

Online People Search Reveals Death of Blind Dating

Research into the increase in the US using an online people search website has revealed that this is largely due to individuals checking up on future potential dates and partners as well as finding more information on their likes/dislikes to help avoid awkward conversations and meaning Blind Dates are now a thing of the past.

June 1, 2009 (FPRC) -- More and more single Americans looking for love are turning to online people search to research information on future dates and ensure their own safety before meeting potential partners.

The people search source Yasni has revealed that nearly double the amount of searches coming from residents in the US have been related to individuals trying to piece together information on prospective dates.

Results from a global survey show that the majority of females in the US who use the free service say that they do so to ensure their own safety and security before going on a date with the second most popular reason being to find out their dates likes and dislikes.

The research also shows that males are using the site but for slightly differing reasons.

The top male reason is so that they can find out more information about the things their date likes in order to try and increase their chances of the date going well and the second most popular reason is so that they can search for their own name across the Web to ensure potential dates don't find anything negative about them across the internet.

Global online dating expert Stephany Alexander, founder of the popular free date screening website WomanSavers.com, can see why people in the US are researching their partners online.

Speaking about the results Stephany Alexander said,

"Making sure you take every precaution to protect your own safety and security is essential and I am not surprised to see an increase in people using web based tools to do this. Researching your potential partner is also a great way to avoid those awkward silences as you can find out what they like, don't like and their hobbies."

She continued,

"I would suggest that checking out a new date online is something every dater should do before a date so they can make better, safer and more informed dating decisions".

Andy Barr, the CCO for Yasni said,

"It is clear that more and more individuals are using people search websites to try and not only check their own image but to also make sure that they remain safe and secure when meeting people for the first time.

"We were surprised at the number of people who were checking to make sure that their date was not already in a relationship. Americans have really wised up and are now at the forefront of checking how genuine and decent their date is."

ENDS

For more information about Yasni visit <http://www.yasni.com>

Logos and images of Andy Barr and Stephany Alexander are available on request

Further information about Yasni.com:

Emma Stockley, 10 Yetis PR
Tel: 01452 348 211
E: emma@10yetis.co.uk

Note to Editors

About Yasni.com:

Yasni is the world's most popular people search source with more than 26 million page requests and approximately 10 million visitors on six continents each month.

People search, which accounts for nearly one-third of all search queries on the Internet, is one of the largest online markets as more and more people turn to the Web to find information about old friends, co-workers, business partners, job applicants, neighbours, prospective mates and much more.

In just a few seconds, Yasni provides a comprehensive overview of people and their associated networks, including contacts, pictures and other publicly available information.

Yasni is also the ultimate resource to control one's online reputation and manage what information is available about them on the Web.

About WomanSavers.com:

WomanSavers.com is a free date screening service for women which is home to the world's largest character database rating men. CEO and online dating expert, Stephany Alexander, is the author of the book "Sex, Lies and the Internet -- An Online Dating Survival Guide" that shows women how to screen their dates (<http://www.sexliesandtheinternet.com>). Ms. Alexander and her site have been featured on E! Entertainment, FOX, Mike and Juliet Show, CBS Early Show and been quoted in USA Today, Associated Press, New York Times, Chicago Tribune and Glamour Magazine. She has been a guest on hundreds of radio shows worldwide.

Contact Information

For more information contact Emma Stockley of 10 Yetis PR Agency (<http://www.10yetis.co.uk>)
01452348211

Keywords

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[online dating](#)

[people search engine](#)

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