

ONLINE DATING STATISTIC: BRITISH WOMEN ARE CONFIDENT ENOUGH TO WAIT FOR MR RIGHT

At first glance, UK women might seem traditional, still preferring a relationship over singledom, marriage over cohabitation and looking to their parents as role models. But they've certainly moved on from the self-pitying Bridget Jones stereotype of the 90s.

In a new survey by PARSHIP, Europe's largest premium online dating service, which uses a rigorous personality profiling test to determine compatibility, found only 30% of women in the UK are unhappy with their single status (the figure for men is 38%) and 41% say it results from their desire to retain their independence and keep time for themselves; this compares to just 30% of men. Overall, the longer a woman remains single, the happier she becomes with her situation.

What British women don't want in a man

Many British women consider themselves fussy when it comes to choosing a man, but they're not hooked up on finding an Adonis.

In the survey of 5,000 single Europeans, only 12% of women are turned off by baldness, 25% by hair on a man's back and 21% by love handles or a bit of a tummy. It's the faults of the inner man that bothers them more: 58% are put off by a know-it-all, 64% by a dominating personality and 62% by ruthlessness.

What UK women *do* want in a man

Honesty is top of the wishlist (97%), followed by the ability to communicate well (95%), openness (88%), a sense of humour (88%) and faithfulness (90%). Good looks have their place too: 39% confirm that looks matter, though this percentage is much lower than the equivalent figure for men, which is 52%.

As might be expected in modern Britain, 88% of women say they're looking for equality in a future relationship; this could cause a few tensions, since a lower percentage (76%) of men share this ideal. Only 23% of women are attracted to a man who assumes the traditional male role: Just 47% of women say their future partner should assume the role of a protector, 48% are looking for a courageous go-getter, and a mere 25% say they want their man to offer an upscale standard of living. In fact only 19% of women are looking for a man who even earns more than they do.

When it comes to life with children, 68% of female respondents thought that women should be at liberty to pursue their own careers, with just 5% believing that mum should stay at home and look after the kids.

Another manifestation of this female confidence is that 21% of women would be happy to date a younger man. However, Irish women between the ages between 40-49 are even more interested in

the idea of a younger partner, with 28%, the highest proportion in Europe, saying they'd date a man younger than they are.

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

"Single women in the UK are more likely to be happy with their single status in comparison to men. These figures may be something of a surprise, as the media have tended to stereotype single women as desperate to hook their man while they hear their biological clock ticking. However, the single woman enjoying her independence and single status is unlikely to be a totally new phenomenon, as it is a trend seen in all European countries surveyed: women are more likely than men to claim that they are happy with their single status.

It's also interesting to note that, across the European countries, women have higher levels of reported self --confidence than men, and also higher expectations of the attributes they are looking for in a potential partner.

All these survey findings suggest that women are not prepared to compromise their independent lifestyle until they find Mr Right."

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For more information, a copy of the <http://www.parship.com> 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.

