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TELIDON FIELD TRIAL
-ELIE/ST. EUSTACHE, PHASE I-

A Research Report
for
DEPARTMENT OF COMMUNICATIONS, TELIDON OPERATIONS,
MANITOBA TELEPHONE SYSTEM
&
INFOMART

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Prepared by
GOLDFARB CONSULTANTS

Project # 819109

November, 1981

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INTRODUCTION

I. PURPOSE

The purpose of this study was to collect and provide quantitative information from three cells of respondents prior to commencement of the Telidon field trial in the communities of Elie and St. Eustache, Manitoba.

Quantitative data was required at a pre-trial stage to fulfill the following objectives:

- i) to determine the kind of information that the content plan for the service should encompass, and where priorities should be for the development of information areas.
- ii) to establish a baseline or benchmark measurement of the existing behaviour and information retrieval patterns so that over time the impact of in-home Telidon placement and usage can be evaluated.
- iii) among Telidon trial participants, to determine interest in a variety of enhanced services.

To reach this study's objectives, the questionnaire design developed investigated the following subject areas:

- * recent time usage in specific areas
- * television usage habits
- * radio usage habits
- * newspaper usage habits
- * magazine usage habits
- * information sources relied on for specific subjects
- * interest in specific information topics
- * lifestyle habits
- * Telidon reaction (among participants only)

II. METHODOLOGY

Results in this benchmark phase are based in-depth personal interviews conducted in the home environment. From the list of households scheduled to receive trial service, a total of one hundred and thirty-seven (137) interviews were completed. From households in the Elie/St. Eustache area not participating in the field trial, eighty-two (82) interviews were conducted. Thirdly, from the control sample, selected randomly in the Ste. Anne/Niverville area, a total of one hundred and fifty-three (153) interviews were completed. (Note that the Ste. Anne/Niverville area was selected on the basis of its comparable proximity to Winnipeg, comparable proximity to major highways, comparable ethnic background, comparable agricultural orientation, and comparable media services available, except cable television).

The fieldwork phase commenced after the questionnaire design was reviewed and approved by all partners. Interviewing was conducted throughout September, 1981, and interviews were conducted in both French and English, depending upon each respondent's request.

Due to the nature of the study and the kinds of questions being asked, all interviewing was one-to-one personal interviewing. All interviewers were carefully and thoroughly briefed about interviewing procedures, about the questioning techniques and about the importance and implications of their work.

Non-trial survey participants received a cash gift for participating, and were informed that in time they would again be asked to participate in this ongoing project.

III. TABULAR RESULTS

The data presented in the computer printout tables has a total of twenty-nine (29) breaks for analysis over time. These breaks and sample sizes are as follows:

	<u>Sample Size</u>
Total Field Trial Participants	137
Under 40	68
40 or over	69
Males	89
Females	48
Family at home	92
No family at home	45
Have cable t.v.	80
No cable t.v.	57
High school or less education	96
College/university education	40
French spoken at home	47
English spoken at home	89
Agricultural household	39
Non-agricultural household	98
Read newspaper regularly	67
Don't read newspaper regularly	70
Elie/St. Eustache Non-Participants	82
Have cable t.v.	3
No cable t.v	79

	<u>Sample Size</u>
Control Sample (Ste. Anne/Niverville)	153
Under 40	64
40 or over	89
Males	99
Females	54
Family at home	91
No family at home	62
French spoken at home	48
English spoken at home	87

IV. REPORTING PERSPECTIVE

This report represents a summary of the benchmark findings for each of the three cells of respondents.

Because this is the first phase of a tracking study, findings are presented, but no interpretations or conclusions are presented at this time.

Copies of the computer printouts are available upon request, and tables in the printout follow the sequence of the questionnaire design, which is included in appendix to this report.

SUMMARY OF FINDINGS

TIME SPENT AT HOME

The following table indicates the amount of time people have spent at home lately in order to track any changes created by the introduction of the Telidon system.

	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
<u>Amount Of Time Spent At Home Lately</u>			
More	23	29	26
Less	29	22	19
About the same	47	47	55
No opinion	<u>1</u>	<u>2</u>	<u>-</u>
	100	100	100
Base:	(137)	(82)	(153)

TIME SPENT ON VARIOUS ACTIVITIES

- In order to determine the effects of the Telidon system on the time people spend pursuing various activities, respondents were asked to indicate the number of hours per week they spend doing a number of different activities. The benchmark data breaks out as follows:

Average Time (Hours)

	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
<u>Average Time Spent</u> <u>During Past Seven Days...</u>			
Watching T.V.	17.1	15.2	13.1
Listening to A.M. radio	13.9	16.4	15.3
Listening to F.M. radio	12.9	11.8	9.6
Entertaining company/friends in your own home	8.3	9.5	8.3
Reading a book/books	7.0	5.1	6.5
Visiting friends/someone in their home	6.7	6.1	5.5
Doing personal hobbies/crafts	6.5	7.7	9.3
Participating in sports/ exercising	5.0	5.7	3.5
Going out for entertainment (i.e. to dinner, dancing, to a movie, theatre, etc.)	4.1	5.4	3.7
Listening to records/tapes at home	3.9	2.5	5.8
Playing games away from home (i.e., bingo, cards, electronic games, etc.)	3.2	3.0	3.5
Attending community public meetings	3.2	2.9	2.7
Reading the Winnipeg Free Press	3.2	3.3	3.3
Attending club meetings (i.e., 4-H, Lions, etc.)	3.1	2.5	3.0
Playing games at home (i.e., cards, board games, video games, etc.)	2.9	2.2	2.7
Reading magazines	2.0	1.8	2.2
Watching/attending local sporting events	2.0	4.8	2.9
Attending church/church functions	1.3	1.5	1.9
Reading the UGG News	1.0	.8	.9
Reading the Manitoba Co-operator	.9	1.2	.8
Reading La Liberte	.8	1.1	.7
Reading the Portage Daily Graphic/Winnipeg Sun	.8	.8	1.2
Reading the Western Producer	.7	1.0	1.0
Reading the Portage Leader/ Steinbach Carillon	.5	.6	1.0
Base:	(137)	(82)	(153)

FREQUENCY OF DOING VARIOUS ACTIVITIES

- Respondents were asked how often they did a number of different activities - regularly (every day or nearly every day), occasionally (a couple of times a week), or seldom/never. The benchmark responses were as follows:

	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
<u>Frequency Of Doing Certain Activities</u>			
Follow Weather Reports			
Regularly	82	82	80
Occasionally	14	14	14
Seldom/never	4	4	6
No opinion	-	-	-
	<u>100</u>	<u>100</u>	<u>100</u>
Listen To The News On The Radio			
Regularly	64	65	61
Occasionally	23	17	26
Seldom/never	12	18	13
No opinion	1	-	-
	<u>100</u>	<u>100</u>	<u>100</u>
Watch The Late Evening News On T.V.			
Regularly	58	55	34
Occasionally	27	19	34
Seldom/never	15	26	32
No opinion	-	-	-
	<u>100</u>	<u>100</u>	<u>100</u>
Watch The 6 O'clock/Early Evening News On T.V.			
Regularly	53	55	40
Occasionally	27	18	24
Seldom/never	20	27	36
No opinion	-	-	-
	<u>100</u>	<u>100</u>	<u>100</u>
Read A Newspaper			
Regularly	49	50	47
Occasionally	41	39	38
Seldom/never	10	11	15
No opinion	-	-	-
	<u>100</u>	<u>100</u>	<u>100</u>

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
Seek Out Sports Scores, Sports News			
Regularly	35	38	25
Occasionally	29	10	22
Seldom/never	36	51	52
No opinion	-	1	1
	<u>100</u>	<u>100</u>	<u>100</u>
Follow Grain, Agricultural Commodity Markets Trading Activity			
Regularly	23	31	13
Occasionally	19	18	21
Seldom/never	57	51	66
No opinion	1	-	-
	<u>100</u>	<u>100</u>	<u>100</u>
Read A Book/Books			
Regularly	20	17	18
Occasionally	22	20	26
Seldom/never	58	62	56
No opinion	-	1	-
	<u>100</u>	<u>100</u>	<u>100</u>
Read A Weekly News Magazine			
Regularly	18	26	18
Occasionally	37	35	27
Seldom/never	45	38	54
No opinion	-	1	1
	<u>100</u>	<u>100</u>	<u>100</u>
Read Farming Papers/Magazines/ Journals			
Regularly	16	24	14
Occasionally	34	40	34
Seldom/never	50	35	52
No opinion	-	1	-
	<u>100</u>	<u>100</u>	<u>100</u>

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
Follow Stock Market Listings, Quotations			
Regularly	15	17	10
Occasionally	18	16	11
Seldom/never	66	66	79
No opinion	<u>1</u>	<u>1</u>	<u>-</u>
	<u>100</u>	<u>100</u>	<u>100</u>
Listen To Recorded Music, Records, Tapes In Your Home			
Regularly	10	10	22
Occasionally	50	28	44
Seldom/never	39	61	33
No opinion	<u>1</u>	<u>1</u>	<u>1</u>
	<u>100</u>	<u>100</u>	<u>100</u>
Go To The Library			
Regularly	1	1	-
Occasionally	5	2	4
Seldom/never	92	94	96
No opinion	<u>2</u>	<u>3</u>	<u>-</u>
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(137)	(82)	(153)

TIME SPENT WATCHING TELEVISION

- In order to see the effect of Telidon on television viewing habits, respondents were asked to indicate the amount of time spent watching T.V. at different times of the day and week over the last few months.

	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
<u>Amount Of T.V. Watched In Recent Months</u>			
<u>Weekend/Daytime</u>			
Increasing	13	10	5
Decreasing	25	23	30
Remaining about the same	62	63	60
No opinion	-	4	5
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Weekend/Evening</u>			
Increasing	23	18	6
Decreasing	19	17	22
Remaining about the same	58	61	68
No opinion	-	4	4
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Weekdays/Daytime</u>			
Increasing	9	7	3
Decreasing	23	21	20
Remaining about the same	67	70	72
No opinion	1	2	5
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Weekdays/Evening</u>			
Increasing	23	17	9
Decreasing	20	15	19
Remaining about the same	56	66	67
No opinion	1	2	5
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(137)	(82)	(153)

PREFERRED TELEVISION STATIONS

- Respondents were asked which television stations they preferred to watch to see if Telidon has any effect in this area.

<u>Preferred Television Stations</u> (selected)	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
7/CKY/CTV (Cable 5)	72	78	84
9/CKND (Cable 12)	67	72	75
6/CBWT/CBC (Cable 2)	53	57	51
3/CBWFT/CBC French (Cable 10)	27	20	16
8/WDAZ/Devil's Lake	10	-	-
5/CKX/Brandon	8	-	1
11/KTHI/Fargo	6	-	-
4/KXJB/Fargo	4	-	-
None	1	2	4
Base:	(137)	(82)	(153)

PREFERRED TELEVISION PROGRAMS

- To determine the effect of Telidon on the type of television programs people watch, respondents were asked to indicate the types of television shows they most enjoy watching. The following table details this data:

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
<u>Preferred Television Programs</u>			
News	78	79	64
Movies	71	61	55
Comedies	66	63	46
Sports	57	48	47
Specials	44	42	29
Educational	42	35	22
Documentaries	39	31	26
Westerns	37	32	24
Talk Shows	36	34	16
Quiz Shows	34	40	26
Drama	28	24	19
Crime Detection	24	18	21
Soap Operas	22	26	23
Other	5	9	5
Base:	(137)	(82)	(153)

TIME SPENT LISTENING TO THE RADIO

- Respondents were asked to indicate the amount of time spent listening to the radio over the last few months at different times of the day and week.

	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
<u>Amount Of Radio Listened To In Recent Months</u>			
Weekend/Daytime			
Increasing	8	16	9
Decreasing	13	15	13
Remaining about the same	79	66	78
No opinion	-	3	-
	<u>100</u>	<u>100</u>	<u>100</u>
Weekend/Evening			
Increasing	9	6	9
Decreasing	15	22	13
Remaining about the same	76	70	78
No opinion	-	2	-
	<u>100</u>	<u>100</u>	<u>100</u>
Weekdays/Daytime			
Increasing	10	15	8
Decreasing	10	11	13
Remaining about the same	79	72	79
No opinion	1	2	-
	<u>100</u>	<u>100</u>	<u>100</u>
Weekdays/Evening			
Increasing	8	5	5
Decreasing	14	16	9
Remaining about the same	77	76	85
No opinion	1	3	1
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(137)	(82)	(153)

PREFERRED RADIO STATIONS

- To see if the introduction of Telidon affects people's radio station preferences, respondents were asked which stations they now most prefer to listen to.

<u>Preferred Radio Stations</u> (selected)	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
CJOB/680	45	37	34
CFRY/920	32	28	13
CKY/580	29	29	21
CKRC/630	20	31	31
CITI-FM/92	12	10	10
CHMM-FM/97.5	11	9	12
CFRW/1470/1300	10	7	6
CBW (CBC)/990	9	11	7
Q-94 FM	7	6	5
CKSB	4	9	8
Portage (general mention)	7	10	10
CFAM/950	2	6	12
CHUSM/1250	1	-	8
None	-	-	3
Base:	(137)	(82)	(153)

PREFERRED RADIO PROGRAMS

- Respondents were asked which type of radio programs they most like to listen to, to see if this changes with the introduction of Telidon.

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
<u>Preferred Radio Programs</u>			
Music	78	77	72
Local news	73	71	56
National news	64	59	52
World news	61	57	38
Sports	37	35	22
Farm news/Radio Noon	34	44	22
Talk shows	32	31	30
Educational	15	13	10
Other	1	1	9
Base:	(137)	(82)	(153)

WHERE RADIO IS LISTENED TO MOST

- The following table details where respondents listen to the radio most frequently to see if the Telidon introduction affects this in any way.

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
<u>Listen To Radio Most Often</u>			
At home	42	55	59
In a car	52	37	28
At work	22	16	17
No opinion	2	4	3
	<u>*118</u>	<u>112</u>	<u>107</u>
Base:	(137)	(82)	(153)

* Totals greater than 100% due to multiple responses.

NEWSPAPER SUBSCRIPTION PERSPECTIVE

- Respondents were asked to indicate whether or not their household subscribed to any daily or weekly newspapers.

	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
<u>Household Subscribes To Daily Or Weekly Newspaper(s)</u>			
Yes	69	68	68
No	22	18	25
No opinion	9	14	7
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(137)	(82)	(153)

NEWSPAPERS SUBSCRIBED TO

- Those whose household subscribes to a newspaper were asked which one(s) they subscribe to.

% of Respondents
who subscribe to a newspaper(s)

<u>Newspaper(s) Subscribed To (selected)</u>	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
Winnipeg Free Press	88	82	57
Manitoba Co-operator	18	38	15
La Liberte	15	23	21
Portage Leader	6	4	-
Western Producer	2	5	5
Winnipeg Sun	1	2	-
Steinbach Carillon/Carillon News	-	-	69
German newspapers (any mention)	-	-	3
Farm Light & Power	-	4	4
UGG News	-	5	-
Portage Daily Graphic	-	2	-
Base:	(95)	(56)	(103)

THOROUGHNESS OF READERSHIP

Respondents were asked how thoroughly they read newspapers to see if this is affected by the introduction of Telidon. This table will also allow us to see if the number of non-readers is affected.

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>participants</u>	<u>Non-</u> <u>participants</u>	<u>Control</u> <u>sample</u>
<u>As A Newspaper Reader, Am...</u>			
Very thorough	17	16	13
Somewhat thorough	29	22	27
Casual	49	55	50
Non-reader	5	6	10
No opinion	-	1	-
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(137)	(82)	(153)

TIME SPENT READING NEWSPAPERS

- Respondents were asked to indicate the amount of time spent reading newspapers during the past few months. This will allow us to see how Telidon affects this variable.

	% of Respondents		
<u>Amount Of Time Spent Reading Newspaper Is...</u>	<u>Total Field Trial participants</u>	<u>Non-participants</u>	<u>Control sample</u>
Increasing	8	15	8
Decreasing	13	10	11
Remaining about the same	73	68	71
No opinion/non-reader	6	7	10
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(137)	(82)	(153)

PARTS OF THE NEWSPAPER REGULARLY READ

- To determine if the introduction of Telidon affects people's newspaper reading habits, respondents were asked to provide benchmark data on the sections of the newspaper they regularly look at or read.

<u>Parts Of Newspaper Regularly Looked At</u>	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
Front page	88	83	77
Local news	69	67	60
World news	57	59	45
National news	56	56	40
Classified ads	47	43	38
Sports section	44	42	24
TV supplement	43	39	27
Entertainment section	37	24	28
Comics	33	27	26
Farming news/section	32	39	26
Business/financial news	31	24	11
Letters to the editor	29	35	24
News summaries	25	20	12
Family/women's section	24	27	30
Specific columns	20	18	14
Editorials	20	32	20
News/content index	18	17	6
Other	10	17	14
No opinion/non-reader	5	10	10
Base:	(137)	(82)	(153)

MAGAZINES READ OR SUBSCRIBED TO

- The following table details people's magazine readership to see if this is influenced by the Telidon system.

<u>Magazines Read Or Subscribed To</u>	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non-participants</u>	<u>Control sample</u>
Reader's Digest	29	22	25
Country Guide	24	20	13
National Geographic	21	13	7
Chatelaine (English)	15	24	13
T.V. Guide	15	16	10
Time	14	16	6
Macleans	11	20	9
Farm Light & Power	10	11	10
Good Housekeeping	10	12	8
Better Homes & Gardens	8	6	4
Family Circle	8	10	6
Canadian Geographic	7	4	2
Playboy/Playgirl	7	6	5
People	7	4	3
Good Farming	7	4	1
Woman's Day	6	5	5
Consumers Report	6	1	2
Co-op Consumer	5	7	3
Canadian Business	4	1	1
Canadian Living	4	6	4
Newsweek	4	5	2
Report on Farming	4	1	3
Canadian Home Decor	4	4	1
Equipment Dealer's Publications	4	2	-
Financial Post Magazine	3	4	1
Flare	3	-	1
Homemaker's	3	-	2
Redbook	3	6	1

% of Respondents

	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
True Confessions	3	2	2
Today Magazine	2	-	2
Ski Canada	2	-	-
Ladies Home Journal	2	1	-
Cosmopolitan	2	2	3
Business Week	2	2	-
Cattleman	2	1	3
Enroute	2	1	-
McCalls	2	7	2
Photo Canada	2	-	-
Us	2	1	1
Alberta Weekly	1	-	-
Chatelaine (French)	1	1	1
Consumerateur	1	-	-
Gourmet	1	1	1
Harrowsmith	1	-	3
L'Auberge	1	-	-
Legion	1	-	2
Madame Au Foyer	1	-	-
Mademoiselle	1	1	-
Ms.	1	-	1
Omni	1	2	1
Psychology Today	1	1	1
Racquets Canada	1	-	1
Saturday Night	1	-	-
Scientific American	1	-	-
Skyword	1	-	-
Sports Club	1	1	-
Winnipeg Magazine	1	6	-
Vogue	-	5	1
Fortune	-	1	-
Photography Today	-	1	-
Union Farmer	-	1	-
Viva	-	1	-
Western Living	-	1	-
Les Affaires	-	-	1

	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
Actualite	-	-	-
Alberta Report	-	-	-
Atlantic Insight	-	-	-
Canadian Secretary	-	-	-
Decormag	-	-	-
Epicure	-	-	-
Evasion	-	-	-
Executive	-	-	-
Kanota	-	-	-
Le Lundi	-	-	-
New Yorker	-	-	-
Perspective	-	-	-
Quebec Science	-	-	-
Quest	-	-	-
Selection	-	-	-
Westworld	-	-	-
Other	4	1	10
No opinion/none	26	28	29
Base:	(137)	(82)	(153)

NUMBER OF BOOKS READ IN THE PAST THREE MONTHS

- To see if Telidon has any effect on book readership, respondents were asked how many books they have read in the past three months.

	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
<u>Number Of Books Read In The Past Three Months</u>			
One	3	7	7
Two	9	7	5
Three	6	7	6
Four	-	4	2
Five	6	1	2
Six	5	2	1
Seven	1	-	1
Eight	-	1	2
Nine	2	-	1
Ten or more	10	7	11
None	58	59	61
No opinion	-	5	1
	<u>100</u>	<u>100</u>	<u>100</u>
 Average Number Of Books	 2.4	 1.8	 2.3
 Base:	 (137)	 (82)	 (153)

NUMBER OF VISITS TO THE LIBRARY IN PAST THREE MONTHS

- Respondents were asked to indicate how many times they have been to a library in the past three months.

<u>Number Of Visits To Library In Past Three Months</u>	% of Respondents		
	<u>Total Field Trial participants</u>	<u>Non- participants</u>	<u>Control sample</u>
One	2	-	3
Two	2	1	1
Three	2	1	-
Four	1	1	-
Five	1	-	-
Six	-	-	-
Seven	-	-	-
Eight	-	-	-
Nine	-	-	1
Ten	-	-	-
More than ten	2	1	1
None	90	92	93
No opinion	-	4	1
	<u>100</u>	<u>100</u>	<u>100</u>
Average Number Of Visits	0.4	0.3	0.3
Base:	(137)	(82)	(153)

SOURCES OF INFORMATION PERSPECTIVE

- The following set of tables details where people now go for information on a whole series of variables. Two tables are presented for each variable. The first table indicates the source of information used most often, while the second is a combination of the sources used most or second most often. This benchmark data will allow us to see what sorts of information Telidon is most used for.

WEATHER INFORMATION

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	59	63	74
T.V.	37	31	22
Winnipeg newspaper	-	2	1
Local community/area newspaper	-	-	-
Farmer's/farming newspaper	-	1	-
Friends/neighbours	-	-	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	2	2	1
Not interested	2	1	1
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	91	85	94
T.V.	93	85	79
Winnipeg newspaper	7	12	10
Local community/area newspaper	-	1	3
Farmer's/farming newspaper	-	5	2
Friends/neighbours	2	4	4
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	2	4	4
Base:	(137)	(82)	(153)

MAJOR NEWS STORIES OF THE DAY

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	41	48	42
T.V.	50	42	46
Winnipeg newspaper	7	8	6
Local community/area newspaper	-	-	1
Farmer's/farming newspaper	-	-	-
Friends/neighbours	-	1	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	-	-	-
Not interested	2	1	4
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	80	74	76
T.V.	84	84	83
Winnipeg newspaper	26	21	19
Local community/area newspaper	1	-	4
Farmer's/farming newspaper	-	-	-
Friends/neighbours	2	5	4
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	2	-
Other source	-	2	2
Base:	(137)	(82)	(153)

SPORTS SCORES/SPORTS NEWS

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	27	33	22
T.V.	38	29	22
Winnipeg newspaper	10	7	5
Local community/area newspaper	-	-	1
Farmer's/farming newspaper	-	-	-
Friends/neighbours	-	-	-
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	-	-	-
Not interested	25	31	50
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	56	51	39
T.V.	64	59	43
Winnipeg newspaper	26	22	11
Local community/area newspaper	-	-	1
Farmer's/farming newspaper	-	1	1
Friends/neighbours	1	2	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	2	1	1
Base:	(137)	(82)	(153)

LOCAL NEWS STORIES

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>Participants</u>	<u>Non-</u> <u>Participants</u>	<u>Control</u> <u>Sample</u>
<u>Sources Relied On Most</u>			
Radio	36	39	35
T.V.	40	26	23
Winnipeg newspaper	7	10	6
Local community/area newspaper	2	4	20
Farmer's/farming newspaper	-	2	-
Friends/neighbours	12	10	7
Local church/club/store bulletin boards or notices	3	1	3
Magazines	-	-	-
Other source	-	4	-
Not interested	-	4	6
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	67	56	54
T.V.	60	57	49
Winnipeg newspaper	23	28	17
Local community/area newspaper	2	7	31
Farmer's/farming newspaper	-	2	3
Friends/neighbours	21	20	24
Local church/club/store bulletin boards or notices	8	4	6
Magazines	-	-	-
Other source	6	9	4
Base:	(137)	(82)	(153)

WHAT'S ON TELEVISION

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	2	2	-
T.V.	31	27	24
Winnipeg newspaper	45	45	47
Local community/area newspaper	1	4	3
Farmer's/farming newspaper	-	-	-
Friends/neighbours	2	-	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	7	2	7
Other source	9	7	3
Not interested	3	13	15
	<u>100</u>	<u>100</u>	<u>100</u>

Sources Relied On Most/Second Most

Radio	14	7	6
T.V.	79	60	65
Winnipeg newspaper	62	57	61
Local community/area newspaper	1	4	5
Farmer's/farming newspaper	-	1	-
Friends/neighbours	5	2	9
Local church/club/store bulletin boards or notices	-	1	-
Magazines	10	7	11
Other source	14	18	8
Base:	(137)	(82)	(153)

NEWS ABOUT LOCAL ENTERTAINMENT, SOCIAL ACTIVITIES, EVENTS, CLUB MEETINGS, FUNCTIONS, ETC.

