

YouGov Survey Results

Sample Size: 1813 GB Adults

Fieldwork: 30th April - 1st May 2014

	Voting intention				2010 Vote			Gender		Age				Social Grade		Region					
Total	Con	Lab	Lib Dem	UKIP	Con	Lab	Lib Dem	Male	Female	18-24	25-39	40-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland	
Weighted Sample	1813	x	x	x	x	526	422	406	879	934	216	459	620	519	1033	780	232	589	388	446	158
Unweighted Sample	1813	466	453	119	254	556	387	388	915	898	108	329	759	617	1166	647	236	604	354	388	231
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Which of the following apply to you? (Please tick all that apply)

I have cheated on my present spouse or partner	5	6	6	3	7	5	5	5	5	4	1	5	6	4	5	5	2	3	7	5	3
I have cheated on a spouse or partner	16	17	14	19	14	16	15	19	15	18	12	16	17	17	18	14	16	19	16	14	16
I have never cheated on a spouse or partner	54	54	56	58	57	55	57	50	51	57	47	51	55	58	54	54	52	53	50	57	61
I have never had a spouse or partner	5	5	5	4	2	4	4	5	6	5	17	7	3	1	5	5	8	4	5	5	4
I have never NOT cheated on a partner or spouse	10	11	10	11	11	10	10	11	12	10	10	10	12	9	9	13	10	11	11	11	9
Prefer not to say	9	7	9	6	9	10	9	9	12	7	13	10	8	9	9	10	11	10	12	8	7

If you found out that a partner or spouse had cheated on you in the last year, would you...

End the relationship	46	43	49	38	53	42	48	43	42	50	56	52	48	35	43	50	51	42	49	48	42
Stay in the relationship	15	18	14	19	14	18	11	17	18	12	10	11	14	22	16	13	12	16	14	15	17
Don't know	39	39	37	42	32	40	40	41	40	38	33	38	38	43	40	37	37	42	36	38	41

If you found out that a partner or spouse had cheated on you 5 years ago, would you...

End the relationship	30	29	34	25	31	29	34	26	29	31	36	33	33	23	28	33	38	27	30	32	30
Stay in the relationship	28	30	27	32	34	31	25	28	29	27	23	21	26	38	30	25	22	27	29	29	34
Don't know	42	41	39	43	36	41	41	46	42	41	41	46	41	39	42	42	39	46	41	40	36

If you found out that a partner or spouse had cheated on you 10 years ago, would you...

End the relationship	24	22	28	21	22	23	30	21	23	24	26	27	27	17	22	26	30	22	21	24	28
Stay in the relationship	34	37	34	36	43	36	33	34	34	34	26	24	33	46	36	31	27	34	33	36	37
Don't know	42	41	38	42	35	41	37	45	43	42	48	49	40	37	42	43	43	44	45	40	35

Imagine you have been happy with a partner for over 5 years but then discover they cheated on you in the first 6 months of your relationship, would you...

End the relationship	23	23	26	14	27	24	27	19	24	21	22	21	24	23	21	24	25	24	18	24	24
Stay in the relationship	36	40	36	39	41	39	34	37	35	38	38	34	34	41	40	32	34	34	38	39	40
Don't know	41	37	38	47	32	37	39	44	41	41	41	45	42	36	39	43	41	42	44	38	36

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you found out that the following people had been cheated on in the last 6 months, what would you do?
(Please tick all that apply)

A close family member

Confront the person who had cheated	21	23	21	16	24	20	22	19	16	26	26	23	19	21	22	21	20	20	27	16	27
Ask others for advice	13	12	15	18	12	12	15	15	13	13	13	13	12	13	12	14	15	14	14	10	8
Tell them	32	30	32	32	30	31	33	30	31	33	42	36	34	22	32	32	38	30	28	34	34
Nothing	17	18	16	16	19	18	16	18	20	13	2	10	17	28	16	17	9	17	15	20	18
Don't know	17	17	16	18	15	19	15	18	20	15	17	18	18	16	18	17	18	19	16	19	13

