14-380

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(1)

THE PUBLIC LOOKS AT COMPUTER SERVICES

REPORT FOR:

DEPARTMENT OF COMMUNICATIONS

GOVERNMENT OF CANADA

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CHAPTER A COMPUTER AWARENESS AND CONTACT

The age of the computer has arrived. Apparently, the computer has become or is fast becoming an integral part of Canadian life. Evidence from this study indicates that a cross-section of the Canadian public -- cutting across normal demographic boundaries -- is aware of the computer, has either direct or indirect contact with computers or print-outs, and have had their homes "invaded" by computer technology.

TABLE A-1 (following) should be viewed with a degree of caution. Respondents were not given a definition of "direct contact" or "indirect contact" with computers, and as a result subjective interpretation is incorporated within the range of response. In other words, TABLE A-1 may reflect subjective attitudes rather than objective reality. It does not seem "logical", for example, that 12% of the rural population or 13% of blue collar workers have "direct contact" (by strict definition) with computers. However, such percentages may well reflect some form of contact with computer print-outs in their jobs (as well as to home) but, which have been interpreted as direct computer contact.

Nevertheless, TABLE A-1 captures some meaningful trends -- trends which are substantiated throughout the report -- and they deserve mention at this juncture. More men, for instance,

having contact than women; and more women under 50 report having contact than those over 50; more upper income, professional white collar people report having contact than do lower income, blue collar people; reported computer contact directly correlates with acceptance of the computer and inversely correlates with fear of the computer.

Finally, when the question is clarified for respondents (A 1-b, c) by making it specific to print-out material received in the home, percentages give perhaps a more accurate representation of contact (and indirectly awareness and familiarity). Everyone's awareness of some form of contact increases dramatically. Most Canadians identify bills as the most familiar form of computer print-out. See TABLE A-1.

Another indicator of awareness is that about half of all Canadians can correctly name a computer manufacturer. More urban dwellers than rural dwellers; more higher income than lower income; more men than women; more people under 50 than over 50; more professional, white collar than blue collar, etc. can correctly name a computer manufacturer.

Identification of a computer manufacturer directly correlates with acceptance of the computer and indirectly correlates with fear. This indicates that, at least in part, fear or concern

TABLE A-1

CONTACT WITH COMPUTER

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
DIRECT CONTACT a/	46	48	41	49	47	55	43	43	38	46	40
With Computer	13	13	12	18	19	21	14	8	11	10	2
With Print-Out	33	35	29	31	28	34	29	35	27	36	38
INDIRECT CONTACT b/ (In Home)	72	73	68	75	83	77	70	69	64	73	68
Type of Contact: c/											
. Utility Bills	69	71	62	69	75	67	68	69	63	69	73
. Other Bills	52	52	51	51	51	51	50	53	44	47	64

a/ Based on Question 1 a. Do you have any contact directly with the computer, or with anything a computer prints out?

b/ Based on Question 1 b. Do any of these things that a computer prints out ever come into your home?

c/ Based on Question 1 c. Can you name some of these please.

TABLE A-1 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
DIRECT CONTACT a/	29	41	48	69	59	59	47	45	36
With Computer	3	7	15	26	20	22	16	13	3
With Print-Out	26	34	33	43	39	37	31	32	33
INDIRECT CONTACT b/ (In Home)	59	75	73	80	78	74	74	73	68
Type of Contact: c/									
. Utility Bills	66	66	77	65	79	67	65	70	71
. Other Bills	41	51	57	60	61	57	55	46	55

TABLE A-1 (Continued)

	ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%
DIRECT CONTACT a/	41	43	54	50	45	43	48
With Computer	4	13	21	24	12	7	11
With Print-Out	37	30	33	26	33	36	37
INDIRECT CONTACT b/ (In Home)	71	70	77	67	73	75	72
Type of Contact: c/							
. Utility Bills	70	70	67	67	71	66	69
. Other Bills	48	54	53	57	56	49	41

regarding computers is related to awareness, information, familiarity--education in the broadest sense of the word. See TABLE A-2.

Regarding reported contact with computers among respondents' children, the trend patterns previously noted remains in effect.
See TABLE A-3.

Approximately 3 out of 10 Canadians report having had some trouble or difficulty as a result of computer errors in bills, subscriptions, credit, etc. Another 7% are not sure, but whether they are not sure errors have been made, or whether they are not sure the onus rests with computers is open to question. Most of the trend patterns contained in TABLE A-4 are readily interpreted either rationally (more professional/managerial than blue collar workers, report errors due to greater contact) or psychologically (fewer errors reported as fear ratio eases). However, it is more difficult to determine the cause of the discrepancy between responses among French Canadians and the rest of Canada. Most probably it is related to the less "sophisticated" and therefore less threatening view of the computer taken by the French. This is explored in greater detail in the following chapter. Or, the discrepancy could be the result of "cultural" differences essentially between French and English Canadians--generally, a more "laissez-faire"

TABLE A-2

AWARENESS OF COMPUTER MANUFACTURER

				MALE				FEMALE			
	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
NAME ONE OR MORE COMPUTER MANUFACTURER	52	57	40	59	78	62	47	47	53	54	34
IBM	48 a/	52	36	55	74	58	44	42	49	50	29
Other	23	27	11	28	38	28	23	19	21	21	15
NONE	48	43	60	41	22	38	53	53	47	46	66

Based on Question 3. How many companies that manufacturer computers can you name?

a/ May add to more than total due to multiple responses.

