

SLIDE1828

GEN Z LOVE REPORT

2025



MARCH 2025

Respondents

3,098

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LETTER FROM THE CEO



Gen Z is rewriting the rules of love.

We started Slide because we saw a fundamental shift happening—dating was evolving, but the platforms meant to facilitate it were stuck in the past. Apps felt outdated, impersonal, and transactional, failing to capture the way young people today build connections. We believed there had to be a better way—a way that felt more real, more authentic, and more aligned with how Gen Z actually meets, interacts, and falls for each other.

Slide is built on a simple belief: dating should be fun again. It should feel safe, it should feel exciting, and most importantly, it should reflect the energy, creativity, and individuality that define our generation. That's why we reimagined the experience—age-verified, music-driven, visually immersive, and designed for real human chemistry.

But Slide is about more than just creating a great dating app. We want to be at the forefront of understanding modern dating—what's changing, what matters to Gen Z, and where relationships are headed next.

This Gen Z Love Report 2025 is our way of offering something bigger than just an app. We've surveyed, analyzed, and listened to real stories from young people across the UK to uncover the trends shaping modern relationships. From new attitudes toward commitment to the impact of social media and AI on attraction, this report is designed to inform, challenge, and spark conversation about what dating looks like today—and where it's going next.

We're not here to dictate the rules of dating. We're here to explore them, challenge them, and create something better for the next generation.

Welcome to Gen Z Love Report 2025.



WHAT IS SLIDE1828?

Slide is the dating app built exclusively for 18-28 year olds, designed to make dating fun, safe, and authentic for Gen Z. Launched just a few months ago at the end of 2024, Slide has already gained thousands of users across multiple UK cities, proving that young people are ready for something fresh. With age verification, a music-driven profile experience, and a TikTok-style interface, we've reimagined online dating to reflect how this generation truly connects.

RESEARCH OVERVIEW

To truly understand how Gen Z navigates modern dating, we conducted an extensive primary research study, gathering insights directly from the people shaping today's dating culture. Our data was collected through a combination of in-depth surveys, targeted online questionnaires, and digital outreach, ensuring a broad yet focused sample. Every response was carefully vetted to maintain accuracy, relevance, and authenticity, allowing us to capture a genuine snapshot of the dating experiences, attitudes, and behaviours of young people in the UK today.

In total, we received 3,098 responses, exclusively from individuals aged 18-28 and based in the UK. This diverse and representative dataset provides a rich foundation for analysis, offering key insights into how Gen Z approaches relationships, attraction, commitment, dating apps, and social trends. By focusing solely on this age group, we have been able to identify emerging patterns, challenge outdated narratives, and provide a fresh, data-driven perspective on the future of love and dating for Gen Z.



Respondents

3,098

Age

18-28

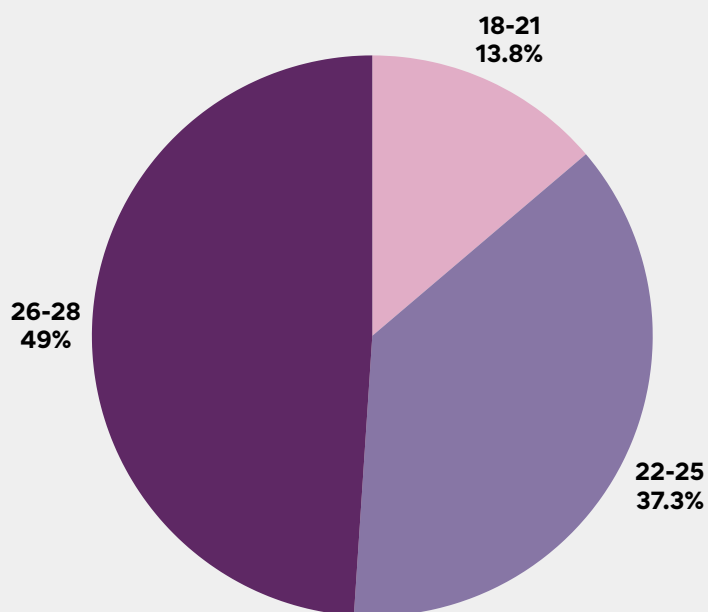
Geography

UK

DEMOGRAPHICS

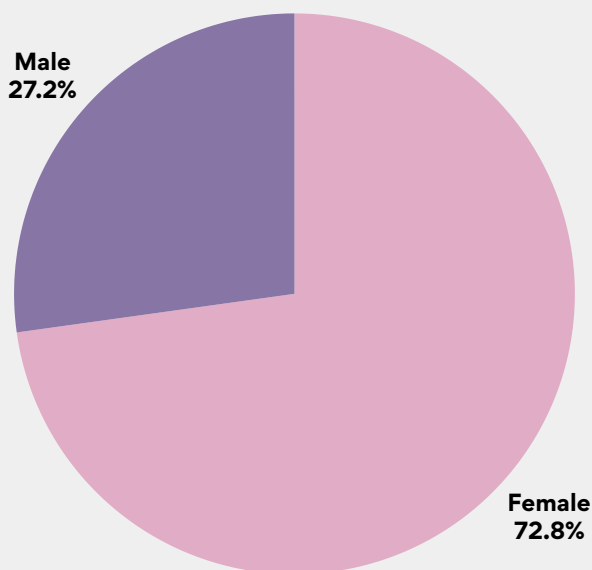
Our research surveyed 3,098 individuals, all aged 18-28 and based in the UK, ensuring a highly relevant and focused dataset. The age distribution is evenly spread across this range, capturing perspectives from both younger Gen Z daters and those approaching their late twenties. In terms of gender, our respondents include a diverse mix of male, female, and non-binary individuals, allowing us to analyze dating experiences across different identities. The following graphs illustrate the age breakdown and gender composition of our respondent pool, providing context for the insights explored in this report.

AGE



Our respondent pool represents a broad cross-section of Gen Z, with 13.8% aged 18-21, 37.3% aged 22-25, and 49% aged 26-28. This spread ensures that our insights capture the evolving dating experiences of both younger and older Gen Z individuals, from those just entering the dating scene to those with more established relationship patterns.

