

2. This year, Valentine's Day - or V-Day falls on Monday, February 14th. Does a Monday V-Day take the pressure off to be romantic?

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Yes - we'll keep it more casual this year	158	18	12	7	69	41	12	19	60	79	46	112
	16%	14%	12%	10%	18%	17%	16%	15%	20%	14%	18%	15%
									I			
No - we'll still make time for romance	456	63	48	30	149	131	35	61	123	271	110	346
	45%	47%	47%	46%	39%	53%	47%	47%	41%	47%	42%	46%
						D						
I usually don't do anything for Valentine's Day	393	52	43	28	168	74	28	49	118	226	104	290
	39%	39%	42%	43%	43%	30%	37%	38%	39%	39%	40%	39%
			E	E	E							

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

3. Are you planning to celebrate V-Day on the weekend or on Monday, February 14th.

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
The weekend - creates more opportunity to plan a romantic surprise	221	31	18	9	61	86	17	34	57	130	61	161
	22%	23%	17%	14%	16%	35%	23%	26%	19%	23%	23%	21%
						ABCDF						
Monday - it's not the same if you don't celebrate the actual day	303	47	39	16	112	63	25	39	93	171	73	230
	30%	36%	38%	25%	29%	26%	33%	30%	31%	30%	28%	31%
			E									
Both - we'll plan to celebrate on the weekend AND on Monday	131	14	10	10	61	27	8	17	43	71	45	87
	13%	10%	10%	16%	16%	11%	10%	13%	14%	12%	17%	12%
											K	
Neither - we won't celebrate Valentine's Day at all	351	41	35	29	152	69	25	39	108	204	81	270
	35%	31%	34%	45%	39%	28%	34%	31%	36%	35%	31%	36%
				E	E							

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

4. Does a Monday V-Day get the week off to a good start, relationship-wise?

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Yes	272	29	27	15	100	77	24	41	86	145	78	194
	27%	22%	27%	23%	26%	31%	32%	32%	28%	25%	30%	26%
No	27	2	2	0	16	6	1	6	10	11	3	23
	3%	2%	2%	-	4%	2%	1%	4%	3%	2%	1%	3%
Makes no difference	709	102	74	50	270	163	50	83	206	420	179	530
	70%	77%	72%	77%	70%	66%	67%	64%	68%	73%	69%	71%

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

5. Does a Monday V-Day take a little more effort and creativity to set the mood?

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Yes - weeknight romance is harder to pull off.	269	40	25	14	112	63	15	28	77	163	93	176
	27%	30%	24%	21%	29%	25%	20%	22%	26%	28%	36%	23%
											K	
No - we'll pre-schedule time together.	738	92	78	52	273	183	60	101	224	413	166	572
	73%	70%	76%	79%	71%	75%	80%	78%	74%	72%	64%	77%
												J

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

8. Do you think you'll have AM intimacy on February 14th?

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Yes	210	30	14	9	77	61	19	28	75	107	57	153
	21%	23%	13%	14%	20%	25%	26%	22%	25%	19%	22%	21%
						B	B		I			
No	797	103	89	57	309	184	55	101	227	469	203	594
	79%	77%	87%	86%	80%	75%	74%	78%	75%	81%	78%	79%
			EF							H		

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

9. If you could only choose one - is being intimate better in the AM or PM?

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
AM	265	36	22	21	96	70	21	33	76	156	58	207
	26%	27%	21%	31%	25%	29%	28%	26%	25%	27%	22%	28%
PM	742	97	81	45	290	175	54	96	226	420	202	540
	74%	73%	79%	69%	75%	71%	72%	74%	75%	73%	78%	72%

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

10. Canada is set for 4 straight years of weeknight V-Days. How will that affect the level of romance and planning in your relationship for upcoming V-Days?

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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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
V-Day romance is about to take a dive in our relationship	276	33	29	21	115	59	19	31	92	153	72	204
	27%	25%	28%	33%	30%	24%	26%	24%	30%	27%	28%	27%
Weeknight intimacy is harder to plan for but just as hot - we'll still make time for V-Day.	731	100	74	44	271	187	55	98	210	423	187	543
	73%	75%	72%	67%	70%	76%	74%	76%	70%	73%	72%	73%

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

11_1. (I wish my partner would invest more time planning V-Day than in the past) To what extent do you agree or disagree with the following statements:

