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Montreal, Quebec
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Telephone (514) 285-4040
TELEX 055-61247
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    THE POTENTIAL IMPACT
    OF BROADCAST TELETEXT
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Results of research undertaken
during the IRIS project field trials/

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This research was carried out for Project IRIS by CBC Research, Ottawa. The chief contributors to this research were Constance McFarlane, Michel Perreault, Kenneth LeClair and Gladys Frappier. Joyce Ricketts and Suzanne Reed acted as Research Assistants on the project. The fieldwork _was conducted by Canadian Facts from their Montreal and Toronto offices.

I would like to acknowledge the co-operation of and support given to this research project by the management and direction of Project IRIS, by the Supervisors of the Montreal and Toronto Teletext Centers and by the engineering and technical staff assigned to Project IRIS.

Thanks must also be given to our Linguistic Services for their collaboration on the French version of this report.

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## INTRODUCTION

This report presents the results of research undertaken to assess the public's use of and reaction to a broadcast teletext service. The research was an integral part of Project IRIS, an undertaking of the Canadian Broadcasting Corporation in conjunction with the federal Department of Communications. One of the major objectives of Project IRIS was to assess the feasibility of introducing a national broadcast teletext service in Canada. To this end, full French and English teletext services were developed and implemented using Telidon technology; samples of francophone households in Montreal and anglophone households in Toronto were supplied with the equipment necessary to receive the teletext signal in their homes; and a number of methods were employed to measure the participants' use and opinions of teletext.

There were two main objectives of the research. The first was to evaluate teletext as a mass medium of communication and provide a background of information against which policy and marketing decisions could be made. The second was to gauge reactions to specific aspects of the teletext magazines to aid those involved in the development of a suitable content for the medium.

Both the French and English IRIS teletext services were officially launched in April 1983. From that point until the end of the field trial households that were equipped with teletext decoders had access to between 150 and 250 screens of text and graphics through their local CBC/Radio Canada television stations every day of the week. The content broadcast on each of the IRIS services, in French out of Montreal and in English out of Toronto, was presented in the form of a magazine divided into a number
of topic sections. The topics included news, weather, sports and finance, as well as 'softer' information such as entertainment information, consumer news, community events schedules and general interest items. At the height of the trial each page in the traditional news-oriented sections was updated an average of about two or three times daily, each page in the 'softer' sections about once or twice per week.

The form of teletext employed during Project IRIS transmitted television screens of text and graphics - via the VB1, an unused portion of the television signal - to a conventional television set equipped with an added-on teletext decoder. The decoder had a built-in converter. The hand-held keypad that accompanied the decoder allowed users to access specific 'pages' of the teletext magazine and also permitted television channels to be selected by remote control. At the flick of a button on the keypad viewers could go from television to teletext and, once in teletext mode, choose the type of content within the IRIS magazine they wished to view.

## HIGHLIGHTS AND CONCLUSIONS

Research designed to assess the likely impact of a broadcast teletext service on the Canadian public was closely integrated into the IRIS field trials. Teletext decoders were installed in a representative, randomlyselected sample of some 150 francophone households in Montreal and 175 anglophone households in Toronto. A number of methods of measuring use of and reactions to this new means of communication were devised.

Initially the households were to have been supplied with decoders for a three month period following the launching of the IRIS teletext service in April 1983, but upon discovering that quite a number of the trial households were suffering technical problems it was decided to extend the trial into the fall months. Households that had major technical problems that could not be remedied, households that had not co-operated fully in the research and those that did not wish to continue participating were dropped from the trials and were replaced by a roughly equal number of new randomly-selected households.

Thus, the trial was divided into two phases. Each phase had about 100 participating households in Montreal and 100 in Toronto. Most of the information on use of teletext is drawn from the second phase of the trial, when technical conditions stabilized, although the opinions of all household heads (including the dropouts) who had contact with teletext are noted where they seemed relevant.

Findings concerning the ways in which people watch teletext were gleaned primarily from a diary in which individual household members recorded their use of teletext on a page-by-page basis during the week of November 21-27, 1983. Some 90 households in Toronto and 95 households in Montreal returned diaries, thus providing information on the viewing behaviour of about 260 potential viewers in each city. The diary data are supplemented with information obtained from two interviews with each of the household heads. The first interview was conducted shortly after the decoders were. installed in the home; the second was conducted after these decoders had been removed, at the end of the trial.

## Acceptance of Teletext

One of the initial tests of teletext's potential appeal was the proportion of households that would be willing to participate in the trial. During the recruitment process interviewers described teletext, showed prospective participants colour photographs of sample teletext pages and left literature outlining both the project and the obligations which the trial would entail. A few days later the households were contacted in order to learn the families' decisions.

Roughly half the households that were approached agreed to join the trial.

A comparison of the characteristics of those who accepted the offer to participate, with those who rejected it, was made in order to gain an indication of the types of people who are apt to be initially attracted to teletext and, by extension, in order to gauge the type of people who might become the early adopters of teletext if it were to become more widely available.

The 'acceptors' of teletext in this trial were found to have characteristics in common with other early adopters of new products, namely being younger and better educated than the general population. These acceptors were also more likely than the non-acceptors to perceive themselves as being among the first or somewhere in the middle when it came to adopting new products. This perception of themselves was borne out in fact. The acceptors were significantly more likely to own products such as personal computers and video cassette recorders. The acceptors were also more likely to be light television viewers, a characteristic that is typical of the younger and better educated segments of the population.

Another test of teletext's appeal was the proportion of households who, when given the chance at the end of the initial research phase, accepted the offer to keep their teletext decoder and continue into the second phase of research. Of those that did have the chance, two thirds in Toronto and three quarters in Montreal chose to keep their decoders.

Someone in approximately 80 per cent of the households in Toronto and Montreal watched teletext at least once during the diary week. In Montreal, nearly three quarters of the potential users (i.e. individuals aged seven years and older living in households that returned a diary) watched teletext once during the week. In Toronto, only 55 per cent did so.

The average Montreal potential user spent about 1 hour a week watching teletext. In Toronto the figure was about 25 minutes a week. These figures can be compared with the amount of time the average Canadian spends watching television and listening to the radio, which averages around 24 hours a week for television and 18 hours for radio.

Teletext users in Montreal watched teletext, on average, 3.5 times a week; in Toronto the average was 3.0 times a week.

As well as watching it more frequently, Montrealers tended to spend longer periods of time watching teletext than Torontonians did. The typical teletext viewing session in Montreal lasted 19 minutes while that in Toronto lasted 11 minutes.

During these sessions an average of 21 'pages' were accessed in Montreal; in Toronto the average was 14 'pages'. The term 'page' was used as the basic measurable unit in the IRIS magazine. These pages could consist of more than one television screen or 'leaflet' of text and graphics - in practice most pages consisted of between one and three leaflets.

These average figures, while useful, conceal a great deal of variation in teletext viewing behaviour. Many teletext users (roughly one fifth in Montreal and one third in Toronto) watched IRIS only once during the diary week, while a few in each city watched eight times or more.

Similarly, many sessions (roughly one fifth in Montreal and nearly one half in Toronto) lasted less than 10 minutes, while a few extended to 40 minutes or more. The same wide variation is also noted for number of pages accessed per session. In roughly 10 to 15 per cent of the sessions in both cities four or fewer pages were accessed, while a few sessions included 50 or more pages.

Of the three main methods of accessing the IRIS magazine, viewers were more likely to use the two methods that required their active participation. Fewer than one third of the household heads reported using 'scrolling' regularly, that is, passively allowing the pages of the magazine to roll by automatically in sequence. Using the keypad number buttons to call up specific pages was the most regularly chosen method, despite the fact that this method could involve a wait of 20 or more seconds for the requested page to appear on the screen. The second most regularly practised method was to use the GO button to make the pages appear (in sequence) more quickly.

A great degree of interaction between television viewing and use of teletext was noted. Only about one fifth of all teletext viewing sessions in both cities occurred independently of watching television. The most common practice was to turn to teletext in the midst of watching television. This was the case in almost half of all teletext viewing sessions, while the rest of the sessions either occurred immediately before or immediately after watching television.

In spite of the fact that teletext and television viewing were closely linked, teletext viewers did not seem to make regular use of teletext during the commercial breaks. When questioned, only between 10 and 20 per cent of the heads indicated doing this regularly; another one quarter claimed to do it occasionally. This, of course, can partially be explained by the fact that teletext access times make it hardly worthwhile turning to teletext during the average commercial break.

In Toronto, avoiding a part of a program that was considered dull was just as common a motivation for turning to teletext as avoiding commercials. In Montreal, turning to teletext to avoid programming that seemed dull was a much more common practice than in Toronto, and was engaged in by roughly three quarters of the Montrealers at least occasionally. That this practice was noted more frequently in Montreal than in Toronto can partly be explained by the more limited number of French language television channels that are available to the majority of Montreal francophones when compared with the number of English language stations that are available to Toronto anglophones.

Viewed in this context, teletext would seem to be used and viewed as an alternative, or as another choice among the various choices that are available from the television set. When interest in a television program lags for one reason or another, teletext then becomes one of a number of alternatives open to viewers that can satisfy their need for diversion.

Who Used Teletext the Most

In both cities the heaviest users of teletext were more likely to be males and more likely to be older (aged 55 and over). In Toronto there was a very definite link between frequency of viewing teletext and socio-economic status, with the heaviest users being more likely to have lower incomes, lower status occupations and lower levels of educational attainment. In Montreal no such pattern was observed. Instead, heavier use seemed to be related to being more ardent newspaper readers.

The most important determinant of frequency of teletext watching was the amount of television viewing, with the heavier users of teletext also being the heavier users of television. This is not surprising, given the very close interaction between teletext viewing sessions and television viewing that was noted previously, with most teletext sessions occuring immediately before, in the midst of, or immediately after television viewing.

The characteristics of the heavier teletext users are, however, in direct contrast with the characteristics of those who are likely to become the first adopters of teletext. As noted previously, the first adopters were more likely to be younger, better educated and lighter television users. It is, however, possible to speculate that it will be the younger, the more affluent and the less television-dependent people who will become the first purchasers of teletext, but these people may not, in the longer run, turn out to be its heaviest users. It may be that teletext will have to wait for its later adopters before it will reach its full potential in terms of frequency of use.

## Technical Problems Using Teletext

Generally, the design features of the IRIS teletext system were highly rated by the trial participants. The great majority found the written instructions that accompanied the decoder helpful. They did not have difficulty figuring out how to use the keypad and they found the teletext print easy to read. The page numbering system drew the greatest amount of criticism; roughly 30 per cent of the household heads found it confusing.

The technical aspects of the IRIS teletext system did not fare as well as the design features. Large proportions of household heads in both cities indicated experiencing the four problems asked about at least occasionally. The decoder sticking on a page and "not being able to get teletext at all" were experienced at least occasionally by roughly 70 per cent of the household heads, and about 50 per cent of the heads found those two problems very or quite annoying. The decoder not working when it first came on was experienced by about one half in each city.

Of the four technical problems, pages being too slow in coming was by far the most frequently mentioned problem and annoyed the largest proportion of participants. Some 80 per cent in Montreal and 99 per cent in Toronto felt they had had this problem at least occasionally. Furthermore, large numbers ( 67 per cent in Montreal and 78 per cent in Toronto) felt this problem was either very or quite annoying.

Objective tests performed on the decoders in use during the trial suggested that users had to wait longer for their pages to appear on the screen than might have been the case if the system had been functioning normally. In nearly half the households the average access time exceeded 15 seconds. Under normal conditions, for a magazine the size of the IRIS magazine, one might expect a maximum access time of 20 seconds, with an average of around 10 seconds. The amount of criticism that was directed towards this aspect, however, suggests that even normal IRIS access times might have been considered too long.

One of the most surprising findings in this study was that technical problems did not seem to affect the frequency of using teletext. Heavier teletext users reported having as many, indeed more, problems than light users and non-users. Technical problems were often sporadic in nature, and those who used the system more often had a greater likelihood of encountering these problems more often. It is especially interesting to note that these problems do not seem to have deterred the more avid users from watching teletext.

While it is undoubtedly true that many persisted in using teletext in spite of technical problems, it is untenable to suppose, even in the absence of any demonstrable effects, that technical problems did not affect usage. Indeed, technical performance has to have affected response to telefext. Persistence in use in spite of the technical problems encountered speaks well for the non-technical aspects of teletext, that is, for the day-to-day needs which teletext served.

## Use of the IRIS Content

Both the English and French IRIS magazines were composed of approximately 150 'pages' of text and graphics, presented in nine major sections. The first four sections presented what might be called hard news, namely News, Weather, Sports and Financial News.

The latter part of the magazine presented softer material such as entertainment information, consumer news, community events schedules and general interest items. Each page of the softer sections of the magazine was updated one to three times a week, while each page in the hard information sections was updated more often, as frequently as eighteen times per week.

In Montreal, Nouvelles reached the largest number of teletext users, with some 90 per cent accessing the section at least once during the diary week. Sports, Météo and Culture/Loisirs reached the next largest number with about 65 per cent accessing each of these sections during the week.

In Toronto, Weather was the most widely accessed section of the magazine with 80 per cent of the teletext users doing so at least once during the course of the week. News and Sports followed next, reaching some 60 to 70 per cent, while other sections reached a considerably lower proportion.

The average teletext user in Montreal watched 104 pages of teletext, each consisting of one to three screens of text and graphics, during the diary week. The average user in Toronto watched 56 pages.

Most of this difference in use between the two cities is accounted for by differences in the viewing of the news section. On average, only 12 pages of News-were watched by Toronto users, compared to 58 pages by Montreal users. Other sections had rough1y equal pages accessed in the two cities. In the course of the week the average user in each city watched 10 pages of Sports, 8 to 10 pages of Weather (Météo), 7 to 8 pages of Features (Chroniques) and 6 to 7 pages of On the Town (Culture/Loisirs). Other sections had fewer pages accessed.

Part of the reason for this differing pattern in use of the news in the two cities may be found in the composition of the two magazines. The

Montreal magazine consisted of an average of 163 pages, 54 of which were devoted to news. The Toronto magazine averaged 147 pages but only 12 of these, on average, were devoted to news. During the course of a week Toronto presented almost as many pages of news as Montreal, but Toronto made a practice of updating and retiring their news stories much more frequently than Montreal. It seems that the Montreal practice of presenting a longer, even if less current, news section paid off in terms of readership.

This, however, is not the total answer as to why there was greater use of teletext in Montreal. In the June diary measurement period, the same pattern of considerably heavier use of teletext in Montreal compared to Toronto was noted. During that period both magazines presented the same number of news pages, but Montrealers read many more pages of news than did Torontonians. The pattern of heavier teletext use in Montreal was consistent throughout both the June and November measurement periods despite changes in the compositions of the two magazines.

## Opinion of the IRIS Content

Generally, opinions about each of the magazines' sections were positive, with news and weather sections receiving the highest praise. With the exception of the On The Town section in the Toronto magazine, a majority rated each of the sections as either "very good" or "good". Majorities also felt that the sections contained the right number of topics, that the content had the right amount of detail, and that the material was changed often enough.

The two parallel sections concerned with arts and entertainment information, Culture/Loisirs in Montreal and On The Town in Toronto, drew a fair amount of criticism. Sizeable numbers in both cities criticised these sections for having too few topics, and many in Montreal said they were not updated often enough. Further questioning about the kinds of topics wanted in a future teletext service indicated a great interest in
arts and entertainment, suggesting that a need was not being fully satisfied by the IRIS magazines in their field trial format.

The overall reaction to the IRIS graphics was highly enthusiastic. Even when offered a trade-off between faster access times and fewer graphics or slower access times and more graphics, between one fifth and one quarter felt they would like more graphics than were presented in the IRIS magazine. The greatest number voted for no change, although there was a sizeable voice in Toronto (roughly one third) who opted for fewer graphics and faster access times.

## Use of Advertising

Advertising in the form of full page advertisements and corresponding billboards was carried in the Toronto IRIS magazine during the November diary measurement period. Corresponding billboards were banners of print located at the bottom of regular teletext pages directing viewers to specific full page advertisements.

The billboards reached much larger proportions of teletext viewers than did full page advertisements, no doubt as a result of their being located on regular pages of teletext content. Individual billboards were seen at least once during the week by between one fifth and two thirds of teletext viewers.

Each full page advertisement was viewed at least once during the week by between 10 and 26 per cent of teletext viewers. Some advertisements presented items of general interest such as recipes or quizzes while others carried only logos and advertising messages. Full page advertisements that had items of general interest seemed to draw more viewers, as did advertisements that had more heavily read pages preceeding them.

Montrealers made heavier use of teletext and were more enthusiastic than Torontonians in their reactions. Of the many reasons explored, no one reason was considered responsible for this difference.

## The Overall Impression of Teletext

All household heads that had had experience with teletext (the dropouts from the trial as well as the continuing participants) were asked for their impressions of teletext. As expected, the dropouts were less enthusiastic about teletext than the continuing participants. Quite unexpected, however, was the finding that, in spite of their opinions, the dropouts reported using teletext as of ten as the continuing participants. Because many of the dropouts had severe technical problems, this summary will concentrate on the assessment of teletext made by the continuing participants.

Some 60 per cent of the continuing participants in Toronto and some 80 per cent in Montreal rated the content of the teletext services as either "very" or "quite" interesting. Their rating of its usefulness was less positive, but still roughly one half ( 43 per cent in Toronto and 56 per cent in Montreal) considered it to be either "very" or "quite" useful.

In order to assess attitudes towards teletext, household heads were asked questions about the amounts they would be willing to pay, additional to the cost of a colour television set, for the package of optional equipment they received during the field trial (a converter, remote control and a teletext decoder). By a process of subtracting the amount they would be willing to pay for two options (converter and remote control) from the amount they would be willing to pay for the three options, the net worth they attached to a teletext decoder was arrived at.

Although the heads were informed that when they would be making their purchase there would be other teletext services available, and that the decoder they would be buying would function reliably and be built into their set, their responses were nevertheless probably heavily influenced by their actual experiences with teletext.

Different estimates were made of the proportions who would be willing to pay varying amounts for these options. These estimates show that if the price of a teletext decoder alone can be brought down to around the $\$ 75$ to $\$ 125$ mark, then very large numbers (between one third and one half in Toronto and between one half and three quarters in Montreal) will feel teletext is worth the price. If the price of a teletext decoder is higher, in the range of $\$ 175$ to $\$ 225$, then many fewer (between 10 and 14 per cent in Toronto and between 17 and 27 per cent in Montreal) would perceive it to be worth the extra expenditure.

These figures are very revealing of attitudes and give a good indication of teletext's perceived worth. They should not, however, be interpreted as accurate predictions of future consumer behaviour. Many other forces will be at play when an actual, as opposed to a hypothetical, decision is eventually made.

## Conclusion

A summing up of all the reactions observed during the IRIS field trial can provide a good indication of the potential impact of teletext. Joining the field trial and trying teletext meant fulfilling a number of obligations in the way of diaries and interviews. It may also have meant overcoming some initial reluctance or suspicion. That more than half of those given the opportunity to try teletext in their homes chose to do so speaks well for the initial attractiveness of teletext. That between two thirds and three quarters of those given the opportunity to continue with the field trial into its second phase agreed to do so speaks well for teletext's ability to sustain interest.

That the majority of the people who had the IRIS teletext service in their homes watched it, some occasionally and some regularly, indicates that the majority found a use for it. That they continued to use the service while it was in their homes despite the technical problems speaks well for its staying power. Thus, the trial amply demonstrates that a teletext service can fulfill some part of the public's day-to-day requirements for information and entertainment. It would seem, therefore, that if the price of teletext decoders can be brought down, teletext will be attractive to a large number of people. As such, teletext is seen as having the potential to become another medium providing people with another source of information and diversion.

RESEARCH METHODS

One of the most important aspects of the methodology employed in the trial was its attempt to measure reactions to teletext among a wide cross section of the public, rather than restricting the trial to the kinds of people who are initially attracted to new technologies. Thus, an attempt was made to assess the potential fate of the new medium, not only among potential early adopters of the technology but among the general population at large.

Another important consideration of the trial was' the attempt to measure use of teletext in a natural setting. Thus, decoders were attached to the participants' main television sets and installed in the home for a minimum period of three months. The reactions measured, therefore, were not those after first contact with teletext, but those after a certain novelty value had worn off and people had been exposed to teletext in a home setting for a considerable period of time.

Recruiting the Sample Households

In order to make the sample representative of the population at large, households were selected by a random sampling procedure. After preliminary testing indicated that the participation rate would be higher if the recruitment of trial households was carried out in person rather than by telephone, all recruitment was done in person by interviewers. The interviewers described teletext to prospective participants, showed them colour photographs of sample teletext pages (as illustrated over) and left literature for the family to read. After a suitable period of time the households were re-contacted by phone to determine if its members would be willing to participate in the trial.



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Canada had trouble keaping the
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Short preliminary interviews were conducted with the heads of all households that were asked to join the trial. Thus it was possible to assess initial reactions to the idea of having a teletext decoder in the home and to determine the proportion of household heads who were sufficiently attracted to teletext to commit themselves to the requirements of the field trial. By collecting information about households that rejected teletext as well as those that accepted it, it was possible to compare the characteristics of the two groups, and discover what types of people might initially be attracted to the technology if it were to become more widely available.

The Two Trial Phases

The trial was divided into two phases, the first extending from the launching of IRIS in April 1983 to July 1983, and the second from approximately September to December, 1983

There were a number of problems in the weeks immediately following the launching of IRIS. The intent was to measure use of teletext in a diary to be completed in early June, but focused group interviews around the time of the June diary week revealed that quite a number of households were experiencing considerable technical difficulties receiving teletext. It was believed that this situation may have had a major effect on their use of the system. In addition, June is a time of good weather and low television viewing generally, and consequently was not considered an ideal time to measure use of teletext. This timing, however, had been necessitated by other exigencies in the field trial.

Considering the circumstances under which the June diary week had been conducted it was concluded that teletext had probably not had a fair trial. It was felt that not only use, but also opinions about teletext, may have been seriously affected by the timing of the diary week and the technical problems experienced in the early stages of the trial.

Consequently, it was decided that the field trials, which were due to end in July, should be extended into the fall months.

Households were contacted and asked if they wanted to continue their participation in the field trial into the fall of 1983. Two types of households were not given the option of continuing: those which had failed to return their June diaries, and those which were experiencing major reception problems which could not be remedied. These two groups, along with the households not wanting to continue in the trial, were dropped from the sample. Those which were dropped were replaced by a roughly equal number of new randomly selected households.

## The Sample

Greater Montreal was chosen as the site to gauge reactions to teletext in homes where the main language of communication was French. Greater Toronto was the location chosen for measuring behaviour and opinions in homes where the language spoken most of ten was English. (Early plans had also called for Calgary to be included, but budgetary reasons necessitated that this city be dropped from the sample). Because the trial was carried out in only two major metropolitan areas, it means that one may not make generalizations about the country as a whole. This is especially so for smaller centers and rural areas where, generally, there are fewer television stations available and hence less competition in the way of television entertainment.

The sample was selected by a stratified random selection procedure. Roughly 100 francophone households in Montreal and 100 anglophone households in Toronto participated in each of the two phases of the trials. Taking into account the number of dropouts and replacements necessitated by the extension of the trial into the fall months, in total Some 156 households in Montreal and 176 in Toronto participated in the trials and gave detailed opinions about teletext. Because opinions and use of teletext were measured on an individual basis, the samples employed in the research are larger than the number of households in each city.

Most of the data on teletext viewing behaviour is drawn from the second phase of the trial and is based on the behaviour of 257 individuals in Montreal and 259 in Toronto. Where deemed relevant the opinions of all who participated in the trial, including those who were dropped from the second phase, are included. Overall opinion of teletext, therefore, was based on the opinions of 262 household heads in Montreal and 294 in Toronto.

For technical reception reasons, all households eligible for inclusion in the trial had to possess a colour television set less than ten years old and receive their television signal either by 'cable' (CATV), a master antenna, or a rooftop antenna. In addition, the sampling areas for recruitment were confined to census tracts where more than 50 per cent of the population's mother tongue was French in Montreal, and where 60 per cent had English as a mother tongue in Toronto. Further details on the characteristics of the sample are given in Appendix B.

## The Research Instruments

Teletext viewing behaviour was measured by having family members keep a diary record of their use of teletext on a page-by-page, minute-by-minute basis over the course of a week. There were two diary weeks during the course of the trial. One extended from June 6-12, 1983 and the other from November 21-27, 1983. Because of the problems associated with the June diary, generalizations about teletext viewing behaviour in this report are primarily based on the November diary. The results of the June diary are included in Appendix C.

There are a number of problems associated with measuring behaviour with a diary during a one week period. Early plans, which were never realised, called for usage to be measured continuously by a metering system. A diary is subject to a certain amount of reporting error and, even though recipients were told to maintain their normal teletext viewing habits, a diary can have an influence on behaviour. Despite this, the diary remains the standard vehicle for measuring radio and television usage in Canada to date. Additionally, the problem of using only one week's behaviour is that it does not register week to week fluctuations in viewing behaviour, nor does it reflect seasonal variations.

Detailed opinions about teletext were collected during two structured interviews with the male and female heads of participating households. The first interview (hereafter referred to as the "post installation interview") was conducted in person shortly after the decoders were installed. The interviewers checked to see that the equipment was working properly and that the household members understood how it should be used. During the interview itself interviewers questioned the heads about their opinions of teletext, and collected data in subject areas such as use of other media, ownership of innovative or electronic products and basic demographic characteristics.

The second interview (hereafter referred to as the "final assessment interview") was conducted by telephone at the completion of the trial with the male and female heads of all households, including those that had been dropped from the second phase of the research. The heads were asked for their overall impressions of teletext, their assessment of each section of the teletext magazine, the topics they would like to see presented on teletext and about any technical reception difficulties they had experienced. Finally, questions were asked about the amount they would be willing to pay for a new television set which had a teletext decoder built into it.

Further details on the methods employed in this study may be found in Appendix B. Copies of the questionnaires, a page from the diary with instructions for completing it, plus the correspondence and literature used during the trial are included in Appendix $D$ (English versions) and Appendix E (French versions).

## PART I

OVERALL USE AND REACTION TO TELETEXT

TABLE 1

PROPORTION OF HOUSEHOLDS WHICH ACCEPTED AND WHICH DID NOT ACCEPT THE FIELD TRIAL OFFER ${ }^{1}$

| Response to <br> field trial offer | MONTREAL | TORONTO |
| :--- | :---: | :---: |
|  | $\%$ | $\%$ |
| Acceptors | 51 | 55 |
| Non-acceptors | -49 | 45 |
| Total | 100 | 100 |
| Base: Qualifying |  |  |
| households | 547 |  |

${ }^{1}$ Some households that indicated a wish to participate had to be excluded from the trial for technical reasons.

## SECTION 1

## ACCEPTANCE OF TELETEXT

This section is concerned with four groups of households recruited for the IRIS field trials. First it will compare those which accepted the offer to participate in the trials to those which did not. Then, among the households which actually had a decoder installed, it will delineate those which continued participating in the field trials until their completion from those that dropped out of the field trials before they were finished. From these two comparisons it will be possible to gain some idea of how many and what types of people will likely greet a regular teletext service with an enthusiastic and sustained acceptance of the technology.

ACCEPTORS AND NON-ACCEPTORS

Slightly more than 50 per cent of the households approached between March and September, 1983, which qualified for a decoder, accepted the field trial offer (Table 1). Each of the households was given the following description of the teletext system by the recruiters: "You will have quick access to a bank of information covering a wide variety of topics. If, for instance, you want the latest international news, or local weather, or perhaps information on a particular leisure-time activity, you will simply punch a certain code on a keypad and it will appear on your TV screen." Coloured photographs illustrating teletext pages supplemented the description in order to give the would-be participant a further idea of the presentation and content of the system. In addition to receiving a description of teletext, households were made aware of the considerable obligations that participation in the trials would entail. They were then left with written material which further described the teletext system. Thus, when the households were recontacted and asked if they wanted to participate, they had been presented with a fairly comprehensive picture of both teletext and what the field trial would entail.

TENDENCY TO PURCHASE EIECTRONIC HOUSEHOLD IIEMS AMONG HOUSEHOLDS WHICH DID AND WHICH DID NOT ACEEPT THE FIELD IRIAL OFFER

Question 11, RECRUTIMENT INIERVIEW

| Electronic iten | MONTREAL |  | TORONTO |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Acceptors | Nonacceptors | Acceptors | Nonacceptors |
| Kitchen items such as dishwasher, self-cleaning oven, food processor, micro-wave oven, etc. | \% | \% | \% | \% |
| Usually among the first Generally sonewhere in the middle <br> Usually among the last Wouldn't buy such things <br> Total | $\left.\begin{array}{rr} 15 \\ 43 \end{array}\right] \quad 58$ | $\left.\left.\begin{array}{l} 13 \\ 32 \end{array}\right] \begin{array}{c} 45 \\ 48 \\ 7 \end{array}\right] \begin{gathered} \\ \hline \end{gathered}$ | $\left.\left.\begin{array}{c} 19 \\ 46 \end{array}\right] \begin{array}{c} 65 \\ 31 \\ 31 \end{array}\right] 34$ | $\left.\begin{array}{r} 13 \\ 38 \end{array}\right] \begin{gathered} 51 \\ 44 \\ 6 \\ 6 \end{gathered}$ |
|  | 100 | 100 | 100 | 100 |
|  | Phi=.14, significant to .01 |  | Phi=.14, significant to .01 |  |
| Entertainment items such as video cassette recorders, the latest sound system | $\left.\left.\begin{array}{r} 11 \\ 28 \end{array}\right] \quad \begin{array}{c} 39 \\ 54 \\ 6 \end{array}\right] \quad 60$ | $\left.\begin{array}{r} 7 \\ 14 \end{array}\right] 21$ | $\begin{aligned} & 12 \\ & .33 \end{aligned} \quad 45$ | $\left.\begin{array}{r} 8 \\ 17 \end{array}\right] 25$ |
| Usually among the first Generally somewhere in the middle <br> Usually anong the last Wouldn't buy such things |  |  |  |  |
|  |  | $\left.\begin{array}{l}66 \\ 13\end{array}\right] 79$ | $\left.\begin{array}{r}51 \\ 5\end{array}\right] 56$ | $\left.\begin{array}{l}65 \\ 10\end{array}\right] 73$ |
| Total | 100 | 100 | 100 | 100 |
|  | Phi=.20, significant to .001 |  | Phi $=.20$, significant to .001 |  |
| Practical or personal burglar alarn systems, telephone answering devices, home computers, etc. | $\left.\begin{array}{l}10 \\ 29\end{array}\right] 39$ | 6 21$]{ }_{27}$ | $\left.\begin{array}{l}13 \\ 27\end{array}\right] 40$ | $\left.\begin{array}{r}6 \\ 20\end{array}\right] 26$ |
| Usually among the first Generally somewhere in the middle <br> Usually among the last Wouldn't buy such things Total |  |  |  |  |
|  | $\left.\begin{array}{r} 54 \\ 8 \end{array}\right] \quad 62$ | $\left.\begin{array}{l}62 \\ 11\end{array}\right] 73$ | $\left.56 \begin{array}{r}5 \\ 5\end{array}\right]$ | $\left.\begin{array}{r}65 \\ 9\end{array}\right] 74$ |
|  | 100 | 100 | 100 | 100 |
|  | Phi=.14, significant to .01 |  | Phi=.14, significant to .001 |  |
| Base: Quallfying households | 266 | 269 | 251 | 200 |

Phi is a measure of association based on $\mathrm{Chi}^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on $\mathrm{Chi}^{2}$. Where brackets appear, chii ${ }^{2}$ was computed using the groupings indicated by the brackets. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

Percentages do not necessarily add to 100 due to rounding.

It was felt that those who accepted the field trial offer would be the type of people who are attracted to new technologies and tend to adopt them more readily and sooner than the population at large. In order to gain a direct indication of whether or not members of accepting households were "early adopters" or "technological innovators" one head of each household was questioned about the household's tendancy to purchase various types of technological items and about whether or not the household currently owned specific innovative electronic products.

First the heads were asked to indicate how soon they tended to purchase electronic items for the kitchen, for entertainment and for practical purposes in comparison to other people they know (Table 2). In both cities acceptors were more likely than non-acceptors to respond that their households were "usually among the first" or "generally somewhere in the middle" in acquiring all three types of products. Conversely, considerably larger proportions of non-acceptors indicated that their households were generally among the last to acquire such items or wouldn't buy them at all. Thus the data indicate that accepting households were more likely to at least perceive themselves as innovators.

Indeed, their responses to the questions about ownership of new technological products indicate that accepting households were more likely than non-acceptors to own new technologies. Ownership of a personal computer, more than of any other item examined, set acceptors apart from non-acceptors (Table 3); in Montreal four times more acceptors than non-acceptors owned personal computers, and in Toronto six times more did so. The degree of penetration of personal computers, however, was relatively small: only 9 per cent of acceptors in Montreal reported owning one, only 13 per cent of those in Toronto did.

## TABIE 3

THE OWNERSHIP OF ELECTRONIC HOUSEHOLD IIEMS AMONG HOUSEHOLDS
WHICH DID AND WHICH DID NOT ACCEPT THE FIELD TRIAL OFFER
Question 4, POST INSTALIATION INIERVIEW

| Electronic item | MONTREAL |  | TORONTO |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Acceptors | Noracceptors | Acceptors | Nonacceptors |
| Personal computer | \% | \% | \% | \% |
| Own <br> Don't own | 9 | 2 | 13 | 2 |
|  | 91 | 98 | 87 | 98 |
| Total | 100 | 100 | 100 | 100 |
|  | Phi $=.14$, significant to .001 |  | Phi $=.20$, significant to .001 |  |
| Video game |  |  |  |  |
| Own | 10 | 8 | 19 | 9 |
| Don't own | 90 | 92 | 81 | 91 |
| Total | 100 | 100 | 100 | 100 |
|  | Phi $=.00$, not significant |  | Phi=.14, significant to 0.1 |  |
| Video cassette recorder |  |  |  |  |
| Own | 8 | 5 | 21 | 13 |
| Don't own | 92 | 95 | 79 | 87 |
| Total | 100 | 100 | 100 | 100 |
|  | Phi $=.10$, significant to .10 |  | Phi=.10, significant to 02 |  |
| $\begin{aligned} & \text { Telephone answering } \\ & \text { device } \end{aligned}$ |  |  |  |  |
| Own | 4 | 3 | 8 | 4 |
| Don't own | 96 | 97 | 92 | 96 |
| Total | 100 | 100 | 100 | 100 |
|  | Phi $=.00$, not significant |  | Phi $=.10$ significant to .10 |  |
| Base: Qualifying household heads | 268 | 273 | 254 | 206 |

Phi is a measure of association based on $\mathrm{Chi}^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on $\mathrm{Chi}^{2}$. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

Percentages do not necessarily add to 100 due to rounding.

TABLE 4
THE AGE AND EDUCATIONAL CHARACTERISTICS OF HOUSEHOLD HEADS WHO DID AND WHO DID NOT ACCEPT THE FIELD TRIAL OFFER

|  | MONTREAL |  | TORONTO |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Acceptors | Nonacceptors | Acceptors | Nonacceptors |
| Age | \% | \% | \% | \% |
|  |  |  |  |  |
| 18-34 years | 37 | 23 | 29 | 19 |
| 35-54 years | 44 | 42 | 51 | 39 |
| 55 years and over | 18 | 35 | 20 | 42 |
| Total | 100 | 100 | 100 | 100 |
|  | $\begin{gathered} \overline{\mathrm{V}}=.14, \text { significant } \\ \text { to } .001 \end{gathered}$ |  | $\begin{gathered} V=.17 \text {, significant } \\ \text { to } .002 \end{gathered}$ |  |
| Highest level of education |  |  |  |  |
| Elementary school | 127 | 217 |  |  |
| Secondary school | 45 76 | 4888 | 40 55 | 5679 |
| Community college | 19 | 19 | 13 | 11 |
| University | $24] 24$ | $11] 11$ | 45] 45 | $21] 21$ |
| Total | 100 | 100 | 100 | 100 |
|  | $\begin{gathered} \overline{\mathrm{V}=.10, \text { significant }} \\ \text { to } .001 \end{gathered}$ |  | $\begin{gathered} V=.14, \text { significant } \\ \text { to } .001 \end{gathered}$ |  |
| Base: Qualifying household heads | 479 | 494 | 468 | 369 |
| $\mathrm{V}=$ Cramer's V, which is a.measure of association based on Chi ${ }^{2}$. The |  |  |  |  |
| closer the number is to 1.0 , the stronger the relationship. The tes of significance was based on $\mathrm{Chi}^{2}$. Where brackets appear, Chi ${ }^{2}$ was computed using the groupings indicated by the brackets. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error. |  |  |  |  |
| Percentages do not necessarily add to 100 due to rounding. |  |  |  |  |

The other products asked about were video games, video-cassette recorders, and telephone answering devices. In Montreal, even though there were considerably more owners of each of the three products among the acceptors, only ownership of VCR's significantly differentiated the acceptors from the non-acceptors, with 8 per cent of acceptors versus 5 per cent of non-acceptors owning one. In Toronto, on the other hand, the two groups differed significantly in their ownership of all three items. Nineteen (19) per cent of Toronto acceptors owned video games, double the proportion of non-acceptors who did. The proportions of Torontonian acceptors who had VCR's (21 per cent) and telephone answering devices (8 per cent) were also double the proportions of non-acceptors who did.

## Age and Educational Characteristics

In his 1962 book Diffusion of Innovations E.M. Rogers describes "innovators" and "early adopters" as generally being young and among the more highly educated. 1 This is a common finding in the literature, and one which is also generalizable to the acceptors in the IRIS field trials (Table 4). The household heads who accepted the field trial offer tended to be younger than those who turned the offer down. In Montreal, while 38 per cent of the acceptors were between 18 and. 34 years of age, only 23 per cent of the non-accepting household heads fell into that age bracket. Similarly, in Toronto 29 per cent of the acceptors fell into the 18 to 34 age group while only 19 per cent of the non-acceptors did so. Conversely, household heads 55 years or older were under-represented among acceptors in both cities.

Turning to education, acceptors were more likely to have attended university than were non-acceptors. In both cities slightly more than twice as many ácceptors indicated having had at least some university education.

[^0]TV VIEWING HABITS IN HOUSEHOLDS WHICH ACCEPIED AND WHICH DID NOT ACCEPT THE FIELD TRIAL OFFER

Questions 5 g and 7 b , RECRUITMENT QUESTIONNATRE

$V=$ Cramer's V. Cramer's V and Phi are measures of association based on Chi ${ }^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on Chi ${ }^{2}$. Where brackets appear, $\mathrm{Chi}^{2}$ was computed using the groupings indicated by the brackets. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

Percentages do not necessarily add to 100 due to rounding.
*Less than 0.5 per cent.

Another set of characteristics which differentiated acceptors from non-acceptors was their television viewing habits (Table 5). In both cities the responses of household heads indicated that accepting households viewed fewer hours of television per day than did non-accepting households. Given that the younger and more educated have generally been found to be light users of television, this finding is not surprising.

It was also found that accepting household heads were more likely than non-acceptors to report the local CBC/Radio-Canada television station as the station they watched most often. In Montreal 50 per cent of the acceptors said CBFT was the station they watched most frequently while only 30 per cent of the non-acceptors said this. Similarly, 34 per cent of Toronto's accepting heads versus 16 per cent of the non-accepting heads named CBLT as the station they watched most. This pattern can probably be accounted for by Radio-Canada and CBC devotees being more attracted to services being offered by their network and being more willing to help the network with its research.

CONTINUING PARTICIPANTS AND DROPOUTS

Among acceptors that had decoders installed one can distinguish between two groups: dropouts and continuing participants. Dropouts were households which had their decoders removed before the completion of the field trials. The great majority were participants in the first phase of the project that turned down the offer of continued participation into the fall months or were not given the chance to continue either because they did not complete a June diary or had major reception problems which could not be remedied. Finally, a few dropouts had requested the removal of their decoders before participating in either of the diary weeks. Continuing participants consisted of those who continued their participation from the first phase of the trials until the completion of the second phase as well as Phase II recruits who remained in the trials until'their completion.

CONTINUING PARTICIPANTS AND THE DISTRIBUTION OF DROPOUTS BY REASON FOR DROPPING OUT


Percentages do not necessarily add to 100 due to rounding.

In Montreal 61 per cent of the households that received decoders continued participating in the trials until their completion; in Toronto 49 per cent of the households did so.

If one examines the reasons households dropped out of the trial, the following patterns emerge (Table 6). In Montreal 15 per cent of the participating households dropped out of their own accord because they were no longer interested in participating in the trials. Eight (8) per cent of the households had their decoders removed because of unrectifiable technical problems, and another 10 per cent of the decoders were removed because the households had not returned a diary. In Toronto 22 per cent of participating households had their decoders removed because of technical problems and a further 11 per cent of the decoders were taken out of households that didn't return diaries. Only 9 per cent of the participating households requested the removal of their decoders due to a lack of interest in continuing on in the trials. Thus, the above data reveal that in many cases the dropout households did not decide to discontinue their participation in the trials themselves. They were, in fact, given no choice.

If one examines those Phase I households that were given an opportunity to continue on into the second phase of the trials, an additional indication of teletext's acceptance can be gained. In Montreal 77 per cent of those households given the option to continue their participation chose to do So. In Toronto the comparable figure was 64 per cent. If one interprets the decision to continue as an indication of a sustained interest in teletext these results are quite encouraging.

That 50 per cent of the households which qualified to participate in the field trials agreed to do so and that 64 and 77 per cent of those Phase I households given the option to do so continued on into Phase II of the trials are promising indications of teletext's likely fate in the market place. While qualifying households were offered a free information
service, they were aware that their participation in the field trials would entail a number of obligations in the way of interviews and diaries. Furthermore, the product they accepted into their homes was brand new and was being tested. Considering this, suspicions that the product might somehow malfunction and damage their television set or that once the trial was over they would be the object of hard sell marketing pressure to buy the equipment were probably present in some people's minds. In addition, once the decoders were installed many households experienced numerous frustrating technical problems which necessitated frequent visits from CBC technicians. Given the above conditions, the proportions of households which accepted the offer to participate in the trials and subsequently continued their participation speak well for the degree of attraction which teletext may hold for the population at large.

INIEREST IN TELETEXI AS REPORTED BY PARTICIPATING HOUSEHOID HEADS
Question 7a, FINAL ASSESSMENT INIERVIEW
Overall, how interesting did you find the content of the teletext service?

| Degree of interest | MONTREAL |  |  | T ORONT0 |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Continuing participants | Dropouts | Total | Continuing participants | Dropouts | Total |
| Very interesting Quite interesting Not too interesting Not at all interesting Total | \% | \% | \% | \% | \% | \% |
|  | $\left.\begin{array}{c} 23 \\ 57 \end{array}\right] 80$ |  | $\left.\begin{array}{l} 18 \\ 51 \end{array}\right] 69$ | $\begin{gathered} 10 \\ 49 \end{gathered} L^{59}$ | $\left.\left.\begin{array}{c} 7 \\ 25 \end{array}\right]^{32}+{ }_{46}^{22}\right]^{100}$ | $\left.\begin{array}{c} 9 \\ 38 \\ 39 \\ \frac{14}{100} \end{array}\right]^{47}$ |
|  | Phil $=.30$, significant to 0001 |  |  | Phi $=.24$, significant to 001 |  |  |
| Base: Participating household heads | 144 | 79 | 223 | 147 | 111 | 258 |

TABLE 8
USEFULESS OF TELETEXT AS REPORIED BY PARTICIPATTNG HDUSEHOLD HADS

Question 7b, FINAL ASSESSMENI INIERVIEW
And how useful did you find the teletext service to be?

| Degree of interest | M0NTREAL |  |  | TORONTO |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Continuing Parcicipants | Dropouts | Total | Continuing Participants | Dropouts | Total |
| Very useful <br> Quite useful <br> Not too useful <br> Not at all useful <br> Total | $\left.\begin{array}{c} \% \\ 12 \\ 44 \\ \frac{12}{3} \\ \frac{5}{100} \end{array}\right]^{56}$ | $\left.\begin{array}{c} \% \\ 5 \\ 35 \\ \hline \frac{18}{100} \\ \hline \end{array}\right]^{50}$ | $\left.\begin{array}{c} \% \\ 9 \\ 41 \end{array}\right]_{50}$ | $\left.\begin{array}{c} \% \\ 9 \\ 9 \\ 34 \end{array}\right]^{43}$ | $\left.\begin{array}{c} \frac{T}{\%} \\ 5 \\ 16 \end{array}\right]^{21} 21$ | $\left.\left.\begin{array}{c}\% \\ 7 \\ 26\end{array}\right]^{43} \begin{array}{l}43 \\ \frac{24}{100}\end{array}\right]^{67}$ |
|  | Phi $=.14$, significant to 0.5 |  |  | Phi $=.22$, significant to .001 |  |  |
| Base: Participating household heads | 144 | 79 | 223 | 148 | 112 | 260 |

Phi is a measure of association based on $\mathrm{Chi}^{2}$. The closer the number is to 1.0, the stronger the relationship. The test of significance was based on Chi ${ }^{2}$. Where brackets appear, Chi ${ }^{2}$ was computed using the groupings indicated by the brackets. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

Percentages do not necessarily add to 100 due to rounding.

## SECTION 2

THE OVERALL IMPRESSION OF TELETEXT


#### Abstract

In order to evaluate the overall impression of teletext it was felt most appropriate that the opinions of all who had decoders in their homes be taken into account. However, because many dropouts experienced severe technical problems, their evaluations of teletext may have been more negative than they otherwise would have been; therefore the data for dropouts and continuing participants are presented separately. It is to be noted that the continuing participants included not only those who accepted the offer to continue participating when the trial was extended from the spring months into the fall, but also those who were recruited for the second (fall) phase of the trial to take the place of the dropouts. The household heads were asked to evaluate teletext along four dimensions: to give their general impressions of it, to compare it to cable information stations, to say how of ten they watched it and to indicate how much they would be willing to pay for a teletext decoder.


## HOW INTERESTING AND USEFUL TELETEXT WAS FOUND TO BE

During the Final Assessment Interview household heads were asked how interesting and how useful they found the IRIS teletext service to be (Tables 7 and 8). Looking first at the opinions of the continuing participants, approximately four fifths of the Montreal respondents and One half of those in Toronto found the content of the teletext services to be "very" or "quite" interesting. The responses to the question about how useful the teletext service was were less positive. Slightly more than half of Montrealers and two fifths of Toronto heads indicated they found teletext "very" or "quite" useful.

TABLE 9
FREQUENCY OF WATCHING TELETEXT AS ESTIMATED BY PARTICIPATING HOUSEHOLD HEADS

QUESTION 1, FINAL ASSESSMENT INTERVIEW

On average, about how many times per week would you say that you personally watched any items on the teletext service?

| Frequency of watching ... | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Times per week | \% | \% |
| None <br> Less than one One | $\left.\begin{array}{r}15 \\ 3 \\ 9\end{array}\right] 27$ | $\left.\begin{array}{r}14 \\ 2 \\ 19\end{array}\right] 35$ |
| Two <br> Three | $\left.\begin{array}{l}16 \\ 13\end{array}\right] 29$ | $\left.\begin{array}{l}16 \\ 18\end{array}\right] 34$ |
| Four <br> Five, six <br> Seven, eight, nine <br> Ten or more | $\left.\begin{array}{r} 10 \\ 11 \\ 21 \\ 4 \end{array}\right] 46$ | $\left.\begin{array}{r} 5 \\ 11 \\ 10 \\ 4 \end{array}\right] 30$ |
| Total | 100 | 100 |
| Base: Participating household heads | 260 | 293 |

Percentages do not necessarily add to 100 due to rounding.

As expected, dropouts in both cities were less enthusiastic than continuing participants. Even so, roughly half the dropouts in Montreal and one third in Toronto considered teletext interesting, while 40 per cent in Montreal and 21 per cent in Toronto considered it useful.

Combining the responses of continuing participants and dropouts on these dimensions it is possible to sum up the attitude of all of the respondents by saying that a little more than half of Montreal heads and between one third and one half of those in Toronto evaluated the system positively.

## FREQUENCY OF WATCHING TELETEXT

During the Final Assessment Interview household heads were asked how frequently they had used teletext when it was in their home during the trials. The responses to the question indicate that 75 per cent of Montrealers and 64 per cent of Torontonians watched the system an average of two or more times per week (Table 9). Indeed, nearly half the of Montrealers and one third of the Torontonians report having used the system four times or more per week. These measurements are only estimates given by participating heads at the end of the trials. Nevertheless they . are in rough accordance with the diary data presented in Section 3 and give an indication of the importance of teletext in the households, With the majority of respondents indicating that they turned to teletext twice a week or more. Looking at the dropouts, it is interesting to note that despite the fact that dropouts evaluated teletext less favourably than continuing participants, they reported using the IRIS magazine fust as frequently.

## TELETEXT COMPARED TO CABLE INFORMATION CHANNELS

Another indication of the overall impression of teletext is its comparative rating relative to cable information channels. Due to the fact that the two media are essentially similar in many ways, a comparison

TABLE 10

EVALUATION OF TELETEXT COMPARED
TO CABLE INFORMATION CHANNELS AS REPORTED
by NOVEMBER DIARY HOUSEHOLD HEADS

Question 17, FINAL ASSESSMENT INTERVIEW

| Compared to cable <br> information channels <br> teletext was evaluated | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Better | $\%$ | $\%$ |
| About the same <br> Not as good <br> Total | 65 | 61 |
| Base: November diary |  |  |
| household heads |  |  |

Percentages do not necessarily add to 100 due to rounding.
indicates how well teletext's unique features (most notably the ability to access specific individual pages of information) were appreciated. As Table 10 indicates, 65 per cent and 61 per cent of the Montreal and Toronto continuing heads found the IRIS teletext service to be better than the cable information channels. 1 Slightly more than one quarter of the heads in each city found the quality of the services to be "about the same", while relatively small proportions preferred the cable information stations ( 7 per cent in Montreal and 13 per cent in Toronto).

THE AMOUNT TRIAL PARTICIPANTS WOULD PAY FOR A TELETEXT DECODER

The amount of money participants indicated they would be prepared to pay for a decoder is one of the more revealing indications of their appreciation of teletext. At the end of the trials, all household heads that had a decoder in their homes were asked when they expected to buy. a new colour television. They were then asked the additional amount they would pay for a television set which included a built-in converter and a remote control device. Finally, they were asked how much more they would pay for a television set which included a converter, a remote control and a built-in teletext decoder. This sequence of questioning was pursued to separate the amount heads would be willing to pay for teletext itself from the amount they would pay for the remote control device and converter, two features that were built into the decoders used in the IRIS field trials.

While the responses to these questions give an indication of teletext's perceived worth, they should not be interpreted as accurately predictive of future consumer behaviour. The responses evoked from a hypothetical question about buying a product may not be indicative of people's behaviour in a real market situation. After shopping around and comparing the prices and features of different television models it is quite possible that consumers would re-evaluate the additional amount they would be willing to pay for the three features about which they were

[^1]CONSERVATIVE AND OPTIMISTIC VIEWS OF AMOUNTS WILLING TO PAY, IN ADDITION TO COST OF COLOUR TV, FOR TWO OPTIONS (REMOIE CONIROL AND BUILT-IN CONVERTER) ${ }^{1}$

Question 14b, FINAL ASSESSMENT INIERVIEW
Let us suppose that you were going to buy a new colour TV within the next few weeks and that you have already decided on the make and model of TV you will buy.

You then have two choices - the standard model or the deluxe model. The two are identical except that the deluxe model includes both a remote control and a built-in converter so that you have access to more stations. Although prices may vary, the addition of these two features could make the deluxe model cost up to $\$ 200$ more than the standard model.

