

Spring Is In The Air: Canada In Love

Seven in ten (71%) Canadians are in love right now

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Toronto, ON – It appears that the vast majority of Canadians have found that ‘special someone’ already. According to a recent poll conducted by Ipsos Reid, seven in ten (71%) Canadians say that they are in love, romantically, right now. Women (78%) are more likely than men (64%) to say that this is the case.

What’s more, of those Canadians aged 35 to 54, three in four (74%) say that their partner is ‘a good lover’. Women (80%) are more likely than men (67%) to feel this is the case. Specifically, four in ten (42%) Canadians say their partner is a ‘very good’ lover, and three in ten (32%) say their partner is a ‘fairly good’ lover. Only one in ten Canadians say their partner is ‘not very good’ (7%) or ‘not good at all’ (2%). Two in ten (17%) Canadians say they don’t have a partner right now. Men (23%) are more likely than women (12%) to say this reflects their current situation.

Thinking about finding love online, only 16% of Canadians say that they have begun a romantic relationship on the internet or through email. Men (18%) are more likely than women (13%) to have done so. Understandably, younger Canadians (27%) are more likely than middle-aged (15%) and older (7%) Canadians to say they have done the same.

In terms of music choice, three in ten (27%) say that classical music is the most romantic genre of music, compared to two in ten (23%) who say the same about pop music. Just under two in ten Canadians (16%) say that jazz is the most romantic genre, while a mere 5%



indicate that they feel that way about funk/blues. Three in ten (28%) say that none of these genres is the most romantic.

- Younger Canadians (21%) are more likely than middle-aged (18%) and older (10%) Canadians to say that jazz is the most romantic genre of music.
- On the other hand, older Canadians (39%) are more likely than middle-aged (23%) and younger (18%) Canadians to say the same about classical music.

These are the findings of an Ipsos Reid poll conducted from 03/31 to 04/07, 2008. This online survey of 1033 Canadian adults was conducted via the Ipsos I-Say Online Panel, Ipsos Reid's national online panel. The results are based on a sample where quota sampling and weighting are employed to balance demographics and ensure that the sample's composition reflects that of the actual Canadian population according to Census data. Quota samples with weighting from the Ipsos online panel provide results that are intended to approximate a probability sample. An unweighted probability sample of this size, with a 100% response rate, would have an estimated margin of error of +/- 3.1 percentage points, 19 times out of 20.

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