

## **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 1.2 million individuals who have agreed to take part in surveys. Emails are sent to panellists 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 contact YouGov Plc +1 888.729.0773 or email [omnibus.us@yougov.com](mailto:omnibus.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 1132 adults. Fieldwork was undertaken between 10th - 13th November 2017. 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.

**YouGovNY**  
November Omni

US\_nat Sample: 10th - 13th November 2017



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

ZYN\_q8. For the following set of questions please think about a heterosexual marriage. Which ONE of the following do you think is the ideal last name arrangement when a man and a woman get married?

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
<b>Base: All US adults</b>	<b>1116</b>	<b>555</b>	<b>561</b>	<b>353</b>	<b>322</b>	<b>441</b>	<b>199</b>	<b>228</b>	<b>418</b>	<b>271</b>	<b>717</b>	<b>137</b>	<b>165</b>	<b>98</b>
The woman takes the man's last name	57%	59%	55%	47%	59%	64%	56%	59%	58%	55%	61%	59%	50%	34%
The man takes the woman's last name	2%	2%	1%	3%	2%	0%	1%	2%	2%	1%	1%	4%	4%	-
The woman and man keep their original last names	13%	11%	14%	13%	11%	14%	15%	8%	14%	13%	10%	11%	23%	16%
They take whichever last name sounds better	6%	6%	7%	11%	6%	3%	5%	7%	5%	9%	6%	5%	5%	13%
They create a new last name for both of them unrelated to their previous last names	2%	3%	1%	5%	0%	1%	3%	3%	2%	2%	1%	4%	2%	8%
They create a hyphenated last name for both of them	5%	4%	6%	6%	3%	6%	5%	1%	7%	5%	4%	8%	6%	7%
None of these	5%	4%	5%	4%	6%	4%	4%	6%	4%	5%	4%	2%	5%	11%
Don't know	10%	10%	10%	12%	14%	6%	9%	14%	8%	10%	11%	8%	6%	12%

ZYN\_q10. Which ONE of the following colors do you think is the ideal color for a bride to wear on her wedding day?

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
<b>Base: All US adults</b>	<b>1116</b>	<b>555</b>	<b>561</b>	<b>353</b>	<b>322</b>	<b>441</b>	<b>199</b>	<b>228</b>	<b>418</b>	<b>271</b>	<b>717</b>	<b>137</b>	<b>165</b>	<b>98</b>
White	66%	65%	67%	60%	70%	68%	68%	70%	68%	58%	69%	59%	65%	53%
Black	2%	3%	1%	3%	2%	0%	4%	1%	2%	1%	2%	2%	1%	2%
Scarlet	1%	1%	1%	1%	1%	1%	0%	1%	1%	1%	1%	1%	-	1%
Pale blue	3%	4%	3%	4%	3%	3%	3%	0%	5%	4%	3%	3%	5%	5%
Purple	2%	2%	2%	3%	2%	1%	2%	2%	2%	3%	1%	3%	3%	2%
Yellow	1%	1%	0%	2%	-	0%	2%	0%	0%	1%	1%	1%	-	1%
Silver	3%	3%	2%	2%	3%	3%	2%	2%	1%	5%	2%	3%	5%	4%
Rose	2%	3%	2%	3%	3%	1%	3%	1%	3%	2%	1%	2%	6%	4%
Green	1%	1%	1%	1%	0%	1%	0%	0%	1%	1%	1%	-	-	2%
Other	4%	2%	5%	2%	3%	5%	4%	5%	3%	3%	3%	4%	3%	5%
Don't know	16%	16%	16%	18%	13%	17%	11%	18%	14%	22%	16%	20%	13%	21%

ZYN\_q11. To what extent do you approve or disapprove of the custom of giving/receiving engagement rings?

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
<b>Base: All US adults</b>	<b>1116</b>	<b>555</b>	<b>561</b>	<b>353</b>	<b>322</b>	<b>441</b>	<b>199</b>	<b>228</b>	<b>418</b>	<b>271</b>	<b>717</b>	<b>137</b>	<b>165</b>	<b>98</b>
Strongly approve	47%	41%	53%	47%	46%	48%	50%	51%	47%	42%	47%	50%	46%	42%
Somewhat approve	35%	37%	32%	30%	34%	39%	35%	30%	34%	40%	37%	28%	28%	35%
Somewhat disapprove	6%	7%	4%	7%	6%	5%	4%	6%	6%	6%	5%	4%	10%	6%
Strongly disapprove	2%	3%	1%	4%	2%	1%	1%	3%	4%	1%	1%	2%	4%	4%
Don't know	10%	12%	9%	11%	13%	7%	10%	10%	10%	12%	9%	16%	11%	13%
Net: Agree	82%	78%	85%	77%	79%	87%	85%	81%	81%	82%	85%	78%	74%	78%
Net: Disagree	8%	10%	6%	11%	7%	6%	5%	9%	10%	7%	6%	7%	15%	10%

ZYN\_q12. Which, if any, of the following do you feel an engagement ring symbolizes? Please select all that apply.

