

## Saturday night's alright for dating

*Forget Strictly and X Factor - Saturday is still date night for Britain, says match.com*

### match.com's 2013-14 LoveGeist Report reveals:

- Saturday is Britain's favourite day to date
- Weekend dates are nearly four times more popular than week nights
- Illness (33%), having to work late (18%), being tired (19%) and being asked out by someone better (6%) were all cited as reasons for having to cancel dates

**LONDON, November 2013:** Despite the hectic pace of modern life, and the fact that free time is becoming an ever scarcer commodity for many of us, research from match.com has found that single Britons are still happy to devote their Saturday night to romance. The dating experts' latest LoveGeist report has found that dates scheduled for a Saturday are more popular than on any other day of the week.

The 2013-14 LoveGeist Report has found that dates scheduled for Saturday are more likely to go ahead than on any other day\*, despite potential clashes with top TV shows including *X Factor* and *Strictly Come Dancing*. Saturdays are likely to be popular as they offer daters ample preparation time and the prospect of a lie-in the following morning.

Weekend dates were found to be four times more popular than weekdays, with 81% of respondents\* saying that they would be more likely to cancel a date on a week night. Mondays were the least popular day for dating, with work and gym commitments more likely to get in the way. Instead, more daters are using services such as match.com nights (which runs on Monday-Thursday nights) to meet more than one potential partner in an evening and safeguard against last-minute cancellations.

Kate Taylor, resident relationship expert at match.com, comments: "Saturday nights have an in-built feeling of fun which adds excitement to any date, and they come with the added bonus of extra hours of preparation time. It comes as no surprise that Mondays are the least popular, as people often tend to be either overwhelmed by their weekday workload or still tired out from their weekend activities. So why not something different and meet loads of singles in one fell swoop at an event designed for people looking for the same thing as you."

Work commitments played a big role in dates not going ahead, with 18% of singles who have cancelled a date saying this was why they'd had to stand down. However, illness was the most common reason, with 33% saying this was why they had to miss out. Being too tired (19%), unable to afford it (12%) and being asked out by someone who seemed a better option (6%) were also cited as factors.

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**Notes to Editors:**

\*based on those who selected a day when they would be most likely to cancel.

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 2,064 adults. Fieldwork was undertaken between the 4<sup>th</sup> and the 11<sup>th</sup> of September 2013. 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 2,178 adults who are single (i.e. not in a committed relationship), including singles from the nationally representative study and those from the following conurbations: Greater London, West Midlands, Greater Manchester, West Yorkshire, Merseyside, South Yorkshire, Tyne and Wear and Edinburgh & Glasgow. Fieldwork was undertaken between the 4<sup>th</sup> and the 11<sup>th</sup> of September 2013. The survey was carried out online. The figures are unweighted.

### **About match.com**

match.com 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 on London's Strand, match.com 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.

### **Contacts**

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## You're alright, Jack! (and you, Barry)

Research from [match.com](http://match.com) unveils Britain's most date-able names

### match.com's 2013-14 LoveGeist Report reveals:

- Olivia and Jack revealed as the most 'date-able' names in Britain
- Barry makes a surprise appearance as second most popular men's name, while Sharon makes top three among females
- Research shows a person's name can lead to an 8% swing in favourability on dating websites
- Wayne is the least popular men's name, while Ava is bottom of the girl's chart

**LONDON, December 2013:** It seems everything's alright for Jack, and things are even looking up for Barry! A study from dating service match.com has revealed the UK's most 'date-able' names, with a few surprising results.

Olivia topped the list of girl's names, closely followed by perennial favourite, Chloe, while in the boy's category Jack took the title. However, in a shock turn up for the books, Barry came out as the second most successful boy's name, while Sharon was named number three among the girls.

As part of its fifth annual LoveGeist Report, match.com asked single Britons\* to select which names they would most and least like to go on a date with. Working with online research house YouGov, the dating service then selected the top and bottom five and tested them visually, showing a panel of over 10,000 people a different version of the same profile with only the name changed. Respondents were simply asked whether they would or wouldn't consider dating the person they were presented with\*\*.

Surprisingly, some of the names which were expected to be less popular confounded expectations: Barry finished second in the 'date-ability' charts, ahead of more conventional favourites such as Matt, David and Dan. Sharon was seen to be more date-able than Emily and Kate, while Chantelle was sexier than Sophie. The results showed an increase in favourability of up to 8% for the most well-liked names when all other profile details were identical.

Some names, however, didn't fare so well. Wayne was the worst-performing male name of those tested, while Alex also failed to ignite passion. Among female names, Ava was the least favourite, followed by Tracy and Deborah.

Thankfully match.com has the largest community of singles with more Jacks, Olivias, Matts, Chloes and Davids, than any other paid dating service in the UK.

**'Date-ability' rankings (men's names):**

1. Jack (41% of British females would consider dating the profile)
2. Barry (40%)
3. Riley (38%)
4. Trevor (38%)
5. Matt (37%)
6. David (37%)
7. Nigel (37%)
8. Dan (34%)
9. Alex (34%)
10. Wayne (33%)

**'Date-ability' rankings (women's names):**

1. Olivia (58% of British males would consider dating the profile)
2. Chloe (58%)
3. Sharon (57%)
4. Emily (57%)
5. Kate (56%)
6. Chantelle (56%)
7. Sophie (55%)
8. Deborah (54%)
9. Tracy (52%)
10. Ava (50%)

**Kate Taylor, resident relationship expert at match.com, comments:** "Everyone's views on names are subjective and influenced by their upbringing, peers and even people they knew at school. It can be very easy to make a judgement on someone's personality based on their name – but this is a meaningless assumption."

“I’d always encourage online daters to review the full profile before making a snap decision, otherwise you’re likely to find yourself missing out on some fantastic dates with lovely people. You could also try meeting people face to face at a match.com night. Then you can get to know what makes the person tick rather than focusing on a name”.

To meet the Jack, Olivia, Barry or Chloe of your dreams, visit [match.com](http://match.com).

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#### **Notes to Editors:**

\* Single Britons who were actively seeking a relationship

\*\*Only responses from heterosexual respondents were included in totals

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.

#### **About the research:**

Research undertaken by YouGov Plc; interpretation by Brands2Life.

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 11,760 adults. Fieldwork was undertaken between the 15<sup>th</sup> and the 22<sup>nd</sup> of November 2013. The survey was carried out online. The figures have been weighted and are representative of all GB adults (aged 18+).

After clarifying their gender and sexuality, respondents were randomly shown one profile with the only difference being one of ten names. The total heterosexual male sample size was 4,921. The total heterosexual female sample size was 5,536.

#### **The LoveGeist study**

Total sample size was 2,178 adults who are single (i.e. not in a committed relationship), of which 393 were actively seeking a relationship / dating. The sample included singles from a nationally representative study and those from 8 regional conurbations. Fieldwork was undertaken between

the 4<sup>th</sup> and the 11<sup>th</sup> of September 2013. The survey was carried out online. The figures are unweighted.

**About match.com**

Founded in 1995, match.com was the original dating website and pioneer of the online dating industry. Our community of singles is active in 25 countries and we offer our members the best opportunities to meet dates. In the UK, match.com is responsible for more relationships and more marriages than any other online dating site. Based in London, match.com is an operating business of IAC/InterActiveCorp, a leading international internet company (Nasdaq: IACI).

For more information, visit [www.match.com](http://www.match.com)