



PENN  
SCHOEN  
BERLAND

Ford Valentine's Day– Flash Poll  
Headline Findings  
PSB London, 6 February 2017

WINNING KNOWLEDGE™

# Methodology

**The aim of this research is to generate PR-able findings to support Ford's service-oriented campaign around Valentine's Day. PSB conducted 1,253 online interviews with hospitality workers**



Across five European countries	
UK	250
France	250
Germany	252
Spain	250
Italy	251

With different customer-facing jobs	
Waiter/ waitress	387
Restaurant front-of-house	239
Bartender / bar-back	219
Receptionist / Front-of-house	367
Concierge	41

And with different relationship statuses	
Single	430
New Relationship (<2 years)	297
Established Relationship	526

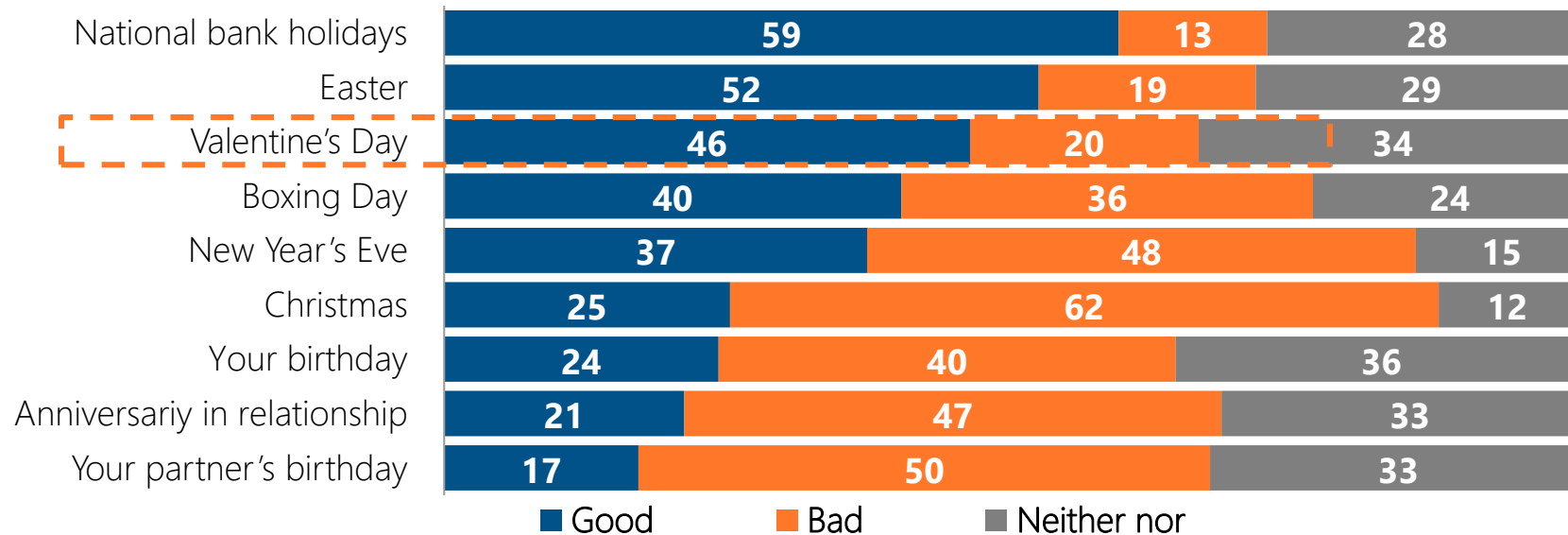
# Headlines

1. Hospitality workers think Valentine's Day is one of the best holidays to work on
2. Hospitality workers say customers on Valentine's Day are friendlier and more generous and the atmosphere more pleasant than normal
3. Hospitality workers like working on Christmas and New Year's Eve for the money but on Valentine's Day because of nicer customers
4. Many hospitality workers go the extra mile to make the day a special one for their customers
5. Not being able to celebrate with loved ones is the biggest drawback about working on Valentine's Day
6. Working on Valentine's Day has a smaller negative impact on personal lives than other holidays
7. The atmosphere of Valentine's Day spills over to many hospitality workers
8. One third of hospitality workers have tried get out of working on Valentine's Day

1. Hospitality workers think Valentine's Day is one of the best holidays to work on

# Valentine's Day is one of the most preferred holidays to work on among hospitality workers

Thinking about working in the hospitality sector on each of the following holidays, to what extent would you say that \_\_\_\_ is a "good" holiday to work or a "bad" holiday to work?



