

PRESS RELEASE: 31st March 2006

MARRIED TO THE JOB OR DESPERATE HOUSEWIFE IN DISGUISE?

New research by PARSHIP.co.uk reveals what women really want – it all!

- *79% of single women would prioritise their career over love*
- *31% of single women of childbearing age want children in the next five years*
- *30% of men were willing to take a step back in their career for a new relationship, compared to only 21% of women*
- *44% of men are too shy to try*
- *2.4 million singles will turn to internet dating to find love this year*
- *Nearly half of all singles haven't been on a date in over three years.*
- *74% British singles are looking for a committed relationship*

According to new research published today by PARSHIP.co.uk – the UK arm of Europe's largest psychometrics-based online dating network – a staggering 79% of single women working in Britain today claim they would put their career before any new relationship, preferring to swap marriage vows for working hours. The percentage of women working in the UK now stands at 70%. But are women really that keen to be married to the job, or are they just desperate housewives in disguise?

Of the 1,000 singles polled by PARSHIP.co.uk, only 21% of working single women said they would be prepared to take a step back in the career for the right relationship, which may explain why half, 44%, haven't been on a date in over three years. Therefore, in these shifting times should it be of any surprise that 30% of men said they would be ready to swap from bread-winner to bread-maker if the right person came along.

Yet women still want it all - a loving partner, great job and even children. In fact 71% of single women expect to be in a committed relationship within the next five years; 31%, expect to be married and a further 25% expect to have children, rising to 31% in the 25-34 age group. and all this without having yet met Mr. Right! In fact 22% of single women between 25 and 40 hope to produce a child from their next relationship. Of the single men polled, 46% are looking forward to unwedded bliss as part of a cohabiting couple, 21% expect to be married, and 11% to have children. Confused? Well clearly, there are some conflicting expectations.

Dr Victoria Lukats said: "The reluctance of many singles to put their career on hold for a partner is hardly surprising. Nowadays there is a slight taboo attached to admitting you'd be willing to do this, especially if you're single. To admit that you'd sacrifice aspects of your career for the sake of a partner you've haven't yet met is a bit like admitting you're desperate. However, the truth is that people *do* make sacrifices when they meet the right person, and it's still more likely to be the woman who takes a career break, especially once children come along, even though men seem more willing to do so"

Career expectations is not the only factor driving a wedge between singles finding love: personalities can get in the way of Cupid's arrow too. Potential romances are being stifled by male shyness. 42% of men (compared to 29% of women) say they couldn't muster the courage to make the first move. A total of 31% of men and women said that trust was a major issue, while 23% said that they just hadn't yet met someone to measure up to their high standards. One in five (19%) said that long hours and job-related travel left little time to pursue relationships.

Dr Victoria Lukats added: "People can broadly be classified as either introverts or extroverts. This means, for example, that the many men who are introverts will simply feel too shy to approach a woman in a bar. They can take some comfort in the fact that women can get fed up with approaches from the sort of overly confident man who regularly approaches women. The more sensitive man who's unlikely to make the first move is often the type that women are more attracted to. Subtlety in your approach – provided you *do* make an approach – can work wonders."

To help both introverts and extroverts to find love, PARSHIP.co.uk uses a unique psychometric test that carefully matches singles with other people with whom they are genuinely compatible. Research suggests that people are twice more likely to form a lasting relationship with PARSHIP's help than they are through any other method. Recent research conducted with YouGov suggests that 2.4 million singles will be using an online dating service to find love in the next 12 months. Furthermore, 25% of all singles are likely to prefer a psychometric test to a more conventional 'ticklist' when it comes to searching for a future partner.

- Ends -

NOTES TO EDITOR

About the research

The weighted research was conducted with YouGov in March 2006, having polled 2,000 people with YouGov and by polling over 5,000 singles across Europe in the PARSHIP international singles survey. According to the electoral roll figures there are 44.1 million adults living in Britain, of which 11 million adults are single. YouGov research conducted in March 2006 and the PARSHIP European survey has established there are 9 million eligible singles looking for a relationship. 60% (5.4 million singles), claim to have used some sort of dating service to find romance and 22% (2.4 million) claim they will use a paid for online dating service in the next 12-months.

Regional Break downs

Actively looking for a relationship

Scotland	66%
North	77%
Midlands	75%
Wales	69%
London SE	78%

Relationship expectations within 5 years

	Married with children	Married	Cohabiting
Scotland	11%	10%	39%
North	16%	12%	44%
Midlands	15%	8%	49%
Wales	13%	11%	42%
London SE	18%	13%	48%

How long have you been single?

	12 months or under	1 – 2 years	2 to 3 years	More than 3
Scotland	31%	13%	6%	49%
North	27%	15%	8%	48%
Midlands	28%	12%	11%	49%
Wales	27%	12%	5%	54%
London SE	30%	19%	11%	41%

Would you take a step back in your career for a relationship?

Scotland	14% yes
North	25% yes

Midlands 20% yes
Wales 26% yes
London SE 36% yes

Would you relocate for a relationship?

Scotland 27% yes
North 36% yes
Midlands 37% yes
Wales 31% yes
London SE 37% yes

Why have you not been able to meet the right person?

	Work	Shyness	Expectations not met	Trust
Scotland	22%	45%	17%	30%
North	13%	35%	19%	35%
Midlands	22%	38%	25%	28%
Wales	14%	30%	21%	34%
London SE	26%	35%	28%	32%