More Think it is Important to Give Than to Receive on Valentine?s Day

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According to new survey results, 61 percent of U.S. adults who are currently in a relationship agree that it is very important to them that they buy a gift or plan a special activity for their current partner on Valentineâ€™s Day, while only 31 percent agree that it is very important for them to receive a gift or have a special activity planned for them.

More Think it is Important to Give Than to Receive on Valentineâ€™s Day, According to New Survey
Exchanging cards and going out for a romantic dinner top the list of activities being planned

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These are the results of a nationwide online survey of 2,985 adults conducted between January 12 and 17, 2006 by Harris InteractiveÂ® in conjunction with eHarmony, the online relationship service.

When it comes to plans for this Valentineâ€™s Day, 37 percent of adults currently in a relationship plan to celebrate by exchanging cards, one-third (33%) plan to go out for a romantic dinner, and just over one-quarter (28%) plan to exchange gifts. Men and women plan to celebrate in different ways. Women are slightly more likely than men to plan to cook a romantic dinner (19% vs. 13%), while men are more likely to plan to go out for a romantic dinner (38% vs. 29%). There are also significant generational differences in how adults plan to celebrate Valentineâ€™s Day. Baby Boomers (those aged 40 to 58) are more likely to plan to exchange cards (43%), while Gen Xers (those aged 28 to 39) are more likely to plan to either exchange gifts (37%) or cook a romantic dinner (25%). The youngest generation, the Echo Boomers (those aged 18 to 27), are most likely to plan to exchange gifts (48%) and go out for a romantic dinner (47%), while Matures (those aged 65 and over) are most likely to have no special plans (48%).

As the poll suggests, Valentineâ€™s Day is a day in which couples are willing to spend money. About one in five (22%) adults currently in a relationship say they will spend $76 or more on their gift or special activity this year. Fewer, four percent, say they will spend $51 to $75, while another 22 percent plan to spend between $36 and $50. Roughly the same numbers plan to spend between $21 and $35 (16%) or nothing at all (15%) this year for Valentineâ€™s gifts or activities. The younger generations are more likely to say they will spend the big bucks this Valentineâ€™s Day, as 30 percent of Gen Xers and 27 percent of Echo Boomers say they will spend over $76, compared to 20 percent of Baby Boomers and 12 percent of Matures.

In addition to looking at how couples plan to celebrate Valentineâ€™s Day, the poll also examined relationships overall. Almost two-thirds (63%) of those currently involved in a relationship have been with their current partner for 10 years or more. Incidence of this is highest in the Midwest (70%) and lowest in the South (56%).

Other key findings on relationships include:

Those currently in a relationship are most likely to say they met their current partner at work (18%), through friends (14%) or at school (14%). Not surprisingly, Echo Boomers are much more likely to have met their current partner in school (34%).
Half (50%) of those currently in a relationship say they are completely satisfied with their relationship, while 30 percent say they are mostly satisfied. While similar percentages of men and women say they are completely satisfied (51% vs. 49%), women are more likely than men to say they are mostly satisfied (34% vs. 26%) with their relationship.
People seem to be in their relationships for the long haul. More than four in five (83%) adults who are currently in a relationship say they would never break up with their current partner, and 81 percent would describe their current partner as their soul mate.