

# VALENTINE'S DAY AROUND THE WORLD

**A Global Advisor survey**

February 2022

For more information: <https://www.ipsos.com/en/valentines-day-around-world>

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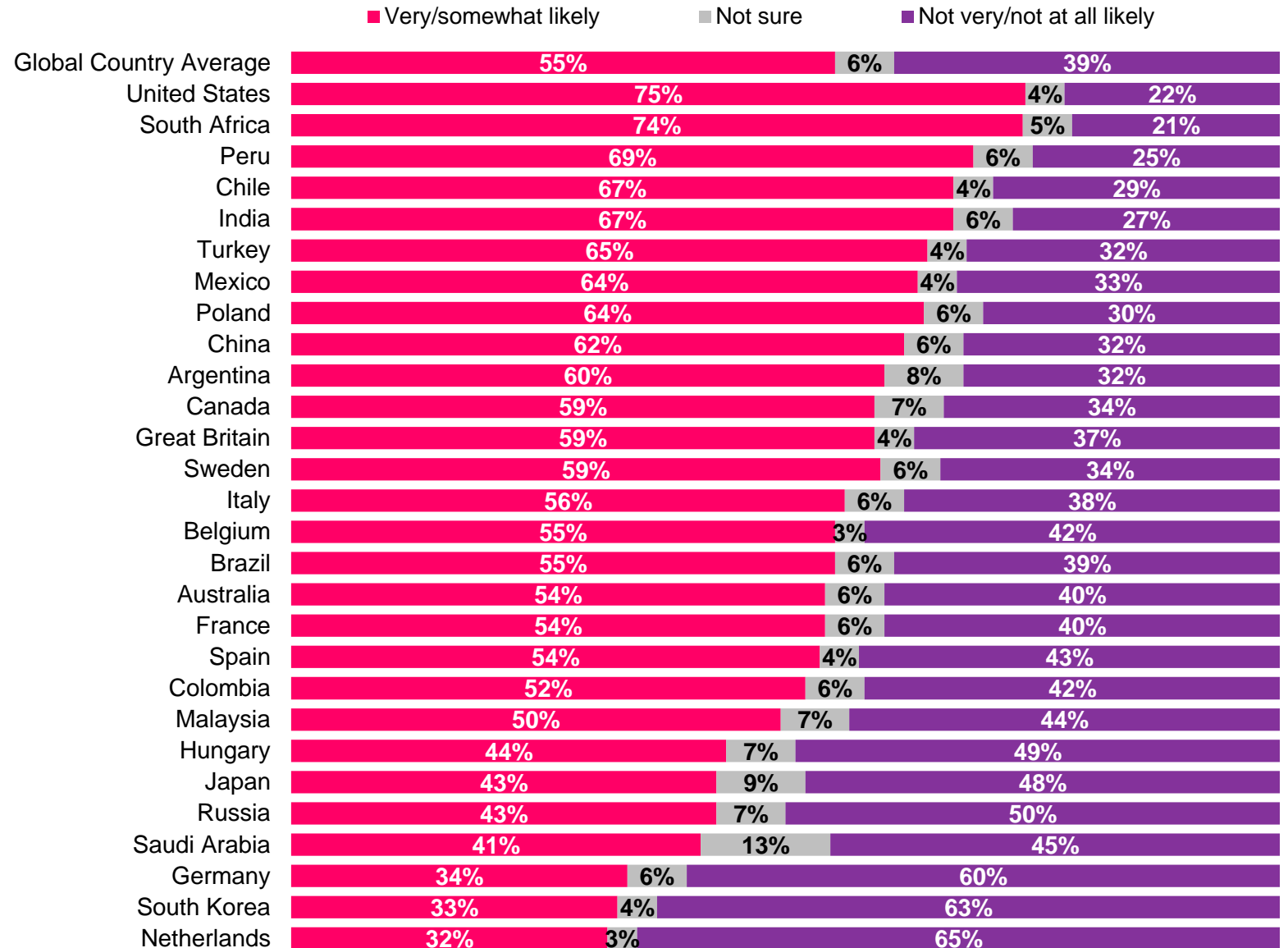
**GAME CHANGERS**



# HOW LIKELY ARE YOU TO CELEBRATE VALENTINE'S DAY, ON OR AROUND FEBRUARY 14, 2022?

## By country

(Base: Adults with a partner)

