



Landing Mr. Right contracted Research Now, the leading digital data collection provider, to conduct a survey of 750 American single women aged 23 – 55 who said they hadn't yet found, "The One." Below is a summary of the results, followed by the survey questions and tabulated answers.

Types of Guys

When asked, "If all of these types of guys asked you out on a romantic date, and you could pick only one guy to go out with, which one would you choose?"

52% of women said they would prefer to go on a romantic date with a Regular Guy than with a CEO, Rock Star, Blue Blood, Triathlete or Techno-Geek.

Triathletes are the least desirable type with only 8% of women saying they would choose to date them.

Traits Women Seek in a Partner

82% of women say personality and sense of humor are the most important traits when looking for Mr. Right.

The three most important benefits to women seeking Mr. Right are: Personality and Sense of Humor, Thoughtfulness and Romantic Nature and Intelligence.

The least important traits were Educational Background, Profession and Religion.

Kissing

72% of women said they'd consider going on a second date with a guy who was a bad kisser.

Exclusivity

A majority of women consider a relationship 'exclusive' somewhere between 4 and 10 dates.

Taken Care of

When asked what they most value in a relationship, 80% of women said they'd prefer to be taken care of emotionally over financially or sexually.

Meeting his Parents

A majority of women (63 percent) say it's most appropriate to meet a guy's parents after he says, "I love you."

Talking about Guys

A majority of women spend less than an hour a week talking about their love life with their girlfriends.

[About Research Now](#)

Research Now, the leading digital data collection provider, powers market research insights. We enable companies to listen to and interact with the world's consumers and business professionals through online panels, as well as mobile, digital and social media technologies. Our team operates in over 20 offices globally and is recognized as the market research industry's leader in client satisfaction. We foster a socially responsible culture by empowering our employees to give back.

| Unweighted Data | | Board Game Study | | |
|-----------------|-------|---|---|-------|
| Page | Table | Title | Base | Total |
| ---- | ----- | ----- | ----- | ----- |
| 1 | 1 | QS1. What is your gender? | All Respondents | 755 |
| 2 | 2 | QS2. Which age group are you in? | All Respondents | 755 |
| 3 | 3 | QS3. Which state do you live in? | All Respondents | 755 |
| 7 | 4 | hs3a. hidden Region punch | All Respondents | 755 |
| 8 | 5 | QS4. What is your current relationship status? | All Respondents | 755 |
| 9 | 6 | QS4a. You said you were currently in a relationship. Do you think you've found 'Mr. Right?' | Those who are in a relationship (but not married) | 93 |
| 10 | 7 | QS4b. Do you consider yourself single? | Divorced or Widowed Respondents | 217 |
| 11 | 8 | Q1. If all of these types of guys asked you out on a romantic date, and you could pick only one guy to go out with, which one would you choose? | All Respondents | 755 |
| 12 | 9 | Q2. If I asked you this SAME question above 10 years ago, what would your answer be? | All Respondents | 755 |
| 13 | 10 | Q3. Your dream guy asks you out for Valentine's Day. Which of these dates would you most prefer? | All Respondents | 755 |
| 14 | 11 | Q4. When looking for Mr. Right -- how important are the following set of benefits? | All Respondents | 755 |
| 16 | 12 | Q5. You go on a date with a new guy and discover he is a bad kisser. Do you consider going out with him again? | All Respondents | 755 |
| 17 | 13 | Q6. How many dates does it take with a guy for you to consider it an exclusive relationship? | All Respondents | 755 |
| 18 | 14 | Q7. Of these options, which do you value most in a relationship? | All Respondents | 755 |
| 19 | 15 | Q8. In your own personal experience present and past, which of these ways of finding Mr. Right have been most successful? | All Respondents | 755 |
| 20 | 16 | Q9. At which stage of a relationship would you say it's most appropriate to meet a guy's parents? | All Respondents | 755 |
| 21 | 17 | Q10. How many hours a week do you talk about your love life with your girlfriends? | All Respondents | 755 |

Board Game Study

Q51. What is your gender?

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|-----------------------|--------------------|---------|---------|---------|---------|---------------------|-----------------------------|----------------------------|---------------|-----------|---------|--------|----------------------------|---------------------------------|---------------------------------|------------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Male | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Female | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Sigma | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS2. Which age group are you in?

| | Age | | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | |
|-----------------------|--------------------|---------------|---------------|---------------|---------------|---------------|-----------------------------|----------------------------|---------------|---------------|---------------|---------------|---------------|---------------------------------|---------------------------------|------------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Under 18 (18) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 18 to 22 (20) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 23 to 30 (26.5) | 125 16.6% | 125 100.0% | - CDEF | - | - | - | 10 10.8% | 109 24.5% | 6 3.1% | 33 17.6% | 32 15.5% | 36 17.8% | 24 15.0% | 22 20.0% | 99 16.3% | 4 10.5% |
| 31 to 35 (33) | 112 14.8% | - | 112 100.0% | - BDEF | - | - | 15 16.1% | 84 18.9% | 12 6.2% | 31 16.6% | 27 13.1% | 33 16.3% | 21 13.1% | 9 8.2% | 96 15.8% | 7 18.4% |
| 36 to 40 (38) | 144 19.1% | - | - | 144 100.0% | - BCEF | - | 22 23.7% | 86 19.3% | 30 15.5% | 30 16.0% | 47 22.8% | 36 17.8% | 31 19.4% | 22 20.0% | 116 19.1% | 6 15.8% |
| 41 to 45 (43) | 130 17.2% | - | - | - | 130 52.4% | - BCDF | 18 19.4% | 61 13.7% | 45 23.3% | 33 17.6% | 31 15.0% | 36 17.8% | 30 18.8% | 23 20.9% | 97 16.0% | 10 26.3% |
| 46 to 50 (48) | 118 15.6% | - | - | - | 118 47.6% | - BCDF | 15 16.1% | 53 11.9% | 44 22.8% | 31 16.6% | 36 17.5% | 29 14.4% | 22 13.8% | 18 16.4% | 94 15.5% | 6 15.8% |
| 51 to 55 (53) | 126 16.7% | - | - | - | - | 126 100.0% | 13 14.0% | 52 11.7% | 56 29.0% | 29 15.5% | 33 16.0% | 32 15.8% | 32 20.0% | 16 14.5% | 105 17.3% | 5 13.2% |
| 56 to 60 (58) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 61 to 65 (63) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| 65 and above (65) | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |
| Mean | 40.28 | 26.50 | 33.00 | 38.00 | 45.38 | 53.00 | 40.63 | 37.87 | 45.13 | 40.01 | 40.46 | 39.84 | 40.93 | 40.15 | 40.28 | 40.74 |
| Std. Dev. | 8.83 | 0.00 | 0.00 | 0.00 | 2.50 | 0.00 | 8.03 | 8.88 | 7.00 | 8.93 | 8.68 | 8.90 | 8.86 | 8.88 | 8.88 | 8.04 |
| Std. Err. | 0.32 | 0.00 | 0.00 | 0.00 | 0.16 | 0.00 | 0.83 | 0.42 | 0.50 | 0.65 | 0.61 | 0.63 | 0.70 | 0.85 | 0.36 | 1.30 |
| Median | 38 | 23 | 30 | 36 | 43 | 51 | 38 | 35 | 43 | 38 | 38 | 37 | 39 | 38 | 38 | 39 |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS3. Which state do you live in?

