

Base: All Respondents

Q2135 What is your marital status?

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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	1035 51%	214 50%	359 53% e	256 58% BE	206 45%	165 28%	165 53% F	248 65% FG	238 64% FG	218 59% F	495 51%	64 22%	74 47% L	104 61% Lm	127 66% LM	126 80% LMNOV	540 52%	101 34% L	91 60% RVm	144 68% RV	112 63% RV	92 44% r
Not Currently Married Or Civil Union (Net)	981 49%	217 50% D	324 47% d	187 42% D	253 55% cD	420 72% GHIJ	144 47% HI	136 35% IJ	131 36% IJ	149 41% J	476 49% MNOPR	228 78% MNOPR	83 53% nOPs	67 39% P	66 34% P	32 20% P	505 48% STUV	192 66% STUV	61 40% UV	69 32% R	65 37% R	118 56% STUP
Single, never married	565 28%	128 30% D	192 28% d	99 22% D	146 32% D	347 59% GHIJ	101 33% HIJ	64 17% IJ	38 10% J	16 4% J	325 33% MNOPR	194 67% MNOPR	70 45% NOPS	35 20% oP	22 11% P	4 2% P	240 23% STUV	152 52% STUV	31 20% UV	29 14% V	16 9% V	12 6% V
Divorced	162 8%	30 7%	56 8%	31 7%	44 10%	6 1%	15 5% F	40 10% FG	43 12% FG	58 16% FGh	61 6% I	1 * I	5 3% I	17 10% Lm	23 12% LM	14 9% Lm	101 10% K	5 2% K	10 7% R	22 10% R	20 12% R	43 21% RSTUP
Separated	19 1%	4 1%	6 1%	3 1%	6 1%	4 1%	3 1%	6 2%	4 1%	2 1%	7 1%	2 1%	-	4 2%	1 1%	-	12 1%	2 1%	3 2%	2 1%	3 2%	2 1%
Widowed/Widower	104 5%	24 6%	32 5%	23 5%	24 5%	1 *	3 1%	5 1% FGH	26 7% FGH	68 18% FGHI	20 2% I	-	1 1% I	-	7 4% LN	11 7% LMN	84 8% K	1 1% K	2 1% K	5 2% RSTO	19 11% RSTUP	57 27% RSTUP
Living with partner	132 7%	31 7%	37 5%	31 7%	33 7%	62 11% hJ	23 7% J	22 6% J	20 5% J	6 2% J	64 7% P	30 10% P	7 4% P	11 6% p	14 7% P	2 1% P	69 7% tUV	32 11% UV	16 11% UV	11 5% v	7 4% v	3 2% v
Sigma	2016 100%	431 100%	684 100%	443 100%	459 100%	585 100%	309 100%	384 100%	369 100%	368 100%	970 100%	292 100%	157 100%	171 100%	193 100%	158 100%	1046 100%	293 100%	152 100%	213 100%	176 100%	210 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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

Base: All Respondents

Q2135 What is your marital status?

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2016	878	407	259	274	636	652	728	1075	941	98	490	509	1507	450	1566	1291	680	1049	967
Weighted Base	2016	764	343	247	458	834	581	601	1100	916	141*	452	547	1469	453	1563	1293	682	1035	981
Married or civil union	1035 51%	237 31%	194 57% B	159 64% B	350 76% BCD	407 49%	299 51%	329 55% f	544 49% K	491 54% K	8 6%	278 62% IJK	348 64% N	687 47%	327 72% P	708 45%	809 63% R	222 33% T	1035 100% T	-
Not Currently Married Or Civil Union (Net)	981 49%	527 69% CDE	149 43% E	88 36% E	108 24% BCD	427 51% h	282 49%	272 45% f	556 51% L	425 46% L	133 94% IJL	174 38% IJK	198 36% M	783 53% M	126 28% O	855 55% O	484 37% Q	460 67% Q	-	981 100% S
Single, never married	565 28%	291 38% CDE	85 25% E	49 20%	62 14%	230 28%	162 28%	173 29%	361 33% JL	204 22% L	122 87% IJL	33 7%	122 22% M	443 30% M	54 12% O	511 33% O	243 19% Q	298 44% Q	-	565 58% S
Divorced	162 8%	105 14% CDE	27 8% E	10 4%	11 2%	71 9%	51 9%	39 7%	71 6% k	91 10% IK	1 1%	59 13% IJK	29 5% M	133 9% M	26 6%	135 9% Q	89 7% Q	66 10% Q	-	162 16% S
Separated	19 1%	12 2%	3 1%	1 *	2 *	11 1%	4 1%	4 1%	10 1%	8 1%	1 1%	2 *	6 1%	13 1%	5 1%	14 1%	7 1%	12 2% Q	-	19 2% S
Widowed/Widower	104 5%	61 8% CDE	13 4% E	8 3% E	3 1%	65 8% GH	22 4%	16 3%	27 2% IK	76 8% IK	-	68 15% IJK	6 1% M	97 7% M	4 1%	100 6% O	73 6% Q	26 4% Q	-	104 11% S
Living with partner	132 7%	58 8%	21 6%	21 8%	29 6%	50 6%	43 7%	40 7%	87 8% JL	45 5% L	9 6%	12 3%	36 7%	97 7% q	36 8%	96 6% Q	73 6% Q	58 8% q	-	132 13% S
Sigma	2016 100%	764 100%	343 100%	247 100%	458 100%	834 100%	581 100%	601 100%	1100 100%	916 100%	141 100%	452 100%	547 100%	1469 100%	453 100%	1563 100%	1293 100%	682 100%	1035 100%	981 100%

Proportions/Mean: 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

Q1503 How would you describe your current dating situation?

Base: Not Currently Married Or Civil Union

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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 Relationship/Engaged/Married Or Civil Union (Net)	667	149	221	132	165	242	88	100	108	129	313	130	55	49	51	27	354	111	33	51	56	102
	68%	69%	68%	71%	65%	58%	61%	74%	82%	86%	66%	57%	67%	73%	77%	84%	70%	58%	54%	74%	87%	87%
Not currently dating	579	124	189	116	150	202	78	83	91	125	265	114	47	40	40	24	313	88	31	43	51	101
	59%	57%	58%	62%	59%	48%	54%	61%	69%	84%	56%	50%	57%	60%	60%	77%	62%	46%	50%	62%	79%	86%
Casual dating (not exclusive)	88	25	32	16	15	40	11	17	17	4	48	17	8	9	12	2	41	23	2	9	5	1
	9%	12%	10%	9%	6%	10%	7%	13%	13%	2%	10%	7%	10%	13%	18%	7%	8%	12%	4%	13%	8%	13%
Committed relationship (exclusive with one partner)	255	57	82	46	69	144	40	30	22	20	126	77	16	15	13	4	129	67	24	14	8	16
	26%	26%	25%	25%	27%	34%	28%	22%	16%	13%	26%	34%	19%	23%	20%	13%	26%	35%	39%	21%	13%	13%
Engaged	59	11	21	9	19	34	16	6	2	1	37	20	11	3	2	1	22	14	5	3	-	-
	6%	5%	6%	5%	8%	8%	11%	5%	1%	1%	8%	9%	14%	4%	3%	2%	4%	7%	8%	5%	-	-
Sigma	981	217	324	187	253	420	144	136	131	149	476	228	83	67	66	32	505	192	61	69	65	118
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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

Q1503 How would you describe your current dating situation?

Base: Not Currently Married Or Civil Union

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(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 Relationship/Engaged/Married Or Civil Union (Net)	667 68%	394 75% CdE	86 58% e	55 62% E	44 41%	318 74% gH	186 66%	163 60%	344 62%	323 76% IK	79 60%	150 86% IJK	115 58%	552 71% M	64 51%	603 71% O	325 67%	314 68%	-	667 68%
Not currently dating	579 59%	347 66% CDE	75 50% E	44 50% e	31 29%	288 68% GH	159 56%	131 48%	274 49%	304 72% IK	64 48%	143 82% IJK	97 49%	481 61% M	56 44%	523 61% O	291 60%	259 56%	-	579 59%
Casual dating (not exclusive)	88 9%	47 9%	11 7%	11 12%	12 12%	29 7%	27 10%	32 12%	69 12% JL	19 4%	15 11% Jl	7 4%	17 9%	71 9%	8 6%	80 9%	34 7%	55 12% Q	-	88 9%
Committed relationship (exclusive with one partner)	255 26%	114 22%	41 28%	25 29%	55 51% BCD	96 22%	78 27%	81 30% f	165 30% JL	90 21% L	48 36% JL	23 13%	67 34% N	188 24%	49 39% P	206 24%	130 27%	120 26%	-	255 26%
Engaged	59 6%	18 4%	22 15% B	8 9% b	8 8%	13 3%	19 7%	27 10% F	48 9% JL	11 3% L	6 5% I	1 *	16 8%	43 5%	13 10%	47 5%	30 6%	27 6%	-	59 6%
Sigma	981 100%	527 100%	149 100%	88 100%	108 100%	427 100%	282 100%	272 100%	556 100%	425 100%	133 100%	174 100%	198 100%	783 100%	126 100%	855 100%	484 100%	460 100%	-	981 100%

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; \*\* very small base (under 30) ineligible for sig testing

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 would you say you spend for dating and/or romantic activities (e.g., dining 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.