Unweighted base	1132	509	623	321	315	496	209	241	411	271	796	134	98	104
<b>Base: All US adults</b>	<b>1116</b>	<b>555</b>	<b>561</b>	<b>353</b>	<b>322</b>	<b>441</b>	<b>199</b>	<b>228</b>	<b>418</b>	<b>271</b>	<b>717</b>	<b>137</b>	<b>165</b>	<b>98</b>
Love	51%	48%	53%	50%	49%	52%	56%	55%	48%	47%	53%	51%	43%	46%
Commitment	64%	60%	67%	56%	62%	71%	64%	69%	61%	63%	68%	62%	49%	59%
The monetary value of the relationship	9%	9%	9%	14%	11%	4%	10%	9%	8%	9%	6%	7%	7%	13%
Wealth/economic status of the one proposing	9%	10%	7%	15%	8%	4%	14%	8%	8%	6%	8%	13%	3%	16%
Ownership of the other person	7%	10%	5%	14%	6%	2%	7%	5%	8%	8%	5%	9%	12%	15%
A formal agreement to future marriage	52%	50%	54%	49%	47%	58%	48%	53%	53%	53%	55%	50%	43%	50%
The promise of an eternal union	43%	40%	45%	47%	39%	42%	44%	47%	44%	37%	42%	50%	42%	40%
Other	2%	2%	1%	2%	2%	1%	3%	-	2%	2%	1%	3%	1%	4%
Not applicable - I do not think an engagement ring symbolizes anything in particular	4%	4%	5%	6%	6%	2%	2%	6%	4%	4%	3%	9%	4%	3%

**YouGovNY**  
**November Omni**

US\_nat Sample: 10th - 13th November 2017



Total	Education				Marital Status					
	No HS, High school graduate	Some college, 2-year	4-year	Post Grad	Married	Separated	Divorced	Widowed	Never married	Domestic / civil partnership

ZYN\_q8. For the following set of questions please think about a heterosexual marriage. Which ONE of the following do you think is the ideal last name arrangement when a man and a woman get married?

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40
<b>Base: All US adults</b>	<b>1116</b>	<b>466</b>	<b>355</b>	<b>192</b>	<b>104</b>	<b>505</b>	<b>27</b>	<b>122</b>	<b>68</b>	<b>353</b>	<b>41</b>
The woman takes the man's last name	57%	63%	52%	55%	53%	64%	76%	57%	65%	45%	59%
The man takes the woman's last name	2%	2%	3%	1%	1%	2%	3%	-	-	2%	-
The woman and man keep their original last names	13%	10%	14%	14%	16%	12%	12%	22%	12%	11%	6%
They take whichever last name sounds better	6%	5%	7%	8%	6%	5%	-	3%	4%	10%	10%
They create a new last name for both of them unrelated to their previous last names	2%	2%	3%	2%	1%	1%	3%	1%	3%	5%	-
They create a hyphenated last name for both of them	5%	5%	5%	7%	5%	4%	3%	4%	8%	7%	4%
None of these	5%	4%	6%	3%	5%	6%	3%	1%	1%	4%	8%
Don't know	10%	9%	11%	11%	13%	6%	-	12%	7%	17%	12%

ZYN\_q10. Which ONE of the following colors do you think is the ideal color for a bride to wear on her wedding day?

