

Media

VP2. Are you in love, romantically, right now?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
 * 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	1033	173	82	74	324	305	75	226	339	466	262	771
	1033	136	105*	67*	396	252	76*	236	347	447	261	772
Yes	736	91	74	53	274	176	68	129	255	349	215	520
	71%	67%	70%	79%	69%	70%	89% ABDE	55%	73% G	78% G	82% K	67%
No	297	45	32	14	121	76	8	107	93	98	46	251
	29%	33% F	30% F	21%	31% F	30% F	11%	45% HI	27%	22%	18%	33% J

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VP3. Have you ever begun a romantic relationship on the internet or email?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K
* 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												
	1033	173	82	74	324	305	75	226	339	466	262	771
Weighted	1033	136	105*	67*	396	252	76*	236	347	447	261	772
Yes												
	163	22	14	8	63	47	9	54	51	58	51	112
	16%	16%	13%	12%	16%	19%	12%	23%	15%	13%	19%	15%
No												
	870	114	91	59	333	205	68	182	296	389	210	659
	84%	84%	87%	88%	84%	81%	88%	77%	85%	87%	81%	85%
									G	G		

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VP5. What genre of music do you consider to be the most romantic?

Proportions/Means: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* 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												
Weighted	1033	173	82	74	324	305	75	226	339	466	262	771
	1033	136	105*	67*	396	252	76*	236	347	447	261	772
Classical	275 27%	43 32%	26 25%	16 24%	104 26%	61 24%	24 31%	48 20%	100 29%	127 28%	55 21%	220 29%
Pop	238 23%	28 20%	16 15%	10 14%	87 22%	81 32%	17 22%	58 24%	82 24%	97 22%	62 24%	176 23%
Jazz	170 16%	23 17%	25 23%	11 16%	65 16%	37 15%	9 12%	37 15%	40 12%	94 21%	50 19%	120 16%
Funk/blues	56 5%	7 5%	3 3%	5 7%	12 3%	24 10%	4 6%	13 6%	19 5%	24 5%	15 6%	41 5%
Other	294 28%	35 25%	36 34%	26 39%	127 32%	49 19%	22 29%	81 34%	106 31%	106 24%	79 30%	215 28%

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VP6. Is your partner a good lover?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base; ** very small base (under 30) ineligible for sig testing

		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: Respondents in 35-54 years age group	450	76	34	31	151	120	38	77	123	250	152	298
Weighted	410	54*	40*	26**	166	90	34*	73*	115	222	138	272
Very good	173 42%	18 34%	15 38%	11 45%	75 45%	31 35%	22 63% ABE	27 37%	42 36%	105 47%	64 47%	109 40%
Fairly good	130 32%	17 31%	14 36%	8 29%	46 28%	36 40% D	9 26%	16 21%	44 38% G	70 32%	50 36%	80 29%
Not very good	30 7%	5 9%	5 12%	1 6%	12 7%	4 5%	2 7%	3 4%	5 4%	22 10%	12 9%	18 7%
Not good at all	6 2%	1 1%	0 -	1 4%	3 2%	1 1%	1 2%	0 -	3 2%	4 2%	1 1%	5 2%
I don't have a partner	72 17%	14 25% F	6 14%	4 16%	30 18% F	17 19% F	1 2%	28 38% HI	22 19% I	22 10%	11 8% J	61 22% K
Summary												
Very good/ Fairly good	303 74%	35 65%	30 74%	19 74%	121 73%	68 75%	30 89% AD	42 58%	85 74% G	175 79% G	114 83% K	188 69%
Not very good / Not good at all	36 9%	5 10%	5 12%	3 10%	15 9%	5 6%	3 9%	3 4%	8 7%	25 11%	13 10%	23 8%