Tinder Newsroom

Pets: The Real MVPs (aka Most Valuable Players) of Modern Online Dating



SYDNEY, APRIL 2025 — When it comes to online dating, pets aren't just adorable companions - they're the ultimate icebreaker, a compatibility check, and even a post-breakup therapist.

Whether it's bonding over a love for golden retrievers, matching with a fellow cat person, or heading out on a pet-friendly date, our furry (or feathered) friends have become a big part of modern romance. **Tinder in Australia has seen a 6% year-on-year increase in 'pets' being mentioned in bios** [1], alongside a 9% increase for 'dog' and a 17% increase in 'cat' being mentioned in Aussie Tinder bios -highlighting just how much pets are becoming part of the dating conversation.

According to Tinder's Year in Swipe 2024 data, dogs (60%) continue to top the list as the most selected pet in Aussie bios, followed by cats (14%) [1]. Many users also express affection with phrases like "Don't have one, but love them" or "Want a pet," showing that even without a pet, the sentiment is strong.

A new relationship begins every 3 seconds on Tinder [2], and with **82% of young adults in Australia (18–25) having formed meaningful connections through dating apps, it's clear that modern dating is less about looking back, and more about discovering what comes next** [3]. So, next time you're on Tinder, don't be surprised if it's a cute pup - or a sassy cat - that grabs your attention and helps steal your heart.

Don't just take our word for it - have a scroll through Tinder bios and you'll see pet love front and centre:

Pets are proving to be the ultimate icebreakers in the world of online dating, especially on Tinder. From witty bios to adorable profile pics, they're making first moves a lot easier. As one Aussie Tinder user writes in their bio: "Hi! Dog lover here! Keen to meet your pets and your parents!" while another shares: *"Devoted dog dad here. You'll get bonus points if you have a cute pet - cats or dogs, I like all the pets!"* and another adds: *"Show me your pets!"*

And it's not just about the words - add a pet to your profile pic, and you've got an instant conversation starter. Whether it's *"Who's the adorable pup in your photo?", "Tell me your dog's name and I'll guess your personality,"* or *"Only like my profile if you'd let my cat judge you on a futuredate"* - these light-hearted prompts are breaking the ice in the most delightful ways.

But beyond icebreakers, pets are also proving to be surprisingly effective compatibility checks. It's not just about zodiac signs - these days, sharing a favourite pet might just be the new green flag.

Whether it's spotting *"Must love dogs"* in a bio or getting into a *"Dog person or cat person?"* debate, a love for animals often hints at kindness, responsibility, and a nurturing side - all traits that shine in the world of online dating.

Here's some dating tips from Sera Bozza, Tinder's local dating expert in Australia, on why pets make the ultimate wing-person for a variety of situations:

Post-breakup survival… for when your ex is gone, but your dog thinks you're a 10.

1) Pets don't let you spiral

Heartbreak turns most people into couch-bound overthinkers. But your dog doesn't care that your ex still watches your Stories - they need their walk. Pets force you out of your doomscroll and into a routine: walks, meals, actual daylight.

They're fur-covered emotional regulation, and science agrees: cuddling your pet lowers cortisol and boosts oxytocin, the exact hormones that keep you sane, grounded and out of your ex's inbox.

2) Pets keep your standards high when your self-esteem is low

Even at your lowest, your pet's still staring at you like you're Beyoncé. They love you with no agenda. There are no mixed signals. No breadcrumbing. That's not delusion; it's recalibration. If you're looking for relationship goals, start with the one who sits by your feet while you ugly cry.

Dating again, but smart this time… Low-pressure. High chemistry. Built-in fur filter.

1) Want a no-pressure first date? Bring the dog.

Skip the overpriced cocktails and forced eye contact. Instead, go for a walk and let your dog do the heavy lifting: break the ice, start the chat, diffuse the tension. If the date's great, you've got an activity. If it's a flop, you've got an exit strategy and a wingman/woman who doesn't judge (but might bite if necessary).

2) Your pet forces you to build a life that's more dateable

You're up, dressed, outside, and interacting with actual humans, whether you feel like it or not. Suddenly, your week isn't just working, Uber Eats, and being left on read. Walking your dog becomes a soft launch into flirting: making small talk with strangers, accepting compliments, and remembering you've still got it (even if the dog earns 80% of those compliments.)

3) If they're bad with your pet, they'll be worse with your heart.

Anyone can say the right things. But can they handle a drooly, barky, doesn't-come-when-called dog with patience and a sense of humour? That's the real test. Pets don't just reveal red flags - they drag them into the middle of the room and roll on them. If they can't handle your dog's weird blend of anxiety, they probably can't handle yours. (Unless they're allergic. In this case, fair, but probably not your person.)

Life skills you learn from loving a pet…Because emotional maturity > dating hot messes.

1) Pet-trained people are house-trained

They show up. They pay attention to nonverbal cues. They don't make a mountain out of life's little messes. They know how to care for something other than themselves and don't lose their minds when plans shift, or a sock gets chewed. That's not just maturity - it's peak partner material.

2) Your dog has better emotional attunement than half your exes.

They know when you're sad. They sit on your chest or drag you outside when you'd rather rot in bed. That's not a coincidence, it's real connection. Actual love isn't shared playlists and trauma bonding… It's consistent presence, zero mind games, and sure, questionable breath, but unwavering loyalty.

References

- Australia Data from Tinder Bios, Descriptors, and Interests comparing 2023 to 2024.
- Online Wave Study in 2024 funded by and commissioned on behalf of Match Group, with survey conducted by market research company Ipsos among a demographically representative sample of 18+ adults in accordance with the Market Research Society's code of conduct.
- OnePoll Survey among Tinder users aged 18-25 in AU who are single and use dating apps. Data was collected between 15/7/2024 - 23/7/2024.

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