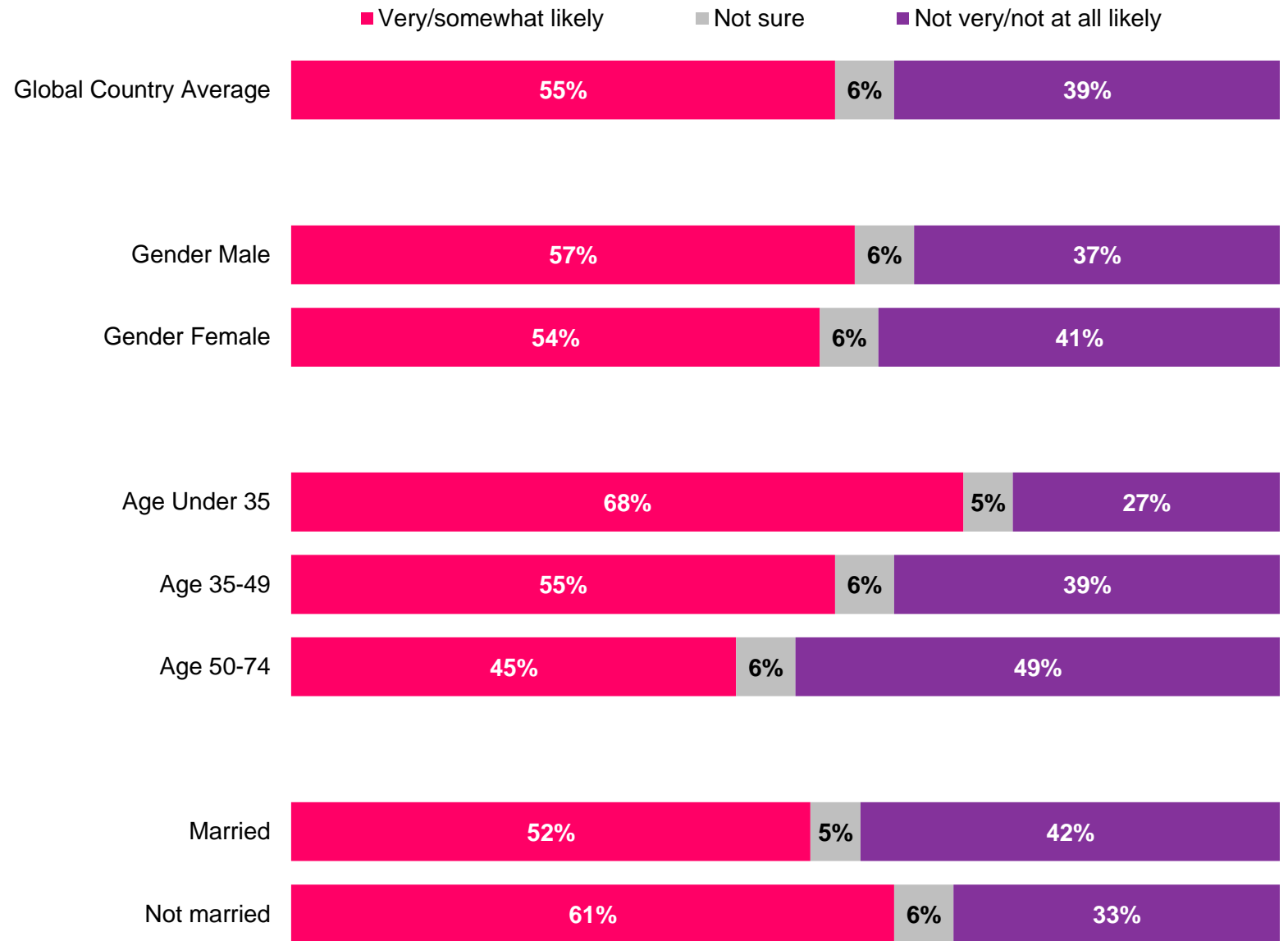


Base: 12,767 online adults under the age of 75 who are currently married, partnered, engaged or involved in a romantic relationship from 28 countries, Dec. 2021 – Jan. 2022  
 Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.  
 The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

# HOW LIKELY ARE YOU TO CELEBRATE VALENTINE'S DAY, ON OR AROUND FEBRUARY 14, 2022?

## By demographics

(Base: Adults with a partner)

