YouGov®

Valentine's Day
Fieldwork Dates: 24th - 27th January 2020

Conducted by YouGov
YouGov RealTime

BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email uspress@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1352 adults. Fieldwork was undertaken between 24th - 27th January 2020. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
		A	B	C	D	E	F	G	H	I	J	K	L	M	N

PEV_q1_1. Who, if anyone, do you plan to give a gift to on Valentine's Day? Please select all that apply.

	Total	Male	Female	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
My romantic partner	38%	41% B	35%	21% *	43% C.G	39% C.G	37%	26% *	- **	- **	39%	38%	36%	41%	39%
A friend	7%	7%	8%	9% G*	8% G	9% G	7%	1% *	- **	- **	9%	5%	6%	9% K	7%
Family member(s)	13%	10%	16% A	- *	10% C	14% C	17% C.D	18% C.D*	- **	- **	14%	11%	15%	13%	13%
My child	15%	11%	19% A	5% *	19% C.F.G	19% C.F.G	11%	7% *	- **	- **	14%	17%	14%	17%	15%
My parent	6%	7%	5%	12% F.G*	11% E.F.G	6% F	3%	1% *	- **	- **	4%	5%	8%	6%	5%
A coworker	2%	2%	3%	5% G*	5% E.F.G	2%	1%	- *	- **	- **	3%	3%	2%	3%	2%
A neighbor	2%	3%	2%	- *	3% F	3%	1%	1% *	- **	- **	2%	2%	2%	3%	2%
A pet	5%	5%	5%	5% *	7%	4%	4%	2% *	- **	- **	4%	5%	5%	5%	5%
Other: See Q1_OE1	3%	2%	4%	- *	0%	2% D	4% D	13% C.D.E.F*	- **	- **	3%	2%	3%	3%	4%
Not applicable - I don't plan to give any gifts on Valentine's Day	34%	36%	33%	47% D*	30%	34%	36%	38% *	- **	- **	33%	34%	36%	32%	37% P
Don't know	6%	5%	6%	9% *	7% F	6%	4%	5% *	- **	- **	4%	6%	6%	6%	4%

PEV_q2. Which, if any, of the following do you plan to give as gifts this Valentine's Day? Please select all that apply.

	Total	Male	Female	C	D	E	F	G	H	I	J	K	L	M	N
Unweighted base	894	402	492	20	308	212	294	60	-	-	157	187	329	221	583
Base: All US adults planning to give gifts on Valentine's Day	891	423	468	22	307	207	293	62	-	-	161	187	327	215	569
A card	37%	33%	40% A	9% **	29%	37%	42% D	60% D.E.F*	- **	- **	42%	35%	37%	34%	41% P.Q
Chocolates/candy	38%	33%	43% A	32% **	41%	42%	36%	28% *	- **	- **	32%	39%	39%	41%	39%
Flowers	23%	36% B	11%	39% **	24%	19%	25%	19% *	- **	- **	19%	22%	24%	26%	21%
Balloons	5%	5%	4%	10% **	6%	6%	3%	- *	- **	- **	5%	4%	7%	3%	3%
Jewelry	10%	15% B	6%	24% **	11%	8%	9%	7% *	- **	- **	10%	14% M	10%	7%	8%
Wine/liquor	10%	10%	9%	10% **	15% E.F.G	7%	7%	5% *	- **	- **	7%	11%	13% M	6%	8%
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	4%	4%	9% **	7% F.G	4%	1%	- *	- **	- **	5%	4%	3%	4%	3%
Keepsake gift (engraved photo frame, personalized item, etc.)	7%	7%	7%	26% **	10% F.G	6%	5%	2% *	- **	- **	5%	10%	6%	7%	5%
Electronics	4%	4%	3%	14% **	6% F	4%	1%	- *	- **	- **	5%	3%	4%	3%	2%
Clothing/lingerie	6%	8% B	5%	18% **	9% F	6%	3%	4% *	- **	- **	5%	5%	9%	5%	5%
Books	5%	4%	6%	4% **	9% E.F	4% F	1%	5% *	- **	- **	6%	6%	4%	5%	5%
Certificates/gift cards/coupons for massage/spa day	6%	8%	5%	9%	9%	6%	5%	3%	-	-	7%	5%	7%	7%	6%

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Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

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	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB

PEV_q1_1. Who, if anyone, do you plan to give a gift to on Valentine's Day? Please select all that apply.

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
My romantic partner	38%	33%	39%	37% *	34%	39%	40%	47% R	53% AA.AB.AC	55% **	59% AA.AB.AC*	60% AA.AB.AC*	54% AA.AB.AC	15%	18% AC
A friend	7%	4%	10% O	8% *	7%	8%	7%	7%	5%	12% **	7% *	8% *	6%	10% V.Z	9%
Family member(s)	13%	15%	14%	11% *	14%	12%	12%	17%	16% X.AA	19% **	5% *	8% *	15% X.AA	10%	16% X
My child	15%	16%	16%	15% *	13%	17%	15%	17%	20% AA	16% **	21% AA*	11% *	19% AA	7%	16% AA
My parent	6%	11% N	9% N	8% *	8%	5%	5%	9%	5%	18% **	6% *	2% *	6%	9% V.Z	4%
A coworker	2%	2%	3%	5% *	2%	3%	2%	4%	2%	7% **	2% *	7% AB.AC*	2%	4%	1%
A neighbor	2%	2%	4%	5% *	3%	1%	2%	2%	3%	- **	1% *	3% *	3%	2%	2%
A pet	5%	3%	4%	5% *	5%	6%	4%	4%	4%	17% **	6% *	2% *	5%	6%	5%
Other: See Q1_OE1	3%	3%	1%	1% *	4%	2%	4%	2%	4% AA	6% **	1% *	- *	3% AA	1%	4% AA
Not applicable - I don't plan to give any gifts on Valentine's Day	34%	33%	26%	32% *	36%	32%	37% U	27%	25%	12% **	22% *	26% *	24%	50% V.X.Y.Z	43% V.X.Y.Z
Don't know	6%	9% N	8%	6% *	7% U	5%	4%	2%	3%	- **	5% *	5% *	4%	9% V.Z.AB	2%

PEV_q2. Which, if any, of the following do you plan to give as gifts this Valentine's Day? Please select all that apply.

	Total	O	P	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
Unweighted base	894	104	146	61	329	299	158	108	463	22	82	35	602	167	64
Base: All US adults planning to give gifts on Valentine's Day	891	103	158	61	353	285	150	103	459	22	84	35	600	167	62
A card	37%	31% *	28%	26% *	37%	32%	38%	44% S	44% AA	16% **	39% AA*	28% *	41% AA	21%	41% AA*
Chocolates/candy	38%	42% *	35%	35% *	37%	39%	38%	40%	39%	31% **	39% *	49% *	39%	39%	39% *
Flowers	23%	25% *	27%	29% *	23%	20%	29% S	25%	27% AA.AB.AC	23% **	32% AA.AB.AC*	21% *	27% AA.AB.AC	18%	14% *
Balloons	5%	15% N.P*	5%	8% N*	5%	5%	3%	5%	5%	4% **	8% *	7% *	6%	3%	4% *
Jewelry	10%	18% N*	9%	17% N*	12% S	7%	10%	10%	8%	27% **	14% *	6% *	9%	11%	10% *
Wine/liquor	10%	11% *	11%	16% N*	7%	9%	14% R	13%	9%	13% **	15% AB.AC*	13% AC*	11%	11%	3% *
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	3% *	8% N	3% *	3%	3%	5%	7%	3%	9% **	5% *	- *	3%	7% V.Z.AB	- *
Keepsake gift (engraved photo frame, personalized item, etc.)	7%	14% N*	8%	11% N*	8%	7%	6%	4%	6%	5% **	12% *	13% AB*	7%	8%	3% *
Electronics	4%	5% *	3%	14% N.P*	3%	3%	4%	4%	3%	5% **	2% *	13% V.X.Z.AB.AC*	3%	6%	1% *
Clothing/lingerie	6%	12% N*	8%	10% *	7%	5%	9%	7%	6%	22% **	6% *	15% V.AB*	7%	8%	3% *
Books	5%	4% *	5%	6% *	4%	6%	4%	8%	5%	8% **	9% AB*	7% AB*	5%	7% AB	- *
Certificates/gift cards/coupons for massage/spa day	6%	3%	7%	12%	6%	4%	10%	10%	7%	-	4%	5%	6%	10%	3%

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	Total	Widowed	Separated	Other	Prefer not to say	Parent or guardian of any children					Income				Urban
						Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	
		AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP

PEV_q1_1. Who, if anyone, do you plan to give a gift to on Valentine's Day? Please select all that apply.

