

Hinge

2025 LGBTQIA+ D.A.T.E. REPORT

Data. Advice. Trends. Expertise.

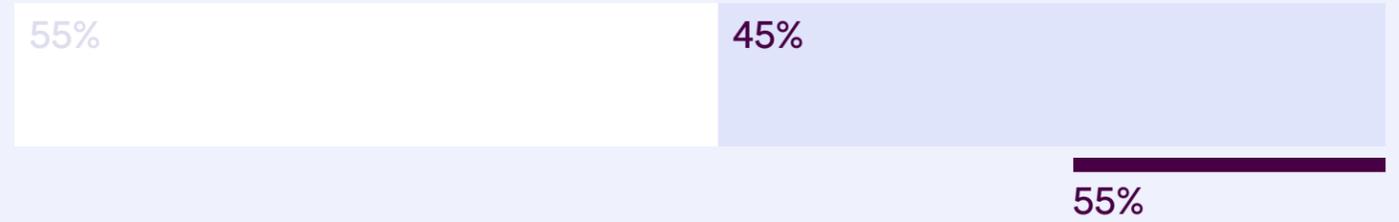
 **LOVE BEYOND LABELS** 

Where real dating stories
meet expert guidance.

Foreword

In 2025, LGBTQIA+ daters are over being boxed in. While identity and sexuality labels shape how we understand ourselves and others, Hinge’s third annual LGBTQIA+ D.A.T.E. Report reveals a growing shift.

This annual research initiative by Hinge explores how daters approach relationships, identity, and connection in an evolving dating landscape. In a world that often defaults to cisgender and heterosexual norms, labels provide clarity—but they are also limiting potential connections. After surveying over 14,000 LGBTQIA+ and heterosexual daters, Hinge’s experts found that many daters are tired of defining themselves or their dating choices within preset categories and are experiencing “label fatigue.”



With 45% of LGBTQIA+ Hinge daters having considered dating someone outside the gender or gender expression they’re typically attracted to, daters are open to exploring attraction beyond labels.

Yet, 55% of those daters haven’t acted on their feelings—saying that societal expectations, personal doubts, and fear of judgment are holding them back.

In this report, Hinge’s experts unpack how and why daters are embracing label-fluidity (p. 6) and offer advice for LGBTQIA+ daters looking to navigate more fluid attraction. How? By overcoming overthinking (p. 17) and turning attraction into action (p. 27).

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Hinge's D.A.T.E. Reports are conducted by Hinge Labs, a one-of-a-kind internal team of PhD researchers and behavioral scientists whose sole purpose is providing evidence-based insights to help Hinge daters find love.

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Meet the Experts

Hinge's in-house love and relationship experts have developed evidence-based, reliable guidance to support daters. Drawing from deep expertise and real user insights, their advice offers credible, practical tools for navigating relationships.



Logan Ury
(she/her)

Hinge's Director
of Relationship
Science

Logan is a behavioral scientist turned dating coach and the author of the best-selling dating book *How to Not Die Alone*. She is also the on-screen coach on the Netflix series *The Later Daters*. She previously studied psychology at Harvard, before running Google's behavioral science team, the Irrational Lab.



Moe Ari Brown
(he/they)

Hinge's Love
and Connection
Expert

Moe is a licensed marriage and family therapist with over a decade of experience helping people build authentic, lasting relationships. They have worked with people across all identities on their journey to love their authentic selves and establish meaningful connections. They also serve as a diversity & equity consultant. Moe graduated from Northwestern University with an MS in marriage and family therapy.

Love Beyond Labels at a Glance

Daters are curious
about new kinds of
connections

45%

of LGBTQIA+ Hinge daters have considered dating someone outside the gender or gender expression they're typically attracted to.

Yet, there's a gap between
attraction and action

55%

of daters who considered breaking their dating patterns haven't acted on their feelings.

Labels can create
pressure to perform

50%

of LGBTQIA+ Hinge daters have felt the need to present as more masc or femme to attract someone.

Younger generations
lead the shift toward
label-fluidity

39%

Gen Z LGBTQIA+ daters are 39% more likely than millennial LGBTQIA+ daters to have reconsidered their sexuality label in response to an unexpected attraction.

Key Terms

Label Fatigue (n.)