*"Valentine's Day is the best day to work in a hotel, because there are lots of couples sharing love and I like to entertain them." – UK, Male receptionist, Single*

Hospitality workers in new relationships are less likely to say Valentine's Day is a 'good' holiday to work on

To what extent would you say that VALENTINE'S DAY is a "good" holiday to work or a "bad" holiday to work?	All	Market					Gender		Relationship Status		
		UK	DE	FR	ES	IT	M	F	Single	New	Establ.
Valentine's Day is a 'very/somewhat' good holiday to work on	46	46	50	52	32	51	46	46	50	40	45

2. Hospitality workers say customers on Valentine's Day are friendlier and more generous and the atmosphere more pleasant than normal



3. Hospitality workers like working on Christmas and New Year's Eve for the money but on Valentine's Day because of nicer customers



# Hospitality workers like working on Christmas and New Year's Eve for the money but on Valentine's Day because of nicer customers

## TOP 3 benefits about working on\_\_\_\_

	Valentine's Day	Christmas	New Year's Eve
1.	<b>Nicer customers</b> 35%	<b>Better wage from employer</b> 47%	<b>Better wage from employer</b> 47%
2.	Not an important holiday to me 33%	More generous customers 41%	More generous customers 41%
3.	More generous customers 31%	Nicer customers in general 39%	Festivity and better atmosphere 40%

"The main advantage is that you see couples in love and celebrating it and it's a pleasure to meet these people." – Spanish, Male waiter, Established relationship

"It's nice I can be there to serve couples in love; it's a nice atmosphere." – French, Male receptionist, Established relationship

"Tips are higher, and customers need less attention because they want to spend time in each other's company." – Italian, Female receptionist, New relationship

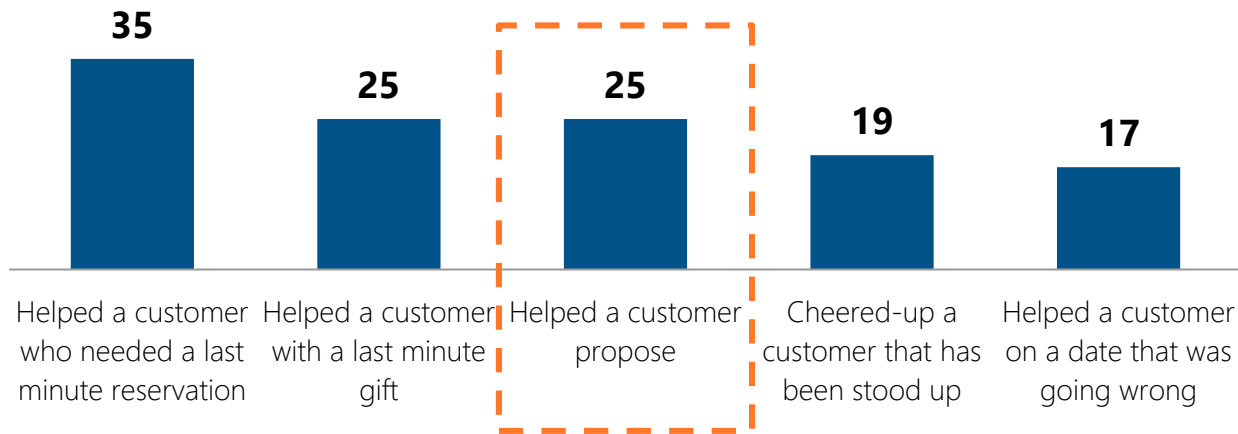
Thinking about working in the hospitality sector on VALENTINE'S DAY what would you say are the biggest benefits? (showing TOP 3)	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
Nicer customers	35	32	50	37	32	25	36	34	31	35	38
Not an important holiday to me	33	34	28	41	33	31	29	38	39	33	29
More generous customers	31	25	43	36	25	25	32	30	27	30	34

Q. Thinking about working in the hospitality sector on \_\_\_\_\_, what would you say are the biggest benefits? (showing TOP 3)

4. Many hospitality workers go the extra mile to make the day a special one for their customers

# Two-thirds of hospitality workers have gone the extra mile to help their customers on a Valentine's Day date – one in four have even helped with a proposal

Thinking about working on Valentine's Day, have you ever done any of the following?



