|  | Total | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Northeast | South | Midwest | West | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 2016 | 512 | 609 | 526 | 369 | 457 | 327 | 411 | 415 | 406 | 926 | 190 | 149 | 192 | 208 | 187 | 1090 | 267 | 178 | 219 | 207 | 219 |
| Weighted Base | 2016 | 431 | 684 | 443 | 459 | 585 | 309 | 384 | 369 | 368 | 970 | 292 | 157* | 171 | 193 | 158 | 1046 | 293 | 152 | 213 | 176 | 210 |
| Married or civil union | $\begin{gathered} 1035 \\ 51 \% \end{gathered}$ | $\begin{gathered} 214 \\ 50 \% \end{gathered}$ | $\underset{5}{359}$ | $\begin{gathered} 256 \\ 58 \% \\ { }^{5 E} \end{gathered}$ | $\begin{gathered} 206 \\ 45 \% \end{gathered}$ | $\begin{gathered} 165 \\ 28 \% \end{gathered}$ | $\begin{gathered} 165 \\ \substack{53 \\ F} \end{gathered}$ | $\begin{aligned} & 248 \\ & 65 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 238 \\ & 64 \% \\ & \text { FG } \end{aligned}$ | $\stackrel{218}{\stackrel{218}{5} \%}$ | $495$ | ${ }_{22}^{64}$ | $\begin{aligned} & 74 \\ & 47 \% \\ & \text { L4\% } \end{aligned}$ | $\begin{aligned} & 104 \\ & 61 \% \\ & 6 m \end{aligned}$ | $\begin{aligned} & 127 \\ & 66 \% \\ & \text { LM LM } \end{aligned}$ | $\begin{aligned} & 126 \\ & 80 \% \\ & \text { nov } \end{aligned}$ | 540 | $\begin{gathered} 101 \\ \underset{L}{34 \%} \end{gathered}$ | $\begin{gathered} 91 \\ \text { CVO\% } \\ \text { RVm } \end{gathered}$ | $\begin{aligned} & 144 \\ & 68 \% \\ & \text { RV } \end{aligned}$ | $\begin{aligned} & 112 \\ & 63 \% \\ & R V \end{aligned}$ | $\underset{r}{92}$ |
| Not Currently Married Or Civil Union (Net) | 9819\% | $\begin{gathered} 217 \\ 50 \% \\ \mathrm{D} \end{gathered}$ | 324 47 | 187 ${ }^{18}$ | $\begin{aligned} & 253 \\ & 55 \% \\ & \text { CD } \end{aligned}$ | $\begin{gathered} 420 \\ \text { Gㄴ2\% } \\ \text { GHIJ } \end{gathered}$ | $\begin{gathered} 144 \\ \stackrel{14 \%}{\mathrm{HI}} \end{gathered}$ | 136 ${ }^{135}$ | 131 $36 \%$ | 149 ${ }^{1} \%$ |  | $\begin{gathered} 228 \\ \text { In } \\ \text { NOR } \end{gathered}$ | $\begin{gathered} 83 \\ \text { noPs } \end{gathered}$ | $\begin{aligned} & 67 \\ & 39 \% \\ & \text { P } \end{aligned}$ | $\begin{aligned} & \text { 66\% } \\ & \hline \mathrm{P} \% \end{aligned}$ | 20\% | $\begin{gathered} 505 \\ 48 \% \end{gathered}$ | $\begin{gathered} 192 \\ \text { G6\% } \\ \text { STUV } \end{gathered}$ | $\begin{aligned} & 61 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 69 \\ & 32 \% \end{aligned}$ |  | $\begin{gathered} 118 \\ 56 \% \\ \text { TUP } \end{gathered}$ |
| Single, never married | $\begin{gathered} 565 \\ 28 \% \end{gathered}$ | $\begin{gathered} 128 \\ \text { 30\% } \\ \text { D } \end{gathered}$ | $\begin{gathered} 192 \\ 28 \% \\ d \end{gathered}$ | 92\% | $\begin{gathered} 146 \\ 32 \% \\ \text { D } \end{gathered}$ | $\begin{gathered} 347 \\ 59 \% \\ \text { GHIJ } \end{gathered}$ | $\begin{aligned} & 101 \\ & 33 \% \\ & \text { HIJ } \end{aligned}$ | $\begin{aligned} & 64 \\ & \text { 17\% } \\ & \text { IJ\% } \end{aligned}$ | $\begin{aligned} & 38 \\ & 10 \% \\ & \mathrm{~J} \end{aligned}$ | ${ }^{16}$ |  | $\begin{gathered} 194 \\ 67 \% \\ \text { INOPR } \end{gathered}$ | $\begin{gathered} 70 \\ \text { NOPS } \end{gathered}$ | $\begin{aligned} & 35 \\ & 200 \% \\ & \text { op } \end{aligned}$ | $\begin{aligned} & 22 \\ & \begin{array}{l} 11 \% \\ \hline \end{array} \end{aligned}$ | ${ }_{2 \%}^{4}$ | $\begin{gathered} 240 \\ 23 \% \end{gathered}$ | $\begin{gathered} 152 \\ \text { STUV } \\ \text { ST } \end{gathered}$ | $\begin{aligned} & 31 \\ & 20 \% \\ & \text { UV } \end{aligned}$ | $\begin{aligned} & 29 \\ & { }_{14}{ }^{2} \% \end{aligned}$ | 16 | $12$ |
| Divorced | ${ }_{8 \%}^{162}$ | $30 \%$ | ${ }^{56} \%$ | ${ }^{31} 7$ | $\begin{aligned} & 44 \% \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 6 \\ & 1 \% \end{aligned}$ | $\begin{aligned} & 15 \\ & 5 \% \\ & F \end{aligned}$ | $\begin{aligned} & 40 \\ & 10 \% \\ & \text { FG } \end{aligned}$ |  | $\begin{gathered} 58 \\ 16 \% \\ \text { FGh } \end{gathered}$ | ${ }_{61}^{6 \%}$ | $\stackrel{1}{*}$ | $\begin{aligned} & 5 \\ & 3 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 17 \\ & \text { Lm } \\ & \text { Lm } \end{aligned}$ | $\begin{aligned} & 23 \\ & 12 \% \\ & \text { LM } \end{aligned}$ | $\begin{aligned} & \begin{array}{l} 14 \\ 9 \% \\ \mathrm{Lm}^{2} \end{array} \end{aligned}$ | $\begin{gathered} 101 \\ 10 \% \\ \mathrm{~K} \end{gathered}$ | ${ }^{5} \%$ | $\begin{aligned} & 10 \\ & { }^{7} \% \\ & { }^{2} \end{aligned}$ | $\begin{aligned} & 22 \\ & 10 \% \\ & \text { R } \end{aligned}$ |  | $\begin{gathered} 43 \\ 21 \% \\ \text { iTUP } \end{gathered}$ |
| Separated | 19 | ${ }_{1}{ }^{1}$ | ${ }_{1 \%}^{6}$ | ${ }_{1 \%}^{3}$ | ${ }_{1 \%}^{6}$ | ${ }_{1 \%}^{4}$ | ${ }_{1 \%}^{3}$ | ${ }_{2}^{6}$ | $4{ }_{1}$ | ${ }_{1 \%}$ | ${ }_{1}^{7}$ | ${ }_{1 \%}$ | - | ${ }_{2}^{4} \%$ | $\stackrel{1}{*}$ | - | ${ }^{12} \%$ | ${ }_{1 \%}^{2}$ | $\stackrel{3}{2 \%}$ | 1\% |  | ${ }_{1}^{2}$ |
| Widowed/Widower | ${ }^{104}{ }_{5 \%}$ | 24 | ${ }^{32}$ | ${ }^{23}$ | ${ }^{24}$ | $\stackrel{1}{*}$ | 3 | 1\% | $\begin{gathered} 26 \\ { }^{26} \% \end{gathered}$ | $\begin{gathered} 68 \\ { }_{18 \%} \\ \text { FGHI } \end{gathered}$ | 20 ${ }^{2}$ |  | $1 \%$ |  |  | $\begin{gathered} { }^{11} 7 \% \\ \text { LMN } \end{gathered}$ | $\begin{aligned} & 84 \\ & { }_{8}^{8 \%} \end{aligned}$ | $1 \%$ | ${ }_{1}^{2}$ |  | $\begin{array}{r} 19 \\ \text { } 19 \\ \text { RSTO } \end{array}$ | $\begin{array}{r} 57 \\ \text { 27\% } \\ \text { RSTUP } \end{array}$ |
| Living with partner | 132\% | ${ }^{31} 7 \%$ | ${ }^{37} 5 \%$ | ${ }^{31} 7$ | ${ }^{33} \%$ | $\begin{gathered} 62 \\ 11 \% \\ \text { hlj } \end{gathered}$ | $\begin{gathered} 23 \\ 7 \% \end{gathered}$ | $\begin{gathered} 26 \% \\ 6 \% \end{gathered}$ | $\begin{aligned} & 20 \\ & 5 \% \end{aligned}$ | ${ }_{2 \%}^{6}$ | 64\% | $\begin{aligned} & 30 \\ & 10 \% \\ & \text { P } \end{aligned}$ | 7 | $\begin{aligned} & 11 \\ & 6 \% \\ & \mathrm{p} \end{aligned}$ | $\begin{gathered} 14 \\ 7 \% \\ P^{2} \end{gathered}$ | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | $69$ | $\begin{gathered} 32 \\ \text { 11\% } \\ \text { UVV } \end{gathered}$ | $\begin{aligned} & 16 \\ & { }_{11 \%}^{11 \%} \\ & \hline \end{aligned}$ | $\begin{aligned} & 11 \\ & 5 \% \\ & \mathrm{~V} \end{aligned}$ | 7 | 3\% |
| Sigma | $\begin{gathered} 2016 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 684 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 443 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 459 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 585 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 309 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 384 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 368 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 970 \\ & 100 \% \end{aligned}$ | 292\% | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | 171 $100 \%$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 158 $100 \%$ | $\begin{aligned} & 1046 \\ & 6 \\ & 100 \% \end{aligned}$ | 293 $100 \%$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 213 $100 \%$ | 176 $100 \%$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ |

Proportions/Means:Columns Tested (5\%, $10 \%$ risk level) - B/C/D/E - F/G/H/IIJ-K/Q - L/M/N/O/P - R/S/T/U/V-L/R - M/S - N/T - O/U-P/V
Overlap formulae used. ${ }^{\text {s }}$ small base

|  | Income |  |  |  | Education |  |  | Employment Status |  |  |  | Children in HH |  | Parent of Child Under 18 in HH |  | $\underset{\text { Ownership }}{\text { Home }}$ |  | Marital Status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Total | $\begin{aligned} & \text { Less } \\ & \text { Than } \\ & \$ 50 \mathrm{~K} \end{aligned}$ | $\begin{gathered} \$ 50 \mathrm{~K} \\ \$ 74.9 \mathrm{~K} \end{gathered}$ | $\begin{gathered} \$ 75 \mathrm{~K} \\ \$ 99.9 \mathrm{~K} \end{gathered}$ | \$100K+ | $\begin{gathered} \text { H.S. } \\ \text { Less } \\ \text { Less } \end{gathered}$ | Some | Col. | Total | Total Unemp. | $\begin{gathered} \text { Stud- } \\ \text { ent } \end{gathered}$ | Ret- ired | Yes | No | Yes | No | Homeowner | Renter | $\underset{\text { ied }}{\text { Marr- }}$ | $\underset{\text { Married }}{\text { Not }}$ |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |

Unweighted Base
Weighted Base
Married or civil union
Not Currently Married Or
Civil Union (Net) Single, never married

Divorced
Separated
Widowed/Widower

Living with partner

Sigma
$\begin{array}{rrrrrrrrrrrrrr}2016 & 878 & 407 & 259 & 274 & 636 & 652 & 728 & 1075 & 941 & 98 & 490 & 509 & 1507 \\ 2016 & 764 & 343 & 247 & 458 & 834 & 581 & 601 & 1100 & 916 & 141^{*} & 452 & 547 & 1469\end{array}$ - 764
$\begin{array}{lll}1035 \\ 51 \% & 237 & 194 \\ 31 \% & 57 \\ 5\end{array}$




 $\begin{array}{llllll}29 & 50 & 43 & 40 & 87 & 85 \\ 6 \% & 7 \% & { }_{7 L}^{8 \%} & 45 \\ 5\end{array}$ 6\% $\begin{array}{cc}100 \\ 36 & { }^{100} \\ 36 \\ 8 \% & 96 \\ 6 \%\end{array}$ $6 \%$
96
$6 \%$

$\begin{array}{llllll}453 & 1563 & 1293 & 682 & 1035 & 981 \\ 100 \% & 100 \% & 100 \% & 100 \% & 100 \% & 100 \%\end{array}$


Base: Not Currently Married Or Civil Union

|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { North- } \\ \text { east } \\ \hline \end{gathered}$ | South | $\underset{\text { west }}{\text { Mid- }}$ | West | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 967 | 255 | 272 | 241 | 199 | 307 | 150 | 172 | 171 | 167 | 431 | 139 | 77 | 87 | 82 | 46 | 536 | 168 | 73 | 85 | 89 | 121 |
| Weighted Base | 981 | 217 | 324 | 187 | 253 | 420 | $144^{*}$ | 136 | 131 | 149 | 476 | 228* | $83^{*}$ | $67 *$ | $66^{*}$ | $32^{*}$ | 505 | 192* | $61^{*}$ | 69* | $65^{*}$ | 118* |
| Not In A Committed Relati onship/Engaged/Married Or Civil Union (Net) | $\begin{aligned} & 667 \\ & 68 \% \end{aligned}$ | ${ }_{69 \%}^{149}$ | $\begin{gathered} 221 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 132 \\ & 71 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 65 \% \end{aligned}$ | $\stackrel{242}{58 \%}$ | $\begin{aligned} & 88 \\ & 61 \% \end{aligned}$ | $\begin{gathered} 100 \\ 74 \% \\ \mathrm{Fg}^{2} \end{gathered}$ | $\begin{aligned} & 108 \\ & 82 \% \\ & \text { FG } \end{aligned}$ | $\begin{gathered} 129 \\ 086 \% \\ \text { FGH } \end{gathered}$ | $\begin{gathered} 313 \\ 66 \% \end{gathered}$ | $\begin{aligned} & 130 \\ & 57 \% \end{aligned}$ | ${ }_{65} 57 \%$ | $\begin{aligned} & 49 \\ & 73 \% \\ & \hline \end{aligned}$ | ${ }^{51}{ }^{77 \%}$ | $\begin{aligned} & 27 \\ & 84 \% \\ & \mathrm{Lm} \end{aligned}$ | $354 \%$ | $\begin{gathered} 111 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 33 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 51 \\ { }^{54 \%} \% \end{gathered}$ | 56 $87 \%$ RSt | $\begin{aligned} & 102 \\ & 87 \% \\ & \text { RSt } \end{aligned}$ |
| Not currently dating | $\stackrel{579}{59 \%}$ | $\begin{aligned} & 124 \\ & 57 \% \end{aligned}$ | $\begin{gathered} 189 \\ 58 \% \end{gathered}$ | $\begin{gathered} 116 \\ 62 \% \end{gathered}$ | $\begin{gathered} 150 \\ 59 \% \end{gathered}$ | ${ }_{48 \%}^{202}$ | $\begin{aligned} & 78 \\ & 54 \% \end{aligned}$ | $\begin{aligned} & 83 \\ & 61 \% \\ & { }^{8} \% \end{aligned}$ |  | $\begin{gathered} 125 \\ { }^{84 \%} \\ \text { FGHI } \end{gathered}$ | 265 56 | $\begin{gathered} 114 \\ 50 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & 57 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 60 \% \end{aligned}$ |  | $\begin{gathered} 24 \\ \text { 770 } \\ \hline \end{gathered}$ | $\begin{gathered} 313 \\ 62 \% \end{gathered}$ | $\begin{aligned} & 88 \% \\ & 46 \% \end{aligned}$ | 31 $50 \%$ |  | $\begin{array}{r} 51 \\ \text { RSTO } \end{array}$ | $\begin{gathered} 101 \\ \text { 106\% } \\ \text { RST } \end{gathered}$ |
| Casual dating (not exclusive) | ${ }^{88}{ }_{9}{ }^{\text {a }}$ | 25 $12 \%$ | 32 $10 \%$ | ${ }^{16} 9$ | 15 6 | $\begin{aligned} & 40 \\ & 10 \% \\ & \hline \end{aligned}$ | 11\% | $\begin{aligned} & 17 \\ & 13 \% \\ & { }_{j} \end{aligned}$ | $\begin{aligned} & 17 \\ & 13 \% \\ & { }_{j} \end{aligned}$ | ${ }_{2 \%}^{4}$ | 48\% | ${ }^{17} \%$ | ${ }^{10} \%$ | $\xrightarrow{9} 9$ | $\begin{aligned} & 12 \\ & 18 \% \\ & \text { L } \end{aligned}$ | $\begin{aligned} & 2 \\ & V^{7} \end{aligned}$ | 418 | $\begin{aligned} & 23 \\ & 12 \% \\ & \text { V } \end{aligned}$ | ${ }_{4 \%}^{2}$ | $\begin{gathered} 9 \\ 130 \% \\ \mathrm{~V}^{2} \end{gathered}$ | $\stackrel{5}{8 \%}$ |  |
| Committed relationship (exclusive with one partner) | 255 ${ }_{26}$ | 57 26 | 825\% | 46\% | 27\% | $\begin{aligned} & 144 \\ & 34 \% \\ & \text { HIJ } \end{aligned}$ | 40 is\% | 22\% ${ }^{30}$ | 22\% | 20 $13 \%$ | 126\% | $\begin{gathered} 77 \\ 34 \% \\ \text { moP } \end{gathered}$ | ${ }_{19}^{19}$ | 15 ${ }^{13}$ | 13\% | 13\% | 129 ${ }^{26 \%}$ | $\begin{gathered} 67 \\ 35 \% \\ \text { tuv } \end{gathered}$ | $\begin{gathered} 24 \\ 39 \% \\ \text { tuVm } \end{gathered}$ | 14\% | ${ }_{13}^{8}$ | ${ }_{13}^{16}$ |
| Engaged | ${ }^{59}$ | $\begin{gathered} 11 \\ 5 \% \end{gathered}$ | ${ }^{21} 6 \%$ | 5\% | ${ }^{19} 8$ | $\begin{gathered} 34 \\ 8 \% \\ 15 \end{gathered}$ | $\begin{gathered} 16 \\ 11 \% \\ \text { hild } \end{gathered}$ | $\begin{aligned} & 6 \\ & 5 \end{aligned}$ | ${ }_{1}^{2}$ | $\begin{aligned} & 1 \% \\ & 1 \% \end{aligned}$ | $\begin{gathered} 37 \\ 8 \% \\ 9 \end{gathered}$ | ${ }^{20} 9$ | $\begin{gathered} 11 \\ 14 \% \\ 0 \end{gathered}$ | $3 \%$ | ${ }^{2} \%$ | $\begin{aligned} & 1 \\ & { }_{\mathrm{v}}^{2} \% \end{aligned}$ | ${ }^{22} 4 \%$ | $\begin{aligned} & 14 \\ & \mathrm{uV}^{2} \% \end{aligned}$ | $\begin{gathered} 5 \\ u^{8} \% \end{gathered}$ | $\mathrm{uV}^{\frac{5}{2} \%}$ | - |  |
| Sigma | ${ }_{1081} 100$ | 217 $100 \%$ | 324 $100 \%$ | 187\% | 253 | 4200\% | 144\% | 136 $100 \%$ | 131 $100 \%$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | 476\% | 228 $100 \%$ | 100\% | 67 $100 \%$ | -106\% | 100\% | 505\% | 192\% | 6100\% | 109\% | 105\% | 118 $100 \%$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C/D/E - F/G/H/IJ - K/Q - L/M/N/O/P - R/STT/U/V - L/R - M/S - N/T - O/U - P/V
Overlap formulae used. $\approx$ small base

Base: Not Currently Married Or Civil Union

|  | Total | Income |  |  |  | Education |  |  | Employment Status |  |  |  | Childrenin HH |  | Parent of Child Under 18 in HH |  | HomeOwnership |  | Marital Status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{gathered} \text { Less } \\ \begin{array}{c} \text { Than } \\ \$ 50 \mathrm{~K} \end{array} \end{gathered}$ | $\begin{gathered} \$ 50 \mathrm{~K} \\ \$ 74.9 \mathrm{~K} \end{gathered}$ | $\begin{gathered} \$ 75 \mathrm{~K} \\ \$ 99.9 \mathrm{~K} \end{gathered}$ | \$100K+ | $\underset{\substack{\text { H.S. } \\ \text { Less }}}{\text { Les. }}$ | Some <br> Col. | Col. <br> Grad+ | Total Emp. | $\begin{aligned} & \text { Total } \\ & \text { Un- } \\ & \text { emp. } \end{aligned}$ | $\underset{\text { ent }}{\text { Stud- }}$ | $\begin{aligned} & \text { Ret- } \\ & \text { i } \end{aligned}$ | Yes | No | Yes | No | Homeowner | Renter | $\underset{\text { ied }}{\text { Marr- }}$ | $\underset{\text { Married }}{\text { Not }}$ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 967 | 579 | 149 | 86 | 54 | 306 | 332 | 329 | 537 | 430 | 87 | 195 | 164 | 803 | 122 | 845 | 476 | 452 |  | 967 |
| Weighted Base | 981 | 527 | 149* | 88* | 108* | 427 | 282 | 272 | 556 | 425 | 133* | 174 | 198* | 783 | 126* | 855 | 484 | 460 | -** | 981 |
| Not In A Committed Relati onship/Engaged/Married Or Civil Union (Net) | $\begin{gathered} 667 \\ 68 \% \end{gathered}$ | $\begin{aligned} & 394 \\ & \% \\ & \\ & \\ & C \text { CdE } \end{aligned}$ | $\% \quad \stackrel{86}{58 \%}$ | $\begin{aligned} & 55 \\ & 62 \% \\ & \text { 62\% } \end{aligned}$ | $44 \%$ | $\begin{gathered} 318 \\ \hline 74 \% \\ \mathrm{gH} \end{gathered}$ | $\%{ }^{186}$ | . ${ }^{163}$ | \% ${ }^{344} 62 \%$ | $\begin{gathered} \left.\quad \begin{array}{c} 323 \\ 76 \\ 1 K \end{array}\right) \end{gathered}$ | + $\begin{aligned} & 79 \\ & 60 \%\end{aligned}$ | $\begin{aligned} & 150 \\ & \text { 156\% } \\ & \text { IJK } \end{aligned}$ | $\%{ }^{115} 58$ | $\begin{gathered} 552 \\ \left.\begin{array}{c} 71 \% \\ M \end{array}\right) \end{gathered}$ | ${ }^{64} \%$ | $\begin{gathered} 603 \\ \substack{71 \% \\ 0} \end{gathered}$ | ${ }^{325} 5$ | 314 $68 \%$ |  | 667 $68 \%$ |
| Not currently dating | $\begin{gathered} 579 \\ 59 \% \end{gathered}$ | $\begin{gathered} 347 \\ \% \\ \text { CDE } \end{gathered}$ | $\% \quad \begin{aligned} & 75 \\ & \text { 50 } \end{aligned}$ | $\begin{gathered} 44 \\ 50 \% \\ e \end{gathered}$ | 31 $29 \%$ |  | + ${ }^{159} 56$ | 131 | \% ${ }^{274} 49 \%$ | $\begin{gathered} \stackrel{304}{72} \% \\ \stackrel{2}{1 K} \% \end{gathered}$ | 64 <br> $48 \%$ | $\begin{aligned} & 143 \\ & 82 \% \\ & \text { IJK } \end{aligned}$ | \% 979 | $\begin{gathered} 481 \\ \begin{array}{c} 61 \% \\ M \end{array} \end{gathered}$ | 56\% | 523 ${ }^{51 \%}$ | 291 $60 \%$ | 259 56 |  | 579 $59 \%$ |
| Casual dating (not exclusive) | ${ }_{98}{ }^{\%}$ | - ${ }_{9}^{9}$ | \% 11\% | 11 $12 \%$ | $12 \%$ | 29\% | - ${ }^{27} 10 \%$ | $\% \quad \begin{gathered} 32 \\ 12 \% \\ f \end{gathered}$ | $\begin{aligned} & 69 \\ & \% \\ & \quad \begin{array}{l} 12 \% \\ \text { JL } \end{array} \end{aligned}$ | - $\quad 19$ | $\begin{array}{ll}  & \left.\begin{array}{l} 15 \\ \% \\ 11 \% \end{array}\right] \end{array}$ |  | \% ${ }^{17} 9$ | ${ }^{71} 9$ | ${ }_{6 \%}$ | ${ }^{80} 9$ | 34\% | $\begin{aligned} & 55 \\ & { }^{5} \% \\ & Q^{2} \end{aligned}$ |  | ${ }_{98}{ }^{\text {\% }}$ |
| Committed relationship (exclusive with one partner) | 255\% | - ${ }^{114}$ | \% ${ }^{41}$ | 259\% | $\begin{gathered} 55 \\ \text { BCD } \\ \text { BCD } \end{gathered}$ | ${ }^{96}$ | - ${ }^{78} 8$ | - $\begin{aligned} & 81 \\ & 30 \% \\ & f\end{aligned}$ | $\begin{gathered} 165 \\ \% \\ \\ \\ 30 \% \end{gathered}$ | \% ${ }_{\text {21 }}^{90}$ | $\% \quad \begin{aligned} & 48 \\ & 36 \% \\ & \text { JL } \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & \% \\ & 34 \% \\ & \mathrm{~N} \end{aligned}$ | ${ }^{188}$ | 499\% | $\stackrel{206}{24 \%}$ | 130 ${ }^{27 \%}$ | 120 ${ }^{26 \%}$ |  | 255 26 |
| Engaged | ${ }^{59} 6 \%$ | $\% \quad{ }^{18}$ | $\begin{gathered} \quad \begin{array}{c} 22 \\ 15 \% \\ \mathrm{~B} \end{array} \mathrm{C} \end{gathered}$ | $\begin{aligned} & { }_{9}^{8} \\ & b \end{aligned}$ |  | $\% \quad{ }_{3}^{13}$ | - 19\% | \% $\begin{aligned} & 27 \\ & 10 \% \\ & F\end{aligned}$ |  | \% $\begin{gathered}11 \\ 3 \\ \text { L }\end{gathered}$ | - ${ }^{6}$ | $\stackrel{1}{*}$ | ${ }^{16} 8$ | 43\% | 13 $10 \%$ | 47\% | ${ }^{30} 6$ | 27 6 | - | $59 \%$ |
| Sigma | $\begin{aligned} & 981 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 527 \\ & \% 100 \% \end{aligned}$ | $\%{ }^{149}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 427 \\ \hline 100 \% \end{array}$ | $\% ~ 282 \%$ | $\%{ }^{272} \%$ | $\%{ }^{556}$ | $\%{ }^{425}$ | $\begin{aligned} & 133 \\ & \% ~ 100 \% \end{aligned}$ | $\begin{aligned} & 174 \\ & \% \\ & \hline 100 \% \end{aligned}$ | $\% 198$ | $\begin{aligned} & 783 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 126 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 855 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 484 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 460 \\ & 100 \% \end{aligned}$ | - | $\begin{aligned} & 981 \\ & 100 \% \end{aligned}$ |


Overiap tormulae used. small base, very small base (under 30) ineligible for sig testing

