

Love is in the air for UK singles in 2011 - Three out of four UK singles are optimistic that they will find love in 2011

Submitted by: AxiCom

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London, UK, January 14, 2010 – With Valentine's Day just weeks away, UK singles are looking forward to 2011 and are optimistic about finding love, according to a survey from the world's largest social dating community Zoosk.co.uk (<http://www.Zoosk.co.uk>). The survey showed three out of four (73%) singles are hopeful that they will find love in 2011, which shows many are thinking New Year, new start.

Although dating may seem daunting to many people, this poll showed that UK singles are not shy in coming forward. 51% of single women and 44% of single men admitted sending saucy pictures of themselves to others. And of those who haven't, almost a third (30%) said they wouldn't rule it out.

The survey also discovered that we prefer text to email, IM, or Twitter, with 50% of women and 35% of men choosing this form of communication. 30% respondents chose the good old fashioned phone as their preferred method of communication, while less than 1% chose Twitter.

"Regardless of how people communicate, it seems clear that those looking for love know that keeping in contact is key to building a good relationship," commented Alex Mehr, CEO of Zoosk. "It's no surprise that people prefer online and digital communications – we know from experience how much easier it can be for young love to blossom this way – but it's a delight to see so many people still picking up the phone."

Whilst UK consumers are pretty cutting edge when it comes to technology purchases and social media habits, the survey found some old habits were preferred over modern behaviour. Given the choice, 63% of UK singles would choose a traditional book over an e-reader, and contrary to popular belief, we're not a nation obsessed by Facebook. 60% percent of those surveyed actually thought it was 'cool' not to have a Facebook account as they don't want to follow the crowd. The majority of singles think that while the internet is great for meeting and connecting with people, there is no substitute for real life relationships. 67% of men and women both agreed that you can have commitment without announcing on Facebook that you are 'in a relationship'.

When it comes to potential partners Zoosk found that UK singles pick and choose their partners carefully. The majority of singles (49%) reported they dated between 1-3 people in 2010, while 35% of singles dated no one in the past year. Perhaps all the good matches had been taken by the 1% who had dated 15 or more people in 2010. The survey also found that when it comes to celebrity crushes we still fancy those celebrities who seem to be timelessly attractive. Women voted for Brad Pitt and George Clooney with their chiselled cheekbones and rugged good looks, while men voted for womanly beauty Angelina Jolie and the curvaceous Megan Fox.

Zoosk's Tips for Finding Love Online in 2011

HAVE A POSITIVE OUTLOOK!

Having a positive outlook will get you more dates. No one likes to be around a negative person. This

principle applies equally in the online world of dating as much as it does in the real world. Any hint of negativity on your online dating profile can really kill the mood with a prospective match. Negativity and its kin: sarcasm, pessimism, abrasiveness or self-deprecation should be used cautiously and sparingly, or better yet not at all. Rid your online dating profile of any negative elements and give it a boost with signs of positivity instead. Here are some ideas:

- Talk about things you love and that make you happy
- Discuss your goals for the future
- Write about your relationship hopes
- Let your sense of humor shine
- Get your friends to write great testimonials for you

Notes to editors:

The Zoosk poll was conducted online in November 2010 and fielded 547 responses from singles in the United Kingdom who use Zoosk. Of the respondents, 68% were male and 32% were female.

For further information, images, case studies or interviews please contact:

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About Zoosk

www.Zoosk.co.uk

Zoosk is the world's largest social dating community, with millions of singles from around the globe using the service each month. Zoosk provides a safe and fun online dating experience that users can easily access from Zoosk's website, social networking applications, mobile services, and downloadable desktop application. Zoosk is available in more than 20 languages and has subscribers in more than 60 countries. The service enables users to join, browse, and send a limited number of messages for free. Zoosk users can upgrade to a premium subscription for full access or purchase virtual currency to buy select features and virtual gifts. Founded in 2007 by Shayan Zadeh and Alex Mehr, the company is based in San Francisco and backed by Zoosk is the world's largest social dating community Canaan Partners, Bessemer Venture Partners, and ATA Ventures.