TABLE A- 2 (Continued)

AWARENESS OF COMPUTER MANUFACTURER

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000- $7,499 (258)	$7,500- $9,999 (229)	$10,000- $11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
NAME ONE OR MORE COMPUTER MANUFACTURER	31	42	65	62	74	67	63	53	35
IBM	27	38	60	57	71	64	58	48	31
OTHER	11	17	19	35	47	34	34	20	14
NONE	69	58	35	38	26	33	37	47	65

TABLE A-2 (Continued)

AWARENESS OF COMPUTER MANUFACTURER

	ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%
NAME ONE OR MORE COMPUTER MANUFACTURER	39	48	73	63	56	44	45
IBM	36 a/	43	68	60	50	41	41
OTHER	14	20	37	32	27	14	18
NONE	61	52	27	37	44	56	55

TABLE A-3

CHILDREN'S CONTACT WITH COMPUTER

	TOTAL RESPONDENTS WITH CHILDREN (689)	TOTAL URBAN (516)	TOTAL RURAL (172)	OCCUPATION: PROFESSIONAL /MANAGERIAL (156)	OTHER WHITE COLLAR (95)	BLUE COLLAR (321)	OTHER (117)
	%	%	%	%	%	%	%
HAVE CONTACT	30	32	24	32	34	29	28
DO NOT HAVE CONTACT	70	68	76	68	67	71	72

TABLE A-3 (Continued)

	ACCEPTANCE OF COMPUTER: LOW (197)	MEDIUM (269)	HIGH (222)	FEAR OF COMPUTER: LOW (111)	MEDIUM LOW (309)	MEDIUM HIGH (159)	HIGH (110)
	%	%	%	%	%	%	%
HAVE CONTACT	28	28	34	24	32	30	30
DO NOT HAVE CONTACT	72	72	66	76	68	70	70

Based on Question 2: Do your children ever have any contact with the computer, or with anything a computer prints out?

attitude toward life among French Canadians or more profound concerns (separatism, loss of cultural identity, unemployment) which render computer concerns relatively unimportant. See TABLE A-4.

In conclusion, it is quite apparent that as far as the overwhelming majority of Canadians are concerned the age of technology has descended upon us and that like the jet, the automobile, the telephone, television, rocketry, men on the moon, etc., the computer is part of the scene and definitely making its presence felt. Just how it is making itself felt and the responses it generates is the subject of the chapter following.

TABLE A-4

EXPERIENCE WITH COMPUTER ERRORS

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
HAVE EXPERIENCED COMPUTER ERRORS	29	31	20	30	22	35	27	28	25	31	26
HAVE NOT EXPERIENCED COMPUTER ERRORS	64	62	73	65	70	60	69	64	67	62	65
NOT SURE	7	7	7	5	8	5	4	8	8	7	9

Based on Question 6: Have you or anyone in your immediate family had trouble with errors in bills, subscriptions, credit, etc. due to computer errors?

TABLE A-4 (continued)

	FAMILY COMPOSITION		LANGUAGE		OCCUPATION			
	ADULTS ONLY (489)	FAMILIES WITH CHILDREN (541)	FRENCH QUEBEC (229)	REST OF CANADA (801)	PROFESSIONAL/ MANAGERIAL (213)	OTHER WHITE COLLAR (143)	BLUE COLLAR (404)	OTHER (270)
	%	%	%	%	%	%	%	%
HAVE EXPERIENCED COMPUTER ERRORS	25	32	18	32	43	34	26	18
HAVE NOT EXPERIENCED COMPUTER ERRORS	69	61	74	62	49	62	68	74
NOT SURE	6	7	8	6	8	4	6	8

TABLE A-4 (Continued)

	ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER				WHO SHOULD PROVIDE COMPUTER SERVICE		
	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH	GOVERNMENT	BUSINESS	NO OPINION
	(326)	(392)	(313)	(174)	(435)	(256)	(166)	(404)	(408)	(218)
	%	%	%	%	%	%	%	%	%	%
HAVE EXPERIENCED COMPUTER ERRORS	36	25	26	19	27	34	37	29	33	22
HAVE NOT EXPERIENCED COMPUTER ERRORS	54	69	71	72	68	64	49	66	62	65
NOT SURE	10	6	3	9	5	2	14	5	5	13

CHAPTER B THE COMPUTER, SOCIETY AND THE INDIVIDUAL: AN OBJECTIVE AND SUBJECTIVE OVERVIEW

Perhaps the final decades of this century can be likened to a crossroads: it is either the end of an era or the beginning of one. Each individual, depending on his psychological makeup, whether he is more "comfortable" looking backward for the answers or looking forward, will view it one way or the other. But it is unlikely that many escape the pressures, the anxieties or the vagaries of the crossroads. Similarly, it is unlikely that many escape the sense of challenge, excitement, hope for tomorrow.

A host of social scientists and thinkers have recently poured out books and articles on a variety of aspects of this phenomenon. Our respondents, answering a structured questionnaire had no opportunity to give full vent to their feelings and attitudes--given they are capable of doing so. Nevertheless, their response patterns make interesting tracks through the wilderness of their minds, and the researcher (and hopefully the reader) senses the significance of the hunt.

Diagnosing the totality of their response patterns one is immediately struck by the notion that the computer, somehow synergistic in scope, embodies all that is potentially good and

all that is potentially evil in these times. The computer, from a psychological viewpoint, represents all that is ambiguous and ambivalent in man himself.

In Chapter A and more significantly in this chapter, reference is made to those respondents who have a high or low degree of computer acceptance; and those respondents who have a high or low degree of fear regarding the computer. It is important to explain the way in which these catagories were created and to explain in terms of demographics who comprises these various groups of people.

Regarding degree of computer acceptance, respondents were grouped according to their ratings of the items in Question 4 (see Page 2 of the questionnaire appended). Their scores were obtained as follows:

Overall Reaction To Computer Score Based On Assigned Values Of:

	Favourable Statement	Unfavourable Statement
Strongly Disagree/Disagree	X0	X2
No Opinion	X1	X1
Agree/Strongly Agree	X2	X0

Highest Possible Score Equalling 38.

Break: Low = 0 to 16; Medium = 17 to 24; High = 25 to 38

Regarding degree of fear, respondents were grouped according to their scores on the following nine (9) items--selected because they are the most emotionally "loaded" in terms of personal threat:

- Computers threaten family life.
- Computers make you think individuals are just becoming numbers.
- Computers will cause unemployment.
- Computers threaten our personal privacy
- Computers can cause serious mistakes because they don't take human factors into account.
- Computers will take over our personal lives.
- Computers will make people think less.
- People are going too far in using computers.
- Computers will make life more complicated.

It was found that degree of acceptance of the computer shows a very high inverse correlation with degree of fear--as one might expect.

See TABLE B-1

A demographic profile of the people with the most fear and least acceptance of the computer follows: women more than men; older people more than young people; lower income more than higher income; blue collar workers more than other occupational groups; and finally, English Canadians more than French Canadians.

