

YouGov / Four Colman Getty Survey

GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

What extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

The most important reason for getting married is being in love :

Unweighted base	2093	988	1105	231	327	400	420	715	1216	877
Base: All GB Adults	2093	1005	1088	251	349	401	359	733	1151	942
Strongly agree [5]	53%	50%	56%	58%	58%	50%	52%	52%	52%	55%
Tend to agree [4]	32%	33%	32%	25%	25%	38%	34%	35%	33%	31%
Neither agree nor disagree [3]	10%	13%	8%	11%	14%	9%	9%	10%	11%	10%
Tend to disagree [2]	3%	3%	2%	3%	3%	2%	4%	2%	3%	2%
Strongly disagree [1]	1%	1%	2%	2%	1%	1%	1%	2%	1%	2%
Net: Agree	86%	83%	88%	84%	83%	88%	86%	86%	85%	86%
Net: Disagree	4%	4%	4%	5%	4%	3%	5%	4%	4%	4%
Mean	4.34	4.29	4.38	4.34	4.36	4.34	4.33	4.33	4.32	4.35

Marrying for money makes for a happier life :

Unweighted base	2093	988	1105	231	327	400	420	715	1216	877
Base: All GB Adults	2093	1005	1088	251	349	401	359	733	1151	942
Strongly agree [5]	1%	2%	1%	1%	2%	2%	1%	1%	2%	1%
Tend to agree [4]	5%	6%	4%	6%	5%	5%	5%	4%	6%	3%
Neither agree nor disagree [3]	22%	23%	21%	22%	20%	20%	18%	26%	22%	22%
Tend to disagree [2]	34%	35%	34%	29%	35%	33%	38%	35%	36%	33%
Strongly disagree [1]	37%	35%	40%	42%	37%	40%	38%	34%	35%	40%
Net: Agree	6%	8%	6%	7%	8%	7%	6%	6%	8%	5%
Net: Disagree	72%	70%	73%	71%	72%	73%	76%	68%	70%	73%
Mean	1.99	2.05	1.94	1.95	2.01	1.96	1.92	2.05	2.05	1.92

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GB Sample: 2,093
Field work: 23rd - 25th September 2013

Total	Region							Working status						
Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed	Not working/ Other

What extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

The most important reason for getting married is being in love :

Unweighted base	2093	473	334	184	304	510	114	174	1083	269	1352	102	418	68	153
Base: All GB Adults	2093	515	343	201	268	479	105	182	1065	296	1361	95	418	69	151
Strongly agree [5]	53%	51%	57%	60%	51%	52%	45%	57%	52%	57%	53%	58%	54%	51%	54%
Tend to agree [4]	32%	38%	31%	26%	32%	31%	32%	31%	32%	32%	32%	28%	34%	28%	34%
Neither agree nor disagree [3]	10%	9%	9%	10%	10%	14%	14%	8%	12%	9%	11%	11%	8%	11%	8%
Tend to disagree [2]	3%	2%	2%	1%	5%	2%	2%	2%	3%	2%	3%	3%	2%	3%	2%
Strongly disagree [1]	1%	0%	1%	3%	2%	1%	7%	2%	1%	0%	1%	-	2%	8%	1%
Net: Agree	86%	89%	88%	86%	83%	83%	77%	88%	84%	89%	85%	86%	88%	79%	88%
Net: Disagree	4%	3%	3%	4%	6%	3%	9%	4%	4%	3%	4%	3%	4%	11%	3%
Mean	4.34	4.37	4.41	4.39	4.27	4.30	4.06	4.39	4.31	4.43	4.33	4.41	4.35	4.11	4.38

Marrying for money makes for a happier life :

Unweighted base	2093	473	334	184	304	510	114	174	1083	269	1352	102	418	68	153
Base: All GB Adults	2093	515	343	201	268	479	105	182	1065	296	1361	95	418	69	151
Strongly agree [5]	1%	1%	1%	2%	2%	3%	1%	0%	2%	1%	2%	2%	1%	-	2%
Tend to agree [4]	5%	4%	4%	6%	6%	7%	6%	3%	5%	2%	5%	6%	6%	9%	2%
Neither agree nor disagree [3]	22%	25%	19%	18%	25%	22%	15%	23%	22%	19%	21%	15%	24%	26%	25%
Tend to disagree [2]	34%	34%	36%	35%	37%	34%	24%	36%	35%	32%	35%	45%	32%	38%	30%
Strongly disagree [1]	37%	36%	41%	39%	31%	35%	54%	39%	36%	45%	38%	33%	36%	27%	42%
Net: Agree	6%	5%	5%	8%	8%	9%	7%	3%	7%	4%	6%	8%	8%	9%	4%
Net: Disagree	72%	70%	76%	74%	68%	69%	78%	75%	71%	77%	72%	78%	68%	65%	71%
Mean	1.99	2.01	1.88	1.98	2.12	2.08	1.75	1.89	2.01	1.84	1.97	1.99	2.04	2.17	1.92

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

What extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

The most important reason for getting married is being in love :

