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CANADIAN FACTS

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/ A NATIONAL SURVEY RELATING
TO THE USE OF CABLE TELEVISION
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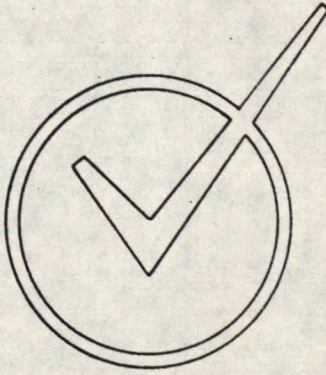
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PRESENTED TO:

Social Policy and Programs Branch
Department of Communications
Ottawa, Ontario

CANADIAN FACTS CO. LIMITED
160 Bloor Street East, Toronto, Ontario
Telephone: (416) 924-5751
1374 Sherbrooke St. West, Montréal, Québec
Telephone: (514) 842-1734
130 Albert St., Suite 416,
Ottawa, Ontario
Telephone: (613) 232-0812



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FOREWORD

A. BACKGROUND AND PURPOSE

The Social Policy and Programs Branch of The Department of Communications (Canada) requested Canadian Facts Co. Limited to conduct a national study concerning the use of cable television. The study was designed to provide the Department with quantitative data on which to base decisions related to national policy for cable television. Specific areas of enquiry included:

- ▶ the relationship between ownership of colour sets and use of cable service
- ▶ the relationship between income level and use of cable service.

The Department specified the questionnaire content and tabulation plans.

B. METHODOLOGY AND SAMPLE

The study was conducted through Canadian Facts "Big 8-M", a semi annual national survey of individuals 10 years of age and over. A description of the sample design and procedure are included as an appendix to this report.

The data on cable television is based on 7,381 personal interviews conducted with respondents 15 years of age and over. Statistical weighting was applied to these interviews bringing the weighted total to 6,938 interviews in order to ensure precise regional and community size proportions. The bulk of this weighting is accounted for by the application of the "Politz Nat-At-Home Weighting Formula" which adjusts for bias that might be caused by non-representation in the sample of those who were away from home at the time the interviewer called. Minor adjustments also were included to bring the various community sizes, regions and ages into their correct proportions according to the most recent data from Statistics Canada.

Further weighting was applied to obtain household data from the individual interviews. The weight applied to each interview is the weight for the individual interview divided by

the total number of qualified individuals living in the interviewed individuals household. The total number of households (weighted) is 3,109.

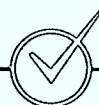
Interviewing was conducted during October, November and December of 1975.

C. RESULTS OF THE STUDY

The results are presented in the form of:

- ▶ A Summary of Principal Findings
- ▶ General Summary
- ▶ Detailed Tables

The reader is directed to exercise extreme caution in interpreting data derived from bases of less than 100 households.



SUMMARY OF PRINCIPAL FINDINGS

- ▶ Ninety-six percent of the households contain at least one television set.
- ▶ Over two-thirds of these households (68%) have black and white sets. More than one half (56%) are equipped with colour television.
- ▶ Levels of ownership of colour sets range from 50% in the Atlantic provinces to 60% in the Prairies and British Columbia.
- ▶ While ownership of black and white sets is constant across all income groups, ownership of colour sets increases with family income.
- ▶ About four in every ten households (39%) receive cable service. Penetration of CATV is highest in British Columbia (68% of households) and Ontario (50% of households); 28% of Quebec households are equipped with cable. In the Prairies and Atlantic provinces cable reaches only 22% and 17% of households.
- ▶ Colour owners are more likely to have CATV than are owners of black and white sets. Forty-seven percent of households with colour have cable service for these sets as opposed to the 25% of black and white owners who have their sets connected to a cable system.
- ▶ The benefit of receiving more channels is the most frequently mentioned reason for having CATV.
- ▶ The majority of cable subscribers express satisfaction with the service provided by their cable company.



GENERAL SUMMARY

A. OWNERSHIP OF COLOUR AND BLACK AND WHITE TELEVISION

1. Ownership of Colour And Black And White Television -- Total Canada

Ninety-six percent of the households represented in the survey contain at least one television set. Black and white sets are installed in 68% of the homes, and 56% have one or more colour sets. Over one quarter of the households (28%) report owning both colour and black and white television.

Percent of
Households -
Total Canada

(3,109)
100%

Ownership of Television Sets

Do not own a television set	4
Own a television set	96

Type of Television

Own any colour	56
Own colour only	28
Own both colour and black and white	28
Own black and white only	40
Own any black and white	68

Table Reference -
Page 73



2. Ownership of Colour And Black And White Television --
by Region

The table below shows the regional patterns of ownership. The proportions of households equipped with colour television range from 50% in the Atlantic Provinces to 60% in the Prairies and British Columbia. The reverse situation exists with respect to ownership of black and white sets.

Percent of Households in Each Region

	Total Canada	Atlantic	Quebec	Ontario	Prairies	British Columbia
	3,109 100%	(258) 100%	(832) 100%	(1,179) 100%	(498) 100%	(342) 100%
<u>Ownership of Colour</u>						
Own one or more colour sets	56	50	53	57	59	60
Do not own a colour set	44	50	47	43	41	40
<u>Ownership of Black and White</u>						
Own one or more black and white sets	68	73	74	67	64	60
Do not own a black and white set	32	27	26	33	37	41

Table Reference -
Pages 1, 12



3. Ownership of Colour And Black And White Television --
by Family Income

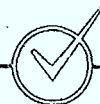
Ownership of colour television increases with family income, from 35% for households with annual family incomes of \$5,000 or less, to 72% for households with annual family incomes of \$17,000 or more.

Ownership of black and white sets is constant at about 70% for all income groups.

Percent of Households with Family Income

	Total Re- porting Income	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$16,999	\$17,000 and over
	3,062 100%	(354) 100%	(652) 100%	(919) 100%	(350) 100%	(787) 100%
<u>Ownership of Colour</u>						
Own one or more colour sets	56	35	43	57	65	72
Do not own a colour set	44	65	57	43	35	28
<u>Ownership of Black and White</u>						
Own one or more black and white sets	68	70	69	67	69	68
Do not own a black and white set	33	30	31	33	31	32

Table Reference -
Pages 4, 15



B. CABLE SERVICES

1. Cable Installations - - for Total Canada

Thirty-nine percent of the Canadian households in this survey receive cable service. One quarter of all homes (26%) receive cable service on colour sets. This group includes those with cable installation for colour sets only and those with cable service for both colour and black and white sets. The proportion receiving cable on black and white sets is lower. Only 17% of all homes receive cable service on black and white sets.

	<u>Percent of Households -- Total Canada</u>
	(3,109)
	100%
<u>Cable Installation</u>	
Do not have cable service	61
Have cable service	39
<u>Receive Cable Service on:</u>	
Colour sets	26
Colour sets only	22
Both colour and black and white sets	4
Black and white sets only	13
Black and white sets	17

Table Reference -
Page 73



2. Cable Installations -- by Ownership of Colour And Black And White Television

Owners of colour sets are more likely to have cable installations than are owners of black and white sets. Forty-seven percent of homes with colour television have their colour sets attached to a cable system. Only 25% of black and white owners have cable service for their sets.

	<u>Percent of Households with</u>	
	<u>Colour</u> (1, 740)	<u>Black and White</u> (2, 116)
<u>Receive cable service on:</u>		
Colour	47	-
Black and white	-	25
<u>Do not receive cable service on:</u>		
Colour	53	-
Black and white	-	75

Table Reference -
Pages 2A, 4A



3. Cable Installations -- by Region

The table below examines the penetration of CATV by region. Sixty-eight percent of homes in British Columbia receive cable services, followed by 50% in Ontario. The levels are much lower in Quebec (28%), the Prairies (22%) and the Atlantic region (17%).

Percent of Households in Each Region

	<u>Total Canada</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
	3,109	(257)	(832)	(1,179)	(498)	(341)
	100%	100%	100%	100%	100%	100%
Receive any cable service	39	17	28	50	22	68
<u>Receive cable service on:</u>						
colour set	26	12	19	33	17	46
black and white sets	17	7	11	25	7	27
both colour and black and white sets	4	2	2	8	2	5

Table Reference -
Pages 1, 7, 18, 73



4. Cable Installation -- by Family Income

As previously noted, ownership of colour television increases with family income, while the level of ownership of black and white sets is constant across income groups. A similar pattern exists with respect to CATV installations for colour sets and for black and white sets.

The proportions of households receiving cable service on colour sets increase with family income. The levels for CATV on black and white sets do not vary with income.

Colour ownership as related to income appears to be a major factor in the use of CATV. Use of cable for black and white and for colour is equal for the lower income groups. In the higher income groups, the relationship of colour ownership to cable use is evident.

Percent of Households with Family Income

Total Re- porting Income	Under \$5,000	\$5,000 to \$9,999	\$10,000 to \$14,999	\$15,000 to \$16,999	\$17,000 and over	
3,062	(354)	(652)	(919)	(350)	(787)	
100%	100%	100%	100%	100%	100%	
Receive Cable for:						
Colour sets	27	16	18	24	33	39
Black and white sets	17	16	18	16	18	18
Both black and white and colour sets	5	1	4	4	7	8
Total receiving cable service	39	31	32	36	44	49

Table Reference -
Pages 1, 10, 15, 26



C. REASONS FOR USE OF CABLE

1. Reasons for Use of Cable - by Ownership of Colour and Black and White Television

Respondents were asked to state the main reason for having cable in their homes.

The following table shows the distribution of responses for households with cable. Obtaining more channels is cited for 61% of these households.

It should be noted that the option of receiving CATV may be limited by rental agreements (mentioned for 9%) and/or restrictions with respect to the use of an aerial (mentioned by 3%).

Percent of Households with

	<u>Any Cable Television</u>	<u>Cable for Colour Sets</u>	<u>Cable for Black and White Sets</u>
	(1,213)	(821)	(532)
	100%	100%	100%
<u>Main Reason for having cable</u>			
To obtain more channels	61	65	55
To get better reception in general	14	14	12
To get better quality of picture	9	9	11
It was available free of charge with the apartment/included in the rent	9	6	13
Didn't have a choice, i. e. was not allowed to have an aerial	4	3	4
Miscellaneous mentions	9	8	10

Note: Percentages do not add up to 100% due to multiple answers.

Table Reference -
Page 5A



2. Reasons for Use of Cable - by Family Income

The table following shows the reasons for use of cable in relation to income groups. As might be anticipated the inclusion of cable services in rental agreements is most frequently mentioned for households with lower family incomes.

Percent of Households with Cable and Family Income

	<u>Total Re- porting Income</u>	<u>Under \$5,000</u>	<u>\$5,000 to \$9,999</u>	<u>\$10,000 to \$14,999</u>	<u>\$15,000 to \$16,999</u>	<u>\$17,000 or over</u>
	(1,200)	(110)	(215)	(335)	(154)	(386)
	100%	100%	100%	100%	100%	100%
<u>Main reason for having cable:</u>						
To obtain more channels	61	52	60	59	63	66
To get better reception in general	14	15	13	12	13	15
To get better quality of picture	9	7	9	9	10	10
It was available free of charge with the apartment/included in the rent	9	17	13	10	5	6
Didn't have a choice i.e. was not allowed to have an aerial	4	7	2	4	4	4
Miscellaneous mentions	9	6	8	10	9	8

Note: Percentages do not add up to 100% due to multiple answers.

Table Reference -
Page 26



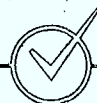
D. EXPERIENCE WITH CABLE RECEPTION

1. Quality of Picture

Ratings for the quality of the picture received on television sets equipped with cable are extremely high. For 92% of these households the rating is very/fairly good. This level of favourable response is fairly uniform across all regions with the possible exception of the Atlantic provinces.

2. Specific Problems with Reception of Sound and Picture

Respondents were asked about the occurrence and frequency during the past year of four specific problems in cable reception. Some difficulty with the reception of picture is reported for 39% of all households with CATV. About one in four households (26%) are affected by receiving two stations simultaneously. Problems related to sound and co-ordination of picture and sound are reported for 13% of all households.

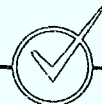


Percent of Households with Cable in Each Region

	<u>Total</u> <u>Canada</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British</u> <u>Columbia</u>
	(1,213)	(44)*	(234)	(543)	(110)	(232)
	100%	100%	100%	100%	100%	100%
<u>Rating quality</u> <u>of picture per-</u> <u>ceived very /</u> <u>fairly good</u>	92	80	93	90	95	93
<u>Experiencing</u> <u>difficulty in</u> <u>past year with:</u>						
reception of picture	39	50	27	39	39	50
receiving two stations at once	26	36	17	32	30	18
reception of sound	13	40	9	12	14	20
co-ordination of picture and sound	13	17	11	12	16	15

Table Reference -
Pages, 29, 37, 38, 39

*Caution should be used in interpreting data due to small base size.



E. COST OF CABLE SERVICE AND BILLING PRACTICES

1. Perceived Value of Cable Service in Relation to Cost

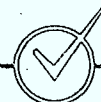
Respondents from homes with cable service were asked to rate the value for money of the cable service which they receive in relation to the cost of CATV. For 84% of the homes across Canada the rating of value for money is very or fairly good.

2. Method of Payment

Perceptions of the value of service may be affected by the extent and nature of cable recipients contact with the cable company. About one in every five households in the survey (20%) do not pay directly for their cable service. The majority of this group are in Ontario and British Columbia.

3. Satisfaction with Billing and Collection Practices

Respondents from households which pay directly for cable service were asked about their cable companies billing and collection practices. A very high proportion (92% of households across Canada) are reported as being satisfied with current practices.

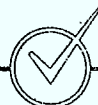


Percent of Households with Cable in Each Region

	<u>Total</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
	(1,213)	(44)*	(234)	(543)	(110)	(232)
	100%	100%	100%	100%	100%	100%
<u>Rating value for money</u>						
Very/fairly good	84	75	85	83		91
Not very/not all good	16	25	15	17		9
<u>Method of payment</u>						
Do not pay directly	20	14	13	25	15	21
Pay directly	80	16	87	75	85	79
	100%	100%	100%	100%	100%	100%
Satisfied with billing/collection practices	92	85	95	91	92	90

Table Reference -
Pages 29, 60

*Caution should be used in interpreting data due to small base size.



Note: Tables include numbers with one decimal implied
For 31097 Read 3109.

Tabulations based on < 100 should be interpreted
with extreme caution.



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- 6A - By Ownership Of T.V.

Number Of Colour T.V. Sets Hooked To Cable

- 7 - By Region, Language Spoken Most In Home
- 8/9 - By Major City Centres
- 10 - By Family Income
- 11 - By Number Of Black And White T.V. Sets In Household Hooked To Cable
- 11A - By Ownership Of T.V.

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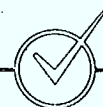
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Note: Tables include numbers with one decimal implied
For 31097 Read 3109.

Tabulations based on < 100 should be interpreted
with extreme caution.



NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD QUES. 1A
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	TOTAL	REGION					LANGUAGE SPOKEN MOST IN HOME		
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	ENGLISH	FRENCH	OTHER
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	2578 100.0	8324 100.0	11794 100.0	4982 100.0	3418 100.0	21618 100.0	7892 100.0	1588 100.0
NUMBER OF COLOUR T.V. SETS									
ONE	16323 52.5	1209 46.9	4102 49.3	6284 53.3	2808 56.4	1920 56.2	11623 53.8	4078 51.7	622 39.2
TWO	1000 3.2	75 2.9	262 3.1	434 3.7	130 2.6	98 2.9	742 3.4	245 3.1	23 .8
THREE	66 .2	0 -	21 .3	26 .2	10 .2	10 .3	46 .2	21 .3	0 -
FOUR OR MORE	10 *	0 -	1 *	3 *	5 .1	0 -	10 *	0 -	0 -
NONE	13699 44.1	1293 50.2	3938 47.3	5047 42.8	2030 40.7	1390 40.6	9198 42.5	3548 44.9	952 59.9
AVERAGE NUMBER PER CAPITA	.60	.53	.56	.61	.63	.63	.61	.59	.41
STANDARD DEVIATION	.56	.55	.57	.57	.55	.55	.57	.56	.50
STANDARD ERROR	0	.01	0	0	.01	.01	0	0	.01

(* = PERCENT LESS THAN .05)
 0001

NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD QUES. 1A
BY MAJOR CITY CENTRES

	-----MAJOR CITY CENTRES-----											
	TOTAL	MONT REAL	HULL	TOR ONTO	OTTAWA	WINNI PEG	VANCOUVER	HAL IFAX	CHIC- OUT- MI	QUEBEC	HAM- ILTON	KITCH- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER (WTD.)	15915 100.0	3863 100.0	190 100.0	4064 100.0	562 100.0	765 100.0	1543 100.0	277 100.0	119 100.0	660 100.0	628 100.0	174 100.0
NUMBER OF COLOUR T.V. SETS												
ONE	8077 50.8	1752 45.4	93 48.9	1890 46.5	272 48.4	380 49.7	892 57.8	129 46.6	66 55.5	349 52.9	412 65.6	103 59.2
TWO	607 3.8	136 3.5	15 7.9	120 3.0	38 6.8	45 5.9	40 2.6	16 5.8	16 13.4	24 3.6	19 3.0	23 13.2
THREE	48 .3	12 .3	0 -	10 .2	6 1.1	10 1.3	0 -	0 -	0 -	3 .5	0 -	0 -
FOUR OR MORE	6 *	1 *	0 -	0 -	0 -	5 .7	0 -	0 -	0 -	0 -	0 -	0 -
NONE	7177 45.1	1962 50.8	82 43.2	2044 50.3	245 43.6	324 42.4	610 39.5	132 47.6	38 31.9	283 42.9	198 31.5	47 27.0
AVERAGE NUMBER PER CAPITA	.59	.53	.65	.53	.65	.68	.63	.58	.82	.62	.72	.86
STANDARD DEVIATION	.58	.58	.61	.56	.65	.70	.53	.60	.64	.57	.50	.62
STANDARD ERROR	0	.01	.04	.01	.02	.02	.01	.03	.05	.02	.02	.04

(* = PERCENT LESS THAN .05)
0002

NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD QUES. 1A
 BY MAJOR CITY CENTRES--CONTINUED

	-----MAJOR CITY CENTRES-----										
	TOTAL	LONDON	OSHAWA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMONTON	REGINA	SASKATOON	VICTORIA
TOTAL HOUSEHOLDS IN CITY SIZE 1000 AND OVER (WT0.)	15915 100.0	389 100.0	153 100.0	227 100.0	141 100.0	314 100.0	564 100.0	625 100.0	206 100.0	178 100.0	277 100.0
NUMBER OF COLOUR T.V. SETS											
ONE	8077 50.8	228 58.6	80 52.3	111 48.9	83 58.9	198 63.1	270 47.9	378 60.5	129 62.6	133 74.7	127 45.9
TWO	607 3.8	18 4.6	10 6.5	3 1.3	3 2.1	14 4.4	8 1.4	28 4.5	10 4.9	4 2.3	17 6.1
THREE	48 .3	0 -	0 -	0 -	0 -	6 1.9	0 -	0 -	0 -	0 -	0 -
FOUR OR MORE	6 *	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	7177 45.1	142 36.5	62 40.5	113 49.8	55 39.0	96 30.6	286 50.7	219 35.0	67 32.5	41 23.0	133 48.0
AVERAGE NUMBER PER CAPITA	.59	.68	.66	.52	.63	.78	.51	.69	.72	.79	.60
STANDARD DEVIATION	.58	.55	.59	.52	.52	.61	.52	.55	.54	.46	.60
STANDARD ERROR	0	.02	.04	.03	.04	.03	.02	.02	.03	.03	.03

(* = PERCENT LESS THAN .05)
 0003

NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD QUES. 1A
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$19999	\$20000 OR OVER	
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (WTD.)	51097 100.0	3541 100.0	6524 100.0	9193 100.0	3496 100.0	7874 100.0	469 100.0
NUMBER OF COLOUR T.V. SETS							
ONE	16323 52.5	1203 34.0	2701 41.4	5027 54.7	2077 59.4	5119 65.0	196 41.8
TWO	1000 3.2	29 .8	91 1.4	192 2.1	176 5.0	498 6.3	14 3.0
THREE	66 .2	0	10 .2	14 .2	2 .1	39 .5	1 .2
FOUR OR MORE	10 *	0	0	8 .1	0	1 *	0
NONE	13699 44.1	2309 65.2	3723 57.1	3951 43.0	1242 35.5	2216 28.1	257 54.8
AVERAGE NUMBER PER CAPITA	.60	.36	.45	.60	.70	.79	.49
STANDARD DEVIATION	.56	.49	.53	.54	.55	.57	.56
STANDARD ERROR	0	.01	0	0	.01	0	.02

(* = PERCENT LESS THAN .05)
0004

NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD QUES, 1A
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL -----	--COLOUR T.V. SETS-- ---HOOKED TO CABLE---		
		NONE -----	ONE -----	2 OR MORE -----
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (WTD.)	31097 100.0	9189 100.0	7845 100.0	366 100.0
NUMBER OF COLOUR T.V. SETS				
ONE	16323 52.5	8730 95.0	7576 96.6	17 4.6
TWO	1000 3.2	418 4.5	249 3.2	334 91.3
THREE	66 .2	36 .4	20 .3	11 3.0
FOUR OR MORE	10 *	5 .1	0 -	5 1.4
NONE	13699 44.1	0 -	0 -	0 -
AVERAGE NUMBER PER CAPITA	.60	1.05	1.04	2.01
STANDARD DEVIATION	.56	.27	.18	.36
STANDARD ERROR	0	0	0	.02

(* = PERCENT LESS THAN .05)
 0005

NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD QUES. 1A
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE---		
		NONE	ONE	2 OR MORE
	-----	----	-----	-----
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	15843 100.0	4909 100.0	410 100.0
NUMBER OF COLOUR T.V. SETS				
ONE	16323 52.5	6766 42.7	1261 25.7	132 32.2
TWO	1000 3.2	491 3.1	62 1.3	13 3.2
THREE	.66 .2	.36 .2	.10 .2	0 -
FOUR OR MORE	.10 *	.5 *	0 -	.3 .7
NONE	13699 44.1	8544 53.9	3576 72.8	261 63.7
AVERAGE NUMBER PER CAPITA	.60	.50	.29	.42
STANDARD DEVIATION	.56	.57	.49	.62
STANDARD ERROR	0	0	0	.03

(* = PERCENT LESS THAN .05)
 0006

NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD. QUES. 1A
BY OWNERSHIP OF T.V.

