

YouGov Survey Results

Sample Size: 1852 GB Adults
Fieldwork: 9th - 10th December 2013

| | Voting intention | | | | 2010 Vote | | | Gender | | Age | | | | Social grade | | Region | | | | | What is your current relationship status? | | | | | | | | | |
|---|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|-------------|------------|------------|---------------|------------------|------------|---|-----------------------------|-----------|-------------------|-----------------------|------------|--------------------|--------------------|--------------|-----|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | Single/ not actively dating | Dating * | In a relationship | Engaged to be married | Married | Civil partnership* | Prefer not to say* | Don't know * | |
| Weighted Sample | 1852 | 480 | 539 | 122 | 162 | 552 | 431 | 405 | 898 | 954 | 220 | 469 | 633 | 530 | 1056 | 796 | 237 | 602 | 396 | 456 | 161 | 438 | 41 | 291 | 93 | 893 | 33 | 30 | 33 | |
| Unweighted Sample | 1852 | 460 | 560 | 103 | 180 | 555 | 465 | 401 | 906 | 946 | 142 | 417 | 761 | 532 | 1216 | 636 | 286 | 610 | 348 | 463 | 145 | 420 | 43 | 290 | 76 | 935 | 25 | 35 | 28 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |
| What is your current relationship status? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Married | 48 | 53 | 45 | 42 | 57 | 58 | 49 | 48 | 47 | 49 | 3 | 38 | 56 | 66 | 48 | 48 | 38 | 48 | 48 | 52 | 52 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Single/ not actively dating | 24 | 22 | 27 | 24 | 27 | 19 | 26 | 22 | 23 | 24 | 40 | 19 | 22 | 22 | 21 | 27 | 29 | 23 | 22 | 23 | 23 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| In a relationship | 16 | 12 | 17 | 15 | 10 | 12 | 14 | 17 | 16 | 15 | 32 | 21 | 14 | 6 | 17 | 14 | 21 | 15 | 17 | 14 | 12 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 0 |
| Engaged to be married | 5 | 5 | 5 | 7 | 1 | 4 | 4 | 7 | 4 | 6 | 9 | 13 | 2 | 0 | 5 | 5 | 4 | 5 | 7 | 3 | 7 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 | |
| Dating | 2 | 4 | 2 | 2 | 2 | 3 | 1 | 2 | 2 | 2 | 5 | 2 | 2 | 1 | 3 | 2 | 3 | 2 | 2 | 3 | 2 | 0 | 100 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Civil partnership | 2 | 2 | 1 | 6 | 0 | 2 | 2 | 3 | 3 | 0 | 4 | 2 | 2 | 1 | 2 | 2 | 1 | 3 | 1 | 2 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Prefer not to say | 2 | 1 | 2 | 0 | 1 | 1 | 3 | 2 | 1 | 2 | 1 | 1 | 1 | 2 | 1 | 2 | 2 | 1 | 2 | 2 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 100 | 0 | 0 |
| Don't know | 2 | 1 | 0 | 5 | 1 | 1 | 1 | 0 | 2 | 1 | 6 | 3 | 1 | 1 | 2 | 1 | 3 | 2 | 0 | 1 | 3 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 100 |
| To the best of your memory how many people have you ever called your 'girlfriend' or 'boyfriend' in your lifetime? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 2 | 2 | 3 | 4 | 2 | 1 | 1 | 2 | 3 | 2 | 9 | 2 | 1 | 1 | 2 | 2 | 3 | 3 | 2 | 1 | 1 | 7 | 0 | 1 | 0 | 1 | 0 | 6 | 0 | |
| 1 | 8 | 6 | 7 | 8 | 8 | 7 | 7 | 8 | 7 | 9 | 15 | 8 | 6 | 7 | 7 | 9 | 7 | 8 | 7 | 7 | 11 | 7 | 10 | 8 | 7 | 9 | 2 | 4 | 15 | |
| 2 | 10 | 13 | 10 | 7 | 6 | 9 | 9 | 12 | 11 | 9 | 25 | 11 | 6 | 7 | 11 | 8 | 11 | 8 | 12 | 11 | 10 | 11 | 20 | 11 | 15 | 8 | 7 | 4 | 4 | |
| 3 | 10 | 12 | 9 | 10 | 13 | 12 | 7 | 10 | 9 | 10 | 7 | 15 | 9 | 7 | 10 | 9 | 10 | 10 | 9 | 9 | 13 | 8 | 2 | 12 | 13 | 11 | 16 | 2 | 0 | |
| 4 | 11 | 9 | 10 | 17 | 9 | 10 | 10 | 14 | 8 | 13 | 8 | 11 | 11 | 11 | 10 | 11 | 9 | 10 | 13 | 11 | 7 | 10 | 8 | 11 | 7 | 12 | 6 | 5 | 0 | |
| 5 | 9 | 5 | 10 | 13 | 6 | 5 | 11 | 11 | 8 | 10 | 3 | 11 | 9 | 9 | 10 | 7 | 7 | 10 | 8 | 9 | 10 | 8 | 2 | 12 | 11 | 8 | 18 | 5 | 0 | |
| 6-10 | 16 | 16 | 19 | 7 | 14 | 18 | 16 | 14 | 16 | 15 | 9 | 15 | 18 | 16 | 17 | 13 | 15 | 17 | 15 | 15 | 15 | 12 | 19 | 21 | 19 | 16 | 4 | 6 | 9 | |
| More than 10 | 7 | 6 | 8 | 5 | 12 | 7 | 9 | 4 | 9 | 5 | 0 | 5 | 11 | 7 | 7 | 7 | 8 | 6 | 6 | 8 | 7 | 7 | 9 | 7 | 2 | 8 | 2 | 5 | 0 | |
| Don't know | 28 | 30 | 25 | 31 | 30 | 30 | 30 | 24 | 28 | 28 | 25 | 22 | 28 | 35 | 25 | 33 | 29 | 28 | 28 | 29 | 25 | 30 | 30 | 16 | 26 | 28 | 43 | 61 | 72 | |
| Median | 4 | 4 | 4 | 4 | 4 | 4 | 5 | 4 | 4 | 4 | 2 | 4 | 5 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 4 | 3 | 1 | |
| How many DIFFERENT people have you gone on at least one date with in the last month? | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| 0 | 72 | 71 | 70 | 59 | 85 | 75 | 72 | 69 | 67 | 76 | 50 | 60 | 75 | 87 | 69 | 75 | 71 | 74 | 70 | 68 | 77 | 77 | 11 | 60 | 52 | 80 | 61 | 54 | 32 | |
| 1 | 15 | 15 | 17 | 16 | 7 | 14 | 16 | 17 | 15 | 15 | 25 | 20 | 15 | 6 | 17 | 12 | 14 | 15 | 16 | 17 | 14 | 8 | 34 | 31 | 30 | 12 | 8 | 7 | 10 | |
| 2 | 2 | 2 | 1 | 3 | 1 | 2 | 0 | 2 | 2 | 1 | 4 | 1 | 1 | 2 | 2 | 1 | 1 | 1 | 2 | 3 | 0 | 2 | 23 | 2 | 0 | 0 | 0 | 2 | 0 | |
| More than 3 | 2 | 3 | 3 | 2 | 0 | 2 | 2 | 0 | 3 | 2 | 5 | 4 | 1 | 1 | 3 | 1 | 2 | 1 | 3 | 3 | 1 | 10 | 22 | 4 | 17 | 7 | 31 | 36 | 57 | |
| Don't know | 10 | 8 | 10 | 19 | 7 | 7 | 9 | 12 | 13 | 7 | 16 | 15 | 8 | 5 | 9 | 11 | 12 | 10 | 9 | 9 | 9 | 3 | 10 | 3 | 1 | 1 | 0 | 0 | 0 | |

