



MACLIC

WHAT DOES

Being Romantic

MEAN TODAY ?

* Responses from 50 in-depth individual interviews conducted as part of the MACLIC survey

Approximately **4 out of 5 people*** mention



small gestures in everyday life

that say **"you are important"**

Doing chores that the partner hates, such as **cooking** or **clearing the snow** off the car in the morning



Spooning the partner in bed or a **"good night"** message before going to sleep

Sending **memes**, **songs** or **playlists** to the partner



Offering personalised **gifts**, being attentive to partner's needs



Chaire
ERICA



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada

UQÀM

Chaire de recherche
sur la diversité sexuelle
et la pluralité des genres

FACULTÉ DES SCIENCES HUMAINES
Université du Québec à Montréal



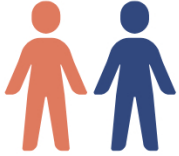
MACLIC

WHAT DOES

Being Romantic

MEAN TODAY ?

* Responses from 50 in-depth individual interviews conducted as part of the MACLIC survey



For almost **half of participants***, romance is sharing **quality time** and **special moments** with a partner

Organizing a **romantic escapade** or a simple pic-nic



Having a daily **shared ritual**, such as having breakfast or an aperitif at night

Reducing the presence of screens **to be fully together**



Chaire
ERICA



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada

UQÀM

Chaire de recherche
sur la diversité sexuelle
et la pluralité des genres

FACULTÉ DES SCIENCES HUMAINES
Université du Québec à Montréal



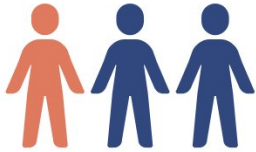
MACLIC

WHAT DOES

Being Romantic

MEAN TODAY ?

* Responses from 50 in-depth individual interviews conducted as part of the MACLIC survey



Nearly **1 in 3 people*** rejects

traditional romantic clichés

while still acknowledging the pleasure they can provide



Buying flowers or jewelry on **Valentine's Day** while criticizing this celebration as commercial

Desiring **passionate love** while fearing the vulnerability that it entails



Marrying **the "right person"** and living together while being aware that the relationship could end

Giving each other **pet names** and finding it laughable at the same time



Being critical of **typical romantic narratives** while continuing to enjoy them

Chaire ERICA



Social Sciences and Humanities
Research Council of Canada

Conseil de recherches en
sciences humaines du Canada

Canada

UQÀM

Chaire de recherche
sur la diversité sexuelle
et la pluralité des genres

FACULTÉ DES SCIENCES HUMAINES
Université du Québec à Montréal