	Total	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
My romantic partner	38%	7% *	37% **	16% **	12% **	50% AH.AI.AJ.AK	39% AJ	44% AH.AJ	31%	30% *	31%	43% AL.AO	50% AL.AO	27%	33%
A friend	7%	3% *	16% **	- **	12% **	9% AH	5%	7%	7%	18% AH.AI.AJ*	9%	6%	7%	6%	10% AQ.AR
Family member(s)	13%	14% *	10% **	23% **	18% **	16% AJ	17% AJ	16% AJ	10%	9% *	12%	12%	17% AL.AM	15%	12%
My child	15%	11% *	15% **	- **	10% **	41% AH.AI.AJ.AK	16% AJ	26% AH.AJ	3%	13% AJ*	16%	15%	17%	10%	12%
My parent	6%	6% *	6% **	- **	7% **	10% AH.AI	3%	6% AH	7% AH	5% *	7%	7%	5%	5%	8%
A coworker	2%	- *	- **	- **	5% **	3% AH	1%	2%	3% AH	6% AH*	2%	2%	4%	2%	4%
A neighbor	2%	- *	5% **	- **	5% **	4%	2%	2%	2%	3% *	1%	3% AL	3% AL	1%	4% AQ.AR
A pet	5%	1% *	11% **	- **	13% **	7% AH	4%	5%	4%	6% *	6%	6%	3%	3%	4%
Other: See Q1_OE1	3%	7% X.AA*	- **	16% **	- **	1%	5% AG	3% AG	3%	- *	3%	3%	2%	4%	2%
Not applicable - I don't plan to give any gifts on Valentine's Day	34%	54% V.X.Y.Z*	34% **	41% **	25% **	19%	34% AG.AI	28% AG	42% AG.AH.AI.AK	18% *	38% AN	33%	28%	36%	39% AQ
Don't know	6%	6% *	4% **	21% **	45% **	4%	4%	4%	7% AG.AH.AI	23% AG.AH.AI.AJ*	6%	4%	3%	12% AL.AM.AN	6%

PEV_q2. Which, if any, of the following do you plan to give as gifts this Valentine's Day? Please select all that apply.

	Total	AC	AD	AE	AF	AG	AH	AI	AJ	AK	AL	AM	AN	AO	AP
Unweighted base	894	32	13	3	13	248	300	517	349	28	303	252	219	120	264
Base: All US adults planning to give gifts on Valentine's Day	891	33	13	3	13	247	297	516	347	28	310	253	213	115	253
A card	37%	36% *	27% **	26% **	7% **	36%	42%	39%	34%	14% **	32%	40%	41% AL	32%	31%
Chocolates/candy	38%	45% *	21% **	26% **	9% **	50% AH.AI.AJ	35%	41%	36%	20% **	41%	38%	35%	38%	41%
Flowers	23%	6% *	8% **	- **	22% **	25%	22%	24%	21%	29% **	21%	24%	27%	21%	24%
Balloons	5%	- *	5% **	- **	7% **	9% AH.AJ	3%	6% AH	3%	7% **	7% AO	4%	4%	2%	8% AQ
Jewelry	10%	3% *	28% **	- **	15% **	11%	9%	10%	10%	7% **	13% AM	5%	12% AM	9%	13% AR
Wine/liquor	10%	- *	10% **	- **	7% **	12%	7%	9%	10%	10% **	9%	9%	13%	7%	14% AQ
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	3% *	10% **	39% **	7% **	5% AH	1%	3% AH	4% AH	7% **	3%	2%	7% AM	3%	6%
Keepsake gift (engraved photo frame, personalized item, etc.)	7%	7% *	10% **	- **	7% **	7%	4%	6%	9% AH	7% **	8%	7%	6%	6%	9%
Electronics	4%	- *	- **	- **	14% **	5% AH	1%	3% AH	5% AH	- **	6%	3%	2%	2%	4%
Clothing/lingerie	6%	3% *	- **	- **	- **	8% AH	3%	5%	8% AH	10% **	7%	7%	7%	5%	9%
Books	5%	4% *	- **	- **	- **	6%	3%	5%	5%	9% **	5%	4%	7%	5%	6%
Certificates/gift cards/coupons for massage/spa day	6%	-	10%	26%	-	8%	4%	6%	7%	3%	4%	7%	10%	6%	5%

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	Total	Type of Area Lived in		
		Suburban/Town	Rural	Other
		AQ	AR	AS

PEV_q1_1. Who, if anyone, do you plan to give a gift to on Valentine's Day? Please select all that apply.

	Total	AQ	AR	AS
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
My romantic partner	38%	40% AP	40%	100% **
A friend	7%	6%	6%	- **
Family member(s)	13%	15%	12%	45% **
My child	15%	16%	18% AP	22% **
My parent	6%	6%	4%	22% **
A coworker	2%	2%	3%	- **
A neighbor	2%	2%	1%	- **
A pet	5%	5%	6%	- **
Other: **See Q1_OE1**	3%	3%	4%	- **
Not applicable - I don't plan to give any gifts on Valentine's Day	34%	31%	34%	- **
Don't know	6%	5%	6%	- **

PEV_q2. Which, if any, of the following do you plan to give as gifts this Valentine's Day? Please select all that apply.

	Total	AQ	AR	AS
Unweighted base	894	445	181	4
Base: All US adults planning to give gifts on Valentine's Day	891	460	174	4
A card	37%	38%	41% AP	58% **
Chocolates/candy	38%	37%	38%	65% **
Flowers	23%	24%	20%	22% **
Balloons	5%	3%	5%	20% **
Jewelry	10%	10%	5%	- **
Wine/liquor	10%	8%	8%	22% **
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	3%	2%	- **
Keepsake gift (engraved photo frame, personalized item, etc.)	7%	6%	6%	- **
Electronics	4%	3%	4%	- **
Clothing/lingerie	6%	5%	6%	- **
Books	5%	5%	4%	22% **
Certificates/gift cards/coupons for massage/spa day	6%	8%	5%	-

YouGov RealTime
Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
		B		**				*	**	**					
Certificates/gift cards/coupons for other experience	10%	11%	10%	13% **	9%	11%	11%	10% *	- **	- **	9%	13%	9%	11%	9%
Something homemade	10%	7%	13% A	17% **	18% E.F.G	6%	8%	2% *	- **	- **	6%	11%	13% J	10%	10%
Doing something for our household that my partner/family member generally manages (i.e. chores, yard work, childcare, etc.)	6%	6%	7%	- **	11% F	6%	3%	3% *	- **	- **	5%	7%	7%	5%	6%
Sexual favors/acts	12%	14%	11%	30% **	17% F.G	13% G	8% G	- *	- **	- **	10%	12%	13%	14%	11%
Other See Q2_OE2	7%	7%	8%	4% **	5%	6%	11% D	10% *	- **	- **	7%	10%	8%	4%	9% P
Don't know	15%	14%	17%	20% **	16%	18%	13%	10% *	- **	- **	18%	16%	16%	12%	14%

PEV_q3. Which, if any, of the following would you like to receive as a gift this Valentine's Day? Please select up to five options.

