

NEWS RELEASE



About Two-Thirds Say Valentine's Not Important

More than three-quarters don't consider it a holiday

Toronto, Feb 12th - In a random sampling of public opinion taken by The Forum Poll™ among 1117 Canadians 18 years of age or older, 8 in 10 (80%) Canadians say they don't think that Valentine's Day is a holiday.

About one-fifth (20%) do consider Valentine's Day a holiday.

Respondents who are single are more likely to consider Valentine's Day as a holiday than those who are married. About a third (30%) of single respondents consider Valentine's Day a holiday, while only about one-sixth (14%) of married respondents felt the same.

6 in 10 do not think that Valentine's Day is important

The majority of Canadians (BTM2: 61%) say that Valentine's Day is not important to them with 1 in 4 (27%) reporting that it is not very important, and 1 in 3 (34%) reporting that it is not important at all. There was no difference in the responses based on gender, with men and women reporting similar results.

4 in 10 (TOP2: 38%) reported that Valentine's Day is important to them with 1 in 4 (24%) reporting that it is somewhat important while roughly 1 in 7 (14%) reporting that it is very important.

Those who are single or divorced were more likely to report that Valentine's Day was not important to them than those who are in a relationship.

Over 6 in 10 of those who are single (BTM2: 68%) and divorced (BTM2: 66%) did not consider Valentine's Day important. 5 in 10 (51%) of those in a relationship felt the same.

Married people are less likely to give gifts

Over 7 in 10 (76%) of those who are divorced, 8 in 10 (80%) of those who are in a relationship and nearly 9 in 10 (86%) of those who are common law plan to give a gift this year. However, just over 6 in 10 (64%) of those who are married plan to give a gift.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

"The majority of Canadians say Valentine's Day isn't important to them," said Lorne Bozinoff, President of Forum Research. "Interestingly, more than three-quarters don't even consider Valentine's a holiday."



180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

Younger Canadians and parents more likely to celebrate Valentine's Day

About 1 in 2 (53%) say they do not usually celebrate Valentine's Day.

1 in 2 (53%) of those aged between 18 – 34 said they usually celebrate Valentine's Day. Older Canadians are less likely to say they celebrate Valentine's Day, with only 2 in 5 (40%) of those aged between 45-54 celebrating Valentine's Day.

Canadians with children are more likely to celebrate Valentine's Day, with almost two-thirds (59%) of those with children usually celebrating Valentine's Day compared to 2 in 5 (42%) without children.

The majority of those in a relationship (57%) and common-law relationships (56%) celebrate Valentine's Day, while about half (50%) of those who are married also celebrate.

Nearly 6 in 10 of those who are single (62%) or divorced (58%) do not usually celebrate Valentine's Day.

The plurality expect to spend the most on food

Expectations for potential Valentine's Day gifts varied. 36% of Canadians expect to spend the most on a meal, 15% on chocolate or candy, 10% on flowers, 6% on jewelry, 4% on clothing, 4% on gift card, 23% on something else.

Majority will not post about their Valentine's Day plans on social media

Over 8 in 10 (86%) Canadians will not post about Valentine's Day, while (14%) stated otherwise. Unsurprisingly, nearly 1 in 4 (23%) younger respondents between the ages of 18-34 will post about their Valentine's Day compared to 1 in 10 (10%) of those between 35-44.

Of those who do plan to post about their plans, 41% will post about their significant other, 32% will post about Valentine's Day in general, 17% will post the gift they receive and 9% will post about the gift they are giving.

The best opportunity to show you care?

4 in 10 (BTM2: 43%) do not agree that Valentine's Day is an opportunity to demonstrate how much they care. 3 in 10 (TOP2: 32%) do agree that Valentine's Day is an opportunity to demonstrate how much they care while 1 in 4 (25%) neither agree nor disagree.

44% (TOP2) of those who are divorced agree that Valentine's Day is an opportunity to demonstrate how much they care while only 31% (TOP2) of those who are married stated the same.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603



**FORUM
RESEARCH**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

Majority believe Valentine's Day is a commercial holiday

More than half (57%) agree that Valentine's Day is more or less a commercial holiday, while 1 in 4 (26%) do not. 1 in 5 (17%) neither agree nor disagree.

Women were slightly more likely to believe Valentine's Day is a commercial holiday than men with (TOP2: 60%) of women agreeing compared to (TOP2: 55%) of men.

