

# Valentine's Day

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## Valentine's Day

## Detailed tables

### 1. Thinking about Valentine's Day, do you plan to buy any Valentine's Day gift for the special woman in your life this year?

Proportions/Means: Columns Tested  
(5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Male respondents									
Unweighted Base	464	156	298	331	39	93	140	183	141
Weighted Base	490	159	321	342	43*	104*	149	188	153
Yes	287 59%	123 77% B	159 49%	215 63% D	14 33%	57 55% D	92 61%	100 53%	96 63%
No	164 34%	33 21%	128 40% A	106 31%	21 50% C	37 35%	48 32%	75 40% H	41 26%
No special woman in my life	35 7%	3 2%	32 10% A	19 6%	7 17% C	9 9%	8 5%	12 6%	16 10%
(DK/NS)	3 1%	0 -	3 1%	2 1%	0 -	1 1%	1 1%	1 1%	1 1%

## Valentine's Day

### 2. And what are you thinking of buying as a Valentine's Day gift?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Plan to buy a gift									
Unweighted Base	269	122	142	205	13	50	84	98	87
Weighted Base	287	123	159	215	14**	57*	92*	100*	96*
Cut Flowers/Roses	104 36%	45 37%	56 35%	76 35%	7 50%	21 37%	41 44% G	29 29%	34 35%
Jewelry	44 15%	22 18%	22 14%	39 18% E	2 14%	3 6%	14 15%	16 16%	14 15%
Chocolate	38 13%	15 12%	21 13%	29 14%	1 8%	8 14%	11 12%	9 9%	18 19%
A greeting card	26 9%	7 6%	19 12%	14 6%	2 13%	11 18% C	9 10%	9 9%	8 8%
Dinner	14 5%	5 4%	9 6%	11 5%	0 -	2 4%	6 7%	4 4%	3 3%
Perfume	10 4%	4 3%	6 4%	10 5%	0 -	0 -	3 3%	2 2%	5 5%
Clothes	10 3%	4 3%	6 4%	10 5%	0 -	0 -	4 5% G	0 -	5 6% G
Lingerie	8 3%	4 3%	4 3%	7 3%	0 -	1 2%	2 2%	1 1%	5 5%
Plush toy/ teddy bear	6 2%	1 1%	5 3%	5 2%	1 8%	0 -	2 2%	2 2%	2 2%
Other	33 12%	14 12%	19 12%	21 10%	3 22%	9 16%	7 7%	12 12%	15 15%
Nothing	1 0	0 -	1 1%	1 0	0 -	0 -	0 -	1 1%	0 -
(DK/NS)	56 20%	27 22%	28 18%	47 22%	1 7%	7 13%	18 19%	25 25%	13 14%

## Detailed tables

## Valentine's Day

## Detailed tables

3. Many men give flowers or something related as a Valentine's Day gift this year. Within the theme of flowers, which of the following five items would you most like to receive?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used. \* small base

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Female respondents									
Unweighted Base	536	199	326	321	99	113	162	202	172
Weighted Base	510	176	325	296	87*	125	153	197	160
Cut Flowers	207 41%	81 46% B	121 37%	125 42%	40 46%	42 33%	70 46%	79 40%	58 36%
Flowers or plants that you can plant in a spring garden	204 40%	66 37%	137 42%	110 37%	36 41%	58 46%	52 34%	82 42%	70 44%
A gardening magazine or book	36 7%	9 5%	24 8%	21 7%	6 7%	8 7%	11 7%	12 6%	13 8%
Tickets to a gardening show	22 4%	6 3%	16 5%	14 5%	3 4%	5 4%	5 3%	9 5%	8 5%
Gardening tools	11 2%	3 2%	8 3%	8 3%	1 1%	2 2%	5 3%	3 1%	3 2%
(DK/NS)	30 6%	11 6%	19 6%	18 6% D	1 1%	10 8% D	10 7%	12 6%	8 5%

## Valentine's Day

## Detailed tables

3a. Many men give flowers or something related as a Valentine's Day gift this year. Within the theme of flowers, which of the following five items would you most like to receive?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used. \* small base

