



7 February 2008

What It Takes To Get Lucky On Friday Night

Getting lucky this Friday night (8 February 2008) is already on everyone's minds as the £95 million estimated EuroMillions jackpot must be won, so now The National Lottery can reveal its definitive guide what it takes to get lucky with the opposite sex.

The National Lottery has investigated which 'types', in terms of physical attributes and characteristics, reap the best rewards for men and women. People across the UK and three of its European neighbours, France, Spain and Austria, were asked what was their cup of tea – or glass of wine, slice of tortilla, or portion of wiener schnitzel – looks-wise and here are the perfect matches that emerged.

Here at home, TV presenter Holly Willoughby boasts the colouring and curves that get pulses racing for UK men. Over a third (38%) voted blonde as the most attractive hair colour and over half (53%) found blue eyes the most appealing. When it comes to the best womanly shape, a curvy figure was twice as popular (44%) as being slim (20%) or toned (16%), confirming that size zero is worth nothing here in the UK. Holly should brush up on her French though, as nearly a third (29%) found the Gallic accent the most alluring.

Actor James McAvoy may have been snubbed by the Oscars for *Atonement* but his good looks have been far from overlooked as far as UK women are concerned. Nearly half of women (48%) voted for brown as the most attractive male hair colour and over a third preferred blue eyes to any other (42%) – while the same figure (43%) favoured a toned physique in a man. The only thing James may need to atone for is his accent – the Irish lilt is considered twice as sexy (29%) as a Scottish burr (11%) for UK women.

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Other vital statistics from the research in the UK include:

- Booty is in the eye of the beholder – a shapely bottom is more attractive to men (49%), than legs (47%) or a big bust (34%)
- Men think that a smile is the most attractive attribute in a potential partner (61%), whereas women look for the eyes (82%)
- Women rate a man's bottom as more attractive (36%) than a broad chest (26%) or a head of thick hair (23%)
- The ideal height for a woman is 5'5" whereas a man needs to be 6'1" to fit the bill
- On a less superficial note, men rate personality and a good sense of humour as the most important qualities in a woman, whereas women look for personality and kindness, not laughs, when looking for their perfect match.

People who do not match the UK profile but still want to get lucky, just need to read The National Lottery's guide to perfect partners in Europe and have their passports handy:

In **France**, the ideal woman looks like Angelina Jolie or Carmen Electra, with French men voting for brown hair (44%), blue eyes (39%) and a curvy silhouette (30%). Hollywood heartthrob, Josh Harnett, ticks all the boxes for French women – their perfect partner would have brown hair (44%), green eyes (39%) and average build (52%). Ginger men should not despair though as it was voted the second most attractive hair colour by French women. Unsurprisingly, both sexes prefer the sound of their own accent to any other.

Men and women in **Spain** prefer the same colouring in the opposite sex. Burlesque star, Dita Von Teese, and R&B singer, Rhianna, embody the perfect woman – as Spanish men favour black hair (45%), green eyes (53%) and female curves (39%).

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Actor Clive Owen sets pulses racing among Spanish women with over half (51%) preferring an exotic mix of black hair and green eyes (53%) and a toned physique (41%) over muscles (13%). Both men and women consider the French accent (46%) to be almost as sexy as the Spanish (41%).

Across the Alps in **Austria**, Aussie popstar, Natalie Imbruglia, or Friends actress, Courtney Cox Arquette, are both the picture of the perfect partner with their unusual combination of black hair (29%) and blue eyes (39%) – as well as a slim build instead of curves (49%). He may have been dumped by Girls Aloud's Nadine but Desperate Housewives hunk, Jesse Metcalfe, may want to head over to Austria – his looks are the perfect combination, according to Austrian women, as over a third (39%) prefer black hair and blue eyes (37%) with a toned physique (41%).

Both Austrian men and women considered the French accent to be the most alluring. However, Austrian men voted their own accent in second place, whereas Austrian women think that a Spanish accent is the second sexiest lilt.

