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**Flirting Online a Major Struggle for Nearly Three-Quarters of Single Adults**

*— Live online video may be the key to success —*

**SAN FRANCISCO— May 7, 2008** — [WooMe](#), the world's first live introductions platform, today announced the results of a survey\* that illustrates the need for singles to set aside their online flirting tactics and retire the use of emoticons to express interest in that special someone. According to the survey, nearly 3 out of 4 single online adults<sup>1</sup> (72 percent) find flirting online more difficult than in person, citing the inability to observe body language, gauge chemistry and assess physical appearance as major contributing factors.

Online dating woes don't stop there. In addition to the pressure to spark initial interest, singles better be looking their best. According to the survey, 61 percent of single adults say looks are most likely to attract them to someone within the first minute of an introduction. Only 17 percent said they thought sense of humor was most important and an even lower nine percent said they value intelligence most. Ironically, less than one in three single adults (31 percent) who have an online profile<sup>2</sup> regularly update the picture on their social network or online dating site profile(s), so it's almost impossible to predict how an online love interest might look when they show up for that crucial first date.

"Chemistry is an enigma. There are many factors that go into establishing chemistry and being able to interact with someone tells you more in 30 seconds than hours of compatibility tests or emailing," said Stephen Stokols, CEO and co-founder of [WooMe](#). "With WooMe, people meet face-to-face via webcam in fast and fun live introductions where they can decide if they are 'wooded' in one minute and move on if they are not."

First impressions can make or break a potential relationship. More than a quarter of single adults (26 percent) said they would be more likely to use an online dating site if they could use a webcam to interact live with other members. With WooMe, the power of the first impression goes beyond words on a screen and a static photo that may be seriously out of date. As a result, 77 percent of WooMe users were able to decide whether or not they wanted to get to know someone better in only 30 seconds<sup>3</sup>.

**\*Methodology**

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<sup>1</sup> U.S. adults ages 18+ who are not married or living with their partner (n= 800).

<sup>2</sup> U.S. adults ages 18+ who are not married or living with their partner and who did not select "not applicable" (n= 485).

<sup>3</sup> WooMe conducted a study of its users over a three-month period, with more than 65,000 sessions and 375,000 one-on-one introductions.

This Online Dating survey was conducted online within the United States by Harris Interactive on behalf of WooMe between April 7 and April 9, 2008 among 2,363 adults ages 18+, of whom, 800 are not married or living with their partner.

Results were weighted as needed on the basis of region, age within gender, education, household income, and race/ethnicity. The data were also weighted to be representative of the online population of U.S. adults on the basis of Internet usage (hours per week) and connection type.

All sample surveys and polls, whether or not they use probability sampling, are subject to multiple sources of error which are most often not possible to quantify or estimate, including sampling error, coverage error, error associated with nonresponse, error associated with question wording and response options, and post-survey weighting and adjustments. Therefore, Harris Interactive avoids the words "margin of error" as they are misleading. All that can be calculated are different possible sampling errors with different probabilities for pure, unweighted, random samples with 100% response rates. These are only theoretical because no published polls come close to this ideal.

Respondents for this survey were selected from among those who have agreed to participate in Harris Interactive surveys. The data have been weighted to reflect the composition of the U.S. adult population. Because the sample is based on those who agreed to be invited to participate in the Harris Interactive online research panel, no estimates of theoretical sampling error can be calculated.

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#### **About WooMe**

WooMe is the world's largest live introductions platform. WooMe extends the concept of speed dating online to allow users to meet live in timed sessions via webcam. There are no questionnaires, lengthy profile descriptions or software to download, users can simply find a speed session that interests them, join and meet five people in five minutes. WooMe is easy, fast and free allowing users to meet new people around any shared interest for fun, to hook up, or for pure entertainment. With WooMe, meeting people online is transformed into a face-to-face experience that makes sifting through static profiles a thing of the past.

Founded in 2006, WooMe is an international company with offices in Los Angeles, San Francisco and London. Investors of the company include: Atomico Investments (founded by Niklas Zennstrom and Janus Friis), Mangrove Capital Partners, Klaus Hommels and Oliver Jung. For more information, please visit: <http://www.woome.com>.

#### **About Harris Interactive**

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