

YouGov[®]

ValentinesDay

Fieldwork Dates: 8th - 9th February 2021

**Conducted by YouGov
On behalf of Editorial**

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BACKGROUND

This spreadsheet contains survey data collected and analysed by YouGov plc. No information contained within this spreadsheet may be published without the consent of YouGov Plc and the client named on the front cover.

Methodology: This survey has been conducted using an online interview administered to members of the YouGov Plc panel of individuals who have agreed to take part in surveys. Emails are sent to panelists selected at random from the base sample. The e-mail invites them to take part in a survey and provides a generic survey link. Once a panel member clicks on the link they are sent to the survey that they are most required for, according to the sample definition and quotas. (The sample definition could be "US adult population" or a subset such as "US adult females"). Invitations to surveys don't expire and respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition to provide a representative reporting sample. The profile is normally derived from census data or, if not available from the census, from industry accepted data.

YouGov plc make every effort to provide representative information. All results are based on a sample and are therefore subject to statistical errors normally associated with sample-based information.

For further information about the results in this spreadsheet, please email realtime.us@yougov.com quoting the survey details

EDITOR'S NOTES - all press releases should contain the following information

All figures, unless otherwise stated, are from YouGov Plc. Total sample size was 1190 adults. Fieldwork was undertaken between 8th - 9th February 2021. The survey was carried out online. The figures have been weighted and are representative of all US adults (aged 18+).

NOTE: All press releases or other publications must be checked by YouGov Plc before use. YouGov requires 48hours to check a press release unless otherwise agreed.

- YouGov is registered with the Information Commissioner
- YouGov is a member of the British Polling Council

Any percentages calculated on bases fewer than 50 respondents must not be reported as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



Total	Gender		Age			Region				Race	
	Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black

REV_Q1. Do you currently have a romantic partner?

Unweighted base	1190	565	625	387	399	404	186	228	520	256	776	167
Base: All US Adults	1190	579	611	360	386	443	212	250	448	280	773	143
Yes, I do	60%	58%	61%	55%	63%	61%	56%	60%	65%	55%	63%	44%
No, I don't	34%	36%	33%	36%	30%	36%	36%	33%	31%	39%	32%	48%
Prefer not to say	6%	6%	6%	8%	7%	3%	9%	7%	4%	7%	5%	8%

On a typical year, which, if any, of the following do you do with a romantic partner to celebrate Valentine's Day? Please select an option on each row.

Q2_1. Have a special dinner

Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We do this	68%	65%	69%	78%	64%	63%	71%	66%	69%	64%	68%	69%
We do not do this	24%	24%	24%	12%	29%	28%	24%	26%	23%	22%	26%	17%
Don't know	5%	7%	4%	6%	5%	5%	5%	3%	5%	9%	4%	5%
Prefer not to say	3%	4%	3%	4%	2%	4%	-	4%	3%	6%	2%	9%

Q2_2. Give Valentine's Day card

Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We do this	53%	53%	54%	51%	53%	55%	54%	48%	60%	46%	54%	68%
We do not do this	37%	36%	39%	35%	39%	38%	38%	42%	33%	41%	38%	21%
Don't know	6%	7%	5%	9%	7%	4%	8%	6%	5%	9%	6%	1%
Prefer not to say	3%	4%	2%	6%	1%	3%	1%	4%	3%	5%	2%	9%

Q2_3. Give flowers and/or chocolates

Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We do this	53%	56%	51%	61%	51%	50%	54%	47%	58%	50%	52%	57%
We do not do this	39%	36%	41%	30%	41%	43%	38%	44%	36%	39%	41%	33%
Don't know	5%	4%	6%	6%	7%	3%	8%	4%	5%	5%	5%	3%
Prefer not to say	3%	3%	2%	4%	1%	4%	-	4%	2%	6%	2%	7%

Q2_6. Increased/special sexual activity

Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We do this	39%	39%	38%	56%	43%	22%	38%	39%	39%	39%	38%	50%
We do not do this	36%	37%	35%	22%	38%	44%	39%	40%	37%	27%	38%	27%
Don't know	9%	10%	8%	10%	8%	9%	13%	7%	7%	11%	8%	7%
Prefer not to say	17%	15%	18%	11%	12%	25%	10%	14%	17%	23%	16%	15%

Q2_5. Give other nice gestures (like breakfast in bed)

Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We do this	42%	42%	41%	57%	43%	28%	42%	38%	44%	40%	38%	53%
We do not do this	48%	47%	50%	28%	49%	62%	48%	53%	48%	45%	54%	34%
Don't know	7%	7%	7%	10%	6%	5%	10%	4%	6%	9%	5%	5%
Prefer not to say	3%	4%	3%	4%	1%	4%	-	5%	2%	6%	3%	8%

Q2_4. Give other kinds of presents

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
	Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					

REV_Q1. Do you currently have a romantic partner?

