

YouGov - Valentine's Day 2021

Sample Size: 1684 adults in GB
Fieldwork: 2nd - 3rd February 2021

	Gender		Age					Social Grade		Region					
	Total	Male	Female	18-29	30-39	40-49	50-59	60+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
Weighted Sample	1684	818	866	285	251	350	284	514	960	724	202	566	365	406	145
Unweighted Sample	1684	764	920	262	282	378	302	460	999	685	169	571	380	398	166
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

Do you currently have a romantic partner?

Yes I do	62	61	64	54	62	72	64	60	66	57	59	62	66	59	66
No I don't	33	33	34	37	34	26	31	38	31	37	35	34	30	36	30
Don't know	4	6	2	9	4	3	5	2	3	6	5	4	4	5	3

On a typical year, which of the following, if any, would you do with a romantic partner to celebrate Valentines' Day?

[Asked only to those who currently have a romantic partner; n=1074]

Have a special dinner

We do this	55	58	53	81	64	48	60	40	58	50	65	52	52	55	60
We do not do this	39	36	42	14	32	45	36	52	36	44	29	42	43	38	35
Don't know	4	4	4	4	4	5	3	5	4	4	3	5	3	6	4
Prefer not to say	1	2	1	1	1	1	1	3	1	2	3	1	1	1	1

Give Valentines' Day card

We do this	57	57	57	68	63	60	56	45	58	54	59	57	54	57	56
We do not do this	40	38	41	28	33	37	41	50	38	42	35	38	43	40	39
Don't know	3	3	2	2	3	3	2	2	3	2	1	3	2	3	4
Prefer not to say	1	2	1	2	1	1	1	2	1	2	4	1	1	1	1

Give flowers and/or chocolates

We do this	44	51	38	60	46	43	43	37	44	43	53	42	42	42	48
We do not do this	50	43	56	31	49	52	51	58	50	49	39	54	49	51	48
Don't know	5	4	5	7	4	5	5	4	4	5	6	3	6	6	2
Prefer not to say	1	2	1	2	1	1	1	2	1	2	2	1	3	0	1

Give other kinds of presents

We do this	36	39	34	55	42	38	37	21	35	38	40	32	38	37	43
We do not do this	57	53	61	35	51	57	57	72	59	54	47	62	57	58	54
Don't know	5	6	4	9	6	4	4	4	5	5	11	5	4	4	2
Prefer not to say	2	2	1	1	1	1	1	3	1	2	3	1	2	2	1

Give other nice gestures (like breakfast in bed)

We do this	35	38	31	54	38	32	34	26	36	33	39	34	34	35	33
We do not do this	59	55	63	37	54	63	59	68	58	61	50	60	60	59	61
Don't know	5	5	5	7	7	4	5	4	5	5	9	4	6	4	5
Prefer not to say	2	2	1	1	1	1	1	3	1	2	2	2	1	2	1

Increased/special sexual activity

We do this	28	30	26	64	37	25	17	13	30	25	38	25	26	28	27
We do not do this	50	47	53	21	42	53	55	63	49	51	35	54	51	52	47
Don't know	7	8	7	8	11	8	8	4	7	7	10	7	6	7	9
Prefer not to say	15	15	15	8	10	14	20	19	14	17	17	14	17	13	17

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	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

And thinking about Valentines' Day this year, which, to the best of your knowledge, do you and your romantic partner intend to do to Have a special dinner

[Asked only to those who currently have a romantic partner; n=1074]

Have a special dinner	We will do this	45	44	46	61	55	42	49	32	48	41	47	44	45	44	49
	We will not do this	42	40	44	27	29	46	38	55	39	47	34	45	40	43	44
	Don't know	11	14	10	10	14	12	13	10	13	9	16	10	12	11	7
	Prefer not to say	2	2	1	2	2	1	1	3	1	3	3	1	3	2	0
Give Valentines' Day card	We will do this	47	47	47	52	53	51	49	36	47	46	41	48	46	46	53
	We will not do this	44	41	46	37	36	40	43	55	43	45	40	44	47	44	39
	Don't know	7	9	6	8	10	8	7	6	8	6	12	7	5	8	8
	Prefer not to say	2	3	1	4	2	1	1	3	2	3	7	1	3	2	0
Give flowers and/or chocolates	We will do this	31	37	26	44	32	28	32	27	31	32	33	30	34	28	35
	We will not do this	55	49	59	38	50	61	58	58	54	55	48	58	53	56	50
	Don't know	12	12	13	16	17	10	10	12	14	10	16	11	11	14	15
	Prefer not to say	2	2	1	2	2	1	0	3	1	2	3	1	2	2	0
Give other kinds of presents	We will do this	24	25	22	37	31	23	23	14	23	24	25	24	26	21	25
	We will not do this	61	58	64	47	51	63	65	70	61	61	51	65	61	62	61
	Don't know	13	14	12	12	16	13	12	13	14	12	18	10	12	16	14
	Prefer not to say	2	3	1	4	2	1	0	3	2	2	6	1	2	2	0
Give other nice gestures (like breakfast in bed)	We will do this	27	29	25	44	32	24	26	19	29	24	33	25	27	28	27
	We will not do this	58	53	62	41	44	60	60	70	54	63	41	62	59	58	61
	Don't know	13	15	11	11	22	14	13	8	15	10	20	12	12	12	12
	Prefer not to say	2	3	1	4	2	1	0	3	2	3	6	2	2	2	0
Increased/special sexual activity	We will do this	22	23	20	46	30	22	15	9	22	21	24	20	21	24	23
	We will not do this	49	44	53	27	37	51	51	63	47	51	36	55	50	46	46
	Don't know	18	21	15	21	24	18	18	14	19	17	24	16	16	20	20
	Prefer not to say	12	11	12	7	9	9	16	15	12	12	16	10	14	10	11