

Press Release: Friday, 27<sup>th</sup> January, 2006

**ALL THE LONELY PEOPLE – WHERE DO THEY ALL LOG ON?**  
**- PARSHIP survey reveals UK singles are the loneliest in Europe, but the most likely to do something about it -**

(London 27/1/06) PARSHIP, the UK's first and Europe's largest compatibility-based online dating service, has conducted the first European survey on singles lifestyles and attitudes across 8 western and southern European countries. Over 5000 singles, male and female, aged 25-50, were interviewed in the UK, Germany, France, Italy, Spain, Holland, Austria and Switzerland. The research, coordinated and compiled by leading German research institute, INNOFACT AG, explored singles' attitudes to love, romance and relationships.

The research reveals that the UK's 9 million eligible singles are the loneliest in Europe. 65% of them (6 million) say they spend a lot of time alone, compared to the European average of 48%, and over half, 51%, admit to often feeling lonely, 20% higher than the European norm (chart 1). But one staggering statistic really hits home: 48% of UK singles have been without a partner for more than three years (chart 2)!

But it's not as if singles actually *want* to be on their own – only 30% are happy to be without a partner (chart 3). That leaves over six million people on the lookout, and 38% of these are looking for a committed or long-term relationship, the second highest figure in Europe after the Swiss on 40%. UK singles also score highest in Europe in terms of actively looking for a partner (chart 4).

So what are they all doing about it? Well, a surprisingly large percentage, 60% of singles in the UK (5.4 million), have used some sort of dating service – and most have paid for it – to find romance. Specifically, the research shows that they are increasingly turning to the internet and the most popular vehicle is online dating, with over 3.5 million people searching for love online.

The increasing acceptability of online dating across Europe is another reason for its growth, and 54% of singles in the UK now have enough confidence and trust in the internet to judge it a perfectly suitable place to find a long-term partner, the second highest figure in Europe after France at 58% (chart 5). This is up from 35% in a similar survey just six months earlier. Only 12% of singles don't consider the internet a place to find a lifetime partner.

Psychiatrist Dr Victoria Lukats commented:

“Society has undergone major changes over the past couple of decades – high divorce rates, greater geographical mobility, job insecurity, longer working hours and

the breakdown of the nuclear family. All these factors have undermined the traditional ways of meeting a partner – via family, the local community and work. The internet has come to the rescue of single people in this respect.

Online dating enables people to get to know each other even before they meet. This means there are fewer unreasonable expectations; couples know more about each other and are already more at ease when they finally do meet.

The fact that you can do it from the comfort of your own home is not only convenient – it also gives individuals a great sense of control, something that is often lacking in a face-to-face situation. Selecting and rejecting is all part of the process.”

Chat rooms, though, aren't up there with online dating services when it comes to finding a 'significant other'. 86% of singles interviewed felt that chat rooms were more suitable for one-night stands than a meaningful relationship.

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

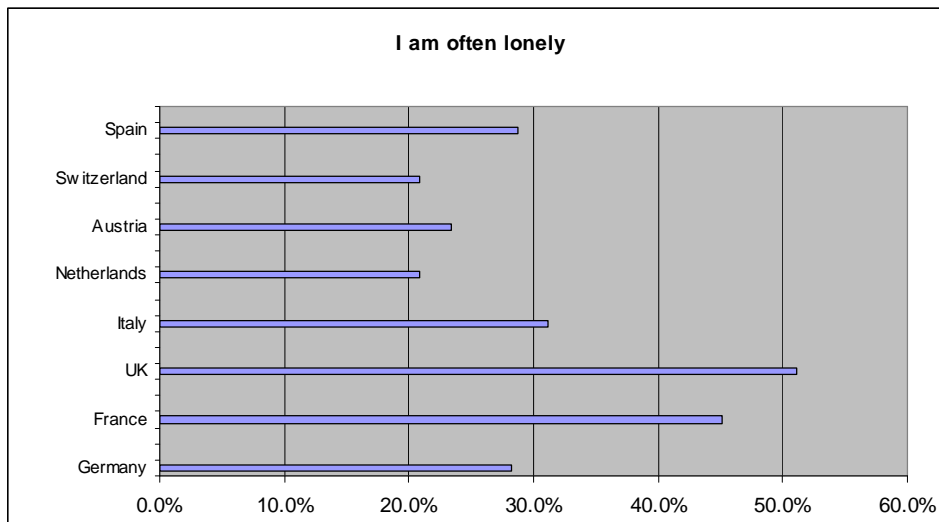
“The growth of online dating is a natural progression in our use of the internet, just as online shopping has been. The UK online dating market is already worth about £12 million and is expected to grow to £47 million by 2008.

We go to great lengths to ensure that the people who are attracted to and use PARSHIP.co.uk are genuinely looking for a long-term relationship. Once registered, they must take a scientifically-developed psychometric test before being matched with other, compatible PARSHIP members. They can view the details of potential partners, compare their own test results and receive contact requests. However, they can only communicate securely and anonymously with other PARSHIP members once they have become a premium member by paying a subscription.”

