

Leger

REPORT

Valentine's Day

Survey of Canadians



THE
CANADIAN
PRESS

DATE 2024-02-13



Methodology



Method

Online survey among respondents 18 years of age or older.

(Canadian sample: n= 1,579).

Respondents had the option of completing the survey in English or in French and were randomly recruited using LEO's online panel.



When

February 9 to February 11, 2024



Margin of error

For comparison purposes, a probability sample of this size yields a margin of error no greater than $\pm 2.46\%$, (19 times out of 20) for the Canadian sample.



Weighting

Results were weighted according to **age, gender, mother tongue, region, education and presence of children in the household** in order to ensure a representative sample of the Canadian population.

Methodology



Significant differences

Data in bold **red** characters indicate a significantly lower proportion than that of other respondents. Conversely, data in bold **green** characters indicate a significantly higher proportion than that of other respondents.



Rounded data

The numbers presented have been rounded up. However, the numbers before rounding were used to calculate the sums presented and might therefore not correspond to the manual addition of these numbers.



Questions

Have questions about the data presented in this report? Please contact Christian Bourque, Executive Vice-President, Eastern Canada at the following e-mail addresses: cbourque@leger360.com

A more detailed methodology is presented in the Appendix.

Methodology

Leger is the polling firm that has presented the most accurate election survey data, on average, over the last ten years in Canada. During the last federal election in 2021, Leger was once again **the most accurate firm in the country**. This accuracy is attributed to the quality of the LEO panel and rigorous application of methodological rules by Leger's 600 employees, including 200 professionals in Leger's eight offices across Canada (Montreal, Toronto, Quebec City, Winnipeg, Calgary, Edmonton and Vancouver) and in the United States (New York).

Poll aggregator 338Canada.com gave Leger the highest rating among all polling firms in Canada for the accuracy of its studies. See <https://338canada.com/pollster-ratings.htm>

2021 CANADIAN FEDERAL ELECTION



LEGER SURVEY

Published in *Le Journal de Montréal*
and *The National Post/Postmedia*
September 18, 2021

33%	32%	19%	7%	6%	2%
33.7%	32.6%	17.8%	7.7%	5.0%	2.3%

OFFICIAL RESULTS

2021 Canadian Federal Election*

Key Highlights

From February 9 to 11, 2024, we surveyed Canadians to find out their habits when it comes to celebrating Valentine's Day

Some of the key highlights of our survey about Valentine's Day include...

- On average, Canadians celebrating Valentine's Day will spend \$97.80 this year. Men tend to spend more than women for this holiday (\$111 for men versus \$80.80 for women).
- Two-thirds of Canadians (65%) planning to spend money for Valentine's Day will do so for their significant others, 22% for their family, 21% for their children, and 10% for themselves.
- Nearly half (48%) will spend on gifts, 40% on dining out, and 32% on doing something special at home.
- A large majority of Canadians (87%) believe that Valentine's Day is overly commercialized.

