ASSOCIATED PRESS-WEATHER UNDERGROUND
WEATHER SURVEY
CONDUCTED BY KNOWLEDGE NETWORKS
January 28, 2011

NOTE: All results shown are weighted and are percentages unless otherwise labeled. Numbers may not add to 100 due to rounding.

Q1. Which of the following best describes your current relationship situation?

Single and not in a serious, committed relationship	23
Not married but in a serious, committed relationship	14
Married	50
Divorced	9
Widowed	4
Refused / Not Answered	1

[ASK IF MARRIED IN Q1: Q1=3]
Q2a. Approximately how long have you been married?

Less than 1 year	2
1 to less than 2 years	5
3 to less than 5 years	10
5 to less than 7 years	7
7 to less than 10 years	8
More than 10 years	69
Refused / Not Answered	0

[ASK IF IN RELATIONSHIP IN Q1: Q1=2]
Q2b. Approximately how long have you been in your current relationship?

Less than 1 year	16
1 to less than 2 years	20
3 to less than 5 years	20
5 to less than 7 years	13
7 to less than 10 years	12
More than 10 years	18
Refused / Not Answered	1

Q3. Did you happen to check the weather forecast for today, or not?

Yes	67
No	33
Refused / Not Answered	0

[ASK IF YES IN Q3]
Q4. And where did you go to get today's weather forecast? Select all that apply.

Television	67
Internet/online site	36
Newspaper	9
Radio	13
Other: SPECIFY	7
Not sure	0
Refused / Not Answered	0

[ASK IF USED INTERNET TO CHECK FORECAST IN Q4: Q4=2]
Q5. What type of device did you use to get today's weather forecast on the Internet? Select all that apply.

Desktop computer	46
Laptop computer	45
Cell phone or smartphone	29
Tablet computer	4
Other mobile device [SPECIFY]	2
None of these	0
Refused / Not Answered	0

Q6. Thinking about this past summer, would you say the summer in your area was…

Warmer than usual	39
Colder than usual	12
About the same as usual	49
Refused / Not Answered	0

Q7. Looking ahead to this winter, do you expect the winter in your area will be…

Warmer than usual	8
Colder than usual	60
About the same as usual	32
Refused / Not Answered	0

Q8. Would you say that weather patterns in the county where you live have been more stable in the last three years than before that, more unstable, or about the same?

More stable	4
More unstable	52
About the same	41
Haven't lived in area long enough to know	3
Refused / Not Answered	0

Q9. In general, how often do you check the weather report?

Multiple times a day	24
Once a day	38
A few times a week	24
Once a week	4
Less than once a week	3
Rarely	5
Never	1
Refused / Not Answered	0

Q10. Have you ever met a local meteorologist or weather reporter, or not?

Yes	12
No	88
Refused / Not Answered	0

Q10a. Is there a meteorologist or weather reporter you know of whom you consider to be particularly attractive, or not?

Yes	22
No	77
Refused / Not Answered	1

Q11. Have you ever fantasized about a meteorologist or weather reporter, or not?

Yes	4
No	95
Refused / Not Answered	0

Q12. Which of the following best describes the climate where you live?

There are 4 distinct seasons – winter, spring, summer and fall	78
It is generally warm all year round	21
It is generally cool all year round	2
Refused / Not Answered	0

Q13. In general, how much would you say the weather affects your mood?

A great deal	14
A good amount	25
Just some	36
Not much	19
Not at all	6
Refused / Not Answered	0

Q14. Thinking about the four seasons, during which season would you say the weather MOST often makes you feel…

[RANDOMIZE STATEMENTS; RANDOMIZE RESPONSE CATEGORIES]

	Winter	Spring	Summer	Fall	Refused / Not Answered
Happy	5	39	38	15	3
Sad	70	3	8	13	6
Depressed	73	3	9	8	7
Sexy	8	27	44	14	8
Friendly	6	40	37	13	4
Active	4	34	46	12	3
Calm	13	32	20	31	4
Optimistic	6	55	21	12	5
Pessimistic	56	11	12	14	8

Q15. What kind of clothing do you find more attractive?

[RANDOMIZE RESPONSES]

Warm weather clothes such as shorts and bathing suits	68
Cold weather clothes such as sweaters, scarves and boots	32
Refused / Not Answered	1

Q16. Which of the following dates do you think would be the most romantic?

[RANDOMIZE RESPONSES 1-4]

Ice skating and hot chocolate	4
A stroll through a blooming garden	26
A day at the beach	23
A long hike to look at changing leaves	23
None of these: dinner and a movie, please	24
Refused / Not Answered	1

Q17. Have you ever canceled a date because of the weather, or have you not done that?

