

Daily Survey: Valentine's Day

January 27 - 31, 2022 - 1000 US Adult Citizens



1. Relationship Status

Which best describes your relationship status?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Married	41%	41%	41%	14%	38%	50%	56%	47%	24%	34%	32%
Living together, but not married	8%	6%	10%	11%	13%	7%	3%	8%	6%	9%	9%
In a serious relationship	8%	7%	8%	16%	10%	3%	4%	7%	10%	10%	8%
In a casual relationship	4%	5%	4%	8%	4%	4%	2%	3%	7%	7%	6%
Single, and looking for a partner	10%	15%	6%	23%	10%	8%	1%	8%	12%	17%	15%
Single, and not looking for a partner	25%	23%	27%	23%	23%	24%	30%	24%	35%	18%	19%
None of the above	4%	3%	5%	5%	3%	4%	5%	3%	6%	5%	10%
Totals	100%	100%	101%	100%	101%	100%	101%	100%	100%	100%	99%
Unweighted N	(1,000)	(473)	(527)	(200)	(216)	(341)	(243)	(708)	(122)	(102)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Married	41%	37%	37%	52%	41%	58%	24%	55%	62%	39%	39%	42%	43%
Living together, but not married	8%	11%	7%	6%	8%	5%	9%	8%	6%	10%	7%	9%	6%
In a serious relationship	8%	8%	6%	9%	6%	5%	9%	6%	8%	11%	6%	6%	10%
In a casual relationship	4%	6%	4%	3%	5%	3%	4%	5%	4%	4%	2%	5%	5%
Single, and looking for a partner	10%	10%	14%	6%	10%	7%	13%	5%	10%	12%	13%	9%	9%
Single, and not looking for a partner	25%	25%	27%	20%	27%	16%	34%	18%	8%	22%	29%	24%	23%
None of the above	4%	2%	6%	4%	3%	4%	5%	3%	1%	4%	2%	5%	4%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Totals	100%	99%	101%	100%	100%	98%	98%	100%	99%	102%	98%	100%	100%
Unweighted N	(1,000)	(348)	(386)	(266)	(379)	(333)	(427)	(269)	(174)	(183)	(210)	(376)	(231)

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2. Heard of Love Languages

Have you ever heard of the "five love languages"?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	22%	37%	37%	44%	23%	18%	29%	31%	32%	31%
No	60%	68%	52%	47%	49%	70%	69%	62%	59%	56%	52%
Not sure	10%	9%	12%	15%	7%	8%	13%	9%	10%	13%	17%
Totals	100%	99%	101%	99%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(997)	(470)	(527)	(199)	(214)	(341)	(243)	(705)	(122)	(102)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	33%	25%	32%	34%	31%	24%	32%	38%	32%	28%	27%	35%
No	60%	57%	64%	59%	56%	63%	66%	58%	50%	56%	63%	64%	53%
Not sure	10%	11%	11%	9%	10%	7%	10%	10%	11%	12%	9%	9%	12%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	99%	100%	100%	100%	100%
Unweighted N	(997)	(347)	(385)	(265)	(378)	(332)	(425)	(269)	(173)	(183)	(210)	(375)	(229)

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3A. Ranking of Receiving Love Languages — Words of affirmation, such as compliments or saying "I love you"

The five love languages are five different ways of expressing and receiving love. Please rank the following from one to five, with one being the way you most prefer to receive love, and five being the way you least prefer to receive love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	19%	16%	22%	18%	15%	20%	24%	20%	20%	19%	13%
2	29%	30%	28%	25%	32%	29%	31%	29%	28%	35%	26%
3	28%	28%	27%	27%	27%	30%	25%	29%	25%	23%	27%
4	15%	17%	13%	16%	17%	14%	14%	15%	17%	12%	19%
5	9%	9%	9%	15%	9%	7%	5%	8%	11%	10%	15%
Totals	100%	100%	99%	101%	100%	100%	99%	101%	101%	99%	100%
Unweighted N	(973)	(454)	(519)	(190)	(214)	(331)	(238)	(689)	(119)	(98)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	19%	22%	17%	20%	22%	18%	21%	17%	18%	16%	19%	21%	19%
2	29%	30%	32%	24%	30%	26%	28%	31%	28%	32%	33%	27%	28%
3	28%	25%	27%	32%	26%	30%	28%	30%	30%	30%	28%	25%	30%
4	15%	16%	15%	14%	15%	16%	15%	14%	15%	14%	10%	18%	15%
5	9%	7%	9%	10%	7%	9%	8%	8%	9%	9%	10%	9%	9%
Totals	100%	100%	100%	100%	100%	99%	100%	100%	100%	101%	100%	100%	101%
Unweighted N	(973)	(343)	(372)	(258)	(368)	(322)	(415)	(263)	(170)	(179)	(205)	(364)	(225)

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3B. Ranking of Receiving Love Languages — Quality time, such as hanging out together or doing shared activities

The five love languages are five different ways of expressing and receiving love. Please rank the following from one to five, with one being the way you most prefer to receive love, and five being the way you least prefer to receive love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	38%	33%	43%	41%	37%	35%	40%	38%	37%	39%	39%
2	25%	25%	25%	23%	23%	28%	25%	25%	31%	18%	24%
3	21%	23%	18%	16%	22%	20%	24%	23%	15%	17%	15%
4	11%	14%	9%	14%	12%	12%	8%	10%	10%	16%	15%
5	5%	6%	5%	6%	6%	5%	3%	3%	7%	11%	8%
Totals	100%	101%	100%	100%	100%	100%	100%	99%	100%	101%	101%
Unweighted N	(974)	(455)	(519)	(191)	(214)	(331)	(238)	(689)	(119)	(100)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	38%	38%	39%	36%	39%	36%	37%	38%	36%	38%	40%	35%	41%
2	25%	24%	25%	26%	25%	26%	27%	22%	26%	26%	22%	28%	22%
3	21%	21%	20%	21%	20%	22%	20%	21%	22%	18%	22%	20%	23%
4	11%	9%	12%	13%	10%	11%	12%	12%	13%	13%	11%	12%	9%
5	5%	7%	4%	4%	6%	4%	4%	7%	3%	6%	4%	5%	5%
Totals	100%	99%	100%	100%	100%	99%	100%	100%	100%	101%	99%	100%	100%
Unweighted N	(974)	(343)	(372)	(259)	(367)	(323)	(416)	(263)	(170)	(179)	(205)	(365)	(225)

