Valentine's Day

TG1. What would be the ideal height range for your mate?

_____

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Tall	408 29%	44 23%	37 25%	21 23%	164 30%	117 34% A	25 24%	92 28%	141 29%	175 28%	129 33% K	280 27%
Average	938 66%	135 72% E	99 68%	67 72%	349 64%	215 62%	73 69%	210 64%	318 66%	410 67%	247 63%	692 67%
Short	81 6%	9 5%	10 7%	5 5%	34 6%	16 5%	7 7%	26 8%	24 5%	31 5%	16 4%	65 6%

Valentine's Day

TG2. What would be the ideal weight range for your mate?

_____

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

				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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Buff and toned	166	21	21	12	68	34	11	30	54	82	42	125
	12%	11%	14%	13%	13%	10%	10%	9%	11%	13%	11%	12%
Average	1111	149	106	76	418	281	81	261	382	468	308	803
	78%	79%	73%	82%	76%	81%	77%	79%	79%	76%	79%	77%
Love handles	131	16	18	4	55	28	11	33	40	58	36	95
	9%	9%	12%	4%	10%	8%	10%	10%	8%	9%	9%	9%
Lots to handle	19	2	1	1	6	5	3	4	6	9	6	13
	1%	1%	1%	1%	1%	2%	3%	1%	1%	1%	1%	1%

TG3. What would be the ideal hair colour for your mate?

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

		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Brown	537 38%	72 38% E	64 44% E	39 42% E	220 40% E	98 28%	45 42% E	116 35%	177 37%	244 40%	150 38%	387 37%
Sandy	295 21%	28 15%	29 20%	19 20%	97 18%	108 31% ABDF	15 14%	64 20%	103 21%	129 21%	78 20%	218 21%
Black	269 19%	29 16%	19 13%	13 14%	99 18%	84 24% ABCD	23 22%	68 21%	92 19%	109 18%	66 17%	203 20%
Blonde	215 15%	42 22% DE	22 15%	13 14%	78 14%	44 13%	15 15%	56 17%	79 16%	79 13%	61 16%	154 15%
Red	106 7%	17 9% E	11 8%	9 9% E	49 9% E	14 4%	7 7%	22 7%	30 6%	55 9%	36 9%	70 7%
Purple	6 0	1 0	0 -	0 -	4 1%	1 0	0 -	3 1%	2 0	1 0	1 0	5 0

Valentine's Day

Detailed tables

TG4. What would be the ideal eye colour for your mate?
_____

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

		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Blue	609 43%	83 44%	67 46%	38 41%	244 45%	138 40%	38 36%	145 44%	205 42%	259 42%	154 39%	454 44%
Brown	308 22%	47 25% E	30 21%	18 19%	125 23% E	60 17%	28 27% E	59 18%	121 25% G	128 21%	89 23%	219 21%
Hazel	258 18%	33 18%	22 15%	18 20%	102 19%	61 18%	21 20%	52 16%	79 16%	128 21%	68 17%	190 18%
Green	220 15%	24 13%	21 14%	18 19%	68 12%	72 21% AD	17 16%	61 19%	69 14%	90 15%	76 19% K	144 14%
Black	34 2%	1 0	5 3%	1 1%	8 1%	18 5% AD	1 1%	11 3%	10 2%	13 2%	5 1%	29 3%

Canadian Online Ipsos-Reid Express
Feb 01 - 04, 2008

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Valentine's Day

TG5. Which of the following clusters of settings or atmospheres would your ideal mate enjoy the most?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Fireplaces, romantic walks, beaches, candles	607	81	63	35	229	154	45	150	207	250	153	454
	43%	43%	43%	38%	42%	44%	43%	46%	43%	41%	39%	44%
Outdoors, camping, hiking, sports, fitness	255	37	30	19	85	58	25	65	88	102	84	171
	18%	20%	21%	21%	15%	17%	24% D	20%	18%	17%	21% K	16%
Adventure, travel, discovery, museums, history	339	48	32	23	140	74	23	50	107	182	89	250
	24%	26%	22%	24%	26%	21%	21%	15%	22% G	29% GH	23%	24%
Entertainment, restaurants, night life, 'show time'	227	22	21	16	93	63	13	64	81	83	65	162
	16%	12%	14%	17%	17%	18%	12%	19% I	17%	13%	17%	16%

Valentine's Day

TG6. And how physical or sexual would your ideal mate be?

