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DEPARTMENT OF COMMUNICATIONS - OTTAWA - CANADA
COMMUNICATION SYSTEMS RESEARCH AND DEVELOPMENT

TITLE: 2/STUDY OF THE DEMAND FOR COMMUNICATION SERVICES IN RURAL
CANADA - RESIDENTIAL SURVEY

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A BACKGROUND AND PURPOSE

1. Objectives

In 1978 the Rural Communications Program of the Department of Communications identified a requirement for a study designed to forecast the demand for communications services in the rural areas of Canada.

The Department defined the specific objectives of the study as follows:

- To identify needs for telecommunication services, that is, functions fulfilled by the following services: telephony, data, broadcasting and mobile radio for both rural residents and business establishments located in rural areas.
- To establish the relative importance of the attributes of the various services as perceived by both the residential and the business populations.
- To determine the level of satisfaction with current telecommunication services for both the residential and business populations.

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- (1)
- To assess the demand for existing and improved services, both current and over the next ten years, and the willingness of the rural population to pay for improved service.

2. Phases of the Project

The study is composed of two related activities:

- Development of appropriate models to enable long and short term demand forecasts to be made.
- Field surveys to collect input data required by these models.

Canadian Facts was commissioned to design the sampling plan, draw the sample and conduct the field survey of the residential population. A pilot survey was executed in September 1980 and has been reported separately (DOC Contractor Report DOC-CR-CS-1980-0001, Study of the Demand for Communications Services in Rural Canada - Pilot Study Field Report).



3. Implementation of the Residential Survey

Field interviewing for the residential survey was conducted between January 12, 1981 and March 4, 1981. This report documents various aspects of the data collection and processing up to the provision of a clean computer tape.

The Department has received the following materials:

- i) A computer tape of the results of the residential survey with related documentation.
- ii) A tape and computer output detailing selected characteristics (Labour Force Activity, Mobility Status, Demographics) of the residential population of the Enumeration Areas (E.A's.) included in the sample.
- iii) Aggregate summary reports of selected characteristics of the total population in the sample frame (See Appendix A1).



B. METHODOLOGY

1. Overview

The methodology selected for the Survey of Demand for Communications Services in Rural Canada was personal in-home interviews. This approach allowed for inclusion in the sample of both households without telephone and/or television service and serviced households. Further, this method of interviewing was deemed necessary given the requirement to provide respondents with simulated choice situations for various service alternatives.

The target population consisted of heads of permanent households located in those areas of the ten provinces which were defined by DOC as 'rural'. The original specifications for the project identified the respondent as "principal wage earner". This requirement presented two problems, the first related to definition and the second to execution. As an alternative Canadian Facts suggested that respondents be defined as male/female heads of households. Screening procedures were developed in order to ensure appropriate pre-designation of male/female heads of households. (See Appendix C, Survey Instruments, Household Questionnaire and Appendix E, Interviewer Instructions, pages 2 and 3).



Interviewers carried letters of introduction from DOC, explaining the purpose of the study. Copies were provided to households contacted during the survey.

The actual interview averaged just over an hour in length and involved the use of a number of show cards, graphic materials to illustrate various cost and service options as well as photographs.

Copies of the introductory letter, interviewer instructions, and survey instruments in English and French are appended to this report together with examples of exhibits and pictorial materials.

2. Effects of the Pilot

The results of the pilot indicated that an average of three completions could be achieved on each location.

The major effect of the pilot was to decrease the number of households assigned per cluster from six to five with an additional two households being kept in reserve, to be used only in cases where the initial five did not yield two or more completions.



In addition, modifications were made to the questionnaire including changes in the cost levels specified for the various service options. Procedures also were developed to ensure appropriate rotations of the nine versions of the questionnaire used for the main study. For each location within each replicate the versions were assigned according to pre-determined pattern.

C THE SAMPLE

1. The Sample Frame

The Department of Communications had developed in previous studies a definition of the "rural" population of the ten provinces. Subsequently, this definition was related to census Enumeration Area (EA) data with the help of the Spatial Delineation and Analysis Section of Statistics Canada.

The rural population was defined as individuals living in those EAs with a population density of greater than 0.8 persons per square mile and which are located outside the boundaries of communities of 2,500 or more people.

In addition, EAs with the following characteristics were excluded:

EAs located on Indian Reservations

EAs which do not contain private households

A tape containing the resultant frame of rural EAs derived from the 1976 Census was provided to Canadian Facts by Statistics Canada.

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The frame included five files defined according to the following criteria:

SG1 (File 1) - CSD (Census Sub Division) size less than or equal to 2500

- Rural EAs
- Not a CMA (Census Metropolitan Area) nor a CA (Census Agglomerate)

SG2 (File 2) - CSD size less than or equal to 2500

- Urban size less than 2500
- Not a CMA nor a CA

SG4 (File 4) - CSD greater than or equal to 2500

- Urban size less than 2500
- Not a CMA nor a CA

SG5 (File 5) - CSD greater than or equal to 2500

- Rural EAs
- Not a CMA nor a CA

SG6 (File 6) - CA density < 1,000 persons per square mile; CA fringe rural or fringe urban size less than 2,500

A total of 11,785 EAs were included in these files.

The sample for the study was drawn from the 11,316 EA's in files 1, 2, 4 and 5 (SG1, 2, 4 and 5). The 468 EA's in SG6 which are located in areas adjacent to larger urban areas (Census Agglomerations) were not included. The net effect was to increase the coverage of the rural EA's.

As shown in the Aggregate Summary Report in Appendix A3, the distributions of selected characteristics of households in SG6 are similar to those in the final sample frame. Some examples follow.

	Total Frame* (SG1,2,4,5) (1,207,620) %	Total SG6*** (61,735) %
Total Families		
<u>Family Composition</u>		
Families with children at home	71	71
Families with no children at home	29	29
<u>Family Size</u>		
2 persons	32	32
3 persons	20	20
4 persons	21	24
5 persons	13	13
6 persons	7	6
7 persons	3	3
8 persons	2	1
9 or more persons	2	1
Total Dwellings	(1,406,950)	(69,385)
<u>Tenure</u>		
Owned	83	84
Rented	17	16
<u>Type of Dwelling</u>		
Single, Detached	83	83
Moveable	7	7
Apartment	4	3
Duplex	2	2
All other	4	5

* Appendix A1

** Appendix A3 - pages 1 to 4



Sample Design

2. Selection of Primary Sampling Unit

In order to obtain even coverage of the rural portions of each of the 5 regions - Atlantic, Quebec, Ontario, Prairies and B.C., the frame was stratified by:

- 1) Subprovincial region (smaller areas within provinces).
- 2) Community size: that is large communities with a population between 1,000 and 2,499 (Files 2 and 4 in the sampling frame), and small communities with population less than 1,000 (Files 1 and 5).

Note: In the following sections of the this report, small and large communities are designated "Rural" and "Urban" respectively which corresponds to the conventional designators applied to EA's by Statistics Canada. For the purposes of the Survey, of course, all of the communities in the frame (small and large) are considered to be rural.

Within each region two replicated samples of EA's were selected.

A computer program was written for the sample selection procedure. The steps in the selection were as follows:

- Subprovincial regions were identified within each region.

- All EA's within each subprovincial region were aggregated.
- The EA's within each subprovincial region were classified into two groups - by community size (SG1 and 5 - Rural, SG2 and 4 - Urban).
- Household counts were obtained for each subgroup.
- In each region, the percentage of households in each subgroup were computed.
- 160 EA's were selected in each region based on the distribution of households across the cells.

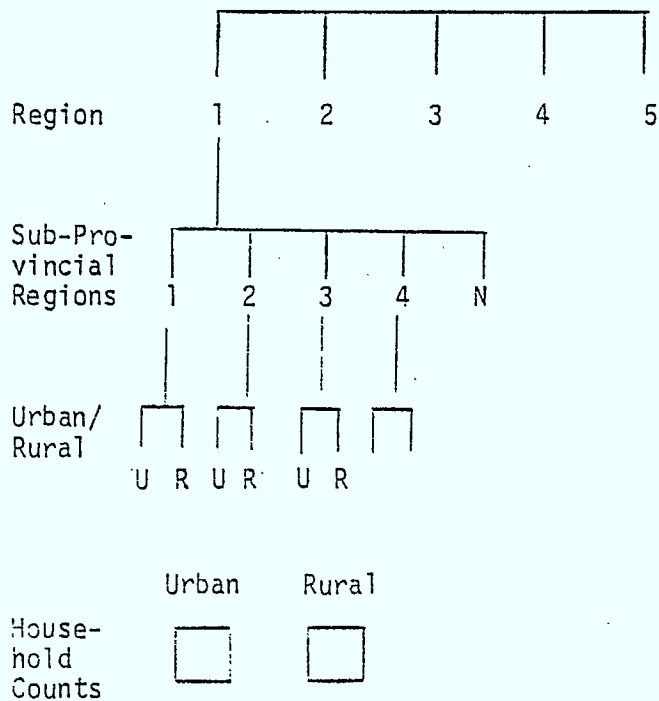




Table 1 shows the disposition of EA's selected from the sample frame and Table 2 the distribution of EA's allocated for the main survey. The replicated probability sample design was used in order to provide a basis for obtaining close estimates of the standard error applicable to statistics derived from the survey.



Table 1

Disposition of EA's Selected from Sample Frame

	<u>Total</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
Total Selected	803	161	161	163	159	159
Allocated - for pilot	34	6	8	6	8	5
for Main Survey	729	143	145	149	148	144
Not used	40	12	8	8	3	9

Table 2

Distribution of EA's Allocated for Main Survey

	<u>Total</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
	729	143	145	149	148	144
File - 1	298	58	104	52	75	9
- 2	84	15	17	16	20	16
- 4	18	3	5	4	1	5
- 5	329	67	19	77	52	114



3. Selection of Households

Within each selected EA a "block" was selected at random. For each such location the interviewer was supplied with a map and predetermined starting point. Interviewers began at the designated points and followed a standard procedure for selecting households at which to interview. Only households which could be identified as primary residences (that is, households in which inhabitants resided for six months or more during the year) were selected.

4. Selection of Respondent

Field assignments prespecified that the interviewer begin at the first household in the cluster with an attempt to contact a male or a female head of household. The allocations were alternated within each replicate.

5. Number of Households In Sample Frame - By Region

The tables following detail the number of households included in each of the cells identified in the sample selection procedure. Tables are provided for each region.



NUMBER OF HOUSEHOLDS IN SAMPLE FRAME - TOTAL ATLANTIC

	<u>TOTAL</u>	<u>RURAL</u>	<u>URBAN</u>
TOTAL ATLANTIC	(244,598)	(215,862)	(28,736)
	#	#	#
Total Newfoundland	52,583	42,964	9,619
Sub-Provincial Region			
01	7,786	4,828	2,958
02	19,525	15,950	3,575
03	12,049	10,529	1,520
09	13,223	11,657	1,566
Total P.E.I.	21,336	19,415	1,921
Sub-Provincial Region	10	19,415	1,921
Total New Brunswick	86,107	78,116	7,991
Sub-Provincial Region			
20	11,097	9,963	1,134
21	22,884	20,785	2,099
22	27,282	24,812	2,470
23	21,770	19,482	2,288
24	3,074	3,074	-
Total Nova Scotia	84,572	75,367	9,205
Sub-Provincial Region			
30	26,509	24,090	2,419
31	19,130	16,469	2,661
32	10,923	10,322	601
33	13,940	12,446	1,494
34	14,070	12,040	2,030



NUMBER OF HOUSEHOLDS IN SAMPLE FRAME - TOTAL QUEBEC

	<u>TOTAL</u>	<u>RURAL</u>	<u>URBAN</u>
TOTAL QUEBEC	(327,684)	(276,050)	(51,634)
	#	#	#
Sub-Provincial Region			
40	33,338	28,165	5,173
41	15,042	11,358	3,684
42	74,964	60,540	14,424
43	41,108	36,287	4,821
44	17,002	15,873	1,129
45	101,687	86,721	14,966
46	19,842	15,863	3,979
47	16,599	14,068	2,531
48	7,842	6,915	927
49	260	260	-

NUMBER OF HOUSEHOLDS IN SAMPLE FRAME - TOTAL ONTARIO

	<u>TOTAL</u>	<u>RURAL</u>	<u>URBAN</u>
TOTAL ONTARIO	(362,754)	(316,292)	(46,462)
	#	#	#
Sub-Provincial Region			
50	79,766	69,267	10,499
51	126,307	113,399	12,908
52	105,058	91,269	13,789
53	39,420	33,820	5,600
54	12,203	8,537	3,666

(1)

NUMBER OF HOUSEHOLDS IN SAMPLE FRAME - TOTAL PRAIRIES

		<u>TOTAL</u>	<u>RURAL</u>	<u>URBAN</u>
TOTAL PRAIRIES		(337,310)	(289,775)	(47,535)
		#	#	#
Total Manitoba		81,339	68,976	12,363
Sub-Provincial Region				
	60	12,928	10,580	2,348
	61	11,444	9,285	2,159
	62	20,107	15,673	4,434
	63	8,218	8,218	-
	64	-	-	-
	65	13,922	12,507	1,415
	66	12,916	10,909	2,007
	67	1,804	1,804	-
Total Saskatchewan		129,666	111,748	17,918
Sub-Provincial Region				
	70	23,819	21,068	2,751
	71	21,650	18,282	3,368
	72	22,622	17,697	4,925
	73	26,734	22,299	4,435
	74	34,841	32,402	2,439
	75	-	-	-
Total Alberta		126,305	109,051	17,254
Sub-Provincial Region				
	80	4,748	4,323	425
	81	13,484	11,597	1,887
	82	21,645	17,329	4,316
	83	4,579	3,921	658
	84	22,240	20,217	2,023
	85	25,699	25,274	425
	86	16,092	10,914	5,178
	87	17,818	15,476	2,342



NUMBER OF HOUSEHOLDS IN SAMPLE FRAME - TOTAL BRITISH COLUMBIA

	<u>TOTAL</u>	<u>RURAL</u>	<u>URBAN</u>
TOTAL BRITISH COLUMBIA	(134,448)	(114,903)	(19,545)
	#	#	#
Sub-Provincial	-		
Region			
90	4,944	4,018	926
91	17,083	15,622	1,461
92	27,767	22,945	4,822
93	11,920	9,282	2,638
94	16,885	16,100	785
95	29,926	24,570	5,356
96	18,594	16,124	2,470
97	4,358	3,670	688
98	2,971	2,572	399

6. Number of Completed Interviews - By Region

The tables following show the total number of interviews completed in each of the cells in total and for each replicate in each region.



NUMBER OF COMPLETED INTERVIEWS - TOTAL ATLANTIC

		Total		Total		Total	
		Rep. 1 #	Rep. 2 #	Rep. 1 #	Rep. 2 #	Rep. 1 #	Rep. 2 #
TOTAL ATLANTIC		(263)	(288)	(221)	(256)	(42)	(32)
Newfoundland							
Sub-Provincial Region	01	5	13	5	5	-	8
	02	28	25	19	25	9	-
	03	7	15	7	10	-	5
	09	<u>15</u>	<u>21</u>	<u>10</u>	<u>21</u>	<u>5</u>	<u>-</u>
Sub-Total		<u>55</u>	<u>74</u>	<u>41</u>	<u>61</u>	<u>14</u>	<u>13</u>
Prince Edward Island							
Sub-Provincial Region	10	<u>30</u>	<u>19</u>	<u>26</u>	<u>19</u>	<u>4</u>	<u>-</u>
Sub-Total		<u>30</u>	<u>19</u>	<u>26</u>	<u>19</u>	<u>4</u>	<u>-</u>
New Brunswick							
Sub-Provincial Region	20	15	16	10	16	5	-
	21	28	12	27	12	1	-
	22	20	32	11	32	9	-
	23	22	21	22	18	-	3
	24	<u>3</u>	<u>5</u>	<u>3</u>	<u>5</u>	<u>-</u>	<u>-</u>
Sub-Total		<u>88</u>	<u>86</u>	<u>73</u>	<u>83</u>	<u>15</u>	<u>3</u>
Nova Scotia							
Sub-Provincial Region	30	37	33	32	28	5	5
	31	16	28	12	23	4	5
	32	4	12	4	12	-	-
	33	17	14	17	12	-	2
	34	<u>16</u>	<u>22</u>	<u>16</u>	<u>18</u>	<u>-</u>	<u>4</u>
Sub-Total		<u>90</u>	<u>109</u>	<u>81</u>	<u>93</u>	<u>9</u>	<u>16</u>

(1)

NUMBER OF COMPLETED INTERVIEWS - TOTAL QUEBEC

	<u>Total</u>		<u>Rural</u>		<u>Urban</u>	
	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>
TOTAL QUEBEC	(314)	(271)	(262)	(236)	(52)	(35)
	#	#	#	#	#	#
Quebec						
Sub-Provincial						
Region						
40	26	36	26	22	-	14
41	25	10	15	10	10	-
42	103	56	77	51	26	5
43	57	23	52	23	5	-
44	32	8	27	8	5	-
45	49	113	47	99	2	14
46	14	13	10	13	4	-
47	8	12	8	10	-	2
48	-	-	-	-	-	-
49	-	-	-	-	-	-

NUMBER OF COMPLETED INTERVIEWS - TOTAL ONTARIO

	<u>Total</u>		<u>Rural</u>		<u>Urban</u>	
	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>
TOTAL ONTARIO	(265)	(242)	(236)	(210)	(29)	(32)
	#	#	#	#	#	#
Ontario						
Sub-Provincial						
Region						
50	74	63	69	50	5	13
51	74	82	61	81	13	1
52	97	54	91	46	6	8
53	10	33	10	28	-	5
54	10	10	5	5	5	5



NUMBER OF COMPLETED INTERVIEWS - TOTAL PRAIRIES

	<u>Total</u>		<u>Rural</u>		<u>Urban</u>	
	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>
TOTAL PRAIRIES	(263)	(286)	(223)	(263)	(40)	(23)
Manitoba	#	#	#	#	#	#
Sub-Provincial						
Region						
60	9	9	7	9	2	-
61	8	5	8	4	-	1
62	5	28	5	24	-	4
63	7	6	7	6	-	-
64	-	-	-	-	-	-
65	15	8	15	5	-	3
66	14	8	11	8	3	-
67	4	-	4	-	-	-
Sub-Total	<u>62</u>	<u>64</u>	<u>57</u>	<u>56</u>	<u>5</u>	<u>8</u>
Saskatchewan						
Sub-Provincial						
Region						
70	10	37	8	37	2	-
71	17	21	10	21	7	-
72	14	14	12	10	2	4
73	21	21	21	13	-	8
74	45	29	40	29	5	-
75	-	-	-	-	-	-
Sub-Total	<u>107</u>	<u>122</u>	<u>91</u>	<u>110</u>	<u>16</u>	<u>12</u>
Alberta						
Sub-Provincial						
Region						
80	2	5	2	5	-	-
81	9	19	5	19	4	-
82	15	17	9	17	6	-
83	3	2	3	2	-	-
84	18	15	18	12	-	3
85	21	26	21	26	-	-
86	13	2	7	2	6	-
87	13	14	10	14	3	-
Sub-Total	<u>94</u>	<u>100</u>	<u>75</u>	<u>97</u>	<u>19</u>	<u>3</u>



NUMBER OF COMPLETED INTERVIEWS - TOTAL BRITISH COLUMBIA

	<u>Total</u>		<u>Rural</u>		<u>Urban</u>		
	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>	<u>Rep. 1</u>	<u>Rep. 2</u>	
TOTAL B.C.	(233)	(242)	(179)	(225)	(54)	(17)	
	#	#	#	#	#	#	
British Columbia							
Sub-Provincial							
Region	90	8	19	5	19	3	-
	91	40	33	37	28	3	5
	92	45	52	29	52	16	-
	93	15	30	7	26	8	4
	94	38	28	33	28	5	-
	95	56	37	43	33	13	4
	96	23	30	17	30	6	-
	97	4	8	4	4	-	4
	98	4	5	4	5	-	-

7. Distributions of Households In Sample Frame and Completed Interviews - By Region

For purposes of comparison between the sample frame and final sample, the tables following show, for each region, the percentage distributions of households in the sample frame and the completed interviews obtained in the survey.

(1)

DISTRIBUTIONS OF HOUSEHOLDS IN SAMPLE FRAME
AND COMPLETED INTERVIEWS - ATLANTIC

		Total		Rural		Urban	
		Frame	Comple- tions	Frame	Comple- tions	Frame	Comple- tions
TOTAL REGION		(244,598)	(551)	(215,862)	(477)	(28,736)	(74)
		%	%	%	%	%	%
Newfoundland		21	23	20	21	33	36
Sub-Provincial Region							
	01	3	3	2	2	10	11
	02	8	10	8	9	12	12
	03	5	4	5	4	5	6
	09	5	6	5	6	6	7
P.E.I.		9	9	9	9	7	5
Sub-Provincial Region							
	10	9	9	9	9	7	5
New Brunswick		35	32	36	33	28	24
Sub-Provincial Region							
	20	5	6	5	6	4	7
	21	9	7	10	8	7	1
	22	11	10	11	9	9	12
	23	9	8	9	8	8	4
	24	1	1	1	2	-	-
Nova Scotia		35	36	35	37	32	34
Sub-Provincial Region							
	30	11	12	11	13	9	14
	31	8	8	8	7	9	12
	32	4	3	5	4	2	-
	33	6	6	6	6	5	3
	34	6	7	5	7	7	5

(7)

DISTRIBUTIONS OF HOUSEHOLDS IN SAMPLE FRAME
AND COMPLETED INTERVIEWS - PRAIRIES

		<u>Total</u>		<u>Rural</u>		<u>Urban</u>	
		<u>Frame</u>	<u>Comple- tions</u>	<u>Frame</u>	<u>Comple- tions</u>	<u>Frame</u>	<u>Comple- tions</u>
TOTAL REGION		(337,310)	(549)	(289,775)	(486)	(47,535)	(63)
		%	%	%	%	%	%
Manitoba		24	23	24	25	26	21
Sub-Provincial Region							
	60	4	3	4	3	5	3
	61	3	2	3	2	5	2
	62	6	6	6	6	9	6
	63	2	2	2	3	-	-
	64	-	-	-	-	-	-
	65	4	4	4	4	3	5
	66	4	4	4	4	4	5
	67	1	1	1	1	-	-
Saskatchewan		38	42	39	41	38	44
Sub-Provincial Region							
	70	7	9	8	9	6	3
	71	6	7	6	6	7	11
	72	7	5	6	5	11	9
	73	8	8	8	7	9	13
	74	10	13	11	14	5	8
	75	-	-	-	-	-	-
Alberta		37	35	38	35	36	35
Sub-Provincial Region							
	80	1	1	2	1	1	-
	81	4	5	4	5	4	6
	82	6	6	6	5	9	10
	83	1	1	1	1	1	-
	84	7	6	7	6	4	5
	85	8	8	9	10	1	-
	86	5	3	4	2	11	9
	87	5	5	5	5	5	5

(7)

DISTRIBUTIONS OF HOUSEHOLDS IN SAMPLE FRAME
AND COMPLETED INTERVIEWS - QUEBEC

	<u>Total</u>		<u>Rural</u>		<u>Urban</u>	
	<u>Frame</u>	<u>Comple- tions</u>	<u>Frame</u>	<u>Comple- tions</u>	<u>Frame</u>	<u>Comple- tions</u>
TOTAL REGION	(327,684)	(585)	(276,050)	(498)	(51,634)	(87)
	%	%	%	%	%	%
Quebec						
Sub-Provincial Region	40	10	11	10	10	16
	41	5	6	4	5	11
	42	23	27	22	26	36
	43	13	14	13	15	6
	44	5	7	6	7	6
	45	31	28	31	29	18
	46	6	5	6	5	5
	47	5	3	5	4	2
	48	2	-	3	-	-
	49	*	-	*	-	-

*less than 1%

DISTRIBUTIONS OF HOUSEHOLDS IN SAMPLE FRAME
AND COMPLETED INTERVIEWS - ONTARIO

	<u>Total</u>		<u>Rural</u>		<u>Urban</u>	
	<u>Frame</u>	<u>Comple- tions</u>	<u>Frame</u>	<u>Comple- tions</u>	<u>Frame</u>	<u>Comple- tions</u>
TOTAL REGION	(362,754)	(507)	(316,292)	(446)	(46,462)	(61)
	%	%	%	%	%	%
Ontario						
Sub-Provincial Region	50	22	27	22	22	30
	51	35	31	36	32	23
	52	29	30	29	31	23
	53	11	8	10	8	8
	54	3	4	3	2	16

(1)

DISTRIBUTIONS OF HOUSEHOLDS IN SAMPLE FRAME
AND COMPLETED INTERVIEWS - BRITISH COLUMBIA

	Total		Rural		Urban		
	Frame	Comple- tions	Frame	Comple- tions	Frame	Comple- tions	
TOTAL REGION	(134,448)	(475)	(114,903)	(404)	(19,545)	(71)	
	%	%	%	%	%	%	
British Columbia							
Sub-Provincial Region	90	4	6	4	6	5	4
	91	13	15	14	16	8	11
	92	21	20	20	20	25	23
	93	9	9	8	8	13	17
	94	12	14	14	15	4	7
	95	22	20	21	19	27	24
	96	14	11	14	12	13	8
	97	3	3	3	2	3	6
	98	2	2	2	2	2	-

8. Sample Characteristics

The specifications provided to us included a series of selected demographic characteristics for the total sample frame. These were provided in the form of aggregate tables (see Appendix A1). The sample consists of the population of households rather than total population of individuals living in the rural areas. Accordingly, the comparisons which follow between the total population in the sample frame and the results of the survey, are confined to the household characteristics requested. In reviewing these data it should be noted that the Statistics Canada data for the sample frame is based on 1976 Census information and that the survey data is unweighted.



	Atlantic		Quebec		Ontario		Prairies		B.C.	
	Frame (244,550) %	Survey (551) %	Frame (327,680) %	Survey (585) %	Frame (362,845) %	Survey (507) %	Frame (337,475) %	Survey (549) %	Frame (134,440) %	Survey (475) %
Total Households										
Tenure										
Own	89	92	81	87	83	86	84	90	79	84
Rent	11	8	19	13	17	14	16	10	21	16

Frame: See Appendix A2, Page 2.
Survey: Detailed Tables, Page 2;
Appendix A1

	Atlantic		Quebec		Ontario		Prairies		B.C.	
	Frame %	Survey %	Frame %	Survey %	Frame %	Survey %	Frame %	Survey %	Frame %	Survey %
Type of Dwelling										
Single/Semi-detached	87	95	81	90	90	95	86	96	75	88
Row	*	-	*	2	*	*	*	-	2	-
Duplex/Triplex	2	1	6	6	2	1	*	1	1	1
Apartment	2	*	5	*	4	*	2	*	4	1
All Other***	8	3	7	2	4	3	9	2	18	10

Frame: See Appendix A2, Page 3.
Survey: Detailed Tables, Page 3;
Appendix A1

Total Families	*(218,355)	(516)	(291,590)	(558)	(310,755)	(470)	(275,660)	(509)	(111,600)	(445)
-----------------------	------------	-------	-----------	-------	-----------	-------	-----------	-------	-----------	-------

	Atlantic		Quebec		Ontario		Prairies		B.C.	
	Frame	Survey	Frame	Survey	Frame	Survey	Frame	Survey	Frame	Survey
Household Size										
2 persons	30	27	29	27	35	31	35	33	37	43
3 persons	21	21	20	21	19	19	19	19	19	16
4 persons	20	25	21	24	22	26	21	25	23	22
5 persons	13	11	13	14	13	15	13	14	12	14
6 persons	7	10	8	7	7	6	7	6	5	4
7 persons	4	3	4	4	3	1	3	1	2	*
8 persons	2	2	3	2	1	*	1	*	*	*
9 or more	3	1	3	1	*	*	1	*	*	*

Frame: See Appendix A2, Page 2.
Survey: Detailed Tables, Page 2;
Appendix A1

* Base for Statistics Canada data is Total Families (excluding one person households). Therefore, survey data has been calculated on households with 2 or more persons.

** Less than 1%.

*** Statistics Canada data includes 'moveable' dwellings even if on foundations.



9. Sample Variances

For the majority of demographic characteristics included in the detailed tables (Appendix A), the sample variances are minimal. Examples of the relative sizes of the standard error applicable to various statistics are presented in the following table. All estimates assume a confidence interval of 95%.