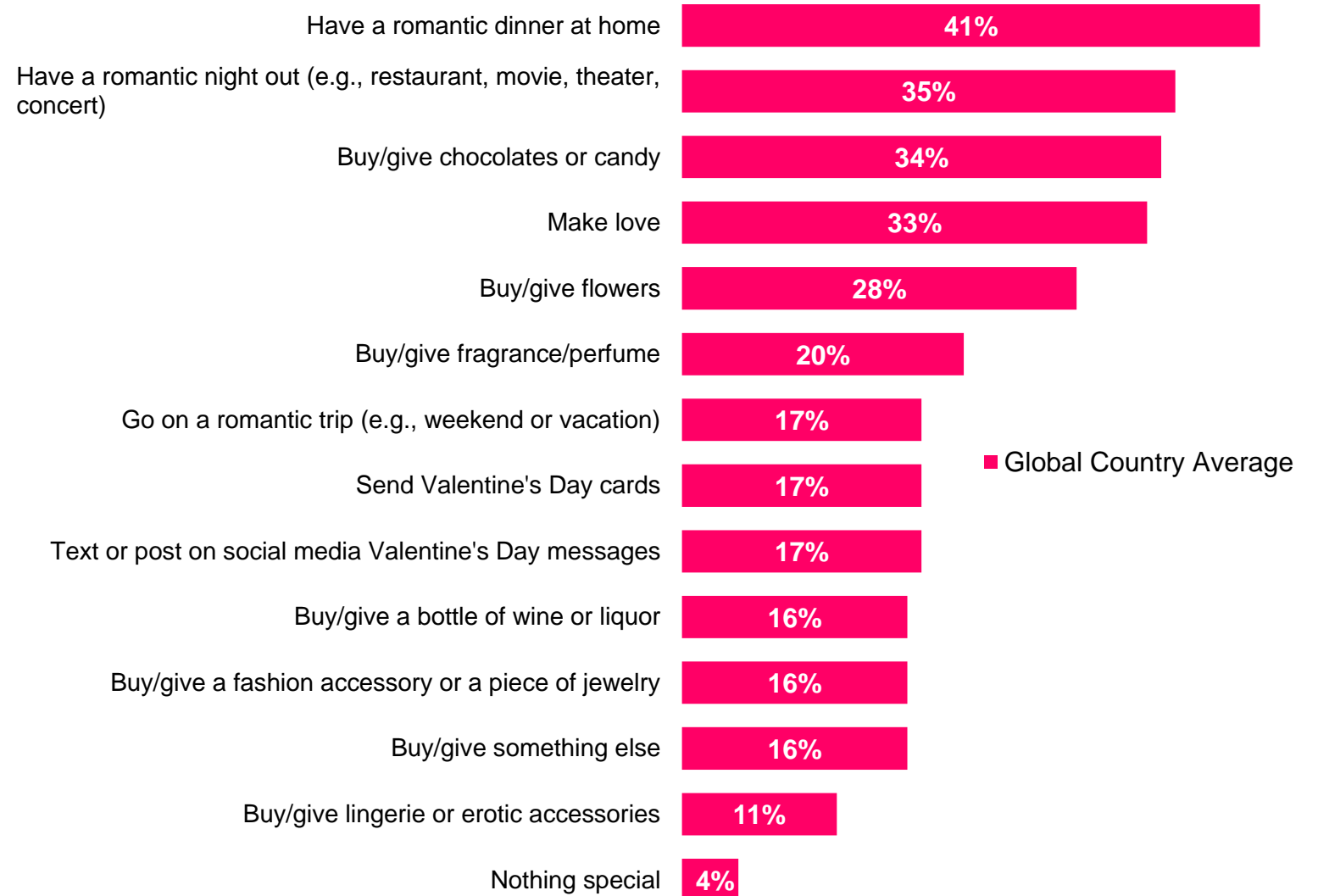


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# WHICH OF THE FOLLOWING DO YOU PLAN TO DO ON VALENTINE'S DAY?

## Global Country Average

(Base: Adults with a partner who are likely to celebrate Valentine's Day 2022)



Base: 7,112 online adults under the age of 75 who are currently married, partnered, engaged or involved in a romantic relationship and say they are likely to celebrate Valentine's Day, from 28 countries, Dec. 2021 – Jan. 2022  
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.  
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# WHICH OF THE FOLLOWING DO YOU PLAN TO DO ON VALENTINE'S DAY?