Have canceled a date because of the weather	25
Have never canceled a date because of the weather	75
Refused / Not Answered	0

Q18. Have you ever been completely shut in by a weather event, or has that never happened to you?

Have been shut-in by a weather event	71
Have never been shut-in by a weather event	28
Refused / Not Answered	0

Q19. What type of weather event kept you inside?

Heavy snow	75
Heavy rain	10
Heat wave	2
Other: Specify	13
Refused / Not Answered	0

[ASK IF HAVE BEEN SHUT-IN IN Q18: Q18=1]
Q20. During that time, did you have more or less sex than usual?

A lot more	4
A little more	11
A little less	3
A lot less	12
About the same as usual	67
Refused / Not Answered	3

Q21. In the winter, would you rather get an extra blanket or get closer to your partner?

Get an extra blanket	42
Get closer to your partner	57
Refused / Not Answered	1

Q22. In the summer, would you rather spend time with your partner in the sun or under the boardwalk?

Spend time in the sun	56
Spend time under the boardwalk	41
Refused / Not Answered	2

Q23. And again think about the four seasons, which season is the best time for each of the events listed below?

[RANDOMIZE STATEMENTS; RANDOMIZE RESPONSE CATEGORIES]

	Winter	Spring	Summer	Fall	Refused / Not Answered
Begin dating someone	9	46	22	18	5
Fall in love	10	45	23	19	4
Get married	6	40	28	22	4
Have a one-night stand	27	14	37	11	11
Meet someone new	8	42	30	15	5

[ASK IF MARRIED IN Q1: Q1=3]
Q24a. During which season did you and your spouse get married?

Winter	17
Spring	23
Summer	37
Fall	23
Refused / Not Answered	0

[ASK IF IN RELATIONSHIP IN Q1: Q1=2]
Q24b. During which season did you and your current partner start dating?

Winter	29
Spring	26
Summer	19
Fall	26
Refused / Not Answered	1

[ASK IF IN RELATIONSHIP OR MARRIED IN Q1: Q1=2 OR 3]
Q25. Which of the following best describes your relationship with your [partner/spouse] right now?

[RANDOMIZE RESPONSES 1-4]

Hot and steamy	12
Cold and frigid	4
Dark and stormy	5
Sunny and pleasant	64
None of these	14
Refused / Not Answered	2

PID1. Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

Democrat	36
Republican	24
Independent	26
Some other party	1
None of these	12
Refused / Not Answered	1

[ASK IF PID1=3 OR 5 OR REFUSAL]
PID3. Do you think of yourself as CLOSER to the Democratic Party or to the Republican Party?

Closer to the Democratic Party	28
Closer to the Republican Party	28
Neither	43
Refused / Not Answered	0

[COMBINED VARIABLE, PID1 AND PID3]
PARTYID3. Do you consider yourself a Democrat, Republican, an Independent, a supporter of some other party, or none of these?

Republican	35
Independent / Other	18
Democrat	47
Refused / Not Answered	0

ID2. Generally speaking, do you consider yourself…

[REVERSE SCALE FOR HALF OF SAMPLE]

Extremely liberal	3
Very liberal	8
Somewhat liberal	13
Moderate	40
Somewhat conservative	18
Very conservative	14
Extremely conservative	3
Refused / Not Answered	1

Q26. Thinking of the past month, about how often have you had sexual intercourse?

Every day	2
More than once a week	21
Once a week	13
Once or twice	20
Never	36
Refused / Not Answered	8

DEMOGRAPHICS

AGE

18-29	22
30-44	26
45-65	38
66+	14

GENDER

Male	48
Female	52

EDUCATION

Less than high school	13
High school	32
Some college	28
Bachelors degree or higher	27

RACE / ETHNICITY

White, Non-Hispanic	68
Black, Non-Hispanic	11
Other, Non-Hispanic	6
Hispanic	14
2+ Races, Non-Hispanic	1

CENSUS REGION

Northeast	19
Midwest	22
South	37
West	23

METHODOLOGY

The survey was conducted using the web-enabled KnowledgePanel®, a probability-based Panel designed to be representative of the U.S. population. Initially, participants are chosen scientifically by a random selection of telephone numbers and residential addresses. Persons in selected households are then invited by telephone or by mail to participate in the web-enabled KnowledgePanel®. For those who agree to participate, but do not already have Internet access, Knowledge Networks provides at no cost an Internet appliance and Internet service connection. People who already have computers and Internet service are permitted to participate using their own equipment. Panelists then receive unique log-in information for accessing surveys online, and then are sent emails three to four times a month inviting them to participate in research. More technical information is available at http://www.knowledgenetworks.com/ganp/reviewer-info.html.

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