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3C. Ranking of Receiving Love Languages — Acts of service, such as doing a chore or running an errand for someone

The five love languages are five different ways of expressing and receiving love. Please rank the following from one to five, with one being the way you most prefer to receive love, and five being the way you least prefer to receive love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	13%	12%	14%	12%	13%	14%	12%	13%	12%	15%	13%
2	16%	13%	19%	23%	16%	15%	12%	15%	14%	19%	25%
3	17%	16%	18%	18%	17%	17%	17%	17%	17%	15%	19%
4	33%	35%	31%	28%	33%	32%	40%	34%	30%	33%	29%
5	21%	24%	18%	19%	22%	23%	19%	21%	27%	19%	13%
Totals	100%	100%	100%	100%	101%	101%	100%	100%	100%	101%	99%
Unweighted N	(972)	(454)	(518)	(191)	(214)	(331)	(236)	(690)	(119)	(98)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	13%	11%	14%	12%	13%	14%	12%	14%	11%	17%	12%	13%	10%
2	16%	16%	16%	17%	15%	16%	15%	18%	16%	17%	15%	15%	19%
3	17%	16%	18%	17%	19%	18%	17%	17%	17%	14%	18%	18%	17%
4	33%	35%	31%	33%	33%	34%	33%	30%	37%	33%	33%	31%	36%
5	21%	22%	20%	21%	20%	18%	24%	21%	19%	19%	21%	24%	18%
Totals	100%	100%	99%	100%	100%	100%	101%	100%	100%	100%	99%	101%	100%
Unweighted N	(972)	(342)	(372)	(258)	(365)	(322)	(416)	(261)	(170)	(179)	(205)	(364)	(224)

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3D. Ranking of Receiving Love Languages — Gifts, including carefully considered homemade or purchased presents

The five love languages are five different ways of expressing and receiving love. Please rank the following from one to five, with one being the way you most prefer to receive love, and five being the way you least prefer to receive love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	7%	7%	6%	11%	10%	4%	2%	4%	14%	7%	13%
2	8%	9%	7%	12%	7%	6%	7%	9%	6%	5%	5%
3	12%	11%	12%	10%	13%	14%	7%	9%	22%	18%	10%
4	26%	24%	27%	24%	27%	26%	26%	26%	24%	27%	21%
5	48%	49%	48%	43%	42%	50%	57%	52%	34%	43%	51%
Totals	101%	100%	100%	100%	99%	100%	99%	100%	100%	100%	100%
Unweighted N	(972)	(453)	(519)	(190)	(214)	(331)	(237)	(690)	(119)	(98)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	7%	8%	7%	3%	5%	3%	7%	7%	4%	5%	5%	7%	8%
2	8%	7%	7%	11%	7%	10%	8%	7%	10%	7%	9%	9%	5%
3	12%	14%	10%	12%	13%	10%	14%	9%	8%	12%	9%	14%	10%
4	26%	25%	27%	25%	25%	24%	26%	26%	24%	25%	30%	23%	25%
5	48%	47%	49%	48%	50%	52%	45%	51%	53%	49%	47%	46%	52%
Totals	101%	101%	100%	99%	100%	99%	100%	100%	99%	98%	100%	99%	100%
Unweighted N	(972)	(342)	(372)	(258)	(367)	(322)	(414)	(263)	(170)	(180)	(205)	(364)	(223)

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3E. Ranking of Receiving Love Languages — Physical touch, including signs of affection, kissing, cuddling, or sex

The five love languages are five different ways of expressing and receiving love. Please rank the following from one to five, with one being the way you most prefer to receive love, and five being the way you least prefer to receive love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	24%	33%	16%	19%	26%	27%	22%	26%	19%	21%	23%
2	21%	23%	20%	17%	22%	22%	24%	22%	20%	23%	19%
3	23%	22%	24%	29%	20%	19%	26%	22%	21%	27%	29%
4	15%	10%	20%	18%	12%	17%	13%	15%	19%	11%	16%
5	17%	13%	20%	17%	20%	15%	15%	16%	21%	18%	13%
Totals	100%	101%	100%	100%	100%	100%	100%	101%	100%	100%	100%
Unweighted N	(973)	(454)	(519)	(190)	(214)	(331)	(238)	(689)	(119)	(98)	(67)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	24%	21%	23%	29%	22%	28%	23%	25%	30%	24%	24%	24%	24%
2	21%	23%	20%	22%	23%	21%	23%	22%	19%	18%	21%	21%	26%
3	23%	24%	25%	18%	22%	20%	22%	24%	23%	26%	22%	23%	20%
4	15%	15%	16%	15%	17%	15%	14%	17%	11%	15%	15%	16%	14%
5	17%	17%	16%	17%	17%	17%	19%	12%	16%	17%	18%	16%	17%
Totals	100%	100%	100%	101%	101%	101%	101%	100%	99%	100%	100%	100%	101%
Unweighted N	(973)	(343)	(372)	(258)	(368)	(322)	(415)	(263)	(170)	(179)	(205)	(364)	(225)

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4A. Ranking of Receiving Love Languages (1) — Words of affirmation, such as compliments or saying "I love you"

