

Detailed Tables

If it were free, which method of communication would you prefer to use to stay in touch with your friends out of town? Would you use...?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
The telephone	710 71%	92 70%	67 75%	59 84% ADE	266 71%	163 65%	64 79% E	336 69%	374 73%	235 70%	259 70%	205 75%
E-mail	231 23%	33 25%	20 22%	11 16%	87 23%	65 26% C	15 18%	125 26%	105 21%	78 23%	98 27% K	48 18%
Regular mail	33 3%	5 4%	0 -	1 1%	12 3%	14 5% B	2 2%	10 2%	23 5% G	8 2%	9 2%	13 5%
A pager/Instant messaging	25 3%	1 1%	3 4%	0 -	12 3%	8 3%	1 1%	18 4% H	8 1%	17 5% JK	4 1%	4 1%
(DK/NS)	1 0	0 -	0 -	0 -	0 -	1 0	0 -	1 0	0 -	0 -	0 -	1 0

	Total	EDUCATION				INCOME			REGULAR BEER DRINKER	
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	107	242	357	288	232	355	335	218	782
Weighted	1000	107	239	357	291	230	355	339	226	774
The telephone	710 71%	79 74%	163 68%	267 75%	198 68%	172 75%	246 69%	245 72%	158 70%	552 71%
E-mail	231 23%	19 17%	50 21%	78 22%	84 29% AB	38 16%	91 26% E	81 24% E	54 24%	176 23%
Regular mail	33 3%	5 4%	16 7% CD	5 1%	6 2%	18 8% FG	9 2% G	1 0	6 3%	27 4%
A pager/Instant messaging	25 3%	4 3%	10 4% D	7 2%	3 1%	3 1%	10 3%	12 3%	7 3%	19 2%
(DK/NS)	1 0	1 1%	0 -	0 -	0 -	0 -	0 -	0 -	1 1%	0 -

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If you no longer had any long-distance bills to pay, which of the following would you most likely do with the extra money? Would you...?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Save it	507 51%	69 53% E	52 58% EF	31 45% CEF	222 59% CEF	98 39% D	34 41% ABDE	235 48% H	271 53% I	159 47% I	203 55% I	137 50% I
Spend it on socializing with friends	255 25%	37 28%	21 24%	15 22%	84 22%	78 31% D	19 23% ABDE	127 26% H	128 25% I	90 27% I	93 25% I	64 24% I
Spend it on clothes	120 12%	12 10%	7 8%	11 15%	37 10%	34 13% D	19 23% ABDE	50 10% H	70 14% I	46 14% I	36 10% I	37 14% I
Purchase more beer	47 5%	6 5%	5 6%	5 7%	15 4%	13 5% D	2 3% ABDE	41 8% H	6 1% I	26 8% I	13 4% I	7 3% I
Other	57 6%	4 3%	4 5%	7 10% AD	17 4%	18 7% D	6 8% D	30 6% H	27 5% I	9 3% I	19 5% I	24 9% I
Don't have any long-distance phone bills	8 1%	1 0	0 -	0 -	1 0	6 3% D	0 - D	3 1% H	5 1% I	4 1% I	4 1% I	0 - I
(DK/NS)	7 1%	1 1%	0 -	1 1%	1 0	3 1% D	1 1% D	3 1% H	3 1% I	2 1% I	1 0	3 1%

	Total	EDUCATION				INCOME			REGULAR BEER DRINKER	
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	107	242	357	288	232	355	335	218	782
Weighted	1000	107	239	357	291	230	355	339	226	774
Save it	507 51%	53 49%	107 45%	182 51%	164 56% B	100 43%	182 51%	184 54% E	89 40% I	417 54% H
Spend it on socializing with friends	255 25%	23 21%	54 23%	100 28%	75 26%	56 24%	91 25%	95 28%	72 32% I	182 24% I
Spend it on clothes	120 12%	13 13%	43 18% CD	39 11%	24 8%	44 19% G	50 14% G	21 6%	17 8% I	103 13% H
Purchase more beer	47 5%	5 4%	15 6%	13 4%	15 5%	9 4%	15 4%	20 6%	36 16% I	11 1% I
Other	57 6%	12 11% CD	18 8%	14 4%	11 4%	17 8% F	12 3%	16 5%	6 3% I	51 7% H
Don't have any long-distance phone bills	8 1%	0 -	1 0	7 2%	1 0	2 1% F	3 1%	3 1%	3 1% I	5 1% I
(DK/NS)	7 1%	2 2%	1 0	3 1%	1 0	2 1% F	2 0	1 0	2 1% I	5 1% I

