

Daily Survey: Valentine's Day



Sample 1000 U.S. Adult Citizens
 Conducted January 27 - 31, 2022
 Margin of Error ±3.3%

1. Which best describes your relationship status?

Married	41%
Living together, but not married	8%
In a serious relationship	8%
In a casual relationship	4%
Single, and looking for a partner	10%
Single, and not looking for a partner	25%
None of the above	4%

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

Yes	30%
No	60%
Not sure	10%

3. 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.

	1	2	3	4	5
Words of affirmation, such as compliments or saying "I love you"	19%	29%	28%	15%	9%
Quality time, such as hanging out together or doing shared activities	38%	25%	21%	11%	5%
Acts of service, such as doing a chore or running an errand for someone	13%	16%	17%	33%	21%
Gifts, including carefully considered homemade or purchased presents	7%	8%	12%	26%	48%
Physical touch, including signs of affection, kissing, cuddling, or sex	24%	21%	23%	15%	17%

4. 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.

	1	2	3	4	5
Words of affirmation, such as compliments or saying "I love you"	23%	24%	26%	15%	12%
Quality time, such as hanging out together or doing shared activities	33%	25%	22%	14%	7%
Acts of service, such as doing a chore or running an errand for someone	14%	19%	18%	27%	21%
Gifts, including carefully considered homemade or purchased presents	8%	11%	14%	26%	42%
Physical touch, including signs of affection, kissing, cuddling, or sex	22%	22%	20%	18%	19%

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

Asked of those with a long-term partner

Words of affirmation, such as compliments or saying "I love you"	25%
Quality time, such as hanging out together or doing shared activities	31%
Acts of service, such as doing a chore or running an errand for someone	13%
Gifts, including carefully considered homemade or purchased presents	7%
Physical touch, including signs of affection, kissing, cuddling, or sex	25%

6. 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

Excellent	31%
Good	37%
Fair	20%
Poor	6%
Very poor	5%

7. 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

Excellent	21%
Good	43%
Fair	28%
Poor	7%
Very poor	2%

8. 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

The same way	43%
Different ways	48%
Not sure	9%

9. 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

The same way	40%
Different ways	52%
Not sure	8%

10. 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?

Yes, a lot	11%
Yes, a little	31%
No	40%
Not sure	18%

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

	Fair	Unfair	Not sure
Single people can't get health insurance or Social Security benefits through other people the way married people can through their spouses	36%	38%	26%
Married people sometimes pay less taxes than they would if they were single	36%	37%	27%
There are no legal protections from housing or employment discrimination based on marital status	27%	37%	36%

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

Yes, a lot	11%
Yes, a little	35%
No	38%
Not sure	17%

13. Is Valentine's Day a real special occasion?

Yes	30%
No	58%
Not sure	11%

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

	I like Valentine's Day more than this holiday	I like this holiday more than I like Valentine's Day	Not sure
Mother's Day	17%	65%	18%
Memorial Day	26%	53%	21%
Father's Day	25%	53%	22%
Fourth of July	20%	64%	16%
Labor Day	35%	43%	21%
Halloween	30%	54%	16%
Thanksgiving	11%	79%	10%
Christmas	10%	79%	11%
New Year's Eve	24%	59%	17%

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

Yes	29%
No	49%
Not sure	7%
I've never celebrated Valentine's Day with a partner	16%