Please rank the following from one to five, with one being the way you most prefer to express love, and five being the way you least prefer to express love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	23%	23%	23%	23%	18%	22%	29%	22%	25%	27%	21%
2	24%	23%	25%	17%	24%	26%	27%	25%	27%	21%	11%
3	26%	27%	25%	24%	29%	28%	23%	28%	25%	21%	25%
4	15%	15%	16%	17%	17%	16%	13%	15%	12%	15%	28%
5	12%	13%	11%	19%	12%	9%	8%	11%	11%	15%	15%
Totals	100%	101%	100%	100%	100%	101%	100%	101%	100%	99%	100%
Unweighted N	(975)	(455)	(520)	(191)	(212)	(333)	(239)	(690)	(121)	(98)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	23%	25%	21%	23%	25%	21%	23%	24%	24%	18%	23%	24%	25%
2	24%	24%	24%	24%	25%	24%	23%	25%	21%	25%	26%	23%	24%
3	26%	28%	23%	29%	24%	28%	27%	24%	30%	27%	31%	23%	26%
4	15%	14%	18%	13%	18%	15%	15%	13%	17%	16%	12%	19%	13%
5	12%	10%	13%	12%	8%	12%	12%	14%	8%	14%	9%	12%	12%
Totals	100%	101%	99%	101%	100%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(975)	(340)	(375)	(260)	(369)	(325)	(418)	(262)	(170)	(180)	(202)	(367)	(226)

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4B. Ranking of Receiving Love Languages (1) — Quality time, such as hanging out together or doing shared activities

Please rank the following from one to five, with one being the way you most prefer to express love, and five being the way you least prefer to express love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	33%	27%	38%	40%	30%	31%	32%	33%	27%	38%	31%
2	25%	25%	24%	21%	20%	27%	29%	24%	27%	23%	24%
3	22%	23%	20%	15%	20%	25%	25%	23%	21%	22%	14%
4	14%	15%	13%	11%	21%	11%	12%	14%	13%	14%	15%
5	7%	9%	5%	12%	9%	6%	3%	6%	13%	4%	16%
Totals	101%	99%	100%	99%	100%	100%	101%	100%	101%	101%	100%
Unweighted N	(971)	(451)	(520)	(188)	(212)	(332)	(239)	(689)	(120)	(97)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	33%	31%	35%	32%	33%	35%	33%	32%	27%	37%	33%	32%	31%
2	25%	24%	26%	23%	26%	26%	24%	22%	28%	21%	21%	28%	25%
3	22%	22%	21%	21%	22%	20%	24%	22%	18%	23%	21%	21%	22%
4	14%	16%	11%	15%	14%	14%	12%	18%	16%	14%	15%	11%	16%
5	7%	7%	7%	8%	5%	6%	7%	7%	11%	5%	9%	7%	7%
Totals	101%	100%	100%	99%	100%	101%	100%	101%	100%	100%	99%	99%	101%
Unweighted N	(971)	(340)	(372)	(259)	(369)	(323)	(417)	(261)	(169)	(179)	(202)	(365)	(225)

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4C. Ranking of Receiving Love Languages (1) — Acts of service, such as doing a chore or running an errand for someone

Please rank the following from one to five, with one being the way you most prefer to express love, and five being the way you least prefer to express love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	14%	12%	16%	16%	17%	13%	12%	16%	10%	11%	16%
2	19%	18%	21%	19%	24%	17%	17%	18%	17%	18%	32%
3	18%	19%	17%	18%	14%	19%	21%	18%	20%	15%	18%
4	27%	30%	25%	30%	21%	27%	32%	27%	27%	31%	20%
5	21%	21%	21%	17%	24%	23%	18%	20%	26%	25%	14%
Totals	99%	100%	100%	100%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(973)	(453)	(520)	(189)	(212)	(333)	(239)	(689)	(120)	(98)	(66)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	14%	15%	16%	12%	15%	14%	12%	14%	19%	16%	15%	13%	14%
2	19%	19%	19%	20%	19%	17%	19%	19%	19%	18%	24%	17%	20%
3	18%	16%	19%	19%	18%	21%	17%	18%	22%	15%	17%	21%	18%
4	27%	29%	27%	25%	28%	28%	30%	26%	21%	25%	26%	27%	31%
5	21%	21%	19%	24%	20%	20%	22%	23%	19%	26%	18%	22%	17%
Totals	99%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(973)	(340)	(374)	(259)	(370)	(323)	(417)	(263)	(169)	(179)	(202)	(366)	(226)

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4D. Ranking of Receiving Love Languages (1) — Gifts, including carefully considered homemade or purchased presents

Please rank the following from one to five, with one being the way you most prefer to express love, and five being the way you least prefer to express love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	8%	9%	8%	8%	13%	7%	5%	5%	15%	12%	17%
2	11%	10%	12%	19%	11%	9%	6%	12%	8%	8%	13%
3	14%	13%	14%	21%	14%	11%	8%	14%	15%	12%	12%
4	26%	26%	26%	22%	26%	29%	24%	25%	30%	30%	19%
5	42%	42%	41%	30%	35%	44%	57%	44%	32%	39%	39%
Totals	101%	100%	101%	100%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(972)	(452)	(520)	(189)	(212)	(332)	(239)	(689)	(120)	(98)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	8%	10%	7%	7%	8%	6%	9%	9%	7%	7%	8%	8%	10%
2	11%	8%	11%	13%	7%	12%	12%	12%	7%	12%	11%	11%	10%
3	14%	11%	15%	15%	11%	13%	13%	13%	14%	18%	11%	15%	9%
4	26%	27%	27%	24%	25%	25%	26%	26%	27%	22%	28%	26%	26%
5	42%	45%	40%	41%	48%	44%	39%	41%	45%	40%	42%	41%	44%
Totals	101%	101%	100%	100%	99%	100%	99%	101%	100%	99%	100%	101%	99%
Unweighted N	(972)	(340)	(373)	(259)	(369)	(323)	(417)	(262)	(169)	(179)	(202)	(366)	(225)

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4E. Ranking of Receiving Love Languages (1) — Physical touch, including signs of affection, kissing, cuddling, or sex

Please rank the following from one to five, with one being the way you most prefer to express love, and five being the way you least prefer to express love.