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>Participants</u>	<u>Non-</u> <u>Participants</u>	<u>Control</u> <u>Sample</u>
<u>Sources Relied On Most</u>			
Radio	6	12	7
T.V.	6	5	3
Winnipeg newspaper	17	5	6
Local community/area newspaper	4	1	22
Farmer's/farming newspaper	2	1	-
Friends/neighbours	26	33	16
Local church/club/store bulletin boards or notices	26	22	22
Magazines	-	-	-
Other source	4	2	1
Not interested	9	19	23
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	12	18	17
T.V.	11	7	7
Winnipeg newspaper	23	9	10
Local community/area newspaper	5	1	31
Farmer's/farming newspaper	3	2	2
Friends/neighbours	56	57	42
Local church/club/store bulletin boards or notices	45	45	38
Magazines	2	-	1
Other source	18	13	4
Base:	(137)	(82)	(153)

NEWS OF LOCAL STORES' SALES

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	4	7	4
T.V.	10	4	2
Winnipeg newspaper	30	22	16
Local community/area newspaper	6	2	38
Farmer's/farming newspaper	1	1	1
Friends/neighbours	12	12	5
Local church/club/store bulletin boards or notices	15	20	11
Magazines	2	1	-
Other source	3	7	8
Not interested	17	24	15
	<u>100</u>	<u>100</u>	<u>100</u>

Sources Relied-On Most/Second Most

Radio	12	11	11
T.V.	22	16	9
Winnipeg newspaper	38	31	22
Local community/area newspaper	8	4	42
Farmer's/farming newspaper	1	2	3
Friends/neighbours	29	28	23
Local church/club/store bulletin boards or notices	23	31	24
Magazines	2	1	1
Other source	19	22	23
Base:	(137)	(82)	(153)

NEWS OF LOCAL SPORTS EVENTS

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	8	12	13
T.V.	17	13	7
Winnipeg newspaper	10	6	1
Local community/area newspaper	1	1	16
Farmer's/farming newspaper	-	-	-
Friends/neighbours	19	20	7
Local church/club/store bulletin boards or notices	15	18	7
Magazines	1	-	-
Other source	-	1	1
Not interested	29	29	48
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	20	24	20
T.V.	26	24	17
Winnipeg newspaper	15	10	8
Local community/area newspaper	1	5	20
Farmer's/farming newspaper	1	2	-
Friends/neighbours	29	37	17
Local church/club/store bulletin boards or notices	29	26	11
Magazines	2	-	-
Other source	14	4	6
Base:	(137)	(82)	(153)

STOCK MARKET NEWS, INFORMATION

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	18	19	7
T.V.	6	9	5
Winnipeg newspaper	18	10	7
Local community/area newspaper	-	-	1
Farmer's/farming newspaper	2	-	2
Friends/neighbours	-	-	-
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	1
Other source	2	-	1
Not interested	54	62	76
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	27	23	14
T.V.	17	15	9
Winnipeg newspaper	26	21	12
Local community/area newspaper	3	4	2
Farmer's/farming newspaper	4	2	4
Friends/neighbours	4	4	-
Local church/club/store bulletin boards or notices	-	-	-
Magazines	2	1	2
Other source	7	1	3
Base:	(137)	(82)	(153)

AGRICULTURAL COMMODITY MARKETS TRADING ACTIVITY

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	18	31	18
T.V.	10	7	6
Winnipeg newspaper	8	6	1
Local community/area newspaper	1	1	1
Farmer's/farming newspaper	4	6	5
Friends/neighbours	2	1	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	1	1	2
Not interested	56	47	66
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	26	37	24
T.V.	15	12	12
Winnipeg newspaper	20	22	5
Local community/area newspaper	3	4	10
Farmer's/farming newspaper	9	13	10
Friends/neighbours	6	4	2
Local church/club/store bulletin boards or notices	-	1	-
Magazines	1	2	-
Other source	5	9	6
Bases:	(137)	(82)	(153)

ECONOMIC TRENDS - INFLATION, VALUE OF THE DOLLAR, GOLD PRICES,
INTEREST RATES, ETC.

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	19	29	30
T.V.	39	33	29
Winnipeg newspaper	22	11	16
Local community area newspaper	-	1	-
Farmer's/farming newspaper	-	1	-
Friends/neighbours	1	-	1
Local church/club store bulletin boards or notices	-	-	-
Magazines	-	1	2
Other source	-	1	2
Not interested	19	23	20
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	46	50	52
T.V.	60	50	51
Winnipeg newspaper	42	32	30
Local community area newspaper	-	1	7
Farmer's/farming newspaper	2	5	-
Friends/neighbours	4	-	5
Local church/club store bulletin boards or notices	-	-	-
Magazines	1	2	2
Other source	6	5	8
Base:	(137)	(82)	(153)

TRAVEL NEWS, INFORMATION

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	18	15	16
T.V.	17	9	4
Winnipeg newspaper	25	17	13
Local community/area newspaper	-	-	1
Farmer's/farming newspaper	-	-	-
Friends/neighbours	2	1	1
Local church/club/store bulletin boards or notices	-	1	1
Magazines	6	2	3
Other source	4	5	6
Not interested	28	50	55
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	31	22	17
T.V.	36	23	17
Winnipeg newspaper	37	26	20
Local community/area newspaper	-	-	2
Farmer's/farming newspaper	1	-	-
Friends/neighbours	9	1	5
Local church/club/store bulletin boards or notices	-	1	1
Magazines	9	6	6
Other source	15	15	16
Base:	(137)	(82)	(153)

FINANCIAL, TAX INFORMATION YOU NEED IN YOUR WORK/BUSINESS

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	2	11	6
T.V.	7	5	3
Winnipeg newspaper	13	10	6
Local community/area newspaper	1	-	1
Farmer's/farming newspaper	3	1	3
Friends/neighbours	3	2	5
Local church/club/store bulletin boards or notices	1	1	1
Magazines	2	1	5
Other source	31	32	29
Not interested	37	37	41
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	6	21	10
T.V.	12	13	9
Winnipeg newspaper	21	17	13
Local community/area newspaper	1	-	3
Farmer's/farming newspaper	4	7	3
Friends/neighbours	15	12	8
Local church/club/store bulletin boards or notices	2	1	2
Magazines	6	5	8
Other source	44	37	38
Base:	(137)	(82)	(153)

INFORMATION ON VARIOUS GOVERNMENT SERVICES AVAILABLE TO YOU

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	7	7	11
T.V.	12	15	8
Winnipeg newspaper	26	21	14
Local community/area newspaper	-	-	7
Farmer's/farming newspaper	2	4	2
Friends/neighbours	5	7	9
Local church/club/store bulletin boards or notices	2	1	3
Magazines	2	2	2
Other source	21	18	16
Not interested	23	25	28
	<u>100</u>	<u>100</u>	<u>100</u>

Sources Relied On Most/Second Most

Radio	18	20	24
T.V.	27	22	20
Winnipeg newspaper	36	31	21
Local community/area newspaper	2	1	14
Farmer's/farming newspaper	3	12	5
Friends/neighbours	14	15	14
Local church/club/store bulletin boards or notices	4	4	5
Magazines	6	4	4
Other source	32	29	27
Base:	(137)	(82)	(153)

HOBBY/CRAFT INFORMATION

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	4	4	2
T.V.	8	6	3
Winnipeg newspaper	14	6	3
Local community/area newspaper	-	1	3
Farmer's/farming newspaper	-	5	2
Friends/neighbours	7	5	10
Local church/club/store bulletin boards or notices	2	5	4
Magazines	21	21	19
Other source	3	5	3
Not interested	41	42	51
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	6	6	3
T.V.	14	10	4
Winnipeg newspaper	24	12	10
Local community/area newspaper	2	1	4
Farmer's/farming newspaper	2	10	2
Friends/neighbours	16	18	21
Local church/club/store bulletin boards or notices	4	7	6
Magazines	29	32	26
Other source	18	16	14
Base:	(137)	(82)	(153)

CONSUMER ASSISTANCE, ADVICE, INFORMATION

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>Participants</u>	<u>Non-</u> <u>Participants</u>	<u>Control</u> <u>Sample</u>
<u>Sources Relied On Most</u>			
Radio	10	9	13
T.V.	17	11	13
Winnipeg newspaper	12	12	12
Local community/area newspaper	1	1	2
Farmer's/farming newspaper	1	1	-
Friends/neighbours	4	1	4
Local church/club/store bulletin boards or notices	1	2	1
Magazines	9	1	6
Other source	13	16	7
Not interested	32	46	42
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	23	17	20
T.V.	31	20	25
Winnipeg newspaper	29	21	20
Local community/area newspaper	1	1	8
Farmer's/farming newspaper	3	6	1
Friends/neighbours	10	5	11
Local church/club/store bulletin boards or notices	4	2	1
Magazines	11	4	10
Other source	18	23	15
Base:	(137)	(82)	(153)

ACQUIRING INFORMATION TO INCREASE YOUR KNOWLEDGE OF SPECIFIC SUBJECT MATTER OF INTEREST TO YOU

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non-Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	5	17	7
T.V.	21	5	10
Winnipeg newspaper	21	13	11
Local community/area newspaper	-	-	3
Farmer's/farming newspaper	2	5	1
Friends/neighbours	4	7	5
Local church/club/store bulletin boards or notices	1	-	2
Magazines	19	18	27
Other source	17	13	9
Not interested	10	22	25
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	15	23	17
T.V.	40	18	20
Winnipeg newspaper	39	26	19
Local community/area newspaper	-	1	8
Farmer's/farming newspaper	6	17	3
Friends/neighbours	14	16	18
Local church/club/store bulletin boards or notices	3	2	5
Magazines	29	28	33
Other source	27	20	21
Base:	(137)	(82)	(153)

INFORMATION USED FOR FUN, ENTERTAINMENT VALUE

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	4	11	10
T.V.	23	15	9
Winnipeg newspaper	32	27	25
Local community/area newspaper	-	2	5
Farmer's/farming newspaper	-	-	-
Friends/neighbours	12	5	14
Local church/club/store bulletin boards or notices	4	6	5
Magazines	5	4	2
Other source	4	4	1
Not interested	16	26	29
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	21	29	19
T.V.	36	28	23
Winnipeg newspaper	46	37	31
Local community/area newspaper	-	2	10
Farmer's/farming newspaper	-	-	1
Friends/neighbours	22	16	28
Local church/club/store bulletin boards or notices	8	9	11
Magazines	8	5	6
Other source	20	12	10
Base:	(137)	(82)	(153)

INFORMATION ON USED MACHINERY FOR SALE

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	7	13	2
T.V.	-	-	-
Winnipeg newspaper	25	18	11
Local community/area newspaper	5	5	21
Farmer's/farming newspaper	10	9	9
Friends/neighbours	2	-	3
Local church/club/store bulletin boards or notices	2	4	-
Magazines	1	-	1
Other source	1	2	2
Not interested	47	49	51
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	17	26	5
T.V.	2	-	1
Winnipeg newspaper	30	23	15
Local community/area newspaper	7	9	33
Farmer's/farming newspaper	15	18	16
Friends/neighbours	13	6	14
Local church/club/store bulletin boards or notices	7	4	1
Magazines	2	1	2
Other source	8	10	6
Base:	(137)	(82)	(153)

INFORMATION ON FEED/HAY FOR SALE

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	3	10	3
T.V.	-	-	-
Winnipeg newspaper	4	4	2
Local community/area newspaper	2	1	16
Farmer's/farming newspaper	9	12	8
Friends/neighbours	3	2	4
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	-	2	1
Not interested	79	69	66
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	7	16	4
T.V.	-	-	1
Winnipeg newspaper	7	7	4
Local community/area newspaper	3	5	27
Farmer's/farming newspaper	12	20	15
Friends/neighbours	7	5	11
Local church/club/store bulletin boards or notices	2	-	-
Magazines	-	1	-
Other source	4	5	3
Base:	(137)	(82)	(153)

INFORMATION ON LIVESTOCK, CATTLE FOR SALE

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	7	12	5
T.V.	2	-	-
Winnipeg newspaper	5	6	1
Local community/area newspaper	3	2	14
Farmer's/farming newspaper	7	9	7
Friends/neighbours	2	1	5
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	-	-	2
Not interested	74	70	66
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	12	13	6
T.V.	2	-1	2
Winnipeg newspaper	7	11	4
Local community/area newspaper	5	6	22
Farmer's/farming newspaper	13	17	15
Friends/neighbours	4	5	10
Local church/club/store bulletin boards or notices	2	-	1
Magazines	-	1	1
Other source	3	4	5
Base:	(137)	(82)	(153)

INFORMATION ON LIVESTOCK MARKET SELLING PRICES

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	14	21	14
T.V.	-	1	-
Winnipeg newspaper	5	7	6
Local community/area newspaper	2	-	7
Farmer's/farming newspaper	4	7	3
Friends/neighbours	-	-	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	-	1	2
Not interested	75	63	67
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	16	27	16
T.V.	4	4	4
Winnipeg newspaper	8	17	10
Local community/area newspaper	3	-	14
Farmer's/farming newspaper	9	17	10
Friends/neighbours	2	1	4
Local church/club/store bulletin boards or notices	1	-	-
Magazines	1	1	2
Other source	4	4	4
Base:	(137)	(82)	(153)

INFORMATION ON AUTOMOBILES FOR SALE

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	3	2	4
T.V.	2	2	1
Winnipeg newspaper	53	33	27
Local community/area newspaper	2	2	11
Farmer's/farming newspaper	-	5	1
Friends/neighbours	2	2	4
Local church/club/store bulletin boards or notices	-	-	1
Magazines	1	2	1
Other source	1	10	5
Not interested	36	42	45
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	10	15	7
T.V.	8	2	2
Winnipeg newspaper	56	45	38
Local community/area newspaper	7	5	27
Farmer's/farming newspaper	5	9	3
Friends/neighbours	15	11	13
Local church/club/store bulletin boards or notices	4	1	3
Magazines	4	6	3
Other source	12	18	12
Base:	(137)	(82)	(153)

INFORMATION ON MACHINERY PARTS FOR SALE

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	4	5	2
T.V.	-	-	-
Winnipeg newspaper	18	11	7
Local community/area newspaper	2	2	12
Farmer's/farming newspaper	7	11	7
Friends/neighbours	1	-	4
Local church/club/store bulletin boards or notices	-	-	1
Magazines	1	1	-
Other source	6	12	9
Not interested	61	58	58
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	7	9	5
T.V.	1	-	1
Winnipeg newspaper	20	17	10
Local community/area newspaper	7	4	22
Farmer's/farming newspaper	14	17	11
Friends/neighbours	8	7	11
Local church/club/store bulletin boards or notices	-	-	1
Magazines	2	2	2
Other source	13	21	16
Base:	(137)	(82)	(153)

INFORMATION ON FERTILIZER PRICES, SUPPLIES AVAILABLE

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	2	4	2
T.V.	-	-	1
Winnipeg newspaper	3	2	-
Local community/area newspaper	2	2	4
Farmer's/farming newspaper	8	11	8
Friends/neighbours	3	4	3
Local church/club/store bulletin boards or notices	-	2	1
Magazines	1	-	-
Other source	10	16	11
Not interested	71	59	70
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	4	6	5
T.V.	1	4	1
Winnipeg newspaper	4	7	1
Local community/area newspaper	3	4	8
Farmer's/farming newspaper	12	16	12
Friends/neighbours	11	10	10
Local church/club/store bulletin boards or notices	1	4	2
Magazines	1	1	-
Other source	16	23	15
Base:	(137)	(82)	(153)

INFORMATION ON INSECTICIDE, SPRAY PRICES, SUPPLIES AVAILABLE

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	2	4	3
T.V.	2	2	2
Winnipeg newspaper	2	1	1
Local community/area newspaper	-	2	6
Farmer's/farming newspaper	7	13	7
Friends/neighbours	6	2	6
Local church/club/store bulletin boards or notices	-	2	3
Magazines	2	-	1
Other source	13	16	15
Not interested	66	58	56
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	2	10	7
T.V.	4	2	2
Winnipeg newspaper	6	7	4
Local community/area newspaper	2	4	13
Farmer's/farming newspaper	11	22	13
Friends/neighbours	12	9	11
Local church/club/store bulletin boards or notices	-	2	4
Magazines	2	2	1
Other source	18	22	20
Base:	(137)	(82)	(153)

INFORMATION ON LABOUR FOR HIRE

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	3	4	1
T.V.	2	1	-
Winnipeg newspaper	15	10	9
Local community/area newspaper	-	-	11
Farmer's/farming newspaper	4	-	2
Friends/neighbours	4	12	6
Local church/club/store bulletin boards or notices	1	-	-
Magazines	-	-	-
Other source	9	7	2
Not interested	62	66	69
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	4	6	5
T.V.	3	1	-
Winnipeg newspaper	20	16	16
Local community/area newspaper	4	-	19
Farmer's/farming newspaper	6	5	3
Friends/neighbours	10	18	9
Local church/club/store bulletin boards or notices	4	1	2
Magazines	-	-	-
Other source	19	16	6
Base:	(137)	(82)	(153)

INFORMATION ON GRAIN CONTRACTS, QUOTAS

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	4	13	10
T.V.	-	1	1
Winnipeg newspaper	2	2	3
Local community/area newspaper	2	2	1
Farmer's/farming newspaper	4	9	6
Friends/neighbours	1	1	2
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	13	12	5
Not interested	74	60	72
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	7	21	12
T.V.	1	4	2
Winnipeg newspaper	4	11	5
Local community/area newspaper	4	4	8
Farmer's/farming newspaper	10	12	10
Friends/neighbours	6	6	5
Local church/club/store bulletin boards or notices	-	-	1
Magazines	1	1	-
Other source	16	18	10
Base:	(137)	(82)	(153)

INFORMATION, NEWS ON DISEASE OUTBREAKS IN YOUR AREA

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	17	24	28
T.V.	23	23	20
Winnipeg newspaper	7	10	5
Local community/area newspaper	2	1	9
Farmer's/farming newspaper	2	6	4
Friends/neighbours	11	9	6
Local church/club/store bulletin boards or notices	-	-	2
Magazines	-	-	1
Other source	4	2	4
Not interested	34	25	21
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	34	43	33
T.V.	35	37	35
Winnipeg newspaper	22	28	15
Local community/area newspaper	4	1	23
Farmer's/farming newspaper	4	7	7
Friends/neighbours	15	13	14
Local church/club/store bulletin boards or notices	3	1	4
Magazines	-	1	1
Other source	12	13	10
Base:	(137)	(82)	(153)

INFORMATION, NEWS ON MAJOR GRAIN SALES, TRANSACTIONS

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	10	20	18
T.V.	10	10	8
Winnipeg newspaper	11	13	7
Local community/area newspaper	1	1	2
Farmer's/farming newspaper	5	7	1
Friends/neighbours	2	-	-
Local church/club/store bulletin boards or notices	-	-	-
Magazines	-	-	-
Other source	3	4	2
Not interested	58	45	62
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	20	34	25
T.V.	19	21	18
Winnipeg newspaper	19	21	11
Local community/area newspaper	3	1	5
Farmer's/farming newspaper	8	12	8
Friends/neighbours	5	4	1
Local church/club/store bulletin boards or notices	1	1	-
Magazines	-	1	-
Other source	6	11	5
Base:	(137)	(82)	(153)

INFORMATION, NEWS ON WORLD TRENDS IN AGRICULTURE PRODUCTION

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	5	15	11
T.V.	18	13	10
Winnipeg newspaper	11	6	8
Local community/area newspaper	1	1	1
Farmer's/farming newspaper	7	10	8
Friends/neighbours	1	1	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	3	4	2
Other source	2	2	2
Not interested	52	48	57
	<u>100</u>	<u>100</u>	<u>100</u>

Sources Relied On Most/Second Most

Radio	21	28	17
T.V.	23	21	20
Winnipeg newspaper	18	18	14
Local community/area newspaper	3	2	9
Farmer's/farming newspaper	12	15	13
Friends/neighbours	3	2	2
Local church/club/store bulletin boards or notices	-	-	-
Magazines	5	6	2
Other source	7	9	4

Base: (137) (82) (153)

INFORMATION ON NEW CROPS

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	3	13	10
T.V.	7	2	4
Winnipeg newspaper	7	7	-
Local community/area newspaper	-	2	3
Farmer's/farming newspaper	12	16	10
Friends/neighbours	4	-	3
Local church/club/store bulletin boards or notices	-	-	-
Magazines	1	2	2
Other source	7	5	3
Not interested	59	53	65
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	11	21	14
T.V.	10	10	9
Winnipeg newspaper	9	11	2
Local community/area newspaper	4	4	14
Farmer's/farming newspaper	14	23	14
Friends/neighbours	10	6	5
Local church/club/store bulletin boards or notices	-	-	1
Magazines	4	5	5
Other source	13	13	5
Base:	(137)	(82)	(153)

INFORMATION ON NEW AGRICULTURAL TECHNIQUES

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	4	6	8
T.V.	7	6	4
Winnipeg newspaper	9	5	2
Local community/area newspaper	1	4	2
Farmer's/farming newspaper	7	23	12
Friends/neighbours	4	2	1
Local church/club/store bulletin boards or notices	-	-	-
Magazines	4	5	4
Other source	5	1	3
Not interested	59	48	64
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	9	16	13
T.V.	12	10	8
Winnipeg newspaper	11	9	4
Local community/area newspaper	3	6	10
Farmer's/farming newspaper	15	31	17
Friends/neighbours	8	7	5
Local church/club/store bulletin boards or notices	1	-	-
Magazines	7	6	7
Other source	10	15	6
Base:	(137)	(82)	(153)

INFORMATION ON DISEASE CONTROL

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sources Relied On Most</u>			
Radio	7	12	21
T.V.	14	15	12
Winnipeg newspaper	7	11	4
Local community/area newspaper	2	-	5
Farmer's/farming newspaper	7	17	9
Friends/neighbours	2	1	4
Local church/club/store bulletin boards or notices	-	-	1
Magazines	3	1	4
Other source	8	10	8
Not interested	50	33	32
	<u>100</u>	<u>100</u>	<u>100</u>
<u>Sources Relied On Most/Second Most</u>			
Radio	19	26	31
T.V.	21	26	28
Winnipeg newspaper	15	22	14
Local community/area newspaper	4	1	14
Farmer's/farming newspaper	10	20	13
Friends/neighbours	7	7	10
Local church/club/store bulletin boards or notices	-	-	2
Magazines	4	5	6
Other source	12	22	11
Base:	(137)	(82)	(153)

INFORMATION IMPORTANCE PERSPECTIVE

- Respondents were provided with a list of one hundred and two different types of information and were asked to rank their importance to them on a scale of one to ten. Their responses were then indexed so that the closer the index score is to one hundred the greater the level of importance and the closer the score is to zero the lower the level of importance. This table allows us to see the kinds of information people are looking for and identify any changes over time.

Index of Importance
(Maximum 100)

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Local weather information	89	61	86
Temperature forecasts	87	87	84
Short range weather forecasts	86	82	74
Local news information	84	83	85
Major news stories of the day	83	79	80
Precipitation forecasts	81	81	74
National news information	80	76	70
World news information	77	72	68
Road reports for local area and province	71	64	57
Long range weather forecasts	70	61	59
Medical, health care, nutrition information advice	64	66	61
Western Canada weather information	63	61	51
National weather information	62	61	51
Tax advice, information	62	55	50
Information on how to calculate interest payments, charges	62	55	45
What's on television	60	59	51
Listings for merchandise available, price comparisons, best buys at local stores	60	51	58
Tips, instruction on do-it-yourself projects (ie. carpentry, home improvement, decorating, auto repairs etc.)	59	53	48
Information on how to calculate mortgage rates	59	42	38
Grocery specials information	59	59	63
News or alerts of disease outbreaks in your area	58	54	65
Federal legislature news	58	61	46
News of sales in Winnipeg stores	58	53	44
Educational instruction information for children	57	47	47
Legal advice, information	56	54	47
Listings or directory of government services, programs available to the public - eg. Health, Welfare, Education, etc.	56	57	47
Daily money market prices and trends, interest rates, mortgage rates etc.	55	46	51
Provincial legislature news	54	57	47

Index of Importance
(Maximum 100)

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Mortgage information, advice	53	44	39
Catalogue information, items for sale at Eatons, The Bay, Simpsons etc.	53	43	39
News about local entertainment social activities, events, club meetings, functions etc.	53	55	45
News of sales in local stores	53	53	58
Information on Manitoba's recreation areas, facilities	52	50	42
Sports scores/sports news	52	52	39
Consumer reports (i.e. rating of performance of various products, services)	51	49	39
Information on metric conversions	51	47	33
Local council meetings news	50	54	41
News and analysis of economic trends	48	47	41
Information on how weather is affecting agricultural production in other countries	48	52	40
Access to Encyclopedia Britannica body of articles, information	47	38	30
Hobby, craft information (eg. instruction on gardening, photography, sewing, etc.)	46	47	39
News of local sports events	45	49	35
Sports instruction information (eg. hunting, fishing, golf, tennis tips etc.)	43	39	32
Financial/investment advice/information analysis on trends	42	38	28
Statistics Canada information/data	42	41	31
Listings of career, job opportunities	41	33	32
Street price listings in your local area for various commodities	40	38	33
Breakdowns of what kinds of crops are being grown locally, and across North America	39	39	30
Information on heat degree days year-to-date, and compared to previous years across Canadian and U.S. growing region	39	47	35

Index of Importance
(Maximum 100)

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Local real estate listings, market trends	38	31	26
Information of adult education courses available locally <u>not</u> in agriculture area	38	37	24
Listings of where to go for spare parts, that is, which dealers have which parts in stock in your area	38	40	36
Technical information or guidance on disease control, what kinds of sprays, chemicals, to use for certain problems	38	44	43
Restaurant guides, reviews for Winnipeg restaurants	38	30	23
Entertainment, theatre listings for Winnipeg	37	36	23
Information on amounts of precipitation year- to-date, and compared to previous years across Canadian and U.S. growing region	37	49	31
Educational reference material on history	37	35	21
Educational reference material on science, physics, etc.	37	26	19
<u>Daily agricultural news bulletins, highlighting major new developments, transactions, new policies, program announcements etc. pertaining to agriculture and farming</u>	37	40	32
Reference material, instructions for learning mathematics	37	29	21
Reference material, instructions for developing reading skills	37	29	22
Information on new government agricultural programs, policies, assistance	36	35	31
Agricultural commodity markets trading activity, listings	35	40	26
Information on new innovations in farming equipment	35	42	29
Expert analysis, newsletters, forecasting market price trends, commodity price trends for the future	35	38	27
American weather information	35	36	27

Index of Importance
(Maximum 100)

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
International weather information	35	35	27
Information on new developments in agriculture (eg. different crops, agricultural techniques)	35	40	30
Data on major, current world market trends in agricultural production/ output	35	36	29
Previous price trend data for commodities going back several months showing price changes	34	33	27
Information on farm land available for leasing, or for sale	34	36	30
Reference material, instructions for learning new languages	33	34	29
Educational reference material on agriculture	33	30	19
Contracts and quota information	33	34	26
Information, instructions on farm management	32	29	26
Listings of local agro-supply companies, what they carry, their prices	32	39	27
Elevator price listing in local area for various commodities	32	38	29
Rail/bus/airline schedules information	32	26	19
Financial markets, stocks, bonds listings	32	26	22
Prices, listings of farm equipment for sale in your area	32	38	32
Information on adult education courses available at the University of Manitoba other than courses in agriculture subjects	31	25	19
Information on what surpluses are being held locally, nationally; what grades and types of grain in storage	31	39	24
Educational information on subjects of interest to farmers, pre/post-emergence control of weeds, for example	30	40	30
Routing, transportation information and costs	30	38	28
Travel, tour packages available locally, or through Winnipeg	30	28	17
Prices, listings for chemicals, insecticides, herbicides in your area	29	37	31

Index of Importance
(Maximum 100)

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Prices, listings for fertilizers in your area	28	35	30
Prices, listings for seed available in your area	27	36	28
Information on farm labour availability, prices	27	29	21
Electronic games	26	22	12
Educational reference material on the arts, art appreciation, music appreciation, etc	25	23	20
Time/location/cost/content of various conferences or seminars on farming	25	28	18
Books available, can be ordered from a Bookmobile	25	20	13
Information on available Department of Agriculture's extension courses	25	25	20
Information on courses offered by Faculty of Agriculture at the University of Manitoba	24	25	15
Listing of new library books available	24	22	12
Information on livestock health problems, how to sight and deal with health problems	23	24	34
Market prices for livestock from major auctions	22	21	26
Information on number of cattle on feed in Canada, U.S.	19	23	18
Information on feed, hay for sale	18	20	18
Feed formulation information, how to change rations, what quantities to use	18	18	25
Information on livestock for sale	17	19	25
Base:	(137)	(82)	(153)

ACTIVITY PARTICIPATION PERSPECTIVE

- Respondents were again provided with a list of activities and asked to indicate how or where they do each of them. The following tables provide benchmark data for each of these activities to determine if the introduction of Telidon affects any of them and how.

