

The background features a light pink color with several heart-shaped cutouts in various shades of red and beige. Two diagonal stripes, one teal and one blue, cross the top-left corner.

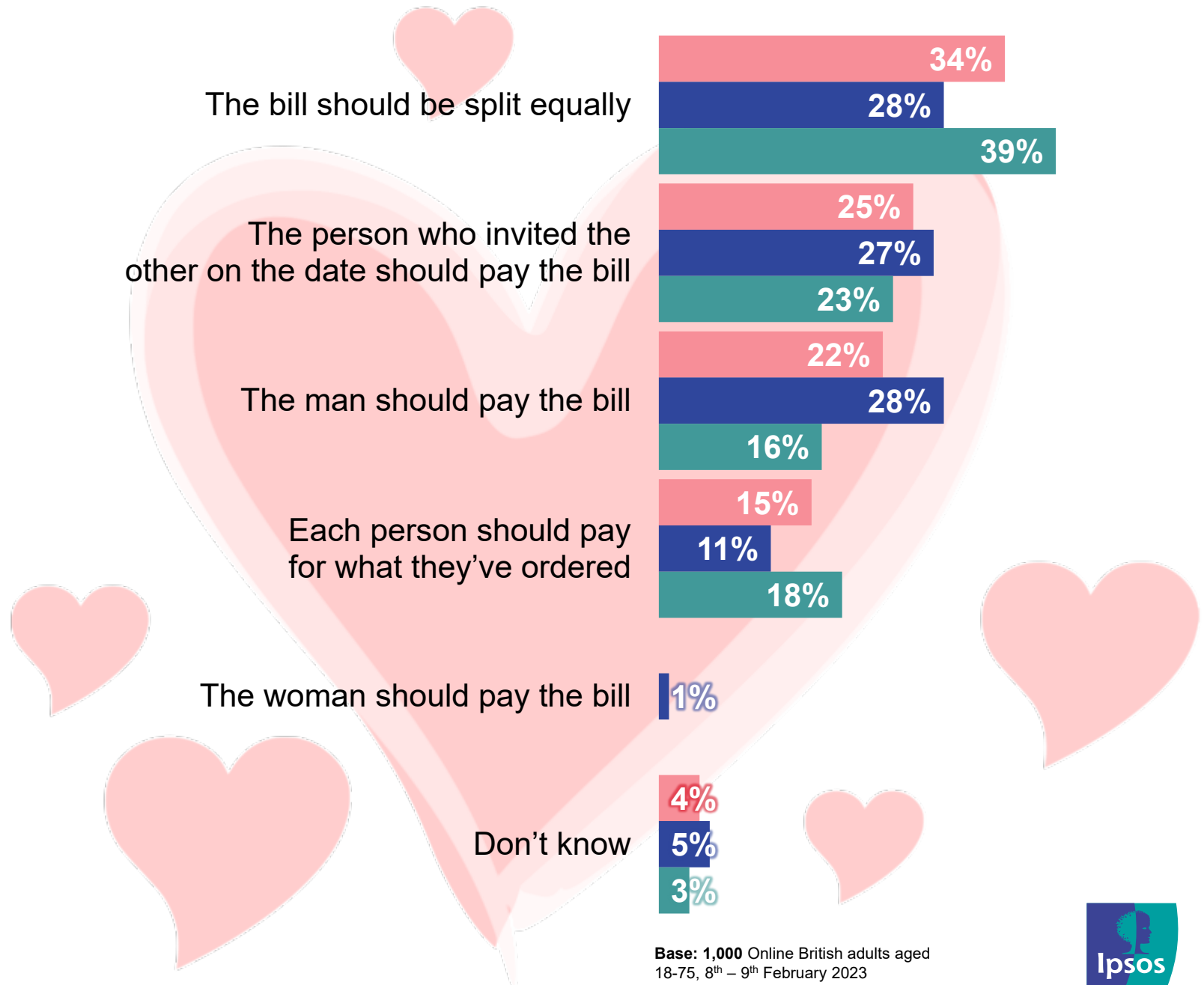
IPSOS UK Valentine's Day polling

February 2023

Women are more likely than men to say the bill on a first date should be split equally

We'd now like for you to imagine a scenario in which a man and a woman are on a first date at a restaurant. At the restaurant the man and woman eat and drink the same. Who do you personally think should be most responsible for paying the bill at the end of the meal...?

