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?

	Total	GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Yes - we'll keep it more casual this year	158	83	76	56	49	54	22	58	53	26	18	126	15
	16%	17%	15%	20%	12%	16%	18%	15%	16%	14%	17%	16%	13%
				D									
No - we'll still make time for romance	456	244	211	127	188	141	39	163	157	97	49	370	37
	45%	50%	41%	45%	47%	43%	33%	43%	48%	53%	46%	47%	33%
		B							F	FG		L	
I usually don't do anything for Valentine's Day	393	160	233	98	163	132	58	157	118	60	41	291	61
	39%	33%	45%	35%	41%	40%	49%	42%	36%	33%	38%	37%	54%
			A				HI						JK

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

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

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
The weekend - creates more opportunity to plan a romantic surprise	221	112	109	73	91	57	20	84	69	49	14	188	19
	22%	23%	21%	26%	23%	18%	17%	22%	21%	27%	13%	24%	17%
				E								J	
Monday - it's not the same if you don't celebrate the actual day	303	154	149	85	119	99	28	118	106	52	40	239	23
	30%	32%	29%	30%	30%	30%	23%	31%	32%	28%	38%	30%	21%
											L	L	
Both - we'll plan to celebrate on the weekend AND on Monday	131	71	60	51	45	35	16	32	54	30	17	105	9
	13%	15%	12%	18%	11%	11%	13%	8%	16%	16%	16%	13%	8%
				DE					G	G			
Neither - we won't celebrate Valentine's Day at all	351	150	202	72	145	135	55	144	100	52	35	254	62
	35%	31%	39%	26%	36%	41%	46%	38%	30%	29%	33%	32%	55%
			A		C	C	HI	H					JK

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

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

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Yes	272	133	139	82	107	82	31	108	90	42	31	226	14
	27%	27%	27%	29%	27%	25%	26%	29%	27%	23%	29%	29%	13%
											L	L	
No	27	18	9	10	7	10	1	14	7	4	1	21	5
	3%	4%	2%	4%	2%	3%	1%	4%	2%	2%	1%	3%	4%
Makes no difference	709	336	372	188	286	234	86	256	231	136	75	540	93
	70%	69%	72%	67%	71%	72%	72%	68%	70%	74%	70%	69%	83%
													JK

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

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

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Yes - weeknight romance is harder to pull off.	269	121	148	101	105	62	25	91	87	65	33	211	25
	27%	25%	28%	36%	26%	19%	21%	24%	27%	36%	30%	27%	22%
				DE	E					FGH			
No - we'll pre-schedule time together.	738	366	372	180	295	264	94	286	241	117	75	576	87
	73%	75%	72%	64%	74%	81%	79%	76%	73%	64%	70%	73%	78%
				C	CD		I	I	I				

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

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

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Yes	210	113	97	56	96	58	22	76	76	35	22	181	6
	21%	23%	19%	20%	24%	18%	19%	20%	23%	19%	21%	23%	6%
					E						L	L	
No	797	374	423	225	304	268	97	302	252	147	85	606	106
	79%	77%	81%	80%	76%	82%	81%	80%	77%	81%	79%	77%	94%
						D							JK

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

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

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
AM	265	154	111	53	118	94	15	108	100	42	34	211	21
	26%	32%	21%	19%	29%	29%	13%	29%	30%	23%	31%	27%	18%
		B			C	C		F	F		L		
PM	742	333	409	228	282	232	104	269	229	141	74	577	92
	74%	68%	79%	81%	71%	71%	87%	71%	70%	77%	69%	73%	82%
			A	DE			GH						J

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

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?

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
V-Day romance is about to take a dive in our relationship	276	123	154	70	99	108	36	115	79	47	37	193	46
	27%	25%	30%	25%	25%	33%	30%	30%	24%	26%	35%	24%	41%
						D		H			K		K
Weeknight intimacy is harder to plan for but just as hot - we'll still make time for V-Day.	731	365	366	211	301	219	83	262	250	135	70	595	66
	73%	75%	70%	75%	75%	67%	70%	70%	76%	74%	65%	76%	59%
					E				G			JL	

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

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:

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Strongly agree	62	13	49	24	26	12	12	24	16	10	12	44	6
	6%	3%	9%	8%	7%	4%	10%	6%	5%	6%	11%	6%	5%
			A	E							K		
Somewhat agree	251	104	147	93	95	64	28	87	75	61	22	200	29
	25%	21%	28%	33%	24%	19%	23%	23%	23%	33%	20%	25%	26%
			A	DE						GH			
Somewhat disagree	404	221	183	97	157	150	44	159	139	62	39	329	36
	40%	45%	35%	34%	39%	46%	37%	42%	42%	34%	37%	42%	32%
		B				C							
Strongly disagree	290	150	140	68	122	101	36	108	97	49	34	215	41
	29%	31%	27%	24%	30%	31%	30%	29%	30%	27%	32%	27%	36%
													K
Summary													
Top2Box (Strongly/somewhat agree)	313	116	196	116	121	75	40	111	91	71	34	244	35
	31%	24%	38%	41%	30%	23%	33%	29%	28%	39%	31%	31%	32%
			A	DE	E					H			
Low2Box (Somewhat/strongly disagree)	694	371	323	164	279	251	79	266	237	112	74	544	77
	69%	76%	62%	59%	70%	77%	67%	71%	72%	61%	69%	69%	68%
		B			C	CD				I			

