

CANADIAN PRESS / LEGER MARKETING

**Canadians
and St. Valentine's Day**

Report

January 2003



1.0 Study Highlights

- Half of Canadians will celebrate St. Valentine's Day.

Question : *Do you plan on celebrating St. Valentine's Day?*

n=1502	YES	NO	Don't know / Refusal
Canada	52%	42%	5%

- Canadians like to celebrate St. Valentine's by dining out.

Question : *How are you going to celebrate it?*

n=786 who plan on celebrating St. Valentine's	TOTAL
Going to a restaurant	38%
Romantic evening at home	14%
Giving a gift/card/flowers/chocolate	13%
Going on a trip	3%
Going out dancing	2%
Other	9%
Don't know/Refusal	20%

- Canadians prefer meeting potential mates through friends.

Question : *Which of the following would you trust the most if you were looking for a boyfriend or girlfriend?*

n=1502	TOTAL		TOTAL
Friends	40%	Bars	2%
Chance/luck	17%	Internet	1%
Family	11%	Newspaper classifieds	1%
Sports or social clubs	7%	Other	4%
Work	3%	None	6%
		Don't know / Refusal	9%

- A great number of Canadians believe in long-lasting happiness with one person.

Question : *Do you think it is possible to be happy with the same person for your entire life?*

n=1502	YES	NO	Don't know / Refusal
Canada	90%	7%	3%

➤ Love means...sharing.

Question : *To you, love means primarily... ?*

n=1502	TOTAL
... having someone with whom you can share common interests	27%
... facing life with a partner	27%
... tenderness and friendship	24%
Other	18%
Don't know/ Refusal	3%

2. Results

2.1 Half of Canadians will celebrate St. Valentine's Day

52% of Canadians will celebrate St. Valentine's this year.

64% of those with a spouse, 64% of 25-34 year olds, 60% of francophones, 65% of those from the Atlantic Provinces, 62% of those with an income over \$60,000, 59% of professionals, and 59% of those in the labour force.

Question : *Do you plan on celebrating St. Valentine's Day this year?*

n=1502	YES	NO	Don't know / Refusal
Men	55%	40%	5%
Women	50%	44%	6%
Have a spouse	64%	30%	6%
Don't have a spouse	23%	72%	5%
Canada	52%	42%	5%

2.2 Canadians like to celebrate St. Valentine's by dining out

Going out to eat in a restaurant was one of the most popular ways to celebrate St. Valentine's Day with 38% of Canadians going this route. 14% will opt for a romantic evening at home, and 13% will give a gift, a card, flowers or chocolate to their loved one.

Men are more likely to celebrate St. Valentine's with dinner at a restaurant (41%) or by giving a gift, card, flowers, or chocolate (17%), while women are more attracted by a romantic evening at home.

Question : *How are you going to celebrate it?*

n=786 who plan on celebrating St. Valentine's Day

	TOTAL	-Men	Women
Going to a restaurant	38%	41%	34%
Romantic evening at home	14%	8%	19%
Giving a gift/card/flowers/chocolate	13%	17%	10%
Going on a trip	3%	3%	4%
Going dancing	2%	2%	2%
Other	9%	8%	10%
Don't know / Refusal	20%	20%	22%

2.3 Canadians prefer meeting potential mates through friends

An introduction from a friend is the most reliable way of finding a partner according to 40% of Canadians. Trailing far behind with 17% is chance or luck, followed by introductions from family (11%), and sports and social clubs (7%). Meeting through work, in bars, on the internet, and newspaper classifieds only inspired 3% of Canadians.

Students (58%), 18-24 years olds (56%), professionals (46%), those working in sales, services or offices (46%), anglophones (46%), those with an income above \$60,000 (46%), and women (44%) were among those who trusted introductions from friends. Quebecers (36%), Francophones (35%), and men (20%) are more likely to believe in chance or luck.

Question : *Which of the following would you trust the most if you were looking for a boyfriend or girlfriend?*

n=1502	TOTAL	Men	Women
Friends	40%	35%	44%
Chance/luck	17%	20%	14%
Family	11%	9%	12%
Sports or social clubs	7%	9%	5%
At work	3%	4%	3%
Bars	2%	3%	1%
Internet	1%	1%	1%
Newspaper classifieds	1%	1%	0%
Other	4%	4%	3%
None	6%	6%	6%
Don't know/Refusal	9%	8%	10%

2.4 A great majority of Canadians believe in long-lasting love

Nine out of ten Canadians believe it is possible to live happily with the same person for as long as they live. As far as this issue is concerned, there are no major differences among all the groups.

Question : *Do you think it is possible to be happy with the same person for your entire life?*

n=1502	TOTAL	Men	Women
YES	90%	89%	92%
NO	7%	9%	6%
Don't know / Refusal	3%	2%	2%

The tendency to believe that life as a couple can be long-lasting and happy makes a lot of sense given that half of Canadians (51%) consider faithfulness to be the most important criterion when choosing a mate. Other criteria mentioned were: respecting the other's independence (38%), intelligence (32%), the ability to listen (29%), being nice (25%), a liking of children (20%), and physical attraction (20%).

Women are proportionally more likely than men to attach importance to faithfulness (54%), ability to listen (35%), and a liking of children (23%). In comparison, men favour physical attractiveness (26%) and the sexual qualities of their partners (13%).

Question : *From among the following criteria, which three do you consider the most important when choosing a mate?*

n=1502	TOTAL	Men	Women
... being faithful	51%	47%	54%
... respecting the other's independence	38%	36%	40%
... intelligence	32%	35%	29%
... knowing how to listen	29%	23%	35%
... being nice	25%	26%	25%
... liking children	20%	16%	23%
... physical attraction	20%	26%	13%
... being educated	15%	16%	14%
... being ambitious	13%	12%	14%
... being good in bed	9%	13%	6%
... having money	6%	6%	5%
Don't know / Refusal	6%	6%	5%

2.5 Love means...sharing

For over a quarter of Canadians (27%), love is above all being with someone who shares your interests, or faces life with you (27%). 24% define love as tenderness and friendship, and 11% is being ready to compromise. Passion and sexual pleasures were only mentioned by 3% of Canadians.

Question : *To you, love primarily means... ?*

n=1502	TOTAL
... having someone with whom you can share common interests	27%
... facing life with a partner	27%
... tenderness and friendship	24%
... being ready to make compromises	11%
... passion and sexual pleasure	3%
Other	4%
None	1%
Don't know/ Refusal	3%

3.0 Methodology

This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1502 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between January 21 and January 26, 2003. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1502 respondents is of ± 2.5 , 19 times out of 20.