

RELATIONSHIPS IN THE GTA: DATING, CHEATING, & HAPPINESS

- **More than One-in-Ten (12%) GTA Residents say they have Cheated on a Monogamous Partner or Spouse.**
 - **One-in-Ten (10%) say they have Cheated on a Monogamous Partner, whereas just 4% say they have Cheated on a Spouse.**
 - **And, 9% have had an Affair with Someone who was Married.**
- **Blind Dates and Being Set Up by Friends (34%) is the Most Popular Dating/Meeting Behaviour Tested, Followed by Dating Co-Workers (17%).**
 - **Smaller (and Younger) Proportions have used Online Dating Services (9%), Non-Online Dating Services (3%), and Speed Dating Events (1%).**
- **Six-in-Ten (62%) say they can be Truly Happy Without being in a Serious Monogamous Relationship**

From June 21 to 27, 2005, Leger Marketing – the Canadian representative of the Gallup International Association – conducted telephone interviews among a randomly selected, representative sample of 500 adult residents of the Greater Toronto Area (GTA). The margin of error for the total sample is $\pm 4.4\%$, 19 times out of 20. The City of Toronto (n=250) and Suburban (n=250) sub-segments of the total GTA sample each have an associated margin of error of $\pm 6.2\%$, 19 times out of 20. The Suburban sub-segment is comprised of the Regions of Durham, Halton, Peel, and York. The results have been statistically weighted according to the most current regional, gender, and age Census data to ensure a sample representative of the entire adult population of the GTA. Any discrepancies in totals are due to rounding.

Founded in 1986, Leger Marketing is the largest independent full-service research firm in Canada, with more than 500 employees spread over its offices in Toronto, Montreal, Edmonton, Winnipeg, Quebec City, New York City, Philadelphia, and Shanghai. Leger conducts quantitative and qualitative research on behalf of an extensive array of public and private sector clients on a local, national, and global scale. Leger Marketing is the polling Agency of Record for Sun Media, Toronto Life Magazine, Marketing Magazine, and the Canadian Press news service.

Dating and Cheating Patterns in the GTA

- **Dating/Meeting Behaviours**
 - Almost half (49%) of those aged 25-34 have been on a blind date or setup by friends. This is equally likely among those living in common law (49%), singles (48%), and the divorced (45%).
 - One-quarter (27%) of those under the age of 25 say they have dated a work colleague. However, singles (41%) are most likely to have done so.
 - Across the age brackets, online dating is most popular among those aged 18-24 (13%) and 25-34 (12%). Notably, 12% of singles have used online dating services – but this much less likely among divorced singles (6%).

- **Cheating**
 - More than one-in-ten (12%) say they have cheated on a monogamous partner and/or spouse – 11% refuse to answer both questions.
 - Notably, 9% of divorced respondents have cheated on a spouse.
 - Similar to the whole, 11% of single people have cheated on a monogamous partner.
 - Torontonians (12%) are more likely than 905-ers (6%) to have dated or had an affair with a married person. At some point in their lives, 17% of divorced respondents and 5% of married respondents have done so.

Dating and Cheating Patterns in the GTA			
Q3. Please tell me if you have ever done any of the following. Have you ever ... ? Base: All Respondents. N=500.			
	Yes	No	Don't know/ Refused
Been on a blind date/been setup by friends	34%	60%	7%
Dated/had an affair with someone you work with	17%	76%	7%
Cheated on someone you were in a monogamous relationship with but not married to	10%	81%	10%
Dated/had an affair with someone who was married	9%	83%	8%
Used an online dating service	6%	87%	7%
Cheated on someone you were married to	4%	88%	8%
Used a dating service that was not online	3%	90%	7%
Attended a speed dating event	1%	90%	8%

Happiness without a Serious Monogamous Relationship

- Torontonians (67%) are more likely than suburbanites (57%) to feel they can be truly happy without being in a serious monogamous relationship.
- Singles (79%) are the most likely to agree, followed by those under 25 (76%). Notably, those who are married are much less likely to agree – although half (53%) still do.

Happiness without a Serious Monogamous Relationship			
4A/B. Please tell me if you... with the following statement: I can be truly happy without being in a serious monogamous relationship. Base: All Respondents. N=500.			
	GTA	City of Toronto	Suburbs
TOTAL AGREE	62%	67%	57%
Strongly agree	41%	43%	39%
Somewhat agree	21%	24%	18%
Somewhat disagree	11%	12%	11%
Strongly disagree	14%	10%	18%
TOTAL DISAGREE	25%	22%	29%
Don't know/ Refused	13%	11%	14%

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For our commentary on this poll, please see our back-page column in the October Issue of *Toronto Life Magazine*, or contact the Leger Marketing spokesperson:

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Copies of this poll are available on our website:
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