A close friend

Confront the person who had cheated	18	22	17	16	20	17	17	17	15	21	24	22	16	16	19	18	18	19	23	14	17
Ask others for advice	13	11	13	16	14	11	16	16	12	14	17	14	12	12	13	13	15	15	12	11	12
Tell them	32	26	37	33	29	29	33	31	30	33	42	39	32	21	32	32	36	28	30	35	34
Nothing	20	22	19	17	23	23	22	19	23	17	0	8	21	36	19	20	11	20	17	24	22
Don't know	17	19	14	18	13	21	13	17	20	15	17	17	19	15	17	17	19	19	17	16	14

An acquaintance

Confront the person who had cheated	7	7	7	7	6	6	7	4	6	7	12	6	7	5	7	7	9	6	10	4	6
Ask others for advice	10	10	10	8	12	9	9	10	9	11	13	16	8	7	11	9	12	9	12	9	10
Tell them	7	7	9	3	7	7	6	4	9	6	12	7	7	6	6	9	8	7	6	8	7
Nothing	58	61	55	59	66	62	60	64	56	59	35	49	61	70	58	57	48	62	56	58	60
Don't know	18	15	20	23	9	16	18	18	20	17	28	22	18	12	18	18	23	17	16	20	17

A work colleagues

Confront the person who had cheated	7	7	7	6	7	6	7	4	6	8	10	7	7	6	7	7	10	6	9	5	9
Ask others for advice	14	16	14	11	12	13	13	13	13	15	30	18	11	7	15	11	17	14	16	10	11
Tell them	9	8	9	8	10	8	7	7	11	7	11	10	9	7	7	11	8	10	6	11	6
Nothing	51	53	50	49	60	54	54	55	51	51	23	40	57	66	51	51	41	50	52	54	59
Don't know	19	16	19	27	13	18	19	21	19	19	26	25	17	14	19	20	24	19	17	20	16

A neighbour

Confront the person who had cheated	6	9	7	5	6	7	7	3	6	6	13	6	6	5	6	6	9	7	8	4	2
Ask others for advice	9	8	9	8	11	8	7	9	9	10	21	13	7	4	10	9	11	10	12	6	9
Tell them	6	3	8	5	7	5	6	4	6	6	11	7	5	3	5	7	9	5	7	5	6
Nothing	61	65	59	57	66	64	65	65	60	62	26	53	67	75	61	61	49	61	58	65	72
Don't know	17	15	17	25	10	16	15	19	19	16	28	21	15	13	17	17	22	18	14	19	11

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

If you found out that the following people were cheating on their partners, what would you do? (Please tick all that apply)

A close family member

Confront them	44	45	45	45	45	40	47	46	36	52	55	51	43	35	46	42	43	43	46	42	52
Ask others for advice	12	12	13	15	10	13	12	11	11	13	15	14	10	11	12	11	18	11	14	8	11
Tell their partner they are being cheated on	9	7	11	8	12	8	11	9	10	9	5	8	11	10	7	13	10	8	8	14	6
Nothing	21	22	20	19	25	24	20	20	26	17	10	15	22	30	21	22	14	23	18	24	24
Don't know	16	16	13	19	10	17	13	17	19	13	20	15	16	14	16	15	18	17	15	15	11

A close friend

Confront them	42	43	44	41	40	38	44	41	35	48	63	51	38	30	45	38	43	40	42	40	48
Ask others for advice	11	11	11	13	11	11	12	11	9	12	12	12	10	11	10	11	16	9	14	7	11
Tell their partner they are being cheated on	8	5	11	9	8	6	9	8	8	8	5	8	10	8	6	11	9	7	8	12	6
Nothing	25	27	22	22	37	30	24	25	31	20	7	17	26	39	25	26	19	28	23	28	27
Don't know	16	15	13	19	8	16	13	17	18	13	20	14	17	13	16	15	18	17	14	15	12