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
A card	22%	16%	27% A	11% *	22%	20%	22%	30% C*	- **	- **	20%	25%	21%	21%	24% P.Q
Chocolates/candy	23%	15%	30% A	16% *	27% F	23%	19%	25% *	- **	- **	19%	26%	24%	21%	24%
Flowers	17%	5%	27% A	11% *	20% F.G	18%	14%	10% *	- **	- **	16%	18%	15%	18%	17%
Balloons	4%	2%	5% A	9% F.G*	6% F.G	3%	2%	- *	- **	- **	4%	1%	4% K	5% K	2%
Jewelry	12%	6%	17% A	11% *	15% F.G	13% G	9%	3% *	- **	- **	9%	11%	13%	12%	11%
Wine/liquor	11%	11%	12%	11% *	16% E.F.G	10%	9%	6% *	- **	- **	10%	11%	13%	11%	11%
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	4%	4%	7% *	7% F.G	5% F	2%	1% *	- **	- **	4%	6%	4%	3%	4%
Keepsake gift (engraved photo frame, personalized item, etc.)	8%	6%	10% A	14% F.G*	11% F.G	9% G	5%	2% *	- **	- **	5%	10% J	7%	10%	8%
Electronics	8%	9%	7%	14% F.G*	12% F.G	8%	4%	4% *	- **	- **	6%	9%	8%	8%	7%
Clothing/lingerie	7%	4%	10% A	17% E.F.G*	10% F.G	7%	4%	3% *	- **	- **	5%	6%	9% J	6%	6%
Books	9%	8%	11% A	11% *	13% E.F	8%	7%	7% *	- **	- **	11%	12%	8%	8%	10%
Certificate for massage/spa day	11%	7%	15% A	7% *	14% G	11% G	10%	4% *	- **	- **	10%	14%	11%	10%	13% P
Certificate for other experience	8%	7%	10%	4% *	12% F.G	8%	5%	5% *	- **	- **	6%	6%	8%	11%	9%
Something homemade	10%	8%	12% A	9% *	13% F.G	10%	8%	4% *	- **	- **	7%	15% J.L	8%	12% J	12% O
If my partner/family did something for the household that I generally manage (i.e. chores, yard work, childcare etc.)	8%	5%	12% A	15% F*	13% E.F	7%	5%	7% *	- **	- **	6%	10%	7%	10%	9%
Sexual favors/acts	15%	20% B	10%	21% G*	19% F.G	17% F.G	12% G	3% *	- **	- **	14%	18%	15%	13%	14%
Other See Q3_OE3	4%	3%	5% A	2% *	2%	4%	6% D	6% *	- **	- **	4%	6%	3%	4%	5%

YouGov RealTime
Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
		*		O*			S	S		**	*	*			*
Certificates/gift cards/coupons for other experience	10%	19% N.Q*	11%	7% *	11%	9%	9%	13%	11%	-	12% *	7% *	10%	10%	13% *
Something homemade	10%	7% *	13%	15% *	8%	15% R.T	5%	12%	10%	8% **	13% *	14% *	11%	11%	14% *
Doing something for our household that my partner/family member generally manages (i.e. chores, yard work, childcare, etc.)	6%	4% *	6%	10% *	4%	5%	9% R	13% R.S	8%	4% **	8% *	-	7%	4%	3% *
Sexual favors/acts	12%	16% *	16%	12% *	10%	16% R	12%	11%	11% AC	19% **	20% V.AC*	28% V.Z.AA.AB.AC*	14% AC	12% AC	10% *
Other See Q2_OE2	7%	6% *	3%	3% *	5%	9%	8%	13% R	8%	5% **	8% *	9% *	8%	7%	13% *
Don't know	15%	23% *	15%	15% *	18% U	15% U	16% U	6%	11%	27% **	11% *	12% *	11%	24% V.X.Z	15%

PEV_q3. Which, if any, of the following would you like to receive as a gift this Valentine's Day? Please select up to five options.

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
A card	22%	26% P.Q	13%	14% *	21%	22%	22%	24%	23% AA	20% **	31% AA*	30% AA*	24% AA	17%	25% AA
Chocolates/candy	23%	25%	21%	17% *	22%	23%	22%	26%	22%	17% **	29% *	24% *	23%	23%	22%
Flowers	17%	14%	21%	13% *	16%	17%	17%	19%	18%	16% **	19% *	18% *	18%	14%	14%
Balloons	4%	7% N	7% N	7% N*	5%	4%	2%	4%	4%	8% **	6% AC*	4% *	4%	5%	2%
Jewelry	12%	14%	15%	7% *	11%	12%	10%	15%	10%	24% **	16% *	18% *	12%	12%	8%
Wine/liquor	11%	13%	11%	12% *	9%	15% R	12%	11%	11%	17% **	14% *	8% *	12%	13%	12%
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	3%	7%	2% *	3%	5%	6% R	5%	4%	10% **	5% *	8% *	5%	4%	2%
Keepsake gift (engraved photo frame, personalized item, etc.)	8%	11%	8%	7% *	7%	12% R.U	7%	3%	6%	17% **	16% V.Z.AB*	14% V*	8% V	10% V	6%
Electronics	8%	10%	7%	12% *	6%	9%	10%	7%	6%	13% **	18% V.Z.AA.AB.AC*	13% AB*	8% V.AB	9% AB	2%
Clothing/lingerie	7%	11% N	10%	9% *	8%	8%	6%	6%	6%	24% **	14% V.Z.AA.AB.AC*	17% V.Z.AA.AB.AC*	8% V.AC	7%	5%
Books	9%	7%	8%	11% *	7%	9%	12% R	12%	9%	9% **	10% *	12% *	10%	9%	8%
Certificate for massage/spa day	11%	8%	7%	8% *	7%	12% R	17% R	17% R	11%	4% **	19% V.AA.AC*	14% *	12%	9%	12%
Certificate for other experience	8%	5%	7%	6% *	4%	9% R	12% R	13% R	9%	6% **	12% *	6% *	9%	7%	8%
Something homemade	10%	6%	8%	5% *	8%	12%	11%	13%	10%	17% **	12% *	10% *	10%	10%	8%
If my partner/family did something for the household that I generally manage (i.e. chores, yard work, childcare etc.)	8%	5%	7%	14% O*	6%	8%	11% R	11%	10%	8% **	7% *	4% *	9%	7%	9%
Sexual favors/acts	15%	20%	16%	13% *	13%	18%	16%	11%	13% AC	4% **	29% V.Z.AA.AB.AC*	24% V.AC*	15% AC	18% V.AC	11% AC
Other See Q3_OE3	4%	4%	2%	3% *	4%	5% T	2%	7% T	5%	- **	4%	2% *	5%	3%	3%

	Total	Widowed	Separated	Other	Prefer not to say	Parent or guardian of any children					Income				Urban
						Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	
		*	**	**	**	AH			AH	**			AL		
Certificates/gift cards/coupons for other experience	10%	7%	8%	-	8%	10%	12%	11%	9%	6%	9%	10%	12%	11%	12%
		*	**	**	**					**					
Something homemade	10%	6%	8%	-	7%	13%	7%	9%	12%	16%	12%	10%	8%	11%	8%
		*	**	**	**	AH.AI			AH	**					
Doing something for our household that my partner/family member generally manages (i.e. chores, yard work, childcare, etc.)	6%	4%	10%	-	-	10%	4%	7%	5%	6%	7%	8%	6%	-	7%
		*	**	**	**	AH.AI.AJ		AH		**	AO	AO	AO		
Sexual favors/acts	12%	-	8%	26%	-	15%	8%	11%	14%	18%	11%	16%	12%	9%	12%
		*	**	**	**	AH			AH	**					
Other **See Q2_OE2**	7%	2%	7%	-	-	5%	11%	8%	8%	-	5%	8%	10%	7%	2%
		*	**	**	**		AG			**			AL		
Don't know	15%	20%	23%	35%	63%	12%	13%	12%	18%	32%	17%	11%	12%	27%	17%
		*	**	**	**				AG.AI	**				AL.AM.AN	

PEV_q3. Which, if any, of the following would you like to receive as a gift this Valentine's Day? Please select up to five options.

