

1. Are you currently in a relationship?

Proportions/Mean: 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 Weighted	1012	147	96	73	372	242	82	262	323	427	166	846
	1012	134	103*	66*	388	247	75*	255	326	432	181	831
Yes	723 71%	107 80% BDE	68 66%	54 82% BDE	267 69%	170 69%	58 77%	119 47%	236 72% G	369 85% GH	144 80% K	579 70%
	289 29%	27 20%	35 34% AC	12 18%	120 31% AC	77 31% AC	17 23%	136 53% HI	90 28% I	63 15%	37 20%	252 30% J

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 - 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	1012	147	96	73	372	242	82	262	323	427	166	846
Weighted	1012	134	103*	66*	388	247	75*	255	326	432	181	831
Strongly agree	592 58%	81 61%	60 58%	41 62%	230 59%	138 56%	42 57%	145 57%	197 60%	250 58%	107 59%	485 58%
Somewhat agree	383 38%	49 37%	39 38%	23 34%	146 38%	96 39%	31 41%	102 40%	113 35%	169 39%	66 37%	317 38%
Somewhat disagree	35 3%	3 2%	5 5%	3 4%	12 3%	12 5%	2 2%	8 3%	15 5%	12 3%	8 4%	27 3%
Strongly disagree	2 0	1 0	0 -	0 -	1 0	1 0	0 -	0 -	1 0	1 0	0 -	2 0
Summary												
Top2Box (Agree)	975 96%	130 98%	99 95%	63 96%	375 97%	235 95%	73 98%	247 97%	309 95%	419 97%	173 96%	802 96%
Low2Box (Disagree)	37 4%	3 2%	5 5%	3 4%	12 3%	12 5%	2 2%	8 3%	16 5%	13 3%	8 4%	29 4%

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 - 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	1012	147	96	73	372	242	82	262	323	427	166	846
Weighted	1012	134	103*	66*	388	247	75*	255	326	432	181	831
Strongly agree	558 55%	74 56%	60 58%	32 48%	225 58%	132 53%	35 46%	149 59%	187 58%	221 51%	103 57%	454 55%
Somewhat agree	378 37%	53 39%	37 36%	27 41%	133 34%	93 38%	35 46%	94 37%	112 35%	172 40%	59 32%	319 38%
Somewhat disagree	75 7%	7 5%	7 7%	7 10%	28 7%	21 9%	6 7%	12 5%	25 8%	38 9%	19 11%	56 7%
Strongly disagree	1 0	0 -	0 -	0 -	1 0	1 0	0 -	0 -	1 0	1 0	0 -	1 0
Summary												
Top2Box (Agree)	935 92%	127 95%	96 93%	59 90%	359 93%	225 91%	69 93%	243 95%	300 92%	393 91%	162 89%	773 93%
Low2Box (Disagree)	77 8%	7 5%	7 7%	7 10%	29 7%	22 9%	6 7%	12 5%	26 8%	39 9%	19 11%	58 7%

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 - 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	1012	147	96	73	372	242	82	262	323	427	166	846
Weighted	1012	134	103*	66*	388	247	75*	255	326	432	181	831
Strongly agree	576 57%	81 60%	61 59%	36 54%	231 60%	130 52%	38 51%	146 57%	183 56%	248 57%	106 59%	470 57%
Somewhat agree	387 38%	46 34%	38 37%	27 41%	148 38%	99 40%	29 39%	98 38%	124 38%	165 38%	67 37%	320 39%
Somewhat disagree	42 4%	7 5%	4 4%	3 5%	7 2%	16 7%	6 7% D	9 4%	16 5%	17 4%	8 4%	35 4%
Strongly disagree	6 1%	1 0	0 -	0 -	2 0	2 1%	2 3%	3 1%	1 0	2 0	0 -	6 1%
Summary												
Top2Box (Agree)	964 95%	126 95%	99 96%	63 95%	379 98% EF	229 93%	67 90%	243 95%	308 95%	413 96%	173 96%	790 95%
Low2Box (Disagree)	48 5%	7 5%	4 4%	3 5%	8 2%	18 7%	8 10% D	12 5%	18 5%	19 4%	8 4%	41 5%