- Among all
- Men
- Women

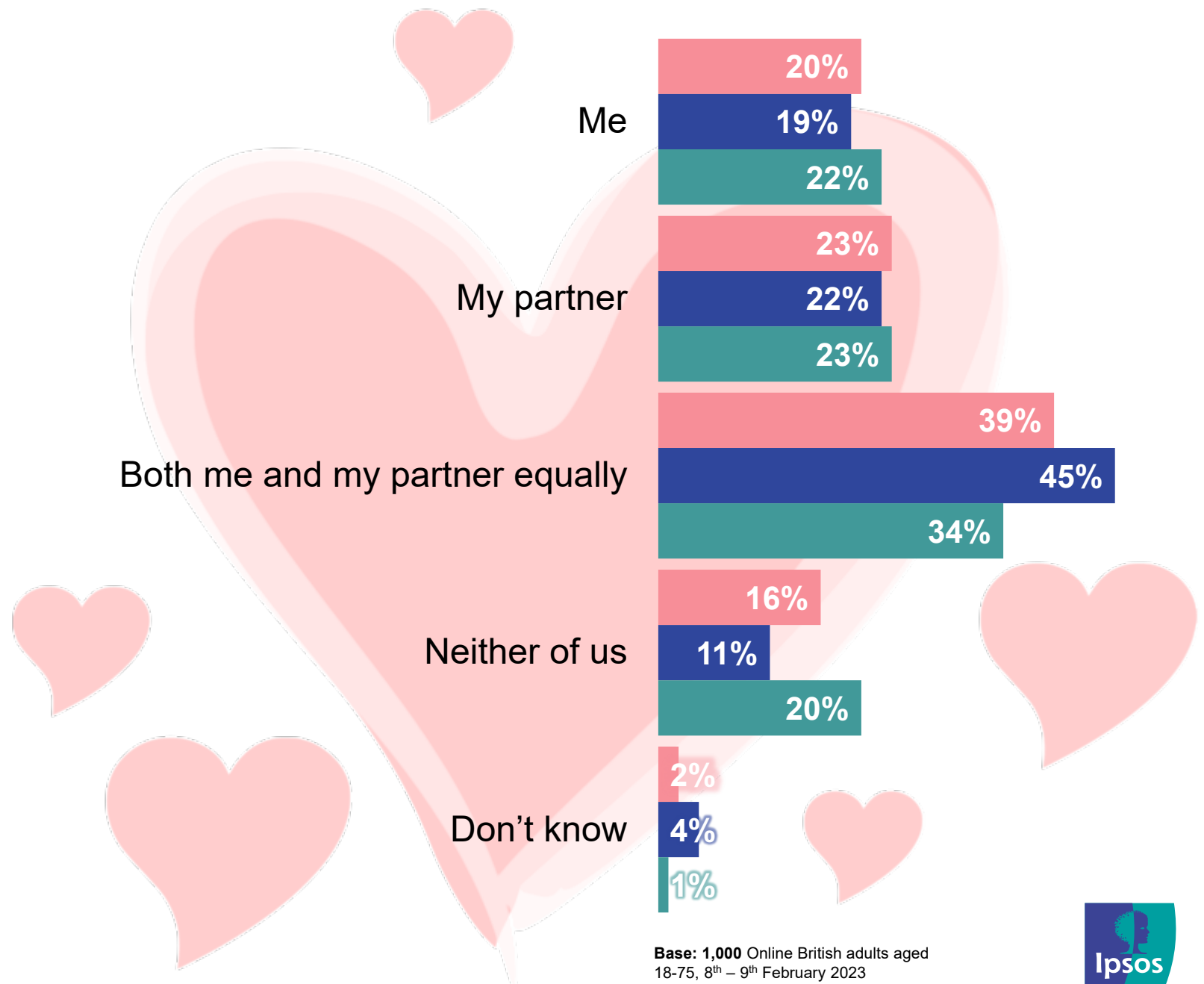
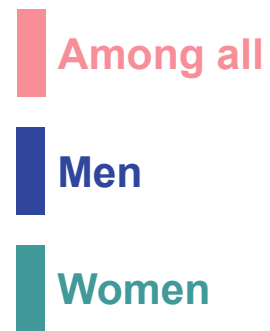


Base: 1,000 Online British adults aged 18-75, 8th – 9th February 2023



Couples tend to think they and their partner are equally as romantic – women are slightly more likely to think neither of them

Who is more romantic in your relationship?



