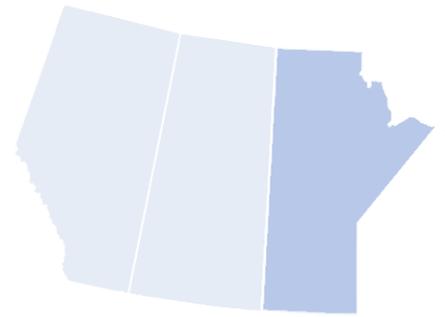




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## The pressures of Valentine’s day are serious, but Manitobans continue to believe it is not an important day

February the 14th — internationally celebrated as a day that symbolizes love — marks the beheading and execution of the holy Roman Priest, Valentine, during the bloody and unbridled rule of Emperor Claudius II, “in around the year 278 A.D.” (history.com, web). To maintain military control, on the pretext that men “were unwilling to join” the military because of their committed romantic relationships to their wives and families, marriage and engagements were outlawed. In disobedience of this decree, Valentine agreed to perform “marriages for young lovers in secret” (history.com, web). Legend has it that once Valentine’s actions were uncovered, Claudius II had Valentine arrested and dragged before the Prefect of Rome, who sentenced him to his fateful death on February 14th (history.com, web). In posthumous honour of his sacrifice and service, Valentine was named a saint. It is also legend that before St. Valentine’s untimely death, he left the jailer’s daughter, whom he’d befriended, a note and signed it “From Your Valentine” — a notable signifier to the seal of love with which we are familiar even today (history.com, web).

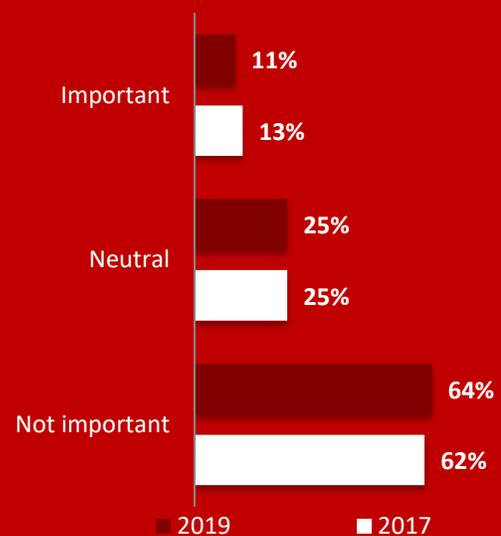


**Most Manitobans think Valentine’s Day is not important**

As much as media and advertising stress the importance of Valentine’s Day, only 11% of Manitobans in a committed relationship say it is important to them. This is down slightly from 2017 when 13% said it was important. Regardless of gender and age, the vast majority of Manitobans do not think of this day as important.

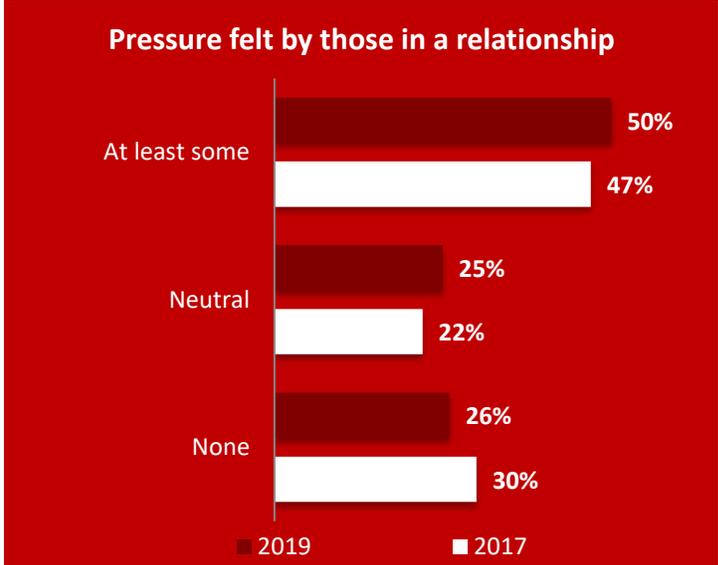
Among Manitobans in a relationship, 50% think that there is too much pressure for people on Valentine’s

**Importance of Valentine's Day**



Day, with those who have been in a relationship for less than one year feeling the most pressure. Hey, no one says it's easy courting your new love!

Both men and women have similar views when talking about the importance and pressures of February 14th, as 53% of men and 45% of women say they feel some pressure.

