

### **FOUR OUT OF FIVE SINGLES LOOKING FOR LOVE IN JANUARY** **18 January 2007**

**By PA Reporter**

Tonight's the night for thousands of budding romances after a dating agency claimed Thursday January 18 is the most popular night of the year for first dates.

January may have a reputation as one where relationships break up, couples file for divorce and singles feel overwhelmed by loneliness - but there are also grounds for optimism, PARSHIP.co.uk said.

Britain's singles will go on eight million first dates during the month - three times more than in December and twice as many as in any other month, according to a study of 5,000 people carried out by the company.

Four fifths of people (81%) said they were actively looking to meet someone in January.

Almost half (47%) were looking for a committed relationship, 13% a casual relationship and 21% any type of relationship.

Dr Victoria Lukats, psychiatrist and relationship and dating expert, who led the study, said: '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.'

'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 nine 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.'

The European Singles Lifestyle Study of 5,000 people between 18 and 50 was carried out in December, 2006. The research was co-ordinated and compiled by the German research institute, Innofact AG.

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