



2025 DATING TRENDS REPORT Q2

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



Your Guide to Summer Dating Trends

Welcome to the Tawkify Summer 2025 Dating Trends Report.

Since 2012, Tawkify has been at the forefront of personalized matchmaking. With 1 million+ people in our private database and 200,000+ successful matches, we've seen love stories unfold in every form.

This summer, we're seeing exciting shifts in matchmaking:

- Growing willingness to travel for love
- Sharp focus on authenticity and being real
- Mature daters avoiding apps for personalized matchmaking

Dive in to see all the ways love is evolving!

Happy dating,

Chris Kumar

CEO, Tawkify Matchmaking





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01

Your Summer Date Playbook

Top 5 Summer Date Activities

ARTS & CULTURE

Museums & Art Galleries

GAMES

Mini Golf, Bowling,
Escape Rooms

WALKS

Parks,
Neighborhoods,
Nature Trails

CULINARY

Cooking
Classes, Wine
Tastings, Food
Hopping

ADVENTURE

Hiking, Biking,
Beach, Yoga

Forget the usual dinner-and-a-movie! This summer, singles are ditching traditional first dates for activity-based meetups, sparking real connections with less pressure.



Couples are happy to
commute for the right match

63.8%

of people in our database said they
are willing to date long distance to
find true connection this summer.

Compared to...

35.7%

of couples willing to
travel for love in 2024

02

Love Knows No City Limits

No need to settle for dating only within your zip code! This summer, singles are literally going the extra mile, try 50 miles or more, for great connections.

28% more Tawkify clients said they're open
to dating long distance than in 2024





"Nearly two out of three of our clients are now willing to travel long distances for a match, a huge 28.1% increase from last year. This shows daters really care about genuine connection and true compatibility. They get that finding 'the one' may mean looking beyond their backyard."

Brie Temple

CCO, Tawkify Matchmaking



03

Quality Wins: The New Dating Rules

What are the traits couples say lead to a second date most often?

21%

look for a level of
**athleticism and
fitness**
in a match

18%

want a partner
with a good
sense of humor

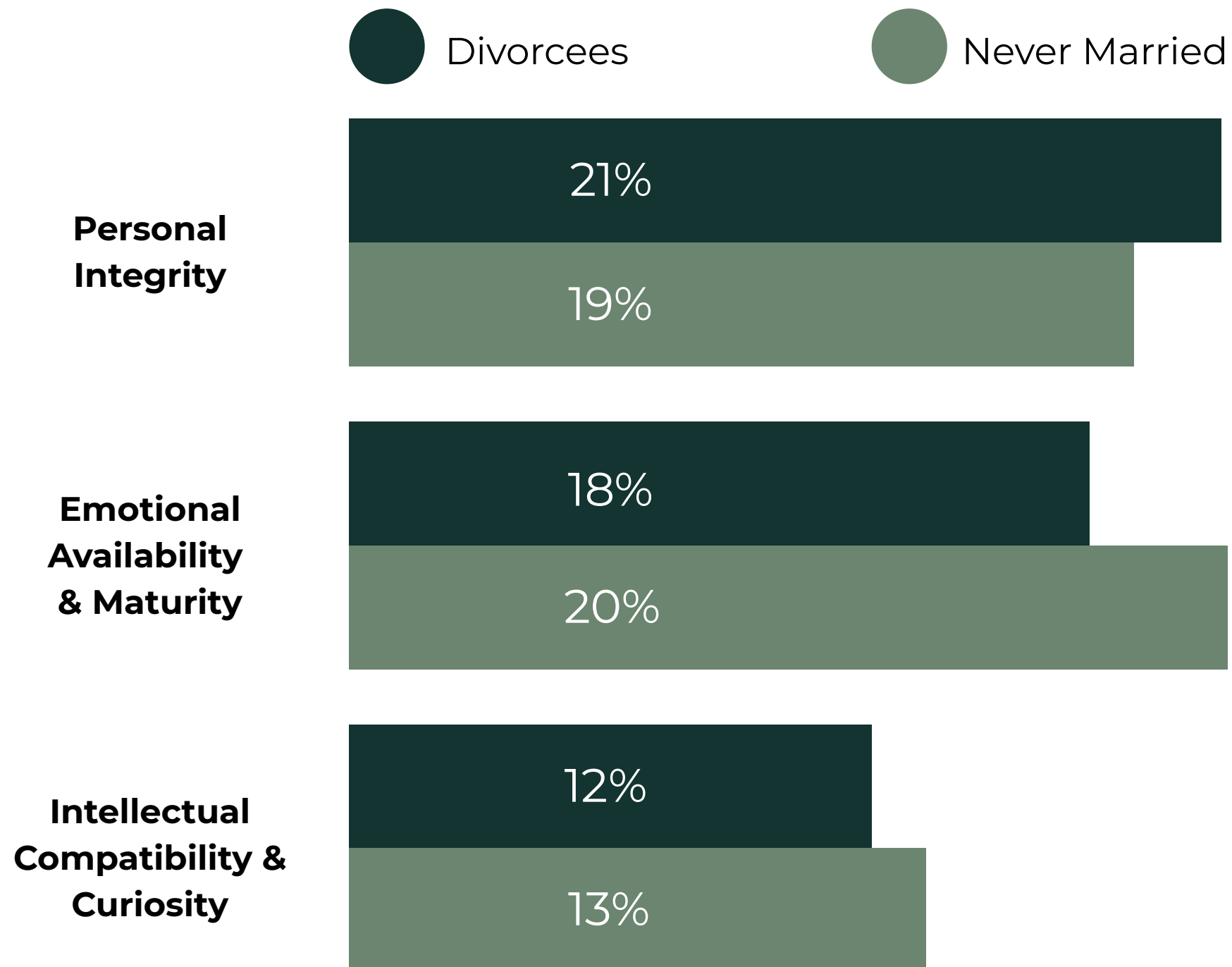
20%

enjoy thoughtful
conversation with
someone
intellectual

Couples also say they love a partner's unique quirks, prioritizing real, authentic connections over perfection.



TOP 3 VALUES SEARCHED FOR IN A MATCH



04

New Beginnings, New Priorities

Re-entering the dating scene after divorce is a unique journey, and it shapes what you're looking for. Our latest data shows a clear difference in priorities between divorcees looking for love again and singles who have never married.

17%

of divorcees prioritize emotional availability, parenting compatibility, or long-term commitment in their preferences.





"It appears people aged 40+ are over apps. We're seeing 15% fewer Tawkify clients over 40 using dating apps since last summer. After years of swiping, people are realizing real connection isn't a numbers game. Instead, they're opting for a more guided approach to dating."

Chris Kumar

CEO, Tawkify Matchmaking





05

Experienced Daters Want More Personalization

Gen X and Boomers appear to be losing patience with endless swiping. Our latest findings reveal daters aged 40+ are using apps less in favor of more personalized matchmaking services like Tawkify.

15%

fewer Tawkify clients
over 40 used dating apps
since last summer





Your Summer of Love: Key Takeaways

This summer, it's clear that daters are embracing a more intentional and adventurous approach to finding love.

These dating trends highlight a collective desire for:

- Deeper, more meaningful connections
- Shared experiences and genuine understanding
- Quality over speed
- Realness over perfection
- And a willingness to travel for the right match

It's an exciting time to be dating! We'll keep our eyes on the evolving landscape of love as the year unfolds, bringing you more insights and helping you navigate your path to a truly fulfilling relationship.

Happy dating!

