

**Canadian Press**

**Research Report**

**February 2007**

**Canadians and St. Valentine's Day**  
**Canadian Press Exclusive**

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# 1. Results

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## 1.1 Seven out of Ten Canadians are in a Relationship

Generally, 70% of Canadians are in a relationship.

**Are you currently in a relationship with someone?**

	<b>TOTAL (n=1500)</b>	<b>Men</b>	<b>Women</b>
Yes	70%	<b>73%</b>	67%
No	29%	26%	<b>32%</b>
Refusal	1%	0%	1%

## 1.2 More than Half of Canadians Plan on Celebrating St. Valentine's Day

On the whole, 52% of Canadians plan on celebrating St. Valentine's, while 41% say they don't plan on doing anything for the occasion. Among respondents who are in a relationship, two-thirds (65%) plan on celebrating. It should be noted that men (57%) are proportionately more likely to say they will do something for St. Valentine's Day.

**Do you plan on celebrating St. Valentine's Day this year?**

	<b>TOTAL (n=1500)</b>	<b>Men</b>	<b>Women</b>
Yes	52%	<b>57%</b>	48%
No	41%	37%	<b>45%</b>
Refusal	6%	6%	7%

### 1.3 Dining Out: The Most Popular Way of Celebrating St. Valentine's Day

Among respondents who plan on celebrating St. Valentine's Day, going out to a restaurant (40%) is the main route taken. A romantic evening at home (14%) is the second most popular way of celebrating, while giving a gift to their partner ranks third at 12%. It should be noted that one Canadian out of five (21%) plans on celebrating St. Valentine's Day but still have no idea how. A quarter of men (24%) do not yet know how they will celebrate St. Valentine's Day.

Women (19%) and Quebeckers (23%) are more likely to value a romantic evening at home.

#### How are you going to celebrate it?

	TOTAL (n=769)	Men	Women
Going to a restaurant	40%	42%	38%
Romantic evening at home	14%	9%	<b>19%</b>
Giving a gift/card/flowers/chocolate	12%	14%	10%
Going on a trip	3%	3%	2%
Going out dancing	1%	1%	1%
Other	9%	6%	<b>13%</b>
Don't know	21%	<b>24%</b>	18%

## 1.4 Canadians Prefer Meeting Potential Mates through Friends

If they had to find a boyfriend or girlfriend, more than half of Canadians (51%) would trust being introduced by friends (38%) or family (13%). A proportion of 15% would rely on luck. Few would look for their soul mate in social or sports clubs (7%) and even fewer on the Internet (3%), at work (3%) or in bars (3%).

Women would trust introductions from their family in greater proportion (17%). For their part, men are more likely to trust social or sports clubs (9%). People 18 to 34 years of age (50%), Anglophones (46%) and Ontarians (42%) are more likely to trust being introduced by friends to find a boyfriend or girlfriend. Finally, more than a third of Quebecers (34%) would rely on chance or luck.

**Which of the following would you trust the most, if you were looking for a boyfriend or a girlfriend?**

	TOTAL (n=1500)	Men	Women
Friends	38%	37%	40%
Chance/Luck	15%	17%	13%
Family	13%	9%	<b>17%</b>
Sports or social clubs	7%	<b>9%</b>	6%
Internet	3%	3%	2%
At work	3%	3%	3%
Bars	2%	4%	1%
Other	3%	4%	2%
None	8%	6%	9%
Don't know	5%	6%	5%
Refusal	2%	<b>2%</b>	2%

## 1.5 Canadians Believe it is Possible to be Happy with the Same Person

Nine Canadians out of ten (90%) are convinced it is possible to be happy with the same person for as long as they live, while 7% say the opposite. People in relationships (93%) are significantly more likely to believe it possible to be happy with the same person for as long as they live, while Francophones (10%) are significantly more likely than any other type of respondent to say it is not possible to live happily with the same person over the course of a lifetime.

**Do you think it is possible to be happy with the same person for your entire life?**

	TOTAL (n=1500)	Men	Women
Yes	90%	91%	90%
No	7%	6%	7%
Refusal	3%	2%	4%

## 1.6 The Most Important Criteria When Choosing a Mate

According to Canadians, the three most important criteria when choosing a mate are being faithful (52%), intelligence (35%) and respecting the other's independence (34%). Knowing how to listen (31%) and being nice (26%) are also qualities that respondents look for.

Women are significantly more likely to say that the following criteria are the most important when choosing a mate: being faithful (55%), respecting the other's independence (38%), knowing how to listen (35%), liking children (27%) and being ambitious (15%). Men for their part are statistically more likely to say that intelligence (38%), being good in bed (12%) and physical attraction (30%) are the most important criteria for them when choosing their ideal mate.

People 18 to 24 years of age (22%) and Prairie residents (21%), more than any other Canadians, look for a mate who is ambitious. Those between 25 and 34 years old are proportionately more likely to find physical attraction (28%) and liking children (29%) important. Liking children (31%) and being good in bed (14%) are two aspects that are significantly more important among Francophones. People between 45 and 64 years of age tend to favour respecting the other's independence more than the Canadian average (40%).

**From among the following criteria, which three (3) do you consider the most important when choosing the ideal mate?**

	<b>TOTAL (n=1500)</b>	<b>Men</b>	<b>Female</b>
Being faithful	52%	49%	<b>55%</b>
Intelligence	35%	<b>38%</b>	32%
Respecting the other's independence	34%	31%	<b>38%</b>
Knowing how to listen	31%	26%	<b>35%</b>
Being nice	26%	26%	26%
Liking children	24%	20%	<b>27%</b>
Physical attraction	22%	<b>30%</b>	14%
Being educated	15%	14%	16%
Being ambitious	13%	11%	<b>15%</b>
Being good in bed	8%	<b>12%</b>	4%
Having money	5%	5%	5%
Don't know	2%	2%	3%
Refusal	1%	1%	1%

## 1.7 The Meaning of Love

According to Canadians, love is above all having someone with whom you can share common interests (29%). It is also facing life with a partner (26%), tenderness and friendship (21%), as well as being ready to make compromises (15%).

Men are significantly more likely to say that love is above all having someone who shares your interests (32%), while women are more likely to mention tenderness and friendship (24%). Proportionately, Quebecers (32%) are statistically more likely to say that love is facing life with a partner.

Love evolves over time. In fact, 18 to 24 years olds are statistically more likely to say that love is passion and sexual pleasure (7%), while 35 to 44 year olds are significantly more likely to say that love is above all being ready to make compromises (19%).

### To you, love primarily means...

	TOTAL (n=1500)	Men	Women
Having someone with whom you can share common interests	29%	<b>32%</b>	26%
Facing life with a partner	26%	27%	26%
Tenderness and friendship	21%	17%	<b>24%</b>
Being ready to make compromises	15%	15%	16%
Passion and sexual pleasure	2%	3%	2%
Other	2%	<b>3%</b>	1%
None	1%	1%	1%
Don't know	2%	1%	3%
Refusal	1%	1%	2%

## 2. Methodology

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This study was conducted by Leger Marketing through telephone interviews among a representative sample of 1,500 English- or French-speaking Canadians, 18 years of age or older.

The interviews were conducted from our Montreal and Winnipeg call centres between January 24 and January 31, 2007. Up to ten call-backs were made in the case of non-response.

Using data from Statistics Canada, the results were weighted according to age, geographic location, gender and language spoken at home to ensure a sample representative of the entire Canadian adult population. In the end, the maximum margin of error obtained for a sample of 1,500 respondents is of  $\pm 2.6$ , 19 times out of 20.

It should be noted that the number of respondents within sub-groups is smaller, therefore margins of error are higher: 100 respondents in the Atlantic Provinces ( $\pm 9.8\%$ ), 400 in Québec ( $\pm 4.9\%$ ), 600 in Ontario ( $\pm 4.0\%$ ), 125 in the Prairies ( $\pm 8.8\%$ ), 125 in Alberta ( $\pm 8.8\%$ ) and 150 in British Columbia ( $\pm 8.0\%$ ).

### 3. Questionnaire

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#### NEW TOPIC

QPC1. Are you currently in a relationship with someone?

Yes.....	1
No.....	2
Refusal .....	9

«QPC1 »

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#### QPC2:

QPC2. Do you plan on celebrating St. Valentine's Day this year?

Yes.....	1	
No.....	2	=> +2
Don't know .....	8	=> +2
Refusal .....	9	=> +2

«QPC2 »

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#### QPC3:

QPC3. How are you going to celebrate it?

DO NOT READ \*\*\* note the most important

Going to a restaurant.....	01
Romantic evening at home.....	02
Giving a gift/card/flowers/chocolate.....	03
Going on a trip .....	04
Going out dancing .....	05
Other.....	96
Don't know .....	98
Refusal .....	99

«QPC3 »

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#### QPC4:

QPC4. Which of the following would you trust the most, if you were looking for a boyfriend or a girlfriend?

READ

permutation -> 8.....	
...Internet .....	01
.. Newspaper classifieds.....	02
...Bars.....	03
...Friends .....	04
...Family.....	05
...Sports or social clubs.....	06
...Chance/Luck .....	07
...At work.....	08
Other.....	96
None .....	97
Don't know .....	98
Refusal .....	99

«QPC4 »

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**QPC5:**

QPC5. Do you think it is possible to be happy with the same person for your entire life?

Yes.....	1
No.....	2
Don't know .....	8
Refusal .....	9

«QPC5 »

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**QPC6:**

QPC6. From among the following criteria, which three (3) do you consider the most important when choosing the ideal mate?

