Tinder Newsroom

# 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 send **40 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 recent **Year 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**<br>2. **Family Views**<br>3. **LGBTQ+ Rights** | 1. **Foodie**<br>2. **Travel**<br>3. **Tattoos**<br>4. **Gym**<br>5. **Camping** | 1. **Drake**<br>2. **Sabrina Carpenter**<br>3. **Kendrick Lamar**<br>4. **Morgan Wallen**<br>5. **Playboi Carti** |

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

On Dating Sunday, **Tinder users see around 6% more matches** than usual—averaging an incredible **380 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)[1]**

- 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)[2]**

- 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.

[1] Tinder data comparing 7 January 2024 with yearly averages.

[2] 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