By country (Base: Adults with a partner who are likely to celebrate Valentine's Day 2022)

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
Have a romantic dinner at home	41%	46%	30%	43%	34%	54%	46%	45%	35%	40%	44%	46%	34%	41%	38%	16%	40%	45%	35%	44%	40%	55%	47%	42%	22%	34%	44%	40%	41%
Have a romantic night out (restaurant, movie, theater, concert, etc.)	35%	45%	33%	42%	39%	29%	40%	36%	47%	35%	38%	29%	25%	35%	37%	15%	42%	31%	35%	47%	28%	26%	36%	45%	23%	28%	22%	42%	39%
Buy/give chocolates or candy	34%	41%	24%	16%	31%	30%	34%	34%	41%	17%	18%	33%	39%	40%	20%	75%	31%	47%	28%	37%	34%	25%	25%	44%	61%	18%	37%	24%	38%
Make love	33%	46%	33%	30%	42%	36%	36%	18%	43%	40%	24%	27%	33%	35%	34%	11%	25%	45%	29%	37%	33%	37%	NA	54%	15%	32%	29%	22%	43%
Buy/give flowers	28%	23%	33%	25%	16%	24%	24%	34%	32%	27%	27%	31%	29%	46%	17%	7%	32%	33%	37%	29%	24%	21%	27%	32%	20%	22%	38%	37%	31%
Buy/give fragrance/perfume	20%	20%	15%	21%	27%	5%	25%	24%	24%	23%	15%	11%	14%	29%	13%	3%	25%	26%	12%	22%	22%	21%	32%	28%	15%	20%	12%	23%	9%
Go on a romantic trip (e.g., weekend or vacation)	17%	10%	15%	21%	22%	4%	19%	20%	25%	17%	13%	14%	7%	38%	17%	3%	31%	17%	8%	21%	8%	8%	21%	25%	19%	13%	11%	11%	15%
Send Valentine's Day cards	17%	7%	20%	12%	14%	21%	8%	11%	23%	4%	11%	43%	3%	34%	8%	8%	23%	15%	26%	14%	6%	22%	27%	27%	12%	8%	8%	11%	31%
Text or post on social media Valentine's Day messages	17%	26%	16%	13%	24%	15%	21%	15%	21%	8%	4%	12%	8%	28%	5%	7%	20%	36%	14%	24%	8%	11%	24%	30%	8%	8%	12%	17%	21%
Buy/give a bottle of wine or liquor	16%	11%	16%	12%	16%	18%	14%	13%	20%	12%	15%	19%	19%	18%	9%	10%	16%	23%	8%	21%	18%	18%	NA	33%	18%	8%	9%	17%	23%
Buy/give a fashion accessory or a piece of jewelry	16%	11%	11%	12%	14%	6%	15%	21%	23%	21%	9%	9%	5%	29%	12%	7%	23%	25%	10%	17%	17%	18%	23%	23%	12%	16%	14%	19%	10%
Buy/give something else	16%	23%	14%	15%	14%	20%	17%	17%	19%	15%	7%	10%	11%	14%	12%	5%	28%	26%	8%	17%	11%	19%	8%	19%	7%	17%	15%	22%	20%
Buy/give lingerie or erotic accessories	11%	11%	11%	7%	11%	7%	9%	11%	13%	12%	5%	9%	8%	18%	7%	4%	20%	11%	16%	10%	8%	9%	21%	24%	8%	6%	6%	7%	9%
Nothing special	4%	4%	5%	6%	6%	10%	4%	3%	2%	4%	6%	4%	10%	2%	4%	7%	3%	2%	5%	1%	10%	3%	2%	2%	1%	9%	1%	8%	4%

Base: 7,112 online adults under the age of 75 who are currently married, partnered, engaged or involved in a romantic relationship and say they are likely to celebrate Valentine's Day, from 28 countries, Dec. 2021 – Jan. 2022  
 Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.  
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# WHICH OF THE FOLLOWING DO YOU PLAN TO DO ON VALENTINE'S DAY?

By demographics (Base: Adults with a partner who are likely to celebrate Valentine's Day 2022)

