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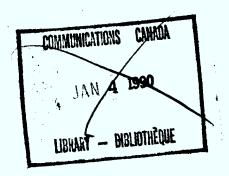
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THE POTENTIAL IMPACT
OF BROADCAST TELETEXT
IN CANADA

Results of research undertaken during the IRIS project field trials /



CBC Research Ottawa



November 1984

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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.

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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 VBl, 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, randomly-selected 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.

How Teletext Was Used

Someone in approximately 80 per cent of the <u>households</u> in Toronto and Montreal watched teletext at least once during the diary week. In Montreal, nearly three quarters of the <u>potential users</u> (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 <u>users</u> 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 teletext. 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 roughly 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.

Differences Between Toronto and Montreal

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 often 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.

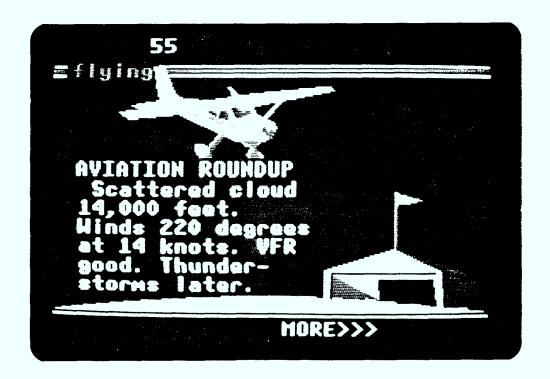
Another important consideration of the trial was the attempt to measure use of teletext in a natural setting. Thus, decoders were attached to the participants' main television sets and installed in the home for a minimum period of three months. The reactions measured, therefore, were not those after 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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DOLLAR CLOSES AT 79.69c Traders said the Bank of Canada had trouble keeping the dollar up because the currency was largely an unmanted commodity. They said the failure of the Versailles summit to change the U.S. monetary policy, Canada's 10.2% unemployment figures and rumours of pegging the dollar to 75c are keeping it down. Next: DEVALUATION?

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 often 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

PROPORTION OF HOUSEHOLDS
WHICH ACCEPTED AND WHICH DID NOT ACCEPT
THE FIELD TRIAL OFFER¹

TABLE 1

Response to field trial offer	MONTREAL	TORONTO		
	%	%		
Acceptors	51	. 55		
Non-acceptors	49	45		
Total	100	100		
Base: Qualifying households	547	462		

¹Some 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.

TABLE 2

TENDENCY TO PURCHASE ELECTRONIC HOUSEHOLD ITEMS AMONG HOUSEHOLDS WHICH DID AND WHICH DID NOT ACCEPT THE FIELD TRIAL OFFER

Question 11, RECRUITMENT INTERVIEW

	MONTR	EAL	TORONTO			
Electronic item		Non-		Non-		
	Acceptors	acceptors	Acceptors	acceptors		
Kitchen items such as dishwasher, self-cleaning oven, food processor, micro-wave oven, etc.	%	%	%	%		
Usually among the first Generally somewhere in the middle	15 43 58	13 32 45	19 46 65	13 38 51		
Usually among the last Wouldn't buy such things	39 3 42	48 55	31 3 34	44 50 6 50		
Total	100	100	100	100		
	Phi=.14, signi	ficant to .01	Phi=.14, signi	ficant to .01		
Entertainment items such as video cassette recorders, the latest sound system						
Usually among the first Generally somewhere in the middle	$\begin{bmatrix} 11\\28 \end{bmatrix}$ 39	7 14 21	12 45	8 17 25		
Usually among the last Wouldn't buy such things	$\frac{54}{6}$ 60	66 13 79	51 5 56	65 10 73		
Total	100	100	100	100		
	Phi=.20, signi	ficant to .001	Phi=.20, signi	ficant to .001		
Practical or personal burglar alarm systems, tele- phone answering devices, home computers, etc.						
Usually among the first Generally somewhere in the middle	10 29 39	6 21 27	13 27 40	6 20 26		
Usually among the last Wouldn't buy such things	54 8 62	$\begin{bmatrix} 62\\11 \end{bmatrix}$ 73	56 5 61	65 9 74		
Total	100	100	100	100		
	Phi=.14, signi	ficant to .01	Phi=.14, signi	ficant to .001		
Base: Qualifying households	266	269	251	200		

Phi is a measure of association based on Chi². The closer the number is to 1.0, the stronger the relationship. The test of significance was based on Chi². Where brackets appear, Chi² 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.

Technological Innovativeness

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.

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TABLE 3

THE OWNERSHIP OF ELECTRONIC HOUSEHOLD ITEMS AMONG HOUSEHOLDS WHICH DID AND WHICH DID NOT ACCEPT THE FIELD TRIAL OFFER

Question 4, POST INSTALLATION INTERVIEW

	MONTR	EAL	TORO		
Electronic item		Non-		Non-	
	Acceptors	acceptors	Acceptors	acceptors	
Personal computer	%	%	%	%	
Own	9	2	13	2	
Don't own	<u>91</u>	98	<u>87</u>	<u>98</u>	
Total.	100	100	100	100	
	Phi=.14, signi	ficant to .001	Phi=.20, signi	ficant to .001	
Video game					
Own	10	8	19	9	
Don't own	90	92	81	<u>91</u>	
Total	100	100	100	100	
	Phi=.00, not s	ignificant	Phi=.14, signi	ficant to 0.1	
Video cassette recorder			:		
Own	8	5	21	13	
Don't own	92	<u>95</u>	<u>79</u>	<u>87</u>	
Total	100	100	100	100	
	Phi=.10, signi	ficant to .10	Phi=.10, signi	ficant to .02	
Telephone answering device					
Own	4	3	8	4	
Don't own	<u>96</u>	<u>97</u>	92	<u>96</u>	
Total	100	100	100	100	
	Phi=.00, not s	ignificant	Phi=.10 signif	icant to .10	
Base: Qualifying household heads	268	273	254	206	

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

TABLE 4

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

	мо	N T	REA	L	Т	O R	ONTO)
	Accept	ors	Non- accept		Acceptors		Non- acceptors	
·	%		%		%		%	
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	
	V= .14	, si	gnificant 001		V= .17, si to .			
Highest level of education					,			.,
Elementary school	12		21		2 -		12	1
Secondary school	45	76	. 48	88	40	55	56	79
Community college	19 _		19 _		13 _		11 _	
University	_24 _	24	11	11	45	45	_21 _	21
Total	100		100		100		100	
	V= .10	, si to .	gnifica 001	nt		, si	l gnifica 001	int
Base: Qualifying household heads	479		494		468		369	Tio.

V= Cramer's V, which is a measure of association based on Chi². 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.

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 <u>Diffusion of Innovations</u> E.M. Rogers describes "innovators" and "early adopters" as generally being young and among the more highly educated. 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 acceptors indicated having had at least some university education.

¹ Rogers, E.M., Diffusion of Innovations, New York: The Free Press, 1962.

TABLE 5

TV VIEWING HABITS IN HOUSEHOLDS WHICH ACCEPTED AND WHICH DID NOT ACCEPT THE FIELD TRIAL OFFER

Questions 5g and 7b, RECRUITMENT QUESTIONNAIRE

MONTE	REAL		TORO	NTO	
	Acceptors	Non- acceptors		Acceptors	Non- acceptors
Number of hours household watched TV on an average weekday	%	%	Number of hours household watched TV on an average weekday	%	%
Less than 3 hours 3-5 hours More than 5 hours Total	26 38 36 100	18 37 <u>45</u> 100	Less than 3 hours 3-5 hours More than 5 hours	39 40 21 100	31 40 29 100
	1	gnificant .05		1	gnificant .10
Base: Qualifying households	269	272	Base: Qualifying households	252	206
TV station watched most often by household head	ro Tro	20 T 20	TV station watched most often by household head		16 T.6
SRC - CBFT TVA - CFIM CBC - CBMT Other	$\begin{bmatrix} 50 \\ 17 \end{bmatrix} 50$ $\begin{bmatrix} 2 \\ 31 \end{bmatrix} 50$	30 30 31 70 39 70	CBC - CBLT CTV - CFTO U.S. stations Other	34 34 15 25 65 25 65	16 16 29 16 27 7 84 28 1
Total	100	100		100	100
	Phi=.14, s	significant .001		Phi=.14, s	dgnificant .001
Base: Qualifying household heads	443	445	Base: Qualifying household heads	340	248

V= Cramer's V. Cramer's V and Phi are measures of association based on ${\rm Chi}^2$. The closer the number is to 1.0, the stronger the relationship. The test of significance was based on ${\rm Chi}^2$. Where brackets appear, ${\rm Chi}^2$ 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.

^{*}Less than 0.5 per cent.

Television Use

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.

TABLE 6

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

	MONTREA	L	TORONTO	
	%		%	
Continuing participants	61	61	49	49
Dropouts		ı		
Reason for dropping out:				
Technical	8		. 22	
Did not return diary	10		11	
Not interested	15	39	9	51
Moving/other reasons	2		2	
Missing	4	·	6	
Total	100		. 100	
Base: Participating households	156		176	

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

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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.

INTEREST IN TELETEXT AS REPORTED BY PARTICIPATING HOUSEHOLD HEADS

Question 7a, FINAL ASSESSMENT INTERVIEW

Overall, how interesting did you find the content of the teletext service?

	МО	NTREA	L	TO	RONTO)
Degree of interest	Continuing			Continuing		
	participants	Dropouts	Total	participants	Dropouts	Total
	%	%	%	%	%	%
Very interesting	23 7 80	10 T	18 7 69	10 7 59	7 7 32	9 T
Quite interesting	57 📗	41	51	49]	25	38
Not too interesting	17 7 20	38 7 49	25 7 30	34 T 41	46 T 68	39 T
Not at all interesting	3 20	11 1	_5 30	7	22 1 00	14
Total	100	100	100	100	100	100
1						
	Phi= .30, s	ignificant	to .001	Phi= .24, s	ignificant	to .001
Base: Participating household heads	144	79	223	147	111	258

TABLE 8
USEFULNESS OF TELETEXT AS REPORTED BY PARTICIPATING HOUSEHOLD HEADS

Question 7b, FINAL ASSESSMENT INTERVIEW

And how useful did you find the teletext service to be?

	МО	NTREA	L	T C	RONTO	
Degree of interest	Continuing			Continuing		
	Parcicipants	Dropouts	Total	Participants	Dropouts	Total
	%	%	%	%	%	%
Very useful	12 T 56	5 T 40	9 T 50	9 7 43	5 7 21	7 T
Quite useful	44]	35 📗	41]	34 📗	16 📗	26
Not too useful	39 T 44	48 T	42 7 49	37 T	50 7	43 7 67
Not at all useful	5	11]	$-\frac{7}{2}$	20	29 '	24
Total	100	100	100	100	100	100
	79-1 7/		- 0 F	79.1. 00		5- 001
	Phi= .14, s	ignificant	to 0.5	Phi= .22, s	ignificant	to •001
Base: Participating	144	79	223	148	112	260
household heads						

Phi 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.

SECTION 2

THE OVERALL IMPRESSION OF TELETEXT

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 often 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 Less than one One	$\begin{bmatrix} 15 \\ 3 \\ 9 \end{bmatrix} 27$	$\begin{bmatrix} 14 \\ 2 \\ 19 \end{bmatrix} 35$
Two Three	$\begin{bmatrix} 16 \\ 13 \end{bmatrix} 29$. 16] 34
Four Five, six Seven, eight, nine Ten or more	$\begin{bmatrix} 10 \\ 11 \\ 21 \\ 4 \end{bmatrix} 46$	5 11 10 4
Total	100	100 .
Base: Participating household heads	260	293

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 just 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 information channels teletext was evaluated	MONTREAL	TORONTO
	%	%
Better	65	61
About the same	29	27
Not as good		<u>13</u> .
Total	100	100
Base: November diary household heads	137	132

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. 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

Dropouts were not asked this question in the shorter version of the Final Assessment Interview.

CONSERVATIVE AND OPTIMISTIC VIEWS OF AMOUNTS WILLING TO PAY, IN ADDITION TO COST OF COLOUR TV, FOR TWO OPTIONS (REMOTE CONTROL AND BUILT-IN CONVERTER) 1

Question 14b, FINAL ASSESSMENT INTERVIEW

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 <u>identical</u> 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	мо	NTREA	L	TO	RONTO	
remote control and	Continuing			Continuing		
built-in converter	participants	Dropouts	Total	participants	Dropouts	Total
Conservative view	%	%	%	%	%	%
More than \$275 \$226 - \$275 \$176 - \$225 \$126 - \$175 (Oumulative total) \$ 76 - \$125 (Oumulative total) \$ 26 - \$ 75 \$ 1 - \$ 25 No additional amount Don't know/No answer	10 0 31 8 (49) 18 (67) 4 0 7 23	3 1 37 6 (47) 16 (63) 4 0 10 22	7 * 33 7 (47) 18 (65) 4 0 8 22	1 0 33 9 (42) 23 (65) 1 0 20 14	2 1 31 13 (47) 15 (62) 1 0 12 26	2 * 32 11 (45) 19 (64) 1 0 16 19
Total	100	100	100	100	100	100
Optimistic view						
More than \$275 \$226 - \$275 \$176 - \$225 \$126 - \$175 (Omulative total) \$ 76 - \$125 (Omulative total) \$ 26 - \$ 75 \$ 1 - \$ 25 No additional amount	13 0 40 10 (63) 40 (86) 5 0 9 100	4 1 47 8 (60) 29 (81) 5 0 13	9 1 42 9 (61) 35 (84) 5 0 10	1 0 38 10 (49) 33 (76) 1 0 23	3 1 42 18 (64) 15 (84) 1 0 16 100	2 0 40 14 (56) 27 (79) 1 0 20
Base: Participating household heads	164	98	262	162	132	294

¹ For explanation of conservative and optimistic views, see page 23.

^{*}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 extra for 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.

CONSERVATIVE AND OPTIMISTIC VIEWS OF AMOUNTS WILLING TO PAY, IN ADDITION TO COLOUR TV, FOR THREE OPTIONS $^{\rm 1}$

QUESTION 14c, FINAL ASSESSMENT INTERVIEW

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 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?

		MONTR	EAL		TORO	NTO
Additional amount	Continuing			Continuing		
willing to pay	Participants		Total	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	2	2	1	_1	_1
(Omulative Total)	(22)	(7)	(17)	(10)	(5)	(7)
\$276 - \$325	12	10	11	12	_5	_9
(Omulative Total)	(34)	(17)	(28)	(22)	(10)	(16)
\$226 - \$275	5	6	5	7	8	7
\$176 - \$225	21	19	21	21	<u>13</u>	17
(Omulative Total)	(60)	(42)	(54)	(50)	(31)	(40)
\$126 - \$175	2 4	1,	2	7	6	7
\$ 76 - \$125		4	4	6 .	8	6
\$ 26 - \$ 75	1 0	1	1	1	l	1
\$ 1 - \$ 25 No additional amount	10	0 27	0 16	1 22	0	*
Don't know/No answer	22	24	23	14	27	24
DOLL E KINN IN GINNEL					_28	_20
Total	100	100	100	100	100	100
Optimistic View						
More than \$425	5	1	4	. 9	3 .	6
\$376 - \$425	22	5	16	1	3 .	ĭ
\$326 - \$375	_1_	_3	_3	_1	1	1
(Cumulative Total)	(28)	(9)	(23)	(11)	(7)	(8)
\$276 - \$325	_15	_13	14	14	7	11
(Cumulative Total)	(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 7	8	9
\$ 76 - \$125	3 5	5	5		11	8
\$ 26 - \$ 75	1	1	1	1	1	ĭ
\$ 1 - \$ 25	0	0	0	1	0	*
No additional amount	<u>13</u>	<u>36</u>	21	<u>26</u>	_38	_30
Total	100	100	100	100	100	100
Base: Participating household heads	164	98	262	162	132	294
ibuseibiu ileaus						

 $^{
m l}$ 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 <u>plus</u> 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.

TABLE 13 $\begin{tabular}{ll} \begin{tabular}{ll} \hline \begin{tabular}{ll} \begin{tabular} \begin{tabular}{ll} \begin{tabular}{ll} \begin{tabular}{$

Additional amount	МО	NTREA	T.	т	RONTO	
willing to pay					, KONIC	
for teletext	Continuing			Continuing		
decoder	participants	Dropouts	Total	participants	Dropouts	Total
Conservative view	%	%	%	%	%	%
More than \$275 \$226 - \$275 \$176 - \$225 \$126 - \$175 (Cumulative total) \$ 76 - \$125 (Cumulative total) \$ 26 - \$ 75 \$ 1 - \$ 25 No additional amount Don't know/No answer	4 0 13 3 (20) 25 (45) 7 1 10 37	2 0 3 	3 0 10 3 (16) 22 (38) 7 * 16 38	1 0 9 3 (13) 24 (37) 12 1 22 28	1 2 3 (7) 8 (15) 9 3 27 47 100	1 * 6 3 (10) 17 (27) 11 2 24 36 100
Optimistic view				•		
More than \$275 \$226 - \$275 \$176 - \$225 \$126 - \$175 (Cumulative total) \$ 76 - \$125 (Cumulative total) \$ 26 - \$ 75 \$ 1 - \$ 25 No additional amount	6 0 21 5 (32) 40 (72) 11 2 16	3 0 5 5 (13) 29 (42) 12 0 46 100	5 0 16 5 (26) 35 (61) 11 1 26 100	1 0 13 4 (18) 33 (51) 17 1 31 100	2 2 4 5 (14) 15 (29) 17 5 51 100	2 * 9 5 (16) 27 (43) 18 3 38 100
Base: Participating household heads	164	98	262	162	132	294

¹This 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.

^{*}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 teletext was watched during diary week	86%	79%
Base: November diary households	95	91
Percentage of potential users who watched teletext during diary 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,

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TABLE 15

NUMBER OF MINUTES SPENT WATCHING TELETEXT ON A WEEKLY BASIS

·	MONTREAL	TORONTO
Average (mean) amount of time spent watching teletext during week by teletext users	79 minutes	43 minutes
Base: Teletext users	190	142
Average (mean) amount of time spent watching teletext during week by potential users	59 minutes	24 minutes
Base: Potential users	257	259

TABLE 16

NUMBER OF TIMES USERS WATCHED TELETEXT DURING DIARY WEEK

Number of times teletext was watched during week	MONTREAL 1	TORONTO
1 2 3 4 5 6 7 8 9 or more	22 38 16 37 17 31 14 3 12 4 5 30	33
Total	100	100
Base: Teletext users	190	142
Average number of times users watched	3.5	3.0

latere was no teletext service available in Montreal Thursday November 29th between 08.00 and 15.00 hours.

TABLE 17

DURATION OF VIEWING SESSIONS IN MINUTES

		
Duration in		sessions
minutes	Montreal	Toronto
	%	%
1 - 5 6 - 10	8 22	22 24] 46
11 - 15 16 - 20	$\begin{bmatrix} 18 \\ 16 \end{bmatrix}$ 34	18 <u>]</u> 30
21 - 25 26 - 30	$\begin{bmatrix} 13\\9 \end{bmatrix}$ 22	9] 13
31 - 35 36 - 40	6] 9	5 7
41 - 45 46 - 50	$\begin{bmatrix} 3 \\ 3 \end{bmatrix}$ 6	$\begin{bmatrix} 2\\2\end{bmatrix}$ 4
Over 50 Total	8 7 8	$\frac{2}{100}$ $\boxed{}$ 2
Base: Viewing sessions	651	401
Median	19.0	11.4
Mean	23.2	15.2

^{*}Less than 0.5 per cent.

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 users¹ 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.

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.

TABLE 18

NUMBER OF PAGES ACCESSED

DURING VIEWING SESSIONS

Number of pages	Viewing sessions		
accessed	Montreal	Toronto	
	%	%	
1· - 4 5 - 9	9 11] 20	$\begin{bmatrix} 1.6 \\ 22 \end{bmatrix} \qquad 38$	
10 - 14 15 - 19	10 15] 25	13 14] 27	
20 - 24 25 - 29	11 21	$\begin{bmatrix} 10 \\ 6 \end{bmatrix}$ 16	
30 - 34 35 - 39	6] 10	3 7	
40 - 44 45 - 49	6] 11	$\begin{bmatrix} 3 \\ 3 \end{bmatrix}$ 6	
50+ Total	$\frac{13}{100} \boxed{1} 13$	$\frac{7}{100}$ $\boxed{}$ 7	
Base: Viewing sessions	674	423	
Median	21.4	14.3	
Mean	28.8	19.8	

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-off ¹	3	_4
Total	100	100
Base: Viewing sessions	672	423

¹The 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.

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

TABLE 20
DISTRIBUTION OF VIEWING SESSIONS -

WEEKDAYS AND WEEKENDS

	MONTREAL	TORONTO
	%	%
Weekdays - Monday to Friday	74	74
(Average percentage of sessions per day)	(14.8)	(14.8)
Weekends - Saturday and Sunday	26	26
(Average percentage of sessions per day) Total	(13.0) 100 •	<u>(13.0)</u> 100
Base: Viewing sessions	674	423

TABLE 21 $\label{eq:table 21} \mbox{NUMBER OF USERS PER HOUSEHOLD SESSION1}$

Number of users	MONTREAL	TORONTO
	%	%
1	60	61
2	30	36
3	8	2
4	2	<u> </u>
Total	100	100
Base: Household sessions	462 ·	339

¹A 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.

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 preceding 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.

TABLE 22

HOW OFTEN VARIOUS METHODS OF SELECTING PAGES WERE USED

Question 12, FINAL ASSESSMENT INTERVIEW

How often method used	individu	Selected (i.e. used scrolling method) And read all or most pages occasional page		without using (i.e. used scrol es And read all or		Used <u>GO</u> to accele presenta the c	rate the	
	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	<u>15</u>	_7	<u>29</u>	28	<u>60</u>	65	<u>20</u>	_14
Total	100	100	100	100	100	100	100	100
Base: November diary household heads	143	148	143	148	143	148	143	148

THE METHOD OF PAGE SELECTION

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 <u>GO</u> 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 <u>GO</u>, 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 <u>GO</u> button to do a quick scroll. Each of these methods was used regularly by more than half of the household heads.

TABLE 23 METHOD MOST OFTEN USED TO SELECT TELETEXT PAGES

Question 13, FINAL ASSESSMENT INTERVIEW

Method most often used	MONTREAL	TORONTO
	%	%
Selected individual pages by number	44	66
Let pages roll by automatically (i.e. used scrolling method)	22	8
Used <u>GO</u> command to accelerate the presentation of the cycle	34	25 ——
Total	100	100
Base: November diary household heads	142	146

TABLE 24
USE OF TELETEXT IN RELATION
TO TELEVISION VIEWING

When teletext was used	MONTREAL	TORONTO
	%	%
Used teletext at the beginning of TV viewing (just after turning on set)	20	25
Used teletext in the middle of TV viewing	47	42
Used teletext at the end of TV viewing (just before turning off set)	16	11
Used teletext without any TV viewing	17	23
Total	. 100	100
Base: Viewing sessions	625	376

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 often 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 advertisements		During dull parts of programs	
	Montreal	Toronto	Montreal	Toronto
	%	%	%	%
Regularly	22	10	26	1,7
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

THE INTERACTION OF TELETEXT AND TELEVISION VIEWING

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. Among the participants who thought of

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-language television stations. "Autitoire des stations de la télévision de Radio-Canada et des autres télévisions", Services des recherches à la radiotélévision française, Société Radio-Canada, Montréal, février 1984.

TABLE 26

PRESENCE OF DEAF OR HEARING-IMPAIRED PERSON IN HOUSEHOLD

Question 10d, FINAL ASSESSMENT INTERVIEW

	MONTREAL	TORONTO
	%	%
Deaf or hearing- impaired present	3	5
No deaf or hearing- impaired	97	95
Total	100	100
Base: November diary households	92	85

TABLE 27

REPORTED USE OF CLOSED CAPTIONING DURING COURSE OF FIELD TRIAL

Question 10a, FINAL ASSESSMENT INTERVIEW

	MONTREAL	TORONTO
·	%	%
Used	22	8
Did not use	75	91
Don't know	3	_1
Total	100	100
Base: November diary households	92	85

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

		MONT	REA	L		T O R	ONTO	
Age and sex	Non- users	Light users	Heavy users	Total	Non- users	Light users	Heavy users	Total
Age	%	%	%	%	%	%	%	%
7-17 years 18-34 years 35-54 years 55 years and over	26 35 32 <u>8</u>	18 51 22 <u>11</u>	7 39 38 <u>17</u>	16 42 30 12	24 35 31 11	26 29 37 . 7	7 25 43 <u>25</u>	22 31 35 12
Total	100	100	100	100	100	100	100	100
	V=.18,	signif	icant t	o •02	V=.19, significant to .01			
Sex				:			,	
Females	50	51	42	47	48	50	39	47
Males	_50	49	_58	<u>53</u>	_52	. <u>. 50</u>	61	_53
Total	100	100	100	100	100	100	100	100
	V=.08,	not si	gnifica	nt	V=.08,	not si	l gnifica	nt
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.

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

		M O N T	R E A	L		T O R	0 N T 0	
Income, occupation and education	Non- users	Light users	Heavy users	Total	Non- users	Light users	Heavy users	Total
Annual household income	%	%	%	%	%	%	%	%
Less than \$19,999 20,000-29,999 30,000-39,999 40,000-49,999 50,000-59,999 60,000 or more	8 32 16 32 5 8 45	$\begin{bmatrix} 27 \\ 7 \\ 7 \\ 13 \end{bmatrix} 27$	32 1 19 6 29	27] 18] 6] 32	11] 29] 22] 87 36]	28	$\begin{bmatrix} 31 \\ 21 \\ 10 \\ 23 \end{bmatrix} 54$	21] 23] 15] 68 30]
Total	100	100	100	100	100	100	100	100
	V=.16,	not si	gnifica	nt	V=.32,	signif	icant t	o .001
Occupation								
Professional/Executive Sales/Clerical Skilled labour Unskilled labour Homemakers	25 34 19 6 <u>16</u>	19 33 26 9 13	23 22 22 11 20	22 29 23 9 17	53 21 7 4 16	47 26 10 5 12	31 29 31 0	45 25 14 3 <u>13</u>
Total	100	100	100	100	100	100	100	100
	V=.15,	not si	gnifica	nt	V=.23,	signif	icant t	o .05
Highest level of education								
Elementary School High School Community College University	8 36 31 26	2 45 27 25	7 44 24 24	6 43 27 25	$\begin{bmatrix} 2\\19\\19\\\underline{61} \end{bmatrix} 40$	0 26 17 57	$\begin{bmatrix} 0\\26\\37\\37\end{bmatrix}$	$\begin{bmatrix} 1\\23\\23\\\underline{53} \end{bmatrix}$
Total	100	100	100	100	100	100	100	100
·		not si			V=.14,		icant t	
Base: Household heads	38	55	69	162	55	57	39	151

V = Cramer's V, which is a measure of association based on ${\rm Chi}^2$. The closer the number is to 1.0, the stronger the relationship. The test of significance was based on ${\rm Chi}^2$. Where brackets appear, ${\rm Chi}^2$ 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.

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 detailed 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 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.

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.

·

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

		MONT	REA	L		T O R	0 N T 0	
Use of TV and radio	Non- users	Light users	Heavy users	Total	Non- users	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				V = .30,	signif	icant a	t .001
Watch 6 or more TV news broadcasts from Monday to Friday	38	45	65	53	32	51	′57	46
	V=.23,	signif	icant a	t .02	V=.22,	signif	icant a	t .02
Listen to radio 2 or more hours per weekday	53	62	50	54	33	. 33	48	37
	V=.11,	not si	gnifica	nt	V=.13,	not si	gnifica	nt
Listen to 5 or more radio news broadcasts per weekday	38	29	46	39	48	42	42	44
	V=.15,	not si	gnifica	nt	V=.06,	not si	gnifica	nt
Base: Household heads	34	55	69	158	60	60	40	160

V = Cramer's V, which is a measure of association based on ${\rm Chi}^2$. The closer the number is to 1.0, the stronger the relationship. The test of significance was based on ${\rm Chi}^2$. 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

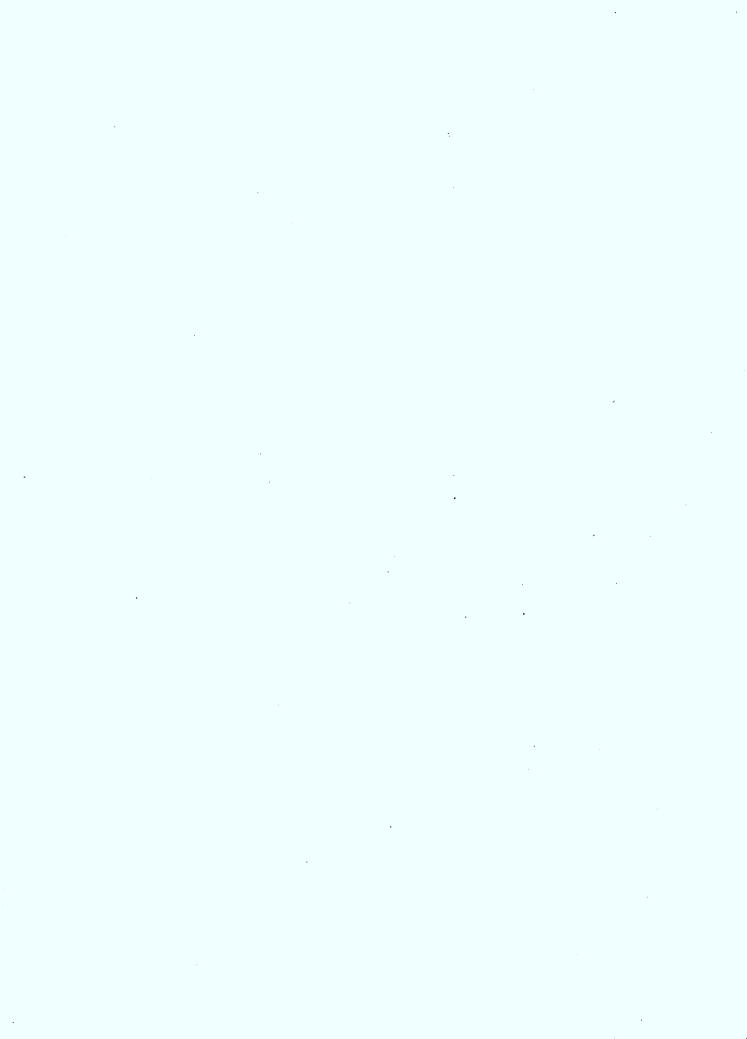


TABLE 31

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

	Ţ <u></u>	M O N T	REA	L		T O R	0 N T C	
Use of books magazines and newspapers	Non- users	Light users	Heavy users	Total	Non- users	Light users	Heavy users	Total
	%	%	%	%	%	%	%	%
Read newspaper 7 days per week	27	46	54	45	48	43	58	49
	V=.20,	signif	icant t	o .03	V=.11,	not si	gnifica	nt
Read newspaper 1 or more hours per day	35	31	48	39	30	20	28	26
	V=.13, not significant			V=.10, not significant				
Read 12 or more types of news items regularly or frequently	41	36	59	47	32	47 •	38	39
	V=.22,	signif	icant t	o •03	V=.14, not significant			
Read books or magazines l or more hours per day	35	44	36	39	42	45	45	44
	V=.07	not si	gnifica	nt	V=.03,	not si	gnifica	nt
Read 3 or more magazines regularly	53	40	46	46	58	50	53	54
	V=.08,	not si	gnifica	nt	V=.09,	not si	gnifica	nt
Read 5 or more books in last 6 months	26	42	42	39	57	67	55	60
	V=.13, not significant			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 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 TELETEXT COMPARED TO PREVIOUS MEDIA USE

Question 16, FINAL ASSESSMENT INTERVIEW

	Television		Rad	io	Newspa	pers	Cable information stations	
Used medium	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		_30
Total	100	100	100	100	100	100	100	100
Base: November diary household heads	140	148	140	148	140	148	134	133

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 often. 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 television 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 newspapers.

TABLE 33

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

		MONTREAL				TORONTO				
Month decoder installed	Non- Users	Light Users	Heavy Users	Total	Non- Users	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	<u>33</u> .	41	35	15	<u>29</u>		_23		
Total	100	100	100	100·	100	100	100	100		
	V= .16	, signi	ficant	to .08	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 ${\rm Chi}^2$. The closer the number is to 1.0, the stronger the relationship. The test of significance was based on ${\rm Chi}^2$. Differences were considered significant if there was at least a 90% chance that they were not a result of sampling error.

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.

²For example see: Elton, M, et al., <u>The first six Months of a Pilot</u>
<u>Teletext service: Interim Results on Utilization and Attitudes, 1982</u>,
p.17.

TABLE 34

ATTITUDE TOWARD SELECTED TECHNICAL DESIGN FEATURES
OF TELETEXT AMONG NOVEMBER DIARY HOUSEHOLD HEADS

Question 20, POST-INSTALLATION INTERVIEW

	The written instructions are helpful		The num system teletex is conf	of the trages	It is dif to figure to use th	out how	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

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 tespondents 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. 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.

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.

