

VoxPop survey reveals what women really find romantic

Valentine's poll on women's opinions about romance delivers intimate insights for perplexed partners

Montreal, February 12, 2008 – It seems Cindy Lauper had it right: girls really do just wanna have fun! A new *VoxPop* poll shows that, when it comes to romance, what Quebec women want most is a partner who brings fun and the unexpected to the relationship and creates special moments of enjoyment and intimacy.

More than nine in 10 Quebec women (91%) ranked "having a relaxed, fun attitude about the relationship" as the number one way a man can create romantic moments. The survey, which polled women aged 18 to 69, identified their perfect "Valentine" as someone who is fun, expressive and focused on their needs and wants.

These findings come from a national survey on women's opinions about romance and Valentine's Day from *VoxPop* – a campaign by the Marketing Research and Intelligence Association (MRIA) to demonstrate the power of survey research to give voice to Canadians on issues of broad interest.

"The message to men is clear: you don't have to be a Don Juan to ignite romance, but you do have to be fun to be around and express your feelings in both words and deeds," says *VoxPop* spokesperson, Alain Choinière, President of CRA Montréal. "This survey clearly suggests that Quebec women love a subtle, considerate approach to romance, and, in particular, they love to laugh, feel valued and share unexpected intimate, special moments."

Among all Canadian women, one striking finding of the survey is the pleasure women take in surprise romantic gestures. Among single women polled across Canada, 96 percent cited unexpected gifts or activities, like dinner out, or a weekend get-a-way, or a secret rendezvous, as being highly romantic. Taking pleasure in the unexpected is shared by 91 percent of Canadian women who are divorced or separated and by 86 percent of women in permanent relationships.

Here are ***VoxPop's Valentine's Day Top Ten Tips For Men*** who want to win bring romance to a relationship. How does your approach to romance line up with what women really want?

1. Having a relaxed, fun attitude about the relationship
2. Sharing thoughts and feelings about the relationship
3. Teasing and having a great sense of humour
4. Getting involved in activities she enjoys, so that the both of you can have more fun and share good times together
5. Little things that show love and respect, such as saying "I love you" and holding the door open
6. Surprising her with a unexpected gift or activity

7. An unexpected get-a-way to connect with each other
8. Arranging for child-free time together
9. Talking about what's going in your lives and being supportive
10. Helping with the children and spending more time together

The *VoxPop* survey also looked at attitudes towards Valentine's Day itself, and found that Quebec women were far less likely to feel a Valentine's Day card or gift is an important expression of romance than women outside Quebec. Only one in four Quebec women (24%) felt a Valentine gift or card was an effective way to create romance in a relationship, compared to 59.5 percent of women in other regions of Canada.

"Quebec men are clearly less likely to get into trouble if they forget or ignore Valentine's Day than men in other parts of the country", says Choinière. "But that doesn't mean failing to give a card or gift is without risk, far from it. The smart play is to use this special day to showcase your appreciation for your partner and express your feelings. You can't go wrong by being your partner's Valentine".

Among Quebec women, 44 percent said that, if they did not receive a Valentine's Day gift or card, they would expect their significant other to "do something special" to make up for it and 13 percent said not getting a card or gift would "hurt my feelings and make me think I am being taken for granted".

"The reason Quebec women are less inclined to think that Valentine's Day is important than women outside Quebec is unclear," says Choinière. "But it may be that women here are more European in their perspective and believe that a truly romantic man will show his feelings every day, not just on a special occasion such as Valentine's Day."

Outside Quebec, the belief among women that a Valentine's Day gift or card is an effective way to stimulate romance was highest in Atlantic Canada (69%) followed by B.C. (61%), Manitoba/Saskatchewan (60%), Alberta (58%) and Ontario (57%).

The *VoxPop* survey also found that women who are single, divorced or separated place significantly greater importance on a Valentine's Day gift or card than women who are married or in common law relationships, probably because their relationships are less secure.

The *VoxPop* Valentine's Day survey was conducted for MRIA by Research House Inc., a division of Environics Research Group Limited. The poll was conducted via telephone between January 24 and January 30, 2008, with a national random sample of 850 adult Canadian women aged 18 to 69 and is considered accurate within ± 3.36 percent, 19 times out of 20.

This survey is part of a series from *VoxPop*, a campaign to give voice to Canadians and encourage participation in opinion research. ***VoxPop: You speak. We listen. Things improve.***