DO YOUR BANKING

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	33	33
Drive to/in Elie	66	63
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	1	2
Drive to/in another centre	-	-
Order by mail	-	-
Order by telephone	-	-
Don't do	-	1
No opinion	-	1
	<u>100</u>	<u>100</u>
Base:	(137)	(82)

DO YOUR BANKING

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	12
Drive to/in Ste. Anne	45
Drive to/in St. Niverville	21
Drive to/in Steinbach	17
Drive to/in another centre	4
Order by mail	-
Order by telephone	-
Don't do	1
No opinion	-
	<u>100</u>

Base:

(153)

BUY WORK CLOTHES

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	93	78
Drive to/in Elie	-	-
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	4	11
Drive to/in another centre	-	1
Order by mail	-	-
Order by telephone	-	-
Don't do	2	9
No opinion	<u>1</u>	<u>1</u>
	100	100
Base:	(137)	(82)

BUY WORK CLOTHES

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	51
Drive to/in Ste. Anne	3
Drive to/in St. Niverville	-
Drive to/in Steinbach	35
Drive to/in another centre	2
Order by mail	1
Order by telephone	1
Don't do	7
No opinion	-
	<u>100</u>
Base:	(153)

BUY DRESS CLOTHES

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	95	89
Drive to/in Elie	1	1
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	3	6
Drive to/in another centre	-	-
Order by mail	-	-
Order by telephone	-	-
Don't do	-	1
No opinion	<u>1</u>	<u>3</u>
	100	100
Base:	(137)	(82)

BUY DRESS CLOTHES

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	65
Drive to/in Ste. Anne	2
Drive to/in St. Niverville	-
Drive to/in Steinbach	26
Drive to/in another centre	2
Order by mail	1
Order by telephone	1
Don't do	2
No opinion	1
	<u>100</u>

Base:

(153)

SHOP FOR YOUR FAMILY'S GROCERIES

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	76	67
Drive to/in Elie	13	12
Drive to/in St. Eustache	2	.1
Drive to/in Portage la Prairie	7	12
Drive to/in another centre	1	2
Order by mail	-	-
Order by telephone	-	-
Don't do	1	2
No opinion	-	4
	<u>100</u>	<u>100</u>
Base:	(137)	(82)

SHOP FOR YOUR FAMILY'S GROCERIES

	% of Respondents
	<u>Control</u> <u>Sample</u>
Drive to/in Winnipeg	16
Drive to/in Ste. Anne	24
Drive to/in St. Niverville	17
Drive to/in Steinbach	38
Drive to/in another centre	2
Order by mail	-
Order by telephone	-
Don't do	2
No opinion	1
	<u>100</u>
Base:	(153)

BUY DRESS SHOES

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	93	93
Drive to/in Elie	-	1
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	6	6
Drive to/in another centre	-	-
Order by mail	-	-
Order by telephone	-	-
Don't do	1	-
No opinion	-	-
	<u>100</u>	<u>100</u>
Base:	(137)	(82)

BUY DRESS SHOES

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	61
Drive to/in Ste. Anne	1
Drive to/in St. Niverville	-
Drive to/in Steinbach	34
Drive to/in another centre	1
Order by mail	1
Order by telephone	1
Don't do	1
No opinion	-
	<u>100</u>
Base:	(153)

BUY WORK SHOES/BOOTS

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	88	84
Drive to/in Elie	2	1
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	5	9
Drive to/in another centre	-	-
Order by mail	-	-
Order by telephone	-	-
Don't do	4	6
No opinion	<u>1</u>	<u>-</u>
	100	100
Base:	(137)	(82)

BUY WORK SHOES/BOOTS

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	53
Drive to/in Ste. Anne	1
Drive to/in St. Niverville	-
Drive to/in Steinbach	35
Drive to/in another centre	2
Order by mail	1
Order by telephone	-
Don't do	7
No opinion	<u>1</u>
	100
Base:	(153)

GO OUT TO DINNER

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	93	74
Drive to/in Elle	4	12
Drive to/in St. Eustache	1	-
Drive to/in Portage la Prairie	1	5
Drive to/in another centre	-	-
Order by mail	-	-
Order by telephone	-	-
Don't do	-	9
No opinion	<u>1</u>	<u>-</u>
	100	100
Base:	(137)	(82)

GO OUT TO DINNER

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	68
Drive to/in Ste. Anne	3
Drive to/in St. Niverville	1
Drive to/in Steinbach	14
Drive to/in another centre	2
Order by mail	-
Order by telephone	-
Don't do	12
No opinion	-
	<u>100</u>

Base:

(153)

GO OUT TO A BAR/LOUNGE

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	47	28
Drive to/in Elie	24	34
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	2	2
Drive to/in another centre	-	-
Order by mail	-	-
Order by telephone	-	-
Don't do	26	35
No opinion	<u>1</u>	<u>1</u>
	100	100
Base:	(137)	(82)

GO OUT TO A BAR/LOUNGE

	% of Respondents
	<u>Control</u>
	<u>Sample</u>
Drive to/in Winnipeg	30
Drive to/in Ste. Anne	9
Drive to/in St. Niverville	-
Drive to/in Steinbach	2
Drive to/in another centre	5
Order by mail	-
Order by telephone	-
Don't do	54
No opinion	-
	<u>100</u>

Base:

(153)

GO TO A LIBRARY

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	20	12
Drive to/in Elie	2	1
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	1	2
Drive to/in another centre	-	1
Order by mail	1	-
Order by telephone	-	-
Don't do	72	80
No opinion	<u>4</u>	<u>4</u>
	100	100
Base:	(137)	(82)

GO TO A LIBRARY

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	7
Drive to/in Ste. Anne	1
Drive to/in St. Niverville	3
Drive to/in Steinbach	2
Drive to/in another centre	1
Order by mail	1
Order by telephone	-
Don't do	85
No opinion	-
	<u>100</u>

Base:

(153)

BUY HOUSEHOLD ITEMS LIKE TOWELS, LINENS, CARPET, CURTAINS, ETC.

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	92	82
Drive to/in Elie	-	1
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	3	9
Drive to/in another centre	-	1
Order by mail	1	-
Order by telephone	-	-
Don't do	4	6
No opinion	-	1
	<u>100</u>	<u>100</u>
Base:	(137)	(82)

BUY HOUSEHOLD ITEMS LIKE TOWELS, LINENS, CARPETS, CURTAINS, ETC.

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	56
Drive to/in Ste. Anne	-
Drive to/in St. Niverville	3
Drive to/in Steinbach	27
Drive to/in another centre	-
Order by mail	4
Order by telephone	-
Don't do	4
No opinion	6
	<u>100</u>
Base:	(153)

PAY BILLS

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	17	16
Drive to/in Elie	39	40
Drive to/in St. Eustache	7	18
Drive to/in Portage la Prairie	1	4
Drive to/in another centre	-	-
Order by mail	31	17
Order by telephone	2	-
Don't do	2	4
No opinion	<u>1</u> 100	<u>1</u> 100
Base:	(137)	(82)

PAY BILLS

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	5
Drive to/in Ste. Anne	30
Drive to/in St. Niverville	19
Drive to/in Steinbach	12
Drive to/in another centre	4
Order by mail	25
Order by telephone	-
Don't do	3
No opinion	2
	<u>100</u>

Base:

(153)

BUY TICKETS FOR AIR TRAVEL

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	71	60
Drive to/in Elie	-	1
Drive to/in St. Eustache	-	1
Drive to/in Portage la Prairie	1	4
Drive to/in another centre	-	-
Order by mail	-	-
Order by telephone	2	1
Don't do	25	32
No opinion	<u>1</u>	<u>1</u>
	100	100
Base:	(137)	(82)

BUY TICKETS FOR AIR TRAVEL

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	35
Drive to/in Ste. Anne	1
Drive to/in St. Niverville	1
Drive to/in Steinbach	7
Drive to/in another centre	-
Order by mail	1
Order by telephone	5
Don't do	50
No opinion	-
	<u>100</u>
Base:	(153)

BUY TICKETS FOR A SPORTING EVENT

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	65	55
Drive to/in Elie	2	4
Drive to/in St. Eustache	-	2
Drive to/in Portage la Prairie	-	1
Drive to/in another centre	-	-
Order by mail	1	-
Order by telephone	2	1
Don't do	29	37
No opinion	<u>1</u>	<u>-</u>
	<u>100</u>	<u>100</u>
Base:	(137)	(82)

BUY TICKETS FOR A SPORTING EVENT

	% of Respondents
	<u>Control Sample</u>
Drive to/in Winnipeg	32
Drive to/in Ste. Anne	8
Drive to/in St. Niverville	3
Drive to/in Steinbach	1
Drive to/in another centre	2
Order by mail	1
Order by telephone	1
Don't do	52
No opinion	-
	<u>100</u>
Base:	(153)

BUY TICKETS FOR THE THEATRE/A PLAY/A LIVE SHOW

	% of Respondents	
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>
Drive to/in Winnipeg	72	60
Drive to/in Elie	-	-
Drive to/in St. Eustache	-	-
Drive to/in Portage la Prairie	-	1
Drive to/in another centre	-	-
Order by mail	2	-
Order by telephone	2	1
Don't do	24	38
No opinion	-	-
	<u>100</u>	<u>100</u>
Base:	(137)	(82)

BUY TICKETS FOR THE THEATRE/A PLAY/A LIVE SHOW

	% of Respondents
	<u>Control</u>
	<u>Sample</u>
Drive to/in Winnipeg	40
Drive to/in Ste. Anne	-
Drive to/in St. Niverville	-
Drive to/in Steinbach	4
Drive to/in another centre	2
Order by mail	1
Order by telephone	1
Don't do	50
No opinion	2
	<u>100</u>
Base:	(153)

HOBBIES PARTICIPATED IN

- The following table provides benchmark data on the hobbies respondents participate in regularly to see if Telidon creates any changes.

<u>Hobby/Activities Participated In On A Regular Basis</u>	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Gardening/raising plants	58	55	64
Reading	54	49	46
Cards/games	45	37	42
Volunteer work	33	31	20
Woodworking/refinishing	23	13	18
Home decorating	23	26	19
Tinkering with cars/motors	23	22	25
Knitting/crocheting	20	22	15
Photography	17	11	17
Sewing	16	23	23
Antique collecting	12	15	10
Macrame/handicrafts	10	9	9
Art/painting/drawing/sculpting	7	5	5
Stamp/coin collecting	5	9	9
Model building	4	2	2
Cake decorating	3	4	2
Electronics	3	2	2
Quilting	3	5	8
Dog breeding	3	2	4
Other	3	2	4
Base:	(137)	(82)	(153)

SPORTS PARTICIPATED IN

- In order to see if Telidon affects people's sports pursuits, benchmark data was gathered as to the sports-respondents participate in.

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Sports Participated In-On A Regular Basis</u>			
Fishing	42	35	36
Curling	40	29	17
Ice skating	31	27	20
Swimming/water sports	31	27	29
Hunting	29	28	28
Bicycling	25	17	23
Hiking/canoeing/camping	23	26	28
Golf	20	6	14
Baseball/softball	20	18	18
Bowling	15	10	16
Water skiing	13	11	9
Roller skating	11	4	6
Downhill skiing	10	5	4
Cross-country skiing	10	5	10
Horseback riding	7	8	10
Sailing/boating	7	11	15
Jogging/running	7	8	8
Tennis	4	2	4
Basketball	4	2	4
Racquetball/handball/paddleball	4	1	3
Airballoon flying	3	4	3
Badminton	2	-	2
Field hockey	2	2	3
None of these	15	28	27
Base:	(137)	(82)	(153)

NUMBER OF VISITS WITH FRIENDS/RELATIVES IN PAST MONTH

- To determine how Telidon affects socializing patterns, respondents were asked to provide benchmark data on how often they visited friends or relatives in the past month at their friends' or relatives' houses and at their own home.

Average Number Of Visits

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Visited in their home	8.9	9.1	8.1
Friends/relatives came to your home	9.4	11.0	10.4
Base:	(137)	(82)	(153)

TYPE OF TELEVISION SERVICES

- Respondents were asked to indicate the type of television service they now have in order to determine if the introduction of Telidon affects this.

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>Currently Have ...</u>			
Cable television	58	4	1
Roof/outdoor antenna	32	58	56
Rabbit ears/indoor antenna	9	32	37
Do not have television	-	6	6
No opinion	1	-	-
	<u>100</u>	<u>100</u>	<u>100</u>

Base: (137) (82) (153)

CABLE TELEVISION PERSPECTIVE

- Respondents were asked whether or not they are planning to get cable T.V. if they do not already have it. Again, this provides benchmark data to see if Telidon affects a cable T.V. hook-up in the future.

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
<u>In Future, Planning To ...</u>			
Get cable T.V.	35	60	35
Not get cable T.V.	3	32	60
Already have it/no opinion	62	8	5
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(137)	(82)	(153)

TELEVISION CHANNELS RECEIVED

- Respondents were asked to indicate all of the channels they currently receive on their television set.

<u>Television Channels Received</u> (selected)	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>Participants</u>	<u>Non-</u> <u>Participants</u>	<u>Control</u> <u>Sample</u>
3/CBC French/CBWT (cable 10)	85	73	72
9/CKND (cable 12)	75	89	89
6/CBC/CBWT (cable 2)	71	90	90
7/CKE/CTV (cable 5)	56	89	92
8/WDAZ (Devil's Lake)	39	2	-
11/KTMI (Fargo)	38	1	-
4/KXJB (Fargo)	37	1	1
5/CKX (Brandon)	34	1	1
KGFE (Grand Forks) (cable 3)	2	-	-
None	1	4	4
Base:	(137)	(82)	(153)

NUMBER OF LETTERS WRITTEN PER MONTH

- Respondents were asked to indicate the number of personal letters they write in a typical month in order to see if Telidon has any effect on this activity. The following table presents the benchmark data.

	Average Number		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Number of personal letters written in a typical month	2.6	3.4	3.6
Base:	(137)	(82)	(153)

NUMBER OF PHONE CALLS FROM HOME IN PAST WEEK

- In order to determine whether or not Telidon has an effect on phone calls, respondents were asked to indicate how many calls they made from their own homes during the past week.

	Average Number		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
Number of phone calls made from home in the past week	19.0	17.9	13.8
Base:	(137)	(82)	(153)

AWARENESS OF NOMENCLATURE

Respondents were presented with four names - Videotex, Telidon, Grassroots and Infomart - and asked whether or not they had read, seen or heard anything about each of them. This will give us benchmark data to determine any changes in awareness of the various names.

	<u>% of Total Field Trial Participants</u>
<u>Have Read, Heard, Seen Something About ...</u>	
Telidon	72
Grassroots	21
Videotex	20
Infomart	16
No opinion	26
	<u>*155</u>
Base:	(137)

* Total greater than 100% due to multiple response.

WHAT IS KNOWN OF VIDEOTEX

- Those aware of the Videotex name were asked what they know about Videotex. The following table outlines the benchmark responses to the question:

	<u>% of Total Field Trial Participants aware of Videotex</u>
<u>Typical Comments</u> (selected)	
Only heard of name/went to meeting	19
Cannot explain it/do not understand it	11
Provides information on television/uses television	11
Something to do/related with Telidon	7
Provides farming/agricultural information	4
Provides information on stock/wheat/grain/livestock markets	4
General information/retrieval system	4
Information that comes into your home/received in home	4
Information system you receive using telephone line and in-home terminal/screen	4
Don't know	7

Base:

*(27)

* Caution: small base.

WHAT IS KNOWN OF TELIDON

- Those aware of the Telidon name were asked what they know about Telidon. The following table outlines the benchmark responses to this question:

	<u>% of Total Field Trial Participants aware of Telidon</u>
<u>Typical Comments (selected)</u>	
System received over fibre optics line/ network/glass cablesystem	14
Only heard of name/went or going to meeting on it	11
Source of weather information/news	8
System hooked up to TV sets/uses television as its screen/display	6
Provides information on stock market/grain market/ livestock market	6
Is a shopping system/use for shopping	5
System which has any information needed/wide cross- section of data	4
Can't explain it/don't understand it yet	3
Expands cable television reception/get more TV channels with it/TV cable service	2
Name for Canadian two-way video display communication system	2
System which one uses their telephone to access/to call up use phone	2
System that supplies/gives more local information	2
Supplies information after pushing buttons/at your request	2
System being tested in this area/enlisting people in this area for testing	2
Gives us access to private telephone line	2
Don't know	11
Base:	(98)

WHAT IS KNOWN OF GRASSROOTS

- Those aware of the Grassroots name were asked what they know about Grassroots. The following table outlines benchmark response to this question:

	<u>% of Total Field Trial Participants Aware Of Grassroots</u>
<u>Typical Comments (selected)</u>	
Information system/package for farmers/farming	
information system/pertains to agricultural information	48
Part of Telidon/included in Telidon/comes through Telidon	14
Only heard of name	10
Has weather reports/information	7
Has grain market prices/data	7
Has livestock market prices/data/cattle/beef prices	7
Another name for Telidon/same as Telidon	7
Information system which uses TV screen/comes over TV	7
Home computer system	7
Information system on international markets/prices	3
Information system which comes over telephone lines/ uses telephone lines	3
Don't know	10

Base:

*(29)

* Caution: small base.

WHAT IS KNOWN OF INFOMART

- Those aware of the Infomart name were asked what they know about Infomart. The following table outlines benchmark responses to this question:

	<u>% of Total Field Trial Participants Aware Of Infomart</u>
<u>Typical Comments (selected)</u>	
Only heard of name	23
Company which is providing information for Telidon/ Grassroots/information centre	18
Supplies information on where to do shopping/where to buy things	18
Service that comes with Telidon/part of Telidon/included on Telidon	14
Owned by a newspaper company	5
Telecommunications company like CN-CP	5
Cable service company	5
Is an information retrieval system	5
Don't know	18
Base:	*(22)

* Caution: small base.

ANTICIPATION OF EXPERIENCE

- Those participating in the Telidon field trial were asked what they expect their experience to be like - positive, negative, or neither.

% of Total Field Trial
Participants

Anticipate Use Of The Service Will Be ...

A positive experience for you	91
A negative experience for you	2
Neither positive nor negative	5
No opinion	2
	<u>100</u>

Base:

(137)

EXPECTATION OF EASE OF USE

- Those participating in the field trial were asked how easy they expected the Telidon system would be to learn to use.

	<u>% of Total Field Trial Participants</u>
<u>Anticipate Service Will Be ...</u>	
Very easy to learn to use	32
Somewhat easy to learn to use	42
A little difficult to learn to use	22
Very difficult to learn to use	3
No opinion	<u>1</u>
	100
 Base:	 (137)

EXPECTATION OF FREQUENCY OF USE

- Those participating in the field trial were asked how often they expected to use this kind of service.

% of Total Field Trial
Participants

Anticipate Use...

Every day or almost every day	70
Once or twice a week	23
No more than once a week	5
No opinion	2
	<u>100</u>

Base:

(137)

COMPARISON WITH CURRENT INFORMATION SOURCES

- Those participating in the field trial were asked how much of an improvement they felt the Telidon system would be over their current information sources.

	<u>% of Total Field Trial Participants</u>
<u>Compared To Information Sources Currently Available, This System ...</u>	
Would be a big improvement	64
Would be some improvement	30
Would be a little improvement	4
Would be no improvement	1
No opinion	1
	<u>100</u>
Base:	(137)

ADVANTAGES OF TELIDON SYSTEM

- Those participating in the field trial were asked what they felt the benefits or advantages of the Telidon system would be for them. The following table details their responses.

	<u>% of Total Field Trial Participants</u>
<u>Typical Comments</u> (selected)	
Educational/can learn many things from it	20
Can get cable television with it/get more television channels	17
Save time/offers information at fingertips/provides information quickly/faster	17
Single composite source of information/a lot of information in one place	12
Means a better choice of TV programs to watch/better variety	8
Could allow shopping by phone/do most shopping from home	7
Provide better, more complete, more accurate weather information/satellite weather	7
Gives grain market listings/up-to-date grain prices	7
Helps out with farm management/day-to-day operation of the farm	6
Provides more access to information/thorough/complete access	5
Gives information on store prices/sales/shopping information	5
Information is easy to obtain/easy access	5
Gives livestock market/auction prices	4
Is available in our home/put in home	4
Base:	(137)

CONCERNS ABOUT TELIDON SYSTEM

- Those participating in the field trial were asked what they were concerned about or if they have any dislikes or problems with Telidon. Their responses are detailed as follows:

	<u>% of Total Field Trial Participants</u>
<u>Typical Comments (selected)</u>	
People invading our privacy/checking on how it it is working, etc.	4
Don't know what costs will be to us/costs/bill/ what unknown costs	4
Fear reception problems	4
What it will cost after trial is over/after 18 months/high price in future	4
Only fear of the unknown/afraid of what may result/ what I don't know	3
Too slow in coming	3
Don't like idea of electronic bank/don't trust telebanking	2
Have to pay for cable TV service/cable TV not included	2
None/don't know	63
Base:	(137)

INTEREST IN FUTURE SERVICES

- Participants in the field trial were provided with an explanation of five various services that would eventually be available to them to determine their interest in each. Respondents were asked to rank each of the services from one (most interested) to five (least interested).

% of Total
Field Trial
Participants

Interest In Receiving

Electronic Banking

1	21
2	32
3	20
4	18
5	7
No opinion	2
	<u>100</u>

Teleshopping

1	34
2	23
3	20
4	15
5	7
No opinion	1
	<u>100</u>

Electronic Mail Or Electronic Messaging

1	9
2	21
3	28
4	23
5	17
No opinion	2
	<u>100</u>

Electronic Ticket Purchasing Service

1	4
2	6
3	7
4	26
5	57
No opinion	-
	<u>100</u>

Computer-Aided Instruction Services

1	30
2	17
3	24
4	17
5	11
No opinion	1
	<u>100</u>

Base:

(137)

Average
(Maximum 1.0)

Total
Field Trial
Participants

Interest In Receiving (Rank Order)

Teleshopping	2.4
Electronic Banking	2.6
Computer-aided Instruction services	2.6
Electronic Mail Or Electronic Messaging	3.2
Electronic Ticket Purchasing Service	4.3

Base: (137)

DEMOGRAPHICS

DEMOGRAPHICS

SAMPLE SIZE	(137)	(82)	(153)
	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
SEX			
Male	65	57	65
Female	35	43	35
MARITAL STATUS			
Married	83	71	88
Single never been married	9	13	7
Separated/widowed/divorced	8	16	5
AGE			
Under 25	4	10	9
25 - 29	17	11	11
30 - 34	17	10	12
35 - 39	12	12	10
40 - 44	10	10	13
45 - 49	7	7	6
50 - 54	10	10	5
55 and over	23	30	34
Average age (years)	41.9	43.6	43.7
HAVE CHILDREN UNDER 18 YEARS RESIDING IN HOME			
	67	57	60
NUMBER OF CHILDREN UNDER 18 YEARS RESIDING AT HOME (% who have)			
One	36	36	25
Two	35	38	31
Three	17	17	26
Four	8	6	8
Five	2	-	4
Six	-	-	1
Seven	-	-	1
Eight or more	-	-	-

	% of Respondents		
	<u>Total</u> <u>Field Trial</u> <u>Participants</u>	<u>Non-</u> <u>Participants</u>	<u>Control</u> <u>Sample</u>
TOTAL CHILDREN UNDER EIGHTEEN ATTENDING			
French elementary school	53	47	30
English elementary school	22	26	58
Junior high school	36	30	41
Senior high school	30	34	27
College/university	3	-	1
Too young to go to school	44	32	69
Finished school/working	4	8	9
OCCUPATION OF MALE HOUSEHOLD HEAD			
Professional	5	2	2
Executive/owner	13	6	4
Clerical/officeworker	3	5	6
Agency/sales	8	5	3
Skilled labour	31	20	36
Craftsman	4	-	-
Unskilled	3	5	6
Military	1	-	-
Unemployed/retired	9	15	17
Farmer	18	27	22
OCCUPATION OF FEMALE HOUSEHOLD HEAD			
Professional	7	4	3
Executive/owner	1	5	2
Clerical/office worker	14	6	2
Agency/sales	1	-	1
Skilled labour	7	11	6
Craftsman	-	-	-
Unskilled	6	6	6
Housewife	54	51	65
Military	-	-	-
Unemployed/retired	2	4	4
Farmer	1	-	3
CITY/TOWN WHERE WORK IS LOCATED			
Elie	35	35	-
St. Eustache	12	21	-
Portage la Prairie	4	5	-
Headingsy	2	-	-
Winnipeg	16	2	15
Steinback	2	-	4
St. Anne	-	-	26
Riverville	-	-	13
Other	29	33	35

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
NUMBER OF ADULTS LIVING IN HOUSEHOLD			
One	9	16	8
Two	74	61	74
Three	7	16	12
Four	4	2	5
Five	2	1	-
Six	2	4	-
Seven	-	-	-
Eight or more	2	-	-
LANGUAGE USED IN CONVERSATION			
French	26	32	28
English	72	62	59
Other	2	6	12
LANGUAGE USED MOST OFTEN AT WORK/BUSINESS			
French	34	33	32
English	65	61	57
Other	1	7	11
EDUCATION			
Some/completed public school	18	30	34
Some high school	27	27	35
Completed high school	25	16	16
Some university/college	10	10	5
Completed university/college	8	8	2
Some/completed technical school	8	7	5
Some/completed graduate school	3	1	2
RESIDENCE			
Detached house/single family house	90	68	82
Semi-detached house/duplex	2	4	-
Apartment	-	7	1
Townhouse/row house	-	-	-
On a farm	6	17	10
Other	2	1	7
Rent/lease	10	21	10
Own	89	78	89

