

Have you ever done any of the following?

		Age		Gender		Region				
	Total	18-29	30-39	Male	Female	West	ON	ATL	Prairies	BC
		A	B	C	D	H	I	J	K	L
Base: Total (unwtd)	501	256	245	213	288	202	247	52	139	63
Base: Total (wtd)	501	271	230	230	271	205	245	50	140	65
Ask someone out or agree to go out with someone based solely on show compatibility (you both like the same shows or movies)	210	108	102	110	100	89	104	16	56	33
	42%	40%	44%	48%	37%	44%	42%	32%	40%	51%
				D				*		J*
Stop seeing someone because they dont like the shows that you like	61	30	31	43	18	24	34	3	14	9
	12%	11%	13%	19%	7%	12%	14%	6%	10%	14%
				D				*		*
Continue dating someone just to use their Netflix account	55	26	29	39	17	21	34	1	14	6
	11%	10%	13%	17%	6%	10%	14%	2%	10%	10%
				D			J	*		*
Judge someone based on the shows that they watch	273	144	128	141	132	109	138	26	75	34
	54%	53%	56%	61%	49%	53%	56%	51%	53%	52%
				D				*		*
Continue using an exs Netflix account after breaking up	189	112	77	92	96	64	103	22	47	17
	38%	41%	33%	40%	36%	31%	42%	44%	34%	25%
							HL	L*		*
Find someone more attractive based on the shows that they like	278	157	122	144	134	109	142	28	71	38
	56%	58%	53%	63%	50%	53%	58%	55%	50%	58%
				D				*		*
Agree to a first date with someone because the person likes the same shows you do	306	161	145	162	144	118	155	33	80	38
	61%	59%	63%	70%	53%	58%	63%	65%	57%	58%
				D				*		*

Overlap formula used

- Column Proportions:
Columns Tested (5%): A/B, C/D, E/F/G, H/I/J/K/L, M/N
Minimum Base: 30 (**), Small Base: 100 (*)
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And have you ever put any of the following types of shows on your dating profile, just to make yourself more attractive to potential suitors?

		Age		Gender		Region				
	Total	18-29	30-39	Male	Female	West	ON	ATL	Prairies	BC
		A	B	C	D	H	I	J	K	L
Base: Online Daters (unwtd)	237	109	128	118	119	105	109	23	65	40
Base: Online Daters (wtd)	238	116	122	126	112	107	109	22	65	42
Yes - Documentaries: to seem smarter and sophisticated	51	23	28	34	17	20	26	5	13	7
	21%	19%	23%	27%	15%	19%	24%	22%	20%	18%
				D				**	*	*
Yes - Thrillers: to seem more edgy and adventurous	59	29	30	39	21	26	29	5	17	9
	25%	25%	25%	31%	18%	24%	26%	20%	26%	21%
				D				**	*	*
Yes - Comedies: to show off your funny bone	81	42	39	48	33	38	34	9	21	16
	34%	36%	32%	38%	29%	35%	32%	39%	32%	40%
								**	*	*
Yes - Romance or Romantic Comedies: to appear sensitive	51	21	30	34	17	27	21	3	17	9
	21%	18%	24%	27%	15%	25%	20%	13%	26%	23%
				D				**	*	*
Yes - Dramas or Tragedies: to seem deep'	55	29	26	39	16	22	30	3	11	11
	23%	25%	21%	31%	14%	21%	27%	13%	17%	27%
				D				**	*	*
No - never put shows on my profile for this reason	112	56	56	44	69	49	52	12	30	19
	47%	49%	46%	35%	61%	46%	48%	52%	46%	45%
					C			**	*	*
Sigma	409	200	209	237	172	182	192	36	110	72
	172%	173%	171%	188%	154%	170%	176%	160%	168%	173%
Summary										
Yes	126	60	66	83	43	58	57	11	35	23
	53%	51%	54%	65%	39%	54%	52%	48%	54%	55%
				D				**	*	*

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For each item below, please indicate how big a step it is towards a serious' relationship:

		Age		Gender		Region				
	Total	18-29	30-39	Male	Female	West	ON	ATL	Prairies	BC
		A	B	C	D	H	I	J	K	L
Base: Total (unwtd)	501	256	245	213	288	202	247	52	139	63
Base: Total (wtd)	501	271	230	230	271	205	245	50	140	65
Huge step	42	16	25	22	20	22	18	2	13	8
	8%	6%	11%	9%	7%	10%	7%	4%	10%	12%
			A					*		*
Pretty big step	119	67	51	55	64	47	62	9	31	17
	24%	25%	22%	24%	24%	23%	25%	19%	22%	25%
								*		*
Small step	255	139	117	120	135	103	123	29	74	29
	51%	51%	51%	52%	50%	50%	50%	58%	53%	45%
								*		*
Not a step at all	85	48	37	34	52	34	42	10	22	11
	17%	18%	16%	15%	19%	17%	17%	19%	16%	18%
								*		*
Sigma	501	271	230	230	271	205	245	50	140	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Summary										
Top2Box (Huge/ Pretty big step)	160	84	77	76	84	69	80	11	44	25
	32%	31%	33%	33%	31%	33%	33%	22%	31%	38%
								*		*
Low2Box (Small step/ Not a at all)	341	187	154	154	187	137	165	39	96	41
	68%	69%	67%	67%	69%	67%	67%	78%	69%	62%
								*		*

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15-091584
Netflix/Environics PR - Showmance
Date night preference - Go out or stay in

If forced to choose, which of the following would you prefer to do on date night ?