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Female respondents									
Unweighted Base	536	199	326	321	99	113	162	202	172
Weighted Base	510	176	325	296	87*	125	153	197	160
FLOWERS/ PLANTS FOR A SPRING GARDEN, GARDENING, MAGAZINE/ BOOK, TICKETS AND GARDENING TOOLS (NET)	273	84	185	152	46	73	73	106	95
	54%	48%	57% A	51%	53%	59%	47%	54%	59% F
Flowers or plants that you can plant in a spring garden	204	66	137	110	36	58	52	82	70
	40%	37%	42%	37%	41%	46%	34%	42%	44%
A gardening magazine or book	36	9	24	21	6	8	11	12	13
	7%	5%	8%	7%	7%	7%	7%	6%	8%
Tickets to a gardening show	22	6	16	14	3	5	5	9	8
	4%	3%	5%	5%	4%	4%	3%	5%	5%
Gardening tools	11	3	8	8	1	2	5	3	3
	2%	2%	3%	3%	1%	2%	3%	1%	2%
Cut Flowers	207	81	121	125	40	42	70	79	58
	41%	46% B	37%	42%	46%	33%	46%	40%	36%
(DK/NS)	30	11	19	18	1	10	10	12	8
	6%	6%	6%	6% D	1%	8% D	7%	6%	5%

## Valentine's Day

### 4. And do you personally plan to plant any flowers in spring or summer this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used. \* small base

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Male respondents									
Unweighted Base	464	156	298	331	39	93	140	183	141
Weighted Base	490	159	321	342	43*	104*	149	188	153
Yes	279 57%	108 68% B	166 52%	197 58% D	12 29%	69 66% D	85 57%	103 55%	91 59%
No	208 42%	51 32%	152 47% A	142 42%	30 71% CE	36 34%	63 42%	82 44%	62 41%
(DK/NS)	3 1%	0 -	3 1%	3 1%	0 -	0 -	1 1%	2 1%	0 -

## Detailed tables

## Valentine's Day

### 4a. And do you personally plan to plant any flowers in spring or summer this year?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Male respondents who plan to buy a gift									
Unweighted Base	269	122	142	205	13	50	84	98	87
Weighted Base	287	123	159	215	14**	57*	92*	100*	96*
Yes	187 65%	89 72% B	96 60%	142 66%	4 28%	40 70%	57 62%	65 65%	65 68%
No	99 34%	34 28%	62 39%	72 33%	10 72%	17 30%	35 38%	34 34%	31 32%
(DK/NS)	1 0	0 -	1 1%	1 1%	0 -	0 -	0 -	1 1%	0 -

## Detailed tables

## Valentine's Day

### 4b. And do you personally plan to plant any flowers in spring or summer this year?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Male respondents who plan to buy cut flowers									
Unweighted Base	97	44	51	72	6	19	36	29	32
Weighted Base	104*	45*	56*	76*	7**	21**	41*	29**	34*
Yes	65 63%	28 62%	36 65%	46 61%	2 32%	17 80%	26 63%	16 56%	23 68%
No	38 37%	17 38%	20 35%	29 39%	5 68%	4 20%	15 37%	13 44%	11 32%

## Detailed tables



## Valentine's Day

## Detailed tables

### 5. Thinking about gardening as an activity, how would you MOST prefer to spend your time working in your garden?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
With your partner	459 46%	184 55% B	271 42%	314 49% D	50 39%	95 41%	142 47%	164 43%	154 49%
Alone, by yourself	424 42%	121 36%	294 45% A	248 39%	68 53% C	106 46%	131 43%	172 45%	121 39%
Do not plan to spend any time in the garden	106 11%	26 8%	74 11%	72 11%	11 9%	22 10%	26 9%	42 11%	38 12%
(DK/NS)	11 1%	3 1%	8 1%	4 1%	0 -	7 3% C	3 1%	7 2%	1 0

## Valentine's Day

## Detailed tables

### 5a. Thinking about gardening as an activity, how would you MOST prefer to spend your time working in your garden?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used. \* small base

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Female respondents									
Unweighted Base	536	199	326	321	99	113	162	202	172
Weighted Base	510	176	325	296	87*	125	153	197	160
Alone, by yourself	252 49%	74 42%	175 54% A	137 46%	51 59% C	63 50%	77 50%	101 51%	74 46%
With your partner	217 43%	87 50% B	127 39%	137 46% D	29 33%	50 40%	64 42%	77 39%	76 47%
Do not plan to spend any time in the garden	34 7%	11 6%	19 6%	18 6%	7 8%	9 7%	10 7%	14 7%	10 6%
(DK/NS)	7 1%	3 2%	4 1%	4 1%	0 -	3 3%	2 1%	4 2%	1 0

## Valentine's Day

## Detailed tables

### 5b. Thinking about gardening as an activity, how would you MOST prefer to spend your time working in your garden?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Male respondents who plan to plant flowers in spring or summer this year									
Unweighted Base	267	108	154	193	12	61	83	102	82
Weighted Base	279	108	166	197	12**	69*	85*	103	91*
With your partner	165 59%	73 67% B	91 55%	122 62%	8 66%	34 49%	53 62%	59 57%	53 58%
Alone, by yourself	105 38%	33 31%	68 41%	68 34%	4 34%	33 48%	31 37%	43 42%	31 34%
Do not plan to spend any time in the garden	9 3%	2 2%	7 4%	7 3%	0 -	2 3%	1 1%	1 1%	7 7% G

## Valentine's Day

## Detailed tables

5c. Thinking about gardening as an activity, how would you MOST prefer to spend your time working in your garden?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used. \* small base

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Female respondents who most like to receive cut flowers									
Unweighted Base	223	92	125	138	46	38	75	84	64
Weighted Base	207	81*	121	125	40*	42*	70*	79*	58*
Alone, by yourself	101 48%	36 45%	63 52%	58 47%	22 57%	19 46%	32 45%	41 52%	28 48%
With your partner	85 41%	39 48%	46 38%	52 42%	13 32%	20 47%	30 42%	30 38%	25 43%
Do not plan to spend any time in the garden	19 9%	5 6%	11 9%	12 10%	4 11%	2 6%	6 9%	8 10%	5 8%
(DK/NS)	3 1%	1 1%	2 2%	2 2%	0 -	1 2%	2 3%	1 1%	0 -

## Valentine's Day

## Detailed tables

5d. Thinking about gardening as an activity, how would you MOST prefer to spend your time working in your garden?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Plan to buy cut flowers/ roses									
Unweighted Base	97	44	51	72	6	19	36	29	32
Weighted Base	104*	45*	56*	76*	7**	21**	41*	29**	34*
With your partner	65 63%	30 67%	34 62%	50 66%	7 100%	8 36%	31 76% H	20 70%	13 40%
Alone, by yourself	23 22%	10 23%	12 21%	14 18%	0 -	9 43%	6 15%	5 17%	12 35%
Do not plan to spend any time in the garden	16 15%	5 11%	10 17%	12 15%	0 -	4 21%	3 9%	4 14%	8 25%

# Valentine's Day

## DEMOGRAPHICS

Province:

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
British Columbia	139 14%	42 12%	93 14%	92 14%	24 18% E	23 10%	139 46% GH	0 -	0 -
Alberta	96 10%	39 12%	56 9%	74 12% E	12 10% E	9 4%	96 32% GH	0 -	0 -
Saskatchewan	34 3%	9 3%	23 3%	26 4%	3 2%	5 2%	34 11% GH	0 -	0 -
Manitoba	33 3%	14 4%	18 3%	24 4%	2 1%	7 3%	33 11% GH	0 -	0 -
Ontario	385 38%	132 39%	245 38%	239 37%	50 38%	95 41%	0 -	385 100% FH	0 -
Quebec	237 24%	72 22%	163 25%	136 21%	32 24%	68 30% C	0 -	0 -	237 76% FG
New Brunswick	23 2%	6 2%	16 3%	12 2%	4 3%	6 3%	0 -	0 -	23 7% FG
Nova Scotia	30 3%	10 3%	19 3%	20 3%	1 1%	9 4%	0 -	0 -	30 10% FG
Prince Edward Island	5 0	2 1%	3 0	3 0	0 -	2 1%	0 -	0 -	5 2% FG
Newfoundland	18 2%	8 2%	10 2%	11 2%	2 1%	5 2%	0 -	0 -	18 6% FG

# Detailed tables

## Valentine's Day

### DEMOGRAPHICS

**Sex of respondent:**

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
Male	490 49%	159 47%	321 50%	342 54%	43 33%	104 46%	149 49%	188 49%	153 49%
Female	510 51%	176 53%	325 50%	296 46%	87 67%	125 54%	153 51%	197 51%	160 51%
					DE	D			
					CE	C			

## Detailed tables

## Valentine's Day

### DEMOGRAPHICS

*Language of interview:*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
English	787 79%	271 81%	498 77%	515 81%	102 79%	166 72%	302 100% H	385 100% H	100 32%
French	213 21%	64 19%	148 23%	123 19%	27 21%	63 28% C	0 -	0 -	213 68% FG

## Detailed tables



## Valentine's Day

Enter market:

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

## Detailed tables

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
1-BC	139 14%	42 12%	93 14%	92 14%	24 18% E	23 10%	139 46% GH	0 -	0 -
2-AB	96 10%	39 12%	56 9%	74 12% E	12 10% E	9 4%	96 32% GH	0 -	0 -
3-MB/SK	67 7%	23 7%	40 6%	50 8%	5 4%	12 5%	67 22% GH	0 -	0 -
4-GTA	162 16%	47 14%	110 17%	103 16%	22 17%	35 15%	0 -	162 42% FH	0 -
5-Central ON	73 7%	27 8%	45 7%	48 7%	9 7%	16 7%	0 -	73 19% FH	0 -
6-East ON	52 5%	21 6%	30 5%	26 4%	12 9% C	14 6%	0 -	52 13% FH	0 -
7-SW ON	59 6%	21 6%	37 6%	35 5%	4 3%	20 9%	0 -	59 15% FH	0 -
8-North ON	39 4%	16 5%	23 4%	27 4%	3 2%	9 4%	0 -	39 10% FH	0 -
9-PQ-MTL CMA	118 12%	38 11%	78 12%	73 11%	17 13%	27 12%	0 -	0 -	118 38% FG
10-PQ-Other	120 12%	34 10%	85 13%	64 10%	14 11%	42 18% C	0 -	0 -	120 38% FG
11-Atlantic	76 8%	27 8%	48 7%	47 7%	7 5%	22 10%	0 -	0 -	76 24% FG

# Valentine's Day

## DEMOGRAPHICS

*What age group do you fall into?*

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
18 to 24	100 10%	23 7%	77 12% A	45 7%	46 35% CE	9 4%	22 7%	51 13% F	27 9%
25 to 34	195 19%	97 29% B	95 15%	158 25% E	22 17% E	15 6%	70 23% G	64 17%	61 19%
35 to 44	193 19%	124 37% B	67 10%	151 24% E	28 22% E	13 6%	54 18%	72 19%	67 21%
45 to 54	192 19%	75 22%	116 18%	148 23% DE	18 14%	25 11%	63 21%	73 19%	57 18%
55 to 64	189 19%	13 4%	174 27% A	110 17% D	12 9%	67 29% CD	59 20%	62 16%	67 21%
65+	119 12%	4 1%	116 18% A	18 3%	2 2%	99 43% CD	30 10%	55 14%	34 11%
Refused	12 1%	0 -	2 0	9 1%	1 1%	2 1%	3 1%	9 2% H	1 0

# Detailed tables

## Valentine's Day

### DEMOGRAPHICS

*What is your current marital status?*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
Single or never married	231 23%	40 12%	190 29% A	144 23% E	59 45% CE	28 12%	66 22%	87 23%	78 25%
Married	488 49%	218 65% B	269 42%	322 51%	54 42%	111 48%	154 51% H	201 52% H	132 42%
Common-law or living with a partner	98 10%	43 13% B	55 9%	78 12% DE	6 4%	13 6%	20 7%	28 7%	51 16% FG
Divorced or separated	106 11%	28 8%	78 12%	69 11% D	6 5%	31 14% D	34 11%	36 9%	36 12%
Widowed	54 5%	1 0	53 8% A	10 2%	1 1%	43 19% CD	20 7%	21 5%	13 4%
(DK/NS)	22 2%	3 1%	2 0	15 2%	4 3%	3 1%	8 3%	12 3% H	3 1%

## Detailed tables

## Valentine's Day

### DEMOGRAPHICS

*Do you have any children under the age of 18 currently living in your household?*

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Do not live alone									
Unweighted Base	800	355	444	536	113	148	237	311	252
Weighted Base	796	334	460	522	106	165	237	310	249
Yes	334 42%	334 100% B	0 -	252 48% E	48 46% E	33 20%	104 44%	132 43%	99 40%
No	460 58%	0 -	460 100% A	269 51%	58 54%	132 80% CD	133 56%	178 57%	149 60%
(DK/NS)	1 0	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0