	-----OWNERSHIP OF T.V.-----							
	TOTAL	DO NOT OWN	TOTAL	COLOUR ONLY	BLACK & WHITE ONLY	BOTH	TOTAL COLOUR	TOTAL BLACK & WHITE
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	1317 100.0	29780 100.0	8621 100.0	12381 100.0	8778 100.0	17399 100.0	21159 100.0
NUMBER OF COLOUR T.V. SETS								
ONE	16323 52.5	0 -	16323 54.8	8165 94.7	0 -	8159 92.9	16323 93.8	8159 38.6
TWO	1000 3.2	0 -	1000 3.4	434 5.0	0 -	566 6.4	1000 5.7	566 2.7
THREE	66 .2	0 -	66 .2	21 .3	0 -	46 .5	66 .4	46 .2
FOUR OR MORE	10 *	0 -	10 *	1 *	0 -	8 .1	10 .1	8 *
NONE	13699 44.1	1317 100.0	12381 41.6	0 -	12381 100.0	0 -	0 -	12381 58.5
AVERAGE NUMBER PER CAPITA	.60	0	.62	1.06	0	1.06	1.07	.45
STANDARD DEVIATION	.56	0	.56	.22	0	.28	.25	.56
STANDARD ERROR	0	0	0	0	0	0	0	0

(* = PERCENT LESS THAN .05)
0001

NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE QUES. 18
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	TOTAL	REGION					LANGUAGE SPOKEN MOST IN HOME		
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	ENGLISH	FRENCH	OTHER
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	2578 100.0	8324 100.0	11794 100.0	4982 100.0	3418 100.0	21618 100.0	7892 100.0	1588 100.0
NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE									
ONE	7845 25.2	283 11.0	1565 18.8	3640 30.9	799 16.0	1560 45.6	6079 28.1	1580 17.5	386 24.3
TWO	355 1.1	25 1.0	67 .8	200 1.7	38 .8	126 .8	298 1.4	59 .7	2 .1
THREE	9 *	0 *	0 *	9 .1	0 *	464 1.4	9 *	0 *	0 *
FOUR OR MORE	1 *	0 *	1 19.7	320 2.7	168 3.4	0 *	1 *	0 *	0 *
NONE	9189 29.5	977 37.9	2755 33.1	2899 24.6	2115 42.5	442 12.9	6034 27.9	2908 36.8	247 15.6
DO NOT OWN COLOUR T.V.	13699 44.1	1293 50.1	3938 47.3	5047 42.8	2030 40.7	1390 40.7	9198 42.5	3548 45.0	952 59.9
AVERAGE NUMBER PER CAPITA	.28	.13	.20	.34	.18	.47	.31	.19	.25
STANDARD DEVIATION	.47	.36	.42	.51	.39	.51	.49	.40	.43
STANDARD ERROR	0	.01	0	0	0	.01	0	0	.01

(* = PERCENT LESS THAN .05)
 0907

NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE QUES. 1B
BY MAJOR CITY CENTRES

	-----MAJOR CITY CENTRES-----											
	TOTAL	MONT- REAL	HULL	TOR- ONTO	OTTAWA	WINNI- PEG	VAN- COUVER	HAL- IFAX	CHIC- OUT- INI	QUEBEC	HAM- ILTON	KITCH- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER (WTD.)	15915 100.0	3863 100.0	190 100.0	4064 100.0	562 100.0	765 100.0	1543 100.0	277 100.0	119 100.0	660 100.0	620 100.0	174 100.0
NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE												
ONE	5364 33.7	872 22.6	75 39.5	1437 35.4	252 44.8	285 37.3	850 55.6	110 39.7	0 -	105 16.9	331 52.7	90 51.7
TWO	252 1.6	44 1.1	0 -	100 2.5	25 4.4	16 2.1	17 1.1	10 3.6	0 -	0 -	7 1.1	5 2.9
THREE	7 *	0 -	0 -	2 *	5 .9	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FOUR OR MORE	1 *	1 *	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	3113 19.6	963 25.4	32 16.8	480 11.8	34 6.0	139 18.2	50 3.8	24 8.7	82 68.9	272 41.2	93 14.8	32 18.4
DO NOT OWN COLOUR T.V.	7177 45.1	1962 50.8	82 43.2	2044 50.3	245 43.6	324 42.4	610 39.5	132 47.7	38 31.9	283 42.9	198 31.6	47 27.0
AVERAGE NUMBER PER CAPITA	.57	.25	.40	.40	.57	.42	.58	.47	0	.16	.55	.57
STANDARD DEVIATION	.51	.46	.48	.54	.61	.53	.51	.56	0	.36	.51	.55
STANDARD ERROR	0	.01	.03	.01	.02	.02	.01	.03	0	.01	.02	.04

(* = PERCENT LESS THAN .05)
0008

NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE QUES. 18
BY MAJOR CITY CENTRES--CONTINUED

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAWA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMONTON	REGINA	SASKATOON	VICTORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER (WTD.)	15915 100.0	389 100.0	153 100.0	227 100.0	141 100.0	314 100.0	564 100.0	625 100.0	206 100.0	178 100.0	277 100.0
NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE											
ONE	5364 33.7	221 56.8	44 28.8	70 30.8	72 51.1	6 1.9	200 35.5	193 30.9	0 0	0 0	143 51.6
TWO	252 1.6	15 3.9	2 1.3	0 0	0 0	0 0	0 0	9 1.4	0 0	0 0	2 .7
THREE	7 *	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
FOUR OR MORE	1 *	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
NONE	3113 19.6	11 2.8	45 29.4	44 19.4	14 9.9	212 67.5	78 13.8	205 32.8	139 67.5	137 77.0	0 0
DO NOT OWN COLOUR T.V.	7177 45.1	142 36.5	62 40.5	113 49.8	55 39.0	96 30.6	286 50.7	219 35.0	67 32.5	41 23.0	133 48.0
AVERAGE NUMBER PER CAPITA	.37	.65	.31	.31	.51	.02	.35	.34	0	0	.53
STANDARD DEVIATION	.51	.54	.49	.46	.50	.13	.48	.50	0	0	.51
STANDARD ERROR	0	.02	.04	.03	.04	.01	.02	.02	0	0	.03

(* = PERCENT LESS THAN .05)

0009

NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE QUES. 3B
BY FAMILY INCOME

	TOTAL	-----FAMILY INCOME-----					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$19999	\$20000 OR OVER	
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (HTD.)	51097 100.0	3541 100.0	6524 100.0	9193 100.0	3496 100.0	7874 100.0	469 100.0
NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE							
ONE	7845 25.2	564 15.9	1118 17.1	2125 25.1	1112 31.8	2858 36.3	68 14.9
TWO	355 1.1	3 .1	34 .5	67 .7	51 1.5	200 2.5	1 .2
THREE	9 *	0 -	0 -	0 -	2 .1	7 .1	0 -
FOUR OR MORE	1 *	0 -	0 -	0 -	0 -	1 *	0 -
NONE	9189 29.5	665 18.8	1649 25.3	3050 33.2	1090 31.2	2591 32.9	148 30.5
DO NOT OWN COLOUR T.V.	13699 44.1	2609 65.2	3723 57.1	3951 43.0	1242 35.5	2216 28.1	257 54.8
AVERAGE NUMBER PER CAPITA	.28	.16	.18	.25	.35	.42	.15
STANDARD DEVIATION	.47	.37	.39	.44	.50	.54	.36
STANDARD ERROR	0	0	0	0	.01	0	.01

(* = PERCENT LESS THAN .05)
0010

NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE, GUES. 18
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE---		
		NONE	ONE	2 OR MORE
	-----	-----	-----	-----
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	15881 100.0	4909 100.0	410 100.0
NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE				
ONE	7845 25.2	2504 15.8	1189 24.2	132 32.2
TWO	355 1.1	112 .7	59 1.2	15 3.7
THREE	9 *	0 -	0 -	0 -
FOUR OR MORE	1 *	0 -	0 -	0 -
NONE	9189 29.5	4680 29.5	84 1.7	2 .5
DO NOT OWN COLOUR T.V.	13699 44.1	8544 53.9	3576 72.8	261 63.6
AVERAGE NUMBER PER CAPITA	.28	.17	.27	.40
STANDARD DEVIATION	.47	.39	.46	.55
STANDARD ERROR	0	0	0	.02

(* = PERCENT LESS THAN .05)
 0011

NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE QUES. 18
BY OWNERSHIP OF T.V.

	TOTAL	OWNERSHIP OF T.V.						
		DO NOT OWN	TOTAL	COLOUR ONLY	BLACK & WHITE ONLY	BOTH	TOTAL COLOUR	TOTAL BLACK & WHITE
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	1317 100.0	29780 100.0	8621 100.0	12381 100.0	8778 100.0	17399 100.0	21159 100.0
NUMBER OF COLOUR T.V. SETS HOOKED TO CABLE								
ONE	7845 25.2	0 -	7845 26.3	4019 46.6	0 -	3826 43.6	7845 45.1	3826 18.1
TWO	355 1.1	0 -	355 1.2	170 2.0	0 -	185 2.1	355 2.0	185 .9
THREE	9 *	0 -	9 *	9 .1	0 -	0 -	9 .1	0 -
FOUR OR MORE	1 *	0 -	1 *	1 *	0 -	0 -	1 *	0 -
NONE	9189 29.5	0 -	9189 30.9	4422 51.3	0 -	4767 54.3	9189 52.8	4767 22.5
DO NOT OWN COLOUR T.V.	13699 44.1	1317 100.0	12381 41.6	0 -	12381 100.0	0 -	0 -	12381 58.5
AVERAGE NUMBER PER CAPITA	.28	0	.29	.51	0	.48	.49	.20
STANDARD DEVIATION	.47	0	.48	.54	0	.53	.54	.41
STANDARD ERROR	0	0	0	0	0	0	0	0

(* = PERCENT LESS THAN .05)
0002

NUMBER OF BLACK AND WHITE T.V. SETS IN HOUSEHOLD QUES. 2A
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	-----REGION-----						----LANGUAGE SPOKEN---- ----MOST IN HOME----		
	TOTAL	AT- LANTIC	QUEBEC	ONT -ARIO	PRAIR -IES	BRITISH COL- UMBIA	ENGLISH	FRENCH	OTHER
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (WTD.)	31097 100.0	2578 100.0	8324 100.0	11794 100.0	4982 100.0	3418 100.0	21618 100.0	7892 100.0	1588 100.0
NUMBER OF BLACK & WHITE T.V. SETS									
ONE	17192 55.3	1588 61.6	4821 57.9	6516 55.3	2566 51.5	1701 49.8	11760 54.4	4504 57.1	927 58.4
TWO	3337 10.7	282 10.9	1140 13.7	1146 9.7	494 9.9	275 8.0	2082 9.6	1069 13.6	187 11.8
THREE	543 1.7	19 .7	179 2.1	230 2.0	83 1.7	33 1.0	325 1.5	180 2.3	38 2.4
FOUR OR MORE	87 .3	4 .2	31 .4	41 .3	9 .2	1 .3	59 .3	27 .3	0 .0
NONE	9938 32.0	685 26.6	2153 25.9	3861 32.7	1830 36.7	1409 41.2	7392 34.2	2111 26.7	436 27.4
AVERAGE NUMBER PER CAPITA	.83	.86	.93	.82	.77	.69	.79	.92	.89
STANDARD DEVIATION	.70	.63	.71	.70	.70	.65	.69	.72	.69
STANDARD ERROR	0	.01	.01	0	.01	.01	0	.01	.01

(* = PERCENT LESS THAN .05)

0012

NUMBER OF BLACK AND WHITE T.V. SETS IN HOUSEHOLD (QUES. 2A)
BY MAJOR CITY CENTRES

	MAJOR CITY CENTRES											
	TOTAL	MONT- REAL	HULL	TOR- ONTO	OTTAWA	WINNI- PEG	VAN- COUVER	HAL- IFAX	CHIC- OUT- INI	QUEBEC	HAM- ILTON	KITCH- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER (WTD.)	15915 100.0	3863 100.0	190 100.0	4054 100.0	562 100.0	765 100.0	1543 100.0	277 100.0	129 100.0	660 100.0	628 100.0	174 100.0
NUMBER OF BLACK & WHITE T.V. SETS												
ONE	8618 54.2	2198 56.9	93 49.0	2310 56.8	272 48.4	378 49.4	769 49.8	161 58.1	68 57.1	400 61.8	351 55.9	104 59.8
TWO	1935 12.1	595 15.4	36 18.9	389 9.6	83 14.8	132 17.3	103 6.7	33 11.9	23 19.3	116 17.6	87 13.9	8 4.6
THREE	370 2.3	107 2.8	12 6.3	67 1.6	9 1.6	21 2.7	22 1.4	2 .7	0 -	26 3.9	5 .8	0 -
FOUR OR MORE	74 .5	11 .3	12 6.3	11 .3	11 1.9	9 1.2	1 .1	0 -	0 -	3 1.2	0 -	0 -
NONE	4918 30.9	952 24.6	37 19.5	1286 31.6	187 33.3	224 29.3	647 41.9	80 28.9	29 24.4	102 15.5	165 29.4	61 35.1
AVERAGE NUMBER PER CAPITA	.87	.97	1.31	.82	.91	.97	.68	.84	.95	1.14	.86	.69
STANDARD DEVIATION	.74	.73	1.05	.68	.83	.82	.66	.64	.65	.75	.66	.55
STANDARD ERROR	.0	.01	.07	.01	.03	.03	.01	.03	.06	.03	.02	.04

0015

NUMBER OF BLACK AND WHITE T.V. SETS IN HOUSEHOLD QUES. 2A
BY MAJOR CITY CENTRES--CONTINUED

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAWA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMONTON	REGINA	SASKATOON	VICTORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER (HTD.)	15915 100.0	389 100.0	153 100.0	227 100.0	141 100.0	314 100.0	564 100.0	625 100.0	206 100.0	170 100.0	277 100.0
NUMBER OF BLACK & WHITE T.V. SETS											
ONE	8618 54.2	210 54.0	102 66.7	125 54.2	57 47.5	95 30.3	324 57.4	299 46.4	132 64.1	62 34.8	99 35.7
TWO	1935 12.1	15 3.9	20 13.1	15 6.6	20 14.2	70 22.3	33 5.9	38 6.1	35 17.0	46 25.8	36 13.0
THREE	370 2.3	26 6.7	0	9 4.0	5 3.5	22 7.0	17 3.0	6 1.0	3 1.4	9 5.1	0
FOUR OR MORE	74 .5	0	0	0	0	11 3.5	0	0	0	0	0
NONE	4918 30.9	137 35.2	30 19.6	80 35.2	48 34.0	115 36.6	189 33.5	291 46.5	36 17.5	61 34.5	142 51.3
AVERAGE NUMBER PER CAPITA	.87	.82	.93	.79	.87	1.10	.78	.61	1.02	1.02	.62
STANDARD DEVIATION	.74	.79	.57	.73	.78	1.08	.68	.64	.64	.69	.70
STANDARD ERROR	0	.04	.04	.04	.06	.06	.02	.02	.04	.06	.04

0014

NUMBER OF BLACK AND WHITE T.V. SETS IN HOUSEHOLD - QUES. 2A
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$19999	\$20000 OR OVER	
TOTAL HOUSEHOLDS WITH RESPON- DENTS 15 YEARS AND OVER (HTD.)	31097 100.0	5541 100.0	6524 100.0	9193 100.0	3496 100.0	7874 100.0	469 100.0
NUMBER OF BLACK & WHITE T.V. SETS							
ONE	17192 55.3	2266 64.0	5743 57.4	5145 56.0	3799 51.5	4013 51.0	225 48.0
TWO	3337 10.7	174 4.9	665 10.2	878 9.5	494 14.1	1070 13.6	56 11.9
THREE	543 1.7	24 .7	47 .7	154 1.7	97 2.8	138 2.4	33 7.0
FOUR OR MORE	87 .3	0 -	19 .3	7 .1	17 .5	44 .5	0 -
NONE	9938 32.0	1077 30.4	2050 31.4	3009 32.7	1089 31.1	2559 32.5	154 32.8
AVERAGE NUMBER PER CAPITA	.83	.76	.81	.80	.90	.88	.93
STANDARD DEVIATION	.70	.56	.66	.68	.77	.76	.85
STANDARD ERROR	0	.01	.01	.01	.01	.01	.04

0015

NUMBER OF BLACK AND WHITE T.V. SETS IN HOUSEHOLD QUES. 2A
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL -----	--COLOUR T.V. SETS-- ---HOOKED TO CABLE---		
		NONE -----	ONE -----	2 OR MORE -----
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (WTD.)	31097 100.0	9189 100.0	7845 100.0	366 100.0
NUMBER OF BLACK & WHITE T.V. SETS				
ONE	17192 55.3	3793 41.3	3127 39.9	134 36.6
TWO	3337 10.7	801 8.7	571 7.3	44 12.0
THREE	543 1.7	146 1.6	106 1.4	2 .6
FOUR OR MORE	87 .3	27 .3	21 .3	6 1.6
NONE	9938 32.0	4422 48.1	4019 51.2	180 49.2
AVERAGE NUMBER PER CAPITA	.63	.65	.60	.69
STANDARD DEVIATION	.70	.72	.70	.62
STANDARD ERROR	0	.03	.01	.04

0016

NUMBER OF BLACK AND WHITE T.V. SETS IN HOUSEHOLD QUES. 2A
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE---		
		NONE	ONE	2 OR MORE
	-----	-----	-----	-----
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	19841 100.0	4909 100.0	410 100.0
NUMBER OF BLACK & WHITE T.V. SETS				
ONE	17192 55.3	13062 82.5	4129 84.1	0 -
TWO	3337 10.7	2370 15.0	689 14.0	278 67.8
THREE	545 1.7	341 2.2	75 1.5	127 31.0
FOUR OR MORE	87 .3	67 .4	15 .3	4 1.0
NONE	9938 32.0	0 -	0 -	0 -
AVERAGE NUMBER PER CAPITA	.63	1.21	1.18	2.33
STANDARD DEVIATION	.70	.46	.44	.49
STANDARD ERROR	0	0	0	.02

0017

NUMBER OF BLACK AND WHITE T.V. SETS IN HOUSEHOLD GUES. 2A
BY OWNERSHIP OF T.V.

	TOTAL	OWNERSHIP OF T.V.						TOTAL BLACK & WHITE
		DO NOT OWN	TOTAL	COLOUR ONLY	BLACK & WHITE ONLY	BOTH	TOTAL COLOUR	
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (WTD.)	31097 100.0	1317 100.0	29780 100.0	8621 100.0	12381 100.0	8778 100.0	17399 100.0	21159 100.0
NUMBER OF BLACK & WHITE T.V. SETS								
ONE	17192 55.3	0 -	17192 57.7	0 -	10138 81.9	7054 80.4	7054 40.6	17192 81.2
TWO	3337 10.7	0 -	3337 11.2	0 -	1921 15.5	1416 16.1	1416 8.1	3337 15.8
THREE	543 1.7	0 -	543 1.8	0 -	289 2.3	254 2.9	254 1.5	543 2.6
FOUR OR MORE	87 .3	0 -	87 .3	0 -	33 .3	54 .6	54 .3	87 .4
NONE	9938 32.0	1317 100.0	8621 29.0	8621 100.0	0 -	0 -	8621 49.5	0 -
AVERAGE NUMBER PER CAPITA	.83	0	.87	0	1.21	1.24	.62	1.22
STANDARD DEVIATION	.70	0	.69	0	.47	.51	.72	.50
STANDARD ERROR	0	0	0	0	0	0	0	0

0003

NUMBER OF BLACK AND WHITE T.V. SETS HOOKED TO CABLE QUERIES 28
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	-----REGION-----						-----LANGUAGE SPOKEN----- -----MOST IN HOME-----		
	TOTAL	AT- LANTIC	QUEBEC	ONT- ARIO	PRAIR- IES	BRITISH COL- UMBIA	ENGLISH	FRENCH	OTHER
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (HTD.)	31097 100.0	2578 100.0	8324 100.0	11794 100.0	4982 100.0	3418 100.0	21518 100.0	7892 100.0	1588 100.0
NUMBER OF BLACK & WHITE T.V. SETS HOOKED TO CABLE									
ONE	4909 15.8	177 6.9	869 10.4	2699 22.9	316 6.3	848 24.3	3860 17.9	714 9.1	535 21.1
TWO	344 1.1	13 .5	42 .5	188 1.6	33 .7	68 2.0	288 1.3	39 .5	18 1.1
THREE	66 .2	0 -	0 -	66 .6	0 -	0 -	48 .2	0 -	17 1.1
FOUR OR MORE	17.01 0	7.4 0	10.9 0	15.9 0	7.5 0	26.8 0	0 -	0 -	0 -
NONE	15841 50.9	1703 66.0	5260 63.2	4980 42.2	2804 56.3	1094 32.0	10030 46.4	5028 63.7	783 49.3
DO NOT HAVE BLACK & WHITE	9938 32.0	685 26.6	2193 25.9	3861 32.7	1830 36.7	1409 41.2	7392 34.2	2111 26.7	436 27.5
AVERAGE NUMBER PER CAPITA	.19	.08	.11	.28	.08	.29	.21	.10	.27
STANDARD DEVIATION	.43	.28	.33	.51	.28	.49	.45	.31	.52
STANDARD ERROR	0	0	0	0	0	.01	0	0	.01