How much additional money, if any, would you personally be willing to pay to have these two features included?

| Additional amount willing to pay for remote control and built-in converter | M ONTREAL |  |  | TORONTO |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Continuing participants | Dropouts | Total | Continuing participants | Dropouts | Total |
| Conservative view | \% | \% | \% | \% | \% | \% |
| More than \$275 | 10 | 3 | 7 | 1 | 2 | 2 |
| \$226-\$275 | 0 | 37 | ${ }^{*}$ | 33 | 1 | * |
| \$176-\$225 | 31 | 37 | 33 | 33 | 31 | 32 |
| \$126-\$175 | 8 | $\frac{6}{4}$ | $\frac{7}{4}$ | 9 | 13 | 11 |
| ( amulative total) | (49) | (47) | (47) | (42) | (47) | (45) |
| \$ $76-\$ 125$ | 18 | 16 | 18 | 23 | 15 | 19 |
| (amulative total) | (67) | (63) | (65) | (65) | (62) | (64) |
| \$ $26-\$ 75$ | 4 | 4 | 4 | 1 | 1 | 1 |
| No additional amount | 7 | 10 | 8 | 20 | 12 | 16 |
| Don't know/No answer | 23 | 22 | 22 | 14 | 26 | 19 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Optimistic view |  |  |  |  |  |  |
| More than \$275 | 13 | 4 | 9 | 1 | 3 | 2 |
| \$226-\$275 | 0 | 1 | 1 | 0 | 1 | 0 |
| \$176-\$225 | 40 | 47 | 42 | 38 | 42 | 40 |
| \$126-\$175 | 10 | 8 | 9 | 10 | 18 | 14 |
| ( Omulative total) | (63) | (60) | (61) | (49) | (64) | (56) |
| \$ 76-\$125 | 40 | 29 | 35 | 33 | 15 | 27 |
| ( Omulative total) | (86) | (81) | (84) | (76) | (84) | (79) |
| $\begin{array}{r} \$ 26-\$ 75 \\ \$ 1-\$ 25 \end{array}$ | 5 | 5 0 | 5 | 1 | 1 | 1 0 |
| No additional amount | 9 | 13 | 10 | 23 | 16 | 20 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Participating household heads | 164 | 98 | 262 | 162 | 132 | 294 |

$1_{\text {For explanation of conservative and optimistic views, see page } 23 .}$
Percentages do not necessarily add to 100 due to rounding.
*Less than 0.5 per cent.
questionned. In addition, it is likely that the teletext decoders on the market will be different from those participants experienced in that they will be built into television sets, will function more reliably, and will give access to several complete teletext services. Although respondents were reminded of these points before answering the price questions, their responses were probably heavily influenced by the specific decoders and teletext services to which they had been exposed. As well, there is no doubt that the price consumers will be willing to pay for decoders will be influenced by the popularity of various teletext services and by the advertising and publicity which manufacturers will use to make teletext decoders an appealing optional feature of new television sets.

Before proceeding with the analysis,it should be noted that a considerable number of heads did not answer the questions or replied that they didn't know how much they would pay for the specified items (Tables 11 and 12 ). It is possible to deal with these non-answerers in two ways. On the one hand they can be excluded from the analysis. With this method one uses the number of heads who answered the question as the base for percentages, and it is assumed that the non-answerers would have answered in the same way as those who did answer. This can be considered an "optimistic" method because not answering the questions may quite possibly have reflected a disinterest in teletext. The second method is to include the non-answerers in the base for percentages and to retain them in the analysis as a separate category. This is a conservative method in that it makes no assumption about how they felt about purchasing teletext and it results in lower percentages indicating a willingness to pay extrafor a teletext decoder. In estimating the proportion of participants who would be willing to spend money on a decoder the most accurate approximation probably lies between the figures produced by these two methods. However, because there is no clear indication of how the non-answerers might have responded to the questions, the conservative method will form the basis of the discussion.

CONSERVATTVE AND OPTIMISTIC VIEWS OF AMOUNTS
WILLING TO PAY, IN ADDITION TO COLOUR TV, FOR THREE OPTIONS ${ }^{1}$
QUESTION 14 c , FINAL ASSESSMENT INIERVIEW
Let us go a step further. Imagine that teletext has been introduced as a regular service that is free of charge and has 3 or 4 chamels offering services similar to the ones you saw during the trial period. The Teletext decoder now works reliably and can be built right into the IV set.

Now the "deluxe" model of the TV set you plan to buy includes not only the built-in converter and remote control but also a built-in teletext decoder. The combination of these 3 items could make the deluxe model sell for up to $\$ 400$ more than the standard model of the set you want. How much additional money, if any, would you personally be willing to pay to have these 3 features included with the TV?

| Additional amount willing to pay | MONTREAL |  |  | TORONTO |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Continuing Participants | Dropouts | Total | Continuing Participants | Dropouts | Total |
|  | \% | \% | \% | \% | \% | \% |
| Conservative View |  |  |  |  |  |  |
| More than \$425 | 4 | 1 | 3 | 8 | 2 | 5 |
| \$376-\$425 | 17 | 4 | 12 | 1 | 2 | 1 |
| \$326-\$375 | 1 | $\underline{2}$ | 2 | 1 | 1 | 1 |
| ( Omulative Total) | (22) | (7) | (17) | (10) | (5) | (7) |
| \$276-\$325 | 12 | 10 | 11 | 12 | 5 | 9 |
| ( (mulative Total) | (34) | (17) | (28) | (22) | (10) | (16) |
| \$226-\$275 | 5 | 6 | 5 | 7 | 8 | 7 |
| \$176-\$225 | 21 | 19 | 21 | $\frac{21}{50}$ | 13 | 17 |
| ( ${ }^{\text {mallative Total) }}$ | (60) | (42) | (54) | (50) | (31) | (40) |
| \$126-\$175 | 2 | 1 | 2 | 7 | 6 | 7 |
| \$ 76-\$125 | 4 | 4 | 4 | 6 | 8 | 6 |
| \$ $26-\$ 75$ | 1 | 1 | 1 | 1 | 1 | 1 |
| \$ 1-\$ 25 | 0 | 0 | 0 |  | 0 | * |
| No additional amount | 10 | 27 | 16 | 22 | 27 | 24 |
| Don't know/No answer | $\underline{22}$ | 24 | 23 | 14 | 28 | 20 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Optimistic View |  |  |  |  |  |  |
| More than \$425 | 5 | 1 |  | 9 | 3 |  |
| \$376-\$425 | 22 | 5 | 16 | 1 | 3 | 1 |
| \$326-\$375 | $\underline{1}$ | 3 | $\frac{3}{2}$ | 1 | 1 | 1 |
| ( (mulative Total) | (28) | (9) | (23) | (11) | (7) | (8) |
| \$276-\$325 | $\frac{15}{43}$ | $\frac{13}{122}$ | $\frac{14}{(37)}$ | 14 | 7 | 11 |
| ( ( | (43) | (22) | (37) | (25) | (14) | (19) |
| \$226-\$275 | 6 | 8 | 7 | 8 | 11 | 9 |
| \$176-\$225 | 27 | 25 | 27 | 24 | 18 | 21 |
| ( Omulative Total) | (76) | (55) | (71) | (57) | (43) | (49) |
| \$126-\$175 | 3 | 1 | 3 | 8 | 8 | 9 |
| \$ $76-\$ 125$ | 5 | 5 | 5 | 7 | 11 | 8 |
| \$ $26-\$ 75$ | 1 | 1 | 1 | 1 | 1 | 1 |
| \$ 1-\$ 25 | 0 | 0 | 0 | 1 | 0 | * |
| No additional amount | 13 | 36 | 21 | 26 | 38 | 30 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Participating household heads | 164 | 98 | 262 | 162 | 132 | 294 |

${ }^{1}$ For explanation of conservative and optimistic views, see page 23.
Percentages do not necessarily add to 100 due to rounding.
Less than 0.5 per cent.

At the end of the trials, among both continuing participants and dropouts, roughly two thirds of the heads from Montreal and Toronto indicated they were prepared to pay more than $\$ 75$ to buy a remote control unit and a converter over and above the price of a colour TV (Table 11). In fact, close to half of the Montreal and Toronto heads said they would spend more than $\$ 125$ for the acquisition of these options.

The amounts that the respondents said they were willing to spend in addition to the cost of a colour TV to obtain the two options mentioned above plus a teletext decoder are reported in Table 12. There it is shown that 50 to 60 per cent of the continuing participants indicated they were prepared to spend more than $\$ 175$ for the three options (remote control, converter, and decoder), the features they had been provided with during the trial. As might be expected, the proportions of dropouts willing to pay that much for the three options were lower. Forty-two (42) per cent of the Montreal dropouts and 31 per cent of the dropouts in Toronto were willing to pay more than $\$ 175$ for a decoder and the other two options.

In order to determine how much the heads were prepared to pay for a decoder only, the difference between what they were prepared to pay for the three options (remote control, converter and decoder) and what they would spend for two options (excluding the decoder) was calculated. The data indicate that 45 per cent of continuing participants in Montreal and 37 per cent of those in Toronto indicated being prepared to pay more than $\$ 75$ for a decoder. A smaller percentage ( 20 per cent of Montrealers and 13 per cent of Torontonians) estimated that they would pay more than $\$ 125$ for one. Even among dropouts, with their less enthusiastic impressions of teletext, 25 per cent in Montreal and 15 per cent in Toronto said they would be willing to pay more than $\$ 75$ for a decoder.

CONSERVATIVE AND OPTIMISTIC VIEWS OF AMOUNIS WILLING TO PAY, IN ADDITION TO OOLOUR TV, FOR TEIETEXT DECODER ${ }^{1}$

${ }^{1}$ This was obtained by calculating the difference between what participating household heads were willing to pay for the remote control, built-in converter and decoder and what they were willing to pay for only the remote control and converter. For explanation of conservative and optimistic views, see page 23.

Percentages do not necessarily add to 100 due to rounding.
*Less than 0.5 per cent.

As noted above, these estimates are conservative in that they do not make any assumptions about how the non-answerers would behave. If the optimistic viewpoint is taken and it is assumed that non-answerers would behave in a fashion similar to those who answered the questions, 72 per cent of Montreal's continuing participants and 51 per cent of those in Toronto would be prepared to spend more than $\$ 75$ for a decoder (Table 13). If the price of teletext alone were more than $\$ 125$, the more optimistic view sets the proportion of continuing heads willing to pay this amount at roughly one third in Montreal and one fifth in Toronto.

Finally, if the responses of both the continuing participants and dropouts are combined, according to the conservative view roughly 40 per cent of the Montrealers would be willing to pay more than $\$ 75$ for a teletext decoder; according to the optimistic view 60 per cent of Montrealers would be willing to pay that much. In Toronto, where a larger proportion of dropouts experienced major technical problems, the conservative view indicates that approximately one quarter of the household heads would be willing to pay more than $\$ 75$, while the optimistic view indicates that about 40 per cent of the heads would pay that much.

It must be stressed that the data relating to price should not be interpreted as an accurate predictor of future consumer behaviour. Rather, the data should be interpreted as indicative of the way field trial participants felt about their experiences with teletext.

TABLE 14
THE REACH OF TELETEXT AMONG HOUSEHOLDS AND POTENTIAL USERS

|  | MONTREAL | TORONTO |
| :--- | :---: | :---: |
| Percentage of households in which <br> teletext was watched during diary <br> week | $86 \%$ | $79 \%$ |
| Base: November diary households | 95 | 91 |
| Percentage of potential users who <br> watched teletext during diary <br> week | $74 \%$ | $55 \%$ |
| Base: Potential users | 257 | 259 |

## SECTION 3

## HOW TELETEXT WAS USED

This section presents some basic findings about the ways in which people watched teletext. The majority of the data presented in this section come from the diaries that were completed during the November diary week (November 21 to November 27, 1983). Of the 96 and 98 households in Montreal and Toronto, respectively, that received diaries, 95 and 91 returned them. It is the behaviour of individuals in these households to which the results pertain. In a few cases the diary findings are supplemented by survey data acquired during the Final Assessment Interview from the female and male heads of households that returned a November diary.

## PROPORTIONS OF HOUSEHOLDS AND INDIVIDUALS THAT WATCHED TELETEXT

Table 14 presents the proportion of households and potential users 'reached' by teletext during the course of the diary week. Potential users were individuals seven years of age or older living in households that returned a diary. In 86 per cent of the Montreal households and 79 per cent of those in Toronto teletext was used at least once during the diary week. Among the 257 potential users in Montreal, 74 per cent watched teletext at least once during the week while only 55 per cent of Toronto's 259 did. Thus, whether one considers households or potential users, Montreal's magazine enjoyed a larger proportion of viewers than did Toronto's.

Over the course of the diary week, the average (mean) amount of time spent watching teletext by users was 79 minutes in Montreal and 43 minutes in Toronto. If these figures are expressed on the basis of potential users, the average works out to 59 minutes in Montreal and 24 minutes in Toronto (Table 15). In other words, the average person aged seven years and older living in a home equipped with teletext spent, over the course of a week,

TABLE 15

NUMBER OF MINUTES SPENT WATCHING TELETEXT ON A WEEKLY BASIS

|  | MONTREAL | TORONTO |
| :--- | :---: | :---: |
| Average (mean) amount of <br> time spent watching <br> teletext during week by <br> teletext users | 79 minutes | 43 minutes |
| Base: Teletext users |  |  |
| Average (mean) amount of <br> time spent watching <br> teletext during week by <br> potential users | 59 minutes | 242 |
| Base: Potential users |  |  |


| Number of times teletext was watched during week | MONTREAL ${ }^{1}$ | TORONTO |
| :---: | :---: | :---: |
|  | \% | \% |
| 1 | $\left.\begin{array}{l}22 \\ 16\end{array}\right] 38$ | $\left.\begin{array}{l}33 \\ 22\end{array}\right] 55$ |
| 3 4 | 17 14 141 | $\left.\begin{array}{l}15 \\ 13\end{array}\right] 28$ |
| 5 | 97 | 77 |
| 6 | 1230 | 217 |
| 7 | 4 5 | 3 3 |
| 8 or more | * | 3 2 2 |
| Total | 100 | 100 |
| Base: Teletext users | 190 | 142 |
| Average number of times users watched | 3.5 | 3.0 |

${ }^{1}$ There was no teletext service available in Montreal Thursday November 29th between 08.00 and 15.00 hours.
*Less than 0.5 per cent.
TABLE 17
DURATION OF VIEWING
SESSIONS IN MINUTES

| Duration in minutes | Viewing sessions |  |
| :---: | :---: | :---: |
|  | Montreal | Toronto |
|  | \% | \% |
| $1-5$ $6-10$ | $\left.\begin{array}{r}8 \\ 14\end{array}\right] 22$ | $22][46$ |
| $11-15$ $16-20$ | $\left.\begin{array}{l}18 \\ 16\end{array}\right] 34$ | 18 12 ${ }^{1}$ ] 30 |
| $21-25$ $26-30$ | $\left.\begin{array}{c}13 \\ 9\end{array}\right] 22$ | $\left.\begin{array}{l}9 \\ 4\end{array}\right] 13$ |
| $31-35$ $36-40$ | $\left.\begin{array}{l} 6 \\ 3 \end{array}\right] 9$ | $\left.\begin{array}{l}5 \\ 2\end{array}\right]$ |
| $41-45$ $46-50$ | $\left.\begin{array}{l} 3 \\ 3 \end{array}\right]$ | $2] 4$ |
| Over 50 Total | $\left.\frac{8}{100}\right] 8$ | $\left.\frac{2}{100}\right\rfloor 2$ |
| Base: Viewing sessions | 651 | 401 |
| Median | 19.0 | 11.4 |
| Mean | 23.2 | 15.2 |

Percentages do not necessarily add to 100 due to rounding.
about an hour with teletext in Montreal, but less than half an hour with teletext in Toronto. These latter figures may be compared with the amount of time spent listening to radio and watching television which averages around 24 hours a week for television and 18 hours a week for radio.

## FREQUENCY OF VIEWING, LENGTH OF SESSIONS

Turning to the number of times users ${ }^{1}$ in each city watched teletext (Table 16) one finds that Montreal users tended to use the magazine more frequently than did those in Toronto. While 30 per cent of the Montrealers watched teletext five or more times during the diary week, only 17 per cent of the Toronto users watched the system that frequently. Conversely, while 55 per cent of Toronto's users watched teletext only once or twice, 38 per cent of the Montrealers fell into that category. The averages for Montreal and Toronto were 3.5 and 3.0 times per week, respectively.

Each time an individual watched teletext, a viewing session was considered to have taken place. It is apparent from examining the length of those sessions that those in Toronto tended to be shorter than those in Montreal (Table 17). While 46 per cent of the Toronto sessions lasted 10 minutes or less, only 22 per cent of the Montreal sessions were that short; and While 45 per cent of the sessions in Montreal were 21 minutes or longer, only 26 per cent of the Toronto sessions fell into this category. Because there was a large variation in the duration of sessions, with some lasting well over 60 minutes, the median (the point which divides the data in half) gives the best idea of the length of the typical session. The median in Toronto was 11.4 minutes; in Montreal it was 19.0 minutes.

[^2]NUMBER OF PAGES ACCESSED
DURING VIEWING SESSIONS

| Number of pages accessed | Viewing sessions |  |
| :---: | :---: | :---: |
|  | Montreal | Toronto |
|  | \% | \% |
| $1-4$ $5-9$ | $\left.\begin{array}{r}9 \\ 11\end{array}\right] 20$ | $\left.\begin{array}{l}16 \\ 22\end{array}\right] 38$ |
| $10-14$ $15-19$ | $\left.\begin{array}{l}10 \\ 15\end{array}\right] 25$ | $\left.\begin{array}{l}13 \\ 14\end{array}\right] 27$ |
| $20-24$ $25-29$ | $\left.\begin{array}{l}11 \\ 10\end{array}\right] 21$ | $\left.\begin{array}{r}10 \\ 6\end{array}\right] 16$ |
| $\begin{aligned} & 30-34 \\ & 35-39 \end{aligned}$ | $\left.\begin{array}{l}4 \\ 6\end{array}\right] 10$ | $\left.\begin{array}{l}4 \\ 3\end{array}\right] 7$ |
| $40-44$ $45-49$ | $\left.\begin{array}{l}6 \\ 5\end{array}\right] 11$ | $\left.\begin{array}{l}3 \\ 3\end{array}\right] \quad 6$ |
| $50+$ <br> Total | $\left.\frac{13}{100}\right\rfloor \quad 13$ | $\frac{7}{100}$ I 7 |
| Base: Viewing sessions | 674 | 423 |
| Median <br> Mean | $\begin{aligned} & 21.4 \\ & 28.8 \\ & \hline \end{aligned}$ | $\begin{aligned} & \hline 14.3 \\ & 19.8 \\ & \hline \end{aligned}$ |

TABLE 19

VIEWING SESSIONS BY TIME OF DAY

| Time of day | MONTREAL | TORONTO |
| :---: | :---: | :---: |
|  | $\%$ | $\%$ |
| Sign-on 1 to $09: 59$ | 10 | 4 |
| $10: 00$ to $12: 59$ | 13 | 12 |
| $13: 00$ to $15: 59$ | 8 | 13 |
| $16: 00$ to $17: 59$ | 13 | 13 |
| $18: 00$ to $19: 59$ | 18 | 25 |
| $20: 00$ to 21:59 | 15 | 15 |
| $22: 00$ to 23:59 | 19 | 14 |
| $00: 00$ to sign-off1 | 3 | 4 |
| Total | 100 | 100 |
| Base: Viewing sessions | 672 | 423 |

${ }^{1}$ The sign-on and sign-off times varied throughout the week. In Montreal, sign-on was at approximately 08:00 each day but sign-off varied from 00:15 to 04:00. In Toronto, sign-on varied from 07:30 to 09:00 and sign-off varied from 02:00 to 03:35.

Percentages do not necessarily add to 100 due to rounding.

Given that the sessions in Montreal tended to last longer than those in Toronto it is not surprising that they tended to include a greater number of pages as well. Pages are the most basic measurable units of teletext content. They are of variable lengths, ranging from one to multiple television screens or 'leaflets' of information and graphics. Theoretically a page could consist of any number of leaflets, but in practice most had between one and three. Because of the variability in page size it would have been most desirable to measure use in leaflets rather than pages, but because the leaflets were not individually identified, their use could not be recorded in the diary. Table 18 indicates that 34 per cent of the viewing sessions in Montreal included 30 or more pages; only 20 per cent of the Toronto sessions included that many pages. And while 38 per cent of the Toronto sessions were fewer than 10 pages long the comparable figure for Montreal was 20 per cent. The medians - once again the best indication of a typical session - were 21.4 and 14.3 pages per session for Montreal and Toronto, respectively. If one averages out the total number of pages accessed in each city among users, one finds that in Montreal the average user accessed approximately 104 pages of teletext over the course of the week while Toronto's users accessed an average of 56 pages.

## TIME OF VIEWING SESSIONS

In examining the distribution of viewing sessions by time of day (Table 19) it is found that in both cities slightly more than half of the viewing sessions occurred in the evening during the six hour period from 18:00 hours to 23:59 hours. One difference between the two cities is that while Toronto displays a concentration of sessions occurring between 18:00 hours and 19:59 hours, Montreal's sessions tend to be more evenly distributed across the evening hours. In both cities, however, teletext use seems to have paralleled television use in that heaviest use occurred around prime television viewing time. It should be noted that a fairly large proportion of sessions occurred during the daytime as well. As

WEEKDAYS AND WEEKENDS

|  | MONTREAL | TORONTO |
| :--- | :---: | :---: |
| Weekdays - Monday to <br> Friday <br> (Average percentage <br> of sessions per day) | 74 | $\%$ |
| Weekends - Saturday <br> and Sunday <br> (Average percentage <br> of sessions per day) | $(14.8)$ | $(14.0)$ |
| Total | 100 | 26 |
| Base: Viewing sessions | 674 | 100 |

TABLE 21
NUMBER OF USERS PER HOUSEHOLD SESSION ${ }^{1}$

| Number of users | MONTREAL | TORONTO |
| :---: | :---: | :---: |
|  | $\%$ | $\%$ |
| 2 | 60 | 61 |
| 3 | 30 | 36 |
| 4 | 8 | 2 |
| Total | 100 | 100 |
| Base: Household <br> sessions | 462 | 339 |

[^3]well as being concentrated in the evening hours, viewing sessions were also more likely to occur on weekdays rather than weekends (Table 20). In both cities 74 per cent of the total number of sessions took place on weekdays while 26 per cent took place on Saturday or Sunday. Thus, on average, 14.8 per cent of the week's sessions occurred on each weekday while an average of 13 per cent took place on each of the two days during the weekend. Much of this small difference can probably be explained by the fact that there was less frequent updating of teletext content on weekends than during the week.

## WATCHING TELETEXT ALONE OR IN A GROUP

Most of the diary data presented in this report are based on individual behaviour. However, one interesting question about teletext viewing is whether it tends to be a solitary or group activity. When one examines the number of people present each time teletext was used during the diary Week, it is found that while the majority of sessions involved only one person, about 40 per cent were carried out with two or more individuals present (Table 21). Thus it seems that although the system is designed such that one individual controls the selection of pages and the pace at which they're read, this does not necessarily discourage the participation of others.

## VIEWING OF OTHER TELETEXT SERVICES

There was very little viewing of 'other' teletext services. In a letter that went out in the month preceeding the November diary, Montreal households were reminded that during network hours they could obtain the teletext services of the CBC English network and, as of that date, they could also tune to CBS teletext. Toronto households were informed that they could receive the CBC French network teletext services as well as those of the CBS network and TV Ontario.

In Montreal, only 3 per cent of the teletext users watched the English network teletext service during the diary week. None tuned to CBS. This viewing of 'other' teletext services constituted less than 1 per cent of all viewing sessions in Montreal. In Toronto, 10 per cent watched the TVO service, 1 per cent watched the CBS service and none viewed the CBC French service. In total, only 4 per cent of all viewing sessions in Toronto were to 'other' teletext services.

TABIE 22

HOW OFTEN VARIOUS METHODS
OF SEIECTING PAGES WERE USED

Question 12, FINAL ASSESSMENT INIERVIEW

| How often method used | Selected individual pages by number |  | Let pages roll by automatically without using any command (i.e. used scrolling method) |  |  |  | Used GO cormand to accelerate the presentation of the cycle |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | And read all or most pages |  | And read anly occasional page |  |  |  |
|  | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| Regularly | 50 | 57 | 29 | 32 | 8 | 9 | 59 | 64 |
| Occasionally | 35 | 36 | 42 | 40 | 32 | 26 | 20 | 22 |
| Hardly ever | 15 | 7 | 29 | 28 | 60 | 65 | 20 | 14 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: November diary household heads | 143 | 148 | 143 | 148 | 143 | 148 | 143 | 148 |

Percentages do not necessarily add to 100 due to rounding.

There are three main methods of calling up a page in the IRIS teletext magazine: by scrolling, by using the keypad GO button to speed up the scrolling action, and by using the keypad number buttons to go directly to a specific individual page. Each of these methods is described below:

Scrolling:
When scrolling, users let the pages of the cycle roll by automatically one after the other, at the set rate, which meant that during the fall phase of the trials each page remained on the screen for 15 seconds.

Using the Keypad GO button to Speed Up the Scrolling Action:
With this method users pressed the GO button on the keypad whenever they wanted to move on to the next page in the cycle. This allowed them to move through the cycle and spend less time on 'uninteresting' pages than if they were scrolling. It should be noted that when the users called up the next page using GO, the decoder responded almost instantaneously; however, if the users called up a specific page somewhere else in the cycle, using the number buttons, the decoder responded less quickly and it normally took up to 20 seconds for that page to appear.

Using the Keypad Number Buttons to Access a Specific Individual Page:
In contrast to the two methods just described, with this technique the users were not confined to viewing the teletext pages in a prescribed order. Rather, they could skip a portion of the magazine in order to call up only the specific pages that interested them.

During the Final Assessment Interview household heads were asked how often they used each of the three methods (Table 22). Interestingly, the two most popular methods were what could be termed the 'active participation' methods: the most popular was using the keypad number buttons to call up a specific page, and the second most popular was using the keypad G0 button to do a quick scroll. Each of these methods was used regularly by more than half of the household heads.

Question 13, FINAL ASSESSMENT INTERVIEW

| Method most often used | MONTREAL | TORONTO |
| :--- | :---: | :---: |
| Selected individual <br> pages by number <br> Let pages roll by <br> automatically <br> (i.e. used scrolling <br> method) | $\%$ | $\%$ |
| Used GO command to <br> accel <br> presentate the <br> cycle <br> Total | 22 | 66 |
| Base: November diary <br> household heads | 100 | 25 |

TABLE 24
use of teletext in relation TO TELEvision VIEWING

| When teletext was used | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Used teletext at the <br> beginning of TV viewing <br> (just after turning on set) | $\%$ | $\%$ |
| Used teletext in the middle <br> of TV viewing <br> Used teletext at the end of <br> TV viewing (just before <br> turning off set) <br> Used teletext without any <br> TV viewing <br> Total | 47 | 25 |
| Base: Viewing sessions | 16 | 42 |

Percentages do not necessarily add to 100 due to rounding.

Fewer than one third of the heads reported using straight scrolling regularly. Use of this method makes watching teletext similar to watching a cable information channel, and, by its nature, does not necessarily capture the uninterrupted attention of the viewer. The viewer might easily be involved in some other activity at the same time, letting the pages roll by as they will and only reading one from time to time. However, as indicated in Table 14, most heads did not read only the occasional page. Only 8 per cent of Montrealers and 9 per cent of Torontonians devoted less than full (or nearly full) attention when scrolling.

In addition to being asked how often they used each of the three methods, household heads were asked to indicate which of the three they used most often (Table 23). Clearly the most favoured method was using the keypad's numbered buttons to select specific individual pages. Forty-four per cent (44) of Montrealers and 66 per cent of Torontonians indicated having used this means of page selection most often. The next most popular means was using the keypad GO button to accelerate the scrolling action, with 34 per cent of the Montrealers and 25 per cent of the Toronto heads most of ten using that method. Finally, scrolling was the least often used method. Fewer than one quarter of Montreal heads and fewer than one tenth of those in Toronto indicated that their most frequently used method of page selecting was straight scrolling.

The data on methods of page selection suggest that while many household heads had a 'favourite' means of selecting pages, they did not necessarily always use the same method; they also used other means at least occasionally, if not regularly. It should also be pointed out that various combinations of methods could have been employed in a single session; for example, a user could have called up the first page of the sports section by the 'select by number' method, and, once that was done, carried on using the GO button.

TABLE 25

HOW OFTEN TELETEXT WAS USED DURING ADVERTISEMENTS AND DULL PARTS OF PROGRAMS

Question 12, FINAL ASSESSMENT INTERVIEW

| How often teletext was used | During <br> advertisements |  | During dull parts of programs |  |
| :---: | :---: | :---: | :---: | :---: |
|  | Montreal | Toronto | Montreal | Toronto |
|  | \% | \% | \% | \% |
| Regularly | 22 | 10 | 26 | 17 |
| Occasionally | 27 | 27 | 48 | 25 |
| Hardly ever | 52 | 63 | 27 | 58 |
| Total | 100 | 100 | 100 | 100 |
| Base: November diary household heads | 143 | 147 | 143 | 147 |

Percentages do not necessarily add to 100 due to rounding.

Because teletext technology is closely linked to television broadcasting, it is of interest to know how the patterns of viewing the two media interact. Table 24 presents the broad patterns of interaction which emerged from the November diary data. Clearly, in the great majority of cases, teletext viewing occurred in conjunction with television viewing.

Only 17 per cent of the Montreal sessions and 23 per cent of those in Toronto were isolated sessions, that is, sessions during which television was not watched either before or after teletext. A large plurality of teletext sessions occurred between television viewing. In Montreal 47 per cent of the sessions were preceded and followed by television viewing; in Toronto the comparable proportion was 42 per cent. In the remaining cases, teletext either preceded or followed television viewing.

Another question which arises when considering the interaction of teletext and television is what motivates people to turn from television to teletext. In order to gain some idea, November diary household heads were asked how often they used teletext "during advertisements" and "dull parts of programs". The responses indicate that while many users switched to teletext from lack of interest in the TV program they were watching, only 26 per cent of Montrealers and 17 per cent of Torontonians reported doing that "regularly" (Table 25). If those who did it "regularly" are grouped with those who did it "occasionally", however, 74 per cent of Montreal heads compared to only 42 per cent of Toronto heads are accounted for. This large variance between the cities might partly be explained by the fact that Toronto offers many more channel options in the viewer's mother tongue than Montreal does. ${ }^{1}$ Among the participants who thought of

[^4]TABLE 26

PRESENCE OF DEAF OR HEARING-IMPAIRED PERSON IN HOUSEHOLD

Question 10d, FENAL ASSESSMENT INTERVIEW

|  | MONTREAL | TORONTO |
| :--- | :---: | :---: |
| Deaf or hearing- <br> impaired present <br> No deaf or hearing- <br> impaired <br> Total | $\%$ | $\%$ |
| Base: November diary <br> households | $\underline{y}$ | 5 |

TABLE 27

REPORTED USE OF CLOSED CAPTIONING DURING COURSE OF FIELD TRIAL

Question 10a, FINAL ASSESSMENT INTERVIEW.

|  | MONTREAL | TORONTO |
| :--- | :---: | :---: |
| Used | $\%$ | $\%$ |
| Did not use | 22 | 8 |
| Don't know |  |  |
| Total | 75 | 91 |
| Base: November diary <br> households | -3 | 100 |

teletext as an 'alternate channel' when interest in a program waned, for Torontonians teletext was one of several alternatives while for Montrealers it was one of only a few.

The data concerning switching to teletext during commercials indicate that more than half of the respondents in each city hardly ever did so. Only 22 per cent of Montrealers and 10 per cent of Torontonians claimed to do this "regularly". This can partly be explained by the waiting-time required to go from television to teletext, and the added wait entailed in accessing a specific page. This process alone could take up to 30 seconds, or even longer if the reception were poor. Also, if users were tuned to a channel other than CBC/Radio-Canada, they would first need to change the channel, which would create even more of a wait. Add to this the reading time, and one can see that it would be very difficult to accomplish all this in the space of a commercial break.

## CLOSED CAPTIONING

One head from each of the November diary households was asked about the household's use of teletext's closed captioning feature. While less than 5 per cent of the heads indicated that their household included a deaf or hearing impaired individual, 22 per cent of the Montreal heads and 8 per cent of those in Toronto indicated that someone in their household had used the feature (Table 26 and 27). Any further meaningful analysis of closed captioning use was impossible because of the small number of households where the feature was actually used. It should be noted, however, that a few of the household heads volunteered opinions about the feature, and virtually all were positive.

TABLE 28
THE AGE AND SEX CHARACTERISTICS OF NON-USERS, LIGHT USERS AND HEAVY USERS OF TELETEXT

| Age and sex | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nonusers | Light users | Heavy users | Total | Nonusers | Light users | Heavy users | Total |
| Age | \% | \% | \% | \% | \% | \% | \% | \% |
| 7-17 years | 26 | 18 | 7 | 16 | 24 | 26 | 7 | 22 |
| 18-34 years | 35 | 51 | 39 | 42 | 35 | 29 | 25 | 31 |
| 35-54 years | 32 | 22 | 38 | 30 | 31 | 37 | 43 | 35 |
| 55 years and over | 8 | 11 | 17 | 12 | 11 | 7 | 25 | 12 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
|  | $\mathrm{V}=.18$, significant to .02 |  |  |  | $\mathrm{V}=.19$, significant to .01 |  |  |  |
| Sex |  |  |  |  |  |  |  |  |
| Females | 50 | 51 | 42 | 47 | 48 | 50 | 39 | 47 |
| Males | 50 | 49 | 58 | 53 | 52 | $\underline{.} 50$ | 61 | 53 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
|  | $\mathrm{V}=.08$, not significant |  |  |  | $\overline{\mathrm{V}}=.08$, not significant |  |  |  |
| Base: Potential users | 72 | 102 | 83 | 257 | 121 | 94 | 44 | 259 |

$V=$ Cramer's $V$, which is a measure of association based on Chi ${ }^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on Chi ${ }^{2}$. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

Percentages do not necessarily add to 100 due to rounding.

## SECTION 4

## WHO USED TELETEXT THE MOST

Thus far the report has examined the general patterns of teletext usage. This section will be concerned with the characteristics of different types of teletext users. The members of the Montreal and Toronto households that participated in the November diary were divided into three groups on the basis of how many times they used CBC teletext during the November diary week. Non-users consist of those who did not access the system at all. Light users participated in one to three viewing sessions, while heavy users accessed the system four or more times during the week. It was hoped that by profiling the different characteristics of these three groups some idea could be gained of what types of people would use a regular teletext system and what types would use it heavily or lightly. Three types of characteristics were examined: demographics, use of other media, and possession of other innovative technologies.

The data pertaining to age and sex were collected from all potential viewers, but all other data were available for household heads only. Therefore, that sub-group of potential users will constitute the sample for most of the analysis.

## DEMOGRAPHIC CHARACTERISTICS

The demographic data for non-users, light users and heavy users are contained in Tables 28 and 29. In general, the compositions of the three groups were fairly similar; however, there were some exceptions and it is around these exceptions that the discussion is focused.

With respect to age, heavy teletext users tended to be older than light users and non-users. In each city,heavy users contained a low proportion of individuals 17 years of age and under, and a high proportion of individuals 55 years or older. The latter tendency was stronger in Toronto than in Montreal. That children and teenagers tended not to be heavy users is hardly surprising given that the majority of the content in

TABLE 29
THE INCOME, OCCUPATIONAL, AND EDUCATIONAL CHARACTERISTICS OF NON-USERS, LIGHT USERS AND HEAVY USERS OF TELETEXT

| Income, occupation and education | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nonusers | Light users | Heavy users | Total | Nonusers | Light users | Heavy users | Total |
|  |  |  |  |  |  |  |  |  |
| Less than \$19,999 20,000-29,999 | $\left.\begin{array}{r}8 \\ 32\end{array}\right] 56$ | 197 | $\left.\begin{array}{l}17 \\ 22\end{array}\right] 71$ | $\left.\begin{array}{l}16 \\ 26 \\ 27\end{array}\right] 69$ | $\left.\begin{array}{l}0 \\ 2\end{array}\right] 13$ | 2 $16{ }^{2} 43$ | $\left.\begin{array}{l}8 \\ 8\end{array}\right]$ | $\left.\begin{array}{l}3 \\ 9\end{array}\right] 33$ |
| 30,000-39,999 | 16 | $27]$ | 32 | $27]$ | $11]$ | 25 | 31 | 21 |
| 40,000-49,999 | 327 | 77 | 197 | 187 | 297 | 197 | 217 | 237 |
| 50,000-59,999 | 545 | 727 | 629 | 632 | 2287 | 1158 | 1054 | 1568 |
| 60,000 or more | 8 | 13 | 4 | 8. | 36 | $\underline{28}$ | 23 | 30 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
|  | $\mathrm{V}=.16$, not significant |  |  |  | $\mathrm{V}=.32$, significant to .001 |  |  |  |
| Occupation |  |  |  |  |  |  |  |  |
| Professional/Executive | 25 | 19 | 23 | 22 | 53 | 47 | 31 | 45 |
| Sales/Clerical | 34 | 33 | 22 | 29 | 21 | 26 | 29 | 25 |
| Skilled labour | 19 | 26 | 22 | 23 | 7 | 10 | 31 | 14 |
| Unskilled labour | 6 | 9 | 11 | 9 | 4 | 5 | 0 | 3 |
| Homemakers | 16 | 13 | 20 | 17 | 16 | 12 | 9 | 13 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
|  | $\mathrm{V}=.15$, not significant |  |  |  | $V=.23$, significant to .05 |  |  |  |
| Highest level of |  |  |  |  |  |  |  |  |
| Elementary School | 87 |  | 77 | 67 | 27 |  | 07 | 17 |
| High School |  |  | 4475 | 4376 | 1940 | 2643 | 2663 | 2347 |
| Community College | 31] | $27]$ | 24 | 27] | $19]$ | 17. | 37 | $23]$ |
| University | $\underline{26}$ | $\underline{25}$ | 24 | 25 | 61 | 57. | 37 | 53 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
|  | $\mathrm{V}=.09$, not significant |  |  |  | $\mathrm{V}=.14$, significant to .05 |  |  |  |
| Base: Household heads | 38 | 55 | 69 | 162 | 55 | 57 | 39 | 151 |

$\mathrm{V}=$ Cramer's V , which is a measure of association based on Chi ${ }^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on Chi ${ }^{2}$. Where brackets appear, Chi ${ }^{2}$ was computed using the groupings indicated by the brackets. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

Percentages do not necessarily add to 100 due to rounding.
both magazines was adult oriented. That older people used teletext more heavily may partly be explained by the inclusion of retired persons (with greater amounts of leisure time) in the 55 or over category. However, more detalled breakdowns by age indicated that heavier use was also typical of those in this group who were below retirement age.

The data relating to sex indicate that while the sex distributions of non-users and light users were similar to that of the overall sample, heavy users had a greater tendency to be male. It should be noted that the sex differences displayed in the table were not statistically significant. However, the fact that the differences were consistent across the two cities and are supported by other teletext research ${ }^{1}$ leads one to believe that they are not a mere artifact of the samples.

The income, occupational and educational data for the Toronto household heads offer what are perhaps the most interesting demographic findings (Table 29). In that city, non-users included a comparatively large proportion of high income heads. Those living in a household with an annual income of $\$ 40,000$ or more constituted 87 per cent of the non-users while they accounted for only 68 per cent of all household heads. Conversely, the light and heavy user groups contained high proportions of lower and middle income respondents. Given these patterns, it is not surprising that Toronto's professionals and executives were over-represented among non-users and under-represented among heavy users, while skilled labourers were over-represented among the latter group and under-represented among the former.

[^5]Finally, non-users and light users in Toronto were much more likely than heavy users to have attended university. While 61 per cent and 57 per cent of the non-users and light users reported having at least some university education, only 37 per cent of the heavy users did so.

In Montreal, the occupational and educational data do not display any clear patterns analogous to those found in Toronto. The income data do indicate that high income respondents were over-represented among non-users. While high income heads constituted 45 per cent of that group, they accounted for only 27 per cent and 29 per cent of the light and heavy users, respectively. The differences in the Montreal data, however, are not statistically significant.

Why the Montreal and Toronto data are not consistent is not clear. However, in the latter city it seems that high status (i.e. high income, high educational attainment and high occupational status) household heads tended to use teletext less than lower status heads. Given that other data presented in the report suggest that the highly educated are more likely to be early adopters of teletext, and that high income groups will be the most able to afford the purchase of teletext decoders, it seems that those who are likely to first adopt the technology will not be heavy teletext users.

## USE OF OTHER MEDIA

The next two tables present data relating to the use of other media by the three groups of household heads. Respondents were divided into light and heavy users of various media on the basis of their self reported use of the media prior to having a teletext decoder installed in their homes. One should keep in mind that because these results pertain to media use before the introduction of teletext, they offer no direct indication of What effects teletext may have had upon the use of other media. In order to gain some idea of the potential effects, household heads were asked

TABLE 30
PERCENTAGE OF NON-USERS, LIGHT USERS AND HEAVY USERS OF TELETEXT WHO WERE HEAVY USERS OF TELEVISION AND RADIO

Questions 5, 10 and 11, POST-INSTALLATION INTERVIEW

| Use of TV and radio | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nonusers | Light users | Heavy users | Total | Nonusers | Light users | Heavy users | Total |
| Watch TV 3 or more hours per weekday | \% | \% | \% | \% | \% | \% | \% | \% |
|  | 59 | 49 | 70 | 60 | 12 | 28 | 45 | 26 |
|  | $V=.18$, significant at .07 |  |  |  | $\mathrm{V}=.30$, significant at .001 |  |  |  |
| Watch 6 or more TV news broadcasts from Monday to Friday | 38 | 45 | 65 | 53 | 32 | 51 | 57 | 46 |
|  | $\mathrm{V}=.23$, significant at .02 |  |  |  | $\mathrm{V}=.22$, significant at .02 |  |  |  |
| Listen to radio 2 or more hours per weekday | 53 | 62 | 50 | 54 | 33 | 33 | 48 | 37 |
|  | V=.11, not significant |  |  |  | $\mathrm{V}=.13$, not significant |  |  |  |
| Listen to 5 or more radio news broadcasts per weekday | 38 | 29 | 46 | 39 | 48 | 42 | 42 | 44 |
|  | $\mathrm{V}=.15$, not significant |  |  |  | $\mathrm{V}=.06$, not significant |  |  |  |
| Base: Household heads | 34 | 55 | 69 | 158 | 60 | 60 | 40 | 160 |

$V=$ Cramer's $V$, which is a measure of association based on Chi ${ }^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on $\mathrm{Chi}^{2}$. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.
if they used other media more, less, or about the same amount once the teletext decoder was installed in their homes. The resulting data appear in Table 32.

The most important finding relating to media use is that in both cities heavy teletext users were considerably more likely to be heavy television users as well (Table 30). In Toronto, 45 per cent of heavy teletext users versus 12 per cent and 28 per cent of non-users and light users reported watching television for 3 or more hours on the average weekday. In Montreal, the comparable figures were 70 per cent of heavy teletext users versus 59 per cent and 49 per cent of non-users and light users, respectively. As well as being heavier users of television generally, heavy teletext users were also more likely to be heavy users of television news. In both cities heavy teletext users reported watching 6 or more weekday television newscasts during the average week in significantly larger numbers than non-users and light-users. Thus, there seems to have been a relatively strong and consistent positive relationship between teletext use and the use of television and television news.

In contrast, there seems to have been no strong or consistent relationships between use of radio or radio news and use of teletext. While there are some differences among the three groups of household heads, they are quite minor, are not concordant across the two cities and are not statistically significant.

When one examines the data on the use of print media in Table 31, it is apparent that there is no marked relationship between the use of books or magazines and teletext use in either city. However, there does seem to be a relationship between the use of newspapers and teletext use in Montreal. In that city, both light and heavy users were considerably more likely than non-users to report reading newspapers seven days per week. Secondly, while the specific types of newspaper stories read by the three groups were found to be essentially similar, heavy users were more likely

TABLE 31

## LIGHT USERS AND HEAVY USERS OF TELETEXT WHO WERE HEAVY USERS OF BOOKS, MAGAZINES AND NEWSPAPERS

Questions 5, 6, 7, 8 and 9, POST-INSTALLATION INTERVIEW

| Use of books magazines and newspapers | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nonusers | Light users | Heavy users | Total | Nonusers | Light users | Heavy users | Total |
| Read newspaper <br> 7 days per week | \% | \% | \% | \% | \% | \% | \% | \% |
|  | 27 | 46 | 54 | 45 | 48 | 43 | 58 | 49 |
|  | $\mathrm{V}=.20$, significant to .03 |  |  |  | $\mathrm{V}=.11$, not significant |  |  |  |
| Read newspaper 1 or more hours per day | 35 | 31 | 48 | 39 | 30 | 20 | 28 | 26 |
|  | $\mathrm{V}=.13$, not significant |  |  |  | $\mathrm{V}=.10$, not significant |  |  |  |
| Read 12 or more types of news items regularly or frequently | 41 | 36 | 59 | 47 | 32 | 47 | 38 | 39 |
|  | $\mathrm{V}=.22$; significant to .03 |  |  |  | $\mathrm{V}=.14$, not significant |  |  |  |
| Read books or magazines l or more hours per day | 35 | 44 | 36 | 39 | 42 | 45 | 45 | 44 |
|  | $\mathrm{V}=.07$, not significant |  |  |  | $\mathrm{V}=.03$, not significant |  |  |  |
| Read 3 or more magazines regularly | 53 | 40 | 46 | 46 | 58 | 50 | 53 | 54 |
|  | V=.08, not significant |  |  |  | $V=.09$, not significant |  |  |  |
| Read 5 or more books in last 6 months | 26 | 42 | 42 | 39 | 57 | 67 | 55 | 60 |
|  | $\mathrm{V}=.13$, not significant |  |  |  | $\mathrm{V}=.10$, not significant |  |  |  |
| Base: Household heads | 34 | 55 | 69 | 158 | 60 | 60 | 40 | 160 |

$V=$ Cramer's $V$, which is a measure of association based on Chi ${ }^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on $\mathrm{Chi}^{2}$. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

TABLE 32

USE OF OTHER MEDIA WHEN HOUSEHOLD
had IELETEXT COMPARED TO PREvIOUS MEDIA USE

Question 16, FINAL ASSESSMENT INIERVIEW

| Used medium . . . | Television |  | Radio |  | Newspapers |  | Cable information stations |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| More | 15 | 15 | 1 | 10 | 1 | 10 | 7 | 6 |
| About the same amount | 77 | 76 | 89 | 82 | 84 | 80 | 66 | 64 |
| Less | 8 | 9 | 10 | 8 | 14 | 10 | 27 | 30 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: November diary household heads | 140 | 148 | 140 | 148 | 140 | 148 | 134 | 133 |

Percentages do not necessarily add to 100 due to rounding.
than the other two groups to report reading 12 or more types of news on a regular basis. Thus, heavy users in Montreal seem to have read more of their newspapers as well as reading them more of ten. Finally, given that they reported heavier reading, it is not particularly surprising that Montreal's heavy teletext users were also more likely to read their newspapers "for one or more hours per day" than were non-users and light users. While this latter difference is not statistically significant, it is in keeping with the previous findings.

The differences in newspaper use found in Montreal were not paralleled by the Toronto data. While the three groups in Toronto displayed some minor deviations in their reading of newspapers, those differences were neither consistent nor statistically significant. Why the two cities differed in this respect is an interesting and puzzling question which the present research is unable to answer.

Change in use of other media

Data on household heads' responses to a question asking them if their use of television, radio, newspapers and their cable information station had altered when they had teletext appear in Table 32. Initially an analysis was performed to discern whether the responses of non-users, light users and heavy users of teletext differed in any systematic way. Because there were no significant differences between the three groups, in the interest of economy of space, only the results for the three groups combined are reported.

With one exception, the patterns of media use of the great majority of household heads seem not to have been affected by the introduction of teletext into their homes. In Toronto, a small proportion (around 10 per cent) reported a decrease in use of newspapers and radio while a similar sized proportion reported an increase. This off-setting of one small proportion by another suggests that if minor changes in behaviour did
occur, they were probably not a result of having teletext in the home but a result of other lifestyle changes. In Montreal, the pattern is slightly different. The small proportion (10 and 14 per cent) that report a decrease in use of radio and newspapers is not paralleled by a similar sized proportion reporting an increase, an indication that teletext did have some slight effect, in a minority of cases, on the use of these two media in this city.

What is somewhat puzzling is that some household heads reported using television more than they did before they had their teletext decoders, or that this is not offset by a similar proportion reporting less use of television. That 15 per cent of the household heads in each city reported using television more may be accounted for by two explanations. First, they may have actually watched more televsion because after initially using their sets to access teletext they watched programs which they would not have watched otherwise. Or, alternately, their responses may simply reflect an increased use of their televition sets in order to access teletext.

The one exception to this general pattern of stability is the cable information channels. Not surprisingly, given the similarity between the IRIS magazines and the cable information stations, substantially greater proportions ( 17 per cent in Montreal and 30 per cent in Toronto) reported using- that information source less while their decoders were installed. That a few report greater use of this source may be explained by the fact that a converter, and therefore access to cable information channels, was added to some households along with the teletext decoder.

It must be remembered that these data are subjective and reflect the household heads' perceptions of their changes in behaviour. They are, however, interesting in as much as they suggest that, at least as far as the great majority of the trial participants themselves are concerned, there was very little change in their use of radio, television and news papers.

TABLE 33

MONTH OF DECODER INSTALLATION AMONG NON-USERS, LIGHT USERS AND HEAVY USERS OF TELETEXT

| Month decoder installed | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | NonUsers | Light Users | Heavy Users | Total | NonUsers | Light Users | Heavy Users | Total |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| March to August | 69 | 54 | 43 | 53 | 69 | 50 | 62 | 60 |
| September | 3 | 13 | 16 | 12 | 16 | 21 | 10 | 17 |
| November | 28 | 33 | 41 | 35 | 15 | 29 | 28 | 23 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
|  | $\mathrm{V}=.16$, significant to . 08 |  |  |  | $\mathrm{V}=.14$, not significant |  |  |  |
| Base: Household heads | 39 | 61 | 69 | 169 | 61 | 63 | 40 | 164 |

$V=$ Cramer's $V$, which is a measure of association based on Chi ${ }^{2}$. The closer the number is to 1.0 , the stronger the relationship. The test of significance was based on Chi' ${ }^{2}$. Differences were considered significant if there was at least a $90 \%$ chance that they were not a result of sampling error.

Percentages do not necessarily add to 100 due to rounding.

## POSSESSION OF OTHER INNOVATIVE TECHNOLOGICAL PRODUCTS

It was anticipated that frequency of teletext use might be related to the possession of other types of home technology. In order to discover whether or not this was the case, respondents were asked if they owned a number of technologically oriented household items Question 7, Post-Installation Interview). While the results are not presented in this report, it was found that teletext was related neither to ownership of individual products or specific types of products, nor to the number of technological products owned overall. Thus, although those who accepted the offer to participate in the trials were more likely to be technological innovators, as reported previously, once teletext was in their homes, owners of other innovative technologies used teletext no more frequently than non-owners did.

## THE NOVELTY EFFECT

Other teletext research has found that the recent introduction of the technology into a home produces a "novelty effect" on household members' use. ${ }^{2}$ In order to see whether the non-users and heavy users were differentiated by the amount of time the decoders were present in their homes, the decoder installation dates of the three groups were compared.

As Table 33 indicates, very slight novelty effects may have been operative in the two cities. In Montreal, there was a small over-representation of household heads whose decoders were installed in October or November among heavy users. In Toronto, there was an under-representation of this same group among non-users.

Thus, although the differences in Toronto were not statistically significant, it seems that a slight novelty effect may have differentiated the three groups in both cities.

[^6]
## TABLE 34

ATTITUDE TOWARD SEIECIED TECHNICAL DESIGN FEATURES OF TELETEXI AMONG NOVEMBER DIARY HOUSEHOLD HEADS

Question 20, POST-INSTALJATION INIERVIEW

|  | The written instructions are helpful |  | The numbering system of the teletext pages is confusing |  | It is difficult to figure aut how to use the keypad |  | It is difficult to read the teletext print |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| Strongly agree | 44 | 24 | 8 | 2 | 5 | 3 | 4 | 12 |
| Agree | 44 | 61 | 20 | 27 | 7 | 14 | 10 | 15 |
| Disagree | 5 | 12 | 38 | 58 | 37 | 63 | - 31 | 50 |
| Strongly disagree | 7 | 3 | 34 | 13 | 51 | 20 | 55 | 22 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Participating household heads | 158 | 147 | 158 | 153 | 158 | 153 | 159 | 155 |

Percentages do not necessarily add to 100 due to rounding.

## SECTION 5

## TECHNICAL PROBLEMS USING TELETEXT

The report will now turn to an examination of the degree to which the continuing household heads experienced difficulties in using teletext during the field trial. It will first examine the degree to which specific design features of teletext were considered easy to understand and use. Second, it will address the frequency with which technical problems were experienced and the extent to which they were annoying to the heads. As well, whether or not technical problems played a role in influencing some households to use teletext less than they otherwise would have will be considered.

## DESIGN FEATURES AND TECHNICAL PROBLEMS

Generally the design features of teletext were evaluated quite favourably (Table 34). Over 80 per cent of the household heads in each city found the written instructions they received on teletext use helpful in using the system. Similar proportions found no difficulty in using the teletext keypad. There was a substantial difference between the cities in the evaluation of the teletext print. While only 14 per cent of the Montrealers found the teletext print difficult to read, 27 per cent of the Toronto respondents did so. Most of this difference is probably due to the fact that in the early stages of the trial the Toronto text was generally presented in black and white whereas Montreal's and Toronto's subsequent presentation consisted of more easily read light lettering on coloured backgrounds. 1 In both cities a substantial proportion of respondents found the page numbering system confusing (28 per cent in Montreal and 29 per cent in Toronto). Of those design features asked about, the page numbering system was the least favourably evaluated.

