



## **Valentines Day**

**Fieldwork Dates: 31st January - 1st February 2019**

**Conducted by YouGov  
On behalf of YouGov Omnibus**

© Yougov plc 2019



#### **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 1214 adults. Fieldwork was undertaken between 31st January - 1st February 2019. 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.

# YouGov Omnibus

## Valentines Day

US\_nat Sample: 31st January - 1st February 2019



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)	
	A	B	C	D	E	F	G	H	I	J	K	L	M	

### marstat. What is your marital status?

Unweighted base	1212	565	647	380	373	459	223	257	461	271	784	158	175	95	461
<b>Base: All US adults</b>	1212	591	621	375	356	482	214	255	457	286	781	145	189	97	489
Married	48%	48%	48%	26%	53%	62%	46%	50%	48%	48%	53%	30%	51%	34%	47%
				C	C	C.D					K.M		K.M	*	
Separated	2%	2%	2%	2%	4%	1%	1%	2%	3%	2%		1%	4%	3%	3%
				E	E									*	
Divorced	10%	8%	12%	3%	9%	16%	7%	11%	10%	12%	11%	11%	6%	7%	9%
				A	C	C.D					L			*	
Widowed	4%	1%	6%	0%	1%	8%	3%	4%	3%	5%	4%	6%	1%	3%	5%
				A		C.D								*	
Never married	31%	36%	27%	63%	27%	9%	36%	30%	31%	29%	26%	45%	33%	50%	31%
				D.E	E						J.L			J.L*	Q
Domestic / civil partnership	5%	5%	5%	6%	5%	4%	6%	3%	5%	5%	4%	7%	5%	4%	6%
														*	

### relationshipstatus. 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
<b>Base: All US adults</b>	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.L*	
Dating, but not in a committed relationship	3%	3%	3%	5%	2%	2%	1%	3%	3%	4%	2%	4%	4%	3%	2%
				E										*	
Not married, but in a committed relationship	13%	11%	14%	22%	11%	6%	14%	12%	13%	11%	10%	19%	13%	18%	14%
				D.E	E						J			J*	
Married	48%	48%	48%	26%	53%	62%	46%	50%	48%	48%	53%	30%	51%	34%	47%
				C	C	C.D					K.M		K.M	*	

### KYV\_q1. Which, if any, of the following do you plan to give 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
<b>Base: All US adults</b>	1207	588	619	372	356	480	214	254	455	284	778	144	188	97	488
Jewelry (e.g., necklace, watch, etc.)	7%	9%	4%	10%	7%	4%	8%	4%	7%	6%	5%	10%	7%	14%	6%
				E							J			J*	
Wine/liquor	6%	6%	5%	8%	7%	3%	7%	5%	5%	6%	6%	5%	3%	8%	4%
				E	E									*	
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	3%	3%	2%	5%	2%	1%	3%	2%	3%	2%	2%	2%	4%	7%	3%
				D.E										J*	
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	5%	4%	6%	7%	8%	1%	5%	4%	6%	3%	5%	5%	7%	6%	4%
				E	E									*	
Electronics	3%	3%	3%	5%	3%	1%	3%	3%	3%	3%	2%	6%	4%	3%	3%
				E	E						J			*	
Clothing/lingerie	5%	5%	4%	8%	5%	2%	8%	4%	4%	4%	4%	5%	7%	5%	5%
				E			G.H							*	
Books	4%	3%	4%	5%	4%	3%	5%	2%	3%	6%	3%	4%	5%	5%	3%
										H				*	
Certificate for massage/spa day	2%	2%	2%	3%	4%	1%	3%	1%	2%	3%	2%	2%	3%	8%	2%
				E	E									J.K*	
Certificate for other experience	3%	3%	3%	3%	4%	2%	2%	2%	3%	3%	2%	1%	3%	7%	3%
														J.K*	
Breakfast in bed	5%	6%	5%	8%	8%	1%	5%	2%	6%	7%	4%	7%	8%	10%	6%
				E	E				G	G				J*	
A card	27%	22%	32%	17%	27%	35%	32%	29%	26%	24%	31%	19%	25%	22%	26%
				A	C	C.D					K			*	
Chocolates/candy	26%	26%	26%	28%	30%	22%	29%	22%	28%	25%	27%	20%	29%	24%	27%