<u>Characteristic</u>	<u>Standard Error</u>	<u>Estimate</u> (based on Total Sample N = 2667) %
<u>Tenure</u>		
Own	1.1	88 ± 1
<u>Type of Dwelling</u>		
Single/semi-detached	0.9	93 ± 1
<u>Perception of Way of Life</u> (as described by respondent)		
Rural	1.7	78 ± 2
<u>Location of Home</u> (as described by respondent)		
Isolated	1.05	16 ± 1
<u>Occupation of Respondent</u>		
Total Employed - Full and Part-Time	1.1	43 ± 1
<u>Marital Status of Respondent</u>		
Married	0.1	85 ± 0
<u>Education of Respondent</u>		
Public school only	0.0	28 ± 0
Secondary school only	0.5	54 ± 0
Any Post-Secondary	0.05	17 ± 0
<u>Language Spoken Most Often in Household</u>		
English	1.05	72 ± 1
French	1.4	25 ± 1
Other	0.4	2 ± 0



D FIELDWORK

1. Field Preparation

Field Supervisors were given a detailed telephone briefing on the survey by the Head Office Field Co-ordinator assigned to the project. All aspects of the study were covered in detail. Supervisors subsequently briefed interviewers at the local level.

2. Field Materials

As noted above the Appendix to this report contains the copies of interviewer assignments and questionnaires. In addition to the pre-assignment of male and female heads of households on each location, controls were developed to ensure equivalent assignment within each replicate of the nine basic versions of the questionnaire. As shown on the frequency distributions provided to DOC, equal percentages of the final sample completed each version.

3. Communication

A high level of written and telephone communication was maintained by Canadian Facts' Field Control with the external Field Supervisors throughout the study.



4. Field Verification

Telephone checkback interviews were conducted by the local field supervisor with one respondent on every location assigned. In addition one in every five interviews also was checked by telephone from Canadian Facts offices.

5. Cluster Size

The project specifications required a minimum of 400 interviews in each region for a total of 2,000 nationally. Based on the results of the pilot it was estimated that an average of three interviews could be obtained from each of the 700 locations required. The initial cluster size for the main survey was five households and two were held in reserve.

In order to allow for potential problems with winter weather and difficulties in obtaining access to locations 729 locations were allocated. Only a few required the use of the reserve households. The average yield number of completions achieved per location was 3.7. Table 3 shows the averages per file by region and Table 4 the distributions.



Table 3

Average Number of Completed Interviews Per Location

	<u>Total</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
Total	3.7	3.9	4.0	3.4	3.7	3.3
File -1	3.9	3.9	4.1	3.5	4.0	3.6
-2	3.5	4.1	3.7	3.3	3.0	3.3
-4	3.6	4.0	4.8	2.3	3.0	3.6
-5	3.5	3.7	3.8	3.5	3.5	3.3

Table 4

Distribution of Completed Interviews

	<u>Total</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
	(2667)	(551)	(585)	(507)	(549)	(475)
	%	%	%	%	%	%
File -1	44	41	73	36	55	7
-2	11	11	11	10	11	11
-4	2	2	4	2	*	4
-5	43	46	12	52	33	78

* less than 1%



6. Results of Field Contact

The 729 locations assigned provided a total of 3649 potential households. As shown in Table 5, 90% of these households were contacted and 83% qualified after screening for primary residence and filtering out of households which did not meet the pre-assignment qualification.

Refusal rates were relatively low. Completion rates based on contacts with qualifying households were 82% in British Columbia, 83% in Ontario, 90% in the Prairies and 91% in each of the Atlantic and Quebec regions (See Table 6).

The survey specifications called for one initial trip to each location and up to two call-backs. Despite the length of the interview the first trip yielded over 2000 completions, i.e., 76% of the final total and the second trip an additional 20%. Accordingly the third trip was discontinued part way through field implementation (See Table 7).



Table 5
Disposition of Assigned Households

	<u>Total</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
	(3649)	(717)	(729)	(740)	(737)	(726)
	%	%	%	%	%	%
Not Attempted	8	9	5	9	9	9
Attempted	92	91	95	91	91	91
Not Contacted (No one at home)	2	1	*	3	2	1
Contacted	90	90	94	88	89	90
Not Qualified						
- Not a primary residence	2	*	3	3	2	2
- No male/female head	5	4	3	3	5	8
Qualified	83	85	88	82	82	80

* Less than 1%



Table 6

Results of Household Contacts With Qualifying Households

	<u>Total</u>	<u>Atlantic</u>	<u>Quebec</u>	<u>Ontario</u>	<u>Prairies</u>	<u>British Columbia</u>
	(3035)	(606)	(639)	(610)	(608)	(579)
	%	%	%	%	%	%
Initial Refusal	5	3	4	7	4	6
Respondent Refusal	6	5	4	7	4	10
Respondent Not At Home	*	*	*	2	1	1
Termination	*	*	*	*	*	*
Completion	88	91	91	83	90	82

*Less than 1%



Table 7

Results of Household Attempts By Trip Number

	<u>Trip 1</u>	<u>Trip 2</u>	<u>Trip 3</u>
	(3649)	(1150)	(510)
	%	%	%
Not Attempted	3	11	57 *
Attempted	97	89	43
No One At Home	18	22	13
Not a Primary Residence	2	1	*
No Male/Female Head of Household	4	2	-
Initial Refusal	3	2	*
Respondent Not At Home	11	12	5
Respondent Refusal	3	4	3
Termination	*	*	*
Completion	56	46	20

1. Given the high completion rate achieved on the 1st and 2nd trips the 3rd trip was discontinued during field work.
* Less than 1%



7. Practical Fieldwork

Execution of a personal interview study in rural areas during winter months clearly presents a number of problems. During the month of January heavy storms and road closures in the Atlantic region delayed the field start. Similarly, bad weather on the Prairies affected the field schedule in that region.



E PROCESSING

1. Editing

All questionnaires were edited for acceptability according to the criteria of completeness and accuracy. Editors' checks included: consistency of answers, mechanical recording errors and missing information. Erroneous or missing entries were corrected only when the necessary information could be clearly and validly inferred from the existing entries in the field documents.

2. Coding

The coding format was finalized by the senior coder in conjunction with the project director and DOC. The code book is appended.

3. Computer Editing

The card cleaning process using Canadian Facts in-house G.A. computer was based on the following practice:



- All cards are cleaned and all errors are checked back to the questionnaire.
- All columns are cleaned to correct errors, missing illegal punches.
- All dependent questions are checked for answers by eligible respondents.
- Inter-related responses on all interviews are cross-checked for consistency and corrected when (and only when) it is determined that this can be done with validity.



F CONCLUDING REMARKS

This report contains tabulations of the basic section of the questionnaire. It should be noted that there is virtually no variance between the two replicates for any of the demographic characteristics. Similarly, the levels of non-response both for the overall survey and for specific questions are extremely low.

The pilot survey had indicated that, with some changes itemized earlier in this report, the methodology should produce acceptable levels of public co-operation and generate sufficient data on which to base meaningful conclusions. In fact the achievement on the final study reached or exceeded the expectations which arose from the pilot.

In conclusion the contribution to the project of both the participating members of the public and the interviewers should be acknowledged.



APPENDIX A1
BASIC DATA TABULATIONS



EXPLANATION OF NOTATIONS USED IN THE DETAILED TABLES

- * Frequency > 1
- Rounded Percent = 0
- Percent = 0

NOTES: Percentages derived from "actual" bases of less than 100 should be interpreted with caution.

Percentages derived from "actual" bases of less than 50 should be interpreted with extreme caution.

All sub-totals in the detailed tables are correct even though the items listed below any sub-total may not exactly add to the sub-total through computer "rounding" (applies to (1) weighted frequencies where decimal not shown or (2) where percent shown without decimal).

STANDARD DEVIATION

The Standard Deviation is calculated by taking the square root of the variance around the mean. It is a summary statistic of variation printed below the mean. The Standard Deviation gives an idea of the likely variation around the mean if we are simply considering the mean as a descriptive statistic. When Standard Deviation scores are small relative to the means, means can be taken as good representations of the individual scores.

STANDARD ERROR

The Standard Error is calculated by dividing the Standard Deviation by the square root of the sample size. The Standard Error indicates the likely deviations that can be expected, and therefore the confidence limits.

For example, mean ± 2 standard errors will include the "true mean" 95% of the time.

SHEET NO C7491 CANADIAN FACTS

- 1 YEARS LIVED IN AND OWNERSHIP OF HOME Q. 29/30
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 3 DESCRIPTION OF AREA AND WAY OF LIFE Q. 31
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 4 LOCATION OF HOME AND POPULATION OF COMMUNITY Q. 32/33
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 7 PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES Q. 34
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 14 NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS Q. 35
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 22 OCCUPATION AND EMPLOYMENT STATUS OF RESPONDENT Q. 37
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 24 MARITAL STATUS Q. 38-A)
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 25 OCCUPATION OF SPOUSE Q. 38-B
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 27 EDUCATIONAL ATTAINMENT Q. 39
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 28 AGE GROUP Q. 40
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 29 HOUSEHOLD INCOME Q. 41
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 30 LANGUAGE MOST OFTEN SPOKEN IN HOUSEHOLD Q. 42
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 31 TYPE OF DWELLING
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE
- 32 RESULT OF CONTACTS--RECORD OF CALLS
BASE TOTAL CONTACTS
BY REGION, TRIP AND REPLICATE

SHEET NO C7421 CANADIAN FACTS

33 RESULT OF CONTACTS--RECORD OF CALLS
BASE TOTAL CONTACTS
BY REPLICATE WITHIN REGION

YEARS LIVED IN AND OWNERSHIP OF HOME Q. 29/30
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE:

	TOTAL	REGION					REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
BASE FOR PERCENTAGES NUMBER OF YEARS LIVED IN HOME:	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
UNDER 1	190 7.1	13 2.4	39 6.7	40 7.9	35 6.4	63 13.3	97 7.2	73 7.0
1	163 6.1	22 4.0	37 6.3	32 6.3	35 6.4	37 7.8	74 5.5	80 6.7
2	183 6.9	35 6.4	37 6.3	39 7.7	27 4.9	45 9.5	93 7.0	70 6.3
3	198 7.4	31 5.6	47 8.0	43 8.5	54 9.2	43 9.1	114 8.7	82 6.2
4	137 5.1	26 4.7	39 6.7	23 4.5	22 4.0	27 5.7	67 5.0	70 5.3
5	151 5.7	33 6.0	40 6.8	21 4.1	25 4.6	32 6.7	65 4.9	86 6.5
6	112 4.2	25 4.5	18 3.1	18 3.6	22 4.0	29 6.1	63 4.7	49 3.7
7	115 4.3	34 6.2	19 3.2	21 4.1	17 3.1	24 5.1	61 4.6	54 4.1
8	109 4.1	24 5.1	26 4.4	20 3.9	18 3.3	17 3.6	56 4.2	53 4.0
9	52 1.9	12 2.2	8 1.4	15 3.0	4 1.5	6 1.0	24 1.8	24 2.1
10	84 3.1	16 2.9	9 1.5	24 4.7	19 3.5	16 3.4	43 3.2	41 3.1
11-15	244 10.9	62 11.2	56 9.6	53 10.5	72 13.1	45 9.5	135 10.1	153 11.5

(CONTINUED)

YEARS LIVED IN AND OWNERSHIP OF HOME D. 29/30
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REPLICATE:					BRITISH COLUMB.	REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PPAIRIE	FIRST		SECOND	
BASE FOR PERCENTAGES	2667	551	545	507	549	475	1338	1329	
NUMBER OF YEARS LIVED IN HOME:	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	
16-20	236 8.8	53 9.6	42 7.2	52 10.3	58 10.6	31 6.5	110 8.2	126 9.5	
21-25	154 5.8	35 6.4	40 6.8	32 6.3	31 5.6	16 3.4	77 5.8	77 5.8	
26-30	159 6.0	34 6.2	34 5.8	23 4.5	52 9.5	16 3.4	82 6.1	77 5.8	
31-35	93 3.5	21 3.8	24 4.1	15 3.0	18 3.3	15 3.2	39 2.9	54 4.1	
36-40	79 3.0	26 4.7	19 3.2	13 2.6	18 3.3	3 .6	42 3.1	37 2.8	
41-45	48 1.8	17 3.1	11 1.9	7 1.4	10 1.8	3 .6	31 2.3	17 1.3	
46-50	35 1.3	8 1.5	12 2.1	2 .4	10 1.8	3 .6	18 1.3	17 1.3	
50+	77 2.9	19 3.4	27 4.6	13 2.6	17 3.1	1 .2	43 3.2	34 2.6	
NOT STATED	2 .1	0 -	0 -	1 .2	1 .2	0 -	1 .1	1 .1	
REFUSED	1 .4	0 -	1 .2	0 -	0 -	0 -	1 .1	0 -	
DON'T KNOW	1 *	1 .2	0 -	0 -	0 -	0 -	0 -	1 .1	
HOME OWNERSHIP:									
OWN	2350 88.1	509 92.4	509 87.0	434 85.6	497 90.5	401 84.4	1191 89.0	1159 87.2	
RENT	316 11.8	42 7.6	75 12.8	73 14.4	52 9.5	74 15.6	146 10.9	170 12.8	
NOT STATED	1 *	0 -	1 .2	0 -	0 -	0 -	1 .1	0 -	

(* = PERCENT LESS THAN .05)
 0001

DESCRIPTION OF AREA AND WAY OF LIFE Q. 31
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
AREA:								
URBAN	395 14.8	84 15.2	53 9.1	87 17.2	86 15.7	85 17.9	210 15.7	185 13.9
RURAL	2258 84.7	465 84.4	528 90.3	419 82.6	462 84.2	384 80.8	1123 83.9	1135 85.4
SEMI-RURAL	13 .5	2 .4	4 .7	0 -	1 .2	6 1.3	4 .3	9 .7
DON'T KNOW	1 *	0 -	0 -	1 .2	0 -	0 -	1 .1	0 -
WAY OF LIFE:								
URBAN	555 20.8	90 16.3	133 22.7	106 20.9	119 21.7	107 22.5	300 22.4	255 19.2
RURAL	2077 77.9	460 83.5	442 75.6	392 77.3	423 77.0	360 75.8	1019 76.2	1058 79.6
BOTH	32 1.2	1 .2	10 1.7	6 1.2	7 1.3	8 1.7	16 1.2	16 1.2
DON'T KNOW	3 .1	0 -	0 -	3 .6	0 -	0 -	3 .2	0 -

(* = PERCENT LESS THAN .05)

0002

LOCATION OF HOME AND POPULATION OF COMMUNITY Q. 32/33
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLNTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
<u>LOCATION OF HOME:</u>								
ISOLATED	422 15.8	42 7.6	59 15.2	99 19.5	152 27.7	40 8.4	198 14.8	224 16.9
PART OF A COMMUNITY	2245 84.2 100.0	509 92.4 100.0	496 84.8 100.0	408 80.5 100.0	397 72.3 100.0	435 91.6 100.0	1140 85.2 100.0	1105 83.1 100.0
<u>POPULATION OF A COMMUNITY:</u>								
LESS THAN 50	151 5.7 6.7	12 2.2 2.3	21 3.6 4.2	47 8.3 10.3	44 8.0 11.1	32 6.7 7.4	81 6.1 7.1	70 5.3 6.3
50 - 99	137 5.1 6.1	33 6.0 6.5	23 3.9 4.6	38 7.5 9.3	21 3.8 5.3	22 4.6 5.1	70 5.2 6.1	67 5.0 6.1
100 - 149	97 3.6 4.3	20 3.6 3.9	8 1.4 1.6	38 7.5 9.3	22 4.0 5.5	9 1.9 2.1	52 3.9 4.6	45 3.4 4.1
150 - 199	76 2.8 3.4	23 4.2 4.5	13 2.2 2.6	12 2.4 2.9	17 3.1 4.3	11 2.3 2.5	36 2.7 3.2	40 3.0 3.6
200 - 249	137 5.1 6.1	26 4.7 5.1	16 2.7 3.2	46 9.1 11.3	23 4.2 5.8	26 5.5 6.0	65 4.9 5.7	77 5.4 6.5

(CONTINUED)

LOCATION OF HOME AND POPULATION OF COMMUNITY 4, 32/33
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE

	TOTAL	REPLICATE:					FIRST	SECOND
		ATLANTIC	QUEBEC	ONTARIO	PAIRIE	BRITISH COLUMB.		
PART OF A COMMUNITY	2245 84.2 100.0	530 92.4 100.0	496 84.8 100.0	408 80.5 100.0	397 72.3 100.0	435 91.6 100.0	1140 85.2 100.0	1105 83.1 100.0
250 - 299	54 2.2 2.6	14 2.5 2.7	11 1.9 2.2	4 .8 1.0	22 4.0 5.5	7 1.5 1.6	27 2.0 2.4	31 2.3 2.8
300 - 349	87 3.3 3.9	22 4.0 4.3	17 2.9 3.4	17 3.4 4.2	10 1.8 2.5	21 4.4 4.8	49 3.6 4.2	39 2.9 3.5
350 - 399	29 1.1 1.3	8 1.5 1.6	3 .5 .6	9 1.8 2.2	6 1.1 1.5	3 .6 .7	19 1.3 1.6	11 .8 1.0
400 - 499	87 3.3 3.9	22 4.0 4.3	5 .9 1.0	19 3.7 4.7	26 4.7 6.6	15 3.2 3.4	38 2.8 3.3	49 3.7 4.4
500 - 599	152 3.8 4.5	22 4.0 4.3	19 3.2 3.9	22 4.3 5.4	25 4.6 6.3	14 2.9 3.2	50 3.7 4.4	52 3.9 4.7
600 - 699	64 2.4 2.9	16 2.9 3.1	12 2.1 2.4	10 2.0 2.5	10 3.5 4.8	7 1.5 1.6	33 2.5 2.9	31 2.3 2.8
700 - 799	26 1.0 1.2	5 .9 1.0	9 1.5 1.8	2 .4 .5	9 1.6 2.3	1 .2 .2	10 .7 .9	16 1.2 1.4
800 - 899	60 2.2 2.7	13 2.4 2.6	19 3.2 3.9	7 1.4 1.7	17 3.1 4.3	4 .8 .9	29 2.2 2.5	31 2.3 2.8
900 - 999	10 .7 .	5 1.6 1.8	5 .9 1.0	0 - -	4 .7 1.0	1 .2 .2	7 .5 .6	12 .9 1.1
1000 - 1499	205 7.7 7.1	55 10.0 10.8	69 11.8 13.9	27 5.3 6.6	39 7.1 9.8	15 3.2 3.5	95 7.1 8.3	110 8.3 11.0

LOCATION OF HOME AND POPULATION OF COMMUNITY Q. 32/33
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REGION					REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
PART OF A COMMUNITY	2245 84.2 100.0	509 92.4 100.0	496 84.8 100.0	408 80.5 100.0	397 72.3 100.0	435 91.6 100.0	1140 85.2 100.0	1105 83.1 100.0
1500 - 1999	119 4.5 5.3	22 4.0 4.3	42 7.2 8.5	20 3.9 4.9	20 3.6 5.0	15 3.2 3.5	57 4.3 5.0	62 4.7 5.6
2000 - 2499	139 5.2 6.2	33 6.0 6.5	53 9.1 10.7	18 3.6 4.4	14 2.6 3.5	21 4.4 4.8	64 4.8 5.6	75 5.6 6.8
2500 - 2999	75 2.8 3.3	9 1.6 1.8	18 3.1 5.6	14 2.8 3.4	13 2.4 3.3	21 4.4 4.8	42 3.1 3.7	33 2.5 3.0
3000 - 3999	80 3.0 3.6	10 1.8 2.0	37 6.3 7.5	9 1.6 2.2	4 .7 1.0	20 4.2 4.6	45 3.4 3.9	35 2.6 3.2
4000 - 4999	39 1.5 1.7	7 1.3 1.4	15 2.6 3.0	2 .4 .5	4 .7 1.0	11 2.3 2.5	25 1.9 2.2	14 1.1 1.3
5000 - 9995	73 2.7 3.3	11 2.0 2.2	21 3.6 4.3	4 .8 1.0	4 .7 1.0	33 6.9 7.6	40 3.0 3.5	33 2.5 3.0
9996 AND OVER	57 2.1 2.5	5 .9 1.0	3 .5 .6	7 1.4 1.7	2 .4 .5	40 8.4 9.2	26 1.9 2.3	31 2.3 2.8
NOT STATED	328 12.3 14.6	112 20.3 22.0	57 9.7 11.5	41 8.1 10.0	32 5.8 4.1	86 18.1 19.2	182 13.6 16.0	146 11.0 13.2

FOOTNOTE - 'POPULATION OF A COMMUNITY' IS PERCENTAGED FIRST ON TOTAL AND SECOND ON 'PART OF A COMMUNITY'

PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES Q. 34
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REPLICATE:					FIRST	SECOND
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.		
BASE FOR PERCENTAGES YOUR NEAREST NEIGHBOUR	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
UNDER 100 YARDS	1790 67.1	436 79.1	485 82.9	330 65.1	183 33.3	356 75.0	891 66.6	899 67.6
OVER 100 YARDS TO LESS THAN QUARTER MILE	559 21.0	102 18.5	86 14.7	144 28.4	138 25.1	89 18.7	287 21.4	272 20.5
QUARTER MILE TO LESS THAN HALF MILE	141 5.3	11 2.0	10 1.7	26 5.1	81 14.8	13 2.7	69 5.2	72 5.4
HALF MILE TO LESS THAN ONE MILE	115 4.3	2 .4	3 .5	6 1.2	99 18.0	5 1.1	65 4.9	50 3.8
ONE MILE TO LESS THAN FIVE MILES	57 2.1	0 -	1 .2	1 .2	47 8.6	8 1.7	26 1.9	31 2.3
FIVE MILES TO LESS THAN TEN MILES	3 .1	0 -	0 -	0 -	0 -	3 .6	0 -	3 .2
TEN MILES TO LESS THAN THIRTY MILES	1 *	0 -	0 -	0 -	1 .2	0 -	0 -	1 .1
THIRTY MILES TO LESS THAN SIXTY MILES	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SIXTY MILES OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
DON'T KNOW/NOT STATED	1 .1	0 -	0 -	0 -	0 -	1 .2	0 -	1 .1

(* = PERCENT LESS THAN .05)

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PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES W. 34
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REPLICATE:					FIRST	SECOND
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.		
BASE FOR PERCENTAGES NEAREST GROCERY STORE	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
UNDER 100 YARDS	110 4.1	27 4.9	32 5.5	18 3.6	13 2.4	20 4.2	50 3.7	60 4.5
OVER 100 YARDS TO LESS THAN QUARTER MILE	538 20.2	140 25.4	137 23.4	77 15.2	86 15.7	98 20.6	255 19.1	283 21.3
QUARTER MILE TO LESS THAN HALF MILE	314 11.8	84 15.2	61 10.4	56 11.0	42 7.6	71 14.9	150 11.2	164 12.3
HALF MILE TO LESS THAN ONE MILE	322 12.1	78 14.2	83 14.2	63 12.4	33 6.0	65 13.7	161 12.0	161 12.1
ONE MILE TO LESS THAN FIVE MILES	945 35.4	170 30.9	253 43.2	212 41.8	162 29.5	148 31.2	513 38.3	432 32.5
FIVE MILES TO LESS THAN TEN MILES	295 11.1	36 6.5	17 2.9	62 12.2	145 26.4	35 7.4	148 11.1	147 11.1
TEN MILES TO LESS THAN THIRTY MILES	134 5.0	16 2.9	2 .4	18 3.6	61 11.1	37 7.8	59 4.4	75 5.6
THIRTY MILES TO LESS THAN SIXTY MILES	6 .2	0 -	0 -	0 -	5 .9	1 .2	1 .1	5 .4
SIXTY MILES OR MORE	1 *	0 -	0 -	0 -	1 .2	0 -	1 .1	0 -
DON'T KNOW/NOT STATED	2 .1	0 -	0 -	1 .2	1 .2	0 -	0 -	2 .2

(* = PERCENT LESS THAN .05)

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PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES Q. 34
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES NEAREST ELEMENTARY SCHOOL	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
UNDER 100 YARDS	53 2.0	7 1.3	22 3.8	4 .8	12 2.2	6 1.7	17 1.3	36 2.7
OVER 100 YARDS TO LESS THAN QUARTER MILE	312 11.7	68 12.3	67 11.4	39 7.7	68 12.4	70 14.7	155 11.6	157 11.8
QUARTER MILE TO LESS THAN HALF MILE	281 10.5	69 12.5	55 9.4	52 10.2	35 6.4	70 14.7	127 9.5	154 11.6
HALF MILE TO LESS THAN ONE MILE	309 11.6	77 14.0	83 14.2	38 7.5	37 6.7	74 15.6	139 10.4	170 12.8
ONE MILE TO LESS THAN FIVE MILES	1041 39.0	204 37.0	318 54.4	225 44.4	131 23.8	163 34.3	553 41.3	488 36.7
FIVE MILES TO LESS THAN TEN MILES	421 15.8	80 14.5	26 4.4	111 21.9	150 27.3	54 11.4	211 15.7	210 15.8
TEN MILES TO LESS THAN THIRTY MILES	230 8.6	40 7.3	14 2.4	31 6.1	112 20.4	33 7.0	128 9.6	102 7.7
THIRTY MILES TO LESS THAN SIXTY MILES	12 .5	6 1.1	0 -	3 .6	2 .4	1 .2	3 .2	9 .7
SIXTY MILES OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
DON'T KNOW/NOT STATED	8 .3	0 -	0 -	4 .8	2 .4	2 .4	5 .4	3 .2

PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES Q. 34
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEREC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES LOCAL POLICE DETACHMENT	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1335 100.0	1329 100.0
UNDER 100 YARDS	9 .3	0 -	1 .2	2 .4	2 .4	4 .8	1 .1	3 .6
OVER 100 YARDS TO LESS THAN QUARTER MILE	80 3.0	10 1.8	9 1.5	12 2.4	27 4.9	22 4.6	39 2.9	41 3.1
QUARTER MILE TO LESS THAN HALF MILE	91 3.4	12 2.2	5 .8	20 3.9	16 2.9	38 8.0	51 3.8	40 3.0
HALF MILE TO LESS THAN ONE MILE	95 3.6	20 3.6	6 1.0	16 3.2	21 3.8	32 6.7	44 3.3	51 3.8
ONE MILE TO LESS THAN FIVE MILES	583 21.9	135 24.5	115 19.7	134 26.4	52 9.5	147 31.0	297 22.2	286 21.5
FIVE MILES TO LESS THAN TEN MILES	625 23.4	105 19.0	154 26.3	133 26.2	104 18.9	129 27.2	329 24.6	296 22.3
TEN MILES TO LESS THAN THIRTY MILES	1030 38.6	224 40.7	266 45.5	172 33.9	273 49.7	95 20.0	509 38.0	521 39.2
THIRTY MILES TO LESS THAN SIXTY MILES	143 5.4	43 7.8	29 5.0	13 2.6	51 9.3	7 1.5	62 4.6	81 6.1
SIXTY MILES OR MORE	3 .1	1 .2	0 -	0 -	1 .2	1 .2	0 -	3 .2
DON'T KNOW/NOT STATED	8 .3	1 .2	0 -	5 1.0	2 .4	0 -	6 .5	2 .2

PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES 9. 34
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLNTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES LOCAL FIRE DEPARTMENT	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
UNDER 100 YARDS	28 1.0	3 .5	13 2.2	3 .6	4 .7	5 1.0	12 .9	16 1.2
OVER 100 YARDS TO LESS THAN QUARTER MILE	237 8.9	62 11.3	58 9.9	17 3.3	49 8.9	51 10.7	115 8.6	122 9.2
QUARTER MILE TO LESS THAN HALF MILE	254 9.5	64 11.6	47 8.0	40 7.9	42 7.7	61 12.8	125 9.3	129 9.7
HALF MILE TO LESS THAN ONE MILE	264 9.9	67 12.2	55 9.4	51 10.0	38 6.9	53 11.2	119 8.9	145 10.9
ONE MILE TO LESS THAN FIVE MILES	960 36.0	198 35.9	285 48.7	204 40.2	97 17.7	176 37.1	518 38.7	442 33.3
FIVE MILES TO LESS THAN TEN MILES	522 19.6	97 17.6	93 15.9	126 24.9	134 24.4	72 15.2	260 19.4	262 19.7
TEN MILES TO LESS THAN THIRTY MILES	345 12.9	47 8.5	32 5.5	52 10.3	161 29.3	53 11.2	161 12.0	184 13.8
THIRTY MILES TO LESS THAN SIXTY MILES	37 1.4	12 2.2	2 .4	2 .4	19 3.5	3 .6	14 1.1	23 1.7
SIXTY MILES OR MORE	7 .3	0 -	0 -	5 1.0	2 .4	0 -	6 .5	1 .1
DON'T KNOW/HOT STATED	13 .5	1 .2	0 -	7 1.4	4 .7	1 .2	8 .6	5 .4

PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES Q. 34
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES NEAREST HOSPITAL	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
UNDER 100 YARDS	4 .1	1 .2	0 -	1 .2	2 .3	0 -	1 .1	3 .2
OVER 100 YARDS TO LESS THAN QUARTER MILE	37 1.4	4 .7	0 -	4 .8	15 2.9	15 2.7	20 1.5	17 1.3
QUARTER MILE TO LESS THAN HALF MILE	47 1.8	7 1.3	1 .2	8 1.6	19 3.4	12 2.5	34 2.5	13 1.0
HALF MILE TO LESS THAN ONE MILE	83 3.1	15 2.7	3 .5	13 2.5	35 6.4	17 3.6	45 3.4	38 2.8
ONE MILE TO LESS THAN FIVE MILES	330 12.4	62 11.2	49 8.4	59 11.6	58 10.6	102 21.5	174 13.0	156 11.7
FIVE MILES TO LESS THAN TEN MILES	517 19.4	97 17.6	107 18.3	111 21.9	91 16.6	111 23.4	282 21.1	235 17.7
TEN MILES TO LESS THAN THIRTY MILES	1236 46.4	213 38.7	341 58.3	257 50.7	264 48.1	161 33.9	503 44.3	643 48.4
THIRTY MILES TO LESS THAN SIXTY MILES	347 13.0	114 21.4	76 13.0	40 7.9	63 11.5	50 10.5	154 11.5	193 14.5
SIXTY MILES OR MORE	65 2.4	34 6.2	8 1.3	14 2.8	1 .2	8 1.7	35 2.6	30 2.3
DON'T KNOW/NOT STATED	1 *	0 -	0 -	0 -	0 -	1 .2	0 -	1 .1

(* = PERCENT LESS THAN .05)
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PROXIMITY OF HOME TO VARIOUS PLACES AND SERVICES Q. 34
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REGION					REPLICATE:	
		ATLNTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
BASE FOR PERCENTAGES NEAREST CITY -----	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
UNDER 100 YARDS	21 .8	2 .3	0 -	1 .2	0 -	18 3.8	7 .5	14 1.0
OVER 100 YARDS TO LESS THAN QUARTER MILE	6 .2	0 -	0 -	3 .6	1 .2	2 .4	5 .4	1 .1
QUARTER MILE TO LESS THAN HALF MILE	14 .5	7 1.3	2 .3	5 1.0	0 -	0 -	11 .8	3 .2
HALF MILE TO LESS THAN ONE MILE	15 .6	2 .4	6 1.0	1 .2	2 .4	4 .7	8 .6	7 .5
ONE MILE TO LESS THAN FIVE MILES	166 6.2	12 2.2	80 13.7	21 4.1	3 .5	50 10.5	101 7.5	65 4.9
FIVE MILES TO LESS THAN TEN MILES	284 10.6	22 4.0	143 24.5	27 5.3	14 2.6	78 16.4	151 11.3	133 10.0
TEN MILES TO LESS THAN THIRTY MILES	327 31.0	64 11.6	274 46.8	259 51.1	190 19.2	130 27.4	391 29.2	436 32.8
THIRTY MILES TO LESS THAN SIXTY MILES	527 23.5	143 25.9	66 11.3	137 27.0	183 33.3	98 20.6	307 23.0	320 24.1
SIXTY MILES OR MORE	700 26.3	299 54.3	14 2.4	49 9.7	244 44.4	94 19.3	352 26.3	348 26.2
DON'T KNOW/NOT STATED	7 .3	0 -	0 -	4 .8	2 .4	1 .2	5 .4	2 .2

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS Q. 35
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES UNDER 5 YEARS OF AGE	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
ONE	353 13.2	82 14.9	91 15.5	64 12.6	69 12.5	47 9.9	179 13.4	174 13.1
TWO	156 5.8	26 4.7	39 6.7	30 5.9	39 7.1	22 4.6	81 6.1	75 5.6
THREE	18 .7	6 1.1	4 .7	4 .8	2 .4	2 .4	8 .6	10 .8
FOUR	5 .2	0 -	2 .3	1 .2	1 .2	1 .2	2 .1	3 .2
FIVE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SIX	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SEVEN	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
EIGHT	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NINE OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	2135 80.1	437 79.3	449 76.8	408 80.5	438 79.8	403 84.9	1068 79.8	1067 80.3

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS 0. 35
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REGION					REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
BASE FOR PERCENTAGES 5 TO 14 YEARS	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
ONE	445 16.7	93 16.9	110 18.8	82 16.2	97 17.7	63 13.3	228 17.0	217 16.3
TWO	356 13.3	91 16.5	69 11.8	61 12.0	60 12.6	66 13.9	173 12.9	183 13.8
THREE	110 4.1	27 4.9	19 3.3	21 4.1	28 5.1	15 3.1	52 3.9	53 4.4
FOUR	25 .9	9 1.6	6 1.0	4 .8	4 .7	2 .4	12 .9	13 1.0
FIVE	2 .1	1 .2	0 -	1 .2	0 -	0 -	0 -	2 .1
SIX	2 .1	2 .4	0 -	0 -	0 -	0 -	0 -	2 .1
SEVEN	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
EIGHT	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NINE OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	1727 64.8	328 59.5	381 65.1	338 66.7	351 63.9	329 69.3	873 65.3	854 64.3

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS 15 TO 24
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REGION					REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
BASE FOR PERCENTAGES 15 TO 24 YEARS	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
ONE	503 18.9	105 19.0	100 17.1	98 19.3	110 20.0	90 19.0	247 18.5	256 19.3
TWO	338 12.7	67 12.2	81 13.8	76 15.0	63 11.5	51 10.7	172 12.9	166 12.5
THREE	99 3.7	25 4.5	29 5.0	20 3.9	15 2.7	10 2.1	55 4.1	44 3.3
FOUR	33 1.2	6 1.1	15 2.6	5 1.0	4 .7	3 .6	22 1.6	11 .8
FIVE	9 .3	1 .2	7 1.2	0 -	1 .2	0 -	6 .4	3 .2
SIX	3 .1	0 -	2 .3	0 -	0 -	1 .2	1 .1	2 .2
SEVEN	0 -	1 -	0 -	0 -	0 -	0 -	0 -	0 -
EIGHT	1 .1	1 .2	0 -	0 -	0 -	0 -	1 .1	0 -
NINE OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	1681 63.0	346 62.8	351 60.0	308 60.8	356 64.9	320 67.4	834 62.3	847 63.7

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS Q. 35
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REPLICATES:					BRITISH COLUMB.	FIRST	SECOND
		ATLANTIC	QUEBEC	ONTARIO	PRASIE				
BASE FOR PERCENTAGES 25 TO 44 YEARS	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0	
ONE	452 16.9	104 18.9	119 20.3	83 16.3	77 14.0	69 14.5	238 17.8	214 16.1	
TWO	951 35.7	195 35.4	228 39.0	191 37.7	183 33.3	154 32.4	471 35.7	430 36.1	
THREE	17 .6	4 .7	5 .8	6 1.2	1 .2	1 .2	6 .4	11 .8	
FOUR	2 .1	1 .2	1 .2	0 -	0 -	0 -	1 .1	1 .1	
FIVE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
SIX	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
SEVEN	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
EIGHT	1 *	1 .2	0 -	0 -	0 -	0 -	1 .1	0 -	
NINE OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -	
NONE	1244 46.7	246 44.6	232 39.7	227 44.8	288 52.5	251 52.9	621 46.4	623 46.9	

(* = PERCENT LESS THAN .05)

0314

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS Q. 35
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REGION					REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
BASE FOR PERCENTAGES 45 TO 54 YEARS	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
ONE	381 14.3	90 16.3	76 13.0	65 12.8	94 17.1	56 11.8	195 14.6	186 14.0
TWO	279 10.5	47 8.5	55 9.4	52 10.3	63 11.5	62 13.0	145 10.8	134 10.1
THREE	2 .1	1 .2	0	0	1 .2	0	1 .1	1 *
FOUR	1 *	0	1 .2	0	0	0	0	1 .1
FIVE	0	0	0	0	0	0	0	0
SIX	0	0	0	0	0	0	0	0
SEVEN	0	0	0	0	0	0	0	0
EIGHT	0	0	0	0	0	0	0	0
NINE OR MORE	0	0	0	0	0	0	0	0
NONE	2004 75.1	413 75.0	453 77.4	390 76.9	391 71.2	357 75.2	997 74.5	1007 75.3

(* = PERCENT LESS THAN .05)
 3015

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS 0. 35
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLNTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES 55 TO 64 YEARS	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
ONE	395 14.8	96 17.4	74 12.6	64 12.6	72 16.7	69 14.5	189 14.1	206 15.5
TWO	247 9.3	48 8.7	56 9.6	53 10.5	42 7.7	48 10.1	123 9.2	124 9.3
THREE	2 .1	0 -	1 .2	0 -	1 .2	0 -	2 .2	0 -
FOUR	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
FIVE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SIX	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SEVEN	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
EIGHT	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NINE OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	2223 75.8	407 73.9	454 77.6	390 76.9	414 75.4	358 75.4	1024 76.5	999 75.2

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS Q. 35
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REGION					REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
BASE FOR PERCENTAGES 65 YEARS AND OVER	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
ONE	335 12.6	66 12.0	68 11.6	50 9.9	97 15.8	64 13.5	161 12.0	174 13.1
TWO	243 9.1	63 11.4	50 8.6	37 7.3	47 8.6	46 9.7	126 9.4	117 8.8
THREE	8 .3	1 .2	6 1.0	0 -	0 -	1 .2	4 .3	4 .3
FOUR	3 .1	2 .4	0 -	0 -	1 .2	0 -	2 .2	1 .1
FIVE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SIX	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
SEVEN	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
EIGHT	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NINE OR MORE	0 -	0 -	0 -	0 -	0 -	0 -	0 -	0 -
NONE	2078 77.9	419 76.0	461 78.8	420 82.8	414 75.4	364 76.6	1045 78.1	1033 77.7

NUMBER OF PERSONS IN HOUSEHOLD BELONGING TO VARIOUS AGE GROUPS Q. 35
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REPLICATE:					FIRST	SECOND
		ATLNTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.		
BASE FOR PERCENTAGES	2667	551	585	507	549	475	1338	1329
TOTAL NUMBER IN HOUSEHOLD	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ONE	169 6.3	35 6.4	27 4.6	37 7.3	40 7.3	30 6.3	92 6.9	77 5.8
TWO	795 29.8	139 25.2	150 25.7	146 28.8	169 30.8	191 40.2	392 29.3	403 30.3
THREE	482 18.1	106 19.2	120 20.5	88 17.3	97 17.6	71 14.9	239 17.9	243 18.3
FOUR	616 23.1	130 23.6	134 22.9	125 24.7	129 23.5	98 20.6	311 23.2	305 22.9
FIVE	337 12.6	54 9.8	78 13.3	72 14.2	70 12.7	63 13.3	154 11.5	183 13.8
SIX	169 6.3	54 9.8	40 6.8	29 5.7	30 5.5	16 3.4	99 7.4	70 5.3
SEVEN	52 1.9	14 2.5	21 3.6	6 1.2	7 1.3	4 .9	27 2.0	25 1.9
EIGHT	26 1.0	11 2.0	9 1.5	2 .4	3 .5	1 .2	12 .9	14 1.0
NINE	11 .4	4 .7	3 .5	1 .2	2 .4	1 .2	4 .3	7 .5
TEN	4 .2	1 .2	1 .2	1 .2	1 .2	0 -	3 .2	1 .1
ELEVEN	2 .1	1 .2	0 -	0 -	1 .2	0 -	1 .1	1 .1
TWELVE	4 .2	2 .4	2 .4	0 -	0 -	0 -	4 .3	0 -

OCCUPATION AND EMPLOYMENT STATUS OF RESPONDENT N. 37
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLNTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
<u>OCCUPATION</u>								
PROFESSIONAL	106 4.0	20 3.6	23 3.9	22 4.3	16 2.9	25 5.3	60 4.5	46 3.5
EXECUTIVE/OWNERS/MANAGERS	112 4.2	21 3.8	23 3.9	25 4.9	17 3.1	26 5.5	67 5.0	45 3.4
SALES	37 1.4	9 1.5	3 .5	13 2.6	7 1.3	6 1.3	22 1.6	15 1.1
CLERICAL WORKERS	126 4.7	31 5.6	26 4.4	24 4.7	23 4.2	22 4.6	63 4.7	63 4.7
SKILLED LABOUR	422 15.8	77 14.0	95 16.2	100 19.7	50 9.1	100 21.1	205 15.3	217 16.3
UNSKILLED LABOUR	194 7.3	53 9.6	49 8.4	41 8.1	21 3.8	30 6.3	94 7.0	100 7.5
FARMER	256 9.6	3 .5	43 7.4	39 7.7	151 27.5	20 4.2	137 10.2	119 9.0
RETIRED	338 12.7	95 17.2	66 11.3	52 10.3	54 9.8	71 14.9	169 12.6	169 12.7
UNEMPLOYED	87 3.3	33 6.0	27 4.6	16 3.2	2 .4	9 1.9	45 3.4	42 3.2
HOMEMAKER	977 36.6	207 37.6	228 39.0	170 33.5	207 37.7	165 34.7	470 35.1	507 38.1
STUDENT	9 .3	1 .2	2 .3	4 .8	1 .2	1 .2	5 .4	4 .3
REFUSED/NOT STATED	3 .1	2 .4	0 -	1 .2	0 -	0 -	1 .1	2 .2

(CONTINUED)

OCCUPATION AND EMPLOYMENT STATUS OF RESPONDENT Q. 37
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
EMPLOYMENT STATUS								
FULL-TIME	930 33.7	143 26.0	205 35.0	192 37.9	196 35.7	164 34.5	466 34.3	434 32.7
PART-TIME	238 8.9	51 9.3	51 8.7	54 10.7	34 6.2	48 10.1	120 9.0	118 8.9
REFUSED	1 *	0 -	1 .2	0 -	0 -	0 -	1 .1	0 -
NOT STATED	114 4.3	14 3.4	5 .9	18 3.6	55 10.0	17 3.6	61 4.6	53 4.0

(* = PERCENT LESS THAN .05)
 2019

MARITAL STATUS Q. 38-A)
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES	2667	551	585	507	549	475	1338	1329
MARITAL STATUS	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MARRIED	2281 85.5	464 84.2	516 88.2	425 83.8	473 86.1	403 84.9	1145 85.6	1136 85.5
SINGLE	141 5.3	27 4.9	30 5.1	31 6.1	25 4.6	28 5.9	76 5.7	65 4.9
SEPARATED	37 1.4	10 1.8	4 .7	4 .8	8 1.5	11 2.3	19 1.4	18 1.3
WIDOWED	176 6.6	47 8.5	33 5.6	38 7.5	38 6.9	20 4.2	86 6.4	90 6.8
DIVORCED	25 .9	3 .6	1 .2	7 1.4	3 .5	11 2.3	11 .8	14 1.0
COMMON LAW	7 .3	0 -	1 .2	2 .4	2 .4	2 .4	1 .1	6 .5

0020

OCCUPATION OF SPOUSE Q. 3F-B
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	REPLICATE:					FIRST	SECOND
		ATLANTIC	QUEBEC	ONTARIO	PAIRIEF	BRITISH COLUMB.		
BASE FOR PERCENTAGES	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	675 100.0	1338 100.0	1329 100.0
<u>OCCUPATION</u>								
PROFESSIONAL	87 3.3	13 2.4	12 2.1	22 4.3	21 3.8	19 4.0	38 2.8	49 3.7
EXECUTIVE/OWNERS/MANAGERS	127 4.8	31 5.6	21 3.6	27 5.3	27 4.9	21 4.4	68 5.1	59 4.4
SALES	34 1.3	5 .9	11 1.9	9 1.8	6 1.1	3 .6	22 1.6	12 .9
CLERICAL WORKERS	129 4.8	27 4.9	30 5.1	24 4.7	20 3.6	28 5.9	59 4.4	70 5.3
SKILLED LABOUR	465 17.4	95 17.2	98 16.8	117 23.1	53 9.7	102 21.5	226 16.9	239 18.0
UNSKILLED LABOUR	166 6.2	36 6.9	42 7.2	36 7.1	22 4.0	28 5.9	79 5.9	87 6.5
FARMER	219 8.2	9 1.6	48 8.2	29 5.7	124 22.6	9 1.9	115 8.6	104 7.8
RETIRED	207 7.8	58 10.5	44 7.5	30 5.9	27 4.9	48 10.1	97 7.2	110 8.3
UNEMPLOYED	38 1.4	13 2.4	15 2.6	7 1.4	2 .4	1 .2	21 1.6	17 1.3
HOMEMAKER	812 30.4	175 31.8	195 33.3	126 24.9	171 31.1	145 30.5	419 31.3	393 29.6
STUDENT	3 .1	0 -	1 .2	0 -	1 .2	1 .2	1 .1	2 .2
REFUSED/NOT STATED	1 *	0 -	0 -	0 -	1 .2	0 -	1 .1	0 -

(CONTINUED)

OCCUPATION OF SPOUSE Q. 38-P
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
<u>EMPLOYMENT STATUS</u>								
FULL-TIME	1003 37.6	181 32.8	227 38.8	215 42.4	193 35.2	187 39.4	485 36.2	513 39.0
PART-TIME	168 6.3	30 5.4	34 5.8	41 8.1	40 7.3	23 4.8	90 6.7	78 5.9
NOT STATED	56 2.1	7 1.3	1 .2	8 1.6	40 7.3	0 -	32 2.4	24 1.8

(* = PERCENT LESS THAN .05)
 0021

EDUCATIONAL ATTAINMENT Q. 30
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE

	TOTAL	REPLICATE:					BRITISH COLUMB.	FIRST	SECOND
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE				
BASE FOR PERCENTAGES EDUCATIONAL ATTAINMENT	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0	
SOME PUBLIC/ELEMENTARY GRADES	409 15.3	102 18.5	166 28.4	50 9.9	55 10.0	36 7.6	204 15.2	235 15.4	
COMPLETED PUBLIC/ELEMENTARY GRADES	334 12.5	52 9.4	100 17.1	71 14.0	70 12.7	41 8.6	170 12.7	164 12.4	
SOME SECONDARY/HIGH SCHOOL	861 32.3	214 38.7	133 22.7	188 37.1	181 32.9	145 30.5	450 33.6	411 30.9	
COMPLETED SECONDARY/HIGH SCHOOL	577 21.6	112 20.3	111 19.0	99 19.5	130 23.7	125 26.3	273 20.8	299 22.5	
SOME TECHNICAL/SENIOR COLLEGE	78 2.9	7 1.3	15 2.6	13 2.6	12 2.2	31 6.5	45 3.4	33 2.5	
COMPLETED TECHNICAL/SENIOR COLLEGE	203 7.6	29 5.3	36 6.1	42 8.3	58 10.6	38 8.0	99 7.4	104 7.8	
SOME UNIVERSITY	72 2.7	8 1.5	5 .9	15 2.9	17 3.1	27 5.7	20 2.1	44 3.3	
COMPLETED UNIVERSITY	85 3.2	18 3.3	14 2.4	19 3.7	12 2.2	22 4.6	46 3.4	39 2.9	
SOME POST-GRADUATE	5 .2	1 .2	0 -	2 .4	2 .4	0 -	2 .1	3 .2	
COMPLETED POST-GRADUATE	25 .9	3 .5	2 .3	7 1.4	7 1.3	6 1.3	12 .9	13 1.0	
NO FORMAL SCHOOLING	12 .5	3 .5	3 .5	0 -	3 .5	3 .7	2 .2	10 .8	
REFUSED	4 .2	0 -	0 -	1 .2	2 .4	1 .2	1 .1	3 .2	
NOT STATED	2 .1	2 .4	0 -	0 -	0 -	0 -	1 .1	1 .1	

AGE GROUP Q. 40
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES AGE GROUP	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
18 TO 24	154 5.8	26 4.7	30 5.1	42 8.3	34 6.2	22 4.6	80 6.0	74 5.6
25 TO 34	638 23.9	123 22.3	166 28.4	124 24.4	117 21.3	108 22.7	317 23.7	321 24.2
35 TO 44	511 19.1	103 18.7	112 19.1	102 20.1	100 18.2	94 19.8	257 19.2	254 19.1
45 TO 54	469 17.6	100 18.2	89 15.2	82 16.2	108 19.7	90 19.0	240 17.9	229 17.2
55 AND OVER	877 32.9	195 35.4	186 31.8	153 30.2	188 34.2	155 32.6	433 32.4	444 33.4
REFUSED	15 .6	4 .7	2 .4	1 .2	2 .4	6 1.3	5 .5	7 .5
NOT STATED	3 .1	0 -	0 -	3 .6	0 -	0 -	3 .2	9 -

HOUSEHOLD INCOME Q. 41
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE

	TOTAL	PRITISH COLUMB.					REPLICATE:	
		ATLNTIC	QUEBEC	ONTARIO	PRAIRIE	FIRST	SECOND	
BASE FOR PERCENTAGES HOUSEHOLD INCOME	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
LESS THAN \$1,500 PER YEAR	31 1.1	5 .9	8 1.4	6 1.2	5 .9	7 1.5	18 1.3	13 1.0
\$1,500 - \$2,999 PER YEAR	45 1.7	17 3.1	6 1.0	5 1.0	13 2.4	4 .8	20 1.5	25 1.9
\$3,000 - \$4,999 PER YEAR	111 4.2	21 3.8	28 4.8	22 4.3	20 3.7	20 4.2	67 5.0	44 3.3
\$5,000 - \$7,499 PER YEAR	201 7.5	63 11.4	53 9.1	23 4.5	35 6.4	27 5.7	90 6.7	111 8.4
\$7,500 - \$9,999 PER YEAR	226 8.5	52 9.4	68 11.6	30 5.9	44 8.0	32 6.7	109 8.1	117 8.8
\$10,000 - \$12,499 PER YEAR	243 9.1	65 11.8	64 10.9	41 8.1	45 8.2	28 5.9	122 9.1	121 9.1
\$12,500 - \$14,999 PER YEAR	224 8.4	56 10.2	68 11.6	40 7.9	34 6.2	26 5.5	136 10.2	68 6.6
\$15,000 - \$17,499 PER YEAR	226 8.5	64 11.6	48 8.2	51 10.1	39 7.1	24 5.1	123 9.2	103 7.8
\$17,500 - \$19,999 PER YEAR	244 9.1	50 9.1	58 9.9	37 7.3	55 10.0	44 9.3	125 9.4	119 9.0
\$20,000 - \$24,999 PER YEAR	303 11.4	42 7.6	64 10.9	68 13.4	54 9.8	75 15.8	135 10.1	168 12.6
\$25,000 - \$29,999 PER YEAR	190 7.1	23 4.2	32 5.5	42 8.3	33 6.0	60 12.6	95 7.1	95 7.1
\$30,000 OR MORE PER YEAR	360 13.5	28 5.1	60 10.3	59 11.6	131 23.9	82 17.3	172 12.9	188 14.1
REFUSED	152 5.7	44 8.0	15 2.6	47 9.3	23 4.2	23 4.8	70 5.2	82 6.2
DON'T KNOW	20 3.0	11 2.0	11 1.9	26 5.1	9 1.6	23 4.8	40 3.0	40 3.0
NOT STATED	31 1.2	10 1.8	2 .3	10 2.0	9 1.6	0 -	16 1.2	15 1.1

LANGUAGE MOST OFTEN SPOKEN IN HOUSEHOLD 9. 42
 BASE TOTAL COMPLETED INTERVIEWS
 BY REGION AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLICATE:	
							FIRST	SECOND
BASE FOR PERCENTAGES LANGUAGE SPOKEN MOST OFTEN	2667 100.0	551 100.0	585 100.0	507 100.0	549 100.0	475 100.0	1338 100.0	1329 100.0
ENGLISH	1927 72.2	460 83.5	29 5.0	466 91.9	514 93.6	458 96.4	953 71.2	974 73.3
FRENCH	679 25.5	88 16.0	556 95.0	20 3.9	11 2.0	4 .8	359 26.9	320 24.1
OTHER	48 1.8	0 -	0 -	19 3.8	20 3.7	9 1.9	19 1.4	29 2.2
NOT STATED	15 .5	3 .5	0 -	2 .4	4 .7	4 .9	7 .5	6 .4

0025

TYPE OF DWELLING
BASE TOTAL COMPLETED INTERVIEWS
BY REGION AND REPLICATE

TYPE OF DWELLING	TOTAL	REGION					REPLICATE:	
		ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	FIRST	SECOND
BASE FOR PERCENTAGES	2667	551	585	507	549	475	1338	1329
TYPE OF DWELLING	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
SINGLE OR SEMI-DETACHED	2478 92.9	524 95.1	527 90.1	481 94.9	530 96.5	416 87.6	1255 93.8	1223 92.0
ROWHOUSES	13 .5	0 -	10 1.7	3 .6	0 -	0 -	7 .5	6 .4
DUPLEX/TRIPLEX/QUADRUFLX	59 2.2	6 1.1	37 6.3	4 .8	5 .9	7 1.5	27 2.0	32 2.4
SUITE OVER STORE	9 .3	0 -	4 .7	3 .6	0 -	2 .4	4 .3	5 .4
APARTMENT (5 TO 7 UNITS)	6 .2	2 .4	0 -	3 .6	0 -	1 .2	3 -	6 .4
APARTMENT (8 TO 19 UNITS)	1 .1	0 -	0 -	0 -	1 .2	0 -	0 -	1 .1
APARTMENT (20 OR MORE UNITS)	3 .1	0 -	0 -	0 -	0 -	3 .6	3 .2	0 -
ROOMS/PART OF HOME	4 .2	3 .5	1 .2	0 -	0 -	0 -	2 .2	2 .2
OTHER	94 3.5	16 2.9	6 1.0	13 2.5	13 2.4	46 9.7	40 3.0	54 4.1

RESULT OF CONTACTS--RECORD OF CALLS
 BASE TOTAL CONTACTS
 BY REGION, TRIP AND REPLICATE

	TOTAL	ATLANTIC	QUEBEC	ONTARIO	PRAIRIE	BRITISH COLUMB.	REPLC.1	REPLC.2
BASE FOR PERCENTAGES RESULT OF CONTACTS	3649 100.0	717 100.0	729 100.0	740 100.0	737 100.0	726 100.0	1816 100.0	1833 100.0
NO ONE AT HOME	64 1.8	10 1.4	6 .8	23 3.1	15 2.0	16 1.4	27 1.5	37 2.0
NOT A PRIMARY RESIDENCE	82 2.2	6 .8	25 3.4	21 2.8	15 2.0	15 2.1	44 2.4	39 2.1
NO MALE HEAD OF HOUSEHOLD	169 4.6	30 4.2	24 3.3	19 2.6	36 4.9	60 8.3	87 4.8	82 4.5
INITIAL REFUSAL	141 3.9	16 2.2	23 3.2	45 6.1	22 3.0	35 4.8	80 4.4	61 3.3
RESPONDENT NOT AT HOME	27 .7	4 .6	1 .1	10 1.3	6 .8	6 .8	14 .8	13 .7
RESPONDENT REFUSAL	186 5.1	29 4.0	28 3.8	43 5.8	27 3.7	59 8.1	85 4.7	101 5.5
TERMINATION	21 .6	6 .8	2 .3	5 .7	4 .5	4 .6	11 .6	10 .5
COMPLETION	2667 73.1	551 76.9	525 70.3	507 68.5	549 74.5	475 65.4	1338 73.7	1329 72.5
NOT ATTEMPTED	292 8.0	65 9.1	35 4.8	67 9.1	63 8.6	62 8.5	130 7.1	162 8.8

RESULT OF CONTACTS--RECORD OF CALLS
 BASE TOTAL CONTACTS
 BY REPLICATE WITHIN REGION

ATLANTIC:----- QUEBEC:----- ONTARIO:----- PRAIRIES:----- BRITISH COLUMBIA:

	TOTAL	REP.1	REP.2	TOTAL	REP.1	REP.2	TOTAL	REP.1	REP.2	TOTAL	REP.1	REP.2	TOTAL	REP.1	REP.2
BASE FOR PERCENTAGES RESULT OF CONTACTS	717	347	370	729	373	356	740	369	371	737	365	372	726	362	364
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
NO ONE AT HOME	19	5	5	6	1	5	23	13	10	15	4	11	10	4	6
	1.4	1.4	1.4	.8	.3	1.4	3.1	3.5	2.7	2.0	1.1	3.0	1.4	1.1	1.6
NOT A PRIMARY RESIDENCE	6	3	3	25	12	13	21	16	5	15	6	9	15	7	6
	.8	.9	.9	3.4	3.2	3.7	2.8	4.3	1.4	2.0	1.6	2.4	2.1	1.9	2.2
NO MALE HEAD OF HOUSEHOLD	30	14	16	24	11	13	19	10	9	36	21	15	60	31	27
	4.2	4.0	4.3	3.3	2.9	3.7	2.6	2.7	2.4	4.9	5.7	4.0	8.3	8.6	8.0
INITIAL REFUSAL	16	8	8	23	14	9	45	22	23	22	15	7	35	21	14
	2.2	2.3	2.2	3.2	3.8	2.5	6.1	6.0	6.2	3.0	4.1	1.9	4.8	5.8	3.8
RESPONDENT NOT AT HOME	4	3	1	1	0	1	10	4	6	6	4	2	6	3	3
	.6	.9	.3	.1	-	.3	1.3	1.1	1.6	.8	1.1	.5	.8	.8	.8
RESPONDENT REFUSAL	29	12	17	28	12	16	43	17	26	27	15	12	59	29	30
	4.0	3.4	4.6	3.8	3.2	4.5	5.8	4.6	7.0	3.7	4.1	3.2	8.1	8.0	8.3
TERMINATION	6	3	3	2	2	0	5	4	1	4	1	3	4	1	3
	.8	.9	.8	.3	.5	-	.7	1.1	.3	.5	.3	.8	.5	.3	.5
COMPLETION	551	263	288	585	310	275	507	265	242	549	263	286	475	237	239
	76.9	75.8	77.5	80.3	83.1	77.2	68.5	71.8	65.2	74.5	72.1	76.9	65.4	65.5	65.4
NOT ATTEMPTED	65	36	29	35	11	24	67	18	49	63	36	27	62	29	33
	9.1	10.4	7.8	4.8	3.0	6.7	9.1	4.9	13.2	8.6	9.9	7.3	8.5	8.0	9.1

APPENDIX A2
AGGREGATE SUMMARY TABLES
(BASE TOTAL)

AGGREGATE SUMMARY REPORT
 BASE TOTAL
 BY TOTAL AND REGION

	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
AGE GROUPING OF CHILDREN BASE: TOTAL FAMILIES	1207620	100.0%	218195	100.0%	291605	100.0%	310795	100.0%	275520	100.0%	111505	100.0%
ALL CHILDREN AT HOME AGED - 6	174735	14.5%	34985	16.0%	43985	15.1%	41680	13.4%	36530	13.3%	17555	15.7%
SOME CHILDREN AT HOME AGED - 6	161335	13.4%	34765	15.9%	39685	13.6%	38545	12.4%	35520	12.9%	12820	11.5%
NO CHILDREN AT HOME AGED - 6	521110	43.2%	91855	42.1%	135220	46.4%	132860	42.7%	117705	42.7%	43470	39.0%
FAMILIES WITH CHILDREN AT HOME	856955	71.0%	161265	73.9%	219060	75.1%	212890	68.5%	189870	68.9%	73880	66.3%
FAMILIES WITH NO CHILDREN AT HOME	350625	29.0%	56835	26.0%	72385	24.8%	98095	31.6%	85645	31.1%	37625	33.8%
MARITAL STATUS												
BASE: TOTAL HOUSEHOLD HEADS	1406665	100.0%	244595	100.0%	327490	100.0%	362330	100.0%	337275	100.0%	134675	100.0%
HEAD MARRIED-SPOUSE PRESENT	1102190	78.4%	191750	78.4%	264495	80.8%	286665	79.0%	256130	75.9%	103120	76.7%
HEAD MARRIED-SPOUSE ABSENT	11745	.8%	1935	.8%	2670	.8%	2910	.8%	2890	.9%	1340	1.0%
TOTAL MARRIED	1113760	79.2%	193615	79.2%	266915	81.5%	289435	79.8%	259265	76.9%	104530	77.7%
SEPARATED	31265	2.2%	5220	2.1%	5310	1.6%	9180	2.5%	6450	1.9%	5125	3.8%
WIDOWED	145710	10.4%	28425	11.6%	30475	9.3%	39225	10.8%	38070	11.3%	9515	7.1%
DIVORCED	21235	1.5%	2895	1.2%	3835	1.2%	5320	1.5%	4865	1.4%	4320	3.2%
SINGLE (NEVER MARRIED)	95230	6.8%	14355	5.9%	20955	6.4%	20025	5.5%	28875	8.6%	11020	8.2%

(CONTINUED)

AGGREGATE SUMMARY REPORT
BASE TOTAL
BY TOTAL AND REGION

	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
<u>MOTHER TONGUE</u>												
BASE: TOTAL	4954395	100.0%	932265	100.0%	1249595	100.0%	1220880	100.0%	1122965	100.0%	423020	100.0%
ENGLISH	3086675	62.3%	751890	80.6%	83725	6.7%	1039110	85.1%	842200	75.0%	369750	86.4%
FRENCH	1466950	29.6%	169285	18.1%	1149465	92.0%	90760	7.4%	50435	4.5%	7005	1.6%
OTHER	346655	7.0%	4225	.5%	5665	.5%	78305	6.4%	214655	19.1%	43205	10.2%
NOT STATED	55355	1.1%	7920	.8%	10670	.9%	13415	1.1%	15865	1.4%	7425	1.7%
<u>NUMBER OF PERSONS</u>												
BASE: TOTAL FAMILIES	1207960	100.0%	218355	100.0%	291590	100.0%	310755	100.0%	275660	100.0%	111600	100.0%
2 PERSONS	395135	32.7%	66180	30.3%	83470	28.6%	108835	35.0%	95400	34.4%	41250	37.0%
3 PERSONS	239660	19.8%	45430	20.8%	59570	20.4%	59455	19.1%	52660	19.1%	21545	19.3%
4 PERSONS	255630	21.2%	44200	20.2%	60005	20.6%	67295	21.7%	58010	21.0%	26120	23.4%
5 PERSONS	155975	12.9%	27200	12.5%	37950	13.0%	40440	13.0%	36675	13.3%	13710	12.3%
6 PERSONS	85630	7.1%	16270	7.4%	23510	8.1%	20480	6.6%	19500	7.1%	5870	5.3%
7 PERSONS	38035	3.1%	8305	3.8%	12320	4.2%	8165	2.6%	7375	2.7%	1870	1.7%
8 PERSONS	19505	1.6%	4780	2.2%	7175	2.5%	3585	1.2%	3240	1.2%	725	.6%
9 OR MORE PERSONS	18985	1.6%	5230	2.7%	7745	2.7%	2580	.8%	2430	.9%	400	.4%
<u>TENURE</u>												
BASE: TOTAL DWELLINGS	1406950	100.0%	244550	100.0%	327640	100.0%	362845	100.0%	337475	100.0%	134440	100.0%
OWNED	1172370	83.3%	217595	89.0%	264970	80.9%	301620	83.1%	282410	83.7%	105775	78.7%
RENTED	234580	16.7%	26915	11.0%	62830	19.2%	61130	16.8%	55025	16.3%	28610	21.3%

AGGREGATE SUMMARY REPORT
 BASE TOTAL
 BY TOTAL AND REGION

TYPE OF DWELLING	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
BASE:TOTAL OCCUPIED PRIVATE	1406950	100.0%	244550	100.0%	327640	100.0%	362845	100.0%	337475	100.0%	134440	100.0%
DOUBLE HOUSE	29375	2.1%	4630	1.9%	11415	3.5%	8290	2.3%	2700	.8%	2340	1.7%
ROW HOUSE	9645	.7%	1380	.6%	1580	.5%	1515	.4%	2575	.8%	2595	1.9%
ATTACHED TO NON-RES	17525	1.2%	1950	.8%	6855	2.1%	3975	1.1%	3665	1.1%	1090	.8%
TOTAL SINGLE ATTACHED	56145	4.0%	7760	3.2%	19660	6.0%	13795	3.8%	9075	2.7%	5855	4.3%
SINGLE DETACHED	1166860	82.9%	208520	85.3%	253900	77.5%	317070	87.4%	288630	85.5%	98740	73.4%
APARTMENT	50560	3.6%	5700	2.3%	17660	5.4%	13810	3.8%	8475	2.5%	4915	3.7%
DUPLEX	34370	2.4%	4145	1.7%	20345	6.2%	5400	1.5%	2720	.8%	1760	1.3%
MOVEABLE	98765	7.0%	18500	7.6%	15930	4.9%	12825	3.5%	28195	8.4%	23315	17.3%
PRIVATE HOUSE COUNT												
BASE:TOTAL	1406794	100.0%	244594	100.0%	327684	100.0%	362754	100.0%	337310	100.0%	134448	100.0%

(CONTINUED)

AGGREGATE SUMMARY REPORT
BASE TOTAL
BY TOTAL AND REGION

	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
LABOUR FORCE ACTIVITY												
BASE:TOTAL	3534090	100.0%	644765	100.0%	895575	100.0%	882750	100.0%	803535	100.0%	307465	100.0%
EMPLOYED	1931240	54.6%	279470	43.3%	431550	48.2%	521900	59.1%	530630	66.0%	167690	54.5%
UNEMPLOYED	141085	4.0%	40210	6.2%	45605	5.1%	26705	3.0%	11580	1.4%	16985	5.5%
IN LABOUR FORCE	2072075	58.6%	319500	49.6%	477240	53.3%	548575	62.1%	542105	67.5%	184655	60.1%
NOT IN LABOUR FORCE	1461750	41.4%	324915	50.4%	418170	46.7%	334085	37.9%	261785	32.6%	122795	39.9%
MOBILITY STATUS												
BASE:TOTAL POPULATION 5+	4546220	100.0%	845765	100.0%	1151885	100.0%	1125520	100.0%	1031290	100.0%	391760	100.0%
MIGRANTS WITHIN SAME PROVINCE	889340	19.6%	88945	10.5%	209950	18.2%	287560	25.5%	185660	18.0%	117225	29.9%
MIGRANTS FROM DIFFERENT PROVINCE	160745	3.5%	44220	5.2%	10345	.9%	17910	1.6%	51800	5.0%	36470	9.3%
MIGRANTS OUTSIDE CANADA	53750	1.2%	11145	1.3%	6155	.5%	13630	1.2%	10935	1.1%	11885	3.0%
PROVINCE NOT STATED (1971)	28905	.6%	4125	.5%	5985	.5%	6800	.6%	7770	.8%	4225	1.1%
TOTAL MIGRANTS	1132910	24.9%	148600	17.6%	232405	20.2%	325620	28.9%	256475	24.9%	169910	43.3%
NON-MIGRANTS	641655	14.1%	120860	14.3%	165215	14.3%	139015	12.4%	143425	13.9%	73140	18.7%
TOTAL MOVERS	1774110	39.0%	269375	31.8%	397445	34.5%	464855	41.3%	399670	38.8%	242765	62.0%
NON-MOVERS	2771935	61.0%	576520	68.2%	754070	65.5%	660585	58.7%	631835	61.3%	148925	37.9%

APPENDIX A3
AGGREGATE SUMMARY TABLES
(BASE SG6)

AGGREGATE SUMMARY REPORT
 BASE TOTAL CODE S66
 BY TOTAL AND REGION

	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
AGE GROUPING OF CHILDREN BASE:TOTAL FAMILIES	61735	100.0%	11235	100.0%	8395	100.0%	26830	100.0%	1650	100.0%	13625	100.0%
ALL CHILDREN AT HOME AGED - 6	9175	14.9%	1900	16.9%	1420	16.9%	3690	13.8%	235	14.2%	1930	14.2%
SOME CHILDREN AT HOME AGED - 6	7975	12.9%	1745	15.5%	1160	13.8%	3255	12.1%	180	10.9%	1635	12.0%
NO CHILDREN AT HOME AGED - 6	26550	43.0%	4875	43.4%	3885	46.3%	11170	41.6%	680	41.2%	5940	43.6%
FAMILIES WITH CHILDREN AT HOME	43735	70.8%	8560	76.2%	6435	76.7%	18160	67.7%	1105	67.0%	9475	69.5%
FAMILIES WITH NO CHILDREN AT HOME	18090	29.3%	2700	24.0%	2005	23.9%	8735	32.6%	540	32.7%	4110	30.2%
<u>MARITAL STATUS</u>												
BASE:TOTAL HOUSEHOLD HEADS	69360	100.0%	12325	100.0%	9180	100.0%	30125	100.0%	2095	100.0%	15635	100.0%
HEAD MARRIED-SPOUSE PRESENT	56860	82.0%	9980	81.0%	7765	84.6%	24915	82.7%	1535	73.3%	12665	81.0%
HEAD MARRIED-SPOUSE ABSENT	410	.6%	50	.4%	45	.5%	180	.6%	35	1.7%	100	.6%
TOTAL MARRIED	57300	82.6%	10055	81.6%	7815	85.1%	25130	83.4%	1540	73.5%	12760	81.6%
SEPARATED	1775	2.6%	250	2.0%	140	1.5%	810	2.7%	50	2.4%	525	3.4%
WIDOWED	5570	8.0%	1215	9.9%	625	6.8%	2490	8.3%	275	13.1%	965	6.2%
DIVORCED	1270	1.8%	170	1.4%	170	1.9%	460	1.5%	45	2.1%	425	2.7%
SINGLE (NEVER MARRIED)	3370	4.9%	660	5.4%	410	4.5%	1210	4.0%	155	7.4%	935	6.0%

(CONTINUED)

AGGREGATE SUMMARY REPORT
BASE TOTAL CODE S66
BY TOTAL AND REGION

	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
<u>MOTHER TONGUE</u>												
BASE: TOTAL	244315	100.0%	47195	100.0%	34990	100.0%	102330	100.0%	6820	100.0%	52980	100.0%
ENGLISH	189985	77.8%	43885	93.0%	2520	7.2%	93245	91.1%	5525	81.0%	44810	84.6%
FRENCH	37335	15.3%	2340	5.0%	31895	91.2%	1850	1.8%	95	1.4%	1155	2.2%
OTHER	13500	5.5%	405	.9%	105	.3%	6020	5.9%	1110	16.3%	5860	11.1%
NOT STATED	3195	1.3%	475	1.0%	410	1.2%	1220	1.2%	95	1.4%	905	1.9%
<u>NUMBER OF PERSONS</u>												
BASE: TOTAL FAMILIES	61815	100.0%	11225	100.0%	8385	100.0%	26910	100.0%	1650	100.0%	13645	100.0%
2 PERSONS	19910	32.2%	3100	27.6%	2235	26.7%	9450	35.1%	600	36.4%	4525	33.2%
3 PERSONS	12355	20.0%	2340	20.8%	1760	21.0%	5300	19.7%	335	20.3%	2620	19.2%
4 PERSONS	14520	23.5%	2580	23.0%	1915	22.8%	6190	23.0%	420	25.5%	3415	25.0%
5 PERSONS	8105	13.1%	1495	13.3%	1180	14.1%	3385	12.6%	190	11.5%	1855	13.6%
6 PERSONS	3985	6.4%	875	7.8%	620	7.4%	1615	6.0%	85	5.2%	790	5.8%
7 PERSONS	1570	2.5%	410	3.7%	345	4.1%	520	1.9%	30	1.8%	265	1.9%
8 PERSONS	685	1.1%	215	1.9%	175	2.1%	190	.7%	10	.6%	95	.7%
9 OR MORE PERSONS	560	.9%	295	1.8%	200	2.4%	105	.4%	0	-	50	.4%
<u>TENURE</u>												
BASE: TOTAL DWELLINGS	69385	100.0%	12325	100.0%	9150	100.0%	30190	100.0%	2090	100.0%	15630	100.0%
OWNED	58275	84.0%	10950	88.8%	7580	82.8%	25690	84.8%	1770	84.7%	12375	79.2%
RENTED	11045	15.9%	1405	11.4%	1560	17.0%	4500	14.9%	330	15.8%	3250	20.8%

AGGREGATE SUMMARY REPORT
 BASE TOTAL CODE S66
 BY TOTAL AND REGION

	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
TYPE OF DWELLING BASE: TOTAL OCCUPIED PRIVATE	69385	100.0%	12325	100.0%	9150	100.0%	30190	100.0%	2090	100.0%	15630	100.0%
DOUBLE HOUSE	2080	3.0%	315	2.6%	250	2.7%	1000	3.3%	0	-	515	3.3%
ROW HOUSE	740	1.1%	35	.3%	25	.3%	255	.8%	5	.2%	420	2.7%
ATTACHED TO NON-RES	495	.7%	75	.6%	125	1.4%	210	.7%	15	.7%	70	.4%
TOTAL SINGLE DETACHED	3250	4.7%	425	3.4%	375	4.1%	1480	4.9%	15	.7%	955	6.1%
SINGLE DETACHED	57295	82.6%	10070	81.7%	7095	77.5%	26095	86.4%	1735	83.0%	12300	78.7%
APARTMENT	2125	3.1%	330	2.7%	455	5.0%	890	2.9%	80	3.8%	370	2.4%
DUPLEX	1590	2.3%	290	2.4%	650	7.1%	480	1.6%	0	-	170	1.1%
MOVEABLE	5120	7.4%	1305	10.6%	495	5.4%	1215	4.0%	265	12.7%	1840	11.8%
PRIVATE HOUSE COUNT ----- BASE: TOTAL	69360	100.0%	12341	100.0%	9146	100.0%	30142	100.0%	2098	100.0%	15633	100.0%

(CONTINUED)

AGGREGATE SUMMARY REPORT
BASE TOTAL CODE S66
BY TOTAL AND REGION

	TOTAL		ATLANTIC		QUEBEC		ONTARIO		PRAIRIES		BRITISH COLUMBIA	
	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT	NUMBER	PERCENT
LABOUR FORCE ACTIVITY												
BASE: TOTAL	174625	100.0%	32560	100.0%	24410	100.0%	74750	100.0%	5155	100.0%	37750	100.0%
EMPLOYED	96095	55.0%	15375	47.2%	12705	52.0%	44020	58.9%	2430	47.1%	21565	57.1%
UNEMPLOYED	8435	4.8%	2045	6.3%	1380	5.7%	2825	3.8%	250	4.8%	1935	5.1%
IN LABOUR FORCE	104460	59.8%	17390	53.4%	14105	57.8%	46810	62.6%	2690	52.2%	23465	62.2%
NOT IN LABOUR FORCE	70115	40.2%	15145	46.5%	10325	42.3%	27900	37.3%	2495	48.4%	14250	37.7%
MOBILITY STATUS												
BASE: TOTAL POPULATION 5+	224805	100.0%	42955	100.0%	32010	100.0%	94780	100.0%	6345	100.0%	48715	100.0%
MIGRANTS WITHIN SAME PROVINCE	51770	23.0%	5360	12.5%	6825	21.3%	26850	28.3%	1380	21.7%	11355	23.3%
MIGRANTS FROM DIFFERENT PROVINCE	11450	5.1%	2920	6.8%	130	.4%	1720	1.8%	535	8.4%	6145	12.6%
MIGRANTS OUTSIDE CANADA	4095	1.8%	590	1.4%	170	.5%	1655	1.7%	130	2.0%	1550	3.2%
PROVINCE NOT STATED (1971)	1905	.8%	205	.5%	200	.6%	900	.9%	60	.9%	540	1.1%
TOTAL MIGRANTS	69220	30.8%	9035	21.0%	7330	22.9%	31140	32.9%	2105	33.2%	19610	40.3%
NON-MIGRANTS	37080	16.5%	6670	15.5%	5560	17.4%	13910	14.7%	580	9.1%	10360	21.3%
TOTAL MOVERS	106365	47.3%	15770	36.7%	12945	40.4%	44975	47.4%	2705	42.6%	29970	61.5%
NON-OVERS	118425	52.7%	27165	63.2%	19035	59.5%	49850	52.6%	3635	57.3%	18740	38.5%



APPENDIX B
LETTER OF INTRODUCTION



Government of Canada
Department of Communications

Gouvernement du Canada
Ministère des Communications

300 Slater
Ottawa, Ontario
K1A 0C8

Your file *Votre référence*

Our file *Notre référence*

9722-5

1 January 1981.

LETTER OF INTRODUCTION

This letter will introduce a representative of CANADIAN FACTS, a company which has been commissioned by the Government of Canada to conduct a survey in all regions of the country. We would be most grateful if you could spend about an hour of your time to answer some questions. Your replies will be treated in confidence.

Should you require further information on this survey please contact the undersigned or the person at the nearest office to you (see overleaf). Collect calls will be accepted.

K. Richardson
(613) 593-6460

Overleaf: List of DOC regional offices with
name of Social Policy Advisor



Government of Canada
Department of Communications

Gouvernement du Canada
Ministère des Communications

300, rue Slater
Ottawa (Ont.)
K1A 0C8

Your file Votre référence

Our file Notre référence

9722-5

le 1 janvier 1981.

LETTRE D'INTRODUCTION

Soyez avisé que le porteur de la présente est représentant de CANADIAN FACTS, compagnie mandatée par le gouvernement du Canada pour effectuer un sondage dans toutes les régions du pays. Nous vous saurions gré de bien vouloir lui réserver environ une heure de votre temps pour répondre à quelques questions. Vos réponses seront traitées de façon confidentielle.

Si vous désirez obtenir de plus amples renseignements sur le sondage, veuillez communiquer avec le soussigné ou avec l'agent de liaison du bureau régional le plus proche (liste au verso). Les appels à frais virés seront acceptés.

K. Richardson

K. Richardson
(613) 593-6360

Verso: liste des bureaux régionaux du MDC et
des conseillers en politique sociale



APPENDIX C
SURVEY INSTRUMENTS

HOUSEHOLD QUESTIONNAIRE
COMMUNICATIONS STUDY

LOCATION NUMBER:
7/10

HOUSEHOLD NUMBER:
11-

12-1

FOR OFFICE USE ONLY						
PRDV.	EA	FILE	REP.			
13-	14-	15-	16-	17-	18-	19-

ASK TO SPEAK TO THE HEAD OF HOUSEHOLD.

Hello, I am _____ of Canadian Facts, a market research company. We are conducting a survey on behalf of the Government of Canada (HAND LETTER OF INTRODUCTION). We would appreciate your co-operation.

A. Is this your primary residence, that is, do you live in this home for six months or more of the year?

YES NO RECDRO BELOW AND
END INTERVIEW

B. (IF YES TO A ABOVE, INTERVIEW MALE HEAD OF HOUSEHOLD)

TRIP: 1 2 3
DATE: _____

NO ONE AT HOME	20-121-122-1
NOT A PRIMARY RESIDENCE	2 2 2
NO MALE HEAD OF HOUSEHOLD	3 3 3
INITIAL REFUSAL _____ (EXPLAIN REFUSAL)	4 4 4
RESPONDENT NOT AT HOME	5 5 5
RESPONDENT REFUSAL _____ (EXPLAIN REFUSAL)	6 6 6
TERMINATION	7 7 7
(SPECIFY QUESTION NUMBER _____)			
COMPLETION	8 8 8

HOUSEHOLD QUESTIONNAIRE
COMMUNICATIONS STUDY

LOCATION NUMBER:
 7/10

HOUSEHOLD NUMBER:
 11-

12-2

FOR OFFICE USE ONLY						
PROV.	EA	FILE	REP.			
13-	14-	15-	16-	17-	18-	19-

ASK TO SPEAK TO THE HEAD OF HOUSEHOLD.

Hello, I am _____ of Canadian Facts, a market research company. We are conducting a survey on behalf of the Government of Canada (HAND LETTER OF INTRODUCTION). We would appreciate your co-operation.

A. Is this your primary residence, that is, do you live in this home for six months or more of the year?

YES NO RECORD BELOW AND END INTERVIEW

B. (IF YES TO A ABOVE, INTERVIEW FEMALE HEAD OF HOUSEHOLD)

TRIP: 1 2 3
 DATE: _____

NO ONE AT HOME	20-121-122-1
NOT A PRIMARY RESIDENCE	2 2 2
NO FEMALE HEAD OF HOUSEHOLD	3 3 3
INITIAL REFUSAL _____ (EXPLAIN REFUSAL)	4 4 4
RESPONDENT NOT AT HOME	5 5 5
RESPONDENT REFUSAL _____ (EXPLAIN REFUSAL)	6 6 6
TERMINATION	7 7 7
(SPECIFY QUESTION NUMBER _____)			
COMPLETION	8 8 8

SECTION A

START TIME _____ :

1-a) (HAND CARD A, HOLD DECK A)

Please read this card and tell me all of the services you strongly feel must be improved in your area.

(FOR EACH SERVICE MENTIONED (UP TO 6), REMOVE THE CORRESPONDING CARD FROM DECK A. WHEN RESPONDENT HAS SELECTED UP TO 6 SERVICES, TAKE BACK CARD A AND HAND RESPONDENT THE DECK OF CARDS HE/SHE HAS SELECTED.)

-b) Now looking at the services you have selected, which one do you feel most needs to be improved in your area? (REMOVE CARD, CIRCLE CODE 1 BELOW BESIDE SERVICE MENTIONED.)

-c) And which is your second choice for improvement in your area? (REMOVE CARD, CIRCLE CODE 2 BELOW BESIDE SERVICE MENTIONED.)

What is your next choice? (RECORD BELOW UNDER THIRD)

(REPEAT UNTIL ALL CARDS HAVE BEEN RECORDED IN ORDER SELECTED BY RESPONDENT)

	<u>1-b)</u>		<u>1-c)</u>			
	<u>NEED TO BE IMPROVED:</u>					
	<u>MOST</u>	<u>SECOND</u>	<u>THIRD</u>	<u>FOURTH</u>	<u>FIFTH</u>	<u>SIXTH</u>
Electricity, Hydro Services...	7-1....	2 ...	3	4	5 ...	6
Health/Medical Services	8-1....	2 ...	3	4	5 ...	6
CB, Mobile radio Services	9-1....	2 ...	3	4	5 ...	6
Recreation and Sports facilities	10-1....	2 ...	3	4	5 ...	6
Mail services	11-1....	2 ...	3	4	5 ...	6
Telephone Services	12-1....	2 ...	3	4	5 ...	6
Roads and public transportation	13-1....	2 ...	3	4	5 ...	6
Education Services	14-1....	2 ...	3	4	5 ...	6
Television Services	15-1....	2 ...	3	4	5 ...	6
Security Services (police, fire)	16-1....	2 ...	3	4	5 ...	6
Newspaper Services	17-1....	2 ...	3	4	5 ...	6
Radio Broadcasting Services..	18-1....	2 ...	3	4	5 ...	6
NO IMPROVEMENT NEEDED IN ANY OF THESE SERVICES		0				

SECTION A (Continued)

2. I am going to give you a list of four telecommunication services. Suppose that you had 10 points to allocate for improvement to these services in your area. The more points you give to a service the more you feel it must be improved, the less points you give the less you feel it must be improved. You can allocate the 10 points to one or all the services, but remember that the total must add up to 10. (HAND TO RESPONDENT, RESPONDENT RECORDS)

	<u>NO. OF POINTS</u>	
Telephone services	_____	
CB or mobile radio services	_____	
Radio broadcasting services	_____	
Television services	=====	
 TOTAL MUST ADD UP TO 10	 TOTAL = 10	 19/21
 NO IMPROVEMENT NEEDED		 22/24
IN ANY OF THESE SERVICES	0	25/27
		28/30

SECTION B

3-a) How many different telephone numbers are in use in your home?

ONE31-1 GO TO Q.4-a)

TWO 2

THREE OR MORE 3

NONE 4 GO TO Q.5

-b) Are any of these telephone numbers business numbers?

YES32-1

NO 2

(IF "ONE" TO 3-a) and "YES" TO 3-b), GO TO Q.14-a.)

4-a) What is your residential telephone mainly used for in your home? (DO NOT READ LIST) (CIRCLE CODE 1 BESIDE FIRST USE MENTIONED)

-b) Anything else? (CIRCLE CODE 2 BESIDE SECOND MENTION. PROBE, CONTINUE UNTIL RESPONDENT HAS MENTIONED ALL OF HIS/HER USES.)

	4-a)	4-b)							
	TELEPHONE IS MAINLY USED FOR:								
	FIRST MENTION	SECOND MENTION	THIRD MENTION	FOURTH MENTION	FIFTH MENTION	SIXTH MENTION	SEVENTH MENTION		

BUSINESS 35-1... 2 ... 3 ... 4 ... 5 ... 6 ... 7

HEALTH PROBLEMS 34-1... 2 ... 3 ... 4 ... 5 ... 6 ... 7

CONVENIENCE, TIME SAVING, EFFICIENCY (e.g. enquiries, appointments, etc). 35-1... 2 ... 3 ... 4 ... 5 ... 6 ... 7

FEEL ISOLATED, MIGHT HAVE TO CALL FOR HELP .. 36-1... 2 ... 3 ... 4 ... 5 ... 6 ... 7

SOCIAL REASONS (e.g. calling friends, social activities, etc.) 37-1... 2 ... 3 ... 4 ... 5 ... 6 ... 7

FAMILY REASONS 38-1... 2 ... 3 ... 4 ... 5 ... 6 ... 7

SECURITY (fire, police, burglars, etc.) 39-1... 2 ... 3 ... 4 ... 5 ... 6 ... 7

OTHER (SPECIFY)

GO TO QUESTION 6

5-a) (IF NO TELEPHONE IN HOUSEHOLD, ASK:) Would you tell me why you do not have a phone? (DO NOT READ LIST) (CIRCLE CODE 1 FOR FIRST MENTION.)

