# Survey reveals quirky reasons behind relationship breakups



A recent survey has unveiled an intriguing trend among British adults regarding the quirky reasons for relationship breakups. Conducted by the company Freely, the research involved over 2,000 participants and highlighted a range of unconventional factors leading to the dissolution of partnerships. Among the more unusual reasons cited were disagreements over television preferences, fashion choices, and even the excessive use of emojis in digital communications.

The survey revealed that the classic line “it’s not you, it’s me” remains a popular choice during breakups. Additionally, respondents mentioned issues such as differing loyalties to sports teams, culinary tastes, and even astrological compatibility as contributing factors to relationship strain. The findings suggest a shift towards prioritising personal preferences and individual compatibility over traditional notions of commitment.

Freely's spokesperson commented on the complexities of breakups, stating, "Breaking up is never easy – whether it's with a partner, a job or even a subscription. Many of us stick with things longer than we should, whether out of habit or fear of change." The spokesperson continued to underscore the importance of honesty in recognising when relationships are no longer fulfilling.

The survey further indicated that an overwhelming 70% of participants considered breaking up to be one of the most stressful experiences in life. More than half of those surveyed admitted to remaining in a relationship longer than suitable with the hope that the situation might improve, while many chose to stay with partners they no longer felt positively towards in order to avoid causing emotional distress.

Despite a strong consensus on the value of face-to-face communication, where 81% of adults favoured this approach for breakups, an unsettling one in ten admitted to having ghosted their partners. This trend reflects a growing discomfort with direct confrontation in personal relationships.

Interestingly, the study of relationship dynamics extended beyond romantic entanglements, revealing that around a fifth of adults grappled with the difficult task of cancelling subscriptions to services they no longer utilised. Consumers reportedly faced significant hurdles, such as extensive questioning from providers about their departure and cumbersome cancellation processes. As a result, many individuals opted to continue paying for streaming or television services they did not use, leading to an average annual waste of approximately £480.

The spokesperson from Freely quipped: "It's funny how breaking up with a subscription can feel just as dramatic as ending a relationship – complete with guilt trips, clingy prompts, and the odd emotional farewell." They noted that individuals often seek alternatives when existing commitments no longer fit their lifestyles or meet their needs, suggesting a consumer mentality that mirrors personal relationships.

The data points to a broader trend in which individuals are increasingly open to reassessing both personal and consumer relationships, favouring simplicity, flexibility, and value in their choices. As the landscape evolves, the motivations behind breakups are reflecting a changing attitude towards compatibility and satisfaction in both romantic and non-romantic engagements.

Source: [Noah Wire Services](https://www.noahwire.com)

## References

* <https://today.yougov.com/society/articles/45676-americans-ended-friendship-breakups-poll> - This URL supports the broader context of relationship breakups, highlighting how common they are and the different methods people use to end relationships, which parallels the themes of personal preferences and honesty discussed in the article.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC10395251/> - This study on romantic relationship dissolutions supports the notion that breakups can be traumatic and stressful, aligning with the survey's findings that consider breakups as highly stressful experiences.
* <https://data.stanford.edu/hcmst> - This study on how couples meet and stay together provides context about relationship dynamics and compatibility, which relates to the article's discussion on prioritizing personal preferences in relationships.
* <https://www.noahwire.com> - This is the source of the original article, providing background on the survey conducted by Freely, which explores unconventional reasons for breakups and attitudes towards ending relationships.
* <https://today.yougov.com/society/articles/45676-americans-ended-friendship-breakups-poll#2> - This portion of the article expands on the methods people prefer for ending relationships, such as being upfront versus slowly distancing themselves, which aligns with themes of communication in breakups.
* <https://pmc.ncbi.nlm.nih.gov/articles/PMC10311201/> - While not directly related to relationship dynamics, this study highlights the importance of evidence and data in understanding complex issues, similar to how surveys provide insights into relationship breakups.
* <https://www.walesonline.co.uk/news/uk-news/reasons-people-broken-up-tendendo-31351170> - Please view link - unable to able to access data