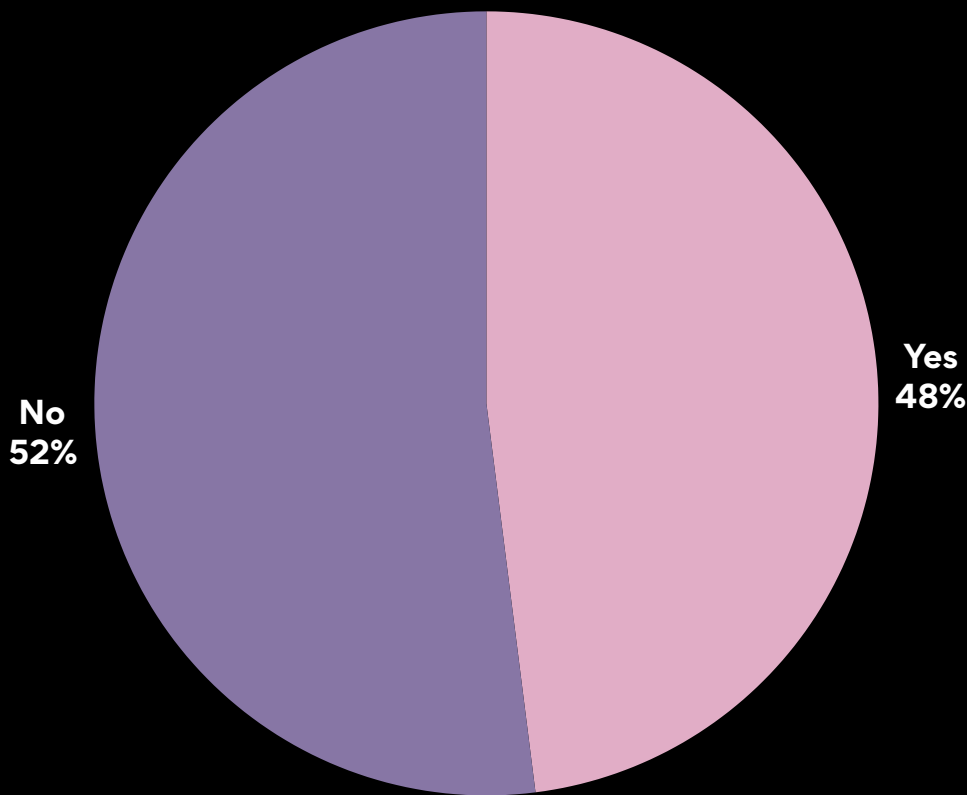
GENDER



The majority of our respondents identify as female (72.8%), with male respondents making up 27.2%. While this skew reflects a common trend in dating research, where women are often more engaged in relationship-based discussions, the data still provides valuable insights into the perspectives of all genders.

FIRST DATE PRESSURE

Q: WOULD YOU FEEL LESS PRESSURE ON A FIRST DATE IF YOU BROUGHT A FRIEND?



Nearly half of Gen Z say double dates ease first-date anxiety.

Nearly half of Gen Z feel that bringing a friend on a first date would ease the pressure, highlighting the growing preference for social and low-stakes dating experiences. This suggests that double dating or casual group settings might be the key to reducing first-date anxiety.

Yes

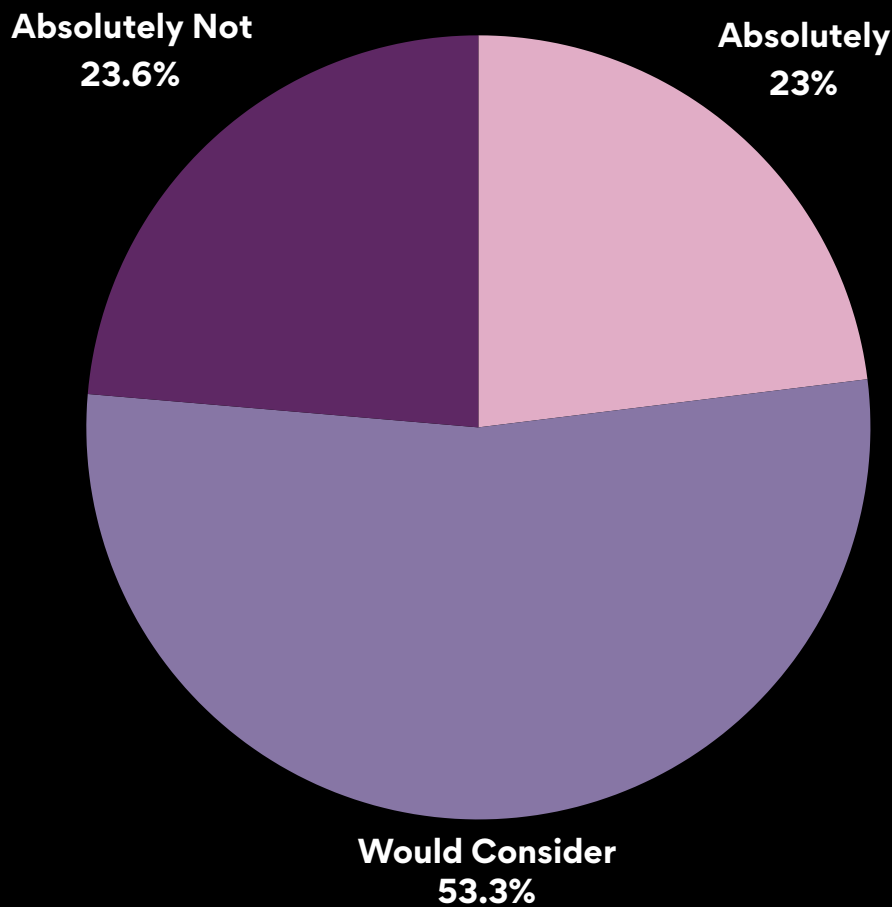
1,458

No

1,580

COMBINED PROFILES

Q: HOW LIKELY ARE YOU TO SWIPE ON A JOINT PROFILE (TWO FRIENDS LOOKING FOR A DOUBLE DATE)?



23% of Gen Z say joint profiles are a game changer.

More than half of Gen Z would consider swiping on a joint profile, showing that double dating is gaining traction. While 23% see joint profiles as a game-changer, others remain hesitant, signaling an opportunity for innovation in social dating dynamics.

Yes

699

Consider

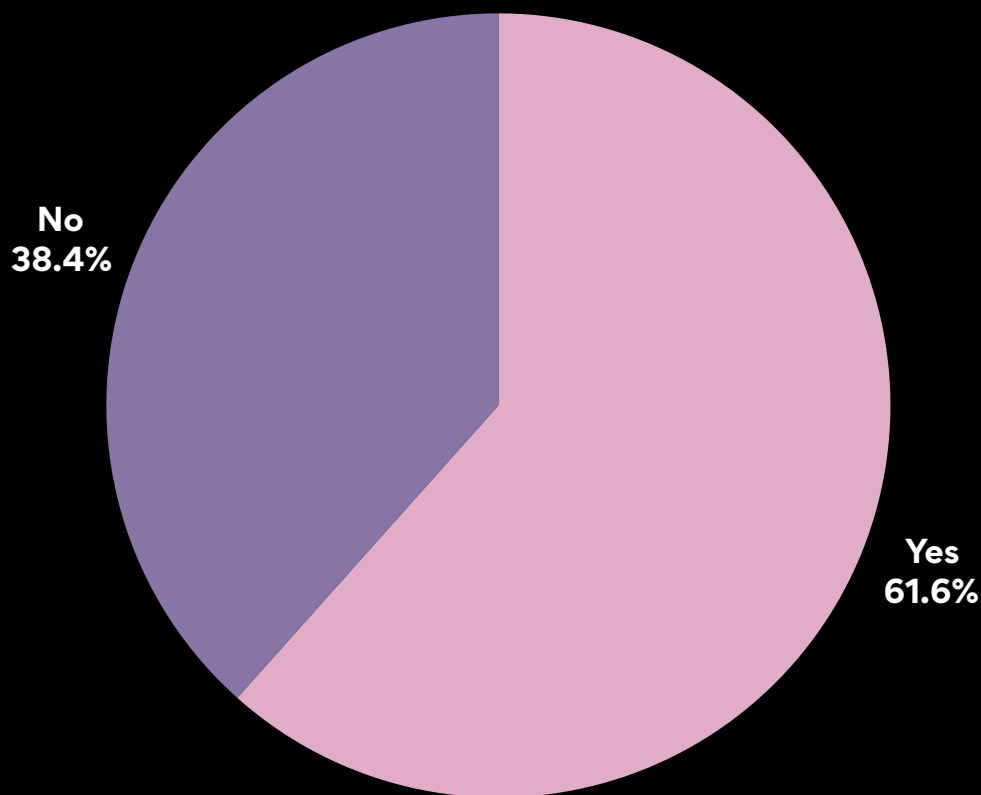
1,610

No

700

FRIENDS' MATCHMAKING

Q: WOULD YOU TRUST YOUR FRIEND TO CHOOSE SOMEONE FOR YOU TO DATE?



