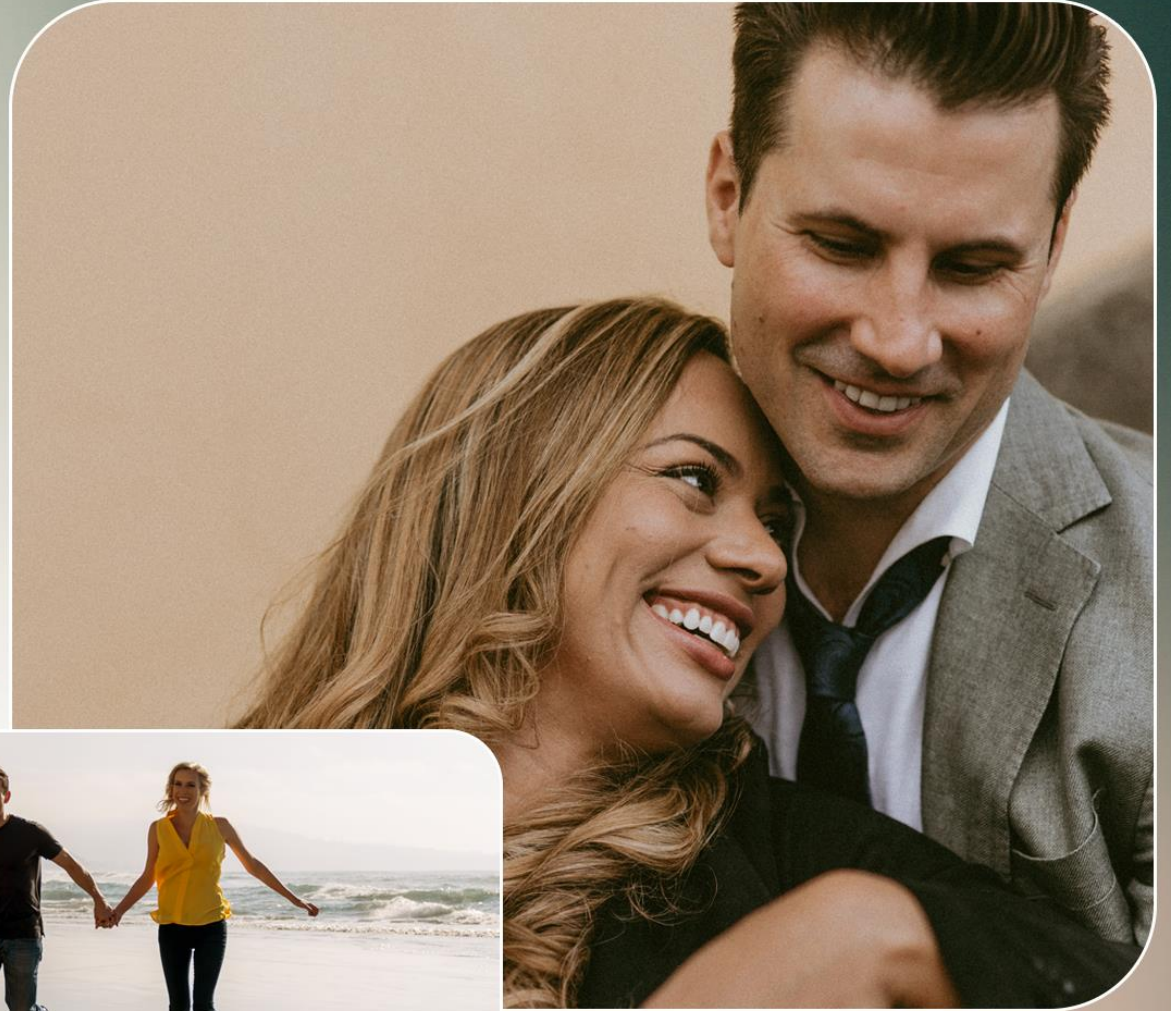




Tawkify's Quarterly Dating Trends Report

Powered by Tawkify's database of millions of singles & hundreds of thousands of matches.