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
A card	22%	22%	10%	16%	-	26%	23%	24%	19%	14%	24%	19%	24%	19%	20%
		*	**	**	**	AJ		AJ		*					
Chocolates/candy	23%	24%	31%	16%	17%	28%	22%	24%	21%	18%	27%	20%	21%	21%	26%
		*	**	**	**	AJ				*	AM				
Flowers	17%	16%	18%	16%	7%	24%	15%	19%	13%	25%	18%	16%	15%	17%	15%
		*	**	**	**	AH.AI.AJ		AH.AJ		*					
Balloons	4%	-	4%	-	-	6%	2%	3%	4%	11%	5%	4%	3%	1%	5%
		*	**	**	**	AH.AI				AH.AI*	AO				
Jewelry	12%	8%	21%	16%	13%	16%	9%	12%	11%	14%	12%	11%	11%	12%	13%
		*	**	**	**	AH.AI.AJ				*					
Wine/liquor	11%	7%	-	38%	-	16%	9%	12%	11%	11%	11%	12%	13%	8%	14%
		*	**	**	**	AH.AI.AJ				*					AR
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	3%	13%	-	-	9%	1%	4%	4%	8%	4%	5%	3%	3%	7%
		*	**	**	**	AH.AI.AJ		AH	AH	AH*					AQ.AR
Keepsake gift (engraved photo frame, personalized item, etc.)	8%	7%	4%	19%	-	10%	6%	8%	9%	13%	12%	4%	7%	9%	8%
		*	**	**	**	AH				*	AM			AM	
Electronics	8%	4%	20%	22%	-	10%	5%	7%	8%	16%	9%	8%	7%	6%	8%
		*	**	**	**	AH.AI		AH	AH	AH.AI*					
Clothing/lingerie	7%	1%	4%	-	7%	12%	5%	8%	6%	8%	9%	4%	7%	8%	9%
		*	**	**	**	AH.AI.AJ		AH		*	AM				
Books	9%	9%	11%	-	-	12%	7%	9%	9%	21%	9%	10%	9%	10%	10%
		*	**	**	**	AH.AI				AH.AI.AJ*					
Certificate for massage/spa day	11%	6%	37%	16%	-	15%	8%	11%	12%	5%	11%	12%	12%	9%	11%
		*	**	**	**	AH.AI			AH	*					
Certificate for other experience	8%	3%	16%	16%	-	14%	6%	9%	7%	8%	7%	7%	13%	4%	9%
		*	**	**	**	AH.AI.AJ		AH		*			AL.AM.AO		
Something homemade	10%	10%	13%	45%	-	13%	9%	10%	10%	11%	10%	11%	9%	11%	11%
		*	**	**	**					*					
If my partner/family did something for the household that I generally manage (i.e. chores, yard work, childcare etc.)	8%	8%	10%	-	5%	15%	6%	10%	7%	8%	8%	10%	8%	7%	9%
		*	**	**	**	AH.AI.AJ		AH		*					
Sexual favors/acts	15%	1%	17%	22%	7%	16%	12%	14%	16%	20%	18%	13%	16%	8%	14%
		*	**	**	**					*	AO		AO		
Other **See Q3_OE3**	4%	5%	-	-	-	2%	6%	5%	4%	3%	4%	5%	4%	5%	2%
		*	**	**	**	AG				*					

YouGov

	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
				**
Certificates/gift cards/coupons for other experience	10%	9%	11%	-
				**
Something homemade	10%	11%	12%	22%
				**
Doing something for our household that my partner/family member generally manages (i.e. chores, yard work, childcare, etc.)	6%	6%	5%	22%
				**
Sexual favors/acts	12%	12%	13%	22%
				**
Other **See Q2_OE2**	7%	10%	8%	-
		AP	AP	**
Don't know	15%	15%	15%	-
				**

PEV_q3. Which, if any, of the following would you like to receive as a gift this Valentine's Day? Please select up to five options.

	Total	Suburban/ Town	Rural	Other
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
A card	22%	23%	23%	22%
				**
Chocolates/candy	23%	21%	21%	22%
				**
Flowers	17%	17%	17%	58%
				**
Balloons	4%	3%	3%	22%
				**
Jewelry	12%	11%	10%	-
				**
Wine/liquor	11%	11%	8%	22%
				**
Household/kitchen item (mug, wine glasses, cutting board, etc.)	4%	3%	2%	-
				**
Keepsake gift (engraved photo frame, personalized item, etc.)	8%	9%	8%	22%
				**
Electronics	8%	8%	7%	22%
				**
Clothing/lingerie	7%	7%	5%	-
				**
Books	9%	10%	7%	22%
				**
Certificate for massage/spa day	11%	12%	9%	-
				**
Certificate for other experience	8%	8%	7%	-
				**
Something homemade	10%	10%	10%	22%
				**
If my partner/family did something for the household that I generally manage (i.e. chores, yard work, childcare etc.)	8%	9%	5%	-
		AR		**
Sexual favors/acts	15%	15%	16%	22%
				**
Other **See Q3_OE3**	4%	5%	4%	23%
		AP		**

YouGov

	Total	Gender		Generation							Region				
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Not applicable - I wouldn't like to receive anything for Valentine's Day	24%	31% B	18%	34% D*	19%	20%	29% D.E	32% D.E*	- **	- **	25%	25%	24%	23%	26% P
Don't know	12%	14% B	10%	8% *	14% F	14% F	9%	11% *	- **	- **	15%	10%	12%	11%	10%

PEV_q4. About how much money, if any, do you plan to spend on your Valentine's Day celebration (including gifts, travel, meals, etc.)?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
$0	14%	14%	14%	13% *	9%	15% D	15% D	25% D.E.F*	- **	- **	11%	15%	15%	13%	16% P
$1 to $19.99	16%	11%	20% A	20% *	16%	15%	14%	19% *	- **	- **	14%	18%	16%	14%	18%
$20 to $39.99	14%	12%	17% A	13% *	16%	12%	16%	11% *	- **	- **	16%	17% L	11%	16%	15%
$40 to $59.99	9%	9%	9%	2% *	6%	11% D	11% D	7% *	- **	- **	8%	10%	7%	12% L	8%
$60 to $79.99	5%	7% B	3%	3% *	5%	3%	5%	10% E*	- **	- **	6%	4%	5%	4%	5%
$80 to $99.99	5%	6%	4%	2% *	5%	4%	6%	3% *	- **	- **	6%	6%	5%	4%	5%
$100 to $119.99	5%	7% B	3%	3% *	5%	6% G	5%	1% *	- **	- **	4%	2%	6% K	5%	4%
$120 to $139.99	2%	1%	2%	- *	3% F	2%	1%	- *	- **	- **	2%	1%	2%	2%	2%
$140 to $159.99	1%	2%	1%	2% *	2%	1%	1%	- *	- **	- **	-	2% J	1%	2% J	1%
$160 or more	3%	4%	2%	- *	3%	4%	3%	1% *	- **	- **	3%	4%	2%	3%	2%
I don't plan to celebrate Valentine's Day	18%	20%	17%	29% E.G*	21%	16%	17%	14% *	- **	- **	19%	15%	19%	18%	17%
Don't know	9%	8%	9%	13% *	11% F	9%	6%	9% *	- **	- **	10%	7%	10%	8%	8%

PEV_q5. How likely or unlikely are you to go on a date on Valentine's Day this year (February 14th, 2020)?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
Very likely	12%	13%	10%	2% *	15% C	11%	11%	8% *	- **	- **	14%	11%	11%	11%	11%
Somewhat likely	13%	14%	12%	8% *	16% F	13%	11%	8% *	- **	- **	14%	13%	11%	13%	13%
Neither likely nor unlikely	12%	13%	11%	2% *	12%	19% C.D.F	9%	10% *	- **	- **	13%	12%	12%	12%	12%
Somewhat unlikely	9%	9%	9%	21% E.F.G*	12% E.G	6%	9% G	2% *	- **	- **	7%	11%	8%	11%	8%
Very unlikely	48%	43%	52% A	48% *	36%	44% D	56% D.E	71% C.D.E.F*	- **	- **	45%	49%	49%	47%	52% P.Q
Don't know	7%	7%	6%	19% E.F.G*	9% F.G	7% F	4%	2% *	- **	- **	7%	5%	8%	6%	5%

PEV_q6. Thinking about your romantic relationships, have you ever ended a relationship around any of the following times? Please select all that apply.

