

Detailed Tables

And which of the following movies would you say best characterises your current relationship?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	387	294	452	548
Weighted Base	1000	132	97	68	379	247	77	293	383	294	483	517
War of the Roses	103 10%	13 10%	15 15%	9 13%	42 11%	16 6%	9 11%	42 14%	34 9%	24 8%	53 11%	50 10%
My Big Fat Greek Wedding	205 21%	30 23%	20 21%	15 22%	77 20%	47 19%	16 21%	63 22%	83 22%	56 19%	85 18%	120 23%
Bridges of Madison County	136 14%	23 17%	10 10%	9 13%	57 15%	30 12%	9 11%	44 15%	58 15%	33 11%	71 15%	65 13%
Swingers	52 5%	5 4%	3 3%	2 2%	14 4%	26 10%	3 4%	27 9%	16 4%	9 3%	34 7%	18 3%
Not currently in a relationship	124 12%	15 11%	13 14%	12 18%	45 12%	31 13%	7 10%	31 10%	33 9%	57 20%	56 11%	69 13%
Don't know/Refused	379 38%	46 35%	37 38%	22 32%	144 38%	97 39%	34 43%	86 29%	159 42%	113 39%	184 38%	194 38%
Base: Excluding respondents Not currently in a relationship												
Unweighted Base	501	82	50	50	150	121	48	177	196	121	228	273
Weighted Base	497	71	47	34	190	118	36	177	191	123	243	254
War of the Roses	103 21%	13 18%	15 31%	9 26%	42 22%	16 14%	9 24%	42 24%	34 18%	24 20%	53 22%	50 20%
My Big Fat Greek Wedding	205 41%	30 42%	20 43%	15 44%	77 40%	47 40%	16 44%	63 36%	83 43%	56 46%	85 35%	120 47%
Bridges of Madison County	136 27%	23 32%	10 21%	9 25%	57 30%	30 25%	9 24%	44 25%	58 30%	33 27%	71 29%	65 26%
Swingers	52 11%	5 8%	3 6%	2 4%	14 8%	26 22%	3 8%	27 15%	16 9%	9 7%	34 14%	18 7%

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	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	199	801	122	237	353	276	258	323	286
Weighted Base	1000	182	818	122	231	350	284	251	323	295
War of the Roses	103 10%	19 11%	84 10%	17 14%	28 12%	34 10%	24 8%	30 12%	32 10%	28 9%
My Big Fat Greek Wedding	205 21%	27 15%	178 22%	23 19%	42 18%	63 18%	76 27%	31 12%	80 25%	80 27%
Bridges of Madison County	136 14%	30 16%	107 13%	12 10%	35 15%	54 15%	34 12%	28 11%	54 17%	41 14%
Swingers	52 5%	12 7%	41 5%	12 10%	11 5%	23 7%	7 3%	22 9%	20 6%	10 3%
Not currently in a relationship	124 12%	22 12%	102 12%	26 21%	29 13%	35 10%	32 11%	59 23%	26 8%	25 9%
Don't know/Refused	379 38%	72 40%	306 37%	32 26%	86 37%	141 40%	111 39%	81 32%	111 34%	111 38%
Base: Excluding respondents Not currently in a relationship										
Unweighted Base	501	94	407	62	121	177	139	116	190	151
Weighted Base	497	88	410	64	116	174	141	111	186	159
War of the Roses	103 21%	19 22%	84 21%	17 27%	28 24%	34 20%	24 17%	30 27%	32 17%	28 18%
My Big Fat Greek Wedding	205 41%	27 31%	178 44%	23 37%	42 37%	63 36%	76 54%	31 28%	80 43%	80 50%
Bridges of Madison County	136 27%	30 34%	107 26%	12 19%	35 30%	54 31%	34 24%	28 25%	54 29%	41 26%
Swingers	52 11%	12 14%	41 10%	12 18%	11 9%	23 13%	7 5%	22 19%	20 11%	10 6%

