



12 Feb 2025

Proportions/Mean: Columns Tested [5% risk level] - 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/A/B/C · D/E · F/G/H/I/J · K/L · M/N · O/P · Q/R · S/T
Overlap formulae used. * small base

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24-089497-06 - VALENTINE'S DAY
7TH - 11TH FEBRUARY 2025
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Table 2

Q1 - Are you currently in a relationship?

Base: All adults aged 18-75 in Great Britain

		GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
	TOTAL	MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
Yes, I am currently in a relationship / married	1400	93	122	217	237	161	182	189	185
	65%	45%	59%	66%	75%	63%	70%	72%	63%
			a		c				
No, I am not currently in a relationship	725	108	83	107	70	91	74	72	103
	34%	53%	40%	33%	22%	36%	28%	27%	35%
		b		d					
Prefer not to say	35	3	3	3	9	5	5	2	4
	2%	2%	1%	1%	3%	2%	2%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

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[illegible]

Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
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Table 4

Q2 - And which, if any, of the following would you identify as?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
Heterosexual/straight	1912	178	160	284	285	221	239	244	285
	89%	87%	77%	87%	90%	86%	92%	92%	98%
		b				e		g	
Gay	54	5	-	20	-	16	-	9	*
	2%	3%	-	6%	-	6%	-	3%	*
		b		d		f		h	
Lesbian	16	1	7	-	4	-	3	-	-
	1%	*	4%	-	1%	-	1%	-	-
		a							
Bisexual	95	8	27	14	16	10	7	5	4
	4%	4%	13%	4%	5%	4%	3%	2%	1%
		a							
Pansexual	8	-	5	-	-	1	1	-	-
	*	-	2%	-	-	*	*	-	-
		a							
Omnisexual	3	2	-	-	1	1	-	-	-
	*	1%	-	-	*	*	-	-	-
Asexual	20	1	2	-	3	2	7	1	-
	1%	1%	1%	-	1%	1%	3%	*	-
Other (please specify)	13	3	-	-	4	1	-	3	-
	1%	2%	-	-	1%	*	-	1%	-
Don't know	8	2	2	3	2	-	1	-	-
	*	1%	1%	1%	*	-	*	-	-
Prefer not to say	36	4	6	6	3	6	4	3	2
	2%	2%	3%	2%	1%	2%	1%	1%	1%

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

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Overlap formulae used. * small base

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Table 6

Q3 - To what extent, if at all, would you describe yourself as a romantic person?

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very romantic	280 13%	44 22%	53 25%	69 21% d	33 10%	17 7%	20 8%	18 7%	21 7%
(3) Fairly romantic	991 46%	112 55%	103 49%	166 51%	155 49%	112 44%	111 43%	109 41%	109 37%
(2) Not very romantic	612 28%	26 13%	34 16%	65 20%	94 30% c	87 34%	91 35%	97 37%	113 39%
(1) Not romantic at all	204 9%	7 4%	9 4%	11 3%	28 9% c	32 12%	34 13%	33 13%	45 16%
Don't know	73 3%	15 7%	10 5%	15 5%	7 2%	9 3%	5 2%	7 3%	3 1%
NET: Romantic	1271 59%	156 77%	156 75%	235 72% d	188 59%	129 50%	131 50%	127 48%	130 45%
NET: Not romantic	816 38%	33 16%	42 20%	76 23%	122 39% c	119 46%	125 48%	130 49%	158 54%
Mean	2.65	3.02	3.01	2.94 d	2.62	2.46	2.46	2.44	2.37

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Table 7

Q4 - When thinking about a romantic partner, how important, if at all, do you consider the following?

Base: All adults aged 18-75 in Great Britain

	Good looking	Good sense of humour	You share common interests / things in common	They dress well	Personal hygiene	Their job / financial situation	Intelligent	Caring	Confident	Their religion	Their political views	Physical fitness / health	Their romantic history	Whether or not they want children	Whether or not they like pets	Their family background
UNWEIGHTED BASE	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160
WEIGHTED BASE	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160
(4) Very important	417	1228	957	385	1521	350	688	1371	502	288	308	399	205	721	582	296
	19%	57%	44%	18%	70%	16%	32%	63%	23%	13%	14%	18%	9%	33%	27%	14%
(3) Fairly important	1106	808	997	1074	536	853	1125	689	1151	410	601	1116	603	559	670	692
	51%	37%	46%	50%	25%	40%	52%	32%	53%	19%	28%	52%	28%	26%	31%	32%
(2) Not very important	499	73	138	539	57	659	261	47	395	690	767	491	899	379	521	780
	23%	3%	6%	25%	3%	31%	12%	2%	18%	32%	36%	23%	42%	18%	24%	36%
(1) Not important at all	78	11	25	99	13	223	45	20	44	689	402	98	338	385	314	323
	4%	1%	1%	5%	1%	10%	2%	1%	2%	32%	19%	5%	16%	18%	15%	15%
Don't know	59	40	43	63	33	75	42	34	68	83	82	56	116	117	74	70
	3%	2%	2%	3%	2%	3%	2%	2%	3%	4%	4%	3%	5%	5%	3%	3%
NET: Important	1524	2035	1954	1459	2057	1203	1813	2059	1653	698	909	1515	808	1280	1251	987
	71%	94%	90%	68%	95%	56%	84%	95%	77%	32%	42%	70%	37%	59%	58%	46%
NET: Not important	577	85	163	638	70	882	305	66	439	1379	1169	589	1237	763	835	1103
	27%	4%	8%	30%	3%	41%	14%	3%	20%	64%	54%	27%	57%	35%	39%	51%
Mean	2.89	3.53	3.36	2.83	3.68	2.64	3.16	3.6	3.01	2.14	2.39	2.86	2.33	2.79	2.73	2.46



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Table 8
Q4_3 - When thinking about a romantic partner, how important, if at all, do you consider the following? Good looking

Base: All adults aged 18-75 in Great Britain

	GENDER		AGE		GENERATION				SOCIAL GRADE		REGION								MARITAL STATUS		EDUCATION		EMPLOYMENT STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		RELATIONSHIP STATUS		SEXUALITY		SEXUALITY & RELATIONSHIP STATUS				ROMANTIC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED / JOINED AS SINGLE	WID / DIV	SEP	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £15,999	£16,000 - £24,999	£25,000 - £34,999	£35,000 +	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHIP	NOT IN A RELATIONSHIP	ALL STRAIGHT MEN	ALL STRAIGHT WOMEN	BISEXUAL	TRANSGENDER	OTHER	AT ALL ROMANTIC	NOT VERY AT ALL ROMANTIC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																					
UNWEIGHTED BASE	7274	3637	3637	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	1818	

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Overlap formulae used. * small base

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Table 9

Q4_1 - When thinking about a romantic partner, how important, if at all, do you consider the following? Good looking

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	417 19%	74 36%	58 28%	106 32% d	45 14%	38 15%	38 15%	33 12%	22 8%
(3) Fairly important	1106 51%	88 43%	95 46%	151 46%	189 60% c	155 60% f	128 49%	158 60% h	122 42%
(2) Not very important	499 23%	23 11%	35 17%	53 16%	71 22%	51 20%	83 32% e	57 22%	123 42% g
(1) Not important at all	78 4%	8 4%	15 7%	6 2%	6 2%	6 2%	9 4%	7 3%	18 6%
Don't know	59 3%	11 6%	4 2%	10 3%	6 2%	7 3%	3 1%	9 3%	8 3%
NET: Important	1524 71%	162 79%	154 74%	257 79%	234 74%	193 75% f	166 64%	190 72% h	144 49%
NET: Not important	577 27%	31 15%	50 24% a	59 18%	77 24%	57 22%	92 35% e	64 24%	140 48% g
Mean	2.89	3.18 b	2.97	3.13 d	2.88	2.9 f	2.76	2.85 h	2.52

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Table 10
Q4_2 - When thinking about a romantic partner, how important, if at all, do you consider the following? Good sense of humour

Base: All adults aged 18-75 in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

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Table 11

Q4_2 - When thinking about a romantic partner, how important, if at all, do you consider the following? Good sense of humour

