## YouGov

Valentines Day
Fieldwork Dates: 31st January - 1st February 2019

Conducted by YouGov
On behalf of YouGov Omnibus
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## YouGov <br> What the world thinks

## 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 spondents quotas. (The sample definition could be "US adult population or a subset such as respondents can be sent to any available survey. The responding sample is weighted to the profile of the sample definition
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 YouGov plc make every effort to provide re
For further information about the results in this spreadsheet, please contact YouGov Plc +1888.729 .0773 or email 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 1214 adults. Fieldwork was undertaken between 31st January - 1st February 2019. The survey was carried

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 repoted as they do not represent a wide enough cross-section of the target population to be considered statistically reliable. These figures will be italicised.

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| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | $\mathrm{No} \mathrm{HS}, \mathrm{High}$school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  | A | B | c | D | E | F | G | H | 1 | J | к | L | M | N |
| marstat. What is your marital status? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1212 | 565 | 647 | 380 | 373 | 459 | 223 | 257 | 461 | 271 | 784 | 158 | 175 | 95 | 461 |
| Base | 1212 | 591 | 621 | 375 | 356 | 482 | 214 | 255 | 457 | 286 | 781 | 145 | 189 | 97 | 489 |
| Married | 48\% | 48\% | 48\% | 26\% | $\stackrel{53 \%}{5}$ | $\begin{aligned} & \text { 62\% } \\ & \text { C.D } \end{aligned}$ | 46\% | 50\% | 48\% | 48\% | $\begin{aligned} & 53 \% \\ & \text { K.M } \end{aligned}$ | 30\% | $\begin{aligned} & 51 \% \\ & \text { K.M } \end{aligned}$ | 34\% | 47\% |
| Separated | 2\% | 2\% | 2\% | 2\% | $4 \%$ | 1\% | 1\% | 2\% | 3\% | 2\% | 2\% | 1\% | 4\% | 3\% | 3\% |
| Divorced | 10\% | $8 \%$ | $\stackrel{\text { A2\% }}{\mathrm{A}}$ | 3\% | $\begin{gathered} \mathrm{E} \\ \mathrm{~g} \mathrm{\%} \\ \mathrm{c} \end{gathered}$ | $\begin{aligned} & \text { 16\% } \\ & \text { C. } \end{aligned}$ | 7\% | 11\% | 10\% | 12\% | $\underset{\mathrm{L}}{11 \%}$ | 11\% | 6\% | $7 \%$ | 9\% |
| Widowed | 4\% | 1\% | $\begin{gathered} 6 \% \\ A \end{gathered}$ | 0\% | 1\% | $\begin{aligned} & 8 \% \\ & \text { C.D } \end{aligned}$ | 3\% | 4\% | 3\% | 5\% | 4\% | 6\% | 1\% | 3\% | 5\% |
| Never married | 31\% | $\begin{gathered} 36 \% \\ \text { B } \end{gathered}$ | 27\% | $\begin{aligned} & 63 \% \\ & \text { D.E } \end{aligned}$ | $\underset{E}{27 \%}$ | 9\% | 36\% | 30\% | 31\% | 29\% | 26\% | $45 \%$ | 33\% | $\begin{aligned} & 50 \% \\ & \text { J.L* } \end{aligned}$ | $\begin{gathered} 31 \% \\ Q \end{gathered}$ |
| Domestic / civil partnership | 5\% | 5\% | 5\% | 6\% | 5\% | 4\% | 6\% | 3\% | 5\% | 5\% | 4\% | 7\% | 5\% | 4\% | 6\% |

elationshipstatus. Which of the following best describes your
relationship status?

| Unweighted base | 1206 | 562 | 644 | 377 | 372 | 457 | 223 | 256 | 458 | 269 | 781 | 156 | 174 | 95 | 460 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 588 | 619 | 372 | 356 | 480 | 214 | 254 | 455 | 284 | 778 | 144 | 188 | 97 | 488 |
| Single | 36\% | 38\% | 35\% | 47\% | 34\% | 30\% | 39\% | 35\% | 36\% | 36\% | 35\% | 47\% | 32\% | 45\% | 37\% |
|  |  |  |  | D.E |  |  |  |  |  |  |  | J.L |  | J.t* |  |
| Dating, but not in a committed relationship | 3\% | 3\% | 3\% | $\begin{gathered} 5 \% \\ E \\ \hline \end{gathered}$ | 2\% | 2\% | 1\% | 3\% | 3\% | 4\% | 2\% | 4\% | 4\% | 3\% | 2\% |
| Not married, but in a committed relationship | 13\% | 11\% | 14\% | $\begin{gathered} 22 \% \\ \text { 22\% } \\ \text { D.E } \end{gathered}$ | $\underset{E}{11 \%}$ | 6\% | 14\% | 12\% | 13\% | 11\% | 10\% | $\begin{gathered} \text { 19\% } \\ j \end{gathered}$ | 13\% | $\begin{gathered} \text { 18\% } \\ \mathrm{J}^{\prime} \end{gathered}$ | 14\% |
| Married | 48\% | 48\% | 48\% | 26\% | $53 \%$ | 62\% | 46\% | 50\% | 48\% | 48\% | 53\% | 30\% | $51 \%$ | 34\% | 47\% |

KY_-q1. Which, if any, of the following do you plan
gift this Valentine's Day? Please select all that appy

| Unweighted base | 1206 | 562 | 644 | 377 | 372 | 457 | 223 | 256 | 458 | 269 | 781 | 156 | 174 | 95 | 460 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 588 | 619 | 372 | 356 | 480 | 214 | 254 | 455 | 284 | 778 | 144 | 188 | 97 | 488 |
| Jewerry (e.g., necklace, watch, etc.) | 7\% | $\begin{gathered} 9 \% \\ \mathrm{~B} \end{gathered}$ | 4\% | $\underset{E}{10 \%} \underset{E}{10 \%}$ | 7\% | 4\% | 8\% | 4\% | 7\% | 6\% | 5\% | $\underset{j}{10 \%}$ | 7\% | $\begin{gathered} 14 \% \\ \mathrm{c} \end{gathered}$ | 6\% |
| Winelliquor | 6\% | 6\% | 5\% | $\begin{gathered} 8 \% \\ E \end{gathered}$ | $\begin{gathered} 7 \% \\ E \\ E \end{gathered}$ | 3\% | 7\% | 5\% | 5\% | 6\% | 6\% | 5\% | 3\% | 8\% | 4\% |
| Householdakitchen item (e.g., mug, wine glasses, cutting board, etc.) | 3\% | 3\% | $2 \%$ | $\begin{aligned} & 5 \% \\ & \text { 5. } \end{aligned}$ | $2 \%$ | 1\% | 3\% | $2 \%$ | 3\% | 2\% | $2 \%$ | 2\% | 4\% | $\begin{gathered} 7 \% \\ \mathrm{~J}^{7} \end{gathered}$ | $3 \%$ |
| Keepsake gitf (e.g, engraved photo frame, personalized item, etc.) | 5\% | 4\% | 6\% | $\begin{gathered} 7 \% \\ E \\ E \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{E} \end{gathered}$ | 1\% | 5\% | 4\% | 6\% | 3\% | 5\% | 5\% | 7\% | 6\% | 4\% |
| Electronics | 3\% | 3\% | 3\% | $\begin{aligned} & 5 \% \\ & \mathrm{E} \\ & \hline \end{aligned}$ | $\begin{aligned} & \text { 3\% } \\ & \mathrm{E} \end{aligned}$ | 1\% | 3\% | 3\% | 3\% | 3\% | 2\% | $\begin{gathered} \text { 6\% } \\ j \end{gathered}$ | 4\% | $3 \%$ | 3\% |
| Clothinglingerie | 5\% | 5\% | $4 \%$ | $\begin{gathered} \text { ¿\% } \\ \text { E } \\ \hline \end{gathered}$ | 5\% | 2\% | $\begin{aligned} & 8 \% \\ & \text { G.H } \end{aligned}$ | 4\% | 4\% | $4 \%$ | 4\% | 5\% | 7\% | 5\% | 5\% |
| Books | 4\% | 3\% | 4\% | 5\% | 4\% | $3 \%$ | 5\% | 2\% | 3\% | $\begin{gathered} \text { 6\% } \\ \mathrm{H} \end{gathered}$ | 3\% | 4\% | 5\% | 5\% | 3\% |
| Certificate for massagespa day | 2\% | 2\% | 2\% | $\begin{gathered} 3 \% \\ E \end{gathered}$ | $\begin{gathered} 4 \% \\ E \end{gathered}$ | 1\% | 3\% | 1\% | 2\% | 3\% | 2\% | 2\% | $3 \%$ | $\begin{aligned} & 8 \% \\ & \text { J. }{ }^{*} \end{aligned}$ | 2\% |
| Certificate for othere experience | 3\% | 3\% | $3 \%$ | 3\% | 4\% | 2\% | 2\% | 2\% | 3\% | 3\% | 2\% | 1\% | 3\% | $\begin{aligned} & 7 \% \\ & \text { J.K } \end{aligned}$ | 3\% |
| Breakfast in bed | 5\% | 6\% | 5\% | $\begin{gathered} 8 \% \\ E \end{gathered}$ | $\begin{gathered} 8 \% \\ E \end{gathered}$ | 1\% | 5\% | 2\% | $\begin{gathered} 6 \% \\ G \end{gathered}$ | $\begin{gathered} 7 \% \\ G \end{gathered}$ | 4\% | 7\% | $\begin{gathered} \text { 8\% } \\ \hline \end{gathered}$ | $\begin{gathered} \text { 10\% } \\ \mathrm{J}^{2 \%} \end{gathered}$ | 6\% |
| A card | 27\% | 22\% | $\stackrel{\text { 32\% }}{\mathrm{A}}$ | 17\% | $\begin{gathered} 27 \% \\ c \end{gathered}$ | $\begin{aligned} & 35 \% \\ & \text { C.D } \end{aligned}$ | 32\% | 29\% | 26\% | 24\% | $\begin{gathered} 31 \% \\ k \end{gathered}$ | 19\% | 25\% | $22 \%$ | 26\% |
| Chocolates/candy | 26\% | 26\% | 26\% | 28\% | 30\% | 22\% | 29\% | 22\% | 28\% | 25\% | 27\% | 20\% | 29\% | 24\% | 27\% |

