



Maclean's Valentine's Day Poll: Battle of the Sexes

ROG 07

January 30, 2007

A. Overview: Battle of the Sexes

A recent poll for Maclean's magazine, conducted by Innovative Research Group, shows that men and women are surprisingly similar when it comes to romance, but differ on their perceptions of sex, work and leisure balance, and, especially, politics.

A majority of both sexes make romantic gestures on a regular basis, enjoy going out and spending time together, have lifelong expectations for their current relationship, and disapprove of having an affair. Almost all married Canadians believe their relationship will last for the rest of their lives. A majority of both men and women want more sex, although there is a larger majority among men.

Key differences exist on how Canadians perceive themselves and their partners as lovers:

- Women are more likely than men to give themselves high marks as lovers, but also much more likely to view their partners' sexual prowess in a positive light.
- Women also are more likely than men to think that their partners view them as above-average lovers.
- Married Canadians perceive themselves and their partners or spouses as worse lovers than unmarried Canadians.

Both sexes are very concerned about gaining weight, but care much less about whether or not their partner becomes overweight; women feel much more strongly about this particular issue.

Men and women also differ on issues involving honesty towards their partner:

- Men are almost twice as likely to admit to having an affair as women.
- Women are much more likely to hide purchases from their spouse.

In terms of work and money, men are much more likely than women to make more annually than their spouse or partner. That doesn't seem to bother women, though: a majority of both men and women feel fairly compensated. Neither sex is bothered by the idea of their partner or spouse making more money than them.

Both sexes feel they do their share around the house and appreciate the help of their partner in the household. Men are much more likely to say their partner or spouse does their share around the house than women.

Both sexes are satisfied with the amount of time they spend with their kids. Yet men and women still differ on career priorities: while a majority of both sexes say they are willing to put their career on hold for their families, women are three times as likely to say that they already have done so.

On issues of politics and relationships, men choose Stephen Harper over Stephane Dion as having more sex appeal, whereas women view Dion as the sexier choice.

Both men and women agree that global warming is more worrisome than terrorism.

However, the sexes differ on both military and social issues:

- Men are much more likely than women to support both sending troops to Afghanistan and allowing their child to enter the military.
- Women are less concerned than men about whether or not their son or daughter is gay or lesbian.

B. Sex and Romance

For most Canadians in long-term relationships, romance is a regular part of daily life. Six-in-ten men (60%) and women (60%) both claim to have done something romantic for their partner in the past week, and almost nine-in-ten men (88%) and women (88%) expect their current relationship to last for the rest of their lives. This number increases drastically for married Canadians: nearly all (94%) those who are married expect their current relationship to last the rest of their lives, as opposed to three-in-four (76%) unmarried people, with eight-in-ten (79%) married Canadians who strongly believe this. Regionally, residents of British Columbia (72%) are the most likely to agree they have done something romantic in the last week, with only a slight majority in Quebec (56%) and Alberta (53%) who agree.

Furthermore, a strong majority of men (84%) and women (83%) agree that their partner or spouse asks how their day went on most days. And approximately two-thirds of both men (64%) and women (63%) would rather go out on a dinner date with their partner or spouse than spend the evening at home watching television.

Both sexes (men 88% vs. women 86%), as well as both married (87%) and unmarried (86%) Canadians, overwhelmingly agreed that they love their partner or spouse today just as much as when they first became romantically involved, with six-in-ten (63%) who strongly agree with this statement.

Yet two-thirds (66%) of Canadians wish that they could have sex more often, with men (76%) more likely to agree than women (56%) by twenty points. Surprisingly though, those who are married (67%) are just as likely to agree as unmarried people (64%). A plurality (47%) of Canadians suspects most people are having more sex than them, with a significant amount of men (11%) and women (12%) unsure of the answer.

Even though both men and women want more sex, Canadians disapprove of having affairs, and the majority of those who admit to having them do not tell their partners. Three out of four (73%) Canadians agree that having an affair is always wrong, with women (57%) eight points more likely to strongly agree than men (50%). Married Canadians (76%) are

slightly more likely to agree than unmarried Canadians (68%) that having an affair is always wrong.