See TABLE B-2

TABLE B-1

CORRELATION BETWEEN FEAR OF COMPUTERS AND ACCEPTANCE OF COMPUTERS

	FEAR OF COMPUTERS			
	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(174)	(435)	(256)	(166)
	%	%	%	%
ACCEPTANCE OF COMPUTER:				
LOW	1	11	57	78
MEDIUM	23	50	40	21
HIGH	76	39	3	*

* Less than 0.5%

TABLE B-2

DEMOGRAPHIC PROFILES OF RESPONDENTS

BASED ON FEAR OF COMPUTER

Tables don't add up.

	DEGREE OF FEAR			
	LOW (174)	MEDIUM LOW (435)	MEDIUM HIGH (256)	HIGH (166)
	%	%	%	%
SEX				
Male	59	49	41	42
Female	41	52	59	58
AGE				
Under 20	1	1	1	1
20-29	12	20	14	16
30-39	31	25	21	15
40-49	22	21	25	23
50-59	15	17	17	18
60 & Over	20	17	22	27
	101			
FAMILY INCOME				
Under $5,000	16	21	24	27
$5,000-$7,499	21	24	27	30
$7,500-$9,999	23	24	21	19
$10,000-$11,999	13	12	13	13
$12,000 or more	20	13	10	7
	93%	94%	95	96
OCCUPATION				
Professional	20	8	7	9
Executive/Manager	11	12	9	9
Sales	6	6	3	7
Clerical/Other White Collar	8	7	10	10
Skilled Labour	29	27	25	26
Unskilled Labour	7	13	15	13
Farmer	6	10	14	6
Homemaker Only	4	1	3	7
Pensioner/retired	8	13	14	8
	99%			95
LANGUAGE				
French Quebec				
Rest of Canada				

Of all the items measured in Question 4, those which received the highest degrees of negative response--those which are the most anxiety-provoking or cause for greatest concern--can be roughly grouped together and labelled as "personal life-style". This does not mean to imply that all the "personal life-style" items are responded to negatively; in fact, as will be shown later some receive a high degree of positive response. But, by and large, the negative items are in the "personal life-style" category.

What do we mean by "personal life-style"? We mean simply those factors which influence day-to-day patterns of life (a combination of "habit" and the willful attempt to establish an individualized, personalized imprint within the sociological environment) and those factors which relate most directly to a sense of personal image or identity such as individuality, privacy, intellect, and sexuality (in the broadest sense of the term--role of husband/wife, father/mother, provider, etc.)

The patterns of response to these "personal life-style" items, while not identical, are so similar that discussion of them item by item does not seem warranted. Response patterns become obvious--as do definitions by demographics--through examination of the following tables.

See TABLES B-3 THROUGH B-10

TABLE B3

COMPUTERS WILL CAUSE UNEMPLOYMENT

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE: TOTAL MALE (489)	MALE: UNDER 30 (72)	MALE: 30-49 (232)	MALE: 50 OVER (185)	FEMALE: TOTAL FEMALE (541)	FEMALE: UNDER 30 (107)	FEMALE: 30-49 (237)	FEMALE: 50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	70	68	76	62	61	62	62	78	76	77	80
DISAGREE	24	27	16	32	29	34	31	17	23	19	13

TABLE B3 (Continued)

	FAMILY INCOME: UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	OCCUPATION: Professional/Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	73	74	72	65	57	60	68	74	74
DISAGREE	17	21	23	31	38	35	28	22	17

NOTE: On the tables where "AGREE" occurs, it consists of "Agree Strongly" and "Agree". Similarly, "DISAGREE" consists of "Disagree Strongly" and "Disagree". Also columns may not add to 100% due to "NO OPINION" answers.

TABLE B3 (Continued)

COMPUTERS WILL CAUSE UNEMPLOYMENT

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	70	70	66	71	69	73
DISAGREE	24	25	29	23	26	19

TABLE B3 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	74	66	73	68	94	76	38	18	68	92	96
DISAGREE	22	28	22	26	4	15	57	66	26	7	4

TABLE B4

COMPUTERS MAKE YOU THINK INDIVIDUALS ARE JUST BECOMING NUMBERS

				MALE				FEMALE			
	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	62	62	61	59	59	60	57	64	55	66	67
DISAGREE	29	30	27	33	40	34	28	26	34	26	21

TABLE B4 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	63	63	60	66	58	58	62	61	65
DISAGREE	21	27	31	31	39	35	35	29	22

TABLE B4 (Continued)

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	63	60	59	62	65	51
DISAGREE	27	32	33	28	29	29

TABLE (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	62	61	66	58	85	64	34	10	54	90	91
DISAGREE	27	32	24	34	9	22	60	71	34	7	7

TABLE B5

COMPUTERS WILL MAKE PEOPLE THINK LESS

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE: TOTAL MALE (489)	MALE: UNDER 30 (72)	MALE: 30-49 (232)	MALE: 50 OVER (185)	FEMALE: TOTAL FEMALE (541)	FEMALE: UNDER 30 (107)	FEMALE: 30-49 (237)	FEMALE: 50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	55	53	59	50	52	45	54	59	48	58	66
DISAGREE	38	41	28	34	44	49	37	33	43	35	25

TABLE B5 (Continued)

	FAMILY INCOME: UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	OCCUPATION: Professional/Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	63	56	53	53	48	42	52	55	65
DISAGREE	24	37	41	41	50	51	45	37	26

TABLE B5 (Continued)

COMPUTERS WILL MAKE PEOPLE THINK LESS

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	56	54	44	58	55	54
DISAGREE	36	39	43	37	40	31

TABLE B5 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	58	51	59	51	81	56	25	7	45	81	89
DISAGREE	35	42	34	41	14	32	70	74	48	15	8

TABLE B-6

COMPUTERS WILL CAUSE VIOLATION OF CONFIDENTIALITY

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
LIKELY TO HAPPEN	52	54	48	56	51	55	58	49	41	49	54
NOT LIKELY TO HAPPEN	36	36	36	36	42	37	32	36	46	42	24

TABLE B-6 (Continued)

