Tinder Newsroom

Tinder Introduces Relationship Goals, Because Sharing What You Want Is Sexy

New profile feature helps members match with more intention and less small talk just in time for the new year
Sydney, Australia - December 15, 2022 - Tinder is rolling out Relationship Goals, a new profile feature that lets members signal what they're looking for. Whether they're down for new friends, here for a fling, or want to cuff it, members now have more control over who they connect with by having more insight into a potential match's intentions.

It's no secret that today's new generation of daters is changing the dating rules. Tinder's 2022 Year in Swipe showed that singles are looking for loyalty, open-mindedness, and respect in a match, and embracing casual - yet clearly defined - *situationships* as the default relationship status. Recent testing of the feature in select markets showed that more than 50% of members have added Relationship Goals on their profiles - transparency is definitely hot.

"This feature was developed in response to a shift we've seen among our members. Young singles, who make-up a majority of Tinder, are increasingly becoming more intentional with who they spend their time with. In fact, 72% of Tinder members said they're looking for someone who knows what they want," said Kyle Miller, Vice President of Core Product at Tinder. "Relationship Goals gives members more control over their interactions and allows them to match with more intention, without missing out on a connection they wouldn't have made anywhere else."

How it Works:

- Tinder members can tap into their profile settings to choose from six intent options:*Long-term partner; Long-Term, open to short; Short-term, open to long; Short-term fun; New friends; or Still figuring it out*
- As members are on the app, they'll be able to see what potential matches have selected on their profiles and make better connections for all the right reasons
- And, because we know things can change quickly, members will receive a prompt every week checking in that their Relationship Goals selections are still what they're looking for

Relationship Goals is starting to roll out globally to members starting today in several countries, and will be available to all members by January 5, 2023, right in time before Dating Sunday, one of the busiest dating days of the year (January 8th 2023).*

About Tinder
Launched in 2012, Tinder is the world's most popular app for meeting new people and has been downloaded more than 530 million times. The app is available in 190 countries and 45+ languages. More than half of all members are 18-25 years old.
In 2022, Tinder was named one of the World's Most Innovative Companies by Fast Company.

Notes to Editor

- Visual assets here

Additional assets available online: Photos (1)

https://au.tinderpressroom.com/relationshipgoals