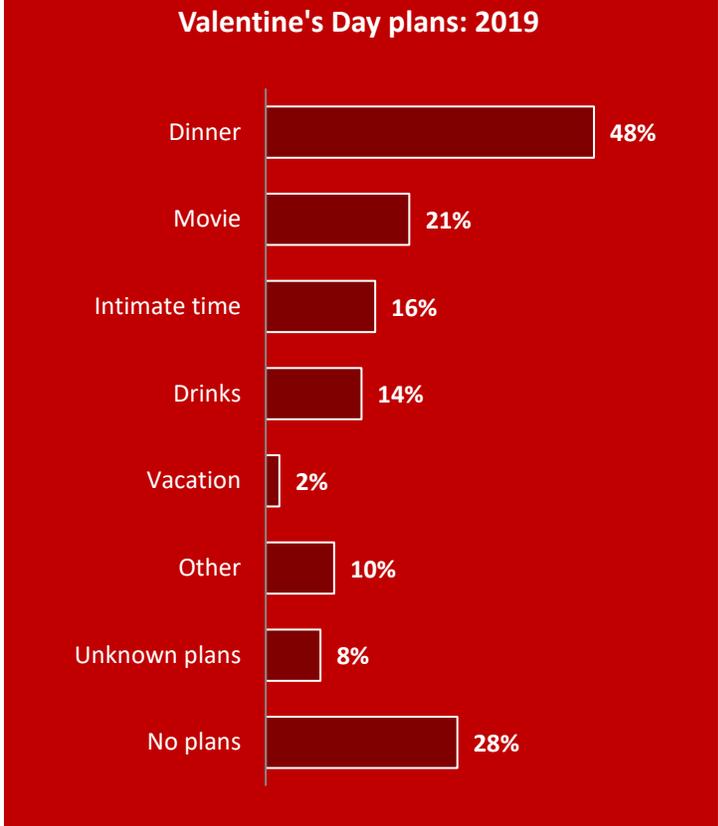


**57% of Manitobans in a relationship will celebrate Valentine's Day**



Although few think it's important, almost 6 in 10 (57%) Manitobans in a relationship are planning to celebrate Valentine's Day with their significant other. Others plan to celebrate it with family (18%), friends (4%), or alone (2%). Twenty-three percent of Manitobans in a relationship indicate that they either have no plans for Valentine's Day or will not celebrate it.

On Valentine's Day, most plan to celebrate by making or going out for dinner (48%), watching a movie (21%), or having drinks (14%). Unfortunately, only 16% plan to have "intimate time" on Valentine's Day. Quel dommage!





**Men spend 89% more than women on Valentine's Day**

On average, Manitobans in a relationship who are celebrating this year expect to spend about \$76 on Valentine's Day; however, men expect to spend about 89% more than women (\$100 vs. \$53). Both men and women don't seem too concerned about how much they will spend (about 7%).

The average amount spent excludes one gentleman who plans to ruin Valentine's Day for the rest of us by purchasing a \$4,000 vacation for his partner.

Of interest, as Manitobans get older, the average amount they expect to spend on Valentine's Day increases, with those 65 and older spending almost twice as much as those 18 to 29 years of age.

**Average spending on Valentine's Day**

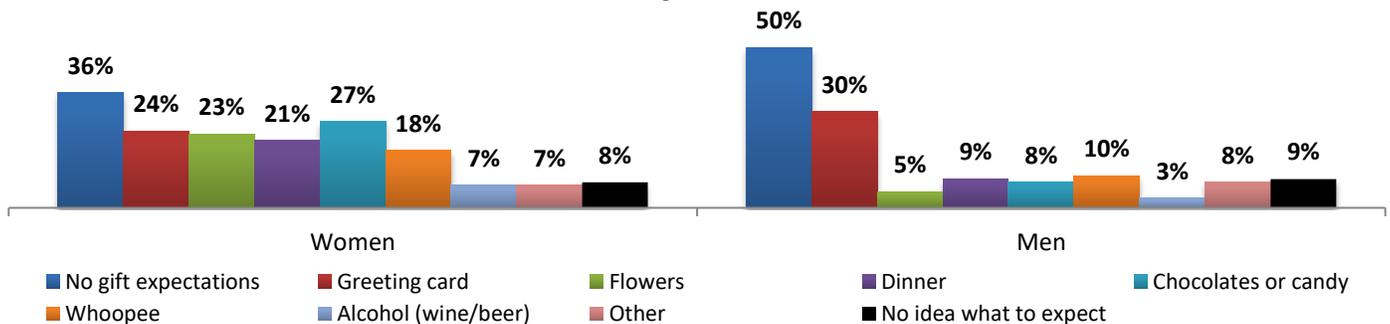


**Women have higher expectations than men — even with sex!**

About 6 in 10 Manitobans in relationships who are spending Valentine's Day with their significant other are expecting a gift. Although men and women have similar opinions about the pressures and importance of Valentine's Day, about 64% of women expect to receive a gift on Valentine's Day compared to 50% of men.

The most commonly expected gift for women is chocolates or candy at 27%, followed by a card (24%), flowers (23%), and dinner (21%). Men most commonly expect a card (30%). Of interest, women (18%) are almost twice as likely as men (10%) to expect some "whoopie" on Valentine's Day, so it seems some people may be going to bed disappointed on Thursday night.

**Gift expectations**



When asked to leave other comments about Valentine's Day, respondents most commonly used the following words to describe the special day:



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## METHODOLOGY

PRA conducted the survey from February 8–11, 2019 using its Manitoba Panel. In total, 1,000 Manitobans completed the survey.

Because this sample is a non-probability sample, no error rate can be calculated. A random population survey of this size would yield an error rate of  $\pm 3.2\%$  (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure the sample corresponds as closely as possible to Statistics Canada information.

PRA is an independent research and consulting company. Its head office in Winnipeg houses a research call centre and focus group facilities. Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages.

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