# YouGov Omnibus

## Valentines Day

US\_nat Sample: 31st January - 1st February 2019



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 \$40k	\$40k to \$80k	\$80k+
	O	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
<b>Base</b>	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%
		O	N.O	T.U.V.W	**	*	*	*	*	*	Y	X	Z.AC	Z.AA.AC	Z.AA.AC
Separated	2%	2%	1%	3%	-	100%	-	-	-	-	3%	2%	2%	2%	2%
		**	**	**	**	**	**	**	**	**	**	**	**	**	**
Divorced	10%	11%	9%	11%	-	-	100%	-	-	-	9%	10%	14%	10%	3%
		**	**	**	**	**	R.U.V.W	*	*	*	AB	AB	AB	AB	AB
Widowed	4%	4%	2%	2%	-	-	-	100%	-	-	1%	5%	6%	1%	3%
		**	**	**	**	**	**	R.T.V.W*	*	*	X	X	AA	AA	AA
Never married	31%	34%	33%	21%	-	-	-	-	100%	-	17%	36%	42%	26%	17%
		Q	Q	Q	**	**	**	**	R.T.U.W	*	X	X	AA.AB	AB	AB
Domestic / civil partnership	5%	6%	3%	2%	-	-	-	-	-	100%	6%	4%	6%	3%	3%
		**	**	**	**	**	**	**	**	R.T.U.V*	Y	Y	Z	Z	Z

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

Unweighted base	1206	409	216	121	573	25	124	44	384	56	315	891	471	347	260
<b>Base: All US adults</b>	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	P.Q	P.Q	**	**	R.W	R.W*	R.W	R*	X	X	AA.AB.AC	AB	AB
Dating, but not in a committed relationship	3%	3%	5%	-	-	-	9%	4%	5%	7%	2%	3%	3%	3%	2%
		**	**	**	**	**	R	R*	R	R*	Y	Y	Z	Z	Z
Not married, but in a committed relationship	13%	12%	13%	8%	-	31%	13%	7%	20%	86%	14%	12%	15%	11%	9%
		**	**	**	**	**	R	R*	R	R.T.U.V*	Y	Y	Z	Z	Z
Married	48%	43%	52%	61%	100%	-	-	-	-	-	64%	43%	29%	57%	71%
		O	N.O	T.U.V.W	**	**	**	**	**	**	Y	Y	Z	Z	Z

### KYV\_q1. Which, if any, of the following do you plan to give 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
<b>Base: All US adults</b>	1207	373	221	125	582	26	122	46	376	56	295	912	465	353	261
Jewelry (e.g., necklace, watch, etc.)	7%	8%	5%	7%	7%	7%	3%	2%	7%	9%	11%	5%	6%	6%	10%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Wine/liquor	6%	6%	7%	8%	7%	3%	3%	-	5%	9%	10%	4%	5%	6%	8%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	3%	2%	2%	3%	2%	7%	1%	-	4%	2%	3%	2%	2%	4%	3%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	5%	6%	6%	4%	5%	6%	3%	2%	5%	11%	9%	4%	3%	7%	6%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Electronics	3%	2%	5%	3%	4%	11%	-	-	3%	-	6%	2%	3%	3%	3%
		O	O	T	**	**	*	*	T	*	Y	Y	Z	Z	Z
Clothing/lingerie	5%	5%	6%	2%	6%	4%	2%	3%	4%	3%	9%	3%	3%	6%	5%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Books	4%	5%	4%	4%	4%	7%	1%	5%	4%	2%	6%	3%	3%	4%	5%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Certificate for massage/spa day	2%	2%	2%	3%	3%	3%	2%	-	2%	2%	4%	2%	1%	4%	3%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Certificate for other experience	3%	2%	4%	3%	3%	3%	0%	-	3%	4%	4%	2%	2%	4%	3%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
Breakfast in bed	5%	5%	5%	4%	7%	14%	3%	-	4%	5%	11%	4%	5%	6%	5%
		**	**	**	**	**	*	*	*	*	Y	Y	Z	Z	Z
A card	27%	25%	29%	37%	37%	16%	27%	28%	13%	34%	31%	26%	19%	35%	34%
		N.O	N.O	T.V	**	**	V	V*	V*	V*	Y	Y	Z	Z	Z
Chocolates/candy	26%	28%	24%	23%	30%	34%	17%	20%	23%	29%	40%	22%	26%	31%	23%

**YouGov Omnibus**  
**Valentines Day**

US\_nat Sample: 31st January - 1st February 2019



<b>Total</b>	
	<b>Prefer not to say</b>
	<b>AC</b>

marstat. What is your marital status?

Unweighted base	1212	128
<b>Base</b>	1212	127
Married	48%	46%
		Z
Separated	2%	2%
Divorced	10%	10%
		AB
Widowed	4%	4%
		AA
Never married	31%	34%
		AB
Domestic / civil partnership	5%	4%

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

Unweighted base	1206	128
<b>Base: All US adults</b>	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

KYV\_q1. Which, if any, of the following do you plan to give as a gift this Valentine's Day? Please select all that apply.