| | Age | | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | |
|-----------------------|-----------------|-------------|------------|-------------|-------------|-----------|--------------------------|----------------------|--------------|---------------|----------------|----------------|----------------|----------------------------|---------------------------|------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Alabama | 8 1.1% | 2 1.6% | - | 2 1.4% | 2 0.8% | 2 1.6% | - | 7 1.6% | 1 0.5% | - | - | 8 4.0%JKM | - | 1 0.9% | 6 1.0% | 1 2.6% |
| Alaska | 2 0.3% | 1 0.8% | - | - | - | 1 0.8% | - | 1 0.2% | - | - | - | - | 2 1.3% | - | 2 0.3% | - |
| Arizona | 11 1.5% | 2 1.6% | - | 1 0.7% | 8 3.2%cF | - | 2 2.2% | 4 0.9% | 3 1.6% | - | - | - | 11 6.9%JKL | 1 0.9% | 7 1.2% | 3 |
| 7.9%NO | | | | | | | | | | | | | | | | |
| Arkansas | 5 0.7% | 2 1.6% | 1 0.9% | - | 2 0.8% | - | 1 1.1% | 3 0.7% | - | - | - | 5 2.5%JKM | - | 3 2.7%O | 2 0.3% | - |
| California | 80 10.6% | 16 12.8% | 10 8.9% | 18 12.5% | 27 10.9% | 9 7.1% | 12 12.9%I | 52 11.7%I | 11 5.7% | - | - | - | 80 50.0%JKL | 10 9.1% | 66 10.9% | 4 10.5% |
| Colorado | 9 1.2% | 1 0.8% | 1 0.9% | 1 0.7% | 3 1.2% | 3 2.4% | 4 4.3%H | 2 0.4% | 3 1.6% | - | - | - | 9 5.6%JKL | 3 2.7%O | 3 0.5% | 3 7.9%O |
| Connecticut | 17 2.3% | 4 3.2% | 3 2.7% | 4 2.8% | 4 1.6% | 2 1.6% | - | 11 2.5% | 6 3.1%g | 17 9.1%KLM | - | - | - | 3 2.7% | 13 2.1% | 1 2.6% |
| Delaware | 4 0.5% | 1 0.8% | 1 0.9% | - | 2 0.8% | - | - | 3 0.7% | 1 0.5% | - | - | 4 2.0%jKm | - | 1 0.9% | 3 0.5% | - |
| Florida | 37 4.9% | 6 4.8% | 6 5.4% | 6 4.2% | 12 4.8% | 7 5.6% | 3 3.2% | 16 3.6% | 17 8.8%gH | - | - | 37 18.3%JKM | - | 8 7.3% | 27 4.4% | 2 5.3% |
| Georgia | 18 2.4% | 2 1.6% | 3 2.7% | 3 2.1% | 8 3.2% | 2 1.6% | - | 5 1.1% | 12 6.2%GH | - | - | 18 8.9%JKM | - | 1 0.9% | 15 2.5% | 2 5.3% |
| Hawaii | 3 0.4% | - | - | - | 1 0.4% | 2 1.6% | - | 1 0.2% | 2 1.0% | - | - | - | 3 1.9%jKl | - | 3 0.5% | - |
| Idaho | 5 0.7% | - | 1 0.9% | 1 0.7% | 1 0.4% | 2 1.6% | - | 3 0.7% | 2 1.0% | - | - | - | 5 3.1%JKL | 1 0.9% | 4 0.7% | - |
| Illinois | 37 4.9% | 5 4.0% | 7 6.3% | 6 4.2% | 12 4.8% | 7 5.6% | 3 3.2% | 27 6.1% | 6 3.1% | - | 37 18.0%JLM | - | - | 3 2.7% | 32 5.3% | 2 5.3% |
| Indiana | 29 3.8% | 3 2.4% | 3 2.7% | 8 5.6%F | 13 5.2%f | 2 1.6% | 4 4.3% | 14 3.1% | 11 5.7% | - | 29 14.1%JLM | - | - | 5 4.5% | 22 3.6% | 2 5.3% |
| Iowa | 7 0.9% | 1 0.8% | 1 0.9% | 3 2.1% | 2 0.8% | - | 1 1.1% | 4 0.9% | 1 0.5% | - | 7 3.4%JLM | - | - | - | 6 1.0% | 1 2.6%n |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS3. Which state do you live in?

