



London, Monday 22nd March

FOR IMMEDIATE RELEASE

Not So Conservative After All : Adulterous Spouses Favour Tories

A UK married dating site has released figures that show most adulterers vote Conservative, and favour Labour considerably less than the rest of the UK.

IllicitEncounters.com, which provides a platform for married people to conduct affairs, quizzed 1700 of its members on which political party they were planning to vote for this year. 42% of respondents said they favour the Conservative party, in contrast to the most recent overall national support figure, which is 6% lower at 36% (Source : YouGov 18/03/10).

Strong backing for smaller parties, such as the UKIP and the Green Party, meant that both Labour and Lib Dem lost out on adulterous votes, securing only 17 and 10 percent of the site's support respectively.

CEO of IllicitEncounters.com Adam Scott comments, "The sway came as a surprise to us. We like to think that IE represents a fair cross-section of society, so expected the poll to mirror the attitudes of the general public. However the Tories have traditionally been favoured by Middle England, and in our experience, that is where a majority of our members lie."

"These men and women have enough expendable income to be able to maintain an affair; to afford hotels, a separate SIM card for secret communication, and extra days and nights out with their lover. We have also seen that successful, ambitious people tend to pursue affairs more readily, perhaps because they're less happy than most to accept the deficiencies in their relationships."

The poll found that 5% of respondents favour the UK Independence Party, and 3% plan to vote Green.

IllicitEncounters.com has been running since 2003, and now has in excess of 430,000 members.