READ \*\*Accept 3 answers\*\* PROMPT, are there any others?

permutation -> 11.....	
...being faithful.....	01
...knowing how to listen.....	02
...liking children.....	03
...respecting the other's independence.....	04
...intelligence .....	05
...being nice .....	06
...being ambitious.....	07
...being educated .....	08
...being good in bed .....	09
...physical attraction .....	10
...having money .....	11
Don't know .....	98 X
Refusal .....	99 X

«QPC6\_01 »  
«QPC6\_02 »  
«QPC6\_03 »

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**QPC7:**

QPC7. To you, love primarily means...

READ \*\*Accept 1 answer\*\*

permutation -> 5.....	
...passion and sexual pleasure.....	01
...tenderness and friendship.....	02
...having someone with whom you can share common interests.....	03
...being ready to make compromises .....	04
...facing life with a partner .....	05
Other.....	96
None .....	97
Don't know .....	98
Refusal .....	99

«QPC7 »

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## 4. Cross Tabulations

QPC1. Are you currently in a relationship with someone?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC1																		
Weighted total :	1500	727	773	185	272	326	283	189	246	330	885	281	113	351	580	106	151	199
	100%	48%	52%	12%	18%	22%	19%	13%	16%	22%	59%	19%	8%	23%	39%	7%	10%	13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
Yes	1052	534	518	98	203	265	220	132	134	220	631	197	79	237	417	69	121	128
	100%	51%	49%	9%	19%	25%	21%	13%	13%	21%	60%	19%	8%	23%	40%	7%	12%	12%
	70%	73%	67%	53%	75%	81%	78%	70%	55%	67%	71%	70%	70%	68%	72%	65%	80%	65%
		+++	---	----		++++	+++	----									+++	
	1064	475	589	55	189	265	242	189	124	287	668	107	75	273	428	86	99	103
No	439	192	248	87	68	58	62	56	108	110	248	81	33	114	158	37	29	69
	100%	44%	56%	20%	15%	13%	14%	13%	25%	25%	57%	19%	7%	26%	36%	8%	7%	16%
	29%	26%	32%	47%	25%	18%	22%	30%	44%	33%	28%	29%	29%	32%	27%	35%	19%	35%
		--	++	++++		----	---		++++								---	
	427	167	260	51	65	58	73	80	100	135	251	41	24	127	166	39	25	46
Refusal	9	2	7	0	1	3	1	1	3	1	5	3	1	0	5	0	1	1
	100%	22%	78%	0%	14%	30%	10%	8%	37%	8%	60%	32%	13%	0%	63%	0%	10%	14%
	1%	0%	1%	0%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	1%	1%
	9	2	7	0	1	3	1	1	3	1	6	2	1	0	6	0	1	1
Std. error : 50%:	2.53	3.86	3.35	9.52	6.14	5.43	5.51	5.96	6.50	4.76	3.22	8.00	9.80	4.90	4.00	8.77	8.77	8.00
Of prop. (0.95) : 5%:	1.10	1.68	1.46	4.15	2.68	2.37	2.40	2.60	2.84	2.08	1.40	3.49	4.27	2.14	1.74	3.82	3.82	3.49

QPC1. Are you currently in a relationship with someone?																					
	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION					
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal	
QPC1																					
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7	
100% :	9%	18%	18%	15%	24%	18%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7	
Yes	1052	57	135	187	195	309	205	171	323	79	50	181	31	699	339	29	332	337	348	6	
100% :	5%	13%	18%	19%	29%	19%	16%	16%	31%	7%	5%	17%	3%	66%	32%	3%	32%	32%	33%	1%	
70% :	42%	51%	69%	84%	87%	75%	74%	74%	76%	80%	47%	59%	65%	75%	61%	75%	65%	72%	73%	76%	
		----	----	++++	++++	++			+++	++	----	----		++++	----		---				
1064	55	135	193	196	315	211	159	324	89	38	199	31	694	357	24	337	343	355	5		
No	439	78	128	83	36	43	64	59	100	18	55	123	17	224	213	10	172	128	128	2	
100% :	18%	29%	19%	8%	10%	15%	13%	23%	4%	13%	28%	4%	51%	48%	2%	39%	29%	29%	0%		
29% :	58%	49%	31%	16%	12%	24%	26%	24%	19%	53%	40%	35%	24%	38%	25%	34%	27%	27%	24%		
		++++	++++	----	----	--			---	--	++++	++++		----	++++		+++				
427	79	120	82	34	43	67	59	97	22	37	123	19	223	201	11	165	119	130	2		
Refusal	9	0	0	0	0	2	3	0	2	1	0	2	0	5	3	0	5	1	3	0	
100% :	0%	0%	0%	0%	23%	32%	0%	21%	10%	0%	27%	0%	54%	38%	0%	56%	8%	36%	0%		
1%	0%	0%	0%	0%	1%	1%	0%	0%	1%	0%	1%	0%	0%	1%	0%	1%	0%	1%	0%		
						++															
9	0	0	0	0	2	3	0	2	1	0	2	0	5	3	0	5	1	3	0		
Std. error :	2.53	8.47	6.14	5.91	6.46	5.16	5.85	6.64	4.76	9.26	11.32	5.44	13.86	3.23	4.14	16.56	4.35	4.55	4.44	37.04	
50% :																					
Of prop. (0.95) :	1.10	3.69	2.68	2.58	2.82	2.25	2.55	2.89	2.08	4.04	4.93	2.37	6.04	1.41	1.80	7.22	1.90	1.99	1.93	16.15	
5% :																					

QPC2. Do you plan on celebrating St. Valentine's Day this year?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC2																		
Weighted total :	1500	727	773	185	272	326	283	189	246	330	885	281	113	351	580	106	151	199
	100%	48%	52%	12%	18%	22%	19%	13%	16%	22%	59%	19%	8%	23%	39%	7%	10%	13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
Yes	784	413	370	109	156	193	151	88	87	171	467	143	63	189	305	44	82	100
	100%	53%	47%	14%	20%	25%	19%	11%	11%	22%	60%	18%	8%	24%	39%	6%	10%	13%
	52%	57%	48%	59%	57%	59%	53%	47%	35%	52%	53%	51%	55%	54%	53%	42%	54%	50%
		++++	----			+++			----							--		
	769	363	406	61	146	192	164	128	78	215	480	72	56	209	308	55	66	75
No	617	268	349	59	99	116	116	89	139	139	363	116	45	146	236	53	58	80
	100%	43%	57%	10%	16%	19%	19%	14%	22%	23%	59%	19%	7%	24%	38%	9%	9%	13%
	41%	37%	45%	32%	36%	36%	41%	47%	56%	42%	41%	41%	40%	42%	41%	50%	39%	40%
		---	+++	--		--	++	++++								++		
	637	242	395	35	92	119	134	125	132	180	392	65	40	169	253	62	50	63
Don't know	96	45	51	17	16	15	17	11	20	20	54	22	5	16	39	9	10	18
	100%	47%	53%	18%	16%	16%	17%	12%	20%	20%	57%	23%	5%	17%	40%	9%	11%	19%
	6%	6%	7%	9%	6%	5%	6%	6%	8%	6%	6%	8%	4%	5%	7%	8%	7%	9%
	91	38	53	10	16	14	18	17	16	27	52	12	3	22	38	8	9	11
Refusal	3	1	2	0	1	1	0	0	1	1	1	1	1	0	1	0	0	1
	100%	41%	59%	0%	41%	36%	0%	0%	23%	23%	41%	36%	36%	0%	23%	0%	0%	41%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
	3	1	2	0	1	1	0	0	1	1	1	1	1	0	1	0	0	1
Std. error : 50%:	2.53	3.86	3.35	9.52	6.14	5.43	5.51	5.96	6.50	4.76	3.22	8.00	9.80	4.90	4.00	8.77	8.77	8.00
Of prop. (0.95) : 5%:	1.10	1.68	1.46	4.15	2.68	2.37	2.40	2.60	2.84	2.08	1.40	3.49	4.27	2.14	1.74	3.82	3.82	3.49

QPC2. Do you plan on celebrating St. Valentine's Day this year?																					
	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION					
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal	
QPC2																					
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7	
100% :	9%	18%	18%	15%	24%	18%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7	
Yes	784	51	115	136	143	224	148	131	237	64	56	114	23	516	258	21	252	258	249	4	
100% :	6%	15%	17%	18%	29%	19%	17%	17%	30%	8%	7%	15%	3%	66%	33%	3%	32%	33%	32%	0%	
52%	38%	44%	51%	62%	63%	55%	57%	57%	56%	66%	54%	37%	49%	56%	46%	53%	50%	55%	52%	52%	
	----	----		+++	++++					+++		----		++++	----						
	769	49	107	135	140	227	153	118	232	71	39	123	24	503	257	16	245	249	256	3	
No	617	72	130	120	73	114	106	89	161	29	37	169	20	355	255	18	217	182	199	3	
100% :	12%	21%	19%	12%	18%	17%	17%	14%	26%	5%	6%	27%	3%	58%	41%	3%	35%	29%	32%	0%	
41%	54%	50%	44%	32%	32%	39%	38%	38%	38%	30%	35%	55%	42%	38%	46%	44%	43%	39%	41%	35%	
	+++	+++		---	----					--		++++		---	+++						
	637	73	131	125	78	118	112	89	164	35	28	180	21	365	264	18	226	188	202	3	
Don't know	96	12	18	13	15	15	15	11	27	4	12	22	4	53	43	1	39	26	29	1	
100% :	13%	18%	14%	16%	16%	16%	16%	11%	28%	5%	12%	23%	4%	55%	45%	1%	40%	27%	31%	1%	
6%	9%	7%	5%	6%	4%	6%	6%	5%	6%	5%	11%	7%	9%	6%	8%	3%	8%	6%	6%	13%	
	91	12	17	15	12	14	14	11	26	6	8	21	5	51	40	1	35	26	28	1	
Refusal	3	0	0	0	0	1	2	0	1	0	0	0	0	3	0	0	1	0	2	0	
100% :	0%	0%	0%	0%	0%	41%	64%	0%	36%	0%	0%	0%	0%	100%	0%	0%	23%	0%	77%	0%	
0%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	
	3	0	0	0	0	1	2	0	1	0	0	0	0	3	0	0	1	0	2	0	
Std. error : 50% :	2.53	8.47	6.14	5.91	6.46	5.16	5.85	6.64	4.76	9.26	11.32	5.44	13.86	3.23	4.14	16.56	4.35	4.55	4.44	37.04	
Of prop. (0.95) : 5% :	1.10	3.69	2.68	2.58	2.82	2.25	2.55	2.89	2.08	4.04	4.93	2.37	6.04	1.41	1.80	7.22	1.90	1.99	1.93	16.15	