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|------------------------|------------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|------------|--------------|------------|------------|---------------|------------------|------------|------------|---|-----------|-------------------|-----------------------|------------|--------------------|--------------------|--------------|---|
| | Total | Con | Lab | Lib Dem | UKIP | Con | Lab | Lib Dem | Male | Female | 18-24 | 25-39 | 40-59 | 60+ | ABC1 | C2DE | London | Rest of South | Midlands / Wales | North | Scotland | Single/ not actively dating | Dating * | In a relationship | Engaged to be married | Married | Civil partnership* | Prefer not to say* | Don't know * | |
| Weighted Sample | 1852 | 480 | 539 | 122 | 162 | 552 | 431 | 405 | 898 | 954 | 220 | 469 | 633 | 530 | 1056 | 796 | 237 | 602 | 396 | 456 | 161 | 438 | 41 | 291 | 93 | 893 | 33 | 30 | 33 | |
| Unweighted Sample | 1852 | 460 | 560 | 103 | 180 | 555 | 465 | 401 | 906 | 946 | 142 | 417 | 761 | 532 | 1216 | 638 | 286 | 610 | 348 | 463 | 145 | 420 | 43 | 290 | 76 | 935 | 25 | 35 | 28 | |
| | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % | % |

Thinking about when you first met your spouse or the person you most recently went on a date with, which of the following is TRUE about the encounter? Please select any that apply.

