CBS News Poll – January 29-February 2, 2024
Adults in the U.S.

YouGov

Sample	1,791 Adults in the U.S.
Margin of Error	±3.1 points

7. As you may know, February 14th is Valentine's Day. Do you personally plan on celebrating Valentine's Day?

Yes, will celebrate	49%
No, will not	51%

8. Will you do any of the following things to celebrate Valentine's Day this year? CHECK ALL THAT APPLY
Among those planning on celebrating Valentine's Day

Do something romantic	38%
Exchange gifts	38%
Give or receive flowers or candy	46%
Give or receive cards	42%
Go out to eat	45%
Stay home	33%
Watch a movie	35%
Go on a trip/getaway	8%

9. What's the main reason you won't celebrate Valentine's Day this year?
Among those not planning on celebrating Valentine's Day

Don't have a significant other to share it with	41%
It's too commercial	17%
It's just not something I've ever done	22%
I can't afford to	11%
I'm too busy	5%
It's old fashioned	3%

10. Compared to a generation ago, would you say finding love is...

Easier today	9%
Harder today	59%
About the same	32%

11. Generally speaking, do you think of yourself as...

Very romantic	18%
Somewhat romantic	51%
Not very romantic	23%
Not romantic at all	8%

12. Are you currently in a committed romantic relationship?

Yes	57%
No	43%

13. Compared to the person you are in a relationship with, do you think you are...?
Among those currently in a committed romantic relationship

More romantic than they are	35%
Less romantic than they are	23%
It's about equal	42%

14. How important are each of the following in telling whether or not a person is romantic?

	Very important	Somewhat important	Not that important
Being physically affectionate	54%	40%	6%
Doing considerate things regularly	67%	30%	3%
Being loyal and reliable	84%	14%	2%
Doing unexpected and spontaneous romantic things	49%	41%	10%
Being a good listener	78%	19%	3%
Expressing love and romantic feelings often	57%	38%	5%

*Questions held for future release.

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7. Celebrate Valentine's Day
As you may know, February 14th is Valentine's Day. Do you personally plan on celebrating Valentine's Day?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Yes, will celebrate	49%	48%	50%	58%	58%	42%	40%
No, will not	51%	52%	50%	42%	42%	58%	60%
Totals	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,790)	(876)	(914)	(370)	(451)	(585)	(383)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Yes, will celebrate	49%	68%	24%	48%	46%	50%
No, will not	51%	32%	76%	52%	54%	50%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(1,790)	(1,012)	(772)	(1,118)	(225)	(288)

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8. Valentine's Day Activities

Will you do any of the following things to celebrate Valentine's Day this year? CHECK ALL THAT APPLY

Among those planning on celebrating Valentine's Day

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Do something romantic	38%	41%	36%	43%	45%	36%	26%
Exchange gifts	38%	37%	40%	50%	45%	35%	15%
Give or receive flowers or candy	46%	47%	44%	40%	50%	49%	41%
Give or receive cards	42%	38%	45%	32%	40%	42%	57%
Go out to eat	45%	49%	41%	44%	53%	38%	42%
Stay home	33%	25%	40%	28%	27%	43%	34%
Watch a movie	35%	38%	32%	46%	37%	31%	22%
Go on a trip/getaway	8%	8%	8%	11%	12%	4%	2%
Weighted N	(877)	(424)	(453)	(216)	(263)	(244)	(154)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Do something romantic	38%	45%	16%	39%	37%	40%
Exchange gifts	38%	41%	26%	37%	43%	45%
Give or receive flowers or candy	46%	48%	38%	45%	46%	45%
Give or receive cards	42%	45%	30%	46%	37%	32%
Go out to eat	45%	47%	36%	42%	47%	57%
Stay home	33%	30%	42%	33%	36%	33%
Watch a movie	35%	34%	41%	31%	49%	43%
Go on a trip/getaway	8%	9%	2%	8%	4%	8%
Weighted N	(877)	(688)	(186)	(542)	(104)	(143)

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9. Why No Valentine's Day Activities

What's the main reason you won't celebrate Valentine's Day this year?