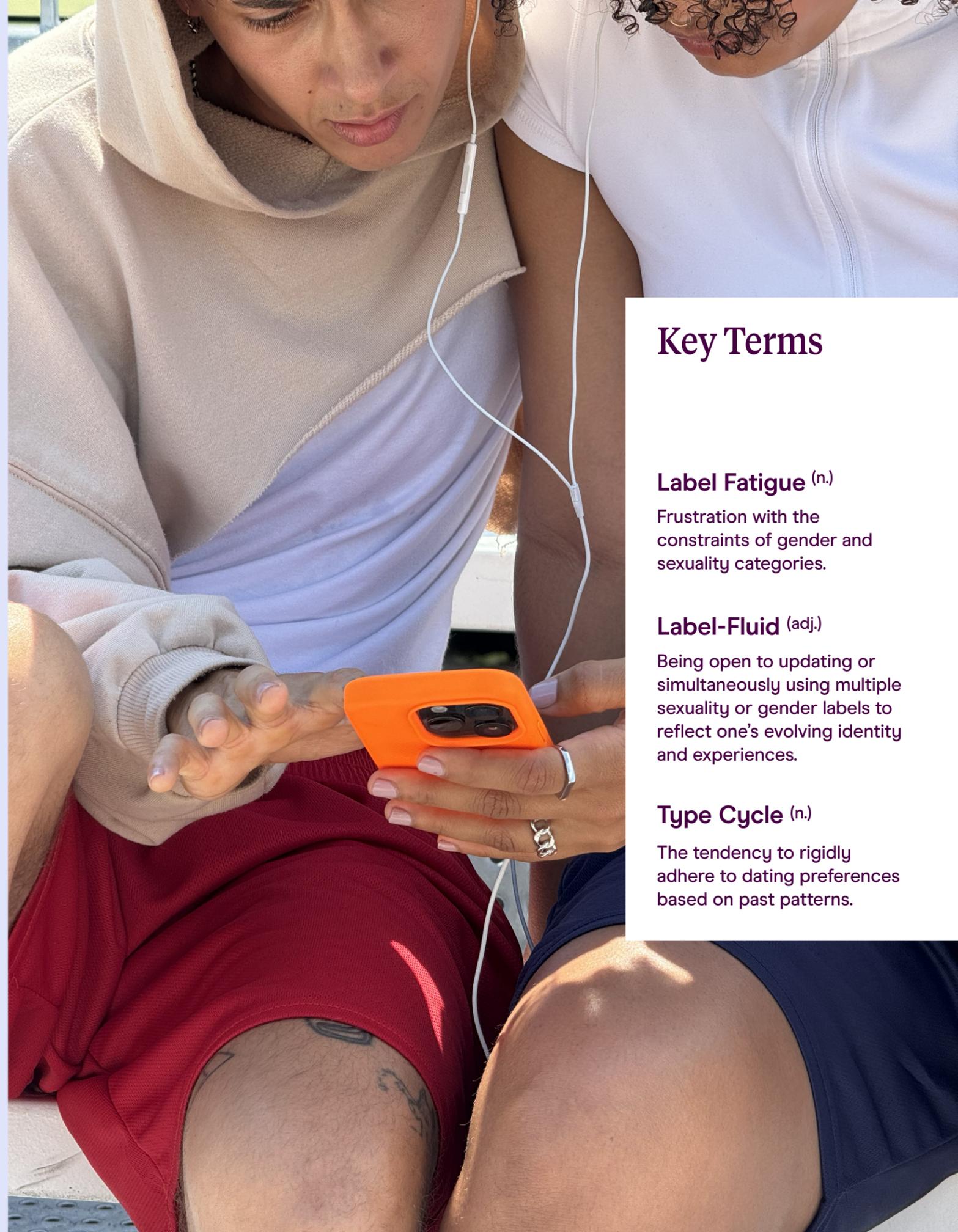
Frustration with the constraints of gender and sexuality categories.

Label-Fluid (adj.)

Being open to updating or simultaneously using multiple sexuality or gender labels to reflect one's evolving identity and experiences.

Type Cycle (n.)

The tendency to rigidly adhere to dating preferences based on past patterns.



Embracing Label Fluidity

With attitudes to labels shifting, daters are curious to explore unexpected connections.

»» Labels help us find each other ««

🧪 but they can never tell the whole story 🧪



While terms like *lesbian* and *gay*, *masc* and *femme*, and *queer* and *heterosexual* can help describe who we are attracted to, daters are discovering that chemistry and connection matter more than categories. LGBTQIA+ daters are switching up their labels, or dropping them altogether.

28%

of Hinge daters—LGBTQIA+ and heterosexual—say that developing an attraction to someone new has shifted the label they use to describe themselves.

For LGBTQIA+ Hinge daters, the number is higher, with

37%

having updated the sexuality labels they previously identified with.



Embracing
Label-
Fluidity

Generational and
Identity Differences

39%

Gen Z LGBTQIA+ Hinge daters are 39% more likely than Millennials to have reconsidered their sexuality label after an unexpected attraction.

72%

Trans Hinge daters are 72% more likely to have used a different sexuality label at some point.

2x

LGBTQIA+ women on Hinge are twice as likely as LGBTQIA+ men to have used a different sexuality label in the past.

183%

Gay Hinge daters are 183% less likely than others in the LGBTQIA+ community to have changed the label they use to define their sexuality.

“I started experimenting with she/her pronouns in my personal life,

and after a year

I realized that’s what made me feel the most me.”

Embracing
Label-
Fluidity

Dater Stories:
Kevin (she/her)



Kevin (she/her), Actor, @flawlesskevin, USA

“I identified as nonbinary and now I identify as a trans woman. This happened over time as I continued to live life authentically as myself and experienced new things.

I guess I would be considered straight because I identify as a girl and like men now. I’m attracted to masculinity for sure. I’m still getting accustomed to new labels though.”

LGBTQIA+ Hinge daters often feel pressured to change how they present themselves.

50%

have adjusted their masc or femme expression to attract someone.

Out of that 50%, 29% regret not staying true to themselves.

Dater Stories:
Aliyah (she/her)



Aliyah (she/her), Artist, @aliyahsinterlude, USA

“Even in queer and same-sex relationships, we tend to take on heterosexual norms—like the idea that one person has to be masc and the other has to be femme.

Personally, I am mostly femme but I do love to be masc at times also. It all just depends on my mood. I don’t put any pressure on myself to look any type of way besides how I want.”

“It all just depends on my mood.

I don’t put any pressure on myself to look any type of way besides how I want.”

Embracing
Label-
Fluidity

Labels: Only Half of the Story

Labels can help daters communicate who they are. They can also carry a false sense of certainty about someone's identity, dating style, or what kind of relationship they're looking for.

A dater who usually dates masc-presenting people might overlook a strong connection with someone more femme.

These assumptions affect relationships too—**39% of LGBTQIA+ Hinge daters say that others make assumptions about their relationship roles based on appearance.**

This impacts nonbinary daters most significantly, who are 63% more likely than LGBTQIA+ men and 33% more likely than LGBTQIA+ women to face such assumptions.





Why Chemistry Isn't Defined by Labels

Moe Ari Brown
(he/they)

Love and Connection
Expert at Hinge

Most LGBTQIA+ people have experienced firsthand how assumptions based on appearance or labels prevent the actual person from being fully seen. I can attest to this in my own life as a trans person. As a relationship therapist, I've also seen how labels help us cultivate belonging rooted in authenticity—but these labels shouldn't define our dating lives.

