Tinder and Spotify release Playlist Generator to help singles strike a chord with their date this cuffing season

New research from Tinder reveals that music is the ultimate compatibility test for Gen Z.*

In the perfect match stakes, singletons are most hoping to find a match who shares their taste in music (84%). This, along with other shared interests, outweighs looks (64%), political views (61%) and even a sense of humour (48%).

To help singles find their groove, Tinder and Spotify have collaborated - scouring bios and profiles - to create playlists suited to every Cuffing occasion, so that matches can kick off their next date on the right note. Introducing the <u>'Date Night Playlist Generator'</u>, which has just launched.

As we slide into Cuffing Season, over half (51%) of Gen Z are hoping to get into a relationship and nearly a fifth (17%) are looking to casually date, as the nights draw in. While temperatures are set to drop, dates at home will be on the rise, with 18-24 year olds admitting that they fancy having a date at home after just four dates.

To find a match made in perfect harmony on Tinder, take note that 'Music' ranks as the most popular Interest on profiles** and if you're looking for a music wingman, it's Drake who is sure to prove a hit with your matches, as he is the artist most included in Tinder bios.

So which tunes are bagging us a first date?***

The most popular Anthems in Tinder bios this month are:

- 1. Way 2 Sexy (with Future and Young Thug) Drake, Future, Young Thug
- 2. Girls Want Girls (with Lil Baby) Drake, Lil Baby
- 3. Fair Trade (with Travis Scott) Drake, Travis Scott
- 4. STAY (with Justin Bieber) The Kid LAROI, Justin Bieber
- 5. Hurricane Kanye West

Which artists should you be name-dropping in bios to catch your potential match's attention?

The most popular artists named in Tinder bios this month (September) are:



Mabel - 15% more mentons

Miley Cyrus - 43% more mentions

How does the 'Date Night Playlist Generator' work?

By answering just a few simple questions that tell us a bit about your dating style, we'll match you with the perfect playlist that both you and your date will love.

Whether it's 'Make Out Jams' for 1 in 20 singletons who are looking to skip the chit chat and get down to business, or 'Love Letter' to keep things romantic for the 20% of vino and spaghetti dinner daters, leave the music to us.

It's one less thing to think about!

The 'Date Night Playlist Generator' will be live from Monday 27th September for one month.

What are Anthems?

Anthems are songs that you can add to your Tinder profile, when you link your Tinder account to your Spotify account.

Some of the playlists that the 'Date-In Generator' might serve you:

1. Serotonin

100% good vibes to set the mood - You're all about living your best life and staying true to yourself. The perfect date night-in playlist for you is all about the vibes. Hit shuffle and let the serotonin filled night roll on.

2. 90s Love Songs

Bust out the boombox and set the mood - For couples that love reflecting on the good times. Here's the perfect

background playlist for in depth chats about the original Nintendo. Hit shuffle and nostalgia your night away.

3. Ily x

When it comes to love, say less - You're the couple who prefer to communicate via emoji. Here's the perfect soundtrack for romantically texting each other in the same room.

https://uk.tinderpressroom.com/spotify