

Press Release: 5<sup>th</sup> January, 2006

## Online daters: the hottest data

- ***PARSHIP.co.uk survey reveals huge growth in online dating and massive consumer need*** -

(London 5/1/06) A major survey published today by PARSHIP.co.uk, the UK's first compatibility-based online dating service, reveals that, of the UK's 9 million eligible singles, 60% (5.4 million) have used some sort of dating service – and most of them have paid for it – to find romance. The most popular vehicle is online dating, with over 3.5 million people searching for love on the internet.

Why is online dating so popular? Well, one staggering statistic helps explain matters: 48% of singles have been without a partner for more than three years! It's not as if singles actually *want* to be on their own – only 32% are happy to be without a partner. That leaves three million people on the lookout, and half of these (47%) are looking for a committed or long-term relationship.

That's another reason for the growth of online dating, since 50% of singles now have enough confidence and trust in the internet to judge it a perfectly suitable place to find a long-term partner. This is up from 35% in a similar survey just six months earlier. Only 12% of singles don't consider internet a place to find a lifetime partner.

Psychiatrist Dr Victoria Lukats commented:

“Online dating enables people to get to know each other before they even 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. However, we do 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 them 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 as 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.

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