May 2025

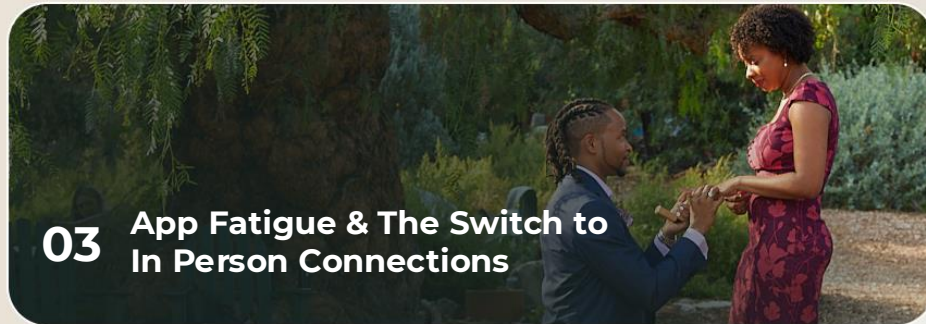
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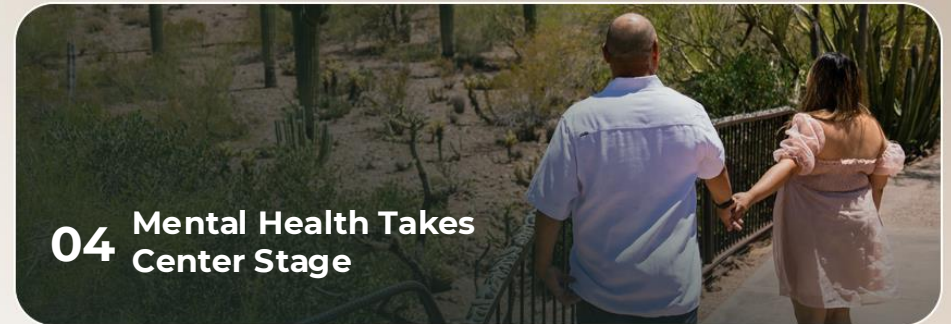
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Singles Are Getting Intentional



“The rise in popularity of activity dates mirrors research that suggests couples who engage in physical activities together are happier, stronger, and more connected to each other. In contrast, bar dates are typically noisy, distraction-filled environments that are not the most conducive to authentic interactions and getting to know someone on a deeper level.”

-Brie Temple, CCO

From Cocktails to Culture

How Singles Are Rethinking First Dates

Activity dates are up to **1.25X more likely** to lead to a second date than those that take place at a restaurant.

