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Two in Ten (21%) Say They'll Have Intimacy in the Morning on Valentine's Day*

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Toronto, ON – Even though Valentine's Day falls on a Monday this year, most Canadian couples aren't letting that detract from the romance they have planned, according to a new Ipsos Reid poll conducted on behalf of Pfizer. In fact, many see the benefit of a Monday V-Day, with three in ten (27%) saying it gets their week off to a good start, relationship-wise. Just 3% of Canadians in a relationship say this isn't the case, while seven in ten (70%) say it makes no difference to their week, relationship-wise, if V-Day is on a Monday or not.

Just 16% of couples say that they'll keep Valentine's Day more casual this year, on account of it falling on a Monday. Nearly half (45%), however, will still make time for romance, while four in ten (39%) say they don't usually do anything for Valentine's Day. Keeping true to the February 14th date, more Canadians will actually celebrate Valentine's Day on the Monday (30%) rather than move their celebration to the weekend (22%) – although one in ten (13%) are taking advantage of the situation and will celebrate it both on the weekend and on the Monday. One in three (35%) couples say they won't celebrate Valentine's Day at all this year.

Three in ten (27%) Canadians say that V-Day falling on a Monday necessitates a little more effort and creativity to set the mood as weekday romance is harder to pull off. But most (73%) Canadians disagree and say they'll get around it by pre-scheduling time together. Canada is set for four straight years of weekday Valentine's Days. While three in ten (27%) say that 'V-Day romance is about to take a dive' in their relationship as a result, most (73%) say that 'weeknight intimacy is harder to plan for but just as hot', so they'll still make time for V-Day.

In fact, two in ten (21%) Canadians in a relationship say they'll be intimate with their partner in the morning on February 14th. Residents of Atlantic Canada (26%), Quebec (25%) British Columbia (23%) are more likely than the national average to say they'll be intimate in the AM on Valentine's Day, while Ontarians (20%), residents of Saskatchewan and Manitoba (14%) and Albertans (13%) are least likely. In fact, one quarter (26%) of Canadians overall say being intimate is better in the AM, as opposed to the PM (74%).

Most (88%) Canadians in a relationship 'agree' (41% strongly/47% somewhat) that they are 'satisfied with how they and their partner have spent V-Day in the past'. Furthermore, four in ten (36%) 'agree' (5% strongly/31% somewhat) that 'V-Day serves a great purpose by helping their relationship'.

But one in three (31%) 'agree' (6% strongly/25% somewhat) that they wish their partner would invest more time planning V-Day than in the past, while slightly more (39%) 'agree' (5% strongly/34% somewhat) that they should invest more time planning for V-Day this year.

In the end, six in ten (63%) 'agree' (28% strongly/36% somewhat) that V-Day is just a bunch of hype and doesn't help their relationship at all'. Four in ten (37%), though, 'disagree' (10% strongly/27% somewhat) with that sentiment.

These are some of the findings of an Ipsos Reid poll conducted between January 24-25, 2011, on behalf of Pfizer. For this survey, a sample of 1,007 adults from Ipsos' Canadian online panel, who are currently in a relationship or married, was interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of this size and a 100% response rate would have an estimated margin of error of +/-3.1 percentage points, 19 times out of 20, of what the results would have been had the entire population of couples in Canada been polled.

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