-b) And are there any other reasons why you do not have a phone in your home? (CIRCLE CODE 2 FOR SECOND MENTION, CODE 3 FOR THIRD MENTION)

	5-a)	5-b)			
	REASONS FOR LACK OF PHONE:				
	FIRST MENTION	SECOND MENTION	THIRD MENTION		

TOO EXPENSIVE40-1 ... 2 ... 3

TELEPHONE ON ORDER/ WAITING FOR INSTALLATION ..41-1 ... 2 ... 3

RECENTLY MOVED TO HOUSE 42-1 ... 2 ... 3

CANNOT GET THE TYPE OF SERVICE I WANT43-1 ... 2 ... 3

UNOBTAINABLE, CAN'T GET IT44-1 ... 2 ... 3

SERVICE NOT AVAILABLE .45-1 ... 2 ... 3

NO NEED FOR ONE46-1 ... 2 ... 3

OTHER (SPECIFY)

GO TO QUESTION 13

6. (HAND CARD B)

Please look at this scale and tell me how satisfied your household is with each of the following aspects of your present telephone service. (READ EACH ITEM AND RECORD ANSWER BEFORE READING THE NEXT ONE.) (START READING AT THE "X" AND CONTINUE FOR ALL STATEMENTS)

	VERY SATISFIED	SATIS- FIED	DISSA- TISFIED	VERY DISSA- TISFIED	DON'T KNOW	NOT APPLI- CABLE					
X a) Speed of repair service?47 -1	...	2	3	4	5	6
b) Reliability of service, i.e., few breakdowns?	48 -1	...	2	3	4	5	6
c) Speed of installation service? ..	49 -1	...	2	3	4	5	6
d) Operator service?..	50 -1	...	2	3	4	5	6
e) Number of parties on your line?	51 -1	...	2	3	4	5	6
f) Size of area within which you can call free, i.e., without long distance charges?	52 -1	...	2	3	4	5	6
g) Ability to call, free of charge, essential services such as police, hospital, etc.?...	53 -1	...	2	3	4	5	6
h) Overall clarity of communication ..	54 -1	...	2	3	4	5	6
i) Billing service?..	55 -1	...	2	3	4	5	6
j) Basic monthly charge (not including long distance calls)?	56 -1	...	2	3	4	5	6
k) Cost of long distance calls? ..	57 -1	...	2	3	4	5	6
l) Cost of installation service?	58 -1	...	2	3	4	5	6
m) Availability of line when you want it?	59 -1	...	2	3	4	5	6
n) Your telephone service in general? ..	60 -1	...	2	3	4	5	6

7-a) What type of residential telephone service do you pay for? Is it a ...
(READ LIST)?

Private line ...61 1 GO TO Q.8-a)

Two party line .. 2

Four party line .. 3

More than
4 party line 4

-b) Including yourself, how many parties are actually on your line at
the present time?

NO. OF PARTIES: 62/63
(WRITE IN)

DON'T KNOW ..

8-a) For how many years have you had a (REPEAT TYPE OF SERVICE MENTIONED IN
Q.7-a))?

LESS THAN 1 YEAR ..

NO. OF YEARS : 64/66
(SPECIFY)

-b) Did you have to pay more than \$50 to have your telephone installed?

YES67-1

NO 2 GO TO Q.9

-c) How much did it cost? 68/70 71/74
(SPECIFY)

DUP. 1/4
5-3
DUP. 6

9. Now I am going to read a list of community facilities and services.
Please tell me if you have to make a long distance call from your home
in order to telephone (READ LIST)?

LONG DISTANCE CALL REQUIRED:

	<u>YES</u>	<u>NO</u>	<u>DON'T KNOW</u>
The nearest hospital	7-1	2	3
The nearest doctor	8-1	2	3
The nearest dentist	9-1	2	3
The nearest elementary school	10-1	2	3
The nearest secondary school	11-1	2	3
The place where you work	12-1	2	3
The nearest fire department	13-1	2	3
The nearest police station	14-1	2	3
The nearest grocery store	15-1	2	3
The nearest service station	16-1	2	3
Municipal offices	17-1	2	3

10-a) Have there been any major improvements in your telephone service since it was first installed?

YES18-1

NO 2 GO TO Q.11

-b) (IF YES IN Q.10-a) Did you yourself ask for this improvement, or did the telephone company carry out the improvement on its own?

Asked for improvement19-1

Company carried out on its own 2

-c) How long ago did this improvement take place?

MONTHS _____ 20/21
(SPECIFY)

YEARS _____ 22/23
(SPECIFY)

11-a) On the average, how much is your total monthly phone bill?

\$ _____ 24/26
(WRITE IN)

RESPONDENT CHECKED PHONE BILL(S): YES ...27-1

NO 2

-b) Excluding charges for long distance calls and tax, how much is the basic monthly charge for your telephone?

\$ _____ 28/29
(WRITE IN)

RESPONDENT CHECKED PHONE BILL(S): YES ...30-1

NO 2

-c) Does your monthly phone bill include charges for any of the following optional equipment? (READ LIST)

	<u>YES</u>	<u>NO</u>
Extension telephones	31-1 <input type="checkbox"/>
Pushbutton dials	2 <input type="checkbox"/>
Coloured or decorator telephones ...	3 <input type="checkbox"/>
Other items (SPECIFY) _____		

12. Suppose that you have just moved to a different place; you have the choice between two, and only two, types of telephone service. For each of the following situations, could you indicate which type of service you would buy?

(SHUFFLE DECK AND HAND TO RESPONDENT. HAVE RESPONDENT TELL YOU WHICH CARD HE/SHE IS LOOKING AT (T1 TO T17) AND CHECK ✓ BOX, THEN RECORD RESPONDENT'S CHOICE (P1 TO P9) FOR EACH CARD.)

CARD:	DESCRIPTION			CHOICE:
	LINE	MONTHLY RATE	CALLING AREA	
T1 ... <input type="checkbox"/> →	Private Private	\$6 \$10	Same Larger	P132-1 P2 2
T2 <input type="checkbox"/> →	4 Party 2 Party	\$6 \$10	Same Same	P735-1 P5 2
T3 <input type="checkbox"/> →	4 Party 4 Party	\$10 \$18	Same Larger	P834-1 P9 2
T4 <input type="checkbox"/> →	2 Party Private	\$10 \$18	Same Same	P535-1 P3 2
T5 <input type="checkbox"/> →	4 Party Private	\$6 \$18	Same Same	P736-1 P3 2
T6 <input type="checkbox"/> →	4 Party Private	\$18 \$18	Larger Same	P937-1 P3 2
T7 <input type="checkbox"/> →	4 Party 4 Party	\$18 \$6	Larger Same	P938-1 P7 2
T8 <input type="checkbox"/> →	Private 2 Party	\$6 \$6	Same Larger	P139-1 P4 2
T9 <input type="checkbox"/> →	Private 2 Party	\$18 \$6	Same Larger	P340-1 P4 2
T10 ... <input type="checkbox"/> →	2 Party Private	\$6 \$10	Larger Larger	P441-1 P2 2
T11 ... <input type="checkbox"/> →	2 Party 4 Party	\$18 \$18	Same Larger	P642-1 P9 2
T12 ... <input type="checkbox"/> →	4 Party 2 Party	\$18 \$10	Larger Same	P943-1 P5 2
T13 ... <input type="checkbox"/> →	Private 4 Party	\$10 \$6	Larger Same	P244-1 P7 2
T14 ... <input type="checkbox"/> →	2 Party 4 Party	\$18 \$6	Same Same	P645-1 P7 2
T15 ... <input type="checkbox"/> →	4 Party 2 Party	\$10 \$18	Same Same	P846-1 P6 2
T16 ... <input type="checkbox"/> →	Private 4 Party	\$18 \$10	Same Same	P347-1 P8 2
T17 ... <input type="checkbox"/> →	4 Party Private	\$18 \$6	Larger Same	P948-1 P1 2

- 13. Recent breakthroughs in telephone technology make it possible to offer you a telephone service comparable to that available in large cities; that is, anyone could get a private line and enjoy a large free calling area (that is, people in surrounding communities and essential services could be called without long distance charges).

(HAND CARD C AND READ:)

Subscribing to this new telephone service would give you:

a private line

a larger free calling area (so that people in surrounding communities and essential services could be called without long distance charges).

Choice situation A:

(READ STATEMENT)

Suppose that this new improved telephone service is available to you as early as next month, and that the basic monthly charge (that is, not including long distance calls) is \$10 per month, how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10)49-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

- 13. Recent breakthroughs in telephone technology make it possible to offer you a telephone service comparable to that available in large cities; that is, anyone could get a private line and enjoy a large free calling area (that is, people in surrounding communities and essential services could be called without long distance charges).

(HAND CARD C AND READ:)

Subscribing to this new telephone service would give you:

a private line

a larger free calling area (so that people in surrounding communities and essential services could be called without long distance charges).

Choice situation B:

(READ STATEMENT)

Suppose that this new improved telephone service is available to you as early as next month, and that the basic monthly charge (that is, not including long distance calls) is \$18 per month, how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10)49-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

- 13. Recent breakthroughs in telephone technology make it possible to offer you a telephone service comparable to that available in large cities; that is, anyone could get a private line and enjoy a large free calling area (that is, people in surrounding communities and essential services could be called without long distance charges).

(HAND CARD C AND READ:)

Subscribing to this new telephone service would give you:

a private line

a larger free calling area (so that people in surrounding communities and essential services could be called without long distance charges).

Choice situation G:

(READ STATEMENT)

Suppose that this new improved telephone service is available to you as early as next month, and that the basic monthly charge (that is, not including long distance calls) is \$25 per month, how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10)49-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

14-a) How many colour television sets are in use in your home? (RECORD BELOW)

-b) And how many black and white television sets are in use in your home? (RECORD BELOW)

	14-a) COLOUR	14-b) BLACK AND WHITE
NONE	50-0	51-0
ONE	1	1
TWO	2	2
THREE OR MORE	3	3

IF ONE OR MORE,
GO TO Q.16

15-a) (IF NO TV IN HOME, ASK:) Why don't you use a television set in your home? (DO NOT READ LIST. CIRCLE CODE 1 FOR FIRST MENTION.)

-b) Any other reason? (CIRCLE CODE 2 BELOW FOR SECOND MENTION, ETC. PROBE, CODE ONLY FIRST THREE MENTIONS.)

	15-a) FIRST MENTION	15-b) SECOND MENTION	THIRD MENTION
DO NOT WATCH TV/NOT INTERESTED	52-1	2	3
TOO EXPENSIVE TO BUY TV	53-1	2	3
RECEPTION EQUIPMENT (ANTENNA, TOWER, ETC.)			
TOO EXPENSIVE	54-1	2	3
POOR RECEPTION	55-1	2	3
NO RECEPTION	56-1	2	3
NO STATION IN OWN LANGUAGE	57-1	2	3
CANNOT WATCH/HEAR (BLIND, DEAF, ETC.)	58-1	2	3
OTHER (SPECIFY)			

GO TO QUESTION 21

16-a) (IF ONE OR MORE TV IN USE IN HOME, ASK:) What is your TV mainly used for in your home? (DO NOT READ LIST. CIRCLE CODE 1 FOR FIRST MENTION.)

-b) Anything else? (CIRCLE CODE 2 FOR SECOND MENTION, ETC. PROBE, CODE ONLY FIRST THREE MENTIONS.)

	16-a) FIRST MENTION	16-b) SECOND MENTION	THIRD MENTION
EDUCATION (FOR CHILDREN)	59-1	2	3
EDUCATION (FOR ADULTS)	60-1	2	3
THE NEWS	61-1	2	3
INFORMATION (news, talk shows, documentaries, etc.)	62-1	2	3
ENTERTAINMENT (recreation, sports, movies, variety, game shows, etc.)	63-1	2	3
TO KEEP ME COMPANY WHEN ALONE	64-1	2	3
TO KILL/ PASS TIME	65-1	2	3
HANDICAPPED/CANNOT GET OUT	66-1	2	3
KEEPS CHILDREN QUIET	67-1	2	3
DO NOT WATCH	68-1	2	3
OTHER (SPECIFY)			

17. (HAND CARD TVB)

Please look at this scale and tell me how satisfied your household is with each of the following aspects of your present TV service. (READ EACH ITEM AND RECORD ANSWER BEFORE READING THE NEXT ONE.) (START READING AT THE "X" AND CONTINUE FOR ALL STATEMENTS)

	VERY SATIS- FIED	SATIS- FIED	DISSA- TISFIED	VERY DISSA- TISFIED	DON'T KNOW	NOT APPLI- CABLE
X-a) Overall quality of <u>picture</u> on most channels?	7-1	2	3	4	5	6
-b) Overall quality of <u>sound</u> on most channels?	8-1	2	3	4	5	6
-c) Content of national programming?	9-1	2	3	4	5	6
-d) Amount of local programming..	10-1	2	3	4	5	6
-e) The number of French Canadian channels you receive?	11-1	2	3	4	5	6
-f) The number of English Canadian channels you receive?	12-1	2	3	4	5	6
-g) The number of American channels you receive?	13-1	2	3	4	5	6
-h) The cost of the reception equipment you require?	14-1	2	3	4	5	6
-i) The reliability of your reception equipment?	15-1	2	3	4	5	6
-j) Your television service in general?	16-1	2	3	4	5	6

SECTION C (Continued)

- 18-a) How many American stations can you get on your TV set(s)? (RECORD BELOW)
- b) On how many of these (NO. OF AMERICAN STATIONS) do you generally get good reception? (RECORD BELOW)
- c) And on how many do you generally get poor reception? (RECORD BELOW)
- d) How many Canadian stations, with English programs, can you get on your TV set(s)? (RECORD BELOW)
- e) And on how many of these (NO. OF ENGLISH STATIONS) would you say that you generally get good reception? (RECORD BELOW)
- f) And on how many do you generally get poor reception? (RECORD BELOW)
- g) Finally, how many Canadian stations, with French programs, can you get on your TV set(s)? (RECORD BELOW)
- h) On how many of these (NO. OF FRENCH STATIONS) do you generally get good reception? (RECORD BELOW)
- i) And on how many do you generally get poor reception? (RECORD BELOW)

	<u>-a), -b), -c)</u>	<u>-d), -e), -f)</u>	<u>-g), -h), -i)</u>
	AMERICAN STATIONS	ENGLISH CANADIAN STATIONS	FRENCH CANADIAN STATIONS
TOTAL NO.	<u>17/18</u>	<u>23/24</u>	<u>29/30</u>
RECEPTION: GOOD	<u>19/20</u>	<u>25/26</u>	<u>31/32</u>
.... POOR	<u>21/22</u>	<u>27/28</u>	<u>33/34</u>
DO NOT WATCH	35-1	2	3

19-a) Has there been any major improvement, in your area, with respect to overall television service?

YES36-1
 NO 2 GO TO Q.19-c

-b) (IF YES IN Q.19-a)
 How long ago did that improvement take place?

NO. OF MONTHS: _____ 37/38
 (SPECIFY)
 NO. OF YEARS : _____ 39/40
 (SPECIFY)

-c) Do you have any of the following TV equipment for receiving TV programs? (READ LIST)

	<u>YES</u>	<u>NO</u>
External antenna, not including rabbit ears41-1	2
Tower42-1	2
Rotor43-1	2
Booster44-1	2

-d) When did you buy this equipment? _____ years 45/46

-e) (IF YES TO ONE OR MORE IN 19-c)
 How much has this equipment cost you in total, including any repairs you may have made?

\$ _____ 47/49
 (SPECIFY)

20. Again, suppose that you have just moved to a different place; you have the choice between two, and only two, types of TV service. For each of the following situations, could you indicate which type of service you would buy? (SHUFFLE DECK AND HAND TO RESPONDENT. HAVE RESPONDENT TELL YOU WHICH CARD HE/SHE IS LOOKING AT (TV-1 TO TV-23) AND CHECK ✓ BOX, THEN RECORD RESPONDENT'S CHOICE (P1 TO P9) FOR EACH CARD.)

CARD:	DESCRIPTION				CHOICE:
	CHANNELS	RECEPTION	PROGRAMMING	MONTHLY RATE	
TV-1 ... <input type="checkbox"/> →	2 2	Fair Excellent	Same Same	\$6 \$12	P150-1 P2 2
TV-2 ... <input type="checkbox"/> →	6 4	Fair Excellent	Better Better	\$12 \$6	P851-1 P4 2
TV-3 ... <input type="checkbox"/> →	6 6	Fair Excellent	Better Same	\$12 \$20	P852-1 P9 2
TV-4 ... <input type="checkbox"/> →	4 2	Fair Fair	Same Better	\$12 \$20	P553-1 P3 2
TV-5 ... <input type="checkbox"/> →	2 4	Fair Fair	Better Same	\$20 \$20	P354-1 P6 2
TV-6 ... <input type="checkbox"/> →	6 2	Fair Fair	Same Better	\$6 \$20	P755-1 P3 2
TV-7 ... <input type="checkbox"/> →	6 2	Excellent Fair	Same Better	\$20 \$20	P956-1 P3 2
TV-8 ... <input type="checkbox"/> →	2 2	Excellent Fair	Same Better	\$12 \$20	P257-1 P3 2
TV-9 ... <input type="checkbox"/> →	2 2	Fair Fair	Better Same	\$20 \$6	P358-1 P1 2
TV-10 .. <input type="checkbox"/> →	4 6	Excellent Fair	Better Same	\$6 \$6	P459-1 P7 2
TV-11 .. <input type="checkbox"/> →	2 4	Fair Fair	Same Same	\$6 \$20	P160-1 P6 2
TV-12 .. <input type="checkbox"/> →	6 2	Fair Excellent	Better Same	\$12 \$12	P861-1 P2 2
TV-13 .. <input type="checkbox"/> →	6 6	Fair Fair	Same Better	\$6 \$12	P762-1 P8 2
TV-14 .. <input type="checkbox"/> →	6 6	Excellent Fair	Same Same	\$20 \$6	P963-1 P7 2
TV-15 .. <input type="checkbox"/> →	4 2	Fair Fair	Same Same	\$12 \$6	P564-1 P1 2
TV-16 .. <input type="checkbox"/> →	4 6	Excellent Excellent	Better Same	\$6 \$20	P465-1 P9 2
TV-17 .. <input type="checkbox"/> →	2 6	Fair Fair	Same Better	\$6 \$12	P166-1 P8 2
TV-18 .. <input type="checkbox"/> →	6 4	Excellent Fair	Same Same	\$20 \$12	P967-1 P5 2
TV-19 .. <input type="checkbox"/> →	2 6	Excellent Fair	Same Same	\$12 \$6	P268-1 P7 2
TV-20 .. <input type="checkbox"/> →	2 6	Excellent Excellent	Same Same	\$12 \$20	P269-1 P9 2
TV-21 .. <input type="checkbox"/> →	2 4	Excellent Fair	Same Same	\$12 \$12	P270-1 P5 2
TV-22 .. <input type="checkbox"/> →	4 2	Fair Excellent	Same Same	\$20 \$12	P671-1 P2 2
TV-23 .. <input type="checkbox"/> →	6 2	Excellent Fair	Same Same	\$20 \$6	p972-1 P1 2

- 21. Recent breakthroughs in television broadcasting technology make it possible to offer you a television service comparable to that available in large cities; that is, anyone could get at least six different channels, and the reception on each channel would be excellent.

(HAND CARD TV C AND READ)

Subscribing to this new television service would give you:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

Choice situation A:

(READ STATEMENT)

Suppose that this new improved television service is available to you as early as next month, and costs \$ 6 per month; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 7-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

21. Recent breakthroughs in television broadcasting technology make it possible to offer you a television service comparable to that available in large cities; that is, anyone could get at least six different channels, and the reception on each channel would be excellent.

(HAND CARD TV C AND READ)

Subscribing to this new television service would give you:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

Choice situation B:

(READ STATEMENT)

Suppose that this new improved television service is available to you as early as next month, and costs \$12 per month; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 7-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

- 21. Recent breakthroughs in television broadcasting technology make it possible to offer you a television service comparable to that available in large cities; that is, anyone could get at least six different channels, and the reception on each channel would be excellent.

(HAND CARD TV C AND READ)

Subscribing to this new television service would give you:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

Choice situation C:

(READ STATEMENT)

Suppose that this new improved television service is available to you as early as next month, and costs \$20 per month; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 7-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

22. Recent breakthroughs in television broadcasting technology make it possible to offer you a television service comparable to that available in large cities; that is, anyone could get at least six different channels, and the reception on each channel would be excellent.

(HAND CARD TV D AND READ)

Subscribing to this new television service would give you:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

SHOW PICTURE I

Choice situation A:

(READ STATEMENT)

Now, suppose that this same improved television service is available through a different technology which would require you to buy (cash or credit) a special reception unit costing \$400. This unit would replace all of your existing reception equipment, including antenna, booster, rotor, etc. how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 8-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

22. Recent breakthroughs in television broadcasting technology make it possible to offer you a television service comparable to that available in large cities; that is, anyone could get at least six different channels, and the reception on each channel would be excellent.

(HAND CARD TV D AND READ)

Subscribing to this new television service would give you:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

SHOW PICTURE I

Choice situation B:

(READ STATEMENT)

Now, suppose that this same improved television service is available through a different technology which would require you to buy (cash or credit) a special reception unit costing \$600. This unit would replace all of your existing reception equipment, including antenna, booster, rotor, etc. how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 8-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

22. Recent breakthroughs in television broadcasting technology make it possible to offer you a television service comparable to that available in large cities; that is, anyone could get at least six different channels, and the reception on each channel would be excellent.

(HAND CARD TV D AND READ)

Subscribing to this new television service would give you:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

SHOW PICTURE I

Choice situation C:

(READ STATEMENT)

Now, suppose that this same improved television service is available through a different technology which would require you to buy (cash or credit) a special reception unit costing \$800. This unit would replace all of your existing reception equipment, including antenna, booster, rotor, etc. how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 8-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

23. Another recent television and telephone technology makes it possible to offer you a combined television and telephone service. That is, you could get at least six different channels with excellent reception on each channel, as well as a private line and a large free calling area where you could call without long distance charges, people in surrounding communities and essential services.

(HAND CARD TV E AND READ)

Subscribing to this new combined television and telephone service would give you:

for television:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

for telephone:

- private line
- a larger free calling area (people in surrounding area and essential services could be called free)

Choice situation A:

(READ STATEMENT)

Suppose that this new combined Telephone/Television service is available to you as early as next month and costs \$15 per month; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 9-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

23. Another recent television and telephone technology makes it possible to offer you a combined television and telephone service. That is, you could get at least six different channels with excellent reception on each channel, as well as a private line and a large free calling area where you could call without long distance charges, people in surrounding communities and essential services.

(HAND CARD TV E AND READ)

Subscribing to this new combined television and telephone service would give you:

for television:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

for telephone:

- private line
- a larger free calling area (people in surrounding area and essential services could be called free)

Choice situation B:

(READ STATEMENT)

Suppose that this new combined Telephone/Television service is available to you as early as next month and costs \$25 per month; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

Certain or almost certain (9 or 10 chances in 10)	9-1
Good possibility (7 or 8 chances in 10)	2
Fairly good possibility (4, 5 or 6 chances in 10)	3
Fair possibility (2 or 3 chances in 10)	4
No chance or almost no chance (0 or 1 chance in 10) ..	5

- 23. Another recent television and telephone technology makes it possible to offer you a combined television and telephone service. That is, you could get at least six different channels with excellent reception on each channel, as well as a private line and a large free calling area where you could call without long distance charges, people in surrounding communities and essential services.

(HAND CARD TV E AND READ)

Subscribing to this new combined television and telephone service would give you:

for television:

- reception of at least six different channels in your own language (English or French)
- excellent reception on each channel
- same type of programming as you receive now

for telephone:

- private line
- a larger free calling area (people in surrounding area and essential services could be called free)

Choice situation E:

(READ STATEMENT)

Suppose that this new combined Telephone/Television service is available to you as early as next month and costs \$35 per month; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10) 9- 1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

SECTION D

24. Does anyone in your household, including yourself, have any CB and/or General Radio Service (GRS) equipment?

YES10-1
NO 2

25. And do you or anyone in this house have any mobile radio or mobile telephone equipment?

YES11-1
NO 2

IF NO TO BOTH Q.24 AND Q. 25, GO TO Q.28.

26. Which type of equipment would you say is most important to this household, CB or mobile radio?

CB12-1
MOBILE RADIO 2
DON'T KNOW 3

27-a) What is your (MOST IMPORTANT IN Q.26) mainly used for? (DO NOT READ LIST)

(CODE 1 FOR FIRST MENTION)
(CODE 2 FOR SECOND MENTION, ETC.)

-b) Anything else? (PROBE, CODE THE FIRST 3 RESPONSES IN ORDER MENTIONED)

	27-a) 27-b)		
	MAIN USES:		
	FIRST MENTION	SECOND MENTION	THIRD MENTION
BUSINESS	13-1	2	3
EMERGENCY	14-1	2	3
SECURITY	15-1	2	3
FUN/HOBBY/LIKE TO TALK WITH PEOPLE ..	16-1	2	3
CONVENIENCE	17-1	2	3
OUTDOOR SPORTS	18-1	2	3
NOT USING IT (AT PRESENT)	19-1	2	3
OTHER (SPECIFY)	_____		

28. A recent technology makes it possible to replace your present telephone service with a service which combines telephone and mobile radio benefits. In other words, the new service can be used either as a mobile 2-way radio or as a portable telephone. To get this new service, one set of new equipment SHOW PICTURE 2 would be needed for each mobile telephone you require.

(HAND CARD R AND READ)

Buying the special equipment to replace your present telephone set would give you:

- a service equivalent to a private line telephone service
- a telephone which can be used in a number of places; for instance, in your home or car
- basic monthly rate of \$4 per month

Choice situation A:

(READ STATEMENT)

Suppose that one set of new combined mobile radio-mobile telephone equipment is available to you as early as next month and costs \$300; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

Certain or almost certain (9 or 10 chances in 10)20-1
Good possibility (7 or 8 chances in 10) 2
Fairly good possibility (4, 5 or 6 chances in 10) 3
Fair possibility (2 or 3 chances in 10) 4
No chance or almost no chance (0 or 1 chance in 10)	.. 5

28. A recent technology makes it possible to replace your present telephone service with a service which combines telephone and mobile radio benefits. In other words, the new service can be used either as a mobile 2-way radio or as a portable telephone. To get this new service, one set of new equipment SHOW PICTURE 2 would be needed for each mobile telephone you require.

(HAND CARD R AND READ)

Buying the special equipment to replace your present telephone set would give you:

- a service equivalent to a private line telephone service
- a telephone which can be used in a number of places; for instance, in your home or car
- basic monthly rate of \$4 per month

Choice situation B:

(READ STATEMENT)

Suppose that one set of new combined mobile radio-mobile telephone equipment is available to you as early as next month and costs \$500; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10)20-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

28. A recent technology makes it possible to replace your present telephone service with a service which combines telephone and mobile radio benefits. In other words, the new service can be used either as a mobile 2-way radio or as a portable telephone. To get this new service, one set of new equipment SHOW PICTURE 2 would be needed for each mobile telephone you require.

(HAND CARD AND READ)

Buying the special equipment to replace your present telephone set would give you:

- a service equivalent to a private line telephone service
- a telephone which can be used in a number of places; for instance, in your home or car
- basic monthly rate of \$4 per month

Choice situation C:

(READ STATEMENT)

Suppose that one set of new combined mobile radio-mobile telephone equipment is available to you as early as next month and costs \$700; how likely would you be to buy this service within the next 12 months?

(HAND RESPONDENT SCALE CARD AND CIRCLE ANSWER BELOW)

RESPONDENT'S CHOICE:

- Certain or almost certain (9 or 10 chances in 10)20-1
- Good possibility (7 or 8 chances in 10) 2
- Fairly good possibility (4, 5 or 6 chances in 10) 3
- Fair possibility (2 or 3 chances in 10) 4
- No chance or almost no chance (0 or 1 chance in 10) .. 5

SECTION E

And now just a few questions to help us in classifying your answers.

29. For how many years have you lived in this home?

NO. OF YEARS: 21/22
(SPECIFY)

30. Do you: (READ LIST)?

Own this home?23-1

Rent this home? 2

31-a) Do you consider this home to be located in a rural area or an urban area?

URBAN ...24-1

RURAL 2

OTHER (SPECIFY) _____

-b) And is your way of life more urban or more rural?

URBAN ...25-1

RURAL 2

OTHER (SPECIFY) _____

32. Would you say that this home is part of a community that is a town, a village, a settlement, etc., or that this home is isolated?

