

Detailed Tables

1. In your opinion, which of the following methods of communication would be the MOST effective in showing someone you care ?

Proportions/Means: Columns Tested
(5% risk level) - A/B/C/D/E/F - G/H/I - J/K

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
Base: All respondents												
Unweighted Base	1002	133	97	68	379	248	77	299	387	295	453	549
Weighted Base	1002	132	97*	68*	380	247	77*	294	393	294	484	518
Phone call	408 41%	45 34%	37 38%	24 35%	128 34%	149 60% ABCDEF	25 32%	109 37%	154 39%	138 47% GH	198 41%	210 41%
Handwritten letter followed up by a phone call	348 35%	59 45% CE	44 45% E	20 30% E	144 38% E	45 18% E	36 46% E	118 40% I	138 35%	85 29%	152 31%	196 38% J
Handwritten letter	178 18%	17 13%	13 14%	19 28% ABE	79 21% E	35 14%	14 18%	43 15%	75 19%	55 19%	89 18%	88 17%
E-mail	57 6%	9 7%	3 3%	4 6%	24 6%	14 6%	3 3%	24 8% I	22 6%	10 3%	37 8% K	20 4%
Don't know/Refused	11 1%	1 1%	0 -	0 -	5 1%	5 2%	0 -	0 -	4 1%	6 2% G	8 2%	3 1%

1. In your opinion, which of the following methods of communication would be the MOST effective in showing someone you care ?

Proportions/Means: Columns Tested
(5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
Base: All respondents										
Unweighted Base	1002	766	236	127	232	359	279	228	294	330
Weighted Base	1002	764	238	128	233	354	282	225	292	335
Phone call	408 41%	313 41%	95 40%	77 60% DEF	98 42%	127 36%	106 37%	97 43%	121 41%	120 36%
Handwritten letter followed up by a phone call	348 35%	262 34%	87 37%	26 20%	65 28%	148 42% CD	108 38% CD	78 34%	91 31%	138 41% H
Handwritten letter	178 18%	134 18%	44 18%	18 14%	54 23% CE	56 16%	49 17%	42 19%	55 19%	56 17%
E-mail	57 6%	46 6%	11 5%	3 2%	15 7%	22 6%	17 6%	9 4%	24 8%	17 5%
Don't know/Refused	11 1%	10 1%	1 1%	5 4% DE	1 0	2 1%	3 1%	0 -	1 0	4 1%

Detailed Tables

2. And, what person in your life would you most want to write to and then talk to on the telephone ?

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

* small base

		REGION						AGE			GENDER	
	TOTAL	BC	ALB	SK/MN	ONT	QUE	ATL	18-34	35-54	55+	Male	Female
		A	B	C	D	E	F	G	H	I	J	K
ALL THAT APPLY												
Base: All respondents												
Unweighted Base	1002	133	97	68	379	248	77	299	387	295	453	549
Weighted Base	1002	132	97*	68*	380	247	77*	294	393	294	484	518
Special someone /Boyfriend/Girlfriend/Spouse/Partner	289	31	35	18	110	79	17	115	112	59	172	117
	29%	23%	36% A	26%	29%	32%	22%	39% HI	29% I	20%	35% K	23%
PARENT (NET)	259	43	22	14	83	82	14	117	104	36	111	147
	26%	32% DF	22%	21%	22%	33% DF	19%	40% HI	26% I	12%	23% J	28%
CHILD/GRANDCHILD (NET)	205	21	13	13	69	71	18	11	76	111	76	128
	20%	16%	13%	19%	18%	29% ABD	23%	4%	19% G	38% GH	16% J	25%
SIBLING (NET)	159	23	10	11	44	56	14	33	59	63	74	85
	16%	18%	10%	17%	12%	22% BD	18%	11%	15%	22% GH	15%	16%
Friend	132	16	10	5	44	51	7	41	65	25	57	75
	13%	12%	10%	7%	12%	20% ABCD	9%	14% I	16% I	9%	12% J	14%
GRANDPARENT (NET)	22	2	5	0	8	3	4	13	9	0	10	13
	2%	1%	5% E	-	2%	1%	5%	4% I	2% I	-	2% J	2%
Other	76	6	15	7	23	16	8	21	31	24	33	42
	8%	5%	16% ADE	10%	6%	6%	10%	7%	8%	8%	7%	8%
None	15	5	1	0	5	3	0	1	4	10	10	5
	1%	4%	1%	-	1%	1%	-	0	1%	3% GH	2%	1%
Don't know/Refused	37	4	3	3	15	10	2	6	15	12	22	15
	4%	3%	3%	4%	4%	4%	2%	2%	4%	4%	5%	3%

Detailed Tables

2. And, what person in your life would you most want to write to and then talk to on the telephone ?

Proportions/Means: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H/I

		REGION TYPE		EDUCATION				INCOME		
	TOTAL	Urban	Rural	<HS	HS	Post sec	University	<\$30K	\$30K-<\$60K	\$60K +
		A	B	C	D	E	F	G	H	I
ALL THAT APPLY										
Base: All respondents										
Unweighted Base	1002	766	236	127	232	359	279	228	294	330
Weighted Base	1002	764	238	128	233	354	282	225	292	335
Special someone /Boyfriend/Girlfriend/Spouse/Partner	289	230	59	29	68	99	92	46	84	123
	29%	30%	25%	23%	29%	28%	32%	21%	29%	37%
PARENT (NET)	259	203	55	18	58	104	78	56	73	103
	26%	27%	23%	14%	25%	29%	28%	25%	25%	31%
CHILD/GRANDCHILD (NET)	205	147	58	50	49	60	46	68	53	39
	20%	19%	24%	39% DEF	21%	17%	16%	30% HI	18% I	12%
SIBLING (NET)	159	115	43	21	43	54	42	43	47	49
	16%	15%	18%	16%	18%	15%	15%	19%	16%	15%
Friend	132	111	21	8	29	53	42	27	49	42
	13%	15% B	9%	6%	12%	15% C	15% C	12%	17%	13%
GRANDPARENT (NET)	22	18	5	2	3	9	8	6	6	11
	2%	2%	2%	1%	1%	3%	3%	3%	2%	3%
Other	76	51	24	11	17	25	22	17	23	25
	8%	7%	10%	8%	7%	7%	8%	8%	8%	7%
None	15	11	3	5	3	6	0	3	4	3
	1%	1%	1%	4% F	1%	2% F	-	1%	2%	1%
Don't know/Refused	37	29	8	10	6	11	8	7	14	4
	4%	4%	4%	8% DEF	3%	3%	3%	3%	5% I	1%