

PROTECT THE ONES  
YOU LOVE ON

# Valentine's Day!



With Valentine's Day approaching, perhaps you're thinking of flowers, chocolate, dinner for two... or even a diamond ring! We asked people right across Ireland how they celebrate their love on Valentine's Day.



It'll surprise you what people in Ireland think are the best ways to say "I love you". The sensible and more sincere ways are more attractive when it comes to showing real love – rather than the more romantic gestures or even the more fashionable presents.

## Best ways TO SHOW LOVE FOR EACH OTHER

For the majority of couples (93%), say spending time together and being honest are **most** important ways to show love. Below are the other answers couples gave us:



85%

Always telling the truth



3 in 4

Eat healthier and exercise more



## Sensibility WITH FINANCES COMES FIRST

We find it more attractive that our partners' take care of the important financial things first - before spending money on the more romantic gestures like weekends away.



Here are what couples say would be important gestures of love to them:

7 in 10

say it's setting up a savings account



2 in 3

starting a life insurance plan

59%

Being whisked away for a weekend trip



1 in 5

Buying the latest TV and technology



## Insure your love WITH LIFE INSURANCE

We asked couples what reaction they'd get if they bought Life Insurance as a gift for Valentine's Day for their partner:



3 in 4

say their spouse/partner would be happy with this

1 in 2

would want a real gift too



ONLY

1 in 5

would be upset as they think it's thoughtless

Protect the ones you love with Life Insurance today.



Irish Life

Source of research, Coyne Research (December 2017) based on a nationally representative sample. Irish Life Assurance plc is regulated by the Central Bank of Ireland.