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Which of the following movies would you say represents your ideal relationship?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	387	294	452	548
Weighted Base	1000	132	97	68	379	247	77	293	383	294	483	517
Four Weddings and a Funeral	104 10%	12 9%	15 16%	8 12%	46 12%	17 7%	5 7%	35 12%	48 13%	18 6%	58 12%	47 9%
Shakespeare in Love	191 19%	35 26%	12 13%	10 14%	66 17%	53 22%	16 20%	81 28%	68 18%	37 12%	95 20%	96 19%
An Affair to Remember	142 14%	15 11%	17 18%	10 14%	53 14%	39 16%	8 10%	24 8%	55 14%	62 21%	63 13%	79 15%
Pretty Woman	248 25%	32 25%	23 24%	20 29%	87 23%	62 25%	24 31%	96 33%	92 24%	58 20%	118 24%	131 25%
Don't know/Refused	315 31%	38 29%	29 30%	21 31%	127 33%	75 30%	25 32%	57 20%	119 31%	119 40%	150 31%	164 32%
Base: Excluding respondents who said Don't know/Refused												
Unweighted Base	690	106	73	68	198	177	68	236	266	176	312	378
Weighted Base	685	94	68	47	252	172	53	236	264	175	333	352
Four Weddings and a Funeral	104 15%	12 13%	15 22%	8 17%	46 18%	17 10%	5 10%	35 15%	48 18%	18 10%	58 17%	47 13%
Shakespeare in Love	191 28%	35 37%	12 18%	10 20%	66 26%	53 31%	16 30%	81 34%	68 26%	37 21%	95 29%	96 27%
An Affair to Remember	142 21%	15 16%	17 26%	10 20%	53 21%	39 23%	8 14%	24 10%	55 21%	62 35%	63 19%	79 22%
Pretty Woman	248 36%	32 35%	23 34%	20 42%	87 34%	62 36%	24 46%	96 41%	92 35%	58 33%	118 35%	131 37%

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Which of the following movies would you say represents your ideal relationship?

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	199	801	122	237	353	276	258	323	286
Weighted Base	1000	182	818	122	231	350	284	251	323	295
Four Weddings and a Funeral	104 10%	10 6%	94 11%	9 7%	18 8%	32 9%	44 16%	20 8%	43 13%	34 11%
Shakespeare in Love	191 19%	26 15%	165 20%	15 12%	39 17%	58 16%	79 28%	42 17%	68 21%	64 22%
An Affair to Remember	142 14%	26 14%	116 14%	31 26%	32 14%	52 15%	25 9%	43 17%	53 16%	31 10%
Pretty Woman	248 25%	59 32%	189 23%	26 22%	83 36%	101 29%	37 13%	70 28%	81 25%	75 25%
Don't know/Refused	315 31%	61 34%	254 31%	41 34%	60 26%	108 31%	99 35%	75 30%	78 24%	92 31%
Base: Excluding respondents who said Don't know/Refused										
Unweighted Base	690	134	556	82	177	244	181	181	248	197
Weighted Base	685	121	564	81	172	242	185	175	246	203
Four Weddings and a Funeral	104 15%	10 8%	94 17%	9 11%	18 11%	32 13%	44 24%	20 12%	43 17%	34 17%
Shakespeare in Love	191 28%	26 22%	165 29%	15 18%	39 23%	58 24%	79 43%	42 24%	68 28%	64 32%
An Affair to Remember	142 21%	26 21%	116 21%	31 39%	32 18%	52 21%	25 13%	43 24%	53 22%	31 15%
Pretty Woman	248 36%	59 49%	189 34%	26 33%	83 49%	101 42%	37 20%	70 40%	81 33%	75 37%

