

Start the year on Tinder Explore this Dating Sunday

Gen Z in Australia, #MatchYourVibe to find someone to share your 2022 goals with

SYDNEY, 27 DECEMBER 2021: The “new year, new me” energy is just around the corner, and so is Dating Sunday.

Every year, Dating Sunday hits the top spot as one of the ‘busiest days’ on dating apps – and this **January 2nd, 2022** Tinder knows that singletons filled with new year optimism (especially after a tumultuous 2021) will not miss the opportunity to find someone who shares their vibe.

Find your vibe with Explore

Tinder has revealed that the phrase ‘couple goals’ in bios has skyrocketed 53%* year on year, and is supporting Gen Z to connect with new people over common goals and shared interests through Explore - its hottest new venue where members can navigate potential connections through common interests.

Tinder members are already setting their aspirations for the new year. 47%** of Aussies would be up for traveling again, while others (22%**) are keen to eat less junk food or give up on goals completely and procrastinate until 2023 (12%**) and finally 19%** say that they would join the gym.

When asked what they’re vibin’ to in 2022, Aussie Tinder members say they are looking for their partner in crime (41%**) while others (21%**) are just looking to finish what they start or even have a goal in the first place (18%**), and 19%** say they want to find time for themselves in 2022.

When it comes to top traits Aussies are looking for with their dates, a staggering 48%** revealed they’re looking for someone who has a sense of humour, 21%** seek a trustworthy connection, 18%** are on the lookout for someone who “is not an ass”, and 13%** are looking for a kind date.

Aussie members have also revealed that when it comes to promising their future matches they will: meet you IRL (41%**), not ghost you (25%**), look like my pics (22%**), and send the first text (12%**).

Launching in January, Tinder members will be able to select from a series of ‘2022 Goals’ in Explore to find a new year ‘partner in crime’ who shares their goals. Whether they are looking for a fellow foodie to ‘Taste together’, another sports fan to ‘Sweat it together’ or the Yoncé to their Jay-Z to ‘Complete my power couple’ in the new year.

Tinder Australia spokesperson, Kirsty Dunn said: *“We’re anticipating that Dating Sunday will see plenty of hopeful Aussie singletons search for someone to share their 2022 goals with and match with people who share their vibe! With the new year almost here, Tinder is encouraging members to refresh their bios, review passions and interests, update profile photos, and make the most of the new social experience features in Explore, where matches are made based on chosen common interests or goals!”*

Tinder reveals top Passporting cities

Aussies also love passporting locally and globally over the festive period and into the New Year, with Tinder’s data revealing the top 10 locations*** that members “relocated” to during last year’s festivities. With Melbourne facing a big summer last year, after emerging from a year of lockdowns, it’s not surprising that many Aussies were passporting in search of their Melburnian match!

Top 10 Domestic Tinder Passporting cities over Dec/Jan in 2020/2021	Top 10 International Tinder Passporting cities over Dec/Jan in 2020/2021
Melbourne	LA
Sydney	London
Brisbane	NYC
Gold Coast	Stockholm
Perth	Tokyo
Adelaide	Auckland
Newcastle	Paris
Canberra	Seoul
Townsville	Amsterdam
Cairns	Miami

Year In Swipe

Tinder’s recent Year in Swipe 2021 findings**** also revealed that Aussie members are showing further optimism to shine bright like a

diamond and manifesting positive energy, with two emojis that 'understood the assignment' – the shooting star, and sparkles emojis.

To ensure singletons are all set for Dating Sunday, Tinder is sharing its top 3 tips:

- **3/5/11:** share at least 3 Passions / Interests - add at least 5 pictures / videos - write at least 11 words in your bio!
- **Be online at prime time** - just as midnight on NYE is the time to be on the middle of the dancefloor, watching the fireworks, or snogging your crush, 7-10pm is the slot on Dating Sunday to find a new flame on the app. So cancel all your other plans, as Tinder is the only place you should be at prime time.
- **Digital first, IRL second** - Before meeting in IRL, why not video chat first. Take a moment to get to know your match before you plunge into that New Year in-person date.

Notes:

**Based on Tinder bio data November 2021 vs. January 2021*

***Aussie Tinder member questions asked in app in December 2021*

****Aussie Tinder Passporting data between December 2020 and January 2021*

*****Tinder's [Year in Swipe 2021 findings](#)*

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About Tinder:

Tinder was introduced on a college campus in 2012 and is the world's most popular app for meeting new people. Available in 190 countries and 40+ languages, Tinder is the highest-grossing non-gaming app globally. It's been downloaded more than 450 million times and led to more than 60 billion matches.

Additional assets available online: [Photos \(3\)](#)

<https://au.tinderpressroom.com/datingsunday>