

# REPORT TO THE DAILY BEAST

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RESULTS OF VALENTINE'S DAY POLL



## METHODOLOGY

Penn, Schoen & Berland Associates (PSB) conducted 1000 internet interviews from January 30 – February 2, 2009. Overall, the margin of error is +/- 3.1%. The sample included 900 interviews with the US general population aged 18. and over and an additional 100 interviews with gay men and women aged 18 and over.

## GENERAL PERCEPTIONS OF THE RECESSION

How much do you feel the current economic downturn has affected you?	All
More than most Americans	25
Less than most	25
About the same	49
Don't know	2

How long do you think the bad economic times are going to last?	All
Just a few months	2
6 months to a year	18
A year or two	46
<b>Two years or less</b>	<b>66</b>
3 years or more	24
Don't know	10

In general, even though the economy is bad, are you optimistic or pessimistic about your future?	All
Optimistic	62
Pessimistic	21
Don't know	17

As a result of the current economy, are you currently <u>engaging</u> in the following activities more often, less often or about the same?	All
<i>Showing More often / Less often</i>	
Cooking, rather than eating out	61/8
Watching TV / movies at home	51/7
Reading books / magazines	30/16
Enjoying leisure time	23/30
Working	21/29
Working out / exercising / playing sports	15/24
Watching movies in theaters	7/54
Watching or attending sports events	6/39
Shopping (e.g. retail, not grocery)	6/61
Dating	5/31
Traveling	5/61

\*Percents choosing "About the same" and "Don't know" not shown

Given the current state of the economy, do you <u>discuss</u> the following topics more or less frequently with friends and family?	All
<i>Showing More frequently / Less frequently</i>	
Finances / money	58/9
Politics / current events	54/12
Household responsibilities (e.g. rent, bills, chores)	46/9
Children	24/15
Religion	16/17
Marriage	14/20
Sex	11/20

\*Percent choosing "About the same" and "Don't know" not shown

Valentine's Day is coming up. Given the economic downturn, which of the following gifts are you most likely to buy?	All
Dinner for two	21
A card	19
What gifts? I'm saving my money this year.	12
Expensive flowers	4
Cheap candy (like conversation hearts)	3
Lingerie	3
Cheap flowers (like carnations)	2
Expensive candy	2
Pizza Hut's new heart-shaped pizza	2
Other	12
Don't know	19

**PERCEPTIONS OF RELATIONSHIPS**

<b>AMONG THOSE IN RELATIONSHIPS: In general do you think your relationship is going in the right direction or wrong direction?</b>	<b>All</b>
Right direction	75
Wrong direction	16
Don't know	9

<b>Given the current economic crisis, some believe there is more courtship and romance, while others believe the downturn is hurting love lives. Which is closer to your view?</b>	<b>All</b>
Romance is still out there, I think that our economic problems focus us on what's important – strong relationships and partners.	62
The economic downturn makes me less interested in romance. Who has time for love when you can't pay your bills?	25
Don't know	14

<b>Thinking specifically about marriage, which of the following statements is closer to your view?</b>	<b>All</b>
Marriage is the eventual purpose of a relationship, providing stability and security.	69
The institution of marriage is a dated and risky endeavor. Especially in these economic times, marriage is too costly.	19
Don't know	12

<b>Which of the following is most important to you to have or to find in a partner?</b>	<b>All</b>
Compatible interests	24
Same family values	21
Personality	20
Financial stability	9
Intelligence	9
Same religion	6
Physical attractiveness	4
Same heritage/race	2
Other	3
Don't know	4

Which of the following is closer to your view?	All
Finances don't matter. I am seeking true love, regardless of financial stability.	48
I am looking for someone who can provide me with financial stability; if my partner became unemployed for more than six months, it would likely cause problems in my relationship.	26
Don't know	27

AMONG SINGLES: In which of the following places are you currently looking to meet a potential partner? Please select all that apply. [MP]	All
At a random public location (e.g. bookstore, coffee shop, on the street)	28
Through a friend or relative	21
At a bar, club, or lounge	16
On the Internet, through a dating website	15
On the Internet, through a social networking site (e.g. Facebook, MySpace)	12
School	11
Work	10
On the Internet, not through a dating or social networking website	10
Other	6
Not looking for a partner	46
Don't know	4

