

Valentines

UK Sample: 10th - 13th February 2017

Total	Gender		Age					Social Grade		Region								
	Male	Female	18-24	25-34	35-44	45-54	55+	ABC1	C2DE	North	Midlands	East	London	South	England (NET)	Wales	Scotland	Northern Ireland

Marital Status

Unweighted base	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Base: All UK adults	2051	987	1064	246	315	351	408	730	1128	923	490	328	191	254	455	1719	101	174	57
Divorced	6%	5%	7%	-	1%	2%	8%	11%	6%	6%	4%	6%	5%	5%	11%	6%	3%	2%	8%
In a civil partnership	1%	1%	1%	1%	1%	0%	2%	1%	1%	1%	1%	0%	1%	1%	1%	3%	1%	-	-
In a relationship, but not living together	7%	6%	7%	23%	12%	5%	3%	2%	6%	8%	6%	9%	3%	9%	5%	6%	9%	4%	19%
Living with a partner but neither married nor in a civil partnership	13%	11%	15%	19%	20%	18%	12%	6%	14%	13%	13%	11%	24%	13%	10%	13%	18%	12%	9%
Married	45%	45%	44%	3%	28%	43%	49%	65%	47%	42%	48%	48%	40%	39%	47%	45%	41%	44%	40%
Separated but still legally married or in a civil partnership	2%	1%	2%	-	1%	3%	2%	1%	1%	2%	1%	1%	2%	1%	1%	0%	7%	2%	2%
Single	24%	29%	19%	54%	37%	28%	22%	8%	22%	26%	23%	23%	22%	32%	22%	24%	24%	28%	19%
Widowed	3%	1%	4%	-	0%	0%	2%	6%	3%	3%	3%	3%	1%	1%	4%	3%	1%	2%	3%

Which of the following comes closest to how you feel about Valentine's Day?

Unweighted base	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Base: All UK adults	2051	987	1064	246	315	351	408	730	1128	923	490	328	191	254	455	1719	101	174	57
I hate it	9%	12%	6%	8%	11%	9%	11%	6%	9%	9%	10%	9%	3%	12%	7%	8%	7%	7%	24%
I don't like it	17%	18%	16%	21%	19%	23%	18%	11%	16%	17%	14%	16%	18%	21%	16%	16%	22%	21%	7%
Neither like nor dislike it	53%	53%	54%	42%	43%	51%	53%	63%	54%	53%	57%	49%	61%	46%	56%	54%	47%	54%	43%
I like it	15%	12%	18%	20%	20%	12%	14%	14%	17%	14%	13%	20%	16%	15%	15%	16%	14%	13%	19%
I love it	4%	3%	5%	4%	4%	1%	5%	5%	4%	4%	4%	3%	2%	3%	4%	4%	9%	3%	7%
Do not know	2%	2%	1%	5%	2%	3%	0%	1%	1%	3%	2%	3%	0%	2%	1%	2%	1%	2%	-

Will you be doing something romantic with your partner for Valentine's Day?

Unweighted base	1364	649	715	96	163	228	330	547	864	500	325	215	116	145	298	1099	96	139	30
Base: All UK adults in a relationship	1347	626	721	112	192	234	272	538	768	579	337	221	131	157	285	1132	72	104	39
Yes, I definitely will	20%	22%	19%	42%	21%	20%	22%	15%	22%	19%	17%	16%	21%	26%	22%	20%	27%	18%	21%
I haven't decided yet	27%	27%	27%	28%	35%	34%	24%	23%	27%	27%	28%	27%	37%	19%	26%	27%	24%	27%	35%
No, I definitely won't	44%	43%	45%	25%	41%	39%	48%	50%	44%	45%	45%	46%	37%	46%	45%	44%	45%	45%	31%
Don't know	8%	8%	9%	6%	3%	8%	7%	12%	8%	9%	9%	10%	6%	9%	7%	8%	3%	10%	13%

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Which ONE, if any, of the following best describes your plans for Valentine's Day this year?