[^7]FREQUENCY OF AND DEGREE OF ANNOYANCE WITH TECHNICAL PROBLEMS AMONG NOVEMBER DIARY HOUSEHOLD HADS

Question 11, FINAL ASSESSMENT INIERVIEW

|  | Could not get teletext at all |  | Decoder would not work when first turned on |  | Selected pages were too slow in coming up |  | Decoder stuck an a page/channel |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto | Montreal | Toronto |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| Had problem... |  |  |  |  |  |  |  |  |
| Quite often | 35 | 25 | 11 | 19 | 49 | 74 | 32 | 30 |
| Occasionally | 38 | 45 | 35 | 38 | 31 | 25 | 41 | 46 |
| Never | 28 | 30 | 54 | 44 | 20 | 1 | 27 | 25 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Degree of amoyance |  |  |  |  |  |  |  |  |
| Very annoying | 38 | 31 | 26 | 18 | 40 | 54 | 38 | 33 |
| Quite amnoying | 17 | 11 | 12 | 11 | 27 | 24 | 15 | 16 |
| Somewhat amnoying | 14 | 22 | 4 | 20 | 13 | 14 | 14 | 20 |
| Not at all annoying | 4 | 6 | 3 | 7 | 1 | I | 6 | 6 |
| Never had problem | 28 | 30 | 54 | 44 | 20 | 1 | 27 | 25 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Novenber diary household heads | 162 | 162 | 162 | 162 | 162 | 162 | 162 | 162 |

Percentages do not necessarily add to 100 due to rounding.

Turning to technical problems, large proportions of heads in both cities indicated experiencing the four problems that they were questionned about at least occasionally (Table 35). The pages being too slow in coming up was by far the most frequently mentioned problem and annoyed the largest proportion of respondents. Eighty (80) per cent of the Montrealers felt this was a problem occasionally or frequently, and 99 per cent of Torontonians did so. Furthermore, 67 per cent in Montreal and 78 per cent in Toronto found the problem very or quite annoying. In both cities the decoder's sticking on a page and "not being able to get teletext at all" were experienced by roughly 70 per cent of the household heads and about 50 per cent of the heads found the problems very or quite annoying. The least frequently experienced problem was the decoder not working when it first came on. In both cities about 50 per cent of the household heads experienced the problem, and 38 per cent and 29 per cent found it very or quite annoying in Montreal and Toronto, respectively.

In order to gain an objective measure of access times participants experienced during the trial, reception tests were performed by the interviewers at the time of the Post-Installation Interviews. The amount of time required to access each of four specified pages was measured and recorded for each household. Table 36 presents the distribution of the average amount of time required for each of four pages to appear. As this was an average measure, it included both shorter and longer access times. In nearly half the households ( 44 per cent in Montreal and 53 per cent in Toronto) the average access time exceeded 15 seconds. It should also be noted that these percentages were based on those who had the reception test performed. In 9 per cent of the Montreal cases and 18 per cent of those in Toronto the tests were not performed. In the majority of these cases it was indicated that the test could not be performed due either to major reception problems or to the decoder's not working at all. Thus, the access times noted above generally do not include those households where the decoders were functioning least well.


TABLE
average length of time taken to access each of FOUR SPECIFICALLY REQUESTED TELETEXT PAGES AMONG NOVEMBER DIARY HOUSEHOLD HEADS ${ }^{1}$

| Average number of <br> seconds | MONTREAL | TOTONTO |
| :---: | :---: | :---: |
| $6-9$ | $\%$ | $\%$ |
| $10-14$ |  |  |
| $15-19$ | 11 | 11 |
| $20-29$ | 19 | 14 |
| 30 or more | 10 | 38 |
| Total | 149 | 17 |

${ }^{1}$ Test completed by interviewers during POST INSTALLATION INTERVIEW.
${ }^{2}$ The most usual reason for not completing the test was that the set was not functioning.

Percentages do not necessarily add to 100 due to rounding.

TABLE
average lengit of time taken to access each of FOUR SPECIFICALLY REQUESTED TELETEXT PAGES BY NOVEMBER DIARY HOUSEHOLD HEADS ${ }^{1}$

| Seconds | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nonusers | Light users | Heavy users | Total | Nonusers | Light users | Heavy <br> users | Total |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| 6-9 | 11 | 13 | 11 | 11 | 15 | 8 | 8 | 11 |
| 10-14 | 28 | 54 | 46 | 44 | 45 | 40 | 25 | 38 |
| 15-19 | 22 | 19 | 17 | 19 | 25 | 36 | 42 | 34 |
| 20-29 | 11 | 8 | 14 | 11 | 15 | 16 | 19 | 17 |
| 30 or more | 28 | 6 | 12 | $14^{\circ}$ | 0 | 0 | 6 | 2 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Heads of November diary households in which test was completed | 36 | 48 | 65 | 149 | 47 | 50 | 36 | 133 |
| Percentage of November diary heads living in households in which test was not completed ${ }^{2}$ | 5 | 16 | 6 | 9 | 22 | 19 | 10 | 18 |
| Base: November diary household heads | 38 | 57 | 69 | 164 | 60 | 62 | 40 | 162 |

${ }^{1}$ Test completed by interviewers during POST-INSTALLATION INTERVIEW.
${ }^{2}$ The most usual reason for not completing the test was that the set was not functioning.

Percentages do not necessarily add to 100 due to rounding.

Under normal conditions, for magazines the size of the IRIS magazine, one might expect a maximum access time of 20 seconds, with an average of around 10 seconds. The results of the interviewers' test of reception suggests that in many cases technical problems resulted in longer than normal access times.

It was noted above that pages appearing too slowly was reported as the most frequently occurring problem as well as the most annoying. The very great volume of criticism that was directed towards this aspect suggests that even the normal average access time of 10 seconds might be considered too long. Indeed, other research has found that people complain of long accessing time when the average time required to access a page is only 6 or 7 seconds. 1

## EFFECTS OF TECHNICAL QUALITY ON FREQUENCY OF USING TELETEXT

Having found that technical problems seemed to be quite widespread among the samples, it was thought that poor technical quality might have been responsible for lowering teletext use among the household heads. If this had been the case, one might expect non-users to have experienced technical difficulties the most frequently, followed by light users and heavy users of teletext. Tables 37 and 38 present the relevant objective and subjective data respectively.

Turning to the results of the objective reception tests (Table 37) one finds only a few very minor differences among the three groups. The one notable exception is that in Montreal non-users were considerably more likely to have had decoders that took an average of 30 seconds or more to access each page ( 28 per cent of non-users versus 14 per cent of all November diary heads). This pattern, however, was not repeated in Toronto.

[^8]-

The data in Table 38 indicate that there was no strong or consistent relationship between frequency of use and the reported frequency of technical problems. ${ }^{1}$ Generally there is little variation between the three use groups, and in a number of cases where there are differences, those heads whom one would expect to have experienced the greatest number of problems (i.e. non-users) actually experienced the problems the least frequently.

With respect to those findings, it may simply be the case that those who used teletext more frequently had a greater likelihood of experiencing technical problems than did those who used the system very little. These data, therefore, are not necessarily reflective of the overall technical quality.

It should be noted, however, that while the data presented indicate no clear pattern of technical problems affecting teletext use, it seems an untenable position to conclude that they definitely did not. While one can certainly not conclude the opposite, the limitations of the data should be kept in mind. First, the questions about reception problems put to participants only evoked subjective indications of technical difficulties. Perceptual differences could very well have produced different subjective evaluations in cases where technical quality was objectively equivalent, or similar evaluations in cases where technical quality was very different. Secondly, because substantial numbers of objective tests could not be performed, the results of the timed page accesses are difficult to interpret with any degree of certainty. In addition, those tests that were completed reflect the performance of the decoders at only one point in time and the degree to which those results are reflective of the general performance of individual decoders is difficult to evaluate.

[^9]FREQUENCY OF AND DEGREE OF ANNOYANCE WITH TECHNICAL PROBLEMS AMONG NOVEMBER DIARY HOUSEHOLD HEADS

Question ll, FINAL ASSESSMENT INTERVIEW

|  | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nonusers | Light users | Heavy users | Total | Nonusers | Light users | Heavy users | Total |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| Had problem... |  |  |  |  |  |  |  |  |
| Quite often | 16 | 36 | 44 | 35 | 27 | 21 | 30 | 25 |
| Occasionally | 61 | 38 | 25 | 38 | 43 | 50 | 40 | 45 |
| Never | 24 | 25 | 32 | 28 | 30 | 29 | 30 | 30 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Degree of annoyance |  |  |  |  |  |  |  |  |
| Very annoying | 42 | 36 | 38 | 38 | 28 | 32 | 33 |  |
| Quite anroying | 11 | 25 | 13 | 17 | - 13 | 11 | 8 | 11 |
| Somewhat annoying | 16 | 13 | 13 | 14 | 25 | 21 | 20 | 22 |
| Not at all annoying | 8 | 0 | 4 | 4 | 3 | 7 | 10 | 6 |
| Never had problem | 24 | 26 | 32 | 28 | 30 | 29 | 30 | 30 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Decoder would not work when first turned on |  |  |  |  |  |  |  |  |
| Had problem... |  |  |  |  |  |  |  |  |
| Quite often | 5 | 18 | 9 | 11 | 27 | 19 | 5 | 19 |
| Occasionally | 50 | 33 | 28 | 35 | 35 | 40 | 38 | 38 |
| Never | 45 | 49 | 64 | 54 | 38 | 40 | $\begin{array}{r}58 \\ \hline\end{array}$ | 44 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Degree of annoyance |  |  |  |  |  |  |  |  |
| Very annoying | 24 | 33 | 22 | 26 | 18 | 21 | 13 | 18 |
| Quite annoying | 16 | 16 | 7 | 12 | 12 | 10 | 10 | 11 |
| Somewhat annoying | 8 | 2 | 4 | 4 | 25 | 19 | 15 | 20 |
| Not at all annoying | 8 | 0 | 3 | 3 | 7 | 10 | 5 | 7 |
| Never had problem | 45 | 49 | 64 | 54 | 38 | 40 | 58 | 44 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |

continued...

TABLE 38 (con'd)
Question 11, FINAL ASSESSMENT INTERVIEW

|  | MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Nonusers | Light users | Heavy users | Total | Nonusers | Light users | Heavy users | Total |
|  | \% | \% | \% | \% | \% | \% | \% | \% |
| $\frac{\text { Selected pages were }}{\text { too slow in coming up }}$ |  |  |  |  |  |  |  |  |
| Had problem... |  |  |  |  |  |  |  |  |
| Quite often | 42 | 52 | 51 | 49 | 85 | 66 | 70 | 74 |
| Occasionally | 37 | 31 | 28 | 31 | 13 | 32 | 30 | 25 |
| Never | 21 | 16 | 22 | 20 | 2 | 2 | 0 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Degree of annoyance |  |  |  |  |  |  |  |  |
| Very annoying | 32 | $42^{\circ}$ | 44 | 40 | 53 | 55 | 53 | 54 |
| Quite annoying | 34 | 29 | 20 | 27 | 17 | 26 | 33 | 24 |
| Somewhat annoying | 13 | 13 | 13 | 13 | 22 | 8 | 10 | 14 |
| Not at all annoying | 0 | 0 | 1 | 1 | 7 | 10 | 5 | 7 |
| Never had problem | 21 | 16 | 22 | 20 | 2 | 2 | 0 | 1 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Decoder stuck on a |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Had problem... |  |  |  |  |  |  |  |  |
| Quite of ten | 21 | 42 | 30 | 32 | 23 | 31 | 38 | 30 |
| Occasionally | 68 | 20 | 44 | 41 | 52 | 47 | 35 | 46 |
| Never | 11 | 38 | 26 | 27 | 25 | 23 | 28 | 25 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Degree of annoyance |  |  |  |  |  |  |  |  |
| Very annoying | 45 | 36 | 36 | 38 | 35 | 29 | 38 | 33 |
| Quite annoying | 21 | 16 | 12 | 15 | 18 | 19 | 8 | 16 |
| Somewhat annoying | 16 | 7 | 17 | 14 | 17 | 23 | 23 | 20 |
| Not at all annoying | 8 | 2 | 9 | 6 | 5 | 7 | 5 | 6 |
| Never had problem | 11 | 39 | 26 | 27 | 25 | 23 | 28 | 25 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base:November diary <br> household heads | 38 | 55 | 69 | 162 | 60 | 62 | 40 | 162 |

[^10]PART II

USE OF AND REACTION TO THE CONTENT OF THE IRIS MAGAZINES

## SECTION 6

## A DESCRIPTION OF THE CONTENT

IN THE IRIS MAGAZINES

This section is concerned with describing the content of the two IRIS magazines. First, it will define the units of content contained in the magazines. Secondly, it will describe the content of the two magazines' sections. And finally, it will present data relating to the number of pages and the frequency of updating in each of the sections.

## UNITS OF CONTENT

There are three major units of content in the IRIS magazines. They are pages, documents and sections. Each of the units is identified by a number; the lower the number the closer the unit is to the beginning of the magazine.

## Pages:

Pages are the most basic units of teletext content. They are of variable lengths, ranging from one to multiple television screens or 'leaflets' of information and graphics. Each page is denoted by a two digit decimal in conjunction with a whole number which indicates the document in which the page is located (e.g. l5.01). Theoretically, a page could consist of any number of 'leaflets', but in practice, most pages had between one and three leaflets. These leaflets are not numbered and, consequently, their use could not be recorded in the diary.

## Documents:

A document consists of a group of pages which present a common type of Information (e.g. Regional News, National News, International News...). A document is denoted by a whole number ranging from 1 to 99.

## Sections:

A section consists of one or more documents which deal with the same broad type of information. Sections are denoted by topic headings (e.g. News, Sports, On the Town...).

Example:
'News' was a section; it included documents 10 to 19. 'Regional News' was a document (numbered with whole numbers, e.g. 13). A regional news story was normally presented on a single page (e.g. 13.01). It consisted of one or more unnumbered leaflets.

## A GENERAL DESCRIPTION OF. THE SECTIONS' CONTENT

Before a detailed analysis of the content and use of the Montreal and Toronto services is performed, a brief description of the general types of information presented in the various sections of each magazine will be given. Throughout this and subsequent discussions of section content a distinction will be made between 'hard' and 'soft' information. 'Hard' information denotes content which has traditionally formed the backbone of Conventional media news, that is news, weather, sports and finance. 'Soft' information refers to content such as entertainment information, consumer news, community event schedules and general interest items.

In both Montreal and Toronto there were four sections which dealt with 'hard' information. In Montreal they were called Nouvelles, Sports, Vie économique and Météo. The corresponding sections in Toronto were News, Sports, Finance and Weather:

Nouvelles - Nëws:
Both of these sections appeared first in their respective teletext magazines. Both presented international, national, regional and local news stories, although News presented much less regional and local material than did Nouvelles. Perhaps the most marked difference between the two was that while Nouvelles was divided into a number of documents Which were devoted to a single type of news (e.g. Internationales,

Locales etc...) Toronto's News section presented all its news in one document and ordered the stories on the basis of news-worthiness rather than type of story. Nouvelles also included headines from local daily papers and a small number of feature stories which catered to general interest, rather than reporting the day's news events. News included neither of these features.

## Sports - Sports:

In Montreal, Sports appeared second in the magazine while in Toronto the comparable section was positioned third. In both cities the section featured sports news and major league schedules and results. In Montreal the section also included lottery results while the comparable Toronto section did not.

Météo - Weather:
Montreal's Méteo was presented fourth in the magazines whereas Weather was the second section in Toronto. Both sections presented detailed local, regional and national weather reports and forecasts. In Toronto, international daily temperatures were also reported.

Vie économique - Finance:
Vie-économique appeared third in Montreal while Finance was presented fourth in the Toronto magazine. Both sections included general
information on the stock market and Canadian dollar exchange rates. Montreal's section included a small number of economic news stories, while Toronto's included information on foreign exchange rates, gold and silver prices and the bond market.

[^11]Culture/Loisirs - On the Town:
Culture/Loisirs appeared fifth in the Montreal magazine while On the Town appeared seventh in Toronto. Both sections presented entertainment news as well as scheduling information about upcoming arts and entertainment events. Toronto's section also included some brief film and book reviews as well as gallery and restaurant listings. Montreal's section included local CBC television listings.

## Chroniques - Features:

Chroniques was the sixth section in Montreal while Features was the eighth in the Toronto Magazine. Both sections presented information relating to history, science and technology, as well as general knowledge quizzes. Features also included lottery results, while Chroniques presented items dealing with health and with tourism.

Consommation - At Home:
Consommation was eighth in the Montreal magazine, while At Home was the sixth section in Toronto. Both sections presented items dealing with consumer news and advice as well as general household and automobile maintenance hints. At Home also contained CBC radio and television schedules.

Urgences - Emergency:
These sections appeared last in their respective magazines. They both consisted of lists of phone numbers which could be dialed in the event of various emergency situations.

## Courrier:

Courrier was the seventh section presented in the Montreal magazine and had no comparable section in Toronto. It was filled with a wide range of government-supplied information ranging from information about government services to legal advice.

Agriculture/Pêche:
Appearing ninth in the Montreal magazine, Agriculture/Pêche had no equivalent section in Toronto. The section presented various pieces of information about the agricultural and fishing industries.

Community:
Community appeared fifth in the Toronto magazine and had no parallel section in Montreal. It presented listings of upcoming community events such as rummage and craft sales, seminars and lecturers, and dance classes.

## PAGE AVAILABILITY AND UPDATING

From November diary computer records it was possible to estimate the average number of pages contained in each section at any one point in time during the diary week. Those figures give an idea of how many pages were available during one viewing session, but they do not indicate how much information was slotted into those pages over the course of the entire week. Thus, while giving an idea of how 'thick' the sections were, these figures do not take into account how often the content of the pages was changed. Nevertheless, these figures are useful in that they give an overall profile of the magazine's composition.

In order to measure the number of times the content in each section was updated, the number of unique pages presented in each section during the diary week was counted. An estimate of the number of times each section's content was changed was derived by dividing the number of unique pages by the average number of pages available at any one time.

TABLE 39
PAGE AVAILABILITY
IN SECTIONS DURING DIARY WEEK

MONTREAL

| Section |  | Average number of pages available at any one time during diary week ${ }^{I}$ | Number of unique pages presented during the course of diary week | Averagenumber ofupdatesper pageduringdiary week |
| :---: | :---: | :---: | :---: | :---: |
| Number | Name |  |  |  |
| $10^{\prime \prime} \mathrm{s}$ | Nouvelles | 54.4 | 272 | 5.0 |
| $20^{\prime \prime} \mathrm{s}$ | Sports With Loterie | 27.7 | 103 | 3.7 |
|  | Without Loterie | 22.4 | 93 | 4.2 |
| $30^{\prime \prime} \mathrm{s}$ | Vie économique | 8.6 | 25 | 2.9 |
| $40^{\prime} \mathrm{s}$ | Météo | 13.3 | 149 | 11.2 |
| $50^{\prime} \mathrm{s}$ | Culture/Loisirs | 17.9 | 36 | 2.0 |
| $60^{\prime} \mathrm{s}$ | Chroniques | 17.7 | 32 | 1.8 |
| $70^{\prime \prime} \mathrm{s}$ | Courrier | 6.1 | 7 | 1.1 |
| $80^{\prime} \mathrm{s}$ | Consommation | 11.2 | 15 | 1.3 |
| $90^{\prime} \mathrm{s}$ | Agriculture/Pêche | 4.9 | 8 | 1.6 |
| 99 | Urgences | 1.0 | 1 | 1.0 |
| Total/Average for entire magazine |  | 162.8 | 648 | 4.0 |

lhe numbers in this column are actually the arithmetic means of the maximum number of pages avallable in each section on each day of the diary week.

On average, Montreal's magazine consisted of approximately 163 pages of information and graphics (Table 39). Slightly over one third of this total (54.4 pages) was accounted for by the "Nouvelles" section. No other section was nearly as large as this one. Sports was the next largest with approximately half the number of pages found in Nouvelles (27.7). It was followed by "Culture/Loisirs" and "Chroniques" with about 18 pages each, and by Météo and Consomation with 13.3 and 11.2 pages, respectively. The remaining sections all contained less than ten pages with Urgence being the smallest, containing only one page.

Overall, the pages in the Montreal magazine were updated an average of four times during the diary week. Météo's pages were updated most frequently, an average of about 11 times during the week. Thus, while the section was the sixth largest in terms of thickness, it offered the second largest number of unique pages (149) over the course of the week. Nouvelles was updated second most frequently with its pages being changed an average of 5 times during the week. This rate of updating resulted in 272 unique Nouvelles pages being presented. Nouvelles was followed by Sports with an average of 3.7 updates per page during the week and 101 unique pages.

The pages in all of the remaining sections were updated less than 3 times, on average. Culture/Loisirs, Chroniques and Consommation, which contained moderately high numbers of available pages, presented relatively low numbers of unique pages due to infrequent changes in their material. Urgence was not changed at all during the week, and, consequently, its number of unique pages was only one.

Toronto's magazine presents a different pattern of page availability than does Montreal's (Table 40). The total magazine was somewhat 'thinner' than Montreal's with an average of 147.1 pages available at any one time. The News section accounted for a far smaller proportion of the pages available ( 12 pages) than did Nouvelles (54.4 pages). In fact, News was only the sixth 'thickest' section in the magazine. Only Community,

TABLE 40

PAGE AVAILABILITY
IN SECTIONS DURING DIARY WEEK

TORONTO

| Section |  | Average number of pages available at any one time during diary week | Number of unique pages presented during the course of diary week | Average number of updates per page during <br> diary week |
| :---: | :---: | :---: | :---: | :---: |
| Number | Name |  |  |  |
| 10's | News | 12.0 | 221 | 18.4 |
| 20 s | Weather | 14.9 | 127 | 8.5 |
| 30 's | Sports | 25.3 | 256 | 10.1 |
| 40 's | Finance | 7.0 | 38 | 5.4 |
| 50 's | Community | 7.4 | 21 | 2.8 |
| 60 's | At Home | 17.5 | 46 | 2.6 |
| 70's | On The Town | 28.3 | 91 | 3.2 |
| 80 's | Features With Lotteries Without Lotteries | $\begin{aligned} & 33.7 \\ & 26.7 \end{aligned}$ | $\begin{aligned} & 98 \\ & 85 \end{aligned}$ | $\begin{aligned} & 2.9 \\ & 3.2 \end{aligned}$ |
| 99 | Emergency | 1.0 | 1 | 1.0 |
|  | tal/Average for ntire magazine | 147.1 | 899 | 6.1 |

${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each section on each day of the diary week.

Finance and Emergency were thinner, with averages of $7.4,7.0$ and 1.0 pages available at any one time. The Toronto magazine devoted about the same amount of space to Weather and Sports as was devoted to their comparable sections in Montreal; however, the largest average numbers of pages were allocated to Features (33.7) and On the Town (28.3), considerably more space than was devoted to the parallel sections on the French system.

Despite the fact that the Toronto magazine was thinner, it actually presented a greater number of unique pages (899) than did Montreal's (648). This is accounted for by a higher rate of updating (an average of 6.2 times vs. Montreal's 4.0 times).

The difference in updating between the two cities was most marked with regard to the sections dealing with news. While Montreal's 54.4 pages in Nouvelles were updated an average of 5.0 times during the week, Toronto's 12.0 News pages were updated an average of 18.4 times. Thus, even though Toronto's News was much thinner than Nouvelles, it actually presented nearly as many unique pages (221 vs. 272).

Sports was the second most frequently updated section. Its pages were changed an average of 10.1 times during the week, producing 256 unique pages. Weather followed Sports, with its pages being updated an average of 8.5 times over the course of the week. Finance pages were updated an average of 5.4 times, while the pages in all the other sections except Emergency were updated approximately two or three times over the week. Emergency was not updated at all, and therefore presented only one unique page during the diary week.

TABLE 4

REACH OF SECTIONS

| MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Section |  | Reach |  | Section |  | Reach |  |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of section <br> during diary week |  |  |  | Proportion of teletext users and potential users who accessed one or more pages of section <br> during diary week |  |
| Number | Name |  |  | Number | Name |  |  |
|  |  | Teletext users | Potential users |  |  | Teletext users | Potential users |
|  |  | \% | \% |  |  | \% | \% |
| 10's | Nouvelles | 91 | 67 | 10's | News | 71 | 39 |
| 20's | Sports |  |  | 20's | Weather | 80 | 44 |
|  | With Loterie | 65 | 48 |  |  |  |  |
|  | Without Loterie | 62 | 46 |  |  |  |  |
| 30 's | Vie économique | 43 | 32 | 30's | Sports | 63 | 34 |
| 40's | Météo | 67 | 49 | 40's | Finance | 35 | 20 |
| 50's | Culture/Loisirs | 63 | 44 | 50 's | Community | 37 | 20 |
| 60's | Chroniques | 57 | 43 | 60's | At Home | 42 | 23 |
| 70's | Courrier | 41 | 30 | 70's | On the Town | 46 | 25 |
| 80's | Consonmation | 45 | 33 | 80's | Features |  |  |
|  |  |  |  |  | With Lotteries | 50 | 27 |
| 90's | Agriculture/Pêche | 25 | 19 |  | Without Lotteries | 36 | 20 |
| 99 | Urgences | 17 | 12 | 99 | Emergency | 2 | 1 |
| Bas | for percentages | Number of users $=190$ | Number of potential users= 257 |  | for percentages | Number of users= 142 | Number of potential users= 259 |

## SECTION 7


#### Abstract

One approach to evaluating the relative success or appeal of the various sections and documents in the IRIS magazines is to measure how widely and how heavily they were used during the field trial. Reach measures the proportion of individuals who viewed a section or document at least once during the diary week while an estimate of the average number of pages accessed by teletext users gives an indication of how heavily a portion of content was used.


## THE USE OF SECTIONS

It is possible to express the number of individuals who watched each teletext section at least once during the week as a proportion of potential users or as a proportion of users. Potential users are all those aged seven or more who lived in households that returned a November diary. Users are those in the households who used teletext at least once during the week. The percentages based on users and potential users have both been tabulated (Table 41); however, because the overall patterns of reach resulting from the two tabulations are similar, the discussion will be restricted to reach among users. It should first be noted, however, that the lower reach figures among potential users in Toronto are reflective of the fact that there were proportionally fewer users in that city than in Montreal. In Montreal, 74 per cent of the potential users watched teletext during the November diary week, whereas in Toronto only 55 per cent of the potential users did so.

In both cities the sections dealing with news, weather and sports reached more users than any of the other sections. In Montreal, Nouvelles had by far the largest reach with 91 per cent, followed by Météo and Sports with 67 per cent and 65 per cent, respectively. Toronto differed somewhat in

TABLE 42
PAGE AVAILABILITY AND PAGES ACCESSED IN SECTIONS DURING DIARY WEEK

MONTREAL

| Section |  | Av erage number of pages available at any one time during diary week | Number of unique pages presented during the course of diary week | Average number of updates per page during diary Week | Av erage number of pages accessed per user during <br> diary week |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Number | Name |  |  |  |  |
| 10's | Nouvelles | 54.4 | 272 | 5.0 | 57.9 |
| 20's | Sports |  |  |  |  |
|  | With Loterie | 27.7 | 103. | 3.7 | 12.3 |
|  | Without Loterie | 22.4 | 93 | 4.2 | 10.3 |
| 30 s | Vie économique | 8.6 | 25 | 2.9 | 2.8 |
| 40's | Météo | 13.3 | 149 | 11.2 | 8.2 |
| 50's | Culture/Loisirs | 17.9 | 36 | 2.0 | 7.3 |
| 60's | Chroniques | 17.7 | 32 | 1.8 | 8.0 |
| 70's | Courrier | 6.1 | 7 | 1.1 | 2.0 |
| 80's | Consommation | 11.2 | 15 | 1.3 | 3.9 |
| 90's | Agriculture/ Pêche | 4.9 | 8 | 1.6 | 1.2 |
| 99 | Urgences | 1.0 | 1 | 1.0 | 0.2 |
| Total/Average for entire magazine |  | 162.8 | 648 | 4.0 | 103.8 |

[^12]that News reached only 71 per cent of teletext users and was surpassed by Weather with an 80 per cent reach. Thus, it seems that News appealed to a substantially lower proportion of users than did Nouvelles. As well, it may be that Toronto's weather fared better than Montreal's Météo because it was closer to the front of the magazine. The reach of Sports among users was very close to the Montreal equivalent's at 63 per cent. In both cities the sections dealing with financial news had very low reaches compared to the other 'hard' information sections. In Montreal, Vie économique was viewed by only 43 per cent of users while Toronto's Finance had a slightly lower reach of 35 per cent.

Most other sections in the two cities had relatively low reaches. The major exception is that Culture/Loisirs in Montreal had a reach of 63 per cent, attracting almost as high a percentage of users as Sports, the section it followed in the magazine. "On the Town", Toronto's comparable section, reached only 46 per cent of users. In Toronto, Features had the highest reach of any of the 'softer' sections with 50 per cent of users, while Montreal's Chroniques section was viewed by a respectable 57 per cent of users during the week. It should be noted, however, that when the reach for Features is calculated with the Lotteries document excluded, the section's reach is very similar to the reaches of the other soft sections. In both cities the sections presenting emergency information reached very few users, although Urgences did slightly better with a 17 per cent reach compared to Emergency's 2 per cent. In Montreal, Agriculture/Pêche also had a very low reach of 25 per cent. That is not at all surprising given the urban composition of the sample.

Turning to heaviness of use (Tables 42 and 43), one finds that in Montreal the average user watched approximately 104 pages during the course of the November diary week. Over half of the pages accessed were in the Nouvelles section (57.9 pages). Sports followed with 12.3 pages, while

TABLE 43

PAGE AVAILABILITY AND PAGES ACCESSED IN SECTIONS DURING DIARY WEEK

TORONTO

| Number | Section | Average number of pages available at any one time during diary week ${ }^{1}$ | Number of unique pages presented during the course of diary week | Average number of updates per page during <br> diary Week | Average number of pages accessed per user during <br> diary week |
| :---: | :---: | :---: | :---: | :---: | :---: |
| $10^{\prime \prime} \mathrm{s}$ | News | 12.0 | 221 | 18.4 | 11.9 |
| $20^{\prime \prime} \mathrm{s}$ | Weather | 14.9 | 127 | 8.5 | 10.4 |
| $30^{\prime \prime} \mathrm{s}$ | Sports | 25.3 | 256 | 10.1 | 10.3 |
| $40^{\prime} \mathrm{s}$ | Finance | 7.0 | 38 | 5.4 | 2.1 |
| $50^{\prime \prime} \mathrm{s}$ | Community | 7.4 | 21 | 2.8 | 2.5 |
| $60^{\prime} \mathrm{s}$ | At Home | 17.5 | 46 | 2.6 | 4.5 |
| $70^{\prime \prime}$ | On The Town | 28.3 | 91 | 3.2 | 6.1 |
| $80^{\prime} \mathrm{s}$ | Features With Lotteries Without Lotteries | $\begin{aligned} & 33.7 \\ & 26.7 \end{aligned}$ | $\begin{aligned} & 98 \\ & 85 \end{aligned}$ | $\begin{aligned} & 2.9 \\ & 3.2 \end{aligned}$ | $\begin{aligned} & 8.4 \\ & 6.8 \end{aligned}$ |
| 99 | Emergency | 1.0 | 1 | 1.0 | 0.02 |
|  | tal/Average for tire magazine | 147.1 | 899 | 6.1 | 56.2 |

${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each section on each day of the diary week.
${ }^{2}$ Number is less than . 05 .

Météo, Chroniques and Culture/Loisirs had $8.2,8.0$ and 7.3 pages accessed per user over the course of the week. The remaining sections all had less than 5 pages accessed per user, Urgence having the smallest number with an average of 0.2 pages accessed.

The average user in Toronto accessed only 56 pages, about half the number watched by the average Montreal user. Most of this difference can be accounted for by differences in accessing pages in the sections dealing with news. On average, only 12 pages of news were watched by Toronto users compared to 58 by Montreal users. The remainder of the Toronto sections display average numbers of pages accessed comparable to their parallel sections in the Montreal magazine. The comparative figures (rounded to the nearest whole number) are summarized below:

Average Number of Pages
Accessed Per User

| MONTREAL |  | TORONTO |  |
| :---: | :---: | :---: | :---: |
| Nouvelles | 58 | News | 12 |
| Sports ${ }^{1}$ | 10 | Sports | 10 |
| Vie économique | 3 | Finance | 2 |
| Météo | 8 | Weather | 10 |
| Culture/Loisirs | 7 | On the Town | 6 |
| Chroniques | 8 | Features ${ }^{1}$ | 7 |
| Consommation | 4 | At Home | 5 |
| Urgence | * | Emergency | * |

TExcluding Loterie/Lotteries.
*Less than 0.5.

It should be noted that while the overall broad patterns of popularity appear similar, whether one uses reach or number of pages accessed as a measure, in some instances the two produce quite different results. For instance, in Toronto's Finance and Features (without Lotteries) both reached about 35 per cent of the cities' users; however, while Features had an average of 6.8 pages accessed per user, Finance had only 2.1 accessed per user. Thus, while the sections reached equally large portions of users, fewer pages of Finance were read.
.

The constellation of factors which influenced the number of pages accessed in a section included the degree of interest in the material covered, the position of the section in the magazine and the number of pages available in the section at any one time. The processes through which these and other factors influenced the use of sections were no doubt subtle and complex.

THE USE OF DOCUMENTS

Thus far, this section has concentrated on the use of sections in the IRIS magazines. It will now turn its attention to the use of documents. Tables 44 and 45 present the percentages of users and potential users reached by each document at least once during the November diary week. Since there is a great amount of detailed information, the discussion will be restricted to the highlighting of a few key points. The very detailed data relating to page availability and use are not dealt with in this section, but appear in tabular form in Appendix A. As with the use of sections, the discussion will be restricted to reach among users. Finally, while data on advertisements appear in the Toronto table, they will not be dealt with here, but rather in the next section of the report.

Perhaps the most marked pattern apparent from the tables is the considerable variation of document reach within individual sections. For example, within Nouvelles the reaches ranged from 44 per cent (A la une) to 85 per cent of users (Internationales). Similarly in Toronto, the reaches of the Weather documents ranged from 68 per cent (Weather Outlook) to 28 per cent (Weather Tables). One interpretation of these wide variations is that they reflect a good deal of selectivity on the part of teletext users in choosing which documents they viewed. It seems that rather than reading through an entire section, many users called up specific documents and passed over others within the same section. This suggestion is supported by the household heads' own reports of using this method of selecting individual pages a large part of the time (see Tables 22 and 23).

REACH OF DOCUMENTS
MONTREAL

| Document/Section |  | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Document number | Name | Teletext users | Potential users |
|  |  | \% | \% |
| 10 | Nouv elles-Index | 50 | 37 |
| 11 | Manchettes | 52 | 38 |
| 12 | Internationales | 85 | 62 |
| 13 | Nationales | 73 | 54 |
| 14 | Régionales | 68 | 50 |
| 15 | Locales | 67 | 50. |
| 17 | A la une | 44 | 33 |
| 18 | Générales | 53 | 39 |
| 19 | Document spécial <br> Entire Nouvelles section ${ }^{1}$ | 46 | 34 |
|  |  | 91 | 67 |
| 20 | Sports-Index | 46 | 34 |
| 21 | Manchettes | 32 | 23 |
| 22 | Nouvelles | 53 | 39 |
| 23 | Résultats | 43 | 32 |
| 24 | Horaires | 23 | 16 |
| 28 | Loteries <br> Entire Sports section | 32 | 23 |
|  |  | 65 | 48 |
| 30 | Vie économique-Index | 28 | 21 |
| 31 | Nouvelles | 12 | 9 |
| 32 | Bourse | 29 | 22 |
| 33 | Les Changes | 23 | 18 |
| 37 | Publicité-Sociétal <br> Entire Vie économique section | 25 | 19 |
|  |  | 43 | 32 |
| 40 | Météo-Index | 47 | 35 |
| 41 | Nationale | 37 | 27 |
| 42 | Régionale | 41 | 31 |
| 43 | Locale <br> Entire Météo section | 52 | 38 |
|  |  | 67 | 49 |

continued...

MONTREAL (cont'd)

| Document/Section |  | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Number | Name | Teletext users | $\begin{gathered} \text { Potential } \\ \text { users } \\ \hline \end{gathered}$ |
| $\begin{aligned} & 50 \\ & 52 \\ & 53 \\ & 54 \\ & 55 \\ & 56 \\ & 58 \\ & 59 \end{aligned}$ | Culture/Loisirs-Index <br> Cinéma <br> Théâtre <br> Littérature <br> Musique <br> Arts Plastiques <br> Evénements <br> Ici Radio-Canada <br> Entire Culture/Loisirs Section | \% | \% |
|  |  | $\begin{aligned} & 35 \\ & 45 \\ & 33 \\ & 28 \\ & 26 \\ & 28 \\ & 21 \\ & 31 \\ & \hline \end{aligned}$ | $\begin{aligned} & 25 \\ & 33 \\ & 24 \\ & 21 \\ & 19 \\ & 21 \\ & 15 \\ & 23 \\ & \hline \end{aligned}$ |
|  |  | 63 | 44 |
| $\begin{aligned} & 60 \\ & 61 \\ & 63 \\ & 64 \\ & 65 \\ & 68 \\ & 69 \end{aligned}$ | Chroniques-Index Science <br> Nouv eauté <br> Société <br> Santé/bien-atre <br> Tourisme <br> Pour le curieux <br> Entire Chroniques section | 29 <br> 37 <br> 38 <br> 31 <br> 30 <br> 29 <br> 38 | 22 <br> 27 <br> 28 <br> 23 <br> 22 <br> 22 <br> 28 |
|  |  | 57 | 43 |
| $\begin{aligned} & 70 \\ & 71 \\ & 73 \\ & 74 \end{aligned}$ | Courrier-Index <br> Babillard <br> De Québec <br> Chez Nous <br> Entire Courrier section | 28 33 18 27 | 21 24 13 20 |
|  |  | 41 | 30 |
| $\begin{aligned} & 80 \\ & 81 \\ & 83 \\ & 84 \\ & 86 \\ & 87 \end{aligned}$ | Consommation-Index Alimentation Auto/Transport Utilités Rapports de tests Guide d'achats <br> Entire Consommation section | 26 <br> 29 <br> 35 <br> 25 <br> 18 <br> 27 | 20 <br> 22 <br> 25 <br> 19 <br> 13 <br> 20 |
|  |  | 45 | 33 |
| $\begin{aligned} & 90 \\ & 91 \\ & 92 \\ & 93 \end{aligned}$ | Agriculture/Pêche-Index <br> La Ferme (Nouvelles) <br> Les Bestiaux <br> Les Marchés <br> Entire Agriculture/Pêche Section | 17 12 16 6 | 12 9 12 4 |
|  |  | 25 | 19 |
| 99 | Urgences | 17 | 12 |
|  | ase for percentages | Number of users= 190 | Number of potential users= 257 |

[^13]TABLE 45
REACH OF DOCUMENTS
TORONTO

| Document/Section |  | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Document number | Name | Teletext users | Potential users |
|  |  | \% | \% |
| 11 | News | 71 | 39 |
| 20 | Weather Headline | 67 | 37 |
| 21 | Weather Synopsis | 63 | 34 |
| 22 | Weather Outlook | 68 | 37 |
| 23 | Weather Maps | 51 | 29 |
| 24 | Weather Tables | 28 | 15 |
| 27 | Advertisement | 26 | 14 |
| 28 | Advertisement <br> Entire Weather Section ${ }^{1}$ | 11 | 7 |
|  |  | 80 | 44 |
| 30 | Sports Headline | 49 | 27 |
| 31 | National Sports Scores | 37 | 20 |
| 32 | National Sports News | 49 | 26 |
| 33 | National Sports Games | 34 | 19 |
| 3439 | National Sports Schedules | 26 | 14 |
|  | Advertisement <br> Entire Sports Section | 18 | 10 |
|  |  | 63 | 34 |
| 40 | Finance Headline | 29 | 15 |
| 41 | Dollar | 27 | 15 |
| 42 | Foreign Exchange | 25 | 13 |
| 43 | Gold and Silver | 28 | 15 |
| 44 | Bonds | 18 | 10 |
| 45 | Toronto and New York Stocks Entire Finance Section | 20 | 11 |
|  |  | 35 | 20 |
| $\begin{aligned} & 50 \\ & 51 \\ & 58 \end{aligned}$ | Community Headline <br> Community Billboard <br> Advertisement <br> Entire Community Section | 22 | 12 |
|  |  | 35 | 19 |
|  |  | 10 | 5 |
|  |  | 37 | 20 |

continued...

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TORONTO (cont'd)
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| Document/Section |  | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Document number | Name | Teletext users | $\begin{gathered} \text { Potential } \\ \text { users } \end{gathered}$ |
| $\begin{aligned} & 60 \\ & 61 \\ & 62 \\ & 64 \\ & 66 \\ & 69 \end{aligned}$ | At Home Headline CBC Program Schedules At Home Material Advertisement Advertisement Advertisement <br> Entire At Home section | 25 <br> 26 <br> 36 <br> 19 <br> 13 <br> 12 | $\begin{array}{r} 14 \\ 14 \\ 20 \\ 11 \\ 7 \\ 7 \\ \hline \end{array}$ |
|  |  | 42 | 23 |
| $\begin{aligned} & 70 \\ & 72 \\ & 73 \\ & 74 \\ & 75 \\ & 78 \\ & 79 \end{aligned}$ | On the Town Headline <br> Entertainment News <br> Entertainment Notes <br> Reviews <br> Dining Out <br> Advertisement <br> Advertisement <br> Entire On The Town section | 23 27 19 27 18 13 11 | 13 15 11 14 10 7 5 |
|  |  | 46 | 25 |
| $\begin{aligned} & 80 \\ & 82 \\ & 83 \\ & 84 \\ & 85 \\ & 87 \end{aligned}$ | Features Headline Lottery Results Children's Material Games Features Advertisement <br> Entire Features section | 27 29 20 32 30 13 | $\begin{array}{r}14 \\ 15 \\ 11 \\ 17 \\ 16 \\ 8 \\ \hline\end{array}$ |
|  |  | 50 | 27 |
| 99 | Emergency | 2 | 1 |
|  | Base for percentages | Number of users= 142 | Number of potential users $=259$ |

${ }^{1}$ The reach of an entire section is not equal to the sum of the reaches of its constituent documents.

The above interpretation is also supported by the comparatively high reaches enjoyed by the Headline and Index documents. Relative to the other documents in their sections, these documents, which served as tables of content, generally reached high proportions of users. For instance, in Montreal, the Sports-Index document had the second highest reach in the section while Finance-Headline in Toronto reached more users than any other document in that section. It seems that many users may have relied on these documents to identify the locations of specific pieces of information within the section.

Another possible explanation of the variation of document reaches within sections is that users started scrolling through all the documents of a section but because of boredom or fatigue were prone to leave a section before all documents were viewed. If this were the case, one would expect the reach of documents to decline the further they were located from the beginning of the section. Some of the sections, particularly the larger ones, do display this general pattern of declining document reach. For example, the reach of documents in Nouvelles declined from an 85 per cent reach for document 12 to a 46 per cent reach for document 19 (the larger the number, the further from the front of the section the document appeared). Similarly, within Toronto's Weather section there was a general decline from 67 per cent for document 20 to 28 per cent reach of document 24 .

It should be noted, however, that the above pattern is not universally operative. In fact, in some sections the reaches of documents seem to have increased the further on in the section they were placed. Thus, the reaches for documents 41,42 and 43 in Météo (Nationale, Régionale, and Locale) were 37 per cent, 41 per cent and 52 per cent of users, while in Toronto's At Home section the reaches of documents 60,61 and 62 (At Home Headline, CBC Program Schedules and At Home Material) were 25 per cent, 26 per cent and 36 per cent, respectively. These sections of the magazines were relatively short, but even In the larger sections there were marked exceptions to the pattern of decreasing reaches. Pour le curieux was the seventh document in the Chroniques
section but reached the highest number of users; correspondingly, Games and Features were the 4 th and 5 th documents in Toronto's Features section but enjoyed the second and first highest reaches, respectively. Thus, it seems that the contents of documents had the potential to counteract the documents' placement in the section and affect the number of users it reaches.

No doubt both content and placement played important roles and interacted in subtle and complex ways to influence a given document's usage. However, while the data suggest broad tendencies in their effect on individuals' use, very detailed tests would have to be performed before a sufficient understanding of their effects could be realized.

Below, those documents which reached strikingly high or low proportions of users in comparison to the rest of the documents in their sections are highlighted:

In Nouvelles, the document presenting newspaper headlines (A la une) and those presenting general feature stories (Générales and Document spécial) reached fewer users than those documents presenting the day's news stories. It should be noted that Internationales enjoyed the highest reach in this section ( 85 per cent of users) despite the fact that household heads indicated that they wanted local and national news on a regular teletext system more strongly than they wanted international news (see Table 50). No doubt this disparity between wants and use was a result of the fact that the Internationales document preceded the Nationales and Régionales documents in the Nouvelles section.

In both cities, those documents dealing with sports news (document 22 in Montreal and document 32 in Toronto) reached comparatively high proportions of users while the documents presenting sports schedules (document 24 in Montreal and document 34 in Toronto) had very low reaches.

In Montreal, the Nouvelles document in Vie économique reached the fewest users despite the fact it was the first document to appear after the section's index. This suggests that users wanted to see economic news much less than they did economic statistics, of which the rest of the section was comprised. There was no comparable document in Toronto.

In both cities the local weather reports (document 43 in Montreal and documents 21 and 22 in Toronto) reached higher percentages of users than the documents dealing with other weather information. That greater proportions of users were interested in local weather information is hardly surprising.

In Culture/Loisirs, Cinema was by far the document with the highest reach; it was also the first to appear after the section's index. In Toronto's On the Town section, Entertainment News and Reviews reached the highest proportions of users.

Finally, in Toronto's Features section, Children's Material reached fewer users than any other document. This is not surprising, given the specialized nature of its appeal and the relatively small number of children among teletext users.

Overall, Montreal's magazine was used more than Toronto's. The major difference between the two cities with regard to use of sections was that, both in terms of reach and number of pages accessed, Montreal's Nouvelles section was used more heavily than News section in Toronto. It is tempting to conclude that this difference was due to the relative thickness of the two sections. Toronto's News section undoubtedly did suffer because of its tendency to present a few frequently updated stories. Indeed, knowing that the average frequency of watching teletext in that city was 3.0 times per week, it seems that there was no compelling reason to change stories quite that frequently. Montreal's pattern of introducing new stories while retaining older material (thus presenting a thicker if less current section) seems to have attracted greater use of
its section. Thus, presenting a greater volume of news by retaining stories for longer periods of time may have helped to increase use in Toronto.

As a qualifier to the above, it should be noted that during the June diary, use in Montreal was also greater than use in Toronto. And while the two cities made roughly the same number of news pages available at any one time, use of the News section was considerably lower than use of Nouvelles (see Tables C-6 and C-7 in Appendix C). In June, both magazines presented roughly 36 pages of news but the average Montrealer read 36 pages over the week while the average Torontonian read only about 14 pages. Data on updating during the June diary week are not available. However, the data that is available indicates that the relative thickness of the two sections was not the only factor responsible for lower use of News in Toronto during the November diary.

With respect to the use of documents, two patterns emerge. First, it is evident from the data that users discriminated in their choice of documents rather than letting an entire section roll by. And second, both content and placement within a section seemed important determinants of a document's reach.

TABLE 46

HOW INTERESTING TELETEXT CONTENT WAS FOUND TO BE

Question 7a, FINAL ASSESSMENT INTERVIEW

| The content was... | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Very interesting | $\%$ | $\%$ |
| Quite interesting |  |  |
| Not too interesting |  |  |
| Not at all interesting | 23 | 10 |
| Total | 17 | 49 |
| Base: November diary household heads | 140 | 34 |

Percentages do not necessarily add to 100 due to rounding.

## SECTION 8

OPINIONS OF IRIS CONTENT AND TYPES • OF CONTENT WANTED ON TELETEXT

Having examined use of the IRIS sections during the November diary, the report now turns to a consideration of users' opinions about the sections' contents. During the Final Assessment Interview, November diary household heads were asked to evaluate the major teletext sections along four dimensions. Subsequently, the heads were asked how much they would want to see various types of information presented on a regular teletext system. In addition, the household heads were asked a parallel sequence of questions about teletext graphics. It is these data with which this section is concerned.

OPINIONS OF THE SECTIONS

Before exploring respondents' evaluations of specific sections of the teletext magazine, it will be useful to review their reactions to teletext content as a whole. In general, while a majority of heads in both cities found the teletext content to be "very" or "quite" interesting, the responses in Montreal were much more positive than those in Toronto (Table 46). In Montreal, 80 per cent of the household heads responded favourably to the question, whereas in Toronto only 59 per cent did so.

In light of the very different overall opinions that were expressed in Montreal and Toronto, head to head comparisons of evaluations of . individual sections across cities would be misleading. In most cases, the Toronto sections were evaluated less enthusiastically than the comparable sections in Montreal, but this seems to have been due to a general difference in orientations to teletext as a whole. What are important for the present analysis are the evaluations of individual sections relative to other sections within the same magazine, not a comparison of absolute ratings between the two cities.

## EVALLATION OF SECTIONS

MONTREAL

| Evaluations | Sections |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | $\begin{aligned} & \text { Noun- } \\ & \text { elles } \\ & \hline \end{aligned}$ | Météo | Sports | Economid | Culture Lisirs | Consant mation | Chroniques |
| Overall rating | \% | \% | \% | \% | \% | \% | \% |
| Very good | 36 | 46 | 28 | 16 | 23 | 25 | 24 |
| Good | 57 | 46 | 54 | 54 | 51 | 55 | 55 |
| Fair | 7 | 6 | 15 | 22 | 22 | 18 | 18 |
| Poor | 1 | 1 | 3 | 8 | 5 | 2 | 3 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Household heads | 138 | 130 | 79 | 76 | 110 | 109 | 78 |
| Number of topics |  |  |  |  |  |  |  |
| Too many | 2 | 4 | 7 | 7 | 4 | 1 | 3 |
| About the right number | 77 | 89 | 74 | 62 | 48 | 65 | 67 |
| Too few | 22 | 7 | 19 | 32 | 48 | 35 | 30 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Household heads | 137 | 129 | 73 | 73 | 106 | 107 | 70 |
| Amount of detail |  |  |  |  |  |  |  |
| Too much | 0 | 5 |  | 3 | 4 | 0 | 3 |
| About right | 72 | 83 | 68 | 62 | 59 | 73 | 77 |
| Too little | 28 | 12 | 22 | 35 | 37 | 28 | 21 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Household heads | 137 | 131 | 78 | 74 | 105 | 109 | 73 |
| Change in content |  |  |  |  |  |  |  |
| More than necessary | 0 | 3 | 1 | 0 | 1 | 0 | 2 |
| About right | 62 | 83 | 71 | 69 | 48 | 54 | 53 |
| Not enough | 38 | 15 | 28 | 31 | 51 | 47 | 46 |
| Total | 100 | 100 | 100 | 100 | 100 | 100 | 100 |
| Base: Household heads | 133 | 121 | 69 | 67 | 100 | 99 | 68 |

Percentages do not necessarily add to 100 due to rounding.

During the Final Assessment Interview the household heads were asked to give an overall rating to each section, and then to rate each section on the number of topics it dealt with, the amount of detail devoted to the topics and the frequency with which the content was changed. The opinions of Montreal heads will be dealt with first (Table 47).

Météo received the highest overall rating of all the Montreal sections. Forty-six (46) per cent evaluated the section as "very good" and an equal proportion characterized it as "good". As well, it received the highest ratings on number of topics, amount of detail and frequency of changes in its content, with over 80 per cent of household heads being satisfied with Météo's performance on each of these dimensions. No other section comes close to receiving such consistently high evaluations.

Nouvelles was similar to Météo in the overall rating it received (93 per cent rated it "good" or "very good"); however, it was not as enthusiastically rated along the three specific dimensions. Twenty-four (24) per cent and 28 per cent were critical of the number of topics and amount of detail presented in the section, while 38 per cent felt that the material in Nouvelles was not updated frequently enough.

Sports was the next highest rated overall with 82 per cent of household heads describing the section as "good" or "very good". However, as with Nouvelles, this section fared less well along the specific dimensions. Its weakest point was the amount of detail it provided, with 10 per cent of respondents feeling there was too much and 22 per cent feeling there was too little detail. Nevertheless, when compared to the other sections it, like Nouvlles, received relatively high ratings.