Despite that disapproval, one-in-five Canadians (21%) admit to having had sexual relations with someone else after they first became involved sexually with their current partner. A key difference emerges here on gender, with men (28%) thirteen points more likely to admit to having an affair than women (15%). By region, residents of British Columbia (29%) are the most likely to admit to having an affair, with Atlantic (15%) and the Prairies (12%) as the least likely to agree.

Of those Canadians who have admitted to an affair, roughly four-in-ten men (39%) and women (37%) are sure that their partner or spouse knows about it. Interestingly enough, a considerable amount of both men (16%) and women (13%) who have had an affair do not know if their partner or spouse is aware of the affair. According to respondents, spouses of married Canadians (41%) are more likely to be aware of an affair than partners of unmarried Canadians (33%). And Canadians who are not married (24%) are much more likely to be unsure if their partner is aware of the affair than married Canadians (11%)

Canadians think of themselves as regular Casanovas and Cleopatras. When asked to rate themselves as lovers on a scale of zero to ten, with zero being the lowest and ten as the highest, six-in-ten of both men (62%) and women (63%) rated themselves as seven or higher. Women (15%) were slightly more likely than men (11%) to rate themselves as a nine or a ten. Nearly three-in-ten (28%) Canadians viewed themselves as average (4-6), and only one-in-twenty (5%) thought of themselves as sub par lovers (0-3). Interestingly, married Canadians (57% for a rating of seven or higher) have a much lower opinion of themselves as lovers than unmarried Canadians (73% for a rating of seven or higher). Quebeckers (70% for a rating of seven or higher) and Atlantic Canadians (67% for a rating of seven or higher) have the highest opinion of themselves as lovers, while only half (50%) of Albertans consider themselves a seven or higher.

	Yourself as lover			Your partner as lover			How you think you are rated		
	Men	Women	Total	Men	Women	Total	Men	Women	Total
0 to 3	5%	5%	5%	9%	8%	8%	7%	7%	7%
4 to 6	28%	29%	28%	26%	19%	23%	28%	21%	23%
7 to 8	52%	46%	49%	39%	37%	38%	37%	37%	37%
9 to 10	11%	15%	12%	24%	33%	28%	22%	28%	25%
Don't know	4%	4%	4%	2%	2%	2%	8%	7%	7%

Canadians give their partners or spouses high marks as lovers, especially women. Two-thirds (67%) rate their partners in the highest bracket (7-10), with women (69%) five points more likely to rate their partner or spouses highly than men (64%). One-in-three (32%) women rate their partners or spouses as a nine or a ten, whereas one-in-four men rate their partners or spouses similarly. More than two-in-ten (23%) Canadians viewed their partners as average. Only one-in-ten (8%) Canadians view their partner or spouses as sub par lovers. Married Canadians have (61% for a rating of seven or higher) lower opinions of

their spouse as a lover than unmarried Canadians (77% for a rating of seven or higher. While one-in-four (24%) married people rate their spouse as a nine or a ten, nearly four-in-ten (38%) unmarried people rate their partners as the same.

When Canadians were asked how they think their partner or spouse would rate them as a lover, their perceptions were surprisingly accurate. More than six-and-ten (62%) believe that their partners think they are an above-average lover (7-10), a statistical tie with how partners actually rate their lovers. Women (28%) are slightly more likely than men (22%) to think that their partner or spouse rates them as a nine or a ten. A quarter (23%) of Canadians thought that their partner or spouse would rate them as average (4-6), only four-points higher than their partner or spouses' actual rating of them. Finally, only 7 percent believed that their partner/spouse viewed them as sub par lovers (0-3), compared with 9 per cent from their partner or spouses' actual rating of them.

When looking for qualities in a romantic partner, attractiveness (73%) is more appealing than (7%) wealth by a long shot. Men (82%) are much more likely to say attractiveness than women (64%); correspondingly, women (11%) value wealth when considering a partner more than men (3%) do. Women (25%) are much less sure of the answer than men (16%), though.

When it comes to sex, Canadians just want a good night's sleep. When asked, what do you need more of, sleep or sex, nearly six-in-ten (59%) chose sleep, compared with only three-in-ten (31%) choosing sex and one-in-ten (10%) unsure. Men are much more interested in sex (40%) than women (22%), but sleep still wins out for both sexes.