Unweighted base	687	329	358	121	102	104	156	204	382	305	140	102	55	94	158	549	38	80	20
Base: All UK adults not in a relationship	704	361	343	134	124	117	136	192	360	344	153	107	60	97	170	587	29	70	18
I have a date for Valentine's Day	10%	10%	9%	16%	14%	13%	4%	6%	8%	12%	9%	10%	11%	13%	6%	9%	27%	10%	3%
I do not have a date for Valentine's Day, but I would like one	23%	25%	20%	30%	29%	23%	17%	17%	23%	22%	21%	26%	30%	22%	24%	24%	20%	9%	31%
I do not have a date for Valentine's Day, and I don't want one	58%	53%	64%	41%	50%	49%	76%	69%	61%	56%	59%	56%	54%	57%	61%	58%	46%	67%	58%
Don't know	9%	11%	7%	14%	8%	15%	3%	8%	7%	11%	11%	7%	5%	8%	9%	9%	8%	14%	8%

To what extent do you agree or disagree with each of the following statements? (Please select one option on each row)

I feel pressure to do something romantic on Valentine's Day

Unweighted base	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Base: All UK adults	2051	987	1064	246	315	351	408	730	1128	923	490	328	191	254	455	1719	101	174	57
Strongly disagree	28%	24%	32%	16%	22%	21%	33%	36%	29%	28%	28%	28%	25%	28%	29%	28%	36%	27%	17%
Tend to disagree	27%	24%	30%	23%	27%	24%	27%	30%	28%	25%	27%	27%	21%	30%	29%	27%	22%	27%	28%
Tend to agree	28%	32%	24%	35%	27%	38%	25%	22%	28%	28%	28%	26%	40%	23%	26%	28%	29%	24%	29%
Strongly agree	12%	15%	9%	19%	19%	12%	12%	7%	12%	11%	13%	13%	12%	12%	10%	12%	10%	11%	24%
Don't know	5%	5%	5%	7%	6%	5%	4%	5%	3%	8%	4%	5%	2%	7%	6%	5%	3%	10%	3%

Valentine's Day is too commercial

Unweighted base	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Base: All UK adults	2051	987	1064	246	315	351	408	730	1128	923	490	328	191	254	455	1719	101	174	57
Strongly disagree	3%	3%	3%	1%	2%	3%	4%	3%	3%	3%	2%	4%	1%	2%	3%	3%	6%	1%	9%
Tend to disagree	6%	5%	8%	10%	10%	4%	5%	5%	6%	7%	4%	6%	7%	7%	7%	6%	6%	5%	12%
Tend to agree	26%	24%	28%	31%	24%	29%	25%	25%	26%	27%	28%	29%	26%	21%	24%	26%	28%	32%	18%
Strongly agree	61%	64%	58%	54%	58%	59%	63%	65%	64%	58%	62%	57%	67%	65%	62%	62%	57%	58%	61%
Don't know	3%	4%	3%	5%	5%	4%	2%	2%	2%	5%	3%	3%	0%	5%	4%	3%	3%	4%	-

Valentine's Day is a beautiful tradition

Unweighted base	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Base: All UK adults	2051	987	1064	246	315	351	408	730	1128	923	490	328	191	254	455	1719	101	174	57
Strongly disagree	18%	21%	16%	18%	25%	19%	18%	15%	19%	17%	19%	18%	17%	24%	15%	18%	15%	18%	24%
Tend to disagree	32%	31%	33%	35%	35%	35%	34%	27%	32%	32%	30%	26%	36%	36%	35%	32%	35%	33%	28%
Tend to agree	33%	30%	36%	28%	21%	32%	33%	40%	35%	31%	33%	38%	29%	20%	36%	33%	36%	33%	39%
Strongly agree	8%	8%	8%	8%	8%	6%	8%	10%	7%	10%	9%	9%	6%	12%	7%	9%	9%	4%	6%
Don't know	9%	10%	7%	12%	10%	8%	7%	8%	7%	11%	9%	9%	12%	7%	7%	9%	5%	12%	2%

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How many romantic partners have you said 'I love you' to?