| | Age | | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|-----------------------|-----------------|-------------------------|------------------------|-----------|------------|--------------------------|--------------------------|----------------|------------------------|----------------------------|----------------------------|---------------------------|--------------------------|----------------------------|---------------------------|---------------------------|------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Married | Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 | |
| Kansas | 2 0.3% | 1 0.8% | - | - | - | 1 0.8% | 2 2.2% ^{HI} | - | - | - | 2 1.0% | - | - | - | 2 0.3% | - | |
| Kentucky | 9 1.2% | 1 0.8% | 1 0.9% | 3 2.1% | 2 0.8% | 2 1.6% | 1 1.1% | 2 0.4% | 6 3.1% ^H | - | - | 9 4.5% ^{JKM} | - | 3 2.7% | 6 1.0% | - | |
| Louisiana | 4 0.5% | - | 2 1.8% ^E | 1 0.7% | - | 1 0.8% | - | 3 0.7% | 1 0.5% | - | - | 4 2.0% ^{jKm} | - | 1 0.9% | 3 0.5% | - | |
| Maine | 5 0.7% | - | 1 0.9% | 1 0.7% | 1 0.4% | 2 1.6% | 1 1.1% | 3 0.7% | 1 0.5% | 5 2.7% ^{KLM} | - | - | - | 1 0.9% | 4 0.7% | - | |
| Maryland | 17 2.3% | 4 3.2% | 3 2.7% | 2 1.4% | 4 1.6% | 4 3.2% | 3 3.2% | 8 1.8% | 4 2.1% | - | - | 17 8.4% ^{JKM} | - | 5 4.5% | 12 2.0% | - | |
| Massachusetts | 19 2.5% | 5 4.0% | 3 2.7% | 3 2.1% | 5 2.0% | 3 2.4% | 2 2.2% | 14 3.1% | 3 1.6% | 19 10.2% ^{KLM} | - | - | - | 1 0.9% | 17 2.8% | 1 2.6% | |
| Michigan | 28 3.7% | 9 7.2% ^{EF} | 5 4.5% | 5 3.5% | 7 2.8% | 2 1.6% | 4 4.3% | 19 4.3% | 4 2.1% | - | 28 13.6% ^{JLM} | - | - | 4 3.6% | 24 4.0% | - | |
| Minnesota | 8 1.1% | - | - | 2 1.4% | 2 0.8% | 4 3.2% ^{Bce} | 1 1.1% | 4 0.9% | 3 1.6% | - | 8 3.9% ^{JLM} | - | - | 2 1.8% | 6 1.0% | - | |
| Mississippi | 1 0.1% | - | - | 1 0.7% | - | - | - | 1 0.2% | - | - | - | 1 0.5% | - | - | 1 0.2% | - | |
| Missouri | 30 4.0% | 7 5.6% | 2 1.8% | 3 2.1% | 10 4.0% | 8 6.3% ^{cd} | 5 5.4% | 20 4.5% | 5 2.6% | - | 30 14.6% ^{JLM} | - | - | 2 1.8% | 27 4.4% | 1 2.6% | |
| Montana | 1 0.1% | - | - | 1 0.7% | - | - | - | - | 1 0.5% | - | - | - | 1 0.6% | - | 1 0.2% | - | |
| Nebraska | 6 0.8% | - | 1 0.9% | 3 2.1% | 1 0.4% | 1 0.8% | 2 2.2% ^H | 1 0.2% | 3 1.6% ^h | - | 6 2.9% ^{JLM} | - | - | - | 6 1.0% | - | |
| Nevada | 6 0.8% | - | 1 0.9% | - | 1 0.4% | 4 3.2% ^{BDE} | 1 1.1% | 1 0.2% | 4 2.1% ^H | - | - | - | 6 3.8% ^{JKL} | - | 6 1.0% | - | |
| New Hampshire | 5 0.7% | 2 1.6% | - | - | 1 0.4% | 2 1.6% | - | 3 0.7% | 1 0.5% | 5 2.7% ^{KLM} | - | - | - | 1 0.9% | 4 0.7% | - | |
| New Jersey | 22 2.9% | 2 1.6% | 6 5.4% ^e | 3 2.1% | 5 2.0% | 6 4.8% | 4 4.3% | 14 3.1% | 4 2.1% | 22 11.8% ^{KLM} | - | - | - | 3 2.7% | 19 3.1% | - | |
| New Mexico | 9 1.2% | - | 2 1.8% | 3 2.1% | 3 1.2% | 1 0.8% | 1 1.1% | 5 1.1% | 3 1.6% | - | - | - | 9 5.6% ^{JKL} | 1 0.9% | 8 1.3% | - | |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS3. Which state do you live in?

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|-----------------------|-----------------|----------------|----------------|----------------|-----------------|---------------------|--------------------------|----------------------|----------------|--------------------|--------------------|--------------------|----------------------------|---------------------------|---------------------------|------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| New York | 71 9.4% | 11 8.8% | 11 9.8% | 16 11.1% | 26 10.5% | 7 5.6% | 10 10.8% | 45 10.1% | 16 8.3% | 71 38.0% KLM | - | - | - | 13 11.8% | 56 9.2% | 2 5.3% |
| North Carolina | 16 2.1% | 5 4.0% D | 3 2.7% D | - | 4 1.6% | 4 3.2% D | - | 9 2.0% | 7 3.6% g | - | - | 16 7.9% JKM | - | 1 0.9% | 13 2.1% | 2 5.3% |
| Ohio | 41 5.4% | 5 4.0% | 8 7.1% | 11 7.6% | 12 4.8% | 5 4.0% | 8 8.6% i | 24 5.4% | 7 3.6% | - | 41 19.9% JLM | - | - | 8 7.3% | 31 5.1% | 2 5.3% |
| Oklahoma | 4 0.5% | 1 0.8% | - | 1 0.7% | 2 0.8% | - | - | 3 0.7% | - | - | - | 4 2.0% jKm | - | - | 4 0.7% | - |
| Oregon | 13 1.7% | 3 2.4% d | 4 3.6% D | - | 3 1.2% | 3 2.4% d | 3 3.2% | 7 1.6% | 3 1.6% | - | - | - | 13 8.1% JKL | 1 0.9% | 12 2.0% | - |
| Pennsylvania | 45 6.0% | 8 6.4% d | 6 5.4% | 3 2.1% | 22 8.9% D | 6 4.8% | 6 6.5% | 31 7.0% | 8 4.1% | 45 24.1% KLM | - | - | - | 6 5.5% | 38 6.3% | 1 2.6% |
| Rhode Island | 2 0.3% | 1 0.8% | - | - | - | 1 0.8% | - | 2 0.4% | - | 2 1.1% | - | - | - | - | 2 0.3% | - |
| South Carolina | 9 1.2% nO | 3 2.4% f | 1 0.9% | 2 1.4% | 3 1.2% | - | 2 2.2% | 5 1.1% | 2 1.0% | - | - | 9 4.5% JKM | - | 2 1.8% | 4 0.7% | 3 |
| South Dakota | 2 0.3% | - | - | - | 2 0.8% | - | - | 1 0.2% | 1 0.5% | - | 2 1.0% | - | - | 2 1.8% O | - | - |
| Tennessee | 14 1.9% | - | 1 0.9% | 5 3.5% B | 4 1.6% | 4 3.2% B | 1 1.1% | 6 1.3% | 7 3.6% h | - | - | 14 6.9% JKM | - | 3 2.7% | 10 1.6% | 1 2.6% |
| Texas | 35 4.6% | 4 3.2% | 6 5.4% | 9 6.3% | 11 4.4% | 5 4.0% | 2 2.2% | 25 5.6% | 6 3.1% | - | - | 35 17.3% JKM | - | 4 3.6% | 28 4.6% | 3 7.9% |
| Utah | 2 0.3% | - | - | 1 0.7% | - | 1 0.8% | - | - | 2 1.0% H | - | - | - | 2 1.3% | - | 2 0.3% | - |
| Vermont | 1 0.1% | - | 1 0.9% | - | - | - | - | 1 0.2% | - | 1 0.5% | - | - | - | - | 1 0.2% | - |
| Virginia | 14 1.9% | 2 1.6% | 4 3.6% | 1 0.7% | 6 2.4% | 1 0.8% | 1 1.1% | 11 2.5% | 2 1.0% | - | - | 14 6.9% JKM | - | - | 14 2.3% | - |
| Washington | 18 2.4% | 1 0.8% | 2 1.8% | 5 3.5% | 4 1.6% | 6 4.8% be | 2 2.2% | 11 2.5% | 4 2.1% | - | - | - | 18 11.3% JKL | 1 0.9% | 16 2.6% | 1 2.6% |
| Washington, D.C | 2 0.3% | 1 0.8% | - | - | 1 0.4% | - | - | 2 0.4% | - | - | - | 2 1.0% | - | - | 2 0.3% | - |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS3. Which state do you live in?

