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

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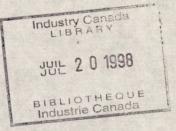
#### A Research Report

for

#### DEPARTMENT OF COMMUNICATIONS, TELIDON OPERATIONS, MANITOBA TELEPHONE SYSTEM &

INFOMART





Prepared by

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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 infor-
	mation 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.

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### 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:

		Sample Size
Total Field Trial Participants		137
Under 40	9. 19.	<sup>.</sup> 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

	Sample Size
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
	•

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#### **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.

- 5

		% of Respondents	5
	Total Field Trial participants	Non- participants	Control sample
Amount Of Time Spent At Home Lately	· .		
More Less	23 29	29	26 19
About the same	47	22 47	55
No opinion	1	2	-
	100	100	100
Base:	(137)	(82)	(153)
•			

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#### 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:

- 6 -

## Average Time (Hours)

	Total Field Trial participants	Non- participants	Control sample
Average Time Spent During Past Seven Days	e e se se an an	ан алан Ал	
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 Visiting friends/someone in	7.0	5.1	6.5
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 Playing games away from home (i.e., bingo, cards,	3.9	2.5	5.8
electronic games, etc.) Attending community public	3.2	3.0	3.5
meetings	3.2	2.9	2.7
Reading the Winnipeg Free Press Attending club meetings (i.e.,	3.2	3.3	3.3
4-H, Lions, etc.)	3.1	2.5	3.0
Playing games at home (i.e., cards,			000
board games, video games, etc.)	2.9	2.2	2.7
Reading magazines	2.0	1.8	2.2
Watching/attending local sporting events	0 0	A 0	0.0
Attending church/church functions	2.0 1.3	4.8	2.9 1.9
Reading the UGG News	1.0	.8	.9
Reading the Manitoba Co-operator	<u>,</u> 9	1.2	.8
Reading La Liberte Reading the Portage Daily	۰8	1.1	.7
Graphic/Winnipeg Sun	.8	. 8	1.2
Reading the Western Producer Reading the Portage Leader/	.7	1.0	1.0
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	<b>;</b>	
	Total Field Trial participants	Non- participants	Control sample	
Frequency Of Doing Certain Activities		An	n ja akan karan na ja sa shukar	
Follow Weather Reports Regularly Occasionally Seldom/never No opinion		82 14 4 - 100	80 14 6 100	
Listen To The News On The Radio Regularly Occasionally Seldom/never No opinion	6423121100	65 17 18 <u>-</u> 100	61 26 13 100	
Watch The Late Evening News On T.V. Regularly Occasionally Seldom/never No opinion	58 27 15 100	55 19 26 - 100	$     \begin{array}{r}       34 \\       34 \\       32 \\       - \\       \overline{100}     \end{array} $	
Watch The 6 O'clock/Early Evening News On T.V. Regularly Occasionally Seldom/never No opinion	53 27 20 	55 18 27 - 100	40 24 36 	
Read A Newspaper Regularly Occasionally Seldom/never No opinion	49 41 10 	50 39 11 	47 38 15 100	

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	•	% of Respondents	
	Total Field Trial participants	Non- participants	Control sample
Seek Out Sports Scores,	.`		
Sports News			05
Regularly Occasionally	35 29	38 10	25 22
Seldom/never	36	51	52
No opinion	-	1	1
	100	100	100
Follow Grain, Agricultural		· · ·	- 1
Commodity Markets Trading Act	ivity		
Regularly	23	31	13
Occasionally	19	18	21
Seldom/never	57	51	66
No opinion	$\frac{1}{100}$	100	100
Read A Book/Books			
Regularly	20	17	18
Occasionally	22	20	26
Seldom/never	58	62	56
No opinion	100	$\frac{1}{100}$	100
Read A Weekly News Magazine			•
Regularly	18	26	18
Occasionally	37	35	27
Seldom/never	45	38	54
No opinion	100	$\frac{1}{100}$	$\frac{1}{100}$
Read Farming Papers/Magazines/	,		
Journals			
Regularly	1.6	-24	14
Occasionally	34	40	34
Seldom/never	50	35	52
No opinion	100	$\frac{1}{100}$	100
	100	100	100

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••	Total Field Trial participants	Non- participants	Control sample	
Follow Stock Market Listings,		e e secondo e com	n Amaria (Cara antes 1971) en	
Quotations	15	10	10	
Regularly	15 18	17	10 11	
Occasionally	66	16 66	11 79	
Seldom/never No opinion	00	00	(9	
No opinion	$\frac{1}{100}$	$\frac{1}{100}$	$\frac{100}{100}$	
Listen To Recorded Music, Reco Tapes In Your Home Regularly Occasionally Seldom/never No opinion	ords, 10 50 39 <u>1</u> 100	$     \begin{array}{r}       10 \\       28 \\       61 \\       \frac{1}{100}     \end{array} $	$22 \\ 44 \\ 33 \\ 1 \\ 100$	
Go To The Library				
Regularly	1	1	-	
Occasionally	5	2	4	
Seldom/never	92	94	96	
No opinion	$\frac{2}{100}$	$\frac{3}{100}$	100	
Base:	(137)	(82)	(153)	

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## % of Respondents

#### 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

	Total Field Trial participants	Non- participants	Control sample
Amount Of T.V. Watched In Recent Months			• •
Weekend/Daytime Increasing Decreasing Remaining about the same No opinion	13 $25$ $62$ $-$ $100$	$10$ $23$ $63$ $\frac{4}{100}$	5 30 60 5 100
Weekend/Evening Increasing Decreasing Remaining about the same No opinion	23 19 58 	18 17 61 $-4$ 100	6 $22$ $68$ $4$ $100$
Weekdays/Daytime Increasing Decreasing Remaining about the same No opinion	9 23 67 $\frac{1}{100}$	$     \begin{array}{r}       7 \\       21 \\       70 \\       \frac{2}{100}     \end{array} $	$   \begin{array}{r}     3 \\     20 \\     72 \\     \underline{5} \\     \overline{100}   \end{array} $
Weekdays/Evening Increasing Decreasing Remaining about the same No opinion	2320561100	17     15     66     2     100	$9$ $67$ $\frac{5}{100}$
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.

		% of Respondents	. /
	Total Field Trial participants	Non- participants	Control sample
Preferred Television Stations (selected)			
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	<b>-</b>	-
None	1	2	4
Base:	(137)	(82)	(153)

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#### 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 televison shows they most enjoy watching. The following table details this data:

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

## PREFERRED RADIO STATIONS

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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.

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

Non- participants	Control sample
77	72
	56
	52
57	38
35	22
44	22
31	30
13	10
1	9
(82)	(153)
	71 59 57 35 44 31 13 13

#### 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		
	Total Field Trial participants	No <b>n-</b> participants	Control sample
Listen To Radio Most Often			
At home In a car At work No opinion	42 52 22 * <u>118</u>	$55$ 37 16 $-\frac{4}{112}$	59 28 17 <u>3</u> 107
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			
	Total Field Trial participants	Non- participants	Control sample	
Household Subscribes To Daily Or Weekly Newspaper(s)			•	
Yes No No opinion	69 22 9 100	$68\\18\\14\\100$	68 25 7 100	
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)

	Total Field Trial participants	Non- participants	Control sample
Newspaper(s) Subscribed To (selected)	•		2
Winnipeg Free Press Manitoba Co-operator La Liberte Portage Leader	88 18 15 6	82 38 23 4	57 15 21 -
Western Producer Winnipeg Sun Steinbach Carillon/Carillon News German newspapers (any mention)	2 1 -	5 2 - -	5 - 69 3
Farm Light & Power UGG News Portage Daily Graphic	-	4 5 2	4 - -
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		
	Total Field Trial participants	Non- participants	Control sample
As A Newspaper Reader, Am			
Very thorough Somewhat thorough Casual Non-reader No opinion	$     \begin{array}{r}       17 \\       29 \\       49 \\       5 \\       - \\       100 \\     \end{array} $	$     \begin{array}{r}       16 \\       22 \\       55 \\       6 \\       \underline{1} \\       100     \end{array} $	13 27 50 10 - 100
Base:	(137)	(82)	(153)

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### 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.

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	% of Respondents		
	Total Field Trial participants	Non- participants	Control sample
Amount Of Time Spent Reading Newspaper Is	. ´`.		۲.
Increasing Decreasing Remaining about the same No opinion/non-reader	8 13 73 <u>6</u> 100	15 10 68 7 100	8 11 71 <u>10</u> 100
Base:	(137)	(82)	(153)

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#### PARTS OF THE NEWSPAPER REGULARLY READ

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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.

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#### % of Respondents

	Total Field Trial participants	Non- participants	Control sample
Parts Of Newspaper Regularly Looked At			
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.

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• • • •	% of Respondents			
	Total Field Trial participants	Non- participants	Control sample	
Magazines Read Or Subscribed To			-	
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 Report on Farming Canadian Home Decor Equipment Dealer's Publications	4 4 4	5 1 4 2	2 3 1 -	
Financial Post Magazine Flare Homemaker's Redbook	3 3 3 3	4 - 6		

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## % of Respondents

		Total Field Trial <u>participants</u>	Non- participants	Control sample
True Confessions Today Magazine Ski Canada Ladies Home Journal		3 2 2 2	2 - 1	2 2 - -
Cosmopolitan Business Week Cattleman Enroute		2 2 2 2	2 2 1 1	3 - 3 -
McCalls Photo Canada Us Alberta Weekly		2 2 2 1	7 - 1 -	2 - 1 -
Chatelaine (French) Consumerateur Gourmet Harrowsmith	•	1 1 1 1	1 1 -	1 - 1 3
L'Auberge Legion Madame Au Foyer Mademoiselle		1 1 1 1	- - 1	-2
Ms. Omni Psychology Today Racquets Canada		1 1 1 1	- 2 1	1 1 1 1
Saturday Night Scientific American Skyword Sports Club		1 1 1 1	- - 1	· - - -
Winnipeg Magazine Vogue Fortune Photography Today		-	6 5 1 1	- - -
Union Farmer Viva Western Living Les Affaires		5 20 20 20 20 20 20 20 20 20 20 20 20 20	1 1 1	- - 1

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## % of Respondents

	· · · · ·	Total Field Trial <u>participants</u>	Non- participants	Control <u>sample</u>
Actualite		<b>_</b>		
Alberta Report		· –	-	-
Atlantic Insight		· • .	-	. –
Canadian Secretary		· <u>-</u>	<del>, •</del>	-
Decormag		-		
Epicure		· •	· _ ·	-
Evasion		<b>–</b> (11)	<b></b>	-
Executive		<u> </u>	* <b></b>	2 x <b>—</b> 2 4
Kanota		_	· · · · ·	Г 🗕
Le Lundi		• • • •	· •	<b>—</b>
New Yorker		· _	·	` <b>—</b>
Perspective		· · · · · · · · · · · · · · · · · · ·	1. s	-
Quebec Science		<b></b>	-	· - ,
Quest		<del>.</del>	. –	-
Selection		. –	-	-
Westworld		s	, <b>-</b>	. 🗕 .
Other		4	1	10
No opinion/none	۰.	26	28	29
Base:		(137)	(82)	(153)

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#### 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.

and and the second s	a an	% of Respondent	dents	
• • •	Total Field Trial participants		Control sample	
Number Of Books Rea The Past Three Month				
One Two Three Four	3 9 6 -	7 7 7 4	7 5 6 2	
Five Six Seven Eight	6 5 1 -	$\frac{1}{2}$	2 1 1 2	
Nine Ten or more None No opinion	2 10 58 	7 59 <u>5</u> 100	1 11 61 <u>1</u> 100	
Average Number Of Bo	poks 2.4	1.8	2.3	
Base:	(137)	(82)	(153)	

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### 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.

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

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#### 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.

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## WEATHER INFORMATION

# % of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
Sources Relied On Most		,	
Radio	59	63	74
<b>T.V.</b>	37	31	22
Winnipeg newspaper	<b>-</b> .	2	1
Local community/area newsp	aper -	<b>-</b> .	· -
Farmer's/farming newspaper	. <b>_</b>	1	· -
Friends/neighbours	· 🗕 👘	,:. <b>-</b>	. 1
Local church/club/store bulle	tin	3	
boards or notices	· · · ·	-	-
Magazines	-	· .	. <b>-</b> . <sup>.</sup>
In a Ballineo		•	× .
Other source	2	2	· 1
Not interested	2	1	· 1
· · · · · · · · · · · · · · · · · · ·	100	100	100
Sources Relied On Most/Secon Radio T.V. Winnipeg newspaper Local community/area newsp	91 93 7	85 85 12 1	94 79 10 3
Tonn anta /farming actuation	-		0
Farmer's/farming newspaper	2	5 4	2 · 4
Friends/neighbours		4	4
Local church/club/store bulle boards or notices	cini ,	· · · · ·	_
		-	_
Magazines	-		.=
Other source	2	4	4
Base:	(137)	(82)	(153)

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## MAJOR NEWS STORIES OF THE DAY

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	% of Respondents		
	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most			
Radio	41	48	42
T.V.	50	42	46
Winnipeg newspaper	7	8	6
Local community/area newspap	er –	-	1
Farmer's/farming newspaper	-	-	-
Friends/neighbours	-	1	1
Local church/club/store bulleti	n		
boards or notices	-	-	-
Magazines	-	-	-
Other source	-	-	<b>e</b> 2)
Not interested	$\frac{2}{100}$	$\frac{1}{100}$	$\frac{4}{100}$
Sources Relied On Most/Second	Most		
Radio	80	74	76
T.V.	84	84	83
Winnipeg newspaper	26	21	19
Local community/area newspap		-	4
Farmer's/farming newspaper	<b>_</b> .		***
Friends/neighbours	2	5	4
Local church/club/store bulleting	n		
boards or notices	40	-	40
Magazines	40	2	

Other source

Base:

(137)

2

(153)

2

(82)

## SPORTS SCORES/SPORTS NEWS

		% of Respondents			•
		Total Field Trial Participants	Non- Participants	Control Sample	
	Sources Relied On Most	•			
	Radio T.V.	27 38	33 29	22 22	
	Winnipeg newspaper Local community/area newspape	r –	7 -	5 1 1	
	Farmer's/farming newspaper	-		- ,	
	Friends/neighbours Local church/club/store bulletin	-	-	-	, ,
	boards or notices Magazines	-	-	· –	
	Other source Not interested	25	- 31	_ 50	
	not merested	100	100	100	
	Sources Relied On Most/Second M	lost			
	Radio	56	51	39	
	<b>T.V.</b>	64	<sup>.</sup> 59	43	
	Winnipeg newspaper	26	22	11	
	Local community/area newspape	r <del>-</del>	-	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

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	% of Respondents		
	Total Field Trial Participants	Non- Participants	Contro Sample
Sources Relied On Most	•		
Radio	36	39	35
T.V.	40	26	23
Winnipeg newspaper	7	10	6
Local community/area newspape	r 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	<b>_</b> .	4	-
Not interested	-	4	6
·	100	100	100
Sources Relied On Most/Second M	lost		
Radio	67	56	54
T.V.	60	57	49
Winnipeg newspaper	23	28	17
Local community/area newspaper		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	<b>.</b>	-	-
Other source	6	9	4
Base:	(137)	(82)	(153)

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#### WHAT'S ON TELEVISION

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	% of Respondents		
	Total Tield Trial Articipants	Non- Participants	Control Sample
Sources Relied On Most			
Radio	2	2.	
T.V.	31	27	24
Winnipeg newspaper	45	45	47
Local community/area newspaper	1	4	3
Farmer's/farming newspaper	-	-	<b>—</b>
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
	100	100	100
Sources Relied On Most/Second Mc	ost		
Radio	14	7	6
т.v.	79	60	65
Winnipeg newspaper	62	57	61
Local community/area newspaper	.1	4	5
Farmer's/farming newspaper		1	-
Friends/neighbours	<u>-</u> 5	2	9
Local church/club/store bulletin			
boards or notices	; <b>-</b>	1 .	-
Magazines	10	7	11
Other source	14	18	8
Base:	(137)	(82)	(153)

% of Respondents

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

% of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
Sources Relied On Most		2	
Radio	6	12	7
<b>T.V.</b>	6	5	3
Winnipeg newspaper	17	5	6
Local community/area newspape	er 4	1	22
Farmer's/farming newspaper	2	1	-
Friends/neighbours		····· 33 -· ···	
Local church/club/store bulletin			
boards or notices	26	22	22
Magazines	<b>e2</b>	-	-
Other source	4	2	1
Not interested	9	19	23
	100	100	100
Sources Relied On Most/Second	Most		
Radio	12	18	17
T.V.	11	7	7
Winnipeg newspaper	23	9	10
Local community/area newspape	er 5	1	31
Farmer's/farming newspaper	3	2	2
Friends/neighbours		a 579	427
Löcal"church/club/store bulletin			
boards or notices	T-453	₹45 <sub>3</sub>	387
Magazines	2	-	1
Other source	18	13	4
Base:	(137)	(82)	(153)

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#### NEWS OF LOCAL STORES' SALES

#### % of Respondents

	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most			
Radio	4	7	4
T.V.	10	4	2
Winnipeg newspaper	30	22	16
Local community/area newspape	r 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	<u>15</u>
	100	100	100
Sources Relied On Most/Second M	Aost		
Radio	1-2	11	11
T.V.	22	16	9
Winnipeg newspaper	38	31	22
Local community/area newspape	r 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)

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#### NEWS OF LOCAL SPORTS EVENTS

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

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#### STOCK MARKET NEWS, INFORMATION