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent Gen	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
Shortly before Valentine's Day	6%	5%	8%	10% *	10%	8%	3%	-	-	-	6%	5%	8%	6%	6%

YouGov RealTime
Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

YouGov

	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Not applicable - I wouldn't like to receive anything for Valentine's Day	24%	24%	16%	24% *	26%	23%	25%	21%	24% X	22% **	12% *	26% X*	22% X	28% X.Z	27% X
Don't know	12%	14%	17% N	16% *	15% T.U	12% U	8%	6%	10%	9% **	11% *	6% *	10%	16% V.Z	10%
PEV_q4. About how much money, if any, do you plan to spend on your Valentine's Day celebration (including gifts, travel, meals, etc.)?															
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
$0	14%	10%	8%	8% *	14%	14%	16%	12%	13%	9% **	8% *	11% *	12%	15%	22% V.X.Z
$1 to $19.99	16%	11%	12%	12% *	15%	17%	12%	17%	15%	11% **	18% *	14% *	16%	16%	14%
$20 to $39.99	14%	11%	17%	11% *	13%	16%	14%	15%	16% AA	15% **	21% AA*	15% *	17% AA	10%	15%
$40 to $59.99	9%	8%	12%	11% *	8%	10%	10%	9%	12% AA.AC	7% **	9% *	11% *	12% AA	4%	9% AA
$60 to $79.99	5%	5%	7%	2% *	6%	4%	4%	3%	6% AA	17% **	6% AA*	6% *	6% AA	2%	3%
$80 to $99.99	5%	7%	4%	6% *	6%	4%	4%	8% S	6% AA.AC	13% **	11% AA.AB.AC*	2% *	7% AA.AB.AC	3%	2%
$100 to $119.99	5%	4%	7% N	10% N*	4%	5%	5%	8% R	7% AA.AC	- **	3% *	7% AC*	6% AA.AC	2%	5%
$120 to $139.99	2%	1%	3%	2% *	2%	1%	4% S	3%	2%	- **	2% *	5% AA*	2%	1%	3%
$140 to $159.99	1%	1%	2%	- *	1%	1%	1%	2%	1%	- **	2% *	2% *	1%	1%	-
$160 or more	3%	4%	3%	2% *	3%	1%	5% S	4% S	3%	4% **	2% *	4% AB*	3%	2%	-
I don't plan to celebrate Valentine's Day	18%	23%	17%	25% *	20%	18%	18%	15%	10%	4% **	12% *	16% *	11%	34% V.X.Y.Z.AB	18% V.Z
Don't know	9%	14% N	7%	10% *	10%	10%	7%	5%	6%	20% **	6% *	7% *	7%	11% V.Z	9%
PEV_q5. How likely or unlikely are you to go on a date on Valentine's Day this year (February 14th, 2020)?															
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
Very likely	12%	14%	14%	15% *	13%	9%	13%	16% S	15% AA.AB.AC	25% **	14% AA.AC*	22% AA.AB.AC*	15% AA.AB.AC	7%	7%
Somewhat likely	13%	13%	10%	19% P*	7%	15% R	19% R	15% R	16% AA.AB.AC	16% **	18% AA.AB.AC*	20% AA.AB.AC*	16% AA.AB.AC	9%	7%
Neither likely nor unlikely	12%	12%	15%	7% *	13%	13%	10%	8%	16% AA.AB.AC	12% **	13% *	11% *	15% AA.AB.AC	8%	7%
Somewhat unlikely	9%	4%	15% N.O	13% O*	10%	8%	9%	9%	12% AA.AB	7% **	9% AB*	11% AB*	11% AB	7%	2%
Very unlikely	48%	46%	35%	39% *	48%	47%	47%	50%	38%	28% **	40% *	24% *	37%	57% V.X.Y.Z	72% V.X.Y.Z.AA
Don't know	7%	12% N	10% N	7% *	9% T.U	8% T.U	2%	1%	4%	12% **	5% *	11% V.Z.AC*	5% V	11% V.Z.AC	5%
PEV_q6. Thinking about your romantic relationships, have you ever ended a relationship around any of the following times? Please select all that apply.															
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
Shortly before Valentine's Day	6%	6%	8%	10%	5%	8%	6%	7%	5%	18%	13%	11%	7%	8%	3%

YouGov RealTime
Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

	Total	Widowed	Separated	Other	Prefer not to say	Parent or guardian of any children			Not a parent / guardian	Don't know / Prefer not to say	Income			Don't know / Prefer not to say	Urban
						Younger than 18	18 or over	NET: Any age			Under $40k	$40k to $80k	$80k+		
Not applicable - I wouldn't like to receive anything for Valentine's Day	24%	29% X*	14% **	21% **	18% **	14%	28% AG.AI.AK	22% AG	27% AG.AI.AK	9% *	22%	26%	26%	24%	25%
Don't know	12%	9% *	6% **	- **	48% **	10%	8%	9%	14% AH.AI	29% AG.AH.AI.AJ*	12%	9%	9%	22% AL.AM.AN	12%
PEV_q4. About how much money, if any, do you plan to spend on your Valentine's Day celebration (including gifts, travel, meals, etc.)?															
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
$0	14%	23% V.X.Z*	4% **	- **	16% **	8%	14% AG.AI	12% AG	16% AG.AI	11% *	18% AM.AN.AO	11%	12%	10%	13%
$1 to $19.99	16%	17% *	25% **	- **	6% **	17%	16%	16%	15%	14% *	19% AN	16% AN	9%	15% AN	16%
$20 to $39.99	14%	12% *	10% **	16% **	- **	19% AJ.AK	17% AJ.AK	18% AJ.AK	11%	3% *	16%	14%	14%	11%	10%
$40 to $59.99	9%	4% *	11% **	- **	13% **	11%	10%	10%	8%	10% *	6%	13% AL	9%	8%	8%
$60 to $79.99	5%	2% *	16% **	23% **	- **	5%	4%	5%	5%	6% *	5%	6%	5%	2%	4%
$80 to $99.99	5%	- *	6% **	- **	- **	5%	7% AJ	6% AJ	3%	6% *	3%	6% AL	7% AL	4%	3%
$100 to $119.99	5%	- *	- **	- **	- **	9% AH.AI.AJ	4%	6% AH.AJ	3%	2% *	3%	4%	11% AL.AM.AO	2%	6%
$120 to $139.99	2%	- *	- **	- **	- **	3%	1%	2%	2%	3% *	2%	1%	4% AL.AM.AO	1%	3% AQ
$140 to $159.99	1%	1% *	- **	- **	- **	2%	1%	1% AH	1%	3% *	0%	1% AL	3% AL	1%	2% AQ
$160 or more	3%	1% *	- **	- **	10% **	4% AH.AI	2%	3% AH	2%	6% *	2%	2%	5% AL.AM	2%	3%
I don't plan to celebrate Valentine's Day	18%	26% V.X.Z*	24% **	22% **	19% **	9%	16% AG.AI	13% AG	24% AG.AH.AI	16% *	19%	18%	15%	23% AN	22% AQ
Don't know	9%	13% V*	4% **	39% **	35% **	7%	8%	7%	10%	20% AG.AH.AI*	7%	7%	6%	22% AL.AM.AN	9%
PEV_q5. How likely or unlikely are you to go on a date on Valentine's Day this year (February 14th, 2020)?															
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
Very likely	12%	3% *	17% **	16% **	- **	15% AH	10%	12% AH	12%	12% *	10%	13%	15% AL.AO	9%	16% AQ.AR
Somewhat likely	13%	2% *	11% **	- **	12% **	19% AH.AI.AJ	11%	14% AH	10%	21% AJ*	10%	13%	19% AL.AO	11%	11%
Neither likely nor unlikely	12%	5% *	17% **	23% **	15% **	15% AJ	12%	13%	10%	24% AJ*	12%	13%	11%	13%	12%
Somewhat unlikely	9%	4% *	6% **	- **	6% **	10%	8%	9%	9%	- *	9%	9%	10%	7%	8%
Very unlikely	48%	86% V.X.Y.Z.AA.AB*	49% **	22% **	45% **	35%	54% AG.AI.AK	47% AG.AK	51% AG.AK	22% *	52% AN	47%	41%	47%	45%
Don't know	7%	- *	- **	39% **	22% **	6%	5%	5%	7%	21% AG.AH.AI.AJ*	7%	4%	5%	13% AL.AM.AN	8% AR
PEV_q6. Thinking about your romantic relationships, have you ever ended a relationship around any of the following times? Please select all that apply.															
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
Shortly before Valentine's Day	6%	2%	10%	-	7%	11%	3%	6%	7%	9%	7%	6%	8%	3%	9%

YouGov

		Type of Area Lived in		
	Total	**Suburban/ Town**	**Rural**	**Other**
Not applicable - I wouldn't like to receive anything for Valentine's Day	24%	25%	22%	20% **
Don't know	12%	11%	12%	- **

PEV_q4. About how much money, if any, do you plan to spend on your Valentine's Day celebration (including gifts, travel, meals, etc.)?