*"Customer seem very happy on Valentine's Day and to it's nice to help make this day special by giving them good hospitality."* – German, Male waiter, Single

*"It's a nice feeling making that extra mile for couples to make that day their special one and watching their smile."* – UK, Female waiter, Established relationship

*"It is the most special day for the couples that are in our hotel and I would like to help them in all possible ways."* – UK, Male waiter, Single

*"I like to welcome and serve nice couples who come to our establishment on Valentine's Day so that they have a memorable stay."* – French, Female receptionist, Established relationship

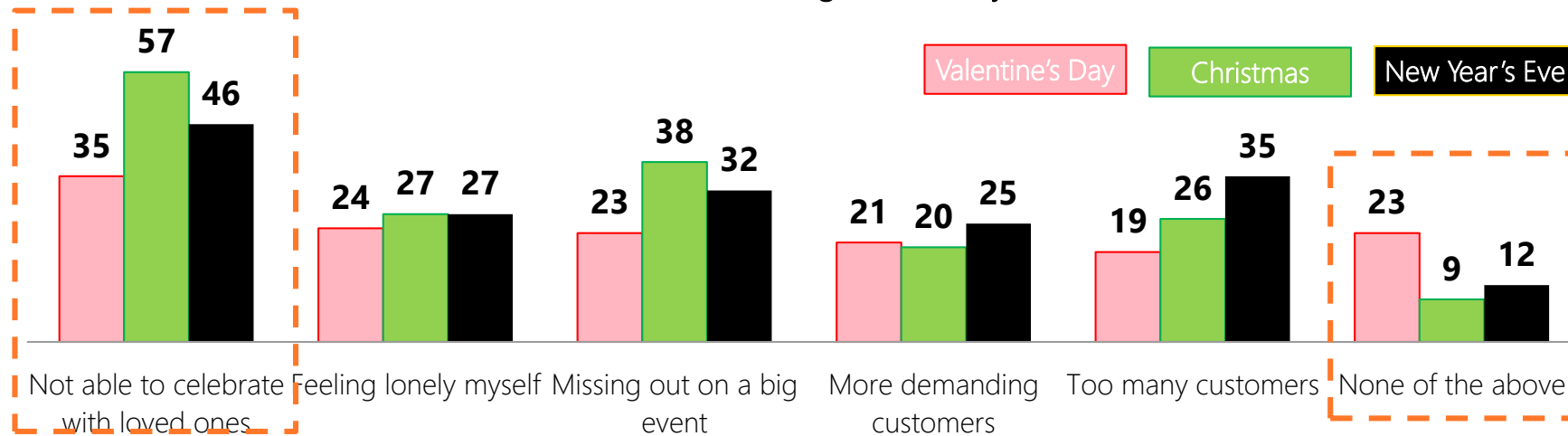
Thinking about working on Valentine's Day, have you ever done any of the following?	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
Helped a customer who needed a last minute reservation	35	38	38	23	38	37	38	31	33	35	36
Helped a customer with a last minute gift	25	23	30	26	20	27	29	21	22	30	26
Helped a customer propose	25	19	40	15	23	27	26	24	23	25	27
Cheered-up a customer that has been stood up	19	20	23	19	20	10	22	15	21	19	17
Helped a customer on a date that was going wrong	17	21	20	12	16	17	19	15	15	22	16

5. Not being able to celebrate with loved ones is the biggest drawback about working on Valentine's Day



# The main reason for hospitality workers not to be working on Valentine's Day is not being able to celebrate with loved ones but the impact is bigger with other holidays

Thinking about working in the hospitality sector on \_\_\_\_, what would you say are the biggest drawbacks or barriers to working on that day?