REPORT

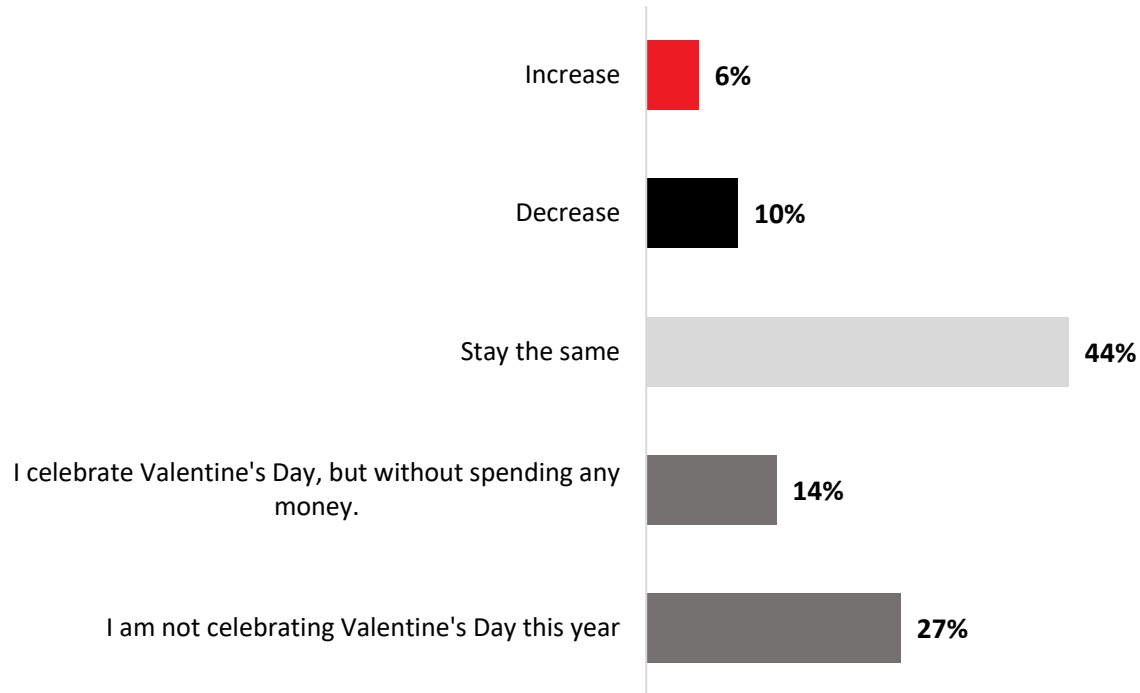
Detailed Results



Valentine's Day Spending Compared to Last Year (1/2)

Q2. How does your spending for Valentine's Day this year compare to last year?

Base: All respondents (n=1,579)



Valentine's Day Spending Compared to Last Year (2/2)

Q2. How does your spending for Valentine's Day this year compare to last year?

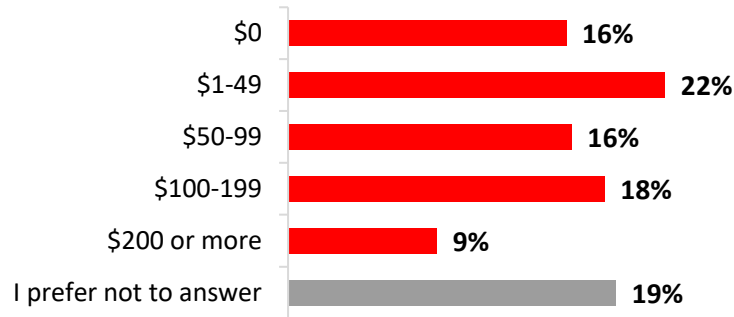
Base: All respondents

	Total Canada	Male	Female	18-34	35-54	55+	Relationship Status				
							Total in a Relationship	Married	In common-law	Dating	Single
Weighted n=	1,579	767	812	417	510	652	1,047	666	113	268	532
Unweighted n=	1,579	780	799	414	561	604	1,060	681	109	270	519
Increase	6%	7%	4%	13%	3%	2%	7%	5%	18%	6%	3%
Decrease	10%	9%	11%	13%	12%	6%	12%	9%	17%	18%	5%
Stay the same	44%	51%	39%	40%	47%	45%	49%	53%	37%	44%	36%
I celebrate Valentine's Day, but without spending any money.	14%	12%	16%	14%	13%	14%	18%	17%	18%	19%	6%
I am not celebrating Valentine's Day this year	27%	22%	31%	20%	24%	34%	15%	17%	9%	13%	50%

Average Spending for Valentine's Day

Q3. What is your estimated budget for Valentine's Day celebrations this year?

