

**YouGov**  
Valentine's Day

US Nationally Representative Sample  
January 27th - 30th, 2017



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

Which, if any, of the following best describes your current relationship status?

Unweighted base	1162	534	628	286	368	508	225	241	417	279	814	122	127	99
<b>Base: All US adults</b>	1132	550	582	356	356	420	213	249	401	269	736	135	160	100
Married	46%	46%	45%	27%	49%	59%	45%	45%	52%	36%	49%	27%	47%	45%
Common-law marriage	2%	2%	2%	2%	2%	1%	1%	1%	3%	2%	1%	2%	4%	-
In a relationship and living together	8%	6%	10%	11%	11%	4%	7%	7%	9%	9%	8%	8%	10%	6%
In a relationship but not living together	5%	6%	4%	10%	4%	2%	6%	2%	5%	8%	5%	5%	2%	12%
Single - separated	2%	2%	1%	2%	3%	0%	2%	2%	1%	3%	2%	2%	1%	2%
Single - divorced	7%	5%	9%	2%	6%	12%	5%	10%	7%	7%	7%	15%	4%	2%
Single - widowed	4%	1%	7%	-	0%	11%	3%	4%	4%	5%	6%	2%	1%	0%
Single - never married	23%	27%	20%	43%	22%	7%	28%	26%	17%	25%	20%	31%	25%	29%
Other	1%	2%	1%	-	1%	3%	1%	3%	-	1%	1%	4%	-	0%
Prefer not to say	2%	3%	1%	3%	2%	1%	2%	1%	1%	4%	1%	5%	6%	3%

Which, if any, of the following words would you choose to describe Valentine's Day? Please select all that apply.

Unweighted base	1162	534	628	286	368	508	225	241	417	279	814	122	127	99
<b>Base: All US adults</b>	1132	550	582	356	356	420	213	249	401	269	736	135	160	100
Romantic	43%	38%	48%	47%	39%	43%	43%	37%	46%	44%	43%	41%	45%	42%
Sexy	12%	12%	12%	17%	14%	6%	11%	9%	12%	14%	11%	13%	14%	17%
Funny	11%	11%	12%	17%	10%	7%	9%	7%	13%	14%	9%	11%	17%	16%
Disappointing	14%	11%	17%	19%	17%	7%	13%	16%	11%	16%	14%	16%	12%	14%
Overrated	48%	47%	49%	38%	53%	52%	45%	59%	42%	48%	52%	54%	30%	37%
Thrilling	5%	6%	4%	7%	6%	2%	7%	4%	6%	5%	4%	9%	7%	7%
Cheesy	19%	19%	20%	26%	22%	10%	16%	22%	16%	24%	20%	15%	15%	26%
Tacky	13%	14%	11%	17%	16%	6%	15%	12%	10%	14%	13%	13%	10%	13%
Other	7%	9%	5%	7%	6%	8%	6%	6%	9%	8%	9%	2%	4%	8%

Even if you are not currently in a relationship we are still interested in your opinion. Which, if any, of the following would you want to hear from a significant other on Valentine's Day? Please select all that apply.

Unweighted base	1162	534	628	286	368	508	225	241	417	279	814	122	127	99
<b>Base: All US adults</b>	1132	550	582	356	356	420	213	249	401	269	736	135	160	100
"Take my credit card"	10%	8%	12%	15%	13%	4%	10%	9%	10%	11%	8%	16%	13%	12%
"Let's make a baby"	9%	13%	6%	14%	13%	2%	12%	10%	8%	8%	7%	16%	9%	16%
"Do you want to stay the night?"	16%	21%	11%	22%	19%	8%	16%	18%	13%	19%	14%	24%	20%	17%
Silence	8%	11%	6%	10%	9%	6%	11%	9%	9%	5%	8%	13%	7%	6%
"I love you"	74%	70%	79%	72%	74%	77%	70%	77%	75%	75%	77%	67%	71%	71%
"Let's stay in and watch Netflix"	29%	25%	33%	40%	31%	18%	25%	35%	27%	30%	28%	35%	25%	32%
Other	6%	7%	5%	4%	6%	7%	7%	5%	7%	4%	6%	8%	4%	8%

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Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Single	Domestic partnership

Which, if any, of the following best describes your current relationship status?

Unweighted base	1162	410	402	225	125	592	20	121	60	307	62
<b>Base: All US adults</b>	1132	476	357	195	104	540	20	115	51	349	56
Married	46%	42%	41%	52%	66%	92%	41%	2%	-	1%	6%
Common-law marriage	2%	3%	1%	1%	2%	1%	7%	-	3%	2%	10%
In a relationship and living together	8%	8%	9%	6%	7%	4%	5%	8%	3%	7%	62%
In a relationship but not living together	5%	5%	5%	8%	-	1%	-	12%	2%	10%	7%
Single - separated	2%	2%	2%	2%	-	1%	31%	1%	2%	2%	2%
Single - divorced	7%	8%	7%	6%	6%	0%	8%	66%	2%	1%	-
Single - widowed	4%	6%	3%	3%	2%	0%	4%	2%	82%	-	-
Single - never married	23%	22%	29%	19%	15%	-	-	2%	-	74%	4%
Other	1%	2%	1%	-	1%	-	3%	6%	6%	0%	3%
Prefer not to say	2%	2%	2%	2%	1%	1%	-	3%	-	3%	7%

Which, if any, of the following words would you choose to describe Valentine's Day? Please select all that apply.

Unweighted base	1162	410	402	225	125	592	20	121	60	307	62
<b>Base: All US adults</b>	1132	476	357	195	104	540	20	115	51	349	56
Romantic	43%	45%	41%	43%	39%	45%	23%	33%	50%	40%	60%
Sexy	12%	12%	11%	16%	10%	12%	8%	8%	3%	12%	28%
Funny	11%	9%	16%	9%	9%	10%	18%	12%	5%	13%	15%
Disappointing	14%	13%	17%	13%	13%	11%	25%	13%	8%	19%	19%
Overrated	48%	42%	50%	56%	54%	51%	26%	55%	49%	45%	33%
Thrilling	5%	6%	5%	4%	5%	5%	4%	1%	5%	5%	17%
Cheesy	19%	17%	22%	21%	18%	16%	16%	11%	6%	29%	18%
Tacky	13%	10%	14%	12%	18%	10%	14%	6%	8%	19%	13%
Other	7%	6%	9%	8%	9%	6%	12%	5%	12%	8%	14%

Even if you are not currently in a relationship we are still interested in your opinion. Which, if any, of the following would you want to hear from a significant other on Valentine's Day? Please select all that apply.

Unweighted base	1162	410	402	225	125	592	20	121	60	307	62
<b>Base: All US adults</b>	1132	476	357	195	104	540	20	115	51	349	56
"Take my credit card"	10%	10%	12%	9%	8%	10%	16%	13%	5%	11%	11%
"Let's make a baby"	9%	9%	10%	11%	5%	9%	5%	2%	5%	12%	10%
"Do you want to stay the night?"	16%	13%	19%	20%	13%	9%	16%	14%	10%	28%	13%
Silence	8%	8%	9%	7%	7%	5%	16%	15%	11%	11%	3%
"I love you"	74%	75%	74%	75%	73%	80%	59%	61%	72%	71%	82%
"Let's stay in and watch Netflix"	29%	23%	35%	33%	28%	23%	36%	23%	15%	39%	44%
Other	6%	4%	6%	7%	8%	6%	-	5%	7%	6%	5%

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Total	Children under the age of 18		Income			
	Yes	No	Under \$40k	\$40k to \$80k	\$80k+	Prefer not to say

Which, if any, of the following best describes your current relationship status?