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| YouGov <br> What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
|  |  | - | P | Q | R | s | T | $u$ | v | w | x | Y | z | AA | AB |
| marstat. What is your marital status? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1212 | 411 | 217 | 123 | 575 | 26 | 124 | 44 | 386 | 57 | 315 | 891 | 474 | 347 | 262 |
| Base | 1212 | 375 | 221 | 127 | 584 | 27 | 122 | 46 | 378 | 57 | 295 | 912 | 468 | 353 | 263 |
| Married | 48\% | 43\% | 52\% | 62\% | 100\% |  | - | - | - | - | 64\% | 43\% | 29\% | 57\% | 72\% |
|  |  |  | - | n.o | t.u.v.w | * |  | * |  | * | Y |  |  | z.AC | z.A.AC |
| Separated | 2\% | 2\% | 1\% | 3\% | - | 100\% | - | - | - | : | 3\% | 2\% | 2\% | 2\% | 2\% |
| Divorced | 10\% | 11\% | 9\% | 11\% | - | - | 100\% | : | - | - | 9\% | 10\% | 14\% | 10\% | 3\% |
| Widowed | 4\% | 4\% | 2\% | 2\% | - | - | - | 100\% | - | - | 1\% | 5\% | 6\% | 1\% | 3\% |
|  |  |  |  |  |  | * |  | R.t.t.W* |  | * |  | x | AA |  |  |
| Never married | 31\% | $34 \%$ | $33 \%$ | 21\% | - | $\div$ | - |  | $100 \%$ R.t.U.W |  | 17\% | $36 \%$ | 42\% AA.AB | $26 \%$ | 17\% |
| Domestic / civil partership | 5\% | 6\% | 3\% | 2\% | - | - | - | $:$ | - | 100\% | 6\% | 4\% | 6\% | 3\% | 3\% |

relationshipstatus. Which of the following best describes your
elationship status?
relationship status?

| Unweighted base | 1206 | 409 | 216 | 121 | 573 | 25 | 124 | 44 | 384 | 56 | 315 | 891 | 471 | 347 | 260 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 373 | 221 | 125 | 582 | 26 | 122 | 46 | 376 | 56 | 295 | 912 | 465 | 353 | 261 |
| Single | 36\% | 41\% | 30\% | 31\% | - | 69\% | 78\% | 88\% | 75\% | 7\% | 20\% | 42\% | 53\% | 28\% | 18\% |
|  |  | P.Q |  |  |  | ** | R.w | R. $W^{*}$ | R.w | R* |  | x | A.AB.AC | AB |  |
| Dating, but not in a committed relationship | 3\% | 3\% | 5\% | - | - | ${ }^{*}$ | ${ }^{9 \%}$ | ${ }^{4 \%}$ | 5\% | 7\% | 2\% | 3\% | 3\% | 3\% | 2\% |
|  |  |  | Q |  |  |  | R | $R^{*}$ | R | R* |  |  |  |  |  |
| Not married, but in a committed relationship | 13\% | 12\% | 13\% | 8\% | - | $31 \%$ | $\begin{gathered} 13 \% \\ R \end{gathered}$ | $\begin{aligned} & 7 \% \\ & R^{*} \end{aligned}$ | $\begin{gathered} 20 \% \\ R \end{gathered}$ | $\begin{gathered} \quad 86 \% \\ \text { R.T.U.V. } \end{gathered}$ | 14\% | 12\% | $\begin{aligned} & \text { 15\% } \\ & \text { AB } \end{aligned}$ | 11\% | 9\% |
| Married | 48\% | 43\% | 52\% | 61\% | 100\% | $\square$ | - | - | - | - | 64\% | 43\% | 29\% | 57\% | 71\% |
|  |  |  | - | N.O | t.u.v.w | * |  | * |  | * | r |  |  | z.AC | z.A.AC |

ifft this Valentine's Day? Please select all

| Unweighted base | 1206 | 409 | 216 | 121 | 573 | 25 | 124 | 44 | 384 | 56 | 315 | 891 | 471 | 347 | 260 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 373 | 221 | 125 | 582 | 26 | 122 | 46 | 376 | 56 | 295 | 912 | 465 | 353 | 261 |
| Jewerry (e.g, necklace, watch, etc.) | 7\% | 8\% | 5\% | 7\% | 7\% | $\begin{aligned} & 70 \\ & \hline \end{aligned}$ | 3\% | $\stackrel{2 \%}{*}$ | 7\% | 9\% | $11 \%$ | 5\% | 6\% | 6\% | 10\% |
| Wineliquor | 6\% | 6\% | 7\% | 8\% | 7\% | $3 \%$ | 3\% | - | 5\% | $\stackrel{\text { 9\% }}{ }$ | $\begin{gathered} \text { 10\% } \\ \text { y } \end{gathered}$ | 4\% | 5\% | 6\% | $\begin{gathered} \text { C.AU } \\ 8 \% \\ z \end{gathered}$ |
| Householdkkithen item (e.g, mug, wine glasses, cutting board, etc.) | 3\% | 2\% | 2\% | 3\% | 2\% | 7\% | 1\% |  | 4\% | 2\% | 3\% | 2\% | 2\% | 4\% | 3\% |
| Keepsake gift (e.g, engraved photo frame, personalized item, etc.) | 5\% | 6\% | 6\% | 4\% | 5\% | $6 \%$ | $3 \%$ | $2 \%$ | 5\% | 11\% | $\begin{gathered} 9 \% \\ Y \end{gathered}$ | $4 \%$ | 3\% | $\begin{gathered} \text { 7\% } \\ z \end{gathered}$ | 6\% |
| Electronics | 3\% | 2\% | $\begin{gathered} 5 \% \\ 0 \end{gathered}$ | 3\% | $\begin{gathered} \text { 4\% } \\ \mathrm{T} \end{gathered}$ | 11\% | - | - | $\begin{gathered} 3 \% \\ \mathrm{~T} \end{gathered}$ | - | $\begin{gathered} 6 \% \\ y \end{gathered}$ | $2 \%$ | 3\% | 3\% | 3\% |
| Clothinglingerie | 5\% | 5\% | 6\% | 2\% | 6\% | $4 \%$ | 2\% | 3\% | 4\% | $3 \%$ | $\begin{gathered} 9 \% \\ Y \end{gathered}$ | 3\% | 3\% | 6\% | 5\% |
| Books | 4\% | 5\% | 4\% | 4\% | 4\% | $\begin{aligned} & 7 \% \\ & * \end{aligned}$ | 1\% | ${ }^{5 \%}$ | 4\% | 2\% | $6 \%$ | $3 \%$ | 3\% | 4\% | 5\% |
| Certificate for massagesppa day | 2\% | 2\% | 2\% | 3\% | $3 \%$ | з\% | 2\% | - | 2\% | $\stackrel{2 \%}{*}$ | $\begin{gathered} 4 \% \\ Y \end{gathered}$ | 2\% | 1\% | 4\% | 3\% |
| Certificate for other experience | 3\% | 2\% | 4\% | 3\% | 3\% | 3\% | 0\% | - | 3\% | $4 \%$ | 4\% | 2\% | 2\% | $\begin{gathered} 4 \% \\ z \end{gathered}$ | $3 \%$ |
| Breakfast in bed | 5\% | 5\% | 5\% | 4\% | 7\% | 14\% | 3\% | ; | 4\% | $5 \%$ | $\begin{gathered} 11 \% \\ Y \end{gathered}$ | 4\% | 5\% | 6\% | 5\% |
| A card | 27\% | 25\% | 29\% | $\begin{aligned} & 37 \% \\ & \text { 3.0 } \end{aligned}$ | $\begin{gathered} \begin{array}{c} 37 \% \\ T . V \end{array} \end{gathered}$ | 16\% | $\begin{gathered} 27 \% \\ v \end{gathered}$ | $\begin{gathered} \text { 28\% } \\ v^{*} \end{gathered}$ | 13\% | $\begin{gathered} 34 \% \\ \mathrm{v}^{3 \%} \end{gathered}$ | 31\% | 26\% | 19\% | $\begin{aligned} & 35 \% \% \\ & \text { z.AC } \end{aligned}$ | $\begin{aligned} & 34 \% \% \\ & \text { z.AC } \end{aligned}$ |
| Chocolates/candy | 26\% | 28\% | 24\% | 23\% | 30\% | 34\% | 17\% | 20\% | 23\% | 29\% | 40\% | 22\% | 26\% | 31\% | 23\% |

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| YouGov <br> What the world thinks | Total |  |
| :---: | :---: | :---: |
|  |  | Prefer not to say |
|  |  | AC |
| marstat. What is your marital status? |  |  |
| Unweighted base | 1212 | 128 |
| Base | 1212 | 127 |
| Married | 48\% | 46\% |
| Separated | 2\% | $\begin{gathered} z \\ z \\ 2 \% \end{gathered}$ |
|  |  |  |
| Divorced | 10\% | 10\% |
| Widowed | 4\% | 4\% |
|  |  | AA |
| Never married | 31\% | $34 \%$ |
| Domestic / Civil partnership | 5\% | 4\% |


| Unweighted base | 1206 | 128 |
| :---: | :---: | :---: |
| Base: All US adults | 1207 | 127 |
| Single | 36\% | 38\% |
|  |  | AB |
| Dating, but not in a committed relationship | 3\% | 3\% |
| Not married, but in a committed relationship | 13\% | 13\% |
| Married | 48\% | 46\% |
|  |  | z |

KrV_q1. Which, if any, of the following do you plan to
gift this Valentine's Day? Please select all that apply.