ISOLATED 26-1 GO TO Q.34

PART OF A COMMUNITY ... 2

33 (IF IN COMMUNITY AT Q.32)

Approximately how many people live in this community?

NO. OF PEOPLE: 27/30
(SPECIFY)

34. (HAND CARD E-1)

Please look at this card and tell me how far this home is from:
(READ LIST AND RECORD)

	Over 100 yards -less	$\frac{1}{4}$ mile -less	$\frac{1}{2}$ mile -less	1 mile -less	5 miles -less	10 miles -less	30 miles -less	60 or more miles
Under 100 yards	than $\frac{1}{4}$ mile	than $\frac{1}{2}$ mile	than 1 mile	than 5 miles	than 10 miles	than 30 miles	than 60 miles	than 60 or more miles

- a) Your nearest neighbour 31-1....2.....3.....4.....5.....6.....7.....8.....9
- b) the nearest grocery store .. 32-1....2.....3.....4.....5.....6.....7.....8.....9
- c) the nearest elementary school 33-1....2.....3.....4.....5.....6.....7.....8.....9
- d) the local police detachment 34-1....2.....3.....4.....5.....6.....7.....8.....9
- e) the local fire department 35-1....2.....3.....4.....5.....6.....7.....8.....9
- f) the nearest hospital 36-1....2.....3.....4.....5.....6.....7.....8.....9
- g) the nearest city
..... 37-1....2.....3.....4.....5.....6.....7.....8.....9

(WRITE IN NAME)

35. How many people including yourself, live in this household who are:

	<u>NO. OF PEOPLE</u>
Under 5 years of age	38-_____
5 to 14	39-_____
15 to 24	40-_____
25 to 44	41-_____
45 to 54	42-_____
55 to 64	43-_____
65 and over	44-_____
TOTAL = 45/46 _____	

36. So there are _____ people living in this household?
(TOTAL NO. IN HOUSEHOLD)

(CORRECT TOTAL IF REQUIRED)

37. What is your occupation?

_____ IN _____ 47-
(TYPE OF JOB) (TYPE OF COMPANY)

- RETIRED48 -1
- UNEMPLOYED 2
- HOMEMAKER 3

(IF EMPLOYED OUTSIDE THE HOME, ASK:) Is that full-time or part-time?

- FULL-TIME49 -1
- PART-TIME 2

38-a) What is your marital status?

- MARRIED 50-1
- SINGLE (NEVER MARRIED) . 2
- SEPARATED 3 GO TO
- WIDOWED 4 Q.39
- DIVORCED 5

-b) What is the occupation of your spouse?

_____ IN _____ 51-
(TYPE OF JOB) (TYPE OF COMPANY)

- RETIRED 52-1
- UNEMPLOYED 2
- HOMEMAKER 3

(IF EMPLOYED OUTSIDE THE HOME, ASK:) Is that full-time or part-time?

- FULL-TIME53 -1
- PART-TIME 2

39. And how far did you go in school? (DO NOT READ LIST)

	<u>SCME</u>	<u>COMPLETED</u>
PUBLIC/ELEMENTARY (GRADES 1 TO 8; QUEBEC, GRADES 1 TO 7)	54-1	2
SECONDARY/HIGH SCHOOL (GRADES 9 TO 13; QUEBEC, GRADES 8 TO 12)	3	4
TECHNICAL/SENIOR COLLEGE (ABOVE GRADES 12 OR 13; QUEBEC, CEGEP)	5	6
UNIVERSITY	7	8
POST-GRADUATE	9	0
NO FORMAL SCHOOLING		55-1
REFUSED		2

40. (HAND CARD E-2) And in which age group are you?

A. 18 TO 24	56 -1
B. 25 TO 34	2
C. 35 TO 44	3
D. 45 TO 54	4
E. 55 OR OVER	5
REFUSED	6

41. (HAND CARD E-3) And what was the total household income from all sources before taxes during 1979? Just tell me which letter coincides with your income group?

L	57-1
M	2
N	3
O	4
P	5
Q	6
R	7
S	8
T	9
U	0
V	58-1
W	2

42. What language is spoken most often in this household?

ENGLISH	59-1
FRENCH	2
OTHER (SPECIFY) _____	

Type of dwelling: (OBSERVE, DO NOT ASK)

SINGLE OR SEMI-DETACHED HOUSE	60-1
ROW HOUSES	2
DUPLEX, TRIPLEX, QUADRUPLEX	3
SUITE OVER STORE, ETC.	4
APARTMENT (5 TO 7 UNITS)	5
APARTMENT (8 TO 19 UNITS)	6
APARTMENT (20 OR MORE UNITS)	7
ROOM(S), PART OF HOME	8
OTHER (CIRCLE CODE AND SPECIFY)	9

ASK TO SEE THE PHONE BILL IF NOT VOLUNTEERED. RECORD NAME OF PHONE COMPANY.

BASIC MONTHLY CHARGE: _____ 61/63

TOTAL MONTHLY CHARGE: _____ 64/66

RECORD NAME OF PHONE COMPANY: _____ 67-
68-

FINISH TIME: _____ 69-
70-
71-

DEBRIEFING

In this survey we have described a number of possible service options. These options may not be available in this area in the near future. They have been included for illustrative purposes only.

NAME: _____

ADDRESS: _____

CITY: _____ TELEPHONE NO. _____

DATE: _____ INTERVIEWER: _____ 72-
73-
74-

QUESTIONNAIRE DU FOYER
ETUDE SUR LES COMMUNICATIONS

SECTEUR NUMERO:

--	--	--	--

7/10

FOYER NUMERO :

--

11-

12-1

A L'USAGE DU BUREAU SEULEMENT						
PROV.	EA	FILE	REP.			
13-	14-	15-	16-	17-	18-	19-

DEMANDEZ A PARLER AU CHEF DU FOYER.

Bonjour. Je suis _____ de Réalités Canadiennes, une maison de recherche sur le marché. Nous faisons une étude pour le compte du gouvernement du Canada (TENDEZ LA LETTRE D'INTRODUCTION). Votre collaboration serait appréciée.

A. Ce foyer est-il votre résidence principale, c'est-à-dire, est-ce que vous vivez dans ce foyer pendant 6 mois ou plus de l'année?

OUI NON

<input type="checkbox"/> INSCRIVEZ CI-DESSOUS ET CESSEZ L'INTERVIEW
--

B. (SI OUI A "A" CI-DESSUS, INTERVIEWEZ LE CHEF MASCULIN DU FOYER.)

VISITE: 1 2 3

DATE: _____

PERSONNE N'EST A LA MAISON	20-121-122-1
N'EST PAS UNE RESIDENCE PRINCIPALE	2 2 2
PAS DE CHEF MASCULIN	3 3 3
REFUS INITIAL _____ (EXPLIQUEZ LE REFUS)	4 4 4
REONDANT N'EST PAS A LA MAISON	5 5 5
REONDANT REFUSE _____ (EXPLIQUEZ LE REFUS)	6 6 6
MET FIN A L'INTERVIEW	7 7 7
(PRECISEZ A QUELLE QUESTION _____)			
INTERVIEW COMPLÉTÉE	8 8 8

QUESTIONNAIRE DU FOYER
ETUDE SUR LES COMMUNICATIONS

SECTEUR NUMERO:

7/10

FOYER NUMERO :

11-

12- 2

A L'USAGE DU BUREAU SEULEMENT						
PROV.	EA	FILE	REP.			
13-	14-	15-	16-	17-	18-	19-

DEMANDEZ A PARLER AU CHEF DU FOYER.

Bonjour. Je suis _____ de Réalités Canadiennes, une maison de recherche sur le marché. Nous faisons une étude pour le compte du gouvernement du Canada (TENDEZ LA LETTRE D'INTRODUCTION). Votre collaboration serait appréciée.

A. Ce foyer est-il votre résidence principale, c'est-à-dire, est-ce que vous vivez dans ce foyer pendant 6 mois ou plus de l'année?

OUI

NON

INSCRIVEZ CI-DESSOUS
ET CESSEZ L'INTERVIEW

B. (SI OUI A "A" CI-DESSUS, INTERVIEWEZ LE CHEF FEMININ DU FOYER.)

VISITE: 1 2 3

DATE: _____

PERSONNE N'EST A LA MAISON20-121-122-1

N'EST PAS UNE RESIDENCE PRINCIPALE 2 2 2

PAS DE CHEF FEMININ 3 3 3

REFUS INITIAL _____ 4 4 4
(EXPLIQUEZ LE REFUS)

REPONDANTE N'EST PAS A LA MAISON 5 5 5

REPONDANTE REFUSE _____ 6 6 6
(EXPLIQUEZ LE REFUS)

MET FIN A L'INTERVIEW 7 7 7
(PRECISEZ A QUELLE QUESTION _____)

INTERVIEW COMPLÉTÉE 8 8 8

SECTION A

INTERVIEW
COMMENCE A _____ HEURES

1-a) (TENDEZ LA CARTE A, TENEZ LE PAQUET A)

Veillez lire cette liste et dites-moi lesquels de ces services ont grandement besoin d'être améliorés d'après vous.

(POUR CHAQUE SERVICE MENTIONNÉ (MAXIMUM DE 6), ENLEVEZ LA CARTE CORRESPONDANTE DU PAQUET A. UNE FOIS QUE LE REpondANT A CHOISI UN MAXIMUM DE 6 SERVICES, REPRENEZ LA CARTE A ET TENDEZ-LUI LES CARTES QU'IL A CHOISIES.)

-b) Maintenant en regardant les services que vous avez sélectionnés, lequel, à votre avis, a le plus besoin d'être amélioré dans votre région? (ENLEVEZ LA CARTE, ENCERCLEZ LE CODE 1 CI-DESSOUS A CÔTÉ DU SERVICE MENTIONNÉ.)

-c) Et d'après vous, quel serait le deuxième service à améliorer dans votre région? (ENLEVEZ LA CARTE, ENCERCLEZ LE CODE 2 CI-DESSOUS A CÔTÉ DU SERVICE MENTIONNÉ.)

Quel serait votre prochain choix? (ENCERCLEZ CI-DESSOUS SOUS TROISIEME)

(REPÉTEZ JUSQU'À CE QUE TOUTES LES CARTES AIENT ÉTÉ INSCRITES DANS L'ORDRE INDIQUÉ PAR LE REpondANT).

	1-b) 1-c)		ONT BESOIN D'ÊTRE AMÉLIORÉS					
	LE PLUS	DEUXIÈME	TROISIÈME	QUATRIÈME	CINQUIÈME	SIXIÈME		
Services d'électricité/Hydro	7-1	.. 2	... 3 4 5	... 6		
Services de santé/ médicaux	8-1	.. 2	... 3 4 5	... 6		
Services de radios mobiles/CB	9-1	.. 2	... 3 4 5	... 6		
Installations récréatives et sportives	10-1	.. 2	... 3 4 5	... 6		
Services postaux	11-1	.. 2	... 3 4 5	... 6		
Services téléphoniques	12-1	.. 2	... 3 4 5	... 6		
Routes et transports en commun	13-1	.. 2	... 3 4 5	... 6		
Services d'éducation	14-1	.. 2	... 3 4 5	... 6		
Services de télévision	15-1	.. 2	... 3 4 5	... 6		
Services de sécurité (police, feu)	16-1	.. 2	... 3 4 5	... 6		
Services journalistiques	17-1	.. 2	... 3 4 5	... 6		
Services de radiodiffusion	18-1	.. 2	... 3 4 5	... 6		
AUCUN DE CES SERVICES NE NECESSITE UNE AMÉLIORATION							0	

2. Je vais vous donner une liste de 4 services de télécommunication. Supposons que vous deviez allouer 10 points pour l'amélioration de ces services dans votre région. Plus vous donnez de points à un service plus vous pensez qu'il doit être amélioré, moins vous donnez de points moins vous pensez qu'il doit être amélioré. Vous pouvez donner les 10 points à un service en particulier, ou vous pouvez les répartir parmi les quatre services, mais n'oubliez pas que le total doit donner 10. Sur un total de 10 points, combien de points accorderiez-vous à chacun de ces services pour qu'il soit amélioré? (TENDEZ AU REpondant, REpondant INSCRIT).

	<u>NOMBRE DE POINTS</u>
Services téléphoniques	_____
Services de radio mobile ou CB	_____
Services de radiodiffusion	_____
Services de télévision	=====
LE TOTAL DOIT DONNER 10	TOTAL = 10
AUCUN DE CES SERVICES NE NECESSITE UNE AMELIORATION	0
	19/21
	22/24
	25/27
	28/30

3-a) Combien de numéros de téléphone différents avez-vous à la maison?

UN 31-1 PASSEZ A LA Q.4-a)
 DEUX 2
 TROIS OU PLUS 3
 AUCUN 4 PASSEZ A LA Q.5

-b) Parmi ces numéros, y en a-t-il qui sont des numéros d'affaires?

OUI 32-1
 NON 2

(SI "UN" A 3-a) ET "OUI" A 3-b), PASSEZ A LA Q.14-a.)

4-a) A quelles fins utilise-t-on principalement le téléphone dans votre foyer?
 (NE LISEZ PAS LA LISTE) (ENCERCLEZ LE CODE 1 A CÔTÉ DE LA PREMIERE MENTION)

-b) Autre chose? (ENCERCLEZ LE CODE 2 A CÔTÉ DE LA DEUXIEME MENTION. SONDEZ,
 CONTINUEZ JUSQU'A CE QUE LE REpondANT AIT MENTIONNÉ TOUTES LES UTILISATIONS
 QU'IL FAIT DU TELEPHONE.)

	4-a)	4-b)						
	TELEPHONE SURTOUT UTILISE POUR:							
	PRE- MIERE MENTION	DEU- XIEME MENTION	TROI- SIEME MENTION	QUA- TRIEME MENTION	CIN- QUIEME MENTION	SIXIEME MENTION	SEPTI- ME MENTION	

AFFAIRES	33-1...	2	...	3	...	4	...	5	...	6	...	7
PROBLEMES DE SANTE	34-1...	2	...	3	...	4	...	5	...	6	...	7
PRATIQUE, ECONOMIE DE TEMPS, EFFICACITÉ (ex, renseignements demandés, rendez-vous, etc.)	35-1...	2	...	3	...	4	...	5	...	6	...	7
SENTIMENT D'ISOLEMENT, POSSIBILITE D'AVOIR A APPELER POUR DE L'AIDE)..	36-1...	2	...	3	...	4	...	5	...	6	...	7
RAISONS SOCIALES (ex. appeler des amis, acti- vités sociales, etc.) ..	37-1...	2	...	3	...	4	...	5	...	6	...	7
RAISONS FAMILIALES	38-1...	2	...	3	...	4	...	5	...	6	...	7
SECURITÉ (feu, police, cambrioleurs, etc.)	39-1...	2	...	3	...	4	...	5	...	6	...	7
AUTRE (PRECISEZ)												

PASSEZ A LA QUESTION 6

5-a) (SI PAS DE TELEPHONE DANS LA MAISON, DEMANDEZ:) Pourriez-vous me dire pourquoi
 vous n'avez pas de téléphone? (NE LISEZ PAS LA LISTE) (ENCERCLEZ LE CODE 1
 A CÔTÉ DE LA PREMIERE MENTION.)

-b) Y a-t-il d'autres raisons pour lesquelles vous n'avez pas de téléphone dans
 la maison? (ENCERCLEZ LE CODE 2 A CÔTÉ DE LA DEUXIEME MENTION, LE CODE 3
 A CÔTÉ DE LA TROISIEME MENTION)

	5-a)	5-b)	
	RAISONS POUR LESQUELLES N'A PAS DE TELEPHONE:		
	PRE- MIERE MENTION	DEU- XIEME MENTION	TROI- SIEME MENTION

TROP DISPENDIEUX	40-1...	2	...	3
TELEPHONE COMMANDÉ/ ATTEND L'INSTALLATION ..	41-1...	2	...	3
VIENT DE DEMENAGER DANS CETTE MAISON	42-1...	2	...	3
JE NE PEUX RECEVOIR LE GENRE DE SERVICE QUE JE VEUX	43-1...	2	...	3
IMPOSSIBLE DE L'OBTENIR..	44-1...	2	...	3
SERVICE NON DISPONIBLE ..	45-1...	2	...	3
JE N'EN AI PAS BESOIN ..	46-1...	2	...	3
AUTRE (PRECISEZ):				

PASSEZ A LA Q.13

6. (TENDEZ LA CARTE B)

Veillez regarder cette échelle et me dire dans quelle mesure votre foyer est satisfait de chacun des aspects suivants de votre service téléphonique actuel. (LISEZ CHACUN D'ENTRE EUX ET INSCRIVEZ LA REPONSE AVANT DE PASSER AU SUIVANT.) (VEUILLEZ COMMENCER LA LECTURE DES ENONCES A "X" ET LISEZ-LES TOUS.)

	TRES SATIS- FAIT	SATIS- FAIT	INSA- TISFAIT	INSA- TISFAIT	NE SAIT PAS	NE S'AP- PLIQUE PAS					
X a) La rapidité du service de réparation?	47-1	...	2	3	4	...	5	...	6
b) La fiabilité du service, c-à-d. peu de pannes?	48-1	...	2	3	4	...	5	...	6
c) La rapidité du service d'installation?	49-1	...	2	3	4	...	5	...	6
d) Le service des télé-phonistes?	50-1	...	2	3	4	...	5	...	6
e) Le nombre de coabonnés sur votre ligne?	51-1	...	2	3	4	...	5	...	6
f) La grandeur du secteur à l'intérieur duquel vous pouvez appeler gratuitement, c-à-d., sans frais d'interurbains?	52-1	...	2	3	4	...	5	...	6
g) La possibilité de pouvoir appeler sans frais les services essentiels tels que police, hôpital, etc.?	53-1	...	2	3	4	...	5	...	6
h) La charté de la communication dans l'ensemble	54-1	...	2	3	4	...	5	...	6
i) Le service de facturation? .	55-1	...	2	3	4	...	5	...	6
j) Le tarif mensuel de base (mis à part les frais d'interurbains)?	56-1	...	2	3	4	...	5	...	6
k) Le coût des appels interurbains?	57-1	...	2	3	4	...	5	...	6
l) Le coût du service d'installation?	58-1	...	2	3	4	...	5	...	6
m) La disponibilité de la ligne quand vous la voulez?	59-1	...	2	3	4	...	5	...	6
n) Votre service téléphonique en général?	60-1	...	2	3	4	...	5	...	6

7-a) Pour quel genre de service téléphonique résidentiel payez-vous? Est-ce ...
(LISEZ LA LISTE)?

Une ligne individuelle 61-1 PASSEZ A LA Q.8-a)
 Une ligne à 2 abonnés 2
 Une ligne à 4 abonnés 3
 Une ligne à plus
 de 4 abonnés 4

-b) Combien y a-t-il de coabonnés, y compris vous-même, sur votre ligne présentement?

NOMBRE DE COABONNÉS: 62/63
(INSCRIVEZ)

NE SAIT PAS

8-a) Depuis combien d'années avez-vous une ligne (REPETEZ LE GENRE DE SERVICE MENTIONNÉ A Q.7-a))?

DEPUIS MOINS D'UN AN

NOMBRE D'ANNEES : 64/66
(PRECISEZ)

-b) Avez-vous été obligé de payer plus de \$50 pour l'installation de votre téléphone?

OUI 67 -1

NON 2 PASSEZ A LA Q.9

-c) Combien avez-vous payé? 68/70
(PRECISEZ)

71/74

DUP. 1/4
5-3
DUP. 6-

9. Je vais maintenant vous lire une liste de services et d'installations communautaires. Veuillez me dire si vous devez faire un appel interurbain de votre maison pour rejoindre ..(LISEZ LA LISTE)?

DOIT FAIRE INTERURBAIN POUR REJOINDRE:

	<u>OUI</u>	<u>NON</u>	<u>NE SAIT PAS</u>
L'hôpital le plus proche 7-1	2	3
Le médecin le plus proche 8-1	2	3
Le dentiste le plus proche 9-1	2	3
L'école primaire la plus proche10-1	2	3
L'école secondaire la plus proche ..11-1	2	3
L'endroit où vous travaillez12-1	2	3
Le poste de pompiers le plus proche .13-1	2	3
Le poste de police le plus proche ..14-1	2	3
L'épicerie la plus proche15-1	2	3
La station-service la plus proche ..16-1	2	3
Les bureaux municipaux17-1	2	3

10-a) Y a-t-il eu d'importantes améliorations apportées à votre service téléphonique depuis que votre téléphone actuel a été installé?

OUI18-1

NON PASSEZ A LA Q.11

-b) (SI OUI A LA Q.10-a)) Est-ce vous qui avez demandé cette amélioration, ou la compagnie l'a-t-elle faite d'elle-même?

A demandé l'amélioration19-1

Compagnie l'a faite d'elle-même ... 2

-c) A quand remonte cette amélioration?

NOMBRE DE MOIS _____ 20/21
(PRECISEZ)

NOMBRE D'ANNEES _____ 22/23
(PRECISEZ)

11-a) En moyenne, quel est le montant total de votre compte mensuel de téléphone?

\$ _____ 24/26
(INSCRIVEZ)

REPENDANT A VERIFIE COMPTE(S): OUI27-1

NON 2

-b) Mis à part les frais d'interurbains et la taxe, quel est le tarif mensuel de base que vous payez pour votre téléphone?

\$ _____ 28/29
(INSCRIVEZ)

REPENDANT A VERIFIE COMPTE(S): OUI30-1

NON 2

-c) Votre compte téléphonique mensuel comprend-il des frais pour n'importe lequel des équipements facultatifs suivants? (LISEZ LA LISTE)

	<u>OUI</u>	<u>NON</u>
Téléphones supplémentaires31-1	<input type="checkbox"/>
Cadrons à boutons-poussoir 2	<input type="checkbox"/>
Téléphones de couleur ou décoratifs 3	<input type="checkbox"/>
Autres items (PRECISEZ) _____		

12. Supposons que vous venez de déménager dans un endroit différent; vous avez le choix entre seulement deux types de service téléphonique. Pour chacune des situations suivantes, veuillez m'indiquer quel type de service vous prendriez.

(BATTEZ LES CARTES ET TENDEZ-LES AU REpondANT. DEMANDEZ AU REpondANT DE VOUS NOMMER LA CARTE QU'IL REGARDE (T1 A T17) ET COCHEZ ✓ LA BOÎTE. ENSUITE, POUR CHAQUE CARTE, INSCRIVEZ LE CHOIX DU REpondANT (P1 A P9).)

CARTE:	DESCRIPTION			CHOIX:
	LIGNE	TARIF MENSUEL	SECTEUR D'APPEL LOCAL	
T1 <input type="checkbox"/> →	Individuelle Individuelle	\$6 \$10	Le même Plus grand	P132-1 P2 2
T2 <input type="checkbox"/> →	4 Coabonnés 2 Coabonnés	\$6 \$10	Le même Le même	P733-1 P5 2
T3 <input type="checkbox"/> →	4 Coabonnés 4 Coabonnés	\$10 \$18	Le même Plus grand	P834-1 P9 2
T4 <input type="checkbox"/> →	2 Coabonnés Individuelle	\$10 \$18	Le même Le même	P535-1 P3 2
T5 <input type="checkbox"/> →	4 Coabonnés Individuelle	\$6 \$18	Le même Le même	P736-1 P3 2
T6 <input type="checkbox"/> →	4 Coabonnés Individuelle	\$18 \$18	Plus grand Le même	P937-1 P3 2
T7 <input type="checkbox"/> →	4 Coabonnés 4 Coabonnés	\$18 \$6	Plus grand Le même	P938-1 P7 2
T8 <input type="checkbox"/> →	Individuelle 2 Coabonnés	\$6 \$6	Le même Plus grand	P139-1 P4 2
T9 <input type="checkbox"/> →	Individuelle 2 Coabonnés	\$18 \$6	Le même Plus grand	P340-1 P4 2
T10 ... <input type="checkbox"/> →	2 Coabonnés Individuelle	\$6 \$10	Plus grand Plus grand	P441-1 P2 2
T11 ... <input type="checkbox"/> →	2 Coabonnés 4 Coabonnés	\$18 \$18	Le même Plus grand	P642-1 P9 2
T12 ... <input type="checkbox"/> →	4 Coabonnés 2 Coabonnés	\$18 \$10	Plus grand Le même	P943-1 P5 2
T13 ... <input type="checkbox"/> →	Individuelle 4 Coabonnés	\$10 \$6	Plus grand Le même	P244-1 P7 2
T14 ... <input type="checkbox"/> →	2 Coabonnés 4 Coabonnés	\$18 \$6	Le même Le même	P645-1 P7 2
T15 ... <input type="checkbox"/> →	4 Coabonnés 2 Coabonnés	\$10 \$18	Le même Le même	P846-1 P6 2
T16 ... <input type="checkbox"/> →	Individuelle 4 Coabonnés	\$18 \$10	Le même Le même	P347-1 P8 2
T17 ... <input type="checkbox"/> →	4 Coabonnés Individuelle	\$18 \$6	Plus grand Le même	P9 48-1 P1 2

13. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service téléphonique comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait obtenir une ligne individuelle et un secteur d'appel local plus vaste (c-à-d., qu'on pourrait contacter, sans faire d'appels interurbains, les régions avoisinantes et les services essentiels).

(TENDEZ LA CARTE C ET LISEZ:)

Un abonnement à ce nouveau service téléphonique vous donnerait:

une ligne individuelle

un secteur d'appel local plus vaste (on pourrait contacter, sans frais d'interurbains, les régions avoisinantes et les services essentiels).

Choix - situation A:

(LISEZ L'ENONCE)

Supposons que ce nouveau service téléphonique amélioré soit disponible pour vous dès le début du mois prochain et que le tarif mensuel de base (c-à-d. sans compter les frais d'interurbains), soit de \$10 par mois, selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE, ET ENGERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REpondANT:

Certain ou presque certain (9 ou 10 chances sur 10)49-1
Bonne possibilité (7 ou 8 chances sur 10) 2
Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
Petite possibilité (2 ou 3 chances sur 10) 4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

13. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service téléphonique comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait obtenir une ligne individuelle et un secteur d'appel local plus vaste (c-à-d., qu'on pourrait contacter, sans faire d'appels interurbains, les régions avoisinantes et les services essentiels).

(TENDEZ LA CARTE C ET LISEZ:)

Un abonnement à ce nouveau service téléphonique vous donnerait:

une ligne individuelle

un secteur d'appel local plus vaste (on pourrait contacter, sans frais d'interurbains, les régions avoisinantes et les services essentiels).

Choix - situation B:

(LISEZ L'ENONCE)

Supposons que ce nouveau service téléphonique amélioré soit disponible pour vous dès le début du mois prochain et que le tarif mensuel de base (c-à-d. sans compter les frais d'interurbains), soit de \$18 par mois, selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE, ET ENGERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REPONDANT:

Certain ou presque certain (9 ou 10 chances sur 10)49-1
Bonne possibilité (7 ou 8 chances sur 10) 2
Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
Petite possibilité (2 ou 3 chances sur 10) 4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

13. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service téléphonique comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait obtenir une ligne individuelle et un secteur d'appel local plus vaste (c-à-d., qu'on pourrait contacter, sans faire d'appels interurbains, les régions avoisinantes et les services essentiels).

(TENDEZ LA CARTE C ET LISEZ:)

Un abonnement à ce nouveau service téléphonique vous donnerait:

une ligne individuelle

un secteur d'appel local plus vaste (on pourrait contacter, sans frais d'interurbains, les régions avoisinantes et les services essentiels).

Choix - situation C:

(LISEZ L'ENONCE)

Supposons que ce nouveau service téléphonique amélioré soit disponible pour vous dès le début du mois prochain et que le tarif mensuel de base (c-à-d. sans compter les frais d'interurbains), soit de \$25 par mois, selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE, ET ENERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10) 49-1
Bonne possibilité (7 ou 8 chances sur 10) 2
Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
Petite possibilité (2 ou 3 chances sur 10) 4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

14-a) Combien de télécouleurs avez-vous dans votre foyer? (INSCRIVEZ CI-DESSOUS)

-b) Combien de téléviseurs noir et blanc avez-vous dans votre foyer? (INSCRIVEZ CI-DESSOUS)

	14-a) COULEUR	14-b) NOIR ET BLANC
AUCUN(E)	50-0	51-0
UN(E)	1	1
DEUX	2	2
TROIS OU PLUS	3	3
	SI UN(E) OU PLUS, PASSEZ A LA Q.16	

15-a) (SI PAS DE TELEVISEUR AU FOYER, DEMANDEZ:) Pourquoi n'avez-vous pas de téléviseur à la maison? (NE LISEZ PAS LA LISTE. ENERCLEZ LE CODE 1 POUR LA PREMIERE MENTION.)

