People look up their partners' exes to see if they received the same gifts

November 27, 2026

Discovering that a partner bought the same gift for an ex can change how personal it feels, even when the recipient chose the present themselves.

Social media gives people access to details of their partners' previous relationships that might never come up in conversation. Photographs shared to celebrate anniversaries and birthdays can become a record of how someone expressed affection in another relationship, including what they bought for their partner. For someone looking through an ex's profile, even the jewelry visible in a photograph can provide a basis for comparing their own romantic experiences with those of a previous partner.

ClarityCheck surveyed **10,768 adults** across the **United States, United Kingdom, European Union and Latin America** who were currently in relationships and had exchanged romantic gifts with their current and previous partners. Among respondents, **34%** had looked up a partner's ex on social media specifically to find out whether the ex had received the same gifts.

Of those who searched, **48%** said they had discovered that their partner had previously given an ex an item of the same model or design. Although photographs can help people identify matching items, they do not necessarily reveal who bought them or the circumstances surrounding the purchase.

Among respondents who discovered that their partner had given the same gift to an ex, **63%** said the item had lost some of its emotional value despite their having genuinely liked it beforehand. The reaction extended to people who had chosen their own presents. Of those who had specifically requested an item and subsequently learned that their partner had given an identical one to an ex, **43%** said the discovery had diminished their enjoyment of the gift.

In these cases, the recipient had already established that the item suited their tastes before their partner bought it. Its connection to a previous relationship introduced a consideration that had been absent when they chose it. Even having considerable control over the choice of a gift appears to offer limited protection against disappointment once its history becomes known.

Across the full sample, **46%** said they would feel uncomfortable receiving a gift identical to one their partner had bought for an ex. Among them, **39%** acknowledged having purchased the same item for more than one romantic partner themselves.

People evaluating their own purchases have access to information that someone searching an ex's profile generally lacks. They know what went into choosing a particular gift and how it relates to the person receiving it. A photograph of an earlier purchase offers comparatively little insight into those decisions.

For some respondents, discovering a repeated gift also changed what they expected from their partners financially. Among those who made such discoveries, **24%** had asked for a replacement, while **27%** acknowledged wanting their partner to spend more on them than they had spent on an ex.

The discovery affected how recipients used their presents, too. Among those who found that their partner had given the same gift to an ex, **37%** had stopped wearing or using an item, while **32%** had concealed their disappointment to avoid revealing that they had privately investigated their partner's previous relationship.

For someone who stops wearing a piece of jewelry, explaining its absence may mean disclosing a search they had intended to keep private. Social media can give people access to intimate details of their partners' past relationships while leaving them uncertain about how openly they can discuss that information in their own.

About ClarityCheck

ClarityCheck is an all-in-one background verification tool for phone numbers, emails, and images. Designed for everyday digital safety, ClarityCheck helps users instantly identify unknown contacts, trace suspicious profiles, and check for potential fraud across phone, email, and photo input. By combining reverse lookup and OSINT technologies, it offers a streamlined way to verify identities and protect yourself online.

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