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	1228 57%	92 45%	119 57%	188 58%	193 61%	124 48%	181 69%	139 53%	177 61%
			a				e		
(3) Fairly important	808 37%	90 44%	69 33%	117 36%	109 34%	115 45%	77 29%	113 43%	103 35%
			b				f		
(2) Not very important	73 3%	12 6%	16 8%	13 4%	8 2%	13 5%	1 *	6 2%	5 2%
						f			
(1) Not important at all	11 1%	3 1%	2 1%	2 1%	1 *	1 *	- -	- -	2 1%
Don't know	40 2%	7 3%	3 1%	6 2%	7 2%	5 2%	2 1%	6 2%	5 2%
NET: Important	2035 94%	182 89%	188 90%	306 94%	302 95%	239 93%	258 99%	252 95%	280 96%
							e		
NET: Not important	85 4%	15 7%	18 9%	15 5%	9 3%	13 5%	1 *	6 2%	7 2%
						f			
Mean	3.53	3.38	3.48	3.53	3.59	3.43	3.7 e	3.52	3.58

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



24 FEBRUARY - VALENTINE'S DAY
17th - 18th FEBRUARY 2025
INTERNAL/CLIENT USE ONLY
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12 Feb 2025

Table 12
Q4_3 - When thinking about a romantic partner, how important, if at all, do you consider the following? You share common interests / things in common
Base: All adults aged 18-75 in Great Britain

	GENDER		AGE		GENERATION				SOCIAL GRADE		REGION								MARITAL STATUS		EDUCATION		EMPLOYMENT STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		RELATIONSHIP STATUS		SEXUALITY		SEXUALITY & RELATIONSHIP		ROMANTIC						
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	A&BC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED / JOINT AS SINGLE	WID / DIV / SEP	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £15,999	£16,000 - £24,999	£25,000 - £34,999	£35,000 +	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHIP	NOT IN A RELATIONSHIP	HETEROSEXUAL MEN	HETEROSEXUAL WOMEN	AL / STRAIGHT MEN	AL / STRAIGHT WOMEN	BI / GAY		TRANS	OTHER	NOT VERY / AT ALL ROMANTIC			
UNWEIGHTED BASE	7488	3551	3937	607	1811	1070	1007	1649	2088	1653	1181	1769	1511	1605	1481	1666	1357	1147	1800	1407	2211	1115	1015	1400	105	1641	1613	111	488	1355	141	1005	199	161	218	711	1077	101	1481	111	151	1605	111	141	101	111	111	111	111	111	111
WEIGHTED BASE	2340	1051	1289	152	789	722	622	649	530	359	222	338	348	570	488	512	510	310	1205	105	225	771	1189	1019	701	451	555	540	546	335	285	112	645	178	211	207	835	720	1450	725	927	970	811	671	1271	810	111	111	111	111	
160 Very important	997	417	577	287	333	134	182	283	223	269	178	179	216	268	211	136	50	76	297	289	113	377	580	665	292	368	214	238	298	408	118	154	297	87	303	185	374	320	927	317	1278	477	244	335	581	312	405	436	436		
130 Fairly important	985	509	472	275	445	385	188	177	307	260	254	348	489	247	247	231	144	46	81	581	308	209	342	655	662	338	382	254	251	248	874	218	139	302	88	128	99	393	244	618	321	498	412	304	297	188	276	111	111	111	111
120 Not very important	138	82	55	17	46	36	41	37	35	25	68	70	26	31	34	22	5	21	69	58	11	40	98	92	46	28	34	34	23	107	29	15	36	4	18	17	42	46	83	55	75	49	45	32	79	54	111	111	111	111	
110 Not important at all	25	18	8	3	7	5	8	9	6	3	9	16	5	6	6	6	-	2	22	13	2	6	19	17	8	11	1	6	5	13	12	1	6	1	6	4	9	3	14	11	18	7	7	4	11	14	111	111	111	111	
Don't know	43	27	16	19	14	10	13	14	9	7	19	24	10	17	6	4	2	3	20	21	1	6	37	22	20	12	11	10	6	33	10	2	6	1	2	3	11	10	21	14	10	6	11	22	111	111	111	111			
NET: Important	1954	926	999	162	720	672	359	589	483	523	1126	828	463	516	462	280	96	117	1148	595	211	719	1205	1127	627	393	468	480	504	1703	235	293	508	173	218	181	787	663	1281	839	815	900	548	632	1188	725	111	111	111	111	
NET: Not important	163	86	64	20	52	41	60	46	38	28	77	86	31	37	40	28	5	23	81	68	13	48	117	109	54	39	36	40	38	120	41	18	42	5	23	23	51	49	97	66	10	58	52	37	90	48	111	111	111	111	
Mean	3.36	3.1	3.43	3.32	3.36	3.4	3.3	3.36	3.35	3.43	3.41	3.3	3.36	3.41	3.34	3.33	3.45	3.39	3.38	3.32	3.43	3.43	3.33	3.38	3.34	3.3	3.35	3.36	3.39	3.3	3.34	3.44	3.39	3.46	3.3	3.39	3.38	3.38	3.37	3.34	3.38	3.43	3.31	3.44	3.38	3.34	3.3	3.3	3.3	3.3	

Proportions/Means: Columns Tested (2% risk level) - 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/N/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



24-089497-06 - VALENTINE'S DAY
7TH - 11TH FEBRUARY 2025
INTERNAL/CLIENT USE ONLY
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12 Feb 2025

Table 13

Q4_3 - When thinking about a romantic partner, how important, if at all, do you consider the following? You share common interests / things in common

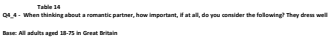
Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	957 44%	79 39%	97 47%	138 42%	144 45%	84 33%	134 51%	116 44%	152 52%
(3) Fairly important	997 46%	88 43%	85 41%	153 47%	150 47%	143 56%	110 42%	125 47%	127 43%
(2) Not very important	138 6%	24 12%	17 8%	19 6%	17 5%	20 8%	15 6%	19 7%	6 2%
(1) Not important at all	25 1%	4 2%	4 2%	7 2%	1 *	4 1%	- -	* *	3 1%
Don't know	43 2%	9 4%	4 2%	9 3%	5 2%	6 2%	3 1%	4 1%	4 1%
NET: Important	1954 90%	166 82%	182 88%	291 89%	294 93%	228 89%	243 93%	241 91%	279 96%
NET: Not important	163 8%	28 14%	21 10%	27 8%	18 6%	23 9%	15 6%	19 7%	9 3%
Mean	3.36	3.23	3.35	3.33	3.4	3.23	3.46 e	3.37	3.49

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base



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Table 15

Q4_4 - When thinking about a romantic partner, how important, if at all, do you consider the following? They dress well

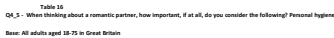
Base: All adults aged 18-75 in Great Britain

		GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
	TOTAL	MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	385	59	56	91	50	30	35	25	35
	18%	29%	27%	28%	16%	12%	13%	10%	12%
				d					
(3) Fairly important	1074	75	97	146	164	124	139	151	161
	50%	37%	47%	45%	52%	48%	53%	57%	55%
(2) Not very important	539	51	47	62	82	77	69	62	78
	25%	25%	23%	19%	26%	30%	27%	23%	27%
(1) Not important at all	99	6	5	17	11	16	13	12	15
	5%	3%	2%	5%	4%	6%	5%	5%	5%
Don't know	63	12	2	10	9	10	4	13	3
	3%	6%	1%	3%	3%	4%	2%	5%	1%
		b						h	
NET: Important	1459	135	154	237	214	154	175	177	196
	68%	66%	74%	73%	68%	60%	67%	67%	67%
NET: Not important	638	57	52	79	93	93	82	74	93
	30%	28%	25%	24%	29%	36%	31%	28%	32%
Mean	2.83	2.98	3	2.98	2.82	2.68	2.77	2.76	2.75
				d					

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions



24-089497-06 - VALENTINE'S DAY
7TH - 11TH FEBRUARY 2025
INTERNAL/CLIENT USE ONLY
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Table 17

Q4_5 - When thinking about a romantic partner, how important, if at all, do you consider the following? Personal hygiene

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	1521 70%	106 52%	145 70%	210 64%	234 74%	163 63%	217 83%	189 72%	238 81%
			a		c		e		g
(3) Fairly important	536 25%	76 37%	53 25%	94 29%	70 22%	81 31%	40 15%	65 25%	49 17%
		b				f			
(2) Not very important	57 3%	13 7%	5 2%	19 6%	6 2%	5 2%	1 1%	2 1%	1 *
		b		d					
(1) Not important at all	13 1%	2 1%	4 2%	1 *	- -	4 2%	- -	1 *	2 1%
Don't know	33 2%	7 4%	1 1%	3 1%	7 2%	5 2%	2 1%	5 2%	2 1%
		b							
NET: Important	2057 95%	181 89%	198 95%	303 93%	304 96%	244 95%	257 99%	255 97%	286 98%
			a				e		
NET: Not important	70 3%	15 7%	8 4%	20 6%	6 2%	9 3%	1 1%	4 1%	4 1%
				d		f			
Mean	3.68	3.45	3.64	3.59	3.73	3.6	3.83	3.71	3.8
			a		c		e		