-b) Y a-t-il d'autres raisons? (ENERCLEZ LE CODE 2 CI-DESSOUS POUR LA DEUXIEME MENTION, ETC. SONDEZ, CODEZ SEULEMENT LES TROIS PREMIERES MENTIONS)

	15-a) PREMIERE MENTION	15-b) DEUXIEME MENTION	TROISIEME MENTION
NE REGARDE PAS LA TÉLÉ/ PAS INTERESSE	52-1	2	3
TROP DISPENDIEUX A ACHETER	53-1	2	3
EQUIPEMENT POUR RECEPTION (ANTENNE, TOUR, ETC.) TROP DISPENDIEUX	54-1	2	3
RECEPTION MAUVAISE	55-1	2	3
PAS DE RECEPTION	56-1	2	3
PAS DE STATION DANS SA PROPRE LANGUE	57-1	2	3
NE PEUT REGARDER/ECOUTER (AVEUGLE, SOURD, ETC.)	58-1	2	3
AUTRE (PRECISEZ)			

PASSEZ A LA QUESTION 21

16-a) (SI UN TELEVISEUR OU PLUS A LA MAISON, DEMANDEZ:) A quelles fins utilisez-vous principalement la télévision dans votre foyer? (NE LISEZ PAS LA LISTE. ENERCLEZ LE CODE 1 CI-DESSOUS POUR LA PREMIERE MENTION.)

-b) Autre chose? (ENERCLEZ LE CODE 2 POUR LA DEUXIEME MENTION, ETC. SONDEZ, CODEZ SEULEMENT LES TROIS PREMIERES MENTIONS.)

	16-a) PREMIERE MENTION	16-b) DEUXIEME MENTION	TROISIEME MENTION
TELEVISION SURTOUT UTILISEE POUR:			
EDUCATION (POUR ENFANTS)	59-1	2	3
EDUCATION (POUR ADULTES)	60-1	2	3
LES NOUVELLES	61-1	2	3
INFORMATION (nouvelles, interviews, documentaires, etc.)	62-1	2	3
DIVERTISSEMENT (sports, films, variétés, jeux-questionnaires, etc.)	63-1	2	3
ME TIENT COMPAGNIE QUAND JE SUIS SEUL(E)	64-1	2	3
POUR PASSER LE TEMPS	65-1	2	3
HANDICAPÉ/NE PEUT SORTIR	66-1	2	3
TIENT LES ENFANTS TRANQUILLES	67-1	2	3
NE REGARDE PAS	68-1	2	3
AUTRE (PRECISEZ)			

DUP. 1/4

5-4

DUP. 6-

17. (TENDEZ LA CARTE TVB)

Veuillez regarder cette échelle et me dire dans quelle mesure votre foyer est satisfait de chacun des aspects suivants de votre service actuel de télévision. (LISEZ CHACUN D'ENTRE EUX ET INSCRIVEZ LA REPONSE AVANT DE PASSER AU SUIVANT.) (VEUILLEZ COMMENCER LA LECTURE DES ENONCES A "X" ET LISEZ-LES TOUS.)

		TRES SATIS- FAIT	SATIS- FAIT	INSA- TISFAIT	TRES INSA- TISFAIT	NE SAIT PAS	NE S'AP- PLIQUE PAS
X-a)	La qualité de l'image sur la plupart des canaux, dans l'ensemble? 7-1	...	2 3 4	... 5	... 6
-b)	La qualité du son sur la plupart des canaux dans l'ensemble? 8-1	...	2 3 4	... 5	... 6
-c)	Contenu de la programmation à l'échelle nationale? 9-1	...	2 3 4	... 5	... 6
-d)	Quantité de programmation locale 10-1	...	2 3 4	... 5	... 6
-e)	Le nombre de canaux canadiens français que vous recevez? 11-1	...	2 3 4	... 5	... 6
-f)	Le nombre de canaux canadiens anglais que vous recevez? 12-1	...	2 3 4	... 5	... 6
-g)	Le nombre de canaux américains que vous recevez? 13-1	...	2 3 4	... 5	... 6
-h)	Le coût de l'équipement de réception qu'il vous faut? 14-1	...	2 3 4	... 5	... 6
-i)	La fiabilité de l'équipement de réception? 15-1	...	2 3 4	... 5	... 6
-j)	Votre service de télévision en général? 16-1	...	2 3 4	... 5	... 6

- 18-a) Combien de postes américains captez-vous à la télévision? (INSCRIVEZ CI-DESSOUS)
- b) Combien de ces (NOMBRE DE POSTES AMERICAINS) ont généralement une bonne réception? (INSCRIVEZ CI-DESSOUS)
- c) Et combien de ces postes ont généralement une mauvaise réception? (INSCRIVEZ CI-DESSOUS)
- d) Combien de postes canadiens avec programmes anglais captez-vous à la télévision? (INSCRIVEZ CI-DESSOUS)
- e) Combien de ces (NOMBRE DE POSTES ANGLAIS) ont généralement une bonne réception? (INSCRIVEZ CI-DESSOUS)
- f) Et combien de ces postes ont généralement une mauvaise réception? (INSCRIVEZ CI-DESSOUS)
- g) Combien de postes canadiens avec programmes français captez-vous à la télévision? (INSCRIVEZ CI-DESSOUS)
- h) Combien de ces (NOMBRE DE POSTES FRANCAIS) ont généralement une bonne réception? (INSCRIVEZ CI-DESSOUS)
- i) Et combien de ces postes ont généralement une mauvaise réception? (INSCRIVEZ CI-DESSOUS)

	<u>-a), -b), -c)</u>	<u>-d), -e), -f)</u>	<u>-g), -h), -i)</u>
	POSTES AMERICAINS	POSTES CANADIENS ANGLAIS	POSTES CANADIENS FRANCAIS
NOMBRE TOTAL	17/18	23/24	29/30
RECEPTION			
BONNE	19/20	25/26	31/32
MAUVAISE	21/22	27/28	33/34
NE REGARDE PAS	35-1	2	3

- 19-a) Dans votre région, y a-t-il eu une importante amélioration du service de télévision en général?

OUI36-1

NON 2 PASSEZ A LA Q.19-c)

- b) (SI OUI A 19-a) A quand remonte cette amélioration?

NOMBRE DE MOIS: _____ 37/38
(PRECISEZ)

NOMBRE D'ANNES: _____ 39/40
(PRECISEZ)

- c) Parmi les pièces suivantes utilisées pour la réception des programmes télévisés, lesquelles avez-vous? (LISEZ LA LISTE)

	<u>OUI</u>	<u>NON</u>
Antenne extérieure, ne comprend pas pas les "oreilles de lapin"	41-1	2
Tour/pylône	42-1	2
Rotor	43-1	2
Survolteur (booster)	44-1	2

- d) Quand avez-vous acheté cet équipement? _____ années 45/46

- e) (SI OUI A UNE OU PLUS DES PIECES A 19-c))

Combien cet équipement vous a-t-il coûté au total, y compris ce que vous avez pu réparer?

\$ _____ 47/49
(PRECISEZ)

20. Encore une fois, veuillez supposer que vous venez de déménager dans un endroit différent. Vous avez le choix entre seulement deux types de service de télévision. Pour chacune des situations suivantes, veuillez m'indiquer quel type de service vous prendriez.

(BATTEZ LES CARTES ET TENDEZ-LES AU REpondANT. DEMANDEZ AU REpondANT DE VOUS NOMMER LA CARTE QU'IL REGARDE (TV-1 A TV-23) ET COCHEZ ✓ LA BOITE. ENSUITE, POUR CHAQUE CARTE, INSCRIVEZ LE CHOIX DU REpondANT (P1 A P9).)

CARTE:	DESCRIPTION					CHOIX:
	CANAUX	RECEPTION	PROGRAM- MATION	TARIF MENSUEL		
TV-1 .. <input type="checkbox"/> →	2	Passable	La même	\$6	P1 ...50-1	
	2	Excellente	La même	\$12	P2 2	
TV-2 .. <input type="checkbox"/> →	6	Passable	Meilleure	\$12	P8 ...51-1	
	4	Excellente	Meilleure	\$6	P4 2	
TV-3 .. <input type="checkbox"/> →	6	Passable	Meilleure	\$12	P8 ...52-1	
	6	Excellente	La même	\$20	P9 2	
TV-4 .. <input type="checkbox"/> →	4	Passable	La même	\$12	P5 ...53-1	
	2	Passable	Meilleure	\$20	P3 2	
TV-5 .. <input type="checkbox"/> →	2	Passable	Meilleure	\$20	P3 ...54-1	
	4	Passable	La même	\$20	P6 2	
TV-6 .. <input type="checkbox"/> →	6	Passable	La même	\$6	P7 ...55-1	
	2	Passable	Meilleure	\$20	P3 2	
TV-7 .. <input type="checkbox"/> →	6	Excellente	La même	\$20	P9 ...56-1	
	2	Passable	Meilleure	\$20	P3 2	
TV-8 .. <input type="checkbox"/> →	2	Excellente	La même	\$12	P2 ...57-1	
	2	Passable	Meilleure	\$20	P3 2	
TV-9 .. <input type="checkbox"/> →	2	Passable	Meilleure	\$20	P3 ...58-1	
	2	Passable	La même	\$6	P1 2	
TV-10 . <input type="checkbox"/> →	4	Excellente	Meilleure	\$6	P4 ...59-1	
	6	Passable	La même	\$6	P7 2	
TV-11 . <input type="checkbox"/> →	2	Passable	La même	\$6	P1 ...60-1	
	4	Passable	La même	\$20	P6 2	
TV-12 . <input type="checkbox"/> →	6	Passable	Meilleure	\$12	P8 ...61-1	
	2	Excellente	La même	\$12	P2 2	
TV-13 . <input type="checkbox"/> →	6	Passable	La même	\$6	P7 ...62-1	
	6	Passable	Meilleure	\$12	P8 2	
TV-14 . <input type="checkbox"/> →	6	Excellente	La même	\$20	P9 ...63-1	
	6	Passable	La même	\$6	P7 2	
TV-15 . <input type="checkbox"/> →	4	Passable	La même	\$12	P5 ...64-1	
	2	Passable	La même	\$6	P1 2	
TV-16 . <input type="checkbox"/> →	4	Excellente	Meilleure	\$6	P4 ...65-1	
	6	Excellente	La même	\$20	P9 2	
TV-17 . <input type="checkbox"/> →	2	Passable	La même	\$6	P1 ...66-1	
	6	Passable	Meilleure	\$12	P8 2	
TV-18 . <input type="checkbox"/> →	6	Excellente	La même	\$20	P9 ...67-1	
	4	Passable	La même	\$12	P5 2	
TV-19 . <input type="checkbox"/> →	2	Excellente	La même	\$12	P2 ...68-1	
	6	Passable	La même	\$6	P7 2	
TV-20 . <input type="checkbox"/> →	2	Excellente	La même	\$12	P2 ...69-1	
	6	Excellente	La même	\$20	P9 2	
TV-21 . <input type="checkbox"/> →	2	Excellente	La même	\$12	P2 ...70-1	
	4	Passable	La même	\$12	P5 2	
TV-22 . <input type="checkbox"/> →	4	Passable	La même	\$20	P6 ...71-1	
	2	Excellente	La même	\$12	P2 2	
TV-23 . <input type="checkbox"/> →	6	Excellente	La même	\$20	P9 ...72-1	
	2	Passable	La même	\$6	P1 2	

21. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service de télévision comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait avoir au moins 6 canaux différents, et la réception serait excellente sur chaque canal.

(TENDEZ LA CARTE TV C ET LISEZ:)

Un abonnement à ce nouveau service de télévision vous donnerait:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- le même type de programmation que vous recevez maintenant.

Choix - situation A:

(LISEZ L'ENONCE)

Supposons que ce nouveau service amélioré de télévision soit disponible pour vous dès le début du mois prochain et qu'il coûte \$6 par mois, selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE ET ENCERCLEZ LA REPONSE CI DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10)	7-1
Bonne possibilité (7 ou 8 chances sur 10)	2
Assez bonne possibilité (4, 5 ou 6 chances sur 10)	3
Petite possibilité (2 ou 3 chances sur 10)	4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10)	5

21. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service de télévision comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait avoir au moins 6 canaux différents, et la réception serait excellente sur chaque canal.
(TENDEZ LA CARTE TV'C ET LISEZ:)

Un abonnement à ce nouveau service de télévision vous donnerait:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- le même type de programmation que vous recevez maintenant.

Choix - situation B:

(LISEZ L'ENONCE)

Supposons que ce nouveau service amélioré de télévision soit disponible pour vous dès le début du mois prochain et qu'il coûte \$12 par mois, selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'EHELLE ET ENCERCLEZ LA REPONSE CI DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10)	7-1
Bonne possibilité (7 ou 8 chances sur 10)	2
Assez bonne possibilité (4, 5 ou 6 chances sur 10)	3
Petite possibilité (2 ou 3 chances sur 10)	4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10)	5

21. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service de télévision comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait avoir au moins 6 canaux différents, et la réception serait excellente sur chaque canal.
(TENDEZ LA CARTE TV C ET LISEZ:)

Un abonnement à ce nouveau service de télévision vous donnerait:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- le même type de programmation que vous recevez maintenant .

Choix - situation C:

(LISEZ L'ENONCE)

Supposons que ce nouveau service amélioré de télévision soit disponible pour vous dès le début du mois prochain et qu'il coûte \$20 par mois, selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE ET ENCERCLEZ LA REPONSE CI DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10) 7-1
Bonne possibilité (7 ou 8 chances sur 10) 2
Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
Petite possibilité (2 ou 3 chances sur 10) 4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

22. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service de télévision comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait avoir au moins six canaux différents, et la réception serait excellente sur chaque canal.

(TENDEZ LA CARTE TV D ET LISEZ:)

Un abonnement à ce nouveau service de télévision vous donnerait:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- le même type de programmation que vous recevez maintenant

MONTREZ L'IMAGE 1

Choix - situation A:

(LISEZ L'ENONCE)

Supposons que ce même service amélioré soit techniquement possible si vous achetez (comptant ou à crédit) de l'équipement spécial pour la réception au coût de \$400. Cet équipement remplacerait tout le matériel de réception que vous avez présentement, y compris l'antenne, le survolteur, le rotor, etc. Selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'EHELLE ET ENERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REpondANT:

- Certain ou presque certain (9 ou 10 chances sur 10) 8- 1
- Bonne possibilité (7 ou 8 chances sur 10) 2
- Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
- Petite possibilité (2 ou 3 chances sur 10) 4
- Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

22. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service de télévision comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait avoir au moins six canaux différents, et la réception serait excellente sur chaque canal.

(TENDEZ LA CARTE TV D ET LISEZ:)

Un abonnement à ce nouveau service de télévision vous donnerait:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- le même type de programmation que vous recevez maintenant

MONTREZ L'IMAGE 1

Choix - situation B:

(LISEZ L'ENONCE)

Supposons que ce même service amélioré soit techniquement possible si vous achetez (comptant ou à crédit) de l'équipement spécial pour la réception au coût de \$600. Cet équipement remplacerait tout le matériel de réception que vous avez présentement, y compris l'antenne, le survolteur, le rotor, etc. Selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'EHELLE ET ENGERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REPONDANT:

Certain ou presque certain (9 ou 10 chances sur 10)	8- 1
Bonne possibilité (7 ou 8 chances sur 10)	2
Assez bonne possibilité (4, 5 ou 6 chances sur 10)	3
Petite possibilité (2 ou 3 chances sur 10)	4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10)	5

22. De récentes découvertes technologiques nous donnent la possibilité de vous offrir un service de télévision comparable à celui offert dans les grandes villes; c'est-à-dire, n'importe qui pourrait avoir au moins six canaux différents, et la réception serait excellente sur chaque canal.

(TENDEZ LA CARTE TV D ET LISEZ:)

Un abonnement à ce nouveau service de télévision vous donnerait:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- le même type de programmation que vous recevez maintenant

MONTREZ L'IMAGE 1

Choix - situation C:

(LISEZ L'ENONCE)

Supposons que ce même service amélioré soit techniquement possible si vous achetez (comptant ou à crédit) de l'équipement spécial pour la réception au coût de \$800. Cet équipement remplacerait tout le matériel de réception que vous avez présentement, y compris l'antenne, le survolteur, le rotor, etc. Selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE ET ENGERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 or 10 chances sur 10)	8- 1
Bonne possibilité (7 ou 8 chances sur 10)	2
Assez bonne possibilité (4, 5 ou 6 chances sur 10)	3
Petite possibilité (2 ou 3 chances sur 10)	4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10)	5

23. Une autre découverte technique dans les domaines du téléphone et de la télévision vous offre la possibilité d'obtenir un service combiné de la télévision et du téléphone. C'est-à-dire, vous pourriez avoir au moins six canaux différents ayant une excellente réception sur chaque canal; en plus d'une ligne téléphonique individuelle, et d'un vaste secteur d'appel local, vous permettant d'appeler les gens des régions avoisinantes et les services essentiels sans frais d'interurbains.

(TENDEZ LA CARTE TV E ET LISEZ:)

Un abonnement à ce nouveau service combiné de la télévision et du téléphone vous donnerait:

pour la télévision:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- la même type de programmation que vous recevez maintenant

pour le téléphone:

- une ligne individuelle
- un plus grand secteur d'appel local (les gens des régions avoisinantes et les services essentiels pourraient être rejoints sans frais)

Choix - situation A:

(LISEZ L'ENONCE)

Supposons que ce nouveau service combiné télévision/téléphone soit disponible pour vous dès le mois prochain et qu'il coûte \$15 par mois; selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'EHELLE ET ENCERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10)	9-1
Bonne possibilité (7 ou 8 chances sur 10)	2
Assez bonne possibilité (4, 5 ou 6 chances sur 10)	3
Petite possibilité (2 ou 3 chances sur 10)	4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10)	5

23. Une autre découverte technique dans les domaines du téléphone et de la télévision vous offre la possibilité d'obtenir un service combiné de la télévision et du téléphone. C'est-à-dire, vous pourriez avoir au moins six canaux différents ayant une excellente réception sur chaque canal; en plus d'une ligne téléphonique individuelle, et d'un vaste secteur d'appel local, vous permettant d'appeler les gens des régions avoisinantes et les services essentiels sans frais d'interurbains.

(TENDEZ LA CARTE TV E ET LISEZ:)

Un abonnement à ce nouveau service combiné de la télévision et du téléphone vous donnerait:

pour la télévision:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- la même type de programmation que vous recevez maintenant

pour le téléphone:

- une ligne individuelle
- un plus grand secteur d'appel local (les gens des régions avoisinantes et les services essentiels pourraient être rejoints sans frais)

Choix - situation B:

(LISEZ L'ENONCE)

Supposons que ce nouveau service combiné télévision/téléphone soit disponible pour vous dès le mois prochain et qu'il coûte \$25 par mois; selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'EHELLE ET ENCERCLEZ LA REPONSE CI-DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10)	9-1
Bonne possibilité (7 ou 8 chances sur 10)	2
Assez bonne possibilité (4, 5 ou 6 chances sur 10)	3
Petite possibilité (2 ou 3 chances sur 10)	4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10)	5

RIN B2Q38

23. Une autre découverte technique dans les domaines du téléphone et de la télévision vous offre la possibilité d'obtenir un service combiné de la télévision et du téléphone. C'est-à-dire, vous pourriez avoir au moins six canaux différents ayant une excellente réception sur chaque canal; en plus d'une ligne téléphonique individuelle, et d'un vaste secteur d'appel local, vous permettant d'appeler les gens des régions avoisinantes et les services essentiels sans frais d'interurbains.

(TENDEZ LA CARTE TV E ET LISEZ:)

Un abonnement à ce nouveau service combiné de la télévision et du téléphone vous donnerait:

pour la télévision:

- au moins six canaux différents dans votre propre langue (anglais ou français)
- une excellente réception sur chacun des canaux
- la même type de programmation que vous recevez maintenant

pour le téléphone:

- une ligne individuelle
- un plus grand secteur d'appel local (les gens des régions avoisinantes et les services essentiels pourraient être rejoints sans frais)

Choix - situation C:

(LISEZ L'ENONCE)

Supposons que ce nouveau service combiné télévision/téléphone soit disponible pour vous dès le mois prochain et qu'il coûte \$35 par mois; selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE ET ENCERCLEZ LA REPOSE CI-DESSOUS)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10)	9-1
Bonne possibilité (7 ou 8 chances sur 10)	2
Assez bonne possibilité (4, 5 ou 6 chances sur 10)	3
Petite possibilité (2 ou 3 chances sur 10)	4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10)	5

BIN B2038

24. Quelqu'un de votre foyer, y compris vous-même, a-t-il de l'équipement CB et/ou de l'équipement de Service Radio Général (SRG)?

OUI10-1

NON 2

25. Et quelqu'un de votre foyer, y compris vous-même, a-t-il de l'équipement de radio mobile ou de téléphone mobile?

OUI11-1

NON 2

SI NON AUX DEUX QUESTIONS, 24 ET 25, PASSEZ A LA Q.28

26. A votre avis, quel genre d'équipement est le plus important pour votre foyer, CB ou la radio mobile?

CB12-1

RADIO MOBILE 2

NE SAIT PAS 3

- 27-a) A quelles fins utilisez-vous principalement votre (PLUS IMPORTANT A LA Q.26)? (NE LISEZ PAS LA LISTE) (ENCERCLEZ CODE 1 POUR LA PREMIERE MENTION)

- b) Autre chose? (ENCERCLEZ CODE 2 POUR LA DEUXIEME MENTION, ETC. SONDEZ, CODEZ LES TROIS PREMIERES REPONSES PAR ORDRE DE MENTION.)

	27-a)		27-b)	
	PREMIERE MENTION	DEUXIEME MENTION	PREMIERE MENTION	DEUXIEME MENTION
AFFAIRES	13-1	2	3	
URGENCE	14-1	2	3	
SECURITE	15-1	2	3	
PLAISIR/HOBBY/PASSE-TEMPS/ AIME A PARLER AUX GENS	16-1	2	3	
COMMODITE	17-1	2	3	
SPORTS EN PLEIN AIR	18-1	2	3	
NE L'UTILISE PAS (PRESENTEMENT)	19-1	2	3	
AUTRE (PRECISEZ)				

28. De récentes découvertes technologiques nous donnent la possibilité de remplacer le service téléphonique que vous avez présentement par un service combiné de radio mobile et de téléphone. En d'autres mots, ce nouveau service peut être utilisé soit comme radio mobile émetteur-récepteur, soit comme téléphone portatif. Pour obtenir ce service, il vous faudrait acheter un de ces nouveaux éléments MONTREZ L'IMAGE 2 pour chaque téléphone mobile dont vous avez besoin.

(TENDEZ LA CARTE R ET LISEZ:)

En achetant cet équipement spécial pour remplacer votre téléphone actuel, vous obtiendriez:

- un service équivalent à une ligne téléphonique individuelle
- un téléphone que vous pouvez utiliser dans plusieurs endroits; par exemple, votre maison ou votre voiture.
- un tarif mensuel de base de \$4

Choix - situation A:

(LISEZ L'ENONCE)

Supposons qu'un de ces nouveaux équipements de radio mobile/téléphone mobile soit disponible pour vous dès le mois prochain, et qu'il coûte \$300; selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois ?

(TENDEZ LA CARTE AVEC L'ECHELLE ET ENGERCLEZ LA REPONSE CI-DESSOUS.)

CHOIX DU REPONDANT:

Certain ou presque certain (9 ou 10 chances sur 10)20-1
Bonne possibilité (7 ou 8 chances sur 10) 2
Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
Petite possibilité (2 ou 3 chances sur 10) 4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

28. De récentes découvertes technologiques nous donnent la possibilité de remplacer le service téléphonique que vous avez présentement par un service combiné de radio mobile et de téléphone. En d'autres mots, ce nouveau service peut être utilisé soit comme radio mobile émetteur-récepteur, soit comme téléphone portatif. Pour obtenir ce service, il vous faudrait acheter un de ces nouveaux éléments **MONTREZ L'IMAGE 2** pour chaque téléphone mobile dont vous avez besoin.

(TENDEZ LA CARTE R ET LISEZ:)

En achetant cet équipement spécial pour remplacer votre téléphone actuel, vous obtiendriez:

- un service équivalent à une ligne téléphonique individuelle
- un téléphone que vous pouvez utiliser dans plusieurs endroits; par exemple, votre maison ou votre voiture.
- un tarif mensuel de base de \$4

Choix - situation B:

(LISEZ L'ENONCE)

Supposons qu'un de ces nouveaux équipements de radio mobile/téléphone mobile soit disponible pour vous dès le mois prochain, et qu'il coûte \$500; selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois ?

(TENDEZ LA CARTE AVEC L'ECHELLE ET ENCERCLEZ LA REPONSE CI-DESSOUS.)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10)20-1
Bonne possibilité (7 ou 8 chances sur 10) 2
Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
Petite possibilité (2 ou 3 chances sur 10) 4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

BIN B2038

28. De récentes découvertes technologiques nous donnent la possibilité de remplacer le service téléphonique que vous avez présentement par un service combiné de radio mobile et de téléphone. En d'autres mots, ce nouveau service peut être utilisé soit comme radio mobile émetteur-récepteur, soit comme téléphone portatif. Pour obtenir ce service, il vous faudrait acheter un de ces nouveaux éléments MONTREZ L'IMAGE 2 pour chaque téléphone mobile dont vous avez besoin.

(TENDEZ LA CARTE R ET LISEZ:)

En achetant cet équipement spécial pour remplacer votre téléphone actuel, vous obtiendriez:

- un service équivalent à une ligne téléphonique individuelle
- un téléphone que vous pouvez utiliser dans plusieurs endroits; par exemple, votre maison ou votre voiture.
- un tarif mensuel de base de \$4

Choix - situation C:

(LISEZ L'ENONCE)

Supposons qu'un de ces nouveaux équipements de radio mobile/téléphone mobile soit disponible pour vous dès le mois prochain, et qu'il coûte \$700; selon quel degré de probabilité achèteriez-vous ce service au cours des 12 prochains mois?

(TENDEZ LA CARTE AVEC L'ECHELLE ET ENCERCLEZ LA REPONSE CI-DESSOUS.)

CHOIX DU REpondant:

Certain ou presque certain (9 ou 10 chances sur 10)20-1
Bonne possibilité (7 ou 8 chances sur 10) 2
Assez bonne possibilité (4, 5 ou 6 chances sur 10) 3
Petite possibilité (2 ou 3 chances sur 10) 4
Aucune chance ou presque aucune chance (0 ou 1 chance sur 10) 5

Et maintenant, quelques questions pour nous aider à classifier vos données.

29. Depuis combien d'années vivez-vous dans cette demeure?

NOMBRE D'ANNÉES: 21/22
(PRECISEZ)

30. Etes-vous (LISEZ LA LISTE)?

Propriétaire,23-1
Ou, Locataire de cette demeure? .. 2

31-a) Considérez-vous que cette demeure est située dans un secteur rural ou dans un secteur urbain?

URBAIN24-1
RURAL 2
AUTRE (PRECISEZ) _____

-b) Et votre façon de vivre est-elle plutôt urbaine ou plutôt rurale?

URBAINE25-1
RURALE 2
AUTRE (PRECISEZ) _____

32. Diriez-vous que cette demeure fait partie d'une agglomération telle qu'une municipalité, un village, etc; ou diriez-vous que cette demeure est isolée?

ISOLEE26 -1 PASSEZ A LA Q.34
PARTIE D'UNE AGGLOMERATION ... 2

33. (SI DANS UNE AGGLOMERATION A LA Q.32)

Environ combien de personnes vivent dans cette agglomération?

NOMBRE DE PERSONNES: _____ 27/30
(PRECISEZ)

34. (TENDEZ LA CARTE E-1)

Veillez regarder cette carte et dites-moi la distance qu'il y a entre votre demeure et (LISEZ LA LISTE. ET INSCRIVEZ)?