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019

| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, Highschool graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
|  |  |  |  | E | E |  |  |  |  |  |  |  |  | * |  |
| Flowers | 16\% | $\begin{gathered} \text { 24\% } \\ B \end{gathered}$ | 8\% | 16\% | 17\% | 15\% | $\begin{gathered} 20 \% \\ 1 \end{gathered}$ | 16\% | 15\% | 13\% | 15\% | 13\% | 18\% | ${ }^{18 \%}$ | 15\% |
| Balloons | 4\% | 4\% | 4\% | 5\% | $\begin{gathered} 7 \% \\ E \\ E \end{gathered}$ | 2\% | 4\% | 4\% | 4\% | 5\% | 3\% | $\begin{gathered} 7 \% \\ J \end{gathered}$ | 6\% | $\stackrel{7 \%}{*}$ | $\begin{gathered} 5 \% \\ Q \\ \hline \end{gathered}$ |
| Something homemade | 3\% | 1\% | ${ }_{A}^{5 \%}$ | 3\% | 2\% | 3\% | 2\% | 4\% | 3\% | 3\% | 3\% | 4\% | 1\% | 4\% | 2\% |
| Other | 5\% | 5\% | 6\% | 4\% | 4\% | 7\% | 5\% | 4\% | 5\% | 7\% | 6\% | 2\% | 3\% | $3 \%$ | 3\% |
| Don't know | 9\% | 9\% | 9\% | 7\% | 11\% | 9\% | 7\% | 9\% | 9\% | 10\% | 9\% | 9\% | 11\% | $8 \%$ | 10\% |
| Not appicable - I don't plan to give any gifts on Valentine's Day | 37\% | 38\% | 35\% | 36\% | 35\% | 39\% | 35\% | $43 \%$ | 36\% | 34\% | $\begin{gathered} 39 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{gathered} \text { 38\% } \\ \mathrm{L} \end{gathered}$ | 25\% | $\begin{gathered} \text { 38\% } \\ L^{*} \end{gathered}$ | 37\% |
| KYV_q2. Which, if any, of the following would you like to receive as a gift this Valentine's Day? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1206 | 562 | 644 | 377 | 372 | 457 | 223 | 256 | 458 | 269 | 781 | 156 | 174 | 95 | 460 |
| Base: All US adults | 1207 | 588 | 619 | 372 | 356 | 480 | 214 | 254 | 455 | 284 | 778 | 144 | 188 | 97 | 488 |
| Jewery (e.g., necklace, watch, etc.) | 11\% | 4\% | $\frac{18 \%}{\text { A }}$ | $\begin{gathered} \text { 15\% } \\ E \end{gathered}$ | $\begin{gathered} \text { 14\% } \\ E \end{gathered}$ | 7\% | 12\% | 12\% | 12\% | 9\% | 11\% | $\begin{gathered} 17 \% \\ \text { L\% } \end{gathered}$ | 8\% | 13\% | 10\% |
| Wineliquor | $9 \%$ | 9\% | 9\% | $\begin{gathered} \text { 10\% } \\ E \end{gathered}$ | $\begin{gathered} \text { 13\% } \\ E \end{gathered}$ | 5\% | 11\% | 9\% | 10\% | 7\% | 10\% | $\underset{\text { L2\% }}{\frac{12 \%}{}}$ | 5\% | $8 \%$ | 7\% |
| Householdkitchen item (e.g., mug, wine glasses, cutting board, etc.) | 4\% | 4\% | 5\% | $\begin{gathered} \text { 9\% } \\ \text { D.E } \end{gathered}$ | $\begin{gathered} 4 \% \\ \mathrm{E} \end{gathered}$ | 1\% | 3\% | 5\% | 5\% | 4\% | 3\% | $\begin{gathered} 8 \% \\ \mathrm{~J} \end{gathered}$ | 6\% | 7\% | 4\% |
| Keepsake gitt (e.g, engraved photo frame, personalized item, etc.) | $9 \%$ | 6\% | $\begin{gathered} 13 \% \\ A \end{gathered}$ | 14\% | $\stackrel{\substack{11 \% \\ E}}{ }$ | 5\% | 9\% | 9\% | 8\% | 12\% | 10\% | 11\% | 7\% | $8 \%$ | 7\% |
| Electronics | 7\% | $\begin{gathered} 9 \% \\ \mathrm{~B} \end{gathered}$ | 5\% | $\stackrel{\square}{\text { 11\% }} \underset{\mathrm{E}}{ }$ | $\begin{gathered} 9 \% \\ \mathrm{E} \\ \mathrm{E} \end{gathered}$ | 3\% | 8\% | 6\% | 8\% | 8\% | 7\% | 10\% | 6\% | 10\% | 6\% |
| Clothinglingerie | 7\% | 5\% | $\begin{gathered} 9 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{gathered} \text { 12\% } \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 8 \% \\ E \\ E \end{gathered}$ | 3\% | 10\% | 6\% | 6\% | 7\% | 6\% | 10\% | 8\% | $\stackrel{8 \%}{*}$ | 7\% |
| Books | 9\% | 6\% | $\begin{gathered} \text { 11\% } \\ A \end{gathered}$ | 10\% | 9\% | 7\% | 7\% | $\underset{\substack{12 \% \\ H}}{ }$ | 7\% | 10\% | 10\% | 5\% | 7\% | 8\% | 6\% |
| Certificate for massage/spa day | 9\% | 4\% | $\begin{gathered} 14 \% \\ \text { A\% } \end{gathered}$ | 10\% | $\begin{gathered} \text { 11\% } \\ E \end{gathered}$ | 6\% | 11\% | 10\% | 7\% | 10\% | 10\% | 9\% | 4\% | 8\% | 7\% |
| Certificate for other experience | 5\% | 4\% | $\begin{gathered} 7 \% \\ \text { A } \end{gathered}$ | $\begin{gathered} 8 \% \\ E \end{gathered}$ | $\begin{gathered} 7 \% \\ E \end{gathered}$ | 3\% | 5\% | 6\% | 5\% | 6\% | 5\% | 5\% | 3\% | 9\% | 5\% |
| Breakfast in bed | $9 \%$ | 7\% | $\begin{gathered} 11 \% \\ A \end{gathered}$ | ${ }^{14 \%}$ | $\begin{gathered} 10 \% \\ \text { E } \end{gathered}$ | 4\% | 11\% | 7\% | 8\% | 11\% | 8\% | 10\% | 9\% | 13\% | 9\% |
| A card | 23\% | 15\% | $\begin{gathered} 31 \% \\ A \end{gathered}$ | 19\% | 24\% | $\begin{gathered} \text { 27\% } \\ c \end{gathered}$ | $\underset{\text { H.I }}{29 \%}$ | 26\% | 22\% | 20\% | 26\% | 22\% | 16\% | 23\% | 23\% |
| Chocolates/candy | 22\% | 16\% | $\stackrel{28 \%}{\mathrm{~A}}$ | 24\% | 22\% | 20\% | 26\% | 21\% | 20\% | 22\% | 23\% | 23\% | 16\% | $\stackrel{22 \%}{*}$ | 22\% |
| Flowers | 17\% | 5\% | $\stackrel{27 \%}{\mathrm{~A} \%}$ | $\stackrel{20 \%}{\mathrm{E}}$ | 18\% | 13\% | 19\% | 18\% | 14\% | 17\% | 17\% | 14\% | 17\% | 15\% | 16\% |
| Balloons | 5\% | 3\% | $\begin{gathered} 7 \% \\ A \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} \text { 6\% } \\ E \end{gathered}$ | 1\% | 4\% | 3\% | 7\% | 3\% | 3\% | $\underset{j}{10 \%}$ | 6\% | $\stackrel{7 \%}{*}$ | 6\% |
| Something homemade (e.g., coupon book of IOUs, a painting, etc.) | 7\% | 5\% | $\begin{gathered} 9 \% \\ \mathrm{~A} \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ \text { E } \end{gathered}$ | $\begin{gathered} 8 \% \\ \mathrm{E} \\ \hline \end{gathered}$ | 3\% | 8\% | 5\% | 7\% | 8\% | 7\% | 9\% | 7\% | $7 \%$ | 7\% |
| Other | 6\% | 4\% | $\begin{gathered} 7 \% \\ \text { A } \end{gathered}$ | 4\% | 4\% | $\begin{aligned} & 8 \% \\ & \text { C. } \end{aligned}$ | 4\% | 4\% | 6\% | 7\% | $\begin{aligned} & \text { 6\% } \\ & \text { M } \end{aligned}$ | 5\% | 4\% | ${ }^{1 \%}$ | 5\% |
| Don't know | 8\% | 9\% | 8\% | 6\% | 9\% | $\begin{gathered} \text { 10\% } \\ \mathrm{c} \end{gathered}$ | 7\% | 9\% | 9\% | 8\% | 7\% | 8\% | $\begin{gathered} \text { 14\% } \\ \hline \end{gathered}$ | $\stackrel{7 \%}{*}$ | 10\% |
| Not appicable - I would not like to receive anything for Valentine's Day | 33\% | $\begin{gathered} 41 \% \\ \mathrm{~B} \end{gathered}$ | 25\% | $31 \%$ | 32\% | 36\% | 31\% | 34\% | 34\% | 32\% | 34\% | 31\% | 31\% | $34 \%$ | 35\% |