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

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:

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Strongly agree	49	23	26	16	18	14	5	16	20	8	10	35	4
	5%	5%	5%	6%	5%	4%	5%	4%	6%	4%	9%	4%	4%
											K		
Somewhat agree	344	183	162	110	132	102	43	125	116	60	39	267	38
	34%	37%	31%	39%	33%	31%	36%	33%	35%	33%	36%	34%	34%
		B											
Somewhat disagree	374	179	195	93	150	131	35	145	121	73	37	306	31
	37%	37%	38%	33%	38%	40%	30%	38%	37%	40%	34%	39%	28%
												L	
Strongly disagree	240	103	137	62	99	80	36	91	72	42	22	179	39
	24%	21%	26%	22%	25%	24%	30%	24%	22%	23%	20%	23%	34%
													JK
Summary													
Top2Box (Strongly/somewhat agree)	393	206	188	126	151	116	48	142	136	68	49	302	42
	39%	42%	36%	45%	38%	36%	40%	38%	41%	37%	45%	38%	38%
				E									
Low2Box (Somewhat/strongly disagree)	614	282	332	155	249	210	71	236	193	115	59	485	70
	61%	58%	64%	55%	62%	64%	60%	62%	59%	63%	55%	62%	62%
						C							

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

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:

		GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
	Total	Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Strongly agree	408	196	212	106	158	144	47	151	133	78	38	332	38
	41%	40%	41%	38%	40%	44%	39%	40%	41%	43%	35%	42%	34%
Somewhat agree	477	244	233	131	199	147	55	188	151	83	50	380	48
	47%	50%	45%	47%	50%	45%	46%	50%	46%	45%	46%	48%	42%
Somewhat disagree	93	36	57	34	32	28	13	29	36	15	17	55	21
	9%	7%	11%	12%	8%	8%	11%	8%	11%	8%	16%	7%	19%
											K		K
Strongly disagree	28	11	17	10	11	7	4	9	9	7	3	20	5
	3%	2%	3%	3%	3%	2%	3%	2%	3%	4%	3%	3%	5%
Summary													
Top2Box (Strongly/somewhat agree)	885	440	446	237	357	291	102	339	284	161	87	712	86
	88%	90%	86%	85%	89%	89%	86%	90%	86%	88%	81%	90%	76%
		B										JL	
Low2Box (Somewhat/strongly disagree)	122	47	74	43	43	35	17	39	44	22	20	75	26
	12%	10%	14%	15%	11%	11%	14%	10%	14%	12%	19%	10%	24%
			A								K		K

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

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:

	Total	GENDER		AGE			EDUCATION				ERECTILE DIFFICULTIES		
		Male	Female	18-34	35-54	55+	<HS	HS	Post Sec	Univ Grad	Yes	No	Prefer not to answer
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	1007	481	526	220	462	325	104	348	416	139	110	782	115
Weighted	1007	487	520	281	400	326	119	377	328	182	107	787	112
Strongly agree	277	137	140	75	113	90	35	100	90	52	22	217	38
	28%	28%	27%	27%	28%	27%	30%	27%	27%	28%	20%	28%	34%
													J
Somewhat agree	361	167	194	111	145	105	43	132	117	69	38	283	40
	36%	34%	37%	40%	36%	32%	36%	35%	35%	38%	36%	36%	35%
Somewhat disagree	271	126	146	76	104	91	26	106	90	49	32	212	27
	27%	26%	28%	27%	26%	28%	22%	28%	28%	27%	30%	27%	24%
Strongly disagree	97	58	40	19	38	40	14	39	31	13	15	74	8
	10%	12%	8%	7%	9%	12%	12%	10%	10%	7%	14%	9%	7%
		B				C							
Summary													
Top2Box (Strongly/somewhat agree)	638	304	334	186	258	195	78	232	207	121	60	500	78
	63%	62%	64%	66%	64%	60%	66%	62%	63%	66%	56%	64%	69%
													J
Low2Box (Somewhat/strongly disagree)	369	183	185	95	142	132	41	145	122	61	48	287	34
	37%	38%	36%	34%	36%	40%	34%	38%	37%	34%	44%	36%	31%
											L		

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