



Terminator 2: Parship is first on serious gay dating scene

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Single Brits are flirting online, and entrepreneurial dot-commers are cashing in on dating sites. But what about homosexual cyber flirting?

The number of gay people using online dating is higher than the straight market. Up to 87 per cent of gay men and 58 per cent of gay women claim to have used dating sites over the past year.

Yet over the same period, only 18 per cent of men and 27 per cent of women have had a serious relationship. The figures show a lot more gay people are looking for a long-term relationship than a casual fling.

Dating brand Parship has launched gay-PARSHIP.co.uk, claiming to be the first 'serious relationship' site for the gay market. It is hoping to dispel assumptions that gay people are less likely to form long-term relationships, using an in-depth psychometric test. Those who endure the 80 questions get a detailed personality profile and an instant selection of matches.

Gaydar, one of the most popular gay dating sites, has no external advertising on its home page, while other dating destinations have ads for brands such as DirectLine and Fitness First. 'Additional revenue is tempting, but we would do our members a disservice if we diverted attention away from the test,' says Tony Blin-Stoyle, Parship's UK director. 'Some dating services do an ad link before someone has even signed up. That's commercial suicide to me.'

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