	Total	Suburban/ Town	Rural	Other
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
$0	14%	14%	16%	- **
$1 to $19.99	16%	14%	19%	- **
$20 to $39.99	14%	17% AP	14%	55% **
$40 to $59.99	9%	10%	7%	- **
$60 to $79.99	5%	5%	5%	- **
$80 to $99.99	5%	6% AP	4%	- **
$100 to $119.99	5%	4%	3%	- **
$120 to $139.99	2%	1%	1%	- **
$140 to $159.99	1%	0%	2% AQ	- **
$160 or more	3%	2%	2%	23% **
I don't plan to celebrate Valentine's Day	18%	16%	18%	22% **
Don't know	9%	9%	8%	- **

PEV_q5. How likely or unlikely are you to go on a date on Valentine's Day this year (February 14th, 2020)?

	Total	Suburban/ Town	Rural	Other
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
Very likely	12%	10%	11%	- **
Somewhat likely	13%	14%	13%	- **
Neither likely nor unlikely	12%	12%	12%	- **
Somewhat unlikely	9%	10%	8%	- **
Very unlikely	48%	47%	52%	78% **
Don't know	7%	6%	4%	23% **

PEV_q6. Thinking about your romantic relationships, have you ever ended a relationship around any of the following times? Please select all that apply.

	Total	Suburban/ Town	Rural	Other
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
Shortly before Valentine's Day	6%	5%	6%	-

YouGov RealTime
Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

YouGov

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
			A	F.G*	F.G	F.G		*	**	**					
On Valentine's Day	7%	7%	6%	2% *	11% F.G	9% F.G	2%	1% *	- **	- **	7%	7%	7%	5%	5%
Shortly after Valentine's Day	6%	5%	7%	18% E.F.G*	10% F.G	6% F	2%	1% *	- **	- **	6%	5%	5%	8%	5%
None of these	60%	61%	60%	34% *	47%	56% C.D	75% C.D.E	76% C.D.E*	- **	- **	63%	59%	61%	60%	65% O.P.Q
Don't know	13%	13%	13%	8% *	12%	13%	14%	15% *	- **	- **	11%	15%	12%	13%	13%
Not applicable - I have never been in a romantic relationship	11%	11%	11%	33% D.E.F.G*	17% E.F.G	10% F	5%	6% *	- **	- **	10%	11%	12%	10%	9%

PEV_q7. Which, if any, of the following reasons contributed to your decision to end your relationship shortly before Valentine's Day? Please select all that apply.

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	90	30	60	4	46	26	14	-	-	-	14	14	40	22	54
Base: All US adults that have/have ended a romantic relationship around Valentine's Day	87	31	55	4	46	25	12	-	-	-	14	14	38	20	52
I didn't want to buy them a gift/spend money on them	9%	14% **	7% *	22% **	10% *	7% **	8% **	- **	- **	- **	16% **	8% **	3% *	19% **	6% *
I didn't want them to buy me a gift/spend money on me when I knew I was planning to end the relationship	22%	24% **	21% *	22% **	28% *	12% **	19% **	- **	- **	- **	13% **	- **	21% *	46% **	7% *
I felt pressured to act a certain way/to fulfill certain expectations for Valentine's Day	17%	17% **	17% *	- **	23% *	13% **	8% **	- **	- **	- **	7% **	- **	18% *	35% **	17% *
I just couldn't wait any longer	21%	30% **	17% *	- **	20% *	35% **	7% **	- **	- **	- **	28% **	29% **	16% *	21% **	18% *
The timing wasn't intentional, the breakup just happened to occur at this point	58%	46% **	65% *	72% **	51% *	67% **	62% **	- **	- **	- **	69% **	54% **	62% *	45% **	67% *
Other See Q7_OE4	4%	3% **	5% *	- **	2% *	7% **	9% **	- **	- **	- **	- **	7% **	7% *	- **	7% *
None of these	7%	9% **	5% *	- **	7% *	6% **	9% **	- **	- **	- **	- **	10% **	9% *	4% **	6% *
Don't know	3%	4% **	3% *	28% **	2% *	3% **	- **	- **	- **	- **	- **	- **	8% *	- **	3% *

PEV_q8. If someone wants to break up with their partner as Valentine's Day approaches, when is the most appropriate time to do so?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
Before Valentine's Day	45%	42%	48% A	35% *	42%	44%	49% D	43% *	- **	- **	45%	49%	42%	46%	49% P.Q
On Valentine's Day	5%	7% B	3%	5% F*	11% E.F.G	5% F	1%	3% *	- **	- **	7% K	3%	6%	5%	3%
After Valentine's Day	18%	18%	18%	27% *	19%	17%	16%	22% *	- **	- **	14%	19%	18%	20%	16%
Don't know	32%	33%	31%	33% *	28%	34%	34%	32% *	- **	- **	34%	29%	35%	29%	32%

PEV_q9. How comfortable or uncomfortable would you feel going on a first date with someone on Valentine's Day?

	Total	Male	Female	Gen Z	Millennial	Gen X	Baby Boomer	Silent	Pre-Silent	Other	Northeast	Midwest	South	West	White
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
Very comfortable	17%	22% B	12%	12% *	17%	19%	17%	18% *	- **	- **	16%	17%	17%	18%	15%
Somewhat comfortable	16%	16%	16%	23%	19%	19%	11%	16%	-	-	18%	15%	15%	17%	15%

YouGov RealTime

Valentine's Day

US_nat_int Sample: 24th - 27th January 2020

YouGov

	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
				*		R				**	V.Z.AB.AC*	*	V		
On Valentine's Day	7%	10% N	10% N	11% N*	7%	6%	7%	7%	7%	18% **	6% *	8% *	7%	7%	5%
Shortly after Valentine's Day	6%	6%	11% N	8% *	5%	7%	5%	6%	5%	12% **	13% V.Z.AB.AC*	9% AB*	6% V.AB	7% AB	1%
None of these	60%	53%	52%	47% *	58%	59%	64%	66%	68% AA	48% **	60% AA*	66% AA*	66% AA	44%	70% AA
Don't know	13%	12%	11%	11% *	13%	13%	13%	12%	14%	17% **	12%	9% *	13%	10%	16%
Not applicable - I have never been in a romantic relationship	11%	18% N	13%	18% N*	15% S.T.U	10% U	7%	4%	5%	4% **	5% *	4% *	5%	27% V.X.Y.Z.AB.AC	6%

PEV_q7. Which, if any, of the following reasons contributed to your decision to end your relationship shortly before Valentine's Day? Please select all that apply.

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	90	12	15	9	26	38	15	11	30	5	14	5	54	27	4
Base: All US adults that have/have ended a romantic relationship around Valentine's Day	87	10	16	9	27	35	14	10	29	4	14	5	53	25	4
I didn't want to buy them a gift/spend money on them	9%	6% **	14% **	21% **	16% **	6% *	4% **	11% **	11% **	20% **	12% **	- **	11% *	9% **	- **
I didn't want them to buy me a gift/spend money on me when I knew I was planning to end the relationship	22%	27% **	49% **	56% **	31% **	16% *	18% **	27% **	20% **	40% **	14% **	- **	18% *	23% **	56% **
I felt pressured to act a certain way/to fulfill certain expectations for Valentine's Day	17%	11% **	24% **	10% **	26% **	6% *	31% **	12% **	23% **	20% **	22% **	- **	21% *	12% **	- **
I just couldn't wait any longer	21%	27% **	30% **	20% **	22% **	22% *	5% **	41% **	17% **	20% **	36% **	- **	21% *	27% **	22% **
The timing wasn't intentional, the breakup just happened to occur at this point	58%	57% **	34% **	55% **	46% **	70% *	44% **	67% **	55% **	39% **	55% **	75% **	55% *	65% **	44% **
Other See Q7_OE4	4%	- **	- **	- **	11% **	2% *	- **	- **	7% **	- **	- **	- **	4% *	7% **	- **
None of these	7%	9% **	9% **	- **	8% **	- *	26% **	- **	11% **	- **	11% **	- **	9% *	4% **	- **
Don't know	3%	- **	8% **	- **	5% **	5% *	- **	- **	- **	21% **	6% **	25% **	6% *	- **	- **

PEV_q8. If someone wants to break up with their partner as Valentine's Day approaches, when is the most appropriate time to do so?