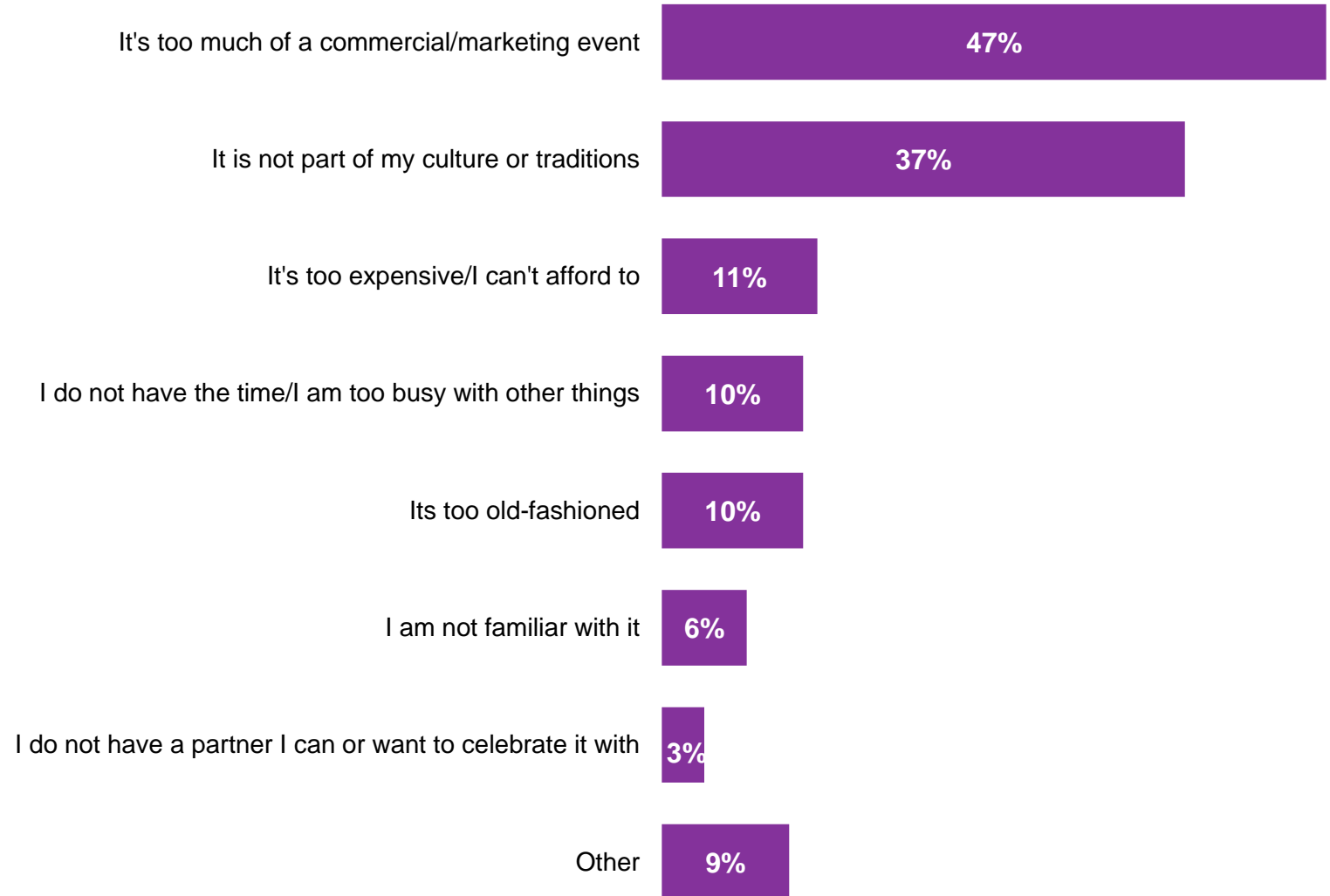
	Global Country Average	Male	Female	Age Under 35	Age 35-49	Age 50-74	Married	Not married
Have a romantic dinner at home	41%	37%	45%	41%	40%	40%	41%	40%
Have a romantic night out (restaurant, movie, theater, concert, etc.)	35%	35%	36%	41%	34%	29%	31%	42%
Buy/give chocolates or candy	34%	34%	33%	38%	31%	31%	33%	35%
Make love	33%	36%	30%	41%	32%	24%	27%	43%
Buy/give flowers	28%	42%	15%	27%	29%	30%	29%	27%
Buy/give fragrance/perfume	20%	22%	17%	21%	21%	16%	21%	18%
Go on a romantic trip (e.g., weekend or vacation)	17%	17%	17%	20%	16%	13%	16%	18%
Send Valentine's Day cards	17%	16%	17%	18%	16%	16%	18%	15%
Text or post on social media Valentine's Day messages	17%	15%	19%	23%	16%	11%	15%	20%
Buy/give a bottle of wine or liquor	16%	17%	16%	18%	15%	14%	16%	17%
Buy/give a fashion accessory or a piece of jewelry	16%	19%	13%	20%	15%	11%	16%	16%
Buy/give something else	16%	13%	20%	19%	16%	13%	13%	21%
Buy/give lingerie or erotic accessories	11%	13%	9%	16%	10%	6%	9%	13%
Nothing special	4%	4%	5%	6%	6%	10%	4%	6%

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# WHY ARE YOU NOT LIKELY TO CELEBRATE VALENTINE'S DAY?

