



**PARSHIP Singles Survey 2008**  
**Media Summary**  
**UK**

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## PARSHIP Singles Survey 2008

### Media Summary

Key findings from the second European survey of single people,  
Conducted on behalf of PARSHIP - the online dating service that's serious about relationships.

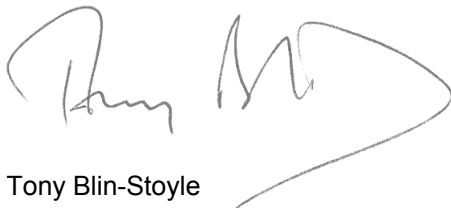
Five or six years ago, if you said you'd met someone special on the Internet, people might have been a little surprised, and maybe even mildly shocked. Now, as is shown by the results of this survey – the largest of its kind in Europe – Internet dating has been adopted by some 50% of single people in the UK, with people in their 30's currently proving especially enthusiastic.

The results of this survey suggest that there is an important role for an online dating service that opens the way to successful relationships. Many British singles are not happy with their lot: they believe in long-term relationships and show a perhaps surprising attachment to the idea of marriage. At the same time they uphold the traditional British reputation for reserve and are not ready to make too many compromises in their choice of a partner. Women in particular are imposing high standards on their choice of a man, while men are plagued by self-doubt.

Even in the easy-going Britain of 2008, there are barriers to be overcome when it comes to making that first step towards a fulfilling relationship. Perhaps PARSHIP can help ease the way: with the help of a psychometric compatibility test, PARSHIP brings together people who can be reassured from the first moment that there are genuine reasons why they could be 'made for each other'; and it is probably easier for the diffident Brit to make those delicate first approaches via a discreet online message than to attempt to catch a stranger's eye across a crowded room.

We hope you find the results of this Singles Survey both interesting and illuminating. It could turn out to be the start of something wonderful ...

With best regards



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Manager – UK & Ireland  
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## 1 INTRODUCTION AND METHODOLOGY

A pioneer in online dating as the first service to focus on people in search of a long-term relationship, PARSHIP first went live in Germany on Valentine's Day 2001.

Since then, PARSHIP has evolved into a market leader in Europe. 2002 saw the beginnings of international expansion and today [www.parship.com](http://www.parship.com) links to 14 national services: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, the Netherlands, Norway, Spain, Sweden, Switzerland, the UK, and Mexico.

In 2008, with the **2nd European Singles Survey**, PARSHIP will provide food for thought and stimulate some lively discussions on developments in society. Above all the survey provides insights into the lifestyle and attitudes of single people, their search for a partner, and their views on relationships.

### Methodology

For this study, conducted in October 2007, 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. More than 100 different themes were investigated. The results have been broken down for each country and for single people and partnered people.

### Age of respondents

In order to provide a valid comparison between countries, 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.

### Definition of a single

The starting point for the survey was the definition of single as "someone who is not in a steady relationship", whereas studies of single people have traditionally defined respondents as "unmarried people" or "single-person households".

### Countries participating

The survey covered 13 Western European countries: Austria, Belgium, Denmark, France, Germany, Ireland, Italy, the Netherlands, Norway, Spain, Sweden, Switzerland, and the UK. PARSHIP, represented in all these countries with a locally-focused online service, is particularly interested in researching the characteristics, attitudes and habits of single people in each of these countries.

## 2 THE UK SINGLE

**Bridget Jones may have been the UK's emblematic female singleton in recent years, but these days it's the men of Britain who are more likely to follow in her path ... Say hello to Brendan Jones**

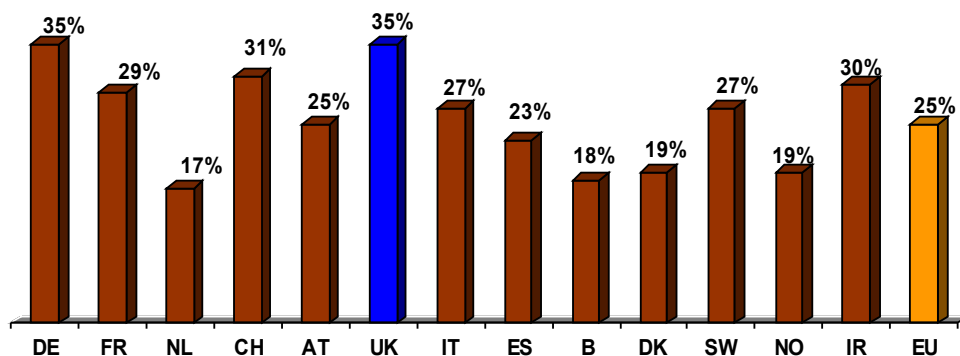
British singles are the most dissatisfied with their single status, men more so than women. UK men and women may be the most dissatisfied, shy and serially single in Europe, but their lone-some state results partly from ideals: they believe in holding out for Mr or Ms Right and they also favour marriage over a long-term commitment without the wedding contract.

UK singles, together with the Germans, are the least happy in Europe, with 35% saying they are dissatisfied with their single status and only 39% saying they are truly satisfied. The happiest are the Dutch, with 62% of singles in the Netherlands claiming to be happy and satisfied. To put this into perspective, 85% of British people in a relationship say they are very or fairly satisfied.

**Dr Victoria Lukats**, psychiatrist and dating expert for PARSHIP.co.uk commented "These figures show that, in the UK, men are more likely to be dissatisfied with their single status than women.

One possible explanation could be that women have now become much more independent and many no longer see becoming a wife and mother as their ultimate goal. However, it is well known that men benefit much more than women do from being in a relationship: scientific studies have shown that married men live longer and enjoy better physical and mental health compared to their single counterparts. The same trend does not exist for married women. PARSHIP's single survey complements these findings: UK men with partners are more satisfied with their relationship than women are, and UK single men are more dissatisfied with their single status than single women."