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On average, how much do you spend each month on long-distance telephone service? Would you say...?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents	1000	150	100	100	300	251	99	493	507	288	412	280
Weighted	1000	130	90*	70*	377	251	81*	490	510	337	369	272
\$0 to \$10	350 35%	36 27%	23 25%	19 28%	139 37%	113 45%	21 26%	179 37%	171 34%	118 35%	137 37%	92 34%
\$11 to \$30	346 35%	58 45%	31 34%	25 35%	133 35%	74 29%	25 31%	170 35%	176 34%	110 32%	122 33%	106 39%
\$31 to \$50	138 14%	20 15%	18 19%	12 18%	48 13%	27 11%	13 15%	69 14%	68 13%	47 14%	50 13%	36 13%
\$51 to \$70	59 6%	10 8%	7 8%	2 2%	14 4%	15 6%	11 13%	21 4%	38 8%	25 7%	21 6%	13 5%
More than \$70	94 9%	6 5%	12 13%	9 13%	39 10%	18 7%	10 13%	45 9%	49 10%	33 10%	39 11%	20 7%
(DK/NS)	13 1%	0 -	0 -	3 5%	5 1%	4 2%	1 1%	6 1%	7 1%	5 1%	1 0	6 2%

	Total	EDUCATION				INCOME			REGULAR BEER DRINKER	
		<HS	HS	Post Sec	Univ Grad	<\$30K	\$30K-\$59K	\$60K+	Yes	No
		A	B	C	D	E	F	G	H	I
Base: All respondents	1000	107	242	357	288	232	355	335	218	782
Weighted	1000	107	239	357	291	230	355	339	226	774
\$0 to \$10	350 35%	43 40%	103 43%	127 36%	76 26%	105 46%	129 36%	92 27%	79 35%	272 35%
\$11 to \$30	346 35%	31 29%	70 29%	129 36%	114 39%	70 31%	125 35%	129 38%	84 37%	262 34%
\$31 to \$50	138 14%	13 12%	28 12%	52 15%	44 15%	28 12%	51 14%	46 14%	27 12%	111 14%
\$51 to \$70	59 6%	8 8%	11 4%	23 6%	18 6%	11 5%	22 6%	24 7%	13 6%	46 6%
More than \$70	94 9%	8 7%	26 11%	21 6%	37 13%	12 5%	28 8%	48 14%	19 9%	75 10%
(DK/NS)	13 1%	3 3%	1 0	5 2%	3 1%	4 2%	1 0	1 0	4 2%	9 1%

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Do you drink beer on a regular basis?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H - I/J/K - L/M/N
Overlap formulae used. * small base

	Total	REGION						GENDER		AGE		
		BC	AB	SK/MN	ON	QUE	Atl	Male	Female	18-34	35-54	55+
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents Weighted	1000	150	100	100	300	251	99	493	507	288	412	280
	1000	130	90*	70*	377	251	81*	490	510	337	369	272
Yes	226 23%	35 27%	20 22%	18 25%	86 23%	51 20%	16 19%	169 35% H	56 11%	108 32% JK	76 21% K	39 14%
No	774 77%	95 73%	70 78%	52 75%	291 77%	200 80%	65 81%	321 65%	454 89% G	229 68%	293 79% I	233 86% IJ

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		A	B	C	D	E	F	G	H	I
Base: All respondents Weighted	1000	107	242	357	288	232	355	335	218	782
	1000	107	239	357	291	230	355	339	226	774
Yes	226 23%	14 13%	51 21%	83 23% A	78 27% A	34 15%	81 23% E	100 29% E	226 100% I	0 -
No	774 77%	94 87% CD	188 79%	273 77%	213 73%	196 85% FG	274 77%	239 71%	0 -	774 100% H