## **Ipsos Valentine's Day polling**

February 2025

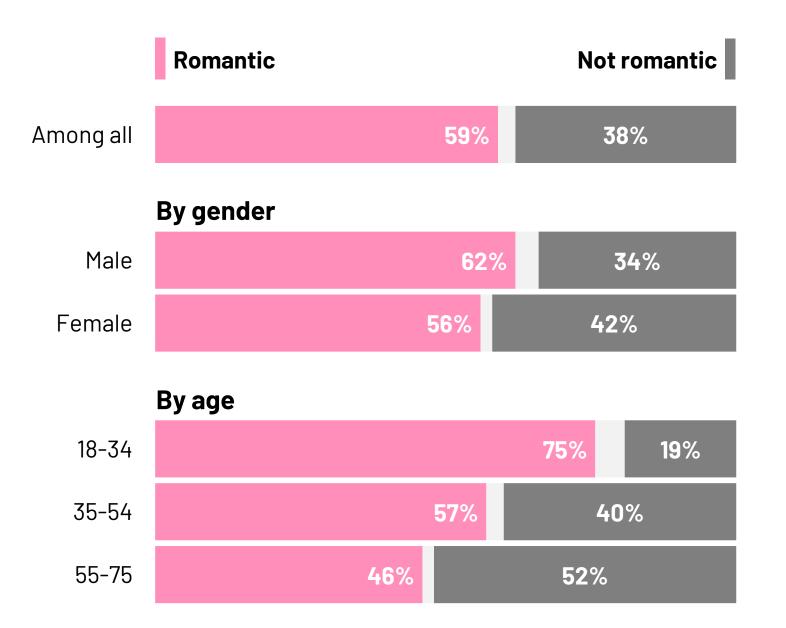
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**3 in 5 Brits** would describe themselves as a romantic person

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

	Important			Not important			
Personal hygiene	95%			<mark>3</mark> %			
Caring	95%				<mark>3%</mark> 4%		
Good sense of humour	94%				<mark>4%</mark>		
You share common interests/things in common		8%					
Intelligent	84%				14%		
Confident	77%				20%		
Good looking	71%				27%		
Physical fitness / health	70%			27%			
They dress well	68%			30%			
Whether or not they want children	59%			35%			
Whether or not they like pets	58%			39%			
Their job / financial situation	56%			41%			
Their family background	46%			51%			
Their political views	42%			54	%		
Their romantic history	37%		57%				
Their religion	<b>32</b> %		64%				



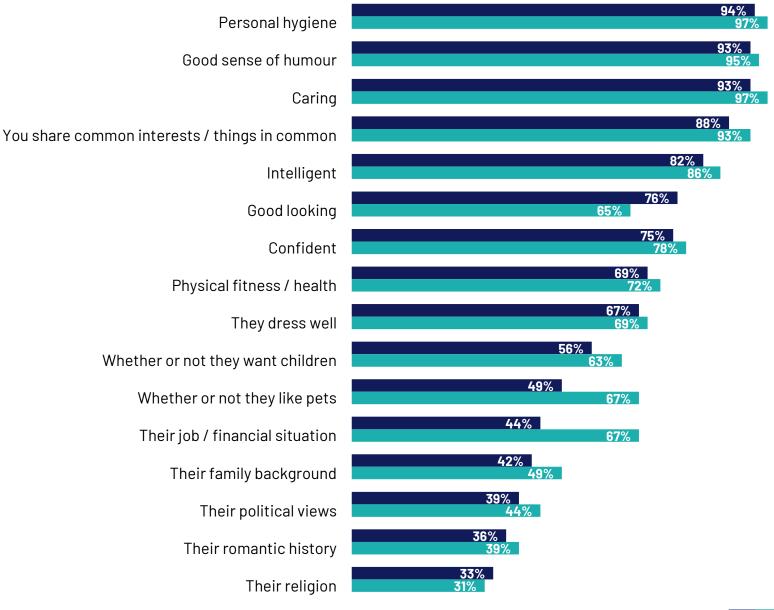
Both men and women consider similar factors as most important when thinking about a romantic partner