Base: All Respondents

|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \begin{array}{c} \text { North- } \\ \text { east } \end{array} \\ \hline(\text { B) } \end{gathered}$ | $\frac{\text { South }}{(\mathbf{C})}$ | Mid- west <br> (D) | West (E) | $\frac{18-34}{(F)}$ | $\frac{35-44}{(\mathbf{G})}$ | $\frac{45-54}{(H)}$ | $\frac{55-64}{(\text { I })}$ | $\frac{\mathbf{6 5 +}}{(\mathrm{I})}$ | $\frac{\text { Total }}{(\mathbf{K})}$ | $\frac{18-34}{(\mathrm{~L})}$ | $\frac{35-44}{(\mathrm{M})}$ | $\frac{45-54}{(N)}$ | $\frac{55-64}{(0)}$ | $\frac{65+}{(\mathbf{P})}$ | $\frac{\text { Total }}{(\mathbf{Q})}$ | $\frac{18-34}{(\mathrm{R})}$ | $\frac{35-44}{(S)}$ | $\frac{45-54}{(T)}$ | $\frac{55-64}{(\mathrm{U})}$ | $\frac{\mathbf{6 5 +}+}{(\mathrm{V})}$ |
| Unweighted Base | 2016 | 512 | 609 | 526 | 369 | 457 | 327 | 41 | 415 | 406 | 926 | 190 | 149 | 192 | 208 | 187 | 1090 | 267 | 178 | 219 | 207 | 219 |
| Weighted Base | 2016 | 431 | 684 | 443 | 459 | 585 | 309 | 384 | 369 | 368 | 970 | 292 | 157* | 171 | 193 | 158 | 1046 | 293 | 152 | 213 | 176 | 210 |
| Have Ever Been In A Relationship (Net) | ${ }_{93 \%}^{1870}$ | ${ }_{93 \%}^{401}$ | ${ }_{93}^{635}$ | $\underset{\mathrm{e}}{419}$ | ${ }_{90 \%}^{415}$ | $497$ | $\stackrel{983 \%}{\mathrm{~F}}$ | $\begin{gathered} 369 \\ 96 \% \\ F \end{gathered}$ | $\begin{gathered} 355 \\ 96 \% \\ F \end{gathered}$ | $\begin{aligned} & 362 \\ & 98 \% \\ & \text { FG } \end{aligned}$ | ${ }^{892}{ }_{92}$ | 2488\% | 141 $90 \%$ | $\begin{aligned} & 163 \\ & 95 \% \\ & \mathrm{~L} \end{aligned}$ | $\begin{gathered} 184 \\ 95 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{aligned} & \text { 156 } \\ & \text { LM } \end{aligned}$ | ${ }_{948}^{978}$ | 249 8 | $\begin{gathered} 146 \\ 96 \% \end{gathered}$ | $\begin{gathered} 206 \\ 97 \% \\ R \end{gathered}$ | $\begin{gathered} 172 \\ 97 \% \\ R \end{gathered}$ | $\stackrel{206}{98 \%}$ |
| $\underset{\text { Significantly/Slightly }}{\text { More (Sub-Net) }}$ <br> More (Sub-Net) | 843 $42 \%$ | $\begin{gathered} 181 \\ 42 \% \end{gathered}$ | ${ }_{42 \%}^{285}$ | $\begin{gathered} 173 \\ 39 \% \end{gathered}$ | 204\% | $\begin{gathered} 307 \\ 52 \% \\ \text { GHIJ. } \end{gathered}$ | $\begin{gathered} 109 \\ 35 \% \end{gathered}$ | $\begin{gathered} 148 \\ 39 \% \end{gathered}$ | 149\% | ${ }^{129} 9$ | $\begin{gathered} 440 \\ 45 \% \end{gathered}$ | $\begin{aligned} & 152 \\ & { }_{52}{ }^{2} \end{aligned}$ | 58\% | 65\% | 83\% | $\begin{gathered} 81 \% \\ \mathrm{mnV}^{81 \%} \end{gathered}$ |  | $\begin{gathered} 155 \\ { }^{5} 53 \\ \text { SUV } \end{gathered}$ | $\begin{aligned} & 51 \\ & 33 \% \\ & \mathrm{~V} \end{aligned}$ | $\begin{aligned} & 83 \\ & 39 \% \\ & \text { V } \end{aligned}$ | $\mathrm{Vb}^{66}$ | 48\% |
| Spend significantly more when in my current/most recent relationship | $\stackrel{362}{ }{ }_{18 \%}$ | $\begin{aligned} & 87 \\ & 20 \% \\ & \text { D } \end{aligned}$ | ${ }_{17 \%}^{115}$ | $\begin{aligned} & 56 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 104 \\ & 23 \% \\ & \text { CD } \end{aligned}$ | $\begin{gathered} 140 \\ \text { GHIJ } \end{gathered}$ | 48\% | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ | 56\% | $\begin{aligned} & 58 \\ & \\ & \end{aligned}$ | $\begin{gathered} 217 \\ 212 \% \\ Q_{0} \end{gathered}$ | $\begin{gathered} 77 \\ 26 \% \\ n \end{gathered}$ | $\begin{gathered} 31 \\ 20 \% \\ \mathrm{~s} \end{gathered}$ | ${ }^{28}{ }^{16 \%}$ | $\begin{aligned} & 36 \\ & { }_{3}^{39 \%} \end{aligned}$ | $\begin{gathered} 4_{28}^{28} \% \\ \mathrm{NoV}^{2} \end{gathered}$ | 144 $14 \%$ | $\begin{gathered} { }^{261} \% \\ s U V^{2} \end{gathered}$ | $\begin{aligned} & 17 \\ & 11 \% \end{aligned}$ | - 15 | 20 $11 \%$ | ${ }^{13} 6$ |
| Spend slightly more when in my current/most recent relationship | 481\% | 94\% | ${ }^{169} 9$ | ${ }^{117}$ 26\% | $\begin{gathered} 100 \\ 22 \% \end{gathered}$ | $\begin{gathered} 167 \\ \text { 29\% } \\ \text { GJ } \end{gathered}$ | 610\% | ${ }^{88}{ }^{23}$ | 93\% | 71 $19 \%$ | ${ }_{222}^{223}$ | 75\% | 27\% | 37 $22 \%$ | 44\% | $\begin{aligned} & 366 \\ & 23 \% \end{aligned}$ | ${ }^{258} \%$ | $\stackrel{92}{31 \%}$ | 34 $22 \%$ | 51\% | $\stackrel{47}{26 \%}$ | ${ }^{35}$ |
| Spend about the same as when I am/was single | ${ }_{291}$ | $\begin{gathered} 130 \\ 30 \% \end{gathered}$ | ${ }_{30 \%}^{206}$ | $\underset{\mathrm{e}}{141}$ | $\begin{gathered} 114 \\ 25 \% \end{gathered}$ | $\begin{gathered} 109 \\ 19 \% \end{gathered}$ | $\begin{gathered} 106 \\ 3{ }_{F} \% \end{gathered}$ | $\begin{gathered} 131 \\ \underset{F}{34 \%} \end{gathered}$ | $\begin{gathered} 119 \\ 32 \% \\ \hline \end{gathered}$ | $\stackrel{127}{\substack{34 \% \\ F}}$ | ${ }_{259}^{259}$ | $\begin{aligned} & 55 \\ & \text { 19\% } \end{aligned}$ | 39\% | $\begin{gathered} 58 \\ 34 \% \\ \hline \end{gathered}$ | $\begin{gathered} 62 \% \\ 32 \% \end{gathered}$ | $\begin{aligned} & 45 \\ & 29 \% \end{aligned}$ | $\begin{gathered} 332 \\ 32 \% \\ k \end{gathered}$ | 18\% | $\begin{gathered} 67 \\ \text { RuM }^{44 \%} \end{gathered}$ | $\begin{aligned} & 73 \\ & 34 \% \\ & { }_{R} \% \end{aligned}$ | $\begin{aligned} & 57 \\ & 32 \% \\ & \mathrm{R} \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 39 \% \\ & \mathrm{Rp}^{2} \end{aligned}$ |
| Significantly/Slightly Less (Sub-Net) | 436 ${ }^{2}$ \% | 901\% | ${ }_{21}^{145}$ | 104 | 97\% | 81 $14 \%$ | $\begin{aligned} & 72 \\ & 23 \% \\ & \underset{F}{2} \end{aligned}$ | $\begin{aligned} & 90 \\ & \text { 23\% } \\ & \hline \end{aligned}$ | $\begin{aligned} & 87 \\ & { }_{24}^{8} \% \end{aligned}$ | $\begin{gathered} 106 \\ { }_{2} 9 \end{gathered}$ | ${ }^{193}$ | ${ }_{14}^{41}$ | $\begin{aligned} & 48 \\ & { }_{28} \% \end{aligned}$ | 230\% | 20\% | 30 $19 \%$ | ${ }^{243} 23$ | 14\% | ${ }^{28} 9$ | $\begin{aligned} & \frac{50}{24 \%} \\ & { }_{\mathrm{R}} \end{aligned}$ |  | $\begin{gathered} 76 \\ \text { 36 } \\ \text { STP } \end{gathered}$ |
| Spend slightly less than when I am/was single | ${ }^{145}$ |  | 45\% | 37\% | 30\% | ${ }^{38} \%$ | $\begin{aligned} & 33 \\ & { }^{111 \%} \\ & \mathrm{H}^{2} \end{aligned}$ | ${ }^{18} 5$ | ${ }^{26} 7$ | 29\% | 70\% | 15\% | $\begin{aligned} & 20 \\ & 13 \% \\ & \text { Ln } \end{aligned}$ | 5\% | ${ }^{15} 8$ | 11\% | 75\% | 24\% | ${ }^{13} 9$ | 9 |  | ${ }^{18} 9$ |
| Spend significantly less than when I am/was single | $\begin{gathered} 291 \\ 14 \% \end{gathered}$ | $\begin{aligned} & 57 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 100 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 67 \\ & 15 \% \end{aligned}$ | $42$ | $\begin{aligned} & 39 \\ & 13 \% \\ & f \end{aligned}$ | $\begin{aligned} & 72 \\ & 19 \% \\ & \mathrm{Fg} \end{aligned}$ | $\begin{aligned} & 61 \\ & \begin{array}{l} 16 \% \\ 16 \% \end{array} \end{aligned}$ | $\begin{gathered} 77 \\ 21 \% \\ \mathrm{FG}^{2} \% \end{gathered}$ | $\begin{gathered} 123 \\ 13 \% \end{gathered}$ | ${ }^{26} 9$ | 24\% | $\begin{aligned} & 30 \\ & 18 \% \\ & \text { 18\% } \end{aligned}$ | 24 $12 \%$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\text { : }{ }_{0}^{168}$ | ${ }^{16}{ }_{6 \%}$ | 15 $10 \%$ | $\begin{aligned} & 41 \\ & \begin{array}{l} 49 \% \end{array} \end{aligned}$ | $\begin{gathered} 37 \\ \text { RSO } \\ \text { RSO } \end{gathered}$ | $\begin{gathered} 58 \\ { }_{2} 88 \% \end{gathered}$ |
| N/A - I have never been in a relationship. | 146\% | 30\% | ${ }^{48} \%$ | 24 ${ }^{2}$ | $\begin{aligned} & 44 \\ & 10 \% \\ & \text { d } \end{aligned}$ | $\begin{gathered} 88 \\ \text { BHI5 } \\ \text { GHIJ } \end{gathered}$ | $\begin{gathered} 22 \\ 7 \% \end{gathered}$ | 15 4 \% | 14\% | ${ }_{2 \%}^{6}$ | ${ }^{78} 8$ | $\begin{gathered} 44 \\ \text { NOP } \end{gathered}$ | 16 10 P\% | $\stackrel{8}{5 \%}$ | 5\% | ${ }_{1 \%}^{2}$ | ${ }_{67}^{67}$ | $\begin{gathered} \stackrel{45}{55} \% \\ \text { STUV } \end{gathered}$ | 7 | ${ }_{3 \%}^{7}$ | ${ }_{3}^{5}$ | ${ }_{2}^{4}$ |
| Sigma | $\stackrel{2016}{ }{ }_{100 \%}$ | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | 684 $100 \%$ | 100\% | 4590\% | 585\% | ${ }^{309} 0$ | 384\% | 369\% | ${ }^{3680}$ | 970\% | 292\% | 157\% | 1710\% | 193\% | 158\% | 1046 $100 \%$ | 293\% | 152\% | 213 $100 \%$ | 176\% | 210 $100 \%$ |

[^0]Base: All Respondents


[^1]ionship

|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\frac{\begin{array}{c}\text { North- } \\ \text { east }\end{array}}{(\text { B) }}$ | $\frac{\text { South }}{(C)}$ | Mid- <br> west <br> (D) | West | $\frac{18-34}{(F)}$ | $\frac{35-44}{(G)}$ | $\frac{45-54}{(H)}$ | $\frac{55-64}{(\mathrm{D}}$ | $\frac{65+}{(\mathrm{I})}$ | $\frac{\text { Total }}{(\mathbf{K})}$ | $\frac{18-34}{(\mathrm{~L})}$ | $\frac{35-44}{(M)}$ | $\frac{45-54}{(N)}$ | $\frac{55-64}{(0)}$ | $\frac{65+}{(\mathbf{P})}$ | $\frac{\text { Total }}{(\mathbf{Q})}$ | $\frac{18-34}{(\mathrm{R})}$ | $\frac{35-44}{(S)}$ | $\frac{45-54}{(\mathbf{T})}$ | $\frac{55-64}{(\mathbf{U})}$ | $\frac{65+}{(\mathrm{V})}$ |
| Unweighted Base | 1868 | 472 | 575 | 490 | 331 | 386 | 299 | 386 | 401 | 396 | 850 | 157 | 130 | 180 | 200 | 183 | 1018 | 229 | 169 | 206 | 201 | 213 |
| Weighted Base | 1870 | 401 | 635 | 419 | 41 | 497 | 287 | 369 | 355 | 362 | 892 | $248 *$ | 141* | 163 | 18 | 156 | 978 | 249 | $146 *$ | 206 | 172 | 206 |
| Significantly/Slightly More (Net) | 843\% | 181 $45 \%$ | ${ }^{285}$ 45\% | ${ }^{173} 41 \%$ | $\begin{gathered} 204 \\ 49 \% \\ d \end{gathered}$ | $\begin{gathered} 307 \\ 62 \% \\ \text { GHIJ } \end{gathered}$ | 109 ${ }_{38}$ | 1488 | 149 $42 \%$ | ${ }^{129} 9$ | $\begin{gathered} 440 \\ 49 \% \end{gathered}$ | $\begin{gathered} 152 \\ \begin{array}{c} 1 \% \\ \text { MNO } \end{array} \end{gathered}$ | ${ }^{58} 1 \%$ | 650\% | 83\% | $\begin{aligned} & 81 \\ & 52 \% \\ & \text { nV } \end{aligned}$ |  | $\begin{gathered} 155 \\ \text { STUV } \end{gathered}$ | $\begin{aligned} & 51 \\ & 35 \% \\ & \mathrm{~V} \end{aligned}$ | 83 $V$ $V$ | 66 $39 \%$ $V$ | 48\% |
| Spend significantly more when in my current/most recent relationship | $\begin{gathered} 362 \\ 19 \% \end{gathered}$ | $\begin{gathered} 87 \\ 22 \% \\ \text { 22\% } \end{gathered}$ | 115 $18 \%$ | 56\% | $\begin{aligned} & 104 \\ & { }^{55 \%} \\ & \text { CD } \end{aligned}$ | $\begin{aligned} & 140 \\ & \text { GHIJ } \\ & \text { G280 } \end{aligned}$ | $\begin{aligned} & 48 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 16 \% \end{aligned}$ | 56\% | ${ }^{58} 16$ | $\begin{gathered} 217 \\ 24 \% \\ Q \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 77 \\ 31 \% \\ \text { No } \end{array} \end{aligned}$ | $\begin{gathered} 31 \\ 22 \% \\ \mathrm{~s} \end{gathered}$ | 28\% | $\begin{aligned} & 36 \\ & 20 \% \\ & u \end{aligned}$ | $\begin{aligned} & 44 \\ & 29 \% \\ & n \mathrm{nV} \end{aligned}$ | $\stackrel{144}{15 \%}$ | $\begin{gathered} \quad 63 \\ \text { StUV } \end{gathered}$ | $17 \%$ | $\mathrm{V}^{32} \mathrm{~V}$ | 20\% | 13\% |
| Spend slightly more when in my current/most recent relationship | 4819\% | 94\% | 169\% | $\stackrel{117}{28 \%}$ | 100 $24 \%$ | $\begin{gathered} 167 \\ \text { GHiJ } \\ \text { GHiJ } \end{gathered}$ | 61\% | ${ }_{24 \%}$ | 26\% | 71 | 222 | 750\% | 27 $19 \%$ | 37\% | 47\% | 33\% | ${ }^{258}{ }_{26}$ | $\begin{gathered} 92 \\ \text { STuV }^{37 \%} \end{gathered}$ | 34 ${ }^{33}$ | 51 | 47 $27 \%$ | 35\% |
| Spend about the same as when I am/was single | ${ }_{32}{ }_{321}$ | $\begin{gathered} 130 \\ 32 \% \end{gathered}$ | 206\% | 141 $34 \%$ | ${ }_{27 \%}^{114}$ | $\begin{gathered} 109 \\ 22 \% \end{gathered}$ | $\begin{gathered} 106 \\ \stackrel{3}{3} \% \\ F \end{gathered}$ | $\begin{gathered} 131 \\ \text { 35\% } \\ \text { F } \end{gathered}$ | $\begin{gathered} 119 \\ \stackrel{33}{\mathrm{~F}} \mathrm{~F} \end{gathered}$ | $\begin{gathered} 127 \\ \stackrel{3}{5} \% \\ F \end{gathered}$ | ${ }_{259}^{259}$ | 55\% | 39\% | $\begin{aligned} & 58 \\ & 35 \% \\ & \hline \end{aligned}$ | 32\% | 459\% | $\underset{\substack{342 \\ k}}{ }$ | 54\% | $\begin{gathered} 67 \\ \text { RuM } \end{gathered}$ | $\begin{aligned} & 73 \\ & 35 \% \\ & \mathrm{R} \end{aligned}$ | 57 33\% R | $\begin{aligned} & 81 \\ & 39 \% \\ & \mathrm{Bp}^{39} \end{aligned}$ |
| Significantly/Slightly Less (Net) | ${ }^{436}$ | 900 | ${ }^{145}$ | ${ }_{25 \%}^{104}$ | 97\% | 81 16 | $\begin{aligned} & 72 \\ & 25 \% \\ & \text { F } \end{aligned}$ | $\begin{aligned} & 90 \\ & 24 \% \\ & { }^{24 \%} \end{aligned}$ | $\begin{aligned} & 87 \\ & 25 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 106 \\ { }_{F}^{29 \%} \end{gathered}$ | ${ }^{193}{ }_{2}$ | 416\% | $\begin{aligned} & 44 \\ & 31 \% \\ & \text { Lps } \end{aligned}$ | 40\% | 31\% | 30 $19 \%$ | 243 25 | 40\% | ${ }_{20}^{28}$ | 50 24\% r |  | $\begin{gathered} 76 \\ \mathrm{ZSTP} \% \end{gathered}$ |
| Spend slightly less than when I am/was single | 145 8 | 34\% | 45\% | ${ }_{9}^{37}$ | ${ }^{30} \%$ | ${ }^{38} 8$ | $\begin{aligned} & 33 \\ & 12 \% \\ & \mathrm{H}^{2} \end{aligned}$ | $\stackrel{18}{5 \%}$ | ${ }^{26} 7$ | 29\% | 70 $8 \%$ | ${ }^{15} 6$ | $\begin{aligned} & 20 \\ & 14 \% \\ & \text { in } \end{aligned}$ | $9{ }_{6}$ | ${ }^{15} 8$ | 11\% | ${ }^{75}$ | 24 ${ }_{9}$ | ${ }^{13} 9$ | 9 | ${ }^{11} 6$ | ${ }^{18} 9$ |
| Spend significantly less than when I am/was single | 2916 | 14\% | 100 $16 \%$ | 67 $16 \%$ | 67 $16 \%$ | ${ }^{42} 9$ | 39 $14 \%$ | 72 $19 \%$ F | $\begin{aligned} & \text { 61 } \\ & 17 \% \\ & \mathrm{~F} \end{aligned}$ | $\begin{aligned} & 77 \\ & 21 \% \\ & \mathrm{FG}^{21} \end{aligned}$ | ${ }_{14}^{123}$ | ${ }_{11 \%}^{26}$ | 24\% | 30 $19 \%$ | 24\% | 19 | $\begin{gathered} 168 \\ 17 \% \end{gathered}$ | ${ }^{16}$ | 15\% | $\begin{aligned} & 41 \\ & 20 \% \\ & \mathrm{Rs} \end{aligned}$ |  | $\begin{gathered} 58 \\ \mathrm{RSP} \end{gathered}$ |
| Sigma | $\begin{gathered} 1870 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 635 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 415 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 497 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 100 \% \end{aligned}$ | 369 $100 \%$ | 355 ${ }^{3}$ | $\begin{aligned} & 362 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 892 \\ & 100 \% \end{aligned}$ | 248 $100 \%$ | 141 $100 \%$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | 1840 | $\begin{aligned} & 156 \\ & \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 978 \\ & \text { 100\% } \end{aligned}$ | 249 $100 \%$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 206\% | 1720\% | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ |

Overlap formulae used. * small base

Base: Have Ever Been In A Relationship

|  | Income |  |  |  |  | Education |  |  | Employment Status |  |  |  | Children in HH |  | Parent of Child Under 18 in HH |  | HomeOwnership |  | Marital Status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{aligned} & \text { Less } \\ & \begin{array}{l} \text { Than } \end{array} \end{aligned}$ | $\begin{gathered} \$ 50 \mathrm{~K} \\ \$ 74.9 \mathrm{~K} \end{gathered}$ | $\begin{gathered} \$ 75 \mathrm{~K} \\ \$ 99.9 \mathrm{~K} \end{gathered}$ | \$100K+ | $\underset{\substack{\text { H.S. } \\ \text { Less }}}{\text { Les }}$ | Some <br> Col. | $\begin{gathered} \text { Col. } \\ \text { Grad }+ \\ \hline \end{gathered}$ | $\begin{gathered} \text { Total } \\ \text { Emp. e } \end{gathered}$ | $\begin{aligned} & \text { Total } \\ & \text { Un- } \\ & \text { Unp. } \end{aligned}$ | $\begin{aligned} & \text { Stud- } \\ & \text { ent } \end{aligned}$ | iret- | Yes | No | Yes | No | Home- owner | Renter | $\begin{aligned} & \text { Marr- } \\ & \text { ied } \end{aligned}$ | $\xrightarrow[\text { Married }]{\text { Not }}$ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) |
| Unweighted Base | 1868 | 781 | 398 | 251 | 266 | 592 | 599 | 677 | 998 | 870 | 79 | 475 | 490 | 1378 | 444 | 1424 | 1230 | 607 | 1049 | 819 |
| Weighted Base | 1870 | 680 | 336 | 240 | 441 | 771 | 538 | 560 | 1019 | 851 | 117* | 442 | 522 | 1348 | 448 | 1422 | 1234 | 606 | 1035 | 835 |
| $\underset{\text { (Net) }}{\text { Significantly/Slightly More }}$ | ${ }_{843}^{45 \%}$ | $\%{ }_{39 \%}^{266}$ | $\% \quad{ }^{152}$ | $\begin{gathered} 119 \\ 49 \% \end{gathered}$ | $\begin{gathered} 228 \\ 52 \% \\ \text { B } \end{gathered}$ | ${ }_{6}^{326} 42 \%$ | 245 45 | 272 ${ }^{278}$ | $\%{ }_{4}^{493}{ }_{4 L}^{48}$ | 350 ${ }^{31 \%}$ | $\begin{aligned} & 77 \\ & 66 \% \\ & \text { IJL } \end{aligned}$ | ${ }^{169}$ | 49\% | ${ }^{588} 4$ | ${ }^{216}$ 48\% | ${ }^{626} 44$ | 554 45 | 278 ${ }^{46 \%}$ | 471 46 | 371 $44 \%$ |
| Spend significantly more when in my current/most recent relationship | 362 $19 \%$ | - ${ }^{117} 17 \%$ | $\begin{aligned} & \quad \stackrel{76}{236} \mathrm{~b} \\ & \hline \end{aligned}$ | 39 $16 \%$ | $\begin{gathered} 107 \\ 24 \% \\ \mathrm{Bd}^{2} \end{gathered}$ | 139 $18 \%$ | - ${ }^{117}$ | + ${ }^{105}$ | \% ${ }^{211}$ 21\% | 151 $18 \%$ | 33 28\% j1 |  | 116 22 | ${ }^{246}$ | ${ }_{21}{ }^{2} \%$ | 270 $19 \%$ | 234 $19 \%$ | 119 20 | $\stackrel{220}{21 \%}$ | $\stackrel{142}{17 \%}$ |
| Spend slightly more when in my current/most recent relationship | ${ }^{481}$ | $\% \quad{ }^{149}$ | $\begin{aligned} & 77 \\ & \% \quad 23 \% \end{aligned}$ | $\begin{gathered} 80 \\ 33 \% \\ B_{C} \end{gathered}$ | 121\% | +187 ${ }^{18}$ | - ${ }^{128} 24$ | $\begin{gathered} 166 \\ \% \\ \\ \\ \text { fg } \end{gathered}$ | $\% \quad{ }_{281}^{28 \%}$ | ${ }^{19}{ }^{193 \%}$ | $\begin{aligned} & 45 \\ & 38 \% \\ & 3 \mathrm{LL} \end{aligned}$ | $21$ | 39\% | $342 \%$ | 124\% | ${ }^{356} 25$ | 320\% | 159\% | 251\% | 229\% |
| Spend about the same as when I am/was single | 591\% | $\begin{aligned} & 244 \\ & \% \\ & \text { cDe } \end{aligned}$ | \% ${ }^{98}{ }^{\text {a }}$ | 60 | ${ }^{127} 29$ | 259 34 | - ${ }^{158} 29 \%$ | . $\begin{aligned} & 174 \\ & 31 \%\end{aligned}$ | $\% \quad \underset{K}{297}$ | $\begin{gathered} 294 \\ \% \\ \hline \\ \text { iK } \end{gathered}$ | - $\quad 18$ | $\begin{gathered} 153 \\ 35 \% \\ \text { ik } \end{gathered}$ | 28\% | 445\% | ${ }^{129} 29 \%$ | 462 ${ }_{3}$ | ${ }_{3}^{393}$ | ${ }^{187}{ }_{31}$ | 313 $30 \%$ | 279 33 |
| Significantly/Slightly Less (Net) | ${ }_{236}^{436}$ | $\% \quad 170 \%$ | \% ${ }^{85}$ \% | 626\% | 859\% | ${ }_{24 \%}^{186}$ | ${ }^{136}$ 25\% | - ${ }^{115}$ | $\% \quad{ }^{230}$ | $\begin{gathered} 207 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 21 \% \\ & \% \end{aligned}$ | $\begin{gathered} 119 \\ \% \\ 27 \% \\ j \end{gathered}$ | $\begin{gathered} 121 \% \\ 6 \\ \hline \end{gathered}$ | 316 $23 \%$ | 102 23 | ${ }^{334} 23 \%$ | ${ }^{286}$ | 141 $23 \%$ | 251 $24 \%$ | ${ }^{185}$ |
| Spend slightly less than when I am/was single | $145 \%$ | $\% \quad 42 \%$ | $\begin{gathered} 41 \\ \% \\ \begin{array}{c} 12 \% \\ \text { BE } \end{array}{ }^{2} \end{gathered}$ | $\begin{aligned} & 27 \\ & 11 \% \\ & \text { B } \end{aligned}$ | ${ }^{28}$ | ${ }^{48}$ |  | $\% \quad{ }^{52} \%$ | $\% \quad{ }^{83} \%$ | ${ }^{62}$ | $\% \quad{ }^{11} \%$ | ${ }_{84}^{34}$ | ${ }_{41}^{8 \%}$ | ${ }_{8 \%}^{104}$ | ${ }^{39} 9$ | ${ }^{107} 7 \%$ | $\text { 95 }{ }_{8 \%}$ | 49\% | $\underset{\mathrm{t}}{93}$ | 52\% |
| Spend significantly less than when I am/was single | $\begin{gathered} 291 \\ 16 \% \end{gathered}$ | $\begin{gathered} 128 \\ \% \\ \hline 19 \% \end{gathered}$ | \% ${ }^{43}{ }^{4}$ | 35 | 57 $13 \%$ | $\begin{gathered} 138 \\ 18 \% \\ \hline \end{gathered}$ | $\begin{gathered} 99 \\ \stackrel{97}{17 \%} \end{gathered}$ | $\begin{aligned} & 63 \\ & \% \end{aligned}$ | $\% \quad{ }_{14 \%}^{147}$ | ${ }_{174}^{144}$ | $\% \quad{ }^{11} \%$ | $\begin{aligned} & 86 \\ & \text { 19\% } \\ & i \end{aligned}$ | $\begin{aligned} & 79 \\ & 15 \% \end{aligned}$ | 212 16 | 64 $14 \%$ | 228 16 | 191 $15 \%$ | 92\% | ${ }^{158} 15$ | 133 $16 \%$ |
| Sigma | $\begin{gathered} 1870 \\ 100 \% \end{gathered}$ | $\begin{aligned} & \text { \% }{ }^{680} 00 \% \end{aligned}$ | $\begin{aligned} & \text { \% } 360 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 441 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 771 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 538 \\ & \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 560 \% \\ & \hline 100 \% \end{aligned}$ | $\begin{gathered} 1019 \\ \% ~ \\ \hline 100 \% \end{gathered}$ | $\begin{aligned} & 851 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 442 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 522 \\ \% \\ \hline 100 \% \end{gathered}$ | $\begin{aligned} & 1348 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 448 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1422 \\ 100 \% \end{gathered}$ | $\begin{gathered} 1234 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 606 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1035 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 835 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C/D/E - F/G/R - I/J/K/L-M/N- O/P - Q/R-S/T
Overlap formulae used. ${ }^{*}$ small base

