

# Credit crunch is a boon to online dating

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The online dating web site PlentyMoreFish.com has seen a unprecedented 4 fold increase in the number of new members joining in the last month. When asked what could explain such a massive increase in interest, co-owner and manager of PlentyMoreFish, Steve Moylan, explained that, in their opinion, it was a reaction to the credit crunch. &#8220;We have not undertaken any unusual marketing activity during the period, nothing that we were not doing in the months before this sudden increase in interest in our site. We have come to the conclusion that people are looking for other ways of meeting other people that do not involve going out on the town every night.&#8221; So what did PlentyMoreFish.com think was driving this increase in members? &#8220;Well, if you think about it, the credit crunch is going to be having the greatest effect on single people who live alone or with children, making them think harder about how they socialise and spend their ever more limited fun money. Online they can search for and chat with other people in their area and make a date for the weekend, reducing the amount of money they have to spend going out to find a date in the first place.&#8221;

So the conclusion of the owners of Plentymorefish.com is that single people living alone are feeling the pinch of tightening belts more than most and realise that one of the best way s for them to still have an active social life is through online dating.

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