Detailed Tables

Which of the following fictional couples best typifies your current relationship?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	387	294	452	548
Weighted Base	1000	132	97	68	379	247	77	293	383	294	483	517
Scarlet O'Hara and Rhett Butler from Gone with the Wind	170	18	16	14	59	50	13	36	54	74	87	83
	17%	14%	17%	20%	16%	20%	16%	12%	14%	25%	18%	16%
Homer and Marge Simpson from The Simpsons	189	23	18	17	79	30	21	87	60	40	91	97
	19%	17%	18%	26%	21%	12%	28%	30%	16%	14%	19%	19%
Harry and Sally from When Harry Met Sally	216	38	19	14	87	46	11	68	120	27	94	122
	22%	29%	20%	21%	23%	19%	15%	23%	31%	9%	19%	24%
Tony and Carmela Soprano from The Sopranos	53	9	5	2	21	13	3	24	22	7	38	15
	5%	7%	5%	2%	5%	5%	4%	8%	6%	2%	8%	3%
Not currently in a relationship	120	14	16	11	39	36	4	32	38	50	52	69
	12%	11%	16%	17%	10%	14%	6%	11%	10%	17%	11%	13%
Don't know/Refused	252	30	23	9	94	72	24	46	88	97	122	130
	25%	23%	24%	14%	25%	29%	31%	16%	23%	33%	25%	25%
Base: Excluding respondents Not currently in a relationship												
Unweighted Base	631	100	63	67	192	144	65	213	260	148	295	336
Weighted Base	628	88	58	47	246	140	49	215	257	147	310	318
Scarlet O'Hara and Rhett Butler from Gone with the Wind	170	18	16	14	59	50	13	36	54	74	87	83
	27%	20%	28%	30%	24%	36%	26%	17%	21%	50%	28%	26%
Homer and Marge Simpson from The Simpsons	189	23	18	17	79	30	21	87	60	40	91	97
	30%	26%	30%	37%	32%	21%	44%	40%	23%	27%	29%	31%
Harry and Sally from When Harry Met Sally	216	38	19	14	87	46	11	68	120	27	94	122
	34%	43%	33%	30%	35%	33%	23%	32%	47%	18%	30%	38%
Tony and Carmela Soprano from The Sopranos	53	9	5	2	21	13	3	24	22	7	38	15
	8%	10%	9%	4%	8%	9%	7%	11%	9%	4%	12%	5%

Detailed Tables

Which of the following fictional couples best typifies your current relationship ?

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	199	801	122	237	353	276	258	323	286
Weighted Base	1000	182	818	122	231	350	284	251	323	295
Scarlet O'Hara and Rhett Butler from Gone with the Wind	170	35	135	41	38	52	37	44	52	50
	17%	19%	16%	33%	17%	15%	13%	18%	16%	17%
Homer and Marge Simpson from The Simpsons	189	34	154	17	60	72	39	33	83	55
	19%	19%	19%	14%	26%	21%	14%	13%	26%	19%
Harry and Sally from When Harry Met Sally	216	37	179	10	32	90	83	43	78	77
	22%	21%	22%	9%	14%	26%	29%	17%	24%	26%
Tony and Carmela Soprano from The Sopranos	53	7	46	3	18	23	9	12	15	20
	5%	4%	6%	2%	8%	7%	3%	5%	5%	7%
Not currently in a relationship	120	21	100	26	25	36	32	57	32	21
	12%	11%	12%	21%	11%	10%	11%	23%	10%	7%
Don't know/Refused	252	47	204	25	59	77	82	62	64	71
	25%	26%	25%	21%	26%	22%	29%	25%	20%	24%
Base: Excluding respondents Not currently in a relationship										
Unweighted Base	631	124	507	73	151	240	164	140	225	198
Weighted Base	628	114	514	71	147	237	169	132	228	203
Scarlet O'Hara and Rhett Butler from Gone with the Wind	170	35	135	41	38	52	37	44	52	50
	27%	31%	26%	57%	26%	22%	22%	33%	23%	25%
Homer and Marge Simpson from The Simpsons	189	34	154	17	60	72	39	33	83	55
	30%	30%	30%	24%	40%	30%	23%	25%	36%	27%
Harry and Sally from When Harry Met Sally	216	37	179	10	32	90	83	43	78	77
	34%	33%	35%	15%	22%	38%	49%	33%	34%	38%
Tony and Carmela Soprano from The Sopranos	53	7	46	3	18	23	9	12	15	20
	8%	6%	9%	4%	12%	10%	6%	9%	7%	10%

Detailed Tables

Thinking of this Valentine's Day, which of the following musical artists would most help you get in the mood ?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	387	294	452	548
Weighted Base	1000	132	97	68	379	247	77	293	383	294	483	517
Diana Krall	325 32%	52 39%	23 24%	19 28%	130 34%	81 33%	20 26%	104 36%	156 41%	56 19%	159 33%	165 32%
Glenn Miller	191 19%	16 12%	13 14%	13 20%	83 22%	49 20%	17 22%	27 9%	42 11%	116 40%	86 18%	105 20%
Tchaikovsky	168 17%	26 20%	14 14%	14 21%	57 15%	53 21%	5 6%	46 16%	64 17%	56 19%	81 17%	87 17%
None of the above	121 12%	14 10%	15 15%	9 13%	49 13%	27 11%	7 9%	33 11%	47 12%	33 11%	50 10%	70 14%
Avril Lavigne	88 9%	11 8%	16 17%	8 12%	30 8%	9 4%	13 17%	51 18%	36 9%	1 0%	50 10%	39 7%
Kiss	54 5%	8 6%	6 6%	4 6%	19 5%	10 4%	6 8%	26 9%	23 6%	6 2%	29 6%	25 5%
Don't know/Refused	53 5%	6 5%	9 9%	1 2%	10 3%	17 7%	9 12%	6 2%	16 4%	25 9%	28 6%	25 5%