Unweighted base	2093	951	241	181	56	460	1488	263	222	63	548	57
Base: All GB Adults	2093	942	226	180	64	449	1442	275	238	75	589	62
Strongly agree [5]	53%	54%	48%	51%	60%	53%	54%	58%	52%	44%	54%	32%
Tend to agree [4]	32%	33%	38%	30%	33%	28%	33%	29%	34%	22%	30%	37%
Neither agree nor disagree [3]	10%	10%	10%	13%	5%	13%	9%	7%	13%	30%	12%	25%
Tend to disagree [2]	3%	2%	2%	5%	2%	4%	2%	4%	1%	4%	3%	5%
Strongly disagree [1]	1%	1%	2%	0%	-	1%	1%	2%	1%	-	1%	2%
Net: Agree	86%	87%	86%	81%	93%	81%	87%	87%	86%	65%	84%	69%
Net: Disagree	4%	3%	5%	6%	2%	5%	4%	6%	2%	4%	4%	6%
Mean	4.34	4.38	4.26	4.27	4.52	4.27	4.36	4.38	4.35	4.05	4.33	3.92

Marrying for money makes for a happier life :

Unweighted base	2093	951	241	181	56	460	1488	263	222	63	548	57
Base: All GB Adults	2093	942	226	180	64	449	1442	275	238	75	589	62
Strongly agree [5]	1%	2%	1%	2%	-	1%	1%	1%	1%	8%	2%	1%
Tend to agree [4]	5%	4%	5%	6%	6%	6%	5%	5%	3%	12%	5%	7%
Neither agree nor disagree [3]	22%	22%	18%	28%	16%	24%	21%	20%	24%	22%	22%	35%
Tend to disagree [2]	34%	35%	42%	33%	27%	32%	37%	33%	27%	18%	29%	33%
Strongly disagree [1]	37%	37%	33%	32%	51%	37%	36%	41%	45%	40%	42%	24%
Net: Agree	6%	6%	7%	8%	6%	7%	6%	6%	4%	20%	7%	8%
Net: Disagree	72%	72%	75%	64%	78%	68%	72%	74%	72%	58%	71%	57%
Mean	1.99	1.99	2.00	2.14	1.78	2.03	1.99	1.92	1.89	2.29	1.96	2.28

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Total	Government Region										
Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

What extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

The most important reason for getting married is being in love :

Unweighted base	2093	84	219	170	152	182	184	304	318	192	114	174
Base: All GB Adults	2093	102	238	175	159	185	201	268	285	194	105	182
Strongly agree [5]	53%	52%	48%	56%	57%	56%	60%	51%	46%	61%	45%	57%
Tend to agree [4]	32%	35%	42%	33%	31%	32%	26%	32%	34%	26%	32%	31%
Neither agree nor disagree [3]	10%	8%	8%	10%	9%	8%	10%	10%	17%	10%	14%	8%
Tend to disagree [2]	3%	5%	2%	1%	2%	3%	1%	5%	3%	1%	2%	2%
Strongly disagree [1]	1%	0%	0%	-	1%	1%	3%	2%	0%	2%	7%	2%
Net: Agree	86%	87%	89%	89%	88%	88%	86%	83%	80%	87%	77%	88%
Net: Disagree	4%	5%	3%	1%	3%	4%	4%	6%	4%	3%	9%	4%
Mean	4.34	4.33	4.34	4.44	4.42	4.40	4.39	4.27	4.21	4.43	4.06	4.39

Marrying for money makes for a happier life :

Unweighted base	2093	84	219	170	152	182	184	304	318	192	114	174
Base: All GB Adults	2093	102	238	175	159	185	201	268	285	194	105	182
Strongly agree [5]	1%	-	2%	0%	1%	0%	2%	2%	1%	4%	1%	0%
Tend to agree [4]	5%	4%	3%	6%	3%	5%	6%	6%	5%	9%	6%	3%
Neither agree nor disagree [3]	22%	23%	25%	28%	23%	15%	18%	25%	26%	15%	15%	23%
Tend to disagree [2]	34%	37%	34%	32%	38%	33%	35%	37%	35%	32%	24%	36%
Strongly disagree [1]	37%	36%	37%	34%	35%	47%	39%	31%	32%	39%	54%	39%
Net: Agree	6%	4%	4%	6%	4%	6%	8%	8%	6%	13%	7%	3%
Net: Disagree	72%	73%	71%	66%	73%	79%	74%	68%	68%	71%	78%	75%
Mean	1.99	1.95	1.98	2.07	1.98	1.80	1.98	2.12	2.08	2.08	1.75	1.89

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

What extent do you agree or disagree with each of the following statements? (Please tick one option on each row)

The most important reason for getting married is being in love :

Unweighted base	2093	1355	330	115	531
Base: All GB Adults	2093	1360	290	115	560
Strongly agree [5]	53%	55%	49%	47%	52%
Tend to agree [4]	32%	33%	38%	39%	35%
Neither agree nor disagree [3]	10%	8%	7%	5%	7%
Tend to disagree [2]	3%	3%	5%	8%	4%
Strongly disagree [1]	1%	1%	1%	1%	1%
Net: Agree	86%	88%	86%	86%	87%
Net: Disagree	4%	4%	6%	9%	5%
Mean	4.34	4.37	4.28	4.23	4.33

Marrying for money makes for a happier life :

Unweighted base	2093	1355	330	115	531
Base: All GB Adults	2093	1360	290	115	560
Strongly agree [5]	1%	1%	2%	2%	1%
Tend to agree [4]	5%	5%	6%	3%	5%
Neither agree nor disagree [3]	22%	20%	17%	22%	18%
Tend to disagree [2]	34%	35%	41%	37%	36%
Strongly disagree [1]	37%	39%	34%	36%	40%
Net: Agree	6%	6%	8%	5%	6%
Net: Disagree	72%	75%	75%	73%	76%
Mean	1.99	1.93	2.00	1.99	1.91

