

1. Are you currently in a relationship?

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

	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	1012	468	544	249	388	375	89	335	490	98
Weighted	1012	490	522	282	402	328	101*	368	330	214*
Yes	723 71%	338 69%	386 74%	195 69%	282 70%	247 75%	64 64%	275 75%	228 69%	156 73%
No	289 29%	152 31%	136 26%	87 31%	120 30%	81 25%	36 36%	93 25%	102 31%	57 27%

2. 1. (Laughter is an important element in keeping sex and romance alive) To what extent do 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. * small base

	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	1012	468	544	249	388	375	89	335	490	98
Weighted	1012	490	522	282	402	328	101*	368	330	214*
Strongly agree	592 58%	264 54%	328 63% A	170 60%	239 59%	183 56%	55 55%	220 60%	190 58%	127 60%
Somewhat agree	383 38%	209 43%	174 33% B	102 36%	150 37%	131 40%	41 41%	134 36%	134 40%	75 35%
Somewhat disagree	35 3%	15 3%	20 4%	10 4%	12 3%	12 4%	5 5% H	14 4% H	4 1%	11 5% H
Strongly disagree	2 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -	2 1%	0 -
Summary										
Top2Box (Agree)	975 96%	473 97%	502 96%	272 96%	389 97%	314 96%	96 95%	354 96%	323 98%	202 95%
Low2Box (Disagree)	37 4%	17 3%	20 4%	10 4%	13 3%	14 4%	5 5%	14 4%	6 2%	11 5%

2.2. (Laughter is one of the world's greatest aphrodisiacs) To what extent do 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. * small base

	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	1012	468	544	249	388	375	89	335	490	98
Weighted	1012	490	522	282	402	328	101*	368	330	214*
Strongly agree	558 55%	241 49%	317 61%	139 49%	229 57%	189 58%	58 57%	223 61%	173 52%	104 49%
Somewhat agree	378 37%	205 42%	172 33%	126 45%	139 35%	113 34%	37 37%	114 31%	142 43%	85 40%
Somewhat disagree	75 7%	43 9%	32 6%	17 6%	33 8%	25 8%	6 6%	31 8%	14 4%	25 12%
Strongly disagree	1 0	1 0	1 0	0 -	1 0	1 0	0 -	0 -	1 0	0 -
Summary										
Top2Box (Agree)	935 92%	446 91%	489 94%	265 94%	368 92%	302 92%	95 94%	337 92%	315 95%	189 88%
Low2Box (Disagree)	77 8%	44 9%	33 6%	17 6%	34 8%	26 8%	6 6%	31 8%	15 5%	25 12%

2.3. (Couples who can laugh together probably have a better sex life over the long run) To what extent do 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. * small base

	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	1012	468	544	249	388	375	89	335	490	98
Weighted	1012	490	522	282	402	328	101*	368	330	214*
Strongly agree	576 57%	262 54%	314 60%	167 59%	244 61%	165 50%	55 55%	215 59%	185 56%	121 57%
Somewhat agree	387 38%	201 41%	186 36%	101 36%	141 35%	145 44%	41 40%	141 38%	129 39%	77 36%
Somewhat disagree	42 4%	23 5%	19 4%	11 4%	15 4%	16 5%	5 5%	12 3%	13 4%	13 6%
Strongly disagree	6 1%	3 1%	2 0	3 1%	1 0	2 1%	0 -	0 -	4 1%	2 1%
Summary										
Top2Box (Agree)	964 95%	463 95%	500 96%	269 95%	385 96%	310 95%	96 95%	356 97%	313 95%	199 93%
Low2Box (Disagree)	48 5%	26 5%	22 4%	14 5%	17 4%	18 5%	5 5%	12 3%	17 5%	15 7%

2.4. (Couples who laugh together are generally closer) To what extent do 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. * small base

	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	1012	468	544	249	388	375	89	335	490	98
Weighted	1012	490	522	282	402	328	101*	368	330	214*
Strongly agree	740 73%	340 69%	400 77% A	222 79% E	292 73%	225 69%	71 71%	271 74%	242 73%	155 73%
Somewhat agree	258 26%	144 29%	115 22% B	59 21%	101 25%	98 30% C	26 26%	96 26%	85 26%	51 24%
Somewhat disagree	13 1%	6 1%	8 2%	1 0	8 2%	5 1%	4 4% GH	1 0	2 1%	7 3% GH
Strongly disagree	1 0	1 0	0 -	0 -	1 0	0 -	0 -	0 -	1 0	0 -
Summary										
Top2Box (Agree)	998 99%	483 99%	514 98%	281 100%	393 98%	323 99%	97 96%	367 100% FI	327 99% F	206 97%
Low2Box (Disagree)	14 1%	6 1%	8 2%	1 0	8 2%	5 1%	4 4% GH	1 0	3 1%	7 3% G

3.1. (A shared sense of humour when it comes to sex and romance) How important are each of the following to you?

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	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	1012	468	544	249	388	375	89	335	490	98
Weighted	1012	490	522	282	402	328	101*	368	330	214*
Very important	521 51%	234 48%	287 55%	150 53%	210 52%	161 49%	53 52%	182 49%	173 52%	114 53%
Somewhat important	440 43%	233 48%	207 40%	122 43%	168 42%	150 46%	43 43%	169 46%	139 42%	88 41%
Not very important	40 4%	19 4%	20 4%	7 2%	21 5%	11 3%	3 2%	14 4%	11 3%	12 5%
Not at all important	11 1%	3 1%	9 2%	3 1%	3 1%	5 2%	2 2%	3 1%	6 2%	0 -
Summary										
Top2Box (Important)	961 95%	467 95%	493 94%	272 96%	377 94%	311 95%	96 95%	351 95%	312 95%	202 95%
Low2Box (Not important)	51 5%	22 5%	29 6%	10 4%	24 6%	17 5%	5 5%	17 5%	18 5%	12 5%

4. Which of the following items is most likely to make you and your partner share a laugh? Please choose the top two items:

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 Overlap formulae used. * small base

	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: Currently in a relationship	725	324	401	169	274	282	58	252	343	72
Weighted	723	338	386	195	282	247	64*	275	228	156*
Life - we're always laughing at something	371	167	204	114	139	118	25	125	127	94
	51%	50%	53%	59%	50%	48%	39%	46%	56%	60%
				E					FG	FG
Spending time with family and good friends	308	147	161	74	127	107	33	107	102	66
	43%	43%	42%	38%	45%	43%	51%	39%	45%	42%
A funny TV show or live event	279	136	143	78	106	95	31	98	89	62
	39%	40%	37%	40%	38%	38%	48%	36%	39%	40%
Something funny the kids or grandkids said	255	108	146	51	85	119	24	115	64	52
	35%	32%	38%	26%	30%	48%	37%	42%	28%	33%
						CD		H		
An inside joke	168	77	91	65	65	38	10	67	61	30
	23%	23%	24%	33%	23%	16%	15%	24%	27%	19%
				DE	E					
Trying something new to liven up our relationship	66	39	27	8	40	17	6	37	13	9
	9%	12%	7%	4%	14%	7%	9%	14%	6%	6%
		B			CE			H		