

Texting Times

match.com's LoveGeist reveals how poor 'textiquette' could cost you a second date

Preview of 2012-13 LoveGeist research reveals:

- Britain's singles spend an average of **14 and a half minutes** composing a post-date text*
- Poor 'textiquette' can cost you a date: nearly a third (29%) of singles** said they would be put off a person because of what they wrote in a post-date text
- **Bad spelling** is the top text turn-off, closely followed by **abbreviations** (such as gr8 and l8r) and then acronyms such as **LOL, ROFL and LMAO**
- Single men are **60% more likely** than women to seek a second opinion from a friend before sending a post-date text
- Kate Taylor, relationship expert: 'Technology is changing the way we date'

LONDON, 2012: match.com's upcoming LoveGeist research has shed light on the complex minefield of the post-date text, revealing that Britain's singles spend an average of 14 and a half minutes crafting each message to perfection*. A preview from the first wave of the research shows that this is time well-spent, as almost a third (29%) of singles** surveyed admitted that they would be put off a potential partner based on the content of their post-date text.

The biggest text turn-off was bad spelling, closely followed by abbreviations (such as gr8 and l8r) and then acronyms such as LOL, ROFL or LMAO. "Double texting" (not waiting for a reply before sending another text), one word messages and using smiley faces were all also cited as major *faux pas* for the discerning dater.

The research also shows that single men are 60% more likely than women to get a friend to check their post-date texts before sending them*. The burden of post-date 'textiquette' is borne mainly by men, with over half of the single women surveyed (52%) saying that the first text after a first date is the responsibility of their date**. In fact only 16% of women believe they should take it upon themselves to send the first message.

Since it was first launched in 2009, match.com's definitive annual LoveGeist research has tracked the nation's changing attitudes towards dating and relationships, taking into account the views and attitudes of over 200,000 people.

match.com's resident relationship expert, Kate Taylor, comments: "In recent years the way we use technology to communicate after a date has made the post-date follow-up more important than ever. Not only do you now need to perform well on the date itself, if your follow-up message isn't up to scratch, then you might be out of contention for a second meeting."

Taylor adds: “Last year’s LoveGeist discovered that one of the best-known rules of modern dating, waiting three days before getting back in touch after a date, was a thing of the past, and this year’s research has again shown how technology is changing how we connect and date. The advent of online dating, email and texting has meant that written communication is now more important than ever in impressing a potential partner, which is great news for those who like to put that extra effort into securing a second date.”

LoveGeist is published by match.com, the UK’s best-known dating site.

Do you have ‘Textual Chemistry’? Top tips for staying on message from match.com’s resident relationship expert, Kate Taylor:

1. **Texts should be light-hearted and tantalising.** It’s best to avoid outpourings of emotion, whether positive or negative. Instead, regard texts as the electronic equivalent of a flirty water-cooler moment. A cute little way to say, “great to meet you” and not much more.
2. **Be mysterious.** You don’t always have to answer every text. In fact, it’s better if you don’t, as you’ll encourage them to give you a call to chat or arrange another date.
3. **Don’t treat texts like your Facebook status.** Sending texts and picture texts of all the fun stuff you’re doing all the time won’t make you look busy and popular, it’ll make you look like you’re thinking of messages you can send ALL THE TIME, even when you’re out doing fun stuff. That’s not healthy.
4. **Take it one text at a time.** It doesn’t matter if you don’t get a reply straight away. They might be familiar with step 2! And never send a “Did you get my message?” text. They got it, so forget you sent it, get on with your day and call them later for a proper catch up.
5. **Keep it humorous.** There’s no need to roll-out the knock-knock jokes, but a mushy message written in a funny way is 100 times more appealing than one written seriously. And it would be less embarrassing if they were to show it to their friends.

Glossary:

LOL: Laughing out loud

ROFL: Rolling on the floor laughing

LMAO: Laughing my arse off

– End –

Notes to Editors:

*Britain's singles who are open to finding a relationship in the future, Nationally representative survey

** Singles surveyed who are open to finding a relationship in the future, Targeted singles survey

Since it was launched in 2009, match.com's definitive annual LoveGeist study has tracked changing attitudes towards love and relationships in the UK and Ireland, taking into account the views and attitudes of over 200,000 people. The report has built up a unique picture of what people really care about when it comes to love and relationships, providing an insight into current and emerging trends.

Research undertaken by YouGov Plc; interpretation by Brands2Life.

Nationally representative survey:

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 2062 adults. Fieldwork was undertaken between 23rd - 28th August 2012. The survey was carried out online. The figures have been weighted and are representative of all UK adults (aged 18+).

Targeted singles survey:

Total sample size was 2177 adults who are single (i.e. not in a committed relationship). Fieldwork was undertaken between 23rd - 30th August 2012. The survey was carried out online. The figures are unweighted.

About match:

match is the UK's best-known brand in dating and relationships and since 2005, millions of members have joined our sites to start their very own love stories. Based in London's Leicester Square, match is part of MEETIC, Europe's dating leader.

We are dedicated to investing time to understand what makes love and relationships work in the UK and Ireland so we can help people find their match.

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