### 2.1 European singles dissatisfied with their single status

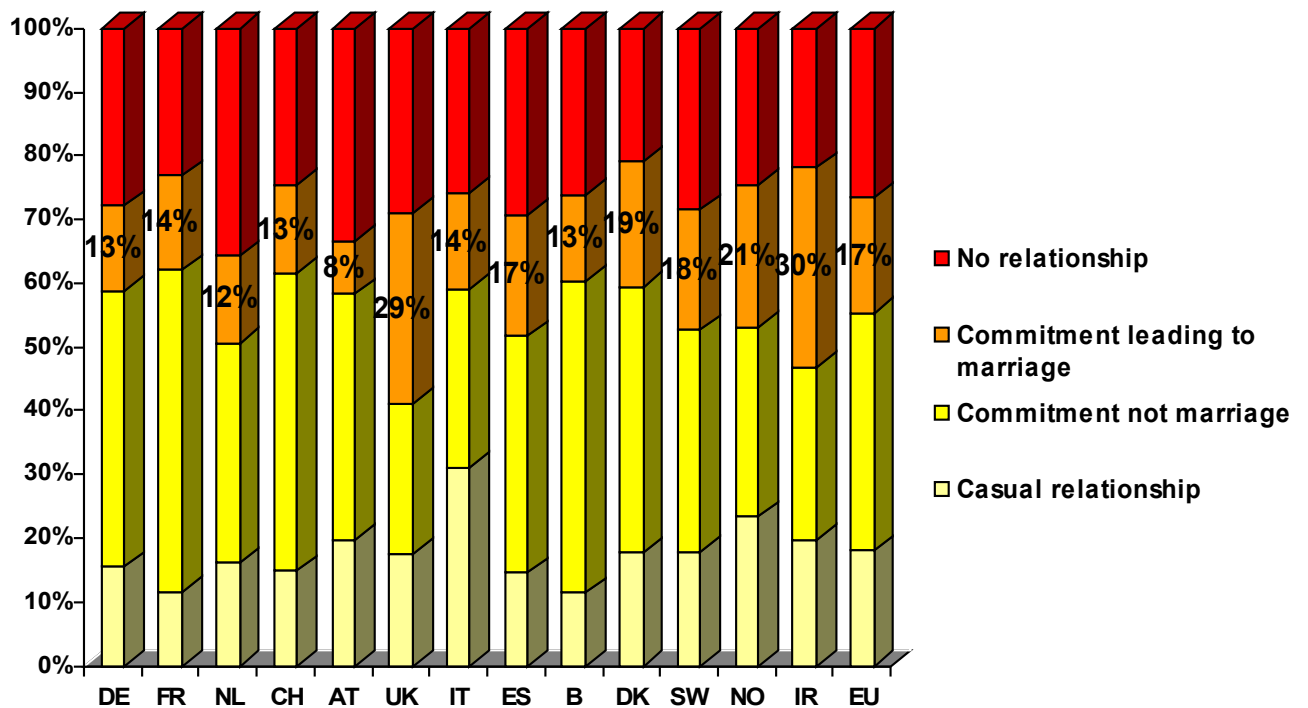


### 3 MARRIAGE OR COHABITATION?

There are an estimated 15 million singles now living in Britain (source ONS 2006) of which half (51% or 7.65 million) are looking for a long term-relationship; 17% would prefer a casual relationship and 28% are not looking for a relationship at all. However, unlike their European counterparts – who, with the exception of Ireland, would choose an unformalised long-term relationship over marriage (across Europe an average of 35% favour a long-term relationship and 17% a marital commitment) – UK singles would go for wedding rings (29%) rather than simple cohabitation (24%).

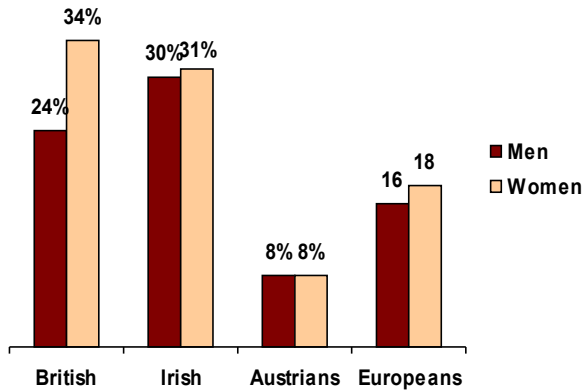
Clearly, marriage is not a priority for the majority of Europeans. All the mainland countries in the survey favour cohabitation, with – at the other end of the spectrum from the British Isles – only 8% of Austrians wanting marriage. As might be expected, it's women in the UK who especially favour marriage vows: one third of them (34%) are looking forward to their Big Day, compared to just one quarter (24%) of British men.

#### 3.1 What type of relationship are European singles looking to form?

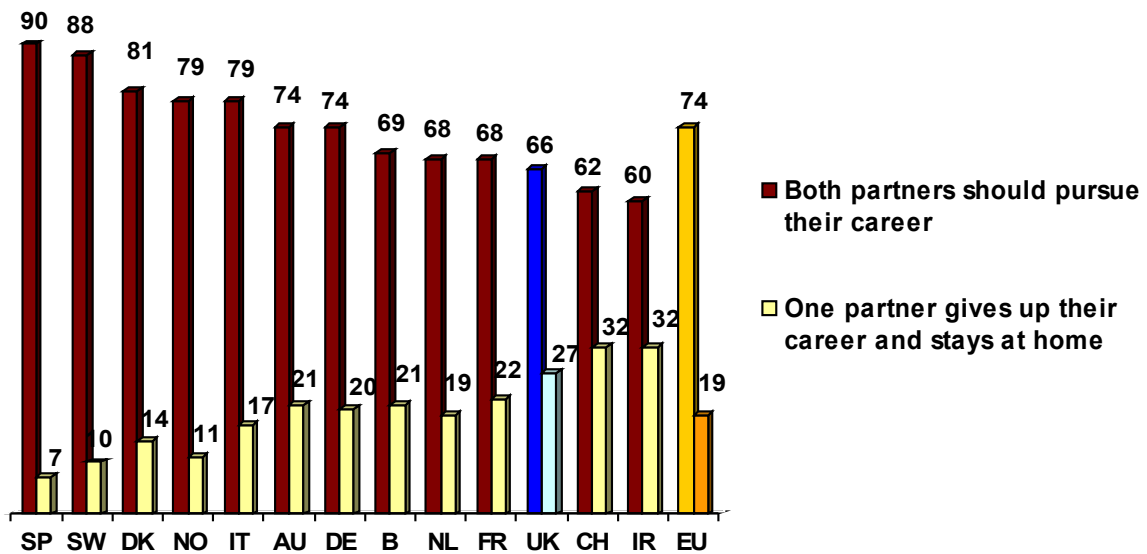


### 3 MARRIAGE OR COHABITATION? continued

#### 3.2 Percentages of women and men looking for commitment leading to marriage



#### 3.3 Percentage of singles believing that one partner should stay home to raise children



**Dr Victoria Lukats** comments: Whilst these survey figures may suggest a large proportion -- over half -- of UK single people are looking for a long-term relationship it's difficult to interpret exactly what proportion see marriage as the ideal form of commitment. Many people will be open to the idea of marriage but will not necessarily know if it is for them until they have met the right person. So, even though we cannot say exactly what percentage of people intend to marry in the future, when compared to other countries in Europe, the UK still has relatively traditional views on marriage. For example, 29% of UK singles are looking for commitment leading to marriage in the future, compared to only 8% of Austrians. UK singles' relatively traditional attitudes to relationships are echoed in their views on raising a family. 27% of UK singles believe that it's preferable that one parent should stay at home to raise a family while the other person pursues their career. This proportion was the third highest amongst the European countries surveyed. The lowest were the Spanish, where 7% felt it preferable for one parent to give up work to bring up children."

