

CANADIANS AND THEIR PARTNERS: CHEATING, FIGHTING, AND FORGIVING



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CANADIANS AND THEIR PARTNERS: CHEATING, FIGHTING, AND FORGIVING

Toronto, ON – According to a new Ipsos-Reid survey conducted on behalf of Alliance Atlantis, three in ten (29%) Canadians have been cheated on by a current or past partner. But, when it comes to what constitutes “cheating” it’s not purely physical. While nine in ten (90%) consider “an intimate physical encounter” cheating, seven in ten (68%) say “a secret dinner date,” half (51%) think “a kiss,” and four in ten (44%) consider an “online/internet flirtation” cheating. Asked whether or not they would forgive their spouse or partner if, by their definition, they were caught cheating, 46% say “yes,” 40% say “no,” and 14% simply “don’t know.”

Canadians have a few ways of knowing when a current or past partner has been, or are angry with them. Half (51%) of Canadians say when he/she “gives them the silent treatment,” one-quarter (26%) say when he/she “makes snide remarks,” one in ten (12%) say when he/she “slams doors,” and a similar proportion (9%) gets the hint when their partner “refrains from intimacy.” One in six (17%) rely on other methods of knowing when their partner is angry with them, and 4% “don’t know” how to tell when their partner is angry with them.

And when it comes to making up after the anger? Three in ten (28%) Canadians say they would “make their partner breakfast or dinner” if they were in a fight, one in six (17%) would “buy their partner a gift,” a similar proportion (16%) would “become intimate,” and one in ten (11%) would “grovel.” One-third (34%) of Canadians would not make it up to their partner, or do so in some other way, and 5% “don’t know” how they would make it up to them.



These are the findings of an Ipsos-Reid/Alliance Atlantis poll conducted between January 27th and January 29th 2004. The telephone survey is based on a randomly selected sample of 1056 adult Canadians. With a sample of this size, the results are considered accurate to within ± 3.1 percentage points, 19 times out of 20, of what they would have been had the entire adult Canadian population been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's regional and age/sex composition reflects that of the actual Canadian population according to the 2001 Census data.

Three in ten (29%) Canadians have been cheated on by a current or past partner, two in three (67%) have not, and 4% “don’t know.”

- Residents of Quebec (77%) are the most likely to say they have *not* been cheated on by their partner, followed by residents of Ontario (65%), Saskatchewan/Manitoba (64%), Atlantic Canada (63%), British Columbia (62%), and Alberta (60%).
- Canadians 18-34 (35%) are more likely than their elders (26%) to say they *have* been cheated on by a partner.
- Canadians currently not in a relationship (37%) are more likely than those currently in a relationship (26%) to say they *have* been cheated on by a partner.

Nine in ten (90%) Canadians consider “an intimate physical encounter” cheating, 8% don’t and 2% “don’t know.”



- Canadians between the ages of 18 and 54 (93%) are more likely than their elders (86%) to consider “an intimate physical encounter” cheating.
- Canadians with some post-secondary education or a University degree (93%) are more likely than those with a high school diploma or less (86%) to consider “an intimate physical encounter” cheating.

Seven in ten (68%) Canadians say “a secret dinner date” is cheating, three in ten (30%) don’t, and 2% “don’t know.”

- Residents of Quebec (61%) are the *least* likely to consider “a secret dinner date” cheating followed by residents of British Columbia (68%), Alberta (68%), Ontario (70%), Saskatchewan/Manitoba (72%), and Atlantic Canada (78%).
- Canadians 18-34 (74%) are more likely than their elders (65%) to consider “a secret dinner date” cheating.
- Women (71%) are nominally more likely than men (65%) to consider “a secret dinner date” cheating.

Half (51%) of Canadians think “a kiss” is cheating, slightly less (46%) doesn’t, and 3% “don’t know.”

- Residents of Quebec (43%) are the *least* likely to consider “a kiss” cheating followed by residents of Ontario (51%), Saskatchewan/Manitoba (52%), British Columbia (53%), Atlantic Canada (58%), and Alberta (59%).
- 18-34 year olds (71%) are the most likely to think “a kiss” is cheating, followed by those 35-54 years of age (48%), and those 55 and older (35%).



- Women (58%) are more likely than men (43%) to consider “a kiss” cheating.
- Canadians currently in a relationship (53%) are nominally more likely than those not in a relationship (45%) to consider “a kiss” cheating.

Four in ten (44%) Canadians consider an “online/internet flirtation” cheating, half (52%) don’t, and 4% “don’t know.”

- Residents of Quebec (38%) are the *least* likely to consider “an online/internet flirtation” cheating, followed by residents of Ontario (45%), Saskatchewan/Manitoba (45%), British Columbia (46%), Alberta (48%), and Atlantic Canada (52%).
- Canadians 35 years of age and older (47%) are nominally more likely than young adults (39%) to consider “an online/internet flirtation” cheating.
- Women (50%) are more likely than men (38%) to consider “an online/internet flirtation” cheating.

Asked whether or not they would forgive their spouse or partner if, by their definition, they were to cheat, 46% say “yes,” 40% say “no,” and 14% simply “don’t know.”

- Residents of Atlantic Canada (29%) are the *least* likely to forgive their spouse or partner if they were to cheat, followed by residents of Quebec (42%), Alberta (47%), Ontario (50%), British Columbia (50%), and Saskatchewan/Manitoba (52%). Residents of Atlantic Canada are the *most* likely to say they “don’t know” (22%).
- Canadians 35 years of age and older (50%) are nominally more likely than young adults (40%) to forgive their spouse or partner if they were to cheat.
- Men (52%) are more likely than women (41%) to forgive.



Canadians have a few ways of knowing when a current or past partner has been, or are angry with them. Half (51%) of Canadians say they know when their partner is angry with them when he/she “gives them the silent treatment,” one-quarter (26%) know their partner is angry when he/she “makes snide remarks,” one in ten (12%) know their partner is angry when he/she “slams doors,” and a similar proportion (9%) gets the hint when their partner “refrains from intimacy.” One in six (17%) rely on other methods of knowing when their partner is angry with them, and 4% “don’t know” how to tell when their partner is angry with them.

- Canadians 18-54 years of age are more likely than their elders to know their partner is angry with them when he/she gives them the silent treatment (54% vs. 45%) or makes snide remarks (29% vs. 20%); while Canadians 55 and older are more likely to rely on other methods of knowing when their partner is angry with them (26% vs. 14%).
- Men (12%) are more likely than women (7%) to know their partner is angry when they refrain from intimacy.

Three in ten (28%) Canadians would “make their partner breakfast or dinner” if they were in a fight, one in six (17%) would “buy their partner a gift,” a similar proportion (16%) would “become intimate,” and one in ten (11%) would “grovel.” One-third (34%) of Canadians would not make it up to their partner, or do so in some other way, and 5% “don’t know” how they would make it up to them.

- Canadians 18-34 are more likely than their elders to make their partner breakfast or dinner (36% vs. 26%) or buy them a gift (24% vs. 15%), while older adults are more likely to do nothing or something else (40% vs. 21%).



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- Women (33%) are more likely than men (24%) to make breakfast or dinner, while men are more likely to buy a gift (23% vs. 12%) or gravel (14% vs. 9%).

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