QPC3. How are you going to celebrate it?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC3 DO NOT READ *** note the most important																		
Weighted total :	784 100%	413 53%	370 47%	109 14%	156 20%	193 25%	151 19%	88 11%	87 11%	171 22%	467 60%	143 18%	63 8%	189 24%	305 39%	44 6%	82 10%	100 13%
Unweighted total :	769	363	406	61	146	192	164	128	78	215	480	72	56	209	308	55	66	75
Going to a restaurant	312 100% 40%	173 55% 42%	139 45% 38%	31 10% 28%	63 20% 40%	84 27% 43%	60 19% 40%	35 11% 40%	40 13% 46%	76 24% 45%	184 59% 39%	49 16% 34%	28 9% 45%	75 24% 40%	119 38% 39%	22 7% 49%	28 9% 35%	41 13% 40%
	315	162	153	--	56	80	69	52	36	93	193	27	26	86	120	26	25	32
Romantic evening at home	110 100% 14%	38 35% 9%	72 65% 19%	12 11% 11%	24 22% 15%	26 24% 13%	30 27% 20%	10 9% 11%	8 8% 10%	37 34% 22%	49 45% 11%	23 21% 16%	4 4% 6%	44 40% 23%	32 29% 10%	3 3% 7%	13 12% 16%	13 12% 13%
	114	33	81	5	24	30	31	17	7	51	53	10	3	54	37	2	10	8
Giving a gift/card/flowers/chocolate	92 100% 12%	56 61% 14%	36 39% 10%	5 6% 5%	17 18% 11%	19 21% 10%	21 22% 14%	21 22% 11%	10 11% 11%	16 17% 9%	57 62% 12%	19 21% 14%	7 7% 11%	25 27% 13%	33 35% 11%	2 2% 4%	9 9% 11%	18 19% 18%
	91	52	39	3	14	18	21	25	10	20	60	11	7	24	35	3	9	13
Going on a trip	22 100% 3%	14 62% 3%	9 38% 2%	6 28% 6%	3 13% 2%	8 37% 4%	2 11% 2%	1 7% 2%	1 4% 1%	3 14% 2%	16 73% 4%	3 13% 2%	2 7% 2%	2 8% 1%	16 71% 5%	1 2% 1%	3 12% 3%	0 0% 0%
	22	11	11	3	3	9	3	3	1	4	17	1	1	2	16	1	2	0
Going out dancing	7 100% 1%	5 72% 1%	2 28% 1%	3 47% 3%	1 12% 1%	0 0% 0%	0 0% 0%	1 18% 1%	2 24% 2%	3 42% 2%	4 58% 1%	0 0% 0%	1 11% 1%	1 21% 1%	5 68% 2%	0 0% 0%	0 0% 0%	0 0% 0%
	7	4	3	2	1	0	0	2	2	4	3	0	1	2	4	0	0	0
Other	74 100% 9%	26 35% 6%	48 65% 13%	10 13% 9%	9 12% 6%	21 29% 11%	12 17% 8%	7 10% 8%	14 19% 17%	15 20% 9%	41 56% 9%	18 24% 12%	2 3% 3%	24 33% 13%	24 33% 8%	5 7% 12%	10 14% 13%	8 11% 8%
	73	21	52	5	10	21	14	12	11	22	43	8	2	25	27	7	6	6
Don't know	164 100% 21%	99 60% 24%	65 40% 18%	41 25% 38%	40 24% 26%	34 21% 17%	25 16% 17%	12 7% 13%	12 7% 14%	20 12% 12%	114 69% 24%	31 19% 22%	20 12% 32%	17 10% 9%	77 47% 25%	12 7% 27%	18 11% 21%	21 13% 21%
	145	78	67	21	38	33	26	16	11	20	110	15	16	15	69	16	13	16
Refusal	2 100% 0%	2 100% 0%	0 0% 0%	0 0% 0%	0 0% 0%	1 52% 0%	0 0% 0%	1 48% 1%	0 0% 0%	1 52% 1%	1 48% 0%	0 0% 0%	0 0% 0%	1 52% 0%	0 0% 0%	0 0% 0%	1 48% 1%	0 0% 0%
	2	2	0	0	0	1	0	1	0	1	1	0	0	1	0	0	1	0
Std. error : 50% :	3.53	5.14	4.86	12.55	8.11	7.07	7.65	8.66	11.10	6.68	4.47	11.55	13.10	6.78	5.58	13.21	12.06	11.32
Of prop. (0.95) : 5% :	1.54	2.24	2.12	5.47	3.54	3.08	3.34	3.78	4.84	2.91	1.95	5.03	5.71	2.95	2.43	5.76	5.26	4.93

QPC3. How are you going to celebrate it?																				
	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION				
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal
QPC3 DO NOT READ *** note the most important																				
Weighted total :	784 100%	51 6%	115 15%	136 17%	143 18%	224 29%	148 19%	131 17%	237 30%	64 8%	56 7%	114 15%	23 3%	516 66%	258 33%	21 3%	252 32%	258 33%	249 32%	4 0%
Unweighted total :	769	49	107	135	140	227	153	118	232	71	39	123	24	503	257	16	245	249	256	3
Going to a restaurant	312 100%	19 6%	38 12%	55 18%	70 22%	98 31%	68 22%	48 15%	94 30%	21 7%	23 7%	49 16%	5 2%	211 68%	97 31%	5 2%	89 29%	108 35%	108 35%	2 1%
	40%	37%	33%	40%	49%	43%	46%	37%	40%	32%	40%	43%	23%	41%	38%	25%	35%	42%	43%	57%
			--	++																
	315	19	34	58	70	100	68	45	98	24	18	53	6	211	101	4	87	116	107	1
Romantic evening at home	110 100%	6 6%	24 22%	21 19%	19 17%	23 21%	16 14%	13 11%	40 36%	14 13%	9 9%	10 9%	6 6%	68 62%	41 37%	3 3%	34 31%	41 37%	31 28%	1 1%
	14%	13%	21%	16%	13%	10%	11%	10%	17%	22%	17%	9%	28%	13%	16%	16%	13%	16%	13%	17%
			++	--						++										
	114	7	21	23	18	25	18	14	40	17	6	11	7	72	41	3	39	35	36	1
Giving a gift/card/flowers/chocolate	92 100%	4 5%	15 17%	17 18%	20 22%	23 25%	12 13%	14 16%	32 34%	6 6%	5 6%	19 20%	1 2%	58 63%	32 34%	3 3%	30 32%	28 30%	32 35%	0 0%
	12%	9%	13%	13%	14%	10%	8%	11%	13%	9%	9%	17%	6%	11%	12%	14%	12%	11%	13%	0%
	91	5	14	17	21	24	13	14	28	7	4	21	2	55	34	2	30	26	33	0
Going on a trip	22 100%	0 0%	2 11%	0 0%	4 17%	12 52%	5 23%	3 13%	9 38%	0 0%	0 0%	4 17%	1 4%	17 74%	5 21%	0 0%	8 35%	8 34%	6 27%	1 4%
	3%	0%	2%	0%	3%	5%	4%	2%	4%	0%	0%	3%	4%	3%	2%	0%	3%	3%	2%	26%
			--	+++																
	22	0	3	0	3	12	6	1	9	0	0	4	1	16	5	0	8	7	6	1
Going out dancing	7 100%	2 30%	3 37%	0 0%	0 0%	2 23%	2 23%	2 35%	0 0%	0 0%	0 0%	3 42%	0 0%	4 58%	3 42%	1 11%	4 49%	2 30%	1 10%	0 0%
	1%	4%	2%	0%	0%	1%	1%	2%	0%	0%	0%	0%	0%	1%	1%	4%	1%	1%	0%	0%
			++									++								
	7	2	3	0	0	1	1	2	0	0	0	4	0	3	4	1	3	2	1	0
Other	74 100%	8 11%	13 18%	11 16%	9 12%	17 23%	13 18%	9 12%	23 31%	7 9%	5 7%	16 22%	1 1%	45 61%	29 39%	7 10%	24 32%	20 27%	23 31%	0 0%
	9%	16%	12%	8%	6%	7%	9%	7%	10%	11%	9%	14%	3%	9%	11%	34%	9%	8%	9%	0%
	73	7	14	11	7	19	16	7	23	8	4	14	1	46	27	4	21	22	26	0
Don't know	164 100%	11 7%	19 12%	32 19%	21 13%	50 31%	32 19%	41 25%	38 23%	16 10%	14 8%	13 8%	8 5%	111 68%	52 32%	2 1%	65 39%	52 32%	46 28%	0 0%
	21%	22%	17%	23%	15%	22%	22%	32%	16%	26%	24%	12%	36%	22%	20%	7%	26%	20%	19%	0%
			+++	--								---								
	145	9	18	26	21	45	31	35	33	15	7	16	7	99	45	2	57	41	45	0
Refusal	2 100%	0 0%	0 0%	0 0%	0 0%	1 48%	0 0%	0 0%	1 48%	0 0%	0 0%	0 0%	0 0%	1 48%	0 0%	0 0%	0 0%	0 0%	2 100%	0 0%
	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	0%
	2	0	0	0	0	1	0	0	1	0	0	0	0	1	0	0	0	0	2	0
Std. error : 50%:	3.53	14.00	9.47	8.43	8.28	6.50	7.92	9.02	6.43	11.63	15.69	8.84	20.00	4.37	6.11	24.50	6.26	6.21	6.12	56.58
Of prop. (0.95) : 5%:	1.54	6.10	4.13	3.68	3.61	2.84	3.45	3.93	2.80	5.07	6.84	3.85	8.72	1.90	2.66	10.68	2.73	2.71	2.67	24.66