TABLE 35

FREQUENCY OF AND DEGREE OF ANNOYANCE WITH TECHNICAL PROBLEMS AMONG NOVEMBER DIARY HOUSEHOLD HEADS

Question 11, FINAL ASSESSMENT INTERVIEW

	Could not get teletext at all		Decoder w work whe turne		Selected were too coming	slow in	Decoder stuck on a page/channel	
·	Montreal	Toronto	Montreal	Toronto	Montreal	Toronto	Montreal	Toronto
	%	%	%	%	%	%	%	%
Had problem						:		
Quite often Occasionally Never	35 38 <u>28</u>	25 45 <u>30</u>	11 35 54	19 38 <u>44</u>	49 31 20	74 25 <u>1</u>	32 41 <u>27</u>	30 46 25
Total	100	100	100	100	100	100	100	100
Degree of annoyance						•		
Very annoying Quite annoying Somewhat annoying Not at all annoying Never had problem	38 17 14 4 28	31 11 22 6 30	26 12 4 3 54	18 11 20 7 44	40 27 13 1 20	54 24 14 7 1	38 15 14 6 27	33 16 20 6 25
Total	100	100	100	100	100	100	100	100
Base: November diary household heads	162	162	162	162	162	162	162	162

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. the access times noted above generally do not include those households where the decoders were functioning least well.

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TABLE 36

AVERAGE LENGTH OF TIME TAKEN TO ACCESS EACH OF FOUR SPECIFICALLY REQUESTED TELETEXT PAGES AMONG NOVEMBER DIARY HOUSEHOLD HEADS 1

Average number of seconds	MONTREAL	TOTONTO		
	%	%		
6- 9	11 .	11		
10-14	44	38		
15-19	19 7	34 7		
20-29	11 44	17 53		
30 or more	14	_2]		
Total	100	100		
Base: Heads of November diary households in which test was completed	149	133		
Percentage of November diary heads living in households in which test was not completed ²	9	18		
Base: November diary household heads	164	162		

l Test completed by interviewers during POST INSTALLATION INTERVIEW.

 $^{^2\}mathrm{The}$ most usual reason for not completing the test was that the set was not functioning.

TABLE 37

AVERAGE LENGTH OF TIME TAKEN TO ACCESS EACH OF FOUR SPECIFICALLY REQUESTED TELETEXT PAGES BY NOVEMBER DIARY HOUSEHOLD HEADS 1

	MONTREAL				TORONTO			
Seconds	Non- users	Light users	Heavy users	Total	Non- users	Light users	Heavy users	Total
	%	%	%	%	%	%	%	%
6- 9	11	13	11	11	15	8	8	11
10-14	28	54	46	44	45	40	Ź5	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	0	0	6	2
Total	100	100	100	100	100	100	100	100
Base: Heads of November diary house- holds 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

¹Test completed by interviewers during POST-INSTALLATION INTERVIEW.

 $^{^{2}}$ The most usual reason for not completing the test was that the set was not functioning.

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. I

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.

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.

.

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. 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.

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.

FREQUENCY OF AND DEGREE OF ANNOYANCE WITH TECHNICAL PROBLEMS
AMONG NOVEMBER DIARY HOUSEHOLD HEADS

TABLE 38

Question 11, FINAL ASSESSMENT INTERVIEW

	MONTREAL				TORONTO				
	Non- users	Light users	Heavy users	Total	Non- users	Light users	Heavy users	Total	
·	%	%	%	%	%	%	%	%	
Could not get teletext at all						79	/6	/6	
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	2.0			
Quite annoying	11	25	13	17	13	32	33	31	
Somewhat annoying	16	13	13	14	25	11 21	8	11	
Not at all annoying	8	0	4	4	3	7	20	22	
Never had problem	24	26	32	28	30	29	10	6	
							<u>30</u>	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	_	,,	
Occasionally	50	33	28	35	35	40	5 38	19	
Never	45	49	64	54	38	40	58	38 44	
Total	100	100	100	100	. 100	100.	100 .	100	
Degree of annoyance									
Very annoying	24	33	22	26	18	21	1.2	1.0	
Quite annoying	16	16	7	12	12	10	13 10	18	
Somewhat annoying	8	2	4	4	25	19	15	11 20	
Not at all annoying	8	0	3	3	7	10	5	7	
Never had problem	45	_49	_64	54	38	40	58	44	
						- '\cup		-44	
Total	100	100	100	100	100	100	100	100	
		1	1						

continued...

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

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

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

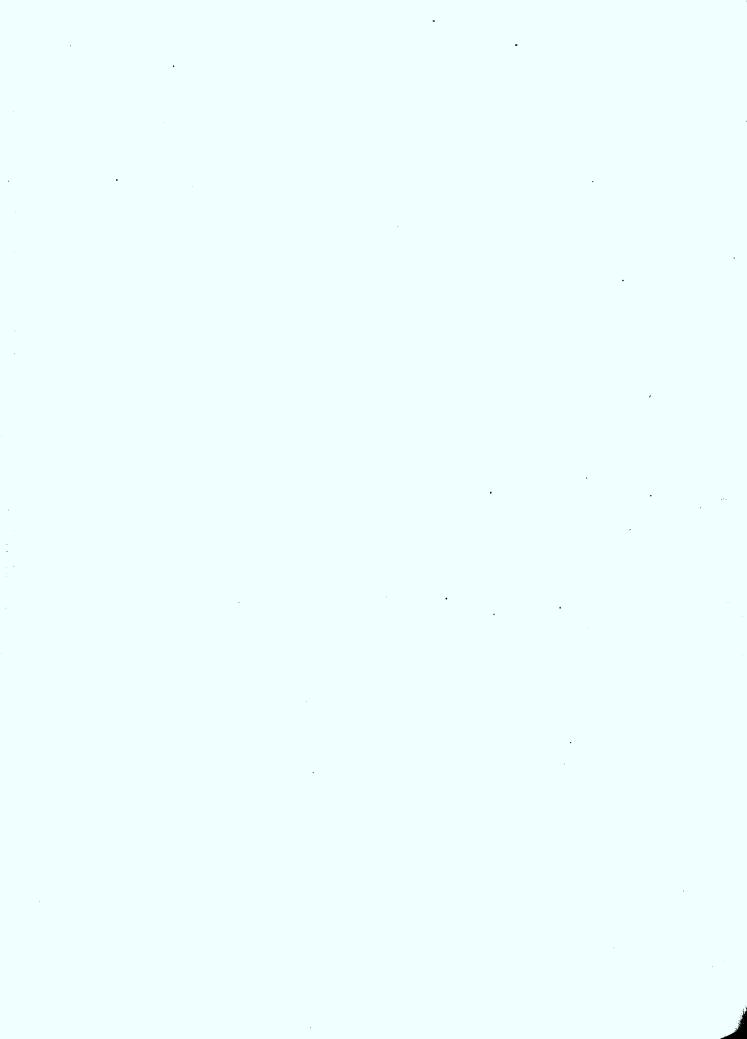
A GENERAL DESCRIPTION OF THE SECTIONS' CONTENT

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 Economique and Météo. The corresponding sections in Toronto were News, Sports, Finance and Weather:

Nouvelles - News:

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 headlines 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 Météo 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-Economique 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.

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:

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	Number of unique pages presented	Average number of updates
Number	Name	at any one time during diary week ^l	during the course of diary week	per page during diary week
				,
10's	Nouvelles	54.4	272	5.0
20's	Sports With Loterie Without Loterie	27.7 22.4	. 103 . 93	3.7 4.2
30's	Vie économique	8.6	25	2.9
40's	Météo	13.3	149	11.2
50's	Culture/Loisirs	17.9	36	2.0
60's	Chroniques	17.7	32	1.8
70's	Courrier	6.1	7	1.1
80's	Consommation	11.2	15	1.3
90's	Agriculture/Pêche	4.9	8	1.6
99	Urgences	1.0	1	1.0
1	l/Average for ire magazine	162.8	648	4.0

 $^{^{}m l}$ 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.

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 Consommation 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 modefately 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

		Average number of pages available at any one	Number of unique pages presented during the	Average number of updates per page
Number	Name	time during diary week	course of diary week	during diary week
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	33.7 26.7	98 85	2.9 3.2
99	Emergency	1.0	1	1.0
L	otal/Average for entire magazine	147.1	899	6.1

lThe 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 41

REACH OF SECTIONS

MONTREAL			TORONTO					
	Section ·		Reach Proportion of teletext users and potential users who accessed one or more pages of		Section		Reach Proportion of teletext users and potential users who accessed one or more pages of	
Number	Name	sec during d Teletext users	tion iary week Potential users	Number	Name	sec during d Teletext users	tion iary week Potential users	
10 ' s	Nouvelles	% 91	% 67	10's	News	% 71	39	
20's	Sports With Loterie Without Loterie	65 62	48 46	20's	Weather	80	44	
30's	Vie économique	43	32	30's	Sports	63	34	
40's	Météo	67	49	40's	Finance	35	20	
50's	Oulture/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	Consommation	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	
Base	e for percentages	Number of users= 190	Number of potential users= 257	al Rase for percentages Number of		Number of potential users= 259		

SECTION 7

THE USE OF IRIS CONTENT

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		Average number of pages available	Number of unique pages presented	Average number of updates	Average number of pages accessed
Number	Name	at any one time during diary week ^l	during the course of diary Week	per page during diary Week	per user during diary week
					.,
10's	Nouvelles	54.4	272	5.0	57.9
20's	Sports With Loterie Without Loterie	27.7 22.4	103 _. 93	3.7 4.2	12.3 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

length of 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.

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

Section Number Name		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
10's	News	12.0	221	18.4	11.9
20's	Weather	14.9	127	8.5	10.4
30's	Sports	25.3	256	10.1	10.3
40's	Finance	7.0	38	5.4	2.1
50's	Community	7.4	21	2.8	2.5
60's	At Home	17.5	46	. 2.6	4.5
70's	On The Town	28.3	91	3.2	6.1
80's	Features With Lotteries Without Lotteries	33.7 26.7	98 85	2.9	8.4 6.8
99	Emergency	1.0	1	1.0	0.02
,	otal/Average for entire magazine	147.1	899	6.1	56.2

¹The 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.

²Number 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

MONTRE	A L	TORON	T O
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.

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.

^{*}Less than 0.5.

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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).

TABLE 44

REACH OF DOCUMENTS

MONTREAL

		Rea	ch
		Proportion of t	eletext users and
	Document/Section		ho accessed one or
Ī	bocament, beceron		document/section
			iary week
Document		Teletext	Potential
number	Name	users	users
		%	%
			, ·
10	Nouvelles-Index	50	37
1 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	46	34
ļ .	Entire Nouvelles section ¹	91	67
		<u> </u>	
1 00	Country To Jam	46	
20	Sports-Index Manchettes	32	34
21		53	23
22	Nouvelles	43	39
23	Résultats	23	32
24	Horaires	32	16
28	Loteries	32	23
	Entire Sports section	65	48
		ļ	
30	Vie économique-Index	28	21
31	Nouvelles	12	9
32	Bourse	29	22
33	Les Changes	23	18
37	Publicité-Sociétal	25	19
1			
i i	Entire Vie économique	43	32
	section		
40	Météo-Index	47	35
40	Nationale	37	27
41 42	Régionale	41	;
		52	31
43	Locale	32	38
	Entire Météo section	67	49
			77
·	······································		

		Rea	ch
	Document/Section	potential users w more pages of	eletext users and ho accessed one or document/section iary week
	-	Teletext	Potential
Number	Name	users	users
50 553 556 556 559	Culture/Loisirs-Index Cinéma Théâtre Littérature Musique Arts Plastiques Evénements Ici Radio-Canada	% 35 45 33 28 26 28 21 31	% 25 33 24 21 19 21 15 23
	Entire Culture/Loisirs Section	63	44
60 61 63 64 65 68	Chroniques-Index Science Nouveauté Société Santé/bien-être Tourisme Pour le curieux	29 37 38 31 30 29 38	22 27 28 23 22 22 22
	Entire Chroniques section	57	43
70 71 73 74	Courrier-Index Babillard De Québec Chez Nous	28 33 18 27	21 24 13 20
	Entire Courrier section	41	30
80 81 83 84 86 87	Consommation-Index Alimentation Auto/Transport Utilités Rapports de tests Guide d'achats	26 29 35 25 18 27	20 22 25 19 13 20
	Entire Consommation section	45	33
90 91 92 93	Agriculture/Pêche-Index La Ferme (Nouvelles) Les Bestiaux Les Marchés	17 12 16 6	12 9 12 4
,	Entire Agriculture/Pêche Section	25	19
99	Urgences	17	12
The rice of	Base for percentages	Number of users= 190	Number of potential users= 257

The reach of an entire section is not equal to the sum of the reaches of its constituent documents.

TABLE 45

REACH OF DOCUMENTS

TORONTO

		Rea	ch	
	Document/Section	Proportion of teletext users and potential users who accessed one of more pages of document/section during diary week		
Document		Teletext	Potential	
number	Name	users	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	11	7	
20	Advertisement			
	Entire Weather Section 1	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	
34	National Sports Schedules	26	14	
39	Advertisement	18	10	
	Entire Sports Section	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	20	11	
	Entire Finance Section	35	20	
50	Community Headline	22	12	
51	Community Billboard	35	19	
58	Advertisement	10	5	
	Entire Community Section	37	20	

TORONTO (cont'd)

		Reach Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week			
	Document/Section				
Document		Teletext	Potential		
number	Name	users	users		
60 61 62 64 66	At Home Headline CBC Program Schedules At Home Material Advertisement Advertisement Advertisement	25 26 36 19 13	14 14 20 11 7 7		
	Entire At Home section	42	23		
70 72 73 74 75 78 79	On the Town Headline Entertainment News Entertainment Notes Reviews Dining Out Advertisement Advertisement	23 27 19 27 18 13	13 15 11 14 10 7 5		
	Entire On The Town section	46	25		
80 82 83 84 85 87	Features Headline Lottery Results Children's Material Games Features Advertisement	27 29 ·20 32 30 13	14 15 11 17 16 8		
	Entire Features section	. 50	27		
99	Emergency	2	1		
	Base for percentages	Number of users= 142	Number of potential users= 259		

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

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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

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section but reached the highest number of users; correspondingly, Games and Features were the 4th and 5th 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, Cinéma 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

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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	23	10
Quite interesting	57	49
Not too interesting	17	34
Not at all interesting	3	7
Total	100.	100
Base: November diary household heads	140	147

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 <u>same</u> magazine, not a comparison of absolute ratings between the two cities.

TABLE 47

EVALUATION OF SECTIONS

MONTREAL

Evaluations	Sections								
	Nouv- elles	Météo	Sports	Économie	Culture/ Loisirs	Consom- mation	Chroniques		
Overall rating	%	%	%	%	%	%	%		
Very good Good Fair Poor	36 57 7 <u>1</u>	46 46 6 1	28 54 15 3	16 54 22 8	23 51 22 	25 55 18 2	24 55 18 <u>3</u>		
Total	100	100	100	100	100	100	100		
Base: Household heads	138	130	79	76	110	109	78		
Number of topics									
Too many About the right number	2 77	4 89	7 74	7 62	4 48	1 65	3 67		
Too few	_22_	_7	<u>19</u>	_32 '	<u>48</u>	35	_30		
Total	100	100	100	100	100	100	100		
Base: Household heads	137	129	73	73	106	107	7 0		
Amount of detail									
Too much	0	5	10	3 .	4	0	3		
About right Too little	72 28	83 12	68 22	62 35	59 37	73 28	77 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 7	53		
Not enough	_38	<u>15</u>	_28	31	<u>51</u>	47	<u>46</u>		
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 Nouvelies, 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

TABLE 48

EVALUATION OF SECTIONS

TORONTO

Evaluations	Sections								
	News	Weather	Sports	Finance	On the Town	Community	At Home	Features	
	%	%	%	%	%	%	%	%	
Overall rating Very good Good Fair Poor	21 51 24 4 100	33 55 11 1 100	19 51 21 9 100	15 44 32 9 100	10 35 43 12 100	11 42 35 12 100	17 43 32 9 100	13 40 39 9 100	
Base: Household heads	138	135	75	79	102	83	82	80	
Number of topics Too many About the right number Too few	6 61 33 100	9 82 9 100	8 74 18 100	2 65 33 100	1 51 48 100	1 57 <u>42</u> 100	3 68 30 100	2 57 <u>42</u> 100	
Base: Household heads	134	132	74	66	95 ·	[.] 72	81	68	
Amount of detail Too much About right Too little	9 68 <u>23</u> 100	4 88 8 100	7 68 25 100	0 66 <u>34</u> 100	0 59 41 100	1 59 40 100	1 67 32 100	1 60 39 100	
Base: Household heads	137	133	76	70	97	76	82	72	
Change in content More than necessary About right Not enough	1 63 37 100	0 82 18 100	0 70 30 100	0 71 29 100	0 74 26 100	0 74 <u>26</u> 100	0 71 30 100	0 68 32 100	
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 économique, was the most poorly rated 'hard information' section overall, Finance fared better than its Montreal counterpart relative to the softer sections. While Vie économique received the lowest overall rating of any section in Montreal, Finance received the fifth highest overall evaluation (with 59 per cent

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

MONTREAL

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

	How n	uch respond	lents would	want topics	<u> </u>		
	}	availabl	le on telete	ext:			
Topic	[Very	A fair	Not			
10920	Rank ¹	much	1				
	Renz	HULLI	amount	very much	Total		
		%	%	%	%		
Weather	1	60	0.5	[
Local news	1 2	69 68	25	6	100		
Consumer hints	2	67	26	6	100		
	,	67	30	3	100		
Comparative supermarket prices National news	4	63	24	9	100		
Health information	2 3 4 5 6	61	32	3 9 5 7	100		
International news	7	60	32		100		
Editorials on the news	8	56	34	6	100		
Information about movies	9	54	32	12 .	100		
Information on theatre/Musical events	10	51	33	13	100		
Legal information	10	50	34	15	100		
CBC TV schedules	11	50	39	11	100		
Scientific notes	13	49	30	20	100		
Historical notes	14	4 9 49	37	15	100		
Traffic reports	15	-46	33	18	100		
Restaurant reviews	16	46 46	30	24	100		
Job listings	17	40 40	29 26	25	100		
Lottery results	17	39	36	24	100		
Book reviews	19	39	41	20	100		
Summer sports information	20	39	33	27	100		
Travel hints and features	20	3 9 38	33	28	100		
Children's stories	22	36 37	40	21	100		
Recipes and cooking hints	23	36	28	35	100		
Museum/Art gallery information	24	36	. 40 37	24	100		
Sports stories and results	25	33	3/	27	100		
Household hints	26	33 32	30 47	37	100		
Gardening hints	27	32 32	47 41	21	100		
CBC radio schedules	28	32	41 22	27	100		
Schedules of community news	29	31	32 53	36	100		
Financial news	30	29	39	16	100		
Schedules of sporting events	31	27	29	32	100		
Quizzes and puzzles	32	23	32	44	100		
Fashion news and hints	33	22	32 43	45	100		
List of top 10 records	34	22	30	35	100		
Classified ads	35	21	36	48	100		
Ski reports	36	21	31	43	100		
Horoscopes	37	21	23	49	100		
Stories/Gossip about the	38	17	32	57	100		
entertainment world			24	51	100		
Airport arrivals & departures	39	16	35	40	100		
Personal advice column	40	16	28	49	100		
Livestock and grain prices	41	9	19	56	100		
3	'- }	,	19	72	100		
Base: November diary household heads =	136						
Base: November diary household heads = 136							

 $^{^{\}rm l}{\rm The}$ topics are listed in descending order on the basis of the proportion of respondents answering "very much".

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 HEADS WOULD WANT VARIOUS TOPICS AVAILABLE ON A TELETEXT SYSTEM

TORONTO

Question 15, FINAL ASSESSMENT

	How much respondents would want topics					
		•	e on telete	•		
Topic		Very	A fair	Not		
	Rank ¹	much	amount	very much	Total	
		%	%	%	%	
Weather	1	73	22	5	100	
National news	2	65	24	12	100	
International news	2 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	17	· 35	32	33	100	
camping, fishing and swimming	17	رر	J2	رد ا	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	20	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 TV schedules	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	
Schedules 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 hints	36	20	32	49	100	
List of top 10 records	37	14	26	60	100	
Stories/Gossip about the	38	14	22	64	100	
entertainment world	20	17	22	<u> </u>	100	
Personal advice column	39	12	18	71	100	
Horoscopes	40	10	14	76	100	
Livestock and grain prices	41	5	10	85	100	
m. cococi ani Brani brico	71	,	10	33	100	
Base: November diary household heads =	148		L	·		

 $^{^{\}mbox{\scriptsize l}}$ 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	%	%
Very good Good Fair Poor Total	38 50 10 2 100	45 36 15 4 100
Graphics were changed More often than necessary About the right amount Not often enough Total	80 16 100	4 75 21 100
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	 27	18
About the same number of pages with graphics	62	46
Fewer pages with graphics	_11	<u>36</u>
Total	100	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 11 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

ļ	Full Page Advertis	ements		Corresponding Bill	boards
Page number	Advertiser/ Section location	Reach Proportion of teletext users who accessed ad during diary week	Page number	Advertiser/ Content of page/ Section location	Reach Proportion of teletext users who accessed page during diary week
27.00	Weather (Section reach=71%) General Motors	% 26	20:00	Weather (Section reach=71%) General Motors/	67
28.00	Fairweather	11		Weather Headline	
39.00	Sports (Section reach=63%) The Bay	18	30.00	Sports (Section reach=63%) The Bay/ Sports Headline	49
58.00	Community (Section reach=37%) The Bay	10	39.00	Sports (Section reach=63%) The Bay/ Full page Bay ad	18
64.00	At Home (Section reach=42%) Schneiders Firestone	19 13	621	At Home (Section reach=42%) Schneiders/ At Home Material Finance (Section reach=35%)	23
69.00	Mutual Life	12	41.00	Mutual Life/ The Dollar	27
	On The Town (Section reach=46%)				
78.00	Big Steel	13			
79.00	Baskin Robbins	11			
87.00	Features (Section reach=50%) Samsonite	13	85.01	Features (Section reach=50%) Samsonite/ Features	28
		Base: Telete	xt users	; = 142	

¹The 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	6
Quite favourable	44
Not very favourable	27
Not at all favourable	24
Total	100
Base: November diary household heads	110
The advertisements	
were changed	
More often than necessary	11
About the right number of times	60
Not often enough	29
Total	100
Base: November diary household heads	75

Percentages do not necessarily add to $100\ \mathrm{due}$ 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.

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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.

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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.

THE POPULARITY OF CBFT AND CBLT

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

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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.

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APPENDIX A

SUPPLEMENTARY TABLES

TABLE A-1

PAGE AVAILABILITY AND PAGES ACCESSED
IN DOCUMENTS DURING DIARY WEEK

MONTREAL

Document number	Name	at any one time during diary week ^l	during the course of	per page	per user
			diary week	during	during diary week
			dialy week	didiy week	didly week
10 N	Nouvelles-Index	2.0	2	1.0	1.2
11 M	Manchettes	1.0	16	16.0	1.0
12 1	Internationales	13.3	79	5.9	18.5
13 N	Nationales	10.6	47	4.4	11.3
14 F	Régionales	12.4	60	4.8	12.1
	Locales	6.1	29	4.8	6.6
17 / A	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
1 l	Nouvelles Total/	54.4	272	5.0	57.9
1 6	Average for Section			3.0	J. 15
	Sports-Index	2.0	2	1.0	0.8
21 M	Manchettes	1.0	10	10.0	0.5
22 N	Nouvelles	14.0	56	4.0	6.4
23 R	Résultats	3.4	18	5.3	1.8
24 E	Horaires	2.0	7	3.5	0.8
28 1	Loteries	5.3	10	1.9	2.0
	Sports Total/	27.7	103	3.7	12.3
	Average for Section				
	Vie économique-Index		2	1.0	0.5
	Nouvelles	0.6	2	3.3	0.2
	Bourse	3.0	14	4.7	1.0
	Les Changes	1.0	5	5.0	0.4
37 E	Publicité-Sociétal	2.0	2	1.0	0.7
V	Vie économique-Total	8.6	25	2.9	2.8
	Average for Section				
	Météo-Index	2.0	2	1.0	0.9
•	Nationale	6.0	77	12.8	3.3
	Régionale	3.3	44	13.3	2.2
43 I	Locale	2.0	26	13.0	1.8
4	Météo Total/ Average for Section	13.3	149	11.2	8.2

continued ...

MONTREAL (cont'd)

Docum	ent/Section total	Average number of pages available	Number of unique pages presented	Average number of updates	Average number of pages accessed
Document number	Name	at any one time during diary week	during the course of diary week	per page during	per user during diary week
50	Culture/Loisirs- Index	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	Événements	1.0	3	3.0	0.4
59	Ici Radio-Canada	4.0	19	4.8	1.5
1	Cultura /I of of ma				1.5
	Culture/Loisirs	17.0	0.6	_	
	Total/Average for	17.9	36	2.0	7.3
60	Section Chroniques-Index	2.0			
61	Science	3.6	2	1.0	0.6
63	Nouveauté	3.6 4.4	6	1.7	1.8
64	Société	2.1	5	1.1	2.3
65	Santé/bien-être	1.9	4	1.9	0.8
68	Tourisme	2.0	3 2	1.6	0.8
69	Pour le curieux			1.0	0.8
9	rout te cuttenx	1.7	10 .	5.9	0.9
	Chroniques Total/	17.7	32	1.8	8.0
<u> </u>	Average for Section				
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/	6.1	7	1.1	2.0
]	Average for Section			- • •	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/		15	1.3	3.9
L	Average for Section				

MONTREAL (cont'd)

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

 $^{^{}m l}$ 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.

TABLE A-2

PAGE AVAILABILITY AND PAGES ACCESSED
IN DOCUMENTS DURING DIARY WEEK

TORONTO

Document/Section total		Average number of pages available	Number of unique pages presented	Average number of updates	Average number of pages accessed
Document	Name	at any one time during	during the course of	per page during	per user during
number		diary week ^I	diary week		diary week
11	News	12.0	221	18.4	11.9
20	Weather Headline	1.0	19	19.0	1.5
21	Weather Synopsis	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	<u> </u>	1.1	0.2
	Weather Total/ 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/ Average for section	25.3	256	10.1	10.3
40	Finance Headline	1.0	ì	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
	York Stocks				
	Finance Total/ Average for section	7.0	38	5.4	2.1

continued...

TORONTO (cont'd)

		Average			Av erage
Document/Section total		number of	Number of	Average	number of
		pages	unique pages	number of	pages
l	·	available	presented	updates	accessed
		at any one	during the	per page	per user
Document	Name	time during	course of	during	during
number	Name	diary week	diary week		diary week
пащоет		dialy week	dialy week	dialy week	didly week
50	Community Headline	0.7	1	1.4	0.3
51	Community Billboard	6.1	18	3.0	2.1
58	Advertisement	0.6	2	3.3	0.1
	Community Total/	7.4	21	2.8	2.5
ļ	Average for section				0.3
. 60	At Home Headline	1.0	1	1.0	0.3
61	CBC Program Schedules		21	4.1	1.1
62	Material	8.4	20	2.4	2.5
64	Advertisement	1.0	2	2.0	0.2
66	Advertisement	1.0	1	1.0	0.2
69	Advertisement	1.0	1	1.0	0.2
	At Home Total/	17.5	46	2.6	4.5
	Average for section				
70	On the Town Headline	1.0	1	1.0	0.3
72	Entertainment News	10.9	54	5.0	2.7
73	Entertainment Notes	3.9	10	2.6	0.8
74	Reviews	9.3	20	2.2	1.8
75	Dining Out	1.4	4	2.9	0.3
78	Advertisement	0.9	1	1.1	0.1
79	Advertisement	0.9	1	1.1	0.1
	On the Town Total/	28.3	91	3.2	6.1
1	Average for section	20.5	, 31	3.2	0.1
80	Features Headline	1.0	 	1.0	0.4
82	Lottery Results	7.0	13	1.9	1.6
83	Children's Material	11.1	33	3.0	1.5
84	Games	5.0	12	2.4	1.7
85	(8.6	38	4.4	3.1
87	Features Advertisement	1.0	1	1.0	0.1
0,]		1	1	
	Features Total/	33.7	98	2.9	8.4
	Average for section	 			
99	Emergency	1.0	1	1.0	0.0
Total/Average for entire magazine		147.1	899	6.1	56.2

 $^{^{1}\}mathrm{The}$ 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 April, 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

TABLE B-1

NUMBER OF PARTICIPANTS WHO RESPONDED IN VARIOUS PHASES OF THE TRIAL

	MONTREAL	TORONTO
Total number of participants in Phases 1 and 2		
Households Household heads	156 280	176 326
Total number of potential respon- dents in final assessment interview		
Households		
Responded Did not respond	145 	157 <u>19</u>
Total	156	176
Household heads		
Responded Did not respond	262 <u>18</u>	294 32
Total	280	326
Total number of participants in Phase 2 only		
November 1983 diary	·	
Households which received diary Households which returned diary Potential users ¹	96 95 257	98 91 259
Number of participants who completed post-installation interview and November diary		
Households Household heads	95 169	91 164
Total number of partipants in Phase 1 only		
June 1983 diary		
Households which received diary Households which returned diary Potential users ¹	95 80 220	89 62 169

 $^{^{\}rm l}{\rm Potential}$ users were all individuals aged 7 or older living in households which returned a diary.

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 <u>all</u> 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	without colour	
· ·		TV and cable	
	TV and cable	IV and Cable	
Age	7.		
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	100	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 Others	5 9	4 13	
Total	100	$\frac{15}{100}$	
	100	100	
Number of children			
in household			
0	70	71	
1 1	14	16	
More than 2	13	11 2	
	$\frac{2}{100}$		
Total	100	100	
Number of teenagers			
in household			
0	72	. 78	
$\frac{1}{2}$	16	13	
More than 2	5 6	4 5	
(
Total	100	100	
Total number of persons			
in household	_		
1 2	9	22	
2 3-4	26	24	
3-4 4+	46	43	
Total	$\frac{19}{100}$	$\frac{11}{100}$	
	100	100	
Television usage			
Heavy	47	37	
Medium	17	19	
Light Total	36 100	44	
TOTAL	100	100	
Base	985	1150	

¹The 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.

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.

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).

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

TABLE B-3

THE DEMOGRAPHIC CHARACTERISTICS
OF THE IRIS SAMPLE

Age, education,	MONTREAL	TORONTO
occupation and income	l	
	%	%
Age	22	
18-34 years	33	23
35-54 years	46	56
55 years and over	21	21
Total	100	100
Utahast laval of		t.
Highest level of education		
No formal education		
1	0	*
Elementary School	8	3
High School	34	28
Community College:	23	19
University	_35	<u>50</u>
Total	100	100
Occupation		
Professional/Executive	26	43
Sales/Clerical	26 ·	20
Skilled labour	21	13
Unskilled labour	8	4
Homemakers	16	14
Retired persons	1	1
Students	1	i
Unemployed	1	5
	 .	
Total	100	100
Base: Participating	272	
household heads	273	318
Annual household income		
Less than \$19,999	15	_
20,000-29,999	15	5
30,000-39,999	26	. 11
	23	20
40,000-49,999	21	18
50,000-59,999 60,000 or more	5	18
60,000 or more	_10	_28
Total	100	100
Base: Participating	100	
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 BBM 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

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		TORO	NTO
	IRIS sample ²	BBM sample	IRIS sample	BBM sample
Age_	%	%	%	%
18-34 years 35-54 years 55 years and over	49 37 15 100	43 37 21 100	40 44 <u>16</u> 100	42 34 23 100
Highest level of education		,		
No formal education Elementary school High school Community college University	0 5 40 28 28	0 11 49 20 18	* 3 31 20 46	0 5 48 16 30
Total	100	100	100	100
Sample base	359	771	388	1038

¹The 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.

Percentages do not necessarily add to 100 due to rounding.

 $^{^{2}\}mathrm{Based}$ on household members 18 years of age and over.

^{*}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

TABLE B-5

RESULTS OF RECRUITMENT INTERVIEW AND FOLLOW-UP TELEPHONE CALL

	MONTREAL	TORONTO
Were selected for recruitment interview but	#	#
Did not qualify for inclusion in trial ^l	408	48.,
Were not available	49	20
Completed interview but Were not interested in	102	61
participating	102	01
Accepted information about the trial, and during the follow-up call indicated		
Interest in participating	269	254
No interest	136	147
Total: Heads of households selected for possible recruitment	964	530

¹To qualify, a household had to own a colour TV less than 10 years old and have either cable service or a rooftop antenna. The most often used language in the household had to be French in Montreal, English in Toronto.

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 teletext was watched during week	MONTREAL	TORONTO
1 2 3 4 5 6 7 8 9 or more	% 25 17 19 10. 7 14 6 2 * 100	38 21 21 8 3 2 3 2 2 100
Base: Teletext users	126	89
Average number of time users watched	3.4	2.5

Percentages do not necessarily add to 100% due to rounding.

^{*}Less than 0.5 per cent.

TABLE C-2
DURATION OF VIEWING
SESSIONS IN MINUTES

Duration in	Viewing sessions		
minutes	Montreal	Toronto	
	%	%	
1 - 5 6 - 10	14 20] 34	$\begin{bmatrix} 19\\26 \end{bmatrix}$ 45	
11 - 15 16 - 20	25 10] 35	17 8] 25	
21 - 25 26 - 30	7 6] 13	4 6] 10	
31 - 35 36 - 40	3 8	5 *] 5	
41 - 45 46 - 50	3 2 5	$\begin{bmatrix} 3\\2 \end{bmatrix}$ 5	
Over 50	<u>4</u>] 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

DONING VIDWING DUDDIOND				
Number of pages	Viewing	sessions		
accessed	Montreal	Toronto		
	%	%		
1 - 4 5 - 9	10] 27	31 26] 57		
10 - 14 15 - 19	13 11] 24	8 8.] 16		
20 - 24 25 - 29	¹¹ ₈] 19	10 5 15		
30 - 34 35 - 39	7 5] 12	$\begin{bmatrix} 3\\2 \end{bmatrix}$ 5		
40 - 44 45 - 49	2 5] 7	$\begin{bmatrix} 1 \\ 1 \end{bmatrix}$ 2		
Over 50	<u>11</u> J 11	<u>5</u>] 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	21 ·	19
22:00 to 23:59	17	15
00:00 to sign-off ¹	_0	_0
	100	100
Base: Total June diary sessions	421	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.