62% of Gen Z rely on friends to play matchmaker.

Trust runs deep—62% of Gen Z rely on their friends to play matchmaker, demonstrating that personal recommendations hold significant weight in dating decisions. This reinforces the importance of social validation and peer influence in modern relationships.

Yes

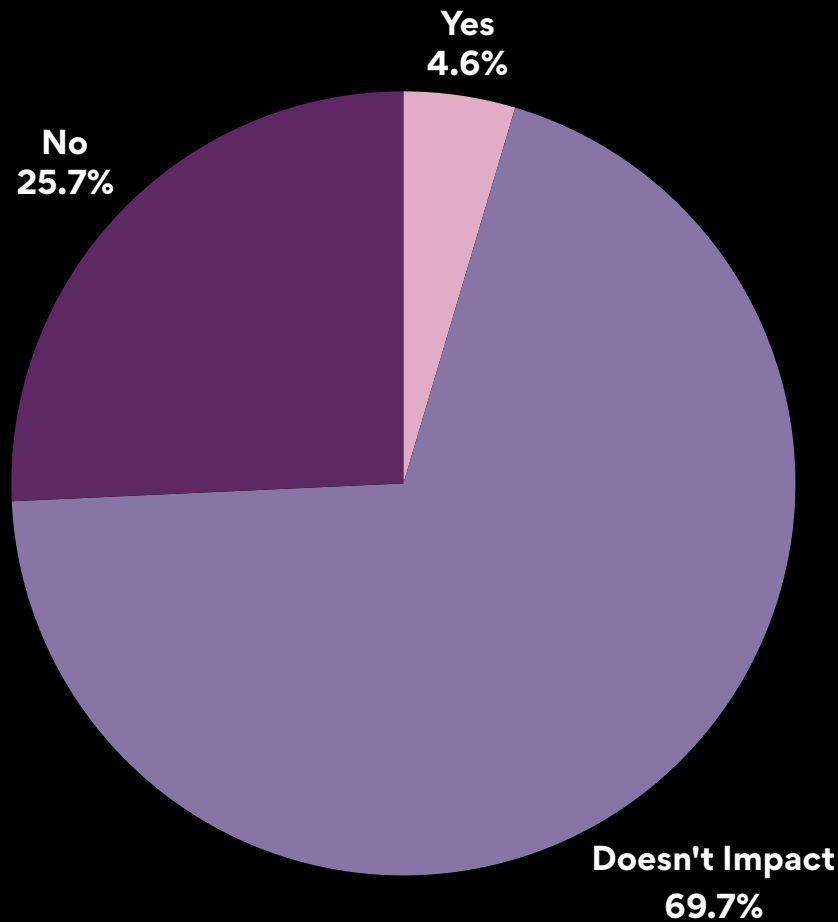
1,871

No

1,167

SOCIAL MEDIA CLOUT

**Q: DO YOU THINK HAVING A LARGE FOLLOWING
MAKES SOMEONE MORE ATTRACTIVE?**



5% of Gen Z find social media clout a turn-on.

Despite the rise of influencers, only 5% of Gen Z find social media clout attractive. The vast majority say it has no impact, proving that authenticity and real-life connection outweigh follower counts when it comes to attraction.

Yes

140

No impact

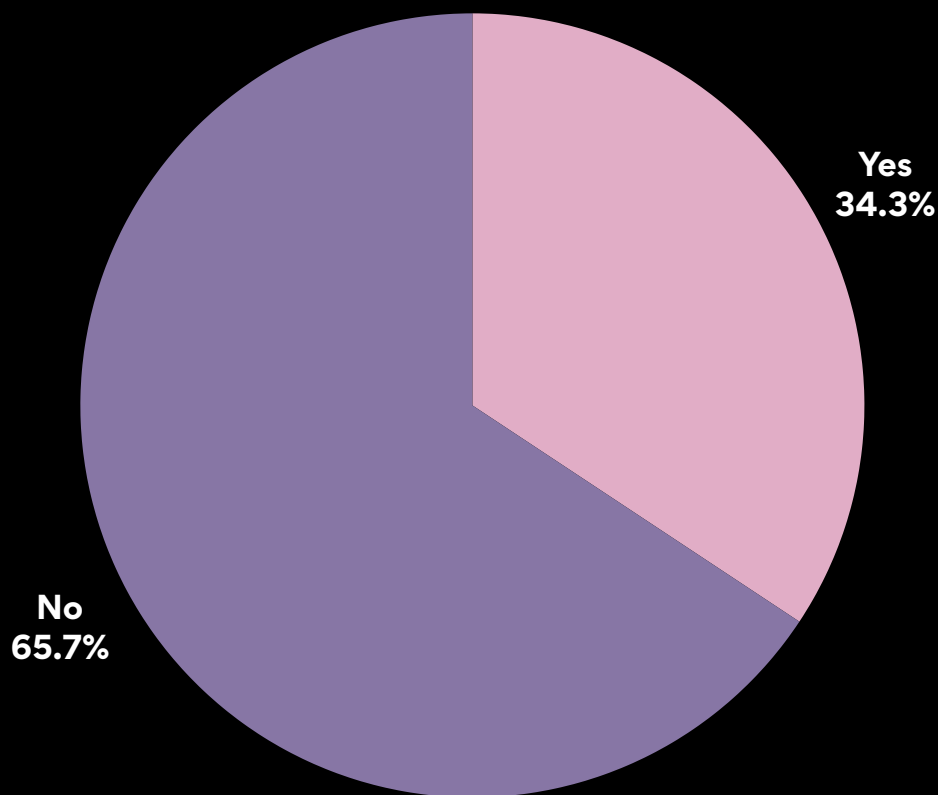
2,127

No

781

MUSIC TASTE ALONE

**Q: WOULD YOU LIKE SOMEONE PURELY BASED UPON
THEIR MUSIC TASTE?**



34% of Gen Z say shared music taste is the key to compatibility.

One in three Gen Z daters believe that shared music taste is the ultimate compatibility factor. Music remains a powerful cultural connector, but most still prioritise other elements in a potential match.

