

Are we becoming a "Hit it and Quit it" Society?

Over the last few years I have witnessed a real change in how both men and women look at dating and romance. Casual dating seems to be the goal today for most, where dating has various meanings to different people, depending on an individual's age, relationship experience, whether divorced or single, to whether male or female. Dating as I frequently say, has an entirely open meaning, it has no intent behind it, and can mean anything from casual hook ups to someone genuinely seeking a life or marriage partner and everything else in between. Add to this, the confusion continues as the MAJORITY of people dating are NOT looking for a life partner. With an increase of the London dating agencies also selling dates to their clients, we have become a global society of "casual daters" and people who sail through life going from brief relationship to relationship.



When I first considered becoming a matchmaker around 20 years ago, dating was still predominantly for finding a partner, but not now. Online dating changed that. 2002 when Dating Direct was the major internet source for online dating it catapulted the dating scene into another direction altogether. People could sign up for FREE anywhere in the world, from all walks of life, they created their own "fantasy profile" of WHO they wanted to be, and with no background checks, finding a relationship of substance became even more challenging. In 2016, three out of FIVE MEN were either dating more than one woman online or were already in a relationship or married. Then of course there are the scams, not leaving out "escorts" who use online dating (Earlier this year a MP hit headlines as he unknowingly dated an escort from MATCH) It can happen to any one of us....

Romance..is far from equal!

It is no secret that I advise females not to seek equality where "romance" (physical relationships) are concerned. As a matchmaker it's my goal to help people find love, the rest is easy to come by. Becoming a more sexually equal society on the surface may seem great, but instead of improving women's opportunities for a long term relationship, it has slowly eroded how and when men seek marriage and commitment as they once did.

Committed, long term relationships are more of a challenge to find than 25 years ago. And I'm not the only one to think this, two articles I found interesting hit upon the real problems emerging from our more open approach to dating, romance and relationships and how society often sees sex as nothing more meaningful than a handshake. The article to which I refer to, first appeared in the GUARDIAN, namely " Is Tinder Creating a Dating

Apocalypse" it's a fascinating read and covers the view point of men too, how they have adopted a different approach..where we have almost become a Hit it or Quit it Society.