TABLE C-5
REACH OF SECTIONS

	MONTREAL			TORO	NTO		
		Rea	ch			Rea	ch
Section		Proportion of teletext users and potential users who accessed one or more pages of		Section		Proportion of teletext users and potential users who accessed one or more pages of	
Number	Name		tion iary week Potential	Number	Name.		tion iary week Potential
MOUDEL	reme	users	users	Manber	rems.	users	users
		%	%			%	%
10's	Nouvelles	88	51	10's	News	64	34
20's	Sports With Loterie Without Loterie	79 76	45 44	20's	Weather	78	41
30's	Vie économique	48	27	30's	Sports	52	27
40's	Météo	81	46	40's	Finance	35	18
50's	Culture/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	*
Base	e for percentages	Number of users= 126	Number of potential users= 220	Base	e for percentages	Number of users= 89	Number of potential users= 169

^{*}Less than 0.5 per cent.

TABLE C-6

PAGE AVAILABILITY AND PAGES ACCESSED
IN SECTIONS DURING DIARY WEEK

MONTREAL

Section		Average number of pages	Average number of pages	
Number	Name	available at any one time during diary week ^l	accessed per user during diary week	
10's	Nouvelles	37.5	36.3	
20's	Sports With Loterie Without Loterie	16.4 9.8	12.3 7.4	
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	
	otal/Average for entire magazine	127.0	81.9	

 $^{^{}m l}$ 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 Number Name		Average number of pages available at any one time during diary week ¹	Average number of pages accessed per user during diary week
10'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	24.4 18.4	2.3 1.6
99	Emergency	1.0	0.02
Total/Average for entire magazine		188.2	34.9

^{.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.

 $²_{\text{Number}}$ is less than .05.

TABLE C-8

REACH OF DOCUMENTS .

MONTREAL

	en e	Rea	ıch	
Document/Section		Proportion of teletext users and potential users who accessed one or more pages of document/section		
		during diary week		
Document		Teletext	Potential	
number	Name	users	users	
		%	%	
10	Nouvelles-Index	60	34	
11	Manchettes	63	36	
12	Internationales	79	45	
13	Nationales	72	41	
14	Régionales	59	34	
15	Locales	57	33	
17	A la une	50	29	
	Générales	42		
18	Generales	42	24	
	Entire Nouvelles section ¹	. 88	51	
20	Sports-Index	57	33	
21	Manchettes	48	5	
	Nouvelles		28	
22		69	40	
26	Loisirs/Plein air	40	23	
28	Loteries	41	24	
	Entire Sports section	84	48	
30	Vie économique-Index	33	10	
31	Nouvelles	24	19	
. (Bourse	1	14	
32		24	14	
33	Les Changes	27	15	
34	Or et métaux	17	10	
	Entire Vie économique section	48	27	
40	Météo-Index	60	. 10	
40	Nationale	56	18	
41			32	
	Régionale	57	33	
43	Locale	66	38	
	Entire Météo section	81	46	

	•	Rea	ch
Document/Section potential users more pages of		eletext users and ho accessed one or document/section iary week	
NT - 1	N -	Teletext	Potential
Number	Name	users	users
50 51 52 53 54 55 57 58 59	Culture/Loisirs-Index Spectacles Cinéma Théâtre Littérature Musique Restaurants Événements Ici Radio-Canada	% 46 40 0 41 29 29 31 24 25	% 26 23 0 24 17 17 18 14
	Entire Culture/Loisirs Section	67	39
601 6612 665 667 669	Chroniques-Index Science Bricolage Société Santé/bien-être Environnement Cuisine Tourisme Pour le curieux	22 27 28 25 21 15 19 22 34	13 15 16 14 12 9 11 13 20
	Entire Chroniques section	47	27
70 73 74	Courrier-Index De Québec Chez Nous	24 25 25	14 15 14
	Entire Courrier section	34	20
80 83 87	Consommation-Index Auto/Transport Guide d'achats	21 22 25	12 13 14
	Entire Consommation section	33	19
90	Agriculture/Pêche-Index	17	10
	Entire Agriculture/Pêche Section	17	10
99	Urgences	19	11
	Base for percentages	Number of users= 126	Number of potential users= 220

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

TABLE C-9

REACH OF DOCUMENTS

TORONTO

		Rea	ch
	:	Proportion of teletext users and	
1	Document/Section	potential users who accessed one or	
1			document/section
		during d	iary week
Document		Teletext	Potential
number	Name	users	users
		%	%
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 $^{ m l}$	64	34
20	Weather Headline	61	32
20	Weather Synopsis	51	1
21 .	5-Day Outlook	57	27
22	Weather Maps	. 33	30
L .	Weather Tomorrow	19	17
24	Marine Weather	1	10
25	Advertisement	13	7
27	Advertisement	6 7	3
29	Advertisement	}	4
	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
L	L	l	

continued...

		Rea	ch
Document/Section		Proportion of teletext users and potential users who accessed one or more pages of document/section during diary week	
Document		Teletext	Potential
number	Name	users	users
50 51 52 53 54 55 56 57	Resource Headline Resource Index Resource News Wheat Prices Oats Prices Barley Prices Livestock Prices Advertisement	% 7 9 12 2 2 2 2 2 3	% 4 5 7 1 1 1 2
}	Entire Resource section	18	9
60 61 62 64 66 67 69	At Home Headline CBC Information Hints/Spec. Reports Advertisement Advertisement Advertisement Advertisement	12 19 17 7 0 2 2	7 10 9 4 0 1
	Entire At Home section	26	14
70 71 72 73 74 78	On The Town Headline On The Town Index Entertainment News Entertainment Notes Reviews Advertisement	8 8 9 10 8 2	4 4 5 5 4 1
	Entire On the Town section	16	9
80 81 82 83 84 85 86 87	Features Headline Features Index Lotteries Children's Material Games Features Advertisement Advertisement	7 3 13 9 6 16 2	4 2 7 5 3 9 1
1	Entire Features section	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.

TABLE C-10

PAGE AVAILABILITY AND PAGES ACCESSED IN DOCUMENTS DURING DIARY WEEK

MONTREAL

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

MONTREAL (cont'd)

Dogum	ent/Section total	Average number	Average number
bocument/ section total		of pages	of pages
			accessed
_		available	1
Document		at any one	per user
Number	Name	time during	during diary
		diary week ^I	week
50	Culture/Loisirs-	1.0	0.7
	Index	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	l ·	1.6	0.6
	Musique	-	0.6
57	Restaurants	2.0	
58.	Événements	2.3	0.8
59	Ici Radio-Canada	1.7	0.5
i	Culture/Loisirs		
	Total/Average for	16.4	6.1
]	1 -	10.4	0.1
	section		
60	Chroniques-Index	1.0	0.4
61	Science	1.1	0.6
62	Bricolage	5.6	2.2
64	Société	6.6	2.0
65	Santé/Bien-être	1.1	0.4
66	Environnement	1.0	0.2
67	Cuisine	1.4	0.6
•		<u> </u>	0.8
68	Tourisme	3.0	
69	Pour le curieux	3.3	1.5
	Chronique Total/	24.1	8.7
	Average for section		
70	G 7 1		
70	Courrier-Index	1.0	0.3
73	De Québec	5.7	1.4
74	Chez Nous	4.0	0.6
	Courrier Total/	10.7	2.3
	Average for section	10.7	1.5
80	Consommation-Index	1.0	0.3
83	Auto/Transport	1.0	0.3
87	Guide d'achats	2.0	0.8
	Consommation Total/	4.0	1.4
	Average for section		
	1		d

MONTREAL (cont'd)

Docum	ent/Section total	Average number of pages	Average number . of pages
Document Number	Name	available at any one time during diary week ^l	accessed per user during diary week
90	Agriculture/ Pêche-Index	1.0	0.2
	Agriculture/ Pêche Total/ Average for section	1.0	0.2
99	Urgences	2.0	0.3
Total/Base Average for entire magazine		127	81.9

lThe 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.

TABLE C-11

PAGE AVAILABILITY AND PAGES ACCESSED IN DOCUMENTS DURING DIARY WEEK

TORONTO

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

...continued

Docum	ent/Section total	Average number	Average number
Ì		of pages	of pages
		available	accessed
D			
Document		at any one	per user
Number	Name	time during	during diary
		diary week ^l	week
50	D	1.0	0.1
50	Resource Headline	1.0	0.1
51	Resource Index	1.0	0.1
52	Resource News	8.1	0.2
53	Wheat Prices	1.0	0.02
54	Oats Prices	1.0	0.0^{2}
55	Barley Prices	1.0	0.02
56	Livestock Prices	1.0	0.0^{2}
57	Advertisement	1.1	0.02
	Resource Total/	15.2	0.4
	Average for section		
60	At Home Headline	1.0	0.2
61	CBC Information	5.7	0.6
62	Hints/Spec. Reports	14.6	1.7
64	Advertisement	1.0	0.1
66	Advertisement	0.1	0.04
67	Advertisement	1.0	0.1
69	Advertisement	- 1.0	0.02
	At Home Tetal/	24.4	2.7
	At Home Total/	24.4	4.7
	Average for section		
70	On The Town Headline	1.0	0.1
71	On The Town Index	1.0	0.i
72	Entertainment News	8.6	ő.2
73	Entertainment Notes	3.1	0.3
74	Reviews	7.9	0.5
78	Advertisement	1.0	0.02
, ,	1101 01 01 01 01 10 11 01 11 01 11 01 11 01 11 01 11 01 11 01 11 01 0	1.00	
	On the Town Total/	22.6	1.2
	Average for section		
00	Rootumos Hardida.	1.0	0.1
80	Features Headline	1.0	0.1
81	Features Index	1.0	0.02
82	Lotteries	6.0	0.8
83	Children's Material	4.1	0.3
84	Games	3.0	0.1
85	Features	7.3	1.0
86	Advertisement	1.0	0.02 0.02
87	Advertisement	1.0	0.04
	Features Total	24.4	2.3
	Average for section		
99	Emergency	1.0	0.02
		1.0	
A	Total/Base	100 0	24.0
Average	for entire magazine	188.2	34.9

 $^{^{}m l}$ 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.

 $^{^2\}mathrm{Number}$ less than .05.

TABLE C-12

REACH OF FULL PAGE ADVERTISEMENTS AND THEIR CORRESPONDING BILLBOARDS

	Full Page Advertis	Full Page Advertisements Corresponding Billboards			
Page Number	Advertiser/ Section location	Reach Proportion of teletext users who accessed ad during diary week	Page Number	Advertiser/ Content of page/ Section location	Reach Proportion of teletext users who accessed page during diary week
	Weather (Section reach=78%)	%		Weather (Section reach=78%)	%
27.00	Canco/Hot Point	6	20.00	Canco/Hot Point/ Weather Headline	61
29.00	Baskin Robbins	7	24.01	Baskin Robbins/ Weather Tomorrow	27
	Sports (Section reach=52%)			Sports (Section reach=52%)	
39.00	Continental Bank	3	30.00	Continental Bank/ Sports Headline	28
	Finance (Section reach=35%)			Finance (Section reach=35%	
49.00	Continental Bank	3	44.00	Continental Bank/ Bonds	11
	Resources (Section reach=18%)			Resources (Section reach=18%	
57.00	Air Canada	3	51.00	Air Canada/ Resources Index	9
	At Home (Section reach=26%)			At Home (Section reach=26%)	
64.00	Fairweather	7	621	Fairweather/ Hints/Spec.Report	. 8
67.00	Samsonite	2	31	Sports (Section reach=52%) Samsonite/ Major League Scores	9
	,			Finance (Section reach=35%)	
69.00	Firestone	2	41.00	Firestone/Dollar	23
	On The Town (Section reach=16%)			On the Town (Section reach=16%)	
78.00	Schneiders	2		Schneiders/ On the Town Index	8
	Features		11	Features	
86.00	(Section reach=27%) Big Steel Man	2	81.00	(Section reach=27%) Big Steel Man/ Features Index	4
87.00		2	85.01	Continental Bank/	16

The position of the billboard varied from day to day among the different pages of the document.

TABLE C-13

REACH OF "STAND ALONE" BILLBOARDS

		Reach	
Page Number	Advertiser/ Section location	Proportion of teletext users who accessed page during diary week	
	<u>Weather</u> (Section reach = 78%)	%	
23.01	General Motors	28	
	Sports (Section reach = 52%)		
331	Baskin Robbins	8	
	At Home (Section reach = 26%)		
63.00	Esso	2	
	On the Town (Section reach = 16%)		
73.01	Mutual Life	9	
	Base: Teletext users = 89		

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

APPENDIX D

ENGLISH QUESTIONNAIRES AND OTHER RESEARCH MATERIALS

INDEX TO APPENDIX D

		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	n_37
13.	Covering Letter Sent With November Diary To	<i>D</i> -37
13.	- · · · · · · · · · · · · · · · · · · ·	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 50 ks D 55

TELETEXT TRIAL STUDY RECRUITMENT QUESTIONNAIRE

Hello, I'm 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 INTERVIEW AND RECORD ON RECORD OF CONTACT.
RE-INTRODUCE YOURSELF IF NECESSARY
1. RECORD SEX OF RESPONDENT: MALE8-1
FEMALE 2
2. First of all, could you please tell me what language is spoken most often in your home? (DO NOT READ LIST)
ENGLISH[]
OTHER
3. Are you, or are any members of your household employed in any of the following areas? (READ LIST)
NO YES
Advertising Or Public Relations [] [] END INTERVIEW, ERASE
Marketing Research
Radio, Television Or Newspapers [] [] OF CONTACT
READ THE FOLLOWING STATEMENT:
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 TELEVISION SETS IN Q. 4-a), ASK:) And how many of these are colour sets? (RECORD BELOW UNDER Q. 4-b))
Q.4-a) Q.4-b) NUMBER NUMBER OF OF SETS COLOUR SETS
NONE [] END INTERVIEW,[] END INTERVIEW,
ONE9-1 RECORD ON10-1 ON RECORD OF
TWO 2 CONTACT
THREE 3 3
FOUR OR MORE 4

5.	Now I would like to ask you some questions about your main colour tele- vision set, that is, the one the adults in your household watch most often.
-a)	About how old is this set? (DO NOT READ LIST)
	LESS THAN 5 YEARS OLD11-1*
	5 TO 10 YEARS OLD 2*
	MORE THAN 10 YEARS OLD 3 GO TO
	NOT SURE 4 QUESTION 12
-b)	Is this set connected to (READ LIST)?
	Rabbit Ears
	To Your Own Individual Roof Top Antenna 2
	To A Large Master Antenna On Your
	Apartment Building
	Or, Is It On Cablevision Provided By A
	Cable Company 4
	HOT SURE
1	Can you get American television channels on this set?
	YES13-1
	NO 2
	<u></u>
-c)	How many channels can you get on this set? (READ LIST)
	Just Those Numbered Between 2 And 1314-1
	Or, More Channels Than This 2
	NOT SURE
-d)	On this set, do you have a converter or a remote control device that allows you to change the channel from across the room?
	YES15-1
	NO 2
-e)	In which room is this set located? (DO NOT READ LIST)
	BEDROOM16-1
	LIVING ROOM 2
	DEN 4 KITCHEN 5
	OTHER (SPECIFY)
-f)	What type of electrical outlets are there in that room? Do you have (READ LIST) ?
	Only 3-Hole Outlets, The Type Which
	Accepts 3-Prong Plugs17-1
	Only 2-Hole Outlets 2
	Some Of Each 3
	NOT SURE 4
- g)	On weekdays in the winter, about how many hours a day is this set watched by an adult? (DO NOT READ LIST)
	NONE18-1
	LESS THAN 1 HOUR
79	RANGE OF 1 TO UNDER 2 HOURS
)	IE IS GIVEN, 2 TO UNDER 3 HOURS
	DE THE HIGHER 3 TO UNDER 4 HOURS
1	
EST	TIMATE 4 TO UNDER 5 HOURS
<u> </u>	5 HOURS OR MORE 7
	DON'T KNOW/CAN'T SAY/VARIES 8

6-a)	Now, let	's talk a	bout your c	wn person	nal use of	television	on. On ar	ı average
	weekday	in the Wir	nter, about	how much	n time do	you spend	watching	tele-
	vision?	(DO NOT 1	READ LIST.	RECORD 1	BELOW UNDE	R MALE/FE	MALE HEAD	AS APPLI-
	CABLE.)							

-b)	(IF	TALKING	TO	MALE,	ASK:)	Is	th	ere	a	female	head	of	household?
	(IF	TALKING	TO	PEMALI	Z, ASK:) :	Ís	ther	е	a male	head	of	household?

YES19-1

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 BELOW UNDER MALE/FEMALE HEAD AS APPLICABLE)

		MALE HEAD	FEMALE HEAD
	NONE	20-1	21-1
	LESS THAN 1 HOUR	. 2	2
77 naven en = 1	HOUR TO UNDER 1 HOUR	. 3	3
IF RANGE OF TIME	1 HOUR TO UNDER 2 HOURS	. 4	4
IS GIVEN, CODE	2 HOURS TO UNDER 3 HOURS	. 5	5
THE HIGHER ESTIMATE	3 HOURS TO UNDER 4 HOURS	. 6	6
	4 HOURS TO UNDER 5 HOURS	. i	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 often? (RECORD ONE ANSWER ONLY BELOW UNDER MALE/FEMALE HEAD AS APPLICABLE.)
- -b) (REFER TO Q. 6-b). IF "YES", ASK:) Which one station does the male/female head watch most often? (RECORD ONE ANSWER ONLY BELOW UNDER MALE/FEMALE HEAD AS APPLICABLE.)

	MALE HEAD	PE HE	MALE
CFTO/CTV/CHANNEL 9	22-1	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	. 8	••••	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 often? (RECORD ONE ANSWER ONLY BELOW UNDER MALE/FEMALE HEAD AS APPLICABLE)
- b)	(REFER TO Q. 6-b). IF "YES", ASK:) Which one local radio station does the male/female head listen to most often? (RECORD ONE ANSWER ONLY BELOW UNDER MALE/FEMALE AS APPLICABLE)

		MALE HEAD		AD_
	AM STATIONS:			_
	CFRB/101024/2		26/27	
	CHUM/1050	02	•••	02
	CBLAM/CBCAM/740	03	•••	03
	CKEY/590	04	•••	04
	CFTR/680		•••	05
	CFGM/1320 OTHER AM STATIONS (E.G., CJBC/CJCL)		•••	06
	OTHER AM STATIONS (E.G., CDBC/CDCL)	07	•••	07
	FM STATIONS:			
	CKFMFM/99.9	08	• • •	80
	CHFIFM/98.1	09	•••	09
	CILQFM/"Q-107"/107.1	10	• • •	10
	CHUMFM/104.5	11	•••	11
	CBLFM/CBCFM/94.1	12	• • •	12
	CFNYFM/102.1	13	•••	13
	OTHER FM STATIONS (E.G., CJRTFM/CKOFM)	14	•••	14
	DON'T KNOW STATION	15	•••	15
	DO NOT LISTEN TO RADIO	16	•••	16
9.	Now, I need to record some information about your house/	apart	ment.	
	(IF TYPE OF DWELLING IS OBVIOUS, SAY:) I see it is a TYPE). (CIRCLE ANSWER BELOW)	. (RE	AD APP	ROPRIAT
	· · · · · · · · · · · · · · · · · · ·			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY) ? (CIRCLE ANSWER BELOW)			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY) ? (CIRCLE ANSWER BELOW) Single House			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY) ? (CIRCLE ANSWER BELOW) Single House			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY) ? (CIRCLE ANSWER BELOW) Single House			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY) ? (CIRCLE ANSWER BELOW) Single House			
	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House			
-b)	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House	y it	is a .	
-b)	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House	y it	is a .	
-b)	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House	y it	is a .	
- b)	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House	y it	is a .	
-b)	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House	from	now?	. (REA
·	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House	from	now?	. (REA
·	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER RELOW) Single House	from	now?	. (REA
·	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER RELOW) Single House	from	now?	. (REA
·	TYPE). (CIRCLE ANSWER BELOW) (IF TYPE OF DWELLING IS NOT OBVIOUS, ASK:) Would you sa LIST OF POSSIBLE TYPES ONLY)? (CIRCLE ANSWER BELOW) Single House	from	now?	. (REA

9.

	- 5 - STUDY	LC86
11-a)	Now I would like to know about your family's reactions to the many ne household items that are available in today's market. (HAND CARD 3) is a card with your possible answers on it. Would you say that your is usually among the <u>first</u> , generally somewhere in the <u>middle</u> , or usu among the <u>last</u> of the people you know to acquire each of the followin (READ LIST)	Here famil ally
	First of all, such kitchen-type items as dishwashers, self-cleaning of food processors, microwave ovens, etcetera? (RECORD BELOW UNDER "KIT	vens, CHEN
	And what about new entertainment items, like electronic television gasuch as Atari or Intellivision, video cassette recorders, the latest systems, etcetera? (RECORD BELOW UNDER "ENTERTAINMENT")	mes sound
	And what about practical or personal business things such as burglar systems, telephone answering services, home computers, etcetera? (REBLOW UNDER "PRACTICAL")	alarm CORD
	KITCHEN ENTERTAINMENT PRAC	TICAL
	Among The <u>First</u>	-1
	Somewhere In The Middle 2 2	2
	Among The Last 3 3	3
(DO NO READ)		4
(DO N (READ	_	5
-b)	Which of the following items, if any, do you have in your home? (REFLIST)	D
	YES NO	
	An Electronic Television Game Such As Atari Or Intellivision34-1 2	
	A Video Cassette Recorder (VCR) Such As A Betamax Or VHS35-1 2	
	A Home Computer Or Computer Terminal	
	A Telephone Answering Device37-1 2	
BASIC	: DATA	
12.	And finally, I have a few questions about the members of your househousehouse	old.
	How many people are there in your household in each of the following categories? Don't forget to count yourself. (READ LIST)	
	Adults 18 Years And Over 38-	
	Teenagers 12 To 17 Years Old 39-	

	·	
12.	And finally, I have a few questions about the members of your	househo l
	How many people are there in your household in each of the focategories? Don't forget to count yourself. (READ LIST)	llowing
	Adults 18 Years And Over	38-
	Teenagers 12 To 17 Years Old	39-
	Children Under 12 Years Old	40-

13. Into which of the following age groups does the male head of your household belong? (READ LIST) And what about the female head? (RECORD BELOW IN APPROPRIATE COLUMN)

	MALE HEAD		MALE AD
18 To 24 Years	41-1	42	2-1
25 To 34 Years	. 2	•••••	2
35 To 44 Years	. 3	•••••	3
45 To 54 Years	. 4	••••	4
55 To 64 Years	. 5	•••••	5
65 Years Or Over	. 6	•••••	6
No Male/Female Head	. 7		7

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)

	MALE HEAD		EMALE EAD
No Formal Education	43-1	4	4-1
Some/Completed Grade Or Elementary School	. 2	••••	2
Some High Or Secondary School	. 3	••••	3
Completed High School	. 4	••••	4
Community College, Business/Trade School Without Completing High School	. 5	••••	5
Community College, Business/Trade School, Nursing, Etc. After Completing High School	. 6		6
Some University	. 7	••••	7
Completed University	. 8	••••	8
No Male/Female Head	. 9		9

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 FOLLOW-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 NAME, 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 colour 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.

INTERVIEWER, CHECK ONE:

AGREES TO RECEIVE LETTER	()	LEAVE LETTER
REFUSES TO PARTICIPATE FURTHER	[]	DO NOT
WILL BE UNAVAILABLE DURING TEST PERIOD		

IF AGREES TO LETTER, ASK:

16. What is the best time of day to call you? (RECORD BELOW)

ĺ]	A.M
ſ	1	P.M

OBTAIN RESPONDENT'S NAME, ADDRESS, ETC. ON NEXT PAGE

PLEASE PRINT CLEARLY:

LOCATION NUMBER:	(45/48)	
RESPONDENT'S NAME:		
NAME OF OTHER HEAD OF HOUSEHOLD:		NO OTHER HEAD []
ADDRESS:		
CITY:	POSTAL CODE:	
TELEPHONE NUMBER:		
DATE OF INTERVIEW:	····	
INTERVIEWED BY:		•
INTERVIEWER'S SIGNATURE:		
VERIFIED BY:		

LETTER INTRODUCING PROJECT IRIS LEFT WITH INTERESTED HOUSEHOLDS FOLLOWING RECRUITMENT INTERVIEW

CANADIAN FACTS
Vancouver Toronto Ottawa Montreal
A division of SK/CF Inc.



Canadian Facts 1075 Bay Street, Toronto Ontario M5S 2X5 (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/lw Enclosure

PAMPHLET

INFORMATION LEFT WITH INTERESTED HOUSEHOLDS FOLLOWING RECRUITMENT INTERVIEW

PAGE 1 OF PAMPHLET

Canadian Société Broadcasting Radio-Corporation Canada



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.

Parata 1

Yours sincerely,

(PLEASE DO NOT DET	rach)		
	Constance McFarlane Manager Teletext Audience Res Project IRIS	~	
	Jour ance 1	hetarlan	

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:		
Telephone Number:		
Nate:		

RECRUITMENT TELEPHONE FOLLOW-UP

RECRUITED RESPONDEN	NT'S NAME:								
ADORESS:	W-77 THE LAND A				APT.	. NO	.:	_	
TELEPHONE NUMBER: _		LOCATI	ON NO	• : -	· ·				
TIME TO CALL:	[] A.M. [] P.M.								
RECRUITED RESPONOEN	NT IS: MALE H	iEAD	.49-1						
	FEMALE	HEAD	2						
NAME OF OTHER HEAD:	1								
OTHER HEAD IS:	MALE50-1								
	FEMALE 2								
	NO OTHER 3								
ello, I'm ne CBC teletext tri	LF IF NECESSARY: fials which you have be	rom Canadiar en asked to	n Fact parti	s. cipa	I an	n ca	all: (0	í ng CON	abou TINUE
ello, I'm he CBC teletext tri ITH QUESTION 1-a))	fials which you have be	rom Canadiar en asked to	n Fact parti	s. cipa	I am	n ca	all: (0	ing CON	abou TINUE
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ello, I'm ne CBC teletext tri ITH QUESTION 1-a)) ECORD OF CONTACT:	fials which you have be CALL NUMBER: OATE/TIME OF	CALLBACK:	parti 1	cipa	te:	2		CON	3
ello, I'm ne CBC teletext tri ITH QUESTION 1-a)) ECORD OF CONTACT: A. CALLBACK REQUIR	fials which you have be CALL NUMBER: OATE/TIME OF	CALLBACK:	1	cipa	.52	2	•	.53	3 -1
ello, I'm ne CBC teletext tri (TH QUESTION 1-a)) ECORD OF CONTACT: A. CALLBACK REQUIR LINE BUSY	fials which you have be CALL NUMBER: OATE/TIME OF	CALLBACK:	1 .51-1	cipa	.52·	2 -1 2		.53	3 -1 2
Pilo, I'm THE CBC teletext tri TH QUESTION 1-a)) ECORD OF CONTACT: A. CALLBACK REQUIR LINE BUSY NO ANSWER RESPONOENT IS U	fials which you have be CALL NUMBER: OATE/TIME OF	CALLBACK:	1 .51-1	cipa	.52·	2 -1 2		.53	3 -1
A. CALLBACK REQUIR LINE BUSY NO ANSWER RESPONDENT IS U	CALL NUMBER: OATE/TIME OF REO:	CALLBACK:	1 .51-1 . 2	cipa	.52-	2 -1 2 3 4		.53	3 1 -2 3
Pilo, I'm THE CBC teletext tri THE QUESTION 1-a)) ECORD OF CONTACT: A. CALLBACK REQUIR LINE BUSY NO ANSWER RESPONDENT IS U HAS NOT READ LI REQUIRE ANSWER	CALL NUMBER: OATE/TIME OF REO: UNAVAILABLE ETTER (Q. 1-a)/1-b)). TO QUESTION (Q.2)	CALLBACK:	1 .51-1 . 2	cipa	.52-	2 -1 2 3 4		.53	3 1 2 3
A. CALLBACK REQUIRE NO ANSWER RESPONDENT IS U HAS NOT READ LI REQUIRE ANSWER B. FINAL OUTCOME (CALL NUMBER: OATE/TIME OF REO: UNAVAILABLE ETTER (Q. 1-a)/1-b)). TO QUESTION (Q.2)	CALLBACK:	1 .51-1 . 2 . 3	cipa	.52·	2 -1 2 3 4 5		.53	3 1 2 3
A. CALLBACK REQUIRE NO ANSWER RESPONDENT IS U HAS NOT READ LI REQUIRE ANSWER NO LONGER INTER INTERESTED BUT	CALL NUMBER: OATE/TIME OF REO: UNAVAILABLE ETTER (Q. 1-a)/1-b)) TO QUESTION (Q.2) OF INTERVIEW:	CALLBACK:	1 .51-1 . 2 . 3	cipa	.52·	2 -1 2 3 4 5		.53	3 -1 2 3 4 5

1-a)	Have you had a chance to read the information brochure and letter which our interviewer left with you?
	YES54-1 GO TO Q. 2
	NO 2
	NOT SURE 3
-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 BACK55-1 RECORD DATE/TIME FOR CALLBACK
	NO LONGER INTERESTED IN PARTICIPATING
2.	Are you still interested in participating in the teletext trials, or do you have any further questions before you decide?
	YES, STILL INTERESTED56-1 GO TO Q. 3-a)
	NO LONGER INTERESTED IN PARTICIPATING . 2 END INTERVIEW. RECORD
	UNDECIDED, HAS QUESTIONS
	INTERVIEWER: TRY TO ANSWER RESPONDENT'S QUESTION. IP UNABLE TO ANSWER, RECORD QUESTION BELOW AND SAY YOU WILL GET BACK TO THEM. ARRANGE DATE AND TIME FOR CALLBACK.
	RECORD OUTCOME: QUESTION ANSWERED AND WISHES TO PARTICIPATE57-1 QUESTION ANSWERED AND NO LONGER INTERESTED
	IN PARTICIPATING 2 END INTERVIEW. RECORD ON RECORD OF CONTACT
3 - a)	As you know, someone from the CBC will have to test the quality of the teletext signal and, if it is good, install the necessary equipment in you home. Is someone home during weekdays between 9:00 a.m. and 5:00 p.m.?
	YES58-1 GO TO Q. 3-c)
	NO 2
-b)	Would it be possible to go into work a little late, or leave work a bit early one day, or else be home over the lunch hour?
	YES59-1
	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:

4-a)	What is the <u>earliest</u> time in the evening between 5:00 p.m. and 8:00 p.m. that the testing could be done?
	RECORD TIME:P.M.
-b)	(IF LATER 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? YES60-1
	NO
-c)	What time can the testing be done?
	RECORD TIME: [] A.M.
5.	This information will be passed on to the CBC and someone will be calling 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 HEAD61-1
	FEMALE HEAD 2
	. (62/75)
	RECORD OUTCOME OF CALL ON RECORD OF CONTACT.
	·
DATE	OF INTERVIEW:
INTER	VIEWED BY:



PROJECT IRIS

HOW TO USE YOUR DECODER

TO WATCH TV

- TURN DECODER AND TV ON
- MAKE SURE TV IS ON CHANNEL 3
- AIM THE KEYPAD AT THE DECODER, ENTER THE CHANNEL YOU WANT AND PRESS GO

ADDITIONAL STEPS TO ACCESS TELETEXT:

- SELECT A CBC CHANNEL WITH YOUR KEYPAD
- PRESS TV/TX
- AFTER THE CBC-IRIS LOGO AND GENERAL INDEX HAVE
BEEN DISPLAYED, EITHER

PRESS GO TO GET
THE NEXT PAGE OF
THE CYCLE

THE CYCLE

RUTHER AND PRESS GO

PRESS TV/TX TO RETURN TO THE TV MODE OR TURN YOUR TV AND YOUR DECODER OFF, IF YOU DON'T WANT TO USE YOUR SET ANYMORE

KEYPAD GUIDE

KEY	ON TELEVISION	ON TELETEXT
TV/TX	Takes you to teletext	Takes you to television
GO	_	Gives you the next page
NUMBER + GO	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.

SUPPLEMENTARY OPERATING INSTRUCTIONS PROVIDED WITH DECODER

Canadian Société Broadcasting Radio-Corporation Canada

PROJECT IRIS



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 O-3-GO; for channel 18, 1-8-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 GO 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 <u>SOUND</u> 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 Clears the TV screen and restores the normal TV mode.
- PAUSE 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 GO).
- 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.
- O to 9 To select a teletext page, enter a two-digit page number and then press GO (e.g. for page 2, press O-2-GO; 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,

TELETEXT TRIALS

POST-INSTALLATION INTERVIEW

SCREENER

MALE HEAD:	NO MALE HEAD []
FEMALE HEAD:	NO FEMALE HEAD []
ADDRESS:	
CITY:	
TELEPHONE NUMBER:	LOCATION NO .: 8/11
HOUSEHOLD IDENTIFICATION NO .:	
DATE OF INSTALLATION: DAY:	17/18 MONTH:19/20
	m Canadian Facts. I am calling about the
aspect of these trials is a follow-up of the teletext system. I would like	taking part. As you are aware, an importan interview in which we obtain your opinions to arrange a convenient time to come to you, I will also perform some simple tests of
IF THERE IS BOTH A MALE AND FEMALE HEAD and (OTHER HEAD) at the same time, if	D, SAY: I would like to speak to both you possible.
The interview will take only about a hoto come?	alf hour. When would be a good time for me
DAY:	į į
DATE:	
TIME:	ADDRESS
INTERVIEWER:	
PLEASE KEEP TALLY OF NUMBER OF ATTEM	PTS TO ARRANGE APPOINTMENT. RECORD BELOW.
NUMBER OF CALLS TO REACH RESPONDENT:	21/22
OUTCOME:	
APPOINTMENT FOR INTERVIEW	
•	MADE23-1
RESPONDENT REFUSES INTERVI	
RESPONDENT REFUSES INTERVI	EW 2

1.