6 Feb 2015  
 Table 5

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Have Ever Been In A Relationship (Net)	1870 93%	401 93%	635 93%	419 95% e	415 90%	497 85%	287 93%	369 96% F	355 96% F	362 96% FG	892 92%	248 85%	141 90%	163 95% L	184 95% L	156 99% LM	978 94%	249 85%	146 96% R	206 97% R	172 97% R	206 98% R
Significantly/Slightly More (Sub-Net)	843 42%	181 42%	285 42%	173 39%	204 44%	307 52% GHIJ	109 35%	148 39%	149 40%	129 35%	440 45% Q	152 52% MN	58 37%	65 38%	83 43%	81 51% mnV	403 39%	155 53% STUV	51 33% v	83 39% V	66 38% V	48 23%
Spend significantly more when in my current/most recent relationship	362 18%	87 20% D	115 17%	56 13%	104 23% cD	140 24% GHIJ	48 15%	60 16%	56 15%	58 16%	217 22% Q	77 26% n	31 20% s	28 16%	36 19% u	44 28% Nov	144 14%	63 21% SUV	17 11%	32 15% V	20 11%	13 6%
Spend slightly more when in my current/most recent relationship	481 24%	94 22%	169 25%	117 26%	100 22%	167 29% GJ	61 20%	88 23%	93 25%	71 19%	222 23%	75 26%	27 17%	37 22%	47 24%	36 23%	258 25%	92 31% V	34 22%	51 24%	47 26% V	35 17%
Spend about the same as when I am/was single	591 29%	130 30%	206 30%	141 32% e	114 25%	109 19%	106 34% F	131 34% F	119 32% F	127 34% F	259 27%	55 19%	39 25%	58 34% L	62 32% L	45 29% L	332 32% k	54 18%	67 44% RuM	73 34% R	57 32% R	81 39% Rp
Significantly/Slightly Less (Sub-Net)	436 22%	90 21%	145 21%	104 23%	97 21%	81 14%	72 23% F	90 23% F	87 24% F	106 29% F	193 20%	41 14%	44 28% L	40 23% I	39 20% I	30 19%	243 23%	40 14%	28 19%	50 24% R	48 27% R	76 36% RSTP
Spend slightly less than when I am/was single	145 7%	34 8%	45 7%	37 8%	30 7%	38 7%	33 11% H	18 5%	26 7%	29 8%	70 7%	15 5%	20 13% Ln	9 5%	15 8%	11 7%	75 7%	24 8%	13 9%	9 4%	11 6%	18 9%
Spend significantly less than when I am/was single	291 14%	57 13%	100 15%	67 15%	67 15%	42 7%	39 13% I	72 19% Fg	61 16% F	77 21% FG	123 13%	26 9%	24 15%	30 18% L	24 12% L	19 12% L	168 16%	16 6%	15 10%	41 19% Rs	37 21% RSo	58 28% RSP
N/A - I have never been in a relationship.	146 7%	30 7%	48 7%	24 5%	44 10% d	88 15% GHIJ	22 7% J	15 4%	14 4%	6 2%	78 8% NOP	44 15% P	16 10% P	8 5%	9 5%	2 1%	67 6% STUV	45 15% STUV	7 4%	7 3%	5 3%	4 2%
Sigma	2016 100%	431 100%	684 100%	443 100%	459 100%	585 100%	309 100%	384 100%	369 100%	368 100%	970 100%	292 100%	157 100%	171 100%	193 100%	158 100%	1046 100%	293 100%	152 100%	213 100%	176 100%	210 100%

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

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 would you say you spend for dating and/or romantic activities (e.g., dining 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.

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2016	878	407	259	274	636	652	728	1075	941	98	490	509	1507	450	1566	1291	680	1049	967
Weighted Base	2016	764	343	247	458	834	581	601	1100	916	141*	452	547	1469	453	1563	1293	682	1035	981
Have Ever Been In A Relationship (Net)	1870 93%	680 89%	336 98% B	240 97% B	441 96% B	771 92%	538 93%	560 93%	1019 93% K	851 93% K	117 83%	442 98% JK	522 95% N	1348 92%	448 99% P	1422 91%	1234 95% R	606 89%	1035 100% T	835 85%
Significantly/Slightly More (Sub-Net)	843 42%	266 35%	152 44% B	119 48% B	228 50% B	326 39%	245 42%	272 45% f	493 45% JL	350 38%	77 55% JL	169 37%	255 47% n	588 40%	216 48% P	626 40%	554 43%	278 41%	471 46% T	371 38%
Spend significantly more when in my current/most recent relationship	362 18%	117 15%	76 22% B	39 16%	107 23% Bd	139 17%	117 20%	105 18%	211 19%	151 16%	33 23%	75 17%	116 21% n	246 17%	92 20%	270 17%	234 18%	119 17%	220 21% T	142 14%
Spend slightly more when in my current/most recent relationship	481 24%	149 20%	77 22%	80 32% BC	121 26% b	187 22%	128 22%	166 28% ig	281 26%	199 22%	45 32% jl	94 21%	139 25%	342 23%	124 27%	356 23%	320 25%	159 23%	251 24%	229 23%
Spend about the same as when I am/was single	591 29%	244 32% d	98 29%	60 24%	127 28%	259 31%	158 27%	174 29%	297 27% K	294 32% IK	18 13%	153 34% IK	146 27%	445 30%	129 29%	462 30%	393 30%	187 27%	313 30%	279 28%
Significantly/Slightly Less (Sub-Net)	436 22%	170 22%	85 25%	62 25%	85 19%	186 22%	136 23%	115 19%	230 21%	207 23%	21 15%	119 26% JK	121 22%	316 21%	102 23%	334 21%	286 22%	141 21%	251 24% T	185 19%
Spend slightly less than when I am/was single	145 7%	42 5%	41 12% BE	27 11% B	28 6%	48 6%	46 8%	52 9%	83 8%	62 7%	11 8%	34 7%	41 8%	104 7%	39 9%	107 7%	95 7%	49 7%	93 9% T	52 5%
Spend significantly less than when I am/was single	291 14%	128 17%	44 13%	35 14%	57 12%	138 17% H	90 15% H	63 10%	147 13%	144 16% k	11 8%	86 19% JK	79 15%	212 14%	64 14%	228 15%	191 15%	92 14%	158 15% T	133 14%
N/A - I have never been in a relationship.	146 7%	85 11% CDE	7 2%	7 3%	17 4%	63 8%	43 7%	40 7%	80 7% L	65 7% L	24 17% JL	10 2%	25 5%	121 8% M	5 1%	141 9% O	60 5%	76 11% Q	- -	146 15% S
Sigma	2016 100%	764 100%	343 100%	247 100%	458 100%	834 100%	581 100%	601 100%	1100 100%	916 100%	141 100%	452 100%	547 100%	1469 100%	453 100%	1563 100%	1293 100%	682 100%	1035 100%	981 100%

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

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 would you say you spend for dating and/or romantic activities (e.g., dining 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.

6 Feb 2015  
 Table 7

Base: Have Ever Been In A Relationship

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Significantly/Slightly More (Net)	843 45%	181 45%	285 45%	173 41%	204 49% d	307 62% GHUJ	109 38%	148 40%	149 42%	129 36%	440 49% Q	152 81% MNO	58 41%	65 40%	83 45%	81 52% nV	403 41%	155 62% STUV	51 35% v	83 40% V	66 39% V	48 23% V
Spend significantly more when in my current/most recent relationship	362 19%	87 22% D	115 18%	56 13%	104 25% cD	140 28% GHUJ	48 17%	60 16%	56 16%	58 16%	217 24% Q	77 31% No	31 22% s	28 17%	36 20% u	44 29% nV	144 15% StUV	63 25% StUV	17 11% V	32 16% V	20 11% V	13 6% V
Spend slightly more when in my current/most recent relationship	481 26%	94 23%	169 27%	117 28%	100 24% GHUJ	167 34% GHUJ	61 21%	88 24%	93 26%	71 20% j	222 25% j	75 30% j	27 19% j	37 23% j	47 25% j	36 23% j	258 26% STUV	92 37% STUV	34 23% V	51 25% V	47 27% V	35 17% V
Spend about the same as when I am/was single	591 32%	130 32%	206 32%	141 34%	114 27% F	109 22% F	106 37% F	131 35% F	119 33% F	127 35% F	259 29% F	55 22% F	39 28% L	58 35% L	62 33% I	45 29% k	332 34% k	54 22% RuM	67 46% R	73 35% R	57 33% R	81 39% Rp
Significantly/Slightly Less (Net)	436 23%	90 23%	145 23%	104 25%	97 23% F	81 16% F	72 25% F	90 24% F	87 25% F	106 29% F	193 22% F	41 16% Lps	44 31% Lps	40 24% Lps	39 21% Lps	30 19% Lps	243 25% Lps	40 16% Lps	28 20% Lps	50 24% Lps	48 28% Lps	76 37% Lps
Spend slightly less than when I am/was single	145 8%	34 8%	45 7%	37 9%	30 7% H	38 8% H	33 12% H	18 5% H	26 7% H	29 8% H	70 8% H	15 6% H	20 14% In	9 6% H	15 8% H	11 7% H	75 8% H	24 9% H	13 9% H	9 4% H	11 6% H	18 9% H
Spend significantly less than when I am/was single	291 16%	57 14%	100 16%	67 16%	67 16% F	42 9% F	39 14% F	72 19% F	61 17% F	77 21% FG	123 14% FG	26 11% FG	24 17% FG	30 19% FG	24 13% FG	19 12% FG	168 17% FG	16 7% FG	15 10% FG	41 20% Rs	37 22% RSo	58 28% RSP
Sigma	1870 100%	401 100%	635 100%	419 100%	415 100%	497 100%	287 100%	369 100%	355 100%	362 100%	892 100%	248 100%	141 100%	163 100%	184 100%	156 100%	978 100%	249 100%	146 100%	206 100%	172 100%	206 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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

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 would you say you spend for dating and/or romantic activities (e.g., dining 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.

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 Table 8

Base: Have Ever Been In A Relationship

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(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
Significantly/Slightly More (Net)	843 45%	266 39%	152 45%	119 49%	228 52%	326 42%	245 45%	272 48%	493 48%	350 41%	77 66%	169 38%	255 49%	588 44%	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%	76 23%	39 16%	107 24%	139 18%	117 22%	105 19%	211 21%	151 18%	33 28%	75 17%	116 22%	246 18%	92 21%	270 19%	234 19%	119 20%	220 21%	142 17%
Spend slightly more when in my current/most recent relationship	481 26%	149 22%	77 23%	80 33%	121 27%	187 24%	128 24%	166 30%	281 28%	199 23%	45 38%	94 21%	139 27%	342 25%	124 28%	356 25%	320 26%	159 26%	251 24%	229 27%
Spend about the same as when I am/was single	591 32%	244 36%	98 29%	60 25%	127 29%	259 34%	158 29%	174 31%	297 29%	294 35%	18 15%	153 35%	146 28%	445 33%	129 29%	462 32%	393 32%	187 31%	313 30%	279 33%
Significantly/Slightly Less (Net)	436 23%	170 25%	85 25%	62 26%	85 19%	186 24%	136 25%	115 21%	230 23%	207 24%	21 18%	119 27%	121 23%	316 23%	102 23%	334 23%	286 23%	141 23%	251 24%	185 22%
Spend slightly less than when I am/was single	145 8%	42 6%	41 12%	27 11%	28 6%	48 6%	46 8%	52 9%	83 8%	62 7%	11 9%	34 8%	41 8%	104 8%	39 9%	107 7%	95 8%	49 8%	93 9%	52 6%
Spend significantly less than when I am/was single	291 16%	128 19%	44 13%	35 15%	57 13%	138 18%	90 17%	63 11%	147 14%	144 17%	11 9%	86 19%	79 15%	212 16%	64 14%	228 16%	191 15%	92 15%	158 15%	133 16%
Sigma	1870 100%	680 100%	336 100%	240 100%	441 100%	771 100%	538 100%	560 100%	1019 100%	851 100%	117 100%	442 100%	522 100%	1348 100%	448 100%	1422 100%	1234 100%	606 100%	1035 100%	835 100%

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, would you say you...? Please select all that apply.

