

Valentine's Day

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

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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Tall	408	82	327	134	169	104	39	128	166	76
	29%	12%	44%	34%	30%	23%	25%	26%	30%	35%
		A	E	E	E	CD				G
Average	938	535	403	231	371	336	102	339	363	135
	66%	77%	55%	58%	66%	73%	65%	69%	65%	61%
		B	C	C	C	CD				
Short	81	75	7	33	26	22	17	24	32	9
	6%	11%	1%	8%	5%	5%	11%	5%	6%	4%
		B	DE	DE			GHI			

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

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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Buff and toned	166 12%	75 11%	92 12%	61 15%	69 12%	35 8%	17 11%	54 11%	61 11%	36 16%
Average	1111 78%	547 79%	564 77%	302 76%	428 76%	381 82% CD	118 75%	389 79%	435 78%	170 77%
Love handles	131 9%	60 9%	71 10%	31 8%	64 11%	37 8%	18 12% I	42 8%	60 11% I	12 5%
Lots to handle	19 1%	9 1%	10 1%	5 1%	6 1%	9 2%	4 3%	7 1%	5 1%	3 1%

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

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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Brown	537 38%	193 28%	344 47%	173 43%	220 39%	144 31%	48 30%	192 39%	201 36%	97 44%
Sandy	295 21%	133 19%	162 22%	55 14%	115 20%	126 27%	38 24%	102 21%	121 22%	34 15%
Black	269 19%	101 15%	167 23%	86 22%	86 15%	97 21%	34 22%	99 20%	94 17%	41 19%
Blonde	215 15%	168 24%	47 6%	57 14%	90 16%	67 15%	25 16%	69 14%	87 16%	34 15%
Red	106 7%	91 13%	15 2%	25 6%	54 10%	27 6%	11 7%	28 6%	53 9%	14 6%
Purple	6 0	4 1%	2 0	4 1%	1 0	1 0	1 1%	1 0	3 1%	0 -

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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
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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Blue	609 43%	287 42%	321 44%	155 39%	239 42%	213 46%	68 43%	217 44%	239 43%	85 39%
Brown	308 22%	131 19%	176 24%	85 21%	121 21%	101 22%	32 20%	117 24%	108 19%	51 23%
Hazel	258 18%	137 20%	121 16%	66 17%	98 17%	94 20%	27 17%	91 18%	104 19%	37 17%
Green	220 15%	122 18%	98 13%	85 21%	92 16%	42 9%	28 18%	56 11%	96 17%	40 18%
Black	34 2%	13 2%	20 3%	6 2%	15 3%	12 3%	2 2%	10 2%	13 2%	8 4%

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

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: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Fireplaces, romantic walks, beaches, candles	607	285	322	137	262	208	64	229	228	86
	43%	41%	44%	34%	46% C	45% C	41%	47%	41%	39%
Outdoors, camping, hiking, sports, fitness	255	127	128	77	109	69	43	81	99	32
	18%	18%	17%	19%	19%	15%	27% GHI	16%	18%	14%
Adventure, travel, discovery, museums, history	339	154	185	99	120	120	24	93	142	80
	24%	22%	25%	25%	21%	26%	15%	19%	25% FG	36% FGH
Entertainment, restaurants, night life, 'show time'	227	125	102	86	76	64	26	88	91	22
	16%	18% B	14%	22% DE	13%	14%	17%	18% I	16% I	10%

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

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: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Scorching	421 30%	228 33%	193 26%	148 37%	211 37%	62 13%	39 25%	128 26%	185 33%	70 32%
Warm	986 69%	450 65%	536 73%	243 61%	352 62%	391 85%	113 72%	358 73%	369 66%	146 67%
Cool	19 1%	12 2%	8 1%	8 2%	4 1%	7 2%	4 3%	5 1%	6 1%	4 2%
Ice	2 0	2 0	0 -	0 -	0 -	2 0	2 1% GH	0 -	0 -	0 -

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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
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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
None - my partner would know the moment	241	140	102	77	95	69	39	94	86	23
	17%	20% B	14%	19%	17%	15%	25% HI	19% I	15%	11%
One - my partner would know the local stories	577	291	286	153	242	183	71	220	231	55
	40%	42%	39%	38%	43%	40%	45% I	45% I	41% I	25%
Two - my partner would know the national stories	344	139	204	93	126	124	27	107	135	74
	24%	20% A	28% A	23%	22%	27%	17%	22%	24%	34% FGH
Three - my partner would know the world's stories	144	69	74	45	52	46	6	33	64	41
	10%	10%	10%	11%	9%	10%	4%	7%	11% FG	19% FGH
Four - my partner would know it all	122	52	70	31	51	40	15	36	44	27
	9%	7%	10%	8%	9%	9%	9%	7%	8%	12%

