

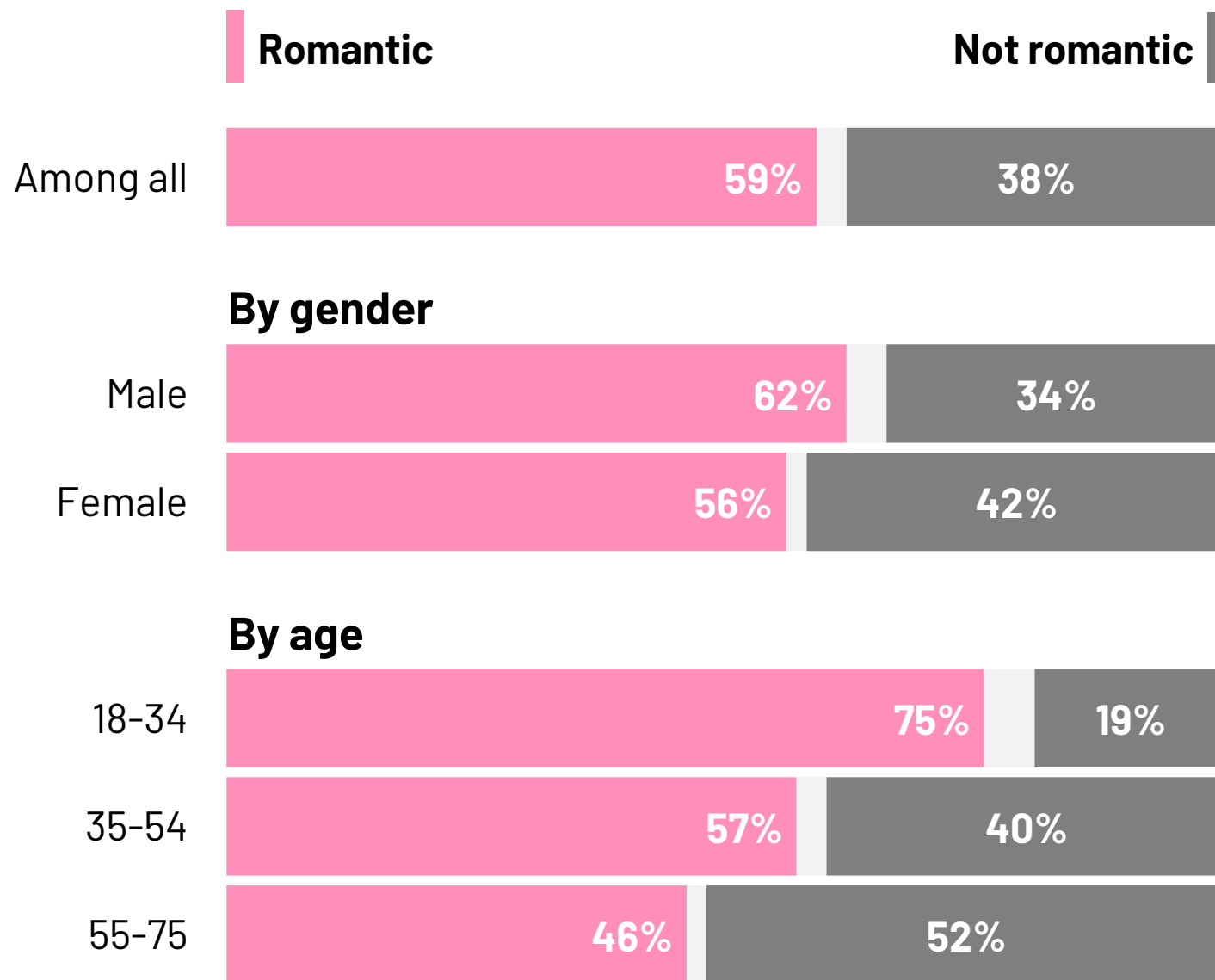
Ipsos Valentine's Day polling

February 2025

3 in 5 Brits would describe themselves as a romantic person

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