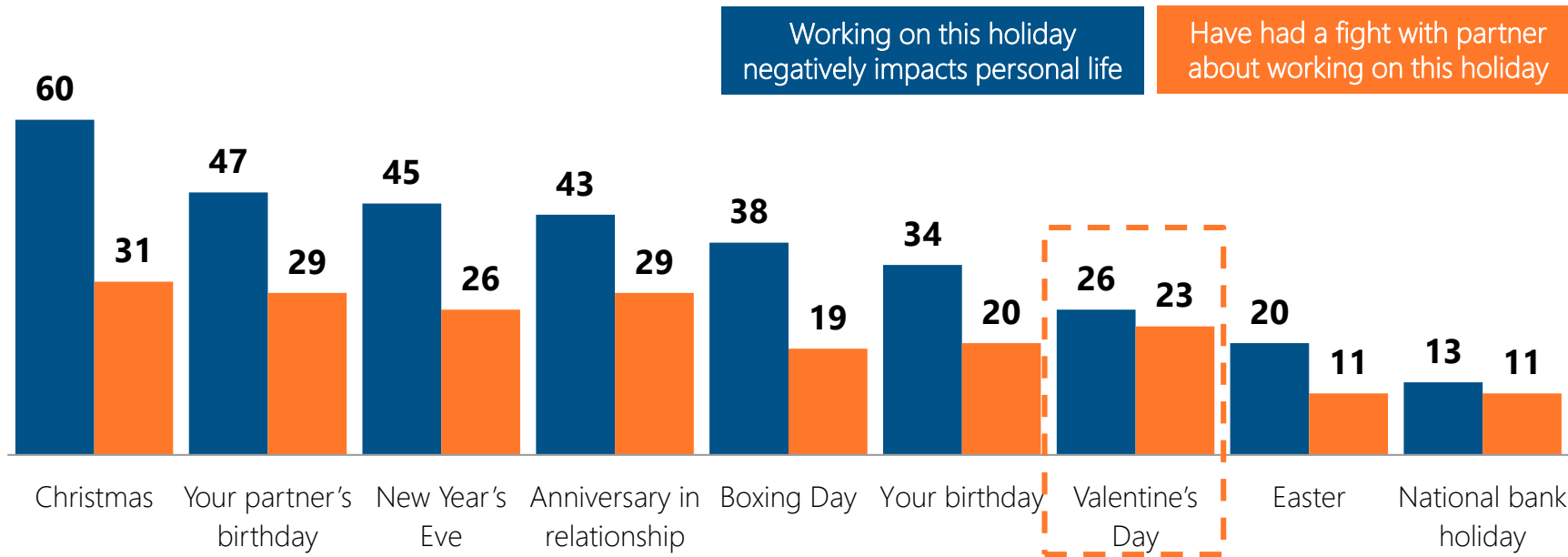
Those in a relationship are more likely to say **not celebrating with loved ones** is the biggest drawback about working on Valentine's Day

One in four hospitality workers say there are **no drawbacks** about working on Valentine's Day

Thinking about working in the hospitality sector on ____, what are the biggest drawbacks to working on that day?	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
Not able to celebrate with loved ones	35	30	38	36	38	32	36	33	29	39	37
Feeling lonely myself	24	25	24	26	24	22	25	23	29	26	20
Missing out on a big event	23	25	25	12	26	26	26	19	24	27	19
More demanding customers	21	26	24	18	12	24	23	19	21	25	18
Too many customers	19	22	21	14	22	15	20	17	16	20	20

6. Working on Valentine's Day has a smaller negative impact on personal lives than other holidays

# Working on Valentine's Day has a smaller negative impact on personal lives than other holidays



Male hospitality workers are more likely than females to be negatively impacted by working on Valentine's Day  
are more likely than

Working on Valentine's Day has a bigger negative impact on people in a **new relationship** than those in established relationships

Negative impact on personal life / Fight with partner	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
% saying working on <u>Valentine's Day</u> negatively impacted their personal life	26	27	28	19	25	33	30	21	22	33	25
% saying they have had a fight with their partner about working on <u>Valentine's Day</u>	23	21	29	16	28	23	27	19	22	29	21