Vie économique was by far the most poorly rated section in the 'hard information' portion of the magazine; it received the lowest overall rating of any of the Montreal sections. However, when compared to the other sections in the magazine it did not fare as poorly along the specific dimensions. It was rated sixth on number of topics and amount

TABIE 48
EVALLATION OF SECTIONS
TORONIO

| Evaluations | Sections |  |  |  |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | News | Weather | Sports | Finance | On the Town | Commmity | At Home | Features |
| Qerall rating <br> Very good <br> Good <br> Fair <br> Poor | \% | \% | \% | \% | \% | \% | \% | \% |
|  | 21 | 33 | 19 | 15 | 10 | 11 | 17 | 13 |
|  | 51 | 55 | 51 | 44 | 35 | 42 | 43 | 40 |
|  | 24 | 11 | 21 | 32 | 43 | 35 | 32 | 39 |
|  | $\frac{4}{100}$ | $\frac{1}{100}$ | $\frac{9}{100}$ | $\underline{9}$ | $\frac{12}{100}$ | $\frac{12}{100}$ | $\stackrel{9}{100}$ | $\frac{9}{100}$ |
|  |  |  |  |  |  |  |  |  |
| Base: Household heads | 138 | 135 | 75 | 79 | 102 | 83 | 82 | 80 |
| Number of topics Too many About the right number Too few | $\begin{array}{r}6 \\ 61 \\ \hline 33 \\ \hline 100\end{array}$ |  | 874 | $\begin{array}{r} 2 \\ 65 \end{array}$ | $\begin{array}{r} 1 \\ 51 \end{array}$ | $\begin{array}{r} 1 \\ 57 \end{array}$ | $\begin{array}{r} 3 \\ 68 \end{array}$ | $\begin{array}{r} 2 \\ 57 \end{array}$ |
|  |  |  |  |  |  |  |  |  |
|  |  | $\frac{9}{100}$ | $\frac{18}{100}$ | $\frac{33}{100}$ | $\frac{48}{100}$ | $\frac{42}{100}$ | $\frac{30}{100}$ | $\frac{42}{100}$ |
| Base: Household heads | 134 | 132 | 74 | 66 | 95 | $\cdot 72$ | 81 | 68 |
| Amount of detail Too much About right Too little | $\begin{array}{r} 9 \\ 68 \\ 23 \\ \hline 100 \end{array}$ | $\begin{array}{r} 4 \\ 88 \\ \hline 100 \end{array}$ | $\begin{array}{r} 7 \\ 68 \\ 25 \\ \hline 100 \end{array}$ | $\begin{array}{r} 0 \\ 66 \\ \frac{34}{100} \end{array}$ | $\begin{array}{r} 0 \\ 59 \\ 41 \\ \hline 100 \end{array}$ | $\begin{array}{r} 1 \\ 59 \\ 40 \\ \hline 100 \end{array}$ | $\begin{array}{r}1 \\ 67 \\ 32 \\ \hline 100\end{array}$ | $\begin{array}{r} 1 \\ 60 \\ \frac{39}{100} \end{array}$ |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Base: Household heads | 137 | 133 | 76 | 70 | 97 | 76 | 82 | 72 |
| Change in content More than necessary About right Not enough | $\begin{array}{r}63 \\ 37 \\ \hline 100\end{array}$ | $\begin{array}{r} 0 \\ 82 \\ \frac{18}{100} \end{array}$ | $\begin{array}{r} 0 \\ 70 \\ 30 \\ \hline 100 \end{array}$ | $\begin{array}{r}0 \\ 71 \\ 29 \\ \hline 100\end{array}$ | $\begin{gathered} 0 \\ 74 \\ 26 \\ \hline 100 \end{gathered}$ | $\begin{array}{r} 0 \\ 74 \\ \frac{26}{100} \end{array}$ | $\begin{array}{r}0 \\ 71 \\ 30 \\ \hline 100\end{array}$ | $\begin{array}{r} 0 \\ 68 \\ 32 \\ \hline 100 \end{array}$ |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| Base: Household heads | 126 | 125 | 76 | 66 | 86 | 72 | 78 | 66 |

Percentages do not necessarily add to 100 due to rounding.
of detail, and fourth on updating. This suggests that Vie économique's poor overall rating and low utilization during diary week may, to some extent, have been due to a lack of interest in economic news, rather than to the quality of the section itself.

Culture/Loisirs, Consommation and Chroniques each received positive overall evaluations from approximately 80 per cent of the respondents. However, Culture/Loisirs fared considerably less well than the other two sections on the three specific dimensions. This section received the lowest evaluation of any section on number of topics presented, and the second lowest on the two other dimensions. Fifty-two (52) per cent of the respondents were critical of the number of topics presented and the frequency with which the content was changed, while 41 per cent were critical of the amount of detail in which topics were covered.

The patterns of section evaluation in Toronto were essentially similar to those in Montreal (Table 48). Consequently, rather than describing the general pattern in detail, the discussion will be restricted to highlighting the points of divergence between the two cities.

While the sections dealing with weather and news received the first and second highest overall ratings in both cities, in Toronto the difference between News and Weather is much greater than that between the comparable sections in Montreal. In terms of relative rating, News is very similar to Sports (which was in third place) in Toronto, whereas in Montreal, Nouvelles was closer to Météo (the most highly rated section in Montreal). This suggests that relative to other sections, News was not as well received as Nouvelles.

A second difference is that while Finance, like Vie economique, was the most poorly rated 'hard information' section overall, Finance fared better than its Montreal counterpart relative to the softer sections. While Vie Economique received the lowest overall rating of any section in Montreal, Finance received the fifth highest overall evaluation (with 59 per cent

HOW MUCH HOUSEHOLD EEADS WOULD WANT
VARIOUS TOPICS AVAILABLE
ON A TELETEXT SYSTEM
MONTREAL

Questions 3, 4, 5 and 6, FINAL ASSESSMENT INIERVIEW

| Topic | How much respondents would want topics available on teletext: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Rank ${ }^{1}$ | $\begin{aligned} & \text { Very } \\ & \text { much } \end{aligned}$ | A fair amount | Not very much | Total |
|  |  | \% | \% | \% | \% |
| Weather | 1 | 69 | 25 | 6 | 100 |
| Local news | 2 | 68 | 26 | 6 | 100 |
| Consumer hints | 3 | 67 | 30 | 3 | 100 |
| Comparative supenmarket prices | 4 | 67 | 24 | 9 | 100 |
| National news | 5 | 63 | 32 | 5 | 100 |
| Health information | 6 | 61 | 32 | 7 | 100 |
| International news | 7 | 60 | 34 | 6 | 100 |
| Editorials on the news | 8 | 56 | 32 | 12 | 100 |
| Information about movies | 9 | 54 | 33 | 13 | 100 |
| Information on theatre/Musical events | 10 | 51 | 34 | 15 | 100 |
| Legal information | 11 | 50 | 39 | 11 | 100 |
| CBC IV schedules | 12 | 50 | 30 | 20 | 100 |
| Scientific notes | 13 | 49 | 37 | 15 | 100 |
| Historical notes | 14 | 49 | 33 | 18 | 100 |
| Traffic reports | 15 | . 46 | 30 | 24 | 100 |
| Restaurant reviews | 16 | 46 | 29 | 25 | 100 |
| Job listings | 17 | 40 | 36 | 24 | 100 |
| Lottery results | 18 | 39 | 41 | 20 | 100 |
| Book reviews | 19 | 39 | 33 | 27 | 100 |
| Summer sports informaton | 20 | 39 | 33 | 28 | 100 |
| Travel hints and features | 21 | 38 | 40 | 21 | 100 |
| Children's stories | 22 | 37 | 28 | 35 | 100 |
| Recipes and cooking hints | 23 | 36 | 40 | 24 | 100 |
| Museum/Art gallery information | 24 | 36 | 37 | 27 | 100 |
| Sports stories and results | 25 | 33 | 30 | 37 | 100 |
| Household hints | 26 | 32 | 47 | 21 | 100 |
| Gardening hints | 27 | 32 | 41 | 27 | 100 |
| CBC radio schedules | 28 | 32 | 32 | 36 | 100 |
| Schedules of community news | 29 | 31 | 53 | 16 | 100 |
| Financial news | 30 | 29 | 39 | 32 | 100 |
| Schedules of sporting events | 31 | 27 | 29 | 44 | 100 |
| quizzes and puzzles | 32 | 23 | 32 | 45 | 100 |
| Fashion news and hints | 33 | 22 | 43 | 35 | 100 |
| List of top 10 records | 34 35 | 22 | 30 | 48 | 100 |
| Classified ads Ski reports | 35 | 21 | 36 | 43 | 100 |
| Ski reports <br> Horoscopes | 36 37 | 21 | 31 | 49 | 100 |
| Horoscopes <br> Stories/Gossip about the | 37 38 | 21 | 23 | 57 | 100 |
| Stories/Gossip about the entertaimment world | 38 | 17 | 32 | 51 | 100 |
| Airport arrivals \& departures | 39 | 16 | 35 | 49 | 100 |
| Personal advice column | 40 | 16 | 28 | 56 | 100 |
| Livestock and grain prices | 41 | 9 | 19 | 72 | 100 |

${ }^{1}$ The topics are listed in descending order an the basis of the proportion of respondents answering "very much".


#### Abstract

describing it as "good" or "very good". Among the soft information sections, only At Home fared better than Finance. It should also be noted that the specific evaluations of Finance were more in line with its overall rating than were the specific ratings of Vie économique relative to its overall rating. The above suggests Finance was relatively better received than Vie économique, and that its overall evaluation was more reflective of the section itself than of a lack of interest in the general topic area.


Apart from these differences, the reactions of Toronto users to the sections were much the same as those of Montrealers. Sports was ranked third overall, and the ratings of the soft sections were quite similar. Of the soft sections, At Home, like Consommation, was rated most highly and On the Town, like Culture/Loisirs, was rated least favourably.

## THE TYPES OF INFORMATION WANTED ON TELETEXT

The Final Assessment Interview question asking household heads how much they would like to see various types of information included in a regular teletext magazine listed forty-one information types. While many of the items were included in the IRIS magazine, it was hoped that the responses would be reflective of respondents' interests in the topics themselves and not of"their opinions about the way they were presented on CBC teletext. Many of the patterns in the data seem to indicate that, to some extent at least, this was so. The data are presented in Tables 49 and 50.

In both cities news, weather and consumer information were the most strongly wanted types of content. Given that the sections dealing with news and weather were the most heavily used (as measured by reach and average number of pages accessed) the high level of desire for these types of information is hardly surprising. In contrast, Consommation and At Home did not enjoy particularly high levels of use; they reached 45 per cent and 42 per cent of teletext users, respectively. However, that the

TABLE 50

## HOW MUCH HOUSEHOLD EADS WOULD WANI <br> VARIOUS TOPICS AVAIIABIE <br> ON A TEIETEXT SYSIEM

TORONTO
Question 15, FINAL ASSESSMENT

| Topic | How much respondents would want topics available on teletext: |  |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Rank ${ }^{1}$ | Very much | A fair amount | Not very much | Total |
|  |  | \% | \% | \% | \% |
| Weather | 1 | 73 | 22 | 5 | 100 |
| National news | 2 | 65 | 24 | 12 | 100 |
| International news | 3 | 63 | 25 | 12 | 100 |
| Local news | 4 | 58 | 27 | 15 | 100 |
| Information on theatre/Musical events | 5 | 54 | 35 | 12 | 100 |
| Information about movies | 6 | 53 | 32 | 15 | 100 |
| Comparative supermarket prices | 7 | 52 | 26 | 22 | 100 |
| Restaurant reviews | 8 | 43 | 34 | 23 | 100 |
| Book reviews | 9 | 41 | 32 | 27 | 100 |
| Travel hints and features | 10 | 38 | 43 | 20. | 100 |
| Museum/Art gallery information | 11 | 38 | 40 | 22 | 100 |
| Lottery results | 12 | 38 | 25 | 37 | 100 |
| Consumer hints | 13 | 37 | 43 | 21 | 100 |
| Health information | 14 | 37 | 35 | 28 | 100 |
| Schedules of community news | 15 | 35 | 39 | 26 | 100 |
| Legal information | 16 | 35 | 40 | 26 | 100 |
| Summer sports information such as camping, fishing and swimming | 17 | 35 | 32 | 33 | 100 |
| Financial news | 18 | 35 | 31 | 34 | 100 |
| Editorials on the news | 19 | 35 | 28 | 37 | 100 |
| Traffic reports | 20 | 35 | 26 | 40 | 100 |
| Airport arrivals and departures | 21 | 33 | 30 | 37 | 100 |
| Household hints | 22 | 32 | 26 | 41 | 100 |
| Scientific notes | 23 | 31 | 41 | 28 | 100 |
| Children's stories | 24 | 31 | 22 | 47 | 100 |
| CBC IV schecules | 25 | 30 | 31 | 39 | 100 |
| Recipes and cooking hints | 26 | 30 | 27 | 43 | 100 |
| Quizzes and puzzles | 27 | 29 | 25 | 46 | 100 |
| Historical notes | 28 | 28 | 35 | 37 | 100 |
| Gardening hints | 29 | 28 | 30 | 41 | 100 |
| Sports stories and results | 30 | 28 | 26 | 46 | 100 |
| Ski reports | 31 | 27 | 28 | 45 | 100 |
| Schectules of sporting events | 32 | 25 | 28 | 47 | 100 |
| Classified ads | 33 | 24 | 37 | 39 | 100 |
| CBC radio schedules | 34 | 24 | 26 | 50 | 100 |
| Job listings | 35 | 24 | 24 | 53 | 100 |
| Fashion news and trints | 36 | 20 | 32 | 49 | 100 |
| List of top 10 records | 37 | 14 | 26 | 60 | 100 |
| Stories/Gossip about the entertainment world | 38 | 14 | 22 | 64 | 100 |
| Personal advice colum | 39 | 12 | 18 | 71 | 100 |
| Horoscopes | 40 | 10 | 14 | 76 | 100 |
| Livestock and grain prices | 41 | 5 | 10 | 85 | 100 |

${ }^{1}$ The topics are listed in descending order on the basis of the proportion of respondents answering "very much".
respondents expressed a desire for consumer information and supermarket price information seems to indicate that, whether or not they would use such information frequently, it is important enough to them that they would like a teletext system to put it at their disposal.

Arts and entertainment information was wanted by large proportions of respondents in both cities, but more so in Toronto than in Montreal. Given that both Culture/Loisirs and On the Town were rated quite poorly, it seems that respondents were disappointed in the sections specifically, rather than lacking an interest in arts and entertainment information generally. In both Montreal and Toronto, large proportions of the household heads thought there were too few topics covered in these sections ( 48 per cent in each city), and in Montreal 51 per cent felt that the material was not updated frequently enough.

It should also be noted that while respondents wanted entertainment reviews and schedules, entertainment stories and gossip were wanted by only a very few. Sixty-four (64) per cent and 51 per cent in Toronto and Montreal respectively, indicated that they would not want stories and gossip about the entertainment world very much. However, it may have been the case that these responses were very much affected by the negative connotations of the term gossip. Therefore, they may not be reflective of respondents' views towards news stories about the entertainment industry.

Given the generally positive evaluations and high use levels of the two sports sections, it is somewhat surprising that only 28 per cent of Torontonians and 33 per cent of Montrealers indicated that they would very much want sports stories and results included in a teletext magazine. The levels of desire for sports schedules on teletext were even lower. This might be viewed as indicating that the present sports sections are adequate, but that they are of interest to a rather limited (no doubt predominantly male) portion of the population.

TABLE 51
EVALUATION OF GRAPHICS BY HOUSEHOLD HEADS

Question 9a and 9b, FINAL ASSESSMENT INTERVIEW

| Evaluations | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Overall rating of graphics <br> Very good <br> Good <br> Fair <br> Poor <br> Total | $\begin{array}{r} \% \\ \\ 38 \\ 50 \\ 10 \\ \hline 2 \\ \hline 100 \end{array}$ | $\begin{array}{r} 45 \\ 36 \\ 15 \\ 4 \\ \hline 100 \end{array}$ |
| Graphics were changed ... <br> More often than necessary <br> About the right amount <br> Not often enough <br> Total | $\begin{array}{r} 4 \\ 80 \\ 16 \\ \hline 100 \end{array}$ | $\begin{array}{r} 4 \\ 75 \\ 21 \\ \hline 100 \end{array}$ |
| Base: November diary household heads | 125 | 137 |

Percentages do not necessarily add to 100 due to rounding.

Financial news was wanted "very much" by only 29 per cent and 35 per cent of respondents in Montreal and Toronto, respectively. This finding is consistent with the previous suggestion that, compared to other hard information, finance news had a relatively narrow appeal.

The only other clear pattern of wants that is common to both cities relates to the items which were wanted least. In both Montreal and Toronto, types of information which might be characterized as frivolous such as fashion news and hints, horoscopes, lists of the top ten records and personal advice columns were wanted very much by a low proportion of respondents. Whether this is reflective of their true feelings or merely an attempt by respondents to present themselves as above low status interests is impossible to evaluate. The only way to do so would be to present such information and observe how heavily it is used.

In both cities the lowest proportions of respondents wanted livestock and grain prices presented on teletext. This finding and the low use of Agriculture/Pêche are hardly surprising given the urban composition of the samples.

OPINIONS OF TELETEXT GRAPHICS

Much of teletext content consists of written information; however, it should not be forgotten that one of the major components of all of the sections of the IRIS magazines was graphics. During the Final Assessment Interview, November diary household heads were asked to evaluate the graphics they saw in the IRIS magazines and to indicate whether they would want to see more or fewer graphics on a regular teletext system.

The overall rating of teletext graphics was enthusiastic (Table 51). Eighty-eight (88) per cent of Montrealers and 81 per cent of the Toronto heads said the graphics were "very good" or "good". Less than 5 per cent of the heads in each city said the graphics were "poor". Furthermore, a

TABLE 52
THE PREFERENCE FOR MORE OR FEWER GRAPHICS AMONG NOVEMBER DIARY HOUSEHOLD HEADS

Question 9c, FINAL ASSESSMENT INTERVIEW
As you may know, the use of graphics makes a teletext page appear slightly more slowly than it would if only printed words appeared. Some people find that they are worth the extra time while others do not. Compared to the number of graphics that were used during the trial period, would you prefer ...?

|  | MONTREAL | TORONTO |
| :--- | :---: | :---: |
| More pages with graphics <br> About the same number of pages <br> with graphics <br> Fewer pages with graphics <br> Total <br> $\%$ | 27 | 18 |
|  | $\frac{11}{100}$ | $\frac{36}{100}$ |
| Base: November diary household heads | 119 | 130 |

substantial majority in each city indicated that the graphics were changed with about the right frequency. Eighty (80) per cent of the Montrealers and 75 per cent of the Toronto heads felt that was so.

Despite the enthusiastic evaluations the graphics received, when people were told that graphics slow down the time it takes a page to appear and were offered a trade-off between graphics and quicker access times, only 27 per cent in Montreal and 18 per cent in Toronto said they would want to see more graphics on teletext (Table 52). Most of the remaining Montrealers wanted to maintain about the same number of graphics. Only ll per cent in that city wanted to reduce the number of graphics. In Toronto, the pattern was different in that a full 36 per cent of the heads said they would like fewer graphics, while 46 per cent said they would like the number of graphics to remain the same.

TABLE 53
REACH OF FULL PAGE ADVERTISEMENTS AND THEIR CORRESPONDING BILLBOARDS

| Full Page Advertisements |  |  | Corresponding Billboards |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Reach |  |  | Reach |
| Page number | Advertiser/ <br> Section location | Proportion of teletext users who accessed ad during diary week | $\begin{gathered} \text { Page } \\ \text { number } \end{gathered}$ | Advertiser/ <br> Content of page/ <br> Section location | Proportion of teletext users who accessed page during diary week |
| $\begin{aligned} & 27.00 \\ & 28.00 \end{aligned}$ | $\begin{aligned} & \text { (Sect Weather } \\ & \text { General Motors } \\ & \text { Fairweather } \end{aligned}$ | $\%$ 26 11 | 20:00 | $\begin{gathered} \text { Weather } \\ \text { (Section reach=71\%) } \\ \text { General Motors/ } \\ \text { Weather Headline } \end{gathered}$ | $\%$ 67 |
| 39.00 | (Sect Sports $\frac{\text { Ion reach }=63 \% \text { ) }}{\text { The Bay }}$. | 18 | 30.00 | (Section Tports The Bay/ Sports Headline | 49 |
| 58.00 | $\begin{aligned} & \text { (Section reach }=37 \% \text { ) } \\ & \text { The Bay } \end{aligned}$ | 10 | 39.00 | (Sectionorts The Bay/ Full page Bay ad | 18 |
| $\begin{gathered} 64.00 \\ 66.00 \\ 69.00 \end{gathered}$ | (Sect At Home <br> Schneiders <br> Firestone <br> Mutual Life | $\begin{aligned} & 19 \\ & 13 \\ & 12 \end{aligned}$ | 62.--1 $41.00$ | (St Home Schneiders/ At Home Material (Section reach $=35 \%$ ) Mutual Life/ The Dollar | $23$ $27$ |
| $\begin{array}{l\|l} 78.00 \\ 79.00 \end{array}$ | $\begin{aligned} & \text { (Section Teach Town }=46 \% \text { ) } \\ & \text { Big Steel } \\ & \text { Baskin Robbins } \end{aligned}$ | $\begin{aligned} & 13 \\ & 11 \end{aligned}$ |  |  |  |
| 87.00 | $\begin{aligned} & \text { (Seceatures } \\ & \text { Samsonite } \end{aligned}$ | 13 | 85.01 | $\begin{gathered} \text { Features } \\ \text { (Section reach }=50 \% \text { ) } \\ \text { Samsonite/ } \\ \text { Features } \end{gathered}$ | 28 |
| Base: Teletext users = 142 |  |  |  |  |  |

${ }^{1}$ The position of the billboard varied from day to day among the different 'pages' of the document.

## SECTION 9

USE AND OPINION OF ADVERTISING

Throughout the field trial, a number of advertisements were included in the Toronto magazine. During the November diary week they took two forms: full page advertisements and corresponding billboards. Full page advertisements were presented in single paged documents at the end of a number of the magazine's sections. Corresponding billboards were located at the bottom of pages which contained other teletext content; they presented a brief message directing users to the location of a specific full page ad. Not every full page advertisement had a corresponding billboard. During the June diary week, in addition to these two types of advertisements, there were a number of 'stand alone' billboards which were presented in the same way as 'corresponding' billboards but did not refer the users to another advertisement. June diary data for all three types of advertisements are presented in tabular form in Appendix $C$ along with other data from the June diary.

Table 53 indicates the locations of the advertisements within the magazine and presents their reaches, that is, the proportions of teletext users who viewed each of them at least once during the November diary week. The reaches of the sections in which the advertisements appeared are also reported. From these data it is possible to gain some idea of how effective an advertising medium teletext might be, and how differing formats and placement of advertisements may influence that effectiveness.

Perhaps the most noticeable pattern in the data is that corresponding billboards reached larger proportions of users than did full page advertisements. While the average reach for corresponding billboards was 39 per cent, that for full page advertisements was only 14.6 per cent. This can be partially explained by the fact that corresponding billboards were tacked onto pages of non-advertising content, while accessing a full page advertisement required waiting for a separate page to appear.

Not only was it more difficult to access full page advertisements than corresponding billboards, but their placement at the end of sections made it particularly easy for users to skip over them and go on to another section of the magazine.

That the placement of full page advertisements was important is supported when one examines the reaches of full page advertisements in the same section and takes into account how closely they were located to non-advertisement documents. In Weather, Community, and On the Town, those advertisements which were closest to the body of the section (i.e. had the lowest page numbers) reached the highest proportion of users. This may indicate that the reaches of full page advertisements were dependant on the reach of what precedes them. In other words, they were affected by the popularity of their 'lead ins'.

Some full page advertisements carried content that was designed to be of intrinsic interest to viewers, while others simply carried logos and advertising messages. The G.M. trivia advertisement, with its regularly updated trivia question and answer, was the most notable example of an advertiser attempting to attract viewers to its message by wooing them with interesting content. It seems to have succeeded in doing just that. The G.M. advertisement had the largest reach of all full page advertisements with 26 per cent of users having seen it at least once during the diary week. Other advertisements with content of general interest to viewers were Schneiders recipes, which had a fair sized reach of 19 per cent, and Samsonite packing tips which was placed at the end of the very long Features section and had a reach of 13 per cent.

Finally, it should be noted that there is no consistent relationship between the reaches of full page advertisements and those of their corresponding billboards. For instance, the reach of the first Bay advertisement's corresponding billboard was 49 per cent while that of Schneider's billboard was only 23 per cent. However, the companies' full

TABLE 54
REACTIONS TO ADVERTISEMENTS
IN TORONTO
Question 8, FINAL ASSESSMENT INTERVIEW

| Reactions |  |
| :--- | :---: |
| Overall reactions | $\%$ |
| Very favourable <br> Quite favourable <br> Not very favourable <br> Not at all favourable | 6 <br> Total |
| Base: November diary household heads <br> 27 <br> 24 |  |
| The advertisements | 110 |
| More changed... <br> About the right number of then <br> Not often enough | 11 <br> Total |
| Base: November diary household heads | 100 |

Percentages do not necessarily add to 100 due to rounding.
page advertisements reached 18 per cent and 19 per cent, respectively. Similarly, while the Big Steel full page advertisement had no corresponding billboard, it reached about the same proportion of users as did the Mutual Life advertisement, despite the fact that the latter full page ad had a corresponding billboard with a reach of 27 per cent. This lack of relationship suggests that corresponding billboards did not serve the function for which they were designed and that the space might be better utilized if filled with 'stand alone' billboards (the independent billboards used in the June diary).

In addition to measuring the use of advertisements, during the Final Assessment Interview household heads were asked two questions about the advertising in the magazine. First they were asked how favourable or unfavourable their overall reaction to the advertisements was. As Table 54 indicates, 50 per cent reacted "very" or "quite" favourably and 50 per cent had reactions which were "not very favourable" or "not at all favourable". The data do not allow one to determine whether the sizable negative reaction to the advertisements was due to the quality of the advertisements or to an unfavourable view of the presence of advertising on the system in principle.

The second question asked respondents to indicate their views on the frequency with which the advertisements were changed. While 60 per cent were satisfied with the frequency of change, 40 per cent felt the advertisements were changed either more frequently than necessary or not often enough. It should be noted that over one half of the household heads did not respond to this question. This was, no doubt, due partly to some individuals' not having seen the advertisements enough to have an opinion on the matter. As well, for some heads, failure to answer the question may have been due to an ambivalent feeling towards the advertising in general.

In summary, full page ads reached between 10 and 26 per cent of teletext users while corresponding billboards (which 'piggy backed' regular pages) reached between 18 and 67 per cent. The reach of full page advertisements was affected by the reach of the documents that preceded them and by their position within the different sections of the magazine. As well, the intrinsic interest of the material presented in an advertisement seemed to influence its use. Finally, about half of the household heads reacted favourably to the advertisements, while the other half did not.
-

PART III
DIFFERENCES BETWEEN
MONTREAL AND TORONTO

A number of findings presented in this report suggest that, both in terms of use and opinions, the Montreal participants in the IRIS field trials were more enthused with teletext than were the Toronto participants. The November diary data reveal that a greater proportion of the Montrealers used teletext, and that those users watched more frequently, for longer periods of time and accessed more pages than did the Toronto participants. Further, the data from the two personal interviews indicate that Montreal household heads tended to give more positive responses than Toronto heads, whether they were asked about teletext generally or about sections of the IRIS magazine specifically. Finally, when the heads were asked how much they would be willing to pay for a teletext decoder, Montrealers as a group were willing to pay more than were Toronto heads. A number of possible reasons for these differences are discussed below:

## TECHNICAL PROBLEMS

Given that a greater proportion of Toronto households dropped out of the field trial due to technical problems (Table 6), it was initially thought that more widespread technical difficulties might have been responsible for lighter use and less positive opinions of teletext in Toronto than in Montreal. However, if one considers the results of the objective reception test (Table 36) it is evident that while the patterns in the two cities are somewhat different, considerable numbers in both cities experienced technical difficulties. When the above is considered in conjunction with the evidence that technical problems did not affect frequency of use within either city, it seems doubtful that they can account for the differences between Montreal and Toronto in this regard.

## CONTENT

The most marked difference between the content of the two magazines was that, while Nouvelles was quite thick in terms of the number of pages available at any one time, News was comparatively thin but updated more
frequently. The relative thickness of Nouvelles might account for some of the greater number of pages accessed in Montreal. It should, however, be remembered that more pages were also accessed in Montreal than Toronto during the June diary week when both Nouvelles and News presented approximately the same number of pages. Therefore, the thickness of these sections is not a complete explanation of the differing number of pages accessed.

Because the Montreal and Toronto IRIS magazines had to be accessed from CBFT and CBLT respectively, the CBC teletext services were more easily accessed by those who were already tuned to a CBC station than by those who had to switch channels in order to watch teletext. Therefore, one might expect the popularity of the 'mother station' to have had some effect on the frequency of using teletext. In Montreal, CBFT has a larger share of that city's audience (approximately 23 per cent) than CBLT has of Toronto's audience (about 13 per cent). Further, the data on those household heads which accepted the offer to participate in the field trials indicate that the proportion of Montrealers who named CBFT as the station they watched most was considerably larger than the proportion of Torontonians who so named CBLT (Table 5). Thus, the relative popularity of the two mother stations may help explain Montreal's more frequent use of CBC teletext.

CHOICE OF STATIONS

Another difference between the two cities is the number of stations available to television viewers. Three quarters of francophone viewing in Montreal is of French language television. Although cable equipped homes have a choice of six French language stations, they tend to divide the
great majority of their viewing between the two principal French language stations in Montreal. In contrast, Toronto viewers can select from a choice of sixteen or more English language channels. If teletext is viewed as an alternative to television (as indeed there is evidence to suggest) then the competition was stiffer in Toronto than in Montreal.

HEAVINESS OF TELEVISION VIEWING

In Section 4 it was reported that frequent teletext users tended to be heavy television users as well. Table 30 in that section indicates that while 60 per cent of Montreal November diary heads watched television more than three hours per weekday, only 26 per cent of Toronto heads reported doing so. Thus, the difference in the frequency of viewing teletext between the two cities can be partially explained by television viewing differences.

## SOCIO-ECONOMIC STATUS

Data on the socio-economic status of the November diary household heads (Table 29) indicate that the Torontonians were considerably more upscale than the Montreal household heads. They had higher incomes, higher status jobs and higher educational attainment than their Montreal counterparts. If we consider that the Toronto data in Section 4 indicated that high status heads tended to use teletext less frequently than others, then another reason for Toronto's less frequent use of IRIS seems to have been identified.

Some possible reasons for the differences between the behaviour of the Montreal and Toronto samples have been examined. It is impossible to pinpoint any one key explanatory factor at the present time. In any case, it is quite probable that all of the factors played a role in producing the noted inter-city differences.

## APPENDIX A



TABLE A-1

PAGE AVAILABILITY AND PAGES ACCESSED
IN DOCUMENTS DURING DIARY WEEK

MONTREAL

| Document/Section total |  | Av erage number of pages available at any one time during diary week | Number of unique pages presented during the course of diary week | Av erage number of updates per page during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Document number | Name |  |  |  |  |
| 10 | Nouvelles-Index | 2.0 | 2 | 1.0 | 1.2 |
| 11 | Manchettes | 1.0 | 16 | 16.0 | 1.0 |
| 12 | Internationales | 13.3 | 79 | 5.9 | 18.5 |
| 13 | Nationales | 10.6 | 47 | 4.4 | 11.3 |
| 14 | Regionales | 12.4 | 60 | 4.8 | 12.1 |
| 15 | Locales | 6.1 | 29 | 4.8 | 6.6 |
| 17 | A la une | 2.6 | 15 | 5.8 | 2.1 |
| 18 | Générales | 5.4 | 23 | 4.3 | 4.3 |
| 19 | Document spécial | 1.0 | 1 | 1.0 | 0.8 |
|  | Nouvelles Total/ Average for Section | 54.4 | 272 | 5.0 | 57.9 |
| 20 | Sports-Index | 2.0 | 2 | 1.0 | 0.8 |
| 21 | Manchettes | 1.0 | 10 | 10.0 | 0.5 |
| 22 | Nouv elles | 14.0 | 56 | 4.0 | 6.4 |
| 23 | Résultats | 3.4 | 18 | 5.3 | 1.8 |
| 24 | Horaires | 2.0 | 7 | 3.5 | 0.8 |
| 28 | Loteries | 5.3 | 10 | 1.9 | 2.0 |
|  | Sports Total/ Average for Section | 27.7 | 103 | 3.7 | 12.3 |
| 30 | Vie économique-Index | 2.0 | 2 | 1.0 | 0.5 |
| 31 | Nouvelles | 0.6 | 2 | 3.3 | 0.2 |
| 32 | Bourse | 3.0 | 14 | 4.7 | 1.0 |
| 33 | Les Changes | 1.0 | 5 | 5.0 | 0.4 |
| 37 | Publicité-Sociétal | 2.0 | 2 | 1.0 | 0.7 |
|  | Vie économique-Total Average for Section | 8.6 | 25 | 2.9 | 2.8 |
| 40 | Météo-Index . | 2.0 | 2 | 1.0 | 0.9 |
| 41 | Nationale | 6.0 | 77 | 12.8 | 3.3 |
| 42 | Régionale | 3.3 | 44 | 13.3 | 2.2 |
| 43 | Locale | 2.0 | 26 | 13.0 | 1.8 |
|  | Météo Total/ <br> Average for Section | 13.3 | 149 | 11.2 | 8.2 |

MONTREAL (cont'd)

| Document/Section total |  | Average number of pages available at any one time during diary week | Number of unique pages presented during the course of diary week | Average number of updates per page during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Document number | Name |  |  |  |  |
| 50 | Culture/Loisirs- | 2.0 | 2 | 1.0 | 0.6 |
| 52 | Cinéma | 2.3 | 3 | 1.3 | 1.6 |
| 53 | Théâtre | 2.6 | 3 | 1.2 | 1.1 |
| 54 | Littérature | 1.0 | 1 | 1.0 | 0.4 |
| 55 | Musique | 1.0 | 1 | 1.0 | 0.4 |
| 56 | Arts Plastiques | 4.0 | 4 | 1.0 | 1.3 |
| 58 | Evenements | 1.0 | 3 | 3.0 | 0.4 |
| 59 | Ici Radio-Canada | 4.0 | 19 | 4.8 | 1.5 |
|  | Culture/Loisirs Total/Average for Section | 17.9 | 36 | 2.0 | 7.3 |
| 60 | Chroniques-Index | 2.0 | 2 | 1.0 | 0.6 |
| 61 | Science | 3.6 | 6 | 1.7 | 1.8 |
| 63 | Nouv eauté | 4.4 | 5 | 1.1 | 2.3 |
| 64 | Société | 2.1 | 4 | 1.9 | 0.8 |
| 65 | Santé/bien-être | 1.9 | 3 | 1.6 | 0.8 |
| 68 | Tourisme | 2.0 | 2 | 1.0 | 0.8 |
| 69 | Pour le curieux | 1.7 | 10 | 5.9 | 0.9 |
|  | Chroniques Total/ Average for Section | 17.7 | 32 | 1.8 | 8.0 |
| 70 | Courrier-Index | 2.0 | 2 | 1.0 | 0.4 |
| 71 | Babillard | 1.0 | 1 | 1.0 | 0.5 |
| 73 | De Québec | 1.1 | 2 | 1.8 | 0.4 |
| 74 | Chez Nous | 2.0 | 2 | 1.0 | 0.7 |
|  | Courrier Total/ <br> Average for Section | 6.1 | 7 | 1.1 | 2.0 |
| 80 | Consommation-Index | 2.0 | 2 | 1.0 | 0.4 |
| 81 | Alimentation | 1.0 | 1 | 1.0 | 0.4 |
| 83 | Auto/Transport | 2.7 | 4 | 1.5 | 1.1 |
| 84 | Utilités | 3.0 | 4 | 1.3 | 1.1 |
| 86 | Rapports de tests | 0.6 | 1 | 1.7 | 0.2 |
| 87 | Guide d'achats | 1.9 | 3 | 1.6 | 0.7 |
|  | Consommation Total/ Average for Section | 11.2 | 15 | 1.3 | 3.9 |

continued...

MONTREAL (cont'd)

| Document/Section total |  | Average number of pages available at any one time during diary week | Number of unique pages presented during the course of diary week | Average number of updates per page during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Document number | Name |  |  |  |  |
| 90 | Agriculture/ | 2.0 | 2 | 1.0 | 0.3 |
| 91 | La Ferme | 1.2 | 3 | 2.5 | 0.4 |
| 92 | Les Bestiaux | 1.4 | 2 | 1.4 | 0.4 |
| 93 | Les Marchés | 0.3 | 1 | 3.3 | 0.1 |
|  | Agriculture/Pêche Total/Average for section | 4.9 | 8 | 1.6 | 1.2 |
| 99 | Urgence | 1.0 | 1 | 1.0 | 0.2 |
|  | Total/Base or percentages | 162.8 | 648 | 4.0 | 103.8 |

${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each document on each day of the diary week.

PAGE AVAILABILITY AND PAGES ACCESSED
IN DOCUMENTS DURING DIARY WEEK
TORONTO

| Document/Section total |  | Average number of pages available at any one time during diary week | Number of unique pages presented during the course of diary week | Av erage number of updates per page during <br> diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Document number | Name |  |  |  |  |
| 11 | News | 12.0 | 221 | 18.4 | 11.9 |
| 20 | Weather Headline | 1.0 | 19 | 19.0 | 1.5 |
| 21 | Weather Symopsis | 1.1 | 16 | 14.5 | 1.4 |
| 22 | Weather Outlook | 2.0 | 38 | 19.0 | 2.6 |
| 23 | Weather Maps | 5.0 | 25 | 5.0 | 2.9 |
| 24 | Weather Tables | 3.9 | 20 | 22.2 | 1.4 |
| 27 | Advertisement | 1.0 | 8 | 8.0 | 0.4 |
| 28 | Advertisement | 0.9 | 1 | 1.1 | 0.2 |
|  | Weather Total/ <br> Average for section | 14.9 | 127 | 8.5 | 10.4 |
| 30 | Sports Headline | 1.1 | 28 | 25.5 | 1.0 |
| 31 | National Sports Scores | 5.9 | 41 | 6.9 | 3.0 |
| 32 | National Sports News | 12.1 | 135 | 11.2 | 4.6 |
| 33 | National Sports Games | 3.0 | 40 | 13.3 | 0.9 |
| 34 | National Sports Schedules | 2.3 | 11 | 4.8 | 0.6 |
| 39 | Advertisement | 0.9 | 1 | 1.1 | 0.2 |
|  | Sports Total/ <br> Average for section | 25.3 | 256 | 10.1 | 10.3 |
| 40 | Finance Headline | 1.0 | 1 | 1.0 | 0.4 |
| 41 | Dollar | 1.0 | 6 | 6.0 | 0.4 |
| 42 | Foreign Exchange | 1.0 | 6 | 6.0 | 0.4 |
| 43 | Gold and Silver | 1.0 | 8 | 8.0 | 0.4 |
| 44 | Bonds | 1.0 | 6 | 6.0 | 0.2 |
| 45 | Toronto and New | 2.0 | 11 | 5.5 | 0.3 |
|  | Finance Total/ Average for section | 7.0 | 38 | 5.4 | 2.1 |

continued...

TORONTO (cont'd)

| Document/Section total |  | Average number of pages available at any one time during diary week | Number of unique pages presented during the course of diary week | Av erage number of updates per page during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Document number | Name |  |  |  |  |
| 505158 | Community Headline Community Billboard Advertisement <br> Community Total/ Average for section | 0.7 | 1 | 1.4 | 0.3 |
|  |  | 6.1 | 18 | 3.0 | 2.1 |
|  |  | 0.6 | 2 | 3.3 | 0.1 |
|  |  | 7.4 | 21 | 2.8 | 2.5 |
| $\begin{aligned} & 60 \\ & 61 \\ & 62 \\ & 64 \\ & 66 \\ & 69 \end{aligned}$ | At Home Headline <br> CBC Program Schedules <br> Material <br> Advertisement <br> Advertisement <br> Advertisement <br> At Home Total/ <br> Average for section | 1.0 | 1 | 1.0 | 0.3 |
|  |  | 5.1 | 21 | 4.1 | 1.1 |
|  |  | 8.4 | 20 | 2.4 | 2.5 |
|  |  | 1.0 | 2 | 2.0 | 0.2 |
|  |  | 1.0 |  | 1.0 | 0.2 |
|  |  | 1.0 | 1 | 1.0 | 0.2 |
|  |  | 17.5 | 46 | 2.6 | 4.5 |
| $\begin{aligned} & 70 \\ & 72 \\ & 73 \\ & 74 \\ & 75 \\ & 78 \\ & 79 \end{aligned}$ | On the Town Headline <br> Entertainment News <br> Entertainment Notes <br> Reviews <br> Dining Out <br> Advertisement <br> Advertisement <br> On the Town Total/ Average for section | 1.0 | 1 | 1.0 | 0.3 |
|  |  | 10.9 | 54 | 5.0 | 2.7 |
|  |  | 3.9 | 10 | 2.6 | 0.8 |
|  |  | 9.3 | 20 | 2.2 | 1.8 |
|  |  | 1.4 | 4 | 2.9 | 0.3 |
|  |  | 0.9 | 1 | 1.1 | 0.1 |
|  |  | 0.9 | 1 | 1.1 | 0.1 |
|  |  | 28.3 | 91 | 3.2 | 6.1 |
| 808283848587 | Features Headline <br> Lottery Results <br> Children's Material <br> Games <br> Features <br> Advertisement <br> Features Total/ <br> Average for section | 1.0 | 1 | 1.0 | 0.4 |
|  |  | 7.0 | 13 | 1.9 | 1.6 |
|  |  | 11.1 | 33 | 3.0 | 1.5 |
|  |  | 5.0 | 12 | 2.4 | 1.7 |
|  |  | 8.6 | 38 | 4.4 | 3.1 |
|  |  | 1.0 | 1 | 1.0 | 0.1 |
|  |  | 33.7 | 98 | 2.9 | 8.4 |
| 99 | Emergency | 1.0 | 1 | 1.0 | 0.0 |
|  | Total/Average for entire magazine | 147.1 | 899 | 6.1 | 56.2 |

${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each document on each day of the diary week.

## APPENDIX B

METHODOLOGY

## METHODOLOGY

Research designed to assess the likely impact of a broadcast teletext service on potential audiences was closely integrated into the broader plans for the IRIS field trials. From the conception of the trial, the needs and requirements for careful research were considered, and budgets and plans were drawn up. The earliest plans called for reactions to teletext to be measured in three successive waves of research extending over a two year period, during which time teletext decoders were to have been installed successively in a total of 1400 homes in Calgary, Toronto and Montreal. Early planning also called for opinions and reactions to be assessed in a series of interviews and group discussions and for usage to be closely monitored by a fully automated metering system.

These plans were never realised. A cutback in expected funding meant a scaling down of the research, and continuing technical problems meant many adjustments to the scaled down plan.

The revised plan called for decoders to be installed in 100 anglophone homes in Toronto and 100 francophone homes in Montreal, and for one three month trial period in which to measure the impact of teletext in these homes. Opinions and reactions were to be collected in two interviews with the male and female household heads and usage was to be measured by the diary method.

A number of problems marked the first three-month period (which followed the launching of the IRIS service in Apri1, 1983) and surrounded the measuring of teletext usage in a diary administered to households in early June. Post installation interviews, scheduled shortly after decoders were installed, and focused group interviews, conducted in June, revealed that quite a number of households were suffering considerable technical problems. Many of these households had also endured a number of other frustrations associated with the early days of the trial, such as a number

NUMBER OF PARTICIPANTS WHO RESPONDED IN
VARIOUS PHASES OF THE TRIAL

|  | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Total number of participants in Phases 1 and 2 <br> Hous eholds <br> Hous ehold heads | $\begin{aligned} & 156 \\ & 280 \end{aligned}$ | $\begin{aligned} & 176 \\ & 326 \end{aligned}$ |
| Total number of potential respondents in final assessment interview <br> Households <br> Responded <br> Did not respond <br> Total <br> Household heads <br> Responded <br> Did not respond <br> Total | $\begin{array}{r} 145 \\ 11 \\ \hline 156 \\ \\ 262 \\ 18 \\ \hline 280 \end{array}$ | $\begin{array}{r} 157 \\ 19 \\ \hline 176 \\ \\ 294 \\ 32 \\ \hline 326 \end{array}$ |
| Total number of participants in Phase 2 only <br> November 1983 diary <br> Households which received diary <br> Households which returned diary <br> Potential users ${ }^{1}$ | $\begin{array}{r} 96 \\ 95 \\ 257 \end{array}$ | $\begin{array}{r} 98 \\ 91 \\ 259 \end{array}$ |
| Number of participants who completed post-installation interview and Nov ember diary <br> Households <br> Hous ehold heads | $\begin{array}{r} 95 \\ 169 \end{array}$ | $\begin{array}{r} 91 \\ 164 \end{array}$ |
| Total number of partipants in Phase 1 only <br> June 1983 diary <br> Households which received diary <br> Households which returned diary <br> Potential users ${ }^{1}$ | $\begin{array}{r} 95 \\ 80 \\ 220 \end{array}$ | $\begin{array}{r} 89 \\ 62 \\ 169 \end{array}$ |

[^14]of visits by technicians to test reception conditions or adjust decoders, and an infrequently updated teletext service. In addition, June is a time of good weather and low television viewing generally, and consequently was not considered an ideal time to measure use of teletext. This timing, however, had been necessitated by other exigencies in the field trial. Considering all the circumstances, it was believed that teletext had not had a 'fair' trial during this first three month period.

It was, therefore, decided to extend the trial, which was due to end in July 1983, into the fall months. Participating households were canvased, and those households that were suffering major reception problems that could not be remedied, households which had not returned a June diary or did not wish to continue were dropped from the trial. Slightly less than half the households dropped out of the trial at this point and they were replaced by other new randomly-selected households.

In general, information on patterns of use of teletext presented in the report is based on data collected in the November diary and from persons who participated in the second (fall) phase of the trial. The report, however, in many instances notes opinions and reactions of all household heads that had experience with teletext, in either the first or second phase of the trial.

## THE SAMPLE

In total, 156 francophone households in Montreal and 176 anglophone households in Toronto participated in the first and second phases of the trial. The numbers of households and individual family members that participated in the various phases of the trial, and the numbers on which the various measures of usage and opinions are based are given in Table $B-1$.

Every attempt was made, within the limits set by the exigencies of the field trial, to make the sample of homes selected as representative of the average Canadian as possible. An effort was made to enlist as wide a cross-section of the public as possible. It was felt that in this way it would be possible to assess the likely impact of teletext on the average family if the technology were to become more widely available.

Area sampling was used because preliminary tests revealed that recruitment by personal interviewer, in contrast to recruitment by telephone, would elicit a significantly greater proportion of households willing to take part in the trial.

Some parts of Scarborough and Etobicoke in Toronto had to be eliminated from the selection process because of poor teletext reception. In order to keep recruiting costs down, census tracts with less than a 50 per cent francophone population in Montreal and less than a 60 per cent anglophone population in Toronto were also excluded from the selection process.

The sample was selected by a systematic random sampling procedure, and stratified by level of education to ensure representation of all socioeconomic strata. The stratification was accomplished by listing the census tracts in order, according to the proportion of the population within the tract that had post-secondary education. After this, cumulative numbers of households within the census tract were determined. A sampling interval, designed to yield the desired number of sampling points, was then determined and census tracts were selected for inclusion in the sample by a systematic random procedure. Within selected census tracts, a similar procedure to the one used to select census tracts was used to select enumeration areas. The sample, therefore, was selected with a probability proportionate to population. Within the selected enumeration areas, each city block was assigned an identification number.

Random numbers were drawn and blocks corresponding to the drawn numbers were selected. Interviewers were given a random starting point on each block, and every third household from that point on was visited.

In order to facilitate the large number of visits that had to be made to the participating households, the sample was clustered. An effort was made, however, to disperse the households within the clusters. Preliminary tests had revealed that approximately half of those who were qualified to participate in the trial and agreed to accept the literature describing the project would, when recontacted a few days later, agree to join the trial. When interviewers had four qualified acceptances within a block, they moved to the next block, and, using a random starting point and calling on every third household, continued until they had four more qualified acceptances within that block. This process was repeated for a third block. In this way, clusters consisted, on average, of six households, usually with two households in each of three contiguous blocks.

In order to qualify for inclusion in the trial, households had to meet a number of requirements. In Montreal, the trial was confined to households where the main language of communication in the home was French; in Toronto, the main language of communication had to be English. In both cities the householder had to foresee living in the same place for the next six months. As well, in order that they would receive a reasonably reliable teletext signal, the households were required to possess a colour television set less than ten years old and to either have a rooftop antenna or subscribe to cable.

TABLE B-2
A COMPARISON OF BBM SAMPLE INDIVIDUALS LIVING IN HOUSEHOLDS WITH COLOUR TV AND CABLE AND THOSE LIVING IN HOUSEHOLDS WITHOUT COLOUR TV AND CABLE ${ }^{1}$

|  | MONTREAL |  |
| :---: | :---: | :---: |
|  | Francophones with colour IV and cable | Francophones without colour TV and cable |
| Age | \% | \% |
| 18-34 years | 43 | 45 |
| 35-54 years | 37 | 34 |
| 55 years and over | 21 | 21 |
| Total | 100 | 100 |
| Highest level of education |  |  |
| Elementary School | 11 | 10 |
| High School | 49 | 42 |
| Community College | 20 | 23 |
| University | 18 | 25 |
| Total | $\overline{100}$ | $\overline{100}$ |
| Occupation |  |  |
| Professional/Executive | 16 | 18 |
| Sales/Clerical | 17 | 12 |
| Blue collar workers | 8 | 9 |
| Other full-time workers | 11 | 8 |
| Part-time workers | 7 | 9 |
| Homemakers | 18 | 20 |
| Retired persons | 8 | 8 |
| Students | - 5 | 4 |
| Others | 9 | 13 |
| Total | $\overline{100}$ | $\overline{100}$ |
| Number of children in household |  |  |
| 0 | 70 | 71 |
| 1 | 14 | 16 |
| 2 | 13 | 11 |
| More than 2 | 2 | 2 |
| Total | $\overline{100}$ | $\overline{100}$ |
| Number of teenagers in household |  |  |
| 0 | 72 | 78 |
| 1 | 16 | 13 |
| 2 | 5 | 4 |
| More than 2 | 6 | 5 |
| Total | $\underline{100}$ | 100 |
| Total number of persons in household |  |  |
| 1 | 9 | 22 |
| 2 | 26 | 24 |
| 3-4 | 46 | 43 |
| $4+$ | 19 | 11 |
| Total | $\overline{100}$ | $\overline{100}$ |
| Television usage |  |  |
| Heavy | 47 | 37 |
| Medium | 17 | 19 |
| Light | 36 | 44 |
| Total | 100 | $\overline{100}$ |
| Base | 985 | 1150 |

[^15]In Toronto, where around some 90 per cent of households have cable or a rooftop antenna, this latter requirement was not considered a serious drawback. In Montreal, where only roughly 60 per cent of the francophones met this requirement, having to confine the trial to this element of the population meant that teletext would be tested with a somewhat atypical sample of the population.

In order to find out how atypical this segment of the population was, a comparison of the characteristics of households with and without colour and cable television was made using BBM data. ${ }^{1}$ This comparison showed the two groups to be very similar. The major difference between the two was that Montrealers in homes equipped with colour television and cable were slightly more apt to be in clerical and sales positions and to have a secondary school education (as opposed to a university education) and were slightly more apt to be heavy television viewers. Therefore, one would expect the Montreal sample to be slightly skewed towards heavier television users and the middle socio-economic categories (Table B-2).

1

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BBM (Bureau of Broadcast Measurement), special analysis of 1982 data.
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THE DEMOGRAPHIC CHARACTERISTICS
OF THE IRIS SAMPLE

| Age, education, occupation and income | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Age <br> 18-34 years 35-54 years 55 years and over Total | $\%$ <br> 33 <br> 46 <br> 21 <br> 100 | $\%$ <br> 23 <br> 56 <br> 21 <br> 100 |
| Highest level of education <br> No formal education <br> Elementary School <br> High School <br> Community College University <br> Total | $\begin{array}{r} 0 \\ 8 \\ 34 \\ 23 \\ 35 \\ \hline 100 \end{array}$ | $\begin{array}{r} 3 \\ 28 \\ 19 \\ 50 \\ \hline 100 \end{array}$ |
| Occupation <br> Professional/Executive Sales/Clerical. Skilled labour Unskilled labour Homemakers Retired persons Students Unemployed <br> Total | 26 <br> 26 <br> 21 <br> 8 <br> 16 <br> 1 <br> 1 <br> 1 <br> 100. | $\begin{array}{r} 43 \\ 20 \\ 13 \\ 4 \\ 14 \\ 1 \\ 1 \\ 5 \\ \hline 100 \end{array}$ |
| $\begin{aligned} \text { Base: } & \text { Participating } \\ & \text { household heads }\end{aligned}$ | 273 | 318 |
| Annual household income <br> Less than \$19,999 <br> 20,000-29,999 <br> 30,000-39,999 <br> 40,000-49,999 <br> 50,000-59,999 <br> 60,000 or more <br> Total | $\begin{array}{r} 15 \\ 26 \\ 23 \\ 21 \\ 5 \\ 10 \\ \hline 100 \end{array}$ | $\begin{array}{r} 5 \\ 11 \\ 20 \\ 18 \\ 18 \\ 28 \\ \hline 100 \end{array}$ |
| Base: Participating households | 151 | 152 |

Percentages do not necessarily add to 100 due to rounding. *Less than 0.5 per cent.

