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Sex please, we're Montrealers

Lovemaking tops sleep in new poll

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"I prefer a good night of sleep to a good night of sex."

Montrealers were the least likely among Canadians in major cities to strongly agree with that statement, according to a new Ipsos Reid survey.

Asked what they'd rather do under the sheets, only 14 per cent of Montreal respondents strongly agreed that sleep beats out sex.

In contrast, 21 per cent of those polled in Vancouver, Ottawa and Winnipeg and 19 per cent of Torontonians strongly felt they would rather sleep than sleep with someone.

In Montreal, another 36 per cent agreed somewhat with the statement, 36 per cent disagreed somewhat, and 15 per cent strongly disagreed that sleep is better than sex.

Across Canada, 53 per cent of those polled said they would rather flake out than fool around.

But before Montrealers start boasting about their lustful longings, Ipsos Reid's John Wright has something else for them to consider.

In another survey made public this month - this one for Pfizer, the makers of Viagra - the polling firm asked Canadians age 40 to 64 what they would consider the ideal gift certificate.

Quebecers were most likely to choose a gourmet meal for two in a four-star restaurant - and the least likely to choose "a night of passion and great sex in a hotel room with your current partner or spouse."

Wright, senior vice-president at Ipsos Reid, was at a loss to explain the discrepancy.

The sleep-vs.-sex survey also found men are more likely to forgo slumber. Fifty-eight per cent of male respondents across Canada chose sex over sleep, the answer of only 37 per cent of women surveyed.

"The stereotype is men are more driven to sex than women, but when you do the math, 4.6 million women out there would prefer a good night of sex than sleep," Wright noted.

Ipsos Reid conducted the survey between Feb. 24 and March 3 for CanWest News Service and Global News. The firm polled 8,431 Canadian adults online, including 1,215 Montrealers.

The margin of error for the national poll results is plus or minus 1.1 percentage points, 19 times out of 20. For Montreal results, the margin is plus or minus 2.8 percentage points.

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