Unweighted base	1206	128
<b>Base: All US adults</b>	1207	127
Jewelry (e.g., necklace, watch, etc.)	7%	3%
Wine/liquor	6%	3%
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	3%	3%
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	5%	3%
Electronics	3%	1%
Clothing/lingerie	5%	6%
Books	4%	2%
Certificate for massage/spa day	2%	1%
Certificate for other experience	3%	1%
Breakfast in bed	5%	7%
A card	27%	23%
Chocolates/candy	26%	19%

**YouGov Omnibus**  
**Valentines Day**

US\_nat Sample: 31st January - 1st February 2019



	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)	
				E	E									*	
Flowers	16%	24% B	8%	16%	17%	15%	20% I	16%	15%	13%	15%	13%	18%	18% *	15%
Balloons	4%	4%	4%	5%	7% E	2%	4%	4%	4%	5%	3%	7% J	6%	7% *	5% Q
Something homemade	3%	1%	5% A	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 applicable - I don't plan to give any gifts on Valentine's Day	37%	38%	35%	36%	35%	39%	35%	43% I	36%	34%	39% L	38% L	25%	38% L*	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	Male	Female	18 to 34	35 to 54	55+	Northeast	Midwest	South	West	White	Black	Hispanic	Other (NET)	No HS, High school graduate
	1206	562	644	377	372	457	223	256	458	269	781	156	174	95	460
<b>Base: All US adults</b>	<b>1207</b>	<b>588</b>	<b>619</b>	<b>372</b>	<b>356</b>	<b>480</b>	<b>214</b>	<b>254</b>	<b>455</b>	<b>284</b>	<b>778</b>	<b>144</b>	<b>188</b>	<b>97</b>	<b>488</b>
Jewelry (e.g., necklace, watch, etc.)	11%	4%	18% A	15% E	14% E	7%	12%	12%	12%	9%	11%	17% L	8%	13% *	10%
Wine/liquor	9%	9%	9%	10% E	13% E	5%	11%	9%	10%	7%	10%	12% L	5%	8% *	7%
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	4%	4%	5%	9% D,E	4% E	1%	3%	5%	5%	4%	3%	8% J	6%	7% *	4%
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	9%	6%	13% A	14% E	11% E	5%	9%	9%	8%	12%	10%	11%	7%	8% *	7%
Electronics	7%	9% B	5%	11% E	9% E	3%	8%	6%	8%	8%	7%	10%	6%	10% *	6%
Clothing/lingerie	7%	5%	9% A	12% E	8% E	3%	10%	6%	6%	7%	6%	10%	8%	8% *	7%
Books	9%	6%	11% A	10% E	9% E	7%	7%	12% H	7%	10%	10%	5%	7%	8% *	6%
Certificate for massage/spa day	9%	4%	14% A	10% E	11% E	6%	11%	10%	7%	10%	10%	9%	4%	8% *	7%
Certificate for other experience	5%	4%	7% A	8% E	7% E	3%	5%	6%	5%	6%	5%	5%	3%	9% *	5%
Breakfast in bed	9%	7%	11% A	14% E	10% E	4%	11%	7%	8%	11%	8%	10%	9%	13% *	9%
A card	23%	15%	31% A	19% E	24% C	27% H,I	29% H,I	26%	22%	20%	26% L	22%	16%	23% *	23%
Chocolates/candy	22%	16%	28% A	24% E	22% E	20%	26% C	21%	20%	22%	23% L	23%	16%	22% *	22%
Flowers	17%	5%	27% A	20% E	18% E	13%	19% C	18%	14%	17%	17% L	14%	17%	15% *	16%
Balloons	5%	3%	7% A	8% E	6% E	1%	4%	3%	7%	3%	3%	10% J	6%	7% *	6%
Something homemade (e.g., coupon book of IOUs, a painting, etc.)	7%	5%	9% A	11% E	8% E	3%	8%	5%	7%	8%	7%	9%	7%	7% *	7%
Other	6%	4%	7% A	4% E	4% C,D	8%	4%	4%	6%	7%	6% M	5%	4%	1% *	5%
Don't know	8%	9%	8% A	6% E	9% C	10% C	7%	9%	9%	8%	7% M	8%	14% J	7% *	10%
Not applicable - I would not like to receive anything for Valentine's Day	33%	41% B	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