Description of the Sample

Table B-3 gives the demographic characteristics of the resulting Montreal and Toronto IRIS samples. A number of differences in the two cities may be noted. The Montreal sample is slightly younger than the Toronto sample, while the Toronto sample scores higher on the three measures of socio/economic status (income, education and occupation).

In order to gain an indication of how representative the Toronto and Montreal IRIS samples were of their respective populations, a comparison was made with $B B M$ data. (The BBM data is weighted for age and sex to correspond to census data.) This comparison shows that those who agreed to participate in Project IRIS were slightly younger and better educated than the BBM sample (Table B-4). This finding is in keeping with that found in Part 1 (page 9) where it was reported that those who accepted a decoder were younger and better educated than those who did not. Indeed, given this finding, it was postulated in the body of the report that these might be two of the more important characteristics of the first adopters of teletext.

Finally, it is to be noted that the Toronto IRIS sample, with its higher income, education and occupation levels, was more upscale than the Montreal sample. Partly this was a result of the Montreal sample's having been drawn from cable/colour television homes with their more 'average' socio-economic level, and partly this is a result of genuine differences in the demographic composition of Montreal francophones and

1 BBM (Bureau of Broadcast Measurement), special analysis of fall
1982 data.

TABLE B-4

A COMPARISON OF THE AGE AND EDUCATIONAL CHARACTERISTICS OF THE IRIS SAMPLE WITH THOSE OF THE BBM SAMPLES ${ }^{1}$

| Age and education | MONTREAL |  | TORONTO |  |
| :---: | :---: | :---: | :---: | :---: |
|  | $\begin{gathered} \text { IRIS } \\ \text { sample }^{2} \end{gathered}$ | $\begin{gathered} \text { BBM } \\ \text { sample } \end{gathered}$ | $\begin{gathered} \text { IRIS } \\ \text { sample } \end{gathered}$ | $\begin{gathered} \text { BBM } \\ \text { sample } \end{gathered}$ |
| Age | \% | \% | \% | \% |
| 18-34 years | 49 | 43 | 40 | 42 |
| 35-54 years | 37 | 37 | 44 | 34 |
| 55 years and over | 15 | 21 | 16 | 23 |
| Total | 100 | 100 | 100 | 100 |
| Highest level of education |  |  |  |  |
| No formal education | 0 | 0 | * | 0 |
| Elementary school | 5 | 11 | 3 | 5 |
| High school | 40 | 49 | 31 | 48 |
| Community college | 28 | 20 | 20 | 16 |
| University | 28 | 18 | 46 | 30 |
| Total | 100 | 100 | 100 | 100 |
| Sample base | 359 | 771 | 388 | 1038 |

${ }^{1}$ The sample used in this analysis consisted of people 18 years of age and over living in households which had colour TV and cable service. The most often used language in the household had to be French in Montreal, English in Toronto.

2 Based on household members 18 years of age and over.
Percentages do not necessarily add to 100 due to rounding.
*Less than 0.5 per cent.

Toronto anglophones. For example, BBM data for colour cable homes shows 30 per cent of Torontonians to be university educated while only 18 per cent in Montreal are. If one compares the levels of education of all anglophones in Toronto with those of all
francophones in Montreal (not just the ones with colour and cable television), this same relationship is apparent, although not to the same degree. For example, BBM shows 18 per cent of Montreal francophones to be university educated in comparison to 30 per cent of Toronto anglophones.

## GATHERING OF THE DATA

The fieldwork was carried out by Canadian Facts Ltd., under the direction of CBC Research, ottawa. All interviewers were thoroughly briefed and trained before the start of each phase of the fieldwork. The interviewers were not only instructed in interview and sampling techniques but were also given a full scale demonstration of teletext and the IRIS teletext service. Staff from CBC Research and the CBC Teletext Centers, as well as representatives from Canadian Facts, were present at the interviewer briefings.

## Recruitment Interview

A short recruitment interview was conducted by trained interviewers with either the male or female head of each household selected for inclusion in the sample. This interview had a number of purposes: 1) to select out those who were qualified to participate (households had to have a colour television set less than ten years old, subscribe

## RESULTS OF RECRUITMENT INTERVIEW AND

FOLLOW-UP TELEPHONE CALL

|  | MONTREAL | TORONTO |
| :---: | :---: | :---: |
| Were selected for recruitment interview but... <br> Did not qualify for inclusion in trial ${ }^{1}$ <br> Were not available <br> Completed interview but... <br> Were not interested in participating <br> Accepted information about the trial, and during the followup call indicated... <br> Interest in participating <br> No interest | 408 <br> 49 <br> 102 <br> 269 <br> 136 | 48 <br> 20 <br> 61 <br> 254 <br> 147 |
| Total: Heads of households selected for possible recruitment | 964 | 530 |

[^16]to cable or have a rooftop antenna, and speak French most often in the home in Montreal, English most often in Toronto); 2) to persuade qualified households to join the trial, and 3) to collect demographic and other background information on these prospective households. By collecting data on all households that were approached, it was possible to assess the proportions who were sufficiently attracted to teletext in order to undertake the obligations of the trial and to compare the characteristics of acceptors with those who declined to participate.

In eligible households, interviewers described teletext and showed the head being interviewed a booklet made up of ten colour photographs of sample teletext pages. A letter and a brochure describing the project in more detail, outlining the obligations involved in the trial and urging them to join was left for the family's consideration. A few days later the interviewers recontacted the household in order to learn the family's decision.

Table B-5 gives the response rate for the recruitment interview and the numbers of households which accepted and declined the offer to participate in the trial.

Installation and Maintenance of Decoders

The decoders were installed in participating households by CBC technical personnel. During their visit they showed the recipients how to use the decoder and left written operating instructions for the household. CBC technical staff also made adjustments to decoders when technical problems arose.

## Post Installation Interviews

Shortly after the decoders were installed, interviewers conducted a post installation interview in person with the male and female household heads. (If one of the heads was unable to be present for the interview, their portion of the interview was conducted later by telephone.) During this visit the interviewer checked that the equipment was working properly, performed a simple test of teletext reception and ensured that the heads knew how to use the keypad and decoder. The interviewer questioned the heads on their impressions of teletext and their use of other media, and collected more complete demographic data.

The Diary

Use of teletext was measured by the diary method. A diary was delivered to each participating household, to be kept close to the television set equipped with a decoder. It covered teletext usage by each member of the household aged seven or older for a period of a week.

Each diary booklet was comprised of about 40 pages. Each time teletext was viewed, users were required to write in the starting and finishing time of the session, the number of each page accessed, and, if applicable, the television channel(s) they were watching before and after viewing teletext.

There were two diary measurement periods: the first, June $6-12,1983$; the second, November 21-27, 1983.

As noted previously, a number of problems surrounded the June diary. Many households were suffering technical problems and it was a less than desirable time of year to measure usage. In addition, the response rate to this first diary (noted in Table B-1) was disappointing. The data obtained from the first diary, while not reported on in the body of the report, appears in tabular form in Appendix C.

In order to increase the response rate to the November diary, all households were sent a $\$ 2$ lottery ticket as a token of appreciation, and were informed that if they returned their diary they would be eligible for a draw of $\$ 500$. The response rate for this diary was excellent: 95 of 96 households in Montreal and 92 of 97 households in Toronto returned their November diaries.

## Final Assessment Interview

The final assessment interview was conducted by telephone with the male and female heads of households that finished the trial, after their decoders had been removed from the household. The heads.were asked for their overall impressions of teletext, their assessment of each section of the IRIS magazine and what they would like to see presented on a regular teletext magazine. A short version of the questionnaire, asking for their general impression of teletext, was also administered to all heads that had dropped out of the trial before its completion.

The Research Instruments

Copies of the questionnaires and all materials used for research are included in Appendices D (English version) and E (French version).

## APPENDIX C

JUNE DIARY

## DATA FROM THE FIRST TELETEXT DIARY

The data presented in this section are drawn from the diary which was administered at the time of the first phase of the project, during the week of June 6-12, 1983.

TABLE C-1
NUMBER OF TIMES USERS WATCHED TELETEXT DURING DIARY WEEK

| Number of times <br> teletext was <br> watched during week | MONTREAL | TORONTO |
| :---: | :---: | :---: |
|  | $\%$ | $\%$ |
| 1 | 25 | 38 |
| 2 | 17 | 21 |
| 3 | 19 | 21 |
| 4 | 10 | 8 |
| 5 | 7 | 3 |
| 6 | 14 | 3 |
| 7 | 6 | 2 |
| 8 | 2 | 2 |
| 9 or more | 100 | 100 |
| Total | 126 | 89 |
| Base: Teletext users | 3.4 | 2.5 |
| Average number of |  |  |
| time users watched |  |  |

Percentages do not necessarily add to $100 \%$ due to rounding.
*Less than 0.5 per cent.

| Duration in minutes | Viewing sessions |  |
| :---: | :---: | :---: |
|  | Montreal | Toronto |
|  | \% | \% |
| $1-5$ $6-10$ | $\left.\begin{array}{l}14 \\ 20\end{array}\right] 34$ | $\left.\begin{array}{l}19 \\ 26\end{array}\right] \quad 45$ |
| $11-15$ $16-20$ | $\left.\begin{array}{l}25 \\ 10\end{array}\right] 35$ | $\left.\begin{array}{r}17 \\ 8\end{array}\right] 25$ |
| $21-25$ $26-30$ | $\left.\begin{array}{l}7 \\ 6\end{array}\right] 13$ | $\left.\begin{array}{l}4 \\ 6\end{array}\right] 10$ |
| $31-35$ $36-40$ | $\left.\begin{array}{l}3 \\ 5\end{array}\right] 8$ | $\left.\begin{array}{l}5 \\ *\end{array}\right]$ |
| $41-45$ $46-50$ | $\left.\begin{array}{l}3 \\ 2\end{array}\right] \quad 5$ | $\left.\begin{array}{l}3 \\ 2\end{array}\right] 5$ |
| Over 50 | 4] 4 | 9] 9 |
| Total | 100 | 100 |
| Base: Viewing sessions | 429 | 223 |
| Median | 13.8 | 11.9 |
| Mean | 19.1 | 24.5 |

TABLE C-3
NUMBER OF PAGES ACCESSED DURING VIEWING SESSIONS

| Number of pages accessed | Viewing sessions |  |
| :---: | :---: | :---: |
|  | Montreal | Toronto |
|  | \% | \% |
| $1-4$ $5-9$ | $\left.\begin{array}{l}10 \\ 17\end{array}\right] 27$ | $\left.\begin{array}{l}31 \\ 26\end{array}\right] 57$ |
| $10-14$ $15-19$ | $\left.\begin{array}{l}13 \\ 11\end{array}\right] 24$ | $\left.\begin{array}{l}8 \\ 8\end{array}\right] 16$ |
| $20-24$ $25-29$ | $\left.\begin{array}{r}11 \\ 8\end{array}\right] 19$ | $\left.\begin{array}{r}10 \\ 5\end{array}\right] 15$ |
| $30-34$ $35-39$ | $\left.\begin{array}{l}7 \\ 5\end{array}\right] 12$ | $\left.\begin{array}{l}3 \\ 2\end{array}\right] 5$ |
| $40-44$ $45-49$ | $\left.\begin{array}{l}2 \\ 5\end{array}\right] 7$ | 1] 2 |
| Over 50 | 11.] 11 | $5] .5$ |
| Total | 100 | 100 |
| Base: Viewing sessions | 429 | 223 |
| Median | 18.1 | 9.3 |
| Mean | 25.9 | 15.8 |

Percentages do not necessarily add to 100 due to rounding.

* Less than $0.5 \%$

TABLE C-4
VIEWING SESSIONS BY TIME OF DAY

| Time of day | MONTREAL | TORONTO |
| :---: | :---: | :---: |
|  | $\%$ | $\%$ |
| Sign-on ${ }^{1}$ to 09:59 | 12 | 5 |
| $10: 00$ to $12: 59$ | 13 | 12 |
| $13: 00$ to $15: 59$ | 9 | 10 |
| $16: 00$ to $17: 59$ | 10 | 17 |
| $18: 00$ to $19: 59$ | 17 | 22 |
| $20: 00$ to $21: 59$ | 17 | 19 |
| $22: 00$ to $23: 59$ | 0 | 100 |
| $00: 00$ to sign-off | 100 | 221 |

${ }^{1}$ The sign-on and sign-off times varied throughout the week. In Montreal sign-on was at approximately 08:00 each day but sign-off varied from 00:15 to 04:00. In Toronto sign-on varied from 07:30 to 09:00 and sign-off varied from 00:10 to 03:35.

Percentages do not necessarily add to 100 due to rounding.

DIARY 1
TABIE C-5
REACH OF SECTIONS

| MONTREAL |  |  |  | TORONTO |  |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Section |  | Reach |  | Section |  | Reach |  |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of section during diary week |  |  |  | Proportion of teletext users and potential users who accessed one or more pages of section during diary week |  |
| Number | Name |  |  | Number | Name |  |  |
|  |  | Teletext users | Potential users |  |  | Teletext users | Potential users |
|  |  | \% | \% |  |  | \% | \% |
| 10's | Nouvelles | 88 | 51 | 10's | News | 64 | 34 |
| 20's | Sports |  |  | 20's | Weather | 78 | 41 |
|  | With Loterie Without Loterie | $\begin{aligned} & 79 \\ & 76 \end{aligned}$ | $\begin{aligned} & 45 \\ & 44 \end{aligned}$ |  |  |  |  |
| 30's | Vie économique | 48 | 27 | 30's | Sports | 52 | 27 |
| 40's | Météo | 81 | 46 | 40 's | Finance | 35 | 18 |
| 50 's | Oulture/Loisirs | 67 | 39 | 50's | Resources | 18 | 9 |
| 60's | Chroniques | 47 | 27 | 60's | at Home | 26 | 14 |
| 70's | Courrier | 34 | 20 | 70's | On the Town | 16 | 9 |
| 80's | Consommation | 33 | 19 | 80's | Features With Lotteries | 27 | 14 |
| 90's | Agriculture/Pêche | 17 | 10 |  | Without Lotteries | 24 | 12 |
| 99 | Urgences | 19 | 11 | 99 | Emergency | 1 | * |
|  | for percentages | Number of users= 126 | Number of potential users $=220$ |  | for percentages | Number of users= 89 | Number of potential users $=169$ |

[^17]TABLE C-6
page availability and pages accessed
IN SECTIONS DURING DIARY WEEK
MONTREAL

| Section |  | Average number of pages available at any one time during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: |
| Number | Name |  |  |
| 10's | Nouv elles | 37.5 | 36.3 |
|  | Without Loterie | 16.4 9.8 | $\begin{array}{r} 12.3 \\ 7.4 \end{array}$ |
| 30 's | Vie économique | 6.3 | 2.9 |
| 40's | Météo | 10.3 | 11.4 |
| 50 's | Culture/Loisirs | 16.4 | 6.1 |
| 60's | Chroniques | 24.1 | 8.7 |
| 70's | Courrier | 10.7 | 2.3 |
| 80 's | Consommation | 4.0 | 1.4 |
| 90's | Agriculture/Pêche | 1.0 | 0.2 |
| 99 | Urgences | 2.0 | 0.3 |
| Total/Average for entire magazine |  | 127.0 | 81.9 |

${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each section on each day of the diary week.

TABLE C-7

## page availability and pages accessed IN SECTIONS DURING DIARY WEEK

TORONTO

| Section |  | Average number of pages available at any one time during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: |
| Number | Name |  |  |
| $10^{\prime} \mathrm{s}$ | News | 37.5 | 14.2 |
| 20's | Weather | 20.0 | 6.3 |
| 30 's | Sports | 28.3 | 5.6 |
| 40's | Finance | 14.8 | 2.2 |
| 50 's | Resources | 15.2 | 0.4 |
| 60's | - At Home | 24.4 | 2.7 |
| 70 's | On The Town | 22.6 | 1.2 |
| 80 's | Features With Lotteries Without Lotteries | $\begin{aligned} & 24.4 \\ & 18.4 \end{aligned}$ | $\begin{aligned} & 2.3 \\ & 1.6 \end{aligned}$ |
| 99 | Emergency | 1.0 | $0.0^{2}$ |
|  | / Average for ire magazine | 188.2 | 34.9 |

[^18]TABLE C-8
REACH OF DOCUMENTS

MONTREAL

| . | Document/Section | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Document number | Name | Teletext users | Potential users |
|  |  | \% | \% |
| 10 | Nouv elles-Index | 60 | 34 |
| 11 | Manchettes | 63 | 36 |
| 12 | Internationales | 79 | 45 |
| 13 | Nationales | 72 | 41 |
| 14 | Regionales | 59 | 34 |
| 15 | Locales | 57 | 33 |
| 17 | A la une | 50 | 29 |
| 18 | Générales <br> Entire Nouvelles section ${ }^{1}$ | 42 | 24 |
|  |  | 88 | 51 |
| 20 | Sports-Index | 57 | 33 |
| 21 | Manchettes | 48 | 28 |
| 22 | Nouvelles | 69 | 40 |
| 26 | Loisirs/Plein air | 40 | 23 |
| 28 | Loteries <br> Entire Sports section | 41 | 24 |
|  |  | 84 | 48 |
| 30 | Vie économique-Index | 33 | 19 |
| 31 | Nouv elles | 24 | 14 |
| 32 | Bourse | 24 | 14 |
| 33 | Les Changes | 27 | 15 |
| 34 | Or et métaux <br> Entire Vie économique section | 17 | 10 |
|  |  | 48 | 27 |
| 40 | Météo-Index | 60 | 18 |
| 41 | Nationale | 56 | 32 |
| 42 | Régionale | 57 | 33 |
| 43 | Locale <br> Entire Météo section | 66 | 38 |
|  |  | 81 | 46 |

continued...

MONTREAL (cont'd)

| Document/Section |  | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Number | Name | Teletext users | Potential users |
| 505152535455575859 | Culture/Loisirs-Index <br> Spectacles <br> Cinéma <br> Théâtre <br> Littérature <br> Musique <br> Restaurants <br> Evénements <br> Ici Radio-Canada <br> Entire Culture/Loisirs Section | $\%$ 46 40 0 41 29 29 31 24 25 | $\begin{array}{r} \% \\ 26 \\ 23 \\ 0 \\ 24 \\ 17 \\ 17 \\ 18 \\ 14 \\ 14 \\ \hline \end{array}$ |
|  |  | 67 | 39 |
| $\begin{aligned} & 60 \\ & 61 \\ & 62 \\ & 64 \\ & 65 \\ & 66 \\ & 67 \\ & 68 \\ & 69 \end{aligned}$ | Chroniques-Index <br> Science <br> Bricolage <br> Société <br> Santé/bien-être <br> Environnement <br> Cuisine <br> Tourisme <br> Pour le curieux <br> Entire Chroniques section | $\begin{aligned} & 22 \\ & 27 \\ & 28 \\ & 25 \\ & 21 \\ & 15 \\ & 19 \\ & 22 \\ & 34 \end{aligned}$ | $\begin{array}{r} 13 \\ 15 \\ 16 \\ 14 \\ 12 \\ 9 \\ 11 \\ 13 \\ 20 \\ \hline \end{array}$ |
|  |  | 47 | 27 |
| $\begin{aligned} & 70 \\ & 73 \\ & 74 \end{aligned}$ | Courrier-Index <br> De Québec <br> Chez Nous <br> Entire Courrier section | 24 25 25 | 14 <br> 15 <br> 14 |
|  |  | 34 | 20 |
| $\begin{aligned} & 80 \\ & 83 \\ & 87 \end{aligned}$ | Consommation-Index <br> Auto/Transport <br> Guide d'achats <br> Entire Consommation section | 21 22 25 | 12 <br> 13 <br> 14 |
|  |  | 33 | 19 |
| 90 | Agriculture/Pêche-Index <br> Entire Agriculture/Pêche Section | 17 | 10 |
|  |  | 17 | 10 |
| 99 | Urgences | 19 | 11 |
|  | ase for percentages | Number of users= 126 | Number of potential users= 220 |

${ }^{1}$ The reach of an entire section is not equal to the sum of the reaches of its constituent documents.

TORONTO

| Document/Section |  | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Document number | Name | Teletext users | $\begin{gathered} \text { Potential } \\ \text { users } \end{gathered}$ |
|  |  | \% | \% |
| 10 | News Headline | 49 | 26 |
| 11 | National News | 48 | 25 |
| 12 | International News | 48 | 25 |
| 13 | Regional News | 33 | 17 |
| 15 | Special Report | 24 | 12 |
|  | Entire News section ${ }^{1}$ | 64 | 34 |
| 20 | Weather Headline | 61 | 32 |
| 21 | Weather Synopsis | 51 | 27 |
| 22 | 5-Day Outlook | 57 | 30 |
| 23 | Weather Maps | 33 | 17 |
| 24 | Weather Tomorrow | 19 | 10 |
| 25 | Marine Weather | 13 | 7. |
| 27 | Advertisement | 6 | 3 |
| 29 | Advertisement | 7 |  |
|  | Entire Weather section | 78 | 41 |
| 30 | Sports Headline | 28 | 15 |
| 31 | Major League Scores | 25 | 18 |
| 32 | National Sports News | 29 | 15 |
| 33 | Today's National Games | 25 | 13 |
| 34 | Tomorrow's Games | 16 | 8 |
| 39 | Advertisement | 3 | 2 |
|  | Entire Sports section | 52 | 27 |
| 40 | Finance Headline | 20 | 11 |
| 41 | Dollar | 23 | 12 |
| 42 | Foreign Exchange | 19 | 10 |
| 43 | Gold | 17 | 9 |
| 44 | Bonds | 11 | 6 |
| 45 | Toronto/New York Stocks | 5 |  |
| 46 | Vancouver/Montreal/London Stocks | 10 | 5 |
| 47 | General Business News | 17 | 9 |
| 49 | Advertisements | 3 | 2 |
|  | Entire Finance section | 35 | 18 |


| Document/Section |  | Reach |  |
| :---: | :---: | :---: | :---: |
|  |  | Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week |  |
| Document number | Name | Teletext users | Potential users |
| 5051525354555657 | Resource Headline <br> Resource Index <br> Resource News <br> Wheat Prices <br> Oats Prices <br> Barley Prices <br> Livestock Prices <br> Advertisement <br> Entire Resource section | \% | \% |
|  |  | 7 | 4 |
|  |  | 9 | 5 |
|  |  | 12 | 7 |
|  |  | 2 | 1 |
|  |  | 2 |  |
|  |  | 2 | 1 |
|  |  | 2 | 1 |
|  |  | 3 | 2 |
|  |  | 18 | 9 |
| $\begin{aligned} & 60 \\ & 61 \\ & 62 \\ & 64 \\ & 66 \\ & 67 \\ & 69 \end{aligned}$ | At Home Headline CBC Information Hints/Spec. Reports Advertisement Advertisement Advertisement Advertisement <br> Entire At Home section | 12 | 7 |
|  |  | 19 | 10 |
|  |  | 17 | 9 |
|  |  | 7 | 4 |
|  |  | 0 | 0 |
|  |  | 2 | 1 |
|  |  |  |  |
|  |  | 26 | 14 |
| $\begin{aligned} & 70 \\ & 71 \\ & 72 \\ & 73 \\ & 74 \\ & 78 \end{aligned}$ | On The Town Headline <br> On The Town Index <br> Entertainment News <br> Entertainment Notes <br> Reviews <br> Advertisement <br> Entire On the Town section | 8 | 4 |
|  |  | 8 | 4 |
|  |  | 9 | 5 |
|  |  | 10 | 5 |
|  |  | 8 | 4 |
|  |  | 2 | 1 |
|  |  | 16 | 9 |
| $\begin{aligned} & 80 \\ & 81 \\ & 82 \\ & 83 \\ & 84 \\ & 85 \\ & 86 \\ & 87 \end{aligned}$ | Features Headline <br> Features Index <br> Lotteries <br> Children's Material <br> Games <br> Features <br> Advertisement <br> Advertisement <br> Entire Features section | 7 | 4 |
|  |  | 3 | 2 |
|  |  | 13 | 7 |
|  |  | 9 | 5 |
|  |  | 6 | 3 |
|  |  | 16 | 9 |
|  |  | 2 | 1 |
|  |  | 2 | 1 |
|  |  | 27 | 14 |
| 99 | Emergency | 1 | 1 |
|  | Base for percentages | Number of users= 89 | Number of potential users= 169 |

${ }^{1}$ The reach of an entire section is not equal to the sum of the reaches of its constituent documents.

Page availability and pages accessed in DOCUMENTS DURING DIARY WEEK

MONTREAL

| Document/Section total |  | Average number of pages available at any one time during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: |
| Document <br> Number | Name |  |  |
| 10 | Nouv elles-In dex | 1.0 | 1.3 |
| 11 | Manchettes | 1.1 | 1.6 |
| 12 | Internationales | 7.6 | 10.2 |
| 13 | Nationales | 9.1 | 9.1 |
| 14 | Régionales | 8.0 | 7.3 |
| 15 | Locales | 3.6 | 3.2 |
| 17 | A la une | 1.9 | 2.0 |
| 18 | Générales | 3.4 | 1.6 |
|  | Nouvelles Total/ <br> Average for section | 35.7 | 36.3 |
| 20 | Sports-Index | 1.0 | 1.1 |
| 21 | Manchettes | 0.9 | 0.9 |
| 22 | Nouvelles | 5.0 | 6.0 |
| 26 | Loisirs/Plein air | 2.9 | 1.8 |
| 28 | Loteries | 6.6 | 2.5 |
|  | Sports Total/ Average for section | 16.4 | 12.3 |
| 30 | Economie-Index | 1.0 | 0.5 |
| 31 | Nouv elles | 0.6 | 0.6 |
| 32 | Bourse | 2.1 | 0.8 |
| 33 | Les Changes | 1.7 | 0.7 |
| 34 | Or et métaux | 0.9 | 0.3 |
|  | Economie Total/ Average for section | 6.3 | 2.9 |
| 40 | Météo-Index | 1.0 | 1.1 |
| 41 | Nationale | 5.1 | 5.2 |
| 42 | Régionale | 2.6 | 2.7 |
| 43 | Locale | 1.7 | 2.4 |
|  | Météo Total/ <br> Average for section | 10.4 | 11.4 |

...continued

MONTREAL (cont'd)

| Document/Section total |  | Average number of pages available at any one time duringdiary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: |
| Document Number | Name |  |  |
| 50 | $\begin{aligned} & \text { Culture/Loisirs- } \\ & \text { Index } \end{aligned}$ | 1.0 | 0.7 |
| 51 | Spectacles | 1.1 | 0.9 |
| 52. | Cinéma | 1.3 | 0.0 |
| 53 | Théâtre | 3.4 | 1.4 |
| 54 | Littérature | 2.0 | 0.7 |
| 55 | Musique | 1.6 | 0.6 |
| 57 | Restaurants | 2.0 | 0.5 |
| 58 | Evenements | 2.3 | 0.8 |
| 59 | Ici Radio-Canada | 1.7 | 0.5 |
|  | Culture/Loisirs Total/Average for section | 16.4 | 6.1 |
| 606162646566676869 | Chroniques-Index | 1.0 | 0.4 |
|  | Science | 1.1 | 0.6 |
|  | Bricolage | 5.6 | 2.2 |
|  | Socriété | 6.6 | 2.0 |
|  | Santé/Bien-âtre | 1.1 | 0.4 |
|  | Environnement | 1.0 | 0.2 |
|  | Cuisine | 1.4 | 0.6 |
|  | Tourisme | 3.0 | 0.8 |
|  | Pour le curieux | 3.3 | 1.5 |
|  | Chronique Total/ Average for section | 24.1 | 8.7 |
| $\begin{aligned} & 70 \\ & 73 \\ & 74 \end{aligned}$ | Courrier-Index | 1.0 | 0.3 |
|  | De Québec | 5.7 | 1.4 |
|  | Chez Nous | 4.0 | 0.6 |
|  | Courrier Total/ Average for section | 10.7 | 2.3 |
| $\begin{aligned} & 80 \\ & 83 \\ & 87 \end{aligned}$ | Consommation-Index | 1.0 | 0.3 |
|  | Auto/Transport | 1.0 | 0.3 |
|  | Guide d'achats | 2.0 | 0.8 |
|  | Consommation Total/ Average for section | 4.0 | 1.4 |

...continued

MONTREAL (cont'd)

| Document/Section total |  | Average number <br> of pages <br> available <br> at any one <br> time during <br> diary week | Average number <br> of pages <br> accessed <br> per user <br> during diary <br> week |
| :---: | :---: | :---: | :---: |
| Document <br> Number | Name | 1.0 | 0.2 |
| 90 | Agriculture/ <br> Pêche-Index <br> Agriculture/ <br> Pêche Total/ <br> Average for section | 1.0 | 0.2 |
| 99 | 2.0 | 0.3 |  |
| Urgences | 127 | 81.9 |  |

${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each document on each day of the diary week.

| Document/Section total |  | Average number of pages available at any one time during diary week | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: |
| Document Number | Name |  |  |
| 10 | News Headline | 1.0 | 0.9 |
| 11 | National News | 9.9 | 4.6 |
| 12 | International News | 10.6 | 4.6 |
| 13 | Regional News | 9.6 | 2.7 |
| 15 | Special Report | 6.4 | 1.4 |
|  | News Total/Average <br> for section | 37.5 | 14.2 |
| 20 | Weather Headline | 1.0 | 1.0 |
| 21 | Weather Synopsis | 1.0 | 0.8 |
| 22 | 5-Day Outlook | 1.0 | 1.0 |
| 23 | Weather Maps | 5.0 | 1.6 |
| 24 | Weather Tomorrow | 3.9 | 1.0 |
| 25 | Marine Weather | 5.0 | 0.7 |
| 27 | Advertisement | 2.1 | 0.1 |
| 29 | Advertisement | 1.0 | 0.1 |
|  | Weather Total/Average for section | 20.0 | 6.3 |
| 30 | Sports Headline | 1.0 | 0.5 |
| 31 | Major League Scores | 8.0 | 2.1 |
| 32 | National Sports News | 10.1 | 1.8 |
| 33 | Today's National Games | 4.1 | 0.8 |
| 34 | Tomorrow's Games | 4.1 | 0.4 |
| 39 | Advertisement | 1.0 | 0.0 |
|  | Sports Total/Average for section | 28.3 | 5.6 |
| 40 | Finance Headline | 1.0 | 0.3 |
| 41 | Dollar | 1.0 | 0.3 |
| 42 | Foreign Exchange | 1.0 | 0.3 |
| 43 | Gold \& Silver | 1.0 | 0.2 |
| 44 | Bonds | 1.0 | 0.2 |
| 45 | Toronto/New York Stocks | 1.0 | 0.1 |
| 46 | Vancouver/Montreal Stock | 1.0 | 0.1 |
| 47 | General Business News | 6.7 | 0.7 |
| 49 | Advertisements | 1.1 | 0.0 |
|  | Finance Total/Average for section | 14.8 | 2.2 |


| Document/Section total |  | Average number of pages available at any one time during diary week ${ }^{I}$ | Average number of pages accessed per user during diary week |
| :---: | :---: | :---: | :---: |
| Document Number | Name |  |  |
| 5051525354555657 | Resource Headline <br> Resource Index <br> Resource News <br> Wheat Prices <br> Oats Prices <br> Barley Prices <br> Livestock Prices <br> Advertisement <br> Resource Total/ <br> Average for section | 1.0 | 0.1 |
|  |  | 1.0 | 0.1 |
|  |  | 8.1 | 0.2 |
|  |  | 1.0 | 0.02 |
|  |  | 1.0 | 0.02 |
|  |  | 1.0 | 0.02 |
|  |  | 1.0 1.1 | 0.02 0.02 |
|  |  | 15.2 | 0.4 |
| 60 61 62 64 66 67 69 | At Home Headline CBC Information Hints/Spec. Reports Advertisement Advertisement Advertisement Advertis ement <br> At Home Total/ <br> Average for section | 1.0 | 0.2 |
|  |  | 5.7 | 0.6 |
|  |  | 14.6 | 1.7 |
|  |  | 1.0 | 0.1 |
|  |  | 0.1 | $0.0{ }^{2}$ |
|  |  | 1.0 1.0 | 0.1 0.02 |
|  |  | 1.0 | 0.02 |
|  |  | 24.4 | 2.7 |
| $\begin{aligned} & 70 \\ & 71 \\ & 72 \\ & 73 \\ & 74 \\ & 78 \end{aligned}$ | On The Town Headline <br> On The Town Index <br> Entertainment News <br> Entertainment Notes <br> Reviews <br> Advertisement <br> On the Town Total/ <br> Average for section | 1.0 | 0.1 |
|  |  | 1.0 | 0.1 |
|  |  | 8.6 | 0.2 |
|  |  | 3.1 | 0.3 |
|  |  | 7.9 | 0.5 |
|  |  | 1.0 | 0.02 |
|  |  | 22.6 | 1.2 |
| $\begin{aligned} & 80 \\ & 81 \\ & 82 \\ & 83 \\ & 84 \\ & 85 \\ & 86 \\ & 87 \end{aligned}$ | Features Headline <br> Features Index <br> Lotteries <br> Children's Material <br> Games <br> Features <br> Advertisement <br> Advertisement <br> Features Total <br> Average for section | 1.0 | 0.1 |
|  |  | 1.0 | 0.02 |
|  |  | 6.0 | 0.8 |
|  |  | 4.1 | 0.3 |
|  |  | 3.0 | 0.1 |
|  |  | 7.3 | 1.0 |
|  |  | 1.0 | 1.02 0.02 |
|  |  | 1.0 | 0.02 |
|  |  | 24.4 | 2.3 |
| 99 | Emergency | 1.0 | 0.02 |
| Total/BaseAverage for entire magazine |  | 188.2 | 34.9 |

[^19]REACH OF FULL PAGE ADVERTISEMENTS
AND THEIR CORRESPONDING BILLBOARDS

| Full Page Advertisements |  |  | Corresponding Billboards |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  | Reach |  |  | Reach |
| Page Number | Advertiser/ <br> Section location | $\begin{aligned} & \text { Proportion } \\ & \text { of teletext } \\ & \text { users who } \\ & \text { accessed ad } \\ & \text { during diary } \\ & \text { week } \\ & \hline \end{aligned}$ | Page Number | Advertiser/ <br> Content of page/ <br> Section location | Proportion of teletext users who accessed page during diary week |
|  | (Sect $\frac{\text { Weather }}{\frac{10 n}{}}$ reach $=78 \%$ ) | \% |  | $(\text { Section reach }=78 \%)$ | \% |
| 27.00 | Canco/Hot Point | 6 | 20.00 | Canco/Hot Point/ Weather Headilne | 61 |
| 29.00 | Baskin Robbins | 7 | 24.01 | Baskin Robbins/ Weather Tomorrow | 27 |
| 39.00 | (Section reach=52\%) Continental Bank | 3 | 30.00 | (Section reach $=52 \%$ ) <br> Continental Bank/ Sports Headline | 28 |
| 49.00 | (Sectinance Continental Bank | 3 | 44.00 | $\begin{aligned} & \text { (Section reach }=35 \% \\ & \text { Continental Bank/ } \\ & \text { Bonds } \end{aligned}$ | 11 |
| 57.00 | $\begin{aligned} & \text { (Section reach }=18 \% \text { ) } \\ & \text { Air Canada } \end{aligned}$ | 3 | 51.00 | ```(Sect Resources reach}=18 Air Canada/ Resources Index``` | 9 |
|  | (Sect $\frac{\text { At Home }}{\text { ion reach }}=26 \%$ ) |  |  | (Section ${ }^{\text {At Heach }}$ Home $26 \%$ ) |  |
| 64.00 | Fairweather | 7 | 62.--1 | Fairweather/ Hints/Spec.Report $(\text { Section reach=52\%) }$ | 8 |
| 67.00 | Samsonite | 2 | 31.-- | Samsonite/ <br> Major League Scores $\text { (Section reach }=35 \% \text { ) }$ | 9 |
| 69.00 | Firestone | 2 | 41.00 | Firestone/Dollar | 23 |
| 78.00 | $\begin{aligned} & \text { (section Teach }=16 \% \text { ) } \\ & \text { Schneiders } \end{aligned}$ | 2 |  | $\begin{aligned} & \text { (Son the Town } \\ & \text { Sction reach }=16 \% \text { ) } \\ & \text { Schneiders/ } \\ & \text { On the Town Index } \end{aligned}$ | 8 |
| 86.00 | $\begin{aligned} & \text { (Seceatures } \\ & \text { Big Steel Man } \end{aligned}$ | 2 | 81.00 | (Sect $\frac{\text { Features }}{\text { Ion reach }}=27 \%$ ) Big Steel Man/ Features Index | 4 |
| 87.00 | Continental Bank | 2 | 85.01 | Continental Bank/ Features | 16 |

TABLE C-13
REACH OF "STAND ALONE" BILLBOARDS

| Page Number | Advertiser/ <br> Section location | Reach |
| :---: | :---: | :---: |
|  |  | Proportion of teletext users who accessed page during diary week |
| 23.01 | $\text { (Section reach } \frac{\text { Weather }}{}=78 \% \text { ) }$ <br> General Motors | $\%$ $28$ |
| 33.--1 | $\begin{gathered} \left.\frac{\text { Sports }}{(\text { Section reach }}=52 \%\right) \\ \text { Baskin Robbins } \end{gathered}$ | 8 |
| 63.00 | $\begin{aligned} & \left.\quad \frac{\text { At Home }}{(\text { Section reach }}=26 \%\right) \\ & \text { Esso } \end{aligned}$ | 2 |
| 73.01 | $\begin{aligned} & \quad \frac{\text { On the Town }}{\text { (Section reach }}=16 \% \text { ) } \\ & \text { Mutual Life } \end{aligned}$ | 9 |
| Base: Teletext users $=89$ |  |  |

${ }^{1}$ The position of the billboard varied among the different pages of document 33.

## APPENDIX D

ENGLISH QUESTIONNAIRES AND OTHER RESEARCH MATERIALS
PagE

1. Recruitment Questionnaire ..... D-1 to D-8
2. Letter Introducing Project IRIS Left With Interested Households Following Recruitment Interview ..... D-9
3. Information Left With Interested Households Following Recruitment Interview ..... D-10 to D-12
4. Recruitment Telephone Follow-Up ..... D-13 to D-15
5. Card Provided With Decoder Summarizing Operating Instructions, Side 1 ..... D-16
6. Card Provided With Decoder Summarizing Operating Instructions, Side 2 ..... D-17
7. Supplementary Operating Instructions Provided With Decoder ..... D-18 to D-20
8. Post-Installation Interview ..... D-21 to D-33
9. Form Used To Report Results of Teletext Test Performed During Post-Installation Interview ..... D-34
10. Covering Letter Sent With June Diary To Participating Households In Toronto. ..... D-35
11. Interview Format Used With Phase 1 Participants To Determine Their Interest In Continued Participation ..... D-36
12. Information Letter Sent To Participating Households In Toronto In October 1983, Prior To The November 21-27 Diary ..... D-37
13. Covering Letter Sent With November Diary To Participating Households In Toronto ..... D-38
14. Notice To Participating Households In Toronto Included With November Diary and Covering Letter. ..... D-39
15. Cover of Diary ..... D-40
16. Page 1 Of Diary ..... D-41
17. Page 2 of Diary ..... D-42
18. Sample Of Diary Pages Which Respondents Were Instructed To Complete ..... D-43
19. Final Assessment Questionnaire - Long Version (administered to continuing participants) ..... D-44 to D-51
20. Final Assessment Questionnaire - Short Version (administered to dropouts) ..... D-52 to D-55

STUDY LC861

## TELETEXT TRIAL STUDY

## RECRUITMENT QUESTIONNAIRE

Hello, I'm $\qquad$ from Canadian facts, a marketing research firm. We are conducting a survey on behalf of the Canadian Broadcasting Corporation and I would like to speak to either the male or female head of the household.

IF NEITHER MALE NOR FEMALE HEAD AVAILABLE, END INTERVIEN AND RECORD ON RECORD OP CONTACT.

RE-INTRODUCE YOURSELF IP NECESSARY

1. RECORD SEX OF RESPONDENT: MALE ..............8-1

FEMALE ............. 2
2. First of all, could you please tell me what language is spoken most of ter, in your home? (DO NOT READ LIST)

3. Are you, or are any members of your household employed in any of the following azeas? (READ LIST)

|  | NO | YES |  |
| :---: | :---: | :---: | :---: |
| Advertising or Public Relations | [] | [ | ZND INTYERVIEN, ERASE |
| Marketing Research | [] | [ | AND RECORD ON RECORD |
| Radio, Television Or Newspapers | [] | [ | OP COMTACT |

## READ TEE POLLONING STATERMENT:

A trial of a brand new use of television, which uses Canada's Telidon Technology, is about to begin in this area. The Canadian Broadcasting Corporation is selecting a cross-section of families in Toronto who will be invited to try out this new teletext system in their home. To help us in our selection, we would like to know a few things about your household.

4-a) First of all, how many television sets, in working order, do you have in your home? (RECORD BELOW UNDER Q. 4-a))
-b) (IF ANY TEGEVISION SEFS IN Q. 4-a), ASK:) And how many of these are colour sets? (RECORD BELOW UNDER Q. 4-b))


6-a) Now, let's talk about your own personal use of television. On an average
weekday in the winter, about how much time do you spend watching tele-
vision? (DO NOT READ KIST. RECORD BELOW UNER MALE/FRMALE HEAD AS APPLI- vision? (DO NOT READ LIST. RECORD BELON UNDER MALE/FEMALE HEAD AS APPLICABLE.)
-b) (IF TALKING TO MALE, ASK:) Is there a female head of household? (IF TALKING TO FEMALE, ASK:) Is there a male head of household?

YES ........19-1
NO .......... 2 GO TO QUESTION 7-a)
-c) How much television does the male/female head watch on an average weekday in the winter? (DO NOT READ LIST. RECORD BELON UNDER MALE/FEMALE HEAD AS APPLICABLE)

|  |  | $\begin{aligned} & \text { MALE } \\ & \text { MEAD } \end{aligned}$ | FEMALE HEAD |
| :---: | :---: | :---: | :---: |
|  | NONE ..................... | 20-1 | .21-1 |
|  | LESS THAN $\frac{1}{\text { a }}$ HOUR | 2 | 2 |
| IF RANGE OF TIME <br> IS GIVEN, CODE <br> THE HIGBERR ESTIMATE | 1 HOUR TO UNDER 1 HOUR . | 3 | - 3 |
|  | 1 HOUR TO UNDER 2 HOURS | 4 | - 4 |
|  | 2 HOURS TO UNDER 3 HOURS | 5 | - 5 |
|  | 3 HOURS TO UNDER 4 HOURS | 6 | - 6 |
|  | 4 HOURS TO UNDER 5 HOURS | 7 | - 7 |
|  | 5 HOURS OR MORE ........ | - 8 | - 8 |
|  | DON'T KNOW ..... | - 9 | . 9 |

7-a) (HAND CARD 1) Now, thinking of all the various television stations that you receive in your home, which would you say is the one station that you, yourself, watch most of ten? (RECORD ONE NNSWER OMI BELOW UNDER MALE/ FGMALE HFAD AS APPLICABLE.)
-b) (REFER TO Q. 6-b). IF MES", ASK:) Which one station does the male/female head watch most of ten? (RECORD ONE MNSWER ONLI BELON URDER MALE/FEMALE HERAD AS APPLICABLE.)

|  | $\begin{aligned} & \text { MALE } \\ & \text { HEAD } \end{aligned}$ | FEMALE <br> HEAD |
| :---: | :---: | :---: |
| CFTO/CTV/CHANNEL 9 | 2-1 | 23-1 |
| CBLT/CBC/CHANNEL 5 | 2 | - 2 |
| CHCH/HAMILTON/CHANNEL 11 | 3 | 3 |
| CITY TV/CHANNEL 79 | 4 | - 4 |
| CKGN/GLOBAL/CHANNEL 22 . | 5 | - 5 |
| CICO/TV ONTARIO/CHANNEL 19 | 6 | 6 |
| OTHER CANADIAN STATIONS | 7 | 7 |
| ANY U.S. STATION ............ (E.G., WKBW/ABC/CHANNEL 7; WGR/NBC/CHANNEL 2; WIVB/CBS/CHANNEL 4; WUTV/CHANNEL 29) |  | 8 |
| DON'T KNOW | 9 | - 9 |

8-a). (HAND CARD 2) Now, thinking about radio, which one local station do you, yourself, listen to most of ten? (RECORD ONE ANSWER ONLY BELON UNDER MALE/ FEMALE HEAD AS APPLICARLE)
-b) (REFER TO Q. 6-b). IF "YES", ASK:) Which one local radio station does the male/female head listen to most of ten? (RECORD ONE ANSWER ONUY BELOW UNDER MALE/FEAALE AS APPLICABLE)

9. Now, I need to record some information about your house/apartment.
(IF TYPE OF DHEThING IS OBVIOUS, SAY:) I see it is a ... (READ APPROPRIATE TYPE). (CIRCLE ANSWER BELOW)
(IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you say it is a ... (READ LIST OF POSSIBLE TYPES ONLY) ? (CIRCLE ANSWER HECNOW)

> Single House ...................................28-1
> Semi-Detached House ........................ 2
> Row House ...................................... 3
> Duplex, Triplex 0 q Quadruplex .......... 4
> Apartment With 5 To 7 Units ............. 5
> Apartment With 8 To 19 Units ........... 6
> Apartment With 20 Or More Units ....... 7
> Suite over store ............................ 8
> Or, Other (SPECIFY)
-b) Do you expect to be living in this same place six months from now?

10. What type of heating system does your home have? Does it have ... (READ LIST) ?

> A Forced Air Furnace With Hot Air Vents ........30-1
> A Hot Water Furnace With Radiators ................ 2
> Electric Heating ................................................ 3
> Space Heater 0 Stove ..................................... 4
> Or, Some Other Type (SPECIFX)

11-a) Now I would like to know about your family's reactions to the many new household items that are available in today's market. (BAND CARD. 3) here is a card with your possible answers on it. would you say that your family is usually among the first, generally somewhere in the middle, or usually among the last of the people you know to acquire each of the following. (READ LIST)

First of all, such kitchen-type items as dishwashers, self-cleaning ovens, food processors, microwave ovens, etcetera? (RECORD BELOW UNDER "RITCHEN")

And what about new entertainment items, like electronic television games such as Atari or Intellivision, video cassette recorders, the latest sound systems, etcetera? (RECORD BELON UNDER "ENTERTAINRENT")

And what about practical or personal business things such as burglar alarm systems, telephone answering services, home computers, etcetera? (RECORD BELON URDER "PRACTICAL")


YES MO
An Electronic Television Game Such As Atari Or Intellivision ...34-1 ... 2

A Video Cassette Recorder (VCR) Such As A Betamax Or vis ..........35-1 ... 2

A Home Computer Or Computer
Terminal ...................................36-1 .... 2
A Telephone Answering Device ......37-1 ... 2

## BASIC DATA

12. And finally, I have a few questions about the members of your household.

How many people are there in your household in each of the following categories? Don't forget to count yourself. (RRAD IIST)


TOTAL = $\qquad$
13. Into which of the following age groups does the male head of your householic belong? (READ LIST) And what about the female head? (RECORD BELOW IN APPROPRIATE COLURN)

| MALE | FEMALE |
| :--- | :--- |
| HEAD | HEAD |


14. And what is the highest grade or level of school reached by the male head? And what about the female head? (IF NECESSARY, READ LIST TO CLARIFY) (RECORD BELOW IN APPROPRIATE COLUMN)

15. TO DETERMINE WHETHER RESPONDENT IS QUALIFIED FOR FURTHER FOLLOW-UP, REFER TO Q. 5-a) AND Q. 9-b).

IF RESPONDENT'S MAIN COLOUR TELEVISION IS 10 YEARS OLD OR NEWER AND RESPONDENT EXPECTS TO BE LIVING IN SAME PLACE 6 MONTHS FROM NOW, (I.E., CODES 1* OR 2* IN Q. 5-a) AND CODE $1 *$ IN $Q$. 9-b)), CHECK BELOW UNDER "QUALIFIES FOR FOLLOW-UP", AND THEN READ "INVITATION TO PARTICIPATE".

IF RESPONDENT'S MAIN COLOUR TELEVISION IS OVER 10 YEARS OLD, OR NOT SURE OF AGE OR RESPONDENT DOES NOT EXPECT TO BE LIVING IN SAME PLACE 6 MONTHS FROM NOW, (I.E., CODES 3 OR 4 IN Q. 5-a) OR CODES 2 OR 3 IN Q. 9-b)), CHECK BELOW UNDER "DOES NOT QUALIFY FOR FOLION-UP". OBTAIN RESPONDENT'S NAME, ADDRESS, ETC. ON NEXT PAGE.

CHECK ONE:

| QUALIFIES FOR FOLLOW-UP ......... | [] READ "INVITATION TO PARTICIPATE" |
| :---: | :---: |
| DOES NOT QUALIFY FOR FOLLOW-UP | [] OBTAIN NANE, ADDRESS, ETC. ON NEXT PAGE |

## INVITATION TO PARTICIPATE

As I mentioned earlier, the Canadian Broadcasting Corporation is conducting an in-home trial of Canada's new Telidon teletext system. A number of households in this area are being selected to take part. The trial period will run from February - March to June of this year. If you are likely to be home during most of this period, we would like to invite you and your household to take part in the test.

You will be among the first people in Canada to use this new system and we think you will find it both interesting and useful. You will have quick access to a bank of information covering a wide variety of topics. If, for instance, you want the latest international news, or local weather or, perhaps, information on a particular leisure-time activity, you will simply punch a certain code on a keypad and it will appear on your TV screen. (SHOW PHOTOGRAPH TO RESPONDENT AND SAY: These photos were taken some time ago but they will show you what the information will look like.)

You and other members of your household will be able to use the system as much or as little as you wish. There will be absolutely no cost to you. Someone from the Canadian Broadcasting Corporation will test the teletext signal in your home, and if it is good, will hook up the necessary two pieces of equipment to your colou: television set.

All we will ask of you is to keep a diary of your use of the teletext system for two weeks. Also, a couple of times during the test period, we would like to meet with the members of your family to discuss their opinions first hand.

If you think you would like to participate, I will leave a letter with you which explains everything in more detail. We will call you back in about a day or so to get your decision.

INYYERVI ENERR, CHECK ONE:


IF AGREES TO LETHER, ASK:
16. What is the best time of day to call you? (RECORD BELOW)
[] A.M.
[] P.M.

OBTAIA RESPONDENT'S NAME, ADDRESS, EXC. ON NEXT PAGE

PLEASE PRINT CLEARLY:

LOCATION NUMBER: (45/48)

RESPONDENT'S NAME: $\qquad$

NAME OF OTHER HEAD OF HOUSEHOLD: $\qquad$ NO OTHER HEAD [] ADDRESS:

CITY: $\qquad$ POSTAL CODE: $\qquad$

TELEPHONE NUMBER: $\qquad$

DATE OF INTERVIEW: $\qquad$

INTERVIEWED BY: $\qquad$

INTERVIEWER'S SIGNATURE: $\qquad$

VERIFIED BY:

## CANADLAN EACIS

Vancouver Toronto Ottawa Montreal A division of SK/CF inc.


Canadian Facts 1075 Bay Street, Toronto
Ontario M5S $2 \times 5$ (416) 924-5751

Dear Sir or Madam:
Canadian Facts, an independent marketing research company, has been commissioned by the Canadian Broadcasting Corporation to recruit a number of households to participate in "Project IRIS", the trial of a new teletext system. Your household is one of these.

We have enclosed some materials which explain what the IRIS system is, and how it works, in greater detail.

If your reception is found to be satisfactory, the required equipment will be installed in your home, for you to use as often as you wish. All that you will be required to do is keep a diary of your use of the teletext system for one week. Also, twice during the test period, one of our interviewers will come to your home to obtain your opinions of the system.

Please review the enclosed materials with your family. In a few days, someone will call you to confirm your continued interest in participating in the test.

Thank you for your co-operation.

