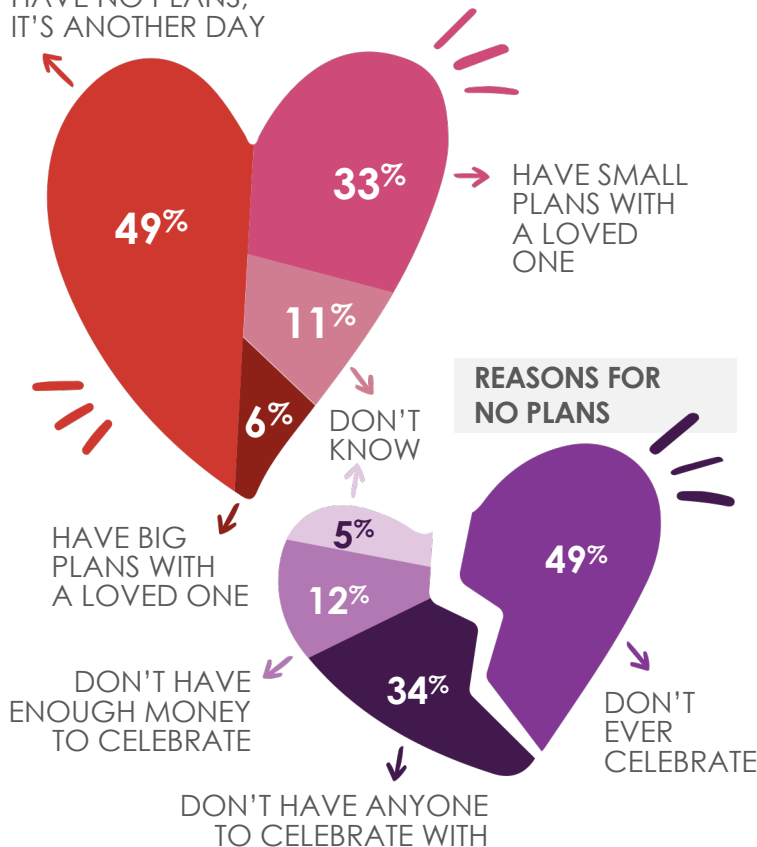


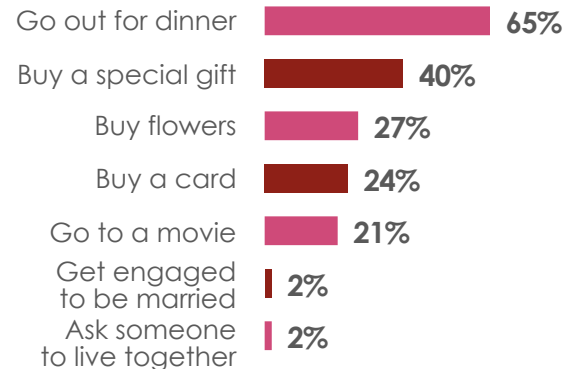
WHAT ARE YOUR PLANS FOR VALENTINE'S DAY?

PLANS FOR VALENTINES DAY

HAVE NO PLANS,
IT'S ANOTHER DAY



SPECIFIC PLANS



Lack of tradition, not having anyone to celebrate with and not having enough money are the main reasons for not having plans for Valentine's Day. With three times as many saying they don't have someone in their life to celebrate with rather than they don't have enough money, loneliness may be a more pressing concern than the cost of living in Canada.

These results were collected via our national online omnibus survey. We ask Canadians questions about their lives, their opinions and their behaviours every day. Our omnibus runs on a dependable schedule and is an ideal way to collect survey research quickly and in a cost-effective manner.

For more information about eNation Canada or to discuss your research ideas, please reach out to Rhys Gibb: rhys.gibb@ipsos.com