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019

| YouGov <br> What the world thinks | Education |  |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Some college, 2- year year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | s80k+ |
|  |  |  |  |  | T.V | * |  | * |  | * | Y |  |  | AB.AC |  |
| Flowers | 16\% | 16\% | 15\% | 21\% | $\begin{aligned} & \text { 20\% } \\ & \text { T.u.V } \end{aligned}$ | $34 \%$ | 6\% | 4\% | 11\% | $\begin{aligned} & \text { 19\% } \\ & \text { T.U** } \end{aligned}$ | $\underset{y}{22 \%}$ | 14\% | 12\% | 17\% | $\begin{aligned} & 23 \% \\ & \text { z.AC } \end{aligned}$ |
| Balloons | 4\% | $\begin{gathered} 5 \% \\ Q \end{gathered}$ | 3\% | 1\% | 5\% | $8 \%$ | 4\% | $\stackrel{7}{*}$ | 3\% | 3\% | $\begin{gathered} 8 \% \\ Y \end{gathered}$ | 3\% | 4\% | 5\% | 3\% |
| Something homemade | 3\% | 4\% | 2\% | 5\% | 4\% | - | 2\% | 4\% | 2\% | 3\% | 4\% | 3\% | 3\% | 3\% | 3\% |
| Other | 5\% | $\stackrel{7 \%}{\mathrm{~N}}{ }_{\mathrm{N}}$ | $8 \%$ | 5\% | $\stackrel{8 \%}{\substack{8 \% \\ v}}$ | $\cdots$ | 3\% | . | 2\% | $\begin{aligned} & 9 \% \\ & \text { u. } V^{*} \end{aligned}$ | 5\% | 5\% | 3\% | 5\% | 6\% |
| Don't know | 9\% | 9\% | 8\% | 8\% | $\stackrel{\substack{11 \% \\ v}}{ }$ | 8\% | 10\% | $\stackrel{2 \%}{ }$ | 7\% | 12\% | 9\% | 9\% | 10\% | 7\% | 9\% |
| Not applicable - Idon't plan to give any gitts on Valentine's Day | 37\% | 37\% | 37\% | 36\% | 24\% | 43\% | $\begin{aligned} & 53 \% \\ & \text { R.w } \end{aligned}$ | $\begin{aligned} & 57 \% \\ & \text { R.W* } \end{aligned}$ | $\begin{aligned} & \text { 49\% } \\ & \text { R.w } \end{aligned}$ | $25 \%$ | 24\% | $\begin{gathered} 41 \% \\ x \end{gathered}$ | $\begin{aligned} & 42 \% \\ & A A . A B \end{aligned}$ | 33\% | 31\% |
| KYV_q2. Which, if any, of the following would you like to receive as a gift this Valentine's Day? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1206 | 409 | 216 | 121 | 573 | 25 | 124 | 44 | 384 | 56 | 315 | 891 | 471 | 347 | 260 |
| Base: All US adults | 1207 | 373 | 221 | 125 | 582 | 26 | 122 | 46 | 376 | 56 | 295 | 912 | 465 | 353 | 261 |
| Jewery (e.g, necklace, watch, etc.) | 11\% | 13\% | 11\% | 11\% | 10\% | $\stackrel{8 \%}{\ldots}$ | 12\% | $\stackrel{8 \%}{*}$ | 14\% | 14\% | $\begin{gathered} 17 \% \\ Y \end{gathered}$ | 9\% | 11\% | 13\% | 10\% |
| Wineliquor | $9 \%$ | 8\% | 12\% | 18\% | 8\% | 13\% | 10\% | 7\% | 10\% | 15\% | 14\% | 7\% | 10\% | $\begin{aligned} & 9 \% \\ & A C_{0} \end{aligned}$ | $\begin{gathered} \text { 11\% } \\ A C \end{gathered}$ |
| Householdkkitchen item (e.g, mug, wine glasses, cutting board, etc.) | 4\% | 4\% | 4\% | 7\% | 3\% | $4 \%$ | 3\% |  | $\begin{gathered} 7 \% \\ \text { R } \end{gathered}$ | 3\% | 5\% | 4\% | $\begin{aligned} & 6 \% \\ & \text { AB } \end{aligned}$ | $\begin{aligned} & 5 \% \\ & \text { AB } \end{aligned}$ | 2\% |
| Keepsake gift (e.g, engraved photo frame, personaized item, etc.) | 9\% | 11\% | 10\% | 12\% | 8\% | $\div$ | 12\% | 3\% | 11\% | 11\% | $\begin{gathered} 13 \% \\ Y \end{gathered}$ | 8\% | 9\% | $\begin{aligned} & \text { 13\% } \\ & \text { Z.AB } \end{aligned}$ | 6\% |
| Electronics | 7\% | 8\% | 8\% | 10\% | 6\% | 13\% | 8\% | ${ }^{2 \%}$ | ${ }^{10 \%}$ | 3\% | ${ }^{11 \%}$ | 6\% | 6\% | 8\% | 8\% |
| Clothinglingerie | 7\% | 8\% | 6\% | 7\% | 6\% | $8 \%$ | 6\% | $\stackrel{2 \%}{*}$ | 9\% | $9 \%$ | $\begin{gathered} 12 \% \\ Y \end{gathered}$ | 5\% | 7\% | 7\% | 6\% |
| Books | $9 \%$ | 8\% | $\stackrel{12 \%}{\mathrm{~N}^{1 \%}}$ | $\stackrel{14 \%}{\mathrm{~N}}$ | 8\% | 12\% | 11\% | ${ }^{7 \%}$ | 9\% | $9 \%$ | $\underset{\substack{12 \% \\ y}}{ }$ | 8\% | 8\% | 9\% | 9\% |
| Certificate for massagelspa day | 9\% | 8\% | 10\% | $\stackrel{14 \%}{\mathrm{~N}}$ | 8\% | 8\% | 11\% | $\stackrel{5 \%}{ }$ | 10\% | $8 \%$ | 11\% | 8\% | 7\% | 12\% | 8\% |
| Certificate for other experience | 5\% | 5\% | 6\% | 6\% | 4\% | " | 6\% | $\stackrel{2 \%}{*}$ | $\begin{gathered} 8 \% \\ R \end{gathered}$ | 3\% | 7\% | 5\% | 6\% | 6\% | 4\% |
| Breakfistin bed | 9\% | 10\% | 7\% | 9\% | 9\% | 14\% | $\underset{u}{\text { 10\% }}$ | - | $\stackrel{\text { 10\% }}{u}$ | $\begin{gathered} 9 \% \\ \mathrm{u}^{*} \end{gathered}$ | $\underset{y}{16 \%}$ | 7\% | 9\% | 10\% | 7\% |
| A card | 23\% | 19\% | $\begin{gathered} \text { 28\%\% } \\ 0 \end{gathered}$ | $\begin{gathered} \text { 29\% } \\ 0 \end{gathered}$ | $\stackrel{26 \%}{\mathrm{v}}$ | 19\% | 22\% | $\begin{gathered} \begin{array}{c} 35 \% \\ v \end{array} \end{gathered}$ | 18\% | 25\% | 23\% | 24\% | 20\% | 26\% | 26\% |
| Chocolates/candy | 22\% | 21\% | 21\% | 24\% | 19\% | 8\% | 21\% | 28\% | $\begin{gathered} 27 \% \\ R \end{gathered}$ | 18\% | $\underset{y}{29 \%}$ | 19\% | 23\% | 22\% | 19\% |
| Flowers | 17\% | 16\% | 17\% | 20\% | 16\% | $\cdots$ | 15\% | 12\% | 18\% | 26\% | $\underset{y}{23 \%}$ | 14\% | 17\% | 18\% | 15\% |
| Balloons | 5\% | 4\% | 3\% | 5\% | 4\% | 3\% | 6\% | 4\% | 6\% | $4 \%$ | $\begin{gathered} 11 \% \\ y \end{gathered}$ | $3 \%$ | $\begin{aligned} & 6 \% \\ & \text { AB } \end{aligned}$ | 5\% | 2\% |
| Something homemade (e.g, coupon book of IOUs, a painting, etc.) | 7\% | 7\% | 7\% | 6\% | 6\% | 4\% | 6\% | $8 \%$ | 8\% | 9\% | $\begin{gathered} \text { 11\% } \\ Y \end{gathered}$ | 6\% | 7\% | 7\% | 6\% |
| Other | 6\% | 6\% | 7\% | 4\% | $\begin{gathered} 8 \% \\ \mathrm{~V} \end{gathered}$ | - | 7\% | - | 3\% | 5\% | 5\% | 6\% | 5\% | 6\% | 5\% |
| Don't know | $8 \%$ | 7\% | 9\% | 5\% | 9\% | 13\% | 9\% | $2 \%$ | 7\% | 10\% | 7\% | $9 \%$ | 9\% | 9\% | 7\% |
| Not applicable - I would not like to receive anything for Valentine's Day | 33\% | 33\% | 28\% | 33\% | 29\% | $36 \%$ | $\begin{gathered} 41 \% \\ R \end{gathered}$ | 39\% | $\begin{gathered} 36 \% \\ R \end{gathered}$ | 30\% | 24\% | $\begin{gathered} 36 \% \\ x \end{gathered}$ | 35\% | 30\% | 35\% |

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019


KYV_q2. Which, if any, of the following would you like to receive

| Unweighted base | 1206 | 128 |
| :---: | :---: | :---: |
| Base: All US adults | 1207 | 127 |
| Jewery (e.g, necklace, watch, etc.) | 11\% | 11\% |
| Wineliquor | 9\% | 3\% |
| Householdkitchen item (e.g., mug, wine glasses, cutting board, etc.) | 4\% | 2\% |
| Keepsake gitt (e.g, engraved photo frame, personalized item, etc.) | 9\% | 8\% |
| Electronics | 7\% | 7\% |
| Clothinglingerie | 7\% | 7\% |
| Books | 9\% | 7\% |
| Certificate for massagelspa day | 9\% | 10\% |
| Certificate for other experience | 5\% | 4\% |
| Breakfast in bed | 9\% | 9\% |
| A card | 23\% | 21\% |
| Chocolates/candy | 22\% | 23\% |
| Flowers | 17\% | 16\% |
| Balloons | 5\% | 4\% |
| Something homemade (e.g., coupon book of IOUs, a painting, etc.) | 7\% | 7\% |
| Other | 6\% | $9 \%$ |
| Don't know | $8 \%$ | $9 \%$ |
| Not applicable - I would not like to receive anything for Valentin's Day | 33\% | 33\% |

