

## **KATE AND WILL HAVE ALL THE INGREDIENTS FOR LONG TERM RELATIONSHIP SUCCESS ACCORDING TO PAULA HALL OF MATCHMAKING WEBSITE PARSHIP**

**London, 19 November 2010.** Latest research by one of Europe's leading matchmaking website PARSHIP, exposes the factors which help us know whether we are compatible with our partner and if you are choosing a frog or a prince - and the new royal romantics pass with flying colours.

The report, commissioned November 2010, surveyed a random sample of 5,000 Parship members, revealed that:

- Almost half of women (49%) and 37% of men believe that a real test of a relationship is the everyday stress faced at work, or a personal crisis such as illness, as these test a partnership to its limits
- Family gatherings are a true test of a relationship for 17% of those surveyed
- Encounters with friends and whether your partner gets on with them are important for over a quarter (26%) of men and women
- A third (31%) say holidaying together is a good test of relationship – planning, travelling and spending time together

Commenting on the research, PARSHIP's relationship expert, Paula Hall believes that William has selected Kate on the basis of all of the important ingredients above. "Not only did he propose to her on holiday with friends - he has also publicly declared his affection for her family."

Parship matches its members by means of a scientific personality test, rather than leaving them to judge each other purely on self-descriptions and photographs. The service appeals to people looking for a long term relationships and with a 38% success rate for members first time round they believe they have a winning formula.

Hall's 20 years experience of relationship counselling puts her in a strong position to predict the success of this royal union. A successful marriage can often be attributed to five key factors:

1. Love Yourself – When you feel good about yourself and value who you are as a person, you'll feel more able to accept and enjoy the love of your partner in spite of their imperfections.
2. Like Your Partner – we tend to focus all our attention on romantic love when what we should be doing for long term success is focusing on the likeability factor! Hall believes that couples who ignore the friendship factor are doing so at their peril
3. Accept Difference – it's inevitable that you and your partner will have differences - recognise and embrace them!
4. Adapt to Change – this is a quality that many couples don't fully appreciate until they've been together for a while. This is one factor that Parship focuses on in its compatibility test because whilst compatibility is important, people change and

therefore a good match will be people who are able to change together.

5. Communicate – although it may seem like an obvious factor communication is the key to building intimacy and resolving conflict. Learning to express yourself and listen to each other is a skill that can take time to develop but reaps enormous.

Hall concludes: "Lack of communication can perhaps be attributed to the downfall of other royal relationships. William and Kate have demonstrated their ability to communicate in reconciling after a period apart and this bodes well for a fairytale ending with them living 'happily ever after'."

Notes to editors:

Unlike other dating websites, PARSHIP.co.uk has been created to take the pot luck out of first dates. It matches its members by means of a scientific personality test, rather than leaving them to judge each other purely on self-descriptions and photographs. This ensures that PARSHIP members who meet on a first date are more likely to feel at ease with each other, which is a pre-requisite for a successful long-term relationship.

PARSHIP.co.uk achieves an impressive success rate with 38% of its members getting it right the first time round. This is due to PARSHIP's psychometric compatibility test which has been developed by a team of leading scientists and psychologists from Hamburg University on the basis of 40 years of research and the evaluation of 80,000 personality profiles. The test evaluates the characteristics, values and interests which determine the dynamics of a relationship. When an individual is matched with someone who has the right balance of similar and complementary characteristics, the outcome is more likely to be a lasting relationship.

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