2.

_		
E	HOLD IDENTIFICATION: FINISH: 26/	<u>-</u> 28
	TELETEXT TRIALS	
	CIRCLE ONE CODE BELOW TO INDICATE SITUATION. CONFIRM WITH RESPONDEN	m
		٠.
	MALE HEAD ONLY IN FAMILY29-1	
	FEMALE HEAD ONLY IN FAMILY	
	MALE AND FEMALE HEAD IN FAMILY-ONLY MALE PRESENT FOR INTERVIEW 4	
	MALE AND FEMALE HEAD IN FAMILYONLY FEMALE PRESENT FOR INTERVIEW 5	
	First of all, I'd like to get your opinion of teletext in general.	
	Now that you have had teletext in your home for awhile, what do you t about it? (IF NECESSARY:) What are your general impressions of tele so far? (PROBE:) What about other members of your household, how do feel about teletext?	te 1
	RECORD ALL COMMENTS VERBATIM, IN ORDER MENTIONED INDICATE WHICH HEAD THEM. (M/F)	SZ
	and the second s	
	How do you or other members of your family feel about the information	
	is available on teletext? Do you think there is a good variety or ar there things you would like to see added or excluded? Is there any tinformation that you find specifically interesting or useful? Or, is some way in which you feel the content could be improved? What about way the information is presented—how do you feel about the scrolling automatic changing of pages?	e yr 1
	is available on teletext? Do you think there is a good variety or ar there things you would like to see added or excluded? Is there any tinformation that you find specifically interesting or useful? Or, is some way in which you feel the content could be improved? What about way the information is presented—how do you feel about the scrolling	e yr 1
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	is available on teletext? Do you think there is a good variety or ar there things you would like to see added or excluded? Is there any tinformation that you find specifically interesting or useful? Or, is some way in which you feel the content could be improved? What about way the information is presented—how do you feel about the scrolling automatic changing of pages? RECORD ALL COMMENTS VERBATIM, IN APPROPRIATE SPACE BELOW. INDICATE WHEAD SAID THEM. (M/F) FAVOURABLE COMMENTS RE: CONTENT/SCROLLING:	e yr t t
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57-58-59-

Is there anything (else) you specifically $\underline{\text{like}}$ about teletext? (PROBE) Anything else?
RECORD ALL COMMENTS VERBATIM, IN ORDER MENTIONED INDICATE WHICH HEAD SAI
THEM. (M/F)
(72
Is there anything (else) you are unhappy with about teletext? Are you having any (other) problems with it?
RECORD ALL COMMENTS VERBATIM, IN APPROPRIATE SPACE BELOW. INDICATE WHICH HEAD SAID THEM. (M/F)
Now, in case the situation has changed since we last talked with you, convolution you please tell me (READ LIST) How many television sets, in working order, do you have in your home? (RECORD BELOW UNDER Q. 3-a))
you please tell me (READ LIST) How many television sets, in working order, do you have in your home?
you please tell me (READ LIST) How many television sets, in working order, do you have in your home? (RECORD BELOW UNDER Q. 3-a))
you please tell me (READ LIST) How many television sets, in working order, do you have in your home? (RECORD BELOW UNDER Q. 3-a)) How many of these are colour sets? (RECORD BELOW UNDER Q. 3-b)) How many are on cablevision? (RECORD BELOW UNDER Q. 3-c))
you please tell me (READ LIST) How many television sets, in working order, do you have in your home? (RECORD BELOW UNDER Q. 3-a)) How many of these are colour sets? (RECORD BELOW UNDER Q. 3-b)) How many are on cablevision? (RECORD BELOW UNDER Q. 3-c))
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you please tell me (READ LIST) How many television sets, in working order, do you have in your home? (RECORD BELOW UNDER Q. 3-a)) How many of these are colour sets? (RECORD BELOW UNDER Q. 3-b)) How many are on cablevision? (RECORD BELOW UNDER Q. 3-c)) And, before you got teletext, how many were equipped with a converter to gives you even more channels? (RECORD BELOW UNDER Q. 3-d)) Q.3-a) Q.3-b) Q.3-c) Q.3-d NUMBER
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Not At All Likely .. 4

CHECK HOUSEHOLD IDENTIFICATION NUMBER ON SCREENER. IF IT BEGINS WITH "39", SKIP TO QUESTION 7

IF BOTH HEADS PRESENT ASK Q. 4 AND Q. 5 OF EACH HEAD INDIVIDUALLY. IF ONLY ONE HEAD 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 MALE/FEMALE HEAD AS APPLICABLE)

	MALE HEAD		ALE D
CFTO/CTV/CHANNEL 9	24-1	25-	·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	•••	8
DON'T KNOW	. 9	•••	9

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

		MALE HEAD	_	emale ead
AM STATIONS:	26/2	27 :	28/2	9
CFRB/1010	• • •	01	••	01
CHUM/1050	• • •	02	• •	02
CBLAM/CBCAM/740	• • •	03		63
CKEY/590	• • •	04	••	04
CFTR/680	• • •	05	••	05
CFGM/1320	• • •	06	••	06
OTHER AM STATIONS (E.G., CJBC/CJCL)	• • •	07	••	07
FM STATIONS:				
CKFMFM/99.9		08	••	08
CHFIFM/98.1		09		09
CILQFM/"Q-107"/107.1	• • •	10	••	10
CHUMFM/104.5	• • •	11	• •	11
CBLFM/CBCFM/94.1	• • •	12	••	12
CFNYFM/102.1	• • •	13		13
OTHER FM STATIONS (E.G., CJRTFM/CKOFM) .		14		14
•				
DON'T KNOW STATION	• • •	15	••	15
DO NOT LISTEN TO RADIO	• • •	16	••	16

6. Now I would like to know how your family feels about acquiring new household items that come on the market.

(HAND CARD 3) Here is a card with your possible answers on it. Would you say that your family is usually among the <u>first</u>, generally somewhere in the <u>middle</u>, or usually among the <u>last</u> 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? (RECORD BELOW 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? (RECORD 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 "PRACTICAL")

	<u>KI</u>	TCHEN	EN TERTAIN	ENT PR	ACTICAL
	Among The First30)-1 _. • • •	31-1	3	2-1
	Somewhere In The Middle	2	2	• • • • • • • • • • • • • • • • • • • •	2
	Among The Last	3	3	•••••	3
(DO NOT READ)	WE DON'T KNOW PEOPLE WHO HAVE THESE TYPES OF ITEMS	4	4	•••••	4
(DO 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)

	YES		<u>NO</u>
A Pocket Or Portable Calculator	.33-1	• • •	2
Digital Watch	.34-1	• • •	2
Clock Radio	.35-1	•••	2
Dishwasher	.36-1	•••	2
Food Processor Such As Cuisinart	.37-1	•••	2
Garborator	.38-1	• • •	2
Home Computer Or Computer Terminal	.39-1	•••	2
Electronic Television Game Such As	40.4		
Atari Or Intellivision	•4U-1	•••	2
Chess Playing Machine	.41-1	•••	2
Video Cassette Recorder Or VCR Such As			
Betamax Or VHS	.42-1	• • •	2
35 Millimeter Camera	.43-1	•••	2
Telephone Answering Machine	.44-1	•••	2
Cableguard Or Other Household Alarm			
System	.45-1	• • •	2
Stereo Sound System	.46-1	•••	2
Microwave Oven	.47-1		2

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 HEAD. 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 NOT READ LIST OF TIMES. IF RANGE GIVEN, CODE THE HIGHER NUMBER. RECORD ANSWER FOR EACH ACTIVITY UNDER "MALE HEAD" OR "FEMALE HEAD" AS APPLICABLE.

	MALE	HEAD					FEMALE HEAD							
	<u>-a)</u>	<u>-b)</u>	<u>-c)</u>		<u>-d)</u>	<u>-e)</u>	-a)	<u>-b)</u>	-c)	-d)	<u>-е)</u>			
						BOOK OR	ļ				BOOK OR			
	TELE-		RECO	RDS	NEWS-	MAGA-	TELE-		RECORDS	NEWS-				
	VISIO	N RADIO	OR 2	PAPES	PAPER	ZINE	VISION	RADIO	OR TAPES	PAPER	ZINE			
NONE	.48-1	49-1	50-	-1	.51-1	.52-1	.53-1	-54-1	55-1	.56-1	.57-1			
LESS THAN					,		ļ							
1/2 HOUR	2	2	•••	2	2	2	2	2	2	. 2	2			
1/2 TO UNDER						•								
1 HOUR	3	3	•••	3	3	3	3	3	3	. 3	. 3			
1 TO UNDER 1 1,														
HOURS	4	4	• • •	4	•• 4	4	4	4	4	4	4			
1 1/2 TO UNDER							ĺ							
2 HOURS	. 5	5	•••	5	5	5	5	5	5	5	. 5			
2 TO UNDER 3										,				
HOURS	6	6	•••	6	6	6	6	6	6	. 6	6			
3 TO UNDER 4														
HOURS	. 7	7	• • •	7	7	. 7	7	7	7	. 7	. 7			
4 TO UNDER 5														
HOURS	8	8	•••	8	8	. 8	8	8	8	8	. 8			
5 HOURS OR														
MORE	9	9	•••	9	9	. 9	9	9	9	. 9	9			
							ł							

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 "FEMALE HEAD" 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?

		MALE	FEMALE HEAD						
		-a)	-b)	-c) -d)	-a)	b)	-c) -d)		
		A		THE	A		THE		
		DAILY	THE	GLOBE	DAILY	THE	GLOBE		
		NEWS-	TORONTO	AND THE	NEWS-	TORONTO	AND THE		
		PAPER	STAR	MAIL SUN	PAPER	STAR	MAIL SUN		
					1				
	Not At All	.58-9	5 9- 9 .	.60-9 .61-9	.63-9	.64-9	.65-9 .66-9		
	One Day	1	1 .	. 1 1	1	1	1 1		
IF RANGE	Two Days	2	2 .	2 2	2	2	. 2 2		
GIVEN CODE	Three Days	3	3 .	3 3	3	3 .	3 3		
HIGHER	Four Days	4	4 .	4 4	4	4 .	4 4		
NUMBER	Five Days	5	5 .	5 5	. 5	5 .	5 5		
	Six Days	6	6 .	6 6	6	6 .	6 6		
	Seven Days	7	7 .	7 7	7	7 .	7 7		
				(62)			(67)		

-e) Were there any other <u>daily</u> 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)

MALE HEA	AD					_			٠.	PEMALE						_			7-3
NAME OF NEWSPAPI	<u>er</u>	USU	AL	L <u>Y</u>	REA	<u>D</u>				NAME C	_	US	UAL	LY	REA	D			
	·	1	2	3	4	5	6	7	Days			1	2	3	4	5	6	7	Days
		1	2	3	4	5	6	7	Days			1	2	3	4	5	6	7	Days
NO OTHE	RS READ .	•••	•	[]					ļ	NO OTH	iers read	••	•••	. [1				
OFFIC	e use oni	<u>.Y:</u>	-														<u> </u>		
8-	11-	1	4-		1	7-		2	0-	23-	26-	2	9-		32	!-		3 5 -	-
9-	12-	1	5-		1	8-		2	1-	24-	27-	. 3	0-		33	3 –		36	-
10-	13-	1	6-		1	9-		2	2-	25-	28-	3	11-		34	! -		37-	-

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

Y ES	MALE <u>HEAD</u> 38-1	PEMALE HEAD 39-1
NO	2	2

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 READING AT > STATEMENT) (RECORD BELOW UNDER "MALE HEAD" OR "FEMALE HEAD" AS APPLICABLE)

												_					7-4
		MALE	HEAL	<u> </u>			на	RDLY	PEMAI	LE	HEAL	<u> </u>			HAI	RDLY	,
							EV								EVI		•
		ALMOS'				OME-			ALMO:					ME-			
		ALWAY:	-						ALWA		QUEN REAL						
	The Front Page	READ		ZAD		EAD 3	RE	4	READ 1	:			. ~	EAD 3	REZ	4	- 8-
	Reports About What's	40-1	• • •	2	• •	3	••	-	'	••	•	•	•	,	••	•	0-
	Going On								1								
	In Toronto Or																
	Southern Ontario	41-1	• • •	2	••	3	••	4	1	••	. 2	? .	•	3	••	4	9-
	In Other Parts Of			_		_			١.					_			• •
•	Canada	42-1	• • •	2	••	3	••	. 4	. 1	••	• 2	٠,	•	3	• •	4	10-
	In The Ontario Government	43-1		2		3		4	1		. :	2.		3		4	11-
	In The Federal			_	• •		•			•			•		- •	-	
	Government	44-1	• • •	2	••	3	••	4	1	••	. :	2.	•	3	• •	4	12-
	Editorials	45-1	• • •	2	• •	3	• •	4	1	• •	• :	2,	•	3	• •	4	13-
	Business Or Financial					_			١.					_			
	News Or Information	46-1	•••		••	3	••	4	1	••	•	<u> </u>	•	3	••	4	14-
	Sports Scores Or Results	47-1		2		3		4	1		. :	2.		3		4	15-
	Sports Stories			_	••	3	••	4	1	••			•	_	••	4	16-
	Movie Reviews Or Stories				-							•					
	About The Movies	49-1	• • •	2		3	••	4	1	••	. :	2.		3	• •	4	17-
	Theatre Reviews Or				•	•											
	Stories About The Theatre	50-1		2		3		4	1			2,	•	3		4	18-
	Book Reviews Or		•••		••	•	••	_	'		•	•	•	•	••	•	10
	Stories About Authors	51-1	•••	2		3	• •	4	1	• •	. :	2,		3	• •	4	19-
	Restaurant Reviews	52-1	• • •	2		3	••	4	1	٠.		2,	•	3	••	4	20-
	Entertainment Listings											-					
	Showing What's On In Town (Movies, Theatres,																
	Pubs, Etc.)	53-1		2		3	••	4	1	••	. :	2,	•	3	• •	4	21-
	Weather					3	••	4	1			_		3	• •	4	22-
e >	Information On Food,																
	Nutrition, Or Recipes	55-1	•••	2	••	3	••	4	1	• •	• :	2,	• •	3	••	4	23-
	Information On Plants	56-1		2		2		4	1			,		2			24 -
	Or Gardening	120-1	•••	2	••	3	••	4	('	••	•	2 .	•	3	••	4	24-
	Information	57-1		2		3		4	1		. :	2 .		3		4	25-
	Veterinary Advice Or																
	Information On Pets	58-1	•••	2	• •	3	••	4	1	••	• :	2 .	•	3		4	26-
	Horoscopes				••	3	••	4	1	••	• :	2,	• •	3	••	4	27-
	Fashions	60-1	• • •	2	• •	3	• •	4	1	• •	• :	2 .	• •	3	• •	4	28-
	Games, Quizzes, Or	611		2		3		4	,			,		,		4	20
	Puzzles Personal Advice Columns	01-1	•••	4	••	3	••	4	('	••	•	2.	•	3	••	4	29~
	Such As Dear Abby Or																
	Ann Landers	62-1	• • •	2	• •	3	••	4	1	• •	• :	2.		3	••	4	30~
	Cartoons, Jokes, Or			_		_								_			
	Comic Strips	63-1	•••	2	••	3	••	4	1	••	•	2 .	•	3	••	4	31-
	Advertisements Showing Employment Opportuni-																
	ties	64-1	•••	2	••	3	••	4	1		. :	2 .		3		4	32-
•	Other Classified Ads			2	••	3	• •	4	1	••	. :	2 .	• •	3	٠.	4	33-
	Department Store Ads				••	3	• •	4	1	• •	• :	2 .	••	3	••	4	34-
	Supermarket Ads			2	•••	3	••	4	1	••	. :	2		3	• •	4	35-
	(68/74)						1								

11. Are there any <u>magazines</u> that you, yourself, read on a regular basis last winter? If so, which ones? (ASK OF ONE HEAD THEN THE OTHER)

(LIST UP TO FOUR MAGAZINES IN ORDER AS MENTIONED BY EACH "HEAD" AND CIRCLE TO INDICATE WHICH HEADS READ THEM.)

NAME OF MAGAZINE		REAL MALI YES				PEMA YES	LE E	EAD NO		OFFICE USE ONLY
		[]		[]		[]	••	[]	.]	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)

	<u>M2</u>	LE H	EAD	PEMAL	E HEAD
	No Books At All5	2-9	• • • • • •	53-	9 .
	1 Book	. 1		• • • •	1
IF RANGE GIVEN	2 Books	. 2		• • • •	2
	3 Books	. 3	••••	• • • •	3
CODE HIGHER	4 Books	. 4	• • • • • •	• • • •	4
	5 Or 6 Books	. 5	•••••	• • • •	5
NUMBER	7 To 9 Books	. 6	•••••	• • • •	6
	10 To 12 Books	. 7	•••••	• • • •	7
	13 Or More Books	. 8	••••	• • • •	8

- 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)
 - -a) In the morning?
 - -b) In the evening before 7:30 p.m.?
 - -c) At 10 or 11 o'clock at night?

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

	MAL	е нел	D O				PEMALE HEAD						
	-a)		- b)		-c)		-a)	-b)		-c)		
			IN		AT	10			IN		AT	10	
			EVE	ING	OR	11			EVE	NING	OR	11	
			BEPC	RE	010	TOCK	ŀ		BEF	DRE	o'C	LOCK	
•	IN	THE	7:30)	AT		IN	THE	7:30	0	AT		
	MOR	NING	P.M.		NIC	HT	MO:	RNING	P.M	<u>. </u>	NIG	HT	
NOT AT ALL	.54-	9	•55-	-9	56	-9	57	-9 .	.58-9	· .	59	- 9	
ONE DAY	••	1	••	1		1	•	1 .	••	١.	• • •	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	

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

	MALE HEAD FEMALE HEA	D
	None61-9	
	One 1	
IF RANGE GIVEN,	Two 2 2	
Ì	Three 3 3	
CODE HIGHER NUMBER	Four 4 4	
	Five 5 5	
	Six 6 6	
	Seven 7 7	
	Eight Or More 8 8	

I am now going to read a list of various leisure activities. For each one 15. please tell me whether or not you participated in it during the past month. (FOR EACH "NO", ASK:) Did you participate in it during the past

(ASK ABOUT ALL ACTIVITIES TO ONE HEAD, THEN THE OTHER IF ONLY ONE HEAD PRESENT, HE/SHE CAN ANSWER FOR THE ABSENT HEAD. RECORD ANSWER BELOW UNDER "MALE HEAD" OR "FEMALE HEAD" AS APPLICABLE.)

												<u>_7</u>	-5
MAI	E HE	AD					PEM	ALE	HEA)			
PAS	T MO	NTH		PAST	r Y	EAR	PAS	T MO	NTH		PAS	T Y	EAR
YES		NO		YES		NO	YES		NO		YES		NO
Gone To A Movie62-1	••	2		4	•	5	.8-1	• •	2	• •	4	•	5
Attended A Concert Or Live							į						
Theatre63-1	••	2	••	4	•	5	.9-1	••	2	••	4	•	5
Visited A Museum, Art]						
Gallery, Science Centre, Or							}						
Historic Site64-1	• •	2	• •	4	•	5	10-1	• •	2	• •	4	•	5
Attended An Organization Or													
Club Meeting65-1	• •	2	• •	4	٠	5	11-1	• •	2	• •	4	•	5
Attended A Sports Event66-1	• •	2		4	•	5	12-1	••	2	••	4	•	5
Participated In A Sports Or													
Fitness Activity67-1	• •	2	••	4	•	5	13-1	••	2		4	•	5
Attended A Course Or Taken							1						
A Lesson In Some Subject							1						
During Your Leisure Time68-1	• •	2	• •	4	•	5	14-1	••	2	• •	4	•	5
Dined Out In A Restaurant					•		1						
For Pleasure		2	••	4	•	5	15-1	••	2	••	4	•	5

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

MALE HEAD16-	-1
FEMALE HEAD	2
MALE AND FEMALE HEAD EQUALLY	3
OTHER PERSON (SPECIFY)	4

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

IF RANGE GIVEN, CODE HIGHER FREQUENCY LC	BLA	WS DOM	INION	MIRA FOOD		<u>T</u>	IGA	<u>.</u>	AGP	0	THERS
2 OR MORE TIMES A WEEK17	7-1	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	٠.	6	• •	6
SELDOM OR NEVER	7	••••	7	••••	7	•••				••	7

IF BOTH HEADS PRESENT, ASK Q. 17 TO 20 OF EACH HEAD INDIVIDUALLY. IF ONLY ONE HEAD PRESENT DO NOT HAVE HIM/HER ANSWER FOR ABSENT HEAD. INFORMATION FOR ABSENT HEAD MUST 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 HEAD INDIVIDUALLY.

RECORD UNDER "MALE HEAD" OR "FEMALE HEAD" AS APPLICABLE.)

	MALE HEAD	FEMALE HEAD
Very Much	24-1	25-1
A Fair Amount	2	2
Not Too Much	3	3
Can't Say Yet	4	4
Never Use	5	5

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 INDIVIDUALLY) (RECORD UNDER "MALE HEAD" OR "FEMALE HEAD" AS APPLICABLE)

	MALE HEAD	FEMALE HEAD
Very Useful	26-1	27-1
Fairly Useful	2	2
Not Too Useful	3	3
Can't Say	4	4
Never Use	5	5

19. About how often 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 LIST) (ASK OF EACH HEAD INDIVIDUALLY. RECORD UNDER "MALE HEAD" OR "FEMALE HEAD" AS APPLICELE)

	MALE HEAD	FEMALE HEAD
3 Or More Times A Day	.28-1	29-1
2 Times A Day	2	2
Once A Day	3	3
5 Or 6 Times A Week	4	4
3 Or 4 Times A Week	5	5
1 Or 2 Times A Week	6	6
Less Than Once A Week	7	7
Never	8	8

20. (HAND 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 "FEMALE HEAD" AS APPLICABLE)

	MALE HEA	.D			PEMALE H	EAD		
	STRONGLY		DISA-	STRONGLY	STRONGLY		DISA-	STRONGLY
	AGREE	AGREE	GREE	DISAGREE	AGREE	AGREE	GREE	DISAGREE
The Written Instruc- tions That Came With The Teletext Equip- ment Are Helpful	20_1	2	2	4	24.4	n .	١.,	
The Numbering System Of The Teletext Pages								
Is Confusing It Is Difficult To Figure Out How To								
Use The Keypad It Is Difficult To Read The Teletext .					.36-1 .	2 .	3	4
Print	33-1 .	2 .	3 .	4 .	.37-1 .	2 .	3 •	4

21. (HAND 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 QUITE OFTEN OR OCCASIONALLY, ASK:) Which of the statements at the bottom of the card best describes how annoying this situation is?

	HAPPENS			IS							
	QUITE	occ	ASION-		VERY	QUIT	E	SOM	EWHAT	NOT	AT ALL
	OFTEN	ALL:	<u> </u>	NEVER	ANNOYING	3 ANNO	YING	ANNO	YING	ANNO	YING
You Can't Get Teletext At All	38-1	• • •	2	. 3	44-1	••••	2.	•••	3.	•••	4
The Decoder Won't Work When It Is First Turned On	39-1	•••	2	. 3	45-1	••••	2.	•••	3.	•••	4
Selected Teletext Pages Are Too Slow In Coming Up	40-1	•••	2	• 3	46-1	••••	2.	•••	3.	•••	4
The Decoder Sticks On One Page Or Channel And Won't Change When Requested	41-1	•••	2	• 3	47-1	••••	2.	•••	3.	•••	4
Dots, Lines, Or Snow Appear On A Teletext Page	42-1	•••	2	. 3	48-1	• • • •	2.	•••	3.	•••	4
When Watching Tele- vision, Part Of A Teletext Page Appears Without				•	40.1	٠					
Asking For It	43-1	• • •	2	. 3	49-1 (50/74)	••••	۷.	•••	3.	•••	4

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 OBJECTS 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 RESPONDENT GIVES CODE NUMBER, VERIFY BY REFERRING TO NOUR CARD AND REPEATING CATEGORY)

(WHEN ABOVE INFORMATION RECORDED, ASK:) Does (READ NAME) ever use the television set to which the teletext is attached? (RECORD UNDER -g) BELOW)

DBIO N J	7-6							
-a)	لستينيا	<u>-b)</u>		-c)	-d)	-е)	-f)	-g)
			FE-		GROUP		HOLD	TELETEXT TELE-
PIRST NAME				(WRITE IN	-	(WRITE IN CODE)	(WRITE IN	
FIRST BARE		(CIM	JUE!	WDE!	WDE!	WDE!	WDE!	YES NO
1.		8-1	. 2	9	10	11	12	.13-1 . 2
2.		14-1	• 2	15	16	17	18	.19-1 . 2
3.		20-1	. 2	21	22	23	24	.25-1 . 2
4.		26-1	. 2	27	28	29	30	.31-1 . 2
5.		32-1	. 2	33	34	35	36	.37-1 . 2
6.		38-1	. 2	39	40	41	42	.43-1 . 2
7.		44-1	. 2	45	46	47	48	.49-1 . 2
8.		50-1	. 2	51	52	53	54	•55-1 · ²

		- 12 -	.D -3 3
3.	(ASK FOR MALE AND FEMALE	HEAD WHETHER PRESENTLY EMPLOYED OR	NOT)
	Where is it that you work	(ed)?	
	- -	on? What type of work do (did) you APPROPRIATE. IF ONLY ONE HEAD PRI D)	
		MALE HEAD	FEMALE HEAD
	NAME/TYPE OF C	OMPANY YNA9MC	
	POSITION/TYPE	OF WORK DONE	
		56- 57-	58- 59-
	CATEGORY	•	.1
		f this household before taxes? Ple embers and from all sources. Just	
	CATEGORY		
	1	LESS THAN \$10,00060-	·1
	2	\$10,000 TO \$14,999	2
	3	\$15,000 TO \$19,999	3
	4	\$20,000 TO \$24,999	4
	5	\$25,000 TO \$29,999	5
	6	\$30,000 TO \$39,999	6
	7	\$40,000 TO \$49,999	7
	8	\$50,000 TO \$59,999	8
	9	\$60,000 OR MORE	9
		DON'T KNOW61-	-1
		REFUSED	2

OF THEM, SAY: I will have to phone back to speak to (NAME OF ABSENT HEAD) and get his/her answers to some of these questions, when would be a good time for me to call?

DAY: .	
DATE:	
TIME:	

THANK RESPONDENT AND THEN TRY TO SOLVE ANY PROBLEMS WITH TELETEXT. IF NOT POSSIBLE, SAY YOU WILL REPORT THE PROBLEM AND RECORD ON REPORT PAGE.

HOUSEHOLD	IDENTIFICATION:	<u> </u>
MOOSEMOLD	IDENTIFICATION:	

INTERVIEWER'S REPORT SHEET

1. Teletext Test:

- 1. Get the Iris logo.
- 2. Start the stopwatch as soon as you have entered GO (following the page number).
- 3. Stop the stopwatch when the requested page is starting to be printed and then freeze the page (PRESS PAUSE).
- 4. Register the waiting time for each of the following pages and reset stopwatch to zero each time.
- 5. Go directly from one page to the other in the following order: 60, 10,

	PUNCH (AND START STOP- WATCH)	PAGE STARTS TO BE PRINTED (STOP STOPWATCH)	WRITE IN WAITING> TIME	(RESET WATCH TO ZERO)	FULL PAGE APPEARED	ONLY PART PAGE 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	- žo -	20	secs	71/73	77-1	2

Reception Quality:

CIRCLE NUMBER	DESCRIBE PROBLEM
System Not Working78-9	
Major Problem, Not Able To Read 1	
Fairly Major Problem Barely Readable 2	
Substantial Interference But Still Readable 3	
Some Interference But Quite Readable, Clear	
No Problem At All, Very Clear 5	

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

	80-1 2
-b)	(IF YES:) Assistance given on using the system (describe briefly what respondent's problem was).
DATE:	,1983 TIME:
INTERV	IEWER:

COVERING LETTER SENT WITH JUNE DIARY TO PARTICIPATING HOUSEHOLDS IN TORONTO

Dear Project INIS Participant(s)

Thank you for your continued interest and participation in the CBC teletext trials, project IRIS. We are now sending you a 'Household Diary of Teletext Use' for the week of Monday June 6 to Sunday June 12. It is to be used by all 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 on the final "comment" page.

Whenever anyone does use teletext, we will want to know:

- . at what time they started and finished viewing
- If CBLT or some other station was used to get teletext
- . which pages and sub-pages were viewed
- who read or looked at these pages and who used the keypad to make them appear
- what television station, if any, this same television set was tuned to before and after each teletext use.

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

Thank you for your help.

INTERVIEW FORMAT USED WITH PHASE I PARTICIPANTS
TO DETERMINE THEIR INTEREST IN CONTINUED PARTICIPATION
(The interviews were held during August and September, 1983.)

IRIS PROJECT

TELEPHONE REPORT SHEET

Hello. May	I please speak to Mr	0
Mrs/ Ms	(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 _____ 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 house-hold 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?

- 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 CALL" 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 FACIS

Vancouver Toronto Ottawa Montreal Advision of SK/CF Inc.



Canadian Facts 1075 Bay Street, Toronto Ontario M5S 2X5 (416) 924-5751

Dear Project IRIS Participant(s):

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 CBC, 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 sub-titling 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 21-27. 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

Gary L. Halpenny, Vice-President.

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 teletext 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 project 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.



NOTICE TO PARTICIPATING HOUSEHOLDS IN TORONTO INCLUDED WITH NOVEMBER DIARY AND COVERING LETTER

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?

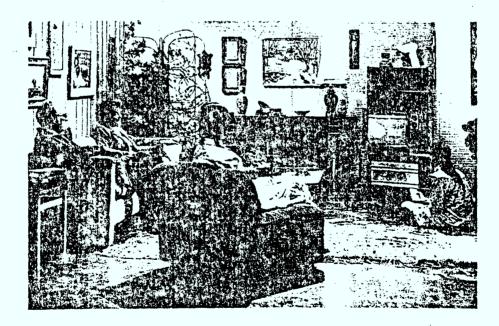
Only that you agree to allow your name(s) to be sent to others that took part so that they too will know the outcome of the draw.

HOUSEHOLD DIARY OF TELETEXT USE

WEEK OF	MONDAY	,TO SUNDAY,	1983
AAFFIV OI	MONDAI	,	, 1300



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



Household #	
Location #	

PAGE 1 OF DIARY

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.