	1162	289	873	420	327	241	174
Unweighted base	1162	289	873	420	327	241	174
<b>Base: All US adults</b>	1132	292	840	419	311	228	174
Married	46%	61%	40%	31%	55%	68%	36%
Common-law marriage	2%	3%	2%	2%	3%	2%	-
In a relationship and living together	8%	13%	6%	10%	9%	5%	5%
In a relationship but not living together	5%	4%	5%	7%	4%	4%	6%
Single - separated	2%	3%	1%	2%	2%	2%	0%
Single - divorced	7%	4%	8%	9%	8%	2%	7%
Single - widowed	4%	0%	5%	5%	2%	2%	9%
Single - never married	23%	10%	28%	31%	17%	13%	29%
Other	1%	-	2%	2%	1%	1%	1%
Prefer not to say	2%	1%	2%	1%	1%	2%	8%

Which, if any, of the following words would you choose to describe Valentine's Day? Please select all that apply.

	1162	289	873	420	327	241	174
Unweighted base	1162	289	873	420	327	241	174
<b>Base: All US adults</b>	1132	292	840	419	311	228	174
Romantic	43%	51%	40%	47%	49%	31%	38%
Sexy	12%	20%	9%	14%	14%	9%	7%
Funny	11%	15%	10%	14%	10%	8%	11%
Disappointing	14%	17%	13%	17%	13%	12%	11%
Overrated	48%	40%	51%	41%	49%	60%	47%
Thrilling	5%	9%	4%	6%	7%	2%	4%
Cheesy	19%	21%	18%	17%	18%	23%	21%
Tacky	13%	12%	13%	10%	11%	16%	16%
Other	7%	4%	9%	7%	5%	11%	9%

Even if you are not currently in a relationship we are still interested in your opinion. Which, if any, of the following would you want to hear from a significant other on Valentine's Day? Please select all that apply.

	1162	289	873	420	327	241	174
Unweighted base	1162	289	873	420	327	241	174
<b>Base: All US adults</b>	1132	292	840	419	311	228	174
"Take my credit card"	10%	19%	7%	13%	8%	12%	7%
"Let's make a baby"	9%	17%	7%	10%	12%	7%	5%
"Do you want to stay the night?"	16%	18%	15%	18%	13%	17%	15%
Silence	8%	8%	8%	10%	6%	6%	11%
"I love you"	74%	75%	74%	75%	78%	71%	71%
"Let's stay in and watch Netflix"	29%	33%	28%	30%	30%	32%	21%
Other	6%	5%	6%	5%	4%	6%	11%

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Total	Social networks membership													
	Facebook	Twitter	LinkedIn	Google+	MySpace	Pinterest	Tumblr	Instagram	Vine	Snapchat	Periscope	Other	Don't know	None

Which, if any, of the following best describes your current relationship status?

Unweighted base	1162	856	397	298	391	78	281	92	306	31	155	14	35	23	175
<b>Base: All US adults</b>	1132	854	424	302	401	90	283	101	322	35	169	12	38	24	150
Married	46%	47%	41%	53%	43%	38%	48%	24%	37%	26%	32%	52%	44%	33%	49%
Common-law marriage	2%	2%	1%	2%	1%	-	3%	2%	2%	6%	1%	11%	-	-	1%
In a relationship and living together	8%	8%	9%	9%	10%	17%	10%	12%	11%	9%	11%	-	8%	-	5%
In a relationship but not living together	5%	5%	4%	2%	3%	3%	6%	7%	8%	6%	14%	-	-	6%	3%
Single - separated	2%	1%	1%	2%	2%	2%	2%	2%	2%	2%	1%	-	-	4%	1%
Single - divorced	7%	8%	7%	6%	6%	12%	10%	7%	7%	-	4%	10%	19%	9%	8%
Single - widowed	4%	4%	2%	1%	4%	2%	1%	2%	2%	-	-	-	4%	-	6%
Single - never married	23%	23%	31%	25%	28%	26%	20%	43%	30%	47%	37%	21%	23%	29%	20%
Other	1%	1%	2%	0%	2%	-	1%	-	0%	-	0%	6%	2%	-	1%
Prefer not to say	2%	1%	2%	-	1%	1%	-	1%	1%	4%	-	-	-	19%	6%

Which, if any, of the following words would you choose to describe Valentine's Day? Please select all that apply.

Unweighted base	1162	856	397	298	391	78	281	92	306	31	155	14	35	23	175
<b>Base: All US adults</b>	1132	854	424	302	401	90	283	101	322	35	169	12	38	24	150
Romantic	43%	42%	42%	38%	46%	52%	46%	44%	47%	49%	51%	50%	30%	39%	45%
Sexy	12%	11%	14%	12%	14%	15%	13%	10%	14%	15%	19%	27%	8%	11%	8%
Funny	11%	12%	14%	12%	15%	14%	11%	11%	16%	20%	17%	8%	11%	7%	9%
Disappointing	14%	15%	19%	19%	17%	23%	20%	28%	19%	34%	21%	27%	9%	6%	8%
Overrated	48%	49%	51%	59%	44%	55%	54%	59%	46%	61%	43%	61%	74%	30%	47%
Thrilling	5%	5%	5%	4%	6%	9%	7%	7%	7%	5%	6%	14%	3%	10%	5%
Cheesy	19%	19%	24%	22%	21%	28%	25%	34%	23%	45%	27%	35%	25%	32%	20%
Tacky	13%	12%	14%	13%	11%	12%	10%	19%	14%	28%	15%	16%	21%	35%	17%
Other	7%	7%	8%	4%	7%	5%	7%	4%	7%	-	7%	6%	8%	14%	9%

Even if you are not currently in a relationship we are still interested in your opinion. Which, if any, of the following would you want to hear from a significant other on Valentine's Day? Please select all that apply.

Unweighted base	1162	856	397	298	391	78	281	92	306	31	155	14	35	23	175
<b>Base: All US adults</b>	1132	854	424	302	401	90	283	101	322	35	169	12	38	24	150
"Take my credit card"	10%	10%	13%	11%	14%	19%	14%	21%	17%	22%	16%	16%	6%	3%	5%
"Let's make a baby"	9%	8%	10%	11%	11%	11%	7%	15%	10%	21%	14%	31%	4%	3%	4%
"Do you want to stay the night?"	16%	15%	19%	16%	19%	25%	16%	26%	18%	37%	29%	46%	11%	24%	14%
Silence	8%	8%	8%	8%	8%	11%	7%	15%	8%	20%	8%	11%	9%	9%	11%
"I love you"	74%	77%	76%	79%	76%	84%	78%	79%	74%	68%	74%	80%	59%	50%	71%
"Let's stay in and watch Netflix"	29%	30%	36%	32%	31%	38%	36%	44%	41%	37%	43%	15%	45%	33%	18%
Other	6%	5%	5%	4%	5%	2%	2%	5%	4%	2%	3%	-	13%	10%	11%

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Total	Relationship Status												
	Married	Common-law marriage	In a relationship and living together	In a relationship but not living together	Single - separated	Single - divorced	Single - widowed	Single - never married	Other	Prefer not to say	Single	In a relationship	Married

Which, if any, of the following best describes your current relationship status?

Unweighted base	1162	564	21	96	51	21	91	52	233	11	22	397	147	585
<b>Base: All US adults</b>	1132	515	21	92	58	20	82	46	261	13	23	410	150	536
Married	46%	100%	-	-	-	-	-	-	-	-	-	-	-	96%
Common-law marriage	2%	-	100%	-	-	-	-	-	-	-	-	-	-	4%
In a relationship and living together	8%	-	-	100%	-	-	-	-	-	-	-	-	61%	-
In a relationship but not living together	5%	-	-	-	100%	-	-	-	-	-	-	-	39%	-
Single - separated	2%	-	-	-	-	100%	-	-	-	-	-	5%	-	-
Single - divorced	7%	-	-	-	-	-	100%	-	-	-	-	20%	-	-
Single - widowed	4%	-	-	-	-	-	-	100%	-	-	-	11%	-	-
Single - never married	23%	-	-	-	-	-	-	-	100%	-	-	64%	-	-
Other	1%	-	-	-	-	-	-	-	-	100%	-	-	-	-
Prefer not to say	2%	-	-	-	-	-	-	-	-	-	100%	-	-	-

Which, if any, of the following words would you choose to describe Valentine's Day? Please select all that apply.

