

PRESS RELEASE: Monday 15th January 2007

JANUARY GLOOM BRIGHTENED BY A RUSH FOR ROMANCE

8 million first dates to be fixed this month

- Monday 15th January the day when singles are most likely to ask someone out**
- Thursday 18th January scheduled to be the year's biggest night for first dates**
- Nearly half of singles say they feel most lonely in January**
- 25% hadn't been on a date in more than 12-months**

January has a reputation as the peak month for relationships to break up, for couples to file for divorce and for singles to feel overwhelmed by loneliness, but new research has provided grounds for optimism: January is bonanza time for budding romances, with Thursday, 18th January scheduled to be the year's biggest night for first dates.

A survey of 5,000 singles by PARSHIP.co.uk, Europe's largest scientifically-based online dating service, revealed that Britain's singles will go on a staggering 8 million first dates this January – -three times more than in December and twice as many as any other single month of the year. The study, led by Dr Victoria Lukats, psychiatrist and relationship and dating expert, discovered that Monday 15th January will be the day when singles are most likely to pluck up the courage to ask someone out.

According to Dr Lukats, there's a simple explanation:

“This phenomenon isn't caused by global warming, cupid's arrow or a cosmic meeting of the planets, it's triggered by a unique combination of loneliness and resolution that just doesn't occur any other time of the year.”

Of the 5000 singles interviewed, three out of four people (81%) said they would actively look to meet someone in January. That's 47% looking for a committed relationship, 13% a casual relationship and 21%, any type of relationship. What's more, nearly half (47%) of singles, 45% of men and 50% of women, admitted to feeling particularly lonely in

January – that would factor up to more than 6 million people nationwide – and 15% hadn't been on a date in more than 12 months; 12% hadn't dated in seven months, 6% in six months and 5% in three months. A worrying one in ten hadn't even been on a date in more than two years.

Dr Victoria Lukats continued.

“In January we think that most people resolve to lose weight, to go to the gym or even get themselves out of debt, but for 9 million of Britain's single people, looking for love will be the priority.”

As more and more singles reach out for love in 2007, six million people will turn to paid-for dating services.

Tony Blin Stoye, UK head of PARSHIP.co.uk, commented:

“Research in 2006 suggested that online dating had finally become mainstream, with over 3.5 million singles having used an online dating service by January of last year. Now our research suggests that this figure has doubled in just 12 months, with 6 million singles having used an online dating service in the same period.”

PARSHIP.co.uk is Europe's largest dating and relationship service with over 2.1 million members. Unlike other dating services, PARSHIP matches people using a unique scientific personality test, created by Hamburg University. Based on 40 years of scientific research, the PARSHIP compatibility test is able to match people who share similar and complimentary personality and characteristic traits – the requirements for a harmonious relationship. Research suggests that people are twice as likely to develop a lasting relationship with PARSHIP's help than any other method.

Regional statistics

Singles looking for love in January

North – 81%

Midlands – 81%

Wales – 78%

London – 87%
Scotland – 76%

Singles who admitted to feeling lonely in January

North – 51%
Midlands – 50%
Wales – 40%
London – 46%
Scotland – 49%

- Ends -

For Further information, please contact Penny Conway on 020 7014 4046, 07775 992350 or email penny@parship.co.uk

The European Singles Lifestyle Study – 5,000 people, male and female, were interviewed between the ages of 18 and 50 in December 2006. The research was coordinated and compiled by the German research institute, INNOFACT AG.

Online dating research was conducted by YouGov between 22nd and 24th November 2006 and questioned 2,353 adults over the age of 18.

About Dr Victoria Lukats (www.drlukats.com)

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

About PARSHIP.co.uk

PARSHIP.co.uk is Europe's largest dating service dedicated to people who want to form a serious relationship. Founded in 2001, PARSHIP GmbH is headquartered in Hamburg, 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.