YouGov / Four Colman Getty Survey

GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

It is/was important to me that my mother/ female guardian approves of my choice of partner :

Unweighted base	2093	988	1105	231	327	400	420	715	1216	877
Base: All GB Adults	2093	1005	1088	251	349	401	359	733	1151	942
Strongly agree [5]	9%	6%	12%	12%	13%	10%	6%	7%	9%	9%
Tend to agree [4]	33%	29%	37%	50%	41%	34%	23%	27%	33%	33%
Neither agree nor disagree [3]	31%	34%	29%	20%	28%	31%	36%	35%	31%	31%
Tend to disagree [2]	17%	19%	15%	12%	13%	17%	24%	18%	18%	16%
Strongly disagree [1]	10%	12%	8%	6%	5%	8%	11%	13%	10%	9%
Net: Agree	42%	35%	49%	62%	54%	45%	29%	34%	41%	43%
Net: Disagree	27%	31%	23%	18%	18%	25%	35%	31%	27%	26%
Mean	3.14	2.98	3.30	3.50	3.44	3.22	2.90	2.96	3.13	3.17

I believe that there is one Mr. or Mrs. right for everyone :

Unweighted base	2093	988	1105	231	327	400	420	715	1216	877
Base: All GB Adults	2093	1005	1088	251	349	401	359	733	1151	942
Strongly agree [5]	16%	17%	15%	15%	18%	12%	14%	19%	13%	20%
Tend to agree [4]	30%	29%	31%	37%	25%	30%	31%	29%	30%	29%
Neither agree nor disagree [3]	28%	28%	28%	21%	31%	30%	25%	28%	27%	28%
Tend to disagree [2]	20%	20%	19%	21%	19%	20%	22%	18%	21%	17%
Strongly disagree [1]	7%	6%	8%	6%	7%	7%	8%	7%	9%	5%
Net: Agree	46%	46%	46%	52%	43%	42%	45%	47%	43%	49%
Net: Disagree	26%	26%	27%	27%	26%	28%	30%	24%	30%	22%
Mean	3.29	3.31	3.27	3.34	3.29	3.19	3.22	3.35	3.18	3.42

YouGov / Four Colman Getty Survey

GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Region							Working status						
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

It is/was important to me that my mother/ female guardian approves of my choice of partner :

Unweighted base	2093	473	334	184	304	510	114	174	1083	269	1352	102	418	68	153
Base: All GB Adults	2093	515	343	201	268	479	105	182	1065	296	1361	95	418	69	151
Strongly agree [5]	9%	7%	10%	8%	10%	11%	5%	7%	9%	12%	9%	13%	8%	4%	7%
Tend to agree [4]	33%	31%	37%	41%	31%	32%	25%	35%	32%	40%	34%	47%	27%	35%	35%
Neither agree nor disagree [3]	31%	35%	30%	26%	34%	30%	34%	30%	34%	22%	31%	26%	33%	34%	31%
Tend to disagree [2]	17%	15%	14%	15%	20%	19%	21%	19%	17%	18%	17%	11%	18%	16%	17%
Strongly disagree [1]	10%	12%	10%	10%	6%	9%	16%	8%	9%	9%	9%	3%	14%	11%	10%
Net: Agree	42%	38%	47%	49%	41%	43%	30%	42%	41%	51%	43%	60%	35%	39%	42%
Net: Disagree	27%	27%	24%	25%	25%	28%	37%	28%	26%	27%	26%	14%	32%	27%	27%
Mean	3.14	3.07	3.23	3.22	3.21	3.17	2.82	3.13	3.15	3.27	3.18	3.56	2.97	3.05	3.12

I believe that there is one Mr. or Mrs. right for everyone :

Unweighted base	2093	473	334	184	304	510	114	174	1083	269	1352	102	418	68	153
Base: All GB Adults	2093	515	343	201	268	479	105	182	1065	296	1361	95	418	69	151
Strongly agree [5]	16%	21%	16%	13%	11%	16%	14%	15%	16%	12%	15%	12%	20%	21%	17%
Tend to agree [4]	30%	29%	33%	37%	28%	27%	30%	24%	28%	37%	30%	23%	29%	30%	34%
Neither agree nor disagree [3]	28%	25%	27%	26%	29%	30%	29%	32%	29%	24%	28%	31%	27%	27%	26%
Tend to disagree [2]	20%	20%	18%	19%	21%	19%	20%	21%	21%	19%	20%	27%	17%	16%	15%
Strongly disagree [1]	7%	5%	6%	6%	11%	8%	8%	8%	7%	7%	7%	8%	7%	7%	8%
Net: Agree	46%	51%	49%	49%	39%	44%	44%	39%	44%	49%	45%	35%	48%	51%	51%
Net: Disagree	26%	25%	24%	25%	32%	26%	27%	29%	27%	27%	27%	35%	24%	22%	23%
Mean	3.29	3.42	3.35	3.32	3.07	3.26	3.24	3.16	3.26	3.27	3.26	3.05	3.37	3.43	3.36

YouGov / Four Colman Getty Survey

GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

It is/was important to me that my mother/ female guardian approves of my choice of partner :