	OCCUPATION			
	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%
LIKELY TO HAPPEN	51	54	53	52
NOT LIKELY TO HAPPEN	35	40	38	33

TABLE B-6 (continued)

	FAMILY COMPOSITION		LANGUAGE		CONTROL OF COMPUTER		
	ADULTS ONLY (489) %	ADULTS & CHILDREN (541) %	FRENCH QUEBEC (229) %	REST OF CANADA (801) %	GOVERNMENT (404) %	BUSINESS (408) %	NO OPINION (218) %
LIKELY TO HAPPEN	53	52	44	55	54	53	48
NOT LIKELY TO HAPPEN	33	39	42	34	37	39	30

TABLE B-6 (continued)

	ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW (326) %	MEDIUM (392) %	HIGH (313) %	LOW (174) %	MEDIUM LOW (435) %	MEDIUM HIGH (256) %	HIGH (166) %
LIKELY TO HAPPEN	66	54	36	22	51	59	78
NOT LIKELY TO HAPPEN	23	31	56	61	37	34	12

Based on Question 5: Some people are afraid that showing information about people in computer files may cause personal information about their affairs to get to those who have no right to it. Do you think this is likely to happen or not?

TABLE B7

COMPUTERS THREATEN FAMILY LIFE

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	27	28	26	25	25	26	23	30	35	28	30
DISAGREE	56	59	48	61	65	65	53	52	52	55	49

TABLE B7 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	28	31	26	32	23	26	30	28	27
DISAGREE	39	54	64	61	69	64	65	56	46

TABLE B7 (Continued)

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	26	29	20	30	27	29
DISAGREE	55	58	63	54	61	43

TABLE B7 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	29	26	52	59	54	23	5	3	10	45	73
DISAGREE	52	62	30	26	29	53	89	80	72	38	18

TABLE B8

COMPUTERS WILL TAKE OVER OUR PERSONAL LIVES

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	28	31	20	26	25	25	28	30	17	28	40
DISAGREE	60	59	64	64	67	68	58	57	74	61	43

TABLE B8 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	37	29	26	33	17	22	31	29	30
DISAGREE	43	60	61	63	76	68	62	61	51

TABLE B8 (Continued)

COMPUTERS WILL TAKE OVER OUR PERSONAL LIVES

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	31	26	26	29	27	31
DISAGREE	56	64	60	60	64	50

TABLE B8 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	32	23	30	26	59	21	5	1	10	45	79
DISAGREE	57	65	57	63	31	60	90	82	78	44	16

MEMORANDUM

CLASSIFICATION

TO
A

T. McPhail
J. Madden
H. Hudson

YOUR FILE No.
Votre dossier

OUR FILE No.
Notre dossier

DATE November 19, 1971

FROM
Do

R. J. Gwyn

FOLD

SUBJECT
Sujet

Attached is a copy of Chapters 1 and 2 of the Computer Attitudinal Survey. The Introduction, and Chapters 3 and 4 are still being written.

I'd be grateful for your comments on these chapters by next Monday (P.M.) so that on Tuesday these comments can be passed on to Canadian Facts to guide them in finishing up the report (which will then still be in draft form and subject to further changes).

Attach.

How many queries in Chapt #4?

TABLE B9

COMPUTERS THREATEN OUR PERSONAL PRIVACY

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE: TOTAL MALE (489)	MALE: UNDER 30 (72)	MALE: 30-49 (232)	MALE: 50 OVER (185)	FEMALE: TOTAL FEMALE (541)	FEMALE: UNDER 30 (107)	FEMALE: 30-49 (237)	FEMALE: 50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	37	38	35	39	37	34	46	35	26	38	36
DISAGREE	48	45	49	51	57	57	41	45	59	47	36

TABLE B9 (Continued)

	FAMILY INCOME: UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	OCCUPATION: Professional/Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	43	35	34	47	28	32	43	33	43
DISAGREE	34	49	55	42	61	54	47	53	35

TABLE B9 (Continued)

COMPUTERS THREATEN OUR PERSONAL PRIVACY

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	37	37	29	39	38	33
DISAGREE	45	51	56	46	49	45

TABLE B9 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	42	30	42	33	65	33	13	2	27	51	77
DISAGREE	42	56	43	51	20	45	80	76	59	34	13

TABLE B10

COMPUTERS WILL MAKE LIFE MORE COMPLICATED

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	40	42	33	35	29	32	42	43	49	41	43
DISAGREE	47	47	47	55	60	63	43	40	41	42	39

TABLE B10 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	44	45	32	42	32	36	38	39	44
DISAGREE	32	46	56	43	59	53	56	48	38

TABLE B10 (Continued)

COMPUTERS WILL MAKE LIFE MORE COMPLICATED

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	40	39	38	40	37	48
DISAGREE	45	49	44	48	52	33

TABLE B10 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	44	34	44	36	72	35	12	67	59	38	43
DISAGREE	41	56	42	52	16	45	83	10	26	48	41

To understand the dynamics of the negative response to "personal life-style" items on the part of so many respondents, it is necessary to "step-back" briefly and examine consumer psychology. A certain complex attitudinal and behavioural syndrome is operative among all consumers in the Western world certainly -- and probably elsewhere as well. From among the plethora of goods and services offered, consumers pick and choose according to the perceived "match" between personal image and a particular product or service. In other words, every product bought or used or every service sanctioned by an individual consumer is a "psychological extension" of self. It somehow "fits into" or "speaks of" a perceived self-image or an image one wishes to project to others. No choice is made by chance or in haphazard fashion.

True, the more important the product service is perceived to be in relationship to the individual's life-style, the more important image association becomes. Thus, choice of automobile or home-furnishings is likely to be more critical than choice of broom or dustpan. But, cost is not the determining factor as the previous example might imply. If, for instance, one's self-image includes concern for the environment or sensitivity to ecological problems, one is likely to purchase detergents without phosphates.

Is this really self-image ?

Where computers are concerned, there is apparently an inability (or an unwillingness) on the part of many Canadians to "personalize" either the product or the service the computer represents. Consequently, the computer is perceived as "impersonal". If impersonal, it cannot be a "psychological extension" of self. If not a "psychological extension" or self, then a severe loss of viability occurs. The following tables indicate the perceived impersonalization of the computer. The "impersonal" computer, then, becomes a source of threat, represents an antithetical situation, particularly in the area of "personal life-style".