|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{aligned} & \text { North- } \\ & \text { east } \end{aligned}$ | South | Midwest | West | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ |  |  | 35-44 | 45-54 | 55-64 | 65+ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 201 | 512 | 609 | 526 | 369 | 45 | 32 | 411 | 415 | 406 | 92 | 190 | 149 | 19 | 208 | 18 | 1090 | 26 | 178 | 219 | 207 | 219 |
| Weighted Base | 2016 | 431 | 684 | 443 | 459 | 585 | 309 | 384 | 369 | 368 | 970 | 292 | 157* | 171 | 193 | 158 | 1046 | 293 | 152 | 213 | 176 | 210 |
| Have Ever Been In A Relationship (Net) | $\begin{gathered} 1870 \\ 93 \% \end{gathered}$ | ${ }_{93}^{401}$ | ${ }_{93}^{635}$ | $\underset{\mathrm{e}}{419}$ | 415 ${ }^{\text {90\% }}$ | 497\% | $\stackrel{287}{\stackrel{93}{5} \%}$ | $\begin{gathered} 369 \\ 96 \% \\ F \end{gathered}$ | $\begin{gathered} 355 \\ 96 \% \\ F \end{gathered}$ | $\begin{aligned} & 362 \\ & 98 \% \\ & \text { FG } \end{aligned}$ | 892\% | 2488\% | 1419 | $\begin{aligned} & 163 \\ & 95 \% \\ & \mathrm{~L} \end{aligned}$ | $\begin{gathered} 184 \\ 95 \% \end{gathered}$ | $\begin{aligned} & 156 \\ & { }^{9} 99 \% \end{aligned}$ | ${ }^{978} 9$ | 2499\% | $\stackrel{146}{\substack{146 \\ R}}$ | $\stackrel{206}{97 \%}$ | $\underset{R}{172} \underset{\sim}{97 \%}$ | $\begin{gathered} \text { 208\% } \\ { }^{206} \end{gathered}$ |
| Spend More When In A Relationship (Sub-Net) | ${ }^{1297} 64 \%$ | ${ }_{66 \%}^{285}$ | $\begin{gathered} 423 \\ 62 \% \end{gathered}$ | ${ }_{64 \%}^{284}$ | $\begin{gathered} 306 \\ 67 \% \end{gathered}$ | $\begin{aligned} & 416 \\ & { }_{7} 71 \% \\ & \text { iJ } \end{aligned}$ | $\begin{gathered} 204 \\ 66 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 250 \\ & 65 \% \end{aligned}$ | $\begin{gathered} 235 \\ 64 \% \\ \hline \end{gathered}$ | 192\% | ${ }^{694}{ }_{6}^{69 \%}$ | ${ }_{74 \%}^{215}$ | $\begin{gathered} 106 \\ 68 \% \end{gathered}$ | ${ }^{129}{ }_{7}^{2} \%$ | $\begin{gathered} 133 \\ 69 \% \\ u \end{gathered}$ | $\begin{gathered} 110 \\ \\ \hline 10 \% \end{gathered}$ | $\begin{gathered} 604 \\ 6 \\ 58 \% \end{gathered}$ | $\begin{aligned} & 200 \\ & \text { TuV } \end{aligned}$ | $\begin{aligned} & 97 \\ & 64 \% \\ & V \end{aligned}$ | $\begin{gathered} 122 \\ 57 \% \\ V \end{gathered}$ | $\begin{aligned} & 103 \\ & 58 \% \\ & \boxed{V} \end{aligned}$ | 82\% |
| Spend more on experiences for both of us (e.g., dining out, entertainment, travel) when in a relationship | $\begin{gathered} 760 \\ 38 \% \end{gathered}$ | $\begin{gathered} 174 \\ 40 \% \end{gathered}$ | 237 ${ }_{35 \%}$ | $\begin{gathered} 173 \\ 39 \% \end{gathered}$ | $\begin{gathered} 176 \\ 38 \% \end{gathered}$ | $\begin{gathered} 256 \\ 44 \% \\ 1.5 \end{gathered}$ | $\begin{aligned} & 127 \\ & { }_{4}^{41} \% \\ & 1.5 \end{aligned}$ | $\stackrel{148}{\stackrel{19}{9} \%}$ | 115 $31 \%$ | 113 $31 \%$ | $\begin{gathered} 418 \\ 43 \% \end{gathered}$ | $\begin{aligned} & 140 \\ & 48 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 68 \\ 43 \% \\ 0 \end{gathered}$ | $\begin{aligned} & 82 \\ & 48 \% \\ & \text { OT } \end{aligned}$ | $\begin{aligned} & 61 \% \\ & 31 \% \end{aligned}$ | $\begin{aligned} & 66 \\ & 42 \% \\ & 42 \% \end{aligned}$ | 342\% | $\begin{gathered} 116 \\ 40 \% \\ \mathrm{~V} \end{gathered}$ | ${ }_{39}^{59} 9$ | $\begin{gathered} 66 \\ 31 \% \\ V \end{gathered}$ | $\stackrel{55}{31}$ | 26\% |
| Spend more on my significant other or partner (e.g., gifts) when partner (e.g.,., gif | 649 ${ }^{3}$ | ${ }_{33}^{142}$ | $\stackrel{238}{35 \%}$ | ${ }^{123} 28$ | ${ }_{3}^{147}$ | $\begin{gathered} 247 \\ \text { GHIJ } \end{gathered}$ | 87\% | 114 30 | 111 $30 \%$ | 900 | $\begin{gathered} 372 \\ 6 \\ \hline \text { Q } \end{gathered}$ | 130 $44 \%$ | 52\% | 61 $36 \%$ $t$ | 72 $37 \%$ $u$ | $\begin{aligned} & 58 \\ & 37 \% \\ & V^{3} \% \end{aligned}$ | ${ }_{6}^{277}$ | $\begin{aligned} & 117 \\ & { }^{20 \%} \end{aligned}$ | 36 23\% V | 53 ${ }_{\text {25 \% }}$ | 22\% | 31 $15 \%$ |
| Spend more on other things when in a relationship | ${ }_{15 \%}^{293}$ | $\begin{aligned} & 77 \\ & 18 \% \\ & { }_{C}^{2} \end{aligned}$ | $\begin{aligned} & 71 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 14 \% \end{aligned}$ | 18\% | $\begin{aligned} & 91 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 48 \% \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & 15 \% \end{aligned}$ | 55\% | $\begin{aligned} & 41 \% \\ & 11 \end{aligned}$ | $\stackrel{144}{15 \%}$ | $\begin{aligned} & 50 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 19 \\ & 12 \% \end{aligned}$ | $\begin{gathered} 36 \\ { }_{2}^{2}{ }^{2} \% \end{gathered}$ | 23 $12 \%$ | $\begin{aligned} & 16 \\ & 10 \% \end{aligned}$ | $\stackrel{149}{14 \%}$ | $\begin{aligned} & 42 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & \begin{array}{l} 19 \% \\ \text { tvv } \end{array} \end{aligned}$ | 22 $11 \%$ | 32 $18 \%$ $t$ | 24 $11 \%$ |
| Spend more on myself (e.g., personal care, services, wh relationship | 179\% | ${ }^{27}$ | 53\% | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 12 \% \\ & 12 c \end{aligned}$ | $\begin{gathered} 80 \\ 14 \% \\ \text { GhIJ } \end{gathered}$ | 21\% | ${ }^{33} 9$ | 21 6 \% | 24\% | ${ }^{66}$ | $\begin{gathered} 35 \\ 12 \% \\ \text { MOp } \end{gathered}$ | ${ }_{4}^{6}$ | ${ }^{10} 6 \%$ | ${ }_{3}^{6}$ | 5\% | $\begin{gathered} 113 \\ \substack{11 \% \\ K} \end{gathered}$ | 45 $45 \%$ $u 5$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | 23 $11 \%$ | 15 0 0 | 15\% |
| My spending does not change when in a relationship. | $\stackrel{422}{21 \%}$ | 94\% | ${ }_{21 \%}^{146}$ | $\begin{gathered} 106 \\ 24 \% \\ E \end{gathered}$ | $\begin{aligned} & 76 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 58 \\ & \text { 10\% } \end{aligned}$ | $\begin{aligned} & 58 \\ & { }^{59 \%} \% \end{aligned}$ | $\begin{aligned} & 84 \\ & 22 \% \\ & 22 \% \end{aligned}$ |  | $\begin{aligned} & 131 \\ & \begin{array}{l} 36 \% \\ \text { GHI } \end{array} \end{aligned}$ | $\begin{gathered} 150 \\ 15 \% \end{gathered}$ | ${ }^{23}$ | 21 $13 \%$ | $\begin{aligned} & 29 \\ & 17 \% \\ & \hline \text { 29 } \end{aligned}$ |  | $\begin{aligned} & 40 \\ & \text { LM } \\ & \text { LM } \end{aligned}$ | $\begin{gathered} 272 \\ \underset{K}{26 \%} \end{gathered}$ | 12\% | $\begin{gathered} 37 \\ \text { 25\% } \\ \text { Rm } \end{gathered}$ | $\begin{aligned} & 55 \\ & { }^{26 \%} \\ & \mathrm{R} \end{aligned}$ |  | $\begin{gathered} 92 \\ 44 \% \\ \text { RSTUP } \end{gathered}$ |
| I spend less when I am in a relationship. | ${ }^{151} \%$ | ${ }^{22} 5$ | $\begin{aligned} & 66 \\ & \begin{array}{l} 60 \% \\ 10 \% \end{array} \end{aligned}$ | 29\% | $34 \%$ | ${ }^{24} 4 \%$ | $\stackrel{25}{8 \%}$ | $\begin{aligned} & 35 \\ & 95 \\ & \hline \end{aligned}$ | $\stackrel{29}{8 \%}$ | $\begin{aligned} & 38 \\ & 10 \% \\ & F \end{aligned}$ | 49\% | ${ }^{10} 3 \%$ | $\begin{aligned} & \begin{array}{l} 14 \\ 9 \% \\ \text { In } \end{array} \end{aligned}$ | ${ }_{3}{ }^{\text {\% }}$ | 14\% | ${ }_{6}^{6}$ | $\begin{gathered} 102 \\ 10 \% \\ K \end{gathered}$ | ${ }^{14} 5$ | 11\% | $\begin{gathered} 30 \\ 14 \% \\ \text { RsN }^{2} \% \end{gathered}$ |  | $\begin{gathered} 32 \\ \text { } \begin{array}{c} 15 \% \end{array} \end{gathered}$ |
| N/A - I have never been in a relationship. | 146 | 30\% | ${ }^{48} \%$ | 24\% | $\begin{aligned} & 44 \\ & 10 \% \\ & 10 \% \end{aligned}$ | $\begin{gathered} 88 \\ \text { BHI5 } \\ \text { GHIJ } \end{gathered}$ | $\stackrel{22}{7 \%}$ | 15 4 \% | ${ }^{14} 4$ | ${ }_{2 \%}^{6}$ | ${ }^{78}{ }_{8 \%}$ | $\begin{array}{r} 44 \\ \text { 15\% } \\ \text { NOP } \end{array}$ | $\begin{aligned} & 16 \\ & 10 \% \\ & { }^{10} \% \end{aligned}$ | ${ }_{5}^{8}$ | 5\% | $\begin{aligned} & 2 \\ & 1 \% \end{aligned}$ | ${ }_{67}{ }_{6 \%}$ | $\begin{gathered} 45 \\ \text { STUV } \end{gathered}$ | 7 | ${ }_{3}^{7}$ | ${ }_{3}^{5}$ | ${ }_{2}^{4}$ |
| Sigma | $\underset{129 \%}{2599}$ | 565 $131 \%$ | $\begin{aligned} & 860 \\ & 126 \% \end{aligned}$ | $\stackrel{562}{127 \%}$ | 612 $133 \%$ | 845 $144 \%$ | 3888\% | 488 127 | 436 $118 \%$ | 4420\% | 1276 $132 \%$ | 431 $148 \%$ | 195 $124 \%$ | 231 $135 \%$ | 222 $115 \%$ | 197 $125 \%$ | 1323 ${ }^{127 \%}$ | 414 $141 \%$ | 193 $127 \%$ | 257 $120 \%$ | 214 $121 \%$ | 245\% |

[^2]\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multirow[b]{2}{*}{Total} \& \multicolumn{4}{|c|}{Income} \& \multicolumn{3}{|c|}{Education} \& \multicolumn{4}{|l|}{Employment Status} \& \multicolumn{2}{|l|}{Children in HH} \& \multicolumn{2}{|l|}{Parent of Child
Under 18 in HH} \& \multicolumn{2}{|l|}{Home Ownership} \& \multicolumn{2}{|r|}{\(\underset{\text { Status }}{\text { Marital }}\)} \\
\hline \& \& \[
\begin{aligned}
\& \text { Less } \\
\& \begin{array}{l}
\text { Than }
\end{array} \\
\& \$ 50 \mathrm{~K}
\end{aligned}
\] \& \[
\begin{gathered}
\$ 50 \mathrm{~K} \\
\$ 74.9 \mathrm{~K}
\end{gathered}
\] \& \[
\begin{gathered}
\$ 75 \mathrm{~K} \\
\$ 99.9 \mathrm{~K}
\end{gathered}
\] \& \$100K+ \& \[
\begin{gathered}
\text { H.S. } \\
\text { Lers } \\
\text { Less }
\end{gathered}
\] \& \begin{tabular}{l}
Some \\
Col.
\end{tabular} \& Col. \& \begin{tabular}{l}
Total \\
Emp.
\end{tabular} \& Total Unemp. \& Student \& \[
\begin{aligned}
\& \text { Ret- } \\
\& \text { ire }
\end{aligned}
\] \& Yes \& No \& Yes \& No \& Home- \& Renter \& \[
\begin{gathered}
\text { Marr- } \\
\text { ied } \\
\hline
\end{gathered}
\] \& \[
\begin{aligned}
\& \text { Not } \\
\& \text { Married }
\end{aligned}
\] \\
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) \\
\hline Unweighted Base \& 2016 \& 878 \& 407 \& 259 \& 274 \& 636 \& 652 \& 728 \& 1075 \& 941 \& 98 \& 490 \& 509 \& 1507 \& 450 \& 1566 \& 1291 \& 680 \& 1049 \& 967 \\
\hline Weighted Base \& 2016 \& 764 \& 343 \& 247 \& 458 \& 834 \& 581 \& 601 \& 1100 \& 916 \& 141* \& 452 \& 547 \& 1469 \& 453 \& 1563 \& 1293 \& 682 \& 1035 \& 981 \\
\hline Have Ever Been In A Relationship (Net) \& \[
\begin{gathered}
1870 \\
93 \%
\end{gathered}
\] \& \[
\%{ }^{680} 0
\] \& \[
\%{ }_{98}^{336}
\] \& \[
\stackrel{240}{97 \%}
\] \& \[
\begin{gathered}
441 \\
96 \% \\
\hline
\end{gathered}
\] \& \[
\begin{array}{r}
771 \\
92 \%
\end{array}
\] \& - \({ }^{538}{ }_{93}\) \& \& \[
\begin{gathered}
1019 \\
\% \\
\\
\hline
\end{gathered}
\] \& \[
\% \quad \begin{gathered}
851 \\
93 \% \\
K
\end{gathered}
\] \& - \({ }^{117} 8\) \& \[
\begin{aligned}
\& 442 \\
\& \text { I } 98 \% \\
\& \text { IJK }
\end{aligned}
\] \& \[
\% \text { 95\% }
\] \& \[
{ }_{6}^{1348}{ }_{92 \%}
\] \& \[
{ }_{9}^{448}
\] \& \[
\begin{aligned}
\& 1422 \\
\& 91 \%
\end{aligned}
\] \& \[
\begin{gathered}
1234 \\
\hline \mathrm{R}
\end{gathered}
\] \& \({ }_{89}^{606}\) \& \[
\begin{gathered}
1035 \\
100 \% \\
\mathrm{~T}
\end{gathered}
\] \& 8355 \\
\hline Spend More When In A Relationship (Sub-Net) \& \({ }^{1297}\) 64\% \& . \({ }^{418} 5\) \& \[
\% \stackrel{230}{67 \%}
\] \& \[
\begin{gathered}
186 \\
\begin{array}{c}
55 \% \\
B C
\end{array}
\end{gathered}
\] \& \[
\begin{aligned}
\& 362 \\
\& 79 \% \\
\& \mathrm{BC}^{2}
\end{aligned}
\] \& \[
\% \quad 478
\] \& \[
\text { \% }{ }^{3985} \%
\] \& \[
\% \stackrel{424}{71 \%}
\] \& \[
\begin{gathered}
773 \\
\% \\
\\
\hline 70 \%
\end{gathered}
\] \& \[
\%{ }_{5}^{524} \%
\] \& \[
\% \quad 92 \%
\] \& 252\% \& \[
\% \stackrel{405}{74 \%}
\] \& \({ }^{892}\) 61\% \& \[
\underset{\mathrm{P}}{351}
\] \& 946
\(61 \%\) \& 851 66 \& 427 \(63 \%\) \& \[
\begin{gathered}
748 \\
72 \% \\
\hline
\end{gathered}
\] \& 549\% \\
\hline  \& 760
38 \& - \({ }_{3}^{232}\) \& \[
\begin{gathered}
\quad 121 \\
\% \quad 35 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 115 \\
\& 47 \% \\
\& B_{C}
\end{aligned}
\] \& \[
\begin{aligned}
\& 232 \\
\& 51 \% \\
\& B C
\end{aligned}
\] \& \[
\begin{gathered}
279 \\
\% \\
\hline
\end{gathered}
\] \& \[
\% \quad \stackrel{228}{39} \%
\] \& \[
\% \quad \begin{array}{r}
252 \\
42 \\
F
\end{array}
\] \& \[
\begin{gathered}
445 \\
40 \% \\
J L
\end{gathered}
\] \& 314
\(\%\)
\(34 \%\) \& \[
\begin{aligned}
\& 71 \\
\& \% \quad 50 \% \\
\& \hline
\end{aligned}
\] \& \[
{ }_{32}^{145}
\] \& \[
\begin{gathered}
230 \\
42 \%
\end{gathered}
\] \& 529 \& \[
\begin{gathered}
194 \\
43 \% \\
p
\end{gathered}
\] \& \({ }_{365}{ }_{36}\) \& \(\underset{\mathrm{r}}{514}\) \& 236 \({ }_{3}\) \& \({ }_{\text {4 }}^{415} \mathrm{t}\) \& 345
\(35 \%\) \\
\hline Spend more on my significant other or
partner (e.g., gifts) when partner (e.g., gift \& \({ }^{649} 3\) \& \% \({ }^{205}\) \& \[
\% \stackrel{112}{33} \mathrm{~b}
\] \& \[
\begin{aligned}
\& 86 \\
\& 35 \% \\
\& { }^{2} \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 196 \\
\& { }^{43} \% \\
\& B C
\end{aligned}
\] \& 215 \& \[
\begin{gathered}
205 \\
\underset{F}{35 \%}
\end{gathered}
\] \& \[
\% \quad{ }^{228} \%
\] \& \[
\begin{gathered}
387 \\
35 \% \\
\text { JL }
\end{gathered}
\] \& \[
\% \stackrel{262}{29 \%}
\] \& \[
\% \quad \begin{aligned}
\& 65 \\
\& \quad 46 \% \\
\& \\
\& \hline 6 L
\end{aligned}
\] \& \& \[
\% \stackrel{203}{37 \%}
\] \& \({ }^{446}\) \% \& \[
\begin{gathered}
166 \\
37 \% \\
\mathrm{p}
\end{gathered}
\] \& 483\% \& \({ }^{418}{ }_{3}{ }^{\text {\% }}\) \& 218 \({ }_{32}\) \& 357
\(34 \%\)
t \& 292\% \\
\hline Spend more on other things when in a relationship \& 293\% \& \% \({ }^{103}\) \& \% \({ }^{40} 12 \%\) \& \({ }^{32} 13 \%\) \& \[
\begin{aligned}
\& 89 \\
\& { }^{899} \% \\
\& \text { bC }
\end{aligned}
\] \& \({ }^{128}\) \& - \({ }^{88}{ }^{\circ}\) \& \% \(\begin{aligned} \& 76 \\ \& \\ \& 13 \%\end{aligned}\) \& 172 \({ }^{16}\) \& \% \(\begin{gathered}121 \\ 13 \%\end{gathered}\) \& + 21 \& \({ }^{56}\) 12\% \& \({ }^{89}\) 16\% \& 204\% \& 70\% \& 223 \& 184\% \& \({ }^{108}{ }_{16}\) \& 165
\(16 \%\) \& 128
\(13 \%\) \\
\hline Spend more on myself (e.g., personal care,
services) when in a relationship \& \[
{ }_{9 \%}^{179}
\] \& \[
\% \quad{ }^{67} \%
\] \& \[
\begin{aligned}
\& \quad 36 \\
\& \% \\
\& \hline 10 \%
\end{aligned}
\] \& 20 \& \[
\begin{aligned}
\& 48 \\
\& 10 \%
\end{aligned}
\] \& \[
{ }_{86}^{66}
\] \& \% \begin{tabular}{l}
59 \\
\hline \(10 \%\)
\end{tabular} \& \% \({ }_{9}^{54}\) \& 110 \(\begin{gathered}10 \\ \text { L }\end{gathered}\) \& - \({ }_{6}^{89}\) \& - 17 \& \({ }^{26} 6\) \& \% \(\begin{aligned} \& 71 \\ \& 13 \% \\ \& \mathrm{~N}\end{aligned}\) \& \[
{ }^{108}
\] \& \[
\begin{aligned}
\& 50 \\
\& 11 \%
\end{aligned}
\] \& 1298 \& \({ }^{116} 9\) \& \(\stackrel{61}{9 \%}\) \& 70 \& 109

1
S \\

\hline My spending does not change when in a relationship. \& 422 \& \% | 187 |
| :--- |
| $24 \%$ |
| DE | \& \[

$$
\begin{aligned}
& \left.\quad \begin{array}{c}
76 \\
22 \\
E
\end{array}\right)
\end{aligned}
$$
\] \& 40\% \& 65

$14 \%$ \& $$
\begin{aligned}
& 214 \\
& 26 \% \\
& \mathrm{GH}
\end{aligned}
$$ \& \% $\begin{gathered}104 \\ 18 \%\end{gathered}$ \& \% ${ }^{105}$ \& 179

$16 \%$ \& \[
$$
\begin{gathered}
243 \\
\% \\
{ }_{26} \%
\end{gathered}
$$

\] \& \% $\begin{aligned} & 17 \\ & 12 \%\end{aligned}$ \& \[

$$
\begin{aligned}
& 146 \\
& 32 \% \\
& \text { IJK }
\end{aligned}
$$
\] \& 72

13 \& $$
\begin{gathered}
350 \\
24 \% \\
M
\end{gathered}
$$ \& 61

$13 \%$ \& $$
\begin{gathered}
361 \\
230 \\
\hline 0
\end{gathered}
$$ \& ${ }^{286}$ \& $\stackrel{127}{19 \%}$ \& 219 \& $\xrightarrow{203}$ \\

\hline I spend less when I am in a relationship. \& $$
{ }^{151}
$$ \& \[

$$
\begin{aligned}
& \left.\quad \begin{array}{l}
75 \\
\\
\\
\\
10 \\
E
\end{array}\right) .
\end{aligned}
$$

\] \& \[

\% \quad $$
\begin{gathered}
30 \\
E^{30}
\end{gathered}
$$

\] \& 144 \& ${ }^{14} 3$ \& \[

$$
\begin{aligned}
& 80 \\
& { }^{80 \%} \\
& H^{2}
\end{aligned}
$$
\] \& - $\quad 40$ \& \% $\quad 32$ \& ${ }^{67}{ }_{6}^{6}$ \& - ${ }^{84}{ }_{1}^{4}$ \& \& 44

10

1 \& $$
\% \quad{ }_{8 \%}
$$ \& \[

{ }^{106}
\] \& ${ }_{86}{ }_{8}$ \& ${ }^{115}$ \& ${ }_{8}^{97}$ \& 52\% \& ${ }^{68} \%$ \& $83 \%$ \\

\hline N/A - I have never been in a relationship. \& $$
146
$$ \& \[

$$
\begin{gathered}
85 \\
\% \\
{ }^{1} 1 \% \\
C D E
\end{gathered}
$$

\] \& \[

\% \quad{ }_{2 \%}

\] \& 7\% \& ${ }^{17} 4$ \& \[

{ }_{63}^{63}

\] \& \[

\% \quad 43 \%

\] \& \[

\% \quad{ }^{40} \%

\] \& \[

{ }^{80}{ }_{\mathrm{L}}^{80}

\] \& \[

\%{ }_{\mathrm{K}}^{\mathrm{65}} \mathrm{~L}

\] \& \[

$$
\begin{aligned}
& 24 \\
& \% \\
& \\
& \\
& 175 \%
\end{aligned}
$$

\] \& \[

{ }^{10} 2 \%

\] \& \[

\% \quad 25

\] \& \[

$$
\begin{gathered}
121 \\
8 \% \\
M
\end{gathered}
$$

\] \& 5 \& \[

$$
\begin{gathered}
141 \\
9 \%
\end{gathered}
$$

\] \& ${ }^{60} 5$ \& \[

$$
\begin{aligned}
& 76 \\
& 11 \% \\
& \text { Q }
\end{aligned}
$$

\] \& - \& \[

$$
\begin{gathered}
146 \\
\stackrel{15}{5} \% \\
\hline
\end{gathered}
$$
\] \\

\hline
\end{tabular}


Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C/D/E - F/G/H-I/J/K/L - M/N - O/P - Q/R-S/T
Overlap formulae used. *small base

Q1510 Thinking about your spending while in a relationship (e.g. casual dating, committed relationship, marriage) compared to when you are/were not in a relationship,
Base: Have Ever Been In A Relationship