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40
<b>Base: All US adults</b>	<b>1116</b>	<b>466</b>	<b>355</b>	<b>192</b>	<b>104</b>	<b>505</b>	<b>27</b>	<b>122</b>	<b>68</b>	<b>353</b>	<b>41</b>
White	66%	65%	65%	70%	66%	68%	82%	68%	57%	64%	62%
Black	2%	2%	1%	1%	0%	1%	3%	-	2%	3%	2%
Scarlet	1%	1%	1%	0%	2%	1%	-	1%	-	1%	-
Pale blue	3%	5%	2%	3%	1%	3%	3%	5%	7%	2%	2%
Purple	2%	2%	2%	2%	2%	1%	3%	-	3%	3%	4%
Yellow	1%	1%	1%	-	2%	1%	3%	-	-	1%	-
Silver	3%	3%	2%	3%	3%	2%	-	6%	5%	1%	7%
Rose	2%	2%	3%	2%	4%	2%	3%	1%	3%	3%	2%
Green	1%	1%	0%	1%	1%	1%	-	1%	2%	0%	2%
Other	4%	3%	4%	3%	5%	4%	-	3%	6%	2%	8%
Don't know	16%	15%	20%	14%	14%	16%	3%	14%	17%	20%	10%

ZYN\_q11. To what extent do you approve or disapprove of the custom of giving/receiving engagement rings?

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40
<b>Base: All US adults</b>	<b>1116</b>	<b>466</b>	<b>355</b>	<b>192</b>	<b>104</b>	<b>505</b>	<b>27</b>	<b>122</b>	<b>68</b>	<b>353</b>	<b>41</b>
Strongly approve	47%	48%	47%	45%	45%	51%	35%	42%	58%	44%	27%
Somewhat approve	35%	32%	33%	39%	44%	33%	51%	41%	24%	33%	59%
Somewhat disapprove	6%	7%	6%	6%	2%	7%	8%	4%	10%	5%	-
Strongly disapprove	2%	2%	4%	1%	2%	3%	-	2%	2%	2%	-
Don't know	10%	11%	10%	10%	7%	6%	6%	11%	7%	16%	13%
Net: Agree	82%	80%	80%	84%	89%	85%	86%	82%	82%	77%	87%
Net: Disagree	8%	8%	10%	6%	4%	9%	8%	6%	12%	7%	-

ZYN\_q12. Which, if any, of the following do you feel an engagement ring symbolizes? Please select all that apply.

Unweighted base	1132	433	381	203	115	518	22	134	72	346	40
<b>Base: All US adults</b>	<b>1116</b>	<b>466</b>	<b>355</b>	<b>192</b>	<b>104</b>	<b>505</b>	<b>27</b>	<b>122</b>	<b>68</b>	<b>353</b>	<b>41</b>
Love	51%	48%	50%	53%	60%	54%	49%	46%	41%	49%	54%
Commitment	64%	57%	68%	68%	67%	66%	64%	67%	59%	60%	68%
The monetary value of the relationship	9%	10%	10%	5%	5%	6%	17%	6%	4%	12%	27%
Wealth/economic status of the one proposing	9%	6%	10%	9%	13%	7%	12%	5%	4%	13%	8%
Ownership of the other person	7%	9%	6%	6%	4%	5%	-	5%	10%	11%	13%
A formal agreement to future marriage	52%	45%	56%	55%	66%	55%	54%	46%	55%	51%	44%
The promise of an eternal union	43%	42%	45%	45%	38%	44%	63%	36%	31%	45%	37%
Other	2%	2%	2%	2%	2%	1%	-	1%	-	3%	4%
Not applicable - I do not think an engagement ring symbolizes anything in particular	4%	5%	4%	3%	4%	3%	-	6%	1%	7%	-

**YouGovNY**  
**November Omni**

US\_nat Sample: 10th - 13th November 2017



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

ZYN\_q8. For the following set of questions please think about a heterosexual marriage. Which ONE of the following do you think is the ideal last name arrangement when a man and a woman get married?

Unweighted base	1132	219	913	440	321	194	176
<b>Base: All US adults</b>	1116	240	877	451	312	183	170
The woman takes the man's last name	57%	62%	56%	58%	60%	52%	55%
The man takes the woman's last name	2%	5%	1%	3%	1%	1%	-
The woman and man keep their original last names	13%	11%	13%	11%	12%	19%	13%
They take whichever last name sounds better	6%	7%	6%	6%	6%	11%	5%
They create a new last name for both of them unrelated to their previous last names	2%	1%	3%	2%	2%	2%	3%
They create a hyphenated last name for both of them	5%	3%	6%	5%	7%	2%	6%
None of these	5%	5%	4%	5%	4%	4%	4%
Don't know	10%	7%	11%	11%	8%	9%	14%

ZYN\_q10. Which ONE of the following colors do you think is the ideal color for a bride to wear on her wedding day?