Yes

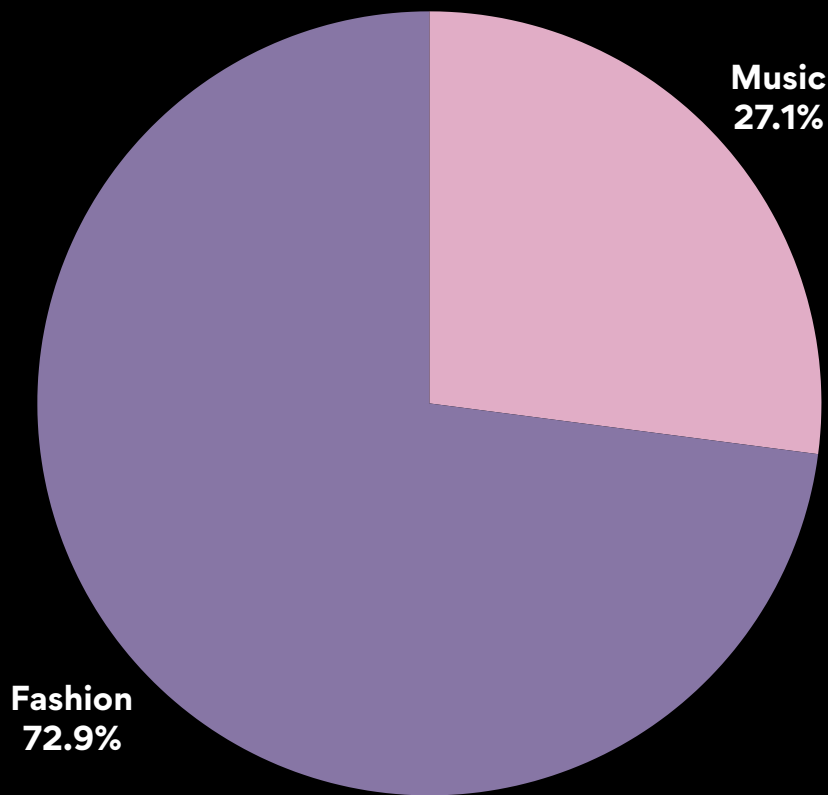
1,042

No

1,997

FASHION VS MUSIC TASTE

**Q: WOULD YOU SWIPE RIGHT ON SOMEONE PURELY
BASED ON THEIR MUSIC TASTE?**



27% of Gen Z say bad music taste is a dealbreaker.

When it comes to attraction, fashion dominates over music taste. 73% of Gen Z say they're more likely to swipe right based on someone's style rather than their playlist, reinforcing the importance of visual first impressions.

Music

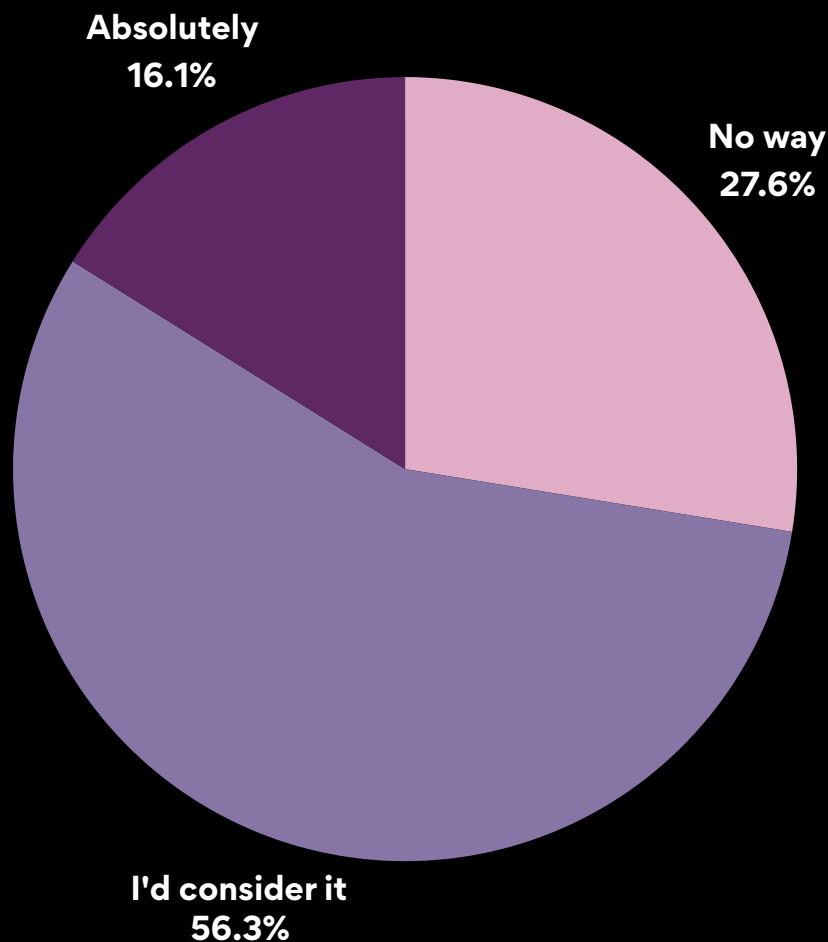
820

Fashion

2,218

INTERNATIONAL LOVE

Q: WOULD YOU MOVE TO A DIFFERENT COUNTRY FOR LOVE?



16% of Gen Z would move abroad to be with their partner.

Love knows no borders—16% of Gen Z would relocate to another country for a relationship, showing a willingness to prioritise love over location. This trend highlights the increasingly globalised nature of dating.

Yes

486

Consider

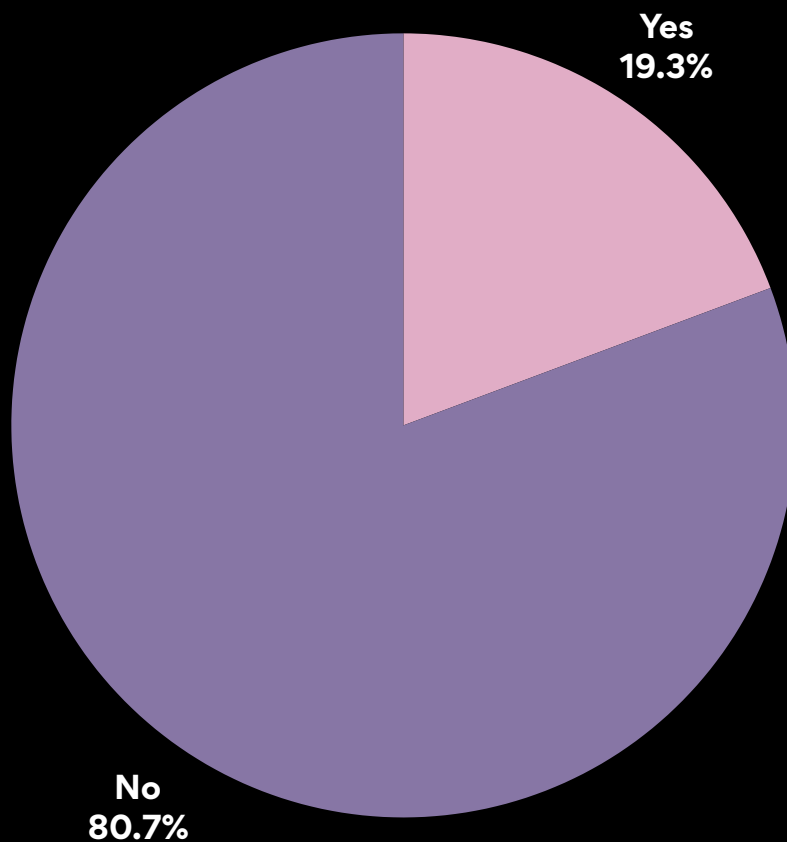
1,711

No

839

IDEAL PARTNER'S LOCATION

Q: DO YOU BELIEVE YOUR IDEAL PARTNER LIVES OUTSIDE THE UK?