See TABLES B-11 THROUGH B-14.

Up to this point in the chapter, the emphasis has been placed on those aspects of computer technology which are the cause of anxiety, fear, concern -- those aspects of computer technology which influence Canadians' attitudes toward other socio-economic problems and which are in turn influenced by them. It is difficult, therefore, to determine precisely to what degree negative response to the computer is "pure" or to what degree it is biased by other real and pressing problems. In fact, the distinction is academic. In the "real world" (some part of which we attempt to measure) one never deals with "absolutes". One deals instead with a dynamic, ever-changing matrix of attitudes and perceptions. Nevertheless, areas of anxiety, fear, or concern

TABLE B11

PEOPLE ARE GOING TOO FAR IN USING COMPUTERS

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	43	38	45	38	31	35	44	47	45	43	54
DISAGREE	38	38	35	47	59	49	39	29	38	34	19

TABLE B11 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	51	49	35	40	31	36	40	43	50
DISAGREE	24	30	44	46	54	46	42	39	26

TABLE B11 (Continued)

PEOPLE ARE GOING TOO FAR IN USING COMPUTERS

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUÉBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	45	41	43	43	41	50
DISAGREE	34	41	37	38	40	31

TABLE B11 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	48	37	45	41	75	40	13	5	26	65	92
DISAGREE	31	46	34	41	10	31	75	68	49	18	5

TABLE B12

COMPUTERS CAN THINK THE WAY HUMANS CAN

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE: TOTAL MALE (489)	MALE: UNDER 30 (72)	MALE: 30-49 (232)	MALE: 50 OVER (185)	FEMALE: TOTAL FEMALE (541)	FEMALE: UNDER 30 (107)	FEMALE: 30-49 (237)	FEMALE: 50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	14	15	13	14	11	15	14	15	21	15	11
DISAGREE	77	78	75	78	83	80	73	77	71	78	79

TABLE B12 (Continued)

	FAMILY INCOME: UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	OCCUPATION: Professional/Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	13	18	14	13	8	13	20	15	10
DISAGREE	70	74	79	84	88	82	79	76	75

TABLE B12 (Continued)

COMPUTERS CAN THINK THE WAY HUMANS CAN

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	12	16	19	13	13	19
DISAGREE	78	77	75	78	81	66

TABLE B12 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	12	16	14	14	6	16	21	10	15	15	15
DISAGREE	78	76	78	76	88	72	73	70	78	79	82

TABLE B13

COMPUTERS CAN CAUSE SERIOUS ERRORS BECAUSE THEY DON'T TAKE HUMAN FACTORS INTO ACCOUNT

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	69	70	65	67	73	61	70	71	70	70	71
DISAGREE	19	20	17	24	21	28	20	16	16	20	10

TABLE B13 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	69	67	76	66	63	66	65	70	70
DISAGREE	12	21	15	23	31	25	25	18	15

TABLE B13 (Continued)

COMPUTERS CAN CAUSE SERIOUS ERRORS BECAUSE THEY DON'T TAKE HUMAN FACTORS INTO ACCOUNT

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	73	65	61	71	70	64
DISAGREE	15	23	28	17	20	17

TABLE B13 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	70	67	72	67	90	70	46	17	66	90	97
DISAGREE	16	23	15	22	3	15	42	59	19	5	2

TABLE B14

COMPUTERS CAN MAKE SOME IMPORTANT DECISIONS BETTER THAN PEOPLE

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	36	36	34	40	38	44	36	32	37	33	27
DISAGREE	50	49	50	47	53	45	47	52	57	49	52

TABLE B14 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	29	36	39	40	40	42	47	31	31
DISAGREE	52	52	42	51	50	46	44	52	51

TABLE B14 (Continued)

COMPUTERS CAN MAKE SOME IMPORTANT DECISIONS BETTER THAN PEOPLE

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	34	37	25	39	36	35
DISAGREE	51	48	62	46	50	48

TABLE B14 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	32	40	34	37	15	36	57	44	38	30	30
DISAGREE	52	47	49	50	70	45	34	39	49	52	60

isolated by this investigation are both valid and operative because they represent "barriers" to acceptance of a "computerized" society.

Ignorance -- that is, lack of contact, experience, awareness -- appears to be a significant factor in the response pattern. On the one hand, it produces unrealistic expectations; and on the other, it tends to cause people to "exaggerate" its deficiencies. We are most afraid of what we do not know or understand! Education -- broadly defined -- would seem to be one answer. Even if education could be accomplished -- a formidable communications task -- it does not offer a panacea. It is too simplistic an approach. It would be akin to applying a band-aid to a severed artery. Education can heal cognitive wounds, but something more is required to heal emotional or psychological wounds. The computer itself and the services it provides would have to be "humanized". The public must believe that people are in control of the machine and not vice-versa. That still leaves the problem, "which people"? Can they be trusted? Are they dedicated to serving the public or to manipulating it? Perhaps this is the "spine" of the problem.

But if the machine is personalized or "humanized" doesn't it heighten fear of losing control. Not many people are afraid of soap.

We can conjecture (although there is some corroborative evidence as will be seen further on) that negative response to the computer is not directed at the hardware itself, but rather primarily at those who will control it and secondarily at the "duhumanization" process it has somehow come to symbolize. The "people" problem -- the human problem -- will be the most difficult to solve.

To be honest, one has to admit judging from past performance, people have good cause to be wary of a "computerized" society. Perhaps that admission from an "official" source is as good a method as any to begin to inspire confidence and bring about a change in attitudes.

Having discussed "barriers", let us turn our attention to potential "bridges" as represented by those areas which generate positive response to the computer. First and foremost, people recognize the scientific and technological contributions of the computer.

See TABLES B-15 THROUGH B-17.

A dramatic reversal occurs on TABLES B-15 and B-16. The "high fear" people tend to be more positive than the "low fear" people. And the "low fear" people tend to be more tenuous in their responses as measured by the "NO OPINION" percentages. (ADD AGREE AND DISAGREE AND SUBTRACT FROM 100.) This shift is responses among the "high fear" segment occurs primarily as a result of attitudes expressed by blue collar workers and English Canadians.