QPC4. Which of the following would you trust the most, if you were looking for a boyfriend or a girlfriend?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC4 READ																		
Weighted total :	1500	727	773	185	272	326	283	189	246	330	885	281	113	351	580	106	151	199
	100%	48%	52%	12%	18%	22%	19%	13%	16%	22%	59%	19%	8%	23%	39%	7%	10%	13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
...Internet	39	23	15	2	14	9	6	3	5	9	22	8	4	9	17	2	2	5
	100%	60%	40%	5%	35%	23%	16%	8%	13%	23%	57%	20%	9%	23%	44%	4%	6%	14%
	3%	3%	2%	1%	5%	3%	2%	2%	2%	3%	2%	3%	3%	2%	3%	2%	1%	3%
					+++													
	37	21	16	1	14	9	5	4	4	10	23	4	2	10	17	2	2	4
...Newspaper classifieds	5	1	4	0	0	1	1	0	3	2	3	0	0	2	3	0	0	0
	100%	23%	77%	0%	0%	30%	13%	0%	57%	43%	57%	0%	0%	43%	57%	0%	0%	0%
	0%	0%	0%	0%	0%	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	0%	0%
									++									
	6	1	5	0	0	2	1	0	3	3	3	0	0	3	3	0	0	0
...Bars	34	29	5	9	3	11	4	4	3	7	20	7	5	8	10	4	3	5
	100%	86%	14%	27%	9%	32%	12%	10%	10%	21%	58%	21%	13%	24%	30%	12%	7%	14%
	2%	4%	1%	5%	1%	3%	1%	2%	1%	2%	2%	3%	4%	2%	2%	4%	2%	2%
					+++													
	27	22	5	5	3	9	4	3	3	7	17	3	3	7	8	3	2	4
...Friends	576	266	310	89	138	132	102	58	57	81	410	85	38	97	244	47	63	88
	100%	46%	54%	15%	24%	23%	18%	10%	10%	14%	71%	15%	7%	17%	42%	8%	11%	15%
	38%	37%	40%	48%	51%	41%	36%	31%	23%	25%	46%	30%	34%	28%	42%	44%	42%	44%
				++	++++			---	----	----	++++	--		----	++			
	571	235	336	53	126	133	119	89	51	109	421	41	36	102	252	59	57	65
...Family	196	67	129	18	31	45	40	26	36	29	119	46	19	29	88	14	26	21
	100%	34%	66%	9%	16%	23%	20%	13%	18%	15%	61%	24%	9%	15%	45%	7%	13%	11%
	13%	9%	17%	10%	12%	14%	14%	14%	15%	9%	13%	16%	16%	8%	15%	13%	17%	11%
					----	++++								----	---			
	200	59	141	11	30	43	44	37	35	39	134	26	18	32	94	20	21	15
...Sports or social clubs	109	63	46	7	16	24	21	19	22	29	64	15	4	30	39	5	15	16
	100%	58%	42%	7%	15%	22%	19%	17%	20%	27%	59%	14%	4%	27%	36%	4%	14%	15%
	7%	9%	6%	4%	6%	7%	7%	10%	9%	9%	7%	5%	4%	8%	7%	4%	10%	8%
		++	--															
	113	59	54	4	16	25	22	25	21	37	67	9	4	37	38	5	14	15
...Chance/Luck	226	123	103	37	39	46	45	33	26	118	82	26	13	120	51	11	14	17
	100%	54%	46%	17%	17%	20%	20%	15%	11%	52%	36%	12%	6%	53%	22%	5%	6%	7%
	15%	17%	13%	20%	14%	14%	16%	17%	10%	36%	9%	9%	12%	34%	9%	11%	9%	8%
										----	----	--		++++	----	--	--	--
	246	119	127	21	40	53	55	50	27	149	84	13	12	147	54	12	9	12
...At work	45	21	24	5	6	7	15	9	3	13	20	12	1	10	15	3	7	8
	100%	47%	53%	10%	14%	16%	33%	20%	6%	29%	45%	27%	3%	23%	35%	7%	16%	17%
	3%	3%	3%	3%	2%	2%	5%	5%	1%	4%	2%	4%	1%	3%	3%	3%	5%	4%
							+++											
	45	18	27	3	6	8	16	9	3	16	21	8	1	14	16	3	5	6
Other	47	28	19	3	2	16	9	4	13	9	20	17	0	19	17	0	6	4
	100%	60%	40%	6%	4%	35%	20%	8%	27%	20%	43%	37%	1%	41%	36%	0%	12%	9%
	3%	4%	2%	2%	1%	5%	3%	2%	5%	3%	2%	6%	0%	6%	3%	0%	4%	2%
					--	++						+++		+++	--			
	41	23	18	2	2	13	9	6	9	13	21	7	1	15	18	0	4	3

QPC4. Which of the following would you trust the most, if you were looking for a boyfriend or a girlfriend?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC4 READ																		
Weighted total :	1500	727	773	185	272	326	283	189	246	330	885	281	113	351	580	106	151	199
	100%	48%	52%	12%	18%	22%	19%	13%	16%	22%	59%	19%	8%	23%	39%	7%	10%	13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
None	114	47	67	4	6	16	16	20	52	20	62	30	9	21	43	15	9	17
	100%	41%	59%	4%	5%	14%	14%	17%	46%	17%	55%	26%	8%	19%	38%	13%	8%	15%
	8%	6%	9%	2%	2%	5%	6%	10%	21%	6%	7%	11%	8%	6%	7%	14%	6%	9%
				--	----	--			++++							+++		
	114	42	72	2	5	15	17	28	47	26	69	18	9	26	47	14	5	13
Don't know	77	42	35	10	13	10	21	7	16	11	47	19	16	6	40	3	5	7
	100%	55%	45%	13%	17%	13%	27%	9%	21%	14%	61%	25%	21%	8%	52%	4%	6%	9%
	5%	6%	5%	5%	5%	3%	7%	4%	7%	3%	5%	7%	14%	2%	7%	3%	3%	3%
										++++			----		++			
	69	32	37	4	11	9	20	10	15	11	46	11	11	6	39	3	4	6
Refusal	33	17	16	0	3	9	4	7	10	1	16	16	4	1	13	3	3	10
	100%	51%	49%	0%	8%	27%	13%	20%	31%	4%	49%	47%	11%	2%	40%	8%	8%	31%
	2%	2%	2%	0%	1%	3%	2%	4%	4%	0%	2%	6%	3%	0%	2%	3%	2%	5%
									++	---		++++		---				+++
	31	13	18	0	2	7	4	9	9	2	19	10	3	1	14	4	2	7
Std. error : 50%:	2.53	3.86	3.35	9.52	6.14	5.43	5.51	5.96	6.50	4.76	3.22	8.00	9.80	4.90	4.00	8.77	8.77	8.00
Of prop. (0.95) : 5%:	1.10	1.68	1.46	4.15	2.68	2.37	2.40	2.60	2.84	2.08	1.40	3.49	4.27	2.14	1.74	3.82	3.82	3.49

QPC4. Which of the following would you trust the most, if you were looking for a boyfriend or a girlfriend?