0018

NUMBER OF BLACK AND WHITE T.V. SETS HOOKED TO CABLE QUES. 28
BY MAJOR CITY CENTRES

	MAJOR CITY CENTRES											
	TOTAL	MONT- REAL	MULL	TOR- ONTO	OTTAWA	WINNI- PEG	VAN- COUVER	HAL- IFAX	CHIC- OUT- 273	QUEBEC	HAR- LTON	KITCH- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER (WTD.)	15915 100.0	3863 100.0	190 100.0	4064 100.0	562 100.0	765 100.0	1543 100.0	277 100.0	119 100.0	660 100.0	623 100.0	374 100.0
NUMBER OF BLACK & WHITE T.V. SETS HOOKED TO CABLE												
ONE	3510 22.1	454 11.8	47 24.7	1387 34.1	145 20.5	160 20.9	523 34.2	50 18.0	0 -	49 7.4	201 32.0	57 52.8
TWO	261 1.6	13 .3	2 1.1	105 2.6	13 2.3	19 2.5	50 3.3	5 1.1	0 -	12 1.8	3 .5	0 -
THREE	55 .3	0 -	0 -	40 1.0	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FOUR OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	7172 45.1	2443 63.2	104 54.7	1245 30.6	247 43.9	361 47.2	318 20.6	144 52.0	91 76.5	497 75.3	240 38.2	86 52.2
DO NOT HAVE BLACK & WHITE	4918 30.9	952 24.6	37 19.5	1286 31.6	187 33.3	224 29.3	647 41.9	80 28.9	29 24.4	102 15.5	185 29.5	61 55.0
AVERAGE NUMBER PER CAPITA	.26	.12	.27	.42	.25	.26	.42	.20	0	.11	.33	.33
STANDARD DEVIATION	.49	.34	.46	.59	.48	.49	.55	.42	0	.36	.47	.46
STANDARD ERROR	0	0	.03	.01	.02	.01	.01	.02	0	.01	.02	.03

0019

NUMBER OF BLACK AND WHITE T.V. SETS HOOKED TO CABLE QUES. 2B
BY MAJOR CITY CENTRES--CONTINUED

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAWA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMONTON	REGINA	SASKATOON	VICTORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER (HTD.)	15915 100.0	369 100.0	153 100.0	227 100.0	141 100.0	314 100.0	564 100.0	625 100.0	206 100.0	170 100.0	277 100.0
NUMBER OF BLACK & WHITE T.V. SETS HOOKED TO CABLE											
ONE	3510 22.1	162 41.6	41 26.8	19 8.4	22 15.6	0	78 13.8	46 7.4	0	0	96 34.7
TWO	261 1.6	11 2.8	0	3 1.3	2 1.4	0	12 2.1	0	0	0	12 4.3
THREE	55 .3	0	0	9 4.0	5 3.5	0	0	0	0	0	0
FOUR OR MORE	0	0	0	0	0	0	0	0	0	0	0
NONE	7172 45.1	78 20.1	82 53.6	117 51.5	63 44.7	199 63.4	285 50.6	280 46.1	170 82.5	117 69.7	27 9.7
DO NOT HAVE BLACK & WHITE	4918 30.9	137 35.2	30 19.6	80 35.2	48 34.0	115 36.6	189 33.5	291 46.8	36 17.5	61 35.3	142 51.3
AVERAGE NUMBER PER CAPITA	.26	.47	.27	.23	.29	0	.18	.07	0	0	.46
STANDARD DEVIATION	.49	.55	.44	.66	.67	0	.43	.26	0	0	.97
STANDARD ERROR	0	.02	.03	.04	.05	0	.01	.01	0	0	.03

0020

NUMBER OF BLACK AND WHITE T.V. SETS HOOKED TO CABLE QUES. 28
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 \$14999	\$15000 \$19999	\$20000 OR OVER	
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (HTD.)	31097 100.0	3541 100.0	6524 100.0	9193 100.0	3496 100.0	7874 100.0	469 100.0
NUMBER OF BLACK & WHITE T.V. SETS HOOKED TO CABLE							
ONE	4909 15.8	568 16.0	1117 17.1	1397 15.2	546 15.6	1212 15.6	69 14.7
TWO	344 1.1	1 *	29 .5	86 .9	47 1.3	171 2.2	11 2.3
THREE	66 .2	0 -	6 .1	17 .2	21 .6	17 .2	4 .9
FOUR OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	15841 50.9	1896 53.5	3322 50.9	4684 51.0	1795 51.3	3914 49.7	231 49.3
DO NOT HAVE BLACK & WHITE	9938 32.0	1077 30.4	2050 31.4	3009 32.7	1089 31.1	2559 32.5	154 32.8
AVERAGE NUMBER PER CAPITA	.19	.16	.18	.18	.20	.20	.22
STANDARD DEVIATION	.43	.36	.40	.41	.47	.46	.51
STANDARD ERROR	0	0	0	0	.01	0	.02

(* = PERCENT LESS THAN .05)
0021

NUMBER OF BLACK AND WHITE T.V. SETS HOOKED TO CABLE QUES. 2B
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	--COLOUR T.V. SETS-- ---HOOKED TO CABLE---		
		NONE	ONE	2 OR MORE
TOTAL HOUSEHOLDS WITH RESPONDENTS 15 YEARS AND OVER (WTD.)	31097 100.0	9189 100.0	7845 100.0	366 100.0
NUMBER OF BLACK & WHITE T.V. SETS HOOKED TO CABLE				
ONE	4909 15.8	84 .9	1389 15.2	59 16.1
TWO	344 1.1	2 *	109 1.3	15 4.1
THREE	66 .2	0 -	52 .6	0 -
FOUR OR MORE	0 -	0 -	0 -	0 -
NONE	15841 50.9	4680 50.9	2504 31.9	112 30.6
DO NOT HAVE BLACK & WHITE	9938 32.0	4422 48.1	4019 51.2	180 49.2
AVERAGE NUMBER PER CAPITA	.19	.01	.19	.24
STANDARD DEVIATION	.43	.09	.45	.51
STANDARD ERROR	0	0	0	.02

(* = PERCENT LESS THAN .05)
0022

NUMBER OF BLACK AND WHITE T.V. SETS HOOKED TO CABLE QUES. 2B
BY OWNERSHIP OF T.V.

	-----OWNERSHIP OF T.V.-----							
	TOTAL	DO NOT OWN	TOTAL	COLOUR ONLY	BLACK & WHITE ONLY	BOTH	TOTAL COLOUR	TOTAL BLACK & WHITE
TOTAL HOUSEHOLDS WITH RESPOND- ENTS 15 YEARS AND OVER (WTD.)	31097 100.0	1317 100.0	29780 100.0	8621 100.0	12381 100.0	8778 100.0	17399 100.0	21159 100.0
NUMBER OF BLACK & WHITE T.V. SETS HOOKED TO CABLE								
ONE	4909 15.8	0 -	4909 16.5	0 -	3576 28.9	1333 15.2	1333 7.7	4909 23.2
TWO	344 1.1	0 -	344 1.2	0 -	228 1.8	116 1.3	116 .7	344 1.6
THREE	66 .2	0 -	66 .2	0 -	33 .3	32 .4	32 .2	66 .3
FOUR OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	15841 50.9	0 -	15841 53.2	0 -	3544 69.0	7297 83.1	7297 41.9	15841 74.9
DO NOT HAVE BLACK & WHITE	9938 32.0	1317 100.0	8621 28.9	8621 100.0	0 -	0 -	8621 49.5	0 -
AVERAGE NUMBER PER CAPITA	.19	0	.19	0	.33	.19	.10	.27
STANDARD DEVIATION	.43	0	.44	0	.52	.44	.33	.50
STANDARD ERROR	0	0	0	0	0	0	0	0

0004

MAIN REASON FOR HAVING CABLE T.V. QUES. 3
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	TOTAL	REGION					LANGUAGE SPOKEN MOST IN HOME		
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	ENGLISH	FRENCH	OTHER
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	440 100.0	2539 100.0	5935 100.0	1101 100.0	2321 100.0	9453 100.0	2000 100.0	680 100.0
MAIN REASON	39	17	28	50	TV				
IT WAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT / INCLUDED IN THE RENT	1146 9.4	30 6.8	76 3.2	652 11.0	56 5.1	332 14.3	975 10.3	76 3.8	95 14.0
TO OBTAIN MORE CHANNELS	7442 61.3	222 50.5	1655 70.8	3110 52.4	832 75.6	1623 69.9	5663 59.9	1348 67.4	431 63.4
TO GET BETTER QUALITY OF PICTURE	1115 9.2	72 16.4	237 10.1	573 9.7	126 11.4	105 4.5	759 8.0	269 13.5	86 12.6
TO GET BETTER RECEPTION IN GENERAL	1636 13.5	63 14.3	182 7.8	990 16.7	96 8.7	306 13.2	1304 14.6	203 10.2	50 7.4
DIDN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL	428 3.5	7 1.6	32 1.4	375 6.3	5 .5	10 .4	362 4.0	40 2.0	6 .9
OTHER	1027 8.5	60 13.6	188 8.0	589 9.9	53 4.8	137 5.9	880 9.3	104 5.2	43 6.3
DON'T KNOW/NOT STATED	0	0	0	0	0	0	0	0	0

0023

MAIN REASON FOR HAVING CABLE T.V. QUES. 3
BY MAJOR CITY CENTRES

	MAJOR CITY CENTRES											
	TOTAL	MONT- REAL	MULL	TOR- ONTO	OTTAWA	WENNI- PEG	VANCOU- VER	HAL- IFAX	CHIC- OUT- INI	QUEBEC	HAMB- LTON	KITCH- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (WTD.)	2513 100.0	1302 100.0	112 100.0	2789 100.0	374 100.0	450 100.0	1339 100.0	162 100.0	0 -	107 100.0	452 100.0	129 100.0
MAIN REASON												
IT WAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT /INCLUDED IN THE RENT	1074 12.6	34 2.6	4 3.6	574 21.2	17 4.5	15 3.2	309 23.1	26 16.0	0 -	0 -	32 7.1	7 5.4
TO OBTAIN MORE CHANNELS	4946 58.1	949 72.9	80 71.4	986 36.5	319 85.3	330 75.3	863 64.6	91 56.2	0 -	107 72.8	157 30.3	81 62.8
TO GET BETTER QUALITY OF PICTURE	870 10.2	125 8.8	10 8.9	357 13.2	16 4.3	43 9.8	78 5.8	13 8.0	0 -	24 16.3	95 21.0	2 1.6
TO GET BETTER RECEPTION IN GENERAL	1099 12.9	63 4.8	4 3.6	468 17.1	17 4.5	39 8.7	117 8.8	0 -	0 -	13 10.2	172 38.1	18 14.0
DIDN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL	332 3.9	14 1.1	5 4.5	236 8.7	11 2.9	3 .7	0 -	0 -	0 -	0 -	11 2.4	15 11.6
OTHER	741 8.7	147 11.3	9 8.0	277 10.2	17 4.5	23 5.3	61 4.6	32 19.8	0 -	2 1.4	56 12.4	10 7.9
DON'T KNOW/NOT STATED	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

0024

MAIN REASON FOR HAVING CABLE T.V. QUES. 3
 BY MAJOR CITY CENTRES--CONTINUED

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAHA	ST. CATH- ARINES	THUN- DER BAY	WIND- SOR	CAL- GARY	EDMON- TON	REGINA	SASKA- TOON	VICT- ORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (HTD.)	8513 100.0	362 100.0	75 100.0	85 100.0	90 100.0	6 100.0	267 100.0	237 100.0	0 -	0 -	234 100.0
MAIN REASON											
IT HAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT /INCLUDED IN THE RENT	1074 12.6	3 .8	0 -	0 -	0 -	0 -	41 15.4	3 .4	0 -	0 -	13 5.6
TO OBTAIN MORE CHANNELS	4946 58.1	344 95.0	25 33.3	29 34.1	77 85.6	6 100.0	174 65.2	191 80.6	0 -	0 -	158 67.8
TO GET BETTER QUALITY OF PICTURE	870 10.2	0 -	10 13.3	15 17.6	4 4.4	0 -	36 13.5	46 19.4	0 -	0 -	9 2.1
TO GET BETTER RECEPTION IN GENERAL	1099 12.9	15 4.2	4 5.3	33 38.8	3 3.3	6 100.0	7 2.6	37 15.6	0 -	0 -	85 36.3
DIDN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL	332 3.9	0 -	26 34.7	0 -	0 -	0 -	0 -	12 .8	0 -	0 -	10 4.3
OTHER	741 8.7	0 -	18 24.0	9 10.6	12 13.3	0 -	20 7.5	3 1.3	0 -	0 -	47 20.1
DON'T KNOW/NOT STATED	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

0025

MAIN REASON FOR HAVING CABLE T.V. QUES. 3
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 TO \$14999	\$15000 TO \$19999	\$20000 OR OVER	
TOTAL HAVE CABLE T.V. (HTD.)	12134 100.0	1097 100.0	2147 100.0	3353 100.0	1542 100.0	3858 100.0	138 100.0
MAIN REASON							
IT WAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT /INCLUDED IN THE RENT	1146 9.4	191 17.4	284 13.2	334 10.0	83 5.4	247 6.4	7 5.1
TO OBTAIN MORE CHANNELS	7442 61.3	575 52.4	1283 59.8	1977 59.0	966 62.6	2530 65.6	111 80.4
TO GET BETTER QUALITY OF PICTURE	1113 9.2	73 6.7	193 9.0	299 8.9	160 10.4	379 9.8	9 6.5
TO GET BETTER RECEPTION IN GENERAL	1636 13.5	160 14.6	274 12.8	410 12.2	196 12.7	574 14.9	21 15.2
DIDN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL	428 3.5	72 6.6	37 1.7	118 3.5	68 4.4	134 3.5	0 -
OTHER	1027 8.5	63 5.7	172 8.0	326 9.7	138 8.9	322 8.3	7 5.1
DON'T KNOW/NOT STATED	0 -	0 -	0 -	0 -	0 -	0 -	0 -

0026

MAIN REASON FOR HAVING CABLE T.V. QUES. 3
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

TOTAL	--COLOUR T.V. SETS--			
	--HOOKED TO CABLE--			
	NONE	ONE	2 OR MORE	
TOTAL HAVE CABLE T.V. (WTD.)	12334	86	7845	366
	100.0	100.0	100.0	100.0
MAIN REASON				
IT WAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT /INCLUDED IN THE RENT	1146 9.4	15 17.4	488 6.2	19 5.2
TO OBTAIN MORE CHANNELS	7442 61.3	58 67.4	5070 64.6	239 65.3
TO GET BETTER QUALITY OF PICTURE	1113 9.2	9 10.5	705 9.0	23 6.3
TO GET BETTER RECEPTION IN GENERAL	1636 13.5	4 4.7	1105 14.1	85 23.2
DIDN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL	428 3.5	0 -	261 3.3	7 1.9
OTHER	1027 8.5	8 9.3	657 8.4	26 7.1
DON'T KNOW/NOT STATED	0 -	0 -	0 -	0 -

0027

MAIN REASON FOR HAVING CABLE T.V. QUES. 3
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE--- ---T.V. SETS--- ---HOOKED TO CABLE---		
		NONE	ONE	2 OR MORE
	-----	-----	-----	-----
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	2616 100.0	4909 100.0	410 100.0
MAIN REASON				
IT WAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT /INCLUDED IN THE RENT	1146 9.4	56 2.1	700 14.3	17 4.1
TO OBTAIN MORE CHANNELS	7442 61.3	1865 71.3	2670 54.4	249 60.7
TO GET BETTER QUALITY OF PICTURE	1113 9.2	200 7.6	556 11.3	52 12.7
TO GET BETTER RECEPTION IN GENERAL	1536 13.5	406 15.5	584 11.9	69 16.8
DIDN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL	428 3.5	33 1.3	176 3.6	23 5.6
OTHER	1027 8.5	207 7.9	490 10.0	48 11.7
DON'T KNOW/NOT STATED	0 -	0 -	0 -	0 -

0028

MAIN REASON FOR HAVING CABLE T.V. QUES. 3
BY CABLE SUBSCRIBERS

	-----HOOKED TO CABLE-----						
	TOTAL	COLOUR ONLY	BLACK & WHITE ONLY	BOTH	TOTAL COLOUR	TOTAL BLACK & WHITE	TOTAL ANY
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6815 100.0	3924 100.0	1395 100.0	8210 100.0	5318 100.0	12134 100.0
MAIN REASON							
IT WAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT /INCLUDED IN THE RENT	1146 9.4	429 6.3	639 16.3	78 5.6	507 6.2	716 13.5	1146 9.4
TO OBTAIN MORE CHANNELS	7442 61.3	4523 66.4	2133 54.4	786 56.3	5309 64.7	2919 54.9	7442 61.3
TO GET BETTER QUALITY OF PICTURE	1113 9.2	505 7.4	385 9.8	223 16.0	728 8.9	608 11.4	1113 9.2
TO GET BETTER RECEPTION IN GENERAL	1636 13.5	982 14.4	446 11.4	208 14.9	1190 14.5	654 12.3	1636 13.5
DICN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL	428 3.5	229 3.4	161 4.1	38 2.7	267 3.3	199 3.7	428 3.5
OTHER	1027 8.5	490 7.2	345 8.8	193 13.8	683 8.3	537 10.1	1027 8.5
DON'T KNOW/NOT STATED	0 -	0 -	0 -	0 -	0 -	0 -	0 -

0005

PERCEIVED VALUE FOR MONEY/QUALITY OF PICTURE OF CABLE T.V. Q. 4A/B
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	-----REGION-----					-----LANGUAGE SPOKEN----- -----MOST IN HOME-----			
	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIES	BRITISH COLUMBIA	ENGLISH	FRENCH	OTHER
TOTAL HAVE CABLE T.V. (HTD.)	12134 100.0	440 100.0	2339 100.0	5933 100.0	1101 100.0	2321 100.0	9453 100.0	2000 100.0	680 100.0
VALUE FOR MONEY									
VERY GOOD	4861 40.1	100 22.7	913 39.0	2223 37.5	455 41.3	1170 50.4	3854 40.8	701 35.1	506 45.0
FAIRLY GOOD	5260 43.3	230 52.3	1081 46.2	2565 43.2	459 41.7	926 39.9	4085 43.2	898 44.9	277 40.7
NOT VERY GOOD	1376 11.3	80 18.2	272 11.6	757 12.8	129 11.7	138 5.9	983 10.4	316 15.8	77 11.3
NOT AT ALL GOOD	557 4.6	28 6.4	53 2.3	349 5.9	54 4.9	74 3.2	478 5.1	64 3.2	16 2.4
DON'T KNOW	79 .7	2 .5	21 .9	40 .7	4 .4	13 .6	54 .6	21 1.1	4 .6
QUALITY OF PICTURE									
VERY GOOD	6354 52.4	198 45.0	1320 56.4	3069 51.7	511 46.4	1256 54.1	4859 51.4	1134 56.7	361 53.1
FAIRLY GOOD	4730 39.0	153 34.8	856 36.6	2277 38.4	534 48.5	909 39.2	3783 40.0	673 33.7	274 40.3
NOT VERY GOOD	745 6.1	65 14.8	123 5.3	413 7.0	32 2.9	112 4.8	569 6.0	137 6.9	39 5.7
NOT AT ALL GOOD	258 2.1	21 4.8	36 1.5	143 2.4	17 1.5	42 1.8	214 2.3	39 2.0	6 .9
DON'T KNOW	47 .4	2 .5	5 .2	32 .5	6 .5	2 .1	29 .3	17 .9	0 -

0029

PERCEIVED VALUE FOR MONEY/QUALITY OF PICTURE OF CABLE T.V. @. 4A/B
BY MAJOR CITY CENTRES

	MAJOR CITY CENTRES											
	TOTAL	MONT- REAL	HULL	TOR- ONTO	OTTAWA	WINNI- PEG	VAN- COUVER	HAL- IFAX	CHIC- OUT- INI	QUEBEC	WAM- LTON	KITCO- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (HTD.)	8513 100.0	1302 100.0	112 100.0	2705 100.0	374 100.0	438 100.0	1895 100.0	192 100.0	0	147 100.0	452 100.0	129 100.0
VALUE FOR MONEY												
VERY GOOD	3479 40.9	559 42.9	6 5.4	983 36.3	117 31.3	159 36.3	824 61.7	23 12.4	0	47 32.0	156 36.7	21 16.3
FAIRLY GOOD	3678 43.2	620 47.6	55 49.1	1156 42.7	186 49.7	208 47.5	450 33.7	103 63.6	0	60 40.0	229 50.7	70 54.3
NOT VERY GOOD	929 10.9	99 7.6	20 17.9	360 13.3	42 11.2	66 15.1	55 4.1	50 18.5	0	35 23.8	36 8.0	24 18.6
NOT AT ALL GOOD	351 4.1	12 .9	22 19.6	170 6.3	29 7.8	2 .5	0	3 1.9	0	6 4.1	21 4.6	12 9.3
DON'T KNOW	77 .9	12 .9	8 7.1	36 1.3	0	4 .9	6 .4	2 1.2	0	0	0	2 1.6
QUALITY OF PICTURE												
VERY GOOD	4558 53.5	783 60.1	5 4.5	1440 53.2	139 37.2	166 37.9	869 65.1	63 33.9	0	68 46.3	274 60.6	54 41.9
FAIRLY GOOD	3286 38.6	449 34.5	76 67.9	980 36.2	170 45.5	252 37.5	429 32.1	56 34.6	0	53 36.1	174 38.5	65 50.4
NOT VERY GOOD	477 5.6	60 4.6	14 12.5	196 7.2	40 10.7	16 3.7	37 2.8	35 21.6	0	17 11.6	3 .7	7 5.4
NOT AT ALL GOOD	146 1.7	5 .4	17 15.2	57 2.1	25 6.7	0	0	6 3.7	0	9 6.1	1 .2	3 2.3
DON'T KNOW	47 .6	5 .4	0	32 1.2	0	4 .9	0	2 1.2	0	0	0	0

