

ONLINE DATING STATISTICS: MEN IN THE UK ARE TOO SHY AND FUSSY TO TRY

According to a new survey by PARSHIP, Europe's largest premium online dating service, which uses a rigorous personality profiling test to determine compatibility, long-term singledom in men is being driven by a lack of confidence. This is compounded, perhaps paradoxically, by fussiness as one third admit that they apply very high standards to choosing a prospective partner.

In the survey of 5,000 single Europeans it found nearly half (47%) of single men attribute their long-term singledom to lack of confidence, 42% to shyness, 34% to fussiness and 31% to not being attractive enough. This suggests that there are now over 5 million men living in the UK who literally don't have the confidence to approach a woman and would prefer to wait for a chance encounter to deliver the love of their life – even if it means waiting a lifetime. In fact UK men are the least confident in Europe.

For all this sensitivity, men still place more emphasis on looks than women do. One third of men say they would never date an overweight women, and as many as 45% of men admit they could just barely accept it. When it comes to men's favourite fatty body-parts, 26% say they would prefer not to date a woman with small breasts and 31% find large breasts a turn-off. A woman's brain remains an attractive feature: 70% of men valued intelligence highly, with a lower 50% citing looks.

As for boys behaving badly, 27% of men admitted they would date a married woman and 37% confessed to finding a submissive woman attractive. Men still value honesty highly in women (86%), but only 67% attached special importance to fidelity.

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

“There seems to be a very high proportion of UK single men who feel that a lack of self-confidence is holding them back from finding a partner, but the figures are higher for men than for women throughout the European countries surveyed. It's not entirely clear why men should feel this lack of confidence so much more acutely than women, but traditionally the onus has always been on men to romantically pursue women if they are to stand a chance – whether it's approaching a woman in a bar, asking for a date, phoning to arrange a second date or even proposing marriage. It's no wonder than men can sometimes feel a pressure to perform, especially if they are less outgoing or maybe shy by nature.

Men should remember that although an aura of self-confidence can be very attractive, as far as women are concerned, attraction has much less to do with looks (a six pack is certainly not required!): it's the person within that counts.”

- **Ends** -

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

Bianca Mercer

Telephone: +44 (0)1379 688141

Email: bianca.mercer@parship.com

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.

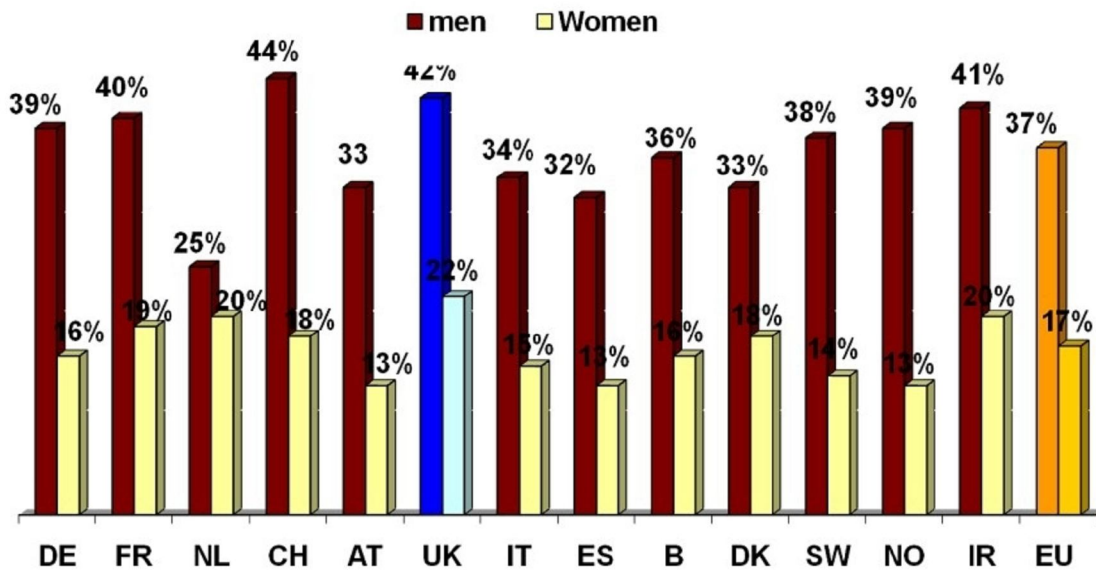
Since its launch in Germany in 2001, PARSHIP has matched thousands people who are serious about forming a long-lasting relationship, and it now operates in 14 countries of Western Europe and also in Mexico

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.

Across Europe, shyness is a bigger barrier for men than it is for women.



Source: PARSHIP 2010 SINGLES SURVEY