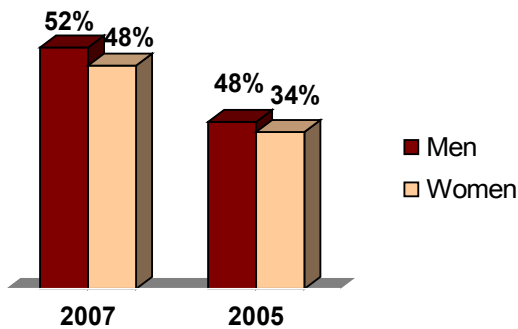
## 4 THE SEARCH FOR MR OR MS RIGHT MOVES TO THE INTERNET

Many UK singles still prefer the more casual approach to dating, with over one third happy sit back and wait for that special person to come along (39% are happy to wait for a chance encounter with someone special).

For more than half, however, the Internet now plays an important role in the search for a long-term relationship. While the majority would still prefer to meet someone special through friends (65%), work (36%) or while out and about socialising (49%).

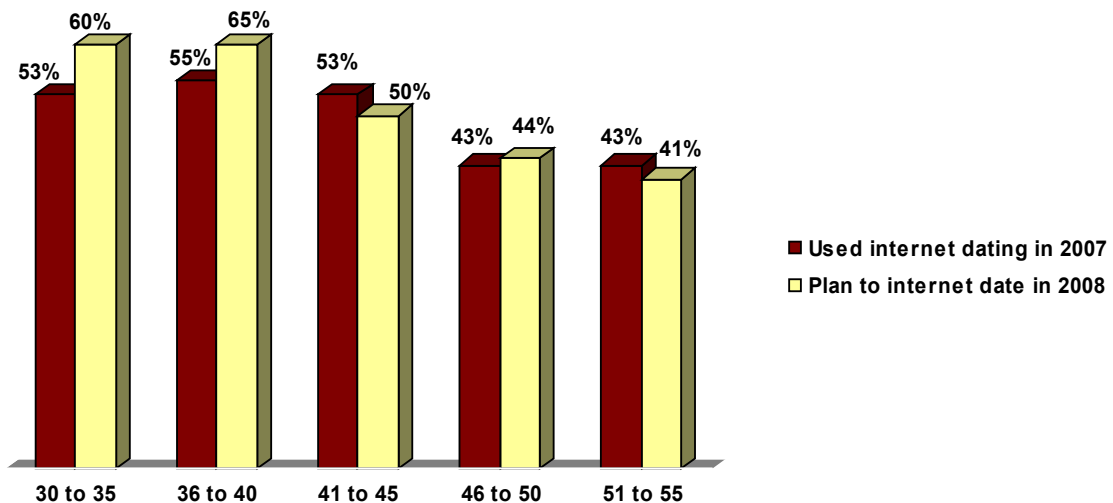
Internet dating is now much more than a niche activity: in the last 12 months, 52% of UK men and 48% of women have used the internet to find a date, compared to figures in 2005 of 36% for men and 34% for women. What's more, 53% of singles (59% of men and 46% of women) say they intend to use the Internet meet someone in the future.

### 4.1 Percentage of singles logging on to find love



As in 2005, it's the 36-40-year-olds who are driving the growth in online dating, with 65% of this age group intending to look for love on the Internet over the next twelve months.

### 4.2 Usage of Internet dating in 2007 compared to predicted usage in 2008

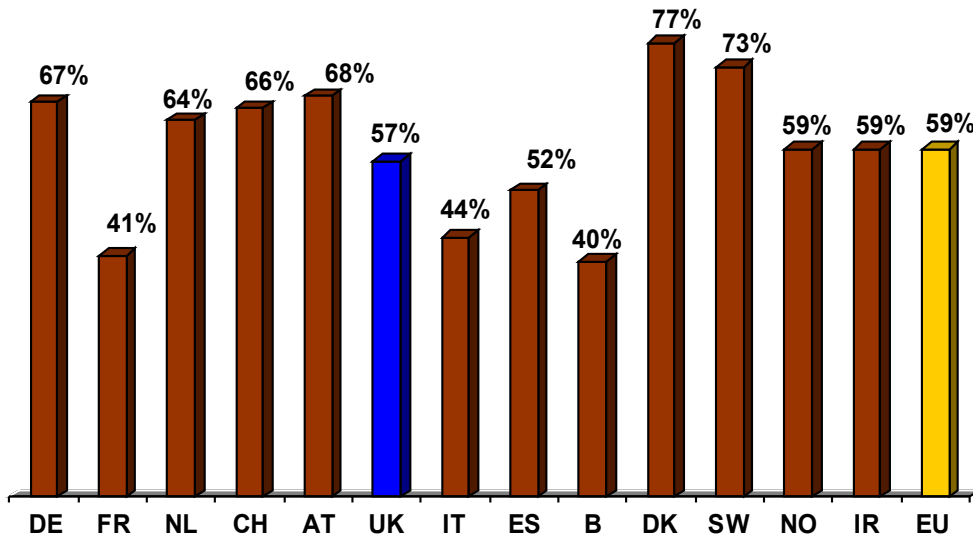




## 5 IT'S SOCIABLY ACCEPTABLE TO MEET SOMEONE ON THE INTERNET

No longer is the Internet viewed askance as a way to meet someone: in fact, there's a 50:50 chance that any single person you know is logging on to meet someone. Nearly one third of singles (29%) believe it's a great way of finding love – not just a casual fling – and nearly two thirds of singles (57%) say it's socially acceptable, even if 25% of their friends would beg to differ.