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019

| YouGov <br> What the world thinks | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, High school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18 to 34 | 35 to 54 | 55+ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| KY__q3. Who do you plan to give a gift to on Valentine's Day? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 763 | 350 | 413 | 244 | 240 | 279 | 148 | 145 | 291 | 179 | 476 | 97 | 130 | 60 | 292 |
| Base: All US adults who plan to give Valentine's Gifts | 764 | 364 | 400 | 238 | 231 | 295 | 139 | 145 | 293 | 187 | 473 | 89 | 141 | 61 | 309 |
| My romantic partner | 64\% | $\begin{gathered} \text { 69\% } \\ \text { B } \end{gathered}$ | 60\% | 57\% | $\begin{gathered} \text { 72\% } \\ c \end{gathered}$ | 65\% | 69\% | 64\% | $\stackrel{67 \%}{1}$ | 56\% | $\begin{aligned} & \text { 68\% } \\ & \text { K. } \end{aligned}$ | 54\% | 57\% | 70\% | 56\% |
| Afriend | 11\% | 10\% | 12\% | $\begin{gathered} \text { 16\% } \\ E \end{gathered}$ | $\begin{gathered} \text { 11\% } \\ E \end{gathered}$ | 6\% | 8\% | 12\% | 10\% | 13\% | 8\% | ${ }_{\text {1 }}^{\text {18\% }}$ | $\underset{\substack{15 \%}}{\substack{4}}$ | $\stackrel{12 \%}{ }$ | 13\% |
| A family member | 13\% | 11\% | 14\% | 14\% | 10\% | 13\% | 10\% | 6\% | $\begin{gathered} 15 \% \\ G \end{gathered}$ | $\begin{gathered} 16 \% \\ G \end{gathered}$ | 12\% | 10\% | 17\% | 13\% | 15\% |
| My child | 22\% | 13\% | 31\% | 16\% | $\begin{aligned} & 31 \% \\ & \text { C.E } \end{aligned}$ | 21\% | 22\% | 19\% | 25\% | 22\% | 22\% | ${ }^{22 \%}$ | 27\% | 20\% | 20\% |
| My parent | 10\% | 8\% | 12\% | $\stackrel{\substack{13 \% \\ E}}{ }$ | $\begin{gathered} 13 \% \\ \mathrm{E} \end{gathered}$ | 5\% | 9\% | 7\% | $\begin{gathered} 14 \% \\ G \end{gathered}$ | $8 \%$ | 8\% | $\underset{\substack{\text { 20\% } \\ \text { J* }}}{\text { 20 }}$ | $\stackrel{12 \%}{ }$ | $8 \%$ | 10\% |
| Another family member | 6\% | 4\% | 7\% | 6\% | 6\% | 6\% | 5\% | 7\% | 6\% | 6\% | 7\% | ${ }^{5 \%}$ | $\stackrel{5 \%}{*}$ | $\stackrel{3 \%}{*}$ | 7\% |
| A coworker | 2\% | 3\% | 2\% | $\stackrel{4 \%}{ }$ | 2\% | 1\% | 3\% | 2\% | 3\% | 1\% | 2\% | ${ }^{2 \%}$ | ${ }^{3 \%}$ | $\begin{gathered} 6 \% \\ J^{*} \end{gathered}$ | 3\% |
| A neighbor | 1\% | 1\% | 2\% | 1\% | 1\% | 1\% | 2\% | 1\% | 1\% | 1\% | 1\% | ${ }^{2 \%}$ | - | 3\% | 2\% |
| Other | 7\% | 6\% | 8\% | 1\% | $\begin{gathered} 3 \% \\ c \end{gathered}$ | $\begin{aligned} & \text { 15\% } \\ & \text { C. } \end{aligned}$ | 6\% | 10\% | 5\% | 9\% | $\underset{\mathrm{L}}{9 \%}$ | 5\% | 3\% | $5 \%$ | 8\% |
| Don't know/not sure | 6\% | 6\% | 6\% | $\begin{aligned} & \text { 10\% } \\ & \text { DF } \end{aligned}$ | 4\% | 4\% | 5\% | 5\% | 4\% | $\begin{gathered} \text { 10\% } \\ H \end{gathered}$ | 5\% | ${ }^{6 \%}$ | ${ }^{7 \%}$ | $\stackrel{\text { \% }}{ }$ | $\stackrel{8 \%}{8 \%}$ |
| KYv_q4. About how much money in total do you plan to spend on your Valentine's Day celebration (including gifts, travel, meals, etc.)? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 763 | 350 | 413 | 244 | 240 | 279 | 148 | 145 | 291 | 179 | 476 | 97 | 130 | 60 | 292 |
| Base: All US adults who plan to give Valentine's Gifts | 764 | 364 | 400 | 238 | 231 | 295 | 139 | 145 | 293 | 187 | 473 | 89 | 141 | 61 | 309 |
| so | 2\% | 1\% | 3\% | $\begin{gathered} 4 \% \\ E \\ \hline \end{gathered}$ | 2\% | 1\% | 1\% | 1\% | 2\% | 3\% | 1\% | 2\% | $\begin{gathered} 5 \% \\ j * \end{gathered}$ | $\stackrel{3 \%}{*}$ | 2\% |
| \$1 10 $\$ 49.99$ | 53\% | 44\% | $\begin{gathered} \text { 62\% } \\ \text { A } \end{gathered}$ | 46\% | 52\% | $\begin{gathered} \text { 60\% } \\ c \end{gathered}$ | 53\% | 59\% | 52\% | 52\% | $\begin{aligned} & 59 \% \\ & \text { K.L.M } \end{aligned}$ | 44\% | 46\% | 40\% | 55\% |
| \$50 to \$99.99 | 19\% | $\begin{gathered} 23 \% \\ \mathrm{~B} \end{gathered}$ | 16\% | 21\% | 15\% | 22\% | 23\% | 14\% | 22\% | 16\% | 18\% | ${ }^{19 \%}$ | 23\% | 22\% | 18\% |
| \$100 to \$149.99 | $8 \%$ | $\begin{gathered} \text { 11\% } \\ \mathrm{B} \end{gathered}$ | 6\% | 7\% | $\begin{aligned} & \text { 14\%\% } \\ & \text { C.E } \end{aligned}$ | 5\% | 5\% | 9\% | 9\% | 10\% | 7\% | $\stackrel{10 \%}{ }$ | 11\% | 13\% | 7\% |
| \$150 to \$199.99 | 3\% | $\begin{gathered} { }_{c}^{5 \%} \\ \text { B } \end{gathered}$ | 1\% | $\begin{gathered} \text { 4\% } \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 5 \% \\ \mathrm{E} \end{gathered}$ | 1\% | 3\% | 2\% | 3\% | 4\% | 3\% | ${ }^{5 \%}$ | $\stackrel{2 \%}{*}$ | 6\% | 3\% |
| \$200 or more | 4\% | 4\% | 4\% | 6\% | 4\% | 4\% | 5\% | 4\% | 4\% | 4\% | 4\% | 6\% | 3\% | $4 \%$ | 3\% |
| Don't know/not sure | 10\% | 12\% | 8\% | 12\% | 9\% | 8\% | 9\% | 11\% | 8\% | 11\% | 8\% | ${ }^{15 \%}$ | 10\% | * ${ }^{13 \%}$ | 13\% |
| KYV_q5. Have you ever ended a relationship at any of the following times? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1206 | 562 | 644 | 377 | 372 | 457 | 223 | 256 | 458 | 269 | 781 | 156 | 174 | 95 | 460 |
| Base: All US adults | 1207 | 588 | 619 | 372 | 356 | 480 | 214 | 254 | 455 | 284 | 778 | 144 | 188 | 97 | 488 |
| Shortly before Valentine's Day (i.e., within two weeks before the holiday) | 7\% | 6\% | 8\% | $\begin{gathered} 11 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 9 \% \\ \mathrm{E} \end{gathered}$ | 2\% | $9$ | 4\% | $\begin{gathered} 8 \% \\ \text { G } \end{gathered}$ | 6\% | 6\% | 10\% | 7\% | 9\% | 7\% |
| On Valentine's Day | 7\% | 8\% | 6\% | $\begin{gathered} \text { 12\% } \\ E \end{gathered}$ | $\begin{gathered} \text { 9\% } \\ \mathrm{E} \end{gathered}$ | 2\% | 6\% | 5\% | 6\% | $\begin{aligned} & \text { 10\% } \\ & \text { G.H } \end{aligned}$ | 4\% | $\begin{gathered} 10 \% \\ j \end{gathered}$ | $\begin{gathered} 12 \% \\ j \end{gathered}$ | $\begin{gathered} 14 \% \\ \mathrm{~J} \end{gathered}$ | 8\% |
| Shortly after Valentin's Day (i.e., within two weeks after the holiday) | 5\% | 6\% | 4\% | $\begin{gathered} 8 \% \\ \mathrm{E} \end{gathered}$ | $\begin{gathered} 7 \% \\ \mathrm{E} \end{gathered}$ | 2\% | 4\% | 6\% | $\begin{gathered} 6 \% \\ 1 \end{gathered}$ | 3\% | 4\% | 8\% | 7\% | 4\% | 4\% |
| None of these | 71\% | 70\% | 72\% | 61\% | 65\% | $\begin{aligned} & 83 \% \\ & \text { C.D } \end{aligned}$ | 70\% | 74\% | 72\% | 67\% | $\begin{gathered} \begin{array}{c} \text { 75\% } \\ \text { K.L.M } \end{array} \end{gathered}$ | 62\% | 63\% | $\stackrel{65 \%}{*}$ | 70\% |