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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
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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Humorous	178 12%	99 14%	79 11%	60 15%	78 14%	40 9%	20 13%	76 16%	53 10%	29 13%
Upbeat/optimistic	155 11%	108 16%	47 6%	33 8%	56 10%	65 14%	9 6%	43 9%	70 12%	33 15%
Caring	149 10%	66 9%	83 11%	28 7%	48 8%	73 16%	20 13%	52 11%	59 10%	18 8%
Thoughtful	114 8%	60 9%	54 7%	26 7%	46 8%	42 9%	14 9%	39 8%	45 8%	16 7%
Serious	23 2%	14 2%	9 1%	10 2%	5 1%	9 2%	2 1%	13 3%	7 1%	1 1%
All of the above	809 57%	344 50%	465 63%	242 61%	333 59%	233 50%	92 58%	268 55%	326 58%	122 56%

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

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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
My ideal mate would be neat and tidy, spic and span	339	198	141	93	128	118	33	127	136	44
	24%	29%	19%	23%	23%	25%	21%	26%	24%	20%
My ideal mate would do what is needed	993	456	537	279	393	320	111	339	392	151
	70%	66%	73%	70%	69%	69%	71%	69%	70%	69%
My ideal mate would have a 'who cares' attitude	26	13	12	5	16	4	6	10	8	3
	2%	2%	2%	1%	3%	1%	4%	2%	1%	1%
My ideal mate would want to hire a maid	70	23	47	21	29	20	8	15	24	22
	5%	3%	6%	5%	5%	4%	5%	3%	4%	10%
			A							GH

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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
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: All respondents	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
They would call the shots, and I'd leave it to my love	25	17	8	9	9	6	5	6	7	7
	2%	2%	1%	2%	2%	1%	3%	1%	1%	3%
We would make decisions together	1378	661	717	377	546	454	149	473	544	212
	96%	96%	97%	95%	96%	98%	95%	96%	97%	96%
I'd call the shots, I know what's best	25	13	12	12	11	2	3	12	9	1
	2%	2%	2%	3%	2%	0	2%	2%	2%	1%

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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
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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Richer than Richie Rich	33 2%	20 3%	13 2%	13 3% E	15 3%	5 1%	3 2%	8 2%	14 2%	8 3%
Well off	337 24%	115 17%	222 30% A	91 23%	154 27% E	92 20%	37 24%	117 24%	120 21%	63 29% H
Good income	836 59%	389 56%	448 61%	241 61%	313 55%	281 61%	74 47%	281 57% F	352 63% F	129 59% F
As it comes	208 15%	158 23% B	50 7%	47 12%	78 14%	83 18% C	38 24% GHI	81 16% I	69 12%	20 9%
If it comes	14 1%	10 1%	4 1%	6 1%	6 1%	2 1%	5 3% I	4 1%	5 1%	0 -

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

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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
Cordon Bleu trained, is a gourmet chef	80 6%	41 6%	40 5%	32 8% D	25 4%	24 5%	8 5%	24 5%	34 6%	14 6%
Good home cooking, tasty and pastry	839 59%	466 67% B	373 51%	248 62% E	344 61% E	248 54%	88 56%	271 55%	343 61% G	138 63%
Cook simple fare - whatever is in the fridge or in the cupboards	492 34%	179 26%	314 43% A	113 28%	190 34%	188 41% CD	59 37%	190 39% H	177 32%	67 30%
Restaurants, order in, order often	16 1%	6 1%	10 1%	6 1%	7 1%	3 1%	3 2%	6 1%	6 1%	1 1%

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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/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	1428	678	750	421	623	383	142	442	675	169
Weighted	1428	691	737	398	566	463	157	491	560	220
News and commentary section	386 27%	187 27%	199 27%	85 21%	144 25%	156 34% CD	41 26%	125 25%	145 26%	75 34% GH
Business section	44 3%	24 3%	21 3%	20 5% DE	14 2%	11 2%	1 1%	8 2%	21 4% G	14 6% FG
Sports section	117 8%	64 9%	52 7%	43 11% E	50 9% E	23 5%	8 5%	50 10%	40 7%	19 9%
Arts and lifestyle section	243 17%	137 20% B	106 14%	79 20% E	103 18% E	61 13%	29 18%	77 16%	97 17%	40 18%
All of the above	424 30%	177 26%	248 34% A	96 24%	174 31% C	154 33% C	35 22%	130 26%	197 35% FG	62 28%
None of the above	214 15%	104 15%	111 15%	76 19% DE	81 14%	57 12%	43 27% HI	101 21% HI	61 11% I	10 4%