### 5.1 Percentage of single people who think it socially acceptable to find a date online



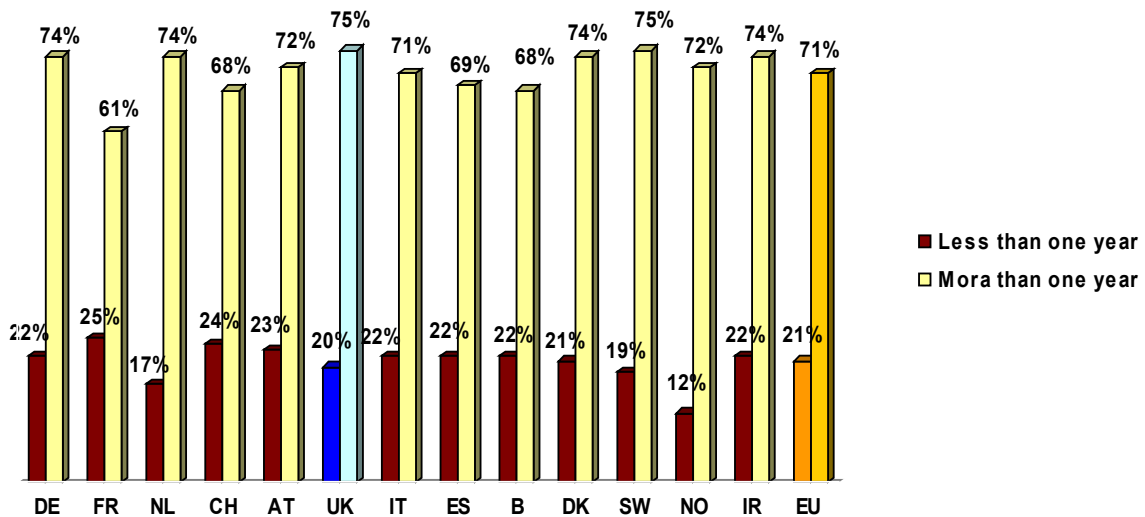
**Dr Victoria Lukats**, psychiatrist and dating expert for PARSHIP.co.uk comments: "The last five years have seen a huge rise in the popularity of internet dating sites and much of the stigma of using the internet to meet people has disappeared. Most people will have heard of friends or colleagues meeting their partner online, making it even more socially acceptable.

"Provided people choose an internet dating site that attracts like-minded people, then it can be a great opportunity to meet others. With the busy lives that people lead today the old saying 'love only comes along when you least expect it' is at best outdated. The internet now allows single people to be much more proactive in finding a relationship."

## 6 BRITISH SINGLES PLAY THE WAITING GAME

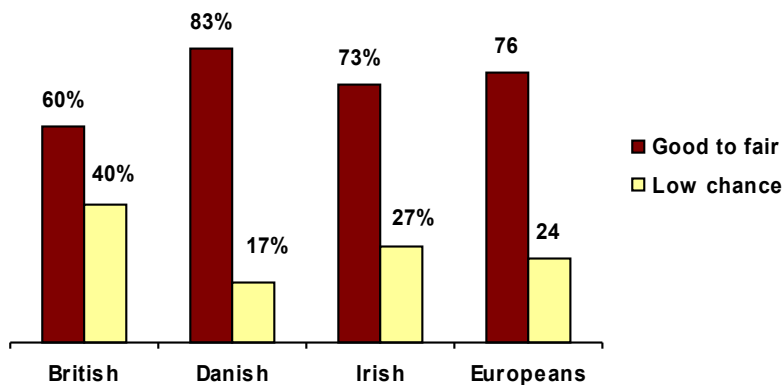
Half of UK singles will take the active initiative of going online dating over the next 12 months, but they are not looking for a quick fix: they have patience and are prepared to wait a while to meet their ideal partner. They don't need a relationship to be able to carry on with their life: 75% of the 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.

### 6.1 The length of time singles have not been in a serious relationship



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.

### 6.2 Chances of meeting someone special in the next two years



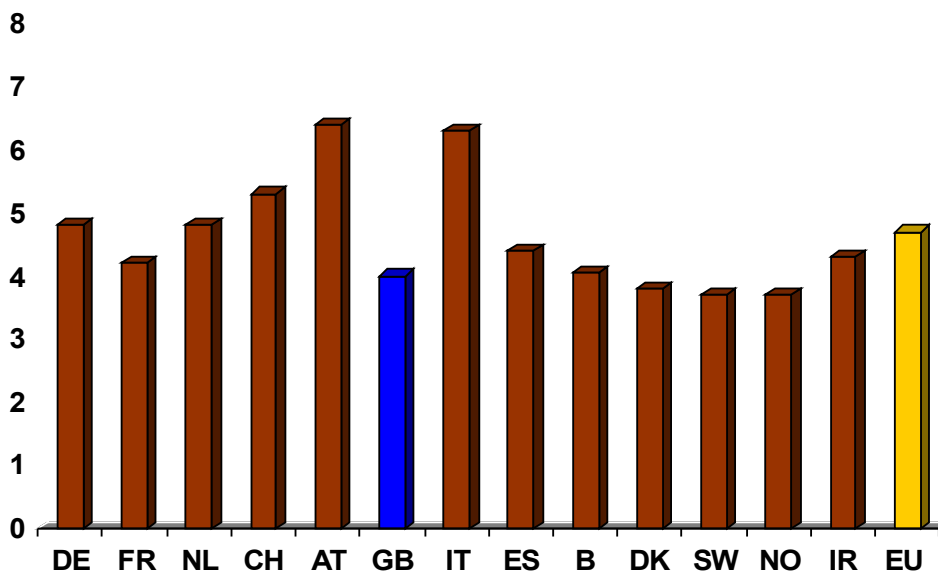
## 6 BRITISH SINGLES PLAY THE WAITING GAME continued

**Dr Victoria Lukats** comments: “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.”

## 7 DATING BY NUMBERS

UK singles’ ‘wait and see’ attitude, with 39% prepared to believe in a fateful chance encounter, is reflected in their dating habits. Singles in the UK, the Danes, Swedes and Norwegians go on fewer dates than the Italians and Austrians, who clock up 6.3 dates per person. Only 31% of British singles went on a date in the last 12 months, with an average of four dates per person over that period.