Unweighted base	2093	951	241	181	56	460	1488	263	222	63	548	57
Base: All GB Adults	2093	942	226	180	64	449	1442	275	238	75	589	62
Strongly agree [5]	9%	7%	12%	8%	16%	9%	9%	10%	5%	13%	8%	9%
Tend to agree [4]	33%	29%	39%	29%	28%	38%	32%	34%	36%	39%	35%	28%
Neither agree nor disagree [3]	31%	33%	28%	38%	31%	32%	32%	28%	33%	24%	30%	36%
Tend to disagree [2]	17%	19%	15%	15%	14%	14%	17%	20%	17%	19%	19%	11%
Strongly disagree [1]	10%	11%	6%	11%	10%	7%	10%	7%	10%	6%	8%	16%
Net: Agree	42%	36%	50%	37%	44%	47%	41%	44%	40%	51%	44%	37%
Net: Disagree	27%	30%	21%	26%	24%	21%	27%	27%	26%	25%	27%	27%
Mean	3.14	3.02	3.35	3.09	3.25	3.28	3.14	3.20	3.09	3.32	3.17	3.04

I believe that there is one Mr. or Mrs. right for everyone :

Unweighted base	2093	951	241	181	56	460	1488	263	222	63	548	57
Base: All GB Adults	2093	942	226	180	64	449	1442	275	238	75	589	62
Strongly agree [5]	16%	17%	16%	14%	36%	12%	16%	17%	17%	14%	17%	20%
Tend to agree [4]	30%	31%	31%	25%	20%	26%	28%	36%	30%	24%	32%	39%
Neither agree nor disagree [3]	28%	29%	24%	24%	29%	32%	27%	24%	29%	41%	28%	30%
Tend to disagree [2]	20%	19%	22%	27%	10%	21%	21%	19%	17%	16%	18%	8%
Strongly disagree [1]	7%	5%	7%	11%	4%	10%	8%	5%	6%	4%	5%	3%
Net: Agree	46%	48%	47%	39%	56%	37%	44%	52%	47%	39%	48%	59%
Net: Disagree	26%	23%	29%	38%	14%	31%	28%	24%	24%	20%	23%	11%
Mean	3.29	3.37	3.28	3.04	3.74	3.08	3.24	3.41	3.34	3.28	3.36	3.65

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Government Region										
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

It is/was important to me that my mother/ female guardian approves of my choice of partner :

Unweighted base	2093	84	219	170	152	182	184	304	318	192	114	174
Base: All GB Adults	2093	102	238	175	159	185	201	268	285	194	105	182
Strongly agree [5]	9%	4%	9%	7%	5%	14%	8%	10%	10%	12%	5%	7%
Tend to agree [4]	33%	40%	23%	36%	41%	33%	41%	31%	31%	33%	25%	35%
Neither agree nor disagree [3]	31%	32%	36%	35%	31%	29%	26%	34%	33%	24%	34%	30%
Tend to disagree [2]	17%	15%	20%	10%	14%	13%	15%	20%	18%	20%	21%	19%
Strongly disagree [1]	10%	9%	12%	12%	9%	11%	10%	6%	7%	10%	16%	8%
Net: Agree	42%	44%	32%	43%	46%	47%	49%	41%	41%	45%	30%	42%
Net: Disagree	27%	24%	32%	22%	23%	24%	25%	25%	26%	31%	37%	28%
Mean	3.14	3.16	2.96	3.17	3.20	3.25	3.22	3.21	3.18	3.16	2.82	3.13

I believe that there is one Mr. or Mrs. right for everyone :

Unweighted base	2093	84	219	170	152	182	184	304	318	192	114	174
Base: All GB Adults	2093	102	238	175	159	185	201	268	285	194	105	182
Strongly agree [5]	16%	19%	21%	23%	17%	16%	13%	11%	13%	21%	14%	15%
Tend to agree [4]	30%	31%	29%	29%	41%	26%	37%	28%	27%	28%	30%	24%
Neither agree nor disagree [3]	28%	34%	23%	21%	23%	30%	26%	29%	29%	31%	29%	32%
Tend to disagree [2]	20%	13%	23%	18%	15%	21%	19%	21%	22%	14%	20%	21%
Strongly disagree [1]	7%	3%	4%	8%	4%	8%	6%	11%	8%	7%	8%	8%
Net: Agree	46%	50%	49%	53%	58%	41%	49%	39%	40%	49%	44%	39%
Net: Disagree	26%	16%	28%	26%	19%	29%	25%	32%	30%	21%	27%	29%
Mean	3.29	3.51	3.38	3.42	3.53	3.20	3.32	3.07	3.15	3.42	3.24	3.16

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

It is/was important to me that my mother/ female guardian approves of my choice of partner :

Unweighted base	2093	1355	330	115	531
Base: All GB Adults	2093	1360	290	115	560
Strongly agree [5]	9%	9%	10%	10%	10%
Tend to agree [4]	33%	35%	37%	40%	35%
Neither agree nor disagree [3]	31%	29%	28%	21%	29%
Tend to disagree [2]	17%	17%	17%	19%	20%
Strongly disagree [1]	10%	9%	8%	10%	7%
Net: Agree	42%	45%	47%	50%	44%
Net: Disagree	27%	26%	25%	29%	27%
Mean	3.14	3.19	3.23	3.20	3.19

I believe that there is one Mr. or Mrs. right for everyone :

Unweighted base	2093	1355	330	115	531
Base: All GB Adults	2093	1360	290	115	560
Strongly agree [5]	16%	16%	13%	14%	12%
Tend to agree [4]	30%	32%	28%	33%	33%
Neither agree nor disagree [3]	28%	24%	20%	25%	26%
Tend to disagree [2]	20%	21%	31%	17%	22%
Strongly disagree [1]	7%	7%	9%	11%	7%
Net: Agree	46%	48%	41%	47%	45%
Net: Disagree	26%	28%	40%	28%	29%
Mean	3.29	3.29	3.05	3.22	3.22

YouGov / Four Colman Getty Survey

GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Which ONE, if any, of the following would be/ was the MOST important consideration you would make/ have made when choosing the right partner?