## Global Country Average

(Base: Adults with a partner who are not likely to celebrate Valentine's Day 2022)



Base: 4,975 online adults under the age of 75 who are currently married, partnered, engaged or involved in a romantic relationship and say they are not likely to celebrate Valentine's Day, from 28 countries, Dec. 2021 – Jan. 2022  
Online samples in Brazil, Chile, mainland China, Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa, and Turkey tend to be more urban, educated, and/or affluent than the general population.  
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# WHY ARE YOU NOT LIKELY TO CELEBRATE VALENTINE'S DAY?

By country (Base: Adults with a partner who are not likely to celebrate Valentine's Day 2022)

	Global Country Average	Argentina	Australia	Belgium	Brazil	Canada	Chile	China	Colombia	France	Germany	Great Britain	Hungary	India	Italy	Japan	Malaysia	Mexico	Netherlands	Peru	Poland	Russia	Saudi Arabia	South Africa	South Korea	Spain	Sweden	Turkey	United States
It's too much of a commercial/marketing event	47%	56%	67%	75%	22%	58%	55%	26%	33%	66%	61%	69%	63%	27%	49%	22%	13%	47%	64%	39%	48%	25%	13%	54%	52%	58%	56%	38%	55%
It is not part of my culture or traditions	37%	52%	17%	14%	33%	12%	33%	50%	68%	25%	16%	13%	59%	51%	23%	35%	66%	27%	25%	24%	34%	71%	72%	19%	32%	41%	29%	50%	15%
It's too expensive/I can't afford to	11%	11%	16%	9%	14%	14%	11%	11%	9%	11%	7%	13%	4%	10%	10%	19%	12%	37%	7%	8%	8%	5%	3%	30%	12%	7%	3%	19%	16%
I do not have the time/I am too busy with other things	10%	4%	6%	6%	9%	9%	14%	15%	7%	5%	9%	7%	1%	20%	9%	10%	15%	18%	7%	11%	10%	8%	23%	12%	12%	4%	4%	11%	12%
Its too old-fashioned	10%	6%	8%	7%	8%	13%	8%	30%	4%	13%	11%	17%	1%	7%	10%	14%	16%	6%	9%	8%	8%	5%	2%	23%	13%	14%	14%	20%	8%
I am not familiar with it	6%	2%	2%	.	12%	3%	1%	10%	5%	1%	3%	1%	.	13%	15%	5%	6%	.	1%	.	2%	8%	6%	3%	23%	3%	3%	16%	0%
I do not have a partner I can or want to celebrate it with	3%	2%	3%	3%	5%	0%	4%	6%	1%	1%	5%	1%	7%	6%	2%	3%	7%	4%	2%	1%	10%	1%	.	2%	5%	1%	4%	2%	6%
Other	9%	7%	8%	9%	21%	17%	12%	8%	4%	8%	9%	10%	4%	6%	7%	15%	10%	9%	12%	17%	9%	6%	7%	11%	2%	4%	12%	5%	20%

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# WHY ARE YOU NOT LIKELY TO CELEBRATE VALENTINE'S DAY?

By demographics (Base: Adults with a partner who are not likely to celebrate Valentine's Day 2022)

	Global Country Average	Male	Female	Age Under 35	Age 35-49	Age 50-74	Married	Not married
Its too much of a commercial/marketing event	47%	45%	48%	41%	43%	53%	46%	49%
It is not part of my culture or traditions	37%	42%	33%	30%	40%	39%	39%	32%
Its too expensive/I can't afford to	11%	11%	12%	15%	11%	9%	11%	13%
I do not have the time/I am too busy with other things	10%	10%	9%	17%	10%	6%	9%	10%
Its too old-fashioned	10%	12%	9%	12%	11%	9%	11%	10%
I am not familiar with it	6%	7%	5%	6%	5%	6%	6%	4%
I do not have a partner I can or want to celebrate it with	3%	3%	3%	6%	2%	3%	2%	6%
Other	9%	8%	10%	8%	10%	9%	9%	10%