.32

			Mon.	Tue.	Wed.	Thur.	Fri.	Sat.	Sun.				
١.	Today is .	? (tick)	₽/	0			0						
•	Before usin	g Teletext, this television was Off □ on □ and		·	of Station	Original C	Channel No.	•					
	To get thes	e Teletext pages, did you use CBL			some other T		tick/write in	-					
	The time sh	own at the top of the first Teletext	screen that a	ppeared wa	Н	our /8	• / /	Minutes					
		text pages did you read or look ain page number and circle all sub-	_		•								
	Main Number		Sub-pag	ge Numbers	;			Other Sub-Pag	- 1				
_	10	.00.01 .02 .03 .04 .05 .06	.07 .08 .09	. 10 .11 .	12 .13 .14	.15 .16 .17	.18 .19	v= v=.== 					
	11	.00.01.02.03 .04 .05 .06	.07 .08 .09	.10 .11 .	12 .13 .14	.15 .16 .17	.18 .19						
_	12	.00 .01 .02 .03 .04 .05 .06	.07 .08 .09	.10 .11 .	12 .13 .14	.15 .16 .17	.18 .19						
r	15	(00.01,021.03.041.05.06	07 .08 .09	. 11. 10,	12 .13 .14	.15 .16 .17	.18 .19						
-	20	.00.01 .02 .03 .04 .05 .06	.07 .08 .09	.10 .11 .	12 .13 ,14	.15 46) 17	8 .19						
	23	.00/.01/.02/.03/.04/.05 .06	.07 .08 .09	.10 .11 .	12 .13 .14	. 16 . 16 . 17	.18 .19	· · · · · · · · · · · · · · · · · · ·					
		.00 .01 .02 .03 .04 .05 .06	.07 .08 .09	.10,11	25 3 .14	.15 .16 .17	.18 .19						
r		.00 .01 .02 .03 .04 .05 .06	.07 .08 .09	.10	12 :13 :14	.15 .16 .17	.18 .19						
-		.00 .01 .02 .03 .04 .05 .06	.07 .08 .09	.10	12 .13 .14	.15 .16 .17	.18 .19						
		.00 .01 .02 .03 .04 .05 .06											
_	If not enough	space, continue on next page.)	17	/					······				
	The time si		wed was		Hour /8	.5/ N	Minutes en)						
	After using	Teletext, this television was Turned Off Left On	. / .	<i>in)</i> nd tuned to		LT ne of Station	Original	5 Channel No.	·				
		d or looked at these Teletext pages? ox to indicate everyone who viewed	1		ale Head	Bor	<i>ل</i> ــــــــــــــــــــــــــــــــــــ						
		ntrolled the keypad to make these pear? (circle box to indicate)		Female Head Carol									
	(c) If you ha	d visitors, how many watched?	(V	7 -	·····	Jim		·					
	_	(number)				Kares	n ·						
													

		Mon.	Tue.	Wed.	Thur.	<u>Fri.</u>	Sat.	Sun.
Today is	? (tick)							
Before u	sing Teletext, this television was	? (tick/wr	ite in)		,			
	Off 🗆 On 🗆 🍑 and	tuned to	Name	e of Station	Original C	Channel No.		
T	Talahan aras didunung CRI	T /ebonnel 5	(achie 6) or	some other T	· · · · · · · · · · · · · · · · · · ·		···	
ro get tr	ese Teletext pages, did you use CBL CBLT 🏻	Other chai				(IICK/WFILE II	-	
				Name of Sta	ation Orig	inal Channe	No.	
The time	shown at the top of the first Teletext	screen that	appeared wa		our	•	Minutes	
					write in as sh	own on scre	en)	
Which 1	eletext pages did you read or look	at during th	is Teletext	viewing session	on?			
	main page number and circle all sub	_		•)		
Main		`Sub-pa	age Number	s			Othe	
Number	.00 .01 .02 .03 .04 .05 .06	·	-		15 16 17	7 10 10	Sub-Pa	ges
	.00 .01 .02 .03 .04 .05 .06				-			
	.00 .01 .02 .03 .04 .05 .06	· · · · · · · · · · · · · · · · · · ·	,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,					
	.00 .01 .02 .03 .04 .05 .06							
	.00 .01 .02 .03 .04 .05 .06		· · · · · · · · · · · · · · · · · · ·					
	.00 .01 .02 .03 .04 .05 .06							
	.00 .01 .02 .03 .04 .05 .06							
	.00 .01 .02 .03 .04 .05 .06							
· ·	.00 .01 .02 .03 .04 .05 .06						- 1 	
	.00 .01 .02 .03 .04 .05 .06	· · · · · · · · · · · · · · · · · · ·						
(If not eno	ugh space, continue on next page.)	7.07.00.0		.12 110 114				
. The tim	e shown on the last Teletext screen v	iewed was .	?	Hour	•	Minutes		
				(write in as s	shown on scr	een)		
After us	ing Teletext, this television was	_	ite in)					
	Turned Off Left On		and tuned to		ne of Station	Original	Channel No.	
(a) Who	read or looked at these Teletext pages	? View	/ers			• · · · · · · · · · · · · · · ·		
(chec	k box to indicate everyone who viewe	(d)]	ale Head	R			
•	controlled the keypad to make thes	e] -		DOE	3		
page	s appear? (circle box to indicate)] Fe	emale Head	Boé CAR SUS,	OL		
(c) If you	had visitors, how many watched?		<u> </u>		505,	SN		
	(number)		-		Jin	1		
1	•				KAR	REN		
					~~~~~			· · · · · · · · · · · · · · · · · · ·
l }			J . <b>~</b>					

## FINAL ASSESSMENT QUESTIONNAIRE - LONG VERSION (administered to continuing participants)

CANADIAN FACTS TORONTO, ONTARIO

	STUDY	LD755
7-2		

	TIME STARTED:
BLUE SECTIONASK MALE HEAD	
OF HOUSEHOLD	TIME
	FINISHED: 8/10

### MAIN QUESTIONNAIRE

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

AVERAGE NUMBER OF	
Times per week:	11/13

- 2. I'm now going to read you a list of the various program sections that are on the Teletext 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 feel that the material was very good, good, fair or poor? (RECORD BELOW UNDER Q. 3)

	Q. 2						<b>Q.</b> 3					
	PREQUENT LY		OC- CASION- ALLY	OR	RELY VER	DON'T KNOW	VERY GOOD	GOOD	PAIR	POOR		MON T
The News Section	14-1 .		. 2 .		3	. 9	22-1	2 .	. 3	4	•	9
The Weather Section	15-1 .		. 2 .	• .	3 .	. 9	23-1	2 .	. 3	4	•	9
The Sports Section	16-1 .		. 2 .		3 .	. 9	24-1	2 .	. 3	4		9
The Financial Section	17-1 .		. 2 .	•	3 .	. 9	25-1	2	. 3	4		9
The Section On Books, Restaurants, Entertain- ment And The Arts	18-1 .	••	. 2 .	•	3 .	9	26-1	2	. 3	4	•	9
The Part Giving Information On Local Community Events	19-1 .	•••	2 .		3 .	. 9	27-1	2	. 3	4	•	9
The Consumer, Health And Household Hints Section	20-1 .	• •	2 .	•	3 .	. 9	28-1	2	. 3	4	•	9
The Sections Containing Quizzes, Stories And Notes On History And Science	21-1 .	•••	., 2 .	•	3.	. 9	29-1	2	. 3	4	•	9

- 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 ... (READ LIST) ? (RECORD UNDER Q. 4 BELOW)
- 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, I would like to ask your opinion about the frequency with which the content in each section was changed. Was the content in the (READ SECTION) updated or changed more often than necessary, about right or not often enough? (RECORD UNDER Q. 6 BELOW)

	Q. 4					.	Q. 5							_	Q. 6							
		ABO	ir.			١		AR	out						MORE							
	<b>T</b> 00	RIG		100	DON'T	٠	<b>T</b> 00		GHT		00	I	ON '	r	NECES	S- 2	ABOU	T N	ЮТ	Đ	ON'T	
	YNAM	NUM	BER	PEW	KNOW	-	MUCH	AM	OUN	T L	ITT	LE I	CNOW	-	SARY	1	RIGH	TE	NOUG	H K	NOW	
TELETRAT SECTIONS:																						TELETEXT SECTIONS:
The News Section30	0-1	. 2	•	3	9		38-1		2		3	••	9	•	46-1	••	2	•	3	••	9	The News Section
The Weather Section3	1-1	. 2	•	3	9	٠	39-1	•	2	•	3	• •	9		47-1	••	2		3	••	9	The Weather Section
The Sports Section3	2-1	. 2	•	. 3	9	-	40-1	•	2		3	••	9	•	48-1	••	2		3	••	9	The Sports Section
The Financial Section3	3-1	. 2	•	3	9	$\cdot$	41-1	•	2	•	3	••	9	•	49-1	••	2	•	3	••	9	The Financial Section
The Section On Books, Restaurants, Entertainment																						The Section On Books, Restaurants, Entertainment
And The Arts34	1-1	. 2	•	3	9		42-1	•	2	•	3	••	9	•	50-1	••	2	•	3	••	9	And The Arts
The Part Giving Information		2		•	0		42 1		_		•		•		E. 1		_		2		•	The Part Giving Information
On Local Community Events .35	)~ I	. 2	•	3	9	1	43-1	•	2	•	3	••	9	•	51-1	••	2	•	3	••	9	On Local Community Events
The Consumer, Health And Household Hints Section36	5~1	. 2	•	3	9		44-1		2		3		9		52~1		2	•	3	••	9	The Consumer, Health And Household Hints Section
The Sections Containing																						The Sections Containing
Quizzes, Stories And Notes On History And Science37	7-1	. 2	•	3	9		45-1	•	2		3		9		53-1	••	2		3		9	Quizzes, Stories And Notes On History And Science

7 <b>-a</b> )	Overall, how interesting did you personally find the content of the Teletext service? Did you find it to be (READ LIST) ?
	Very Interesting54-1
	Quite Interesting 2
	Not Too Interesting 3
	Not At All Interesting 4
-b)	And how useful did you find the Teletext service to be? Was it (READ LIST) ?
	Very Useful55-1
	Quite Useful 2
	Not Too Useful 3
	Not At All Useful 4
8.	As you may recall, there were a number of advertisements which appeared on the Teletext service.
-a)	How favourable or unfavourable was your overall reaction to the advertisements? Was it (READ LIST) ?
	Very Favourable56-1
	Quite Favourable 2
	Not Very Favourable 3
	Or, Not At All Favourable 4
	(DO NOT READ) DID NOT SEE THEM ENOUGH TO
	JUDGE 9
<b>-</b> b)	In your opinion, were the advertisements changed (READ LIST) ?
	More Often Than Necessary57-1
	About Right 2
	Not Often Enough 3
	(DO NOT READ)DID NOT SEE THEM ENOUGH TO JUDGE
9.	I would now like to ask a few questions about the graphics that were used on the Teletext.
-a)	Overall, how would you rate the graphics? Were they (READ LIST) ?
	Very Good58-1
	Good 2
	Fair 3
	Poor 4
-b)	And were the graphics changed (READ LIST) ?
	More Often Than Necessary 59-1
	About Right 2
	Not Often Enough 3
-c) ∧~	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 level of graphics that were used during the trial period, would you prefer (READ LIST)?
	More Pages With Craphics
	More Pages With Graphics60-1  About The Same Number Of Pages With Graphics 2
	Fewer Pages With Graphics 3
(DO N	OT READ) DON'T CARE/NO PREFERENCE 4
	•

	CK BOX BELOW AND G	5 10 AND 1			N OTHE	R SECT	ION	[	1	
0 <b>-</b> a)	Did you or anyor subtitling featu		_		old use	e the	closed	captio	oning o	r the
		YES				51-1				
							GO TO			
					•••••	1		1)		
-b)	Was this feature	e used	(READ	LIST)	?					
		Frequ	ently			52-1				
		=	-							
		Or, Hard		-						
<del>-</del> c)	What did you or (WRITE IN BELOW			-	house	nold t	hink a	bout ti	his fea	ture?
								<del></del>		63-
	***************************************									64
	**************************************	<del></del>								65
-d)	Is there anyone	in your h	ouseho	ld who	is ei	ther d	eafor	heari	ng impa	ired?
		YES	• • • • •	•••••	• • • • •	66-1				
		NO .	• • • • •	• • • • • •	• • • • • •	. 2				
1 <b>-</b> a)		to read y d during t would lik ften, occa em is (REA	ou a l he las e you sional D FIRS	ist of t coup to tel ly, or	some le of l me w never	of the months hether • Did t	problyou hyou e	ems wh ad you xperie ppen t	ich you r equip nced th o you q	might ment. e uite
-b )	<del>-</del>	ASK:) Wh	en <u>(RE</u> nnoyin	AD PRO	BLEM), te ann	would oying,	you s	ay tha	t you f	ound
		Q. 11-a) OC-			0. 11	-b)				
		QUITE CAS	ION-		VERY		)ITE		HAT NOT	
PROBI	LEMS:	OFTEN ALL	<u> Y                                   </u>	EVER	ANNOY	ING A	MOYING	ANNOY	ING AND	OYING
a) :	You Couldn't Get Teletext At All	67_1 2		3	71-1		2	3		4
) (c	The Decoder Wouldn't Work When It Was First					•			••••	
:) :	Turned On Selected Teletext		•••	3.	.72-1	••••	2	•• ,3	••••	4
	Pages Were Too Slo In Coming Up			3.	.73-1	• • • •	2	3	••••	4
a) 1	The Decoder Stuck On One Page Or Channel And									
(	citatines Alia									

### 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 often you (READ FIRST METHOD)? (REPEAT FOR EACH METHOD)

	PREQUENCY OF USE
	REGULARLY OCCASIONALLY HARDLY EVER
USAGE	METHOD:
i)	Called Up Teletext During A Break For Commercials While Watching A Television Program8-1 2 3
ii)	Called Up Teletext During A Dull Or Uninteresting Part Of A Program You
	Were Watching 3
iii)	Selected Individual Pages By Number10-1 2 3
iv)	Used GO Button To Make The Next Page Of The Magazine Appear More Quickly
v)	Let Pages Roll By Automatically While Reading All Or More Of The Pages12-1 2 3
vi)	Let Pages Roll By Without Paying Much Attention To Them And Only Reading The Occasional Page
13.	In which of the three following ways did you use Teletext most often? (READ LIST)
	Selected Individual Pages By Number14-1
	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

14-a) Within about how many years do you expect to buy a new colour television set? (DO NOT READ LIST)

	(CIRCLE APPROPRIATE NUMBER. IF RESPONDENT GIVES A RANGE, CIRCLE THE HIGHER NUMBER.)
	LESS THAN 1 YEAR15-1
	1 YEAR 2
	2 YEARS 3
	3 YEARS 4
	4 YEARS 5
	5 YEARS 6
	6 YEARS 7
	7 YEARS 8
	8 YEARS16-1
	9 OR MORE YEARS 2
	DON'T KNOW 9
-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 choicesthe standard model or the deluxe model. The two are <u>identical</u> 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 <u>up to \$200</u> 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 BELOW)
	\$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 Teletext 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? (WRITE IN BELOW)
	\$20/22
	WOULD NOT PAY ANY MORE []
	DON'T KNOW[]
INTE	ERVIEWER NOTE:
,	CK AMOUNTS RECORDED IN 14-b) AND 14-c). IF VALUE IN 14-c) IS SMALLER THAN IN 14-b), CHECK TO MAKE SURE THAT RESPONDENT UNDERSTOOD THE QUESTION.

15. Over the last while, people have suggested a number of topics that could be included as part of the Teletext service. As I read each of these topics, please tell me whether you would want it to be available on Teletext "very much", "a fair amount" or "not very much". How much would you personally want (START WITH X'D STATEMENT) on Teletext? (REPEAT FOR EACH STATEMENT)

<u>v</u>	ery much	A FAI		r very
Horos copes	23-1	2	•••••	3
Personal Advice Column	24-1	2	• • • • • •	3
Legal Information	25-1	2	•••••	3
Classified Ads	26-1	2	• • • • • • •	3
Information About Movies	27-1	2		3
Quizzes And Puzzles	28-1	2		3
Schedules Of Sporting Events	29-1	2		3
Ski Reports	30-1	2	• • • • • • •	3
Financial News	31-1	2	• • • • • •	3
Stories And Gossip About The Entertainment				
World		2	• • • • • • •	3
Weather		2	• • • • • • •	3
Information On Theatre And Musical Events		2	• • • • • • • •	3
Restaurant Reviews		2	•••••	3
Book Reviews		2	• • • • • • •	3
Museum And Art Gallery Information	37-1	2	•••••	3
List Of Top 10 Records		2	•••••	3
CBC TV Schedules	39-1	2	•••••	3
CBC Radio Schedules	40-1	2	•••••	3
Household Hints	41-1	2		3
Gardening Hints	42-1	2	•••••	3
Consumer Hints		2	• • • • • • •	3
Recipe And Cooking Hints	44-1	2	•••••	3
Health Information	45-1	2	• • • • • • •	3
Job Listings	46-1	2		3
Travel Hints And Features	47-1	2	• • • • • • •	3
Fashion News And Hints	48-1	2	•••••	3
Lottery Results	49-1	2	• • • • • • •	3
Comparative Supermarket Prices	50-1	2	•••••	3
Local News	51-1	2	• • • • • • •	3
International News	52-1	2	•••••	3
National News	53-1	2		3
Editorials On The News	54-1	2		3
Schedules Of Community Events	55-1	2	• • • • • • •	3
Traffic Reports	56-1	2		3
Airport Arrivals And Departures	57-1	2	•••••	3
Sports Stories And Results	58-1	2	• • • • • • •	3
Children's Stories	59-1	2		3
Historical Notes	60-1	2	• • • • • • •	3
Scientific Notes	61-1	2		3
Livestock And Grain Prices	62-1	2	• • • • • • •	3
Summer Sports Information Such As Camping,				
Fishing And Swimming	63-1	. 2	• • • • • • •	3

,

X

16.	During	the	peri	od tha	t you	ı had	Telete	xt,	Ι'd .	like	to	know	how	much	you	used
	other	sour	es o	f news	and	info	rmation	COM	pare	d to	whe	n you	adid	not	have	è
	Telete	ext.														

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

sou	JRCES	i:						:	MORE	2	BOU HE AME		L	ess	4	OT PPLIC	CABL
a)		•	sion					6	4-1		2			3			
<b>b</b> )	Rad	lio .		• • • • •	• • • • •		• • • • •	6	5-1		2	• •		3			
c)	New	spap	ers				• • • • •	6	6-1		2			3			
d)	Cab	ole 1	I VI	nform	nation	n Cha	nnels	6	7-1	••	2	••		3	•••	[]	
WRITE IN	OTH	er i	RESPO	ONSES	3												
									<del></del>								-
																	- 1
Compared	i to	the	info	orma t	ion (	Chann	els p	rovi d	ed by	, th	ne 1	oca	1	cab	ole co	omoai	
how woul	ld yo	ou ra	ate 1	Telet IST)	as ti	as a he ca	source	e of nform	infor ation	mat n ch	ion	?	Wo				
Compared how woul Teletext	ld yo	ou ra	ate 1 AD Li Bet	Telet IST) tter	as ti	as a he ca	source ble i	e of nform	infor	mat n ch	ion	?	Wo				
how woul	ld yo	u ra (RE)	AD L	Telet IST) tter out T	as the Sa	as a he ca 	source ble in	of of orm	infor	mate ch	ion ann	?	Wo				
how woul	ld yo	ou ra (RE)	Bet Abo Abo	Telet IST) tter out T	as the Sa	as a he ca	source ble in	e of nform	infor ation	mat n ch	ion iann -1 2 3	? els	<b>W</b> O1	uld	. you	say	tha
how woul Teletext	ld yo	ou ra (RE)	Bet Abo Abo	Telet IST) tter out T	as the Sa	as a he ca	source ble in	e of nform	infor ation	mat n ch	ion iann -1 2 3	? els	<b>W</b> O1	uld	. you	say	tha
how woul Teletext	ld yo	ou ra (RE)	Bet Abo Abo	Telet IST) tter out T	as the Sa	as a he ca	source ble in	e of nform	infor ation	mat n ch	ion iann -1 2 3	? els	<b>W</b> O1	uld	. you	say	tha
how woul Teletext	ld yot is	ou ra (RE)	Bet Abo Abo	Telet IST) tter out T	as the Sa	as a he ca	source ble in	e of nform	infor ation	mat n ch	ion iann -1 2 3	? els	<b>W</b> O1	uld	. you	say	tha
how woul Teletext	ld yot is	ou ra (RE)	Bet Abo Abo	Telet IST) tter out T	as the Sa	as a he ca	source ble in	e of nform	infor ation	mat n ch	ion iann -1 2 3	? els	<b>W</b> O1	uld	. you	say	tha abou

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

- 1. TURN TO PAGE 1 OF MAIN QUESTIONNAIRE AND FILL IN TIME INTERVIEW COMPLETED.
- 2. ASK TO SPEAK TO OTHER HOUSEHOLD MEMBER IF INTERVIEW WITH THAT PERSON NOT COMPLETE.

# FINAL ASSESSMENT QUESTIONNAIRE - SHORT VERSION (administered to dropouts)

	IAN FACTS NO, ONTARIO	STUDY LD755
	BLUE SECTIONASK MALE HEAD OF HOUSEHOLD	TIME STARTED: TIME PINISHED: 8/10
	MAIN QUESTIONNAIRE (SHORT)	
1.	On average, about how many times per week would y watched any items on the Teletext service? (WRITAL AVERAGE NUMBER OF TIMES PER WEEK:	TE IN BELOW)
	QUESTIONS 2 TO 6 NOT ASKED	(14/53)
7-a)	Overall, how interesting did you personally find text service? Did you find it to be (READ L)	
	Very Interesting54-	-1
	Quite Interesting	2
	Not Too Interesting	3
	Not At All Interesting	4
<b>-</b> b)	And how useful did you find the Teletext service LIST) ?	to be? Was it (READ
	Very Useful55-	-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.

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 (READ FIRST PROBLEM). Did this happen to you quite often, occasionally or never? (REPEAT FOR EACH STATEMENT) (RECORD BELOW UNDER Q. 11-a))

-b) (FOR EACH PROBLEM OCCURING "QUITE OFTEN" OR "OCCASIONALLY" IN Q. 11-a) (CODES 1 OR 2), ASK:) 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 BELOW UNDER Q. 11-b))

	<u>Q.</u>	11-a)			-	Q. 11-b)	•			
			SION-	MEVE	<u> </u>	VERY ANNOYING	QUITE			AT ALL OYING
PRO	BLEMS:									
a)	You Couldn't Get Teletext At All67-		2	. 3		.71-1	2 .	3	••••	4
b)	The Decoder Wouldn't Work When It Was First Turned On68-		2	. 3		.72-1	2 .	3	••••	4
c)	Selected Teletext Pages Were Too Slow In Coming Up69-		2	. 3	•	.73-1	2 .	3	••••	
d)	The Decoder Stuck On One Page Or Channel And Wouldn't Change When Requested70-	١.	2	. 3	•	.74-1	2 .	3	••••	4

QUESTIONS 12 AND 13 NOT ASKED

(8/14)

14-a) Within about how many years do you expect to buy a new colour television set? (DO NOT READ LIST)

- 3 -

(CIRCLE APPROPRIATE NUMBER. IF RESPONDENT GIVES A RANGE, CIRCLE THE HIGHER NUMBER.)

LESS THAN 1 YEAR15-	1
1 YEAR	2
2 YEARS	3
3 YEARS	4
4 YEARS	5
5 YEARS	6
6 YEARS	7
7 YEARS	8
8 YEARS16-	1
9 OR MORE YEARS	2
DON'T KNOW	9

-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 <u>identical</u> 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 <u>up to \$200</u> more than the standard model.

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

\$							17/1
WOULD	NOT	PAY	ANY	MORE	•••	[]	
DONLE	rator.	.,				f 3	

-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 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? (WRITE IN BELOW)

\$	20/22
WOULD NOT PAY ANY MORE	[]
DON'T KNOW	[]
	(32)

(23/68)

### INTERVIEWER NOTE:

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

### QUESTIONS 15 TO 17 NOT ASKED

8.	Finally, Teletext		have	any	further	comments	that	you	would	like	to	make	about
		· · · · · · · · · · · · · · · · · · ·											69-
													70-
									<del></del>				71-
													72-
												( .	73/75)

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

- 1. TURN TO PAGE 1 OF MAIN QUESTIONNAIRE AND FILL IN TIME INTERVIEW COMPLETED.
- 2. ASK TO SPEAK TO OTHER HOUSEHOLD MEMBER IF INTERVIEW WITH THAT PERSON NOT COMPLETE.

### APPENDIX E

FRENCH QUESTIONNAIRES AND OTHER RESEARCH MATERIALS

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# ÉTUDE DE MISE À L'ESSAI DU TÉLÉTEXTE QUESTIONNAIRE DE RECRUTEMENT

RECRUITMENT QUESTIONNAIRE

Nous f	de Réalités Canadi faisons une étude pour le compte de Radio-Canada et masculin du foyer, soit au chef féminin.	ennes, une maison de sondage. j'aimerais parler soit au
	ICUN CHEF (MASCULIN OU FÉMININ) DISPONIBLE, CESSEZ L APPORT DES CONTACTS	'INTERVIEW ET INSCRIVEZ SUR
REFAIT	TES VOTRE INTRODUCTION SI NÉCESSAIRE.	
1.	INSCRIVEZ SEXE DU/DE LA RÉPONDANT(E): MASCULIN FÉMININ	8 -1
2.	En premier lieu, dites-moi quelle langue est parlé maison? (NE LISEZ PAS LA LISTE)	e <u>le plus souvent</u> à la
	FRANÇAIS □	
	AUTRE CESSEZ L'INTER EFFACEZ ET IN: SUR LE RAPPOR	VIEW, SCRIVEZ T DES CONTACTS
3.	Travaillez-vous, ou d'autres membres de votre foye les domaines suivants: (LISEZ LA LISTE)  NON	er travaillent-ils dans
	La publicité ou les relations publiques 🛛 .	. CESSEZ L'INTERVIEW,
	La recherche du marché ou les sondages [] .	. D EFFACEZ ET INSCRIVEZ SUR
	La radio, la télévision ou les journaux 🛛 .	.   LE RAPPORT DES CONTACTS
Une no Télido sélect	LE PARAGRAPHE SUIVANT:  Duvelle utilisation de la télévision qui se sert de  purelle utilisation de la télévision qui se sert de  pur sera mise à l'essai sous peu dans cette région.  cionne à Montréal un échantillon de familles qu'elle  pur système télétexte à domicile. Mais, auparavant,  gnements au sujet de votre foyer pour pouvoir fair.	La Société Radio-Canada e invitera à essayer le nous avons besoin de quelques
4-a)	Combien avez-vous de téléviseurs en état de foncti (INSCRIVEZ SOUS Q. 4-a) CI-DESSOUS)	
-ь)	(SI A DES TÉLÉVISEURS À LA Q. 4-a), DEMANDEZ:) En téléviseurs couleur? (INSCRIVEZ SOUS Q. 4-b) CI-C	
	Q. 4-a) NOMBRE DE TÉLÉVISEURS	Q: 4-b) NO. DE TÉLÉ-CDULEURS
	AUCUN CESSEZ L'INTERVIEW, EFFACEZ ET INS- UN 9- 1 CRIVEZ SUR LE	CESSEZ L'INTERVIEW. EFFACEZ ET INS 10-1 CRIVEZ SUR LE
	RAPPORT DES DEUX	RAPPORT DES 2 CONTACTS.
	TROIS 3	3

. 5.	J'aimerais maintenant vous poser quelques questions au sujet de votre principal télé-couleur, c'est-à-dire, l'appareil que les adultes du foyer regardent le plus souvent.
-a)	A quand remonte la date de fabrication de ce téléviseur? (NE LISEZ PAS LA LISTE)  MOINS DE 5 ANS
-b)	Ce téléviseur est-il branché à (LISEZ LA LISTE)?  Une antenne "oreilles de lapin"
	Votre propre antenne de toit individuelle 2  Une grande antenne maîtresse sur votre immeuble 3
	Du au câblevision fourni par une
	compagnie distributrice du câble
	Recevez-vous des canaux de télévision américains sur cet appareil?
	OUI13-1 NON 2
-c)	Combien de canaux recevez-vous sur cet appareil? (LISEZ LA LISTE)
	Seulement les canaux numérotés entre 2 et l314-1 Ou, un plus grand nombre que cela
<b>-</b> d)	Avec cet appareil, avez-vous un convertisseur ou une commande à distance pour changer les canaux?  OUI
-e)	Dans quelle pièce gardez-vous cet appareil? (NE LISEZ PAS LA LISTE)
	CHAMBRE A COUCHER
	SALON 2
	SALLE DE JEUX/SALLE FAMILIALE 3
	SALLE DE SEJOUR
	AUTRE (PRÉCISEZ)
<b>-</b> f)	Quels types de prises de courant y a-t-il dans cette pièce? Y a-t-il (LISEZ LA LISTE)?
	Seulement des prises à 3 trous, c'est-à-dire, qui prennent les fiches à trois conducteurs
	Seulement des prises à deux trous 2
	Les deux 3 PAS CERTAIN(E) 4
,	
<del>-</del> g)	En <u>semaine</u> pendant <u>l'hiver</u> , environ combien d'heures par jour cet appareil est-il regardé par un adulte? (NE LISEZ PAS LA LISTE)
SI DONNE UI	
ÉVENTAIL	MOINS D'UNE HEURE 2
D'HEURES,	UNE A MOINS DE 2 HEURES 3  2 À MOINS DE 3 HEURES 4
L'ESTIMATIO	
LA PLUS	4 À MOINS DE 5 HEURES
ÉLEVÉE.	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 télévision. Environ combien d'heures passez-vous à regarder
	la télévision au cours d'une journée d'hiver ordinaire? (NE LISEZ PAS LA LISTE.
	INSCRIVEZ CI-DESSOUS SOUS CHEF MASCULIN/FÉMININ SELON LE CAS.)

-b)	(\$1	vous	PARLEZ	À	UN	HOMME,	DEMANDEZ:)	Υ	a-t-il	un	chef	féminin	au	fover?	
	(S1	VOUS	PARLEZ	À	UNE	FEMME.	DEMANDEZ:)	•	/ a-t-il	ur	n chef	masculi	n a	au foyer	- ?

0U I	19-1
NON	2 PASSEZ A Q. 7-a)

-c) Environ combien d'heures le chef masculin/féminin passe-t-il/elle à regarder la télévision au cours d'une journée d'hiver ordinaire? (NE LISEZ PAS LA LISTE. INSCRIVEZ CI-DESSOUS SOUS CHEF MASCULIN/FÉMININ SELON LE CAS.)

		CHEF MASCUL	1N F	HEF ÉMININ
	AUCUNE	20-1	2	1-1
SI DONNE UN	MOINS D'UNE DEMI-HEURE	2		2
ÉVENTAIL	UNE DEMI-HEURE À MOINS D'UNE HEURE	3		. 3
D'HEURES,	UNE HEURE A MOINS DE 2 HEURES	4		4
INSCRIVEZ	2 HEURES À MOINS DE 3 HEURES	5		5
L'ESTIMATION	3 HEURES À MOINS DE 4 HEURES	6		6
LA PLUS	4 HEURES À MOINS DE 5 HEURES	7		7
ÉLEVÉE	5 HEURES OU PLUS	8		8
	NE SAIT PAS	9		9

- 7-a) (TENDEZ CARTE 1) Maintenant, en pensant à tous les différents <u>canaux</u> de télévision que vous recevez chez vous, quel est <u>le</u> canal que vous, personnellement, regardez le plus souvent? (INSCRIVEZ <u>UNE SEULE</u> RÉPONSE CI-DESSOUS, SOUS CHEF MASCULIN/FEMININ SELON LE CAS.)
- -b) (REPORTEZ-VOUS À LA Q. 6-b). SI "OUI", DEMANDEZ:) Quel est le canal que le chef masculin/féminin regarde le plus souvent? (INSCRIVEZ <u>UNE SEULE</u> RÉPONSE CI-DESSOUS SOUS CHEF MASCULIN/FÉMININ SELON LE CAS.)

	CHEF MASCULIN	
CFTM (TVA) (CANAL IO)	.22-1	.23-1
CBFT (Radio-Canada) (CANAL 2)	2	2
CIVM (Radio-Québec) (CANAL 17)	3	3
CFCF (CTV) (CANAL 12)	4	4
CBMT (CBC) (CANAL 6)	5	5
UN CANAL AMERICAIN	6	6
(PAR EXEMPLE: WPTZ (NBC) (CANAL 5) WCAX (CBS) (CANAL 3)		
WEZF (ABC) (CANAL 22)	7	7
AUTRE CANAL FRANCAIS	8	8
AUTRE CANAL ANGLAIS  NE SAIT PAS		

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

STATIONS FRANÇAISES	CHEF MASCULIN	CHEF FÉMININ
AM		
CKAC (730) (TELEMEDIA)	24/25-01	.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
F <u>M</u>		
CITE-FM (107,3)	07	07
CKMF-FM ( 94,3)	0.8	08
CKOI-FM (96,9)	09	09
CFGL-FM (105,7)	10	10
CBF-FM (100,7) (RADIO-CANADA)	11	11
CIEL-FM ( 98,5)	12	12
AUTRE STATION FM	13	13
STATIONS ANGLAISES		
<u>AM</u>		
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
СӊОм-ғм ( 97,7)	20	20
CJFM-FM ( 95,9)	21	21
CBM-FM ( 93,5) (CBC)	22	22
ско-ғм (1470 )	23	23
AUTRE STATION FM	24	24
NE CONNAÎT PAS LA STATION	25	25
N'ÉCOUTE PAS LA RADIO	26	26

9.	grainmerais 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 <u>PAS</u> ÉVIDENT, DEMANDEZ:) Diriez-vous que c'es (LISEZ SEULEMENT LES TYPES <u>D'HABITATION APPLICABLES</u> POUR CE RÉPONDANT EN PARTICULIER)? (ENCERCLEZ LA RÉPONSE CI-DESSOUS)									
	Maison individuelle28-1									
	Maison semi-détachée 2									
	Maison en rangée 3									
	Duplex, triplex ou quadruplex 4									
	Immeuble de 5 à 7 appartements 5									
	Immeuble de 8 à 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 à cette même place dans six mois?  OUI									
10.	Quel type de système de chauffage avez-vous dans votre demeure? Avez-vous le (LISEZ LA LISTE)?									
	Chauffage à air chaud avec des bouches de chaleur30-1									
	Chauffage à eau chaude avec des radiateurs 2									
	Chauffage électrique 3									
	Chaufferettes portatives									
	ou poêle 4									
	Ou, Un autre type (PRÉCISEZ)									

11-a)	J'aimerais maintenant connaître les réactions de votre famille face aux
	nombreux articles nouveaux qui sortent sur le marché et qui sont destinés
	au foyer. (TENDEZ CARTE 3) Cette carte indique les réponses que vous
	pourriez possiblement donner. Comparée aux personnes que vous connaissez,
	diriez-vous que votre famille est habituellement parmi les premières, géné-
	ralement 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 nour la cuisine, comme le lave-vaisselle, le four auto-nettoyant, le robot de cuisine, le four à micro-ondes, etc.? (INSCRIVEZ CI-DESSOUS SOUS "CUISINE")

Et pour ce qui est des appareils pour le divertissement comme les jeux vidéo du genre Atari ou Intellivision, les magnétoscopes, les plus récentes chaînes 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 téléphoniques, les ordinateurs pour la maison, etc.? (INSCRIVEZ CI-DESSOUS SOUS ''PRATIQUE'')

	DIVER- CUISINE TISSEMENT PRATIQUE
	Parmi les <u>premières</u> 31-132-133-1
	Entre les deux 2 2 2
	Parmi les <u>dernières</u> 3 3 3
(NE LISEZ PAS)	NOUS NE CONNAISSONS PERSONNE QUI POSSÈDE CE TYPE D'ARTICLE 4 4 4
(NE LISEZ PAS)	NOUS N'ACHÈTERIONS JAMAIS CE TYPE D'ARTICLE 5 5 5
-b) Р L	armi les articles suivants, lesquels avez-vous dans votre foyer? (LISEZ A LISTE)
	Un jeu vidéo tel qu'Atari ou Intellivision34-1 2
	Un magnétoscope comme le Betamax ou le VHS
	Un ordinateur pour la maison ou un terminal36-1 2
	Un répondeur téléphonique37-1 2

### DONNÉES FONDAMENTALES

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

Combien	de	membres	de	votre	foyer	appartienne	ent	à	chacune	des	catégories
Suivante	s?	N'oubli	ez	pas de	vous	inclure. (	(LIS	ΕZ	LA LIST	Έ)	

Adultes	de 18	ans e	t plus	·		 38-
Adolesc	ent(e):	s de 12	2 à 17	ans		 39-
Enfants	de mo	ins de	'12 ar	15		 40-
				TOT	ΓAΙ =	

13. Quelle est la catégorie d'âge du chef de famille masculin? (LISEZ LA LISTE) Et celle du chef féminin? (ENCERCLEZ CI-DESSOUS DANS LES COLONNES APPROPRIÉES)

	CHEF MASCULIN	
18 à 24 ans	.41 -1	42-1
25 à 34 ans	2	. 2
35 à 44 ans	3	. 3
45 à 54 ans	4	. 4
55 à 64 ans	5	. 5
65 ans ou plus	6	. 6
Pas de chef masculin/féminin .	7	. 7

14.

 cours classique)
 6
 6

 Université en partie
 7
 7

 Complété université
 8
 3

 Pas de chef masculin/féminin
 9
 9

etc. après avoir complété le cours secondaire (inclus

Et quel est le niveau de scolarité du chef masculin? Et celui du chef

15. AFIN DE DÉTERMINER SI LE/LA RÉPONDANT(E) SE QUALIFIE POUR CONTINUER, REPORTEZ-VOUS AUX Q. 5-a,b\text{ET} 9-b). ET N'EST PAS RACCORDE A DES OREILLES DE LAI

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: À Q. 5-a) ET CODE 1: À Q. 9-b)), COCHEZ CI-DESSOUS À "SE QUALIFIE POUR CONTINUER", PUIS LISEZ L'INVITATION À 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 À DEMEURER AU MÊME ENDROIT DANS SIX MOIS (C'EST-À-DIRE, CODE 3 OU 4 À Q. 5-a) OU CODE 2 OU 3 À Q. 9-b)), COCHEZ CI-DESSOUS À "NE SE QUALIFIE PAS POUR CONTINUER". OBTENEZ LE NOM, L'ADRESSE, ETC. DU/DE LA RÉPONDANT(E) ET INSCRIVEZ A LA PAGE SUIVANTE.)

