

# 23% of British men would let their women cheat

Submitted by: Champion Communications

Wednesday, 31 March 2010

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EMBARGOED TILL: 12.01am Tuesday 6 April.

London, 6 April 2010: Nearly a quarter of British men would not end their relationship if they caught their ladies cheating, according to an independent study carried out on behalf of adult dating site maritalaffair.co.uk. (<http://www.maritalaffair.co.uk>) The OnePoll survey, which canvassed the opinions of 1000 adults across the country, found that one in ten men would allow their partner to have a one-night stand with David Beckham if the opportunity presented itself. On the flip side, nearly a third (28%) of men would risk their relationship if the chance arose for them to sleep with the person of their dreams.

Women in Britain are equally forgiving of infidelity, with 24% saying that they would not end the relationship if their partner cheated on them. Further more, one in eight women in Britain would expect their man to turn a blind eye if the chance arose for them to sleep with the partner of their dreams for one night.

The North East is the most forgiving region when it comes to cheating, with 32% saying they would not end a relationship if their partner was caught playing around. 17% of couples in East Anglia would expect their partners to turn a blind eye if they got the chance to sleep with the person of their dreams, nearly twice the national average (11%). Londoners (21%) are more than twice as likely as those in Wales (9%) to risk their relationships if they got the chance to sleep with the person of their dreams but couldn't get their partner's permission.

Conversely, the Welsh are twice as likely to get away with a one-night stand as those in the rest of the country, with over ten percent saying that a night of passion doesn't count as cheating in their book, compared to a national average of five percent. Those in the East Midlands may be the most sensitive in the country to cheating, with over 35% saying that they would view their partner as being a cheat just for having sexual thoughts about someone else, compared to a national average of 25%.

A spokesperson for maritalaffair.co.uk said; "We conducted this study to get a picture of current attitudes towards extra marital activity. There have been a number of very high profile examples of people playing away from home, which may be influencing the nation's views of infidelity. 2010 has absolutely been the year of the marital affair."

## Survey Details

The nationally representative survey, commissioned by MaritalAffair.co.uk, canvassed the opinions of 1000 adults across the UK.

## Findings included:

Q. If you caught your partner cheating would you end the relationship?

A: Female respondents: "No" 24%, Male respondents: "No" 23%

A: North East Respondents: "No" 31%

A: National Average: 'No" 24%

Q. Which of the following male celebs would you give your partner permission to have a one night stand with?

A: Male respondents:David Beckham: 10%

Q. If your partner wouldn't turn a blind eye to a one-night stand with the person of your dreams would you run the risk and do it anyway?

Male "Yes": 28%

Female "Yes": 12%

Q. Would you expect your partner to turn a blind eye if you got the chance to sleep with the person of your dreams?

National Average "Yes": 11%

East Anglia "Yes": 17%

Q: If you got the chance to sleep with the person of your dreams but could not get your partner's permission would you run the risk and do it anyway?

National Average "Yes": 17%

London "Yes": 21%

Wales "Yes": 9%

Q: Does having a one night stand count as cheating?

National Average "No": 5%

Wales "No": 10%

Q. Is having sexual thoughts about someone other than your partner cheating?

National Average "Yes": 25%

East Midlands "Yes": 35%

For further details please call the Marital Affair press office team

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Ends

MaritalAffair.co.uk, where the grass is always greener, is the UK's leading extra marital affair online dating site, with hundreds of thousands of members in the UK. Members get advanced functionality including a comprehensive display panel, recommended members, new members, diary entries and photos.

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