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Strongly agree	62	9	11	4	15	18	5	8	19	34	22	40
	6%	7%	10%	7%	4%	7%	7%	7%	6%	6%	9%	5%
Somewhat agree			D									
	251	26	23	16	100	66	20	42	83	126	80	171
	25%	19%	23%	24%	26%	27%	27%	32%	28%	22%	31%	23%
Somewhat disagree								I			K	
	404	54	51	28	138	101	31	44	114	246	87	317
	40%	41%	50%	42%	36%	41%	42%	34%	38%	43%	34%	42%
Strongly disagree			D								J	
	290	44	17	18	133	61	18	35	85	170	70	220
	29%	33%	17%	27%	34%	25%	24%	27%	28%	30%	27%	29%
		B			BEF							
Summary												
Top2Box (Strongly/somewhat agree)	313	35	34	20	115	84	26	50	103	160	102	210
	31%	26%	33%	31%	30%	34%	34%	39%	34%	28%	39%	28%
Low2Box (Somewhat/strongly disagree)								I			K	
	694	98	69	45	271	162	49	79	199	416	157	537
	69%	74%	67%	69%	70%	66%	66%	61%	66%	72%	61%	72%
										G		J

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

11_3. (I should invest more time planning for V-Day this year) To what extent do you agree or disagree with the following statements:

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Strongly agree	49	10	2	2	23	6	6	11	13	25	13	36
	5%	7%	2%	3%	6%	3%	8%	8%	4%	4%	5%	5%
Somewhat agree		E					E					
	344	45	34	26	133	78	29	50	117	177	93	251
	34%	34%	33%	39%	34%	32%	39%	38%	39%	31%	36%	34%
Somewhat disagree									I			
	374	44	45	23	128	104	29	39	98	237	94	280
	37%	33%	44%	36%	33%	42%	39%	30%	32%	41%	36%	37%
Strongly disagree						D				GH		
	240	34	22	14	102	57	11	30	73	137	60	180
	24%	26%	21%	22%	27%	23%	14%	23%	24%	24%	23%	24%
		F			F							
Summary												
Top2Box (Strongly/somewhat agree)	393	55	36	28	155	85	35	60	131	202	106	287
	39%	41%	35%	42%	40%	34%	46%	47%	43%	35%	41%	38%
Low2Box (Somewhat/strongly disagree)							E	I	I			
	614	78	67	38	230	161	40	69	171	374	154	460
	61%	59%	65%	58%	60%	66%	54%	53%	57%	65%	59%	62%
						F				GH		

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

11_4. (I am satisfied with how my partner and I have spent V-Day in the past) To what extent do you agree or disagree with the following statements:

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Strongly agree	408	49	32	33	169	99	27	51	108	249	94	314
	41%	37%	31%	50%	44%	40%	36%	39%	36%	43%	36%	42%
Somewhat agree				B	B					H		
	477	65	55	22	177	117	41	62	161	254	121	356
	47%	49%	54%	34%	46%	48%	55%	48%	54%	44%	47%	48%
Somewhat disagree		C	C				C		I			
	93	13	6	10	34	24	5	13	23	57	32	61
	9%	10%	6%	15%	9%	10%	7%	10%	8%	10%	12%	8%
Strongly disagree												
	28	5	9	1	6	6	1	3	9	16	11	17
	3%	4%	9%	1%	1%	3%	2%	2%	3%	3%	4%	2%
			CDEF									
Summary												
Top2Box (Strongly/somewhat agree)	885	114	87	55	345	215	68	113	270	503	216	670
	88%	86%	85%	84%	90%	88%	92%	87%	89%	87%	83%	90%
Low2Box (Somewhat/strongly disagree)											J	
	122	19	15	11	40	30	6	16	32	73	44	78
	12%	14%	15%	16%	10%	12%	8%	13%	11%	13%	17%	10%
											K	

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

11_6. (V-Day is just a bunch of hype and doesn't help our relationship at all) To what extent do you agree or disagree with the following statements:

		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	1007	135	103	67	385	216	101	121	303	583	252	755
Weighted	1007	133	103*	65*	386	246	75*	129	301	576	259	748
Strongly agree	277	41	28	19	123	53	13	26	83	169	80	197
	28%	31%	27%	29%	32%	22%	18%	20%	27%	29%	31%	26%
Somewhat agree		F			EF					G		
	361	46	34	26	126	100	29	47	110	203	97	263
	36%	35%	33%	40%	33%	41%	39%	37%	37%	35%	38%	35%
Somewhat disagree	271	32	31	16	101	67	24	39	74	158	60	212
	27%	24%	30%	24%	26%	27%	33%	30%	25%	27%	23%	28%
Strongly disagree	97	14	9	5	35	26	8	17	34	46	22	75
	10%	10%	9%	7%	9%	11%	10%	13%	11%	8%	8%	10%
Summary												
Top2Box (Strongly/somewhat agree)	638	87	62	45	249	153	42	73	193	372	178	461
	63%	65%	60%	69%	65%	62%	57%	57%	64%	65%	69%	62%
Low2Box (Somewhat/strongly disagree)	369	46	41	20	137	93	32	56	108	204	82	287
	37%	35%	40%	31%	35%	38%	43%	43%	36%	35%	31%	38%

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