Base: Respondents who celebrate Valentine's day (n=940)



Average spending for Valentine's Day* :

\$97.8

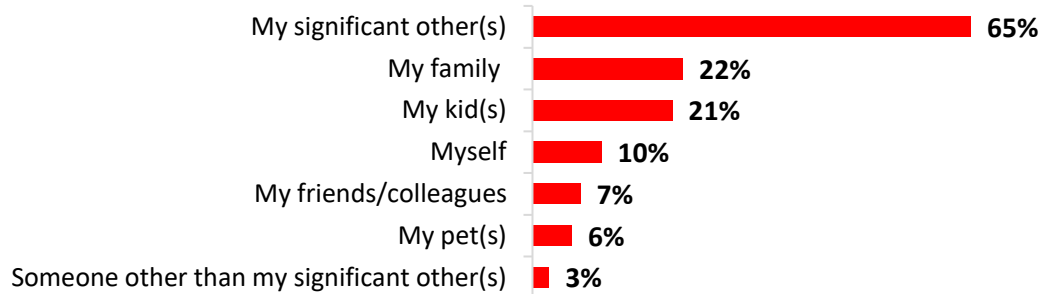
							Relationship Status				
	Total Canada	Male	Female	18-34	35-54	55+	Total in a Relationship	Married	In common-law	Dating	Single
Weighted n=	941	505	436	276	321	344	708	442	82	184	233
Unweighted n=	940	507	433	272	350	318	715	460	73	182	225
0\$	16%	12%	20%	11%	16%	20%	11%	13%	5%	7%	32%
1-49\$	22%	19%	25%	22%	22%	21%	22%	23%	15%	24%	20%
50-99\$	16%	16%	16%	17%	18%	15%	19%	16%	25%	23%	9%
100-199\$	18%	22%	14%	17%	19%	19%	22%	22%	27%	19%	8%
200\$ or more	9%	11%	6%	12%	9%	6%	9%	10%	12%	8%	6%
I prefer not to answer	19%	19%	19%	21%	16%	20%	17%	16%	17%	19%	25%
Average	97,8	111,0	80,8	109,6	100,4	84,4	99,6	105,8	106,6	82,1	88,8

*The average excludes Canadians who said they spend \$0.

Valentine's Day Gifts Planned

Q4. Who do you plan to spend money on for this Valentine's Day?

Base: Respondents who will spend money for Valentine's day (n=635)