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019

| YouGov What the world thinks | Total | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Some college, 2- year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | S80k+ |
| KYv_q3. Who do you plan to give a gift to on Valentine's Day? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 763 | 255 | 137 | 79 | 432 | 14 | 59 | 20 | 195 | 43 | 241 | 522 | 280 | 227 | 179 |
| Base: All US adults who plan to give Valentine's Gifts | 764 | 234 | 140 | 81 | 440 | 15 | 57 | 20 | 190 | 42 | 225 | 539 | 270 | 237 | 179 |
| My romantic partner | 64\% | 66\% | 73\% | 78\% | 76\% | 54\% | 31\% | 14\% | 47\% | 86\% | 70\% | 62\% | 53\% | 68\% | 79\% |
|  |  | N | N | N.O* | т.V | ** | * | * | T | т. $V^{*}$ | Y |  |  | z | Z.AA.AC |
| Afriend | 11\% | 8\% | 11\% | $\stackrel{8 \%}{*}$ | 5\% | 27\% | $\begin{gathered} \text { 18\% } \\ \mathrm{R}^{*} \end{gathered}$ | 15\% | $\begin{gathered} \text { 20\% } \\ R \end{gathered}$ | ${ }^{\text {9\% }}$ | 9\% | 11\% | $\begin{aligned} & \text { 15\% } \\ & \hline \text { AB } \end{aligned}$ | 10\% | 5\% |
| A family member | 13\% | 11\% | $9 \%$ | 14\% | 11\% | 6\% | 20\% | 39\% | 13\% | 4\% | 15\% | 12\% | 15\% | 13\% | 9\% |
| My child | 22\% | 26\% | 22\% | $23 \%$ | $\stackrel{25 \%}{\substack{2 \%}}$ | $32 \%$ | $\begin{aligned} & \text { 43\% } \\ & \text { R.v.W* } \end{aligned}$ | 40\% | 10\% | 17\% | $\begin{gathered} 42 \% \\ Y \end{gathered}$ | 14\% | 22\% | $\begin{aligned} & \text { 29\% } \\ & \text { AB.AC } \end{aligned}$ | 19\% |
| My parent | 10\% | 10\% | 9\% | 15\% | 7\% | 8\% | 15\% | $8 \%$ | $\begin{gathered} 17 \% \\ \mathrm{R} \end{gathered}$ | 7\% | 12\% | 9\% | 11\% | 11\% | 6\% |
| Another family member | 6\% | 6\% | 4\% | 4\% | 6\% | * | 10\% | 15\% | 5\% | $\stackrel{4 \%}{*}$ | 5\% | 7\% | $\begin{aligned} & 9 \% \\ & A A \end{aligned}$ | 4\% | 4\% |
| A coworker | 2\% | 3\% | 1\% | : | 1\% | - | 2\% | $4 \%$ | $\begin{gathered} 4 \% \\ \mathrm{R} \end{gathered}$ | 5\% | 3\% | 2\% | 2\% | 3\% | 2\% |
| A neighbor | 1\% | 1\% | 1\% | $\stackrel{1 \%}{*}$ | 0\% | * | $\begin{aligned} & 3 \% \\ & \mathrm{R}^{*} \end{aligned}$ | - | $\begin{aligned} & 3 \% \\ & R \end{aligned}$ | $\begin{gathered} 2 \% \\ R^{*} \end{gathered}$ | 1\% | 1\% | 2\% | 1\% | 1\% |
| Other | 7\% | 6\% | 7\% | $5 \%$ | $\stackrel{\text { 10\% }}{\mathrm{v}}$ | - | 4\% | 28\% | 1\% | 3\% | 1\% | $\begin{gathered} \text { 10\% } \\ \times \end{gathered}$ | 6\% | 7\% | 8\% |
| Don't know/not sure | 6\% | 5\% | 6\% | $\stackrel{1 \%}{*}$ | 3\% | $\cdots$ | $\stackrel{5 \%}{*}$ | 5\% | $\begin{aligned} & \text { 14\% } \\ & \text { R.w } \end{aligned}$ | 2\% | 3\% | $\begin{gathered} \text { 7\% } \\ \text { x } \end{gathered}$ | $\begin{gathered} 9 \% \\ \text { AA.AB } \end{gathered}$ | 4\% | 4\% |
| KYV_q4. About how much money in total do you plan to spend on your Valentine's Day celebration (including gifts, travel, meals, etc.)? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 763 | 255 | 137 | 79 | 432 | 14 | 59 | 20 | 195 | 43 | 241 | 522 | 280 | 227 | 179 |
| Base: All US adults who plan to give Valentine's Gifts | 764 | 234 | 140 | 81 | 440 | 15 | 57 | 20 | 190 | 42 | 225 | 539 | 270 | 237 | 179 |
| so | 2\% | 3\% | 1\% | : | 1\% | ** | 1\% | 5\% | 4\% | - | 2\% | 2\% | $\begin{aligned} & 4 \% \\ & A \% \end{aligned}$ | 1\% | 1\% |
| \$1 to \$49.99 | 53\% | $\begin{gathered} 56 \% \\ \mathrm{P} \end{gathered}$ | 44\% | $\begin{gathered} \text { 58\% } \\ \mathrm{P}^{\prime} \end{gathered}$ | 51\% | 58\% | $\begin{aligned} & \text { 75\% } \\ & \text { R.V.W* } \end{aligned}$ | 71\% | 52\% | $42 \%$ | 48\% | $\begin{gathered} 56 \% \\ \times \\ \hline \end{gathered}$ | $\begin{gathered} 59 \% \\ \text { AB } \end{gathered}$ | $\underset{\text { AB }}{58 \%}$ | 40\% |
| \$50 to \$99.99 | 19\% | 21\% | 20\% | $\stackrel{18 \%}{*}$ | 21\% | $\stackrel{6 \%}{ }$ | $\stackrel{11 \%}{ }$ | 10\% | 19\% | ${ }^{21 \%}$ | 21\% | 18\% | 16\% | $\begin{gathered} 22 \% \\ \text { AC } \end{gathered}$ | $\begin{aligned} & 24 \% \% \\ & \text { Z.AC } \end{aligned}$ |
| \$100 to \$149.99 | 8\% | 9\% | 11\% | $9 \%$ | $\underset{\mathrm{v}}{\stackrel{10 \%}{\mathrm{~V}}}$ | $23 \%$ | $\stackrel{4 \%}{*}$ | $\begin{gathered} 4 \% \\ \underset{\sim}{4 \%} \end{gathered}$ | 5\% | $9 \%$ | $\underset{y}{13 \%}$ | 7\% | 7\% | 9\% | 11\% |
| \$150 to \$199.99 | 3\% | 1\% | $\begin{gathered} \text { 6\% } \\ 0 \end{gathered}$ | 4\% | 4\% | - | : | $4 \%$ | 2\% | 5\% | 5\% | 2\% | 1\% | 3\% | $\begin{gathered} 6 \% \\ z \end{gathered}$ |
| \$200 or more | 4\% | 3\% | $\begin{aligned} & 9 \% \\ & \text { N.O } \end{aligned}$ | $6 \%$ | 5\% | 13\% | 3\% | - | 3\% | 2\% | 6\% | 3\% | 2\% | 2\% | $\begin{gathered} \text { 12\% } \\ \text { z.AA.AC } \end{gathered}$ |
| Don't know/not sure | 10\% | 8\% | 9\% | 4\% | 7\% | - | $\stackrel{5 \%}{*}$ | $5 \%$ | $\begin{gathered} \begin{array}{c} 15 \% \\ R \end{array} \end{gathered}$ | $\begin{aligned} & 21 \% \\ & R . T^{*} \end{aligned}$ | 5\% | $\begin{gathered} \text { 11\% } \\ \times \end{gathered}$ | $\begin{gathered} 11 \% \\ A A \end{gathered}$ | 5\% | 6\% |
| KYV_q5. Have you ever ended a relationship at any of the following times? Please select all that apply. |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 1206 | 409 | 216 | 121 | 573 | 25 | 124 | 44 | 384 | 56 | 315 | 891 | 471 | 347 | 260 |
| Base: All US adults | 1207 | 373 | 221 | 125 | 582 | 26 | 122 | 46 | 376 | 56 | 295 | 912 | 465 | 353 | 261 |
| Shortly before Valentine's Day (i.e., within two weeks before the holiday) | 7\% | 7\% | 8\% | 3\% | 6\% | 10\% | 4\% | 4\% | 9\% | 11\% | $\begin{gathered} 12 \% \\ y \end{gathered}$ | 5\% | $\begin{aligned} & 8 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 6 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 9 \% \\ & \text { AC } \end{aligned}$ |
| On Valentine's Day | 7\% | 7\% | 6\% | 5\% | 8\% | $4 \%$ | 4\% | $2 \%$ | 8\% | 5\% | $\begin{gathered} \text { 14\% } \\ Y \end{gathered}$ | 5\% | 8\% | 8\% | 6\% |
| Shortly after Valentine's Day (i.e, within two weeks after the holiday) | 5\% | 6\% | 5\% | 5\% | 5\% | 12\% | 3\% | 6\% | 6\% | 3\% | $\begin{gathered} 7 \% \\ Y \end{gathered}$ | 4\% | 5\% | 5\% | 5\% |
| None of these | 71\% | 73\% | 70\% | 72\% | $\begin{gathered} 73 \% \\ v \end{gathered}$ | 74\% | $\begin{gathered} 7 \% \\ \mathrm{v} \end{gathered}$ | $\begin{gathered} 87 \% \\ v^{*} \end{gathered}$ | 65\% | 69\% | 60\% | $\begin{gathered} 74 \% \\ \times \end{gathered}$ | 68\% | 75\% | 70\% |

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019

| YouGov <br> What the world thinks | Total |  |
| :---: | :---: | :---: |
|  |  | Prefer not to say |


| Ull that apply. Unweighted base | 763 | 77 |
| :---: | :---: | :---: |
| Base: All US adults who plan to give Valentine's Gifts | 764 | 77 |
| My romantic parther | 64\% | 59\% |
|  |  |  |
| Afriend | 11\% | $\stackrel{10 \%}{ }$ |
| A family member | 13\% | ${ }^{11 \%}$ |
| My child | 22\% | $\stackrel{13 \%}{ }$ |
| My parent | 10\% | ${ }^{11 \%}$ |
| Another family member | 6\% | $7 \%$ |
| A coworker | 2\% | ${ }^{2 \%}$ |
| A neighbor | 1\% | * |
| Other | 7\% | $\stackrel{8 \%}{ }$ |
| Don't know/not sure | 6\% | ${ }^{9 \%}$ |

KYV_q4. About how much money in total do you plan to spend
on your Valentine's Day celebration (including gifts, travel, meals,
etc.)?


KrV_q5. Have you ever ended a relationship at any of the
following times? Please select all that apply.

| Unweighted base | 1206 | 128 |
| :---: | :---: | :---: |
| Base: All US adults | 1207 | 127 |
| Shortly before Valentine's Day (i.e., within two weeks before the holiday) | 7\% | 1\% |
| On Valentine's Day | 7\% | 5\% |
| Shortly after Valentin's Day (i.e, within two weeks after the holiday) | 5\% | 4\% |
| None of these | 71\% | 74\% |

## YouGov Omnibus

Valentines Day
Us_nat Sample: 31st January - 1st February 2019
YouGov

|  | Total | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, Highschool graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Male | Female | 18to 34 | 35 to 54 | ${ }^{55+}$ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| Don't know/not sure | 13\% | 13\% | 13\% | 13\% | 14\% | 12\% | 12\% | 14\% | 11\% | 15\% | 13\% | 14\% | 13\% | 13\% | 13\% |

KY_-q6. Which, if any, of the following reasons contributed to
shortly before Valentine's

| Unweighted base | 86 | 34 | 52 | 44 | 35 | 7 | 21 | 10 | 38 | 17 | 46 | 17 | 14 | 9 | 35 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who have ended a relationship shortly before Valentine's Day | 81 | 35 | 46 | 41 | 34 | 7 | 18 | 10 | 36 | 17 | 44 | 15 | 14 | 9 | 34 |
| Ididn't want to buy them a git/spend money on them | 20\% | 13\% | 25\% | $22 \%$ | 18\% | 18\% | $23 \%$ | $9 \%$ | 14\% | 36\% | 18\% | $23 \%$ | 19\% | $\stackrel{29 \%}{\ldots}$ | 13\% |
| 1 didn't want them to buy me a giftspend money on me | 21\% | ${ }^{19 \%}$ | 22\% | 23\% | 19\% | 18\% | $\underset{\substack{20 \% \\ m}}{ }$ | 27\% | ${ }^{15 \%}$ | 31\% | ${ }^{16 \%}$ | 12\% | 40\% | 31\% | ${ }^{16 \%}$ |
| Ididn't want to have to pretend we were happyrromantic when we really weren't | 35\% | 38\% | 32\% | $32 \%$ | 29\% | 76\% | 16\% | 58\% | $44 \%$ | 20\% | 33\% | 22\% | 37\% | 61\% | 49\% |
| 1 just couldn't wait any longer | 26\% | 31\% | 22\% | 29\% | 28\% | - | 18\% | 28\% | 29\% | 26\% | 25\% | 33\% | 13\% | 40\% | 27\% |
| Other | 1\% | $\stackrel{3 \%}{*}$ | : | - | 4\% | * | * | - | - | $$ | - | 8\% | $\cdots$ | $\cdots$ | - |
| None of these | 18\% | $5 \%$ | $28 \%$ | $17 \%$ | 22\% | 12\% | 22\% | $22 \%$ | ${ }^{19 \%}$ | 10\% | ${ }^{22 \%}$ | 14\% | $\begin{aligned} & 17 \% \\ & \hline 0 \end{aligned}$ | $\stackrel{\text { 9\% }}{*}$ | ${ }^{22 \%}$ |
| Don't know/not sure | 7\% | ${ }^{11 \%}$ | $\stackrel{4 \%}{ }$ | 2\% | 12\% | $11 \%$ | $9 \%$ | 10\% | $\begin{array}{r} 3 \% \\ \stackrel{2}{*} \end{array}$ | 13\% | ${ }^{13 \%}$ | .* | .* | ** | $\stackrel{6 \%}{ }$ |

rv_-q7. If someone wants to break up with their romantic
appropriate time to do so?

| Unweighted base | 1206 | 562 | 644 | 377 | 372 | 457 | 223 | 256 | 458 | 269 | 781 | 156 | 174 | 95 | 460 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 588 | 619 | 372 | 356 | 480 | 214 | 254 | 455 | 284 | 778 | 144 | 188 | 97 | 488 |
| Before Valentine's Day | 45\% | 43\% | 46\% | 43\% | 45\% | 46\% | 47\% | $51 \%$ | 41\% | 44\% | $49 \%$ | 36\% | 35\% | 43\% | 39\% |
| On Valentine's Day | 5\% | $\begin{gathered} 8 \% \\ \mathrm{~B} \end{gathered}$ | 3\% | $\begin{gathered} 9 \% \\ E \\ E \end{gathered}$ | $\begin{gathered} 7 \% \\ E \end{gathered}$ | 1\% | 4\% | 4\% | 5\% | $\begin{gathered} 8 \% \\ G \end{gathered}$ | 3\% | $\begin{gathered} \text { 10\% } \\ \hline \end{gathered}$ | $\begin{gathered} 9 \% \\ j \end{gathered}$ | $\begin{gathered} 15 \% \\ \mathrm{~J}^{1 \%} \end{gathered}$ | $\begin{aligned} & 7 \% \\ & 0.0 \end{aligned}$ |
| After Valentine's Day | 14\% | 13\% | 15\% | 17\% | 14\% | 13\% | 17\% | 13\% | 16\% | 12\% | 14\% | 13\% | 20\% | 13\% | 16\% |
| Don't know | 35\% | 36\% | 35\% | 32\% | 34\% | $\begin{gathered} \text { 39\% } \\ \text { c } \end{gathered}$ | 32\% | 33\% | 38\% | 36\% | 35\% | 42\% | 36\% | 30\% | 37\% |

Kllationship, we the arestill interesested in your in a committed
relationship, we are stitlinterestete in your opinion.... Please
imagine you were single and dating. How comportable or
magine you were single and dating. How comfortable or
uncomfortable would you feel going on a first date with someone on Valentine's Day?