_____

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Scorching	421 30%	53 28%	45 31%	29 32%	170 31% E	86 25%	37 35% E	96 29%	133 28%	192 31%	153 39% K	268 26%
Warm	986 69%	131 69%	99 68%	63 68%	365 67%	259 74% DF	68 65%	228 69%	342 71%	416 67%	237 61%	749 72% J
Cool	19 1%	4 2%	0 -	0 -	12 2%	3 1%	0 -	5 1%	6 1%	9 1%	1 0	18 2% J
Ice	2 0	0 -	2 1% D	0 -	0 -	0 -	0 -	0 -	2 0	0 -	0 -	2 0

Valentine's Day

TG7. And how many newspapers either online or in print would your ideal mate look at in a typical day?

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
None - my partner would know the moment	241	32	20	11	80	85	13	80	92	69	70	172
	17%	17%	14%	12%	15%	24% ABCDF	12%	24% I	19% I	11%	18%	17%
One - my partner would know the local stories	577	64	65	53	220	124	51	135	195	247	172	405
	40%	34%	45%	58% ADE	40%	36%	48% AE	41%	40%	40%	44%	39%
Two - my partner would know the national stories	344	57	37	15	143	61	31	60	105	178	95	249
	24%	30% CE	25%	16%	26% CE	17%	29% CE	18%	22%	29% GH	24%	24%
Three - my partner would know the world's stories	144	24	14	8	66	28	5	23	50	71	32	112
	10%	13% F	10%	9%	12% EF	8%	4%	7%	10%	12% G	8%	11%
Four - my partner would know it all	122	12	9	5	38	51	6	31	40	51	23	99
	9%	6%	6%	6%	7%	15% ABCDF	6%	9%	8%	8%	6%	10% J

Valentine's Day

TG8. And what kind of personality would your ideal mate have?

_____

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

		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Humorous	178	19	26	12	64	47	10	43	60	76	54	124
	12%	10%	18%	13%	12%	14%	9%	13%	12%	12%	14%	12%
Upbeat/optimistic	155	19	8	11	49	54	13	23	53	79	42	112
	11%	10%	6%	12%	9%	15%	12%	7%	11%	13%	11%	11%
						BD				G		
Caring	149	12	15	5	43	60	14	33	62	53	30	119
	10%	6%	10%	5%	8%	17%	13%	10%	13%	9%	8%	11%
						ACD			I			J
Thoughtful	114	23	9	6	53	16	7	23	36	56	32	82
	8%	12%	6%	7%	10%	5%	7%	7%	7%	9%	8%	8%
		E			E							
Serious	23	2	1	0	7	10	3	6	12	5	5	18
	2%	1%	1%	-	1%	3%	3%	2%	2%	1%	1%	2%
									I			
All of the above	809	113	86	59	331	161	59	200	261	348	228	581
	57%	60%	59%	63%	61%	46%	55%	61%	54%	56%	58%	56%
		E	E	E	E			H				

Valentine's Day

TG9. And what kind of attitude would your ideal mate have when it comes to domestic duties:

_____

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

				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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
My ideal mate would be neat and tidy, spic and span	339	38	41	26	124	80	30	70	120	149	94	245
	24%	20%	28%	28%	23%	23%	29%	21%	25%	24%	24%	24%
My ideal mate would do what is needed	993	144	98	65	380	236	71	234	338	422	266	727
	70%	76% E	67%	70%	70%	68%	67%	71%	70%	68%	68%	70%
My ideal mate would have a 'who cares' attitude	26	0	2	1	16	5	1	12	5	9	8	18
	2%	-	2%	1%	3% A	2%	1%	4% HI	1%	1%	2%	2%
My ideal mate would want to hire a maid	70	7	4	0	27	28	3	13	20	37	23	47
	5%	4%	3%	-	5% C	8% AC	3%	4%	4%	6%	6%	4%

Valentine's Day

TG10. And what kind of decision making authority would your ideal mate have?

