Tinder UK Newsroom

UK SINGLETONS CAN NOW REGISTER TO VOTE WITH A SWIPE ON TINDER

Ahead of registration closing today, Tinder are showing that a Single Vote is a powerful one

With registration closing today for the UK election, Tinder is making it easier for users to ensure their voices are heard on December 12th.

In the run up to the registration closing date, Tinder users in the UK will be served a Swipe Card in app. With one swipe, Tinder users will be directly taken to the UK election registration page to register to vote.

Tinder is encouraging its users to vote as recent research*, has found that when it comes to voting in democratic elections, single people are the least likely to turn out to the polls.

With Singletons counting for a third of the voting population, Tinder is hoping its users will swipe to register over the next two days to show that a Single vote is a powerful one.

*Research reference: https://www.parliament.uk/documents/speaker/digital-democracy/Digi090DemocracyCounts.pdf

About Tinder

Tinder is the world's leading app for meeting new people. Available in 190 countries and 40+ languages, Tinder is currently the highest grossing non-gaming mobile app globally.

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https://uk.tinderpressroom.com/UK-SINGLETONS-CAN-NOW-REGISTER-TO-VOTE-WITH-A-SWIPE-ON-TINDER