, ,	9	6 of Respondents	
	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most		,	
Radio	18	19	7
T.V.	6	9	5
Winnipeg newspaper	18	10	7
Local community/area newspape	er –	-	1
Farmer's/farming newspaper	2	-	2
Friends/neighbours		-	-
Local church/club/store bulletin		<b>,</b> "	
boards or notices		-	-
Magazines	-		1
Other source	2	-	1
Not interested	54	62	76
,	100	100	100
Sources Relied On Most/Second I	Most		
Radio	27	23	14
T.V.	17	15	9
Winnipeg newspaper	26	21	12
Local community/area newspape	er 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

	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most		· .	
Radio	18	31	18
т.v.	10	7	6
Winnipeg newspaper	-8	6	1
Local community/area newspape	er 1	1	1
Farmer's/farming newspaper	4	6	5
Friends/neighbours	2	1	- 1
Local church/club/store bulletin			
boards or notices	-	-	-
Magazines	<b>45</b> •	-	-
Other source	1	1	2
Not interested	$\frac{56}{100}$	$\frac{47}{100}$	$\frac{66}{100}$
Sources Relied On Most/Second N	Most		
Radio	26	37	24
T.V.	15	12	12
Winnipeg newspaper	20	22	5
Local community/area newspape	r 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
Base:	(137)	(82)	(153)

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

	% of Respondents			
	Total Field Trial articipants	Non- Participants	Control Sample	
Sources Relied On Most				
Radio T.V. Winnipeg newspaper Local community area newspaper	19 39 22 -	29 33 11 1	30 29 16 -	
Farmer's/farming newspaper Friends/neighbours Local church/club store bulletin boards or notices Magazines	ī	1 - - - -	- 1 - 2	
Other source Not interested	$\frac{19}{100}$	$\frac{1}{\frac{23}{100}}$	2 20 100	
Sources Relied Cr Most/Second Me	ost			
Radio T.V. Winnipeg newspaper Local community area newspaper	46 60 42 -	50 50 32 1	52 51 30 7	
Farmer's/farming newspaper Friends/neighbours Local church/ells store bulletin boards or notices Magazines	2 4 - 1	5 - - 2	- 5 - 2	
Other source	6	5	8	

Base:

(137)

(82)

(153)

#### TRAVEL NEWS, INFORMATION

	%	of Respondents	
	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most			
Radio T.V. Winnipeg newspaper Local community/area newspape	18 17 25 rr -	15 9 17 -	16 4 13 1
Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin	-2	-	- 1
boards or notices Magazines	6	1.2	1 3
Other source Not interested	$\frac{4}{100}$	5 50 100	$\begin{array}{r} 6\\ 55\\ 100 \end{array}$
Sources Relied On Most/Second N	lost		,
Radio T.V. Winnipeg newspaper Local community/area newspape	31 36 37 r -	22 23 26 -	17 17 20 2
Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin	1 9	1	- 5 1
boards or notices Magazines	9	1 6	6
Other source	15	15	16
Base:	(137)	(82)	(153)

# FINANCIAL, TAX INFORMATION YOU NEED IN YOUR WORK/BUSINESS

#### % of Respondents

	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most		· · ·	
Radio	2	11	6
<b>T.V.</b>	7,	5 .	3
Winnipeg newspaper	13	10	. 6
Local community/area newspape	er l	. <b></b>	1
Farmer's/farming newspaper	3 3	. <b>1</b> .	· 3
Friends/neighbours	=	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
	100	100	100
Sources Relied On Most/Second	Most		v
, De die	-6	21	10
Radio T.V.	12	13	9
Winnipeg newspaper	21	17	13
Local community/area newspape		_	3
Docar communey area ne nepapa	·· , · ,	· · · ·	, –
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)

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# INFORMATION ON VARIOUS GOVERNMENT SERVICES AVAILABLE TO YOU

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#### % of Respondents

	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most			
Radio	7	7	11
<b>T.V.</b>	12	15	8
Winnipeg newspaper	26	21	14
Local community/area newspap	er -	. –	7
Farmer's/farming newspaper	2	4	2
Friends/neighbours	5	7	9
Local church/club/store bulleting		· •	3
boards or notices	2	1 2	3 2
Magazines	2	Z	4
Other source	21	18	16
Not interested	23	25	28
	100	100	100
<u>Sources Relied On Most/Second</u> Radio T.V.	18 27	20 22	24 20
Winnipeg newspaper	36	31	21
Local community/area newspap	er 2	1	14
Farmer's/farming newspaper	. 3	12	. 5
Friends/neighbours	14	15	14
Local church/club/store bulletin	1		
boards or notices	4	4	5
Magazines	6	4	4
Other source	32	29	27
Base:	(137)	(82)	(153)

#### HOBBY/CRAFT INFORMATION

	% of Respondents		
	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most		•	
Radio	4	4	2
<b>T.V.</b>	8	6	3
Winnipeg newspaper	14	6	3
Local community/area newspape	er –	<b>1</b> .	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
	100	100	100
Sources Relied On Most/Second I	Most	. · · ·	
Radio	6	6	3
T.V.	14	10	4
Winnipeg newspaper	24	12	10
Local community/area newspape	er 2	1	4
Farmer's/farming newspaper	2	10	2
Friends/neighbours	16	18	21
Local church/club/store bulletin			<i>•</i>
boards or notices	4 29	7 32	6 26
Magazines	29	32	-20
Other source	18	16	14
Base:	(137)	(82)	(153)

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#### % of Respondents

#### CONSUMER ASSISTANCE, ADVICE, INFORMATION

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% of Respondents

	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most	• .		
Radio	10	9	13
T.V. Winnipeg newspaper	17 12	11 12	13 12
Local community/area newspape		12	2
Farmer's/farming newspaper	1	1	· <b></b>
Friends/neighbours Local church/club/store bulletin	4	1	4
boards or notices	1	2	. 1
Magazines	9	1	6
Other source	13	16	7
Not interested	$\frac{32}{100}$	$\frac{46}{100}$	$\frac{42}{100}$
Sources Relied On Most/Second I	Most		
Radio	23	17	20
<b>T.V.</b>	31	20	25
Winnipeg newspaper	29	21	20
Local community/area newspape	r 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)

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

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

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INFORMATION	USED FOR	FUN,	ENTERTAINMENT VALUE

	% of Respondents		
	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most			
Radio	4	11	10
<b>T.V.</b>	23	15	9
Winnipeg newspaper	32	27	25
Local community/area newspape	- el,	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
	100	100	100
Sources Relied On Most/Second N	lost		
Radio	21	29	19
T.V.	36	28	23
Winnipeg newspaper	46	37	31
Local community/area newspape	r –	2	10
Farmer's/farming newspaper	<b>-</b> '.	· -	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)

,	/0		
	Total Field Trial <u>Participants</u>	Non- <u>Participants</u>	Control Sample
Sources Relied On Most			•
Radio	7	13	2
<b>T.V.</b>	-	<b>-</b>	
Winnipeg newspaper	25	18	11
Local community/area newspape	er 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
	100	100	100
Sources Relied On Most/Second 1	Most		
Radio	17	26	5
T.V.	2	-	1
7 Winnipeg newspaper	301	23	15
Local community/area newspape	er 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 USED MACHINERY FOR SALE

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% of Respondents

#### INFORMATION ON FEED/HAY FOR SALE

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

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#### INFORMATION ON LIVESTOCK, CATTLE FOR SALE

	70	76 OI Mespondents		
·	Total Field Trial Participants	Non- Participants	Control Sample	
Sources Relied On Most				
Radio T.V.	7 2	12	5	
Winnipeg newspaper Local community/area newspape	5 er 3	6 2	1 14	
Farmer's/farming newspaper Friends/neighbours	7 2	9	7 5	
Local church/club/store bulletin boards or notices		· ·	· _	
Magazines	-		-	
Other source Not interested	- <u>74</u> 100	70 100	2 <u>66</u> 100	
Sources Relied On Most/Second	Most			
Radio T.V.	$\frac{12}{2}$	13	6 2	
Winnipeg newspaper Local community/area newspape	7 er 5	11 6	4 22	
Farmer's/farming newspaper Friends/neighbours	13 4	17 5	15 10	
Local church/club/store bulletin boards or notices Magazines	2	- 1	1 1	
Other source	3	<b>. 4</b>	5	
Base:	(137)	(82)	(153)	

% of Respondents

- '50 -

#### INFORMATION ON LIVESTOCK MARKET SELLING PRICES

#### % of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
Sources Relied On Most	• •		
Radio	14	21	14
T.V.	-	17	- 6
Winnipeg newspaper	5 er 2	(	7
Local community/area newspape	31 2	-	<b>(</b>
Farmer's/farming newspaper	4	7	3
Friends/neighbours	-	-	ĩ
Local church/club/store bulletin	l		
boards or notices	. <b></b>	-	-
Magazines	<b>-</b>	-	· –
-			
Other source	-	1	2
Not interested	75	63	67
	100	100	100
Sources Relied On Most/Second			
Radio	16	27	16
T.V.	4	4	4
Winnipeg newspaper Local community/area newspape	8 er 3	17	10 14
Local community/area newspape	sr. 9.	-	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)

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#### INFORMATION ON AUTOMOBILES FOR SALE

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

#### % of Respondent

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## INFORMATION ON MACHINERY PARTS FOR SALE

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

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#### INFORMATION ON FERTILIZER PRICES, SUPPLIES AVAILABLE

. · . · . ·

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

INFORMATION ON INSECTICIDE	, SPRAY PRICES, SUPPLIES AVAILABLI	Ξ

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

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#### INFORMATION ON LABOUR FOR HIRE

# % of Respondents

	Total Field Trial Participants	Non- Participants	Control Sample
Sources Relied On Most	· · ·		•
Radio	3	4	1
<b>T.V.</b>	2	1	· -
Winnipeg newspaper Local community/area newspape	15. er –	10	9 11
Farmer's/farming newspaper	4		2
Friends/neighbours Local church/club/store bulletin	4	12	6
boards or notices	1	• –	-
Magazines	-	-	-
Other source	9	. 7	2
Not interested	$\frac{62}{100}$	$\frac{66}{100}$	$\frac{69}{100}$
Sources Relied On Most/Second I	Most		
Radio	4	6	5
T.V.	3	1	-
Winnipeg newspaper	20	16	16
Local community/area newspape	er 4	· <b></b>	19
Farmer's/farming newspaper	6	5	3
Friends/neighbours	10	18	9
Local church/club/store bulletin			
boards or notices	<b>4</b> ·	1	2
Magazines		- 🛥	-
Other source	19	16	6
Base:	(137)	(82)	(153)
,		·	

- 56 -

	% of Respondents		
	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
Sources Relied On Most			
Radio	4	13	.10
T.V.	-	1	1
Winnipeg newspaper	2	2	3
Local community/area newspape	er 2	2	1
Farmer's/farming newspaper	4	9	6
Friends/neighbours	1	1	2
Local church/club/store bulletin	۱. ۲		
boards or notices	-	-	-
Magazines	• •	-	-
Other source	13	12	5
Not interested	74	60	72
· · · · ·	100	100	100
Sources Relied On Most/Second	Most		
Radio	Most 7	21	12
Radio T.V.	7	4	2
Radio T.V. Winnipeg newspaper	7 1 4	4 11	2 5
Radio T.V. Winnipeg newspaper	7 1 4	4	2
Radio T.V. Winnipeg newspaper Local community/area newspape	7 1 4	4 11	2 5 8
Radio T.V. Winnipeg newspaper Local community/area newspape Farmer's/farming newspaper Friends/neighbours	7 1 4 er 4 10 6	4 11 4	2 5
Radio T.V. Winnipeg newspaper Local community/area newspape Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin	7 1 4 er 4 10 6	4 11 4 12	2 5 8 10 5
Radio T.V. Winnipeg newspaper Local community/area newspape Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin boards or notices	7 1 4 er 4 10 6	4 11 4 12 6	2 5 8 10
Radio T.V. Winnipeg newspaper Local community/area newspape Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin	7 1 4 er 4 10 6	4 11 4 12	2 5 8 10 5
Radio T.V. Winnipeg newspaper Local community/area newspape Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin boards or notices	7 1 4 er 4 10 6	4 11 4 12 6	2 5 8 10 5

#### INFORMATION ON GRAIN CONTRACTS, QUOTAS

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#### INFORMATION, NEWS ON DISEASE OUTBREAKS IN YOUR AREA

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

% of Respondents

### INFORMATION, NEWS ON MAJOR GRAIN SALES, TRANSACTIONS

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

INFORMATION	NEWS ON WORLD	TRENDS IN	AGRICULTURE	<b>PRODUCTION</b>

	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
Sources Relied On Most			
Radio T.V. Winnipeg newspaper Local community/area newspape	5 18 11 er 1	15 13 6 1	11 10 8 1
Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin boards or notices	7	10 1	8 1
Magazines	3	4	2
Other source Not interested	$\frac{52}{100}$	2 <u>48</u> 100	2 57 100
Sources Relied On Most/Second I	Most		
Radio T.V. Winnipeg newspaper Local community/area newspape	21 -23 -18 er 3	28 21 18 2	17 20 14 9
Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin boards or notices Magazines	12 3 - 5	15 2 - 6	13 2 - 2
Other source	7	9	·4
Base:	(137)	(82)	(153)

# % of Respondents

#### INFORMATION ON NEW CROPS

i.

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

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

#### INFORMATION ON NEW AGRICULTURAL TECHNIQUES

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#### INFORMATION ON DISEASE CONTROL

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	% of Respondents			
	Total Field Trial Participants	Non- Participants	Control Sample	
Sources Relied On Most				
Radio T.V. Winnipeg newspaper Local community/area newspape	7 14 7 er 2	12 15 11	21 12 4 5	
Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin boards or notices	7 2	17 1 -	9 4 1	
Magazines	3	1	4	
Other source Not interested	8 50 100	$\begin{array}{c} 10\\ \underline{33}\\ 100 \end{array}$	$\frac{32}{100}$	
Sources Relied On Most/Second I	Most	, .		
Radio T.V. Winnipeg-newspaper Local community/area newspape	19 21 15 r 4	26 26 22 1	31 28 14 14	
Farmer's/farming newspaper Friends/neighbours Local church/club/store bulletin boards or notices	10 7 -	20 7 -	13 10 2	
Magazines Other source	4	5 22	6 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.

		maximum 1007	
	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
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	on	,	
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	<b>59</b>	51 <sup>-</sup>
Listings for merchandise available, price comparisons, best buys at local stores Tips, instruction on do-it-yourself projects (ie. carpentry, home	60	51	58
improvement, decorating, auto repairs e Information on how to calculate mortgag		53	48
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 Educational instruction information for	58	53	44
children	57	47	47
Legal advice, information Listings or directory of government services, programs available to the publi	-56	54	47
eg. Health, Welfare, Education, etc. Daily money market prices and trends,	56	57	47
interest rates, mortgage rates etc.	55	46	51
Provincial legislature news	-54	57	47

Index of Importance (Maximum 100)

	_ <b>(</b>	(Maximum 100)		
	Total Field Trial Participants	Non- Participants	Control Sample	
Mortgage information, advice Catalogue information, items for	-53	44	39	
sale at Eatons, The Bay, Simpsons etc. News about local entertainment social activities, events, club meetings,	53	43	39	
functions etc.	53	55	45	
News of sales in local stores	53	53	58	
Information on Manitoba's recreation area	S.			
facilities	52	50	42	
	52	52	39	
Sports scores/sports news Consumer reports (i.e. rating of performation		3-2	33	
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	10	••		
agricultural production in other countries	s 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	51	20		
fishing, golf, tennis tips etc.) Financial/investment advice/information	43	.39	32	
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	40	20	.9.9	
for various commodities Breakdowns of what kinds of crops are	40	38	33	
being grown locally, and across North	20	20	30	
America Information on heat degree days year-to-d	39 ate	39	30	
and compared to previous years across	,			
Canadian and U.S. growing region	39	47	35	
oundation and one growing region		<b>1</b> 1	50	

Index of Importance (Maximum 100)

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#### Index of Importance (Maximum 100)

1

· · · · · · · · · · · · · · · · · · ·	Total	· · ·	,	
	Field Trial	Non-	Control	
	Participants	Participants	Sample	
· .				
Local real estate listings, market trends	38	31	26	
Information of adult education courses	•••	••		
available locally not in agriculture	20	37	24	
area	38	. J(	44	
Listings of where to go for spare parts,				
that is, which dealers have which parts	~~	40	0.0	
in stock in your area	38	40	36	
Technical information or guidance on disea				
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 Winnipe	eg 37	36	23	
Information on amounts of precipitation ye				
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	
physics, etc.	•		,	
Daily agricultural news bulletins, highlight	no			
major new developments, transactions, ne				
policies, program announcements etc.				
pertaining to agriculture and farming	37	<b>'</b> 40	32	
Beforence motorial instructions for learning		40	04	
Reference material, instructions for learni		29	21	
mathematics	37	29	41	
Reference material, instructions for	07		00	
developing reading skills	37	29	22	
Information on new government agriculture	ul an		~ 1	
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	<b>3</b> 6	27	

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#### Index of Importance (Maximum 100)

		•	
	Total Field Trial	Non-	Control
	<u>Participants</u>	<u>Participants</u>	Sample
International weather information Information on new developments in	35	35	.27
agriculture (eg. different crops, agricultural techniques) Data on major, current world market trends in agricultural production/	35	40	30
output Previous price trend data for commodities		36	29
going back several months showing price changes	34	33	27
Information on farm land available for lea	sing,		
or for sale Reference material, instructions for learr	34 ning	36	30
new languages	33	34	29
Educational reference material on agricul		30	19
	33	34	26
Contracts and quota information	55	37	20
Information, instructions on farm manage Listings of local agro-supply companies,	ment 32	29	26
what they carry, their prices Elevator price listing in local area for	32	39	27
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 Information on adult education courses	32	38	32
available at the University of Manitoba other than courses in agriculture subject Information on what surpluses are being h	eld	25	19
locally, nationally; what grades and type of grain in storage	s 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 c		38	28
Travel, tour packages available locally,			
or through Winnipeg Prices, listings for chemicals, insecticides	30	28	17
herbicides in your area	29	37	31

# Index of Importance (Maximum 100)

	Total Field Trial Participants	Non- Participants	Control Sample
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, pric		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 Information on livestock health problems,	24	22	12
how to sight and deal with health problems Market prices for livestock from major	3 23	24	34
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	10	20	15
change rations, what quantities to use	18	18	25
Information on livestock for sale	17	19	25
Base:	(137)	(82)	(153)

### ACTIVITY PARTICIPATION PERSPECTIVE

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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

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

. . .

