



## PRESS RELEASE

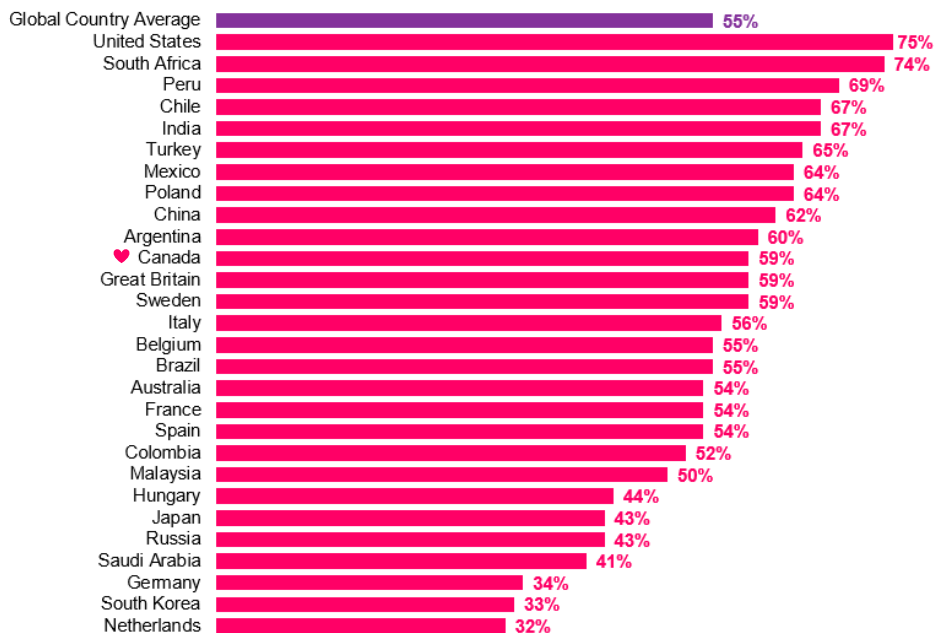
### Cupid's arrow hits Canadians ahead of February 14<sup>th</sup>

*Nearly 60% of Canadians plan to celebrate Valentine's day, with the majority favouring a romantic dinner at home over dining out*

**Toronto, Canada, February 11, 2022** — Gearing up to be the most romantic day of the year, a new Ipsos survey asked people from 28 countries what their Valentine's Day plans entail if any. Over half (55%) of all adults who are married, partnered, engaged, or involved in a romantic relationship plan to celebrate the occasion, with nearly six in ten (59%) Canadians planning to do the same. Out of the 28 countries polled, residents of the United States are the most enthusiastic to celebrate (75%) with South Africans feeling just as passionate about the most romantic day of the year (74%).

### HOW LIKELY ARE YOU TO CELEBRATE VALENTINE'S DAY, ON OR AROUND FEBRUARY 14, 2022?

% Very or somewhat likely (Base: Adults with a partner)



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### *How will Canadian lovers celebrate February 14<sup>th</sup>*

Ahead of the annual celebration of love, Canadians are more likely to mark the occasion with a romantic dinner at home (54%), much ahead of the global average (41%). Amidst the persisting COVID-related concerns and restrictions, it is not surprising that spouses and lovers in Canada are less likely (29%) to venture out for sit-down dinners in restaurants, catch a movie, go to the theatre or attend a concert. Thirty-six percent (36%) of partnered adults in Canada plan to make love to mark the occasion and three in ten (30%) plan on buying/giving chocolates or candy.

Romantic getaways or weekend trips are out of the question for Canadians this year; only 4% marked this on their to-do list for Valentine's Day compared to the 28-country average of 17%. While sweets, flowers, and fragrances are the most popular Valentine's Day gifts globally, Canadians differ starkly in their preference for perfumes as the gift of choice (Canada: 5% vs. 20% global average of 28 countries).

### *Why some Canadians won't be celebrating this year*

Despite having a significant other, most Canadians (58%) say that Valentine's Day is too much of a commercial/marketing event. Commercialization of V-day is a belief held much more strongly by Canadians in comparison to the global average of 47%. Some of the other countries who take this stance on the day being more of a marketing gimmick are Belgium (75%), Great Britain (69%), Australia (67%) and France (66%).

Fewer Canadians argue that it is too expensive/they can't afford it (14%), it is "too old-fashioned" (13%), and that they don't have the time/they are too busy (9%). Only 3% say they are not familiar with it.

The feeling that it is too foreign to their culture and traditions is the second most common reason cited globally (37%), but very few Canadians hold this view (12%).

<b>Why are you not likely to celebrate?</b> Base: Adults with a partner who are not likely to celebrate Valentine's day 2022	<b>Canada</b>	<b>Global country average<sup>1</sup></b>	<b>Difference between Global country average and Canada</b>
<b>It's too much of a commercial or marketing event</b>	58%	47%	+11 pts
<b>It's too expensive/I can't afford to</b>	14%	11%	+3 pts
<b>It's too old fashioned</b>	13%	10%	+3 pts
<b>It's not a part of my culture or tradition</b>	12%	37%	-25pts
<b>I do not have the time/I am too busy with other things</b>	9%	10%	-1pt

<sup>1</sup> The "Global Country Average" reflects the average result for all the countries and markets where the survey was conducted. It has not been adjusted to the population size of each country or market and is not intended to suggest a total result.

