

The Canadian Search for the Ideal Mate

Findings Show 'Ideal Mate' Could be the Boy or Girl Next Door

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Findings Show 'Ideal Mate' Could be the Boy or Girl Next Door

Toronto, ON – While many Canadians will be handing out what they think is the ideal card, bon bon or flower to their Valentine sweetheart on February 14, the Association that represents Canada's Newspapers has asked the ultimate question: just what does the ideal Canadian mate look like?

In a survey conducted by Ipsos-Reid and released today, it appears that the ideal mate could be just around the corner, or maybe even the boy or girl next door. In fact, the results of the survey show that the average Canadian's ideal mate is not a tall bombshell model with gourmet chef skills and a sex-drive that could melt ice, but rather one which possesses characteristics that could be classified as average.

Interestingly, Canadian men and women appear to be suitably matched for each other, with both genders indicating that their ideal mates are similar. Both prefer similar attributes in their ideal mate, including average height and weight, enough money not to worry about how to get by, and enough cooking skills to avoid microwave dinners every night.

The data also reveal that both men and women agree that their ideal mate would be well-informed about what is happening in the world – perhaps so that the conversation doesn't become dull. More specifically, eight in ten women (86%) and men (80%) say that their ideal mate would read at least one newspaper every day.

Below is the national consensus regarding what Canadian's ideal mate would look like. Those preferences are also broken out by gender, demonstrating that men and women alike are basically looking for the same thing – a match made in heaven.

The Canadian Consensus Ideal Mate...

- They would be of **average height** (66%) -- compared to those who are tall (29%) or short (6%).
- They would have an **average weight** (78%) -- compared to those who are buff and toned (12%), those with love handles (9%) or lots to handle (1%).
- Their ideal **hair color** would be **brown** (38%) -- compared with those who desire hair that is sandy (21%), black (19%), blonde (15%) or red (7%) [less than 1% chose purple].
- Their ideal **eye color** would be **blue** (43%) -- followed by those who would seek out brown (22%), hazel (18%), green (15%) or black (2%) eyes.

As for **atmosphere**, most would choose a setting that was comprised of **fireplaces, romantic walks, beaches and candles** for the ideal setting or atmosphere that their mate would enjoy the most (43%) -- followed by those who would prefer adventure, travel, discovery, museums and history (24%), outdoors, camping, hiking, sports and fitness (18%), and those who would like entertainment, restaurants, nightlife, and 'Showtime' (16%).

When it comes to the **physical or sexual** side of the equation, Canadians choose a mate who is '**warm**' (69%) -- compared with 30% who want 'scorching' or 'cool' (1%). Less than 1% chose 'ice'.

In the **cooking and eating** department, most would prefer an ideal mate to produce '**good home cooking, tasty and pastry**' (59%) -- compared with those who could cook 'whatever is in the fridge or in the cupboards' (34%), followed by 6% who'd prefer a 'Cordon Bleu trained' mate who is more akin to being a 'gourmet chef', and 1% who would prefer 'restaurants, order in or order often'.

As for **money**, most chose those who would have a good income (59%), compared with 24% who would prefer their mate to be 'well off', those who would be comfortable with someone who requires the cash 'as it comes (15%)' compared with 1% who appear to have the least expectations -- and said that their ideal mate would only have money 'if it comes' in.

As far as **awareness of what's going on around them** is concerned, most (40%) would like a partner who would **look at least one newspaper in print or online in a typical day** so that they would know at least the 'local stories' -- compared with 24% who would prefer their ideal mate to look at two online or print newspapers so that they could know the 'national stories', 10% to would want their ideal mate to peruse at least three newspapers either online or in print, and 9% who would be hopeful for someone who would look over at least four online or print newspapers in a typical day. One in six Canadians (17%) indicated that their ideal partner didn't have to look at any newspaper either online or print because they would like them to simply 'know the moment'.

Almost all (96%) want the kind of decision making relationship where **both would make decisions together** -- compared with just 2% who would like their ideal mate to simply 'call the shots, and I'd leave it to my love' and another 2% at the opposite end of the scale where they, personally would like to 'call the shots' because they know what's best.

In terms of the attitude about **'domestic duties'**, the consensus was that the ideal mate would simply **'do what is needed'** (70%) -- compared with 24% who would want their ideal mate to be 'neat and tiny, spic and span', 5% who say that their ideal mate would want to 'hire a maid' and only 2% whose ideal mate would have a 'who cares' attitude about domestic duties.

When it comes to the **ideal personality** for their mate, most (57%) chose someone who was comprised of an **all round personality** with all of the following attributes as opposed to any individual dimension – this is compared to those who just chose to have their ideal mate with more of an emphasis in their personality on being humorous (12%), upbeat/optimistic (11%), caring (10%), thoughtful (8%) or serious (2%).

