

Swipe the Vote



First it was Bernie [supporters](#), then it was [Rubio](#). We've been amazed by the amount of users expressing their political views with matches during this presidential campaign. That's why we decided to build Swipe the Vote.

But don't worry if you haven't decided whether you're for Hillary or Bernie, whether minimum wage should be raised, or whether you are even registered to vote. Tinder has you covered.

This year, we're excited to partner with [Rock the Vote](#) and invite our users to weigh in on the issues that are heating up the debate and encourage them to register to vote ahead of the election. After all, millennials should play a big role in deciding who our next president is.

Starting today, users in the U.S. may see a 'Swipe the Vote' video card when they are swiping. Simply tap on the card and to swipe right on stances you agree with and left on those you don't. To learn more about each issue, just tap the card before your swipe.

Once you've swiped through ten of the hottest issues, you'll be matched with the candidate who best matches your views. We'll show you how you compare with other candidates, too! Tap on candidates to learn more about the specific issues you agree and disagree on. From there, you can share who you matched with on social and - most importantly - easily register to vote with Rock the Vote.

The 'Swipe the Vote' experience was built in collaboration with Wedgies, a real-time polling platform.

Swipe on!

Additional assets available online:  [Photos \(3\)](#)

<https://www.tinderpressroom.com/swipe-the-vote>