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{4}{|c|}{Region} \& \multicolumn{5}{|c|}{Age} \& \multicolumn{6}{|c|}{Male Age} \& \multicolumn{6}{|c|}{Female Age} \\
\hline \& Total \& \[
\begin{gathered}
\text { North- } \\
\text { east }
\end{gathered}
\] \& South \& \[
\underset{\text { west }}{\text { Mid- }}
\] \& West \& 18-34 \& 35-44 \& 45-54 \& 55-64 \& 65+ \& Total \& 18-34 \& 35-44 \& 45-54 \& 55-64 \& 65+ \& Total \& 18-34 \& 35-44 \& 45-54 \& 55-64 \& 65+ \\
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (0) \& (P) \& (Q) \& (R) \& (S) \& (T) \& (U) \& (V) \\
\hline Unweighted Base \& 1868 \& 472 \& 575 \& 490 \& 331 \& 386 \& 299 \& 386 \& 401 \& 396 \& 850 \& 157 \& 130 \& 180 \& 200 \& 183 \& 1018 \& 229 \& 169 \& 206 \& 201 \& 213 \\
\hline Weighted Base \& 1870 \& 401 \& 635 \& 419 \& 415 \& 497 \& 287 \& 369 \& 355 \& 362 \& 892 \& \(248 *\) \& \(141^{*}\) \& 163 \& 184 \& 156 \& 978 \& 249 \& \(146^{*}\) \& 206 \& 172 \& 206 \\
\hline Spend More When In A \& 1297\% \& 285\% \& \({ }^{423} \%\) \& 284\% \& \[
\begin{gathered}
306 \\
704 \% \\
c_{0}
\end{gathered}
\] \&  \& \[
\stackrel{204}{711 \%}
\] \& \[
{ }^{250}{ }^{280}
\] \& \[
{ }_{6 \%}^{235}
\] \& \& \[
\begin{aligned}
\& 694 \\
\& \hline 8 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 215 \\
\& \text { mOP } \\
\& \text { mop }
\end{aligned}
\] \& \({ }^{106}\) \& \[
\begin{aligned}
\& 12999 \\
\& \hline 199
\end{aligned}
\] \& \[
\begin{aligned}
\& 133 \\
\& \hline 720
\end{aligned}
\] \& \[
\begin{aligned}
\& 110 \% \\
\& 170 \%
\end{aligned}
\] \& \[
\begin{gathered}
604 \\
62 \%
\end{gathered}
\] \& \[
\begin{gathered}
200 \\
\text { STUV } \\
\hline 81 \%
\end{gathered}
\] \& \(\stackrel{97}{67 \%}\) \& \[
\begin{aligned}
\& 1229 \\
\& 59 \\
\& \mathrm{~V} \%
\end{aligned}
\] \& \(\stackrel{103}{60}\) \& \(82 \%\) \\
\hline Spend more on
experiences for both of us (e.g., dinining out entertainment, travel)
when in a relationship \& 760 \& \({ }_{43}^{174}\) \& \({ }^{237} 7\) \& \(\stackrel{173}{41 \%}\) \& \({ }^{176}\) \% \& \[
\begin{gathered}
256 \\
\begin{array}{c}
\text { 5IN } \\
\text { HIS }
\end{array}
\end{gathered}
\] \& \[
\begin{aligned}
\& 127 \\
\& \hline 44 \% \\
\& 1.5
\end{aligned}
\] \& \[
\begin{aligned}
\& \text { 148 } \\
\& \text { io io }
\end{aligned}
\] \& \& \& \({ }_{418}^{418} 8\) \& \[
\begin{aligned}
\& 140 \\
\& 57 \% \\
\& 00
\end{aligned}
\] \& \[
\begin{aligned}
\& 68 \\
\& 48 \% \\
\& 48
\end{aligned}
\] \& \[
\begin{aligned}
\& 82 \\
\& { }_{50 \%}^{80 \%}
\end{aligned}
\] \& \[
{ }_{33}^{61}
\] \& \& \[
342 \%
\] \& \[
\begin{aligned}
\& { }^{116} \\
\& \text { TUV }
\end{aligned}
\] \& \[
\frac{59}{41 \%} \mathrm{~V}
\] \& - \({ }^{66}\) \& 35\% \& \({ }_{22}^{46}\) \\
\hline \begin{tabular}{l}
Spend more on my
significant other or \\
partner (e.g., gifts) when
in a relationship \\
-
\end{tabular} \& \({ }^{649}\) \% \& \& \[
\underset{\substack{238 \%}}{\substack{23 \%}}
\] \& \({ }^{123} 29\) \& \({ }^{147} 5\) \& \[
\begin{gathered}
247 \\
0 \\
\text { GHIJ } \\
\hline 50 \%
\end{gathered}
\] \& 87\% \& \({ }_{314}^{114}\) \& \& \& \[
\begin{gathered}
372, \\
420,
\end{gathered}
\] \& \[
\begin{aligned}
\& 130 \\
\& 525 \%
\end{aligned}
\] \& \[
\underset{\substack{52 \% \\ \mathrm{~s}}}{\substack{2}}
\] \& \[
\begin{gathered}
61 \\
37 \%
\end{gathered}
\] \& \& \& \[
\begin{aligned}
\& 277 \\
\& 280
\end{aligned}
\] \& \[
\begin{aligned}
\& \quad \begin{array}{l}
117 \\
\text { stuv }
\end{array}
\end{aligned}
\] \& \(\stackrel{36}{34} \mathrm{~V}\) \& \% \& 239 \& \\
\hline Spend more on other things when in a
relationship \& \({ }_{16}^{293}\) \& 77

19\% \& 71\% \& ${ }_{15}^{64}$ \& ${ }^{81}{ }^{81}$ \& \[
{ }_{18 \%}^{91}

\] \& ${ }_{17}^{48}$ \& ${ }_{168}^{58}$ \& \& \& ${ }_{16}^{144}$ \& \[

\underset{p}{50} \underset{p}{50 \%}
\] \& 13\% \& ${ }^{36}$ \& \& \& ${ }^{149} 15$ \& ${ }_{17}^{42}$ \& $\xrightarrow{29}$ \& \% \& \& ${ }_{12}^{24}$ \\

\hline Spend more on myself Ce.e.f. personal care,

services when in a relationship \& 179\% \& ${ }^{27} \%$ \& ${ }^{53} \%$ \& ${ }_{10 \%}$ \& \&  \& $21 \%$ \& ${ }^{33} 9$ \& \& \& \[
{ }^{66 \%}

\] \& \[

$$
\begin{aligned}
& 35 \\
& 14 \%
\end{aligned}
$$
\] \& ${ }_{4 \%}^{6}$ \& \& \& \& \& cis\% \& ${ }^{15}$ \& ${ }_{11 \%}^{23}$ \& \& 7\% \\

\hline My spending does not change when

relationship. \& ${ }^{423} \mathbf{2}$ \& 94 \& ${ }^{146}$ \% \& \[
$$
\begin{gathered}
\text { 106 } \\
{ }_{e}^{5 \%}
\end{gathered}
$$

\] \& ${ }_{18}^{76}$ \& 52\% \& $\stackrel{58}{20}$ \& $\stackrel{84}{23}$ \& \& \& \[

$$
\begin{gathered}
150 \\
177 \%
\end{gathered}
$$

\] \& \[

3 \%
\] \& 21

$15 \%$ \& \[
$$
\begin{aligned}
& 29 \\
& 18 \%
\end{aligned}
$$

\] \& \& \& \[

$$
\begin{gathered}
272 \\
280 \\
K
\end{gathered}
$$
\] \& 34

$14 \%$ \& \[
$$
\begin{gathered}
37 \\
\text { Rm } \\
\text { Rm }
\end{gathered}
$$

\] \& ${ }_{\text {26 }} \times$ \& \& \[

$$
\begin{aligned}
& 92 \\
& \hline \text { TUP\% }
\end{aligned}
$$
\] \\

\hline I spend less when I am in a

relationship. \& 151 81 \& ${ }^{2} 6 \%$ \&  \& \[
{ }^{29} 9

\] \& \[

{ }_{8 \%}^{34}

\] \& \[

{ }^{24} \%

\] \& \[

{ }_{9 \%}^{25}
\] \& 35

10

10 \& \& \& $$
{ }^{49}
$$ \& \[

{ }^{10}{ }_{4 \%}

\] \& ( $\begin{aligned} & 14 \\ & 10 \% \\ & 10 \%\end{aligned}$ \& \& \& \& \[

$$
\begin{gathered}
102 \\
\substack{10 \% \\
K}
\end{gathered}
$$
\] \& ${ }^{14} 6$ \& ${ }^{11} 8$ \& 30

RN
RN \& \& \\
\hline Sigma \& ${ }_{\text {2453 }}^{13}$ \& $\xrightarrow{535}$ \& 811 $128 \%$ \& 538\% \& 569\% \& 757\% \& 366\% \& ${ }_{128}^{472}$ \& ${ }_{1}^{422}$ \& ${ }_{126}^{436}$ \& ${ }^{1198}$ \& $\xrightarrow{388} 1$ \& 179\% \& 223
137 \& 213\% \& 195 \& 1256\% \& 369
$148 \%$ \& $\underset{187}{187}$ \& ${ }_{121}^{250}$ \& 210 \& ${ }^{241}$ \\
\hline
\end{tabular}

Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C/D/E-F/G/H/IJ-K/Q-L/M/N/O/P - R/STT/U/V-L/R - M/S - N/T - O/U-P/V
Proportions/Means:Columns ested
Overlap formulae used. ${ }^{*}$ small base

Q1510 Thinking about your spending while in a relationship (e.g. casual dating, committed relationship, marriage) compared to when you are/were not in a relationship,
would you say you...? Please select all that apply.
Base: Have Ever Been In A Relationship

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{4}{|c|}{Income} \& \multicolumn{3}{|c|}{Education} \& \multicolumn{4}{|l|}{Employment Status} \& \multicolumn{2}{|l|}{Children in HH} \& \multicolumn{2}{|l|}{Parent of Child Under 18 in HH} \& \multicolumn{2}{|l|}{\(\underset{\text { Ownership }}{\text { Home }}\)} \& \multicolumn{2}{|l|}{\[
\begin{aligned}
\& \text { Marital } \\
\& \text { Status }
\end{aligned}
\]} \\
\hline \& Total \& \[
\begin{aligned}
\& \text { Less } \\
\& \text { Than } \\
\& \$ 50 \mathrm{~K}
\end{aligned}
\] \& \[
\begin{gathered}
\$ 50 \mathrm{~K} \\
\$ 74.9 \mathrm{~K}
\end{gathered}
\] \& \[
\begin{gathered}
\$ 75 \mathrm{~K} \\
\$ 99.9 \mathrm{~K}
\end{gathered}
\] \& \$100K+ \& \begin{tabular}{l}
H.S. \\
Less
\end{tabular} \& \begin{tabular}{l}
Some \\
Col.
\end{tabular} \& Col. Grad+ \& \begin{tabular}{l}
Total \\
Emp.
\end{tabular} \& Total Un- \& \[
\underset{\text { Stud- }}{\text { Stud- }}
\] \& \[
\begin{aligned}
\& \text { Ret- } \\
\& \text { ired }
\end{aligned}
\] \& Yes \& No \& Yes \& No \& Homeowner \& Renter \& \[
\underset{\text { ied }}{\text { Marr- }}
\] \& \[
\xrightarrow[\text { Married }]{\text { Not }}
\] \\
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) \\
\hline Unweighted Base \& 1868 \& 781 \& 398 \& 251 \& 266 \& 592 \& 599 \& 677 \& 998 \& 870 \& 79 \& 475 \& 4901 \& 1378 \& 444 \& 1424 \& 1230 \& 607 \& 1049 \& 819 \\
\hline Weighted Base \& 1870 \& 680 \& 336 \& 240 \& 441 \& 771 \& 538 \& 560 \& 1019 \& 851 \& 117* \& 442 \& 5221 \& 1348 \& 448 \& 1422 \& 1234 \& 606 \& 1035 \& 835 \\
\hline Spend More When In A Relationship (Net) \& \[
\begin{array}{r}
1297 \\
69 \%
\end{array}
\] \& \[
\% \quad 418
\] \& \[
\% \quad \begin{gathered}
230 \\
68 \% \\
b
\end{gathered}
\] \& \[
\begin{aligned}
\& 186 \\
\& 7 \% \\
\& \text { BC }
\end{aligned}
\] \& \[
\begin{aligned}
\& 362 \\
\& 82 \% \\
\& B C
\end{aligned}
\] \& \[
\begin{gathered}
478 \\
62 \%
\end{gathered}
\] \& \[
\% \quad 395 \%
\] \& \[
\% \quad \stackrel{424}{76} \%
\] \& \[
\begin{gathered}
\left.\quad \begin{array}{c}
773 \\
76 \% \\
J L
\end{array}\right)
\end{gathered}
\] \& \[
\%{ }_{624}^{524}
\] \&  \& \[
\%
\] \& \[
\begin{gathered}
405 \\
\% \\
\hline 88 \% \\
N
\end{gathered}
\] \& \[
{ }_{66 \%}^{692}
\] \& \[
\begin{gathered}
351 \\
\underset{P}{88 \%}
\end{gathered}
\] \& \[
{ }_{6}^{946} \%
\] \& \[
\begin{gathered}
851 \\
69 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 427 \\
\& 70 \%
\end{aligned}
\] \& \[
\begin{gathered}
748 \\
\\
\\
\\
\hline 12 \%
\end{gathered}
\] \& 549\% \\
\hline Spend more on experiences for both of us (e.g., dining out, entertainment, travel)
when in a relationship \& 760
\(41 \%\) \& 232\% \& \% \({ }^{121} 36\) \& \[
\begin{aligned}
\& 115 \\
\& { }^{88} \% \\
\& \text { BC }
\end{aligned}
\] \& \[
\begin{aligned}
\& 232 \\
\& 53 \% \\
\& B C
\end{aligned}
\] \& \[
{ }_{36 \%}^{279}
\] \& \[
\begin{gathered}
228 \\
\% \\
\hline
\end{gathered}
\] \& \[
\% \quad \begin{gathered}
252 \\
45
\end{gathered}
\] \& \[
\% \stackrel{445}{44 \%}
\] \& \[
\% \underset{\mathrm{3}}{314} \mathrm{~L}
\] \& \[
\begin{gathered}
\quad 71 \\
\% \\
\hline \\
\\
\hline 101 \%
\end{gathered}
\] \& \[
\%{ }^{145}{ }_{33}^{2}
\] \& \({ }^{230} 44 \%\) \& 529 \& \({ }^{194} 4\) \& 565 \({ }^{\text {a }}\) \% \& \({ }^{514} 42\) \& 236\% \& 415 \& 345
\(41 \%\) \\
\hline Spend more on my significant other or partner (e.g.,., gifts) when in a relationship \& 649 \({ }^{35}\) \& \({ }^{205}\) \& \% \({ }^{112} 3\) \& \({ }_{36}^{86}\) \& \[
\begin{aligned}
\& 196 \\
\& { }_{44 \%} \\
\& B C
\end{aligned}
\] \& \({ }^{215}\) \& \[
\begin{gathered}
205 \\
\% \\
\hline
\end{gathered}
\] \& \[
\% \quad \begin{gathered}
229 \\
41 \% \\
F
\end{gathered}
\] \& \[
\begin{gathered}
387 \\
\% \\
\hline 38 \% \\
J L
\end{gathered}
\] \& \[
{ }_{\%}^{262}
\] \& \[
\begin{aligned}
\& \quad \begin{array}{l}
65 \\
\% \\
\text { 56L } \\
\text { IJL }
\end{array}
\end{aligned}
\] \& \[
\%{ }_{\%}^{112}{ }_{25 \%}
\] \& \[
\begin{gathered}
203 \\
6 \\
\mathrm{n} \\
\mathrm{n}
\end{gathered}
\] \& 446 33 \& 166 37 \& \({ }_{34 \%}\) \& 418 34 \& 218 \({ }_{36}\) \& 357 \& 292 35 \\
\hline Spend more on other things when in a relationship \& 293\% \& \[
\begin{aligned}
\& 103 \\
\& 15 \%
\end{aligned}
\] \& \% \(\quad 120\) \& 32 \(13 \%\) \& \[
\begin{aligned}
\& 89 \\
\& { }^{80} \% \\
\& \hline
\end{aligned}
\] \& 128
\(17 \%\) \& - \({ }^{88}{ }^{6}\) \& \% \begin{tabular}{l}
76 \\
\hline \(14 \%\)
\end{tabular} \& - \(\begin{gathered}172 \\ 17 \% \\ 1\end{gathered}\) \& \% \(\begin{aligned} \& 121 \\ \& 14 \%\end{aligned}\) \& \% \(\begin{aligned} \& 21 \\ \& 18 \%\end{aligned}\) \& - \({ }^{56}\) \& 89\% \& 204 \(15 \%\) \& 70
\(16 \%\) \& 223 \({ }_{16 \%}\) \& 184
\(15 \%\) \& 108
\(18 \%\) \& 165
\(16 \%\) \& 128\% \\
\hline Spend more on myself (e.g., personal care, services) wh
relationship \& 179 \({ }^{10}\) \& + \(\begin{aligned} \& 67 \\ \& 10 \%\end{aligned}\) \& \% \({ }^{36} 11 \%\) \& \({ }^{20} 8\) \& \({ }_{11 \%}{ }^{1}\) \& \& - \(\quad \begin{aligned} \& 59 \\ \& 11 \%\end{aligned}\) \& \% \({ }^{54}\) \& - \({ }_{\text {c }}^{110} 10\) \& - \({ }_{8}^{89}\) \& \% \begin{tabular}{l}
17 \\
\hline 15 \\
\hline
\end{tabular} \& - \({ }^{26} 6\) \& ( \({ }_{\text {71 }}^{11} \times\) \& \({ }^{108} 8\) \& 50
\(11 \%\) \& \({ }^{129} 9\) \& \({ }^{116} 9\) \& 61
\(10 \%\) \& 70\% \& 109

13
S \\

\hline My spending does not change when in a relationship. \& $$
422 \%
$$ \& \[

$$
\begin{gathered}
187 \\
\% \\
\begin{array}{c}
28 \% \\
\mathrm{DE}
\end{array}
\end{gathered}
$$

\] \& \[

\% \quad{ }_{2}^{76} \%

\] \& 40\% \& 65\% \& \[

$$
\begin{aligned}
& 214 \\
& \text { 28\% } \\
& \mathrm{GH}
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
104 \\
\hline
\end{gathered}
$$

\] \& \[

\% \quad 105 \%
\] \& - $\begin{gathered}179 \\ 18 \%\end{gathered}$ \&  \& \% $\begin{aligned} & 17 \\ & 14 \%\end{aligned}$ \& ( $\begin{aligned} & 146 \\ & 33 \% \\ & \text { IJK }\end{aligned}$ \& 72 \& 350

$26 \%$
$M$ \& 61

$14 \%$ \& $$
\begin{gathered}
361 \\
25 \% \\
0
\end{gathered}
$$ \& ${ }^{286}$ 23\% \& ${ }^{127}$ \& 219 21 \& 203

$24 \%$ \\

\hline I spend less when I am in a relationship. \& $$
{ }_{8 \%}^{151}
$$ \& \[

$$
\begin{aligned}
& 75 \\
& 1 \% \\
& 11 \%
\end{aligned}
$$

\] \& \[

\% \quad{ }^{30} \%

\] \& \[

{ }^{14} 6

\] \& \[

{ }_{3 \%}^{14}

\] \& \[

$$
\begin{aligned}
& 80 \\
& 10 \% \\
& \mathrm{H}^{2}
\end{aligned}
$$

\] \& \[

{ }^{40} \%

\] \& \[

\% \quad 32 \%

\] \& \[

\% \quad{ }^{67} \%

\] \& \[

$$
\begin{aligned}
& 84 \\
& \% \quad 10 \%
\end{aligned}
$$

\] \& \[

\% \quad 8_{7}^{7}

\] \& \[

\% \quad 14 \%

\] \& \[

\% \quad{ }_{9}^{45}

\] \& \[

{ }^{106}

\] \& ${ }^{36} 8$ \& \[

{ }^{115}
\] \& ${ }^{97}$ \& ${ }^{52} \%$ \& ${ }^{68}$ \& 83

10
S \\

\hline Sigma \& $$
\begin{gathered}
2453 \\
131 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 869 \\
& \% \quad 128 \%
\end{aligned}
$$

\] \& \[

\%{ }_{124 \%}^{415}

\] \& \[

$$
\begin{aligned}
& 308 \\
& 128 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 643 \\
& 146 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 981 \\
& 127 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 724 \\
& \hline 135 \%
\end{aligned}
$$

\] \& \[

\%{ }_{133 \%}^{748}

\] \& \[

$$
\begin{aligned}
& 1361 \% \\
& \% 134 \%
\end{aligned}
$$

\] \& \[

\%{ }_{1}^{1092} 128 \%

\] \& \[

\%{ }_{1708}

\] \& \[

$$
\begin{gathered}
529 \\
\% \\
\hline 120 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
709 \\
6 \\
\hline 136 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 1744 \\
& 129 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 577 \\
& 129 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1876 \\
132 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
1615 \\
131 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 802 \\
& 132 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1294 \\
125 \%
\end{gathered}
$$
\] \& 1160

$139 \%$ \\
\hline
\end{tabular}

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \& \& \multicolumn{4}{|c|}{Region} \& \multicolumn{5}{|c|}{Age} \& \multicolumn{6}{|c|}{Male Age} \& \multicolumn{6}{|c|}{Female Age} \\
\hline \& \[
\frac{\text { Total }}{(\mathbf{A})}
\] \& \[
\frac{\begin{array}{c}
\text { North- } \\
\text { east }
\end{array}}{(\text { (B) }}
\] \& \[
\frac{\text { South }}{(\mathbf{C})}
\] \& \begin{tabular}{l}
\(\underset{\text { west }}{\text { Mid- }}\) \\
(D)
\end{tabular} \& \[
\frac{\text { West }}{(\mathbf{E})}
\] \& \[
\frac{18-34}{(F)}
\] \& \[
\frac{35-44}{(\mathbf{G})}
\] \& \[
\frac{45-54}{(\mathrm{H})}
\] \& \[
\frac{55-64}{(\text { I })}
\] \& \[
\frac{65+}{(\mathbf{J})}
\] \& \[
\frac{\text { Total }}{(\mathbf{K})}
\] \& \[
\frac{18-34}{(\mathrm{~L})}
\] \& \[
\frac{35-44}{(\mathrm{M})}
\] \& \[
\frac{45-54}{(N)}
\] \& \[
\frac{55-64}{(0)}
\] \& \[
\frac{65+}{(\mathbf{P})}
\] \& \[
\frac{\text { Total }}{(\mathbf{Q})}
\] \& \[
\frac{18-34}{(\mathrm{R})}
\] \& \[
\frac{35-44}{(S)}
\] \& \[
\frac{45-54}{(T)}
\] \& \[
\frac{55-64}{(\mathrm{U})}
\] \& \[
\frac{65+}{(\mathrm{V})}
\] \\
\hline Unweighted Base \& 2016 \& 512 \& 609 \& 526 \& 369 \& 457 \& 327 \& 411 \& 415 \& 406 \& 926 \& 190 \& 149 \& 192 \& 208 \& 187 \& 1090 \& 267 \& 178 \& 219 \& 207 \& 219 \\
\hline Weighted Base \& 2016 \& 431 \& 684 \& 443 \& 459 \& 585 \& 309 \& 384 \& 369 \& 368 \& 970 \& 292 \& 157* \& 171 \& 193 \& 158 \& 1046 \& 293 \& 152 \& 213 \& 176 \& 210 \\
\hline Have Ever Been In A Relationship (Net) \& 1870 \({ }_{93}\) \& \({ }^{401} \%\) \& \({ }^{635} \%\) \& \[
\underset{\mathrm{e}}{419}
\] \& 415 \({ }^{\text {90\% }}\) \& 497\% \& \[
\stackrel{287}{98 \%}
\] \& \[
\begin{gathered}
369 \\
96 \% \\
F
\end{gathered}
\] \& \[
\begin{aligned}
\& 355 \\
\& 96 \% \\
\& \hline
\end{aligned}
\] \& \[
\begin{aligned}
\& 362 \\
\& 98 \% \\
\& \text { FG }
\end{aligned}
\] \& \({ }^{892} 9\) \& 2488\% \& 1419\% \& \[
\begin{gathered}
163 \\
95 \% \\
L
\end{gathered}
\] \& \[
\stackrel{184}{95 \%}
\] \& \[
\begin{aligned}
\& 156 \\
\& { }^{99} \%
\end{aligned}
\] \& \({ }_{948}^{978}\) \& 249 85 \& \[
\stackrel{146}{96 \%}
\] \& \[
\begin{gathered}
206 \\
97 \%
\end{gathered}
\] \& \[
\begin{gathered}
172 \\
97 \% \\
\mathrm{R}
\end{gathered}
\] \& \[
\underset{\mathrm{R}}{206 \%}
\] \\
\hline Anything (Sub-Net) \& \[
{ }_{82 \%}^{1659}
\] \& \({ }^{359}\) 83\% \& 555 \({ }_{81}\) \& \({ }^{375}\) \& \[
\begin{gathered}
370 \\
81 \%
\end{gathered}
\] \& \[
\begin{gathered}
471 \\
81 \%
\end{gathered}
\] \& \[
\stackrel{267}{87 \%}
\] \& \[
\begin{gathered}
331 \\
\begin{array}{c}
86 \% \\
\text { fJ }
\end{array}
\end{gathered}
\] \& \[
\begin{aligned}
\& 323 \\
\& \begin{array}{c}
87 \% \\
\text { FJ }
\end{array}
\end{aligned}
\] \& \({ }^{266}\) \& \[
\begin{gathered}
851 \\
88 \%
\end{gathered}
\] \& 242 \({ }_{8}\) \& 133 \& \[
\begin{gathered}
155 \\
91 \% \\
\mathrm{t}
\end{gathered}
\] \& \[
\begin{gathered}
176 \\
9 \% \\
\text { 1u }
\end{gathered}
\] \& \[
\begin{gathered}
144 \\
92 \% \\
\text { |V }
\end{gathered}
\] \& \({ }^{808} 77\) \& \[
\stackrel{229}{\stackrel{78}{\mathrm{~V}} \mathrm{~V}}
\] \& \[
\begin{aligned}
\& 134 \\
\& \text { RV } \\
\& \text { RV }
\end{aligned}
\] \& \[
\begin{gathered}
176 \\
83 \% \\
V
\end{gathered}
\] \& \[
\begin{gathered}
147 \\
83 \%
\end{gathered}
\] \& 122
58 \\
\hline Less than \$50 \& \[
\begin{gathered}
356 \\
18 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 74 \% \\
\& 17 \%
\end{aligned}
\] \& \[
\begin{gathered}
119 \\
17 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 91 \% \\
\& 21 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 72 \\
\& 16 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 87 \\
\& 15 \%
\end{aligned}
\] \& \[
\begin{gathered}
67 \\
22 \% \\
f
\end{gathered}
\] \& \[
\begin{aligned}
\& 67 \\
\& 17 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 64 \\
\& 17 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 70 \\
\& 19 \%
\end{aligned}
\] \& \[
\begin{gathered}
111 \\
11 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& \text { 10\% } \\
\& \hline 1
\end{aligned}
\] \& \[
\begin{aligned}
\& 24 \\
\& 15 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 17 \\
\& 10 \%
\end{aligned}
\] \& 25
\(13 \%\) \& \[
\begin{aligned}
\& 18 \\
\& 11 \%
\end{aligned}
\] \& \[
\begin{gathered}
245 \\
{ }_{K}^{23 \%}
\end{gathered}
\] \& \[
\begin{gathered}
60 \\
\text { 20\% }
\end{gathered}
\] \& \[
\begin{aligned}
\& { }^{24} \\
\& 29 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 50 \\
\& { }^{23 \%} \% \\
\& N
\end{aligned}
\] \& 40
\(22 \%\)
0 \& \[
\begin{aligned}
\& \text { 52 } \\
\& 25 \% \\
\& \hline
\end{aligned}
\] \\
\hline \$50 Or More (Sub-Sub-Net) \& \[
{ }^{1303}
\] \& \[
{ }^{285}
\] \& \({ }_{64}^{435}\) \& \[
{ }_{64 \%}^{284}
\] \& \[
{ }_{65 \%}^{298}
\] \& \[
\begin{gathered}
384 \\
66 \% \\
j
\end{gathered}
\] \& \[
\begin{gathered}
200 \\
65 \%
\end{gathered}
\] \& \[
{ }_{695}^{265}
\] \& \[
\stackrel{259}{70 \%}
\] \& 196\% \& \[
\begin{gathered}
740 \\
\mathbf{7 6 \%}
\end{gathered}
\] \& \[
\begin{gathered}
214 \\
\underset{R}{313 \%}
\end{gathered}
\] \& 110\% \& \[
\begin{aligned}
\& { }^{138} \\
\& 81 \% \\
\& \mathrm{mT}
\end{aligned}
\] \& \[
\begin{gathered}
151 \\
\underset{U 8 \%}{ }
\end{gathered}
\] \& \[
\begin{aligned}
\& 127 \\
\& 80 \% \\
\& \mathrm{mV}
\end{aligned}
\] \& \({ }_{54}^{563}\) \& \[
\begin{aligned}
\& 169 \\
\& 58 \% \\
\& \bigvee
\end{aligned}
\] \& \[
\begin{aligned}
\& 91 \\
\& 60 \% \\
\& \mathrm{~V}
\end{aligned}
\] \& \[
\begin{gathered}
126 \\
59 \% \\
V
\end{gathered}
\] \& 107
\(61 \%\)
\(V\) \& \({ }_{33}^{69}\) \\
\hline \$50 to \$99 \& \({ }^{459}\) 23\% \& 88\% \& 164
\(24 \%\) \& \[
\begin{aligned}
\& 120 \\
\& 27 \% \\
\& \mathrm{bE}
\end{aligned}
\] \& 879\% \& \({ }^{141} 24 \%\) \& 610\% \& 89\% \& 96\% \& 73 \& \({ }_{2}^{236}\) \& 73
\(25 \%\) \& 27\% \& \({ }^{46}\) \% \& \[
\begin{aligned}
\& 54 \\
\& 28 \% \\
\& \mathrm{~m}
\end{aligned}
\] \& \({ }^{336}\) \& \({ }^{223}\) \& 67\% \& 34\% \& 430\% \& 413\% \& 37
\(18 \%\) \\
\hline \[
\begin{aligned}
\& \$ 100 \text { Or More } \\
\& \text { (Sub-Sub-Sub-Net) }
\end{aligned}
\] \& \[
\stackrel{844}{42 \%}
\] \& \[
\begin{gathered}
197 \\
46 \% \\
\mathrm{D}
\end{gathered}
\] \& \[
\stackrel{272}{ }{ }_{40 \%}
\] \& \[
\begin{gathered}
164 \\
37 \%
\end{gathered}
\] \& \[
\begin{gathered}
211 \\
46 \% \\
D
\end{gathered}
\] \& \[
\begin{gathered}
243 \\
42 \% \\
j
\end{gathered}
\] \& \[
\begin{gathered}
139 \\
45 \%
\end{gathered}
\] \& \[
\begin{gathered}
176 \\
46 \%
\end{gathered}
\] \& \[
\begin{gathered}
163 \\
44 \% \\
\hline
\end{gathered}
\] \& \({ }^{123} 3\) \& \[
\begin{aligned}
\& 504 \\
\& 52 \% \\
\& \mathrm{Q}
\end{aligned}
\] \& \[
\begin{gathered}
141 \\
48 \% \\
R
\end{gathered}
\] \& \[
\begin{aligned}
\& 83 \\
\& 53 \% \\
\& S^{2}
\end{aligned}
\] \& \[
\begin{aligned}
\& 93 \\
\& \frac{54}{T} \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 97 \\
\& 50 \% \\
\& \hline
\end{aligned}
\] \& \[
\begin{aligned}
\& 91 \\
\& 58 \% \\
\& \text { V }
\end{aligned}
\] \& \({ }_{33}^{340}\) \& \[
\begin{gathered}
102 \\
35 \% \\
V
\end{gathered}
\] \& 56
\(37 \%\) \& \[
\begin{aligned}
\& 83 \\
\& 39 \% \\
\& \text { V }
\end{aligned}
\] \& 66
\(37 \%\) \& 32\% \\
\hline \$100 to \$299 \& 584\% \& \({ }^{125} 29\) \& 209
\(31 \%\) \& \({ }^{118} 27 \%\) \& \({ }^{133} 29\) \& \[
\begin{gathered}
169 \\
29 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 115 \\
\& 37 \% \\
\& \text { fhJ }
\end{aligned}
\] \& \[
\begin{gathered}
111 \\
\stackrel{29}{J} \%
\end{gathered}
\] \& \[
\begin{gathered}
116 \\
31 \% \\
j
\end{gathered}
\] \& 740\% \& \[
\begin{gathered}
339 \\
{ }_{Q}^{5} \%
\end{gathered}
\] \& 90 \({ }^{1}\) \% \& \[
\begin{aligned}
\& 71 \\
\& 45 \% \\
\& \text { LoS }^{2}
\end{aligned}
\] \& \[
\begin{gathered}
59 \\
35 \% \\
t
\end{gathered}
\] \& 34\% \& \[
\begin{aligned}
\& 55 \\
\& 35 \% \\
\& V
\end{aligned}
\] \& \({ }_{246}^{24 \%}\) \& \(\stackrel{79}{27 \%}\) \& \(\stackrel{44}{29 \%}\) \& \(\mathrm{V}^{51}\) \& \(\mathrm{V}^{52}\) \& \({ }^{19} 9\) \\
\hline \begin{tabular}{l}
\$300 Or More \\
(Sub-Sub-Sub-Sub-
\end{tabular} \& 260 \(13 \%\) \& \[
\begin{aligned}
\& 73 \\
\& 17 \% \\
\& C D
\end{aligned}
\] \& \({ }^{63}\) \& \({ }^{46} 10\) \& \[
\begin{gathered}
78 \\
17 \% \\
\text { CD }
\end{gathered}
\] \& \[
\begin{gathered}
\begin{array}{c}
74 \\
13 \% \\
\mathrm{~g}
\end{array}
\end{gathered}
\] \& 24\% \& \[
\begin{aligned}
\& 65 \\
\& \frac{17}{17 \%} \\
\& \hline
\end{aligned}
\] \& \[
\begin{aligned}
\& 47 \\
\& 13 \% \\
\& \mathrm{~g} \%
\end{aligned}
\] \& \[
\begin{gathered}
49 \\
{ }_{4}^{33 \%} \\
\mathrm{~g}
\end{gathered}
\] \& \[
\begin{gathered}
166 \\
\substack{17 \%}
\end{gathered}
\] \& \[
\begin{gathered}
52 \\
\text { MR } \\
\hline
\end{gathered}
\] \& 12\% \& \[
\begin{aligned}
\& 33 \\
\& 19 \% \\
\& \mathrm{M}^{2}
\end{aligned}
\] \& \[
\begin{gathered}
33 \\
17 \% \\
M^{7} \%
\end{gathered}
\] \& \[
\begin{gathered}
36 \\
{ }_{23}{ }^{2} \%
\end{gathered}
\] \& \({ }_{9}^{94}\) \& 23 8 \% \& 12\% \& \[
\begin{gathered}
32 \\
\text { 15\% } \\
\text { rsuV }
\end{gathered}
\] \& 14 8 \& 14\% \\
\hline \$300 to \$499 \& \[
{ }_{9 \%}^{186}
\] \& \[
4_{9 \%}^{40}
\] \& \[
{ }^{53}{ }_{8 \%}
\] \& \[
{ }^{33}
\] \& \[
\begin{aligned}
\& 59 \\
\& 13 \% \\
\& \text { CD }
\end{aligned}
\] \& \[
43
\] \& \[
{ }^{19} 6 \%
\] \& \[
\begin{aligned}
\& 51 \\
\& 13 \% \\
\& F G
\end{aligned}
\] \& \({ }^{34} 9\) \& \[
\begin{aligned}
\& 38 \\
\& 10 \%
\end{aligned}
\] \& \[
\begin{gathered}
116 \\
12 \% \\
1 .
\end{gathered}
\] \& \[
\begin{gathered}
30 \\
10 \% \\
\mathrm{r}
\end{gathered}
\] \& \({ }_{5}^{8}\) \& \[
\begin{aligned}
\& 29 \\
\& \begin{array}{l}
17 \% \\
M
\end{array}
\end{aligned}
\] \& \[
\begin{aligned}
\& 25 \\
\& 13 \% \\
\& \text { mU }
\end{aligned}
\] \& \[
\begin{gathered}
25 \\
16 \% \\
\text { MV }
\end{gathered}
\] \& \({ }^{70} 7\) \& 14 \({ }^{\text {\% }}\) \& 12\% \& \[
\begin{gathered}
22 \\
11 \% \\
r
\end{gathered}
\] \& 5\% \& 12\% \\
\hline \$500 to \$999 \& \({ }_{34}{ }^{3}\) \& \[
\begin{aligned}
\& 20 \\
\& 5 \% \\
\& C
\end{aligned}
\] \& 8 \& 11 \({ }_{2 \%}\) \& 15

