

SURVEY QUESTIONS:

Talker Research team members are members of the Market Research Society (MRS) and the European Society for Opinion and Marketing Research (ESOMAR).

Talker Research is also part of the Transparency Initiative through the American Association for Public Opinion Research (AAPOR) – to view the complete methodology as part of this initiative, please visit the [Talker Research Process and Methodology page](#).

For more information on the survey or any additional questions, please contact: questions@talkerresearch.com

PROJECT NAME:

Evolving Valentine Economy

SAMPLE: 2,000 Americans evenly split by generation, evenly split by single respondents and respondents in a relationship

SPLITS: Age, gender, region, relationship status and length of relationship

Survey Questions:

Demographic Questions:

D1. What is your gender? [SINGLE SELECT, MAINTAIN ORDER]

Male

Female

Non-Binary

Other

Prefer not to say

KEEP NON-BINARY/OTHER/PNTS IN TOTAL, REMOVE FROM GENDER SPLIT

QSEX. HIDDEN GENDER RECODE

1. Male

2. Female

If D1=1, QSEX=Male

If D1=2, QSEX=Female

D2. What is your age?

[NUMERICAL OPEN-END; RANGE 0-99]

[TERMINATE IF UNDER 18]

D2a. Please select the year in which you were born.

[Dropdown list of years from 2007 to 1926]

[TERMINATE if age and birth year do not align +/- 1 year]

QAGE: HIDDEN AGE RECODE BY GENERATION

IF D2a=1997–2007, QAGE=Generation Z

IF D2a=1981–1996, QAGE=Millennials

IF D2a=1965–1980, QAGE=Generation X

IF D2a=1946–1964, QAGE=Baby Boomers

IF D2a=1926–1945, QAGE=Silent Generation **[TERMINATE]**

D3. Which state do you live in?

[DROP DOWN OF 50 U.S. STATES AND “I DO NOT LIVE IN A U.S. STATE”.

TERMINATE IF OUTSIDE THE U.S.]

QRGN5: HIDDEN REGION RECODE

- **Northeast**
- **Southeast**
- **Southwest**
- **Midwest**
- **West**

SQ1 Which of the following best describes your current relationship status? [select one]

- Single**
- Dating / In a casual relationship**
- In a serious relationship**
- Engaged**
- Married**
- Divorced / Separated / Widowed**

SQ2. [SHOW IF SQ1 = B OR C OR D OR E] Approximately how long have you been in your current relationship? [select one]

- Less than 6 months**
- 6 months to less than 1 year**

- c. 1–2 years
- d. 3–5 years
- e. 6–10 years
- f. More than 10 years

Survey Questions:

1. To what extent do you agree or disagree with the following statements? [Select one]

[GRID]

- 1. “When it comes to Valentine’s Day, it’s the thought that counts for purchasing presents.”
- 2. “You don’t need to break the bank for a good Valentine’s Day gift.”

[GRID BY]

- 1. Strongly agree
- 2. Somewhat agree
- 3. Neither agree nor disagree
- 4. Somewhat disagree
- 5. Strongly disagree

2. [SHOW IF SQ1 = B OR C OR D OR E] How important or unimportant is celebrating Valentine’s Day in your relationship? [Select one]

- 1. Very important
- 2. Somewhat important
- 3. Neither important nor unimportant
- 4. Somewhat unimportant
- 5. Very unimportant

3. In your opinion, how important or unimportant is showing your loved ones affection and appreciation on Valentine’s Day, even platonically or familiarly? [Select one]

- 1. Very important
- 2. Somewhat important
- 3. Neither important nor unimportant
- 4. Somewhat unimportant
- 5. Very unimportant

4. To what extent do you agree or disagree with the following statements? [Select one]

[GRID] RANDOMIZE

1. "Valentine's Day isn't just for people in relationships anymore."
2. "Valentine's Day is just as much of a time to celebrate loved ones with gifts as the winter holidays."
3. [SHOW IF SQ1 = B OR C OR D OR E] "I feel clueless about what to get my partner for Valentine's Day."