Unweighted base	1190	152	95	459	384	216	131	507	27	95	66	695
Base: All US Adults	1190	186	89	479	368	217	126	520	27	90	60	698
Yes, I do	60%	57%	62%	54%	59%	69%	68%	89%	81%	90%	86%	89%
No, I don't	34%	35%	25%	38%	35%	28%	27%	6%	11%	7%	5%	6%
Prefer not to say	6%	8%	14%	8%	6%	3%	6%	4%	7%	3%	9%	5%

On a typical year, which, if any, of the following do you do with a romantic partner to celebrate Valentine's Day? Please select an option on each row.

Q2_1. Have a special dinner

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We do this	68%	59%	81%	59%	68%	77%	75%	67%	75%	68%	76%	68%
We do not do this	24%	25%	10%	29%	22%	18%	23%	25%	16%	23%	14%	24%
Don't know	5%	11%	4%	7%	6%	4%	1%	5%	6%	5%	7%	5%
Prefer not to say	3%	5%	5%	4%	4%	1%	1%	3%	3%	5%	3%	3%

Q2_2. Give Valentine's Day card

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We do this	53%	44%	49%	51%	56%	54%	54%	55%	50%	43%	62%	54%
We do not do this	37%	41%	41%	38%	34%	40%	39%	38%	30%	45%	26%	38%
Don't know	6%	10%	7%	6%	7%	6%	5%	5%	20%	8%	9%	6%
Prefer not to say	3%	6%	4%	5%	3%	1%	3%	3%	-	4%	3%	3%

Q2_3. Give flowers and/or chocolates

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We do this	53%	55%	57%	50%	53%	56%	63%	52%	52%	54%	62%	53%
We do not do this	39%	36%	31%	42%	36%	41%	32%	42%	40%	38%	18%	39%
Don't know	5%	7%	9%	5%	7%	3%	3%	4%	8%	6%	16%	5%
Prefer not to say	3%	3%	4%	3%	5%	-	1%	3%	-	2%	3%	2%

Q2_6. Increased/special sexual activity

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We do this	39%	36%	38%	33%	45%	40%	35%	33%	29%	46%	69%	38%
We do not do this	36%	32%	31%	35%	35%	34%	43%	39%	32%	35%	15%	37%
Don't know	9%	14%	14%	12%	6%	10%	4%	8%	11%	8%	7%	8%
Prefer not to say	17%	18%	17%	20%	13%	16%	17%	19%	20%	12%	10%	18%

Q2_5. Give other nice gestures (like breakfast in bed)

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We do this	42%	45%	53%	39%	45%	43%	38%	36%	55%	54%	50%	40%
We do not do this	48%	40%	32%	50%	46%	47%	53%	54%	31%	40%	36%	50%
Don't know	7%	13%	11%	8%	5%	9%	7%	6%	10%	5%	9%	7%
Prefer not to say	3%	3%	5%	4%	4%	1%	2%	3%	3%	1%	5%	3%

Q2_4. Give other kinds of presents

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



Total	Marital Status						Parent or guardian of any children					
	Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say	

REV_Q1. Do you currently have a romantic partner?

Unweighted base	1190	303	87	50	25	9	21	281	379	616	522	52
Base: All US Adults	1190	292	88	56	28	9	19	263	405	626	512	52
Yes, I do	60%	14%	18%	16%	49%	50%	26%	78%	65%	70%	48%	49%
No, I don't	34%	78%	80%	81%	38%	37%	19%	17%	31%	25%	46%	23%
Prefer not to say	6%	7%	2%	3%	12%	13%	55%	5%	4%	5%	6%	28%

On a typical year, which, if any, of the following do you do with a romantic partner to celebrate Valentine's Day? Please select an option on each row.