| | Age | | | | | Relationship Status | | | | Census Region | | | | Value Most In Relationship | | |
|-----------------------|---------------|---------------|---------------|-------------------------|------------------------|---------------------|--------------------------|----------------------|---------------|---------------|---------------------------|--------------------------|---------------|----------------------------|---------------------------|------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| West Virginia | 5 0.7% | 2 1.6% | 1 0.9% | - - | 2 0.8% | - - | - - | 2 0.4% | 3 1.6% | - - | - - | 5 2.5% ^{JKM} | - - | 1 0.9% | 4 0.7% | - - |
| Wisconsin | 16 2.1% | 1 0.8% | - - | 6 4.2% ^{bC} | 6 2.4% ^c | 3 2.4% | 1 1.1% | 8 1.8% | 6 3.1% | - - | 16 7.8% ^{JLM} | - - | - - | 4 3.6% | 12 2.0% | - - |
| Wyoming | 1 0.1% | - - | - - | - - | 1 0.4% | - - | - - | 1 0.2% | - - | - - | - - | - - | 1 0.6% | - - | 1 0.2% | - - |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

hs3a. hidden Region punch

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|-----------------------|---------------|---------------|---------------|---------------|---------------|---------------------|--------------------------|---------------------------|---------------------------|------------------------------|------------------------------|------------------------------|------------------------------|---------------------------|---------------------------|--------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Married | Never Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Northeast | 187 24.8% | 33 26.4% | 31 27.7% | 30 20.8% | 64 25.8% | 29 23.0% | 23 24.7% | 124 27.9% ^I | 39 20.2% | 187 100.0% ^{KLM} | - | - | - | 28 25.5% | 154 25.4% ^p | 5 13.2% |
| Midwest | 206 27.3% | 32 25.6% | 27 24.1% | 47 32.6% | 67 27.0% | 33 26.2% | 31 33.3% | 122 27.4% | 47 24.4% | - | 206 100.0% ^{JLM} | - | - | 30 27.3% | 168 27.7% | 8 21.1% |
| South | 202 26.8% | 36 28.8% | 33 29.5% | 36 25.0% | 65 26.2% | 32 25.4% | 14 15.1% | 111 24.9% ^G | 69 35.8% ^{GH} | - | - | 202 100.0% ^{JKM} | - | 34 30.9% | 154 25.4% | 14 36.8% |
| West | 160 21.2% | 24 19.2% | 21 18.8% | 31 21.5% | 52 21.0% | 32 25.4% | 25 26.9% | 88 19.8% | 38 19.7% | - | - | - | 160 100.0% ^{JKL} | 18 16.4% | 131 21.6% | 11 28.9% ⁿ |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS4. What is your current relationship status?

| | Age | | | | | Relationship Status | | | | Census Region | | | | Value Most In Relationship | | |
|-------------------------------------|---------------|------------------------------|----------------------------|---------------------------|----------------------------|----------------------------|----------------------------|-----------------------------|-----------------------------|----------------------------|--------------------------|----------------------------|--------------------------|----------------------------|---------------------------|------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Married | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| In a relationship (but not married) | 93 12.3% | 10 8.0% | 15 13.4% | 22 15.3% ^b | 33 13.3% | 13 10.3% | 93 100.0% ^{HI} | - | - | 23 12.3% ^l | 31 15.0% ^L | 14 6.9% | 25 15.6% ^L | 12 10.9% | 76 12.5% | 5 13.2% |
| Single (never married) | 445 58.9% | 109 87.2% ^{CDEF} | 84 75.0% ^{DEF} | 86 59.7% ^{EF} | 114 46.0% | 52 41.3% | - | 445 100.0% ^{GI} | - | 124 66.3% ^{LM} | 122 59.2% | 111 55.0% | 88 55.0% | 63 57.3% | 361 59.5% | 21 55.3% |
| Divorced | 193 25.6% | 6 4.8% | 12 10.7% ^b | 30 20.8% ^{BC} | 89 35.9% ^{BCD} | 56 44.4% ^{BCD} | - | - | 193 100.0% ^{GH} | 39 20.9% | 47 22.8% | 69 34.2% ^{JKM} | 38 23.8% | 29 26.4% | 153 25.2% | 11 28.9% |
| Widowed | 24 3.2% | - | 1 0.9% | 6 4.2% ^B | 12 4.8% ^{Bc} | 5 4.0% ^B | - | - | - | 1 0.5% | 6 2.9% ^j | 8 4.0% ^J | 9 5.6% ^J | 6 5.5% | 17 2.8% | 1 2.6% |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS4a. You said you were currently in a relationship. Do you think you've found 'Mr. Right?'

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|---|--------|---------|---------|---------|---------|---------------------|--------------------------|----------------------|---------------|-----------|---------|--------|----------------------------|---------------------------|---------------------------|------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: Those who are in a relationship (but not married) | 93 | 10 | 15 | 22 | 33 | 13 | 93 | - | - | 23 | 31 | 14 | 25 | 12 | 76 | 5 |
| Yes, I have found Mr. Right | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| No, I have not found Mr. Right | 93 | 10 | 15 | 22 | 33 | 13 | 93 | - | - | 23 | 31 | 14 | 25 | 12 | 76 | 5 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | - | - | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |
| Sigma | 93 | 10 | 15 | 22 | 33 | 13 | 93 | - | - | 23 | 31 | 14 | 25 | 12 | 76 | 5 |
| | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | - | - | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% | 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

QS4b. Do you consider yourself single?

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|---------------------------------------|---------------|-------------|--------------|--------------|---------------|---------------------|--------------------------|----------------------|---------------|--------------|--------------|--------------|----------------------------|---------------------------|---------------------------|------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: Divorced or Widowed Respondents | 217 | 6 | 13 | 36 | 101 | 61 | - | - | 193 | 40 | 53 | 77 | 47 | 35 | 170 | 12 |
| Yes, I consider myself single | 217 100.0% | 6 100.0% | 13 100.0% | 36 100.0% | 101 100.0% | 61 100.0% | - | - | 193 100.0% | 40 100.0% | 53 100.0% | 77 100.0% | 47 100.0% | 35 100.0% | 170 100.0% | 12 100.0% |
| No, I do not consider myself single | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - | - |
| Sigma | 217 100.0% | 6 100.0% | 13 100.0% | 36 100.0% | 101 100.0% | 61 100.0% | - | - | 193 100.0% | 40 100.0% | 53 100.0% | 77 100.0% | 47 100.0% | 35 100.0% | 170 100.0% | 12 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q1. If all of these types of guys asked you out on a romantic date, and you could pick only one guy to go out with, which one would you choose?