19% of Gen Z think their soulmate isn't in the UK.

While most Gen Z believe their ideal partner lives in the UK, nearly 20% think their soulmate could be elsewhere. This suggests a growing openness to international relationships and cross-border connections.

Yes

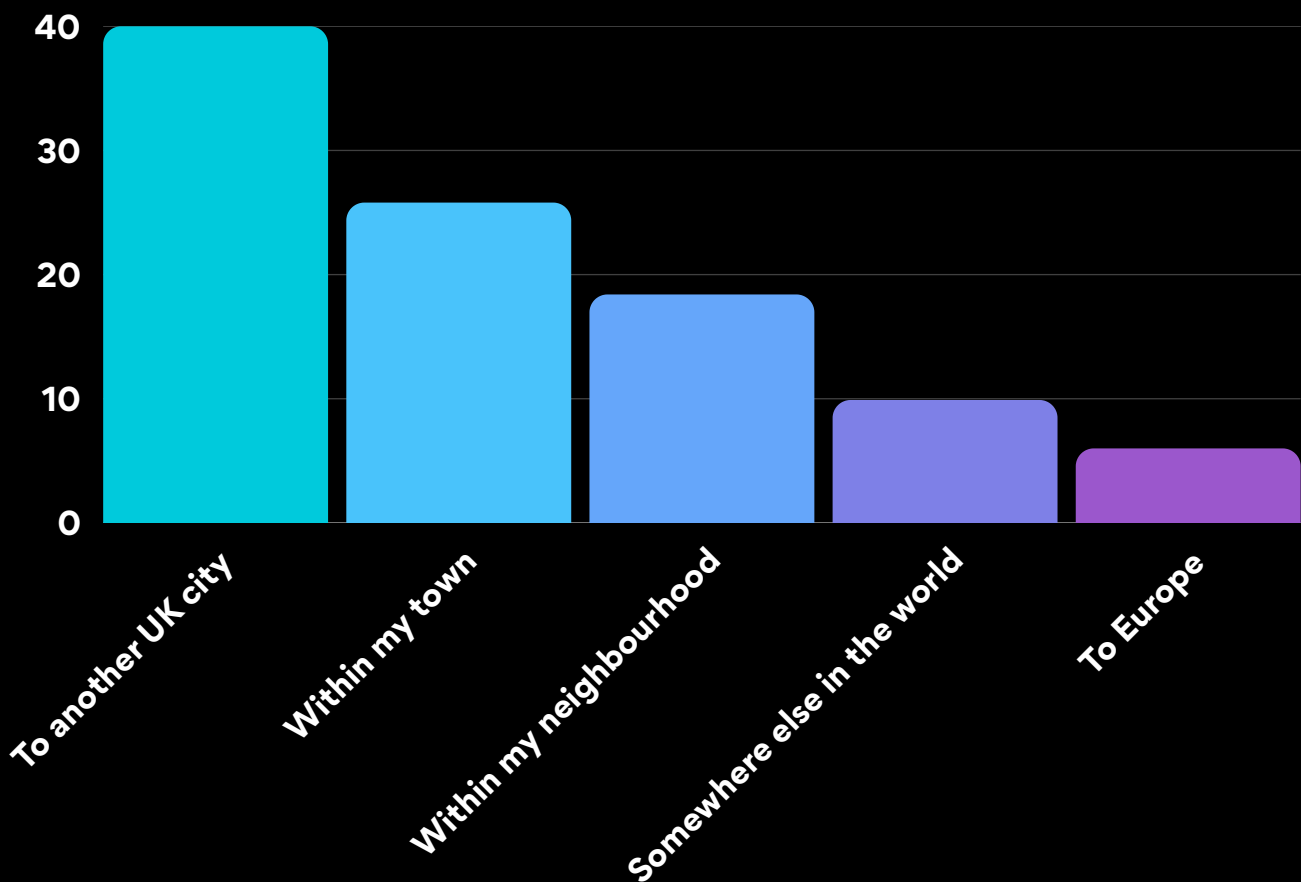
587

No

2,452

TRAVELLING FOR A FIRST DATE

Q: HOW FAR WOULD YOU BE WILLING TO TRAVEL FOR A FIRST DATE?

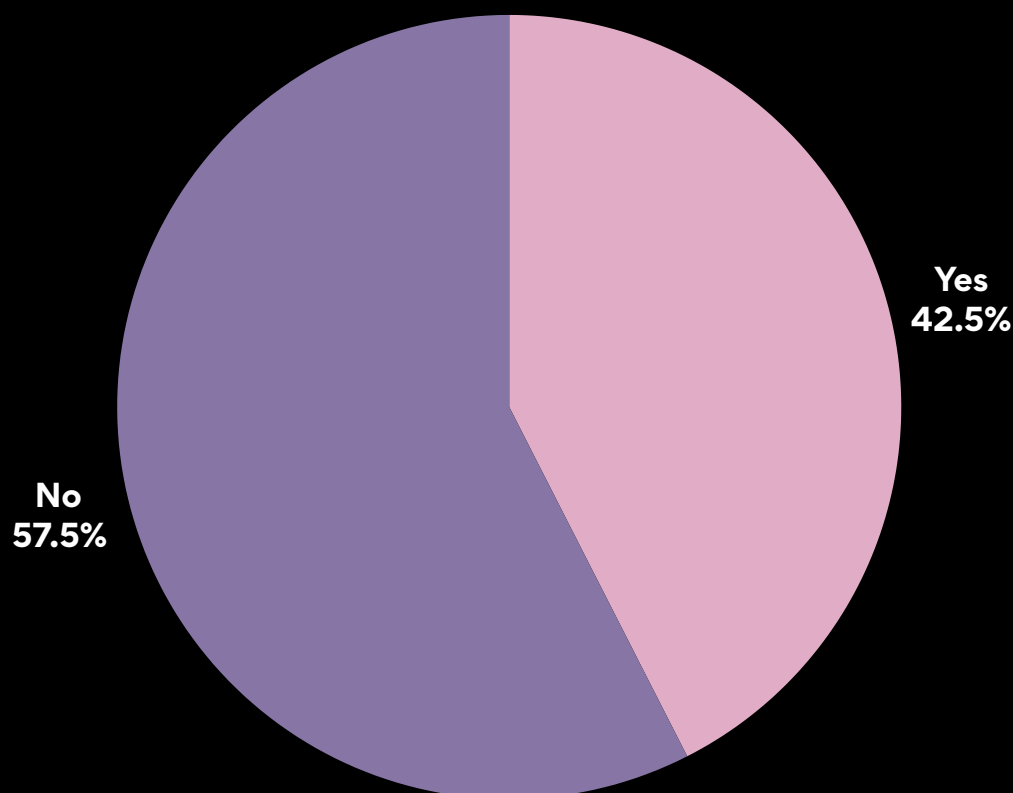


16% of Gen Z would cross borders for a great first date.