Q2_1. Have a special dinner

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We do this	68%	66%	76%	70%	45%	61%	45%	72%	64%	67%	70%	43%
We do not do this	24%	24%	19%	30%	33%	-	13%	19%	27%	24%	22%	39%
Don't know	5%	7%	-	-	22%	16%	18%	6%	6%	5%	5%	14%
Prefer not to say	3%	2%	5%	-	-	23%	24%	3%	3%	3%	4%	4%

Q2_2. Give Valentine's Day card

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We do this	53%	59%	60%	42%	32%	54%	42%	51%	55%	53%	55%	49%
We do not do this	37%	27%	36%	58%	60%	-	34%	39%	39%	39%	34%	34%
Don't know	6%	10%	-	-	7%	24%	-	7%	4%	5%	8%	11%
Prefer not to say	3%	4%	5%	-	-	23%	24%	3%	3%	3%	3%	7%

Q2_3. Give flowers and/or chocolates

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We do this	53%	54%	48%	63%	67%	61%	59%	58%	54%	54%	53%	44%
We do not do this	39%	37%	30%	37%	33%	16%	16%	35%	39%	39%	38%	42%
Don't know	5%	4%	17%	-	-	-	-	5%	3%	4%	7%	14%
Prefer not to say	3%	5%	5%	-	-	23%	24%	2%	3%	3%	3%	-

Q2_6. Increased/special sexual activity

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We do this	39%	45%	68%	32%	33%	61%	31%	50%	30%	38%	40%	33%
We do not do this	36%	32%	15%	37%	45%	16%	29%	34%	41%	38%	34%	12%
Don't know	9%	14%	12%	21%	22%	-	-	7%	10%	8%	9%	17%
Prefer not to say	17%	9%	5%	9%	-	23%	41%	10%	19%	15%	17%	38%

Q2_5. Give other nice gestures (like breakfast in bed)

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We do this	42%	47%	35%	54%	60%	61%	58%	53%	34%	42%	43%	24%
We do not do this	48%	32%	57%	46%	33%	16%	-	38%	57%	50%	45%	56%
Don't know	7%	14%	4%	-	7%	-	18%	7%	5%	6%	8%	15%
Prefer not to say	3%	7%	5%	-	-	23%	24%	2%	4%	3%	3%	5%

Q2_4. Give other kinds of presents

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



Total	Income			
	Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say

REV_Q1. Do you currently have a romantic partner?

Unweighted base	1190	420	310	283	177
Base: All US Adults	1190	413	311	288	178
Yes, I do	60%	47%	67%	82%	40%
No, I don't	34%	48%	30%	14%	42%
Prefer not to say	6%	5%	3%	4%	18%

On a typical year, which, if any, of the following do you do with a romantic partner to celebrate Valentine's Day? Please select an option on each row.

Q2_1. Have a special dinner

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We do this	68%	66%	70%	72%	52%
We do not do this	24%	23%	23%	22%	36%
Don't know	5%	8%	6%	3%	4%
Prefer not to say	3%	3%	2%	3%	8%

Q2_2. Give Valentine's Day card

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We do this	53%	50%	53%	56%	53%
We do not do this	37%	38%	41%	36%	30%
Don't know	6%	9%	4%	5%	9%
Prefer not to say	3%	3%	2%	3%	8%

Q2_3. Give flowers and/or chocolates

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We do this	53%	53%	55%	56%	41%
We do not do this	39%	40%	39%	37%	40%
Don't know	5%	5%	4%	5%	12%
Prefer not to say	3%	3%	2%	2%	8%

Q2_6. Increased/special sexual activity

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We do this	39%	50%	35%	35%	31%
We do not do this	36%	27%	44%	42%	18%
Don't know	9%	10%	12%	6%	9%
Prefer not to say	17%	13%	10%	17%	42%

Q2_5. Give other nice gestures (like breakfast in bed)

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We do this	42%	45%	40%	42%	35%
We do not do this	48%	43%	51%	49%	52%
Don't know	7%	9%	7%	7%	4%
Prefer not to say	3%	3%	2%	2%	9%