"The majority of Canadians say Valentine's Day isn't important to them," said Lorne Bozinoff, President of Forum Research. "Interestingly, more than three-quarters don't even consider Valentine's a holiday."

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603



**FORUM
RESEARCH**

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1117 randomly selected Canadians across the country. The poll was conducted on February 6 and 7, 2019.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Actual results depend on a Candidate's ability to get their voters out. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at forumpoll.com.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Importance of Valentine's Day

Overall, how important is Valentine's Day to you?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1117	273	177	166	208	261	439	618
NET: TOP2	38	41	38	34	38	39	38	38
NET: BTM2	61	59	61	65	59	61	61	61
Very important	14	15	10	11	15	15	14	12
Somewhat important	24	26	28	23	23	23	24	26
Not very important	27	28	25	29	28	26	26	29
Not important at all	34	31	37	36	32	35	35	32

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1117	169	177	134	106	97	168
NET: TOP2	38	40	45	35	38	35	33
NET: BTM2	61	58	55	65	59	63	66
Very important	14	16	18	13	17	13	7
Somewhat important	24	25	27	22	21	22	26
Not very important	27	21	27	33	26	28	34
Not important at all	34	37	28	32	33	35	32
Not sure	1	2	0	0	3	2	1

Children

%	Total	Yes	No
Sample	1117	314	803
NET: TOP2	38	41	37
NET: BTM2	61	58	62
Very important	14	14	13
Somewhat important	24	27	23
Not very important	27	26	27
Not important at all	34	32	35



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1117	232	296	392	197
NET: TOP2	38	47	39	34	34
NET: BTM2	61	52	60	65	65
Very important	14	20	14	9	14
Somewhat important	24	27	25	25	19
Not very important	27	21	28	32	22
Not important at all	34	30	31	33	44

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	1117	250	202	97	378	65	119
NET: TOP2	38	30	49	40	41	32	27
NET: BTM2	61	68	51	60	58	66	72
Very important	14	14	16	18	13	8	9
Somewhat important	24	16	33	22	28	25	18
Not very important	27	25	23	29	29	29	30
Not important at all	34	43	27	32	29	37	42



Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1117	95	272	404	80	124	142
NET: TOP2	38	39	40	37	37	41	34
NET: BTM2	61	60	56	62	63	59	66
Very important	14	15	13	14	6	13	15
Somewhat important	24	24	27	23	31	28	18
Not very important	27	29	32	25	18	22	30
Not important at all	34	31	24	37	45	37	36

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Celebrating Valentine's Day

Would you say you usually celebrate Valentine's Day?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1117	273	177	166	208	261	439	618
Yes	47	53	48	40	45	46	48	46
No	53	47	52	60	55	54	52	54

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1117	169	177	134	106	97	168
Yes	47	49	44	46	41	56	56
No	53	51	56	54	59	44	44

Children

%	Total	Yes	No
Sample	1117	314	803
Yes	47	59	42
No	53	41	58

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1117	232	296	392	197
Yes	47	51	46	44	49
No	53	49	54	56	51

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	1117	250	202	97	378	65	119
Yes	47	38	57	56	50	42	35
No	53	62	43	44	50	58	65

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1117	95	272	404	80	124	142
Yes	47	54	50	43	46	50	48
No	53	46	50	57	54	50	52



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Likeliness to celebrate

This year, how likely are you to celebrate Valentine's Day?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1117	273	177	166	208	261	439	618
NET: TOP2	38	43	43	33	39	32	41	35
NET: BTM2	58	52	54	65	59	62	56	60
Very likely	22	29	22	15	17	22	24	20
Somewhat likely	16	14	21	18	21	10	17	15
Not very likely	16	15	13	17	15	19	15	17
Not likely at all	42	37	41	48	43	43	40	43

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1117	169	177	134	106	97	168
NET: TOP2	38	31	38	38	38	40	46
NET: BTM2	58	64	57	58	61	56	51
Very likely	22	15	23	25	25	25	24
Somewhat likely	16	15	16	13	13	16	22
Not very likely	16	11	18	17	20	13	16
Not likely at all	42	52	39	41	41	43	35

Children

%	Total	Yes	No
Sample	1117	314	803
NET: TOP2	38	48	34
NET: BTM2	58	48	62
Very likely	22	28	19
Somewhat likely	16	20	14
Not very likely	16	14	16
Not likely at all	42	33	46



