

## ONLINE DATING STATISTICS: BRITISH SINGLES PLAY THE WAITING GAME

Over two thirds of UK singles will take the active initiative of going online dating over the next 12 months, but they are not looking for a quick fix: they have patience and are prepared to wait a while to meet their ideal partner, according to a new survey by PARSHIP, Europe's largest premium online matchmaking service, which uses a rigorous personality profiling test to determine compatibility, unlike their European counterparts

In the survey of 5,000 Europeans they discovered singles people don't need a relationship to be able to carry on with their life: 75% of the UK's 15 million singles haven't had any type of relationship in more than 18 months, while over half (52%) have not had anyone special in their life for more than three years.

What's more, they can't be accused of being over-optimistic about their prospects: four out ten UK singles (39%) – the highest proportion in Europe – don't expect to meet a potential partner within the next two years; this makes a startling comparison with single people in Denmark, the most optimistic group in Europe, 82% of whom believe that the next two years will bring true love. That being said, 61% of British singles still rate their chances of meeting someone special as fair to very good.

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

“Studies have shown that successful people tend to be more likely to believe that they are in control of their life and their future. They also attribute their successes to their own actions. This provides a useful analogy to the search for a partner. If an individual believes that their chances of finding a partner are slim and that they can only rely on fate or chance encounters to meet someone then it follows that they will be less likely to take fate into their own hands and start actively dating. Everyone has their own insecurities but having an overly pessimistic view of the chances of finding a partner can only serve to reduce the chances further. A state of cautious optimism can sometimes be hard to achieve but it can be hugely beneficial – it's also something that potential partners will value and find attractive.”

- Ends -

**For more information, a copy of the <http://www.parship.co.uk> report or case studies, please contact.**

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**About PARSHIP**

PARSHIP.co.uk, the largest premium online matchmaking service in the UK, is specifically for people who are serious about forming a lasting relationship and is built on a rigorous personality profiling test that determines compatibility.

It is the British subsidiary of Europe's most successful serious online dating service, now with millions of members, predominantly affluent, educated men and women between 28 and 55 years old.

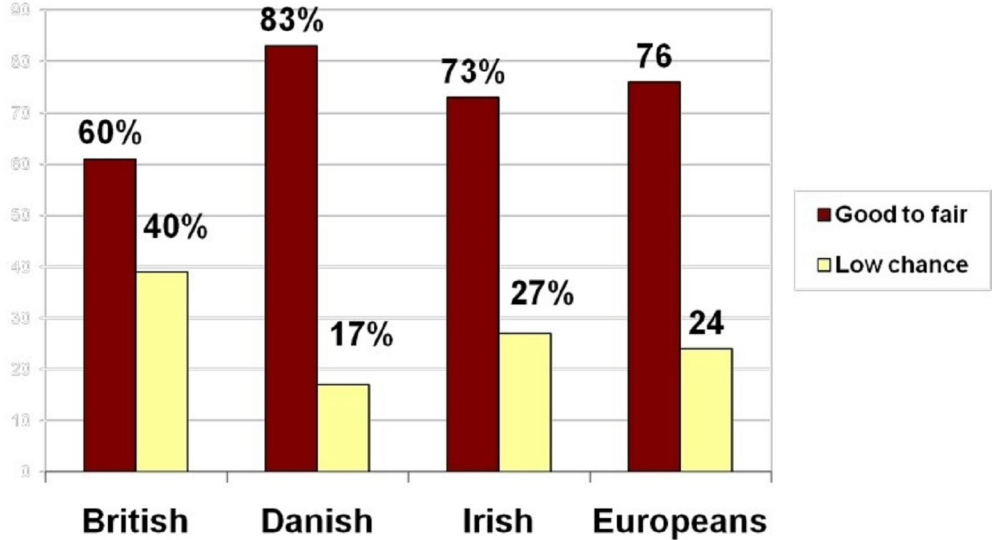
Since its launch in Germany in 2001, PARSHIP has matched thousands people who are serious about forming a long-lasting relationship, and it now operates in 14 countries of Western Europe and also in Mexico

PARSHIP GmbH is headquartered in Hamburg and is 87%-owned by Holtzbrinck networXs AG, part of the Georg von Holtzbrinck publishing group, one of Germany's largest publishing companies with financial interests in more than 80 companies, including the Macmillan Group.

### **About the 2010 Singles Survey**

For this study, conducted in May 2010, PARSHIP joined forces with the market research institute Innofact to survey more than 13,000 people aged between 18 and 59, single and in long-term relationships, in 13 Western European countries. The study focuses on the topics of lifestyle, relationships, looking for a partner and online dating, embracing more than 100 different themes. The random sample in each country was identically structured in terms of age and gender, with a 50/50 split between: male and female respondents; single people/partnered people; the 18-39 and 40-59 age groups. The survey covered: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, the Netherlands, Norway, Spain, Sweden, Switzerland, and the UK.

# Chances of meeting someone special in the next two years



Source: PARSHIP 2010 SINGLES SURVEY