When asked who has more sex appeal, Betty or Veronica from the Archie comics, Veronica (32%) is a slight favourite over Betty (30%). Men (33%) are more likely to choose Betty than women (28%).

C. Politics

Turning to romance and politics, Stephane Dion (24%) and Stephen Harper (24%) are in a dead heat for sex appeal to Canadians. Most men (56%) and nearly half (48%) of the women are unsure who to pick; however, men who did choose between the two think Stephen Harper (26%) has more sex appeal than Stephane Dion (17%). Women chose Stephane Dion (31%) over Stephen Harper (21%). Quebeckers (32%) rate Stephen Harper with the highest sex appeal of any region, while Albertans (34%) prefer Stephane Dion the most of any region.

When asked, what worries you more, terrorism or global warming, two-in-three Canadian men (64%) and women (66%) picked global warming. Only three-in-ten (31%) chose terrorism over environmental issues.

In foreign policy, Canadians are slightly more likely to support (55%) the war in Afghanistan than oppose it. However, there are wide gender differences here, with men

(66%) 22 points more likely to support sending troops to Afghanistan than women (44%). In fact, men (30%) are more than twice as likely as women (13%) to strongly support sending troops to Afghanistan. Albertans (67%) are the most likely to support sending troops to Afghanistan, while Quebeckers (41%) are the least likely.

When asked, 'would you support or oppose your child's decision to enter the military', Canadians with children were largely divided on the issue. Half (50%) of Canadians would support the decision, whereas more than four-in-ten (45%) would not support it. However, men (58%) were far more likely to support the decision than women (41%); in fact, a slight majority (53%) of women would oppose the decision. Only one-in-four (27%) Quebeckers and four-in-ten (43%) from the Prairies would support their child's decision to enter the military; six-in-ten (58%) from the rest of the provinces would support their child's decision to enter the military.

When asked the same question, posed as a hypothetical 'if you had a child', those without children were less likely to support their child's decision to enter the military. Slightly more than four-in-ten (43%) would support the decision, whereas slightly more than half (52%) would oppose it. Again, men without children (47%) are more likely to support the decision than women (39%), although the gender gap has narrowed. Women without children (9%) are more likely to be unsure of the answer than men without children (1%).

D. Work and Money

In matters of work and economic issues, some substantial differences between men and women emerge. Men (61%) are almost three times more likely than women (21%) to report that they make more money annually than their spouse or partner. While six-in-ten (60%) Canadians feel that they are fairly compensated for their work, there is a ten-point gap between men (65%) and women (55%).

Neither men nor women are bothered by the idea that their partner or spouse makes more money than them. Of those who have a partner or spouse that earns more money than them, nine-in-ten (89%) state that it does not bother them.

Similarly, nine-in-ten (90%) of those that make more than their spouses would not be bothered if their partner or spouse earned more money than them. There is a difference on intensity: women (82%) are much more likely to strongly disagree than men (66%) that it would bother them if their partner or spouse made more money than them.

Only a minority (40%) feel that their partner or spouse works too much. Women (42%) are slightly more likely than men (37%) to feel that their partner or spouse works too much.

People are slightly more likely to disagree (54%) than agree (46%) that money is a significant source of stress in their life. However, women (19%) are almost twice as likely as men (11%) to strongly agree that money is a significant source of stress. Albertans

(35%) are least likely to agree that money is a significant source of stress, with the rest of the regions in the mid40s.

Canadians disagree (62%) with the statement, "sometimes when I buy something just for myself, I don't tell my partner or spouse". Women (43%) are much more likely than men (29%) to agree that they don't always tell their partners about their purchases.

A slight majority (55%) of people disagree with the statement, "I worry that my kids have been given too much, and don't appreciate the value of things", with more than four-in-ten (43%) who agree, and no significant gender gap.

While six-in-ten (60%) Canadians say they are willing to put their careers on hold for their families (or already have), there is a seventeen-point gap between men (51%) and women (68%). Additionally, women (39%) are three times as likely as men (13%) to say they have already put their career on hold.