### DO YOUR BANKING

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

## No opinion

Base:

### % of Respondents

- 72 -

Control Sample	
12 45 21 17	
4 - 1	
100	

# (153)

# BUY WORK CLOTHES

# % of Respondents

		Total Field Trial <u>Participants</u>	Non- Participants
Drive to/in Winnipeg		93	78
Drive to/in Elie Drive to/in St. Eustache Drive to/in Pentone lo Proinio		- - A	- 11
Drive to/in Portage la Prairie		-	1
Drive to/in another centre Order by mail	,		<b>–</b>
Order by telephone Don't do	,	2	9
No opinion		$\frac{1}{100}$	$\frac{1}{100}$
Base:	• •	(137)	(82)

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#### **BUY WORK CLOTHES**

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

### No opinion

#### Base:

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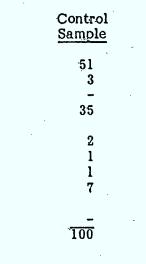
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### % of Respondents



(153)

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# BUY DRESS CLOTHES

	% of Respondents	
	Total Field Trial <u>Participants</u>	Non- Participants
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	1	3
	100	100
Base:	(137)	(82)

## BUY DRESS CLOTHES

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

## No opinion

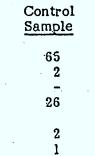
#### Base:

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1
2
1

(153)

 $\overline{100}$ 

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# SHOP FOR YOUR FAMILY'S GROCERIES

	% of Respondents	
	Total Field Trial <u>Participants</u>	Non- Participants
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	-	<b>-</b> •
Order by telephone		<b>—</b>
Don't do	1	2
No opinion	100	$\frac{4}{100}$
Base:	(137)	(82)

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## SHOP FOR YOUR FAMILY'S GROCERIES

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

### No opinion

#### Base:

#### % of Respondents

 $\frac{Control}{Sample}$  16 24 17 38 2 - - 2  $\frac{1}{100}$  (153)

(100)

# BUY DRESS SHOES

% of Respondents

(82)

	Total Field Trial <u>Participants</u>	Non- Participants
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	100	100
	•	

- 79 -

# Base:

(137)

#### BUY DRESS SHOES

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

## No opinion

1

Base:

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## % of Respondents

# Control <u>Sample</u> 61 1 -34

1

 $\frac{1}{1}$   $\frac{-}{100}$ (153)

# BUY WORK SHOES/BOOTS

# % of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants
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	-	<b>–</b> ·
Don't do	4	6
No opinion	$\frac{1}{100}$	100
Base:	(137)	(82)

Base:

(137)

### BUY WORK SHOES/BOOTS

- 82 -

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

### No opinion

Base:

% of Respondents

Contro Sampl	
53 1	
35	
$\frac{2}{1}$	
$\frac{1}{100}$	
(153)	

# GO OUT TO DINNER

<u>ि</u>

1

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

Dase: (137)

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## GO OUT TO DINNER

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

### No opinion

Base:

## % of Respondents

- 84 -

# (153)

# GO OUT TO A BAR/LOUNGE

	% of Respondents	
	Total Field Trial Participants	Non- Participants
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	-	<b>_</b> ;
Order by telephone	· · · · · · · · · · · · · · · · · · ·	-
Don't do	26	35
No opinion	$\frac{1}{100}$	$\frac{1}{100}$

(137)

Base:

- 85 -

(82)

### GO OUT TO A BAR/LOUNGE

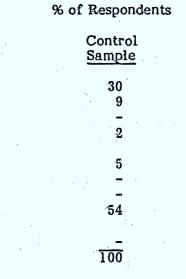
Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

No opinion

#### Base:

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(153)

# GO TO A LIBRARY

% of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants
Drive to/in Winnipeg	20	12
Drive to/in Elie	2	I. ·
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	$\frac{4}{100}$	$\frac{4}{100}$
Base:	(137)	(82)

- 87 -

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#### GO TO A LIBRARY

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

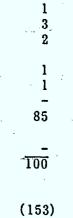
No opinion

Base:

# % of Respondents

Control Sample

7



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- 88 -

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

% of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants
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	100	$\frac{1}{100}$
Base:	. (137)	(82)

- 89 -

			•	% (	of Respo	ndents
	1 X		• .		Contro Sampl	
Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach				•	56 - 3 27	•
Drive to/in another centre Drder by mail Drder by telephone Don't do	· · · · · · · · · · · · · · · · · · ·				4	
lo opinion		·			$\frac{6}{100}$	
Base:	· · · · · ·				(153)	<b>.</b> 4
				.`		
						•.
			· ·			
			<u>`</u> .			

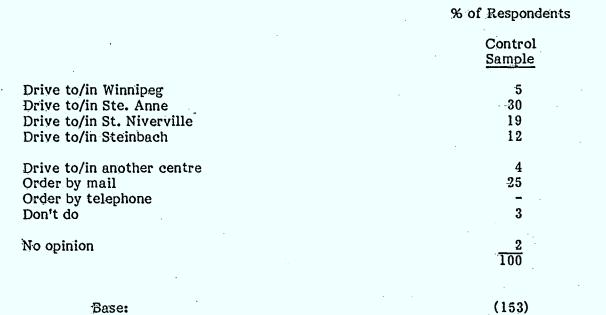
# BUY HOUSEHOLD ITEMS LIKE TOWELS, LINENS, CARPETS, CURTAINS, ETC.

5

# PAY BILLS

% of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants
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	<b>_</b>
Don't do	2	. 4
No opinion	$\frac{1}{100}$	$\frac{1}{100}$
Base:	(137)	(82)



Base:

# BUY TICKETS FOR AIR TRAVEL

# % of Respondents

	Total Field Trial <u>Participants</u>	Non- Participants
Drive to/in Winnipeg	71 -	60
Drive to/in Elie	-	. <b>1</b>
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 Don't do	- 2 25	- 1 32
No opinion	<u>1</u> 100	$\frac{1}{100}$
Base:	(137)	(82)

- 93 -

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#### BUY TICKETS FOR AIR TRAVEL

% of Respondents Control Sample Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville 35 1 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 -100

Base:

(153)

#### **BUY TICKETS FOR A SPORTING EVENT**

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% of Respondents Total **Field Trial** Non-Participants Participants Drive to/in Winnipeg Drive to/in Elie 65 55 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 Don't do 2 1 29 37 No opinion  $\frac{1}{100}$ 100 (137) (82) Base:

- 95 -

Drive to/in Winnipeg Drive to/in Ste. Anne Drive to/in St. Niverville Drive to/in Steinbach

Drive to/in another centre Order by mail Order by telephone Don't do

No opinion

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#### Base:

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### % of Respondents

 $\begin{array}{r}
 Control \\
 \underline{Sample} \\
 32 \\
 8 \\
 3 \\
 1 \\
 2 \\
 1 \\
 1 \\
 52 \\
 \end{array}$ 

# (153)

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

	% of Respondents		
	Total Field Trial <u>Participants</u>	Non- Participants	
Drive to/in Winnipeg	72	60	
Drive to/in Elie		<b>_</b>	
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	-	•	
•	100	100	
Base:	(137)	(82)	

- 97

	% of Respondents		
	Control Sample		
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	l		
Don't do	50		
No opinion	2		
-	100		

(153)

Base:

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

- 98 -

#### HOBBIES PARTICIPATED IN

Contraction of the

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

% of	' Res	pond	lents
------	-------	------	-------

	Total Field Trial Participants	Non- Participants	Control Sample
Hobby/Activities Participated In On A Regular Basis			
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	9
Cake decorating	3	4	2
Electronics	3	2	2
Quilting	3	5	8
Dog breeding	` <b>3</b>	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	Res	pondent	S
------	-----	---------	---

	Total Field Trial Participants	Non- Participants	Control Sample
Sports Participated In On A Regular Basis			
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/paddlebal	1 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.

OF WELL

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

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#### 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			
	Total Field Trial Participants	Non- Participants	Control Sample	
Currently Have		•	× .	
Cable television Roof/outdoor antenna Rabbit ears/indoor antenna Do not have television No opinion	58 32 9 - 1 100	4 58 32 6 - 100	1 56 37 6 - 100	
Base:	(137)	(82)	(153)	

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# 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			
	Total Field Trial Participants	Non- Participants	Control Sample	
In Future, Planning To				
Get cable T.V. Not get cable T.V. Already have it/no opinion	35 $3$ $62$ $100$	60 32 <u>8</u> 100	35605100	
Base:	(137)	(82)	(153)	

## **TELEVISION CHANNELS RECEIVED**

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

- 104 -

% of	Respo	ondents
------	-------	---------

	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
Television Channels Received (selected)			
3/CBC French/CBWFT (cable 1	0) 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
- <b>-</b>	(105)	(00)	(1=0)
Base:	(137)	(82)	(153)

(137)(82)

### 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		
	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
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

	Total Field Trial Participants	Non- Participants	Control Sample
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.

	% of Total
	Field Trial Participants
Have Read, Heard, Seen Somethi	ng About
nave Read, Heard, Seen Somerin	ng About
Telidon	72
Grassroots	21
Videotex	20
Infomart	16
No opinion	26

#### 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:

	Trial Participants aware of Videotex
Typical Comments (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 Provides information on stock/wheat/grain/livestock	4
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
·	

Base:

Don't know

\*(27)

7

% of Total Field

\* 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:

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

- 109 -

### WHAT IS KNOW OF GRASSROOTS

i.

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

% of	То	tal Field
Trial	Pa	rticipants
Aware	Of	Grassroots

### Typical Comments (selected)

Information system/package for farmers/farming information system/pertains to agricultural information Part of Telidon/included in Telidon/comes through Telidon Only heard of name Has weather reports/information	48 14 10 7
Has grain market prices/data Has livestock market prices/data/cattle/beef prices	777
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 Information system which comes over telephone lines/	3
uses telephone lines	3
Don't know	10

#### Base:

\*(29)

\* Caution: small base.

#### WHAT IS KNOWN OF INFOMART

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

> % of Total Field Trial Participants Aware Of Infomart

#### Typical Comments (selected)

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 Cable service company	5 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 <u>Participants</u>
Anticipate Use Of The Service Will Be	· ·
A positive experience for you A negative experience for you Neither positive nor negative No opinion	91 2 5 $\frac{2}{100}$
Base:	(137)

- 112 -

#### 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.

	% 0	f Total Field Tria <u>Participants</u>
Anticipate Service Will Be		
Very easy to learn to use	T A	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		1
		100

Base:

### 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 <u>Participants</u>	
$   \begin{array}{r}     70 \\     23 \\     5 \\     \underline{2} \\     \overline{100}   \end{array} $	
	$\frac{\frac{2}{100}}{100}$

Base:

(137)

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#### 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.

	% of Total Field Trial <u>Participants</u>
Compared To Information Sources Currently Available, This System	
Would be a big improvement Would be some improvement	64 30
Would be a little improvement	4
Would be no improvement No opinion	$\frac{1}{100}$

Base:

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### 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.

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

Base:

#### CONCERNS ABOUT TELIDON SYSTEM

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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:

	% of Total Field Trial <u>Participants</u>
Typical Comments (selected)	
People invading our privacy/checking on how it	,
it is working, etc. Don't know what costs will be to us/costs/bill/	4
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	lt/
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 incl	luded 2
None/don't know	63

Base:

#### 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).

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	% of Total Field Trial <u>Participants</u>
Interest In Receiving	•
Electronic Banking	
1	21
2	32
2 3	20
4 .	. 18
5	7
No opinion	2
	100
Teleshopping	
	34)
2	34) 23
1 2 3	20
4	15
5	7
No opinion	1
	100
Electronic Mail Or Electronic Messaging	
1	9
2	9 21
3	.28
4	23
5	17
No opinion	2
	100
Electronic Ticket Purchasing Service	
1	. 4
2	6
3 ( )	7
4	26
5	57
No opinion	-
	100
Computer-Aided Instruction Services	
	30
2	17
3	24
1 2 3 4 5	17
5	11
No opinion	1
	100

Base:

(137)

1

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#### Average (Maximum 1.0)

Total Field Trial Participants

(137)

# 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:

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# DEMOGRAPHICS

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(137)

### DEOMOGRAPHICS

SAMPLE SIZE

1.1

## (82)

(153)

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

	,0	or respondents	
	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
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 H			
Professional	-5	2	2
Executive/owner	13	6	÷ 4
Clerical/officworker	3	5	6 3 36
Agency/sales	8	5	3
Skilled labour	31	-20	36
Craftsman	4	-	-
Unskilled	3	5	6
Military	1	. <del></del>	_
Unemployed/retired	.9	15	17
Farmer	18	27	22
OCCUPATION OF FEMALE HOUSEHOLD	D		
HEAD	_		
Profesional	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	-	<u> </u>	-
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	<sup>-</sup> 5	-
Headinglsy	2	-	-
Winnipeg	16	2	15
Steinback	2	· · · - ·	4
St. Anne	-	-0	26
Riverville	-	-	13
Other	29	33	35

·				
	Total Field Trial Participants	Non- Participants	Control Sample	· .
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	-	<b>-</b>	
LANGUAGE USED IN CONVERSATION				
French	26 1	-321	ר 28	
English	72	62	59	
Other	2	6	12	
LANGUAGE USED MOST OFTEN AT WORK/BUSINESS				
French	34 h	337	32 7	
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	<b>49</b>	7	I	
Townhouse/row house On a farm	- `_C	-	10	
On a farm Other	6 2	17	10	
Other	2	1		
Rent/lease	10	21	10	
Own	89	78	89	
3				

UNION MEMBERSHIP	Total Field Trial <u>Participants</u> 26	Non- Participants 22	Control Sample 10
LENGTH OF TIME LIVING IN COMMUN	ITY .		i
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 About the same size Much smaller	87 13 -	80 10 10	58 25 17
HOUSEHOLD INCOME OF NON-FARME	RS		۰.
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

	% of Respondents		
· · · · · · · · · · · · · · · · · · ·	Total Field Trial Participants	Non <del>-</del> Participants	Control Sample
French elementary school English elementary school Junior high school Senior high school College/university Too young to go to school Finished school/working No first child	2310162312142100	$ \begin{array}{c} 21\\ 13\\ 15\\ 23\\ -\\ 17\\ 6\\ 5\\ 100\\ \end{array} $	$     \begin{array}{r}       10 \\       19 \\       21 \\       17 \\       1 \\       22 \\       7 \\       3 \\       \overline{100}     \end{array} $
Base:	(90)	(47)	(90)

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	% of Respondents		
	Total Field Trial <u>Participants</u>	Non- Participants	Control <u>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 second child	217136111	$     \begin{array}{r}       19 \\       6 \\       13 \\       4 \\       - \\       8 \\       2 \\       \underline{48} \\       100 \\     \end{array} $	$   \begin{array}{r}     7 \\     18 \\     15 \\     9 \\     - \\     22 \\     1 \\     28 \\     100   \end{array} $
Base.	( 90 )	(47)	(90)

Base:

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	% of Respondents		
	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample
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	74	78	57
	100	100	100
Base:	(90)	(47)	(90)

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

0

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

# % of Respondents

	Total Field Trial Participants	Non- Participants	Control Sample
French elementary school	<b>-</b> .	·   –	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
	100	100	100
Base:	(90)	(47)	(90)

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

14.2

•,	Total Field Trial Participants	Non- Participants	Control Sample
French elementary school	_	-	-
English elementary school	-	-	-
Junior high school		-	-
Senior high school	<b></b>	-	-
College/university	-	-	-
Too young to go to school		-	-
Finished school/working	. –	-	2
No seventh child	$\frac{100}{100}$	$\frac{100}{100}$	$\frac{98}{100}$
Base:	(90)	(47)	(90)

	% of Respondents			
	Total Field Trial <u>Participants</u>	Non- Participants	Control Sample	
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	- - - - - - - - - - - - - - - - - - -	- - - - - - - - - - - - - - - - - - -	- - - - - - - - - - - - - - - - - - -	
Base:	(90)	(47)	(90)	

- 132 -

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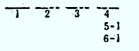
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QUESTIONNAIRE

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**GOLDFARB CONSULTANTS** 

#### PROJECT #819109 - A

Good morning afternoon/evening. My name is \_\_\_\_\_\_ and I am representing Goldfarb Consultants, which is an independent, Canadian behaviour and attitude research company. Goldfarb 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.

ESPONDENT'S NAME
ESPONDENT'S ADDRESS
ELEPHONE NUMBER
PPOINTMENT DATE
PPOINTMENT 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	_
••••	20161001	<u> </u>
In	French	
•		-

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

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.

- 2 -

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.

1.