c \& ${ }^{17} 3$ \& ${ }_{1}^{4}$ \& ${ }^{13} 3$ \& ${ }^{13} 3$ \& ${ }_{2 \%}$ \& $$
\begin{gathered}
36 \\
{ }_{Q}^{4} \%
\end{gathered}
$$ \& 13

5 \& ${ }_{3}^{4}$ \& $\stackrel{4}{2 \%}$ \& 8 \& $\mathrm{V}^{7} \mathrm{4}$ \& ${ }^{17}$ \& ${ }_{1 \%}$ \& - \& $$
\mathrm{rrv}^{9} \%
$$ \& ${ }^{2} \mathrm{~V}$ \& - \\

\hline \$1,000 or more \& ${ }^{21} \%$ \& \[
$$
\begin{gathered}
13 \\
C D e \\
C
\end{gathered}
$$

\] \& 2 \& 2\% \& ${ }_{1 \%}$ \& \[

$$
\begin{gathered}
{ }^{14}{ }_{2}^{2} \% \\
\mathrm{GH}
\end{gathered}
$$
\] \& \& $\stackrel{1}{*}$ \& 1 \& 5

$1 \%$
9 \& ${ }_{1}^{13}$ \& 3\% \& - \& 1 \& * \& ${ }_{2 \%}$ \& ${ }^{7} \%$ \& ${ }_{2 \%}^{6}$ \& - \& \& * \& $1 \%$ \\

\hline Nothing \& $$
\begin{gathered}
211 \\
10 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 42 \\
& 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 81 \\
& 12 \%
\end{aligned}
$$
\] \& 43

$10 \%$ \& \[
$$
\begin{aligned}
& 45 \\
& 10 \%
\end{aligned}
$$

\] \& \[

{ }^{26} 4 \%

\] \& \[

{ }^{19} 6 \%

\] \& \[

$$
\begin{aligned}
& 38 \\
& 10 \% \\
& 10 \%
\end{aligned}
$$

\] \& \& \[

$$
\begin{gathered}
95 \\
926 \% \\
\mathrm{GHI}
\end{gathered}
$$

\] \& \[

{ }_{41}^{4 \%}

\] \& ${ }_{2 \%}^{6}$ \& $\stackrel{8}{5 \%}$ \& $\stackrel{8}{5 \%}$ \& 8 \& \[

$$
\begin{gathered}
11 \\
{ }_{\mathrm{L}} \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
170 \\
\begin{array}{c}
16 \% \\
K
\end{array}
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
19 \\
7 \\
1
\end{gathered}
$$

\] \& ${ }^{11} \%$ \& \[

$$
\begin{aligned}
& 30 \\
& 14 \% \\
& \text { RN }^{2}
\end{aligned}
$$

\] \& \& \[

$$
\begin{aligned}
& 84 \\
& 840 \% \\
& \text { TUP }
\end{aligned}
$$
\] \\

\hline N/A - I have never been in a relationship. \& 146\% \& 30\% \& 48\% \& 24\% \& $$
\begin{aligned}
& 44 \\
& \text { 100\% } \\
& \text { d }
\end{aligned}
$$ \& \[

$$
\begin{gathered}
88 \\
\text { GHIJ } \\
\text { GH2 }
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
22 \\
7 \\
J
\end{gathered}
$$

\] \& 15 ${ }^{4}$ \& 14\% \& \[

{ }_{2 \%}^{6}

\] \& ${ }^{78}$ \& \[

$$
\begin{gathered}
44 \\
\text { NOP } \\
\text { NOP }
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 16 \\
& \begin{array}{l}
10 \% \\
\text { P }
\end{array}
\end{aligned}
$$

\] \& ${ }_{5}^{8} \%$ \& 5\% \& \[

$$
\begin{aligned}
& 2 \\
& 1 \%
\end{aligned}
$$

\] \& \[

{ }_{6 \%}^{67}

\] \& \[

$$
\begin{gathered}
4_{5}^{5} \% \\
\text { STUV }
\end{gathered}
$$
\] \& 7 \& ${ }_{3 \%}^{7}$ \& 5\% \& $\stackrel{4}{2 \%}$ \\

\hline Sigma \& $$
\begin{gathered}
2016 \\
100 \%
\end{gathered}
$$ \& \[

$$
\begin{aligned}
& 431 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 684 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 443 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 459 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 585 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 309 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 384 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 369 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 368 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 970 \\
& \text { 100\% }
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 292 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 157 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 171 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 193 \\
& 100 \%
\end{aligned}
$$
\] \& 158

$100 \%$ \& \[
$$
\begin{aligned}
& 1046 \\
& , 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 293 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 152 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 213 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 176 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 210 \\
& 100 \%
\end{aligned}
$$
\] \\

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%$, 10\% risk level) - B/C/D/E - F/G/H/I/J-K/Q - L/M/N/O/P - R/STT/U/V - L/R - M/S - N/T - O/U-P/V
Overlap formulae used. ${ }^{*}$ small base


[^3]|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { North- } \\ \text { east } \end{gathered}$ | South | $\underset{\text { Mest }}{\text { Mid- }}$ | West | 18-34 |  | 45-54 | 55-64 | ${ }^{65+}$ |  |  | 35-44 |  |  | 65+ |  | $18-34$ | 35-44 | 45-54 |  | 65+ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 186 | 472 | 575 | 490 | 331 | 386 | 299 | 386 | 401 | 396 | 850 | 157 | 130 | 180 | 200 | 183 | 1018 | 229 | 169 | 206 | 201 | 213 |
| Weighted Base | 1870 | 401 | 635 | 419 | 415 | 497 | 287 | 369 | 355 | 362 | 892 | $248 *$ | $141^{*}$ | 163 | 184 | 156 | 978 | 249 | $146 *$ | 206 | 172 | 206 |
| Anything (Net) | 16599\% | ${ }_{90 \%}^{359}$ | $555$ | ${ }_{90 \%}^{375}$ | $\begin{gathered} 370 \\ 89 \% \end{gathered}$ | $\begin{aligned} & 471 \\ & \text { Hi5\% } \\ & \text { HiJ } \end{aligned}$ | $\begin{gathered} 267 \\ 93 \% \end{gathered}$ | $\begin{gathered} 331 \\ 90 \% \end{gathered}$ | $\begin{gathered} 323 \\ 91 \% \\ j \end{gathered}$ | ${ }^{266}$ | $\begin{aligned} & 851 \\ & 95 \% \end{aligned}$ | $\begin{gathered} 242 \\ 98 \% \\ \mathrm{pr} \end{gathered}$ | $\begin{aligned} & 133 \\ & 94 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & 95 \% \\ & \hline \end{aligned}$ | $\stackrel{176}{96 \%}$ | $\stackrel{144}{93 \%} \underset{V}{ }$ | ${ }^{808} 8$ | $\begin{aligned} & 229 \\ & 92 \% \\ & \text { tuv } \end{aligned}$ | $\stackrel{134}{92 \%}$ | $\begin{aligned} & 176 \\ & 85 \% \\ & V \end{aligned}$ | $\begin{gathered} 147 \\ \stackrel{86 \%}{V} \end{gathered}$ | 122 59 |
| Less than \$50 | $\begin{gathered} 356 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 74 \\ & 18 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 119 \\ 19 \% \end{gathered}$ | $\begin{aligned} & 91 \\ & 22 \% \end{aligned}$ | $\begin{aligned} & 72 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 87 \\ & 18 \% \end{aligned}$ | ${ }_{23}^{63}$ | $\begin{aligned} & 67 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 64 \\ & 18 \% \\ & \end{aligned}$ | $\begin{aligned} & 70 \% \\ & 19 \% \end{aligned}$ | $\begin{gathered} 111 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 28 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 24 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 17 \\ & 10 \% \end{aligned}$ | 25 ${ }^{13}$ | $18 \%$ | $\stackrel{245}{\stackrel{2}{25 \%}}$ | $\begin{gathered} \text { 240 } \\ \text { 24\% } \end{gathered}$ | $\begin{aligned} & 44 \\ & 30 \% \\ & M \end{aligned}$ | $\begin{aligned} & 50 \\ & \frac{54}{24 \%} \\ & \hline \end{aligned}$ | 40 $23 \%$ 0 | 52 ${ }^{52}$ |
| \$50 Or More (Sub-Net) | 1303 $70 \%$ | ${ }^{285}$ | ${ }^{435}$ 69\% | 284\% | ${ }^{298}{ }^{72 \%}$ | $\begin{gathered} 384 \\ 77 \% \\ \mathrm{gJ} \end{gathered}$ | $\begin{gathered} 200 \\ \\ \hline 00 \% \end{gathered}$ | $\begin{gathered} 265 \\ 7 \\ \hline \end{gathered}$ | $\underset{J 3}{259}$ | 196 $54 \%$ | $\begin{gathered} 740 \\ 83 \% \end{gathered}$ | $\begin{gathered} 214 \\ 86 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 110 \\ \\ \\ \hline 88 \% \end{gathered}$ | $\begin{gathered} 138 \\ \quad 85 \% \\ \hline \mathrm{~T} \end{gathered}$ | $\begin{gathered} 151 \\ 82 \% \\ U^{2} \end{gathered}$ | $\begin{gathered} 127 \\ 81 \% \\ V \end{gathered}$ | ${ }_{563}{ }_{5}$ | $\begin{gathered} 169 \\ 68 \% \\ \boxed{V} \end{gathered}$ | $\begin{aligned} & 91 \\ & 62 \% \\ & V \end{aligned}$ | 126 $V 1 \%$ $V$ | $\begin{gathered} 107 \\ 63 \% \\ V \end{gathered}$ | 69 ${ }^{69}$ |
| \$50 to \$99 | 459 25 | ${ }^{82}{ }^{2} \%$ | $\begin{gathered} 164 \\ 26 \% \end{gathered}$ | $\begin{aligned} & 120 \\ & 29 \% \\ & \text { be } \end{aligned}$ | ${ }_{27}^{87 \%}$ | $\begin{gathered} 141 \\ 28 \% \end{gathered}$ | 21\% | $8{ }^{89}$ | 26\% ${ }^{9}$ | 73 20\% | 236 ${ }_{26}$ | 739\% | 27 $19 \%$ | 46\% | 54 30\% $m$ | ${ }^{336}$ | ${ }_{223}^{23 \%}$ | 27\% $\substack{\text { 27 }}$ | 34\% | ${ }^{43}$ 21\% | 24\% | 37 $18 \%$ |
| $\begin{aligned} & \text { \$100 Or More } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | $\stackrel{844}{45 \%}$ | $\begin{gathered} \text { 1997 } \\ \text { Dis } \end{gathered}$ | ${ }^{272} 43 \%$ | $\begin{gathered} 164 \\ 39 \% \end{gathered}$ | $\begin{gathered} 211 \\ 51 \% \\ \text { CD } \end{gathered}$ | $\begin{gathered} 243 \\ 49 \% \end{gathered}$ | $\begin{aligned} & 139 \\ & 48 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 176 \\ 48 \% \end{gathered}$ | $\begin{gathered} 163 \\ 46 \% \\ j \end{gathered}$ | ${ }_{34}^{123}$ | $\begin{gathered} 504 \\ 57 \% \\ Q \end{gathered}$ | $\begin{gathered} 141 \\ 57 \% \\ \mathrm{R} \end{gathered}$ | $\begin{aligned} & 83 \\ & 599 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 93 \\ & 57 \% \\ & \hline T \end{aligned}$ | $\begin{aligned} & 97 \\ & 53 \% \\ & \hline \end{aligned}$ | $\begin{aligned} & 91 \\ & 59 \% \\ & { }^{99 \%} \end{aligned}$ | ${ }^{340} 3$ | $\begin{gathered} 102 \\ 41 \% \\ \mathrm{~V} \end{gathered}$ | $\begin{aligned} & 56 \\ & 39 \% \\ & \hline \end{aligned}$ | 83 V V | 368\% | 32\% |
| \$100 to \$299 | 5834 | $\begin{gathered} 125 \\ 31 \% \end{gathered}$ | ${ }_{33}^{209}$ | ${ }_{28 \%}^{118}$ | $\begin{gathered} 133 \\ 32 \% \end{gathered}$ | $\begin{gathered} 169 \\ 34 \% \\ j \end{gathered}$ | $\begin{gathered} 115 \\ 40 \% \\ \mathrm{HJ} \end{gathered}$ | $\begin{gathered} 111 \\ 30 \% \end{gathered}$ | ${ }_{33}^{116}$ | 74 | $\begin{gathered} 339 \\ 38 \% \end{gathered}$ |  | $\begin{gathered} 71 \\ \text { InOPS } \end{gathered}$ | $\begin{gathered} 59 \\ 36 \% \\ t \end{gathered}$ | 64\% | $\begin{aligned} & 55 \\ & 36 \% \\ & \text { V } \end{aligned}$ | 246\% | $\begin{aligned} & 79 \\ & 32 \% \\ & \mathrm{~V} \end{aligned}$ | $\begin{aligned} & 44 \\ & 30 \% \\ & V \end{aligned}$ | $\mathrm{V}^{51}$ | 52\% | ${ }^{19} 9$ |
| $\$ 300$ Or More (Sub-Sub-Sub-Net) | 260\% | $\begin{aligned} & 73 \\ & { }^{18} \% \\ & \text { CD } \end{aligned}$ | 63 $10 \%$ | 46\% | $\begin{aligned} & 78 \\ & 19 \% \\ & \text { CD } \end{aligned}$ | $\begin{aligned} & 74 \\ & 15 \% \\ & 15 \% \end{aligned}$ | 24\% | $\begin{aligned} & 65 \\ & 18 \% \\ & 18 \% \end{aligned}$ | 13\% | $\begin{gathered} 49 \\ 14 \% \\ \mathrm{~g} \end{gathered}$ | $\begin{gathered} 166 \\ 19 \% \\ Q \end{gathered}$ | $\begin{gathered} 52 \\ 2{ }_{21} \% \\ M R \end{gathered}$ | 12\% | $\begin{aligned} & 33 \\ & 20 \% \\ & M \end{aligned}$ | $\begin{aligned} & 33 \\ & 18 \% \\ & \mathrm{mU} \end{aligned}$ | $\begin{gathered} 36 \\ { }_{23}^{3} \% \\ M V \end{gathered}$ | 94\% | ${ }^{23} 9$ | 12\% | 32 $15 \%$ $u 5$ | ${ }^{14} 8$ | ${ }^{14} \%$ |
| \$300 to \$499 | $\begin{gathered} 186 \\ 10 \% \end{gathered}$ | $\begin{aligned} & 40 \% \\ & 10 \% \end{aligned}$ | $5_{8 \%}$ | 33\% | $\begin{gathered} 59 \\ 14 \% \\ C D \end{gathered}$ | 43\% | 19\% | $\begin{aligned} & 51 \\ & 14 \% \\ & 14 \mathrm{fG} \end{aligned}$ | $\begin{aligned} & 34 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 38 \\ & 10 \% \end{aligned}$ | $\begin{gathered} 116 \\ { }_{Q}^{13} \% \end{gathered}$ | $\begin{aligned} & 30 \\ & 12 \% \\ & \mathrm{r} \end{aligned}$ | ${ }_{5}^{8}$ | $\begin{aligned} & 29 \\ & 18 \% \\ & \mathrm{M}^{2} \end{aligned}$ | $\begin{aligned} & 25 \\ & 13 \% \\ & \text { mU } \end{aligned}$ | $\begin{gathered} 25 \\ \text { 16V }^{2} \end{gathered}$ | ${ }^{70} 7$ | ${ }^{14} 6$ | 12\% | 22 $11 \%$ | 5\% | 12\% |
| \$500 to \$999 | ${ }_{3}{ }_{3}$ | $\begin{aligned} & 20 \\ & 5 \% \\ & { }^{2} \% \end{aligned}$ | ${ }_{1 \%}$ | 11 3 \% | 15 4 C | ${ }^{17} 3$ | ${ }_{1}^{4}$ | 13 | 13 ${ }_{4}$ | 7 | $\begin{gathered} 36 \\ { }^{36} \end{gathered}$ | 13 | $\stackrel{4}{3 \%}$ | ${ }_{2 \%}^{4}$ | ${ }_{5}^{8}$ | $\mathrm{V}^{7}$ | ${ }^{17}$ | ${ }_{1 \%}^{4}$ | - | SV ${ }^{5}$ | ${ }^{4} \mathrm{~V}$ |  |
| \$1,000 or more | ${ }^{21} \%$ | $\begin{gathered} 13 \\ \text { CDe } \end{gathered}$ | ${ }_{*}$ | ${ }_{1 \%}^{2}$ | ${ }_{1 \%}^{4}$ | $\begin{gathered} 14 \\ \text { GH } \\ \text { GI } \end{gathered}$ |  | ${ }_{*}$ | $\stackrel{1}{*}$ | 5\% | ${ }_{1}^{13}$ | 3\% |  | $\stackrel{1}{*}$ | * | ${ }_{2 \%}$ | 1\% | ${ }_{2 \%}^{6}$ |  |  | * |  |
| Nothing | ${ }_{111}^{211}$ | $\begin{aligned} & 42 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 81 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 43 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 45 \\ & 11 \% \end{aligned}$ | $\stackrel{26}{5 \%}$ | 19\% | $\begin{aligned} & 38 \\ & 10 \% \\ & \text { F } \end{aligned}$ |  | $\begin{gathered} 95 \\ { }^{96} \% \\ \mathrm{FGHI}^{2} \end{gathered}$ | 41 | ${ }_{2 \%}^{6}$ | $8{ }_{6}$ | ${ }_{5}^{8}$ | 8 | $\begin{gathered} 11 \\ 1 \\ 1 \end{gathered}$ | $\begin{gathered} 170 \\ \substack{17 \% \\ K} \end{gathered}$ | $\begin{gathered} 19 \\ 8 \% \\ 1 \end{gathered}$ | 118\% | $\begin{aligned} & 30 \\ & 30 \% \\ & 15 \mathrm{~N} \end{aligned}$ |  | $\begin{gathered} 84 \\ 44 \% \\ \text { STUP } \end{gathered}$ |
| Sigma | 1870 $100 \%$ | 401 $100 \%$ | 635 $100 \%$ | 419 $100 \%$ | 415 $100 \%$ | 497 $100 \%$ | 287 $100 \%$ | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 355 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 362 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 892 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | 141 $100 \%$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 978 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | 206 $100 \%$ | 172 $100 \%$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ |

[^4]Base: Have Ever Been In A Relationship

|  | Income |  |  |  |  | Education |  |  | Employment Status |  |  |  | $\begin{aligned} & \text { Children } \\ & \text { in HH } \end{aligned}$ |  | Parent of Child Under 18 in HH |  | Home Ownership |  | Marital Status |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\frac{\text { Total }}{(\mathbf{A})}$ | $\substack{\text { Less } \\ \text { Than } \\ \$ 150 K}$ $(B)$ | $\begin{gathered} \$ 50 \mathrm{~K} \\ \frac{\$ 74.9 \mathrm{~K}}{} \\ \hline(\mathrm{C}) \end{gathered}$ | $\begin{gathered} \$ 75 \mathrm{~K} \\ \frac{\$ 99.9 \mathrm{~K}}{(\mathrm{D})} \end{gathered}$ | $\frac{\$ 100 \mathrm{~K}+}{(\mathrm{E})}$ | H.S. <br> or <br> Less <br> (F) | Some <br> Col. <br> (G) | Col. T <br> (H) |  | Total Unemp. (J) | Student <br> (K) | $\frac{\begin{array}{c} \text { Ret- } \\ \text { ired } \end{array}}{(\mathbf{L})}$ | $\frac{\text { Yes }}{(\mathbf{M})}$ | $\frac{\text { No }}{(\mathrm{N})}$ | $\frac{\text { Yes }}{(0)}$ | No | Homeowner <br> (Q) | $\frac{\text { Renter }}{(\mathbf{R})}$ | {fcd1fc4d3-274f-4f2d-bcab-724dea81f9e3} Marr-  <br>  ied }$(S)$ | Not Married |
| Unweighted Base | 1868 | 781 | 398 | 251 | 266 | 592 | 599 | 677 | 998 | 870 | 79 | 475 | 490 | 1378 | 444 | 142 | 1230 | 607 | 1049 | 819 |
| Weighted Base | 1870 | 680 | 336 | 240 | 441 | 771 | 538 | 560 | 1019 | 851 | 117* | 442 | 522 | 1348 | 448 | 142 | 123 | 606 | 1035 | 835 |
| Anything (Net) | 1659\% | - ${ }^{569}$ | $\%{ }^{306}{ }^{31 \%}$ | $\begin{gathered} 225 \\ 94 \% \\ B \end{gathered}$ | $\begin{aligned} & 425 \\ & 96 \% \\ & B C \end{aligned}$ | 654 ${ }_{85}$ | $\begin{gathered} 487 \\ \hline 90 \% \end{gathered}$ | $\% \stackrel{519}{93 \%}$ | $\begin{gathered} 956 \\ \\ \\ 94 \\ \hline 4 L \end{gathered}$ | $\stackrel{703}{83 \%}$ | $\begin{gathered} 112 \\ \% \\ \hline \end{gathered}$ |  | $\begin{aligned} & 482 \\ & 92 \% \\ & \mathrm{~N} \end{aligned}$ | 1177\% | $\begin{gathered} 416 \\ \\ 933 \% \end{gathered}$ | 1243 $87 \%$ | 1080 88 | $\underset{91 \%}{552}$ | ${ }_{911 \%}^{943}$ | ${ }^{716} 8$ |
| Less than \$50 |  | $\begin{gathered} 187 \\ \% \\ \% \\ C D E \end{gathered}$ | $\begin{gathered} \quad 67 \\ \% \quad 20 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 34 \\ & \text { 14\% } \\ & \text { E } \end{aligned}$ | $31 \%$ | $\begin{gathered} 173 \\ 6 \\ \hline \end{gathered}$ | $\begin{gathered} 102 \\ \% \\ \text { 19\% } \\ h \end{gathered}$ | - $\begin{aligned} & 81 \\ & 14 \%\end{aligned}$ | - ${ }^{168} 17 \%$ | $\underset{1 \mathrm{~L}}{188}$ | - 19\% | 79\% | 101 $19 \%$ | ${ }^{255}$ | ${ }^{92} \%$ | 2649\% | 212\% | $\begin{gathered} 139 \\ 23 \% \\ Q^{2} \end{gathered}$ | 180 $17 \%$ | ${ }_{21}^{176}$ |
| \$50 Or More (Sub-Net) | $1303$ | $\% \quad 383$ | $\% \quad \begin{gathered} 239 \\ 71 \% \end{gathered}$ | $\begin{gathered} 191 \\ \begin{array}{c} 99 \% \\ \mathrm{BC} \end{array} \end{gathered}$ | $\begin{gathered} 393 \\ \text { BCD }^{89 \%} \end{gathered}$ | ${ }_{6}^{481}$ | $\begin{gathered} 384 \\ \% \\ \hline 71 \% \end{gathered}$ | $\begin{gathered} 438 \\ \% \\ \begin{array}{c} 488 \\ \text { FG } \end{array} \end{gathered}$ | $\% \quad \begin{gathered} 788 \\ \\ { }_{\text {JLL }} \end{gathered}$ | $\begin{gathered} 515 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 93 \\ & 90 \% \\ & \mathrm{BLL} \end{aligned}$ | $\begin{gathered} 270 \\ 61 \% \end{gathered}$ | $\begin{aligned} & 381 \\ & 73 \% \end{aligned}$ | 922 $68 \%$ | 324 $72 \%$ | ${ }^{980} 9$ | ${ }^{868} 70$ | $\begin{aligned} & 413 \\ & 68 \% \end{aligned}$ | $\begin{gathered} 763 \\ 74 \\ \hline \end{gathered}$ | 540 65 |
| \$50 to \$99 | 459\% | $\text { \% } \quad \underset{E}{195}$ | $\% \stackrel{82}{24 \%}$ | $\underset{e}{59} \underset{e}{55 \%}$ | 73 $16 \%$ | $\begin{gathered} 212 \\ 0 \\ \% \end{gathered}$ | ${ }^{125}{ }_{2}{ }^{2}$ | - ${ }^{121} 22 \%$ | - 253 | $\begin{gathered} 206 \\ \hline \quad 24 \% \end{gathered}$ | $\begin{aligned} & 47 \\ & \% \\ & \\ & \hline \text { IJL } \end{aligned}$ | ${ }_{21}{ }^{2}$ | 118 ${ }^{23 \%}$ | ${ }^{341}$ 25\% | 97\% | ${ }^{362} 25$ | ${ }^{283}$ | ${ }^{164} 27$ | ${ }^{256}$ | $\xrightarrow{203}$ |
| \$100 Or More (Sub-Sub-Net) | 844\% | $\%{ }^{188}$ | $\begin{gathered} 157 \\ \% \\ \hline \end{gathered}$ | $\begin{gathered} 131 \\ \text { 55\% } \\ \hline B \end{gathered}$ | $\begin{gathered} 321 \\ 7_{3} 3 \% \\ \text { BCD } \end{gathered}$ | 268 ${ }_{3}^{2} \%$ | $\begin{gathered} 259 \\ 48 \\ \hline \end{gathered}$ | $\begin{gathered} 317 \\ \% \\ 57 \% \\ \text { FG } \end{gathered}$ | $\begin{gathered} 535 \\ \% \\ \\ 5 L L \end{gathered}$ | 310 $36 \%$ | - ${ }^{46}$ | $\begin{gathered} 178 \\ 40 \% \end{gathered}$ | $\begin{aligned} & 263 \\ & 50 \% \\ & N \end{aligned}$ | ${ }^{582}$ | $\begin{gathered} 227 \\ 51 \% \\ P \end{gathered}$ | 617 $43 \%$ | $\underset{r}{584} \underset{r}{58 \%}$ | ${ }^{249} 4$ | $\begin{gathered} 507 \\ 499 \\ \hline \end{gathered}$ | 337 ${ }^{4} \mathbf{\%}$ |
| \$100 to \$299 | 584\% | - ${ }^{155}$ | $\% \quad{ }_{3}^{108}$ | $\begin{aligned} & 87 \\ & 36 \% \\ & B \end{aligned}$ | $\begin{gathered} 203 \\ { }^{46 \%} \end{gathered}$ | $\begin{array}{r} 179 \\ \hline \end{array}$ | $\begin{gathered} 202 \\ \% \\ \hline \end{gathered}$ | $\begin{gathered} 203 \\ \% \\ \hline 36 \% \end{gathered}$ | $\begin{gathered} 378 \\ \hline 37 \% \\ \hline 7 L \end{gathered}$ | $\underset{24 \%}{207}$ | $\% \quad \begin{gathered} 46 \\ 36 \\ j 1 \end{gathered}$ | $\begin{array}{r} 101 \\ { }_{23}{ }^{\circ} \end{array}$ | ${ }^{178}{ }_{34}$ | 407 | $\begin{gathered} 159 \\ 36 \% \\ p \end{gathered}$ | 425 ${ }^{3} \%$ | $\underset{3}{411}$ | ${ }^{167} 27 \%$ | ${ }^{336}$ 32\% | 249 ${ }_{3}$ |
| \$300 Or More (Sub-Sub-Sub-Net) | 260 $14 \%$ | - 33 | $\begin{aligned} & \quad \stackrel{49}{15 \%} \\ & \hline B \end{aligned}$ | $\begin{aligned} & 45 \\ & 19 \% \\ & 19 \% \end{aligned}$ | $\begin{gathered} { }^{118}{ }_{27}^{7} \% \\ \text { BCd } \end{gathered}$ | 89 $12 \%$ | 57 $11 \%$ | $\begin{gathered} 114 \\ \% \\ \text { 20\% } \\ \text { FG } \end{gathered}$ | $\begin{gathered} \quad 157 \\ \% \quad 15 \% \\ \hline \end{gathered}$ | $\begin{gathered} 103 \\ 12 \% \\ \mathrm{k} \end{gathered}$ | - ${ }_{4}^{4}$ | $\begin{aligned} & \substack{77 \\ \hline 17 \% \\ \text { JK }} \end{aligned}$ | 85 16 | ${ }_{13}^{175}$ | ${ }^{68}{ }^{15}$ | 192 $14 \%$ | 174\% | ${ }^{82} 14 \%$ | $\stackrel{172}{17 \%}$ | ${ }_{11 \%}$ |
| \$300 to \$499 | 186\% | - ${ }^{22}$ | $\begin{gathered} \left.\quad \begin{array}{l} 40 \\ 12 \% \\ B \end{array}\right) \end{gathered}$ | $\begin{gathered} 33 \\ 14 \% \\ 14 \% \end{gathered}$ | $\begin{aligned} & 78 \\ & 18 \% \\ & 18 \end{aligned}$ | 62 | $42 \%$ | $\begin{gathered} 81 \\ \% \\ \begin{array}{c} 815 \% \\ \\ \hline \end{array} \mathrm{FG} \end{gathered}$ | $\%{ }^{116}{ }^{11 \%} \%$ | ${ }^{69}$ | $\% \quad{ }_{4}^{4} \%$ | $\begin{aligned} & 58 \\ & \hline 13 \\ & \hline 13 \% \end{aligned}$ | 57\% | 128\% | 50\% | 136\% | ${ }_{11}^{133}$ | ${ }^{50} 8$ | $\begin{gathered} 121 \\ \\ 121 \\ \hline \end{gathered}$ | ${ }_{85}{ }^{\text {\% }}$ |
| \$500 to \$999 | ${ }^{54} \%$ | - ${ }^{5} \%$ | \% ${ }^{3}{ }_{3}^{3}$ | $\begin{aligned} & 11 \\ & 5 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 29 \\ & { }^{7 c} \% \end{aligned}$ | - ${ }^{22}$ | +14 ${ }^{14}$ | + ${ }^{18}$ | - 30 3 \% | ${ }^{24} 3$ | - | ${ }^{16}$ | ${ }^{15}$ | ${ }_{39}{ }^{3}$ | ${ }^{15} 3$ | 393 | ${ }_{33}^{3}$ | ${ }_{3}^{20}$ | $\begin{aligned} & 40 \\ & \frac{4}{T} \% \end{aligned}$ | 14 $2 \%$ |
| \$1,000 or more | ${ }^{21} \%$ | ${ }_{1 \%}^{7}$ | \% | $\stackrel{1}{*}$ | 11 $2 \%$ c | - ${ }^{5} \%$ | * | 14 FG 3 | - ${ }^{11} 1 \%$ | $\begin{gathered} 10 \\ 1 \% \end{gathered}$ |  | ${ }^{3} \%$ | ${ }^{13}{ }_{2}^{2} \%$ | ${ }_{1 \%}$ | ${ }_{1 \%}^{3}$ | ${ }_{18}^{18}$ | ${ }_{1 \%}$ | $\begin{aligned} & 12 \\ & { }_{2}^{2} \% \end{aligned}$ | ${ }^{11} \%$ | 10 1 \% |
| Nothing | $\stackrel{211}{11 \%}$ | $\begin{gathered} 110 \\ \% \\ \\ 16 \% \end{gathered}$ | $\% \quad \begin{gathered} 30 \\ \hline \end{gathered}$ | ${ }^{15} 6 \%$ | $\begin{aligned} & 16 \\ & 4 \% \end{aligned}$ | $\begin{gathered} 118 \\ 15 \% \\ 15 H \end{gathered}$ | $\begin{aligned} & 52 \\ & 10 \% \end{aligned}$ | $\% \quad 41 \%$ | $\% \quad{ }_{6}^{63}$ | $\begin{gathered} 148 \\ \substack{17 \% \\ 1 \mathrm{~K}} \end{gathered}$ | - ${ }_{4}^{4}$ | $\begin{aligned} & 93 \\ & { }_{21} \% \\ & \text { IJK } \end{aligned}$ | $\text { \% }{ }_{8 \%}$ | $\begin{gathered} 171 \\ 13 \% \\ M \end{gathered}$ | 32\% | $\begin{gathered} 179 \\ \substack{13 \% \\ 0} \end{gathered}$ | $\begin{gathered} 154 \\ 12 \% \\ r \end{gathered}$ | ${ }_{9}^{54}$ | $92 \%$ | $\begin{gathered} 119 \\ 14 \% \\ \mathrm{~S} \end{gathered}$ |
| Sigma | $\begin{gathered} 1870 \\ 100 \% \end{gathered}$ | $\begin{aligned} & \text { \% }{ }_{6}^{680} 00 \end{aligned}$ | $\begin{aligned} & 336 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 240 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 441 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 771 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 538 \\ & 6 \\ & \hline 100 \% \end{aligned}$ | $\begin{aligned} & 560 \\ & \hline 100 \% \end{aligned}$ | $\begin{gathered} 1019 \\ \hline 100 \% \end{gathered}$ | $\begin{aligned} & 851 \\ & 6 \\ & \hline \end{aligned}$ | $\begin{aligned} & 117 \\ & \% ~ \\ & \hline \end{aligned}$ | $\begin{aligned} & 442 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 522 \\ \% \\ \hline 100 \% \end{gathered}$ | $\begin{aligned} & 1348 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 448 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 1422 \\ 100 \% \end{gathered}$ | $\begin{gathered} 1234 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 606 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 1035 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 835 \\ & 100 \% \end{aligned}$ |

Proporions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C/D/E - F/G/H-IJJ/KLL - M/N - O/P - Q/R - S/T
Overlap formulae used. ${ }^{\text {small base }}$.

|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | $\begin{gathered} \text { North- } \\ \text { east } \end{gathered}$ | South | Mid- <br> west | West | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 20 | 512 | 609 | 526 | 369 | 457 | 327 | 411 | 415 | 40 | 926 | 190 | 149 | 192 | 208 | 187 | 109 | 267 | 178 | 219 | 207 | 219 |
| Weighted Base | 2016 | 431 | 684 | 443 | 459 | 585 | 309 | 384 | 369 | 368 | 970 | 292 | 157* | 17 | 19 | 158 | 1046 | 293 | 152 | 213 | 176 | 210 |
| Have Ever Been In A Relationship (Net) | 1870 ${ }_{93}$ | 4019 | ${ }^{635}$ | $\underset{\mathrm{e}}{419}$ | 415 ${ }^{\text {90\% }}$ | $4_{85 \%}$ | $\stackrel{\text { 283\% }}{\text { 287 }}$ | $\begin{gathered} 369 \\ 96 \% \\ F \end{gathered}$ | $\begin{gathered} 355 \\ 96 \% \\ F \end{gathered}$ | $\begin{aligned} & 362 \\ & 98 \% \\ & \text { FG } \end{aligned}$ | ${ }^{892}$ \% | 2488\% | 141 $90 \%$ | $\begin{gathered} 163 \\ 95 \% \\ L \end{gathered}$ | $\begin{gathered} 184 \\ 95 \% \\ \hline \end{gathered}$ | $\begin{aligned} & 156 \\ & \stackrel{99}{\text { LM }} \end{aligned}$ | ${ }_{978}^{978}$ | 2499\% | $\begin{gathered} 146 \\ 96 \% \\ R \end{gathered}$ | $\underset{R}{206}$ | $\begin{gathered} 172 \\ 97 \% \\ R \end{gathered}$ |  |
| Much/Somewhat More <br> Likely (Sub-Net) | $\begin{gathered} 504 \\ 25 \% \end{gathered}$ | $\begin{gathered} 121 \\ 28 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 180 \\ 26 \% \\ \mathrm{D} \end{gathered}$ | $\begin{aligned} & 85 \\ & 19 \% \end{aligned}$ | $\begin{gathered} 119 \\ \underset{d}{26 \%} \end{gathered}$ | $\begin{aligned} & 182 \\ & 31 \% \\ & \text { HiJ } \end{aligned}$ | 79\% | $\begin{aligned} & 80 \\ & 21 \% \end{aligned}$ | ${ }_{27}^{87}$ | $77$ | $\begin{gathered} 243 \\ 25 \% \end{gathered}$ | $\begin{gathered} 90 \\ 31 \% \\ \mathrm{n} \end{gathered}$ | 35\% | $\begin{aligned} & 33 \\ & 19 \% \end{aligned}$ | 46\% | 23\% | ${ }_{262}^{26 \%}$ | $\begin{aligned} & \begin{array}{l} 32 \\ 31 \% \\ \text { NV } \end{array} \end{aligned}$ | ${ }_{20}^{46 \%}$ | $\begin{aligned} & 46 \\ & 22 \% \end{aligned}$ | 424\% | 21 ${ }^{4}$ |
| Much more likely when in a relationship | ${ }^{120} 6$ | ${ }^{17} 4 \%$ | $\begin{aligned} & 49 \\ & \text { bd } \end{aligned}$ | 19 ${ }_{4}$ | $\begin{aligned} & 36 \\ & \text { bd } \end{aligned}$ | $\begin{aligned} & \text { 39 } \\ & j \end{aligned}$ | $\begin{gathered} \text { 26\% } \\ \hline \mathrm{j} \end{gathered}$ | ${ }^{18} 5$ | $\stackrel{26}{7 \%}$ | 12\% | 49\% | 12 4 \% | ${ }^{12} 7$ | ${ }_{2 \%}^{4}$ | $\begin{aligned} & 16 \\ & { }_{8}^{8} \% \end{aligned}$ | 6 | ${ }^{71} 7$ | $\begin{aligned} & 27 \\ & \mathrm{VVI}^{2} \end{aligned}$ | $\begin{gathered} 14 \\ \mathrm{~V}^{\%} \end{gathered}$ | 14 6 | ${ }^{10} 6$ | ${ }_{3 \%}^{6}$ |
| Somewhat more likely when in a relationship | $\begin{gathered} 384 \\ 19 \% \end{gathered}$ | $\begin{gathered} 104 \\ 24 \% \\ \mathrm{De} \end{gathered}$ | $\begin{gathered} 131 \\ 19 \% \end{gathered}$ | ${ }^{66} 15 \%$ | 83\% | $\begin{aligned} & 143 \\ & 24 \% \\ & \text { gHIj } \end{aligned}$ | 53 $17 \%$ | ${ }_{16 \%}$ | 172\% | 65 ${ }^{65}$ | 194 20 | $\begin{aligned} & { }_{28}^{78} \% \\ & \text { nO } \end{aligned}$ | 27\% | 29\% | 29\% | 30 $19 \%$ | 191 $18 \%$ | 22\% | 26\% | 33 $15 \%$ | 32\% | 35 |
| Neither more nor less likely when in a relationship | $\begin{aligned} & 1132 \\ & 56 \% \end{aligned}$ | $\begin{gathered} 245 \\ 57 \% \end{gathered}$ | $\begin{gathered} 377 \\ 55 \% \end{gathered}$ | $\underset{\mathrm{e}}{267}$ | ${ }_{53}^{243}$ | $230 \%$ | $\begin{aligned} & 174 \\ & 56 \% \\ & F \end{aligned}$ | $\begin{gathered} 249 \\ 65 \% \\ \mathrm{Fg} \end{gathered}$ | $\begin{gathered} 233 \\ \underset{F}{63 \%} \end{gathered}$ | $\begin{aligned} & 246 \\ & 67 \% \\ & \text { FG } \end{aligned}$ | $\begin{aligned} & 529 \\ & 55 \% \end{aligned}$ | $\begin{aligned} & 117 \\ & 40 \% \end{aligned}$ | $\begin{aligned} & 82 \\ & 52 \% \\ & 1 \end{aligned}$ | $\begin{aligned} & 112 \\ & 65 \% \\ & 6 \mathrm{~m} \end{aligned}$ | $\underset{\substack{121 \\ 62 \%}}{ }$ | $\begin{aligned} & 98 \\ & 6{ }_{2}^{2} \end{aligned}$ | 603 $58 \%$ | $\begin{gathered} 114 \\ 39 \% \end{gathered}$ | $\begin{aligned} & 92 \\ & 60 \% \\ & \mathrm{R} \end{aligned}$ | $\begin{gathered} 137 \\ 64 \% \\ R \end{gathered}$ | $\begin{gathered} 112 \\ 64 \% \\ \mathrm{R} \end{gathered}$ | 780\% |
| Much/Somewhat Less Likely (Sub-Net) | ${ }^{234} 12 \%$ | ${ }^{35} 8$ | 79\% | $\begin{aligned} & \text { 66 } \\ & 15 \% \\ & \text { B } \end{aligned}$ | $\begin{aligned} & 53 \\ & 12 \% \end{aligned}$ | 85 15 | $\begin{aligned} & 34 \% \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 40 \\ & 11 \% \end{aligned}$ | $\begin{aligned} & 35 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 39 \\ & 11 \% \end{aligned}$ | $\begin{gathered} 120 \\ 12 \% \end{gathered}$ | 42\% | 21 $13 \%$ | 18\% | ${ }^{18} 9$ | ${ }^{22} 14 \%$ | $\xrightarrow{113} 11 \%$ | 43 V v | ${ }^{13} 9$ | 23 $11 \%$ | ${ }^{18}{ }^{10}$ | ${ }^{17} 8$ |
| Somewhat less likely when in a relationship | ${ }^{122} 6$ | ${ }^{17} 4 \%$ | 44\% | $\begin{gathered} 34 \% \\ 84 \% \\ \hline \end{gathered}$ | ${ }_{6}^{26}$ | ${ }_{\text {hij }}^{\text {¢ }}$ \% | ${ }^{18}{ }_{6}{ }^{\text {\% }}$ | ${ }^{18} 5$ | 19\% | ${ }^{13} 3$ | ${ }^{63} \%$ | ${ }_{25}^{9} \mathrm{n}$ | ${ }^{10} 6$ | 5\% | ${ }^{13} 7 \%$ | $\begin{aligned} & { }^{11} \% \\ & \mathrm{~V}^{7} \end{aligned}$ | ${ }^{58}{ }_{6 \%}$ | $\begin{aligned} & 29 \\ & 10 \% \\ & \text { uV } \end{aligned}$ | $\mathrm{V}^{9}$ | $\begin{aligned} & 13 \\ & \mathrm{~V}^{2} \% \end{aligned}$ | ${ }_{6}^{6}$ |  |
| Much less likely when in a relationship | ${ }^{112} 6$ | ${ }^{18}$ | 35 ${ }^{5}$ | $\begin{aligned} & 32 \\ & 7 \% \\ & 7^{2} \% \end{aligned}$ | ${ }^{27} 6$ | 31 $5 \%$ | ${ }^{16} 5$ | 22 6 | 16 ${ }_{4}$ | ${ }^{26} \%$ | ${ }^{57}$ 6\% | 17 6 | ${ }^{11} \%$ | $\begin{aligned} & 12 \\ & 7 \% \\ & 0 \end{aligned}$ | ${ }_{3}^{5}$ | 12 $7 \%$ 0 | 55\% | 14 ${ }^{\text {\% }}$ | 5\% | ${ }^{10} 5$ | 11 6 | ${ }^{15}$ |
| N/A - I have never been in a relationship. | $146 \%$ | ${ }^{30} 7$ | $48$ | 24 5 \% | $\begin{aligned} & 44 \\ & 10 \% \\ & d \end{aligned}$ | $\begin{gathered} 88 \\ { }^{88} \% \\ \text { GHIJ } \end{gathered}$ | $\stackrel{22}{7 \%}$ | 15 $4 \%$ | 14 $4 \%$ | ${ }_{2 \%}^{6}$ | ${ }^{78}{ }_{8 \%}$ | $\begin{gathered} 44 \\ { }^{15} \% \\ \text { NOP } \end{gathered}$ | $\begin{aligned} & 16 \\ & \begin{array}{l} 10 \\ \text { P } \end{array} \end{aligned}$ | ${ }_{8}^{8}$ | ${ }_{5 \%}$ | 2\% | ${ }_{6}^{67}$ | $\begin{gathered} 4_{5}^{5} \% \\ \text { STUV }^{2} \end{gathered}$ | 7 | 7\% | 5\% |  |
| Sigma | $\underset{100 \%}{2016}$ | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 684 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 443 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 459 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 585 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 309 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 384 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 368 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 970 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 292 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ |  | $\begin{aligned} & 1046 \\ & .100 \% \end{aligned}$ | $\begin{aligned} & 293 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 213 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 176 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C/D/E-F/G/HI/J-K/Q-L/M/N/O/P - R/STT/U/V - L/R - M/S - N/T - O/U-P/V
Overlap formulae used.


[^5]Q1520 Thinking about when you are in a relationship, how much more or less likely are you to spend money on products and services to make you look and/or feel better
Base: Have Ever Been In A Relationship

|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Total | Northeast | South | Midwest | West | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 1868 | 472 | 575 | 490 | 331 | 386 | 299 | 386 | 401 | 396 | 850 | 157 | 130 | 180 | 200 | 183 | 1018 | 229 | 169 | 206 | 201 | 213 |
| Weighted Base | 1870 | 401 | 635 | 419 | 415 | 497 | 287 | 369 | 355 | 362 | 892 | $248 *$ | $141^{*}$ | 163 | 184 | 156 | 978 | 249 | 146* | 206 | 172 | 206 |
| Much/Somewhat More <br> Likely (Net) | 504\% | $\begin{gathered} 121 \\ 30 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 180 \\ 28 \% \\ \mathrm{D} \end{gathered}$ | 85\% | $\begin{gathered} 119 \\ 29 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 182 \\ { }_{3}^{3} 7 \% \end{gathered}$ | 79\% | 80\% | 87\% | 77 | 243\% | $\begin{gathered} 90 \\ 36 \% \\ N \mathrm{O} \text { ? } \end{gathered}$ | 37\% | 33\% | 46\% | 33\% | 262 27 | $\begin{gathered} 92 \\ \text { TUV }^{37} \% \end{gathered}$ | 40\% | 26\% | 424\% | 41 $20 \%$ |
| Much more likely when in a relationship | ${ }^{120} 6$ | ${ }^{17} 4$ | $\begin{aligned} & 49 \\ & \text { bd } \end{aligned}$ | 199\% | $\begin{aligned} & 36 \\ & \text { bd } \end{aligned}$ | 39\% | $\stackrel{26}{9}$ | $\stackrel{18}{5 \%}$ | $\stackrel{26}{7 \%}$ | ${ }^{12} 3$ | 49\% | 12 5 | $\begin{gathered} 12 \\ 8 \% \\ \mathrm{n} \% \end{gathered}$ | $\stackrel{4}{2 \%}$ | $\stackrel{16}{9}{ }_{N}{ }^{\text {\% }}$ | ${ }_{4}^{6}$ | ${ }^{71} \%$ | 27 11 $\mathrm{VI}^{2}$ | 14 $10 \%$ $V$ | 14\% | $\stackrel{10}{6 \%}$ | ${ }_{3}^{6}$ |
| Somewhat more likely when in a relationship | ${ }_{21 \%}^{384}$ | $\begin{gathered} 104 \\ 26 \% \\ \mathrm{D} \end{gathered}$ | $\begin{gathered} 131 \\ 21 \% \end{gathered}$ | $\begin{aligned} & 66 \\ & 16 \% \end{aligned}$ | 830\% | $\begin{gathered} 143 \\ { }^{149} \% \\ \mathrm{GHIJ}^{2} \% \end{gathered}$ | $\begin{aligned} & 53 \\ & \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 62 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 62 \\ & 17 \% \end{aligned}$ | 65 $18 \%$ | $\underset{\mathrm{m}}{1924}$ | $\begin{gathered} 78 \\ \text { 31\% } \\ \text { mNOp } \end{gathered}$ | $\begin{aligned} & 27 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 29 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 29 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 30 \% \\ & 19 \% \end{aligned}$ | $\begin{gathered} 191 \\ 19 \% \end{gathered}$ | $\begin{aligned} & { }^{65} \\ & { }_{2}^{66 \%} \end{aligned}$ | $\begin{aligned} & 26 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 33 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 32 \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 35 \\ & 17 \% \end{aligned}$ |
| Neither more nor less likely when in a relationship | $\begin{aligned} & 1132 \\ & 61 \% \end{aligned}$ | ${ }_{61 \%}^{245}$ | $\begin{gathered} 377 \\ 59 \% \end{gathered}$ | 267 $64 \%$ | $\begin{gathered} 243 \\ 59 \% \end{gathered}$ | ${ }^{230}$ | $\begin{gathered} 174 \\ 61 \% \\ F \end{gathered}$ | $\begin{gathered} 249 \\ 68 \% \\ F \end{gathered}$ | $\begin{gathered} 233 \\ 65 \% \\ F \end{gathered}$ | $\begin{gathered} 246 \\ \stackrel{28}{6} \% \end{gathered}$ | 529 | ${ }^{117} 47 \%$ | 82\% | $\begin{gathered} 112 \\ \text { 69\% } \\ \hline \end{gathered}$ | $\begin{gathered} 121 \\ 66 \% \\ \mathrm{~L} \end{gathered}$ | $\begin{aligned} & 98 \\ & \text { 63\% } \\ & \text { 2 } \end{aligned}$ | ${ }_{603}^{62 \%}$ | 114 $46 \%$ | $\begin{aligned} & 92 \\ & 63 \% \\ & { }_{\mathrm{R}} \end{aligned}$ | $\begin{gathered} 137 \\ 67 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 112 \\ 65 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 148 \\ \underset{R}{72 \%} \end{gathered}$ |
| Much/Somewhat Less Likely (Net) | 234 $12 \%$ | ${ }^{35} 9$ | 19\% | $\begin{aligned} & \text { 66 } \\ & 16 \% \\ & \text { B } \end{aligned}$ | 53 $13 \%$ | $\begin{aligned} & 85 \\ & \begin{array}{l} 17 \% \\ \text { hij } \end{array} \end{aligned}$ | 34\% | 40 $11 \%$ | 35 $10 \%$ | 39 $11 \%$ | 120 $13 \%$ | $\stackrel{42}{17} \%$ | 21 ${ }^{15}$ | ${ }^{18} 1{ }^{1}$ | ${ }^{18} 10 \%$ | 22 $14 \%$ | $\stackrel{113}{12 \%}$ | $\begin{aligned} & 43 \\ & 17 \% \\ & s^{2} \% \end{aligned}$ | ${ }^{13} 9$ | 23 $11 \%$ | ${ }_{10}^{18}$ | ${ }^{17} 8$ |
| Somewhat less likely when in a relationship | ${ }^{122} 7 \%$ | ${ }_{17}^{17}$ | $44 \%$ | $\begin{gathered} 34 \\ 84 \% \\ \mathrm{~b} \end{gathered}$ | ${ }^{26} 6 \%$ | $\begin{gathered} 54 \\ 11 \% \\ \text { HIJ } \end{gathered}$ | ${ }^{18}{ }_{6}{ }^{\text {a }}$ | $\stackrel{18}{5 \%}$ | 19\% | ${ }^{13}{ }_{3 \%}$ | $6_{7 \%}$ | $\begin{aligned} & 25 \\ & \begin{array}{l} 10 \% \\ \mathrm{n} \end{array} \end{aligned}$ | 10\% | 5\% | ${ }^{13} 7$ | $\stackrel{11}{7 \%}$ | ${ }^{58}{ }_{6 \%}$ | $\begin{gathered} 29 \\ \text { UV } 2 \% \\ \text { UV } \end{gathered}$ | V9\% | $\begin{aligned} & 13 \\ & { }^{6} \% \end{aligned}$ | ${ }_{4 \%}^{6}$ | ${ }_{1}^{2}$ |
| Much less likely when in a relationship | ${ }^{112} 6$ | ${ }^{18}{ }_{4}$ | 35\% | 32\% | 27\% | 31 6 | ${ }^{16} 5$ | 22\% | ${ }^{16} 5$ | 26\% | 57 | 17\% | 118\% | $\begin{gathered} 12 \\ 8 \% \\ 0 \end{gathered}$ | ${ }_{3}{ }^{\text {\% }}$ | 12 $7 \%$ 0 | 55\% | 14\% | ${ }_{3}^{5}$ | 10\% | 11\% | ${ }^{15}$ |
| Sigma | $\begin{gathered} 1870 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 635 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 415 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 497 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 355 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 362 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 892 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 978 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | 172 $100 \%$ | 206\% |