A majority (56%) of Canadians, when asked to choose a reason for working, say it is to afford a better lifestyle for their family over personal fulfillment (39%). Both men (62%) and women (49%) are more likely to say they work for a better lifestyle. Yet women (44%) are eleven points more likely to say personal fulfillment than men (33%).

E. Life and Leisure

When asked about their activities at home, eight-in-ten (80%) Canadians agree that their partners do their share around the house. Men (90%) are much more likely to say their partner or spouse does their share around the house than women (70%).

Nine-in-ten (88%) Canadians also believe that they are doing their own share around the house. Women are much more passionate about this question, with seven-in-ten (70%) strongly agreeing, compared to more than four-in-ten (42%) men who strongly agree.

But how do Canadians believe their partners view the work that they are doing around the house? Eight-in-ten (79%) Canadians believe that their partner thinks that they do their fair share around the house. Again, women (57%) are far more likely to strongly agree than men (31%).

Canadians are divided roughly equally (51% agree, 48% disagree) on whether or not they have enough time for themselves. Women (53%) are slightly more likely to agree than men (48%).

Both men and women are very concerned about becoming fat, but majorities of each gender do not care about whether or not their partner gains weight. Three out of four (74%) Canadians agree that they are concerned about getting fat; women (39%) are twice as likely to strongly agree as men (19%). Nevertheless, six-in-ten (60%) Canadians disagree with the statement, "I am concerned about my partner or spouse getting fat".

Four-in-ten (39%) women strongly disagreed, compared with more than one-in-four (27%) men who felt the same.

The vast majority (85%) of both men and women are not concerned about the amount of alcohol they drink.

Two out of every three (67%) Canadians are satisfied with the amount of time they spend with their children. Men (64%) are slightly less likely to be satisfied with the amount of time than women (71%).

Canadians are divided equally (Concerned 49% vs. Not concerned 48%) on whether or not they would be concerned if their son or daughter was gay or lesbian. A slight majority (52%) of men with children would be concerned if their son or daughter was gay or lesbian, while women (45%) are less concerned about their child's sexual preference.

Canadians without children are much less likely to worry about the hypothetical scenario of their child's sexual preference: seven-in-ten (69%) would not be concerned if their son or daughter was gay or lesbian. Men without children (37%) are much more concerned than childless women (23%) about this issue.

And finally, men and women can agree on at least one thing: three out of four (73%) Canadians do not feel that Celine Dion is a national treasure.

About This Survey

Innovative Research Group, Inc. (www.innovativeresearch.ca), a research and strategy firm with offices in Toronto and Vancouver, surveyed 1,391 Canadians from its online *Canada 20/20* panel. The survey was conducted between Thursday January 26th and Tuesday January 30th, 2007 and has a national margin of error of $\pm 2.63\%$, 19 times out of 20. The data was weighted in accordance to the 2001 census. The portions of the survey mentioned above were commissioned by Maclean's Magazine.

Anyone interested in participating in these surveys can join the *Canada 20/20* panel by going to Canada2020.com. The *Canada 20/20* panel is administered on Vision Critical's Panel Plus software.

Maclean's Valentine's Day 2007 Survey Questions

INTRO

Welcome to the Maclean's Valentine's Day survey. Thank you for agreeing to participate in our online poll on Canadians and their relationships. As with all our surveys, upon completion your name will be entered into a draw to win \$500.

The survey takes less than 10 minutes and your answers will be combined with others to protect your confidentiality.

In order to have your opinion counted in Maclean's Valentine's Day coverage, we need to hear from you by Tuesday, January 30th.

Also, remember to look for our previous poll on retirement issues in this week's Maclean's, as well as for the results of this poll in the Maclean's Valentine's Day issue!

Click [here](#) for the Innovative Research Group Inc.'s privacy policy.

Sex and Romance

First, we would like to ask you a few questions about yourself.

SR1. Are you presently married, living with a partner, divorced, separated, widowed, or have you never been married?

Married	1 (SKIP TO SR3)
Living with a partner	2 (SKIP TO SR3)
Divorced	3
Separated	4
Widowed	5
Never Married	6
Prefer not to answer	8 (TERMINATE)

SR2. Are you currently in a romantic relationship?

