Tinder Newsroom

Swipe™ Sunday Kicks Off the Busiest Dating Season of the Year

Tinder Reveals Hottest Profile Trends for 'Dating Sunday'

New Year is the ultimate hype for singles! In fact, the first Sunday in January is known as “Dating Sunday”, aka Swipe™ Sunday, and is one of the busiest days of the year on dating apps as singletons bring their new year energy and intentions into their quest for making new connections.

New data from Tinder reveals that on Dating Sunday in 2023,**the number of Likes was 18.2% higher and the number of messages sent was 22% higher than the rest of the year.**[1] In fact, 2023 Peak Season AKA New Year, New Boo Season saw 11.4 million more messages sent compared with the rest of the year, and **a stunning 58.7 million more likes sent compared to the rest of the year.**[2]

For many singles, this period is the perfect moment to get their Tinder profile ready for whatever the new year's connections may bring. And they’re not alone in being ready to get out there. On ‘Dating Sunday’, Tinder users responded on average 19.4 minutes faster than on other Sundays of the year.[1]

It’s no secret that 2024 will herald a new age in the dating scene and a continued departure from conventional relationship cycles. Tinder’s latest Year in Swipe report shows that 2023 was the year of dating “For the Plot”, with singles less concerned with where their relationship was heading, and were more concerned with creating **memorable experiences and opportunities - also known as N.A.T.O Dating (a.k.a. Not Attached To Outcomes).**

To help singletons live their best main character lives and maximize their chances of finding a match this New Year, Tinder is sharing the hottest profile trends, from its recently released Year in Swipe report.

- **The optimal amount of words in a Tinder bio is between 15-45** - During New Year, New Boo peak season there were 519 bios edited a minute.[2] So don’t hold back - in 2023, singles in India passionately voiced their values, championing social causes such as Environment, Mental Health, and Animal Rights to their dating mantras like Authenticity, No Labels, and Emotionally Available in their Tinder bios.[4]
- **Share at least five photos** - Focus on images that capture your personality at different times. During peak season, 2263 photos were added to profiles every minute.[2] And don’t forget to photo verify to get a blue tick on your profile showing your potential Tinder matches that it’s you in the photos. 65% of young daters in India said a verified profile makes a match more attractive.[5]
- **Discover attractive interests** - Finding common ground is one of the easiest ways to meet someone compatible with you. Use Tinder’s newest features Profile Quiz to check your compatibility with potential Tinder matches through a fun quiz about yourself. Share your responses on your Tinder profile, offering a glimpse into your preferences and interests. The most attractive interests in India right now are makeup, cafe hopping, self-care, skin care, and pinterest.[5]
- **Be open about what you are looking for** - Be clear with your intentions. Tinder’s Relationship Goals feature, where Tinder users can share what they are looking for in a relationship, reveals that a quarter (25%) of Tinder users in India are “still figuring it out”.[6]
- **Quality Time** - Including your love language on your profile helps indicate your communication style for future relationships. Spending quality time together is the most popular love language for singles on Tinder.
- **Spark conversations beyond ‘hi’** - It can be pretty hard to start a conversation out of thin air but Tinder’s new profile prompts empowers users to express their unique personalities and show all their sides, from the fun humor to the ‘real talk’. By selecting and responding to Prompts, you can spark engaging conversations that dig deeper than a mere Like or

Nope. The three most popular prompts globally are: “The key to my heart is”, “The first item on my bucket list is”, and “Two truths and a lie”.[7]

1 Tinder data comparing 8 January 2023 with yearly averages

2 Tinder data comparing the period of 1 January to 14 February 2023 with yearly averages.

3 Tinder Platform data 2023

4 Data from Tinder bios from 1 Jan to 1 Oct 2023.

5 A study of 1000 18-25 year old dating singles across Delhi, Mumbai, Bangalore, Kolkata, Chandigarh, Chennai, Kochi, Jaipur, Hyderabad, Guwahati between April - May 2023 conducted by OnePoll on behalf of Tinder.

6 Data from Tinder’s Relationship Goals feature from 1 Jan to 1 Oct 2023.

7 Internal Tinder data 2023

ABOUT TINDER

Launched in 2012, Tinder is the world’s most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all users are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company.

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