

**2<sup>ND</sup> ANNUAL TAINTED LOVE POLL:  
BROKEN HEARTS, CANADIANS AND THEIR  
RELATIONSHIPS**

*One in Three (31%) Canadians Say they Have Been Cheated On  
While an Equal Proportion (28%) Indicate They Have Been the  
Heartbreaker in a Past Relationship*

*One in Ten (10%) Admit to Having Stalked an Ex After a Breakup*



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**Toronto, ONTARIO (Tuesday, February 4<sup>th</sup>, 2003)** – Three in ten (31%) Canadians say they have been cheated on by a partner at some point according to the second annual Tainted Love Poll conducted by Ipsos-Reid for the Showcase network released today. However, just 6% say they have broken into a partner’s email account or searched their wallets for signs of infidelity.

In other findings, equal proportions indicate that when looking at past relationships they have as likely been the heartbreaker (28%) as having been the one to have their heart broken by a partner (30%).

One in ten (10%) Canadians admit to having stalked an ex-partner after a breakup, while 7% say they have sought revenge on a partner after a break-up.

Just under one in ten (7%) of Canadians say that if they was no fear of getting caught, they would cheat on their partner.



*These are the findings of an Ipsos-Reid poll conducted for Showcase between January 21<sup>st</sup> and January 23<sup>rd</sup>, 2003. The poll is based on a randomly selected sample of 1,005 adult Canadians. With a sample of this size, the results are considered accurate to within  $\pm 3.1$  percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.*

Three in ten (31%, down three points from 2002) Canadians say they have been cheated on by a partner at some point. The remaining 59% say that this has not happened to them. Six percent say they have broken into a partner's email account or searched their wallets for signs of infidelity.

- Younger (41%) and middle aged (33%) Canadians are more likely to say this has happened to them than older (20%) Canadians.
- One in ten (9%) of Canadians between 18 and 34 years of age admit that they have broken into a partner's email account or searched their wallet for signs of infidelity. This compares to less than half that number (4%) of those 35 years of age and older to say they have done this.

Equal proportions indicate that when looking at past relationships they have as likely been the heartbreaker (28%) as having been the one to have their heart broken by a partner (30%). One quarter (26%) say they have been neither the broken hearted or the heartbreaker or have played both roles equally.

- Residents of Saskatchewan/Manitoba (38%) lead the list of the heartbroken, followed by residents of Alberta (35%), Ontario (32%), and Atlantic Canada (32%), while those in

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British Columbia (26%) and Quebec (24%) are the least likely to have had their heart broken by a partner.

- Younger (42%) are more likely than either their middle aged (25%) or older (16%) counterparts to say they have been the heartbreaker, while both younger (35%) and middle aged (33%) Canadians are more likely than the older (16%) Canadians to say they are more likely to have their hearts broken by a partner.

One in ten (10%) Canadians admit to having stalked an ex-partner after a breakup, while 7% (down one point from last year's study) say they have sought revenge on a partner after a break-up.

- Younger (14%) and middle aged (10%) Canadians to say that "following a breakup, they have stalked their ex", compared to only 5% of older Canadians. Canadians in lower income households (14%) are more likely to say they have done this than are those from upper income households (8%).
- This pattern also holds true regarding seeking revenge on a partner after a break-up, with younger (11%) Canadians more likely than either middle aged (7%) or older (4%) Canadians to say they have done this. Canadians in lower income households (11%) are more likely to say they have done this than are those in upper income households (5%).

Just under one in ten (7%) of Canadians say that if they was no fear of getting caught, they would cheat on their partner. This is virtually identical to the 8% who agreed with this proposition in the 2002 study.

- Residents of Alberta (14%) are the most likely to agree with this proposition.



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-30-

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4

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