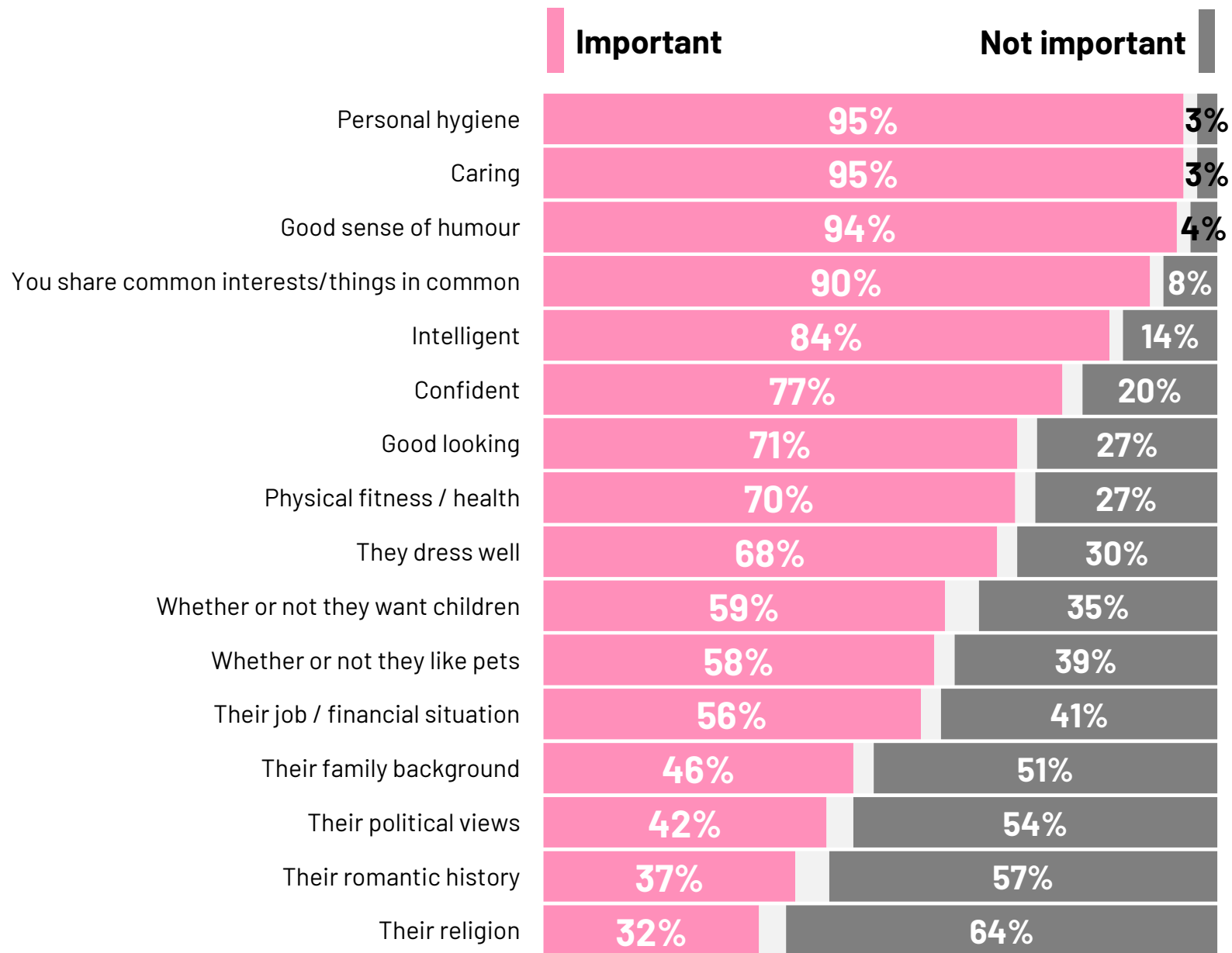
Base: 2,160 Online British adults aged 18-75, 7-11 February 2025



Brits consider personal hygiene, being caring and a good sense of humour most important when thinking about a romantic partner