An acquaintance

Confront them	6	6	6	6	5	5	6	4	6	6	11	6	5	4	6	6	6	5	11	2	7
Ask others for advice	8	7	9	11	10	6	10	9	8	9	8	13	7	5	8	8	8	8	9	6	9
Tell their partner they are being cheated on	4	2	5	3	6	4	3	4	5	3	8	5	4	3	3	6	6	3	4	6	2
Nothing	65	70	64	60	72	70	65	67	63	68	46	57	69	76	65	65	58	67	60	71	67
Don't know	17	15	17	19	9	15	16	16	19	15	28	19	15	13	18	16	23	17	16	15	15

A work colleagues

Confront them	7	7	6	11	6	5	6	7	6	8	15	6	6	5	7	7	6	7	7	6	6
Ask others for advice	12	11	13	10	13	11	12	11	10	13	19	16	9	8	13	10	11	12	18	7	10
Tell their partner they are being cheated on	4	2	5	2	6	2	4	4	5	3	5	6	4	2	3	6	6	3	4	6	2
Nothing	62	66	62	56	67	67	63	62	62	62	40	53	67	73	62	62	56	62	58	67	67
Don't know	16	13	13	21	10	15	15	17	17	15	23	19	14	12	16	16	21	16	13	15	15

A neighbour

Confront them	5	6	6	5	5	5	5	3	5	5	11	5	4	3	5	5	5	5	7	4	4
Ask others for advice	7	6	8	8	10	6	6	8	7	7	12	10	6	4	8	6	8	6	13	3	8
Tell their partner they are being cheated on	5	4	5	4	5	4	4	3	6	4	8	7	4	3	4	7	7	4	5	6	3
Nothing	68	71	68	64	70	71	70	70	66	69	42	61	72	79	68	68	59	69	62	73	75
Don't know	16	14	14	19	10	15	15	17	17	15	27	17	14	12	16	15	21	17	13	15	11

Which, if any, of the following do you consider to be cheating. (Please tick all that apply)

Having regular sex with someone	91	93	90	94	93	92	91	91	87	95	88	90	91	93	91	91	87	90	91	94	90
Having a one night stand with someone else	87	90	89	83	87	88	89	84	82	92	90	86	87	87	88	88	85	87	86	91	85
Paying for sex with a prostitute	81	83	81	80	80	81	80	81	74	89	81	83	81	80	80	83	83	79	83	82	82
Sending naked photos to someone else	64	62	66	54	60	61	63	63	53	74	84	66	58	60	64	64	62	62	67	64	65
Signing up to a dating website/app e.g. Match.com or Tinder	55	54	55	57	58	52	58	57	43	67	52	58	52	58	55	55	53	56	57	55	53
Kissing someone else	53	52	55	47	49	47	53	53	42	64	76	68	53	31	54	52	57	52	55	54	47
Sending flirty messages to someone else	42	41	43	30	41	39	41	37	31	52	51	51	36	36	40	44	45	39	39	45	42
Fantasising about having sex with someone else	8	8	5	2	10	7	5	7	5	10	13	9	5	8	7	8	8	10	8	6	6
Visiting a strip club	8	6	9	10	7	7	7	9	5	11	9	9	7	8	8	8	7	9	6	8	9
Watching porn	7	7	7	5	6	7	7	6	3	10	5	5	5	10	6	7	8	7	7	5	7
Reading a top shelf magazine e.g. Loaded	2	2	3	2	2	2	2	3	1	3	1	3	2	3	2	2	2	2	2	2	4
None of these	2	1	2	2	2	1	2	3	3	2	2	2	2	2	2	3	3	2	2	2	3
Don't know	4	2	3	3	4	3	3	5	6	2	6	5	4	3	4	4	5	5	4	2	3