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
Before Valentine's Day	45%	42%	33%	33% *	39%	46%	53% R	48%	46%	30% **	50% *	52% *	46%	40%	48%
On Valentine's Day	5%	7%	9% N	14% N*	5%	5%	5%	9%	6% AC	19% **	5% *	4% *	6% AC	5%	5%
After Valentine's Day	18%	20%	27% N	16% *	20%	18%	16%	15%	18%	23% **	16% *	18% *	17%	20%	16%
Don't know	32%	31%	31%	37% *	36% T	32%	26%	28%	31%	28% **	30% *	26% *	30%	35%	31%

PEV_q9. How comfortable or uncomfortable would you feel going on a first date with someone on Valentine's Day?

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
Very comfortable	17%	26% N.P	16%	26% N*	17%	18%	17%	16%	17%	31% **	22% *	14% *	18%	16%	16%
Somewhat comfortable	16%	14%	21%	15%	17%	15%	16%	16%	15%	36%	17%	10%	16%	18%	14%

YouGov RealTime
Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

YouGov

	Total	Widowed	Separated	Other	Prefer not to say	Parent or guardian of any children					Income				Urban
						Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
		*	**	**	**	AH.AI		AH	AH	*			AO		AQ
On Valentine's Day	7%	7% *	- **	23% **	- **	12% AH.AI.AJ	2%	7% AH	6% AH	18% AH.AI.AJ*	7%	7%	6%	5%	9% AR
Shortly after Valentine's Day	6%	2% *	6% **	- **	8% **	8% AH.AI	3%	5% AH	8% AH.AI	4% *	7% AO	5%	6%	3%	7%
None of these	60%	68% AA*	63% **	38% **	41% **	53%	74% AG.AI.AJ.AK	66% AG.AJ.AK	55%	39% *	58%	63%	64% AO	55%	56%
Don't know	13%	12% *	10% **	21% **	23% **	14%	14%	14%	11%	11% *	11%	12%	12%	18% AL	13%
Not applicable - I have never been in a romantic relationship	11%	9% *	11% **	19% **	21% **	7%	4%	6%	17% AG.AH.AI	25% AG.AH.AI*	13% AN	9%	7%	17% AM.AN	11%

PEV_q7. Which, if any, of the following reasons contributed to your decision to end your relationship shortly before Valentine's Day? Please select all that apply.

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
Unweighted base	90	2	2	-	1	33	16	44	43	3	36	25	23	6	39
Base: All US adults that have/have ended a romantic relationship around Valentine's Day	87	2	2	-	1	33	14	41	42	3	35	24	23	5	38
I didn't want to buy them a gift/spend money on them	9%	- **	- **	- **	- **	11% *	4% **	10% *	7% *	39% **	6% *	5% **	17% **	18% **	10% *
I didn't want them to buy me a gift/spend money on me when I knew I was planning to end the relationship	22%	- **	42% **	- **	100% **	27% *	15% **	21% *	20% *	61% **	28% *	15% **	26% **	- **	35% *
I felt pressured to act a certain way/to fulfill certain expectations for Valentine's Day	17%	54% **	- **	- **	- **	25% *	14% **	22% *	14% *	- **	24% *	19% **	9% **	- **	18% *
I just couldn't wait any longer	21%	- **	- **	- **	- **	23% *	39% **	26% *	14% *	69% **	21% *	26% **	23% **	- **	23% *
The timing wasn't intentional, the breakup just happened to occur at this point	58%	100% **	58% **	- **	- **	61% *	72% **	65% *	55% *	- **	47% *	73% **	57% **	62% **	50% *
Other See Q7_OE4	4%	- **	- **	- **	- **	6% *	6% **	7% *	2% *	- **	5% *	- **	9% **	- **	3% *
None of these	7%	- **	- **	- **	- **	7% *	- **	5% *	8% *	- **	11% *	4% **	- **	20% **	6% *
Don't know	3%	- **	- **	- **	- **	- *	- **	- *	7% *	- **	2% *	- **	10% **	- **	- *

PEV_q8. If someone wants to break up with their partner as Valentine's Day approaches, when is the most appropriate time to do so?

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
Before Valentine's Day	45%	52% *	44% **	- **	32% **	48% AK	47% AK	48% AJ.AK	42% AK	25% *	44%	42%	52% AL.AM.AO	42%	44%
On Valentine's Day	5%	- *	- **	- **	- **	9% AH.AI.AJ	2%	5% AH	5% AH	13% AH.AI*	6% AO	6% AO	5%	2%	7% AR
After Valentine's Day	18%	19% *	22% **	23% **	13% **	17%	18%	18%	19%	15% *	19%	19%	15%	16%	17%
Don't know	32%	30% *	35% **	77% **	55% **	26%	33% AI	30%	34% AG	47% AG.AI*	31%	32%	28%	40% AL.AN	32%

PEV_q9. How comfortable or uncomfortable would you feel going on a first date with someone on Valentine's Day?

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
Very comfortable	17%	13% *	24% **	22% **	24% **	19%	17%	18%	16%	21% *	18%	18%	17%	14%	19%
Somewhat comfortable	16%	14%	12%	23%	13%	18%	15%	16%	16%	13%	17%	15%	16%	15%	17%

YouGov

	Total	Type of Area Lived in		
		Suburban/Town	Rural	Other
				**
On Valentine's Day	7%	6%	4%	- **
Shortly after Valentine's Day	6%	6%	4%	- **
None of these	60%	63% AP	62%	100% **
Don't know	13%	13%	13%	- **
Not applicable - I have never been in a romantic relationship	11%	10%	13%	- **

PEV_q7. Which, if any, of the following reasons contributed to your decision to end your relationship shortly before Valentine's Day? Please select all that apply.

	Total	Suburban/Town	Rural	Other
Unweighted base	90	34	17	-
Base: All US adults that have/have ended a romantic relationship around Valentine's Day	87	33	16	-
I didn't want to buy them a gift/spend money on them	9%	10% *	6% **	- **
I didn't want them to buy me a gift/spend money on me when I knew I was planning to end the relationship	22%	15% *	6% **	- **
I felt pressured to act a certain way/to fulfill certain expectations for Valentine's Day	17%	19% *	12% **	- **
I just couldn't wait any longer	21%	25% *	12% **	- **
The timing wasn't intentional, the breakup just happened to occur at this point	58%	56% *	82% **	- **
Other See Q7_OE4	4%	6% *	5% **	- **
None of these	7%	7% *	7% **	- **
Don't know	3%	9% *	- **	- **

PEV_q8. If someone wants to break up with their partner as Valentine's Day approaches, when is the most appropriate time to do so?

	Total	Suburban/Town	Rural	Other
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
Before Valentine's Day	45%	44%	48%	42% **
On Valentine's Day	5%	5%	3%	- **
After Valentine's Day	18%	20%	15%	58% **
Don't know	32%	32%	34%	- **

PEV_q9. How comfortable or uncomfortable would you feel going on a first date with someone on Valentine's Day?

	Total	Suburban/Town	Rural	Other
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
Very comfortable	17%	16%	16%	- **
Somewhat comfortable	16%	14%	19%	-

YouGov

	Total	Gender		Generation							Region				White
		Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	
				F*	F	F		*	**	**					
Neither comfortable nor uncomfortable	26%	26%	26%	17% *	22%	22%	32% D.E	30% *	- **	- **	26%	26%	28%	23%	28%
Somewhat uncomfortable	15%	12%	18% A	19% *	19% F.G	14%	13%	9% *	- **	- **	15%	16%	13%	18% L	16% O
Very uncomfortable	12%	9%	15% A	4% *	12%	12%	14%	8% *	- **	- **	13%	10%	13%	12%	14% P
Don't know	14%	14%	14%	24% D*	12%	14%	13%	20% D*	- **	- **	11%	15%	15%	12%	12%

PEV_q10. Which, if any, of the following statements about Valentine's Day apply to you? Please select all that apply.