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|---|
| I was at a bar or pub | 19 | 17 | 22 | 15 | 19 | 15 | 24 | 17 | 17 | 20 | 16 | 21 | 24 | 11 | 20 | 17 | 19 | 15 | 22 | 24 | 13 | 16 | 25 | 19 | 18 | 20 | 23 | 6 | 11 | |
| We kissed | 17 | 15 | 18 | 18 | 21 | 14 | 18 | 19 | 20 | 14 | 19 | 20 | 20 | 9 | 16 | 18 | 11 | 17 | 17 | 19 | 16 | 10 | 23 | 23 | 29 | 17 | 26 | 5 | 4 | |
| My partner approached me first | 15 | 14 | 17 | 11 | 11 | 15 | 16 | 14 | 8 | 22 | 18 | 12 | 15 | 17 | 12 | 19 | 16 | 17 | 17 | 12 | 14 | 9 | 13 | 18 | 21 | 18 | 11 | 5 | 3 | |
| It was daytime | 14 | 15 | 13 | 21 | 12 | 14 | 12 | 17 | 14 | 15 | 14 | 15 | 14 | 15 | 14 | 15 | 12 | 16 | 14 | 14 | 14 | 10 | 18 | 25 | 17 | 14 | 6 | 2 | 7 | |
| I was at work | 13 | 14 | 13 | 17 | 11 | 16 | 13 | 11 | 14 | 13 | 4 | 14 | 15 | 15 | 11 | 13 | 13 | 12 | 14 | 13 | 16 | 9 | 10 | 13 | 23 | 15 | 2 | 10 | 13 | |
| I have no recent romantic partners | 11 | 10 | 10 | 7 | 17 | 11 | 10 | 8 | 10 | 11 | 17 | 8 | 9 | 12 | 9 | 13 | 13 | 12 | 10 | 9 | 9 | 35 | 0 | 1 | 0 | 2 | 6 | 20 | 37 | |
| I approached my partner first | 10 | 10 | 11 | 15 | 11 | 10 | 13 | 16 | 5 | 7 | 8 | 10 | 14 | 11 | 9 | 11 | 9 | 11 | 8 | 12 | 11 | 3 | 4 | 15 | 11 | 13 | 7 | 4 | 5 | |
| Mutual friends had set us up to meet | 9 | 8 | 9 | 8 | 12 | 9 | 6 | 9 | 10 | 8 | 6 | 9 | 8 | 10 | 8 | 10 | 9 | 12 | 8 | 7 | 5 | 6 | 3 | 6 | 16 | 11 | 11 | 3 | 0 | |
| I was at school or university | 9 | 9 | 10 | 17 | 6 | 8 | 8 | 13 | 8 | 11 | 29 | 9 | 6 | 6 | 11 | 7 | 6 | 9 | 11 | 9 | 13 | 6 | 9 | 16 | 13 | 10 | 0 | 0 | 4 | |
| It was love at first sight | 9 | 10 | 10 | 11 | 9 | 10 | 9 | 8 | 10 | 8 | 7 | 11 | 9 | 8 | 9 | 9 | 7 | 9 | 9 | 8 | 13 | 3 | 1 | 8 | 11 | 12 | 25 | 4 | 4 | |
| We met through an online dating site | 8 | 8 | 7 | 13 | 5 | 7 | 5 | 13 | 10 | 7 | 6 | 13 | 8 | 5 | 10 | 6 | 6 | 8 | 8 | 8 | 10 | 8 | 23 | 15 | 10 | 4 | 26 | 7 | 0 | |
| I was drunk | 7 | 6 | 8 | 1 | 5 | 4 | 6 | 6 | 6 | 7 | 14 | 12 | 6 | 1 | 8 | 5 | 6 | 6 | 8 | 6 | 11 | 7 | 19 | 9 | 10 | 6 | 4 | 11 | 0 | 0 |
| I was at a party | 7 | 8 | 8 | 5 | 4 | 7 | 6 | 9 | 8 | 7 | 13 | 8 | 5 | 7 | 8 | 7 | 10 | 8 | 5 | 5 | 16 | 4 | 14 | 8 | 7 | 9 | 7 | 2 | 4 | |
| We had sex | 5 | 4 | 6 | 4 | 3 | 3 | 8 | 6 | 8 | 4 | 6 | 9 | 5 | 2 | 6 | 5 | 8 | 5 | 5 | 5 | 5 | 5 | 7 | 10 | 12 | 3 | 13 | 11 | 4 | |
| My future partner was drunk | 5 | 5 | 5 | 2 | 2 | 3 | 4 | 6 | 5 | 6 | 10 | 11 | 3 | 1 | 6 | 4 | 4 | 4 | 7 | 5 | 9 | 3 | 5 | 7 | 9 | 5 | 18 | 0 | 2 | |
| I can't remember the first time we met | 3 | 4 | 2 | 5 | 1 | 3 | 2 | 4 | 3 | 2 | 5 | 2 | 1 | 5 | 3 | 3 | 2 | 2 | 2 | 3 | 8 | 6 | 4 | 1 | 0 | 3 | 0 | 0 | 0 | |
| None of these | 13 | 13 | 13 | 10 | 14 | 16 | 15 | 9 | 12 | 13 | 11 | 10 | 13 | 16 | 10 | 16 | 11 | 13 | 13 | 12 | 11 | 9 | 10 | 10 | 8 | 15 | 16 | 38 | 22 | |