0030

PERCEIVED VALUE FOR MONEY/QUALITY OF PICTURE OF CABLE T.V. Q. 4A/B
BY MAJOR CITY CENTRES--CONTINUED

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAWA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMON- TON	REGINA	SASKA- TOON	VICT- ORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (HTD.)	8513 100.0	362 100.0	75 100.0	85 100.0	90 100.0	6 100.0	267 100.0	237 100.0	0 -	0 -	234 100.0
VALUE FOR MONEY											
VERY GOOD	3479 40.9	182 50.3	13 17.3	7 8.2	26 28.9	6 100.0	98 36.7	122 51.5	0 -	0 -	117 50.0
FAIRLY GOOD	3678 43.2	138 38.1	48 64.0	48 56.5	25 27.8	0 -	92 34.5	97 40.9	0 -	0 -	91 38.9
NOT VERY GOOD	929 10.9	39 10.8	8 10.7	16 18.8	32 35.6	0 -	40 15.0	12 5.1	0 -	0 -	15 6.4
NOT AT ALL GOOD	351 4.1	3 .8	6 8.0	14 16.5	6 6.7	0 -	37 13.9	6 2.5	0 -	0 -	4 1.7
DON'T KNOW	77 .9	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	7 3.0
QUALITY OF PICTURE											
VERY GOOD	4558 53.5	179 49.4	44 58.7	19 22.4	32 35.6	6 100.0	159 59.6	134 56.5	0 -	0 -	124 53.0
FAIRLY GOOD	3286 38.6	177 48.9	20 26.7	59 69.4	36 40.0	0 -	89 33.3	101 42.6	0 -	0 -	100 42.7
NOT VERY GOOD	477 5.6	7 1.9	11 14.7	7 8.2	11 12.2	0 -	11 4.1	0 -	0 -	0 -	4 1.7
NOT AT ALL GOOD	146 1.7	0 -	0 -	0 -	11 12.2	0 -	8 3.0	0 -	0 -	0 -	4 1.7
DON'T KNOW	47 .6	0 -	0 -	0 -	0 -	0 -	0 -	2 .8	0 -	0 -	2 .9

0031

PERCEIVED VALUE FOR MONEY/QUALITY OF PICTURE OF CABLE T.V. Q. Q2/8
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 \$14999	\$15000 \$19999	\$20000 OR OVER	
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	1097 100.0	2107 100.0	3353 100.0	1542 100.0	3858 100.0	138 100.0
VALUE FOR MONEY							
VERY GOOD	4861 40.1	539 49.1	910 42.4	1242 37.0	663 43.0	1439 37.3	69 50.0
FAIRLY GOOD	5260 43.3	423 38.6	965 44.9	1473 43.9	568 36.8	1781 46.2	50 36.2
NOT VERY GOOD	1376 11.3	94 8.6	202 9.4	436 13.0	192 12.5	437 11.3	15 10.9
NOT AT ALL GOOD	557 4.6	42 3.8	69 3.2	191 5.7	104 6.7	149 3.9	3 2.2
DON'T KNOW	79 .7	0 -	2 .1	11 .3	14 .9	52 1.3	0 -
QUALITY OF PICTURE							
VERY GOOD	6354 52.4	678 61.8	1287 59.9	1700 50.7	798 51.8	1917 47.1	74 53.6
FAIRLY GOOD	4730 39.0	357 32.5	733 34.1	1298 38.7	587 38.1	1694 43.9	61 44.2
NOT VERY GOOD	745 6.1	61 5.6	94 4.4	249 7.4	83 5.4	255 6.6	3 2.2
NOT AT ALL GOOD	258 2.1	0 -	32 1.5	87 2.6	65 4.2	74 1.9	0 -
DON'T KNOW	47 .4	0 -	0 -	19 .6	9 .6	18 .5	0 -

0032

PERCEIVED VALUE FOR MONEY/QUALITY OF PICTURE OF CABLE T.V. NO. 4A/B
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL -----	---COLOUR T.V. SETS--- ---HOOKED TO CABLE---		
		NONE -----	ONE -----	TWO OR MORE -----
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	86 100.0	7845 100.0	366 100.0
VALUE FOR MONEY				
VERY GOOD	4861 40.1	49 57.0	3021 38.5	159 43.4
FAIRLY GOOD	5260 43.3	32 37.2	3513 44.8	114 31.1
NOT VERY GOOD	1376 11.3	6 7.0	928 11.8	55 15.0
NOT AT ALL GOOD	557 4.6	0 -	345 4.4	37 10.1
DON'T KNOW	79 .7	0 -	38 .5	0 -
QUALITY OF PICTURE				
VERY GOOD	6354 52.4	71 82.6	4098 52.2	179 48.9
FAIRLY GOOD	4730 39.0	14 16.3	3031 38.6	157 42.9
NOT VERY GOOD	745 6.1	2 2.3	498 6.3	23 6.3
NOT AT ALL GOOD	258 2.1	0 -	196 2.5	7 1.9
DON'T KNOW	47 .4	0 -	21 .3	0 -

0033

PERCEIVED VALUE FOR MONEY/QUALITY OF PICTURE OF CABLE T.V. Q. 4A/B
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE---		
		NONE	ONE	2 OR MORE
	-----	-----	-----	-----
TOTAL HAVE CABLE T.V. (WTD.)	12134	2616	4909	4610
	100.0	100.0	100.0	100.0
VALUE FOR MONEY				
VERY GOOD	4861	980	2070	152
	40.1	37.5	42.2	37.1
FAIRLY GOOD	5260	1248	2111	170
	43.3	43.9	43.0	41.5
NOT VERY GOOD	1376	319	444	54
	11.3	12.2	9.0	13.2
NOT AT ALL GOOD	557	151	234	27
	4.6	5.8	4.8	6.6
DON'T KNOW	79	18	50	7
	.7	.7	1.0	1.7
QUALITY OF PICTURE				
VERY GOOD	6354	1266	2637	205
	52.4	48.4	53.7	50.0
FAIRLY GOOD	4730	1100	1670	175
	39.0	42.0	38.3	42.7
NOT VERY GOOD	745	175	280	22
	6.1	6.7	5.7	5.4
NOT AT ALL GOOD	258	72	88	8
	2.1	2.8	1.8	2.0
DON'T KNOW	47	4	26	0
	.4	.2	.5	.0

0034

PERCEIVED VALUE FOR MONEY/QUALITY OF PICTURE OF CABLE T.V. 9. 4A/B
BY CABLE SUBSCRIBERS

	TOTAL	HOOKED TO CABLE			TOTAL COLOUR	TOTAL BLACK & WHITE	TOTAL ANY
		COLOUR ONLY	BLACK & WHITE ONLY	BOTH			
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6815 100.0	3924 100.0	1395 100.0	8210 100.0	5318 100.0	12134 100.0
VALUE FOR MONEY							
VERY GOOD	4861 40.1	2639 38.7	1682 42.9	540 38.7	3179 38.7	2222 41.8	4861 40.1
FAIRLY GOOD	5260 43.3	2979 43.7	1633 41.6	648 46.5	3627 44.2	2281 42.9	5260 43.3
NOT VERY GOOD	1376 11.3	878 12.9	392 10.0	106 7.6	983 12.0	498 9.4	1376 11.3
NOT AT ALL GOOD	557 4.6	297 4.4	175 4.5	86 6.2	383 4.7	260 4.9	557 4.6
DON'T KNOW	79 .7	22 .3	41 1.0	16 1.1	38 .5	57 1.1	79 .7
QUALITY OF PICTURE							
VERY GOOD	6354 52.4	3512 51.5	2077 52.9	765 54.8	4277 52.1	2842 53.4	6354 52.4
FAIRLY GOOD	4730 39.0	2678 39.3	1542 39.3	510 36.6	3188 38.8	2053 38.6	4730 39.0
NOT VERY GOOD	745 6.1	443 6.5	223 5.7	78 5.6	521 6.3	301 5.7	745 6.1
NOT AT ALL GOOD	258 2.1	162 2.4	55 1.4	41 2.9	203 2.5	96 1.8	258 2.1
DON'T KNOW	47 .4	21 .3	26 .7	0 -	21 .3	26 .5	47 .4

0006

T.V. SET WATCHED MOST OFTEN. QUES. 5
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL -----	--COLOUR T.V. SETS-- --HOOKED TO CABLE--		
		NONE -----	ONE -----	2 OR MORE -----
TOTAL HAVE BOTH COLOUR AND BLACK & WHITE CABLE T.V. (WTD.)	1395 100.0	0 -	1321 100.0	73 100.0
WATCH MOST OFTEN				
COLOUR	1103 79.1	0 -	1052 79.6	51 69.9
BLACK & WHITE	110 7.9	0 -	110 8.3	0 -
BOTH EQUALLY	182 13.0	0 -	160 12.1	22 30.1

0035

T.V. SET WATCHED MOST OFTEN QUES. 5
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

---BLACK & WHITE---
 ---T.V. SETS---
 ---HOOKED TO CABLE---

	TOTAL	NONE	ONE	2 OR MORE
TOTAL HAVE BOTH COLOUR AND BLACK & WHITE CABLE T.V. (WTD.)	1395 100.0	0	1248	147
			100.0	100.0
WATCH MOST OFTEN				
COLOUR	1103 79.1	0	1012	91
			81.1	61.9
BLACK & WHITE	110 7.9	0	87	23
			7.0	15.6
BOTH EQUALLY	182 13.0	0	150	32
			12.0	21.8

0036

T.V. SET WATCHED MOST OFTEN QUES. 5.
BY CABLE SUBSCRIBERS

	TOTAL	HOOKED TO CABLE					
		COLOUR ONLY	BLACK & WHITE ONLY	BOTH	TOTAL COLOUR	TOTAL BLACK & WHITE	TOTAL ANY
TOTAL HAVE BOTH COLOUR AND BLACK & WHITE CABLE T.V. (WTD.)	1395 100.0	0 -	0 -	1395 100.0	1395 100.0	1395 100.0	1395 100.0
WATCH MOST OFTEN							
COLOUR	1103 79.1	0 -	0 -	1103 79.1	1103 79.1	1103 79.1	1103 79.1
BLACK & WHITE	110 7.9	0 -	0 -	110 7.9	110 7.9	110 7.9	110 7.9
BOTH EQUALLY	182 13.0	0 -	0 -	182 13.0	182 13.0	182 13.0	182 13.0

0007

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	TOTAL	-----REGION-----				-----LANGUAGE SPOKEN----- -----MOST IN HOME-----			
		AT- LANTIC	QUEBEC	ONT- ARIO	PRAIR- IES	BRITISH COL- UMBIA	ENGLISH	FRENCH	OTHER
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	440 100.0	2339 100.0	5933 100.0	1101 100.0	2321 100.0	9483 100.0	2000 100.0	660 100.0
RECEPTION OF PICTURE									
NO DIFFICULTY	7358 60.6	222 50.5	1702 72.8	3607 60.8	671 60.9	1155 49.8	5502 58.2	1411 70.6	445 65.4
HAS DIFFICULTY--	4776 39.4	218 49.5	637 27.2	2326 39.2	430 39.1	1166 50.2	3982 41.8	589 29.3	215 34.6
FREQUENCY--NIGHTLY									
ONCE A WEEK	1208 10.0	74 16.8	101 7.7	656 11.1	94 8.5	203 8.7	974 10.3	197 9.9	37 5.4
RARELY	1410 11.6	66 15.0	173 7.4	750 12.6	111 10.1	311 13.4	1196 12.7	158 7.9	56 8.2
DON'T KNOW	2158 17.8	78 17.7	282 12.1	921 15.5	226 20.5	652 28.1	1782 18.9	235 11.8	102 20.9
RECEPTION OF SOUND									
NO DIFFICULTY	10508 86.6	303 68.9	2140 91.5	5244 88.4	949 86.2	1872 80.7	8069 85.4	1814 90.7	626 92.1
HAS DIFFICULTY--	1625 13.4	136 30.9	199 8.5	689 11.6	152 13.8	449 19.3	1385 14.7	186 9.3	54 7.9
FREQUENCY--NIGHTLY									
ONCE A WEEK	299 2.5	30 6.8	53 2.3	141 2.4	14 1.3	62 2.7	243 2.6	56 2.8	0 -
RARELY	487 4.0	49 11.1	66 2.8	169 2.8	31 2.8	171 7.4	406 4.3	61 3.1	20 2.9
DON'T KNOW	840 6.9	58 13.2	80 3.4	380 6.4	107 9.7	216 9.3	736 7.8	69 3.5	35 5.1

(CONTINUED)

(CONTINUED)
 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET 0. 5/6
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	-----REGION-----						-----LANGUAGE SPOKEN----- -----MOST IN HOME-----		
	TOTAL	AT- LANTIC	QUEBEC	ONT- ARIO	PRAIR- IES	BRITISH COL- UMBIA	ENGLISH	FRENCH	OTHER
TOTAL HAVE CABLE T.V. (WTD.)	22134 100.0	440 100.0	2339 100.0	5933 100.0	1101 100.0	2321 100.0	9453 100.0	2000 100.0	600 100.0
CO-ORDINATION OF PICTURE AND SOUND									
NO DIFFICULTY	10619 87.5	364 82.7	2093 89.5	5250 88.5	931 84.6	1981 85.4	8255 87.3	1760 88.0	604 88.8
HAS DIFFICULTY--	1515 12.5	75 17.0	246 10.5	683 11.5	171 15.5	340 14.6	1198 12.7	241 12.1	76 11.2
FREQUENCY--NIGHTLY									
ONCE A WEEK	310 2.6	21 4.8	50 2.1	156 2.6	41 3.7	42 1.8	250 2.6	57 2.9	3 .4
RARELY	357 3.0	18 4.1	75 3.2	194 3.3	16 1.5	65 2.8	289 3.1	62 3.1	16 2.4
DON'T KNOW	858 6.9	36 8.2	122 5.2	333 5.6	114 10.4	234 10.1	659 7.0	122 6.1	57 8.4
RECEIVING TWO STATIONS AT ONCE									
NO DIFFICULTY	8977 74.0	281 63.9	1954 83.5	4065 68.5	774 70.3	1902 81.9	6807 72.0	1626 81.3	544 80.0
HAS DIFFICULTY--	3157 26.0	159 36.1	388 16.5	1868 31.5	327 29.7	418 18.0	2647 28.0	374 18.7	136 20.0
FREQUENCY--NIGHTLY									
ONCE A WEEK	964 7.9	47 10.7	125 5.3	648 10.9	75 6.8	69 3.0	804 8.5	119 6.0	41 6.0
RARELY	649 5.3	16 3.6	68 2.9	424 7.1	58 5.3	82 3.5	533 5.6	85 4.3	31 4.6
DON'T KNOW	1545 12.7	95 21.6	192 8.2	797 13.4	193 17.5	267 11.5	1310 13.9	170 8.5	65 9.6

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
BY MAJOR CITY CENTRES

	MAJOR CITY CENTRES											
	TOTAL	MONT REAL	HULL	TOR ONTO	OTTAWA	WINNI PEG	VAN. COUVER	HAL IFAX	CHIC. OUT. INI	QUEBEC	HAM. LTON	KITCH ENER
TOTAL HOUSEHOLDS IN CITY SIZE 300M AND OVER HAVE CABLE T.V. (WTD.)	8513 100.0	1302 100.0	112 100.0	2705 100.0	374 100.0	430 100.0	1335 100.0	162 100.0	0 -	147 100.0	452 100.0	129 100.0
RECEPTION OF PICTURE												
NO DIFFICULTY	5260 61.8	950 73.0	35 31.3	1849 68.4	156 41.7	223 50.9	662 49.6	52 32.1	0 -	80 59.9	341 75.4	49 38.0
HAS DIFFICULTY--	3253 38.2	1352 27.0	77 68.8	856 31.6	218 58.3	215 49.1	673 50.4	110 67.9	0 -	59 40.1	111 24.6	80 62.0
FREQUENCY--NIGHTLY	623 9.7	96 7.4	34 30.4	185 6.8	110 29.4	63 14.4	112 8.4	40 24.7	0 -	16 10.9	18 4.0	22 17.1
ONCE A WEEK	956 11.2	95 7.3	25 22.3	310 11.5	92 24.6	68 15.3	115 8.6	29 17.3	0 -	22 15.0	22 4.9	25 19.4
RARELY	1473 17.3	161 12.4	19 17.0	362 13.4	16 4.3	84 19.2	445 33.3	42 25.9	0 -	21 14.3	71 15.7	33 25.6
DON'T KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
RECEPTION OF SOUND												
NO DIFFICULTY	7471 87.8	1208 92.8	87 77.7	2491 92.1	326 87.2	377 86.1	1122 84.0	120 74.1	0 -	136 92.9	406 89.8	94 72.9
HAS DIFFICULTY--	1042 12.2	94 7.2	26 23.2	214 7.9	48 12.8	61 13.9	213 16.0	43 26.5	0 -	11 7.3	47 10.4	35 27.1
FREQUENCY--NIGHTLY	188 2.2	27 2.1	7 6.3	45 1.7	19 5.1	7 1.6	24 1.8	9 5.6	0 -	7 4.8	8 1.8	7 5.4
ONCE A WEEK	292 3.4	33 2.5	15 13.4	38 1.4	25 6.7	15 3.4	46 3.4	18 11.1	0 -	0 -	1 .2	21 16.3
RARELY	562 6.6	34 2.6	4 3.6	131 4.8	4 1.1	39 8.9	143 10.7	15 9.3	0 -	5 3.4	37 8.2	6 4.7
DON'T KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

(CONTINUED)

(CONTINUED)
 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
 BY MAJOR CITY CENTRES

	-----MAJOR CITY CENTRES-----											
	TOTAL	MONT -REAL	HULL	TOR -ONTO	OTTAWA	WINNI -PEG	VAN- COUVER	HAL- -FAX	CHIC- OUT- IMI	QUEBEC	HAM- ILTON	KITCH -ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (HTD.)	8513 100.0	1302 100.0	132 100.0	2705 100.0	374 100.0	438 100.0	1339 100.0	162 100.0	0 -	247 100.0	452 100.0	129 100.0
CO-ORDINATION OF PICTURE AND SOUND												
NO DIFFICULTY	7540 88.6	1188 91.2	83 74.1	2510 92.8	332 88.8	364 83.1	1181 88.5	139 85.8	0 -	129 87.8	391 86.5	106 82.2
HAS DIFFICULTY--	974 11.4	114 8.8	30 26.8	195 7.2	42 11.2	74 16.9	154 11.5	23 14.2	0 -	19 12.9	61 13.5	23 17.8
FREQUENCY--NIGHTLY	229 2.7	14 1.1	19 17.0	43 1.6	15 4.0	31 7.1	22 1.6	8 4.9	0 -	6 4.1	8 1.8	5 3.9
ONCE A WEEK	252 3.0	45 3.5	7 6.3	53 2.0	27 7.2	11 2.5	19 1.4	5 3.1	0 -	3 2.0	20 4.4	6 4.7
RARELY	493 5.8	55 4.2	4 3.6	99 3.7	0 -	31 7.1	113 8.5	11 6.8	0 -	10 6.8	33 7.3	12 9.3
DON'T KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
RECEIVING TWO STATIONS AT ONCE												
NO DIFFICULTY	6141 72.1	1087 83.5	45 40.2	1839 68.0	212 56.7	290 66.2	1095 82.0	94 58.0	0 -	118 80.3	368 81.4	46 35.7
HAS DIFFICULTY--	2372 27.9	215 16.5	67 59.8	866 32.0	162 43.3	147 33.6	240 18.0	69 42.6	0 -	29 19.7	85 18.8	83 64.3
FREQUENCY--NIGHTLY	766 9.0	67 5.1	46 41.1	299 11.1	105 28.1	41 9.4	20 1.5	23 14.2	0 -	5 3.4	34 7.5	23 17.8
ONCE A WEEK	496 5.8	39 3.0	4 3.6	213 7.9	42 11.2	37 8.4	29 2.2	11 6.8	0 -	11 7.5	13 2.9	29 22.5
RARELY	1110 13.0	109 8.4	17 15.2	353 13.0	15 4.0	69 15.8	192 14.4	35 21.6	0 -	13 8.8	38 8.4	31 24.0
DON'T KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
BY MAJOR CITY CENTRES--CONTINUED.