Unweighted base	2093	988	1105	231	327	400	420	715	1216	877
Base: All GB Adults	2093	1005	1088	251	349	401	359	733	1151	942
Sense of humour	11%	8%	14%	17%	11%	12%	11%	10%	11%	12%
Money	0%	0%	0%	0%	-	0%	-	0%	0%	0%
Love	40%	40%	40%	45%	46%	32%	35%	43%	38%	43%
Sexual attraction	7%	9%	5%	6%	7%	11%	6%	6%	8%	7%
Intelligence	4%	4%	4%	5%	3%	5%	5%	4%	5%	3%
Similar social background	2%	2%	2%	0%	1%	1%	3%	3%	1%	3%
Common interests	13%	13%	13%	10%	10%	13%	17%	13%	13%	12%
Shared values (e.g. political, religious etc.)	7%	7%	7%	5%	8%	9%	10%	6%	9%	5%
Other	1%	1%	1%	0%	1%	3%	1%	1%	1%	1%
Don't know	3%	3%	2%	1%	3%	2%	2%	3%	2%	3%
Not applicable - I don't have a most important consideration when choosing the right partner	11%	11%	11%	10%	10%	13%	9%	11%	10%	12%

Are you currently in a relationship?

Unweighted base	2093	988	1105	231	327	400	420	715	1216	877
Base: All GB Adults	2093	1005	1088	251	349	401	359	733	1151	942
Yes, I am	72%	73%	72%	55%	69%	72%	75%	78%	74%	70%
No, I'm not	26%	26%	27%	41%	29%	26%	23%	21%	25%	27%
Prefer not to say	2%	2%	2%	3%	2%	2%	2%	1%	1%	2%

In which ONE, if any, of the following ways did you FIRST meet your partner?

Unweighted base	789	-	789	82	145	146	147	269	491	298
Base: All GB Women currently in a relationship	779	-	779	85	141	147	124	282	451	328
Introduced by a friend	19%	-	19%	21%	18%	19%	14%	20%	17%	20%
Introduced by a family member	5%	-	5%	5%	4%	5%	5%	5%	4%	6%
Dating agency/online	9%	-	9%	7%	9%	13%	7%	7%	10%	7%
Socially (e.g. bar, evening class, party etc)	40%	-	40%	28%	53%	39%	35%	39%	40%	39%
Other	27%	-	27%	39%	16%	24%	37%	27%	28%	27%
Don't know/ can't recall	1%	-	1%	-	0%	-	0%	1%	1%	1%

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Region							Working status						
	Base	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Which ONE, if any, of the following would be/ was the MOST important consideration you would make/ have made when choosing the right partner?

Unweighted base	2093	473	334	184	304	510	114	174	1083	269	1352	102	418	68	153
Base: All GB Adults	2093	515	343	201	268	479	105	182	1065	296	1361	95	418	69	151
Sense of humour	11%	13%	11%	10%	10%	12%	12%	11%	12%	10%	12%	7%	11%	9%	14%
Money	0%	0%	-	-	0%	0%	-	-	0%	-	0%	-	0%	-	-
Love	40%	37%	44%	43%	35%	40%	49%	38%	39%	37%	39%	50%	43%	41%	37%
Sexual attraction	7%	8%	5%	8%	12%	6%	7%	6%	9%	5%	8%	5%	5%	9%	8%
Intelligence	4%	3%	3%	3%	7%	4%	4%	8%	5%	3%	4%	12%	4%	7%	1%
Similar social background	2%	2%	2%	1%	1%	1%	3%	4%	1%	2%	1%	-	5%	2%	1%
Common interests	13%	16%	12%	14%	9%	13%	8%	8%	12%	18%	13%	6%	13%	10%	11%
Shared values (e.g. political, religious etc.)	7%	6%	8%	7%	9%	8%	5%	9%	7%	11%	8%	5%	6%	6%	7%
Other	1%	0%	1%	1%	2%	1%	-	3%	1%	1%	1%	-	1%	1%	2%
Don't know	3%	2%	3%	2%	3%	3%	4%	2%	2%	2%	2%	1%	3%	3%	3%
Not applicable - I don't have a most important consideration when choosing the right partner	11%	12%	9%	11%	10%	11%	7%	12%	10%	10%	10%	15%	11%	12%	15%

Are you currently in a relationship?

Unweighted base	2093	473	334	184	304	510	114	174	1083	269	1352	102	418	68	153
Base: All GB Adults	2093	515	343	201	268	479	105	182	1065	296	1361	95	418	69	151
Yes, I am	72%	74%	73%	80%	63%	72%	81%	64%	73%	72%	73%	52%	78%	55%	66%
No, I'm not	26%	25%	26%	18%	36%	27%	15%	29%	25%	27%	25%	43%	20%	45%	30%
Prefer not to say	2%	1%	1%	2%	2%	1%	4%	6%	2%	1%	1%	6%	1%	-	4%

In which ONE, if any, of the following ways did you FIRST meet your partner?