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	199	801	122	237	353	276	258	323	286
Weighted Base	1000	182	818	122	231	350	284	251	323	295
Diana Krall	325 32%	47 26%	278 34%	16 13%	65 28%	111 32%	131 46%	56 22%	110 34%	127 43%
Glenn Miller	191 19%	38 21%	153 19%	40 32%	45 19%	57 16%	47 17%	60 24%	69 21%	37 13%
Tchaikovsky	168 17%	30 17%	138 17%	17 14%	26 11%	73 21%	50 18%	44 17%	48 15%	58 20%
None of the above	121 12%	30 16%	91 11%	22 18%	34 15%	41 12%	21 7%	35 14%	34 11%	25 8%
Avril Lavigne	88 9%	16 9%	73 9%	3 3%	33 14%	36 10%	16 6%	17 7%	32 10%	28 10%
Kiss	54 5%	9 5%	45 5%	9 8%	15 7%	23 7%	7 2%	19 7%	15 5%	13 4%
Don't know/Refused	53 5%	12 6%	41 5%	15 13%	13 6%	10 3%	12 4%	20 8%	14 4%	7 2%

Detailed Tables

Thinking in general terms, which of the following would best describe your past experiences of Valentine's Day?

	TOTAL	REGION						AGE			GENDER	
		BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
Base: All Respondents												
Unweighted Base	1000	150	100	100	300	250	100	290	387	294	452	548
Weighted Base	1000	132	97	68	379	247	77	293	383	294	483	517
MEMORABLE (NET)	478 48%	68 51%	45 47%	33 48%	171 45%	122 49%	39 50%	141 48%	180 47%	145 50%	237 49%	241 47%
- Fantastic	114 11%	14 10%	4 4%	5 8%	35 9%	45 18%	11 14%	42 14%	45 12%	24 8%	53 11%	61 12%
- Memorable	364 36%	54 41%	41 42%	27 40%	136 36%	76 31%	28 36%	98 34%	135 35%	121 41%	184 38%	180 35%
NOT MEMORABLE (NET)	443 44%	56 42%	41 43%	30 45%	180 48%	108 44%	29 37%	146 50%	184 48%	105 36%	201 42%	242 47%
- Room for improvement	375 37%	54 41%	34 35%	25 37%	154 41%	82 33%	25 33%	123 42%	163 43%	84 29%	171 35%	204 39%
- Disastrous	69 7%	2 2%	7 8%	5 7%	26 7%	25 10%	3 4%	24 8%	21 5%	21 7%	30 6%	39 7%
Don't know/Refused	79 8%	9 7%	10 10%	5 7%	28 7%	17 7%	10 13%	6 2%	19 5%	43 15%	45 9%	34 7%

	TOTAL	REGION TYPE		EDUCATION				INCOME		
		Rural	Urban	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
Base: All Respondents										
Unweighted Base	1000	199	801	122	237	353	276	258	323	286
Weighted Base	1000	182	818	122	231	350	284	251	323	295
MEMORABLE (NET)	478 48%	84 46%	393 48%	64 52%	104 45%	162 46%	145 51%	111 44%	154 48%	151 51%
- Fantastic	114 11%	24 13%	90 11%	21 17%	20 9%	41 12%	31 11%	22 9%	40 12%	35 12%
- Memorable	364 36%	60 33%	304 37%	43 35%	84 36%	122 35%	115 40%	89 35%	114 35%	116 39%
NOT MEMORABLE (NET)	443 44%	81 45%	362 44%	47 38%	113 49%	164 47%	115 41%	113 45%	153 47%	132 45%
- Room for improvement	375 37%	70 38%	305 37%	33 27%	97 42%	135 39%	108 38%	83 33%	138 43%	116 39%
- Disastrous	69 7%	11 6%	58 7%	14 11%	17 7%	29 8%	7 3%	29 12%	15 5%	17 6%
Don't know/Refused	79 8%	16 9%	62 8%	11 9%	14 6%	24 7%	23 8%	27 11%	16 5%	11 4%