



Bitter Beau or Belle? New Groupon Sweetest Day Survey Finds that Nearly Six Out of 10 People Wish Their Partner Was Sweeter

October 19, 2017

- New survey conducted in recognition of Sweetest Day on October 21 found that double dates can stress people out with one in five suffering from regular relationship envy
- Sixty-five percent of respondents said they've gotten in an argument with their partner over a comparison to something in another couple's relationship
- Half of respondents said they've felt intimidated by another couple's financial and social lifestyle
- Four out of 10 participants said they've felt envious when another couple brags about their sex life

CHICAGO--(BUSINESS WIRE)--Oct. 19, 2017-- In recognition of Sweetest Day on Saturday, October 21, Groupon, which recently launched [Groupon+ \(Groupon Plus\)](#) voucherless, cash-back restaurant deals perfect for daters, asked 2,000 people in relationships about some of their biggest pain points in order to help others avoid the same pitfalls. According to the results, people still have work to do when it comes to bringing romance to a relationship with almost 60 percent of survey respondents saying they wish their partner was sweeter to them.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171019006096/en/>

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A new Groupon survey conducted in recognition of Sweetest Day on October 21 found almost 60 percent of Americans wish their partner was sweeter to them. (Graphic: Business Wire)

The survey, conducted by market researchers OnePoll and commissioned by Groupon, also found that one out of every five people in relationships admitted to being regularly driven to jealousy by other couples who seemingly have the perfect relationship. Sixty-five percent of respondents said they've gotten in an argument with their partner over a comparison to something in another couple's relationship, half said they've felt intimidated by another couple's financial and social lifestyle and four out of 10 said they've felt envious when another couple brags about their sex life.

"While there's a lot of stress involved with relationships, going out for a fun evening shouldn't add to it," said Guido Torrini, VP and GM Groupon+. "There are a number of easy, affordable ideas that can help you focus on more important things like totally winning this double date."

Nearly 65 percent of those surveyed said they regularly go on double dates with the average person in a relationship having about 16 of them per year.

Top Five Things Couples Compete About

- Finances/money
- Social life (dining out/date nights)
- Vacation destinations
- Sex life/how much sex we're having
- Property/our home

Top Five Double Dating Faux Pas

- Bickering
- Talking about sex

- Kissing repeatedly
- Criticizing a partner (even jokingly)
- Third-wheeling someone (i.e. making them feel uncomfortable)

Top Five Double Date Ideas Recommended by Groupon

- Going to a hibachi restaurant
- Attending a cooking class
- Visiting a local brewery
- Checking out a comedy show
- Trying an escape room experience

From now until Oct. 22, customers with an eligible credit card in one of the 23 markets where Groupon+ is available, have a chance to win a 7-day culinary adventure for two to Italy's Amalfi Coast where they'll discover the flavors of Italian cuisine through hands-on cooking classes and gourmet meals. Customers can enter for a chance to win by visiting <https://www.groupon.com/deals/ga-epitourean-26>.*

The 23 U.S. markets where Groupon+ is live include: New York, Los Angeles, Chicago, Philadelphia, Dallas, San Francisco, Boston, Washington, D.C., San Jose, Atlanta, Houston, Seattle, Phoenix, Tampa, Minneapolis, Miami, Denver, San Diego, Las Vegas, Austin, Newark, N.J., Long Island, N.Y. and Orange County, Calif.

For a list of other great date night ideas recommended by Groupon, please visit <https://www.groupon.com/articles/cheap-date-ideas>.

*NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. To enter without making a purchase, visit <http://gr.pr/amalfientry> and provide the information requested. Limit 1 entry per person per day regardless of method of entry. Odds of winning depend on the total number of entries received. Void where prohibited by law. Sweepstakes only open to legal residents of New York City, Los Angeles, Chicago, Philadelphia, Dallas, San Francisco, Boston, Washington, D.C., San Jose, Atlanta, Houston, Seattle, Phoenix, Tampa, Minneapolis, Miami, Denver, San Diego, Las Vegas, Austin, Newark, N.J., Long Island, N.Y. and Orange County, Calif. (or the immediately surrounding areas), 18+. Entry period ends: 11:59 p.m. ET on Oct. 22, 2017. ARV of prize: \$15,714 USD. Subject to full [Official Rules](#). Sponsor: Groupon, Inc., 600 West Chicago Avenue, Ste. 400, Chicago, IL 60654

About Groupon

Groupon (NASDAQ: GRPN) is building the daily habit in local commerce, offering a vast mobile and online marketplace where people discover and save on amazing things to do, see, eat and buy. By enabling real-time commerce across local businesses, travel destinations, consumer products and live events, shoppers can find the best a city has to offer.

Groupon is redefining how small businesses attract and retain customers by providing them with customizable and scalable marketing tools and services to profitably grow their businesses.

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Groupon+ TV spots can be found via the [GrouponYouTube channel](#)

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