

Base: All adults aged 18-75 in Gre	at Britain																																													
		GE	NDER		AGE			GENE	RATION		SOCIAL	L GRADE			REGI	ON			м	ARITAL STATUS		EDUCA	ITION	EMPLOYME	NT STATUS		INC	OME		ETD	INICITY		GENER	IAL ELECTION :	2024 VOTE		REFERENDU	IM 2016 VOTE	RELATIONS	SHIP STATUS	SEXU	AUTY	SEXUALITY X RE	TUS	ROM	ANTIC
																																							INA	NOT IN A	HETEROSEXU	нетелозехи	AL/ STRAIGHT	AL/		NOT VERY/
		MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILIENNIALS	GENX	BABY BOOMER	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING AS	SINGLE	WID/ DIV/ SEP	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000 +	WHITE	ETHNIC	CONSERVAT	LABOUR	DEMOCRAT	S REFORM UP	OTHER	REMAIN	LEAVE		RELATIONSHI P	STRAIGHT MEN		RELATIO NSHIP	A RELATIO	VERY/ FAIRLY	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(b)	(1)	60	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(0)	(c)	(D)	(E)	(1)	(G)	(H)	(1)	(2)	(K)	(L)	(M)	(N)	(0)	(P)	(0)	(8)	(5)	(T)
UNWEIGHTED BASE WEIGHTED BASE	2160 2160		1094 1078															177 183					1025	1470 1459						1828 1856		305 312							1415 1400			960 970		663 674		799 816
Yes, I am currently in a relationship / married	1400	033	726	369	555	477	218	457	349	376	824	576	325	386	315	191	69	113	1222	136	42	549	851	1013	387	152	283	411	457	1231	157	217	440	117	161	131	564	487	1400		611	674	611	674	856	530
	65%	63%	67%	57%	71%	66%	52%	70% f	een.	67% f	67% k	61%	65%	68%	65%	61%	67%	62%	58% st	20%	19%	71% V	62%	69% X	55%	38%	55% V	76% vA	83% vA8	66%	55%	70%	68%	66%	66%	63%	68%	68%	100% N	- 1	66%	69%	100%	100%	67%	65%
No, I am not currently in a relationship	725	379	330	270	222	233	198	180	170	176	353	341	172	182	165	114	28	64	23	530	172	210	514	424	301	240	228	122	86	594	126	94	202	57	79	74	256	226	100	725	311	281	-		397	280
	34%	36% b	31%	41% de	28%	32%	47% shi	28%	32%	32%	31%	36%	34%	32%	34%	36%	27%	35%	2%	77%	76%	27%	37%	29%	42% W	60% ABC	44% BC	23% C	16%	32%	44% D	30%	31%	32%	33%	36%	31%	31%	100	100% M	34%	29%			31%	34%
Prefer not to say	35	13	21	13	9	13	6	12	11	7	14	21	7	1	8	7	5	6	5	19	11	12	23	21	14	9	4	6	6	31	3	1	3	4	2	3	9	7		-	4	15		-	17	6
	2%	1%	2%	2%	2%	2%	2%	2%	2%	1%	1%	2%	1%		2%	2%	5%	3%		3%	5%	2%	2%	2%	2%	2%	2%	1%	1%	2%	2%		1%	2%	1%	2%	1%	1%		-		2%		-	1%	2%

Proportions/Mann: Column Tested (2X risk level) - a/b - c/d/e - (|g/h|) - |h| - (|m/h|/a/p/q - r/v) - w/v - w/v - v/h/b/C - D/E - T/G/nt//2 - K/L - M/N - D/P - Q/R - S/T Opering formulas used. ** small base



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Table 2
Q1 - Are you currently in a relationship?

Base: All adults aged 18-75 in Great Britain

					GENERATIO	NS X GENDER			
		GE	N Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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% a	66%	75% c	63%	70%	72%	63%
No, I am not currently in a relationship	725	108	83	107	70	91	74	72	103
	34%	53% b	40%	33% d	22%	36%	28%	27%	35%
Prefer not to say	35	3	3	3	9	5	5	2	4
	2%	2%	1%	1%	3%	2%	2%	1%	1%

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



Table 1 Q2 - And which, if any, of the following would you identify as?

Base: All adults aged 18-75 in Great Britain

											1								1			_		1		1					_								_							
		GF.	NOTE		AGE			GEN	FRATION		soci	L GRADE			ero	ION				MARITAL STAT	nis	FDE	CATION	FMRIOWN	ENT STATUS		INC	OME		FTHN	acity		CENTRAL	FIFTHON 20	DA WOTE		PETERNOLI	M 2016 VOTE	BELATION	SHIP STATUS	sn	CHARTY		RELATIONSHIP		MANTIC
					AGE					BABY									MARRIED		WID/ DIV/		NON		NOT	UP TO	£20,000-	£35,000-			ETHNIC	CONSERVATI		LIBERAL					IN A RELATIONSH	NOT IN A	HETEROSEX AL/ 6 STRAIGHT	U HETEROSEX AL/ STRAIGHT	HETEROSEXU AL/ SU STRAIGHT MEN IN A F RELATIO	AL/ STRAIGHT WOMEN IN A RELATIO	VERY/ FAIRLY	NOT VERY
		MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILIENNIA	S GEN X	BOOMER	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	/LIVING AS	SINGLE	SEP	GRADUATE	GRADUATE	s WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	WHITE	MINORITY	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	P	P	MEN	WOMEN	NSHIP	NSHP	ROMANTIC	ROMANT
UNWEIGHTED BASE WEIGHTED BASE	2160 2160 1006	1051	1094 1075 50%	667 652 30%	803 786 16%	690 722	437 422 20%	649 649	598 530 25%	476 559	1371 1222 57%	789 938 43%	523 504 23%	565 570 366	451 455 73%	306 312 16%	105 103*	177 183 8%	1250 1250 1250	687 685	213 225 10%	1135 771 36%	1025 1389 64%	1470 1459	690 701	384 401 10%	483 515 28%	521 540 25%	608 548	1828 1856 86%	285 110	305 312 14%	690 646	183 178 8%	218 243	223 207	877 829 18%	670 720	1415 1400	711 725 16%	910 927 47%	960 970 45%	619 611 78%	663 674	1292 1271 10%	799 816 18%
Heterosesual/straight	1912 89%	927 88%	970 90%	539 83%	696 89%	676 94% cd	338 80%	574 88% f	468 88% f	531 95% feh	1079 88%	833 89%	455 90% no	513 90% 0	419 86%	275 88%	83 81%	255 90%	1158 93%	554 82%	200 89%	674 87%	1237 89%	1296 89%	626 88%	343 86%	459 89%	491 91% V	488 89%	1642 88%	256 90%	296 95% GHI	575 89%	150 84%	222 92% HII	175 84%	725 88%	672 93% K	1294 92% N	598 83%	927 100%	970 100%	611 100%	674 100%	1125 89%	735 90%
Gav	54 2%	50 5% b	:	12 2%	28 4%	13 2%	5 2%	21 3%	17 3%	9 2%	35 3%	18 2%	11 2%	14 2%	11 2%	12 4%	3 3%	3 2%	21 2%	30 4% r	3 1%	21 3%	33 2%	29 3%	15 2%	15 4%	9 2%	8 2%	18 3%	51 3%	3 2%	6 2%	22 3% 1	11 6% FI	:	5 2%	30 4% L	12 2%	24 2%	29 4% M	:		:	:	34 3%	18 2%
Lesbian	16 1%	1	14 1% a	9 1% e	5 2%		9 2% ahi	4 1%	3 1%		11 1%	5 2%	1	4 1%	4 1%	4 1% 1	1 1%	:	2%	7 2%		5 2%	10 1%	20 2%	5 1%	4 1%	5 1%	2	3 1%	16 1%	- 1	:	4 1%	3 2%	2 1%	2 2%	1	:	9 1%	7 1%	-		-		14 1%	*
Succeal	95 4%	37 4%	54 5%	53 8% de	26 3%	16 2%	37 9% shi	30 5%	18 3%	9 2%	54 4%	41 4%	21 4%	19 3%	26 5%	11 3%	12 12% Imnoo	6 4%	37 3%	44 6% r	14 6% r	39 5%	56 4%	66 4%	29 4%	19 5%	24 5%	23 4%	22 4%	79 4%	15 5%	6 2%	35 5% F	5 3%	10 4%	15 7% F	41 5%	20 3%	47 3%	45 6% M			1	:	62 5%	32 4%
Partiexual	:	1	5 2%	5 1% e	3	- 1	5 2% el	- 1	3 1%	- 1	4	1	2 *	2 .	2	1	1 1%	:	2	5 1%	- 1	2 *	•	1	6 1% w	3 1%	:	2	1	•	1	- 1		- 1	- 1	1 1%	3	- 1		2	1	- 1	- :		5	2
Omnisexual	3	2	1	2	2		2	1	1		2	2	1 :	2	1		1		3		1	1	3	2	2	1 :	2	2	: 1	2	2 1%				2	1	1		3	1	1 :				1	3
Asexual	20 1%	1	11 1%	5 1%	10 1%	5 1%	5 2%	3	11 2%	1	7 1%	24 2%	4 1%	9 2%	2	2 1%	1 1%	3 2%	3	14 2%	3 1%	7 2%	13 1%	30 2%	10 1%	5 2%	5 1%	4 1%	3 1%	17 1%	4 2%	3 1%	3	5 3% G	1	3 2%	10 1%	5 1%	3	17 2% M	1		1	- :	3	17 2% 5
Other (please specify)	13 15	7 1%		5 1%	1	4	4 1%	4	1	4	5	8 7%	1	3	5 1%	2			5	6		3	10 1%	6	6	5 2%	2	2	3 1%	10	3		2	2	1		3	4	6	5	1				11	2
Don't know	:	4	4	5 1% e	2	1	4 1%	4	1		3	5 2%	2	2	5 2%				2	5 1%	1 1%	4 2%	4	7	2	3 1%	1	3 1%	1	:	- :			1 1%		3 2% G	1	2	2	5 1%	:		- :			1
Prefer not to say	36 2%	19 2%	15 1%	15 2%	13 2%	1%	11 3%	9 1%	11 2%	5 1%	24 2%	12 2%	6 1%	5 1%	13 3%	7 2%	2 2%	4 2%	11 1%	21 3%	5 2%	18 2%	18 1%	24 2%	12 2%	3 1%	8 2%	4 1%	9 2%	28 2%	5 2%	2 1%	4 1%	4 2%	4 2%	4 2%	15 2%		8 2%	18 2% M	1		1 : 1	:	12 1%	8 1%

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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 4

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

Base: All adults aged 18-75 in Great Britain

					GENERATIO	NS X GENDER			
SEN MAN WOMAN MAN WOMAN (d)	ENIALS	GE	NX	BABY I	BOOMER				
		MAN	WOMAN	MAN	WOMAN (d) MAN (e) WOMAN (f) 318 291 295 317 257 261 15% 12% 12% 285 221 239 90% 86% 92% e - 16 - - 6% - - f 4 - 3 1% - 1% - 5% 4% 3% - 1 1 - - 1 1 - - 1 1 - - 1 1 - - 1 1 - - 2 7 - 1% 1% 3% 4 1 - - 1% - - - 1% - - - 2 - 1 - 1%	MAN	WOMAN		
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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					е		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		-	-	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			2	_		221 239 86% 92% e 16 - 6% - f - 3 - 1% 10 7 4% 3% 1 1 * * 1 - 2 7 1% 3% 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1 - 1	-	-	
	89% 87% b 54 5 2% 3% b 16 1 1% * 95 8 4% 4% 8 - * 1% 20 1 1% 1% 13 3 1% 2% 8 2 * 1% 36 4			*	-	*	-	-	
Prefer not to say	36	4	6	6	3	6	4	3	2
	2%	2%	3%	2%	1%	2%	1%	1%	1%

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

Table 5 Q3 - To what extent, if at all, would you describe yourself as a romantic person?

Base: All adults aged 18-75 in i	ireat Britain																																																
			NOFE		AGE				SENTRATION			ICIAL GRADE				REGION				MARIT	FAI STATUS		FDUCA	ATYON	EMBLOYN	ENT STATUS			INCOME			FTHINGIT	,		CENTRAL	FIFETION 20	DA WOTE		PETERNO	UM 2016 VOT	PELATI	ONSHIP STATE		STRIBLITY		EXUALITY X RE		EOM	ANTIC
										BAI									MA	PRIED		no/ prv/		NON		NOT	ир то	£20,00						NSERVATI		LIBERAL					INA		HETER A AI	v .	TEROSEXU :	MEN IN A	AL/ STRAIGHT WOMEN IN A RELATIO	VERY/ FAIRLY	
		MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENN	NIALS GEN 2	8001	MER ABCI	(2	NORT	H MIDLA	ios souti	LONDO	WALES	S SCOTLA	ND /UV	NG AS S	INGLE	SEP 0	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,91	99 £54,9	99 £55,	,000 + V	M STIHM	NORITY	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	P	P	M	.N W	WOMEN	NSHIP	NSHP	ROMANTIC	ROMANTIC
UNWEIGHTED BASE WEIGHTED BASE	TOTAL 2160 2160		(b) 1094 1078	(c) 667 652	(d) 803 786	(e) 690 722	437 422	649 649	(b) 508 530	43 55	0 6 1372 9 1222	71	0) p 522 E 504	(m) 501 571	(n) 481 488	(o) 305 312	(p) 103*	(e) 177 183		250 250	(s) 687 685	(t) 233 225	(u) 1135 771	(v) 1025 1389	(w) 1470 1459	(x) 690 701	(y) 384 401	(A) 453 515	(U) 521 540		(C) 608 548	(D) 1828 1856	(E) 311 285	(F) 305 312	(6) 690 646	(H) 183 178	(1) 218 243	223 207	877 829	(L) 670 720	(M) 1415 1400	(N) 711 725	9:	0 7	(P) 960 970	(Q) 619 611	(R) 663 674	(5) 1292 1271	759 816
(4) Very romantic	280 13%	149 14%	127 12%	150 23% de	83 11% e	47 6%	99 24% shi	103 16N hi	37 6 7%	41	292 6 26% k	. 9	6 125	68 129	56 12%	70 23% Imno	12 11%	13 7%		177 14% t	85 12%	18 8%	149 19% V	131 9%	218 15% ×	62 9%	45 11%	64 12N	61 119	6 2		213 11%	62 22% D	39 12%	109 17% J	27 15% J	30 12%	14 7%	117 14%	77 11%	201 14% N	77 11%	11		107 11%	104 17% R	77 11%	280 22% T	:
(3) Fairly romantic	991 46%	498 47%	478 44%	341 52% de	366 46% e	284 39%	217 51% hi	325 50% hi	230 43%	22 39	0 552 % 45%	41	0 225 % 455	251	226 46%	157 50%	45 44%	82 45%		163 15%	330 48%	98 43%	359 47%	632 46%	707 48% x	284 40%	175 44%	239 46%	224	1 2 6 5	52% v8	845 46%	140 49%	147 47% H	306 47% H	65 36%	98 40%	101 49% H	374 45%	314 44%	655 47%	320 44%	44	2 86	436 45%	296 48%	302 45%	991 78% T	1
(2) Not very romantic	612 28%	274 26%	332 31%	104 16%	230	279 39%	61 15%	159 25%	182 6 34%	21 38		20			146	52 17%	34 33%	55 30%		11%	153 22%	74 33%	198 26%	414 30%	397 27%	215 31%	97 24%	151 29%	185 357			558 30%	51 18%	87 28%	177 27%	59 33%	85 35%	58 33%	252 30%	221 31%	418 30%	191 26%	21		302 31%	167 27%	219 32%		512 75%
(1) Not romantic at all	204 9%	83	116 11%	22 3%	83 11%	99 14%	29 4%	39 6%	66 13% fe	71 14	99 % 8%	10		62 111	42 5%	19 6%	85	21 11%		107 9%	70 10%	27 12%	47 6%	157 11%	104 7%	100 14%	58 14% AC	46 9% C	55 109			181	21 7%	37 12% G	42 6%	22 13% G	20 8%	21 10%	70 8%	95 13% K	113 8%	89 12% M	7. 8	5	108 11% 0	35 5%	73 11% 0		204 25% 5
Don't know	73 3%	45 4% b	26 2%	34 5%	25 3%	13 2%	26 6% hi	23 4%	14 3%	21	33 3%	4		14 2N	17 4%	13 4%	4%	12 6%		17 1%	47 7% f	9 4% r	18 2%	55 4%	33 2%	40 6% W	26 6% ABC	15 3%	11 2%		2%		12 4%		12 2%	5 3%	10 4% F	4 2%	17 2%	12 2%	13 1%	47 7% M	4	1 %	18 2%	8 1%	3		-
NET: Romantic	1271 59%	648 62% b	605 56%	491 75% de	448 57% e	331 46%	316 75% ghi	428 66N hi	1 267 6 50%	25 46	9 743 % 62%	55		315 6 561	283 58%	228 73% Imnp	57 55%	96 525		140	415 61% t	116 51%	508 66% V	763 55%	925 63% x	345 49%	221 55%	303 59%	285 533			1059 57%	201 71% D	186	415 64% HU	92 52%	128 53%	115 55%	490 59%	392 54%	856 61% N	397 55%	57 62	×	542 56%	400 65% R	379 56%	1271 100% T	
NET: Not romantic	816 38%	358 34%	447 42% a	126 19%	312 40% c	378 52% cd	80 19%	198 31% f	1 248 6 47% fe	28 52 fe	9 446 % 36%	35			188 39%	71 23%	42 41% 0	76 423	: :	193 19% 1	223 33%	100 44% 1	245 32%	571 41% u	501 34%	315 45% W	155 39% C	197 38% C	244 453 AC	. 2		739 40% E	72 25%	124 40%	219 34%	81 46% G	105 43% G	88 43% G	322 39%	316 44%	530 38%	280 39%	33		410 42% 0	203 33%	292 43% O	- :	816 100% 5
Mean	2.65	2.71 b	2.59	3 de	2.59 e	2.39	ghi ghi	2.79 hi	2.46	2.	4 2.7 k	2.5	7 2.61	2.51	2.63	2.93 Imn po	2.61	2.51		1.66 t	2.67 t	2.5	2.81 v	2.55	2.73 ×	2.47	2.56	2.54	2.55		2.84 pAS	2.61	2.88 D	2.6	2.76 FHI J	2.56	2.59	2.53	2.66 L	2.53	2.68 N	2.57	2.3	1 2	2.57	2.78 R	2.57	3.22 T	1.75

Proportions/Mann: Column Tested (3% risk level) - $a/b - c/d/e - i/g/h/i - j/k - i/m/n/a/p/q - r/v/t - u/v - w/s - \gamma/h/h/C - D/t - F/G/h(i/i) - N/t - M/N - D/P - Q/R - S/T Overlap formulae used. ** small base$



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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

					GENERATION	NS X GENDER			
GEN Z MILLENIA	ENIALS	GE	N X	BABY	BOOMER				
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	44	53	69	33	17	20	18	21
	13%	22%	25%	21%	10%	7%	8%	7%	7%
				d					
(3) Fairly romantic	991	112	103	166	155	112	111	109	109
	46%	55%	49%	51%	49%	44%	43%	41%	37%
(2) Not very romantic	612	26	34	65	94	87	91	97	113
	28%	13%	16%	20%	30%	34%	35%	37%	39%
					С				
(1) Not romantic at all	204	7	9	11	28	32	34	33	45
	9%	4%	4%	3%	9%	12%	13%	13%	16%
					С				
Don't know	73	15	10	15	7	9	5	7	3
	3%	7%	5%	5%	2%	3%	2%	3%	1%
NET: Romantic	1271	156	156	235	188	129	131	127	130
	59%	77%	75%	72%	59%	50%	50%	48%	45%
				d					
NET: Not romantic	816	33	42	76	122	119	125	130	158
	38%	16%	20%	23%	39%	46%	48%	49%	54%
					С				
Mean	2.65	3.02	3.01	2.94	2.62	2.46	2.46	2.44	2.37
				d					

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



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

			You share common interests													
		Good sense of	/ things in			Their job /					Their political	Physical fitness /	Their romantic	Whether or not	Whether or not	Their family
	Good looking	humour	common	They dress well	Personal hygiene	financial situation	Intelligent	Caring	Confident	Their religion	views	health	history	they want children	they like pets	background
UNWEIGHTED BASE	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160	2160
WEIGHTED BASE	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

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.

Table 8
Q4_1- When thisking 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

				T .			T																				T															т —		T		1	
			INDER		AGE				ENTRATION			SOCIAL GRA	ane			erc	ION				MARITAI STA	nis	FDI	ICATION .	EMBLOYE	WINT STATUS		INC.	OME		FTH	NICITY		CENTS	AL ELECTION :	1024 VOTE		PETERNO	IM 2016 VOT	RELATIO	POMP STATUS	sn	HAUTY	SEXUALITY X	RELATIONSHI		OMANTIC
											ASY									MARRIED		WID/ DIV		NON		NOT	UP TO	£20,000-							LIBERAL					IN A RELATIONS	NOT IN A	AL/ STRAIGHT	HETEROSEX AL/ STRAIGHT	RELATIO	AL/ STRAIGHT WOMEN IN A RELATIO	N VERY/ FAIR	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENN	elALS GEN	NX BOI	OMER AD	C1 (CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	/LIVING AS	SINGLE	SEP	GRADUATE	S GRADUATE	s WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	WHITE	MINORITY	VE	LABOUR	DEMOCRAT	REFORM UP	K OTHER	REMAIN	LEAVE	P.	P	MEN	WOMEN	NSHIP	NSHP	ROMANTI	IC ROMAI
WEIGHTED BASE	2160 2160	1035 1071	(b) 1094	(c) 667	E03	690	437	549 549	22	25 -	176 11	71	789 038	523	(m) 565	(n) 481	308	(p) 106	(q) 177	1260	687	213 237	(u) 1135	1025	(w) 1470	590 701	354 403	(A) 483	(E) 521	608	1525	(E) 311	(J) 305	(G) 690	(H) 183	215	223	877 870	(L) 670	(M) 1415	711 711	920	960 970	619	(R) 663	1292	75
	100%			30%			20%				15% 53		43%							58%			36%		68%		19%						14%					38%		65%		43%		28%		59%	28
8 Very important	417 19%	251 24% b	164 15%	195 30% de	150 19% e	73 30%	133 31% shi	153 24% hi	73 14	7 1% 1	55 25 0% 25		160 17%	96 19%	96 17%	91 19%	SS 28% Imno	12 12%	35 29%	240 19% t	157 23% t	20 9%	196 25% v	221 16%	324 22% x	93 13%	72 18%	80 15%	100 19%	146 27% vAB	314 17%	100 35% D	55 18%	148 23% HI	22 12%	58 24% HI	24 11%	154 19%	123 17%	275 20%	137 19%	222 24% p	148 15%	147 24% R	113 17%	292 23% T	105 139
Fairly important	1106 51%	551 52%	534 50%	313 48%	424 54%	370 51%	189 45%	343 52%	29 55	M 2 5% 5	190 61 20% 51		488 52%	271 54%	284 50%	250 51%	157 50%	50 48%	95 52%	534 51%	347 51%	126 56%	395 51%	711 51%	747 51%	359 51%	183 46%	281 55%	280 52%	279 51%	968 52%	130 45%	157 50%	328 51%	99 55%	133 55%	113 55%	429 52%	382 53%	697 50%	388 53%	494 53%	479 49%	323 53%	318 47%	660 52%	416 519
Not very important	499 23%	184 18%	311 29%	89 14%	181 23%	228 32%	57 14%	126 19%	13 25	15 1			216 23%	118 23%	143 25%	116 24%	54 17%	31 30%	37 20%	309 25%	125 18%	54 29%	149 19%	349 25%	305 21%	192 27%	105 26%	124 24%	129 24%	101 18%	457 25%	37 13%	85 27%	139 22%	39 22%	49 20%	53 26%	205 25%	184 26%	349 25%	143 20%	164 18%	283 29%	116 19%	206 31%	263 21%	220
Not important at all	78 4%	26 3%	48 4%	31 5%	15 2%	33 5%	25 6%	12 2%	15	5 %	25 3 5% 3	i K	48 5%	11 2%	28 5%	17 3%	5 1%	8 7%	10 6%	41 3%	28 4%	9	19 2%	59 4%	51 4%	27 4%	27 7%	19 4%	15 3%	11 2%	68 4%	9 3%	9 3%	15 2%	12 6%	4 2%	15 7%	28 3%	26 4%	52 4%	27 4%	19 2%	42 4%	13 2%	29 4%	39 3%	38
n't know	59		a 22	d a	17	d	ah 17	16	1/				1		lo 10	.,		lo	lo	77	- 10		- 11	u at	- 10	70	BC 10	- 11		- ,,	ro.	- 10		17	GI		FGI	- 11		- 17	20	- 10	0	- 13		17	-
	3%	4% h	2%	4%	2%	3%	4%	2%	21	%	1% 3	N.	3%	2%	3%	3%	3%	3%	3%	2%	4%	3%	1%	2%	2%	4%	4%	2%	2%	2%	3%	3%	2%	3%	4%		2%	3%	1%	2%	4% M	3%	2%	2%	1%	1%	48
f: Important	1524 71%	803 76%	698 65%	508 78%	574 73%	442 62%	322 76%	495 76%	70	70 2 2% 6	135 E1 10% 72	5 %	648 62%	366 73%	379 67%	341 70%	244 78%	61 60%	131 71%	875 70%	504 74%	145 65%	592 77%	932 67%	1071 73%	452 64%	255 64%	361 70%	381 71%	424 77% vAB	1282 69%	230 80%	212 68%	475 74%	121 68%	290 78%	137 66%	573 69%	505 70%	972 69%	525 72%	716 77%	627 65%	470 77%	431 64%	952 75% T	521 649
: Not important	577 27%	211 20%	359 33%	120 18%	196 25%	261 36%	84 20%	137 21%	15 28				264 28%	129 26%	171 30%	132 27%	59 19%	38 37%	47 26%	350 28%	153 22%	73 33%	169 22%	408 29%	358 25%	219 31%	131 33%	142 28%	144 27%	113 21%	525 28%	46 16%	95 30%	154 24%	50 28%	52 22%	68 33%	233 28%	210 29%	400 29%	170 23%	183 20%	326 34%	129 21%	235 35%	302 24%	264 321
an .	2.89	3.01 b	2.77	3.07 de	2.92 e	2.69	3.06 hi	3.01 hi	2.8	13 2	.67 2.1 i		2.83	2.91	2.81	2.88 D	3.08 Imn	2.66	2.88 0	2.88 t	2.96 rt	2.71	3.01 v	2.82	2.94 x	2.77	2.78	2.84	2.89	3.04 vAB	2.85	3.16 D	2.84	2.97 FHI	2.77	3.01 FHI	2.71	2.87	2.84	2.87	2.91	3.02 p	2.77	3.01 R	2.77	2.96 T	2.75

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/R - S/T Overlap formulae used. * small base

