

Press Release: Friday 25th November 2005

**The way to a man's heart really *is* through his stomach
6 out of 10 men prefer a sausage roll to a roll in the hay**

With food the new rock'n'roll and Gordon and Jamie its gods, is it any wonder that men are swapping sex for meat loaf?

According to new research commissioned by PARSHIP.co.uk, the UK's first compatibility-based online dating service, men are still thinking about the same thing dozens of times a day: but it's not sex...it's FOOD!

In total, six out of ten single men (60%) say that cooking, good food and healthy eating are very important, whereas only four out of ten (41%) say the same for sex. Maybe this explains why Britain now has over 16 million unattached people.

In a poll of 1158 single people, two thirds (68%) of the men said that they nearly always cook a proper meal, with 57% claiming to enjoy their time at the cooker and take real delight in keeping their fridges and larders well stocked. Fast food and takeaways are still a regular option for at least a quarter of single men, but the majority (59%) always try to take the healthy option, preferring fresh produce and home cooking to the microwaveable meal.

But when these single men and women finally do get down to some kind of domesticity, it could be a case of rolling pins at dawn: 50% of single women see the kitchen as their domain. When it comes to the bedroom, however, only 39% of women like to take control.

According to Tony Blin-Stoyle, country manager of online dating service PARSHIP.co.uk:

"It's not surprising that so many men are now taking an active interest in food. Alpha-male celebrity chefs now fill our TV screens and bookshops, making food and cooking interesting, accessible and -- more importantly -- manly. "

"And with so many Britons now living a single life, they have to make important lifestyle choices: fast food and ready meals, eating out all the time or learning to cook. Where male conversation used to focus on football, cars and sexual conquests, they can now debate the merits of organic vegetables and which herbs are best for slow-cooked lamb."

Psychiatrist Dr Victoria Lukats, commented:

"A full stomach triggers a sense of satiety or satisfaction, so that we no longer need to eat. But these physical feelings of contentment are complemented by the deep sense of comfort we derive from a delicious meal that has been lovingly prepared. The brain is stimulated to release pleasure-inducing endorphins by the process of cooking a good meal, by a sympathetic environment and, of course, by the smell and taste of appetising food. The loving preparation of a meal can also remind us of being nurtured as a child. All this goes to

show why eating a takeaway burger rarely offers the same degree of satisfaction.”

When it comes to culinary performance, it's men from London who are most likely to come out on top, with 62% claiming to really enjoy cooking. Women in the Midlands will be disappointed to hear that local men are comparative slouches with the extra virgin olive oil -- only 46% said they were turned on by a session at the granite worktop. Fast food still holds relative sway north of the boarder, with 32% of Scottish men regularly indulging in takeaways. Scotsmen were also the least interested in sex, with just 36% saying it had an important place in their lives.

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