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
UNION MEMBERSHIP	26	22	10
LENGTH OF TIME LIVING IN COMMUNITY			
More than 10 years	71	73	60
5 - 10 years	16	13	16
Less than 5 years	11	12	24
SIZE OF PREVIOUS COMMUNITY OF RESIDENCE (% of those in current less than 5 years)			
Much larger	87	80	58
About the same size	13	10	25
Much smaller	-	10	17
HOUSEHOLD INCOME OF NON-FARMERS			
Less than \$10,000	7	13	14
\$10,000 - \$14,999	13	17	11
\$15,000 - \$19,999	12	12	20
\$20,000 - \$24,999	12	10	10
\$25,000 - \$29,999	12	7	9
\$30,000 - \$39,999	7	8	5
\$40,000 or over	12	4	4

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 1

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	23	21	10
English elementary school	10	13	19
Junior high school	16	15	21
Senior high school	23	23	17
College/university	1	-	1
Too young to go to school	21	17	22
Finished school/working	4	6	7
No first child	2	5	3
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(90)	(47)	(90)

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 2

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	21	19	7
English elementary school	7	6	18
Junior high school	13	13	15
Senior high school	6	4	9
College/university	1	-	-
Too young to go to school	11	8	22
Finished school/working	-	2	1
No second child	41	48	28
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(90)	(47)	(90)

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 3

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	7	6	9
English elementary school	4	4	16
Junior high school	7	2	3
Senior high school	1	4	1
College/university	1	-	-
Too young to go to school	6	6	13
Finished school/working	-	-	1
No third child	<u>74</u>	<u>78</u>	<u>57</u>
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(90)	(47)	(90)

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 4

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	2	-	3
English elementary school	1	2	2
Junior high school	-	-	1
Senior high school	-	2	1
College/university	-	-	-
Too young to go to school	6	-	7
Finished school/working	-	-	-
No fourth child	<u>91</u>	<u>96</u>	<u>86</u>
	100	100	100
Base:	(90)	(47)	(90)

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 5

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	-	-	2
English elementary school	-	-	3
Junior high school	-	-	-
Senior high school	-	-	-
College/university	-	-	-
Too young to go to school	1	-	2
Finished school/working	-	-	-
No fifth child	99	100	93
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(90)	(47)	(90)

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 6

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	-	-	-
English elementary school	-	-	-
Junior high school	-	-	-
Senior high school	-	-	-
College/university	-	-	-
Too young to go to school	-	-	1
Finished school/working	-	-	-
No sixth child	<u>100</u>	<u>100</u>	<u>99</u>
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(90)	(47)	(90)

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 7

	% of Respondents		
	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	-	-	-
English elementary school	-	-	-
Junior high school	-	-	-
Senior high school	-	-	-
College/university	-	-	-
Too young to go to school	-	-	-
Finished school/working	-	-	2
No seventh child	<u>100</u>	<u>100</u>	<u>98</u>
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(90)	(47)	(90)

WHERE DO YOUR CHILDREN GO TO SCHOOL ... CHILD # 8

% of Respondents

	<u>Total Field Trial Participants</u>	<u>Non- Participants</u>	<u>Control Sample</u>
French elementary school	-	-	-
English elementary school	-	-	-
Junior high school	-	-	-
Senior high school	-	-	-
College/university	-	-	-
Too young to go to school	-	-	-
Finished school/working	-	-	-
No eighth child	<u>100</u>	<u>100</u>	<u>100</u>
	<u>100</u>	<u>100</u>	<u>100</u>
Base:	(90)	(47)	(90)

QUESTIONNAIRE

1 2 3 4
5-1
6-1

GOLDFARR CONSULTANTS

PROJECT #819109 - A

Good morning/afternoon/evening. My name is _____ and I am representing Goldfarr Consultants, which is an independent, Canadian behaviour and attitude research company. Goldfarr Consultants is in the process of conducting a study on behalf of the Manitoba Telephone System in the communities of Elie and St. Eustache among those residents who have been selected to participate in the special field trial study of new communication equipment.

We understand that your household has been selected to participate in this study, and that you have been contacted by MTS public relations personnel with regard to the study we are conducting. At this time we would like to arrange an appointment with you to come to your house in the next few days to sit down with you for about one hour to have you answer some questions and give us some information on you and your family.

What would be a convenient time for you, then, in the next few days for us to get together.

RESPONDENT'S NAME _____

RESPONDENT'S ADDRESS _____

TELEPHONE NUMBER _____

APPOINTMENT DATE _____

APPOINTMENT TIME _____

Also, we shall be sending bilingual interviewers into your area to conduct some of the interviews. Would you prefer to have this interview conducted...

In English
In French

SECTION ONE

*DUP 1-4,5-2, DUP 6,7

1. First, we would like to find out a little about how you spend you time, and what various sources you personally use to get different types of information.

First, tell me, lately, have you been spending more time at home, less time at home or about the same amount of time at home? (CHECK ONE)

More 8-1
 Less 2
 About the same amount 3

2. Next, for a moment, carefully think back over what you have done in the past week, and tell me, over the past seven days, about how much time did you spend, in total, doing each of the following. (ROTATE ORDER BETWEEN INTERVIEWS).

(TIME SPENT IN LAST WEEK)

	<u>Hours</u>	:	<u>Minutes</u>	
Watching T.V.	_____	:	_____	9-12
Listening to A.M. radio	_____	:	_____	13-16
Listening to F.M. radio	_____	:	_____	17-20
Reading a book/books	_____	:	_____	21-24
Reading the Winnipeg Free Press	_____	:	_____	25-28
Reading the Portage Daily Graphic	_____	:	_____	29-32
Reading the Portage Leader	_____	:	_____	33-36
Reading La Liberte	_____	:	_____	37-40
Reading the Manitoba Co-operator	_____	:	_____	41-44
Reading The Western Producer	_____	:	_____	45-48
Reading the UGG News	_____	:	_____	49-52
Reading magazines	_____	:	_____	53-56
Listening to records/tapes at home	_____	:	_____	57-60
Doing personal hobbies/crafts	_____	:	_____	61-64
Participating in sports/exercising	_____	:	_____	65-68
Attending community public meetings	_____	:	_____	69-72
Attending church/church functions	_____	:	_____	73-76
Watching/attending local sporting events	_____	:	_____	77-80
Attending club meetings (ie. 4-H, Lions, etc.)	_____	:	_____	*8-11
Playing games at home (ie. cards, board games, video games, etc.)	_____	:	_____	12-15
Playing games away from home (ie. bingo, cards, electronic games, etc.)	_____	:	_____	16-19
Going out for entertainment (ie. to dinner, dancing, to a movie, theatre, etc.)	_____	:	_____	20-23

(TIME SPENT IN LAST WEEK)

	<u>Hours</u>	:	<u>Minutes</u>	
Entertaining company/friends in your own home	_____	:	_____	24-27
Visiting friends/someone in their home	_____	:	_____	28-31
Other activity (write in below)				
_____	_____	:	_____	
_____	_____	:	_____	
_____	_____	:	_____	
_____	_____	:	_____	

3. During a typical week, do you do each of the following regularly, that is, every day or nearly every day; occasionally, that is, a couple of times a week; or seldom or never. (ROTATE ORDER BETWEEN INTERVIEWS).

	<u>Regularly</u> (every day or nearly every day)	<u>Occasionally</u> (a couple of times a week)	<u>Seldom/never</u>
Watch the 6:00 o'clock/early evening evening news on T.V.	<input type="checkbox"/> 32-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Watch the late evening news on T.V.	<input type="checkbox"/> 33-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Listen to the news on radio	<input type="checkbox"/> 34-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a weekly news magazine	<input type="checkbox"/> 35-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a book or books	<input type="checkbox"/> 36-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Go to the library	<input type="checkbox"/> 37-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Listen to recorded music, records, tapes in your home	<input type="checkbox"/> 38-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow stock market listings, quotations	<input type="checkbox"/> 39-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow weather reports	<input type="checkbox"/> 40-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow grain, agricultural commodity markets trading activity	<input type="checkbox"/> 41-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Seek out sports scores, sports news	<input type="checkbox"/> 42-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read farming papers/magazines/journals	<input type="checkbox"/> 43-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a newspaper	<input type="checkbox"/> 44-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

4a) Now, with respect to your personal television viewing habits, would you say that the amount of time you spend watching television in the last few months during each of the following time periods is increasing, decreasing or remaining about the same? (FOR EACH, CHECK ONE ONLY).

		<u>Increasing</u>	<u>Decreasing</u>	<u>Remaining about the same</u>
i)	Weekend/daytime	<input type="checkbox"/> 45-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
ii)	Weekend/evening	<input type="checkbox"/> 46-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iii)	Weekdays/daytime	<input type="checkbox"/> 47-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iv)	Weekdays/evening	<input type="checkbox"/> 48-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

4b) And what two or three television stations do you personally prefer to watch? (WRITE IN CALL LETTERS OR CHANNEL NUMBERS)

_____ 49-
 _____ 50-

4c) Thirdly, what kinds of television programs do you prefer watching or like watching best? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED).

News	<input type="checkbox"/> 51-Y	Drama	<input type="checkbox"/> 5
Sports	<input checked="" type="checkbox"/> X	Comedies	<input type="checkbox"/> 6
Documentaries	<input type="checkbox"/> 0	Crime detection	<input type="checkbox"/> 7
Westerns	<input type="checkbox"/> 1	Talk shows	<input type="checkbox"/> 8
Movies	<input type="checkbox"/> 2	Quiz shows/game shows	<input type="checkbox"/> 9
Specials	<input type="checkbox"/> 3	Soap operas	<input type="checkbox"/> 52-Y
Educational	<input type="checkbox"/> 4	Other _____	<input type="checkbox"/> X

(specify)

5a) Next, with respect to listening to the radio, would you say that the amount of time you spend listening to the radio in the last few months during each of the following time periods is increasing, decreasing or remaining about the same? (FOR EACH, CHECK ONE ONLY.)

		<u>Increasing</u>	<u>Decreasing</u>	<u>Remaining about the same</u>
i)	Weekend/daytime	<input type="checkbox"/> 53-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
ii)	Weekend/evening	<input type="checkbox"/> 54-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iii)	Weekdays/daytime	<input type="checkbox"/> 55-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iv)	Weekdays/evening	<input type="checkbox"/> 56-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

5b) And what two or three radio stations do you personally prefer to listen to? (WRITE IN CALL LETTERS OR STATION NUMBERS)

_____ 57-
 _____ 58-

5c) Thirdly, what kinds of radio programs do you prefer listening to or like listening to best? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED).

World news	<input type="checkbox"/> 59-Y	Talk shows	<input type="checkbox"/> 3
National news	<input checked="" type="checkbox"/> X	Educational	<input type="checkbox"/> 4
Local news	<input type="checkbox"/> 0	Music	<input type="checkbox"/> 5
Farm news/Radio	<input type="checkbox"/> 1	Other _____	<input type="checkbox"/> 6
Noon	<input type="checkbox"/> 2		
Sports	<input type="checkbox"/> 2		

(specify)

5d) Where do you listen to the radio most often?

At home	<input type="checkbox"/> 60-1	At work	<input type="checkbox"/> 3
In a car	<input type="checkbox"/> 2	Other _____	<input type="checkbox"/> 4

(specify)

6a) With respect to newspapers, first, tell me does your household subscribe to any daily or weekly newspapers?

Yes 61-1 No 2

IF 'YES', ASK... What ones?

_____ 62-

6b) Would you classify yourself as a very thorough, a somewhat thorough, a casual newspaper reader or a non-reader of newspapers? (CHECK ONE)

Very thorough 63-1
Somewhat thorough 2
Casual 3
Non-reader 4 SKIP TO Q.7

6c) Would you say that the amount of time you are spending reading newspapers in the past few months is increasing, decreasing or remaining about the same? (CHECK ONE)

Increasing 64-1
Decreasing 2
Remaining about the same 3

6d) What sections or parts of a newspaper do you look at or regularly read? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED.)

Front page	<input type="checkbox"/> 65-Y	Family/Womens section	<input type="checkbox"/> 7
World news	<input type="checkbox"/> X	Specific columns	<input type="checkbox"/> 8
National news	<input type="checkbox"/> 0	Comics	<input type="checkbox"/> 9
Local news	<input type="checkbox"/> 1	Classified ads	<input type="checkbox"/> 66-Y
News summaries	<input type="checkbox"/> 2	Editorials	<input type="checkbox"/> X
News/content index	<input type="checkbox"/> 3	Letters to editor	<input type="checkbox"/> 0
Sports section	<input type="checkbox"/> 4	TV supplement	<input type="checkbox"/> 1
Business/financial news	<input type="checkbox"/> 5	Farming news/section	<input type="checkbox"/> 2
Entertainment section	<input type="checkbox"/> 6	Other _____ (specify)	<input type="checkbox"/> 3

7. What magazines, if any, do you read regularly or occasionally at home or away from home or do you subscribe to? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED)

Actualite	<input type="checkbox"/> 67-Y	Fortune	<input type="checkbox"/> 3	Racquets Canada	<input type="checkbox"/> 8
Alberta Report	<input checked="" type="checkbox"/> X	Good Farming	<input type="checkbox"/> 4	Reader's Digest (English)	<input type="checkbox"/> 9
Alberta Weekly	<input type="checkbox"/> 0	Good Housekeeping	<input type="checkbox"/> 5	Redbook	<input type="checkbox"/> 72-Y
Atlantic Insight	<input type="checkbox"/> 1	Gourmet	<input type="checkbox"/> 6	Report on Farming	<input checked="" type="checkbox"/> X
Better Homes & Gardens	<input type="checkbox"/> 2	Harrowsmith	<input type="checkbox"/> 7	Saturday Night	<input type="checkbox"/> 0
Business Week	<input type="checkbox"/> 3	Homemaker's	<input type="checkbox"/> 8	Scientific American	<input type="checkbox"/> 1
Canadian Business	<input type="checkbox"/> 4	Kanata	<input type="checkbox"/> 9	Selection	<input type="checkbox"/> 2
Canadian Geographic	<input type="checkbox"/> 5	Ladies Home Journal	<input type="checkbox"/> 70-Y	Ski Canada	<input type="checkbox"/> 3
Canadian Home Decor	<input type="checkbox"/> 6	L'Auberge	<input checked="" type="checkbox"/> X	Skyword	<input type="checkbox"/> 4
Canadian Living	<input type="checkbox"/> 7	Le Lundi	<input type="checkbox"/> 0	Sports Club	<input type="checkbox"/> 5
Canadian Secretary	<input type="checkbox"/> 8	Legion	<input type="checkbox"/> 1	Time	<input type="checkbox"/> 6
Cattleman	<input type="checkbox"/> 9	Les Affaires	<input type="checkbox"/> 2	Today Magazine	<input type="checkbox"/> 7
Chatelaine (English)	<input type="checkbox"/> 68-Y	Maclean's	<input type="checkbox"/> 3	True Confessions	<input type="checkbox"/> 8
Chatelaine (French)	<input checked="" type="checkbox"/> X	Madame Au Foyer	<input type="checkbox"/> 4	T.V. Guide	<input type="checkbox"/> 9
Consumerateur	<input type="checkbox"/> 0	Mademoiselle	<input type="checkbox"/> 5	Us	<input type="checkbox"/> 73-Y
Consumers' Report	<input type="checkbox"/> 1	McCalls	<input type="checkbox"/> 6	Union Farmer	<input checked="" type="checkbox"/> X
Co-op Consumer	<input type="checkbox"/> 2	Ms.	<input type="checkbox"/> 7	Viva	<input type="checkbox"/> 0
Cosmopolitan	<input type="checkbox"/> 3	National Geographic	<input type="checkbox"/> 8	Vogue	<input type="checkbox"/> 1
Country Guide	<input type="checkbox"/> 4	New Yorker	<input type="checkbox"/> 9	Western Living	<input type="checkbox"/> 2
Decormag	<input type="checkbox"/> 5	Newsweek	<input type="checkbox"/> 71-Y	Westworld	<input type="checkbox"/> 3
Enroute	<input type="checkbox"/> 6	Omni	<input checked="" type="checkbox"/> X	Winnipeg Magazine	<input type="checkbox"/> 4
Epicure	<input type="checkbox"/> 7	People	<input type="checkbox"/> 0	Woman's Day	<input type="checkbox"/> 5
Equipment Dealer's publications	<input type="checkbox"/> 8	Perspective	<input type="checkbox"/> 1	Other magazines (write in)	<input type="checkbox"/> 6
Evasion	<input type="checkbox"/> 9	Photo Canada	<input type="checkbox"/> 2		
Executive	<input type="checkbox"/> 69-Y	Photography Today	<input type="checkbox"/> 3		
Family Circle	<input checked="" type="checkbox"/> X	Playgirl/Playboy	<input type="checkbox"/> 4		
Farm Light & Power	<input type="checkbox"/> 0	Psychology Today	<input type="checkbox"/> 5		
Financial Post Magazine	<input type="checkbox"/> 1	Quebec Science	<input type="checkbox"/> 6		
Flare	<input type="checkbox"/> 2	Quest	<input type="checkbox"/> 7		

8. About how many books have you read in the past three months? (CHECK ONE ONLY)

One	<input type="checkbox"/> 74-Y	Four	<input type="checkbox"/> 1	Seven	<input type="checkbox"/> 4	Ten or more	<input type="checkbox"/> 7
Two	<input checked="" type="checkbox"/> X	Five	<input type="checkbox"/> 2	Eight	<input type="checkbox"/> 5	None	<input type="checkbox"/> 8
Three	<input type="checkbox"/> 0	Six	<input type="checkbox"/> 3	Nine	<input type="checkbox"/> 6		

9. About how many times have you been to a library in the past three months? (CHECK ONE)

Once	<input type="checkbox"/> 75-Y	Five times	<input type="checkbox"/> 2	Nine times	<input type="checkbox"/> 6
Twice	<input checked="" type="checkbox"/> X	Six times	<input type="checkbox"/> 3	Ten times	<input type="checkbox"/> 7
Three times	<input type="checkbox"/> 0	Seven times	<input type="checkbox"/> 4	More than ten times	<input type="checkbox"/> 8
Four times	<input type="checkbox"/> 1	Eight times	<input type="checkbox"/> 5	None	<input type="checkbox"/> 9

*DUP 1-4,5-3,
DUP 6,7

SECTION TWO

1. Next, we are interested in where you go or what sources you rely on most and second most for each of a series of topics or subjects. For each, please check one source for most relied on and then one for second most relied on. (HAND RESPONDENT THE QUESTIONNAIRE)

Sources Of Information

Relied on

	Radio	T.V.	Winnipeg news-paper	Local area news-paper	Farm-ers/ Farm-ing news-papers	Friends/ neigh-bours	Local church/ club/ store bulletin or notices	Maga-zines	Other	Not inter-ested in
<u>Weather information</u>										
Rely on most	<input type="checkbox"/> 76-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 77-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Major news stories of the day:</u>										
Rely on most	<input type="checkbox"/> 78-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 79-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Sports scores/ sports news:</u>										
Rely on most	<input type="checkbox"/> 80-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> *8-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Local news stories:</u>										
Rely on most	<input type="checkbox"/> 9-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 10-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>What's on television:</u>										
Rely on most	<input type="checkbox"/> 11-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 12-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News about local entertainment, social activities, events, club meetings, functions, etc:</u>										
Rely on most	<input type="checkbox"/> 13-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 14-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News of local stores' sales:</u>										
Rely on most	<input type="checkbox"/> 15-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 16-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News of local sports events:</u>										
Rely on most	<input type="checkbox"/> 17-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 18-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

----- Sources Of Information -----
Relied on

	Radio	T.V.	Winnipeg news-paper	Local Farm-unity news-paper	Farm-ers' news-paper	Friends/ neigh-bours	Local church/ club/ store bulletin or notices	Maga-zines	Other	Not inter-ested in
Stock market news, information										
Rely on most	<input type="checkbox"/> 19-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 20-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Agricultural commodity markets trading activity:										
Rely on most	<input type="checkbox"/> 21-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 22-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Economic trends-inflation, value of the dollar, gold prices, interest rates, etc:										
Rely on most	<input type="checkbox"/> 23-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 24-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Travel news, information:										
Rely on most	<input type="checkbox"/> 25-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 26-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Financial, tax information you need in your work/business:										
Rely on most	<input type="checkbox"/> 27-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 28-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on various government services available to you:										
Rely on most	<input type="checkbox"/> 29-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 30-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Hobby/craft information:										
Rely on most	<input type="checkbox"/> 31-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 32-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Consumer assistance, advice, information:										
Rely on most	<input type="checkbox"/> 33-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 34-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

----- Sources Of Information -----
Relied on

	<u>Radio</u>	<u>T.V.</u>	<u>Winnipeg news-paper</u>	<u>Local area news-paper</u>	<u>Farm-ers/ unity Farm-ing news-paper</u>	<u>Friends/ neigh-bours</u>	<u>Local church/ club/ store bulletin or notices</u>	<u>Maga-zines</u>	<u>Other</u>	<u>Not inter-ested in</u>
<u>Acquiring information to increase your knowledge of specific subject matter of interest to you:</u>										
Rely on most	<input type="checkbox"/> 35-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 36-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information used for fun, entertainment value:</u>										
Rely on most	<input type="checkbox"/> 37-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 38-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on used machinery for sale:</u>										
Rely on most	<input type="checkbox"/> 39-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 40-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on feed/hay for sale:</u>										
Rely on most	<input type="checkbox"/> 41-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 42-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on live-stock, cattle for sale:</u>										
Rely on most	<input type="checkbox"/> 43-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 44-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on live-stock market selling prices</u>										
Rely on most	<input type="checkbox"/> 45-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 46-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on auto-mobiles for sale:</u>										
Rely on most	<input type="checkbox"/> 47-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 48-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on machinery parts for sale:</u>										
Rely on most	<input type="checkbox"/> 49-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 50-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on fertilizer prices, supplies available:</u>										
Rely on most	<input type="checkbox"/> 51-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 52-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

Sources Of Information

Relied on

	Radio	T.V.	Winnipeg news-paper	Local area news-paper	Farm-ers/ Farm- news-paper	Friends/ neigh-bours	Local church/ club/ store bulletin or notices	Maga-zines	Other	Not interested in
<u>Information on insecticide, spray prices, supplies available:</u>										
Rely on most	<input type="checkbox"/> 53-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 54-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on labour for hire:</u>										
Rely on most	<input type="checkbox"/> 55-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 56-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on grain contracts, quotas:</u>										
Rely on most	<input type="checkbox"/> 57-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 58-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information, news on disease outbreaks in your area:</u>										
Rely on most	<input type="checkbox"/> 59-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 60-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information, news on major grain sales, transactions:</u>										
Rely on most	<input type="checkbox"/> 61-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 62-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information, news on world trends in agriculture production:</u>										
Rely on most	<input type="checkbox"/> 63-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 64-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on new crops:</u>										
Rely on most	<input type="checkbox"/> 65-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 66-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on new agricultural techniques:</u>										
Rely on most	<input type="checkbox"/> 67-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 68-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Information on disease control:</u>										
Rely on most	<input type="checkbox"/> 69-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 70-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

SECTION THREE

*DUP 1-4,5-4
DUP 6,7

1. Next, I would like you to rate the importance to you of each of the following kinds of information or subjects using a one to ten scale. A rating of ten means that information is very important to you. A ratings of one means that it is not important at all to you. And the numbers between represent the degrees between. (HAND RESPONDENT THE QUESTIONNAIRE.)

