



How much do you plan to spend on Valentine's Day this year? Please consider the total amount you plan to spend on a significant other, family members, friends or even your child's class (if applicable).

	Age				Generation						Gender		Province						Income		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1517	354	523	640	153	361	448	250	305	555	751	766	211	171	89	580	371	95	407	515	414
BASE: WEIGHTED	1517	416	494	607	185	379	418	245	290	535	744	773	204	169	99*	578	359	109*	493	499	343
	630	216	203	211	87	197	161	99	85	185	314	316	95	69	42	254	115	55	158	238	183
Plan to spend some money	42%	52%	41%	35%	47%	52%	39%	41%	29%	35%	42%	41%	47%	41%	42%	44%	32%	50%	32%	48%	54%
		CD			IJ	GHJ	I	IJ		I			Q			Q		Q		S	S
I do not plan to spend any money on Valentine's Day this year	887	200	291	396	99	182	256	145	205	350	431	457	109	100	57	323	243	54	334	261	159
	58%	48%	59%	65%	53%	48%	61%	59%	71%	65%	58%	59%	53%	59%	58%	56%	68%	50%	68%	52%	46%
			B	B			F	F	EFHJ	EFH							MPR		TU		
MEAN	162.80	207.30	201.90	80.00	179.40	291.30	92.90	86.50	70.00	78.90	217.50	108.50	91.90	86.20	88.00	167.00	324.60	79.50	223.50	125.30	185.50
		D			GHJ																
MEDIAN	60.0	100.0	50.0	50.0	100.0	75.0	50.0	50.0	50.0	50.0	100.0	50.0	50.0	50.0	50.0	75.0	80.0	50.0	50.0	80.0	100.0
STD. DEV.	794.8	761.3	1155.9	70.5	273.8	1397.4	91.5	81.5	55.3	70.9	945.1	606.6	107.6	85.6	79.4	691.4	1535.4	105.8	1310.4	162.9	807.3

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W
 Overlap formulae used. * small base
 Comparison Groups
 Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)
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 Omni January 29th, 2024
 Maru/Blue
 January 30th, 2024
 31 Jan 2024

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	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U	
BASE: All Respondents	1517	354	523	640	153	361	448	250	305	555	751	766	211	171	89	580	371	95	407	515	414	
BASE: WEIGHTED	1517	416	494	607	185	379	418	245	290	535	744	773	204	169	99*	578	359	109*	493	499	343	
	630	216	203	211	87	197	161	99	85	185	314	316	95	69	42	254	115	55	158	238	183	
Plan to spend some money	42%	52%	41%	35%	47%	52%	39%	41%	29%	35%	42%	41%	47%	41%	42%	44%	32%	50%	32%	48%	54%	
		CD			IJ	GHJ	I	IJ		I			Q			Q		Q		S	S	
NET : 1-30	155	39	54	62	13	47	38	31	26	57	52	104	36	12	9	55	25	17	58	43	37	
	10%	9%	11%	10%	7%	12%	9%	13%	9%	11%	7%	13%	17%	7%	10%	10%	7%	16%	12%	9%	11%	
												K	NPQ					Q				
NET : 31-50	155	44	55	57	16	42	49	23	25	48	69	86	14	27	13	56	28	18	35	63	41	
	10%	11%	11%	9%	9%	11%	12%	9%	9%	9%	9%	11%	7%	16%	13%	10%	8%	16%	7%	13%	12%	
														MPQ				MQ		S	S	
NET : 51-100	162	61	48	53	25	56	34	23	23	46	87	75	24	18	11	64	30	14	41	62	46	
	11%	15%	10%	9%	13%	15%	8%	9%	8%	9%	12%	10%	12%	11%	12%	11%	8%	13%	8%	12%	13%	
		D				GHJ															S	
NET : 101-1000	153	68	45	40	31	49	40	22	12	34	103	50	22	11	8	77	29	6	22	68	57	
	10%	16%	9%	7%	17%	13%	10%	9%	4%	6%	14%	6%	11%	7%	8%	13%	8%	6%	4%	14%	17%	
		CD			GHJ	IJ	I	I		I	L							NQ			S	S
NET : 1000+	5	4	2	0	1	4	0	0	0	0	4	2	0	0	0	2	3	0	2	1	2	
	0%	1%	0%	-	1%	1%	-	-	-	-	1%	0%	-	-	-	0%	1%	-	0%	0%	1%	
						J																
I do not plan to spend any money on Valentine's Day this year	887	200	291	396	99	182	256	145	205	350	431	457	109	100	57	323	243	54	334	261	159	
	58%	48%	59%	65%	53%	48%	61%	59%	71%	65%	58%	59%	53%	59%	58%	56%	68%	50%	68%	52%	46%	
			B	B			F	F	EFHJ	EFH							MPR		TU			