KY_q9. Would you say you are more romant

| Unweighted base | 1206 | 562 | 644 | 377 | 2 | 457 | 223 | 256 | 458 | 269 | 781 | 156 | 174 | 95 | 460 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 588 | 619 | 372 | 356 | 480 | 214 | 254 | 455 | 284 | 778 | 144 | 188 | 97 | 488 |
| Very comfortable | 26\% | 29\% | 24\% | 22\% | 28\% | $28 \%$ | 25\% | 23\% | 29\% | 25\% | 25\% | $34 \%$ | 23\% | 29\% | 25\% |
| Somewhat comfortable | 25\% | 26\% | 23\% | 25\% | 28\% | 22\% | 26\% | 27\% | 23\% | 23\% | 23\% | 25\% | $\stackrel{31 \%}{j}$ | $\stackrel{22 \%}{ }$ | 24\% |
| Somewhat uncomfortable | 22\% | 21\% | 23\% | $\begin{aligned} & 27 \% \\ & \text { D.E } \end{aligned}$ | 19\% | 20\% | 22\% | 20\% | 24\% | 21\% | $\begin{gathered} 25 \% \\ k \end{gathered}$ | 14\% | 16\% | $\stackrel{23 \%}{*}$ | 18\% |
| Very uncomfortable | 13\% | 9\% | $\underset{A}{17 \%}$ | 12\% | 14\% | 12\% | 14\% | $\begin{gathered} 16 \% \\ H \end{gathered}$ | 10\% | 13\% | 14\% | 11\% | 9\% | 13\% | 11\% |
| Don't know/not sure | 15\% | 15\% | 14\% | 14\% | 11\% | 18\% | 13\% | 14\% | 14\% | 17\% | 13\% | 16\% | 20\% | $\stackrel{13 \%}{ }$ | $\begin{aligned} & \text { 22\% } \\ & \text { OP.Q. } \end{aligned}$ |

equally as romantic as the average person?

## YouGov Omnibus

Valentines Day
Us_nat Sample: 3st January - 1st February 2019
YouGov

|  |  | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under 540k | \$40k to \$80k | s80k+ |
| Don't know/not sure | 13\% | 11\% | 13\% | $\begin{gathered} \text { 18\% } \\ 0 \end{gathered}$ | 12\% | 8\% | 13\% | 5\% | 15\% | 12\% | 12\% | 13\% | $\begin{gathered} 14 \% \\ A A \end{gathered}$ | 8\% | $\begin{gathered} 14 \% \\ A A \end{gathered}$ |

KY_q6. Which, if any, of the following reasons contributed to
your decision to end your relati
Day? Please select all that apply

| Unweighted base | 86 | 29 | 18 | 4 | ${ }^{34}$ | 3 | 5 | 2 | 36 | 6 | 40 | 46 | 38 | 22 | 25 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults who have ended a relationship shortly before | 81 | ${ }^{26}$ | 18 | 4 | 33 | 3 | 5 | 2 | 34 | 6 | 36 | 46 | 35 | 22 | ${ }^{23}$ |
| Ididn't want to byy them a gitfspend money on them | 20\% | $31 \%$ | 22\% | * | 17\% | * | 36\% | - | 28\% | * | 20\% | 20\% | ${ }^{25 \%}$ | $\stackrel{18 \%}{* *}$ | $\begin{aligned} & 15 \% \\ & \# \end{aligned}$ |
| 1 didn't want them to buy me a giftspend money on me | 21\% | $\stackrel{25 \%}{*}$ | $\stackrel{28 \%}{*}$ | $\underset{\substack{3 \% \\ \%}}{\substack{2}}$ | $\stackrel{29 \%}{ }$ | * | 19\% | $\cdots$ | ${ }^{20 \%}$ | - | 24\% | 19\% | $\stackrel{26 \%}{*}$ | $\stackrel{15 \%}{* *}$ | $\stackrel{20 \%}{*}$ |
| I didn't want to have to pretend we were happyromantic when we really weren't | 35\% | 29\% | 17\% | $\begin{aligned} & 32 \% \\ & \hline \end{aligned}$ |  | 68\% | 42\% | 100\% | 25\% | 53\% | 22\% | $\begin{gathered} 44 \% \\ x^{*} \end{gathered}$ | 42\% | $36 \%$ $\ldots$ | $25 \%$ |
| I just couldn't wait any longer | 26\% | 19\% | 39\% | \% | 25\% | * | 19\% | 47\% | 33\% | - | 35\% | 19\% | 20\% | 33\% | 30\% |
| Other | 1\% | - | * | 33\% | 4\% | * | * | * | . | ** | ${ }^{3 \%}$ | * | : | $\stackrel{5 \%}{\square}$ | - |
| None of these | 18\% | ${ }^{13 \%}$ | 17\% | 35\% | ${ }^{18 \%}$ | $32 \%$ | $\stackrel{20 \%}{*}$ | - | 19\% | ${ }^{15 \%}$ | 27\% | 12\% | ${ }^{18 \%}$ | 13\% | $\underset{\text { 25\% }}{\text { \% }}$ |
| Don't know/not sure | 7\% | $\stackrel{7 \%}{\square}$ | $\stackrel{11 \%}{\#}$ | .. | 3\% | * | 21\% | ** | ${ }^{6 \%}$ | 32\% | - | ${ }^{13 \%}$ | 3\% | 9\% | $\stackrel{7 \%}{*}$ |

artner as Valentine's Day approaches, when is the most
ppropriate time to do so?

| Unweighted base | 1206 | 409 | 216 | 121 | 573 | 25 | 124 | 44 | 384 | 56 | 315 | 891 | 471 | 347 | 260 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 373 | 221 | 125 | 582 | 26 | 122 | 46 | 376 | 56 | 295 | 912 | 465 | 353 | 261 |
| Before Valentine's Day | 45\% | 46\% | 50\% | 53\% | 45\% | 50\% | 42\% | 57\% | 45\% | 38\% | 45\% | 45\% | 40\% | 47\% | 50\% |
|  |  | N | N | N |  | ** |  | * |  | * |  |  |  |  | z |
| On Valentine's Day | 5\% | 4\% | 5\% | 2\% | 6\% | - | 3\% | : | 6\% | $\stackrel{2 \%}{*}$ | $\begin{gathered} 11 \% \\ Y \end{gathered}$ | 4\% | $\begin{aligned} & 6 \% \\ & \mathrm{AC} \end{aligned}$ | 6\% | 5\% |
| After Valentine's Day | 14\% | 14\% | 12\% | 16\% | 14\% | 15\% | 16\% | 8\% | 14\% | 20\% | 17\% | 14\% | 15\% | 14\% | 16\% |
| Don't know | 35\% | 36\% | 33\% | 30\% | 35\% | $\underset{\sim}{35 \%}$ | 39\% | ${ }^{35 \%}$ | 34\% | 41\% | 28\% | $\stackrel{38 \%}{38}$ | $\begin{gathered} 38 \% \\ \text { AB } \end{gathered}$ | 33\% | 30\% |

KN_q8. For this question, even if you are in a committed
relationship, we are stilliliterested in your opinion... Please
imagine you were single and dating How comfortable or
magine you were single and dating. How comfortable or
someone on Valentine's Day?

KY__99. Would you say you are more romantic

| Unweighted base | 1206 | 409 | 216 | 121 | 573 | 25 | 124 | 44 | 384 | 56 | 315 | 891 | 471 | 347 | 260 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Base: All US adults | 1207 | 373 | 221 | 125 | 582 | 26 | 122 | 46 | 376 | 56 | 295 | 912 | 465 | 353 | 261 |
| Very comfortable | 26\% | 28\% | 28\% | 24\% | 29\% | $31 \%$ | 30\% | 27\% | 22\% | 18\% | 32\% | 24\% | 25\% | 8\% | 29\% |
| Somewhat comfortable | 25\% | 26\% | 24\% | 20\% | 26\% | $22 \%$ | 20\% | 16\% | 26\% | ${ }^{22 \%}$ | 24\% | 25\% | 26\% | 24\% | 22\% |
| Somewhat uncomfortable | 22\% | 23\% | $\stackrel{25 \%}{N}$ | $\stackrel{29 \%}{\mathrm{~N}}$ | 20\% | $21 \%$ | 21\% | 16\% | $\begin{gathered} 25 \% \\ R \end{gathered}$ | $31 \%$ | 21\% | 22\% | 20\% | $\begin{aligned} & 25 \% \\ & \text { AC } \end{aligned}$ | $\begin{aligned} & 25 \% \\ & \text { AC } \end{aligned}$ |
| Very uncomfortable | 13\% | 13\% | 14\% | 17\% | 13\% | 10\% | 16\% | 10\% | 12\% | 18\% | 15\% | 12\% | 11\% | 12\% | 15\% |
| Don't know/not sure | 15\% | 10\% | 9\% | 9\% | 13\% | $16 \%$ | 13\% | $\begin{gathered} 31 \% \\ \text { R.T.V.W* } \end{gathered}$ | 15\% | 12\% | 9\% | $\stackrel{17 \%}{\substack{17 \\ x}}$ | $\begin{aligned} & \text { 18\% } \\ & \text { AA.AB } \end{aligned}$ | 12\% | 8\% |

equally as romantic as the average person?
Unweighted base

## YouGov Omnibus

## Valentines Day

## Us_nat Sample: 3st January - 1st February 2019

YouGov


KTV_q6. Which, if any, of the following reasons contributed to
vour decision to end your relationship shortly before Valentine's

| Unweighted base | 86 | 1 |
| :---: | :---: | :---: |
| Base: All US adults who have ended a relationship shortly before | 81 | 1 |
| I didn't want to buy them a gitrspend money on them | 20\% | - |
|  |  |  |
| I didn't want them to buy me a giffspend money on me | 21\% | $\cdots$ |
| I didn't want to have to pretend we were happy/romantic when we really weren't | 35\% | - |
|  |  | * |
| 1 just couldr't wait any longer | 26\% | $\cdots$ |
| Other | 1\% | - |
| None of these | 18\% | - |
|  |  | \% |
| Don't know/not sure | 7\% | 100\% |

