

Nick Knowles voted the number three Sugar Daddy

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No wonder TV presenter Nick Knowles has secured himself a beautiful wife half his age. The 49-year-old DIY SOS presenter, who announced his marriage to 25-year-old Jessica Rose Moor this week, has been voted third in a poll of the most attractive silver fox.

A survey by Sugardaddie.com (<http://Sugardaddie.com>), a dating site that attracts affluent, successful gentlemen and younger, classy glamorous women, has proved that women value brains and charisma far more than youth and looks.

Sebastian Coe came out top with 17% of female members naming him as the above-45-man they would most like to date, followed by Paul McCartney with 15% of votes and Nick Knowles a close third with 14% of the ladies' nods.

Sugardaddie.com took a range of older, distinguished male figures, ranging from scientists to TV personalities to politicians. They included names that've recently been associated with alleged dalliances with younger women including BBC anchor Andrew Marr and Sky News man Dermot Murnaghan. Marr was caught allegedly canoodling with a young brunette colleague and Murnaghan was pictured with a make-up artist, several years his junior.

While they may not seem like obvious hunks, each got four and ten percent of the votes respectively.

Boris Johnson beat David Cameron in the poll, proving humour is also high on the list. David Cameron came in joint sixth, sharing the spot with Bernie Ecclestone on 7.5% of the votes.

Nick Knowles' marriage to a girl half his age proves that the older-man-younger-woman relationship model is alive and well. While there will always be critics whenever an older, wealthy man is seen with a bouncy, fresh, glamorous younger woman on his arm, it is undeniably a relationship universal here to stay. Despite the recent, short-lived rise of the cougar, there are still far more women seeking maturity than muscles.

Women on Sugardaddie.com (<http://Sugardaddie.com>), were also asked whether a 24-year age gap – like that between Nick Knowles and his new wife Jessica - would put them off. A resounding 85% said no and 65% even said a man younger than them would put them off.

Author Helen Croydon, wrote Sugar Daddy Diaries, a memoir of her experiences exploring her penchant for the older man. She says the formula is very simple: "For a younger woman, the attraction is wisdom, confidence, sophistication, panache, emotional maturity, their ability to express themselves and even their style. It isn't money per se which attracts younger women. Money is often a symptom of success but it is success and prestige which is attractive."

Well-matched couples where the man is significantly older have included Catherine Zeta Jones and Richard Gere, Rod Stewart and Penny Lancaster, David Hasselhoff and Hayley Roberts and Frank Sinatra and Mia Farrow

The full results of the sugardaddie.com survey are as follows:

Sebastian Coe 17%
Paul McCartney 15%
Nick Knowles 14%
Alastair Campbell 11.5%
Boris Johnson 12%
Dermot Murnaghan 10%
David Cameron 7.5%
Bernie Ecclestone 7.5%
Andrew Marr 4%
Richard Branson 1.5%

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