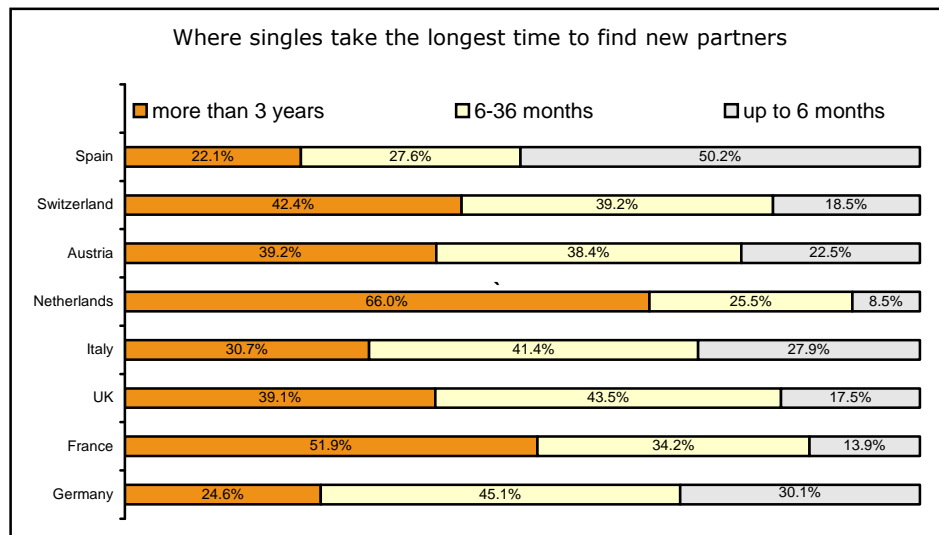
PARSHIP across Europe has over 1.5 million members and has matched thousands of single people looking for a serious, long-lasting relationship. Thanks to the 20-minute PARSHIP psychometric test, the result of many years of research into relationships, members' profiles are carefully matched in terms of similar and complementary characteristics. Research suggests that couples meeting with PARSHIP's help are twice more likely to form a lasting relationship than people meeting through any other method. For those seeking new love in 2006, PARSHIP.co.uk has a special New Year offer of a 7-day free trial from 27<sup>th</sup> December, 2005, to 31<sup>st</sup> January, 2006.

**- Ends -**

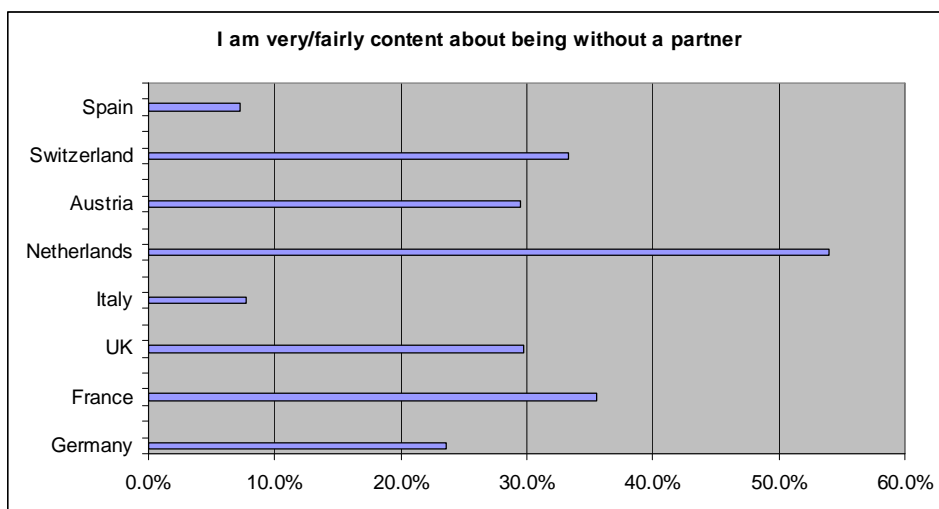
**Chart 1**



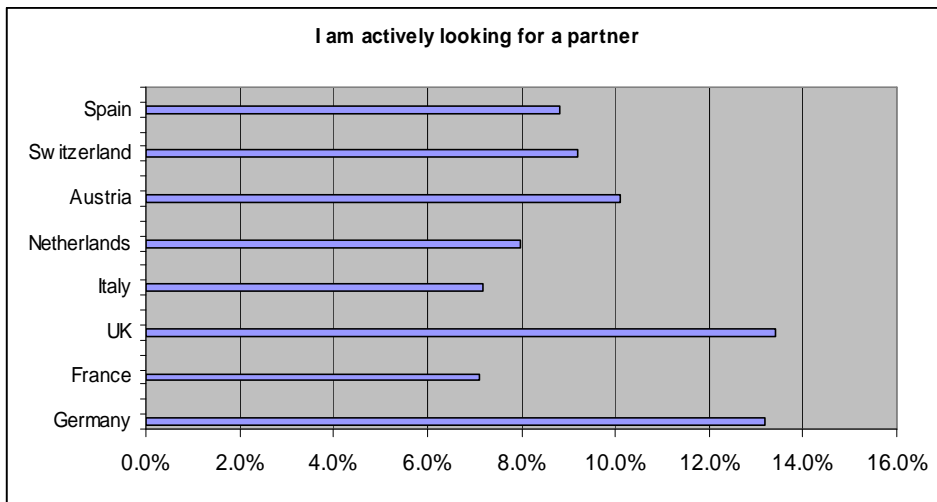
**Chart 2**



**Chart 3**



**Chart 4**



**Chart 5**