Unweighted base	1132	219	913	440	321	194	176
<b>Base: All US adults</b>	1116	240	877	451	312	183	170
White	66%	65%	66%	66%	67%	70%	61%
Black	2%	3%	1%	2%	1%	2%	1%
Scarlet	1%	1%	1%	1%	0%	1%	1%
Pale blue	3%	4%	3%	5%	3%	2%	3%
Purple	2%	2%	2%	3%	1%	1%	2%
Yellow	1%	1%	1%	1%	-	2%	1%
Silver	3%	4%	2%	2%	2%	1%	5%
Rose	2%	4%	2%	3%	2%	2%	2%
Green	1%	-	1%	1%	1%	1%	-
Other	4%	4%	3%	4%	3%	4%	3%
Don't know	16%	12%	18%	13%	20%	15%	22%

ZYN\_q11. To what extent do you approve or disapprove of the custom of giving/receiving engagement rings?

Unweighted base	1132	219	913	440	321	194	176
<b>Base: All US adults</b>	1116	240	877	451	312	183	170
Strongly approve	47%	55%	45%	48%	46%	48%	44%
Somewhat approve	35%	33%	35%	32%	42%	36%	27%
Somewhat disapprove	6%	6%	6%	7%	3%	5%	7%
Strongly disapprove	2%	1%	3%	3%	1%	2%	2%
Don't know	10%	6%	12%	9%	7%	9%	20%
Net: Agree	82%	88%	80%	80%	89%	84%	71%
Net: Disagree	8%	7%	8%	11%	4%	7%	9%

ZYN\_q12. Which, if any, of the following do you feel an engagement ring symbolizes? Please select all that apply.

Unweighted base	1132	219	913	440	321	194	176
<b>Base: All US adults</b>	1116	240	877	451	312	183	170
Love	51%	52%	50%	47%	53%	53%	51%
Commitment	64%	60%	65%	61%	64%	69%	65%
The monetary value of the relationship	9%	11%	8%	13%	7%	6%	6%
Wealth/economic status of the one proposing	9%	6%	9%	8%	8%	11%	9%
Ownership of the other person	7%	9%	7%	9%	7%	7%	3%
A formal agreement to future marriage	52%	47%	53%	47%	59%	53%	52%
The promise of an eternal union	43%	48%	41%	44%	47%	42%	36%
Other	2%	1%	2%	2%	1%	2%	2%
Not applicable - I do not think an engagement ring symbolizes anything in particular	4%	4%	4%	4%	2%	4%	9%

**YouGovNY**  
November Omni

US\_nat Sample: 10th - 13th November 2017



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

ZYN\_q8. For the following set of questions please think about a heterosexual marriage. Which ONE of the following do you think is the ideal last name arrangement when a man and a woman get married?

Unweighted base	1132	907	392	300	315	77	323	102	333	195	20	15	8	133
<b>Base: All US adults</b>	<b>1116</b>	<b>892</b>	<b>387</b>	<b>280</b>	<b>320</b>	<b>85</b>	<b>313</b>	<b>103</b>	<b>353</b>	<b>209</b>	<b>19</b>	<b>15</b>	<b>8</b>	<b>128</b>
The woman takes the man's last name	57%	58%	54%	57%	52%	55%	56%	38%	52%	52%	55%	41%	32%	59%
The man takes the woman's last name	2%	2%	3%	1%	2%	2%	2%	3%	2%	1%	14%	-	-	-
The woman and man keep their original last names	13%	12%	12%	14%	17%	14%	16%	10%	14%	13%	4%	14%	-	12%
They take whichever last name sounds better	6%	6%	8%	6%	9%	10%	6%	21%	8%	11%	-	-	14%	4%
They create a new last name for both of them unrelated to their previous last names	2%	2%	2%	2%	3%	5%	1%	5%	3%	5%	10%	8%	-	2%
They create a hyphenated last name for both of them	5%	5%	5%	6%	6%	2%	7%	10%	7%	3%	6%	18%	-	5%
None of these	5%	4%	5%	6%	5%	3%	4%	5%	5%	4%	-	12%	20%	4%
Don't know	10%	10%	11%	7%	6%	8%	8%	7%	10%	11%	11%	7%	34%	13%

ZYN\_q10. Which ONE of the following colors do you think is the ideal color for a bride to wear on her wedding day?