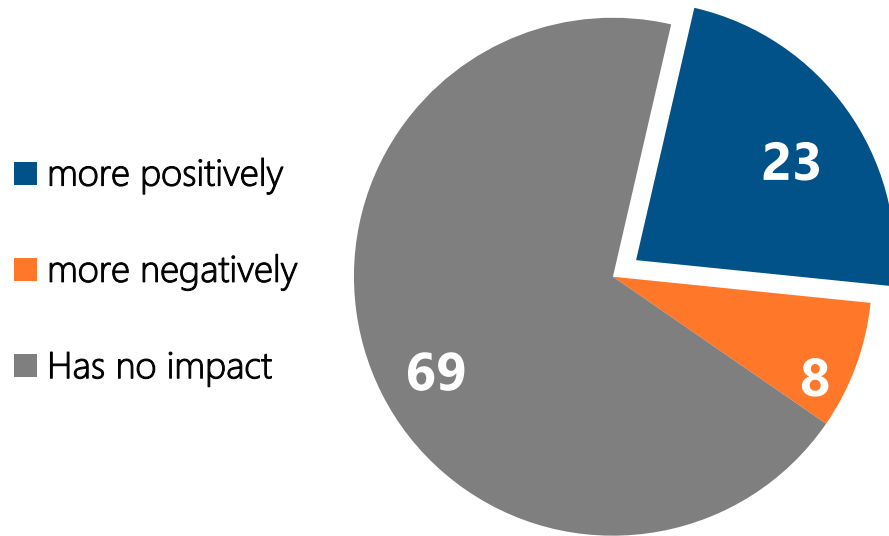
Q. Thinking about working in the hospitality sector on each of the following holidays, to what extent does working on each holiday negatively impact your personal life? Q. Have you ever had a fight with your partner or spouse about working on each of the following holidays?



7. The atmosphere of Valentine's Day spills over to many hospitality workers

# Working on Valentine's Day makes one in four hospitality workers reflect positively on their relationship

Thinking about working on Valentine's Day, does this make you reflect on your own relationship...? (Among those in a relationship)



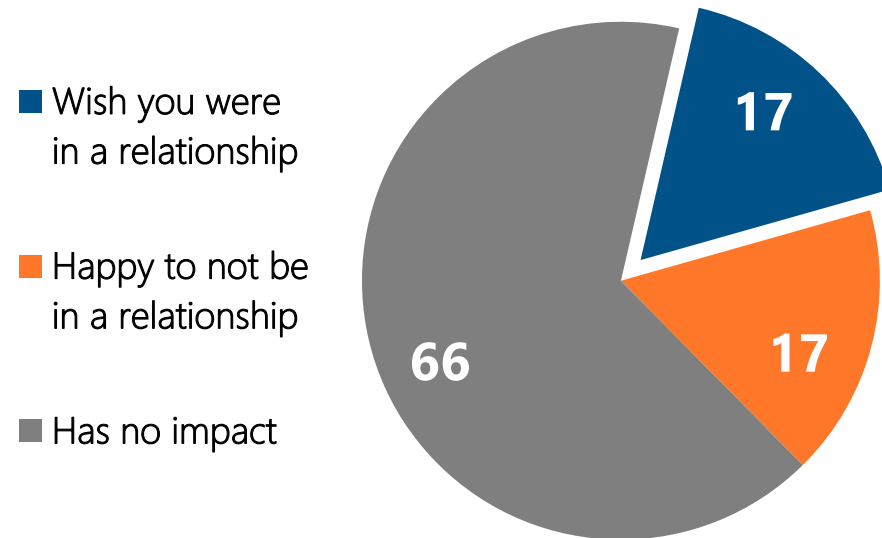
"Working on Valentine's Day gives me nice memories of a romantic date I've had with my own partner."  
 – Italian, Male concierge, Established relationship

Working on Valentine's Day makes **more men than women** reflect positively on their relationship

Thinking about working on Valentine's Day, does this make you....	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
....reflect <u>positively</u> on relationship	23	21	26	25	14	26	26	19	-	24	22
....reflect <u>negatively</u> on relationship	8	9	10	4	7	11	10	6	-	8	8

# Nearly one in five single hospitality workers say working on Valentine's Day makes them wish to be in a relationship

Thinking about working on Valentine's Day, does this make you reflect on your own relationship...? (Among singles)



"I find it embarrassing that I'm working on Valentine's Day and not spending time on a date."  
– UK, Single, Female restaurant reception