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



24 FEBRUARY - VALENTINE'S DAY
17th - 18th FEBRUARY 2022
INTERNAL/CLIENT USE ONLY
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12 Feb 2025

Table 18
Q4_8 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their job / financial situation
Base: All adults aged 18-75 in Great Britain

	GENDER		AGE		GENERATION				SOCIAL GRADE		REGION								MARITAL STATUS		EDUCATION		EMPLOYMENT STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2024 VOTE		RELATIONSHIP STATUS		SEXUALITY		SEXUALITY X RELATIONSHIP		ROMANTIC					
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED / JOINT AS SINGLE	WID / DIV	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £15,999	£16,000 - £24,999	£25,000 - £34,999	£35,000 +	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHIP	NOT IN A RELATIONSHIP	ALL STRAIGHT MEN	ALL STRAIGHT WOMEN	ALL BISEXUAL	ALL GAY	ALL TRANSGENDER							
UNWEIGHTED BASE	7274	3637	3637	1818	1818	1818	606	1212	1212	1212	1212	1212	1212	1212	1212	1212	1212	1212	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637		
WEIGHTED BASE	7274	3637	3637	1818	1818	1818	606	1212	1212	1212	1212	1212	1212	1212	1212	1212	1212	1212	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637	3637
18: Very important	300	138	208	156	131	63	98	136	89	49	217	133	72	85	70	90	12	21	224	105	21	158	192	283	86	86	86	127	236	88	81	102	21	34	35	136	102	244	102	119	191	80	145	233	105	105	105	105	105	105	
	16%	13%	19%	24%	17%	9%	22%	21%	12%	8%	18%	12%	14%	12%	14%	14%	29%	12%	11%	18%	12%	9%	20%	14%	12%	12%	12%	12%	14%	14%	13%	10%	14%	17%	18%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	14%	
18: Fairly important	853	326	518	272	320	261	181	271	202	107	519	334	219	232	164	130	40	68	485	230	113	340	514	624	229	136	225	214	224	736	114	144	252	72	81	82	339	270	512	308	277	467	189	298	515	318	318	318	318	318	
	46%	31%	48%	42%	42%	36%	43%	42%	38%	25%	42%	36%	41%	42%	34%	34%	10%	17%	27%	28%	13%	44%	57%	42%	34%	34%	34%	34%	40%	40%	39%	40%	34%	39%	42%	37%	36%	42%	35%	44%	41%	41%	41%	41%	41%	41%	41%	41%	41%	41%	
18: Not very important	659	401	248	162	230	207	98	172	183	207	357	302	149	164	174	74	36	63	381	218	59	214	445	430	249	131	127	182	137	380	63	79	203	59	89	64	261	236	431	217	368	222	239	166	272	272	272	272	272	272	
	31%	38%	23%	21%	28%	17%	23%	20%	14%	17%	29%	12%	20%	20%	30%	24%	8%	14%	15%	12%	20%	28%	32%	28%	35%	31%	30%	34%	23%	12%	22%	21%	13%	41%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	
18: Not important at all	223	5	78	40	77	109	32	48	98	84	94	129	50	63	62	14	11	23	138	60	25	49	174	121	103	61	58	40	46	207	14	26	76	22	75	25	75	89	151	71	110	63	93	48	127	90	127	90	127	90	
	10%	14%	7%	6%	10%	15%	8%	7%	11%	10%	8%	14%	10%	11%	13%	5%	11%	13%	11%	9%	11%	8%	13%	13%	13%	13%	13%	13%	11%	7%	8%	11%	5%	8%	12%	8%	12%	9%	12%	11%	10%	14%	7%	10%	7%	10%	11%	11%	11%		
Don't know	75	42	32	22	24	25	13	23	17	21	35	39	14	26	18	5	3	9	42	32	2	10	65	40	35	21	12	17	14	67	8	3	11	4	9	1	19	21	41	27	34	27	20	17	25	32	32	32	32		
	3%	6%	3%	3%	4%	3%	3%	4%	3%	4%	3%	6%	3%	5%	4%	2%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%	1%		
NET: Important	1358	464	725	438	451	371	279	407	272	248	766	467	291	317	238	124	53	89	869	448	172	554	689	806	888	331	366	398	361	811	992	202	204	85	91	116	117	474	372	776	489	395	617	269	444	747	422	422	422	422	
	56%	44%	67%	64%	57%	45%	66%	63%	51%	44%	60%	50%	58%	56%	48%	37%	10%	11%	55%	53%	62%	65%	51%	61%	45%	46%	56%	56%	64%	51%	71%	65%	55%	52%	48%	56%	57%	52%	55%	56%	43%	68%	44%	66%	59%	52%	52%	52%	52%	52%	
NET: Not important	882	145	321	202	307	371	130	230	241	291	451	431	199	227	236	89	47	89	519	279	84	363	619	511	352	195	215	222	181	796	76	104	278	81	118	89	336	326	581	288	497	245	322	214	499	361	361	361	361		
	41%	32%	30%	31%	39%	52%	31%	34%	45%	52%	37%	48%	39%	40%	48%	28%	47%	47%	42%	41%	37%	34%	45%	38%	30%	48%	47%	42%	33%	41%	41%	43%	46%	48%	43%	43%	40%	45%	42%	49%	54%	29%	33%	32%	39%	44%	44%	44%	44%	44%	
Mean	2.84	2.45	2.82	2.86	2.87	2.8	2.84	2.79	2.75	2.89	2.72	2.82	2.64	2.82	2.82	2.68	2.5	2.84	2.64	2.8	2.8	2.53	2.45	2.45	2.45	2.46	2.48	2.48	2.48	2.81	2.58	3	2.77	2.6	2.53	2.58	2.61	2.66	2.55	2.64	2.63	2.43	2.82	2.68	2.54	2.54	2.54	2.54			
		a		da	e		hi	hi	i		k		n	n				n		v	v	x	x			2.46	2.48	2.48	2.48	2.81	2.58	3	2.77	2.6	2.53	2.58	2.61	2.66	2.55	2.64	2.63	2.43	2.82	2.68	2.54	2.54	2.54	2.54	2.54	2.54	2.54

Proportions/Means: Columns Tested [5% risk level]: 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/ABC - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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7TH - 11TH FEBRUARY 2025
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12 Feb 2025

Table 19

Q4_6 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their job / financial situation

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	350 16%	41 20%	56 27%	60 18%	71 22%	25 10%	45 17%	13 5%	36 12%
							e		g
(3) Fairly important	853 40%	83 41%	96 46%	111 34%	161 51%	69 27%	128 49%	63 24%	133 46%
					c		e		g
(2) Not very important	659 31%	57 28%	37 18%	112 34%	59 19%	114 45%	64 25%	118 45%	88 30%
		b		d		f		h	
(1) Not important at all	223 10%	15 7%	16 7%	33 10%	15 5%	37 14%	20 8%	61 23%	23 8%
				d		f		h	
Don't know	75 3%	8 4%	3 2%	11 3%	12 4%	13 5%	5 2%	10 4%	12 4%
NET: Important	1203 56%	124 61%	152 73%	171 52%	232 73%	93 36%	172 66%	76 29%	169 58%
			a		c		e		g
NET: Not important	882 41%	72 35%	53 25%	144 44%	73 23%	151 59%	84 32%	179 68%	111 38%
		b		d		f		h	
Mean	2.64	2.77	2.94	2.63	2.94	2.33	2.77	2.11	2.65
					c		e		g

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 20
OK_7 - When thinking about a romantic partner, how important, if at all, do you consider the following? ¹Important
Base: All adults aged 18-75 in Great Britain

