Tinder Newsroom

Tinder's 2019 Year in Swipe®



Introducing The Year In Swipe – a look at the biggest and most talked about topics for Gen Z in all of 2019. This isn't your average 'year in review' wrap report, but a deep dive into the way Gen Z connects. Whether it's touting causes in their bios or mentioning phrases like climate change and the environment, it's clear that Gen Z connects over changing the world. Check out our Year in Swipe Video and everything else we've learned about Gen Z this year!

Show What You Stan For

Gen Z was more likely to mention causes or missions than travel in their bios in contrast to Millennials who were 3x more likely to talk travel. Phrases like "climate change," "social justice," "the environment" and "gun control" topped the list of what Gen Z care about.

A Facepalm Year

If Tinder was any indication, 2019 was a Facepalm of a year. While over 300 million emojis were used in Tinder bios in 2019, one rising star really caught our attention: the Facepalm.

Additional assets available online: Photos (2) Video (1)

https://www.tinderpressroom.com/tinders-2019-year-in-swipe-r