

SPRING IS IN *the air*


**Celebrating Love +
St Patrick's Day Shenanigans**




**Young adults
and/or households
with children under
18 years old are
most likely to
celebrate holidays.**

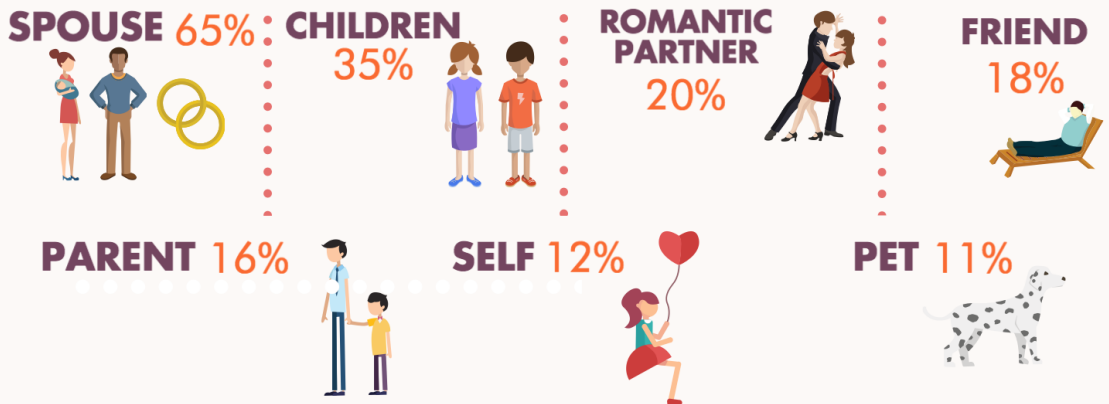
Will you be my valentine?



 **73%** say they don't need a special "romantic" someone to celebrate Valentine's Day.

 **55%** Going out to eat is the most popular way to celebrate.

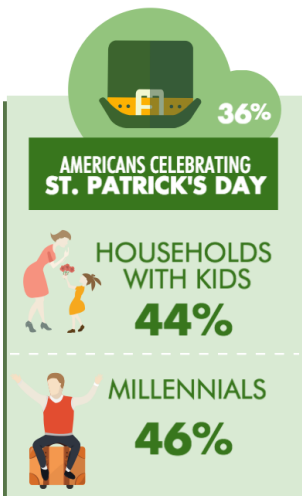
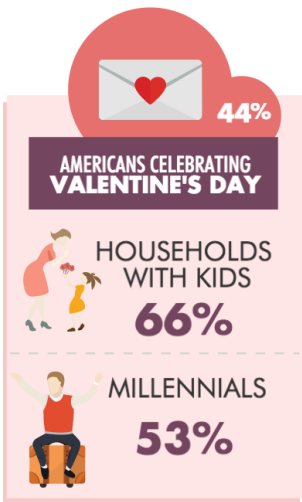
WHO ARE THEY CELEBRATING WITH?



DO YOU HAVE TO BE IRISH TO CELEBRATE ST. PATRICK'S DAY? *not at all!*

84% do not think you need some type of association with being Irish to celebrate St. Patrick's Day.

PLAN TO CELEBRATE BY:



Want more information about Americans celebrating Valentine's and St. Patrick's Day? Contact us at NAOmni@ipsos-NA.com for more detailed data or go to <http://www.ipsos-na.com/products-tools/omnibus/> for more information about other omnibus tools.

Data for this infographic were generated by an Ipsos eNation online omnibus survey of 1,005 Americans conducted February 16-17, 2016