COCHEZ	UNE I	CAS	E :
--------	-------	-----	-----

SE QUALIFIE POUR CONTINUER	LISEZ L'INVITATION À 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 télétexte Télidon. Plusieurs foyers seront sélectionnés dans cette région pour y participer. La période d'essai s'étendra entre les mois de février - mars et juin. Si vous prévoyez être à la maison pendant la majeure partie de cette période, nous vous invitons à prendre part à 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 intéressant. Vous aurez un accès rapide à une banque d'information comprenant toute une gamme de sujets. Si, par exemple, vous voulez les dernières nouvelles nationales, ou un bulletin météorologique local, ou encore, des renseignements sur un évènement particulier dans le domaine des loisirs, vous n'aurez qu'à indiquer votre choix à l'aide d'une commande à distance et les renseignements seront affichés sur votre écran. (MONTREZ PHOTOS AU/A LA REPONDANT(E) ET DITES: Ces photos ne sont pas récentes, mais elles vous donnent une idée*de ce à quoi ressemblera l'information.)

Vous et votre famille aurez le loisir d'utiliser le système à volonté. 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 nécessaire à votre télé-couleur.

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 télétexte pendant une semaine. Ensuite, nous aimerions rencontrer les membres de votre famille deux fois au cours de la période d'essai afin de recueillir leur opinion de vive voix.

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

### INTERVIEWER, COCHEZ UNE CASE:

ACCEPTE LA LETTRE		LAISSEZ LETTRE
REFUSE DE PARTICIPER DAVANTAGE	. 0	NE LAISSEZ PAS
SERA ABSENT(E) PENDANT LA PÉRIODE D'ESSAI		DE LETTRE

### SI ACCEPTE LA LETTRE, DEMANDEZ:

16.	la meilleure CI-DESSOUS)	heure	pour	vous	appeler	pendant	1 a	journée •	ou	en	soirée?
					<del></del>			□ A.M. □ P.M.			

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

S.V.P. IMPRIMER VISIBLEMENT	
SECTEUR NO.	(45/48)
NOM DU/DE LA RÉPONDANT(E):	
NOM DE L'AUTRE CHEF DE FAMILLE:	
ADRESSE:	
VILLE:	
NO. DE TELEPHONE	
DATE DE L'INTERVIEW	· · · · · · · · · · · · · · · · · · ·
INTERVIEW(E) PAR:	<del></del>
VÉRIFICATION PAR:	

## LETTER INTRODUCING PROJECT IRIS LEFT WITH INTERESTED HOUSEHOLDS FOLLOWING RECRUITMENT INTERVIEW

RÉALITÉS CANDIENNES

Montreal Vancouver Toronto Ottawa



Réalités Canadiennes 1390 ouest, rue Sherbrooke, Suite 18, Montréal, Ouébec H3G 119 (514) 842-1734

Madame ou Monsieur,

Division de SK/CF Inc

La Société Radio-Canada a confié à Réalités 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 à volonté. Vous n'aurez que deux choses à faire: d'abord, tenir un registre où 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 connaître vos intentions quant à 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 Société Broadcasting Radio-Corporation Canada PAGE 1 OF PAMPHLET



La Société 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 télétexte, qui utilisera la technologie canadienne du vidéotex, nommée Télidon. Nous nous adressons à vous, tout comme à un certain nombre d'autres familles, en vue d'évaluer le potentiel du télétexte 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 téléviseur, des informations continuellement mises à jour sur les nouvelles, la météorologie, 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 apparaîtront à l'écran. S'il est possible de bien capter le signal du télétexte chez vous, et que vous y consentiez, nous demanderons à un technicien de Radio-Canada d'y installer l'équipement nécessaire et, bien entendu, de le retirer à la fin des essais. Ceci, bien sûr, sans aucuns frais de votre part.

Nous souhaitons que vous fassiez l'essai du télétexte pendant quelques mois, en l'utilisant à volonté, 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 télétexte 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 installé chez vous sera placé près de votre récepteur de télévision couleur, tel qu'illustré à la page opposée. Il est important que cet équipement reste toujours en bon état 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 téléphoneront très bientôt pour connaître vos vues quant à la participation à ce projet.

Par la suite, le cas échéant, un de nos techniciens passera chez vous pour vérifier la réception des signaux du télétexte 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 agréer nos remerciements et l'expression de nos sentiments les meilleurs.

	Constance McFarlan
·	Constance McFarlane Chef Recherches sur l'auditoire du télétexte Projet IRIS
PRIERE DE NE PAS	DETACHER)
	J'ai étudié 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.
	SignatureChef de famille (homme ou femme)
	Adresse:
	Numéro de téléphone:
	Date:

RÉALITÉS CANADIENNES
 MONTRÉAL--TORONTO

ETUDE LC861

### ÉTUDE DE MISE À L'ESSAI DU TÉLÉTEXTE QUESTIONNAIRE DE RAPPEL--RECRUTEMENT

ADRESSE:		APPT:
VILLE:		CODE PUSTAL:
NO. DE TELEPHONE:		SECTEUR NO.:
HEURE DU RAPPEL:	☐ A.M. ☐ P.M.	
RÉPONDANT (E) RECRUT	É(E) EST: CHEF MASCULIN .	49 -1
	CHEF FÉMININ	2
NOM DE L'AUTRE CHEF	DE FAMILLE:	
L'AUTRE CHEF EST	MASCULIN50 -1	
	FÉMININ 2	
	PAS D'AUTRE CHEF 3	

DEMANDEZ À 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 NÉCESSAIRE:

Bonjour, je suis <u>de Réalités Canadiennes.</u> Je vous appelle au sujet de l'essai du télétexte de Radio-Canada pour lequel on a sollicité votre participation. (PASSEZ A LA Q. 1-a))

### RAPPORT DES CONTACTS:

		APPEL NO.: .	1	2	3
		DATE/HEURE DU RAPPEL:			
Α.	RAPPEL NÉCESSAIRE:				
	LIGNE OCCUPÉE	••••••	51-1	52-1	53-1
	PAS DE RÉPONSE	••••••	2	2	2
	RÉPONDANT (E) N'EST	PAS DISPONIBLE	3	3	3
	A REÇU LA LETTRE MA	IS NE L'A PAS LUE (Q. 1-a)/1-	b)) 4	4	4
	POSE QUESTION A LAC	UELLE IL FAUT RÉPONDRE (Q.2)	5	5	5
В.	RÉSULTAT FINAL DE L	'INTERVIEW:			
	N'EST PLUS INTÉRESS	É(E) À PARTICIPER	6	6	6
	INTÉRESSÉ(E) MAIS N POUR LA VÉRIFICATIO	IE PEUT CONVENIR D'UNE HEURE ON (Q. 4-b))	7	7	7
	RENDEZ-VOUS FIXÉ PO	DUR LA VÉRIFICATION	8	8	8
			ı		1

NON	١	ous a remises? OUI54-1 PASSEZ A Q. 2
-b) Pensez-vous que vous pourriez les lire d'ici un jour ou deux et je vous rappellerai à ce moment-la?  RAPPEL ACCEPTÉ		
rappellerai à ce moment-la?  RAPPEL ACCEPTÉ		PAS CERTAIN(E) 3
rappellerai à ce moment-la?  RAPPEL ACCEPTÉ		
N'EST PLUS INTÉRESSÉ(E) À PARTICIPER  2 CESSEZ L'INTERVIEW. INSCRIVEZ SUR RAPPORT DES CONTACTS.  2. Étes-vous toujours intéressé(e) à participer à l'essai du télétexte, ou avez-vous d'autres questions à nous poser avant de vous décider?  OUI, TOUJOURS INTÉRESSÉ(E)	-6)	
2 CESSEZ L'INTERVIEW. INSCRIVEZ SUR RAPPORT DES CONTACTS.  2. Étes-vous toujours intéressé(e) à participer à l'essai du télétexte, ou avez-vous d'autres questions à nous poser avant de vous décider?  OUI, TOUJOURS INTÉRESSÉ(E)56 1 PASSEZ À Q. 3 -a]  N'EST PLUS INTÉRESSÉ(E)56 2 CESSEZ L'INTERVIEW. INSCRIVEZ À PARTICIPER		RAPPEL ACCEPTÉ
avez-vous d'autres questions à nous poser avant de vous décider?  OUI, TOUJOURS INTÉRESSÉ(E) 56 [-] PASSEZ À Q. 3-a]  N'EST PLUS INTÉRESSÉ(E) 2 CESSEZ L'INTERVIEW. INSCRIVEZ À PARTICIPER 2 SUR RAPPORT DES CONTACTS  INDÉCIS(E), A DES QUESTIONS 3  INTERVIEWER: ESSAYEZ DE RÉPONDRE À LA QUESTION DU/DE LA RÉPONDANT(E). SI VOUS ÊTES INCAPABLE D'Y RÉPONDRE, INSCRIVEZ LA QUESTION CIDESSOUS ET DITES QUE VOUS RAPPELLEREZ. CONVENEZ DE LA DATE ET DE L'HEURE DU RAPPEL.  INSCRIVEZ RÉSULTAT:  QUESTION RÉPONDUE MAIS N'EST PLUS INTÉRESSÉ(E) À PARTICIPER 57 -1  QUESTION RÉPONDUE MAIS N'EST PLUS INTÉRESSÉ(E) À PARTICIPER 2 CESSEZ L'INTERVIEW. INSCRIVEZ SUR RAPPORT DES CONTACTS.  3-a) Comme vous le savez, un représentant de Radiq-Canada viendra vérifier la qualit du signal télétexte et, si elle est bonne, il installera l'équipement nécessair chez vous. Y a-t-il quelqu'un à la maison entre 9 heures et 17 heures en semaine?  OUI		A PARTICIPER 2 CESSEZ L'INTERVIEW. INSCRIVEZ
N'EST PLUS INTÉRESSÉ(E)  A PARTICIPER  INDÉCIS(E), A DES QUESTIONS  INTERVIEWER: ESSAYEZ DE RÉPONDRE À LA QUESTION DU/DE LA RÉPONDANT(E). SI  VOUS ÊTES INCAPABLE D'Y RÉPONDRE, INSCRIVEZ LA QUESTION CI- DESSOUS ET DITES QUE VOUS RAPPELLEREZ. CONVENEZ DE LA DATE  ET DE L'HEURE DU RAPPEL.  INSCRIVEZ RÉSULTAT:  QUESTION RÉPONDUE MAIS N'EST PLUS INTÉRESSÉ(E) À PARTICIPER  QUESTION RÉPONDUE MAIS N'EST PLUS INTÉRESSÉ(E) À PARTICIPER  Comme vous le savez, un représentant de Radiq-Canada viendra vérifier la qualit du s'ignal télétexte et, si elle est bonne, il installera l'équipement nécessair chez vous. Y a-t-il quelqu'un à la maison entre 9 heures et 17 heures en semaine?  OUI	2.	
INTERVIEWER: ESSAYEZ DE RÉPONDRE À LA QUESTION DU/DE LA RÉPONDANT(E). SI VOUS ÊTES INCAPABLE D'Y RÉPONDRE, INSCRIVEZ LA QUESTION CIDESSOUS ET DITES QUE VOUS RAPPELLEREZ. CONVENEZ DE LA DATE ET DE L'HEURE DU RAPPEL.  INSCRIVEZ RÉSULTAT:  QUESTION RÉPONDUE MAIS N'EST PLUS INTÉRESSÉ(E) À PARTICIPER		OUI, TOUJOURS INTÉRESSÉ(E)56 -1 PASSEZ À Q. 3 -a)]
INTERVIEWER: ESSAYEZ DE RÉPONDRE À LA QUESTION DU/DE LA RÉPONDANT(E). SI VOUS ÉTES INCAPABLE D'Y RÉPONDRE, INSCRIVEZ LA QUESTION CI- DESSOUS ET DIFES QUE VOUS RAPPELLEREZ. CONVENEZ DE LA DATE ET DE L'HEURE DU RAPPEL.  INSCRIVEZ RÉSULTAT: QUESTION RÉPONDUE; DÉSIRE PARTICIPER		N'EST PLUS INTÉRESSÉ(E)  A PARTICIPER
VOUS ÊTES INCAPABLE D'Y RÉPONDRE, INSCRIVEZ LA QUESTION CI- DESSOUS ET DITES QUE VOUS RAPPELLEREZ. CONVENEZ DE LA DATE ET DE L'HEURE DU RAPPEL.  INSCRIVEZ RÉSULTAT: QUESTION RÉPONDUE; DÉSIRE PARTICIPER		INDÉCIS(E), A DES QUESTIONS 3
QUESTION RÉPONDUE; DÉSIRE PARTICIPER		VOUS ÊTES INCAPABLE D'Y RÉPONDRE, INSCRIVEZ LA QUESTION CI- DESSOUS ET DITES QUE VOUS RAPPELLEREZ. CONVENEZ DE LA DATE
QUESTION RÉPONDUE MAIS N'EST PLUS INTÉRESSÉ(E) À PARTICIPER		INSCRIVEZ RÉSULTAT:
QUESTION RÉPONDUE MAIS N'EST PLUS INTÉRESSÉ(E) À PARTICIPER		
INTÉRESSÉ(E) À PARTICIPER		
du signal télétexte et, si elle est bonne, il installera l'équipement nécessair chez vous. Y a-t-il quelqu'un à la maison entre 9 heures et 17 heures en semaine?  OUI		INTÉRESSÉ(E) À PARTICIPER
OUI	3-a)	
-b) Avez-vous la possibilité de rentrer au travail un peu plus tard, ou de laisser le travail un peu plus tôt, ou encore, d'être à la maison à l'heure du dîner?  OUI		
laisser le travail un peu plus tôt, ou encore, d'être à la maison à l'heure du dîner?  OUI		NON 2
NON	<b>-</b> b)	laisser le travail un peu plus tôt, ou encore, d'être à la maison à
-c) Quelle heure, entre 9 h et 17 h en semaine, serait la meilleure pour faire la vérification?		
faire la vérification?		NON 2 PASSEZ A Q. 4-a)
☐ A.M. PASSEZ		
	-c)	

Et pendant la soirée entre 17 h et 20 h, quelle est la première heure où vous pourriez faire faire la vérification?
INSCRIVEZ L'HEURE:
(SI <u>PLUS TARD</u> QUE <u>20 HEURES</u> , DEMANDEZ:) N'y a-t-il pas une heure en semaine, entre 8 heures et <u>20 heures</u> , où la vérification pourrait être faite?
OUI 60-1
NON 2 DITES: "JE REGRETTE, MAIS VOTRE FOYER NE POURRA PAS PAR- TICIPER AUX ESSAIS". CESSEZ L'INTERVIEW ET INSCRIVEZ SUR LE RAPPORT DES CONTACTS.
A quelle heure pourrait-on faire la vérification?
□ A.M.
INSCRIVEZ L'HEURE:
Nous allons transmettre ces renseignements à Radio-Canada et ils vous appelleront pour prendre un rendez-vous définitif. S'ils trouvent bonne la qualité de votre signal télétexte et si vous donnez votre accord signé, alors, ils installeront l'équipement nécessaire chez vous Merci de votre collaboration!
INSCRIVEZ:
INTERVIEW COMPLÉTÉE AVEC: 'CHEF MASCULIN61-1
CHEF FÉMININ 2
(62/75)
INSCRIVEZ LE RÉSULTAT DE L'APPEL SUR LE RAPPORT DES CONTACTS.
DATE DE L'INTERVIEW:
INTERVIEWE(E) PAR:



Société Canadian Radio- Broadcasting Canada Corporation

### PROJET IRIS

COMMENT UTILISER VOTRE DECODEUR

### POUR REGARDER LA TELE

- METTEZ VOTRE DECODEUR ET VOTRE TELEVISEUR EN MARCHE
- ASSUREZ-VOUS QUE LE 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
- A LA SUITE DE L'AFFICHAGE DU SIGLE "RADIO-CANADA IRIS"
   ET DE L'INDEX GENERAL, VOUS POUVEZ . . . .

APPUYER SUR **TOP**POUR OBTENIR LA PAGE
SUIVANTE DU CYCLE

APPUYER SUR LES TOUCHES
NUMERIQUES CORRESPONDANT
AU NUMERO DE PAGE DESIREE
ET APPUYER ENSUITE SUR TOP

### LORSQUE VOUS AVEZ TERMINE L'UTILISATION DU TELETEXTE

Oυ

ΟU

APPUYEZ SUR TV/TX POUR RETOURNER AU MODE TELEVISION

FERMEZ LE TELEVISEUR ET LE DECODEUR SI VOUS NE VOULEZ PLUS FAIRE USAGE DE VOTRE APPAREIL

### **FONCTIONS DU MINI-CLAVIER**

TOUCHE	SUR TELEVISION	SUR TELETEXTE
TV/TX	Passe au mode télétexte	Passe au mode télévision
ТОР	-	Donne la page suivante
NUMERO + TOP	Donne le canal sélectionné	Donne la page sélectionnée
PAUSE		Fixe la page jusqu'à ce que l'on appuie sur <b>PAUSE</b> une seconde fois ou que <b>TOP</b> soit utilisée
SON	Interruption ou rétablissement du son	Interruption ou rétablissement du son
EFFACE	Efface les sous-titres et les flashes (nouvelles éclair)	Efface le numèro de page si utilisée avant d'appuyer sur <b>TOP</b>
RAPPEL		Affiche la même page de nouveau
INDEX		Affiche l'index précédent
PAGE>	Sélectionne le canal suivant	Evitez d'utiliser, utilisez TOP
<b>∢</b> PAGE	Sélectionne le canal précédent	Évitez d'utiliser

### SI VOUS EPROUVEZ DES DIFFICULTES A RECEVOIR UNE PAGE TELETEXTE

Une des procédures suivantes devrait vous aider à résoudre le problème:

- 1) Appuyez sur la touche RAPPEL
- 2) Appuyez sur la touche TV/TX deux fois et commandez votre page à nouveau.
- 3) Éteignez et rallumez le décodeur et commandez votre page à nouveau.

Si aucune des procédures décrites ci-dessus ne s'avère efficace, essayez à nouveau plus tard et, si le problème persiste, contactez le Centre Télétexte de Montréal au 288-4747 (288-IRIS) pour obtenir de l'assistance.

### SUPPLEMENTARY OPERATING INSTRUCTIONS PROVIDED WITH DECODER

Canadian Société Broadcasting Radio-Corporation Canada

### PROJET IRIS

### POUR VOUS AIDER A UTILISER LE SYSTEME TELETEXTE



Le décodeur Norpak qui a été installé à votre domicile par la Société Radio-Canada vous permettra de capter le service télétexte de Radio-Canada. 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 raccordé à un appareil de télévision. Il permet de capter tous les canaux qui étaient reçus précédemment et, dans les foyers pourvus du service du cable, il permettra de recevoir les canaux supplémentaires qui ne peuvent être captés qu'à l'aide d'un convertisseur. Si le décodeur n'est pas en fonction, votre téléviseur 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 télévision doit être syntonisé au canal 3. Lorsque le décodeur est mis en marche, il choisit automatiquement le canal 2 et une page test occupe l'écran pour une ou deux secondes. Afin d'accéder au télétexte ou de sélectionner un autre canal de télévision, le mini-clavier doit être utilisé. Celui-ci agit en tant que commande à distance, et les commandes qui y sont formulées 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 mini-clavier et le décodeur, et il ne faut pas oublier de pointer le mini-clavier en direction du décodeur lorsqu'on en fait usage. Les gens qui utilisent normalement une commande à distance telle que la JFRROLD pour sélectionner leurs canaux de télévision devront plutôt faire usage du mini-clavier télétexte pour la durée de l'essai

### EN MODE TELEVISION

Le mini-clavier agit alors comme un sélecteur de canaux ordinaire.

### COMMANDES DU MINI-CLAVIER

TV/TX - Passe du mode télévision au mode télétexte.

SON - Contrôle l'interruption ou la mise en marche du son d'une émission.

EFFACE - Efface les sous-titres et les flashes (nouvelles éclair).

Vous serez avisés lorsque ces services deviendront disponibles.

<PAGE - Sélectionne le canal précédent.</p>

PAGE> - Sélectionne le canal suivant.

TOP - Sélectionne un poste de télévision si elle est précédée d'un numéro de canal.

O 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-TOP; pour obtenir le canal 18, 1-8-TOP).

Les touches qui ne sont pas décrites plus haut ne s'appliquent pas au mode télévision.

### NOTE:

- . Si aucune réponse 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'écran), éteignez et rallumez le décodeur. Par la suite, sélectionnez à nouveau le canal désiré.
- . Si le délai est trop long entre le moment où vous sélectionnez un canal et le moment où 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 sélectionné une autre fois et la touche TOP doit être utilisée plus rapidement.

### EN MODE TELETEXTE

En mode télétexte, l'image du mode télévision est recouverte par les pages d'information télétexte, mais le son du canal est toutefois entendu, à moins que la touché SON ne soit utilisée. Pour recevoir le télétexte, vous devez syntoniser le réseau français ou le réseau anglais de Radio-Canada. Si d'autres canaux sont sélectionnés, aucun signal télétexte ne pourra être capté et, comme elle est emmagasinée dans la mémoire du décodeur, la première page du télétexte ( page test ) demeurera continuellement affichée sur l'écran.

### COMMANDES DU MINI-CLAVIER

	TV/TX	- Passe du mode télétexte au mode télévision.	
,	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.	
	SON	- Arrêt ou mise en marche du son de l'émission de télévision en cours.	
	EFFACE	- Efface les numéros de page qui ont été sélectionnés par erreur. Permet à l'usager de sélectionner de nouveaux chiffres (si utilisée avant d'appuyer sur TOP).	

- RAPPEL Affiche à nouveau la même page (à utiliser pour reprendre la présentation d'une page qui a été accompagnée d'erreurs)
- INDEX Affiche l'index de la section qui est présentement visionnée, ou l'index général si l'index d'une section est affiché au moment de la commande.
- TOP Obtient la page suivante du cycle. Doit aussi être utilisée 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.
- O à 9 Pour sélectionner une page télétexte, 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).
- . (POINT) 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'à appuyer sur Point-0-7.
- PAGE > Evitez d'utiliser cette commande. Il est préférable d'utiliser TOP pour obtenir la page suivante du cycle.
- CPAGE Evitez d'utiliser cette commande. Elle affiche la page numérique précédente si celle-ci est disponible, mais ce n'est pas toujours le cas.

Les autres commandes ne sont pas encore fonctionnelles. Vous serez avisés lorsqu'il deviendra possible de les utiliser.

-

### MISE A L'ESSAL DU TÉLÉTEXTE

### POSTINSTALLATION -- INTERVIEW NO. 1

### SÉLECTION

CHEF MASCULIN:	PAS DE CHEF MASCULIN □	
	PAS DE CHEF FÉMININ □	
CHEF FÉMININ:	CHEF FEMININ	
ADRESSE:		- )
VILLE:	<u>.</u>	
NO. TÉLÉPHONE:		- ^{8/11}
NO. D'IDENTIFICATION DU FOYER:	12/16	
DATE D'INSTALLATION: JOUR:17/18	3 MDIS:	- 19/20
DEMANDEZ À PARLER AU CHEF MASCULIN OU FÉMININ:  Bonjour, je suis de Réalités Carsujet des essais du télétexte IRIS auxquels vous particif aspects importants de cet essai est l'interview que nous vos opinions du système télétexte. J'aimerais convenir de fin de pouvoir vous rencontrer chez vous pour cette inte de l'occasion pour faire quelques tests très simples conctélétexte.  S'IL Y A UN CHEF MASCULÍN ET UN CHEF FÉMININ, DITES: Dair j'aimerais parler à vous et à (AUTRE CHEF) en même temps	effectuons en vue d'obter d'un rendez-vous avec vous erview. Je profiterai aus cernant la réception du ns la mesure du possible,	nir S
JOUR:	CONFIRMEZ	•
DATE:	L'ADRESSE	•
HEURE:		
INTERVIEWER:		
VEUILLEZ INSCRIRE LE NOMBRE DE TENTATIVES POUR FIXER LE	RENDEZ-VOUS. INSCRIVEZ C	I-DESSOUS.
NOMBRE D'APPELS POUR REJOINDRE RÉPONDANT(E):	21/22	
RÉSULTAT:  RENDEZ-VOUS FIXÉ POUR INTERVIEW  RÉPONDANT(E) REFUSE INTERVIEW		
SI RAPPEL TÉLÉPHONIQUE REQUIS PARCE QUE REPONDANT(E) ABS	ENT(E):	
NOMBRE D'APPELS POUR REJOINDRE RÉPONDANT(E):	24/25	

	POST-INSTALI	LATION INTERVIEW	
	TÉS CANADIENNES ÉAL, QUÉBEC	COMMENCÉE A:	ÉTUDE LD031
DEN'	TIFICATION DU FOYER:	TERMINÉE A:	26/28
		J	26720
	MISE À L'ESSAI	<del></del>	
	POSTINSTALLATION-	-INTERVIEW	
	(ENCERCLEZ UN CODE CI-DESSOUS POUR I RÉPONDANT(E).)	NDIQUER LA SITUATION. C	ONFIRMEZ AVEC
	SEULEMENT CHEF MASCULIN AU FOYER		29-1
	SEULEMENT CHEF FÉMININ AU FOYER		2
	CHEFS MASCULIN ET FÉMININ AU FOYER	LES 2 PRÉSENTS À L'INTER	VIEW 3
	CHEFS MASCULIN ET FÉMININ AU FOYER	SEULEMENT CHEF MASCULIN	PRÉSENT 4
	CHEFS MASCULIN ET FÉMININ AU FDYER	SEULEMENT CHEF FÉMININ P	RÉSENT 5
	En premier lieu, j'aimerais connaîre	e votre opinion du téléte	xte en général.
a)	Maintenant que vous avez eu le télét qu'est-ce que vous en pensez? (SI M générales du télétexte à ce jour? ( membres de votre famille, que penser	NÉCESSAIRE:) Quelles son (SONDEZ:) Et pour ce qui	t vos impressions
	INSCRIVEZ TOUTES LES RÉPONSES MOT PO	DUR MOT, PAR ORDRE DE MEN	TION. INDIQUEZ QUI
			3
		<del></del>	2.
			3
		4	-
			30
			3
			3'
ь)	Qu'est-ce que vous et votre famille télétexte? Pensez-vous qu'elles sor que vous aimeriez voir ajoutées ou e que vous trouvez particulièrement in contenu pourrait être amélioré d'une la présentation de l'informationqu des pages?	nt bien diversifiées, ou enlevées? Y a-t-il un ty ntéressant ou utile? Ou e façon que!conque? Et e	y a-t-il des choses pe d'information pensez-vous que le n ce qui concerne
	INSCRIVEZ TOUTES LES RÉPONSES MOT PO INDIQUEZ QUI LES À DITES (M/F).	DUR MOT DANS LES ESPACES	APPROPRIÉS CI-DESSOUS
	REMARQUES FAVORABLES CONCERNANT: LE	E CONTENU/L'ÉCRITURE:	41
		<u> </u>	4 4;
			4
			ц. 
			46
			4 ; 48
			48
	REMARQUES DEFAVORABLES CONCERNANT:	LE CONTENU/L'ÉCRITURE:	
		-	51 52
			53
			54
			56
			57 58
			59
			60

(Suite)	- 2 -	
Y a-t-il que (SONDEZ) A	elque chose (autre chose) que vous <u>aimez</u> particulièr <b>e</b> ment du télétexte utre chose?	: 7
INSCRIVEZ T	OUTES LES RÉPONSES MOT POUR MOT, PAR ORDRE DE MENTION. INSCRIVEZ QUI	
LES A DITES	<u>(W/F)</u> .	
	6	
	6	8
	6	9
<del></del> _	7.20	
	(72/7	
Y a-t-il qui des (d'autr	elque chose (autre chose) que vous n'aimez pas du télétexte? Avez-vou es) problèmes avec le télétexte? 7-2	_
INSCRIVEZ T	DUTES LES REPONSES MOT POUR MOT DANS L'ESPACE CI-DESSOUS.	
INDIQUEZ QU	I LES A DITES (M/F).	•
<del></del>		
		(
		١.
		12
		; ا
		14
		11
nous sommes Combien ave SOUS Q. 3-a	au cas où la situation auralt changé depuis la dernière fois que nous parlés, veuillez me dire (LISEZ LA LISTE)?  z-vous de téléviseurs en état de fonctionner à la maison? (INSCRIVEZ) CI-DESSOUS)  t des téléviseurs couleur? (INSCRIVEZ SOUS Q. 3-b) CI-DESSOUS)	
	téléviseurs sont branchés au câblevision? (!NSCRIVEZ SOUS Q.3-c)	
Et, avant q convertisse DESSOUS)	ue vous ayez le télétexte, combien de téléviseurs étaient équipés d'un ur vous donnant encore plus de canaux? (INSCRIVEZ SOUS Q.3-d) Cl-	3
J.20000,	Q. 3-a) Q. 3-b) Q. 3-c) Q. 3-d)	
	NOMBRE NOMBRE Nombre de télé- nombre avec De télé- viseurs avec conver-	
	VISEURS COULEUR CÂBLE TISSEUR	
	UN18-119-120-121-1	
	DEUX 2 2 2 2	
	TROIS 3 3 3 3	
	QUATRE OU PLUS 4 4 4 4	
Etes-vous a	bonné(e) à un canal de télévision payante?	
1103 1943 6	OUI22-1 PASSEZ A Q. 4	
Dans quelle d'ici l'hiv	mesure est-il probable que vous vous procuries la television payante ver? (LISEZ LISTE) Très probable23-1	
	Assez probable 2 Pas tellement probable 3 Pas du tout probable 4	

VÉRIFIEZ LE NO. O'IDENTIFICATION DU FOYER SUR LA FEUILLE DE SÉLECTION. S'IL DÉBUTE PAR 1091, POSEZ LES Q. 4 À 6. AUTREMENT, PASSEZ À Q. 7.

SI LES DEUX CHEFS SONT PRÉSENTS, POSEZ LES Q. 4 & 5 À CHACUN INDIVIDUELLEMENT. SI UN SEUL CHEF EST PRÉSENT, IL/ELLE PEUT RÉPONDRE POUR LE CHEF ABSENT.

(TENOEZ CARTE 1) Maintenant, en pensant à tous les différents canaux de télévision que vous recevez chez vous, quel est le canal que vous, personnellement, regardez le plus souvent? (INSCRIVEZ UNE SEULE RÉPONSE CI-DESSOUS SOUS CHEF MASCULIN/ FÉMININ SELON LE CAS.)