		Age		Gender		Region				
	Total	18-29	30-39	Male	Female	West	ON	ATL	Prairies	BC
		A	B	C	D	H	I	J	K	L
Base: Total (unwtd)	501	256	245	213	288	202	247	52	139	63
Base: Total (wtd)	501	271	230	230	271	205	245	50	140	65
Go out to see a movie	209	106	103	104	105	91	98	20	65	25
	42%	39%	45%	45%	39%	44%	40%	39%	47%	39%
								*		*
Stay in and watch Netflix	292	165	128	127	166	115	147	30	75	40
	58%	61%	55%	55%	61%	56%	60%	61%	53%	61%
								*		*
Sigma	501	271	230	230	271	205	245	50	140	65
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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What are the reasons you watch or have watched Netflix shows or movies together with a spouse, partner, or significant other?

		Age		Gender		Region				
	Total	18-29	30-39	Male	Female	West	ON	ATL	Prairies	BC
		A	B	C	D	H	I	J	K	L
Base: Total (unwtd)	501	256	245	213	288	202	247	52	139	63
Base: Total (wtd)	501	271	230	230	271	205	245	50	140	65
We like spending time together without leaving the house	386	222	164	150	237	154	192	40	107	47
	77%	82%	71%	65%	88%	75%	78%	79%	76%	73%
		B			C			*		*
We like learning new things about each other through shows	159	83	76	81	78	61	88	10	41	20
	32%	31%	33%	35%	29%	30%	36%	20%	29%	31%
							J	*		*
We like having someone to talk about the show with	283	161	122	120	164	116	137	31	80	36
	57%	60%	53%	52%	60%	56%	56%	61%	57%	55%
								*		*
Shows are more fun when we watch them together	336	192	144	148	188	147	158	31	107	39
	67%	71%	62%	64%	69%	71%	64%	62%	76%	60%
		B				L		*	HIL	*
We bond over shows together	259	153	106	112	147	111	130	17	78	33
	52%	56%	46%	49%	54%	54%	53%	35%	55%	51%
		B				J	J	*	J	*
Other	20	12	8	12	7	8	10	1	7	1
	4%	4%	3%	5%	3%	4%	4%	2%	5%	2%
								*		*
We do not watch Netflix shows or movies together	2	-	2	2	-	-	2	-	-	-
	*	-	1%	1%	-	-	1%	-	-	-
								*		*
Sigma	1444	823	621	624	820	597	718	130	420	177
	288%	304%	270%	271%	303%	291%	292%	259%	300%	271%

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How do you negotiate which show to watch when you and your spouse / partner / significant other want to watch different shows?

		Age		Gender		Region				
	Total	18-29	30-39	Male	Female	West	ON	ATL	Prairies	BC
		A	B	C	D	H	I	J	K	L
Base: Total (unwtd)	501	256	245	213	288	202	247	52	139	63
Base: Total (wtd)	501	271	230	230	271	205	245	50	140	65
Show for show: watch one of mine, and I'll watch one of yours	234	129	105	102	132	98	117	19	63	35
	47%	48%	46%	44%	49%	48%	48%	38%	45%	54%
								*		*
By promising to do household chores in order to watch your show (e.g 'do the dishes, walk the dog, etc.')	41	16	25	30	11	20	20	1	14	5
	8%	6%	11%	13%	4%	10%	8%	2%	10%	8%
				D				*		*
By allowing the other person to pick the food / drink choices to go along with the show	83	41	42	49	34	31	46	5	21	10
	17%	15%	18%	21%	12%	15%	19%	11%	15%	16%
				D				*		*
By whether you like the show: If I don't like it, I get to pick the next shows we watch	130	77	53	65	65	47	73	10	34	13
	26%	28%	23%	28%	24%	23%	30%	19%	24%	20%
								*		*
Other	33	21	12	17	16	15	14	4	11	3
	7%	8%	5%	7%	6%	7%	6%	8%	8%	5%
								*		*
We don't negotiate over shows	143	69	74	61	82	67	57	19	51	16
	29%	26%	32%	26%	30%	33%	23%	38%	36%	25%
						I		I*	I	*
Sigma	663	353	311	324	340	278	327	58	195	83
	132%	130%	135%	140%	126%	135%	133%	116%	139%	128%
Summary										
Any negotiation	358	201	157	170	188	138	189	31	89	49
	71%	74%	68%	74%	70%	67%	77%	62%	64%	75%
						HJK		*		*

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