	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 \$40k	\$40k to \$80k	\$80k+
Flowers	16%	16%	15%	21%	T.V 20%	** 34%	6%	* 4%	11%	*	Y	14%	12%	17%	23%
Balloons	4%	5%	3%	1%	T.U.V 5%	** 8%	4%	* 7%	3%	T.U.* 3%	Y	3%	4%	5%	3%
Something homemade	3%	4%	2%	5%	4%	- **	2%	* 4%	2%	*	Y	3%	3%	3%	3%
Other	5%	7%	8%	5%	8%	- V	3%	- *	2%	9% U.V*	5%	5%	3%	5%	6%
Don't know	9%	9%	8%	8%	11% V	8% **	10%	2% *	7%	12% *	9%	9%	10%	7%	9%
Not applicable - I don't plan to give any gifts on Valentine's Day	37%	37%	37%	36%	24%	43% **	53%	57% R.W*	49%	25% *	24%	41%	42%	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	409	216	121	573	25	124	44	384	56	315	891	471	347	260
<b>Base: All US adults</b>	1206	409	216	121	573	25	124	44	384	56	315	891	471	347	260
Jewelry (e.g., necklace, watch, etc.)	1207	373	221	125	582	26	122	46	376	56	295	912	465	353	261
Wine/liquor	11%	13%	11%	11%	10%	8% **	12%	8% *	14%	14% *	17% Y	9%	11%	13%	10%
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	9%	8%	12%	18%	8%	13% **	10%	7% *	10%	15% *	14% Y	7%	10%	9%	11%
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	4%	4%	4%	7%	3%	4% **	3%	- *	7%	3% R	5% *	4%	6%	5%	2%
Electronics	9%	11%	10%	12%	8%	- **	12%	3% *	11%	11% *	13% Y	8%	9%	13%	6%
Clothing/lingerie	7%	8%	8%	10%	6%	13% **	8%	2% *	10%	3% R	11% Y	6%	6%	8%	8%
Books	7%	8%	6%	7%	6%	8% **	6%	2% *	9%	9% *	12% Y	5%	7%	7%	6%
Certificate for massage/spa day	9%	8%	12%	14%	8%	12% **	11%	7% *	9%	9% *	12% Y	8%	8%	9%	9%
Certificate for other experience	9%	8%	10%	14%	8%	8% **	11%	5% *	10%	8% *	11% *	8%	7%	12%	8%
Breakfast in bed	5%	5%	6%	6%	4%	- **	6%	2% *	8%	3% R	7% *	5%	6%	6%	4%
A card	9%	10%	7%	9%	9%	14% **	10%	- *	10%	9% U	16% Y	7%	9%	10%	7%
Chocolates/candy	23%	19%	28%	29%	26%	19% **	22%	35% V*	18%	25% *	23% *	24%	20%	26%	26%
Flowers	22%	21%	21%	24%	19%	8% **	21%	28% *	27%	18% R	29% Y	19%	23%	22%	19%
Balloons	17%	16%	17%	20%	16%	- **	15%	12% *	18%	26% *	23% Y	14%	17%	18%	15%
Something homemade (e.g., coupon book of IOUs, a painting, etc.)	5%	4%	3%	5%	4%	3% **	6%	4% *	6%	4% *	11% Y	3%	6%	5%	2%
Other	7%	7%	7%	6%	6%	4% **	6%	8% *	8%	9% *	11% Y	6%	7%	7%	6%
Don't know	6%	6%	7%	4%	8%	- V	7%	- *	3%	5% *	5% *	6%	5%	6%	5%
Not applicable - I would not like to receive anything for Valentine's Day	8%	7%	9%	5%	9%	13% **	9%	2% *	7%	10% *	7% *	9%	9%	9%	7%
	33%	33%	28%	33%	29%	36% **	41%	39% R	36%	30% *	24% X	36%	35%	30%	35%

**YouGov Omnibus**  
**Valentines Day**

US\_nat Sample: 31st January - 1st February 2019



	Total	Prefer not to say
Flowers	16%	11%
Balloons	4%	3%
Something homemade	3%	1%
Other	5%	11%
Don't know	9%	13%
Not applicable - I don't plan to give any gifts on Valentine's Day	37%	40%

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	128
<b>Base: All US adults</b>	1207	127
Jewelry (e.g., necklace, watch, etc.)	11%	11%
Wine/liquor	9%	3%
Household/kitchen item (e.g., mug, wine glasses, cutting board, etc.)	4%	2%
Keepsake gift (e.g., engraved photo frame, personalized item, etc.)	9%	8%
Electronics	7%	7%
Clothing/lingerie	7%	7%
Books	9%	7%
Certificate for massage/spa 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 Valentine's Day	33%	33%



# YouGov Omnibus

## Valentines Day

US\_nat Sample: 31st January - 1st February 2019



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)	