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Have Ever Been In A Relationship (Net)	1870 93%	401 93%	635 93%	419 95%	415 90%	497 85%	287 93%	369 96%	355 96%	362 98%	892 92%	248 85%	141 90%	163 95%	184 95%	156 99%	978 94%	249 85%	146 96%	206 97%	172 97%	206 98%
Spend More When In A Relationship (Sub-Net)	1297 64%	285 66%	423 62%	284 64%	306 67%	416 71%	204 66%	250 65%	235 64%	192 52%	694 71%	215 74%	106 68%	129 75%	133 69%	110 70%	604 58%	200 68%	97 64%	122 57%	103 58%	82 39%
Spend more on experiences for both of us (e.g., dining out, entertainment, travel) when in a relationship	760 38%	174 40%	237 35%	173 39%	176 38%	256 44%	127 41%	148 39%	115 31%	113 31%	418 43%	140 48%	68 43%	82 48%	61 31%	67 42%	342 33%	116 40%	59 39%	66 31%	55 31%	46 22%
Spend more on my significant other or partner (e.g., gifts) when in a relationship	649 32%	142 33%	238 35%	123 28%	147 32%	247 42%	87 28%	114 30%	111 30%	90 24%	372 38%	130 44%	52 33%	61 36%	72 37%	58 37%	277 26%	117 40%	36 23%	53 25%	39 22%	31 15%
Spend more on other things when in a relationship	293 15%	77 18%	71 10%	64 14%	81 18%	91 16%	48 16%	58 15%	55 15%	41 11%	144 15%	50 17%	19 12%	36 21%	23 12%	16 10%	149 14%	42 14%	29 19%	22 11%	32 18%	24 11%
Spend more on myself (e.g., personal care, services) when in a relationship	179 9%	27 6%	53 8%	43 10%	55 12%	80 14%	21 7%	33 9%	21 6%	24 6%	66 7%	35 12%	6 4%	10 6%	6 3%	8 5%	113 11%	45 15%	15 10%	23 11%	15 8%	15 7%
My spending does not change when in a relationship.	422 21%	94 22%	146 21%	106 24%	76 17%	58 10%	84 19%	91 25%	131 36%	150 15%	23 8%	21 13%	29 17%	37 19%	40 25%	272 26%	34 12%	37 25%	55 26%	54 31%	92 44%	RO RSTUP
I spend less when I am in a relationship.	151 7%	22 5%	66 10%	29 7%	34 7%	24 4%	25 8%	35 9%	29 8%	38 10%	49 5%	10 3%	14 9%	5 3%	14 7%	6 4%	102 10%	14 5%	11 7%	30 14%	15 8%	32 15%
N/A - I have never been in a relationship.	146 7%	30 7%	48 7%	24 5%	44 10%	88 15%	22 7%	15 4%	14 4%	6 2%	78 8%	44 15%	16 10%	8 5%	9 5%	2 1%	67 6%	45 15%	7 4%	7 3%	5 3%	4 2%
Sigma	2599 129%	565 131%	860 126%	562 127%	612 133%	845 144%	388 126%	488 127%	436 118%	442 120%	1276 132%	431 148%	195 124%	231 135%	222 115%	197 125%	1323 127%	414 141%	193 127%	257 120%	214 121%	245 117%

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/S/T/U/V - L/R - M/S - N/T - O/U - P/V  
 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: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2016	878	407	259	274	636	652	728	1075	941	98	490	509	1507	450	1566	1291	680	1049	967
Weighted Base	2016	764	343	247	458	834	581	601	1100	916	141*	452	547	1469	453	1563	1293	682	1035	981
Have Ever Been In A Relationship (Net)	1870 93%	680 89%	336 98% B	240 97% B	441 96% B	771 92%	538 93%	560 93%	1019 93% K	851 93% K	117 83%	442 98% JK	522 95% N	1348 92%	448 99% P	1422 91%	1234 95% R	606 89%	1035 100% T	835 85%
Spend More When In A Relationship (Sub-Net)	1297 64%	418 55%	230 67% B	186 75% Bc	362 79% BC	478 57%	395 68% F	424 71% F	773 70% JL	524 57%	92 65%	252 56%	405 74% N	892 61%	351 77% P	946 61%	851 66%	427 63%	748 72% T	549 56%
Spend more on experiences for both of us (e.g., dining out, entertainment, travel) when in a relationship	760 38%	232 30%	121 35%	115 47% BC	232 51% BC	279 33%	228 39% I	252 42% F	445 40% JL	314 34%	71 50% JL	145 32%	230 42% n	529 36%	194 43% p	565 36%	514 40% r	236 35%	415 40% t	345 35%
Spend more on my significant other or partner (e.g., gifts) when in a relationship	649 32%	205 27%	112 33% b	86 35% b	196 43% BC	215 26%	205 35% F	229 38% F	387 35% JL	262 29% L	65 46% JL	112 25%	203 37% N	446 30%	166 37% p	483 31%	418 32%	218 32%	357 34% t	292 30%
Spend more on other things when in a relationship	293 15%	103 14%	40 12%	32 13%	89 19% bc	128 15%	88 15%	76 13%	172 16% JL	121 13%	21 15%	56 12%	89 16% N	204 14%	70 15%	223 14%	184 14%	108 16%	165 16%	128 13%
Spend more on myself (e.g., personal care, services) when in a relationship	179 9%	67 9%	36 10%	20 8%	48 10%	66 8%	59 10%	54 9%	110 10% L	69 8% I	17 12%	26 6%	71 13% N	108 7%	50 11%	129 8%	116 9%	61 9%	70 7%	109 11% S
My spending does not change when in a relationship.	422 21%	187 24% DE	76 22% E	40 16%	65 14%	214 26% GH	104 18%	105 17%	179 16% IK	243 26% IK	17 12%	146 32% JK	72 13% JK	350 24% M	61 13%	361 23% O	286 22%	127 19%	219 21%	203 21%
I spend less when I am in a relationship.	151 7%	75 10% E	30 9% E	14 6%	14 3% H	80 10% H	40 7%	32 5%	67 6% L	84 9% I	8 6%	44 10% I	45 8% I	106 7%	36 8%	115 7%	97 8%	52 8%	68 7%	83 8%
N/A - I have never been in a relationship.	146 7%	85 11% CDE	7 2%	7 3%	17 4%	63 8%	43 7%	40 7%	80 7% L	65 7% L	24 17% JL	10 2%	25 5% M	121 8% M	5 1%	141 9% O	60 5%	76 11% Q	-	146 15% S
Sigma	2599 129%	954 125%	423 123%	315 127%	661 144%	1044 125%	767 132%	788 131%	1442 131%	1157 126%	223 158%	539 119%	734 134%	1865 127%	582 129%	2017 129%	1675 130%	878 129%	1294 125%	1306 133%

Proportions/Mean: 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, would you say you...? Please select all that apply.

Base: Have Ever Been In A Relationship

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Spend More When In A Relationship (Net)	1297 69%	285 71%	423 67%	284 68%	306 74% c	416 84% GHIJ	204 71% J	250 68% J	235 66% J	192 53% J	694 78% Q	215 87% mOP	106 75% J	129 79% I	133 72% U	110 71% V	604 62% STUV	200 81% STUV	97 67% V	122 59% V	103 60% V	82 40% V
Spend more on experiences for both of us (e.g., dining out, entertainment, travel) when in a relationship	760 41%	174 43%	237 37%	173 41%	176 42% c	256 52% HIJ	127 44% IJ	148 40% IJ	115 32% J	113 31% J	418 47% Q	140 57% Op	68 48% O	82 50% OT	61 33% U	67 43% V	342 35% STUV	116 47% TUV	59 41% V	66 32% v	55 32% v	46 22% v
Spend more on my significant other or partner (e.g., gifts) when in a relationship	649 35%	142 35%	238 37% D	123 29% D	147 35% D	247 50% GHJU	87 30% J	114 31% J	111 31% J	90 25% J	372 42% Q	130 52% MNoP	52 37% s	61 37% t	72 39% U	58 37% V	277 28% STUV	117 47% STUV	36 24% v	53 26% v	39 23% v	31 15% v
Spend more on other things when in a relationship	293 16%	77 19% C	71 11% C	64 15% C	81 20% C	91 18% J	48 17% J	58 16% J	55 15% J	41 11% J	144 16% Q	50 20% p	19 13% oPT	36 22% t	23 12% U	16 11% V	149 15% STUV	42 17% TV	29 20% tv	22 11% v	32 19% t	24 12% v
Spend more on myself (e.g., personal care, services) when in a relationship	179 10%	27 7% C	53 8% B	43 10% C	55 13% Bc	80 16% GHJU	21 7% J	33 9% J	21 6% J	24 7% J	66 7% MnOP	35 14% MnOP	6 4% J	10 6% J	6 3% J	8 5% J	113 12% K	45 18% sUV	15 10% v	23 11% v	15 9% o	15 7% v
My spending does not change when in a relationship.	422 23%	94 23% C	146 23% C	106 25% e	76 18% C	58 12% F	58 20% F	84 23% F	91 26% F	131 36% FGHI	150 17% Q	23 9% J	21 15% J	29 18% I	37 20% L	40 26% Lm	272 28% K	34 14% K	37 26% Rm	55 26% R	54 32% RO	92 45% RSTUP
I spend less when I am in a relationship.	151 8%	22 6% C	66 10% B	29 7% C	34 8% C	24 5% J	25 9% J	35 10% F	29 8% J	38 10% F	49 5% Q	10 4% J	14 10% Inp	5 3% J	14 8% J	6 4% J	102 10% K	14 6% J	11 8% J	30 15% RN	15 9% RsuP	32 16% v
Sigma	2453 131%	535 134%	811 128%	538 128%	569 137%	757 152%	366 128%	472 128%	422 119%	436 121%	1198 134%	388 156%	179 127%	223 137%	213 116%	195 125%	1256 128%	369 148%	187 128%	250 121%	210 122%	241 117%

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/S/T/U/V - L/R - M/S - N/T - O/U - P/V  
 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

