

New Tinder Research Finds Women's Football is One of UK Gen Z's Favourite First Date Ideas

Tinder Hot Matches brings flirting and football together in London and Manchester



London, Thursday 3rd July 2025: To mark the start of a huge summer in women's football, **Tinder is launching *Tinder Hot Matches*** in London and Manchester - mixing football, flirting and first dates, the events are designed to help singles bond over their shared passion for the beautiful game.

Part viewing party, part foosball tournament and part social mixer - *Tinder Hot Matches* will transform **Shoreditch's White Rabbit Studios (Saturday 5th July)** and **Factory International in Manchester (July 9th)** into a space for connection, chemistry and competition with a foosball tournament, photo booth, and a line-up of DJs soundtracking the night from kickoff to the final whistle.

The events come as new research from Tinder shows just how deeply football is woven into UK Gen Z's dating culture **with 82% saying they'd go to a women's football match for a first date**. Among Gen Z respondents the findings also reveal:

- Nearly a third (29%) are looking for new and exciting places to watch women's football and meet like-minded people
- 1 in 5 (20%) say supporting the same team is essential for romantic chemistry
- 21% say whoever they date needs to support women's football
- 50% say they've already found friends and dates through football events

Sinead Purcell, Senior Communications Director at Tinder said: *"Whether you're planning to cheer on your team or hoping to meet someone who shares your passion for women's football, *Tinder Hot Matches* is your chance to experience the energy of the game - and maybe meet your match. Football brings people together in a way that feels natural, social, and fun - so we're tapping into that to help spark real connections."*

Celebrating the growing crossover between women's football and dating, Tinder has also teamed up **Manchester City footballer Kerstin Casparij and her girlfriend Ruth Brown** to front its new European campaign - [Wherever it Takes You](#). The film celebrates queer love, real connection, and the unexpected places a 'Like' on Tinder can take you. From first dates to professional contracts and championship goals, the film traces Kerstin's flourishing career and Ruth's growing passion for the game - sparked by their meeting on Tinder two years ago.

Whether you're cheering for your favourite team or just looking for some sparks off the pitch, Tinder's Hot Matches is set to be the social event of the summer.

*T&Cs apply - attendees must be 18+ to participate in the *Tinder Hot Matches* events. Subject to availability on a first come, first come first served basis. [Sign up here](#)*

Notes to Editors:

*All research included in the release was carried out to 2,000 UK adults aged between 18 -65 years old, by OnePoll from 25th - 30th June 2025. Research referring to 'Gen Z' is representative of results from participants aged between 18-24 and research referring to 'Brits' is representative of results from participants from Great Britain.

For media enquiries, please contact: tindergroupuk@wcommunications.co.uk @TinderUK | #TinderHotMatches

About Tinder

Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190

countries and 45+ languages. More than half of all members are 18-25 years old. In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company. Tinder is a registered trademark of Tinder LLC.

<https://uk.tinderpressroom.com/Womens-Football-is-One-of-UK-Gen-Zs-Favourite-First-Date-Ideas>