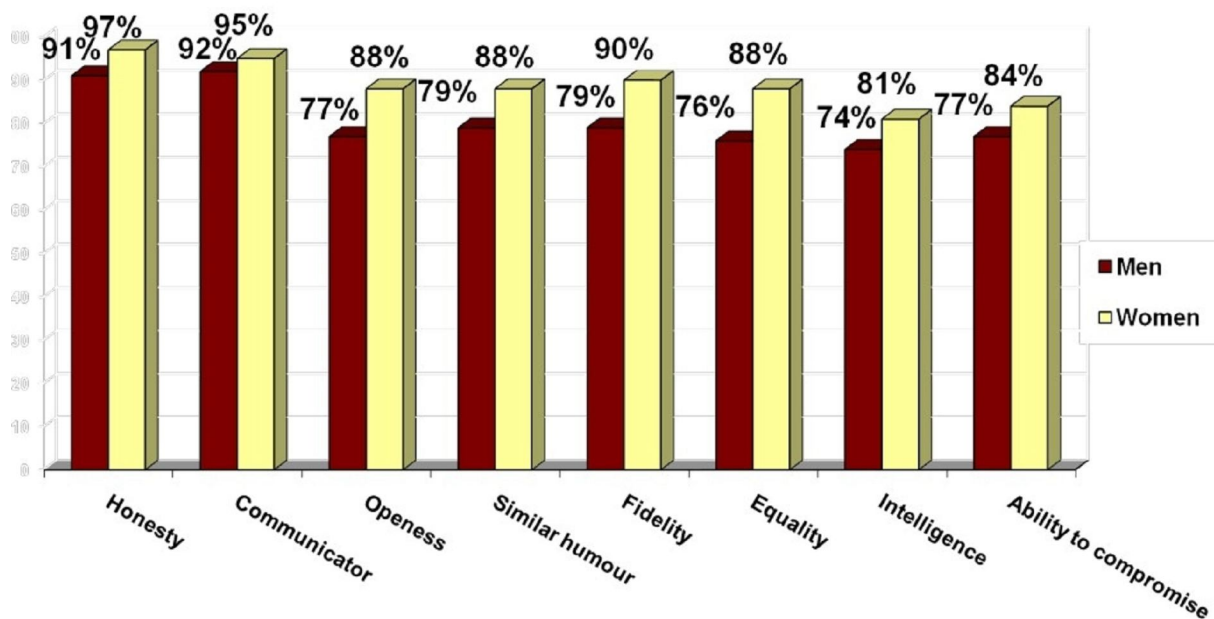
Since its launch in Germany in 2001, PARSHIP has matched thousands people who are serious about forming a long-lasting relationship, and it now operates in 14 countries of Western Europe and also in Mexico

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

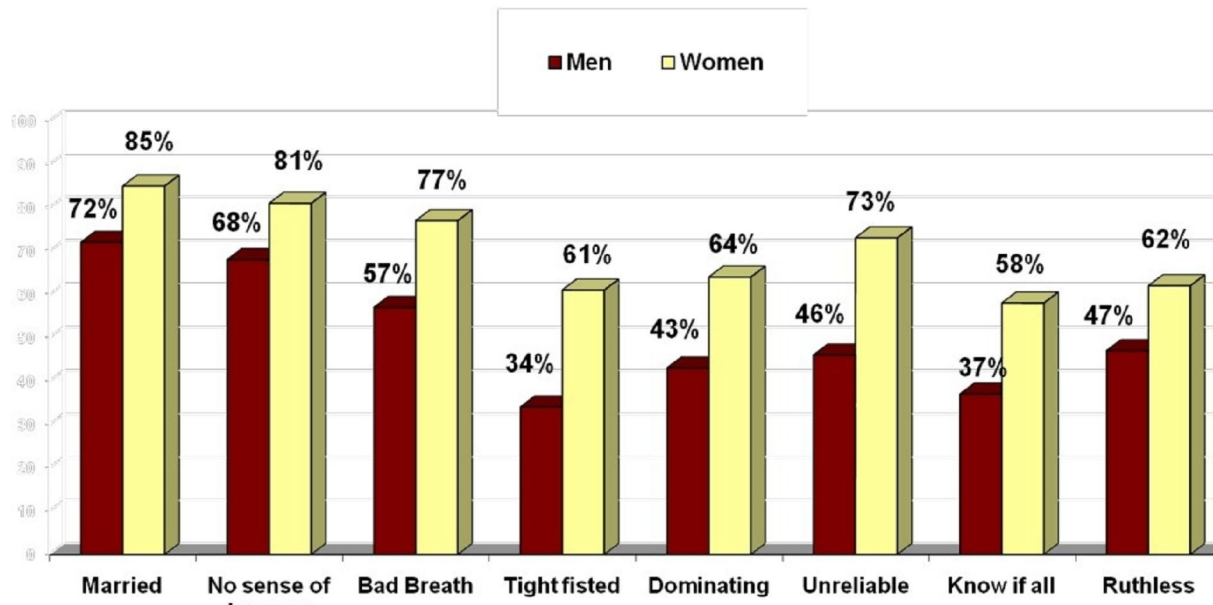
For this study, conducted in May 2010, PARSHIP joined forces with the market research institute Innofact to survey more than 13,000 people aged between 18 and 59, single and in long-term relationships, in 13 Western European countries. The study focuses on the topics of lifestyle, relationships, looking 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.

Qualities most valued by singles in a potential partner



Source: PARSHIP 2010 SINGLES SURVEY

Major turn-offs for men and women



Source: PARSHIP 2010 SINGLES SURVEY