

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 - J/K
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Weighted	1792	264	165	133	654	416	160	414	583	791	490	1302
	1792	237	183	116	686	437	133	422	578	788	484	1308
Definitely yes	204 11%	30 13%	21 12%	9 8%	82 12%	43 10%	20 15%	39 9%	59 10%	106 13%	83 17%	121 9%
Probably yes	551 31%	54 23%	40 22%	37 31%	191 28%	182 42%	47 35%	94 22%	174 30%	281 36%	193 40%	359 27%
Probably not	697 39%	103 44%	80 44%	41 35%	256 37%	160 37%	56 42%	156 37%	236 41%	303 38%	162 33%	535 41%
Definitely not	340 19%	49 21%	41 23%	29 25%	158 23%	52 12%	9 7%	132 31%	109 19%	98 12%	46 10%	293 22%
		EF	EF	EF	EF			HI	I		J	J
Summary												
Top2Box - Yes	755 42%	84 36%	61 34%	46 39%	272 40%	225 51%	67 51%	134 32%	233 40%	387 49%	276 57%	480 37%
Low2Box - No	1037 58%	153 64%	121 66%	71 61%	414 60%	212 49%	66 49%	288 68%	345 60%	401 51%	208 43%	829 63%
		EF	EF	E	EF			HI	I			J

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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 - J/K
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
	1792	264	165	133	654	416	160	414	583	791	490	1302
Weighted	1792	237	183	116	686	437	133	422	578	788	484	1308
I'd rather have sex												
	1177	153	126	75	426	311	86	234	370	573	365	812
	66%	65%	69%	65%	62%	71%	65%	55%	64%	73%	75%	62%
I'd rather have chocolate												
	615	84	56	41	260	126	47	188	208	215	119	496
	34%	35%	31%	35%	38%	29%	35%	45%	36%	27%	25%	38%
					E			HI	I			J

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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 - J/K
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1792	264	165	133	654	416	160	414	583	791	490	1302
	1792	237	183	116	686	437	133	422	578	788	484	1308
I think that Valentine's Day is just a lot of hype												
Strongly agree	726 41%	102 43%	83 46%	46 39%	251 37%	202 46%	41 31%	168 40%	243 42%	314 40%	180 37%	546 42%
		F	DF			DF						
Somewhat agree	721 40%	90 38%	66 36%	48 42%	288 42%	168 38%	61 46%	167 40%	217 38%	335 43%	219 45%	503 38%
											K	
Somewhat disagree	232 13%	27 11%	22 12%	13 11%	104 15%	48 11%	18 13%	53 13%	82 14%	97 12%	60 12%	172 13%
Strongly disagree	112 6%	18 7%	11 6%	9 8%	43 6%	19 4%	13 10%	35 8%	36 6%	42 5%	24 5%	88 7%
							E					
Summary												
Top2Box - Agree	1447 81%	192 81%	149 82%	94 81%	539 79%	371 85%	102 77%	334 79%	461 80%	649 82%	399 83%	1048 80%
						DF						
Low2Box - Disagree	345 19%	45 19%	33 18%	22 19%	147 21%	67 15%	31 23%	88 21%	118 20%	139 18%	85 17%	260 20%
					E		E					

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Detailed tables

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 - J/K
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1792	264	165	133	654	416	160	414	583	791	490	1302
	1792	237	183	116	686	437	133	422	578	788	484	1308
I would secretly feel a little blue if my partner didn't make an extra effort on Valentine's Day												
Strongly agree	333 19%	34 14%	27 15%	19 16%	137 20%	87 20%	29 22% A	79 19%	106 18%	147 19%	99 20%	234 18%
	666 37%	88 37%	63 34%	44 38%	258 38%	161 37%	52 39%	163 39%	217 38%	284 36%	183 38%	483 37%
Somewhat disagree	420 23%	57 24%	42 23%	25 22%	148 22%	121 28%	27 20% D	94 22%	137 24%	188 24%	115 24%	305 23%
Strongly disagree	372 21%	57 24%	51 28%	28 24%	143 21%	69 16%	25 19%	87 21%	117 20%	168 21%	87 18%	286 22%
		E	E	E	E							
Summary												
Top2Box - Agree	999 56%	122 52%	90 49%	64 55%	395 58%	248 57%	81 61% B	242 57%	324 56%	431 55%	282 58%	718 55%
Low2Box - Disagree	793 44%	115 48%	93 51% F	53 45%	292 42%	190 43%	51 39%	180 43%	254 44%	357 45%	202 42%	591 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 - J/K
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1792	264	165	133	654	416	160	414	583	791	490	1302
	1792	237	183	116	686	437	133	422	578	788	484	1308
I think that Valentine's Day is just a lot of hype	1447	192	149	94	539	371	102	334	461	649	399	1048
	81%	81%	82%	81%	79%	85% DF	77%	79%	80%	82%	83%	80%
I would secretly feel a little blue if my partner didn't make an extra effort on Valentine's Day	999	122	90	64	395	248	81	242	324	431	282	718
	56%	52%	49%	55%	58%	57%	61% B	57%	56%	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 - J/K
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1792	264	165	133	654	416	160	414	583	791	490	1302
	1792	237	183	116	686	437	133	422	578	788	484	1308
I think that Valentine's Day is just a lot of hype	345	45	33	22	147	67	31	88	118	139	85	260
	19%	19%	18%	19%	21% E	15%	23% E	21%	20%	18%	17%	20%
I would secretly feel a little blue if my partner didn't make an extra effort on Valentine's Day	793	115	93	53	292	190	51	180	254	357	202	591
	44%	48%	51% F	45%	42%	43%	39%	43%	44%	45%	42%	45%

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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 - J/K
Overlap formulae used.

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1792	264	165	133	654	416	160	414	583	791	490	1302
Weighted	1792	237	183	116	686	437	133	422	578	788	484	1308
Celebrate at home with a special dinner	433 24%	52 22%	38 21%	27 23%	158 23%	129 29%	28 21%	83 20%	163 28%	187 24%	115 24%	319 24%
Go out for a romantic dinner or date away from home	391 22%	51 22%	39 22%	26 23%	164 24%	83 19%	28 21%	81 19%	129 22%	180 23%	101 21%	290 22%
Seduce me	217 12%	30 13%	23 12%	14 12%	85 12%	45 10%	20 15%	35 8%	66 11%	115 15%	78 16%	139 11%
Have a romantic or sexy weekend away	174 10%	21 9%	22 12%	11 9%	55 8%	48 11%	16 12%	47 11%	47 8%	79 10%	59 12%	115 9%
Buy me flowers or chocolates	124 7%	10 4%	11 6%	8 7%	65 9%	21 5%	9 7%	40 10%	35 6%	49 6%	27 6%	97 7%
Write me a poem or love note	83 5%	16 7%	6 3%	7 6%	19 3%	27 6%	8 6%	22 5%	30 5%	30 4%	26 5%	57 4%
None of the above	370 21%	56 24%	42 23%	23 20%	140 20%	85 19%	24 18%	112 26%	109 19%	147 19%	79 16%	291 22%

Detailed tables