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## It's Not You, It's Inflation: How Soaring Prices Are Changing the Dating Game

Surging prices are making it more expensive to wine and dine a love interest, causing daters to reassess their priorities.

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Daters are experiencing the sticker shock of wining and dining a romantic interest with inflation at its highest rate in over 40 years. The consumer price index category for food away from home rose 7.7% in June from a year earlier, while full-service restaurants climbed 8.9%. For those testing the waters with a cocktail or two, prices for alcoholic beverages rose by 4%.

3,000 users on the popular dating app Hinge, almost 41% said they were more concerned with the cost of dates now versus a year ago, with Gen Z respondents more likely to feel the pressure.