### 7.2 Average no of dates per single person over 12 months

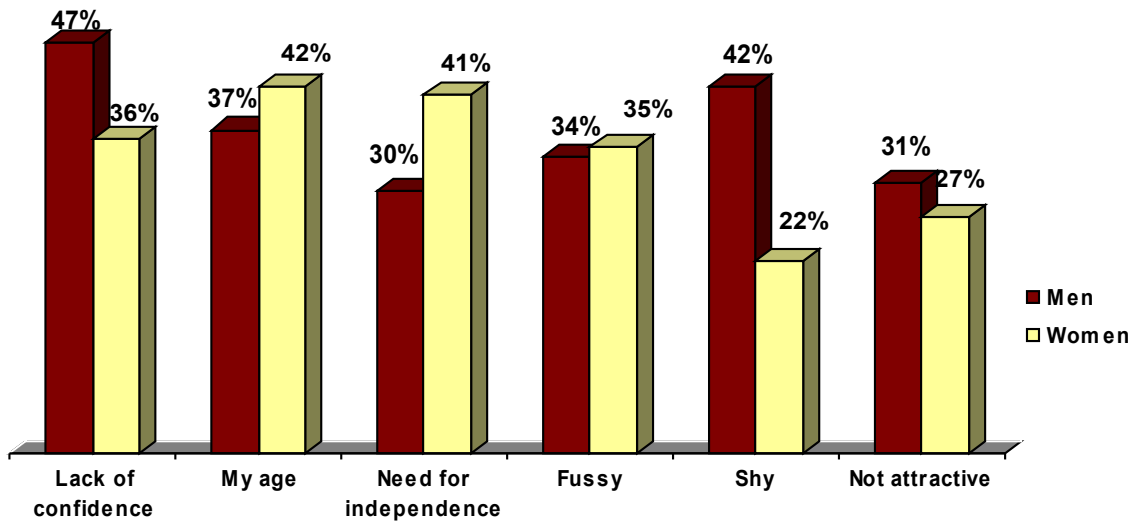


**Dr Victoria Lukats** comments: “There is clearly no right or wrong number of dates that a single person should be going on in order to find a partner; however it is interesting that UK singles go on an average of four dates per year – a lower figure than for many other European singles. It’s difficult to say whether this reflects a higher rate of casual dating in some countries as a cultural difference, or whether it’s due to UK singles being less proactive and/or cautious and pessimistic in their search for love. It’s likely that both of these factors play a part.”

## 8 A MASS OF CONTRADICTIONS

Even in 2008, the old adage about British reserve seems to hold true: in the league of European singles, singles in the UK are the most backward in coming forward. They claim they are too shy to get a date (47% of men and 22% of women) and lack the confidence to approach people (47% of men and 36% of women). 34% of men and 35% of women say they are probably too fussy, while 30% of men and 41% of women still lay claim on independence and time to themselves. It isn't a question of life stage either: nearly a third (40%) of singles across all age groups surveyed said that at their age it is hard to find someone suitable.

### 8.1 Top five reasons given why people in the UK are still single



**Dr Victoria Lukats** comments: "A lack of confidence is the most common explanation people gave for being single. Almost one third of single people also said that they're not attractive enough to find a partner and this should also be interpreted as mainly a lack of self-confidence – (it seems implausible that almost one third of the population are so unattractive that it would not be possible to find a partner).

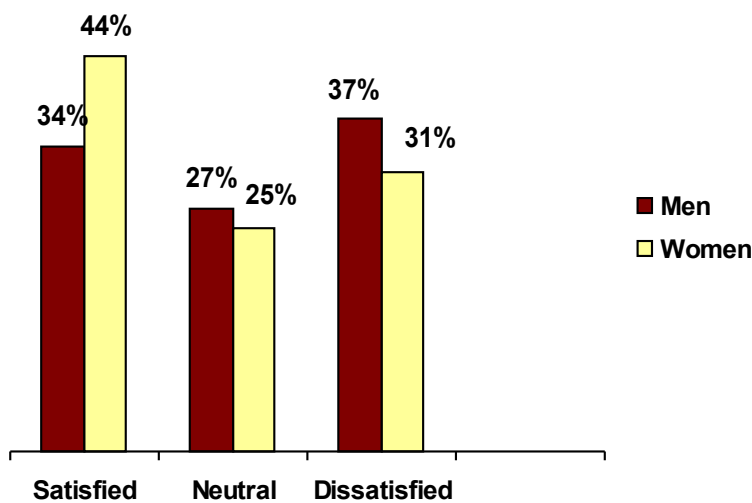
"Internet dating sites can be a great way to meet people, but these figures suggest that, before they go on to find a satisfying relationship, there are wider issues that many people may need to address in order to improve their self-confidence. For some people this may simply be a matter of taking the time to get over a previous relationship, or it may be a case of taking some small, but active steps to build self-confidence."

## 9 WOMEN IN THE UK ARE CONFIDENT ENOUGH TO WAIT FOR MR RIGHT

At first glance, UK women might seem traditional, still preferring a relationship over singledom, favouring 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.

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.

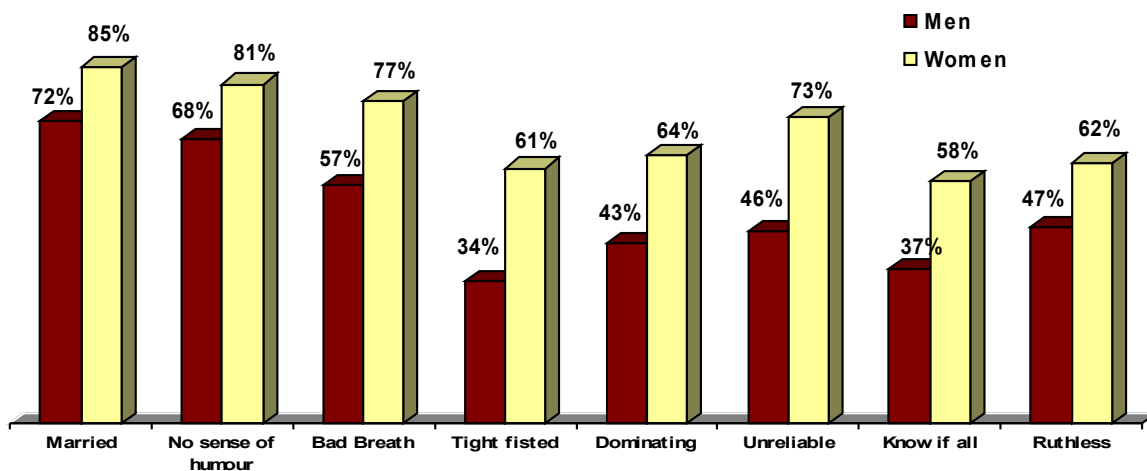
### 9.1 Attitude towards single status



### 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. 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 bother them more: 58% are put off by a know-it-all, 64% by a dominating personality and 62% by ruthlessness.