TABLE B-15

COMPUTERS ARE IMPORTANT IN SCIENTIFIC RESEARCH

				MALE				FEMALE			
	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	86	87	83	89	95	89	87	83	91	86	75
DISAGREE	6	7	4	5	4	5	6	6	6	4	9

TABLE B-15 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	77	84	91	92	88	86	89	86	83
DISAGREE	6	7	3	6	8	6	3	6	8

TABLE B-15 (Continued)

COMPUTERS ARE IMPORTANT IN SCIENTIFIC RESEARCH

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	83	88	83	87	88	80
DISAGREE	7	5	8	5	6	7

TABLE B-15 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	84	89	83	88	78	84	96	80	89	84	87
DISAGREE	6	6	7	5	10	4	4	6	5	8	5

TABLE B-16

COMPUTERS WILL MAKE INFORMATION MORE EASILY AVAILABLE

				MALE				FEMALE			
	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	85	86	83	88	91	91	82	83	84	87	72
DISAGREE	7	8	5	6	2	6	8	8	3	5	14

TABLE B-16 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	73	83	91	98	90	91	88	86	77
DISAGREE	8	11	3	2	6	3	7	7	10

TABLE B-16 (Continued)

COMPUTERS WILL MAKE INFORMATION MORE EASILY AVAILABLE

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	82	88	84	85	87	78
DISAGREE	9	5	5	8	6	10

TABLE B-16 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	82	89	82	88	72	86	97	81	91	79	85
DISAGREE	9	5	10	4	17	4	1	5	4	15	7

TABLE B-17

COMPUTERS ARE EXTREMELY ACCURATE AND EXACT

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE: TOTAL MALE (489)	MALE: UNDER 30 (72)	MALE: 30-49 (232)	MALE: 50 OVER (185)	FEMALE: TOTAL FEMALE (541)	FEMALE: UNDER 30 (107)	FEMALE: 30-49 (237)	FEMALE: 50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	45	43	50	53	54	59	46	37	49	37	32
DISAGREE	45	47	37	39	38	35	43	50	41	50	55

TABLE B-17 (Continued)

	FAMILY INCOME: UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	OCCUPATION: Professional/Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	37	40	45	44	55	59	47	41	39
DISAGREE	45	51	43	38	42	34	47	49	45

TABLE B-17 (Continued)

COMPUTERS ARE EXTREMELY ACCURATE AND EXACT

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	42	48	52	43	47	39
DISAGREE	47	43	37	47	45	43

TABLE B-17 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	43	48	40	48	14	45	77	61	53	32	28
DISAGREE	45	43	48	42	74	41	19	23	37	58	66

Viewed by income, age, sex, and urban/rural breaks there is a slight shift "upward" among lower income, older, female, and rural respondents.

TABLE B-17 indicates a return to the usual response pattern with "low fear" respondents far more positive than "high fear" respondents. The implication would seem to be that "high fear" respondents feel computers are effective and accurate when processing "scientific" data, but their inability to process data involving "human" problems tends to make them not "extremely accurate and exact". In other words, where there is no human involvement implied "high fear" people respond as or more positively than "low fear" people.

TABLE B-18 indicates that most people perceive the computer as an efficient mathematical machine, but is is interesting to note that some "high fear" people attempt to "rationalize" the computer out of significant existance by labelling it "just another appliance".

See TABLE B-18.

A second area of support for the computer, though not as strong as the previous area, is in relation to the contributions it can make to society in a general way -- or perhaps more accurately, in an undefined way (how exactly? or what the manifestations will be?) -- within a "technological" frame of reference.

TABLE B-18

PERCEIVED INTELLIGENCE OF COMPUTER

	TOTAL	TOTAL URBAN	TOTAL RURAL	MALE			
				TOTAL MALE	UNDER 30	30-49	50 OVER
	(1030)	(780)	(250)	(489)	(72)	(232)	(185)
	%	%	%	%	%	%	%
COMPUTERS ARE INTELLIGENT MACHINES	16	15	17	18	28	16	17
VERY EFFICIENT MATHEMATICAL MACHINES	60	60	61	65	61	71	59
ANOTHER APPLIANCE	19	20	15	14	10	11	21

TABLE B-18 (Continued)

	FEMALE				OCCUPATION			
	TOTAL FEMALE	UNDER 30	30-49	50 OVER	PROFESSIONAL /MANAGERIAL	OTHER WHITE COLLAR	BLUE COLLAR	OTHER
	(541)	(107)	(237)	(196)	(213)	(143)	(404)	(270)
	%	%	%	%	%	%	%	%
COMPUTERS ARE INTELLIGENT	13	17	13	11	10	19	17	16
VERY EFFICIENT MATHEMATICAL MACHINES	56	59	65	45	71	66	58	53
ANOTHER APPLIANCE	22	19	18	29	12	13	21	24

Based on Question 10 a. What is your impression of the computer? Is it an intelligent machine, a very efficient mathematical machine, or just another appliance?

TABLE B-18. (Continued)

PERCEIVED INTELLIGENCE OF COMPUTER

	CONTACT WITH COMPUTER		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	SOME CONTACT	NO CONTACT	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(778)	(252)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%
COMPUTERS ARE INTELLIGENT MACHINES	13	23	11	18	17	14	18	16	9
VERY EFFICIENT MATHEMATICAL MACHINES	65	48	44	61	77	68	66	47	57
ANOTHER APPLIANCE	19	17	37	14	5	10	12	31	27

TABLES B-19 THROUGH B-23 demonstrate that familiar response patterns re-emerge, although response is generally more positive than negative. The relatively high degree of "NO OPINION" responses contained within these tables bespeaks a kind of ambiguity or uncertainty regarding the outcome of some of these perceived contributions to society.

Again, the human element interferes with the obvious tehcnological potential. Computers may offer more leisure time and a higher standard of living generally, but what the effect on society will be remains for many respondents a nagging question.

The French/English comparison (based on all items in Question 4) reveals some subtle differences. Both basically agree on its technological advantages and its scientific significance. The French have a greater tendency to accord it mathematical accuracy. They also have a greater tendency to accept the computers' ability to benefit society generally.