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12 Feb 2025

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

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

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



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

		_	enera		AGE			cm	FRATION		1001	L GRADE			erci	ne.				ZUTATZ IATUBA		FRUCAT		FMR:OVMF			INCO			FTM	MCITY		CENTRA	AL ELECTION 2	034 WOTE		REFERENDU		. BELATION	ISMIP STATUS		MITY		RELATIONSHI		ROMANTIC
		62	NOE N		AGE			GEN	DIATION		SOCO	LONDE			REGI	ON			Ĩ	ARTIALSTATUS		EDUCAI	ion .	EMPLOTME	VI SIAIUS		INC.	ME		EIM	WCIIT		GENERO	AL ELECTION 2	U24 VOIE		REPERENDO	M 2016 VOIE			HETEROSEKU	нетелозех	HETEROSEXI AL/ U STRAIGHT	HETEROSEX AL/ STRAIGHT	r u	T
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILIENNIA	S GENX	BABY BOOMER	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES		MARRIED /LIVING AS	SINGLE	WID/ DIV/	GRADUATES G	NON RADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000 +	WHITE	ETHNIC MINORITY	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSH	NOT IN A RELATIONSH P		AL/ STRAIGHT WOMEN		WOMEN IN A RELATIO NSHIP	N VERY/ FAIR ROMANTI	
DIGHTED BASE HTED BASE	2160 2160 100%	1035 1051 49%	1094 1078 50%	667 652 30%	803 786 36%	690 722 33%	437 422 20%	649 649 30%	598 530 25%	476 559 26%	1371 1222 57%	789 938 43%	523 504 23%	565 570 26%	461 465 23%	308 312 14%	106 103* 5%*	177 183 8%	1260 1250 58%	687 685 32%	213 225 10%	1135 771 36%	1025 1389 64%	1470 1459 68%	690 701 32%	384 401 19%	483 515 24%	521 540 25%	606 546 25%	1828 1856 85%	311 285 13%	305 312 14%	690 646 30%	183 178 8%	218 241 11%	223 207 10%	877 829 38%	670 720 33%	1415 1400 65%	711 725 34%	910 927 43%	960 970 45%	619 611 28%	663 674 32%	1292 1271 59%	
ry important	1228 57%	543 52%	670 62% a	345 53%	475 60% c	409 57%	215 51%	384 59% f	310 59% f	318 57%	715 59%	512 55%	291 58%	313 55%	289 59%	172 55%	62 60%	102 56%	719 58%	390 57%	119 53%	645 58%	783 56%	835 57%	393 56%	213 53%	289 56%	325 60% V	312 57%	1059 57%	161 56%	179 57%	388 60%	105 59%	140 58%	113 55%	490 59%	419 58%	807 58%	199 55%	480 52%	603 62% D	317 52%	421 62% D	741 58%	
irly important	808 37%	436 41% b	357 33%	256 39%	269 34%	282 39%	165 39%	228 35%	198 37%	217 39%	444 35%	364 39%	187 37%	219 38%	176 36%	119 38%	37 36%	38%	465 37%	247 36%	95 42%	285 37%	523 38%	540 37%	267 38%	159 39%	200 39%	179 33%	209 38%	697 38%	100 35%	116 37%	228 35%	66 37%	95 40%	74 36%	300 36%	268 37%	519 37%	278 38%	388 42% p	326 34%	259 42% R	228 34%	470 37%	
verv important	73 3%	4%	29 3%	32 5% e	25 3%	17 2%	25 7% shi	21 3%	14 3%	11 2%	40 3%	34 4%	15 3%	19 3%	16 3%	14 5%	2 2%	4%	42 3%	29 4%	3 1%	29 4%	94 3%	52 4%	22 3%	18 4%	13 3%	20 4%	20 4%	59 3%	14 5%	13 4% 1	21 3%	4 2%	2 1%	15 7% GHI	25 3%	3%	46 3%	25 3%	37 4%	24 2%	23 4%	17 3%	42 3%	
t important at all	11 1%	:	5 1%	5 1%	:	:	2%	1%	:		:	2%	1%	1%		2 1%		1 1%	:	4 1%	1%	5 1%	:	1%	:	1%	3 2%	1%	:	?	5 2% D	:		2 1%	1%	3 2%	:	1%	7 1%	1%	:		1	:	:	
now	40 2%	23 2%	17 2%	14 2%	14 2%	12 2%	9 2%	12 2%	7 1%	11 2%	18 1%	22 2%	2%	15 3%	5 1%	5 2%	2 2%	3 2%	2% 2%	15 2%	5 2%	7 1%	33 2% u	21 1%	19 3%	10 2%	2%	11 2%	5 1%	34 2%	5 2%	3 1%	7	1	2 1%	2 1%	13 2%	9 1%	21 2%	3%	20 2%	14 1%	10 2%	7 1%	13	
portant	2035 94%	979 93%	1027 95%	601 92%	744 95%	691 96% c	380	613 94% f	508 96% f	535 96% f	1159 95%	876 93%	478 95%	532 93%	465 95%	291 93%	99	171 93%	1184 95%	637 93%	215 95%	730 95%	1306 94%	1376 94%	94%	371 93%	490 95%	505 94%	521 95%	1756 95% E	261 92%	295 95%	616 95% J	171 96% J	236 97% J	187 90%	789 95%	687 95%	1326 95%	677 93%	867 94%	929 96%	576 94%	96%	1211 95%	
important	85 4%	49 5%	35	37 6% e	28 4%	3%	32 8% shi	25 4%	14 3%	13 2%	45	4%	18 4%	22 4%	4%	16 5%	2%	5%	4%	33 5%	5 2%	35 5%	50 4%	62 4%	23 3%	20 5%	3%	24 4%	22 4%	4%	18 6% D	14 5%	23 4%	5 3%	5 2%	28 9% GI	3%	24 3%	53 4%	30 4%	40 4%	27 3%	25 4%	18 3%	47	
	3.53	3.48	3.59	3.47	3.57	3.54	3.43	3.56	3.57	3.55	3.55	3.51	3.54	3.52	3.56	3.5	3.50	3.51	3.54	3.53	3.51	3.53	3.54	3.53	3.54	3.49	3.53	3.57	3.53	154	3.49	3.53	3.57	3.55	3.55	3.45	3.56	3.55	154	3.52	3.48	3.6	3.49	1.6	3.55	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - i/g/p/i - j/k - i/m/n/a/p/q - r/n/t - u/v - w/x - y/A/B/C - D/E - F/G/M/J - K/L - M/N - D/P - Q/R - 5/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 ipocs Terms and Conditions.



12 Feb 2025

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

					GENERATION	NS X GENDER			
	MAN	ENIALS	GE	N X	BABY	BOOMER			
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	92	119	188	193	124	181	139	177
	57%	45%	57%	58%	61%	48%	69%	53%	61%
			а				е		
(3) Fairly important	808	90	69	117	109	115	77	113	103
	37%		33%	36%	34%	45% f	29%	43%	35%
(2) Not very important	73		16	13	8	13	1	6	5
(2)	_			_	2%	5%	*	2%	2%
				.,.		f			
(1) Not important at all	11	3	2	2	1	1	-	-	2
	1%	1%	1%	1%	*	*	-	-	1%
Don't know	40	7	3	6	7	5	2	6	5
	2%	3%	1%	2%	2%	2%	1%	2%	2%
NET: Important	2035	182	188	306	302	239	258	252	280
	94%	89%	90%	94%	95%	93%	99%	95%	96%
							е		
NET: Not important	85	15	18	15	9	13	1	6	7
	4%	7%	9%	5%	3%	5% f	*	2%	2%
Mean	3.53	3.38	3.48	3.53	3.59	3.43	3.7	3.52	3.58

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



Table 12

O4 3 - When thinking about a romantic partner, how important, if at all, do you consider the followine? You share common interests / things in common

Base: All adults aged 18-75 in Great Britain

			enera		AGE			cene	BATION		SOCIAL	CTARRE .			erci					AARITAI STATIIS	.	FDUCA		FMR OYME	NT STATUS	1	INC				NACITY		CENTRA	M FIRETION 20	134 WOTE		PEEFPENDER		RELATION	NO STATUS	sm			RELATIONSHIP ATUS		DOMANTIC
					, au				, inch		2000	UNDE			, and					January January		LUCK		LINFLOTING	AI SIKIUS			Jan.			MCIII.		- CLARK		The state of the s		- INTERESTOR				HETEROSEKU	нетелозехи	HETEROSEXU AL/ STRAIGHT	AL/ STRAIGHT		Τ
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BABY	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING AS	SINGLE	WID/ DIV/	GRADUATES C	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000+	WHITE	ETHNIC MINORITY	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	отнея	REMAIN	LEAVE	IN A RELATIONSH			AL/ STRAIGHT WOMEN		WOMEN IN A RELATIO NSHIP		
ENGHTED BASE HTED BASE	2160 2160 2160	1035 1051 45%	(b) 1094 1078 50%	667 652 10%	(d) 803 786 16%	690 722	437 422 30%	549 549	598 530 530	476 559 76%	1371 1222 57%	789 938 43%	523 504 73%	565 570	(n) 481 485 71%	308 312 14%	105 103*	(0) 177 183 8%	1260 1250 1250	(1) 687 685 176	213 225 10%	(u) 1135 771 36%	1025 1389 54%	1470 1459 68%	690 701	184 401 10%	483 515 28%	(8) 521 540 25%	608 548 356	1828 1856 85%	(E) 311 285	305 312 14%	690 646 106	(H) 183 178 8%	218 243 11%	223 207 10%	877 829 38%	670 720	(M) 1415 1400	711 725 16%	910 927 47%	960 970 45%	619 611 78%	663 674	1292 1271 10%	
ry important	957 44%	417 40%	527 49%	287 44%	335 43%	334 46%	182 43%	283 44%	223 42%	269 48%	578 47% k	379 40%	216 43%	268 47%	211 43%	136 43%	50 49%	76 42%	557 45%	289 42%	111 49%	377 49%	580 42%	665 46%	292 42%	168 42%	214 42%	238 44%	256 47%	828 45%	118 42%	154 50%	297 46%	87 49%	100 41%	85 41%	374 45%	320 44%	627 45%	317 44%	358 39%	477 49% D	244 40%	335 50%	581 46%	
irly important	997 46%	509 48%	472 44%	275 42%	385 49% c	338 47%	177 42%	307 47%	250 49% f	254 45%	548 45%	449 48%	247 49%	247 43%	231 47%	144 46%	46 45%	81 44%	591 47%	306 45%	100 45%	342 44%	655 47%	662 45%	335 48%	182 45%	254 49%	251 47%	248 45%	874 47%	116 41%	139 44%	302 47%	86 48%	118 48%	99 48%	393 47%	344 48%	656 47%	321 44%	458 49% p	423 44%	304 50%	297 44%	588 46%	
t very important	138 6%	82 8% b	55 5%	57 9% de	46 6%	36 5%	41 10% ei	37 6%	35 7%	25 4%	616 61%	70 8%	26 5%	31 5%	34 7%	22 7%	5 5%	21 12% lm	69 6%	58 8%	11 5%	40 5%	98 7%	92 6%	46 7%	28 7%	34 7%	34 6%	33 6%	507 6%	29 10% D	15 5%	36 6%	4 2%	18 7% H	17 8% H	42 5%	46 6%	83 6%	55 8%	75 8% p	49 5%	45 7%	32 5%	79 6%	
important at all	25 1%	16 1%	8 2%	13 2% e	7 1%	5 1%	8 2%	9 1%	4 1%	3 1%	9 1%	16 2%	5 1%	6 1%	5 1%	6 2%		2 1%	12 2%	11 2%	2 1%	5 1%	19 1%	17 1%	1%	11 3% A	:	6 1%	5 1%	13 1%	12 4% D	1	5 1%	:	6 2%	4 2%	9 1%		14 1%	11 2%	16 2%	7 1%	7 1%	4 2%	11 1%	
now	43 2%	27 3%	16 1%	19 3%	14 2%	10 1%	13 3%	14 2%	9 2%	7 1%	19 2%	24 3%	10 2%	17 3%	5 1%	4 1%	2 2%	3 2%	20 2%	21 3%	1 1%	5 1%	37 3% u	22 2%	20 3%	12 3%	11 2%	10 2%	5 1%	33 2%	30 3%	2 1%	5 1%	1	2 1%	3 2%	11 1%	8 1%	21 1%	20 3%	21 2%	14 1%	10 2%	6 1%	11 1%	
portant	1954 90%	926 88%	999 93% a	562 86%	720 92% c	672 93% c	359 85%	589 92% f	483 91% f	523 94% f	1126 92% k	828 88%	463 92%	516 91%	642 91%	280 90%	96 93%	257 86%	1148 92% 1	595 87%	211 94% 1	719 93% V	1235 89%	1327 91%	627 89%	350 87%	468 91%	489 91%	504 92% V	1703 92% E	235 82%	293 94% J	598 93%	173 97% U	218 90%	183 88%	767 93%	663 92%	1283 92% N	639 88%	815 88%	900 93% D	548 90%	632 94%	1169 92% T	
important	163 8%	98 9% b	64 6%	70 11% de	52 7%	41 6%	50 12% shi	46 7%	38 7%	28 5%	77 6%	86 9%	31 6%	37 6%	40 8%	28 9%	5 5%	23 12% lm	7%	69 10%	13 6%	46 6%	117 8% u	109 7%	54 8%	39 10%	36 7%	40 7%	38 7%	120 6%	41 14% D	16 5%	42 6%	5 3%	23 30% H	21 10% H	51 6%	49 7%	97 7%	66 9%	90 10% P	56 6%	52 9% R	37 5%	90 7%	
	3.36	3.3	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	3.29	3.38	3.32	3.43	3.43	3.33	3.38	3.34	3.3	3.35	3.35	3.39	3.35	3.24	3.44	3.29	1.46	3.3	3.29	3.35	3.38	3.37	3.34	3.28	3.43	3.31	3.44	3.35	

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - i/g/p/i - j/k - i/m/n/a/p/q - r/n/t - u/v - w/x - y/A/B/C - D/E - F/G/M/J - K/L - M/N - D/P - Q/R - 5/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 ipocs Terms and Conditions.



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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

					GENERATION	NS X GENDER			
		GI	N Z	MILL	ENIALS	GE	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	79	97	138	144	84	134	116	152
	44%	39%	47%	42%	45%	33%	51%	44%	52%
							e		
(3) Fairly important	997	88	85	153	150	143	110	125	127
	46%	43%	41%	47%	47%	56%	42%	47%	43%
						f			
(2) Not very important	138	24	17	19	17	20	15	19	6
	6%	12%	8%	6%	5%	8%	6%	7%	2%
								h	
(1) Not important at all	25	4	4	7	1	4	-	*	3
	1%	2%	2%	2%	*	1%	-	*	1%
Don't know	43	9	4	9	5	6	3	4	4
	2%	4%	2%	3%	2%	2%	1%	1%	1%
NET: Important	1954	166	182	291	294	228	243	241	279
	90%	82%	88%	89%	93%	89%	93%	91%	96%
NET: Not important	163	28	21	27	18	23	15	19	9
	8%	14%	10%	8%	6%	9%	6%	7%	3%
Mean	3.36	3.23	3.35	3.33	3.4	3.23	3.46	3.37	3.49
							e		

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



Table 14
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

		GEN	IDER		AGE			GENE	ERATION		soci	AL GRADE			REC	SION				MARITAL STATE	ıs	EDUC	ATION	EMPLOYME	ENT STATUS		INCO	ME		ETHN	CITY		GENERA	A ELECTION 20	224 VOTE		REFERENDU	IM 2016 VOTI	E RELATION	ISMIP STATUS	SEX	UAUTY		TATUS	
ED BASE BASE	TOTAL 2160 2160	MAN (a) 1035 1051	WOMAN (b) 1094 1078	18-34 (c) 667 652	35-54 (d) 803 786	55-75 (e) 690 722	GEN Z (f) 437 422	MILIENNIAL (g) 540 540	S GEN X (h) 538 530	BABY BOOMES (I)	ABC1 (i) 1371 1222	C2DE (k) 789 938	NORTH (I) 523 504	MIDLANDS (m) 505 570	SOUTH (n) 451 463	LONDON (o) 308 312	WALES (p) 105	SCOTLAND (q) 177 1111	MARRIED /LIVING AS (r) 1250		WID/ DIV/ SEP (t) 211 225	GRADUATES (u) 1135 771	NON GRADUATES (v)	WORKING (w) 1470 1459	NOT WORKING (x)	UP TO £19,999 (y)	£20,000- £34,999 (A)	E35,000- E54,999 (B)	E55,000+ (C) 608 548	WHITE (D) 1828 1856	ETHNIC MINORITY (E)		LABOUR (G) 500 545	LIBERAL DEMOCRATS (H)	REFORM UK (I) 213 243	OTHER (J) 223 207	REMAIN (K) 877 829	LEAVE (L) 670 720	RELATIONSH	NOT IN A RELATIONSH P (N) 711 725	AL/			AL/	IT IN IO VERY/ FA
portant	385 18%	206 20%	176 16%	179 27% de	130 17% e	77 11%	115 27% hi	142 22% hi	67 13%	60 11%	235 29%	150 16%	2315 101 20% na	89 16%	65 13%	98 31% Imno	14 13%	19 10%	232 19%	123 185	30 13%	36% 184 24% V	201 14%	286 20% x	99 14%	19% 59 15%	67 13%	102 19% A	135 25% vA8	285 25%	95 33% D	60 22% J	128 20% J	27 15%	41 17%	22 11%	131 16%	119 17%	258 18%	123 17%	184 20%	157 16%	134 22% R	109 16%	291 23% T
ortant	3074 50%	497 47%	562 52% a	290 44%	390 50%	394 55% c	177 42%	312 48%	271 51% f	314 56% fe	592 48%	482 51%	255 51%	279 49%	233 48%	143 46%	56 55%	307 59% mno	595 48%	349 52%	130 58%	358 46%	716 52% u	742 51%	331 47%	194 48%	263 51%	267 49%	265 48%	931 50%	134 47%	155 50%	329 51%	85 47%	132 54%	96 46%	421 52%	376 52%	666 48%	386 53% M	439 47%	521 54% D	276 45%	343 52%	668 53% T
portant	539 25%	252 24%	277 26%	140 21%	204 26%	295 27% E	103 24%	146 23%	147 28%	142 25%	310 25%	229 24%	117 23% 0	153 27% 0	150 31% lo	52 17%	26 25%	42 23%	335 27%	156 23%	48 22%	189 24%	350 25%	330 23%	208 30% W	105 26%	148 29% C	132 24%	117 21%	500 27% E	36 13%	70 22%	140 22%	58 32% FGI	53 22%	69 33% FGI	214 26%	180 25%	383 27% N	151 21%	231 25%	240 25%	161 26%	190 28%	240 19%
int at all	99 5%	52 5%	44 4%	19 3%	44 6%	36 5%	13 2%	29 4%	30 6%	27 5%	54 4%	45 5%	19 4%	26 5%	25 5%	13 4%	3	12 7%	57 5%	32 5%	10 5%	29 4%	70 5%	60 4%	39 6%	25 6%	25 5%	23 4%	20 4%	87 5%	11 4%	11 4%	35 6%	7 4%	10 4%	18 9%	46 6%	31 4%	61 4%	37 5%	39 4%	37 4%	23 4%	27 4%	50 4%
	63 3%	44 4% b	19 2%	24 4%	19 2%	20 3%	34 3%	20 3%	14 3%	15 3%	32 3%	32 3%	12 2%	23 4%	15 3%	7 2%	3 3%	3 2%	31 2%	26 4%	7 3%	11 1%	53 4%	40 3%	23 3%	18 4% C	12 2%	16 3%	11 2%	53 3%	30 3%	7 2%	13 2%	2 1%	7 3%	2 2%	17 2%	14 2%	32 2%	28 4%	33 4% p	14 1%	18 3% R	5 1%	21 2%
	5459 68%	703 67%	738 69%	468 72% de	520 66%	471 65%	292 69%	454 70% h	339 64%	374 67%	827 68%	632 67%	356 72%	368 65%	299 61%	241 77% mn	70 68%	126 69%	827 66%	472 69%	160 71%	543 70% V	925 66%	1028 71% ×	431 62%	253 63%	330 64%	369 68%	400 73% yA	1216 66%	229 80% D	224 72% J	457 71%	112 63%	173 71% J	118 57%	552 67%	495 69%	924 66%	509 70%	623 67%	678 70%	410 67%	452 67%	960 76% T
tant	638 30%	304 29%	321 30%	159 24%	248 32% c	231 32% c	115 27%	175 27%	177 33% E	169 30%	364 30%	274 29%	136 27%	179 31%	175 36% lo	65 21%	29 29%	54 29%	392 31%	187 27%	59 26%	218 28%	420 30%	390 27%	248 35% W	131 33% C	172 33% C	155 29%	137 25%	587 32% E	46 16%	81 26%	175 27%	65 36% FGI	63 26%	87 42% FGI	260 31%	211 29%	444 32% N	187 26%	271 29%	278 29%	183 30%	217 32%	291 23%
	2.83	2.85	2.82	3 de	2.79	2.73	2.97 hi	2.9 hi	2.73	2.75	2.85	2.81	2.89 ng	2.79	2.72	3.07 [mn	2.8	2.73	2.82	2.85	2.82	2.92 V	2.78	2.88 X	2.72	2.75	2.74	2.85 A	2.96 VAS	2.78	3.14 D	2.93 HII	2.87	2.75	2.87	2.5	2.79	2.83	2.82	2.85	2.86	2.83	2.88	2.8	2.96 T

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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

					GENERATIO	NS X GENDER			
		GI	N Z	MILL	ENIALS	GE	N X	BABY E	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h Overlap formulae used.



Table 16
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

		- cr	NDER		AGE			GENER	MOTON		SOCIAL	GRADE			ercu	ON			Ι,	MARITAL STATL	ıs	rour	ATION	FMROVM	WAT STATUS			COME		rne	WCITY		GENERA	N. ELECTION 20	124 VOTE		REFERENDUM	4 2016 VOTE	BELATIONS	HIP STATUS	sm		SEXUALITY X F			WANTIC
																					-																				HETEROSEKU		HETEROSEXU AL/ STRAIGHT			
		MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILIENNIALS	GENX	BABY	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING AS	SINGLE	WID/ DIV/	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19.999	£20,000- £34,999	£35,000-	£55.000+	WHITE	ETHNIC	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	IN A RELATIONSHI	NOT IN A RELATIONSH		AL/ STRAIGHT WOMEN		A RELATIO NSHIP	VERY/ FAIRLY	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(1)	60	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(8)	(c)	(D)	(E)	(F)	(G)	(H)	0)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(0)	(8)	(5)	10
	2160	1035	1094		803	690		540	598		1371	789			481	305	106		1260	687		1135	1025	1470	620	354	463		606	1525		105	690						1415		910	960		663	1292	
	2160																									401																				
	200%	40%	50%	30%	16%	33%	20%	30%	25%	26%	57%	43%	23%	26%	23%	14%	5%*	2%	58%	32%	10%	36 N	64%	68%	32%	19%	24%	25%	25%	86%	13%	14%	30%	25	11%	10%	38N	33%	65%	34%	43%	45%	28%	31%	59%	
important	1521	668	834	405	572	545	255	447	390	429	867	654	350	408	345	217	73	130	223	458	175	535	987	1022	499	264	362	389	392	1326	181	225	445	123	187	138	587	535	992	504	582	765	392	524	911	
	70%	64%	77%	62%	73%	75%	61%	69%	74%	77%	71%	70%	69%	72%	71%	69%	71%	71%	71%	67%	78%	69%	71%	70%	72%	66%	70%	72%	72%	71%	63%	73%	69%	69%	77%	66%	72%	74%	71%	69%	63%	79%	64%	78%	72%	
						c		- 1	- 1	fe																						_			GJ									0		_
v important	536 25%	315 30%	212	200	182	21%	32%	166	23%	21%	304 25%	232	127	138	117	83	24	47	309	27%	44	209 27%	327 24%	363	173	112 28%	131	224	136 25%	447 24%	35	77	176	44	46	56	207	23%	348 25%	183	31%	182	30%	23%	311 24%	
	25%	30%	20%	31%	23%	21%	3276	20%	23%	21%	25%	25%	25%	24%	24%	2506	24%	25%	25%	27%	20%	27%	24%	23%	25%	28%	2079	23%	2504	24%	30%	23%	27%	2376	29%	27%	25%	23%	2076	2506	31%	19%	30%	22%	2406	
ery important	57	- 00	14	22	30		30	17	-			- 24	- 11	.,	10		٠.	٠.	.,,	- 22		10	38	- 47	10	- 12	- 11	17	13	46	-		17			- 10	- 24	14	42	14	14		37			_
THE PROPERTY OF THE PARTY OF TH	35	4%	15	4%	25	1%	4%	4%	1%	15	2%	25	2%	35	4%	2%	1%	2%	25	3%		25	25	25	1%	3%	25	3%	25	2%	2%	2%	3%	5%	2%	25	3%	2%	25	2%	45	1%	4%	1%	35	
		ь					hi	h												t																					P				1	
important at all	13	7	6	5	2	6	5	1	4	4	3	11	9	2	2			1	3	7	3	5	9	2	4	5	3	2	3	10 1%	4	2	3	1	2	2	4	4	4	9	7	4	3		7 /	
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now	33	21	12	13	11	9	9	10	7	7	17	15	7	7	6	4	4	3	14	16	3	4	29	17	15	9	7		5	27	6		4	1	2	1	7	5	15	15	17	10		3	10	- 1
	2%	2%	1%	2%	1%	1%	2%	1%	1%	1%	1%	2%	1%	1%	1%	1%	4%	2%	2%	2%	1%	1%	2%	2%	2%	2%	1%	2%	1%	1%	2%		1%	•	1%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	25
	2057																						u																			947			_	_
noortant	95%	983	1046	605	754	699	389	611	512	544	1171 96%	886	477	545	462	299	97	95%	1197	641	219	744 96%	1314	1385 95%	672	376	491	513	528	1773 96%	258	305	622	167	233	194	794	697	200	355	BGS	947	573	663	1222	77
	95%	34%	97%	93%	10%	97%	9476	94%	4/%	6	96%	34%	95%	1674	90%	9606	90%	90%	1676	594%	97%	96%	3976	93%	90%	34%	9676	95%	90%	90%	34%	98%	96%	3476	90%	3456	90%	97%	96%	95%	34%	98%	34%	98%	9606	
important	70	47	20	34	22	14	24	27	11	7	33	37	20	17	20	9	1	4	29	28	3	24	47	36	14	17	15	19	15	56	12	7	20	11	- 1	12	28	18	46	23	42	13	30	7	39	-
	3%	4%	25	5%	35	2%	6%	4%	2%	1%	3%	4%	4%	3%	4%	2%	1%	2%	2%	4%	1%	3%	2%	4%	2%	4%	2%	2%	3%	3%	4%	2%	3%	6%	2%	6%	3%	3%	25	2%	55	1%	5%	2%	3%	- 7
	1	b		de			hi	1			1	- 1											-	× ×		1						1				,			"		P		В.			
	3.68	3.6	3.76	3.57	3.71	3.74	3.55	3.66	3.72	3.76	3.69	3.66	3.65	3.69	3.67	3.68	3.74	3.7	3.68	3.63	3.75	3.55	3.69	3.55	3.7	3.62	3.68	3.69	3.69	3.69	3.59	3.71	3.66	3.63	3.74	3.5	3.68	3.72	3.68	3.67	3.50	3.78	3.6	3.77	3.69	3
						,			- 6	for																									1							0		0		

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - i/g/p/i - j/k - i/m/n/a/p/q - r/n/t - u/v - w/x - y/A/B/C - D/E - F/G/M/J - K/L - M/N - D/P - Q/R - 5/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 Ipocs Terms and Conditions.