Activities



Restaurant/Bar



Cafe



Other



From Cocktails to Culture

How Singles Are Rethinking First Dates

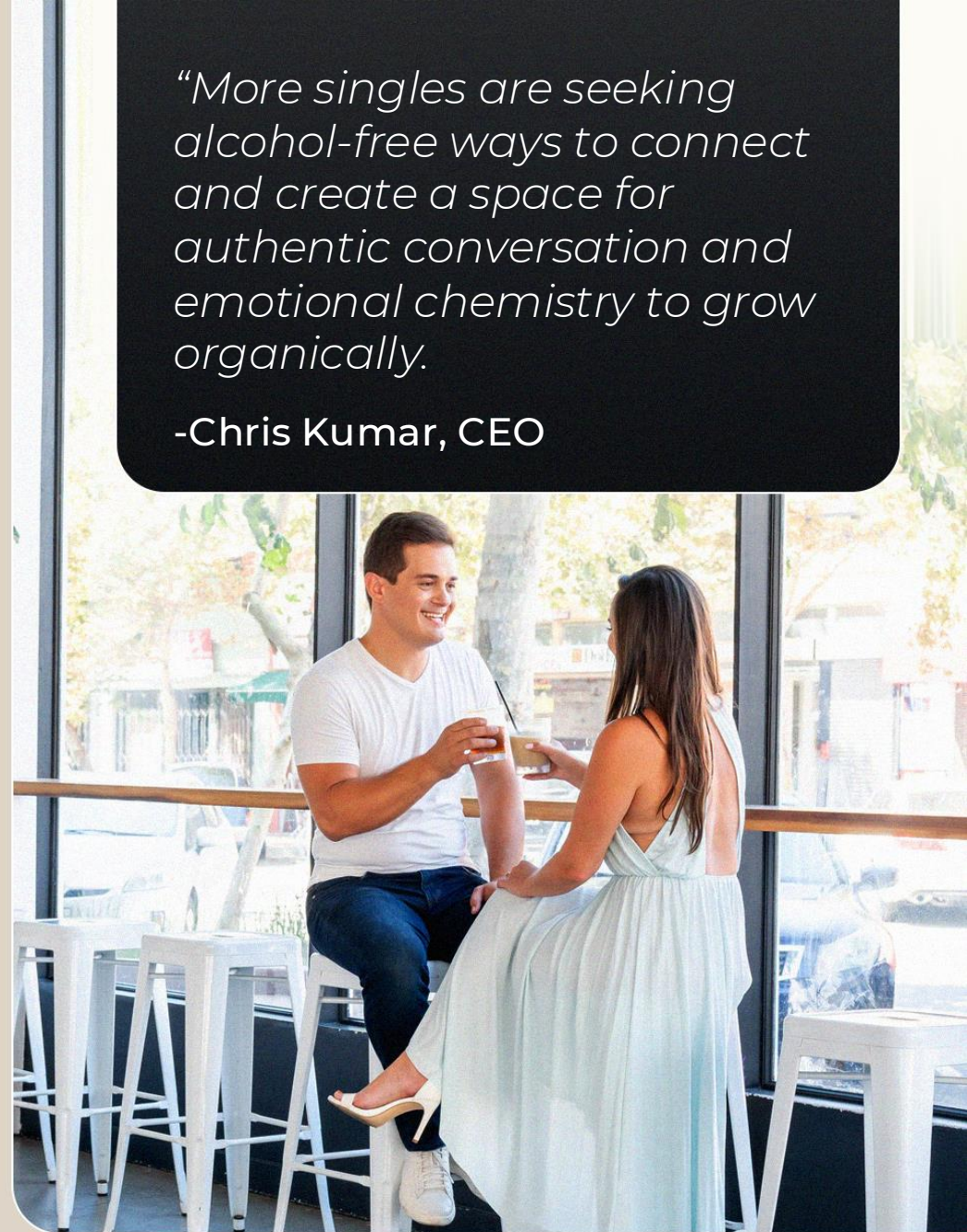
In recent years,
Tawkify has seen a **5%**
decrease in match
success at bars

Matchmakers are seeing a trend with clients wanting to be more active and try new activities on first dates - minus the alcohol.

These dates allow for more fluid conversation, increasing the opportunities for both individuals to connect.

“More singles are seeking alcohol-free ways to connect and create a space for authentic conversation and emotional chemistry to grow organically.

-Chris Kumar, CEO



The Age Attraction Myth

What 4,500 Dates Taught Us About Age and True Connection

Age is just a number, but connection is everything.

While age often takes center stage in conversations about dating, our research shows it plays a much smaller role in genuine compatibility than people assume.

Through our research, analyzing 4,500 dates, and the experience of our matchmakers, we found that real compatibility has less to do with age and more to do with who you are at your core. Shared values, emotional maturity, and a genuine desire for connection are what truly matter to make a relationship work.

We've seen meaningful, lasting love grow between people of all different ages. When we focus less on the number and more on who someone is, someone who is emotionally ready, open-hearted, and aligned in what they are looking for, we start to see the real potential for something lasting.

Preference for older partners decreased when individuals were actually exposed to potential matches, suggesting real-life attraction reduces age bias.



A research study analyzed over 1.8 million interactions between singles in Tawkify's database to reach these findings.





The Age Attraction Myth

What 4,500 Dates Taught Us About Age and True Connection

“Women aren't just looking for stability in the traditional sense anymore, which age served as a kind of heuristic for. They're looking for emotional depth, responsiveness, and a true partnership, and those traits are no longer age-dependent. So even if a woman says she prefers someone older, her real-time attractions may tell a different story. Because what we're seeing is that connection, emotional presence, and relational skills are often more attractive, and more important, than age itself.”

