

## GEN Z & MILLENNIALS IN APAC PROVE HUMAN CONNECTION TRIUMPHS ALL IN TINDER'S SWIPE NIGHT

- Between going at it alone or to watch the end of the world with friends, 88% of Gen Z and Millennials chose to 'watch (the end of the world) together'
- Relationships, over everything - 60% chose to stop the fight between Graham and Lucy so that the group would stay together to brave the end
- Whether you grew up with reading Marvel comics or watched the entire Avengers franchise, 60% called their loved one to say 'I love you 3,000' instead of a simple ILY - much like our bonds between family and loved ones, pop-culture is forever

Asia-Pacific, October 9, 2020 – The international launch of [Swipe Night](#) concluded last weekend with a bang - literally for 98% of Tinder members in APAC who saw the apocalypse brought on by an asteroid. 2% were spared by a mysterious superhero called on by the protagonist, played by Tinder members, inspired to save the world through his/her/their choices. With the end of the world looming, Tinder members in APAC proved that despite perceived generational differences, above all, human connection triumphs.

When nothing else matters, WE matter

60% of Tinder members chose to stop the fight between Graham and Lucy, and wanted the couple to kiss and make-up so the group of friends could stay together. While there were slightly more Gen Zs (62%) than Millennials (58%) who chose to spend some time to save the friendship and stop the fight instead of walking away, it's clear that for both generations nothing can stand in the way of true friendship – not even an asteroid apocalypse. Arguably the most quotable quote from Swipe Night, was Graham professing to Lucy, 'Forget everything else... You're my ending'. 🥰

The need for connection

The idea of an 'End of the World party' sounds 🔥 – especially when you're stuck in a barren location with no means to get home. In fact, 88% of Gen Z and Millennials chose to check out the Warehouse party instead of wandering around with a puppy. Even when it's literally the end, we can't stop ourselves from wanting to connect with another. 62% of members in APAC, slightly more (5%) than the global average, chose to 'meet someone special' and 'dance with him/her/them', instead of raging on through the night alone. The saying "nothing can keep us apart" couldn't ring truer here!

I choose you, anytime, and every time

We chose to forgive Molly despite everything. Between braving it alone or watching the end of the world with friends, 88% of Gen Z and Millennials chose to 'watch (the end of the world) together'. However, while it might have been a heart-wrenching decision to some, others did choose to watch the end of the world alone and call a

family member. Now, whether you grew up reading Marvel comics or you've watched the entire Avengers movie franchise on the big screens, 60% called a family member to say 'I love you 3,000' instead of a simple ILY at the end. Much like our bonds between family and loved ones, pop-culture is forever.

Swipe Night saw millions of decisions made in APAC over the course of three episodes. Tinder members were faced with dilemmas in some instances (Tell on your cheating friend, or keep it a secret in Episode 1), and other relatively simpler decisions (Grab a bag of Cheetos, or a first aid kit in Episode 2) to match – pun intended. Despite the thousands of potential story paths and behavioral differences between generations, members in APAC proved that human connection triumphs anything else in the decisions they make - nothing else mattered as much, and it was literally the end of the world!

Now that Swipe Night is over, what will members do? Tinder has features such as [interests](#), prompts and [face to face video](#) that were introduced for members in Asia-Pacific to create shared experiences so that they can continue to develop more meaningful connections.

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#### NOTES TO MEDIA:

- Global numbers cited refer to the average of 24 countries analysed which includes Australia, Brazil, Canada, Germany, Denmark, Spain, Finland, France, Great Britain, Indonesia, India, Italy, Japan, South Korea, Mexico, Netherlands, Norway, New Zealand, Singapore, Sweden, Thailand, Taiwan province of China, USA and Vietnam
- APAC numbers cited refer to the average of 9 countries/cities Australia, Indonesia, India, Japan, South Korea, Singapore, Thailand, Taiwan province of China, and Vietnam

#### ABOUT TINDER

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. It has been downloaded more than 340 million times and is available in 190 countries and 40+ languages. Tinder has 6.2 million subscribers and is the highest grossing non-gaming app globally.

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