Yours sincerely, CANADIAN FACTS

Gary L. Halpenny,
Vice-President.
GLH/IW
Enclosure

Canadian Broadcasting Corporation

Société RadioCanada

Dear
The Canadian Broadcasting Corporation invites you and your family to participate in project IRIS, a test of Canada's newly developed Telidon technology. The CBC will be using Telidon to test a new information service called teletext. We are asking you and a number of other Canadian families to try out teletext in your home and tell us what you think of it.

- If you agree to take part in the test, you and your family will be able to receive, on your TV set, constantly updated information on news, weather, sports, and a host of other topics. You will be able to select the information you want when you want it, and within seconds it will appear on your television screen. If a good teletext signal can be received in your location, and you agree, we will have a CBC representative install our teletext equipment in your home and remove it at the end of the test at no cost to you.

We want you to try out teletext for a few months, use it as often as you wish, and give us your opinions. In order that we will know which members of your family are using the system and how they like it, we will ask you to keep a diary recording your family's use of teletext over a two-week period. In addition, two or three times during the test, we will want to interview members of your family to hear their views of teletext firsthand.


AN IMPORTANT PROJECT FOR CANADA'S FUTURE IN THE FIELD OF COMMUNICATIONS.



The equipment to be installed in your home will be placed close to your color television set as shown in the photographs. It is important that the equipment remain in good working order throughout the test, so, if there are any problems, we will expect you to let us know as soon as possible.

We are enclosing a CBC brochure which describes the IRIS project in more detail. We invite you to read it. Our interviewers will be telephoning you within a few days to confirm your wish to be included. If you have any questions do not hesitate to ask them at that time.

A short time later our technical representative will call on you to check the quality of teletext signals in your home. If reception is good, you will be eligible to be included in the test. You will then be asked to sign this letter to show your agreement.

The IRIS project is an important one for Canada's future in the field of communications. Your participation will help make it a success.

We thank you for your co-operation.
Yours sincerely,


Constance McFarland Manager
Teletext Audience Research Project IRIS

## 'PLEASE DO NOT DETACH)



I have carefully considered the information provided in this letter concerning project IRIS. I wish to be a participant in the test and agree to the installation of the necessary equipment in my home and to its removal at the conclusion of the test.

Signed
Head of Household
(male or female)
Address: $\qquad$

Telephone Number:

Date: $\qquad$


ASR TO SPEAK TO PERSON NAMED ABOVE. IF UNAVAILABLE, YOU MAY CONTINUE WITH OTHER GEAD OF HOUSEHOLD. IF NO OTHER, OR NO ADULT HEAD AVAILABLE, ARRANGE DATE AND TIME FOR CALLBACK TO RESPONDENT.

## RE-INTRODUCE. YOURSELF IF NECESSARY:

Hello, I'm
from Canadian Facts. I am calling about the CBC teletext trials which you have been asked to participate in. (CONTINUE WITH QUESTION 1-a))

RECORD OF CONTACT:


1-a) Have you had a chance to read the information brochure and lecter whicl our interviewer left with you?

-b) Do you think you could look it over in the next day or so, and I will call you back then?

OKAY TO CALL BACK ..............55- RECORD DATE/TIME FOR CALLBACK
NO LONGER INTERESTED IN

PARTICIPATING ...................... | 2 | $\begin{array}{l}\text { END INTERVIEN. RECORD ON } \\ \text { RECORD OF CONTACT }\end{array}$ |
| :--- | :--- |

2. Are you still interested in participating in the teletext trials, or do you have any further questions before you decide?

YES, STILL INTERESTED ...................56-1 GO TO Q. 3-a)
NO LONGER INTERESTED IN PARTICIPATING . 2 END INTERVIEW . RECORD
UNDECIDED, HAS QUESTIONS
.................. ON RECORD OF CONTACT


INTERVIEWER: TRY TO ANSWER RESPONDENT'S QUESTION. IF UNABLE TO ANSWER, RECORD QUESTION BELOW AND SAY YOU WILL GET BACK TO THEM. ARRANGE DATE AND TIME FOR CALLLBACK.

## RECORD OUTCOME:

QUESTION ANSWERED AND WISHES TO PARTICIPATE ....57-1

QUESTION ANSWERED AND NO LONGER INTERESTED
IN PARTICIPATING .......................................... . . 2 END INTERVIEN. RECORD ON RECORD OP CONTACT

3-a) As you know, someone from the $C B C$ will have to test the quality of the teletext signal and, if it is good, install the necessazy equipment in your home. Is someone home during weekdays between 9:00 a.m. and 5:00 p.m.?

-b) Would it be possible to go into work a little late, or leave work a blt early one day, or else be home over'the lunch hour?

YES ........59-1
NO .......... 2 GO TO Q. 4-a)
-c) When is the best time between 9:00 a.m. and 5:00 p.m. on a weekday that this testing could be done?

RECORD TIME $\qquad$
[] A.M. [] P.M. $\qquad$ GO TO

4-a) What is the earliest time in the evening between 5:00 p.m. and 8:00 p.m. that the testing could be done?

RECORD TIME: $\qquad$ P.M.
-b) (IF LATEER THAN 8:00 P.M., ASK:) Is there any time at all between 8:00 a.m. and 8:00 p.m. on a weekday that this testing can be done?

YES .........60-1
NO .......... 2 SAY: "I'M SORRY, BUT YOUR HOUSEHOLD CANNOT BE INCLUDED IN THE TRIALS" END INTERVIEW AND RECORD ON RECORD OF CONTACT.
$-c)$ What time can the testing be done?

5. This information will be passed on to the $C B C$ and someone will be caliing you to make a definite appointment. If they find that your signal is good, and they get your signed agreement, they will install the necessary equipment. Thank you for your co-operation!

## INTERVIEWER RECORD:

```
INTERVIEW COMPLETED WITH: MALE HEAD ..........61-1
```

FEMALE HEAD ........ 2
(62/75)
RECORD OUTCONE OF CALL ON RPCORD OF CONTACT.

DATE OF INTERVIEW: $\qquad$

INTERVIEWED BY: $\qquad$


PROJECT IRIS

## HOW TO USE YOUR DECODER

TO WATCH TV

- turn decoder and tv on
- make sure tv is on channel 3
- alm the keypad at the decoder, enter the channel YOU WANT AND PRESS GO

ADDITIONAL STEPS TO ACCESS TELETEXT:


## KEYPAD GUIDE

| KEY | ON TELEVISION | ON TELETEXT |
| :---: | :---: | :---: |
| TV/TX | Takes you to teletext | Takes you to television |
| GO | - | Gives you the next page |
| $\begin{aligned} & \text { NUMBER } \\ & + \text { GO } \end{aligned}$ | Gives you selected channel | Gives you selected page |
| PAUSE | - | Freezes the page until pressed again or GO is used |
| SOUND | Turns TV sound OFF or ON | Turns TV sound OFF or ON |
| ERASE | Cancels NEWSFLASH or CLOSED CAPTIONING | Erases page number if used before pressing GO |
| AGAIN | - | Displays the same page again |
| INDEX | - | Displays the preceding index |
| NEXT | Gives you following channel | Avoid using - use GO |
| BACK | Gives you preceding channel | Avoid using |

if you have a problem receiving a teletext page

1) Press 'AGAIN'
2) If this doesn't work, try pressing the TV/TX key twice and try again.
3) If the above does not work, turn the decoder off and on and then try again.
4) If none of the above work, try again later or, if problem persists, call the Telextext Centre at 920-IRIS (920-4747) to get help.

TO HELP YOU USE THE TELETEXT SYSTEM

The Norpak teletext decoder which has been installed in your home by the Canadian Broadcasting Corporation will be used to receive the CBC's teletext service. The following is a list of operating commands and other instructions which will be useful in the operation of this new system.

The decoder acts as a television converter when it is connected to the TV set. That is, the set will receive all the channels it previously received plus the extra converter channels, if cable service is connected to the home. When the decoder is off, your television set will operate just as it did before the decoder was installed.

For correct operation of the decoder, the television channel selector must be on channel 3. When the decoder is turned on, the decoder channel selector will be on channel 2 and the TV screen will be superimposed with a test page, which will disappear after a few seconds. To operate the decoder, a remote control keypad is provided. The keypad commands are transmitted using an infrared signal, so the keypad must be pointed at the decoder for the decoder to pick up the commands and nothing must come between them: People who normally use a remote control such as a JERROLD to select their TV channels should use the teletext keypad instead when the decoder is on.

## WHEN IN THE TV MODE

The keypad operates as a normal channel selector:

TV/TX - Switches the TV screen to teletext mode.
SOUND - Turns the program sound on or off.
ERASE - Cancels the NEWSFLASH or CLOSED CAPTIONING features when no longer required. You will be advised when these features become available.

BACK - Selects the preceding channel.
NEXT - Selects the following channel.
GO - Selects a TV channel if preceded by the channel number.

0 to 9 - To select a television channel, enter a two-digit number and then press GO (e.g. for channel 3, press $0-3-\mathrm{GO}$; for channe1 $18,1-8-\mathrm{GO}$ )

Other keys don't apply for this mode.

NOTE:

- If there is too much time between entering the desired channel number and depressing the $G O$ button, the decoder channel selector will return to the current channel number and the GO command will have no effect. In this case, the channel number must be entered again, this time depressing GO more quickly.
- If there is no response to the keypad commands (that is the decoder is stuck on one channel, or there are dots, lines, or parts of screensinterfering with the picture), turn the decoder OFF then ON and select the desired channel again.

```
WHEN IN THE TELETEXT MODE
```

In the teletext mode, the teletext pages replace the TV picture. In other words, the picture of the TV channel is covered by the teletext information, but the sound from the channel will still be heard unless the SOUND button is depressed. To receive teletext, the TV must be on either the English or French CBC network, since it is only on these channels that the CBC teletext signal is broadcast. If one tries to receive teletext on any other channel, the first page of teletext will appear on the screen (since this page is stored in the decoder), but there will be no other response.

KEYPAD COMMANDS

| TV/TX PAUSE | - Clears the TV screen and restores the normal TV mode. <br> - Used to hold the page on the TV screen. The decoder will show this page until PAUSE is pressed a second time or until GO is used. |
| :---: | :---: |
| SOUND | - Turns the television sound on or off. |
| ERASE | - Erases a page number entered incorrectly, allowing the viewer to re-enter the correct number. (Use before pressing G0). |
| AGAIN | - Displays the same page again. (Use if there are errors in the page the first time.) |
| INDEX | - Displays the index of the section presently being viewed or the general index if a section index is already on the screen. |
| GO | - Gives you the next page in the sequence. Must also be pressed after the numbers of a selected page have been entered. The decoder will then search for this page. If the page is not available, a BEEP will sound from the decoder and PAGE? will be displayed. |
| 0 to 9 | - To select a teletext page, enter a two-digit page number and then press GO (e.g. for page 2, press $\underline{0-2-G O}$; for page 35, 3-5-GO). |
| (dot) | - Use after two-digit page numbers for sub-pages (e.g. if you are at page 11 and want page 11.07, just press dot-0-7). |
| NEXT | - Avoid using this command. It is best to use GO to access the next page in the sequence. |
| BACK | - Avoid using this command: Displays the preceding numerical page if it is available which will not always be the case. |

Other keys as yet don't apply. You will be notified when they become operational.

## SCRERENER



## ASK TO SPEAK TO MALE OR FEAALE HEAD:

Hello, I'm $\qquad$ from Canadian Facts. I am calling about the IRIS teletext trials in which you are taking part. As you are aware, an important aspect of these trials is a follow-up interview in which we obtain your opinions of the teletext system. I would like to arrange a convenient time to come to your home for this interview. At that time, I will also perform some simple tests of your teletext reception.

IF THERE IS BOTH A MALE AND FEMALE HEAD, SAY: I would like to speak to both you and (OTHER HEAD) at the same time, if possible.

The interview will take only about a half hour. When would be a good time for me to come?

| DAY: | CONFIRA |
| :---: | :---: |
| DATE: |  |
| TIME: | ADDRESS |


$\qquad$
FINISH:

## TELLETEXT TRIALS

POST-INSTALLATION INTERVIEW

1. (CIRCLE ONE CODE BELOW TO INDICATE SITUATION. CONFIRM WITH RESPONDENT.)

MALE HEAD ONLY IN FAMILY ............................................................-19-1
FEMALE HEAD ONLY IN FAMILY ...................................................... 2
MALE AND FEMALE HEAD IN FAMILY--BOTH PRESENT FOR INTERVIEW ........ 3
MALE AND FEMALE HEAD IN FAMILY-ONLY MALE PRESENT FOR INTERVIEW .. 4
MALE AND FEMALE HEAD IN FAMILY--ONLY FEMALE PRESENT FOR INTERVIEW 5
2. First of all, I'd like to get your opinion of teletext in general.
-a) Now that you have had teletext in your home for awhile, what do you think about it? (IF NECESSARY:) what are your general impressions of teletext so far? (PROBE:) What about other nembers of your household, how do they feel about teletext?
REODRD ALL COMMENTS VERBATIM, IN ORDER MENTIONED INDICATE WHICH HEAD SAID THEM. (M/F)
$\qquad$ 33-
$\qquad$
$\qquad$
$\qquad$
$\qquad$
-b) How do you or other members of your family feel about the information that is available on teletext? Do you think there is a gosd variety or are there things you would like to see added or excluded? Is there any type of information that you find specifically interesting or useful? or, is there some way in which you feel the content could be improved? what about the way the information is presented--how do you feel about the scrolling, or automatic changing of pages?

RDOORD ALK COMMENTS VERRAITM, IN APPROPRIATE SPACE BELOW. INDICATE WHICH HRAD SAID THEA. (M/F)

FAVOURABLE COMAENTS RE: CONTENT/SCROLLING: 40-
$\qquad$ 41 -
$\qquad$
$\qquad$
UNFAVOURABLE COMRENTS RE: CONTENT/SCROLLING:
$\qquad$
$\qquad$
$\qquad$
$\qquad$


Is there anything (else) you specifically like about teletext? (PROBE) Anything else?

RBCORD ALI COMMENTS VERBATIM, IN ORDER MENTIONED INDICATE WHICH HEAD SAID THBA. (M/P) 62-
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$

$\qquad$
$\qquad$
(72/74)
-d) Is there anything (else) you are unhappy with about teletext? Are you having any (other) problems with it? $\qquad$

REOORD ALI COMMENTS VERBATIM, IN APPROPRIATE SPACE BELOW. INDICATE WHICH HEAD SAID THEM. ( $\mathrm{H} / \mathrm{F}$ )

3. Now, in case the situation has changed since we last talked with you, could you please tell me ... (RRAD LIST)
-a) How many television sets, in working order, do you have in your home? (RECORD BEIOW UNDER Q. 3-a))
-b) How many of these are colour sets? (RECORD BELOW UNDER Q. 3-b))
-c) How many are on cablevision? (RECDRD BETOW UNDER Q. 3-c))
-d) And, before you got teletext, how many were equipped with a converter that gives you even more channels? (RECORD BELOW UNDER Q. 3-d))

|  | 2.3-a) |  | 8.3-c) | 2.3-d) |
| :---: | :---: | :---: | :---: | :---: |
|  |  | NOMBER |  |  |
|  | NUEBER | OF | NUABER | NOMBER |
|  | OF | COLOUR | OP | WITH |
|  | SETS | SENS | CARLE | CONVERTER |
| ONE | .18-1 | .19-1 | .20-1 | . 21-1 |
| TWO | 2 | 2 | - 2 | .. 2 |
| THREE | 3 | . 3 | .. 3 | .. 3 |
| FOUR OR MORE | 4 | . 4 | . 4 | .. 4 |

-e) Have you subscribed to any of the PAY TV channels?

$$
\begin{aligned}
& \text { YES .....22 } 1 \quad 00 \quad 30 \quad 8.4 \\
& \text { NO .......... } 2
\end{aligned}
$$

-f) How likely are you to get PAY TV by next fall? (READ LIST)

$$
\begin{array}{ll}
\text { Very Likely .........23-1 } \\
\text { Fairly Likely ....... } & 2 \\
\text { Not Too Likely ...... } & 3 \\
\text { Not At All Likely .. } & 4
\end{array}
$$

CHECX HOUSEGOLD IDENTI FICATION NUMBER ON SCREEAER. IF IT BEGTNS WITH "39", SEIP TD gUESTION 7.

IF BOTH HRADS PRESENT ASK Q. 4 AND Q. 5 OP EACH. HEAD INDIVIDUALLY. IF ONLY ONE HFAD PRESENT YOU MAY HAVE HIM/HER ANSWER FOR THE ABSENT HEAD.
4. (HAND CARD 1) Now, thinking of all the various television stations that you receive in your home, which would you say is the one station that you, yourself, watch most often? (RECORD ONE ANSWER ONLY BELOW UNDER hale/fgande head as applicable)

|  | $\begin{aligned} & \text { MALE } \\ & \text { HBAD } \end{aligned}$ | FEMALE <br> HEAD |
| :---: | :---: | :---: |
| CFIO/CTV/CHANNEL 9 | 24-1 | . .25-1 |
| CBLT/CBC/CHANNEL 5 | 2 | ... 2 |
| CHCH/HAMILION/CHANNEL 11 | 3 | 3 |
| CITY TV/CHANNEL 79 | 4 | 4 |
| CKGN/GLOBAL/CHANNEL 22 | 5 | 5 |
| CIC / TV ONTARIO/CHANNEL 19 | 6 | 6 |
| OTHER CANADIAN STATIONS | 7 | ... 7 |
| ANY U.S. STATION .......... (E.G., WKBW/ABC/CHANNEL 7; WGR/NBC/CHANNEL 2; WIVE/CBS/CHANNEL 4; WUTV/CHANNEL 29) |  | - 8 |
| DON'T KNOW | 9 | .. 9 |

5. (BAND CARD 2) Now, thinking about radio, which one local station do you, yourself, listen to most of ten? (RECORD ONE ANSFER ONLY BELOW UNDER MALE/FEMALE HEAD AS APPLICABLE)

|  | $\begin{aligned} & \text { MALE } \\ & \text { HEAD } \end{aligned}$ | HEAD |
| :---: | :---: | :---: |
| AM STATIONS: | 26/27 | 28/29 |
| CFRB/1010 | 01 | 01 |
| CHUM/1050 | 02 | .. 02 |
| CBL--AM/CBC--AM/740 | 03 | 03 |
| CKEY/590 | . 04 | -. 04 |
| CFIR/680 | 05 | 05 |
| CFGM/1320 | - 06 | 06 |
| OTHER AM STATIONS (E.G., CJBC/CJCL) | . 07 | . 07 |

## FA STATIONS:


CHFI--FM/98.1 ............................................................. 09
CILQ--FM/"Q-107"/107.1 ................................ $10 . .10$

CBL--FM/CBC--FM/94.1 .......................................... 12 .. 12
CFNY--FM/102.1 ......................................................... 13
OTHER FM STATIONS (E.G., CJRT--FM/CKO--FM) .... $14 \ldots 14$

DON'T KNOW STATION ................................................ 15 .. 15
DO NOT LISTEN TO RADIO .............................................. 16
6. Now I would like to know how your family feels about acquiring new household items that come on the market.
(BAND CARD 3) Here is a card with your possible answers on it. Would you say that your family is usually among the first, generally somewhere in the middle, or usually among the last of the people you know to acquire each of the following? (READ LIST)
-a) First of all, such kitchen-type items as dishwashers, self-cleaning ovens, food processors, microwave ovens? (RECDRD BETOW UNDER "KITCHEN")
-b) And what about new entertainment items, like electronic television games such as Atari or Intellivision, video cassette recorders, the lastest sound systems? (REOORD BELOW UNDER "ENTERTAINMENT")
-c) And what about practical or personal business things such as burglar alarm systems, telephone answering services, home computers? (RECORD BELOW UNDER "PRACTI CAL"

KITCBEN ENTERTAINMENT PRACTICAL
Among The First ................30-1 .........31-1 .........32-1
Somewhere In The Middle ...... 2 ......... 2 ......... 2
Among The Last .................. 3 ........... 3 ......... 3
(DO NDT READ) WE DON'T KNOW PEDPLE WHO HAVE THESE TYPES OF ITEMS .... 4 .......... 4 ......... 4
(D NOT READ) WE WOULD NOT BUY THESE TYPES OF ITEMS AT ALL .................. 5 ........... 5 .......... 5

ASK EVERYONE
7. Which of the following items, if any, do you have in your home? (READ LIST)


```
IF BOTH HEADS PRESENT, ASK Q. 8 TO Q. 14 OF EACH HEAD INDIVIDUALLY.
IF ONLY ONE HEAD PRESENT, DO NOT HAVE HIM/HER ANSWER FOR ABSENT GEAD. INFORMATION FOR ABSENT HEAD MUST BE OBTAINED LATER BY TELEPBONE.
```

For the next few questions, I would like you to think about what you usually did during an average week this past winter.
8. First of all, on an average weekday this winter, that is Monday to Friday, about how much time did you usually spend on each of the following activities? (READ ITEMS AND RECORD ONE AT A TIME)
a) Watching television.
b) Paying some attention to a radio that is on.
c) Listening to records or tapes.
d) Reading a newspaper.
e) Reading a book or magazine.

DO MOT READ LIST OF TIMES. IF RANGE GIVEN, ODDE THE HIGHER NUMBER. RECORD ANSWER ROR EACH ACTIVITY UNDER "MALE HRAD" OR "FEMALE HEAD" AS APPLICABLE.

9. Now, let's talk about your use of newspapers this past winter.

ASK Q-9-a) TO 9-d) OF ONE HEAD, THEN THE OTHER. RECORD UNDER "MALE HEAD" OR FEEMALE HRAD" AS APPLICABLE.
-a) How many days a week did you usually read or look into any daily newspaper?
-b) How many days a week did you read or look into The Toronto Star?
$-c)$ What about the Globe And Mail?
-d) What about The Sun?

-e) Were there any other daily newspapers that you read or looked into on a regular basis this winter? If so, which one(s) and on how many weekdays? (ASK FOR ONE HEAD THEN THE OTHER)

-f) Did you usually look into or read any other weekly newspaper, that is one that is published only once a week?

|  | $\begin{aligned} & \text { MALE } \\ & \text { MEAD } \end{aligned}$ | fesiale <br> HEAD |
| :---: | :---: | :---: |
| YES | 38-1 | .39-1 |
| NO | 2 | 2 |

10. Now, I will read you a list of different parts of a newspaper. For each I would like you to say whether, when you read a newspaper this past winter, you almost always read it, frequently read it, sometimes read it, or hardly ever or never read it. (HAND CARD 4 TO ONE HEAD. ASK ENTIRE QUESTION, THEN HAND TO OTHER HEAD AND ASK) (START RENDING AT $>$ STATEMENT) (RECORD BELOW UNDER "MALE HEAD" OR "FEMNLE HEAD" AS APPLICABLE)
$7-4$

11. Are there any magazines that you, yourself, read on a regular basis last winter? If so, which ones? (ASK OF ONE HEAD THEN THE OTHER)
(LIST UP TD FOUR MAGAZINES IN ORDER AS MENTIONED BY EACH "HEAD" AND CIRCLE TO INDICATE WHICH HRADS READ THEA.)

| NAME OF MAGAZINE | READ BY |  |  |  | OFFICE USE ONLY |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | MALE HEAD |  | FEMALE HEAD |  |  |
|  | YES | NO | YES | NO |  |
|  | [] | - [] | [] | [] | 36/37 |
|  | [] | - [] | [] | [] | 38/39 |
|  | [] | - [] | [] | [] | 40/41 |
|  | [] | - [] | [] | [] | 42/43 |
|  | [] | - [] | [] | [] |  |
|  | [] | - [] | [] | [] | 44/45 |
|  | [] | - [] | [] | [] | 46/47 |
|  | [] | - [] | - [] | [] | 48/49 |
|  |  |  |  |  | 50/51 |

12. In the past six months, that is, since about last October, about how many books have yOu read for leisure? (ASK ONE HEAD THEN THE OTHER)

13. Generally speaking, this winter, on about how many of the five weekdays did you usually watch a television news program ... (READ ITEMS AND RECORD ONE AT A TIME)

$$
\begin{aligned}
& \text {-a) In the morning? } \\
& \text {-b) In the evening before } 7: 30 \text { p.m.? } \\
& \text {-c) At } 10 \text { or } 11 \text { o'clock at night? }
\end{aligned}
$$

(DO NOT READ LIST OF THMES. IF RANGE GIVEN, OODE THE HIGHER NUMBER. RECORD ANSWER FOR EACH THME PERIOD UNDER "MALE HEAD" OR "FEMALE HEAD" AS APPLICABLE.)

|  | MALE HIEAD |  |  | FEMALE HEAD |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | -a) | -b) | -c) | -a) | -b) | -c) |
|  | IN THE MORNING | IN <br> EVENING <br> BEPORE <br> 7:30 <br> P.M. | AT 10 <br> OR 11 <br> $0^{\prime}$ CTOCK <br> AT <br> NIGET | IN THE <br> MORNING | IN <br> EVENING <br> BEFORE <br> 7: 30 <br> P.M. | AT 10 <br> OR 11 <br> O'CLOCK $^{\prime}$ <br> AT <br> NIGET |
| NOT AT ALl | .54-9 | .55-9 | . . 56-9 | 57-9 - | 58-9 | .59-9 |
| ONE DAY | 1 | - 1 | - 1 | - 1 | . 1 | - |
| TWO DAYS | 2 | 2 | 2 | - 2 | - 2 | - 2 |
| THREE DAYS | 3 | 3 | 3 | - 3 | - 3 | - 3 |
| FOUR DAYS | 4 | 4 | - 4 | - 4 | . 4 | . 4 |
| FIVE DAYS | 5 | - 5 | . 5 | - 5 | - 5 | . 5 |

14. What about radio news broadcasts? On an average weekday this winter, about how many radio news broadcasts did you listen to? (ASK OF EACH READ INDIVIDUALLY) (RBCORD BEIOW UNDER "MALE HEAD" OR "FEMALE HEAD" AS APRLICABLE)

15. I am now going to read a list of various leisure activities. For each one please tell me whether or not you participated in it during the past month. (FOR EACH MO", ASK:) Did you participate in it during the past year?
(ASK ABOUT ALL, ACTIVITIES TD OAE HEAD, THEN THE OTHER IF ONLY ONE HEAD PRESENT, HE/SEE CAN ANSWER FOR THE ABSENT HEAD. REOORD ANSWER BELOW LNDER "MALE HEAD" OR "FEMALE HEAD" AS APRLICABLE.)


16-a) Who in your household does most of the grocery shopping? (DO NOT READ LIST)

$$
\begin{aligned}
& \text { MALE HEAD ................................................. } \\
& \text { FEMALE HEAD }
\end{aligned}
$$

-b) About how of ten does someone from in your household usually shop at each of the following grocery stores? (READ LIST AND REOORD ONE AT A TIME:) Loblaws? Dominion? Miracle Food Mart? IGA? A\&P? Any others? (DO NOT READ LIST OF FREQUENCIES)

| IF RANGE GIVEN, ODDE BI GHER FREQUENCY | LOBLAMS | DOMINIO: | MIRACTE FOOD MART | T IGA | AEP | OTHERS |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 2 OR MORE TIMES A WEEK | 17-1 | 18-1 | ..19-1 | . .20-1 . | . 21-1 | .23-1 |
| ABOUT ONCE A WEEK | 2 | 2 | 2 | 2 | . 2 | 2 |
| ONCE EVERY TWO WEEKS | 3 | 3 | 3 | 3 | - 3 | -. 3 |
| ONCE EVERY THREE WEEKS | 4 | 4 | 4 | - 4 | 4 | -. 4 |
| ONCE A MONTH | 5 | - 5 | 5 | 5 | - 5 | .. 5 |
| LESS THAN ONCE A MONTH | 6 | - 6 | 6 | - 6 | . 6 | .. 6 |
| SELDOM OR NEVER | - 7 | . 7 | ..... 7 . | . 7 | .. 7 | .. 7 |

If both meads prestent, ask Q. 17 TO 20 of gach head individially. If ONLY ONE head present do not have mm/her answer for absent head. information for absent head most be obtained later by telephone.
17. Now, getting back to teletext, how much have you, yourself, been enjoying teletext since you have had it in your home? Are you enjoying it "very much", "a fair amount", or "not too much"? (ASK OF EACH HFAD INDIVIDUALLY. RECORD UNDER "MALE HEAD" OR "FEYALE HEAD" AS APPLICABLE.)

## MALE HEAD FEMALE HEAD


18. And, so far, how useful has teletext been to you personally? has it been "very useful", "fairly useful", or "not too useful"? (ASK OF EACH HEAD INDIVIDDALLY) (RECORD CNDER "MANE BEAD" OR "FEIALE HEAD" AS APRLICABLE)

MALE HEAD FEMALE HEAD

19. About how of ten have you, yourself, been using teletext in the time you have had it in your home? About how many times a day or week do you use it? (DO NOT READ IIST) (ASK OF EACH HEAD INDIVIDUALLY. RFCORD UNDER "MALE HEAD" OR "PEMALE GEAD" AS APPLICBLE)

20. (HNND CARD 5) Which of the statements on this card best describes the extent to which you personally agree or disagree with each of the following statements? (ASK ALL STATEMENTS OF ONE HEAD, THAN THE OTHER. RECORD UNDER "MALE HEAD" OR "PENALE HEAD" AS APPLICABLE)

21. (BAND CARD 6) I will now read some situations that one may encounter with teletext. For each one, please tell me how frequently, if ever, someone in your household experiences the situation as far as you are aware. (READ ONE AT A TIME) (IF HAPPENS GUITE OFTEN OR OCCASIONALLY, ASK:) Which of the statements at the bottom of the card best describes how annoying this situation is?


(50/74)
22. Finally, to help us in our interpretation of this study, I need some basic information on each person who lives in this household. Here is a card that will help you to answer (HAND CARD 7). You can see that it has the possible answers for age, for education, employment situation, and for position in household. Just give me the number opposite the answer that applies in each case -a) Now, starting with the youngest, what is his/her name? (IF OBJBCTS SAY: It is most important that we get all of these names and other information so that we can prepare and later analyse the diaries that you will be filling out later on. Your answers will be grouped with those of other participating households and will remain confidential.) (WHEN RESEOMDENT GIVES CODE NUGBER, VERIFY BY REFERRING TO YOUR CARD AND REPEATING CATBCORY)
(WHES ABOVE DNFORMATION RECORDED, ASK:) DOes (READ NAME) ever use the television set to which the teletext is attached? (RBCORD UNDER -g) BELOW)

23.
(ASK FOR MALE AND FEMALE HEAD WHETHIRR PRESENTLY EMPLOYED OR NOT)

Where is it that you work(ed)?
What is (was) your position? What type of work do (did) you do? (REOORD UNDER MALE/FEMALE HEAD AS APPROPRIATE. IF ONLY ONE HEAD PRESENT, HE/SHE MAY ANSWER FOR ABSENT HEAD)
NAME/TYPE OF COMPANY ......... $\quad$ MALE HEAD
24. Which of the categories listed on this card (HAND CARD 8) best describes the total annual income of this household before taxes? please include the income of all household members and from all sources. Just give me the category number.


IF THERE IS BOTH A MALE AND FEMALE GEAD BUY YOU HAVE ONLY INTERVIENED ONE OF THEM, SAY: I will have to phone back to speak to (NAME OF ABSENT BEAD) and get his/her answers to some of these questions, when would be a good time for me to call?

DAY: $\qquad$
DATE: $\qquad$
TIME: $\qquad$

THANK RESRONDENT AND THES TRY TO SOLVE ANY PROBLEMS WITH TELETEXT. IF NDT POSSIBLE, SAY YOU WILL REPORT THE PROBLEM AND REDORD ON REPORT PAGE.

HOUSEHOLD IDENTIFICATION: $\square$

## INTERVIENER'S RERORT SHEET

1. Teletext Test:
2. Get the Iris logo.
3. Start the stopwatch as soon as you have entered $\boldsymbol{C O}$ (following the page number).
4. Stop the stopwatch when the requested page is starting to be printed and then freeze the page (PRESS PAUSE).
5. Register the waiting time for each of the following pages and reset stopwatch to zero each time.
6. Go directly from one page to the other in the following order: 60, 10, 50, 20.

|  | $\begin{aligned} & \text { PUNCH (AND } \\ & \text { START STOP- } \\ & \text { WATCH) } \end{aligned}$ | PAGE STARTS TO BE PRTNTED (STOP STOPWATCH) | WRITE IN WAITING TIME | (RESET <br> HATCH <br> 10 <br> ZERO) | FULC PAGE APPEARED | ONLY <br> PART <br> PAGE <br> APPEARED |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| 1 | 60 | 60 | SECS | 62/64 | 74-1 | - 2 |
| 2 | 18 | 10 | SECS | 65/67 | 75-1 | . 2 |
| 3 | 50 | 50 | SECS | 68/70 | 76-1 .. | - 2 |
| 4 | 20 | 20 | SECS | 71/73 | 77-1 .. | - 2 |

## 2. Reception Quality:

| CIRCLE NUMEER | DESCRIBE PROBLEM |
| :---: | :---: |
| System Not Working ...................78-9 <br> Major Problem, Not Able To Read .... 1 <br> Fairly Major Problem Barely Readable 2 <br> Substantial Interference But Still <br> Readable ..................................... 3 <br> Some Interference But quite <br> Readable, Clear ......................... 4 <br> No Problem At All, Very Clear ....... 5 |  |

3. Is service needed?

$$
\frac{\text { YES }}{79-1} \ldots \frac{\mathrm{NO}}{2}
$$

4. Respondent's use of teletext:
-a) Respondent had problem using the system.

$$
\frac{\text { yES }}{80-1} \ldots \frac{\mathrm{NO}}{2}
$$

-b) (IF yes:) Assistance given on using the system (describe briefly what respondent's problem was).
$\qquad$
$\qquad$
$\qquad$
$\qquad$

DATE: $\qquad$
$\qquad$
INTERVIEWER:

COVERING LETTER SENT WITH JUNE DIARY TO PARTICIPATING HOUSEHOLDS IN TORONTO

Dear Project InIS Participaat(s)

Thank you for your continued interest and participation in the $C B C$ teletext trials, pioject IRIS. We are now sending you a 'Household idary of Teletext Use' for the week of Monday June 6 to Sunday June 12. It is to be used by $2!1$ members of your household (7 years of age and over) each time they use teletext during that week.

We are not asking you to change your pattern of teletext use in any way. Just use it as much or as little as you would if you were not keeping a diary. If it happens that no one in your household uses teletext during this June 6 to 12 period, simply tell us so un the final "comrent" page.
6.? 1 never aryone does usc teletext, we will want to know:

- at what tine they started and finished viewin?
- If CBLT or sonw other station was used tu get teletext
- which pafes and sub-pages were viewed
- inte read o: looked at these pages ard who used the keypad to mal:e ther appear
- what teievision station, if any, this same televisicn sct was tuned to before and after each teletext use.

Instructions and guides are provided in the diary, we ask that you refer to then and answer all questions completely. Remember to start your diary on fonday June 6 and mail it back to us in the enclosed envelope as soor: as it is completed on Sunday June 12.

Thark you for your help.

## IRIS PROJECT

TELEPHONE REPORT SHEET

Hello. May I please speak to Mr $\qquad$ or Mrs/Ms $\qquad$ (ASK FOR MALE OR FEMALE HEAD). IF NEITHER AVAILABLE, ASK WHEN WOULD BE THE BEST TIME, TO CALL BACK. NOTE ON "RECORD OF CALL" SHEET.

IF HEAD AVAILABLE, SAY
My name is $\qquad$ and I'm calling in connection with the CBC Teletext Project, IRIS, in which you have been taking part.

It now appears that these trials will be going on into the fall and we would like to know if your household would be interested in continuing with the project.

If you do continue we will want your family to again keep a diary of their use of Teletext for a one-week period.

This will be sometime in November.
At about that time also we will want to talk with you again to get your final impressions.

Would you like to continue in the project?
If YES, do you expect to live at the same address until December?

1) YES BUT WE ARE MOVING: We are sorry but it will not be possible for you to continue then. You will be contacted for the removal of the decoder.
2) YES (NOT MOVING) : Thanks for your cooperation. Are you having problems with Teletext at the moment?

- IF YES: What kind of problems? RECORD ON "RECORD OF CALI" SHEET. I will report this to our service people and they will contact you.

IF NO: If you have any problems in the future, don't hesitate to call the Teletext Center: the number is 920-4747
3) NO, WE ARE NOT INTERESTED IN CONTINUING: Fine, we will arrange to have someone call you about removing the equipment. For the record, though, will you please tell me why you do not wish to continue?

PROBE THOROUGHLY; FOR EXAMPLE:
"We don't use it very often" - Why is that?
"We have too many problems with it" - What kind of problems?

RECORD IN DETAIL ON "RECORD OF CALL" SHEET.

# CANADIAN FACES 

vancouver Toronto Ottawa Montreal A division of SK/CF lac.


Canadian Facts 1075 Bay Street, Toronto Ontario M5S $2 \times 5$ (416) 924-5751

Dear project IRIS Participants):
We hope you are enjoying taking part in the CBC teletext trials. Those of you who have been in the project for a period of time will undoubtedly have noticed that the service has evolved considerably since its official launching last spring. Many of you have contributed to this evolution by your comments and suggestions.

This letter is to inform you that project IRIS is now geared up to give you a full-scale teletext service during the month of November: We invite you to try it out during this time and see what you think of it.

The Project IRIS decoder has the capacity to access other teletext services as well. If you wish to view teletext provided by TV Ontario, by CBS in the United States or by the French-language services of the $C B C$, you must do so during their network time, mainly in the evening. First turn to that television channel and then use your TV/TX button.

It-is also likely that within a couple of weeks you will be able to make use of the special closed captioning feature for the deaf and hearing impaired. At that time certain CBC programs (see 'cc' code in program listings) will be available with special subtitling simply by depressing the CAPTION button on the keypad.

You will be hearing from us again shortly regarding a 'Household Diary of Teletext Use' to be filled out for the week of November 2127. It is vital to the success of this project that everyone in your family take the time to carefully record all teletext uses during that week and for you to return the diary promptly to us. Thank you once more for your continuing co-operation.

Yours sincerely,
CANADIAN FACTS


GLH/lw

COVERING LETTER SENT WITH NOVEMBER DIARY TO PARTICIPATING HOUSEHOLDS IN TORONTO

Dear Project IRIS Participant(s):

Here is your "Household Diary of Teletext Use". It is your most important contribution to the CBC's project IRIS celetext trials.

Please have everyone in your household record all their uses of teletext during the one week period from Monday November 21 to Sunday November 27. We are not asking you to change your pattern of teletext use in any way. Just use it as much as you would if you were not keeping a diary.

Each time that teletext is used, be sure to turn to a new page of the diary and write down all the pages and sub-pages that were viewed and who it was that viewed them. Also be sure to answer all other questions on the page. If no one uses teletext from November 21 to 27 , complete your diary by writing "did not use" on the comment page.

Enclosed with the diary you will have found a Provincial lottery ticket. It is CBC's token of appreciation to you for helping in this way. We hope you are lucky!

In addition, because of the extreme importance of your cooperation in filling in this diary, the CBC is offering you a chance to win $\$ 500$. All you have to do to qualify is return your completed diary so that it arrives on or before December 15 . Only the approximately 200 households taking part in profect IRIS are eligible. Complete details are provided on the accompanying sheet.

We ask that you take the time now to look over your teletext diary, read the instruction page and study the "example". If you have any questions, don't hesitate to ask the interviewer who will be phoning to remind you about the diary or phone us at the above number. We're counting on you.

## CBC Project IRIS Draw for $\$ 500$

Who can take part?
Only the approximately 100 Toronto and 100 Montreal households that are taking part in Project IRIS.

How do you qualify?
Make sure your completed teletext diary is received by Canadian Facts by December 15, 1983

What are your chances of winning?
Each participating household that returns a completed diary by the above date has one chance to win.

Where and when will the draw take place?
On Monday, December 19, 1983 at the CBC Head Office in Ottawa.

How will the winner be decided?
The household numbers of all qualifying participants will be entered into the computer and one will be randomly selected. This household will be phoned and asked a simple "skill testing" question. If they answer it correctly, the CBC will declare that household the winner and this decision will be final. If by chance they can't answer it, another household number will be selected.

What will be expected of you if you win?
Only that you agree to allow your name(s) to be sent to others that took part so that they too will know the outcome of the draw.

## HOUSEHOLD DIARY OF TELETEXT USE

# WEEK OF MONDAY, TO SUNDAY, 

## (變 INIS

AN IMPORTANT PROJECT FOR CANADA'S FUTURE in the field of communications.


Household \# $\qquad$
$\qquad$

## IMPORTANT NOTES

- This diary is for all members of your household aged 7 plus.
- Please record every use of Teletext and tell us which person or persons were viewing each time.
- Use a new page of this diary for each Teletext viewing session.
- If you run out of space to record all the Teletext pages viewed at one time, simply continue Q5 on the next page marking it "continued", and then answering Q6 to Q8.
- Please read and answer all questions carefully (see Example page).
- Remember, just use Teletext as you normally would if you weren't keeping a diary.


## YOUR COMMENTS

If there is anything you wish to say about any of the pages you have viewed, or about the CBC Teletext service in general, please write your comments in the space provided on the final page of this diary.

1. Today is . . . .? (tick)

$$
\begin{array}{cccccc}
\text { Mon. } & \text { Tue. } & \text { Wed. } & \text { Thur. } & \frac{\text { Fri. }}{\square} & \frac{\text { Sat. }}{\square}
\end{array}
$$

2. Before using Teletext, this television was .? (tick/write in)
Off On $\square$ and tuned to Name of Station Original Channel No. .
3. To get these Teletext pages, did you use CBLT (channel 5/cable 6) or some other TV channel? (tick/write in) CBLT $\downarrow$ Other channel $\qquad$ Name of Station Original Channel No.
4. The time shown at the top of the first Teletext screen that appeared was . . ?

$$
\text { Hour } / 8 \cdot 44 \text { Minutes }
$$

(write in as shown on screen)
5. Which Teletext pages did you read or look at during this Teletext viewing session?
(Write in main page number and circle all sub-pages viewed up to 19 Write in sub-pages over . 19

| Main Number | Sub-page Numbers | Other Sub-Pages |
| :---: | :---: | :---: |
| 10 |  |  |
| 11 | 00.01 .02 .03 .04 .05 .06 .07 .08 .09 . 10.11 .12 .13 .14 .15 .16 .17 . 18 . 19 |  |
| 12 |  |  |
| 15 | .00 .01).0203 .04 05 06.08 .09 .10 .11 .12 .13 .14 .15 .16 .17 .18 .19 |  |
| 20 |  |  |
| 23 |  |  |
|  |  |  |
|  | . $00.01 .02 .03 .04 .05 .06 .07 .08 .09 .10 .1 .12 \times 3 / 14.15 .16 .17 .18 .19$ |  |
|  |  |  |
|  |  |  |

(If not enough space, continue on next page.)
6. The time shown on the last Teletext screen yonegwas . . ? Hour Minutes
(write in as shown on screen)
7. After using Teletext, this television was ....? (tick/write in)

8. (a) Who read or looked at these Teletext pages? (check box to indicate everyone who viewed)
(b) Who controiled the keypad to make these pages appear? (circle box 10 indicate)
(c) If you had visitors, how many watched?
$\qquad$

[^20]

| 1. | Today is | ? (tick) $\frac{\text { Mon. }}{\square}$ | $\frac{\text { Tue. }}{\square}$ | Wed. | Thur. $\square$ $\square$ | $\frac{\mathrm{Fri}}{\square}$ | Sat. <br> $\square$ | $\frac{\text { Sun. }}{\square}$ |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
| Off $\square$ On $\square$ and tuned to $\qquad$ |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
| 4. | The time shown at the top of the first Teletext screen that appeared was . . ? |  |  |  |  |  |  |  |
| 5. | Which Teletext pages did you read or look at during this Teletext viewing session? <br> (Write in main page number and circle all sub-pages viewed up to 19 Write in sub-pages over . 19 |  |  |  |  |  |  |  |
|  | Main Number | `Sub-page Numbers |  |  |  |  | Other Sub-Pages |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | . 00.01 .02 .03 .04 .05 .06 .07 .08 .09 .10 .11 . 12.13 .14 .15 .16 .17 .18 .19 |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |  |  |
|  | . 00.01 .02 .03 .04 .05 .06 .07 .08 .09 .10 .11 .12 .13 .14 .15 .16 .17 .18 .19 |  |  |  |  |  |  |  |
|  | . 00.01 .02 .03 .04 .05 .06 . 07.08 .09 .10 .11 .12 .13 .14 .15 .16 .17 .18 .19 |  |  |  |  |  |  |  |
(/f not enough space, continue on next page.)
6. The time shown on the last Teletext screen viewed was . . ?

(write in as shown on screen)
7. After using Teletext, this television was ....? (tick/write in)

Turned Off Lefton and tuned to Name of Station Original Channel No.
8. (a) Who read or looked at these Teletext pages? (check box to indicate everyone who viewed)
(b) Who controlled the keypad to make these pages appear? (circle box to indicate)
(c) If you had visitors, how many watched?

## (numbe:)


$\frac{B O B}{\text { Male Head }} \frac{\text { Femate Head }}{\square}$

CANADIAN PACTS
TORONTO, ONTARIO

TIME
STARTED: $\qquad$
TIME
FINISHED: $\qquad$ $8 / 10$

## MAIN QUESTIONNAIRE

1. On average, about how many times per week would you say that you personaily watched any items on the Teletext service? (WRITB IN BELOW)

AVERAGE NUMBER OF TIMES PER WEEK: $\qquad$ $11 / 13$
2. I'm now going to read you a list of the various program sections that are on the reletext service. For each one, I would like you to tell me whether you watched the section frequently, occasionally, rarely or never? (READ LIST) (RECORD UNDER Q. 2 BELOW)
3. Now, I would like you to rate the material that was presented in each of these sections. As I read each one, please tell me whether you fiel that the material was very good, good, fair or poor? (RECORD EELOM UNDER Q. 3)

4. What about the number of topics covered in each section? Would you say there were too many, about the right number or too few? What about ... (RRND LIST) ? (RECORD UNDER Q. 4 RRLOW)
5. Now, please think about the amount of detail provided for each section. As I read each one, please tell me whether you think the section had too much detail, about the right amount or too little detail. (READ LIST) (RECORD UNDER Q. 5 BELOW)
6. Finally, 1 would like to ask your opinion about the frequency with which the content in each section was changed. Was the cont in the (READ SECTION) updated or changed more of ten than necessary, about right or not of ten enough? (RECORD UNDER Q. 6 RELOW)



More Pages With Graphics .................................. 60-1
About The Same Number of Pages With Graphics ..... 2
Fewer Pages With Graphics ............................. 3
(DO NOT READ)--DON'T CARE/WO PREFERENCE

```
If QUESTIONS 10 AND 11 ALREADY ASKED OF OTHER RESPONDENT IN THIS HOUSEHOLD, check box below and go to guestion 12.
```

```
    QUESTIONS 10 aND 11 ANSWERED IN OTHER SECTION ..... []
```

```
    QUESTIONS 10 aND 11 ANSWERED IN OTHER SECTION ..... []
```

10-a) Did you or anyone else in your household use the closed captioning or the subtitling feature on Teletext?

-b) Was this feature used ... (READ LIST) ?

$$
\begin{array}{r}
\text { Frequently .............62-1 } \\
\text { Occasionally ............ } 2
\end{array}
$$

$-c)$ What did you or other members of your household think about this feature? (WRITE IN BELCW) Anything else?
$-d)$ Is there anyone in your household who is either deaf or hearing impaired?
YES ......................66-1
NO ....................... 2

11-a) Some people had problems with their Teletext equipment while others did not. I'm going to read you a list of some of the problems which you might have experienced during the last couple of months you had your equipment. For each one, I would like you to tell me whether you experienced the problem quite often, occasionally, or never.

The first problem is (RRAD FIRST PROBLEM). Did this happen to you quite of ten, occasionally or never? (REPEAT FOR RACH STATENENT) (RBCORD EELCW UNDER Q. 11-a))
-b) (FOR EACA PROBLEM OCCURING "QUITE OFTEN" OR "OCCASIONALLY" IN Q. 11-a) (CODRS 1. OR 2), ASE:) When (RRAD PROBLEM), would you say that you found this problem to be very annoying, quite annoying, somewhat annoying or not at all annoying? (RRCORD BELOW ONDER Q. 11-b))


ASK EVERYONE

```
12. I am now going to read you a list of different ways of using the Teletext
    service. For each one, I would like you to tell me whether you personally
    used Teletext this way regularly, occasionally or hardly ever. First of
    all, please tell me how of ten you (READ FIRST METHOD)? (REPEAT FOR EACH
    MEIHOD)
```

    EREQUENCY OF USE
    REGULARIY OCCASIONAILIY BARDLY EVER
    
## USAGE METHOD:

i) Called Up Teletext During A Break

For Commercials While Watching
A Television Program ......................... $8-. . .$.
ii) Called Up Teletext During a Dull or Uninteresting Part of A Program You
Were watching ............................9-1 ......... 2 ........... 3
iii) Selected Individual Pages By Number ...10-1 ........ 2 ............ 3
iv) Used GO Button To Make The Next

Page of The Magazine Appear More
quickly .......................................11-1 ......... 2 ........... 3
v) Let Pages Roll By Automatically While

Reading All or moré of the pages ......12-1 ........ 2 ........... 3
vi) Let Pages Roll By Without Paying

Much Attention To Them And Only
Reading The Occasional Page ............13-1 ......... 2 ........... 3
13. In which of the three following ways did you use Teletext most of ten? (RRAD LIST)

```
        Selected Individual Pages By Number .......................14-1
        Let Teletext Pages Roll By Automatically ............... 2
        Or, Let Teletext Roll By While Using GO Button To
            Make The Following Pages Appear More Quickly ........... 3
```


-b) Let us suppose that you were going to buy a new colour TV within the next few weeks and that you have already decided on the make and model of IV you will buy.

You then have two choices--the standard model or the deluxe model. The two are identical except that the deluxe model includes both a remote control and a built-in converter so that you have access to more stations. Although prices may vary, the addition of these two features could make the deluxe model cost up to $\$ 200$ more than the standard model.

How much additional money, if any, would you personally be willing to pay to have these two features included? (WRITE IN BEACO)

## $\$$

17/19
WOULD NOT PAY ANY MORE ... []
DON'T KNOW []
-c) Let us go a step further. Imagine that Teletext has been introduced as a regular service that is free of charge and has 3 or 4 channels offering services similar to the ones you saw during the trial period. The reletext decoder now works reliably and can be built right into the TV set.

Now the "deluxe" model of the TV set you plan to buy includes not only the built-in converter and remote control but also a built-in Teletext decoder. The combination of these 3 items could make the deluxe model sell for up to $\$ 400$ more than the standard model of the set you want. How much additional money, if any, would you personally be willing to pay to have these 3 features included with the TV? (ERITB IN BGIOW)
$\qquad$
WOULD NOT PAY ANY MORE ... []
DON'T KNOW .................. []

## IMTRRRVIENER NOTE:

CHECK NMOUNTS REOORDED IN 14-b) AND 14-c). IF VALUE IN 14-c) IS SKAICER THAN THAT IN 14-b), CEBCK TO MAKE SURE THAT RESPONDERT ONDERSTOOD THE QUESTION.

16. During the period that you had Teletext, I'd like to know how much you used other sources of news and information compared to when you did not have Teletext.

With Teletext, did you use television for news and information more, about the same or less? (RECORD BELOW) (REPPEAT THIS QUESTION FOR OTHER 3 SOURCES LISTED EECLOW)

|  |  | about tag |  | NOT |
| :---: | :---: | :---: | :---: | :---: |
|  | MORE | SAME | LESS | APPLICABLE |

a) Television ...........................64-1 .. 2 ... 3
b) Radio ................................65-1 .. 2 ... 3
c) Newspapers ..........................66-1 .. 2 ... 3
d) Cable TV Information Channels ...67-1 .. 2 ... 3 ... []

WRITE IN OTHER RESPONSES
17. Compared to the information channels provided by the local cable company, how would you rate Teletext as a source of information? would you say that Teletext is (READ LIST) as the cable information channels?

> Better .................................68-1
> About The Same .................... 2
> Or, Not As Good ......................... 3
18. Finally, do you have any further comments that you would like to make about Teletext?
$\qquad$
$\qquad$
C_ 71 -
72-
(73/75)

Thank you very much for your co-operation during the Teletext trial.

1. TURN TD PAGE 1 OF MAIN QUESTIGNNAIRE AND FILL TN TIAE INTERVIEN COMPLETED.
2. ASK TO SPEAK TO OTHER HOUSEHOLD MEMBER IF INIERVIEN WITH THAT PERSON NOT COMPLETE.