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)

· ·	Hours		Minutes	
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
Design the Maritaka Colonation				41-44
Reading the Manitoba Co-operator		-		41-44
Reading The Western Producer	• • • • • • • • • • • • • • • • • • •	• -	<u> </u>	
Reading the UGG News		• -		49-52
Reading magazines		• -		-53-56
Listening to records/tapes at home		:		′ <b>57</b> –′60
Doing personal hobbies/crafts		: _		61-64
Participating in sports/exercising		: ]		65-68
Attending community public meetings	·	• _		69-72
			,	73-76
Attending church/church functions	<u></u> **	: -	·····	
Watching/attending local sporting events		• -		77-80
Attending club meetings (ie. 4-H, Lions,			•	*8-11
etc.)		• -		- 0-11
Playing games at home (ie. cards, board				12-15
games, video games, etc.)		• -		110
Playing games away from home (ie. bing	<b>),</b> `			
cards, electronic games, etc.)		: _		16-19
Going out for entertainment (ie. to			•	
dinner, dancing, to a movie,				
theatre, etc.)		: _		20-23
This form is protected by copyright of GOLDFARB CONSULTA	and is the pro- NTS ° 1981.	operty		

	(TIME SPENT IN LAST WEEK)		
	Hours	Minutes	
Entertaining company/friends in your own home Visiting friends/someone in their home	1999-1993 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 - 1999 -	:	24-27 28-31
Other activity (write in below)			
· 		:	
		:	
	<b></b>	:	
		:	*

- 3 -

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).

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

- 4

		Increasing	Decreasing	Remaining about the same
i) ^ii) ^iii) ``iv)	Weekend/daytime Weekend/evening Weekdays/daytime Weekdays/evening	45-1 46-1 47-1 48-1		111

49-50-

57-58-

4b)

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

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 Sports Documentaries Westerns Movies Specials -Educational	51-Y       X       0       1       2       3       4	Drama Comedies Crime detection Talk shows Quiz shows/game shows Soap operas Other (specify)	5 6 7 9 52-Y
		(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.)

		Increasing	Decreasing	Remaining about <u>the same</u>
i) ii) iii) iv)	Weekend/daytime Weekend/evening Weekdays/daytime Weekdays/evening	53-1 54-1 55-1 56-1		[ ] ] ] ] ] ] ] ] ]

5b)

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

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 MEN-TIONED).

World news	59-Y	Talk shows	<b>3</b>
National news	<u>^</u>	Educational	<u>۽ ب</u>
Local news	0 ز	Music	5
Farm news/Radio		Other	6
Noon	Ξ <b>ι</b>		
Sports	2 ل	(specify)	

5d)

Where do	you listen	to the radio	most often?
----------	------------	--------------	-------------

At home	60-1	At work	[]3
In a car	2	Other	[]4

(specify) This form is protected by copyright and is the property of GOLDFARB CONSULTANTS • 1981.

- 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 Wr	at ones?		
			<u></u>	62-
<del>مند بر روان الغربي</del>		<u> </u>		

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 Somewhat thorough Casual	$\begin{bmatrix} 63-1\\ 2\\ 3\end{bmatrix}$	
Non-reader	4	SKIP TO Q.7

6**c**)

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	
Decreasing	•
Remaining about the same	

	64-1
-	2
	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	
National news		Comies	<b>7</b> ,9
Local news	<u>[]</u> 1	Classified ads	66-Y
News summaries	2	Editorials	T X
News/content index	3	Letters to editor	0
Sports section	4	TV supplement	<u> </u>
Business/financial	<u> </u>	Farming news/section	2
news	<b>15</b>	Other	3
Entertainment section	16	(specify)	

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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 Alberta Report Alberta Weekly Atlantic Insight Better Homes & Garden Business Week Canadian Business Canadian Geographie Canadian Geographie Canadian Home Decor Canadian Living Canadian Secretary Cattleman Chatelaine (English) Chatelaine (French) Consumerateur Consumers' Report Co-op Consumer	67-Y 67-Y 1012345678968-Y 1112345678968-Y 1112345678968-Y	Fortune Good Farming Good Housekeeping Gourmet Harrowsmith Homemaker's Kanata Ladies Home Journal L'Auberge Le Lundi Legion Les Affaires Maclean's Madame Au Foyer Mademoiselle McCalls Ms.	345678970-Y       970-Y       111111111111111111111111111111111111	Racquets Canada Reader's Digest (English) Redbook Report on Farming Saturday Night Scientific American Selection Ski Canada Skyword Sports Club Time Today Magazine True Confessions T.V. Guide Us Union Farmer Viva	8972 7X012345678973 677X0 12345678973 7X0
Decormag Enroute Epicure Equipment Dealer's publications Evasion Executive Family Circle Farm Light & Power Financial Post Magazine Flare	5 6 7 8 9 6 9 5 7 8 9 5 7 7 1 1 1 1 1 2	Newsweek Omni People Perspective Photo Canada Photography Today Playgirl/Playboy Psychology Today Quebec Science Quest	71-Y X 1 2 3 4 5 6 7	Western Living Westworld Winnipeg Magazine Woman's Day Other magazines (write in)	

8.

About how many books have you read in the past <u>three</u> months? (CHECK ONE ONLY)

One	74-Y	Four	$\Box$ 1	Seven	<u> </u>	Ten or _
Two	$\Box \mathbf{x}$	Five	2	Eight	5	more 7
Three	0	Six	3	Nine	<u> </u>	None 🔤 S

9.

About how many times have you been to a library in the past <u>three</u> months? (CHECK ONE)

Once	75-Y	Five times	<u> </u>	Nine times	6
Twice	□x	Six times	<u> </u>	Ten times	_7
Three times	0	Seven times	<u> </u>	More than ten ti	mes 8
Four times	1	Eight times	5	None	

#### SECTION TWO

1.

Next, we are interested in where you go or what sources you rely on <u>most</u> and <u>second most</u> 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

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

	Radio	<u>T.V.</u>	Winni- peg news- paper	comm- unity area news-	Farm- ing I news-	riends, neigh-	Local church/ club/ store bulletin / boards or notices	Maga zines	Other	Not inter- ested <u>in</u>
Weather information Rely on most	76-Y	x 🗔 x	0	1 ز_	2	<u> </u>		5	[]6	
Rely on second most	77-Y	x 🚍 x	0 🛄	1 ت	2	<b>3</b>	<u> </u>	[]] 5	<u> </u>	
Major news stories	1									
of the day: Rely on most	🛄 78-Y	z ⊡ x	0 🛄	<u> </u>	[] 2	3	<b>4</b>	5	6	7
Rely on second most	79-Y	<u>z</u> x	0	<u> </u>	2	<u> </u>	4	<u> </u>	<u> </u>	
Sports scores/ sports news:										
Rely on most	80 - Y	$\mathbf{z} \sqsubseteq \mathbf{x}$	<u> </u>	<u> </u>	2	3	4	[]5	6	<u> </u>
Rely on second most	]*8-Y	<u> </u>	0 []		2	<u> </u>	4	<u> </u>	6	
Local news stories: Rely on most	] 9-Y	Ξx	<u> </u>	<u> </u>	<b>]</b> 2	<u> </u>	4	5	6	7
Rely on second most	10-Y	́ _; х	0	[]1	<u> </u>	3	<u> </u>	<u> </u>	6	
What's on television: Rely on most	<u> </u>	Ξx	0	<u> </u>	2	3	4	5	<b>6</b>	] 1
Rely on second most	<u> </u>	$\Box x$	<u> </u>	<u> </u>	2	<u> </u>	4	្រ្ឋ 5	. 6	
News about local entertainment, social activities, events, club meetings, functions, etc: Rely on most	[] 13-Y		<u> </u>		<u> </u>	5 3	4	" <b>~</b> 6	6	
Rely on second most	14-Y				2		· ] 4	J [_] 5	<u> </u>	• • • •
News of local stores		<u>، ر</u>	<u> </u>	، ر_	" ب ،	<u>ب</u> ۲	• 7 <del>-</del>	∙ ن_ ،	• ر .	•
sales: Rely on most	<u>ان ان ا</u>	∐ x	0	]1	2 []	{3	<b>[</b> ] 4	5	6	7
Rely on second most	🗌 16-Ү	[]] X	0	[]] I	2	3	4	5	6	
News of local sports events: Rely on most	[_ 17-у	∏ix	0 ت	<u> </u>	<u> </u>	3	4 ز ب	5	6	. 7
Rely on second most	<u> </u>		0	۔ 1 آ آ		[]3	, <u> </u>	. , <b>o</b> . , 5	6	•••
				•					• • •	

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- 7 -

\_\_\_\_\_Sources Of Information \_\_\_

Relied on

Local church/ Local Farmclub/ comm- er's/ store Winniunity Farmbulletin Not ing Friends/boards interpeg area Maga ested news- news- neighnewsor Radio T.V. paper paper bours notices zines Other .in paper Stock market news, information 27 🗌 19-Ү 🛄 Х 6 ; ; 0 Rely on most 2 -3 -5 1 Rely on second most 🗌 20-Y 🗌 X 0 🗋 []] 2 2 5 [\_\_\_6 Agricultural commodity markets trading activity: 7 نے 🗋 21-Y 🗍 X  $\Box$ 1 Rely on most 2 3 4 5 . 16 72 **]** 3 **5** Rely on second most 22-Y X **0** 4 Economic trendsinflation, value of the dollar, gold prices, interest rates, etc: 🗋 23-Y 🛄 X Rely on most 0 - 1 2 3 \_; 4 3 ن\_ 5 Rely on second most 🗌 24-Y 🛄 X 2 - 4 Travel news, information: , \_ 7 ] 25-Y 🛄 X \_\_\_\_0 1 نــــ ີ 3 5 6 Rely on most 2 4 5 \_ 0 \_1 2 Rely on second most 🗌 26-Y 🛄 X Financial, tax information you need in your work/business: \_\_\_\_0 .....7 Rely on most 🗌 27-Y 🗔 X  $\Box$ 3 4 5 []] [] 3 35 Rely on second most 🗌 28-Y 🦳 X <u></u>0 2 Information on various government services available to you: 3 ت . 7 🗌 29-Y 🧮 X 0 🗋 \_\_\_1 2 5 6 Rely on most 4 30-Y 🗔 X 2 2 3 \_ີ 5 Rely on second most []] 4 رے 6 . .... Hobby/craft information: 34 ] 5 <u></u>6 .]7 0 🗋 []] Rely on most 31-Y 🗍 X []2 ] 3 5 ر\_: <u>ن</u> 6 🗔 32-Y 🗋 X 0 ]]1 []2 ີ ງ 3 Rely on second most Consumer assistance, advice, information: 🗍 33-Y 🗋 X []2 7 ر ... ູ່ ] 3 Rely on most . 0 []] ຼິ່ງ 4 5 6 Rely on second most 📋 34-Y 📋 X 5 ( ) 6

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# Sources Of Information

Relied on

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	•		Winni- peg news-	coinin- unity area	Farm-	riends,	Local church/ club/ store bulletin 'boards or	Maga		Not inter- ested
	Radio	<u>T.V.</u>	paper			· ·	notices		<u>Other</u>	in
Acquiring information to increase your know- ledge of specific subject matter of interest to you:	:									
Rely on most	35-Y	x	<u> </u>	<u> </u>	[]2	[]3	4	5	<u> </u>	27
Rely on second most	🗔 36-Y	∐x	0	<u> </u>	2	<u> </u>	<u></u> 4	5	6 🗋	
Information used for fun, entertainment value Rely on most	<u>-</u> 37-Y	T; x		731	2	. 3	<u> </u>	5	<u> </u>	7
Rely on second most	 38-Y								6	
-		<u>``^</u>	ں نے	i +		د ر	• 14	:_;ə	0	
Information on used <u>machinery for sale:</u> Rely on most	39-Y	_ x	0	. <u> </u>	ີ່, 2	3	<u> </u>	<u> </u>	6	[]7
Rely on second most	40-Y	<u> </u>	<u> </u>	<u> </u>	2	3	4	[]] 5	<u> </u>	
Information on feed/ hay for sale: Rely on most	41-Y	<u> </u>	<u> </u>	<u> </u>	; 2	. 3	4	<u>5</u>	6	7
Rely on second most	42-Y	x	. 0				4		6	
Information on live- stock, cattle for sale: Rely on most	43-Y								6	
Rely on second most	44-Y	x	<u> </u>	<u> </u>	2	3	[]4	[]5	6	
Information on live- stock market selling prices										
Rely on most	🛄 45-Y	<u> </u>	<u> </u>	$\Box$ 1	ີ່ 2	3	[]4	ີ ຼີ 5	<u> </u>	7 :
Rely on second most	46-Y	x	<u> </u>	<u> </u>	<u> </u>	[ ] 3	[]4	[]5	<u> </u>	
Information on auto- mobiles for sale: Rely on most	<b>47-</b> Y	77 x	O		<b>5</b> ] 9	7.3	4	135	Г В	- 7
Rely on second most								,		• نــ. •
Information on machinery		<u> </u>		<b>ن</b> •.		• • •		• ] •		•
parts for sale: Rely on most	49-Y	<u> </u>	0	[] I	2	3 []	. j 4	5 ز ]	6	·[]7
Rely on second most	[] 50-Y	X ز_	[]] O	[]]1	[_] 2	. 3	. ] 4	. 5	6	
Information on fertilizer prices, supplies available: Rely on most	51-Y	- i x	<b>1</b> i o	<u> </u>	<u> </u>	[]]2	' i A	· • c		· • • •
Rely on second most	52-Y	Χ ن	; 0	ار_	2	; j3	. 4	5 ر	6	

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### Sources Of Information \_\_\_\_\_\_ Relied on

Information on insect- icide, spray prices,	Radio	<u>T.V.</u>	Winni- peg news- paper	comm- unity area news-	Farm- ing H news-	neigh-	Local church/ club/ store bulletin / boards or notices	Maga zines	Other	Not inter- ested <u>in</u>
supplies available: Rely on most	<u> </u>	r⊖x	0 []	[] l	2	<u> </u>	4	: 5 ت	6	ີ7
Rely on second most	<u>54-Y</u>	z ∷ x	0 🗋	<u> </u>	2 []	3	4	5 []]	6 ن6	
Information on labour for hire: Rely on most	<u> </u>	x 🗆 x	0 []	<u> </u>	<u> </u>	<u> </u>	4	5	<u> </u>	7
Rely on second most	🗍 56-Y	r⊐x	0 []	🗍 I	<b></b> 2	3 🗋	<u> </u>	5	6	
Information on grain <u>contracts, quotas:</u> Rely on most .Rely on second most	_ 57-¥ _ 58-¥		 		2	] 3 ] 3	☐ 4 ☐ 4	5 5		<u> </u>
Information, news on disease outbreaks in									3	
your area: Rely on most	<u>59-Y</u>		0 🛄	1		<u> </u>			6 ن_ 6	7
Rely on second most	<u>    60-Y</u>	Ξx	0 []	<u> </u>	<u> </u>	<u> </u>	4	[] 5	.6	
Information, news on major grain sales, <u>transactions:</u> Rely on most	🗌 61-Y	[] x	0	1	2	<u> </u>	4	5	6	7
Rely on second most	🗍 62-Y	🗆 x	0 []	1	2 []	3	4	<u> </u>	6	
Information, news on world trends in agri- <u>culture production:</u> Rely on most	🗌 63-Y	Ξx	0	<u> </u>	<u>2</u> 2	្ <u>រ</u> 3	<u> </u>	5 ئے ,	<u> </u>	<u> </u>
Rely on second most	64-Y	🗍 X	<u> </u>	[] I	<u>2</u>	[] 3	<b>5</b> 4	<u> </u>	<b>.</b>	
Information on new crops Rely on most		□x	0	<u>[</u> ]1	2	<b>]</b> 3	<u> </u>	] 5	<u> </u>	7
Rely on second most	🗌 66-Y	∃x	<u> </u>						ີ່ 6	
Information on new agricultural techniques: Rely on most Rely on second most	[] 67-Y [] 68-Y				[] 2 [] 2				6 6 ز	[]7
Information on disease control: Rely on most Rely on second most	69-¥ 70-¥				· [ ] 2 [ ] 2		[]4 []4			. 7

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#### 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.)