	Not important <u>at all</u>										Very <u>important</u>
Local weather information	1	2	3	4	5	6	7	8	9	10	(71)
National weather information	1	2	3	4	5	6	7	8	9	10	(72)
Western Canada weather information	1	2	3	4	5	6	7	8	9	10	(73)
American weather information	1	2	3	4	5	6	7	8	9	10	(74)
International weather information	1	2	3	4	5	6	7	8	9	10	(75)
Temperature forecasts	1	2	3	4	5	6	7	8	9	10	(76)
Precipitation forecasts	1	2	3	4	5	6	7	8	9	10	(77)
Short range weather forecasts	1	2	3	4	5	6	7	8	9	10	(78)
Long range weather forecasts	1	2	3	4	5	6	7	8	9	10	(79)
Information on how weather is affecting agricultural production in other countries	1	2	3	4	5	6	7	8	9	10	(80)
Major news stories of the day	1	2	3	4	5	6	7	8	9	10	(*8)
World news information	1	2	3	4	5	6	7	8	9	10	(9)
National news information	1	2	3	4	5	6	7	8	9	10	(10)
Local news information	1	2	3	4	5	6	7	8	9	10	(11)
Sports scores/sports news	1	2	3	4	5	6	7	8	9	10	(12)
What's on television	1	2	3	4	5	6	7	8	9	10	(13)
News about local entertainment social activities, events, club meetings, functions, etc	1	2	3	4	5	6	7	8	9	10	(14)
News of sales in local stores	1	2	3	4	5	6	7	8	9	10	(15)
News of sales in Winnipeg stores	1	2	3	4	5	6	7	8	9	10	(16)
News of local sports events	1	2	3	4	5	6	7	8	9	10	(17)
Financial markets, stocks, bonds listings	1	2	3	4	5	6	7	8	9	10	(18)
Agricultural commodity markets trading activity, listings	1	2	3	4	5	6	7	8	9	10	(19)

	<u>Not important</u> at all										<u>Very</u> important
News and analysis of economic trends	1	2	3	4	5	6	7	8	9	10	(20)
Local council meetings news	1	2	3	4	5	6	7	8	9	10	(21)
Provincial legislature news	1	2	3	4	5	6	7	8	9	10	(22)
Federal legislature news	1	2	3	4	5	6	7	8	9	10	(23)
Rail/bus/airline schedules information	1	2	3	4	5	6	7	8	9	10	(24)
Travel, tour packages available locally, or through Winnipeg	1	2	3	4	5	6	7	8	9	10	(25)
Statistics Canada information/ data	1	2	3	4	5	6	7	8	9	10	(26)
Financial/investment advice/ information, analysis on trends	1	2	3	4	5	6	7	8	9	10	(27)
Mortgage information, advice	1	2	3	4	5	6	7	8	9	10	(28)
Tax advice, information	1	2	3	4	5	6	7	8	9	10	(29)
Legal advice, information	1	2	3	4	5	6	7	8	9	10	(30)
Listings or directory of government services, programs available to the public - eg. Health, Welfare, Education, etc.	1	2	3	4	5	6	7	8	9	10	(31)
Restaurant guides, reviews for Winnipeg restaurants	1	2	3	4	5	6	7	8	9	10	(32)
Entertainment, theatre listings for Winnipeg	1	2	3	4	5	6	7	8	9	10	(33)
Electronic games	1	2	3	4	5	6	7	8	9	10	(34)
Consumer reports (i.e. rating of performance of various products, services)	1	2	3	4	5	6	7	8	9	10	(35)
Catalogue information, items for sale at Eatons, The Bay, Simpsons, etc.	1	2	3	4	5	6	7	8	9	10	(36)
Grocery specials information	1	2	3	4	5	6	7	8	9	10	(37)
Listings for merchandise available, price comparisons, best buys at local stores	1	2	3	4	5	6	7	8	9	10	(38)
Road reports for local area and province	1	2	3	4	5	6	7	8	9	10	(39)
Information on Manitoba's recreation areas, facilities	1	2	3	4	5	6	7	8	9	10	(40)

	<u>Not important at all</u>					<u>Very important</u>					
	1	2	3	4	5	6	7	8	9	10	(41)
Listings of career, job opportunities	1	2	3	4	5	6	7	8	9	10	(41)
Local real estate listings, market trends	1	2	3	4	5	6	7	8	9	10	(42)
Hobby, craft information (eg. instruction on gardening, photography, sewing, etc).	1	2	3	4	5	6	7	8	9	10	(43)
Sports instruction information (eg. hunting, fishing, golf, tennis tips, etc.)	1	2	3	4	5	6	7	8	9	10	(44)
Listing of new library books available	1	2	3	4	5	6	7	8	9	10	(45)
Books available, can be ordered from a Bookmobile	1	2	3	4	5	6	7	8	9	10	(46)
Information on available Department of Agriculture's extension courses	1	2	3	4	5	6	7	8	9	10	(47)
Information on courses offered by Faculty of Agriculture at the University of Manitoba	1	2	3	4	5	6	7	8	9	10	(48)
Information of adult education courses available locally <u>not</u> in agriculture area	1	2	3	4	5	6	7	8	9	10	(49)
Information on adult education courses available at the University of Manitoba other than courses in agriculture subjects	1	2	3	4	5	6	7	8	9	10	(50)
Tips, instruction on do-it-yourself projects (ie. carpentry, home improvement, decorating, auto repairs etc.)	1	2	3	4	5	6	7	8	9	10	(51)
Educational reference material on history	1	2	3	4	5	6	7	8	9	10	(52)
Educational reference material on science, physics, etc.	1	2	3	4	5	6	7	8	9	10	(53)

	<u>Not important at all</u>										<u>Very important</u>										
Educational reference material on the arts, art appreciation, music appreciation, etc.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(54)
Educational reference material on agriculture	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(55)
Access to Encyclopedia Britannica body of articles, information	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(56)
Reference material, instructions for learning new languages	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(57)
Reference material, instructions for learning mathematics	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(58)
Reference material, instructions for developing reading skills	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(59)
Educational instruction, information for children	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(60)
Medical, health care, nutrition information advice	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(61)
Information, instruction on farm management	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(62)
<u>Daily agricultural news bulletins, highlighting major new developments, transactions, new policies, program announcements etc. pertaining to agriculture and farming</u>	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(63)
Technical information or guidance on disease control, what kinds of sprays, chemicals, to use for certain problems	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(64)
News or alerts of disease outbreaks in your area	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(65)
Prices, listings of farm equipment for sale in your area	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(66)
Listings of where to go for spare parts, that is, which dealers have which parts in stock in your area	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(67)

	<u>Not important at all</u>					<u>Very important</u>					
	1	2	3	4	5	6	7	8	9	10	
Data on major, current world market trends in agricultural production/output	1	2	3	4	5	6	7	8	9	10	(68)
Breakdowns of what kinds of crops are being grown locally, and across North America	1	2	3	4	5	6	7	8	9	10	(69)
Contracts and quota information	1	2	3	4	5	6	7	8	9	10	(70)
Information on new government agricultural programs, policies, assistance	1	2	3	4	5	6	7	8	9	10	(71)
Information on farm labour availability, prices	1	2	3	4	5	6	7	8	9	10	(72)
Information on <u>new</u> developments in agriculture (eg. different crops, agricultural techniques)	1	2	3	4	5	6	7	8	9	10	(73)
Street price listings in your local area for various commodities	1	2	3	4	5	6	7	8	9	10	(74)
Elevator price listing in local area for various commodities	1	2	3	4	5	6	7	8	9	10	(75)
Expert analysis, newsletters, forecasting market price trends, commodity price trends for the future	1	2	3	4	5	6	7	8	9	10	(76)
Previous price trend data for commodities going back several months showing price changes	1	2	3	4	5	6	7	8	9	10	(77)
Listings of local agro-supply companies, what they carry, their prices	1	2	3	4	5	6	7	8	9	10	(78)
Information on new innovations in farming equipment	1	2	3	4	5	6	7	8	9	10	(79)

	<u>Not important</u> <u>at all</u>					<u>Very</u> <u>important</u>					
	1	2	3	4	5	6	7	8	9	10	
Market prices for livestock from major auctions	1	2	3	4	5	6	7	8	9	10	(80)
Daily money market prices and trends, interest rates, mortgage rates, etc.	1	2	3	4	5	6	7	8	9	10	(*8)
Information on farm land available for leasing, or for sale	1	2	3	4	5	6	7	8	9	10	(9)
Educational information on subjects of interest to farmers, pre/post-emergence control of weeds, for example	1	2	3	4	5	6	7	8	9	10	(10)
Routing, transportation information and costs	1	2	3	4	5	6	7	8	9	10	(11)
Time/location/cost/content of various conferences or seminars on farming	1	2	3	4	5	6	7	8	9	10	(12)
Information on amounts of precipitation year-to-date, and compared to previous years across Canadian and U.S. growing region	1	2	3	4	5	6	7	8	9	10	(13)
Information on heat degree days year-to-date, and compared to previous years across Canadian and U.S. growing region	1	2	3	4	5	6	7	8	9	10	(14)
Information on number of cattle on feed in Canada, U.S.	1	2	3	4	5	6	7	8	9	10	(15)
Information on what surpluses are being held locally, nationally; what grades and types of grain in storage	1	2	3	4	5	6	7	8	9	10	(16)
Prices, listings for seed available in your area	1	2	3	4	5	6	7	8	9	10	(17)
Prices, listings for fertilizers in your area	1	2	3	4	5	6	7	8	9	10	(18)

*DUP 1-4;5-5,
DUP 6,7

	<u>Not important</u> <u>at all</u>					<u>Very</u> <u>important</u>					
	1	2	3	4	5	6	7	8	9	10	()
Prices, listings for chemicals, insecticides, herbicides in your area	1	2	3	4	5	6	7	8	9	10	(19)
Information on livestock health problems, how to sight and deal with health problems	1	2	3	4	5	6	7	8	9	10	(20)
Feed formulation information, how to change rations, what quantities to use	1	2	3	4	5	6	7	8	9	10	(21)
Information on livestock for sale	1	2	3	4	5	6	7	8	9	10	(22)
Information on feed, hay for sale	1	2	3	4	5	6	7	8	9	10	(23)
Information on metric conversions	1	2	3	4	5	6	7	8	9	10	(24)
Information on how to calculate mortgage rates	1	2	3	4	5	6	7	8	9	10	(25)
Information on how to calculate interest payments, charges	1	2	3	4	5	6	7	8	9	10	(26)

SECTION FOUR

1. How do you or where do you do each of the following most often? (ROTATE ORDER BETWEEN INTERVIEWS. FORCE A CHOICE, IF NECESSARY)

	Drive to/in Winnipeg	Drive to/in Elie	Drive to/in St. Eustache	Drive to/in Portage la Prairie	Drive to/in another Centre	Order by mail	Order by telephone	Don't Do
Do you banking	<input type="checkbox"/> 27-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy work clothes	<input type="checkbox"/> 28-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy dress clothes	<input type="checkbox"/> 29-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Shop for your family's groceries	<input type="checkbox"/> 30-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy dress shoes	<input type="checkbox"/> 31-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy work shoes/boots	<input type="checkbox"/> 32-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to when you go out to dinner	<input type="checkbox"/> 33-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to when you go out to a bar/lounge	<input type="checkbox"/> 34-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to a library	<input type="checkbox"/> 35-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy household items like towels, linens, carpet, curtains, etc.	<input type="checkbox"/> 36-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Pay bills	<input type="checkbox"/> 37-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for air travel	<input type="checkbox"/> 38-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for a sporting event	<input type="checkbox"/> 39-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for the theatre/a play/a live show	<input type="checkbox"/> 40-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

2. In terms of activities, tell me, do you participate in any of the following hobby activities on a regular basis? (CHECK AS MANY AS APPLY)

Photography	<input type="checkbox"/> 41-Y	Sewing	<input type="checkbox"/> 42-Y
Art/painting/drawing/sculpting	<input checked="" type="checkbox"/> X	Stamp/coin collecting	<input checked="" type="checkbox"/> X
Woodworking/refinishing	<input type="checkbox"/> 0	Quilting	<input type="checkbox"/> 0
Cake decorating	<input type="checkbox"/> 1	Macrame/handicrafts	<input type="checkbox"/> 1
Antique collecting	<input type="checkbox"/> 2	Knitting/croquetting	<input type="checkbox"/> 2
Gardening/raising plants	<input type="checkbox"/> 3	Dog breeding/training	<input type="checkbox"/> 3
Home decorating	<input type="checkbox"/> 4	Tinkering with cars/motors	<input type="checkbox"/> 4
Volunteer work	<input type="checkbox"/> 5	Other (record below)	<input type="checkbox"/> 5
Cards/games	<input type="checkbox"/> 6		
Reading	<input type="checkbox"/> 7		
Model building	<input type="checkbox"/> 8		
Electronics	<input type="checkbox"/> 9		

3. And in which of the following sports activities, if any, do you personally participate in? (CHECK AS MANY AS APPLY)

Golf	<input type="checkbox"/> 43-Y	Racquetball/handball/paddle ball	<input type="checkbox"/> 44-Y
Curling	<input checked="" type="checkbox"/> X	Horseback riding	<input checked="" type="checkbox"/> X
Tennis	<input type="checkbox"/> 0	Bicycling	<input type="checkbox"/> 0
Water skiing	<input type="checkbox"/> 1	Sailing/boating	<input type="checkbox"/> 1
Downhill skiing	<input type="checkbox"/> 2	Hunting	<input type="checkbox"/> 2
Cross country skiing	<input type="checkbox"/> 3	Swimming/water sports	<input type="checkbox"/> 3
Ice skating	<input type="checkbox"/> 4	Jogging/distance running	<input type="checkbox"/> 4
Roller skating	<input type="checkbox"/> 5	Badminton	<input type="checkbox"/> 5
Bowling	<input type="checkbox"/> 6	Air ballooning/flying	<input type="checkbox"/> 6
Baseball/softball	<input type="checkbox"/> 7	Fishing	<input type="checkbox"/> 7
Basketball	<input type="checkbox"/> 8	Hiking/backpacking/canoeing/camping	<input type="checkbox"/> 8
Field hockey	<input type="checkbox"/> 9	(DO NOT READ) None of these	<input type="checkbox"/> 9

4a) How many times in the past month have you visited relatives or friends in their homes? (OBTAIN BEST GUESS IF NECESSARY)

45-46

(WRITE IN NUMBER)

4b) And how many times in the past month have you had relatives or friends come to your home for a visit? (OBTAIN BEST GUESS IF NECESSARY)

47-48

(WRITE IN NUMBER)

5a) Do you have ... (CHECK ONE)

- Cable television 49-1
Roof/outdoors antenna 2
Rabbit ears/indoors antenna 3
(DO NOT READ) No television 4

5b) IF RESPONDENT DOES NOT HAVE CABLE TV. ASK ... Are you planning to hook up to or have cable television installed into your home in the near future?

- Planning to get cable TV 50-1
Not planning to get cable TV 2

5c) What are all of the television channels that you can get on your television set?... (PROBE) ... Any others? (WRITE IN CALL LETTERS OR CHANNEL NUMBERS)

_____ 51-

_____ 52-

6. How many personal letters would you write in a typical month? (OBTAIN BEST GUESS IF NECESSARY)

53-54

(WRITE IN NUMBER)

7. And how many telephone calls did you make from your own home phone in the past week? (OBTAIN BEST GUESS IF NECESSARY)

55-56

(WRITE IN NUMBER)

SECTION FIVE

1. Have you ever read, seen or heard anything about any of the following?
(ROTATE ORDER BETWEEN INTERVIEWS)

	<u>Yes</u>	<u>No</u>
Videotex	<input type="checkbox"/> 57-1	<input type="checkbox"/>
Telidon	<input type="checkbox"/> 2	<input type="checkbox"/>
Grassroots	<input type="checkbox"/> 3	<input type="checkbox"/>
Infomart	<input type="checkbox"/> 4	<input type="checkbox"/>

IF RESPONDENT HAS HEARD OF NONE OF THE ABOVE, GO TO SECTION SIX.

2. FOR EACH OF THE ABOVE RESPONDENT IS AWARE OF, ASK APPROPRIATE QUESTION BELOW.

a) What have you heard about or do you know about Videotex? ... (PROBE) ...
Anything else?

_____ 58-

_____ 59-

b) What have you heard about or do you know about Telidon? ... (PROBE) ...
Anything else?

_____ 60-

_____ 61-

c) What have you heard about or do you know about Grassroots? ... (PROBE) ...
Anything else?

_____ 62-

_____ 63-

d) What have you heard about or do you know about Infomart? ... (PROBE) ...
Anything else?

_____ 64-

_____ 65-

SECTION SIX

Your household is participating in the field trial project for this new information service or system being installed soon by Manitoba Telephone System (MTS).

1. Based on anything that you have been told or anything that you have read or seen about the information service or system you will be receiving to test, tell me, at this point in time, do you anticipate that using this service will be ... (CHECK ONE)

- 66-1 A positive experience for you
- 2 A negative experience for you
- 3 Neither positive nor negative

2. Secondly, based on anything you know about it, do you expect this system or service will be ... (CHECK ONE)

- 67-1 Very easy to learn to use
- 2 Somewhat easy to learn to use
- 3 A little difficult to learn to use
- 4 Very difficult to learn to use

3. Do you think that it would be the kind of service that you would use ...

- 68-1 Every day or almost every day
- 2 Once or twice a week
- 3 No more than once a week

4. Compared to sources of information now available to you, does it seem to you that this service or system would be ... (CHECK ONE)

- 69-1 A big improvement
- 2 Some improvement
- 3 A little improvement
- 4 No improvement

5. Still, based on what you know about this service or system at this point in time what do you like about the idea or program? What, in particular appeals to you about it. What do you believe will be its benefits or advantages for you? (PROBE FULLY)

Anything else?

6. Is there anything you dislike about the idea or program? Are there any problems or concerns you have about it? (PROBE FULLY)

_____ 73-

_____ 74-

Anything else? _____

_____ 75-

7. In addition to being able to access information, this service or system will eventually enable users to carry on two-way communication with other individuals, companies, or organizations who are hooked up to it. This would mean the service or system could offer a whole new range of services such as the following:

- 1) Electronic banking - whereby you would be able to carry out banking activities such as paying bills, or transferring funds, in your home by using the system.
- 2) Teleshopping - whereby you could find out what merchandise is available at stores in your area, compare prices, and place orders for those items you want.
- 3) Electronic mail or electronic messaging - whereby you could send messages to other individuals, companies or organizations using this system.
- 4) Electronic ticket purchasing service - whereby you could find out what seats are available for various entertainment and sporting events and select, reserve and pay for seats for the events you are interested in.
- 5) Computer-aided instruction service - whereby you could use this system to teach yourself subjects like mathematics, reading, new languages; or you could use it to do metric calculations, figure out mortgage rates or payments, for example.

What I would like you to do now is rank each of these services according to how interested you are in each. To do this, I want you to use the numbers 1 through 5. Place a 1 next to the service that you would be most interested in receiving, a 2 next to the service you are next most interested in, and so on. Do not use the same number more than once.

	<u>RANK ORDER</u>
Electronic banking	_____ (76)
Teleshopping	_____ (77)
Electronic mail or electronic messaging	_____ (78)
Electronic ticket purchasing service	_____ (79)
Computer-aided instruction services	_____ (80)

SECTION SEVEN

***DUP 1-4, 5-6,
DUP 6,7**

Lastly, we need some information about you for statistical purposes only so that your opinions can be categorized with those of other people.

A. In which of the following age categories do you belong? (CHECK ONE)

- Under 25 *8-1 40 - 44 5
- 25 - 29 2 45 - 49 6
- 30 - 34 3 50 - 54 7
- 35 - 39 4 55 or over 8

B. Are you... (READ LIST. CHECK ONE)

- Single, never been married 9-1
- Married 2
- Separated/widowed/divorced 3

C. Sex: (BY OBSERVATION)

- Male 10-1 Female 2

D. Do you have any children (under 18) residing at home?

- Yes 11-1 No 2 SKIP TO Q.G

E. How many under eighteens do you have residing in your home? (CHECK ONE).

- One 12-1 Five 5
- Two 2 Six 6
- Three 3 Seven 7
- Four 4 Eight or more 8

F. And where do each of your children under 18 go to school? (START WITH OLDEST UNDER 18 AND WORK THROUGH TO YOUNGEST, ONE AT A TIME)

	#1	#2	#3	#4	#5	#6	#7	#8
French elementary school	<input type="checkbox"/> 13-1	<input type="checkbox"/> 14-1	<input type="checkbox"/> 15-1	<input type="checkbox"/> 16-1	<input type="checkbox"/> 17-1	<input type="checkbox"/> 18-1	<input type="checkbox"/> 19-1	<input type="checkbox"/> 20-1
English elementary school	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Junior high school	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Senior high school	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4
College/university	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Too young to go to school	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6
Finished school/working	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7

G. What is the occupation of your household's male head?

_____ 21-

No male household head

H. What is the occupation of your household's female head?

_____ 22-

No female household head

I. IF PERSONALLY WORKING, ASK... Where do you work, that is, in what place, nearest in what city or town?

J. How many adults (18 or over), including yourself live in your home? (CHECK ONE)

- | | | | | | |
|-------|--------------------------|------|---------------|--------------------------|---|
| One | <input type="checkbox"/> | 24-1 | Five | <input type="checkbox"/> | 5 |
| Two | <input type="checkbox"/> | 2 | Six | <input type="checkbox"/> | 6 |
| Three | <input type="checkbox"/> | 3 | Seven | <input type="checkbox"/> | 7 |
| Four | <input type="checkbox"/> | 4 | Eight or more | <input type="checkbox"/> | 8 |

K. What one language do you personally feel most comfortable reading or carrying on a conversation in?

- | | | |
|-------------|--------------------------|-----------|
| French | <input type="checkbox"/> | 25-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| | | (specify) |

L. What language is used most often in your home?

- | | | |
|-------------|--------------------------|-----------|
| French | <input type="checkbox"/> | 26-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| | | (specify) |

M. And what language do you personally use most often at work or when discussing business?

- | | | |
|-------------|--------------------------|-----------|
| French | <input type="checkbox"/> | 27-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| | | (specify) |

N. In which of the following education categories do you belong? (CHECK ONE)

- | | | |
|---------------------------------|--------------------------|------|
| Some/completed public school | <input type="checkbox"/> | 28-1 |
| Some high school | <input type="checkbox"/> | 2 |
| Completed high school | <input type="checkbox"/> | 3 |
| Some university/college | <input type="checkbox"/> | 4 |
| Completed university/college | <input type="checkbox"/> | 5 |
| Some/completed technical school | <input type="checkbox"/> | 6 |
| Some/completed graduate school | <input type="checkbox"/> | 7 |

O. Do you live in a ... (BY OBSERVATION)

- | | | |
|------------------------------------|--------------------------|-----------|
| Detached house/single family house | <input type="checkbox"/> | 29-1 |
| Semi-detached house/duplex | <input type="checkbox"/> | 2 |
| Apartment | <input type="checkbox"/> | 3 |
| Townhouse/row house | <input type="checkbox"/> | 4 |
| On a farm | <input type="checkbox"/> | 5 |
| Other _____ | <input type="checkbox"/> | 6 |
| | | (specify) |

P. Do you...

- | | | |
|------------|--------------------------|------|
| Rent/lease | <input type="checkbox"/> | 30-1 |
| Own | <input type="checkbox"/> | 2 |

Q. Do you or does anyone in your household belong to a union?

- | | | | | | |
|-----|--------------------------|------|----|--------------------------|---|
| Yes | <input type="checkbox"/> | 31-1 | No | <input type="checkbox"/> | 2 |
|-----|--------------------------|------|----|--------------------------|---|

R. How long have you lived in this community? (DO NOT READ LIST. CHECK ONE.)

- | | | | | | | | | |
|--------------------|--------------------------|------|--------------|--------------------------|---|-------------------|--------------------------|---|
| More than 10 years | <input type="checkbox"/> | 32-1 | 5 - 10 years | <input type="checkbox"/> | 2 | Less than 5 years | <input type="checkbox"/> | 3 |
|--------------------|--------------------------|------|--------------|--------------------------|---|-------------------|--------------------------|---|

S. IF LESS THAN FIVE YEARS, ASK...

What was the size of the previous community you lived in? (CHECK ONE)

- | | | | | | | | | |
|-------------|--------------------------|------|---------------------|--------------------------|---|--------------|--------------------------|---|
| Much larger | <input type="checkbox"/> | 33-1 | About the same size | <input type="checkbox"/> | 2 | Much smaller | <input type="checkbox"/> | 3 |
|-------------|--------------------------|------|---------------------|--------------------------|---|--------------|--------------------------|---|

T. IF RESPONDENT IS NOT A FARMER, ASK...

In which of the following categories does your total household income before taxes fall? (CHECK ONE)

- Less than \$10,000 34-1
- \$10,000 - \$14,999 2
- \$15,000 - \$19,999 3
- \$20,000 - \$24,999 4
- \$25,000 - \$29,999 5
- \$30,000 - \$39,999 6
- \$40,000 or over 7

IF RESPONDENT IS A FARMER, ASK ...

What is the appropriate total value of the agriculture products you sold in 1980? (CHECK ONE ONLY)

- | | | | |
|---------------------|-------------------------------|-----------------------|----------------------------|
| Under \$15,000 | <input type="checkbox"/> 35-Y | \$50,000 - \$74,999 | <input type="checkbox"/> 4 |
| \$15,000 - \$19,999 | <input type="checkbox"/> X | \$75,000 - \$99,999 | <input type="checkbox"/> 5 |
| \$20,000 - \$24,999 | <input type="checkbox"/> 0 | \$100,000 - \$149,999 | <input type="checkbox"/> 6 |
| \$25,000 - \$34,999 | <input type="checkbox"/> 1 | \$150,000 - \$199,999 | <input type="checkbox"/> 7 |
| \$35,000 - \$39,999 | <input type="checkbox"/> 2 | \$200,000 - \$300,000 | <input type="checkbox"/> 8 |
| \$40,000 - \$49,999 | <input type="checkbox"/> 3 | Over \$300,000 | <input type="checkbox"/> 9 |

U. Town/area (RECORD NEAREST TOWN'S NAME)

THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

INTERVIEWER'S NAME _____

DATE OF INTERVIEW _____ LENGTH OF INTERVIEW _____

=====

CODED BY _____ CHECKED BY _____

EDITED BY _____ PUNCHED BY _____

1 2 3 4
5-1
6-2

PROJECT #819109 - B

GOLDFARB CONSULTANTS

Good morning/afternoon/evening. My name is _____ and I am representing Goldfarb Consultants, an independent Canadian behaviour and attitude research company. We are conducting a survey among all residents in this area of Manitoba concerning their lifestyle and their information needs. The survey is to be answered by the head of your household. It will take about one hour to complete and for your participation you will be given a cash gift of \$ _____.

If this is not a convenient time for you, then perhaps we could arrange an appointment time in the next few days. Thank you for your cooperation.

RESPONDENT'S NAME _____

RESPONDENT'S ADDRESS _____

TELEPHONE NUMBER _____

APPOINTMENT DATE _____

APPOINTMENT TIME _____

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SECTION ONE

*DUP. 1-4,5-2, DUP. 6,7

1. First, we would like to find out a little about how you spend you time, and what various sources you personally use to get different types of information.

First, tell me, lately, have you been spending more time at home, less time at home or about the same amount of time at home? (CHECK ONE)

More	<input type="checkbox"/>	8-1
Less	<input type="checkbox"/>	2
About the same amount	<input type="checkbox"/>	3

2. Next, for a moment, carefully think back over what you have done in the past week, and tell me, over the past seven days, about how much time did you spend, in total, doing each of the following. (ROTATE ORDER BETWEEN INTERVIEWS).

(TIME SPENT IN LAST WEEK)

	<u>Hours</u>	:	<u>Minutes</u>	
Watching T.V.	_____	:	_____	9-12
Listening to A.M. radio	_____	:	_____	13-16
Listening to F.M. radio	_____	:	_____	17-20
Reading a book/books	_____	:	_____	21-24
Reading the Winnipeg Free Press	_____	:	_____	25-28
Reading the Portage Daily Graphic	_____	:	_____	29-32
Reading the Portage Leader	_____	:	_____	33-36
Reading La Liberte	_____	:	_____	37-40
Reading the Manitoba Co-operator	_____	:	_____	41-44
Reading The Western Producer	_____	:	_____	45-48
Reading the UGG News	_____	:	_____	49-52
Reading magazines	_____	:	_____	53-56
Listening to records/tapes at home	_____	:	_____	57-60
Doing personal hobbies/crafts	_____	:	_____	61-64
Participating in sports/exercising	_____	:	_____	65-68
Attending community public meetings	_____	:	_____	69-72
Attending church/church functions	_____	:	_____	73-76
Watching/attending local sporting events	_____	:	_____	77-80
Attending club meetings (ie. 4-H, Lions, etc.)	_____	:	_____	*8-11
Playing games at home (ie. cards, board games, video games, etc.)	_____	:	_____	12-15
Playing games away from home (ie. bingo, cards, electronic games, etc.)	_____	:	_____	16-19
Going out for entertainment (ie. to dinner, dancing, to a movie, theatre, etc.)	_____	:	_____	20-23

(TIME SPENT IN LAST WEEK)

	<u>Hours</u>	:	<u>Minutes</u>	
Entertaining company/friends in your own home	_____	:	_____	24-27
Visiting friends/someone in their home	_____	:	_____	28-31
Other activity (write in below)				
_____	_____	:	_____	
_____	_____	:	_____	
_____	_____	:	_____	
_____	_____	:	_____	

3. During a typical week, do you do each of the following regularly, that is, every day or nearly every day; occasionally, that is, a couple of times a week; or seldom or never. (ROTATE ORDER BETWEEN INTERVIEWS).

