



6 June 2008

"I DO"-IT YOURSELF

- The economic impact on our search for true love -

It seems that it's true, the way to a man's (and a woman's heart) really is through their stomach as new research shows that home cooking tops the list of skills we look for in a perfect partner.

As the credit crunch bites, traditional home-making skills are growing popular again with those looking for love, with home cooking (70%), DIY (60%), green fingers (59%) and decorating (50%) topping the list of desirable qualities.

The study by classifieds site Gumtree.com found that in the new era of 'make do and mend', one in four single Brits (23%) hope to find a partner with domestic skills they don't currently possess themselves. Nearly all respondents (96%) admitted they felt more comfortable surfing the internet than cooking or putting up shelves.

Meanwhile status symbols associated with more prosperous times like fast cars and flash meals are falling out of favour and were voted 'outdated' by four in five (80%) singletons.

"What we look for and find attractive in a partner depends on a number of different factors, including the social context and the economy," comments relationship psychologist Christine Webber.

She continues: "In the current economic climate, our instinct for self-preservation means that we're more likely to look for someone who can be depended on to help us get by when times are tough, someone with home-making skills and a can-do attitude. Financial assets suddenly have much less value when the pound is down. It's not something we do consciously, but it shows the impact economic fluctuations can have on relationships."

"We've seen a surge of people listing their home-making skills in order to attract potential partners, and it's something we were keen to investigate further with this research," says Gumtree spokesperson Trisha Routledge.

"Because Gumtree covers dating as well as skills listings, it makes us the perfect 21st century matchmaker."

This could be why Gumtree has seen a 6% increase in ads for home economy classes, from sewing to cooking and gardening to DIY, as the demand for learning traditional domestic skills increases.

Routledge continues "The advice appears to be if you don't want to be left on the shelf, you'd better learn how to put them up."

Examples from Gumtree.com

My IT, driving, DIY skills for your cooking / admin or any other skills.

<http://www.gumtree.com/london/83/24412283.html>

Single male 45,happy,positive,friendly seeking lady for regular dating-age from 45 to 65. I work and like gardening,tv,diy,scrabble,nature and lots more

<http://www.gumtree.com/london/18/24404318.html>

kind, caring man, slim,athletic, about 6ft, like sports, I do interior design for kitchens and bathrooms like diy, cooking, sports, travelling, down to the sea and countryside to be in harmony with mother earth and nature, looking for bright, flexible, confident, easy doing woman who like to explore and enjoy life,travelling together to the seaside and other nice places, like to have a relationship based on respect for one another, don't mind any nationality, I am looking for a woman who live in the UK only.

<http://www.gumtree.com/london/72/24361672.html>

My interests include watching films, both at the cinema or at home, lounging around on lazy days with my friends and/or any significant other, seeing shows and interesting exhibitions or events, stand-up comedy, DIY, exercise, and trying new recipes.

<http://www.gumtree.com/london/29/24281929.html>

Skills available to learn on Gumtree:

Sewing lessons: <http://www.gumtree.com/london/82/23801882.html>

Knitting and Crochet: <http://www.gumtree.com/london/45/15547145.html>

Cooking: <http://www.gumtree.com/london/88/24000688.html>

Flat pack furniture assembly: <http://www.gumtree.com/london/17/23387117.html>

Blacksmithing lessons: <http://www.gumtree.com/london/22/23796022.html>

...dating: <http://www.gumtree.com/london/11/23778411.html>

- ENDS -

For more information or case studies please contact the Gumtree press office at Lexis Public Relations on 020 7908 6589 or email gumtree@lexispr.com

Notes to Editor

Survey was conducted by 1,031 UK adults in April and May

About Gumtree.com

- Gumtree.com was created in London in March 2000 and now covers 60 cities across 6 countries - the UK, and US Ireland, Poland, Australia, New Zealand and South Africa
- It is the UK's biggest website for local community classifieds including flat share, flat rentals and jobs
- Some Fast Facts
 - 20,000 new ads in a day
 - 100,000 new ads in a week
 - Half a million new ads in a month
 - One million ads live on the site at any one time
 - 150 million page impressions every month
 - Around 6 million visitors a month
 - Gumtree.com users spend 5,360,000 minutes on the website each month
- Gumtree is your local community online. Home to all the things you'd expect from your local community; a place to find and advertise rooms,

flats and houses, a notice board for selling and buying stuff, somewhere to find job or a date even just to chat with friends