

Press Release: 5th August 2005

LOVE HURTS ... YOUR POCKET

- Britons spend a staggering £15.2 billion each year on the pursuit of love -

New research from PARSHIP.co.uk -- the UK's first compatibility-based online dating service, specifically for people who want a serious relationship -- has found that the average Briton will spend more than £38,000 on the pursuit of love during their lifetime!

That's more than the cost of a new sports car or the average deposit on a house. PARSHIP's research also found that we waste a good proportion of the £15.2 billion we spend each year in the pursuit of love: more than one third of relationships are set to end in the next 12 months.

Love splits will relieve Britons of a further £5 billion, not to mention the cost to their hearts. CDs, TV sets, clothing, mobile phones, toiletries, pets, jewellery and even cars: these were just some of the items that the 500 people polled by PARSHIP.co.uk claimed to have lost as a result of a love split. Of those questioned, 38% of women and 47% of men admitted to refusing to return personal items to their exes.

28% of men and 48% of women said that they had deliberately not asked for their belongings to be returned, preferring to walk away from a situation rather than cause confrontation. A further 11% of women and 7% of men said that they had destroyed items out of spite. And if women imagine they'll get to keep that diamond engagement ring, they should think again: one in four men (27%) said that they would want it back.

Dr Victoria Lukats, a psychiatrist with an interest in psychometric research, said:

'Clearly people are able and willing to invest a lot of money in the pursuit of love. Nowadays the average age at which people settle down and marry is much older than it was thirty years ago, so singles will tend to have more disposable income to spend on going out. The difficulty is that relationships are also now less likely to last than they were thirty years ago, people are much more likely now to get married during the first flushes of love, rather than waiting. Perhaps because our society has changed, divorce may be seen as more socially acceptable and people may have higher expectations about what they want to get out of a relationship.'

But when it comes to love it seems that our hearts really do rule our heads. Men in particular are prone to reacting on impulse: in the first six months of a relationship a man will spend freely on impressing his love interest, clocking up twice the spend of the average women.

On average, men splash out £1,426 compared to just £740 spent by women. Men claim to spend £970 on drinks and dinners, £148 on presents, £184 on trips away, £63 on taxis, £63 on flowers & confectionery. 3% of men even claimed that they had paid for their partners' gym membership.

However, as the relationship increases in intensity the man's spending decreases while the woman tends to spend more. In couples whose relationship had passed the 12-month barrier, the man's spending over a six-month period decreased to £987 while the woman's increased to £784.

PARSHIP.co.uk is the UK's first compatibility-based online dating service, specifically for people who are serious about forming a lasting relationship. It is the British subsidiary of Europe's largest and most successful serious online dating service, now with over one million members, predominantly affluent, educated men and women between 28 and 55 years old. Since its launch in Germany in 2001, PARSHIP has matched thousands of single people who are serious about forming a long-lasting relationship.

The first step is an 80-question psychometric test, which is free of charge and takes about 20 minutes to complete. The results of the test create a fascinating profile of each member's personality. Using methods based on years of scientific research, this profile is then carefully matched with the profiles of other members whose balance of similar and complementary characteristics marks them out as a potential partner for the new member. Research suggests that people are *twice as likely to form a lasting relationship* with PARSHIP's help than they are through any other method.

- Ends -

About the research

The research was conducted online between 25th July and 1st August May 2005 with 500 British adults over the age of 18. The population sample was broken down into the following groups as follows:

Relationship Status	Total %	Male%	Female%
Married	52	52	53
In a serious relationship (not married)	19	19	19
In a casual relationship	3	3	2
Single	16	20	13
Divorced	6	4	7
Widowed	2	1	4
Other	1	1	1
Prefer not to answer	1	1	1

According to the National Statistics office there are 15 million single people currently living in Britain.