Base: Have Ever Been In A Relationship


Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C/D/E - F/G/H-IJJ/K/L - M/N - O/P - Q/R - S/T
Overlap formulae used. ${ }^{*}$ small base

Base: All Respondents


| Unweighted Base | 2016 | 512 | 609 | 526 | 369 | 457 | 327 | 11 | 15 | 406 | 926 | 90 | 149 | 92 | 208 | 187 | 1090 | 267 | 178 | 219 | 207 | 219 |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Weighted Base | 2016 | 431 | 684 | 443 | 459 | 585 | 309 | 384 | 369 | 368 | 970 | 292 | 157* | 171 | 193 | 158 | 1046 | 293 | 152 | 213 | 176 | 210 |
| Have Ever Been In A Relationship (Net) | $\begin{gathered} 1870 \\ 93 \% \end{gathered}$ | ${ }^{401}$ \% | ${ }^{635} 9$ | $\begin{gathered} 419 \\ 95 \% \end{gathered}$ | 415 90 | ${ }_{89}^{497}$ | $\begin{gathered} 287 \\ 93 \% \\ F \end{gathered}$ | $\begin{gathered} 369 \\ 96 \% \\ \hline \end{gathered}$ | $\begin{gathered} 355 \\ 96 \\ \hline \end{gathered}$ | $\begin{aligned} & 362 \\ & 98 \% \\ & \text { FG } \end{aligned}$ | ${ }^{892}{ }^{2} \%$ | ${ }_{85 \%}^{248}$ | $\begin{gathered} 141 \\ 90 \% \end{gathered}$ | $\begin{gathered} 163 \\ 95 \% \\ \hline \end{gathered}$ | $\begin{gathered} 184 \\ 95 \% \\ L \end{gathered}$ | $\begin{aligned} & 156 \\ & 99 \% \\ & \text { LM } \end{aligned}$ | ${ }_{97 \%}^{978}$ | ${ }^{249} 8$ | $\stackrel{146}{96 \%}$ | $\begin{gathered} 206 \\ 97 \% \\ R \end{gathered}$ | $\begin{gathered} 172 \\ 97 \% \\ \mathrm{R} \end{gathered}$ | $\begin{gathered} 206 \\ 98 \% \end{gathered}$ |
| Ever (Sub-Net) | 1729\% | $\begin{gathered} 378 \\ 88 \% \end{gathered}$ | $580$ | $\underset{e}{391}$ | 380 ${ }_{8}$ | $\begin{aligned} & 481 \\ & 82 \% \end{aligned}$ | $\begin{gathered} 277 \\ 90 \% \\ \mathrm{FJ} \end{gathered}$ | $\begin{gathered} 353 \\ { }_{92} \% \end{gathered}$ | $\begin{aligned} & 328 \\ & { }^{89 \%} \\ & \text { FJ } \end{aligned}$ | 290\% | $852$ | 244 $84 \%$ | $\begin{gathered} 134 \\ 86 \% \end{gathered}$ | ${ }^{155} 9$ | 172 $89 \%$ | $\begin{aligned} & 146 \\ & 93 \% \\ & \mathrm{LV} \end{aligned}$ | $\begin{gathered} 877 \\ 84 \% \end{gathered}$ | $\begin{gathered} 237 \\ \stackrel{81 \%}{V} \end{gathered}$ | $\begin{gathered} 143 \\ 94 \% \\ \mathrm{RVm} \end{gathered}$ | $\begin{aligned} & 197 \\ & 92 \% \\ & \mathrm{RV}^{2} \end{aligned}$ | $\stackrel{155}{88 \%}$ | 145 $69 \%$ |
| Weekly or more often | ${ }_{38}^{2 \%}$ | 11 ${ }_{2}$ | ${ }_{1 \%}$ | ${ }_{2 \%}^{8}$ | ${ }^{10} 2$ | $\begin{aligned} & 22 \\ & \text { i4 } \\ & \text { gid } \end{aligned}$ | 1\% | $\stackrel{9}{2}{ }_{j}^{9}$ | ${ }_{1}^{4} \%$ | $\stackrel{1}{*}$ | ${ }^{17} 2 \%$ | ${ }_{3} 9$ | ${ }_{2 \%}$ | $\stackrel{4}{2 \%}$ | $1 \%$ | $\stackrel{1}{*}$ | ${ }^{22} 2$ | $\begin{aligned} & \begin{array}{l} 13 \\ 4 \% \\ s^{2} \end{array} \end{aligned}$ |  | ${ }^{2} \mathrm{~V}$ | ${ }^{3} \mathrm{~V}$ |  |
| Two to three times per month | ${ }_{8 \%}^{167}$ | $\begin{aligned} & 41 \\ & { }_{\mathrm{d}}^{2} \% \end{aligned}$ | $\begin{aligned} & 60 \\ & 9 \% \\ & \hline \end{aligned}$ | 24\% | $\begin{aligned} & 42 \\ & 9 \\ & d \end{aligned}$ | $\begin{gathered} 83 \\ 14 \% \\ \text { GHIJ } \end{gathered}$ | $\begin{gathered} 22 \\ 7 \\ J \end{gathered}$ | ${ }_{22}^{6 \%}$ | $\underset{\mathrm{j} \%}{29}$ | ${ }^{10} 3$ | $\begin{gathered} 109 \\ 11 \% \\ Q \end{gathered}$ | $\begin{gathered} 49 \\ \mathrm{mnP} \end{gathered}$ | ${ }^{13} 8$ | 14 8 | $\begin{aligned} & 25 \\ & 13 \% \\ & \text { PU } \end{aligned}$ | 7 ${ }^{7}$ | ${ }^{58} \%$ | $\begin{gathered} 35 \\ \text { TUV } \\ \text { TUV } \end{gathered}$ | $\begin{aligned} & \text { 6\% } \\ & \mathrm{V} \end{aligned}$ | $8 \%$ | ${ }_{2}{ }^{2}$ | ${ }^{3} \%$ |
| About once per month | ${ }^{318}$ | $\begin{aligned} & 71 \\ & 16 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 14 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 17 \% \end{aligned}$ | 73 $16 \%$ | $\begin{aligned} & 116 \\ & 20 \% \\ & \mathrm{HJ} \end{aligned}$ | $\begin{gathered} 67 \\ \text { 22\% } \\ \text { HiJ } \end{gathered}$ | $\begin{aligned} & 50 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 56 \\ & 15 \% \\ & j \end{aligned}$ | ${ }^{29} 8$ | $\begin{gathered} 188 \\ \stackrel{198}{\mathrm{Q}} \end{gathered}$ | $\begin{gathered} 64 \\ \substack{62 \% \\ n} \end{gathered}$ | $\begin{gathered} 42 \\ { }_{2}^{27 \%} \% \end{gathered}$ | 23 $13 \%$ | 34 $18 \%$ | $\begin{aligned} & 24 \\ & 15 \% \\ & \text { V } \end{aligned}$ | $\begin{gathered} 130 \\ 12 \% \end{gathered}$ | $\begin{aligned} & 52 \\ & { }^{58 \%} \end{aligned}$ | $\begin{aligned} & 24 \\ & 16 \% \\ & \text { V } \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \\ & { }^{2} \% \end{aligned}$ | ${ }^{22}{ }^{12}$ | ${ }_{2}^{5}$ |
| Several times during the year | $\stackrel{556}{28 \%}$ | ${ }_{27 \%}^{117}$ | ${ }_{291}^{201}$ | $\begin{gathered} 114 \\ 26 \% \end{gathered}$ | 124\% | $\begin{array}{r} 137 \\ \\ 23 \% \end{array}$ | $\begin{gathered} 96 \\ 31 \% \\ f \end{gathered}$ | $\stackrel{126}{\substack{33 \\ F}}$ | 99\% | 98\% | 281 | 68\% | 43\% | L\% | \% | $\begin{gathered} 58 \\ { }^{37} \% \\ \mathrm{LoV}^{2} \end{gathered}$ | ${ }_{26}^{276}$ | 239\% | $\begin{aligned} & 52 \\ & 34 \% \\ & \text { rV } \end{aligned}$ | $\stackrel{65}{31 \%}$ | 28\% | 40\% |
| Once to a handful of times during the year | 219\% | $\begin{aligned} & 50 \\ & 12 \% \end{aligned}$ | ${ }_{93}^{9 \%}$ | $\begin{aligned} & 64 \\ & 14 \% \\ & \mathrm{Ce}^{2} \end{aligned}$ | ${ }^{41}$ | ${ }^{53} 9$ | 33 $11 \%$ | $\begin{aligned} & 56 \\ & \begin{array}{l} 15 \% \\ \text { FF } \end{array} \end{aligned}$ | ${ }_{11}^{42}$ | $\begin{aligned} & 35 \\ & 10 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 101 \\ 10 \% \end{gathered}$ | ${ }_{9 \%}^{66}$ | $\begin{aligned} & 15 \\ & 10 \% \end{aligned}$ | $\begin{aligned} & 23 \\ & 13 \% \end{aligned}$ | ${ }^{17} 9$ | 20 $12 \%$ | 119 $11 \%$ | ${ }^{27} 9$ | ${ }_{12 \%}^{18}$ | $\begin{aligned} & 33 \\ & 16 \% \\ & 16 \end{aligned}$ | 25 $14 \%$ V | $\begin{gathered} 16 \\ 8 \% \end{gathered}$ |
| Only for the usual gift-giving times (e.g., Valentine's Day, <br> birthdays, anniversary, Christmas or other key religious holiday) | ${ }_{17 \%}^{347}$ | $\begin{aligned} & 69 \\ & 16 \% \end{aligned}$ | $\begin{gathered} 122 \\ 18 \% \end{gathered}$ | 87\% | ${ }_{15}^{69}$ | 63 $11 \%$ | 43 $14 \%$ | $\begin{aligned} & 72 \\ & 19 \% \\ & \text { 19\% } \end{aligned}$ | $\begin{aligned} & 76 \\ & 20 \% \\ & { }^{20} \% \end{aligned}$ | 26\% | $\begin{gathered} 132 \\ 14 \% \end{gathered}$ | ${ }_{9}^{26}$ | ${ }^{15} 9$ | 25 14 | $\begin{aligned} & 35 \\ & 18 \% \\ & { }^{18 \%} \end{aligned}$ | $\begin{aligned} & 32 \\ & \mathrm{LN}_{20} \\ & \text { LM } \end{aligned}$ | $\begin{gathered} 215 \\ 21 \% \\ K \end{gathered}$ | $\begin{aligned} & 37 \\ & 12 \% \end{aligned}$ | $\begin{aligned} & 28 \\ & 19 \% \% \\ & \mathrm{~m} \end{aligned}$ | $\begin{gathered} 42 \\ { }_{22}^{42} \end{gathered}$ | 23\% | $\begin{gathered} 62 \\ \text { 29\% } \\ \text { Rsp } \end{gathered}$ |
| Less often than once a year | 83\% | 20\% | 25 4 \% | 17\% | 21 | 1\% | $\begin{gathered} 13 \\ { }^{4} \% \\ F \end{gathered}$ | $\begin{aligned} & 18 \\ & { }^{5} \% \end{aligned}$ | $\stackrel{6 \%}{F}$ |  | ${ }^{25}$ | $1 \%$ | ${ }_{2}^{4}$ | ${ }^{6} \%$ | $\frac{9}{5 \%}$ | $3 \%$ | $\begin{gathered} 59 \\ { }_{\mathrm{K}}^{5} \% \end{gathered}$ | ${ }_{2}^{6} \%$ | $\begin{gathered} 10 \\ 6 \% \\ \mathrm{r} \end{gathered}$ | ${ }^{12}$ \% | ${ }^{7} \%$ | $\begin{gathered} 19 \\ \mathrm{RP}^{9} \% \end{gathered}$ |
| Never | 141\% | ${ }^{23} 5$ | ${ }^{55}$ | ${ }^{28}{ }_{6}$ | ${ }_{8 \%}$ | ${ }_{3}^{16}$ | ${ }^{10} 3$ | ${ }^{17} 4$ |  |  | 40 | ${ }_{2}{ }^{2}$ | $7 \%$ $5 \%$ | $7{ }_{4}^{7}$ | $12$ | $\begin{aligned} & 10 \\ & { }^{10} \% \end{aligned}$ | $\begin{gathered} 101 \\ \begin{array}{c} 10 \% \\ \mathrm{~K} \end{array} \end{gathered}$ | 114\% | ${ }_{2}^{3}$ | $9 \%$ |  | $\begin{gathered} 61 \\ \text { 29\% } \\ \text { STUP } \end{gathered}$ |
| N/A - I have never been in a relationship. | 146\% | 30\% | ${ }^{48} \%$ | 24\% | $\begin{aligned} & 44 \\ & 10 \% \\ & d \end{aligned}$ | $\begin{gathered} 88 \\ \text { GHIJ } \\ \text { G } \end{gathered}$ | $\stackrel{22}{7 \%}$ | 15 4 \% | 14\% |  | ${ }^{78} 8$ | $\begin{array}{r} 44 \\ 15 \% \\ \text { NOP } \end{array}$ | $\begin{aligned} & 16 \\ & 10 \% \\ & 10 \% \end{aligned}$ | ${ }_{5}^{8}$ | 5\% | ${ }_{1}^{2} \%$ | ${ }_{67}^{67}$ | $\begin{gathered} 45 \\ \text { STUV } \end{gathered}$ | 7 | 3\% | 3\% | ${ }_{2}^{4}$ |
| Sigma | $\begin{gathered} 2016 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 431 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 684 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 443 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 459 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 585 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 309 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 384 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 368 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 970 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 292 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 157 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 171 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 193 \\ & 100 \% \end{aligned}$ | 158 $100 \%$ | $\begin{aligned} & 1046 \\ & .100 \% \end{aligned}$ | $\begin{aligned} & 293 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 152 \\ & 100 \% \end{aligned}$ | 213 $100 \%$ | 176 $100 \%$ | $\begin{aligned} & 210 \\ & 100 \% \end{aligned}$ |

[^6]Base: All Respondents


Base: Have Ever Been In A Relationship

|  |  | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\frac{\text { Total }}{\text { (A) }}$ | $\begin{gathered} \begin{array}{c} \text { North- } \\ \text { east } \end{array} \\ \hline(\mathbf{B}) \end{gathered}$ | $\frac{\text { South }}{(C)}$ | Midwest <br> (D) | $\frac{\text { West }}{(\mathbf{E})}$ | $\frac{18-34}{(F)}$ | $\frac{35-44}{(\mathbf{G})}$ | $\frac{45-54}{(H)}$ | $\frac{55-64}{(\mathrm{I})}$ | $\frac{65+}{(\mathrm{J})}$ | $\frac{\text { Total }}{(\mathbf{K})}$ | $\frac{18-34}{(\mathrm{~L})}$ | $\frac{35-44}{(M)}$ | $\frac{45-54}{(N)}$ | $\frac{55-64}{(0)}$ | $\frac{\mathbf{6 5 +}}{(\mathbf{P})}$ | $\frac{\text { Total }}{(\mathbf{Q})}$ | $\frac{18-34}{(R)}$ | $\frac{35-44}{(S)}$ | $\frac{45-54}{(T)}$ | $\frac{55-64}{(\mathrm{U})}$ | $\frac{65+}{(\mathrm{V})}$ |
| Unweighted Base | 1868 | 472 | 575 | 490 | 331 | 386 | 299 | 386 | 401 | 396 | 850 | 157 | 130 | 180 | 200 | 183 | 1018 | 229 | 169 | 206 | 201 | 213 |
| Weighted Base | 1870 | 401 | 635 | 419 | 415 | 497 | 287 | 369 | 355 | 362 | 892 | 248* | 141* | 163 | 184 | 156 | 978 | 249 | $146{ }^{*}$ | 206 | 172 | 206 |
| Ever (Net) | ${ }^{1729} 92 \%$ | $\begin{gathered} 378 \\ 94 \% \end{gathered}$ | $\begin{gathered} 580 \\ 91 \% \end{gathered}$ | ${ }_{93 \%}^{391}$ | $\begin{gathered} 380 \\ 91 \% \end{gathered}$ | $\begin{gathered} 481 \\ 98 \% \\ 1 J \end{gathered}$ | $\underset{96 \%}{277}$ | $\begin{aligned} & 353 \\ & 95 \% \\ & \hline \end{aligned}$ | $\begin{gathered} 328 \\ 92 \% \end{gathered}$ | $\begin{gathered} 290 \\ 80 \% \end{gathered}$ | ${ }_{95 \%}^{852}$ | $\begin{gathered} 244 \\ 98 \% \\ \mathrm{op} \end{gathered}$ | $\begin{aligned} & 134 \\ & \\ & \hline 55 \% \end{aligned}$ | $\begin{aligned} & 155 \\ & \\ & 96 \% \end{aligned}$ | 172 $94 \%$ | $\begin{gathered} 146 \\ 94 \% \\ V \end{gathered}$ | 877 $90 \%$ | $\stackrel{237}{96 \%}$ | $\begin{aligned} & 143 \\ & \text { U8\% } \end{aligned}$ | $\begin{gathered} 197 \\ 95 \% \\ V \end{gathered}$ | $\begin{gathered} 155 \\ 91 \% \\ V \end{gathered}$ | 145\% |
| Weekly or more often | ${ }^{38}$ | ${ }^{11} 3$ | $\underset{1 \%}{9}$ | $\stackrel{8}{2 \%}$ | $\begin{gathered} 10 \\ 2 \% \end{gathered}$ | $\begin{aligned} & 22 \\ & \text { i4 } \\ & \text { gij } \end{aligned}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ | ${ }_{2}^{9} \%$ | ${ }_{1}^{1 \%}$ | $\stackrel{1}{*}$ | $\begin{gathered} 17 \\ 2 \% \end{gathered}$ | $\frac{9}{4 \%}$ | ${ }_{2 \%}$ | $\stackrel{4}{2 \%}$ | $1 \%$ | $\stackrel{1}{*}$ | ${ }_{22}^{22}$ | 13 $5 V$ SV |  | V\% | ${ }^{3} \mathrm{v}$ |  |
| Two to three times per month | ${ }_{9 \%}^{167}$ | $\begin{aligned} & 41 \\ & 10 \% \\ & d \end{aligned}$ | $\begin{aligned} & 60 \\ & 9 \% \\ & \frac{9}{d} \end{aligned}$ | 24 6 | $\begin{aligned} & 42 \\ & 10 \% \\ & d \end{aligned}$ | $\begin{gathered} 83 \\ \text { 817\% } \\ \text { GHIJ } \end{gathered}$ | ${ }_{2}^{22}$ | $\begin{gathered} 22 \\ 6 \% \\ j \end{gathered}$ | $\begin{gathered} 29 \\ 8 \% \\ j \end{gathered}$ | ${ }^{10} 3$ | $\begin{gathered} 109 \\ 12 \% \\ Q \end{gathered}$ | $\begin{gathered} 49 \\ \text { mNP } \end{gathered}$ | ${ }^{13} 9$ | 14\% | 25 ${ }_{14}{ }^{14} \%$ | 7 5 | ${ }^{58}{ }_{6}$ | $\begin{gathered} \quad \begin{array}{l} 35 \\ \text { sTUV }^{4} \% \end{array} \end{gathered}$ | $\begin{aligned} & 9 \\ & V^{6 \%} \end{aligned}$ | 8 | ${ }_{2}^{4}$ | $\begin{aligned} & 3 \\ & 1 \% \end{aligned}$ |
| About once per month | ${ }^{318} \%$ | $\begin{aligned} & 71 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 98 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 77 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 73 \\ & 17 \% \end{aligned}$ | $\begin{aligned} & 116 \\ & { }_{23}{ }_{23} \\ & \text { HIJ } \end{aligned}$ | $\begin{gathered} 67 \\ { }_{2}^{63 \%} \\ \text { HiJ } \end{gathered}$ | $\begin{aligned} & 50 \\ & 13 \% \\ & \text { j } \end{aligned}$ | $\begin{aligned} & 56 \\ & 16 \% \\ & \hline \end{aligned}$ | 29\% | $\begin{gathered} 188 \\ { }_{21 \%} \end{gathered}$ | $\begin{gathered} 64 \\ 26 \% \\ { }^{6} p \end{gathered}$ | $\begin{gathered} 42 \\ \text { NoPS } \end{gathered}$ | 23 $14 \%$ | 19\% | $\begin{aligned} & 24 \\ & \begin{array}{l} 16 \% \\ \text { V } \end{array} \end{aligned}$ | 130 $13 \%$ | $\begin{gathered} 52 \\ { }_{21}^{21} \% \\ \text { tuv } \end{gathered}$ | $\begin{aligned} & \begin{array}{l} 24 \\ 177 \% \\ V^{2} \end{array} \end{aligned}$ | $\begin{aligned} & 27 \\ & 13 \% \\ & \mathrm{~V}^{2} \end{aligned}$ | ${ }^{22} 13$ | $\stackrel{5}{2 \%}$ |
| Several times during the year | ${ }_{30}^{556}$ | ${ }_{29 \%}^{117}$ | 201 $32 \%$ | ${ }_{27}^{114}$ | $\begin{gathered} 124 \\ 30 \% \end{gathered}$ | $\begin{gathered} 137 \\ 28 \% \end{gathered}$ | 96 ${ }^{3} \mathrm{\%}$ | $\begin{gathered} 126 \\ 34 \% \\ j \end{gathered}$ | 99\% | 98 | ${ }_{31 \%}^{281}$ | ${ }_{28}^{67}$ | $\begin{aligned} & 43 \\ & 31 \% \end{aligned}$ | 61\% | 50\% | $\begin{gathered} 58 \\ 37 \% \\ \mathrm{~V} \end{gathered}$ | $\begin{gathered} 276 \\ 28 \% \end{gathered}$ | 28\% | 52\% | ${ }^{65}{ }^{6} \mathrm{~V}$ | 29\% ${ }_{\text {V }}$ | $\begin{aligned} & 40 \\ & 19 \% \end{aligned}$ |
| Once to a handful of times during the year | 219\% | 50 $13 \%$ | 63 $10 \%$ | $\begin{aligned} & 64 \\ & \begin{array}{l} 64 \\ 15 e \end{array} \end{aligned}$ | 410\% | 53 $11 \%$ | 33 $12 \%$ | 56 $15 \%$ | ${ }_{12}{ }^{2}$ |  | $\stackrel{101}{11 \%}$ | 26 $11 \%$ | 15 | 23 $14 \%$ | ${ }^{17} \%$ | 20 $13 \%$ | ${ }^{119} 12$ | 27 $11 \%$ | ${ }_{13}^{18}$ | - ${ }^{33} \mathrm{~V}$ \% | 25 14 v |  |
| Only for the usual gift-giving times (e.g., birthdays s Day, <br> birthiays, anniversary, Christmas or other key <br> religious holiday) | ${ }_{19}^{347}$ | ${ }_{17}^{69}$ | $\xrightarrow{122} 19$ | 87\% | ${ }_{17}^{69}$ | 63 $13 \%$ | 43 $15 \%$ | $\begin{aligned} & 72 \\ & 19 \% \\ & { }^{2} \% \end{aligned}$ | $\stackrel{76}{21} \times$ | $\begin{gathered} 94 \\ \text { FGh } \\ \text { FG } \end{gathered}$ | ${ }^{132} 15$ | 11\% | 15 $10 \%$ | 25 ${ }^{15}$ | 195\% | $\begin{gathered} 32 \\ \begin{array}{c} 31 \% \\ \mathrm{Lm} \end{array} \end{gathered}$ | $\begin{gathered} 215 \\ 22 \% \\ K \end{gathered}$ | 37 $15 \%$ | 28 m m | 23\% ${ }_{\text {r }}$ |  | $\begin{gathered} 62 \\ 30 \% \\ \text { Rsp } \end{gathered}$ |
| Less often than once a year | ${ }^{83} 4$ | 20 5 | ${ }^{25} 4$ | ${ }_{17}^{17}$ | ${ }_{21}^{5 \%}$ | ${ }_{2 \%}^{8}$ | $\begin{aligned} & 13 \\ & 5 \\ & f \end{aligned}$ | $\begin{aligned} & 18 \\ & \frac{5}{F} \end{aligned}$ | $\begin{gathered} 21 \\ 6 \% \\ F \end{gathered}$ | $\begin{gathered} 23 \\ \stackrel{6}{\mathrm{~F}} \mathrm{~F} \end{gathered}$ | ${ }^{25}{ }_{3 \%}$ | $1 \%$ | $3{ }^{4}$ | ${ }^{6} \%$ | ${ }_{5}^{5}$ | 4\% | $\begin{aligned} & 59 \\ & 69 \% \\ & \mathrm{~K} \end{aligned}$ | ${ }_{3}^{6}$ | 10\% | ${ }^{12} 6$ | $\begin{gathered} 12 \\ 7 \% \\ \mathrm{r} \end{gathered}$ | $\begin{gathered} 19 \\ \text { RP }^{19} \end{gathered}$ |
| Never | 141 81 | ${ }^{23} 6$ | ${ }^{55} 9$ | ${ }^{28} \%$ | ${ }_{96}{ }^{6}$ | ${ }^{16}{ }_{3}$ | 10 ${ }^{1}$ | 17 ${ }_{5}$ |  |  | $4_{5 \%}$ | ${ }_{2}^{4} \%$ | 5\% | 7 | $\begin{gathered} 12 \\ 6 \% \\ 1 \end{gathered}$ | $\begin{aligned} & 10 \\ & 6 \% \\ & 1 \end{aligned}$ | $\begin{gathered} 101 \\ 10 \% \\ K \end{gathered}$ | 11\% | $\stackrel{3}{2 \%}$ | ${ }_{5}{ }^{\text {\% }}$ |  | $\begin{aligned} & 61 \\ & \text { 30\% } \\ & \text { TOP } \end{aligned}$ |
| Sigma | $\begin{gathered} 1870 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 401 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 635 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 419 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 415 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 497 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 287 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 369 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 355 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 362 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 892 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 248 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 141 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 163 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 184 \% \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 156 \\ & \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 978 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 249 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 146 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ | 172 $100 \%$ | $\begin{aligned} & 206 \\ & 100 \% \end{aligned}$ |