	GENDER		AGE		GENERATION				SOCIAL GRADE		REGION								MARITAL STATUS		EDUCATION		EMPLOYMENT STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE					REFERENDUM 2016 VOTE		RELATIONSHIP STATUS		SEXUALITY		SEXUALITY X RELATIONSHIP		ROMANTIC			
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED / JOINT AS SINGLE	WID / DIV	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,999	£10,999 - £24,999	£25,000 - £34,999	£35,000 +	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHIP	NOT IN A RELATIONSHIP	AL / STRAIGHT MEN	AL / STRAIGHT WOMEN	AL / STRAIGHT BISEXUAL	AL / STRAIGHT TRANSGENDER		AL / STRAIGHT NON-BINARY	AL / STRAIGHT ROMANTIC	
UNWEIGHTED BASE	7480	3551	3929	607	181	690	807	1649	208	876	1222	338	558	570	488	332	1037	383	1200	187	223	1110	1053	1400	40	164	1613	111	488	105	141	100	161	218	223	807	103	1485	111	164	800	103	641	310	764		
WEIGHTED BASE	2340	1051	1289	632	788	722	422	1449	530	359	1222	338	558	570	488	332	1037	383	1200	187	223	771	1180	1619	701	401	155	140	546	336	285	112	648	178	233	207	830	720	1480	725	927	570	811	674	1271	810	
180 Very important	688	309	385	232	252	204	149	238	165	160	463	225	119	177	153	150	26	65	489	214	65	338	350	485	203	99	136	168	235	181	123	130	242	60	48	78	288	203	459	221	278	323	195	225	445	217	
	32%	29%	34%	36%	32%	28%	25%	34%	30%	29%	38%	34%	24%	33%	31%	48%	23%	37%	32%	33%	29%	44%	42%	32%	29%	25%	27%	31%	43%	40%	40%	37%	34%	20%	37%	38%	28%	38%	30%	33%	32%	38%	35%	35%	27%		
16 Fairly important	1135	552	581	302	424	399	380	940	287	313	612	513	595	511	246	339	65	83	683	333	329	372	753	749	376	215	292	279	262	981	332	189	315	98	141	102	435	391	727	375	486	509	320	354	640	457	
	52%	52%	52%	48%	54%	55%	48%	53%	54%	56%	50%	55%	54%	55%	50%	45%	63%	45%	50%	49%	57%	46%	54%	51%	54%	54%	57%	52%	48%	51%	48%	51%	48%	55%	58%	49%	52%	54%	52%	52%	52%	52%	52%	50%	50%		
10 Not very important	261	136	125	79	85	96	84	63	61	72	111	120	74	63	71	36	9	27	113	102	25	43	218	170	91	63	71	72	37	243	58	31	65	17	47	20	71	108	101	88	138	110	69	79	148	106	
	12%	11%	11%	11%	11%	11%	11%	10%	11%	10%	9%	10%	11%	11%	11%	9%	6%	10%	11%	10%	11%	11%	10%	11%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	10%	
10 Not important at all	46	27	18	19	11	15	18	10	11	6	10	80	14	12	8	2	2	4	25	17	3	11	34	31	14	18	7	16	7	38	9	-	15	1	7	5	14	13	30	13	26	15	18	9	24	18	
	2%	3%	2%	3%	1%	2%	4%	4%	2%	1%	1%	3%	3%	2%	1%	1%	1%	2%	2%	2%	1%	1%	2%	2%	2%	3%	1%	3%	1%	3%	1%	2%	1%	3%	3%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	2%	
Don't know	42	27	15	20	13	9	12	14	10	5	22	20	14	7	10	5	2	4	20	20	2	7	34	24	18	13	7	11	6	35	7	2	8	2	-	4	11	4	22	17	20	13	9	7	14	18	
	2%	3%	1%	3%	2%	1%	3%	3%	2%	1%	3%	3%	3%	1%	2%	1%	1%	2%	2%	3%	1%	1%	2%	2%	2%	3%	1%	2%	1%	3%	1%	1%	1%	-	7%	1%	1%	2%	3%	1%	1%	1%	1%	1%	1%		
NET: Important	1813	881	1005	531	676	653	629	1602	448	486	1075	738	600	607	389	208	96	148	1072	548	354	718	1188	1214	578	215	429	442	407	1440	254	278	557	119	188	178	714	588	1188	586	763	812	515	579	1188	876	
	84%	82%	86%	82%	86%	85%	78%	87%	84%	85%	88%	79%	79%	86%	82%	92%	88%	85%	86%	80%	86%	92%	79%	83%	83%	78%	83%	82%	91%	83%	88%	89%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%	88%
NET: Not important	305	163	139	98	97	111	81	73	72	79	125	180	90	75	79	39	11	31	158	119	29	54	251	200	105	73	79	87	44	279	29	31	80	18	54	26	84	122	152	111	144	125	86	88	172	124	
	14%	15%	13%	15%	12%	15%	10%	11%	14%	14%	10%	19%	18%	13%	16%	6%	11%	17%	13%	17%	13%	7%	18%	14%	15%	18%	15%	16%	8%	15%	9%	10%	12%	10%	22%	12%	10%	17%	14%	15%	16%	13%	14%	16%	15%	15%	
Mean	3.36	3.12	3.2	3.18	3.19	3.11	3.12	3.21	3.15	3.14	3.27	3.02	3.03	3.16	3.14	3.42	3.13	3.16	3.18	3.12	3.15	3.36	3.05	3.18	3.12	3.04	3.1	3.12	3.36	3.14	3.12	3.25	3.23	3.23	2.95	3.22	3.25	3.1	3.17	3.14	3.12	3.19	3.15	3.19	3.2	3.05	

Proportions/Means: Columns: Tested (5% risk level) - 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/ABC - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 21

Q4_7 - When thinking about a romantic partner, how important, if at all, do you consider the following? Intelligent

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	688 32%	69 34%	77 37%	115 35%	100 31%	62 24%	92 35%	63 24%	96 33%
(3) Fairly important	1125 52%	93 46%	82 39%	164 50%	180 57%	140 54%	142 54%	155 59%	157 54%
(2) Not very important	261 12%	23 11%	39 19%	36 11%	26 8%	40 16%	21 8%	37 14%	34 12%
(1) Not important at all	45 2%	10 5%	8 4%	5 1%	5 2%	9 3%	2 1%	4 2%	2 1%
Don't know	42 2%	9 5%	2 1%	6 2%	7 2%	7 3%	4 1%	4 2%	2 1%
NET: Important	1813 84%	162 79%	159 76%	280 86%	279 88%	202 79%	234 90%	218 83%	253 87%
NET: Not important	305 14%	33 16%	47 22%	40 12%	31 10%	49 19%	24 9%	41 16%	37 13%
Mean	3.16	3.14	3.11	3.22	3.21	3.02	3.26	3.07	3.2

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



Base: All adults aged 18-75 in Great Britain

Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

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Table 23

Q4_8 - When thinking about a romantic partner, how important, if at all, do you consider the following? Caring

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	1371 63%	119 58%	145 70%	204 63%	213 67%	121 47%	194 74%	139 53%	217 74%
			a				e		g
(3) Fairly important	689 32%	62 30%	54 26%	104 32%	92 29%	116 45%	64 25%	114 43%	71 24%
						f		h	
(2) Not very important	47 2%	11 6%	3 2%	10 3%	5 1%	9 4%	* *	5 2%	1 *
			b			f			
(1) Not important at all	20 1%	4 2%	3 2%	5 1%	3 1%	4 1%	- -	- -	1 *
Don't know	34 2%	7 4%	2 1%	3 1%	5 2%	7 3%	2 1%	5 2%	2 1%
NET: Important	2059 95%	181 89%	199 96%	308 94%	305 96%	237 92%	258 99%	254 96%	288 99%
			a				e		
NET: Not important	66 3%	16 8%	6 3%	15 5%	7 2%	13 5%	* *	5 2%	2 1%
						f			
Mean	3.6	3.5	3.66 a	3.57	3.65	3.42	3.75 e	3.52	3.74 g

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 24

Q4_3 - When thinking about a romantic partner, how important, if at all, do you consider the following? Confident

Base: All adults aged 18-75 in Great Britain

Base: All adults aged 18-75 in Great Britain

[illegible]

Proportions/Mean: Columns Tested [5% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions



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Table 25

Q4_9 - When thinking about a romantic partner, how important, if at all, do you consider the following? Confident

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	502 23%	73 36%	61 29%	103 32% d	68 22%	44 17%	62 24%	30 11%	55 19%
(3) Fairly important	1151 53%	89 44%	104 50%	151 46%	167 53%	130 51%	149 57%	167 63%	176 60%
(2) Not very important	395 18%	27 13%	34 16%	55 17%	67 21%	56 22%	45 17%	54 20%	52 18%
(1) Not important at all	44 2%	4 2%	7 4%	9 3%	7 2%	8 3% f	1 * f	4 2%	3 1%
Don't know	68 3%	11 6% b	2 1%	8 2%	8 2%	19 7% f	5 2%	9 4%	5 2%
NET: Important	1653 77%	162 80%	164 79%	255 78%	235 74%	174 68%	211 81% e	197 75%	232 79%
NET: Not important	439 20%	30 15%	42 20%	64 20%	74 23%	64 25% f	45 17%	58 22%	55 19%
Mean	3.01	3.2	3.06	3.1 d	2.96	2.88	3.06 e	2.87	2.99