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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

					GENERATION	NS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	106	145	210	234	163	217	189	238
	70%	52%	70%	64%	74%	63%	83%	72%	81%
			a		С		e		g
(3) Fairly important	536	76	53	94	70	81	40	65	49
	25%	37%	25%	29%	22%	31%	15%	25%	17%
		b				f			
(2) Not very important	57	13	5	19	6	5	1	2	1
	3%	7%	2%	6%	2%	2%	1%	1%	*
		b		d					
(1) Not important at all	13	2	4	1	-	4	-	1	2
	1%	1%	2%	*	-	2%	-	*	1%
Don't know	33	7	1	3	7	5	2	5	2
	2%	4%	1%	1%	2%	2%	1%	2%	1%
		b							
NET: Important	2057	181	198	303	304	244	257	255	286
	95%	89%	95%	93%	96%	95%	99%	97%	98%
			а				е		
NET: Not important	70	15	8	20	6	9	1	4	4
	3%	7%	4%	6%	2%	3%	1%	1%	1%
				d		f			
Mean	3.68	3.45	3.64	3.59	3.73	3.6	3.83	3.71	3.8
			а		С		е		

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

Table 13
Q4_6 - When thicking about a romantic partner, how important, if at all, do you consider the following? Their job / financial situation
Base: All adults aged 13-75 in Great Britain

																ION						FDUCA		EMPLOYME			INCO				.								l .		l .	OMUTY	SEXUALITY X			
		GE	EDER		AGE			GE	NERATION		soc	IAL GRADE			REC	ION				MARITAL STATE	ıs	EDUCA	ATION	EMPLOYME	NT STATUS		INCO	OME		ETHNO	CITY		GENER	AL ELECTION 2	024 VOTE		REFERENDU	M 2016 VOTE	RELATION	SHIP STATUS			HETEROSEXU AL/	AL/		OMANTIC
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILIENNA	us genx	BABY BOOME		CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING AS	SINGLE	WID/ DIV/	GRADUATES	NON GRADUATES	WORKING	NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000 +		ETHNIC MINORITY	CONSERVATI VE	LABOUR	LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE		NOT IN A RELATIONS		AL/	MEN IN A	WOMEN IN A RELATIO NSHIP	VERY/ FAIRI	
DIGHTED BASE HTED BASE	2160 2160 2160 100%	1035 1051 49%	1094 1078 50%	667 652 30%	803 786 36%	690 722 33%	437 422 20%	649 649 30%	598 530 25%	476 559 26%	1371 1222 57%	789 938 43%	523 504 23%	565 570 26%	461 465 23%	308 312 14%	106 103* 5%*	177 183 8%	1260 1250 58%	687 685 32%	213 225 10%	1135 771 35%	1025 1389 64%	1470 1459 68%	690 701 32%	384 401 19%	483 515 24%	521 540 25%	608 548 25%	1828 1856 85%	311 285 13%	305 312 14%	690 646 30%	183 178 8%	218 243 11%	223 207 10%	877 829 38%	670 720 33%	1415 1400 65%	711 725 34%	910 927 43%	960 970 45%	619 611 28%	663 674 31%	1292 1271 59%	
ry important	350 16%	138 13%	208 19% a	156 24% de	131 17% e	53 9%	98 23% hi	134 22% hi	59 13% I	49 9%	217 18% k	133 14%	72 14%	85 15%	70 14%	90 29% Imno	12 12%	21 11%	224 18% t	105 15% t	21 9%	158 20% v	192 14%	263 18% ×	85 12%	50 12%	63 12%	85 16%	127 23% vAB	256 34%	31% D	61 19% H	102 16%	21 12%	34 34%	35 17%	136 16%	102 14%	264 17%	102 14%	119 13%	191 20% O	80 13%	145 22% 0	233 18% T	1
irly important	853 40%	326 31%	518 48%	272 42%	320 41%	261 36%	181 43%	273 42% i	202 38%	197 35%	519 42% k	334 36%	219 43%	232 41% n	164 34%	130 41% n	40 39%	58 37%	465 37%	270 39%	119 53%	340 44% V	514 37%	624 43% ×	229 33%	136 34%	225 44% V	214 40%	224 41% V	736 40%	114 40%	144 46%	252 39%	72 40%	81 34%	82 39%	329 42%	270 37%	532 38%	308 42%	277 30%	467 48% D	189 31%	298 44% D	515 41%	
ot very important	659 31%	401 38% b	248 23%	162 25%	230 29%	267 37% cd	98 23%	172 26%	183 34% fe	207 37% fe	357 29%	302 32%	149 30%	164 29%	174 36% mo	74 24%	36 35%	63 34%	381 31%	218 32%	59 26%	214 28%	445 32%	410 28%	249 35% W	133 33% C	157 30%	182 34% C	137 25%	590 32% E	62 22%	79 25%	203 31%	59 33%	99 42% FG	54 31%	261 31%	236 33%	431 31%	217 30%	366 39%	222 23%	229 37% R	166 25%	372 29%	3
ot important at all	223 10%	145 14% b	73 7%	40 6%	77 10% c	106 15% cd	32 8%	48 7%	58 11%	84 15% fe	94	129 14%	50 10% 0	63 11% o	62 13%	14 5%	11 11% 0	23 13% 0	138 11%	9%	25 11%	49 6%	274 23% u	121 8%	103 15% W	61 15% BC	58 11%	40 7%	46 8%	207 11% E	34 5%	26 8%	76 12%	22 13%	19 8%	25 12%	75 9%	89 12%	151	71 10%	132 14% p	63 7%	93 15% R	48 7%	127	1
know	75 3%	42 4%	32 3%	22 3%	28 4%	25 3%	3%	23 4%	17 3%	21 4%	35	39 4%	14 3%	26 5% 0	4%	2%	3%	9 5%	42 3%	32 5% t	2 1%	15	5% 9	40 3%	35 5% W	21 5% C	12 2%	17 3%	14 3%	67 4%	2%	3 1%	13 2%	4 2%	9 4%	1 2%	19 2%	3%	41 3%	4%	34 4%	27 3%	20 3%	17 2%	25 2%	4
important	1203 56%	464 44%	725 67% a	428 66% de	451 57% e	324 45%	279 66% hi	63% hi	272 51%	245 44%	736 60% k	467 50%	291 58% n	317 56% n	235 48%	219 70% Immp 0	53 51%	89 49%	589 55%	375 55%	139 62%	498 65% V	705 52%	61% ×	315 45%	185 46%	288 56% Y	301 56% Y	351 64% yAB	992 53%	202 71% D	204 65% GHI	355 55%	93 52%	116 48%	117 56%	474 57% L	372 52%	776 55%	409 56%	395 43%	657 68% O	259 44%	66% Q	747 59% T	5
Not important	882 41%	545 52% b	321 30%	202 31%	307 39% c	373 52% cd	130 31%	220 34%	241 45% fe	291 52% fe	451 37%	431 46%	199 39%	227 40% o	236 48% Imo	88 28%	47 45% 0	86 47% 0	519 42%	279 41%	84 37%	263 34%	629 45% u	531 36%	352 50% W	195 48% BC	215 42% C	222 41% C	183 33%	796 43% E	76 26%	104 33%	278 43% F	81 46% F	118 48% F	89 43% F	336 40%	326 45%	583 42%	288 40%	497 54% p	285 29%	322 53% R	214 32%	499 39%	
	2.64	2.45	2.82 a	2.85 de	2.67 e	2.4	2.84 hi	2.79 hi	2.55	2.39	2.72 k	2.52	2.64	2.62	2.52	2.96 Imn	2.54	2.5	2.64	2.64	2.6	2.8 V	2.55	2.73 x	2.45	2.46	2.58	2.66 Y	2.81 vAS	2.58	3 D	2.77 GHI	2.6	2.53	2.56	2.61	2.66 L	2.55	2.64	2.63	2.43	2.83 O	2.43	2.82 Q	2.68 T	2.

Proportions/Mann: Column Tested (3% risk level) - $a/b - c/d/e - i/g/h/i - j/k - i/m/n/a/p/q - r/v/t - u/v - w/s - \gamma/h/h/C - D/t - F/G/h(i/i) - N/t - M/N - D/P - Q/R - S/T Overlap formulae used. ** small base$



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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

					GENERATION	NS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	41	56	60	71	25	45	13	36
	16%	20%	27%	18%	22%	10%	17%	5%	12%
							e		g
(3) Fairly important	853	83	96	111	161	69	128	63	133
	40%	41%	46%	34%	51%	27%	49%	24%	46%
					С		е		g
(2) Not very important	659	57	37	112	59	114	64	118	88
	31%	28%	18%	34%	19%	45%	25%	45%	30%
		b		d		f		h	
(1) Not important at all	223	15	16	33	15	37	20	61	23
	10%	7%	7%	10%	5%	14%	8%	23%	8%
				d		f		h	
Don't know	75	8	3	11	12	13	5	10	12
	3%	4%	2%	3%	4%	5%	2%	4%	4%
NET: Important	1203	124	152	171	232	93	172	76	169
	56%	61%	73%	52%	73%	36%	66%	29%	58%
			а		С		е		g
NET: Not important	882	72	53	144	73	151	84	179	111
	41%	35%	25%	44%	23%	59%	32%	68%	38%
		b		d		f		h	
Mean	2.64	2.77	2.94	2.63	2.94	2.33	2.77	2.11	2.65
					С		е		g

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



Table 20 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

		GE	NDER		AGE			GEN	ERATION		soc	IAL GRADE			REC	SION				MARITAL STATI	us	EDUC	ATION	EMPLOYME	INT STATUS		INCO	ME		ETHNIC	ITY		GENERA	L ELECTION 20	224 VOTE		REFERENDU	JM 2016 VOTI	RELATIO	NSHIP STATUS	SEX	CUAUTY		TATUS	
TO BASE BASE	TOTAL 2160 2160	MAN (a) 1035	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e) 690	GEN Z (f)	MILIENNIA (g) 549	LS GEN X	BABY BOOME (I)	48C1 (0	C20E (k)	NORTH (I)	MIDLANDS (m)	SOUTH (n)	LONDON (o)	WALES (p) 100	SCOTLAND (q)	MARRIED /LIVING AS (r)		WID/ DIV/ SEP (t)	GRADUATES (u)	NON GRADUATES (v)	WORKING (w) 1470	NOT WORKING (x)		£20,000- £34,999 (A)	E35,000- E54,999 (8)	E55,000+ (C)	WHITE (D)	ETHNIC C MINORITY (E)	ONSERVATI VE (F)	LABOUR (G)	LIBERAL DEMOCRATS (H)	REFORM UK (I) 2215	OTHER (J)	REMAIN (K)	LEAVE (L) 670		NOT IN A HI RELATIONSI P (N)	AL/		RELATIO	AL/	IN VERY/ F
ortant	2210 200% 688 32%	40% 309 29%	50% 365 34%	232 38% 6	252 32%	204 28%	20% 149 35%	30% 218 34%	25% 161 30%	20% 160 29%	463 38% k	43% 225 24%	23% 119 24%	20% 177 31%	23N 253 33N	150 48% Imna	26 25%	65 35%	5255 409 33%	32% 214 32%	10% 65 29%	30% 338 44%	64% 350 25%	60% 405 33%	203 29%	19% 99 25%	24% 136 27%	25% 168 31%	235 43% vAB	561 30%	13% 123 43% D	14% 110 35%	30% 242 37%	60 34%	115 45 20%	76 37%	38% 299 38% L	203 28%	65% 459 33%	221 30%	43% 278 30%	45% 323 33%	195 32%	33% 225 33%	550 445
tant	1125 52%	552 53%	561 52%	302 46%	424 54%	399 55% c	180 43%	345 53% f	287 54% f	313 56% f	612 50%	513 55%	281 56% og	311 55% o	246 50%	139 45%	65 63% nos	83 45%	563 53%	333 49%	129 57%	372 48%	753 54% u	749 51%	376 54%	215 54%	292 57% C	273 51%	262 48%	981 53% E	132 46%	169 54%	315 49%	98 55%	141 58% G	102 49%	435 52%	391 54%	727 52%	375 52%	485 52%	509 53%	320 52%	354 53%	
nportant	261 12%	136	120 11%	79 12%	85 11%	96 13%	64 15%	10%	61 12%	72 13%	9%	150	74 15%	63 11%	71 15%	16 5%	9%	27 15%	133	102 15%	25 11%	43 6%	218 16%	170 12%	91 13%	63 16% C	71 14% C	72 13% C	37 7%	243 13% E	16 5%	31 10%	10%	9%	47 29% FGHI	20 10%	71 9%	109 15% K	161 12%	98 14%	118	110	69 11%	79 12%	148
ent at all	45 2%	27 3%	18 2%	19 3%	11 1%	15 2%	28 4% si	10 2%	11 2%	5 1%	15 1%	30	16 3%	12 2%	2%	2 1%	2 2%	4 2%	25 2%	17 2%	3 1%	11 1%	34 2%	31 2%	14 2%	10 3%	7 1%	16 3%	7 1%	36 2%	9 3%		15 2% F	1	7 3% F	5 3%	14 2%	13 2%	30 2%	13 2%	26 3%	15 2%	18 3%	9 1%	24 2N
	42 2%	27 3%	15 1%	20 3% e	13 2%	9 1%	12 3%	14 2%	10 2%	5 1%	22 2%	20 2%	14 3%	7 1%	10 2%	5 2%	2 2%	4 2%	20 2%	20 3%	2 1%	7 1%	34 2% u	24 2%	18 3%	13 3% C	7 1%	11 2%	5 1%	35 2%	7 2%	2 1%	8 1%	2 1%		4 2%	11 1%	4 1%	22 2%	17 2%	20 2%	13 1%	9 2%	7 1%	14 19
	1813 84%	861 82%	926 86% a	534 82%	676 86%	603 83%	329 78%	563 87% f	448 84% f	474 85% f	1075 88% k	738 79%	400 79%	487 86%	329 82%	288 92% Imnq	90 88%	148 81%	1072 86% 1	546 80%	194 86%	710 92% v	1103 79%	1214 85%	579 83%	315 78%	429 83%	442 82%	497 91% yAB	1542 83%	254 89% D	279 89%	557 86%	159 89%	189 78%	178 86%	734 89% L	594 83%	1186 85%	596 82%	763 82%	832 86%	515 84%	579 86%	108 850
tant	305 14%	163 15%	138 13%	98 15%	97 12%	111 15%	81 19% gh	73 11%	72 14%	79 14%	125 10%	180 19%	90 18%	75 13% 0	79 16% 0	19 6%	11 11%	31 17% 0	158 13%	119 17%	29 13%	54 7%	251 18% u	200 14%	105 15%	73 18% C	79 15% C	87 16% C	44 8%	279 15% E	25 9%	31 10%	80 12%	18 10%	54 22% FGHI	25 12%	84 10%	122 17% K	192 14%	111 15%	144 16%	125 13%	86 14%	88 13%	172 145
	3.16	3.12	3.2 a	3.28	3.19	3.11	3.12	3.21	3.15	3.14	3.27 k	3.02	3.03	3.16	3.14	3.42 Imn	3.13	3.16	3.18	3.12	3.15	136 V	3.05	3.18	3.12	3.04	3.1	3.12	3.34 yA5	1.14	3.32 D	1.25	3.23	3.23	2.95	3.22	3.25 L	3.1	3.17	3.14	3.12	119	3.15	3.19	3.2 T

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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 Igoos 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

					GENERATION	IS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	69	77	115	100	62	92	63	96
	32%	34%	37%	35%	31%	24%	35%	24%	33%
							e		
(3) Fairly important	1125	93	82	164	180	140	142	155	157
	52%	46%	39%	50%	57%	54%	54%	59%	54%
(2) Not very important	261	23	39	36	26	40	21	37	34
	12%	11%	19%	11%	8%	16%	8%	14%	12%
						f			
(1) Not important at all	45	10	8	5	5	9	2	4	2
	2%	5%	4%	1%	2%	3%	1%	2%	1%
						f			
Don't know	42	9	2	6	7	7	4	4	2
	2%	5%	1%	2%	2%	3%	1%	2%	1%
		b							
NET: Important	1813	162	159	280	279	202	234	218	253
	84%	79%	76%	86%	88%	79%	90%	83%	87%
							е		
NET: Not important	305	33	47	40	31	49	24	41	37
	14%	16%	22%	12%	10%	19%	9%	16%	13%
						f			
Mean	3.16	3.14	3.11	3.22	3.21	3.02	3.26	3.07	3.2
							е		

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



Table 21

(C), 1 When the billing parters is removally parters, how inspection (if at al., day you consider the billineing Carlog

Base: All adults aged 18-75 in Great Britain

																																											SEXUALITY X	RELATIONSHIP		
			NOFE		AGE			GENE	RATION		SOCIA	L GRADE			REG	ION			Ι.	MARITAL STATI	15	FRUE	ATION	FMRIOYN	MINT STATUS		IN.	COME		FTHIN	acity		GENERA	M FLECTION 2	1024 VOTE		PETERNO	IIM 2016 VOT	E RELATION	ASSES STATUS	Street	MAIITY		ATUS		MANTIC
																																							INA	NOT IN A		HETEROSEX AL/	AL/ U STRAIGHT	AL/ STRAIGHT WOMEN IN		NOT VERY
										BABY									MARRIED /HMMS AS		WID/ DIV/		NON		NOT	UP TO			622 000 A		ETHNIC	CONSERVATI		LIBERAL						HI RELATIONS	STRAIGHT	STRAIGHT	RELATIO	A RELATIO	VERY/ FAIRLY	Y AT ALL
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	/LIVING AS	SINGLE	SEP	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000+	WHITE	MINORITY	VE.	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	.°.	P.	MEN	WOMEN	NSHIP	NSHIP	ROMANTIC	ROMANTIC
		(4)	(b)	(c)	(d)	(4)	(1)	(g)	(6)	(1)	LO LO	(8)	(1)	(m)	(n)	(D)	(p)	(9)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(8)	(c)	(D)	(E)	(F)	(6)	(H)	(1)	(1)	(4)	(L)	(M)	(N)	(0)	(2)	(0)	(8)	(3)	(T)
UNWEIGHTED BASE WEIGHTED BASE	2160 2160	1035	1094																					1470		354											577		1415		910		619			
WEIGHTED BASE	100%	40%						549							465				1250				1389	1409		401		540	346	2850			040				8.29		1400		927		011			
(4) Very important	1371	583	769	417	10%	458	270	200	25%	355	786	500	305	20%	23%	2406	276"	276	805	323	10%	503	855	915	456	19%	24%	2506	23%	1177	179	14%	30%	- 25	11%	123	545	33%	6576	453	4.2%	697	118	474	876	451
140 WIV Important	63%	55%	71%	63%	64%	63%	64%	65%	61%	64%	64%	62%	62%	62%	65%	66%	62%	65%	64%	62%	64%	65%	62%	63%	65%	63%	60%	65%	64%	63%	63%	62%	65%	66%	62%	59%	56%	60%	64%	63%	54%	71%	55%	70%	69% T	55%
(3) Fairly important	589 32%	397 38% b	281 26%	197 30%	248 32%	244 34%	120 29%	198 30%	185 35% f	186 33%	290 32%	299 32%	168 33%	188 33%	151 31%	90 29%	34 33%	57 31%	399 32%	216 32%	73 33%	238 31%	451 32%	472 32%	217 31%	118 29%	185 36%	170 32%	173 31%	605 33%	81 28%	110 35%	205 32%	53 29%	85 35%	71 34%	258 31%	260 36%	452 32%	229 32%	362 39% p	256 26%	237 39% R	189 28%	344 27%	325 40% 5
(2) Not very important	47 2%	36 3%	10 1%	19 3%	17 2%	10 1%	15 3%	16 2%	10 2%	7 2%	21 2%	25 3%	14 3%	11 2%	10 2%	8 3%	3 3%	1 1%	22 2%	22 3%	3 1%	15 2%	31 2%	34 2%	12 2%	17 4%	7 2%	8 1%	14 3%	34 2%	12 4%	6 2%	16 2%	4 2%	4 2%	8 4%	15 2%	12 2%	29 2%	15 2%	34 4%	9 1%	22 4%	6 2%	31 2%	14 2%
(1) Not important at all	20 1%	11 1%	7 1%	10 1%	7 1%	:	E 2%	7 1%	4 1%	:	7 1%	12 2%	5 1%	5 1%	4 1%	3 1%		3 2%	11 1%	7 1%	1	11 1%	9 1%	28 2%	:	3 1%	5 1%	:	7 1%	13 1%	7 2%	2 1%	1	3 1%	1 1%	3 2%	2	7 1%	11 1%	8 1%	11 1%	4	5 1%	1	10 1%	10 1%
Don't know	34 2%	23 2%	12 1%	13 2%	13 2%	8 1%	9 2%	8 1%	10 2%	7 1%	17 1%	17 2%	8 2%	10 2%	7 2%	5 2%	2 2%	3 1%	12 1%	18 3%	5 2%	5 1%	30 2%	29 2%	15 2%	10 3% C	7 1%	9 2%	3 1%	27 1%	5 2%	1	5 1%	1 1%	3 1%	2 1%	9 1%	7 1%	13 1%	19 3% M	18 2%	8 1%	8 1%	2	10 1%	16 2% 5
NET: Important	2059 95%	980	1050 97% a	609 94%	749 95%	701 97% c	390 93%	618 95%	507 96% f	544 97% f	1176 95% k	583 94%	476 95%	544 95%	468 96%	296 95%	98 95%	177 96%	1205 96%	638 93%	216 96%	741 96%	1319 95%	1387 95%	673 96%	371 92%	495 96% V	520 96% V	524 96% V	1782 96% E	250 91%	303 97%	625 97%	170 95%	233 96%	194 93%	803 97%	694 96%	1347 95% N	682 94%	864 93%	948 98% O	575 94%	663 98% D	1221 96%	776 95%
NET: Not important	66 3%	49 5%	16 2%	29 4%	24 3%	13 2%	22 5%	23 4%	13 3%	8 2%	29 2%	38 4%	19 4%	16 3%	13 3%	11 3%	3	4 2%	33 3%	30 4%	4 2%	26 3%	40 3%	53 4%	14 2%	20 5%	13 3%	10 2%	21 4%	46 2%	20 7%	2%	16 3%	7 4%	7 3%	11 5%	17 2%	19 3%	39 3%	24 3%	45 5%	13 1%	28 5%	9 1%	41 3%	24 3%
Mean	3.6	3.51	3.7	3.59	3.61	3.62	3.58	3.61	3.59	3.63	3.62	3.58	3.57	1.6	3.62	3.63	3.6	3.62	3.62	3.58	3.63	3.61	3.5	3.50	3.64	3.59	3.57	3.63	3.59	3.61	3.54	3.59	3.63	3.61	3.57	3.53	3.64	3.57	3.61	16	3.49	3.7	3.5	3.69	3.65	3.52

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - i/g/p/i - j/k - i/m/n/a/p/q - r/n/t - u/v - w/x - y/A/B/C - D/E - F/G/M/J - K/L - M/N - D/P - Q/R - 5/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.



12 Feb 2025

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

					GENERATION	NS X GENDER			
		GI	EN Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	119	145	204	213	121	194	139	217
	63%	58%	70%	63%	67%	47%	74%	53%	74%
			а				е		g
(3) Fairly important	689	62	54	104	92	116	64	114	71
	32%	30%	26%	32%	29%	45%	25%	43%	24%
						f		h	
(2) Not very important	47	11	3	10	5	9	*	5	1
	2%	6%	2%	3%	1%	4%	*	2%	*
		b				f			
(1) Not important at all	20	4	3	5	3	4	-	-	1
	1%	2%	2%	1%	1%	1%	-	-	*
Don't know	34	7	2	3	5	7	2	5	2
	2%	4%	1%	1%	2%	3%	1%	2%	1%
NET: Important	2059	181	199	308	305	237	258	254	288
	95%	89%	96%	94%	96%	92%	99%	96%	99%
			a				е		
NET: Not important	66	16	6	15	7	13	*	5	2
	3%	8%	3%	5%	2%	5%	*	2%	1%
						f			
Mean	3.6	3.5	3.66	3.57	3.65	3.42	3.75	3.52	3.74
			а				е		g

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



Table 24
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

base: All adults aged 18-75 in G																																																	
			NOTE		AGE				GENERATION			rocus	LGRADE				rgion					BITAL STATUS		FROM	TATION		MENT STATI			INCOME			FTHIN	conv.		cene	RAL ELECTION	2024 11077		nerenewo			NOME STATE	.	SPRIMITY	SEXUAL	ITY X RELATIO	NSIP	ROMANTIC
					, and				distinction		BASY	3000								M	ARRIED		WID/ DIV/	100	NON	Directi	NOT		1 120	,000- 235	,000-			ETHNIC	CONSERVATI	OL NA	LIBERAL			nara.na		INA		HETEROS	EXU HETERO	AL SEXU STRAI	SEXU HETERS / AL GHT STRAI N.A. WOM	IGHT EN IN	NOT VE
		MAN	WOMAN	18-34	35-54	55-75	GEN Z			EN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	s scotu	ND /U	VING AS	SINGLE	SEP	GRADUATES	GRADUATE	es WORKING	WORKE	E19,99	9 £34	,999 £54	1,999 ES	55,000+	WHITE	MINORITY	VE	LABOUR	DEMOCRA	TS REFORM L	K OTHER	REMAIN	LEAVE	P	P	MEN	WOW	TEN NSP	P NS	NIP ROP	MANTIC ROMAN
UNWEIGHTED BASE WEIGHTED BASE	TOTAL 2160 2160 100%		(b) 1094 1078 50%	667 652 30%	(d) 803 786 36%	(e) 690 722 33%	437 422 20%	5 5	(r) (549 : 549 :	(b) 598 590 15%	076 559 26%	1371 1222 57%	789 938 43%	523 504 235	(m) 565 570 26%	(n) 481 483 23%	(o) 308 312 14%	(p) 103* 5%*	(q) 17: 18:		(r) 1260 1250 58%	(1) 687 685 32%	(t) 213 225 10%	(u) 1135 771 36%	1025 1389 64%	(w) 1470 1459 68%	(x) 690 701 32%	(y) 384 401 19%	4	A) (83 : 15 : 4% 2	521 540 556	(C) 606 546 25%	(D) 1828 1856 80%	(E) 311 285 13%	(F) 305 312 14%	(G) 690 646 30%	(H) 283 278 8%	218 243 215	223 207 10%	877 829 38%	(L) 670 720 33%	(M) 1415 1400 65%	711 725 349	910 927 43%	96 97 45	0 61 0 63 5 28	9 66 1 67 N 31	53 74	(5) (T) 1292 799 1271 816 595 38N
(4) Very important	502 23%	250 24%	247 23%	205 31% de	186 24% e	111 15%	136 32% hi	2	174 1 17% 2 hi	107	85 15%	298 24%	204 22%	108 21%	123 22%	96 20%	120 38% Imno	15 14%	40 225		308 25% t	165 24% t	29 13%	215 28% v	287 21%	364 25% x	138 20%	79 20%	1	9% 2		166 30% vAB	372 20%	127 44% D	85 27% HU	167 26% HI	29 16%	42 17%	39 19%	185 22%	154 21%	343 25%	153 21%	224 24%	221 231				367 118 29% 15% T
(3) Fairly important	1151 53%	538 51%	595 55%	312 48%	401 51%	438 62% cd	197 47%	4	121 2 19% 5	188 14% f	345 62% feb	645 53%	506 54%	281 56%	308 54%	273 56% 0	135 43%	63 61%	91 499	٤.	580 53%	346 51%	145 64%	395 51%	756 54%	761 52%	390 56%	218 54%	5	94 2 7% 5	196	266 49%	1019 55% E	122 43%	179 58% G	322 50%	103 58%	142 59% G	108 52%	454 55%	404 56%	739 53%	392 54%	482 52%	545 565	5 32 % 53	2 36 N 55	15.	668 459 53% 56%
(2) Not very important	395 18%	192 18%	198 18%	94 14%	162 21%	139 19%	63 15%	1	23 1 96 1	19%	106 19%	228 29%	167 18%	91 18%	100 18%	95 19%	45 14%	20 20%	43 249		224 18%	126 18%	45 20%	137 18%	258 29%	262 18%	133 19%	74 18%	2	04 I	86 16%	97 18%	368 20% E	22 8%	43 14%	125 19%	43 24%	39 36%	47 23% F	162 20%	124 17%	257 18%	133 18%	167 18%	16:				200 183 16% 22%
(1) Not important at all	44 2%	24 2%	19 2%	16 2%	14 2%	14 2%	12 3%	2	16 2% :	9 2%	7 1%	14 1%	30	11 2%	17 3%	8 2%	5 2%	1 1%	3 1%		26 2%	17 2%	1	13 2%	31 2%	30 2%	14 2%	13 3%		5 :	14 2%	2%	38 2%	6 2%	:	20 3%	2 1%	7 2%	7 4% F	13 2%	14 2%	28 2%	16 2%	20 2%	13 19	6 21	1 2	1 %	17 25 1% 3%
Don't know	68 3%	47 4%	20 2%	24 4%	24 3%	20 3%	15 3%	3	16 2%	24 4%	14 3%	37 3%	31 2%	13 2%	21 4%	16 3%	7 2%	4 4%	7 4%		32 3%	30 4%	5 2%	11 1%	57 4%	42 3%	25 4%	18 5%		12 :	20 4%	10 2%	59 3%	8 3%	4 1%	12 2%	2 1%	12 5%	7 3%	15 2%	25 3%	34 2%	31 4%	34 4%	18 29	6 31	2	×	18 30 1% 4%
NET: Important	1653 77%	788 75%	842 78%	517 79%	587 75%	549 76%	332 79%	7	195 3 16% 7	195 15%	430 77%	943 77%	710 76%	389 77%	431 76%	369 76%	255 82%	78 76%	725	4	968 77%	511 75%	173 77%	610 79% V	1043 75%	1124 77%	529 75%	297 74%	7	93 4 6% 7	120	432 79%	1391 75%	249 87% D	265 85% GHU	489 76%	132 74%	184 76%	147 71%	639 77%	558 77%	1082 77%	545 75%	705 76%	777 801	1 47 % 78	7 53 K 80		1035 578 81% 71% T
NET: Not important	439 20%	216 21%	216 20%	110 17%	175 22%	254 22%	75 18%	1 2	29 1 12% 2	111	114 20%	242 20%	197 21%	102 20%	117 21%	101 21%	50 16%	21 21%	46 251		250 20%	143 22%	46 20%	150 19%	289 21%	292 20%	147 21%	86 21%	1 2	10 1	100	105 19%	406 22% E	28 10%	43 14%	144 22%	45 25%	46 19%	54 26%	175 22%	138 19%	284 20%	149 21%	187 20%	18:				217 208 17% 26%
Mean	3.01	3.01	3.01	3.13 de	3	2.92	3.12 hi	3.	.03 2 i	.97	2.93	3.04	2.97	2.99	2.98	2.97	3.21 Imn	2.93	2.95		3.03	3.01	2.92	3.07 V	2.97	3.03	2.97	2.95	2.	97 3	.02	3.1 vA	2.95	3.34 D	3.14 GHI J	3.01	2.89	2.95	2.89	3	3	1.02	2.98	3.02	10	3 3.0	5 3.0	34 :	3.11 2.85 T

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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 Igoos Terms and Conditions.