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

Men

#### Women

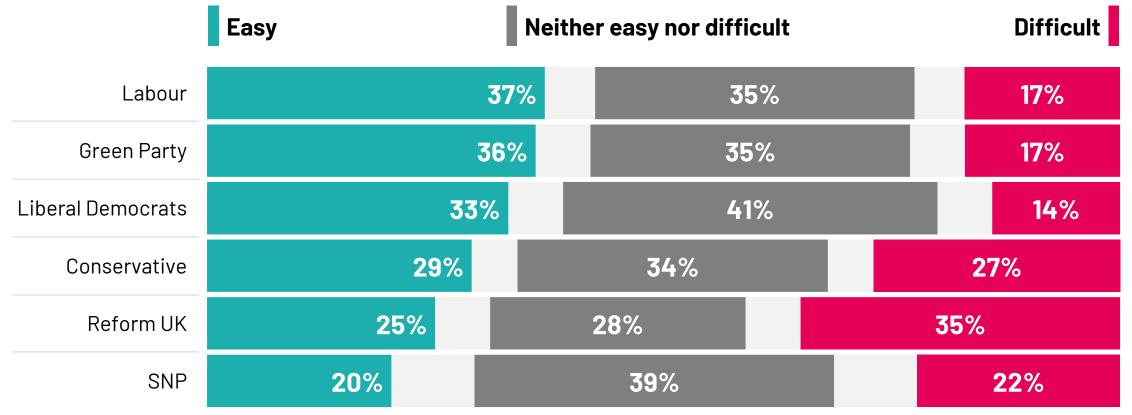
**Base: 2,160** Online British adults aged 18-75, including (1,035) men and (1,094) women, 7-11 February 2025





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

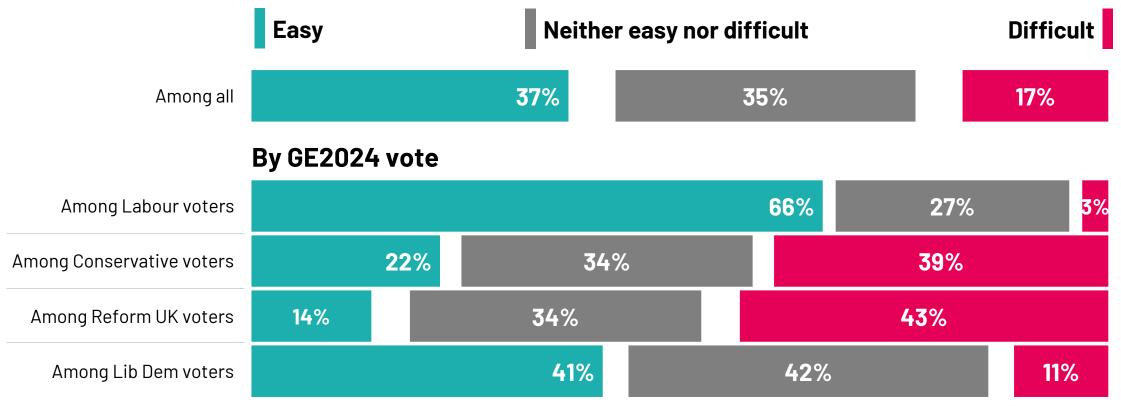
How easy or difficult, if either, would you find it to be in a relationship with someone who supported the following political parties?



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** 

Easy			Neithe	r easy nor c		Difficult			
Among all	2	29%		34%		27	1%		
	By GE2024 vote								
Among Labour voters	22%		32%	, >		41%			
Among Conservative voters					66%	28%	1 <mark>%</mark>		
Among Reform UK voters	41%				41%		11%		
Among Lib Dem voters	26%	6		34%	<b>34</b> %				

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



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