

# WORLD CUP: Football fans can again wear the England shirt with pride

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and if they're single, with the prospect of a match

As the World Cup grips the planet and the national football shirt becomes the apparel of choice for millions of fans around the world, Europe's largest scientifically based online dating service, PARSHIP can reveal that there are romantic benefits to donning a football strip – and to knowing the offside rule and the names of the players in your team.

Too sexy for your country's shirt?

Not only does wearing your nation's shirt send out a patriotic message, it can also make you more attractive to the opposite sex – in some cases by as much as 40% -- with men likely to be especially impressed by a woman in football gear.

In PARSHIP's singles survey of 5,000 people across Europe, 25% of men said they would find a woman wearing the national shirt more attractive, while just 13% of women would be impressed by a man doing the same. The Spanish are particularly susceptible to the red, gold and blue of their national shirt, with more than 42% of men and 23% of women saying they find it totally irresistible. This compares to just 23% of German men and 8% of women who go for their country's schwarz und weiss. While 24% of British men say the sight of three lions on a woman's right breast would make them go weak at the knees, only 14% of UK gals responded in kind.

Knowing the rules

Knowing the offside rule really can make you more likely to score, since one third of European men (33%) and one fifth of women (22%) said they'd be extremely impressed by someone who knew the offside rule. The Dutch show a particular affinity for an explanation, with 38% of men and 18% of women on-side for offside, compared to 26% of British men and 17% of women.

What's in a name?

Knowing every player's name is, perhaps surprisingly, less important, as only 19% of European women and 28% of men were particularly impressed by a roll-call of the entire squad, though the Spanish are most partial to the game of the name: 33% of Iberian men and 30% of women would find the list appealing, while 23% of British women claim that the whispered names of Defoe, Lampard, Rooney, Gerard and Co would send a shiver up their spine.

Bianca Mercer, PARSHIP Country Manager of UK & Ireland, commented:

"For some people, having hobbies and interests in common can be the key to a happy relationship, so a mention of the team's names, a discussion about the offside rule, or wearing a football shirt is likely to make them wonder what it would be like to spend a happy afternoon together, watching a game and talking about football.

“However, for some people, shared hobbies aren't particularly important: in fact a third of UK men would prefer it if their partner had little or no interest in the game of football, something

which would also suit over 40% of women, since they have no interest in the game.”

PARSHIP was the first online dating service in Europe to use a unique scientific compatibility test to match people. Created by Hamburg University and based on 40 years of scientific research, the PARSHIP compatibility test is able to match people who share similar and complementary personality and character traits – the requirements for a harmonious relationship.

Research suggests that people are twice as likely to establish a lasting relationship with PARSHIP's help than with any other method; 39% of its members say they have met someone special through the service.

#### Country breakdown

When wearing a football shirt makes you more attractive to the opposite sex

1. Spain – 42% of men and 23% of women
2. Italy - 32% of men and 19% of women
3. England – 24% of men and 14% of women
4. Germany – 23% of men and 8% of women
5. Netherlands – 19% of men and 5% of women

When knowing the offside rule makes the opposite sex more attractive

1. Spain – 34% of men and 25% of women
2. Germany – 34% of men and 24% of women
3. Netherlands – 38% of men and 18% of women
4. Italy - 25% of men and 26% of women
5. England – 26% of men and 22% of women

When knowing every player's name makes you more attractive to the opposite sex

1. Spain – 33% of men and 30% of women
2. Netherlands – 36% of men and 18% of women
3. England – 25% of men and 22% of women
4. Germany – 29% of men and 15% of women
5. Italy - 19% of men and 24% of women

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About the survey

For the World Cup survey, PARSHIP surveyed a random sample of 5,000 of its members in May 2010. The respondents were aged between 18 and 70, split equally between male and female, and based in the UK & Ireland as well as 10 other major European countries. The data in this press release is based on the survey of UK & Irish people.