



LOST INHIBITIONS & ONLINE LIASONS

Londoners' dating and mating internet secrets revealed

According to new research 63% of men and 42% of women from London admit to a fling with someone courtesy of the Internet

Online dating is not only about brief encounters as more people have had at least one serious relationship, including 46% of men and 52% of women in the capital.

The research of 1,000 adults in London was conducted by Gumtree.com, the UK's number one community classifieds site, which includes dating, casual relationships and missed connections for people to find partners and playmates in their local area.

The Internet is now the place Londoners feel most comfortable to meet a new person for a relationship according to 63% of males and 45% of females - way ahead of traditional places such as the workplace, pub or outdoor events.

Other key London findings:

- 42% of men and 30% of women have had more than three one-night stands with people they've met online
- 16% of men and 6% of women admit they have gone on the Internet to find a fetish partner

- 75% of men and 58% of women admit to having met a person in a public place they were attracted to and then lost or forgot their number before setting up a date
- 82% of men and 60% of women say they have had heavy for not approaching a stranger and asking them out

In the last year, the Missed Connections area of Gumtree.com has increased 40% in the last 6 months with men and women across the UK looking to make contact with someone they've seen in a public place, but either lost their number or didn't have the courage to approach.

According to Sophy Silver, Gumtree.com, 'The figures show what we've suspected all along, the Internet is the simplest and most reliable way to find a new partner – and everybody's at it!'

'People are using Gumtree.com to find and search for partners knowing that they'll be someone in their local area who'll be looking for the same thing whether it's for long walks and a cuddle to blindfolds and feather dusters at the other extreme.'

Note to Editors:

FigI. Have you had a one-night stand with someone you've met online top 5 cities?

	Men	Women
1. Glasgow	73%	51%
2. London	63%	42%
3. Brighton	62%	39%
4. Manchester	60%	33%
5. Bristol	58%	31%

FigII. Have you found romance or a serious relationship online?

1. Glasgow	68%	71%
2. Manchester	60%	50%
3. Edinburgh	51%	68%
4. London	46%	52%
5. Leeds	44%	48%