Unweighted base	789	187	135	83	105	185	37	57	356	143	499	33	167	19	71
Base: All GB Women currently in a relationship	779	202	143	85	92	171	32	54	324	158	482	30	172	17	77
Introduced by a friend	19%	19%	22%	18%	12%	21%	20%	11%	21%	16%	19%	22%	17%	11%	19%
Introduced by a family member	5%	5%	9%	-	8%	2%	5%	3%	4%	3%	4%	4%	7%	-	8%
Dating agency/online	9%	8%	8%	10%	9%	11%	4%	6%	8%	9%	8%	10%	10%	6%	9%
Socially (e.g. bar, evening class, party etc)	40%	39%	40%	38%	41%	33%	48%	60%	37%	48%	40%	29%	39%	45%	41%
Other	27%	28%	20%	32%	29%	33%	23%	20%	30%	24%	28%	36%	25%	28%	23%
Don't know/ can't recall	1%	0%	1%	2%	1%	-	-	-	0%	0%	0%	-	1%	9%	-

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Marital Status					Children in Household					
	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Which ONE, if any, of the following would be/ was the MOST important consideration you would make/ have made when choosing the right partner?

Unweighted base	2093	951	241	181	56	460	1488	263	222	63	548	57
Base: All GB Adults	2093	942	226	180	64	449	1442	275	238	75	589	62
Sense of humour	11%	9%	14%	13%	6%	12%	11%	12%	13%	10%	12%	17%
Money	0%	0%	-	-	-	0%	0%	-	-	-	-	2%
Love	40%	44%	31%	35%	60%	35%	40%	49%	39%	27%	42%	31%
Sexual attraction	7%	7%	16%	5%	4%	8%	6%	8%	11%	17%	10%	7%
Intelligence	4%	4%	7%	4%	3%	4%	5%	2%	3%	9%	3%	1%
Similar social background	2%	3%	2%	3%	-	1%	2%	2%	1%	1%	1%	1%
Common interests	13%	12%	13%	17%	10%	11%	14%	11%	9%	16%	10%	13%
Shared values (e.g. political, religious etc.)	7%	8%	5%	10%	5%	9%	7%	6%	11%	8%	8%	3%
Other	1%	1%	2%	1%	2%	2%	1%	2%	-	2%	1%	-
Don't know	3%	3%	1%	2%	6%	3%	2%	1%	4%	2%	2%	10%
Not applicable - I don't have a most important consideration when choosing the right partner	11%	10%	9%	10%	5%	16%	11%	8%	11%	7%	9%	16%

Are you currently in a relationship?

Unweighted base	2093	951	241	181	56	460	1488	263	222	63	548	57
Base: All GB Adults	2093	942	226	180	64	449	1442	275	238	75	589	62
Yes, I am	72%	98%	94%	21%	33%	34%	70%	79%	86%	76%	81%	39%
No, I'm not	26%	2%	5%	78%	67%	62%	29%	21%	14%	24%	18%	40%
Prefer not to say	2%	1%	1%	1%	-	5%	1%	1%	0%	-	0%	21%

In which ONE, if any, of the following ways did you FIRST meet your partner?

Unweighted base	789	433	134	32	9	94	554	114	84	24	222	13
Base: All GB Women currently in a relationship	779	431	127	25	11	86	527	131	84	22	238	14
Introduced by a friend	19%	20%	15%	10%	27%	17%	18%	17%	27%	15%	20%	15%
Introduced by a family member	5%	6%	2%	-	-	2%	4%	7%	4%	4%	6%	-
Dating agency/online	9%	6%	14%	22%	28%	11%	9%	10%	6%	4%	8%	4%
Socially (e.g. bar, evening class, party etc)	40%	39%	42%	24%	9%	41%	37%	44%	44%	42%	44%	71%
Other	27%	28%	26%	40%	31%	29%	30%	22%	20%	35%	22%	9%
Don't know/ can't recall	1%	1%	-	4%	4%	1%	1%	-	-	-	-	-

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Government Region										
	Base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales

Which ONE, if any, of the following would be/ was the MOST important consideration you would make/ have made when choosing the right partner?

Unweighted base	2093	84	219	170	152	182	184	304	318	192	114	174
Base: All GB Adults	2093	102	238	175	159	185	201	268	285	194	105	182
Sense of humour	11%	17%	12%	13%	14%	9%	10%	10%	12%	11%	12%	11%
Money	0%	-	0%	-	-	-	-	0%	1%	-	-	-
Love	40%	43%	39%	32%	38%	50%	43%	35%	40%	42%	49%	38%
Sexual attraction	7%	6%	7%	11%	5%	5%	8%	12%	5%	7%	7%	6%
Intelligence	4%	2%	3%	3%	2%	5%	3%	7%	4%	4%	4%	8%
Similar social background	2%	1%	4%	1%	3%	2%	1%	1%	2%	1%	3%	4%
Common interests	13%	18%	15%	16%	14%	11%	14%	9%	11%	17%	8%	8%
Shared values (e.g. political, religious etc.)	7%	3%	5%	8%	8%	8%	7%	9%	9%	7%	5%	9%
Other	1%	-	0%	0%	1%	1%	1%	2%	2%	0%	-	3%
Don't know	3%	1%	1%	4%	3%	3%	2%	3%	4%	1%	4%	2%
Not applicable - I don't have a most important consideration when choosing the right partner	11%	10%	14%	12%	11%	8%	11%	10%	11%	11%	7%	12%

Are you currently in a relationship?