- 11 -

		portant <u>all</u>	L						Ve impo	ry rtant	
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	on 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	ວຶ	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	F.	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)

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		·											
			nportan <u>all</u>	<b>t</b> .							'ery ortant		
	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	. <b>9</b>	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	.2	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 -												
		,								•			
	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,			•		-		-	•	•	10	1001	
	Simpsons, etc.	1	2 2	3 3	4	5	6 6	7	8	.9	10	(36)	
	Grocery specials information	1	Z	3	4	5	0	7	8	9	10	(37)	
	Listings for merchandise												
	available, price comparisons,		•	•		-						(22)	
	best buys at local stores	1	2	3	4	5	δ	7	8	. 9	10	(38)	
	Road reports for local area			9		÷		-		6	14	( 20)	
	and province	1	2	3	4	5	6	7	8	Ģ	10	(39) (39)	
	Information on Manitoba's	. 1	2	3	4	5	£	7	0	9	.10	(40)	
	recreation areas, facilities	· 1	4	3	4	3	6	7	8	y	.10	(407	

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- 1-2 -

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		portant all			•				Ve <u>impo</u>	ry rtant	
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,											<i>,</i>
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 b	У										
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											
not 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.	I	2	3	4	5	6	7	8	9	10	(53)

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		portant <u>all</u>							Ve impor	•	
-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	5										
for learning new languages	1	2	3	4	5	6	7	8	9	10	(57)
Reference material, instructions	5									۰.	
for learning mathematics	1	2	3	4	5	6	7	8	9	10	(58)
Reference material, instructions	3										
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)
Daily agricultural news											
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)
											·

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

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in farming equipment

		portant all		•					Ve impo		
Market prices for livestock											
from inajor 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	1	2	3	4	5	6	7		9	10	(13)
U.S. growing region Information on heat degree days year-to-date, and compared to previous	1	2	3	4	J	0	ĩ	a	9	10	(13)
years across Canadian and	•										
U.S. growing region	1	-2	<b>3</b> ·	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)

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

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Not important <u>at all</u>									Very important				
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)		

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## 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 <u>Winnipeg</u>	Drive to/in <u>Elie</u>	Drive to/ in St. Eustache	Drive to/ in Portgage <u>la Prairie</u>	Drive to/ in another <u>Centre</u>		Order by telephone	Don't Do
Do you banking Buy work clothes Buy dress clothes	27-1 28-1 29-1			4 4 4	5 5 5 5			8 8
"Shop for your family's groceries	<u>]</u> 30-1	<u>[</u> ]2	<u>]</u> 3	<u> </u> 4	5	[]6	[_]7	<b></b> 8
Buy dress shoes Buy work shoes/boots Go to when you go out	31-1 32-1		3 3	4	5 5	6 6		8 8
to dinner 'Go to when you go out		<u>_</u> 2	<b></b> 3	<b>1</b> 4	ِ <b>5</b> کړ	6	7	8ن_
to a bar/lounge	34-1	<b></b> 2	3	4	5	6	<b></b> 7	<u> </u> 8
Go to a library Buy household items like towels, linens,	35-1	2	3	<b>4</b>	[_]5	<u> </u>	<b>7</b>	ຼີງ8
carpet, curtains, etc. Pay bills Buy tickets for air	36-1 37-1		33	4 _4	55	6 6	7	8 آ 8 ز
travel	38-1	2	3	4	5	[_]6	<u> </u>	8
Buy tickets for a sporting event Buy tickets for the	39-1	2	<b></b> 3	<u>_</u> 4	5	6	[]]7	<u>[</u> ]8
theatre/a play/a• live show	40-1	2	3	<u></u> 4	5	[]6	7	<u>[</u> ]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 Art/painting/drawing/sculpting Woodworking/refinishing Cake decorating Antique collecting Gardening/raising plants Home decorating Volunteer work Cards/games Reading Model building Electronics	41-Y X 1 1 2 3 4 5 6 6 7 8 9	Sewing Stamp/coin collecting Quilting Macrame/handicrafts Knitting/croquetting Dog breeding/training Tinkering with cars/motors Other (record below)	$ \begin{array}{c}                                     $
Liecu omes	7		

3.

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

		Racquetball/handball/paddle	
Golf	43-Y	ball	44-Y
Curling	$\Box x$	Horseback riding	X
Tennis	0	Bieyeling	<u> </u>
Water skiing	1 · ·	Sailing/boating	<u> </u>
Downhill skiing	2	Hunting	
Cross country skiing	3	Swimming/water sports	3
Ice skating	<u> </u>	Jogging/distance running	<u> </u>
Roller skating	5	Badminton	<u></u> 5
Bowling	6	Air ballooning/flying	6
Baseball/softball	]7	Fishing	<u> </u>
Basketball	8	Hiking/backpacking/canoeing/	
Field hockey	<u>]</u> 9	camping	8
-	_	(DO NOT READ) None of these	ś9

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	homes? (OBTAIN BEST GUESS IF NECES	
		45-46
	(WRITE IN NUMBER)	
4b)	And how many times in the past month ha your home for a visit? (OBTAIN BEST GU	ve you had relatives or friends come to ESS IF NECESSARY)
	(WRITE IN NUMBER)	47-48
5a)	Do you have (CHECK ONE)	
	Cable television Roof/outdoors antenna Rabbit ears/indoors antenna	49-1 12 13
,	(DO NOT READ) No television	<u>_</u> 4
56)	IF RESPONDENT DOES NOT HAVE CABL up to or have cable television installed into	
• •	Planning to get cable TV Not planning to get cable TV	50-1 2
5c)	What are all of the television channels the (PROBE) Any others? (WRITE IN CALI	at you can get on your television set? LETTERS OR CHANNEL NUMBERS)
		51-
6.	How many personal letters would you writ GUESS IF NECESSARY)	e in a typical month? (OBTAIN BEST
	(WRITE IN NUMBER)	53-54
7.	And how many telephone calls did you ma past week? (OBTAIN BEST GUESS IF NEC	
	(WRITE IN NUMBER)	<b>55-56</b>

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#### SECTION FIVE

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

	Yes	No
Videotex Telidon Grassroots Infomart	57-1 2 3 4	میں میں دیک

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

c)

What have you heard about or do you know about Grassroots? ... (PROBE) ... Anything else? 62-

d)

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

65-

64-

~63**-**-

58-

59-

60-

\_ 61-

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

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)

> A positive experience for you A negative experience for you Neither positive nor negative

2.

۱.

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

Very easy to learn to use Somewhat easy to learn to use A little difficult to learn to use Very difficult to learn to use

3.

4.

5.

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

Every day or almost every day Once or twice a week No more than once a week

	68-1
<b>H</b>	00-1
1	2
	3
لىب	•

66-1

32

67-1

12

13

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

A big improvement Some improvement A little improvement No improvement

1.1	69-1
_	2
	4
	3
_	4
	4

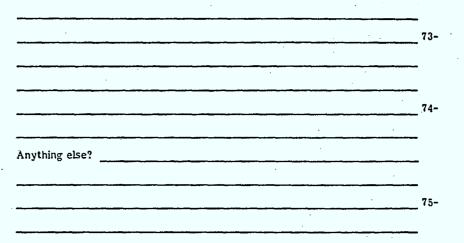
Still, based on what you know about this service or system at this point in time what do you like about the idea or program? What, in particular appeals to you about it. What do you believe will be its benefits or advantages for you? (PROBE FULLY)

	70-
	71-
Anything else?	

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7.

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



In additon 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) <u>Electronic banking</u> whereby you would be able to carry out banking activities such as paying bills, or transfering funds, in your home by using the system.
- <u>Teleshopping</u> whereby you could find out what merchandise is available at stores in your area, compare prices, and place orders for those items you want.
- Electronic mail or electronic messaging whereby you could send messages to other individuals, companies or organizations using this system.
- 4) <u>Electronic ticket purchasing service</u> 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) <u>Computer-aided instruction service</u> 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.

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

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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. In which of the following age categories do you belong? (CHECK ONE) Α. 7\*8-1 40 - 44]5 Under 25 45 - 49 25 - 29 2 6 30 - 34 50 - 54 17 3 35 - 39 55 or over 14 в. Are you ... (READ LIST. CHECK ONE) Single, never been married 9-1  $\frac{1}{3}^{2}$ Married Separated/widowed/divorced c. Sex: (BY OBSERVATION) 2 Male 10-1 Female Do you have any children (under 18) residing at home? D. Yes <u>[]11-1</u> No 2 SKIP TO Q.G How many under eighteens do you have residing in your home? (CHECK ONE). E. One Five 12-1 5 Six 6 Two 12 Three Seven 7 : 3 Eight or Four more And where do each of your children under 18 go to school? (START WITH OLDEST F. UNDER 18 AND WORK THROUGH TO YOUNGEST, ONE AT A TIME) #8 #7 #2 #3 #4 <u>#5</u> #6 <u>#1</u> French elementary []17-1 []19-1 []18-1 []]15-1 <u>16-1</u> school 13-1 114-1 English elementary 2 school 2 2 2 2 2 2 2 3 3 Junior high school 3 3 3 3 3 3 ļ\_\_\_\_ 4 4 4 4 4 4 4 Senior high school 4 السل College/university 5 5 5 5 5 5 5 5 Too young to go to 83 school 6 6 6 6 6 6 6 6 نہ ، Finished school/ - - $\square$ ĹĴ 7 3 7 7 7 working 7 7 7 7 i What is the occupation of your household's male head? G. 21-No male household head н. What is the occupation of your household's female head? 22-53 No female household head IF PERSONALLY WORKING, ASK ... Where do you work, that is, in what place, I. nearest in what city or town?

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23-

- 23 -

J.

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

One Two Three Four	24-1 2 3 4	Five Six Seven Eight or more	5 6 7 8
		more	8 ل

к.

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

French	25-1
English	12
Other	3
(specify)	

L.

What language is used most often in your home?

French		26-1
English		2
Other		3
(SD	ecify)	

м.

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

French		·	27-1
English		•	
Other			3
	(specify)		

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

3

Same/sempleted sublis cabeel	
Some/completed public school	
Some high school	
Completed high school	
Some university/college	
Completed university/college	
Some/completed technical school	
Some/completed graduate school	
Brand and Brand and a second	

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

Detached house/single family house Semi-detached house/duplex	29-1
Apartment	$H_3$
Townhouse/row house	4
On a farm	<u> </u>
Other	<u> </u>
(spenify)	

Ρ. Do you...

Rent/lease	30-1
Own	2

Q.

R.

s.

Do you or does anyone in your household belong to a union? []31-1 \_]2 Yes No

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

More than 10 years 32-1 5 - 10 years 2 Less than 5 years

IF LESS THAN FIVE YEARS, ASK ...

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

Much larger 🛄 33-1	About the same size	2	Much smaller	<u> </u>
• •	• .			

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

5 6 7

Less the	an \$10,000	
\$10,000	- \$14,999	
	- \$19,999	
\$20,000	- \$24,999	
\$25,000	- \$29,999	
	- \$39,999	
\$40,000	or over	

#### IF RESPONDENT IS A FARMER, ASK ...

What is the appropriate total value of the agriculture products you sold in 1980? (CHECK  $\underline{ONE}$  ONLY)

Under \$15,000	35-Y	\$50,000 - \$74,999	4
\$15,000 - \$19,999	□x	\$75,000 - \$99,999	5
\$20,000 - \$24,999	<u> </u>	\$100,000 - \$149,999	6
\$25,000 - \$34,999		\$150,000 - \$199,999	7
\$35,000 - \$39,999	$\square_2^1$	\$200,000 - \$300,000	8
\$40,000 - \$49,999	3	Over \$300,000	9

υ.

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

# GOLDFARB CONSULTANTS

5-1 6-2

#### PROJECT #819109 - B

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	. <u> </u>	

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3

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

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.

- 2 -

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)

]8-1

More	Ĺ	8-
Less		2
About the same amou	nt 🗌	3

2.

1.

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)

	Hours		Minutes	
Watching T.V.		:		9-12
Listening to A.M. radio		:	·	13-16
Listening to F.M. radio		:		17-20
Reading a book/books		:	<del>9,</del>	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		:	• . <del>• • • • • • • • • • • • • • • • • • • </del>	53-56
Listening to records/tapes at home		<b>:</b> '	<del>4</del>	57-60
Doing personal hobbies/crafts		:	<b></b>	61-64
Participating in sports/exercising		:	<del>4</del>	65-68
Attending community public meetings		:		69-72
Attending church/church functions		:	<del></del>	73-76
Watching/attending local sporting events	<u></u>	:		77-80
Attending club meetings (ie. 4-H, Lions,				*8-11
etc.) Playing games at home (ie. cards, board	·	:		0-11
games, video games, etc.)	<del></del>	<b>:</b> .		12-15
Playing games away from home (ie. bing	·0.			
cards, electronic games, etc.)	- <b>,</b>	:		16-19
Going out for entertainment (ie. to				
dinner, dancing, to a movie,				
theatre, etc.)		:	<i>.</i>	20-23
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	Hours		Minutes	
Entertaining company/friends in your own home Visiting friends/someone in their home	. <u></u>	:		24-27 28-31
Other activity (write in below)				
		:	·	
		:		
		:	<u></u>	
	<del></del>	:		

(TIME SPENT IN LAST WEEK)

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).

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

3.

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- 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).

		Increasing	Decreasing	Remaining about the same
i) ii) iii) iv)	Weekend/daytime Weekend/evening Weekdays/daytime Weekdays/evening	45-1 46-1 47-1 48-1	2 2 2 2 2 2 2 2 2 2	- 3 - 3 - 3 - 3 - 3

49-50-

57-58-

13

14

4b)

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

4c)

5a)

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

News Sports Documentaries Westerns Movies Specials Educational	$ \begin{array}{c} 51-Y\\X\\0\\1\\2\\3\\4\end{array} $	Drama Comedies Crime detection Talk shows Quiz shows/game shows Soap operas Other (specify)	5 6 7 8 9 52-Y X
		(specity)	

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.)

		Increasing	Decreasing	Remaining about the same			
i) ii) íii) iv)	Weekend/daytime Weekend/evening Weekdays/daytime Weekdays/evening	53-1 54-1 55-1 56-1	2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2				

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

5c)

5d)

5b)

Thirdly, what kinds of radio programs do you prefer listening to or like listening to best? (DO NOT READ LIST. CHECK AS MANY AS MEN-TIONED). World news Talk shows 59-Y National news Educational Local news Musie Farm news/Radio Other Noon (specify) Sports 72 Where do you listen to the radio most often?

At work At home ]60-1  $\Box_2$ Other In a car (specify) This form is protected by copyright and is the property

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6a)

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

- 5 -

Yes	[]61-1	No	2	
IF 'YES', ASK Wh	at ones?			
			62-	
			·	
		•		
Would you classify casual newspaper re	v yourself as eader or a nor	a very thorough, a s n-reader of newspapers?	omewhat the (CHECK O	oroug NE)
Very thorough Somewhat the	rough 🗌 2	_		
Casual			_	
Non-reader	• نــ ا	SKIP TO Q.7		•
	<b>L</b>			
in the past few m same? (CHECK ON	onths is incr	of time you are spendir reasing, decreasing or	remaining a	wspa bout
Increasing			-1	
Decreasing				
Decreasing Remaining ab What sections or pa NOT READ LIST. (	rts of a news	paper do you look at or ANY AS MENTIONED.)	regularly re	ad?
Remaining about the sections or particular test of the sections or page world news National news Local news Summaries News/content index Sports section Business/financial news	$\begin{bmatrix} \text{arts of a news} \\ \text{CHECK AS M} \\ \hline 65-Y \\ \hline X \\ \hline 0 \\ \hline 1 \\ 2 \\ 3 \\ \hline 4 \\ \hline 5 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other	n	ad?
Remaining ab What sections or pa NOT READ LIST. ( Front page World news National news Local news News summaries News summaries News/content index Sports section Business/financial	$\begin{bmatrix} \text{arts of a news} \\ \text{CHECK AS M} \\ \hline 65-Y \\ \hline X \\ \hline 0 \\ \hline 1 \\ 2 \\ 3 \\ \hline 4 \\ \hline 5 \end{bmatrix}$	3 paper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section	n	
Remaining ab What sections or pa NOT READ LIST. ( Front page World news National news Local news News summaries News summaries News/content index Sports section Business/financial news	$\begin{bmatrix} \text{arts of a news} \\ \text{CHECK AS M} \\ \hline 65-Y \\ \hline X \\ \hline 0 \\ \hline 1 \\ 2 \\ 3 \\ \hline 4 \\ \hline 5 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other	n	
Remaining ab What sections or pa NOT READ LIST. ( Front page World news National news Local news News summaries News/content index Sports section Business/financial news	$\begin{bmatrix} \text{arts of a news} \\ \text{CHECK AS M} \\ \hline 65-Y \\ \hline X \\ \hline 0 \\ \hline 1 \\ 2 \\ 3 \\ \hline 4 \\ \hline 5 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other	n	
Remaining ab What sections or pa NOT READ LIST. ( Front page World news National news Local news News summaries News/content index Sports section Business/financial news	$\begin{bmatrix} \text{arts of a news} \\ \text{CHECK AS M} \\ \hline 65-Y \\ \hline X \\ \hline 0 \\ \hline 1 \\ 2 \\ 3 \\ \hline 4 \\ \hline 5 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other	n	
Remaining ab What sections or pa NOT READ LIST. ( Front page World news National news Local news News summaries News/content index Sports section Business/financial news	$\begin{bmatrix} \text{arts of a news} \\ \text{CHECK AS M} \\ \hline 65-Y \\ \hline X \\ \hline 0 \\ \hline 1 \\ 2 \\ 3 \\ \hline 4 \\ \hline 5 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other	n	
Remaining about the sections of parameters of the sections of page world news National news Local news Summaries News/content index Sports section Business/financial news Entertainment section	The function of a new set of a	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other(specify)	n	
Remaining about the sections of parameters of the sections of page world news National news Local news Summaries News/content index Sports section Business/financial news Entertainment section	The function of a new set of a	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other(specify)	n	
Remaining about the sections of page NOT READ LIST. (Content page World news National news Local news summaries News/content index Sports section Business/financial news Entertainment section	arts of a news CHECK AS M $\begin{bmatrix} 65-Y \\ X \\ 0 \\ 1 \\ 2 \\ 3 \\ 4 \\ 5 \\ 0n \end{bmatrix} \begin{bmatrix} 6 \\ 6 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other(specify)	n	
Remaining about the sections of page world news Not READ LIST. (Content of the section of the se	arts of a news CHECK AS M $\begin{bmatrix} 65-Y \\ X \\ 0 \\ 1 \\ 2 \\ 3 \\ 4 \\ 5 \\ 0n \end{bmatrix} \begin{bmatrix} 6 \\ 6 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other(specify)	n	
Remaining about the sections of page world news Not READ LIST. (Content index Summaries News summaries News/content index Sports section Business/financial news Entertainment section	arts of a news CHECK AS M $\begin{bmatrix} 65-Y \\ X \\ 0 \\ 1 \\ 2 \\ 3 \\ 4 \\ 5 \\ 0n \end{bmatrix} \begin{bmatrix} 5 \\ 6 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other(specify)	n	
Remaining about the sections of page world news Not READ LIST. (Content index Summaries News summaries News/content index Sports section Business/financial news Entertainment section	arts of a news CHECK AS M $\begin{bmatrix} 65-Y \\ X \\ 0 \\ 1 \\ 2 \\ 3 \\ 4 \\ 5 \\ 0n \end{bmatrix} \begin{bmatrix} 5 \\ 6 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other(specify)	n	
Remaining about the sections of page world news Not READ LIST. (Content of the section of the se	arts of a news CHECK AS M $\begin{bmatrix} 65-Y \\ X \\ 0 \\ 1 \\ 2 \\ 3 \\ 4 \\ 5 \\ 0n \end{bmatrix} \begin{bmatrix} 5 \\ 6 \end{bmatrix}$	3 spaper do you look at or ANY AS MENTIONED.) Family/Womens section Specific columns Comics Classified ads Editorials Letters to editor TV supplement Farming news/section Other(specify)	n	

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6b)

6c)

'6d)

7.