## EFFECTS OF ECONOMY ON RELATIONSHIPS AND LIFE PLANS

Thinking about the effects of the economy, what impact are recent economic conditions having on the following relationships in your life? <i>Showing Positive Impact / Negative Impact</i>	All
Spouse / Significant other	27/26
Family members	24/22
Friends	19/21
Work	14/34
People I date	9/8

*\*Percents choosing "No Impact" and "Don't know" not shown*

AMONG THOSE IN RELATIONSHIPS: Which is closer to your view?	All
The recent financial issues have had no impact on my relationship.	47
Given recent financial issues, my relationship is suffering.	25
In light of recent financial issues, my relationship is stronger and more secure.	21
Don't know	7

AMONG THOSE IN RELATIONSHIPS: As a result of the current economy, do you argue about any of the following topics more often with your partner or spouse? Please select all that apply. [MP]	All
Finances/money	42
Household responsibilities (e.g. rent, bills, chores)	28
Work/careers	24
Sex	17
Children	15
Entertainment (e.g. movies and TV)	14
Politics / current events	11
Religion	3
Other	1
None of the above / Don't argue more	41
Don't know	1

Thinking about how the financial crisis impacts your life plans, how likely are you to do the following? <i>Showing More Likely / Less Likely</i>	All
Spend less on dates	<b>39/16</b>
Put off having a child	<b>29/18</b>
Argue with your partner	<b>28/22</b>
Put off marriage	21/19
Move in with a partner	15/ <b>26</b>
Put off divorce	13/19
Get married	11/ <b>31</b>
Go on dates	11/ <b>35</b>
Get divorced	7/ <b>35</b>
Have a child	5/ <b>42</b>

*\*Percents choosing "About equally likely" and "Don't know" not shown*

Thinking specifically about children, which of the following statements is closer to your view?	All
Having a child is one of the greatest gifts anyone could have and is well worth the financial commitment, even in these economic times.	30
In this economy, having a baby right now would be too tough, putting a strain on a relationship and financial situation. It is better to wait until the economy gets better to seriously consider having a baby.	25
I have no interest in having children regardless of the costs/benefits.	36
Don't know	10

Which is closer to your view?	All
I am having sex this year, but also using more birth control because I want to avoid having children.	20
I am having sex this year, but my birth control habits haven't changed.	41
Don't know	39

Do you think people making more money have...? <i>Showing Yes / No</i>	All
More mistresses	40/30
More sex	33/39
More boyfriends	32/36
Better marriages	24/55

*\*Percents choosing "Don't know" not shown*

## SEX IN A RECESSION

On average, how many times a <u>month</u> do you have sex?	All
None	27
1-2 times	18
3-5 times	19
<b>1-5 times</b>	<b>37</b>
6-9 times	11
10 times or more	16
<b>6 or more</b>	<b>27</b>
Don't know	9

Some people say that sex helps you take your mind off problems, while some people say problems make them too distracted to have sex. Which is closest to your view?	All
Sex helps me take my mind off of my problems.	46
Problems make me too distracted for sex.	27
Don't know	27

Since the financial crisis, do you find yourself more or less interested in having sex?	All
More interested	33
Less interested	30
Don't know	37

And as compared to 2008, do you think that you will have sex more often, less often or about the same this year?	All
More often	13
Less often	21
About the same	55
Don't know	11

AMONG SINGLES: Given the financial crisis, which of the following is closer to your view?	All
I am more cautious regarding who I date.	41
I am more open regarding who I date.	14
Don't know	44

Given the financial crisis, which of the following is closer to your view?	All
I am more safe/ cautious regarding who I have sex with.	47
I am more open regarding who I have sex with.	14
Don't know	39

Do you look at sexual material more or less often since the economic downturn?	All
More often	12
Less often	20
About the same	48
Don't know	20

## SEX AND POLITICS/MEDIA

Do you think sexual orientation is related to political views?	All
Yes	31
No	53
Don't know	16

Who do you think is the most attractive President of the United States?	All
Barack Obama	27
Bill Clinton	20
Ronald Reagan	14
George W. Bush	4
George H.W. Bush	1
Jimmy Carter	1
Other	9
Don't know	23

Do you think Barack and Michelle Obama have a true romance?	All
Yes	65
No	9
Don't know	26

Do you think having sex for money is immoral?	All
Yes	60
No	31
Don't know	9