	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION					
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal	
QPC4 READ																					
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7	
	100%	9%	18%	18%	15%	24%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7	
...Internet	39	2	8	8	9	6	10	4	14	1	1	4	3	28	9	0	14	17	8	0	
	100%	5%	21%	20%	22%	15%	27%	11%	35%	2%	3%	11%	8%	73%	24%	0%	36%	44%	20%	0%	
	3%	1%	3%	3%	4%	2%	4%	2%	3%	1%	1%	7%	7%	3%	2%	0%	3%	4%	2%	0%	
													++								
...Newspaper classifieds	37	2	7	8	8	5	10	4	12	1	1	4	4	26	10	0	13	16	8	0	
	5	0	2	0	1	1	0	1	1	1	0	3	0	1	3	2	2	0	1	0	
	100%	0%	36%	0%	14%	16%	0%	13%	16%	14%	0%	57%	0%	29%	71%	41%	43%	0%	16%	0%	
	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%	5%	0%	0%	0%	0%	
																++++					
...Bars	6	0	2	0	1	1	0	1	1	1	0	3	0	2	4	2	3	0	1	0	
	34	3	7	8	6	8	7	12	4	1	3	6	1	23	11	1	19	10	4	0	
	100%	9%	22%	25%	18%	22%	22%	36%	11%	4%	8%	16%	3%	68%	32%	4%	55%	28%	13%	0%	
	2%	2%	3%	3%	3%	2%	3%	5%	1%	2%	3%	2%	2%	3%	2%	4%	4%	2%	1%	0%	
								+++	--								+++		--		
	27	3	4	7	6	6	5	10	4	2	1	4	1	19	8	1	16	6	4	0	
...Friends	576	49	91	108	98	149	98	96	191	39	48	82	19	385	188	5	183	177	209	3	
	100%	9%	16%	19%	17%	26%	17%	17%	33%	7%	8%	14%	3%	67%	33%	1%	32%	31%	36%	0%	
	38%	37%	35%	40%	42%	42%	36%	42%	45%	40%	46%	27%	39%	42%	34%	12%	36%	38%	44%	35%	
									+++					+++	---	---			+++		
...Family	196	15	28	33	34	40	38	22	54	13	14	47	4	114	77	9	63	64	58	2	
	100%	8%	14%	17%	17%	20%	20%	11%	28%	6%	7%	24%	2%	58%	40%	5%	32%	33%	30%	1%	
	13%	11%	11%	12%	15%	11%	14%	9%	13%	13%	13%	16%	8%	12%	14%	23%	12%	14%	12%	22%	
...Sports or social clubs	200	17	31	32	34	41	37	20	56	15	10	53	4	113	82	7	65	64	62	2	
	109	5	21	21	14	31	23	19	28	5	5	25	1	71	36	1	31	37	40	0	
	100%	4%	19%	20%	13%	29%	21%	18%	26%	5%	5%	23%	1%	65%	33%	1%	29%	34%	36%	0%	
	7%	4%	8%	8%	6%	9%	9%	8%	7%	5%	5%	8%	1%	8%	6%	2%	6%	8%	8%	0%	
...Chance/Luck	113	7	20	22	14	33	27	17	31	5	5	25	1	75	36	1	32	39	41	0	
	226	20	52	50	34	41	39	31	62	12	26	42	12	132	92	1	86	77	62	0	
	100%	9%	23%	22%	15%	18%	17%	14%	27%	5%	11%	19%	5%	59%	41%	0%	38%	34%	28%	0%	
	15%	14%	20%	19%	15%	11%	14%	14%	15%	12%	25%	14%	25%	14%	17%	2%	17%	17%	13%	0%	
																--					
	246	23	57	52	38	45	46	36	65	17	17	49	15	147	98	2	94	81	69	0	
...At work	45	3	7	9	4	16	12	9	14	4	2	4	0	34	11	0	19	11	14	0	
	100%	6%	15%	19%	8%	36%	26%	19%	30%	9%	5%	9%	0%	75%	23%	0%	43%	25%	32%	0%	
	3%	2%	2%	3%	2%	5%	4%	4%	3%	4%	2%	1%	0%	4%	2%	0%	4%	2%	3%	0%	
	45	3	5	9	4	16	9	9	14	5	1	6	0	32	12	0	18	12	15	0	
Other	47	8	9	8	5	5	10	7	8	1	0	14	6	25	20	6	16	8	16	1	
	100%	18%	18%	17%	10%	10%	22%	15%	16%	1%	0%	29%	12%	53%	42%	14%	33%	18%	33%	2%	
	3%	6%	3%	3%	2%	1%	4%	3%	2%	1%	0%	4%	12%	3%	4%	16%	3%	2%	3%	13%	
																++++					
	41	8	7	7	4	6	7	8	7	1	0	12	4	22	17	4	15	10	11	1	

QPC4. Which of the following would you trust the most, if you were looking for a boyfriend or a girlfriend?																					
	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION					
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal	
QPC4 READ																					
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7	
	100%	9%	18%	18%	15%	24%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7	
None	114	20	20	13	15	28	12	11	27	13	0	46	2	49	62	10	38	27	36	2	
	100%	18%	17%	11%	13%	24%	10%	9%	24%	12%	0%	40%	2%	5%	54%	9%	34%	24%	32%	2%	
	8%	15%	8%	5%	6%	8%	4%	5%	6%	14%	0%	15%	4%	43%	11%	26%	8%	6%	8%	30%	
		++++		--			--			++	--	++++		----	++++	++++					
	114	19	20	15	13	28	14	9	27	13	0	46	3	50	62	10	36	29	38	1	
Don't know	77	8	10	7	11	23	15	12	18	8	6	19	1	44	33	3	28	29	18	0	
	100%	10%	13%	10%	14%	30%	19%	15%	24%	10%	7%	24%	1%	58%	42%	4%	36%	37%	24%	0%	
	5%	6%	4%	3%	5%	7%	5%	5%	4%	8%	5%	6%	1%	5%	6%	7%	5%	6%	4%	0%	
	69	5	7	8	11	21	14	11	15	8	2	18	1	40	29	2	24	27	16	0	
Refusal	33	2	8	5	2	7	7	7	6	0	0	14	0	19	14	1	10	9	13	0	
	100%	5%	25%	15%	7%	21%	21%	20%	18%	0%	0%	42%	0%	58%	42%	4%	31%	27%	38%	0%	
	2%	1%	3%	2%	1%	2%	3%	3%	1%	0%	0%	5%	0%	2%	2%	3%	2%	2%	3%	0%	
	31	2	7	4	2	6	8	5	5	0	0	13	0	18	13	1	9	9	12	0	
Std. error 50%:	2.53	8.47	6.14	5.91	6.46	5.16	5.85	6.64	4.76	9.26	11.32	5.44	13.86	3.23	4.14	16.56	4.35	4.55	4.44	37.04	
Of prop. (0.95) 5%:	1.10	3.69	2.68	2.58	2.82	2.25	2.55	2.89	2.08	4.04	4.93	2.37	6.04	1.41	1.80	7.22	1.90	1.99	1.93	16.15	

QPC5. Do you think it is possible to be happy with the same person for your entire life ?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC5																		
Weighted total :	1500	727	773	185	272	326	283	189	246	330	885	281	113	351	580	106	151	199
	100%	48%	52%	12%	18%	22%	19%	13%	16%	22%	59%	19%	8%	23%	39%	7%	10%	13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
Yes	1357	664	693	173	254	285	254	175	216	290	804	259	103	312	527	98	136	181
	100%	49%	51%	13%	19%	21%	19%	13%	16%	21%	59%	19%	8%	23%	39%	7%	10%	13%
	90%	91%	90%	93%	94%	88%	90%	93%	88%	88%	91%	92%	91%	89%	91%	93%	90%	91%
	1349	587	762	99	240	284	280	248	198	372	837	138	90	355	542	114	114	134
No	98	47	51	9	11	24	23	11	20	31	59	8	7	28	38	3	9	12
	100%	48%	52%	10%	11%	24%	23%	11%	21%	32%	60%	8%	7%	29%	39%	3%	10%	12%
	7%	6%	7%	5%	4%	7%	8%	6%	8%	10%	7%	3%	6%	8%	7%	3%	6%	6%
	107	44	63	5	10	27	28	17	20	41	62	4	7	35	43	4	8	10
Don't know	43	15	28	3	7	14	7	3	10	9	20	14	2	11	15	4	6	5
	100%	35%	65%	6%	15%	33%	16%	6%	23%	20%	48%	32%	4%	25%	35%	9%	14%	12%
	3%	2%	4%	1%	2%	4%	2%	1%	4%	3%	2%	5%	2%	3%	3%	4%	4%	3%
	41	12	29	2	5	13	8	4	9	10	24	7	2	10	15	6	3	5
Refusal	3	1	1	0	0	2	0	0	0	0	2	1	1	0	0	0	0	1
	100%	44%	56%	0%	0%	86%	0%	14%	0%	0%	58%	42%	42%	0%	0%	14%	0%	44%
	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	0%	0%	1%	0%	0%	0%	0%	1%
	3	1	2	0	0	2	0	1	0	0	2	1	1	0	0	1	0	1
Std. error : 50%:	2.53	3.86	3.35	9.52	6.14	5.43	5.51	5.96	6.50	4.76	3.22	8.00	9.80	4.90	4.00	8.77	8.77	8.00
Of prop. (0.95) : 5%:	1.10	1.68	1.46	4.15	2.68	2.37	2.40	2.60	2.84	2.08	1.40	3.49	4.27	2.14	1.74	3.82	3.82	3.49

QPC5. Do you think it is possible to be happy with the same person for your entire life ?																					
	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION					
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal	
QPC5																					
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7	
	100%	9%	18%	18%	15%	24%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7	
Yes	1357	121	235	246	210	327	245	211	384	88	95	276	42	840	501	37	461	422	430	6	
	100%	9%	17%	18%	15%	24%	18%	16%	28%	6%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
	90%	89%	90%	91%	91%	92%	90%	91%	90%	90%	91%	90%	88%	91%	90%	94%	91%	91%	90%	88%	
	1349	116	227	248	208	333	251	198	381	99	69	292	43	830	503	33	458	415	437	6	
No	98	9	17	16	15	20	20	15	26	8	5	21	3	60	37	1	36	30	30	0	
	100%	9%	17%	16%	16%	20%	20%	15%	27%	8%	5%	22%	3%	62%	38%	2%	37%	31%	30%	0%	
	7%	6%	6%	6%	7%	6%	7%	6%	6%	8%	5%	7%	7%	7%	7%	4%	7%	6%	6%	0%	
	107	11	20	18	17	19	23	14	28	11	3	24	4	65	42	1	39	33	34	0	
Don't know	43	5	11	7	7	8	5	5	14	2	5	8	3	24	18	1	10	13	18	1	
	100%	11%	25%	18%	16%	19%	12%	11%	34%	5%	11%	19%	6%	57%	42%	2%	24%	31%	42%	2%	
	3%	3%	4%	3%	3%	2%	2%	2%	3%	2%	5%	3%	5%	3%	3%	2%	2%	3%	4%	12%	
	41	6	8	9	5	8	6	5	13	2	3	8	3	24	16	1	9	15	15	1	
Refusal	3	1	0	0	0	0	1	0	1	0	0	0	0	3	0	0	1	0	1	0	
	100%	44%	0%	0%	0%	0%	44%	14%	42%	0%	0%	0%	0%	100%	0%	0%	44%	0%	56%	0%	
	0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%		
	3	+++																			
Std. error : 50% :	2.53	8.47	6.14	5.91	6.46	5.16	5.85	6.64	4.76	9.26	11.32	5.44	13.86	3.23	4.14	16.56	4.35	4.55	4.44	37.04	
Of prop. (0.95) 5% :	1.10	3.69	2.68	2.58	2.82	2.25	2.55	2.89	2.08	4.04	4.93	2.37	6.04	1.41	1.80	7.22	1.90	1.99	1.93	16.15	