Attraction is deeper than looks, presentation, or identity markers.

Real chemistry isn't about someone fitting a mold; it's how you feel in your relationship—the synergy, connection, and shared experience you co-create together.

If we let assumptions guide who we pursue (or dismiss), we risk missing out on magical relationships. True compatibility isn't about matching labels—it's about how you show up for each other.

Embracing
Label-
Fluidity

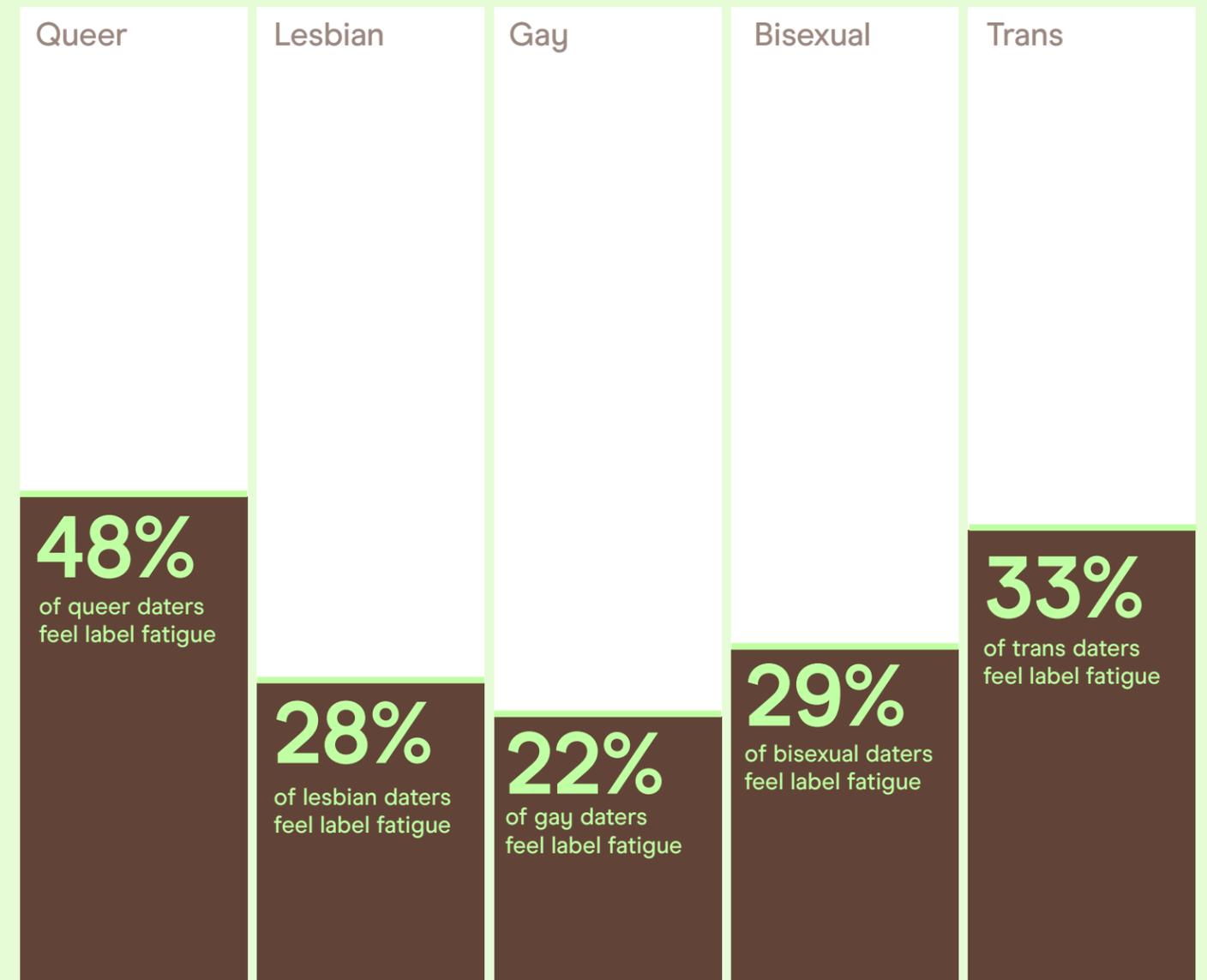
Label Fatigue ^(n.)

Frustration with the
constraints of gender and
sexuality categories.



28% of LGBTQIA+ daters experience *label fatigue*, with the highest rates among queer-identifying daters (48%).

Percent of LGBTQIA+ daters who say labels feel limiting:



~~What If?~~ Why Not?

How to Embrace Label-Fluidity and Avoid Missed Connections:

- 01 Challenge Your Comfort Zone**
Have you caught yourself saying “they’re not my type”? Why not explore that unexpected attraction? The best connections often come from the most surprising places.
- 02 Embrace Your True Self**
Feeling pressured to fit a certain mold? Ask yourself, “Are labels putting pressure on me to show up a certain way with people I’m interested in? How do I want to express myself authentically?” Then show up exactly as you are.
- 03 Open Your Mind, Open Your Heart**
Caught making snap judgments based on labels? Instead, focus on the person, their energy, and the genuine connection. You might just discover something special.

Overcoming Overthinking

Attraction evolves, but old dating habits are holding daters back.