Unweighted base	1162	564	21	96	51	21	91	52	233	11	22	397	147	585
<b>Base: All US adults</b>	1132	515	21	92	58	20	82	46	261	13	23	410	150	536
Romantic	43%	45%	48%	55%	51%	43%	37%	46%	36%	15%	34%	38%	54%	45%
Sexy	12%	13%	11%	25%	20%	10%	9%	2%	9%	-	4%	8%	23%	13%
Funny	11%	9%	27%	19%	6%	18%	10%	5%	14%	-	4%	12%	14%	10%
Disappointing	14%	9%	26%	16%	12%	31%	10%	6%	23%	2%	22%	19%	14%	10%
Overrated	48%	51%	52%	39%	43%	44%	52%	46%	46%	89%	20%	47%	41%	51%
Thrilling	5%	5%	19%	15%	2%	6%	2%	1%	5%	-	-	4%	10%	5%
Cheesy	19%	17%	19%	19%	29%	17%	12%	6%	29%	5%	4%	22%	23%	17%
Tacky	13%	10%	22%	13%	23%	17%	4%	6%	18%	16%	20%	14%	17%	10%
Other	7%	6%	9%	7%	5%	-	6%	18%	8%	6%	16%	9%	6%	7%

Even if you are not currently in a relationship we are still interested in your opinion. Which, if any, of the following would you want to hear from a significant other on Valentine's Day? Please select all that apply.

Unweighted base	1162	564	21	96	51	21	91	52	233	11	22	397	147	585
<b>Base: All US adults</b>	1132	515	21	92	58	20	82	46	261	13	23	410	150	536
"Take my credit card"	10%	9%	8%	13%	15%	24%	10%	3%	11%	-	14%	10%	14%	9%
"Let's make a baby"	9%	8%	15%	14%	14%	24%	2%	2%	11%	-	4%	9%	14%	9%
"Do you want to stay the night?"	16%	9%	23%	19%	27%	32%	16%	6%	27%	-	13%	23%	22%	10%
Silence	8%	5%	14%	3%	2%	21%	11%	8%	14%	12%	23%	13%	3%	5%
"I love you"	74%	80%	72%	81%	74%	60%	56%	79%	70%	84%	43%	68%	78%	80%
"Let's stay in and watch Netflix"	29%	23%	33%	46%	39%	26%	26%	13%	38%	20%	25%	32%	43%	23%
Other	6%	6%	7%	4%	9%	-	5%	6%	6%	4%	13%	5%	6%	6%

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On which ONE, if any, of the following days do you feel like you have the MOST sex?

	Gender		Age			Region				Race				
Unweighted base	1162	534	628	286	368	508	225	241	417	279	814	122	127	99
<b>Base: All US adults</b>	1132	550	582	356	356	420	213	249	401	269	736	135	160	100
Valentine's Day	5%	4%	5%	6%	6%	3%	5%	5%	5%	4%	4%	4%	9%	5%
My birthday	8%	12%	4%	12%	8%	5%	10%	5%	8%	8%	7%	10%	9%	12%
My significant others birthday	5%	3%	7%	6%	6%	3%	6%	6%	5%	5%	5%	5%	5%	3%
Our anniversary	14%	13%	15%	14%	13%	14%	15%	12%	15%	12%	15%	10%	11%	12%
Halloween	1%	1%	1%	3%	1%	1%	-	1%	1%	3%	1%	2%	4%	1%
Presidents Day	1%	2%	0%	2%	1%	0%	3%	0%	1%	1%	1%	1%	1%	1%
Christmas	2%	3%	2%	3%	3%	1%	0%	3%	3%	3%	2%	3%	2%	2%
4th of July	1%	1%	0%	2%	0%	0%	0%	0%	1%	1%	0%	2%	1%	1%
Thanksgiving	0%	1%	0%	1%	1%	-	1%	-	1%	1%	0%	1%	1%	2%
Other	6%	7%	6%	5%	7%	7%	8%	5%	6%	8%	7%	4%	5%	6%
Don't know	18%	20%	16%	10%	27%	16%	15%	15%	20%	19%	17%	21%	24%	12%
Not applicable	24%	20%	28%	26%	17%	28%	24%	29%	22%	24%	25%	25%	16%	29%
Prefer not to say	14%	12%	16%	10%	10%	22%	14%	19%	13%	12%	15%	13%	14%	14%

How likely or unlikely are you to go on a date on Valentine's Day this year?

Unweighted base	1162	534	628	286	368	508	225	241	417	279	814	122	127	99
<b>Base: All US adults</b>	1132	550	582	356	356	420	213	249	401	269	736	135	160	100
Very likely	13%	15%	12%	18%	16%	7%	13%	11%	14%	14%	11%	16%	18%	22%
Somewhat likely	16%	18%	14%	17%	20%	12%	17%	12%	19%	14%	15%	13%	29%	11%
Somewhat unlikely	14%	14%	14%	16%	13%	13%	14%	16%	13%	15%	15%	12%	11%	14%
Very unlikely	48%	44%	51%	40%	42%	59%	46%	50%	46%	49%	53%	46%	30%	42%
Don't know	9%	8%	9%	8%	9%	8%	10%	10%	8%	7%	7%	13%	12%	11%

Which, if any, of the following do you plan on giving your significant other for Valentine's Day this year? Please select all that apply.

Unweighted base	732	340	392	148	243	341	142	143	287	160	540	52	77	63
<b>Base: All US adults who are in relationships</b>	686	332	354	178	236	272	127	135	276	148	465	56	101	63
Teddy bear	5%	6%	5%	8%	8%	2%	9%	3%	6%	4%	4%	9%	7%	7%
Chocolate	27%	31%	23%	25%	34%	22%	25%	26%	27%	30%	26%	34%	26%	30%
Flowers	21%	40%	4%	18%	28%	18%	25%	19%	22%	21%	20%	28%	22%	25%
Jewelry	8%	12%	5%	12%	11%	4%	12%	5%	6%	12%	7%	11%	10%	11%
Clothing	10%	10%	9%	20%	9%	4%	11%	3%	11%	12%	7%	16%	15%	15%
An experience (e.g., tickets to a concert, etc.)	7%	7%	8%	9%	9%	5%	6%	11%	4%	11%	7%	4%	8%	9%
A Valentine's Day card	39%	36%	43%	31%	45%	40%	37%	43%	38%	41%	42%	47%	21%	40%
Lingerie	5%	8%	3%	10%	7%	1%	7%	3%	5%	5%	4%	5%	9%	11%
Other	16%	11%	20%	19%	15%	14%	14%	16%	17%	14%	15%	9%	18%	19%
Not applicable - I don't plan on getting my significant other anything on Valentine's Day	22%	16%	27%	22%	17%	26%	29%	23%	20%	19%	23%	25%	17%	17%

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On which ONE, if any, of the following days do you feel like you have the MOST sex?

	Education					Marital Status					
Unweighted base	1162	410	402	225	125	592	20	121	60	307	62
<b>Base: All US adults</b>	1132	476	357	195	104	540	20	115	51	349	56
Valentine's Day	5%	5%	6%	3%	4%	5%	-	5%	4%	5%	6%
My birthday	8%	7%	8%	12%	4%	7%	25%	7%	4%	9%	7%
My significant others birthday	5%	4%	5%	7%	8%	7%	-	6%	2%	3%	1%
Our anniversary	14%	12%	15%	16%	16%	20%	11%	7%	9%	7%	18%
Halloween	1%	2%	1%	1%	0%	1%	-	1%	-	2%	3%
Presidents Day	1%	1%	1%	2%	2%	1%	-	1%	-	2%	-
Christmas	2%	3%	2%	3%	2%	2%	-	2%	2%	3%	3%
4th of July	1%	1%	1%	0%	-	-	-	1%	-	1%	3%
Thanksgiving	0%	1%	0%	-	-	0%	-	-	2%	1%	-
Other	6%	6%	8%	8%	4%	8%	-	9%	2%	4%	12%
Don't know	18%	19%	14%	18%	23%	22%	5%	13%	3%	15%	21%
Not applicable	24%	26%	27%	17%	20%	11%	52%	32%	59%	38%	8%
Prefer not to say	14%	15%	14%	13%	17%	16%	7%	17%	13%	11%	18%

How likely or unlikely are you to go on a date on Valentine's Day this year?

