

Valentine's Day

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TD1. Do you expect to have sex on Valentine's Day?

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	30-39	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1792	949	843	358	724	710	167	551	845	229
Weighted	1792	867	925	358	710	724	189	625	702	276
Definitely yes	204 11%	127 15% B	77 8%	80 22% DE	89 12% E	36 5%	16 9%	68 11%	88 12%	32 12%
Probably yes	551 31%	285 33%	267 29%	136 38% E	250 35% E	165 23%	53 28%	187 30%	220 31%	92 33%
Probably not	697 39%	341 39%	356 39%	106 29% C	281 40% C	310 43% C	78 41%	249 40%	262 37%	107 39%
Definitely not	340 19%	115 13%	225 24% A	37 10%	90 13%	213 29% CD	41 22%	121 19%	133 19%	44 16%
Summary										
Top2Box - Yes	755 42%	411 47% B	344 37%	215 60% DE	339 48% E	201 28%	69 37%	254 41%	308 44%	124 45%
Low2Box - No	1037 58%	456 53%	581 63% A	143 40%	371 52% C	523 72% CD	119 63%	371 59%	395 56%	152 55%

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TD2. Would you rather have sex or chocolates on Valentine's Day?

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	30-39	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1792	949	843	358	724	710	167	551	845	229
Weighted	1792	867	925	358	710	724	189	625	702	276
I'd rather have sex	1177	734	443	280	509	388	121	388	477	191
	66%	85%	48%	78%	72%	54%	64%	62%	68%	69%
I'd rather have chocolate	615	133	482	78	201	336	67	237	226	85
	34%	15%	52%	22%	28%	46%	36%	38%	32%	31%
			A		C	CD		H		

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TD3_1. (I think that Valentine's Day is just a lot of hype) What is the extent to which 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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	30-39	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted	1792	949	843	358	724	710	167	551	845	229
	1792	867	925	358	710	724	189	625	702	276
I think that Valentine's Day is just a lot of hype										
Strongly agree	726	379	347	156	284	287	86	234	293	113
	41%	44% B	37%	43%	40%	40%	45%	37%	42%	41%
Somewhat agree	721	342	379	141	295	286	70	260	277	115
	40%	39%	41%	39%	41%	39%	37%	42%	39%	42%
Somewhat disagree	232	98	135	40	95	97	21	92	88	32
	13%	11%	15% A	11%	13%	13%	11%	15%	12%	12%
Strongly disagree	112	48	64	21	37	54	13	39	45	15
	6%	6%	7%	6%	5%	8%	7%	6%	6%	6%
Summary										
Top2Box - Agree	1447	721	726	297	578	572	155	494	570	228
	81%	83% B	79%	83%	81%	79%	82%	79%	81%	83%
Low2Box - Disagree	345	146	199	61	132	152	33	131	133	48
	19%	17%	21% A	17%	19%	21%	18%	21%	19%	17%

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TD3_2. (I would secretly feel a little blue if my partner didn't make an extra effort on Valentine's Day) What is the extent to which 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.

		GENDER		AGE			EDUCATION			
	Total	Male	Female	30-39	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1792	949	843	358	724	710	167	551	845	229
Weighted	1792	867	925	358	710	724	189	625	702	276
I would secretly feel a little blue if my partner didn't make an extra effort on Valentine's Day										
Strongly agree	333 19%	106 12%	227 25% A	81 23% E	145 20% E	107 15%	29 15%	117 19%	130 19%	57 21%
Somewhat agree	666 37%	318 37%	348 38%	137 38%	253 36%	276 38%	68 36%	227 36%	276 39%	94 34%
Somewhat disagree	420 23%	251 29% B	169 18%	86 24%	163 23%	171 24%	48 25%	146 23%	158 23%	68 25%
Strongly disagree	372 21%	192 22%	180 20%	54 15%	148 21% C	170 24% C	44 23%	134 21%	138 20%	57 21%
Summary										
Top2Box - Agree	999 56%	424 49%	576 62% A	218 61% E	399 56%	383 53%	97 52%	345 55%	407 58%	151 55%
Low2Box - Disagree	793 44%	443 51% B	349 38%	140 39%	311 44%	341 47% C	91 48%	280 45%	296 42%	125 45%

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TD3. (Top2box - Agree Summary) What is the extent to which 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	30-39	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1792	949	843	358	724	710	167	551	845	229
Weighted	1792	867	925	358	710	724	189	625	702	276
I think that Valentine's Day is just a lot of hype	1447	721	726	297	578	572	155	494	570	228
	81%	83% B	79%	83%	81%	79%	82%	79%	81%	83%
I would secretly feel a little blue if my partner didn't make an extra effort on Valentine's Day	999	424	576	218	399	383	97	345	407	151
	56%	49%	62% A	61% E	56%	53%	52%	55%	58%	55%

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TD3. (Low2box - Disagree Summary) What is the extent to which 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	30-39	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1792	949	843	358	724	710	167	551	845	229
Weighted	1792	867	925	358	710	724	189	625	702	276
I think that Valentine's Day is just a lot of hype	345	146	199	61	132	152	33	131	133	48
	19%	17%	21%	17%	19%	21%	18%	21%	19%	17%
I would secretly feel a little blue if my partner didn't make an extra effort on Valentine's Day	793	443	349	140	311	341	91	280	296	125
	44%	51%	38%	39%	44%	47%	48%	45%	42%	45%
		B				C				

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TD4. Ideally, which of the following would you most like your partner to do for you this Valentine's Day?

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	30-39	40-54	55+	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I
Base: All respondents	1792	949	843	358	724	710	167	551	845	229
Weighted	1792	867	925	358	710	724	189	625	702	276
Celebrate at home with a special dinner	433 24%	237 27% B	196 21%	81 23%	169 24%	183 25%	33 17%	160 26% F	170 24%	71 26%
Go out for a romantic dinner or date away from home	391 22%	162 19%	229 25% A	72 20%	138 19%	181 25% D	35 19%	144 23%	147 21%	65 24%
Seduce me	217 12%	162 19% B	54 6%	60 17% E	104 15% E	52 7%	25 13%	62 10% G	96 14%	35 13%
Have a romantic or sexy weekend away	174 10%	92 11%	82 9%	47 13% E	87 12% E	40 5%	15 8%	57 9%	76 11%	25 9%
Buy me flowers or chocolates	124 7%	15 2%	110 12% A	15 4%	42 6%	68 9% CD	22 12% HI	54 9% HI	38 5%	11 4%
Write me a poem or love note	83 5%	24 3%	59 6% A	20 6%	34 5%	28 4%	7 4%	26 4%	36 5%	13 5%
None of the above	370 21%	175 20%	195 21%	63 18%	135 19%	172 24% CD	52 27% GH	122 20%	139 20%	57 21%

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