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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[illegible]

Proportions/Mean: Columns Tested [5% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 27

Q4_10 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their religion

Base: All adults aged 18-75 in Great Britain

		GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
	TOTAL	MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	288	45	46	59	55	21	22	15	18
	13%	22%	22%	18%	17%	8%	8%	6%	6%
(3) Fairly important	410	55	44	78	67	41	32	31	51
	19%	27%	21%	24%	21%	16%	12%	12%	18%
(2) Not very important	690	42	57	94	96	83	107	92	111
	32%	21%	27%	29%	30%	32%	41%	35%	38%
(1) Not important at all	689	49	54	87	83	102	92	117	102
	32%	24%	26%	27%	26%	40%	35%	44%	35%
Don't know	83	12	8	9	17	11	8	9	9
	4%	6%	4%	3%	5%	4%	3%	3%	3%
NET: Important	698	101	89	136	122	61	54	46	69
	32%	49%	43%	42%	38%	24%	21%	18%	24%
NET: Not important	1379	91	111	181	179	185	199	209	213
	64%	45%	53%	56%	56%	72%	76%	79%	73%
Mean	2.14	2.51	2.41	2.34	2.31	1.92	1.94	1.78	1.95

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 28
Q4_11 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their political views

Base: All adults aged 18-75 in Great Britain

12 Feb 2025

	GENDER		AGE		GENERATION				SOCIAL GRADE		REGION								MARITAL STATUS		EDUCATION		EMPLOYMENT STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE							REFERENDUM 2016 VOTE		RELATIONSHIP STATUS		SEXUALITY		SEXUALITY & RELATIONSHIP STATUS		ROMANTIC		
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED / JOINED AS SINGLE	WIDOW / SEP	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £15,000	£15,000-£34,999	£35,000-£54,999	£55,000+	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHIP	NOT IN A RELATIONSHIP	AL/ STRAIGHT MEN	AL/ STRAIGHT WOMEN	AL/ BISEXUAL/ GAY/ TRANS/ NONBINARY	AL/ STRAIGHT WOMEN IN A RELATIONSHIP	VERY/ FAIRLY ROMANTIC	NOT VERY/ AT ALL ROMANTIC			
UNREGISTERED BASE	7480	3551	3929	607	361	660	807	164	208	86	1222	338	554	570	488	112	1017	181	1200	107	224	1110	1015	1400	85	164	161	111	608	135	161	205	109	241	218	724	1017	101	1481	111	164	808	111	111	764			
WEIGHTED BASE	2340	1051	1289	212	789	727	422	649	530	359	1222	338	554	570	488	112	1017	181	1200	107	225	771	1189	1019	701	401	555	540	546	335	285	112	546	178	241	217	830	720	1480	725	927	570	811	674	1271	810		
95%+ Important	360%	40%	30%	21%	14%	9%	20%	20%	25%	25%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
90 Very important	368	135	162	117	107	65	98	94	88	47	186	112	59	71	86	90	12	29	389	119	20	156	112	289	90	51	61	84	87	219	219	42	48	108	23	31	45	141	80	201	107	120	129	80	54	186	110	
85-90% Important	14%	13%	13%	21%	14%	9%	14%	12%	8%	10%	14%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	12%	
80-85% Important	651	380	271	231	223	388	180	205	225	221	383	219	218	242	123	1007	32	51	240	188	63	912	115	321	442	129	91	137	158	182	128	81	30	212	57	65	72	239	240	302	107	238	276	240	290	370	213	
75-80% Important	28%	27%	25%	29%	28%	26%	20%	32%	24%	27%	31%	22%	27%	28%	23%	14%	30%	28%	28%	27%	28%	30%	24%	30%	22%	23%	27%	28%	33%	32%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%	28%
70-75% Important	767	379	381	191	286	290	112	218	216	221	424	343	184	217	190	87	40	50	437	235	95	237	530	516	251	150	201	196	168	670	90	125	211	74	85	61	286	291	489	269	338	360	216	254	442	306		
65-70% Important	36%	36%	35%	29%	30%	40%	26%	34%	41%	40%	35%	37%	36%	38%	39%	28%	39%	27%	35%	34%	42%	31%	38%	35%	36%	37%	39%	36%	35%	35%	36%	36%	32%	40%	35%	29%	32%	40%	35%	37%	37%	35%	38%	35%	38%	35%	38%	
60-65% Important	482	215	184	101	150	110	70	110	105	117	180	222	112	101	100	34	12	43	266	135	41	83	309	251	131	81	102	90	97	360	39	47	103	22	11	21	180	170	279	117	196	172	138	122	244	148		
55-60% Important	19%	20%	17%	16%	19%	21%	17%	17%	20%	21%	15%	18%	18%	21%	11%	11%	14%	14%	20%	15%	18%	17%	22%	17%	22%	21%	20%	17%	18%	19%	14%	13%	10%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	11%	
Don't know	82	41	39	13	10	20	20	23	16	22	40	42	11	29	20	14	8	19	38	37	6	14	67	41	41	25	14	19	14	69	13	8	16	3	8	8	23	18	40	34	16	13	16	17	28	39		
NET: Important	909	414	474	227	329	213	219	290	193	198	579	311	197	233	178	177	43	81	519	307	81	427	483	651	258	141	188	217	289	757	161	132	110	80	97	118	440	241	593	306	308	404	240	282	557	323		
NET: Not important	42%	39%	44%	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	44	
Mean	2.39	2.33	2.44	2.59	2.37	2.24	2.62	2.45	2.31	2.24	2.5	2.25	2.29	2.37	2.31	2.72	2.47	2.38	2.36	2.5	2.28	2.65	2.25	2.43	2.31	2.29	2.31	2.44	2.48	2.36	2.61	2.42	2.5	2.46	2.34	2.71	2.6	2.22	2.38	2.43	2.32	2.39	2.31	2.38	2.4	2.37		

Proportions/Means: Columns Totalled (5% risk level) 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/ABC - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

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Table 29

Q4_11 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their political views

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	308	44	48	50	43	27	40	14	32
	14%	21%	23%	15%	13%	10%	15%	5%	11%
(3) Fairly important	601	52	66	101	104	59	59	68	83
	28%	25%	32%	31%	33%	23%	23%	26%	28%
(2) Not very important	767	60	51	110	103	109	106	99	121
	36%	30%	25%	34%	33%	43%	40%	37%	41%
(1) Not important at all	402	36	34	54	55	54	49	71	46
	19%	18%	16%	16%	17%	21%	19%	27%	16%
Don't know	82	12	8	11	12	8	8	12	10
	4%	6%	4%	3%	4%	3%	3%	5%	4%
NET: Important	909	95	114	151	147	86	99	82	115
	42%	47%	55%	46%	46%	33%	38%	31%	39%
NET: Not important	1169	96	86	164	159	163	154	170	167
	54%	47%	41%	50%	50%	64%	59%	64%	57%
Mean	2.39	2.54	2.64	2.47	2.44	2.24	2.35	2.1	2.36
								g	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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[illegible]

Proportions/Mean: Columns Tested [5% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

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Table 31

Q4_12 - When thinking about a romantic partner, how important, if at all, do you consider the following? Physical fitness / health

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	399 18%	71 35% b	50 24%	95 29% d	56 18%	31 12%	29 11%	23 9%	41 14%
(3) Fairly important	1116 52%	87 43%	98 47%	146 45%	171 54% c	122 48%	159 61% e	145 55%	170 58%
(2) Not very important	491 23%	29 14%	43 21%	64 20%	67 21%	79 31%	61 23%	75 28%	67 23%
(1) Not important at all	98 5%	9 5%	13 6%	14 4%	13 4%	11 4%	10 4%	17 6%	8 3%
Don't know	56 3%	7 3%	4 2%	6 2%	10 3%	15 6% f	3 1%	4 2%	6 2%
NET: Important	1515 70%	159 78%	148 71%	241 74%	227 72%	153 60%	188 72% e	168 64%	212 73%
NET: Not important	589 27%	38 19%	56 27%	78 24%	80 25%	89 35%	71 27%	91 35%	74 25%
Mean	2.86	3.12 b	2.91	3.01	2.88	2.72	2.8	2.67	2.86 g

