

GENERATIONAL SHIFTS: QUEER COMING OUT MOVES ONLINE FOR GEN Z

Tinder reveals more than half of LGBTQIA+ people came out on a dating app before telling friends or family, with 65% feeling safer doing so 60% of those surveyed agree that dating apps help them learn more about themselves and their identity





LONDON, UK – 11 JUNE 2025 – As PRIDE Month gets underway, Tinder is teaming up with Jamie Windust, writer and model, to spotlight the role dating apps play as safe, judgement-free spaces for LGBTQIA+ singles.

Tinder surveyed 4,000 LGBTQIA+ respondents across the UK, US, Australia and Canada and found that for a growing number of young queer people, dating apps are where they first come out, explore who they are, and begin to connect with others - romantically or as friends.

Coming Out Happens Online First

The findings show that more than half (53%) of LGBTQIA+ respondents came out on a dating app before telling friends or family - rising to 59% amongst Gen Z. For most, this first moment of coming-out happened on Tinder.

This digital-first coming out reflects a wider generational shift as young LGBTQIA+ people are increasingly using online platforms as a more controlled space to navigate identity on their own terms.

The respondents cited reasons including connecting with people like them (41%), coming out without immediate pressure (41%), and feeling a sense of belonging - even when the connection isn't romantic (40%).

The data shows how apps like Tinder are providing low pressure spaces for queer singles to explore. Over half (55%) of LGBTQIA+ respondents said they had never had a queer dating experience before online dating, with 48% revealing this was because of uncertainty about identity.

Dating Apps as Digital Safe Spaces

The research highlights the critical role dating apps play in LGBTQIA+ self-expression today, with almost three quarters (74%) agreeing they offer a comfortable space to express gender and sexual identity and 65% feeling safer coming out on apps than in real life.

This sense of comfort is especially important for those who identify 'beyond the binary', who were the most likely to have come out on a dating app before telling others in their lives (59%).

Jamie Windust, author and model says: *"I'm proud to be working with Tinder this Pride to shine a light on the importance of safe online spaces, especially for trans and non-binary people. For so many in our community, dating apps can be the first place they feel they can play with their own sense of identity, be seen, respected, and free to explore who they are. So many queer people have found the courage to come out - not just to others, but to themselves - through apps like Tinder. That kind of connection and growth is what Pride is all about. Fostering safe digital spaces so we can all explore our identities in ways that work for each of us."*

Finding Community and Confidence

Beyond romance, dating apps like Tinder are helping Gen Z queer people build friendships and support networks. Three quarters (75%) agree dating apps are a good way to meet new people, even if it doesn't lead to dating. For many, it's simply about finding others who understand their experience as 72% say online dating plays a significant role in forming connections within the LGBTQIA+ community.

Notably, dating apps also help users gain clarity on what they want. Almost three quarters (72%) say they've learned more about the types of people they want to date, while over half (60%) say dating apps have helped them learn more about themselves.

Sinead Purcell, Senior Communications Director of UK and Nordics at Tinder comments: *"For a generation that has grown up online, the path to self-discovery was always going to look different to that of previous generations. More and more, we're seeing young queer people turn to dating apps not just to find someone, but to explore and express who they are. We're proud that Tinder is more than just a place to match; it's become a space where people can be their full selves, sometimes for the very first time."*

A New Era of Digital Pride

Tinder is also renewing its collaboration with celebrated designer Willy Chavarria and the Human Rights Campaign (HRC) - unveiling new designs from the previously sold-out How We Love Is Who We Are collection.

The collection continues to champion love without limits, spotlighting unity and resilience through new designs. The limited-edition collection is available now globally via [WillyChavarria.com](https://www.WillyChavarria.com).

Tinder is also reintroducing its annual in-app Pride profile stockers, live now through 1 July, transforming self-expression into real-world impact. The new stickers will include **Happy Pride, Proud, Ally, Protect Trans People, Pride Flag**, and **Shine On**.

For every sticker added in June, Tinder will donate \$1 USD to the Human Rights Campaign (up to \$50,000 USD), contributing to a total donation of up to \$100,000 USD.

ENDS

NOTES TO EDITORS

Censuswide survey carried out on 4000 respondents from the LGBTQIA+ community in the UK, US, Australia, and Canada aged 18 years and above from the 28th May to the 7th June 2024.

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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