						CHEF MASCU		CHEF FÉMINII
	CFTM (TVA)	(CANAL	10) .			.24-1		25-1
	CBFT (RAOIO-	CANADA)	(CAN	AL 2)		2		. 2
	CIVM (RADIO-	QUÉBEC)	(CAN	AL 17)		3		. 3
	CFCF (CTV)	(CANAL 1	12) .			4		. 4
	CBMT (CBC)	(CANAL 6	ś)	• • • • • •		5		. 5
	TOUT CANAL A	WPTZ (	N (NBC) (CBS) (ABC)	(CANAL (CANAL	5) 3)	6	••••	. 6
	AUTRES CANAU	X FRANCA	AIS .			7		. 7
	AUTRES CANAU	•				•		• ,
	NE SAIT PAS							•
(TENOEZ CARTE 2) M. locale que vous, pe PONSE CI-OESSOUS S STATIONS FRANCAISES	rsonnellement OUS CHEF MASC	, écoute	z le p	plus so	uvent?	(INSC:	RIVEZ	a stat UNE SEI CHEF FÉMINII
				•	26	/27	28/	
	CKAC (730)	(TELEME	)1A).			01		. 01
	CKVL (850)					02		. 02
	CJMS (1280)					03	····	. 03.
	CBF (690)	(RA010-0	ANAOA)			04		. 04
	CKLM (1570)					05		. 05
	AUTRES STATI	ONS AM				06		. 06
		FM					•	
	CITE-FM (107	,3)				07		. 07
	CKMF-FM ( 94	,3)				08		. 08
	CK01-FM ( 96	.9)				09		. 09
	CFGL-FM (105	,7)		. <b></b>		10		. 10
	CBF-FM (100	.7) (RAC	)10-CA	ΝΔ ΩΔ )		11		. 11
			, UK					. 12
	CIEL-FM ( 98	.5)						
	CIEL-FM ( 98 AUTRES STATI							. 13
STATIONS ANGLAISES:	CIEL-FM ( 98 AUTRES STATI	ONS FM		· • • • • •				. 13
STATIONS ANGLAISES:	AUTRES STATI	ONS FM	•••••		• • • • • •	13		
STATIONS ANGLAISES:	AUTRES STATI	ONS FM AM	•••••		•••••	13	••••	. 14
STATIONS ANGLAISES:	AUTRES STATI CJAO (800) CKGM (980)	ONS FM AM				13		. 14
STATIONS ANGLAISES:	AUTRES STAT1  CJAO (800)  CKGM (980)  CFCF (600)	ONS FM AM				13 14 15	••••	. 14 . 15 . 16
STATIONS ANGLAISES:	AUTRES STAT1  CJAO (800)  CKGM (980)  CFCF (600)  CBM (940)	ONS FM AM (CBC)				13 14 15 16 17		. 14 . 15 . 16
STATIONS ANGLAISES:	AUTRES STAT1  CJAO (800)  CKGM (980)  CFCF (600)	ONS FM AM (CBC) ONS AM				13 14 15 16 17	••••	. 14 . 15 . 16 . 17
STATIONS ANGLAISES:	CJAO (800) CKGM (980) CFCF (600) CBM (940) AUTRES STATI	ONS FM AM  (CBC) ONS AM FM				13 14 15 16 17 18	••••	. 14 . 15 . 16 . 17 . 18
STATIONS ANGLAISES:	AUTRES STATI CJAO (800) CKGM (980) CFCF (600) CBM (940) AUTRES STATI	ONS FM  AM  (CBC)  ONS AM  FM  ,5)				13 14 15 16 17 18		. 14 . 15 . 16 . 17 . 18
STATIONS ANGLAISES:	AUTRES STATI  CJAO (800) CKGM (980) CFCF (600) CBM (940) AUTRES STATI  CFQR-FM (92 CHOM-FM (97	ONS FM  AM  (CBC)  ONS AM  FM  ,5)  ,7)				13 14 15 16 17 18 19		. 14 . 15 . 16 . 17 . 18
STATIONS ANGLAISES:	AUTRES STATI  CJAO (800) CKGM (980) CFCF (600) CBM (940) AUTRES STATI  CFQR-FM (92 CHOM-FM (97 CJFM-FM (95	ONS FM  AM  (CBC)  ONS AM  FM  ,5)  ,7)  ,9)				13 14 15 16 17 18 19 20 21		. 14 . 15 . 16 . 17 . 18 . 19 . 20
STATIONS ANGLAISES:	AUTRES STATI  CJAO (800) CKGM (980) CFCF (600) CBM (940) AUTRES STATI  CFQR-FM (92 CHOM-FM (97 CJFM-FM (95	ONS FM  AM  (CBC)  ONS AM  FM  ,5)  ,7)  ,9)  (CBC)	3C)			13 14 15 16 17 18 19 20 21		. 14 . 15 . 16 . 17 . 18

6. J'aimerais maintenant connaître les réactions de votre famille face aux nombreux articles nouveaux qui sortent sur le marché et qui sont destinés au foyer.

(TENOEZ CARTE 3) Cette carte indique les réponses que vous pourriez possiblement donner. Comparée aux personnes que vous connaissez, diriez-vous que votre famille est habituellement parmi les <u>premières</u>, généralement <u>entre</u> les premières et les <u>dernières</u>, ou habituellement parmi les dernières 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 à micro-ondes? (INSCRIVEZ CI-DESSOUS SOUS "CUISINE")
- -b) Et pour ce qui est des appareils pour le divertissement comme les jeux vidéo 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")

	<u>cı</u>	UISINI	TISSI	•	PRATIQUE	
	Parmi les premières	30-1	31-		32-1	
	Entre les deux	. 2	2	2	2	
	Parmi les dernières	. 3		3	3	
(NE LISEZ Pas)	NOUS NE CONNAISSONS PERSONNE QUI POSSÈGE CE TYPE O'ARTICLE)	. 4		٠	4	
(NE LISEZ PAS)	NOUS N'ACHÈTERIONS JAMAIS CE TYPE O'ARTICLE)	. 5	!	5	5	

### POSEZ A TOUS

7. Parmi les articles suivants, lesquels avez-vous dans votre foyer? (LISEZ LA LISTE)

	<u>001</u>	NON
Une calculatrice de poche ou portative	. 33-1	 2
Une montre digitale	. 34-1	 2
Un radio-réveil	. 35-1	 2
Un lave-vaisselle	. 36-1	 2
Un robot de cuisine comme Cuisinart	.37-1	 2
Un broyeur à déchets	. 38-1	 2
Un ordinateur ou un terminal d'ordinateur pour la maison	. 39-1	 2
Un jeu vidéo comme Atari ou Intellivision	. 40-1	 2
Un jeu d'échecs électronique	.41-1	 2
Un magnétoscope comme le Betamax ou le VHS	.42-1	 2
Une caméra 35 mm	. 43-1	 2
Un répondeur téléphonique	.44-1	 2
Un système antivol pour le foyer	. 45-1	 2
Une chaîne stéréo	.46-1	 2
Un four à micro-ondes	.47-1	 2

SI LES DEUX CHEFS SONT PRÉSENTS, POSEZ LES Q. 8 À 14 A CHACUN INDIVIDUELLEMENT. SI UN SEUL CHEF EST PRÉSENT, NE LUI DEMANOEZ PAS DE RÉPONDRE POUR LE CHEF ABSENT. LES RÉPONSES DU CHEF ABSENT DEVRONT ÊTRE RECUEILLIES PLUS TARD AU TÉLÉPHONE.

Pour les quelques prochaines questions, j'aimerais que vous penslez à ce que vous faites habituellement au cours d'une semaine ordinaire de l'automne?

- 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 à chacune des activités suivantes? (LISEZ ACTIVITÉS ET INSCRIVEZ UNE À LA FOIS)
  - a) Regarder la télévision
  - b) Écouter la radio, même si c'est avec plus ou moins d'attention
  - c) Écouter des disques ou des cassettes
  - d) Lire un journal
  - e) Lire un livre ou un magazine.

(NE LISEZ PAS LES PÉRIODES DE TEMPS. SI DONNE UN ÉVENTAIL, INSCRIVEZ LE NOMBRE LE PLUS ÉLEVÉ. POUR CHAQUE ACTIVITÉ, INSCRIVEZ LA RÉPONSE SOUS "CHEF MASCULIN" OU "CHEF FÉMININ" SELON LE CAS.

	CHE											CH	1EF	FÉM	NIN							
	-a)		<u>-b</u>	)			JES	-d)	_	-e) LIV OU	RE	-	a)	_ :	ь)	D	c) ISQU U	JES	<u>-d)</u>		L I	VRE
	TÉL VIS	_	RA	D10	51 <u>S1</u>	AS- ETTI	ES	NAL	-	MAG.			LE-		RADIO	_	AS-	<u>ES</u>	JOU NAL			GA- NE
AUCUN	. 48-	1 .	49-	1	. 50-	- 1	51	1-1	. 5	2-1	•	53.	-1	54	4-1	. 55	-1.,	5	5-1	·• •	57-	1
MOINS D'UNE 1/2 HEURE	••	2 .	• •	2	••	2		2		2	•		2	•••	2		2	• • •	2	٠.		2
1/2 A MOINS D'UNE HEURE		3 .		3	• •	. 3		3		3	•		3	•••	3		3		3	٠.	•	3
1 A MOINS DE 1 1/2 HEURE		4	• •	4	••	4		4		4		  -	4	•••	4		4	• • •	4			4
1 1/2 A MOINS DE 2 HEURES	• •	5		5	٠.	5		5		5			5	• • •	5		5		5			5
2 A MOINS DE 3 HEURES	••	6	••	6		6		6		6			6	•••	6		6	•••	6			6
3 A MOINS DE 4 HEURES	••	7		7	••	7		7		7			7	•••	. <b>7</b> .		7	•••	7	٠.	•	7
4 A MOINS DE 5 HEURES		8		8	••	8		8		8	•		8		8		8		8		•	8
5 HEURES OU PLUS		9		9		9		9		9		١.	9		9	••	9		9			9

3 4 5 6 7 jours

3 4 5 6 7 jours

- Parlons maintenant de votre utilisation des journaux pendant cet automne. 9. POSEZ Q. 9-a) À 9-d) À UN CHEF, PUIS À L'AUTRE. INSCRIVEZ SOUS "CHEF MASCULIN" OU "CHEF FÉMININ" SELON LE CAS.
- -a) Combien de jours par semaine lisez-vous habituellement ou feuilletez-vous un iournal 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?

		CHEF MASCULIN	l	1	CHEF FEMINI	N
		-a) -b)	-c) -d)	-e)	-a) -b)	-c) -d) -e)
			LE			LE
		UN	JOUR-		·UN	JOUR-
		QU0-	NAL LE	LA	QUO-	NAL LE LA
		TI- LA .		GA-	TI- LA	DE DE- GA-
		DIEN PRESSE	MTL VOIR	ZETTE	DIEN PRESSE	MTL VOIR ZETTE
					(2.6. () -	
SI DONNE	Aucun58	5-9 .59-960	. 6-19.	2-9	03-9 .64-9 .	65-9 .66-9 .67-9
UN	Un jour	. 1 1	. 1 1	. 1 .	1 1 .	1 1 1
D'HEURES.	Deux jours	. 2 2	. 2 2	. 2 .	2 2 .	2 2 2
INSCRIVEZ	Trois jours	. 3 3	3 3	. 3 .	3 3 .	3 3 3
LE NOMBRE	Quatre jours	. 4 4	. 4 4	. 4 .	4 4 .	4 4 4
LE	Cinq jours	. 5 5	. 5 5	. 5 .	5 5 .	5 5 5
PLUS ÉLEVÉ	Six jours	. 6 6	. 6 6	. 6 .	6 6 .	6 6 6
	Sept jours	. 7 7	7 7	. 7 .	l 7 7 .	7 7 7

Y a-t-il d'autres journaux <u>quotidiens</u> que vous lisez ou feuilletez regulierement cet automne?Si oui, lequel ou lesquels et combien de jours par semaine? (POSEZ A UN CHEF PUIS À L'AUTRE) 7-3

CHEF MASCULIN						_		1	CHEF FÉMININ						
NOM DU JOURNAL HABITUELLEMENT LU							NOM DU JOURNAL HABITUELL					EMENT LU			
	1	2	3	4	5	6	7	jours		1	2	3	4	5	6
	1	2	3	4	5	6	7	jours		1	2	3	4	5	6

N'EN A PAS LU D'AUTRES .... [] N'EN A PAS LU D'AUTRES ....

	GE DU BUR								
8-	11-	14-	17-	20-	23-		29-		35-
9-	12-	15-	18-	21-	24-	27-		33-	36-
10-	13-	16-	19-	22-	25-	28-	31-	34-	37-

-f) Est-ce que vous lisez ou feuilletez habituellement tout autre journal hebdomadaire, c'es à-dire un journal qui est publié seulement une fois par semaine?

	CHEF MASCULIN	CHEF FÉMININ
<b>0</b> U1	38-1	39-1
NON	2	2

1

10. Je vais maintenant vous lire une liste des différentes sections d'un journal et, pour chacune, j'aimerais que vous me disiez si, en lisant un journal cet automne, vous lisez presque toujours cette section, vous la lisez fréquemment, vous la lis ez parfois, ou vous la lisez rarement ou jamais. (TENDEZ CARTE 4 A UN CHEF, POSEZ QUESTION EN ENTIER PUIS PASSEZ CARTE À L'AUTRE CHEF ET POSEZ) (COMMENCEZ PAR L'ÉNONCÉ) (INSCRIVEZ DANS LA COLONNE APPLICABLE CI-DESSOUS--SOIT SOUS "CHEF MASCULIN" OU "CHEF FEMININ")

	CHEF	MASC	ULIN	1				CHEF	FÉN	HNIN				<u></u> l	7-4
·	LISAI PRESO TOU- JOURS	UE L F	RÉ-		LI- SAI1 PAR- FOIS	RA F ME		LISA PRES TOU- JOUR	QUE	LISA FRÉ- QUEM		LI- SAIT PAR- FOIS	RAR MEN OU	Ť	
La page couverture	40-1		2	<del></del>	3		. 4	1	···	. 2	•••	3	• • •	4.	8-
Les comptes-rendus sur ce qui se passait															
A Montréal et au Québec Ailleurs au Canada Au gouvernement	. 42-1		2		-			1	• • • •	. 2	•••	_	••	4	9- 10-
provincial	. 43-1 . 44-1	• • •	2	••	3		4	1	• • •			-	• •	4	11- 12-
Les éditoriaux	. 45-1	• • •	2	• •	3	••	4	1	• • •	. 2	• • •	. 3	• •	4	13-
Les Informations ou les nouvelles relatives aux affaires ou à la finance	. 46-1		2	••	3		4	1		. 2	• • •	. 3		4	14-
Les scores ou les													···		
résultats sportifs Les reportages sportifs		•••		••		••	4 4	1		. 2			• •	4 4	15- 16-
Les critiques de films ou les articles sur le le cinéma	h9-1		,		2		h	1		,		. 3		t.	17-
Les critiques de pièces de de théâtre ou les arti-	. 43-1	•••	-	••		••	•	'	•••	2	• • •	. )	••	4	1/-
cles sur le théâtre Les critiques littéraires	. 50-1	•••	2	••	3	••	4	1	***	. 2	• •	. 3	••	4	18-
ou les articles sur les auteurs	.51-1	•••	2	• •	3	•	4	1	٠.,	. 2	• •	. 3	••	4	19-
Les critiques de restaurants	. 52-1	• • •	2		3	••	4	1	•••	. 2	•••	. 3	••	4	20-
La liste des événements dans le monde du spectacle (films, théâtre, café-	C2-1		•				. 4			•	,	•			
théâtre, etc.)								1				3			21-
Les informations sur la nourriture ou la nutrition.	. 77-1	<u> </u>				<u></u>		<u> </u>			••	. 3	<u></u>	4	22-
ou les recettes Les informations sur les	.55-1	•••	2	••	3	••	4	1	•••	. 2	• • •	. 3	••	4	23-
plantes ou le jardinage Les conseils ou les	. 56-1	•••	2	••	3	••	4	1	• • •	. 2	• • •	. 3	••	4	24-
informations médicales Les conseils ou les infor-	. 57-1	•••	2	••	3	••	4			. 2	• • •	. 3	••	4	25-
mations d'un vétérinaire au sujet des animaux domestiques	. 58-1		2		2		4	1.	٠	. 2	4.	. 3		4	26-
Les horoscopes	. 59-1	• • • •	2				4	1				. 3		4	27- 28-
Les jeux, les devinettes ou les mots croisés				••	3	••	4	1	•••	. 2	• •	3		4	29-
Les chroniques de messages personnels et le courrier du coeur	.62-1		2		3	• •	4	1	• • •	. 2	• •	. 3	• •	4	 30~
Les caricatures, les des- sins humoristiques ou les bandes dessinées	.63-1	• • •	2		3		4_	11	<u></u>	. 2	• • •	. 3	<u></u>	4	31-
Les annonces d'offres	64-1		2		-		4	1				. 3	٠.	4	32 - 33 -
d'emploi			2		3	٠.	4	1		. 2		. 3	٠.	4	٠, ر
	.65-1	•••	2			••	4	1		. 2		3			34-

11.	Y a-t-il_des	magazines	que	vous	lisez	personn	ellem	ent de	facon	regulière	cet
	automne?	Si	oul,	lesqu	els?	(POSEZ	À UN (	CHEF F	PUIS À I	L'AUTRE)	

(POUR CHAQUE CHEF, INSCRIVEZ UN MAXIMUM DE QUATRE MAGAZINES PAR ORDRE DE MENTION. ENCERCLEZ POUR INDIQUER QUI LES A LUS.)

		LU I							À L'USAGE
NOM DU MAGAZINE:		OUI	MASC	NON		CHE	FEM	NON	DU BUREAU:
HOLL DO LINGAZINE.		0		<u> </u>		<del>=</del>		0	26/27
	• •		• • • • •		٠		• • • •		36/37
	٠.		• • • • •		•		• • • •		38/39
									40/41
		0							42/43
	٠.			0					1
									44/45
	• •								46/47
	• •								48/49
									50/51
						•			

12. Au cours des <u>six derniers mois</u>, c'est-à-dire depuis environ <u>mai dernier</u>, à peu près combien <u>de livres</u> avez-vous lus uniquement comme loisir? (POSEZ À UN CHEF PUIS À L'AUTRE)

	CHEF MASCULIN CHEF FEMININ
F	Aucum livre52-953-9
SI DONNE UN	Un livre 1
ÉVENTAIL,	2 livres 2 2
INSCRIVEZ LE	3 livres 3 3
NOMBRE LE	4 livres 4 4
PLUS ÉLEVÉ	5 ou 6 livres 5 5
· · · · · · · · · · · · · · · · · · ·	7 à 9 livres 6 6
	10 à 12 livres 7 7
	13 livres ou plus 8 8

- 13. Généralement parlant, cet automne, combien de jours sur les cinq jours de semaine regardez-vous habituellement une émission de nouvelles à la télévision ... (LISEZ LES ENONCÉS ET INSCRIVEZ LES RÉPONSES AU FUR ET À MESURE)?
  - . -a) Dans la matinée?
    - -b) Dans la soirée avant 19 h 30?
    - -c) A 22 ou 23 heures le soir?

(NE LISEZ PAS LA LISTE DES ÉNONCÉS. SI DONNE UN ÉVENTAIL, INSCRIVEZ LE NOMBRE LE PLUS ÉLEVÉ. POUR CHAQUE PÉRIODE, INSCRIVEZ LA RÉPONSE SOUS "CHEF MASCULIN" OU "CHEF FÉMININ" SELON LE CAS.)

	CHEF MAS	CULIN	1	CHEF FÉM	ININ	
	-a)	-b)	-c)	-a)	-ь)	-c)
	DANS LA MATINÉE	SOIRÉE AVANT 19 h 30	22 OU 23 HEURES LE SOIR	DANS LA MATINÉE	SOIRÉE AVANT 19 h 30	OU 23 HEURES 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	. 4
CINQ JOURS	. 5	5	5 .	] 5	5	5

			- 9 -					-		
14.	Et pour ce qui de nouveiles « automne? (POS	coutez-vous SEZ À CHAQUE	à la radio CHEF INDIVI	au cours DUELLEMEN	d'une jo T) (INS	urnée	ordin	aire ce	t	ions
	"CHEF MASCULIN	' OU ''CHEF F	EMININ'' SELO	N LE CAS)		ASCUL	N C	HEF FÉM	ININ	
			Aucune							
	SI DONNE UN EV	ENTAIL,	Une			1		1		
	CODEZ LE NOMBE	RELE	Deux			2		2		
	PLUS ÉLEVÉ		Trois			3		_		
			Ouatre					-		
			Cing			5				
			Six			6		_		
			Sept			-				
			Huit ou pl					•		
			nuit ou pi	JS	• • • • •	·	•••••	0		
15.	Je vais mainter me dire si vous "NON", DITES:) (POSEZ TOUS LES IL/ELLE PEUT RÉ SOUS "CHEF MASO	i l'avez pr Avez-vous LOISIRS À ÉPONDRE AU N	atiqué ou no pratiqué ce UN CHEF, PUI: OM DU CHEF A	n au cour loisir au S À L'AUT BSENT. I	s du moi cours d RE CHEF. NSCRIVEZ	s derr e la d SI l	nier. Jerniè JN SEU	(POÚR ) re anné L CHEF (	CHAQUE e? PRÉSEN' US	Т,
	SUUS "CHEF MASC	OLIN" OU "C	HEF FEMININ"	SELON LE	CAS.)			:	7	-5
					ASCULIN	NIERE		F FEMIN		
			•	DERNIE	R ĐEK ANN		DER MOI	NIER S	DERN ANNÉ	_
					NON DUI	NON			OUI	
	Aller voir un f	film au ciné	ma	62-1	2 4	5	.8-1	2 .	4 .	. 5
	Assister à un o pièce de théâts			63-1	2 4	5	.9-1	2 .	4 .	. 5
	Visiter un musé d'art, un centr un site histori	e des scien	ces ou	64-1	2 4	5	10-1	2 .	4 .	. 5
	Assister à une d'une organisat	réunion							••	
	Assister à un é						Į.			
	Participer à un	-								. ,
	activité de cor			67-1	2 4	5	13-1	2 .	4 .	. 5
	Suivre un ou de sujet quelconqu temps libres	e pendant v	os	68-1	2 4	5	14-1	2 .	4 .	. 5
	Manger au rest	taurant pour								
	le plaisir			69-1 70/74)	2 4	5	15-1	2 .	4 .	. 5
								/NE 11	CC7 DA	_
16-a)	Quel membre de LA LISTE)	votre royer	rait la plu	part des	acnats u	epic	rier	(NE LI	SEL PA	3
		CHEF MASCUL	IN	• • • • • • • •		•2				
		CHEF FÉMINI	N			· · ·				
		CHEFS MASCU	LIN ET FÉMIN	IN DE FAÇ	ON ÉGALE					
		AUTRE PERSO	NNE (PRÉCISE	z)						
-ь)	Et avec queile chacun des supe MESURE) Provig LISEZ PAS LA L	ermarchés su go? Métro-R	iivants? (L ichelleu? S	ISEZ LA L	ISTE ET	INSCR	IVEZ A	U FUR E	ΤÀ	à
	NE EVENTAIL, INS NOMBRE LE PLUS			PROVI	MÉTR GO RICH		STEI	NBERG	AUTRES	
DEUX F	OIS PAR SEMAINE	OU PLUS SOU	VENT	17-1	18-1		. 19-1			
ENVIRO	N UNE FOIS PAR S	SEMAINE		2	2				_	
UNE FO	IS TOUTES LES TI	ROIS SEMAINE	s	4	4		4		4	
UNE FO	IS PAR MOIS			5	5		5		5	
	SOUVENT QU'UNE ! NT OU JAMAIS						7		7	٠

SI LES DEUX CHEFS SONT PRÉSENTS, POSEZ LES Q. 17 À 20 À 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 télétexte. Dans quelle mesure le télétexte vous plaît-il depuis qu'il est installé chez vous? Diriez-vous qu'il vous plaît "beaucoup", "passablement" ou "pas tellement"? (POSEZ À CHAQUE CHEF INDIVIDUELLEMENT) (INSCRIVEZ SOUS "CHEF MASCULIN" OU "CHEF FÉMININ" SELON LE CAS)

	CHEF	MAS	CULIN	CHEF	FEMININ
Beaucoup	2	4-1		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 télétexte a-t-il été utile pour vous personnellement? A-t-il été "très utile", "passablement utile" ou "pas tellement utile"? (POSEZ À CHAQUE CHEF INDIVIDUELLEMENT. INSCRIVEZ SOUS "CHEF MASCULIN" OU "CHEF FÉMININ" SELON LE CAS.)

·	CHEF MASCU	LIN CHEF	FÉMININ
Très utile	26-1 .		-1
Passablement utile	2 .		2 .
Pas tellement utile	3 .		3
Ne peut se prononcer	4		4
N'utilise jamais			5

19. Depuis que le télétexte est installé 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 À CHAQUE CHEF INDIVIDUELLEMENT. INSCRIVEZ SOUS "CHEF MASCULIN" OU "CHEF FÉMININ" SELON LE CAS.)

	CHEF MASCULIN	CHEF FÉMININ
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 décrit le mieux la mesure dans laquelle vous êtes d'accord ou en désaccord avec chacun des énoncés suivants? (POSEZ TOUS LES ÉNONCÉS À UN CHEF, PUIS À L'AUTRE.) (INSCRIVEZ SOUS "CHEF MASCULIN" OU "CHEF FÉMININ" SELON LE CAS.)

	CHEF MA	ASCULI	١			CHEF FÉM	ININ		
	FORTE- MENT D'ACCO	RD D'A		EN DÉ- Saccord	FORTE- MENT EN DÉ- SACCORD	FORTE- MENT D'ACCORD	D'ACCORD	EN DÉ- SACCORO	
Les instructions écrites accompagnant l'équipe- ment du télétexte sont utiles			2	. 3 .	4 .	.34-1	2	3 .	4
Le système de numérotage des pages du télétexte porte à confusion	:								
C'est difficile de com- prendre comment utiliser le clavier	•								
L'imprimé du télétexte est difficile à lire	33-1		2	. 3 .	. 4	. 37-1	2	3 .	4

21. (TENDEZ CARTE 6) Je vais vous lire des situations qui peuvent se produire avec le télétexte. Autant que vous sachiez, à quelle fréquence chacun des membres de votre foyer a-t-il expérimenté ou non chacune des situations suivantes? (LISEZ UNE SITUATION À LA FOIS) (SI SE PRODUIT ASSEZ SOUVENT OU À L'OCCASION, DEMANDEZ:) Lequel des énoncés au bas de la carte décrit le mieux jusqu'à quel point cette situation est agaçante?

	SE PRODUIT						EST .								
	ASSEZ SOUVE		_			ıs	TRES			TÖT ÇANTE		PEU AÇANTE		S DU TOL	
Vous ne captez pas du tout le télétexte	38-1	— 	2	• • • •	3	<del>-</del> -	44-1	•••		2		3		4	
Le décodeur ne fonctionne pas immédiatement lorsque vous l'ailumez	39-1		. 2		. 3		45-1	•••		2	••	3		4	
Les pages télétexte sélectionnées prennent trop de temps à paraître	40-1		. 2	•••	. 3		46-1	• • • •	. •	2	••	3		4	
Le décodeur reste bloqué sur une page ou un canal et ne veut pas faire le changement demandé	4.1 - 1		. 2	• • •	. 3		47-1	• • • •		2	•••	3		4	
Des points, des lignes ou de la neige apparaissent sur une page du télétexte	42-1	• • •	. 2	• • •	. 3		48-1			2		3		4	
Lorsque vous regardez la télévision, une partie d'une page de télétexte paraît sur l'écran sans avoir été demandée		•••	. 2	• • •	. 3		49-1 50/74)			2	••	3	••	4	

22. Enfin, pour aider à l'interprétation de cette étude, j'aimerals recueillir des données de base sur chacune des personnes vivant dans ce foyer. Voici une carte qui vous aidera à répondre. (TENDEZ CARTE 7) Cette carte comprend des éventails de réponses possibles aux questions d'âge, de scolarité, d'emploi et de position au foyer. Dites-moi simplement le numéro inscrit à côté du groupé applicable à chaque personne. -a) Maintenant, en ce qui concerne le ou la plus jeune, quel est son prénom? (SI S'OPPOSE, DITES: Il importe énormément que nous obtenions tous ces noms et autres renseignements afin de pouvoir préparer et éventuellement analyser le registre que vous remplirez plus tard. Vos réponses seront regroupées avec celles d'autres foyers participants et seront tenues strictement confidentielles.) (LORSQUE RÉPONDANT(E) VOUS DONNE LE NUMÉRO, VÉRIFIEZ EN CONSULTANT VOTRE CARTE ET EN LUI LISANT LA CATÉGORIE APPLICABLE)

(UNE FOIS LES RENSEIGNEMENTS CI-DESSUS INSCRITS, DEMANDEZ:) Est-ce que (LISEZ NOM) utilise parfois le téléviseur sur lequel le télétexte est branché? (INSCRIVEZ SOUS -g) CI-DESSOUS)

-a) PRÉNOM	SEXE MASC. FEM. (ENCERCLEZ)	GROUPE D'ÂGE (INSCRIVEZ CODE)	-d) GROUPE DE SCO- LARITE (INSCRIVEZ CODE)	GROUPE D'EMPLOI (INSCRIVEZ CDDE)	POSITION UTILISE AU TÉLÉVISEUR FOYER AVEC (INSCRIVEZ TÉLÉTEXTE CODE) OUI NON
1.	.8-1 2	9	10	11	1213-1 2
2.	14-1 2	15	16	17	1819-1 2
3.	20-1 2	21	22	23	2425-1 2
4.	26-1 2	27	28	29	3031-1 2
5.	32-1 2	33	34	35	3637-1 2
6.	38-1 2	39	40	41	4243-1 2
7.	44-1 2	45	46	47	4849-1 2
8.	50-1 2	51	52	53	5455-1 2

Quelles sont (étaient)	vos fonctions? Quel genre de travail	faites-vous (faisi
	S CHEF MASCULIN OU FÉMININ SELON LE CAS REPONORE AU NOM OE L'AUTRE CHEF.)	. SI UN SEUL CHEF
	CHEF MASCULIN	CHEF FÉMININ
NOM/TYPE DE COI	MPAGNIE	-
FONCTIONS/GENR	E OE TRAVAIL	
	56 57	
•	31	
moi simplement le numé	·	es sources. Oonne
CATÉGOR	<del></del>	
. 1	MOINS OE \$10,00060-1	
2	\$10,000 À \$14,999 2	
3	\$15,000 A \$19,999 3	
4	\$20,000 À \$24,999 4 \$25,000 À \$29,999 5	
5 6 .	\$25,000 A \$29,999 5 \$30,000 A \$39,999 6	
7	\$40,000 À \$49,999 7	
8	\$50,000 À \$59,999 8	
9	\$60,000 OU PLUS 9	
	NE SAIT PAS61-1	
• •	REFUSE 2	
	·	
S'IL Y A UN CHEF MASCU	LIN ET UN CHEF FÉMININ, ET QUE VOUS EN	AVEZ INTERVIEWÉ
UN SEUL, OITES: Je de	vrai rappeller afin de parler à (NOMMEZ	CHEF ABSENT)
temps pour rappeler?	ses à certaines questions. Quel serait	, te merrieur
JOUR	:	
DATE	:	

REMERCIEZ RÉPONOANT(E), PUIS ESSAYEZ DE RÉSOUORE TOUT PROBLÈME AVEC LE TÉLÉ-TEXTE. SI C'EST IMPOSSIBLE, DITES QUE VOUS SIGNALEREZ LE PROBLÈME ET INSCRIVEZ-LE SUR VOTRE FEUILLE DE RAPPORT. NO. D'IDENTIFICATION DU FOYER:

### FEUILLE DE RAPPORT DE L'INTERVIEWER

- 1. TEST DU TÉLETEXTE:
  - 1. Sélectionnez Radio-Canada, canal 2 (câble 4)
  - 2. Appuyez sur TV/TX tout en faisant partir le chronomètre
  - 3. Arrêtez le chronomètre aussitôt que le logo IRIS commence à apparaître
  - 4. Inscrivez le temps
  - 5. Reportez le chronomètre à zéro
  - Sélectionnez le numéro de page requis. Appuyez ensuite sur TOP tout en faisant démarrer le chronomètre
  - Arrêtez le chronomètre aussitôt que la page commandée commence à apparaître
  - 8. Inscrivez le temps
  - 9. Répétez les étapes 5 à 8 pour chacune des pages requises

AVIS - Allez directement d'une page à l'autre selon l'ordre suivant: Logo IRIS, page 60, page 10, page 50, page 20.

	COMMENCER (ET PARTIR CHRONOMÈTRE)	PAGE COMMENCE À S'IMPRIMER (ARRÊTER CHRONOMÈTRE)		INSCRIRE DÉLAI	
1.	TV/TX	LOGO IRIS	=	SEC.	
2.	LOGO IRIS	Page 60		SEC.	62/64
3.	Page 60	Page 10	=	SEC.	65/67
4.	Page 10 ———	Page 50 .	:	SEC.	68/70
5.	Page 50	Page 20	:	SEC.	71/73

2. Qualité de la réception:

74/76 ·· (77)

ENCERCLER CHIFFRE	DÉCRIRE PROBLÈME
Système ne fonctionne pas78-9	
Problème important, incapable de lire 1	
Problème assez important, presque illisible 2	•
interférence considérable mais quand même lisible 3	
Un peu d'interférence mais bien lisible, claire	
Aucun problème, très claire 5	

3. Le problème nécessite-t-il la visite d'un technicien?

- 4. Utilisation du télétexte par le/la répondant(e):
- -a) Répondant(e) avait de la difficulté à utiliser le système.

