

## Match.com reveals what it takes to make a singleton's heart race in the UK

**February 13<sup>th</sup> 2002:** With Valentines day just around the corner, Match.com, a leading online dating service, has analysed personal profiles of more than 71,000 of its single members across nine major UK cities to discover what UK singleton's are looking for in an ideal partner, including their likes and dislikes when it comes to dating and romance.

The results across the UK from Belfast to London found:

- ♥ Match.com men, on average, would like to date a woman who is nine years younger than themselves
- ♥ Women users of Match.com, on average, wanted a man six years older
- ♥ A beach house is the ideal abode of all Match.com singles in the UK
- ♥ 89% of British males would be happy to date a woman of any occupation
- ♥ In **London**, 47% of women are looking for a man who earns more than £75k+ p.a. 23% want a man with a Ph.D qualification
- ♥ In **Manchester**, 18.5% of single women would like to date a teacher
- ♥ In **Belfast**, 22.5% of single people speak French – the language of love. Also, skinny men should head west to the Emerald Isles – 42% of single females are open to dating a “slim” man
- ♥ Head to **Cardiff** if you're hoping for a Valentine's gift, where singles are the most generous in the land, with 12% stating their preference for their money as “spend it on someone else”
- ♥ If you're a redheaded women, head to **Bristol**, where 18% of single males, who state a hair colour preference would chose to date a red-head. But, only 5% of females in Bristol are interested in a red-headed man
- ♥ In **Birmingham**, 75% of women are open to dating a man with brown hair
- ♥ In **Glasgow**, 33% of singles think they are witty
- ♥ In **Brighton**, 30% of singles would like to own an exotic pet and 10% of singles claim to spend their free time doing “absolutely nothing”
- ♥ In **Leeds** 36% of men consider long hair a turn-on

VP of Romance for Match.com, Trish McDermott commented, "British singles on Match.com are an assertive group and well on their way to finding love, with over half of them enjoying flirting. Unfortunately, they're often too busy working to meet a new partner, but Match.com can offer singles a very real solution to help them find that romantic mate by using their spare time more effectively. With thousands of new people in the UK registering for our service each month they will be spoilt for choice."

### **About Match.com**

Currently in the UK there are more than 98,000 Match.com members with profiles posted to the site, whilst more than 2.5million members around the world have registered for the service since it's launch in 1995. The UK is now Match.com's second largest market behind the United States, with many thousands of new members signing up every month.

### **For further information about Match.com:**

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