Unweighted base	1132	907	392	300	315	77	323	102	333	195	20	15	8	133
<b>Base: All US adults</b>	<b>1116</b>	<b>892</b>	<b>387</b>	<b>280</b>	<b>320</b>	<b>85</b>	<b>313</b>	<b>103</b>	<b>353</b>	<b>209</b>	<b>19</b>	<b>15</b>	<b>8</b>	<b>128</b>
White	66%	67%	67%	67%	63%	66%	70%	58%	68%	69%	59%	74%	44%	68%
Black	2%	2%	4%	2%	4%	3%	1%	3%	3%	4%	14%	-	-	1%
Scarlet	1%	1%	0%	1%	1%	1%	1%	2%	1%	1%	-	-	-	-
Pale blue	3%	3%	3%	4%	7%	10%	3%	4%	4%	4%	8%	-	-	1%
Purple	2%	2%	2%	2%	1%	3%	1%	4%	2%	2%	-	-	-	2%
Yellow	1%	1%	1%	0%	1%	3%	1%	2%	1%	2%	6%	-	-	-
Silver	3%	2%	2%	1%	2%	-	1%	1%	1%	1%	-	-	-	4%
Rose	2%	3%	3%	2%	3%	-	2%	1%	3%	2%	-	8%	-	2%
Green	1%	0%	1%	2%	1%	-	1%	3%	0%	0%	-	6%	-	1%
Other	4%	4%	3%	5%	3%	2%	3%	3%	4%	2%	-	6%	-	3%
Don't know	16%	15%	13%	14%	13%	12%	16%	20%	14%	15%	13%	6%	56%	18%

ZYN\_q11. To what extent do you approve or disapprove of the custom of giving/receiving engagement rings?

Unweighted base	1132	907	392	300	315	77	323	102	333	195	20	15	8	133
<b>Base: All US adults</b>	<b>1116</b>	<b>892</b>	<b>387</b>	<b>280</b>	<b>320</b>	<b>85</b>	<b>313</b>	<b>103</b>	<b>353</b>	<b>209</b>	<b>19</b>	<b>15</b>	<b>8</b>	<b>128</b>
Strongly approve	47%	48%	48%	48%	45%	52%	55%	46%	52%	48%	48%	26%	24%	46%
Somewhat approve	35%	35%	35%	38%	36%	25%	33%	31%	29%	32%	33%	31%	32%	34%
Somewhat disapprove	6%	5%	5%	4%	9%	9%	3%	9%	6%	7%	9%	19%	10%	5%
Strongly disapprove	2%	2%	3%	1%	2%	4%	1%	2%	2%	1%	-	8%	-	2%
Don't know	10%	10%	9%	8%	8%	11%	8%	12%	10%	12%	10%	17%	34%	13%
Net: Agree	82%	83%	83%	86%	82%	77%	87%	77%	81%	80%	81%	57%	56%	80%
Net: Disagree	8%	7%	8%	6%	11%	13%	5%	11%	8%	8%	9%	27%	10%	7%

ZYN\_q12. Which, if any, of the following do you feel an engagement ring symbolizes? Please select all that apply.

Unweighted base	1132	907	392	300	315	77	323	102	333	195	20	15	8	133
<b>Base: All US adults</b>	<b>1116</b>	<b>892</b>	<b>387</b>	<b>280</b>	<b>320</b>	<b>85</b>	<b>313</b>	<b>103</b>	<b>353</b>	<b>209</b>	<b>19</b>	<b>15</b>	<b>8</b>	<b>128</b>
Love	51%	52%	52%	56%	51%	52%	55%	43%	51%	48%	56%	69%	22%	42%
Commitment	64%	66%	64%	68%	60%	63%	69%	63%	59%	54%	82%	66%	21%	61%
The monetary value of the relationship	9%	9%	10%	7%	14%	20%	9%	13%	11%	14%	29%	21%	-	6%
Wealth/economic status of the one proposing	9%	9%	11%	10%	11%	18%	7%	20%	9%	13%	35%	27%	-	5%
Ownership of the other person	7%	7%	9%	7%	10%	12%	7%	16%	8%	10%	35%	-	-	3%
A formal agreement to future marriage	52%	52%	49%	59%	47%	49%	51%	52%	46%	47%	81%	62%	-	57%
The promise of an eternal union	43%	44%	44%	45%	44%	55%	50%	44%	48%	48%	50%	33%	24%	42%
Other	2%	1%	3%	2%	2%	2%	1%	2%	2%	2%	-	-	14%	2%
Not applicable - I do not think an engagement ring symbolizes anything in particular	4%	4%	4%	2%	2%	7%	3%	6%	4%	6%	-	-	30%	8%