



**Cuffing season**  
Fieldwork Dates: 8th - 11th December 2017

**Conducted by YouGov**  
**On behalf of YouGov NY**

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**BACKGROUND**

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

**Methodology:** This survey has been conducted using an online interview administered to members of the YouGov Plc panel of 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.us@yougov.com) quoting the survey details

**EDITOR'S NOTES - all press releases should contain the following information**

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1170 adults. Fieldwork was undertaken between 8th - 11th December 2017. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

**NOTE:** All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

**YouGov NY**  
**Cuffing season**

US\_nat Sample: 8th - 11th December 2017



Total	Gender		Age			Region				Race				No HS, High school graduate
	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

**relationship. Relationship status**

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75	431
<b>Base</b>	1159	575	584	365	380	414	219	263	422	255	764	136	181	78	487
In a relationship and living together	53%	51%	55%	45%	54%	58%	51%	55%	53%	51%	57%	42%	43%	47%	48%
In a relationship but not living together	8%	9%	8%	13%	8%	4%	10%	7%	9%	7%	7%	12%	9%	9%	10%
Single	35%	37%	33%	38%	35%	31%	35%	34%	33%	38%	31%	44%	43%	42%	36%
Other	4%	4%	5%	4%	3%	6%	4%	4%	5%	4%	5%	2%	5%	2%	7%

**HYC\_q4. In general, do you think deliberately dating a person for a short period of time is worthwhile or a waste of time?**

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75	431
<b>Base: All US adults</b>	1159	575	584	365	380	414	219	263	422	255	764	136	181	78	487
It is definitely worthwhile	16%	20%	13%	17%	19%	13%	15%	12%	18%	20%	15%	16%	18%	20%	12%
It is probably worthwhile	25%	27%	22%	23%	25%	26%	25%	27%	22%	26%	25%	25%	27%	17%	25%
It is probably a waste of time	16%	14%	18%	18%	14%	15%	19%	13%	16%	17%	14%	17%	19%	23%	14%
It is definitely a waste of time	14%	12%	15%	18%	12%	10%	14%	14%	15%	10%	14%	15%	11%	13%	16%
It is definitely a waste of time	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Don't know	30%	26%	33%	24%	30%	35%	28%	34%	30%	26%	32%	26%	25%	26%	33%

**HYC\_q1. For the following questions, when we refer to cuffing season we mean "the period of autumn and winter, when single people feel the urge to seek settled relationships rather than engage in casual affairs." To what extent do you believe that cuffing season is an actual phenomenon?**

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75	431
<b>Base: All US adults</b>	1159	575	584	365	380	414	219	263	422	255	764	136	181	78	487
I believe it's real and have felt the urge myself	16%	18%	14%	25%	16%	7%	18%	12%	17%	16%	14%	20%	18%	23%	14%
I believe it's real but I've never felt that urge	20%	20%	21%	27%	22%	13%	21%	18%	21%	21%	17%	36%	26%	15%	19%
I don't believe it's real	31%	31%	30%	26%	28%	37%	28%	31%	30%	34%	33%	13%	29%	35%	32%
Don't know	33%	31%	36%	22%	34%	42%	33%	39%	32%	30%	36%	31%	26%	27%	36%

**HYC\_q2. For which, if any, of the following reasons would you ever want to be in a romantic relationship only for the winter? Please select all that apply.**

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75	431
<b>Base: All US adults</b>	1159	575	584	365	380	414	219	263	422	255	764	136	181	78	487
To stay warm (cuddle)	20%	23%	16%	28%	19%	12%	23%	17%	21%	17%	19%	26%	20%	15%	19%
To have someone to take as a "plus one" to a holiday or family party	13%	14%	11%	20%	13%	6%	11%	14%	12%	14%	11%	14%	15%	16%	9%
To have someone to binge TV shows with	11%	11%	10%	18%	12%	4%	14%	9%	12%	8%	9%	14%	13%	21%	9%