UK city	1,215	My town	790	Neighbourhood	547
Worldwide	304	Europe	182		

LONG DISTANCE LOVE

**Q: WOULD YOU CONSIDER A LONG-TERM
RELATIONSHIP WITH SOMEONE WHO LIVES IN A
DIFFERENT COUNTRY?**



43% of Gen Z are open to international long-distance love.

Long-distance relationships aren't a dealbreaker for 43% of Gen Z, indicating a shift towards digital-first connections. However, over half still prefer proximity, suggesting that while technology bridges gaps, in-person relationships remain the ideal.

Yes

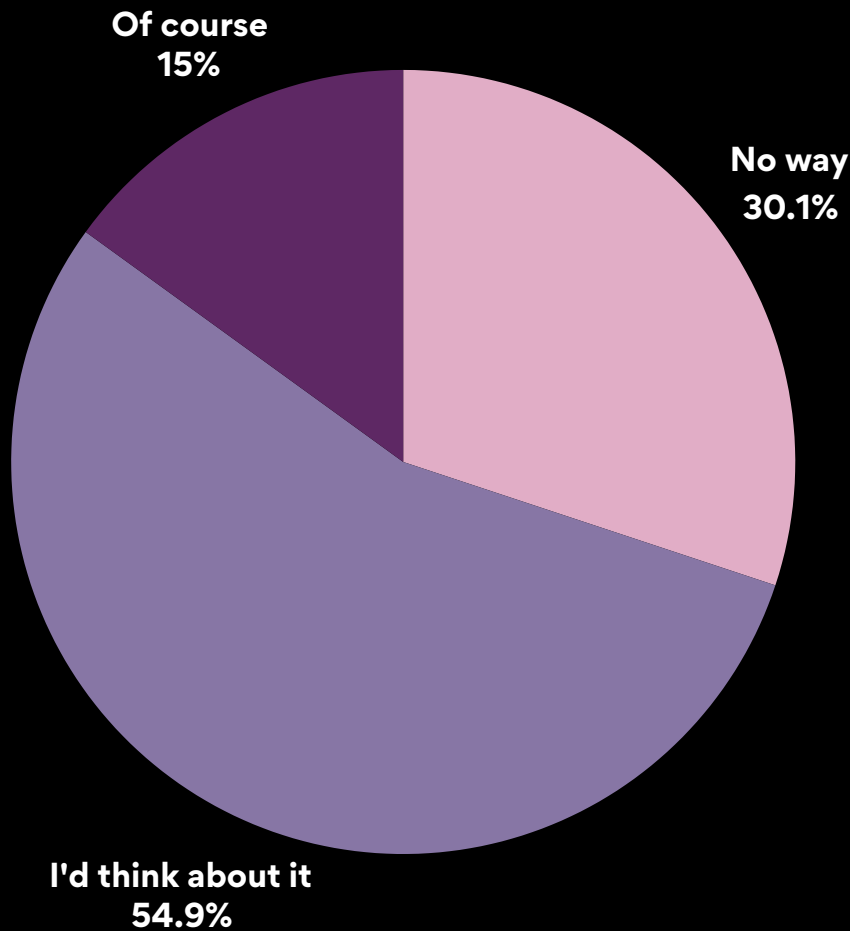
1,291

No

1,747

DIFFERRING POLITICAL VIEWS

Q: WOULD YOU DATE SOMEONE WITH COMPLETELY DIFFERENT POLITICAL VIEWS?



30% of Gen Z refuse to cross political lines for love.

Politics is personal—30% of Gen Z refuse to date someone with completely different political views. While some are open to compromise, ideological alignment plays a crucial role in relationship compatibility.

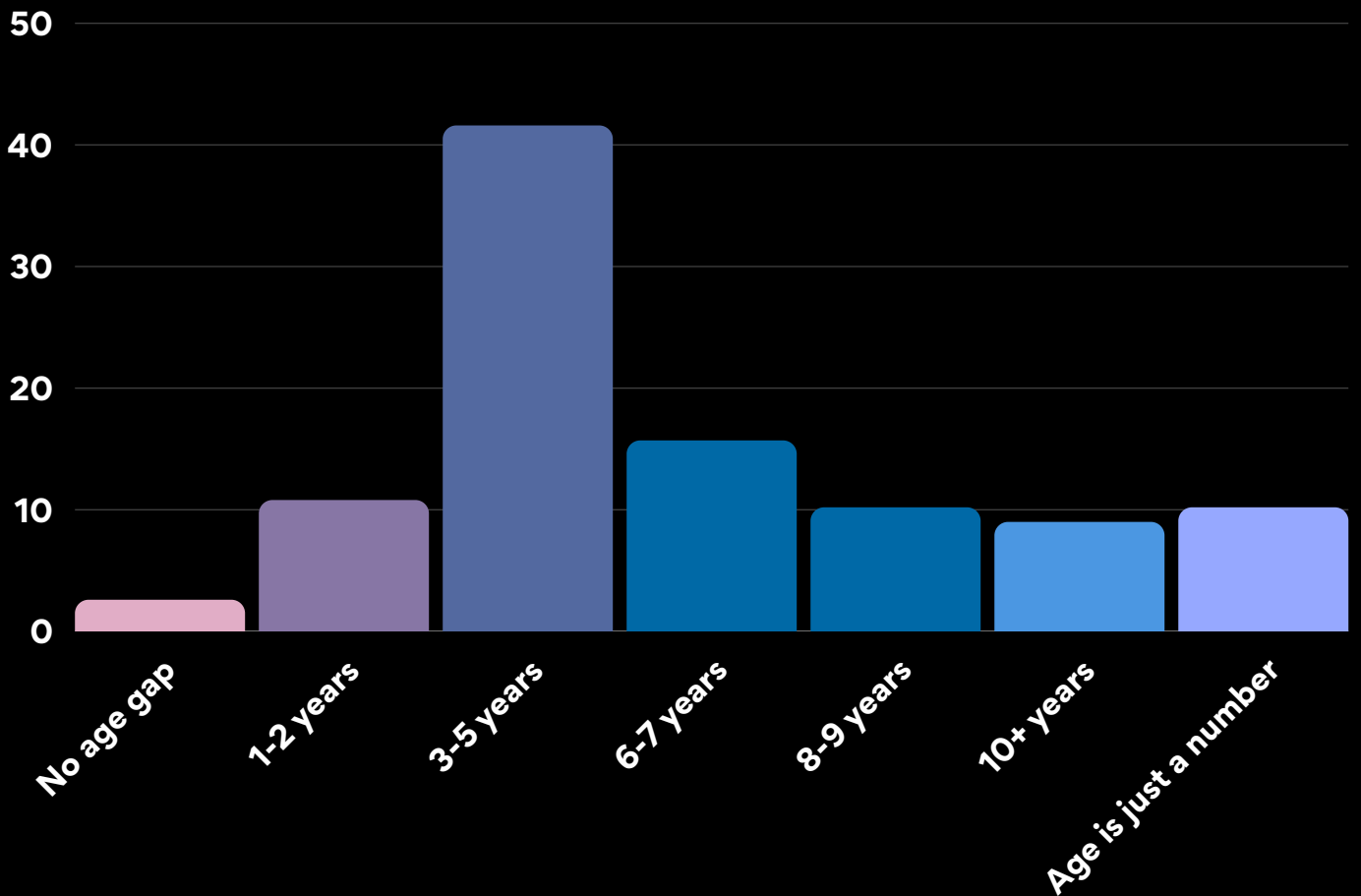
No way **914**

Consider **1,671**

Of course **456**

MAXIMUM AGE GAP

Q:WHAT IS THE MAXIMUM AGE GAP THAT YOU WOULD FEEL COMFORTABLE DATING?