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	22%	30%	15%	14%	21%	27%	22%	24%	24%	14%	15%
2	22%	25%	19%	24%	20%	21%	21%	20%	20%	29%	21%
3	20%	17%	24%	21%	23%	16%	23%	18%	19%	29%	31%
4	18%	14%	21%	20%	16%	17%	19%	19%	18%	10%	17%
5	19%	15%	22%	21%	20%	19%	14%	19%	19%	17%	15%
Totals	101%	101%	101%	100%	100%	100%	99%	100%	100%	99%	99%
Unweighted N	(971)	(451)	(520)	(188)	(212)	(332)	(239)	(689)	(120)	(97)	(65)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	22%	20%	21%	26%	19%	25%	22%	23%	24%	21%	22%	24%	20%
2	22%	26%	19%	19%	23%	20%	22%	23%	24%	24%	18%	22%	22%
3	20%	23%	21%	15%	25%	18%	19%	23%	16%	17%	20%	19%	25%
4	18%	15%	16%	24%	14%	19%	17%	17%	19%	22%	18%	17%	14%
5	19%	17%	22%	16%	19%	18%	20%	15%	17%	15%	22%	18%	19%
Totals	101%	101%	99%	100%	100%	100%	100%	101%	100%	99%	100%	100%	100%
Unweighted N	(971)	(340)	(372)	(259)	(369)	(323)	(417)	(261)	(169)	(179)	(202)	(365)	(225)

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5. Partner Top Love Language

If you had to guess, which of the following is your partner's top love language?

Asked of those with a long-term partner

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Words of affirmation, such as compliments or saying "I love you"	25%	30%	20%	18%	18%	24%	37%	26%	18%	25%	25%
Quality time, such as hanging out together or doing shared activities	31%	30%	31%	34%	27%	34%	29%	30%	28%	35%	37%
Acts of service, such as doing a chore or running an errand for someone	13%	13%	13%	7%	13%	15%	14%	15%	3%	4%	20%
Gifts, including carefully considered homemade or purchased presents	7%	7%	7%	9%	9%	7%	4%	6%	12%	8%	9%
Physical touch, including signs of affection, kissing, cuddling, or sex	25%	19%	29%	32%	33%	21%	16%	24%	39%	28%	9%
Totals	101%	99%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(575)	(261)	(314)	(88)	(131)	(202)	(154)	(435)	(51)	(54)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Words of affirmation, such as compliments or saying "I love you"	25%	17%	29%	29%	17%	27%	29%	21%	25%	25%	29%	24%	23%

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	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Quality time, such as hanging out together or doing shared activities	31%	41%	27%	24%	37%	27%	28%	27%	39%	30%	32%	29%	33%
Acts of service, such as doing a chore or running an errand for someone	13%	12%	11%	16%	15%	13%	11%	15%	13%	15%	14%	11%	13%
Gifts, including carefully considered homemade or purchased presents	7%	8%	7%	6%	9%	7%	7%	7%	6%	5%	7%	8%	7%
Physical touch, including signs of affection, kissing, cuddling, or sex	25%	23%	26%	25%	22%	25%	25%	30%	17%	24%	18%	29%	24%
Totals	101%	101%	100%	100%	100%	99%	100%	100%	100%	99%	100%	101%	100%
Unweighted N	(575)	(199)	(198)	(178)	(213)	(230)	(186)	(186)	(135)	(116)	(114)	(215)	(130)

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6. Partner Good at Giving Love

How good of a job does your partner do at expressing love in the way you prefer to receive it?

Asked of those with a long-term partner

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Excellent	31%	34%	28%	22%	27%	37%	32%	30%	33%	35%	29%
Good	37%	38%	36%	36%	34%	35%	44%	36%	39%	41%	37%
Fair	20%	17%	23%	26%	26%	19%	13%	23%	18%	14%	12%
Poor	6%	5%	7%	9%	5%	6%	6%	6%	7%	5%	10%
Very poor	5%	5%	5%	7%	8%	3%	5%	5%	3%	4%	12%
Totals	99%	99%	99%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(576)	(261)	(315)	(88)	(131)	(203)	(154)	(436)	(51)	(54)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Excellent	31%	33%	29%	31%	33%	31%	29%	33%	33%	29%	30%	35%	27%
Good	37%	39%	36%	36%	35%	35%	36%	40%	34%	37%	36%	35%	42%
Fair	20%	17%	21%	24%	19%	23%	25%	22%	15%	26%	20%	21%	17%
Poor	6%	7%	7%	5%	9%	6%	6%	4%	9%	4%	8%	5%	8%
Very poor	5%	4%	7%	5%	4%	6%	4%	2%	10%	3%	5%	4%	7%
Totals	99%	100%	100%	101%	100%	101%	100%	101%	101%	99%	99%	100%	101%
Unweighted N	(576)	(199)	(198)	(179)	(213)	(231)	(187)	(186)	(135)	(116)	(114)	(216)	(130)

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7. You Good at Giving Love

How good of a job do you think you do at expressing love in the way your partner prefers to receive it?