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAHA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMONTON	REGINA	SASKATOON	VICTORIA
TOTAL HOUSEHOLDS IN CITY SIZE 1000 AND OVER HAVE CABLE T.V. (HTD.)	8513 100.0	362 100.0	75 100.0	85 100.0	90 100.0	6 100.0	267 100.0	237 100.0	0	0	234 100.0
RECEPTION OF PICTURE											
NO DIFFICULTY	5260 61.8	200 55.2	49 65.3	26 30.6	43 47.8	6 100.0	102 68.2	205 86.9	0	0	146 62.4
HAS DIFFICULTY--	3253 38.2	162 44.8	27 36.0	59 69.4	47 52.2	0	85 31.8	33 13.9	0	0	88 37.6
FREQUENCY--NIGHTLY											
ONCE A WEEK	956 11.2	63 17.4	5 6.7	25 29.4	21 23.3	0	17 6.4	7 3.0	0	0	8 3.4
RARELY	1473 17.3	55 15.2	12 16.0	16 18.8	22 24.4	0	63 23.6	25 10.5	0	0	25 10.7
DON'T KNOW	0	0	0	0	0	0	0	0	0	0	0
RECEPTION OF SOUND											
NO DIFFICULTY	7471 87.8	295 81.5	62 82.7	67 78.8	57 63.3	6 100.0	218 81.6	234 98.7	0	0	166 70.9
HAS DIFFICULTY--	1042 12.2	67 18.5	13 17.3	18 21.2	32 35.6	0	49 18.4	4 1.7	0	0	67 28.6
FREQUENCY--NIGHTLY											
ONCE A WEEK	292 3.4	19 5.2	0 5.3	3 17.6	5 5.6	0	4 1.5	0	0	0	34 14.3
RARELY	562 6.6	34 9.4	9 12.0	0	23 25.6	0	43 16.1	4 1.7	0	0	33 14.1
DON'T KNOW	0	0	0	0	0	0	0	0	0	0	0

(CONTINUED)

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 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET 0. 5/6
 BY MAJOR CITY CENTRES--CONTINUED

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAWA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMONTON	REGINA	SASKATOON	VICTORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (WTD.)	8513 100.0	362 100.0	75 100.0	85 100.0	90 100.0	6 100.0	267 100.0	237 100.0	0 -	0 -	234 100.0
CO-ORDINATION OF PICTURE AND SOUND											
NO DIFFICULTY	7540 88.6	267 73.8	68 90.7	66 77.6	71 78.9	6 100.0	237 88.8	215 90.7	0 -	0 -	166 79.5
HAS DIFFICULTY--	974 11.4	95 26.2	7 9.3	20 23.5	18 20.0	0 -	30 11.2	22 9.3	0 -	0 -	48 20.5
FREQUENCY--NIGHTLY											
ONCE A WEEK	229 2.7	44 12.2	0 -	3 3.5	2 2.2	0 -	4 1.5	4 1.7	0 -	0 -	0 -
RARELY	493 5.8	51 14.1	6 8.0	3 3.5	5 5.6	0 -	23 8.6	16 6.8	0 -	0 -	19 8.1
DON'T KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
RECEIVING TWO STATIONS AT ONCE											
NO DIFFICULTY	6141 72.1	273 75.4	31 41.3	26 30.6	65 72.2	6 100.0	171 64.0	210 88.6	0 -	0 -	166 79.9
HAS DIFFICULTY--	2372 27.9	89 24.6	45 60.0	60 70.6	25 27.8	0 -	96 36.0	27 11.4	0 -	0 -	67 28.6
FREQUENCY--NIGHTLY											
ONCE A WEEK	496 5.8	31 8.6	1 1.3	17 20.0	4 4.4	0 -	14 5.2	0 -	0 -	0 -	0 -
RARELY	1110 13.0	43 11.9	41 54.7	25 29.4	15 16.7	0 -	65 24.3	12 5.1	0 -	0 -	36 15.4
DON'T KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET 9. 9/6
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 \$14999	\$15000 \$19999	\$20000 OR OVER	
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	3097 100.0	2147 100.0	3353 100.0	1542 100.0	3858 100.0	138 100.0
RECEPTION OF PICTURE							
NO DIFFICULTY	7358 60.6	680 62.0	1434 66.8	2030 60.5	910 59.0	2235 57.9	69 50.0
HAS DIFFICULTY--	4776 39.4	417 38.0	712 33.2	1323 39.5	631 40.9	1623 42.1	69 50.0
FREQUENCY--NIGHTLY	1208 10.0	56 5.1	180 8.4	354 10.6	181 11.7	435 11.3	1 .7
ONCE A WEEK	1410 11.6	123 11.2	179 8.3	362 10.8	217 14.1	520 13.5	10 7.2
RARELY	2158 17.8	239 21.8	353 16.4	607 18.1	234 15.2	667 17.3	58 42.0
DON'T KNOW	0	0	0	0	0	0	0
RECEPTION OF SOUND							
NO DIFFICULTY	10508 86.6	996 90.8	1914 89.1	2884 86.0	1316 85.3	3289 85.3	108 78.3
HAS DIFFICULTY--	1625 13.4	100 9.1	252 10.8	469 14.0	226 14.7	569 14.7	50 21.7
FREQUENCY--NIGHTLY	299 2.5	28 2.6	44 2.0	82 2.4	52 2.1	122 2.9	1 .7
ONCE A WEEK	487 4.0	25 2.3	47 2.2	160 4.8	99 6.4	151 3.9	4 2.9
RARELY	840 6.9	47 4.3	141 6.5	226 6.7	95 6.2	306 7.9	24 17.4
DON'T KNOW	0	0	0	0	0	0	0

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(CONTINUED)
 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
 BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DONT KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 \$14999	\$15000 \$19999	\$17000 OR OVER	
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	1097 100.0	2147 100.0	5353 100.0	1542 100.0	3858 100.0	358 100.0
CO-ORDINATION OF PICTURE AND SOUND							
NO DIFFICULTY	10619 87.5	982 89.5	1906 88.8	2931 87.4	1380 89.5	3298 85.5	121 87.7
HAS DIFFICULTY--	1515 12.5	115 10.5	240 11.2	422 12.6	161 10.4	560 14.5	17 12.3
FREQUENCY--NIGHTLY	310 2.6	6 .5	78 3.6	73 2.2	21 1.4	130 3.4	0 -
ONCE A WEEK	367 3.0	5 .5	58 2.7	135 4.0	43 2.8	122 3.2	4 2.9
RARELY	838 6.9	103 9.4	104 4.8	214 6.4	97 6.3	506 8.0	13 9.4
DONT KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -
RECEIVING TWO STATIONS AT ONCE							
NO DIFFICULTY	8977 74.0	853 77.8	1589 74.0	2463 73.5	1160 73.2	2812 72.9	99 71.7
HAS DIFFICULTY--	3157 26.0	244 22.2	557 25.9	890 26.5	582 24.8	1046 27.1	39 28.3
FREQUENCY--NIGHTLY	964 7.9	45 4.1	168 7.8	258 7.7	124 8.0	363 9.4	6 4.3
ONCE A WEEK	649 5.3	46 4.2	121 5.6	191 5.7	70 4.5	220 5.7	0 -
RARELY	1545 12.7	153 13.9	268 12.5	441 13.2	189 12.3	463 12.0	33 23.9
DONT KNOW	0 -	0 -	0 -	0 -	0 -	0 -	0 -

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q, 5/6
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	--COLOUR T.V. SETS-- ---HOOKED TO CABLE---		
		NONE	ONE	2 OR MORE
TOTAL HAVE CABLE T.V. (HTD.)	12134 100.0	86 100.0	7845 100.0	366 100.0
RECEPTION OF PICTURE				
NO DIFFICULTY	7358 60.6	61 70.9	4658 59.4	109 51.6
HAS DIFFICULTY--	4776 39.4	25 29.1	3186 40.6	176 48.1
FREQUENCY--NIGHTLY	1208 10.0	6 7.0	841 10.7	52 14.2
ONCE A WEEK	1410 11.6	2 2.3	884 11.3	31 8.5
RARELY	2158 17.8	18 20.9	1461 18.6	93 25.4
DON'T KNOW	0 -	0 -	0 -	0 -
RECEPTION OF SOUND				
NO DIFFICULTY	10508 86.6	86 100.0	6836 87.1	308 84.2
HAS DIFFICULTY--	1625 13.4	0 -	1009 12.9	58 15.8
FREQUENCY--NIGHTLY	299 2.5	0 -	185 2.4	5 1.4
ONCE A WEEK	487 4.0	0 -	300 3.8	6 1.6
RARELY	840 6.9	0 -	524 6.7	46 12.6
DON'T KNOW	0 -	0 -	0 -	0 -

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(CONTINUED)
 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	COLOUR T.V. SETS HOOKED TO CABLE		
		NONE	ONE	2 OR MORE
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	86 100.0	7845 100.0	366 100.0
COORDINATION OF PICTURE AND SOUND				
NO DIFFICULTY	10619 87.5	86 100.0	6825 87.0	310 84.7
HAS DIFFICULTY--	1515 12.5	0	1020 13.0	56 15.3
FREQUENCY--NIGHTLY	310 2.6	0	170 2.2	5 1.4
ONCE A WEEK	367 3.0	0	244 3.1	24 6.6
RARELY	838 6.9	0	606 7.7	26 7.1
DON'T KNOW	0	0	0	0
RECEIVING TWO STATIONS AT ONCE				
NO DIFFICULTY	8977 74.0	81 94.2	5880 75.0	267 73.0
HAS DIFFICULTY--	3157 26.0	6 7.0	1965 25.0	99 27.0
FREQUENCY--NIGHTLY	964 7.9	3 3.5	606 7.7	29 7.9
ONCE A WEEK	649 5.3	2 2.3	320 4.1	19 4.1
RARELY	1545 12.7	0	1038 13.2	54 14.8
DON'T KNOW	0	0	0	0

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SETS 8/6
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE--- ---T.V. SETS--- ---HOOKED TO CABLE---		
		NONE	ONE	2 OR MORE
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	2616 100.0	4909 100.0	4609 100.0
RECEPTION OF PICTURE				
NO DIFFICULTY	7358 60.6	1395 53.3	3187 64.9	2876 55.6
HAS DIFFICULTY--	4776 39.4	1221 46.7	1721 35.1	1834 44.4
FREQUENCY--NIGHTLY				
	1208 10.0	305 11.7	431 8.8	472 12.7
ONCE A WEEK	1410 11.6	335 12.8	618 12.6	457 11.2
RARELY	2158 17.8	581 22.2	673 13.7	904 20.5
DON'T KNOW	0 0	0 0	0 0	0 0
RECEPTION OF SOUND				
NO DIFFICULTY	10500 86.6	2217 84.7	4284 87.3	4000 77.3
HAS DIFFICULTY--	1625 13.4	399 15.3	625 12.7	601 22.4
FREQUENCY--NIGHTLY				
	299 2.5	66 2.5	128 2.4	105 5.6
ONCE A WEEK	487 4.0	113 4.3	221 4.5	153 5.4
RARELY	840 6.9	219 8.4	286 5.8	335 11.7
DON'T KNOW	0 0	0 0	0 0	0 0

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INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

		---BLACK & WHITE---		
		---T.V. SETS---		
		---HOOKED TO CABLE---		
	TOTAL	NONE	ONE	2 OR MORE
	-----	-----	-----	-----
TOTAL HAVE CABLE T.V. (HTD.)	12134	2616	4909	410
	100.0	100.0	100.0	100.0
CO-ORDINATION OF PICTURE AND SOUND				
NO DIFFICULTY	10619	2186	4372	361
	87.5	83.6	89.1	88.0
HAS DIFFICULTY--	1515	430	537	49
	12.5	16.4	10.9	12.0
FREQUENCY--NIGHTLY				
	310	65	145	15
	2.6	2.5	3.0	3.7
ONCE A WEEK	367	93	146	16
	3.0	3.6	3.0	3.9
RARELY	838	270	244	18
	6.9	10.3	5.0	4.4
DON'T KNOW	0	0	0	0
	-	-	-	-
RECEIVING TWO STATIONS AT ONCE				
NO DIFFICULTY	8977	1825	3574	310
	74.0	69.8	72.8	75.6
HAS DIFFICULTY--	3157	791	1335	99
	26.0	30.2	27.2	24.1
FREQUENCY--NIGHTLY				
	964	248	371	37
	7.9	9.5	7.6	9.0
ONCE A WEEK	649	102	402	24
	5.3	3.9	8.2	5.9
RARELY	1545	442	561	38
	12.7	16.9	11.4	9.3
DON'T KNOW	0	0	0	0
	-	-	-	-

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INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET. Q. 5/6
 BY TYPE OF T.V. SET WATCHED MOST OFTEN

	TOTAL	----WATCH MOST OFTEN----		
		COLOUR	BLACK AND WHITE	BOTH EQUALLY
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	7919 100.0	4034 100.0	182 100.0
RECEPTION OF PICTURE				
NO DIFFICULTY	7358 60.6	4668 58.9	2574 63.8	116 63.7
HAS DIFFICULTY--	4776 39.4	3251 41.1	1460 36.2	65 35.7
FREQUENCY--NIGHTLY	1208 10.0	856 10.8	320 7.9	32 17.6
ONCE A WEEK	1410 11.6	883 11.2	504 12.5	24 13.2
RARELY	2158 17.8	1513 19.1	636 15.8	10 5.5
DON'T KNOW	0	0	0	0
RECEPTION OF SOUND				
NO DIFFICULTY	10508 86.6	6879 86.9	3467 85.9	163 89.6
HAS DIFFICULTY--	1625 13.4	1040 13.1	567 14.1	18 9.9
FREQUENCY--NIGHTLY	299 2.5	186 2.3	113 2.8	0 -
ONCE A WEEK	487 4.0	290 3.7	180 4.5	17 9.3
RARELY	840 6.9	564 7.1	274 6.8	2 1.1
DON'T KNOW	0	0	0	0

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 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
 BY TYPE OF T.V. SET WATCHED MOST OFTEN

	TOTAL	----WATCH MOST OFTEN----		
		COLOUR	BLACK AND WHITE	BOTH EQUALLY
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	7919 100.0	4834 100.0	182 100.0
CO-ORDINATION OF PICTURE AND SOUND				
NO DIFFICULTY	10619 87.5	6873 86.8	3562 88.8	163 89.6
HAS DIFFICULTY--	1515 12.5	1045 13.2	451 11.2	18 9.9
FREQUENCY--NIGHTLY	310 2.6	175 2.2	135 3.3	0 -
ONCE A WEEK	367 3.0	246 3.1	103 2.6	18 9.9
RARELY	838 6.9	624 7.9	213 5.3	0 -
DON'T KNOW	0 -	0 -	0 -	0 -
RECEIVING TWO STATIONS AT ONCE				
NO DIFFICULTY	8977 74.0	5925 74.8	2919 72.4	133 73.1
HAS DIFFICULTY--	3157 26.0	1993 25.2	1115 27.6	49 26.9
FREQUENCY--NIGHTLY	964 7.9	598 7.6	335 8.3	31 17.0
ONCE A WEEK	649 5.3	320 4.0	316 7.8	12 6.6
RARELY	1545 12.7	1075 13.6	464 11.5	6 3.3
DON'T KNOW	0 -	0 -	0 -	0 -

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 8/6
 BY PERCEIVED QUALITY OF PICTURE

	TOTAL	-----QUALITY OF PICTURE-----			
		VERY GOOD	FAIRLY GOOD	NOT VERY/ AT ALL GOOD	DON'T KNOW
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6354 100.0	4730 100.0	1003 100.0	47 100.0
RECEPTION OF PICTURE					
NO DIFFICULTY	7358 60.6	4726 74.4	2394 50.6	191 19.0	47 100.0
HAS DIFFICULTY--	4776 39.4	1628 25.6	2336 49.4	812 81.0	0 -
FREQUENCY--NIGHTLY					
	1208 10.0	241 3.8	568 12.0	399 39.8	0 -
ONCE A WEEK	1410 11.6	258 4.1	890 18.8	262 26.1	0 -
RARELY	2158 17.8	1129 17.8	879 18.6	151 15.1	0 -
DON'T KNOW	0 -	0 -	0 -	0 -	0 -
RECEPTION OF SOUND					
NO DIFFICULTY	10508 86.6	5839 91.9	3933 83.2	689 68.7	47 100.0
HAS DIFFICULTY--	1625 13.4	515 8.1	797 16.8	314 31.3	0 -
FREQUENCY--NIGHTLY					
	299 2.5	57 .9	138 2.9	104 10.4	0 -
ONCE A WEEK	487 4.0	73 1.1	303 6.4	111 11.1	0 -
RARELY	840 6.9	385 6.1	356 7.5	99 9.9	0 -
DON'T KNOW	0 -	0 -	0 -	0 -	0 -

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 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
 BY PERCEIVED QUALITY OF PICTURE

	TOTAL	-----QUALITY OF PICTURE-----			
		VERY GOOD	FAIRLY GOOD	NOT VERY/ AT ALL GOOD	DON'T KNOW
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6354 100.0	4730 100.0	1093 100.0	47 100.0
COORDINATION OF PICTURE AND SOUND					
NO DIFFICULTY	10619 87.5	5934 93.4	3919 82.9	719 71.7	47 100.0
HAS DIFFICULTY--	1515 12.5	420 6.6	611 17.1	284 28.3	0
FREQUENCY--NIGHTLY	310 2.6	62 1.0	145 3.3	103 10.3	0
ONCE A WEEK	367 3.0	37 .6	236 5.0	94 9.4	0
RARELY	838 6.9	320 5.0	430 9.1	87 8.7	0
DON'T KNOW	0	0	0	0	0
RECEIVING TWO STATIONS AT ONCE					
NO DIFFICULTY	8977 74.0	5228 82.3	3190 67.4	512 51.0	47 100.0
HAS DIFFICULTY--	3157 26.0	1126 17.7	1541 32.6	491 49.0	0
FREQUENCY--NIGHTLY	964 7.9	254 4.0	520 11.0	190 18.9	0
ONCE A WEEK	649 5.3	192 3.0	358 7.6	99 9.9	0
RARELY	1545 12.7	680 10.7	663 14.0	202 20.1	0
DON'T KNOW	0	0	0	0	0

INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
BY CABLE SUBSCRIBERS

	TOTAL	HOOKED TO CABLE			TOTAL		TOTAL ANY
		COLOUR ONLY	BLACK & WHITE ONLY	BOTH	COLOUR	BLACK & WHITE	
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6815 100.0	3924 100.0	1395 100.0	8210 100.0	5318 100.0	12134 100.0
RECEPTION OF PICTURE							
NO DIFFICULTY	7358 60.6	3942 57.8	2510 64.0	905 64.9	4847 59.0	3415 64.2	7358 60.6
HAS DIFFICULTY--	4776 39.4	2873 42.2	1413 36.0	490 35.1	3363 41.0	1903 35.8	4776 39.4
FREQUENCY--NIGHTLY							
	1208 10.0	725 10.6	314 8.0	168 12.0	893 10.9	483 9.1	1208 10.0
ONCE A WEEK	1410 11.6	746 10.9	495 12.6	169 12.1	915 11.1	664 12.5	1410 11.6
RARELY	2158 17.8	1402 20.6	604 15.4	152 10.9	1554 18.9	737 14.2	2158 17.8
DON'T KNOW	0	0	0	0	0	0	0
RECEPTION OF SOUND							
NO DIFFICULTY	10508 86.6	5907 86.7	3365 85.8	1237 88.7	7144 87.0	4601 86.5	10508 86.6
HAS DIFFICULTY--	1625 13.4	908 13.3	559 14.2	158 11.3	1066 13.0	717 13.5	1625 13.4
FREQUENCY--NIGHTLY							
	299 2.5	159 2.3	109 2.8	31 2.2	190 2.3	141 2.7	299 2.5
ONCE A WEEK	487 4.0	244 3.6	180 4.6	63 4.5	306 3.7	243 4.6	487 4.0
RARELY	840 6.9	506 7.4	270 6.9	64 4.6	570 6.9	334 6.3	840 6.9
DON'T KNOW	0	0	0	0	0	0	0

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(CONTINUED)
 INCIDENCE AND FREQUENCY OF DIFFICULTIES WITH CABLE T.V. SET Q. 5/6
 BY CABLE SUBSCRIBERS

	TOTAL	HOOKED TO CABLE			TOTAL COLOUR	TOTAL BLACK & WHITE	TOTAL ANY
		COLOUR ONLY	BLACK & WHITE ONLY	BOTH			
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6815 100.0	3924 100.0	1395 100.0	8210 100.0	5318 100.0	12134 100.0
CO-ORDINATION OF PICTURE AND SOUND							
NO DIFFICULTY	10619 87.5	5886 86.4	3484 88.8	1249 89.5	7134 86.9	4733 89.0	10619 87.5
HAS DIFFICULTY--	1515 12.5	929 13.6	439 11.2	146 10.5	1076 13.1	586 11.0	1515 12.5
FREQUENCY--NIGHTLY	310 2.6	151 2.2	134 3.4	25 1.8	176 2.1	160 3.0	310 2.6
ONCE A WEEK	367 3.0	203 3.0	99 2.5	65 4.7	268 3.3	164 3.1	367 3.0
RARELY	838 6.9	576 8.5	206 5.2	56 4.0	632 7.7	262 4.9	838 6.9
DON'T KNOW	0	0	0	0	0	0	0
RECEIVING TWO STATIONS AT ONCE							
NO DIFFICULTY	8977 74.0	5092 74.7	2830 72.1	1055 75.6	6147 74.9	3884 73.0	8977 74.0
HAS DIFFICULTY--	3157 26.0	1723 25.3	1094 27.9	340 24.4	2063 25.1	1434 27.0	3157 26.0
FREQUENCY--NIGHTLY	964 7.9	556 8.2	328 8.4	80 5.7	636 7.7	408 7.7	964 7.9
ONCE A WEEK	649 5.3	222 3.3	314 8.0	113 8.1	335 4.1	427 8.0	649 5.3
RARELY	1545 12.7	945 13.9	452 11.5	147 10.5	1093 13.3	599 11.3	1545 12.7
DON'T KNOW	0	0	0	0	0	0	0

OCCASION TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY Q.7/8
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	-----REGION-----						-----LANGUAGE SPOKEN----- -----MOST IN HOME-----		
	TOTAL	AT- LANTIC	QUEBEC	ONT -ARIO	PRAIR -IES	BRITISH COL- UMBIA	ENGLISH	FRENCH	OTHER
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	440 100.0	2339 100.0	5933 100.0	1101 100.0	2521 100.0	9453 100.0	2000 100.0	680 100.0
HAVE NOT CALLED CABLE COMPANY	8876 73.1	337 76.6	1666 71.2	4219 71.1	851 77.3	1803 77.7	6887 72.9	1443 72.2	547 80.4
HAVE CALLED--	3257 26.8	103 23.4	673 28.8	1714 28.9	250 22.7	518 22.3	2567 27.2	557 27.9	133 19.6
SATISFACTION WITH RESPONSE									
VERY SATISFIED	1392 11.5	51 11.6	299 12.8	760 12.8	91 8.3	193 8.3	1053 11.1	263 13.2	77 11.3
FAIRLY SATISFIED	914 7.5	13 3.0	217 9.3	445 7.5	93 8.4	145 6.2	720 7.6	182 9.1	12 1.8
NOT VERY SATISFIED	437 3.6	18 4.1	97 4.1	232 3.9	32 2.9	59 2.5	349 3.7	58 2.9	30 4.4
NOT AT ALL SATISFIED	448 3.7	21 4.8	54 2.3	258 4.3	29 2.6	85 3.7	397 4.2	48 2.4	13 1.9
DON'T KNOW	66 .5	0 -	7 .3	18 .3	4 .4	37 1.6	49 .5	7 .4	10 1.5

8045

OCCASION TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY 8.7/8
BY MAJOR CITY CENTRES

	MAJOR CITY CENTRES											
	TOTAL	MONT- REAL	HULL	TOR- ONTO	OTTAWA	WINNI- PEG	VANCOUVER	HAL- IFAX	CHIC- OUT- INT	QUEBEC	HAM- ILTON	KITCH- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (WTD.)	8813 100.0	1302 100.0	112 100.0	2705 100.0	374 100.0	438 100.0	1335 100.0	162 100.0	0 -	307 100.0	452 100.0	109 100.0
HAVE NOT CALLED CABLE COMPANY	6027 75.5	932 71.6	72 64.3	1976 73.0	269 71.9	394 90.0	1117 83.7	149 86.4	0 -	92 62.6	314 69.3	109 84.5
HAVE CALLED--	2886 24.5	370 28.4	41 36.6	729 27.0	105 28.1	43 9.8	218 16.3	22 13.6	0 -	55 37.4	139 30.8	20 15.5
SATISFACTION WITH RESPONSE												
VERY SATISFIED	865 10.2	166 12.7	9 8.0	526 12.1	31 8.3	16 3.7	124 9.3	11 6.8	0 -	19 13.9	66 14.6	9 7.0
FAIRLY SATISFIED	593 7.0	109 8.4	4 3.6	170 6.3	47 12.6	7 1.6	49 3.7	4 2.5	0 -	25 17.0	47 10.4	5 3.9
NOT VERY SATISFIED	287 3.4	59 4.5	6 5.4	89 3.3	22 5.9	5 1.1	25 1.9	1 .6	0 -	9 6.1	11 2.4	6 4.7
NOT AT ALL SATISFIED	305 3.6	31 2.4	22 19.6	136 5.0	4 1.1	11 2.5	9 .7	6 3.7	0 -	0 -	11 2.4	0 -
DON'T KNOW	36 .4	5 .4	0 -	8 .3	0 -	4 .9	12 .9	0 -	0 -	2 1.4	2 .4	0 -

