**Under embargo until Wednesday 26th June 2019**

**SAY YOU LOVE ME: ONE IN 10 BRITS DROPS “THE L BOMB” WITHIN A WEEK**

* A tenth of Brits tell their partner they love them within a week of meeting
* On average as a nation, we declare our love after 108 days (just under four months) and say it 10 times a week
* The Scots are fastest to reveal their true feelings, 24 days quicker than the average, while the Welsh are less forthcoming, taking 144 days

Despite the stereotypes about the British being reserved, one in 10 (9%) revealed their love for their partner within seven days.

This is according to new research from eharmony, which found that men under 35 are the most likely to come out with the phrase quickly, with one in five (22%) doing so in a week or less. Overall, the average person takes 108 days to tell their partner they love them.

Those in Scotland are the fastest to fall, waiting just 84 days from meeting their partner to profess their love. Meanwhile, at the other end of the scale are those in Wales, who taking a third longer than the UK average (144 v 108 days). This is in part due to people in the area thinking that telling their partner that they love them is less important for a healthy relationship1.

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| **Table 1: How long it takes people to say, ‘I love you’, split by region**  |
| 1 | Scotland (84 days) |
| 2 | East Midlands (90 days) |
| 3 | East of England (90 days) |
| 4 | Yorkshire and Humberside (102 days) |
| 5 | West Midlands (102 days)  |
| 6 | South East (105 days) |
| 7 | North East (108 days) |
| 8 | South West (114 days) |
| 9 | North West (123 days) |
| 10 | London (132 days) |
| 11 | Wales (144 days) |
| **UK average: 108 days** |

Rachael Lloyd, relationship expert at eharmony comments: “*It’s staggering to learn that a tenth of Brits say ‘I love you’ to a partner within a week of meeting them. To say it so quickly is enthusiastic to say the least. And while it’s very romantic, it could leave you vulnerable because at this stage you’re still just getting to know each other.*

*“It’s equally interesting to note that Scots lead the way on dropping the L Bomb in the UK at 84 days, whilst the Welsh, who are typically considered a romantic culture, come last at 144 days. What isn’t surprising is that Londoners wait a relatively long time (132 days) before declaring love, as they are likely to be more tough-skinned metropolitan types.”*

Despite many Brits not waiting around long before dropping ‘the L Bomb’, other relationship milestones still often come first. Two in five Brits (39%) have sex for the first time before saying ‘I love you’, while a fifth (19%) prioritise meeting the parents before dropping the L Bomb, and 13 per cent take a holiday first – rising to more than a quarter (27%) among jet-set Londoners.

Once in love, those in the North West are most forthcoming, telling a partner they love them a whopping 12 times a week, while those in Wales (8) and London (8) are least keen.

Compared with five years ago, we say ‘I love you’ 50% less often (15 v 10 times per week)2. The greater level of restraint seen this year could actually be down to relationship security, as more than half of Brits (55%) believe they don’t need to talk about their love for their partner because their feelings are clear.

In terms of location, the majority of Brits chose to keep the moment private and share their feelings with their partner at home (19%) or whilst cuddled up in bed (14%). Of those that did say, ‘I love you’ in public, the pub (7%) was identified as the top spot, followed by a romantic meal at a restaurant (6%). Meanwhile, 30% don’t remember at all.

Lloyd adds*: “Our data suggests that couples who match on traits such as romanticism and sexual passion tend to have very happy relationships. But expressing love can come in different forms. For some couples it’s about thoughtful gestures rather than words, such as helping with household chores, buying thoughtful gifts, or never forgetting an anniversary or key moment together. Sometimes, less is more.”*

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**ENDS**

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**About the research**

Unless otherwise stated, research was conducted by Opinium on behalf of Third City in May 2019, among a nationally representative sample of 2,000 UK adults.

1 23% of those in Wales agree with the statement “I don’t think it’s that important to tell your partner that you love them.” This is second only to those in London (25%), who also take significantly longer than the UK average to tell a partner they love them

2 A sample of 2,000 UK adults were asked the same question, “How many times do you tell your partner you love them in an average week?”, in May 2019, and in May 2014. The mean average number of times in 2014 was 15, compared with 10 times in 2019.

About [eharmony.co.uk](http://eharmony.co.uk/)

eharmony launched in the UK in 2008 with a clear vision: to create more lasting love in the world. The experts at eharmony use an intelligent compatibility matching system (CMS) to match singles, according to 18 dimensions of compatibility. These are powerful indicators of relationship satisfaction. Today eharmony proudly serves a like-minded community of 60 million members globally. On average, someone finds love on eharmony every 14 minutes. Find out more: [www.eharmony.co.uk](http://www.eharmony.co.uk/)