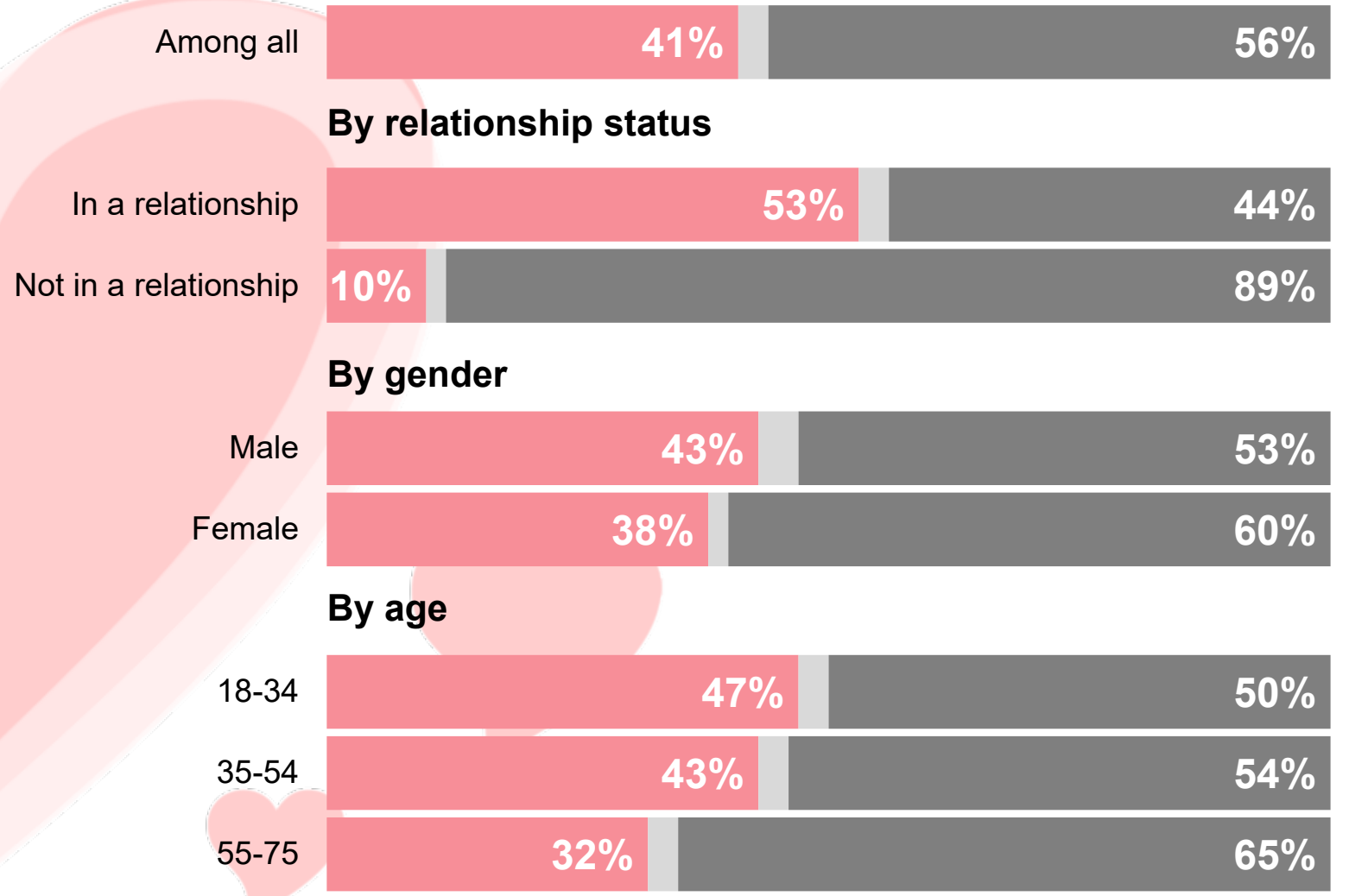
Base: 1,000 Online British adults aged 18-75, 8th – 9th February 2023



Couples are split! Half in a relationship will celebrate Valentine's, while a similar proportion will not

How likely or unlikely are
you to celebrate
Valentine's Day this year?