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Table 32
Q4_13 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their romantic history

Base: All adults aged 18-75 in Great Britain

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	GENDER		AGE		GENERATION				SOCIAL GRADE		REGION								MARITAL STATUS		EDUCATION		EMPLOYMENT STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		RELATIONSHIP STATUS		SEXUALITY		SEXUALITY & RELATIONSHIP STATUS		ROMANTIC																																																																																																																																																																																																																																																																																																																																																																																																																																					
	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED / JOINT AS SINGLE	WIDOW / SEP	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £15,999	£16,000 - £24,999	£25,000 - £34,999	£35,000 +	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHIP	NOT IN A RELATIONSHIP	AL / STRAIGHT MEN	AL / STRAIGHT WOMEN	AL / STRAIGHT MEN IN A RELATIONSHIP	AL / STRAIGHT WOMEN IN A RELATIONSHIP	VERY ROMANTIC	NOT VERY ROMANTIC																																																																																																																																																																																																																																																																																																																																																																																																																																						
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%																																																																																																																																																																																																																																																																																																																																																																																																																																			
TOTAL	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																																																																																																																																																																																																																																																																																																																																																																																																																																	
UNREGISTERED BASE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																																																																																																																																																																																																																																																																																																																																																																																																																																
REGISTERED BASE	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																																																																																																																																																																																																																																																																																																																																																																																																																															
40 years important	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100																																																																																																																																																																																																																																																																																																																																																																																																																														
18 fairly important	683	297	335	49	69	206	128	133	113	390	240	143	161	111	129	136	134	3	66	37	377	434	188	122	137	148	428	464	327	82	101	41	78	8	224	184	377	216	239	308	141	212	421	366	381	366	381	366	381																																																																																																																																																																																																																																																																																																																																																																																																																																	
18 not important	285	245	312	378	206	256	100	100	100	280	260	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285	285																																																																																																																																																																																																																																																																																																																																																																																																																															
18 don't know	889	454	434	220	145	234	141	257	240	354	395	217	287	215	100	43	88	50	279	100	587	596	302	343	228	225	215	811	81	118	254	84	305	85	383	307	576	311	409	383	273	273	477	399	399	399	399	399	399	399																																																																																																																																																																																																																																																																																																																																																																																																																																
18 not important at all	389	166	164	57	138	144	37	91	1	10	113	177	165	87	31	16	31	218	87	36	302	216	121	68	4	72	8	91	88	100	32	37	36	132	138	340	93	141	139	107	170	170	170	170	170	170	170	170	170	170	170																																																																																																																																																																																																																																																																																																																																																																																																																															
Don't know	116	55	60	31	32	53	21	20	28	47	62	54	23	37	32	10	7	9	56	45	15	21	95	42	53	17	13	15	102	13	12	50	6	9	10	35	39	64	46	41	51	25	27	48	48	48	48	48	48	48																																																																																																																																																																																																																																																																																																																																																																																																																																
NET: Important	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%																																																																																																																																																																																																																																																																																																																																																																																																																													
NET: Not important	1237	421	588	277	481	477	178	348	337	373	881	556	291	322	311	132	59	121	796	386	136	414	823	811	425	210	315	318	303	1112	112	176	356	116	143	127	495	445	856	404	550	536	370	378	647	562	562	562	562	562	562																																																																																																																																																																																																																																																																																																																																																																																																																															
Mean	2.33	2.33	2.34	2.63	2.26	2.13	2.64	2.42	2.2	2.1	2.16	2.29	2.34	2.33	2.19	2.64	2.25	2.2	2.31	2.4	2.23	2.46	2.25	2.37	2.24	2.36	2.36	2.27	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67	2.43	2.28	2.67

Proportions/Means: Columns Totalled (5% risk level) 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/ABC - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

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Table 33

Q4_13 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their romantic history

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	205 9%	39 19%	32 15%	49 15%	25 8%	16 6%	16 6%	14 5%	12 4%
(3) Fairly important	603 28%	80 39%	69 33%	90 28%	113 36%	50 20%	78 30%	37 14%	75 26%
(2) Not very important	899 42%	59 29%	78 37%	130 40%	126 40%	126 49%	110 42%	139 53%	120 41%
(1) Not important at all	338 16%	14 7%	21 10%	44 14%	45 14%	51 20%	43 16%	57 22%	55 19%
Don't know	116 5%	12 6%	8 4%	12 4%	8 3%	14 5%	14 5%	17 6%	30 10%
NET: Important	808 37%	119 58%	101 49%	139 43%	138 44%	66 26%	94 36%	51 19%	87 30%
NET: Not important	1237 57%	73 36%	99 48%	175 54%	171 54%	177 69%	153 59%	196 74%	175 60%
Mean	2.33	2.75 b	2.56 a	2.46	2.38	2.13 f	2.27	2.03 h	2.17 g

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Proportions/Mean: Columns Tested [% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

Proportions/Mean: Columns Tested [% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base



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Table 35

Q4_14 - When thinking about a romantic partner, how important, if at all, do you consider the following? Whether or not they want children

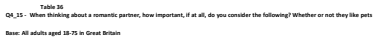
Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	721 33%	69 34%	97 47% a	124 38%	149 47% c	51 20%	83 32% e	55 21%	80 27%
(3) Fairly important	559 26%	69 34%	62 30%	87 27%	100 31%	81 32% f	45 17%	48 18%	59 20%
(2) Not very important	379 18%	35 17%	24 12%	80 25% d	32 10%	54 21%	41 16%	64 24% h	44 15%
(1) Not important at all	385 18%	19 9%	15 7%	20 6%	25 8%	54 21%	82 31% e	79 30%	84 29%
Don't know	117 5%	12 6%	10 5%	14 4%	11 3%	16 6%	11 4%	18 7%	25 8%
NET: Important	1280 59%	139 68%	159 77%	212 65%	249 78% c	132 51%	128 49%	103 39%	139 48%
NET: Not important	763 35%	53 26%	39 19%	100 31% d	58 18%	108 42%	122 47%	143 54% h	128 44%
Mean	2.79	2.99	3.22 a	3.01	3.22 c	2.54	2.52	2.32	2.51

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



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Table 37

Q4_15 - When thinking about a romantic partner, how important, if at all, do you consider the following? Whether or not they like pets

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	582	44	75	73	103	43	101	45	88
	27%	22%	36%	22%	33%	17%	39%	17%	30%
			a		c		e		g
(3) Fairly important	670	66	62	100	113	73	74	67	102
	31%	32%	30%	31%	35%	28%	29%	25%	35%
									g
(2) Not very important	521	55	49	95	56	76	48	88	52
	24%	27%	24%	29%	18%	30%	18%	33%	18%
				d		f		h	
(1) Not important at all	314	26	17	46	40	54	28	53	46
	15%	13%	8%	14%	13%	21%	11%	20%	16%
						f			
Don't know	74	13	5	13	6	11	9	12	4
	3%	6%	2%	4%	2%	4%	4%	5%	1%
NET: Important	1251	110	137	173	216	116	175	111	190
	58%	54%	66%	53%	68%	45%	67%	42%	65%
			a		c		e		g
NET: Not important	835	81	66	140	95	130	77	141	98
	39%	40%	32%	43%	30%	51%	29%	53%	34%
				d		f		h	
Mean	2.73	2.67	2.96	2.64	2.9	2.43	2.98	2.41	2.8
			a		c		e		g

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Proportions/Mean: Columns Tested [5% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

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Table 39

Q4_16 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their family background

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(4) Very important	296 14%	49 24%	37 18%	64 20%	46 15%	16 6%	37 14% e	14 5%	30 10%
(3) Fairly important	692 32%	67 33%	63 30%	93 28%	119 38% c	74 29%	92 35%	69 26%	104 36% g
(2) Not very important	780 36%	51 25%	75 36% a	113 35%	107 34%	101 39%	88 34%	116 44%	118 41%
(1) Not important at all	323 15%	30 15%	27 13%	45 14%	34 11%	56 22% f	38 14%	53 20% h	33 11%
Don't know	70 3%	7 4%	6 3%	11 3%	10 3%	11 4%	6 2%	12 5%	5 2%
NET: Important	987 46%	116 57%	100 48%	157 48%	166 52%	90 35%	129 50% e	83 32%	135 46% g
NET: Not important	1103 51%	81 40%	102 49%	158 48%	141 44%	157 61% f	126 48%	168 64% h	152 52%
Mean	2.46	2.69	2.55	2.56	2.58	2.2 e	2.5	2.18	2.46 g

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Table 40

Q5 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties?