12 Feb 2025

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

					GENERATIO	NS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	73	61	103	68	44	62	30	55
	23%	36%	29%	32%	22%	17%	24%	11%	19%
				d					g
(3) Fairly important	1151	89	104	151	167	130	149	167	176
	53%	44%	50%	46%	53%	51%	57%	63%	60%
(2) Not very important	395	27	34	55	67	56	45	54	52
	18%	13%	16%	17%	21%	22%	17%	20%	18%
(1) Not important at all	44	4	7	9	7	8	1	4	3
	2%	2%	4%	3%	2%	3%	*	2%	1%
						f			
Don't know	68	11	2	8	8	19	5	9	5
	3%	6%	1%	2%	2%	7%	2%	4%	2%
		b				f			
NET: Important	1653	162	164	255	235	174	211	197	232
	77%	80%	79%	78%	74%	68%	81%	75%	79%
							e		
NET: Not important	439	30	42	64	74	64	45	58	55
	20%	15%	20%	20%	23%	25%	17%	22%	19%
						f			
Mean	3.01	3.2	3.06	3.1	2.96	2.88	3.06	2.87	2.99
				Ь			e		

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



Table 26
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

			NDER		AGE			GENE	RATION		SOCIA	L GRADE			REGI	ON				MARITAL STATL	s	EDUCA	ATION	EMPLOYME	NT STATUS		INCO	OME		ETHNICI	TY		GENERA	ELECTION 202	24 VOTE		REFERENDU	M 2016 VOTE	RELATIONS	AMP STATUS	SEXUA		SEXUALITY X R		esp RC
										BABY									MARRIED		WID/ DIV/		NON		NOT	UP TO	£20,000-	£35,000-			ETHNIC C	ONSERVATI		LIBERAL						NOT IN A		HETEROSEXU	MEN IN A	AL/ STRAIGHT WOMEN IN	
	TOTAL	MAN (a)	WOMAN (b)	18-34 (c)	35-54 (d)	55-75 (e)	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C20E	NORTH	MIDLANDS (m)	SOUTH (n)	LONDON	WALES (n)	SCOTLAND (a)	/LIVING AS	SINGLE	SEP	GRADUATES (u)	GRADUATES	WORKING	WORKING (v)	£19,999	£34,999	£54,999 (8)	£55,000 +	WHITE N	AINORITY (E)	VE (E)	LABOUR (G)	DEMOCRATS (H)	REFORM UK	OTHER	REMAIN	LEAVE	P (M)	P (NO	MEN	WOMEN (P)	NSHIP (D)	NSHIP (B)	ROMANTI
DBASE	2160	1035	1094	667	203	690	437	549	598	476	1371	729	523	585	481	306	106	177	1260	687	213	1135	1005	1470	690	384	483	521	608	1828	322	105	690	183	218	223	877	670	1415	711	910	960	619	663	1292
	2160																						1389								285														1271
tant	285	140	50%	150	16%	33%	20%	30%	25%	26%	255	100	23%	26%	23%	14%	5%*	5%	58%	32%	10%	36%	135	211	32%	19%	24%	25%	105	189	13%	14%	30%	25	11%	10%	38%	33%	186	34%	43% 125	45%	28%	31%	190
ant	13%	13%	13%	23%	11%	7%	22%	18%	9%	6%	25%	11%	13%	12%	10%	28%	7%	7%	14%	15%	6%	20%	10%	14%	11%	11%	11%	12%	19%	20%	33%	12%	16%	11%	9%	13%	12%	11%	13%	13%	14%	122 13%	13%	13%	15%
tant	410	205 20%	191 18%	157 24%	151	101 14%	104	146	77	83	249 20%	162 17%	86 17%	108	22	87	20	22	225	145	40	168 22%	242	303 21%	107	81	96 19%	98	114 21%	334 38%	72	75 74%	122	32	52 21%	41	164 20%	132	258 18%	146 20%	185 20%	168 17%	123 20%	108	265 21%
	19%			de	19% e	14%	25% hi	23% hi	15%	15%		17%	17%	19%	18%	Imno	20%	12%	18%	21%	18%	v	17%	×		20%	19%	18%			25% D	24%	19%	18%	21%	20%	20%	18%	18%	20%	20%	17%	20%	16%	21%
portant	690 32%	311	371	165 25%	261	254	100	193	192	205	379 31%	311	179	188	151	75	30	67 37%	398 32%	206	15%	233 30%	456 33%	463 32%	227 32%	118 29%	171	187	158	621 33%	63	117	180	59	74	74	280	235 33%	450 32%	229 32%	283 31%	343 35%	183	244	411 32%
	32%	30%	34%	2506	33%	3/%	24%	6	fe .	Ser.	32%	33%	30%	33%	31%	24%	29%	37%	32%	30%	38%	30%	33%	32%	32%	29%	33%	35%	2904	11%	22%	6	28%	33%	30%	16% G	34%	33%	32%	32%	31%	33%	30%	30%	32%
int at all	689	355	330	151	252	257	105	170	196	219	365	325	161	175	185	51	41	73	416	193	81	200	490	432	258	135	176	175	157	642	45	77	217	65	54	59	258	253	467	215	297	297	211	213	381
	32%	34%	31%	23%	32%	40%	25%	26%	37%	39%	30%	35%	32%	31%	38%	16%	40%	40%	33%	28%	36%	26%	35%	30%	37%	34%	34%	32%	29%	35%	16%	25%	34%	36%	35%	28%	31%	35%	33%	30%	32%	31%	35%	32%	30%
	83	41	42	29	31	22	20	26	19	18	42	40	12	31	15	12	4	2	37	39	6	18	65	50	32	23	18	15	15	70	11	4	26	3	10		29	20	40	38	34	40	13	22	24
	4%	4%	4%	4%	4%	3%	5%	4%	4%	3%	3%	4%	2%	6%	3%	4%	4%	5%	3%	6%	3%	2%	5%	3%	5%	6%	3%	3%	3%	4%	4%	1%	4%	2%	4%	4%	3%	3%	3%	5% M	4%	4%	2%	3%	2%
	695	345	334	307	242	150	197	261	123	117	436	262	152	175	135	174	27	34	399	247	53	320	378	514	185	126	150	162	218	523	166	114	224	52	74	67	263	211	444	243	313	290	205	195	455
	32%	33%	31%	47% de	31%	21%	47% shi	40% N	23%	21%	36% k	28%	30%	31%	28%	S6% Imno	27%	29%	32% t	36% t	23%	42% V	27%	35% x	26%	31%	29%	30%	40% vA8	28%	58% D	36%	35%	29%	30%	32%	32%	29%	32%	34%	34%	30%	33%	29%	36% T
tant	1379	666	701	316	513	550	205	363	383	424	743	636	340	363	339	q 126	71	140	814	399	166	433	946	895	485	253	347	362	315	1262	108	194	196	124	258	133	538	488	917	444	580	640	394	457	792
	64%	63%	65%	48%	65%	76%	49%	50%	73% fe	76% fe	62%	68%	67%	64%	69%	40%	69%	77% Imo	65%	58%	74%	56%	68%	61%	69%	63%	67%	67%	57%	68%	38%	62%	61%	69%	65%	64%	65%	68%	65%	61%	63%	66%	64%	68%	62%
	2.14	2.13	2.14	2.49	2.11	1.87	2.46	2.33	1.95	1.87	2.22	2.04	2.12	2.13	1.99	2.7	1.93	1.85	2.13	2.24	1.93	2.36	2.02	2.21	2.01	2.1	2.05	2.1	2.31	2.04	2.78	2.24	2.15	2.04	2.05	2.17	2.13	2.05	2.12	2.15	2.16	2.12	2.12	2.1	2.21
				de			hi	ы			k		a	no		Imn			t	rt		v		×					vAS		D	н											4		7

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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 Ipocs 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

					GENERATIO	NS X GENDER			
		G	EN Z	MILL	ENIALS	GE	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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%
							е		
(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.



Table 28
Q4_11 - When shinking 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

																								T		T						1					I		T		T		SEXUALITY X	BELATIONSHI		$\overline{}$
			NDER		AGE			GEN	FRATION		SOCIA	L GRADE				GION				MARITAL STAT	us	FDIA	CATION	FMRIOYN	ENT STATUS		100	OME		F794	NICITY	1	GENER	RAL ELECTION	2024 VOTE		PETERNO	IIM 2016 VOT	E RELATION	MUNES STATUS	. se	HAUTY		ATUS		MANTIC
																																									Manager 1	. werenovey	AL/ U STRAIGHT	AL/ STRAIGHT		
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILENNIAL	S GENX	BABY	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING A		WID/ DIV/		NON GRADUATES	s WORKING	NOT WORKING	UP TO £19,999	£20,000- £34,999		£55,000 +	WHITE	ETHNIC MINORITY	CONSERVATI	LABOUR	LIBERAL DEMOCRAT	S REFORM UP	OTHER	REMAIN	LEAVE	RELATIONSH	NOT IN A HE RELATIONS		AL/	MEN IN A	WOMEN IN A RELATIO NSHIP	VERY/ FAIRLY ROMANTIC	NOT VERY/ AT ALL ROMANTIC
UNWEIGHTED BASE		(a)	(b)	(c)	(d)	(4)	(1)	(g)	(6)	(1)	- 0	(8)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(2)	(C)	(D)	(E)	(6)	(G)	(H)	(1)	(1)	(6)	(L)	(M)	(N)	(0)	(P)	(0)	(0)	(5)	(T)
WEIGHTED BASE	2160 2160 100%	1035 1051	1094 1078 50%	652 30%				649 849					523 504 71%						1250			1115 771 36%	1005 1389 64%	1470 1459		401 10%				1828 1856 86%			646 30%						1415 1400		910 927 43%		619 611 78%		1292	
(4) Very important	308 14%	135 13%	162 15%	137 21%	107 14%	65 9%	99 23%	94 14%	68 13%	47 8%	296 26%	112 12%	59 12%	71 12%	55 13%	70 23%	12 12%	29 16%	169 14%	119 17%	20 9%	156 20%	152 11%	209 14%	99 14%	51 13%	61 12%	84 15%	87 16%	239 13%	62 22%	43 14%	104 16%	23 13%	33 13%	45 22%	141 17%	80 11%	201 14%	107 15%	120 13%	129 13%	80 13%	91 14%	185 15%	110 13%
(3) Fairly important	601 28%	280 27%	312 29%	191 29%	222 28%	188 26%	120 29%	205 32%	125 24%	151 27%	383 32%	219 23%	138 27%	162 28%	113 23%	107 34%	31 30%	51 28%	350 28%	188 27%	63 28%	271 35%	331 24%	442 30%	159 23%	91 23%	137 27%	154 28%	182 33%	518 28%	81 28%	89 28%	211 33%	57 32%	65 27%	72 35%	299 36%	161 22%	392 28%	197 27%	238 26%	275 28%	160 26%	190 28%	370 29%	213 26%
(2) Not very important	767 36%	379 36%	381 35%	191 29%	286 36%	290 40%	112 26%	218 34%	216 41% fe	221 40% f	424 35%	343 37%	184 36%	217 38%	190 39%	87 28%	40 39%	50 27%	437 35%	235 34%	95 42%	237 31%	530 38%	516 35%	251 36%	150 37% C	201 39%	194 36%	168 31%	670 36%	90 32%	125 40% GJ	211 33%	74 42% GJ	85 35%	61 29%	265 32%	291 40% K	489 35%	269 37%	338 37%	360 37%	216 35%	254 38%	442 35%	305 38%
(1) Not important at all	402 19%	215 20%	184 17%	101 16%	150 19%	21% C	70 17%	110 17%	105 20%	117 21%	280 25%	222 24%	112 22%	101 18%	100 21%	34 11%	12 11%	43 24% 00	256 20%	105 15%	41 18%	93 12%	309 22%	251 17%	151 22%	85 21%	102 20%	90 17%	97 18%	360 29% E	39 14%	47 15%	103 16%	22 12%	51 21% HU	21 10%	100 12%	170 24% K	279 20%	117 16%	194 21%	172 18%	138 23%	122 18%	244 19%	148 18%
Don't know	82 4%	43 4%	39 4%	33 5% d	20 3%	29 4%	20 5%	23 4%	16 3%	22 4%	40 3%	42 4%	11 2%	19 3%	20 4%	14 5%	8%	10 5%	38 3%	37 5%	5 3%	14 2%	67 5%	41 3%	41 6% W	25 6% AC	14 3%	19 3%	14 3%	69 4%	13 5%	8 2%	16 3%	3 2%	9 4%	8 4%	23 3%	18 2%	40 3%	34 5%	36 4%	33 3%	16 3%	17 3%	28 2%	39 5% 5
NET: Important	909 42%	414 39%	474 44%	327 50% de	329 42% e	253 35%	219 52% hi	299 46% hi	193 36%	198 35%	579 47% k	331 35%	197 39%	233 41%	178 37%	177 57% Imno q	43 42%	81 44%	519 42%	307 45%	83 37%	427 55% V	483 35%	651 45% ×	258 37%	141 35%	198 38%	237 44% V	269 49% vA	757 41%	143 50% D	132 42%	315 49%	80 45%	97 40%	118 57% FHI	440 53% L	241 34%	593 42%	304 42%	358 39%	42% 42%	240 39%	282 42%	557 44%	323 40%
NET: Not important	1169 54%	594 56%	565 52%	292 45%	437 56%	440 61%	182 43%	327 50%	321 60% fe	339 61% fe	604 49%	565 60%	296 59%	318 56%	290 59%	121 39%	51 50%	93 52%	692 55%	341 50%	136	330 43%	839 60%	766 53%	402 57%	235 59% C	303 59%	284 53%	265 48%	1030 56% E	110 45%	172 55%	314 49%	96 54%	137 56%	81 39%	366 44%	461 64% K	767 55%	387 53%	533 57%	532 55%	354 58%	375 56%	686 54%	454 56%
Mean	2.39	2.33	2.44 a	2.59 de	2.37 e	2.24	2.62 shi	2.45 hi	2.31	2.24	2.5 k	2.25	2.29	2.37	2.31	2.72 Imn pg	2.47	2.38	2.36	2.5 rt	2.28	2.65 V	2.25	2.43 x	2.31	2.29	2.31	2.44 v	2.48 vA	2.36	2.61 D	2.42	2.5	2.46	2.34	2.71 FGH	2.6 L	2.22	2.38	2.43	2.32	2.39	2.31	2.38	2.4	2.37

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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 Igoos Terms and Conditions.



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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

					GENERATION	IS X GENDER			
		G	EN Z	MILL	ENIALS	GI	EN X	BABY	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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%
								h	
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/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h Overlap formulae used.



Table 30
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

		GE	NDER		AGE			GENE	RATION		SOCIA	GRADE			REGIO	ON.				MARITAL STATU	5	EDUCA	TION	EMPLOYMEN	T STATUS		INC	OME		ETHI	WCITY		GENER	IAL ELECTION 2	1024 VOTE		REFERENDS	IM 2016 VOTI	RELATION	NSHIP STATUS	SEX	WAUTY	SEXUALITY X	RELATIONSHII ATUS	IP I
										BABY									MARRIED		WID/ DIV/		NON		NOT			£35,000-				CONSERVATI		LIBERAL						NOT IN A	AL/ STRAIGHT	HETEROSEXU AL/ STRAIGHT	MEN IN A RELATIO	AL/ STRAIGHT WOMEN IN A RELATIO	N VERY/ FA
	70741	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND (e)	/LIVING AS	SINGLE	SEP	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	WHITE	MINORITY	VE (E)	LABOUR	DEMOCRATS (NO.	REFORM UK	OTHER	REMAIN	LEAVE	P net	P (M)	MEN	WOMEN	NSHIP (D)	NSHIP (II)	ROMAN
BASE	2160	1035	1094	667	(G) E03	690	437	549	598	476	1371	789	523	(m) 565	461	(0)	(P)	177	1250	687	233	11132	1025	1470	(X)	354	(A)	(4)	606	1525	(E)	305	(G)	(H)	21.5	223	(A)	(L) 670	2012	(N)	910	960	619	663	120
																							1389		701														1400						127
	100%	49%	50%	30%	16%	33%	20%	30%	25%	26%	57%	43%	23%	26%	23%	14%	5%*	8%	58%	32%	10%	36%	64%	310	32%	19%	24%	25%	25%	86%	13%	14%	30%	8%	11%	10%	35%	11%	65%	34%	43%	45%	28%	32%	59%
ant	399 18%	220 21%	176 16%	184 28%	135	11%	122	151	11%	11%	261 21%	138	17%	100	67	102	12%	18%	19%	112	10%	25%	202 25%	21%	13%	13%	15%	101	140	292 26%	103	72	142	11%	18%	15%	194	113	19%	121	190 21%	163 17%	134 22%	115	286 22%
	20.0	b	20.0	de			hi	h	***	***	k	1374	27.00	D.A	24.4	Imno	22.00	20.0	t	t	20.00	V	25.0	× .	227	22.71	23.0	v	vAS	20.0	D	н	н	***	20.0	13.0	250	20.0	1 22.0	27.0		27.00	R	27.00	7
tant	1116	501	529	293	415	407	188	321	289	315	649	467	254	288	273	154	54	93	637	344	135	403	723	768	345	196	272	281	287	981	129	165	325	107	129	109	459	370	710	386	451	547	287	373	657
	52%	48%	50%	45%	53%	56%	45%	49%	55%	57%	53%	50%	50%	51%	56%	49%	53%	51%	51%	50%	60%	52%	51%	53%	50%	49%	53%	52%	52%	53%	45%	53%	50%	60%	53%	53%	55%	51%	51%	53%	49%	56%	47%	55%	52%
portant	491	246	238	118	188	185	76	131	142	142	237	253	127	138	111	46	26	42	279	156	56	142	349	292	199	110	130	128	55	449	37	63	136	43	57	46	173	179	321	163	216	206	143	149	251
	23%	23%	22%	18%	24%	26%	18%	20%	27%	25%	29%	27%	25%	24%	23%	15%	25%	23%	22%	23%	25%	18%	25%	20%	28%	27%	25%	24%	16%	24%	13%	20%	21%	24%	24%	22%	21%	25%	23%	22%	23%	21%	23%	22%	20%
nt at all	26	51	43	35	27	35	25	28	20	24	45	53	22	27	25	6	7	10	62	30	6	21	77	58	39	28	21	16	23	86	11	10	31	6		25	31	39	67	30	44	35	32	25	57
	5%	5%	4%	5%	3%	5%	6%	4%	4%	4%	4%	6%	4%	5%	5%	2%	7%	5%	5%	4%	3%	3%	6%	4%	6%	7%	4%	3%	4%	5%	4%	3%	5%	4%	3%	7%	4%	5%	5%	4%	5%	4%	5%	4%	4%
												1			0		0						u																				14		4
	56 3%	33	23	21	20	15	11	17	19	10	2%	26	16	16	13	4	2	5	28	23	5		48	31	25	16	11	11	200	49	5	2	12	2	5	5	12	19	31 W	25	26	19	2%	11	21
	***		2.0		2.4	2.0		2.0	2.0	2.0	4.00	2.0	2.0	4.0	2.4	1.00	2.0	2.0	***	2.4	2.00	***	u	2.0	4.4	c	2.4	2.0	***	2.0	2.0		2.0	2.0	2.0	2.0		2.0		2.0	2.0	2.00		2.0	4.00
t	1515	721	775	478	550	487	310	473	350	382	920	605	319	388	339	256	67	126	881	476	158	600	915	1078	437	248	350	384	427	1273	232	237	467	127	172	141	613	483	981	508	641	710	422	429	943
	70%	60%	72%	73%	70%	67%	74%	73%	66%	68%	74%	65%	67%	68%	69%	82%	65%	69%	70%	69%	70%	78%	66%	74%	62%	62%	68%	71%	78%	60%	81%	76%	72%	71%	71%	68%	74%	67%	70%	70%	6/2%	73%	60%	73%	74%
							h	h			k					Imnp						· ·		×				Y	yAS		D						L								
tant	589	297	280	153	216	220	101	159	162	167	282	307	149	166	136	52	33	52	341	185	61	163	425	350	239	137	152	145	111	534	45	73	167	50	66	61	205	218	389	193	260	241	176	174	308
	27%	28%	26%	23%	27%	30%	24%	25%	31%	30%	23%	33%	29%	29%	28%	17%	33%	29%	27%	27%	27%	21%	31%	24%	34%	34%	29%	27%	20%	29%	17%	23%	26%	28%	27%	29%	25%	30%	28%	27%	28%	25%	29%	26%	24%
	2.86	2.87	2.86	2.99	2.86	2.75	2.99	2.94	2.76	2.77	2.95	2.76	2.83	2.83	2.8	1.14	2.72	2.84	2.87	2.87	2.8	3.02	2.78	2.93	2.72	2.71	2.81	2.89	3.01	2.82	3.16	2.97	2.91	2.8	2.87	2.76	2.9	2.79	2.86	2.86	2.87	2.85	2.88	2.87	2.94
		2,47		de	0	2.73	hi	h		201	k					Imn						v		×		/-		y	yA9	2.44	D	10					L	2.70	240	-	2.00	-			1

Proportions/Means: Columns Tested (2% risk level) - $a/b \cdot c/d/e \cdot l/g/h/l \cdot j/k \cdot l/m/n/a/p/q \cdot r/s/t \cdot u/v \cdot w/x \cdot \gamma/A/B/C \cdot D/t \cdot F/G/nt/l/2 \cdot K/L \cdot M/N \cdot O/P \cdot O/R \cdot S/T$ 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

					GENERATIO	NS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	71	50	95	56	31	29	23	41
	18%	35%	24%	29%	18%	12%	11%	9%	14%
		b		d					
(3) Fairly important	1116	87	98	146	171	122	159	145	170
	52%	43%	47%	45%	54%	48%	61%	55%	58%
					С		е		
(2) Not very important	491	29	43	64	67	79	61	75	67
	23%	14%	21%	20%	21%	31%	23%	28%	23%
(1) Not important at all	98	9	13	14	13	11	10	17	8
	5%	5%	6%	4%	4%	4%	4%	6%	3%
Don't know	56	7	4	6	10	15	3	4	6
	3%	3%	2%	2%	3%	6%	1%	2%	2%
						f			
NET: Important	1515	159	148	241	227	153	188	168	212
	70%	78%	71%	74%	72%	60%	72%	64%	73%
							е		
NET: Not important	589	38	56	78	80	89	71	91	74
	27%	19%	27%	24%	25%	35%	27%	35%	25%
Mean	2.86	3.12	2.91	3.01	2.88	2.72	2.8	2.67	2.86
		b							g

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



Table 32 Q4_21 - When thinking about a remantic partner, how important, if at all, do you consider the following? Their remantic history