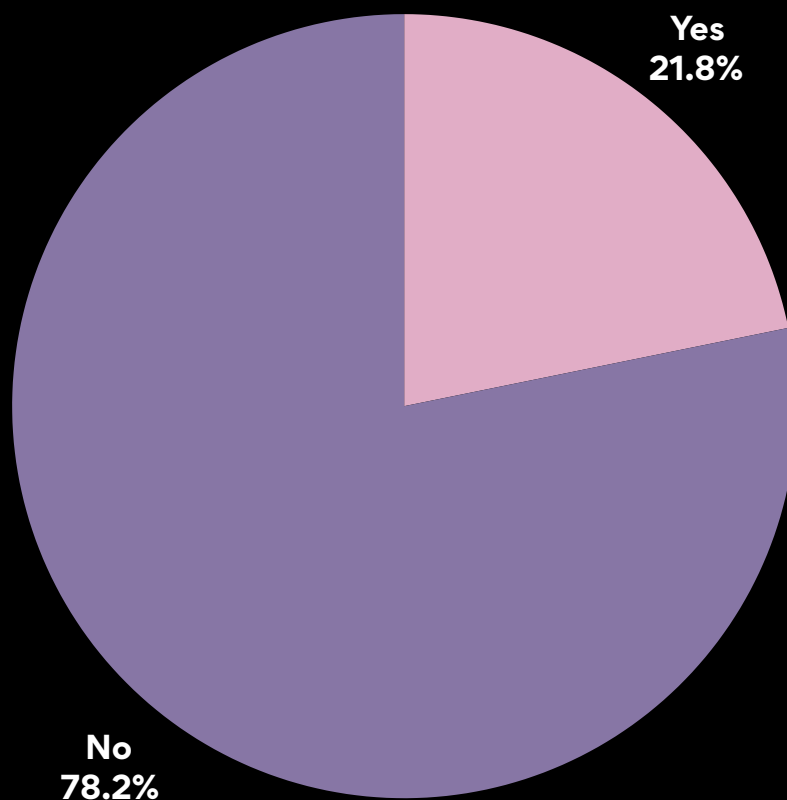


42% of Gen Z say 3-5 years is the maximum age gap a relationship should have.

No gap	91	1-2 years	334	3-5 years	1,276
6-7 years	486	8-9 years	304	10+ years	273
Just a number	304				

CATFISHING IN DATING

Q:HAVE YOU EVER BEEN CATFISHED?



22% of Gen Z say they have been catfished.

With 22% of Gen Z having experienced catfishing, online dating safety remains a major concern. This highlights the growing need for verification tools and transparency in digital dating spaces.

Yes

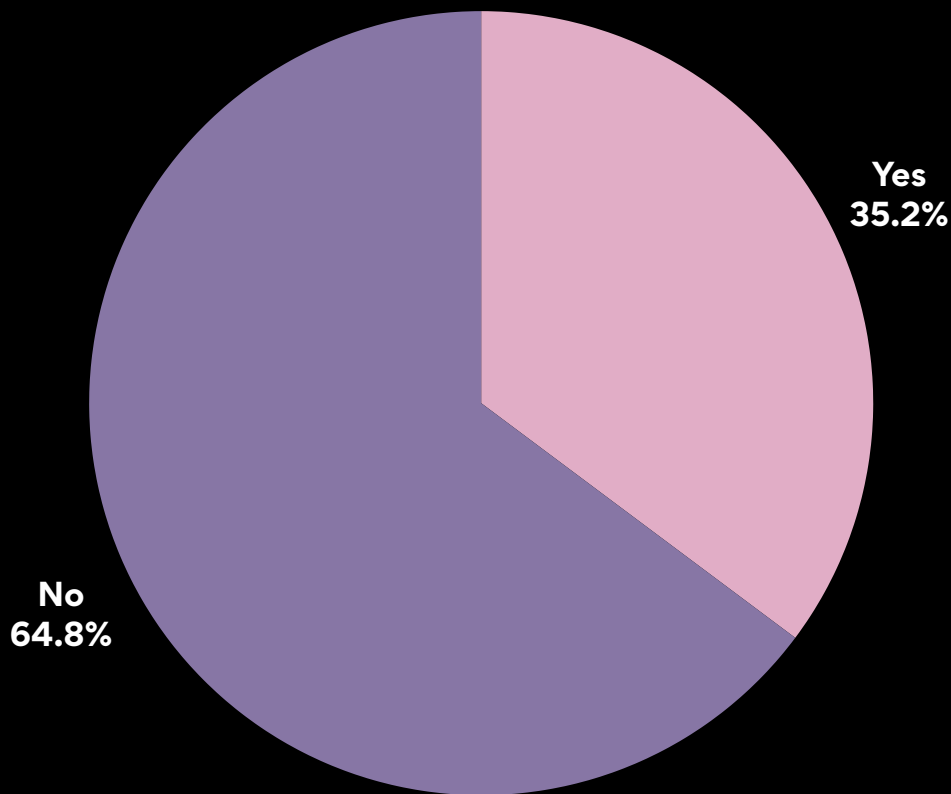
663

No

2,370

DATING REALITY TV STARS

Q: WOULD YOU DATE SOMEONE WHO HAS BEEN ON REALITY TV?



Reality check: 64% of Gen Z swipe left on reality stars.

Reality TV fame isn't always attractive—65% of Gen Z would avoid dating someone from a reality show, suggesting skepticism around authenticity and long-term compatibility with public figures.

