





## Oh So Romantic

### Top Level Report

#### Which of these statements most closely reflects your situation?

n = 3072

I'm not with anyone special at the moment and am not planning anything for Valentine's Day next week		681 22.17%
I'm not with anyone special at the moment but am planning to change this on Valentine's Day (!)		85 2.77%
I am with someone special but am not planning anything for Valentine's Day		1464 47.66%
I am with someone special and will celebrate Valentine's Day		842 27.41%







#### Have you celebrated Valentine's Day in the past?

n = 2142

No, I've never got into it		1074 50.14%
Yes, I used to celebrate it		1068 49.86%

#### How much do you think you'll spend celebrating Valentine's Day next week? (Include dinners, outings, gifts etc)

n = 919

\$10 or less		61 6.64%
Between \$10 and \$25		158 17.19%
Between \$25 and \$50		227 24.70%
Between \$50 and \$100		284 30.90%
Between \$100 and \$200		135 14.69%
Over \$200		54 5.88%

#### Which of the following will you give your special person?

n = 919

Flowers		273 29.71%
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A card		540 58.76%
Chocolates		242 26.33%
A meal out		456 49.62%
Champagne		88 9.58%
Jewelry		82 8.92%
Other (Please Specify)		311 33.84%

**And who is this special someone? n = 919**

My spouse or partner (that I live with)		662 72.03%
My boyfriend or girlfriend (who I don't live with)		162 17.63%
Someone I don't go out with but who I have my eye on		68 7.40%
Other (Please Specify)		27 2.94%

*(This is a question the Sunday Star Times specifically ask us to include!)*

**Will you make love on Valentine's Day? n = 919**

Yes, definitely		345 37.54%
Probably, if I'm lucky		262 28.51%
No, probably not		106 11.53%
Mind your own business!		206 22.42%

**And, how long have you been with your 'special other'? n = 917**

Not with them yet, but here's hoping...		64 6.98%
Less than 3 months		33 3.60%
3 months to 1 year		90 9.81%
1 to 5 years		234 25.52%
5 to 10 years		177 19.30%
10 to 20 years		180 19.63%
Over 20 years		139 15.16%

Just a couple of questions about you...








Your gender?

n = 2985

Male		999 33.47%
Female		1986 66.53%



Your age group...

n = 2984

Under 20		164 5.50%
20 to 29		679 22.75%
30 to 39		750 25.13%
40 to 49		622 20.84%
50 to 59		472 15.82%
60 to 69		223 7.47%
70 or over		74 2.48%




And, which area do you live in?

n = 2969

Auckland or north of Auckland		1106 37.25%
In the North Island but south of Auckland		1206 40.62%
In the South Island		657 22.13%

And what type of place do you live in?

n = 2974

In one of the largest NZ cities (i.e. Auckland, Hamilton, Wellington, Christchurch or Dunedin)		1755 59.01%
In another NZ city (over 50,000 inhabitants)		394 13.25%
In a major urban center (Over 30,000 and under 50,000 inhabitants)		199 6.69%

**In a smaller urban center (Over 2000 and under 30,000 inhabitants)**



373 12.54%

**In a rural area (fewer than 2,000 people in the area)**



253 8.51%