KYV\_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
<b>Base: All US adults who plan to give Valentine's Gifts</b>	764	364	400	238	231	295	139	145	293	187	473	89	141	61	309
My romantic partner	64%	69%	60%	57%	72%	65%	69%	64%	67%	56%	68%	54%	57%	70%	56%
A friend	11%	10%	12%	16%	11%	6%	8%	12%	10%	13%	8%	18%	15%	12%	13%
A family member	13%	11%	14%	14%	10%	13%	10%	6%	15%	16%	12%	10%	17%	13%	15%
My child	22%	13%	31%	16%	31%	21%	22%	19%	25%	22%	22%	22%	27%	20%	20%
My parent	10%	8%	12%	13%	13%	5%	9%	7%	14%	8%	8%	20%	12%	8%	10%
Another family member	6%	4%	7%	6%	6%	6%	5%	7%	6%	6%	7%	5%	5%	3%	7%
A coworker	2%	3%	2%	4%	2%	1%	3%	2%	3%	1%	2%	2%	3%	6%	3%
A neighbor	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	1%	2%	-	3%	2%
Other	7%	6%	8%	1%	3%	15%	6%	10%	5%	9%	9%	5%	3%	5%	8%
Don't know/hot sure	6%	6%	6%	10%	4%	4%	5%	5%	4%	10%	5%	6%	7%	9%	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
<b>Base: All US adults who plan to give Valentine's Gifts</b>	764	364	400	238	231	295	139	145	293	187	473	89	141	61	309
\$0	2%	1%	3%	4%	2%	1%	1%	1%	2%	3%	1%	2%	5%	3%	2%
\$1 to \$49.99	53%	44%	62%	46%	52%	60%	53%	59%	52%	52%	59%	44%	46%	40%	55%
\$50 to \$99.99	19%	23%	16%	21%	15%	22%	23%	14%	22%	16%	18%	19%	23%	22%	18%
\$100 to \$149.99	8%	11%	6%	7%	14%	5%	5%	9%	9%	10%	7%	10%	11%	13%	7%
\$150 to \$199.99	3%	5%	1%	4%	5%	1%	3%	2%	3%	4%	3%	5%	2%	6%	3%
\$200 or more	4%	4%	4%	6%	4%	4%	5%	4%	4%	4%	4%	6%	3%	4%	3%
Don't know/hot 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
<b>Base: All US adults</b>	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%	11%	9%	2%	9%	4%	8%	6%	6%	10%	7%	9%	7%
On Valentine's Day	7%	8%	6%	12%	9%	2%	6%	5%	6%	10%	4%	10%	12%	14%	8%
Shortly after Valentine's Day (i.e., within two weeks after the holiday)	5%	6%	4%	8%	7%	2%	4%	6%	6%	3%	4%	8%	7%	4%	4%
None of these	71%	70%	72%	61%	65%	83%	70%	74%	72%	67%	75%	62%	63%	65%	70%

# YouGov Omnibus

## Valentines Day

US\_nat Sample: 31st January - 1st February 2019



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 \$40k	\$40k to \$80k	\$80k+

KYV\_q3. Who do you plan to give a gift to on Valentine's Day?  
Please select all that apply.

	Unweighted base	255	137	79	432	14	59	20	195	43	241	522	280	227	179
<b>Base: All US adults who plan to give Valentine's Gifts</b>	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*	T.V	**	*	**	T	T.V*	Y			Z	Z.AA.AC
A friend	11%	8%	11%	8%	5%	27%	18%	15%	20%	9%	9%	11%	15%	10%	5%
		*	*	*	5%	**	R*	**	R	*			AB		
A family member	13%	11%	9%	14%	11%	6%	20%	39%	13%	4%	15%	12%	15%	13%	9%
		*	*	*	11%	**	W*	**		*					
My child	22%	26%	22%	23%	25%	32%	43%	40%	10%	17%	42%	14%	22%	29%	19%
		*	*	*	25%	**	R.V.W*	**		*	Y			AB.AC	
My parent	10%	10%	9%	15%	7%	8%	15%	8%	17%	7%	12%	9%	11%	11%	6%
		*	*	*	7%	**	*	**	R	*					
Another family member	6%	6%	4%	4%	6%	-	10%	15%	5%	4%	5%	7%	9%	4%	4%
		*	*	*	6%	**	*	**	*	*			AA		
A coworker	2%	3%	1%	-	1%	-	2%	4%	4%	5%	3%	2%	2%	3%	2%
		*	*	*	1%	**	*	**	R	*					
A neighbor	1%	1%	1%	1%	0%	-	3%	-	3%	2%	1%	1%	2%	1%	1%
		*	*	*	0%	**	R*	**	R	R*					
Other	7%	6%	7%	5%	10%	-	4%	28%	1%	3%	1%	10%	6%	7%	8%
		*	*	*	10%	**	*	**	*	*		X			
Don't know/hot sure	6%	5%	6%	1%	3%	-	5%	5%	14%	2%	3%	7%	9%	4%	4%
		*	*	*	3%	**	*	**	R.W	*		X	AA.AB		