Education			Marital Status						Children under the age of 18		Income							
Some college, 2 year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say	Facebook	Twitter	LinkedIn	Google+
O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB	AC	AD	AE	AF	AG
382	229	128	576	18	128	45	358	44	284	885	417	322	265	166	934	414	322	287
367	197	108	525	24	117	43	409	41	287	872	442	315	234	168	925	421	305	301
51%	63%	62%	91%	36%	9%	4%	19%	81%	74%	46%	37%	63%	75%	43%	56%	53%	60%	56%
	N.O	N.O	T.U.V.W	**	*	*	T.U	T.U.V*	Y			Z.AC	Z.AA.AC		AP	AP	AE.AL.AP	AP
9%	4%	7%	2%	11%	14%	8%	14%	9%	6%	9%	11%	6%	5%	9%	8%	8%	5%	8%
P				**	R	*	R	R*			AA.AB				AF			
37%	31%	27%	1%	44%	73%	79%	64%	8%	17%	41%	48%	28%	15%	41%	33%	37%	32%	32%
Q				**	R.W	R.W*	R.W	R*	X		AA.AB	AB		AA.AB	AH	AH		
3%	2%	4%	5%	10%	3%	10%	3%	2%	3%	5%	4%	3%	5%	7%	3%	3%	3%	3%
				**	V*	*		*						AA				

382	229	128	576	18	128	45	358	44	284	885	417	322	265	166	934	414	322	287
367	197	108	525	24	117	43	409	41	287	872	442	315	234	168	925	421	305	301
19%	16%	24%	20%	15%	10%	10%	13%	20%	23%	14%	10%	23%	23%	10%	17%	21%	23%	23%
N	N	N	T.V	**	*	*		*	Y			Z.AC	Z.AC		AP	AD.AP	AD.AI.AP	AD.AI.AK.AP
23%	26%	26%	22%	12%	22%	34%	28%	32%	24%	25%	27%	26%	21%	22%	24%	23%	26%	26%
				**	*	*		*										
17%	18%	15%	14%	20%	16%	17%	18%	14%	15%	16%	16%	13%	19%	18%	15%	14%	15%	15%
				**	*	*		*					AA					
14%	10%	8%	12%	7%	20%	14%	15%	14%	16%	13%	19%	13%	8%	10%	14%	17%	10%	12%
				**	R	*		*			AB.AC				AF	AD.AF.AG.AL		
-	-	-	-	**	-	-	-	-	-	-	-	-	-	-	-	-	-	-
				**	*	*		*										
26%	30%	27%	32%	47%	32%	25%	26%	21%	22%	32%	29%	26%	28%	40%	29%	25%	26%	23%
				**	*	*		*	X					Z.AA.AB	AE.AG.AJ.AL			

382	229	128	576	18	128	45	358	44	284	885	417	322	265	166	934	414	322	287
367	197	108	525	24	117	43	409	41	287	872	442	315	234	168	925	421	305	301
18%	18%	15%	15%	12%	10%	18%	19%	23%	22%	14%	16%	15%	18%	13%	17%	22%	17%	22%
				**	*	*	T	T*	Y						AP	AD.AF.AP	AP	AD.AP
24%	19%	14%	19%	11%	11%	11%	23%	42%	29%	17%	22%	22%	18%	15%	21%	23%	23%	24%
Q			T	**	*	*	T	R.T.U.V*	Y							AJ	AJ	AJ
26%	32%	38%	31%	13%	37%	31%	31%	21%	25%	33%	29%	34%	31%	28%	29%	27%	30%	26%
		O		**	*	*		*		X					AK			
32%	30%	33%	35%	64%	43%	40%	27%	14%	24%	36%	32%	28%	34%	45%	33%	28%	30%	28%
		V.W		**	V.W	W*		*	X					Z.AA.AB	AE.AG.AK.AL	AL	AL	AL

