

It's Time We Had Interracial Couple Emojis

UPDATE: We did it! One year and more than 50,000 signatures later, interracial couple emojis are coming to smartphone keyboards everywhere. Thank you for helping us #RepresentLove. We couldn't have done it without you.

#represe



Emojis are the universal language of the digital age. We use them to show our emotions, to give clarity and context to our conversations, and to represent the world around us.

It may seem like there's an emoji for everything, but that's not the case.

While emojis for people of color and emojis for same-sex couples both became a reality in 2015, one group of people is still excluded from emoji representation: interracial couples. Isn't it time all love was represented?

Join the Cause

Sign our [Interracial Couple Emoji petition](#) on change.org.

Spread the Word

Repost this video with #RepresentLove on social and get others to join the cause.

Share the Love

Couples who post a pic of themselves in the iconic emoji stance on Twitter and tag @tinder with #RepresentLove will have a chance to win an emojiified version of themselves. [\[Rules\]](#)

Why is Tinder petitioning?

We believe all love deserves emoji representation. But that's not all—research shows that online dating and interracial relationships go hand in hand. In fact, a recent [study](#) suggested that Tinder, and the resulting increased popularity of dating apps, may be responsible for an increase in interracial marriages.

As a result, we were inspired to be at the forefront of creating change. We want to foster an inclusive and diverse community of people on our platform that supports each other, no matter what our similarities or differences are. Therefore, we commissioned the [Global Tinder Survey on Interracial Relationships](#) to find out more about how our users think, feel and connect -- and what we found were some intriguing results.

According to the survey, online dating broadens your horizons and makes you more open-minded. By allowing you to meet people that aren't part of your social network, it makes the chance for diversity much more likely.

Open mind, open heart.

77% of Tinder users say they're more open-minded about who they date. This is more than 10 points higher (12%) than people who don't use Tinder.

We Swipe Right on diversity.

72% of people surveyed said that Tinder is the number one, most racially diverse dating app. (Yes, we're beaming with pride.) This is compared to just 8% who perceive Bumble as being racially diverse and just 3% who perceive Hinge as being racially diverse.

Not to mention, 61% of those surveyed who are currently in an interracial relationship have used Tinder—more than any other dating app or website.

Better together.

Tinder users are nearly 20% more likely to have dated outside their race than non-Tinder users (79% vs. 62% respectively).

Love is love.



Just 37% of Tinder users state that race or ethnicity is a critical factor when deciding whether or not to date someone. This figure increases significantly for Bumble users, who come in at 53% and Hinge users, who come in at 63%.

Follow your heart.

More than 2 out of 3 (70%) of Tinder users are very open to the idea of having an interracial relationship. That's nearly 15% higher than non-Tinder users, who came in at just 56%.

The Tinder community has spoken: it's time for an Interracial Couple Emoji. Let's join hands, stand together and #RepresentLove.

Swipe on!

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

<https://au.tinderpressroom.com/its-time-we-had-an-interracial-couple-emoji>