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	255	137	79	432	14	59	20	195	43	241	522	280	227	179
<b>Base: All US adults who plan to give Valentine's Gifts</b>	764	234	140	81	440	15	57	20	190	42	225	539	270	237	179
\$0	2%	3%	1%	-	1%	-	1%	5%	4%	-	2%	2%	4%	1%	1%
		*	*	*	1%	**	*	**	*	*			AB		
\$1 to \$49.99	53%	56%	44%	58%	51%	58%	75%	71%	52%	42%	48%	56%	59%	58%	40%
		P	P*	P*	51%	**	R.V.W*	**		*		X	AB	AB	
\$50 to \$99.99	19%	21%	20%	18%	21%	6%	11%	10%	19%	21%	21%	18%	16%	22%	24%
		*	*	*	21%	**	*	**		*			AC	Z.AC	
\$100 to \$149.99	8%	9%	11%	9%	10%	23%	4%	4%	5%	9%	13%	7%	7%	9%	11%
		*	*	*	10%	**	*	**		*	Y				
\$150 to \$199.99	3%	1%	6%	4%	4%	-	-	4%	2%	5%	5%	2%	1%	3%	6%
		*	O	*	4%	**	*	**		*				Z	
\$200 or more	4%	3%	9%	6%	5%	13%	3%	-	3%	2%	6%	3%	2%	2%	12%
		*	N.O	*	5%	**	*	**		*				Z.AA.AC	
Don't know/hot sure	10%	8%	9%	4%	7%	-	5%	5%	15%	21%	5%	11%	11%	5%	6%
		*	*	*	7%	**	*	**	R	R.T*		X	AA		

KYV\_q5. Have you ever ended a relationship at any of the following times? Please select all that apply.

	Unweighted base	409	216	121	573	25	124	44	384	56	315	891	471	347	260
<b>Base: All US adults</b>	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%	12%	5%	8%	6%	9%
		*	*	*	6%	**	*	*		*	Y		AC	AC	AC
On Valentine's Day	7%	7%	6%	5%	8%	4%	4%	2%	8%	5%	14%	5%	8%	8%	6%
		*	*	*	8%	**	*	*		*	Y				
Shortly after Valentine's Day (i.e., within two weeks after the holiday)	5%	6%	5%	5%	5%	12%	3%	6%	6%	3%	7%	4%	5%	5%	5%
		*	*	*	5%	**	*	*		*	Y				
None of these	71%	73%	70%	72%	73%	74%	77%	87%	65%	69%	60%	74%	68%	75%	70%
		*	*	*	73%	**	V	V*		*		X			

# YouGov Omnibus

## Valentines Day

US\_nat Sample: 31st January - 1st February 2019



Total	
	Prefer not to say

KYV\_q3. Who do you plan to give a gift to on Valentine's Day?  
Please select all that apply.

Unweighted base	763	77
<b>Base: All US adults who plan to give Valentine's Gifts</b>	764	77
My romantic partner	64%	59%*
A friend	11%	10%*
A family member	13%	11%*
My child	22%	13%*
My parent	10%	11%*
Another family member	6%	7%*
A coworker	2%	2%*
A neighbor	1%	-*
Other	7%	8%*
Don't know/hot 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.)?

Unweighted base	763	77
<b>Base: All US adults who plan to give Valentine's Gifts</b>	764	77
\$0	2%	1%*
\$1 to \$49.99	53%	51%*
\$50 to \$99.99	19%	10%*
\$100 to \$149.99	8%	5%*
\$150 to \$199.99	3%	3%*
\$200 or more	4%	2%*
Don't know/hot sure	10%	27%*

KYV\_q5. Have you ever ended a relationship at any of the following times? Please select all that apply.

Unweighted base	1206	128
<b>Base: All US adults</b>	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 Valentine'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



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)	
Don't know/not sure	13%	13%	13%	14%	12%	12%	14%	11%	15%	13%	14%	13%	13%	13%

**KYV\_q6. Which, if any, of the following reasons contributed to your decision to end your relationship shortly before Valentine's Day? Please select all that apply**

	Unweighted base	86	34	52	44	35	7	21	10	38	17	46	17	14	9	35
<b>Base: All US adults who have ended a relationship shortly before Valentine's Day</b>	81	35	46	41	34	7	18	10	36	17	44	15	14	9	34	
I didn't want to buy them a gift/spend money on them	20%	13%	25%	22%	18%	18%	23%	9%	14%	36%	18%	23%	19%	29%	13%	
I didn't want them to buy me a gift/spend money on me	21%	19%	22%	23%	19%	18%	20%	27%	15%	31%	16%	12%	40%	31%	16%	
I didn't want to have to pretend we were happy/romantic when we really weren't	35%	38%	32%	32%	29%	76%	16%	58%	44%	20%	33%	22%	37%	61%	49%	
I just couldn't wait any longer	26%	31%	22%	29%	28%	-	18%	28%	29%	26%	25%	33%	13%	40%	27%	
Other	1%	3%	-	-	4%	-	-	-	7%	-	8%	-	-	-	-	
None of these	18%	5%	28%	17%	22%	12%	22%	22%	19%	10%	22%	14%	17%	9%	22%	
Don't know/not sure	7%	11%	4%	2%	12%	11%	9%	10%	3%	13%	13%	-	-	-	6%	