Unweighted base	1162	410	402	225	125	592	20	121	60	307	62
<b>Base: All US adults</b>	1132	476	357	195	104	540	20	115	51	349	56
Very likely	13%	13%	12%	18%	12%	17%	22%	8%	1%	11%	15%
Somewhat likely	16%	17%	17%	15%	12%	21%	4%	8%	2%	11%	31%
Somewhat unlikely	14%	12%	14%	16%	19%	16%	4%	6%	6%	16%	14%
Very unlikely	48%	47%	49%	45%	50%	38%	54%	65%	85%	53%	30%
Don't know	9%	11%	8%	6%	6%	7%	16%	12%	7%	9%	10%

Which, if any, of the following do you plan on giving your significant other for Valentine's Day this year? Please select all that apply.

Unweighted base	732	240	245	152	95	581	9	25	6	59	52
<b>Base: All US adults who are in relationships</b>	686	274	203	131	78	528	11	24	4	71	47
Teddy bear	5%	6%	4%	6%	4%	4%	-	9%	-	7%	12%
Chocolate	27%	22%	33%	27%	27%	26%	32%	39%	-	22%	34%
Flowers	21%	19%	20%	22%	31%	21%	9%	25%	23%	21%	24%
Jewelry	8%	8%	7%	11%	10%	7%	-	13%	34%	15%	10%
Clothing	10%	9%	10%	10%	9%	8%	-	21%	-	16%	14%
An experience (e.g., tickets to a concert, etc.)	7%	6%	7%	8%	11%	6%	13%	-	34%	9%	16%
A Valentine's Day card	39%	35%	42%	48%	37%	39%	9%	60%	35%	39%	46%
Lingerie	5%	4%	4%	9%	7%	5%	13%	7%	34%	9%	3%
Other	16%	14%	16%	22%	12%	15%	22%	13%	31%	14%	20%
Not applicable - I don't plan on getting my significant other anything on Valentine's Day	22%	27%	17%	19%	23%	23%	37%	10%	-	23%	16%

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	Children under the age of 18			Income			
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On which ONE, if any, of the following days do you feel like you have the MOST sex?

Unweighted base	1162	289	873	420	327	241	174
<b>Base: All US adults</b>	1132	292	840	419	311	228	174
Valentine's Day	5%	9%	3%	8%	5%	2%	0%
My birthday	8%	12%	6%	8%	9%	9%	4%
My significant others birthday	5%	9%	4%	6%	6%	5%	2%
Our anniversary	14%	15%	13%	11%	16%	22%	5%
Halloween	1%	1%	2%	1%	1%	1%	3%
Presidents Day	1%	1%	1%	1%	1%	2%	1%
Christmas	2%	4%	2%	3%	2%	2%	1%
4th of July	1%	1%	1%	1%	1%	-	-
Thanksgiving	0%	1%	0%	1%	0%	0%	-
Other	6%	8%	6%	6%	8%	6%	5%
Don't know	18%	19%	17%	14%	22%	23%	12%
Not applicable	24%	10%	29%	31%	15%	18%	33%
Prefer not to say	14%	11%	16%	9%	14%	10%	33%

How likely or unlikely are you to go on a date on Valentine's Day this year?

Unweighted base	1162	289	873	420	327	241	174
<b>Base: All US adults</b>	1132	292	840	419	311	228	174
Very likely	13%	24%	10%	14%	16%	13%	9%
Somewhat likely	16%	22%	14%	13%	20%	21%	10%
Somewhat unlikely	14%	14%	14%	14%	10%	21%	13%
Very unlikely	48%	34%	52%	51%	45%	39%	54%
Don't know	9%	7%	9%	9%	8%	6%	14%

Which, if any, of the following do you plan on giving your significant other for Valentine's Day this year? Please select all that apply.

Unweighted base	732	235	497	212	237	194	89
<b>Base: All US adults who are in relationships</b>	686	238	448	208	218	180	80
Teddy bear	5%	10%	3%	7%	5%	5%	3%
Chocolate	27%	36%	22%	31%	30%	27%	8%
Flowers	21%	25%	20%	15%	22%	31%	15%
Jewelry	8%	12%	6%	9%	6%	10%	11%
Clothing	10%	17%	6%	13%	9%	7%	10%
An experience (e.g., tickets to a concert, etc.)	7%	9%	6%	9%	6%	9%	2%
A Valentine's Day card	39%	41%	38%	35%	47%	39%	31%
Lingerie	5%	10%	3%	5%	7%	6%	1%
Other	16%	14%	16%	14%	21%	12%	13%
Not applicable - I don't plan on getting my significant other anything on Valentine's Day	22%	16%	25%	18%	20%	19%	40%



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Social networks membership

On which ONE, if any, of the following days do you feel like you have the MOST sex?

Unweighted base	1162	856	397	298	391	78	281	92	306	31	155	14	35	23	175
<b>Base: All US adults</b>	1132	854	424	302	401	90	283	101	322	35	169	12	38	24	150
Valentine's Day	5%	5%	5%	3%	7%	7%	3%	7%	6%	-	7%	14%	-	-	3%
My birthday	8%	8%	11%	7%	7%	9%	6%	4%	10%	6%	8%	7%	11%	4%	3%
My significant others birthday	5%	6%	6%	6%	7%	10%	9%	7%	8%	15%	11%	-	8%	-	1%
Our anniversary	14%	14%	12%	14%	14%	10%	19%	11%	15%	8%	17%	16%	17%	-	11%
Halloween	1%	1%	1%	1%	1%	-	1%	-	1%	-	1%	-	-	3%	2%
Presidents Day	1%	1%	1%	2%	0%	-	1%	3%	1%	-	2%	-	-	3%	1%
Christmas	2%	2%	2%	2%	2%	1%	2%	3%	2%	3%	2%	8%	-	-	3%
4th of July	1%	0%	1%	1%	1%	2%	1%	1%	1%	4%	1%	-	-	4%	1%
Thanksgiving	0%	0%	0%	1%	0%	-	-	-	0%	3%	1%	-	-	-	-
Other	6%	6%	6%	7%	7%	6%	7%	7%	6%	7%	6%	8%	9%	4%	6%
Don't know	18%	20%	18%	25%	17%	18%	18%	15%	15%	9%	15%	11%	13%	14%	15%
Not applicable	24%	25%	26%	19%	27%	23%	21%	35%	23%	33%	22%	17%	16%	23%	31%
Prefer not to say	14%	12%	11%	12%	10%	14%	13%	7%	11%	12%	6%	20%	26%	44%	24%

How likely or unlikely are you to go on a date on Valentine's Day this year?

Unweighted base	1162	856	397	298	391	78	281	92	306	31	155	14	35	23	175
<b>Base: All US adults</b>	1132	854	424	302	401	90	283	101	322	35	169	12	38	24	150
Very likely	13%	13%	14%	12%	16%	17%	13%	18%	16%	26%	14%	30%	7%	7%	12%
Somewhat likely	16%	17%	17%	24%	19%	16%	15%	8%	17%	14%	23%	-	8%	15%	11%
Somewhat unlikely	14%	14%	15%	15%	12%	18%	17%	18%	16%	17%	13%	17%	22%	3%	10%
Very unlikely	48%	48%	45%	41%	47%	35%	46%	51%	42%	37%	43%	45%	35%	48%	58%
Don't know	9%	8%	9%	8%	6%	14%	10%	5%	9%	6%	7%	8%	28%	27%	9%

Which, if any, of the following do you plan on giving your significant other for Valentine's Day this year? Please select all that apply.

