder also reveals that 59% of young singles say they've spent over £200 on travel, gifts, and outfits for a wedding – despite flying solo. And over a third (34%) have turned down an invite altogether because the cost just didn't make sense without a plus one.¹

But it's not only about money - it's emotional too. While cost is one reason to say no, for nearly one in three, the idea of showing up alone is enough to make them consider skipping the big day and RSVPing "no". That might be why 45% of young single men and 31% of young single women say they're actively looking for a wedding date this year¹.

In fact, half of British singles (50%) have either been seated at the kids' table or less desirable table just because they didn't have a date. For some, the discomfort runs even deeper with 44% of Brits admitting to leaving a wedding early to avoid awkward moments, and over a third (34%) of British Gen Z saying they've joked about bringing a fake date to dodge the 'are you seeing anyone?' interrogation.

Despite the pressure, weddings can be a defining moment in a budding romance. 75% of respondents say attending one sparked a deeper conversation about their future with their date, while 63% say it helped them take their relationship to the next level.

Tinder surveyed 2,000 single Brits aged 18 - 35 and found just what they are looking for in a plus one:

- 40% would rather bring someone "vibey but new" to a wedding than someone long-term that they're not that into
- Confidence (41%), a good sense of humour (51%) and bringing fun to the table (28%) are the top qualities people are looking for in a plus-one
- Bonus points if they're up for dancing with the bride's nan (11%)²
- Gen Z are after Insta-worthy pictures - with 16% wanting a date who'll snap as many pics as it takes to get the one
- A fifth (21%) of millennials are after a date who can help them smooth over any awkward table moments with charm

The research also reveals that 59% of British singles have invited a close friend as a platonic plus one when a romantic date wasn't on the cards. And Gen Z (54%) and Millennials (62%) are aligned in believing every guest should get a plus one, no matter their relationship status¹.

The desire to share the moment – even with someone new – is real: Nearly half (46%) of singles think bringing a plus one to a wedding is a bigger deal than introducing them to their family. And when it comes to bold moves, 42% say they'd happily go on a first or second date to a wedding¹.

With 66% of Brits attending at least one wedding this summer¹, Tinder's +1 Fix is here to make it easier – and cheaper – to say "yes" to the invite. For the entry form see [HERE](#). Terms and conditions apply: see [HERE](#). Subject to availability.

"Weddings are meant to be fun and joyful, not stressful – but for many singles, the pressure to bring a plus one can feel overwhelming," says Sinead Purcell, Director of Communications at Tinder *"Tinder's +1 Fix is here*

to take the awkwardness out of the equation – and to take the sting out of the costs! Whether it's a new spark or a fun connection, we're helping our users show up with someone who makes the whole day better. Sometimes, the best plus one is just a great Tinder match made at the right time."

ENDS

NOTE(S) TO EDITOR

*Offer available for up to 20 UK based couples who have matched in-app since January 2025 and are attending a wedding together in summer 2025. Terms and conditions apply. Subject to availability. For more information, see [HERE](#).

¹ Research carried out by Censuwide of 2,000 singles aged 18-35 in the UK, between 2nd May, 2025 to 7th May 2025.

² UK data from Tinder Bios and Interests from February 2024 to February 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™".

Tinder is a registered trademark of Tinder LLC.

<https://uk.tinderpressroom.com/TINDER-TO-HELP-COVER-THE-COST-OF-PLUS-ONES-THIS-WEDDING-SEASON>