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(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
Spend More When In A Relationship (Net)	1297 69%	418 61%	230 68% b	186 77% Bc	362 82% BC	478 62%	395 73% F	424 76% F	773 76% JL	524 62% L	92 79% JL	252 57%	405 78% N	892 66%	351 78% P	946 67%	851 69%	427 70%	748 72% T	549 66%
Spend more on experiences for both of us (e.g., dining out, entertainment, travel) when in a relationship	760 41%	232 34%	121 36%	115 48% BC	232 53% BC	279 36%	228 42% I	252 45% F	445 44% JL	314 37% L	71 61% JL	145 33%	230 44%	529 39%	194 43%	565 40%	514 42%	236 39%	415 40%	345 41%
Spend more on my significant other or partner (e.g., gifts) when in a relationship	649 35%	205 30%	112 33%	86 36%	196 44% BC	215 28%	205 38% F	229 41% F	387 38% JL	262 31% L	65 56% JL	112 25%	203 39% n	446 33%	166 37%	483 34%	418 34%	218 36%	357 34%	292 35%
Spend more on other things when in a relationship	293 16%	103 15%	40 12%	32 13%	89 20% C	128 17%	88 16%	76 14%	172 17% I	121 14%	21 18%	56 13%	89 17%	204 15%	70 16%	223 16%	184 15%	108 18%	165 16%	128 15%
Spend more on myself (e.g., personal care, services) when in a relationship	179 10%	67 10%	36 11%	20 8%	48 11%	66 9%	59 11%	54 10%	110 11% L	69 8% L	17 15%	26 6%	71 14% N	108 8%	50 11%	129 9%	116 9%	61 10%	70 7%	109 13% S
My spending does not change when in a relationship.	422 23%	187 28% DE	76 23% E	40 17%	65 15%	214 28% GH	104 19%	105 19%	179 18%	243 29% IK	17 14%	146 33% JK	72 14% M	350 26% M	61 14%	361 25% O	286 23%	127 21%	219 21%	203 24%
I spend less when I am in a relationship.	151 8%	75 11% dE	30 9% E	14 6%	14 3%	80 10% H	40 7%	32 6%	67 7%	84 10% I	8 7%	44 10% i	45 9%	106 8%	36 8%	115 8%	97 8%	52 9%	68 7%	83 10% S
Sigma	2453 131%	869 128%	415 124%	308 128%	643 146%	981 127%	724 135%	748 133%	1361 134%	1092 128%	198 170%	529 120%	709 136%	1744 129%	577 129%	1876 132%	1615 131%	802 132%	1294 125%	1160 139%

Proportions/Mean: 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

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?

6 Feb 2015  
 Table 13

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Have Ever Been In A Relationship (Net)	1870 93%	401 93%	635 93%	419 95%	415 90%	497 85%	287 93%	369 96%	355 96%	362 98%	892 92%	248 85%	141 90%	163 95%	184 95%	156 99%	978 94%	249 85%	146 96%	206 97%	172 97%	206 98%
Anything (Sub-Net)	1659 82%	359 83%	555 81%	375 85%	370 81%	471 81%	267 87%	331 86%	323 87%	266 72%	851 88%	242 83%	133 85%	155 91%	176 91%	144 92%	808 77%	229 78%	134 88%	176 83%	147 83%	122 58%
Less than \$50	356 18%	74 17%	119 17%	91 21%	72 16%	87 15%	67 22%	67 17%	64 17%	70 19%	111 11%	28 10%	24 15%	17 10%	25 13%	18 11%	245 23%	60 20%	44 29%	50 23%	40 22%	52 25%
\$50 Or More (Sub-Sub-Net)	1303 65%	285 66%	435 64%	284 64%	298 65%	384 66%	200 65%	265 69%	259 70%	196 53%	740 76%	214 73%	110 70%	138 81%	151 78%	127 80%	563 54%	169 58%	91 60%	126 59%	107 61%	69 33%
\$50 to \$99	459 23%	88 20%	164 24%	120 27%	87 19%	141 24%	61 20%	89 23%	96 26%	73 20%	236 24%	73 25%	27 17%	46 27%	54 28%	36 23%	223 21%	67 23%	34 23%	43 20%	41 23%	37 18%
\$100 Or More (Sub-Sub-Sub-Net)	844 42%	197 46%	272 40%	164 37%	211 46%	243 42%	139 45%	176 46%	163 44%	123 34%	504 52%	141 48%	83 53%	93 54%	97 50%	91 58%	340 33%	102 35%	56 37%	83 39%	66 37%	32 15%
\$100 to \$299	584 29%	125 29%	209 31%	118 27%	133 29%	169 29%	115 37%	111 29%	116 31%	74 20%	339 35%	90 31%	71 45%	59 35%	64 33%	55 24%	246 24%	79 27%	44 29%	51 24%	52 29%	19 9%
\$300 Or More (Sub-Sub-Sub-Sub-Net)	260 13%	73 17%	63 9%	46 10%	78 17%	74 13%	24 8%	65 17%	47 13%	49 13%	166 17%	52 18%	12 8%	33 19%	33 17%	36 23%	94 9%	23 8%	12 8%	32 15%	14 8%	14 6%
\$300 to \$499	186 9%	40 9%	53 8%	33 7%	59 13%	43 7%	19 6%	51 13%	34 9%	38 10%	116 12%	30 10%	8 5%	29 17%	25 13%	25 16%	70 7%	14 5%	12 8%	22 11%	9 5%	12 6%
\$500 to \$999	54 3%	20 5%	8 1%	11 2%	15 3%	17 3%	4 1%	13 3%	13 3%	7 2%	36 4%	13 5%	4 3%	4 2%	8 4%	7 4%	17 2%	4 1%	-	9 4%	4 2%	-
\$1,000 or more	21 1%	13 3%	2 0%	2 1%	4 1%	14 2%	-	1 0%	1 0%	5 1%	13 1%	9 3%	-	1 0%	*	4 2%	7 1%	6 2%	-	-	*	1 0%
Nothing	211 10%	42 10%	81 12%	43 10%	45 10%	26 4%	19 6%	38 10%	33 9%	95 26%	41 4%	6 2%	8 5%	8 5%	8 4%	11 7%	170 16%	19 7%	11 7%	30 14%	25 14%	84 40%
N/A - I have never been in a relationship.	146 7%	30 7%	48 7%	24 5%	44 10%	88 15%	22 7%	15 4%	14 4%	6 2%	78 8%	44 15%	16 10%	8 5%	9 5%	2 1%	67 6%	45 15%	7 4%	7 3%	5 3%	4 2%
Sigma	2016 100%	431 100%	684 100%	443 100%	459 100%	585 100%	309 100%	384 100%	369 100%	368 100%	970 100%	292 100%	157 100%	171 100%	193 100%	158 100%	1046 100%	293 100%	152 100%	213 100%	176 100%	210 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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

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?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2016	878	407	259	274	636	652	728	1075	941	98	490	509	1507	450	1566	1291	680	1049	967
Weighted Base	2016	764	343	247	458	834	581	601	1100	916	141*	452	547	1469	453	1563	1293	682	1035	981
Have Ever Been In A Relationship (Net)	1870 93%	680 89%	336 89% B	240 97% B	441 96% B	771 92%	538 93%	560 93% K	1019 93% K	851 93% K	117 83%	442 98% LJK	522 95% N	1348 92%	448 99% P	1422 91%	1234 95% R	606 89%	1035 100% T	835 85%
Anything (Sub-Net)	1659 82%	569 75%	306 89% B	225 91% B	425 93% B	654 78%	487 84% I	519 86% F	956 87% JL	703 77% II	112 80%	348 77% II	482 88% N	1177 80%	416 92% P	1243 80%	1080 83% R	552 81%	943 91% T	716 73%
Less than \$50	356 18%	187 24% DE	67 19% E	34 14% E	31 7%	173 21% H	102 18%	81 13%	168 15%	188 20% II	19 14%	79 17% II	101 19%	255 17%	92 20%	264 17%	212 16% Q	139 20% q	180 17%	176 18%
\$50 Or More (Sub-Sub-Net)	1303 65%	383 50%	239 70% B	191 77% B	393 86% BCD	481 58%	384 66% F	438 73% FG	788 72% JL	515 56%	93 66% ijL	270 60% j	381 70% N	922 63%	324 71% P	980 63% R	868 67% R	413 61% T	763 74% T	540 55%
\$50 to \$99	459 23%	195 26% E	82 24% E	59 24% e	73 16%	212 25% h	125 22%	203 20%	253 23%	206 22%	47 33% ijL	92 20% j	118 22% N	341 23%	97 21%	362 23% Q	283 22% R	164 24%	256 25% T	203 21%
\$100 Or More (Sub-Sub-Sub-Net)	844 42%	188 25% B	157 46% B	131 53% B	321 70% BCD	268 32%	259 45% F	317 53% FG	535 49% JKL	310 34%	46 33% K	178 39% J	263 48% N	582 40%	227 50% P	617 40% R	584 45% R	249 36% T	507 49% T	337 34%
\$100 to \$299	584 29%	155 20% B	108 31% B	87 35% B	203 44% BCd	179 21%	202 35% F	203 34% F	378 34% JL	207 23%	42 30%	101 22% J	178 33% N	407 28%	159 35% P	425 27% R	411 32% R	167 24%	336 32% T	249 25%
\$300 Or More (Sub-Sub-Sub-Sub-Net)	260 13%	33 4% B	49 14% B	45 18% B	118 26% BCd	89 11%	57 10% F	114 19% FG	157 14% K	103 11% K	4 3%	77 17% JK	85 15% N	175 12%	68 15% P	192 12% R	174 13% R	82 12% T	172 17% T	88 9%
\$300 to \$499	186 9%	22 3% B	40 12% B	33 14% B	78 17% B	62 7% G	42 7% G	81 14% FG	116 11% jk	69 8% L	4 3%	58 13% JK	57 10% N	128 9%	50 11% P	136 9% R	133 10% r	50 7% T	121 12% T	65 7%
\$500 to \$999	54 3%	5 1% B	9 3% B	11 4% B	29 6% Bc	22 3%	14 2% G	18 3% G	30 3% L	24 3% L	-	16 3% L	15 3% M	39 3%	15 3% O	39 2% O	33 3% O	20 3% Q	40 4% T	14 1%
\$1,000 or more	21 1%	7 1% c	1	1	11 2% c	5 1% G	1	14 2% FG	11 1% L	10 1% L	-	3 1% N	13 2% N	8 1% N	3 1% O	18 1% O	8 1% O	12 2% q	11 1% S	10 1%
Nothing	211 10%	110 14% CDE	30 9% E	15 6% E	16 4% GH	118 14% GH	52 9% I	41 7% I	63 6% JK	148 16% IK	4 3%	93 21% JK	40 7% M	171 12% M	32 7% O	179 11% O	154 12% R	54 8% T	92 9% T	119 12% S
N/A - I have never been in a relationship.	146 7%	85 11% CDE	7 2% E	7 3% E	17 4% G	63 8% G	43 7% H	40 7% I	80 7% L	65 7% L	24 17% LJL	10 2% L	25 5% M	121 8% M	5 1% O	141 9% O	60 5% Q	76 11% Q	-	146 15% S
Sigma	2016 100%	764 100%	343 100%	247 100%	458 100%	834 100%	581 100%	601 100%	1100 100%	916 100%	141 100%	452 100%	547 100%	1469 100%	453 100%	1563 100%	1293 100%	682 100%	1035 100%	981 100%

Proportions/Mean: 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

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?