Base: All adults aged 18-75 in Great Britain

																														T																\neg
			NDER		***				NERATION			U. GRADE				ION				MARITAL STAT		FDUC		EMPLOYM			_	EDME			NICITY			RAL ELECTION :					RELATION		l	CUALITY	SEXUALITY X		EOMAN	
		- 62	NUER		AGE			- 61	NERATION	_	SUCU	C GRADE	_		REC	IUN				MARITALSTAT	,,,	EDUC	AIRON	EMPLOTM	NI SIAIUS		- 10	ecome.		EIR	NICHT	_	GENE	RAL ELECTION .	IU24 VOIE	_	REFERENDI	UMI ZUIE VOII	REDATION	SHIP STATUS	30	COADIT	HETEROSEXU	HETEROFENI	KUNNA	JIIC
																																									HETEROSEX	U HETEROSEX	AL/	AL/ STRAIGHT		
																			MARRIED		WID/ DIV/					LIP TO	£20,000.	£35,000.			ETHNIC	CONSTRUAT		LIBERAL					IN A		AL/	AL/ STRAIGHT	MEN IN A	WOMEN IN		NOT VERY/ AT ALL
			WOMAN				GEN Z	MILITANNA	ALS GEN X	BOOMER	ABC1	CZDE	NORTH	MIDI ANDS	SOUTH	LONDON	WAIFS	SCOTI AND	/IMMS AS	SINGLE	SEP	GRADUATES	NON	WORKING	NOT WORKING	F19 999	£20,000-	£35,000-		WHITE	MINORITY		LABOUR		S PETORM III	OTHER	DEMAIN	LEAVE	RELATIONS	II RELATIONS						ROMANTIC
	70741	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIA	ALS GEN X	BOOMER	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	/LIVING AS	SINGLE	SEP	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	254,999	£55,000+	WHITE	MINORITY	VE	LABOUR	DEMOCRAT	REFORM U	K OTHER	REMAIN	LEAVE		P	MEN	WOMEN	NSHIP	NSHIP	ROMANTIC	ROMANTIC
UNWEIGHTED BASE	PATOTAL	(4)	(b)	(c)	(d)	(4)	(1)	(g)	(6)	1 (1)	- 60	00	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(8)	(C)	(D)	(E)	(6)	(G)	(H)	(1)	(2)	(6)	(L)	(M)	(N)	(0)	(P)	(0)	(8)	_(3)	(T)
WEIGHTED BASE	2160	1051	1075								1222													1459						1856		312					829		1415		927		631	674		316
	100%	49%									57%													6304						86%		14%					38%		65%		43%		28%	31%		38%
(4) Very important	205	118	85	105	64	35	72	74	33	26	119	85	47	50	35	55	4	15	126	69	9	110	94	151	54	39	39	41	72	148	53	34	66	15	13	22	75	51	142	62	105	74	74	57	154	40
	9%	11%	8%	16%	8%	5%	17%	12%	6%	5%	10%	9%	9%	9%	7%	17%	4%	8%	10%	10%	4%	14%	7%	10%	8%	10%	8%	8%	13%	8%	19%	11%	10%	9%	5%	11%	9%	7%	10%	8%	11%	8%	12%	8%	12%	5%
		ь		de			ahi	h								Imnoo			t	t		v							AB		D										p				T	
(3) Fairly important	603	257	335	239	205	258	151	206	133	113	350	243	143	161	111	116	33	39	332	205	66	226	377	434	169	122	137	148	157	494	107	89	193	41	78	45	224	184	377	214	230	306	141	212	421	166
	28%	24%	31%	37%	26%	22%	36%	32%	25%	20%	29%	26%	28%	28%	23%	37%	32%	21%	27%	30%	29%	29%	27%	30%	24%	30%	27%	27%	29%	27%	37%	29%	30%	23%	32%	23%	27%	26%	27%	29%	25%	32%	23%	31%	33%	20%
				de			hi	N N								Imno						_		×							D								_			0		0	T	
(2) Not very important	899	454	434	220	345	334	141	257	240	260	504	395	217	236	215	100	43	88	520	279	100	311	587	596	302	143	225	225	231	811	81	118	254	84	205	91	363	307	576	311	409	397	263	273	477	329
	42%	43%	40%	34%	44%	46%	33%	40%	45%	47%	41%	42%	43%	41%	44%	32%	42%	48%	42%	41%	44%	40%	42%	41%	43%	36%	44%	42%	42%	44%	29%	38%	39%	47%	43%	44%	44%	43%	41%	43%	44%	42%	43%	40%	38%	49%
	335	_			c	c			- 1	fer.												_					v			t t		_					_		_		_		_			- 5
(1) Not important at all	16%	166	164	57	135	143	37	91	97	113	177	161	73	87	96	33	26	33	216	87	36	102	236	215	123	17%	87	94	72	301	31	58	102	32	37	35	132	138	240	93	141	119	107	105	170	162 20%
	16%	16%	15%	9%	18%	20%	9%	14%	18%	20%	15%	17%	15%	15%	20%	10%	16%	18%	17%	13%	16%	13%	17%	15%	18%	17%	17%	17%	13%	16%	11%	19%	16%	18%	15%	18%	16%	19%	17%	13%	15%	14%	17%	16%	13%	20%
Don't know	116					c				for					0		-						u							102									N N							
Don't know	5%	55	60	31	4%	33	21	20	28	4/	556	54	23	27	32	10		- 00	30	- 0	15	1 22	90	4%	53	30	24	33	15	6%	5%	1 12	30			20	4%	29	56	40	41	51	4%	27	45	49
		3.4	6.4		4.4		2.4	2.00	2.4		2.00	0.0	***	0.4	0.4	2.0		2.4	4.4	7.4	7.74	2.0					2.4	-	2.4	0.4	2.00		3.4	2.0	4.4	2.00	4.4	3.4	2.4	u.e	7.0	2.4	4.4	4.4	4.4	
NET: Important	505	179	430	744	271	202	222	282	366	120	479	120	100	211	144	170	27		440	277	77	227	477	585	223	161	176	180	222	642	360	124	310	**	01	- 77	300	235	519	275	336	282	216	365	176	201
ALT. HIDGE LAIN	37%	36%	32%	53%	14%	27%	53%	47%	31%	25%	30%	35%	38%	37%	30%	55%	16%	20%	37%	40%	11%	ANY	34%	40%	32%	40%	34%	15%	47%	35%	56%	40%	40%	37%	17%	14%	36%	13%	37%	18%	36%	39%	35%	40%	45%	25%
				de			ath)	N					0			Imon													AB		D.														7	
																q															-															
NET: Not important	1237	621	598	277	483	477	178	345	337	373	681	556	291	322	311	132	59	121	736	366	136	414	823	811	425	210	315	318	303	1112	112	176	356	116	143	127	495	445	816	404	550	536	370	378	647	562
1	57%	59%	55%	42%	61%	66%	42%	54%	64%	67%	56%	59%	58%	57%	64%	42%	58%	66%	59%	53%	60%	54%	59%	56%	62%	52%	61%	59%	55%	60%	39%	57%	55%	65%	59%	61%	60%	62%	58%	56%	59%	55%	61%	56%	51%	69%
					c	c		- 1	fg	fit					mo			mo	- 1				u		w	1	y			E				G												5
Mean	2.33	2.33	2.34	2.63	2.26	2.13	2.64	2.42	2.2	2.1	2.36	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	2.26	2.27	2.43	2.28	2.67	2.33	2.35	2.23	2.25	2.29	2.31	2.22	2.32	2.35	2.34	2.35	2.31	2.34	2.46	2.11
				de			ah)	ы					n			Imn				rt		v		×					AB		D														T	
																pq																														

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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 Igoos Terms and Conditions.



12 Feb 2025

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

					GENERATION	NS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	39	32	49	25	16	16	14	12
	9%	19%	15%	15%	8%	6%	6%	5%	4%
				d					
(3) Fairly important	603	80	69	90	113	50	78	37	75
	28%	39%	33%	28%	36%	20%	30%	14%	26%
					С		е		g
(2) Not very important	899	59	78	130	126	126	110	139	120
	42%	29%	37%	40%	40%	49%	42%	53%	41%
								h	
(1) Not important at all	338	14	21	44	45	51	43	57	55
	16%	7%	10%	14%	14%	20%	16%	22%	19%
Don't know	116	12	8	12	8	14	14	17	30
	5%	6%	4%	4%	3%	5%	5%	6%	10%
NET: Important	808	119	101	139	138	66	94	51	87
	37%	58%	49%	43%	44%	26%	36%	19%	30%
							е		g
NET: Not important	1237	73	99	175	171	177	153	196	175
	57%	36%	48%	54%	54%	69%	59%	74%	60%
			а			f		h	
Mean	2.33	2.75	2.56	2.46	2.38	2.13	2.27	2.03	2.17
		l h							

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



Table 24

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

Base: All adults aged 18-75 in Great Britain

			INDER		AGE			GEN	PATION		SOCIA	L GRADE			ero	ION			١.	MARITAL STATU	ıs	FDUCA	mon I	EMPLOYME	NT STATUS		INCO	OME		FTHIN	CITY		GENTRA	& ELECTION 20	124 WOTE		PETERNO	IM 2016 VOT	FERTION	NSHIP STATUS	sn.	HAUTY	SEXUALITY X	RELATIONSHI		BOMANTI
		MAN	WOMAN	18-34	15-54	55-75	GEN Z	MILIENNIAL		BABY BOOMER	ABC1		NORTH	MENANDE	FOUTH	LONDON		SCOTLAND	MARRIED		WID/ DIV/	GRADUATES	NON		NOT	UP TO £19.999		£35,000-	£35,000+	WHITE		CONSERVATI		LIBERAL	REFORM UK	OTHER			INA	NOT IN A	HETEROSEXI	HETEROSEXI AL/ STRAIGHT WOMEN	HETEROSEKU AL/ STRAIGHT MEN IN A RELATIO NSHIP	AL/	r N	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)	(1)	60	(k)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(8)	(c)	(D)	(t)	(1)	(G)	(H)	(1)	(1)	(10)	(L)	(M)	(N)	(0)	(P)	(Q)	(8)	(5)	11111
GHTED BASE TED BASE	2160 2160	1035 1051	1094 1078	667 652			437 422				1371 1222								1260 1250			1135 771	1025 1389		690 701				606 548	1828 1856									1415 1400		910 927		619 611		1292 1271	2 71
important	721 33%	300 29%	429 38%	275 42%	275 35%	171 24%	172 41%	277 42%	116 26%	136 24%	446 37%	275 29%	157 31%	199 35%	132 27%	152 49%	31 31%	50 27%	468 37%	209 31%	43 19%	320 42%	401 29%	502 34%	219 31%	109 27%	140 27%	189 35%	229 42% vA8	574 32%	119	92 30%	245 38%	48 27%	85 35%	62 30%	282 34%	224 31%	523 37%	192 27%	272	365 38%	194 32%	288 43%	453 36%	
/ important	559 26%	286 27%	266 25%	202	212 27%	145 20%	133	187	132 25%	107 19%	306 25%	253 27%	137 27%	151 27%	114 23%	0 81 26%	28 27%	48 26%	340 27%	179 26%	40 18%	202 26%	357 26%	405 28%	154 22%	82 20%	136 26%	154 29%	151 28%	474 26%	78 27%	102 33%	160 25%	47 26%	60 25%	52 25%	219 26%	171 24%	388 28%	158 22%	263 28%	239 25%	191 31%	177 26%	346 27%	
ry important	379 18%	233 22%	141	95 15%	140 18%	144 20%	60 14%	115 18%	97 18%	108	206 17%	173 18%	102	87 15%	98 20%	37 12%	20 19%	36 20%	207 17%	t 138 20%	34 15%	118 15%	261 19%	261 18%	118 17%	85 21%	103	90 17%	88 16%	341 18%	36 13%	46 15%	107	36 20%	44 28%	43 21%	149 18%	134 19%	N 225 16%	148 20%	207 22%	129 13%	119 19%	85 13%	228 18%	
portant at all	385 18%	172 16%	206 19%	47 7%	126 16%	211 29%	36 8%	46 7%	138 26%	165 29%	204 17%	181 19%	87 17%	100 17%	114 23%	32 10%	15 14%	37 20%	178 14%	111 16%	96 42%	106 14%	279 20%	233 16%	151 22%	97 24%	108 21%	83 15%	62 11%	259 29%	23 8%	58 18%	109 17%	39 22%	43 28%	37 18%	137 17%	159 22%	203 14%	M 177 24%	138 15%	190 20%	R 82 13%	100 15%	203 16%	i Si
w	117 5%	61 6%	56 5%	32 5%	23 4%	52 7%	22 5%	25 4%	fe 27 5%	fe 43 8%	5%	56 6%	22 4%	0 34 6%	30 6%	10 3%	9	0 12 7%	57 5%	48 7%	12 5%	25 3%	92 7%	58 4%	50 8%	BC 29 7%	80 29 6%	24 4%	18 3%	E 208 6%	9 3%	14 4%	24 4%	9 5%	11 5%	12 6%	43 5%	8 31 4%	61 4%	M 50 7%	47 5%	0 47 5%	26 4%	24 4%	41 3%	
ortant	1280 59%	585 56%	676 63% a	477 73% de	487 62% e	315 44%	305 72% hi	463 72% hi	268 51% i	241 44%	752 62% k	528 56%	293 58% n	350 61% n	246 50%	233 75% Imnp	59 58%	98 53%	808 65% st	388 57% t	84 37%	523 68% V	757 55%	906 62% x	374 53%	190 47%	275 53%	343 63% yA	3333 63% yA	1048 56%	217 76% D	194 62%	406 63% H	95 53%	145 60%	115 55%	500 60%	396 55%	911 65% N	350 48%	535 58%	604 62%	385 63%	465 69% Q	799 63% T	s S
nportant	763 35%	404 38%	347 32%	142 22%	266 34%	355 49%	95 23%	161 25%	235 44%	272 49%	409 33%	354 38%	189 37%	186 33%	212 43%	69 22%	34 33%	73 40%	384 31%	249 36%	110 58%	221 29%	540 39%	494 34%	269 38%	182 45%	211 41%	173 32%	149 27%	700 38%	59 21%	104 33%	216 33%	75 42%	87 36%	80 39%	285 34%	293 41%	428 31%	325 45%	345 37%	319 33%	201 33%	185 27%	431 34%	
	2.79	2.72	2.86 a	3.14 de	2.84	2.41	3.1 hi	3.11 hi	2.53	2.42	2.86 k	2.7	2.75 n	2.84 n	2.58	3.17 Imn	2.81	2.65	2.92 st	2.76 t	2.15	2.99 V	2.68	2.84 X	2.69	2.54	2.63	2.87 vA	3.03 vAS	2.72	12 D	2.77	2.87 H	2.61	2.81	2.72	2.82 L	2.67	2.92 N	2.54	2.76	2.85	2.85	3.01	2.85 T	5

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - l/g/h/l - l/k - l/m/n/a/p/q - r/n/k - u/v - w/x - r/A/h/C - D/x - F/G/h/l/2 - K/L - M/N - O/P - O/R - 5/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

					GENERATION	NS X GENDER			
		GI	N Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	69	97	124	149	51	83	55	80
	33%	34%	47%	38%	47%	20%	32%	21%	27%
			а		С		e		
(3) Fairly important	559	69	62	87	100	81	45	48	59
	26%	34%	30%	27%	31%	32%	17%	18%	20%
						f			
(2) Not very important	379	35	24	80	32	54	41	64	44
	18%	17%	12%	25%	10%	21%	16%	24%	15%
				d				h	
(1) Not important at all	385	19	15	20	25	54	82	79	84
	18%	9%	7%	6%	8%	21%	31%	30%	29%
							е		
Don't know	117	12	10	14	11	16	11	18	25
	5%	6%	5%	4%	3%	6%	4%	7%	8%
NET: Important	1280	139	159	212	249	132	128	103	139
	59%	68%	77%	65%	78%	51%	49%	39%	48%
					С				
NET: Not important	763	53	39	100	58	108	122	143	128
	35%	26%	19%	31%	18%	42%	47%	54%	44%
				d				h	
Mean	2.79	2.99	3.22	3.01	3.22	2.54	2.52	2.32	2.51
			а		С				

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



Table 36
Q4_25 - 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

		GE	enen		AGE			GENER	MATION		SOCIAL	GRADE			ercic	N .				ARITAL STATUS	.	FDUCA	OTON.	FMRIOVM	ENT STATUS		INC.	OME		FTHN	CITY		CENTRA	& ELECTION 20	DA WOTE		REFERENDUM	1 2016 VOTE	BELATIONS	MIP STATUS	sm	MITTY	SEXUALITY X I			MANTIC
																			Ï																						HETEROSEXU		HETEROSEXU AL/ STRAIGHT	HETEROSEXU AL/ STRAIGHT		
		MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILIPANIAIS	GEN X	BASY	ABC1	CZDE	NORTH	MIDIANDS	SOUTH	LONDON	WAIFS		MARRIED /INNS AS	SINGLE	WID/ DIV/	GRADUATES (NON GRADUATES	WORKING	NOT	UP TO	£20,000-	£35,000-	F55 000 A		ETHNIC MINORITY	CONSERVATI	LABOUR	LIBERAL	BTTORM UK	OTHER	DEMAIN	I FAVE	IN A RELATIONSHI	NOT IN A RELATIONS		AL/ STRAIGHT WOMEN	MEN IN A RELATIO NSHIP	WOMEN IN A RELATIO NSHIP	VERY/ FAIRLY	
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(b)	00	60	00	03	(m)	(n)	(p)	(p)	(a)	(r)	(a)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(8)	(C)	(D)	(2)	(1)	(G)	(H)	03	(1)	00	(L)	(M)	(N)	(0)	(P)	(0)	(8)	(5)	
GHTED BASE	2160	1035	1094		803	690	437	549	598	476	1371	789	523			306	106	177	1260	687		1135	1025	1470	690	354	463		606	1525			690	183	215	223	877	670	1415		910	960	619	663	1292	
	100%	49%	50%	30%	36%	33%	20%	30%	25%	26%	57%	43%	23%	26%	23%	14%	5%*	8%	58%	32%	10%	36%	64%	68%	32%	19%	24%	25%	25%	86%	13%	14%	30%	8%	11%	10%	35%	33%	65%	34%	43%	45%	28%	31%	59%	/ 2
important	582 27%	204 19%	366 34%	179 27%	229 29%	174 24%	124 29%	178 27%	148 28%	132 24%	325 27%	257 27%	143 28%	147 26%	141 29%	75 24%	30%	45 25%	328 26%	196 29%	58 26%	220 29%	361 26%	394 27%	187 27%	121 30%	141 28%	135 25%	151 27%	511 28%	58 24%	92 29%	170 26%	41 23%	63 26%	55 27%	219 26%	204 28%	376 27%	194 27%	174 19%	323 33%	117 19%	220 33%	351 28%	21
ly important	670 31%	306 29%	351 33%	226 35%	229 29%	215 30%	133 31%	215 33%	154 29%	169 30%	377 32%	293 31%	151 30%	201 35%	136 28%	95 30%	32 32%	54 30%	411 33%	192 28%	67 30%	256 33%	414 30%	468 32%	201 29%	121 30%	164 32%	164 30%	173 32%	582 31%	84 29%	93 30%	205 32%	64 36%	69 28%	67 32%	259 32%	230 32%	452 32%	206 28%	273 29%	311 32%	187 31%	227 34%	395 31%	33
very important	521 24%	314 30%	205 19%	151 23%	185 23%	185 26%	204 25%	151 23%	125 24%	141 25%	301 25%	220 23%	116 23%	128 23%	124 25%	81 26%	26 25%	46 25%	282 23%	177 26%	62 27%	177 23%	344 25%	349 24%	172 24%	88 22%	127 25%	143 26%	130 24%	442 24%	74 26%	72 23%	153 24%	45 25%	75 31%	42 20%	193 23%	167 23%	316 23%	198 27% M	286 31%	190 20%	175 29%	124 18%	314 25%	3
important at all	314 15%	178 17% b	131 12%	70 11%	115 15%	129 18%	44 10%	87 13%	83 16% f	101 18% f	188 15%	126 13%	79 16%	75 13%	70 14%	50 16%	11 11%	30 27%	199 16%	83 12%	32 14%	103 13%	211 15%	208 14%	106 15%	50 13%	67 13%	81 15%	85 15%	262 34%	46 16%	44 14%	103 16%	22 13%	29 12%	38 18%	132 16%	104 14%	222 16% N	22% 12%	157 17% p	125 13%	115 19% R	93 14%	183 14%	11
now	74 3%	49 5% b	25 26	25 4%	29 4%	19 3%	18 4%	19 3%	21 4%	16 3%	31 3%	42 4%	15 3%	18 3%	18 4%	11 4%	3	8 4%	29 2%	38 5%	7 3%	14 2%	59 4%	38 3%	35 5%	21 5% C	14 3%	17 3%	10 2%	59 3%	13 5%	12 4%	16 2%	5 3%	7 3%	5 2%	27 3%	15 2%	33 2%	37 5% M	37 4% p	21 2%	17 3%	9 1%	27 2%	31
noortant	1251 58%	510 49%	717 67%	405 62%	458 58%	389 54%	256 61%	393	302 57%	301 54%	702 57%	549 59%	294 58%	348 61%	277 57%	170 55%	63 61%	300 54%	739 59%	388 57%	125 55%	476 62%	775 56%	863 59%	389 55%	242 60%	307 60%	299 55%	323 59%	1092 59%	152 53%	185 59%	375 58%	105 59%	132 54%	122 59%	478 58%	433 60%	829 59%	401 55%	447 48%	634 65%	305 50%	447 66%	746 59%	471 589
ot important	835	492	336	221	299	314	148	238	208	241	489	346	195	203	194	131	36	76	482	259	94	281	554	557	278	139	194	223	214	704	120	115	256	68	204	81	324	271	538	287	443	315	290	217	497	31
	39%	47% b	31%	34%	38%	44%	35%	37%	39%	43% fe	40%	37%	39%	36%	40%	42%	36%	41%	39%	38%	42%	36%	40%	38%	40%	35%	38%	41%	39%	38%	42%	37%	40%	38%	43%	39%	39%	38%	38%	40%	48% P	33%	47% B	32%	39%	395
	2.73	2.54	2.9	2.82	2.76	2.62	2.83	2.77	2.72	2.61	2.7	2.76	2.73	2.76	2.74	2.65	2.83	2.65	2.71	2.77	2.69	2.78	2.7	2.74	2.71	2.82	2.76	2.68	2.72	2.75	2.64	2.78	2.7	2.71	2.71	2.69	2.7	2.76	2.72	2.74	2.52	2.88	2.52	2.85	2.73	2.7

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - i/g/p/i - j/k - i/m/n/a/p/q - r/n/t - u/v - w/x - y/A/B/C - D/E - F/G/M/J - K/L - M/N - D/P - Q/R - 5/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 Ipocs 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

					GENERATION	NS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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		С		е		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%
			а		С		е		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		С		е		g

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



Table 38

CQ_13- When binking about a summarks partner, bro important, if at al, do you consider the following? Their lamily background

Q4_16 - When thinking about a romantic partner, how important, if at all, do you consider the following? Their family backgrout Base: All adults aged 18-75 in Great Britain

		- cr	NOTE		AGE			GEN	BATION		SOCIA	L GRADE				HON				MARITAI STA	nis	rnu	TATION	FMROVM	ENT STATUS		INC.	OME		FTH	NICITY		CENT	BALFIECTION	2024 WOTE		PETERNO	IM 2016 VOTI	PELATION	ASSES STATES	sn.	NIMITY		RELATIONSHIP		ROM
		MAN	WOMAN	18-34	15-54	55-75	GEN Z	MILIENNIAL	GENX	BABY	ABCI	CZDE	NORTH	MIDIANDS	SOUTH	LONDON	WALES	SCOTI AND	MARRIED		WID/ DIV/		NON	s working	NOT WORKING	UP TO	£20,000- £34,999	£35,000- £34,999	£35,000+	WHITE	ETHNIC MINORITY	CONSERVAT	TABOUR	LIBERAL	S REFORM U	K OTHER	REMAIN	LEAVE	IN A RELATIONSH	NOT IN A	AL/	U HETEROSEXI	RELATIO	AL/ STRAIGHT WOMEN IN	T N	/ FAIRLY
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(x)	(h)	(1)	60	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(0)	(c)	(D)	(t)	(1)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(8)	(5)	(5)
HTED BASE ED BASE	2160 2160 100%	1051	1094 1078								1371 1222								1250 1250			1135 771	1005 1389	1470 1459						1828 1856		305 312					877 829		1415 1400		910 927		619		1292 1271	1292 1271
mportant	296 14%	143	151 14%	135 21%	104 13%	56 8%	85 20%	111 17%	55 10%	45 8%	182 15%	113 12%	72 14%	74 13%	51 10%	77 25%	5 5%	16 9%	185 15%	22 13%	23 10%	136 18%	160 12%	219 15%	77 11%	50 12%	57 11%	69 13%	105 19%	209 11%	83 29%	54 17%	111 17%	11 6%	18 8%	26 13%	123 15%	87 12%	203 15%	89 12%	126 14%	145 15%	89 15%	105 16%	213 17%	
important	692 32%	303 29%	379 35%	227 35%	236 30%	229 32%	131 31%	216 33%	170 32%	174 31%	423 35%	269 29%	156 31%	194 34%	137 28%	119 38%	35 34%	52 28%	393 32%	211 31%	83 37%	274 36%	418 30%	500 34%	191 27%	122 30%	162 31%	179 33%	187 34%	583 31%	102 36%	119 38%	216 34%	58 32%	33%	47 23%	249 30%	243 34%	447 32%	230 32%	280 30%	346 36%	185 30%	234 35%	443 35%	43
v important	780 36%	381 36%	388 36%	185 28%	301 38%	294 41%	131 31%	221 34%	193 36%	235 42%	418 34%	362 39%	194 39%	201 35%	189 39%	84 27%	43 42%	58 37%	462 37%	242 35%	77 34%	250 34%	520 37%	491 34%	290 42%	138 34%	197 38%	197 37%	182 33%	706 38%	68 24%	99 32%	201 31%	88 49%	99 41%	88 42%	312 38%	266 37%	516 37%	255 35%	333 36%	347 36%	223 37%	246 36%	408 32%	
ertant at all	323 15%	183 17% b	132 12%	76 12%	127 16%	120 17%	60 14%	80 12%	95 18%	87 16%	369 34%	154 16%	58 14%	80 14%	92 19%	26 8%	17 16%	39 21% Imo	175 14%	110 16%	37 17%	88 11%	235 17%	211 14%	112 16%	73 18% C	87 17% C	77 14%	60 11%	295 36%	25 9%	33 11%	103 16%	20 11%	37 25%	41 20% FH	127 15%	105 15%	203 14%	118 16%	158 17% p	110 11%	98 16%	81 12%	187 15%	
	70 3%	42 4%	28 3%	29 4%	18 2%	23 3%	14 3%	21 3%	17 3%	18 3%	30 2%	39 4%	13 3%	20 3%	21 4%	5 2%	3 3%	8 4%	30 2%	34 5%	5 3%	13 2%	56 4%	38 3%	31 4%	19 5%	11 2%	18 3%	13 2%	63 3%	7 2%	6 2%	15 2%	2 1%	9	5 2%	18 2%	20 3%	32 2%	32 4%	30 3%	21 2%	16 3%	3 1%	21 2%	21 2%
tent	987 46%	446 42%	530 42% a	362 56% de	340 43%	285 40%	217 51% hi	327 50% hi	225 42%	219 39%	605 50% k	382 41%	229 45% n	268 47% no	187 38%	196 63% Imno	40 39%	58 37%	583 47%	300 44%	105 47%	410 53% V	578 42%	719 42% ×	268 38%	172 43%	219 42%	247 46%	292 53% vAB	792 43%	186 65% D	173 55% HU	327 51% HU	69 39%	98 40%	74 35%	372 45%	329 46%	650 46%	319 44%	405 44%	491 51% D	274 45%	329 50%	656 52% T	
portant	1103 51%	564 54% b	520 48%	260 40%	428 54%	414 57%	191 45%	301 46%	289 54% fe	322 58% fe	587 48%	516 55%	263 52%	282 49%	281 57% mo	110 35%	60 58%	308 59%	637 51%	352 51%	114 51%	348 45%	755 54%	701 48%	402 57%	211 52% C	285 55% C	274 51% C	243 44%	1001 54% E	93 33%	133 43%	304 47%	108 60% FG	136 56% PG	129 62% FG	439 53%	371 52%	719 51%	373 52%	492 53% p	457 47%	321 53%	327 48%	595 47%	
	2.46	2.4	2.52 a	2.68 de	2.41	2.32	2.59 hi	2.57 hi	2.36	2.33	2.52 k	2.38	2.47 ng	2.48 no	2.31	2.81 Imn	2.28	2.26	2.49	2.43	2.41	2.6 V	2.38	2.51 x	2.35	2.39	2.37	2.46	2.63 vAB	2.39	2.87 D	2.64 HU	2.53 HU	2.34	2.34	2.29	2.45	2.44	2.48	2.42	2.42	2.55 D	2.45	2.55	2.55 T	.55 T

Proportions/Means: Columns Tested (2% risk level) - a/b - c/d/e - (lg/h/l) - j/k - l/m/n/a/p/q - t/l/t - u/v - w/s - $\gamma/A/R/C$ - D/E - I/G/h(l/l) - K/L - M/N - O/P - O/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

					GENERATION	IS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	49	37	64	46	16	37	14	30
	14%	24%	18%	20%	15%	6%	14%	5%	10%
							e		
(3) Fairly important	692	67	63	93	119	74	92	69	104
	32%	33%	30%	28%	38%	29%	35%	26%	36%
					С				g
(2) Not very important	780	51	75	113	107	101	88	116	118
	36%	25%	36%	35%	34%	39%	34%	44%	41%
			а						
(1) Not important at all	323	30	27	45	34	56	38	53	33
	15%	15%	13%	14%	11%	22%	14%	20%	11%
						f		h	
Don't know	70	7	6	11	10	11	6	12	5
	3%	4%	3%	3%	3%	4%	2%	5%	2%
NET: Important	987	116	100	157	166	90	129	83	135
	46%	57%	48%	48%	52%	35%	50%	32%	46%
							e		g
NET: Not important	1103	81	102	158	141	157	126	168	152
	51%	40%	49%	48%	44%	61%	48%	64%	52%
						f		h	
Mean	2.46	2.69	2.55	2.56	2.58	2.2	2.5	2.18	2.46
							e		g