### 9.2 Major turn-offs for men and women

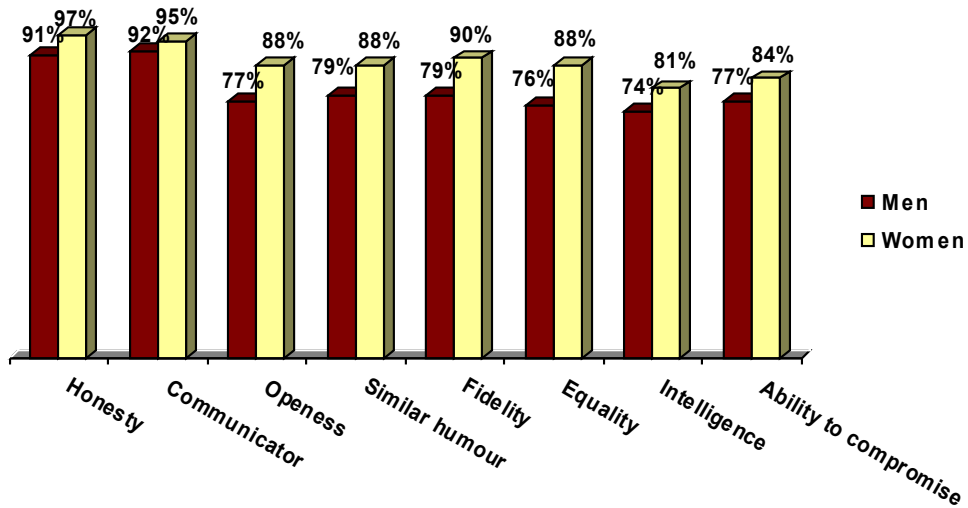


**9 WOMEN IN THE UK ARE CONFIDENT ENOUGH TO WAIT FOR MR RIGHT cont**

**What UK women do want in a man**

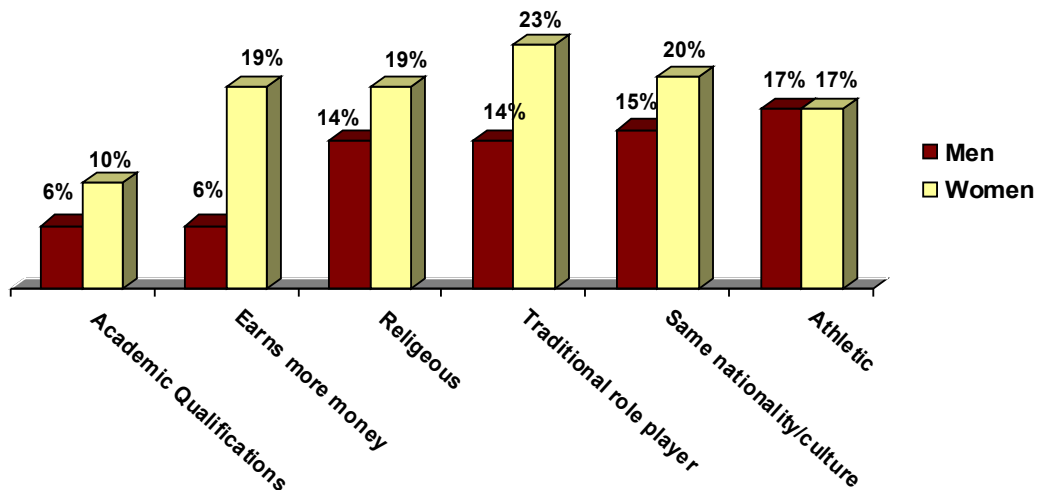
Honesty is top of the wishlist (97%), followed by the ability to communicate well (95%), openness (88%), a sense of humour (88%) and faithfulness (90%). Good looks have their place too: 39% confirm that looks matter, though this percentage is much lower than the equivalent figure for men, which is 52%.

**9.3 Qualities most valued by singles in a potential partner**



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.

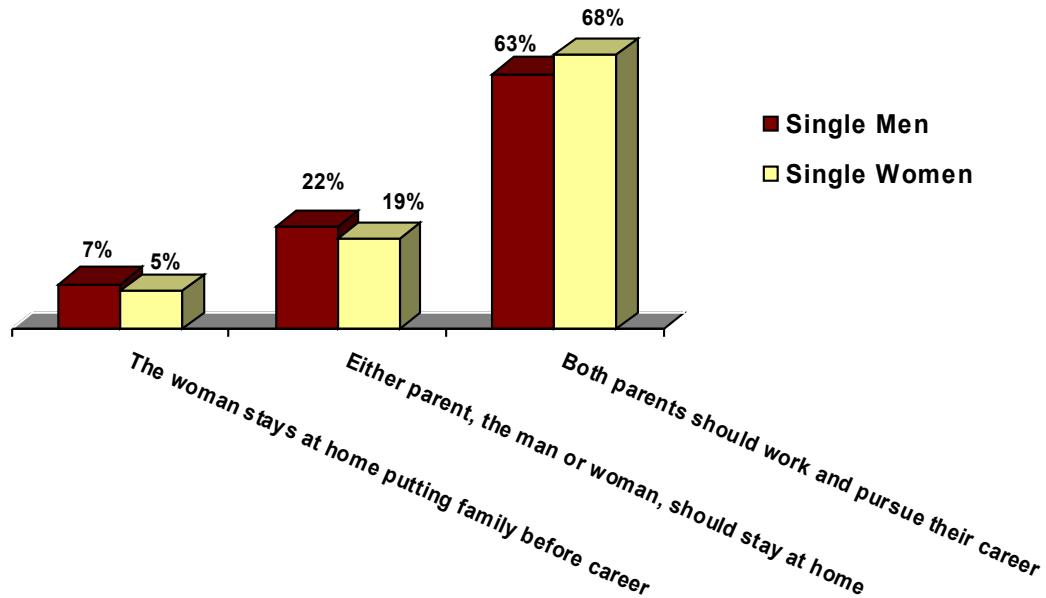
**9.4 Qualities least valued by singles in a potential partner**



## 9 WOMEN IN THE UK ARE CONFIDENT ENOUGH TO WAIT FOR MR RIGHT cont

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.

