

PRESS RELEASE: Monday 13 June 2005

Half of single women haven't had a date in the last year.

Online dating reaches a new level of maturity with the launch of PARSHIP.co.uk, the compatibility-based service for people who want a serious relationship

- **43% of singles can't get a date**
- **49% of the single women haven't been on a date in the last year**
- **10% of men claim to have had sex on the first date, yet only 3% of women admit to saying yes**

New research by PARSHIP.co.uk – the UK's first compatibility-based online dating service specifically for people who want a serious relationship – reveals that 43% of Britain's 15 million singles can't get a date. Not surprisingly one-third (34%) are so disillusioned with the dating scene that they'd rather clean the house, go to the supermarket or watch *Coronation Street* than go on a date.

Unfulfilling casual relationships, cheating ex-partners, incompatibility and complex dating rules were just some of the reasons given by the 2245 British adults questioned. However, it seems that when it comes to dating, single women are the more disillusioned with 49% saying that they'd not been on a date in the last year, compared to 38% of men. It also seems that youth isn't a prerequisite for dating success. 94% of 18 to 29 year olds say they want a relationship, but one-third of them (30%) haven't been on a date in the last year.

If you are looking for the love of your life and not having much success you certainly don't want to be sent to Coventry, Birmingham or Cardiff. Nearly half (48%) of singles in the Midlands and Wales haven't had a date for a year. Singles in the North fared slightly better (46%), followed by the Scots (45%), those in London (40%) and singles in the South (36%).

However, most casual relationships end in a split. Even 60% of the singles who are casually dating (around 10% of all singles) claim to be unhappy in their relationships. Therefore, it should come as no surprise that only one third (35%) would actively go out of their way to meet someone, with 54% hoping for that chance encounter in bars and restaurants, 34% going online to try Internet chatrooms or trawl through dozens of profiles on existing dating sites, and 25% resorting to dating work colleagues.

But for the 6 million British singles who are serious about establishing a relationship and would like to meet the love of their life, help is finally at hand with the launch of PARSHIP.co.uk. PARSHIP is the UK's first compatibility-based online dating service, specifically for people who are serious about forming a lasting relationship.

Testing times

The first step is an 80-question psychometric test, which is free of charge and takes about 20 minutes. The results of the test create a fascinating profile of each member's personality. Using methods based on years

of scientific research, this profile is then carefully matched with the profiles of other members whose balance of similar and complementary characteristics marks them out as a potential partner for the new member. Research suggests that people are *twice as likely to form a lasting relationship* with PARSHIP's help as they are through any other method.

Dr Victoria Lukats, a psychiatrist with a special interest in psychometric research, commented:

“The psychometric test developed by PARSHIP is based on the sort of personality profiles that many large companies now use to screen potential employees. However, in this case the idea is to look at those traits, attitudes, lifestyle habits and interests which are believed to determine compatibility in relationships.”

Dr Lukats goes on to explain just how the psychometric test works:

“Many people believe that opposites attract, whereas others believe that similar personalities are compatible with one another. In fact, both these points of view can be valid, as research conducted over many years by leading psychologists has demonstrated.

“For example, if an individual highly values domesticity, then he or she would be well matched with a partner with similar values. However, if a woman is ambitious and career-driven, she might be well matched with a partner who is in touch with his feminine side – he is less likely to feel threatened by her success.

“For other characteristics, differing scores on the test can be acceptable, even desirable, although wildly opposing scores could spell disaster. For example, an individual who is slightly shy might be drawn out of themselves by someone who is slightly more outgoing, whereas a complete introvert is less likely to be successfully matched with someone who is the complete opposite.

“Of course, the dynamics of any relationship, whether casual or serious can be complex, and a high compatibility score cannot guarantee lasting success. However, the aim of the psychometric test created by PARSHIP is to match potential partners and to dramatically increase the chances of establishing a long-term relationship.”

The end of the affair

One in four (26%) of all research respondents said that their previous relationships had failed as they had little in common, 23% had met someone else, and 22% had been left by their partners for another person. 7% claimed that they had simply stopped finding the other person attractive and infidelity caused 5% of relationships to break down. A further 5% were clueless as to why it all went wrong.

Playing by the rules

When singles actually *do* manage to get dating, mixed messages from the media and so-called ‘dating rules’ cause even further confusion. For example, does casual dating imply exclusivity, or are you in competition with other people? According to the research, 38% of singles believe that it is acceptable to date more than one person at the same time – as long as it really is only casual dating. In contrast, however, 37% of singles

think it is never acceptable to date two people at once. This only highlights the confusion over what exactly constitutes acceptable dating behaviour in Britain today.

There is also confusion about dating terminology: when do you start introducing someone as your girlfriend or boyfriend? One in five single people, 23% of men and 18% of women, would introduce their date as a girlfriend or boyfriend after just three dates, while 52% would only use the term if they had both agreed that the relationship was exclusive. It is interesting to note that men tend to be quicker to refer to a date as their girlfriend than women are to claim they have a boyfriend.

And at what point do sexual relations become an issue? 44%, the majority of men, claim they would usually start a sexual relationship within the first three dates, compared to just 23% of women. By contrast, the majority of women say that on average they wait between one and three months. Only 20% of men claim to be equally patient ... Whatever the truth of the matter, someone is clearly lying!

The look of love?

Perhaps the most fundamental problem for singles seeking a relationship is the emphasis they place on looks over personality. On average, one third of all singles are instantly attracted to someone by their looks above all else. Men are more than twice as likely as women to place greater importance on a nice face and fit body. Perhaps unsurprisingly, happily-married people are much more likely to focus on what's under the skin, with 6 out of 10 marrieds believing that personality is the most instantly attractive quality.

Dr Victoria Lukats, commented:

"Undoubtedly physical good looks do play a part in attracting the opposite sex and probably always will. However, this research backs up what many people have suspected for a long time: the majority of people place most importance on personality characteristics and compatibility when determining the reasons for the success of a relationship."

- Ends -

About the research

The research was conducted by YouGov between 17th and 19th May 2005 with 2245 British adults over the age of 18. The population sample was broken down into the following groups as follows:

Relationship Status	Total %	Male%	Female%
Married	52	52	53
In a serious relationship (not married)	19	19	19
In a casual relationship	3	3	2
Single	16	20	13
Divorced	6	4	7
Widowed	2	1	4
Other	1	1	1
Prefer not to answer	1	1	1

According to the National Statistics office there are 15 million single people currently living in Britain.