Unweighted base	732	547	231	206	234	48	195	45	184	17	90	8	22	11	107
<b>Base: All US adults who are in relationships</b>	686	527	236	199	230	51	188	46	186	16	96	8	20	9	85
Teddy bear	5%	6%	9%	5%	10%	10%	6%	10%	10%	17%	12%	25%	6%	-	0%
Chocolate	27%	28%	33%	31%	35%	44%	26%	22%	29%	43%	32%	24%	22%	17%	26%
Flowers	21%	23%	26%	38%	32%	19%	14%	15%	21%	23%	30%	55%	40%	-	18%
Jewelry	8%	8%	8%	9%	12%	7%	7%	13%	10%	6%	13%	59%	11%	12%	6%
Clothing	10%	9%	13%	10%	17%	12%	9%	28%	16%	27%	16%	22%	19%	10%	6%
An experience (e.g., tickets to a concert, etc.)	7%	7%	8%	9%	9%	13%	7%	13%	9%	15%	12%	18%	4%	-	4%
A Valentine's Day card	39%	39%	36%	41%	40%	39%	41%	39%	39%	21%	41%	39%	31%	17%	33%
Lingerie	5%	5%	7%	9%	7%	14%	4%	9%	10%	12%	9%	31%	-	-	1%
Other	16%	16%	18%	17%	10%	25%	20%	21%	16%	20%	14%	9%	31%	9%	15%
Not applicable - I don't plan on getting my significant other anything on Valentine's Day	22%	23%	23%	18%	17%	25%	26%	16%	19%	14%	19%	6%	21%	52%	26%

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**Relationship Status**

On which ONE, if any, of the following days do you feel like you have the MOST sex?

Unweighted base	1162	564	21	96	51	21	91	52	233	11	22	397	147	585
<b>Base: All US adults</b>	1132	515	21	92	58	20	82	46	261	13	23	410	150	536
Valentine's Day	5%	4%	7%	9%	6%	-	4%	2%	5%	-	-	4%	8%	4%
My birthday	8%	8%	18%	9%	13%	5%	11%	4%	6%	-	7%	7%	11%	8%
My significant others birthday	5%	7%	5%	5%	11%	-	4%	2%	2%	-	3%	2%	7%	7%
Our anniversary	14%	20%	18%	10%	23%	22%	6%	8%	6%	6%	-	7%	15%	19%
Halloween	1%	1%	4%	3%	3%	-	0%	-	1%	-	-	1%	3%	1%
Presidents Day	1%	1%	-	1%	3%	4%	-	-	2%	-	-	1%	2%	1%
Christmas	2%	3%	4%	2%	6%	-	-	3%	2%	6%	-	2%	3%	3%
4th of July	1%	-	4%	3%	-	5%	1%	-	1%	-	-	1%	2%	0%
Thanksgiving	0%	0%	-	1%	-	6%	-	-	1%	-	-	1%	1%	0%
Other	6%	7%	15%	15%	7%	6%	7%	1%	3%	9%	-	4%	12%	7%
Don't know	18%	22%	16%	24%	10%	13%	11%	2%	15%	5%	7%	13%	19%	22%
Not applicable	24%	11%	4%	11%	12%	38%	36%	60%	46%	69%	22%	45%	12%	11%
Prefer not to say	14%	17%	4%	7%	6%	2%	19%	19%	10%	5%	60%	13%	6%	16%

How likely or unlikely are you to go on a date on Valentine's Day this year?

Unweighted base	1162	564	21	96	51	21	91	52	233	11	22	397	147	585
<b>Base: All US adults</b>	1132	515	21	92	58	20	82	46	261	13	23	410	150	536
Very likely	13%	17%	24%	20%	22%	19%	4%	2%	8%	-	3%	7%	21%	17%
Somewhat likely	16%	21%	31%	28%	18%	5%	6%	-	10%	-	11%	8%	24%	21%
Somewhat unlikely	14%	16%	20%	20%	17%	18%	4%	3%	11%	6%	19%	9%	19%	17%
Very unlikely	48%	38%	25%	28%	41%	55%	70%	90%	60%	94%	24%	65%	33%	38%
Don't know	9%	8%	-	5%	2%	4%	17%	5%	11%	-	42%	11%	4%	7%

Which, if any, of the following do you plan on giving your significant other for Valentine's Day this year? Please select all that apply.

Unweighted base	732	564	21	96	51	-	-	-	-	-	-	-	147	585
<b>Base: All US adults who are in relationships</b>	686	515	21	92	58	-	-	-	-	-	-	-	150	536
Teddy bear	5%	4%	8%	12%	6%	-	-	-	-	-	-	-	10%	4%
Chocolate	27%	26%	35%	32%	23%	-	-	-	-	-	-	-	29%	26%
Flowers	21%	22%	24%	18%	23%	-	-	-	-	-	-	-	20%	22%
Jewelry	8%	7%	15%	11%	16%	-	-	-	-	-	-	-	13%	7%
Clothing	10%	8%	22%	12%	16%	-	-	-	-	-	-	-	14%	9%
An experience (e.g., tickets to a concert, etc.)	7%	6%	29%	9%	6%	-	-	-	-	-	-	-	8%	7%
A Valentine's Day card	39%	38%	32%	46%	42%	-	-	-	-	-	-	-	45%	38%
Lingerie	5%	4%	14%	8%	7%	-	-	-	-	-	-	-	7%	5%
Other	16%	16%	11%	18%	11%	-	-	-	-	-	-	-	15%	16%
Not applicable - I don't plan on getting my significant other anything on Valentine's Day	22%	23%	12%	21%	19%	-	-	-	-	-	-	-	20%	22%

# YouGov Valentine's Day

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What will you do when you get home from your Valentine's Day date? Please select all that apply.

	Gender			Age			Region				Race			
Unweighted base	323	166	157	104	114	105	59	60	126	78	208	37	49	29
<b>Base: All US adults likely to go on a date on Valentine's Day</b>	334	183	151	126	127	81	64	59	135	77	186	39	75	33
Break up with my significant other	6%	8%	3%	8%	6%	2%	6%	6%	4%	8%	4%	18%	4%	4%
Have sex	43%	45%	41%	50%	46%	29%	42%	56%	40%	41%	48%	46%	33%	38%
Go to sleep	38%	37%	38%	31%	43%	38%	40%	41%	37%	34%	40%	36%	38%	22%
Watch Netflix with my date	27%	23%	31%	37%	24%	14%	28%	42%	21%	25%	27%	35%	23%	26%
Watch Netflix alone	4%	6%	2%	6%	5%	-	7%	6%	3%	2%	4%	15%	1%	-
Have a cup of tea	13%	11%	15%	15%	15%	5%	18%	18%	10%	8%	9%	43%	3%	18%
Talk about our future	18%	22%	13%	24%	19%	6%	30%	21%	15%	11%	14%	34%	13%	31%
Text my date	11%	12%	10%	16%	12%	3%	14%	11%	7%	16%	10%	16%	9%	15%
Call my date	10%	12%	8%	13%	12%	4%	15%	11%	6%	13%	8%	23%	7%	15%
Other	13%	9%	18%	8%	9%	27%	11%	10%	14%	17%	13%	7%	18%	10%

Which, if any, of the following would you give up for a month in order to go on a date this Valentine's Day? Please select all that apply.

	Gender			Age			Region				Race			
Unweighted base	397	175	222	129	116	152	76	91	127	103	260	63	43	31
<b>Base: All US adults who are single</b>	410	194	216	167	112	131	80	104	121	106	259	68	50	34
Coffee	17%	24%	10%	21%	22%	8%	27%	20%	10%	14%	16%	15%	21%	19%
My cell phone	7%	10%	4%	9%	9%	2%	8%	4%	4%	12%	6%	2%	4%	16%
Using Wi-Fi	11%	17%	5%	17%	6%	6%	12%	12%	8%	11%	9%	12%	10%	18%
Chocolate	18%	25%	12%	28%	15%	7%	18%	17%	13%	23%	18%	19%	12%	21%
Cable/satellite TV	17%	25%	9%	23%	20%	6%	20%	15%	13%	21%	17%	9%	22%	25%
Streaming TV (e.g., Netflix)	16%	20%	11%	20%	14%	11%	16%	15%	11%	21%	16%	10%	15%	27%
Wine	20%	28%	12%	26%	23%	8%	26%	18%	17%	21%	19%	15%	26%	26%
Social media (e.g., Facebook, Instagram, Snapchat, etc.)	16%	24%	9%	25%	16%	6%	16%	12%	14%	24%	12%	18%	31%	26%
Other	4%	6%	1%	7%	1%	2%	4%	4%	2%	5%	4%	4%	3%	5%
Not applicable – I wouldn't give up anything for a month in order to go on a date this Valentine's Day	61%	49%	71%	47%	53%	84%	50%	67%	63%	60%	66%	65%	46%	35%

Which ONE, if any, of the following celebrities would be your ideal Valentine's Day date?

