

# Flowers the Number One Choice for Valentine's Day, Most Men Say



**Ipsos Reid**

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**Friday, February 9, 2007**– Most men (59%) [in Canadian family households (77%)] plan on buying something for their sweetheart for Valentine's Day, and flowers are the most popular gift of choice by a margin of more than two-to-one, a survey conducted by Ipsos-Reid for Scotts Canada has found.

Men are more than twice as likely (36%) to give flowers than jewellery (15%), the next most popular gift choice, but, what do women really want? Given the choice, when it comes to flowers, an equal number of women – 4 in 10 -- would choose a plant they can put in their garden this spring.

Within the theme of flowers, more women (53%) choose a gardening-related option than cut flowers (41%) for Valentine's Day, including:

- Flowers or plants for a spring garden (40%)
- a gardening book or magazine (7%)
- tickets to a gardening show (4%)
- or gardening tools (2%)

## Men & Flowers – Beyond Valentine's Day

More than half of men surveyed (57%) plan to plant flowers this year, and most would prefer to garden with their partner (50%) than alone (35%). Gardening with their partner is more popular among men who plan to buy flowers this Valentine's Day (63%).

The survey of 1000 adult Canadians was conducted between January 29 and February 2, 2007. It is considered accurate +/- 3.2%. Among the findings:



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- More men plan to give jewellery (15%) than chocolate (13%) this Valentine's Day
- 9% of men will give only a greeting card
- Women who like gardening items for Valentine's Day are more likely to be older (Among women 55+ - 63%) and without kids in the household (57%)
- Men who plan to plant flowers are more likely to be older as well (Among men 55+ - 65%)
- Younger people (18 – 34 - 50%) and families (55%) were more likely to prefer gardening together

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