Base: All adults aged 18-75 in Great Britain

	Labour	Conservative	Liberal Democrats	Reform UK	Green Party	SNP
UNWEIGHTED BASE	2160	2160	2160	2160	2160	2160
WEIGHTED BASE	2160	2160	2160	2160	2160	2160
(+2) Very easy	353 16%	260 12%	262 12%	270 13%	320 15%	172 8%
(+1) Fairly easy	449 21%	369 17%	457 21%	278 13%	462 21%	266 12%
(0) Neither easy nor difficult	754 35%	738 34%	880 41%	604 28%	757 35%	850 39%
(-1) Fairly difficult	182 8%	291 13%	170 8%	253 12%	180 8%	219 10%
(-2) Very difficult	189 9%	286 13%	128 6%	496 23%	178 8%	255 12%
Don't know	232 11%	216 10%	263 12%	258 12%	263 12%	398 18%
NET: Easy	802 37%	629 29%	719 33%	548 25%	782 36%	438 20%
NET: Difficult	371 17%	577 27%	298 14%	750 35%	358 17%	474 22%
Mean	0.31	0.01	0.29	-0.22	0.3	-0.07

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Base: All adults aged 18-75 in Great Britain

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Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T

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Table 42

Q5_1 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? Labour

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(+2) Very easy	353	41	42	74	43	43	37	41	27
	16%	20%	20%	23%	14%	17%	14%	16%	9%
				d					
(+1) Fairly easy	449	55	48	95	75	54	46	42	26
	21%	27%	23%	29%	24%	21%	18%	16%	9%
								h	
(0) Neither easy nor difficult	754	62	63	93	105	94	100	99	126
	35%	31%	30%	29%	33%	36%	38%	38%	43%
(-1) Fairly difficult	182	16	19	23	20	24	24	20	33
	8%	8%	9%	7%	6%	9%	9%	7%	11%
(-2) Very difficult	189	6	6	21	18	18	25	39	53
	9%	3%	3%	7%	6%	7%	10%	15%	18%
Don't know	232	24	29	20	56	25	28	22	27
	11%	12%	14%	6%	18%	10%	11%	8%	9%
				c					
NET: Easy	802	96	91	169	118	96	83	84	53
	37%	47%	44%	52%	37%	37%	32%	32%	18%
				d				h	
NET: Difficult	371	22	25	44	37	42	50	59	86
	17%	11%	12%	14%	12%	16%	19%	22%	30%
Mean	0.31	0.61	0.57	0.58	0.41	0.34	0.19	0.11	-0.22
								h	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Table 43
Q2_2 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? Conservative
Base: All adults aged 18-75 in Great Britain

	GENDER		AGE			GENERATION				SOCIAL GRADE		REGION										MARITAL STATUS		EDUCATION		EMPLOYMENT STATUS		INCOME				ETHNICITY		GENERAL ELECTION 2024 VOTE						REFERENDUM 2016 VOTE		RELATIONSHIP STATUS		SEXUALITY		SEXUALITY X RELATIONSHIP STATUS		ROMANTIC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED / CIVIL PARTNERSHIP	SINGLE	WIDOW / DIVORCED	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £10,000	£10,000 - £24,999	£25,000 - £34,999	£35,000 +	WHITE	ETHNIC MINORITY	CONSERVATIVE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHIP	NOT IN A RELATIONSHIP	AL / STRAIGHT MEN	AL / STRAIGHT WOMEN	AL / STRAIGHT BISEXUAL	AL / STRAIGHT GAY	AL / STRAIGHT TRANSGENDER	AL / STRAIGHT NONBINARY	AL / STRAIGHT ROMANTIC	AL / STRAIGHT ROMANTIC																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
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Table 44

Q5_2 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? Conservative

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(+2) Very easy	260 12%	22 11%	18 9%	48 15%	22 7%	36 14%	22 9%	36 14%	55 19%
				d					
(+1) Fairly easy	369 17%	33 16%	28 13%	86 26%	44 14%	46 18%	30 12%	48 18%	48 17%
				d		f			
(0) Neither easy nor difficult	738 34%	60 30%	60 29%	93 28%	102 32%	94 37%	113 43%	99 37%	108 37%
(-1) Fairly difficult	291 13%	39 19%	42 20%	40 12%	45 14%	29 11%	33 13%	38 14%	21 7%
								h	
(-2) Very difficult	286 13%	23 11%	30 14%	42 13%	55 17%	32 12%	35 14%	24 9%	32 11%
Don't know	216 10%	26 13%	30 15%	18 5%	49 15%	20 8%	27 10%	19 7%	27 9%
				c					
NET: Easy	629 29%	55 27%	46 22%	134 41%	66 21%	82 32%	53 20%	84 32%	103 35%
				d		f			
NET: Difficult	577 27%	62 31%	72 35%	82 25%	100 32%	61 24%	69 26%	62 24%	53 18%
Mean	0.01	-0.05	-0.21	0.19 d	-0.25	0.1 f	-0.12	0.14	0.27

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Q5_3 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? Liberal Democrats

Proportions/Mean: Columns Tested [5% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

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Proportions/Mean: Columns Tested [5% risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base



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Table 46

Q5_3 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? Liberal Democrats

Base: All adults aged 18-75 in Great Britain

		GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
	TOTAL	MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(+2) Very easy	262 12%	33 16%	18 9%	45 14%	28 9%	40 16%	22 8%	36 14%	37 13%
		b				f			
(+1) Fairly easy	457 21%	52 25%	49 24%	103 31%	64 20%	54 21%	44 17%	40 15%	44 15%
				d					
(0) Neither easy nor difficult	880 41%	66 32%	76 37%	116 35%	125 39%	101 39%	132 51%	116 44%	137 47%
						e			
(-1) Fairly difficult	170 8%	18 9%	19 9%	22 7%	23 7%	20 8%	16 6%	29 11%	17 6%
(-2) Very difficult	128 6%	9 4%	7 3%	17 5%	18 6%	14 5%	12 4%	19 7%	28 10%
Don't know	263 12%	26 13%	38 18%	24 7%	59 19%	28 11%	35 13%	24 9%	29 10%
				c					
NET: Easy	719 33%	85 42%	68 32%	147 45%	92 29%	94 37%	66 25%	76 29%	81 28%
				d		f			
NET: Difficult	298 14%	27 13%	26 13%	39 12%	41 13%	34 13%	28 11%	48 18%	45 15%
Mean	0.29	0.47	0.31	0.45 d	0.24	0.38	0.21	0.19	0.17

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Base: All adults aged 18-75 in Great Britain

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[illegible]

Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T

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Table 48

Q5_4 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? Reform UK

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(+2) Very easy	270	21	18	44	27	42	28	41	45
	13%	10%	9%	13%	9%	16%	11%	16%	15%
(+1) Fairly easy	278	38	19	63	32	32	23	31	38
	13%	19%	9%	19%	10%	12%	9%	12%	13%
		b		d					
(0) Neither easy nor difficult	604	63	51	85	90	82	80	70	79
	28%	31%	25%	26%	28%	32%	31%	26%	27%
(-1) Fairly difficult	253	29	26	41	35	23	31	40	25
	12%	14%	12%	13%	11%	9%	12%	15%	8%
								h	
(-2) Very difficult	496	27	60	71	78	54	67	57	67
	23%	13%	29%	22%	25%	21%	26%	22%	23%
			a						
Don't know	258	27	34	23	55	24	32	24	39
	12%	13%	16%	7%	17%	9%	12%	9%	13%
				c					
NET: Easy	548	59	37	107	59	73	51	73	82
	25%	29%	18%	33%	19%	29%	20%	28%	28%
		b		d		f			
NET: Difficult	750	56	85	112	113	77	97	97	92
	35%	27%	41%	34%	36%	30%	37%	37%	31%
			a						
Mean	-0.22	-0.01	-0.52	-0.11	-0.4	-0.07	-0.37	-0.17	-0.13
		b		d		f			

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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Proportions/Mean: Columns Tested [5% Risk level] - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions



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12 Feb 2025

Table 50

Q5_5 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? Green Party

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(+2) Very easy	320	37	39	47	46	37	34	37	35
	15%	18%	19%	14%	14%	14%	13%	14%	12%
(+1) Fairly easy	462	47	50	106	64	49	46	40	48
	21%	23%	24%	33%	20%	19%	17%	15%	17%
				d					
(0) Neither easy nor difficult	757	54	60	98	118	90	115	97	117
	35%	27%	29%	30%	37%	35%	44%	37%	40%
						e			
(-1) Fairly difficult	180	25	14	25	18	32	18	30	18
	8%	12%	7%	8%	6%	12%	7%	12%	6%
						f			
(-2) Very difficult	178	13	8	24	16	25	16	33	39
	8%	6%	4%	7%	5%	10%	6%	13%	13%
Don't know	263	27	36	26	54	24	32	26	35
	12%	13%	17%	8%	17%	9%	12%	10%	12%
				c					
NET: Easy	782	84	89	153	110	86	80	77	84
	36%	41%	43%	47%	35%	34%	31%	29%	29%
				d					
NET: Difficult	358	38	23	49	35	56	35	64	56
	17%	19%	11%	15%	11%	22%	13%	24%	19%
		b				f			
Mean	0.3	0.39	0.57	0.43	0.4	0.18	0.28	0.07	0.09

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



12 Feb 2025

Proportions/Mean: Columns Tested (5% risk level) - 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/A/B/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions



24-089497-06 - VALENTINE'S DAY
7TH - 11TH FEBRUARY 2025
INTERNAL/CLIENT USE ONLY
IPSOS

12 Feb 2025

Table 52

Q5_6 - How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? SNP

Base: All adults aged 18-75 in Great Britain

	TOTAL	GENERATIONS X GENDER							
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER	
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204	208	326	317	257	261	264	292
	100%	9%	10%	15%	15%	12%	12%	12%	14%
(+2) Very easy	172	23	9	37	13	29	16	25	16
	8%	11%	4%	11%	4%	11%	6%	10%	6%
		b		d		f			
(+1) Fairly easy	266	46	32	64	33	29	16	25	12
	12%	23%	15%	20%	10%	11%	6%	9%	4%
				d		f		h	
(0) Neither easy nor difficult	850	73	73	119	136	102	117	109	113
	39%	36%	35%	36%	43%	40%	45%	41%	39%
(-1) Fairly difficult	219	19	17	38	24	26	28	31	32
	10%	9%	8%	12%	8%	10%	11%	12%	11%
(-2) Very difficult	255	11	15	35	28	29	29	42	62
	12%	6%	7%	11%	9%	11%	11%	16%	21%
Don't know	398	32	62	34	83	41	54	31	57
	18%	16%	30%	10%	26%	16%	21%	12%	20%
			a		c				g
NET: Easy	438	69	41	101	46	59	33	50	28
	20%	34%	20%	31%	14%	23%	13%	19%	10%
		b		d		f		h	
NET: Difficult	474	30	32	73	52	55	57	73	94
	22%	15%	16%	22%	16%	22%	22%	28%	32%
Mean	-0.07	0.29	0.02	0.1	-0.09	0.02	-0.18	-0.17	-0.47
		b						h	

Proportions/Mean: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions.



12 Feb 2025

Proportions/Mean: Columns Tested (5% Risk level) - 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/AB/C - D/E - F/G/H/I/J - K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. * small base

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos Terms and Conditions



24-089497-06 - VALENTINE'S DAY
7TH - 11TH FEBRUARY 2025
INTERNAL/CLIENT USE ONLY
IPSOS

12 Feb 2025

Table 54

Q8 - Please imagine a scenario in which a partner were to surprise you for Valentine's day by wearing 'sexy lingerie'. How do you think you would feel in this scenario?

Base: All adults aged 18-75 in Great Britain

		GENERATIONS X GENDER								
		GEN Z		MILLENNIALS		GEN X		BABY BOOMER		
		MAN (a)	WOMAN (b)	MAN (c)	WOMAN (d)	MAN (e)	WOMAN (f)	MAN (g)	WOMAN (h)	
UNWEIGHTED BASE WEIGHTED BASE	TOTAL	2160	191	236	325	318	291	295	228	245
		2160	204	208	326	317	257	261	264	292
		100%	9%	10%	15%	15%	12%	12%	12%	14%
Excited	745	104	74	188	86	127	42	101	14	
	34%	51%	36%	58%	27%	50%	16%	38%	5%	
		b		d		f		h		
Happy	739	100	77	163	87	117	45	111	32	
	34%	49%	37%	50%	27%	45%	17%	42%	11%	
		b		d		f		h		
Aroused	611	82	47	154	61	126	25	100	13	
	28%	40%	23%	47%	19%	49%	9%	38%	4%	
		b		d		f		h		
Amused	568	41	59	49	107	36	98	56	114	
	26%	20%	28%	15%	34%	14%	37%	21%	39%	
				c		e		g		
Embarrassed	194	9	24	13	43	9	36	9	46	
	9%	4%	12%	4%	13%	4%	14%	4%	16%	
		a		c		e		g		
Confused	144	12	16	17	28	16	19	12	19	
	7%	6%	8%	5%	9%	6%	7%	5%	6%	
Concerned	103	13	11	21	9	9	9	3	24	
	5%	6%	5%	6%	3%	3%	3%	1%	8%	
								g		
Disinterested	76	6	6	5	8	3	11	10	26	
	4%	3%	3%	2%	2%	1%	4%	4%	9%	
								g		
Intimidated	63	14	5	5	5	9	11	2	9	
	3%	7%	2%	2%	2%	4%	4%	1%	3%	
		b								
Other (please specify)	47	1	2	3	6	5	14	11	4	
	2%	*	1%	1%	2%	2%	6%	4%	1%	
							e			
None of these	128	1	9	6	16	9	24	23	39	
	6%	*	4%	2%	5%	3%	9%	9%	13%	
		a		c		e				
Don't know	176	14	20	15	34	17	26	23	24	
	8%	7%	9%	4%	11%	6%	10%	9%	8%	
				c						
Prefer not to say	58	7	6	5	10	5	10	3	8	
	3%	4%	3%	2%	3%	2%	4%	1%	3%	
NET: Happy/Excited/ Aroused	1135	156	115	264	138	183	70	159	37	
	53%	77%	56%	81%	43%	71%	27%	60%	13%	
		b		d		f		h		
NET: Embarrassed/ Intimidated	238	23	28	19	44	18	40	12	50	
	11%	11%	13%	6%	14%	7%	15%	4%	17%	
				c		e		g		
NET: Confused/Concerned/ Disinterested	282	24	28	39	42	26	34	23	59	
	13%	12%	14%	12%	13%	10%	13%	9%	20%	
								g		
NET: Positive	1458	160	143	273	206	197	142	187	134	
	67%	79%	69%	84%	65%	77%	54%	71%	46%	
		b		d		f		h		
NET: Negative	470	42	51	55	81	40	63	31	98	
	22%	21%	24%	17%	26%	16%	24%	12%	34%	
				c		e		g		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h

Overlap formulae used.

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20 SEPTEMBER 2020
PUBLISHED BY THE
INTERNATIONAL MONETARY FUND

17/10/2020

Table 10

Sample profile

Base: All assets aged 0-10 years

	ASSET-LEVEL DATA									
	ASSET 1					ASSET 2				
	NAME	PROVIDER	ISIN	ISSUER	COUNTRY	NAME	PROVIDER	ISIN	ISSUER	COUNTRY
ASSET 1 (ASSET 2)	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
ASSET 2 (ASSET 1)	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 3	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 4	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 5	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 6	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 7	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 8	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 9	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 10	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 11	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 12	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 13	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 14	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 15	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 16	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 17	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 18	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 19	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 20	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 21	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 22	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 23	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 24	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 25	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 26	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 27	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 28	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 29	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 30	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 31	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 32	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 33	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 34	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 35	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 36	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 37	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 38	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 39	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 40	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 41	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 42	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 43	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 44	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 45	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 46	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 47	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 48	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 49	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 50	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 51	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 52	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 53	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 54	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 55	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 56	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 57	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 58	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 59	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 60	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 61	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 62	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 63	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 64	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 65	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 66	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 67	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 68	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 69	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 70	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 71	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 72	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 73	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 74	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 75	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 76	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 77	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 78	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 79	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 80	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 81	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 82	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 83	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 84	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 85	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 86	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 87	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 88	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 89	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 90	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 91	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 92	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 93	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 94	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 95	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 96	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 97	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 98	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 99	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%
ASSET 100	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%

Proportion/Share: Columns Total (100.00%) - 100.00% - 100.00% - 100.00%
Weighted average: 100.00% - 100.00% - 100.00% - 100.00%
This work was carried out in accordance with the requirements of the international quality standards for market research, ISO 26263 and with the Terms and Conditions.