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



PDS 21 He 202

Table 43

Q3_1-Now says (Pathout, if either, would you find it to be in a relationally with someone who supported the following political parties? Labour

Base: All adults aged 18-75 in Creat Britain

basic: All adults aged 18-75 in Grea											1													1													1		_							
		GE	NDER		AGE			GE	REPATION		soci	AL GRADE			REG	ON			,	MARITAL STATU		EDUC	ATION	EMPLOYM	ENT STATUS		INC	OME		ети	NICITY		GENER	AL ELECTION 2	024 VOTE		REFERENDU	IM 2016 VOTE	RELATION	DIEP STATUS	SEXU	MUTY	SEXUALITY X R	us	ROMA	ANTIC
		MAN	WOMAN	18-34	15-54	55-75	GEN Z	MILIPANIA	LS GENX	BABY	ABC1	CZDE	NORTH	MIDI ANDS	SOUTH	LONDON	WALES	SCOTI AND	MARRIED /INNS AS	SINGLE	WID/ DIV/ SEP		NON	s working	NOT	UP TO £19.999	£20,000- £14,999	£35,000-	£55,000+	WHITE	ETHNIC MINORITY	CONSERVATI	LABOUR	LIBERAL	BETCOMIK	Others	DESALIN	LEAVE	IN A RELATIONSH	NOT IN A	AL/			AL/	VERY/ FAIRLY	NOT VERY/ AT ALL ROMANTIC
	TOTAL	(a)	(b)	(c)	35-54 (d)	(e)	III III	(r)	(h)	(1)	40C1	00	(1)	(m)	(n)	(p)	(p)	(a)	(r)	(s)	(t)	(u)	(v)	(w)	(x)	(v)	(A)	(8)	(C)	(D)	(E)	(r)	(G)	(H)	(t)	(I)	(K)	(L)	(M)	(N)	(O)	(P)	(D)	(R)	(S)	(T)
UNWEIGHTED BASE WEIGHTED BASE	2160 2160 100%	1035 1051 49%	1094 1078 50%	667 652 30%	803 786 36%	690 722 33%	437 422 20%	549 549 30%	598 530 25%	476 559 26%	1371 1222 57%	789 938 43%	523 504 23%	565 570 26%	461 465 23%	308 312 14%	106 103* 5%*	177 183 8%	1250 1250 58%	687 685 32%	213 225 10%	771 36%	1025 1389 64%	1470 1459 68%	701 32%	384 401 19%	483 515 24%	521 540 25%	608 548 25%	1828 1856 85%	311 285 13%	305 312 14%	690 646 30%	183 178 8%	218 243 11%	223 207 10%	877 829 38%	670 720 33%	1415 1400 65%	711 725 34%	910 927 43%	960 970 45%	619 611 28%	653 674 31%	1292 1271 59%	816 38%
(+2) Very many	353 16%	199 19% b	14%	134 20% e	129 16%	91 13%	20% 1	117 18%	82 16%	68 12%	234 19% k	119	94 19% m	12%	71 15%	81 26% Imno o	12	29 16%	220 18% t	16%	24 11%	174 23% v	179	245 17%	15%	15%	14%	16%	120 22% vA6	288 16%	63 22% D	20 6%	217 34% FHII	21 12%	15 6%	27 13% FI	22% L	12%	252 18% N	100	181 20% p	127 13%	130 21% R	97 14%	241 19% T	102 12%
(+1) Fairly easy	449 21%	246 23% b	195 18%	177 27% e	176 22% e	97 13%	105 25%	171 26% hi	105 20%	68 12%	310 25% k	139 15%	111 22%	103 18%	81 17%	90 29% Imn	25 24%	38 21%	254 21%	149 22%	35 16%	191 25% v	258 29%	355 24% x	94 13%	79 20%	74 14%	132 24% A	143 26% vA	364 20%	81 28% D	47 15% I	209 32% FU	51 29% FI	18 7%	50 24% FI	249 30% L	89 12%	298 21%	149 20%	213 23% P	163 17%	149 24% R	113	272 21%	167 20%
(C) Neither easy nor difficult	754 35%	348 33%	394 37%	192 30%	269 34%	293 41% cd	130 31%	203 32%	197 37%	225 40% fe	409 33%	346 37%	168 33%	205 36%	193 42%	90 29%	34 33%	64 35%	436 35%	228 33%	90 40%	237 31%	517 37%	486 33%	269 38% W	135 34%	204 40% C	179 33%	170 31%	665 36% E	84 29%	107 34% G	173 27%	75 42% G	83 34%	86 42% G	257 31%	290 40% K	477 34%	261 36%	33%	365 38%	198 32%	257 38%	433 34%	305 37%
(-1) Fairly difficult	182 8%	82 8%	96 9%	44 7%	72 9%	66 9%	36 9%	43 7%	48 9%	54 10%	85 7%	96 10% i	34 7%	67 12% Io	41 8%	14 5%	12 12% 0	13 7%	9%	54 8%	17 7%	60 8%	122 9%	132 9%	50 7%	26 6%	10%	47 9%	48 9%	263 9%	17 6%	49 16% GH	14 2%	13 7% G	46 29% GHI	20 9% G	50 7%	81 11% K	128 9%	53 7%	71 8%	92 9%	49 8%	10%	100 8%	79 10%
(-2) Very difficult	189 9%	84 8%	102 9%	23 3%	56 7%	110 15% cd	13 3%	39 6% f	43 8% f	94 17% fah	79 6%	111 12%	36 7% 0	72 13% lo	49 10% 0	11 2%	7	15 8%	105 8%	55 8%	29 13%	50 6%	139 20%	103 7%	85 12% W	48 12% C	63 12% BC	43 8% C	25 5%	179 10% E	7 2%	73 23% GHI	5 1%	5 3% G	59 25% GHU	12 6% G	29 4%	129 18% K	118 8%	70 10%	78 8%	98 10%	50 8%	5% 5%	99 8%	85 10%
Don't know	232 11%	91 9%	141 13% a	83 13% e	11%	65 9%	53 13%	77 12%	54 10%	49 9%	205 9%	127 14% j	61 12%	55 10%	52 11%	26 8%	13	24 13%	114 9%	90 13% r	28 13%	59 8%	273 22% u	138 9%	94 13% W	55 14% C	54 11%	51 9%	42 8%	196 11%	33 12%	16 5%	28 4%	11 6%	22 9% G	12 6%	54 6%	47 7%	126 9%	91 13% M	75 8%	124 13% O	34 6%	77 11% Q	126 10%	78 10%
NET: Easy	802 37%	445 42% b	364 32%	310 48% de	305 39% e	187 26%	190 45% hi	288 44% hi	188 35%	137 24%	544 45% k	258 28%	205 41% mn	171 30%	153 31%	170 55% Immp a	36 35%	67 37%	484 39% t	258 38% t	61 27%	365 47% V	437 31%	600 41% ×	202 29%	138 34%	28% 28%	220 41% A	263 48% yAB	652 35%	164 51% D	67 22% I	425 66% FHU	73 41% FI	33 14%	77 37% FI	429 52% L	172 24%	551 39% N	249 34%	394 42% P	290 30%	279 46% R	210 31%	513 40% T	269 33%
NET: Difficult	371 17%	167 16%	198 18%	66 10%	128 16% c	276 24% cd	49 12%	83 13%	92 17% fe	148 27% feh	365 13%	205 22% i	70 14%	139 24% Inoq	90 18% o	25 8%	19 19% 0	28 25% 0	215 17%	109 16%	45 21%	110 14%	261 29% u	235 16%	136 19%	74 18% C	113 22% BC	89 17%	72 13%	343 38% E	24 8%	122 39% GHI	19 3%	19 11% G	205 43% GHU	32 15% G	89 11%	210 29% K	245 18%	123 17%	149 16%	190 20%	100 16%	130 19%	199 16%	164 20% 5
Mean	0.31	0.41 b	0.21	0.62 de	0.36 e	-0.01	0.58 hi	0.49 hi	0.28 i	-0.07	0.48 k	0.07	0.44 mn	0.05	0.2	0.75 Imn pa	0.24	0.33 m	0.34 t	0.34 t	0.05	0.53 V	0.18	0.38 ×	0.15	0.22	0.08	0.36 A	0.57 vAB	0.25	0.7 D	-0.36	THE J	0.41 FI	-0.53	0.31 FI	0.63 L	-0.12	0.34	0.25	0.41 P	0.15	0.45 R	0.19	0.4 T	0.16

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/e - i/g/p/i - j/k - i/m/n/a/p/q - r/n/t - u/v - w/x - y/A/B/C - D/E - F/G/M/J - K/L - M/N - D/P - Q/R - 5/T Overlap formulae used. * small base



12 Feb 2025

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

					GENERATION	NS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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%
					С				
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/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h Overlap formulae used.



P505

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? Cor

Base: All adults aged 18-75 in G	rest Britain																																													
																																											SEXUALITY X REI			
		GE	NDER	_	AGE			GENER	RATION		SOCIA	L GRADE	<u> </u>		REG	ION				MARITAL STAT	us	EDU	CATION	EMPLOYN	MENT STATUS	_		OME		ETH	NICITY		GENERA	& ELECTION 20	24 VOTE		REFERENDUN	0 2016 VOTE	RELATIONS	ap status	SEXUA		STATU		ROMA	NTIC
		MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILIFANIAIS	GEN X	BABY BOOMER	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING AS	SINGLE	WID/ DIV/		NON	s working	NOT WORKING	UP TO £19.999	£20,000- £34,999	£35,000- £54,999	F75 MT0.4	WHITE	ETHNC MINORITY	CONSERVATI		LIBERAL	BETTORMUK	Others	BEMAIN	LEAVE	IN A RELATIONSHI	NOT IN A RELATIONSHI	STRAIGHT	HETEROSEXU	MEN IN A V	AL/ STRAIGHT WOMEN IN		
	TOTAL		WUMAN	18-34	35-54	33-73	GEN 2	MILLENNIALS	GENX	BOOMER	ABCI	C206	NURTH	MIDLANDS	SOUTH	LUNDON	WALES	SCUIDAND	/LIVING AS	SINGLE	SEP	GRADUATE	GRADUATE	S WORKING	WORKING	£19,999	£34,999	154,999	155,000+	WHILE	MINURIT	VE.	LABOUR	DEMOCRATS	REPURM UK	OTHER	REMAIN	LEAVE			MEN	WUNEN	North	NSPIP	KUMANTIC	HUMANIIL
			(b)	(c)	(d)	(4)	(1)	(g)	(6)	1 (0	- 10	(8)	(1)	(m)	(n)	(0)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(8)	(c)	(D)	(E)	(5)	(G)	(H)	(1)	(3)	(4)	(L)	(M)	(N)	(0)	(P)	(0)	(8)	(3)	(T)
UNWEIGHTED BASE	2160	1035																				1135		1470		354				1525												960		663		799
WEIGHTED BASE	2160	1051																				7771		1459		401				1858												970		674		516
	100%		50%	30%	16%	33%	20%	30%	25%	26%	57%	43%	23%	26%	23%	14%	5%*	8%	58%	32%	10%	36%	64%	68%	32%	19%	24%	25%	25%	55%	13%	14%	30%	3%	11%	10%	35%	33%	65%	34%	43%	45%	25%	31%	59%	38%
(+2) Very easy	260		117	73	81	107	40	70	59	91	152	108	57	63	55	52	17	16	178	62	20	104	156	179	81	44	61	54	87	226	31	107	53	16	37	10	90	115	197	63	131	109	108	83	167	87
	12%	13%	11%	11%	10%	15%	9%	11%	11%	16%	12%	12%	11%	11%	11%	17%	17%	9%	14%	9%	9%	13%	11%	12%	12%	11%	12%	10%	16%	12%	11%	34%	8%	9%	15%	5%	12%	16%	14%	9%	14%	11%	18%	12%	13%	11%
						d				feh						Ima													v8			GHII			GI			K	N							
(+1) Fairly easy	369	212	150	107	144	118	62	130	80	97	228	141	86	102	87	60	17	16	225	107	35	151	218	283	85	65	76	105	112	306	61	99	91	31	62	31	135	162	258	109	188	144	138	105	230	135
	17%	20%	14%	16%	18%	26%	15%	20%	15%	17%	29%	15%	17%	18%	18%	19%	17%	9%	18%	16%	16%	20%	26%	19%	12%	16%	15%	20%	20%	26%	21%	32%	14%	17%	25%	15%	17%	23%	18%	15%	20%	15%	23%	16%	18%	17%
		ь						fh			k		a									v		×					A			GHU			GI			K			P				4	
(D) Neither easy nor difficult	735	346	383	183	278	277	121	200	210	207	395	343	178	208	180	88	27	57	447	206	85	221	517	497	241	125	188	179	188	661	73	89	207	61	22	57	247	297	483	244	317	359	210	249	422	299
	34%	33%	35%	28%	35%	38%	29%	32%	40%	37%	32%	37%	35%	37%	37%	28%	26%	32%	36%	30%	38%	29%	37%	34%	34%	31%	36%	33%	34%	36%	26%	28%	32%	34%	41%	28%	30%	41%	34%	34%	34%	37%	34%	37%	33%	37%
						c			fe	fe																				E .					FGJ			K							1	
(-1) Fairly difficult	291	146	142	109	101	80	82	85	64	60	170	121	70	66	61	45	15	31	150	112	25	118	273	190	101	59	74	81	64	249	40	1	149	37	16	37	152	58	173	115	127	121	69	82	169	111
	13%	14%	13%	17%	13%	11%	19%	13%	12%	11%	34%	13%	14%	12%	12%	15%	15%	17%	12%	16%	13%	15%	12%	13%	14%	15%	14%	15%	12%	13%	14%		23%	21%	7%	18%	18%	8%	12%	26%	14%	12%	11%	12%	13%	14%
							arbi .																														1			- 44					4	
(-2) Very difficult	286	122	152	QE.	108	80	41	ne.	60		182	104	60	- 77			.,	43	143	115	22	123	263	185	100	57	**	- 77	41	236		,	117	22	10	62	153	43	166	115	ne .	119			160	114
1-27 VIII V GIII EGE	13%		14%	15%	14%	11%	14%	15%	13%	10%	15%	11%	12%	13%	12%	12%	14%	21%	11%	17%	13%	16%	12%	13%	14%	14%	12%	13%	11%	13%	15%	1%	18%	13%	8%	10%	18%	6%	12%	16%	10%	12%	8%	12%	13%	14%
	1																	Imno								2										nces				**					1	
Don't know	216		133	-							-								107			54	162	124		52				177						7000	-		124			118		-	123	-
DON'T KNOW	10%	83	12%	17%	10%	60	11%	100	97	47	20	121	100	38	100	27	11%	11%	207	12%	20	7%	12%	9%	13%	13%	101/	90	30	20%	11%	13	28	11	20	20	606	65	9%	11%	7%	12%	15	11%	10%	70
	10.4	8.0	44.70	22.0	1070	8.74	12.70	2004	2.0	2.4	11.74	2.270	20.0	20.76	2074	2.0	1174	22.00	***	22.70	****	7.00	22.70		2274	22.70	2070	2.0	7.74	20.0	22.74		4.4	0.4	1.00	2.0	0.76	0.4		***		***		***	2004	***
NET: Easy	629	354	267	180	774	225													401			255	174	462		109				512							229	278	455	177	319	253	245	188	197	222
NET: EAVY	29%		207	28%	724	11%	26%	200	139	38%	380	246	142	100	142	112	34	18%		25%	37	33%	27%	17%	74%		137	160	199		92	200	144	47	41%	70%		19%		24%	319	253	40%	100		27%
	29%	34%	25%	28%	29%	31%	24%	31%	26%	34%	32%	26%	28%	29%	29%	36%	33%	18%	32%	25%	25%	33%	27%	32%	24%	27%	27%	30%		29%	32%	66%	22%	26%	41%	20%	28%	19%	32%	24%	14%	26%	40%	28%	31%	27%
NET: Difficult	-	ь								- th	k					lo .						v		×		1			vAS	_		GHI			CHU			K	N		P 222					
NET: Difficult	577	268	294	207	209	160	143	183	134	117	352	225	131	137	119	86	30	73	293	227	57	241	336	375	202	116	139	153	125	485	84	4	267	60	26	99	305	100	339	231		240	121	162	329	225
	27%	25%	27%	32%	27%	22%	34%	28%	25%	21%	29%	24%	26%	24%	24%	27%	30%	40%	23%	33%	25%	31%	24%	26%	29%	29%	27%	28%	23%	26%	29%	1%	41%	34%	11%	42%	37%	14%	24%	32%	24%	25%	20%	24%	26%	28%
				de			hi	1			k							Imno				v											n n	- 11	- 1	FHE	L.			M						
Mean	0.01	0.11	-0.07	-0.09	-0.02	0.14	-0.17	-0.02	-0.01	0.2		0.03	0.02	0.04	0.05	0.14	0.07	-0.41	0.13	-0.18	-0.05	-0.01	0.03	0.06	-0.09	-0.06	-0.01	-0.02	0.2	0.02	-0.02	1.03	-0.3	-0.12	0.45	-0.55	-0.18	0.37	0.12	-0.17	0.16	0.01	0.31	0.05	0.07	-0.04
1	1	ь		1		cd	I			feh	I											1		×		1			vAS	1		GH	1	1	GH			K	N		P			- 1	1	
1	1	1		1			I				I		I						1			1		1		1				1											1			- 1	1	

Proportions/Manus: Columns Tested (TX risk level) - a/b - c/d/e - $\frac{1}{2}$ $\frac{1}{2}$



12 Feb 2025

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

			•		GENERATIO	NS X GENDER	•	•	•
		GE	N Z	MILL	ENIALS	GE	NX	BABY E	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	22	18	48	22	36	22	36	55
	12%	11%	9%	15%	7%	14%	9%	14%	19%
				d					
(+1) Fairly easy	369	33	28	86	44	46	30	48	48
	17%	16%	13%	26%	14%	18%	12%	18%	17%
				d		f			
(0) Neither easy nor difficult	738	60	60	93	102	94	113	99	108
	34%	30%	29%	28%	32%	37%	43%	37%	37%
(-1) Fairly difficult	291	39	42	40	45	29	33	38	21
	13%	19%	20%	12%	14%	11%	13%	14%	7%
								h	
(-2) Very difficult	286	23	30	42	55	32	35	24	32
	13%	11%	14%	13%	17%	12%	14%	9%	11%
Don't know	216	26	30	18	49	20	27	19	27
	10%	13%	15%	5%	15%	8%	10%	7%	9%
					С				
NET: Easy	629	55	46	134	66	82	53	84	103
	29%	27%	22%	41%	21%	32%	20%	32%	35%
				d		f			
NET: Difficult	577	62	72	82	100	61	69	62	53
	27%	31%	35%	25%	32%	24%	26%	24%	18%
Mean	0.01	-0.05	-0.21	0.19	-0.25	0.1	-0.12	0.14	0.27
				d		f			

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



12 Feb 2005
Table 45
CQ_3-1-low may or efficial, if either, would gro find it to be in a nationality with commons who supported the following political parties? Useral Democrats

Base: All adults aged 18-75 in Great Britain

																																											SEXUALITY >		
		GE	OER		AGE			GEN	ERATION		SOCIA	L GRADE			REI	ION				MARITAL STAT	us	EDUC	ATION	EMPLOYM	ENT STATUS		INCO	ME		ETHNO	CITY		GENERA	A ELECTION 20	024 VOTE		REFERENDU	M 2016 VOTE	RELATION	SHIP STATUS	SD	CUALITY		TATUS	
										BASY									MARRIED		WID/ DIV/		NON		NOT	up to	£20.000-	£35,000-			ETHNC C	ONSERVATI		UBERAL					IN A RELATIONS!	NOT IN A	AL/	U HETEROSEXI. AL/ STRAIGHT	AL/ U STRAIGHT MEN IN A		
		MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIAL		BOOMER	ABC1	C20E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	/LIVING AS	SINGLE	SEP	GRADUATES	GRADUATES	WORKING	WORKING	£19,999	£34,999	£54,999		WHITE	MINORITY	VE	LABOUR	DEMOCRATS	REFORM UK	OTHER	REMAIN	LEAVE	P	P	MEN	WOMEN	NSHIP	NSHIP	ROMANT
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(x)	(h)	(1)	60	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(0)	(c)	(D)	(E)	(1)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(Q)	(8)	(5)
																								1470					606		311								1415		910		619		1292
																								1459					548		285								1400		927		611		1271
																								68%					25%		13%								65%		43%		28%		59%
	262	154	105	77	95	529	52	73	64	73	178	54	69	50	66	46	13	17	161	75	27	123	119	180	8.2	50	41	61	96	229	33	22	102	61	14	20	131	69	182	77	139	90	109	60	157
	12%	15%	10%	12%	12%	12%	12%	11%	12%	13%	25%	9%	14%	9%	14%	15%	12%	9%	13%	11%	12%	16%	10%	12%	12%	12%	8%	11%	17%	12%	11%	7%	16%	34%	6%	10%	16%	10%	13%	11%	15%	9%	18%	9%	12%
		ь									k		m			m						v				A			AB				FU	FGIII			L				p				
	457	249	202	172	165	117	104	168	101	84	291	167	100	123	83	95	17	40	273	155	30	211	246	349	105	74	97	132	135	392	63	70	196	52	19	58	244	110	317	139	216	176	145	135	299
	21%	24%	19%	26%	21%	26%	25%	26%	19%	15%	24%	18%	20%	22%	17%	30%	16%	22%	22%	23%	13%	27%	28%	24%	15%	18%	19%	24%	25%	21%	22%	22%	30%	29%	8%	28%	29%	15%	23%	19%	23%	18%	24%	20%	245
		ь		de			bi	h			k					Imne			t	t		l v		×				v	vA.			1	Pl Pl	1		1	L				P				
nor difficult	880	399	471	223	328	329	145	245	236	253	479	401	207	241	212	96	46	76	532	245	104	274	606	593	287	157	222	223	208	768	105	132	263	47	114	55	317	344	586	281	356	433	245	304	50
	41%	38%	44%	34%	42%	46%	34%	38%	45%	45%	39%	43%	41%	42%	43%	31%	47%	41%	43%	36%	46%	36%	44%	41%	42%	39%	43%	41%	38%	41%	37%	42%	41%	26%	47%	42%	38%	48%	42%	39%	38%	45%	40%	42%	40%
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ult	170	89	75	58	53	50	40	45	40	46	87	81	10	44	46	78		14	99	*4	17	58	112	109	61	25	54	41	40	134	32	37	28	4	792	20	54	73	101	68	80	70	45	46.	90
	8%	8%	7%	9%	7%	8%	2%	7%	8%	8%	7%	2%	6%	8%	9%	2%	8%	8%	8%	8%	7%	85	8%	7%	9%	6%	11%	8%	7%	7%	11%	12%	4%	2%	25%	10%	6%	10%	7%	9%	9%	7%	8%	7%	71
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	128	50	65	26	46	56	17	35	26	49	60	68	31	45	77	14	- 1	14	65	46	15	16	92	75	53	31	15	31	26	118	30	31	19	2	33	11	74	71	77	51	53	62	25	45	70
•	6%	6%	656	4%	6%	8%	4%	556	25	95	756	7%	5%	8%	4%	8%	1%	7%	5%	75	7%	55	7%	75	8%	8%	75	5%	5%	5%	4%	10%	3%	1%	11%	5%	3%	10%	75	7%	6%	6%	4%	75	62
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	12%	10%	15%	15%	12%	10%	15%	13%	17%	10%	10%	14%	13%	1796	12%	10%	13%	13%	10%	16%	15%	95	14%	10%	16%	15%	13%	10%	8%	12%	1556	576	6%	7%	10%	5%	7%	7%	10%	15%	9%	14%	7%	12%	125
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	719	403	307	749	764	206	156	241	165	157	410	251	120	171	149	147	29	56	433	779	57	114	385	579	190	174	138	191	231	620	96	97	258	112	33	78	175	180	422	216	355	255	254	198	456
	13%	38%	29%	200	249	29%	37%	279	220	28%	38%	27%	34%	200	210	4600	201	779	750	779	750	43%	789	16%	27%	31%	279/	260	47%	33%	240	200	4600	679	149	700	45%	25%	36%	30%	18%	27%	42%	29%	367
	22.0	200.70	200	20.4	24.4	20.0	20.74	47.4	22.74	241.74	20.0	2170	24.0	20.74	44.74	40.4	2.00	22.70	22.0	22.0	23.00	44.4	24.0	20.0	27.74	22.70	27.74	20.4	44.5	22.4	24.4	200	40.0	0.274	24.0	24.74	42.4	22.0	20.70	30.4	24.7	27.74	42.74	200	30.
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	295	148	100		00	115	87	80	**	OF.	348	150	63	95		47		10	167	103	**	0.7	200	104	114	**	en.	77	41	252		en.	47	-	77	**	78	147	178	110	199	111	77	60	340
	14%	14%	13%	13%	13%	16%	14%	12%	17%	17%	12%	16%	12%	160	1.00	170	11%	25%	13%	150	140	12%	25%	13%	169	14%	179/	720	170	14%	1556	239	70	éw.	72	150	700	200	13%	160	14%	14%	12%	13%	135
	2474	24.0	2374	23.4	4474	20.4	24.74	22.74	22.70	27.74	44.00	10.00	22.00	20.76	24.74	23.4	11/4	2374	2070	2374	24.0		2374	1374	20.0	24.0		23.4	22.70	24.4	13/4	CM	***	4.4	CMI	CH	2.4	20,0	137	200	24,0	24/4	22.71	***	***
	0.29	0.37	0.23	0.29	0.31	0.19	0.37	0.35	0.29	0.17	0.4	0.15	0.34	0.18	0.29	0.46	0.31	0.2	0.12	0.27	0.19	0.47	0.19	0.34	0.18	0.26	0.12	0.31	0.47	0.29	0.31	0.05	0.55	0.99	-0.27	0.29	0.52	0.04	0.34	0.2	0.36	0.19	0.47	0.21	0.34
	0.29	0.17	u.23	0.29	0.31	0.19	0.37	0.35	0.29	0.17	0.4	0.15		0.18	u.29	0.48	0.31	U.2	0.32	u.27	0.29	0.47	0.19		0.18	0.25	u.12	0.11		0.29	0.31			u.99	-u.27	U.29	0.52	0.04		0.2	0.16	0.19	0.47	u.21	0.34
		ь									l k		-			mno						V .		×		1		A	vAS				FU	FG		n	1 4		N		l P				1 7

Proportions/Means: Columns Tested (5% risk level) - a/b - c/d/a - l/g/b/l - j/k - l/m/n/a/p/q - r/n/t - u/v - w/s - r/s/k/b/C - D/t - r/G/h/h/l - K/t - M/N - D/P - S/T Overlap formulae used. ** small base