382	229	128	576	18	128	45	358	44	284	885	417	322	265	166	934	414	322	287
367	197	108	525	24	117	43	409	41	287	872	442	315	234	168	925	421	305	301
18%	24%	20%	18%	20%	8%	16%	24%	33%	29%	17%	20%	21%	19%	16%	20%	24%	23%	26%
			T	**	*	*	R.T	R.T*	Y						AP	AP	AP	AD.AP
16%	18%	6%	12%	11%	4%	15%	16%	12%	19%	10%	12%	13%	18%	8%	14%	17%	16%	19%
N.Q	N.Q		T	**	T*	*	T	*	Y				Z.AC		AP	AP	AP	AD.AP
13%	11%	9%	9%	24%	5%	-	15%	13%	18%	9%	11%	11%	11%	9%	12%	15%	12%	17%

Social networks membership

MySpace	Pinterest	Tumblr	Instagram	Snapchat	Periscope	Other	Don't know	None
AH	AI	AJ	AK	AL	AM	AN	AO	AP

64	323	94	352	204	24	22	9	133
64	311	100	366	220	22	21	10	126
64%	58%	53%	54%	52%	69%	43%	51%	40%
AP*	AP	*	AP		**	**	**	
9%	7%	8%	9%	9%	4%	19%	-	7%
*		*	AF		**	**	**	
21%	33%	39%	35%	37%	23%	31%	28%	42%
*		AH*	AH	AH	**	**	**	AH
6%	2%	1%	2%	3%	4%	7%	21%	11%
*		*			**	**	**	AE.AF.AG.AI.AJ.AI

64	323	94	352	204	24	22	9	133
64	311	100	366	220	22	21	10	126
27%	17%	19%	18%	22%	23%	20%	8%	6%
AD.AI.AP*	AP	AP*	AP	AP	**	**	**	
29%	26%	32%	24%	29%	20%	40%	20%	24%
*		*		AE	**	**	**	
14%	15%	17%	15%	17%	9%	11%	-	19%
*		*		**	**	**	**	
11%	13%	14%	15%	11%	17%	4%	-	15%
*		*	AF.AL		**	**	**	
-	-	-	-	-	-	-	-	-
*		*			**	**	**	
18%	29%	18%	27%	21%	32%	24%	72%	36%
*	AJ.AL	*	AL		**	**	**	AE.AG.AH.AI.AJ.AI

64	323	94	352	204	24	22	9	133
64	311	100	366	220	22	21	10	126
31%	18%	37%	25%	28%	15%	8%	-	6%
AD.AF.AI.AP*	AP	AE.AF.AG.AI.AK.	AD.AF.AI.AP	AD.AE.AF.AI.AP	**	**	**	
21%	21%	13%	25%	26%	22%	38%	10%	17%
*		*	AD.AJ	AJ	**	**	**	
24%	31%	25%	25%	24%	28%	17%	8%	43%
*	AK	*			**	**	**	.AF.AG.AH.AI.AJ.
25%	29%	25%	25%	21%	35%	37%	82%	35%
*	AL	*			**	**	**	AL

64	323	94	352	204	24	22	9	133
64	311	100	366	220	22	21	10	126
36%	23%	30%	27%	32%	31%	11%	9%	10%
AD.AE.AF.AI.AP*	AP	AP*	AD.AP	AD.AE.AF.AI.AP	**	**	**	
30%	15%	17%	19%	24%	25%	4%	-	5%
E.AF.AG.AI.AJ.AI	AP	AP*	AD.AP	AD.AE.AF.AI.AP	**	**	**	
26%	13%	19%	18%	22%	20%	15%	-	4%