QPC6. From among the following criteria, which three (3) do you consider the most important when choosing the ideal mate?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC6 READ **Accept 3 answers** PROMPT, are there any others?																		
Weighted total :	1500 100%	727 48%	773 52%	185 12%	272 18%	326 22%	283 19%	189 13%	246 16%	330 22%	885 59%	281 19%	113 8%	351 23%	580 39%	106 7%	151 10%	199 13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
...being faithful	785 100% 52%	356 45% 49%	428 55% 55%	106 14% 57%	137 17% 51%	178 23% 55%	130 17% 46%	100 13% 53%	133 17% 54%	152 19% 46%	474 60% 54%	156 20% 56%	63 8% 56%	169 22% 48%	299 38% 52%	63 8% 59%	84 11% 56%	106 14% 53%
	772	307	465	58	131	175	147	141	120	197	494	80	55	182	312	71	71	81
...knowing how to listen	462 100% 31%	188 41% 26%	274 59% 35%	54 12% 29%	86 19% 32%	95 20% 29%	84 18% 30%	63 14% 34%	80 17% 33%	118 26% 36%	262 57% 30%	81 18% 29%	29 6% 26%	120 26% 34%	160 35% 28%	30 7% 29%	53 12% 35%	69 15% 35%
	476	175	301	32	80	99	98	92	75	154	279	43	28	146	170	35	44	53
...liking children	356 100% 24%	146 41% 20%	210 59% 27%	31 9% 17%	78 22% 29%	79 22% 24%	60 17% 21%	49 14% 26%	59 17% 24%	101 28% 31%	194 54% 22%	61 17% 22%	27 7% 23%	106 30% 30%	137 39% 24%	17 5% 16%	30 8% 20%	39 11% 20%
	374	133	241	21	80	83	65	70	55	132	207	35	26	125	141	24	26	32
...respecting the other's independence	515 100% 34%	225 44% 31%	290 56% 38%	57 11% 31%	89 17% 33%	113 22% 35%	113 22% 40%	77 15% 41%	67 13% 27%	122 24% 37%	319 62% 36%	73 14% 26%	46 9% 41%	120 23% 34%	190 37% 33%	40 8% 38%	60 12% 40%	59 11% 30%
	549	211	338	32	84	118	134	116	65	164	344	40	42	150	209	49	53	46
...intelligence	524 100% 35%	276 53% 38%	248 47% 32%	71 13% 38%	99 19% 37%	110 21% 34%	104 20% 37%	66 13% 35%	75 14% 30%	113 21% 34%	306 58% 35%	106 20% 38%	30 6% 26%	137 26% 39%	216 41% 37%	30 6% 28%	41 8% 27%	70 13% 35%
	511	240	271	36	90	107	118	93	67	146	313	52	22	146	219	38	33	53
...being nice	395 100% 26%	192 48% 26%	203 52% 26%	61 16% 33%	73 19% 27%	78 20% 24%	84 21% 30%	50 13% 26%	49 12% 20%	74 19% 22%	234 59% 26%	86 22% 30%	25 6% 22%	79 20% 29%	166 42% 29%	33 8% 31%	31 8% 20%	62 16% 31%
	389	168	221	36	70	80	92	66	45	92	251	45	28	86	172	38	23	42
...being ambitious	191 100% 13%	79 41% 11%	112 59% 15%	41 22% 22%	36 19% 13%	35 19% 11%	26 14% 9%	16 8% 8%	36 19% 15%	41 21% 12%	108 57% 12%	39 20% 14%	6 3% 5%	43 23% 12%	77 40% 13%	22 11% 21%	18 9% 12%	25 13% 13%
	185	65	120	23	38	38	30	23	33	50	113	20	5	48	74	25	15	18
...being educated	220 100% 15%	99 45% 14%	122 55% 16%	31 14% 17%	45 20% 17%	42 19% 13%	30 14% 11%	28 13% 15%	45 20% 18%	52 23% 16%	126 57% 14%	42 19% 15%	18 8% 16%	61 28% 17%	84 38% 15%	17 8% 17%	19 9% 13%	20 9% 10%
	217	86	131	18	37	44	34	41	43	68	128	21	13	67	89	19	13	16
...being good in bed	116 100% 8%	84 73% 12%	31 27% 4%	15 13% 8%	27 24% 10%	28 24% 9%	21 19% 8%	15 13% 8%	9 8% 4%	48 41% 14%	55 47% 6%	13 11% 5%	9 8% 8%	46 40% 13%	36 32% 6%	4 4% 4%	7 6% 5%	13 11% 6%
	116	76	40	9	26	26	26	20	9	55	53	8	6	52	39	4	5	10

QPC6. From among the following criteria, which three (3) do you consider the most important when choosing the ideal mate?																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC6 READ **Accept 3 answers** PROMPT, are there any others?																		
Weighted total :	1500 100%	727 48%	773 52%	185 12%	272 18%	326 22%	283 19%	189 13%	246 16%	330 22%	885 59%	281 19%	113 8%	351 23%	580 39%	106 7%	151 10%	199 13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
...physical attraction	326 100% 22%	219 67% 30%	107 33% 14%	50 15% 27%	75 23% 28%	82 25% 25%	52 16% 18%	31 10% 17%	35 11% 14%	76 23% 23%	200 61% 23%	48 15% 17%	22 7% 20%	90 28% 26%	111 34% 19%	20 6% 19%	32 10% 21%	50 15% 25%
	308	186	122	30	68	79	58	43	30	90	193	24	16	97	109	23	27	36
...having money	71 100% 5%	36 51% 5%	35 49% 5%	6 8% 3%	4 6% 2%	20 28% 6%	18 25% 6%	13 18% 7%	10 14% 4%	12 17% 4%	38 54% 4%	21 29% 7%	5 8% 5%	11 16% 3%	32 45% 6%	4 6% 4%	4 6% 3%	13 19% 7%
	71	33	38	3	3	19	16	20	10	17	42	12	4	16	31	5	4	11
Don't know	37 100% 2%	16 45% 2%	20 55% 3%	2 4% 1%	4 11% 1%	6 16% 2%	13 35% 5%	3 9% 2%	9 24% 4%	3 7% 1%	26 71% 3%	8 22% 3%	7 18% 6%	2 5% 0%	19 51% 3%	1 1% 1%	7 19% 5%	2 6% 1%
	36	14	22	1	3	6	13	6	7	3	28	5	6	2	19	1	6	2
Refusal	14 100% 1%	6 42% 1%	8 58% 1%	0 0% 0%	1 8% 0%	5 37% 2%	5 34% 2%	1 8% 1%	2 12% 1%	0 0% 0%	8 59% 1%	6 41% 2%	1 8% 1%	0 0% 0%	6 46% 1%	2 12% 2%	0 0% 0%	5 34% 2%
	14	5	9	0	1	5	4	2	2	0	10	4	1	0	6	3	0	4
Std. error : 50% :	2.53	3.86	3.35	9.52	6.14	5.43	5.51	5.96	6.50	4.76	3.22	8.00	9.80	4.90	4.00	8.77	8.77	8.00
Of prop. (0.95) : 5% :	1.10	1.68	1.46	4.15	2.68	2.37	2.40	2.60	2.84	2.08	1.40	3.49	4.27	2.14	1.74	3.82	3.82	3.49