Asked of those with a long-term partner

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Excellent	21%	21%	20%	14%	21%	22%	22%	19%	37%	19%	18%
Good	43%	41%	45%	46%	40%	44%	44%	45%	40%	43%	28%
Fair	28%	31%	25%	26%	33%	25%	26%	28%	15%	29%	31%
Poor	7%	6%	7%	10%	5%	7%	6%	6%	8%	4%	19%
Very poor	2%	1%	3%	5%	1%	1%	2%	1%	0%	5%	4%
Totals	101%	100%	100%	101%	100%	99%	100%	99%	100%	100%	100%
Unweighted N	(573)	(260)	(313)	(87)	(131)	(203)	(152)	(434)	(50)	(54)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Excellent	21%	28%	16%	19%	22%	19%	23%	18%	23%	22%	21%	23%	16%
Good	43%	42%	44%	44%	43%	45%	43%	47%	42%	50%	37%	42%	47%
Fair	28%	23%	29%	30%	25%	29%	26%	27%	28%	20%	35%	26%	30%
Poor	7%	6%	8%	6%	9%	7%	8%	7%	6%	6%	7%	8%	5%
Very poor	2%	1%	3%	1%	1%	1%	1%	1%	2%	2%	0%	2%	3%
Totals	101%	100%	100%	100%	100%	101%	101%	100%	101%	100%	100%	101%	101%
Unweighted N	(573)	(198)	(196)	(179)	(212)	(230)	(186)	(186)	(134)	(116)	(114)	(215)	(128)

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8. Receive Love Same as Partner

Do you feel like you and your partner like to receive love in the same way, or different ways?

Asked of those with a long-term partner

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The same way	43%	48%	38%	36%	38%	48%	46%	41%	43%	51%	45%
Different ways	48%	44%	51%	50%	54%	44%	46%	51%	49%	38%	36%
Not sure	9%	7%	11%	14%	8%	8%	9%	8%	8%	11%	19%
Totals	100%	99%	100%	100%	100%	100%	101%	100%	100%	100%	100%
Unweighted N	(576)	(261)	(315)	(88)	(131)	(203)	(154)	(436)	(51)	(54)	(35)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The same way	43%	46%	40%	43%	40%	42%	47%	45%	40%	39%	44%	46%	41%
Different ways	48%	46%	49%	49%	50%	51%	45%	46%	53%	52%	47%	44%	52%
Not sure	9%	8%	11%	8%	9%	7%	8%	10%	6%	9%	9%	10%	8%
Totals	100%	100%	100%	100%	99%	100%	100%	101%	99%	100%	100%	100%	101%
Unweighted N	(576)	(199)	(198)	(179)	(213)	(231)	(187)	(186)	(135)	(116)	(114)	(216)	(130)

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9. Give Love Same as Partner

Do you feel like you and your partner like to express love in the same way, or different ways?

Asked of those with a long-term partner

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
The same way	40%	44%	36%	30%	36%	46%	41%	39%	44%	39%	46%
Different ways	52%	47%	57%	64%	55%	46%	50%	54%	51%	42%	52%
Not sure	8%	9%	7%	6%	9%	8%	8%	7%	6%	19%	2%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	100%
Unweighted N	(569)	(256)	(313)	(88)	(129)	(202)	(150)	(430)	(49)	(55)	(35)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
The same way	40%	45%	37%	38%	40%	38%	41%	44%	38%	35%	45%	44%	33%
Different ways	52%	49%	55%	53%	53%	55%	49%	49%	56%	57%	46%	48%	60%
Not sure	8%	6%	9%	9%	7%	7%	10%	6%	6%	8%	9%	8%	7%
Totals	100%	100%	101%	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%
Unweighted N	(569)	(194)	(198)	(177)	(211)	(230)	(185)	(182)	(135)	(114)	(112)	(213)	(130)

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10. Does Singlism Exist

Some people have argued that society's laws, policies, and practices favor married people and couples over single people, a phenomenon referred to as 'singlism.' Do you think that single people are stigmatized and discriminated against relative to people who are coupled?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, a lot	11%	10%	11%	13%	12%	8%	10%	7%	20%	14%	19%
Yes, a little	31%	29%	33%	33%	29%	30%	33%	31%	32%	31%	30%
No	40%	42%	38%	36%	41%	41%	42%	43%	31%	38%	33%
Not sure	18%	18%	18%	17%	18%	21%	15%	19%	18%	17%	18%
Totals	100%	99%	100%	99%	100%	100%	100%	100%	101%	100%	100%
Unweighted N	(996)	(470)	(526)	(196)	(216)	(341)	(243)	(704)	(122)	(102)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, a lot	11%	14%	12%	4%	15%	5%	13%	9%	9%	14%	9%	9%	12%
Yes, a little	31%	38%	29%	26%	38%	21%	31%	33%	31%	31%	26%	33%	33%
No	40%	30%	37%	57%	29%	60%	34%	42%	50%	32%	45%	40%	42%
Not sure	18%	18%	22%	13%	18%	14%	22%	15%	11%	23%	20%	18%	14%
Totals	100%	100%	100%	100%	100%	100%	100%	99%	101%	100%	100%	100%	101%
Unweighted N	(996)	(347)	(384)	(265)	(378)	(332)	(425)	(268)	(174)	(182)	(208)	(376)	(230)

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11A. Fairness of Marriage Benefits — Single people can't get health insurance or Social Security benefits through other people the way married people can through their spouses

Do you think it's fair or unfair that...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Fair	36%	40%	33%	27%	36%	41%	39%	40%	25%	33%	34%
Unfair	38%	35%	41%	41%	38%	35%	40%	36%	50%	43%	28%
Not sure	26%	25%	27%	32%	27%	25%	21%	25%	26%	24%	38%
Totals	100%	100%	101%	100%	101%	101%	100%	101%	101%	100%	100%
Unweighted N	(997)	(472)	(525)	(198)	(216)	(341)	(242)	(705)	(122)	(102)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Fair	36%	26%	36%	50%	28%	58%	29%	41%	50%	32%	40%	36%	37%
Unfair	38%	52%	32%	28%	48%	23%	45%	34%	28%	45%	32%	38%	39%
Not sure	26%	22%	31%	22%	24%	19%	25%	25%	22%	24%	28%	26%	25%
Totals	100%	100%	99%	100%	100%	100%	99%	100%	100%	101%	100%	100%	101%
Unweighted N	(997)	(347)	(384)	(266)	(378)	(332)	(427)	(267)	(174)	(182)	(209)	(376)	(230)