	<u>Regularly</u> (every day or nearly every day)	<u>Occasionally</u> (a couple of times a week)	<u>Seldom/ never</u>
Watch the 6:00 o'clock/early-evening evening news on T.V.	<input type="checkbox"/> 32-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Watch the late evening news on T.V.	<input type="checkbox"/> 33-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Listen to the news on radio	<input type="checkbox"/> 34-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a weekly news magazine	<input type="checkbox"/> 35-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a book or books	<input type="checkbox"/> 36-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Go to the library	<input type="checkbox"/> 37-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Listen to recorded music, records, tapes in your home	<input type="checkbox"/> 38-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow stock market listings, quotations	<input type="checkbox"/> 39-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow weather reports	<input type="checkbox"/> 40-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow grain, agricultural commodity markets trading activity	<input type="checkbox"/> 41-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Seek out sports scores, sports news	<input type="checkbox"/> 42-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read farming papers/magazines/journals	<input type="checkbox"/> 43-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a newspaper	<input type="checkbox"/> 44-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

4a) Now, with respect to your personal television viewing habits, would you say that the amount of time you spend watching television in the last few months during each of the following time periods is increasing, decreasing or remaining about the same? (FOR EACH, CHECK ONE ONLY).

	<u>Increasing</u>	<u>Decreasing</u>	<u>Remaining about the same</u>
i) Weekend/daytime	<input type="checkbox"/> 45-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
ii) Weekend/evening	<input type="checkbox"/> 46-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iii) Weekdays/daytime	<input type="checkbox"/> 47-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iv) Weekdays/evening	<input type="checkbox"/> 48-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

4b) And what two or three television stations do you personally prefer to watch? (WRITE IN CALL LETTERS OR CHANNEL NUMBERS)

_____ 49-
 _____ 50-

4c) Thirdly, what kinds of television programs do you prefer watching or like watching best? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED).

News	<input type="checkbox"/> 51-Y	Drama	<input type="checkbox"/> 5
Sports	<input checked="" type="checkbox"/> X	Comedies	<input type="checkbox"/> 6
Documentaries	<input type="checkbox"/> 0	Crime detection	<input type="checkbox"/> 7
Westerns	<input type="checkbox"/> 1	Talk shows	<input type="checkbox"/> 8
Movies	<input type="checkbox"/> 2	Quiz shows/game shows	<input type="checkbox"/> 9
Specials	<input type="checkbox"/> 3	Soap operas	<input type="checkbox"/> 52-Y
Educational	<input type="checkbox"/> 4	Other	<input type="checkbox"/> X
		(specify)	

5a) Next, with respect to listening to the radio, would you say that the amount of time you spend listening to the radio in the last few months during each of the following time periods is increasing, decreasing or remaining about the same? (FOR EACH, CHECK ONE ONLY.)

	<u>Increasing</u>	<u>Decreasing</u>	<u>Remaining about the same</u>
i) Weekend/daytime	<input type="checkbox"/> 53-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
ii) Weekend/evening	<input type="checkbox"/> 54-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iii) Weekdays/daytime	<input type="checkbox"/> 55-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iv) Weekdays/evening	<input type="checkbox"/> 56-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

5b) And what two or three radio stations do you personally prefer to listen to? (WRITE IN CALL LETTERS OR STATION NUMBERS)

_____ 57-
 _____ 58-

5c) Thirdly, what kinds of radio programs do you prefer listening to or like listening to best? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED).

World news	<input type="checkbox"/> 59-Y	Talk shows	<input type="checkbox"/> 3
National news	<input type="checkbox"/> X	Educational	<input type="checkbox"/> 4
Local news	<input type="checkbox"/> 0	Music	<input type="checkbox"/> 5
Farm news/Radio	<input type="checkbox"/> 1	Other	<input type="checkbox"/> 6
Noon	<input type="checkbox"/> 1		
Sports	<input type="checkbox"/> 2	(specify)	

5d) Where do you listen to the radio most often?

At home	<input type="checkbox"/> 60-1	At work	<input type="checkbox"/> 3
In a car	<input type="checkbox"/> 2	Other	<input type="checkbox"/> 4
		(specify)	

6a) With respect to newspapers, first, tell me does your household subscribe to any daily or weekly newspapers?

Yes 61-1 No 2

IF 'YES', ASK... What ones?

_____ 62-

6b) Would you classify yourself as a very thorough, a somewhat thorough, a casual newspaper reader or a non-reader of newspapers? (CHECK ONE)

Very thorough 63-1
Somewhat thorough 2
Casual 3
Non-reader 4 SKIP TO Q.7

6c) Would you say that the amount of time you are spending reading newspapers in the past few months is increasing, decreasing or remaining about the same? (CHECK ONE)

Increasing 64-1
Decreasing 2
Remaining about the same 3

6d) What sections or parts of a newspaper do you look at or regularly read? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED.)

Front page 65-Y Family/Womens section 7
World news X Specific columns 8
National news 0 Comics 9
Local news 1 Classified ads 66-Y
News summaries 2 Editorials X
News/content index 3 Letters to editor 0
Sports section 4 TV supplement 1
Business/financial news 5 Farming news/section 2
Entertainment section 6 Other _____ 3
(specify)

7. What magazines, if any, do you read regularly or occasionally at home or away from home or do you subscribe to? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED)

Actualite	<input type="checkbox"/>	67-Y Fortune	<input type="checkbox"/>	3	Racquets Canada	<input type="checkbox"/>	8
Alberta Report	<input checked="" type="checkbox"/>	Good Farming	<input type="checkbox"/>	4	Reader's Digest (English)	<input type="checkbox"/>	9
Alberta Weekly	<input type="checkbox"/>	Good Housekeeping	<input type="checkbox"/>	5	Redbook	<input type="checkbox"/>	72-Y
Atlantic Insight	<input type="checkbox"/>	Gourinet	<input type="checkbox"/>	6	Report on Farming	<input checked="" type="checkbox"/>	X
Better Homes & Gardens	<input type="checkbox"/>	Harrowsmith	<input type="checkbox"/>	7	Saturday Night	<input type="checkbox"/>	0
Business Week	<input type="checkbox"/>	Homemaker's	<input type="checkbox"/>	8	Scientific American	<input type="checkbox"/>	1
Canadian Business	<input type="checkbox"/>	Kanata	<input type="checkbox"/>	9	Selection	<input type="checkbox"/>	2
Canadian Geographic	<input type="checkbox"/>	Ladies Home Journal	<input type="checkbox"/>	70-Y	Ski Canada	<input type="checkbox"/>	3
Canadian Home Decor	<input type="checkbox"/>	L'Auberge	<input checked="" type="checkbox"/>	X	Skyword	<input type="checkbox"/>	4
Canadian Living	<input type="checkbox"/>	Le Lundi	<input type="checkbox"/>	0	Sports Club	<input type="checkbox"/>	5
Canadian Secretary	<input type="checkbox"/>	Legion	<input type="checkbox"/>	1	Time	<input type="checkbox"/>	6
Cattleman	<input type="checkbox"/>	Les Affaires	<input type="checkbox"/>	2	Today Magazine	<input type="checkbox"/>	7
Chatelaine (English)	<input type="checkbox"/>	Maclean's	<input type="checkbox"/>	3	True Confessions	<input type="checkbox"/>	8
Chatelaine (French)	<input checked="" type="checkbox"/>	Madame Au Foyer	<input type="checkbox"/>	4	T.V. Guide	<input type="checkbox"/>	9
Consumerateur	<input type="checkbox"/>	Mademoiselle	<input type="checkbox"/>	5	Us	<input type="checkbox"/>	73-Y
Consumers' Report	<input type="checkbox"/>	McCalls	<input type="checkbox"/>	6	Union Farmer	<input checked="" type="checkbox"/>	X
Co-op Consumer	<input type="checkbox"/>	Ms.	<input type="checkbox"/>	7	Viva	<input type="checkbox"/>	0
Cosmopolitan	<input type="checkbox"/>	National Geographic	<input type="checkbox"/>	8	Vogue	<input type="checkbox"/>	1
Country Guide	<input type="checkbox"/>	New Yorker	<input type="checkbox"/>	9	Western Living	<input type="checkbox"/>	2
Decormag	<input type="checkbox"/>	Newsweek	<input type="checkbox"/>	71-Y	Westworld	<input type="checkbox"/>	3
Enroute	<input type="checkbox"/>	Omni	<input checked="" type="checkbox"/>	X	Winnipeg Magazine	<input type="checkbox"/>	4
Epicure	<input type="checkbox"/>	People	<input type="checkbox"/>	0	Woman's Day	<input type="checkbox"/>	5
Equipment Dealer's publications	<input type="checkbox"/>	Perspective	<input type="checkbox"/>	1	Other magazines (write in)	<input type="checkbox"/>	6
Evasion	<input type="checkbox"/>	Photo Canada	<input type="checkbox"/>	2			
Executive	<input type="checkbox"/>	Photography Today	<input type="checkbox"/>	3			
Family Circle	<input checked="" type="checkbox"/>	Playgirl/Playboy	<input type="checkbox"/>	4			
Farm Light & Power	<input type="checkbox"/>	Psychology Today	<input type="checkbox"/>	5			
Financial Post Magazine	<input type="checkbox"/>	Quebec Science	<input type="checkbox"/>	6			
Flare	<input type="checkbox"/>	Quest	<input type="checkbox"/>	7			

8. About how many books have you read in the past three months? (CHECK ONE ONLY)

One	<input type="checkbox"/>	74-Y	Four	<input type="checkbox"/>	1	Seven	<input type="checkbox"/>	4	Ten or more	<input type="checkbox"/>	7
Two	<input checked="" type="checkbox"/>	X	Five	<input type="checkbox"/>	2	Eight	<input type="checkbox"/>	5	None	<input type="checkbox"/>	8
Three	<input type="checkbox"/>	0	Six	<input type="checkbox"/>	3	Nine	<input type="checkbox"/>	6			

9. About how many times have you been to a library in the past three months? (CHECK ONE)

Once	<input type="checkbox"/>	75-Y	Five times	<input type="checkbox"/>	2	Nine times	<input type="checkbox"/>	6
Twice	<input checked="" type="checkbox"/>	X	Six times	<input type="checkbox"/>	3	Ten times	<input type="checkbox"/>	7
Three times	<input type="checkbox"/>	0	Seven times	<input type="checkbox"/>	4	More than ten times	<input type="checkbox"/>	8
Four times	<input type="checkbox"/>	1	Eight times	<input type="checkbox"/>	5	None	<input type="checkbox"/>	9

*DUP 1-4,5-3,
DUP 6,7

SECTION TWO

1. Next, we are interested in where you go or what sources you rely on most and second most for each of a series of topics or subjects. For each, please check one source for most relied on and then one for second most relied on. (HAND RESPONDENT THE QUESTIONNAIRE)

----- Sources Of Information -----
Relied on

	Radio	T.V.	Winnipeg news-paper	Local area news-paper	Farm-ers/ing news-paper	Friends/neighbors	Local church/club/store bulletin or notices	Maga-zines	Other	Not interested in
<u>Weather information</u>										
Rely on most	<input type="checkbox"/> 76-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 77-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Major news stories of the day:</u>										
Rely on most	<input type="checkbox"/> 78-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 79-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Sports scores/sports news:</u>										
Rely on most	<input type="checkbox"/> 80-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> *8-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Local news stories:</u>										
Rely on most	<input type="checkbox"/> 9-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 10-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>What's on television:</u>										
Rely on most	<input type="checkbox"/> 11-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 12-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News about local entertainment, social activities, events, club meetings, functions, etc:</u>										
Rely on most	<input type="checkbox"/> 13-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 14-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News of local stores' sales:</u>										
Rely on most	<input type="checkbox"/> 15-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 16-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News of local sports events:</u>										
Rely on most	<input type="checkbox"/> 17-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 18-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

----- Sources Of Information -----

Relied on

	Radio	T.V.	Winnipeg news-paper	Local area news-paper	Farm-ers/ Farm- news-paper	Friends/ neigh-bours	Local church/ club/ store bulletin or notices	Maga-zines	Other	Not inter-ested in
Stock market news, information										
Rely on most	<input type="checkbox"/> 19-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 20-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Agricultural commodity markets trading activity:										
Rely on most	<input type="checkbox"/> 21-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 22-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Economic trends-inflation, value of the dollar, gold prices, interest rates, etc:										
Rely on most	<input type="checkbox"/> 23-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 24-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Travel news, information:										
Rely on most	<input type="checkbox"/> 25-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 26-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Financial, tax information you need in your work/business:										
Rely on most	<input type="checkbox"/> 27-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 28-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on various government services available to you:										
Rely on most	<input type="checkbox"/> 29-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 30-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Hobby/craft information:										
Rely on most	<input type="checkbox"/> 31-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 32-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Consumer assistance, advice, information:										
Rely on most	<input type="checkbox"/> 33-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 34-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

Sources Of Information

Relied on

	Radio	T.V.	Winnipeg news-paper	Local Farm-comm-er's/area news-paper	ing Farm-news-paper	Friends/neigh-bours	Local church/club/store bulletin or notices	Maga-zines	Other	Not inter-ested in
Acquiring information to increase your knowledge of specific subject matter of interest to you:										
Rely on most	<input type="checkbox"/> 35-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 36-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information used for fun, entertainment value:										
Rely on most	<input type="checkbox"/> 37-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 38-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on used machinery for sale:										
Rely on most	<input type="checkbox"/> 39-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 40-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on feed/hay for sale:										
Rely on most	<input type="checkbox"/> 41-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 42-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on live-stock, cattle for sale:										
Rely on most	<input type="checkbox"/> 43-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 44-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on live-stock market selling prices										
Rely on most	<input type="checkbox"/> 45-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 46-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on auto-mobiles for sale:										
Rely on most	<input type="checkbox"/> 47-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 48-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on machinery parts for sale:										
Rely on most	<input type="checkbox"/> 49-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 50-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on fertilizer prices, supplies available:										
Rely on most	<input type="checkbox"/> 51-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 52-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

Sources Of Information

Relied on

	Radio	T.V.	Winnipeg news-paper	Local comm-unity news-paper	Farm-er's/ Farm-ing news-paper	Friends/ neigh-bours	Local church/ club/ store bulletin or notices	Maga-zines	Other	Not inter-ested in
Information on insecticide, spray prices, supplies available:										
Rely on most	<input type="checkbox"/> 53-Y	<input checked="" type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 54-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on labour for hire:										
Rely on most	<input type="checkbox"/> 55-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 56-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on grain contracts, quotas:										
Rely on most	<input type="checkbox"/> 57-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 58-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information, news on disease outbreaks in your area:										
Rely on most	<input type="checkbox"/> 59-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 60-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information, news on major grain sales, transactions:										
Rely on most	<input type="checkbox"/> 61-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 62-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information, news on world trends in agriculture production:										
Rely on most	<input type="checkbox"/> 63-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 64-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on new crops:										
Rely on most	<input type="checkbox"/> 65-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 66-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on new agricultural techniques:										
Rely on most	<input type="checkbox"/> 67-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 68-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on disease control:										
Rely on most	<input type="checkbox"/> 69-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 70-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

SECTION THREE

*DUP 1-4,5-4
DUP 6,7

1. Next, I would like you to rate the importance to you of each of the following kinds of information or subjects using a one to ten scale. A rating of ten means that information is very important to you. A ratings of one means that it is not important at all to you. And the numbers between represent the degrees between. (HAND RESPONDENT THE QUESTIONNAIRE.)

	<u>Not important</u> <u>at all</u>					<u>Very</u> <u>important</u>					
	1	2	3	4	5	6	7	8	9	10	
Local weather information	1	2	3	4	5	6	7	8	9	10	(71)
National weather information	1	2	3	4	5	6	7	8	9	10	(72)
Western Canada weather information	1	2	3	4	5	6	7	8	9	10	(73)
American weather information	1	2	3	4	5	6	7	8	9	10	(74)
International weather information	1	2	3	4	5	6	7	8	9	10	(75)
Temperature forecasts	1	2	3	4	5	6	7	8	9	10	(76)
Precipitation forecasts	1	2	3	4	5	6	7	8	9	10	(77)
Short-range weather forecasts	1	2	3	4	5	6	7	8	9	10	(78)
Long range weather forecasts	1	2	3	4	5	6	7	8	9	10	(79)
Information on how weather is affecting agricultural production in other countries	1	2	3	4	5	6	7	8	9	10	(80)
Major news-stories of the day	1	2	3	4	5	6	7	8	9	10	(*8)
World news information	1	2	3	4	5	6	7	8	9	10	(9)
National news information	1	2	3	4	5	6	7	8	9	10	(10)
Local news information	1	2	3	4	5	6	7	8	9	10	(11)
Sports scores/sports news	1	2	3	4	5	6	7	8	9	10	(12)
What's on television	1	2	3	4	5	6	7	8	9	10	(13)
News about local entertainment social activities, events, club meetings, functions,etc	1	2	3	4	5	6	7	8	9	10	(14)
News of sales in local stores	1	2	3	4	5	6	7	8	9	10	(15)
News of sales in Winnipeg stores	1	2	3	4	5	6	7	8	9	10	(16)
News of local sports events	1	2	3	4	5	6	7	8	9	10	(17)
Financial markets, stocks, bonds listings	1	2	3	4	5	6	7	8	9	10	(18)
Agricultural commodity markets trading activity, listings	1	2	3	4	5	6	7	8	9	10	(19)

	<u>Not important at all</u>										<u>Very important</u>
News and analysis of economic trends	1	2	3	4	5	6	7	8	9	10	(20)
Local council meetings news	1	2	3	4	5	6	7	8	9	10	(21)
Provincial legislature news	1	2	3	4	5	6	7	8	9	10	(22)
Federal legislature news	1	2	3	4	5	6	7	8	9	10	(23)
Rail/bus/airline schedules information	1	2	3	4	5	6	7	8	9	10	(24)
Travel, tour packages available locally, or through Winnipeg	1	2	3	4	5	6	7	8	9	10	(25)
Statistics Canada information/data	1	2	3	4	5	6	7	8	9	10	(26)
Financial/investment advice/information, analysis on trends	1	2	3	4	5	6	7	8	9	10	(27)
Mortgage information, advice	1	2	3	4	5	6	7	8	9	10	(28)
Tax advice, information	1	2	3	4	5	6	7	8	9	10	(29)
Legal advice, information	1	2	3	4	5	6	7	8	9	10	(30)
Listings or directory of government services, programs available to the public - eg. Health, Welfare, Education, etc.	1	2	3	4	5	6	7	8	9	10	(31)
Restaurant guides, reviews for Winnipeg restaurants	1	2	3	4	5	6	7	8	9	10	(32)
Entertainment, theatre listings for Winnipeg	1	2	3	4	5	6	7	8	9	10	(33)
Electronic games	1	2	3	4	5	6	7	8	9	10	(34)
Consumer reports (i.e. rating of performance of various products, services)	1	2	3	4	5	6	7	8	9	10	(35)
Catalogue information, items for sale at Eatons, The Bay, Simpsons, etc.	1	2	3	4	5	6	7	8	9	10	(36)
Grocery specials information	1	2	3	4	5	6	7	8	9	10	(37)
Listings for merchandise available, price comparisons, best buys at local stores	1	2	3	4	5	6	7	8	9	10	(38)
Road reports for local area and province	1	2	3	4	5	6	7	8	9	10	(39)
Information on Manitoba's recreation areas, facilities	1	2	3	4	5	6	7	8	9	10	(40)

	Not important <u>at all</u>					Very <u>important</u>					
	1	2	3	4	5	6	7	8	9	10	()
Listings of career, job opportunities	1	2	3	4	5	6	7	8	9	10	(41)
Local real estate listings. market trends	1	2	3	4	5	6	7	8	9	10	(42)
Hobby, craft information (eg. instruction on gardening, photography, sewing, etc).	1	2	3	4	5	6	7	8	9	10	(43)
Sports instruction information (eg. hunting, fishing, golf, tennis tips, etc.)	1	2	3	4	5	6	7	8	9	10	(44)
Listing of new library books available	1	2	3	4	5	6	7	8	9	10	(45)
Books available, can be ordered from a Bookmobile	1	2	3	4	5	6	7	8	9	10	(46)
Information on available Department of Agriculture's extension courses	1	2	3	4	5	6	7	8	9	10	(47)
Information on courses offered by Faculty of Agriculture at the University of Manitoba	1	2	3	4	5	6	7	8	9	10	(48)
Information of adult education courses available locally <u>not</u> in agriculture area	1	2	3	4	5	6	7	8	9	10	(49)
Information on adult education courses available at the University of Manitoba other than courses in agriculture subjects	1	2	3	4	5	6	7	8	9	10	(50)
Tips, instruction on do-it- yourself projects (ie. carpentry, home improvement, decorating, auto repairs etc.)	1	2	3	4	5	6	7	8	9	10	(51)
Educational reference material on history	1	2	3	4	5	6	7	8	9	10	(52)
Educational reference material on science, physics, etc.	1	2	3	4	5	6	7	8	9	10	(53)

	<u>Not important at all</u>										<u>Very important</u>
Educational reference material on the arts, art appreciation, music appreciation, etc.	1	2	3	4	5	6	7	8	9	10	(54)
Educational reference material on agriculture	1	2	3	4	5	6	7	8	9	10	(55)
Access to Encyclopedia Britannica body of articles, information	1	2	3	4	5	6	7	8	9	10	(56)
Reference material, instructions for learning new languages	1	2	3	4	5	6	7	8	9	10	(57)
Reference material, instructions for learning mathematics	1	2	3	4	5	6	7	8	9	10	(58)
Reference material, instructions for developing reading skills	1	2	3	4	5	6	7	8	9	10	(59)
Educational instruction information for children	1	2	3	4	5	6	7	8	9	10	(60)
Medical, health care, nutrition information advice	1	2	3	4	5	6	7	8	9	10	(61)
Information, instruction on farm management	1	2	3	4	5	6	7	8	9	10	(62)
<u>Daily agricultural news bulletins</u> , highlighting major new developments, transactions, new policies, program announcements etc. pertaining to agriculture and farming	1	2	3	4	5	6	7	8	9	10	(63)
Technical information or guidance on disease control, what kinds of sprays, chemicals, to use for certain problems	1	2	3	4	5	6	7	8	9	10	(64)
News or alerts of disease outbreaks in your area	1	2	3	4	5	6	7	8	9	10	(65)
Prices, listings of farm equipment for sale in your area	1	2	3	4	5	6	7	8	9	10	(66)
Listings of where to go for spare parts, that is, which dealers have which parts in stock in your area	1	2	3	4	5	6	7	8	9	10	(67)

	<u>Not important</u> <u>at all</u>					<u>Very</u> <u>important</u>					
	1	2	3	4	5	6	7	8	9	10	
Data on major, current world market trends in agricultural production/output	1	2	3	4	5	6	7	8	9	10	(68)
Breakdowns of what kinds of crops are being grown locally, and across North America	1	2	3	4	5	6	7	8	9	10	(69)
Contracts and quota information	1	2	3	4	5	6	7	8	9	10	(70)
Information on new government agricultural programs, policies, assistance	1	2	3	4	5	6	7	8	9	10	(71)
Information on farm labour availability, prices	1	2	3	4	5	6	7	8	9	10	(72)
Information on <u>new</u> developments in agriculture (eg. different crops, agricultural techniques)	1	2	3	4	5	6	7	8	9	10	(73)
Street price listings in your local area for various commodities	1	2	3	4	5	6	7	8	9	10	(74)
Elevator price listing in local area for various commodities	1	2	3	4	5	6	7	8	9	10	(75)
Expert analysis, newsletters, forecasting market price trends, commodity price trends for the future	1	2	3	4	5	6	7	8	9	10	(76)
Previous price trend data for commodities going back several months showing price changes	1	2	3	4	5	6	7	8	9	10	(77)
Listings of local agro-supply companies, what they carry, their prices	1	2	3	4	5	6	7	8	9	10	(78)
Information on new innovations in farming equipment	1	2	3	4	5	6	7	8	9	10	(79)

	Not important <u>at all</u>					Very <u>important</u>					
	1	2	3	4	5	6	7	8	9	10	(#)
Market prices for livestock from major auctions	1	2	3	4	5	6	7	8	9	10	(80)
Daily money market prices and trends, interest rates, mortgage rates, etc.	1	2	3	4	5	6	7	8	9	10	(*8)
Information on farm land available for leasing, or for sale	1	2	3	4	5	6	7	8	9	10	(9)
Educational information on subjects of interest to farmers, pre/post-emergence control of weeds, for example	1	2	3	4	5	6	7	8	9	10	(10)
Routing, transportation information and costs	1	2	3	4	5	6	7	8	9	10	(11)
Time/location/cost/content of various conferences or seminars on farming	1	2	3	4	5	6	7	8	9	10	(12)
Information on amounts of precipitation year-to-date, and compared to previous years across Canadian and U.S. growing region	1	2	3	4	5	6	7	8	9	10	(13)
Information on heat degree days year-to-date, and compared to previous years across Canadian and U.S. growing region	1	2	3	4	5	6	7	8	9	10	(14)
Information on number of cattle on feed in Canada, U.S.	1	2	3	4	5	6	7	8	9	10	(15)
Information on what surpluses are being held locally, nationally; what grades and types of grain in storage	1	2	3	4	5	6	7	8	9	10	(16)
Prices, listings for seed available in your area	1	2	3	4	5	6	7	8	9	10	(17)
Prices, listings for fertilizers in your area	1	2	3	4	5	6	7	8	9	10	(18)

*DUP 1-4,5-5,
DUP 6,7

	<u>Not important</u> <u>at all</u>										<u>Very</u> <u>important</u>
Prices, listings for chemicals, insecticides, herbicides in your area	1	2	3	4	5	6	7	8	9	10	(19)
Information on livestock health problems, how to sight and deal with health problems	1	2	3	4	5	6	7	8	9	10	(20)
Feed formulation information, how to change rations, what quantities to use	1	2	3	4	5	6	7	8	9	10	(21)
Information on livestock for sale	1	2	3	4	5	6	7	8	9	10	(22)
Information on feed, hay for sale	1	2	3	4	5	6	7	8	9	10	(23)
Information on metric conversions	1	2	3	4	5	6	7	8	9	10	(24)
Information on how to calculate mortgage rates	1	2	3	4	5	6	7	8	9	10	(25)
Information on how to calculate interest payments, charges	1	2	3	4	5	6	7	8	9	10	(26)