**KYV\_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	562	644	377	372	457	223	256	458	269	781	156	174	95	460
<b>Base: All US adults</b>	1207	588	619	372	366	480	214	254	455	284	778	144	188	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%	8%	3%	9%	7%	1%	4%	4%	5%	8%	3%	10%	9%	15%	7%	
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%	39%	32%	33%	38%	36%	35%	42%	36%	30%	37%	

**KYV\_q8. For this question, even if you are in a committed relationship, 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	562	644	377	372	457	223	256	458	269	781	156	174	95	460
<b>Base: All US adults</b>	1207	588	619	372	366	480	214	254	455	284	778	144	188	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%	25%	31%	22%	24%
Somewhat uncomfortable	22%	21%	23%	27%	19%	20%	22%	20%	24%	21%	25%	14%	16%	23%	18%	
Very uncomfortable	13%	9%	17%	12%	14%	12%	14%	16%	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%	13%	22%	

**KYV\_q9. Would you say you are more romantic, less romantic, or equally as romantic as the average person?**

	Unweighted base	1206	562	644	377	372	457	223	256	458	269	781	156	174	95	460
--	-----------------	------	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	----	-----

# YouGov Omnibus

## Valentines Day

US\_nat Sample: 31st January - 1st February 2019



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 \$40k	\$40k to \$80k	\$80k+
Don't know/not sure	13%	11%	13%	18%	8%	13%	5%	15%	12%	12%	13%	14%	8%	14%
			O		**		*		*			AA		AA

**KYV\_q6. Which, if any, of the following reasons contributed to your decision to end your relationship shortly before Valentine's Day? Please select all that apply**

	Unweighted base	86	29	18	4	34	3	5	2	36	6	40	46	38	22	25
<b>Base: All US adults who have ended a relationship shortly before Valentine's Day</b>	81	26	18	4	33	3	5	2	34	6	36	46	35	22	23	
I didn't want to buy them a gift/spend money on them	20%	31%	22%	-	17%	-	36%	-	28%	-	20%	20%	25%	18%	15%	
I didn't want them to buy me a gift/spend money on me	21%	25%	28%	3%	29%	-	19%	-	20%	-	24%	19%	26%	15%	20%	
I didn't want to have to pretend we were happy/romantic when we really weren't	35%	29%	17%	32%	33%	68%	42%	100%	25%	53%	22%	44%	42%	36%	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%	-	-	5%	-	
None of these	18%	13%	17%	35%	18%	32%	20%	-	19%	15%	27%	12%	18%	13%	25%	
Don't know/not sure	7%	7%	11%	-	3%	-	21%	-	6%	32%	-	13%	3%	9%	7%	

**KYV\_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	409	216	121	573	25	124	44	384	56	315	891	471	347	260
<b>Base: All US adults</b>	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%	
On Valentine's Day	5%	4%	5%	2%	6%	-	3%	-	6%	2%	11%	4%	6%	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%	35%	39%	35%	34%	41%	28%	38%	38%	33%	30%	

**KYV\_q8. For this question, even if you are in a committed relationship, 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	409	216	121	573	25	124	44	384	56	315	891	471	347	260
<b>Base: All US adults</b>	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%	28%	29%	
Somewhat comfortable	25%	26%	24%	20%	26%	22%	20%	16%	26%	22%	24%	25%	26%	24%	22%	
Somewhat uncomfortable	22%	23%	25%	29%	20%	21%	21%	16%	25%	31%	21%	22%	20%	25%	25%	
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%	31%	15%	12%	9%	17%	18%	12%	8%	

**KYV\_q9. Would you say you are more romantic, less romantic, or equally as romantic as the average person?**

	Unweighted base	1206	409	216	121	573	25	124	44	384	56	315	891	471	347	260
--	-----------------	------	-----	-----	-----	-----	----	-----	----	-----	----	-----	-----	-----	-----	-----

# YouGov Omnibus

## Valentines Day

US\_nat Sample: 31st January - 1st February 2019



	Total	
		Prefer not to say
Don't know/not sure	13%	19% AA

KYV\_q6. Which, if any, of the following reasons contributed to your decision to end your relationship shortly before Valentine's Day? Please select all that apply

Unweighted base	86	1
<b>Base: All US adults who have ended a relationship shortly before Valentine's Day</b>	81	1
I didn't want to buy them a gift/spend money on them	20%	- **
I didn't want them to buy me a gift/spend money on me	21%	- **
I didn't want to have to pretend we were happy/romantic when we really weren't	35%	- **
I just couldn't wait any longer	26%	- **
Other	1%	- **
None of these	18%	- **
Don't know/not sure	7%	100% **

KYV\_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
<b>Base: All US adults</b>	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% AB

KYV\_q8. For this question, even if you are in a committed relationship, 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
<b>Base: All US adults</b>	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% AA,AB

KYV\_q9. Would you say you are more romantic, less romantic, or equally as romantic as the average person?

