

Why Tinder's® First Sunday of the Year, better known as 'Dating Sunday', is a Game-Changer for Singles

With over 10% more matches and 20% more messages sent compared to the rest of the year, the first Sunday of the year proves to be the ultimate kickstart for your 2025 dating life.



India - 2 January 2025 As 2025 begins, singles everywhere are kicking off the new year with bold intentions and a fresh perspective on dating. According to [Tinder's Year in Swipe™ report](#), 2025 is all about embracing clarity, connection, and spontaneity with trends like Loud Looking, Kiss-met, and Nano-ships. Loud Looking empowers singles to confidently state their desires, Kiss-met celebrates those magical, spontaneous moments, and Nano-ships highlight the significance of even the smallest romantic connections.

'Dating Sunday' refers to the first Sunday of the year, and it has emerged as the golden moment to kickstart these resolutions. In fact, internal Tinder data² reveals that the first Sunday of the year sees a surge in activity like no other day of the year:

- **Swipe® activity is nearly 20% higher on Tinder than the rest of the year.**
- **The number of likes on Tinder was 15% higher than the rest of the year.**
- **Singles are in conversation mode, being approximately 12% more likely to have a conversation with the number of messages sent on Tinder being nearly 20% higher than the rest of the year.**
- **The pursuit of connection pays off, as Tinder users on average experience over 10% more matches - with over 356 matches per second - than the rest of the year**
- **Responding faster than ever, Tinder users replied to messages 2 hours 16 minutes quicker than on last year's Dating Sunday (i.e. 2023).**

Why the surge? It's simple: new year, new possibilities. Singles are manifesting their ideal connections and diving headfirst into their resolutions to meet new people, explore fresh experiences, and perhaps even find their perfect match.

For this year's Peak Dating Season (January 1st and February 14th), Tinder is helping singles make the most of their 2025 dating journeys by crafting some tips for them to use on Dating Sunday:

1. **Set Your Profile Resolutions:** Fresh starts call for fresh bios! During Peak Season (January 1st to February 14th), 486 bios³ are edited per minute on Tinder. Update your profile with your 2025 goals or share something intriguing about yourself to catch eyes and spark meaningful conversations. In order to simplify this process, [Tinder's Photo Selector](#) can help singles choose their profile pictures, making it easier to present your most authentic self.
2. **Message With Intent:** With over 2.1 million⁴ more messages sent daily during Peak Season than the rest of the year, starting conversations that show interest and originality will help you stand out. Maybe even include a fun resolution and ask about theirs!
3. **Lean Into Peak Season Energy:** January and February are bustling months for dating. Over 298 million⁵ more likes are exchanged during this time than the rest of the year. Astrology also plays a role in dating choices, with almost 40%⁶ surveyed singles saying 'astrology love predictions' are likely to influence how they date in 2025. Supporting this cosmic trend, internal Tinder data⁷ reveals that Gemini is the most attractive star sign to men, while Virgo leads for women.
4. **Make It a Team Effort:** Dating doesn't have to be a solo sport! Nearly 50% of singles plan to lean on friends to navigate the dating world in 2025⁸. [Tinder's Matchmaker](#) feature lets your trusted circle recommend profiles, helping you get a second opinion and keeping the process fun. Whether it's asking friends for advice or using Matchmaker to involve them in your dating journey, letting others in can bring fresh perspectives and that eye opener opinion we all need sometimes.
5. **Manifest the Love You Want:** Use this time to reflect on what you're looking for in 2025. Singles in 2025 are prioritizing trustworthiness (40%), physical attraction (35%), shared values (31%), emotional availability (30%), and shared interests (28%)⁹ when dating. Meanwhile, deal-breakers like bad hygiene (50%), rudeness (44%), and too much talk about an ex

(34%) remain major icks. With nearly 45% of singles seeking a “Golden Retriever type” partner¹⁰—loyal, friendly, and brimming with optimism—this is the perfect time to align your dating goals with what truly matters to you.

As we move further into 2025, singles are redefining dating with confidence and intentionality. By embracing trends like Loud Looking, Kiss-met, and Nano-ships, they’re not just seeking connections—they’re creating meaningful moments that reflect their values and aspirations for the year ahead.

¹Tinder data comparing 7 January 2024 with yearly averages.

²Tinder data comparing 7 January 2024 with yearly averages.

³Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

⁴Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

⁵Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

⁶A survey of 4000 18-30-year-olds who are actively dating in the US, UK, Canada and Australia between September 25, 2024 and November 4, 2024 conducted by OnePoll on behalf of Tinder.

⁷Global data from Tinder Bios, Descriptors, and Interests from 1 Jan to 1 Oct 2024.

⁸A survey of 4000 18-30-year-olds who are actively dating in the US, UK, Canada and Australia between September 25, 2024 and November 4, 2024 conducted by OnePoll on behalf of Tinder.

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About Tinder

Launched in 2012, Tinder® revolutionised how people meet, growing from 1 match to one billion matches in just two years. This rapid growth demonstrates its ability to fulfil a fundamental human need: real connection. Today, the app has been downloaded over 630 million times, leading to over 100 billion matches, serving approximately 50 million users per month in 190 countries and 45+ languages - a scale unmatched by any other app in the category. In 2024, Tinder won four Effie Awards for its first-ever global brand campaign, “It Starts with a Swipe™”.
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