

## Where in England couples are most inclined to split up

- People in Wiltshire and on the Isle of Wight are most inclined to end their relationship
- Hertfordshire is all about saving relationships
- In Greater London 52% of the searches analysed focus on saving relationships

On the Isle of Wight and in Wiltshire nearly two thirds of the relationship-focused online searches analysed are about couples ending their relationship, well above the 50% national average. Dating app Jaumo ([jaumo.com](https://jaumo.com)) has done an analysis to establish in which of the 48 counties across England people mostly want give up on their relationship or want to save it.

Berlin and London, 20 November 2017 - Jaumo's analysis found that overall, partnerships in crisis seem to be heading for separation or divorce. In nearly 80% of all English counties people are more inclined to end rather than save their relationship. Only in seven counties (Berkshire, Cheshire, East Sussex, Essex, Greater London, Hertfordshire and Tyne and Wear) most searches are about rescuing relationships. In four counties the percentages are equal: Dorset, Greater Manchester, Merseyside and Rutland. Jaumo analysed 46,400 Google searches over the past 12 months.

### Wiltshire and the Isle of Wight favour separation and divorce

A total of 62% of the searches in Wiltshire and on the Isle of Wight are about splitting up. Nowhere else in England is the percentage that high. The counties following Wiltshire and the Isle of Wight are East Yorkshire and Herefordshire (both 58%).

People in Wiltshire also seem to be the ones that want their divorce just over and done with in an easy way because the term 'divorce online' accounts for a higher percentage of searches in Wiltshire (37%) than in any other English county.

### Hertfordshire couples most committed to saving their relationships

Hertfordshire is the county with the highest share of searches to save relationships: 54% type in terms that indicate that couples are keen to save their relationship. Popular searches are 'marriage counseling' and 'relationship counselling'. In Greater London, Berkshire and East Sussex the figure stands at 52%, and in Cheshire, Essex and Tyne and Wear at 51% - everywhere else it is 50% or lower.

### Capital falls in line with national average

Choice and temptation in London do not make Londoners more likely to just give up on a relationship and move on. In Greater London, 52% of the searches Jaumo has analysed are for help with relationship matters, and in the City of London the figure is still 47%. In both Greater London and the City one in five searches is to seek information on 'separation'.

### Counties see huge variations in search activity

How often each term is searched on Google varies significantly. On the Isle of Wight and in Herefordshire few people seem to want to resolve their issues with their partner through 'marriage counseling', which accounts for just 8% of searches. The same term accounts for a fifth or more of the searches in Berkshire, Buckinghamshire, Dorset, Gloucestershire,

Hampshire, Suffolk and Surrey. For 'separation' the differences are even more significant, ranging from a tenth of searches in Rutland to a quarter in Bristol, Cambridgeshire and Oxfordshire.

*"It is not just when looking for a new relationship or a flirt that people turn to their mobile devices nowadays. They also go online for advice and help with relationship issues, which allows us to see and analyse regional differences. Interestingly, some terms are searched twice as often or more in one county than another. What the figures also show is how much time and effort people spend on relationship matters. Clearly, people in troubled relationships are quite concerned and have many questions,"* says Jaumo co-founder Jens Kammerer.

Methodology: Jaumo's research focused on search behaviours over the past 12 months across England. They looked at five common search terms under the 'saving relationship' umbrella and five under the 'splitting up' umbrella. Groups were chosen so that they have similar search volumes England-wide. That was done so that Jaumo could then look into differences county by county. Research completion date: 17 January 2018.

To see the full analysis visit:

[http://bit.ly/county\\_keyword\\_research](http://bit.ly/county_keyword_research)

High-resolution images are available for this article: [bit.ly/JaumoMediaKit](http://bit.ly/JaumoMediaKit)

Please reference Jaumo 2018.

Google Play Store: <https://play.google.com/store/apps/details?id=com.jaumo&hl=gb>

Apple Store: <https://itunes.apple.com/gb/app/jaumo-flirt-chat/id522681493?mt=8>

## **About Jaumo**

Dating app Jaumo was founded by Jens Kammerer and Benjamin Roth in 2011. Jaumo now has 30 millionen users in 180 countries, with half a million users in the UK. Jaumo can be downloaded free of charge as an iOS and Android app. The founders' mission is to provide singles with a straightforward app that they have every confidence in.

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