-Kellie, Board Director

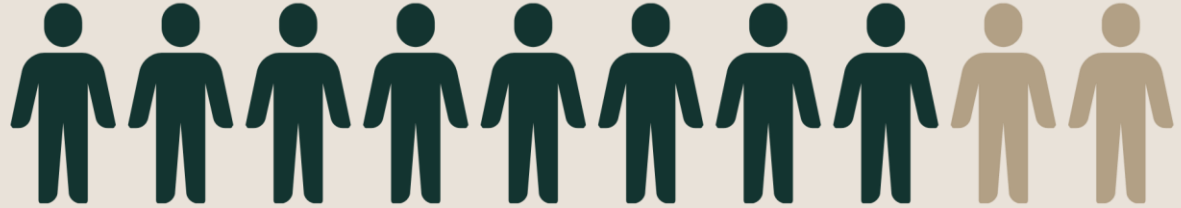
In other words, once people meet face-to-face, **age is far less important than connection, shared values, and chemistry**. Successful, lasting matches often thrive across a variety of age ranges, even those that don't fit traditional expectations.



App Fatigue & The Switch To In-Person Connections

Dating apps and social media have changed the way people approach relationships, often creating a culture of instant gratification. Many app users expect a spark on the first date and immediate chemistry, which is not always realistic. This has led to app fatigue as daters grow tired of endless swiping and surface-level interactions. In contrast, matchmaking focuses on deeper connections with higher potential individuals, optimized for long-term compatibility. Our clients are introduced to matches they may never have found on their own.

Users on dating apps spend over **40** hours per month on swiping. With Tawkify's matchmaking services, clients only spend **1** hour on an onboarding call.



80% of Tawkify clients find success within their first 12 matches.

"After years of swiping endlessly, more singles are moving away from dating apps in search of something deeper. Tawkify brings a personal, human touch to finding meaningful connection, optimized towards long-term compatibility."

-Chris Kumar, CEO



"App fatigue or generally feeling left behind by dating app culture is probably the number 1 reason why clients seek out Tawkify Matchmaking initially. Countless studies have shown that 20% of app users are monopolizing 80-90% of app activity, leaving the vast majority feeling underserved and having a really negative (and potentially harmful) experience. Matchmaking is a revered way of life in many cultures globally, but it was really reserved for the uber wealthy in the US until Tawkify came along and grew to a scale that made it accessible for the masses."

-Brie Temple, CCO



App Fatigue & The Switch To In-Person Connections

In recent years, the number of new clients at Tawkify using dating apps has decreased by

23% ↓

A clear signal that people are moving away from swiping and craving authentic, offline connection.



Mental Health Takes Center Stage

Tawkify found a **30%**
increase in singles
wanting a partner who
prioritizes their mental
health in recent years.

In 2025, emotional health isn't just a bonus, it's a baseline. More singles are prioritizing partners who are in therapy, mindful, and actively committed to personal growth.

In addition to chemistry, today's daters are looking for someone who does the work. Mindfulness, emotional availability, and a willingness to grow are now considered non-negotiables, not nice-to-haves.

Personal development is becoming the most attractive thing you can bring to the table.



When matching clients, Tawkify's matchmakers prioritize core underlying values, aiming to ensure both individuals align on what truly matters.

They also pay close attention to each person's level of personal development and self-awareness, communication style, openness versus rigidity, and how they navigate stress. These are all key factors in long-term compatibility.



Mental Health Takes Center Stage

*“It wasn’t that long ago that mental health was a taboo topic that people just didn’t talk about. There was a huge stigma associated with seeking professional support because it was assumed the therapy-seeker was someone “less than” or weak/fragile. **Thankfully, times have changed and personal betterment has moved beyond joining a gym or getting Invisalign — suddenly mental fitness and being self-aware of our individual needs in this area are fundamentally important.** And once someone has fully committed themselves to their own growth journey, it stands to reason that they would want, and frankly demand, for themselves a partner who can match that energy.*

*Tawkify is uniquely positioned to support clients on their dating and relationship journey through multi-faceted services that include matchmaking and certified coaching. **In fact, clients who combine Tawkify matchmaking and coaching services report exponentially higher satisfaction ratings and very often elect to continue to use coaching beyond the match to not only find the love they’ve been searching for, but to keep it for a lifetime.**”*

-Brie Temple, CCO

More people want partners who are in therapy, mindful, and actively working on themselves.



We're seeing double...

2x More singles open to adoption since last year.

More singles than ever are open to building a family – in all the ways that matter.



From First Dates to Family Dreams

Singles Are Getting Intentional

Women

Wanting a Family



Men

Wanting a Family



After years of casual dating culture, emotional burnout, and post-pandemic reflection, more singles are rethinking what they really want and it's not just a match, it's a future. Stability, purpose, and family have moved to the top of the priority list.