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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)

67-Y Fortune **Racquets Canada** Actualite 8 Good Farming Reader's Digest (English) Alberta Report .9 X Alberta Weekly 0 Good Housekeeping 5 Redbook 72-Y Atlantic Insight **Report on Farming** Gourinet 6 х 1 0 Harrowsmith 7 Saturday Night Better Homes & Gardens 2 **Business Week** 3 Homemaker's 8 Scientific American 1 9 Y 234567897X012345 Kanata Selection Canadian Business 4 Canadian Geographic Ladies Home Journal 70-Y Ski Canada 5 Canadian Home Decor L'Auberge X Skyword 6 Canadian Living Sports Club 7 Le Lundi 0 **Canadian Secretary** Legion Time \_\_\_\_\_8 1 Cattleman 9 Les Affaires 2 Today Magazine Maclean's True Confessions Chatelaine (English) 68**-Y** 3 Chatelaine (French) ÌΧ Madame Au Foyer 4 T.V. Guide 0 Mademoiselle 5 Us Consumerateur **Union Farmer Consumers' Report** 1 McCalls 6 Co-op Consumer 2 Ms. 7 Viva National Geographic 18 Vogue Cosmopolitan 3 Country Guide New Yorker 9 Western Living 71-Y Westworld Newsweek 5 Decormag Enroute Omni X Winnipeg Magazine 6 Epicure People 0 Woman's Day 6 Equipment Dealer's Perspective 1 Other magazines publications 8 Photo Canada 2 (write in) Photography Today 3 Evasion 9 Executive 69-Y Playgir1/Playboy Family Circle jΧ Psychology Today Farm Light & Power 0 **Quebec Science Financial Post Magazine** 1 Quest Flare 2 8. About how many books have you read in the past three months? (CHECK

ONE ONLY)

One	74-Y	Four		Seven	4	Ten or
Гwo	L X	Five		Eight	<u>5</u> ا	more7
Three	0 لے	Six	3 ليب	Nine	6ن_	None8

9.

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

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## SECTION TWO

1.

Next, we are interested in where you go or what sources you rely on <u>most</u> and <u>second most</u> 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)

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

	Sources Of Information												
					Relie	ed on							
	Radio	<u>T.V.</u>	Winni- peg news- paper	comm- unity area news-	Farm-	neigh-	Local church/ club/ store bulletin / boards or notices	Maga zines	Other	Not inter- ested in			
Weather information Rely on most	76-Y	x	<u> </u>	Ξı	2	<b>]</b> 3	4	ຼີງ 5	. 6				
Rely on second most	<u> </u>	∵ ∏ x	<u> </u>	<u> </u>	<u> </u>	<u> </u>	4	5	<u> </u>				
Major news stories of the day: Rely on most Rely on second most	78-Y 79-Y				2 2				6 6	<u> </u>			
Sports scores/ sports news: Rely on most	🗍 80-Y	_ x	0		2			5		7			
Rely on second most	*8-Y	Ξx	<u> </u>	1	<u> </u>	<u> </u>	4	្រ្ម 5	<u> </u>				
Local news stories: Rely on most	9-Y	□x	0	<u> </u>	2	<u> </u>	4	_ 5	<u> </u>	[] 7			
Rely on second most	10-Y	$\Box \mathbf{x}$	0	<u> </u>	2	<u> </u>	<b>4</b>	5 ر_ \$	6				
What's on television: Rely on most	🗍 н-ү	⊐x	0 []		2	<b>]</b> 3	<b>4</b>		<u> </u>				
Rely on second most	🗌 12-Y	∏x	0 🛄	<u> </u>	2 2	[]] 3	: 4	5	6				
News about local entertainment, social activities, events, club meetings, <u>functions, etc:</u>	<b>13-</b> Y		0	[]1	2	- ,	<b>1</b>	້]5	6	· · · ·			
Rely on most						<b>3</b>			•	•			
Rely on second most	14-Y	x ب	[]] 0	] ເ	[] 2	<b>ຼີ] 3</b> ິ	[]4	5	6				
News of local stores' sales: Rely on most	[] 15-Y								6	. ? `			
Rely on second most	<u> </u>	<u> </u>	0	[]]	2	3	4	ົ່ 5	6				
News of local sports events: Rely on most	🗍 17-Y	- i x	[]]0	[]]	[]2	[]3	[]4	15	6	7			
	1 A .												
Rely on second most	📑 18-Y	× ب	U	ة ( <sub>1</sub>	ک ل	د لي محققي	, ]4	. ; 9	. ; 0				

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- 7 -

Local church/ Local Farmclub/ comm- er's/ store Winniunity Farmbulletin Not peg area ing Friends/ boards internewsnews- news- neighor Maga ested Radio paper paper bours notices T.V. paper zines Other in Stock market news, information Rely on most [] 19-Ү [] Х []0 []] <u></u>3 []]4 2 ົ່ງ 5 \_ 6 7 Rely on second most \_j 20-Y 门 X \_\_\_\_0 []2 11 3 j 5 []6 Agricultural commodity markets trading activity: 🖸 21-Y 📋 X Rely on most [] O  $\square 1$ 2 3 4 **5** ] 5 6 . . 7 4 🗍 22-Y 🗍 X 0 Rely on second most 2 3 5 Economic trendsinflation, value of the dollar, gold prices, interest rates, etc: 🗔 23-Y 🗔 X Rely on most 3 5 .....7 1 . . . 2 \_\_\_\_4 6 Rely on second most 🗍 24-Y 🦳 X <u></u>3 0 🗍 1 2 **4** .\_\_\_ 5 6 Travel news, information: Rely on most 25-Y 🗍 X 2 3 5 77 1 6 Rely on second most 🗔 26-Ү 🗔 Х 2 3 4 5 6 ر\_ Financial, tax information you need in vour work/business: Rely on most 2 🗌 27-Ү 🗍 Х  $\Box 1$ \_\_; 3 4 7 5 6 Rely on second most 🗌 28-Y 🗍 X 2 0 3 34 5 Information on various government services available to you: 🗌 29-Y 门 X Rely on most 0 🗋  $\Box$ 2 3 ] 4 . 7 5 6 Rely on second most 📋 30-Ү 🛄 Х [] 2 []] 4 ີ ; 5 Hobby/craft information: Rely on most 🗍 31-Y 🗍 X []1 []3 2 ຼີງ 4 ່ງ 5 ຼ່ 6 . 7 Rely on second most 🗍 32-Y 🦳 X 0 🗋 []]6 2 3 []4 ] 5 Consumer assistance. advice, information: Rely on most 📋 33-Y 门 X 0 []] []2 []4 5 []6 [] 3 . 7 Rely on second most 🛄 34-Y 🛄 X []0 []] [] 2 ີ ີ 3 []4 [ ] 5 6

Sources Of Information \_ Relied on

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					Rene	αοπ	×			
•	Radio	<u>T.V.</u>	Winni- peg news- paper	comm- unity area news-	Farm- ing F news-	neigh-	Local church/ club/ store bulletin boards or notices	Maga zines	Other	Not inter- ested <u>in</u>
Acquiring information to increase your know- ledge of specific subject matter of interest to you:	,			·					、	N.
Rely on most	🗋 35 <b>-</b> Y	$x \supseteq x$	<u> </u>	[]1	<u> </u>	<u>]</u> 3	<u> </u>	<u> </u>	6	<u> </u>
Rely on second most	🗔 36-Y	x 🗀 x	<u>)</u> 0	[]]	. 2	[] 3	] 4	् 🗍 ५	<u></u> 6	
Information used for fun, entertainment value Rely on most	- 37-3	/ X	0	<u> </u>	2	3	_ 4	<u> </u>		
Rely on second most	38-Y		 0	 1		3	 4		- تين 6	
Information on used	_ 00- i	<b>ہ</b> نے ۱	° ت	، ر_	ء ل_	•	• · الــــ		: "	
machinery for sale: Rely on most	<u> </u>	x ⊡ x	0 []	<u> </u>	[] 2	<b></b> 3	4	_ 5	6	7
Rely on second most	40-Y	x 🗌 x	0 []	<u> </u>	<u> </u>	3	4	<u> </u>	<u> </u>	
Information on feed/ hay for sale: Rely on most	<u> </u>	X	0	<u> </u>	2	3	<u> </u>	5	[6	. 7
Rely on second most			0					5		
Information on live- stock, cattle for sale: Rely on most	 43-¥		- 0			3	•	5	[] 6	<b>7</b>
Rely on second most	🗌 44-Y	x□x	0 []	]1	2	3	<u> </u>	[_] S	<u> </u>	
Information on live- stock market selling prices										
Rely on most	🗍 45-Y	x 📑 x	<b>0</b>	<u> </u>		3 3	[]4	ຼີ_ 5	6	7
Rely on second most	🗔 46-Y	r ⊡ x	0 []	ı <u>ت</u>	] 2	<u> </u>	. ] 4	[]5	6	
Information on auto- mobiles for sale: Rely on most		x	0	[]]	2	3	_]4	5	[]6	7
Rely on second most							 [ ]] 4			
Information on machinery								2	• •	
Rely on most	🗌 49-Y	x [] x	<u> </u>				<u>;</u> ]4			7
Rely on second most	[] 50-Y	r⊡ x	] 0	[]1	2 []	( j 3	[]4	5 [	6	
Information on fertilizer prices, supplies available: Rely on most	51-Y	·[]x	<b>□</b> 0	<u>-</u> 1	[] 2	] 3	4	5	. ] 6	[]7
Rely on second most	52-Y		0	[]1		. J []]3				
-					•		-			

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Sources Of Information \_ Relied on

	`	•		Sour	ces Of	Informa	tion				•
				• •	*	ed on				-,	
							Local church/		·		•
	· ·	,	Winni- peg news-	comm- unity area	Farm-	Friends/	club/ store bulletin boards or	Maga		Not inter- ested	
Information on insect- icide, spray prices, supplies available:	<u>Redio</u> 1	<u>.v.</u>	paper				notices		<u>Other</u>	in	
Rely on most	🗌 53-Y (	_] x	[] 0	<u> </u>	<u> </u>	[]]3	[]4	[]5	[]6	7	
Rely on second most	🗍 54-Y 🕻	x	0 []	[]1	<u> </u>	<u> </u>	[]4	5	<u> </u>		
Information on labour for hire:											
Rely on most	🗍 55-Y 🕻	<u> </u>	0 []	<u> </u>	2	3	4	5	] 6	7	
Rely on second most	🗍 56-Y [	] x	0	<u> </u>	2	3	4	5 门	្រ 6		
Information on grain contracts, quotas: Rely on most	🗍 57-Y 🕻	אר־		1771	2	<u> </u>	4	<b>115</b>	<u> </u>	7	
Rely on second most	58-Y [						 4	 [] 5		•••••	
Information, news on disease outbreaks in your area:											
Rely on most	🗍 59-Y 🗍	] x	<u> </u>	<u> </u>	2 []	] 3	]4	[] 5	<u> </u>	7	
Rely on second most	<u> </u>	∃x	0	<u> </u>	2	<u> </u>	<u> </u>	5 [_]	6		
Information, news on major grain sales, transactions:											
Rely on most	□ 61-Y [	] X	0 []	<u> </u>	<u> </u>	3	4	<u> </u>	<u> </u>	<u> </u>	
Rely on second most	☐ 62-Y [	Γx	0 []	<u> </u>	2	] 3	[]4	5 ز	<u> </u>		• •
Information, news on world trends in agri- <u>culture production:</u>						-			· .		·
Rely on most	63-Y [		0			[]3		5 ر ً	<u> </u>	7	
Rely on second most		JX.	0	<u> </u>	_] 2	(	<b>—</b> 4	ຼີ 5	[]6		
Information on new crop: Rely on most	<u>s:</u> 65−Y	j x	ہ زے	[]]	[]2	3	<u> </u>	5_5	6		
Rely on second most	66-Y		0				[]4				÷
Information on new agricultural techniques: Rely on most	67-Y	X	[] 0			[]3					
Rely on second most	☐ 68-Y []	-				(]3	+د: 4[]				
Information on disease			، رے	с <b>л •</b>	<u>ل</u>	iU	1]#		0		,
control: Rely on most	[]] 69-Y []	x	[]]0	[]]]	[]2	[]3	4	5	6	• 7	
Rely on second most			[]0			[]]3			6		
-		-	<u> </u>		•		• •			• •	

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### SECTION THREE

*DUP 1-4,5-4
· DOI 1-4,0-4
DUP 6,7
DUC 0,1
يجوكا كالأستجار بسيتها ويوريها كالتهميتين ويتهيد والمترا

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.)

· .		portant . <u>all</u>	, ,.					· ·		ery ortant	
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 informatic	n l	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,											<i></i>
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 Agricultural commodity markets	1	2	3	4	15	.6	7	8	9	10	(48)
trading activity, listings	1	2	3	4	5	6	7	8	9	10	(49)

*									•			
		nportan <u>t all</u>	t	•						ery ortant		
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	-	-	•	-	Ū	Ū	•	Ū	Ū	••	(20)	
information	1	2	3	4	5	6	7	8	9	10	(24)	
Travel, tour packages available	-	-	•	-	•	•	•		•		(21)	
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	<b>6</b>	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	<b>6</b> ·	7	8	9	10	(39)	
Information on Manitoba's												
recreation areas, facilities	1	2	3	4	5	6	7	8	9	10	(40)	

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- 12 -

Not important

- 13 -

1. SP

		nportan Lall	t					·		ery ortant		
Listings of career, job												
opportunities	ì	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,										•	x	
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)	
							۰.					
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 b	у.	•										
Faculty of Agriculture at the								s				
University of Manitoba	1	2	3	4	5	6	7	8	9	10	(48)	
Information of adult education												
courses available locally												
not in agriculture area	1	2	3	4	5	6	7	8	<b>9</b>	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	<sup>,</sup> 6	7	8	.9	10	(53)	

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	Not important <u>at all</u>								Very important					
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, instruction	5													
for learning new languages	1	· 2	3	<b>4</b>	5	6	7	8	9	10	(57)			
Reference material, instruction	s .													
for learning mathematics	1	2	3	4	5	6	7	8	9	10	(58)			
Reference material, instructions	5													
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)			
Daily agricultural news														
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	, <b>5</b>	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)			

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		Not important <u>at all</u>						Very important				
Data on major, current world market trends in agricul-	*	*										
tural 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 infor-							•					
mation	1	2	3	4	5	6	7	8	9	10	(70)	
Information on new governmen agricultural programs,	L											
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 new developme	nts						•					
in agriculture (eg.												
different crops, agricultural	•		•		-	c	~	o .	0	10	(73)	
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	•	•	•		-	^	-	0	0	10	100	
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	<b>^5</b>	6	7	8	9	10	(79)	

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	Not important <u>at all</u>							Very important				
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	g	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	1	2	J	*2	5	U	1	8	5	10	(13)	
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)	

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T. P. C. S.

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

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N	ot important <u>at all</u>							Very <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					*	۰.			•				
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	<b>3</b> ·	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)		

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# 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 <u>Winnipeg</u>	Drive to/in <u>Elie</u>	Drive to/ in St. Eustache	Drive to/ in Portgage <u>la Prairie</u>		Order	Order by telephone	Don't Do
Do you banking Buy work clothes Buy dress clothes	27-1 28-1 29-1				5 5 5	6 6 6	[.]7 [_7 [_7	8 8
Shop for your family's groceries	[]30-1	_]2	3	[]4	<b></b> 5	[_]6	7	. 8
Buy dress shoes Buy work shoes/boots	31-1 32-1	_]2 _2		4	5	6	7	8 8
Go to when you go out to dinner	_]33-I	2	3	<b>_</b> ]4	5	<u> </u>	<b>[</b> ]7	_8
Go to when you go out to a bar/lounge	34-1	<u></u> 2	<b>3</b>	<b>4</b>	<u>]</u> 5	<u> </u>	7	8ر
Go to a library Buy household items like towels, linens,	35-1	2	3	4	<b>5</b>	<b>6</b>	[]7	8
earpet, curtains, etc. Pay bills Buy tickets for air travel	36-1 37-1		3 3	4	55	6 6	777	8 8
	38-1	<b></b> 2	3	4	5	[_]6	[_]7	8
Buy tickets for a sporting event Buy tickets for the	]39-1	<u></u> 2	3	[]4	<b>5</b>	[]6	[]7	8
theatre/a play/a live show	_40-1	2	3	<u> </u>	5	6	7	. <u> </u> 8

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 Art/painting/drawing/sculpting Woodworking/refinishing Cake decorating Antique collecting Gardening/raising plants Home decorating Volunteer work Cards/games	0 Quilti 1 Macra 2 Knitt 3 Dog b 4 Tinke	p/coin collecting	$ \begin{bmatrix} 42-Y \\ X \\ 0 \\ 1 \\ 2 \\ 3 \\ 4 \\ 5 \end{bmatrix} $
Reading Model building Electronics			
Disertonies	سيجينين ألسب		

3.

2.