 **DOUBT CAN HOLD US BACK** 

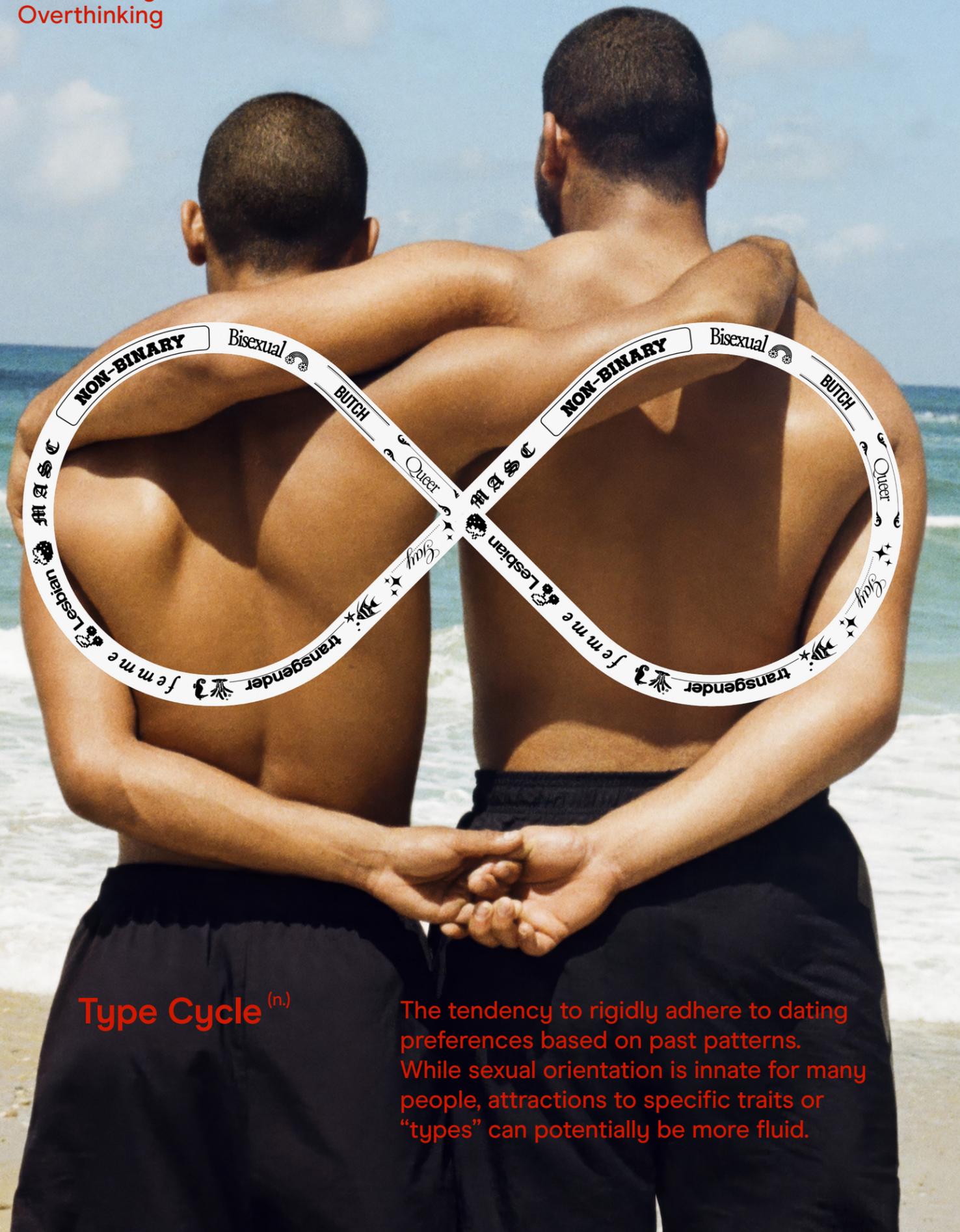
 But curiosity always leads us forward. 

Hinge's data shows that daters want to explore connections with people who are different from their usual type, but doubt (p. 20) and social skepticism (p. 22) create barriers. By treating their "type" as rigid rather than fluid, daters may miss unexpected connections.

67%

33%

of Hinge daters—LGBTQIA+ and heterosexual-identifying—have considered dating someone outside the gender expression they're usually attracted to.



Type Cycle^(n.)

The tendency to rigidly adhere to dating preferences based on past patterns. While sexual orientation is innate for many people, attractions to specific traits or “types” can potentially be more fluid.

Dater Stories: Kevin (she/her)



Kevin (she/her), Actor, @flawlesskevin, USA

“Just because I have a type doesn’t mean I’m not attracted to other types of people.”

Stepping outside of your comfort zone is good for personal growth—even in dating.”

Overthinking is one of the biggest barriers to acting on attraction.