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

Base: 2,160 Online British adults aged 18-75, 7-11 February 2025



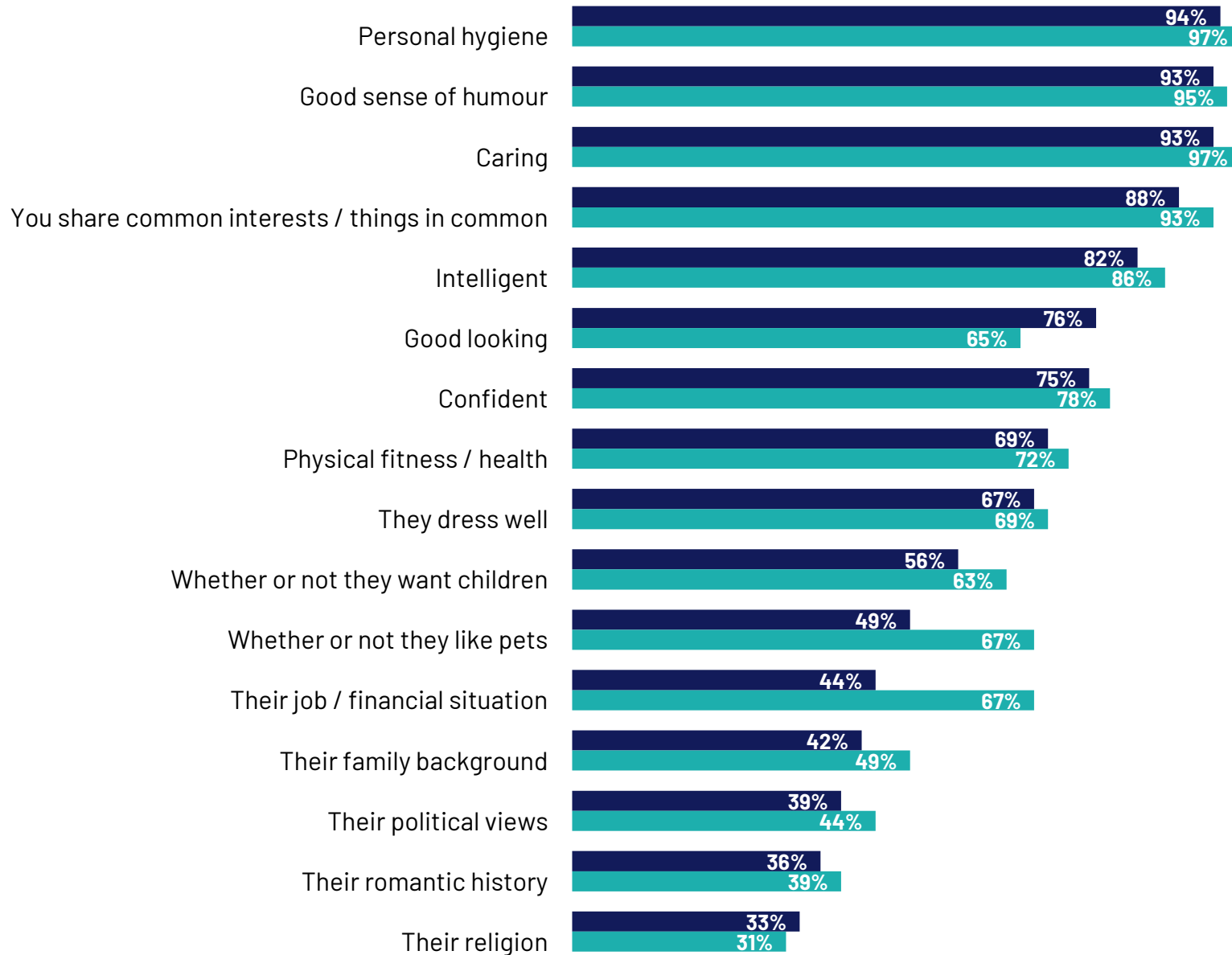
Both men and women consider similar factors as most important when thinking about a romantic partner

