

Tinder Launches Voter Registration Tools to Help Get Singles to the Polls

Members can register to vote and find easy-to-understand breakdowns of their ballots in the app - because not voting can be a deal breaker

LOS ANGELES, Calif. (October 6, 2022)— Voting is all about finding the perfect match for your civil rights, but for many young singles, that's easier said than done. A recent Tinder survey found nearly two-thirds (63%) of singles ages 18-25, who make up more than half of Tinder's member base, say the information on ballots is overwhelming, and 70% say the voting process should be easier to understand.* To make it easier for people to be civically engaged leading into this year's midterm elections, Tinder has partnered with BallotReady to launch a new Election Center feature within the app where members can easily access voter registration tools, find polling stations, and access easy-to-understand breakdowns of their local ballot measures.

While key issues such as reproductive rights (43%), gun policies (42%), and education (42%) rank high in the list of concerns motivating young singles to vote this year, performing your civic duties may also improve your chance for a match, as over half (53%) of young singles say knowing a potential match on a dating app is a regular voter would make them more attractive. Conversely, 47% say finding out the person they're dating is a non-voter would be a dealbreaker.

"This new generation of daters wants to be heard. We're so inspired by their willingness to prioritize potential matches that show up at the ballot boxes this year and use their votes to address the issues that matter most to them, whether that be reproductive rights, marriage equality, gun control, or education," said Melissa Hobley, CMO at Tinder. "Many young singles don't feel properly informed on key issues in these midterm elections, and we want to do something about that. Tinder's partnership with BallotReady is a meaningful way for our members to easily get involved, informed and show off their civic pride to potential matches."

The Election Center will feature the following sections to make voting a breeze:

- **Register to Vote:** To ensure they don't miss their state's registration deadline, members can select their state/territory and be redirected to its registration page.
- **My Actions:** Prepare for the polls with a checklist detailing the steps to register to vote, request a mail-in ballot, and find local polling stations based on location.
- **My Stickers:** Tinder members will also be able to flex their civic pride by adding fun 'I Voted' stickers to their profile and encourage potential matches to do the same.
- **My Ballot:** Access easy-to-understand information on local ballot measures from BallotReady to help members feel empowered in making informed voting decisions.



Starting today, members can access the Election Center in Explore, a space on Tinder to discover and interact with potential matches over shared interests and experiences. Tinder members will also start to see in app promotions and push notifications helping direct them to the Election Center

About Tinder

Tinder is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, it's been downloaded more than 530 million times and led to more than 75 billion matches.

**All referenced stats sourced from a survey which was conducted online within the United States by The Harris Poll on behalf of Tinder from September 13-15, 2022, among 2,076 adults ages 18+, of whom 162 are young singles (ages 18-25 and not in a committed relationship). The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.8 percentage points using a 95% confidence level. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact press@gotinder.com.*

<https://www.tinderpressroom.com/2022-10-05-Tinder-Launches-Voter-Registration-Tools-to-Help-Get-Singles-to-the-Polls>