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11B. Fairness of Marriage Benefits — Married people sometimes pay less taxes than they would if they were single

Do you think it's fair or unfair that...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Fair	36%	42%	29%	26%	36%	39%	39%	38%	28%	29%	37%
Unfair	37%	31%	43%	39%	35%	36%	39%	37%	41%	36%	34%
Not sure	27%	27%	28%	35%	29%	25%	22%	25%	31%	35%	29%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(997)	(472)	(525)	(198)	(216)	(341)	(242)	(705)	(122)	(102)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Fair	36%	30%	33%	47%	29%	52%	29%	37%	53%	31%	34%	38%	36%
Unfair	37%	47%	35%	27%	46%	24%	41%	36%	28%	41%	37%	33%	41%
Not sure	27%	24%	32%	26%	25%	23%	30%	27%	19%	28%	29%	29%	24%
Totals	100%	101%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%	101%
Unweighted N	(997)	(347)	(384)	(266)	(378)	(332)	(427)	(267)	(174)	(182)	(209)	(376)	(230)

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11C. Fairness of Marriage Benefits — There are no legal protections from housing or employment discrimination based on marital status

Do you think it's fair or unfair that...

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Fair	27%	32%	22%	22%	30%	29%	25%	29%	18%	25%	26%
Unfair	37%	35%	38%	37%	35%	35%	42%	35%	46%	34%	40%
Not sure	36%	33%	40%	41%	35%	37%	33%	36%	36%	42%	34%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(994)	(472)	(522)	(198)	(215)	(339)	(242)	(703)	(122)	(101)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Fair	27%	20%	27%	34%	19%	39%	23%	29%	38%	24%	28%	25%	30%
Unfair	37%	47%	34%	28%	50%	25%	40%	40%	32%	41%	35%	37%	37%
Not sure	36%	32%	39%	38%	31%	36%	37%	31%	30%	36%	38%	38%	33%
Totals	100%	99%	100%	100%	100%	100%	100%	100%	100%	101%	101%	100%	100%
Unweighted N	(994)	(346)	(383)	(265)	(377)	(331)	(427)	(265)	(173)	(182)	(208)	(376)	(228)

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12. Does Divorce Bias Exist

Do you think that divorced people are stigmatized and discriminated against relative to people who are married?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, a lot	11%	11%	10%	14%	14%	8%	8%	8%	14%	18%	15%
Yes, a little	35%	36%	33%	38%	33%	30%	40%	37%	24%	29%	36%
No	38%	38%	37%	26%	33%	47%	41%	40%	40%	35%	23%
Not sure	17%	15%	19%	22%	19%	15%	11%	15%	21%	19%	26%
Totals	101%	100%	99%	100%	99%	100%	100%	100%	99%	101%	100%
Unweighted N	(999)	(473)	(526)	(199)	(216)	(341)	(243)	(707)	(122)	(102)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes, a lot	11%	13%	10%	9%	12%	8%	13%	11%	7%	14%	10%	10%	12%
Yes, a little	35%	39%	29%	38%	40%	35%	33%	36%	41%	33%	29%	36%	39%
No	38%	33%	37%	45%	34%	48%	34%	39%	45%	36%	41%	37%	37%
Not sure	17%	14%	25%	8%	14%	9%	20%	14%	7%	17%	20%	18%	12%
Totals	101%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	100%
Unweighted N	(999)	(347)	(386)	(266)	(379)	(333)	(427)	(269)	(174)	(183)	(210)	(376)	(230)

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13. Valentine's Day Special Occasion

Is Valentine's Day a real special occasion?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	30%	31%	30%	36%	31%	29%	28%	28%	42%	35%	23%
No	58%	56%	60%	50%	56%	62%	64%	63%	49%	46%	59%
Not sure	11%	12%	10%	14%	13%	10%	8%	9%	9%	19%	18%
Totals	99%	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(998)	(472)	(526)	(198)	(216)	(341)	(243)	(706)	(122)	(102)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	30%	40%	22%	31%	33%	28%	26%	35%	36%	34%	24%	33%	29%
No	58%	53%	63%	59%	58%	65%	63%	53%	54%	57%	63%	57%	58%
Not sure	11%	8%	15%	10%	9%	7%	10%	11%	10%	9%	13%	10%	13%
Totals	99%	101%	100%	100%	100%	100%	99%	99%	100%	100%	100%	100%	100%
Unweighted N	(998)	(347)	(385)	(266)	(378)	(333)	(427)	(268)	(174)	(182)	(210)	(376)	(230)

Daily Survey: Valentine's Day

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14A. Valentine's Day Holiday Comparison — Mother's Day

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	17%	21%	14%	20%	22%	17%	10%	19%	16%	15%	13%
I like this holiday more than I like Valentine's Day	65%	60%	69%	59%	60%	63%	78%	65%	69%	58%	64%
Not sure	18%	19%	17%	20%	19%	20%	12%	16%	15%	27%	23%
Totals	100%	100%	100%	99%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(984)	(468)	(516)	(196)	(211)	(337)	(240)	(695)	(120)	(101)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	17%	18%	17%	17%	18%	15%	17%	21%	20%	15%	19%	18%	16%
I like this holiday more than I like Valentine's Day	65%	70%	59%	67%	66%	71%	66%	63%	64%	67%	65%	65%	62%
Not sure	18%	12%	24%	15%	16%	15%	18%	16%	16%	18%	16%	17%	21%
Totals	100%	100%	100%	99%	100%	101%	101%	100%	100%	100%	100%	100%	99%
Unweighted N	(984)	(340)	(380)	(264)	(372)	(329)	(421)	(263)	(172)	(181)	(205)	(373)	(225)

