

**VALENTINE'S DAY – FEBRUARY 2008**

# Dinner at a restaurant is the preferred Valentine's Day gift for Canadians

*While 27% of men will give candy, only 8% of women actually want it*

[VANCOUVER – Feb. 12, 2008] – Valentine's Day is such a popular celebration in Canada that even children take part in it, an Angus Reid Strategies poll has found.

In the online survey of a representative national sample, 59 per cent of respondents plan to celebrate the holiday with their spouse or partner, while 11 per cent will acknowledge their girlfriend or boyfriend, as well as their parents. Almost three-in-ten Canadians (29%) will also acknowledge their children on Feb. 14.

Valentine's Day certainly comes with a price tag, with 83 per cent of respondents—both men and women—planning to give a present on that day. Many women (30%) would like to be invited to dinner at a restaurant, while others choose a spa visit (16%), flowers (18%) or jewelry (10%). Contrary to popular belief, only eight per cent of women like getting chocolates or candy for Valentine's Day.

Most male respondents (45%) are planning to take someone out to dinner on Feb. 14, and 34 per cent will buy flowers. More than one-in-four (27%) are planning to give chocolate and candy to their Valentine date.

The vast majority of respondents agree that electronics, appliances, perfumes, wine and spirits are not appropriate gifts for this holiday.

About half of respondents want to receive an actual gift for Valentine's Day as opposed to a gift card. In fact, 25 per cent of both female and male

**KEY FINDINGS**

- » **83% of Canadians are planning to give a gift on Valentine's Day**
- » **The most popular gift for the holiday is dinner at a restaurant. The least popular: a small appliance**
- » **Dinner (34%), chocolates (32%) and flowers (22%) are the main choices of gift-givers on this date**
- » **Women want to receive a dinner invitation (30%), a spa visit (16%), flowers (18%), or jewelry (10%)**
- » **15% of women would rather receive gift cards than actual presents for Valentine's Day**
- » **But one quarter of them would be upset if they got a gift card on this date**

Full topline results are at the end of this release.

*From February 8 to February 11, 2007, Angus Reid Strategies conducted an online survey among a randomly selected, representative sample of 1,077 adult Canadians. The margin of error for the total sample is +/- 3.0 %, 19 times out of 20. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure a sample representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding.*

respondents would be upset if they received a gift card on this date. Less than 10 per cent are planning on giving someone a gift card.

The vast majority of respondents (76%) like the fact that gift cards give them the freedom to choose what they want. Still, 43 per cent find that the cards are an impersonal and lazy way to give presents.

**Related Releases:**

12.02.07

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<http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=17>

**Valentine's Day**

Which one of these gifts, if any, would be the most appealing to you to receive on Valentine's Day?

	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
<b>Chocolates/candy</b>	7%	5%	8%	7%	8%	10%	0%	7%	8%
<b>Dinner at a restaurant</b>	32%	35%	46%	24%	28%	32%	43%	35%	30%
<b>Electronics</b>	8%	6%	1%	9%	8%	7%	14%	14%	1%
<b>Entertainment or sporting event tickets</b>	6%	6%	10%	1%	4%	7%	10%	8%	4%
<b>Flowers</b>	11%	12%	6%	13%	13%	8%	11%	3%	18%
<b>Jewelry</b>	5%	3%	6%	3%	6%	7%	3%	1%	10%
<b>Perfume/cologne</b>	2%	4%	1%	3%	3%	2%	0%	2%	3%
<b>Small appliances</b>	1%	0%	1%	0%	1%	1%	0%	0%	1%
<b>Spa visit</b>	10%	15%	4%	13%	12%	8%	8%	5%	16%
<b>Wine or other alcohol</b>	5%	4%	2%	13%	6%	3%	1%	8%	1%
<b>None of these</b>	13%	9%	15%	15%	12%	14%	9%	18%	7%

Valentine's Day							
Which one of these gifts, if any, would be the most appealing to you to receive on Valentine's Day?							
	Total	Age			Income		
		18-34	35-54	55+	<\$50K	\$50-99K	\$100K +
Chocolates/candy	7%	4%	9%	7%	7%	8%	5%
Dinner at a restaurant	32%	26%	31%	40%	35%	31%	34%
Electronics	8%	7%	10%	4%	10%	6%	7%
Entertainment or sporting event tickets	6%	7%	5%	6%	5%	8%	5%
Flowers	11%	11%	10%	12%	14%	9%	8%
Jewelry	5%	7%	5%	5%	6%	7%	2%
Perfume/cologne	2%	4%	1%	2%	2%	2%	3%
Small appliances	1%	1%	0%	1%	0%	1%	1%
Spa visit	10%	14%	10%	7%	10%	8%	12%
Wine or other alcohol	5%	6%	5%	3%	3%	4%	9%
None of these	13%	12%	14%	11%	7%	17%	14%

