

## ***Eighty-Five Percent of Men Want Gifts This Valentine's Day***

New Research From TRUE™ and 'Psychology Today' Gives Surprising Insight Into Preferences and Emotions Around Gift-Giving and Receiving  
Chief Psychologist James Houran Shares Tips on How to Chase Away the Valentine's Day Blues

**DALLAS, Jan. 25 /PRNewswire/** -- Valentine's Day gift-giving is not just for women anymore. Results from a recent three-month study involving 2,353 women and 1,121 men nationwide show that 85 percent of men hope to receive a Valentine's Day gift this Feb. 14. The study, conducted by the leading online relationship service TRUE(TM) in conjunction with Psychology Today, also provides insight into the preferences and emotions around Valentine's Day gift-giving and receiving -- from what's on the top of every man and woman's gift list, to the anxiety and depression that individuals can experience sometimes as long as four weeks after the holiday. According to the study, when it comes to gift preferences, men like gifts that represent personal recognition or admiration from their partner, while women want gifts that represent a public display of affection and one that reinforces the couple's identity. For example, men look forward to receiving jewelry with personal engravings, items related to their favorite hobbies or pastimes, and music, movies and computer games. Women, on the other hand, hope to receive flowers that are delivered to their work or another public place, as well as items that can be showcased to family and friends such as new clothes, jewelry, or special photographs of them with their significant other.

"What we're revealing is that Valentine's Day is a two-way street -- a time and opportunity for lovers to express and receive special sentiments," said Dr. James Houran, chief psychologist at TRUE. "But men and women crave different sentiments from their partners. The anticipation of giving the right gift or the prospect of not receiving the right one seems to be creating noticeable signs of depression and anxiety -- which is popularly known as the 'Valentine's Day Blues.'"

When asked about their expectations and feelings for the holiday, it was found that 58 percent of the men and 72 percent of the women reported noticeable signs of depression and anxiety related to Valentine's Day. These findings strongly echo last year's study on the Valentine's Day Blues by TRUE, which found that adults who did not participate in or receive tokens of affection in connection with Valentine's Day exhibited signs of emotional stress ranging from mild depression to noticeable anxiety. These symptoms affected men and women in different ways. Whereas the Valentine's Day-related stress experienced by the men decreased gradually and seemed to disappear after a maximum of three weeks, similar depression experienced by the women tended to increase over time and lasted for as many as four weeks after Valentine's Day.

### Chasing Away the Valentine's Day Blues

For those individuals -- either single or in a relationship -- who find themselves feeling anxious or depressed this Feb. 14, Dr. Houran recommends engaging in the following:

- Meet New People: Use True.com to meet a potential soul mate or simply to make new friends. The True.com chat rooms are a fun and easy way to connect with people online;
- Get to Know Yourself Alone or as a Couple: It is crucial to take breaks and participate in activities that will help you understand more about yourself and your personal wants/needs, either as yourself or as a couple. Take the TRUE Compatibility Test(TM) to learn more

about yourself, find someone with whom you're compatible, or even reaffirm your commitment with that someone special;

- Put Some Thought into Gift-Giving: Keep in mind that gifts come in many forms (tangibles, words, deeds, time together, etc.) and remember that although it may not be obvious, all gifts were not created equal in the eyes of the sexes. The proper sentiment is more important than the price tag;
- Set Expectations With Your Partner: Tell the significant other in your life what it is you would like for Valentine's Day, whether it's a romantic dinner or a massage. Communicate your needs clearly;
- Change Aspects of Your Daily Routine: If you're not in a relationship, do something different every day or every week so you're naturally in a position to meet new people;
- Hit the Town with Friends: Grab a few friends and hit your favorite non-romantic restaurant, or take in a sporting event.

### About TRUE™

TRUE is safer, savvy, and the only scientifically-based online relationship service whose mission is to help singles find long lasting and fulfilling relationships. Founded on an advanced, scientific compatibility test uniquely endorsed by Psychology Today and independently certified by one of the leading experts in tests and measurements -- Integrated Knowledge Systems, Inc. -- to meet the Standards for Educational and Psychological Testing, TRUE is the only online relationship service that actively seeks to further protect the safety of its communicating members by conducting extensive criminal background screenings. Moreover, TRUE is the only site to conduct single verification screening. With the help of proprietary research and the industry's most extensive team of scientists, relationship experts and psychologists, TRUE also guides its members step-by-step through all stages of the relationship-building process.