-b) And how useful did you find the Teletext service to be? Was it ... (read LIST) ?
```
Very Useful .................... ...55-1
```

Quite Useful ................... 2
Not Too Useful ................ 3
Not At All Useful ............ 4

QUESTIONS 8 TO 10 NOT ASKED
$(56 / 66)$

## if question 11 already asked of other respondent in this household, check box below and Go to question 14. <br> ```QUESTION 11 ANSWERED IN OTHER SECTION ..... [.```

11-a) Some people had problems with their Teletext equipment while others did not. I'm going to read you a list of some of the problems which you might have experienced during the last couple of months you had your equipment. For each one, I would like you to tell me whether you experienced the problem quite often, occasionally, or never.

The first problem is (RRAD FIRST PROBLEM). Did this happen to you quite of ten, occasionally or never? (REPEAT FOR EACH STATEMENT) (RECORD BELOW ONDER Q. 11-a))
-b) (FOR EAACH PROBLEM OCCURING "QUITE OFTEN" OR "OCCASIONALLY" IN Q. 11-a) (CODBS 1 OR 2), ASX:) When (READ PROBLEM), would you say that you found this problem to be very annoying, quite annoying, somewhat annoying or not at all annoying? (RECORD EELON ONDER Q. 11-b))


## PROBLEMS:

a) You Couldn't Get

Teletext At All...67-1 . 2 ... 3 . . 71-1 .... $2 \ldots .$. .... 4
b) The Decoder

Wouldn't Work When
It Was First Turned on .........68-1 . 2 ... 3
c) Selected Teletext

Pages Were Too slow
In Coming Up .....69-1 . 2 ... 3 . .73-1 .... 2 .... 3 ..... 4
d) The Decoder Stuck

On one Page or
Channel And
wouldn't Change When Requested ...70-1 . 2 ... 3 . .74-1 ... $2 \ldots$... $3 \ldots$. set? (DO NOT READ LIST)
(CIRCLE APPROPRIATE NUMBER. IF RBSPONDENT GIVES A RANGE, CIRCLE THE HIGHER NUMBER.)

-b) Let us suppose that you were going to buy a new colour TV within the next few weeks and that you have already decided on the make and model of TV you will buy.

You then have two choices--the standard model or the deluxe model. The two are identical except that the deluxe model includes both a remote control and a built-in converter so that you have access to more stations. Although prices may vary, the addition of these two features could make the deluxe model cost up to $\$ 200$ more than the standard model.

How much additional money, if any, would you personally be willing to pay to have these two features included? (WRITE IN BGLOW)

-c) Let us go a step further. Imagine that Teletext has been introduced as a regular service that is free of charge and has 3 or 4 channels offering services similar to the ones you saw during the trial period. The Teletext decoder now works reliably and can be built right into the $T V$ set.

Now the "deluxe" model of the TV set you plan to buy includes not only the built-in converter and remote control but also a built-in Teletext decoder. The combination of these 3 items could make the deluxe model sell for up to $\$ 400$ more than the standard model of the set you want. How much additional money, if any, would you personally be willing to pay to have these 3 features included with the TV? (WRITE IN BELOW)
$\$$
20/22
WOULD NOT PAY ANY MORE ... 【〕
DON'T KNOW
[]
(23/68)

## INTERVIENER NOTE:

CHECK AMOUNTS RECORDED IN 14-b) AND 14-c). IF VALUE IN 14-c) IS SMALLERR THAN THAT IN 14-b), CHECK TO MAKE SURE THAT RESPONDENT URDERSTOOD THE QUESTION.

## QUESTIONS 15 TO 17 NOT ASKED

18. Finally, do you have any further comments that you would like to make about Teletext?


Thank you very much for your co-operation during the Teletext trial.

1. TURN TO PAGE 1 OF MAIN QUESIIONNAIRE AND FIKL IN TIME INTERVIEN CONPLETED .
2. ask to sprax to other household member if interview with that person NOT COMPLETE.

APPENDIX E

FRENCH QUESTIONNAIRES AND OTHER RESEARCH MATERIALS

1. Recruitment Questionnaire E-1 to E-9
2. Letter Introducing Project IRIS Left With Interested Households Following Recruitment Interview ..... $\mathrm{E}-10$
3. Information Left With Interested Households Following Recruitment Interview ..... E-11 to E-13
4. Recruitment Telephone Follow-Up ..... E-14 to E-16
5. Card Provided With Decoder Summarizing Operating Instructions, Side 1 ..... E-17
6. Card Provided With Decoder Summarizing Operating Instructions, Side 2 ..... E-18
7. Supplementary Operating Instructions Provided With Decoder ..... E-19 to E-22
8. Post-Installation Interview ..... E-23 to E-35
9. Form Used To Report Results of Teletext Test Performed During Post-Installation Interview ..... E-36
10. Covering Letter Sent With June Diary To Participating Households In Montrea] ..... E-37
11. Interview Format Used With Phase 1 Participants To Determine Their Interest In Continued Participation ..... E-38
12. Information Letter Sent To Participating llouseholds In Nontreal In October 1983, Prior To The November 21-27 Diary ..... E-39
13. Covering Letter Sent With November Diary To Participating Households In Montreal ..... E-40
14. Notice To Participating Households In !ontreal
Included With November Diary and Covering Letter ..... E-41
15. Cover of Diary ..... $5-42$
16. Page 1 of Diary ..... E-4 3
17. Page 2 of Diary ..... E-44
18. Sample Of Diary Pages Which Respondents Nere Instructed To Complete ..... E-45
19. Final Assessment Questionnaire - Long Version (administered to continuing participants) ..... E-46 to E-53
20. Final Assessment Questionnaire - Short Version (administered to dropouts) ..... E-54 to E-57

## ÉTUDE DE MISE A L'ESSAI DU TELÉTEXTE <br> QUESTIONNAIRE DE RECRUTEMENT

Bonjour, je suis $\qquad$ de Réalités Canadiennes, une maison de sondage.
Nous faisons une étude pour le compte de Radio-Canada et j'aimerais parler soit au chef masculin du foyer, soit au chef féminin.

SI AUCUN CHEF (MASCULIN OU FÉMININ) DISPONIBLE, CESSEZ L'INTERVIEW ET INSCRIVEZ SUR LE RAPPORT DES CONTACTS

REFAITES VOTRE INTRODUCTION SI NÉCESSAIRE.

1. INSCRIVEZ SEXE DU/DE LA RÉPONDANT(E): MASCLLIN .....8-1

FÉMININ ........ 2
2. En premier lieu, dites-moi quelle langue est parlé le plus souvent à la maison? (NE LISEZ PAS LA LISTE)

FRANÇAIS ............ $\quad$ -
AUTRE............ $\begin{array}{r}\text { CESSEZ L'INTERVIEW } \\ \text { EFFACEZ ET INSCRIVEZ }\end{array}$ SUR LE RAPPORT OES CONTACTS
3. Travaillez-vous, ou d'autres membres de votre foyer travaillent-ils dans les domaines suivants: (LISEZ LA LISTE)
NON OUI
La publicité ou les relations publiques
La recherche du marché ou les sondages
La
La radio, la television ou les journaux
Le

LISEZ LE PARAGRAPHE SUIVANT:
Une nouvelle utilisation de la télévision qui se sert de la technologie canadienne Télidon sera mise a l'essai sous peu dans cette région. La Société Radio-Canada sélectionne a Montréal un échantillon de familles qu'elle invitera a essayer le nouveau système télétexte a domicile. Mais, auparavant, nous avons besoin de quelques renseignements au sujet de votre foyer pour pouvoir faire notre sélection.

4-a) Combien avez-vous de téléviseurs en état de fonctionner a la maison? (INSCRIVEZ SOUS Q. 4-a) CI-DESSOUS)
-b) (SI A DES TÉLÉVISEURS A LA Q. 4-a), DEMANDEZ:) Et combien sont des téléviseurs couleur? (INSCRIVEZ SOUS Q. 4-b) CI-DESSOUS)
 principal tele-couleur, c'est-a-dire, l'appareil que les adultes du foyer regardent le plus souvent.
-a) A quand remonte la date de fabrication de ce téleviseur? (NE LISEZ PAS LA LISTE)

-b) Ce téléviseur est-il branchẹ à... (LISEZ LA LISTE)?
Une antenne "oreilles de lapin" ......................... $12-\sqrt{1 \text { PASSEZ A Q. } 12}$
Votre propre antenne de toit individuelle ............. 2
Une grande antenne maitresse sur votre immeuble ...... 3
Du au cablevision fourni par une
compagnie distributrice du câble .......................... 4
PAS CERTAIN(E) . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . . 5

Recevez-vous des canaux de télévision americains sur cet appareil?
OU1 .........13-1
NON ......... 2
-c) Combien de canaux recevez-vous sur cet appareil? (LISEZ LA LISTE)
Seulement les canaux numérotés entre 2 et 13 .........14-1
Ou, un plus grand nombre que cela ........................ 2
PAS CERTAIN(E) .......................................................... 3
-d) Avec cet appareil, avez-vous un convertisseur ou une commande a distance pour changer les canaux? $\qquad$
NON ........... 2
-e) Dans quelle pièce gardez-vous cet appareil? (NE LISEZ PAS LA LISTE)
CHAMBRE Ä COUCHER ................... 16 -1
SALON ...................................... 2
SALLE DE JEUX/SALLE fAMILIALE ...... 3
SALLE DE SEJOUR ........................ . 4
CUISINE .................................. 5
AUTRE (PRECISEZ)
-f) Quels types de prises de courant y a-t-il dans cette pièce? Ya-t-il... (LISEZ LA LISTE)?

Seulement des prises a 3 trous, c'est-àdire, qui prennent
les fiches a trois conducteurs .............................17-1
Seulement des prises à deux trous ........................... 2
Les deux ............................................................. 3
PAS CERTAIN(E) .................................................... 4
-g) En semaine pendant l'hiver, environ combien d'heures par jour cet appareil est-il regardé par un adulte? (NE LISEZ PAS LA LISTE)

| SI DONNE UN |
| :--- |
| ÉVENTAIL |
| D'HEURES, |
| INSCRIVEZ |
| L'ESTIMATION |
| LA PLUS |
| ÉLEVÉE. |

AUCUNE ......................................18-1
MOINS D'UNE HEURE ..................... 2
UHE A MOINS DE 2 hEURES ................... 3
2 A MOINS DE 3 HEURES .................. 4
3 A MOINS DE 4 HEURES .................. 5
4 A MOINS DE 5 heUres .................. 6
5 HEURES OU PLUS ...................... 7
NE SAIT PAS/NE PEUT DIRE/ÇA VARIE... 8

6-a) J'aimerais maintenant vous poser quelques questions au sujet de votre usage personnel de la television. Environ combien d'heures passez-vous a regarder la telévision au cours d'une journee d'hiver ordinaire? (NE LISEZ PAS LA L.ISTE. INSCRIVEZ CI-DESSOUS SOUS CHEF MASCULIN/FEMININ SELON LE CAS.)
-b) (SI VOUS PARLEZ A UN HOMME, DEMANDEZ:) Y a-t-il un chef féminin au foyer? ( $S$ I VOUS PARLEZ A ANE FEMME. DEMANDEZ:) y $a-t-i l$ un chef masculin au foyer?
OUI $\ldots . . .19-1$
NON $\ldots . . . .{ }^{2}$ PASSEZ A Q. $\left.7-a\right)$
-c) Environ combien d'heures le chef masculin/feminin passe-t-il/elle à regarder la télévision au cours d'une journẹe d'hiver ordinaire? (NE LISEZ PAS LA LISTE. INSCRIVEZ CI-DESSOUS SOUS CHEF MASCULIN/FEMININ SELON LE CAS.)


7-a) (TENDEZ CARTE 1) Maintenant, en pensant a tous les différents canaux de telévision que vous recevez chez vous, quel est le canal que vous, personnellement, regardez le plus souvent? (INSCRIVEZ UNE SEULE REPONSE CI-DESSOUS, SOUS CHEF MASCULIN/FEMINIH SELON LE CAS.)
-b) (REPORTEZ-VOUS A LA Q. 6-b). SI "OUl", DEMANDEZ:) Quel est le canal que le chef masculin/feminin regarde le plus souvent? (INSCRIVEZ UNE SEULE REPONSE CI-DESSOUS SOUS CHEF MASCULIN/FEMININ SELON LE CAS.)

9-a) (TENDEZ CARTE 2) Maintenant, en ce qui concerne la radio, quelle est la station locale que vous, personnellement, écoutez le plus souvent? (INSCRIVEZ UNE SEULE RÉPONSE CI-DESSOUS SOUS CHEF MASCULIN/FÉMININ SELON LE CAS.)
-b) (REPORTEZ-VOUS À Q. 6-b). SI "OUl", DEMANDEZ:) Quelle est la station de radiodiffusion locale que le chef masculin/feminin ecoute le plus souvent? (INSCRIVEZ UNE SEULE RÉPONSE CI-DESSOUS SOUS CHEF MASCULIN/FÉMININ SELON LE CAS.)

| STATIONS FRANGAISES | CHEF <br> MASCULIN | $\begin{aligned} & \text { CHEF } \\ & \text { FÉMININ } \end{aligned}$ |
| :---: | :---: | :---: |
| AH |  |  |
| CKAC (730) (TELEMEDIA) | 4/25-01 | 26/27-01 |
| CKVL (850) | - 02 | . 02 |
| CJMS (1280) | 03 | . 03 |
| CBF (690) (RADIO-CANADA) | 04 | 04 |
| CKLM (1570) | 05 | 05 |
| AUTRE STATION AM | . 06 | 06 |
| FM |  |  |
| CITE-FM (107,3) | 07 | 07 |
| CKMF-FM (94,3) | . 08 | 08 |
| CKOI-FM (96,9) | - 09 | 09 |
| CFGL-FM (105,7) | 10 | 10 |
| CBF-FM (100,7) (RAD10-CANADA) | 11 | 11 |
| CIEL-FM (98,5) | 12 | 12 |
| AUTRE STATION FM | 13 | 13 |
| STATIONS ANGLAISES |  |  |
| AM |  |  |
| CJAD (800) | 14 | 14 |
| CKGM (980) | 15 | 15 |
| CFCF (600) | 16 | 16 |
| CBM (940) (CBC) | 17 | 17 |
| AUTRE STATION AM | 18 | 18 |
| FM |  |  |
| CFQR-FM ( 92,5 ) | 19 | 19 |
| CHOM-FM (97,7) | . 20 | 20 |
| CJFM-FM (95,9) | 21 | 21 |
| CBM-FM (93.5) (CBC) | 22 | 22 |
| CKO-FM (1470) | - 23 | . 23 |
| AUTRE STATION FM | . 24 | . 24 |
| NE CONNAÎT PAS LA STATION | . 25 | - 25 |
| N'ECOUTE PAS LA RADIO | - 26 | . 26 |

9. J'aimerais maintenant obtenir quelques renseignements au sujet de votre appartement/maison.
(SI LE TYPE D'HABITATION EST ÉVIDENT, DITES:), Je vois que c'est un(e) ... (LISEZ LE TYPE APPLICABLE). (ENCERCLEZ LA RÉPONSE CI-DESSOUS)
(SI LE TYPE D'HABITATION N'EST PAS EVIDENT, DEMANDEZ:) Diriez-vous que c'est ... (LISEZ SEULEMENT LES TYPES D'HABITATIDN APPLICABLES POUR CE RÉPONDANT EN PARTICULIER)? (ENCERCLEZ LA RÉPONSE CI-DESSOUS)
```
Maison individuelle
28-1
```

Maison semi-détachée ................... 2
Maison en rangée ......................... 3
Duplex, triplex ou quadruplex ........ 4
Immeuble de 5 a 7 appartements ...... 5
Immeuble de 8 a 19 appartements ...... 6
Immeuble de 20 appartements ou plus .. 7
Suite au-dessus d'un magasin ......... 8
Ou, Autre (PRECISEZ)
-b) Prévoyez-vous habiter encore a cette même place dans six mois?

10. Quel type de système de chauffage avez-vous dans votre demeure? Avez-vous le ... (LISEZ LA LISTE)?

Chauffage a air chaud avec
des bouches de chaleur ................30-1
Chauffage a eau chaude avec des radiateurs 2

Chauffage électrique .................... 3
Chaufferettes portatives ou poêle 4
Ou, Un autre type (PRÉCISEZ)

| 11-a) | J'aimerais maintenant connaitre les reactions de votre famille face aux nombreux articles nouveaux qui sortent sur le marché et qui sont destinés au foyer. (TENDEZ CARTE 3) Cetre carte indique les reponses que vous pourriez possiblement donner. Comparée aux personnes que vous connaissez, diriez-vous que votre famille est habituellement parmi les premieres, qeneralement entre les premières et les dernières, ou habituellement parmi les dernières à se procurer chacun des articles suivants? (LISEZ LA LISTE) |
| :---: | :---: |
|  | En premier lieu, les appareils nnur la cuisine, comme le lave-vaisselle, le four auto-nettoyant, le robot de cuisine, le four a micro-ondes, etc.? <br> (INSCRIVEZ CI-DESSOUS SOUS "CUISINE") |
|  | ```Et pour ce qui est des appareils pour le divertissement comme les jeux video du genre Atari ou Intellivision, les magnétoscopes, les plus récentes chaines stéréo, etc.? (INSCRIVEZ CI-DESSOUS SOUS "DIVERTISSEMENT ')``` |
|  | Et en ce qui concerne les choses pratiques ou les articles pour usage personnel comme les systèmes antivol, les répondeurs télephoniques, les ordinateurs pour la maison, etc.? (INSCRIVEZ CI-DESSOUS SOUS 'PRATIQUE') |


|  |  |  | CUISINE | $\begin{aligned} & \text { DIVER- } \\ & \text { TISSEMENT } \end{aligned}$ | PRATIQUE |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  | Parmi les premieres |  | 31-1 | . 32-1 | 33-1 |
|  | Entre les deux |  | 2 | 2 | 2 |
|  | Parmi les dernières |  | 3 | . 3 | 3 |
| $\begin{aligned} & \text { (NE LISEZ } \\ & \text { PAS) } \end{aligned}$ | NOUS NE CONNAISSONS QUI POSSĖDE CE TYPE | PERSONNE <br> D'ARTICLE | 4 | 4 | 4 |
| (NE LISEZ | NOUS N'ACHETTERIONS | JAMAIS |  |  |  |
| PAS) | CE TYPE D'ARTICLE. |  | 5 | . 5 | 5 |
| -b) | mi les articles suivan LISTE) | vants, lesq | ous dan | votre foyer? | (LISEZ |


| OU1 | NON |
| :---: | :---: |
| Un jeu video tel |  |
| qu'Atari ou Intellivision .....................34-1 | 2 |
| Un magnetoscope comme |  |
| le Betamax ou le VHS .......................35-1 | 2 |
| Un ordinateur pour la maison ou un terminal..36-1 | 2 |
| Un répondeur télêphonique .................37-1 | 2 |

## DONNEES FONDAMENTALES

12. Et pour terminer, j'aimerais vous poser quelques questions sur les membres de votre foyer.

Combien de membres de votre foyer appartiennent a chacune des categories suivantes? N'oubliez pas de vous inclure. (LISEZ LA LISTE)

13. Quelle est la catégorie d'âge du chef de famille masculin? (LISEZ LA LISTE)Et celle du chef féminin? (ENCERCLEZ cl-dESSOUS DANS LES COLONNES APPROPRIÉES)
CHEF CHEF
MASCULIN ..... FEMININ
18 a 24 ans . 41 - 1 ..... 421
25 à 34 ans ..... 2 ..... 2
35 à 44 ans ..... 3
45 à 54 ans ..... 4
55 à 64 ans ..... 5
65 ans ou plus ..... 6
Pas de chef masculin/féminin ..... 7 ..... 7
14. Et quel est le niveau de scolarité du chef masculin? Et celui du chefféminin? (SI Nécessalre, LISEZ LA LISTE PDUR PRÉCISER) (INSCRIVEZdans la colonne appropriée ci-dessous)
CHEF ..... CHEFMASCULIN FEMININ

15. AFIN DE DÉTERMINER SI LE/LA RÉPONDANT(E) SE QUALIFIE POUR CONTINUER, REPORTEZVOUS AUX Q. 5-a, bET 9-b).

ET N'EST PAS RACCORDE A DES OREILLES DE : AF
SI LE PRINCIPAL TÉLÉ-COULEUR a 10 ans OU mOINS'ET SI LE/LA RÉPondant(E) PrÉvoit
DEMEURER AU MÊME ENDROIT DANS SIX MOIS (C'EST-A-DIRE CODE $1 *$ OU $2 *$ A Q. 5-a) ET CODE $1 *$ À Q. $9-b$ )), COCHEZ (I-dessous À "Se Qualifie pour continuer", puis LISEz L'invitation A participer.

SI LE PRINCIPAL TÉLÉ-COULEUR A PLUS DE 10 ANS OU SI N'EST PAS CERTAIN(E) DE LA DATE, OU SI RÉPONDANT(E) NE S'ATTEND PAS A DEMEURER AU MÊME ENDROIT DANS SIX MOIS (C'EST-A-DIRE, CODE 3 OU 4 À Q. 5-a) OU CODE 2 OU 3 A Q. $9-b$ )), COCHEZ CI-DESSOUS A 'NE SE QUALIFIE PAS POUR CONTINUER'' OBTENEZ LE NOM, L'ADRESSE, ETC. DU/DE LA REPONDANT(E) ET INSCRIVEZ A LA PAGE SUIVANTE.)

COCHEZ UNE CASE:

| SE QUALIFIE POUR CONTINUER | - LISEZ L'INVITATIDN A PARTICIPER |
| :---: | :---: |
| NE SE QUALIFIE PAS POUR CONTINUER | ] OBTENEZ LE NOM, L'ADRESSE, ETC. ET INSCRIVEZ A LA PAGE SUIVANTE. |

## INVITATION À PARTICIPER

Comme je vous le disais tout à l'heure, Radio-Canada entreprend l'essai à domicile du nouveau système canadien du téletexte Telidon. Plusieurs foyers seront sélectionnés dans cette région pour y participer. La période d'essai s'étendra entreles mois de février

- mars et juin. Si vous prevoyez être à la maison pendant la majeure partie de cette periode, nous vous invitons à prendre part a cet essai avec votre famille.

Vous serez parmi les premiers canadiens à utiliser ce nouveau système et nous croyons que vous le trouverez utile et interessant. Vous aurez un accès rapide a une banque d'information comprenant toute une gamme de sujets. Si, par exemple, vous voulez les dernières nouvelles nationales, ou un bulletin méteorologique local, ou encore, des renseignements sur un Evènement particulier dans le domaine des loisirs, vous n'aurez qu'a indiquer votre choix a l'aide d'une commande a distance et les renseignements seront affiches sur votre ecran. (MONTREZ PHOTOS AU/A LA REPONDANT(E) ET DITES: Ces photos ne sont pas recentes, mais elles vous donnent une idéede ce à quoi ressemblera l'information.)

Vous et votre famille aurez le loisir d'utiliser le systeme à volonte. Vous n'aurez absolument rien à payer. Un représentant de Radio-Canada viendra chez vous vérifier la réception des signaux télétexte; si elle est bonne, il raccordera l'equipement necessaire à votre télécouleur.

Pour votre part, vous n'aurez que deux choses à faire. D'abord, tenir un régistre où vous pourrez consigner la façon dont vous utiliserez le telétexte pendant une semaine. Ensuite, nous aimerions rencontrer les membres de votre famille deux fois au cours de la periode d'essai afin de recueillir leur opinion de vive voix.

Si le projet vous interesse, je vous laisserai une lettre expliquant le système de façon plus détaillée. Nous vous rappellerons dans un jour ou deux pour connaitre votre decision.

INTERVIEWER, COCHEZ UNE CASE:

| ACCEPTE LA LETTRE ................................................. |  |
| :---: | :---: |
| REFUSE DE PARTICIPER DAVANTAGE | NE LAISSEZ PAS |
| SERA ABSENT(E) PENDANT LA PERIODE D'ESSAI | OE LETTRE |

## SI ACCEPTE LA LETTRE, DEMANDEZ:

16. Quelle est la meilleure heure pour vous appeler pendant la journee ou en soirée? (INSCRIVEZ CI-DESSOUS)

- 

$\square$ A.M.

OBTENEZ LE NOM, L'ADRESSE, ETC. DU/DE LA RÉPONDANT(E) ET INSCRIVEZ A LA PAGE SUIVANTE.

- S.V.P. IMPRIMER VISIBLEMENT

SECTEUR NO.
NOM DU/DE LA RÉPONDANT(E):
NDM DE L'AUTRE CHEF DE FAMILLE: $\qquad$ PAS D'Autre Chef ADRESSE:

VILLE: $\qquad$ CODE POSTAL: $\qquad$
NO. DE TELEPHONE $\qquad$

DATE DE L'INTERVIEW $\qquad$
INTERVIEW(E) PAR: $\qquad$
VÉRIFICATIDN PAR: $\qquad$

RÉNITES (ANU)MENES
Yonteal Vancouver Toronto Ottawa Dmsion de VK/CFInc

Réahés Candirennes
1390 ouest, rue Sherbrooke, Suite 18. Montreal Québec IISG 119 (514) 842-1734

Madame ou Monsieur,
La Société Radio-Canada a confié à Realités Canadiennes, une compagnie de recherche du marché, le recrutement d'un certain nombre de foyers, dans le but de participer à l'essai d'un nouveau système télétexte connu sous le nom de 'projet IRIS'". Votre foyer est un des foyers sélectionnés.

Vous trouverez ci-joints des documents vous expliquant le système IRIS et son fonctionnement de façon plus détaillée.

Si le signal du télétexte est bien capté chez vous, l'équipement nécessaire sera installé dans votre foyer et vous pourrez l'utiliser a volonté. Vous n'aurez que deux choses à faire: d'abord, tenir un registre ou vous inscrirez votre utilisation du système pendant une semaine. Ensuite, à deux reprises pendant les essais, un de nos interviewers viendra vous rencontrer chez vous afin de recueillir vos opinions du système.

Nous vous invitons à lire la documentation ci-jointe avec votre famille. Un de nos représentants vous téléphonera d'ici quelques jours pour connâtre vos intentions quant a votre participation aux essais.

Veuillez agréer nos remerciements et l'assurance de nos meilleurs sentiments, RÉALITÉS CANADIENNES

Gary L. Halpenny, Vice-président.

GLH/md
P.J. (2)

Canadian Broadcasting Corporation

Société
RadioCanada

PAGE I OF PAMPHLET

La Sociētē Radio-Canada a le plaisir de vous inviter, vous et votre famille, à participer au projet IRIS. Il s'agit en l'occurence de la mise à l'essai d'un nouveau service d'information, appelé tēlētexte, qui utilisera la technologie canadienne du vidéotex, nommēe Télidon. Nous nous adressons à vous, tout comme à un certain nombre d'autres familles, en vue d'évaluer le potentiel du tēlētexte dans les foyers et de savoir ce qu'on en pense.

En acceptant de participer à cet essai, vous et votre famille serez en mesure de recevoir, par le truchement de votre tēlēviseur, des informations continuellement mises à jour sur les nouvelles, la mētēorologie, les sports et toute une gamme d'autres sujets. Libre à vous, alors, de choisir les informations que vous voudrez recevoir, au moment qui vous conviendra le mieux; en quelques secondes - elles apparaitront à l'ēcran. S'il est possible de bien capter le signal du tēlētexte chez vous, et que vous y consentiez, nous demanderons à un technicien de Radio-Canada d'y installer l'ēquipement nēcessaire et, bien entendu, de le retirer à la fin des essais. Ceci, bien sūr, sans aucuns frais de votre part.

Nous souhaitons que vous fassiez l'essai du tēlétexte pendant quelques mois, en l'utilisant à volontē, pour ensuite nous faire part de vos commentaires. Afin que l'on sache qui, chez vous, aura utilisé le système et dans quelle mesure chacun l'aura apprécié, nous vous demanderons de tenir un registre où vous pourrez indiquer la façon dont vous utiliserez le télētexte pendant deux semaines. Nous aimerions également rencontrer les membres de votre famille deux ou trois fois au cours de la période des essais, afin de recueillir leur opinion de vive voix.

UN PROJET IMPORTANT POUR L'AVENIR DES COMMUNICATIONS AU PAYS.


VOTRE PARTICIPATION EN FACILITERA LA RÉUSSITE.


```
L'équipement qui sera installē chez vous sera placé près de votre récepteur de tēlévision couleur, tel qu'illustré à la page opposēe. Il est important que cet équipement reste toujours en bon ētat de marche pendant les essais; donc, s'il y survenait quelque problème, nous vous saurons gré de nous en informer aussitôt pour que nous puissions y remédier immédiatement.
Vous trouverez ci-joint un fascicule explicatif sur le projet IRIS que nous vous invitons à lire. A ce stage, nul doute qu'il y aura des questions qui vous viendront à l'esprit. N'hésitez pas à les poser à nos intervieweurs qui vous tēléphoneront très bientôt pour connaitre vos vues quant à la participation à ce projet.
Par la suite, le cas ēchēant, un de nos techniciens passera chez vous pour vérifier la réception des signaux du tēlētexte à votre domicile. Si la réception est bonne, vous deviendrez apte à prendre part à ces essais et l'on vous demandera alors de signer la copie ci-jointe de cette lettre et de la lui remettre.
Le projet IRIS est important pour l'avenir des communications au pays. Votre participation à ces essais nous aidera à en faire une réussite.
Veuillez agrēer nos remerciements et l'expression de nos sentiments les meilleurs.
```



Constance McFarlane
Chef
Recherches sur l'auditoire du tēlētexte Projet IRIS
(PRIERE DE NE PAS DETACHER)
J'ai ētudiē attentivement les renseignements sur le projet IRIS contenus dans cette lettre. Je souhaite participer aux essais et accepte que l'on vienne installer chez moi l'équipement nécessaire. J'accepte également que l'on vienne le retirer de chez moi à la fin des essais.

Signature $\qquad$
Chef de famille (homme ou femme)
Adresse: $\qquad$
Numéro de tēléphone: $\qquad$
Date: $\qquad$

```
NOM DU/DE LA RÉPONDANT(E) RECRUTÉ(E):
ADRESSE:
```

$\qquad$

``` APPT:
``` \(\qquad\)
```

VILLE:

``` \(\qquad\)
``` CODE PUSTAL:
``` \(\qquad\)
``` NO. DE TELEPHONE:
``` \(\qquad\)
``` SECTEUR NO.:
``` \(\qquad\)
``` HEURE DU RAPPEL:
``` \(\qquad\)
``` [] A.M.
P.M.
RÉPONDANT(E) RECRUTÉ(E) EST: CHEF MASCULIN\(.49-1\)Chef féminin .......... 2
nom de l'autre chef de famille:
``` \(\qquad\)
```

l'autre chef est masculin .........50-1
FÉMININ ........... 2
pas d'autre chef .. 3

```
demandez a parler à la personne mentionnée ci-haut. si n'est pas disponible, vous pouvez continuer avec l'autre chef de famille. si pas d'autre chef, ou si pas d'adulte disponible, convenez d'une date et d'une heure pour rappeler le/la répondant (e).

REFAITES VOTRE INTRODUCTION SI NECESSAIRE:
Bonjour, je suis de Réalités Canadiennes. Je vous appelle au sujet de l'essai du télétexte de Radio-Canada pour lequel on a sollicité votre participation. (PASSEZ A LA Q. I-a))

RAPPORT DES CONTACTS:
\begin{tabular}{|c|c|c|c|c|}
\hline \multirow[t]{2}{*}{} & APPEL NO.: & 1 & " & 3 \\
\hline & date/heure du rappel: & & & \\
\hline \multicolumn{5}{|l|}{A. RAPPEL NÉCESSAIRE:} \\
\hline & ligne occupée & . 5 51-1 & 52-1 & 53-1 \\
\hline & pas de réponse & 2 & 2 & 2 \\
\hline & RÉpondant (E) N'EST PAS OISPONIBLE & ... 3 & 3 & 3 \\
\hline & A reçu la lettre mals ne l'a pas lue (0. (1-a)/1-h)! & 4 & 4 & 4 \\
\hline & pose question a laquelle il faut répondre (Q.2) & \(\ldots 5\) & 5 & 5 \\
\hline B. & RESULTAT FINAL DE L'INTERVIEW: & & & \\
\hline \multirow[t]{2}{*}{} & N'EST' PLUS intéresséne a a participer & 6 & 6 & 6 \\
\hline & intéressé(e) mais ne peut convenir dune heure POUR LA VÉRIFICATION (Q. 4-b)) & 7 & 7 & 7 \\
\hline & RENDEZ-VOUS FIXÉ POUR LA vérification & ... 8 & 8 & 8 \\
\hline
\end{tabular}

1-a) Avez-vous lu la lettre et la brochure d'information que notre interviewer vous a remises?

-b) Pensez-vous que vous pourriez les lire d'ici un jour ou deux et je vous rappellerai a ce moment-la?

RAPPEL ACCEPTÉ . ................... 55 -I INSCRIVEZ DATE/HEURE DU RAPPEL
N'EST PLUS INTÉRESSÉ(E)
A PARTICIPER ............................ \(\begin{array}{cc}2 & \text { CESSEZ LINTERVIEW. INSCRIVEZ } \\ \text { SUR RAPPORT DES CONTACTS. }\end{array}\)
2. Etes-vous toujours intéressé(e) a participer à l'essai du télétexte, ou avez-vous d'autres questions à nous poser avant de vous decider?

OUI, TOUJOURS INTÉRESSÉ(E) .. 56 -1 PASSEZ A Q. 3-a)

INDÉCIS(E), A DES QUESTIONS ... 3


3-a) Comme vous le savez, un représentant de Radio-Canada viendra verifier la qualité du signal télétexte et, si elle est bonne, il installera l'équipement nécessaire chez vous. Ya-t-il quelqu'un a la maison entre 9 heures et 17 heures en sema ine?

-b) Avez-vous la possibilite de rentrer au travail un peu plus tard, ou de laisser le travail un peu plus tot, ou encore, d'être a la maison a l'heure du diner?

OUI \(\ldots \ldots . .5 .59-1\)
NON \(\ldots \ldots . . . \begin{aligned} & \text { PASSEZ A Q. 4-a) }\end{aligned}\)
-c) Quelle heure, entre 9 het 17 h en semaine, serait la meilleure pour faire la verification?

INSCRIVEZ L'HEURE: \(\qquad\) DA.M.
\(\square\) P.M. \(\longrightarrow\left[\begin{array}{l}\text { PASSEZ } \\ A \\ \text { Q. } 5\end{array}\right]\) où vous pourriez faire faire la vérification?

INSCRIVEZ L'HEURE: \(\qquad\)
-b) (SI PLUS TARD QUE 20 HEURES, DEMANDEZ:) N'y a-t-il pas une heure en semaine, entre 8 heures et 20 heures, où la vérification pourrait être faite?

-c) A quelle heure pourrait-on faire la verification?

INSCRIVEZ L'HEURE: \(\qquad\) \(\square\) P.M.
5. Nous allons transmettre ces renseignements a Radio-Canada et ils vous appelleront pour prendre un rendez-vous definitif. s'ils trouvent bonne la qualité de votre siqnal télétexte et si vous donnez votre accord signé, alors, ils installeront l'équipement nécessaire chez vous. Merci de votre collaboration!

INSCRIVEZ:
INTERVIEW COMPLETEE AVEC: 'CHEF MASCULIN ...........61-1
CHEF FÉMININ .............. 2
(62/75)

INSCRIVEZ LE RÉSULTAT DE L'APPEL SUR LE RAPPORT DES CONTACTS.

DATE DE L'INTERVIEW:
INTERVIEWE(E) PAR:

PROJET IRIS

\section*{COMMENT UTILISER VOTRE DECODEUR}

\section*{pour regarder la tele}
- mettez votre decodeur et votre televiseur en MARCHE
- assurez-vous quele televiseur est au canal 3
- pointez le mini-clavier en direction du decodeur, appuyez sur les touches correspondant au canal DESIRE ET APPUYEZ ENSUITE SUR TOP
etapes additionnelles pour acceder au teletexte:
- selectionnez une station de radio-canada a l'aide DE VOTRE MINI-CLAVIER
- appuyez sur la touche TV/tX
- ala suitede l'affichagedusigle "radio-canada iris" ET DE L'INDEX GENERAL. VOUS POUVEZ

APPUYER SUR TOP POUR OBTENIR LA PAGE SUIVANTE DU CYCLE

OU
APPUYER SUR LES TOUCHES NUMERIQUES CORRESPONDANT AU NUMERO DE PAGE DESIREE ET APPUYER ENSUITE SUR TOP


FONCTIONS DU MINI-CLAVIER
\begin{tabular}{|c|c|c|}
\hline TOUCHE & SUR TELEVISIOM & SUR TELETEXTE \\
\hline TV/TX & Passe au mode teletexte & Passe au mode telejvision \\
\hline TOP & - & Donne la page suivante \\
\hline NUMERO
+ TOP & Donne le canal sèlectionne & Donne la page selectionnee \\
\hline PAUSE & - & Fixe la page jusqu'à ce que l'on appuie sur PAUSE une seconde fois ou que TOP soit utilisée \\
\hline SON & Interruplion ou retablissement du son & Interruption ou retablissement du son \\
\hline EFFACE & Efface les sous-titres et les flashes (nouvelles éclair) & Efface le numero de page si utilisee avant d'appuyer sur TOP \\
\hline RAPPEL & - & Affiche la mème page de nouveau \\
\hline INDEX & - & Affiche l'index prėcédent \\
\hline PAGE) & Selectionne le canal survant & Evitez d'utitiser, utilisez TOP \\
\hline <PAGE & Sejectionne le canal precedent & Évitez d'utiliser \\
\hline
\end{tabular}

SI VOUS EPROUVEZ DES DIFFICULTES A RECEVOIR UNE PAGE TELETEXTE

Une des procédures suivantes devrait vous aider à résoudre le probleme
1) Appuyez sur la touche RAPPEL
2) Appuyez sur la touche TV/TX deux fois et commandez votre page à nouveau.
3) Eteignez et rallumez le decodeur et commandez votre page à nouveau.

Si aucune des procedures decrites ci-dessus ne s'avere efficace, essayez à nouveau olus tard et. si le probleme persiste. contactez le Centre Télétexte de Montréal au 288-4747 (288-|RIS) pour obtenir de l'assistance.

\title{
SUPPLEMENTARY OPERATING INSTRUCTIONS PROVIDED WITH DECODER
}

Canadian Broadcasting Corporation

Société
RadioCanada

\section*{PROJFT IRIS}

POUR VOUS AIDFR A UTILISFR LF. SYSTFMF TFLFTFXTF

Le dēcodeur Norpak qui a été installê à votre domicile par la Société Radio-Canada vous permettra de capter le service tēlētexte de RadioCanada. Ce document vous fournira une brève description des commandes d'opération ainsi que certains renseignements qui vous seront utiles dans l'utilisation de ce nouveau système.

Le décodeur se comporte comme un convertisseur conventionnel lorsqu'il est raccordê à un appareil de têlêvision. Il permet de capter tous les canaux qui étaient reçus prệcēdemment et, dans les foyers pourvus du service du cable, il permettra de recevoir les canaux supplémentaires qui ne peuvent être captēs qu'à l'aide d'un convertisseur. Si le décodeur n'est pas en fonction, votre tēlēviseur fonctionnera de la même façon qu'il fonctionnait avant qu'on le raccorde au décodeur, comme si ce dernier n'existait pas.

Afin d'utiliser le décodeur, l'appareil de tēlēvision doit être syntonisé au canal 3. Lorsque le decodeur est mis en marche, il choisit automatiquement le canal 2 et une page test occupe l'écran pour une ou deux secondes. Afin d'accēder au tēlētexte ou de sēlectionner un autre canal de têlévision, le mini-clavier doit être utilisé. Celui-ci agit en tant que commande à distance, et les commandes qui y sont formulees sont transmises jusqu'au décodeur à l'aide d'un signal infrarouge. Il faut donc s'assurer que rien ne bloque le passage de ce signal entre le miniclavier et le décodeur, et il ne faut pas oublier de pointer le miniclavier en direction du dēcodeur lorsqu'on en fait usage. Les gens qui utilisent normalement une commande à distance telle que la JFRROLD pour sélectionner leurs canaux de têlêvision devront plutôt faire usage du mini-clavier têlétexte pour la durée de l'essai

Le mini-clavier agit alors comme un sēlecteur de canaux ordinaire。 COMMANDES DU MINI-CLAVIER

TV/TX - Passe du mode tēlévision au mode tēlētexte.
SON - Controle l'interruption ou la mise en marche du son d'une émission.

EFFACE - Ffface les sous-titres et les flashes (nouvelles éclair). Vous serez avisés lorsque ces services deviendront disponibles.
<PAGF - Sélectionne le canal précédent.
PAGE \(>\) - Sélectionne le canal suivant.
TOP - Sélectionne un poste de tēlēvision si elle est précédée d'un numéro de canal.

0 à 9 - Pour sélectionner un canal de télévision. Commandez un nombre de deux chiffres puis appuyez sur TOP (par exemple, pour obtenir le canal 3 , appuyez sur \(0-3-T O P ;\) pour obtenir le canal 18, 1-8-TOP).

Les touches qui ne sont pas dēcrites plus haut ne s'appliquent pas au mode tēlēvision.

NOTE:
- Si aucune rēponse n'est obtenue à la suite des commandes au mini-clavier (i.e. le décodeur est bloqué sur un canal, ou encore des points, des lignes ou des parties d'images se superposent à l'êcran) e éteignez et rallumez le décodeur. Par la suite, sélectionnez à nouveau le canal dēsirē.
- Si le délai est trop long entre le moment oư vous sélectionnez un canal et le moment oủ vous appuyez sur TOP, le sélecteur de canaux du décodeur retournera au canal en usage et la commande TOP n'aura aucun effet. Dans ce cas, le numéro du canal doit être sēlectionné une autre fois et la touche TOP doit être utilisẻe plus rapidement.

EN MODE TELETEXTE

En mode tëlētexte, l'image du mode tēlēvision est recouverte par les pages d'information tëlētexte, mais le son du canal est toutefois entendu, à moins que la touché SON ne soit utilisēe. Pour recevoir le télétexte, vous devez syntoniser le rëseau français ou le rēseau anglais de Radio-Canada. Si d'autres canaux sont sêlectionnés, aucun signal tēlétexte ne pourra être capté et, comme elle est emmagasinée dans la mêmoire du décodeur, la première page du tēlētexte ( page test ) demeurera continuellement affichẹe sur l'ēcran.

\section*{COMMANDES DU MINI-CLAVIER}
\begin{tabular}{|c|c|}
\hline TV/TX & m \\
\hline PAUSE & - Fixe une page sur l'écran. Le décodeur affichera cette page jusqu'à ce que l'on appuie sur PAUSE une seconde fois ou jusqu'à ce que TOP soit utilisée. \\
\hline SON & - Arrêt ou mise en marche du son de l'émission de têlēvision en cours. \\
\hline EfFACE & - Efface les numéros de page qui ont êtê sêlectionnés par erreur. Permet à l'usager de sélectionner de nouveaux chiffres (si utiliseée avant d'appuyer sur TOP). \\
\hline RAPPEL & - Affiche à nouveau la même page (à utiliser pour reprendre la présentation d'une page qui. a étē accompagnée d'erreurs) \\
\hline INDEX & - Affiche l'index de la section qui est prêsentement visionnée, ou l'index général si l'index d'une section est affichë au moment de la commande. \\
\hline TOP & - Obtient la page suivante du cycle. Doit aussi être utilisēe après que les chiffres d'une page ont été formulés sur le clavier. Le décodeur entreprendra alors la recherche de cette page et, si celle-ci n'est pas disponible, il émettra un BEEP sonore et affichera "PAGE?" à l'écran. \\
\hline 0 ล 9 & - Pour sêlectionner une page têlētexte, formulez un numéro de page de deux chiffres sur le clavier et appuyez sur TOP (par exemple, pour la page 2, appuyez sur 0-2-TOP; pour la page 35: 3-5-TOP). \\
\hline ( & - Utilisez après les numéros de page de 2 chiffres pour les sous-pages (i.e. si vous êtes à la page 11 et que vous désirez la page 11.07, vous n'avez qu'a appuyer sur Point-0-1. \\
\hline PAGE > & - Evitez d'utiliser cette commande. Il est prëfērable d'utiliser TOP pour obtenir la page suivante du cycle. \\
\hline \(<\mathrm{PAGE}\) & - Evitez d'utiliser cette commande. Elle affiche la page nụmérique prēcēdente si celle-ci est disponible, mais ce n'est pas toujours le cas. \\
\hline Les autres lorsqu'il & comandes ne sont pas encore fonctionnelles. Vous serez avisés viendra possible de les utiliser. \\
\hline
\end{tabular}

\section*{SELECTION}


DEMANDEZ À PARLER AU CHEF MASCULIN OU FĖMININ:
```

Bonjour, je suis ___ de Réalités Canadiennes. Je vous appelle au
sujet des essais du teletexte |R|S auxquels vous participez. Comme vous le savez, un des
aspects importants de cet essai est l'interview que nous effectuons en vue d'obtenir
vos opinions du système telétexte. J'aimerais convenir d'un rendez-vous avec vous
afin de pouvoir vous rencontrer chez vous pour cette interview. Je profiterai aussi
de l'oceasion pour faire quelques tests trees simples concernant la réception du
telétexte.
S'IL Y A UN CHEF MASCULÍN ET UN CHEF FÉMININ, DITES: Dans la mesure du possible,
'j'aimerais parler à vous et à (AUTRE CHEF). en même temps.
L'interview durera environ une demi-heure. Quand pourrais-je vous rencontrer?

