

Tinder Dating Sunday Data: 10M more DMs sent during Peak Season

Dating Sunday is fast approaching on January 4, marking the busiest day of the year for online dating!Last year, Tinder saw DMs spike by nearly 10%, and during the "Peak Season" leading up to Valentine’s Day, users send40 million more Likes than the rest of the year.

To help singles get ready for Dating Sunday, Tinder is sharing the top trends users are Liking, as revealed in its recentYear in Swipe 2025 report.

Top Deal Breakers in 2025	Top Interests on Tinder in Australia	Top Spotify Artists on Tinder in 2025
1. Racial Justice 2. Family Views 3. LGBTQ+ Rights	1. Foodie 2. Travel 3. Tattoos 4. Gym 5. Camping	1. Drake 2. Sabrina Carpenter 3. Kendrick Lamar 4. Morgan Wallen 5. Playboi Carti

Most Liked Star Signs on Tinder in 2025	
To Men	To Women
1. Cancer 2. Pisces 3. Aries 4. Scorpio 5. Virgo 6. Gemini 7. Leo 8. Aquarius 9. Capricorn 10. Taurus 11. Saggitarius 12. Libra	1. Aquarius 2. Cancer 3. Capricorn 4. Leo 5. Libra 6. Scorpio 7. Taurus 8. Virgo 9. Saggitarius 10. Pisces 11. Aries 12. Gemini

On Dating Sunday, Tinder users see around 6% more matches than usual—averaging an incredible380 matches per second! Singles looking to make new connections as we head into Peak Season should get their Tinder profiles ready to find their match.

For more insights into top Tinder trends,like the top interests for Aussie Tinder users, as well as our predictions of the new dating trends for 2026 —explore our Year in Swipe report.

Sera Bozza, Tinder’s Dating Expert, says Dating Sunday is “New Year’s Day for your love life. Everyone logs in feeling optimistic about a fresh start”

“It’s basically Black Friday for dating apps. When you’ve got hundreds of matches happening every second, it’s not magic, it’s

psychology. People are motivated, hopeful and ready to put themselves out there”

Assets available via the link [HERE](#).

### **Dating Sunday data – January 4, 2026**

*When comparing 1/1 - 2/14 2025 data against yearly averages, we've seen the below trends:*

#### **Dating Sunday (the first Sunday and busiest day of the year on Tinder)<sup>1</sup>**

- On Dating Sunday, Swipe® activity was nearly **13% higher** on Tinder than the rest of the year.
- Tinder users responded on average **2 hours 25 minutes faster** than the last Dating Sunday.
- On Dating Sunday, the number of messages sent on Tinder was **nearly 10%** higher than the rest of the year.
- On Dating Sunday, the number of ‘Likes’ on Tinder was over **10% higher** than the rest of the year.
- On Dating Sunday, Tinder users have **nearly 7%** more conversations than the rest of the year.
- On Dating Sunday, Tinder users on average experience **around 6% more** matches—with 380 matches per second, an increase of roughly 9% compared to the rest of the year.

#### **Peak Season (January 1-February 14)<sup>2</sup>**

- There were **10 million** more messages sent per day on Tinder during Peak Season compared with the rest of the year.
- There were **40 million** more ‘Likes’ sent on Tinder during Peak Season than the rest of the year.

<sup>1</sup> Tinder data comparing 7 January 2024 with yearly averages.

<sup>2</sup> Tinder data comparing the period of 1 January to 14 February 2024 with yearly averages.

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Additional assets available online:  [Photos \(1\)](#)

<https://au.tinderpressroom.com/Tinder-Dating-Sunday-Data-1-1-26>