

## **Breakups**

**Fieldwork Dates: 10th - 12th February 2018**

**Conducted by YouGov  
On behalf of YouGov NY**

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## **BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data. YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

## **EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1220 adults. Fieldwork was undertaken between 10th - 12th February 2018. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48 hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

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



**YouGov NY**  
**Breakups**

US\_nat Sample: 10th - 12th February 2018



Total	Gender		Age			Region				Race			
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)
	A	B	C	D	E	F	G	H	I	J	K	L	M

DuoGb. Which of the following is closest to your view of romantic breakups in general?

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61
<b>Base: All US adults</b>	1201	595	606	370	403	428	294	246	475	187	811	146	177	67
They tend to be casual/civil	25%	31%	20%	29%	28%	20%	26%	29%	22%	27%	24%	24%	34%	26%
		B	E	E									J*	*
They tend to be dramatic/messy	58%	55%	62%	52%	60%	63%	57%	55%	63%	53%	61%	58%	48%	56%
		A				C			G,I		L		*	*
Don't know	16%	15%	18%	20%	12%	17%	17%	16%	14%	20%	16%	18%	17%	18%
			D										*	*

KYB\_q2. For the following question, please draw from your own past experiences...Through which, if any, of the following ways have you ever broken up with someone? Please select all that apply. If you have never broken up with anyone before, please select the 'Not applicable' option.

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61
<b>Base: All US adults</b>	1201	595	606	370	403	428	294	246	475	187	811	146	177	67
In person	64%	61%	68%	47%	71%	74%	60%	64%	70%	59%	68%	59%	55%	61%
		A	C		C				F,I		L		*	*
Over a text	14%	12%	16%	29%	12%	3%	11%	16%	16%	12%	11%	25%	18%	14%
			D,E	E							J		*	*
Over a phone call	29%	28%	30%	30%	33%	25%	26%	26%	33%	29%	28%	40%	26%	25%
				E							J,L		*	*
Over an email	6%	8%	5%	9%	8%	2%	8%	4%	5%	10%	5%	10%	6%	11%
			E	E							J		*	*
Over a letter	10%	9%	10%	10%	10%	9%	11%	7%	11%	7%	9%	12%	11%	11%
													*	*
Other	2%	2%	2%	1%	2%	4%	2%	2%	2%	2%	2%	2%	2%	3%
						C							*	*
Not applicable - I have never broken up with anyone before	13%	14%	12%	19%	7%	13%	12%	15%	10%	18%	15%	8%	10%	11%
			D,E		D					H	K		*	*
Prefer not to say	5%	6%	4%	7%	5%	5%	8%	5%	5%	4%	5%	4%	5%	8%
													*	*

KYB\_q3. For the following question, please draw from your own past experiences...Through which, if any, of the following ways have you ever been broken up with? Please select all that apply. If you have never been broken up with before, please select the 'Not applicable' option.

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61
<b>Base: All US adults</b>	1201	595	606	370	403	428	294	246	475	187	811	146	177	67
In person	57%	57%	57%	41%	62%	66%	53%	57%	61%	53%	60%	53%	49%	44%
				C	C						M		*	*
Over a text	17%	15%	18%	34%	15%	3%	17%	19%	16%	15%	15%	24%	17%	18%
			D,E	E							J		*	*
Over a phone call	29%	31%	28%	27%	37%	24%	30%	26%	32%	27%	29%	35%	29%	26%
				C,E									*	*
Over an email	8%	11%	5%	12%	9%	3%	10%	5%	8%	9%	6%	8%	17%	10%
		B	E	E			G						J*	*
Over a letter	10%	11%	8%	9%	11%	9%	12%	7%	11%	9%	10%	13%	10%	7%
													*	*
Other	3%	3%	4%	2%	4%	4%	3%	3%	3%	4%	3%	1%	4%	6%

# YouGov NY Breakups

US\_nat Sample: 10th - 12th February 2018



Total	Education				Marital Status						Children under the age of 18		
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k
	N	O	P	Q	R	S	T	U	V	W	X	Y	Z

DuoGb. Which of the following is closest to your view of romantic breakups in general?