[GRID BY]

1. Strongly agree
2. Somewhat agree
3. Neither agree nor disagree
4. Somewhat disagree
5. Strongly disagree

5. Thinking about Valentine's Day, how much or little do you care about or enjoy the following... [Select one]

[GRID]

1. Getting gifts?
2. Giving gifts?

[GRID BY]

1. Very much
2. Somewhat
3. A little
4. Not at all

6. Including yourself, how many people do you expect to be shopping for this Valentine's Day? [select one]

1. 0
2. 1
3. 2-3
4. 4-5
5. 6-7
6. 8-9
7. 10-12
8. 13-15
9. 16+

7. **[HIDE Q6 = 0] How many gifts do you plan to purchase this upcoming Valentine's Day? [select one]**
1. 0
 2. 1
 3. 2-3
 4. 4-5
 5. 6-7
 6. 8-9
 7. 10-12
 8. 13-15
 9. 16+
8. **[HIDE IF Q6 = 0] Who do you plan on shopping for this upcoming Valentine's Day? [Select all that apply] [RANDOMIZE, ANCHOR LAST 2]**
1. Myself
 2. Partner [HIDE IF SQ1 = 1 OR 6]
 3. Child(ren)
 4. Sibling(s)
 5. Parent(s)
 6. Extended family (e.g., cousins, grandparents, etc.)
 7. Co-worker(s)
 8. Care contributors in my life (e.g., babysitters, teachers, etc.)
 9. Friend(s) of the same gender
 10. Friend(s) of the opposite gender
 11. Pet(s)
 12. Other (please specify)
 13. None of the above [EXCLUSIVE]
9. **[HIDE IF Q6 = 0] Who do you anticipate being the hardest person to shop for this upcoming Valentine's Day? [Select one] RANDOMIZE. ANCHOR LAST 1**
1. [SHOW OPTIONS SELECTED IN PREVIOUS QUESTION]
 2. None of the above [Exclusive]
10. **In your opinion, which of the following is more meaningful for Valentine's Day gifting? [Select one]**
1. Multiple small gestures
 2. One large gesture

3. Both equally
4. Not sure

11. In your opinion, can an inexpensive Valentine's Day gift (e.g., \$20) be just as meaningful as an expensive gift (e.g. \$200)? [Select one]

1. Yes
2. No
3. Not sure

12. Have you ever skipped Valentine's Day gifting altogether due to cost? [Select one]

1. Yes
2. No
3. Not sure

13. [SHOW IF SQ2 = C OR D OR E OR F] Generally, do you spend more or less on gifts for your partner for Valentine's Day now compared to earlier in the relationship? [Select one]

1. I spend more on gifts for my partner for Valentine's Day
2. I spend less on gifts for my partner for Valentine's Day
3. I spend just as much on gifts for my partner for Valentine's Day

14. [SHOW IF SQ1 = B OR C OR D OR E] What is the most you'd spend on a Valentine's Day gift for... [Select one]

[GRID]

1. Your partner?
2. Yourself?

[GRID BY]

1. [SLIDER SCALE 0 - 500] [increments of 1] [left label \$0 | right label \$500]

15. What are your favorite Valentine's Day gifts... [Select up to five]

[GRID]

1. To give?
2. To receive?

[GRID BY]

1. Cards
2. Flowers
3. Photos/photo-related items

4. Jewelry
5. Stuffed animals
6. Chocolate/candy
7. Gift cards
8. Experience gifts (e.g., massages, trips, etc.)
9. Dinner (at home or out)
10. Snacks
11. Home decor
12. Clothing
13. Perfume/cologne
14. Cosmetics/beauty items
15. Self-care or wellness/health products
16. Other (please specify)

16. In your opinion, do practical gifts or romantic gifts feel most thoughtful for Valentine's Day? [Select one]

1. Practical gifts feel most thoughtful for Valentine's Day
2. Romantic gifts feel most thoughtful for Valentine's Day
3. These gifts feel equally as thoughtful for Valentine's Day

17. In your opinion, how much is considered "overspending" for a Valentine's Day gift?

1. [SLIDER SCALE 10- 500] [increments of 1] [left label \$10 or less | \$500 or more]