Generally speaking, when does a relationship become 'exclusive' (at which point neither partner should pursue anyone else romantically)? Please select any that apply.

[For all responses to 'something else' please see Tab1]

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--------------------------------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| After multiple (more than one) dates | 34 | 32 | 38 | 25 | 37 | 34 | 37 | 34 | 36 | 33 | 22 | 31 | 38 | 38 | 33 | 36 | 29 | 36 | 33 | 37 | 30 | 34 | 29 | 39 | 19 | 37 | 35 | 15 | 5 |
| After a spoken agreement | 34 | 33 | 34 | 40 | 28 | 34 | 31 | 38 | 29 | 39 | 48 | 38 | 28 | 31 | 37 | 29 | 38 | 36 | 30 | 33 | 31 | 37 | 59 | 44 | 48 | 28 | 24 | 23 | 20 |
| After the first date | 11 | 11 | 12 | 13 | 12 | 9 | 11 | 12 | 14 | 9 | 18 | 12 | 14 | 5 | 12 | 10 | 10 | 10 | 11 | 11 | 21 | 8 | 3 | 13 | 23 | 12 | 3 | 0 | 6 |
| After marriage | 11 | 15 | 9 | 14 | 10 | 16 | 8 | 9 | 12 | 9 | 12 | 4 | 9 | 18 | 9 | 13 | 13 | 12 | 11 | 8 | 4 | 7 | 5 | 9 | 5 | 13 | 26 | 1 | 5 |
| After having sex | 9 | 10 | 8 | 7 | 6 | 8 | 9 | 6 | 10 | 8 | 16 | 8 | 8 | 7 | 9 | 8 | 10 | 11 | 6 | 9 | 5 | 9 | 6 | 13 | 8 | 7 | 11 | 10 | 6 |
| After a kiss | 4 | 3 | 4 | 7 | 1 | 2 | 3 | 3 | 4 | 3 | 7 | 5 | 4 | 1 | 4 | 3 | 4 | 6 | 2 | 3 | 2 | 3 | 2 | 4 | 6 | 3 | 0 | 0 | 9 |
| Something else | 3 | 3 | 3 | 1 | 3 | 3 | 3 | 3 | 3 | 3 | 2 | 3 | 4 | 3 | 3 | 2 | 3 | 3 | 4 | 2 | 4 | 4 | 1 | 4 | 1 | 3 | 0 | 1 | 1 |
| Don't know | 18 | 19 | 15 | 20 | 20 | 18 | 15 | 20 | 17 | 19 | 17 | 15 | 18 | 19 | 16 | 21 | 18 | 20 | 19 | 16 | 13 | 23 | 12 | 7 | 9 | 17 | 15 | 57 | 51 |

Do you believe in 'love at first sight'?

| | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|-------------|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|----|
| Yes, I do | 51 | 52 | 52 | 50 | 61 | 55 | 51 | 47 | 52 | 50 | 39 | 49 | 56 | 51 | 49 | 54 | 43 | 53 | 49 | 52 | 54 | 42 | 47 | 50 | 67 | 54 | 68 | 33 | 39 |
| No, I don't | 34 | 37 | 31 | 31 | 26 | 33 | 33 | 35 | 32 | 35 | 36 | 36 | 31 | 34 | 37 | 29 | 38 | 32 | 35 | 32 | 34 | 41 | 37 | 38 | 22 | 32 | 4 | 33 | 6 |
| Don't know | 16 | 11 | 16 | 18 | 13 | 12 | 17 | 18 | 16 | 15 | 25 | 15 | 13 | 15 | 14 | 17 | 19 | 15 | 16 | 16 | 12 | 17 | 17 | 13 | 11 | 14 | 28 | 33 | 55 |

*Any percentages calculated on bases fewer than 50 respondents do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.