Unweighted base	1220	465	393	236	126	603	21	153	58	338	47	346	874	424
<b>Base: All US adults</b>	1201	493	383	209	116	547	25	129	50	406	43	351	850	419
They tend to be casual/civil	25%	25%	25%	28%	24%	25%	17%	27%	19%	28%	9%	27%	25%	22%
They tend to be dramatic/messy	58%	55%	62%	60%	61%	60%	71%	64%	58%	54%	56%	60%	58%	62%
Don't know	16%	21%	13%	13%	15%	15%	11%	9%	23%	18%	35%	13%	18%	16%
		O.P					**		T*	T	R.T.V*			

KYB\_q2. For the following question, please draw from your own past experiences...Through which, if any, of the following ways have you ever broken up with someone? Please select all that apply. If you have never broken up with anyone before, please select the 'Not applicable' option.

Unweighted base	1220	465	393	236	126	603	21	153	58	338	47	346	874	424
<b>Base: All US adults</b>	1201	493	383	209	116	547	25	129	50	406	43	351	850	419
In person	64%	61%	69%	63%	68%	72%	69%	78%	70%	49%	67%	70%	62%	65%
Over a text	14%	15%	14%	16%	6%	11%	13%	9%	3%	21%	15%	23%	10%	17%
Over a phone call	29%	24%	32%	30%	38%	30%	18%	28%	15%	31%	28%	36%	26%	29%
Over an email	6%	5%	7%	8%	8%	5%	-	9%	-	8%	4%	6%	6%	7%
Over a letter	10%	8%	12%	9%	10%	9%	31%	10%	7%	9%	11%	11%	9%	11%
Other	2%	1%	2%	3%	4%	2%	3%	3%	5%	1%	4%	2%	2%	2%
Not applicable - I have never broken up with anyone before	13%	15%	9%	17%	8%	11%	7%	4%	17%	19%	12%	9%	14%	15%
Prefer not to say	5%	7%	4%	4%	5%	4%	7%	5%	6%	8%	8%	4%	6%	5%
		O		O.Q		T	**		T*	R.T	*	X		
							**		*	R	*			

KYB\_q3. For the following question, please draw from your own past experiences...Through which, if any, of the following ways have you ever been broken up with? Please select all that apply. If you have never been broken up with before, please select the 'Not applicable' option.

Unweighted base	1220	465	393	236	126	603	21	153	58	338	47	346	874	424
<b>Base: All US adults</b>	1201	493	383	209	116	547	25	129	50	406	43	351	850	419
In person	57%	54%	60%	58%	57%	64%	55%	65%	61%	44%	61%	59%	56%	56%
Over a text	17%	16%	20%	17%	10%	11%	11%	14%	7%	28%	12%	24%	14%	21%
Over a phone call	29%	29%	29%	26%	37%	30%	11%	30%	25%	30%	35%	38%	26%	30%
Over an email	8%	8%	8%	6%	11%	5%	-	6%	10%	13%	6%	10%	7%	10%
Over a letter	10%	9%	11%	9%	12%	9%	22%	10%	10%	11%	9%	11%	9%	12%
Other	3%	2%	2%	7%	6%	3%	3%	5%	5%	3%	2%	2%	4%	3%
			Q		P		**		*	R.T.U.W	*	Y	AA	AB.AC

# YouGov NY Breakups

US\_nat Sample: 10th - 12th February 2018



Total	Income		
	\$40k to \$80k	\$80k+	Prefer not to say
	AA	AB	AC

DuoGb. Which of the following is closest to your view of romantic breakups in general?

	Unweighted base	1220	345	254	197
<b>Base: All US adults</b>		1201	333	227	222
They tend to be casual/civil	25%	30%	29%	22%	
		Z			
They tend to be dramatic/messy	58%	55%	61%	54%	
Don't know	16%	15%	10%	25%	
		Z.AA.AB			

KYB\_q2. For the following question, please draw from your own past experiences...Through which, if any, of the following ways have you ever broken up with someone? Please select all that apply. If you have never broken up with anyone before, please select the 'Not applicable' option.