Base: Have Ever Been In A Relationship

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Anything (Net)	1659 89%	359 90%	555 87%	375 90%	370 89%	471 95% HIJ	267 93% J	331 90% J	323 91% J	266 74% Q	851 95% Q	242 98% pr	133 94% pr	155 95% t	176 96% U	144 93% V	808 83% K	229 92% tuV	134 92% V	176 85% V	147 86% V	122 59% P
Less than \$50	356 19%	74 18%	119 19%	91 22%	72 17%	87 18%	67 23%	67 18%	64 18%	70 19%	111 12%	28 11%	24 17%	17 10%	25 13%	18 11%	245 25% K	60 24% L	44 30% M	50 24% N	40 23% o	52 25% P
\$50 Or More (Sub-Net)	1303 70%	285 71%	435 69%	284 68%	298 72%	384 77% gJ	200 70% J	265 72% J	259 73% J	196 54% Q	740 83% Q	214 86% R	110 78% S	138 85% T	151 82% U	127 81% V	563 58% V	169 68% V	91 62% V	126 61% V	107 63% V	69 34% V
\$50 to \$99	459 25%	88 22%	164 26%	120 29% be	87 21%	141 28% J	61 21%	89 24%	96 27% j	73 20%	236 26% Q	73 29%	27 19%	46 28%	54 30% m	36 23% V	223 23% V	67 27% v	34 24% V	43 21% V	41 24% V	37 18% V
\$100 Or More (Sub-Sub-Net)	844 45%	197 49% D	272 43% D	164 39% cD	211 51% cD	243 49% J	139 48% J	176 48% J	163 46% J	123 34% Q	504 57% Q	141 57% R	83 59% S	93 57% T	97 53% U	91 59% V	340 35% V	102 41% V	56 39% V	83 40% V	66 38% V	32 16% V
\$100 to \$299	584 31%	125 31%	209 33%	118 28%	133 32%	169 34% J	115 40% HJ	111 30% J	116 33% J	74 20% Q	339 38% Q	90 36% InOPS	71 50% OPS	59 36% t	64 35% V	55 36% V	246 25% V	79 32% V	44 30% V	51 25% V	52 30% V	19 9% V
\$300 Or More (Sub-Sub-Sub-Net)	260 14%	73 18% CD	63 10% CD	46 11% CD	78 19% CD	74 15% G	24 8% G	65 18% G	47 13% G	49 14% g	166 19% Q	52 21% MR	12 8% MR	33 20% M	33 18% mU	36 23% MV	94 10% V	23 9% V	12 8% uV	32 15% uV	14 8% v	14 7% V
\$300 to \$499	186 10%	40 10% CD	53 8% CD	33 8% CD	59 14% CD	43 9% CD	19 7% fG	51 14% fG	34 10% fG	38 10% fG	116 13% Q	30 12% r	8 5% r	29 18% M	25 13% mU	25 16% MV	70 7% V	14 6% V	12 8% V	22 11% V	9 5% v	12 6% V
\$500 to \$999	54 3%	20 5% C	8 1% C	11 3% c	15 4% c	17 3% c	4 1% c	13 4% c	13 4% c	7 2% Q	36 4% Q	13 5% Q	4 3% Q	4 2% Q	8 5% V	7 4% V	17 2% V	4 1% V	- - SV	9 5% SV	4 3% v	- - v
\$1,000 or more	21 1%	13 3% CDe	2 - De	2 1% De	4 1% De	14 3% GHI	- - GHI	1 - GHI	1 - GHI	5 1% GHI	13 1% GHI	9 3% GHI	- - GHI	1 - GHI	* - GHI	4 2% GHI	7 1% GHI	6 2% GHI	- - GHI	- - GHI	* - GHI	1 - GHI
Nothing	211 11%	42 10% I	81 13% I	43 10% I	45 11% I	26 5% I	19 7% I	38 10% F	33 9% f	95 26% FGHI	41 5% I	6 2% I	8 6% I	8 5% I	8 4% I	11 7% I	170 17% K	19 8% I	11 8% I	30 15% n	25 14% rO	84 41% RSTUP
Sigma	1870 100%	401 100%	635 100%	419 100%	415 100%	497 100%	287 100%	369 100%	355 100%	362 100%	892 100%	248 100%	141 100%	163 100%	184 100%	156 100%	978 100%	249 100%	146 100%	206 100%	172 100%	206 100%

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/S/T/U/V - L/R - M/S - N/T - O/U - P/V  
 Overlap formulae used. \* small base

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?

Base: Have Ever Been In A Relationship

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(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
Anything (Net)	1659 89%	569 84%	306 91% B	225 94% B	425 96% BC	654 85%	487 90% F	519 93% F	956 94% JL	703 83% L	112 96% JL	348 79% N	482 92% N	1177 87%	416 93% P	1243 87%	1080 88%	552 91% q	943 91% T	716 86%
Less than \$50	356 19%	187 27% ODE	67 20% E	34 14% E	31 7%	173 22% H	102 19% h	81 14% F	168 17% FG	188 22% IL	19 17%	79 18% JL	101 19% N	255 19%	92 21%	264 19%	212 17% Q	139 23% Q	180 17% T	176 21%
\$50 Or More (Sub-Net)	1303 70%	383 56%	239 71% B	191 79% Bc	393 89% BCD	481 62%	384 71% F	438 78% FG	788 77% JL	515 61% L	93 80% JL	270 61% N	381 73% N	922 68%	324 72%	980 69%	868 70% r	413 68% r	763 74% T	540 65%
\$50 to \$99	459 25%	195 29% E	82 24% E	59 25% e	73 16%	212 28% h	125 23% h	121 22% h	253 25% L	206 24% L	47 40% JL	92 21% JL	118 23% N	341 25%	97 22%	362 25%	283 23% r	164 27% r	256 25% T	203 24%
\$100 Or More (Sub-Sub-Net)	844 45%	188 28%	157 47% B	131 55% B	321 73% BCD	268 35%	259 48% F	317 57% FG	535 52% JL	310 36% L	46 40% JL	178 40% J	263 50% N	582 43%	227 51% P	617 43%	584 47% r	249 41% r	507 49% T	337 40%
\$100 to \$299	584 31%	155 23% B	108 32% B	87 36% B	203 46% BCd	179 23% F	202 37% F	203 36% F	378 37% JL	207 24% L	42 36% j	101 23% JL	178 34% N	407 30%	159 36% p	425 30% r	411 33% r	167 27% r	336 32% T	249 30%
\$300 Or More (Sub-Sub-Sub-Net)	260 14%	33 5%	49 15% B	45 19% B	118 27% BCd	89 12% B	57 11% B	114 20% FG	157 15% K	103 12% k	4 4%	77 17% JK	85 16% N	175 13%	68 15%	192 14% r	174 14% r	82 14% T	172 17% T	88 11%
\$300 to \$499	186 10%	22 3% B	40 12% B	33 14% B	78 18% B	62 8% B	42 8% B	81 15% FG	116 11% j	69 8% L	4 4%	58 13% Jk	57 11% N	128 10%	50 11%	136 10% r	133 11% r	50 8% T	121 12% T	65 8%
\$500 to \$999	54 3%	5 1% B	9 3% B	11 5% B	29 7% Bc	22 3% B	14 3% B	18 3% B	30 3% B	24 3% B	- -	16 4% B	15 3% B	39 3% B	15 3% B	39 3% B	33 3% B	20 3% B	40 4% T	14 2%
\$1,000 or more	21 1%	7 1% c	1 *	1 *	11 2% c	5 1% GH	1 *	14 3% FG	11 1% IK	10 1% K	- -	3 1% JK	13 2% N	8 1% M	3 7%	18 13% O	8 12% r	12 2% Q	11 9% S	10 1%
Nothing	211 11%	110 16% CDE	30 9% E	15 6% E	16 4% GH	118 15% GH	52 10% H	41 7% IK	63 6% IK	148 17% IK	4 4%	93 21% JK	40 8% M	171 13% M	32 7%	179 13% O	154 12% r	54 9% S	92 9% S	119 14% S
Sigma	1870 100%	680 100%	336 100%	240 100%	441 100%	771 100%	538 100%	560 100%	1019 100%	851 100%	117 100%	442 100%	522 100%	1348 100%	448 100%	1422 100%	1234 100%	606 100%	1035 100%	835 100%

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



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?

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Have Ever Been In A Relationship (Net)	1870 93%	401 93%	635 93%	419 95%	415 90%	497 85%	287 93%	369 96%	355 96%	362 98%	892 92%	248 85%	141 90%	163 95%	184 95%	156 99%	978 94%	249 85%	146 96%	206 97%	172 97%	206 98%
Much/Somewhat More Likely (Sub-Net)	504 25%	121 28%	180 26%	85 19%	119 26%	182 31%	79 26%	80 21%	87 24%	77 21%	243 25%	90 31%	39 25%	33 19%	46 24%	36 23%	262 25%	92 31%	40 26%	46 22%	42 24%	41 20%
Much more likely when in a relationship	120 6%	17 4%	49 7%	19 4%	36 8%	39 7%	26 8%	18 5%	26 7%	12 3%	49 5%	12 4%	12 7%	4 2%	16 8%	6 4%	71 7%	27 9%	14 9%	14 6%	10 6%	6 3%
Somewhat more likely when in a relationship	384 19%	104 24%	131 19%	66 15%	83 18%	143 24%	53 17%	62 16%	62 17%	65 18%	194 20%	78 27%	27 17%	29 17%	29 15%	30 19%	191 18%	65 22%	26 17%	33 15%	32 18%	35 17%
Neither more nor less likely when in a relationship	1132 56%	245 57%	377 55%	267 60%	243 53%	230 39%	174 56%	249 65%	233 63%	246 67%	529 55%	117 40%	82 52%	112 65%	121 62%	98 62%	603 58%	114 39%	92 60%	137 64%	112 64%	148 70%
Much/Somewhat Less Likely (Sub-Net)	234 12%	35 8%	79 12%	66 15%	53 12%	85 15%	34 11%	40 11%	35 10%	39 11%	120 12%	42 14%	21 13%	18 10%	18 9%	22 14%	113 11%	43 15%	13 9%	23 11%	18 10%	17 8%
Somewhat less likely when in a relationship	122 6%	17 4%	44 6%	34 8%	26 6%	54 9%	18 6%	18 5%	19 5%	13 3%	63 7%	25 9%	10 6%	5 3%	13 7%	11 7%	58 6%	29 10%	9 6%	13 6%	6 4%	2 1%
Much less likely when in a relationship	112 6%	18 4%	35 5%	32 7%	27 6%	31 5%	16 5%	22 6%	16 4%	26 7%	57 6%	17 6%	11 7%	12 7%	5 3%	12 7%	55 5%	14 5%	5 3%	10 5%	11 6%	15 7%
N/A - I have never been in a relationship.	146 7%	30 7%	48 7%	24 5%	44 10%	88 15%	22 7%	15 4%	14 4%	6 2%	78 8%	44 15%	16 10%	8 5%	9 5%	2 1%	67 6%	45 15%	7 4%	7 3%	5 3%	4 2%
Sigma	2016 100%	431 100%	684 100%	443 100%	459 100%	585 100%	309 100%	384 100%	369 100%	368 100%	970 100%	292 100%	157 100%	171 100%	193 100%	158 100%	1046 100%	293 100%	152 100%	213 100%	176 100%	210 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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