Q2_4. Give other kinds of presents

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We do this	50%	51%	49%	66%	48%	40%	51%	47%	53%	47%	48%	63%
We do not do this	40%	37%	42%	25%	43%	48%	38%	43%	39%	39%	44%	25%
Don't know	8%	9%	7%	7%	8%	8%	10%	6%	7%	10%	6%	5%
Prefer not to say	3%	3%	2%	2%	1%	4%	1%	5%	1%	4%	2%	6%
And thinking about Valentine's Day this year, which, to the best of your knowledge, do you and your romantic partner intend to do to celebrate? Please select one option on each row.												
REV_Q3_1. Have a special dinner												
Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We will do this	56%	55%	58%	66%	53%	52%	56%	55%	59%	53%	57%	62%
We will not do this	27%	29%	26%	19%	29%	32%	31%	30%	26%	25%	29%	20%
Don't know	14%	13%	14%	12%	16%	13%	10%	11%	15%	18%	13%	10%
Prefer not to say	3%	3%	2%	3%	1%	4%	3%	3%	1%	5%	2%	7%
REV_Q3_2. Give Valentine's Day card												
Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We will do this	48%	50%	45%	48%	43%	51%	48%	46%	53%	40%	49%	62%
We will not do this	37%	35%	39%	35%	40%	37%	38%	41%	35%	37%	38%	24%
Don't know	12%	11%	13%	13%	16%	9%	11%	10%	12%	17%	11%	10%
Prefer not to say	3%	3%	3%	4%	2%	3%	3%	3%	1%	6%	2%	4%
REV_Q3_6. Increased/special sexual activity												
Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We will do this	36%	36%	35%	59%	37%	18%	37%	38%	34%	36%	34%	46%
We will not do this	34%	34%	34%	17%	36%	45%	37%	36%	36%	25%	36%	24%
Don't know	17%	19%	16%	16%	18%	17%	18%	15%	16%	22%	18%	8%
Prefer not to say	13%	11%	14%	8%	9%	20%	7%	10%	14%	17%	12%	21%
REV_Q3_3. Give flowers and/or chocolates												
Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We will do this	42%	44%	41%	54%	39%	37%	41%	39%	46%	41%	42%	45%
We will not do this	38%	36%	40%	23%	39%	48%	39%	43%	36%	38%	41%	33%
Don't know	16%	16%	17%	18%	20%	12%	17%	15%	17%	17%	15%	17%
Prefer not to say	3%	3%	3%	4%	1%	3%	2%	4%	2%	4%	2%	6%
REV_Q3_5. Give other nice gestures (like breakfast in bed)												
Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We will do this	35%	36%	34%	53%	33%	23%	41%	36%	34%	33%	32%	47%
We will not do this	45%	45%	44%	27%	45%	58%	45%	48%	44%	42%	49%	32%
Don't know	18%	16%	19%	18%	20%	15%	13%	13%	20%	21%	17%	12%
Prefer not to say	3%	3%	2%	2%	1%	4%	1%	3%	2%	5%	2%	8%
REV_Q3_4. Give other kinds of presents												

REV_Q3_4. Give other kinds of presents

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



	Total	Race		Education				Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad					
Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We do this	50%	53%	46%	53%	50%	50%	38%	47%	47%	57%	70%	50%
We do not do this	40%	29%	42%	34%	38%	43%	55%	44%	32%	35%	18%	41%
Don't know	8%	15%	9%	9%	9%	6%	5%	7%	21%	5%	9%	7%
Prefer not to say	3%	3%	4%	4%	4%	-	1%	2%	-	2%	3%	2%

And thinking about Valentine's Day this year, which, to the best of your knowledge, do you and your romantic partner intend to do to celebrate? Please select one option on each row.

REV_Q3_1. Have a special dinner

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We will do this	56%	48%	62%	50%	60%	61%	58%	55%	51%	62%	71%	57%
We will not do this	27%	32%	14%	34%	22%	25%	26%	29%	22%	22%	17%	27%
Don't know	14%	16%	23%	13%	15%	13%	15%	13%	14%	15%	8%	13%
Prefer not to say	3%	3%	2%	4%	3%	1%	1%	2%	13%	1%	3%	3%

REV_Q3_2. Give Valentine's Day card

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We will do this	48%	32%	48%	45%	50%	49%	46%	48%	43%	40%	58%	48%
We will not do this	37%	46%	30%	40%	35%	34%	37%	38%	28%	42%	28%	38%
Don't know	12%	18%	17%	11%	12%	14%	15%	11%	24%	14%	10%	12%
Prefer not to say	3%	4%	5%	4%	3%	2%	1%	2%	5%	3%	3%	3%

REV_Q3_6. Increased/special sexual activity

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We will do this	36%	37%	34%	34%	43%	35%	26%	31%	32%	39%	71%	35%
We will not do this	34%	33%	32%	36%	32%	30%	41%	38%	20%	30%	11%	34%
Don't know	17%	18%	21%	15%	14%	25%	18%	16%	31%	22%	9%	17%
Prefer not to say	13%	12%	13%	15%	11%	10%	15%	15%	17%	9%	9%	14%