Unweighted base	2093	84	219	170	152	182	184	304	318	192	114	174
Base: All GB Adults	2093	102	238	175	159	185	201	268	285	194	105	182
Yes, I am	72%	64%	75%	79%	74%	73%	80%	63%	68%	78%	81%	64%
No, I'm not	26%	36%	24%	21%	25%	27%	18%	36%	31%	21%	15%	29%
Prefer not to say	2%	-	2%	-	1%	0%	2%	2%	1%	1%	4%	6%

In which ONE, if any, of the following ways did you FIRST meet your partner?

Unweighted base	789	35	83	69	63	72	83	105	109	76	37	57
Base: All GB Women currently in a relationship	779	35	90	77	67	76	85	92	89	83	32	54
Introduced by a friend	19%	27%	21%	13%	27%	18%	18%	12%	14%	29%	20%	11%
Introduced by a family member	5%	15%	2%	4%	7%	10%	-	8%	3%	-	5%	3%
Dating agency/online	9%	-	8%	12%	9%	7%	10%	9%	14%	9%	4%	6%
Socially (e.g. bar, evening class, party etc)	40%	22%	37%	49%	39%	41%	38%	41%	36%	30%	48%	60%
Other	27%	35%	32%	22%	15%	23%	32%	29%	34%	32%	23%	20%
Don't know/ can't recall	1%	2%	-	-	2%	1%	2%	1%	-	-	-	-

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Which ONE, if any, of the following would be/ was the MOST important consideration you would make/ have made when choosing the right partner?

	Unweighted base	2093	1355	330	115	531
Base: All GB Adults	2093	1360	290	115	560	
Sense of humour	11%	12%	10%	17%	13%	
Money	0%	0%	-	-	-	
Love	40%	41%	36%	34%	37%	
Sexual attraction	7%	8%	13%	6%	10%	
Intelligence	4%	4%	7%	3%	4%	
Similar social background	2%	2%	1%	0%	2%	
Common interests	13%	13%	11%	12%	14%	
Shared values (e.g. political, religious etc.)	7%	8%	13%	12%	9%	
Other	1%	1%	2%	-	2%	
Don't know	3%	2%	1%	1%	2%	
Not applicable - I don't have a most important consideration when choosing the right partner	11%	10%	6%	16%	9%	

Are you currently in a relationship?

	Unweighted base	2093	1355	330	115	531
Base: All GB Adults	2093	1360	290	115	560	
Yes, I am	72%	71%	77%	58%	65%	
No, I'm not	26%	28%	23%	41%	33%	
Prefer not to say	2%	1%	1%	2%	2%	

In which ONE, if any, of the following ways did you FIRST meet your partner?

	Unweighted base	789	544	97	30	194
Base: All GB Women currently in a relationship	779	544	87	28	199	
Introduced by a friend	19%	21%	22%	13%	16%	
Introduced by a family member	5%	5%	5%	13%	8%	
Dating agency/online	9%	10%	10%	11%	8%	
Socially (e.g. bar, evening class, party etc)	40%	36%	42%	23%	38%	
Other	27%	27%	19%	40%	30%	
Don't know/ can't recall	1%	1%	2%	-	0%	

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Gender		Age					Social Grade	
Base	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE

Below are some examples of different character descriptions...

Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base									
	1015	-	1015	109	172	177	186	371	649	366
Base: All GB Women that identify as heterosexual	1010	-	1010	106	174	187	165	379	612	399
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood	8%	-	8%	8%	11%	8%	8%	7%	9%	6%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner	35%	-	35%	45%	47%	35%	37%	27%	36%	34%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy	3%	-	3%	11%	5%	2%	3%	1%	2%	4%
None of these	49%	-	49%	34%	36%	54%	47%	59%	48%	51%
Don't know	4%	-	4%	2%	1%	2%	5%	7%	4%	4%

REBASED: Below are some examples of different character descriptions... Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base									
	454	-	454	70	96	78	83	127	298	156
Base: All GB Women that identify as heterosexual and showed a preference	468	-	468	68	109	82	79	129	290	178
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood	17%	-	17%	13%	17%	18%	17%	19%	19%	14%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner	77%	-	77%	70%	75%	79%	78%	79%	77%	76%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy	6%	-	6%	18%	7%	4%	6%	1%	4%	10%

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Region							Working status					
	North	Midlands	East	London	South	Wales	Scotland	Working full time	Working part time	ALL WORKERS (NET)	Full time student	Retired	Unemployed

Below are some examples of different character descriptions...

Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	1015	239	171	87	140	240	48	90	448	177	625	45	221	30	94
Base: All GB Women that identify as heterosexual	1010	266	181	93	118	227	36	90	424	200	623	39	227	26	96	
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood	8%	7%	11%	8%	3%	11%	8%	5%	9%	6%	8%	14%	6%	2%	11%	
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner	35%	37%	34%	28%	37%	33%	55%	35%	40%	42%	40%	38%	25%	40%	25%	
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy	3%	2%	2%	3%	8%	2%	3%	3%	4%	1%	3%	7%	-	12%	6%	
None of these	49%	50%	50%	52%	49%	49%	29%	52%	45%	48%	46%	41%	61%	28%	53%	
Don't know	4%	4%	3%	9%	3%	5%	5%	4%	3%	3%	3%	-	7%	18%	5%	

REBASED: Below are some examples of different character descriptions... Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	454	103	78	31	64	107	28	43	224	83	307	25	68	15	39
Base: All GB Women that identify as heterosexual and showed a preference	468	123	85	37	57	104	24	39	221	98	319	23	72	14	40	
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood	17%	15%	22%	21%	7%	23%	12%	12%	17%	12%	15%	24%	20%	4%	27%	
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner	77%	81%	73%	71%	77%	73%	84%	81%	76%	86%	79%	65%	80%	74%	59%	
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy	6%	4%	4%	8%	16%	4%	4%	7%	7%	3%	6%	11%	-	22%	14%	

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GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Marital Status					Children in Household					
Base	Married/ Civil Partnership	Living as married	Separated/ Divorced	Widowed	Never Married	0	1	2	3+	ALL WITH CHILDREN IN HOUSEHOLD (NET)	Refused

Below are some examples of different character descriptions...

Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	1015	433	124	126	40	189	727	142	99	27	268	20
Base: All GB Women that identify as heterosexual		1010	433	116	127	38	176	702	150	105	27	283	26
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood		8%	7%	11%	9%	1%	9%	8%	9%	9%	-	8%	3%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner		35%	36%	39%	27%	31%	40%	33%	36%	44%	50%	40%	57%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy		3%	3%	3%	1%	-	5%	3%	7%	-	-	4%	2%
None of these		49%	49%	47%	57%	58%	44%	52%	44%	45%	50%	45%	37%
Don't know		4%	6%	0%	6%	10%	2%	5%	4%	3%	-	3%	-

REBASED: Below are some examples of different character descriptions... Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	454	182	63	47	12	103	311	75	43	14	132	11
Base: All GB Women that identify as heterosexual and showed a preference		468	194	61	46	12	95	304	78	55	14	147	16
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood		17%	15%	21%	24%	4%	16%	19%	18%	17%	-	16%	5%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner		77%	79%	74%	75%	96%	75%	75%	69%	83%	100%	77%	92%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy		6%	6%	5%	1%	-	9%	6%	13%	-	-	7%	3%

YouGov / Four Colman Getty Survey

GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Government Region										
	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland

Below are some examples of different character descriptions...

Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
	1015	48	108	83	76	95	87	140	145	95	48	90
Base: All GB Women that identify as heterosexual	1010	55	116	95	81	100	93	118	125	101	36	90
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood	8%	5%	6%	9%	8%	13%	8%	3%	11%	10%	8%	5%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner	35%	29%	33%	48%	38%	31%	28%	37%	38%	27%	55%	35%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy	3%	7%	0%	1%	2%	2%	3%	8%	3%	1%	3%	3%
None of these	49%	52%	57%	40%	46%	54%	52%	49%	43%	57%	29%	52%
Don't know	4%	7%	4%	2%	5%	1%	9%	3%	4%	6%	5%	4%

REBASED: Below are some examples of different character descriptions... Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	North East	North West	Yorkshire and the Humber	East Midlands	West Midlands	East of England	London	South East	South West	Wales	Scotland
	454	18	44	41	39	39	31	64	72	35	28	43
Base: All GB Women that identify as heterosexual and showed a preference	468	22	46	55	39	45	37	57	66	38	24	39
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood	17%	11%	16%	15%	16%	28%	21%	7%	21%	26%	12%	12%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner	77%	71%	83%	83%	79%	68%	71%	77%	73%	72%	84%	81%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy	6%	17%	1%	1%	5%	4%	8%	16%	6%	2%	4%	7%

YouGov / Four Colman Getty Survey

GB Sample: 2,093

Field work: 23rd - 25th September 2013

Total	Social Media (monthly or more)			
Base	Facebook	LinkedIn	Google+	Twitter

Below are some examples of different character descriptions...

Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	1015	690	124	41	243
Base: All GB Women that identify as heterosexual		1010	692	108	41	256
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood		8%	7%	7%	12%	8%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner		35%	36%	43%	21%	40%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy		3%	3%	4%	4%	4%
None of these		49%	50%	44%	58%	47%
Don't know		4%	4%	1%	4%	2%

REBASED: Below are some examples of different character descriptions... Which ONE, if any, of the following would most represent your ideal partner? (Please tick the option that best applies)

	Unweighted base	454	-	315	61	15
Base: All GB Women that identify as heterosexual and showed a preference		468	-	319	59	15
Option 1 – Straight-backed, stiff-lipped, seemingly steely but entirely sensitive former army officer seeks ultimate escape from late-night loneliness and reluctant bachelorhood		17%	-	15%	13%	33%
Option 2 – Pragmatic, reliable, secretly irresistible gentleman, seeks pragmatic, reliable secretly irresistible woman, ideally with restrained humour and warm bedside manner		77%	-	79%	80%	57%
Option 3 - Impossibly handsome, extremely charming young fellow with dark and deceptive past seeks spirited woman or women to be thoroughly swept from feet, she must be extremely attractive and independently wealthy		6%	-	6%	7%	11%