

Valentine's Day Poll



Fieldwork: 10th to 17th January 2019
Sample: 1,030 UK eligible voters

	All	Gender		Age						Education		Geography						Ethnicity			
	All	Male	Female	18-24	25-34	35-44	45-54	55-64	65-74	75+	Grad	Non-grad	London	Rest of South	Mid-lands	North	Scotland	Wales	N Ireland	White	Non-white
Unweighted n	1,030	499	531	118	162	160	186	162	138	104	367	663	129	323	158	260	87	44	29	918	112
Weighted n	1,030	504	526	112	162	155	186	163	141	111	367	663	122	329	165	246	88	51	29	920	110

Q1 How positive or negative is your opinion of...
...Valentine's Day

Very positive	16	18	14	31	26	19	13	10	9	6	16	16	22	14	15	15	18	13	29	15	26
Somewhat positive	38	40	36	37	40	35	33	49	39	35	39	38	41	42	32	34	46	38	29	39	32
Somewhat negative	19	20	19	13	12	22	23	17	27	21	19	20	15	19	22	21	17	20	16	20	15
Very negative	15	12	18	4	13	13	20	15	16	19	16	14	7	13	20	17	14	17	16	15	13
Don't know	11	10	13	14	9	11	10	10	9	19	10	12	15	11	11	14	4	11	11	11	14
SUB: POSITIVE	54	58	50	68	66	54	46	59	48	41	55	54	63	56	47	49	64	51	58	54	58
SUB: NEGATIVE	34	32	37	17	25	35	43	32	43	40	35	34	22	32	42	38	31	37	32	35	28

Base: Eligible voters. Weighting: Normal

	All	Voting intention					Recalled 2017 vote					EU referendum			Tenure				Political attention		
	All	CON	LAB	LD	OTH	Don't know	CON	LAB	LD	OTH	Did not vote	Remain	Leave	Did not vote	Own outright	Mort-gage	Private rent	Social rent	Low	Mid	High
Unweighted n	1,030	299	320	60	115	128	309	285	54	81	266	400	442	167	395	250	183	184	242	383	405
Weighted n	1,030	306	314	59	116	128	318	278	52	83	262	398	447	165	396	251	181	184	235	382	413

Q1 How positive or negative is your opinion of...
...Valentine's Day

Strongly support	16	15	20	20	10	7	13	14	17	12	25	15	15	22	14	13	22	17	13	15	19
Tend to support	38	43	39	31	35	37	41	42	18	41	33	40	40	29	40	43	36	34	34	37	42
Tend to oppose	19	16	21	27	27	23	18	24	27	18	16	21	19	16	21	19	21	14	16	22	19
Strongly oppose	15	15	12	15	18	17	16	13	27	17	13	15	14	16	15	16	10	19	19	13	13
Don't know	11	11	8	8	9	15	12	8	12	14	14	8	11	17	11	9	11	17	18	12	7
SUB: POSITIVE	54	58	59	51	45	44	54	56	35	53	58	55	55	51	54	56	58	51	47	52	61
SUB: NEGATIVE	34	31	33	42	45	40	34	37	54	35	29	36	33	32	36	35	31	33	35	35	32

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Q2 Which do you think is more important in a partner – that they share your political views or that they share your sense of humour?

Political views	12	16	7	15	36	13	7	3	2	2	20	7	19	9	11	11	16	9	8	10	23
Sense of humour	83	78	87	78	59	78	89	91	96	89	76	86	79	85	85	81	79	86	77	84	71
Don't know	6	5	6	7	5	9	4	6	1	9	3	7	2	6	4	8	5	5	14	6	7

Base: Eligible voters. Weighting: Normal

	All	Voting intention					Recalled 2017 vote					EU referendum			Tenure				Political attention		
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Q2 Which do you think is more important in a partner – that they share your political views or that they share your sense of humour?

Political views	12	10	15	12	11	3	8	10	6	9	21	14	7	18	15	12	10	6	11	7	16
Sense of humour	83	87	81	85	85	91	89	86	92	85	68	82	90	70	81	82	84	88	78	88	81
Don't know	6	3	4	4	4	6	3	4	2	6	11	4	3	12	4	6	6	6	11	5	3

Base: Eligible voters. Weighting: Normal