	Total	Male	Female	Gen Z (2000 and later)	Millennial (1982-1999)	Gen X (1965-1981)	Baby Boomer (1946-1964)	Silent Generation (1928-1945)	Pre-Silent Generation (1927 and earlier)	Other	Northeast	Midwest	South	West	White
Unweighted base	1352	630	722	39	438	321	460	94	-	-	233	283	509	327	907
Base: All US adults	1352	656	696	42	439	315	457	100	-	-	241	284	509	319	897
I think Valentine's Day is romantic	20%	20%	21%	22% *	20%	20%	20%	24% *	- **	- **	21%	20%	20%	20%	18%
I think Valentine's Day is too commercialized	46%	48%	44%	31% *	46%	47%	47%	41% *	- **	- **	46%	44%	45%	49%	50% O.P
I feel a lot of pressure to please my partner on Valentine's Day	6%	8% B	5%	10% F*	11% E.F.G	6%	3%	3% *	- **	- **	7%	6%	6%	6%	6%
I feel lonely on Valentine's Day	10%	11%	10%	20% F.G*	14% F.G	14% F.G	6%	2% *	- **	- **	8%	8%	13% K	11%	10%
I think Valentine's Day is a good opportunity to show others how you feel about them	27%	27%	27%	33% *	25%	24%	31% E	31% *	- **	- **	28%	29%	28%	24%	28%
I think Valentine's Day is a celebration of many different kinds of love, not solely romantic love	30%	22%	37% A	29% *	30%	26%	33% E	25% *	- **	- **	28%	32%	30%	28%	30%
None of these	15%	17% B	12%	24% *	14%	15%	13%	20% *	- **	- **	15%	15%	13%	16%	14%

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E/F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U, V/W/X/Y/Z/AA/AB/AC/AD/AE/AF, AG/AH/AI/AJ/AK, AL/AM/AN/AO, AP/AQ/AR/AS, Minimum Base: 30 (**), Small Base: 100 (*))

YouGov

	Total	Race			Education				Marital Status						
		Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
				*						**	*	*			
Neither comfortable nor uncomfortable	26%	25%	22%	20%	25%	27%	26%	27%	29% AA	9% **	25% *	25% *	28%	23%	30%
Somewhat uncomfortable	15%	8%	15%	13% *	13%	14%	20% R.S	19%	13%	8% **	22% V.Z*	15% *	14%	16%	17%
Very uncomfortable	12%	11%	7%	10% *	10%	13%	14%	13%	11%	8% **	8% *	14% *	11%	13%	15%
Don't know	14%	16%	18%	16% *	19% S.T.U	13% T	7%	10%	15% X.AB	8% **	6% *	21% X.AB*	14% X	14% X	7%

PEV_q10. Which, if any, of the following statements about Valentine's Day apply to you? Please select all that apply.

	Total	Black	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship	Single	Divorced
Unweighted base	1352	161	195	89	515	441	250	146	615	25	106	46	792	337	112
Base: All US adults	1352	154	212	89	549	422	240	142	613	25	108	47	792	337	109
I think Valentine's Day is romantic	20%	29% N.Q	28% N.Q	13% *	22%	20%	19%	16%	21% AB	26% **	20% *	25% AB*	21% AB	21%	11%
I think Valentine's Day is too commercialized	46%	37%	34%	44% *	36%	45% R	59% R.S	60% R.S	53% AA.AC	27% **	52% AA.AC*	53% AA.AC*	52% AA.AC	37%	43%
I feel a lot of pressure to please my partner on Valentine's Day	6%	5%	9%	6% *	6%	6%	5%	9%	6%	4% AB* **	10% AB*	13% AB.AC*	7%	6%	2%
I feel lonely on Valentine's Day	10%	11%	13%	10% *	10%	10%	11%	9%	3%	8% **	14% V.Y.Z*	2% *	5% V	20% V.Y.Z.AB	10% V.Z
I think Valentine's Day is a good opportunity to show others how you feel about them	27%	29%	27%	23% *	27%	28%	26%	29%	28%	30% **	30% *	31% *	28%	27%	27%
I think Valentine's Day is a celebration of many different kinds of love, not solely romantic love	30%	33%	28%	28% *	30%	31%	25%	32%	28%	36% **	35% *	28% *	29%	30%	29%
None of these	15%	20%	15%	13% *	18% T.U	15%	10%	9%	11%	17% **	6% *	14% *	11%	17% V.X.Z	26% V.X.Z.AA

Cell Contents (Col

YouGov RealTime
Valentine's Day
US_nat_int Sample: 24th - 27th January 2020

YouGov

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
			Parent or guardian of any children								**Income**				
		*	**	**	**					*					
Neither comfortable nor uncomfortable	26%	22%	25%	-	11%	23%	28%	26%	26%	17%	23%	29%	27%	24%	27%
		*	**	**	**					*					
Somewhat uncomfortable	15%	14%	26%	16%	11%	17%	15%	15%	15%	14%	16%	13%	17%	14%	14%
		*	**	**	**					*					
Very uncomfortable	12%	15%	8%	21%	11%	9%	13%	12%	13%	5%	13%	13%	10%	11%	9%
		*	**	**	**					*					
Don't know	14%	21%	4%	19%	29%	13%	12%	12%	15%	30%	13%	12%	13%	21%	13%
		X.AB*	**	**	**					AG.AH.AI.AJ*				AL.AM.AN	

PEV_q10. Which, if any, of the following statements about Valentine's Day apply to you? Please select all that apply.

	Total	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	Under $40k	$40k to $80k	$80k+	Don't know / Prefer not to say	Urban
Unweighted base	1352	70	19	5	17	306	449	715	603	34	488	378	302	184	425
Base: All US adults	1352	72	19	5	18	304	449	716	602	34	499	378	296	179	415
I think Valentine's Day is romantic	20%	18%	21%	39%	5%	22%	21%	22%	19%	15%	21%	21%	19%	18%	18%
		*	**	**	**					*					
I think Valentine's Day is too commercialized	46%	30%	34%	38%	27%	44%	50%	46%	47%	16%	37%	49%	51%	54%	43%
		*	**	**	**	AK	AK	AK	AK	*		AL	AL	AL	
I feel a lot of pressure to please my partner on Valentine's Day	6%	3%	30%	-	10%	10%	4%	7%	6%	12%	5%	7%	7%	5%	9%
			**		**	AH.AI.AJ		AH		AH*					AQ.AR
I feel lonely on Valentine's Day	10%	20%	22%	16%	19%	12%	5%	8%	13%	23%	16%	8%	6%	7%	12%
		V.Y.Z*	**	**	**	AH.AI		AH	AH.AI	AH.AI*	AM.AN.AO				
I think Valentine's Day is a good opportunity to show others how you feel about them	27%	22%	28%	16%	12%	31%	28%	29%	26%	8%	29%	29%	27%	21%	23%
		*	**	**	**	AK	AK	AK	AK	*	AO	AO			
I think Valentine's Day is a celebration of many different kinds of love, not solely romantic love	30%	32%	36%	16%	34%	35%	32%	33%	26%	27%	32%	29%	25%	31%	25%
		*	**	**	**	AJ	AJ	AJ		*	AN				
None of these	15%	25%	10%	39%	29%	10%	13%	11%	17%	39%	16%	14%	12%	15%	17%
		V.X.Z*	**	**	**				AG.AI	AG.AH.AI.AJ*					AQ

Cell Contents (Col

YouGov

	Total	Type of Area Lived in		
		Suburban/ Town	Rural	Other
			AQ	**
Neither comfortable nor uncomfortable	26%	24%	28%	35% **
Somewhat uncomfortable	15%	17% AR	12%	22% **
Very uncomfortable	12%	14% AP	12%	20% **
Don't know	14%	14%	13%	23% **

PEV_q10. Which, if any, of the following statements about Valentine's Day apply to you? Please select all that apply.

	Total	Suburban/ Town	Rural	Other
Unweighted base	1352	652	271	4
Base: All US adults	1352	669	264	4
I think Valentine's Day is romantic	20%	23%	18%	- **
I think Valentine's Day is too commercialized	46%	48%	44%	78% **
I feel a lot of pressure to please my partner on Valentine's Day	6%	5%	4%	22% **
I feel lonely on Valentine's Day	10%	10%	10%	22% **
I think Valentine's Day is a good opportunity to show others how you feel about them	27%	29% AP	29%	- **
I think Valentine's Day is a celebration of many different kinds of love, not solely romantic love	30%	31% AP	33% AP	22% **
None of these	15%	12%	16%	- **

Cell Contents (Col