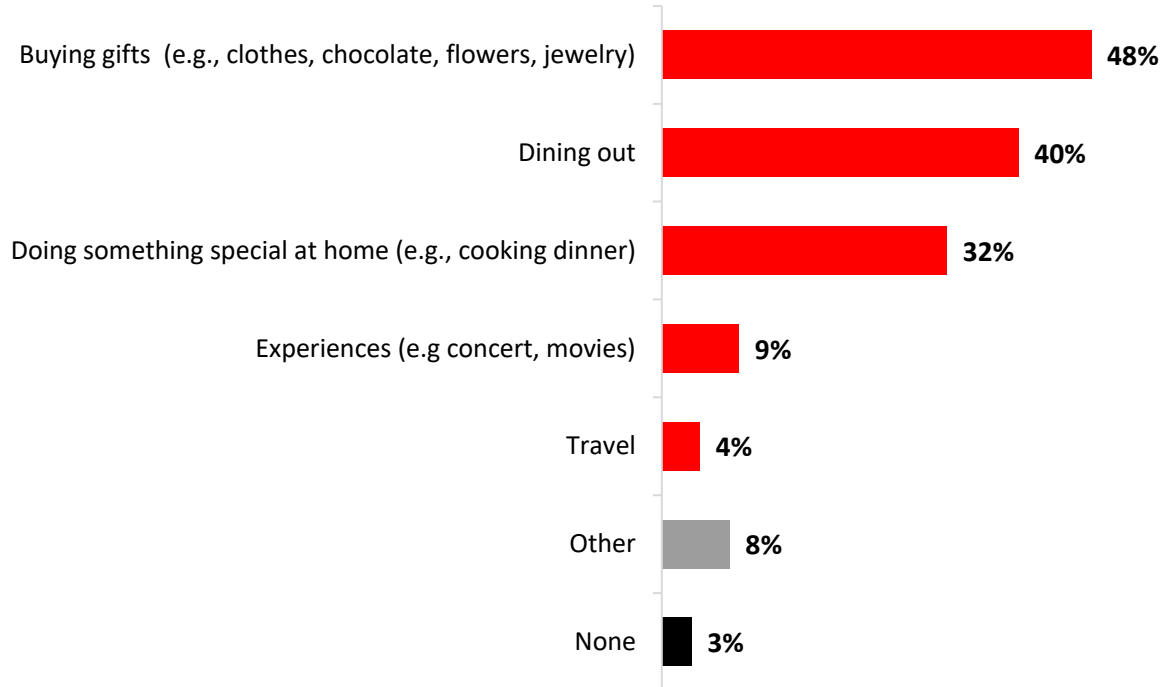


	Total Canada	Relationship Status				
		Total in a Relationship	Married	In common-law	Dating	Single
Weighted n=	611	511	311	64	137	100
Unweighted n=	635	534	334	61	139	101
My significant other(s)	65%	78%	74%	82%	84%	0%
My family	22%	20%	22%	16%	16%	36%
My kid(s)	21%	22%	27%	8%	16%	14%
Myself	10%	6%	5%	5%	6%	34%
My friends/colleagues	7%	3%	4%	1%	2%	28%
My pet(s)	6%	5%	3%	2%	10%	12%
Someone other than my significant other(s)	3%	3%	2%	5%	3%	0%

Planned Activities and Gifts for Valentine's Day (1/2)

Q5. What activities or gifts are you planning for this Valentine's Day?

Base: Respondents who will spend money for Valentine's day (n=635)



Planned Activities and Gifts for Valentine's Day (1/2)

Q5. What activities or gifts are you planning for this Valentine's Day?

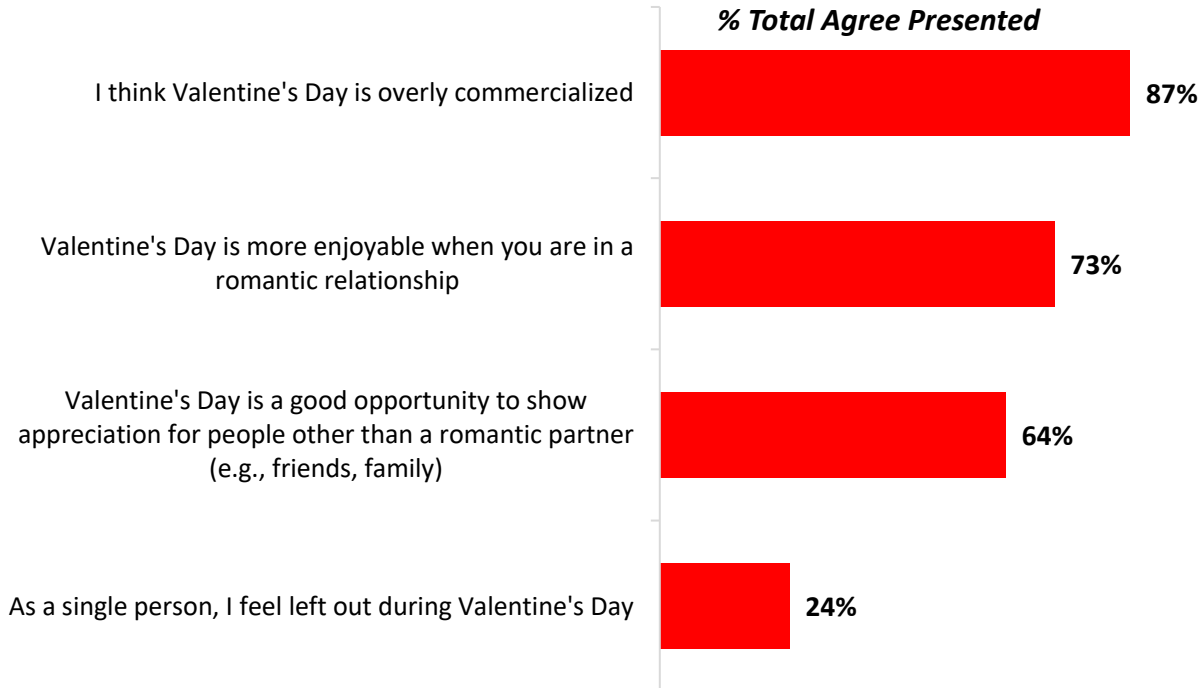
Base: Respondents who will spend money for Valentine's day

