



CBS NEWS SUNDAY MORNING PULSE POLL
 For release: Sunday, February 9, 2014
 10:00 am (EST)

The Best Valentine's Day Gift

January 15-19, 2014

Flowers make the best Valentine's Day gift according to the latest CBS News Sunday Morning Pulse Poll. 52% of Americans choose flowers, far ahead of perfume (18%), candy (16%), and lingerie (8%).

Flowers are the top choice among both men and women, though men (57%) choose flowers more often than women (48%). Women are more inclined than men to prefer perfume (23%) or candy (17%).

The Best Valentine's Day Gift

	Total	Men	Women
Flowers	52%	57%	48%
Perfume	18	13	23
Candy	16	14	17
Lingerie/underwear	8	11	6

Flowers is the top choice among all age groups, but while perfume is the second choice among those under 55, candy is the second choice among older Americans. Lingerie or underwear is the third choice among Americans under 35 – picked by 15% - though enthusiasm for lingerie as a Valentine's Day gift diminishes with age.

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	Total	18-34	35-44	45-54	55-64	65+
Flowers	52%	48%	55%	55%	46%	59%
Perfume	18	22	20	17	17	14
Candy	16	10	14	14	22	19
Lingerie/underwear	8	15	8	6	7	2

This poll was conducted by telephone from January 15-19, 2014 among 1,008 adults nationwide. Data collection was conducted on behalf of CBS News by Social Science Research Solutions of Media, PA. Phone numbers were dialed from samples of both standard land-line and cell phones. The error due to sampling for results based on the entire sample could be plus or minus three percentage points. The error for subgroups may be higher. Interviews were conducted in English and Spanish. This poll release conforms to the Standards of Disclosure of the National Council on Public Polls.

**CBS News Sunday Morning Pulse Poll
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SU-11. Which one of the following do you think makes the best Valentine's Day gift?

	TOTAL RESPONDENTS		
	Total	Male	Female
Flowers	52%	57%	48%
Perfume	18	13	23
Candy	16	14	17
Lingerie or underwear	8	11	6
None of these	5	4	5
Don't know/No Answer	1	1	1

Total respondents: 1,008