| | Age | | | | | Relationship Status | | | | Census Region | | | | Value Most In Relationship | | |
|-----------------------|-----------------|----------------------------|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|--------------------------|---------------|-------------------------|-----------------------------|--------------------------|--------------------------|----------------------------|---------------------------|--------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Blue Blood | 40 5.3% | 13 10.4% ^{DEF} | 7 6.3% ^d | 3 2.1% | 12 4.8% | 5 4.0% | 2 2.2% | 32 7.2% ^{gI} | 6 3.1% | 14 7.5% | 8 3.9% | 8 4.0% | 10 6.3% | 10 9.1% ^o | 28 4.6% | 2 5.3% |
| CEO | 157 20.8% | 30 24.0% | 18 16.1% | 32 22.2% | 48 19.4% | 29 23.0% | 19 20.4% | 88 19.8% | 46 23.8% | 38 20.3% | 33 16.0% | 48 23.8% ^k | 38 23.8% ^k | 34 30.9% ^O | 116 19.1% | 7 18.4% |
| Rock Star | 94 12.5% | 18 14.4% ^F | 18 16.1% ^F | 23 16.0% ^F | 27 10.9% | 8 6.3% | 14 15.1% | 50 11.2% | 24 12.4% | 21 11.2% | 27 13.1% | 26 12.9% | 20 12.5% | 16 14.5% | 70 11.5% | 8 21.1% ^o |
| Regular Guy | 391 51.8% | 50 40.0% | 59 52.7% ^b | 71 49.3% | 141 56.9% ^B | 70 55.6% ^B | 53 57.0% | 225 50.6% | 102 52.8% | 94 50.3% | 125 60.7% ^{JLM} | 100 49.5% | 72 45.0% | 41 37.3% | 329 54.2% ^N | 21 55.3% ⁿ |
| Triathlete | 27 3.6% | 4 3.2% | 7 6.3% ^d | 3 2.1% | 8 3.2% | 5 4.0% | 2 2.2% | 17 3.8% | 7 3.6% | 10 5.3% ^K | 1 0.5% | 9 4.5% ^K | 7 4.4% ^K | 3 2.7% | 24 4.0% | - |
| Techno-Geek | 46 6.1% | 10 8.0% ^c | 3 2.7% | 12 8.3% ^c | 12 4.8% | 9 7.1% | 3 3.2% | 33 7.4% | 8 4.1% | 10 5.3% | 12 5.8% | 11 5.4% | 13 8.1% | 6 5.5% | 40 6.6% | - |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q2. If I asked you this SAME question above 10 years ago, what would your answer be?

| | Age | | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | |
|-----------------------|-----------------|---------------|---------------|---------------|---------------|-----------------|--------------------------|----------------|----------------|---------------|---------------|---------------|---------------|----------------------------|---------------------------|------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Married | Never Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Blue Blood | 67 8.9% | 14 11.2% | 11 9.8% | 11 7.6% | 19 7.7% | 12 9.5% | 3 3.2% | 47 10.6%G | 17 8.8%g | 21 11.2%k | 13 6.3% | 20 9.9% | 13 8.1% | 10 9.1% | 51 8.4% | 6 15.8% |
| CEO | 156 20.7% | 22 17.6% | 25 22.3% | 30 20.8% | 55 22.2% | 24 19.0% | 26 28.0%H | 79 17.8% | 47 24.4%h | 41 21.9% | 48 23.3% | 40 19.8% | 27 16.9% | 23 20.9% | 125 20.6% | 8 21.1% |
| Rock Star | 224 29.7% | 44 35.2%F | 34 30.4%F | 51 35.4%F | 72 29.0%F | 23 18.3% | 31 33.3% | 131 29.4% | 57 29.5% | 49 26.2% | 58 28.2% | 59 29.2% | 58 36.3%J | 23 20.9% | 191 31.5%N | 10 26.3% |
| Regular Guy | 239 31.7% | 26 20.8% | 31 27.7% | 41 28.5% | 82 33.1%B | 59 46.8%BCDE | 25 26.9% | 142 31.9% | 58 30.1% | 55 29.4% | 72 35.0% | 60 29.7% | 52 32.5% | 44 40.0%O | 185 30.5% | 10 26.3% |
| Triathlete | 35 4.6% | 9 7.2%f | 8 7.1%f | 6 4.2% | 9 3.6% | 3 2.4% | 5 5.4% | 22 4.9% | 8 4.1% | 11 5.9% | 9 4.4% | 10 5.0% | 5 3.1% | 7 6.4% | 25 4.1% | 3 7.9% |
| Techno-Geek | 34 4.5% | 10 8.0%c | 3 2.7% | 5 3.5% | 11 4.4% | 5 4.0% | 3 3.2% | 24 5.4% | 6 3.1% | 10 5.3% | 6 2.9% | 13 6.4%k | 5 3.1% | 3 2.7% | 30 4.9% | 1 2.6% |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q3. Your dream guy asks you out for Valentine's Day. Which of these dates would you most prefer?

| | Age | | | | | Relationship Status | | | | Census Region | | | | Value Most In Relationship | | |
|---|---------------|--------------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------------|---------------------------|--------------------------|--------------------------|---------------------------|-----------------------------|--------------------------|----------------------------|---------------------------|--------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| A Broadway Show | 127 16.8% | 21 16.8% | 18 16.1% | 20 13.9% | 44 17.7% | 24 19.0% | 13 14.0% | 82 18.4% | 29 15.0% | 37 19.8% | 35 17.0% | 29 14.4% | 26 16.3% | 19 17.3% ^p | 106 17.5% ^p | 2 5.3% |
| An intimate dinner at a favorite French bistro where you can hold hands | 327 43.3% | 53 42.4% | 48 42.9% | 64 44.4% | 109 44.0% | 53 42.1% | 28 30.1% | 194 43.6% ^G | 94 48.7% ^G | 77 41.2% | 79 38.3% | 104 51.5% ^{JKm} | 67 41.9% | 41 37.3% | 270 44.5% | 16 42.1% |
| A reservation at the hottest restaurant in town so you can be seen | 43 5.7% | 10 8.0% ^f | 6 5.4% | 10 6.9% | 13 5.2% | 4 3.2% | 9 9.7% ^h | 22 4.9% | 10 5.2% | 8 4.3% | 15 7.3% | 12 5.9% | 8 5.0% | 9 8.2% | 30 4.9% | 4 10.5% |
| Skiing in Aspen | 76 10.1% | 16 12.8% ^E | 14 12.5% ^e | 18 12.5% ^E | 16 6.5% | 12 9.5% | 10 10.8% | 49 11.0% | 15 7.8% | 25 13.4% ^l | 17 8.3% | 15 7.4% | 19 11.9% | 10 9.1% | 63 10.4% | 3 7.9% |
| A couples' massage | 123 16.3% | 14 11.2% | 18 16.1% | 21 14.6% | 51 20.6% ^B | 19 15.1% | 27 29.0% ^{HI} | 60 13.5% | 32 16.6% | 25 13.4% | 43 20.9% ^{jL} | 24 11.9% | 31 19.4% ^L | 17 15.5% | 96 15.8% | 10 26.3% ^o |
| Shopping | 59 7.8% | 11 8.8% | 8 7.1% | 11 7.6% | 15 6.0% | 14 11.1% ^e | 6 6.5% | 38 8.5% | 13 6.7% | 15 8.0% | 17 8.3% | 18 8.9% | 9 5.6% | 14 12.7% ^o | 42 6.9% | 3 7.9% |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q4. When looking for Mr. Right -- how important are the following set of benefits?