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?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2016	878	407	259	274	636	652	728	1075	941	98	490	509	1507	450	1566	1291	680	1049	967
Weighted Base	2016	764	343	247	458	834	581	601	1100	916	141*	452	547	1469	453	1563	1293	682	1035	981
Have Ever Been In A Relationship (Net)	1870 93%	680 89%	336 98% B	240 97% B	441 96% B	771 92%	538 93%	560 93%	1019 93% K	851 93% K	117 83%	442 98% IJK	522 95% N	1348 92%	448 99% P	1422 91%	1234 95% R	606 89%	1035 100% T	835 85%
Much/Somewhat More Likely (Sub-Net)	504 25%	186 24%	111 32% BE	72 29%	102 22%	223 27%	133 23%	148 25%	287 26%	218 24%	47 34% J	99 22%	171 31% N	333 23%	136 30% P	369 24%	292 23%	200 29% Q	225 22%	279 28% S
Much more likely when in a relationship	120 6%	52 7%	18 5%	15 6%	29 6%	72 9% GH	23 4%	25 4%	59 5%	61 7% I	20 14% JL	23 5%	52 10% N	68 5%	35 8%	85 5%	61 5%	51 7% q	57 5%	64 6%
Somewhat more likely when in a relationship	384 19%	134 18%	93 27% BE	57 23% e	74 16%	151 18%	110 19%	123 20%	227 21%	157 17%	28 20%	76 17%	119 22% N	265 18%	101 22%	283 18%	231 18%	149 22%	169 16%	215 22% S
Neither more nor less likely when in a relationship	1132 56%	394 52%	181 53%	138 56%	294 64% BC	443 53%	344 59% f	345 57%	602 55% K	530 58% K	54 38%	298 66% IJK	253 46% N	879 60% M	228 50%	904 58% O	786 61% R	331 49%	673 65% T	459 47%
Much/Somewhat Less Likely (Sub-Net)	234 12%	99 13%	43 13%	30 12%	45 10%	105 13%	62 11%	67 11%	130 12%	103 11%	16 11%	45 10%	97 18% N	137 9%	84 19% P	149 10%	155 12%	75 11%	137 13% t	97 10%
Somewhat less likely when in a relationship	122 6%	48 6%	16 5%	17 7%	29 6%	46 6%	33 6%	42 7%	73 7%	48 5%	5 4%	19 4%	58 11% N	64 4%	50 11% P	72 5%	82 6%	38 6%	73 7%	49 5%
Much less likely when in a relationship	112 6%	51 7% e	27 8% E	13 5%	16 3%	59 7% h	28 5%	25 4%	57 5%	55 6%	10 7%	27 6%	39 7% N	73 5%	35 8% p	77 5%	74 6%	37 5%	63 6%	48 5%
N/A - I have never been in a relationship.	146 7%	85 11% CDE	7 2%	7 3%	17 4%	63 8%	43 7%	40 7%	80 7% L	65 7% L	24 17% JL	10 2%	25 5% M	121 8% M	5 1%	141 9% O	60 5%	76 11% Q	- -	146 15% S
Sigma	2016 100%	764 100%	343 100%	247 100%	458 100%	834 100%	581 100%	601 100%	1100 100%	916 100%	141 100%	452 100%	547 100%	1469 100%	453 100%	1563 100%	1293 100%	682 100%	1035 100%	981 100%

Proportions/Mean: 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

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?

Base: Have Ever Been In A Relationship

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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 Likely (Net)	504 27%	121 30% D	180 28% D	85 20%	119 29% D	182 37% ghIJ	79 28%	80 22%	87 25%	77 21%	243 27%	90 36% NoP	39 27%	33 20%	46 25%	36 23%	262 27%	92 37% TUV	40 28%	46 22%	42 24%	41 20%
Much more likely when in a relationship	120 6%	17 4%	49 8% bd	19 4%	36 9% bd	39 8% J	26 9%	18 5%	26 7% J	12 3%	49 6%	12 5%	12 8% n	4 2%	16 9% N	6 4%	71 7%	27 11% VI	14 10% V	14 7%	10 6%	6 3%
Somewhat more likely when in a relationship	384 21%	104 26% D	131 21%	66 16%	83 20%	143 29% GHIJ	53 19%	62 17%	62 17%	65 18%	194 22%	78 31% mNOp	27 19%	29 18%	29 16%	30 19%	191 19%	65 26% Tv	26 18%	33 16%	32 19%	35 17%
Neither more nor less likely when in a relationship	1132 61%	245 61%	377 59%	267 64%	243 59%	230 46%	174 61% F	249 68% F	233 65% F	246 68% F	529 59%	117 47%	82 58%	112 69% L	121 66% L	98 63% L	603 62%	114 46%	92 63% R	137 67% R	112 65% R	148 72% R
Much/Somewhat Less Likely (Net)	234 12%	35 9%	79 12%	66 16% B	53 13%	85 17% hJ	34 12%	40 11%	35 10%	39 11%	120 13%	42 17%	21 15%	18 11%	18 10%	22 14%	113 12%	43 17% sV	13 9%	23 11%	18 10%	17 8%
Somewhat less likely when in a relationship	122 7%	17 4%	44 7%	34 8% b	26 6%	54 11% HIJ	18 6%	18 5%	19 5%	13 3%	63 7%	25 10% n	10 7%	5 3%	13 7% V	11 7% V	58 6%	29 12% UV	9 6% V	13 6% V	6 4%	2 1%
Much less likely when in a relationship	112 6%	18 4%	35 5%	32 8%	27 7%	31 6%	16 5%	22 6%	16 5%	26 7%	57 6%	17 7%	11 8%	12 8% o	5 3%	12 7% o	55 6%	14 6%	5 3%	10 5%	11 6%	15 7%
Sigma	1870 100%	401 100%	635 100%	419 100%	415 100%	497 100%	287 100%	369 100%	355 100%	362 100%	892 100%	248 100%	141 100%	163 100%	184 100%	156 100%	978 100%	249 100%	146 100%	206 100%	172 100%	206 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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

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?

Base: Have Ever Been In A Relationship

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(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
Much/Somewhat More Likely (Net)	504 27%	186 27%	111 33% E	72 30%	102 23%	223 29%	133 25%	148 26%	287 28% I	218 26% I	47 41% IJL	99 22%	171 33% N	333 25%	136 30%	369 26%	292 24%	200 33% Q	225 22%	279 33% S
Much more likely when in a relationship	120 6%	52 8%	18 5%	15 6%	29 7%	72 9% GH	23 4%	25 5%	59 6%	61 7% L	20 17% IJL	23 5%	52 10% N	68 5%	35 8%	85 6%	61 5%	51 8% Q	57 5%	64 8%
Somewhat more likely when in a relationship	384 21%	134 20%	93 28% BE	57 24%	74 17%	151 20%	110 20%	123 22%	227 22% I	157 18%	28 24%	76 17%	119 23%	265 20%	101 23%	283 20%	231 19%	149 25% Q	169 16%	215 26% S
Neither more nor less likely when in a relationship	1132 61%	394 58%	181 54%	138 58%	294 67% BCd	443 57%	344 64%	345 62%	602 59% k	530 62% K	54 46%	298 67% IJK	253 49% M	879 65%	228 51%	904 64% O	786 64% R	331 55%	673 65% T	459 55%
Much/Somewhat Less Likely (Net)	234 12%	99 15%	43 13%	30 12%	45 10%	105 14%	62 11%	67 12%	130 13%	103 12%	16 13%	45 10%	97 19% N	137 10%	84 19% P	149 10%	155 13%	75 12%	137 13%	97 12%
Somewhat less likely when in a relationship	122 7%	48 7%	16 5%	17 7%	29 7%	46 6%	33 6%	42 8%	73 7% I	48 6% I	5 5%	19 4%	58 11% N	64 5%	50 11% P	72 5%	82 7%	38 6%	73 7%	49 6%
Much less likely when in a relationship	112 6%	51 8% e	27 8% E	13 5%	16 4%	59 8% h	28 5%	25 4%	57 6%	55 6%	10 9%	27 6%	39 7%	73 5%	35 8%	77 5%	74 6%	37 6%	63 6%	48 6%
Sigma	1870 100%	680 100%	336 100%	240 100%	441 100%	771 100%	538 100%	560 100%	1019 100%	851 100%	117 100%	442 100%	522 100%	1348 100%	448 100%	1422 100%	1234 100%	606 100%	1035 100%	835 100%

Proportions/Mean: 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

Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?