REV_Q3_3. Give flowers and/or chocolates

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We will do this	42%	43%	41%	39%	44%	43%	48%	43%	22%	45%	55%	43%
We will not do this	38%	33%	33%	43%	34%	42%	29%	42%	40%	36%	19%	39%
Don't know	16%	19%	23%	15%	18%	16%	18%	13%	32%	18%	21%	15%
Prefer not to say	3%	5%	3%	3%	4%	-	5%	2%	7%	1%	5%	3%

REV_Q3_5. Give other nice gestures (like breakfast in bed)

Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We will do this	35%	39%	43%	35%	37%	39%	28%	32%	44%	40%	41%	34%
We will not do this	45%	38%	30%	47%	43%	41%	49%	51%	35%	30%	36%	46%
Don't know	18%	20%	26%	15%	17%	20%	22%	15%	18%	28%	19%	17%
Prefer not to say	3%	3%	2%	4%	3%	-	1%	2%	3%	1%	3%	2%

REV_Q3_4. Give other kinds of presents

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



	Total	Marital Status					Parent or guardian of any children					
		Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say
Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We do this	50%	46%	64%	74%	31%	61%	29%	54%	48%	50%	48%	59%
We do not do this	40%	39%	27%	26%	40%	16%	29%	38%	42%	40%	39%	30%
Don't know	8%	13%	5%	-	29%	-	18%	6%	7%	7%	10%	11%
Prefer not to say	3%	2%	5%	-	-	23%	24%	2%	3%	3%	3%	-

And thinking about Valentine's Day this year, which, to the best of your knowledge, do you and your romantic partner intend to do to celebrate? Please select one option on each row.

REV_Q3_1. Have a special dinner

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We will do this	56%	48%	44%	59%	60%	37%	16%	57%	51%	53%	64%	31%
We will not do this	27%	32%	27%	20%	14%	39%	42%	25%	29%	27%	26%	40%
Don't know	14%	17%	24%	21%	19%	24%	38%	17%	17%	17%	7%	29%
Prefer not to say	3%	2%	5%	-	7%	-	5%	1%	4%	3%	3%	-

REV_Q3_2. Give Valentine's Day card

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We will do this	48%	49%	49%	42%	46%	54%	13%	44%	49%	47%	50%	30%
We will not do this	37%	26%	35%	37%	46%	46%	45%	40%	37%	38%	34%	47%
Don't know	12%	22%	11%	-	8%	-	38%	15%	10%	12%	12%	19%
Prefer not to say	3%	2%	5%	21%	-	-	5%	1%	4%	2%	3%	4%

REV_Q3_6. Increased/special sexual activity

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We will do this	36%	39%	35%	21%	48%	61%	33%	47%	27%	36%	37%	19%
We will not do this	34%	34%	26%	70%	33%	-	47%	29%	42%	36%	31%	31%
Don't know	17%	19%	35%	-	19%	39%	-	17%	17%	16%	18%	25%
Prefer not to say	13%	8%	5%	9%	-	-	21%	8%	14%	12%	14%	25%

REV_Q3_3. Give flowers and/or chocolates

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We will do this	42%	35%	30%	30%	53%	77%	-	50%	42%	45%	39%	35%
We will not do this	38%	29%	40%	48%	27%	23%	45%	31%	41%	38%	39%	46%
Don't know	16%	34%	25%	-	13%	-	50%	18%	14%	14%	20%	19%
Prefer not to say	3%	2%	5%	21%	7%	-	5%	1%	4%	3%	3%	-

REV_Q3_5. Give other nice gestures (like breakfast in bed)

Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We will do this	35%	36%	43%	43%	53%	45%	77%	47%	30%	37%	34%	18%
We will not do this	45%	35%	24%	57%	27%	55%	-	35%	52%	45%	42%	60%
Don't know	18%	25%	28%	-	13%	-	18%	18%	15%	16%	20%	22%
Prefer not to say	3%	4%	5%	-	7%	-	5%	1%	3%	2%	3%	-

REV_Q3_4. Give other kinds of presents

Editorial ValentinesDay

US_nat Sample: 8th - 9th February 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We do this	50%	58%	52%	46%	34%
We do not do this	40%	32%	39%	45%	47%
Don't know	8%	8%	7%	8%	10%
Prefer not to say	3%	2%	2%	1%	10%

And thinking about Valentine's Day this year, which, to the best of your knowledge, do you and your romantic partner intend to do to celebrate? Please select one option on each row.

