

## Valentine's Day Global Advisor Survey

Ipsos reference: Global Advisor Survey  
 Release Date: 10<sup>th</sup> February 2022

This disclosure statement complies with the Australian Polling Council Code of Conduct.\*

| Short Methodology Disclosure Statement |   |   |
|--|---|---|
| F1a.                                   | Research company conducting the research        | Ipsos   |
| F1b.                                   | Client commissioning the research               | This study did not have any external sponsors or partners. It was initiated and run by Ipsos, because we are curious about the world we live in and how citizens around the globe think and feel about their world. |
| F1c.                                   | Name of end client                              | This study did not have any external sponsors or partners.  |
| F1d.                                   | Fieldwork dates                                 | December 23rd 2021 – January 7th 2022   |
| F1e.                                   | Data collection methodology and (F1f.) split    | Online  |
| F1g.                                   | Target population                               | Australian adults aged 16-73 years  |
| F1h.                                   | Sample size                                     | n= 1000   |
| F1i.                                   | Compliant with Australian Polling Council Code. | Yes   |
| F1j.                                   | URL for Long Methodology Disclosure Statement   | <a href="https://www.ipsos.com/en-au/disclosure_statements">https://www.ipsos.com/en-au/disclosure_statements</a>   |
| F1k.                                   | Voting intention published                      | No  |

| Long Methodology Disclosure Statement     |  |  |
|---|--|--|
| F2a.                                      | Effective sample size after weighting                                    | Effective sample size = n=918  |
| F2b.                                      | Error margin associated with the effective sample size for the research. | Credibility Interval is +/-3.5 For information on the Ipsos use of credibility intervals, visit :<br><a href="https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf">https://www.ipsos.com/sites/default/files/ct/publication/documents/2021-03/credibility_intervals_for_online_polling_-_2021.pdf</a> |
| F2c.                                      | Variables used for weighting, population data source                     | For Australia: gender, age, and location. The source of population data weighted to is the 2016 Australian Census  |
| F2d.                                      | Weighting methodology used   | rim weighting  |
| F2e.                                      | Full question text   | See below  |
| F2f.                                      | **Prior questions which may have materially influenced results           | Not Applicable   |
| F2g.                                      | **Proportion of completed phone interviews by type                       | Not applicable   |
| F2h.                                      | **Source of online sample used.  | Respondents selected from existing panels of people agreeing to take part in surveys   |
| <b>**If voting intention is published</b> |  |  |
| G2b.                                      | Ability to provide 'undecided' response                                  | Not applicable   |
| G2c.                                      | Do voting intention figures exclude 'undecided'                          | Not applicable   |
| G2e.                                      | Method of calculating 2PP  | Not applicable   |

\*Relevant clauses of the Code of Conduct are noted for each item

\*\*This item may not be applicable

The Australian Polling Council Code of Conduct can be found [here](#).

WA1. Are you currently married, partnered, engaged, or involved in a romantic relationship with anyone?

Yes

No **[SKIP TO NEXT TOPIC]**

Prefer not to answer **[SKIP TO NEXT TOPIC]**

**ASK ALL WHO ANSWERED YES AT WA1:**

WA2. How likely are you to celebrate Valentine's Day, on or around February 14, 2022?

**[FLIP FOR 50%]**

Very likely

Somewhat likely

Not very likely

Not at all likely

Not sure

**ASK ONLY IF VERY/SOMEWHAT LIKELY AT WA2:**

WA3. Which of the following do you plan to do on Valentine's Day? (Select all that apply)

**[RANDOMIZE]**

Text or post on social media Valentine's Day messages

Send Valentine's Day cards

Have a romantic night out (restaurant, movie, theater, concert, etc.)

Have a romantic dinner at home

Buy/give chocolates or candy

Buy/give a bottle of wine or liquor **[DO NOT SHOW IN SAUDI ARABIA]**

Buy/give flowers

Buy/give a fashion accessory or a piece of jewelry

Buy/give fragrance/perfume

Buy/give lingerie or erotic accessories

Go on a romantic trip (e.g., weekend, vacation)

Make love **[DO NOT SHOW IN SAUDI ARABIA]**

**[ANCHOR]** Buy/give something else

**[ANCHOR, EXCLUSIVE]** Nothing special

**ASK ONLY IF NOT VERY OR NOT AT ALL LIKELY AT WA2:**

WA4. Why are you not likely to celebrate Valentine's Day? (Select all that apply)

**[RANDOMIZE]**

I do not have a partner I can or want to celebrate it with

It's too much of a commercial/marketing event

I do not have the time/I am too busy with other things

It's too expensive/I can't afford to

It is not part of my culture or traditions

It's too old-fashioned

I am not familiar with it

**[ANCHOR]** Other



**ASK ALL WHO ANSWERED YES AT WA1:**

WA5. How satisfied are you with the relationship you have with your spouse/domestic partner/fiancé(e)/special friend?

**[FLIP ITEMS 1-4 FOR 50%]**

Very satisfied

Somewhat satisfied

Not very satisfied

Not at all satisfied

**[ANCHOR]** Prefer not to answer

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