12 Feb 2025

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

					GENERATIO	NS X GENDER			
		GI	EN Z	MILL	ENIALS	GE	NX	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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	33	18	45	28	40	22	36	37
	12%	16%	9%	14%	9%	16%	8%	14%	13%
		b				f			
(+1) Fairly easy	457	52	49	103	64	54	44	40	44
	21%	25%	24%	31%	20%	21%	17%	15%	15%
				d					
(0) Neither easy nor difficult	880	66	76	116	125	101	132	116	137
	41%	32%	37%	35%	39%	39%	51%	44%	47%
							е		
(-1) Fairly difficult	170	18	19	22	23	20	16	29	17
	8%	9%	9%	7%	7%	8%	6%	11%	6%
(-2) Very difficult	128	9	7	17	18	14	12	19	28
	6%	4%	3%	5%	6%	5%	4%	7%	10%
Don't know	263	26	38	24	59	28	35	24	29
	12%	13%	18%	7%	19%	11%	13%	9%	10%
					С				
NET: Easy	719	85	68	147	92	94	66	76	81
	33%	42%	32%	45%	29%	37%	25%	29%	28%
				d		f			
NET: Difficult	298	27	26	39	41	34	28	48	45
	14%	13%	13%	12%	13%	13%	11%	18%	15%
Mean	0.29	0.47	0.31	0.45	0.24	0.38	0.21	0.19	0.17
				d					

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



9503

QS_4 - 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
-----------------------	------------------------

Part						AGE																			l															_					RELATIONSHI		IMANTIC
Part		_	GE	4DER	_	AGE			GENE	RATION	_	SOCIA	L GRADE			REG	ION				MARITALSTATI	ıs	EDUC	ATION	EMPLOYM	ENT STATUS	_	INC	OME		ETHI	WCITY	_	GENER	EAL ELECTION	2024 VOTE	_	REFERENC	UM 2016 VOT	TE RELATIO	NISHIP STATUS	SE	KUALITY				MANTIC
The control of the co																				MARRIED				NON		NOT		£20,000-	£35,000-			ETHNIC	CONSERVATI									AL/	AL/	AL/ STRAIGHT MEN IN A	AL/ STRAIGHT WOMEN IN		NOT VER
Secretary of the control of the cont				WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	GEN X	BOOMER	ABC1	C2DE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	/LIVING AS	SINGLE	SEP	GRADUATES	GRADUATES	S WORKING	WORKING	£19,999	£34,999	£54,999	£55,000 +	WHITE	MINORITY	VE	LABOUR	DEMOCRA	TS REFORM U	K OTHER	REMAIN	LEAVE	P	P	MEN	WOMEN	NSHIP	NSHIP	ROMANTIC	ROMAN
THE PROPERTY AND ASSESSION AS A STATE OF A S		TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(b)	(1)	60	(k)	(1)	(m)	(n)	(o)	(p)	(q)	(r)	(x)	(t)	(u)	(v)	(w)	(x)	(y)	(A)	(0)	(C)	(D)	(E)	(1)	(G)	(H)	(1)	(1)	(K)	(L)	(M)	(N)	(0)	(P)	(0)	(8)	(5)	(T)
Solve reads: \$\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}{2}\frac{1}\frac{1}{2}\frac{1}{2}\frac{1}{2}\fr																									1470 1459		354 401											877 829		1415 1400		910 927		619 611		1292 1271	799 816
156 157 158 158 158 158 158 158 158 158 158 158			49%	50%	30%	16%	33%	20%	30%	25%	26%	57%	43%	23%	26%	23%	14%	5%*	8%	58%	32%	10%	36%	64%	68%	32%	19%	24%	25%	25%	35%	13%	14%	30%	1%	11%	10%	31%	33%	65%	34%	43%	45%	28%	31%	59%	38%
15 15 15 15 15 15 15 15	2) Very easy				10%	13%		9%	12%	14%	15%		16%	14%	14%	12%	10%	15%	7%	169	10%	15%	10%	197		11%	11%	16%	13%	10%		23 8%	16%	42 6%	2%	49%	8%	51	25%	14%	10%				13%	166 13%	99 12%
15 15 15 15 15 15 15 15																					-												GPS			FGRU									-		-
256 286 286 287 287 287 287 287 287 287 287 287 287	117400 4400				15%	12%	12%	14%	15% h	10%	12%			13%	12%	11%	19%	11%	11%	14%	10%	12%	16%	11%		11%	13%	11%	12%	17% AB		15%	19%	12%	15%	17%	8%	11%			11%		11%		11%	15% T	11%
286 286 287 288 288 288 288 288 288 288 288 288	Neither easy nor difficult	604	299	300	172	226	207	115	177	163	149	306	297	142	168	152	70	21	52	363	176	65	171	433	416	188	113	152	139	164	523	76	101	158	41	63	45	183	252	322	197	273	285	180	201	361	232
Use 186 187 188 188 188 188 188 188 188 188 188		28%	28%	28%	26%	29%	29%	27%	27%	31%	27%		32%	28%	29%	31%	22%	20%	28%	29%	26%	29%	22%	32%	29%	27%	28%	30%	26%	30%	28%	27%	32% GHI	24%	23%	26%	23%	22%	35% K	29%	27%	29%	29%	29%	30%	28%	28%
256 275 275 275 275 275 275 275 275 275 275	1) Fairly difficult		133 13%	116 11%	82 13%	94 12%	78 11%	55 13%	77 12%	57 11%	65 12%	172 14% k	82 9%		53 9%	54 11%	43 14%	17 16%	18	157 13%	77 11%	20 9%				10%	39 10%	63 12%	71 13%	63 11%		40 14%	40 13%	108 17%	27 15%	3 1%	29 14%	134 16%	59 8%	169 12%	84 12%	125 14%			77 11%	148 12%	100 12%
THE PROPERTY OF THE PROPERTY O	2) Very difficult	496	209	271	141	187	258	94	150	126	126	331	165	97	130	114	72	26	58	259	189	49	223	273	317	179	92	97	141	123	429	61	36	219	65		86	307	61	299	191	161	220	100	144	267	212
15		23%	20%	25%	22%	24%	23%	22%	23%	24%	23%	27%	18%	19%	23%	23%	23%	25%	32% lm	21%	28%	22%	29%	20%	22%	26%	23%	19%	26% A	22%	23%	21%	12%	34%	37%		41%	37%	8%	21%	26% M	17%	23%	16%	21%	21%	26%
256 275 275 275 275 275 275 275 275 275 275	on't know		97 9%		92 14%	86 11%	79 11%	61 14%	78 12%	56 11%	63 11%	124 10%	133 14%	59 12%	71 12%	57 12%	36 12%	13 13%	21 12%	123 10%	105 15%	30 13%	63 8%	295 34%	146 10%	110 16%	51 15%	65 13%	54 10%	45 8%		44 15%	25 8%	39 6%	15 9%	16 6%	30 5%	64 8%	47 7%	141 10%	99 14%	80 9%	143 15%	39 6%	90 13%	141 11%	24 10%
To find the first section of t	ET: Easy	548	312	230	165	193	290	97	168	128	155	287	261	138	148	110	91	27	34	348	139	61	195	353	392	156	97	138	135	152	480	66	109	122	30	161	34	142	301	390	154	288	215	211	162	354	186
125 215 215 215 215 215 215 215 215 215			30%		25%	25%	26%	23%	26%	24%	28%		28%	27%	26%	23%	29%	26%	29%	28%	20%	27%	25%	25%	27%	22%	24%	27%	25%	28%	26%	23%	35%	19%	17%	66%	16%	17%	42% K	28% N	21%	31%	22%	34%	24%	28% T	23%
889 42 01 0M 05 0H 03 0H 04 0H	ET: Difficult	750	342	387	223	280	247	149	227	183	191	503	247	165	183	168	115	42	76	416	265	69	342	406	503	247	131	159	212	185	642	101	76	327	93	3	116	440	120	468	275	285	326	182	221	415	313
		35%	33%	36%	34%	16%	34%	35%	35%	34%	34%	42% k	26%	33%	32%	34%	37%	41%	41% m	33%	39%	31%	44% V	29%	34%	35%	33%	31%	39% A	34%	35%	35%	24%	51% FI	52% FI	1%	56% FI	53% L	17%	33%	38%	31%	34%	30%	33%	33%	38%
	lean	-0.22	-0.1	-0.34	-0.24	-0.25	-0.18	-0.3	-0.24	-0.23	-0.15	-0.39		-0.12	-0.17	-0.26	-0.23	-0.29	-0.53	-0.14	-0.43	-0.12	-0.42	-0.11	-0.18	-0.32	-0.24	-0.08	-0.31	-0.2	-0.21	-0.3	0.16	-0.63	-0.76	1.22	-0.76	-0.72	0.44	-0.14	-0.38	-0.03	-0.27	0.05	-0.2	-0.14	-0.3
			ь										1	a								8											GH			FG MI			К	N		P				т	

Proportion/Means: Columns Tested (5% risk level) - $a/b - c/d/v - (l/y/h)i - y/h - 1/m/n/o/p/q - r/n/t - w/v - w/x - \gamma/n/h/c - D/t - r/G/h1//r - x/t - M/N - D/P - Q/R - 5/T Owning formulae used. ** mail base$



12 Feb 2025

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

					GENERATION	NS X GENDER			
		GI	N Z	MILL	ENIALS	GE	N X	BABY	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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%
					С				
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/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h Overlap formulae used.



P005

Base: All adults aged 18-75 in Great Britain

			enen		AGE				FRATION			L GRADE				HON				MARITAL STAT			EATION		ENT STATUS			OME		ETHN				AL ELECTION						INSHIP STATUS		DUMITY		X RELATIONSHI		MANTIC
			UCK .		AGE			GENE	DOLION		SOCO	GRADE			HEL	ion								EMPLOTA						EIMA			GENER				REFERENCE	OM 2016 VOII	INA	NOT IN A	HETEROSEX AL/	KU HETEROSEX	HETEROSEXL AL/ EU STRAIGHT MEN IN A	AL/ STRAIGHT WOMEN IN		NOT VE
	TOTAL	MAN (e)	WOMAN	18-34 (c)	35-54	55-75 (e)	GEN Z	MILIENNIALS	S GEN X	BOOMER	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	/LIVING AS		WID/ DIV/ SEP (+)		NON GRADUATES	s WORKING	WORKING (v)	LIP TO £19,999	£20,000- £34,999		£55,000+	WHITE (D)	ETHNIC MINORITY (F)	CONSERVATI VE (f)		DEMOCRA:	TS REFORM UP	K OTHER	REMAIN	LEAVE	RELATIONS P (M)	SHI RELATIONS	MEN (O)	STRAIGHT WOMEN		A RELATIO NSHIP	ROMANTIC	
WEIGHTED BASE IGHTED BASE	2160 2160 100%	1035 1051	1094 1078	667 652	803 786	690 722	437 422	540 540	598 530	476 559	1371 1222	789 935	523 504	565 570	461 465	308 312	105	177 183	1260 1250	687 685	213 225	1135 771	1025 1389	1470	690 701	354 401	483 515	521 540	606 548	1828 1856	311 285	105 312	690 646	183 178	218 243	223 207	877 829	670 720	1415 1400	711 725	910 927	960 970	619 611	553 574	1292 1271	75 83
2) Very easy	320 15%	158 15%	154 14%	110 17%	122 16%	87 12%	80 19%	93 14%	74 14%	73 13%	201 16%	118 13%	75 15%	66 12%	79 16%	60 19%	19 19%	21 11%	182 15%	105 15%	32 14%	133 17%	186 13%	214 15%	106 15%	54 15%	67 13%	82 15%	89 16%	268 34%	46 15%	25 8%	126 20%	23 13%	19 8%	72 35%	153 18%	75 10%	219 16%	98 14%	134 14%	125 13%	96 16%	89 13%	205 16%	108
1) Fairly easy	462 21%	242 23%	209 19%	174 27%	163 21%	125 17%	100 24%	172 27%	101 19%	88 16%	293 24%	169 18%	101 20%	129 23%	78 16%	28%	24 23%	42 23%	282 23%	149 22%	31 14%	221 29%	239 17%	339 23%	123 18%	79 20%	95 19%	137 25%	131 24%	393 21%	67 23%	51 16%	199 31%	54 30%	27 11%	64 31%	248 30%	117 16%	312 22%	143 20%	222 24%	176 18%	153 25%	126 19%	283 22%	161 201
Neither easy nor difficult	757 35%	339 32%	410 38%	186 29%	293 37%	278 38%	116 28%	229 34%	208 39%	214 38%	412 34%	345 37%	196 39%	203 36%	186 38%	87 28%	27 26%	58 32%	455 36%	206 30%	95 42%	230 30%	527 38%	523 36%	234 33%	133 33%	192 37%	177 33%	189 34%	663 36%	90 32%	112 36%	212 33%	67 37%	96 39%	53 26%	258 31%	305 42%	500 36%	248 34%	295 32%	388 40%	205 34%	269 40%	451 35%	29 36
Pairly difficult	180 8%	112 11% b	606	56 9%	59 8%	55 9%	40 9%	43 7%	50 9%	48 9%	204 9%	76 8%	32 6%	41 7%	51 10%	25 8%	9%	22 12%	93 7%	55 10%	21 9%	67 9%	114 8%	121 8%	59 8%	33 8%	46 9%	35 7%	51 9%	258 9%	20 7%	44 14% GJ	43 7%	15 8%	33 34% GJ	II 4%	50 7%	73 10%	109 8%	71 10%	106 11% p	65 7%	65 11% R	41 6%	93 7%	10
1) Very difficult	178 8%	95 9%	80 7%	32 5%	57 7%	88 12% cd	21 5%	41 6%	41 8%	74 13% feb	83 7%	94 10%	34 7%	61 11% lo	39 8%	15 5%	10 10%	19 20%	108 9%	53 8%	17 7%	52 7%	126 9%	112 8%	65 9%	31 8%	50 10%	52 10%	37 7%	158 9%	17 6%	56 18% GNI	23 4%	5 3%	49 20% GHI	3 2%	40 5%	101 14% K	118 8%	58 8%	82 9%	77 8%	49 8%	63 9%	94 7%	101
on't know	263 12%	104 10%	157 15%	94 14%	91 12%	79 11%	65 15% h	81 12%	56 11%	62 11%	128 11%	135 14%	55 13%	70 12%	56 11%	37 12%	13 13%	22 12%	129 10%	106 15%	29 13%	66 9%	297 24%	149 10%	114 16%	61 15% BC	65 13%	56 10%	50 9%	215 12%	44 16%	25 8%	43 7%	14 8%	19 8%	7 3%	70 8%	51 7%	143 10%	107 15% M	88 10%	119 14%	43 7%	86 13% O	145 11%	87 119
IT: Easy	782 36%	401 38%	363 34%	284 44% de	286 36%	212 29%	180 43% hi	265 42% hi	175 33%	161 29%	494 40% k	288 31%	177 35%	195 34%	156 32%	148 47% Imno	43 42%	63 34%	465 37% t	254 37% t	63 28%	356 45% V	425 31%	553 38% x	229 33%	143 36%	162 31%	220 41% A	220 40% A	661 36%	113 40%	76 24%	325 50%	77 43% FI	46 29%	135 66% FGHI	401 48% L	191 27%	531 38%	241 33%	355 38% p	301 31%	249 41% R	215 32%	488 38% T	272 339
: Difficult	358 17%	207 20% b	148	88 13%	117 15%	254 22% cd	61 14%	84 13%	91 17%	122 22% far	188 25%	170 18%	65 13%	102 18%	90 18% i	40 13%	20 19%	41 22% lo	201 16%	119 17%	38 17%	119 15%	239 17%	233 16%	124 18%	65 16%	97 19%	16%	88 16%	316 17%	37 13%	99 32% GHII	10%	21 12% J	82 34% GHU	11 5%	100 12%	173 24% K	226 16%	129 18%	189 20% p	142 15%	114	104 15%	185 15%	16 20 5
ean	0.3	0.27	0.31	0.49 de	0.34	0.09	0.5 hi	0.41 N	0.25 i	0.08	0.39 k	0.18	0.35	0.2	0.24	0.56 Imn	0.35	0.15	0.3	0.33	0.2	0.45 V	0.21	0.32	0.25	0.32	0.18	0.33	0.37 A	0.28	0.44 D	-0.19	0.6 FI	0.44 FI	-0.3	0.96 FGH	0.55 L	-0.01	0.32	0.25	0.26	0.25	0.32	0.23	0.37 T	0.1

Proportions/Means: Columns Tested (5% risk level) - $a/b - c/d/e - (t/g/h/t - t/m/n/o/p/q - r/n/t - u/v - w/s - \gamma/h/h/c - D/t - t/G/M/t/t - K/L - M/N - O/P - Q/R - 5/T Overlay formulae used. * small base$



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

					GENERATIO	NS X GENDER			
		GE	ΝZ	MILLE	ENIALS	GE	N X	BABY E	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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%
							е		
(-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%
					С				
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/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h Overlap formulae used.



9503 17 hb

QS_6 - Now 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
-----------------------	------------------------

		-	NDER		AGE			con	FRATION		rocu	GRADE				ion				MARITAL STATI			ATION		ENT STATUS			DME			OCITY		CENTRA	AL ELECTION 2	034 WOTE		BEFFERENCE	UM 2016 VOTE	BELATIONS		· ·	UAUTY	SEXUALITY X F	RELATIONSHIP	ROMA	
			l l		Aut						2000	UNDE			ALC.					- I				LINICOTA	I SIKIUS					Lim			GLAL.		III III		- NATIONAL OF	2020 4011			HETEROSEXU	HETEROSEXU	HETEROSEXU AL/ STRAIGHT	HETEROSEXU AL/ STRAIGHT	U	
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	MILLENNIALS	s GEN X	BABY	ABC1	CZDE	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING AS	SINGLE	WID/ DIV/	GRADUATES	NON GRADUATES	s working	NOT WORKING	UP TO £19,999	£20,000- £34,999	£35,000- £54,999	£55,000 +	WHITE	ETHNC MINORITY	CONSERVATI	LABOUR	LIBERAL DEMOCRATS	REFORM UK	отнея	REMAIN	LEAVE	IN A RELATIONSHI	NOT IN A RELATIONSHI P		AL/ STRAIGHT WOMEN	MEN IN A RELATIO NSHIP	WOMEN IN A RELATIO NSHIP	VERY/ FAIRLY	NOT VERY/ AT ALL ROMANTIC
UNWEIGHTED BASE WEIGHTED BASE	2160 2160 100%	1015 1051 49%	1094 1078 50%	667 652 30%	801 786 16%	690 722 33%	417 422 20%	549 549 30%	598 530 25%	476 559 26%	1371 1222 57%	789 938 43%	523 504 23%	565 570 26%	461 466 23%	308 312 14%	106 103* 5%*	177 183 8%	1250 1250 58%	687 685 32%	211 225 10%	1115 771 35%	1025 1389 54%	1470 1459 68%	690 701 32%	384 401 19%	483 515 24%	521 540 25%	606 548 25%	1828 1856 86%	311 285 13%	305 312 14%	690 646 30%	183 178 8%	218 243 11%	223 207 10%	877 829 38%	670 720 33%	1415 1400 65%	711 725 34%	910 927 43%	960 970 45%	619 611 28%	663 674 31%	1292 1271 596	799 816 38%
(+2) Very easy	172 8%	115 11% b	54 5%	54 8%	64 8%	54 7%	32 8%	50 8%	49 9%	42 7%	301 8%	71 8%	47 9% m	25 4%	28 6%	28 9% m	6 6%	38 21% Imnop	99 8%	58 8%	15 7%	73 9%	99 7%	115 8%	56 8%	36 9%	36 7%	39 7%	48 9%	253 8%	18 6%	18 6%	58 9%	8 5%	13 6%	47 23% FGHI	90 11% L	42 6%	111 8%	60 8%	97 10% p	49 5%	69 11% R	34 5%	107 8%	60 7%
(+1) Fairly easy	266 12%	165 16% b	93 9%	119 18% de	92 12% e	55 8%	81 19% bi	99 15% hi	49 9%	37 7%	172 14% k	93 10%	51 10%	67 12%	51 10%	61 19% Imp	13 12%	23 13%	157 13%	98 14% t	11 5%	127 16%	119 10%	209 14% X	57 8%	44 11%	56 11%	75 14%	85 16% A	215 12%	50 18% D	33 10%	105 16%	28 15%	23 9%	42 20% FI	135 16%	69 10%	180 13%	85 12%	154 17% p	80 8%	100 16% R	50 9%	177 14% T	86 11%
(C) Neither easy nor difficult	850 39%	402 38%	439 41%	244 37%	311 40%	295 41%	149 35%	258 40%	221 42%	222 40%	457 37%	393 42%	204 41%	249 44%	184 38%	121 39%	38 37%	55 30%	504 40%	254 37%	93 41%	281 36%	569 41%	584 40%	266 38%	149 37%	199 39%	213 40%	225 41%	739 40%	106 37%	119 38%	282 44%	72 40%	91 38%	69 33%	318 38%	308 43%	562 40%	276 38%	355 38%	395 41%	246 40%	274 42%	508 40%	325 40%
(-1) Fairly difficult	219 10%	115 11%	101 9%	54 8%	82 10%	83 12%	35 8%	62 10%	57 11%	63 11%	127 30%	92 10%	54 11%	47 8%	54 11%	31 10%	12 12%	20 11%	148	47 7%	24 11%	107	111 8%	153 11%	66 9%	39 10%	45 9%	54 12%	62 11%	293 30%	22 8%	36 12%	78 12%	27 15%	26 11%	16 8%	113 14%	71 10%	152 11%	63 9%	103 11%	93 10%	71 12%	70 10%	115 9%	97 12%
(-2) Very difficult	255 12%	117 11%	134 12%	46 7%	89 11%	121 17%	28 7%	62 10%	59 11%	106 19%	148 12%	107 11%	45 9%	75 13%	71 14%	24 8%	12 12%	29 36%	140 11%	80 12%	35 15%	81 11%	174 13%	151 10%	104 15%	49 12%	74 14%	59 11%	55 10%	225 12%	27 10%	70 22% GHI	45 7%	17 10%	55 23%	13 6%	51 7%	142 20%	157 11%	94 13%	104 11%	128 13%	65 11%	84 12%	132 10%	115 14%
Don't know	398 18%	137 13%	257 24%	135 21%	149 19%	115 16%	96 23%	118 18%	95 18%	89 16%	216 18%	182 19%	102 20%	107 19%	101 21%	47 15%	21 21%	19 20%	203 16%	149 22%	47 21%	101 13%	298 21% u	246 17%	152 22%	84 21% C	105 20%	29 16%	73 13%	331 18%	63 22%	36 11%	78 12%	26 15%	34 34%	21 10%	112 14%	88 12%	237 17%	146 20%	113 12%	225 23% 0	60 10%	152 23%	233 18%	132 16%
NET: Easy	438 20%	279 27% b	147	173 27% de	156 20%	108 15%	113 27% hi	149 23%	97 18%	78 14%	273 22% k	165 18%	98 19%	92 16%	79 16%	89 28% Imp	19 19%	51 33%	255 20%	156 23% t	27 12%	200 26% V	237 17%	324 22% x	114 16%	80 20%	92 18%	114 21%	133 24% A	367 20%	68 24%	51 16%	163 25%	36 20%	36 25%	89 43% FGHI	225 27%	111 15%	291 21%	145 20%	251 27% p	128 13%	169 28% R	94 14%	284 22% T	146 18%
NET: Difficult	474 22%	232 22%	235 22%	100 15%	170 22% c	204 28% cd	64 15%	125 19%	117 22% f	169 30% feb	276 23%	198 21%	99 20%	122 21%	124 25%	55 18%	24 24%	49 26% 0	288 23%	127 18%	59 26%	189 24% V	285 21%	304 21%	170 24%	88 22%	119 23%	123 23%	117 21%	418 23% E	49 17%	107 34% GJ	122 19%	44 25%	81 33% GJ	28 14%	174 21%	213 30% K	329 22%	157 22%	208 22%	221 23%	136 22%	153 23%	246 19%	212 26% 5
Mean	-0.07	0.05 b	-0.2	0.16 de	-0.06	-0.27	0.16 hi	0.02 I	-0.07	-0.33	-0.05	-0.09	mn.	-0.17	-0.23	0.14 mn	-0.13	0.13 mn	-0.07 t	0.01 t	-0.29	·	-0.11	-0.01 ×	-0.19	-0.07	-0.16	-0.06	0.02 A	-0.08	0.05	-0.39	0.1 FH	-0.12 FI	-0.41	0.51 FGH	0.11 L	-0.32	-0.06	-0.08	0.04 P	-0.23	0.07 R	-0.21	0.01 T	-0.18

Proportions/Mann: Columns Tested (2% risk level) - a/b - c/d/e - (|g/h|) - $|h-1/m|/n/q/p/q - r/n/t - u/v - w/e - <math>\gamma/h/h/C - D/t - T/G/nt/n/t - K/t - M/N - D/P - Q/R - S/T - Overlap formulae used. * small base$



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

					GENERATION	IS X GENDER			
		G	EN Z	MILL	ENIALS	GI	N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(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		С				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/Means: Columns Tested (5% risk level) - a/b - c/d - e/f - g/h Overlap formulae used.



9925 3 13 to 205

us - rease straigne a scenario in which a partner were to surprise you for visientine's day by wear.

Base: All adults aged 18-75 in Great Britain

									GENERATIO																																			SEXUALITY X RE		
			NDER		AGE	Ι	-		GENERATIO	ON		SOCIAL	GRADE			REC	IION		1	1	MARITAL STA	TUS	EDG	UCATION	EMPLOY	MENT STATUS	1	INC	OME		ETHN	aCITY		GENERA	AL ELECTION 20	M VOTE		REFERENDUM	2016 VOTE	RELATIONSHI	IP STATUS	SEXU	AITY	STATI HETEROSEXU F	ETEROSEXU	ROMANTIC
	TOTAL	MAN	WOMAN	18-34	35-54	55-75	GEN Z	t MILLEN	enials o		BABY BOOMER	ABC1	C20E	NORTH	MIDLANDS	SOUTH	LONDON	WALES	SCOTLAND	MARRIED /LIVING A		WID/ DIV		NON S GRADUATI	ES WORKING		UP TO £19,999						CONSERVATI VE		LIBERAL DEMOCRATS	REFORM UK	OTHER	REMAIN		IN A RELATIONSHE P	NOT IN A RELATIONSHI P	AL/ STRAIGHT MEN	AL/	MEN IN A	A RELATIO V	VERY/ FAIRLY AT A
INWEIGHTED BASE VEIGHTED BASE	2160 2160 100%	1035 1051	1094 1078	667 652	803 786	690 722	437 422	54 54	10	598 530	476 559	1371 1222	789 938	523 504	565 570	461 468	308 312	106 103*	177 183	1260 1250	687 685	213 225	1135 771	1025 1389	1470 1459	690 701	354 401	483 515	521 540	606 548	1828 1856	311 285	105 312	690 646	183 178	21E 243	223 207	877 829	670 720	1415 1400	711 725	910 927	960 970	619 611	663 674	1292 71 1271 8
acited	745 34%	520 49%	216 20%	284 44%	297 38%	164 23%	179 42%	27 42			115 21%	466 38%	279 30%	177 35%	191 34%	163 33%	127 41%	24 24%	63 34%	434 35%	248 36%	63 28%	300	445 32%	567 39%	178 25%	110 27%	184 36%	179	242 44%	608 33%	129 45%	100 32%	270 42%	63 36%	90 37%	69	317 38%	234 32%	496 35%	241 33%	475 51%	186 19%	325 53%	133	553 17 44% 22
lapov	739 34%	490 47%	241 22%	de 277 42%	262 33%	200 28%	hi 179 42%	25 39		166 31%	141 26%	440 36%	298 32%	168 33%	182 32%	159 33%	136 44%	31 30%	62 34%	435 35%	240 35%	64 28%	284 37%	454 31%	550 38%	188 27%	126 31%	154 30%	195 36%	VAS 233 43%	607 33%	125 44%	109 35%	71 250 39%	61 34%	106 44%	62 30%	306 37%	247 34%	508 36%	225 31%	9 447 48%	209 22%	R 312 51%	158 23%	T 545 18 435 22
iroused	611 28%	462 44%	145 13%	de 207 32%	245 31%	158 22%	129 31%	21 37	i S	154 29%	112 20%	362 30%	249 27%	153 30%	140 24%	145 30%	Imno 101 32%	21 20%	52 28%	353 28%	211 31%	46 21%	221 29%	390 28%	441 30%	169 24%	97 24%	150 29%	149 28%	9AB 190 35%	508 27%	99 35%	84 27%	209 32%	43 24%	2 87 36%	58 28%	241 29%	212 30%	N 398 28%	207 25%	P 425 46%	119 12%	R 282 46%	85 13%	T 416 17 33% 22
imused	568 26%	181 17%	379	151 23%	205 26%	212 20%	102 26%	15 26	17	139	170	331 27%	237 25%	113	146	136	100 125	26 76%	46 25%	1 342 27%	t 159 23%	67	221 29%	345 25%	356 24%	212 30%	99 25%	133 26%	151 28%	vs 144 26%	498 27%	D 64 23%	87 28%	H 165 26%	58 13%	FH 53 22%	57 78%	235	182	379	185	p 155 176	340	R 100 16%	243	T 364 21 276 26
mbarrassed	194	41	149 14%	52 85	72	E 70 20%	11	57		48	# 56 10%	101	91	45	41	42	28	10	20	113	57	21	78 10%	115	121 EN	W 72 10%	41 10%	45	57 11%	33	175	16	28	50	19	26	20	74	65	133	20	32 1%	0 132 14%	22	97 14%	79 10 6% 13
Confused	144 7%	57 5%	81 85	46 7%	53 7%	45	32	46	5	35 7%	31 6%	80	63	39	33	29	20	11	12	54 7V	43	16	65 85	78	102	42	C 27 7%	39	C 27	38	t 125 7%	34	16	36	18	14	24	59 7%	37	96 7%	48	47	70	32	50	71 71 6% 91
oncerned	103	45 45	53	38	29	36 5%	26	33		19	27 5%	65	38	22	30	15	21	11	4 25	64	32	7 3%	39 5%	64	69	34 55	20 5%	25	14 25	37 7%	82 4%	20	25	25	G 6	9	FGI 13	37 4%	37	66	37	39 4%	47	28 5%	30	56 44 4% 51
Disinterested	76 4%	25 28	50	16 2%	20	41	13	11	3	14	36	43	33 25	15	30	19	4	lmno 7	2	40	28 4%	8 4%	20 3%	56	49 3%	27	21 5%	20	20	13 25	67 4%	8 3%	G 12	13	10	12	25	27	36	43	33	17	47	11 2%	31 25	27 44 25 61
ntimidated	63	31 35	a 30 35	25 25	25 3%	ed 11	20	11	1	21	feh 11	26 25	27 25	20	00 14	12	9	2 2 2%	6	26 25	29	7 3%	22 25	41	45 25	18	C 16	14	16	25 13 25	52 3%	9	6	16	G 6	G 11	G I	19 7%	22	32	29	27	D 28	10	0 18	28 25 28 27 25 27
Other (clease specify)	47	19	27	5	21	2%	3	9		20	2%	25	23	7	15	14	4	3	4	29	15	3	15	32	29	18	4% 11	10	10	11	46	2	1	10	5	9	6	15	21	2%	M 12	16	24	2%	21	24 21
ione of these	2% 128	2%	2%	1%	2% c 36	2% c 76	9	22	%	4% fe 34	53	2%	2% 68	1%	3%	30	9	3%	2%	72	2%	1% 21	2%	2%	2%	3%	3%	2%	2%	2%	2% 119	2% E	29	2%	7	11	3%	2%	3%	2%	2% 48	2%	2%	2%	3%	2% 2: 43 E:
lon't know	6% 176	4% 68	8% 8 104	3% 50	5% 63	11% cd 63	2%	45	% 9	6% fg 43	11% fgh 49	5%	7% 85	6% 0 42	7% 0 56	36	15	5% 15	8% 0 12	83	76	10% 1	4%	7% u 128	5% 98	8% W 78	9% BC 41	49	5%	4% 26	5% E 259	3%	9% G 23	41	4%	11	3%	5%	53	6% 87	7% 84	3% 55	9% 0 94	3% 22	8% Q 57	3% 10 5 87 70
refer not to say	55	20	10% a 35	8% 26	8% 16	9%	8% 15	11	7	15	9%	7%	20	8% 14	10% o 11	7%	5%	15% noq 3	7%	7% 24	11% r 26	7%	19	9% u 39	7%	11% w 28	10% C 10	10% C 7	7%	5% 11	9%	6%	7%	12	1	1	9%	7%	10	29	12% M 21	16	10% D 30	4%	8% Q 16	7% 91 27 21
ET: Hapov/Excited/ Aroused	3% 1135	2% 763	3%	4% d 427	2% 434	2%	4%		× ×	3%	2%	3% 672	2% 463	264	2%	245	202	3% 41	3%	2% 679	4% r 367	4%	2% 438	3%	2% 857	4% W 278	2% 180	257	2%	2% 367	3%	3% 191	2%	2% 390	1%	1%	2%	2%	1%	780	3%	2% 693	3%	1%	2%	2% 31 813 30
	53%	73% b	33%	de:	55%	38%	65% hi			49%	35%	55% k	49%	52%	50%	50%	65% Imno	40%	55%	54% t	54% t	40%	57% V	50%	59% x	40%	45%	50%	52% V	67% vAB	50%	67% D	48%	EDN FH	48%	62% FH	53%	58% L	50%	56% N	47%	75% P	33%	79% R	35%	64% 37 T
ET: Embarassed/Intimidated	238 11%	72 7%	162 15%	75 11%	87 11%	76 11%	52 12%	64 10		60 11%	62 11%	126 10%	112 12%	58 12%	56 10%	53 11%	33 11%	12 12%	25 34%	129 10%	79 12%	29 13%	96 12%	342 30%	155 11%	82 12%	50 12%	55 11%	67 12%	47 9%	210 11%	25 9%	31 10%	65 10%	25 14%	30 12%	27 13%	88 12%	79 11%	150 11%	80 11%	58 6%	144 15%	32 5%	102 15%	104 12 8% 15
IET: Confused/Concerned/ Disinterested	282 13%	112	163	84 13%	91	106 15%	57	17	2	61	82 15%	165 13%	117 12%	115	10%	58	42	21	15	167	86 196	29 13%	108	174	189	92	61	71	54	77 14%	240 13%	38	144	71	33	28	43	108	100	182	99	92	143	65 11%	97	133 14
ET: Positive	3458 67%	818	624 58%	480 74%	555 71%	423 59%	306 73%	45 73	и	347	320 57%	853 70%	505 54%	330	374	327 67%	243 78%	59 57%	125 68%	882 71%	439 64%	136	553 72%	905	1045	413 59%	8 240 60%	337 65%	376 70%	427 78%	1229 66%	217	202	472 73%	G 121 69%	177	GI 139 67%	596 72%	467 65%	1000 71%	445 615	737 80%	0 557 575	510 83%	407 50%	976 45 77% 56
	470	ь	293	146	162		hi 98	ы	1	1		k 269		112		100	Imno o		36	12 12 265		57	٧.	285	×	158	99		v	vAS		D 60	55	F 127			60	L 175		N 299		p 137	258	R 91		T 219 23
E I: Negative	22%	16%	291	22%	21%	22% 22%	23%				129 23%		201	22%	123 22%	20%	73 23%	25%	20%	255		25%	24%	285	21%	23%	25%	112 22%	20%	21%	22%	21%	22%	20%	30%	20%	29%	21%	22%	299	163 22%	15%	258	91 15%	176 26%	219 23 17% 29

Proportions/Measus: Columns Tested (2% sick level) - w(b - c(d/v - Ug/h)t - y/h - t/m/n/dy/n - r/n/t - w/v - w/v - y/h/h/c - 0/v - 1/c(h/h/t) - x/t - M/h - 0/v - 0/h - 3/t - 0/m/h/h/t - w/v - y/h/h/c - 0/v - 1/c(h/h/t) - x/t - M/h - 0/v - 0/h - 3/t - 0/m/h/h/t - w/v - y/h/h/c - 0/v - 1/c(h/h/t) - x/t - M/h - 0/v - 0/h - 3/t - 0/m/h/h/t - w/v - y/h/h/t - 0/v - 1/c(h/h/t) - x/t - M/h - 0/v - 0/h - 3/t - 0/m/h/h/t - 0/h - 3/t - 0/m/h/h/t - 0/h - 0/h - 3/t - 0/m/h/h/t - 0/h - 0/h - 3/t - 0/h/h/t - 0/h - 3/t - 0/h/h/t - 0/h - 0/h - 3/t - 0/h/h/t - 0/h - 0/h - 0/h - 3/t - 0/h/h/t - 0/h -



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

					GENERATION	NS X GENDER			
		G	EN Z	MILL	ENIALS		N X	BABY I	BOOMER
		MAN	WOMAN	MAN	WOMAN	MAN	WOMAN	MAN	WOMAN
	TOTAL	(a)	(b)	(c)	(d)	(e)	(f)	(g)	(h)
UNWEIGHTED BASE	2160	191	236	325	318	291	295	228	245
WEIGHTED BASE	2160	204		326					
	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	
Нарру	739	100	77	163	87	117	45	111	32
	34%	49%	37%	50%	27%	45%	17%	42%	11%
		b		d		f	25	h	40
Aroused	611 28%	82 40%	47 23%	154 47%	61 19%	126 49%	25 9%	100 38%	13 4%
	28%	40% b	23%	4/% d	19%	49% f	9%	38% h	476
Amused	568	41	59	49	107	36	98	56	114
Amuseu	26%	20%	28%	15%	34%	14%	37%	21%	39%
	20,0	20%	20/0	1570	c	2470	e	21/0	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%
Intimidated	63	14	5	5	5	9	11	2	g 9
manuated	3%	7%	2%	2%	2%	4%	4%	1%	3%
	5,0	b	2,0	2,0	2,0	470	470	170	3,0
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%
Deefee and the service	58	7	6	5	c 10	5	10	3	8
Prefer not to say	3%	4%	3%	2%	3%	2%	4%	1%	3%
NET: Happy/Excited/ Aroused	1135	156	115	264	138	183	70	159	37
Territoppy/Exerced/ / Toused	53%	77%	56%	81%	43%	71%	27%	60%	13%
		b		d		f		h	
NET: Embarassed/ Intimidated	238	23	28	19	44	18	40	12	50
	11%	11%	13%	6%	14%	7%	15%	4%	17%
					С		e		g
NET: Confused/Concerned/	282	24	28	39	42	26	34	23	59
Disinterested									
	13%	12%	14%	12%	13%	10%	13%	9%	20%
NET. Besiding	1450	100	142	272	200	107	142	107	g 124
NET: Positive	1458 67%	160 79%	143 69%	273 84%	206 65%	197 77%	142 54%	187 71%	134 46%
	0776) /9% b	05/0	84% d	0370	7/76 f	3470	/176 h	4070
NET: Negative	470	42	51	55	81	40	63	31	98
guare	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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Ipon

	Sample profile Base: All adults aged 1875 in G	med Britain																																						
			GEN	es.		AGE .		GENER	MOON		100.04.084	A04			REGON			M	ATELITA		soucation	IMPORT	NT IZEZNA		INCOME		II III	оти		HALL BLECTION 20	as vors	80	NENGLINE ZELIA	UST MAZE	ONNER STATUS.	MANAGE	naty.	SEKUALTYX MILATIONIPHY STAT	NA ROMANDA	
																																				HETEROSEK I	HETEROSES	UAL/ UAL STRAIGHT STRAIG	r r ser	
			MAN	WOMAN	18-94	N-14 10-75	GENZ	MERNEL	GENX	BABY BOOMER	ARCI.	CIDS N	KORTH MIG	MAGE 100	TH LONGON	was	SCOTLAND	MARKED (CHENGAN	was we	D/DIV/ MP GRADU	NON HTIS GRADUAT	IS WORKING	NOT WORKING	UP10 (33,999	E30,000 E31,1 E30,000 E34,	000- 999 #35,000 +	MHTS.	ETHNC CO	VE LABOU	S DEMOCRATS	REFORMUK	CENER REV	ANN LE	NA RELETION	AGT IN A RELATIONSH IP	e STREGHT I	STRAGAT WOMEN	MENINA WOMEN MEATO ARELA NEWP NEW	TO FAMILY AT P ROMANTIC ROS	TALL MANUE
	MANUSHTED BASE WEIGHTED BASE	2180 2180	2011 2011	1094 1678	667 612	831 650 786 703	417	649 649	LINE LID	276 336	1171	793 118	126	F20 10	1 508 K 112	336 330*	177 581	1385 1385	607 603	2108 131 228 77	1 188	1479 1479	610 705	964 403	131 13 131 14	10 408	5636 5656	111 281	305 450 112 468	261 278	25A 265	228 a	77 6	10 1415 20 1400	711 725	925 927	820 880	629 661 621 671	1293	700 854
	MAN MAN	1951	1011		125	100 101	204	124	217	264	608	444	236	367 36	2 188	17	200	500	181	0 10	E 661	754	247	281	236 25	4 121	871	279	108 109		242	83 6		62 663	179	927		611 -	44	TAX .
	MITMANN.		2004																							10 LOS	an an									1004	800	2004		arr.
	ace									-																											0			1
			***	100	de		als	N N		- 1	h .	-	-		100	****		1	d				***	-	100 10					****	****	rec .		-	- T-	***		100 100	1 7	***
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	50-75	722	361 100	275 1000		. 701			164	100 1000 840	278 110	365 170	184	217 36	1 64 w 14w	14	100 1000	616 170	113 tem	104 36	1 100	114	100	274 #80 80	232 29	1 10	100	21	113 179 cm 180	NO MIN	110 200	61 2	N 2	14 677 mm 1000	211	104	THE TWO	225 250 170 000	- 10	ETE AND
	GIMINATION	400	904	tru .			411				***	144	m					141	161		. 104	191	190			A 196	***	116		-				41 118	188	176	-		***	
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	Marri Panasara			1000	-	-	1	tone Ste		- 1			1.00	100	i iii	***							-		100			Arma D		***								100 111		
	GENIX			365 36%		506 364 676 28%	1		530 500%	1	289 26%	261 265	205	294 11 27% 28	1 49 N 165	21 22%	47 26%	313 35%	150 22%	88 27 806 22	N 26%	28% -	176	363 36%	187 18 27% 26	0 138 16 226	27% 27%	35 12%	77 153 26% 26%	as ann	76 32%	55 2 265 2	20 2 76 2	A 309 AN 25N	170 26%	221 284	299 26%	147 1N 26% 201	225.	NON.
	BARY BOOKER	20%	215	27%		77%	1			200% \$40	20%	28%	285	20% 28		ESS.	38N	28%	10%	565 IF	N SIN	166	101	MIN.	12N 28	12%	28%	en .	62% 22% 63	EPN GI	EIN GJ	186 2	15. 2	en 276 E	20%	20%	20%	30% 279	1 20%	mx 1
	ARCI	1203	NEK .	587	404	4G E%	214	100	289	261	1333		210 :	347 27	9 224		304	795	IN :	125 62	E 606	923	100	131	367 15	4 40	3000	289	161 431	329	97	124 5	M B	EL 826	381	1.39	130	294 IM	761	444
	ree							101	586	ux v.	300%		101	12K 17	726		17%	18%	100	100 00	K 40%	476		10% W1	12% 14		IIX	2		41K	40%	40% E		N 180	535	UK.	ux m	45K 531	176	***
				ane	INC.	4 4	384	424	ess.	i i		130%			K 281	365	e e	41%	ane.	201. 20	. 100	194	-	ANC SAN	c c	N 284	an i		G 104	39%	REAL PERSON	404 I		2 25%	in the	a.	an	100 20		an
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				11%	20%	185 85	26% abi	186 N	-	13.	18%	81			1004 bross			IIN.	189.	N 3	137 N 9%	176	100	IIN	6K 13	15 215 16 108	10%	42% D	125 16% 19%	IIN	95	12% 1	74	N 16%	165	185	IIN	16% 10% X	100	95.
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	MILLE	685 12%	MX MX	288 276	109 175	225 112 296 216	261 62%	206 326	150 285	00 12%	176 12%	329 33%	161 285	368 25 26% 12	127 N 62%	21 23%	an MN		685 130%	. 23	000 N 30%	525 325	217 345	207 12%	290 11 274 29	7 87 FS 185	161 201	233 47%	75 198 23% 126	SA NON	76 32%	77 2 176 1	89 I 05 3	71 136 6% 20%	550 785	125 145	296 26%	18 60 10% 9%	185	223 27%
	wat/nourses	106	76	10%	IN.	8% 25%	:	*** EX	186	28%	9%	126	185	m 11	N NN	101	17			1004 20	12%	255	205	79 20%	16% N	N 25	IIN	IN IN	12% 8%	IIN	11%	9%	n. 1	EN EN	20%	65	MN	71 10 21 61	156	12%
	FOUCATION	=			104		100	***		***	***	***	141	100 U			-	401	114		. 1	679		-	100		-	101	111 100	-	170		. :		- 12			104 146 419 166	-	-
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	CH. 002-414 NW			28%	117		21% A3	177	110	20% for 21.1				36N 25	1 70										200% -ar				20% 20% 70 134	28% G	30% 80w 64									265 265
	FIR ARE			_	22%	27% 27% 4 4 790 80	19%	27%	201.		26%	201.	205	36% 26 999 99	% 22% n 1986	201	26%	30% d					205		- 130 vA	c .	_	_	22% 27% san san	20%	28%	20% 2 an 1			17%	215	SEN.	276 321	22%	1
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Part	enancusanemy	***	***	100	***		110	111	-	**	100	no.	10. 100		***		~	***	***	** **		140	170	***	1100 11			101	170 100	10	**		- :		110	199		100 00		-
State Stat	GENERAL ILECTION 2016 VOTE		144	141	-		-	-	-	101	141	101				-	-	***	-		- 100	101	100			. 100									-	-			-	***
Part	LIBOUR			275	221	244 179	126	224	107	236 286	421 110	222	100	244 30 244 30	121	10		393 11W	188	107 286 347 276	E 217	475	171	225	126 17	-A N 200	MI	204	- 66			: :	m 2	81 442 TOWN	202	10	360	215 245	678	220 220
The content wild wild wild wild wild wild wild wild	LBERAL DIMOCRATA			27 25	1	9 A2	29 7%	61	61	es UN	309 209	40 7%	2	40 71 75 13	21	25		100 EN	11	JJ 70	304	110	10 ES	11	0 6	2 11 3 125	200	14	na:	178 200%	-	: :	00 d	99 117 75 85	17	71 ES	77	11 14 ES ES	10 73	#1 20%
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Part	REPURENCUM SELE VOTE REMAIN			383	221			260	233	200			186 3	300 16	143	20	96	506	209	71 13				234	170 21				111 100	200	17	117 8		166	256	178	MI	362 306	. DE	133
State Stat	LEWE			234	99			176	208	201			195	222 24		2	tens 30	616	171	11 20				220	218 17				184 111		181	m 14		30 687	224	134	361	226 266	10	TOA .
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Second Control of the control of t	MATELET COOKS			67% a	127E	72% 66% 6 6	12%	70%.	665	67% 1	67% h	42%		60X 65	N 62%	676	42 K	68% 64	20%	285 77	N 45N	495	_	20.2 20.0	SIN 70	IS EEL	66% E	117	70s. 68s.	217 66%	66%	475. 6		N N	- 1	605	69%	100% 100		an a
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	anners'				27%			in.	100	ans.			200	27% 29	N 22%	12%	27%	47%	m.	135 15				20%	30% 30 	FS 125		25%	201	30%	NIN.			1 -						MIN.
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## ## ## ## ## ## ## ## ## ## ## ## ##	WOMAN	107		117 180	108	209 :		117			176	161		** 60 *** 15		36	29 1410	212 1700	AT	20 10	172	258	10		79 8	1 14	276	180	n n	11	26	- :	a .	4 237 100 100	70		201	217	100	1313 1000
	MAN	107	267 36%	:			- :	- 1	267		117	120	75	77 SI	23 % 79	8 86	27 29K	147 12%	90 175	20 X2 85 TI	175 N 18**	306	11 76	III	64 5: 12% 44			15 18	41 N	17	12		u 1	20 241 2% 2***	93	221		167 - 265	139 1	220 23%
	without		-	161 26%					600 600				77 14%	MN 11		185	w IIN	nan IIN			, 175 N 189	100	-	iis	16% 16				12% 12%	100	10 12%			2N 189	104		785 285	110	100	YES ZEN
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•	lpsos			20-0056 754 (NTS)	IO-ON - NACIONAL 1274 PRESIDEN NACIONAL PROS	NE'S DAY Y 2025 E ONLY			12 Feb 2025
Table 56 Sample profile									
Base All adults aged 18-75 in Great B	olitale								
		MIN SI	NZ WOMAN	MILL	NAME OF THE PARTY	MAX GENERAL GE	WCMMN	MARY S	WOMEN WOMEN 200 200 200
UNWESTED BASE	2310	216 206	235 208	125 126 225	128 127 275	295 297 12%	201 201 201	200 200 200 200 200	10
OR GATTO EASI	200%				100				
MAN	2013 2014 3014 5014	201 2001 0		206 2006 4	- 1	25/7 2005 f		266 2005 h	
WOMAN	3074 3074		308 300N a 308 308 500N		227 2276 6 128 126 228 685		365 300N #	Ė	262 1004 4
ana 18-16							•		
ви	27% 788	201 200%	100%	275 276 286 68%	30L 200	176	112		- 1
10-75	112 274 288 804 722 274 622 284 648	-		ers	60%	176 68% 81 12%	382 308 29 825	266 100%	242 1304
CAIN Z	422	201 330%	308 300N	-				-	-
MILL-ENDRACE	22% 641	330N	100N	101	117 1000	-	-	-	- 1
GRN X	132 20% 113 20%			- 1		29.7 200%	265 200%	266 180%	242 1224
BARY BOOMER									262 1224
AMCI	1333 100 675	125 126 21 425	129 emi	206 sen 132 175	136 161 695	187 186 120 676	388 mani 113 66%	385 129 615	101
NATION .	ers		29 28%				115 66%		286 286
NORTH	101 201	32 38N	27 28%	20%	20%	73 28%	71 27%	86 235	76 286
MOLANDS	172 W-1	17	66 775 56	70	-	72 1991	78 970 55		71
LONDON	101 20% 170 400 400 20% 111	285 61	228 pres 79 200 227 2200 65 110 200 60 100 60	38% #1	20% 10 40 20% 41	75 28% 72 180 33 20% 22 80	71 27% 72 50 50 50 22%	205 20 20 20 20 20 27	100 100 100 200 200 10 10 10 10 10 10 10 10 10 10 10 10 1
SOCIAL GAMES ARCI CICR PRISON NOCINE LONGON SOUTH SOUTH SOUTH	300	b a	11	d a	36	-	34	17	n .
SCOTIANO	308 8N 381 8N	22 26N 27 18N 27 28N 60 18N 5 18 28 23 75	22 22 22%	66 20% 70 77 26% 81 West 4 4 8 2% 27 27	36 50 29 55	8 6N 27 11%	36 9% 20 7%	27 8% 32 12% h	25 8% 13 6%
MARIN WATER									
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erress.	10%		126	201 82% 236 80% 4 9	223 828, 91, 221, 400, 400, 400, 400, 400, 400, 400, 40	167 175 100 100 100 1 120 120 120 120 120 120 1	200 62N 17 22N 44 170 6	300 68% dd 120% h 60 ven 100 ven 120 72% d 111 d 12%	138 626 20 55 87 800 61 700 221 700 5 6 105 105 105 105 105 105 105 105 105 105
WIS/DIV/SEP	225	1	79 100 329 62%	-	20 ani	20 W	1700	E0 1986	E7
EDUCATION GRADUATES	m	m	29	216	100	12			63
EDUCATION GALCULATES NON-GRADUITES	775 200 200 60%	25 220 128 585	129	170	10	175	175	299	211
EMPLOYMENTSTATUS WORKING	SESS SESS	101 781	239 676	200 52% 200 52% 200 4 10% 4	28	206	20 275 675 296 715	111	*
NAT WATER VALUE	700 2016	785 276	67% em	4	174 M	ATC.	755	27L	TIN.
	22%	276	IIN		186		an Zin	101	676
E20.000 - E3E.999	600 38%	62 185 63 186	28 285 44 716	27 205 20 20 275 275 275 4 200 200 200	17 12%	10 20% 66 466 4666 11 22% 12 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 22% 17 2	05 28% 30 VW	11 205 27 100 100 100 100 100 100 100 100 100 10	79 276
£20.000 - £1£ 999	600 38% 818 www	45	46 *****	27 744	75	66 1906	30 1764	77	31 100
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E10.000+	168 20%	17 185 48 585	61 20% 66 82%	ın.	90	n	75 295 26 36 36N	8	79 27% 83 was 79 20% 23 7%
INNERY		101	32%	d d	ES.	f f	38%	17ti	7%
WHITE	2834 BCL	122 62%	200 27%	309	2% X%	90%	362 88%	200	288 92%
ETHNE MINORTY	285 18%	29 28% 0	44 21N	74 28%	38 33%	13 6N	30 7%	26	7 26
GENERAL BLICTION 2021 VOTE				4	21 12%			67 185	
	112 18%	17 85	es	20 20 4 4 20 5 4 20 5 4 20 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5 5	12%	41 18%	36 36N	181	28%
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HER MAYEN	276 261 20%	10 20 20	 ES	ř.	20 20 20	75	**	186	176
REPORM LK	361		7%	7%		32% f	95		186
OTHER	207 32%	22 13%	29 38N	21 76	12% 12%	27 11%	35 8%	N N	22 7%
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LIANE	722 20%	26 185	26 32%	81 28%	276	110 dans	MIN MIN	136 685	107 506
RELETIONSHIP STATUS	3400 60%								
NOT BY A BILL STYCKNING	40%. 723	200 200 200 200 200 200	100 200 21	907 905 907 909 4	70% 6 72	60% 60%	781 705 70 70	72% 72% 72 72%	105 205 205
MALE AND STREET	725	=					-		-
SEKUALITY HETEKOSEKUAL/STRAKSHTIMEN	927 975	176 876 b	:	284 876 4	- :	221 88% f	:	366 626 h	- 1
HITEROSERUAL/STRAKHT WOMEN	627 62% 172 62%		393	4	203	- 1			200
	en		393 77% à		201 1054 (238 82% #		1001
SEXUALITY X RELATIONSHIP STEPLS HITEROSERUAL/ STRAIGHT MEN IN A RELETY WHAT	611			-		167		777	
ASSLITONING		SE SIN D	19 000 200	296 60% d		127 12% f		285 206 h	
HETEROSEEUAL/STRAKHT WOMEN	20% 674 20%		11	-	25.7		176		
	EN.		em à		207 68% 6 588 58% 111 20%		67%		182 626 4
NOMENTS VIEW/FAMILY ROMANTIC	3375 3375	1% 77%	236 298 278 279	235 22%	188 596	129 52%	111 50%	127	180 695 146 146
MATERIAL AT ALL BURNINGS	E34 BES	256 776	-	200 200 4		110	*** 60%	127 685 191	100
GINERATIONS X GENDER GEN Z									
MAN	204 9%	201 2001 0	- 1	- 1	- 1	1			
MPRANK	208 32%	:	100N	1	-	1	:	1	-
MUNIC			200N 3	****					
	226 20%			330% 4	127 202% (-	-	-	-
MOMIN	117 20%				327 202%				
GIN X	217 12%	-			-	300N f		-	
WOMAN	201 201 12%				-	200% f	265		
							265 200% #		
BARY BOOMER	364 12%	1	- 1	1	- 1	1		100% h	- 1
WOMAN	292	1	-	1		-	-	h	242 1204
	400								+40%