| | ----- | | | | | | | | | | | | | | | |
|---|--------------------|-----------------|----------------|---------------|----------------|---------------------|--------------|-------------------|------------------|---------------|---------------|----------------|---------------|----------------------------|---------------------------------|---------------------------------|
| | Age | | | | | Relationship Status | | | | Census Region | | | | Value Most In Relationship | | |
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Not Married | Single Married | Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| His Personality & Sense of Humor | 622 82.4% | 96 76.8% | 86 76.8% | 122 84.7% | 206 83.1% | 112 88.9%BC | 79 84.9% | 366 82.2% | 158 81.9% | 155 82.9% | 176 85.4%L | 157 77.7% | 134 83.8% | 72 65.5% | 516 85.0%N | 34 89.5%N |
| His Thoughtfulness & Romantic Nature | 418 55.4% | 57 45.6% | 52 46.4% | 79 54.9% | 143 57.7%BC | 87 69.0%BCDE | 55 59.1% | 223 50.1% | 121 62.7%H | 96 51.3% | 111 53.9% | 115 56.9% | 96 60.0% | 50 45.5% | 353 58.2%NP | 15 39.5% |
| His Intelligence | 417 55.2% | 66 52.8% | 56 50.0% | 79 54.9% | 139 56.0% | 77 61.1%c | 41 44.1% | 246 55.3%G | 117 60.6%G | 106 56.7% | 112 54.4% | 110 54.5% | 89 55.6% | 47 42.7% | 351 57.8%N | 19 50.0% |
| His Interests & Hobbies being similar to yours | 304 40.3% | 49 39.2% | 50 44.6% | 55 38.2% | 101 40.7% | 49 38.9% | 39 41.9% | 188 42.2%i | 66 34.2% | 71 38.0% | 86 41.7% | 82 40.6% | 65 40.6% | 37 33.6% | 258 42.5%nP | 9 23.7% |
| His Physical Appearance (Full head of hair/balding, tall/short, muscular/flabby, etc) | 291 38.5% | 57 45.6%eF | 52 46.4%dEF | 52 36.1% | 88 35.5% | 42 33.3% | 39 41.9% | 180 40.4% | 70 36.3% | 78 41.7%K | 65 31.6% | 79 39.1% | 69 43.1%K | 49 44.5%o | 220 36.2% | 22 57.9%O |
| His Closeness with Family | 269 35.6% | 45 36.0% | 44 39.3%d | 40 27.8% | 88 35.5% | 52 41.3%D | 32 34.4% | 161 36.2% | 66 34.2% | 74 39.6%M | 84 40.8%LM | 64 31.7% | 47 29.4% | 40 36.4%p | 221 36.4%p | 8 21.1% |
| His Social Desires (Likes to stay in on weekends, likes to go out on weekends) | 255 33.8% | 50 40.0%e | 39 34.8% | 50 34.7% | 77 31.0% | 39 31.0% | 40 43.0%I | 157 35.3%I | 52 26.9% | 74 39.6%km | 68 33.0% | 64 31.7% | 49 30.6% | 33 30.0% | 210 34.6% | 12 31.6% |
| His Willingness to Prioritize You (above other commitments - work, family, friends, etc.) | 226 29.9% | 25 20.0% | 39 34.8%Bf | 55 38.2%Bf | 76 30.6%B | 31 24.6% | 32 34.4% | 128 28.8% | 53 27.5% | 52 27.8% | 69 33.5% | 58 28.7% | 47 29.4% | 36 32.7%P | 184 30.3%p | 6 15.8% |
| His Wealth Status (Financial Stability) | 208 27.5% | 21 16.8% | 24 21.4% | 40 27.8%B | 78 31.5%Bc | 45 35.7%BC | 23 24.7% | 105 23.6% | 72 37.3%GH | 48 25.7% | 57 27.7% | 59 29.2% | 44 27.5% | 65 59.1%OP | 133 21.9% | 10 26.3% |
| His Ambition (Very driven professionally or Not as career focused, has other stronger priorities) | 198 26.2% | 56 44.8%CDEF | 28 25.0%F | 39 27.1%F | 62 25.0%F | 13 10.3% | 27 29.0%I | 130 29.2%I | 36 18.7% | 50 26.7% | 54 26.2% | 49 24.3% | 45 28.1% | 21 19.1% | 166 27.3%n | 11 28.9% |
| His Ability to Plan and Think Long-Term (marriage) | 146 19.3% | 21 16.8% | 27 24.1% | 32 22.2% | 46 18.5% | 20 15.9% | 14 15.1% | 89 20.0% | 39 20.2% | 33 17.6% | 35 17.0% | 38 18.8% | 40 25.0%jk | 24 21.8% | 117 19.3% | 5 13.2% |
| His Sexual Drive | 144 19.1% | 28 22.4% | 17 15.2% | 30 20.8% | 49 19.8% | 20 15.9% | 23 24.7%h | 75 16.9% | 43 22.3% | 31 16.6% | 35 17.0% | 53 26.2%JKM | 25 15.6% | 21 19.1% | 94 15.5% | 29 |
| 76.3%NO | | | | | | | | | | | | | | | | |
| His Religion | 133 17.6% | 24 19.2% | 24 21.4% | 22 15.3% | 46 18.5% | 17 13.5% | 6 6.5% | 88 19.8%G | 34 17.6%G | 24 12.8% | 43 20.9%Jm | 44 21.8%Jm | 22 13.8% | 21 19.1% | 109 18.0% | 3 7.9% |
| His Profession | 80 10.6% | 15 12.0% | 14 12.5% | 16 11.1% | 25 10.1% | 10 7.9% | 11 11.8% | 47 10.6% | 20 10.4% | 26 13.9% | 18 8.7% | 21 10.4% | 15 9.4% | 24 21.8%Op | 53 8.7% | 3 7.9% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q4. When looking for Mr. Right -- how important are the following set of benefits?

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|----------------------------|----------------|---------------|---------------|---------------|----------------|---------------------|--------------------------|----------------------|---------------|---------------|----------------|----------------|----------------------------|---------------------------|---------------------------|------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| His Educational Background | 64 8.5% | 15 12.0% | 8 7.1% | 9 6.3% | 16 6.5% | 16 12.7% | 4 4.3% | 42 9.4% | 18 9.3% | 17 9.1% | 17 8.3% | 17 8.4% | 13 8.1% | 10 9.1% | 50 8.2% | 4 10.5% |
| Sigma | 3775 500.0% | 625 500.0% | 560 500.0% | 720 500.0% | 1240 500.0% | 630 500.0% | 465 500.0% | 2225 500.0% | 965 500.0% | 935 500.0% | 1030 500.0% | 1010 500.0% | 800 500.0% | 550 500.0% | 3035 500.0% | 190 500.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q5. You go on a date with a new guy and discover he is a bad kisser. Do you consider going out with him again?