QPC6. From among the following criteria, which three (3) do you consider the most important when choosing the ideal mate?																					
	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION					
		\$19 999	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal	
QPC6 READ **Accept 3 answers** PROMPT, are there any others?																					
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7	
	100%	9%	18%	18%	15%	24%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7	
...being faithful	785	69	137	150	120	170	151	105	221	60	52	165	23	477	300	18	294	253	217	3	
	100%	9%	17%	19%	15%	22%	19%	13%	28%	8%	7%	21%	3%	61%	38%	2%	37%	32%	28%	0%	
	52%	51%	52%	56%	52%	48%	56%	46%	52%	61%	50%	54%	49%	51%	54%	47%	58%	54%	45%	42%	
																	+++		----		
	772	68	135	144	116	170	154	101	207	68	36	174	26	462	304	16	289	251	214	2	
...knowing how to listen	462	45	79	78	68	117	99	43	129	33	41	101	13	270	189	11	151	141	157	1	
	100%	10%	17%	17%	15%	25%	21%	9%	28%	7%	9%	22%	3%	58%	41%	2%	33%	31%	34%	0%	
	31%	33%	30%	29%	30%	33%	36%	19%	30%	34%	39%	33%	28%	29%	34%	29%	30%	30%	33%	20%	
								++													
	476	45	76	85	67	127	104	45	134	40	29	105	15	283	189	7	154	142	171	2	
...liking children	356	40	59	81	56	67	72	63	75	43	21	66	12	210	142	22	129	109	94	2	
	100%	11%	17%	23%	16%	19%	20%	18%	21%	12%	6%	19%	3%	59%	40%	6%	36%	31%	26%	0%	
	24%	30%	23%	30%	24%	19%	27%	27%	18%	44%	20%	22%	25%	23%	26%	56%	25%	23%	20%	24%	
				+++		---				++++							++++		---		
	374	39	61	83	63	71	76	61	82	49	19	72	12	219	152	17	138	117	100	2	
...respecting the other's independence	515	51	96	94	81	122	109	81	132	30	41	102	18	322	191	11	183	158	162	1	
	100%	10%	19%	18%	16%	24%	21%	16%	26%	6%	8%	20%	3%	62%	37%	2%	36%	31%	31%	0%	
	34%	37%	36%	35%	35%	34%	40%	35%	31%	30%	39%	33%	38%	35%	34%	28%	36%	34%	34%	12%	
								++													
	549	47	102	105	88	132	118	82	144	36	29	118	19	344	202	10	190	170	178	1	
...intelligence	524	41	75	93	82	160	83	66	203	26	31	93	16	352	166	5	137	168	215	0	
	100%	8%	14%	18%	16%	30%	16%	13%	39%	5%	6%	18%	3%	67%	32%	1%	26%	32%	41%	0%	
	35%	31%	28%	35%	35%	45%	31%	29%	48%	26%	29%	31%	34%	38%	30%	12%	27%	36%	45%	0%	
				---		++++		--	++++	--					+++		---		----	++++	
	511	39	69	91	75	159	87	60	197	25	19	101	16	344	161	5	127	167	212	0	
...being nice	395	30	75	65	64	94	66	67	123	17	41	69	9	257	137	8	128	106	152	2	
	100%	8%	19%	16%	16%	24%	17%	17%	31%	4%	10%	18%	2%	65%	35%	2%	32%	27%	38%	0%	
	26%	22%	28%	24%	27%	27%	24%	29%	29%	18%	39%	23%	20%	28%	25%	19%	25%	23%	32%	24%	
								--		++							--		+++		
...being ambitious	389	33	68	72	61	93	73	62	121	22	28	70	11	256	131	7	127	102	151	2	
191	17	40	35	23	46	39	39	30	47	11	17	35	9	115	72	5	69	68	46	3	
	100%	9%	21%	18%	12%	24%	20%	16%	24%	6%	9%	18%	5%	60%	37%	3%	36%	36%	24%	2%	
	13%	12%	15%	13%	10%	13%	14%	13%	11%	11%	17%	11%	18%	12%	13%	14%	13%	15%	10%	42%	
																	--		--		
...being educated	185	15	42	33	23	42	41	28	44	13	12	35	9	113	69	4	71	65	43	2	
	220	18	37	42	43	42	31	29	63	14	24	50	5	123	93	1	59	82	78	0	
	100%	8%	17%	19%	20%	19%	14%	13%	29%	6%	11%	23%	2%	56%	42%	0%	27%	37%	35%	0%	
	15%	14%	14%	16%	19%	12%	11%	13%	15%	14%	23%	17%	10%	13%	17%	2%	12%	18%	16%	0%	
					++						++						--	++			
	217	19	32	41	43	43	27	30	62	12	17	58	6	119	93	1	58	75	83	0	

QPC6. From among the following criteria, which three (3) do you consider the most important when choosing the ideal mate?

	Total	INCOME					MAIN OCCUPATION						ACTIVE POPULATION		EDUCATION					
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal
QPC6 READ **Accept 3 answers** PROMPT, are there any others?																				
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7
	100%	9%	18%	18%	15%	24%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7
...being good in bed	116	11	17	26	23	30	16	35	30	4	5	19	4	81	33	7	39	34	35	0
	100%	9%	15%	23%	20%	26%	14%	30%	26%	4%	5%	17%	4%	70%	28%	6%	34%	30%	31%	0%
	8%	8%	7%	10%	10%	9%	6%	15%	7%	4%	5%	6%	9%	9%	6%	18%	8%	7%	7%	0%
								++++						++	--	++				
	116	9	19	28	23	28	15	30	33	5	4	22	5	78	36	7	40	31	38	0
...physical attraction	326	21	55	62	68	75	50	75	93	15	24	50	12	219	101	3	106	106	110	2
	100%	6%	17%	19%	21%	23%	15%	23%	29%	5%	7%	15%	4%	67%	31%	1%	32%	32%	34%	1%
	22%	15%	21%	23%	29%	21%	19%	33%	22%	15%	23%	16%	25%	24%	18%	7%	21%	23%	23%	30%
		--			+++			+++			--			++	--	--				
	308	19	50	62	64	73	48	65	92	17	18	52	11	205	98	2	99	98	108	1
...having money	71	8	15	7	14	15	13	16	17	2	4	18	1	46	25	5	29	21	16	1
	100%	11%	21%	10%	20%	21%	18%	23%	24%	2%	5%	25%	2%	65%	35%	7%	41%	30%	22%	1%
	5%	6%	6%	3%	6%	4%	5%	7%	4%	2%	4%	6%	3%	5%	4%	12%	6%	5%	3%	9%
														++						
	71	9	14	8	12	15	13	15	14	2	2	23	2	42	29	4	32	18	16	1
Don't know	37	3	5	3	3	13	3	8	10	4	0	9	1	21	15	1	16	13	5	2
	100%	8%	13%	8%	7%	35%	7%	21%	27%	11%	0%	26%	3%	56%	39%	2%	42%	36%	14%	5%
	2%	2%	2%	1%	1%	4%	1%	3%	2%	4%	0%	3%	2%	2%	3%	2%	3%	3%	1%	26%
					++														--	
	36	4	4	3	3	13	3	7	10	4	0	9	1	20	14	1	15	13	5	2
Refusal	14	1	4	1	2	3	3	1	8	0	0	2	0	12	2	1	1	4	8	0
	100%	8%	30%	8%	13%	20%	21%	10%	57%	0%	0%	12%	0%	88%	12%	6%	8%	26%	59%	0%
	1%	1%	2%	0%	1%	1%	1%	1%	2%	0%	0%	1%	0%	1%	0%	2%	0%	1%	2%	0%
								++									--		++	
	14	1	3	1	2	3	3	2	7	0	0	2	0	12	2	1	1	4	8	0
Std. error : 50% :	2.53	8.47	6.14	5.91	6.46	5.16	5.85	6.64	4.76	9.26	11.32	5.44	13.86	3.23	4.14	16.56	4.35	4.55	4.44	37.04
Of prop. (0.95) 5% :	1.10	3.69	2.68	2.58	2.82	2.25	2.55	2.89	2.08	4.04	4.93	2.37	6.04	1.41	1.80	7.22	1.90	1.99	1.93	16.15

QPC7. To you, love primarily means...																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC7 READ **Accept 1 answer**																		
Weighted total :	1500 100%	727 48%	773 52%	185 12%	272 18%	326 22%	283 19%	189 13%	246 16%	330 22%	885 59%	281 19%	113 8%	351 23%	580 39%	106 7%	151 10%	199 13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
...passion and sexual pleasure	34 100% 2%	19 56% 3%	15 44% 2%	12 35% 7%	5 16% 2%	11 32% 3%	2 5% 1%	0 1% 0%	4 10% 1%	10 31% 3%	20 60% 2%	3 10% 1%	3 7% 2%	10 31% 3%	8 23% 1%	1 3% 1%	5 14% 3%	7 22% 4%
				++++			--	--										
	29	15	14	7	5	11	2	1	3	11	16	2	1	11	7	1	4	5
...tenderness and friendship	309 100% 21%	127 41% 17%	182 59% 24%	33 11% 18%	66 21% 24%	61 20% 19%	58 19% 20%	36 11% 19%	56 18% 23%	75 24% 23%	190 61% 22%	42 14% 15%	27 9% 24%	73 23% 21%	130 42% 22%	24 8% 23%	29 9% 19%	27 9% 14%
			+++															--
	325	118	207	23	62	67	67	53	53	92	209	23	25	82	143	30	25	20
...having someone with whom you can share common interests	435 100% 29%	231 53% 32%	204 47% 26%	60 14% 32%	77 18% 28%	75 17% 23%	89 20% 31%	58 13% 31%	77 18% 31%	97 22% 29%	248 57% 28%	89 21% 32%	30 7% 27%	109 25% 31%	160 37% 27%	27 6% 25%	44 10% 29%	65 15% 33%
			--															
	427	202	225	33	68	75	99	81	71	128	254	45	28	130	157	31	36	45
...being ready to make compromises	230 100% 15%	109 47% 15%	122 53% 16%	31 14% 17%	33 14% 12%	61 27% 19%	44 19% 16%	25 11% 13%	35 15% 14%	43 19% 13%	144 62% 16%	44 19% 16%	13 6% 11%	38 17% 11%	105 45% 18%	20 9% 19%	22 9% 14%	33 14% 17%
						++									++			
	228	100	128	18	34	61	47	35	33	52	150	26	12	43	106	21	19	27
...facing life with a partner	396 100% 26%	195 49% 27%	201 51% 26%	41 10% 22%	81 20% 30%	96 24% 30%	73 18% 26%	59 15% 31%	47 12% 19%	92 23% 28%	236 60% 27%	68 17% 24%	30 8% 27%	112 28% 32%	133 34% 23%	27 7% 26%	48 12% 32%	46 12% 23%
														+++	--			
	407	174	233	21	78	94	84	86	44	126	247	34	27	126	142	35	39	38
Other	31 100% 2%	21 68% 3%	10 32% 1%	4 14% 2%	4 13% 2%	10 30% 3%	3 8% 1%	6 20% 3%	4 13% 2%	4 14% 1%	12 39% 1%	15 47% 5%	0 0% 0%	5 15% 1%	16 50% 3%	2 6% 2%	3 11% 2%	5 17% 3%
			++															
	26	15	11	2	4	7	3	7	3	5	14	7	0	3	15	1	2	5
None	11 100% 1%	5 50% 1%	5 50% 1%	0 0% 0%	1 11% 0%	1 11% 0%	5 49% 2%	1 11% 1%	2 18% 1%	3 28% 1%	5 46% 1%	3 26% 1%	3 26% 2%	2 21% 1%	3 31% 1%	0 0% 0%	0 0% 0%	2 22% 1%
						++								++				
	10	6	4	0	1	1	4	2	2	4	5	1	1	3	4	0	0	2
Don't know	32 100% 2%	11 33% 1%	21 67% 3%	3 9% 2%	3 9% 1%	4 14% 1%	5 15% 2%	4 11% 2%	13 41% 5%	3 8% 1%	16 50% 2%	13 42% 5%	5 15% 4%	1 4% 0%	20 61% 3%	3 10% 3%	0 0% 0%	3 9% 2%
									++++	--		+++			+++			
	28	8	20	2	2	4	5	4	11	3	16	9	4	1	18	3	0	2
Refusal	21 100% 1%	9 43% 1%	12 57% 2%	0 0% 0%	1 6% 0%	6 28% 2%	5 24% 2%	0 2% 0%	8 40% 3%	1 7% 0%	13 62% 1%	4 21% 2%	3 13% 2%	1 4% 0%	7 34% 1%	2 7% 1%	0 0% 0%	9 42% 4%
									+++					--				++++
	20	6	14	0	1	6	5	1	7	2	14	3	2	1	8	3	0	6
Std. error : 50%:	2.53	3.86	3.35	9.52	6.14	5.43	5.51	5.96	6.50	4.76	3.22	8.00	9.80	4.90	4.00	8.77	8.77	8.00