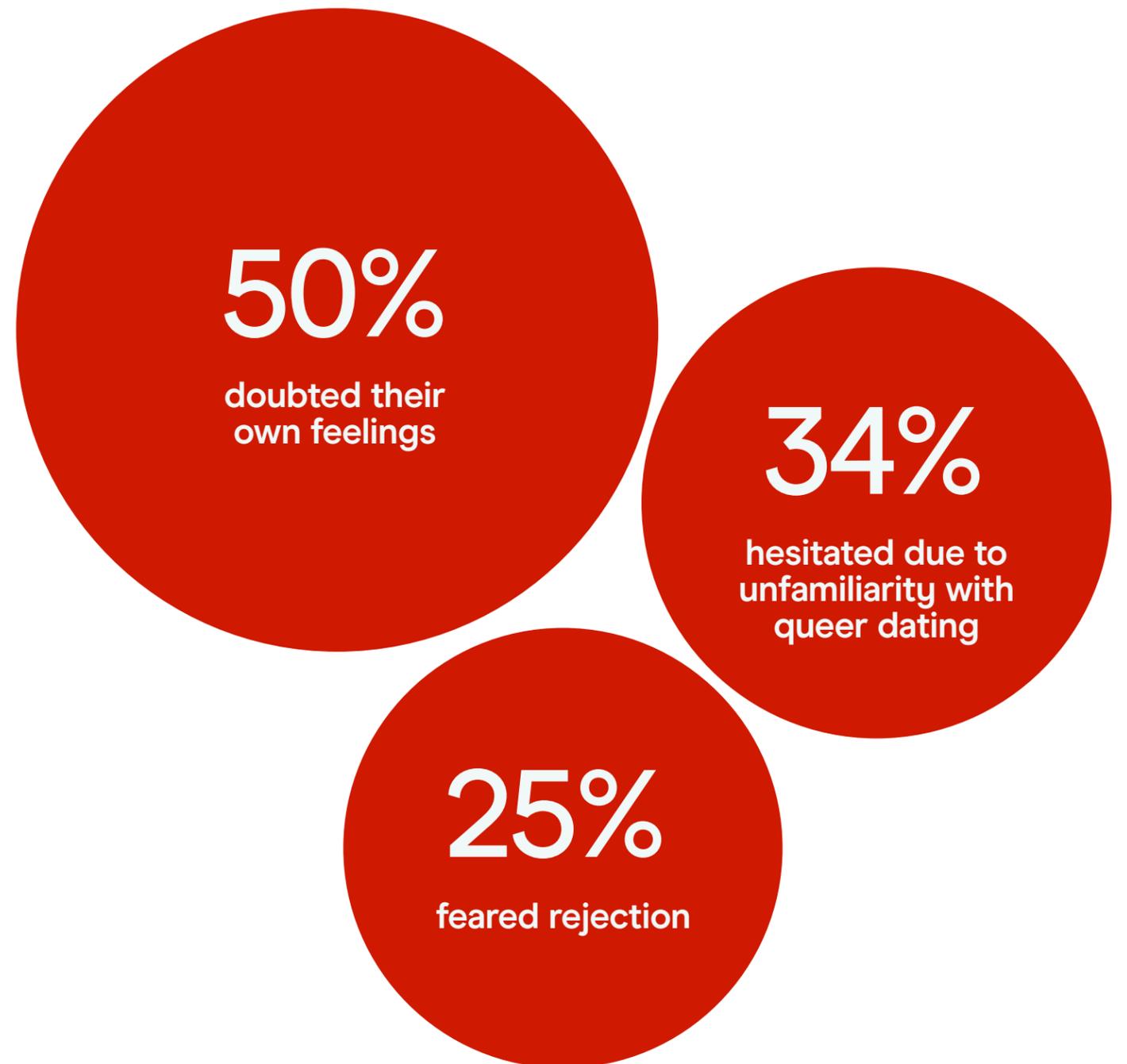
We can get stuck in self-doubt, asking, "If I go out with this person, will people assume something about me?" or "Does this connection even make sense?"

Instead, we could follow our curiosity, asking, "What if we find a genuine connection?" or "How might this person surprise me?"

Overcoming
Overthinking

When Self-Doubt
Stands in the Way

Among daters who have felt attracted to someone outside the gender(s) they typically date but didn't act on it:



Dater Stories: Charlie Craggs (she/her)



Charlie Craggs (she/her), Actress & Author, @charlie_craggs, UK

“Since transitioning, I’d only ever dated cis het guys—I think partly because them finding me attractive made me feel validated as a trans woman. I’d built this block up in my head, but when it came to dating people outside of my usual preference, I realized it was exactly that—just a block. Ironically, I didn’t feel dysphoric at all, I’d just been conditioned to think I would.

It can feel weird trying something (or someone) new because you’re having to unpack all the things you thought you knew about yourself and the world. But, like me, you just might find that breaking those rules by dating someone outside of your usual preference is the best thing you’ve ever done.”

“You just might find that breaking those rules by dating someone outside of your usual preference is the best thing you’ve ever done.”

Despite evolving attitudes toward identity, cultural pushback remains a barrier for daters exploring new attractions.

Among heterosexual-identifying daters, women are 1.7x more likely than men to consider dating outside their usual gender preference, possibly due to greater social acceptance of fluid sexuality in women (whereas masculinity has traditionally been

framed within stricter boundaries). Among LGBTQIA+ daters, nonbinary daters show the most openness, being 33% more likely than LGBTQIA+ women and 125% more likely than LGBTQIA+ men to consider dating outside their usual preferences.

60%

of LGBTQIA+ daters have faced judgment when expressing a shift in how they identify.

68%

have experienced skepticism about those changes.

Generational Nuances

Gen Z takes a more fluid approach to labels compared to Millennials. Having grown up with greater LGBTQIA+ visibility, Gen Z identifies as LGBTQIA+ more frequently than other generations.

Gen Z daters are more likely than Millennials to date people across various gender expressions.

All Daters

Gen Z LGBTQIA+ daters are 21% more likely than Millennials to date people across various gender expressions.



Millennial Daters



Gen Z Daters

LGBTQIA+ Daters

Gen Z LGBTQIA+ daters are 22% more likely than their millennial counterparts to be open to sexual encounters with partners outside their typical gender preference.



Millennial Daters



Gen Z Daters

Breaking Out of Type Cycle

By Logan Ury
(she/her)

Hinge's Director
of Relationship Science

“As a dating coach, I often hear people say they have a ‘type.’ But let’s be real—that ‘type’ hasn’t worked out for them yet! Instead of doubling down on a strategy that hasn’t delivered, I encourage them to date like a scientist: test their hypotheses and be open to being proven wrong. Time and time again, I see people find love when they embrace the possibility that their ideal partner might look nothing like the ‘type’ they’ve been chasing.”



Daters are discovering attraction that transcends their usual preferences.

