

YouGov/Women's Aid Survey Results

Sample Size: 2106
Fieldwork: 1st - 3rd February 2012

Gender	Gender		Age					Social Grade		Region							
Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland

To what extent do you agree or disagree with the following statement?

"If someone buys you a dozen roses, it shows that they really love you"

	Unweighted Base	2106	1000	1106	155	391	335	396	829	1229	877	464	306	180	271	500	136	199	50
	Base: All UK adults	2106	1013	1093	253	369	327	407	750	1158	948	503	337	196	261	468	103	179	59
Strongly agree		5%	5%	4%	7%	2%	4%	5%	5%	4%	5%	6%	3%	4%	4%	5%	3%	6%	-
Agree		18%	19%	17%	12%	17%	18%	23%	18%	18%	18%	19%	22%	20%	15%	16%	24%	13%	17%
Neither agree nor disagree		45%	45%	45%	26%	41%	44%	45%	54%	46%	43%	45%	47%	42%	42%	44%	42%	47%	56%
Disagree		18%	15%	20%	30%	20%	22%	16%	12%	18%	18%	15%	16%	20%	21%	22%	16%	16%	14%
Strongly disagree		11%	10%	11%	19%	16%	9%	8%	7%	11%	10%	12%	9%	9%	13%	9%	9%	14%	9%
Don't know		4%	6%	2%	7%	6%	3%	3%	3%	3%	5%	3%	3%	5%	6%	4%	7%	3%	4%

The question below is about Valentine's Day. If you are not currently in a relationship please imagine you were (i.e. answer hypothetically)...

Which, if any, of the following romantic gestures would mean a lot to you this Valentine's Day? (Please tick all that apply)

	Unweighted Base	2106	1000	1106	155	391	335	396	829	1229	877	464	306	180	271	500	136	199	50
	Base: All UK adults	2106	1013	1093	253	369	327	407	750	1158	948	503	337	196	261	468	103	179	59
A grand romantic gesture		19%	16%	22%	31%	24%	20%	17%	13%	18%	21%	22%	19%	16%	24%	18%	14%	11%	21%
A card		40%	38%	43%	43%	38%	39%	45%	38%	41%	40%	41%	41%	41%	37%	42%	41%	34%	41%
Roses/Flowers		22%	11%	32%	30%	22%	22%	22%	19%	23%	20%	23%	23%	23%	25%	20%	17%	20%	16%
Chocolates		12%	9%	15%	21%	16%	14%	11%	7%	12%	12%	12%	14%	14%	13%	11%	15%	9%	9%
Jewellery		13%	5%	20%	20%	16%	18%	11%	7%	13%	12%	12%	14%	12%	20%	12%	6%	10%	11%
A home-cooked meal		35%	31%	39%	44%	49%	44%	35%	22%	36%	35%	34%	37%	38%	39%	34%	33%	32%	30%
A meal at a restaurant		33%	35%	31%	39%	31%	30%	33%	34%	33%	33%	33%	29%	34%	36%	35%	33%	32%	34%
Helping out at home		12%	6%	18%	11%	17%	14%	10%	10%	12%	12%	13%	13%	13%	14%	11%	11%	6%	21%
Other		8%	9%	7%	15%	8%	9%	9%	4%	7%	9%	7%	7%	9%	8%	8%	9%	10%	4%
Don't know		4%	5%	3%	3%	5%	4%	4%	4%	4%	4%	4%	5%	6%	4%	2%	7%	5%	1%
Not applicable - There are no romantic gestures that would mean a lot to me this Valentine's Day		18%	20%	15%	16%	15%	14%	18%	21%	16%	19%	19%	19%	15%	15%	18%	15%	18%	16%