Yes

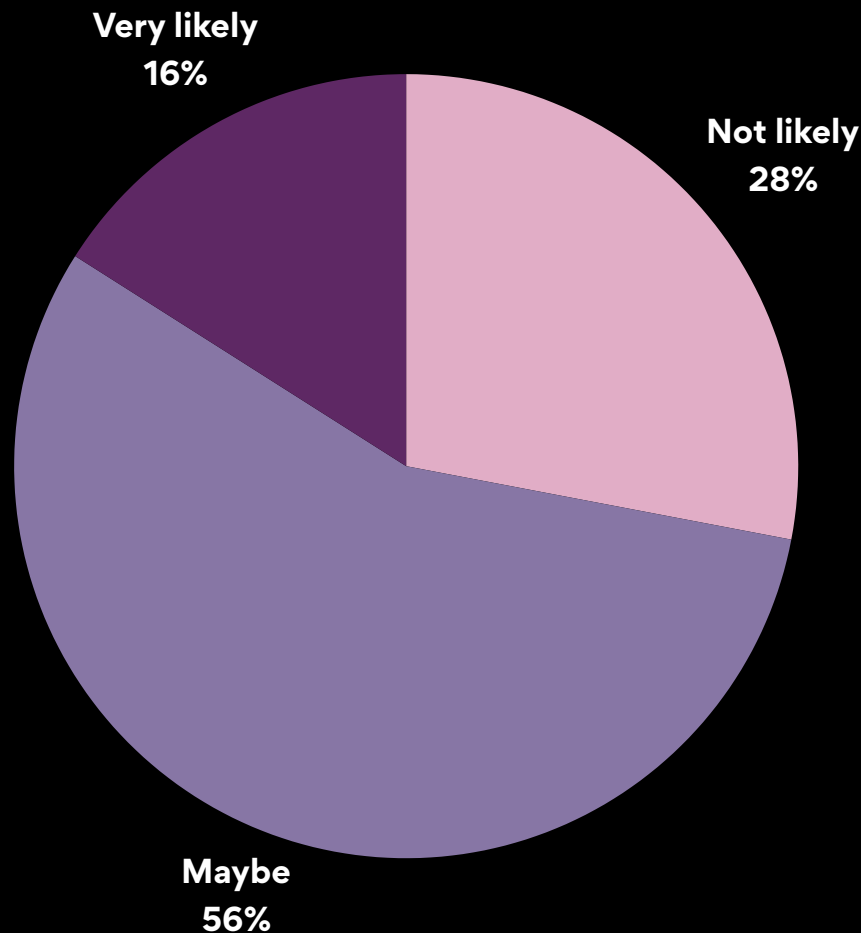
1,070

No

1,969

POSTING PARTNERS

**Q:HOW LIKELY ARE YOU TO POST A NEW
RELATIONSHIP ON SOCIAL MEDIA?**



28% of Gen Z keep their love life off the grid.

Privacy matters—28% of Gen Z prefer to keep their relationships off social media, emphasizing a trend towards more personal and private expressions of love rather than public displays.

Not likely **851**

Maybe **1,701**

very likely **486**



WHAT DOES THIS ALL MEAN?

Gen Z is reshaping dating, prioritising authenticity, shared experiences, and emotional safety. 48% feel less pressure on a first date with a friend, and 62% trust friends to pick a match, highlighting the rise of social dating.

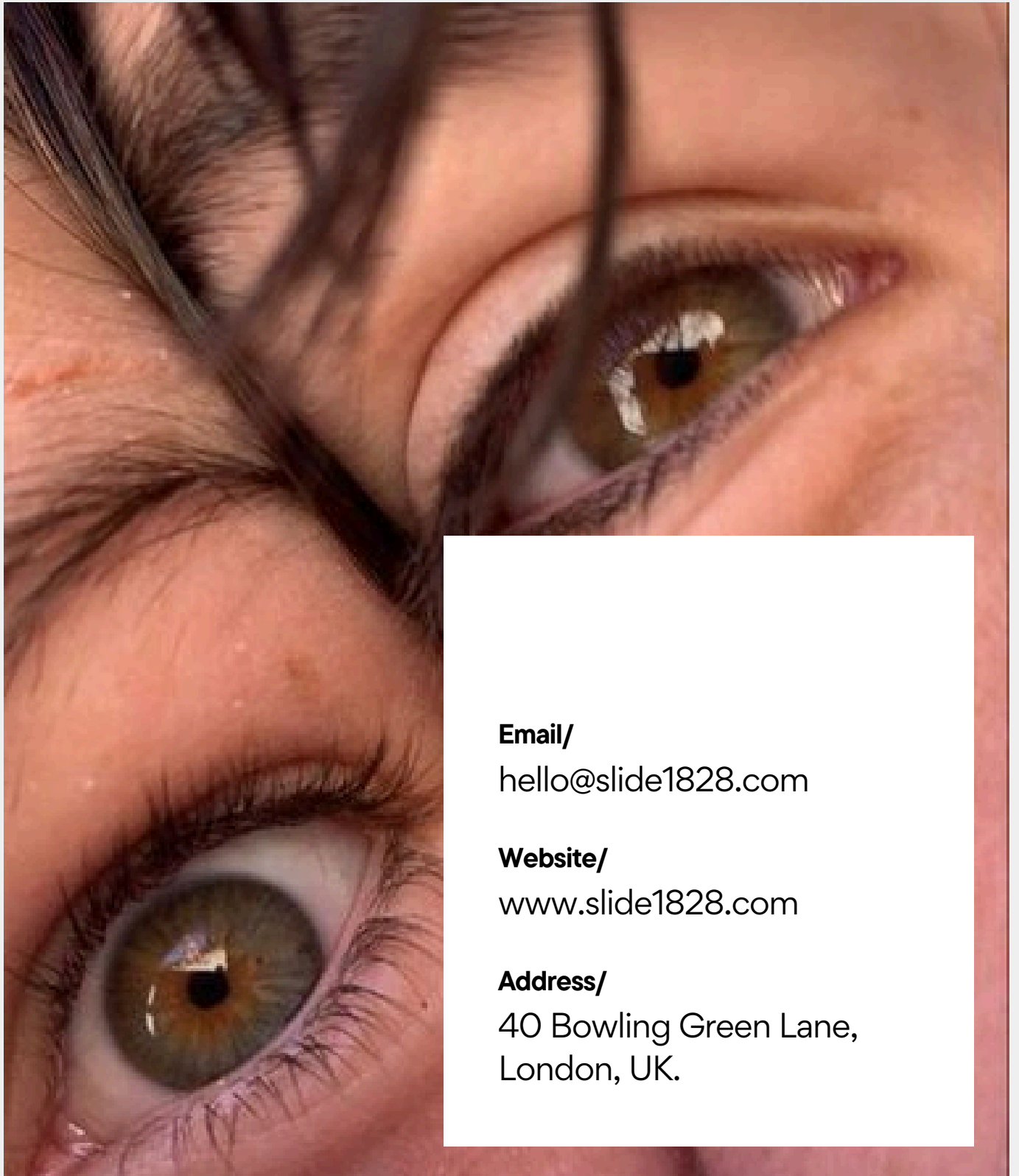
Attraction still matters, but style (73%) beats music taste (27%), while only 5% find social media clout attractive, proving real-world connection matters more than digital fame.

Gen Z is open to long-distance love (43%) and relocating for a relationship (25%), yet 81% believe their ideal partner is in the UK. Political beliefs remain a dealbreaker, with 43% unwilling to date someone with opposing views.

Safety is key, as 22% have experienced catfishing, and 65% wouldn't date a reality TV star, favouring genuine over performative relationships. Privacy matters too—41% prefer to keep relationships off social media.

The takeaway? Gen Z is rewriting the rules of love, valuing real connections, trust, and individuality over outdated dating norms. Slide is here to evolve with them.

CONTACT US



Email/

hello@slide1828.com

Website/

www.slide1828.com

Address/

40 Bowling Green Lane,
London, UK.