Overcoming Overthinking

The Unexpected Spark

Unexpected connections are often sparked by:

Energy and Vibe

80%

Confidence

48%

Humor

48%

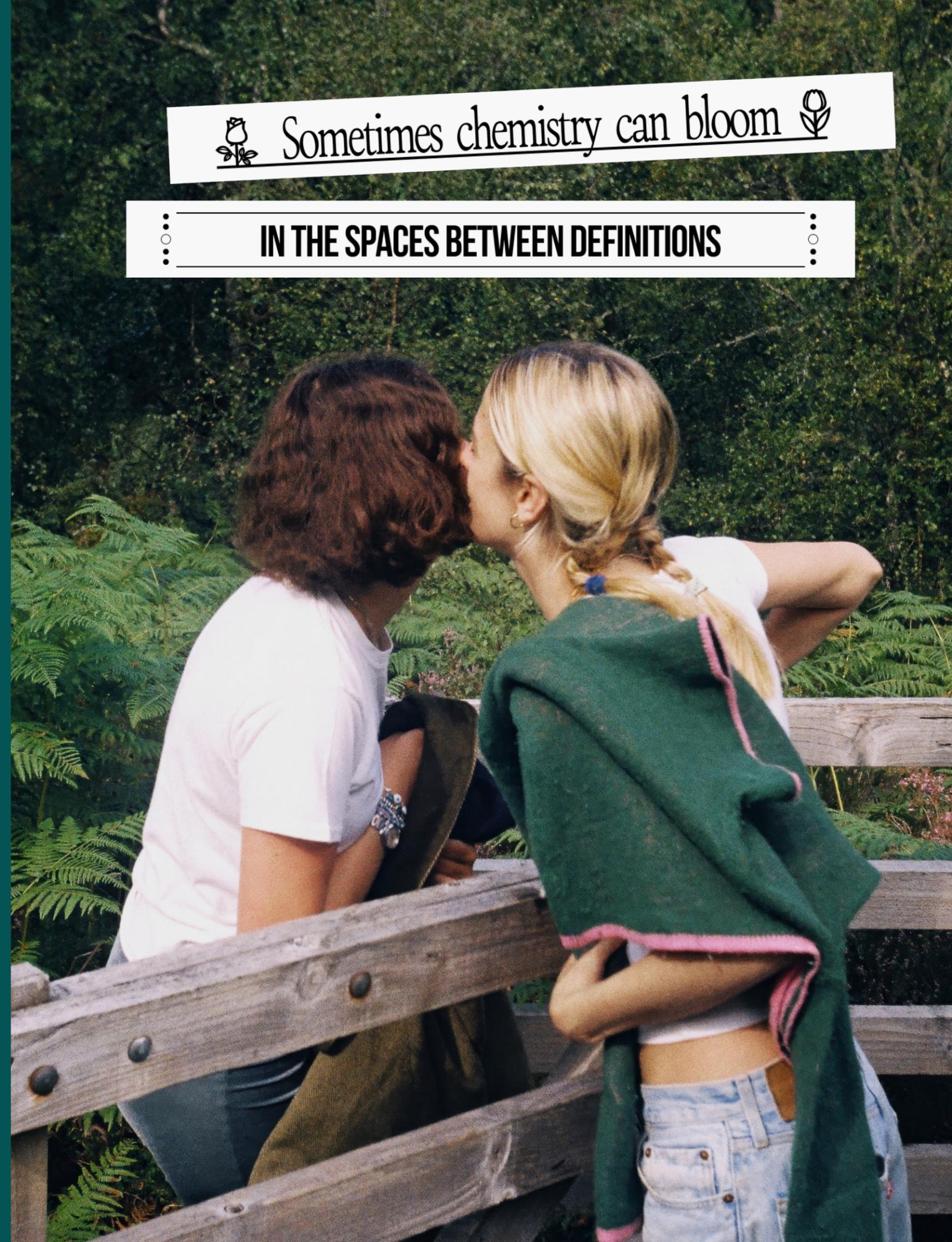
How to Overcome Overthinking Labels

Sometimes the most powerful connections are the least expected. Daters curious about new romantic possibilities but feeling hesitant about embracing the gray area can:

- 01 Start Small**
If you're curious about expanding your connections, begin by adjusting your Hinge preferences. This low-pressure first step helps you ease into exploring.
- 02 Focus on Character**
Look beyond surface-level traits. What qualities truly matter to you—kindness, ambition, playfulness? These core attributes often create the strongest bonds.
- 03 Tune In to Your Feelings**
Pay attention to how you feel when connecting with someone. Does the interaction feel natural and energizing? Do these feelings persist over time? Update your preferences.
- 04 Stay Open Minded**
Remember that chemistry can surprise you. Instead of ruling people out based on preconceptions, give genuine connections a chance to develop naturally.

Turning Attraction into Action

The connections that daters want
require unlearning old "rules."