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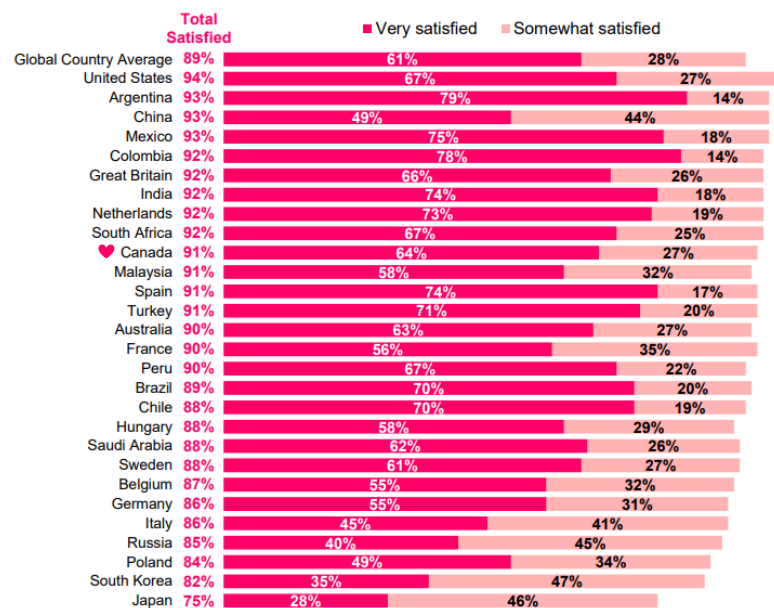
### *Canadians are quite satisfied with the relationships they're in*

Relationship satisfaction ranks pretty highly for Canadians: the vast majority (89%) of global couples say they are satisfied with the relationship they have with their spouse, partner, fiancé(e) or friend. Canadians are slightly more so at 91% (including 66% who say they are very satisfied and 27% somewhat satisfied). Couples in the United States are slightly more smitten than their Canadian neighbours, with 94% saying they are satisfied in their relationship, ranking top of the list of 28 countries polled.

### HOW SATISFIED ARE YOU WITH THE RELATIONSHIP YOU HAVE WITH YOUR SPOUSE, DOMESTIC PARTNER, FIANCÉ(E) OR SPECIAL FRIEND?

#### By country

(Base: Adults with a partner)





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### About the Study

These are the results of a 28-country survey conducted by Ipsos on its Global Advisor online platform. For the survey, Ipsos interviewed 19,987 adults who are aged 18-74 in the United States, Canada, Malaysia, South Africa, and Turkey, and 16-74 in 23 other markets between December 23, 2021 and January 7, 2022.

The samples consist of approximately 1,000 individuals in each of Australia, Brazil, Canada, China (mainland), France, Germany, Great Britain, Italy, Japan, Spain, and the U.S., and 500 individuals in each of Argentina, Belgium, Chile, Colombia, Hungary, India, Malaysia, Mexico, the Netherlands, Peru, Poland, Russia, Saudi Arabia, South Africa, South Korea, Sweden, and Turkey.

The samples in Argentina, Australia, Belgium, Canada, France, Germany, Great Britain, Hungary, Italy, Japan, the Netherlands, Poland, South Korea, Spain, Sweden, and the U.S. can be taken as representative of these countries' general adult population under the age of 75.

The samples in Brazil, Chile, China (mainland), Colombia, India, Malaysia, Mexico, Peru, Russia, Saudi Arabia, South Africa and Turkey are more urban, more educated, and/or more affluent than the general population. The survey results for these countries should be viewed as reflecting the views of the more "connected" segment of their population.

The data is weighted so that each market's sample composition best reflects the demographic profile of the adult population according to the most recent census data.

Depending on the question, the results presented in this report are based on:

- ♥ All 12,767 adults surveyed who are currently married, partnered, engaged or involved in a romantic relationship with bases ranging from 282 in Malaysia to 749 in China;
- ♥ The 7,112 among them who say they are likely to celebrate Valentine's Day; or
- ♥ The 4,975 who say they are not likely to do so.

Where results do not sum to 100 or the 'difference' appears to be +/-1 more/less than the actual, this may be due to rounding, multiple responses or the exclusion of don't knows or not stated responses.

The precision of Ipsos online polls are calculated using a credibility interval with a poll of 1,000 accurate to +/- 3.5 percentage points and of 500 accurate to +/- 4.8 percentage points. For more information on the Ipsos use of credibility intervals, please visit the Ipsos website.

The publication of these findings abides by local rules and regulations.





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### About Ipsos

Ipsos is the world's third-largest Insights and Analytics company, present in 90 markets and employing more than 18,000 people.

Our passionately curious research professionals, analysts, and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions, and motivations of citizens, consumers, patients, customers, or employees. We serve more than 5000 clients across the world with 75 business solutions.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

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