18. Please rank the top five most meaningful Valentine's Day gifts. [RANK UP TO FIVE]

[RANDOMIZE]

1. Cards
2. Flowers
3. Photos/photo-related items
4. Jewelry
5. Stuffed animals
6. Chocolate/candy
7. Gift cards
8. Experience gifts (e.g., massages, trips, etc.)
9. Dinner (at home or out)
10. Snacks
11. Home decor
12. Clothing

13. Perfume/cologne
14. Cosmetics/beauty items
15. Self-care products
16. Practical items

19. When, if at all, did/will you begin thinking about this upcoming Valentine's Day (e.g., making plans, purchasing presents, etc.)? [Select one]

1. Before Thanksgiving
2. Between Thanksgiving and the winter holidays
3. In January
4. 1-2 weeks before Valentine's Day
5. 1-2 days before Valentine's Day
6. On Valentine's Day, itself
7. Not sure

20. When do you actually do your shopping for Valentine's Day gifts? [Select one]

1. On Valentine's Day
2. 1-3 days before
3. Within a week before
4. 2-4 weeks before
5. 1-2 months before
6. More than 2 months before
7. N/A: I don't usually shop for Valentine's Day gifts

21. How do discounts, coupons or deals influence how you purchase Valentine's Day gifts? [Select one]

1. I decide what I want to buy first, then look for a deal
2. I browse deals first and let them guide what I buy
3. Deals help me upgrade or add more without spending more
4. Deals don't really factor into how I shop for Valentine's Day
5. Not sure

22. Have you ever... [Select one]

[GRID]

1. Felt disappointed realizing *after* a gift purchase that you could have saved money or earned rewards if you were enrolled in a store's loyalty program?

2. Purchased Valentine's Day items for someone you otherwise wouldn't have by using rewards, discounts, or store perks?

[GRID BY]

1. Yes
2. No
3. Not sure

23. Thinking about the current economic climate, are you more or less likely to purchase Valentine's Day gifts with reward points, discounts, deals, etc. than previously? [Select one]

1. I am more likely to use rewards, discounts, or deals
2. I am less likely to use rewards, discounts or deals
3. I am just as likely as I was before to use rewards, discounts, or deals

24. How likely or unlikely are you to... [Select one]

[GRID]

1. Forget about Valentine's Day shopping until close to the day?
2. Need a last-minute gift for someone for Valentine's Day?

[GRID BY]

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely

25. Thinking about where you shop for Valentine's Day gifts, how many stores do you usually need to visit to complete your shopping (e.g., chocolates, cards, etc.)?

[Select one]

1. 1
2. 2
3. 3
4. 4
5. 5+

26. How likely or unlikely are you to use each of the following when purchasing Valentine's Day gifts? [Select one]

[GRID] RANDOMIZE

1. Pharmacy (i.e. CVS, Walgreens)
2. Big box retailer (i.e. Target, Wal-Mart)
3. Grocery store (Albertsons, Kroger's, Safeway, Hy-Vee, Wegmans, etc.)
4. Amazon

[GRID BY]

1. Very likely
2. Somewhat likely
3. Neither likely nor unlikely
4. Somewhat unlikely
5. Very unlikely

27. Given the current economic climate, are you more likely to sign up for rewards programs now than you were a year ago? [Select one]

1. Yes
2. No
3. Not sure

Occasionally, the media may contact us wanting to interview respondents in the survey for further information to boost the article with qualitative data. These experiential quotes are used to add something unique to their reporting and boost the authority of the story which can then aid SEO performance.

To facilitate this, we sometimes ask respondents if they're open to being contacted by the media for further interview. This consent must be gained prior to running the survey. This enables us to share certain respondents with the media in adherence with our data protection protocols. Please note, a respondents' answer to this question does not impact their eligibility for the survey in any way.

28. We're looking to hear from people about relationships and Valentine's Day. If you consent, you may be contacted for a short interview by phone or email from a journalist for further comment. There is no financial incentive for taking part, but your name and responses may be cited in a national publication.

I'm interested in participating

I'm not interested in participating

29. [SHOW IF "I'm interested in participating" in PREVIOUS QUESTION] Please enter your details below.

Name:

Email: