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**PF1. How long have you been in your current committed relationship?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1594	727	867	337	636	619	134	399	750	311
Weighted	1594	781	813	469	632	491	126	373	747	348
Less than 6 months	46 3%	29 4%	17 2%	29 6% DE	14 2% E	3 1%	4 3%	8 2%	19 2%	16 5%
6 months - less than a year	38 2%	12 2%	26 3%	25 5% DE	11 2%	3 1%	2 2%	11 3%	16 2%	8 2%
1 year - less than 5 years	340 21%	194 25% B	146 18%	220 47% DE	104 16% E	16 3%	15 12%	65 17%	179 24% FG	81 23% F
5 years - less than 10 years	264 17%	131 17%	133 16%	142 30% DE	103 16% E	19 4%	23 18%	42 11%	131 18% G	68 20% G
10 years or more	891 56%	409 52%	482 59% A	44 9%	398 63% C	447 91% CD	79 63% I	246 66% HI	396 53%	170 49%
I am not currently in a relationship	14 1%	5 1%	9 1%	9 2% D	2 0	4 1%	2 2%	1 0	6 1%	5 1%

**PF2. When was the last time you took a vacation with your partner, without kids or any family?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Less than 6 months ago	510 32%	247 32%	263 33%	136 30%	179 28%	193 40% CD	26 21%	112 30%	232 31% F	140 41% FGH
6 months - less than a year ago	226 14%	111 14%	115 14%	65 14%	76 12%	85 17% D	11 9%	37 10%	124 17% FG	54 16% G
1 year - less than 5 years ago	364 23%	185 24%	179 22%	112 24%	142 22%	110 23%	36 29%	82 22%	165 22%	80 23%
5 years - less than 10 years ago	104 7%	48 6%	56 7%	14 3%	47 8% C	42 9% C	10 8%	24 7%	52 7%	18 5%
10 years or more ago	122 8%	63 8%	59 7%	6 1%	76 12% CE	40 8% C	10 8%	40 11% H	50 7%	21 6%
We have not taken a vacation together as a couple	255 16%	122 16%	132 16%	126 27% DE	110 18% E	18 4%	32 26% HI	76 21% I	117 16% I	30 9%

PF3. How, do you think, a vacation with your partner would affect your relationship?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Our relationship would likely improve significantly	361	188	172	117	161	81	29	104	168	60
	23%	24%	21%	25% E	26% E	17%	23%	28% I	23%	18%
Our relationship would likely improve somewhat	528	274	254	199	212	116	29	98	244	157
	33%	35%	32%	43% DE	34% E	24%	23%	26% G	33% G	46% FGH
Our relationship would likely worsen somewhat	8	5	3	0	4	4	0	2	4	1
	0	1%	0	-	1%	1%	-	1%	1%	0
Our relationship would likely worsen significantly	3	1	2	0	1	2	1	2	0	0
	0	0	0	-	0	0	1% H	1%	-	-
It would likely have no impact on our relationship	681	308	372	143	252	284	65	166	325	125
	43%	40%	46% A	31%	40% C	58% CD	52% I	45%	44%	36%
Summary										
Top2Box - Improve	889 56%	462 60% B	427 53%	317 69% DE	373 59% E	198 41%	58 47%	202 54%	412 56%	217 63% FG
Low2Box - Worsen	11 1%	5 1%	5 1%	0 -	5 1%	5 1%	1 1%	4 1%	4 1%	1 0

**PF4. Which of the following types of vacations would you choose to re-connect or re-capture the thrill with your partner?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
An all-inclusive vacation to a sunny destination	627	293	334	185	251	190	51	160	319	97
	40%	38%	41%	40%	40%	39%	41% I	43% I	43% I	28%
A sightseeing visit to a major city	140	73	66	47	44	49	10	30	57	43
	9%	9%	8%	10%	7%	10%	8%	8%	8%	13% H
A romantic escape at a bed & breakfast or an inn in the country	314	178	136	101	156	57	23	75	141	74
	20%	23% B	17%	22% E	25% E	12%	18%	20%	19%	22%
A trip to a country to visit several cities	226	112	114	69	72	83	5	45	102	74
	14%	14%	14%	15%	11%	17% D	4%	12% F	14% F	22% FGH
An extreme or specialized vacation (mountain climbing, fishing, etc.)	76	23	53	31	32	13	8	16	35	16
	5%	3% A	7% A	7% E	5% E	3%	7%	4%	5%	5%
None of the above	198	96	101	27	74	96	28	44	87	38
	13%	12%	13%	6% C	12% C	20% CD	22% GHI	12%	12%	11%

**PF5. Which of the following statements best describes how often you and/or your partner take separate vacations, that is, vacations without one another?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
We take separate vacations regularly	102 6%	44 6%	58 7%	32 7%	40 6%	30 6%	3 3%	20 5%	48 6%	31 9% F
We have taken separate vacations but it is not something that we do regularly	512 32%	231 30%	281 35%	160 35%	215 34% E	138 28%	22 18%	81 22%	272 37% FG	137 40% FG
We have never taken separate vacations but it is something that we would consider doing	169 11%	84 11%	85 11%	70 15% E	65 10%	35 7%	11 9%	36 10%	89 12%	34 10%
We have never taken separate vacations nor would we ever consider doing so	796 50%	416 54% B	380 47%	199 43%	310 49%	285 59% CD	88 71% HI	235 63% HI	332 45%	141 41%

**PF6. How focused would you say your partner is on spending time with you while on vacation?**

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Very focused	1080 68%	543 70%	537 67%	323 70%	428 68%	327 67%	79 64%	265 71%	511 69%	225 66%
Somewhat focused	411 26%	193 25%	218 27%	109 24%	165 26%	137 28%	34 28%	84 23%	193 26%	100 29%
Not very focused	68 4%	29 4%	39 5%	23 5%	25 4%	19 4%	8 7%	17 5%	29 4%	13 4%
Not at all focused	21 1%	11 1%	11 1%	5 1%	12 2%	4 1%	3 2%	5 1%	8 1%	5 1%
Summary										
Top2Box - Focused	1491 94%	736 95%	755 94%	432 94%	593 94%	464 95%	113 91%	349 94%	703 95%	325 95%
Low2Box - Not focused	89 6%	39 5%	50 6%	28 6%	37 6%	23 5%	11 9%	23 6%	37 5%	18 5%

**PF7. How focused would you say you are on spending time with your partner while on vacation?**

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Very focused	1048 66%	511 66%	537 67%	324 70%	408 65%	313 64%	86 69%	253 68%	499 67%	210 61%
Somewhat focused	479 30%	241 31%	238 30%	125 27%	197 31%	157 32%	31 25%	105 28%	224 30%	118 34%
Not very focused	38 2%	20 3%	18 2%	6 1%	18 3%	15 3%	4 3%	9 3%	14 2%	11 3%
Not at all focused	15 1%	4 0	11 1%	5 1%	7 1%	3 1%	2 2%	5 1%	4 0	5 1%
Summary										
Top2Box - Focused	1526 97%	752 97%	775 96%	449 98%	605 96%	470 96%	118 95%	358 96%	723 98%	328 96%
Low2Box - Not focused	54 3%	24 3%	30 4%	11 2%	25 4%	17 4%	7 5%	14 4%	18 2%	15 4%



**PF8\_a.[Me] Do you or your partner bring technological devices such as PDAs, Blackberries, Pocket PCs, webmail, and cell phones on vacation with you?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Always	411 26%	217 28%	195 24%	154 33% DE	167 26% E	91 19%	36 29%	82 22%	193 26%	100 29%
Sometimes	400 25%	196 25%	204 25%	135 29% E	156 25%	108 22%	22 18%	73 20%	216 29% FG	90 26%
Never	768 49%	363 47%	405 50%	170 37%	307 49% C	288 59% CD	66 53%	217 58% HI	333 45%	153 45%
(Dk/Ns)	1 0	0 -	1 0	1 0	0 -	0 -	1 1% H	0 -	0 -	0 -

**PF8\_b. [My partner] Do you or your partner bring technological devices such as PDAs, Blackberries, Pocket PCs, webmail, and cell phones on vacation with you?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Always	349	145	205	143	144	63	27	69	178	74
	22%	19%	25%	31%	23%	13%	22%	19%	24%	22%
Sometimes	355	165	189	122	147	86	26	68	164	97
	22%	21%	24%	26%	23%	18%	21%	18%	22%	28%
Never	876	466	410	195	340	338	70	235	399	172
	55%	60%	51%	42%	54%	69%	57%	63%	54%	50%
		B			C	CD		HI		

**PF9\_1. (We use vacations as an opportunity to re-kindle the fire in our relationship) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
We use vacations as an opportunity to re-kindle the fire in our relationship										
Strongly agree	276 17%	109 14%	168 21%	93 20%	118 19%	65 13%	23 19%	72 19%	130 18%	51 15%
Somewhat agree	883 56%	468 60%	415 52%	268 58%	359 57%	256 52%	61 49%	199 54%	422 57%	201 58%
Somewhat disagree	286 18%	141 18%	145 18%	73 16%	106 17%	106 22%	26 21%	63 17%	129 17%	67 19%
Strongly disagree	135 9%	58 7%	77 10%	27 6%	46 7%	60 12%	14 11%	37 10%	59 8%	25 7%
Summary										
Top2Box - Agree	1159 73%	577 74%	582 72%	360 78%	477 76%	321 66%	84 68%	272 73%	552 75%	252 73%
Low2Box - Disagree	420 27%	199 26%	222 28%	100 22%	153 24%	166 34%	40 32%	100 27%	189 25%	91 27%

**PF9\_2. (Vacations are a chance to spend more time together than we usually do) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Vacations are a chance to spend more time together than we usually do										
Strongly agree	654 41%	298 38%	356 44%	222 48%	283 45%	149 31%	42 34%	155 42%	315 43%	142 41%
Somewhat agree	677 43%	364 47%	313 39%	191 41%	271 43%	213 44%	48 39%	157 42%	312 42%	161 47%
Somewhat disagree	170 11%	83 11%	87 11%	32 7%	57 9%	81 17%	18 15%	41 11%	85 12%	25 7%
Strongly disagree	78 5%	30 4%	48 6%	16 3%	19 3%	43 9%	16 13%	19 5%	28 4%	15 4%
Summary										
Top2Box - Agree	1332 84%	663 85%	669 83%	413 90%	554 88%	362 74%	90 73%	312 84%	627 85%	303 88%
Low2Box - Disagree	248 16%	113 15%	135 17%	47 10%	76 12%	125 26%	34 27%	60 16%	114 15%	41 12%

**PF9\_3. (Vacations remind me of the qualities that I like best in my partner) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Vacations remind me of the qualities that I like best in my partner										
Strongly agree	458 29%	206 27%	252 31%	145 32%	189 30%	124 25%	29 23%	110 30%	220 30%	99 29%
Somewhat agree	838 53%	437 56%	401 50%	243 53%	340 54%	254 52%	70 57%	190 51%	386 52%	192 56%
Somewhat disagree	213 14%	108 14%	105 13%	56 12%	80 13%	76 16%	16 13%	52 14%	103 14%	43 12%
Strongly disagree	71 4%	24 3%	46 6%	16 3%	22 3%	33 7%	9 7%	20 5%	32 4%	10 3%
Summary										
Top2Box - Agree	1296 82%	643 83%	653 81%	388 84%	529 84%	378 78%	99 80%	300 81%	606 82%	291 85%
Low2Box - Disagree	284 18%	133 17%	151 19%	72 16%	101 16%	109 22%	25 20%	72 19%	135 18%	52 15%

**PF9\_4. (We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
<b>We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child</b>										
Strongly agree	28 2%	10 1%	18 2%	14 3% E	11 2%	3 1%	4 3%	6 2%	12 2%	6 2%
Somewhat agree	116 7%	76 10% B	40 5%	55 12% E	48 8% E	13 3%	6 5%	31 8%	55 7%	24 7%
Somewhat disagree	218 14%	135 17% B	84 10%	121 26% DE	67 11% E	30 6%	12 10%	40 11%	105 14%	61 18% G
Strongly disagree	1218 77%	555 72% A	663 82% A	271 59%	504 80% C	441 90% CD	102 82%	295 79%	569 77%	252 73%
<b>Summary</b>										
Top2Box - Agree	144 9%	86 11% B	58 7%	68 15% DE	59 9% E	16 3%	10 8%	37 10%	67 9%	30 9%
Low2Box - Disagree	1436 91%	690 89% A	746 93% A	392 85%	571 91% C	471 97% CD	114 92%	335 90%	673 91%	313 91%

**PF9\_5. (We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes										
Strongly agree	47 3%	20 3%	27 3%	30 7% DE	14 2% E	3 1%	3 2%	12 3%	20 3%	13 4%
Somewhat agree	135 9%	85 11% B	50 6%	72 16% DE	52 8% E	11 2%	5 4%	21 6%	62 8%	47 14% FGH
Somewhat disagree	185 12%	115 15% B	70 9%	91 20% DE	72 11% E	22 5%	12 9%	28 8%	110 15% G	36 10%
Strongly disagree	1212 77%	555 72%	657 82% A	267 58%	492 78% C	451 93% CD	104 84% HI	311 84% HI	549 74%	248 72%
Summary										
Top2Box - Agree	182 12%	105 14% B	77 10%	102 22% DE	66 10% E	13 3%	8 7%	33 9%	82 11%	59 17% FGH
Low2Box - Disagree	1398 88%	671 86%	727 90% A	358 78%	564 90% C	474 97% CD	116 93% I	339 91% I	659 89% I	284 83%

**PF9\_6. (My partner and I have sex more often while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
<b>My partner and I have sex more often while on vacation</b>										
Strongly agree	236 15%	107 14%	129 16%	96 21% E	105 17% E	35 7%	12 9%	48 13%	127 17% F	50 15%
Somewhat agree	640 41%	341 44% B	299 37%	214 47% E	252 40%	173 35%	44 35%	136 37%	292 39%	168 49% FGH
Somewhat disagree	401 25%	200 26%	201 25%	104 23%	169 27%	127 26%	26 21%	118 32% FHI	188 25%	69 20%
Strongly disagree	303 19%	128 16%	175 22% A	46 10%	103 16% C	152 31% CD	43 35% GHI	70 19%	133 18%	56 16%
<b>Summary</b>										
Top2Box - Agree	876 55%	448 58%	428 53%	310 67% DE	357 57% E	208 43%	55 44%	184 49%	419 57% FG	218 64% FG
Low2Box - Disagree	704 45%	328 42%	376 47%	150 33%	273 43% C	279 57% CD	69 56% HI	188 51% HI	322 43%	125 36%



**PF9\_7. (Nothing changes for us - it's the same old story) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
Nothing changes for us - it's the same old story										
Strongly agree	142 9%	64 8%	78 10%	39 9%	49 8%	53 11%	22 18% GHI	28 8%	64 9%	27 8%
Somewhat agree	355 22%	163 21%	193 24%	71 16%	133 21%	150 31% CD	36 29%	96 26%	154 21%	70 20%
Somewhat disagree	655 41%	346 45% B	308 38%	220 48% E	267 42% E	167 34%	40 32%	147 40%	304 41%	164 48% F
Strongly disagree	428 27%	202 26%	226 28%	130 28%	182 29%	117 24%	26 21%	101 27%	219 30%	82 24%
Summary										
Top2Box - Agree	497 31%	227 29%	270 34%	111 24%	182 29%	204 42% CD	58 47% GHI	124 33%	218 29%	97 28%
Low2Box - Disagree	1083 69%	549 71%	534 66%	349 76% E	448 71% E	283 58%	66 53% F	248 67% F	523 71% F	246 72% F

**PF9\_8. (We tend to argue and bicker more while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
<b>We tend to argue and bicker more while on vacation</b>										
Strongly agree	23 1%	14 2%	9 1%	8 2%	8 1%	7 1%	1 0	10 3%	8 1%	5 1%
Somewhat agree	123 8%	68 9%	55 7%	58 13% DE	42 7%	23 5%	7 6%	28 7%	59 8%	30 9%
Somewhat disagree	461 29%	236 30%	224 28%	157 34% E	192 31% E	111 23%	33 26%	101 27%	229 31%	97 28%
Strongly disagree	973 62%	457 59%	516 64%	237 52%	388 62% C	346 71% CD	84 67%	233 63%	445 60%	211 61%
<b>Summary</b>										
Top2Box - Agree	146 9%	82 11%	64 8%	66 14% DE	49 8%	30 6%	8 6%	37 10%	66 9%	35 10%
Low2Box - Disagree	1433 91%	693 89%	740 92%	394 86%	581 92% C	457 94% C	116 94%	335 90%	674 91%	308 90%

**PF9\_9. (My partner's technological device(s) receive more attention than I receive from my partner while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	664	248	416	185	303	176	53	152	314	145
Weighted	704	310	394	265	290	149	54*	137	342	171
<b>My partner's technological device(s) receive more attention than I receive from my partner while on vacation</b>										
Strongly agree	5 1%	1 0	5 1%	5 2%	1 0	0 -	0 -	1 1%	1 0	3 2%
Somewhat agree	48 7%	15 5%	32 8%	21 8%	20 7%	7 5%	5 9%	9 7%	23 7%	10 6%
Somewhat disagree	140 20%	79 25%	61 16%	65 25%	47 16%	27 18%	15 28%	22 16%	65 19%	38 22%
Strongly disagree	511 73%	215 69%	296 75%	174 66%	222 76%	115 77%	34 63%	105 77%	252 74%	120 70%
<b>Summary</b>										
Top2Box - Agree	53 8%	16 5%	37 9%	25 10%	21 7%	7 5%	5 9%	10 8%	25 7%	13 8%
Low2Box - Disagree	651 92%	294 95%	357 91%	239 90%	269 93%	142 95%	49 91%	127 92%	317 93%	158 92%

**PF9\_10. (I give my technological device(s) more attention than I give my partner while on vacation) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

		GENDER		AGE			EDUCATION			
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	783	358	425	201	325	257	62	170	389	162
Weighted	811	413	398	289	323	199	58*	155	408	190
I give my technological device(s) more attention than I give my partner while on vacation										
Strongly agree	6 1%	3 1%	3 1%	1 0	1 0	4 2% D	1 2%	2 1%	3 1%	0 -
Somewhat agree	37 5%	22 5%	16 4%	14 5%	15 5%	8 4%	3 5%	10 6%	13 3%	12 6%
Somewhat disagree	137 17%	84 20% B	53 13%	55 19%	48 15%	34 17%	18 30% GHI	17 11%	73 18%	29 15%
Strongly disagree	631 78%	304 74%	327 82% A	219 76%	259 80%	153 77%	36 62%	126 81% F	320 78% F	149 78% F
Summary										
Top2Box - Agree	43 5%	25 6%	19 5%	15 5%	16 5%	12 6%	4 8%	12 8%	15 4%	12 6%
Low2Box - Disagree	768 95%	388 94%	380 95%	274 95%	307 95%	187 94%	53 92%	143 92%	393 96%	179 94%

PF9. (Top2box - Agree Summary) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
We use vacations as an opportunity to re-kindle the fire in our relationship	1159	577	582	360	477	321	84	272	552	252
	73%	74%	72%	78% E	76% E	66%	68%	73%	75%	73%
Vacations are a chance to spend more time together than we usually do	1332	663	669	413	554	362	90	312	627	303
	84%	85%	83%	90% E	88% E	74%	73%	84% F	85% F	88% F
Vacations remind me of the qualities that I like best in my partner	1296	643	653	388	529	378	99	300	606	291
	82%	83%	81%	84% E	84% E	78%	80%	81%	82%	85%
We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child.	144	86	58	68	59	16	10	37	67	30
	9%	11% B	7%	15% DE	9% E	3%	8%	10%	9%	9%
We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes.	182	105	77	102	66	13	8	33	82	59
	12%	14% B	10%	22% DE	10% E	3%	7%	9%	11%	17% FGH
My partner and I have sex more often while on vacation	876	448	428	310	357	208	55	184	419	218
	55%	58%	53%	67% DE	57% E	43%	44%	49%	57% FG	64% FG
Nothing changes for us - it's the same old story	497	227	270	111	182	204	58	124	218	97
	31%	29%	34%	24%	29%	42% CD	47% GHI	33%	29%	28%
We tend to argue and bicker more while on vacation	146	82	64	66	49	30	8	37	66	35
	9%	11%	8%	14% DE	8%	6%	6%	10%	9%	10%
My partner's technological device(s) receive more attention than I receive from my partner while on vacation	53	16	37	25	21	7	5	10	25	13
	8%	5%	9%	10%	7%	5%	9%	8%	7%	8%
I give my technological device(s) more attention than I give my partner while on vacation	43	25	19	15	16	12	4	12	15	12
	5%	6%	5%	5%	5%	6%	8%	8%	4%	6%

**PF9. (Low2box - Disagree Summary) And now, thinking about the romance between you and your partner while on vacation, to what extent would you agree or disagree with the following statements?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
We use vacations as an opportunity to re-kindle the fire in our relationship	420	199	222	100	153	166	40	100	189	91
	27%	26%	28%	22%	24%	34% CD	32%	27%	25%	27%
Vacations are a chance to spend more time together than we usually do	248	113	135	47	76	125	34	60	114	41
	16%	15%	17%	10%	12%	26% CD	27% GHI	16%	15%	12%
Vacations remind me of the qualities that I like best in my partner	284	133	151	72	101	109	25	72	135	52
	18%	17%	19%	16%	16%	22% CD	20%	19%	18%	15%
We have taken or plan to take a 'creation vacation', using our holiday as an opportunity to conceive a child.	1436	690	746	392	571	471	114	335	673	313
	91%	89%	93% A	85%	91% C	97% CD	92%	90%	91%	91%
We have taken or plan to take a 'baby moon', using our holidays as a last getaway before the baby comes.	1398	671	727	358	564	474	116	339	659	284
	88%	86%	90% A	78%	90% C	97% CD	93% I	91% I	89% I	83%
My partner and I have sex more often while on vacation	704	328	376	150	273	279	69	188	322	125
	45%	42%	47%	33%	43% C	57% CD	56% HI	51% HI	43%	36%
Nothing changes for us - it's the same old story	1083	549	534	349	448	283	66	248	523	246
	69%	71%	66%	76% E	71% E	58%	53%	67% F	71% F	72% F
We tend to argue and bicker more while on vacation	1433	693	740	394	581	457	116	335	674	308
	91%	89%	92%	86%	92% C	94% C	94%	90%	91%	90%
My partner's technological device(s) receive more attention than I receive from my partner while on vacation	651	294	357	239	269	142	49	127	317	158
	92%	95%	91%	90%	93%	95%	91%	92%	93%	92%
I give my technological device(s) more attention than I give my partner while on vacation	768	388	380	274	307	187	53	143	393	179
	95%	94%	95%	95%	95%	94%	92%	92%	96%	94%

**PF10. Who in your relationship is most likely to plan the vacation?**

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: In a committed relationship	1584	725	859	331	635	616	132	398	745	309
Weighted	1580	776	804	460	630	487	124	372	741	343
You	421 27%	150 19%	271 34%	137 30%	159 25%	125 26%	29 23%	97 26%	204 28%	91 26%
Your partner	160 10%	110 14%	49 6%	44 10%	77 12%	38 8%	14 11%	33 9%	72 10%	41 12%
It's a collaborative effort, we book and research our vacations together	999 63%	515 66%	484 60%	279 61%	393 62%	324 67%	81 65%	243 65%	464 63%	211 61%

PF11. And how do you and your partner typically plan your trips together?

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

	Total	GENDER		AGE			EDUCATION			
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: Vacation planning is a collaborative effort	1011	494	517	195	394	420	86	268	467	190
Weighted	999	515	484	279	393	324	81*	243	464	211
We plan the trip on the internet, but book through a travel agent	182	101	81	48	91	44	11	38	96	38
	18%	20%	17%	17%	23% E	13%	13%	16%	21%	18%
We plan and book the trip using the internet	391	214	178	164	138	89	18	81	185	107
	39%	41%	37%	59% DE	35% E	27%	22%	34%	40% F	51% FGH
We have a travel agent do the planning and the booking	68	36	32	8	25	35	13	17	25	13
	7%	7%	7%	3%	6%	11% CD	16% GHI	7%	5%	6%
We generally use brochures, and then book through a travel agent	206	89	117	34	70	103	29	56	90	32
	21%	17%	24% A	12%	18%	32% CD	35% GHI	23%	19%	15%
We generally use brochures, and then book online	151	75	76	25	70	54	11	50	69	21
	15%	14%	16%	9%	18% C	17% C	13%	21% I	15%	10%