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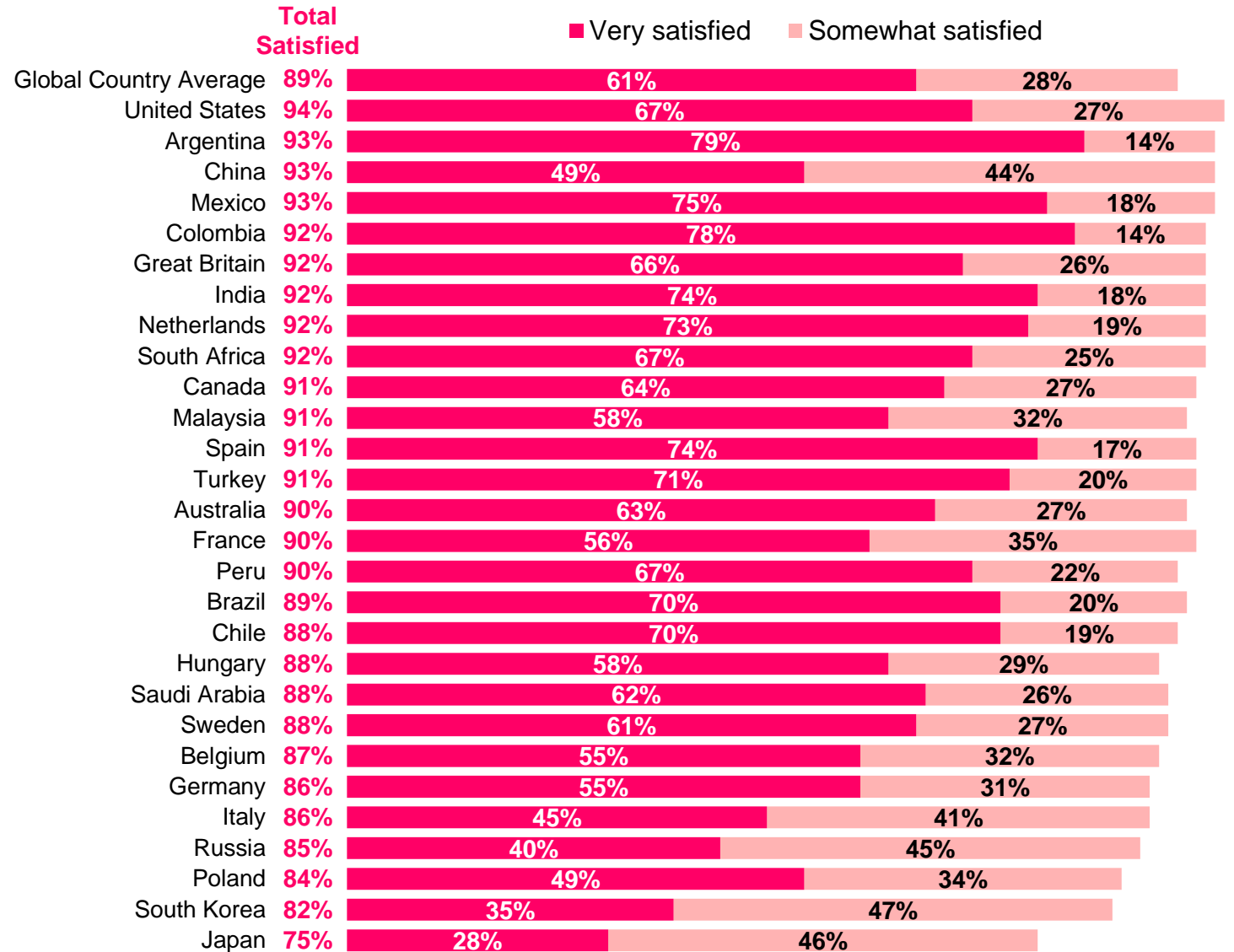
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# HOW SATISFIED ARE YOU WITH THE RELATIONSHIP YOU HAVE WITH YOUR SPOUSE, DOMESTIC PARTNER, FIANCÉ(E) OR SPECIAL FRIEND?