KY__q7. If someone wants to break up with their romantic
partner as Valentine's Day approaches, when is the most
appropriate time to do so?

| Unweighted base |  |  |
| ---: | :---: | :---: |
|  | 1206 | 128 |
| Base: All US adults | 1207 | 127 |
| Before Valentine's Day | 45\% | $47 \%$ |
| On Valentine's Day | $5 \%$ | $1 \%$ |
| After Valentine's Day | $14 \%$ | $10 \%$ |
| Don't know | $35 \%$ | $42 \%$ |
|  |  |  |

Kr__q8. For this question, even if you are in a committed
elationship, we are still interested in your opinion.... Please
imagine you were single and dating. How comfortable or
uncomfortable would you feel going on a first date with
someone on Valentine's Day?

| Unweighted base | 1206 | 128 |
| :---: | :---: | :---: |
| Base: All US adults | 1207 | 127 |
| Very comfortable | 26\% | 21\% |
| Somewhat comfortable | 25\% | 27\% |
| Somewhat uncomfortable | 22\% | 14\% |
| Very uncomfortable | 13\% | 16\% |
| Don't know/not sure | 15\% | $23 \%$ |

-q. Would you say you are more roma
equally as romantic as the average person?

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019

| YouGov <br> What the world thinks |  | Gender |  | Age |  |  | Region |  |  |  | Race |  |  |  | No HS, High school graduate |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Male | Female | 18 to 34 | 35 to 54 | ${ }^{55+}$ | Northeast | Midwest | South | West | White | Black | Hispanic | Other (NET) |  |
| Base: All US adults | 1207 | 588 | 619 | 372 | 356 | 480 | 214 | 254 | 455 | 284 | 778 | 144 | 188 | 97 | 488 |
| More romantic | 23\% | 24\% | 21\% | 26\% | 23\% | 20\% | 26\% | 19\% | 21\% | $\begin{gathered} 27 \% \\ G \end{gathered}$ | 21\% | 25\% | 22\% | $\begin{gathered} 31 \% \\ J * \end{gathered}$ | 21\% |
| Equally as romantic | 40\% | 36\% | $\frac{44 \%}{A \%}$ | 35\% | 41\% | 42\% | 34\% | 42\% | $\begin{gathered} 43 \% \\ F \\ \hline \end{gathered}$ | $36 \%$ | 41\% | 40\% | 38\% | 35\% | 38\% |
| Less romantic | 25\% | 24\% | 26\% | 23\% | 25\% | 26\% | 24\% | 28\% | 25\% | 22\% | $\begin{gathered} 28 \% \\ M \end{gathered}$ | 20\% | 21\% | 17\% | 24\% |
| Don't know/not sure | 13\% | $\begin{gathered} 16 \% \\ \text { B } \end{gathered}$ | 10\% | $\begin{gathered} \text { 16\% } \\ \mathrm{e} \end{gathered}$ | 11\% | 12\% | 15\% | 11\% | 11\% | 15\% | 11\% | 15\% | $\begin{gathered} \text { 19\% } \\ j \end{gathered}$ | $\stackrel{17 \%}{*}$ | $\begin{aligned} & \text { 18\% } \\ & \text { o.P.Q } \end{aligned}$ |
| KUV_q10. Would you say you are more romantic, less romantic, or equally as romantic as your partner? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 730 | 334 | 396 | 185 | 238 | 307 | 134 | 156 | 277 | 163 | 491 | 76 | 111 | 52 | 278 |
| Base: All US adults in a committed relationship | 733 | 347 | 386 | 178 | 227 | 328 | 128 | 158 | 278 | 170 | 491 | 70 | 122 | 51 | 296 |
| More romanic | 31\% | 28\% | 34\% | $\stackrel{37 \%}{{ }_{\mathrm{E}}^{27}}$ | 33\% | 26\% | 30\% | 27\% | 32\% | 33\% | 31\% | 31\% | 30\% | 32\% | 29\% |
| Equally as romantic | 41\% | 41\% | 41\% | 34\% | 40\% | $\begin{gathered} 45 \% \\ c \end{gathered}$ | 41\% | 47\% | 38\% | 42\% | 41\% | ${ }^{36 \%}$ | 46\% | 40\% | 41\% |
| Less romantic | 22\% | 22\% | 21\% | 22\% | 21\% | 23\% | 19\% | 22\% | 24\% | 20\% | 24\% | 19\% | 16\% | 17\% | 19\% |
| Don't know/not sure | 6\% | $\begin{gathered} 9 \% \\ \text { B } \end{gathered}$ | 4\% | 7\% | 6\% | 6\% | 10\% | 5\% | 6\% | 5\% | 5\% | $\begin{gathered} 15 \% \\ \mathrm{~J}^{*} \end{gathered}$ | $\stackrel{8 \%}{*}$ | $\stackrel{10 \%}{ }$ | $\begin{aligned} & \text { 11\% } \\ & \text { o.P.Q } \end{aligned}$ |

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95\%): AB, CID/E, F/G/HI, JKLIM, N/I/P/Q, R/ST/UNN, XY, Z/AAAB/AC, AD/AE/AF/AG/AH/A/AJ/AKALAM/AN/AO/AP/AQAR/AS/AT, Minimum Base: 30 (**), Small Base: 100 ( ${ }^{*}$ ))

YouGov Omnibus
Valentines Day
US_nat Sample: 31st January - 1st February 2019

| YouGov <br> What the world thinks |  | Education |  |  | Marital Status |  |  |  |  |  | Children under the age of 18 |  | Income |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Some college, 2year | 4-year | Post Grad | Married | Separated | Divorced | Widowed | Never married | Domestic / civil partnership | Yes | No | Under S40k | \$40k to \$80k | \$80k+ |
| Base: All US adults | 1207 | 373 | 221 | 125 | 582 | 26 | 122 | 46 | 376 | 56 | 295 | 912 | 465 | 353 | 261 |
| More romantic | 23\% | 25\% | 21\% | 26\% | 22\% | 14\% | 29\% | 21\% | 21\% | 28\% | $29 \%$ | 21\% | 23\% | 22\% | 23\% |
| Equally as romantic | 40\% | 39\% | 43\% | 42\% | $\begin{gathered} 45 \% \\ v \end{gathered}$ | 30\% | 38\% | 41\% | 33\% | 33\% | 43\% | 38\% | 38\% | 42\% | 43\% |
| Less romanic | 25\% | 24\% | 25\% | 29\% | 25\% | $40 \%$ | 22\% | 25\% | 25\% | 24\% | 20\% | $\stackrel{26 \%}{\substack{26 \%}}$ | 23\% | $\begin{aligned} & \text { 28\% } \\ & \text { AC } \end{aligned}$ | 27\% |
| Don't know/not sure | 13\% | $\begin{gathered} 11 \% \\ Q \end{gathered}$ | $\begin{gathered} 11 \% \\ \mathrm{Q} \end{gathered}$ | 3\% | 8\% | $\underset{\sim}{11 \%}$ | 12\% | $\stackrel{13 \%}{*}$ | $\begin{aligned} & 20 \% \\ & \text { R.T } \end{aligned}$ | 15\% | 8\% | $\begin{gathered} \text { 15\% } \\ \times \end{gathered}$ | $\begin{aligned} & \text { 16\% } \\ & \text { AA.AB } \end{aligned}$ | 8\% | 7\% |
| KUV_q10. Would you say you are more romantic, less romantic, or equally as romantic as your partner? |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| Unweighted base | 730 | 228 | 139 | 85 | 573 | 8 | 16 | 4 | 80 | 49 | 244 | 486 | 208 | 238 | 211 |
| Base: All US adults in a committed relationship | 733 | 208 | 143 | 87 | 582 | 8 | 16 | 3 | 76 | 48 | 231 | 503 | 205 | 243 | 211 |
| More romantic | 31\% | 32\% | 28\% | 39\% | 29\% | $\begin{aligned} & 22 \% \\ & \# \% \end{aligned}$ | $41 \%$ | $\begin{aligned} & 24 \% \\ & \ldots \end{aligned}$ | 37\% | $\begin{gathered} 45 \% \\ R^{* *} \end{gathered}$ | $\begin{gathered} 37 \% \\ Y \end{gathered}$ | 28\% | 29\% | $\begin{gathered} 33 \% \\ A C \\ \hline \end{gathered}$ | $\begin{gathered} 35 \% \\ A C \\ \hline \end{gathered}$ |
| Equally as romantic | 41\% | 40\% | 44\% | 36\% | $\begin{gathered} 44 \% \\ w \end{gathered}$ | 52\% | 40\% | $\cdots$ | 32\% | 22\% | 39\% | 42\% | 40\% | 38\% | 42\% |
| Less romanic | 22\% | 24\% | 24\% | 24\% | 22\% | 26\% | 19\% | 30\% | 20\% | 25\% | 20\% | 23\% | 23\% | 23\% | 22\% |
| Don't know/not sure | 6\% | 4\% | 3\% | $\stackrel{1 \%}{*}$ | 6\% | * | * | 46\% | 10\% | $\stackrel{8 \%}{*}$ | 4\% | 7\% | $\begin{aligned} & 9 \% \\ & \text { AB } \end{aligned}$ | 6\% | 2\% |

YouGov Omnibus
Valentines Day

KUV_q10. Would you say you are more romantic, less romantic,
or equally as romantic as your partner?

| Unweighted base | 730 | 73 |
| :---: | :---: | :---: |
| Base: All US adults in a committed relationship | 733 | 75 |
| More romantic | 31\% | 18\% |
|  |  |  |
| Equally as romantic | 41\% | 52\% |
| Less romantic | 22\% | 16\% |
| Don't know/not sure | 6\% | 14\% |
|  |  | ${ }^{\text {A A AB* }}$ |

Cell Contents (Col

