



**Sunday 13<sup>th</sup> February 2011**

## **Put Your Best Foot Forward on Facebook this Valentine's Day**

**Social Media used to increase chances of love**

### **Key findings:**

- 1 in 5 Irish people have tried online dating
- 72.8% of Irish people have looked up an ex online
- One third of people have updated their Facebook profile to make themselves appear more attractive to a potential love interest
- Jennifer Gray and Patrick Swayze are Ireland's favourite film couple while Ross and Rachel are our favourite TV couple
- Love Actually is Ireland's favourite romantic film
- Three months is the magic number for when a relationship becomes official
- Craig Doyle is the TV presenter Irish women would like to spend Valentine's with while Kathryn Thomas is Irish men's top Valentine date

### **Loved-up online**

Social networking is now playing an integral part in the dating scene with one third of people admitting to updating their Facebook profile to make themselves appear more appealing to a love interest according to a poll carried out by UPC Ireland\*.

The survey revealed that uploading a flattering profile picture is the most popular way to do this at 28.4% while 14.9% are more direct and simply send a friend request to someone they have their eye on.

When searching for that special someone, one in five Irish people say they have tried online dating while a further 20.5% say they might consider it in the future. Going online to look up old loves is also a popular pastime with 72.8% saying they have done this in the past while 31% of us go online to check a potential date's Facebook before we agree to go out with them.

Just over a quarter of those polled (26.7%) say three months is the magic number for when a relationship becomes official while 10.7% take a more traditional view and say it's not official until you meet the parents. 9.3% say that when you change your Facebook status to 'in a relationship' it's a clear indication that you are an official item.

### **Romantic moments on screen**

Jennifer Gray and Patrick Swayze are Ireland's favourite film couple according to the survey. The dancing duo topped the poll with one third of people stating that they were their favourites. Patrick's pairing with Demi Moore in Ghost also proved popular with 18.6% while Kate Winslet and Leonardo Di Caprio's turn as star crossed lovers in Titanic came third with 16.9%.

Despite Baby and Johnny topping the poll as the best couple on the big screen, when it comes to romantic films the UPC survey shows that 21.7% of people say that Love Actually is the most romantic film ever. Dirty Dancing is second with 16.7% and Ghost third with 13.3%.

When it comes to the small screen, Ross and Rachel from Friends are our favourite on screen couple with 20.6% while their friends Monica and Chandler come a close second with 19%. The very fashionable Carrie Bradshaw and Mr. Big from Sex and the City are third with 17.5% while 14.3% of us say that Eastenders' Kat and Alfie are the best romantic couple on the box.

Friends once again topped the poll for romantic TV moments with 41% saying that Ross and Rachel finally getting together was the most romantic moment on TV. Carrie's dramatic reunion with Mr. Big in Paris was polled second with 24.6% while 18% of those surveyed said that Miley and Fildema rolling in the hay in Glenroe was their best romantic TV moment!

### **Be my Valentine**

When asked which TV presenter they would like to spend Valentine's night with Panel star Craig Doyle topped the poll amongst women (26.5%) while Operation Transformation presenter Kathryn Thomas came out as Irish men's favourite with (14.3%). The top three in each category are

#### Female TV presenters

1. Kathryn Thomas (14.3%)
2. Miriam O'Callaghan (9.5%)
3. Grainne Seioige (9%)

#### Male TV presenters

1. Craig Doyle (26.5%)

2. Daithi O'Sé (16.2%)
3. Aidan Power (7.4%)

## **ENDS**

*\*survey carried out by UPC amongst 190 adults across Ireland (65% female, 35% male)*

### **About UPC**

UPC is the European division of Liberty Global, Inc., the world's leading international cable operator. UPC brings television, broadband internet and telephone services to approximately 13 million customers throughout 10 European countries. The company is driven by its vision that 'this amazing but often complex digital world should be for everyone'. UPC's employees in Ireland strive to make this happen by bringing simplicity and a real human touch to everything they do. For more information on UPC Ireland, please visit [www.upc.ie](http://www.upc.ie)