REV_Q3_1. Have a special dinner

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We will do this	56%	53%	57%	61%	47%
We will not do this	27%	27%	29%	25%	30%
Don't know	14%	17%	13%	11%	17%
Prefer not to say	3%	3%	2%	2%	7%

REV_Q3_2. Give Valentine's Day card

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We will do this	48%	46%	48%	51%	41%
We will not do this	37%	39%	39%	35%	33%
Don't know	12%	13%	12%	11%	19%
Prefer not to say	3%	2%	2%	3%	7%

REV_Q3_6. Increased/special sexual activity

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We will do this	36%	44%	35%	33%	25%
We will not do this	34%	29%	37%	38%	26%
Don't know	17%	16%	20%	16%	19%
Prefer not to say	13%	12%	8%	13%	29%

REV_Q3_3. Give flowers and/or chocolates

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We will do this	42%	42%	42%	46%	30%
We will not do this	38%	38%	40%	36%	43%
Don't know	16%	18%	15%	16%	19%
Prefer not to say	3%	2%	3%	2%	8%

REV_Q3_5. Give other nice gestures (like breakfast in bed)

Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We will do this	35%	40%	33%	36%	25%
We will not do this	45%	40%	48%	45%	47%
Don't know	18%	18%	17%	17%	21%
Prefer not to say	3%	2%	2%	2%	8%

REV_Q3_4. Give other kinds of presents

Editorial
ValentinesDay

US_nat Sample: 8th - 9th February 2021



	Total	Gender		Age			Region				Race	
		Male	Female	18-34	35-54	55+	Northeast	Midwest	South	West	White	Black
Unweighted base	714	328	386	216	254	244	103	138	334	139	490	76
Base: All US Adults that have a romantic partner	711	336	374	199	243	269	118	149	291	153	487	63
We will do this	37%	39%	36%	54%	34%	28%	40%	38%	36%	36%	35%	45%
We will not do this	41%	38%	43%	25%	43%	50%	43%	45%	41%	36%	46%	31%
Don't know	19%	20%	18%	17%	21%	18%	15%	14%	21%	22%	17%	17%
Prefer not to say	3%	3%	3%	3%	2%	4%	2%	3%	2%	6%	2%	7%

Cell Contents (Column Percentages)

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US_nat Sample: 8th - 9th February 2021



	Total	Race		Education				Relationship				
		Hispanic	Other (NET)	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Civil Partnership	Living together, not married or civil partnership	In a relationship, not living together	NET: In a relationship
Unweighted base	714	90	58	250	226	149	89	454	23	86	57	620
Base: All US Adults that have a romantic partner	711	107	55	259	217	150	85	465	22	81	52	620
We will do this	37%	40%	44%	40%	40%	37%	25%	34%	43%	41%	57%	37%
We will not do this	41%	29%	31%	37%	38%	43%	56%	47%	26%	39%	24%	43%
Don't know	19%	25%	23%	20%	19%	16%	18%	17%	19%	20%	16%	17%
Prefer not to say	3%	6%	2%	3%	3%	4%	1%	3%	12%	1%	3%	3%

Cell Contents (Col

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US_nat Sample: 8th - 9th February 2021



	Total	Marital Status					Parent or guardian of any children					
		Single	Divorced	Widowed	Separated	Other	Prefer not to say	Younger than 18	18 or over	NET: Any age	Not a parent / guardian	Don't know / Prefer not to say
Unweighted base	714	47	16	8	12	5	6	218	251	436	254	24
Base: All US Adults that have a romantic partner	711	42	16	9	14	4	5	204	264	438	248	25
We will do this	37%	39%	40%	54%	37%	61%	-	43%	35%	38%	36%	43%
We will not do this	41%	26%	32%	37%	21%	23%	16%	36%	44%	41%	42%	27%
Don't know	19%	30%	23%	9%	35%	16%	79%	19%	17%	18%	19%	30%
Prefer not to say	3%	4%	5%	-	7%	-	5%	2%	4%	3%	3%	-

Cell Contents (Col

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US_nat Sample: 8th - 9th February 2021



	Total	Income			
		Under \$40k	\$40k to \$80k	\$80k+	Don't know / Prefer not to say
Unweighted base	714	201	211	231	71
Base: All US Adults that have a romantic partner	711	193	209	237	72
We will do this	37%	42%	40%	34%	29%
We will not do this	41%	37%	40%	44%	41%
Don't know	19%	18%	19%	18%	22%
Prefer not to say	3%	2%	2%	3%	8%

Cell Contents (Col