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|---|---------------|---------------------------|--------------------------|---------------------------|----------------------------|--------------------------|--------------------------|----------------------------|--------------------------|---------------|---------------|---------------|----------------------------|---------------------------|---------------------------|------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Yes, that isn't enough on its own to ditch him. | 545 72.2% | 105 84.0% ^c | 84 75.0% ^E | 99 68.8% | 158 63.7% | 99 78.6% ^d | 61 65.6% | 335 75.3% ^{gi} | 133 68.9% | 139 74.3% | 152 73.8% | 147 72.8% | 107 66.9% | 74 67.3% ^P | 455 75.0% ⁿ | 16 42.1% |
| No shot. 57.9% ^{NO} | 210 27.8% | 20 16.0% | 28 25.0% ^b | 45 31.3% ^{Bf} | 90 36.3% ^{BCF} | 27 21.4% | 32 34.4% ^h | 110 24.7% | 60 31.1% ^h | 48 25.7% | 54 26.2% | 55 27.2% | 53 33.1% | 36 32.7% ^o | 152 25.0% | 22 |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q6. How many dates does it take with a guy for you to consider it an exclusive relationship?

| | Age | | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | |
|------------------------|-----------------|----------------------------|--------------------------|--------------------------|--------------------------|-----------------------------|--------------------------|----------------------|--------------------------|--------------------------|---------------|------------------------|---------------|----------------------------|---------------------------|------------------------|
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| One date | 15 2.0% | 4 3.2% ^e | 5 4.5% ^E | 2 1.4% | 2 0.8% | 2 1.6% | - - | 12 2.7% | 2 1.0% | 7 3.7% ^K | 1 0.5% | 5 2.5% ^k | 2 1.3% | 3 2.7% | 12 2.0% | - - |
| Two to three dates | 60 7.9% | 18 14.4% ^{cEF} | 8 7.1% | 12 8.3% | 17 6.9% | 5 4.0% | 5 5.4% | 38 8.5% | 16 8.3% | 15 8.0% | 14 6.8% | 20 9.9% | 11 6.9% | 13 11.8% | 44 7.2% | 3 7.9% |
| Four to five dates | 231 30.6% | 49 39.2% ^{EF} | 39 34.8% ^F | 47 32.6% ^f | 68 27.4% | 28 22.2% | 26 28.0% | 144 32.4% | 56 29.0% | 52 27.8% | 63 30.6% | 61 30.2% | 55 34.4% | 36 32.7% | 182 30.0% | 13 34.2% |
| Six to ten dates | 262 34.7% | 38 30.4% | 34 30.4% | 50 34.7% | 92 37.1% | 48 38.1% | 33 35.5% | 154 34.6% | 68 35.2% | 64 34.2% | 74 35.9% | 67 33.2% | 57 35.6% | 29 26.4% | 221 36.4% ^N | 12 31.6% |
| Eleven to twenty dates | 126 16.7% | 11 8.8% | 17 15.2% | 23 16.0% ^b | 42 16.9% ^B | 33 26.2% ^{BCDE} | 22 23.7% ^H | 60 13.5% | 36 18.7% ^h | 29 15.5% | 35 17.0% | 35 17.3% | 27 16.9% | 16 14.5% | 101 16.6% | 9 23.7% |
| More than Twenty dates | 61 8.1% | 5 4.0% | 9 8.0% | 10 6.9% | 27 10.9% ^B | 10 7.9% | 7 7.5% | 37 8.3% | 15 7.8% | 20 10.7% ^m | 19 9.2% | 14 6.9% | 8 5.0% | 13 11.8% ^p | 47 7.7% | 1 2.6% |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q7. Of these options, which do you value most in a relationship?

| | ----- | | | | | | | | | | | | | | | |
|------------------------------------|--------------------|--------------------------|--------------------------|--------------------------|--------------------------|---------------------|-----------------------------|----------------------------|---------------|---------------|---------------|-------------------------|-------------------------|---------------------------------|---------------------------------|------------------------------|
| | Age | | | | | Relationship Status | | | | Census Region | | | | Value Most In Relationship | | |
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| To be taken care of financially | 110 14.6% | 22 17.6% ^C | 9 8.0% | 22 15.3% ^c | 41 16.5% ^C | 16 12.7% | 12 12.9% | 63 14.2% | 29 15.0% | 28 15.0% | 30 14.6% | 34 16.8% | 18 11.3% | 110 100.0% ^{OP} | - | - |
| To be taken care of emotionally | 607 80.4% | 99 79.2% | 96 85.7% ^e | 116 80.6% | 191 77.0% | 105 83.3% | 76 81.7% | 361 81.1% | 153 79.3% | 154 82.4% | 168 81.6% | 154 76.2% | 131 81.9% | - | 607 100.0% ^{NP} | - |
| To be taken care of sexually | 38 5.0% | 4 3.2% | 7 6.3% | 6 4.2% | 16 6.5% | 5 4.0% | 5 5.4% | 21 4.7% | 11 5.7% | 5 2.7% | 8 3.9% | 14 6.9% ^j | 11 6.9% ^j | - | - | 38 |
| 100.0% ^{NO} | | | | | | | | | | | | | | | | |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q8. In your own personal experience present and past, which of these ways of finding Mr. Right have been most successful?