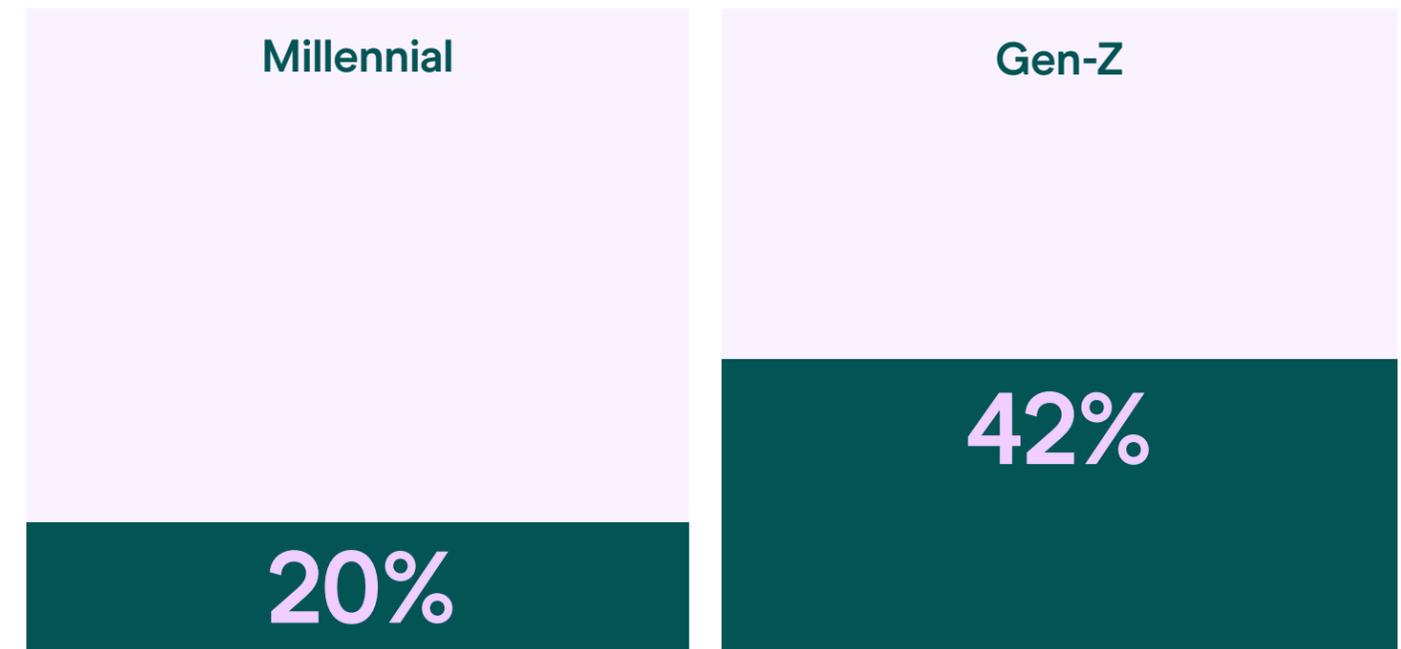
🌸 Sometimes chemistry can bloom 🌸

IN THE SPACES BETWEEN DEFINITIONS

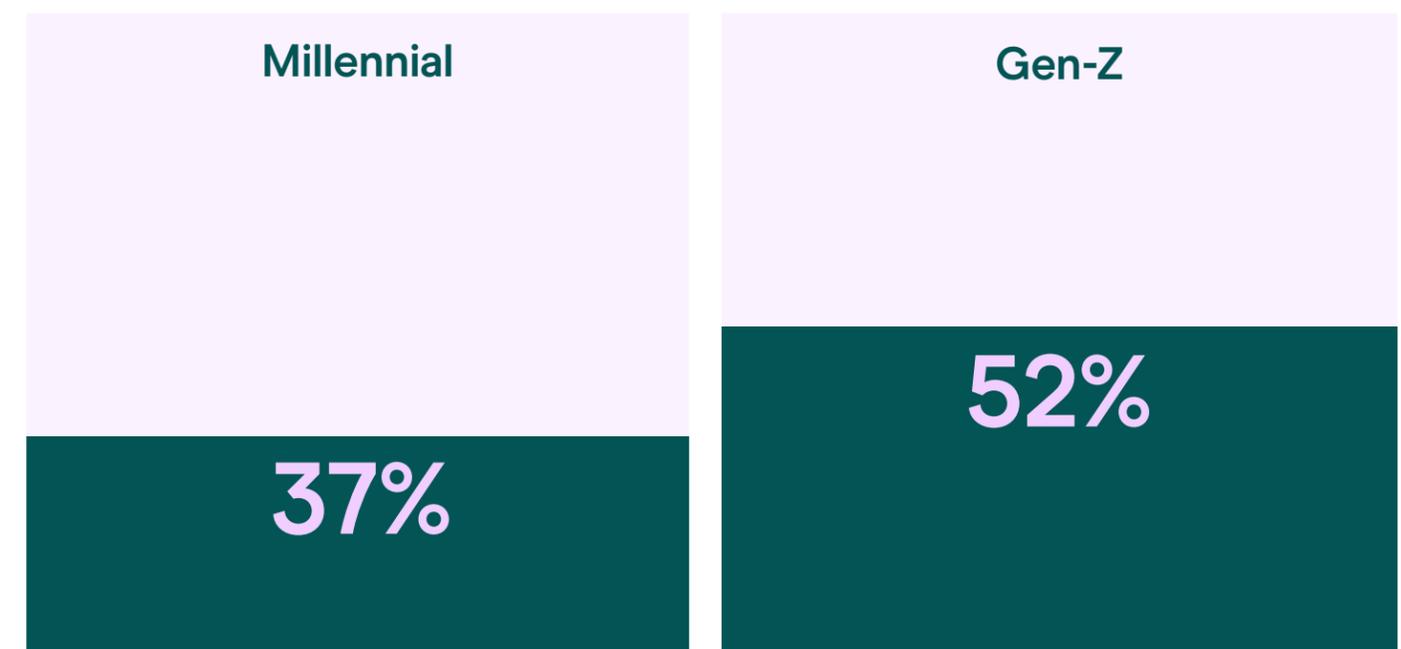
Even when daters feel ready to explore attractions that break from past dating patterns, many report struggling with how to make a move—especially with someone who identifies similarly—preventing connections from getting off the ground. By recognizing these dynamics and challenging social scripts, daters can build the confidence to pursue new connections.

Percentage of Hinge LGBTQIA+ daters who feel uncertain how to ask out someone with a similar gender expression:

Among masc daters:



Among femme daters:



Tips for Moving from Attraction to Action

Moe Ari
Brown

Love and
Connection
Expert at Hinge



“The chill factor (not wanting to seem too eager) and the cringe factor (overanalyzing every move) are two of the biggest hurdles for Gen Z LGBTQIA+ daters who want to turn attraction into action.

I’ve had clients leave messages in drafts for days or avoid reaching out at all out of fear of saying the wrong thing.

The truth? Attraction is felt, but real connection takes effort. Take the risk, send the message, and trust that your authentic self is a whole vibe.”

Ditch the Drafts & Just Send It

Overthinking stops connection before it even starts. Try: “I love your Prompt answers. What’s something you could talk about for hours? I’m listening.”