From the qualitative phase of the research a tendency among the French was revealed to perceive the computer as a "super" machine or as a machine with "God-like" qualities because of its "unhuman" efficiency, speed and complexity. Where the English tend to distrust or fear what they do not understand about the computer, the French tend to compare it to a "religious mystery". The French apparently have a greater tolerance for the "unknown" than do the

TABLE B19

THERE IS ALMOST NO LIMIT TO WHAT COMPUTERS CAN DO

				MALE				FEMALE			
	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	54	52	58	53	42	52	57	55	59	54	53
DISAGREE	30	31	26	34	48	36	25	27	25	30	24

TABLE B19 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	54	52	55	58	54	56	57	52	53
DISAGREE	20	32	30	30	40	28	35	32	28

TABLE B19 (Continued)

THERE IS ALMOST NO LIMIT TO WHAT COMPUTERS CAN DO

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	48	53	57	53	56	45
DISAGREE	29	31	26	31	31	26

TABLE B19 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	51	57	52	55	41	52	59	37	54	55	59
DISAGREE	33	26	33	28	39	27	24	28	33	31	25

TABLE B-20

COMPUTERS WILL GIVE MORE LEISURE TIME

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	73	74	71	73	75	74	70	74	82	74	69
DISAGREE	18	17	19	18	20	17	18	17	12	18	18

TABLE B-20 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	65	72	77	82	81	74	80	75	67
DISAGREE	21	20	13	13	16	17	18	15	22

TABLE B-20 (Continued)

COMPUTERS WILL GIVE MORE LEISURE TIME

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	70	76	65	76	75	69
DISAGREE	18	17	22	16	18	15

TABLE B-20 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	71	76	71	75	61	71	88	70	76	70	75
DISAGREE	19	16	19	16	29	15	8	13	16	21	20

TABLE B-21

COMPUTERS WILL IMPROVE QUALITY OF EDUCATION

	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	58	60	55	64	73	68	56	53	64	55	45
DISAGREE	28	27	30	25	21	23	30	30	25	33	29
No opinion?											

TABLE B-21 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	52	51	66	65	63	59	64	58	55
DISAGREE	26	33	21	27	30	28	28	27	29

TABLE B-21 (Continued)

COMPUTERS WILL IMPROVE QUALITY OF EDUCATION

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	55	61	56	59	60	53
DISAGREE	28	28	29	27	28	28

TABLE B-21 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	55	63	56	60	27	63	85	75	65	46	42
DISAGREE	31	24	30	26	54	22	8	9	22	41	42

TABLE B22

COMPUTERS WILL ENABLE GOVERNMENT AND BUSINESS TO MAKE BETTER DECISIONS

				MALE				FEMALE			
	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	53	55	44	59	56	54	53	47	65	50	35
DISAGREE	31	30	33	29	36	26	31	33	25	32	38

TABLE B22 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	39	50	55	61	72	64	69	49	41
DISAGREE	31	33	31	28	23	21	24	37	35

TABLE B22 (Continued)

COMPUTERS WILL ENABLE GOVERNMENT AND BUSINESS TO MAKE BETTER DECISIONS

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	48	57	47	54	54	48
DISAGREE	34	28	33	30	33	26

TABLE B22 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	52	54	47	57	21	50	89	67	59	38	43
DISAGREE	32	29	36	27	60	26	7	10	26	48	41

TABLE B 23

COMPUTERS WILL MEAN A HIGHER STANDARD OF LIVING

				MALE				FEMALE			
	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	47	50	40	51	59	53	44	45	54	49	35
DISAGREE	35	35	35	35	32	34	38	34	27	34	38

TABLE B23 (Continued)

	FAMILY INCOME					OCCUPATION			
	UNDER $5,000 (223)	$5,000-$7,499 (258)	$7,500-$9,999 (229)	$10,000-$11,999 (129)	$12,000 or more (126)	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%	%	%	%	%	%
AGREE	39	44	54	56	51	47	55	52	38
DISAGREE	32	39	27	32	40	39	33	31	37

TABLE B23 (Continued)

COMPUTERS WILL MEAN A HIGHER STANDARD OF LIVING

	FAMILY COMPOSITION		LANGUAGE		CONTACT WITH COMPUTER	
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	SOME CONTACT	NO CONTACT
	(489)	(541)	(229)	(801)	(778)	(258)
	%	%	%	%	%	%
AGREE	44	51	52	46	49	41
DISAGREE	36	34	28	37	35	33

TABLE B23 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
AGREE	44	51	40	54	22	45	77	63	52	33	40
DISAGREE	36	33	39	31	59	32	13	15	29	48	50

English, although that may be a dangerous generality or over-simplification. What is clear from the research, however, is that while the French may marvel at the computer and its capabilities, they are less likely to infuse it with "human-like" qualities -- or confuse its function with the human function of responsibility -- than are the English. The English are substantially more willing to "fall into these traps" and to credit the computer, therefore, with decision-making capabilities. This more complex -- and perhaps more sophisticated -- perception of the computer by the English parallels (and is in great part responsible for) their feeling of threat in personal areas. Nevertheless, substantial numbers of French Canadians share with English Canadians their anxieties, fears and concerns in personal areas.

In assessing future changes brought about by computers; affects on society, affects on children, and affects on respondents themselves it is difficult to determine the meaningfulness of responses because there are no "benchmarks" for comparison. As a result, since life is a "continuum" rather than a discreet series of events "frozen" in time and isolated one from the other, how much change is perceived to have already taken place -- and how much influence those perceptions have on perceptions of the future -- cannot be properly measured. However, TABLES B-24 THROUGH B-26 offer some insights into the dynamics of perceived change that will be brought

about by computers. For example, while the great majority of people believe that computers will change society to an appreciable degree,considerably more "high fear" people than others believe it will change society radically -- completely. Furthermore, twice as many "high fear" people as "low fear" people believe the computer will change their own personal lives completely. Such strong sentiments on the part of these "high fear" people belie almost certainly a perception that society and they themselves have already been changed considerably by computer technology. Does this suggest a greater sensitivity to rapid, uncontrollable change or a convient "scrapegoat" for personal problems which cannot be handled?