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1117	232	296	392	197
NET: TOP2	38	40	36	38	37
NET: BTM2	58	53	61	58	59
Very likely	22	22	25	19	22
Somewhat likely	16	18	11	19	15
Not very likely	16	12	19	17	12
Not likely at all	42	41	42	40	47

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	1117	250	202	97	378	65	119
NET: TOP2	38	22	49	50	46	18	27
NET: BTM2	58	74	46	48	51	76	65
Very likely	22	12	31	35	25	10	12
Somewhat likely	16	9	18	15	21	8	15
Not very likely	16	16	14	13	17	20	14
Not likely at all	42	59	32	35	33	56	51

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1117	95	272	404	80	124	142
NET: TOP2	38	43	39	37	30	39	37
NET: BTM2	58	53	58	58	65	57	57
Very likely	22	24	22	23	20	20	20
Somewhat likely	16	19	18	14	10	19	17
Not very likely	16	13	16	16	21	13	18
Not likely at all	42	40	42	43	44	43	39



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Plans

How likely are you to be the one that makes the bulk of the plans for Valentine's Day?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	416	118	76	54	79	81	182	216
NET: TOP2	78	74	74	80	81	84	78	79
NET: BTM2	22	26	26	20	19	16	22	21
Very likely	38	37	32	44	29	52	37	40
Somewhat likely	40	37	42	35	52	32	41	39
Not very likely	13	16	18	11	11	5	11	14
Not likely at all	9	11	7	9	7	11	11	7

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	416	51	65	51	39	39	77
NET: TOP2	78	73	80	82	80	79	75
NET: BTM2	22	27	20	18	20	21	25
Very likely	38	33	43	39	55	37	30
Somewhat likely	40	39	37	43	26	42	45
Not very likely	13	15	9	10	14	18	15
Not likely at all	9	12	11	8	6	3	11

Children

%	Total	Yes	No
Sample	416	148	268
NET: TOP2	78	81	76
NET: BTM2	22	19	24
Very likely	38	37	40
Somewhat likely	40	44	37
Not very likely	13	10	14
Not likely at all	9	9	10



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	416	87	104	151	74
NET: TOP2	78	76	89	77	66
NET: BTM2	22	24	11	23	34
Very likely	38	41	49	31	36
Somewhat likely	40	36	39	47	31
Not very likely	13	15	6	13	18
Not likely at all	9	8	5	10	15

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	416	56	98	47	171	13	30
NET: TOP2	78	76	74	81	79	84	80
NET: BTM2	22	24	26	19	21	16	20
Very likely	38	43	37	29	40	46	38
Somewhat likely	40	33	37	52	39	38	42
Not very likely	13	11	16	7	14	8	7
Not likely at all	9	12	10	12	7	8	14

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	416	39	105	147	23	48	54
NET: TOP2	78	79	81	74	67	85	82
NET: BTM2	22	21	19	26	33	15	18
Very likely	38	45	32	43	24	49	30
Somewhat likely	40	34	49	31	43	36	52
Not very likely	13	10	10	14	18	15	11
Not likely at all	9	11	9	13	15	0	7



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Is it a holiday?

In your opinion, is Valentine's Day a holiday, or not?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1117	273	177	166	208	261	439	618
Yes	20	33	14	13	15	18	18	20
No	80	67	86	87	85	82	82	80

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1117	169	177	134	106	97	168
Yes	20	29	28	15	19	17	11
No	80	71	72	85	81	83	89

Children

%	Total	Yes	No
Sample	1117	314	803
Yes	20	21	20
No	80	79	80

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1117	232	296	392	197
Yes	20	29	23	15	18
No	80	71	77	85	82

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	1117	250	202	97	378	65	119
Yes	20	30	22	23	14	17	18
No	80	70	78	77	86	83	82

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1117	95	272	404	80	124	142
Yes	20	25	9	20	24	26	32
No	80	75	91	80	76	74	68



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Gift-giving

Do you plan to give a gift for Valentine's Day?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	416	118	76	54	79	81	182	216
Yes	71	77	70	76	65	60	75	68
No	29	23	30	24	35	40	25	32

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	416	51	65	51	39	39	77
Yes	71	69	79	75	72	62	69
No	29	31	21	25	28	38	31

Children

%	Total	Yes	No
Sample	416	148	268
Yes	71	75	68
No	29	25	32

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	416	87	104	151	74
Yes	71	74	76	71	59
No	29	26	24	29	41