	Unweighted base	1220	345	254	197
<b>Base: All US adults</b>		1201	333	227	222
In person	64%	68%	71%	51%	
		AC	AC		
Over a text	14%	12%	10%	16%	
Over a phone call	29%	30%	33%	25%	
Over an email	6%	7%	9%	3%	
			AC		
Over a letter	10%	9%	9%	9%	
Other	2%	3%	2%	1%	
Not applicable - I have never broken up with anyone before	13%	13%	10%	12%	
Prefer not to say	5%	2%	3%	15%	
		Z.AA.AB			

KYB\_q3. For the following question, please draw from your own past experiences...Through which, if any, of the following ways have you ever been broken up with? Please select all that apply. If you have never been broken up with before, please select the 'Not applicable' option.

	Unweighted base	1220	345	254	197
<b>Base: All US adults</b>		1201	333	227	222
In person	57%	60%	64%	45%	
		AC	AC		
Over a text	17%	16%	13%	13%	
Over a phone call	29%	32%	29%	26%	
Over an email	8%	5%	6%	10%	
Over a letter	10%	10%	10%	7%	
Other	3%	3%	4%	5%	

**YouGov NY**  
**Breakups**

US\_nat Sample: 10th - 12th February 2018



Total	Gender		Age			Region				Race				
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	Not applicable - I have never been broken up with before	17%	15%	18%	22%	11%	17%	15%	21%	14%	20%	17%	15%	13%
Prefer not to say	5%	6%	5%	5%	6%	5%	6%	5%	5%	4%	5%	5%	6%	1%

**BfNe7. In general, for your own personal well-being, do you think it is more beneficial or harmful to stay in contact with an ex?**

Unweighted base	1220	560	660	281	410	529	289	262	489	180	882	154	123	61
<b>Base: All US adults</b>	1201	595	606	370	403	428	294	246	475	187	811	146	177	67
Much more beneficial	5%	7%	2%	6%	5%	4%	6%	3%	5%	5%	4%	9%	3%	9%
Somewhat more beneficial	12%	13%	11%	11%	12%	13%	12%	11%	12%	13%	13%	12%	9%	16%
Somewhat more harmful	20%	19%	22%	22%	21%	19%	19%	23%	20%	20%	21%	19%	22%	14%
Much more harmful	18%	15%	20%	21%	20%	13%	15%	20%	18%	17%	18%	16%	21%	13%
It doesn't help or hurt to stay in contact with an ex	28%	29%	26%	22%	26%	35%	29%	30%	28%	23%	28%	28%	28%	31%
Don't know/not sure	17%	17%	18%	19%	17%	17%	19%	14%	17%	23%	17%	17%	17%	18%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (5%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP, Minimum Base: 30 (\*\*), Small Base: 100 (\*)

**YouGov NY**  
**Breakups**

US\_nat Sample: 10th - 12th February 2018



Total	Education				Marital Status						Children under the age of 18		Under \$40k
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	
Not applicable - I have never been broken up with before	17%	17%	19%	14%	16%	**	8%	15%	21%	14%	11%	19%	19%
Prefer not to say	5%	4%	3%	3%	4%	**	5%	5%	7%	7%	4%	6%	5%

**BFNe7. In general, for your own personal well-being, do you think it is more beneficial or harmful to stay in contact with an ex?**

Unweighted base	1220	465	393	236	126	603	21	153	58	338	47	346	874	424
<b>Base: All US adults</b>	1201	493	383	209	116	547	25	129	50	406	43	351	850	419
Much more beneficial	5%	5%	5%	4%	3%	5%	10%	6%	-	5%	2%	4%	5%	5%
Somewhat more beneficial	12%	10%	12%	12%	21%	12%	5%	18%	15%	9%	20%	14%	11%	11%
Somewhat more harmful	20%	20%	20%	22%	22%	22%	8%	21%	14%	21%	19%	23%	20%	19%
Much more harmful	18%	18%	20%	15%	16%	18%	14%	12%	18%	20%	15%	23%	16%	22%
It doesn't help or hurt to stay in contact with an ex	28%	27%	28%	31%	23%	27%	38%	32%	42%	25%	25%	24%	29%	28%
Don't know/not sure	17%	20%	16%	15%	15%	17%	26%	12%	12%	20%	19%	13%	19%	15%

Cell Contents (Col