				E	E							*	*	J*	
To not feel lonely this winter	20%	22%	17%	26%	21%	12%	26%	23%	15%	17%	19%	23%	21%	19%	17%
				E	E		H.I	H				*	*	*	
To have someone to hang out with	21%	24%	18%	24%	22%	17%	22%	25%	18%	20%	21%	23%	20%	23%	17%
				E	E			H				*	*	*	
To have someone to have sex with	18%	25%	11%	23%	21%	12%	20%	21%	16%	17%	19%	26%	11%	11%	16%
				E	E							L.M*	*	*	
To have someone to do winter activities with (e.g., ice-skating, visiting Christmas decorations together, etc.)	13%	15%	10%	19%	11%	8%	12%	9%	14%	13%	14%	9%	11%	13%	10%
				D.E								*	*	*	
Other	0%	0%	1%	-	0%	1%	1%	1%	0%	0%	0%	-	1%	-	0%
												*	*	*	
Don't know	7%	8%	6%	8%	6%	6%	7%	5%	7%	7%	6%	16%	6%	4%	10%
												J.L.M*	*	*	O.P.Q
Not applicable - I would not want to be in a romantic relationship only for the winter	50%	41%	59%	39%	46%	65%	45%	51%	52%	51%	56%	33%	39%	52%	51%
			A			C.D					K.L	*	*	K*	

HYC\_q3. For the following question, please imagine you just started dating someone. When would be the earliest you would introduce them to your parents?

Unweighted base	1170	521	649	305	388	477	219	261	431	259	837	116	142	75	431
<b>Base: All US adults</b>	1159	575	584	365	380	414	219	263	422	255	764	136	181	78	487
Within one month	16%	18%	14%	16%	17%	16%	16%	10%	19%	19%	18%	13%	9%	26%	18%
								G	G	L	*	*	*	K.L*	
One month, up to two months	19%	19%	19%	19%	19%	19%	20%	25%	17%	14%	21%	10%	20%	11%	20%
								H.I			K	*	*	*	
After two months, up to three months	16%	17%	16%	18%	18%	14%	15%	20%	15%	17%	18%	11%	16%	15%	14%
											*	*	*	*	
After three months, up to six months	16%	16%	16%	15%	17%	17%	19%	13%	17%	16%	15%	18%	21%	17%	15%
												*	*	*	
After six months, up to one year	12%	9%	14%	14%	12%	9%	13%	12%	11%	12%	9%	22%	12%	18%	10%
			A								J*	*	*	J*	
After more than one year	5%	4%	6%	6%	4%	5%	4%	4%	5%	7%	3%	11%	7%	4%	5%
												J*	*	*	
Never	16%	16%	15%	13%	13%	20%	14%	18%	16%	15%	17%	15%	14%	9%	19%
						C.D						*	*	*	P

23%	21%	16%	18%	**	11%	*	R.T.U	U*	Y						AP	AP	AP	AD.AP
				30%		11%	24%	30%	23%	18%	19%	21%	21%	16%	21%	24%	20%	27%
22%	25%	25%	18%	**	14%	*	R.T	R.T.U*	26%	19%	19%	23%	24%	17%	AP	AP	AP	AD.AF.AP
	N			**		*	R.T	*	Y						22%	25%	27%	28%
18%	23%	24%	18%	11%	6%	7%	23%	22%	23%	17%	15%	23%	25%	7%	AP	AP	AP	AP
	N	N	T	**		*	T.U	T*	Y		AC	Z.AC	Z.AC		19%	22%	24%	23%
14%	12%	16%	11%	20%	6%	5%	15%	21%	18%	11%	12%	10%	17%	12%	13%	18%	17%	18%
				**		*	T	T.U*	Y				AA			AD.AP	AP	AD.AP
-	1%	2%	0%	-	-	-	1%	-	1%	0%	-	0%	0%	2%	0%	0%	-	-
		O		**		*		*						Z				
5%	4%	3%	7%	26%	2%	13%	7%	2%	5%	7%	9%	6%	6%	4%	7%	6%	4%	5%
				**		T*		*										
50%	49%	52%	54%	28%	71%	55%	41%	45%	40%	54%	50%	48%	45%	62%	50%	45%	50%	39%
			V	**	R.V.W	*		*		X				Z.AA.AB	AG.AH.AJ.AK.AL	AH.AL	AG.AH.AJ.AK.AL	AL