Still, a discrepancy exists among almost the total sample, including those who are positively pre-disposed toward computers. While the overwhelming majority agree that society will be changed appreciably by the computer and that children of today will be affected, less than half feel it will affect them personally.

See TABLES B-24 THROUGH B-26

TABLE B-24

COMPUTER'S PERCEIVED EFFECT ON SOCIETY

CHANGE SOCIETY:	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
ENTIRELY	6	6	7	7	5	8	8	5	5	5	5
A GREAT DEAL	30	32	26	32	41	31	28	29	37	31	23
SOMEWHAT	45	45	45	42	41	47	37	48	46	50	47
NOT AT ALL	11	9	15	12	9	8	17	10	5	7	16

TABLE B-24 (Continued)

CHANGE SOCIETY:	OCCUPATION			
	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%
ENTIRELY	9	5	5	6
A GREAT DEAL	31	39	31	25
SOMEWHAT	45	48	46	43
NOT AT ALL	7	7	10	17

TABLE B-24 (Continued)

COMPUTER'S PERCEIVED EFFECT ON SOCIETY

	FAMILY COMPOSITION		LANGUAGE		WHO SHOULD PROVIDE COMPUTER SERVICE		
	ADULTS ONLY	ADULTS & CHILDREN	FRENCH QUEBEC	REST OF CANADA	GOVERNMENT	BUSINESS	NO OPINION
	(489)	(541)	(229)	(801)	(404)	(408)	(218)
CHANGE SOCIETY:	%	%	%	%	%	%	%
ENTIRELY	6	6	7	6	7	7	3
A GREAT DEAL	28	32	37	28	32	32	25
SOMEWHAT	43	48	32	49	45	47	44
NOT AT ALL	14	7	14	10	11	10	13

TABLE B-24 (Continued)

	ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
	(326)	(392)	(313)	(174)	(435)	(256)	(166)
CHANGE SOCIETY:	%	%	%	%	%	%	%
ENTIRELY	8	6	5	5	4	4	17
A GREAT DEAL	30	28	34	26	29	29	41
SOMEWHAT	45	46	46	42	47	53	33
NOT AT ALL	10	10	12	16	12	10	2

Based on Question 7: In your opinion, what effect do you think computers will have on society as we know it today?

TABLE B25

COMPUTER'S PERCEIVED EFFECT ON RESPONDENTS' LIVES

CHANGE OWN LIVES:	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
ENTIRELY	3	2	3	4	5	6	2	1	2	1	1
A GREAT DEAL	8	10	3	10	23	9	7	6	9	7	3
SOMEWHAT	39	39	39	38	39	48	26	40	50	47	25
NOT AT ALL	45	44	49	43	31	34	59	48	37	40	63

TABLE B25 (Continued)

CHANGE OWN LIVES:	OCCUPATION			
	Professional /Managerial (213)	Other White Collar (143)	Blue Collar (404)	Other (270)
	%	%	%	%
ENTIRELY	4	1	2	4
A GREAT DEAL	10	9	10	3
SOMEWHAT	50	54	34	31
NOT AT ALL	32	35	48	57

TABLE B-25 (Continued)

COMPUTER'S PERCEIVED EFFECT ON RESPONDENTS' LIVES

CHANGE OWN LIVES:	LANGUAGE		CONTACT WITH COMPUTER	
	FRENCH QUEBEC (229)	REST OF CANADA (801)	SOME CONTACT (778)	NO CONTACT (258)
	%	%	%	%
ENTIRELY	4	2	3	2
A GREAT DEAL	12	7	9	4
SOMEWHAT	30	42	41	34
NOT AT ALL	46	45	43	52

TABLE B-25 (Continued)

	INTEREST IN GADGETS		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	LOW	HIGH	LOW	HIGH	LOW	MEDIUM	HIGH	LOW	MEDIUM LOW	MEDIUM HIGH	HIGH
CHANGE OWN LIVES:	(565)	(454)	(452)	(567)	(326)	(392)	(313)	(174)	(435)	(256)	(166)
	%	%	%	%	%	%	%	%	%	%	%
ENTIRELY	2	3	1	4	2	3	2	2	2	3	4
A GREAT DEAL	7	9	5	10	9	6	9	8	6	5	16
SOMEWHAT	36	43	38	39	36	35	47	42	39	37	38
NOT AT ALL	49	41	50	42	48	48	40	38	49	50	38

Based on Question 8: In your opinion, what effect do you think computers will have on your own life?

TABLE B-26

COMPUTER'S PERCEIVED EFFECT ON CHILDREN'S LIVES

CHANGE CHILDREN'S LIVES	TOTAL RESPONDENTS (1030)	TOTAL URBAN (780)	TOTAL RURAL (250)	MALE				FEMALE			
				TOTAL MALE (489)	UNDER 30 (72)	30-49 (232)	50 OVER (185)	TOTAL FEMALE (541)	UNDER 30 (107)	30-49 (237)	50 OVER (196)
	%	%	%	%	%	%	%	%	%	%	%
ENTIRELY	11	11	9	12	15	13	10	10	6	12	10
A GREAT DEAL	39	40	36	40	45	41	36	39	47	38	35
SOMEWHAT	36	34	42	34	32	33	37	37	35	38	38
NOT AT ALL	7	7	5	8	6	7	10	5	7	7	2

TABLE B-26 (Continued)

CHANGE CHILDREN'S LIVES	FAMILY COMPOSITION		ORIENTATION TO NEW		ACCEPTANCE OF COMPUTER			FEAR OF COMPUTER			
	ADULTS ONLY (489)	ADULTS & CHILDREN (541)	LOW (452)	HIGH (567)	LOW (326)	MEDIUM (392)	HIGH (313)	LOW (174)	MEDIUM LOW (435)	MEDIUM HIGH (256)	HIGH (166)
	%	%	%	%	%	%	%	%	%	%	%
ENTIRELY	10	12	7	14	15	10	8	10	7	13	20
A GREAT DEAL	37	41	40	39	42	36	41	29	40	39	50
SOMEWHAT	37	35	40	33	29	38	40	42	40	37	19
NOT AT ALL	6	7	5	8	6	6	9	10	7	6	5

THE PUBLIC LOOKS AT COMPUTER SERVICES