Daily Survey: Valentine's Day

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14B. Valentine's Day Holiday Comparison — Memorial Day

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	26%	27%	26%	33%	27%	23%	23%	23%	31%	38%	23%
I like this holiday more than I like Valentine's Day	53%	55%	52%	37%	51%	59%	61%	58%	49%	29%	55%
Not sure	21%	19%	23%	29%	22%	18%	16%	18%	20%	33%	22%
Totals	100%	101%	101%	99%	100%	100%	100%	99%	100%	100%	100%
Unweighted N	(984)	(467)	(517)	(196)	(212)	(337)	(239)	(698)	(119)	(99)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	26%	34%	25%	19%	31%	18%	28%	27%	29%	26%	24%	29%	23%
I like this holiday more than I like Valentine's Day	53%	49%	50%	64%	51%	68%	49%	56%	55%	53%	57%	52%	52%
Not sure	21%	18%	26%	17%	18%	14%	23%	17%	16%	21%	19%	19%	25%
Totals	100%	101%	101%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(984)	(340)	(381)	(263)	(373)	(329)	(419)	(264)	(173)	(181)	(208)	(370)	(225)

Daily Survey: Valentine's Day

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14C. Valentine's Day Holiday Comparison — Father's Day

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	25%	24%	27%	27%	30%	25%	20%	26%	27%	18%	25%
I like this holiday more than I like Valentine's Day	53%	56%	50%	50%	49%	53%	58%	53%	53%	52%	46%
Not sure	22%	20%	24%	23%	21%	22%	21%	20%	20%	29%	29%
Totals	100%	100%	101%	100%	100%	100%	99%	99%	100%	99%	100%
Unweighted N	(984)	(466)	(518)	(196)	(213)	(338)	(237)	(698)	(120)	(98)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	25%	31%	19%	27%	28%	23%	25%	29%	27%	23%	26%	27%	23%
I like this holiday more than I like Valentine's Day	53%	51%	55%	52%	52%	60%	53%	49%	56%	57%	54%	51%	51%
Not sure	22%	18%	26%	21%	20%	17%	22%	23%	17%	20%	20%	22%	25%
Totals	100%	100%	100%	100%	100%	100%	100%	101%	100%	100%	100%	100%	99%
Unweighted N	(984)	(341)	(381)	(262)	(373)	(327)	(421)	(264)	(172)	(181)	(208)	(371)	(224)

Daily Survey: Valentine's Day
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14D. Valentine's Day Holiday Comparison — Fourth of July

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	20%	19%	21%	26%	20%	19%	16%	18%	25%	27%	21%
I like this holiday more than I like Valentine's Day	64%	66%	62%	53%	63%	66%	72%	70%	55%	43%	64%
Not sure	16%	15%	17%	21%	16%	15%	12%	12%	20%	30%	15%
Totals	100%	100%	100%	100%	99%	100%	100%	100%	100%	100%	100%
Unweighted N	(984)	(467)	(517)	(195)	(212)	(337)	(240)	(698)	(119)	(99)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	20%	27%	16%	18%	23%	15%	22%	19%	21%	21%	19%	19%	22%
I like this holiday more than I like Valentine's Day	64%	61%	63%	71%	64%	75%	62%	70%	62%	69%	66%	63%	61%
Not sure	16%	12%	22%	11%	13%	10%	16%	12%	18%	10%	15%	18%	17%
Totals	100%	100%	101%	100%	100%	100%	100%	101%	101%	100%	100%	100%	100%
Unweighted N	(984)	(339)	(382)	(263)	(373)	(328)	(420)	(262)	(174)	(179)	(207)	(373)	(225)

Daily Survey: Valentine's Day
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14E. Valentine's Day Holiday Comparison — Labor Day

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	35%	33%	37%	38%	38%	34%	32%	37%	32%	34%	35%
I like this holiday more than I like Valentine's Day	43%	47%	40%	40%	39%	44%	51%	44%	45%	36%	42%
Not sure	21%	20%	23%	22%	24%	22%	17%	19%	23%	30%	23%
Totals	99%	100%	100%	100%	101%	100%	100%	100%	100%	100%	100%
Unweighted N	(984)	(465)	(519)	(194)	(213)	(338)	(239)	(698)	(119)	(99)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	35%	39%	31%	37%	37%	36%	36%	37%	41%	36%	33%	35%	37%
I like this holiday more than I like Valentine's Day	43%	44%	40%	46%	46%	46%	41%	46%	43%	46%	48%	41%	40%
Not sure	21%	16%	29%	16%	18%	18%	23%	17%	16%	18%	19%	23%	23%
Totals	99%	99%	100%	99%	101%	100%	100%	100%	100%	100%	100%	99%	100%
Unweighted N	(984)	(339)	(382)	(263)	(372)	(329)	(421)	(262)	(172)	(181)	(207)	(371)	(225)

Daily Survey: Valentine's Day
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14F. Valentine's Day Holiday Comparison — Halloween

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	30%	29%	31%	28%	24%	29%	41%	29%	45%	27%	23%
I like this holiday more than I like Valentine's Day	54%	54%	55%	55%	61%	56%	43%	58%	35%	53%	51%
Not sure	16%	18%	14%	17%	15%	16%	16%	13%	20%	21%	26%
Totals	100%	101%	100%	100%	100%	101%	100%	100%	100%	101%	100%
Unweighted N	(985)	(467)	(518)	(196)	(213)	(339)	(237)	(699)	(119)	(99)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	30%	30%	22%	41%	29%	38%	30%	32%	25%	31%	22%	36%	26%
I like this holiday more than I like Valentine's Day	54%	60%	54%	47%	58%	50%	54%	53%	63%	54%	60%	48%	58%
Not sure	16%	10%	23%	12%	13%	12%	16%	15%	13%	15%	18%	15%	16%
Totals	100%	100%	99%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%
Unweighted N	(985)	(339)	(382)	(264)	(372)	(329)	(421)	(264)	(172)	(179)	(208)	(372)	(226)