	Gender			Age			Region				Race			
Unweighted base	1162	534	628	286	368	508	225	241	417	279	814	122	127	99
<b>Base: All US adults</b>	1132	550	582	356	356	420	213	249	401	269	736	135	160	100
Brad Pitt	5%	1%	8%	3%	5%	6%	4%	6%	5%	3%	3%	7%	8%	6%
George Clooney	7%	1%	13%	6%	6%	10%	9%	7%	7%	8%	9%	4%	6%	4%
Idris Elba	3%	1%	4%	4%	3%	1%	3%	4%	2%	2%	1%	11%	2%	2%
Mariah Carey	3%	5%	1%	4%	4%	2%	3%	3%	3%	3%	2%	8%	3%	4%
Scarlett Johansson	7%	14%	1%	7%	9%	6%	7%	9%	4%	10%	7%	7%	8%	10%
Mila Kunis	3%	6%	1%	3%	5%	2%	3%	3%	4%	3%	4%	1%	4%	1%
Channing Tatum	6%	1%	10%	10%	5%	2%	7%	6%	6%	4%	6%	2%	6%	7%
Anna Kendrick	3%	5%	1%	4%	2%	1%	3%	1%	2%	5%	3%	-	2%	4%
Jon Hamm	2%	1%	3%	2%	1%	3%	4%	1%	2%	2%	3%	3%	1%	-
Beyonce	1%	2%	0%	3%	1%	1%	1%	0%	2%	1%	1%	4%	3%	1%
Taye Diggs	1%	-	3%	1%	1%	2%	1%	2%	1%	1%	1%	6%	0%	3%
Zoe Saldana	0%	1%	-	0%	1%	0%	1%	1%	0%	0%	0%	1%	-	3%
Halle Berry	5%	10%	1%	3%	7%	6%	4%	5%	8%	3%	3%	13%	9%	4%
Ryan Reynolds	5%	2%	8%	8%	6%	2%	7%	8%	4%	3%	6%	1%	4%	5%
Ricky Martin	2%	1%	3%	3%	2%	1%	3%	2%	2%	2%	2%	1%	5%	5%
Rosario Dawson	1%	1%	1%	1%	1%	1%	-	1%	2%	1%	1%	2%	2%	1%
Lucy Liu	2%	4%	0%	1%	3%	2%	2%	3%	3%	1%	2%	3%	2%	2%
Jennifer Lopez	4%	7%	1%	4%	3%	4%	3%	4%	4%	5%	3%	5%	6%	2%
Cristiano Ronaldo	2%	3%	1%	4%	2%	-	4%	0%	1%	3%	1%	2%	6%	6%
Other	36%	32%	40%	28%	31%	47%	33%	34%	37%	40%	43%	20%	22%	29%

**YouGov**  
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What will you do when you get home from your Valentine's Day date? Please select all that apply.

	Education					Marital Status					
Unweighted base	323	118	104	70	31	200	5	24	3	63	28
<b>Base: All US adults likely to go on a date on Valentine's Day</b>	334	140	104	65	25	206	5	19	1	77	26
Break up with my significant other	6%	5%	6%	4%	10%	5%	54%	-	-	8%	-
Have sex	43%	37%	50%	48%	40%	42%	27%	51%	34%	42%	60%
Go to sleep	38%	43%	36%	30%	34%	39%	58%	37%	34%	29%	45%
Watch Netflix with my date	27%	18%	36%	35%	18%	28%	69%	4%	-	23%	41%
Watch Netflix alone	4%	5%	4%	5%	-	2%	-	4%	-	11%	-
Have a cup of tea	13%	14%	18%	-	17%	10%	31%	15%	-	18%	12%
Talk about our future	18%	14%	25%	18%	14%	13%	58%	20%	-	31%	13%
Text my date	11%	11%	14%	7%	8%	6%	15%	17%	-	25%	4%
Call my date	10%	13%	9%	6%	12%	7%	73%	5%	-	19%	-
Other	13%	14%	13%	11%	18%	15%	-	13%	32%	9%	12%

Which, if any, of the following would you give up for a month in order to go on a date this Valentine's Day? Please select all that apply.

Unweighted base	397	158	144	69	26	8	10	89	51	236	3
<b>Base: All US adults who are single</b>	410	184	143	60	24	8	9	80	44	265	3
Coffee	17%	15%	15%	20%	33%	22%	9%	7%	1%	23%	-
My cell phone	7%	9%	4%	5%	14%	-	9%	3%	6%	9%	-
Using Wi-Fi	11%	11%	8%	9%	25%	21%	20%	5%	1%	13%	31%
Chocolate	18%	20%	12%	19%	39%	12%	20%	13%	5%	22%	-
Cable/satellite TV	17%	16%	12%	23%	33%	43%	39%	6%	6%	20%	-
Streaming TV (e.g., Netflix)	16%	15%	10%	17%	46%	12%	9%	12%	3%	19%	47%
Wine	20%	20%	16%	25%	27%	22%	9%	12%	3%	25%	-
Social media (e.g., Facebook, Instagram, Snapchat, etc.)	16%	17%	12%	18%	33%	22%	20%	6%	5%	21%	47%
Other	4%	4%	4%	4%	-	-	-	1%	-	5%	-
Not applicable – I wouldn't give up anything for a month in order to go on a date this Valentine's Day	61%	58%	67%	60%	42%	57%	61%	74%	90%	52%	23%

Which ONE, if any, of the following celebrities would be your ideal Valentine's Day date?

Unweighted base	1162	410	402	225	125	592	20	121	60	307	62
<b>Base: All US adults</b>	1132	476	357	195	104	540	20	115	51	349	56
Brad Pitt	5%	7%	4%	4%	1%	5%	7%	10%	2%	3%	8%
George Clooney	7%	9%	5%	8%	8%	8%	7%	7%	18%	5%	3%
Idris Elba	3%	2%	3%	3%	2%	1%	4%	5%	-	4%	5%
Mariah Carey	3%	4%	3%	1%	1%	3%	-	-	-	5%	2%
Scarlett Johansson	7%	5%	9%	9%	10%	7%	-	8%	3%	9%	6%
Mila Kunis	3%	4%	4%	2%	2%	3%	-	5%	-	4%	2%
Channing Tatum	6%	5%	8%	4%	3%	6%	8%	5%	-	6%	6%
Anna Kendrick	3%	2%	3%	3%	5%	1%	-	2%	2%	5%	3%
Jon Hamm	2%	2%	1%	4%	3%	3%	-	3%	4%	1%	4%
Beyonce	1%	2%	1%	2%	-	1%	-	1%	-	3%	-
Taye Diggs	1%	2%	1%	1%	1%	1%	4%	1%	3%	1%	-
Zoe Saldana	0%	0%	1%	0%	0%	0%	-	0%	2%	1%	-
Halle Berry	5%	8%	3%	4%	3%	7%	17%	6%	3%	2%	3%
Ryan Reynolds	5%	4%	7%	7%	3%	5%	11%	1%	4%	7%	9%
Ricky Martin	2%	3%	2%	1%	3%	2%	3%	2%	4%	2%	5%
Rosario Dawson	1%	0%	1%	1%	3%	1%	10%	-	-	0%	5%
Lucy Liu	2%	2%	3%	2%	2%	3%	-	1%	2%	2%	5%
Jennifer Lopez	4%	4%	4%	2%	4%	4%	-	0%	-	5%	4%
Cristiano Ronaldo	2%	2%	3%	-	2%	1%	7%	-	-	5%	-
Other	36%	33%	35%	41%	44%	38%	21%	42%	54%	30%	31%

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	Children under the age of 18			Income			
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What will you do when you get home from your Valentine's Day date? Please select all that apply.