0046

OCCASION TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY Q.7/B
 BY MAJOR CITY CENTRES--CONTINUED

	MAJOR CITY CENTRES										
	TOTAL	LONDON	OSHAWA	ST. CATHARINES	THUNDER BAY	WINDSOR	CALGARY	EDMONTON	REGINA	SASKATOON	VICTORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (WTD.)	8513 100.0	362 100.0	75 100.0	89 100.0	90 100.0	6 100.0	267 100.0	237 100.0	0 -	0 -	254 100.0
HAVE NOT CALLED CABLE COMPANY	6427 75.5	279 77.1	51 68.0	48 56.5	82 91.1	6 100.0	223 83.5	163 68.8	0 -	0 -	199 67.9
HAVE CALLED--	2086 24.5	83 22.9	24 32.0	37 43.5	8 8.9	0 -	44 16.5	74 31.2	0 -	0 -	75 32.1
SATISFACTION WITH RESPONSE											
VERY SATISFIED	865 10.2	33 9.1	8 10.7	13 15.3	0 -	0 -	8 3.0	11 4.6	0 -	0 -	16 6.8
FAIRLY SATISFIED	593 7.0	24 6.6	13 17.3	3 3.5	0 -	0 -	11 4.1	54 22.8	0 -	0 -	22 9.4
NOT VERY SATISFIED	287 3.4	8 2.2	3 4.0	3 3.5	3 3.3	0 -	15 5.6	9 3.8	0 -	0 -	11 4.7
NOT AT ALL SATISFIED	305 3.6	18 5.0	0 -	18 21.2	2 2.2	0 -	10 3.7	0 -	0 -	0 -	26 11.1
DON'T KNOW	56 .4	0 -	0 -	0 -	3 3.3	0 -	0 -	0 -	0 -	0 -	0 -

9047

OCCASION TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY Q.7/8
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW /RE- FUSED
		UNDER \$5000	\$5000 TO \$9999	\$10000 \$14999	\$15000 \$19999	\$17000 OR OVER	
TOTAL HAVE CABLE T.V. (INTD.)	12134 100.0	1097 100.0	2147 100.0	3353 100.0	1542 100.0	3095 100.0	138 100.0
HAVE NOT CALLED CABLE COMPANY	8876 73.1	888 80.9	1766 82.3	2352 70.1	1095 71.0	2670 69.2	105 76.1
HAVE CALLED--	3257 26.8	209 19.1	381 17.7	1001 29.9	446 28.9	1188 30.8	33 23.9
SATISFACTION WITH RESPONSE							
VERY SATISFIED	1392 11.5	95 8.7	165 7.7	462 13.8	166 10.8	487 12.6	17 12.3
FAIRLY SATISFIED	914 7.5	65 5.9	144 6.7	222 6.6	124 8.0	347 9.0	11 8.0
NOT VERY SATISFIED	437 3.6	46 4.2	44 2.0	116 3.5	57 3.7	169 4.4	5 3.6
NOT AT ALL SATISFIED	458 3.7	0	18 .8	180 5.4	76 4.9	174 4.5	0
DON'T KNOW	66 .5	2 .2	10 .5	20 .6	23 1.5	11 .3	0

0048

OPPORTUNITY TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY Q.7/B
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	--COLOUR T.V. SETS--		
		NONE	ONE	2 OR MORE
TOTAL HAVE CABLE T.V. (WTD.)	12334 100.0	86 100.0	7845 100.0	366 100.0
HAVE NOT CALLED CABLE COMPANY	8876 73.1	62 72.1	5488 70.0	223 60.9
HAVE CALLED--	3257 26.9	24 27.9	2357 30.0	143 39.1
SATISFACTION WITH RESPONSE				
VERY SATISFIED	1392 11.5	24 27.9	958 12.2	55 15.0
FAIRLY SATISFIED	914 7.5	0	675 8.6	29 7.9
NOT VERY SATISFIED	437 3.6	0	346 4.4	22 6.0
NOT AT ALL SATISFIED	448 3.7	0	335 4.3	37 10.1
DON'T KNOW	66 .5	0	42 .5	0

0049

OCCASION TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY Q.7/8
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE--- ---T.V. SETS--- ---HOOKED TO CABLE---		
		NONE	ONE	2 OR MORE
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	2616 100.0	4999 100.0	410 100.0
HAVE NOT CALLED CABLE COMPANY	8876 73.1	1789 68.4	3889 79.2	265 64.6
HAVE CALLED--	3257 26.8	827 31.6	1020 20.8	148 35.4
SATISFACTION WITH RESPONSE				
VERY SATISFIED	1392 11.5	352 13.5	427 8.7	86 21.0
FAIRLY SATISFIED	914 7.5	249 9.5	302 6.2	15 3.7
NOT VERY SATISFIED	437 3.6	103 3.9	116 2.4	10 2.4
NOT AT ALL SATISFIED	448 3.7	104 4.0	134 2.7	33 8.0
DON'T KNOW	66 .5	19 .7	41 .8	1 .2

0050

OCCASION TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY Q.7/8
 BY PERCEIVED VALUE FOR MONEY OF CABLE T.V.

	TOTAL	-----VALUE FOR MONEY-----			
		VERY GOOD	FAIRLY GOOD	NOT VERY/ AT ALL GOOD	DON'T KNOW
TOTAL HAVE CABLE T.V. (INTD.)	12134 100.0	4861 100.0	5260 100.0	1933 100.0	79 100.0
HAVE NOT CALLED CABLE COMPANY	8876 73.1	3874 79.7	3790 72.1	1150 59.3	63 79.7
HAVE CALLED--	3257 26.8	988 20.3	1470 27.9	783 40.5	16 20.3
SATISFACTION WITH RESPONSE					
VERY SATISFIED	1392 11.5	667 14.1	585 11.1	120 6.2	0
FAIRLY SATISFIED	914 7.5	206 4.2	519 9.9	185 9.6	4 5.1
NOT VERY SATISFIED	437 3.6	39 .8	169 3.2	221 11.4	0 10.1
NOT AT ALL SATISFIED	448 3.7	46 .9	162 3.1	239 12.4	0
DON'T KNOW	66 .5	9 .2	34 .6	19 1.0	5 6.3

0051

OCCASION TO CALL/SATISFACTION WITH RESPONSE OF CABLE COMPANY 9.7/8
 BY CABLE SUBSCRIBERS

	TOTAL	HOOKED TO CABLE			TOTAL COLOUR	TOTAL BLACK & WHITE	TOTAL ANY
		COLOUR ONLY	BLACK & WHITE ONLY	BOTH			
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6815 100.0	3924 100.0	1395 100.0	8210 100.0	5318 100.0	12134 100.0
HAVE NOT CALLED CABLE COMPANY	8876 73.1	4723 69.3	3166 80.7	988 70.8	5710 69.5	4154 78.1	8876 73.1
HAVE CALLED--	3257 26.8	2093 30.7	758 19.3	407 29.2	2500 30.5	1165 21.9	3257 26.8
SATISFACTION WITH RESPONSE							
VERY SATISFIED	1392 11.5	879 12.9	379 9.7	134 9.6	1013 12.3	513 9.6	1392 11.5
FAIRLY SATISFIED	914 7.5	597 8.8	210 5.4	107 7.7	704 8.6	317 6.0	914 7.5
NOT VERY SATISFIED	437 3.6	311 4.6	69 1.8	56 4.0	368 4.5	126 2.4	437 3.6
NOT AT ALL SATISFIED	448 3.7	280 4.1	75 1.9	92 6.6	372 4.5	167 3.1	448 3.7
DON'T KNOW	66 .5	24 .4	23 .6	18 1.3	42 .5	42 .8	66 .5

0009

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED QUES. 10
 BY REGION, LANGUAGE SPOKEN MOST IN HOME

	-----REGION-----						-----LANGUAGE SPOKEN----- -----MOST IN HOME-----		
	TOTAL	AT- LANTIC	QUEBEC	ONT- ARTO	PRAIR- IES	BRITISH COL- UMBIA	ENGLISH	FRENCH	OTHER
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	440 100.0	2339 100.0	5933 100.0	1101 100.0	2321 100.0	9453 100.0	2000 100.0	600 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2463 20.3	63 14.3	306 13.1	1455 24.5	162 14.7	476 20.5	2025 21.4	275 13.8	163 24.0
DON'T KNOW	35 .3	0 -	13 .6	7 .1	0 -	13 .7	19 .2	12 .6	4 .6
DO PAY DIRECTLY	9635 79.4	376 85.6	2019 86.3	4471 75.4	939 85.3	1830 78.8	7409 78.4	1713 85.6	513 75.4
TOTAL PAY DIRECTLY (WTD.)	9635 100.0	376 100.0	2019 100.0	4471 100.0	939 100.0	1830 100.0	7409 100.0	1713 100.0	513 100.0
SATISFIED WITH COMPANY'S PRACTICES	8826 91.6	320 85.1	1916 94.9	4081 91.3	864 92.0	1645 89.9	6769 91.4	1599 93.3	458 89.3
DON'T KNOW	71 .7	0 -	9 .4	34 .8	10 1.1	18 1.0	61 .8	4 .2	5 1.0
NOT SATISFIED--	739 7.7	56 14.9	94 4.7	357 8.0	66 7.0	167 9.1	579 7.8	110 6.4	50 9.7
REASONS									
RATE INCREASES	121 1.3	11 2.9	9 .4	89 2.0	9 1.0	3 .2	96 1.3	9 .5	17 3.3
LATE BILLINGS	22 .2	5 1.3	7 .3	8 .2	3 .3	0 -	10 .1	7 .4	5 1.0
YEARLY PAYMENT ASKED FOR IN ADVANCE	133 1.4	2 .5	21 1.0	39 .9	7 .7	65 3.6	110 1.5	21 1.2	2 .4
CUT OFF AND RE-INSTALLATION	27 .3	6 1.6	3 .1	11 .2	0 -	6 .3	21 .3	7 .4	0 -
OTHER	442 4.6	39 10.4	45 2.2	211 4.7	50 5.3	98 5.4	358 4.8	66 3.9	19 3.7
DON'T KNOW	28 .3	1 .3	10 .5	16 .4	0 -	0 -	19 .3	2 .1	7 1.4

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED QUES. 10
BY MAJOR CITY CENTRES

	-----MAJOR CITY CENTRES-----											
	TOTAL	MONT- REAL	HULL	TOR- ONTO	OTTAWA	WINNI- PEG.	VAN- COUVER	HAL- IFAX	CHIC- OUT- INI	QUEBEC	HAM- ILTON	KITCH- ENER
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (WTD.)	8513 100.0	1502 100.0	112 100.0	2705 100.0	374 100.0	450 100.0	1535 100.0	162 100.0	0	147 100.0	482 100.0	129 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2075 24.4	195 15.0	33 29.5	1129 41.7	30 8.0	51 11.6	380 28.5	36 22.2	0	0	51 11.3	11 8.5
DON'T KNOW	26 .3	9 .7	0	5 .2	2 .5	0	3 .2	0	0	0	0	0
DO PAY DIRECTLY	6413 75.3	1099 84.4	79 70.5	1571 58.1	341 91.2	387 88.4	952 71.3	126 77.8	0	147 100.0	401 88.7	118 91.5
TOTAL PAY DIRECTLY (WTD.)	6413 100.0	1099 100.0	79 100.0	1571 100.0	341 100.0	387 100.0	952 100.0	126 100.0	0	147 100.0	401 100.0	118 100.0
SATISFIED WITH COMPANY'S PRACTICES	5873 91.6	1044 95.0	61 77.2	1403 89.3	332 97.4	366 94.6	871 91.5	122 96.8	0	142 96.6	385 96.0	97 82.2
DON'T KNOW	50 .8	5 .5	4 5.1	12 .8	1 .3	2 .5	9 .9	0	0	0	5 1.2	0
NOT SATISFIED--	489 7.6	50 4.5	13 16.5	157 10.0	8 2.3	19 4.9	72 7.6	4 3.2	0	6 4.1	12 3.0	21 17.8
REASONS												
RATE INCREASES	82 1.3	3 .3	0	46 2.9	0	0	0	0	0	0	3 .7	6 5.1
LATE BILLINGS	14 .2	0	0	8 .5	0	0	0	0	0	0 2.7	0	0
YEARLY PAYMENT ASKED FOR IN ADVANCE	67 1.0	17 1.5	0	6 .4	3 .9	0	16 1.7	2 1.6	0	0	7 1.7	0
CUT OFF AND RE-INSTALLATION	13 .2	3 .3	0	0	0	0	6 .6	0	0	0	0	0
OTHER	296 4.6	16 1.5	13 16.5	85 5.4	5 1.5	19 4.9	55 5.6	1 .8	0	2 1.4	1 .2	15 12.7
DON'T KNOW	28 .4	10 .9	0	16 1.0	0	0	0	1 .8	0	0	0	0

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED (QUES. 10)
BY MAJOR CITY CENTRES--CONTINUED

	-----MAJOR CITY CENTRES-----										
	TOTAL	LONDON	OSHAWA	ST. CATH- ARINES	THUN- DER BAY	WIND- SOR	CAL- GARY	EDMON- TON	REGINA	SASKA- TOON	VICT- ORIA
TOTAL HOUSEHOLDS IN CITY SIZE 100M AND OVER HAVE CABLE T.V. (WTD.)	8513 100.0	362 100.0	75 100.0	85 100.0	90 100.0	6 100.0	267 100.0	237 100.0	0 -	0 -	254 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2075 24.4	8 2.2	29 38.7	0 -	14 15.6	0 -	38 14.2	42 17.7	0 -	0 -	28 12.0
DON'T KNOW	26 .3	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	7 3.0
DO PAY DIRECTLY	6413 75.3	354 97.8	46 61.3	85 100.0	76 84.4	6 100.0	229 85.8	195 82.3	0 -	0 -	199 85.0
TOTAL PAY DIRECTLY (WTD.)	6413 100.0	354 100.0	46 100.0	85 100.0	76 100.0	6 100.0	229 100.0	195 100.0	0 -	0 -	199 100.0
SATISFIED WITH COMPANY'S PRACTICES	5873 91.6	351 99.2	43 93.5	45 52.9	64 84.2	6 100.0	206 90.0	177 90.8	0 -	0 -	158 79.4
DON'T KNOW	50 .8	3 .8	0 -	3 3.5	0 -	0 -	0 -	2 1.0	0 -	0 -	4 2.0
NOT SATISFIED--	489 7.6	0 -	3 6.5	38 44.7	12 15.8	0 -	23 10.0	16 8.2	0 -	0 -	37 18.6
REASONS											
RATE INCREASES	82 1.3	0 -	3 6.5	9 10.6	0 -	0 -	4 1.7	6 3.1	0 -	0 -	2 1.0
LATE BILLINGS	14 .2	0 -	0 -	0 -	0 -	0 -	3 1.3	0 -	0 -	0 -	0 -
YEARLY PAYMENT ASKED FOR IN ADVANCE	67 1.0	0 -	0 -	5 5.9	2 2.6	0 -	0 -	7 3.6	0 -	0 -	3 1.5
CUT OFF AND RE-INSTALLATION	13 .2	0 -	0 -	3 3.5	0 -	0 -	0 -	0 -	0 -	0 -	0 -
OTHER	296 4.6	0 -	0 -	20 23.5	10 13.2	0 -	19 8.5	4 2.1	0 -	0 -	32 16.1
DON'T KNOW	28 .4	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED QUES. 10
BY FAMILY INCOME

	TOTAL	FAMILY INCOME					DON'T KNOW ARE USED
		UNDER \$5000	\$5000 TO \$9999	\$10000 \$14999	\$15000 \$19999	\$17000 OR OVER	
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	1897 100.0	2147 100.0	3353 100.0	1542 100.0	3858 100.0	138 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2463 20.3	350 31.9	526 24.5	729 21.8	248 16.1	595 15.4	14 10.1
DON'T KNOW	35 .3	0 -	1 .4	5 .1	7 .5	22 .6	0 -
DO PAY DIRECTLY	9635 79.4	746 68.0	1619 75.4	2619 78.1	1286 83.4	3241 84.0	124 89.9
TOTAL PAY DIRECTLY (WTD.)	9635 100.0	746 100.0	1619 100.0	2619 100.0	1286 100.0	3241 100.0	124 100.0
SATISFIED WITH COMPANY'S PRACTICES	8826 91.6	638 85.5	1548 95.6	2360 90.1	1191 92.6	2978 91.9	112 90.3
DON'T KNOW	71 .7	9 1.2	8 .5	14 .5	10 .8	29 .9	0 -
NOT SATISFIED--	739 7.7	99 13.3	63 3.9	245 9.4	35 6.7	234 7.2	12 9.7
REASONS							
RATE INCREASES	121 1.3	13 1.7	14 .9	52 2.0	6 .5	29 .9	7 5.6
LATE BILLINGS	22 .2	0 -	0 -	14 .5	1 .1	4 .1	4 3.2
YEARLY PAYMENT ASKED FOR IN ADVANCE	133 1.4	17 2.3	13 .8	49 1.9	3 .2	47 1.5	3 2.4
CUT OFF AND RE-INSTALLATION	27 .3	0 -	6 .4	9 .3	0 -	8 .2	4 3.2
OTHER	442 4.6	69 9.2	26 1.6	133 5.1	75 5.8	138 4.3	2 1.6
DON'T KNOW	28 .3	0 -	11 .7	6 .2	0 -	12 .4	0 -

(* = PERCENT LESS THAN .05)

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED QUES. 10
 BY NUMBER OF COLOUR T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	--COLOUR T.V. SETS--		
		NONE	ONE	2 OR MORE
		---HOOKED TO CABLE---		
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	86 100.0	7646 100.0	366 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2463 20.3	34 39.5	1277 16.3	35 9.6
DON'T KNOW	35 .3	0 -	22 .3	0 -
DO PAY DIRECTLY	9635 79.4	53 61.6	6546 83.4	330 90.2
TOTAL PAY DIRECTLY (WTD.)	9635 100.0	53 100.0	6546 100.0	330 100.0
SATISFIED WITH COMPANY'S PRACTICES	8826 91.6	53 100.0	5976 91.3	312 94.5
DON'T KNOW	71 .7	0 -	68 1.0	0 -
NOT SATISFIED--	739 7.7	0 -	501 7.7	19 5.8
REASONS				
RATE INCREASES	121 1.3	0 -	72 1.1	0 -
LATE BILLINGS	22 .2	0 -	10 .2	0 -
YEARLY PAYMENT ASKED FOR IN ADVANCE	135 1.4	0 -	91 1.4	2 .6
CUT OFF AND RE-INSTALLATION	27 .3	0 -	22 .3	0 -
OTHER	442 4.6	0 -	321 4.9	17 5.2
DON'T KNOW	28 .3	0 -	16 .2	0 -

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED QUES. 20
 BY NUMBER OF BLACK & WHITE T.V. SETS IN HOUSEHOLD HOOKED TO CABLE

	TOTAL	---BLACK & WHITE---		
		NONE	ONE	2 OR MORE
	-----	-----	-----	-----
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	2616 100.0	4909 100.0	4609 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2463 20.3	276 10.6	1258 25.6	929 12.0
DON'T KNOW	35 .3	3 .1	12 .3	11 2.7
DO PAY DIRECTLY	9635 79.4	2337 89.3	3639 74.1	349 85.1
TOTAL PAY DIRECTLY (WTD.)	9635 100.0	2337 100.0	3639 100.0	349 100.0
SATISFIED WITH COMPANY'S PRACTICES	8826 91.6	2126 91.0	3294 90.5	324 92.8
DON'T KNOW	71 .7	26 1.1	9 .2	0 -
NOT SATISFIED--	739 7.7	185 7.9	336 9.2	25 7.2
REASONS				
RATE INCREASES	121 1.3	30 1.3	59 1.6	15 4.3
LATE BILLINGS	22 .2	3 .1	17 .5	0 -
YEARLY PAYMENT ASKED FOR IN ADVANCE	133 1.4	28 1.2	64 1.8	0 -
CUT OFF AND RE-INSTALLATION	27 .3	8 .3	13 .4	0 -
OTHER	442 4.6	123 5.3	177 4.9	9 2.6
DON'T KNOW	28 .3	2 .1	19 .5	1 .3

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED GUES. 19
 BY PERCEIVED VALUE FOR MONEY OF CABLE T.V.