Valentine's Day									
Which of these gifts, if any are you considering giving to someone on Valentine's Day?									
	Total	Region						Gender	
		BC	AB	MB/SK	ONT	PQ	ATL	Male	Female
Chocolates/candy	32%	39%	23%	25%	35%	29%	34%	27%	37%
Dinner at a restaurant	34%	38%	39%	34%	35%	28%	44%	45%	24%
Electronics	2%	1%	1%	2%	3%	2%	0%	1%	3%
Entertainment or sporting event tickets	3%	1%	2%	2%	2%	5%	1%	1%	4%
Flowers	22%	28%	19%	13%	24%	21%	20%	34%	10%
Jewelry	7%	8%	4%	3%	9%	4%	14%	10%	4%
Perfume/cologne	5%	6%	0%	4%	5%	6%	5%	4%	6%
Small appliances	1%	0%	0%	0%	0%	1%	0%	0%	1%
Spa visit	5%	5%	3%	12%	4%	7%	0%	9%	1%
Wine or other alcohol	7%	9%	8%	9%	8%	5%	7%	8%	7%
Other	20%	22%	23%	22%	16%	23%	20%	17%	23%
Not giving gifts	17%	15%	12%	17%	23%	13%	15%	12%	23%

[More tables below]

Valentine's Day							
Which of these gifts, if any are you considering giving to someone on Valentine's Day?							
	Total	Age			Income		
		18-34	35-54	55+	<\$50K	\$50-99K	\$100K +
Chocolates/candy	32%	29%	38%	26%	29%	30%	36%
Dinner at a restaurant	34%	31%	36%	36%	30%	34%	43%
Electronics	2%	2%	3%	0%	3%	2%	2%
Entertainment or sporting event tickets	3%	5%	2%	2%	2%	4%	2%
Flowers	22%	23%	21%	22%	20%	22%	22%
Jewelry	7%	8%	7%	5%	5%	5%	10%
Perfume/cologne	5%	6%	5%	5%	8%	4%	3%
Small appliances	1%	0%	1%	0%	1%	0%	1%
Spa visit	5%	6%	5%	4%	4%	5%	8%
Wine or other alcohol	7%	8%	8%	6%	5%	6%	10%
Other	20%	30%	18%	13%	21%	23%	15%
Not giving gifts	17%	13%	14%	26%	20%	16%	11%

[More tables below]

<b>Valentine's Day</b> Given the choice, would you like to receive an actual item or a gift card on Valentine's Day?			
	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>Actual item</b>	<b>48%</b>	<b>43%</b>	<b>52%</b>
<b>Gift card</b>	<b>16%</b>	<b>17%</b>	<b>15%</b>
<b>Either/ doesn't matter</b>	<b>37%</b>	<b>40%</b>	<b>33%</b>

<b>Valentine's Day</b> Are you planning to give the actual item or a gift card?			
	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>Actual item</b>	<b>71%</b>	<b>70%</b>	<b>72%</b>
<b>Gift card</b>	<b>6%</b>	<b>7%</b>	<b>4%</b>
<b>Both/ some of each</b>	<b>10%</b>	<b>10%</b>	<b>9%</b>
<b>Not sure/ depends</b>	<b>14%</b>	<b>13%</b>	<b>15%</b>

<b>Valentine's Day</b> I will be upset if I get a gift card for Valentine's Day			
	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>Agree (net)</b>	<b>25%</b>	<b>26%</b>	<b>24%</b>
<b>Disagree (net)</b>	<b>75%</b>	<b>14%</b>	<b>76%</b>

<b>Valentine's Day</b> Do you agree or disagree with the following statement? Gift cards are an impersonal and lazy way to give presents			
	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>Agree (net)</b>	<b>43%</b>	<b>45%</b>	<b>41%</b>
<b>Disagree (net)</b>	<b>57%</b>	<b>55%</b>	<b>59%</b>

<b>Valentine's Day</b> Do you agree or disagree with the following statement? I like gift cards because I get to pick out the perfect gift for myself			
	<b>Total</b>	<b>Male</b>	<b>Female</b>
<b>Agree (net)</b>	<b>76%</b>	<b>74%</b>	<b>79%</b>
<b>Disagree (net)</b>	<b>24%</b>	<b>26%</b>	<b>21%</b>

*Angus Reid Strategies is a North American full-service polling and market research firm which is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Strategies team are pioneers in online research methodologies, and have been conducting online surveys since 1995. Located in Vancouver, Calgary, Toronto, and Montreal, our team of specialists provides solutions across every type and sector of research.*

*Angus Reid Strategies polls are conducted using the Angus Reid Forum online panel ([www.angusreidforum.com](http://www.angusreidforum.com)), which is recruited via an industry-leading process that incorporates a randomized, widespread invitation approach and a triple opt-in screening procedure. The panel is maintained through state-of-the-art sampling techniques and frequent verifications of personal identity, contact information, and demographic characteristics. This premier online survey platform presents respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses.*

*Angus Reid Strategies has been successful in predicting the outcome of this year's provincial elections in:*

*Quebec: <http://www.angusreidstrategies.com/index.cfm?fuseaction=news&newsid=37>*

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*More information on the way Angus Reid Strategies conducts public opinion research can be found at <http://www.angusreidstrategies.com/uploads/pages/pdfs/ARS.ARF.WP.pdf>*

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**For more information, please contact  
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:  
[www.angusreidstrategies.com](http://www.angusreidstrategies.com)**