	Unweighted base	323	123	200	105	105	77	36
<b>Base: All US adults likely to go on a date on Valentine's Day</b>		334	132	202	112	112	77	33
Break up with my significant other	6%	10%	3%	9%	1%	10%	-	
Have sex	43%	57%	34%	45%	48%	40%	26%	
Go to sleep	38%	34%	40%	30%	36%	50%	42%	
Watch Netflix with my date	27%	32%	23%	27%	30%	25%	17%	
Watch Netflix alone	4%	5%	4%	7%	2%	4%	2%	
Have a cup of tea	13%	16%	10%	13%	16%	9%	10%	
Talk about our future	18%	18%	18%	21%	21%	7%	26%	
Text my date	11%	13%	10%	15%	7%	9%	15%	
Call my date	10%	13%	9%	15%	8%	9%	6%	
Other	13%	8%	17%	10%	15%	12%	21%	

Which, if any, of the following would you give up for a month in order to go on a date this Valentine's Day? Please select all that apply.

	Unweighted base	397	51	346	200	87	41	69
<b>Base: All US adults who are single</b>		410	51	359	200	89	43	78
Coffee	17%	20%	16%	18%	15%	25%	11%	
My cell phone	7%	9%	7%	7%	8%	9%	4%	
Using Wi-Fi	11%	12%	10%	10%	13%	16%	7%	
Chocolate	18%	19%	18%	18%	16%	24%	15%	
Cable/satellite TV	17%	20%	16%	14%	21%	27%	12%	
Streaming TV (e.g., Netflix)	16%	17%	15%	15%	17%	19%	13%	
Wine	20%	23%	19%	21%	20%	26%	12%	
Social media (e.g., Facebook, Instagram, Snapchat, etc.)	16%	27%	15%	19%	12%	28%	8%	
Other	4%	-	4%	3%	3%	5%	6%	
Not applicable – I wouldn't give up anything for a month in order to go on a date this Valentine's Day	61%	50%	62%	58%	62%	58%	67%	

Which ONE, if any, of the following celebrities would be your ideal Valentine's Day date?

	Unweighted base	1162	289	873	420	327	241	174
<b>Base: All US adults</b>		1132	292	840	419	311	228	174
Brad Pitt	5%	6%	4%	5%	7%	2%	4%	
George Clooney	7%	8%	7%	10%	5%	7%	6%	
Idris Elba	3%	4%	2%	2%	3%	3%	3%	
Mariah Carey	3%	3%	3%	6%	1%	2%	2%	
Scarlett Johansson	7%	9%	7%	5%	6%	10%	11%	
Mila Kunis	3%	4%	3%	5%	3%	3%	2%	
Channing Tatum	6%	11%	4%	7%	8%	1%	5%	
Anna Kendrick	3%	1%	3%	1%	3%	7%	1%	
Jon Hamm	2%	2%	2%	1%	2%	5%	2%	
Beyonce	1%	1%	1%	2%	1%	-	1%	
Taye Diggs	1%	1%	2%	1%	1%	2%	2%	
Zoe Saldana	0%	1%	0%	0%	1%	0%	0%	
Halle Berry	5%	4%	6%	4%	3%	10%	7%	
Ryan Reynolds	5%	6%	5%	8%	5%	3%	2%	
Ricky Martin	2%	2%	2%	3%	3%	1%	1%	
Rosario Dawson	1%	1%	1%	-	1%	2%	2%	
Lucy Liu	2%	3%	2%	2%	4%	2%	1%	
Jennifer Lopez	4%	3%	4%	5%	3%	3%	3%	
Cristiano Ronaldo	2%	3%	2%	2%	2%	2%	4%	
Other	36%	25%	40%	31%	39%	37%	41%	

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Social networks membership

What will you do when you get home from your Valentine's Day date? Please select all that apply.

	Unweighted base	323	238	115	97	125	25	78	23	97	12	56	4	6	4	41
<b>Base: All US adults likely to go on a date on Valentine's Day</b>		334	254	130	109	139	30	78	26	105	14	62	4	6	5	34
Break up with my significant other	6%	6%	9%	7%	10%	12%	6%	21%	13%	24%	12%	-	24%	-	-	-
Have sex	43%	41%	50%	43%	45%	54%	47%	67%	44%	56%	51%	78%	49%	-	-	32%
Go to sleep	38%	40%	38%	46%	44%	34%	46%	48%	40%	44%	31%	24%	59%	53%	38%	38%
Watch Netflix with my date	27%	29%	32%	27%	28%	41%	34%	48%	35%	59%	30%	22%	14%	32%	11%	11%
Watch Netflix alone	4%	5%	5%	5%	6%	12%	7%	17%	7%	24%	7%	-	-	-	-	-
Have a cup of tea	13%	13%	18%	15%	20%	33%	17%	36%	16%	38%	13%	24%	-	32%	7%	7%
Talk about our future	18%	18%	22%	19%	24%	38%	23%	48%	25%	45%	25%	50%	22%	-	-	12%
Text my date	11%	12%	16%	9%	15%	23%	14%	23%	18%	43%	18%	28%	-	20%	7%	7%
Call my date	10%	11%	15%	13%	15%	15%	13%	21%	18%	46%	17%	50%	-	-	4%	4%
Other	13%	13%	15%	12%	8%	15%	13%	14%	13%	5%	10%	26%	14%	27%	26%	26%

Which, if any, of the following would you give up for a month in order to go on a date this Valentine's Day? Please select all that apply.

	Unweighted base	397	296	156	91	149	29	84	46	118	12	64	5	12	8	55
<b>Base: All US adults who are single</b>		410	310	173	103	158	38	94	54	132	18	72	4	18	10	53
Coffee	17%	15%	17%	19%	18%	17%	16%	26%	16%	17%	20%	33%	17%	24%	14%	14%
My cell phone	7%	5%	5%	2%	5%	3%	6%	11%	6%	-	7%	8%	-	16%	14%	14%
Using Wi-Fi	11%	10%	9%	7%	11%	16%	8%	14%	11%	10%	14%	8%	5%	16%	8%	8%
Chocolate	18%	17%	20%	17%	19%	26%	16%	31%	23%	10%	28%	8%	24%	27%	17%	17%
Cable/satellite TV	17%	16%	18%	15%	18%	21%	19%	25%	21%	26%	24%	8%	17%	16%	17%	17%
Streaming TV (e.g., Netflix)	16%	14%	14%	14%	14%	7%	15%	27%	16%	8%	18%	8%	17%	27%	15%	15%
Wine	20%	18%	19%	20%	18%	16%	19%	28%	24%	13%	28%	33%	22%	34%	21%	21%
Social media (e.g., Facebook, Instagram, Snapchat, etc.)	16%	13%	12%	11%	17%	13%	13%	21%	16%	-	21%	8%	17%	27%	20%	20%
Other	4%	3%	4%	2%	5%	7%	3%	6%	3%	-	1%	-	13%	16%	7%	7%
Not applicable – I wouldn't give up anything for a month in order to go on a date this Valentine's Day	61%	63%	59%	58%	57%	56%	62%	54%	56%	61%	49%	42%	62%	55%	70%	70%

Which ONE, if any, of the following celebrities would be your ideal Valentine's Day date?