And if they were out at a party they would be **most attracted to start up a conversation which might lead to a more romantic fulfillment** with someone who peruses **all of the sections of an online or print newspaper** (30%) -- compared with those who would prefer an ideal mate who often looks at the 'news and commentary section' (27%), the arts and lifestyles section (17%), the 'sports section' (8%), or the business section (3%). Just one in seven (15%) would prefer their ideal mate to have not looked at any of the sections of an online or print newspaper.

That Said, What Would the 'Ideal' Mate Look Like to Each of the Opposite Sex -- and Their Second Choice?

Interestingly, men and women in Canada are seeking virtually the same attributes in each other -- with some occasional variation:

For women, their ideal mate would have:

- **Average height** (55%) followed by tall (44%)
- **Average weight** (77%) followed by buff and toned (12%)
- **Brown hair** (47%) followed by black (23%)/Sandy (22%)
- **Blue eyes** (44%) followed by brown eyes (24%)

A **setting or atmosphere** enjoyed the most by their ideal partner would be ‘**fireplaces, romantic walks, beaches, candles**’ (44%) followed by ‘**adventure, travel, discovery, museums, history**’ (25%).

Their ideal mate would have a ‘**warm**’ (73%) **physical or sexual desire** compared with 26% who would like their partner to be ‘**scorching**’.

Would peruse at least one newspaper either online or in print in a typical day so they would **know ‘the local stories’** (39%) followed by those who would prefer their ideal partner to look at two online or in print newspapers (28%) and know the national stories.

An **amalgam of personality attributes** (63%) followed by those who would prefer their ideal mate to have an emphasis on humour (11%) or caring (11%).

An ideal mate that would simply **do ‘what is needed’ when it comes to domestic duties** (73%) followed by 19% who would prefer their ideal mate be neat and tidy, spic and span.

A **relationship where decisions would be made together** (97%) followed by only 2% who indicated that they would ‘**call the shots**’ because they ‘**know what's best**’.

An ideal mate would **have a ‘good income’** (61%) followed by 30% who would like their ideal mate to be ‘**well off**’.

Half (51%) would like their ideal mate in the kitchen to be able to prepare **'good home cooking, tasty and pastry'**, followed by those who would prefer an ideal mate who could 'cook simple fare -- whatever is in the fridge or in the cupboards' (43%).

And at a party, they would be **most attracted to start up a conversation which might lead to more romantic fulfillment with someone who most often looks at all of the sections of an online or print newspaper** (34%) followed by those who would prefer someone who most often looks at the news and commentary section (27%).

For **men**, their ideal mate would have:

- **Average height** (77 %) followed by tall (12 %)
- **Average weight** (79 %) followed by buff and toned (11 %)
- **Brown hair** (28 %) followed by blonde (24 %)/sandy (19 %)
- **Blue eyes** (42 %) followed by hazel eyes (20 %)/Brown (19%)/green (18%)

A **setting or atmosphere enjoyed the most by their ideal partner would be 'fireplaces, romantic walks, beaches, candles** (41%) followed by 'adventure, travel, discovery, museums, history (22 %).

Their ideal mate would have a **'warm' (65 %) physical or sexual desire** compared with 33 % who would like their partner to be 'scorching'.

Would look at at least one newspaper either online or in print in a typical day so they would **know ‘the local stories’** (42%) followed by those who would prefer their ideal partner to look at two online or in print newspapers (20%) and know the national stories.

An **amalgam of personality attributes** (50%) is preferred by one half, followed by those who would prefer their ideal mate to have an emphasis on being upbeat/optimistic (16%)/humorous (14%).

An ideal mate that would simply **do ‘what is needed’ when it comes to domestic duties** (66%) followed by 29% who would prefer their ideal mate be neat and tidy, spic and span.

A relationship where decisions would be made together (96%) is what most want, followed by only 2% who indicated that they would leave it to their ideal mate to call the shots .

An ideal mate would **have a ‘good income’** (56%) followed by 23% who said that when it comes to money their ideal mate would have money ‘if it comes’ in.

Two thirds (67%) would like their ideal mate in the kitchen to be able to prepare **‘good home cooking, tasty and pastry’**, followed by those who would prefer an ideal mate who could ‘cook simple fare -- whatever is in the fridge or in the cupboards’ (26%)

And at a party, they would be **most attracted to start up a conversation which might lead to more romantic fulfillment with someone who most often looks at the news and commentary section** (27%) followed by someone who looks at **all of the sections of an online or print newspaper** (26 %) in a typical day.

These are the findings of an Ipsos Reid poll conducted on behalf of the Canadian Newspaper Association from January 31 to February 4, 2008. For the survey, a representative randomly selected



sample of 1428 adult Canadians was interviewed via the Ipsos I-Say Online Panel. With a sample of this size, the results are considered accurate to within ± 2.6 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger within regions and for other sub-groupings of the survey population. These data were weighted to ensure that the sample's regional and age/sex composition reflects that of the actual Canadian population according to Census data.

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