Very/ fairly likely Not at all/ very likely

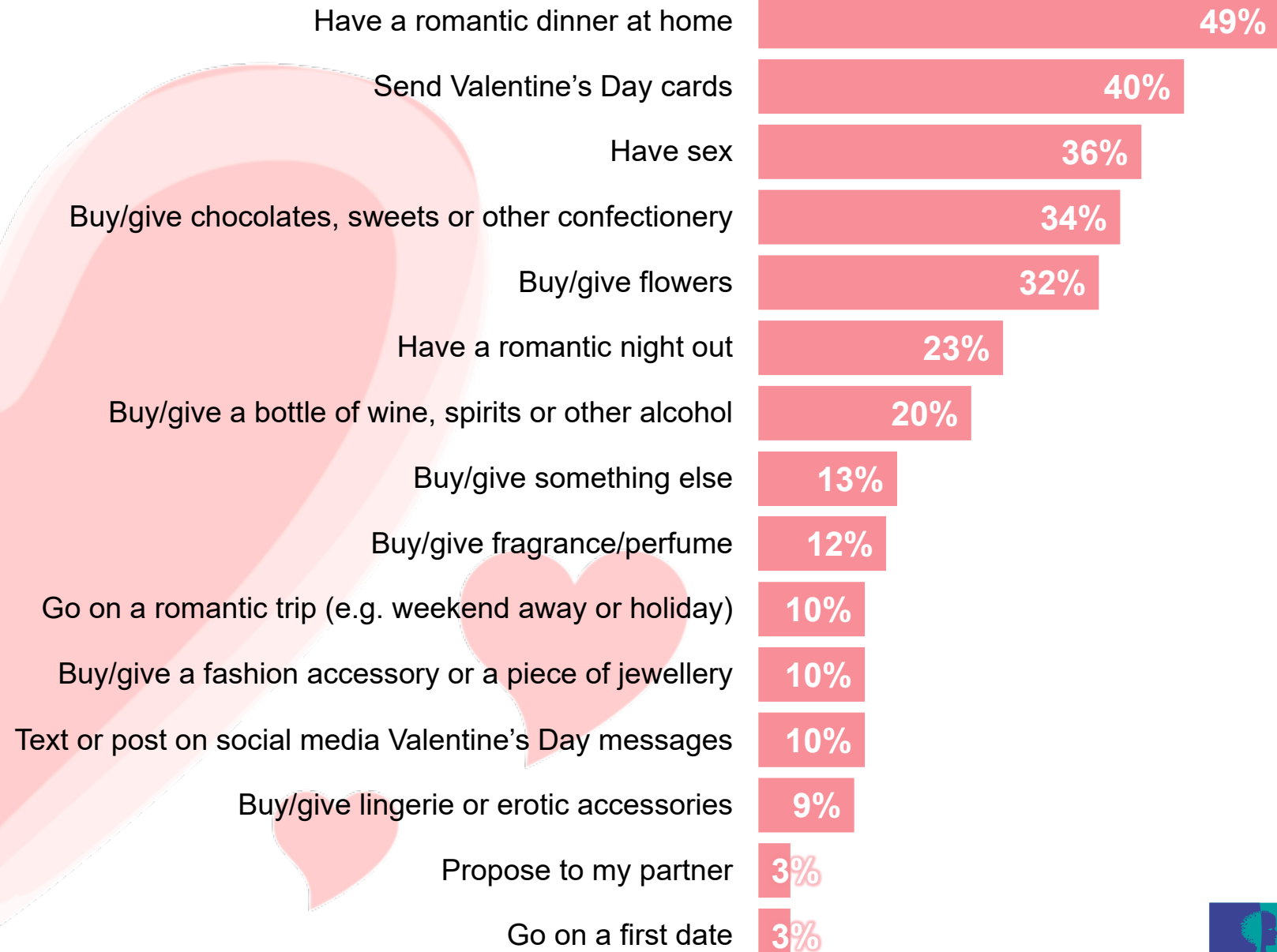
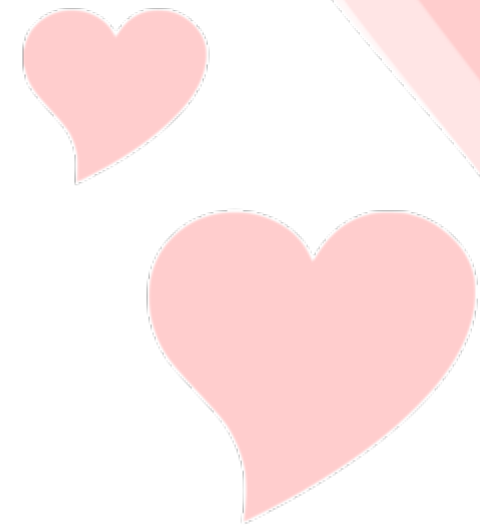


Base: 1,000 Online British adults aged 18-75, 8th – 9th February 2023, including n=748 that are in some form of relationship, n=243 who are not. Male n=461, Female n=539. 18-24 n=257, 35-54 n=424, 55-75 n=319.



