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NR – 0108

Wednesday, February 6, 2008

News Release

Canadians prefer traditional romance for Valentine's Day.

Survey shows that an evening out with that someone special still scores highest.

Calgary, AB – When faced with a choice, three-quarters of Canadians think that dinner at an upscale restaurant is a “good” or “great” Valentine’s Day gift for that special someone. A new national research study, conducted by ZINC Research and its partner, Dufferin Research, shows that a majority of Canadians like to have an evening out and a gift of flowers on this day of romance.

“Even with all the options out there, Canadians remain surprisingly traditional in their choice for a romantic evening out,” says Brian F. Singh, Managing Director of ZINC Research. “But, not surprisingly, younger Canadians (under 35 years) are willing to go the extra mile for their sweetheart beyond the candlelight and wine treatment.”

The survey also yielded a surprising result – less than 2 in 5 Canadians thought a box of chocolates was a “good” or “great” Valentine’s Day gift. In fact, sexy underwear was considered a slightly better gift than a box of chocolates.

Other key findings included:

- Gifts considered “good” or “great:” Dinner at an upscale restaurant (74%), a bouquet of flowers (59%) and going to the theatre (56%).
- Compared to men, women thought that going to the theatre (62% versus 49% of men) and electronic gadgets (41% versus 29% of men) were “good” or “great” gifts.
- On a relative basis, younger Canadians (under 35 years) considered sexy underwear, a box of chocolates and electronic gadgets as “good” or “great” gifts, while going to the theatre was preferred by those 55+ years.
- Regionally, Albertans tended to evaluate most gift options as “good” or “great” compared to other regions of Canada.

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Resources about Valentine's Day on the Web: Wikipedia <http://en.wikipedia.org/wiki/Valentine's_Day >

"Insights into Canadians" is one of a number of nationally syndicated studies conducted by ZINC Research Inc. and its partner, online research specialists Dufferin Research, via their monthly Voyageur Omnibus. This ongoing study tracks online Canadians interest, activity and membership to social networking sites. This survey was conducted between January 21 and 25, via an online poll of 1,200 Canadians (adults, 18 years+). The sample is census representative by region, gender and age. Based on global tracking, approximately 70% of Canadians have access to the Internet, and this methodology is considered representative of the Canadian population.

For further information about these survey results or the methodology, please contact either:

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