Base: All Respondents

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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
Have Ever Been In A Relationship (Net)	1870 93%	401 93%	635 93%	419 95% e	415 90%	497 85%	287 93% F	369 96% F	355 96% F	362 98% FG	892 92%	248 85%	141 90%	163 95% L	184 95% L	156 99% LM	978 94%	249 85%	146 96% R	206 97% R	172 97% R	206 98% R
Ever (Sub-Net)	1729 86%	378 88%	580 85%	391 88% e	380 83%	481 82%	277 90% FJ	353 92% FJ	328 89% FJ	290 79% FJ	852 88% q	244 84%	134 86%	155 91%	172 89% LV	146 93% LV	877 84%	237 81% V	143 94% RVm	197 92% RV	155 88% V	145 69% V
Weekly or more often	38 2%	11 2%	9 1%	8 2%	10 2%	22 4% gij	3 1%	9 2% J	4 1%	1 *	17 2%	9 3%	2 2%	4 2%	1 1%	1 *	22 2%	13 4% sV	5 2% v	3 2% v	-	-
Two to three times per month	167 8%	41 9% d	60 9% d	24 5%	42 9% d	83 14% GHIJ	22 7% J	22 6% j	29 8% J	10 3% J	109 11% Q	49 17% mnP	13 8%	14 8%	25 13% PU	7 5% v	58 6% v	35 12% TUV	9 6% V	8 4%	4 2%	3 1%
About once per month	318 16%	71 16%	98 14%	77 17%	73 16%	116 20% HJ	67 22% HiJ	50 13% j	56 15% J	29 8% J	188 19% Q	64 27% n	42 27% NPs	23 13%	34 18% V	24 15% V	130 12% V	52 18% V	24 16% V	27 13% V	22 12% V	5 2% V
Several times during the year	556 28%	117 27%	201 29%	114 26%	124 27%	137 23%	96 31% f	126 33% F	99 27% F	98 27% F	281 29%	68 23% L	43 28% L	61 36% L	50 26% LoV	58 37% LoV	276 26% V	69 23% rV	52 34% rV	65 31% v	49 28% v	40 19% v
Once to a handful of times during the year	219 11%	50 12%	63 9%	64 14% Ce	41 9%	53 9%	33 11% F	56 15% Fj	42 11% F	35 10% F	101 10% F	26 9% F	15 10% F	23 13% F	17 9% F	20 12% F	119 11% F	27 9% F	18 12% F	33 16% rV	25 14% v	16 8% v
Only for the usual gift-giving times (e.g., Valentine's Day, birthdays, anniversary, Christmas or other key religious holiday)	347 17%	69 16%	122 18%	87 20%	69 15%	63 11%	43 14% F	72 19% F	76 20% Fg	94 26% FGh	132 14% F	26 9% F	15 9% F	25 14% F	35 18% Lm	32 20% LM	215 21% K	37 12% m	28 19% m	47 22% R	41 23% R	62 29% Rsp
Less often than once a year	83 4%	20 5%	25 4%	17 4%	21 5%	8 1%	13 4% F	18 5% F	21 6% F	23 6% F	25 3% F	1 1% F	4 2% F	6 4% I	9 5% L	4 3% K	59 6% K	6 2% r	10 6% r	12 6% R	12 7% R	19 9% RP
Never	141 7%	23 5%	55 8%	28 6%	36 8%	16 3%	10 3% J	17 4% J	28 8% Fg	71 19% FGHI	40 4% F	4 2% F	7 5% F	7 4% F	12 6% I	10 6% L	101 10% K	11 4% K	3 2% K	9 4% K	16 9% rS	61 29% RSTUP
N/A - I have never been in a relationship.	146 7%	30 7%	48 7%	24 5%	44 10% d	88 15% GHIJ	22 7% J	15 4% J	14 4% J	6 2% J	78 8% NOP	44 15% NOP	16 10% P	8 5% P	9 5% P	2 1% P	67 6% STUV	45 15% STUV	7 4% STUV	7 3% STUV	5 3% STUV	4 2% STUV
Sigma	2016 100%	431 100%	684 100%	443 100%	459 100%	585 100%	309 100%	384 100%	369 100%	368 100%	970 100%	292 100%	157 100%	171 100%	193 100%	158 100%	1046 100%	293 100%	152 100%	213 100%	176 100%	210 100%

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/S/T/U/V - L/R - M/S - N/T - O/U - P/V  
 Overlap formulae used. \* small base

Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?

Base: All Respondents

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	2016	878	407	259	274	636	652	728	1075	941	98	490	509	1507	450	1566	1291	680	1049	967
Weighted Base	2016	764	343	247	458	834	581	601	1100	916	141*	452	547	1469	453	1563	1293	682	1035	981
Have Ever Been In A Relationship (Net)	1870	680	336	240	441	771	538	560	1019	851	117	442	522	1348	448	1422	1234	606	1035	835
	93%	89%	98%	97%	96%	92%	93%	93%	93%	93%	83%	98%	95%	92%	99%	91%	95%	89%	100%	85%
Ever (Sub-Net)	1729	606	314	235	423	694	505	530	969	760	115	369	503	1226	431	1298	1137	563	984	744
	86%	79%	92%	95%	92%	83%	87%	88%	88%	83%	81%	82%	92%	83%	95%	83%	88%	83%	95%	76%
Weekly or more often	38	22	1	1	13	17	10	12	20	18	7	1	22	16	5	33	19	19	16	23
	2%	3%	1%	1%	3%	2%	2%	2%	2%	2%	5%	1%	4%	1%	1%	2%	1%	3%	2%	2%
Two to three times per month	167	75	20	21	43	48	75	44	95	72	31	21	55	112	39	127	86	75	68	98
	8%	10%	6%	8%	9%	6%	13%	7%	9%	8%	22%	5%	10%	8%	9%	8%	7%	11%	7%	10%
About once per month	318	116	63	43	68	122	90	106	193	126	32	41	97	222	86	233	188	124	148	170
	16%	15%	18%	18%	15%	15%	16%	18%	18%	14%	23%	9%	18%	15%	19%	15%	15%	18%	14%	17%
Several times during the year	556	172	111	74	157	212	166	178	331	225	29	127	166	390	156	400	385	162	344	212
	28%	23%	32%	30%	34%	25%	28%	30%	30%	25%	21%	28%	30%	27%	34%	26%	30%	24%	33%	22%
Once to a handful of times during the year	219	65	39	31	57	83	65	72	125	94	5	49	61	158	52	167	156	59	145	74
	11%	8%	11%	12%	13%	10%	11%	12%	11%	10%	3%	11%	11%	11%	11%	11%	12%	9%	14%	8%
Only for the usual gift-giving times (e.g., Valentine's Day, birthdays, anniversary, Christmas or other key religious holiday)	347	119	70	54	69	166	82	98	162	184	10	108	87	259	79	268	250	93	216	131
	17%	16%	20%	22%	15%	20%	14%	16%	15%	20%	7%	24%	16%	18%	17%	17%	19%	14%	21%	13%
Less often than once a year	83	38	9	11	16	46	17	20	42	41	1	22	15	69	14	69	53	31	47	36
	4%	5%	3%	4%	3%	6%	3%	3%	4%	4%	1%	5%	3%	5%	3%	4%	4%	4%	5%	4%
Never	141	74	22	5	18	77	34	30	51	90	2	73	19	122	16	125	96	43	51	91
	7%	10%	6%	2%	4%	9%	6%	5%	5%	10%	1%	16%	3%	8%	4%	8%	7%	6%	5%	9%
N/A - I have never been in a relationship.	146	85	7	7	17	63	43	40	80	65	24	10	25	121	5	141	60	76	-	146
	7%	11%	2%	3%	4%	8%	7%	7%	7%	17%	17%	2%	5%	8%	1%	9%	5%	11%	-	15%
Sigma	2016	764	343	247	458	834	581	601	1100	916	141	452	547	1469	453	1563	1293	682	1035	981
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

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

Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?

Base: Have Ever Been In A Relationship

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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	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%	378 94%	580 91%	391 93%	380 91%	481 97% IJ	277 96% IJ	353 95% J	328 92% J	290 80%	852 95% Q	244 98% op	134 95%	155 96%	172 94%	146 94% V	877 90%	237 96% V	143 98% UV	197 95% V	155 91% V	145 70%
Weekly or more often	38 2%	11 3%	9 1%	8 2%	10 2%	22 4% giJ	3 1%	9 2% J	4 1%	1 *	17 2%	9 4%	2 2%	4 2%	1 1%	1 *	22 2%	13 5% SV	*	5 2% v	3 2% v	-
Two to three times per month	167 9%	41 10% d	60 9% d	24 6%	42 10% d	83 17% GHIJ	22 8% J	22 6% J	29 8% J	10 3%	109 12% Q	49 20% mNP	13 9%	14 9%	25 14% PU	7 5%	58 6% sTUV	35 14% V	9 6% V	8 4%	4 2%	3 1%
About once per month	318 17%	71 18%	98 15%	77 18%	73 17%	116 23% HIJ	67 23% HiJ	50 13% j	56 16% J	29 8%	188 21% Q	64 26% Np	42 30% NoPS	23 14%	34 19% V	24 16% V	130 13% tuV	52 17% V	24 17% V	27 13% V	22 13% V	5 2%
Several times during the year	556 30%	117 29%	201 32%	114 27%	124 30%	137 28% j	96 33% j	126 34% j	99 28%	98 27%	281 31% j	68 27% j	43 31%	61 37%	50 27% j	58 37% V	276 28% j	69 28% V	52 36% V	65 32% V	49 29% V	40 19%
Once to a handful of times during the year	219 12%	50 13%	63 10%	64 15% Ce	41 10%	53 11% j	33 12% j	56 15% j	42 12% j	35 10% j	101 11% j	26 11% j	15 11% j	23 14% j	17 9% j	20 13% j	119 12% j	27 11% j	18 13% j	33 16% V	25 14% V	16 8%
Only for the usual gift-giving times (e.g., Valentine's Day, birthdays, anniversary, Christmas or other key religious holiday)	347 19%	69 17%	122 19%	87 21%	69 17%	63 13% F	43 15% F	72 19% F	76 21% F	94 26% FGH	132 15% F	26 11% F	15 10% F	25 15% F	35 19% I	32 21% Lm	215 22% K	37 15% K	28 19% m	47 23% r	41 24% r	62 30% Rsp
Less often than once a year	83 4%	20 5%	25 4%	17 4%	21 5%	8 2% f	13 5% f	18 5% F	21 6% F	23 6% F	25 3% F	1 1% F	4 3% F	6 4% F	9 5% L	4 3% K	59 6% K	6 3% K	10 7% K	12 6% K	12 7% r	19 9% RP
Never	141 8%	23 6%	55 9%	28 7%	36 9%	16 3% g	10 4% g	17 5% g	28 8% Fg	71 20% FGHI	40 5% g	4 2% g	7 5% g	7 4% g	12 6% I	10 6% I	101 10% K	11 4% K	3 2% K	9 5% K	16 9% S	61 30% RSTUP
Sigma	1870 100%	401 100%	635 100%	419 100%	415 100%	497 100%	287 100%	369 100%	355 100%	362 100%	892 100%	248 100%	141 100%	163 100%	184 100%	156 100%	978 100%	249 100%	146 100%	206 100%	172 100%	206 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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

Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?