SECTION FOUR

1. How do you or where do you do each of the following most often? (ROTATE ORDER BETWEEN INTERVIEWS. FORCE A CHOICE, IF NECESSARY)

	Drive to/in Winnipeg	Drive to/in Elie	Drive to/in St. Eustache	Drive to/in Portage la Prairie	Drive to/in another Centre	Order by mail	Order by telephone	Don't Do
Do you banking	<input type="checkbox"/> 27-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy work clothes	<input type="checkbox"/> 28-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy dress clothes	<input type="checkbox"/> 29-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Shop for your family's groceries	<input type="checkbox"/> 30-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy dress shoes	<input type="checkbox"/> 31-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy work shoes/boots	<input type="checkbox"/> 32-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to when you go out to dinner	<input type="checkbox"/> 33-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to when you go out to a bar/lounge	<input type="checkbox"/> 34-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to a library	<input type="checkbox"/> 35-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy household items like towels, linens, carpet, curtains, etc.	<input type="checkbox"/> 36-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Pay bills	<input type="checkbox"/> 37-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for air travel	<input type="checkbox"/> 38-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for a sporting event	<input type="checkbox"/> 39-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for the theatre/a play/a live show	<input type="checkbox"/> 40-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

2. In terms of activities, tell me, do you participate in any of the following hobby activities on a regular basis? (CHECK AS MANY AS APPLY)

Photography	<input type="checkbox"/> 41-Y	Sewing	<input type="checkbox"/> 42-Y
Art/painting/drawing/sculpting	<input checked="" type="checkbox"/> X	Stamp/coin collecting	<input type="checkbox"/> X
Woodworking/refinishing	<input type="checkbox"/> 0	Quilting	<input type="checkbox"/> 0
Cake decorating	<input type="checkbox"/> 1	Macrame/handicrafts	<input type="checkbox"/> 1
Antique collecting	<input type="checkbox"/> 2	Knitting/croquetting	<input type="checkbox"/> 2
Gardening/raising plants	<input type="checkbox"/> 3	Dog breeding/training	<input type="checkbox"/> 3
Home decorating	<input type="checkbox"/> 4	Tinkering with cars/motors	<input type="checkbox"/> 4
Volunteer work	<input type="checkbox"/> 5	Other (record below)	<input type="checkbox"/> 5
Cards/games	<input type="checkbox"/> 6		
Reading	<input type="checkbox"/> 7		
Model building	<input type="checkbox"/> 8		
Electronics	<input type="checkbox"/> 9		

3. And in which of the following sports activities, if any, do you personally participate in? (CHECK AS MANY AS APPLY)

Golf	<input type="checkbox"/> 43-Y	Racquetball/handball/paddle ball	<input type="checkbox"/> 44-Y
Curling	<input checked="" type="checkbox"/> X	Horseback riding	<input type="checkbox"/> X
Tennis	<input type="checkbox"/> 0	Bicycling	<input type="checkbox"/> 0
Water skiing	<input type="checkbox"/> 1	Sailing/boating	<input type="checkbox"/> 1
Downhill skiing	<input type="checkbox"/> 2	Hunting	<input type="checkbox"/> 2
Cross country skiing	<input type="checkbox"/> 3	Swimming/water sports	<input type="checkbox"/> 3
Ice skating	<input type="checkbox"/> 4	Jogging/distance running	<input type="checkbox"/> 4
Roller skating	<input type="checkbox"/> 5	Badminton	<input type="checkbox"/> 5
Bowling	<input type="checkbox"/> 6	Air ballooning/flying	<input type="checkbox"/> 6
Baseball/softball	<input type="checkbox"/> 7	Fishing	<input type="checkbox"/> 7
Basketball	<input type="checkbox"/> 8	Hiking/backpacking/canoeing/camping	<input type="checkbox"/> 8
Field hockey	<input type="checkbox"/> 9	(DO NOT READ) None of these	<input type="checkbox"/> 9

SECTION FIVE

***DUP 1-4, 5-6,
DUP 6,7**

Lastly, we need some information about you for statistical purposes only so that your opinions can be categorized with those of other people.

A. In which of the following age categories do you belong? (CHECK ONE)

- Under 25 *8-1 40 - 44 5
- 25 - 29 2 45 - 49 6
- 30 - 34 3 50 - 54 7
- 35 - 39 4 55 or over 8

B. Are you... (READ LIST. CHECK ONE)

- Single, never been married 9-1
- Married 2
- Separated/widowed/divorced 3

C. Sex: (BY OBSERVATION)

- Male 10-1 Female 2

D. Do you have any children (under 18) residing at home?

- Yes 11-1 No 2 **SKIP TO Q.G**

E. How many under eighteens do you have residing in your home? (CHECK ONE).

- One 12-1 Five 5
- Two 2 Six 6
- Three 3 Seven 7
- Four 4 Eight or more 8

F. And where do each of your children under 18 go to school? (START WITH OLDEST UNDER 18 AND WORK THROUGH TO YOUNGEST, ONE AT A TIME)

	#1	#2	#3	#4	#5	#6	#7	#8
French elementary school	<input type="checkbox"/> 13-1	<input type="checkbox"/> 14-1	<input type="checkbox"/> 15-1	<input type="checkbox"/> 16-1	<input type="checkbox"/> 17-1	<input type="checkbox"/> 18-1	<input type="checkbox"/> 19-1	<input type="checkbox"/> 20-1
English elementary school	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Junior high school	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Senior high school	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4
College/university	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Too young to go to school	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6
Finished school/working	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7

G. What is the occupation of your household's male head?

_____ 21-
No male household head

H. What is the occupation of your household's female head?

_____ 22-
No female household head

I. IF PERSONALLY WORKING, ASK... Where do you work, that is, in what place, nearest in what city or town?

J. How many adults (18 or over), including yourself live in your home? (CHECK ONE)

- | | | | | | |
|-------|--------------------------|------|---------------|--------------------------|---|
| One | <input type="checkbox"/> | 24-1 | Five | <input type="checkbox"/> | 5 |
| Two | <input type="checkbox"/> | 2 | Six | <input type="checkbox"/> | 6 |
| Three | <input type="checkbox"/> | 3 | Seven | <input type="checkbox"/> | 7 |
| Four | <input type="checkbox"/> | 4 | Eight or more | <input type="checkbox"/> | 8 |

K. What one language do you personally feel most comfortable reading or carrying on a conversation in?

- | | | |
|-------------|--------------------------|-----------|
| French | <input type="checkbox"/> | 25-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| | | (specify) |

L. What language is used most often in your home?

- | | | |
|-------------|--------------------------|-----------|
| French | <input type="checkbox"/> | 26-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| | | (specify) |

M. And what language do you personally use most often at work or when discussing business?

- | | | |
|-------------|--------------------------|-----------|
| French | <input type="checkbox"/> | 27-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| | | (specify) |

N. In which of the following education categories do you belong? (CHECK ONE)

- | | | |
|---------------------------------|--------------------------|------|
| Some/completed public school | <input type="checkbox"/> | 28-1 |
| Some high school | <input type="checkbox"/> | 2 |
| Completed high school | <input type="checkbox"/> | 3 |
| Some university/college | <input type="checkbox"/> | 4 |
| Completed university/college | <input type="checkbox"/> | 5 |
| Some/completed technical school | <input type="checkbox"/> | 6 |
| Some/completed graduate school | <input type="checkbox"/> | 7 |

O. Do you live in a ... (BY OBSERVATION)

- | | | |
|------------------------------------|--------------------------|-----------|
| Detached house/single family house | <input type="checkbox"/> | 29-1 |
| Semi-detached house/duplex | <input type="checkbox"/> | 2 |
| Apartment | <input type="checkbox"/> | 3 |
| Townhouse/row house | <input type="checkbox"/> | 4 |
| On a farm | <input type="checkbox"/> | 5 |
| Other _____ | <input type="checkbox"/> | 6 |
| | | (specify) |

P. Do you...

- | | | |
|------------|--------------------------|------|
| Rent/lease | <input type="checkbox"/> | 30-1 |
| Own | <input type="checkbox"/> | 2 |

Q. Do you or does anyone in your household belong to a union?

- | | | | | | |
|-----|--------------------------|------|----|--------------------------|---|
| Yes | <input type="checkbox"/> | 31-1 | No | <input type="checkbox"/> | 2 |
|-----|--------------------------|------|----|--------------------------|---|

R. How long have you lived in this community? (DO NOT READ LIST. CHECK ONE.)

- | | | | | | | | | |
|--------------------|--------------------------|------|--------------|--------------------------|---|-------------------|--------------------------|---|
| More than 10 years | <input type="checkbox"/> | 32-1 | 5 - 10 years | <input type="checkbox"/> | 2 | Less than 5 years | <input type="checkbox"/> | 3 |
|--------------------|--------------------------|------|--------------|--------------------------|---|-------------------|--------------------------|---|

S. IF LESS THAN FIVE YEARS, ASK...

What was the size of the previous community you lived in? (CHECK ONE)

- | | | | | | | | | |
|-------------|--------------------------|------|---------------------|--------------------------|---|--------------|--------------------------|---|
| Much larger | <input type="checkbox"/> | 33-1 | About the same size | <input type="checkbox"/> | 2 | Much smaller | <input type="checkbox"/> | 3 |
|-------------|--------------------------|------|---------------------|--------------------------|---|--------------|--------------------------|---|

T. IF RESPONDENT IS NOT A FARMER, ASK...
In which of the following categories does your total household income before taxes fall? (CHECK ONE)

- Less than \$10,000 34-1
- \$10,000 - \$14,999 2
- \$15,000 - \$19,999 3
- \$20,000 - \$24,999 4
- \$25,000 - \$29,999 5
- \$30,000 - \$39,999 6
- \$40,000 or over 7

IF RESPONDENT IS A FARMER, ASK ...

What is the appropriate total value of the agriculture products you sold in 1980?
(CHECK ONE ONLY)

- | | | | |
|---------------------|-------------------------------|-----------------------|----------------------------|
| Under \$15,000 | <input type="checkbox"/> 35-Y | \$50,000 - \$74,999 | <input type="checkbox"/> 4 |
| \$15,000 - \$19,999 | <input type="checkbox"/> X | \$75,000 - \$99,999 | <input type="checkbox"/> 5 |
| \$20,000 - \$24,999 | <input type="checkbox"/> 0 | \$100,000 - \$149,999 | <input type="checkbox"/> 6 |
| \$25,000 - \$34,999 | <input type="checkbox"/> 1 | \$150,000 - \$199,999 | <input type="checkbox"/> 7 |
| \$35,000 - \$39,999 | <input type="checkbox"/> 2 | \$200,000 - \$300,000 | <input type="checkbox"/> 8 |
| \$40,000 - \$49,999 | <input type="checkbox"/> 3 | Over \$300,000 | <input type="checkbox"/> 9 |

U. Town/area (RECORD NEAREST TOWN'S NAME)

THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

INTERVIEWER'S NAME _____

DATE OF INTERVIEW _____ LENGTH OF INTERVIEW _____

CODED BY _____

CHECKED BY _____

EDITED BY _____

PUNCHED BY _____

1 2 3 4
5-1
6-3

GOLDFARB CONSULTANTS

PROJECT #819109 - C

Good morning/afternoon/evening. My name is _____ and I am representing Goldfarb Consultants, an independent Canadian behaviour and attitude research company. We are currently conducting a series of studies in various communities in Manitoba concerning people's lifestyles and information needs. The survey is to be completed by heads of households. It will take about the hour to complete, and for participation you will be given a cash gift of \$ _____. Thank you very much for your co-operation.

RESPONDENT'S NAME _____

RESPONDENT'S ADDRESS _____

TELEPHONE NUMBER _____

SECTION ONE

***DUP 1-4,5-2, DUP 6,7**

1. First, we would like to find out a little about how you spend your time, and what various sources you personally use to get different types of information.

First, tell me, lately, have you been spending more time at home, less time at home or about the same amount of time at home? (CHECK ONE)

More 8-1
 Less 2
 About the same amount 3

2. Next, for a moment, carefully think back over what you have done in the past week, and tell me, over the past seven days, about how much time did you spend, in total, doing each of the following. (ROTATE ORDER BETWEEN INTERVIEWS).

(TIME SPENT IN LAST WEEK)

	<u>Hours</u>	:	<u>Minutes</u>	
Watching T.V.	_____	:	_____	9-12
Listening to A.M. radio	_____	:	_____	13-16
Listening to F.M. radio	_____	:	_____	17-20
Reading a book/books	_____	:	_____	21-24
Reading the Winnipeg Free Press	_____	:	_____	25-28
Reading the Winnipeg Sun	_____	:	_____	29-32
Reading the Steinbach Carillon	_____	:	_____	33-36
Reading La Liberte	_____	:	_____	37-40
Reading the Manitoba Co-operator	_____	:	_____	41-44
Reading The Western Producer	_____	:	_____	45-48
Reading the UGG News	_____	:	_____	49-52
Reading magazines	_____	:	_____	53-56
Listening to records/tapes at home	_____	:	_____	57-60
Doing personal hobbies/crafts	_____	:	_____	61-64
Participating in sports/exercising	_____	:	_____	65-68
Attending community public meetings	_____	:	_____	69-72
Attending church/church functions	_____	:	_____	73-76
Watching/attending local sporting events	_____	:	_____	77-80
Attending club meetings (ie. 4-H, Lions, etc.)	_____	:	_____	*8-11
Playing games at home (ie. cards, board games, video games, etc.)	_____	:	_____	12-15
Playing games away from home (ie. bingo, cards, electronic games, etc.)	_____	:	_____	16-19
Going out for entertainment (ie. to dinner, dancing, to a movie, theatre, etc.)	_____	:	_____	20-23

(TIME SPENT IN LAST WEEK)

	<u>Hours</u>	:	<u>Minutes</u>	
Entertaining company/friends in your own home	_____	:	_____	24-27
Visiting friends/someone in their home	_____	:	_____	28-31
Other activity (write in below)				
_____	_____	:	_____	
_____	_____	:	_____	
_____	_____	:	_____	
_____	_____	:	_____	

3. During a typical week, do you do each of the following regularly, that is, every day or nearly every day; occasionally, that is, a couple of times a week; or seldom or never. (ROTATE ORDER BETWEEN INTERVIEWS).

	<u>Regularly</u> (every day or nearly every day)	<u>Occasionally</u> (a couple of times a week)	<u>Seldom/ never</u>
Watch the 6:00 o'clock/early evening evening news on T.V.	<input type="checkbox"/> 32-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Watch the late evening news on T.V.	<input type="checkbox"/> 33-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Listen to the news on radio	<input type="checkbox"/> 34-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a weekly news magazine	<input type="checkbox"/> 35-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a book or books	<input type="checkbox"/> 36-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Go to the library	<input type="checkbox"/> 37-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Listen to recorded music, records, tapes in your home	<input type="checkbox"/> 38-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow stock market listings, quotations	<input type="checkbox"/> 39-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow weather reports	<input type="checkbox"/> 40-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Follow grain, agricultural commodity markets trading activity	<input type="checkbox"/> 41-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Seek out sports scores, sports news	<input type="checkbox"/> 42-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read farming papers/magazines/journals	<input type="checkbox"/> 43-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
Read a newspaper	<input type="checkbox"/> 44-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

4a) Now, with respect to your personal television viewing habits, would you say that the amount of time you spend watching television in the last few months during each of the following time periods is increasing, decreasing or remaining about the same? (FOR EACH, CHECK ONE ONLY).

	<u>Increasing</u>	<u>Decreasing</u>	<u>Remaining about the same</u>
i) Weekend/daytime	<input type="checkbox"/> 45-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
ii) Weekend/evening	<input type="checkbox"/> 46-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iii) Weekdays/daytime	<input type="checkbox"/> 47-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iv) Weekdays/evening	<input type="checkbox"/> 48-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

4b) And what two or three television stations do you personally prefer to watch? (WRITE IN CALL LETTERS OR CHANNEL NUMBERS)

_____ 49-
 _____ 50-

4c) Thirdly, what kinds of television programs do you prefer watching or like watching best? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED).

News	<input type="checkbox"/> 51-Y	Drama	<input type="checkbox"/> 5
Sports	<input checked="" type="checkbox"/> X	Comedies	<input type="checkbox"/> 6
Documentaries	<input type="checkbox"/> 0	Crime detection	<input type="checkbox"/> 7
Westerns	<input type="checkbox"/> 1	Talk shows	<input type="checkbox"/> 8
Movies	<input type="checkbox"/> 2	Quiz shows/game shows	<input type="checkbox"/> 9
Specials	<input type="checkbox"/> 3	Soap operas	<input type="checkbox"/> 52-Y
Educational	<input type="checkbox"/> 4	Other _____	<input type="checkbox"/> X
		(specify)	

5a) Next, with respect to listening to the radio, would you say that the amount of time you spend listening to the radio in the last few months during each of the following time periods is increasing, decreasing or remaining about the same? (FOR EACH, CHECK ONE ONLY.)

	<u>Increasing</u>	<u>Decreasing</u>	<u>Remaining about the same</u>
i) Weekend/daytime	<input type="checkbox"/> 53-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
ii) Weekend/evening	<input type="checkbox"/> 54-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iii) Weekdays/daytime	<input type="checkbox"/> 55-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3
iv) Weekdays/evening	<input type="checkbox"/> 56-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3

5b) And what two or three radio stations do you personally prefer to listen to? (WRITE IN CALL LETTERS OR STATION NUMBERS)

_____ 57-
 _____ 58-

5c) Thirdly, what kinds of radio programs do you prefer listening to or like listening to best? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED).

World news	<input type="checkbox"/> 59-Y	Talk shows	<input type="checkbox"/> 3
National news	<input checked="" type="checkbox"/> X	Educational	<input type="checkbox"/> 4
Local news	<input type="checkbox"/> 0	Music	<input type="checkbox"/> 5
Farm news/Radio	<input type="checkbox"/> 1	Other _____	<input type="checkbox"/> 6
Noon	<input type="checkbox"/> 1	(specify)	
Sports	<input type="checkbox"/> 2		

5d) Where do you listen to the radio most often?

At home	<input type="checkbox"/> 60-1	At work	<input type="checkbox"/> 3
In a car	<input type="checkbox"/> 2	Other _____	<input type="checkbox"/> 4
		(specify)	

6a) With respect to newspapers, first, tell me does your household subscribe to any daily or weekly newspapers?

Yes 61-1 No 2

IF 'YES', ASK... What ones?

_____ 62-

6b) Would you classify yourself as a very thorough, a somewhat thorough, a casual newspaper reader or a non-reader of newspapers? (CHECK ONE)

Very thorough 63-1
Somewhat thorough 2
Casual 3
Non-reader 4 SKIP TO Q.7

6c) Would you say that the amount of time you are spending reading newspapers in the past few months is increasing, decreasing or remaining about the same? (CHECK ONE)

Increasing 64-1
Decreasing 2
Remaining about the same 3

6d) What sections or parts of a newspaper do you look at or regularly read? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED.)

Front page 65-Y Family/Womens section 7
World news X Specific columns 8
National news 0 Comics 9
Local news 1 Classified ads 66-Y
News summaries 2 Editorials X
News/content index 3 Letters to editor 0
Sports section 4 TV supplement 1
Business/financial news 5 Farming news/section 2
Entertainment section 6 Other _____ 3
(specify)

7. What magazines, if any, do you read regularly or occasionally at home or away from home or do you subscribe to? (DO NOT READ LIST. CHECK AS MANY AS MENTIONED)

Actualite	<input type="checkbox"/> 67-Y	Fortune	<input type="checkbox"/> 3	Racquets Canada	<input type="checkbox"/> 8
Alberta Report	<input checked="" type="checkbox"/> X	Good Farming	<input type="checkbox"/> 4	Reader's Digest (English)	<input type="checkbox"/> 9
Alberta Weekly	<input type="checkbox"/> 0	Good Housekeeping	<input type="checkbox"/> 5	Redbook	<input type="checkbox"/> 72-Y
Atlantic Insight	<input type="checkbox"/> 1	Gourmet	<input type="checkbox"/> 6	Report on Farming	<input type="checkbox"/> X
Better Homes & Gardens	<input type="checkbox"/> 2	Harrowsmith	<input type="checkbox"/> 7	Saturday Night	<input type="checkbox"/> 0
Business Week	<input type="checkbox"/> 3	Homemaker's	<input type="checkbox"/> 8	Scientific American	<input type="checkbox"/> 1
Canadian Business	<input type="checkbox"/> 4	Kanata	<input type="checkbox"/> 9	Selection	<input type="checkbox"/> 2
Canadian Geographic	<input type="checkbox"/> 5	Ladies Home Journal	<input type="checkbox"/> 70-Y	Ski Canada	<input type="checkbox"/> 3
Canadian Home Decor	<input type="checkbox"/> 6	L'Auberge	<input checked="" type="checkbox"/> X	Skyword	<input type="checkbox"/> 4
Canadian Living	<input type="checkbox"/> 7	Le Lundi	<input type="checkbox"/> 0	Sports Club	<input type="checkbox"/> 5
Canadian Secretary	<input type="checkbox"/> 8	Legion	<input type="checkbox"/> 1	Time	<input type="checkbox"/> 6
Cattleman	<input type="checkbox"/> 9	Les Affaires	<input type="checkbox"/> 2	Today Magazine	<input type="checkbox"/> 7
Chatelaine (English)	<input type="checkbox"/> 68-Y	Maclean's	<input type="checkbox"/> 3	True Confessions	<input type="checkbox"/> 8
Chatelaine (French)	<input checked="" type="checkbox"/> X	Madame Au Foyer	<input type="checkbox"/> 4	T.V. Guide	<input type="checkbox"/> 9
Consumerateur	<input type="checkbox"/> 0	Mademoiselle	<input type="checkbox"/> 5	Us	<input type="checkbox"/> 73-Y
Consumers' Report	<input type="checkbox"/> 1	McCalls	<input type="checkbox"/> 6	Union Farmer	<input checked="" type="checkbox"/> X
Co-op Consumer	<input type="checkbox"/> 2	Ms.	<input type="checkbox"/> 7	Viva	<input type="checkbox"/> 0
Cosmopolitan	<input type="checkbox"/> 3	National Geographic	<input type="checkbox"/> 8	Vogue	<input type="checkbox"/> 1
Country Guide	<input type="checkbox"/> 4	New Yorker	<input type="checkbox"/> 9	Western Living	<input type="checkbox"/> 2
Decormag	<input type="checkbox"/> 5	Newsweek	<input type="checkbox"/> 71-Y	Westworld	<input type="checkbox"/> 3
Enroute	<input type="checkbox"/> 6	Omni	<input checked="" type="checkbox"/> X	Winnipeg Magazine	<input type="checkbox"/> 4
Epicure	<input type="checkbox"/> 7	People	<input type="checkbox"/> 0	Woman's Day	<input type="checkbox"/> 5
Equipment Dealer's publications	<input type="checkbox"/> 8	Perspective	<input type="checkbox"/> 1	Other magazines (write in)	<input type="checkbox"/> 6
Evasion	<input type="checkbox"/> 9	Photo Canada	<input type="checkbox"/> 2		
Executive	<input type="checkbox"/> 69-Y	Photography Today	<input type="checkbox"/> 3		
Family Circle	<input checked="" type="checkbox"/> X	Playgirl/Playboy	<input type="checkbox"/> 4		
Farm Light & Power	<input type="checkbox"/> 0	Psychology Today	<input type="checkbox"/> 5		
Financial Post Magazine	<input type="checkbox"/> 1	Quebec Science	<input type="checkbox"/> 6		
Flare	<input type="checkbox"/> 2	Quest	<input type="checkbox"/> 7		

8. About how many books have you read in the past three months? (CHECK ONE ONLY)

One	<input type="checkbox"/> 74-Y	Four	<input type="checkbox"/> 1	Seven	<input type="checkbox"/> 4	Ten or more	<input type="checkbox"/> 7
Two	<input checked="" type="checkbox"/> X	Five	<input type="checkbox"/> 2	Eight	<input type="checkbox"/> 5	None	<input type="checkbox"/> 8
Three	<input type="checkbox"/> 0	Six	<input type="checkbox"/> 3	Nine	<input type="checkbox"/> 6		

9. About how many times have you been to a library in the past three months? (CHECK ONE)

Once	<input type="checkbox"/> 75-Y	Five times	<input type="checkbox"/> 2	Nine times	<input type="checkbox"/> 6
Twice	<input checked="" type="checkbox"/> X	Six times	<input type="checkbox"/> 3	Ten times	<input type="checkbox"/> 7
Three times	<input type="checkbox"/> 0	Seven times	<input type="checkbox"/> 4	More than ten times	<input type="checkbox"/> 8
Four times	<input type="checkbox"/> 1	Eight times	<input type="checkbox"/> 5	None	<input type="checkbox"/> 9

*DUP 1-4,5-3,
DUP 6,7

SECTION TWO

1. Next, we are interested in where you go or what sources you rely on most and second most for each of a series of topics or subjects. For each, please check one source for most relied on and then one for second most relied on. (HAND RESPONDENT THE QUESTIONNAIRE)

	----- Sources Of Information -----									
	Relied on									
	Radio	T.V.	Winnipeg news-paper	Local Farm-unity news-paper	Farm-ers'/ Friends/ news-neighborhoods	Local church/club/store bulletin or notices	Maga-zines	Other	Not interested in	
<u>Weather information</u>										
<u>Rely on most</u>	<input type="checkbox"/> 76-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> 77-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Major news stories of the day:</u>										
<u>Rely on most</u>	<input type="checkbox"/> 78-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> 79-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Sports scores/sports news:</u>										
<u>Rely on most</u>	<input type="checkbox"/> 80-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> *8-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>Local news stories:</u>										
<u>Rely on most</u>	<input type="checkbox"/> 9-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> 10-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>What's on television:</u>										
<u>Rely on most</u>	<input type="checkbox"/> 11-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> 12-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News about local entertainment, social activities, events, club meetings, functions, etc:</u>										
<u>Rely on most</u>	<input type="checkbox"/> 13-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> 14-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News of local stores' sales:</u>										
<u>Rely on most</u>	<input type="checkbox"/> 15-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> 16-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
<u>News of local sports events:</u>										
<u>Rely on most</u>	<input type="checkbox"/> 17-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
<u>Rely on second most</u>	<input type="checkbox"/> 18-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

