

Under strict embargo: Friday 13th February 2010

When it comes to love, men need to get creative

- **British women choose artists over policemen and pilots**
- **Architects hold the greatest appeal: demand outstrips supply 20:1**

When looking for a potential partner, British women lead Europe in the importance they attach to a man's profession, according to a new survey by PARSHIP – Europe's largest scientifically based online dating service.

One third of women like the idea of a partner whose career is well paid, while a quarter would value his profession's prestige and status, yet it's not bankers, policemen or even airline pilots that they find most attractive: in fact it's creative types like writers and architects who hold the most appeal, followed by traditional professions like doctors and accountants.

Women

In the context of a European survey of 5,000 single people, one third of British women (35%), liked the prospect of a man with creative flair, such as an artist, writer, musician or architect (30%), while just 2% wanted to date a banker (compared to 18% two years ago). A further 28% of women preferred a doctor, 26% a lawyer, and one in five women (22%) opted for an accountant. Traditionally sexy professions such as airline pilots (9%), policemen (7%) and advertising executives (12%) failed to make much impact. Only 1% of women said their ideal partner would be a househusband.

Dr Victoria Lukats, psychiatrist and PARSHIP's dating expert, explains why certain professions hold greater appeal.

“In a recent PARSHIP survey, women rated good communication skills, a sense of humour, creativity, intelligence and style above good looks and even self-confidence in a potential partner. This may explain why women rate writers, musicians and architects so highly. Architects are perceived as contributing positively to society, being intelligent, educated, and above all as having a sense of style.

“At first glance, the popularity of accountants may be something of a surprise. But this is a profession that demands training, intellect, conscientiousness, an eye for detail and professionalism. Most accountants are highly educated and have a strong background of academic achievement.”

Men

British men also rate creative types, with nearly half (46%) claiming they'd love to date an artist. Doctors (31%) again hold considerable appeal, while nurses and teachers (28%) and scientists (27%) have the edge over lawyers (16%) and accountants (9%). 14% of men said they would still happily date a housewife.

Declining popularity of professions

Unlike their European neighbours, British men and women still care what the Jones' think, with one in four singles (26%) saying their future partner should have a career which brings status and prestige; this opinion was shared by just 11% of the French. Although the recent banking crisis has made the profession deeply unattractive in the UK, bankers appeal to 24% of Germans, for whom accountants (4%) hold relatively little appeal. Perhaps predictably, 21% of the Swiss would like to invest in life with a banker.

While financiers may still hold some sex appeal across Europe, pilots have taken a dive, with just 5% of European singles finding an airline pilot an attractive proposition. One in five singles say they would prefer to date a person whose job involves little or no travel; 40% would like their partner to have as much free time as possible, and 23% say their partner should be well paid.

Dr Lukats, added:

"Historically women may have been drawn to airline pilots, but the drop in their popularity may be down to the increasing importance that men and women alike place on work-life balance. Unless they fly only short-haul, airline crew can work long hours and may frequently travel away overnight"

Professions that make up PARSHIP's database

Europe's largest scientifically-based online dating service with millions of members, PARSHIP says that one in ten people on its database in the UK and Ireland are now teachers. Closely behind are healthcare professionals at 9% (5% of the database are nurses, 3% doctors) and then accountants at 6%.

Bianca Mercer, PARSHIP's Country Manager UK and Ireland, commented:

"The number of people in the professions now joining our dating service has doubled over the last two years; they now make up 70% of our database. Although teachers, nurses, doctors and accountants top the list, we've also seen a huge rise in the number of IT

consultants, architects and lawyers. These people give so much to their demanding jobs that it can often be difficult for them to prioritise their time for finding love. Where previously they may have looked to other colleagues for a date, this could now compromise their position with employers. In 2010, the internet offers them their best chance of meeting someone special.”

PARSHIP was the first online dating service in Europe to use a unique scientific compatibility test to match people. Created by Hamburg University and based on 40 years of scientific research, the PARSHIP compatibility test is able to match people who share similar and complementary personality and character traits – the requirements for a harmonious relationship.

Research suggests that people are twice as likely to establish a lasting relationship with PARSHIP's help than with any other method; 38% of its members say they have met someone special through the service.

Professions British women find most attractive	Professions British men find most attractive
1 Artist, writer, musician 35%	1 Artist, writer, musician - 46%
2 Architect 30%	2 Doctor - 31%
3 Doctor 28%	3 Teacher & nurse 28%
4 Lawyer 26%	4 Scientists & Academics 27%
5 Scientist & Academic 22%	5 Lawyer 16%
6 Accountant 22%	6 Advertising/Marketing 14%
7 Engineer/surveyor 21%	7 Housewife 14%
8 Teacher 16%	8 Journalist 12%
9 Advertising/Marketing 12%	9 Accountant 9%
10 Pilot 9%	10 Sales person 9%

- Ends -

For Further information, please contact Penny Lukats on 01895 256733 or 07775 992350 or email penny.lukats@parship.com

About the survey

To establish the professions British singles find most attractive, PARSHIP surveyed a random sample of 5,000 of its members in October 2009. The respondents were aged

between 18 and 70, split equally between male and female, and based in the UK & Ireland and mainland Western Europe.

About Dr Victoria Lukats

Dr Victoria Lukats, MBBS MRCPsych MSc is a psychiatrist, agony aunt and dating expert. As well as working as a dating expert Dr Lukats a specialist registrar in psychiatry and writes an agony aunt column on relationships and dating for a national newspaper and a national magazine.