```

```

INTERVIEWER:
veuillez inscrire le nombre de tentatives pour fixer le rendez-vous. inscrivez ci-dessous.
NOMBRE D'APPELS PDUR REJOINDRE RÉPONDANT(E):
21/22
RESULTAT:
RENDEZ-VOUS FIXE POUR INTERVIEW ..................23-1.
RÉPONDANT(E) REFUSE INTERVIEW ........................}
SI rAPPEL TÉlÉPhonIQUE REQuIS PARCE QUE REPONDANT(E) ABSENT(E):
NOMBRE D'APPELS POUR REJOINDRE RÉPONDANT(E):

REALITÉS CANADIENNES montréal, quebec

IDENTIFICATION DU FOYER:

COMmencée A:
ETUDE LDO31 terminée 'A: 26728

## MISE A L'ESSAI DU TÉLÉTEXTE <br> POSTINSTALLATION--INTERVIEW

1. (ENCERCLEZ UN CODE CI-DESSOUS POUR INDIQUER LA SITUATION. CONFIRMEZ AVEC REPONDANT(E).)

SEULEMENT CHEF MASCULIN AU FOYER .....................................................29-1
SEULEMENT CHEF FÉMININ AU FOYER ..................................................... 2
CHEFS MASCULIN ET FEMININ AU FOYER--LES 2 PRESENTS A L'INTERVIEW .... 3
CHEFS MASCULIN ET FÉMININ AU FOYER--SEULEMENT CHEF MASCULIN PRÉSENT .. 4
CHEFS MASCULIN ET FEMININ AU FDYER--SEULEMENT CHEF FEMININ PRÉSENT .. 5
2. En premier lieu, j'aimerais connatre votre opinion du teletexte en general.
-a) Maintenant que vous avez eu le téletexte dans votre foyer pendant quelque temps, qu'est-ce que vous en pensez? (SI NECESSAIRE:) Quelles sont vos impressions générales du télétexte a ce jour? (SONDEZ:) Et pour ce qui est des autres membres de votre famiile, que pensent-ils du télétexte?

INSCRIVEZ TOUTES LES REPONSES MOT POUR MOT, PAR ORDRE DE MENTION. INDIQUEZ QUI LES A DITES (M/F).
$\qquad$
$\qquad$
$\qquad$
$\qquad$




$\qquad$ $39-$
-b) Qu'est-ce que vous et votre famille pensez des informations fournies par le télétexte? Pensez-vous qu'elles sont bien diversiflees, ou y a-t-il des choses que vous aimeriez voir ajoutés ou enlevés? $Y a-t-i l$ un type d'information que vous trouvez particulièrement interessant ou utile? $0 u$ pensez-vous que le contenu pourrait être amelioré d'une façon quelconque? Et en ce quil concerne la presentation de l'information-eque pensez-vous du changement automatique des pages?

INSCRIVEZ TOUTES LES RÉPONSES MOT POUR MOT DANS LES ESPACES APPROPRIES CI-DESSOUS. INDIQUEZ QUI LES A DITES (M/F).

2. (Suite)
 (SONDEZ) Autre chose?

INSCRIVEZ TOUTES LES RÉPONSES MOT POUR MOT, PAR ORDRE DE MENTION. INSCRIVEZ QUI
LES A DITES $(M / F)$.
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
$\qquad$
-d) Ya-t-il quelque chose (autre chose) que vous n'aimez pas du télétexte? Avez-vous des (d'autres) problemes avec le teletexte?

INSCRIVEZ TOUTES LES REPONSES MOT POUR MOT DANS L'ESPACE CI-DESSOUS. INDIQUEZ QUI LES A DITES (M/F).
$\qquad$
3. Maintenant, au cas ou la situation auralt change depuis la derniere fois que nous nous sommes parles, veuillez me dire ... (LISEZ LA LISTE)?
-a) Combien avez-vous de teléviseurs en etat de fonctionner a la maison? (INSCRIVEZ SOUS Q. 3-al CI-DESSOUS)
-b) Combien sont des televiseurs couleur? (INSCRIVEZ SOUS Q. 3-b) CI-DESSOUS)
-c) Combien de teléviseurs sont branchés au eablevision? (INSCRIVEZ SOUS Q.3-c) CI-DESSOUS)
-d) Et, avant que vọus ayez le teletexte, combien de televiseurs étaient equipes d'un convertisseur vous donnant encore plus de canaux? [iNSCRIVEZ SOUS Q.3-d) CIDESSOUS)

| Q. 3-a) | Q. 3-b) | Q.3-c) | Q. |
| :---: | :---: | :---: | :---: |
|  | NOMBRE |  |  |
| E- | viseurs | avec | CONV |
| SEURS | COULEUR | cable | TISS |


| UN |  |
| :---: | :---: |

DEUX ........................... 2 ... 2 .... 2 ...... 2
Trols ........................ 3 ... $3 \ldots . .3$
QUATRE OU PLUS ............. $4 \ldots \ldots 4$
-e) Etes-vous abonné(e) a un canal de television payante?

-f) Dans quelie mesure est-il probable que vous vous procuries la talevision payante d'ici $1^{\prime} h 1$ per? (LISEZ LISTE) Tres probable .........23-1

Assez probable ......... 2
Pas tellement probable.. 3
Pas du tout probable.... 4

## SI LES OEUX CHEFS SONT PRESENTS, POSEZ LES Q. 4 \& 5 A CHACUN INOIVIOUELLEMENT. SI UN seul chef est présent, il/elle peut réponore pour le chef absent.

4. (TENOEZ CARTE 1) Maintenant, en pensant a tous les dlfferents canaux de television que vous recevez chez vous, quel est le canal que vous, personnellement, regardez le plus souvent? (INSCRIVEZ UNE SEULE RÉPONSE CI-OESSOUS SOUS CHEF MASCULIN/ FEMININ SELON LE CAS.)


5: (TENOEZ CARTE 2) Maintenant, en ce qui concerne la radio, quelle est la station locale que vous, personnellement, écoutez le plus souvent? (INSCRIVEZ UNE SEULE REPONSE CI-OESSOUS SOUS CHEF MASCULIN/FEMINiN SELON LE CAS.)
STATIONS FRANCAISES

AM
CKAC (730) (TELEMEOIA). .................... 01 ...... 01
CKVL (850) ..................................... 02 ..... 02
CJMS (1280) .................................... 03 ...... 03
CBF (690) (RAOIO-CANAOA) ............... 04 ..... 04
CKLM (1570) .................................. 05 ..... 05
aUtRES STATIONS AM .......................... 06 ...... 06
FM
CITE-FM (107,3) ............................. 07 ..... 07
CKMF-FM ( 94,3 ) ............................... 08 ...... 08
CKOI-FM $(96,9)$............................... $09 \ldots .$.
CFGL-FM $(105,7)$.............................. 10 ..... 10
CBF-FM ( 100,7 ) (RAOIO-CANAOA) ........ 11 ...... 11
CiEL-FM ( 98,5 ) .............................. 12 ..... 12
AUTRES STATIONS FM .......................... 13 ...... 13


CFCF (600) ...................................... 16 ...... 16
CBM (940) (CBC) ............................. 17 ..... 17
AUTRES STATIONS AM ......................... 18 ...... 18
FM
CFQR-FM $(92,5)$............................... 19 ..... 19
CHOM-FM (97,7) ............................. 20 ..... 20
CJFM-FM (95,9) ............................. 21 ...... 21
CBM-FM (93,5) (CBC) .................... 22 ..... 22
CKO-FM (1470) ............................... 23 ...... 23
AUTRES STATIONS FM .......................... 24 ...... 24
ne connaît pas la station ................ 25 ..... 25
N'ÉCOUTE PAS LA RAOIO ...................... $26 . . . .$.
6. J'aimerais maintenant connaftre les reactions de votre famille face aux nombreux articles nouveaux qui sortent sur le marche et qui sont destines au foyer.
(TENOEZ CARTE 3) Cette carte indique les reponses que vous pourriez possiblement donner. Comparée aux personnes que vous connaissez, diriez-vous que votre famille est habituellement parmi les premiéres, genéralement entre les premières et les dernières, ou habituellement parmi les dernieres à se procurer chacun des articles suivants? (LISEZ LA LISTE)
-a) En premier lieu, les appareils pour la culsine, comme le lave-vaisselle, le four autonettoyant, le robot de cuisine, le four a micro-ondes? (INSCRIVEZ CI-DESSOUS SOUS "CUISINE")
-b) Et pour ce qui est des appareils pour le divertissement comme les jeux video du genre Atari ou Intellivision, les magnétoscopes, les plus récentes chaînes stéréo? (INSCRIVEZ CI-OESSDUS SOUS "OIVERTISSEMENT")
-c) Et en ce qui concerne les choses pratiques ou les articles pour usage personnel comme les systèmes antivol, les répondeurs téléphoniques, les ordinateurs pour la maison? (INSCRIVEZ CI-DESSOUS SOUS "PRATIQUE")


## POSEZ A TOUS

7. Parml les articles suivants, lesquels avez-vous dans votre foyer? (LISEZ LA LISTE)


SI LES DEUX CHEFS SONT PRÉSENTS, POSEZ LES Q. 8 A $14^{\circ}$ A CHACUN INDIVIDUELLEMENT. SI UN SEUL CHEF EST PRÉSENT, NE LUI DEMANOEZ PAS DE RÉPONDRE POUR LE CHEF ABSENT. Les reponses du chef absent devront etre recueillies plus tard au téléphone.

Pour les quelques prochaines questions, j'aimerais que vous penslez a ce que vous faites habituellement au cours d'une semaine ordinaire de lautomne?
8. En premier lleu, au cours d'un jour de semaine ordinaire cet automne, c'est-à-dire du lundi au vendredi, combien de temps consacriez-vous habituellement a chacune des activités suivantes? (LISEZ ACTIVITES ET INSCRIVEZ UNE A LA FOIS)
a) Regarder la télévision
b) Écouter la radio, même si c'est avec plus ou moins d'attention
c) Ecouter des disques ou des cassettes
d) Lire un journal
e) Lire un livre ou un magazine.
(ne lisez pas les periodes de temps. si donne un Eventail, inscrivez le nombre le plus eleve. pour chaque activite, inscrivez la reponse sous "chef masculin" OU "CheF feminin" selon le cas.

9. Parlons maintenant de votre utilisation des journaux pendant cet automne.

POSEZ Q. 9-a) A 9-d) 'A UN CHEF, PUIS A L'AUTRE. INSCRIVEZ SOUS "CHEF MASCULIN" OU "CHEF FEMININ"' SELON LE CAS.
-a) Combien de jours par semaine lisez-vous habituellement ou feuilletez-vous in journal quotidien?
-b) Combien de jours par semaine lisez-vous ou feuilletez-vous La Presse?
-c) Et pour ce qui est du Journal de Montréal?
-d) Et en ce qui concerne Le Devoir?
-e) Et pour ce qui est de la Gazette?

-e) Ya-t-il d'autres journaux quotidiens que vous lisez ou fenilletez reoniferement
cet automne?Si oui, lequel ou lesquels et combien de jours par semaine? (POSEZ
A UN CHEF PUIS A L'AUTRE)


[^21]CHEF MASCULIN CHEF FÉMININ


11. $Y$ a-t-il des magazines que vous lisez personnellement de facon regulière cet automne? Si oul, lesquels? (pOSEZ $\AA$ UN CHEF PUIS A L'AUTRE)
(pour chaque chef, inscrivez un maximum de quatre magazines par ordre de mention. ENCERCLEZ POUR INDIQUER QUI LES A LUS.)

NOM DU MAGAZINE:

| LU PAR: |  |  |  | A LIUSAGE DU BUREAU |
| :---: | :---: | :---: | :---: | :---: |
| CHEF | MASCULIN | CHEF | ININ |  |
| OU1 | NON | OU1 | NON |  |
| $\square$ | $\square$ | $\square$ | $\square$ | 36/37 |
| $\square$ | $\square$ | $\square$ | $\square$ | 38/39 |
| [ | $\square$ | $\square$ | $\square$ | 40/41 |
| $\square$ | $\square$ | $\square$ | $\square$ | 42/43 |
| $\square$ | ... $\square$ | $\square$ | $\square$ |  |
| $\square$ | ..... | $\square$ | $\square$ | 44/45 |
| $\square$ | . $\square$ | $\square$ | $\square$ | 46/47 |
| $\square$ | ..... $\square$ | $\square$ | $\square$ | 48/49 |
|  |  |  |  | 50/51 |

12. Au cours des six derniers mois, c'est-àdire depuis environ mai dernier, à peu pres combien de livres avez-vous lus uniquement comme loisiri (POSEZ A UN CHEF PUIS À L'AUTRE)

## CHEF MASCULIN CHEF FÉMININ

|  | Aucun livre |  | . $53-9$ |
| :---: | :---: | :---: | :---: |
| 51 donne Un | Un livre | 1 | 1 |
| EVENTAIL, | 2 livres | 2 | 2 |
| INSCRIVEZ Le | 3 livres | 3 | 3 |
| nombre le | 4 livres | 4 | 4 |
| plus elevé | 5 ou 6 livres | 5 | 5 |
|  | 7 a 9 livres | 6 | 6 |
|  | 10 a 12 livres | 7 | 7 |
|  | 13 livres ou plus | 8 | 8 |

13. Genéralement parlant, cet automne, comblen de jours sur les cina jours de semaine regardez-vous habituellement une émission de nouvelles a la television ... (LISEZ Les enonces et inscrivez les reponses au fur et a mesure)?

> -a) Dans la matinee?
> -b) Dans la soliree avant 19 h 30 ?
> -c) A 22 ou 23 heures le soir?
(Ne LISEZ PAS La liste des Enoncés. SI donne un éventall, inscrivez le nombre LE pLUS ElEVÉ. POUR CHAQUE PERIODE, inScrivez la réponse sous "Chef masculin" OU "Chef feminin" selon le cas.)

|  | CHEF MA | CULIN |  | CHEF FÉA | ININ |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | -a) | -b) | -c) | -a) | -b) | -c) |
|  |  |  | 22 |  |  | 22 |
|  | DANS | SOIRÉE | OU 23 | dans | SOIREE | OU 23 |
|  | LA | AVANT | HEURES | LA | AVANT | HeURES |
|  | MATINÉE | 19 h 30 | LE SOIR | MATINĖE | 19 h 30 | LE SOIR |
| Aucun | .54-9 | .55-9 | .56-9 | . 57-9 | .58-9 | .59-9 |
| - Un Jour | 1 | 1 | 1 | . 1 | . 1 | . 1 |
| deux jours | 2 | . 2 | . 2 | 2 | 2 | . 2 |
| TROIS JOURS | 3 | 3 | .. 3 | - 3 | .. 3 | . 3 |
| QUATRE JOURS | . 4 | . 4 | . | . 4 | . 4 | 4 |
| CINQ JOURS | 5 | . 5 | . 5 | . | . 5 | . . |

14. Et pour ce qui est des nouvelies diffuses a la radio? Environ combien d'émissions de nouvelles écoutez-vous à la radio au cours d'une journée ordinaire cet automne? (POSEZ A CHAQUE CHEF INDIVIDUELLEMENT) (INSCRIVEZ CI-DESSOUS SOUS "ChEF MASCULIN" OU 'CHEF FÉMININ" SELON LE CAS)

CHEF MASCULIN CHEF FEMININ
Aucune .................60-9 ..........6i-9

| SI dONNE UN EVENTAIL, |
| :--- |
| CODEZ LE NOMBRE LE |
| PLUS ÉLEVE |


| Une | 1 | 1 |
| :---: | :---: | :---: |
| Deux | 2 | 2 |
| Trois | 3 | 3 |
| Quatre | 4 | 4 |
| Cinq | 5 | 5 |
| six | 6 | 6 |
| Sept | 7 | 7 |
| Huit ou plus | 8 | 8 |

15. Je vais malntenant vous lire une liste de divers loisirs. Pour chacun, veuiliez me dire si vous l'avez pratiqué ou non au cours du mois dernier. (POUR CHAQUE "NON", DITES:) Avez-vous pratique ce loisir au cours de la dernière annee?
(POSEZ TOUS LES LOISIRS A UN CHEF, PUIS A L'AUTRE CHEF. SI UN SEUL CHEF PRÉSENT, il/elle peut répondre au nom du chef absent. inscrivez reponses ci-dessous sOUS 'CHEF MASCULIN" OU "CHEF FEMININ" SELON LE CAS.)

(70/74)

16-a) Quel membre de votre foyer fait la plupart des achats d'epicerie? (NE LISEZ PAS LA LISTE)

Chef masculin
CHEF FÉMININ
Chefs masculin et feminin de façon egale AUTRE PERSONNE (PRECISEZ)
-b) Et avec quelle fréquence quelqu'un de votre foyer magasine-r-il habituellement a chacun des supermarches suivants? (LISEZ LA LISTE ET INSCRIVEZ AU FUR ET A MESURE) Provigo? Metro-Richelieu? Steinberg? Tout autre supermarche? (NE LISEZ PAS LA LISTE deS fréquences)

| SI DONNE EVENTAIL, INS: CRIVEZ NOMBRE LE PLUS ELEVE | PROVIGO | METRORICHELIEU | STEINBERG | AUTRES |
| :---: | :---: | :---: | :---: | :---: |
| deux fois par semaine ou plus souvent | .17-1 | 18-1 | .19-1 | 23-1 |
| ENVIRON UNE FOIS PAR SEMAINE | 2 | 2 | 2 |  |
| Une fols toutes les deux semaines | 3 | 3 | 3 | 3 |
| UNE FOIS TOUTES LES TROIS SEMAINES | 4 | 4 | 4 |  |
| UNE FOIS PAR MOIS | 5 | 5 | 5 |  |
| MOINS SOUVENT QU'UNE FOIS PAR MOIS | 6 | 6 | 6 | 6 |
| Rarement ou jamals | 7 | 7 | 7 | 7 |

SI LES DEUX CHEFS SONT PRÉSENTS, POSEZ LES Q. 17 A 20 A Chacun individuellement SI UN SEUL CHEF EST PRÉSENT, il Ne doit pas répondre au nom du chef absent. LES RÉPONSES du CHEF ABSENT SERONT OBTENUES ULTÉRIEUREMENT PAR TÉLÉPHONE.
17. Revenons maintenant au téletexte. Dans quelle mesure le teletexte vous plaft-il depuis qu'll est installe chez vous? Diriez-vous qu'il vous platt 'beaucoup', 'passablement" ou "pas tellement"? (POSEZ A CHAQUE CHEF INDIVIDUELLEMENT) (inscrivez sous "Chef masculin" ou "Chef feminin" selon le cas)

|  | CHEF MASCULIN | CHEF FEMININ |
| :---: | :---: | :---: |
| Beaucoup | . .24-1 | .25-1 |
| Passablement | 2 | 2 |
| Pas tellement | 3 | 3 |
| Ne peut se prononcer encore | 4 | 4 |
| N'utilise jamais | 5 | 5 |

18. Et, à ce jour, dans quelle mesure le teletexte a-t-il ete utile pour vous personnellement? A-t-il ete "tres utile", "passablement utile" ou "pas tellement utile'? (POSEZ A CHAQUE CHEF INDIVIDUÉLLEMENT. INSCRIVEZ SOUS "CHEF MASCULIN' ou "Chef féminin" selon le cas.)

CHEF MASCULIN CHEF FÉMININ
Tres utile .........................26-1 ...........27-1
Passablement utile ................. 2 ............ 2
Pas tellement utile ................ 3 ............ 3
Ne peut se prononcer ............... 4 ............. 4
N'utilise jamais .................... 5 ........... 5
19. Depuis que le télétexte est installe chez vous, avec quelle fréquence l'utilisezvous personnellement? Environ combien de fois par jour ou par semaine l'utilisezvous? (NE LISEZ PAS LA LISTE) (POSEZ A CHAQUE CHEF INDIVIDUELLEMENT. INSCRIVEZ sous "Chef masculin" ou "Chef feminin" selon le cas.)

CHEF MASCULIN CHEF FEMININ
3 fois par jour ou plus souvent ...........28-1 ...........29-1

2 fois par jour ................................. 2 ............ 2
Une fois par jour .............................. 3 ............ 3
5 ou 6 fois par semaine ........................ 4 ............ 4
3 ou 4 fois par semaine ....................... 5 ............ 5
Une ou 2 fois par semaine .................... 6 ............ 6
Moins souvent qu'une fois par semaine ..... 7 ........... 7
Jamais ........................................... 8 ............ 8
20. (TENDEZ CARTE 5) Parmi les énoncés sur cette carte, lequel decrit le mieux la mesure dans laquelle vous êtes d'accord ou en désaccord avec chacun des énoncés suivants? (POSEZ TOUS LES ÉNONCES 'A UN CHEF, PUIS A L'AUTRE.) (INSCRIVEZ sOUS "CHEF MASCULIN" OU "CHEF FEMININ" SELON'LE CAS.)

21. (TENDEZ CARTE 6) Je vals vous lire des situations qui peuvent se produire avec le télétexte. Autant que vous sachiez, a quelle fréquence chacun des membres de votre foyer a-t-il expérimente ou non chacune des situations suivantes? (LISEZ UNE SITUATION A LA FOIS) (SI SE PRODUIT ASSEZ SOUVENT OU A L'OCCASION, DEMANDEZ:) Lequel des énoncés au bas de la carte décrit le mieux jusqu'a quel point cette situation est agaçante?

 OU NON)

OU travaillez-vous (travailliez-vous)?
Quelles sont (étaient) vos fonctions? Quel genre de travail faites-vous (faisiezvous)? (INSCRIVEZ SOUS CHEF MASCULIN OU FEMININ SELON LE CAS. SI UN SEUL CHEF present, il/elle peut reponore au nom oe l'autre chef.)

|  | CHEF MASCULIN | CHEF FEMMININ |
| :---: | :---: | :---: |
| NOM/TYPE OE COMPAGNIE |  |  |
| FONCTIONS/GENRE OE TRAVAIL |  |  |
|  | 56- | $58-$ $59-$ |

24. (TENOEZ CARTE 8) Laquelle des catégories sur cette carte correspond le mieux au revenu annuel total de votre foyer, avant les déductions d'impôt? Veuillez inclure le revenu de tous les membres du foyer et de toutes les sources. Oonnezmol simplement le numero de la categorie.


S'IL Y A UN CHEF MASCULIN ET UN CHEF FÉMININ, ET QUE VOUS EN AVEZ INTERVIEWÉ
UN SEUL, OITES: Je devrai rappeller afin de parler a (NOMMEZ CHEF ABSENT) pour obtenir ses reponses a certaines questions. Quel serait le meilleur temps pour rappeler?
$\qquad$
remerciez réponoant(e), puis essayez de résouore tout problème avec le téléTEXTE. SI C'EST IMPOSSIBLE, dITES QUE VOUS SIGNALEREZ LE PROBLEME ET INSCRIVEZle sur votre feuille oe rapport.

FORM USED TO REPORI RESULTS OF TELETEXT TEST
$\qquad$

## FEUILLE DE RAPPORT DE L'INTERVIEWER

1. TEST DU TELETEXTE:
2. Sélectionnez Radio-Canada, canal 2 (cable 4)
3. Appuyez sur TV/TX tout en faisant partir le chronometre
4. Arrêtez le chronométre aussitôt que le logo IRIS commence a apparaitre
5. Inscrivez le temps
6. Reportez le chronometre a zéro
7. Sélectionnez le numéro dé page requis. Appuyez ensuite sur top tout en faisant demarrer le chronometre
8. Arrêtez le chronometre aussitôt que la page commandée commence a apparaitre
9. Inscrivez le temps
10. Répétez les étapes 5 a 8 pour chacune des pages requises

AVIS - Allez directement d'une page a l'autre selon l'ordre suivant: Logo IRIS, page 60 , page 10 , page 50 , page 20 .

3. Le probleme nécessite-t-il la visite d'un technicien?

$$
79-\frac{\text { OUI }}{1} \ldots \ldots \frac{\text { NON }}{2}
$$

4. Utilisation du teletexte par le/la répondant(e):
-a) Repondant(e) avait de la difficulté a utiliser le système.

$$
80-\frac{\text { OUI }}{1} \ldots \ldots . \frac{\text { NON }}{2}
$$

-b) (SI OUI:) Aide fournie quant a l'utilisation du systeme (decrivez le problame brievement).

DATE: $\qquad$
$\qquad$
INTERVIEWER:

Cher(e) participant(e) du projet IRIS,

Permetrez-nous de vous remercier pour votre participation et pour 1'intérêt que vous manifestez à l'endroit des essais de télétexte de Radio-Canada dans le cadre du projet IRIS. Vous traverez ci-joint un "Cahier d'Utilisation du Télétexte" pour la semaine du lundi 6 juin au dimanche 12 juin. Ce cahier est destiné à tous les membres de votre foyer âgés de 7 ans ou plus, pour chacune des utilisations du télétexte qu'ils effectueront au cours de cette semaine.

Nous ne vous demandons pas de modifier votre utilisation du Télétexte de quelque façon que ce soit. Utiiiser le Télétexte normalement, corme si aucun cahier d'utilisation n'avait à être tenu. S'il arrivait qu'aucun des membres de votre foyer n'utilise le Télétexte durant la semaine du 6 au 12 juin, vous n'avez qu'a l'indiquer dans l'espace prévu pour les comentaires à la demière page du cahier.

Pour toutes les occasions oir quelqu'un utilisera le télétexte, nous désirons savoir:

- l'heure du début et de la fin de la séance
- si CBFT ou une autre station a été utilisée pour obtenir le télétexte.
- quelles pages et sous-pages ont été regardees
- qui a lu ou regardé ces pages, et qui a utilisé le miniclavier pour les comander
- le cas échéant, la station de télévision sur laquelle le téléviseur était réglé avant et après chaque utilisation du télétexte

Les instructions ainsi que certaines indication sont fournies à l'intérieur du cahier. Nous vous demandons d'y référer et de répondre en entier à chacme des questions. Veuillez vous rappeler de commencer a remplir le cahier d'utilisation du télétexte a partir du lundi 6 juin, et de nous le poster dans l'emveloppe ci-jointe aussitôt qu'il sera teminé, le dimanche 12 juin.

Nous vous remercions de votre coopération.

## PARTICIPATION AU PKOJET IRIS <br> PROTOCOLE D'ENTREVUE TELEPHONIQUE:

Bonjour, Pcurrais-je parler a M.
ou Mae. (DEMANDER LE Chef de famille Mascul in ot feminin).

```
Si AUCUN dES ChEFS N':ST DIS-
gonible, DEMANDER QUEL EST LE
MEIILEUR TEMPS YOUR RAPPELER.
(ENREGISTRER SUR LE RiPPORT
TELEPHONIQUE).
SI L'UN DES CHEFS de famllle est disponible, dire:
```

```
Mon nom est
``` \(\qquad\)
``` - Je vous arpelle au sujet du prijet IRIS de Ratio-Canada auquel vous participez presentement.
Les essais de feletexte se fursuivront piobadement a
!'automne et nous désiroas savoir si votrofoyeze est intéressé
d poursuivre l'experience.
    Si vous continuez d participer, nous drmonderons de mou-
veau aux membres de vorre famiile dv cenir u: canier d'utilisa-
tion du teléceste.
    Ceci se deroulera durame le mois d: novembre.
    Ils devront alors earegistrer l'utiiisatioll qu'ils font
du systeme pour une periode d'une semainc.
    Nous recue: llerons aussi par la suite vos impressiors
finales.
    Etes-vous interessé à poursuivre votre participation dans.
ce projet?
    Croyez-vous que vous allez demeurer a cette adresse jusqu'en
decembre?
sI OUI:
1) OUI, MAIS DEMENAGE: Nous sommes déscilés mais il ne sera pas
    posiible de poursuivre l'essai dans votre foyer. Vous
        serez contactés de nouveau concernant le retrait de votre
        décodeur.
2) OUI, SANS DEMENAGEMENT: Nous vous remercions de votre colla-
    boration. Eprouvez-vous présentement certains problemes
    avec votre décodeur?
    SI OUI: Lesquels? ENREGISTRER SUR LE RAPPORT TELEPGONIQUE
                        ET DIRE: Je vais rapporter ces problénes aux gens
        qui sont en charge du service et ils entreront en
                contact avec vous.
    SI NON: Si vous éprouvez certaines difficultés dans le
                futur, n'hesitez pas a communiquer avec le centre
                de Teilétexte de Montréal au 288-4747
3) NON, NE DESIRE PAS CONTINUER: D'accord, je vais transmetere
        votre demande aux gens concernés. Nous aimerions quand même
        connaitre les raisons qui motivent votre refus. Pourriez-
        vous nous dire pourquoi vous n'êtes pas interessé a pour-
        suivre l'essai?
        SONdEr E! profondeur, Par exemple:
        "Nous ne l'utilisons pas asse:: souvent"
        -Pourquoi?
        "Nous avons crop de problemes"
        -Quel genre de problimes?
        INSCRIRE LES DETAILS OBTENUS SUR LE RAPPORT TELEPHONIQUE.
```


## RFE ITES CAVUWNXES

Montreal Vancouver Toronto Otrawa Dowision de SK' CF Inc

Réalitós Camadiennes
 Québec H3Ci.2H3 (514) 288-6.994

Cher participant/Chère participante au Projet IRIS.

Nous espérons qu'il vous est agréable de participer aux essais du TElétexte de Radio-Canada. Ceux qui, parmi vous, prennent part au projet depuis plus longtemps auront sûrement note que le service a considerablement Evolue depuis son lancement officiel au cours du printemps dernier. Plusieurs ont contribue à ce developpement par leurs comentaires et leurs suggestions, et nous désirons les en remercier.

Nous tenons à vous informer par la présente que le projel IRIS s'est préparé de façon à vous fournir un service complet de telétexte durant le mois de novembre. Nous vous invitons donc à faire l'essai du système durant cette période pour vous en faire une opinion.

Le décodeur du Projet IRIS permet d'accéder à plus d'un service de Telétexte. Vous pouvez capter le Télétexte transmis par le réseau anglais de Radio-Canada et ceiui du réseau américain cBS. Il vous suffit de cholsir une de ces chaines aux heures ol elle diffuse sur l'ensemble de son réseōu (principalement en soirée) ct d'actionner ensuite la touche TV/TX.

Il est probable que d'ici à quelques semaines il vous soit possible de faire usage de la comande destinée aux malentendants. À partir de ce moment, vous pourrez obtenir ''affichage de sous-titres spéciaux pour les é-issions de Fadio-Canada codees pour maientendants. Il s'agira alors dutillser la touche "s. TITRES" de votre mini-clavier.

Nous communiquerons bientôt avec vous au sujet du "Cahier d'Utilisation du Téletexte" que vous aurez à compléter durant la semaine du 21 au 27 novembre. Il est d'une importance capitale pour la reussite de ce projet que chacun des membres de votre famille prenne le temps d'inscrire toutes les utilisations qu'il effectuera au cours de cette semaine. Il sera important de nous retourner promptenent le Cahier par la suite. Soyez assurés que nous apprécions votre collaboration.


Miche: Gauvreau, E:recteur

Cher(e) participant(e) au projet IRIS;
Vous trouverez ci-joint votre "Cahier d'utilisation du Teletexte". Ceci constituera votre contribution la plus importante aux essais du Télétexte de Radio-Canada dans le cadre du projet IRIS.

Nous vous prions de veiller a ce que chacun des membres de votre foyer enregistre tous les usages du Télétexte qu'il(elle) effectuera au cours de la semaine du lundi 21 novembre au dimanche 27 novembre. Nous ne vous demandons pas de modifier vos habitudes d'utilisation du Télétexte: utilisez le systéne comme vous le feriez habituellement, comme si vous n'aviez pas a tenir un cahier d'écoute.

A chaque occasion ou vous utiliserez le Téletexte, prenez soin de commencer une nouvelle page du cahier. Enregistrez toutes les pages et les sous-pages qui sont visionnées et indiquez qui les regarde. Assurez-vous aussi de répondre a loutes les autres questions. Si personne ne fait usage du Tëletexte entrele 21 et le 27 novembre, complétez votre cahier en $y$ inscrivant "n'avons pas utilisé" dans lespace rëservé aux commentaires.

Un billet de loterie provincial a été joint a votre cahier d'ttilisation du talétexte. Radio-Canada désire vous exprimer ainsi son appreciation pour l'aide que vous apportez dans le cadre de ce projet. Esperons que vous serez chanceux.

De plus, a cause de lextreme importance de votre collaboration dans la tenue du cahier, Radio-Canada vous offre une chance de gagner $\$ 500$. Afin de vous qualifier, vous n'avez çu'dretourner votre cahier d'utilisation complété, de façon a cequ'il soit reçu au plus tard le 15 décembre. Seuls les foyers prenant part au projet $\operatorname{r}$ RIS sont éligibles, c'est-at dire un total d'environ 200 foyers. Des explications détailles concer' nant letirage sont fournies sur la page ci-jointe.

Nous vous demandons maintenant de prendre le temps dexaminer votrecahier d'utilisation du Téletexte. Lisez les instructions et etudiez l'exemple. Si vous avez des questions, ${ }^{\prime}$ 'hésitez pas a les poser a la personne qui vous téléphonera au sujet du cañier, ou téléphonez-nous au numéro indiqué ci-dessus. Nous coaptons sur vous!

TIRAGE DE $\$ 500$ PAR LE PROJET IRIS DE RADIO-CANADA

Qui peut participer?
Seuls les foyers de Montréal et de Toronto qui participent au projet IRIS, c'est-à-dire une centaine de foyers dans chacune de ces deux villes.

Comment pouvez-vous vous qualifier?
Assurez-vous que votre cahier d'utilisation du Télétexte soit complété et qu'il parvienne à Réalités Canadiennes au plus tard le 15 décembre 1983.

Quelles sont vos chances de gagner?
Chaque foyer participant au projet IRIS qui retourne son cahier complété avant la date mentionnée ci-dessus se mérite une chance de gagner.

Ou et quand le tirage aura-t-il lieu?
Le lundi 19 cécembre 1983, au siège social de Radio-Canada à Ottawa.

Comment le gagnant sera-t-il déterminé?
Les numéros d'identification de tous les foyers participants qui se seront qualifiés vont être programmés sur ordinateur et un de ceux-ci sera choisi au hasard. Ce foyer sera contacté par tēlēphone et une question simple d'habilité sera alors posēe. Si la réponse donnée est correcte, Radio-Canada déclarera ce foyer comme gagnant et la décision sera finale. Si la réponse est inexacte, un autre numéro de foyer sera alors choisi au hasard.

Qu'attendons-nous de vous si vous gagnez?
Simplement que vous consentiez à ce que votre nom - ou vos noms soit communiqué aux autres participants afin qu'ils prennent connaissance du résultat du tirage.

## CAHIER D'UTILISATION DU TÉLÉTEXTE DE VOTRE FOYER

$\qquad$ AU DIMANCHE ,1983

##  <br> 

UN PROJET IMPORTANT POUR L'AVENIR DES COMMUNICATIONS AU PAYS.


No. du foyer
No. de l'emplacement $\qquad$

## NOTES IMPORTANTES

- Ce cahier est destiné à tous les membres de votre foyer qui sont âgés de 7 ans ou plus.
- Enregistrer chaque utilisation du Télétexte et indiquer quelle(s) personne(s) a (ont) regardé le Télétexte pour chacune de ces occasions.
- Utiliser une nouvelle page du cahier pour chaque séance de Télétexte.
- Lorsque l'espace est insuffisant pour enregistrer toutes les pages du Télétexte regardées lors d'une séance, poursuivre à la question 5 de la page suivante en y inscrivant le mot "suite", puis répondre aux questions 6 à 8 .
- Lire et répondre attentivement à toutes les questions (voir la page exemple).
- Utiliser le Télétexte normalement, comme si aucun cahier d'utilisation n'avait à être tenu.


## VOS COMMENTAIRES

Si vous désirez émettre des commentaires en rapport à une des pages qui a été présentée ou en ce qui a trait au service de Télétexte de Radio-Canada en général, veuillez écrire vos commentaires dans l'espace prévu à cet effet à la dernière page de ce cahier.

- Aujourd'hui c'est . . . .? (cocher)


2. Avant l'utilisation du Telétexte, le tejéviseur etait . . .? (cocher/inscrire)


Nom de la station
No. d'origine du canal
3. Pour obtenir ces pages de Télétexte, avez-vous sélectionné CBFT (canal 2/cable 4) ou un autre canal de télévision? (cocher/inscrire) CBFT $\Phi$ Autre canal $\qquad$ No. d'origine du canal
4. L'heure affichée a la partie supérieure du premier écran de Teletexte etait . . .?
(inscrire tel que présenté à l'écran)
5. Quelies pages de Télètexte avez-vous lues ou regardées au cours de cette séance de Télétexte? (Inscrire le numèro de la page principale et encercler toutes les sous-pages qui ont été regardées. Si le numéro de sous-page est superieur à .19. il faut alors l'inscrire)

(SI respace s'avere insulfisant. continuer sur ia pofor suivante.)


3. Pour obtenir ces pages de Télétexte, avez-vous sélectionné CBFT (canal 2 /cảble 4) ou un autre canal dè télévision? (cocher/inscrire) CBFT $\square$ Autre canal Nom de la station

No. d'origine du canal
4. L'heure affichée à la partie supérieure du premier écran de Télétexte était . . .?
Heure Minutes
(inscrire tel que présenté à l'écran)
5. Quelles pages de Télétexte avez-vous lues ou regardées au cours de cette séance de Télétexte? (Inscrire le numéro de la page principale et encercler toutes les sous-pages qui ont été regardées. Si te numéro de sous-page est supérieur à .19. il faut alors l'inscrire)

(Sl l'espace s'avère insuffisant, continuer sur la page suivante.)
6. L'heure affichée sur le dernier écran de Télétexte était . . . ?


Après l'utılisation du Télétexte, le téléviseur a èté . . .? (cocher/inscrire)
Fermé $\square]$ Laissé en marche

## $\square$ et réglé sur

Nom de la station' No.d'origine du canal
8. (a) Qui a lu ou regardé ces pages de Télètexte? (cocher la case de chacune de ces personnes)
(b) Qui avait le controle du mini-clavier pour séléctionner ces pages? (encercler la case correspondante)
(c) Si des visiteurs, étaient présents, combien etaient-ils?




4. Et en ce qui concerne le nombre de sujets offerts dans chaque section? Diriez-vous qu'il y en avait trop, à peu près la bonne

5. Maintenant, veuillez penser la quantité de détails fournis à chaque section, imesure que je lirai chaque section, ditesmoi si d'après vous la section comprenait trop de détails, à peu près la bónne quantité ou trop peu de détalls. firsiz la LISTE) (IMSCRIVEE sOUS Q.5 CI-DESSOOS)
6. Enfin, j'aimerais obtenir wotre opinion sur la fréquence des changements apportés au contenu de chaque section. Diriez-vousque le contenu de (hisig ma sricion) etait mis jaur ou changé plus souvent que nécessaire, juste assez souvent ou pas assez souvent? (mascrives sous Q.6 CITDESsous)

7-a) Dans l'ensemble, dans quelle mesure avez-vous trouvé intéressant le contenu du ser-
vice télétexte? L'avez-vous trouvé... (LISEZ LA LISTB)?
Très intéressant ......... 54-1
Assez intéressant ........... 2
Pas tellement intéressant .. 3
Pas du tout intéressant .... 4
-b) Et dana quelle mesure estimez-vous que le service télétexte a été utile? A-t-il
été... (LISEZ LA LISKZ)?
Tris utile .................. 55-1.
Assez utile .................... 2
Pas tellement utile ......... 3
Pas du tout utile ........... 4
8.
gutstion 8 N'EST PAS POSALS
(56/57)
9. J'aimerais maintenant vous poser quelques questions au sujet des graphiques utili-
sés dans le télétexte.
-a) Dans l'ensemble, quelle est votre impression des graphiques? Etaient-ila... (ISER
LA LIETE)
Tràe bons .................. 58-1
Bons ........................... 2
Passables ...................... 3
Mauvais ........................ 4
-b) Et les graphiques étaient-ils changés... (LIszz IA LISTE)?
Plus souvent que nécessaire .. 59-1
Juste assez souvent ................ 2
Pas assez souvent .................. 3
-c) Conme vous le savez peut-être, le fait d'utiliser des graphiques font que la page
de télátexte apparait un peu plus lentement que lorsqu'il s'agit uniquement de mots
imprimás. Certaines personnes trouvent que cela vaut la peine d'attendre plus
longteape, d'autres pas. Par rapport au nombre de graphiques utilisés au cours de
la période d'essai, prifíreriez-vous personnellement qu'il y ait.... (Izism La
5IETEI?

```
Plus de pages aviec des graphiquas60-1
```

A peu près le mise nombre de pages avec des graphiques .. 2

```
Moins de pages avec des graphiques .................................}
```



SI les guestions 10 e 11 ONT dÉjà été posées í l"autre répondant de ce poyer, COChez la case ci-dessous et passez a la 0.12.

$$
\text { QUESTIONS } 10 \text { \& } 11 \text { dÉJÀ posées dans l'autre section ... } 11
$$

10-a) Est-ce que vous ou d'autres membres de votre foyer avez utilisé l'option de "sous-titrage" du télétexte?

-b) Cette option a-t-elle été utilısée... (LISEZ LA LISTE)?
Fréquemment .............. 62-1
À 1'occsasion ............... 2
Ou, Presque jamais .............. 3
-c) Qu'est-ce que vous ou d'autres membres de votre foyer avez pensé de cette option? (IRSCRIVEE CI-DESSOUS) Autre chose?
$\qquad$
-d) Dans votre foyer, y a-t-il quelqu'un qui est sourd ou malentendant?
OUI ........... 66-1
NON ............... 2

11-a) Certaines personnes ont eu des problèmes avec leur équipement télétexte tandis que d'autres n'en ont pas eus. Je vais vous lire une liste de problèmes que vous auriez pu éprouver avec l'équipement au cours des derniers mois. pour chacun, dites-mol si ce problème s'est présencé assez souvent, à l'occasion ou jamais.

Voici le premier problème (LISEz LE pabilar proncince); Ce nroblème s'est-i) présenté assez souvent, à l'occasion ou jamais? (RAPErEz pour cuague enoncé) (IMscrival sous Q.li-a) CI-DESSOUS)

 viez ce problème très aqaçant, plutot aqaçant, un peu agaçant ou pas du tout aqacant? (IMscriver sous Q.11-b) CI-DESSOUS)

12. Je vais maintenant vous lire une liste des differentes façons que l'on peut utiliser le service têlétexte. Pour chacune, dites-moi si vous avez personnellement utilisé le télétexte de cette facon réqulièrement, à l'occasion ou presque jamais. En premier lieu, à quelle fréquence vous est-il arrivé de... (LISER LA PREMIKRE UTILISATION)? (REPEIEZ POUR CHA OUE UTILISATION)

FRÉOUENCE D'UTILISATION


## UTILISATIONS:

i) Sélectionner le télétexte pendant
la pause commerciale diune autre émission que vous reqardiez ............ 8-1 . 3
ii) Sélectionner le télétexte pendant une partie ennuyeuse ou dépourvue d'intérêt d'une émission que vous regardiez .................................. 9-1 ............. 2 ................ 3

1ii) Sélectionner des pages individuelles par numéro ............................... 10-1 ............. 2 ................. 3
iv) Utiliser la touche TOP afin que la page suivante du magazine apparaisse plus rapidement .......................... $11-1$............. 2 ................. 3
v) Laisser défiler automatiquement les pages pendant que vous lisiez toutes les pages ou presque .................. 12-1 ............ 2 ................ 3
vi) Laisser defiler automatiquement les pages sans $Y$ porter beaucoup i'attention et en liment une page de temps

13. Parmi les trois façons suivantes, laquelle correspond i la façon que vous avez le plus souvent utilisé le télétexte? (LIsEL LA LISTE) (Eacracheq une geare pinponse)
Sélectionner des paqes individuelles par numéro ............... 14-1
Laisaer défiler automatiquement les pages du télétexte ......... 2

14-a) Dans environ combien d'années prévoyez-vous vous acheter un nouveau téléviseur couleur? (NE LISEE PAS LA LISTE)
(ENCERLLEZ LE MOMBRE,APPLICABLE. SI MERTIONAE UN ÉvEATAIL D'ANNÉES, EMCERCLER LE CHIFPRE LE PLUS iMEVÉ.)

-b) Imaqinons que vous avez l'intention d'acheter un nouveau téléviseur couleur d'ici quelques semaines et que votre décision est déjà prise quant à la marque et au modèle que vous voulez acheter.

Vous avez alors deux choix = le modè fe standard et le modèle de luxe. Les deux sont 1 dentiques sauf que le morèle de luxe comprend une télécommande et un convertisseur intégré vous donnant accès à un plus grand nombre de canaux. Les prix peuvent varier, mais le tait d'avoir ces deux ontions sur le modèle de luxe pourrait coúter jusqu'à $\$ 200$ de plus que pour le modèle standard.
quel montant additionnel seriez-vous personnellement prêt(e) à payer nour que ces deux options solent ajoutées? (IMSCRIVEX CI-DEssous)
S 17/19
ne paierait pas plus ...... [J
NE SAIT PAS (1)
-c) Allons un peu plus loin. Imaqinez que le télètexte devient un service réqulier gratuit et qu'il comprend 3 ou 4 canaux offrant des services semblables a ceux que vous avez reçus pendant la période d'essai. Le décodeur du télétexte offre maintenant un fonctionnement fiable et 11 peut itre intégré directement dans le téléviseur.

Maintenant le modìle "de luxe" du téléviseur qui vous intéresse comprend non seulewent le convertisseur intégré et la télécomande, mais 11 comprend aussi un décodeur de tílétexte intégré. Avec ces erois options, le modèle de luxe pourrait coúter jusqu'à $\$ 400$ de plus que le modèle standard de l'appareil que vous voulez acheter. Quel montant additionnel seriez-vous personnellement prêt (e) à payer pour que ces trois options soient comprises avec le téléviseur? (Imecrivigu CI-Dessous
s
$\qquad$ 20/22
ne paierait pas plus ...... 【〕
NE SAIT PAS
II

## AVIS i h'INTEMTEMER:


 A BIE COMPRIS LA gUESTION.
15. Depuis quelques temps, les gens nous ont proposé plusieurs sujets qui pourraient ètre inclus dans le service télétexte. À mesure que je vous lirai chacun de ces sujets, dites-moi si vous aimeriez "beaucoup". "passablement" ou "pas tellement" qu'il soit offert dans le célétexte. Dans quelle mesure aimeriez-vous personnel-
 CEMDUE ENONES

| BREAOCOUP |  | PAS |
| :---: | :---: | :---: |
|  | PASSA- | TECLE |
|  |  |  |

$x$ Des horoscopes ..... 23-1 ..... 3RHER
Des annonces personnelles ..... 24-1
2. ..... 3
Des informations juridiques ..... 25-1 ..... 3
.....
Des annonces clasmées 26-1 ..... 2 ..... 3
Des informations sur les films ..... 27-1Des jeux-concours et casse-teite28-1Des horaires d'événements sportifs29-1
Des conditions de aki ..... 30-1 ..... 2 ........ 3
Des nouvelles financières ..... 31-1
.... 2 ..... 3
Des histoires et potins du monde du spectacle ..... 32-1
... 2 ..... 3
La météo ..... 33-9Des informations sur le théätre et les événements musicaux . 34-1
Des critiques de restaurants ..... 35-1
Des critiques littéraires ..... 36-1
... 2 ..... 3
Des renseignements sur les musíes et les galeries d'art ..... 37-1 ..... 3
Le palmarès des $d i x$ meilleurs disques ..... 38-1
t'horaire des émissions télévisées de Radio-Canada. ..... 39-
t'horaire des émissions radiophoniques de Radio-Canada ..... 40-1
Des conseils ménagers ..... 41-1
Des conseils de jardinage ..... 42-1
Des conseils au consomateur ..... 43-1
Des recettes et conseila culinaires ..... 44-1
Des conseils pour la santé ..... 45-1
Des offres d'emploi ..... 46-1
Une chronique de conselis de voyage ..... 47-1
Une chronique de conseila de mode ..... 48-1
Des résultats des loteries ..... 49-1
Une comparaison des prix dans les upermarchés ..... 50-1Des nouvelles locales ...................................................... 51-1
Des nouvelles internationales ..... 52-
Des nouvalle nationales ..... 53-1
Des editoriaux aur les actualités ..... 54-1Das horaires d'ävenemente commautaires55-
L'\&tat de la circulation ..... 56-1
Un horaire des arrivies et départs dans les ároports ..... 57-1
Des reportages et räsultate sportifs ..... 58-1
Des notes historiques ..... 60-1Des notes scientifiques61-162-1
..... 2 . ..... 3
.... 2 ..... 33
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..... 2 ........ 3
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... 2 ..... 3.... 2..... 23Les prix des grains et du bétail63-13-1
$\qquad$ 2
Des renseignements sur les aports d'íté come le camping,la peche et la natation
-
-•••
$\qquad$ 3
...... 2 . ..... 323
Des histoires pour enfante ..... 59-
......59-1. 23

$\qquad$
3
16. J'aimerais savoir dans quelle mesure vous avez utilisé d'autres sources de nouvelles et d'information depuis que vous avez le télétexte, comparé à quand vous n'aviez pas le célétexre.

En premier lieu, avec le télétexte, avez-vous utilisé la télévision plus, moins ou à peu près comme avant, comme source de nouvelles et d'information? (IMSCRIVEX CIMOESSOUS) (RAXPETHZ CEIFB QUESTIOM POUR LES TROIS AOTRES SOURCRS HECRITES CI-DESSOUS)

|  | PLOS | ì PEOU PREX comers athat | nonis | 100: <br> APPLICABLIE |
| :---: | :---: | :---: | :---: | :---: |
|  | PLOS | COMm AMA | Horms | APPLICABLE |

a) Télévision ............................... 64-1 ....... 2 ........... 3
b) Radio .................................... 65-1 ....... 2 ........... 3
c) Journaux ............................... 66-1 ....... 2 ........... 3
d) Canaux d'information sur cäble ...... 67-1 ...... 2 ........... 3

DISCRTYIE LES AOTRES RUMOUSES
17. Comparé aux canaux d'information de la cäblodistribution locale, comment évaluez-vous le télétexte comme source d'information? Diriez-vous que le télétexte est (LISEX LA LSSTZ) que les canaux d'information du cäble?

Meilleur ...................... 68-1
A peu prè̀s pareil ............... 2
Ou, Moins bon ......................... 3
18. Enfin, avez-vous d'autres remarques à nous commaniquer au sujet du télétexte?

Merci beaucoup d'avoir collaboré à l'essai du télétexte.
 Hggoswh voos aves maratif i'Imerovitio



DATE: $\qquad$
INTERVIENER: $\qquad$
$\square$
commancie $\bar{i}$ : $\qquad$
$\qquad$ $8 / 10$
terantié $\lambda$ :

QUESTIONNAIRE PRIMCIPAL (COURT)

1. Fin moyenne, environ combien de fois bir semaine avez-vous personnellement reyardé oes émıssions du service télétextr? (INSCRIVEZ CI-DESSOUS)

NOMBRE MOYEN DE: FOIS PAR SEMAINF: $\qquad$ $11 / 13$

Questions 2 ì 6 ne sont pas posées
(14/53)

7-a) Dans l'ensemble, dans quelle mesure avez-vous trouvé intéressant le contenu du servace télétexte? L'avez-vous trouvé... (LISEZ LA LISTE)?

Trè̀s intèressant ......... 54-1
Assez intéressant ........... 2
Pas tellament intéressant .. 3
Pas du tout intéressant .... 4
-h) Lit dans quelle mesure estimez-vous que le service télétexte a été utile? A-t-il éré.... (LISEZ LA LISTE)?

Très utile ................. 55-1
Asser utile ................... 2
Pas tellement utile ........ 3
Pas du tout utile........... 4

QUESTIONS 8 i 10 NE SONT PAS POSÉES
(56/66)
si la question il a dénà íté posée ì l'autre répondant de ce foyer, cochez La CASE CI-DESSOUS ET PASSEZ iA La 0.14.
guesition 11 déjá posée: dans l'autre section ... 11

11-a) Certaines personnes ont eu tes problèmes avec leur équinement télétexte tancis que d'autres n'en ont pas ella. Je vass vous lite une liste de problèmes que vous auriez pu éprouver avec l'étulpement au cours des derniers mois. Pour chacun, dites-moi si ce problème s'est présenté assez souvent, à l'occasıon ou jamazs.

Voici le premier problème (bISEZ LE PREMER PRORLEME). Ce prohlène s'est-il présenté assez souvent, à l'occasion ou jamais? (REIPÉtEZ POUR CHAgúe énONCÉ) (INSCRIVEE SOUS Q.11-a) CI-Dessous)
-b) (POUR CHACUE PROBL录RE ÉPROUVÉ "ASSEZ SOUVENT" OU "À L'OCCASION" À LA O.11-a)-
 viez ce problème très aqaçant, Dlutót aqaçant, un peu aqaçant ou mas du tout aqagant? (INSCRIVEX SOUS Q.11-b) CI-DESSOUS)


14-a) Dans environ combien d'années prévoyez-vous vous acheter un nouveau télévispur couleur? (NE LISEZ PAS LA LISTE)
(ENCERCLEZ LE NOMBRE APPLICARLE, SI MENTIONNE UN ÉVENTAIL D'ANNÉERS, ENCERCLEZ LE CHIPFRE LE PLUS éaEVE.)

-b) Imaqinons que vous avez l'intention d'acheter un nouveau téléviseur couleur d'ici quelques semaines et que votre décision est déjà prise quant à la marque et au modèle que vous voulez acheter.

Vous avez alors deux choix - le modèle standarder le mocìle de luxe. Les deux sont 1 dentasiues sauf que le moiele de luxe comprena une télécommanae et un convertisseur intégré vous donnant accès à un plus grand nombre de canaux. Les prix peuvent varier, mass le fait d'avoir ces deux ontions sur le modéle de luxe pourrait coitter jusqu'à $\$ 20$ de plus que pour le modèle standard.

Quel montant additionnel seriez-vous nersonnellement uréte) à payer nour que ces deux options snipent ajoutées? (INSCRIVEZ CI-DESSOUS)
s $\qquad$ $17 / 19$
NE PAIERAIT PAS PLIIS ...... (]
NE SAIT PAS
11
-c) Allons un peu plus loin. Imaqinez que le télétexte devient un service réqulier gratuit et qu'il comprend 3 ou 4 canaux offrant des services semhlables à ceux que vous avez reçus pendant la période d'essai. Le décodeur du télétexte of fre maintenant un fonctionnegent fiable et il peut étre intégré directement dans le téléviseur.

Maintenant le modèle "de luxe" du télèviseur qui vous intéresse comprenc non seulement le convertisseur intéqrá et la télécommande, mais il comprena aussi un तécodeur de télétexte intéaré. Avec ces troiz options, le modèle de luxe pourrait couter jusqu'a $\$ 400$ de plus mue le modèle standard de l'appareil que volls voulez. acheter. Quel montant additionnel seriez-vous personnellement prèt(e) à payer your que ces trods options soient comprises avec le téleviseur? (INSCRIVEX CI-DESsous)

$$
\mathrm{s}
$$

ne paierait pas plus ...... (J
NE SAIT PAS ................ (]

$$
(23 / 68)
$$

## AVIS A' L'INTYERVIEMER:

VÉRIPIEZ LES MONTANTS IMSCRITS $\dot{A}(4-b)$ ET 14-el. SI LE MONTANT $\dot{A}$ (4-c) EST PLIS PETIT QUE LE MONTANT A 14-b), VERIFIEZ AUPRES DU REPCNDANT POUR VOUS ASSURER OU'IL a bIEN COMPRIS LA OUESTION.

# QUESTIONS 15 A 17 NE SONT PAS POSÉES <br> 18. Fnfin, avez-vous d'autres renarques à nous communiquer au sujet du télétexte? 

Merci beaucoup d'avoir collaboré è l'essai du télétexte.

1. PASSEZ $\dot{A}$ LA PAGE 1 DU OUESTIONNAIRE PRINCIPAL ET INSCRIVEZ L'HEURE A LAQUELLE VOUS AVEZ TERMINÉ L'INTERVIEN.
2. DEMANDEZ A PARLER A L'AUTRE MEMBRE DU POYER SI L'INTERVIEN AUPRESS DE CETTE PERSONNE N'EST PAS PAITE.

DNTSE: $\qquad$

INTRRVI EWER: $\qquad$

THE POTENTIAL IMPACT OF BROADCAST
TELETEXT IN CANADA : RESULTS OF RESEARCH UNDERTAKEN DURING THE IRIS PROJECT FIELD TRIALS

TK
7882
I6
P68
1984

DATE DUE



[^0]:    ${ }^{\text {l Rogers, }}$ E.M., Diffusion of Innovations, New York: The Free Press, 1962.

[^1]:    Tropouts were not asked this question in the shorter version of the Final Assessment Interview.

[^2]:    ${ }^{1}$ Throughout the remainder of the report those potential users who watched teletext during the November diary week will be referred to as users, while those who did not will be referred to as non-users. It should be kept in mind that because individuals were allocated to these categories on the basis of their behaviour during the November diary week it is quite likely that many "non-users" had, in fact, used teletext at other points in time.

[^3]:    ${ }^{1}$ A household session is defined as any time one or more persons in the household watched teletext. Therefore, a household session could be comprised of more than one individual viewing session.

[^4]:    ${ }^{1}$ Three quarters of all television viewing by Montreal francophones is of French language television stations. Although cable equipped homes have a choice of six French-language stations, the great majority of francophone viewing is divided between just two French-language stations. By contrast, converter-cable equipped homes in Toronto have a choice of sixteen or more English-1anguage television stations. "Autitoire des stations de la télevision de Radio-Canada et des autres télévisions", Services des recherches à la radiotélévision française, Société Radio-Canada, Montréal, février 1984.

[^5]:    ${ }^{1}$ See: CPS International, Teletext in the United Kingdon: A Market Research Study, 1982 , p.37. Elton, M., et. al., The First Six Months of a Pilot Teletext Service: Interim Results on Utilization and Attitudes, 1982, p.33.

[^6]:    ${ }^{2}$ For example see: Elton, $M$, et al., The first six Months of a Pilot Teletext service: Interim Results on Utilization and Attitudes, 1982 , p.17.

[^7]:    The Montreal teletext service was launched in April 1983 using 709 version (NAPLPS); Toronto was using the 699 version. Toronto changed shortly after to the 709 version.

[^8]:    ${ }^{1}$ See: Irving, R et. al, The Last Five Months of A Pilot Teletext Service: Interim Results on Utilization and Attitudes, New York: Alternate Media Center, New York University, 1982, p. 21.

[^9]:    ${ }^{1}$ This same lack of relationship between reception quality and frequency of use was also noted in the WETA trial. R. Irving et al, The Last Five Months of a Pilot Teletext Service: Interim Results on Utilization and attitudes, 1982, pp.27-29.

[^10]:    Percentages do not necessarily add to 100 due to rounding.

[^11]:    Among the 'soft' information sections all but Courrier and Agriculture/Pêche in Montreal and Community in Toronto had roughly comparable sections in the other city's magazine. The comparable sections Will be described first:

[^12]:    ${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each section on each day of the diary week.

[^13]:    The reach of an entire section is not equal to the sum of the reaches of its constituent documents.

[^14]:    ${ }^{1}$ Potential users were all individuals aged 7 or older living in households which returned a diary.

[^15]:    ${ }^{1}$ The Montreal distribution consisted only of individuals aged 18 and over living in sample households where French was the language most often spoken.
    Percentages do not necessarily add to 100 due to rounding.

[^16]:    ${ }^{1}$ To qualify, a household had to own a colour TV less than 10 years old and have either cable service or a roof top antenna. The most often used language in the household had to be French in Montreal, English in Toronto.

[^17]:    *Less than 0.5 per cent.

[^18]:    ${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each section on each day of the diary week.
    $2_{\text {Number }}$ is less than . 05 .

[^19]:    ${ }^{1}$ The numbers in this column are actually the arithmetic means of the maximum number of pages available in each document on each day of the diary week.
    ${ }^{2}$ Number less than . 05 .

[^20]:    39
    40
    41 42
    43

[^21]:    -f) Est-ce aue vous lisez ou feuilletez habituellement tont antre 1 ournal hebdomadaire, c'es: a-dire un journal qui est publie seulement une fois par semaine?