	Total Canada	Male	Female	18-34	35-54	55+	Relationship Status				
							Total in a Relationship	Married	In common-law	Dating	Single
Weighted n=	611	345	266	188	217	206	511	311	64	137	100
Unweighted n=	635	357	278	196	242	197	534	334	61	139	101
Buying gifts (e.g., clothes, chocolate, flowers, jewelry)	48%	45%	51%	51%	49%	43%	48%	48%	48%	46%	47%
Dining out	40%	45%	32%	43%	35%	41%	41%	40%	58%	38%	30%
Doing something special at home (e.g., cooking dinner)	32%	25%	40%	39%	30%	26%	32%	30%	34%	37%	28%
Experiences (e.g concert, movies)	9%	9%	8%	16%	8%	3%	9%	8%	17%	7%	9%
Travel	4%	4%	4%	9%	2%	2%	3%	4%	1%	2%	10%
Other	8%	6%	10%	5%	9%	9%	6%	5%	2%	12%	13%
None	3%	3%	3%	3%	4%	4%	3%	3%	4%	2%	6%

Perceptions and Attitudes Toward Valentine's Day (1/2)

Q6. To what extent do you agree with the following statements?

Base: All respondents (n=1,579)



Perceptions and Attitudes Toward Valentine's Day (2/2)

Q6. To what extent do you agree with the following statements?

Base: All respondents

% Total Agree Presented	Total Canada	Male	Female	18-34	35-54	55+	Relationship Status				
							Total in a Relationship	Married	In common-law	Dating	Single
Weighted n=	1,579	767	812	417	510	652	1,047	666	113	268	532
Unweighted n=	1,579	780	799	414	561	604	1,060	681	109	270	519
I think Valentine's Day is overly commercialized	87%	84%	89%	82%	87%	90%	88%	88%	87%	91%	83%
Valentine's Day is more enjoyable when you are in a romantic relationship	73%	78%	69%	76%	70%	74%	75%	72%	84%	76%	71%
Valentine's Day is a good opportunity to show appreciation for people other than a romantic partner (e.g., friends, family)	64%	59%	68%	74%	62%	58%	64%	62%	63%	70%	62%

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Detailed Methodology



Weighted and Unweighted Sample (1/2)

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Province	1,579	1,579
British Columbia	154	221
Alberta	142	172
Manitoba/Saskatchewan	134	101
Ontario	608	613
Quebec	438	366
Atlantic	103	107

Weighted and Unweighted Sample (2/2)

The following tables present the demographic distribution of respondents according to gender, age and language (mother tongue) for Canada.

The table below presents the Canadian geographic distribution of respondents before weighting.

	Unweighted	Weighted
Gender	1,579	1,579
Male	780	767
Female	799	812
Age	1,579	1,579
18 to 34	414	417
35 to 54	561	510
55+	604	652
Language (Mother tongue)	1,579	1,579
English	977	1,066
French	398	313
Other	199	192

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