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

	Racquetball/handball/paddle	
Golf	[]43-Y ball	~44-Y
Curling	X Horseback riding	<b>∃</b> x =
Tennis	0 Bicycling	<u> </u>
Water skiing	1 Salling/boating	71
Downhill skiing	2 Hunting	2
Cross country skiing	3 Swimming/water sports	3
Ice skating	4 Jogging/distance running	_4
Roller skating	5 Badminton	5
Bowling	6 Air ballooning/flying	6
Baseball/softball	7 Fishing	<u>.</u> 7
Basketball	8 Hiking/backpacking/canoeing/	
Field hockey	9 camping	8
•	(DO NOT READ) None of these	.9

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4a)	How many times in the past month have homes? (OBTAIN BEST GUESS IF NECES	you visited relatives SARY)	or friends in the
	(WRITE IN NUMBER)	45-46	
4b)	And how many times in the past month hay your home for a visit? (OBTAIN BEST GL	ave you had relatives JESS IF NECESSARY)	or friends come
	(WRITE IN NUMBER)	47-48	
-5a)	Do you have (CHECK ONE)		
	Cable television Roof/outdoors antenna Rabbit ears/indoors antenna (DO NOT READ) No television	49-1 2 3 4	
-5b)	IF RESPONDENT DOES NOT HAVE CABI up to or have cable television installed into	LE TV. ASK Are yo o your home in the ne	u planning to ho ar future?
	Planning to get cable TV Not planning to get cable TV	50-1 2	
:5c)	What are all of the television channels th (PROBE) Any others? (WRITE IN CAL)	at you can get on you L LETTERS OR CHAN	r television set? INEL NUMBERS
`5c)	What are all of the television channels th (PROBE) Any others? (WRITE IN CAL)	at you can get on you L LETTERS OR CHAN	INEL NUMBERS
`*5c)	(PROBE) Any others? (WRITE IN CAL)	L LETTERS OR CHAN	r television set? INEL NUMBERS
∵5c)	(PROBE) Any others? (WRITE IN CAL)	at you can get on you L LETTERS OR CHAN	INEL NUMBERS
5c)	(PROBE) Any others? (WRITE IN CAL)	L LETTERS OR CHAN	51- 52-
	(PROBE) Any others? (WRITE IN CAL)	L LETTERS OR CHAN	51- 52-
	(PROBE) Any others? (WRITE IN CAL)	L LETTERS OR CHAN	INEL NUMBERS 51- 52- ? (OBTAIN BES
6.	(PROBE) Any others? (WRITE IN CAL)	L LETTERS OR CHAN	INEL NUMBERS 51- 52- ? (OBTAIN BES
6.	(PROBE) Any others? (WRITE IN CAL)	L LETTERS OR CHAN	INEL NUMBERS 51- 52- ? (OBTAIN BES
6.	(PROBE) Any others? (WRITE IN CAL)	L LETTERS OR CHAN	INEL NUMBERS 51- 52- ? (OBTAIN BES

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- 19 -

					-	- 20 -				· ·					
SECTIO	<u>on five</u>							•DUP DUP 6		5-6,			7		
	we need s s can be c								purp	oses o	nly s	o that	your		
А.	In whic	ch of th	e follo	wing ag	ge ca	tegori	es do	you b	elong	;? (Cl	HECH	K ONE	:)		
		Under 25 - 2 30 - 3 35 - 3	19 14	]*8-1  2 ]3 _4	4	0 - 44 5 - 49 0 - 54 5 or o	ء بر بر	5 6 7 8							
в.	Are yo	u (R)	EAD LI	ST. CI	HECI	K ONE	)								
		Marrie	e, never ed ated/w							9-1 2 3					
с.	Sex: (	BY OB	SERVA	TION)											
v z		Male		]10-1	F	'emale	. [	] 2							
D.	Do you	ı have a	ny chil	dren (1	under	· 18) re	esidin	ig at h	ome'	?					
	•		_	, 		_		<u>.                                    </u>							
		Yes	Ĺ	]11-1	N	lo	l L	_j2S	KIP	το q.	.G				
E.	How m	any uno	ter eigl	nteens	do yo	ou hav	e resi	ding i	n you	r hom	ie? (	(CHE	ск о	NE).	
		One		12-1				Five		5					
		Two Three Four	L L	2ز 3 4 ر			5	Six Seven Eight o more	r	6 7 8					
F.	And wh UNDEF	nere do R 18 AN	each o ID WO	f your RK TH	child ROU	ren un GH TC	der I D YO	8 go t UNGE	o s <b>e</b> t ST, C	ool? DNE A	(STA TA	ART W TIME	/ITH( )	OLDES	T.
	#1	•	#2	<u>(†</u>	3	#	4	#	5	<u>#</u>	<u>6</u>	<u>#</u>	7	<u>#</u>	8
French elemen school	13	-1 [	14-1	<u> </u>	5-1		6-1		7-1	<u> </u>	8-1		9-1	2	0-1
English elemen school Junior high sch Senior high sch		2 3 4			2 3 4		2 3 4		2 3 4	TTD	2 3 4		2 3 4	: [[]]	2 3 4
College/univer Too young to g		5 [	5	نيا جم	5	نے	5		5	د بنا د به	5		5	•	5
school Finished school		6 [	6	ز_ا د م	6		6		6		6	د_ حم	6	• •	6
working	لية مراجع مراجع	7	7	نا د	7	() منابع	7	i	7	[]	7	[]	7	· •	7
G.	What is	the oc	eupario	n or ye	our n	ousend	ja s i	пате п	ead:		•				
		 No. mo	le hous	ahold I	hood	·	 C	 -]		<sup>2</sup>	1-				
н.	What is					ousehr			hee	49					÷.
			- apa er	02 30					nea		2-				
		-						]		^	-				
		No fer	nale bo	usehol	d hea	a									
I.	IF PER	SONAL		RKING	G, AS				u wo	rk, the	at is,	in wh	at pla	ace,	
. <b>I.</b>	IF PER: nearest	SONAL	LY WC	RKING	G, AS				a wo	rk, the	at is,	in wh	at pl	ace,	

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w	adults	(18	or	over	),

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

- 21 -

One	24-1	Five	<u> </u>
Two	2	Six	. 6
Three	3	Seven	7
Four	<b>5</b> 4	Eight or	
		more	8

к.

J.

3

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

French	25-1
English	2
Other	3
(specify)	_

L.

What language is used most often in your home?

French English Other (specify)	
(Specily)	

м.

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

French	27-1
English Other	
(specify)	

N.

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

Some/completed public school Some high school Completed high school Some university/college Completed university/college Some/completed technical school Some/completed graduate school

о.

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

Detached house/single family house Semi-detached house/duplex Apartment Townhouse/row house On a farm Other	$   \begin{bmatrix}     29-1 \\     2 \\     3 \\     5 \\     6   \end{bmatrix}   $
Other	6
*(specify)	

P. Do you...

Rent/lease Own

e 30-1 2

Q.

Yes	31-1	No	2

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

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

More than 10 years 32-1 5 - 10 years 🗍 2 Less than 5 years

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

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

Much larger 🛄 33-1	About the same size	-	<u>;</u> 2
	the set the set side	•	

Much smaller 3

3

28-1

12

4 5 6

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

- 22 -

Less than \$10,000	
\$10,000 - \$14,999	
\$15,000 - \$19,999	
\$20,000 - \$24,999	
\$25,000 - \$29,999	
\$30,000 - \$39,999	
\$40,000 or over	

## IF RESPONDENT IS A FARMER, ASK ...

What is the appropriate total value of the agriculture products you sold in 1980? (CHECK  $\underline{ONE}$  ONLY)

Under \$15,000	35-Y	\$50,000 - \$74,999	4
\$15,000 - \$19,999	Πx	\$75,000 - \$99,999	
\$20,000 - \$24,999	0	\$100,000 - \$149,999	<u> </u>
\$25,000 - \$34,999		\$150,000 - \$199,999	7
\$35,000 - \$39,999	i 12	\$200,000 - \$300,000	· 🗌 8
\$40,000 - \$49,999		Over \$300,000	<u> </u>

υ.

# 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			

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т.

#### PR 0430T #819109 - C

# GOLDFARB CONSULTANTS

5-1 6-3

Good morning/nfternoon/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		

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TELEPHONE NUMBER

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

1.

2.

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.

- 2

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)

8-1 23

More				
Less				
About	the	same	amount	

INTERVIEWS).

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

#### (TIME SPENT IN LAST WEEK)

	Hours	Minutes	
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	:	<u></u>	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
Tistening to provid /top-s of home			E
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		ياند بندور و و و و و و و و و و و	73-76
Watching/attending local sporting events			77-80
Attending club meetings (ie. 4-H, Lions,	· .		+ <b>•</b> ••
etc.)	:	· · · · · · · · · · · · · · · · · · ·	*8-11
Playing games at home (ie. cards, board			
games, video games, etc.)	: :		12-15
Playing games away from home (ie. bing	<b>,</b>		
cards, electronic games, etc.)			16-19
Going out for entertainment (ie. to			
dinner, dancing, to a movie,			
theatre, etc.)			20-23
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	(TIME SPENT IN LAST WEEK)		
	Hours	Minutes	
Entertaining company/friends in your			
own home	.:	······	24-27
Visiting friends/someone in their home	:		28-31
Other activity (write in below)			
		, 	
	:		
· · · · · · · · · · · · · · · · · · ·			
	:		

- 3 -

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).

	Regularly (every day or nearly <u>every day)</u>	Occasionally (a couple of times a week)	Seldom/
Watch the 6:00 o'clock/early evening evening news on T.V.	32-1	2	<u> </u>
Watch the late evening news on T.V.	33-1	2	<u> </u>
Listen to the news on radio	34-1	2	<u> </u>
Read a weekly news magazine	35-1	2	3
Read a book or books	36-1	2	. 🛄 3
Go to the library	37-1	2	3
Listen to recorded music, records, tapes in your home	38-1	2	_] 3
Follow stock market listings, quotations	39-1	2	3
Follow weather reports	<b>40-1</b>	2	ຼີ 3
Follow grain, agricultural commodity mar trading activity	kets 📑 41-1	2	<u> </u>
Seek out sports scores, sports news	42-1	<u> </u>	<u> </u>
Read farming papers/magazines/journals	43-1	[] 2	3
Read a newspaper	44-1	2	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).

		Increasing	Decreasing	the same
i) ii) iii) iv)	Weekend/daytime Weekend/evening Weekdays/daytime Weekdays/evening	45-1 46-1 47-1 48-1		

49-50-

57-58-

3

.4

4b)

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

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	51-Y	Drama	5
Sports	🗌 X	Comedies	6
Documentaries	O	Crime detection	7
Westerns	<u> </u>	Talk shows	8
Movies	2	<ul> <li>Quiz shows/game shows</li> </ul>	.9
Specials	3 نے	Soap operas	52-Y
Educational	4 نے	Other	X ل
		(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.)

		Increasing	Decreasing	Remaining about the same
i) ii) iii) iv)	Weekend/daytime Weekend/evening Weekdays/daytime Weekdays/evening	53-1 54-1 55-1 56-1		3 3 3 3 3 3

5b)-

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

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 MEN-TIONED).

At work

(specify)

Other

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59-Y X	Talk shows Educational	
<u> </u>	Music	5
	Other	6
1 ايس		
2 ز	(specify)	
	59-Y X 0 1 2	X Educational 0 Music

Where do you listen to the radio most often? ]60**-1** 

2

5d)

At home

in a car

6a)

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

	Yes	<u>[</u> 61-1	No	2 ]
IF 'YES',	ASK What	ones?		
				62-
<u></u>				

- 5 -

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 Somewhat thorough Casual	63-1 2 3		
Non-reader		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)

> 64-1 2 3

Increasing			1
Decreasing	1	·	
Remaining about the	same		

~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	<b>_</b> 0	Comies	
Local news	$\Box$ 1	Classified ads	66-1
News summaries	$\square^2$	Editorials	
News/content index	[]3	Letters to editor	
Sports section	4	TV supplement	[]]1
Business/financial		Farming news/section	_ 2
news	5	Other	3
Entertainment section	<u>6</u>	(specify)	

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 Alberta Report Alberta Weekly Atlantic Insight Better Homes & Gardens Business Week Canadian Business Canadian Geographic Canadian Home Decor Canadian Home Decor Canadian Home Decor Canadian Secretary Cattlernan Chatelaine (English) Chatelaine (English) Chatelaine (English) Chatelaine (French) Consumerateur Consumers' Report Co-op Consumer Cosmopolitan Country Guide Decormag Enroute Epicure Equipment Dealer's publications Evasion Executive Family Circle Farm Light & Power Financial Post Magazine Flare	34567896X01234567       896X0         111111111111111       111111111111111111111111111111111111	Fortune Good Farming Good Housekeeping Gournet Harrowsmith Homemaker's Kanata Ladies Home Journal L'Auberge Le Lundi Legion Les Affaires Maclean's Madame Au Foyer Mademoiselle McCalls Ms. National Geographic New Yorker Newsweek Omni People Perspective Photo Canada Photography Today Playgirl/Playboy Psychology Today Quebec Science Quest	X 0 1 2 3 4 5 6 7 8 9	Racquets Canada Reader's Digest (English) Redbook Report on Farming Saturday Night Scientific American Selection Ski Canada Skyword Sports Club Time Today Magazine True Confessions T.V. Guide Us Union Farmer Viva Vogue Western Living Westworld Winnipeg Magazine Woman's Day Other magazines (write in)	8 9 7 2 Y 0 1 2 3 4 5 6 7 8 9 7 X 0 1 2 3 4 5 6 7 8 9 7 X 0 1 2 3 4 5 6 7 8 9 7 X 0 1 2 3 4 5 6 7 8 9 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 1 2 3 4 5 7 X 0 7 X 0 1 2 3 4 5 7 X 0 7 X 0 1 2 3 4 5 6 7 X 0 7 X 0 1 2 3 4 5 5 7 X 0 7 X X 0 7 X 0 X 1 X 1 X 1 X 1 X 1 X 1 X 1 X 1 X 1
--	--	---	-----------------------	---	--

8.

7.

About how many books have you read in the past <u>three</u> months? (CHECK ONE ONLY)

One	74-Y	Four	<u> </u>	Seven	4	Ten or
Two	Пx	Five	2	Eight	5	more 7
Three	0ن_	Six	3	Nine	6	None 8

9.

About how many times have you been to a library in the past <u>three</u> months? (CHECK ONE)

Once	75-¥	Five times	2	Nine times	<u> </u>
Twice	ШХ	Six times	3	Ten times	7
Three times	0	Seven times	4	More than ten	times 28
Four times	<u>_</u> 1	Eight times	5 ل_	None	9 ن

- 6 -

#### SECTION TWO

1.

Next, we are interested in where you go or what sources you rely on <u>most</u> and <u>second most</u> 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)

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

- 7

#### Sources Of Information Relied on

#### Local church/ club/ Local Farmcomm- er's/ store Winniunity Farmbulletin Not ing Friends/ boards interpeg агеа news- news- neighested newsor Maga Radio <u>T.V.</u> paper paper bours notices paper zines Other in Weather information 🗍 76-Y 🗍 X 0 []] 3 []4 5 []7 Rely on most 2 []6 🗌 77-У 🗍 Х 0 [] []] 4 ្ញ៊ 5 Rely on second most []]1 2 2 3 Major news stories of the day: 🗍 78-Y 🛄 X 5 Rely on most 2 3 \_\_\_\_6 7 ز\_\_ 4 🗋 79-Y 🛅 X $\Box 1$ 2 ្ម 5 .\_\_\_\_\_6 Rely on second most Sports scores/ sports news: 80-Y X . 7 34 5 5 1 2 3 Rely on most .\_\_\_\_ 6 🗍 \*8-Y 🗍 X 2 3 Rely on second most Local news stories: □ 9-Y □ X 1 []] 4 7 $\square$ 2 3 . 6 Rely on most 10-Y X 0 [] 5 $\Box$ 3 Rely on second most $\Box$ 1 2 What's on television: 🗌 11-Y 🗍 X 4 . \_ 7 Rely on most 0 $\Box 1$ 2 3 5 🗍 12-Y 🗔 X \_\_\_i 0 4 ر.. \_\_\_5 Rely on second most $\Box$ 1 . 6 News about local entertainment, social activities, events, club meetings, functions, etc: 🗌 13-Y 🗍 X 0 [] 34 []5 []6 []7 Rely on most []]1 <u>[]</u>2 <u>[</u>]3 🗍 14-Y 🗍 X 2 []] 3 0 [] <u>[</u>]4 \_\_\_\_\_6 Rely on second most []]1 News of local stores' sales: Rely on most 🗋 15-Y 🛄 X []] []]2 [] 3 \_\_\_\_4 []5 6 ्रे 7 Ţjι 2 ز\_\_ <u></u>4 🗒 16-Y 🛄 X <u>َن</u> 0 ໍ່ 3 5 Rely on second most <u></u>6 News of local sports events: 🛄 17-Y 🗍 X 🗌 0 $\boxed{1} \ \boxed{2} \ \boxed{3} \ (14) \ \boxed{5}$ Rely on most 6 \_\_\_\_\_7 🗋 18-Y 门 X 5 . . 6 Rely on second most