Among those not planning on celebrating Valentine's Day

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Don't have a significant other to share it with	41%	43%	40%	50%	33%	41%	44%
It's too commercial	17%	17%	18%	7%	16%	22%	18%
It's just not something I've ever done	22%	20%	24%	20%	20%	25%	21%
I can't afford to	11%	9%	12%	9%	19%	8%	8%
I'm too busy	5%	6%	4%	10%	9%	2%	3%
It's old fashioned	3%	5%	2%	4%	2%	2%	6%
Totals	99%	100%	100%	100%	99%	100%	100%
Weighted N	(919)	(453)	(466)	(154)	(195)	(342)	(228)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Don't have a significant other to share it with	41%	2%	64%	45%	37%	32%
It's too commercial	17%	34%	8%	18%	11%	16%
It's just not something I've ever done	22%	30%	18%	18%	27%	34%
I can't afford to	11%	20%	5%	11%	10%	13%
I'm too busy	5%	10%	2%	5%	4%	2%
It's old fashioned	3%	4%	3%	2%	11%	3%
Totals	99%	100%	100%	99%	100%	100%
Weighted N	(919)	(331)	(585)	(575)	(121)	(152)

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10. Finding Love Today
Compared to a generation ago, would you say finding love is...

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Easier today	9%	13%	6%	13%	13%	7%	5%
Harder today	59%	55%	63%	63%	61%	59%	54%
About the same	32%	32%	31%	24%	26%	34%	41%
Totals	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,788)	(874)	(913)	(370)	(449)	(585)	(383)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Easier today	9%	11%	7%	8%	16%	9%
Harder today	59%	56%	63%	57%	60%	61%
About the same	32%	32%	30%	35%	24%	30%
Totals	100%	99%	100%	100%	100%	100%
Weighted N	(1,788)	(1,010)	(772)	(1,116)	(225)	(290)

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11. Romantic
Generally speaking, do you think of yourself as...

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Very romantic	18%	18%	19%	28%	19%	16%	12%
Somewhat romantic	51%	52%	50%	47%	52%	48%	56%
Not very romantic	23%	22%	23%	18%	20%	28%	22%
Not romantic at all	8%	8%	8%	7%	9%	7%	9%
Totals	100%	100%	100%	100%	100%	99%	99%
Weighted N	(1,787)	(875)	(912)	(370)	(450)	(584)	(383)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Very romantic	18%	22%	14%	16%	27%	20%
Somewhat romantic	51%	54%	46%	52%	48%	48%
Not very romantic	23%	20%	26%	25%	15%	20%
Not romantic at all	8%	4%	14%	6%	10%	12%
Totals	100%	100%	100%	99%	100%	100%
Weighted N	(1,787)	(1,009)	(773)	(1,115)	(225)	(290)

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12. Committed Relationship
Are you currently in a committed romantic relationship?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Yes	57%	55%	58%	45%	66%	55%	60%
No	43%	45%	42%	55%	34%	45%	40%
Totals	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,786)	(874)	(911)	(368)	(449)	(585)	(383)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Yes	57%	100%	0%	62%	38%	51%
No	43%	0%	100%	38%	62%	49%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(1,786)	(1,012)	(774)	(1,115)	(225)	(288)

13. More Romantic Partner

Compared to the person you are in a relationship with, do you think you are...?

Among those currently in a committed romantic relationship

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
More romantic than they are	35%	31%	38%	46%	37%	32%	27%
Less romantic than they are	23%	27%	20%	19%	22%	29%	20%
It's about equal	42%	41%	42%	35%	41%	39%	53%
Totals	100%	99%	100%	100%	100%	100%	100%
Weighted N	(1,010)	(480)	(530)	(166)	(297)	(320)	(228)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
More romantic than they are	35%	35%	*	33%	39%	35%
Less romantic than they are	23%	23%	*	23%	21%	21%
It's about equal	42%	42%	*	43%	40%	44%
Totals	100%	100%	*	99%	100%	100%
Weighted N	(1,010)	(1,010)	(0)	(691)	(86)	(147)

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14A. Importance to Being Romantic — Being physically affectionate
How important are each of the following in telling whether or not a person is romantic?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Very important	54%	55%	52%	63%	53%	53%	48%
Somewhat important	40%	37%	42%	32%	41%	39%	46%
Not that important	6%	8%	5%	5%	6%	8%	6%
Totals	100%	100%	99%	100%	100%	100%	100%
Weighted N	(1,785)	(873)	(912)	(369)	(449)	(586)	(381)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Very important	54%	56%	51%	53%	55%	56%
Somewhat important	40%	40%	39%	41%	36%	38%
Not that important	6%	4%	10%	6%	9%	6%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(1,785)	(1,007)	(772)	(1,113)	(225)	(289)

14B. Importance to Being Romantic — Doing considerate things regularly
How important are each of the following in telling whether or not a person is romantic?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Very important	67%	63%	72%	62%	60%	70%	77%
Somewhat important	30%	32%	27%	35%	37%	26%	22%
Not that important	3%	5%	1%	3%	3%	4%	1%
Totals	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,785)	(873)	(912)	(370)	(449)	(585)	(381)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Very important	67%	72%	61%	70%	69%	62%
Somewhat important	30%	27%	34%	28%	28%	34%
Not that important	3%	1%	5%	2%	3%	4%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(1,785)	(1,006)	(774)	(1,115)	(225)	(287)