Yes	1
No	2 (TERMINATE)

SR3. How long have you been in your current romantic relationship?

Less than a year	1
One to two years	2
Two to five years	3
Five to ten years	4

Ten to twenty years	5
Twenty years or more	6
Don't know	98

SR4. How many children do you have?

One child	1
Two children	2
Three children	3
Four children	4
More than four children	5
None	6

SR5. Is your own sexual orientation . . . [RANDOMIZE 1-3]?

Heterosexual	1
Gay or Lesbian	2
Bisexual	3
Prefer not to say	8

Now we will present a series of statements about romantic relationships. For each statement below, please indicate if you agree or disagree with each of the following statements: [RANDOMIZE]

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know

SR6. I have done something romantic for my partner or spouse in the last week.

SR7. If I had my way, I would have sex more often.

SR8. I suspect most people are having more sex than me.

SR9. Having an affair is always wrong.

SR10. I have had sexual relations with someone else after I first became involved sexually with my current partner. [IF AGREE, ASK SR14]

SR11. I expect my current relationship will last for the rest of our lives.

SR12. I love my partner or spouse today just as much as when we first became romantically involved.

SR13. My partner or spouse asks how my day went on most days. (client: people in a relationship for a long time, feel they get the sense that their partner has invested time; partner engagement with each other). [END BATTERY]

[ASK SR14 ONLY IF RESPONDENT STRONGLY AGREES OR SOMEWHAT AGREES TO SR10]

SR14. Does your current partner or spouse know that you have had sexual relations with someone else during your relationship?

Yes	1
No	2
Don't know	98

Now we would like to present another series of statements about sexual relationships and romance. On a scale of 0 to 10, with zero being the lowest score and ten being the highest score, how would you rate the following [RANDOMIZE]:

0-10	
Don't know	98

SR15. Yourself as a lover.

SR16. Your current partner or spouse as a lover.

SR17. And using the same scale, thinking of your partner, how do you think your partner or spouse would rate you as a lover?

0-10	
Don't know	98

SR18. There are many qualities people consider when looking for a romantic partner. Which of the following two do you value more in a partner or spouse [RANDOMIZE 1-2]:

Attractiveness	1
or	
Wealth	2
Don't know	98

SR19. What do you need more of: [RANDOMIZE 1-2]

Sex	1
or	
Sleep	2
Don't know	98

SR20. [ENGLISH ONLY] Who has more sex appeal: [RANDOMIZE 1-2]

Betty	1
-------	---

or Veronica	2
Don't know	98

Politics

Now we would like to ask you a few questions about your political views.

POL1. Who has more sex appeal: [RANDOMIZE 1-2]

Stephen Harper	1
or Stephane Dion	2
Don't know	98

POL2. What worries you more: [RANDOMIZE 1-2]?

Terrorism	1
or Global warming	2
Don't know	98

POL3. Do you support or oppose Canada sending troops to Afghanistan?

Strongly support	1
Somewhat support	2
Somewhat oppose	3
Strongly oppose	4
Don't know	8

POL4a. [ASK IF ANSWER TO SR4 IS 1, 2, 3, 4 OR 5] Would you support or oppose your child's decision to enter the military?

Strongly support	1
Somewhat support	2
Somewhat oppose	3
Strongly oppose	4
Don't know	8

POL4b. [ASK IF ANSWER TO SR4 IS 6] If you had a child, would you support or oppose your child's decision to enter the military?

Strongly support	1
Somewhat support	2
Somewhat oppose	3
Strongly oppose	4
Don't know	8

Work and Money

Now we would like to ask you a few questions about your work and economic situations.

WM1. Which of the following best describes your current household economic situation [RANDOMIZE 1-3]?

I make more money annually than my spouse/partner	1
My spouse/partner makes more money annually than I do	2
My spouse/partner and I make approximately the same amount of money annually	3
Prefer not to say	98

Now we will present a series of statements about work and relationships. For each statement below, please indicate if you agree or disagree with each of the following statements: [RANDOMIZE]

1	Strongly agree
2	Somewhat agree
3	Somewhat disagree
4	Strongly disagree
8	Don't know

WM2. I am fairly compensated for my work.