_____

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

		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
They would call the shots, and I'd leave it to my love	25	4	5	2	8	5	0	10	9	6	1	23
	2%	2%	3%	2%	2%	1%	-	3%	2%	1% I	0	2% J
We would make decisions together	1378	181	138	89	525	340	105	312	464	602	379	999
	96%	96%	95%	96%	96%	98%	99%	95%	96%	98%	97%	96%
I'd call the shots, I know what's best	25	3	3	2	14	3	1	6	10	9	12	14
	2%	2%	2%	2%	2%	1%	1%	2%	2%	1%	3% K	1%

Valentine's Day

TG11. And how much money would your ideal mate have?

_____

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Richer than Richie Rich	33 2%	6 3%	6 4%	4 4%	9 2%	6 2%	2 2%	6 2%	8 2%	18 3%	17 4% K	15 1%
Well off	337 24%	49 26% E	48 33% E	27 29% E	145 27% E	42 12%	25 24% E	64 19%	100 21%	174 28% GH	96 24%	241 23%
Good income	836 59%	96 51%	75 52%	52 56%	316 58%	232 66% ABD	65 62%	180 55%	288 60%	368 60%	232 59%	604 58%
As it comes	208 15%	36 19% BCD	15 10%	7 7%	70 13%	68 20% BCDF	11 11%	70 21% I	84 17% I	53 9%	44 11%	164 16% J
If it comes	14 1%	1 1%	1 1%	3 3% E	6 1%	1 0	2 2%	8 3% HI	2 1%	3 1%	2 1%	12 1%

Valentine's Day

TG12. And how well would your ideal mate be in the Kitchen?

_____

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

	Total	REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
Cordon Bleu trained, is a gourmet chef	80	8	6	3	22	34	8	15	22	43	19	62
	6%	4%	4%	3%	4%	10% ACD	7%	5%	5%	7%	5%	6%
Good home cooking, tasty and pastry	839	135	100	59	331	150	64	177	276	386	250	590
	59%	72% DEF	69% E	63% E	61% E	43%	60% E	54%	57%	63% G	64% K	57%
Cook simple fare - whatever is in the fridge or in the cupboards	492	45	37	32	186	159	33	129	179	185	121	371
	34%	24%	26%	34%	34% A	46% ABCDF	31%	39% I	37% I	30%	31%	36%
Restaurants, order in, order often	16	0	2	0	8	4	1	7	5	4	2	14
	1%	-	2%	-	1%	1%	1%	2% I	1%	1%	0	1%

Valentine's Day

TG13. As you know, there are different sections to an online or printed newspaper. Now if you were single and out at a party, who do you think you would be most attracted to start up a conversation which might lead you to a more romantic fulfillment - someone most often looks at either the business section of an online or print newspaper, the sports section, the arts and lifestyle section, or the news and commentary section, or all of these or none of these?

_____

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

		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	1428	198	112	88	518	401	111	337	484	607	423	1005
Weighted	1428	188	146	93*	547	348	106	328	483	617	391	1037
News and commentary section	386 27%	53 28%	42 29%	25 27%	148 27%	93 27%	26 24%	75 23%	139 29%	171 28%	72 18%	313 30% J
Business section	44 3%	4 2%	2 1%	2 2%	20 4%	10 3%	6 6%	7 2%	11 2%	26 4%	9 2%	36 3%
Sports section	117 8%	14 7%	13 9%	4 5%	50 9%	25 7%	10 10%	24 7%	37 8%	56 9%	35 9%	81 8%
Arts and lifestyle section	243 17%	35 18%	24 16%	19 20%	91 17%	61 18%	13 13%	59 18%	74 15%	110 18%	82 21% K	160 15%
All of the above	424 30%	57 30%	45 31%	27 29%	164 30%	101 29%	31 29%	87 27%	146 30%	191 31%	124 32%	301 29%
None of the above	214 15%	26 14%	21 15%	15 16%	74 13%	59 17%	19 18%	75 23% HI	76 16% I	63 10%	69 18%	145 14%