"Having to serve all the couples reminds you what you're missing in life."  
– UK, Female waiter, single

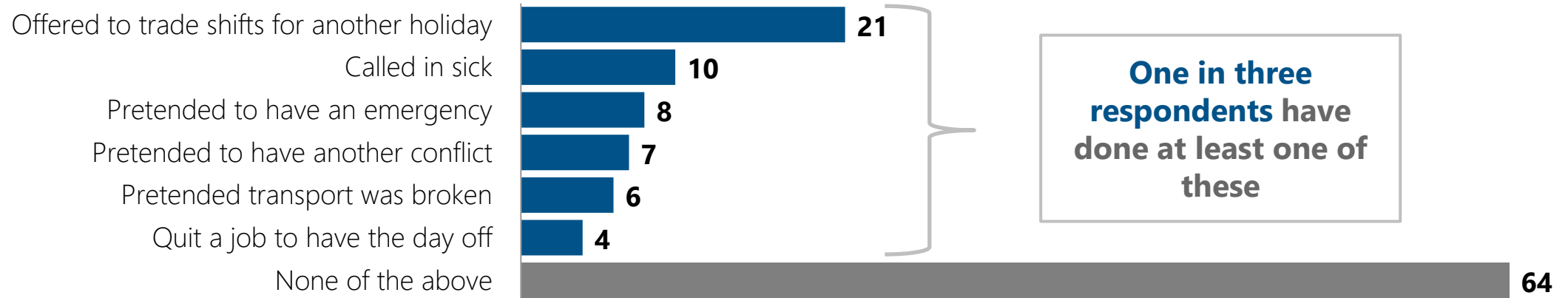
In the UK and Germany, working on Valentine's Day makes one in four single hospitality workers wish to be in a relationship

Thinking about working on Valentine's Day, does this make you....	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
...wish to <u>be in a relationship</u>	17	25	11	26	10	15	18	17	17	-	-
...happy to <u>be single</u>	17	14	25	19	10	18	16	19	17	-	-

8. One third of hospitality workers have tried get out of working on Valentine's Day

# One third of hospitality workers have tried get out of working on Valentine's Day, mostly by trading shifts with another holiday

Which of the following have you ever done to avoid working on Valentine's Day?

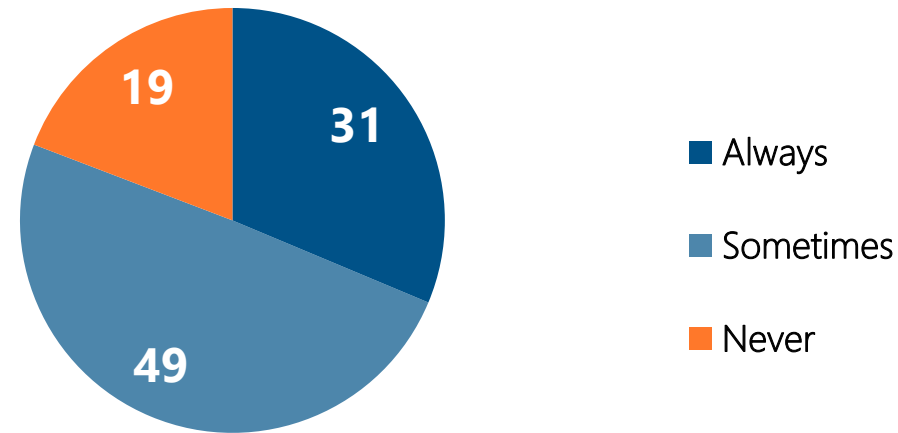


Which of the following have you ever done to avoid working on Valentine's Day?	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
Offered to trade shifts for another holiday	21	19	28	19	18	19	23	18	16	22	24
Called in sick	10	12	11	10	8	9	11	8	11	11	8
Pretended to have an emergency	8	10	11	6	7	7	11	5	7	10	7
Pretended to have another conflict	7	6	14	6	5	4	9	5	7	7	7
Pretended transport was broken	6	9	10	4	3	5	8	4	7	8	5
Quit a job to have the day off	4	3	5	5	6	4	5	4	4	6	4