### 9.5 Should the woman 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.

**Dr Victoria Lukats**, 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 single women are sometimes stereotyped 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.

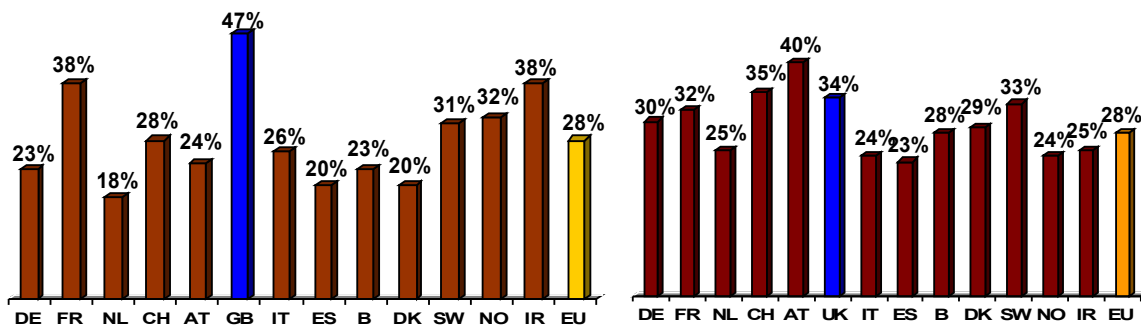
All these survey findings suggest that women are not prepared to compromise their independent lifestyle until they find Mr Right.

**10 MEN IN THE UK ARE TOO SHY TO TRY**

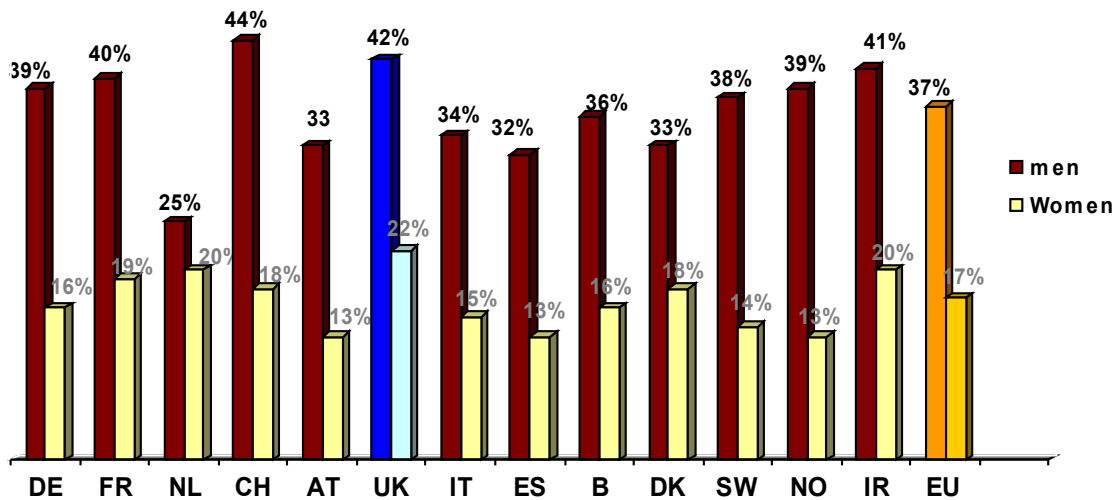
In many ways men in the UK are similar in their attitudes to women, but their long-term singledom is often driven by a lack of confidence. This is compounded, perhaps paradoxically, by fussiness: one third of men admit that they apply very high standards to choosing a prospective partner.

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.

**10.1 Lack of confidence is holding men back      10.2 Men admit they are too fussy**



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



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.



## 10 MEN IN THE UK ARE TOO SHY TO TRY *continued*

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.

**Dr Victoria Lukats** comments: "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, although 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 then 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, as the survey demonstrates!): it's the person within that counts."

## 11 THE ONLINE DATING MARKET

Online dating services are enjoying steadily rising levels of popularity among European singles. Jupiter Research has forecast growth of more than 50 per cent for the European online dating market in the next four years. In 2006 alone, the providers in this sector achieved a total turnover of 243 million euros – twice as much as in 2005. By 2011, the figure is predicted to reach EUR 549 million.

There are currently more than 141 online dating services dedicated to UK singles. The sites can be divided into two market segments with different user typologies: i) 'quick-fix' dating portals, and ii) online agencies dedicated to brokering serious, long-term relationships. PARSHIP is the European market leader in the second category.

## 12 SINGLES GUIDE- EUROPEAN DIFFERENCES



### **Dutch singles: upbeat, but tight-fisted and money-minded**

- The Dutch are the happiest singles in Europe: 83% are happy being single.
- They may be happy but they're also the most tight-fisted when it comes to dates. The Dutch spend just 35 Euros per date, compared to the generous Irish who splash out 92 Euros. Perhaps that's why 90% of the Dutch want to date someone who earns more than they do (UK singles 13%).



### **Austrian singles: men like younger women but won't promise marriage**

- One in four Austrian men would prefer to date a younger woman, compared to 20% of UK single men.
- Only 26% of Austrians see their parents as role models (vs 45% of UK singles); a possible consequence of this is that only 8% are looking for marriage, preferring cohabitation.



### **Spanish singles: career is a priority – even over family**

- Spanish singles are the most career-aware. 55% invest a great deal into their work (vs 23% in the UK). 37% say career development is very important (13% in the UK) and only 7% think a partner should give up their career to raise a family (26% in the UK).
- Spanish women are put off by baldness, just 6% would date a follically challenged man -- the lowest percentage in Europe (by contrast, 31% of UK women love bald men), but they hate body hair more: only 3% of Spanish women would date a man with a hairy back.



### **Belgian singles: want a chance encounter with an athletic stranger**

- Belgians would love a chance encounter to lead to love: 55%, the highest in Europe – compared to just 34% of the Swedes.
- Sporting prowess is admired by Belgium's singles: 30% find an athletic body a turn-on (17% of UK singles).



### **UK singles: traditional at heart**

- The British, together with the Irish, want marriage over cohabitation. 29% of UK singles want to have a Big Day – a big contrast with just 8% of Austrians
- Single men in UK are the least confident in Europe; 47% claim this is why they are still single; by contrast only 17% of the more upfront Dutchmen claim to lack confidence.