QPC7. To you, love primarily means...																		
	Total	GENDER		AGE						LANGUAGE			PROVINCE					
		Male	Female	18-24	25-34	35-44	45-54	55-64	65 +	French	English	Other	Maritimes	Quebec	Ontario	Prairies	Alberta	B-C
QPC7 READ **Accept 1 answer**																		
Weighted total :	1500	727	773	185	272	326	283	189	246	330	885	281	113	351	580	106	151	199
	100%	48%	52%	12%	18%	22%	19%	13%	16%	22%	59%	19%	8%	23%	39%	7%	10%	13%
Unweighted total :	1500	644	856	106	255	326	316	270	227	423	925	150	100	400	600	125	125	150
Of prop. (0.95) :	1.10	1.68	1.46	4.15	2.68	2.37	2.40	2.60	2.84	2.08	1.40	3.49	4.27	2.14	1.74	3.82	3.82	3.49
5%:																		

QPC7. To you, love primarily means...																					
	Total	INCOME					MAIN OCCUPATION							ACTIVE POPULATION		EDUCATION					
		\$19 999	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal	
QPC7 READ **Accept 1 answer**																					
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7	
	100%	9%	18%	18%	15%	24%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%	
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7	
...passion and sexual pleasure	34	2	6	9	4	10	4	10	6	0	7	4	1	20	13	3	11	15	6	0	
	100%	7%	16%	27%	11%	31%	11%	31%	16%	0%	20%	13%	4%	58%	37%	9%	31%	43%	16%	0%	
	2%	2%	2%	3%	2%	3%	1%	5%	1%	0%	6%	1%	3%	2%	2%	8%	2%	3%	1%	0%	
								+++			+++					++		--			
	29	2	6	7	4	8	3	9	6	0	4	4	2	18	10	2	9	12	6	0	
...tenderness and friendship	309	34	61	61	46	70	60	42	88	24	22	67	5	191	117	8	122	80	99	1	
	100%	11%	20%	20%	15%	23%	19%	14%	28%	8%	7%	22%	2%	62%	38%	2%	39%	26%	32%	0%	
	21%	25%	23%	23%	20%	20%	22%	18%	21%	24%	21%	22%	11%	21%	21%	19%	24%	17%	21%	13%	
																++	--				
	325	32	63	67	51	74	63	42	98	28	17	69	6	203	120	8	119	89	108	1	
...having someone with whom you can share common interests	435	39	76	70	67	104	67	76	124	18	33	101	13	268	165	17	133	149	133	3	
	100%	9%	17%	16%	15%	24%	15%	18%	29%	4%	8%	23%	3%	62%	38%	4%	31%	34%	31%	1%	
	29%	29%	29%	26%	29%	29%	25%	33%	29%	19%	31%	33%	28%	29%	30%	43%	26%	32%	28%	37%	
										--											
	427	37	68	79	66	104	71	68	119	21	25	106	14	258	166	13	134	139	138	3	
...being ready to make compromises	230	17	40	41	40	64	50	31	56	22	18	43	9	136	92	5	76	73	75	0	
	100%	7%	18%	18%	18%	28%	22%	13%	24%	10%	8%	19%	4%	59%	40%	2%	33%	32%	33%	0%	
	15%	12%	15%	15%	17%	18%	18%	13%	13%	23%	17%	14%	18%	15%	17%	14%	15%	16%	16%	0%	
										++											
	228	18	40	41	39	62	49	30	54	25	13	46	9	133	93	4	79	73	72	0	
...facing life with a partner	396	37	57	80	67	88	75	57	128	29	25	65	14	260	133	3	139	116	139	0	
	100%	9%	14%	20%	17%	22%	19%	14%	32%	7%	6%	16%	4%	65%	34%	1%	35%	29%	35%	0%	
	26%	27%	22%	30%	29%	25%	28%	25%	30%	30%	24%	21%	30%	28%	24%	7%	27%	25%	29%	0%	
										++						---					
	407	38	61	72	65	95	81	57	126	32	15	76	16	264	139	4	141	124	138	0	
Other	31	2	7	6	6	3	6	8	7	0	0	5	3	20	8	1	7	14	10	0	
	100%	6%	23%	20%	18%	9%	18%	25%	23%	1%	0%	16%	10%	66%	27%	2%	21%	45%	31%	0%	
	2%	1%	3%	2%	2%	1%	2%	3%	2%	0%	0%	2%	7%	2%	2%	2%	1%	3%	2%	0%	
													++								
	26	2	6	7	3	3	5	6	6	1	0	4	1	17	6	1	6	11	8	0	
None	11	0	6	0	1	2	0	3	6	0	0	3	0	8	3	2	1	5	2	1	
	100%	0%	55%	0%	8%	19%	0%	24%	52%	0%	0%	23%	0%	77%	23%	18%	12%	45%	19%	6%	
	1%	0%	2%	0%	0%	1%	0%	1%	1%	0%	0%	1%	0%	1%	0%	5%	0%	1%	0%	9%	
																++++					
	10	0	4	0	1	2	0	3	4	0	0	3	0	7	3	2	2	3	2	1	
Don't know	32	3	4	2	1	9	6	3	4	2	1	14	1	13	18	0	15	10	6	1	
	100%	10%	13%	5%	4%	27%	19%	8%	14%	6%	4%	44%	3%	41%	57%	0%	47%	30%	20%	3%	
	2%	2%	2%	1%	0%	2%	2%	1%	1%	2%	1%	5%	2%	1%	3%	0%	3%	2%	1%	12%	
																--	++				
	28	4	3	2	1	7	4	2	4	3	1	12	1	10	17	0	13	8	6	1	
Refusal	21	1	6	0	0	4	5	0	6	2	0	5	1	11	7	1	4	4	10	2	
	100%	5%	28%	0%	0%	20%	22%	2%	31%	9%	0%	22%	4%	55%	35%	4%	20%	19%	47%	10%	
	1%	1%	2%	0%	0%	1%	2%	0%	1%	2%	0%	2%	2%	1%	1%	2%	1%	1%	2%	30%	
																++					
	20	1	4	0	0	5	5	1	6	2	0	4	1	12	7	1	4	4	10	1	

QPC7. To you, love primarily means...																				
	Total	INCOME					MAIN OCCUPATION						ACTIVE POPULATION		EDUCATION					
		\$19 999 -	\$20 000 - \$39 999	\$40 000 - \$59 999	\$60 000 - \$79 999	\$80 000 +	Service/Sales/Office	Blue collar	Professional	Homemaker	Student	Retired	Unemployed	Yes	No	Elementary	High School	College	University	Refusal
QPC7 READ **Accept 1 answer**																				
Weighted total :	1500	135	263	269	232	355	271	230	426	98	105	306	47	927	556	40	508	466	479	7
	100%	9%	18%	18%	15%	24%	18%	15%	28%	7%	7%	20%	3%	62%	37%	3%	34%	31%	32%	0%
Unweighted total :	1500	134	255	275	230	360	281	218	423	112	75	324	50	922	561	35	507	463	488	7
Std. error 50% :	2.53	8.47	6.14	5.91	6.46	5.16	5.85	6.64	4.76	9.26	11.32	5.44	13.86	3.23	4.14	16.56	4.35	4.55	4.44	37.04
Of prop. (0.95) 5% :	1.10	3.69	2.68	2.58	2.82	2.25	2.55	2.89	2.08	4.04	4.93	2.37	6.04	1.41	1.80	7.22	1.90	1.99	1.93	16.15