	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Unweighted base	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Base: All UK adults	2051	987	1064	246	315	351	408	730	1128	923	490	328	191	254	455	1719	101	174	57
None	7%	8%	6%	19%	8%	6%	7%	4%	5%	10%	7%	6%	8%	5%	9%	7%	9%	8%	4%
1	26%	24%	28%	42%	30%	21%	20%	24%	26%	26%	28%	28%	26%	23%	23%	26%	23%	28%	34%
2	20%	19%	21%	15%	22%	21%	21%	20%	22%	18%	18%	22%	21%	18%	21%	20%	28%	20%	16%
3	15%	13%	18%	8%	17%	18%	19%	14%	16%	14%	14%	18%	21%	16%	15%	16%	11%	9%	14%
4	7%	7%	7%	1%	6%	9%	9%	7%	8%	6%	8%	7%	4%	7%	8%	7%	6%	6%	8%
5	5%	5%	4%	1%	4%	5%	5%	6%	5%	4%	6%	3%	6%	2%	6%	5%	3%	3%	2%
6	3%	2%	3%	2%	1%	2%	3%	3%	2%	3%	2%	2%	1%	5%	3%	3%	1%	1%	4%
7	1%	1%	0%	-	-	2%	1%	0%	0%	1%	1%	-	0%	1%	0%	0%	-	2%	-
8	0%	0%	0%	0%	-	1%	1%	0%	0%	0%	-	1%	0%	1%	0%	0%	1%	0%	-
9	0%	0%	0%	1%	-	-	0%	1%	0%	0%	-	1%	1%	-	1%	0%	-	-	-
10 or more	2%	3%	1%	2%	1%	1%	3%	3%	2%	3%	2%	2%	2%	2%	3%	2%	5%	2%	4%
Prefer not to say	14%	17%	11%	9%	10%	14%	11%	18%	12%	15%	14%	11%	11%	19%	11%	13%	14%	19%	14%

How many long-term relationships have you had so far in your life?

	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Unweighted base	2051	978	1073	217	265	332	486	751	1246	805	465	317	171	239	456	1648	134	219	50
Base: All UK adults	2051	987	1064	246	315	351	408	730	1128	923	490	328	191	254	455	1719	101	174	57
None	7%	9%	5%	25%	9%	6%	5%	2%	6%	9%	5%	8%	11%	6%	7%	7%	7%	8%	1%
1	31%	28%	34%	40%	34%	26%	24%	32%	30%	32%	31%	29%	30%	32%	30%	30%	28%	37%	33%
2	24%	23%	24%	19%	25%	22%	25%	25%	25%	22%	25%	24%	24%	22%	24%	24%	27%	20%	26%
3	16%	13%	18%	6%	16%	17%	20%	16%	17%	14%	14%	19%	17%	15%	15%	16%	17%	12%	20%
4	7%	7%	6%	1%	4%	10%	8%	7%	6%	7%	9%	7%	7%	6%	5%	7%	8%	5%	3%
5	3%	3%	3%	1%	4%	2%	3%	3%	3%	2%	2%	2%	3%	3%	5%	3%	1%	3%	1%
6	2%	2%	2%	1%	0%	3%	2%	2%	2%	2%	2%	2%	1%	2%	2%	2%	1%	1%	-
7	0%	0%	0%	-	1%	-	1%	0%	1%	0%	0%	0%	-	1%	1%	0%	-	0%	-
8	1%	1%	1%	-	-	2%	0%	1%	1%	1%	1%	1%	-	-	1%	1%	1%	-	4%
9	0%	0%	0%	-	-	0%	0%	0%	0%	0%	0%	-	-	-	1%	0%	-	-	-
10 or more	1%	2%	0%	-	1%	0%	2%	1%	1%	1%	1%	0%	-	1%	1%	1%	2%	1%	4%
Prefer not to say	9%	12%	7%	7%	7%	12%	9%	11%	9%	10%	9%	9%	7%	13%	8%	9%	9%	13%	8%