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FOR IMMEDIATE RELEASE

Lancashire : Home to the UK's Happiest Spouses!

A UK-based married dating site has found Lancashire spouses to be the happiest in the country.

IllicitEncounters.com, which provides a platform for married people to find lovers, surveyed over 4,000 married people across Britain about their relationships. The survey, conducted by OnePoll, found that Lancashire spouses are more passionately in love, better communicators, and more faithful than the majority of Britons.

55% of spouses from the area say they are quick to discuss and deal with problems, compared with 34% of spouses nationally. 34% describe themselves as "passionately in love" (nationally this figure is just 27%), and less than 1% admit to cheating right now, compared with 3% of the UK.

The table below highlights the key results from the Lancashire survey :

Statement	% of respondents who agree in Lancashire	% of respondents who agree overall
"I am very attracted to my partner"	55%	52%
"My spouse and I are passionately in love"	34%	27%
"We always talk things through as soon as there's any tension"	55%	34%
"I am currently cheating on my partner"	0.5%	3%

"In our experience, good communication is the thing that is absent from most unhappy marriages", says Sara Hartley, representative from IllicitEncounters.com. "Lancashire spouses really do seem to be good at talking things out, and that counts for a lot."

"Strangely, the study showed that, overall, rural areas like Devon and Avon are more adulterous than cities, so the fact that less than 1% of Lancashire are currently cheating is surprising - perhaps they are just a little less honest about it!"

IllicitEncounters.com currently has 10,000 members from Lancashire, and over 450,000 across the UK. The site has been running since 2003. For more statistics relating to sex and marriage in Lancashire, please contact Rosie Freeman-Jones on presspr@illicitencounters.co.uk.