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	416	56	98	47	171	13	30
Yes	71	68	80	86	64	76	60
No	29	32	20	14	36	24	40

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	416	39	105	147	23	48	54
Yes	71	70	70	72	70	69	71
No	29	30	30	28	30	31	29



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Spending

In total, how much do you think you will spend on Valentine's Day this year?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	416	118	76	54	79	81	182	216
Less than \$100.00	71	64	76	77	77	69	66	77
\$100.00 to \$200.00	19	25	14	20	15	19	22	17
More than \$200.00 but less than \$300.00	4	4	4	3	1	5	4	3
\$300.00 to \$500.00	3	4	3	0	4	3	5	1
More than \$500.00 but less than \$1000.00	1	0	3	0	0	0	1	0
\$1000.00 or more	2	3	0	0	3	4	2	2

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	416	51	65	51	39	39	77
Less than \$100.00	71	65	72	69	70	72	75
\$100.00 to \$200.00	19	22	15	22	18	24	17
More than \$200.00 but less than \$300.00	4	5	5	4	5	2	1
\$300.00 to \$500.00	3	2	0	5	7	0	7
More than \$500.00 but less than \$1000.00	1	0	4	0	0	0	0
\$1000.00 or more	2	6	4	0	0	2	0

Children

%	Total	Yes	No
Sample	416	148	268
Less than \$100.00	71	71	71
\$100.00 to \$200.00	19	19	19
More than \$200.00 but less than \$300.00	4	3	4
\$300.00 to \$500.00	3	2	4
More than \$500.00 but less than \$1000.00	1	1	0
\$1000.00 or more	2	3	2



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	416	87	104	151	74
Less than \$100.00	71	65	66	77	75
\$100.00 to \$200.00	19	21	23	17	17
More than \$200.00 but less than \$300.00	4	6	5	2	3
\$300.00 to \$500.00	3	2	4	4	1
More than \$500.00 but less than \$1000.00	1	2	0	0	0
\$1000.00 or more	2	3	2	0	4

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	416	56	98	47	171	13	30
Less than \$100.00	71	82	65	67	73	85	68
\$100.00 to \$200.00	19	6	25	20	20	8	21
More than \$200.00 but less than \$300.00	4	2	5	6	3	0	7
\$300.00 to \$500.00	3	2	4	5	3	8	0
More than \$500.00 but less than \$1000.00	1	2	0	0	0	0	4
\$1000.00 or more	2	7	1	3	2	0	0

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	416	39	105	147	23	48	54
Less than \$100.00	71	66	81	65	64	72	76
\$100.00 to \$200.00	19	22	14	23	29	20	11
More than \$200.00 but less than \$300.00	4	3	2	5	0	2	6
\$300.00 to \$500.00	3	6	1	3	7	2	3
More than \$500.00 but less than \$1000.00	1	0	1	0	0	0	2
\$1000.00 or more	2	3	1	3	0	4	2



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Purchases

Which of the following do you expect to spend the most on this year?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	416	118	76	54	79	81	182	216
A meal	36	32	35	52	42	29	37	36
Flowers	10	10	10	8	10	12	14	5
Chocolate or candy	15	12	24	14	15	13	11	21
Jewelry	6	9	3	6	2	10	10	3
Clothing	4	6	5	3	1	3	1	7
Gift card	4	3	0	1	6	12	4	5
Something else	23	27	23	15	25	21	22	23

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	416	51	65	51	39	39	77
A meal	36	24	37	41	38	46	46
Flowers	10	9	7	12	13	16	7
Chocolate or candy	15	23	7	14	9	17	18
Jewelry	6	8	10	4	10	6	5
Clothing	4	8	5	4	3	3	2
Gift card	4	4	10	5	2	0	3
Something else	23	25	23	20	26	12	19

Children

%	Total	Yes	No
Sample	416	148	268
A meal	36	35	38
Flowers	10	8	12
Chocolate or candy	15	17	14
Jewelry	6	8	5
Clothing	4	5	3
Gift card	4	4	5
Something else	23	24	23



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	416	87	104	151	74
A meal	36	26	41	37	40
Flowers	10	12	8	11	10
Chocolate or candy	15	14	15	20	8
Jewelry	6	10	9	3	6
Clothing	4	4	3	4	5
Gift card	4	9	3	4	2
Something else	23	25	21	21	28

