

INTERNATIONAL KISSING DAY – July 6, 2012

Zoosk.com Canadian Kissing Report

In celebration of International Kissing Day, romantic social network Zoosk.com is releasing their Canadian Kissing Report. Based on a survey of Canadian couples and singles, the report shines light on Canadians' favourite kinds of kisses, the importance placed on lip-locks and some of the biggest turn-offs when it comes to kissing.

Canadians want more kissing – don't mind doing it in public!

- 88% of Canadians say they wish their partner would take the initiative and kiss them more.
- Three-quarters of men (76%) say in their relationship, they typically take the initiative to kissing, compared to 55% of women.
- Canadians overwhelmingly agree that they're comfortable with kissing in public; 93% of Canadians don't mind PDA.
 - Women are slightly more modest than men with 51% saying kissing in moderation is fine. Sixty-one percent of men have no problem with any kind of kissing in public.

Canadians' Favourite Kisses:

- Canadian men prefer sensual kisses on the lips, whereas women prefer "French kisses" with more tongue.
- The majority of Canadians think a kiss goodbye is more important than a kiss hello.

How important is it to be a "good kisser" in Canada?:

- The majority of women say it's important to be with someone who is a "good kisser," while men can get over a lousy smoocher because "they may be better at other things!"

Canadians Top 5 Kissing Turn-offs:

1. Bad Breath
2. Too much tongue
3. A wet kiss
4. Too short
5. Biting



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Should you try for a kiss on a first date?

- It's a bit of a gamble...
 - 54% of Canadians say they will typically kiss on the first date, while 46% say they don't usually.
- ...and depends who your date is! Canadians, Americans and Australians are more likely to kiss on a first date than Europeans.
 - The majority of Australians (58%) and Canadians (54%), Americans (52%), say they kiss on a first date. The majority of Europeans, on the hand other, do not. Only 29% of Germans, 37% of Danes, 47% of Swedes, 32% of the French and 42% of Italians say they do so.

What's the average age for a first romantic kiss?

- 5% are aged 6-8
- 10% are aged 9-11
- 31% are aged 12-14
- 35% are aged 15-17
- 20% are 18 or older

About the Zoosk Kissing Survey

The Zoosk Kissing Survey was conducted online by Zoosk in June 2012 in the U.S, Australia, Canada, Denmark, France, Germany, Italy, Sweden, and the U.K. The survey garnered a total of 13,332 responses from Zooskers around the world, including 1,163 of Zoosk's Canadian members between May 22, 2012 and June 11, 2012.

About Zoosk

Zoosk is the romantic social network that helps members create and share their romantic journeys, with millions of members from around the globe enjoying the service each month. Zoosk provides members at different stages of their romantic journey with a fun and social set of tools such as Romantic Moments, Couple Profiles, and the Personals application. Members can easily access Zoosk's services from its website, its Facebook app, mobile devices, and a downloadable desktop application. Zoosk is available in 25 languages and has members in more than 70 countries. Founded in 2007 by Shayan Zadeh and Alex Mehr, Zoosk, Inc. is based in San Francisco and backed by Canaan Partners, Bessemer Venture Partners, and ATA Ventures.



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HISTORY OF THE KISS

The origin of the kiss dates back to the Stone Age when the man was looking for a mate who proved to be strong and fertile. The cave man would choose his mate by tasting her saliva, which was supposed to be indicative of her health!

In ancient Rome, the men started the tradition of kissing their wives upon returning from battle. It turns out they were checking to make sure their ladies were not drinking wine all day.

During the second century, lawmakers decided that kissing was considered evil and decided that kissing must be “passionless” and must only occur after dinner. Those who kissed in any other way were considered “adulterers.”

FUN FACTS ABOUT KISSING

- A person who studies kissing is called a Philematologist.
- The average person will spend two weeks of their lifetime kissing.
- The human brain has a function that helps us locate each other’s lips in the dark.
- The Guinness World Record for the Longest Kiss took place on Feb. 14, 2004 in Italy and lasted 31 hours and 18 minutes.
- Men who kiss their lady good-bye when leaving for work every morning average a higher income than guys who do not.
- Artist Francois August Rodin sculpted *The Kiss* in 1886 and it is one of the most famous romantic pieces of art in the Western world today.
- Kissing can even make you healthier. By sharing germs you are boosting your immune system. During a kiss you are sharing almost 300 colonies of bacteria.

KISSING AROUND THE WORLD

- In the Netherlands, it is customary to kiss three times when greeting. The kisses always begin and end on the same cheek.
- In Belgium, the number of kisses one gives or receives depends on the age of the person you are kissing. For someone your own age it is one cheek kiss, for somebody 10 years older it is three cheek kisses.
- In Malaysia, India and Pakistan, kissing in public is not permitted. It is censored on all TV shows, and couples can be fined \$75 if caught.
- People from Nepal do not kiss at all – the mouth and saliva are considered dirty.
- Legend has it that kissing the Blarney Stone in Ireland is good luck!

Unless otherwise noted, the source for all of the facts shared on this document is Andrea Demirjian, author of [Kissing—Everything You Ever Wanted to Know About One of Life’s Sweetest Pleasures](#) (Penguin Group).