14C. Importance to Being Romantic — Being loyal and reliable
How important are each of the following in telling whether or not a person is romantic?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Very important	84%	80%	87%	77%	80%	86%	90%
Somewhat important	14%	16%	11%	21%	17%	10%	9%
Not that important	2%	3%	1%	2%	3%	3%	1%
Totals	100%	99%	99%	100%	100%	99%	100%
Weighted N	(1,783)	(869)	(914)	(368)	(449)	(586)	(380)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Very important	84%	87%	80%	85%	81%	83%
Somewhat important	14%	12%	16%	12%	17%	14%
Not that important	2%	1%	4%	3%	2%	3%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(1,783)	(1,005)	(773)	(1,111)	(225)	(290)

14D. Importance to Being Romantic — Doing unexpected and spontaneous romantic things
How important are each of the following in telling whether or not a person is romantic?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Very important	49%	49%	50%	49%	49%	49%	50%
Somewhat important	41%	40%	41%	42%	40%	39%	43%
Not that important	10%	11%	9%	9%	11%	12%	7%
Totals	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,784)	(872)	(912)	(369)	(450)	(584)	(380)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Very important	49%	52%	45%	47%	65%	47%
Somewhat important	41%	39%	43%	44%	24%	41%
Not that important	10%	9%	12%	9%	11%	12%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(1,784)	(1,007)	(772)	(1,111)	(225)	(290)

14E. Importance to Being Romantic — Being a good listener
How important are each of the following in telling whether or not a person is romantic?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Very important	78%	73%	81%	76%	76%	78%	80%
Somewhat important	19%	22%	17%	19%	20%	19%	19%
Not that important	3%	5%	2%	4%	4%	3%	1%
Totals	100%	100%	100%	99%	100%	100%	100%
Weighted N	(1,786)	(872)	(914)	(370)	(450)	(586)	(380)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Very important	78%	79%	76%	78%	78%	77%
Somewhat important	19%	19%	19%	19%	18%	19%
Not that important	3%	2%	5%	3%	4%	4%
Totals	100%	100%	100%	100%	100%	100%
Weighted N	(1,786)	(1,008)	(773)	(1,114)	(225)	(290)

14F. Importance to Being Romantic — Expressing love and romantic feelings often
How important are each of the following in telling whether or not a person is romantic?

		Gender		Age			
	Total	Male	Female	Under 30	30-44	45-64	65+
Very important	57%	57%	58%	69%	54%	55%	54%
Somewhat important	38%	37%	39%	27%	42%	39%	42%
Not that important	5%	6%	3%	4%	4%	6%	4%
Totals	100%	100%	100%	100%	100%	100%	100%
Weighted N	(1,785)	(871)	(914)	(370)	(449)	(586)	(381)

		In a Relationship		Race		
	Total	Yes	No	White	Black	Hispanic
Very important	57%	61%	52%	56%	69%	56%
Somewhat important	38%	35%	41%	40%	24%	38%
Not that important	5%	3%	7%	4%	7%	6%
Totals	100%	99%	100%	100%	100%	100%
Weighted N	(1,785)	(1,007)	(773)	(1,113)	(225)	(290)

HOW THE POLL WAS CONDUCTED AND THE MARGIN OF ERROR CALCULATED

The CBS News/YouGov survey of 1,791 adults in the U.S. was conducted between January 29-February 2, 2024.

This sample was weighted according to gender, age, race, and education based on the U.S. Census American Community Survey, and the U.S. Census Current Population Survey, as well as 2020 Presidential vote and 2022 Congressional vote. Respondents were selected to be representative of adults nationwide. The weights range from 0.1 to 6.6, with a mean of 1 and a standard deviation of 0.9.

The *margin of error* (a 95% confidence interval) for a sample percentage p based upon the entire sample is approximately $\pm$3.1 pts. It is calculated using the formula

$$\hat{p} \pm 100 \times \sqrt{\frac{1 + \mathsf{CV}^2}{n}}$$

where CV is the coefficient of variation of the sample weights and n is the sample size used to compute the proportion. This is a measure of sampling error (the average of all estimates obtained using the same sample selection and weighting procedures repeatedly). The sample estimate should differ from its expected value by less than margin of error in 95 percent of all samples. It does not reflect non-sampling errors, including potential selection bias in panel participation or in response to a particular survey.