

Table 1

	REGION							AGE			GENDER		INCOME		
	Canada	B.C.	Alberta	Man/ Sask	Ontario	Quebec	Atlantic	18-34	35-54	55+	Male	Female	<\$30K	\$30-59K	\$60K+
Base = All respondents															
(Weighted Bases)	(1200)	(157)	(108)	(84)	(453)	(301)	(97)	(405)	(468)	(327)	(588)	(612)	(336)	(413)	(285)
(Unweighted Bases)	(1200)	(145)	(112)	(93)	(445)	(304)	(101)	(405)	(507)	(287)	(601)	(599)	(331)	(414)	(294)
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%

After the Affair:

Working Things Out

End the Relationship	29	25	24	36	29	30	31	38	28	20	26	32	31	31	27
Try to work things out	66	72	72	60	65	64	64	58	68	72	69	63	65	67	70
Don't know	5	3	4	4	6	6	5	4	4	8	5	5	5	3	4

"Now, some people say that if their partner had an affair it would automatically end the relationship and there would be no chance for forgiveness. Others say that if their spouse or partner had an affair it would not necessarily mean an end to the relationship and they would try and work things out. Which statement is closer to your own point of view?"

Resisting Temptation

Yes	10	13	8	4	9	14	7	11	9	11	15	6	12	11	9
No	86	84	89	93	87	81	91	86	87	85	80	92	85	87	86
Don't Know	4	4	3	2	4	5	2	2	4	4	5	2	3	2	5

"Now imagine that you are out of town without your partner or spouse and you met a very attractive person who was interested in having sex with you. It would be a one night stand that your partner or spouse would never find out about and there was no chance of contracting any sexually transmitted disease. Would you do it?"

The Trust Factor

Yes	13	18	8	9	11	16	14	15	13	11	12	14	18	13	8
No	76	68	85	84	80	69	77	77	76	76	77	76	70	78	85
Don't Know	11	14	7	7	9	15	9	8	12	13	11	10	12	9	7

"Now imagine your partner or spouse was in exactly the same circumstance, do you think they would do it?"

Infidelity and Political

Voting Intentions

Less Likely	30	32	49	42	33	12	35	29	27	34	27	32	32	30	24
More Likely	2	--	1	--	3	2	2	2	2	2	2	1	2	1	2
No Impact	67	66	50	58	62	86	64	69	71	61	69	66	65	68	73
Don't Know	1	2	--	--	2	1	--	--	1	3	1	1	1	1	--

"And, imagine that a competent politician running for office admitted to having an affair, would this make you less likely to vote for them, more likely to vote for them, or would it have no impact on your likelihood of voting for them?"

Comfort Levels in TV

Broadcasting of Affairs

Very Comfortable	17	14	7	7	12	33	9	21	18	9	19	14	15	17	20
Somewhat Comfortable	28	25	17	25	26	39	29	33	31	19	32	25	29	29	30
Somewhat Uncomfortable	26	27	40	27	31	13	24	28	26	23	26	26	23	28	28
Very Uncomfortable	24	27	34	36	25	10	32	15	20	40	17	30	28	21	18
Don't Know	5	8	2	6	5	5	6	2	5	9	6	4	5	5	4

"As you may know, there are some new shows coming on TV in the fall which portray characters having affairs as acceptable behaviour. In your view, are you very comfortable, somewhat comfortable, somewhat uncomfortable, or very uncomfortable with TV broadcasting shows like this?"