## By country

(Base: Adults with a partner)

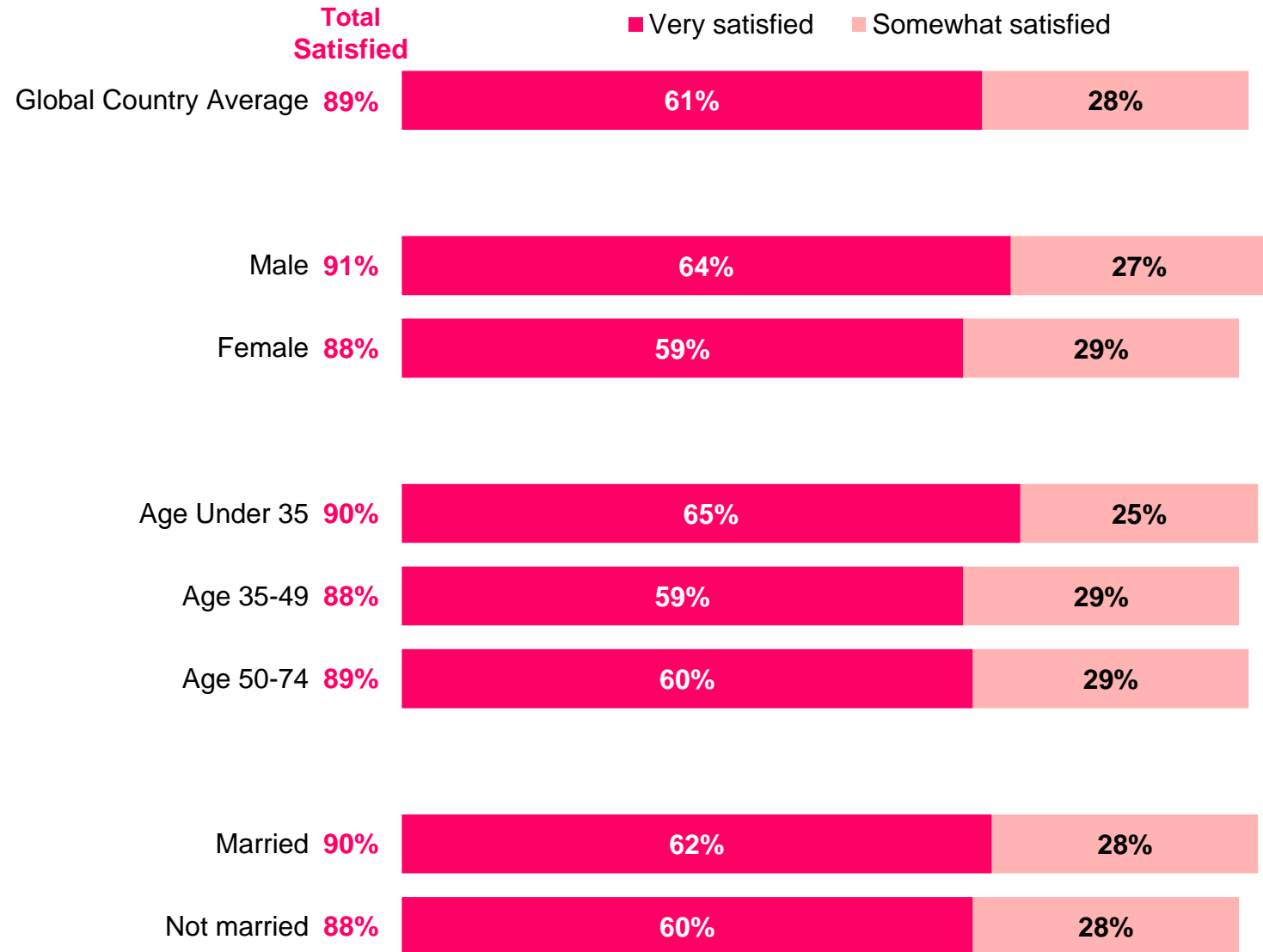


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# HOW SATISFIED ARE YOU WITH THE RELATIONSHIP YOU HAVE WITH YOUR SPOUSE, DOMESTIC PARTNER, FIANCÉ(E) OR SPECIAL FRIEND?

## By demographics

(Base: Adults with a partner)



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# METHODOLOGY

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. For the survey, Ipsos interviewed 19,987 adults who are aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other markets between December 23, 2021 and January 7, 2022.

The samples consist of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Depending on the question, the results presented in this report are based on:

- All 12,767 adults surveyed who are currently married, partnered, engaged or involved in a romantic relationship with bases ranging from 282 in Malaysia to 749 in China;
- The 7,112 among them who say they are likely to celebrate Valentine's Day; or
- The 4,975 who say they are not likely to do so.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.

# ABOUT IPSOS

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Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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# GAME CHANGERS

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In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder. Ultimately, success comes down to a simple truth:  
**You act better when you are sure.**