| | ----- | | | | | | | | | | | | | | | |
|--|--------------------|----------------------------|----------------------------|--------------------------|--------------------------|---------------------------|-----------------------------|----------------------------|-------------------|---------------|--------------------------|---------------------------|---------------|---------------------------------|---------------------------------|------------------------------|
| | Age | | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | |
| | Total Completes | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Married | Never Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) | |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Through friends introducing you | 434 57.5% | 85 68.0% ^{CDe} | 55 49.1% | 76 52.8% | 143 57.7% | 75 59.5% | 46 49.5% | 262 58.9% ^g | 112 58.0% | 107 57.2% | 112 54.4% | 126 62.4% | 89 55.6% | 64 58.2% | 353 58.2% | 17 44.7% |
| Organization, club, community that you are member of | 221 29.3% | 27 21.6% | 35 31.3% ^b | 45 31.3% ^b | 68 27.4% | 46 36.5% ^{Be} | 28 30.1% | 134 30.1% | 55 28.5% | 56 29.9% | 63 30.6% | 53 26.2% | 49 30.6% | 25 22.7% | 187 30.8% ⁿ | 9 23.7% |
| School | 147 19.5% | 39 31.2% ^{DEF} | 33 29.5% ^{DEF} | 26 18.1% | 35 14.1% | 14 11.1% | 13 14.0% | 103 23.1% ^{gI} | 28 14.5% | 34 18.2% | 38 18.4% | 43 21.3% | 32 20.0% | 19 17.3% | 121 19.9% | 7 18.4% |
| Bars, Lounges, Cafes, Social Spots | 135 17.9% | 25 20.0% ^f | 19 17.0% | 26 18.1% | 51 20.6% ^F | 14 11.1% | 20 21.5% | 85 19.1% | 28 14.5% | 33 17.6% | 34 16.5% | 35 17.3% | 33 20.6% | 21 19.1% | 104 17.1% | 10 26.3% |
| Online dating websites | 133 17.6% | 24 19.2% | 24 21.4% | 25 17.4% | 41 16.5% | 19 15.1% | 16 17.2% | 73 16.4% | 40 20.7% | 32 17.1% | 32 15.5% | 44 21.8% | 25 15.6% | 14 12.7% | 109 18.0% | 10 26.3% ⁿ |
| Through family introducing you | 129 17.1% | 28 22.4% ^{De} | 20 17.9% | 18 12.5% | 36 14.5% | 27 21.4% ^{de} | 15 16.1% | 78 17.5% | 34 17.6% | 27 14.4% | 37 18.0% ^m | 48 23.8% ^{JM} | 17 10.6% | 25 22.7% ^P | 101 16.6% | 3 7.9% |
| Sigma | 1199 158.8% | 228 182.4% | 186 166.1% | 216 150.0% | 374 150.8% | 195 154.8% | 138 148.4% | 735 165.2% | 297 153.9% | 289 154.5% | 316 153.4% | 349 172.8% | 245 153.1% | 168 152.7% | 975 160.6% | 56 147.4% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q9. At which stage of a relationship would you say it's most appropriate to meet a guy's parents?

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|---|---------------|---------------------------|--------------------------|--------------------------|---------------------------|--------------------------|--------------------------|---------------------------|---------------------------|--------------------------|---------------|--------------------------|-----------------------------|---------------------------|---------------------------|--------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Never Married | Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| After a few dates | 167 22.1% | 37 29.6% ^{cD} | 21 18.8% | 27 18.8% | 55 22.2% | 27 21.4% | 12 12.9% | 110 24.7% ^G | 40 20.7% | 48 25.7% ^M | 46 22.3% | 48 23.8% ^m | 25 15.6% | 38 34.5% ^{OP} | 123 20.3% | 6 15.8% |
| After he changes his Facebook status to in a relationship | 99 13.1% | 16 12.8% | 21 18.8% ^E | 20 13.9% | 23 9.3% | 19 15.1% ^e | 10 10.8% | 67 15.1% | 20 10.4% | 28 15.0% | 31 15.0% | 23 11.4% | 17 10.6% | 16 14.5% ^P | 82 13.5% ^p | 1 2.6% |
| After he says, 'I love you' | 479 63.4% | 68 54.4% | 67 59.8% | 94 65.3% ^b | 170 68.5% ^B | 80 63.5% | 67 72.0% ^H | 264 59.3% | 131 67.9% ^H | 110 58.8% | 126 61.2% | 127 62.9% | 116 72.5% ^{JKL} | 55 50.0% | 395 65.1% ^N | 29 76.3% ^N |
| At your wedding | 10 1.3% | 4 3.2% ^{EF} | 3 2.7% ^{EF} | 3 2.1% ^E | - - | - - | 4 4.3% ^{Hi} | 4 0.9% | 2 1.0% | 1 0.5% | 3 1.5% | 4 2.0% | 2 1.3% | 1 0.9% | 7 1.2% | 2 5.3% ^O |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Mean: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data

Board Game Study

Q10. How many hours a week do you talk about your love life with your girlfriends?

| | Age | | | | | Relationship Status | | | Census Region | | | | Value Most In Relationship | | | |
|-----------------------|---------------|---------------------------|---------------------------|---------------------------|-----------------------------|----------------------------|--------------------------|---------------------------|----------------|---------------------------|---------------------------|---------------------------|----------------------------|---------------------------|---------------------------|------------------------|
| | Total | 23 - 30 | 31 - 35 | 36 - 40 | 41 - 50 | 51 - 55 | Relationship Not Married | Single Married | Never Divorced | Northeast | Midwest | South | West | Taken Care of Financially | Taken Care of Emotionally | Taken Care of Sexually |
| | (A) | (B) | (C) | (D) | (E) | (F) | (G) | (H) | (I) | (J) | (K) | (L) | (M) | (N) | (O) | (P) |
| Base: All Respondents | 755 | 125 | 112 | 144 | 248 | 126 | 93 | 445 | 193 | 187 | 206 | 202 | 160 | 110 | 607 | 38 |
| Less than 1 hour | 445 58.9% | 62 49.6% | 57 50.9% | 75 52.1% | 162 65.3% ^{BCD} | 89 70.6% ^{BCD} | 45 48.4% | 273 61.3% ^G | 113 58.5% | 111 59.4% ^L | 130 63.1% ^L | 98 48.5% | 106 66.3% ^L | 62 56.4% | 366 60.3% ^p | 17 44.7% |
| 1 to 2.5 hours | 182 24.1% | 39 31.2% ^{EF} | 31 27.7% ^{ef} | 43 29.9% ^{EF} | 47 19.0% | 22 17.5% | 29 31.2% ^h | 101 22.7% | 47 24.4% | 44 23.5% | 45 21.8% | 60 29.7% ^{km} | 33 20.6% | 27 24.5% | 143 23.6% | 12 31.6% |
| 2.5 to 5 hours | 81 10.7% | 15 12.0% | 12 10.7% | 16 11.1% | 27 10.9% | 11 8.7% | 12 12.9% | 46 10.3% | 20 10.4% | 19 10.2% | 21 10.2% | 28 13.9% ^m | 13 8.1% | 10 9.1% | 65 10.7% | 6 15.8% |
| 5 to 10 hours | 35 4.6% | 6 4.8% | 11 9.8% ^{dEF} | 6 4.2% | 8 3.2% | 4 3.2% | 5 5.4% | 19 4.3% | 9 4.7% | 8 4.3% | 10 4.9% | 12 5.9% | 5 3.1% | 8 7.3% | 24 4.0% | 3 7.9% |
| More than 10 hours | 12 1.6% | 3 2.4% ^f | 1 0.9% | 4 2.8% ^f | 4 1.6% | - | 2 2.2% | 6 1.3% | 4 2.1% | 5 2.7% ^K | - | 4 2.0% ^K | 3 1.9% ^K | 3 2.7% | 9 1.5% | - |
| Sigma | 755 100.0% | 125 100.0% | 112 100.0% | 144 100.0% | 248 100.0% | 126 100.0% | 93 100.0% | 445 100.0% | 193 100.0% | 187 100.0% | 206 100.0% | 202 100.0% | 160 100.0% | 110 100.0% | 607 100.0% | 38 100.0% |

Proportions/Means: Columns Tested (5%, 10% risk level) - B/C/D/E/F - G/H/I - J/K/L/M - N/O/P
Overlap formulae used.

Unweighted Data