When in Doubt, Ask (Respectfully!)

If unsure about a label, don’t assume—ask with care. Try: “I’d love to understand what [label] means to you!”

Flip “What Ifs” into “Why Nots”

A tool I use with couples in therapy is called *cognitive restructuring*—it helps to reframe our thoughts so they are more empowering. Try: “What if this turns into something amazing?” (Instead of “What if I embarrass myself?”)

See Rejection as Honest Redirection

The other person is just being real with you—just like you’d want to be with them. Empathy helps you see rejection as clarity, not personal failure. Try: “Thanks for being direct with me. I appreciate your honesty and wish you the best!”

Energy over Execution

People connect with vibes, not perfect words. Show up lighthearted, curious, and engaged. Try: “Your travel photos are amazing! I’d love to hear the story behind that sunset shot in your profile.”

“Don't

Over

Think

It”

Turning Attraction
into Action

Dater Stories:
Charlie Craggs (she/her)



Charlie Craggs (she/her), Actress & Author, @charlie_craggs, UK

“If you think you might be open to dating outside your usual preference, like dating a trans person, don't overthink it. We're people just like you. You don't want to make us feel like an experiment.”

Exploring beyond your usual preferences can raise questions, just like any new situation. To better understand dating expectations, Hinge asked LGBTQIA+ and heterosexual daters what matters to them, from who should send the first message to splitting the bill.

Q&A Navigating New Dynamics

The First Move

Q. **Should I show on my profile that I'm open to being asked out by different types of people?**

A. Yes. Add clear signals in your Dating Intention section—try: “I don't have a specific type” or “Open to all kinds of new people :)”

Tip Let your profile do the inviting—small language shifts can open big doors.

37%

of LGBTQIA+ daters want potential matches to show openness.

53%

of nonbinary daters and 59% of trans daters say it's especially important.

Dating Guide

The First Message

Q. Who should send the first message?

A. Just send it! Most people are open—and it shows genuine interest.

Tip A simple, thoughtful message can be all it takes to start something real.

57%

of LGBTQIA+ Hinge daters prefer to receive first messages.

38%

have no preference.

The First Date

Q. Who should plan the first date?

A. Don't wait. If you feel a connection, suggest a date—it's a great way to break out of outdated roles.

Tip Lead with clarity and enthusiasm—initiative is attractive.

48%

have experienced gender-based assumptions about date planning.

63%

have no preference about who plans it.

The Bill

Q. Should we split the bill?

A. Consider splitting to set the tone for mutual respect and shared investment. The conversation can evolve as the relationship does.

Tip Talk openly about money—it helps build trust early.

90%

more likely. LGBTQIA+ Hinge daters, compared to heterosexual Hinge daters, say the bill *should* be split.

27%

more likely. Millennial LGBTQIA+ Hinge daters, compared to Gen Z Hinge daters, prefer splitting the bill.

34% vs. 13%

LGBTQIA+ Hinge daters, compared to heterosexual Hinge daters, *prefer* splitting the bill.

“Give yourself
permission to

be what you are

and like
who you like!”

Turning Attraction
into Action

Dater Stories:
Kath Ebbs (They/She)



Kath Ebbs (they/she), Queer Advocate and Content Creator,
@kathebb, AUS

"Labels or no labels, dating is about exploring connections with others and ultimately exploring the connection with yourself as you continue to grow. Let yourself have fun with it! Give yourself permission to be what you

are and like who you like! Queer folk have to contend with so much in the world already as society continues to label us and push us into boxes. Let's not do that to ourselves."

New Priorities

When it comes to
relationships, daters'
needs are evolving:

LGBTQIA+ daters are envisioning
their futures in fluid ways. Whether
it's marriage, co-parenting, or platonic
partnerships, strong relationships are
built through ongoing negotiation.



Life Partnership

Heterosexual daters (95%) and LGBTQIA+ daters (82%) both prioritize finding life partners, as do the majority of all Hinge daters (87%).

Marriage Views

Views on marriage are mixed: 58% of LGBTQIA+ Hinge daters want to get married, compared to 77% of heterosexual daters.

Family Planning

Desire for children differs between heterosexual daters (55%) and LGBTQIA+ daters (30%).

Alternative Partnerships

LGBTQIA+ daters are nearly 3x more likely than heterosexual daters to consider platonic marriages.

Key Takeaways

What this means for LGBTQIA+ dating in 2025

Moe Ari
Brown

Love and Connection
Expert at Hinge

“LGBTQIA+ daters are redefining attraction, gender roles, and relationships—moving beyond rigid expectations to embrace what feels authentic and fulfilling. While labels can be valuable tools for our self-expression, they don’t always capture the full complexity of identity and attraction.

Many LGBTQIA+ daters are rejecting outdated norms around who should initiate, pay, or take on certain roles—instead shaping relationships based on mutual connection, not societal scripts.

Hinge celebrates this evolution toward even more intentional, personalized dating experiences. Whether it's daters exploring new labels, challenging old assumptions, or prioritizing emotional connection over 'types,' one thing is clear: The future of dating is fluid, expansive, and entirely ours to define and redefine.”

Finding Love Beyond Labels

- 01 **Review past dating patterns**
Are you limiting yourself based on past ideas around your “type”?
- 02 **Embrace the gray area**
Daters can look to qualities over categories to explore new connections.
- 03 **Signal openness**
A simple tweak to your Hinge preferences or profile can invite unexpected matches.

Methodology

Research was conducted by Hinge Labs, a team of PhD researchers and behavioral scientists providing evidence-based dating insights.

In January 2025, they surveyed over 14,000 global respondents, both LGBTQIA+ and heterosexual daters.

Recognizing that dating is complex and personal, Hinge Labs uses both quantitative and qualitative research methods to study successful dating patterns and optimize the app for relationship success.

Contact: press@hinge.co