WM4. My partner or spouse works too much.

WM5. Money is a significant source of stress in my life.

WM6. Sometimes when I buy something just for myself, I don't tell my partner or spouse.

[END BATTERY]

WM3a. [ASK ONLY IF ANSWER TO WM1 IS 2] Do you agree or disagree with the following statement: It bothers me that my partner or spouse makes more money than me.

Please select one response only.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know

WM3b. [ASK IF ANSWER TO WM1 IS 1, 3 OR 98] Do you agree or disagree with the following statement: It would bother me if my partner or spouse made more money than me.

Please select one response only.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know

WM7. [DO NOT ASK IF ANSWER TO SR4 IS 6] Do you agree or disagree with the following statement: I worry that my kids have been given too much, and don't appreciate the value of things.

Please select one response only.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know

WM8. Would you be willing to put your career on hold to raise your family?

- Yes, I already have put my career on hold 1
- Yes, I would be willing to put my career on hold 2
- No 3
- Don't know 98

WM9. There are many motivations people have for their work schedules. Which of the following two reasons for working is most important to you: [RANDOMIZE 1-2]

- Personal fulfillment 1
- or
- Affording a better lifestyle for my family 2
- Don't know 98

Life and Leisure

Now we will present a series of statements about life and leisure time. For each statement below, please indicate if you agree or disagree with each of the following statements:

[RANDOMIZE]

- 1 Strongly agree
- 2 Somewhat agree
- 4 Somewhat disagree
- 5 Strongly disagree
- 8 Don't know

- LL1. I do my share around the house.
- LL2. My partner or spouse does his or her share around the house.
- LL4. I never have enough time for myself.
- LL5. My partner thinks I do my fair share around the house.
- LL6. I am concerned about getting fat.
- LL7. I am concerned about my partner or spouse getting fat.
- LL8. I worry about the amount of alcohol I drink.

LL3. [DO NOT ASK IF ANSWER TO SR4 IS 6] Do you agree or disagree with the following statement: I am satisfied with the amount of time I spend with my children.

Please select one response only.

- 1 Strongly agree
- 2 Somewhat agree
- 3 Somewhat disagree
- 4 Strongly disagree
- 8 Don't know

LL9a. [ASK IF ANSWER TO SR4 IS 1, 2, 3, 4 OR 5] How concerned would you be if your son or daughter was gay or lesbian?

- Very concerned 1
- Somewhat concerned 2
- Not very concerned 3
- Not at all concerned 4
- Don't know 98

LL9b. [ASK IF ANSWER TO SR4 IS 6] If you had a child, how concerned would you be if your son or daughter was gay or lesbian?

- Very concerned 1

Somewhat concerned	2
Not very concerned	3
Not at all concerned	4
Don't know	98

LL10. There are many different activities couples pursue in their daily lives. Which of the following two activities would you prefer: [RANDOMIZE 1-2]

Going out on a dinner date with your partner/spouse	1
Spending the evening at home watching TV	2
Don't know	98

LL11. Is Celine Dion a national treasure?

1. Yes
2. No
3. Don't Know

X: Termination Page

Those are all the questions - Thank you very much for your time.

Recently your voice was heard, the Ottawa Citizen published your results.

Below is a link to the *Ottawa Citizen* article, based on Canada 20/20 (www.canada2020.com) panelist feedback.

Voters will forgive PM for ignoring Kyoto

Poll: Climate accord only one way to go, 59 per cent say

by *Peter O'Neil*

<http://www.canada.com/ottawacitizen/news/story.html?id=dc8adc51-2da3-4f9a-ac1f-41a017f5422b&k=11718>

Termination Page

Those are all the questions - Thank you very much for your time.

Recently your voice was heard, the Ottawa Citizen published your results.

Below is a link to the *Ottawa Citizen* article, based on Canada 20/20 (www.canada2020.com) panelist feedback.

Two in five Canadians now back racial profiling

Even more say they're not opposed to practice on moral grounds

by **Doug Fischer**

<http://www.canada.com/ottawacitizen/news/story.html?id=71645e76-9cdd-4a8d-8947-552fcd93c4d6&k=19898>