Sources Of Information

Relied on

	<u>Radio</u>	<u>T.V.</u>	<u>Winnipeg news-paper</u>	<u>Local comm-unity news-paper</u>	<u>Farm-er's/ Farm-ing news-paper</u>	<u>Friends/ neigh-bours</u>	<u>Local church/ club/ store bulletin or notices</u>	<u>Maga-zines</u>	<u>Other</u>	<u>Not inter-ested in</u>
<u>Stock market news, information</u>										
Rely on most	<input type="checkbox"/> 19-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 20-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		
<u>Agricultural commodity markets trading activity:</u>										
Rely on most	<input type="checkbox"/> 21-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 22-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		
<u>Economic trends-inflation, value of the dollar, gold prices, interest rates, etc:</u>										
Rely on most	<input type="checkbox"/> 23-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 24-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		
<u>Travel news, information:</u>										
Rely on most	<input type="checkbox"/> 25-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 26-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		
<u>Financial, tax information you need in your work/business:</u>										
Rely on most	<input type="checkbox"/> 27-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 28-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		
<u>Information on various government services available to you:</u>										
Rely on most	<input type="checkbox"/> 29-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 30-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		
<u>Hobby/craft information:</u>										
Rely on most	<input type="checkbox"/> 31-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 32-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		
<u>Consumer assistance, advice, information:</u>										
Rely on most	<input type="checkbox"/> 33-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	
Rely on second most	<input type="checkbox"/> 34-Y <input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6		

Sources Of Information

Relied on

	Radio	T.V.	Winnipeg news-paper	Local area news-paper	Farm-ers' Friends/ news-paper	neigh-bours	Local church/ club/ store bulletin or notices	Maga-zines	Other	Not inter-ested in
Acquiring information to increase your knowledge of specific subject matter of interest to you:										
Rely on most	<input type="checkbox"/> 35-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 36-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information used for fun, entertainment value:										
Rely on most	<input type="checkbox"/> 37-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 38-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on used machinery for sale:										
Rely on most	<input type="checkbox"/> 39-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 40-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on feed/hay for sale:										
Rely on most	<input type="checkbox"/> 41-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 42-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on live-stock, cattle for sale:										
Rely on most	<input type="checkbox"/> 43-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 44-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on live-stock market selling prices										
Rely on most	<input type="checkbox"/> 45-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 46-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on auto-mobiles for sale:										
Rely on most	<input type="checkbox"/> 47-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 48-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on machinery parts for sale:										
Rely on most	<input type="checkbox"/> 49-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 50-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on fertilizer prices, supplies available:										
Rely on most	<input type="checkbox"/> 51-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 52-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

Sources Of Information

Relied on

	Radio	T.V.	Winnipeg news-paper	Local area news-paper	Farm-er's/ Farm-ing news-paper	Friends/ neigh-bours	Local church/ club/ store bulletin or notices	Maga-zines	Other	Not inter-ested in
Information on insecticide, spray prices, supplies available:										
Rely on most	<input type="checkbox"/> 53-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 54-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on labour for hire:										
Rely on most	<input type="checkbox"/> 55-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 56-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on grain contracts, quotas:										
Rely on most	<input type="checkbox"/> 57-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 58-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information, news on disease outbreaks in your area:										
Rely on most	<input type="checkbox"/> 59-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 60-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information, news on major grain sales, transactions:										
Rely on most	<input type="checkbox"/> 61-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 62-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information, news on world trends in agriculture production:										
Rely on most	<input type="checkbox"/> 63-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 64-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on new crops:										
Rely on most	<input type="checkbox"/> 65-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 66-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on new agricultural techniques:										
Rely on most	<input type="checkbox"/> 67-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 68-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	
Information on disease control:										
Rely on most	<input type="checkbox"/> 69-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7
Rely on second most	<input type="checkbox"/> 70-Y	<input type="checkbox"/> X	<input type="checkbox"/> 0	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	

SECTION THREE

*DUP 1-4,5-4
DUP 6,7

1. Next, I would like you to rate the importance to you of each of the following kinds of information or subjects using a one to ten scale. A rating of ten means that information is very important to you. A ratings of one means that it is not important at all to you. And the numbers between represent the degrees between. (HAND RESPONDENT THE QUESTIONNAIRE.)

	Not important <u>at all</u>										Very <u>important</u>
Local weather information	1	2	3	4	5	6	7	8	9	10	(71)
National weather information	1	2	3	4	5	6	7	8	9	10	(72)
Western Canada weather information	1	2	3	4	5	6	7	8	9	10	(73)
American weather information	1	2	3	4	5	6	7	8	9	10	(74)
International weather information	1	2	3	4	5	6	7	8	9	10	(75)
Temperature forecasts	1	2	3	4	5	6	7	8	9	10	(76)
Precipitation forecasts	1	2	3	4	5	6	7	8	9	10	(77)
Short range weather forecasts	1	2	3	4	5	6	7	8	9	10	(78)
Long range weather forecasts	1	2	3	4	5	6	7	8	9	10	(79)
Information on how weather is affecting agricultural production in other countries	1	2	3	4	5	6	7	8	9	10	(80)
Major news stories of the day	1	2	3	4	5	6	7	8	9	10	(*8)
World news information	1	2	3	4	5	6	7	8	9	10	(9)
National news information	1	2	3	4	5	6	7	8	9	10	(10)
Local news information	1	2	3	4	5	6	7	8	9	10	(11)
Sports scores/sports news	1	2	3	4	5	6	7	8	9	10	(12)
What's on television	1	2	3	4	5	6	7	8	9	10	(13)
News about local entertainment social activities, events, club meetings, functions,etc	1	2	3	4	5	6	7	8	9	10	(14)
News of sales in local stores	1	2	3	4	5	6	7	8	9	10	(15)
News of sales in Winnipeg stores	1	2	3	4	5	6	7	8	9	10	(16)
News of local sports events	1	2	3	4	5	6	7	8	9	10	(17)
Financial markets, stocks, bonds listings	1	2	3	4	5	6	7	8	9	10	(18)
Agricultural commodity markets trading activity, listings	1	2	3	4	5	6	7	8	9	10	(19)

	<u>Not important at all</u>										<u>Very important</u>										
News and analysis of economic trends	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(20)
Local council meetings news	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(21)
Provincial legislature news	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(22)
Federal legislature news	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(23)
Rail/bus/airline schedules information	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(24)
Travel, tour packages available locally, or through Winnipeg	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(25)
Statistics Canada information/ data	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(26)
Financial/investment advice/ information, analysis on trends	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(27)
Mortgage information, advice	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(28)
Tax advice, information	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(29)
Legal advice, information	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(30)
Listings or directory of government services, programs available to the public - eg. Health, Welfare, Education, etc.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(31)
Restaurant guides, reviews for Winnipeg restaurants	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(32)
Entertainment, theatre listings for Winnipeg	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(33)
Electronic games	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(34)
Consumer reports (i.e. rating of performance of various products, services)	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(35)
Catalogue information, items for sale at Eatons, The Bay, Simpsons, etc.	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(36)
Grocery specials information	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(37)
Listings for merchandise available, price comparisons, best buys at local stores	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(38)
Road reports for local area and province	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(39)
Information on Manitoba's recreation areas, facilities	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(40)

	<u>Not important at all</u>										<u>Very important</u>
Listings of career, job opportunities	1	2	3	4	5	6	7	8	9	10	(41)
Local real estate listings, market trends	1	2	3	4	5	6	7	8	9	10	(42)
Hobby, craft information (eg. instruction on gardening, photography, sewing, etc).	1	2	3	4	5	6	7	8	9	10	(43)
Sports instruction information (eg. hunting, fishing, golf, tennis tips, etc.)	1	2	3	4	5	6	7	8	9	10	(44)
Listing of new library books available	1	2	3	4	5	6	7	8	9	10	(45)
Books available, can be ordered from a Bookmobile	1	2	3	4	5	6	7	8	9	10	(46)
Information on available Department of Agriculture's extension courses	1	2	3	4	5	6	7	8	9	10	(47)
Information on courses offered by Faculty of Agriculture at the University of Manitoba	1	2	3	4	5	6	7	8	9	10	(48)
Information of adult education courses available locally <u>not</u> in agriculture area	1	2	3	4	5	6	7	8	9	10	(49)
Information on adult education courses available at the University of Manitoba other than courses in agriculture subjects	1	2	3	4	5	6	7	8	9	10	(50)
Tips, instruction on do-it-yourself projects (ie. carpentry, home improvement, decorating, auto repairs etc.)	1	2	3	4	5	6	7	8	9	10	(51)
Educational reference material on history	1	2	3	4	5	6	7	8	9	10	(52)
Educational reference material on science, physics, etc.	1	2	3	4	5	6	7	8	9	10	(53)

	Not important <u>at all</u>										Very <u>important</u>
Educational reference material on the arts, art appreciation, music appreciation, etc.	1	2	3	4	5	6	7	8	9	10	(54)
Educational reference material on agriculture	1	2	3	4	5	6	7	8	9	10	(55)
Access to Encyclopedia Britannica body of articles, information	1	2	3	4	5	6	7	8	9	10	(56)
Reference material, instructions for learning new languages	1	2	3	4	5	6	7	8	9	10	(57)
Reference material, instructions for learning mathematics	1	2	3	4	5	6	7	8	9	10	(58)
Reference material, instructions for developing reading skills	1	2	3	4	5	6	7	8	9	10	(59)
Educational instruction, information for children	1	2	3	4	5	6	7	8	9	10	(60)
Medical, health care, nutrition information advice	1	2	3	4	5	6	7	8	9	10	(61)
Information, instruction on farm management	1	2	3	4	5	6	7	8	9	10	(62)
<u>Daily agricultural news</u> bulletins, highlighting major new developments, transactions, new policies, program announcements etc. pertaining to agriculture and farming	1	2	3	4	5	6	7	8	9	10	(63)
Technical information or guidance on disease control, what kinds of sprays, chemicals, to use for certain problems	1	2	3	4	5	6	7	8	9	10	(64)
News or alerts of disease outbreaks in your area	1	2	3	4	5	6	7	8	9	10	(65)
Prices, listings of farm equipment for sale in your area	1	2	3	4	5	6	7	8	9	10	(66)
Listings of where to go for spare parts, that is, which dealers have which parts in stock in your area	1	2	3	4	5	6	7	8	9	10	(67)

	<u>Not important at all</u>										<u>Very important</u>										
Data on major, current world market trends in agricultural production/output	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(68)
Breakdowns of what kinds of crops are being grown locally, and across North America	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(69)
Contracts and quota information	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(70)
Information on new government agricultural programs, policies, assistance	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(71)
Information on farm labour availability, prices	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(72)
Information on <u>new</u> developments in agriculture (eg. different crops, agricultural techniques)	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(73)
Street price listings in your local area for various commodities	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(74)
Elevator price listing in local area for various commodities	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(75)
Expert analysis, newsletters, forecasting market price trends, commodity price trends for the future	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(76)
Previous price trend data for commodities going back several months showing price changes	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(77)
Listings of local agro-supply companies, what they carry, their prices	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(78)
Information on new innovations in farming equipment	1	2	3	4	5	6	7	8	9	10	1	2	3	4	5	6	7	8	9	10	(79)

	<u>Not important at all</u>					<u>Very important</u>					
	1	2	3	4	5	6	7	8	9	10	
Market prices for livestock from major auctions	1	2	3	4	5	6	7	8	9	10	(80)
Daily money market prices and trends, interest rates, mortgage rates, etc.	1	2	3	4	5	6	7	8	9	10	(*8)
Information on farm land available for leasing, or for sale	1	2	3	4	5	6	7	8	9	10	(9)
Educational information on subjects of interest to farmers, pre/post-emergence control of weeds, for example	1	2	3	4	5	6	7	8	9	10	(10)
Routing, transportation information and costs	1	2	3	4	5	6	7	8	9	10	(11)
Time/location/cost/content of various conferences or seminars on farming	1	2	3	4	5	6	7	8	9	10	(12)
Information on amounts of precipitation year-to-date, and compared to previous years across Canadian and U.S. growing region	1	2	3	4	5	6	7	8	9	10	(13)
Information on heat degree days year-to-date, and compared to previous years across Canadian and U.S. growing region	1	2	3	4	5	6	7	8	9	10	(14)
Information on number of cattle on feed in Canada, U.S.	1	2	3	4	5	6	7	8	9	10	(15)
Information on what surpluses are being held locally, nationally; what grades and types of grain in storage	1	2	3	4	5	6	7	8	9	10	(16)
Prices, listings for seed available in your area	1	2	3	4	5	6	7	8	9	10	(17)
Prices, listings for fertilizers in your area	1	2	3	4	5	6	7	8	9	10	(18)

*DUP 1-4,5-5,
DUP 6.7

	<u>Not important</u> <u>at all</u>										<u>Very</u> <u>important</u>
Prices, listings for chemicals, insecticides, herbicides in your area	1	2	3	4	5	6	7	8	9	10	(19)
Information on livestock health problems, how to sight and deal with health problems	1	2	3	4	5	6	7	8	9	10	(20)
Feed formulation information, how to change rations, what quantities to use	1	2	3	4	5	6	7	8	9	10	(21)
Information on livestock for sale	1	2	3	4	5	6	7	8	9	10	(22)
Information on feed, hay for sale	1	2	3	4	5	6	7	8	9	10	(23)
Information on metric conversions	1	2	3	4	5	6	7	8	9	10	(24)
Information on how to calculate mortgage rates	1	2	3	4	5	6	7	8	9	10	(25)
Information on how to calculate interest payments, charges	1	2	3	4	5	6	7	8	9	10	(26)

SECTION FOUR

1. How do you or where do you do each of the following most often? (ROTATE ORDER BETWEEN INTERVIEWS. FORCE A CHOICE, IF NECESSARY)

	Drive to/in Winnipeg	Drive to/in Ste. Anne	Drive to/in Niverville	Drive to/in Steinbach	Drive to/in another centre	Order by mail	Order by telephone	Don't Do
Do you banking	<input type="checkbox"/> 27-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy work clothes	<input type="checkbox"/> 28-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy dress clothes	<input type="checkbox"/> 29-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Shop for your family's groceries	<input type="checkbox"/> 30-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy dress shoes	<input type="checkbox"/> 31-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy work shoes/boots	<input type="checkbox"/> 32-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to when you go out to dinner	<input type="checkbox"/> 33-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to when you go out to a bar/lounge	<input type="checkbox"/> 34-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Go to a library	<input type="checkbox"/> 35-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy household items like towels, linens, carpet, curtains, etc.	<input type="checkbox"/> 36-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Pay bills	<input type="checkbox"/> 37-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for air travel	<input type="checkbox"/> 38-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for a sporting event	<input type="checkbox"/> 39-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8
Buy tickets for the theatre/a play/a live show	<input type="checkbox"/> 40-1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	<input type="checkbox"/> 6	<input type="checkbox"/> 7	<input type="checkbox"/> 8

2. In terms of activities, tell me, do you participate in any of the following hobby activities on a regular basis? (CHECK AS MANY AS APPLY)

Photography	<input type="checkbox"/> 41-Y	Sewing	<input type="checkbox"/> 42-Y
Art/painting/drawing/sculpting	<input checked="" type="checkbox"/> X	Stamp/coin collecting	<input type="checkbox"/> X
Woodworking/refinishing	<input type="checkbox"/> 0	Quilting	<input type="checkbox"/> 0
Cake decorating	<input type="checkbox"/> 1	Macrame/handicrafts	<input type="checkbox"/> 1
Antique collecting	<input type="checkbox"/> 2	Knitting/croquetting	<input type="checkbox"/> 2
Gardening/raising plants	<input type="checkbox"/> 3	Dog breeding/training	<input type="checkbox"/> 3
Home decorating	<input type="checkbox"/> 4	Tinkering with cars/motors	<input type="checkbox"/> 4
Volunteer work	<input type="checkbox"/> 5	Other (record below)	<input type="checkbox"/> 5
Cards/games	<input type="checkbox"/> 6		
Reading	<input type="checkbox"/> 7		
Model building	<input type="checkbox"/> 8		
Electronics	<input type="checkbox"/> 9		

3. And in which of the following sports activities, if any, do you personally participate in? (CHECK AS MANY AS APPLY)

Golf	<input type="checkbox"/> 43-Y	Racquetball/handball/paddle ball	<input type="checkbox"/> 44-Y
Curling	<input checked="" type="checkbox"/> X	Horseback riding	<input type="checkbox"/> X
Tennis	<input type="checkbox"/> 0	Bicycling	<input type="checkbox"/> 0
Water skiing	<input type="checkbox"/> 1	Sailing/boating	<input type="checkbox"/> 1
Downhill skiing	<input type="checkbox"/> 2	Hunting	<input type="checkbox"/> 2
Cross country skiing	<input type="checkbox"/> 3	Swimming/water sports	<input type="checkbox"/> 3
Ice skating	<input type="checkbox"/> 4	Jogging/distance running	<input type="checkbox"/> 4
Roller skating	<input type="checkbox"/> 5	Badminton	<input type="checkbox"/> 5
Bowling	<input type="checkbox"/> 6	Air ballooning/flying	<input type="checkbox"/> 6
Baseball/softball	<input type="checkbox"/> 7	Fishing	<input type="checkbox"/> 7
Basketball	<input type="checkbox"/> 8	Hiking/backpacking/canoeing/camping	<input type="checkbox"/> 8
Field hockey	<input type="checkbox"/> 9	(DO NOT READ) None of these	<input type="checkbox"/> 9

4a) How many times in the past month have you visited relatives or friends in their homes? (OBTAIN BEST GUESS IF NECESSARY)

_____ 45-46
(WRITE IN NUMBER)

4b) And how many times in the past month have you had relatives or friends come to your home for a visit? (OBTAIN BEST GUESS IF NECESSARY)

_____ 47-48
(WRITE IN NUMBER)

5a) Do you have ... (CHECK ONE)

- Cable television 49-1
- Roof/outdoors antenna 2
- Rabbit ears/indoors antenna 3
- (DO NOT READ) No television 4

5b) IF RESPONDENT DOES NOT HAVE CABLE TV. ASK ... Are you planning to hook up to or have cable television installed into your home in the near future?

- Planning to get cable TV 50-1
- Not planning to get cable TV 2

5c) What are all of the television channels that you can get on your television set?... (PROBE) ... Any others? (WRITE IN CALL LETTERS OR CHANNEL NUMBERS)

_____ 51-

_____ 52-

6. How many personal letters would you write in a typical month? (OBTAIN BEST GUESS IF NECESSARY)

_____ 53-54
(WRITE IN NUMBER)

7. And how many telephone calls did you make from your own home phone in the past week? (OBTAIN BEST GUESS IF NECESSARY)

_____ 55-56
(WRITE IN NUMBER)

cc 57-80 = 5

SECTION FIVE

***DUP 1-4, 5-6,
DUP 6,7**

Lastly, we need some information about you for statistical purposes only so that your opinions can be categorized with those of other people.

A. In which of the following age categories do you belong? (CHECK ONE)

- Under 25 *8-1 40 - 44 5
- 25 - 29 2 45 - 49 6
- 30 - 34 3 50 - 54 7
- 35 - 39 4 55 or over 8

B. Are you... (READ LIST. CHECK ONE)

- Single, never been married 9-1
- Married 2
- Separated/widowed/divorced 3

C. Sex: (BY OBSERVATION)

- Male 10-1 Female 2

D. Do you have any children (under 18) residing at home?

- Yes 11-1 No 2 SKIP TO Q.G

E. How many under eighteens do you have residing in your home? (CHECK ONE).

- One 12-1 Five 5
- Two 2 Six 6
- Three 3 Seven 7
- Four 4 Eight or more 8

F. And where do each of your children under 18 go to school? (START WITH OLDEST UNDER 18 AND WORK THROUGH TO YOUNGEST, ONE AT A TIME)

	#1	#2	#3	#4	#5	#6	#7	#8
French elementary school	<input type="checkbox"/> 13-1	<input type="checkbox"/> 14-1	<input type="checkbox"/> 15-1	<input type="checkbox"/> 16-1	<input type="checkbox"/> 17-1	<input type="checkbox"/> 18-1	<input type="checkbox"/> 19-1	<input type="checkbox"/> 20-1
English elementary school	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2	<input type="checkbox"/> 2
Junior high school	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3	<input type="checkbox"/> 3
Senior high school	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4	<input type="checkbox"/> 4
College/university	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5	<input type="checkbox"/> 5
Too young to go to school	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6	<input type="checkbox"/> 6
Finished school/working	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7	<input type="checkbox"/> 7

G. What is the occupation of your household's male head?

_____ 21-

No male household head

H. What is the occupation of your household's female head?

_____ 22-

No female household head

I. IF PERSONALLY WORKING, ASK... Where do you work, that is, in what place, nearest in what city or town?

J. How many adults (18 or over), including yourself live in your home? (CHECK ONE)

- | | | | | | |
|-------|--------------------------|------|---------------|--------------------------|---|
| One | <input type="checkbox"/> | 24-1 | Five | <input type="checkbox"/> | 5 |
| Two | <input type="checkbox"/> | 2 | Six | <input type="checkbox"/> | 6 |
| Three | <input type="checkbox"/> | 3 | Seven | <input type="checkbox"/> | 7 |
| Four | <input type="checkbox"/> | 4 | Eight or more | <input type="checkbox"/> | 8 |

K. What one language do you personally feel most comfortable reading or carrying on a conversation in?

- | | | |
|-------------|--------------------------|------|
| French | <input type="checkbox"/> | 25-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| (specify) | | |

L. What language is used most often in your home?

- | | | |
|-------------|--------------------------|------|
| French | <input type="checkbox"/> | 26-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| (specify) | | |

M. And what language do you personally use most often at work or when discussing business?

- | | | |
|-------------|--------------------------|------|
| French | <input type="checkbox"/> | 27-1 |
| English | <input type="checkbox"/> | 2 |
| Other _____ | <input type="checkbox"/> | 3 |
| (specify) | | |

N. In which of the following education categories do you belong? (CHECK ONE)

- | | | |
|---------------------------------|--------------------------|------|
| Some/completed public school | <input type="checkbox"/> | 28-1 |
| Some high school | <input type="checkbox"/> | 2 |
| Completed high school | <input type="checkbox"/> | 3 |
| Some university/college | <input type="checkbox"/> | 4 |
| Completed university/college | <input type="checkbox"/> | 5 |
| Some/completed technical school | <input type="checkbox"/> | 6 |
| Some/completed graduate school | <input type="checkbox"/> | 7 |

O. Do you live in a ... (BY OBSERVATION)

- | | | |
|------------------------------------|--------------------------|------|
| Detached house/single family house | <input type="checkbox"/> | 29-1 |
| Semi-detached house/duplex | <input type="checkbox"/> | 2 |
| Apartment | <input type="checkbox"/> | 3 |
| Townhouse/row house | <input type="checkbox"/> | 4 |
| On a farm | <input type="checkbox"/> | 5 |
| Other _____ | <input type="checkbox"/> | 6 |
| (specify) | | |

P. Do you...

- | | | |
|------------|--------------------------|------|
| Rent/lease | <input type="checkbox"/> | 30-1 |
| Own | <input type="checkbox"/> | 2 |

Q. Do you or does anyone in your household belong to a union?

- | | | | | | |
|-----|--------------------------|------|----|--------------------------|---|
| Yes | <input type="checkbox"/> | 31-1 | No | <input type="checkbox"/> | 2 |
|-----|--------------------------|------|----|--------------------------|---|

R. How long have you lived in this community? (DO NOT READ LIST. CHECK ONE.)

- | | | | | | | | | |
|--------------------|--------------------------|------|--------------|--------------------------|---|-------------------|--------------------------|---|
| More than 10 years | <input type="checkbox"/> | 32-1 | 5 - 10 years | <input type="checkbox"/> | 2 | Less than 5 years | <input type="checkbox"/> | 3 |
|--------------------|--------------------------|------|--------------|--------------------------|---|-------------------|--------------------------|---|

S. IF LESS THAN FIVE YEARS, ASK...

What was the size of the previous community you lived in? (CHECK ONE)

- | | | | | | | | | |
|-------------|--------------------------|------|---------------------|--------------------------|---|--------------|--------------------------|---|
| Much larger | <input type="checkbox"/> | 33-1 | About the same size | <input type="checkbox"/> | 2 | Much smaller | <input type="checkbox"/> | 3 |
|-------------|--------------------------|------|---------------------|--------------------------|---|--------------|--------------------------|---|

T. IF RESPONDENT IS NOT A FARMER, ASK...

In which of the following categories does your total household income before taxes fall? (CHECK ONE)

- Less than \$10,000 34-1
- \$10,000 - \$14,999 2
- \$15,000 - \$19,999 3
- \$20,000 - \$24,999 4
- \$25,000 - \$29,999 5
- \$30,000 - \$39,999 6
- \$40,000 or over 7

IF RESPONDENT IS A FARMER, ASK ...

What is the appropriate total value of the agriculture products you sold in 1980? (CHECK ONE ONLY)

- | | | | |
|---------------------|---------------------------------------|-----------------------|----------------------------|
| Under \$15,000 | <input type="checkbox"/> 35-Y | \$50,000 - \$74,999 | <input type="checkbox"/> 4 |
| \$15,000 - \$19,999 | <input checked="" type="checkbox"/> X | \$75,000 - \$99,999 | <input type="checkbox"/> 5 |
| \$20,000 - \$24,999 | <input type="checkbox"/> 0 | \$100,000 - \$149,999 | <input type="checkbox"/> 6 |
| \$25,000 - \$34,999 | <input type="checkbox"/> 1 | \$150,000 - \$199,999 | <input type="checkbox"/> 7 |
| \$35,000 - \$39,999 | <input type="checkbox"/> 2 | \$200,000 - \$300,000 | <input type="checkbox"/> 8 |
| \$40,000 - \$49,999 | <input type="checkbox"/> 3 | Over \$300,000 | <input type="checkbox"/> 9 |

U. Town/area (RECORD NEAREST TOWN'S NAME)

THANK YOU VERY MUCH FOR YOUR CO-OPERATION.

INTERVIEWER'S NAME _____

DATE OF INTERVIEW _____ LENGTH OF INTERVIEW _____

CODED BY _____ CHECKED BY _____

EDITED BY _____ PUNCHED BY _____