Daily Survey: Valentine's Day
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14G. Valentine's Day Holiday Comparison — Thanksgiving

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	11%	13%	9%	16%	12%	9%	6%	9%	18%	12%	13%
I like this holiday more than I like Valentine's Day	79%	76%	82%	68%	74%	83%	89%	84%	75%	64%	66%
Not sure	10%	11%	10%	16%	14%	8%	5%	7%	8%	24%	22%
Totals	100%	100%	101%	100%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(986)	(468)	(518)	(196)	(212)	(339)	(239)	(699)	(120)	(99)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	11%	14%	8%	9%	9%	6%	11%	12%	10%	7%	8%	14%	10%
I like this holiday more than I like Valentine's Day	79%	81%	75%	82%	83%	87%	79%	79%	81%	85%	83%	75%	77%
Not sure	10%	5%	17%	8%	7%	6%	10%	9%	9%	8%	9%	11%	13%
Totals	100%	100%	100%	99%	99%	99%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(986)	(340)	(382)	(264)	(372)	(330)	(422)	(263)	(173)	(182)	(207)	(372)	(225)

Daily Survey: Valentine's Day

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14H. Valentine's Day Holiday Comparison — Christmas

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	10%	12%	7%	14%	11%	8%	7%	9%	12%	11%	11%
I like this holiday more than I like Valentine's Day	79%	77%	82%	72%	74%	82%	89%	84%	74%	66%	69%
Not sure	11%	11%	11%	15%	15%	10%	5%	7%	13%	23%	21%
Totals	100%	100%	100%	101%	100%	100%	101%	100%	99%	100%	101%
Unweighted N	(982)	(468)	(514)	(194)	(214)	(336)	(238)	(696)	(118)	(100)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	10%	10%	10%	9%	8%	6%	10%	13%	7%	7%	7%	12%	11%
I like this holiday more than I like Valentine's Day	79%	83%	73%	84%	85%	88%	79%	78%	83%	84%	82%	78%	76%
Not sure	11%	7%	17%	8%	6%	6%	11%	9%	11%	9%	12%	11%	13%
Totals	100%	100%	100%	101%	99%	100%	100%	100%	101%	100%	101%	101%	100%
Unweighted N	(982)	(338)	(380)	(264)	(369)	(329)	(420)	(261)	(173)	(180)	(204)	(372)	(226)

Daily Survey: Valentine's Day
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14I. Valentine's Day Holiday Comparison — New Year's Eve

Do you like Valentine's Day more or less than the following holidays?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
I like Valentine's Day more than this holiday	24%	23%	24%	21%	24%	25%	26%	24%	26%	20%	22%
I like this holiday more than I like Valentine's Day	59%	61%	58%	65%	56%	57%	61%	60%	58%	53%	63%
Not sure	17%	16%	18%	14%	21%	18%	14%	16%	15%	28%	14%
Totals	100%	100%	100%	100%	101%	100%	101%	100%	99%	101%	99%
Unweighted N	(986)	(468)	(518)	(196)	(213)	(338)	(239)	(699)	(120)	(99)	(68)

	Party ID			2020 Vote		Family Income (3 category)			Census Region				
	Total	Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
I like Valentine's Day more than this holiday	24%	25%	21%	26%	23%	24%	22%	29%	23%	26%	22%	25%	22%
I like this holiday more than I like Valentine's Day	59%	65%	54%	60%	64%	62%	60%	56%	61%	60%	61%	57%	60%
Not sure	17%	10%	25%	14%	13%	15%	18%	15%	15%	13%	17%	18%	18%
Totals	100%	100%	100%	100%	100%	101%	100%	100%	99%	99%	100%	100%	100%
Unweighted N	(986)	(341)	(381)	(264)	(373)	(330)	(422)	(264)	(172)	(181)	(208)	(371)	(226)

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15. Disappointed by Partner on Valentine's Day

Have you ever felt disappointed by a partner not doing enough to celebrate Valentine's Day?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	29%	17%	40%	27%	30%	30%	26%	31%	26%	24%	22%
No	49%	56%	41%	31%	40%	55%	64%	50%	47%	50%	40%
Not sure	7%	8%	6%	8%	9%	5%	6%	6%	7%	10%	7%
I've never celebrated Valentine's Day with a partner	16%	19%	14%	34%	21%	9%	4%	14%	20%	16%	31%
Totals	101%	100%	101%	100%	100%	99%	100%	101%	100%	100%	100%
Unweighted N	(997)	(472)	(525)	(197)	(216)	(341)	(243)	(705)	(122)	(102)	(68)

	Total	Party ID			2020 Vote		Family Income (3 category)			Census Region			
		Dem	Ind	Rep	Biden	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	29%	37%	22%	27%	33%	25%	30%	32%	28%	33%	29%	25%	31%
No	49%	47%	46%	55%	47%	58%	43%	51%	58%	46%	48%	51%	47%
Not sure	7%	4%	10%	5%	6%	4%	6%	7%	5%	5%	5%	7%	9%
I've never celebrated Valentine's Day with a partner	16%	12%	22%	13%	14%	14%	21%	11%	9%	16%	18%	17%	13%
Totals	101%	100%	100%	100%	100%	101%	100%	101%	100%	100%	100%	100%	100%
Unweighted N	(997)	(347)	(384)	(266)	(377)	(333)	(427)	(267)	(174)	(182)	(209)	(376)	(230)