Proportions/Means: Columns Tested
Overlap formulae used. ${ }^{*}$ small base

Base: Have Ever Been In A Relationship

\begin{tabular}{|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|c|}
\hline \multirow[t]{3}{*}{} \& \multicolumn{5}{|c|}{Income} \& \multicolumn{3}{|c|}{Education} \& \multicolumn{4}{|l|}{Employment Status} \& \multicolumn{2}{|l|}{Children in HH} \& \multicolumn{2}{|l|}{Parent of Child Under 18 in HH} \& \multicolumn{2}{|l|}{\[
\underset{\text { Ownership }}{\text { Home }}
\]} \& \multicolumn{2}{|r|}{Marital Status} \\
\hline \& Total \& \[
\begin{aligned}
\& \text { Less } \\
\& \text { Than } \\
\& \$ 50 \mathrm{~K} \\
\& \hline
\end{aligned}
\] \& \[
\begin{gathered}
\$ 50 \mathrm{~K} \\
\$ 74.9 \mathrm{~K}
\end{gathered}
\] \& \[
\begin{gathered}
\$ 75 \mathrm{~K} \\
\$ 99.9 \mathrm{~K}
\end{gathered}
\] \& \$100K+ \& \[
\underset{\substack{\text { H.S. } \\ \text { Less. }}}{ }
\] \& \begin{tabular}{l}
Some \\
Col.
\end{tabular} \& Col. Grad+ \& \begin{tabular}{l}
Total \\
Emp.
\end{tabular} \& Total Unemp. \& Student \& \[
\begin{aligned}
\& \text { Ret- } \\
\& \text { ire }
\end{aligned}
\] \& \& No \& Yes \& No \& Home-
owner \& Renter \& \[
\underset{\text { ied }}{\text { Marr- }}
\] \& \[
\begin{gathered}
\text { Not } \\
\text { Married }
\end{gathered}
\] \\
\hline \& (A) \& (B) \& (C) \& (D) \& (E) \& (F) \& (G) \& (H) \& (I) \& (J) \& (K) \& (L) \& (M) \& (N) \& (O) \& (P) \& (Q) \& (R) \& (S) \& (T) \\
\hline Unweighted Base \& 1868 \& 781 \& 398 \& 251 \& 266 \& 592 \& 599 \& 677 \& 998 \& 870 \& 79 \& 475 \& 490 \& 1378 \& 444 \& 1424 \& 1230 \& 607 \& 1049 \& 819 \\
\hline Weighted Base \& 1870 \& 680 \& 336 \& 240 \& 441 \& 771 \& 538 \& 560 \& 1019 \& 851 \& 117* \& 442 \& 522 \& 1348 \& 448 \& 1422 \& 1234 \& 606 \& 1035 \& 835 \\
\hline Ever (Net) \& 1729 \({ }^{\text {92\% }}\) \& \({ }^{606} 89 \%\) \& \% \({ }_{\text {a }}^{314} \mathrm{~m}\) \& \[
\begin{gathered}
235 \\
\% \\
=\begin{array}{c}
238 \% \\
B C
\end{array}
\end{gathered}
\] \& \[
\% \quad \begin{gathered}
423 \\
\hline \\
\hline
\end{gathered}
\] \& 6904 \& \% \({ }_{\text {505 }}^{9} \mathrm{f}\) \& \[
\% \quad \stackrel{530}{5} \%
\] \& \[
\%{ }_{9}^{969}{ }^{965}
\] \& \[
\begin{gathered}
760 \% \\
\% \\
\hline 89 \%
\end{gathered}
\] \& \[
\begin{aligned}
\& 115 \\
\& 98 \% \\
\& \text { JL }
\end{aligned}
\] \& \[
{ }_{83}{ }_{83} \%
\] \& \[
\stackrel{503}{\stackrel{56}{\mathrm{~N}}}
\] \& \[
{ }^{1226}
\] \& \[
\begin{gathered}
431 \\
9 \mathrm{P}
\end{gathered}
\] \& \({ }^{1298} 9\) \& 1137 \(92 \%\) \& \({ }_{963}{ }^{36}\) \& \({ }^{985}{ }^{\text {T }}\) \& 744
\(89 \%\) \\
\hline Weekly or more often \& \({ }^{38} \%\) \& - \(\begin{aligned} \& 22 \\ \& \mathrm{Cd}^{3}\end{aligned}\) \& \% \({ }^{1}\) \& \[
\begin{aligned}
\& 1 \% \\
\& 1 \%
\end{aligned}
\] \& \[
\begin{aligned}
\& 13 \\
\& \begin{array}{c}
3 \% \\
\mathrm{c}
\end{array}
\end{aligned}
\] \& \({ }^{17}\) \& - \(\quad \begin{aligned} \& 10 \\ \& 2 \%\end{aligned}\) \& - 12 \& - \({ }_{2}^{20}\) \& - \({ }^{18}{ }_{2}^{2} \%\) \& 7
6
L \& \(\stackrel{1}{*}\) \& \(\stackrel{22}{4} \mathrm{~N}\) \& \({ }^{16}\) \& \({ }_{1}^{5}\) \& \({ }^{33} 2\) \& \({ }^{19} 2\) \& 19
3
9 \& \({ }^{16}\) \& \({ }^{23} 3\) \\
\hline Two to three times per month \& \[
{ }_{9 \%}^{167}
\] \& ( \(\begin{aligned} \& 75 \\ \& 11 \% \\ \& C\end{aligned}\) \& \[
\% \quad{ }^{20} \%
\] \& \[
{ }^{21} 9 \%
\] \& \[
\begin{aligned}
\& 43 \\
\& 10 \%
\end{aligned}
\] \& \[
{ }^{48}{ }_{6 \%}
\] \& \[
\begin{aligned}
\& 75 \\
\& { }_{14}{ }^{2 H} \%
\end{aligned}
\] \& \[
\% \quad{ }_{8}^{44}
\] \& \[
\% \quad{ }_{9}^{95}
\] \& \[
\begin{gathered}
72 \\
\% \\
\hline
\end{gathered}
\] \& \[
\begin{gathered}
31 \\
\hline \\
\hline \\
\\
\text { 26\% } \\
\text { IJL }
\end{gathered}
\] \& \[
{ }^{21} 5 \%
\] \& \[
\begin{aligned}
\& 55 \\
\& \% \quad 10 \%
\end{aligned}
\] \& \[
112
\] \& \[
{ }^{39}{ }_{9 \%}
\] \& \[
{ }_{9 \%}^{127}
\] \& \[
{ }^{86}
\] \& \[
\begin{aligned}
\& 75 \\
\& 75 \\
\& 12 \% \\
\& \text { Q }
\end{aligned}
\] \& \[
{ }^{68}
\] \& 98
12\% \\
\hline About once per month \& \({ }^{318} 17\) \& - \({ }^{116}\) \& \[
\% \quad \begin{aligned}
\& 63 \\
\& \\
\& \hline 19 \%
\end{aligned}
\] \& 18\% \& 15\% \& \[
\begin{gathered}
122 \\
16 \%
\end{gathered}
\] \& \[
\% \quad 90
\] \& \[
\% \quad{ }^{106} \%
\] \& \[
\% \quad \begin{gathered}
193 \\
\\
\quad 19 \% \\
j L
\end{gathered}
\] \& \[
\begin{gathered}
126 \\
\quad 15 \% \\
\hline
\end{gathered}
\] \& \[
\begin{aligned}
\& 32 \\
\& { }_{2}^{28 \%} \\
\& \mathrm{SL}^{2}
\end{aligned}
\] \& 419 \& \[
\begin{aligned}
\& 97 \\
\& \% \quad 19 \%
\end{aligned}
\] \& \[
\begin{gathered}
222 \\
16 \%
\end{gathered}
\] \& \({ }^{86} 19 \%\) \& 233 \({ }_{16 \%}\) \& \({ }^{188}{ }^{15 \%}\) \& \[
\begin{gathered}
124 \\
20 \% \\
Q
\end{gathered}
\] \& 148
\(14 \%\) \& \[
\begin{gathered}
170 \\
20 \% \\
\mathrm{~S}
\end{gathered}
\] \\
\hline Several times during the year \& \({ }^{556}{ }^{3} \%\) \& - \({ }^{172} 2\) \& \[
\% \begin{gathered}
111 \\
33 \% \\
B
\end{gathered}
\] \& - \(\quad \begin{aligned} \& 74 \\ \& 31 \%\end{aligned}\) \& \[
\begin{gathered}
157 \\
\% \\
\hline
\end{gathered}
\] \& \[
\begin{array}{r}
212 \\
\%
\end{array}
\] \& \({ }^{166}\) 31\% \& ¢ \(\begin{gathered}178 \\ 32 \%\end{gathered}\) \& \[
\% \quad \begin{gathered}
331 \\
32 \%
\end{gathered}
\] \& 225 \({ }^{26 \%}\) \& - 259 \& \({ }^{127} 29\) \& \({ }^{166}{ }_{3}{ }^{\text {2 }}\) \& \({ }^{390}\) 29\% \& \[
\begin{gathered}
156 \\
\begin{array}{c}
35 \% \\
P
\end{array}
\end{gathered}
\] \& \({ }^{400} 28\) \& \({ }^{385}\) \& 162 \({ }^{27 \%}\) \& 344
3

T \& 212 25 \\

\hline Once to a handful of times during the year \& $$
\stackrel{219}{12 \%}
$$ \& \[

$$
\begin{aligned}
& 65 \\
& \% \quad 10 \%
\end{aligned}
$$

\] \& \[

$$
\begin{array}{ll} 
& 39 \\
& 12 \%
\end{array}
$$

\] \& \[

$$
\begin{aligned}
& 31 \% \\
& 13 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 57 \\
& 13 \%
\end{aligned}
$$

\] \& $\stackrel{83}{11 \%}$ \& - $\begin{aligned} & 65 \\ & 12 \%\end{aligned}$ \& - 72 \& \[

$$
\begin{gathered}
\left.\begin{array}{c}
125 \\
12 \% \\
k
\end{array}\right)
\end{gathered}
$$

\] \& , $\begin{aligned} & 94 \\ & 11 \%\end{aligned}$ \& - ${ }^{4}$ \& \[

$$
\begin{aligned}
& 49 \\
& 11 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 61 \\
& \% \quad 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
158 \\
12 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 52 \\
& 12 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
167 \\
12 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
156 \\
13 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 59 \\
& 10 \%
\end{aligned}
$$
\] \& 145

14 \& ${ }^{74} 9$ \\

\hline | Only for the usual gift-giving times (e.g., bith |
| :--- |
| Christmas or other key religious holiday) | \& ${ }^{347}$ 19\% \& - 119\% \& \% $\quad 70$ \& 54\% \& ${ }_{16 \%}$ \& \[

\% \quad{ }_{\mathrm{G}}^{166}

\] \& - 82 \& - ${ }^{98}{ }^{8}$ \& \[

\% \quad $$
\begin{gathered}
162 \\
16 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
184 \\
\% \\
\hline \\
\hline
\end{gathered}
$$

\] \& \[

{ }^{10} 9 \%

\] \& \[

$$
\begin{gathered}
108 \\
6 \\
\hline \\
\hline \text { ljk }
\end{gathered}
$$
\] \& \% 87\% \& 259 ${ }^{19}$ \& 79

$18 \%$ \& ${ }^{2688}$ \& $$
\begin{gathered}
250 \\
{ }_{R}^{20 \%}
\end{gathered}
$$ \& 93

$15 \%$ \& $\stackrel{216}{21}{ }^{2}$ \& 131
$16 \%$ \\

\hline Less often than once a year \& $83 \%$ \& - $\begin{gathered}38 \\ 6 \% \\ 0\end{gathered}$ \& \% ${ }_{3}^{9}$ \& ${ }^{11} 4 \%$ \& ${ }^{16}$ \& $$
\begin{gathered}
46 \\
6 \% \\
\mathrm{~g}
\end{gathered}
$$ \& ${ }^{17}{ }_{3 \%}$ \& - ${ }^{20}$ \& - 42 \& - ${ }^{41}$ \& 1 \& 22\% \& ${ }^{15}$ \& ${ }^{69}$ \& 14 3 \% \& ${ }^{69}$ \% \& ${ }^{53} 4$ \& 31 5 \& 47\% \& ${ }^{36} 4$ \\

\hline Never \& $$
{ }_{8 \%}^{141}
$$ \& \[

$$
\begin{gathered}
74 \\
\% \\
\hline 11 \%
\end{gathered}
$$

\] \& \[

\% \quad $$
\begin{gathered}
22 \\
{ }_{0}^{6} \%
\end{gathered}
$$

\] \& - ${ }^{5}$ \& \[

{ }^{18}

\] \& \[

$$
\begin{aligned}
& 77 \\
& 70 \% \\
& \text { gH }
\end{aligned}
$$

\] \& \[

\% \quad{ }_{6}^{34}

\] \& \[

\% \quad{ }^{30} 5 \%

\] \& \[

\% \quad{ }^{51}

\] \& \[

$$
\begin{aligned}
& 90 \\
& \% \\
& \hline 11 \% \\
& \text { IK }
\end{aligned}
$$

\] \& \[

\underset{2 \%}{2}

\] \& \[

$$
\begin{gathered}
73 \\
17 \% \\
17 \% K
\end{gathered}
$$

\] \& \[

{ }^{19}{ }_{4 \%}

\] \& \[

$$
\begin{gathered}
122 \\
9 \% \\
M
\end{gathered}
$$

\] \& ${ }^{16} 4$ \& \[

$$
\begin{gathered}
125 \\
9 \%
\end{gathered}
$$
\] \& $\stackrel{96}{8 \%}$ \& $43 \%$ \& 51 \& 91

$11 \%$
S \\

\hline Sigma \& $$
\begin{aligned}
& 1870 \\
& 100 \%
\end{aligned}
$$ \& \[

$$
\begin{aligned}
& 680 \\
& \% 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& \text { 336 } \\
& \text { 100\% }
\end{aligned}
$$
\] \& 240\% \& 4410\% \& 771

$100 \%$ \& \[
$$
\begin{aligned}
& 538 \\
& \% \\
& \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 560 \\
& \% \\
& \hline 100 \%
\end{aligned}
$$

\] \& - 1019 \& \[

$$
\begin{gathered}
851 \% \\
\% \\
\hline 100 \%
\end{gathered}
$$
\] \& 117

$100 \%$ \& \[
$$
\begin{aligned}
& 442 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 522 \\
& \% \\
& \hline 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 1348 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{aligned}
& 448 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1422 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{gathered}
1234 \\
100 \%
\end{gathered}
$$

\] \& \[

$$
\begin{aligned}
& 606 \\
& 100 \%
\end{aligned}
$$

\] \& \[

$$
\begin{gathered}
1035 \\
100 \%
\end{gathered}
$$
\] \& 835 ${ }^{100 \%}$ \\

\hline
\end{tabular}

Proportions/Means: Columns Tested ( $5 \%, 10 \%$ risk level) - B/C/D/E - F/G/H - I/J/K/L-M/N - O/P - Q/R-S/T
Proportions/Means: Columns rested
Overlap formulae used. $*$ small base

Base: Not In A Committed Relationship/Engaged/Married Or Civil Union

|  | Total | Region |  |  |  | Age |  |  |  |  | Male Age |  |  |  |  |  | Female Age |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | $\begin{aligned} & \text { North- } \\ & \text { east } \end{aligned}$ | South | Mid- <br> west | West | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ | Total | 18-34 | 35-44 | 45-54 | 55-64 | 65+ |
|  | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | (Q) | (R) | (S) | (T) | (U) | (V) |
| Unweighted Base | 694 | 176 | 190 | 177 | 151 | 174 | 100 | 128 | 149 | 143 | 311 | 84 | 56 | 65 | 69 | 37 | 383 | 90 | 44 | 63 | 80 | 106 |
| Weighted Base | 667 | 149* | 221 | 132 | 165* | 242 | $88^{*}$ | $100 *$ | $108 *$ | 129* | 313 | $130^{*}$ | 55* | 49* | 51* | $27 * *$ | 354 | 111* | $33^{* *}$ | 51* | $56^{*}$ | 102* |
| Anything (Net) | ${ }_{36}^{242}$ | $\begin{aligned} & 68 \\ & 46 \% \\ & c E \end{aligned}$ | 733\% | $\begin{gathered} 55 \\ 45 \% \\ 42 \% \end{gathered}$ | 46\% | $\begin{gathered} 107 \\ 44 \% \\ j \end{gathered}$ | 33 $38 \%$ | 309\% | 336\% | 26\% | $\begin{array}{r} 132 \\ \hline \quad 42 \% \end{array}$ | 57 ${ }^{5}$ | 21 38 | 199\% | 20\% | 14\% | 110 $31 \%$ | $\begin{aligned} & 50 \\ & 45 \% \\ & \text { uV } \end{aligned}$ | 12\% | 20 4 0 V | ${ }^{16}{ }^{28} \%$ | 12\% |
| Less than \$50 | $\begin{aligned} & 132 \\ & 20 \% \end{aligned}$ | $\begin{gathered} 38 \% \\ 25 \\ \hline \end{gathered}$ | $\begin{aligned} & 40 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 30 \\ & 23 \% \end{aligned}$ | 25 ${ }^{15}$ | ${ }_{21}^{52}$ | 192\% | $\stackrel{27}{27}{ }_{\text {iJ }}$ | $\begin{aligned} & 17 \\ & 16 \% \end{aligned}$ | 18 $14 \%$ | 54\% | 22 $17 \%$ | 15\% | 10 $21 \%$ | 7 $14 \%$ | 27\% | ${ }^{78}{ }^{2} \%$ | $\begin{aligned} & 30 \\ & 27 \% \\ & \\ & \mathrm{~V} \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 33 \% \end{aligned}$ | $\stackrel{17}{33 \%}$ | $\begin{aligned} & 10 \\ & 18 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 10 \% \end{aligned}$ |
| \$50 Or More (Sub-Net) | $\begin{gathered} 110 \\ 16 \% \end{gathered}$ | 20\% | $\begin{aligned} & 33 \\ & 15 \% \end{aligned}$ | $\begin{aligned} & \text { 195 } \end{aligned}$ | $\begin{aligned} & 21 \\ & 13 \% \end{aligned}$ | $\begin{aligned} & 55 \\ & 23 \% \\ & \text { h3 } \end{aligned}$ | 14 16 | $\begin{aligned} & 13 \\ & 13 \% \end{aligned}$ | 19 18 | $8 \%$ | $\begin{aligned} & 78 \\ & 25 \% \\ & \\ & \hline \end{aligned}$ | 36\% | ${ }_{23}^{13}$ | 18\% | $\begin{aligned} & 13 \\ & { }_{26}^{36 \%} \end{aligned}$ | 26\% | ${ }^{32} 9$ | $\begin{aligned} & 20 \\ & \text { 18\% } \\ & \text { V } \end{aligned}$ | ${ }_{4 \%}^{1}$ | $4 \%$ V | $\mathrm{V}^{5} \mathrm{5}$ \% | ${ }_{1}^{1} \%$ |
| \$50 to \$99 | 33 | 6\% | 11 5 | $\stackrel{7}{5 \%}$ | ${ }_{4}^{6}$ | 10 ${ }^{4}$ \% | ${ }_{3}^{3}$ | ${ }_{4 \%}^{4}$ | $\begin{gathered} 13 \\ 12 \% \\ \text { FGHJ } \end{gathered}$ | ${ }_{3}^{4}$ | $\begin{gathered} 24 \\ 8 \% \\ 0 \end{gathered}$ | 5\% | $\stackrel{3}{5 \%}$ | $\stackrel{3}{5 \%}$ | ${ }_{\text {Lmn }}{ }^{18 \%}$ | 3 $11 \%$ | ${ }_{3} 9$ | 3\% | - | ${ }_{2 \%}$ | 4 8 V |  |
| $\begin{aligned} & \text { \$100 Or More } \\ & \text { (Sub-Sub-Net) } \end{aligned}$ | $\begin{aligned} & 76 \\ & 11 \% \end{aligned}$ | 214\% | $\begin{aligned} & 22 \\ & 10 \% \end{aligned}$ | 19 $14 \%$ | ${ }^{15} 9$ | $\begin{aligned} & 46 \\ & 19 \% \\ & \text { hlj } \end{aligned}$ | $\begin{aligned} & 12 \\ & 13 \% \\ & \text { ij } \end{aligned}$ | $9{ }_{9}^{9}$ | ${ }_{5}^{6}$ | ${ }_{3}{ }^{\text {\% }}$ | $\begin{aligned} & 54 \\ & \frac{17}{17 \%} \\ & \hline \end{aligned}$ | $\begin{gathered} 29 \\ 22 \% \\ 0 \end{gathered}$ | 10 $18 \%$ | ${ }_{13}^{6}$ | ${ }_{9}^{4}$ | 15\% | 22\% | $\begin{aligned} & 17 \\ & 15 \% \\ & \text { UV } \end{aligned}$ | 4\% | 5\% | ${ }_{2}^{1}$ | * |
| \$100 to \$299 | ${ }^{62} \%$ | 21 $14 \%$ $c$ | 14\% | ${ }^{11} 9$ | ${ }^{15} 9$ | $\begin{aligned} & 37 \\ & 15 \% \\ & 15 \% \end{aligned}$ | $\begin{aligned} & 8 \\ & 9 \\ & j \end{aligned}$ | $\frac{9}{9} \%$ | ${ }_{5}^{6}$ | 2\% | $\begin{gathered} 44 \\ \stackrel{44 \%}{Q} \end{gathered}$ | 24 $18 \%$ | ${ }_{12}^{6} \%$ | ${ }_{13}^{6} \%$ | ${ }_{9}^{4}$ | ${ }_{9}^{2}$ | ${ }^{18}$ | $\begin{aligned} & 13 \\ & 11 \% \\ & \text { uV } \end{aligned}$ | 4\% | 5\% | ${ }_{2}^{1}$ | * |
| $\begin{aligned} & \text { \$300 Or More- } \\ & \text { (Sub-Sub-Sub-Net) } \end{aligned}$ | ${ }^{15}$ | - | $\begin{gathered} \begin{array}{c} 7 \\ 3 \% \\ \text { be } \end{array} \end{gathered}$ | BE ${ }^{6}$ | - | $9 \%$ | ${ }_{4}^{4} \mathrm{4}$ \% | - | - | 2\% | ${ }^{10} 3$ | 5\% | 7\% | : | - | ${ }_{6}{ }^{2}$ | ${ }_{1}^{4} \%$ | $4{ }_{4}^{4}$ | - | - | : | - |
| \$300 to \$499 | ${ }^{13} 2$ | - | $\begin{gathered} 7 \\ { }^{3 \%} \end{gathered}$ | $B^{\frac{5}{5} \%}$ | - | ${ }_{3 \%}$ | ${ }_{4}^{4} \%$ | - | : | ${ }_{1}^{2}$ | ${ }_{3} 9$ | ${ }_{3}{ }^{\text {\% }}$ | 4\% | - | - | ${ }_{6}^{2}$ | ${ }_{1}^{4}$ | $4{ }_{4}$ | - | - | - | - |
| \$500 to \$999 | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | : | : | : | - | : | : | - |
| \$1,000 or more | ${ }_{*}$ | - | $:$ | $1 \%$ | - | $1 \%$ | - | - | - | - | 1 | $1 \%$ | - | : | - | - | - | : | - | : | : |  |
| Nothing | $\begin{gathered} 425 \\ 64 \% \end{gathered}$ | $\begin{aligned} & 80 \\ & 54 \% \end{aligned}$ | $\begin{gathered} 148 \\ 67 \% \\ b \end{gathered}$ | $\begin{aligned} & 76 \% \\ & 58 \% \end{aligned}$ | $\begin{aligned} & 120 \\ & 72 \% \\ & \text { BD } \end{aligned}$ | $\begin{gathered} 135 \\ 56 \% \end{gathered}$ | ${ }^{55}$ | $\begin{aligned} & 61 \% \\ & 61 \% \end{aligned}$ |  | $\begin{gathered} 103 \\ \text { } 80 \% \\ \text { FGHI } \end{gathered}$ | $\begin{gathered} 181 \\ 58 \% \end{gathered}$ | 73 $56 \%$ | 34 6 | 31\% | 31 $60 \%$ | 13 $47 \%$ | $\begin{gathered} 244 \\ 69 \% \\ K \end{gathered}$ | 62 $55 \%$ | 20\% | 31 60 |  | $\begin{gathered} 90 \\ \text { RTU }^{88 \%} \end{gathered}$ |
| Sigma | $\begin{aligned} & 667 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 149 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 221 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 132 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 165 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 242 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 88 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 100 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 108 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 129 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 313 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 130 \\ & 100 \% \end{aligned}$ | $\begin{array}{r} 55 \\ 100 \% \end{array}$ | $\begin{gathered} 49 \\ 100 \% \end{gathered}$ | $\begin{array}{r} 51 \\ 100 \% \end{array}$ | $\begin{gathered} 27 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 354 \\ & 100 \% \end{aligned}$ | $\begin{aligned} & 111 \\ & 100 \% \end{aligned}$ | $\begin{gathered} 33 \\ 100 \% \end{gathered}$ | $\begin{gathered} 51 \\ 100 \% \end{gathered}$ | $\begin{gathered} 56 \\ 100 \% \end{gathered}$ | $\begin{aligned} & 102 \\ & 100 \% \end{aligned}$ |

Base: Not In A Committed Relationship/Engaged/Married Or Civil Union


# Q2135 What is your marital status? 

Q2135 What is your marital status?
3 Q1503 How would you describe your current dating situation?
$4 \quad 4$ Q1503 How would you describe your current dating situation?
55 Q1505 Thinking about your spending and how it is affected while in your current/most recent relationship (e.g., casual dating, committed relationship, marriage), how are/were not in a relationship? If you are not currently in a relationship a ase think about your most recent
Q1505 Thinking about your spending and how it is affected while in your current/most recent relationship
Q1505 hinking about your spending and how is affected while in your current/most recent relationship (e.g., casual dating, committed relationship, marriage), how are/were not in a relationship? If you are not currently in a relationship, please think about your most recent relationship.
$7 \quad 7$ Q1505 Thinking about your spending and how it is affected while in your current/most recent relationship (e.g., casual dating, committed relationship, marriage), how are/were not in a relationship? If you are not currently in a relationship, please think about your most recent relationship.
8 Q1505 Thinking about your spending and how it is affected while in your current/most recent relationship (e.g., casual dating, committed relationship, marriage), how much more or less wouldd you say you spend for dating and wr romantic activivites. (e.g. didining out, entertainment. , gifts, personal care) than when you
are/were not in a relationship? If you are not currently in a relationship, please think about your most recent relationship.
9 Q1510 Thinking about your spending while in a relationship (e.g., casual dating, committed relationship, marriage) compared to when you are/were not in a relationship,
would you say you...? Please select all that apply.
10 Q1510 Thinking about your spending while in a relationship (e.g., casual dating, committed relationship, marriage) compared to when you are/were not in a relationship,
11 Q1510
11 Q1510 Thinking about your spending while in a relationship (e.g., casual dating, committed relationship, marriage) compared to when you are/were not in a relationship,
would you say you...? Please select all that apply.
12 Q1510 Thinking about your spending while in a rela
would you say you...? Please select all that apply.
13 Q1515 When you are in a relationship, how much on average do you spend monthly on things like dining out, entertainment, gifts, clothes, travel, personal services
14 Q1515 When you are in a relationship, how much on average do you spend monthly on things like dining out, entertainment, gifts, clothes, travel, personal services
(e.g., gym, cosmetics, spa services, hair), because of the fact that you are in a relationship vs. being single?

15 Q1515 When you are in a relationship, how much on average do you spend monthly on things like dining out, entertainment, gifts, clothes, travel, personal services
(e.g., gym, cosmetics, spa services, hair), because of the fact that you are in a relationship vs. being single?
16 Q1515 When you are in a relationship, how much on average do you spend monthly on things like dining out, entertainment, gifts, clothes, travel, personal services
(e.g., gym, cosmetics, spa services, hair), because of the fact that you are in a relationship vs. being single?,
17 Q1520 Thinking about when you are in a relationship, how much more or less likely are you to spend money on products and services to make you look and/or feel better
17 Q1520 Thinking about when you are in a relationship, how much more or less likely are you to spend money on products and services to make you look and/or feel better
(e.g., clothes, gym membership, cosmetics, spa services, hair) than when single?
18 Q1520 Thinking about when you are in a relationship, how much more or less likely
19 (e.g., clothes, gym membership, cosmetics, spa services, hair) than when single?
19 Q1520 Thinking about when you are in a relationship, how much more or less likely
20 Q1520 Thinking about when you are in a relationship, how much more or less likely are you to spend money on products and services to make you look and/or feel better
(e.g., clothes, gym membership, cosmetics, spa services, hair) than when single? (e.g., clothes, gym membership, cosmetics, spa services, hair) than when single?

21 Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner? 22 Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner? 23 Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?
24 Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?
25 Q1530 On average, how much would you say you spend monthly on activities in pursuit of finding a romantic relationship (e.g., dating, dating website
26 Q1530 On average, how much would you say you spend monthly on activities in pursuit of finding a romantic relationship (e.g., dating, dating website


[^0]:    Proportions/Means:Columns Tested
    Overlap formulae used.

[^1]:    Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C/D/E - F/G/H-IJJ/KLL-M/N-O/P - Q/R - S/T
    Overlap formulae used.

[^2]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C/D/E-F/G/R/IJ-K/Q-L/M/N/O/P - R/S/T/U/V-L/R - M/S - N/T - O/U-P/V
    Overlap formulae used. small base

[^3]:    Proportions/Means: Columns Tested
    Overlap formulae used. ${ }^{\text {s }}$ small base

[^4]:    Proportions/Means: Columns Tested
    Overlap formulae used. ${ }^{*}$ small base

[^5]:    Proportions/Means: Columns Tested (5\%, 10\% risk level) - B/C/D/E - F/G/H-I/J/K/L - M/N - O/P - Q/R - S/T
    Overlap formulae used. * small base

[^6]:    Proportions/Means: Columns Tested (5\%, $10 \%$ risk level) - B/C/D/E - F/G/H/IJ- K/Q - L/M/N/O/P - R/S/T/U/V - L/R - M/S - N/T - O/U - P/V
    Overlap formulae used. *small base