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	416	56	98	47	171	13	30
A meal	36	20	42	42	36	53	33
Flowers	10	15	4	7	15	0	8
Chocolate or candy	15	28	13	11	14	16	17
Jewelry	6	9	6	2	7	9	7
Clothing	4	4	6	4	3	8	3
Gift card	4	9	3	6	3	0	8
Something else	23	16	26	29	23	15	25

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	416	39	105	147	23	48	54
A meal	36	58	43	36	39	27	21
Flowers	10	5	8	10	8	8	22
Chocolate or candy	15	9	20	15	4	18	15
Jewelry	6	3	4	8	7	10	5
Clothing	4	5	6	2	6	2	5
Gift card	4	2	5	3	7	6	6
Something else	23	16	14	26	30	31	26



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Social Media

Will you post about your Valentine's Day on social media?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1117	273	177	166	208	261	439	618
Yes	14	23	10	8	10	12	12	14
No	86	77	90	92	90	88	88	86

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1117	169	177	134	106	97	168
Yes	14	21	16	9	9	16	11
No	86	79	84	91	91	84	89

Children

%	Total	Yes	No
Sample	1117	314	803
Yes	14	17	12
No	86	83	88

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1117	232	296	392	197
Yes	14	22	12	12	11
No	86	78	88	88	89

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	1117	250	202	97	378	65	119
Yes	14	14	17	13	13	9	11
No	86	86	83	87	87	91	89

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1117	95	272	404	80	124	142
Yes	14	19	10	14	16	11	18
No	86	81	90	86	84	89	82



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Posting on social media

Which of the following are you most likely to post about for Valentine's Day on social media?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	148	65	19	13	20	29	56	78
I will post the gift I am giving	9	7	10	0	13	14	13	4
I will post the gift I receive	17	20	9	28	14	11	11	21
I will post about my significant other	41	45	43	22	44	41	41	41
I will post about Valentine's Day in general	32	27	37	50	29	34	34	34

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	148	35	25	13	10	15	19
I will post the gift I am giving	9	15	5	9	0	13	6
I will post the gift I receive	17	30	12	6	10	0	30
I will post about my significant other	41	31	63	23	58	39	32
I will post about Valentine's Day in general	32	24	21	62	32	47	32



Children

%	Total	Yes	No
Sample	148	54	94
I will post the gift I am giving	9	8	10
I will post the gift I receive	17	25	13
I will post about my significant other	41	40	42
I will post about Valentine's Day in general	32	27	35

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	148	47	35	45	21
I will post the gift I am giving	9	10	7	9	14
I will post the gift I receive	17	27	15	9	16
I will post about my significant other	41	39	55	41	25
I will post about Valentine's Day in general	32	24	23	42	44

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	148	37	34	12	47	5	12
I will post the gift I am giving	9	11	8	10	7	0	22
I will post the gift I receive	17	14	23	16	8	37	34
I will post about my significant other	41	16	39	61	62	19	34
I will post about Valentine's Day in general	32	59	30	14	23	44	10

Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	148	17	27	53	13	13	25
I will post the gift I am giving	9	0	12	11	14	7	7
I will post the gift I receive	17	12	10	20	24	23	14
I will post about my significant other	41	60	26	44	48	25	43
I will post about Valentine's Day in general	32	28	52	25	14	45	36



180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Opportunity to show how much you care

Do you agree or disagree that Valentine's Day is an opportunity to demonstrate how much you care?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1117	273	177	166	208	261	439	618
NET: TOP2	32	33	29	29	32	36	35	32
NET: BTM2	43	45	41	47	45	38	44	40
Strongly agree	12	12	9	9	12	16	14	10
Somewhat agree	20	21	20	20	20	20	21	22
Neither agree nor disagree	25	22	29	25	23	27	22	28
Somewhat disagree	16	15	12	16	21	14	16	15
Strongly disagree	27	30	29	31	24	24	28	25

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1117	169	177	134	106	97	168
NET: TOP2	32	34	35	28	38	31	31
NET: BTM2	43	49	39	43	40	47	46
Strongly agree	12	11	15	7	14	14	11
Somewhat agree	20	23	20	21	24	17	19
Neither agree nor disagree	25	17	26	29	23	22	23
Somewhat disagree	16	12	17	22	17	13	18
Strongly disagree	27	36	22	21	23	33	29