382	229	128	576	18	128	45	358	44	284	885	417	322	265	166	934	414	322	287
367	197	108	525	24	117	43	409	41	287	872	442	315	234	168	925	421	305	301
17%	15%	14%	19%	4%	16%	8%	15%	18%	17%	16%	17%	19%	16%	12%	17%	16%	14%	20%
				**		*		*										AF
20%	17%	14%	20%	15%	16%	15%	18%	32%	23%	17%	19%	19%	20%	18%	19%	19%	17%	17%
				**		*		T.V*	Y									
16%	21%	21%	18%	7%	13%	9%	16%	23%	18%	16%	12%	18%	24%	15%	16%	19%	21%	21%
	N	N		**		*		*					Z	Z.AC		AP	AD.AP	AD.AP
17%	19%	13%	18%	26%	16%	15%	13%	12%	16%	16%	17%	17%	21%	7%	17%	14%	17%	14%
				**		*		*					AC	AC				
12%	13%	17%	11%	11%	11%	10%	14%	14%	16%	11%	13%	12%	9%	14%	12%	11%	14%	9%
				**		*		*	Y						AH		AG.AH	
4%	5%	5%	4%	12%	5%	14%	5%	-	6%	4%	5%	4%	3%	8%	5%	5%	3%	7%
				**		R.V.W*		*										AF
14%	10%	17%	11%	26%	22%	30%	19%	2%	4%	20%	19%	12%	7%	27%	14%	16%	15%	13%
				**	R.W	R.W*	R.W	*		X	AA.AB			AA.AB	AL	AK.AL	AL	AL

AD.AE.AF.AI.AP*	AP	AP*	AD.AF.AP	AD.AE.AF.AI.AP	**	**	**	
35%	22%	40%	28%	33%	23%	27%	-	12%
AD.AF.AI.AP*	AP	AE.AF.AG.AI.AK.	AD.AF.AI.AP	AD.AE.AF.AI.AP	**	**	**	
26%	26%	32%	28%	35%	31%	8%	-	11%
AP*	AP	AP*	AD.AP	AD.AE.AI.AP	**	**	**	
21%	18%	24%	23%	32%	24%	27%	-	10%
*		AP*	AI.AP	D.AE.AG.AI.AK.A	**	**	**	
37%	18%	28%	21%	24%	27%	-	-	7%
E.AF.AG.AI.AK.A	AD.AP	D.AE.AF.AG.AI.AI	AD.AP	AD.AF.AP	**	**	**	
-	-	-	0%	1%	-	4%	-	1%
*		*		AD	**	**	**	AD
9%	4%	5%	6%	7%	-	8%	28%	9%
*		*			**	**	**	AI
31%	50%	38%	39%	29%	50%	51%	63%	64%
*	AG.AH.AJ.AK.AL	*	AL		**	**	**	.AF.AG.AH.AI.AJ.

64	323	94	352	204	24	22	9	133
64	311	100	366	220	22	21	10	126
20%	17%	20%	16%	15%	11%	19%	8%	18%
*		*			**	**	**	
25%	20%	20%	19%	22%	14%	48%	19%	15%
*		*			**	**	**	
19%	20%	25%	21%	21%	41%	8%	-	10%
*	AD.AP	AD.AP*	AD.AP	AD.AP	**	**	**	
19%	16%	17%	16%	13%	11%	7%	-	11%
*		*			**	**	**	
3%	10%	7%	12%	15%	8%	3%	8%	11%
*		*	AH	AE.AG.AH.AI.AJ	**	**	**	
5%	5%	3%	5%	4%	10%	4%	-	8%
*		*			**	**	**	AF
9%	12%	9%	11%	8%	5%	10%	65%	27%
*		*			**	**	**	.AF.AG.AH.AI.AJ.