## Detailed tables

## DEMOGRAPHICS

*And what are the ages of each of the children under 18 who are currently living in your household?*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	CHILDREN IN HH			EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: Have children under the age of 18 living at home									
Unweighted Base	355	355	0	266	54	34	106	142	107
Weighted Base	334	334	-.**	252	48*	33*	104	132	99
One year old	36 11%	36 11%	0 -	25 10%	10 20% CE	1 3%	17 17% H	11 8%	7 7%
Two years old	43 13%	43 13%	0 -	33 13%	6 12%	4 12%	15 14%	14 10%	14 15%
Three years old	35 10%	35 10%	0 -	28 11%	2 5%	4 13%	8 8%	16 12%	10 11%
Four years old	30 9%	30 9%	0 -	19 8%	9 19% C	2 5%	14 14%	9 7%	7 7%
Five years old	28 8%	28 8%	0 -	20 8%	6 13%	2 6%	6 5%	14 11%	9 9%
Six years old	30 9%	30 9%	0 -	23 9%	7 14% E	0 -	10 10%	13 10%	6 6%
Seven years old	32 10%	32 10%	0 -	24 10%	4 9%	4 11%	11 11%	9 6%	13 13%
Eight years old	29 9%	29 9%	0 -	21 9%	3 7%	4 12%	12 12%	7 6%	10 10%
Nine years old	19 6%	19 6%	0 -	15 6%	2 5%	1 3%	6 5%	9 7%	4 4%
Ten years old	32 10%	32 10%	0 -	26 10%	2 4%	4 13%	8 8%	10 7%	14 14%
Eleven years old	31 9%	31 9%	0 -	19 7%	8 17% C	4 13%	10 10%	8 6%	13 13%
Twelve years old	31 9%	31 9%	0 -	24 9%	4 9%	3 8%	10 10%	14 10%	7 7%

## DEMOGRAPHICS

*And what are the ages of each of the children under 18 who are currently living in your household?*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H

Overlap formulae used. \* small base; \*\* very small base (under 30) ineligible for sig testing

	Total	CHILDREN IN HH		EMPLOYMENT			REGION		
		Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Thirteen years old	22 7%	22 7%	0 -	19 8%	2 3%	1 3%	10 10% H	9 7%	3 3%
Fourteen years old	34 10%	34 10%	0 -	27 11%	4 8%	3 9%	9 8%	16 12%	9 9%
Fifteen years old	32 9%	32 9%	0 -	27 11%	3 5%	3 8%	7 7%	14 11%	10 11%
Sixteen years old	40 12%	40 12%	0 -	30 12%	4 9%	6 17%	13 13%	15 11%	12 12%
Seventeen years old	33 10%	33 10%	0 -	23 9%	4 8%	7 21% C	10 10%	9 7%	14 14%
Under 1 year old	25 7%	25 7%	0 -	16 6%	5 10%	4 11%	3 3%	10 8%	11 12% F
(DK/NS)	16 5%	16 5%	0 -	10 4%	3 7%	2 7%	4 3%	9 7%	3 3%

# Valentine's Day

## DEMOGRAPHICS

*Including yourself, how many people currently live in your household?*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
1	186 19%	0 -	186 29% A	104 16%	20 15%	63 27% CD	56 19%	68 18%	62 20%
2	341 34%	26 8%	315 49% A	200 31%	33 26%	106 46% CD	100 33%	117 30%	124 40% G
3	175 17%	94 28% B	80 12%	120 19% E	27 21% E	28 12%	47 16%	74 19%	54 17%
4	177 18%	131 39% B	46 7%	133 21% E	25 20% E	18 8%	51 17%	81 21% H	45 14%
5	70 7%	58 17% B	12 2%	48 8% E	13 10% E	7 3%	27 9%	27 7%	17 5%
6	19 2%	16 5% B	3 0	13 2% E	6 5% E	0 -	9 3%	6 2%	4 1%
7	9 1%	6 2%	3 1%	7 1%	1 1%	1 1%	3 1%	5 1%	2 1%
8	2 0	2 1%	0 -	1 0	0 -	1 0	0 -	0 -	2 1%
9	1 0	1 0	0 -	0 -	0 -	1 1%	0 -	0 -	1 0
10	2 0	1 0	1 0	0 -	0 -	2 1% C	1 0	0 -	1 0
(DK/NS)	18 2%	0 -	0 -	12 2%	3 3%	2 1%	9 3% H	8 2%	2 1%
SUMMARY									
Mean	2.7	3.9 B	2.1	2.8 E	3.0 E	2.3	2.8	2.8	2.6

