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**DIVORCEES LEAD CHARGE FOR ONLINE ROMANCE**

*- PARSHIP.co.uk research reveals divorced and over 30s are driving online dating  
in the UK -*

(London, 18/4/06) Research commissioned by PARSHIP.co.uk, the UK arm of Europe's largest and most successful psychometric online dating service, reveals that divorcees are the most enthusiastic supporters of online dating.

The research, carried out by YouGov among 2000 people across the UK, shows that 39% of singles want to meet someone and form a serious relationship. Divorced people are 50% more likely to pay to use an online dating service. They are also twice as committed to the idea that there should be an online dating service specifically for people who want a serious relationship. Finally, the group also rates very highly the importance of psychometric tests as a desirable feature of an online dating service.

Research shows the other big supporter of online dating to be the 30 to 50 year olds. This group also scores highly in the 'pay to use an online dating service' category and is the most ardent in believing that online dating is a good way of meeting people.

Tony Blin-Stoyle, PARSHIP.co.uk country manager and former managing director of UpMyStreet.com and FT.com, commented:

“Online dating is coming of age, with the fastest growth in the sector now coming from the 30 to 50 age group. This is spearheaded by divorcees whose social networks are often devoid of other singles to potentially date. Moreover, trawling bars or dating work colleagues is not really an option, particularly if they have children. These people are also more demanding, having been unsuccessful first time round. They are looking for real value from dating services, psychometric testing proving a highly desirable feature, as they perceive it will improve their future relationship success.”

The online dating sector is experiencing phenomenal growth. Recent PARSHIP research revealed that, of more than 9 million single people in the UK on the look-out for a partner, 5.4 million of these have already used a dating service, the most popular vehicle being online dating. Internet research firm, ComScore, shows that online dating has grown by more than 30% since December 2005 with nearly 10 million unique users seeking partners online during February 2006.

Originally launched in Germany in 2001, PARSHIP is now Europe's largest online dating service for people who want to form a serious relationship. With over 1.6 million members, PARSHIP is growing faster than any other online dating site and has tripled its membership in the last 12 months.

### **Selected Research Figures**

#### **Base: All singles and interested in a relationship**

##### **Pay to use an online dating service**

<b>Total</b>	<b>30 to 50</b>	<b>Divorced</b>
<b>22%</b>	<b>35%</b>	<b>33%</b>

##### **There should be an online dating service specifically for people who want a serious relationship**

<b>Total</b>	<b>Divorced</b>
<b>14%</b>	<b>27%</b>

##### **Which feature would make you MORE likely to use an online dating service?**

###### **A psychometric test that matches couple according to their personality**

<b>Total</b>	<b>Divorced</b>
<b>26%</b>	<b>44%</b>

##### **Online dating is a good way of meeting people**

<b>Total</b>	<b>30 to 50</b>
<b>30%</b>	<b>42%</b>

**- ENDS -**