Unweighted base	1206	128
-----------------	------	-----

**YouGov Omnibus**  
**Valentines Day**

US\_nat Sample: 31st January - 1st February 2019



	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)	
<b>Base: All US adults</b>	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%	27%	21%	25%	22%	31%	21%
Equally as romantic	40%	36%	44%	35%	41%	42%	34%	42%	43%	36%	41%	40%	38%	35%	38%
Less romantic	25%	24%	26%	23%	25%	26%	24%	28%	25%	22%	28%	20%	21%	17%	24%
Don't know/hot sure	13%	16%	10%	16%	11%	12%	15%	11%	11%	15%	11%	15%	19%	17%	18%
		B		e							M	J		*	O.P.Q
<b>KUV_q10. Would you say you are more romantic, less romantic, or equally as romantic as your partner?</b>															
Unweighted base	730	334	396	185	238	307	134	156	277	163	491	76	111	52	278
<b>Base: All US adults in a committed relationship</b>	733	347	386	178	227	328	128	158	278	170	491	70	122	51	296
More romantic	31%	28%	34%	37%	33%	26%	30%	27%	32%	33%	31%	31%	30%	32%	29%
Equally as romantic	41%	41%	41%	34%	40%	45%	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/hot sure	6%	9%	4%	7%	6%	6%	10%	5%	6%	5%	5%	15%	8%	10%	11%
		B									J*	*	*	*	O.P.Q

Cell Contents (Column Percentages, Statistical Test Results), Statistics (Column Proportions, (95%): A/B, C/D/E, F/G/H/I, J/K/L/M, N/O/P/Q, R/S/T/U/V/W, X/Y, Z/AA/AB/AC, AD/AE/AF/AG/AH/AI/AJ/AK/AL/AM/AN/AO/AP/AQ/AR/AS/AT, Minimum Base: 30 (\*\*), Small Base: 100 (\*))

**YouGov Omnibus**  
**Valentines Day**

US\_nat Sample: 31st January - 1st February 2019



	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 \$40k	\$40k to \$80k	\$80k+
<b>Base: All US adults</b>	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%	45% V	36% **	38%	41% *	33%	33% *	43% Y	38%	38%	42%	43%
Less romantic	25%	24%	25%	29%	25%	40% **	22%	25% *	25%	24% *	20%	26% X	23%	28% AC	27%
Don't know/hot sure	13%	11% Q	11% Q	3%	8%	11% **	12%	13% *	20% R.T	15% *	8% X	15% X	16% AA,AB	8%	7%
<b>KUV_q10. Would you say you are more romantic, less romantic, or equally as romantic as your partner?</b>															
Unweighted base	730	228	139	85	573	8	16	4	80	49	244	486	208	238	211
<b>Base: All US adults in a committed relationship</b>	733	208	143	87	582	8	16	3	76	48	231	503	205	243	211
More romantic	31%	32%	28%	39% *	29%	22% **	41% **	24% **	37% *	45% R*	37% Y	28%	29%	33% AC	35% AC
Equally as romantic	41%	40%	44%	36% *	44% W	52% **	40% **	- **	32% *	22% *	39%	42%	40%	38%	42%
Less romantic	22%	24%	24%	24% *	22%	26% **	19% **	30% **	20% *	25% *	20%	23%	23%	23%	22%
Don't know/hot sure	6%	4%	3%	1% *	6%	- **	- **	46% **	10% *	8% *	4%	7%	9% AB	6%	2%

Cell Contents (Col



**YouGov Omnibus**  
**Valentines Day**

US\_nat Sample: 31st January - 1st February 2019



	Total	Prefer not to say
<b>Base: All US adults</b>	1207	127
More romantic	23%	21%
Equally as romantic	40%	35%
Less romantic	25%	18%
Don't know/not sure	13%	26%
		Z.AA.AB

KUV\_q10. Would you say you are more romantic, less romantic, or equally as romantic as your partner?

	Unweighted base	
<b>Base: All US adults in a committed relationship</b>	730	73
More romantic	31%	18%
Equally as romantic	41%	52%
Less romantic	22%	16%
Don't know/not sure	6%	14%
		AA.AB*

Cell Contents (Col