-b)	(SI	OUI:)	Aide	fournie	quant	à	l'utilisation	đu	sys t <b>è</b> me	(décrivez	le	problème
	briè	vement	).									
										•		

DATE:	1983	HEURE:	
INTERVIEWER:	· · · · · · · · · · · · · · · · · · ·		

Cher(e) participant(e) du projet IRIS,

Permettez-nous de vous remercier pour votre participation et pour l'intérêt que vous manifestez à l'endroit des essais de télétexte de Radio-Canada dans le cadre du projet IRIS. Vous trouverez 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. Utiliser le Télétexte normalement, comme 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'à l'indiquer dans l'espace prévu pour les commentaires à la dernière page du cahier.

Pour toutes les occasions où quelqu'un utilisera le télétexte, nous désirons savoir:

- . l'heure du début et de la fin de la séance
- . si CBFT où une autre station a été utilisée pour obtenir le télétexte
- . quelles pages et sous-pages ont été regardées
- qui a lu ou regardé ces pages, et qui a utilisé le miniclavier pour les commander
- 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 chacune des questions. Veuillez vous rappeler de commencer à remplir le cahier d'utilisation du télétexte à partir du lundi 6 juin, et de nous le poster dans l'enveloppe ci-jointe aussitôt qu'il sera terminé, le dimanche 12 juin.

Nous vous remercions de votre coopération.

## INTERVIEW FORMAT USED WITH PHASE 1 PARTICIPANTS TO DETERMINE THEIR INTEREST IN CONTINUED PARTICIPATION (The interviews were held during August and September, 1983)

## PARTICIPATION AU PROJET IRIS PROTOCOLE D'ENTREVUE TELEPHONIQUE:

Bonjour, Pourrais-je parler & M. ou Mme. (DEMANDER LE CHEF DE FAMILLE MASCULIN OU FEMININ)

SI AUCUN DES CHEFS N'EST DIS-PONIBLE, DEMANDER QUEL EST LE MEILLEUR TEMPS POUR RAPPELER. (ENREGISTRER SUR LE RAPPORT TELEPHONIQUE).

SI L'UN DES CHEFS DE FAMILLE EST DISPONIBLE, DIRE:

Mon nom est . Je vous appelle au sujet du projet IRIS de Radio-Canada auquel vous participez présentement. Les essais de Telétexte se poursuivront probablement à l'automne et nous désirons savoir si vetre foyer est intéressé à poursuivre l'expérience.

Si vous continuez à participer, nous demanderons de nouveau aux membres de votre famille de tenir un cahier d'utilisation du télétexte.

Ceci se déroulera durant le mois de novembre.

Ils devront alors enregistrer l'utilisation qu'ils font du système pour une période d'une semaine.

Nous recueillerons aussi par la suite vos impressions iinales.

Etes-vous intéressé à poursuivre votre participation dans ce projet?

Croyez-vous que vous allez demeurer à cette adresse jusqu'en décembre?

- OUI, MAIS DEMENAGE: Nous sommes désolés mais il ne sera pas possible 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 collaboration. Eprouvez-vous présentement certains problèmes avec votre décodeur?
  - SI OUI: Lesquels? ENREGISTRER SUR LE RAPPORT TELEPHONIQUE ET DIRE: Je vais rapporter ces problèmes 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'hésitez pas à communiquer avec le centre de Télétexte de Montréal au 288-4747
- 3) NON, NE DESIRE PAS CONTINUER: D'accord, je vais transmettre votre demande aux gens concernés. Nous aimerions quand même connaître les raisons qui motivent votre refus. Pourriezvous nous dire pourquoi vous n'êtes pas intéressé à poursuivre l'essai? SONDER EN PROFONDEUR, PAR EXEMPLE:

"Nous ne l'utilisons pas assem souvent"

-Pourquoi?

"Nous avons trop de problêmes"

-Quel genre de problèmes?

INSCRIRE LES DETAILS OBTENUS SUR LE RAPPORT TELEPHONIQUE.

# RÉALITÉS CANADIENNES Montréal Vancouver Toronto Ottawa Division de SK'CF Inc

Réalités Canadiennes 1411 rue Crescent, 3ième euige, Montréal, Québec H3G 2B3 (514) 288-6894

Cher participant/Chère participante au Projet IRIS,

Nous espérons qu'il vous est agréable de participer aux essais du Télétexte de Radio-Canada. Ceux qui, parmi vous, prennent part au projet depuis plus longtemps auront sûrement noté que le service a considérablement évolué depuis son lancement officiel au cours du printemps dernier. Plusieurs ont contribué à ce développement par leurs commentaires et leurs suggestions, et nous désirons les en remercier.

Nous tenons à vous informer par la présente que le Projet IRIS s'est préparé de façon à vous fournir un service complet de Télétexte 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 Télétexte. Vous pouvez capter le Télétexte transmis par le réseau anglais de Radio-Canada et celui du réseau américain CBS. Il vous suffit de choisir une de ces chaînes aux heures où elle diffuse sur l'ensemble de son réseau (principalement en soirée) et 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 commande destinée aux malentendants. À partir de ce moment, vous pourrez obtenir l'affichage de sous-titres spéciaux pour les émissions de Fadio-Canada codées pour malentendants. Il s'agira alors d'utiliser la touche "S. TITRES" de votre mini-clavier.

Nous communiquerons bientôt avec vous au sujet du "Cahier d'Utilisation du Télétexte" que vous aurez à compléter durant la semaine du 21 au 27 novembre. Il est d'une importance capitale pour la réussite 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 promptement le Cahier par la suite. Soyez assurés que nous apprécions votre collaboration.

Michel Gauvreau,

Directeur

## COVERING LETTER SENT WITH NOVEMBER DIARY TO PARTICIPATING HOUSEHOLDS IN MONTREAL

Cher(e) participant(e) au projet IRIS;

Vous trouverez ci-joint votre "Cahier d'Utilisation du Télétexte". 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 à 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 système comme vous le feriez habituellement, comme si vous n'aviez pas à tenir un cahier d'écoute.

A chaque occasion où vous utiliserez le Télétexte, 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 à toutes les autres questions. Si personne ne fait usage du Télétexte entre le 21 et le 27 novembre, complétez votre cahier en y inscrivant "n'avons pas utilisé" dans l'espace réservé aux commentaires.

Un billet de loterie Provincial a été joint à votre cahier d'utilisation du Télétexte. Radio-Canada désire vous exprimer ainsi son appréciation pour l'aide que vous apportez dans le cadre de ce projet. Espérons que vous serez chanceux.

De plus, à cause de l'extrême 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 qu'à retourner votre cahier d'utilisation complété, de façon à ce qu'il soit reçu au plus tard le 15 décembre. Seuls les foyers prenant part au projet IRIS sont éligibles, c'est-àdire un total d'environ 200 foyers. Des explications détaillées concernant le tirage sont fournies sur la page ci-jointe.

Nous vous demandons maintenant de prendre le temps d'examiner votre cahier d'utilisation du Télétexte. Lisez les instructions et étudiez l'exemple. Si vous avez des questions, n'hésitez pas à les poser à la personne qui vous téléphonera au sujet du cahier, ou téléphonez-nous au numéro indiqué ci-dessus. Nous comptons sur vous!



## NOTICE TO PARTICIPATING HOUSEHOLDS IN MONTREAL INCLUDED WITH NOVEMBER DIARY AND COVERING LETTER

### 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.

Où et quand le tirage aura-t-il lieu?

Le lundi 19 décembre 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 téléphone et une question simple d'habilité sera alors posée. 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.

Ou'attendons-nous de vous si vous gagnez?

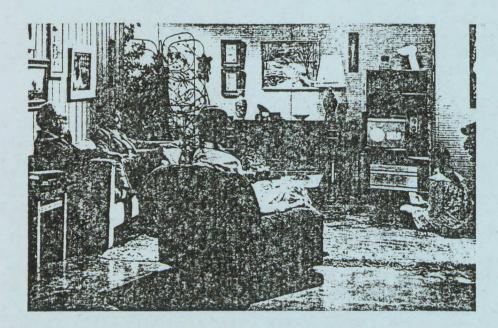
Simplement que vous consentiez à ce que votre nom - ou vos noms - soit communiqué aux autres participants afin qu'ils prennent connaissance du résultat du tirage.

### CAHIER D'UTILISATION DU TÉLÉTEXTE DE VOTRE FOYER

SEMAINE DU LUNDI_____AU DIMANCHE ______,1983



UN PROJET IMPORTANT POUR L'AVENIR DES COMMUNICATIONS-AU PAYS.



No. du foyer	
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No. de l'emplacement

### **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.

			Lun.	Mar	-	Jeu.	Ven.	Sam.	Dim.
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Pour obten	ir ces pages de Téléi	lexie avez-v	ous sélection	né CBFT (c	anal 2/câble	4) ou un autre	canal de télé	evision? (cod	her/inscrire
	CBFT		Autre canal	·		·			
					de la station		lo. d'origine di	u canai	
L'heure affi	chée à la partie supe	érieure du p	remier écran	de Télétext		Heure 18	.44	Minutes	
					(		ue présenté à	l'écran)	
Quelles pag	ges de Télétexte avez	-vous lues o	u regardées au	ı cours de c	ette séance d	e Télétexte? (/	nscrire le num	éro de la page	principale e
encercier to	outes les sous-pages	qui ont été	regardées. Si	le numéro	de sous-page	est supérieu	r à .19, il faut	alors l'inscrin	9)
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•						4	4/4.	**	
c) Si des étaient-i	1s? 2					nu	<u> </u>		<del></del>

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ρ	gersonne	s)					$\bigcap$			Robe Carol	<u>u</u>		
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réalités canadiennes Montréal, québec	T-4  CONNENCÉE À:
SECTION ROSE—POSEZ AU CHEP FÉMININ DU FOYER	<b>TERRIDIÉ À:</b> 8/10
QUESTIONNAIRE	PRINCIPAL
1. En moyenne, environ combien de fois par se des émissions du service télétexte? (INSC)	maine avez-vous personnellement regardé
NOMBRE MOYEN DE POIS PAR SEMAINE:	11/13
<ol> <li>Je vais maintenant vous lire une liste des service télétexte. Pour chacune, dites-mo l'occasion, rarement ou jamais. (LISEZ LA</li> </ol>	oi si vous l'avez regardée fréquemment, à
<ol> <li>J'aimerais maintenant que vous fassiez l'é sections. À mesure que je lirai chacune, était très bon, bon, passable ou mauvais?</li> </ol>	dites-moi si d'après-vous le contenu
QUEN- L'OCCA- MENT OU S	IE NE NE SAIT TRÈS PASSA- SAIT BON BON BLE MAUVAIS PAS
La section des nouvelles 14-1 2 3	9 22-1 2 3 4 9
La section de la météo 15-1 2 3	9 23-1 2 3 4 9
La section des sports 16-1 2 3	9 24-1 2 3 4 9
La section des finances 17-1 2 3	9 25-1 2 3 4 9
La section sur les livres, les restau- rants, les spec- tacles, le cinéma et les arts 18-1 2 3	9 26-1 2 3 4 9
La section sur les lois et les différents services des gouvernements 19-1 2 3	
Les rubriques telles la consommation et les conseils sur la santé et le brico- lage	
La section contenant les devinettes, des contes, ainsi que des notes scientifiques	3 9

- 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 quantité ou trop peu? Pour ce qui est de... (LISEE LA LISTE)? (IMSCRIVES SOUS Q.4 CI-DESSOUS)
- 5. Maintenant, veuillez penser à la quantité de détails fournis à chaque section. À mesure que je lirai chaque section, ditesmoi si d'après vous la section comprenait trop de détails, à peu près la bonne quantité ou trop peu de détails. (LISEZ LA
  LISTE) (INSCRIVEZ SOUS Q.5 CI-DESSOUS)
- 6. Enfin, j'aimerais obtenir votre opinion sur la fréquence des changements apportés au contenu de chaque section. Diriez-vousque le contenu de (LISEZ LA SECTION) était mis à jour ou changé plus souvent que nécessaire, juste assez souvent ou pas assez souvent? (INSCRIVEZ SOUS Q.6 CI-DESSOUS)

0.4	10.5	Q.6	
A PEU Près	A PEU PRÈS	PLUS	
PRES LA	IA	SOU- VENT JUSTE PAS	
BONNE NE	BONNE NE	QUE ASSEZ ASSEZ NE	
SECTIONS DU QUAN- TROP SAIT TÉLÉTRATE: TROP TITÉ PEU PAS	QUAN- TROP SAIT TROP TITE PRU PAS	NÉCES- SOU- SOU- SAIT SAIRE VENT VENT PAS	SECTIONS DU TÉLÉTELTE :
La section des nouvelles	38-1 2 3 4 .	46-1 2 3 4	La section des nouvelles
La section de la météo31-1 2 3 4	39-1 2 3 4 .	47-1 2 3 4	La section de la météo
La section des sports32-1 2 3 4	40-1 2 3 4 .	48-1 2 3 4	La section des sports
La section des finances33-1 2 3 4	41-1 2 3 4 .	49-1 2 3 4	La section des finances
La section sur les livres, les restaurants, les spectacles, le cinéma et les arts	42-1 2 3 4 .	50-1 2 3 4	La section sur les livres, les restaurants, les spectacles, le cinéma et les arts
La section sur les lois et les différents servi- ces des gouvernements35-1 2 3 4	43-1 2 3 4 .	51-1 2 3 4	La section sur les lois et les différents servi- ces des gouvernements
Les rubriques telles la consommation et les conseils sur la santé et le bricolage	44-1 2 3 4 .	52-1 2 3 4	Les rubriques telles la consommation et les con- seils sur la santé et le bricolage
La section contenant des devinettes, des contes, ainsi que des notes scientifiques et historiques37-1 2 3 4	45-1 2 3 4 .	53-1 2 3 4	La section contenant des devinettes, des contes, ainsi que des notes scien- tifiques et historiques

/-a)	vice télétexte? L'avez-vous trouvé (LISEZ LA LISTE)?
	Très intéressant 54-1
	Assez intéressant 2
	Pas tellement intéressant 3
	Pas du tout intéressant 4
-b)	Et dans quelle mesure estimez-vous que le service télétexte a été utile? A-t-il été (LISEZ LA LISTE)?
	Très utile 55-1
	Assez utile 2
	Pas tellement utile 3
	Pas du tout utile 4
_	
8.	QUESTION 8 N'EST PAS POSÉE (56/57)
L	
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? Étaient-ils (LISEZ LA LISTE)
	Très bons 58-1
	Bons 2
	Passables 3
	Mauvais 4
-b)	Et les graphiques étaient-ils changés (LISEZ LA LISTE)?
	Plus souvent que nécessaire 59-1
	Juste assez souvent 2
	Pas assez souvent 3
-c)	Comme vous le savez peut-être, le fait d'utiliser des graphiques font que la page de télétexte apparaît un peu plus lentement que lorsqu'il s'agit uniquement de mots imprimés. Certaines personnes trouvent que cela vaut la peine d'attendre plus longtemps, d'autres pas. Par rapport au nombre de graphiques utilisés au cours de la période d'essai, préféreriez-vous personnellement qu'il y ait (LISEZ LA LISTE)?
	Plus de pages avec des graphiques 60-1
	À peu près le même nombre de pages avec des graphiques 2
	Moins de pages avec des graphiques 3
	(WE LISEZ PAS) C'EST ÉGAL/PAS DE PRÉFÉRENCE 4

	- 4 -
	ES QUESTIONS 10 & 11 ONT DÉJÀ ÉTÉ POSÉES À L'AUTRE RÉPONDANT DE CE FOYER, EZ LA CASE CI-DESSOUS ET PASSEZ À LA Q.12.
	QUESTIONS 10 & 11 DÉJÀ POSÉES DANS L'AUTRE SECTION []
10-a)	Est-ce que vous ou d'autres membres de votre foyer avez utilisé l'option de "sous-titrage" du télétexte?
	OUI
-b)	Cette option a-t-elle été utilisée (LISEZ LA LISTE)?
	Fréquemment 62-1
	À l'occasion 2
	Ou, Presque jamais 3
<del>-</del> c)	Qu'est-ce que vous ou d'autres membres de votre foyer avez pensé de cette option (INSCRIVEZ CI-DESSOUS) .Autre chose?
	63-
	64-
	65-
<del>-</del> 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 voi auriez pu éprouver avec l'équipement au cours des derniers mois. Pour chacun, dites-moi si ce problème s'est présenté assez souvent, à l'occasion ou jamais.
	Voici le premier problème (LISEZ LE PREMIER PROBLÈME), Ce problème s'est-il présenté assez souvent, à l'occasion ou jamais? (RÉPETEZ POUR CHAÇUE ÉMONCÉ) (INSCRIVEZ SOUS Q.11-a) CI-DESSOUS)
-b)	(POUR CHAQUE PROBLÈME ÉPROUVÉ "ASSEZ SOUVENT" OU "À L'OCCASION" À LA Q.11-a) CODES 1 OU 2, DEMANDEZ:) Lorsque (LISEX LE PROBLÈME), diriez-vous que vous tro viez ce problème très agaçant, plutôt agaçant, un peu agaçant ou pas du tout agaçant? (INSCRIVEZ SOUS Q.11-b) CI-DESSOUS)
	Q.11-a) Q.11-b)
	ASSEZ A PAS DU SOU L'OCCA TRÈS PLUTÔT UN PEU TOUT
PROBLÈ	
	Tous ne captiez pas hu tout le télétexte67-1 2 3 71-1 2 3 4

PROB	Lènes:		A L'OCCA- SION	JAMAIS	0.11-b) TRÈS AGACANT	PLUTÖT AGAÇANT	UN PEU AGAÇANT	PAS DU TOUT AGAÇANT
<del>-</del> a)	Vous ne captiez pas du tout le télétexte.	.67-1	. 2	3	71-1	2	3 ,.	4
<b>-</b> b)	Le décodeur ne fonc- tionnait pas lorsque vous l'allumiez	.68-1	2	3	72-1	2	3	4
<del>-</del> c)	Les pages télétextes sélectionnées pre- naient trop de temps à apparaître	.69-1	2	3	73-1	2	3	4
-d)	Le décodeur restait bloqué sur une page ou un canal et ne voulait pas faire le changement demandé	70-1	2	3	74-1	2	3	4

### POSEZ À TOUS

12. Je vais maintenant vous lire une liste des différentes façons que l'on peut utiliser le service télétexte. Pour chacune, dites-moi si vous avez personnellement utilisé le télétexte de cette façon réqulièrement, à l'occasion ou presque jamais. En premier lieu, à quelle fréquence vous est-il arrivé de... (LISES LA PREMIÈRE UTILISATION)? (RÉPÉTEZ POUR CHAQUE UTILISATION)

PRÉQUENCE D'UTILISATION
REGULIEREMENT OCCASIONELLEMENT PRESQUE JAMAIS

TILI:	SATIONS:
i)	Sélectionner le télétexte pendant la pause commerciale d'une autre
	émission que vous regardiez 8-1 2 3
ii)	Sélectionner le télétexte pendant une
	partie ennuyeuse ou dépourvue d'in-
	térêt d'une émission que vous
	regardiez 3
iii)	Sélectionner des pages individuelles
	par numéro 3
iv)	Utiliser la touche TOP afin que la
	page Sulvante du magazine apparaisse
	plus rapidement 3
v)	Laisser défiler automatiquement les
	pages pendant que vous lisiez toutes
	les pages ou presque 12-1 2 3
vi)	Laisser défiler automatiquement les
	pages mans y porter beaucoup d'atten-
	tion et en lisant une page de temps
	en temps
13.	Parmi les trois façons suivantes, laquelle correspond à la façon que vous avez le plus souvent utilisé le télétexte? (LISEZ LA LISTE) (ENCERCLEZ UNE SEULE RÉPONSE)
	Sélectionner des pages individuelles par numéro 14-1
	Laisser défiler automatiquement les pages du télétexte 2
	Ou, Laisser défiler le télétexte tout en utilisant la touche TOP
	afin que les pages suivantes apparaissent plus rapidement 3

14 <b>~</b> a)	Dans environ combien d'années prévoyez-vous vous acheter un nouveau téléviseur couleur? (NE LISEZ PAS LA LISTE)
	(ENCERCLEZ LE NOMBRE APPLICABLE. SI MENTIONNE UN ÉVENTAIL D'ANNÉES, ENCERCLEZ LE CHIFFRE LE PLUS ÉLEVÉ.)
	MOINS D'UN AN 15-1
	UN AN 2
	2 ANS 3
	3 ANS 4
	4 ANS 5
	5 ANS 6
	6 ANS 7
	7 ANS 8
	8 ANS 16-1
	9 ANS OU PLUS 2
	NE SAIT PAS 9
-b)	Imaginons 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 standard et le modèle de luxe. Les deux sont identiques sauf que le modèle 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 fait d'avoir ces deux options sur le modèle de luxe pourrait coûter jusqu'à \$200 de plus que pour le modèle standard.
	Quel montant <u>additionnel</u> seriez-vous personnellement prêt(e) à payer pour que ces deux options soient ajoutées? (INSCRIVEZ CI-DESSOUS)
	\$17/19
	NE PAIERAIT PAS PLUS []
	NE SAIT PAS
-c)	Allons un peu plus loin. Imaginez que le télétexte devient un service réqulier gratuit et qu'il comprend 3 ou 4 canaux offrant des services semblables à ceux que vous avez reçus pendant la période d'essai. Le décodeur du télétexte offre maintenant un fonctionnement fiable et il peut être intégré directement dans le téléviseur.
	Maintenant le modèle "de luxe" du téléviseur qui vous intéresse comprend non seu- lement le convertisseur intégré et la télécommande, mais il comprend aussi un dé- codeur de télétexte intégré. Avec ces trois options, le modèle de luxe pourrait coûter 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? (TESCRIVEZ

CI-DESSOUS)

<b>\$_</b>	20/2				
NE	PAIERAIT	PAS PLUS	••••	[]	
NE	SAIT PAS			[]	

### AVIS À L'INTERVIEWER:

VÉRIFIEZ LES HONTANTS INSCRITS À 14-b) ET 14-c). ȘI LE NONTANT À 14-c) EST PLUS PETIT QUE LE HONTANT À 14-b), VÉRIFIEZ AUPRÈS DU RÉPONDANT POUR VOUS ASSURER QU'IL A BIEN COMPRIS LA QUESTION.

Depuis quelques temps, les gens nous ont proposé plusieurs sujets qui pourraient être 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 télétexte. Dans quelle mesure aimeriez-vous personnellement qu'on offre (CONNENCES PAR L'ÉNONCE "I") dans le télétexte? (RÉPÉTEZ POUR CHAQUE ENONCE)

PAS PASSA-TKLLE-BEAUCOUP BLEMENT MEST X Des horoscopes ...... 23-1 .... 2 ...... 3 Des annonces personnelles ...... 3 Des informations juridiques ...... 2 ..... 25-1 ..... 2 ...... 3 Des annonces classées ..... 2 ..... 3 Des informations sur les films ...... 3 Des horaires d'événements sportifs ...... 3 Des conditions de ski ...... 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 ...... 33-1 ..... 2 ....... 3 Des informations sur le théâtre et les événements musicaux . 34-1 ..... 2 ...... 3 Des renseignements sur les musées et les galeries d'art .... 37-1 ..... 2 ...... 3 L'horaire des émissions télévisées de Radio-Canada ....... 39-1 ..... 2 ...... 3 L'horaire des émissions radiophoniques de Radio-Canada ..... 40-1 ..... 2 ...... 3 Des conseils ménagers ..... 2 ..... 3 Des conseils de jardinage ...... 3 Des recettes et conseils culinaires ..... 3 Des conseils pour la santé ...... 3 Des offres d'emploi ..... 2 ..... 3 Une chronique de conseils de voyage ...... 3 Une chronique de conseils de mode ...... 3 Des résultats des loteries ...... 3 Une comparaison des prix dans les supermarchés ...... 50-1 .... 2 ...... 3 Des nouvelles locales ..... 2 ..... 3 Des nouvelles internationales ...... 3 Des nouvelle nationales ...... 2 ...... 3 Des éditoriaux sur les actualités ...... 3 Des horaires d'événements communautaires ...... 55-1 ..... 2 ...... 3 L'état de la circulation ...... 2 ...... 3 Un horaire des arrivées et départs dans les aéroports ..... 57-1 ..... 2 ...... 3 Des reportages et résultats sportifs ...... 3 Des histoires pour enfants ...... 3 Des notes historiques ...... 3 Des notes scientifiques ...... 3 ..... 3 Les prix des grains et du bétail ...... 3 Des renseignements sur les sports d'été comme le camping, la pêche et la natation .......

	Merci beaucoup d'avoir collaboré à l'essai du télétexte.
	(73/
	Enfin, avez-vous d'autres remarques à nous communiquer au sujet du télétexte?
	Ou, Moins bon 3
	À peu près pareil 2
	Comparé aux canaux d'information de la câblodistribution locale, comment évaluez-vous le télétexte comme source d'information? Diriez-vous que le télétexte est (LISEZ LA LISTE) que les canaux d'information du câble?  Meilleur
	INSCRIVEZ LES AUTRES RÉPONSES
	d) Canaux d'information sur câble 67-1 2 3 []
	c) Journaux 3
	b) Radio 3
	a) Télévision 3
	SOURCES:  PLUS COMME AVANT MOINS APPLICA
	ou à peu près comme avant, comme source de nouvelles et d'information?  (INSCRIVEZ CI-DESSOUS) (RÉPÉTEZ CETTE QUESTION POUR LES TROIS AUTRES SOURCES INSCRITES CI-DESSOUS)  À PEU PRÈS NON
	En premier lieu, avec le télétexte, avez-vous utilisé la télévision plus, moir

INTERVIEWER:

FINAL	ASSESSMENT	QUESTIONNA	IRE -	SHORT	VERSION
	(admir	istered to	drope	outs)	

LITÉS CAN TRÉAL, QU		7-2	TUDE LD
		COMMENCÉE À:	
SECTI	ON BLEUE—POSEZ AU CHEF MASCULIN DU FOYER	TERMINÉ À:	
	QUESTIONNAIRE PRINCIPAL	COURT)	
	nne, environ combien de fois par semaine ssions du service télétexte? (INSCRIVEZ C		nt rega
	NOMBRE MOYEN DE FOIS PAR SEMAINE:	11/13	
QUESTIC	NS 2 À 6 NE SONT PAS POSÉES	(14/53)	
	· ·		<i>"</i>
) Dans 1'	ensemble, dans quelle mesure avez-vous trelétexte? L'avez-vous trouvé (LISEZ Intres intéressant 54-1)	rouvé intéressant le con	tenu du
) Dans 1'	ensemble, dans quelle mesure avez-vous trilétexte? L'avez-vous trouvé (LISEZ l'Très intéressant 54-1 Assez intéressant 2 Pas tellement intéressant 3	rouvé intéressant le con	tenu du
) Dans 1'	ensemble, dans quelle mesure avez-vous to létexte? L'avez-vous trouvé (LISEZ l Très intéressant 54-1 Assez intéressant 2	rouvé intéressant le con	tenu du
) Dans l' vice té	ensemble, dans quelle mesure avez-vous trilétexte? L'avez-vous trouvé (LISEZ l'Très intéressant 54-1 Assez intéressant 2 Pas tellement intéressant 3	rouvé intéressant le con A LISTE)?	,
) Dans l' vice té	ensemble, dans quelle mesure avez-vous trelétexte? L'avez-vous trouvé (LISEZ l'Assez intéressant 2  Pas tellement intéressant 3  Pas du tout intéressant 4	rouvé intéressant le con A LISTE)?	,
) Dans l' vice té	ensemble, dans quelle mesure avez-vous trelétexte? L'avez-vous trouvé (LISEZ l'Arès intéressant 54-1 Assez intéressant 2  Pas tellement intéressant 3  Pas du tout intéressant 4  quelle mesure estimez-vous que le service (LISEZ LA LISTE)?	rouvé intéressant le con A LISTE)?	
) Dans l' vice té	ensemble, dans quelle mesure avez-vous trelétexte? L'avez-vous trouvé (LISEZ l'Très intéressant 2  Pas tellement intéressant 3  Pas du tout intéressant 4  quelle mesure estimez-vous que le service (LISEZ LA LISTE)?  Très utile 55-1	rouvé intéressant le con A LISTE)?	,

SI LA QUESTION 11 A DÉJÀ ÉTÉ POSÉE À L'AUTRE RÉPONDANT DE CE FOYER, COCHEZ LA CASE CI-DESSOUS ET PASSEZ À LA 0.14.

QUESTION 11 DÉJÀ POSÉE DANS L'AUTRE SECTION ... []

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'éduipement au cours des derniers mois. Pour chacun, dites-moi si ce problème s'est présenté assez souvent, à l'occasion ou jamais.

Voici le premier problème (<u>LISEZ LE PREMIER PROBLÈME</u>). Ce problème s'est-il présenté assez souvent, à l'occasion ou jamais? (REPÉTEZ POUR CHAQUE ÉMONCÉ) (INSCRIVEZ SOUS Q.11-a) CI-DESSOUS)

-b) (POUR CHAQUE PROBLÈME ÉPROUVÉ "ASSEZ SOUVENT" OU "À L'OCCASION" À LA Q.11-a)-CODES 1 OU 2, DEMANDEZ:) Lorsque (LISEZ LE PROBLÈME), diriez-vous que vous trouviez ce problème très agaçant, plutôt agaçant, un peu agaçant ou pas du tout agaçant? (INSCRIVEZ SOUS Q.11-b) CI-DESSOUS)

		Q.11-a)			Q.11-b)			
PROBL	ÈMES:	ASSEZ SOU- I VENT	A L'OCCA- SION	JAMAIS	très Agaçant	PLUTÖT AGAÇANT	UN PEU AGAÇANT	PAS DU TOUT AGAÇ ANT
	Vous ne captiez pas du tout le télétexte.	.67-1	. 2	3	71-1	2	3	4
t	Le décodeur ne fonc- tionnait pas lorsque vous l'allumiez	.68-1	2	3	72-1	2	3	4
s r	Les pages télétextes Rélectionnées pre- naient trop de temps à apparaître	.69-1	2	3	73-1	2	3	4
ì	Le décodeur restait bloqué sur une page ou un canal et ne voulait pas faire le							
	changement demandé	70-1	2	3	74-1	2	3	4

							•
OUESTIONS	• •	-	12	NE	COME	DAC	DAC EPE
CUESTIONS	14	P.1	13	n.	2041	F (4.7)	PUSEES

(8/14)	)
--------	---

14-a)	Dans environ	combien d	'années	prévoyez-vous	vous	acheter	เมก	nouveau	téléviseur
	couleur? (N	E LISEZ PA	S LA LI	STE)					

(ENCERCLEZ LE NOMBRE APPLICABLE. SI MENTIONNE UN ÉVENTAIL D'ANNÉES, ENCERCLEZ LE CHIPPRE LE PLUS ÉLEVÉ.)

MOINS	D'UN AN 15-1
UN AN	2
2 ANS	3
3 ANS	4
	5
5 ANS	6
6 ANS	7
7 ANS	8
8 ANS	16-1
9 ANS	OU PLUS 2
NE SA	TT PAS 9

-b) Imaginons 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 standard et le modèle de luxe. Les deux sont <u>identiques</u> sauf que le modèle 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 fait d'avoir ces deux options sur le modèle de luxe pourrait coûter <u>jusqu'à</u> \$200 de plus que pour le modèle standard.

Quel montant <u>additionnel</u> seriez-vous personnellement prêt(e) à payer pour que ces deux options soient ajoutées? (INSCRIVEZ CI-DESSOUS)

s					
NE	PAIERAIT	PAS PLUS	(1		
ME	CATT DAG		(1		

-c) Allons un peu plus loin. Imaginez que le télétexte devient un service réqulier gratuit et qu'il comprend 3 ou 4 canaux offrant des services semblables à ceux que vous avez reçus pendant la période d'essai. Le décodeur du télétexte offre maintenant un fonctionnement fiable et il peut être intégré directement dans le téléviseur.

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s_			20/22
NE	PAIERAIT	PAS PLUS []	
NE	SAIT PAS	()	(22,460)

#### AVIS À L'INTERVIEWER:

VÉRIFIEZ LES MONTANTS INSCRITS À 14-b) ET 14-c). SI LE MONTANT À 14-c) EST PLUS PETIT QUE LE MONTANT À 14-b), VÉRIFIEZ AUPRÈS DU RÉPONDANT POUR VOUS ASSURER QU'IL À BIEN COMPRIS LA QUESTION.

		•				•
QUESTIONS	15	λ	17	NE	SONT PAS	POSEES

Enfi	in,	avez-vous	d'autres	renarques	à nous	communiquer	au	sujet	dи	télétexte?	
		~~~~									69-
											70-
											71-
			·							·	72-
				•						(73	/75)

Merci beaucoup d'avoir collaboré à l'essai du télétexte.

- 1. PASSEZ À LA PAGE 1 DU QUESTIONNAIRE PRINCIPAL ET INSCRIVEZ L'HEURE À LAQUELLE VOUS AVEZ TERMINÉ L'INTERVIEN.
- 2. DEMANDEZ À PARLER À L'AUTRE MEMBRE DU POYER SI L'INTERVIEW AUPRÈS DE CETTE PERSONNE N'EST PAS PAITE.

DATE:		
INTERVIEWER:		



THE POTENTIAL IMPACT OF BROADCAST TELETEXT IN CANADA: RESULTS OF RESEARCH UNDERTAKEN DURING THE LRIS PROJECT FIELD TRIALS

TK 7882 16 P68 1984

DATE DUE