# Appendix

# Eight in ten hospitality workers celebrate Valentine's Day at least sometimes – the French are the most likely to celebrate

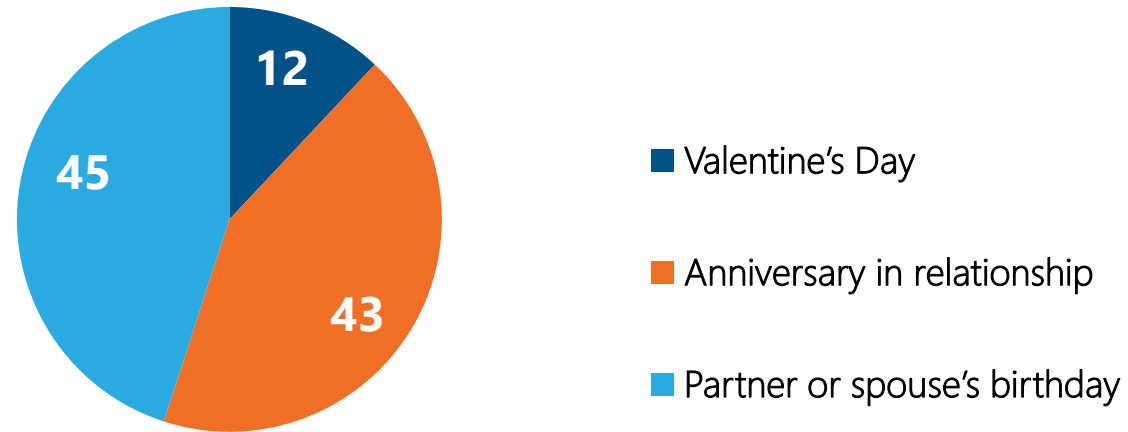
Thinking in general, do you usually celebrate Valentine's Day with your partner or spouse?



Thinking in general, do you usually celebrate Valentine's Day with your partner or spouse?	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
Always	31	31	42	22	33	29	34	28	23	33	37
Sometimes	49	48	42	45	56	55	51	47	47	56	48
Never	19	21	15	33	11	16	15	25	30	11	15

The vast majority of hospitality workers would rather work on Valentine's Day than on their partner's birthday or another special day in the relationship

Which is most important for you to have a day off?

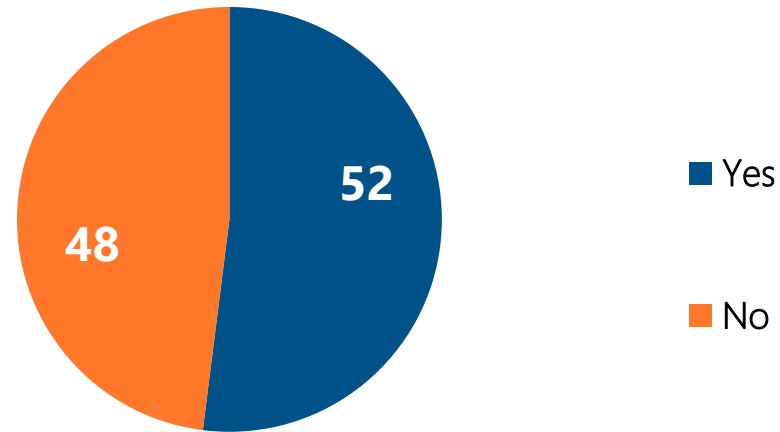


Which is most important for you to have a day off?	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
Partner or spouse's birthday	45	54	34	60	36	41	49	40	42	47	46
Anniversary or other special day with partner or spouse	43	38	45	35	51	45	39	47	47	38	42
Valentine's Day	12	8	21	5	13	14	12	13	11	15	11



Hospitality workers are split on whether they expect a gift for Valentine's Day – the majority of Spanish service workers do expect to be surprised while most Germans don't

Do you expect a gift, surprise or other gesture from your partner or spouse for Valentine's Day?



Do you expect a gift, surprise or other gesture from your partner or spouse for Valentine's Day?	All	Market					Gender		Relationship Status		
		UK	FR	DE	ES	IT	M	F	Single	New	Establ.
Yes	52	43	58	37	64	59	51	54	42	60	56
No	48	57	42	63	36	41	49	46	58	40	44