# Detailed tables

## DEMOGRAPHICS

*What is the highest level of formal education that you have completed?*

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
 Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
Grade school or some high school	90 9%	16 5%	74 11% A	37 6%	10 8%	43 19% CD	21 7%	28 7%	41 13% FG
Complete high school	234 23%	75 22%	158 24%	134 21%	33 26%	66 29% C	79 26%	88 23%	68 22%
Complete technical or trade school/Community college	182 18%	67 20%	114 18%	125 20%	18 14%	39 17%	53 18%	63 16%	66 21%
Some community college or university, but did not finish	154 15%	56 17%	97 15%	97 15% E	35 27% CE	22 9%	49 16%	57 15%	47 15%
Complete university degree, such as a Bachelor's	240 24%	93 28%	147 23%	179 28% DE	23 18%	38 16%	69 23%	98 26%	72 23%
Post-graduate degree, such as a Master's or Ph.D.	83 8%	26 8%	56 9%	56 9%	8 6%	19 8%	25 8%	41 11% H	17 5%
(DK/NS)	18 2%	2 1%	1 0	12 2%	3 2%	3 1%	6 2%	9 2%	3 1%



## DEMOGRAPHICS

Which one of the following categories best describes your current employment status?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
Working full-time (that is, 35 or more hours per week)	438	179	250	438	0	0	143	157	137
	44%	53% B	39%	69% DE	-	-	47%	41%	44%
Working part-time (that is, less than 35 hours per week)	90	39	49	90	0	0	33	34	23
	9%	12% B	8%	14% DE	-	-	11%	9%	7%
Self-employed	110	35	73	110	0	0	40	47	23
	11%	10%	11%	17% DE	-	-	13% H	12% H	7%
Unemployed, but looking for work	44	20	23	0	0	44	8	14	21
	4%	6%	4%	-	-	19% CD	3%	4%	7% F
Attending school full-time/A student	58	11	46	0	58	0	13	25	20
	6%	3%	7% A	-	45% CE	-	4%	7%	6%
Retired	175	8	166	0	0	175	36	74	65
	18%	2%	26% A	-	-	76% CD	12%	19% F	21% F
Not in the workforce/A full-time homemaker	72	37	31	0	72	0	28	25	19
	7%	11% B	5%	-	55% CE	-	9%	6%	6%
Other/Social assistance/Disability	11	5	6	0	0	11	0	6	5
	1%	1%	1%	-	-	5% CD	-	2% F	2% F
(DK/NS)	3	1	2	0	0	0	1	2	1
	0	0	0	-	-	-	0	0	0

## Valentine's Day

### DEMOGRAPHICS

*And which of the following categories best describes your annual household income? That is, the total income before taxes - or gross income - of all persons in your household combined? Just stop me when I reach your category.*

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H  
Overlap formulae used.

		CHILDREN IN HH		EMPLOYMENT			REGION		
	Total	Yes	No	F/P time	Student/Homemaker	Retired/Not working/Other	West	ON	East
		A	B	C	D	E	F	G	H
Base: All respondents									
Unweighted Base	1000	355	624	652	138	206	302	385	313
Weighted Base	1000	334	647	638	129	229	302	385	313
Under \$10,000	34 3%	7 2%	25 4%	8 1%	17 13% CE	8 4% C	8 3%	17 4%	8 3%
\$10,000 to just under \$20,000	67 7%	20 6%	47 7%	27 4%	15 12% C	24 10% C	21 7%	16 4%	29 9% G
\$20,000 to just under \$30,000	100 10%	24 7%	76 12% A	44 7%	14 11%	43 19% CD	28 9%	30 8%	43 14% G
\$30,000 to just under \$40,000	124 12%	36 11%	88 14%	67 10%	12 9%	46 20% CD	31 10%	43 11%	51 16% F
\$40,000 to just under \$50,000	84 8%	23 7%	61 9%	56 9%	12 9%	17 7%	22 7%	26 7%	36 11% G
\$50,000 to just under \$60,000	85 9%	32 10%	53 8%	58 9%	11 9%	16 7%	24 8%	37 10%	24 8%
\$60,000 to just under \$70,000	73 7%	28 8%	45 7%	60 9% E	7 5%	5 2%	26 9%	21 5%	26 8%
\$70,000 to just under \$80,000	58 6%	21 6%	37 6%	45 7% D	2 1%	11 5%	19 6%	23 6%	16 5%
\$80,000 to just under \$100,000	76 8%	38 11% B	38 6%	63 10% E	7 6%	6 3%	20 7%	29 8%	27 9%
\$100,000 and over	148 15%	60 18%	88 14%	118 18% DE	15 11%	15 7%	46 15% H	78 20% H	24 8%
(DK/NS)	151 15%	44 13%	89 14%	93 15%	19 15%	37 16%	58 19% H	64 17% H	29 9%

## Detailed tables