

YouGov international results

Fieldwork: 18th January - 14th February 2022

*sample representative of urban population **sample representative of online population

	Country											
	Australia	Canada	China**	Denmark	France	Germany	Great Britain	Hong Kong**	India*	Indonesia**	Italy	Mexico*
Unweighted Sample	1025	965	1028	1004	1002	1011	2002	528	1011	1061	1019	1004
	19 Jan - 2 Feb	19-26 Jan	18-31 Jan	19-29 Jan	20-28 Jan	19 Jan - 3 Feb	20-28 Jan	18-30 Jan	19-31 Jan	18-30 Jan	20-26 Jan	18 Jan - 4 Feb

For each of the following please say whether you consider them to be "proper" special occasions or occasions that people wouldn't celebrate if it weren't for pressure from commercial entities like greetings card companies.

Valentine's Day

Is celebrated more because it is a "proper" special occasion	18%	24%	41%	5%	17%	11%	13%	28%	36%	14%	14%	21%
Don't know	9%	10%	14%	13%	9%	14%	5%	10%	21%	59%	8%	4%
Is celebrated more because of pressure from commercial entities	74%	66%	45%	82%	74%	74%	82%	62%	42%	27%	78%	76%

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	Country					
	Poland	Singapore	Spain	Sweden	UAE	US
Unweighted Sample	1006	1001	1008	1015	1060	1554
	20 Jan - 2 Feb	19-29 Jan	20-31 Jan	20-31 Jan	18 Jan - 1 Feb	18 Jan - 3 Feb

For each of the following please say whether you consider them to be "proper" special occasions or occasions that people wouldn't celebrate if it weren't for pressure from commercial entities like greetings card companies.

Valentine's Day

Is celebrated more because it is a "proper" special occasion	26%	24%	12%	15%	32%	27%
Don't know	9%	13%	3%	8%	23%	12%
Is celebrated more because of pressure from commercial entities	66%	63%	85%	76%	45%	61%