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Relied on Local church/ Local Farmclub/ comm- er's/ store Winniunity Farmbulletin Not ing Friends/ boards interarea peg 10 ested newsnews- news- neigh-Maga Radio paper paper bours notices zines Other **T.V.** paper in Stock market news, information 🗋 19-Y 🗍 X 3 []7 0 [] 5 Rely on most 2 **6** 🗍 20-Y 🗍 X 3 34 []6  $\Box$ 1 2 5 Rely on second most Agricultural commodity markets trading activity: Rely on most 🗋 21-Y 🗔 X 0 2 **3** []4 5 . 7 2 4 6 🗍 22-Y 🗍 X 3 5 Rely on second most Economic trendsinflation, value of the dollar, gold prices, interest rates, etc: 🗌 23-Y 🗍 X 0 [] []] 2 3 5 6 []7 Rely on most 🖸 24-Y 🗍 X Rely on second most 0 🗋  $\Box 1$ 2 3 3 **4** ្ម 5 Travel news, information: Rely on most 🗋 25-Y 🛄 X 0 2 3 🗋 3 6 []7  $\Box$ 1 4 4 \_\_\_\_ 5 []6 3 Rely on second most 🗋 26-Y 🗍 X 2 Financial, tax information you need in your work/business: 7 Rely on most 🗌 27-Y 🗌 X **0**  $\square$ 2 3 4 5 5 [] 6 3 34 🗌 28-Y 🗍 X 0 [] 2 Rely on second most Information on various government services available to you: . ] 7 🗔 29-Y 🗔 X 0 🗌 2 3 34 <u>]</u>1 5 Rely on most []] 4 6 ز ر Rely on second most 🗍 30-Y 🗍 X 0 [] 🗍 I 2 3 3 Hobby/craft information: 📋 31-Y 🗋 X 0 3 [] 5 6 ب\_ ، Rely on most  $\Box$ 2 . 4 [] 3 []4 Rely on second most 🗍 32-Y 🗍 X 0 [] 2 ເ\_\_ 5 ;]6 Consumer assistance, advice, information: 🗌 33-Y 🗍 X []4 []5 []7 Rely on most 0  $\begin{bmatrix} 1 \\ 1 \end{bmatrix}$ []3 [ ] 6 2 Rely on second most 🗍 34-Y 🗍 X 0 [] ]1 2 3 []4 ຼິີ 5 []6

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Sources Of Information

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Sources Of Information

- 9 -

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Relied on

	Radio	<u>T.V.</u>	Winni- peg news- paper	community area news-	ing 1 news-	Friends neigh-	Local church/ club/ store bulletin / boards or notices	Maga zines	Other	Not inter- ested <u>in</u>
Acquiring information to increase your know- ledge of specific subject matter of									•	
Rely on most	<u> </u>	r 🖂 x	<u> </u>	[]]1	<u> </u>	] 3	. []4	5	6 نے	7
Rely on second most	<u> </u>	x ⊡ x	0		2		4	<u> </u>	<u> </u>	
Information used for <u>fun, entertainment</u> value	2:			÷						
Rely on most			0	[] I	<b>2</b>	3	<u> </u>	<u> </u>	<u> </u>	7
Rely on second most	🗌 38-Y	r 🗔 x	0 []	<u> </u>	2	<u> </u>	<b>[</b> ] 4	5	[ <u>]</u> 6	
Information on used <u>machinery for sale:</u> Rely on most	<u> </u>	. Tix		<u> </u>	_] 2		<b>—</b> 4	<u> </u>	- 6	7
Rely on second most							4			•
Information on feed/ hay for sale: Rely on most	<u> </u>				2			. `		
Rely on second most	42-Y			+ ب 1			-		6 <u>:</u> ] م	7 ير ،
Information on live-	42-1	ہ نے	; U	ا ب_	لا ز_	<b>نے ک</b>	<b>4</b>	5	ەن	
stock, cattle for sale: Rely on most	🗌 43-Y	<u> </u>	0 []	<u> </u>	2	3	<b>]</b> 4	5	<u> </u>	7.
Rely on second most	🗌 44-Y	□x	<u> </u>	<u> </u>	<u> </u>	3	] 4	_] 5	<u> </u>	
Information on live- stock market selling							ŝ			
nices Rely on most	🗌 45-Y	□ x	0	] I	2 []	<u> </u>	<u> </u>	5	6	.]7
Rely on second most	🗌 46-Y	<u> </u>	0 []	<u> </u>	_ 2	i _] 3	. 4	[]5	[]6	
Information on auto- <u>mobiles for sale:</u> Rely on most	[]47-Y	∏ x	. ] 0	<b>7</b> 31	2	3	[] 4	: 75	6	- 7
Rely on second most	48-Y									• • •
Information on machinery parts for sale:	7									
Rely on most									6	. ] 7
Rely on second most	_] 50-Y	∐ x	0 []	[]]]	[] 2	(    ]. 3	4	5	6	
Information on fertilizer prices, supplies available: Rely on most	51-Y	[]x	<u> </u>		[ ] 2	៍ នៃ	(· <b>]</b> 4	5	, ]6	7
Rely on second most	52-Y		 0		[] <sup>2</sup>			 5		•••
-								· 」 ~	• J •	

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Sources Of Information Relied on Local church/ Local Farmclub/ comm- er's/ store Not Winniunity Farmbulletin ing Friends/ boards interpeg area ested news- news- neigh-Maga newsor Radio т.v. paper paper paper bours notices zines Other <u>in</u> Information on insecticide, spray prices, supplies available: 🗍 53-Y 🗍 X 7 3 Rely on most 0 1 2 4 5 []6 2 🗋 🗍 3 34 🚺 5 **[**] 6 🗌 54-Y 门 X 0 🗋 Rely on second most Information on labour for hire: Rely on most 🗍 55-Y 🗍 X 0 🗋 []2 **3** 6 7 [\_\_\_ 5 0 6 🗔 56-Y 🛄 X 2 3 П 4 5 Rely on second most  $\Box 1$ Information on grain contracts, quotas: Rely on most 🗍 57-Y 🛄 X 1 2 ī 3 4 5 6 Rely on second most 🗔 58-Y 🗍 X 0 🗌 2 3 34 5 Information, news on disease outbreaks in your area: 🗍 59-Y 🦳 X Rely on most 2 3 : 5 4 Rely on second most 🗋 60-Ү 🗔 Х 2 3 \_\_\_\_\_4 5 \_ 6 Information, news on major grain sales, transactions: 0 🗍 61-Y 🦳 X \_ 4 6 7 Rely on most 3 5 🗋 62-Y 🧻 X 0 🗋 2 Rely on second most 3 **4** 5 Information, news on world trends in agriculture production: 4 0 Rely on most 🗋 63-Y 🗍 X 2 3 5 ] 6 ] 7 0 [] 5 ز\_ Rely on second most 🚺 64-Y 🗍 X 2 3 34 **[**]6 Information on new crops: Rely on most 🗒 65-Y 🛄 X 0 []]3 4 ز ] : ] 7 2 5 6 آ\_\_\_\_ Rely on second most 🗍 66-Y 🗍 X 2 [] <u>]</u> 3 L]4 5 ن\_ []1 Information on new agricultural techniques: []4 🗋 67-Y 🗋 X 5 <u>;</u>]7 Rely on most 0 🗋 []] 2 3 🗍 [...] 6 [] 3 🗌 68-Y 门 X 0 🗋 2 []] 4 6 ز\_\_\_\_ Rely on second most  $\Box$ 🔁 5 Information on disease control: [] 69-Y [] X []4 []6 []7 Rely on most []] []2 []3 [] 5 🗍 70-Y 门 X []2 []3 []4 Rely on second most 0 [] []1 [] 5 

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#### SECTION THREE

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*DUP 1-4,5-4	
DOI 1 10 1	
DUD C 7	- 1
DUP 6,7	- 1
	-

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.)

		portant all								ery ortant	
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	จี	6	7	8	9	10	(73)
American weather information	1	2	3	4	5	6	7	8	9	10	(74)
International weather information	on l	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	<b>7</b> ·	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.	40	(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)

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		nportan <u>Fall</u>	t							ery rtant	
News and analysis of economic trends	1	2	3	4	5	6	7	8	9	10	(20)
Local council meetings news	I,	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	ł	2	3	4	5	6	7	8	9	10	(25)
Statistics Canada information/											
deta	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	<b>g</b> .	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		4	0	ч ,		U	•		2	10	(00)
sale at Eatons, The Bay,											
•	,	n	•		-	c	7	0	0	10	(36)
Simpsons, etc.	1	2	3	4	5	6	7	8	9 9	10	
Grocery specials information	1	2	3	4	5	6	7	8	a	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	<b>4</b>	5	6	7	8	9.	10	(40)

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. 1		iportan all	t							ery ortant	
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					·		2				
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											
not 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)
,											

		iportani all	L						Vei impor			
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,		-	-		-	-	-		•	10	(	
information	1	2	3	· 4	5	6	7	8	9	10	(56)	
Reference material, instruction		•	•	4	5	6	7	8	9	10	(57)	
for learning new languages	1	2	3	4	Э	6	4	8	9	10	(31)	
Reference material, instruction	~				•							
for learning mathematics	, 1	2	3	4	5	6	7	8	9	10	(58)	
Reference material, instruction	-	6	v	•	Ū	Ŭ	•	Ŷ	•		(00)	
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)	
											<i>.</i>	
Information, instruction on												
farm management	1	2	3	4	จี	6	7	8	9	10	(62)	
Daily agricultural news												
<u>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	1	2	3	4	5	6	7	8	9	10	(64)	
certain problems News or alerts of disease	1	2	3	4	J	U	•	<b>,</b>	5	10	(04)	
outbreaks in your area	1	2	3	4	5	6	7	8	. 9	10	(65)	
outoreaks in your area	•	4	0	-	J	v	•	Ū	v		(00)	
Prices, listings of farm												
equipment for sale in your area	1 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)	

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		portant <u>all</u>		•	•	· ·. ·			Ve impor		· ·
Data on major, current world											
market trends in agricul-									· . ' '		
tural 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	<b>6</b> ·	7	8	9	10	(69)
Contracts and quota infor-			•				· .				•
mation	1	2	3	4	5	6	7	. 8.	9	10	(70)
Information on new government				•							
agricultural programs,								•			
policies, assistance	1	<sup>:</sup> 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> development	s				•						
in agriculture (eg.						,			200		
different crops, agricultural								• •			
techniques)	l	2	3	4	5	6	7	. 8	9	10	(73)
Street price listings in your									*		
local area for											
various commodities	1	2	3	4	<b>`5</b> '	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)

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											е.,
	Not	important <u>at all</u>		•					Ver impor	•	
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	I	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 Information on heat degree days year-to-date, and compared to previous years across Canadian and	1	2	3	4	5	6	7	8	9	10	(13)
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.	(13)

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

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N	Not important at all							Very important					
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	. 1	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)		

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## 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)

- 18 -

	Drive to/in <u>Winnipeg</u> S	Drive to/in te. Anne	Drive to/ in St. Niverville	Drive to/ in Steinbach	Drive to/ in another <u>centre</u>	Order by mail	Order by telephone	Don't <u>Do</u>
Do you banking Buy work clothes Buy dress clothes	27-1 28-1 29-1				5 5 5	6 6 6	~_7 7	- 8 - 8 - 8
Shop for your family's groceries	<u>30-1</u>	<u>_</u> 2	_ <u>]</u> 3		<u> </u>	<u> </u>	7	_8
Buy dress shoes Buy work shoes/boots	31-1 32-1			4	5 5	] 6	777	8 8
Go to when you go ou to dinner	33-1	2	3	<u>_</u> i4	5	6	7	8
Go to when you go out to a bar/lounge	34-1	2	3	<u> </u> 4	5	6	7	8
Go to a library Buy household items like towels, linens,	35-1	2	3	4	5	<u>[]</u> 6	7	8
carpet, curtains, etc. Pay bills Buy tickets for air	36-1 37-1	$\boxed{2}{2}$	$\begin{bmatrix} 3\\ 3 \end{bmatrix}$	<b>4</b> 4	55	6 6	7	8 8
travel	38-1	_2	3	4	5	6	[]7	8
Buy tickets for a sporting event Buy tickets for the	39-1	2	<u>_</u> 3	4	5	<u> </u>	(_ <b>]7</b>	<u></u> 8
theatre/a play/a live show	40-1	2	_3	4	_5	6	7	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)

Cake decorating1Macrame/handicraftsAntique collecting2Knitting/croquettingGardening/raising plants3Dog breeding/trainingHome decorating4Tinkering with cars/motorsVolunteer work5Other (record below)Carde/games6	$ \begin{array}{c} 42-Y \\ X \\ 0 \\ 1 \\ 2 \\ 3 \\ 4 \\ 5 \\ 5 \end{array} $
Cards/games 6 Reading 7	
Model building	

3.

4

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

UD NOT READ NONE OF THESE 9		Golf Curling Tennis Water skiing Downhill skiing Cross country skiing Ice skating Roller skating Bowling Baseball/softball Basketball Field hockey	43-Y 43-Y 0 1 2 3 4 5 6 7 8 9	Racquetball/handball/paddle ball Horseback riding Bicycling Sailing/boating Hunting Swimming/water sports Jogging/distance running Badminton Air ballooning/flying Fishing Hiking/backpacking/canoeing/ camping (DO NOT READ) None of these	44- X 0 1 2 3 4 5 6 7 8 9
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How many times in the past month have you visited relatives or friends in their homes? (OBTAIN BEST GUESS IF NECESSARY) 4a) 45-46 (WRITE IN NUMBER) 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) 4b) 47-48 (WRITE IN NUMBER) 5a) Do you have ... (CHECK ONE) Cable television 49-1 Roof/outdoors antenna Rabbit ears/indoors antenna (DO NOT READ) No television IF RESPONDENT DOES NOT HAVE CABLE TV. ASK ... Are you planning to hook 5b) up to or have cable television installed into your home in the near future? Planning to-get cable TV 150-1 Not planning to get cable TV 2 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) 5c) 51-·52-How many personal letters would you write in a typical month? (OBTAIN BEST GUESS IF NECESSARY) 6. 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 = Ø

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<u>SECTIO</u>	<u>n five</u>							Ē	*DUP DUP 6		5-6,			]		
Lastly, v opinions										purp	oses o	niy s	o that	your		
Α.	In whi	ich of	the fo	ollow	ing ag	e ca	tegori	ies d	io you b	elon	g? (Cl	HECI	k one	:)		
		25 30	der 25 - 29 - 34 - 39		*8-1 2 3 4	4	10 - 44 15 - 49 50 - 54 55 or c	1	5678							
ġ.	Are y	ou	(REAI	) LIS	т. сн	EC	k oni	E)								
		Ma	gle, ne rried paratec								9-1 2 3					
с.	Sex:	(вү с	OBSER	VAT	ION)											
	1	ма	le		10-1	F	emale	ł	2							
D.	Do yo	u hav	еапу	child	ren (u	nder	· 18) r	esid	ing at h	ome'	?					
		Yes	5		11-1	N	Io		<u>2</u> S	KIP	<u>то q.</u>	G				
Е.	How m	nany	under (	eight	eens d	o ya	ou hav	e re	siding ir	ı you	ır hom	e? (	CHEC	ско	NE).	
		One Two Thr Fou	o ee		12 <b>-1</b> 2 3 4				Five Six Seven Eight o more		5 6 7					
F.	And w UNDE	here R 18	do eac AND V	h of VORI	your e K THR	hild OU	ren un GH T(	der ) Y(	18 go to DUNGES	sch ST, C	ool? DNE A	(STA TA	RT W TIME)	ITH (	OLDES	T.
	<u>#1</u>	1	<u>#2</u>	2	<u>#3</u>		<u>#</u>	4	<u>#</u>	5	<u>#</u>	<u>6</u>	#	7	#	<u>8</u>
French elemente school English elemente	13	3-1	<u></u> 14		<u>1</u> 15			5-1	1	7-1		8-1		9-1	2	0-1
school Junior high scho Senior high scho College/universi Too young to go	ol ty	2 3 4 5		2 3 4 5		2 3 4 5		2 3 4 5		2 3 4 5	LLL L	2 3 4 5	TTT	2 3 4 5		2 3 4 5
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J.

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

One	24-1	Five	<b>5</b>
Two	2	Six	<u> </u>
Three	] 3	Seven	7
Four	. 🗍 4	Eight or	
		more	8

к.

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

French		25-1
English		2
Other		3
	(specify)	

L.

What language is used most often in your home?

French English		26-1
Other		3
	(specify)	

м.

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

French					
English	*				
Other					
(specify)					

N.

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

28-1

\_j2

34

6

Some/completed public school Some high school Completed high school Some university/college Completed university/college Some/completed technical school Some/completed graduate school

0.

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

Detached house/single family house
Semi-detached house/duplex
Apartment
Townhouse/row house
On a farm
Other
(specify)

Do you...

Renț/lease	
Dwn	

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

31-1

R.

s.

Ρ.

Q.

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

2

More than 10 years 32-1 5 - 10 years 32 Less than 5 years

No

] 30-1 |2

IF LESS THAN FIVE YEARS, ASK...

Yes

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

Much larger 33-1 About the same size

Much smaller 📋 3

3

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

 $\begin{bmatrix} 34-1\\ 2\\ 3\\ 4 \end{bmatrix}$ 

]5 |\_6 |\_7

:

Less than \$10,000
\$10,000 - \$14,999
\$15,000 - \$19,999
\$20,000 - \$24,999
\$25,000 - \$29,999
\$30,000 - \$39,999
\$40.000 or over

#### IF RESPONDENT IS A FARMER, ASK ...

What is the appropriate total value of the agriculture products you sold in 1980? (CHECK  $\underline{ONE}$  ONLY)

Under \$15,000	35-Y	\$50,000 - \$74,999
\$15,000 - \$19,999	Ξx	\$75,000 - \$99,999
\$20,000 - \$24,999	<u> </u>	\$100,000 - \$149,999
\$25,000 - \$34,999	<u>]</u> 1	\$150,000 - \$199,999
\$35,000 - \$39,999	2	\$200,000 - \$300,000
\$40,000 - \$49,999	$ \begin{array}{c} 0\\ 1\\ 2\\ 3\\ \end{array} $	Over \$300,000

v.

ių.

. 1

\$

т.

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

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