2.4. (Couples who laugh together are generally closer) To what extent do you agree or disagree with the following statements:

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 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	1012	147	96	73	372	242	82	262	323	427	166	846
Weighted	1012	134	103*	66*	388	247	75*	255	326	432	181	831
Strongly agree	740 73%	103 77% F	66 64%	47 71%	290 75% F	189 77% BF	45 60%	186 73%	237 73%	317 73%	140 78%	599 72%
Somewhat agree	258 26%	30 23%	32 31%	19 29%	94 24%	54 22%	29 39% ADE	66 26%	78 24%	114 26%	38 21%	220 26%
Somewhat disagree	13 1%	1 0	5 5% AD	0 -	3 1%	4 2%	1 1%	3 1%	10 3% I	1 0	2 1%	11 1%
Strongly disagree	1 0	0 -	0 -	0 -	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0
Summary												
Top2Box (Agree)	998 99%	133 100% B	98 95%	66 100%	384 99% B	243 98%	74 99%	252 99%	316 97%	430 100% H	179 99%	819 99%
Low2Box (Disagree)	14 1%	1 0	5 5% AD	0 -	4 1%	4 2%	1 1%	3 1%	10 3% I	1 0	2 1%	12 1%

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	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	1012	147	96	73	372	242	82	262	323	427	166	846
Weighted	1012	134	103*	66*	388	247	75*	255	326	432	181	831
Very important	521 51%	72 54%	50 49%	31 48%	216 56%	111 45%	39 53%	130 51%	173 53%	217 50%	93 52%	428 51%
Somewhat important	440 43%	55 41%	45 44%	32 49%	155 40%	121 49%	31 41%	110 43%	130 40%	199 46%	78 43%	362 44%
Not very important	40 4%	2 2%	8 8%	2 2%	14 4%	10 4%	4 5%	9 4%	20 6%	10 2%	9 5%	31 4%
Not at all important	11 1%	4 3%	0 -	1 1%	2 1%	4 2%	1 1%	5 2%	1 0	5 1%	1 0	11 1%
Summary												
Top2Box (Important)	961 95%	127 95%	95 92%	64 97%	371 96%	233 94%	70 94%	241 94%	304 93%	416 96%	171 95%	790 95%
Low2Box (Not important)	51 5%	6 5%	8 8%	2 3%	16 4%	14 6%	4 6%	14 6%	22 7%	15 4%	10 5%	41 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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	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: Currently in a relationship Weighted	725	117	67	60	251	165	65	119	236	370	132	593
	723	107	68*	54*	267	170	58*	119*	236	369	144	579
Life - we're always laughing at something	371	57	31	23	141	90	29	62	118	191	74	297
	51%	53%	46%	43%	53%	53%	51%	52%	50%	52%	51%	51%
Spending time with family and good friends	308	39	26	25	113	80	26	45	116	147	53	255
	43%	36%	38%	46%	42%	47%	45%	38%	49%	40%	37%	44%
A funny TV show or live event	279	42	35	24	89	61	26	36	91	151	46	232
	39%	39%	52% DE	45%	33%	36%	45%	31%	39%	41%	32%	40%
Something funny the kids or grandkids said	255	42	23	22	99	49	19	37	83	134	71	184
	35%	40%	34%	41%	37%	29%	33%	31%	35%	36%	49% K	32%
An inside joke	168	26	18	7	65	41	12	35	43	91	31	137
	23%	24%	27%	12%	24%	24%	20%	29% H	18%	25%	22%	24%
Trying something new to liven up our relationship	66	7	3	7	27	18	3	22	20	24	12	54
	9%	7%	4%	13%	10%	11%	6%	19% HI	8%	7%	9%	9%