Proportions/Means: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W
 Overlap formulae used. * small base
 Comparison Groups

Independent T-Test for Means (equal variances), Independent Z-Test for Percentages (unpooled proportions)

Uppercase letters indicate significance at the 95% level.

Omni January 29th, 2024

Maru/Blue

January 30th, 2024

31 Jan 2024

Compared to Valentine's Day last year, will your spending this year be...

	Age				Generation						Gender		Province						Income		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: All Respondents	1517	354	523	640	153	361	448	250	305	555	751	766	211	171	89	580	371	95	407	515	414
BASE: WEIGHTED	1517	416	494	607	185	379	418	245	290	535	744	773	204	169	99*	578	359	109*	493	499	343
higher than last year	153	88	36	28	48	56	26	10	13	23	89	64	15	15	7	68	37	12	54	64	29
	10%	21%	7%	5%	26%	15%	6%	4%	5%	4%	12%	8%	7%	9%	7%	12%	10%	11%	11%	13%	8%
					FGHIJ	GHIJ					L										
about the same	754	172	272	310	65	186	225	141	137	278	396	358	109	88	55	297	137	68	189	257	227
	50%	41%	55%	51%	35%	49%	54%	58%	47%	52%	53%	46%	54%	52%	55%	51%	38%	62%	38%	51%	66%
			B	B		E	E	EIJ	E	EI	L		Q	Q	Q	Q		Q		S	ST
lower than last year	196	59	79	58	24	60	69	27	17	43	87	109	32	25	8	71	47	13	61	70	47
	13%	14%	16%	10%	13%	16%	16%	11%	6%	8%	12%	14%	16%	15%	8%	12%	13%	12%	12%	14%	14%
			D		I	IJ	IJ			I											
Not applicable	414	96	106	211	49	77	98	67	123	190	172	242	47	41	30	142	138	16	188	109	40
	27%	23%	22%	35%	26%	20%	24%	27%	42%	35%	23%	31%	23%	24%	30%	25%	38%	15%	38%	22%	12%
					BC				EF	FGHJ	FGH				R		MNPR		TU	U	

Proportions/Mean: Columns Tested (5% risk level) - B/C/D - E/F/G/H/I/J - K/L - M/N/O/P/Q/R - S/T/U - V/W

Overlap formulae used. * small base

Comparison Groups

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Omni January 29th, 2024

Maru/Blue

January 30th, 2024

31 Jan 2024

Why will your spending this year be higher than last year?

