Tinder Newsroom

Tinder Introduces Relationship Goals for the Busiest Swipe® Day of the Year

New profile feature helps members match with more intention and less small talk, just in time for Dating Sunday

INDIA, DECEMBER 20, 2022 -- Dating Sunday marks one of the busiest days of the dating calendar year with **10% more singletons on Tinder** than usual, **35% higher Swipe activity** and over **30% more matches than on a regular day[1].** Singletons that are full of new year resolutions jump onto Tinder in the hopes of meeting their match. Tinder has revealed that during the month of January, Sundays are the most popular days for members to edit their bios and add new photos[2]. In fact, earlier this year in January 2022 **Dating Sunday saw 12 Tinder bios per second being edited and 25 new photos added every second[2], on average across the globe.**

To make it easier than ever for daters to put their best foot forward on the first big date of the year,

Tinder recently rolled out Relationship Goals, a new profile feature that lets members signal what they're looking for. Whether they're down for new friends, here for a fling, or want to cuff it, members now have more control over who they connect with by having more insight into a potential match's intentions. Recent testing of the feature in select markets showed that more than **50% of members have added Relationship Goals to their profiles - transparency is definitely hot.**

"The beginning of the year represents a fresh start! It is the right time to think about what you want from the year ahead, not just for dating but for seeking any kind of connection. This past year we've seen how young daters are setting their own pace and rules about love, life and everything in between", says **Aahana Dhar, Director of Communications, Tinder India.** "With the launch of Relationship Goals, Tinder members now have more control over who they connect with by having more insight into a potential match's intentions. This new year, we anticipate that young daters will be swiping right on someone who knows what they want and matches their vibe."

For all the singles out there trying to find a match this New Year, here are your top tips for success:

1. **Set your Relationship Goals!**

Being clear about what you're looking for is very attractive. It also helps to avoid that awkward romance killer Q "So, what are you here for?" So whether you're starting the year looking for a long term partner or just a friend, let potential matches know.

2. **Having a bio will get you better matches**

Profiles with bios attract more matches. Avoid being immediately beige flagged by including a quick and witty statement that shows off the best of you, while also leaving them wanting more.

TINDER TIP: Try to stay away from the basic line: "Here for a good time, not a long time." Trust us, it does not help your chances.

3. **In search of…**

No one has time to waste — select between 1-3 lifestyle tags to ensure you're setting yourself up to make authentic connections with people who match your vibe.

4. **Work hard, match more**

Looking for someone who shares your school spirit? Maybe a creative looking for your muse? Adding your school and job title is a great way to find your potential ride or die, or in this case, narrow down on who might not be the best fit for you.

TINDER TIP: We know the urge to say you went to "School of Hard Knocks" is strong, but resist it. Your potential matches will thank you.

5. **WYA?**

Don’t leave potential matches guessing — set your location to meet people nearby, especially if a LDR isn’t something you’re into. And while we’re on the subject: We understand Bandra to Juhu is considered long-distance to some, so set your radius to meet people in your neighborhood or that next one over. And if you’re feeling international, expand your horizons with Tinder’s Passport feature to meet a cutie in New York City (or literally anywhere on the globe).

6. **Four is the magic number**

Your pics are a great way to show who you are, what you’re into, and get the convo started. We actually know that four is the perfect number of photos to have in your lineup. Also, make sure your first pic gives a clear view of your gorgeous face — that’s how you reel them in.

TINDER TIP: Give your profile some edge by connecting your IG, so new pics will automatically upload as you post them on your grid – work smarter, not harder.

7. **Your interests are hot**

Finding common ground is one of the easiest ways to hit it off with someone. Your interests are what make you unique, so lead with them to show your most authentic, real self and, in turn, match with people who are more likely to match your energy.

8. **Unverified profiles are a red flag**

Photo verify your profile to help your matches know you’re the real deal. Try to stick to matching with only verified profiles to avoid getting catfished.

TINDER TIP: Profiles with the blue check are more likely to receive more matches.

9. **Music is the 6th love language**

Can we all agree that music compatibility is crucial to a solid relationship? Make sure you connect with people who are on your wavelength by adding your song — your life’s soundtrack — to your profile via Spotify anthems.

TINDER TIP: 40% of members between the ages of 18-25 have their anthem on their profile and experienced nearly a 10% increase in matches.

10. **Flex your convo skills**

The more active you are on the app, the more you'll get shown and be seen by other members. There’s no adrenaline rush quite like matching and immediately starting a convo with someone who may or may not be your new crush, so don’t be afraid to message first. Chances are better that you’ll get a message back, as 75%4 of Gen Z members reply in 30 minutes or less.

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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 members are 18-25 years old. In 2022, Tinder was named one of the World’s Most Innovative Companies by Fast Company.

1 Tinder average increase in Active Users, Swipe Activity and Matches on Dating Sunday 2021 and 2022 compared to an average day.

2 Tinder profile data Jan 1 - 31 2022.

3 Data from Tinder Relationship Goals product feature tests.

4 Tinder In app Survey among Tinder users aged 18-24 in UK, US, AU. Data was collected between 10/18/22 – 10/28/22.

5 Tinder and Year in Swipe are trademarks of Match Group, LLC.

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