Among those celebrating Valentine's their top three plans are a romantic dinner at home, sending a card and having sex

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



Base: 436 Online British adults aged 18-75 who are likely to celebrate Valentine's this year, 8th – 9th February 2023

The top reasons for not celebrating Valentine's are either because it's too commercial or they don't have anyone to celebrate with

Why are you not likely to celebrate Valentine's Day this year? Please select all that apply.



It is too much of a commercial/marketing event

45%

I do not have anyone to celebrate it with

34%

It is too expensive

18%

I can't afford to because of the rising cost of living

11%

My partner does not want to celebrate it

10%

I do not have the time/I am too busy with other things

7%

It is not part of my culture or traditions

6%

It is too old-fashioned

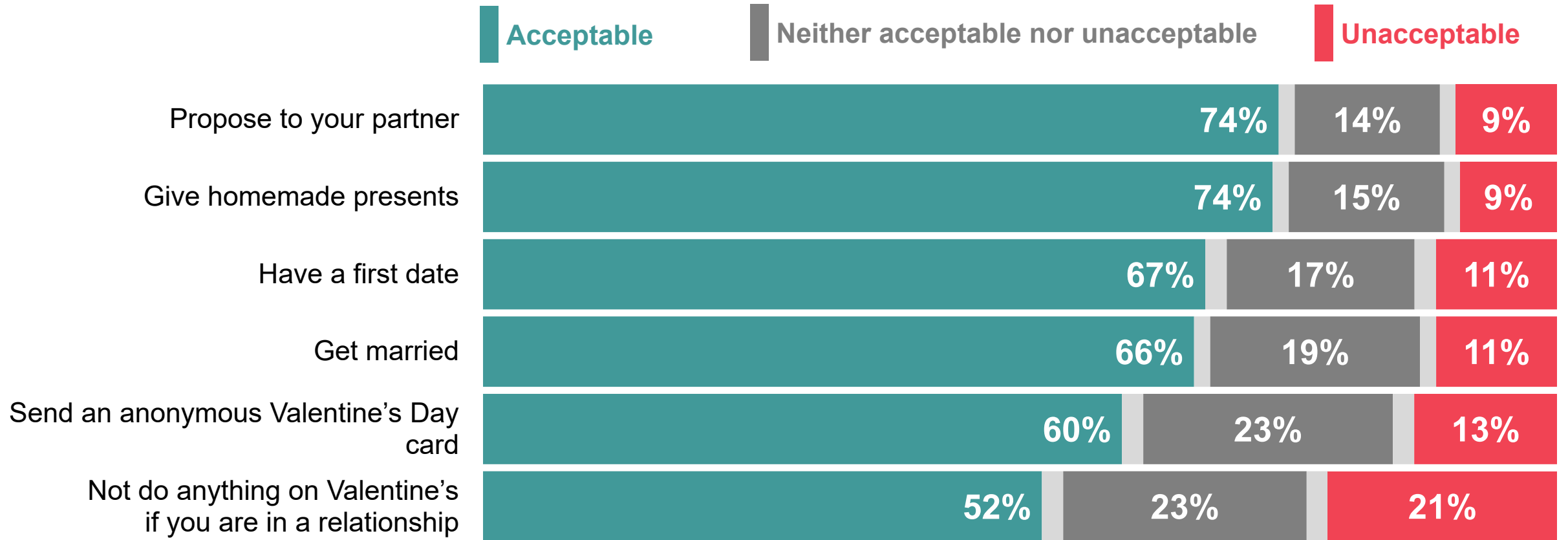
6%

I am not familiar with it

1%

Valentine's plans? Three in four say it is acceptable to propose, while two in three say you can have a first date or get married

How acceptable or unacceptable, if at all, is it to do the following on Valentine's Day?



Base: 1,000 Online British adults aged 18-75, 8th – 9th February 2023



Among those celebrating, the majority say they will spend the same amount as last year on Valentine's, while a fifth say more

Do you think you will spend more, less, or about the same on your Valentine's Day celebrations this year in comparison to last year?

I will spend the same amount as last year

55%

I will spend more this year than last year

21%

I will spend less this year than last year

15%

I spent nothing last year and will spend nothing this year

3%

I did not celebrate Valentine's Day last year

3%

Don't know

3%

Base: 436 Online British adults aged 18-75 who are likely to celebrate Valentine's this year, 8th – 9th February 2023



Ipsos

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