	Age				Generation						Gender		Province						Income		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: If Select Higher Than Last Year At S2	150	80	41	29	42	56	28	10	14	24	90	60	14	15	6	66	36	13	40	66	36
BASE: WEIGHTED	153	88*	36*	28**	48*	56*	26**	10**	13**	23**	89*	64*	15**	15**	7**	68*	37**	12**	54**	64*	29**
Things just cost more now	62	30	16	16	20	16	14	8	5	13	38	24	7	3	1	34	11	6	19	26	14
	41%	34%	43%	58%	41%	28%	55%	75%	38%	54%	42%	38%	44%	23%	20%	51%	30%	48%	36%	42%	47%
A special someone in my life who deserves it	48	31	12	6	25	11	7	3	3	6	36	12	3	4	2	24	10	5	17	17	12
	32%	35%	32%	22%	51%	19%	28%	27%	23%	25%	41%	19%	22%	28%	27%	35%	28%	43%	32%	26%	40%
					F						L										
I'm making up for not spending much/anything last year	32	18	9	5	9	15	4	3	2	5	23	9	1	4	2	14	10	1	12	16	3
	21%	20%	25%	19%	18%	27%	15%	34%	12%	21%	26%	14%	10%	27%	25%	20%	28%	10%	22%	24%	12%
I want to make it extra special this year so cost is not a concern	29	17	9	3	6	13	7	1	2	3	20	9	5	1	4	10	5	4	5	16	8
	19%	19%	23%	12%	12%	23%	26%	14%	14%	14%	22%	14%	35%	5%	66%	15%	13%	31%	10%	25%	28%
I have more people to celebrate with this year	22	15	3	4	11	6	2	1	3	4	10	12	1	2	0	10	7	3	11	7	3
	14%	17%	9%	14%	22%	10%	7%	8%	24%	17%	12%	18%	4%	12%	-	14%	18%	29%	21%	11%	10%
I am making more money now than I did at this time last year	21	17	2	1	10	9	1	1	0	1	15	6	0	3	1	15	2	1	8	9	3
	14%	20%	6%	5%	20%	17%	2%	9%	4%	6%	17%	9%	-	19%	10%	22%	4%	10%	15%	15%	12%
Other	12	8	2	2	3	4	2	1	2	2	3	10	4	1	0	4	2	1	3	3	5
	8%	9%	6%	9%	7%	8%	9%	5%	15%	10%	3%	15%	24%	9%	-	6%	7%	7%	6%	5%	18%
											K										

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Why will your spending this year be lower than last year?

	Age				Generation						Gender		Province						Income		
	Total	'18-34	'35-54	'55+	Gen Z (18 to 27)	Millennials (28 to 43)	Gen X (44 to 59)	Boomers II (60 to 69)	Boomers I+ (70+)	Boomers+ (60+)	Male	Female	BC	AB	MB/SK	ON	PQ	ATL	<\$50K	\$50K-\$99K	\$100K+
	A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P	Q	R	S	T	U
BASE: If Select Lower Than Last Year At S2	200	56	85	59	21	63	71	29	16	45	88	112	31	23	9	75	50	12	56	69	54
BASE: WEIGHTED	196	59*	79*	58*	24**	60*	69*	27**	17**	43*	87*	109*	32**	25**	8**	71*	47*	13**	61*	70*	47*
I am trying to cut back to cope with inflation	123	29	53	41	7	35	48	24	10	34	46	77	23	20	3	39	29	9	29	48	33
	63%	49%	67%	71%	30%	58%	69%	88%	62%	78%	53%	71%	73%	81%	43%	55%	61%	63%	47%	69%	70%
				B								K								S	S
I am making less money now than I did at this time last year	40	12	20	8	6	17	15	3	0	3	25	16	5	7	1	15	11	2	10	18	8
	21%	21%	25%	14%	24%	27%	22%	12%	-	7%	28%	14%	15%	27%	14%	21%	22%	18%	17%	26%	18%
						J					L										
I have fewer people to celebrate with this year	27	9	9	8	4	9	7	2	4	6	13	14	2	2	2	10	7	4	15	7	4
	14%	15%	12%	14%	17%	15%	11%	7%	23%	13%	15%	12%	7%	8%	21%	14%	15%	28%	24%	10%	9%
	18	14	4	1	11	5	1	0	1	1	15	3	1	3	0	12	3	0	6	6	5
I spent a lot last year	9%	23%	5%	2%	46%	9%	1%	2%	3%	2%	17%	3%	3%	11%	-	17%	7%	-	10%	9%	10%
		CD									L										
I'm making rather than buying gifts/cards	13	7	5	2	3	5	3	2	0	2	6	7	1	1	1	4	5	1	5	5	3
	7%	11%	6%	4%	13%	8%	5%	7%	-	4%	7%	7%	3%	3%	15%	6%	10%	9%	8%	7%	7%
I made it extra special last year so I'm minimizing the celebrations this year	7	3	3	1	1	3	3	0	1	1	4	3	2	1	0	3	1	0	2	4	2
	3%	5%	4%	1%	3%	5%	4%	-	3%	1%	4%	3%	6%	3%	-	4%	3%	-	3%	5%	3%
Other	23	3	11	8	1	5	12	2	2	5	9	13	4	3	2	4	4	4	7	5	7
	12%	6%	14%	14%	6%	8%	17%	9%	15%	11%	11%	12%	14%	14%	28%	6%	9%	29%	12%	7%	14%

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