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

Men

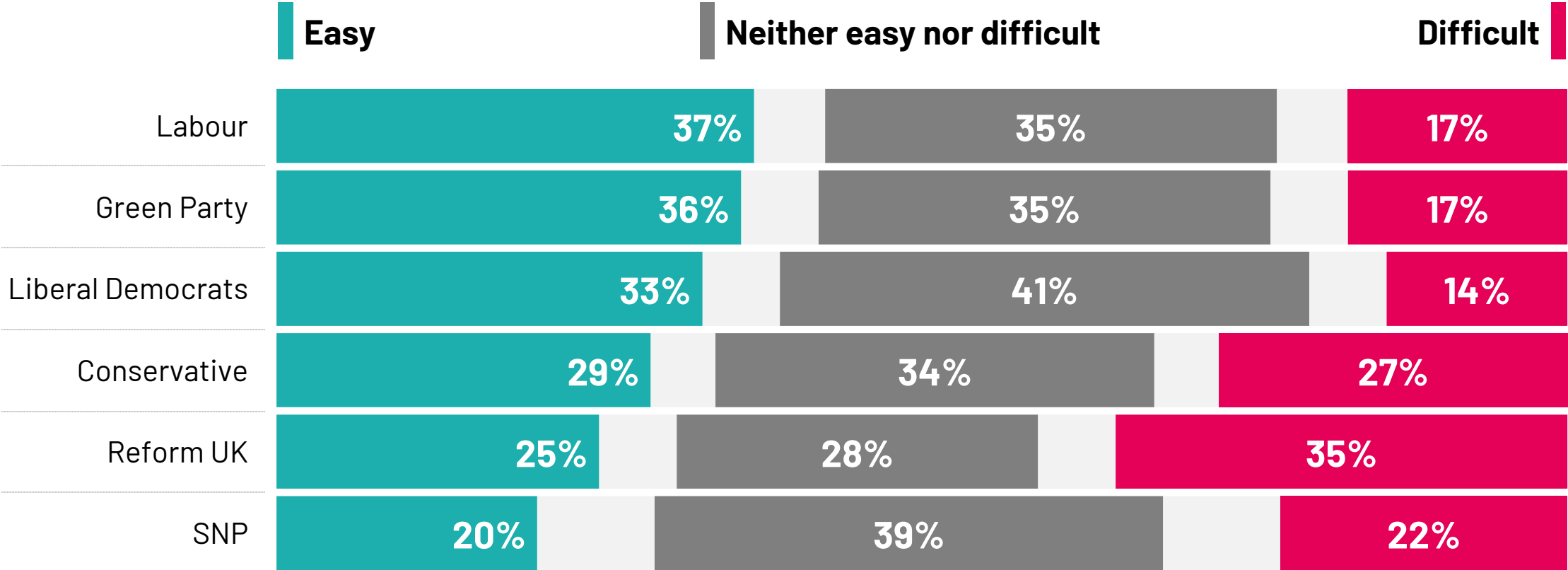
Women

Base: 2,160 Online British adults aged 18-75, including (1,035) men and (1,094) women, 7-11 February 2025



Brits are most likely to say they would find it easiest being in a relationship with someone who supported Labour or the Green Party

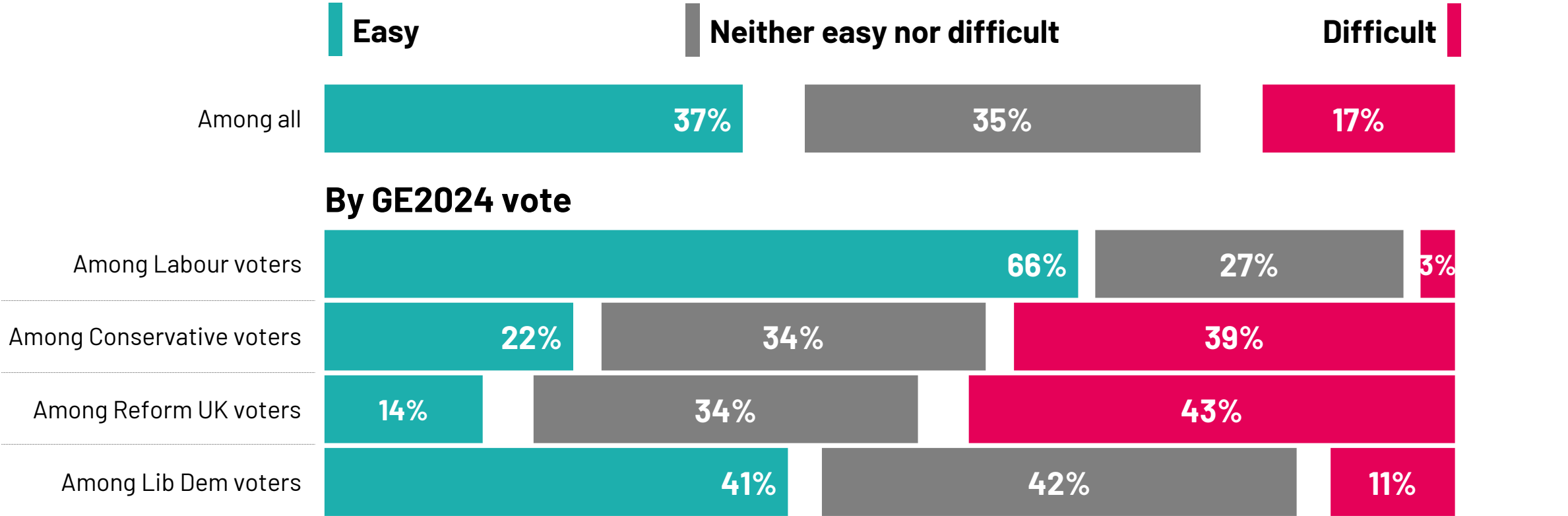
How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties?