Children

%	Total	Yes	No
Sample	1117	314	803
NET: TOP2	32	29	34
NET: BTM2	43	47	41
Strongly agree	12	9	13
Somewhat agree	20	20	21
Neither agree nor disagree	25	24	25
Somewhat disagree	16	14	16
Strongly disagree	27	33	25



NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1117	232	296	392	197
NET: TOP2	32	31	35	34	27
NET: BTM2	43	45	39	40	52
Strongly agree	12	13	14	13	6
Somewhat agree	20	17	22	21	21
Neither agree nor disagree	25	25	26	27	21
Somewhat disagree	16	16	15	15	18
Strongly disagree	27	29	24	25	34

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	1117	250	202	97	378	65	119
NET: TOP2	32	28	35	35	31	44	34
NET: BTM2	43	47	41	39	45	29	38
Strongly agree	12	11	13	14	13	10	8
Somewhat agree	20	17	21	21	18	33	25
Neither agree nor disagree	25	25	25	26	24	27	28
Somewhat disagree	16	17	16	10	16	12	17
Strongly disagree	27	30	24	29	29	18	22



Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1117	95	272	404	80	124	142
NET: TOP2	32	36	38	29	36	32	29
NET: BTM2	43	46	33	44	44	47	48
Strongly agree	12	12	12	13	15	11	10
Somewhat agree	20	24	26	16	21	21	19
Neither agree nor disagree	25	18	29	27	20	21	23
Somewhat disagree	16	20	12	16	13	15	21
Strongly disagree	27	26	20	29	31	32	27

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Commercial holiday opinions

Do you agree or disagree that Valentine's Day is a more or less a commercial holiday?

Age/gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1117	273	177	166	208	261	439	618
NET: TOP2	57	58	66	63	58	46	55	60
NET: BTM2	26	28	22	20	22	33	27	23
Strongly agree	35	37	43	37	32	29	33	36
Somewhat agree	22	21	23	27	26	17	23	23
Neither agree nor disagree	17	14	12	17	20	22	17	17
Somewhat disagree	12	10	10	14	13	15	13	12
Strongly disagree	14	18	12	6	9	18	14	11

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1117	169	177	134	106	97	168
NET: TOP2	57	42	56	51	65	66	65
NET: BTM2	26	43	29	29	15	24	18
Strongly agree	35	24	30	30	39	44	43
Somewhat agree	22	17	26	21	26	22	22
Neither agree nor disagree	17	16	15	20	20	11	17
Somewhat disagree	12	13	16	19	7	14	8
Strongly disagree	14	29	13	10	8	10	10



Children

%	Total	Yes	No
Sample	1117	314	803
NET: TOP2	57	61	56
NET: BTM2	26	24	26
Strongly agree	35	34	36
Somewhat agree	22	27	20
Neither agree nor disagree	17	15	18
Somewhat disagree	12	9	14
Strongly disagree	14	16	13

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
 lbozinoff@forumresearch.com
 416.960.9603

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1117	232	296	392	197
NET: TOP2	57	45	52	66	62
NET: BTM2	26	37	30	17	23
Strongly agree	35	24	31	41	41
Somewhat agree	22	21	20	25	21
Neither agree nor disagree	17	18	18	17	14
Somewhat disagree	12	14	16	9	11
Strongly disagree	14	23	14	8	12

Relationship Status

%	Total	Single	In a relationship	Common law	Married	Divorced	Other
Sample	1117	250	202	97	378	65	119
NET: TOP2	57	52	60	57	61	60	49
NET: BTM2	26	32	22	24	23	19	36
Strongly agree	35	34	35	38	36	35	33
Somewhat agree	22	18	25	20	25	25	17
Neither agree nor disagree	17	16	18	18	16	20	15
Somewhat disagree	12	13	11	12	12	11	16
Strongly disagree	14	18	12	12	11	9	20



Region

%	Total	ATL	QC	ON	MB/SK	AB	BC
Sample	1117	95	272	404	80	124	142
NET: TOP2	57	54	56	57	51	61	62
NET: BTM2	26	28	21	29	30	23	25
Strongly agree	35	29	28	38	32	38	39
Somewhat agree	22	25	28	19	19	23	23
Neither agree nor disagree	17	18	24	14	19	16	13
Somewhat disagree	12	16	10	13	8	13	12
Strongly disagree	14	12	10	15	21	10	14

180 Bloor Street W., #1400
 Toronto, ON M5S 2V6
 T 416.960.9600
 F 416.960.9602
 forumresearch.com

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603



180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com