Base: Have Ever Been In A Relationship

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K-\$74.9K	\$75K-\$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Unemp.	Student	Retired	Yes	No	Yes	No	Home-owner	Renter	Marr-ied	Not Married
	(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
Ever (Net)	1729 92%	606 89%	314 94%	235 98%	423 96%	694 90%	505 94%	530 95%	969 95%	760 89%	115 98%	369 83%	503 96%	1226 91%	431 96%	1298 91%	1137 92%	563 93%	984 95%	744 89%
Weekly or more often	38 2%	22 3% Cd	1 *	1 1%	13 3%	17 2%	10 2%	12 2%	20 2%	18 2%	7 6%	1 *	22 4%	16 1%	5 1%	33 2%	19 2%	19 3%	16 2%	23 3%
Two to three times per month	167 9%	75 11% C	20 6%	21 9%	43 10%	48 6%	75 14% FH	44 8%	95 9%	72 8%	31 26% JL	21 5%	55 10%	112 8%	39 9%	127 9%	86 7%	75 12% Q	68 7%	98 12% S
About once per month	318 17%	116 17%	63 19%	43 18%	68 15%	122 16%	90 17%	106 19%	193 19%	126 15% L	32 28% JL	41 9%	97 19%	222 16%	86 19%	233 16%	188 15%	124 20% Q	148 14%	170 20% S
Several times during the year	556 30%	172 25%	111 33% B	74 31%	157 36% B	212 27%	166 31%	178 32%	331 32% J	225 26%	29 25%	127 29%	166 32%	390 29%	156 35% P	400 28%	385 31%	162 27%	344 33% T	212 25%
Once to a handful of times during the year	219 12%	65 10%	39 12%	31 13%	57 13%	83 11%	65 12%	72 13%	125 12% k	94 11%	5 4%	49 11%	61 12%	158 12%	52 12%	167 12%	156 13%	59 10%	145 14% T	74 9%
Only for the usual gift-giving times (e.g., Valentine's Day, birthdays, anniversary, Christmas or other key religious holiday)	347 19%	119 17%	70 21%	54 23%	69 16%	166 22% G	82 15%	98 18%	162 16%	184 22% IK	10 9%	108 24% ljk	87 17%	259 19%	79 18%	268 19%	250 20% R	93 15%	216 21% T	131 16%
Less often than once a year	83 4%	38 6% c	9 3%	11 4%	16 4%	46 6% g	17 3%	20 4%	42 4%	41 5%	1 1%	22 5%	15 3%	69 5%	14 3%	69 5%	53 4%	31 5%	47 5%	36 4%
Never	141 8%	74 11% cDE	22 6% D	5 2%	18 4%	77 10% gH	34 6%	30 5%	51 5%	90 11% IK	2 2%	73 17% IJK	19 4%	122 9% M	16 4%	125 9% O	96 8%	43 7%	51 5%	91 11% S
Sigma	1870 100%	680 100%	336 100%	240 100%	441 100%	771 100%	538 100%	560 100%	1019 100%	851 100%	117 100%	442 100%	522 100%	1348 100%	448 100%	1422 100%	1234 100%	606 100%	1035 100%	835 100%

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



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 memberships, personal services - like clothes, hair, cosmetics)?

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

	Region					Age					Male Age					Female Age						
	Total	North-east	South	Mid-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)	242 36%	68 46% cE	73 33%	55 42% E	46 28%	107 44% J	33 38% J	40 39% J	36 33% J	26 20%	132 42% Q	57 44%	21 38%	19 39%	20 40%	14 53%	110 31%	50 45% uV	12 38%	20 40% V	16 28% V	12 12%
Less than \$50	132 20%	38 25% e	40 18%	30 23%	25 15%	52 21%	19 22%	27 27% j	17 16%	18 14%	54 17% Q	22 17%	8 15%	10 21%	7 14%	7 27%	78 22% V	30 27% V	11 33%	17 33% V	10 18% V	11 10%
\$50 Or More (Sub-Net)	110 16%	30 20%	33 15%	25 19%	21 13%	55 23% hJ	14 16% j	13 13%	19 18% J	8 7%	78 25% Q	36 27%	13 23%	9 18%	13 26% U	7 26%	32 9% V	20 18% V	1 4%	4 7% v	5 10% V	1 1%
\$50 to \$99	33 5%	9 6%	11 5%	7 5%	6 4%	10 4%	3 3%	4 4% FGHJ	13 12% J	4 3%	24 8% Q	7 5%	3 5%	3 5%	9 18% Lmn	3 11%	9 3% V	3 3%	-	1 2% v	4 8% v	1 1%
\$100 Or More (Sub-Sub-Net)	76 11%	21 14%	22 10%	19 14%	15 9%	46 19% hJ	12 13% iJ	9 9%	6 5%	4 3%	54 17% Q	29 22% o	10 18%	6 13%	4 9%	4 15%	22 6% UV	17 15% v	1 4%	3 5% v	1 2% v	* *
\$100 to \$299	62 9%	21 14% c	14 7%	11 9%	15 9%	37 15% j	8 9% j	9 9% J	6 5%	3 2%	44 14% Q	24 18%	6 12%	6 13%	4 9%	2 9%	18 5% uV	13 11% uV	1 4%	3 5% v	1 2% v	* *
\$300 Or More (Sub-Sub-Sub-Net)	15 2%	-	7 3% be	7 6% BE	-	9 4% i	4 4% hi	-	-	2 1%	10 3% Q	5 4%	4 7%	-	-	2 6%	4 1% K	4 4%	-	-	-	-
\$300 to \$499	13 2%	-	7 3% be	6 5% BE	-	8 3% hi	4 4% hi	-	-	2 1%	9 3% Q	4 3%	4 7%	-	-	2 6%	4 1% K	4 4%	-	-	-	-
\$500 to \$999	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$1,000 or more	1 *	-	-	1 1%	-	1 1%	-	-	-	-	1 1%	1 1%	-	-	-	-	-	-	-	-	-	-
Nothing	425 64%	80 54%	148 67% b	76 58%	120 72% BD	135 56%	55 62%	61 61%	72 67% FGHI	103 80% FGHI	181 58%	73 56%	34 62%	30 61%	31 60%	13 47%	244 69% K	62 55%	20 62%	31 60%	41 72% r	90 88% RTU
Sigma	667 100%	149 100%	221 100%	132 100%	165 100%	242 100%	88 100%	100 100%	108 100%	129 100%	313 100%	130 100%	55 100%	49 100%	51 100%	27 100%	354 100%	111 100%	33 100%	51 100%	56 100%	102 100%

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E - F/G/H/I/J - 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; \*\* very small base (under 30) ineligible for sig testing

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 memberships, personal services - like clothes, hair, cosmetics)?

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

	Income				Education			Employment Status				Children in HH		Parent of Child Under 18 in HH		Home Ownership		Marital Status		
	Total	Less Than \$50K	\$50K - \$74.9K	\$75K - \$99.9K	\$100K+	H.S. or Less	Some Col.	Col. Grad+	Total Emp.	Total Un-emp.	Student	Retired	Yes	No	Yes	No	Homeowner	Renter	Marr-ied	Not Married
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)
Unweighted Base	694	443	91	53	25	239	238	217	351	343	52	168	95	599	64	630	351	313	-	694
Weighted Base	667	394	86*	55*	44**	318	186	163	344	323	79*	150	115*	552	64*	603	325	314	**	667
Anything (Net)	242	135	41	20	21	104	67	71	151	92	32	39	60	182	39	204	107	132	-	242
	36%	34%	47% b	37%	47%	33%	36%	43% f	44% JL	26%	41%	26%	52% N	33%	60% P	34%	33%	42% q	-	36%
Less than \$50	132	84	13	8	9	59	40	33	77	56	18	19	23	109	15	117	66	63	-	132
	20%	21%	16%	14%	21%	18%	22%	20%	22%	17%	23%	13%	20%	20%	23%	19%	20%	20%	-	20%
\$50 Or More (Sub-Net)	110	50	27	13	12	45	27	38	74	36	14	20	37	73	24	86	41	69	-	110
	16%	13%	32% B	24% b	26%	14%	14%	23% fg	22% Ji	11%	18%	13%	32% N	13%	37% P	14%	13%	22% Q	-	16%
\$50 to \$99	33	14	12	3	1	11	9	14	20	13	1	11	2	31	2	31	13	21	-	33
	5%	4%	14% B	6%	2%	3%	5%	8% f	6% L	4%	1%	7% J	2%	6%	3%	5%	4%	7% 7%	-	5%
\$100 Or More (Sub-Sub-Net)	76	37	15	9	11	35	17	24	54	22	13	9	35	42	21	55	28	48	-	76
	11%	9%	18% b	17%	25%	11%	9%	15% JL	16% JL	7%	17% jl	6%	30% N	8%	33% P	9%	9%	15% Q	-	11%
\$100 to \$299	62	27	15	9	9	26	13	23	41	21	10	7	27	35	14	48	19	43	-	62
	9%	7%	18% B	17% B	21%	8%	7%	14% fG	12% jL	6%	13%	5%	24% N	6%	22% P	8%	6%	14% Q	-	9%
\$300 Or More (Sub-Sub-Sub-Net)	15	9	-	-	2	9	5	1	13	2	3	2	7	7	7	7	9	6	-	15
	2%	2%	-	-	4%	3%	3%	*	4% J	1%	3%	1%	6% N	1%	12% P	1%	3%	2%	-	2%
\$300 to \$499	13	8	-	-	2	9	3	1	12	2	3	2	7	6	7	6	9	4	-	13
	2%	2%	-	-	4%	3%	2%	1	3% J	1%	3%	1%	6% N	1%	12% P	1%	3%	1%	-	2%
\$500 to \$999	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
\$1,000 or more	1	1	-	-	-	-	1	-	1	-	-	-	-	1	-	1	-	1	-	1
	100%	100%	-	-	-	-	1%	-	1%	-	-	-	-	1%	-	1%	-	1%	-	1%
Nothing	425	259	45	34	23	213	119	92	193	232	47	111	55	370	25	399	218	182	-	425
	64%	66% c	53%	63%	53%	67% h	64%	57%	56% I	72% I	59%	74% l	48% M	67% M	40%	66% O	67% r	58%	-	64%
Sigma	667	394	86	55	44	318	186	163	344	323	79	150	115	552	64	603	325	314	-	667
	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	-	100%

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; \*\* very small base (under 30) ineligible for sig testing

6 February 2015

QuickQuery

Fielding Period: February 3-5, 2015

NEFE

Weighted To The U.S. General Adult Population - Propensity

Page Table Title

1	1	Q2135 What is your marital status?
2	2	Q2135 What is your marital status?
3	3	Q1503 How would you describe your current dating situation?
4	4	Q1503 How would you describe your current dating situation?
5	5	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 would you say you spend for dating and/or romantic activities (e.g., dining 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.
6	6	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 would you say you spend for dating and/or romantic activities (e.g., dining 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.
7	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 much more or less would you say you spend for dating and/or romantic activities (e.g., dining 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.
8	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 would you say you spend for dating and/or romantic activities (e.g., dining 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	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	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, would you say you...? Please select all that apply.
11	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	12	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.
13	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 (e.g., gym, cosmetics, spa services, hair), because of the fact that you are in a relationship vs. being single?
14	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	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	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	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	18	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?
19	19	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?
20	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?
21	21	Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?
22	22	Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?
23	23	Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?
24	24	Q1525 When you are in a relationship, how frequently do you buy gifts (including impulse purchases) for your significant other or partner?
25	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 memberships, personal services - like clothes, hair, cosmetics)?
26	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 memberships, personal services - like clothes, hair, cosmetics)?