	Unweighted base	1162	856	397	298	391	78	281	92	306	31	155	14	35	23	175
<b>Base: All US adults</b>		1132	854	424	302	401	90	283	101	322	35	169	12	38	24	150
Brad Pitt	5%	5%	6%	5%	4%	12%	8%	4%	6%	9%	6%	12%	23%	-	-	1%
George Clooney	7%	7%	6%	5%	6%	9%	9%	9%	8%	-	5%	-	2%	11%	7%	7%
Idris Elba	3%	3%	3%	4%	2%	-	3%	7%	4%	8%	3%	13%	1%	-	-	1%
Mariah Carey	3%	3%	4%	3%	5%	9%	3%	7%	5%	14%	4%	8%	-	-	-	4%
Scarlett Johansson	7%	7%	8%	8%	7%	3%	4%	7%	6%	7%	10%	11%	8%	23%	13%	13%
Mila Kunis	3%	3%	3%	3%	3%	3%	3%	1%	2%	-	4%	-	-	6%	3%	3%
Channing Tatum	6%	6%	4%	1%	5%	3%	8%	5%	7%	4%	6%	-	2%	13%	4%	4%
Anna Kendrick	3%	3%	3%	4%	2%	3%	2%	5%	3%	7%	3%	-	10%	4%	2%	2%
Jon Hamm	2%	2%	2%	2%	2%	1%	2%	3%	3%	3%	4%	-	-	-	1%	1%
Beyonce	1%	1%	2%	2%	2%	1%	-	1%	2%	3%	1%	8%	-	-	-	1%
Taye Diggs	1%	2%	1%	1%	1%	2%	1%	2%	1%	-	-	-	2%	-	-	1%
Zoe Saldana	0%	0%	1%	1%	1%	2%	1%	2%	1%	4%	1%	-	-	-	-	0%
Halle Berry	5%	6%	5%	10%	7%	7%	4%	3%	2%	3%	3%	18%	2%	-	-	2%
Ryan Reynolds	5%	5%	7%	4%	5%	7%	9%	7%	8%	9%	12%	-	4%	6%	2%	2%
Ricky Martin	2%	2%	3%	2%	3%	4%	2%	1%	3%	-	4%	7%	-	-	-	1%
Rosario Dawson	1%	1%	1%	1%	1%	-	-	3%	2%	-	2%	-	-	4%	-	-
Lucy Liu	2%	2%	3%	3%	3%	1%	1%	-	1%	-	-	-	2%	4%	1%	1%
Jennifer Lopez	4%	3%	3%	5%	4%	3%	3%	4%	4%	6%	5%	-	4%	-	4%	4%
Cristiano Ronaldo	2%	2%	4%	3%	3%	1%	2%	3%	4%	6%	2%	-	-	4%	3%	3%
Other	36%	35%	32%	33%	33%	30%	36%	29%	28%	18%	24%	22%	39%	24%	50%	50%

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**Relationship Status**

What will you do when you get home from your Valentine's Day date? Please select all that apply.

	Unweighted base	323	187	11	45	24	4	11	1	36	-	4	52	69	198
<b>Base: All US adults likely to go on a date on Valentine's Day</b>		334	194	11	43	23	5	8	1	46	-	3	59	67	205
Break up with my significant other	6%	5%	27%	2%	-	-	-	-	-	10%	-	-	7%	1%	7%
Have sex	43%	40%	47%	62%	61%	26%	42%	-	-	37%	-	-	36%	62%	40%
Go to sleep	38%	41%	32%	37%	31%	17%	23%	100%	32%	-	29%	30%	35%	41%	
Watch Netflix with my date	27%	27%	39%	34%	21%	-	-	-	25%	-	20%	19%	30%	28%	
Watch Netflix alone	4%	1%	18%	2%	-	-	10%	-	18%	-	-	15%	1%	2%	
Have a cup of tea	13%	9%	47%	14%	-	17%	26%	100%	21%	-	27%	22%	9%	11%	
Talk about our future	18%	13%	29%	30%	6%	-	12%	100%	29%	-	51%	25%	22%	14%	
Text my date	11%	6%	-	10%	15%	22%	-	100%	32%	-	20%	28%	12%	6%	
Call my date	10%	7%	10%	4%	12%	52%	-	100%	25%	-	27%	25%	6%	7%	
Other	13%	14%	-	15%	18%	-	22%	-	9%	-	-	10%	16%	14%	

Which, if any, of the following would you give up for a month in order to go on a date this Valentine's Day? Please select all that apply.

	Unweighted base	397	-	-	-	-	21	91	52	233	-	-	397	-	-
<b>Base: All US adults who are single</b>		410	-	-	-	-	20	82	46	261	-	-	410	-	-
Coffee	17%	-	-	-	-	-	23%	6%	1%	22%	-	-	17%	-	-
My cell phone	7%	-	-	-	-	-	10%	3%	3%	9%	-	-	7%	-	-
Using Wi-Fi	11%	-	-	-	-	-	22%	4%	1%	13%	-	-	11%	-	-
Chocolate	18%	-	-	-	-	-	14%	12%	3%	23%	-	-	18%	-	-
Cable/satellite TV	17%	-	-	-	-	-	36%	8%	3%	20%	-	-	17%	-	-
Streaming TV (e.g., Netflix)	16%	-	-	-	-	-	14%	12%	3%	19%	-	-	16%	-	-
Wine	20%	-	-	-	-	-	33%	11%	3%	24%	-	-	20%	-	-
Social media (e.g., Facebook, Instagram, Snapchat, etc.)	16%	-	-	-	-	-	35%	4%	2%	21%	-	-	16%	-	-
Other	4%	-	-	-	-	-	-	1%	-	5%	-	-	4%	-	-
Not applicable – I wouldn't give up anything for a month in order to go on a date this Valentine's Day	61%	-	-	-	-	-	43%	75%	96%	52%	-	-	61%	-	-

Which ONE, if any, of the following celebrities would be your ideal Valentine's Day date?

	Unweighted base	1162	564	21	96	51	21	91	52	233	11	22	397	147	585
<b>Base: All US adults</b>		1132	515	21	92	58	20	82	46	261	13	23	410	150	536
Brad Pitt	5%	5%	9%	6%	5%	-	-	13%	1%	3%	-	-	4%	6%	5%
George Clooney	7%	8%	10%	7%	8%	7%	7%	8%	18%	5%	3%	8%	7%	7%	8%
Idris Elba	3%	1%	4%	4%	1%	4%	5%	-	-	4%	-	9%	4%	3%	1%
Mariah Carey	3%	2%	5%	4%	5%	-	-	-	-	5%	-	3%	3%	4%	3%
Scarlett Johansson	7%	7%	7%	3%	7%	18%	2%	-	-	9%	41%	18%	7%	4%	7%
Mila Kunis	3%	3%	-	4%	5%	6%	5%	-	-	5%	6%	6%	4%	4%	3%
Channing Tatum	6%	5%	9%	9%	4%	6%	5%	-	-	7%	-	-	6%	7%	6%
Anna Kendrick	3%	1%	7%	4%	9%	4%	3%	-	-	4%	-	-	3%	6%	2%
Jon Hamm	2%	2%	8%	3%	3%	-	2%	4%	1%	6%	4%	4%	1%	3%	3%
Beyonce	1%	1%	-	1%	3%	-	2%	-	-	3%	-	-	2%	2%	1%
Taye Diggs	1%	2%	-	1%	3%	-	1%	3%	1%	1%	-	-	1%	2%	2%
Zoe Saldana	0%	0%	-	2%	-	6%	-	-	-	0%	-	1%	1%	1%	0%
Halle Berry	5%	8%	9%	3%	3%	9%	9%	3%	3%	1%	-	-	3%	3%	8%
Ryan Reynolds	5%	4%	4%	10%	4%	5%	3%	4%	7%	-	-	4%	6%	7%	4%
Ricky Martin	2%	2%	4%	4%	-	12%	1%	4%	3%	-	-	-	3%	2%	2%
Rosario Dawson	1%	1%	-	1%	3%	-	-	-	-	0%	-	5%	0%	2%	1%
Lucy Liu	2%	3%	1%	1%	1%	5%	-	2%	2%	2%	2%	-	2%	1%	3%
Jennifer Lopez	4%	4%	-	3%	8%	4%	1%	-	-	5%	-	-	3%	5%	4%
Cristiano Ronaldo	2%	1%	7%	-	-	-	1%	-	-	5%	-	9%	3%	-	1%
Other	36%	39%	16%	32%	28%	14%	41%	60%	31%	31%	42%	33%	35%	30%	38%