A National Lottery spokesperson said: "Looks clearly play a huge role in attraction but even if you don't match the physical criteria for the perfect partner, there is still a chance to get lucky in Europe with this Friday's £95 million estimated jackpot on EuroMillions.

"This Friday's jackpot has to be won so if the jackpot rolls down, we could see several multi-millionaires across Europe created in a single night. We're keeping our fingers crossed UK players get lucky this Friday!"

This Friday, EuroMillions cannot roll over so the £95 million estimated jackpot must be won – if no-one matches all five main numbers and two Lucky Star numbers to win the jackpot, then it will roll down to the next winning prize level in that draw.

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The odds of banking the EuroMillions jackpot are just over 76 million to one; however, the odds of matching five main numbers and one Lucky Star number – the next prize level down – are under 5.5 million to one.

Lottery history could be made on Friday night – if the massive £95 million estimated EuroMillions mega-jackpot is won by a single ticket-holder, it will be the world's biggest lottery prize ever paid out*. A single EuroMillions jackpot winner on Friday would automatically become the UK's biggest lottery winner – eclipsing Glasgow postal administrator, Angela Kelly's £35.4 million EuroMillions jackpot win in August last year, as well as seizing the European lottery crown from Dolores McNamara from the Republic of Ireland, who won £77 million on 31 July 2005.

With nine countries now playing – the UK, France, Spain, Austria, Belgium, Luxembourg, Ireland, Portugal and Switzerland – EuroMillions is the world's biggest multinational lottery game by total population eligible to play. EuroMillions offers a greater range of prizes than any other National Lottery draw, with 12 prize levels in total.

EuroMillions costs £1.50 to play and tickets are available from over 26,000 National Lottery retailers across the UK, online at www.national-lottery.co.uk, through Sky Active and mobile phones using the Play by Text service. The new EuroMillions draw show starts this Friday night at 11.35pm on BBC One.

-Ends-

**For further information, please contact
Camelot Press Office: 020 7632 5711**

The research was conducted online by Tickbox.net among 1,997 adults in the UK, 522 adults in France, 521 adults in Spain and 524 adults in Austria between 14 January 2008 and 21 January 2008.

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Notes to Editors:

- Camelot Group plc is the licensed operator of The National Lottery and is committed to raising money for the Good Causes designated by Parliament. Camelot is not responsible for distributing or awarding these funds
- To date, over £20 billion has been raised for the Good Causes by The National Lottery, and more than 280,000 individual awards have been made across the UK – the biggest programme of civic and social regeneration since the 19th Century. The National Lottery has given away over £29 billion in prizes and created more than 2,000 millionaires or multi-millionaires since launch in 1994
- Camelot runs one of the most cost-efficient lotteries in the world, with around 5% of total revenue taken in operating costs. At 40% of total sales (28% to the Good Causes and 12% in lottery duty to the Government), Camelot returns a higher proportion of lottery revenue back to society than any other lottery operator in the world. National Lottery retailers receive 5% of total revenue in commission, and 50% of sales is paid out to players in prizes
- Camelot is committed to the highest standards in player protection and social responsibility in both the retail and interactive environments. The National Lottery website, Sky Active and Play By Text services have been accredited by GamCare, the UK's national centre for information, advice and practical help regarding the social impact of gambling – while Camelot's approach to game design, test purchasing and retailer vigilance campaigns ensures player protection at retail. Camelot is ranked first in the leisure sector in Business in the Community's 2006 Corporate Responsibility Index
- For further information on Camelot, The National Lottery and its games, please visit the following websites: www.camelotgroup.co.uk and www.national-lottery.co.uk
- National Lottery Games Rules and Procedures apply. You must be aged 16 or over to play or claim a prize
- The crossed fingers logo is the registered trademark of the National Lottery Commission.

**Although previous jackpots in the United States have been higher, the actual prize amounts paid out to the winners have been less than £95 million – US jackpot prizes are subject to tax, which can vary from state to state, and winners can opt for a lower, one-off, lump sum payment, rather than receiving the full amount in instalments.*