Base: 2,160 Online British adults aged 18-75, 7-11 February 2025

How easy or difficult would you find it being in a relationship with someone who supported the Labour party?

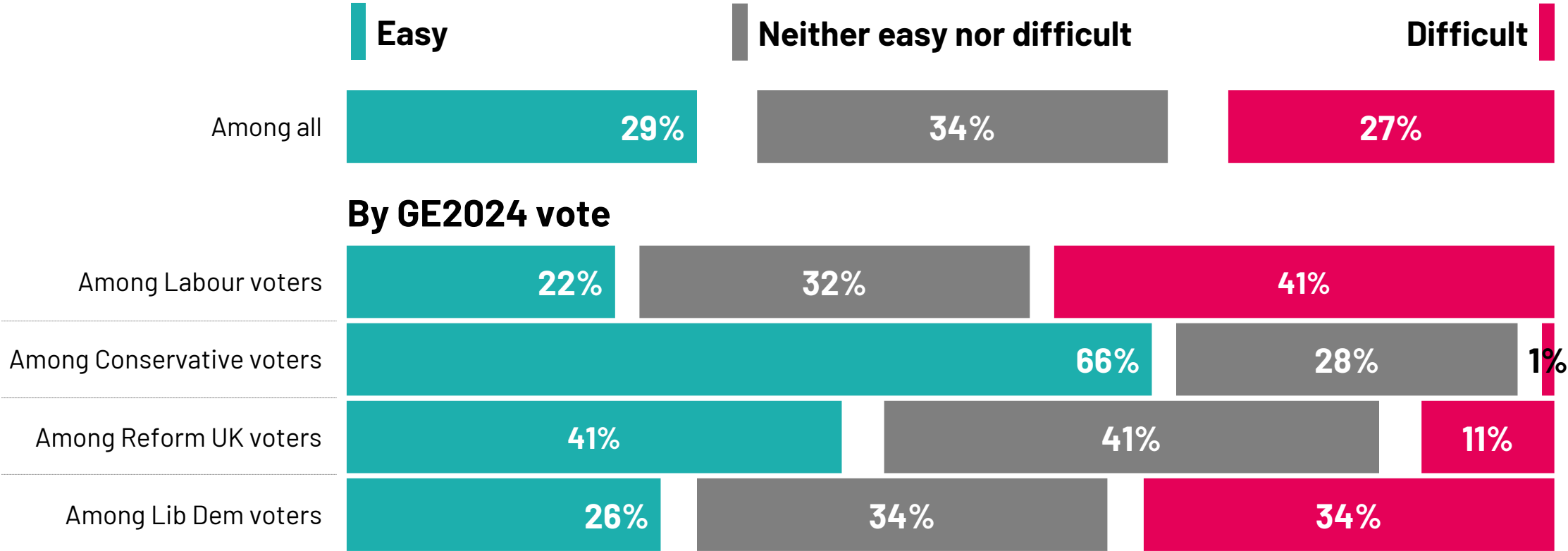
How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties? **The Labour party**



Base: 2,160 Online British adults aged 18-75, including (690) 2024 Labour voters, (305) 2024 Conservative voters, (218) 2024 Reform UK voters, (183) Liberal Democrat voters
7-11 February 2025

How easy or difficult would you find it being in a relationship with someone who supported the Conservative party?

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



Base: 2,160 Online British adults aged 18-75, including (690) 2024 Labour voters, (305) 2024 Conservative voters, (218) 2024 Reform UK voters, (183) Liberal Democrat voters
7-11 February 2025



February 2025 Valentine's Day polling

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