### **French singles: looks really do matter**

- French singles place the highest importance on looks: 65% vs the UK's 46%. However sex appeal in a potential partner isn't such a priority – just 44% rated it highly (vs 66% of UK singles).
- The French are not keen at all on being single. Frenchmen are clearly taking a leaf out of President Sarkozy's book, with 77% believing they'll also strike it lucky in the next two years (although maybe not with a former supermodel!).



### **Italian singles: they fear commitment but love dating**

- Italian singles go on six dates a year, the highest in Europe, but they suffer from a fear of commitment, with 29% wanting a string of casual flings (17% UK singles).
- The singles in Italy don't see smoking as a deal-breaker. Only 32% said they wouldn't date a smoker (vs 39% of UK singles).

## 12 SINGLES GUIDE- EUROPEAN DIFFERENCES continued



### Swiss singles: shy with traditional values

- Swiss men, together with British men, are the shyest in Europe; 44% say it stops them approaching women.
- The Swiss, together with the British and Irish, have the most traditional family values. 32% say that one partner in a relationship should give up his or her career to raise the family.



### German singles: confidence is attractive

- German singles have lots of confidence and rate confidence more highly than any other European country as an attractive quality.
- German singles average 2.6 relationships before they commit – the highest average in Europe (UK singles = 1.9).



### Irish singles: It's all about the Craic

- 80% of Irish singles say no sense of humour is the biggest turn off, in fact they rate it a higher turn-off than someone being married (72%)
- For Irish singles talking to a potential partner is very important, 93% say it's essential that they are able to communicate well together.
- 30% of Irish men and women are looking for commitment leading to marriage from their next relationship- the highest in Europe



### Norwegian singles: Norwegian women like furry men

- 42% of Norwegian women find men with a hairy back a turn-on, compared to just 3% of the Spanish.
- Norwegian men are the least fussy when it comes to women; just 24% admitted to being a bit picky.



### Swedish singles: the open-minded ones

- Swedes are the most forward-thinking when it comes to finding a partner online: 74% think online dating is socially acceptable and a great way to meet someone.
- 57% of Swedes like the idea of meeting someone when they're out shopping; this compares with just 22% of Italians – so maybe IKEA is more romantic than Gucci.



### Danish singles: adrenaline in the blood

- Danish singles are most adventurous when it comes to new love. 71% would give up their career for a round-the-world adventure with a partner they've only known for four months. The least adventurous are the French: only 32% would do the same.
- 61% of Danes rated intelligence as an important quality in a future partner (vs 73% of UK singles).

## **13 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.

### **PARSHIP can help you find a partner**

While you can't change the 'virtual' nature of internet dating, PARSHIP takes the pot luck out of looking for love online. Designed for singles looking for a more systematic approach to finding committed partners, PARSHIP's psychometric test cuts through cyber-dating's potential superficiality.

Already Europe's largest and most successful serious online matchmaking service, PARSHIP draws its strength from its unique psychometric compatibility test and a methodology which ensures that its members are only matched with people who are genuinely right for them. It has successfully matched thousands of couples.

### **Why is PARSHIP DIFFERENT?**

PARSHIP's psychometric compatibility test has been developed by a team of leading scientists and psychologists from Hamburg University on the basis of 40 years of research and the evaluation of 80,000 personality profiles. The test evaluates the characteristics, values and interests which determine the dynamics of a relationship. When an individual is matched with someone who has the right balance of similar and complementary characteristics, the outcome is more likely to be a lasting relationship.

### **How does the site work?**

Comprising 80 questions, the PARSHIP test, free of charge to all PARSHIP members, takes around 20 minutes to complete. The results provide a fascinating insight into the subject's personality and form the basis of the personal profile for each PARSHIP member. On completion of the test, PARSHIP immediately presents each new member with a number of potential (anonymous) partners. Their compatibility with the new member has been determined by the PARSHIP test. The member then chooses which potential partners he or she would like to contact, and uses PARSHIP's secure and discreet system to initiate and sustain online communication. We recommend that a person sends out five to ten contact requests in the first instance.

### 13 ABOUT PARSHIP continued

#### Dr Victoria Lukats, PARSHIP's dating expert explains how the test works.

"The psychometric test developed by PARSHIP is in some ways similar to the sort of personality profiles that many large companies now use to screen potential employees. However, in this case the idea is to look at those traits, attitudes, lifestyle habits and interests which are believed to determine compatibility in relationships."

"Many people believe that opposites attract, whereas others believe that similar personalities are compatible with one another. In fact, both these points of view can be valid, as research conducted over many years by leading psychologists has demonstrated. For example, if an individual highly values domesticity or a high degree of emotional intimacy, then he or she would be well matched with a partner with similar values. For other characteristics, differing scores on the test can be acceptable, even desirable, although wildly opposing scores could spell disaster. A member who is extremely assertive in their communication style would not be well matched with someone who was similarly assertive as this could lead to a major clash of personalities. Likewise, an individual who is slightly shy might be drawn out of themselves by someone who is slightly more outgoing, whereas a complete introvert is less likely to be successfully matched with someone who is the complete opposite. "

The PARSHIP test assesses an individual's personality across 30 different subscales and then uses a complex mathematical algorithm to provide a compatibility score for all potential matches on the database. Only the members who are a good match in terms of personality are then suggested as potential partners and they are then ranked in order of their scores so that a member can easily see their closest matches first. In addition to matching members through their personality profiles, members can also choose to specify what they are looking in a potential partner including age, height, location, whether they prefer a non-smoker and whether a potential partner already has children.

Overall the PARSHIP test has been shown to be an accurate reflection of an individual's personality and furthermore parship has proven to be highly successful in helping people to find the love of their life.

#### About Dr Victoria Lukats

Dr Victoria Lukats, MBBS MRCPsych MSc is a psychiatrist, agony aunt and dating expert.

As well as working as a dating expert for PARSHIP, Dr Victoria Lukats is a specialist registrar within the NHS. She graduated with a medicine degree from King's College London in 1998, is a member of the Royal College of Psychiatrists and has a Masters Degree in Mental health from King's College London.

In addition, she writes an agony aunt column on relationships and dating for *Metro* and is a spokesperson for *Psychologies* magazine. Dr Lukats is regularly asked to comment and provide advice on a wide range of relationship topics in the media. Her expert opinion often draws on her medical background and therefore combines both science and psychology to provide clarity and greater understanding to the audience.

## 14 CONTACT US FOR MORE INFORMATION

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