	TOTAL	-----VALUE FOR MONEY-----			
		VERY GOOD	FAIRLY GOOD	NOT VERY/ AT ALL GOOD	DON'T KNOW
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	4861 100.0	5260 100.0	1933 100.0	79 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2463 20.3	1114 22.9	986 18.8	333 17.2	30 38.0
DON'T KNOW	35 .3	4 .1	11 .2	8 .4	12 15.2
DO PAY DIRECTLY	9635 79.4	3743 77.0	4263 81.0	1593 82.4	37 46.8
TOTAL PAY DIRECTLY (WTD.)	9635 100.0	3743 100.0	4263 100.0	1593 100.0	37 100.0
SATISFIED WITH COMPANY'S PRACTICES	8826 91.6	3582 95.7	3934 92.3	1275 80.0	54 91.9
DON'T KNOW	71 .7	31 .8	25 .6	15 .9	0 0
NOT SATISFIED--	739 7.7	150 3.5	304 7.1	303 19.0	3 8.1
REASONS					
RATE INCREASES	121 1.3	6 .2	37 .9	78 4.9	0 0
LATE BILLINGS	22 .2	9 .2	4 .1	10 .6	0 0
YEARLY PAYMENT ASKED FOR IN ADVANCE	133 1.4	32 .9	47 1.1	54 3.4	0 0
CUT OFF AND RE-INSTALLATION	27 .3	4 .1	9 .2	15 .9	0 0
OTHER	442 4.6	67 1.8	197 4.6	179 11.2	0 0
DON'T KNOW	28 .3	12 .3	13 .3	0 0	3 8.1

SATISFACTION WITH CABLE COMPANY'S PRACTICES WITH BILLING AND COLLECTING, REASONS WHY DISSATISFIED GUES. 10
 BY CABLE SUBSCRIBERS

	-----HOOKED TO CABLE-----						
	TOTAL	COLOUR ONLY	BLACK & WHITE ONLY	BOTH	TOTAL COLOUR	TOTAL BLACK & WHITE	TOTAL ANY
TOTAL HAVE CABLE T.V. (WTD.)	12134 100.0	6815 100.0	3924 100.0	1395 100.0	8210 100.0	5319 100.0	12134 100.0
DO NOT PAY DIRECTLY TO CABLE COMPANY	2463 20.3	1155 16.9	1151 29.3	157 11.3	1312 16.0	1308 24.6	2463 20.3
DON'T KNOW	35 .3	13 .2	13 .3	10 .7	22 .3	23 .4	35 .3
DO PAY DIRECTLY	9635 79.4	5647 82.9	2759 70.3	1229 88.1	6876 83.7	3988 75.0	9635 79.4
TOTAL PAY DIRECTLY (WTD.)	9635 100.0	5647 100.0	2759 100.0	1229 100.0	6876 100.0	3988 100.0	9635 100.0
SATISFIED WITH COMPANY'S PRACTICES	8826 91.6	5208 92.2	2538 92.0	1080 87.9	6288 91.4	3618 90.7	8826 91.6
DON'T KNOW	71 .7	61 1.1	2 .1	7 .6	68 1.0	9 .2	71 .7
NOT SATISFIED--	739 7.7	378 6.7	219 7.9	142 11.6	520 7.6	361 9.1	739 7.7
REASONS							
RATE INCREASES	121 1.3	48 .9	49 1.8	25 2.0	72 1.0	74 1.9	121 1.3
LATE BILLINGS	22 .2	5 .1	13 .5	4 .3	10 .1	17 .4	22 .2
YEARLY PAYMENT ASKED FOR IN ADVANCE	133 1.4	69 1.2	41 1.5	24 2.0	92 1.3	64 1.6	133 1.4
CUT OFF AND RE-INSTALLATION	27 .3	14 .2	5 .2	8 .7	22 .3	13 .3	27 .3
OTHER	442 4.6	257 4.6	104 3.8	81 6.6	338 4.9	186 4.7	442 4.6
DON'T KNOW	28 .3	8 .1	12 .4	8 .7	16 .2	20 .5	28 .3

CHARACTERISTICS OF RESPONDENTS

TOTALS--ACTUAL AND WEIGHTED

	-----INTERVIEWS-----		TOTAL WEIGHTED HOUSE- HOLDS -----
	TOTAL ACTUAL -----	TOTAL WEIGHTED -----	
TOTAL 15 YEARS AND OVER	7381 100.0	6938 100.0	31097 100.0
SEX			
MALE	3515 47.6	3449 49.7	14826 47.7
FEMALE	3866 52.4	3488 50.3	16271 52.3
ANNUAL FAMILY INCOME			
LESS THAN \$5,000	725 9.8	582 8.4	3541 11.4
\$5,000 TO \$7,499	750 10.2	657 9.5	3517 11.3
\$7,500 TO \$9,999	668 9.1	609 8.8	3007 9.7
\$10,000 TO \$14,999	2210 29.9	2057 29.6	9193 29.6
\$15,000 TO \$16,999	857 11.6	848 12.2	3496 11.2
\$17,000 TO \$19,999	672 9.1	706 10.2	2837 9.1
\$20,000 OR MORE	1399 19.0	1376 19.8	5036 16.2
DON'T KNOW	48 .7	48 .7	184 .6
REFUSED	52 .7	54 .8	285 .9
AGE			
15-17 YEARS	554 7.5	589 8.5	1706 5.5
18-19 YEARS	438 5.9	393 5.7	1225 3.9

(CONTINUED)

(CONTINUED)
 CHARACTERISTICS OF RESPONDENTS

TOTALS--ACTUAL AND WEIGHTED

	-----INTERVIEWS-----		TOTAL WEIGHTED HOUSE- HOLDS
	TOTAL ACTUAL	TOTAL WEIGHTED	
TOTAL 15 YEARS AND OVER	7381 100.0	6938 100.0	31097 100.0
20 YEARS	198 2.7	176 2.5	673 2.2
21-24 YEARS	679 9.2	704 10.1	3006 9.7
25-29 YEARS	873 11.8	736 10.6	3779 12.2
30-34 YEARS	653 8.8	606 8.7	3074 9.9
35-39 YEARS	580 7.9	589 8.5	2741 8.8
40-44 YEARS	540 7.3	589 8.5	2393 7.7
45-49 YEARS	517 7.0	576 8.3	2437 7.8
50-54 YEARS	521 7.1	488 7.0	2069 6.7
55-59 YEARS	425 5.8	445 6.4	2055 6.6
60-64 YEARS	435 5.9	363 5.2	1844 5.9
65 YEARS AND OVER	968 13.1	685 9.9	4096 13.2
LANGUAGE SPOKEN MOST AT HOME			
ENGLISH	4957 67.2	4687 67.6	21618 69.5
FRENCH	2006 27.2	1880 27.1	7692 25.4
OTHER	418 5.7	371 5.3	1588 5.1

DISTRIBUTION OF INTERVIEWS

TOTALS--ACTUAL AND WEIGHTED

	-----INTERVIEWS-----		TOTAL WEIGHTED HOUSE- HOLDS
	TOTAL ACTUAL	TOTAL WEIGHTED	
TOTAL 15 YEARS AND OVER	7381 100.0	6988 100.0	31097 100.0
REGION			
ATLANTIC PROVINCES	791 10.7	632 9.1	2578 8.3
QUEBEC	2034 27.6	1953 28.1	8324 26.8
ONTARIO	2604 35.3	2512 36.2	11794 37.9
PRAIRIES	1186 16.1	1120 16.1	4982 16.0
BRITISH COLUMBIA	766 10.4	722 10.4	3418 11.0
LANGUAGE			
FRENCH QUEBEC	1782 23.9	1671 24.1	7018 22.6
REST OF CANADA	5619 76.1	5267 75.9	24079 77.4
COMMUNITY SIZE			
TOTAL URBAN	5597 75.8	5371 77.4	24500 78.8
OVER 500M	2349 31.8	2323 33.5	11048 35.5
100-500M	1143 15.5	1125 16.2	4964 16.0
30-100M	664 9.0	633 9.1	2774 8.9
10-30M	588 8.0	526 7.6	2400 7.7
1-10M	853 11.6	764 11.0	3314 10.7

(CONTINUED)

(CONTINUED)
DISTRIBUTION OF INTERVIEWS

TOTALS--ACTUAL AND WEIGHTED

	-----INTERVIEWS-----		TOTAL WEIGHTED HOUSE- HOLDS -----
	TOTAL ACTUAL -----	TOTAL WEIGHTED -----	
TOTAL 15 YEARS AND OVER	7381 100.0	6938 100.0	31097 100.0
TOTAL RURAL	1784 24.2	1567 22.6	6598 21.2
NON-FARM	1264 17.1	1147 16.2	4914 15.8
FARM	520 7.0	440 6.3	1684 5.4

0061

MAJOR CITY CENTRES

TOTALS--ACTUAL AND WEIGHTED

	-----INTERVIEWS-----		TOTAL WEIGHTED HOUSE- HOLDS
	TOTAL ACTUAL	TOTAL WEIGHTED	
TOTAL 15 YEARS AND OVER	7381 100.0	6938 100.0	31097 100.0
MAJOR CITY CENTRES OVER 500M--			
MONTREAL	836 11.3	842 12.1	3863 12.4
HULL	41 .6	42 .6	190 .6
TORONTO	815 11.0	803 11.6	4064 13.1
OTTAWA	129 1.7	132 1.9	562 1.8
WINNIPEG	186 2.5	177 2.6	765 2.5
VANCOUVER	331 4.5	316 4.6	1543 5.0
100-500M			
HALIFAX	73 1.0	68 1.0	277 .9
CHICOUTIMI/JONQUIERE	35 .5	33 .5	119 .4
QUEBEC	152 2.1	157 2.3	660 2.1
HAMILTON	145 2.0	144 2.1	628 2.0
KITCHENER	48 .7	45 .6	174 .6
LONDON	75 1.0	86 1.2	389 1.3
OSHAWA	36 .5	33 .5	153 .5

(CONTINUED)

(CONTINUED)
 MAJOR CITY CENTRES

TOTALS--ACTUAL AND WEIGHTED

	-----INTERVIEWS-----		TOTAL WEIGHTED HOUSE- HOLDS. -----
	TOTAL ACTUAL -----	TOTAL WEIGHTED -----	
TOTAL 15 YEARS AND OVER	7381 100.0	6938 100.0	31097 100.0
ST. CATHARINES	43 .6	48 .7	227 .7
THUNDER BAY	36 .5	30 .4	141 .5
WINDSOR	75 1.0	72 1.0	314 1.0
CALGARY	131 1.8	115 1.7	564 1.8
EDMONTON	143 1.9	146 2.1	625 2.0
REGINA	45 .6	48 .7	206 .7
SASKATOON	43 .6	44 .6	178 .6
VICTORIA	58 .8	51 .7	277 .9

0063

CHARACTERISTICS OF RESPONDENTS
TOTALS--ACTUAL AND WEIGHTED

	-----INTERVIEWS-----		TOTAL WEIGHTED HOUSE- HOLDS -----
	TOTAL ACTUAL -----	TOTAL WEIGHTED -----	
TOTAL 15 YEARS AND OVER	7381 100.0	6938 100.0	31097 100.0
SUMMARY -----			
DO NOT OWN T.V.	257 3.5	232 3.3	1317 4.2
DO OWN--	7124 96.5	6706 96.7	29780 95.8
COLOUR ONLY	1980 26.8	1857 26.5	8621 27.7
BLACK & WHITE ONLY	2779 37.7	2594 37.4	12381 39.8
BOTH	2365 32.0	2275 32.8	8778 28.2
TOTAL COLOUR	4345 58.9	4112 59.3	17399 56.0
TOTAL BLACK & WHITE	5144 69.7	4869 70.2	21159 68.0
HOOKED TO CABLE -----			
COLOUR ONLY	1565 21.2	1530 22.1	6815 21.9
BLACK & WHITE ONLY	821 11.1	792 11.4	3924 12.6
BOTH	381 5.2	373 5.4	1395 4.5
TOTAL COLOUR	1946 26.4	1903 27.4	8210 26.4
TOTAL BLACK & WHITE	1202 16.3	1164 16.8	5318 17.1
TOTAL ANY	2767 37.5	2694 38.8	12134 39.0

APPENDIX

Sample Design & Procedure

The Questionnaire

SAMPLE DESIGN AND PROCEDURE

FOR CANADIAN FACTS BASIC BIG 8-M SURVEY

The specifications for Canadian Facts' "Big 8-M" survey call for a probability sample of individuals 10 years and older. The major distinguishing feature of this type of sample is that the selections at every stage of the sampling operation are made by a rigid procedure which ensures the application of the mathematical theory of probability. As a result the probability that a given individual will be included in the sample can be measured within fairly close limits.

The universe sampled for this study included the entire population of Canada, 10 years and older, with the following exceptions:

- 1) The Northwest Territories and Yukon
- 2) The least accessible and most sparsely populated areas of each of the provinces
- 3) Inmates of institutions, inhabitants of lumber and mining camps
- 4) Members of the armed forces not living at home
- 5) Persons living on Indian reservations
- 6) Transients or others having no regular place of residence

Only about 7% of the population falls within these excluded groups.

In constructing a probability sample of this universe, the following conditions have to be met:

- a) Each of the persons in the universe has to have some chance, which can be stated mathematically within fairly close limits, of being included in the sample
- b) No arbitrary judgement can be exercised in determining which households or individuals are included.

Altogether approximately 8,000 interviews with individuals 10 years of age and older were obtained. These individuals were selected from at least 800 sample areas or clusters in 131 counties or census divisions widely spread throughout Canada. The sampling operation was performed at four different and distinct levels.

- 1) The selection of localities (metropolitan districts, individual cities over 10M, and urban under 10M and rural by township)
- 2) The selection of small areas or clusters within each locality to be visited by interviewers
- 3) The selection of the particular households to be visited
- 4) The selection of individuals at random by means of a listing procedure.

The probability with which each individual was finally selected, therefore, ultimately depended upon the separate probabilities at each of the four stages of sampling.

Selecting The Localities

In the first stage of sampling it was necessary to select a group of localities to represent all localities in Canada. Prior to the actual selection, it was necessary to define the term locality. In the case of larger cities, the locality consisted of a combination of several cities, towns and townships. This was called a metropolitan district. In all other areas of the country, a locality was defined as a single city or township.

All of the localities in Canada were grouped into 170 strata based upon the following criteria:

- a) Metropolitan districts, other urban over 10M by community size, urban under 10M and rural combined.
- b) Geographic district.
- c) Degree of urbanization.

The strata were set up in such a manner as to group together all localities that were similar on the basis of the above criteria. At the same time, the strata were made approximately equal in terms of total population. In some cases, a stratum contained a single metropolitan district. This was because these districts contained larger populations than were ordinarily assigned to a stratum.

For each stratum, one locality was selected with probability proportionate to its population.

Sampling Clusters Within Selected Localities

Further stratification was employed within the localities for the selection of clusters. The types and levels of stratification depended upon the characteristics of the selected locality. In general, all cities and towns over 10M were sampled separately and, in many instances, they were further stratified by income or socio-economic groupings. Before selecting rural clusters, geographic strata were defined. Stratification was carried as far as possible (i.e., down to the selection of individual enumeration areas).

Individual block diagrams were prepared from street maps and aerial photographs. Rural area clusters were defined on topographical or military maps which show all roads, railroads, schools, churches, farm and non-farm households and the like. These clusters were organized to contain approximately an equal number of dwelling units; and selections were made with equal probability.

Selecting Households Within Clusters

For each selected cluster, interviewers were provided with a detailed map showing the location, the road segments contained within the cluster, and outlining clearly its boundaries. Each open country cluster was bounded by distinct landmarks which could be identified by the interviewer, while for cities, towns and villages, interviewers were given map enlargements showing the names of the streets included within the clusters. For each cluster, a starting point was selected at random. Interviewers were instructed to begin at the start point and to work in a randomly determined direction indicated by red arrows, calling at each household on the way until the assigned number of households had been visited.

Selecting Individuals Within Households

The interviewer first determined how many people aged 10 and over lived in the particular household and how many were at home at the time of her call. Those at home were listed in a specified order on a special sheet. A random set of markings then automatically determined which particular individuals were to be interviewed. This selection was done in such a way as to give every such individual a known but random chance of being selected. Since men and single people tend to be out more frequently, they were given a greater chance of being selected.

Weighting The Results--Provisions For Not-At-Homes

The "Big 8-M" is based on a national sample of approximately 8,000 actual interviews with individuals 10 years of age or older. It is a weighted sample in which interviews are not all given a uniform arbitrary weight of one. Some are given a little more and some a little less (by fractional or decimal computer weighting) to allow for some differences in their chance of inclusion and for residual adjustments to known population statistics.

The bulk of this weighting is accounted for by the application of the "Politz Not-At-Home Weighting Formula". The purpose of the not-at-home weight is to adjust for bias that might be caused by non-representation in the sample of those away from home at the time the interviewer called. To obtain the weighting factor the respondent is questioned on past-at-home frequency, and an estimate is obtained of the probability of his being home when the interviewer called. To further minimize this bias, all locations are visited during the evening on weekdays and on Saturday afternoons. The only exceptions are some rural locations where for practical field reasons interviewing is also permitted during the afternoon on weekdays.

In addition to the not-at-home formula a minor adjustment is made to bring the various community sizes, regions and age groups into their correct relative proportions according to the latest Statistics Canada census of population.

By means of "decimal" weighting, the average weight can be kept at approximately 1.0 so that the weighted base figures shown will approximate the actual number of interviews.

Since each tabulation card, representing an interview, is assigned a weight which contains 2 places of decimals, table bases are originally tabulated within the computer in this form for the calculation of percentages, averages, etc. However, during print-out these may be truncated, in the interests of space and neatness, to show only one or no decimal places (as preferred). For this reason bases for sub-groups may not exactly cross-add to the base for the total column.

Sub-Samples

The total sample selected according to the procedures described previously permits the drawing of sub-samples, as desired, each of which is also representative of the universe having those characteristics. For example, the adult section of the total sample is representative of the entire adult population (with exceptions listed previously), the housewives falling into the sample are representative of all Canadian housewives, and so on.

The characteristics and distribution of the actual number of individuals interviewed in this study, and their weighted equivalents, are set out on the following pages.

BASIC DATA--FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

CIRCLE: WRITE CLEARLY OR PRINT, GIVE INITIALS

MR./MISS/MRS. _____ INTERVIEW NO. _____ ON LOCATION NO. _____
MAILING ADDRESS: _____ TOWN: _____ PROV.: _____ (14/17)
PHONE NO.: _____ NONE
SEX: MALE 18-1
FEMALE 2

A. IF THIS HOUSEHOLD IS LOCATED IN A RURAL AREA (i.e., A COMMUNITY OF LESS THAN 1,000 POPULATION OR OPEN COUNTRY) ASK:

- a) Is there more than one acre in this property? YES .. ASK -b) NO .. 19-1
-b) Last year, did you sell more than \$50 worth of products grown or raised on this property? YES .. 2
NO .. 3

EITHER

IF INTERVIEWING MONDAY TO FRIDAY, SAY:

B. We are interested in finding out how often people are at home on weekdays at about this time. We are not interested in Saturdays and Sundays, only weekdays.

- | | AT HOME | NOT HOME | CAN'T REMEMBER/
DON'T KNOW |
|--|---------|----------|-------------------------------|
| -a) Did you happen to be at home yesterday (or last preceding weekday) at about this time?

(WRITE IN NAME OF DAY) | 20-1 | 2 | 3 |
| -b) How about _____ ?
(SAY AND WRITE IN WEEKDAY BEFORE) | 21-1 | 2 | 3 |
| -c) How about _____ ?
(SAY AND WRITE IN WEEKDAY BEFORE) | 22-1 | 2 | 3 |

NOTE: WORK BACK THROUGH 3 PRECEDING WEEKDAYS

OR

IF INTERVIEWING SATURDAY, SAY INSTEAD:

- | | AT HOME | NOT HOME | CAN'T REMEMBER/
DON'T KNOW |
|---|---------|----------|-------------------------------|
| -a) We are interested in finding out how often people are at home on Saturday at about this time. For instance, did you happen to be at home <u>last</u> Saturday at about this time? | 23-1 | 2 | 3 |
| -b) How about the Saturday before that, at about this time? | 24-1 | 2 | 3 |

ASK EVERYONE

- C-a) How many people live in this household, including yourself, other members of your family and anyone else living as part of your household who is not a member of your immediate family?
-b) How many are 15 years of age or over?
-c) How many are 18 years of age or over?

	-a) TOTAL NUMBER IN HOUSEHOLD	-b) TOTAL NUMBER 15 AND OVER	-c) TOTAL NUMBER 18 AND OVER
One	25-1	26-1	27-1
Two	2	2	2
Three	3	3	3
Four	4	4	4
Five	5	5	5
Six	6	6	6
Seven	7	7	7
Eight	8	8	8
Nine	9	9	9
Ten or More	0	0	0
NONE			X

(cont'd) BASIC DATA--FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

1

D.

-a) Are there any children under 18 years of age living at home?

YES 28-1

NO 2 GO TO E

-b) (IF "YES")

YES NO

Are any of them under 5 years of age? 29-1 .. 2

Are any of them 5 to 14 years of age? 30-1 .. 2

Are any of them 15 to 17 years of age? 31-1 .. 2

-c) Total number of children under 18 living at home _____ 32-

E. What is your marital status? Are you (READ LIST)

Single? 33-1

Married? 2

Widow(er), Divorced,

Separated? 3

F. What is your position in this household? (READ LIST IF NECESSARY)

Male Head 34-1

Female Head 2

Son 3

Daughter 4

Other Male 5

Other Female 6

G. What was the language you first spoke in childhood and still understand?

English 35-1

French--(Quebec Interview) . 2

French--(Non-Quebec Interview) 3

Other: (CIRCLE CODE & SPECIFY) _____ 4

H. What language do you speak most often at home now?

English 36-1

French 2

Other 3

I-a) What is your occupation? TYPE OF JOB: _____

TYPE OF COMPANY: _____ 37-

Retired, Pensioned,..... 9

Student,..... X

Unemployed,..... 0

Homemaker Only,..... 8

Homemaker employed outside home? Ask -b 38-

-b) Is that part-time, (STATE JOB) _____

or full-time? (STATE JOB) _____ 39-

J. What is the occupation of the head of the house? TYPE OF JOB: _____

TYPE OF COMPANY: _____ 40-

Retired, Pensioned,..... 9

Student,..... X

Unemployed,..... 0

Homemaker Only?..... 8

(cont'd)

BASIC DATA--FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

1

K. What was the name of the last school you attended? How far did you go?

	SOME	GRADUATED
Public/elementary school (Grades 1 - 8--Quebec grades 1 - 7).....	42-1	2
Secondary/high school (Grades 9-13 --Quebec grades 8 - 12).....	3	4
Technical/senior college (Above grades 12 or 13--Quebec CEGEP/college classique).....	5	6
University	7	8
No Formal schooling		9
Refused		0
Any additional schooling		

(43/44)

L. (HAND CARD 11) Would you mind telling me which letter on this card corresponds to your age group?

Interviewer
Estimate Exact Age _____ Years

a) 10 to 11 years	45-1
b) 12 to 14 years	2
c) 15 to 17 years	3
d) 18 to 19 years	4
e) 20 years	5
f) 21 to 24 years	6
g) 25 to 29 years	7
h) 30 to 34 years	8
i) 35 to 39 years	9
j) 40 to 44 years	0
k) 45 to 49 years	X
l) 50 to 54 years	Y
m) 55 to 59 years	46-1
n) 60 to 64 years	2
o) 65 years and over	3

(47)

M. CHECK TYPE OF DWELLING AND ASK: Do you own or rent your home?

OWN	48-1
RENT	2

TYPE OF DWELLING (OBSERVE, DO NOT ASK)

SINGLE OR SEMI-DETACHED HOUSE	49-1
ROW HOUSES	2
DUPLEX, TRIPLEX, OR QUADRUPLEX	3
SUITE OVER STORE, ETC.	4
APARTMENT (5 - 7 UNITS)	5
APARTMENT (8 - 19 UNITS)	6
APARTMENT (20 OR MORE UNITS)	7
ROOM(S), PART OF HOME	8
OTHER (CIRCLE CODE AND SPECIFY)	9

N. TOTAL FAMILY INCOME

(HAND CARD 12) In which of these letter groups does the approximate income of the family fall--that is, the income or earnings of all the family members living here added together?

L	50-1	<<
M	2	<<<
N	3	<<<
O	4	
P	5	
Q	6	
R	7	
REFUSED		□

IF REFUSED OR DON'T KNOW GIVE BEST ESTIMATE
\$ _____
(PER YEAR)
TOTAL FAMILY INCOME

<<<

REFUSED

8 9

(cont'd) BASIC DATA--FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

1

D. INCOME OF HEAD OF HOUSE

(HAND CARD 13) Now in which of these letter groups does the approximate income of the head of the house fall?

L, M OR N 51-1

- O 2
- P 3
- Q 4
- R 5
- S 6
- T 7
- U 8
- V 9
- W 0

IF REFUSED OR DON'T KNOW
GIVE BEST ESTIMATE

\$ _____
(PER YEAR)
HEAD OF HOUSE

REFUSED

X Y

AUTOMATIC CLASSIFICATION--OBSERVE, DO NOT ASK

SOCIO-ECONOMIC LEVEL

- UPPER 52-9
- UPPER MIDDLE 8
- MIDDLE 5
- LOWER MIDDLE 3
- LOWER 1

INTERVIEW NUMBER WITHIN HOUSEHOLD

- FIRST 53-1
- SECOND 2
- THIRD 3
- FOURTH 4
- FIFTH OR MORE 5

DAY OF INTERVIEW

- Monday 54-1
- Tuesday 2
- Wednesday 3
- Thursday 4
- Friday 5
- Saturday 6

Interviewer's Signature

Employee Number: _____

Date: _____ 55-

SECTION SEVEN ABOUT TELEVISION--ASK EVERYONE 15 YEARS AND OVER

7-6

1-a) How many colour television sets do you have in your home?

- None 8-0 GO TO Q. 2-a)
- One 1
- Two 2
- Three 3
- Four Or More 4

-b) Is It/How many are hooked up to cable?

- None 9-0
- One 1
- Two 2
- Three 3
- Four Or More 4

2-a) How many Black & White television sets do you have in your home?

- None 10-0 GO TO DIRECTIVE << ABOVE Q. 3
- One 1
- Two 2
- Three 3
- Four Or More 4

-b) Is It/How many are hooked up to cable?

- None 11-0
- One 1
- Two 2
- Three 3
- Four Or More 4

<< IF NONE IN BOTH 1-b) AND 2-b), GO TO NEXT SECTION.

3. What is the main reason that you have cable television? (DO NOT READ LIST).

- IT WAS AVAILABLE FREE OF CHARGE WITH THE APARTMENT/INCLUDED IN THE RENT 12-1
- TO OBTAIN MORE CHANNELS 2
- TO GET BETTER QUALITY OF PICTURE 3
- TO GET BETTER RECEPTION IN GENERAL 4
- DIDN'T HAVE CHOICE--I.E. WAS NOT ALLOWED TO HAVE AN AERIAL 5
- OTHER (CIRCLE CODE AND SPECIFY) _____ 6

4-a) Thinking about the cost of having cable television. Do you receive: (READ LIST)

- Very good value for money? 13-1
- Fairly good value for money? 2
- Not very good value for money? .. 3
- or Not at all good value for money? 4 5

-b) Thinking of quality of picture. Do you receive: (READ LIST)

- A very good quality picture? 14-1
- A fairly good quality picture? .. 2
- Not very good quality picture? .. 3
- or Not at all good quality picture? 4 5

SECTION SEVEN (Continued)--ABOUT TELEVISION--ASK EVERYONE 15 YEARS AND OVER

6

5. (ASK IF THEY HAVE BOTH COLOUR AND BLACK & WHITE CABLE TV SETS. SEE Q. 1-b) AND 2-b), OTHERWISE GO TO 6-c)

In general, which television set in your home do you watch most frequently, the colour or the Black & White set?

- Colour 15-1 GO TO
- Black & White 2 Q. 6-a)
- Both Equally 3 GO TO 6-b)

6-a) (IF "BLACK & WHITE" OR "COLOUR" IN Q. 5) Thinking of the cable TV set which you watch most often, do you have any difficulties with ... (READ LIST AND RECORD BELOW)?

-b) (IF "BOTH EQUALLY" IN Q. 5) Do you have any difficulties with any of your cable Television sets with ... (READ LIST AND RECORD BELOW)?

-c) (IF ONLY HAS ONE TYPE OF CABLE TELEVISION) Do you experience any difficulties with your cable television set(s) regarding... (READ LIST AND RECORD BELOW)?

-d) (FOR EACH "HAS DIFFICULTY IN 6-a), -b), or -c), ASK:) How often do you have difficulty with (NAME DIFFICULTY)? Nightly? Once-a-week? Or Rarely?

ASK ONLY ONE OF 6-a,b,c AND THEN ASK -d)

	6-a,b,c		6-d)		
	HAS DIFFICULTY	NO DIFFICULTY	NIGHTLY	ONCE-A-WEEK	RARELY
Reception of picture	<input type="checkbox"/>	16-1	2	3	4
Reception of sound	<input type="checkbox"/>	17-1	2	3	4
Co-ordination of picture and sound	<input type="checkbox"/>	18-1	2	3	4
Receiving two stations at once	<input type="checkbox"/>	19-1	2	3	4

7. Have you, in the past year, had occasion to call the cable company about the reception you receive on your set?

- Yes
- No 20-1 GO TO Q. 9

8. (IF YES) How satisfied were you with the response of the cable company? (READ LIST)

- Very satisfied? 2
- Fairly satisfied? 3
- Not very satisfied? 4
- or Not at all satisfied? 5 6

9. Do you or does a member of your household pay directly to the cable company?

- Yes
- No 21-1 GO TO NEXT SECTION

10-a) (IF YES IN Q. 9) Are you satisfied with the cable company's practices with regard to billing and collecting?

- Yes 3
- No 4

-b) (IF NO IN Q. 10-a)) What are the reasons why you are not satisfied? (DO NOT READ LIST)

- RATE INCREASES 22-1
- LATE BILLINGS 2
- YEARLY PAYMENT ASKED FOR IN ADVANCE 3
- CUT OFF AND REINSTALLATION 4
- OTHER (CIRCLE CODE AND SPECIFY) 5

DONNEES FONDAMENTALES--A REMPLIR SEULEMENT A LA FIN DE L'INTERVIEW TEL QU'INDIQUE

ENCERCLEZ: ECRIVEZ LISIBLEMENT, DONNEZ AUSSI LE PRENOM OU LES INITIALES

M. /MME/MLE _____ INTERVIEW NO. _____ SECTEUR NO. _____ (14/17)

ADRESSE POSTALE: _____ VILLE: _____ PROVINCE: _____

TELEPHONE: _____ AUCUN

SEXE: HOMME 18-1

FEMME 2

A. SI L'HABITATION EST SITUÉE DANS UNE REGION RURALE (C'EST-A-DIRE UN VILLAGE DE MOINS DE 1,000 DE POPULATION OU EN PLEINE CAMPAGNE), DEMANDEZ:

-a) Cette propriété a-t-elle plus d'une acre? OUI POSEZ -b) NON 19-1

-b) L'an dernier avez-vous vendu pour une valeur de plus de \$50.00 en produits cultivés ou élevés sur cette propriété? OUI 2
NON 3

SOIT

SI VOUS INTERVIEWEZ DU LUNDI AU VENDREDI INCLUSIVEMENT DEMANDEZ:

B. Nous devons classer les personnes interrogées selon la chance qu'on a de les trouver à la maison les jours où se font les interviews.

a) Étiez-vous à la maison hier (samedi et dimanche exceptés) à cette heure-ci? A LA PAS A LA NE SE SOUVIENT PAS/
MAISON MAISON NE SAIT PAS

(ECRIRE JOUR)

20-1 2 3

-b) Et _____ ? 21-1 2 3
(DIRE ET ECRIRE JOUR PRECEDENT)

-c) Et _____ ? 22-1 2 3
(DIRE ET ECRIRE JOUR PRECEDENT)

NOTEZ: QUESTIONNEZ POUR LES TROIS JOURS DE SEMAINE PRECEDENTS, EN FAISANT MARCHÉ ARRIÈRE

OU

SI VOUS INTERVIEWEZ UN SAMEDI, DEMANDEZ:

-a) Nous devons classer les personnes interrogées selon la chance qu'on a de les trouver à la maison les jours où se font les interviews. Par exemple, étiez-vous à la maison samedi dernier, à cette heure-ci? A LA PAS A LA NE SE SOUVIENT PAS/
MAISON MAISON NE SAIT PAS

23-1 2 3

-b) Et le samedi avant celui-ci, vers la même heure? 24-1 2 3

TOUT LE MONDE

C-a) Combien y a-t-il de personnes dans la famille, y compris vous-même, les autres membres de la famille et toutes autres personnes qui ne sont pas de la famille mais vivent avec vous comme en faisant partie?

-b) Combien ont 15 ans et plus?

-c) Combien ont 18 ans et plus?

-a) NOMBRE TOTAL -b) TOTAL 15 ANS -c) TOTAL 18 ANS
DANS LA FAMILLE ET PLUS ET PLUS

Une	25-1	26-1	27-1
Deux	2	2	2
Trois	3	3	3
Quatre	4	4	4
Cinq	5	5	5
Six	6	6	6
Sept	7	7	7
Huit	8	8	8
Neuf	9	9	9
Dix ou plus	0	0	0
AUCUNE			X

(cont'd) BASIC DATA--FILL IN AT THE END OF INTERVIEW AS INSTRUCTED

1

D.

-a) Are there any children under 18 years of age living at home?

YES 28-1

NO 2 GO TO E

-b) (IF "YES")

YES NO

Are any of them under 5 years of age? 29-1 .. 2

Are any of them 5 to 14 years of age? 30-1 .. 2

Are any of them 15 to 17 years of age? 31-1 .. 2

-c) Total number of children under 18 living at home _____ 32-

E. What is your marital status? Are you (READ LIST)

Single? 33-1

Married? 2

Widow(er), Divorced,

Separated? 3

F. What is your position in this household? (READ LIST IF NECESSARY)

Male Head 34-1

Female Head 2

Son 3

Daughter 4

Other Male 5

Other Female 6

G. What was the language you first spoke in childhood and still understand?

English 35-1

French--(Quebec Interview) . 2

French--(Non-Quebec Interview) 3

Other: (CIRCLE CODE & SPECIFY) _____ 4

H. What language do you speak most often at home now?

English 36-1

French 2

Other 3

I-a) What is your occupation? TYPE OF JOB: _____

TYPE OF COMPANY: _____ 37-

Retired, Pensioned,..... 9

Student,..... X

Unemployed,..... 0

Homemaker Only,..... 8

Homemaker employed outside home? Ask -b 38-

-b) Is that part-time, (STATE JOB) _____ 39-

or full-time? (STATE JOB) _____

J. What is the occupation of the head of the house? TYPE OF JOB: _____

TYPE OF COMPANY: _____ 40-

Retired, Pensioned,..... 9

Student,..... X

Unemployed,..... 0

Homemaker Only?..... 8

(suite) DONNÉES FONDAMENTALES A REMPLIR SEULEMENT A LA FIN DE L'INTERVIEW TEL QU'INDIQUE 1

K. Quelle est la dernière école que vous avez fréquentée? Jusqu'à quelle année avez-vous poursuivi vos études?

	<u>EN PARTIE</u>	<u>DIPLOME</u>
Ecole primaire ou élémentaire (au Québec 1 à 7e année ailleurs 1 à 8e année)	42-1	2
Ecole secondaire ou arts et métiers (au Québec 8 à 12e année--ailleurs 9 à 13e année)	3	4
Cégep, école technique, collège classique (supérieur à la 12e année--ailleurs supérieur à la 12e ou 13e)	5	6
Université	7	8
Aucune scolarité		9
Refusé		0
Autres cours postsecondaires _____		

(43/44)

L. (FAITES VOIR LA CARTE 11) Voulez-vous me dire la lettre sur cette carte qui correspond à votre âge ou catégorie d'âges?

d) 18 - 19 ans	45-4
e) 20 ans	5
f) 21 - 24 ans	6
g) 25 - 29 ans	7
h) 30 - 34 ans	8
i) 35 - 39 ans	9
j) 40 - 44 ans	0
k) 45 - 49 ans	X
l) 50 - 54 ans	Y
m) 55 - 59 ans	46-1
n) 60 - 64 ans	2
o) 65 ans et plus	3

INTERVIEWER: _____

ESTIMEZ L'AGE EXACT: _____ ANS

(47)

M. INDIQUEZ LE GENRE D'HABITATION ET DEMANDEZ: Etes-vous propriétaire ou locataire de la maison?

Propriétaire	48-1
Locataire	2 3

Genre D'habitation (OBSERVEZ, NE DEMANDEZ PAS)

Maison a logis unique ou semi-detachée ...	49-1
Rangee de maisons	2
Duplex, triplex ou quadruplex	3
Logis au-dessus d'un magasin	4
Maison d'appartements (5 a 7)	5
Maison d'appartements (8 a 19)	6
Maison d'appartements (20 ou plus)	7
Chambre(s), partie de maison	8
Autre: (ENCLERCLEZ CODE ET SPECIFIEZ) ...	9

N. REVENU TOTAL DE LA FAMILLE (TENDEZ CARTE 12) Voulez-vous me dire quelle est la lettre du groupe qui se rapproche le plus du revenu approximatif du chef de famille?

L	50-1
M	2
N	3
O	4
P	5
Q	6
R	7

SI REFUSE OU NE SAIT PAS DONNEZ MEILLEURE ESTIMATION

\$ _____

(PAR ANNEE)

REVENU TOTAL DE LA FAMILLE

REFUSE 8 9

(suite) DONNÉES FONDAMENTALES A REMPLIR SEULEMENT A LA FIN DE L'INTERVIEW TEL QU'INDIQUE 1

0. REVENU DU CHEF DE FAMILLE
(TENDEZ CARTE 13) Maintenant voulez-vous
me dire quelle est la lettre du groupe se
rapproche le plus du revenu approximatif
du chef de famille?

- L, M OU N 51-1
- O 2
- P 3
- Q 4
- R 5
- S 6
- T 7
- U 8
- V 9
- W 0
- REFUSE X Y

SI REFUSE OU NE SAIT PAS DONNEZ
MEILLEURE ESTIMATION

\$ _____

(PAR ANNEE)
CHEF DE FAMILLE

CLASSIFICATION AUTOMATIQUE--OBSERVEZ, NE DEMANDEZ PAS

NIVEAU SOCIO-ECONOMIQUE

- ELEVE 52-9
- MOYEN HLRVH 8
- MOYEN 7
- MOYEN 6
- MOYEN 5
- MOYEN 4
- MOYEN BAS 3
- MOYEN 2
- BAS 1

DES INTERVIEWS PRISES DANS
CETTE MAISON, CELLE-CI EST LA:

- PREMIERE 53-1
- DEUXIEME 2
- TROISIEME 3
- QUATRIEME 4
- CINQUIEME OU PLUS 5

JOUR DE L'INTERVIEW

- LUNDI 54-1
- MARDI 2
- MECREDI 3
- JEUDI 4
- VENDREDI 5
- SAMEDI 6

SIGNATURE DE L'INTERVIEWER? _____

NUMERO MATRICULE: _____

DATE: _____

SECTION SEPT - AU SUJET DE LA TELEVISION - A DEMANDER A TOUT LE MONDE, 15 ANS ET PLUS

7-6

1-a) Combien d'appareils de télévision-couleur avez-vous, chez vous?

- AUCUN 8-0 PASSEZ A Q. 2-a)
- UN 1
- DEUX 2
- TROIS 3
- QUATRE OU PLUS 4

-b) Est-il/Combien sont branché(s) sur un câble?

- AUCUN 9-0
- UN 1
- DEUX 2
- TROIS 3
- QUATRE OU PLUS 4

2-a) Combien d'appareils de télévision noir et blanc avez-vous, chez vous?

- AUCUN 10-0 PASSEZ A LA DIRECTIVE AU-DESSUS DE LA Q. 3
- UN 1
- DEUX 2
- TROIS 3
- QUATRE OU PLUS 4

-b) Est-il/Combien sont branché(s) sur un câble?

- AUCUN 11-0
- UN 1
- DEUX 2
- TROIS 3
- QUATRE OU PLUS 4

SI NON AUX DEUX 1-b) ET 2-b), PASSEZ A LA SECTION SUIVANTE

3. Quelle est la principale raison pour laquelle vous avez le câble? (NE LISEZ PAS LA LISTE)

- IL ETAIT DISPONIBLE, SANS FRAIS, AVEC L'APPARTEMENT/
COMPRIS DANS LE LOYER 12-1
- POUR CAPTER PLUS DE CANAUX 2
- POUR AVOIR UNE IMAGE DE MEILLEURE QUALITE 3
- POUR AVOIR UNE MEILLEURE RECEPTION EN GENERAL 4
- N'AVAIT PAS LE CHOIX--i.e. N'AVAIT PAS LA PERMISSION
D'INSTALLER UNE ANTENNE 5
- AUTRE (ENCERCLEZ CODE ET SPECIFIEZ) 6

4-a) Veuillez penser au coût pour le câble de télévision. Recevez-vous une: (LISEZ LA LISTE)

- Très bonne valeur pour le prix? 13-1
- Assez bonne valeur pour le prix? 2
- Pas une très bonne valeur pour le prix? 3
- ou Pas du tout une bonne valeur pour le prix? 4 5

-b) Pensant à la qualité de l'image. Recevez-vous: (LISEZ LA LISTE)

- Une image de très bonne qualité? 14-1
- Une image de qualité moyenne? 2
- Une image de piètre qualité? 3
- ou Une image pas du tout de bonne qualité? 4 5

SECTION SEPT (suite), AU SUJET DE LA TELEVISION - A DEMANDER A TOUT LE MONDE, 15 ANS ET PLUS 6

5. (DEMANDEZ SI A LES DEUX, APPAREILS COULEUR ET NOIR & BLANC SUR LE CABLE TV, VOIR Q. 1-b) ET Q. 2-b), AUTREMENT PASSEZ A Q. 6-c).

De façon générale, quel appareil de télévision regardez-vous le plus souvent, chez-vous, le téléviseur couleur ou le noir et blanc?

- Couleur 15-1 PASSEZ A Q. 6-a)
- Noir & Blanc 2
- Les deux également 3 PASSEZ A Q. 6-b)

6-a) (SI "NOIR ET BLANC" OU "COULEUR" A Q.5) Pensant à l'appareil de télévision avec câble que vous regardez le plus souvent, avez-vous des difficultés avec là... (LISEZ LA LISTE ET INDIQUEZ CI-DESSOUS)?

-b) (SI "LES DEUX EGALEMENT" A Q.5) Avez-vous des difficultés avec l'un ou l'autre de vos appareils sur le câble de télévision avec là... (LISEZ LA LISTE ET INDIQUEZ CI-DESSOUS)?

-c) (SI A SEULEMENT UN GENRE DE CABLE DE TELEVISION) Avez-vous eu des difficultés avec votre (vos) appareil(s) sur le câble de télévision concernant... (LISEZ LA LISTE ET INDIQUEZ CI-DESSOUS)

-d) (POUR CHAQUE "OUI" A 6-a, -b) OU -c), DEMANDEZ:) Avec quelle fréquence avez-vous des difficultés avec la (NOMMEZ DIFFICULTE)? Chaque jour? Une fois par semaine? Ou rarement?

POSEZ SEULEMENT UNE DE 6-a)=b) -c) ET ENSUITE -d)

DIFFICULTES	6-a), -b), -c)		6-d)		
	A DES DIFFICULTES	N'A PAS DIFFICULTES	FREQUENCE D'OCCURENCE		
			Chaque jour	Une fois par semaine	Rarement
réceptivité de l'image	<input type="checkbox"/>	16-1	2	3	4
réceptivité du son	<input type="checkbox"/>	17-1	2	3	4
coordination de l'image et du son	<input type="checkbox"/>	18-1	2	3	4
captant deux canaux en même temps	<input type="checkbox"/>	19-1	2	3	4

7. Au cours de la dernière année, avez-vous eu l'occasion d'appeler la compagnie du câble au sujet de la réceptivité que vous aviez sur votre appareil?

- OUI
- NON 20-1 PASSEZ A Q.9

8. (SI OUI) A quel point les réponses de la compagnie du câble de télévision ont-elles été satisfaisantes? (LISEZ LA LISTE)

- Très satisfaisantes ... 2
- Plutôt satisfaisantes .. 3
- Pas très satisfaisantes. 4
- Pas du tout satisfaisantes 5 6

9. Est-ce que vous ou un membre de votre famille payez directement la compagnie du câble?

- OUI
- NON 21-1 PASSEZ A LA SECTION SUIVANTE

10-a) (SI OUI A Q. 9) Etes-vous satisfait des procédés de facturation et de collection de la compagnie du câble?

- OUI 3
- NON 4

-b) (SI "NON" A Q. 10-a) Pour quelles raisons n'êtes-vous pas satisfait? (NE LISEZ PAS LA LISTE)

- Augmentation de prix 22-1
- Facturation en retard 2
- Paiement annuel payable d'avance 3
- Discontinuation et réin-stallation 4
- Autre (ENCERCLEZ CODE ET PRECISEZ) 5



A NATIONAL SURVEY RELATING TO THE USE
OF CABLE TELEVISION APRIL, 1976

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