	Plus de 100 verges	$\frac{1}{2}$ mille	$\frac{1}{2}$ mille	1 mille	5 milles	10 milles	30 milles	60 milles
Moins de 100 verges	-	-	-	-	-	-	-	-
	moins de $\frac{1}{2}$ verges	moins de $\frac{1}{2}$ mille	moins de 1 mille	moins de 5 milles	moins de 10 milles	moins de 30 milles	moins de 60 milles	ou plus

- a) Votre voisin le plus proche31 -1.....2.....3.....4.....5.....6.....7.....8.....9
- b) L'épicerie la plus proche32 -1.....2.....3.....4.....5.....6.....7.....8.....9
- c) L'école primaire la plus proche33 -1.....2.....3.....4.....5.....6.....7.....8.....9
- d) Le poste de police le plus proche34 -1.....2.....3.....4.....5.....6.....7.....8.....9
- e) Le poste de pompiers le plus proche35 -1.....2.....3.....4.....5.....6.....7.....8.....9
- f) L'hôpital le plus proche36 -1.....2.....3.....4.....5.....6.....7.....8.....9
- g) La ville la plus proche37 -1.....2.....3.....4.....5.....6.....7.....8.....9
- (PRECISEZ)

35. Combien de personnes de ce foyer, y compris vous-même, ont:

NO. DE PERSONNES

Moins de 5 ans38 - _____
 5 à 14 ans39 - _____
 15 à 24 ans40 - _____
 25 à 44 ans41 - _____
 45 à 54 ans42 - _____
 55 à 64 ans43 - _____
 65 ans et plus44 - _____

TOTAL = 45/46

36. Il y a donc _____ personnes vivant dans ce foyer?
(NO. TOTAL AU FOYER)

(CORRIGEZ LE TOTAL SI NECESSAIRE)

37. Quelle est votre occupation?

_____ CHEZ _____ 47-
 (GENRE DE TRAVAIL) (GENRE DE COMPAGNIE)

RETRAITÉ(E)48-1

EN CHOMAGE 2

MAÎTRESSE DE MAISON 3

(SI TRAVAILLE A L'EXTERIEUR DU FOYER, DEMANDEZ:) Est-ce un travail à plein temps ou à temps partiel?

PLEIN TEMPS49-1

TEMPS PARTIEL 2

38-a) Quel est votre état civil?

MARIÉ(E)50-1

CELIBATAIRE (JAMAIS

MARIÉ(E) 2

SEPARÉ(E) 3

VEUF/VEUVE 4

DIVORCÉ(E) 5

PASSEZ A LA
QUESTION 39

-b) Quelle est l'occupation de votre époux(se)?

_____ CHEZ _____ 51-
 (GENRE DE TRAVAIL) (GENRE DE COMPAGNIE)

RETRAITÉ(E)52-1

EN CHOMAGE 2

MAÎTRESSE DE MAISON 3

(SI TRAVAILLE A L'EXTERIEUR DU FOYER, DEMANDEZ:) Est-ce un travail à plein temps ou à temps partiel?

PLEIN TEMPS53-1

TEMPS PARTIEL 2

39. Quel niveau de scolarité avez-vous atteint? (NE LISEZ PAS LA LISTE)

	<u>EN PARTIE</u>	<u>COMPLETE</u>
ECOLE PRIMAIRE (ANNEES 1 A 8; QUEBEC, ANNEES 1 A 7)	54-1	2
ECOLE SECONDAIRE (ANNEES 9 A 13; QUEBEC, ANNEES 8 A 12)	3	4
ECOLE TECHNIQUE/COLLEGE COMMUNAUTAIRE (AU-DELA DES ANNEES 12 OU 13; QUEBEC, CEGEP)	5	6
UNIVERSITÉ	7	8
MAITRISE/DOCTORAT	9	0
AUCUNE SCOLARITE		55-1
REFUSE		2

40. (TENDEZ LA CARTE E-2) A quel groupe d'âge appartenez-vous?

A. 18 A 24	56-1
B. 25 A 34	2
C. 35 A 44	3
D. 45 A 54	4
E. 55 OU PLUS	5
REFUSE	6

41. (TENDEZ LA CARTE E-3) Et quel a été le total de tous les revenus de votre foyer, avant l'impôt, en 1979?

L	57-1
M	2
N	3
O	4
P	5
Q	6
R	7
S	8
T	9
U	0
V	58-1
W	2

42. Quelle langue est parlée le plus souvent dans ce foyer?

ANGLAIS	59-1
FRANCAIS	2
AUTRE (PRECISEZ) _____	

Genre de demeure: (OBSERVEZ, NE POSEZ PAS)

MAISON UNIFAMILIALE OU SEMI-DETACHÉE ...	60-1
MAISON EN RANGÉE	2
DUPLEX, TRIPLEX, QUADRUPLX	3
LOGIS AU-DESSUS D'UN MAGASIN, ETC.	4
APPARTEMENT (IMMEUBLE DE 5 - 7 APPTS) ...	5
APPARTEMENT (IMMEUBLE DE 8 - 19 APPTS) ..	6
APPARTEMENT (IMMEUBLE DE 20 APPTS OU PLUS)	7
CHAMBRE(S), UNE PARTIE DE LA MAISON	8
AUTRE (ENCERCLEZ LE CODE ET PRECISEZ)	9

DEMANDEZ A VOIR LE COMPTE DE TELEPHONE SI ON VOUS NE L'A PAS DEJA OFFERT. INSCRIVEZ CI-DESSOUS LE NOM DE LA COMPAGNIE.

TARIF MENSUEL DE BASE: _____ 61/63

TARIF MENSUEL AU TOTAL: _____ 64/66

INSCRIVEZ LE NOM DE LA COMPAGNIE DE TELEPHONE: _____ 67-
68-

TERMINÉ A: _____ 69-
70-
71-

A Signaler

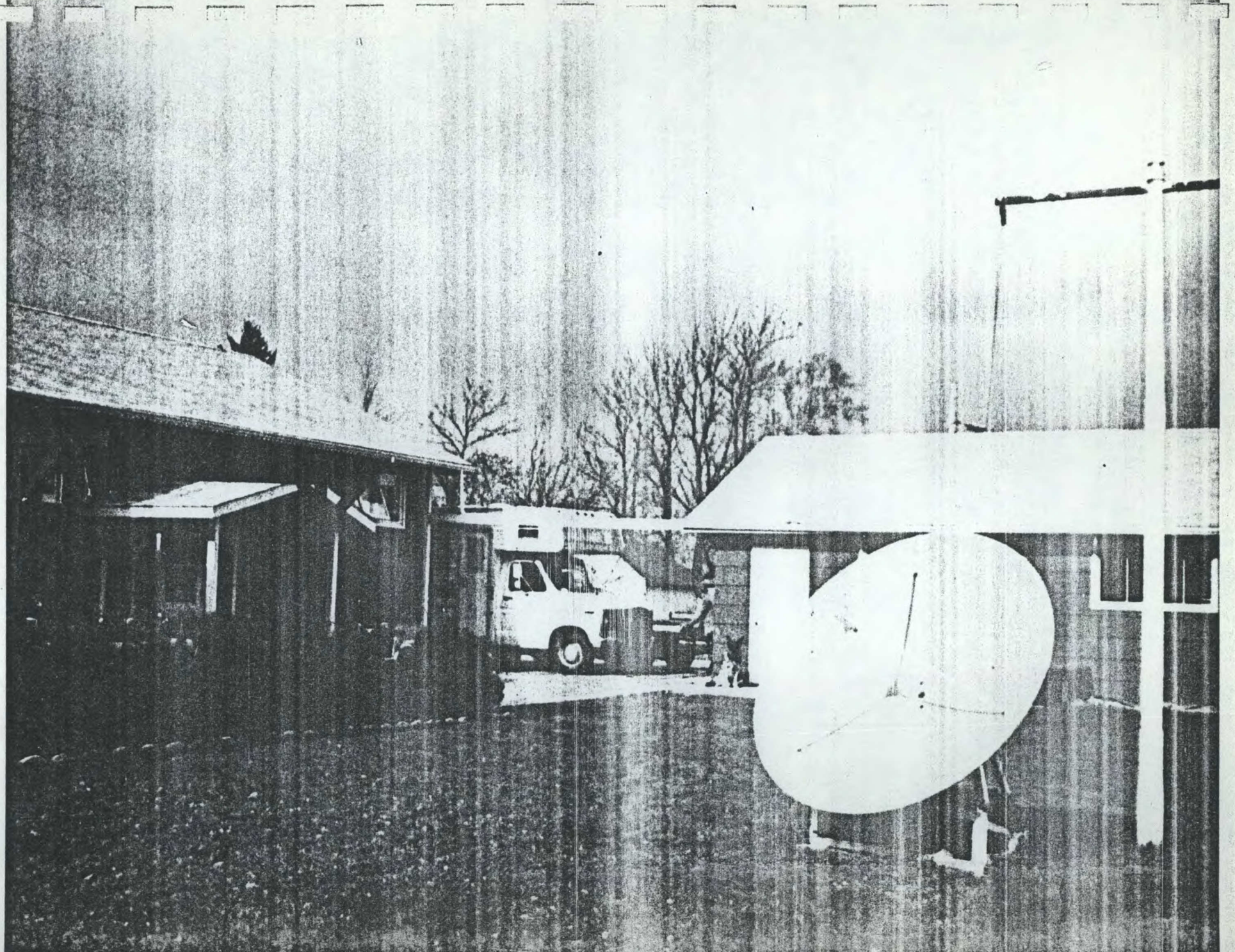
Dans cette étude nous avons décrit plusieurs options ayant trait au service. Ces options ne seront peut-être pas disponibles dans cette région dans un avenir proche. Nous les avons données à titre d'exemples seulement.

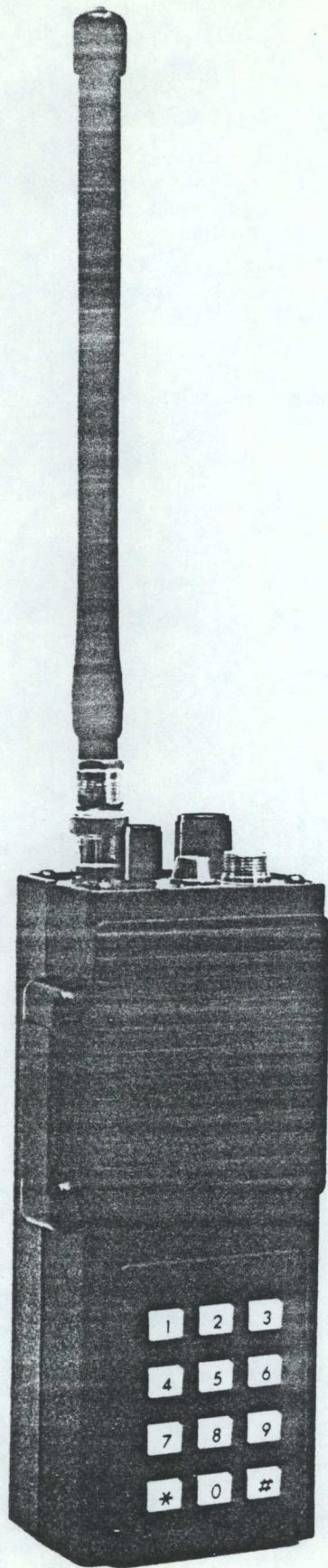
NOM: _____

ADRESSE: _____

VILLE: _____ NO. DE TELEPHONE: _____

DATE: _____ INTERVIEWER: _____ 72-
73-
74-

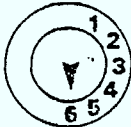
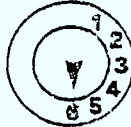






APPENDIX D
EXAMPLES OF FIELD MATERIALS

CARD TV3

NO. OF CHANNELS	RECEPTION	NO. OF CHANNELS	RECEPTION
	FAIR		EXCELLENT
PROGRAMMING	COST	PROGRAMMING	COST
BETTER	\$ 12	SAME	\$ 20
P8		P9	

CARD TV3

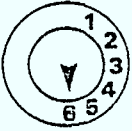
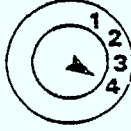
- Six channels in your own language
- with fair quality of reception
- with better programming than that currently available
- at a \$12 monthly charge .

P8

- Six channels in your own language
- with excellent quality of reception
- with the same programming as that currently available
- at a \$20 monthly charge.

P9




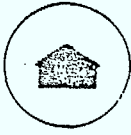
CARTE TV2

NO. DE CANAUX	RECEPTION	NO. DE CANAUX	RECEPTION
	PASSABLE		EXCELLENTE
PROGRAMMATION	COUT	PROGRAMMATION	COUT
MEILLEURE	\$ 12	MEILLEURE	\$ 6
P8		P4	

CARTE TV2

<ul style="list-style-type: none"> - Six canaux dans votre langue - avec une réception de qualité passable - et une meilleure programmation que celle qui est présentement disponible - au tarif mensuel de \$12. 	<ul style="list-style-type: none"> - Quatre canaux dans votre langue - avec une réception de qualité excellente - et une meilleure programmation que celle qui est présentement disponible - au tarif mensuel de \$6.
P8	P4


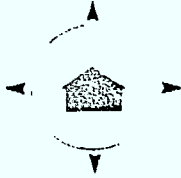


CARD T14

LINE	COST	CALLING AREA	LINE	COST	CALLING AREA
	\$18			\$6	
TWO PARTY			FOUR PARTY		SAME
		P6			P7

CARD T14

<ul style="list-style-type: none">-A two party line-with a \$18 basic monthly charge-and the same free calling area you have now?	<ul style="list-style-type: none">-A four party line-with a \$6 basic monthly charge-and the same free calling area you have now?
P6	P7

CARTE T17

LIGNE	COUT	SECTEUR D'APPEL	LIGNE	COUT	SECTEUR D'APPEL
	\$18			\$6	
4 COABONNEES		PLUS GRAND	INDIVIDUELLE		LE MEME
		P9			P1

CARTE T17

<ul style="list-style-type: none"> - Une ligne à 4 coabonnés - ayant un tarif mensuel de base de \$18 - et un secteur d'appel local plus grand que maintenant? 	<ul style="list-style-type: none"> - Une ligne individuelle - ayant un tarif mensuel de base de \$6 - et le même secteur d'appel local que maintenant?
P9	P1



APPENDIX E
INTERVIEWER INSTRUCTIONS

Montreal - Ottawa - Toronto - Vancouver

COMMUNICATIONS STUDY
INTERVIEWER INSTRUCTIONS

A. PURPOSE AND BACKGROUND

The Department of Communications has commissioned our company to conduct a survey on the demand for communication services - telephone, television and mobile radio - across Canada. During the month of January we will be conducting personal interviews with respondents in each of the ten provinces.

B. GENERAL INSTRUCTIONS

Check your kit (directly upon receipt)

You should have:

1. Location assignment and map.
2. 7 letters of introduction.
3. 3 Decks of cards - Deck A - 12 cards (grey)
17 T Cards (white).
23 TV Cards (white).
4. 11 Cards on a ring.
5. 1 Scale card - FOR EASIER HANDLING DO NOT PLACE ON RING.
6. 2 Pictures.
7. 7 Household Questionnaires (pink and blue).
8. 5 Respondent Questionnaires (white).
9. 1 Time sheet.

Phone your supervisor immediately in the event that any materials are missing.

Read through these instructions and review the Household and Respondent questionnaires.

Practice handling the cards so that you can handle them smoothly and quickly.

The Respondent Questionnaire is long but it is straightforward. We have tested it in a national pilot and in general respondents found the subject matter interesting. On average the questionnaire takes about 1 hour to administer.

IF YOU HAVE ANY QUESTIONS ABOUT THE PROCEDURES AND OR THE QUESTIONNAIRES CONTACT YOUR SUPERVISOR BEFORE YOU GO TO YOUR LOCATION.

C. LOCATION ASSIGNMENT

1. You have been assigned 5 households at your location. You may make up to 3 trips to the location in order to contact these 5 households and obtain interviews with qualified respondents.

YOU MUST FILL OUT A HOUSEHOLD QUESTIONNAIRE FOR EACH HOUSE YOU CALL ON. ALL HOUSEHOLD QUESTIONNAIRES MUST BE RETURNED TO US.

2. The Household Questionnaire also is a screener. It must be used correctly and filled in accurately. You will use the Household Questionnaire to select the appropriate male or female head of household. The procedure is as follows:

Start with a pink (female) or blue (male) Household Questionnaire as shown on your assignment.

The first household which you call on will be Household No. 1 for your location. Enter the Location Number and Household Number on the Household Questionnaire. Enter the date in the space provided.

The results of your first attempt at Household Number 1 will determine whether you use a pink (female) or blue (male) Household Questionnaire for Household Number 2. There are two possibilities:

If Household No. 1 is - Not at Home (code 1).

- Respondent Not at Home (code 5).

or - Completion (code 8).

Alternate the colour of the Household Questionnaire on your next call. That is, if Household No. 1 was pink (female) use a blue (male) Household Questionnaire for Household 2. If Household No. 1 was blue (male), Household 2 will be pink (female).

If Household No. 1 is - Not a primary residence (code 2).

- No designated male/female head (code 3).

- Initial refusal (code 4).

- Respondent refusal (code 6).

or - Termination (code 7).

Then you will use the same colour of Household Questionnaire for Household No. 2.

Review the example on the next page.

Example:

Your last completed interview was with a male (blue Household Questionnaire). You are now using a pink Household Questionnaire (females), the house you call on is not a primary residence, you circle code 2 on the pink Household Questionnaire. The next house you call on you will also use a pink Household Questionnaire; assuming you complete the interview, you will then use a blue Record of Call for the house after that.

Continue using these procedures until you have accounted for your 5 assigned households. Remember to enter the Location Number and Household Number on each Household Questionnaire as well as the Date of each call.

You will make up to 2 callbacks (3 trips to the location in total) in order to contact households where there is no one at home or to complete interviews with selected respondents. If the household qualifies as a primary residence but the selected male/female head of household is not available when you call circle code 5 and make an appointment to call back.

Note:

In some cases you may obtain information on the status of an assigned household from a neighbour. For example, if you are not certain whether or not a dwelling is occupied you may ask a neighbour if it qualifies as a primary residence. If you obtain information in this way note the fact on the questionnaire.

IF YOU COMPLETE YOUR ASSIGNMENT ON YOUR FIRST TRIP TO THE LOCATION NOTIFY YOUR SUPERVISOR IMMEDIATELY.

IN ALL OTHER CASES CALL YOUR SUPERVISOR AFTER YOUR SECOND TRIP TO THE LOCATION.

RESPONDENT QUESTIONNAIRE

Use the white Respondent Questionnaires in the order in which you receive them. That is, for your first interview use the first questionnaire in your kit. Use the second questionnaire for the second interview and so on.

If you have read this far add 50¢ to your study fee.

We will be verifying that you have followed the procedures specified above for use of both the Household and Respondent Questionnaires.

THE QUESTIONNAIRE

SECTION A: This section deals with the need for improvement in different types of services.

QUESTION 1-a): Hand CARD A (light grey--first card on the ring). Then remove a maximum of 6 grey cards from the first deck (these are the services chosen by the respondent). If no improvements are deemed necessary circle 0 and go to Q.2

QUESTION 1-b): Circle code 1 for the one that most needs to be improved.

QUESTION 1-c): Circle code 2 for the next most important, code 3 for the one after etc..

QUESTION 2: The respondent can allocate the 10 points to all or any of the services. If no improvements are deemed necessary circle the code and go to Q.3.

SECTION B: This section deals with the telephone.

QUESTION 3-a): You are asking about telephone numbers not the number of sets.

QUESTIONS 4-a & 4-b): Code 1 for the first mention, code 2 for the second mention, etc.

QUESTION 6: Hand CARD B (Yellow). Start reading at the "X" and read all statements.





QUESTION 7-a): A four party line is a line for which the respondent pays to have no more than 3 other parties on the line.

If you have read this far add 25¢ to your study fee.

QUESTION 11-a) & b): Don't forget to record whether the respondent checked his phone bill.

QUESTION 12: You will be using the white T deck at this question. Make sure you have 17 cards, shuffle and hand to respondent.

CARD NO. FRONT BACK
CARD T15 CARD T15

LINE	COST	CALLING AREA	LINE	COST	CALLING AREA
	'10			'18	
FOUR PARTY		SAME	TWO PARTY		SAME
			-A four party line -with a \$10 basic monthly charge -and the same free calling area you have now?		
			-A two party line -with a \$18 basic monthly charge -and the same free calling area you have now?		
			CHOICE		
			P8 P6		

Explain to the respondent that he must make a choice between the two possibilities on each card. The respondent can use either the front or the back of the card. Have the respondent tell you which card he is looking at, T1 to T17, and tick the appropriate box on the grid on PAGE 7. Then have the respondent tell you what his choice is, in the above example, it will be either P8 or P6, and circle the appropriate code on the grid (either 1 or 2).

Do not read the cards out loud to the respondent.

The free calling area mentioned on the cards is simply the calling area within which the respondent is not charged long distance rates.

QUESTION 13: You will be showing CARD C (Orange) and the SCALE CARD (Beige) at this question.

SECTION C: This section deals with television.

QUESTION 15: Code responses in order mentioned.

QUESTION 16: Code responses in order mentioned.

QUESTION 17: You will be showing CARD TVB (White). Start reading at the "X" and read all statements.



QUESTION 18-a): If the respondent doesn't get any American Stations write in 'O' and go to -d). If respondent doesn't watch American Stations, circle code and go to -d).

18-d): If the respondent doesn't get any English Canadian Stations, write in 'O' and go to -g). If respondent doesn't watch English Canadian Stations, circle code and go to -g).

18-g): If the respondent doesn't get any French Canadian Stations, write in 'O' and go to 19-a). If the respondent doesn't watch any French Canadian Stations, circle code and go to 19-a).

Now you may add another 25¢ to your study fee.

QUESTION 20: Same procedure as in Q. 12, shuffle cards and record on grid PAGE 12. There are 23 TV cards.

FRONT		BACK	
CARD TV2		CARD TV2	
NO. OF CHANNELS  RECEPTION FAIR	NO. OF CHANNELS  RECEPTION EXCELLENT	-Six channels in your own language -with fair quality of reception -with better programming than that currently available -at a \$12 monthly charge.	-Four channels in your own language -with excellent quality of reception -with better programming than that currently available -at a \$6 monthly charge.
PROGRAMMING BETTER COST \$12	PROGRAMMING BETTER COST \$6		
P8	P4	P8	P4

CHOICE

QUESTION 21: Hand CARD TVC (White) and SCALE CARD (Beige) at this question.

QUESTION 22: Hand CARD TVD (White), show picture 1 and hand SCALE CARD (Beige).

QUESTION 23: Hand CARD TVE (White) and SCALE CARD (Beige) at this question.

SECTION D: This section deals with CB and radio equipment.

QUESTION 27: Record mentions in order.

QUESTION 28: Hand CARD R (Pink), show picture 2, and SCALE CARD (Beige).

SECTION E: Includes Basic Data.

QUESTION 34: Hand CARD E-1 (Blue).

At -g) write in the name of the nearest city.

QUESTION 40: Hand CARD E-2 (Blue).

QUESTION 41: Hand CARD E-3 (Blue).

PAGE 22: Ask to see phone bill and record charges and name of phone company. Don't forget to fill in the FINISH TIME.

Be sure to read the DEBRIEFING statement to respondent.

Montréal - Ottawa - Toronto - Vancouver

ETUDE SUR LES COMMUNICATIONSINSTRUCTIONS AUX INTERVIEWERSA. BUT ET DONNEES

Le ministère des Communications a demandé à notre compagnie de mener une enquête sur la demande en matière de services de communication - téléphone télévision et radio mobile - à travers le Canada. Au cours du mois de janvier, nous interviewerons en personne des répondants de chacune des 10 provinces.

B. INSTRUCTIONS GENERALES

Vérifiez votre trousse (dès que vous la recevrez)

Elle devrait comprendre:

1. Commande et carte du secteur.
2. 7 lettres d'introduction.
3. 3 paquets de cartes - Paquet A - 12 cartes (grises).
17 cartes T (blanches).
23 cartes TV (blanches).
4. 11 cartes sur un anneau.
5. 1 carte avec échelle d'évaluation (POUR UNE MANIPULATION FACILE,
NE LA PLACEZ PAS SUR L'ANNEAU)
6. 2 photos.
7. 7 questionnaires du foyer (roses et bleus).
8. 7 questionnaires du répondant (blancs).
9. 1 feuille de temps.

Si vous vous rendez compte qu'il vous manque du matériel, communiquez immédiatement avec votre surveillant(e).

Lisez attentivement toutes les instructions et les questionnaires du foyer et du répondant.

Pratiquez-vous à manipuler les cartes afin de pouvoir les manier rapidement et avec facilité.

Le questionnaire du répondant est long mais il est sans difficulté. Nous l'avons essayé lors d'une étude pilote nationale et généralement les répondants ont trouvé le sujet intéressant. Il faut en moyenne une heure pour poser le questionnaire.

SI VOUS AVEZ DES QUESTIONS SUR LA PROCEDURE ET/OU LES QUESTIONNAIRES, VEUILLEZ COMMUNIQUER AVEC VOTRE SURVEILLANT(E) AVANT D'ALLER DANS VOTRE SECTEUR.

C. COMMANDE DU SECTEUR

1. Nous vous avons assigné 5 foyers par secteur. Vous pouvez faire un maximum de 3 voyages dans le secteur afin de rejoindre ces 5 foyers et obtenir les interviews avec des répondants qualifiés.

VOUS DEVEZ REMPLIR UN QUESTIONNAIRE DU FOYER POUR CHAQUE FOYER QUE VOUS VISITEZ. VOUS DEVEZ NOUS RETOURNER TOUS LES QUESTIONNAIRES DU FOYER.

2. Le questionnaire du foyer sert aussi de questionnaire de sélection. Il doit être utilisé correctement et rempli avec exactitude. Vous utiliserez le questionnaire du foyer pour sélectionner le chef de famille masculin ou féminin. Pour ce faire, procédez de la façon suivante:

Commencez par un questionnaire du foyer rose (femmes) ou bleu (hommes) tel qu'indiqué dans la commande.

Le premier foyer que vous visiterez sera le foyer No. 1 de votre secteur. Inscrivez le numéro de secteur et le numéro du foyer sur le questionnaire du foyer. Inscrivez la date dans l'espace prévu.

Les résultats de votre première tentative au foyer #1 détermineront si vous utiliserez un questionnaire du foyer rose (femmes) ou bleu (hommes) pour le foyer #2. Il y a deux possibilités:

- Si au foyer numéro 1 - Il n'y a personne à la maison (code 1),
- Le/la répondant(e) n'est pas à la maison (code 5),
 - ou - Vous avez complété l'interview (code 8),

vous ferez alterner la couleur du questionnaire du foyer lors de votre visite au foyer numéro 2. C'est-à-dire, si le questionnaire du foyer #1 était rose (femmes), vous utiliserez un questionnaire bleu (hommes) pour le foyer #2. Si le questionnaire du foyer #1 était bleu (hommes), vous utiliserez un questionnaire rose (femmes) au foyer #2.

- Si au foyer numéro 1 - Ce n'est pas une résidence principale (code 2),
- Il n'y a pas de chef masculin/féminin (code 3),
 - Vous éprouvez un refus initial (code 4),
 - Le/la répondant(e) refuse (code 6),
 - ou - Le/la répondant(e) met fin à l'interview (code 7),

vous utiliserez un questionnaire du foyer de la même couleur au foyer #2.

Veillez étudier l'exemple à la page suivante.

Exemple:

Pour la dernière interview que vous avez complétée, vous avez utilisé un questionnaire du foyer bleu (hommes). Vous utilisez maintenant un questionnaire rose (femmes) pour le foyer suivant mais celui-ci n'est pas une résidence principale; vous encerclez alors le code 2 sur le questionnaire du foyer rose. Au foyer suivant, vous utiliserez de nouveau un questionnaire rose; en supposant que cette fois vous complétez l'interview, vous utiliserez un questionnaire du foyer bleu pour interviewer le foyer suivant.

Continuez de cette façon jusqu'à ce que vous ayez rendu compte des 5 foyers assignés. N'oubliez pas d'inscrire le numéro du secteur, le numéro du foyer et la date de chaque visite sur chacun des questionnaires du foyer.

Vous ferez jusqu'à 2 visites de rappel (un total de 3 visites dans le secteur) afin d'entrer en contact avec les foyers où il n'y avait personne à la maison, ou pour compléter les interviews avec les répondant(e)s sélectionné(e)s. Si le foyer se qualifie comme résidence principale mais le chef de famille masculin/féminin sélectionné n'est pas disponible lors de votre visite, encerclez le code 5 et convenez d'une date pour revenir l'interviewer.

Avis:

Dans certains cas, il vous sera peut-être possible d'obtenir des renseignements sur le foyer chez des voisins. Par exemple, si vous doutez qu'un foyer est habité, vous pouvez demander aux voisins si le foyer en question est une résidence principale. Si vous obtenez des renseignements de cette façon, notez-le sur le questionnaire.

SI VOUS REUSSISSEZ A COMPLETER VOTRE COMMANDE LORS DU PREMIER VOYAGE DANS LE SECTEUR, AVISEZ IMMEDIATEMENT VOTRE SURVEILLANT(E).

DANS TOUS LES AUTRES CAS, VEUILLEZ APPELER VOTRE SURVEILLANT(E) APRES VOTRE DEUXIEME VOYAGE DANS LE SECTEUR.

QUESTIONNAIRE DU REpondANT

Utilisez les questionnaires du répondant blancs dans l'ordre, tels qu'ils sont quand vous les recevez. C'est-à-dire, utilisez le premier questionnaire de votre trousse pour la première interview, le deuxième questionnaire pour la deuxième interview, etc.

Si vous avez lu les instructions jusqu'ici, ajoutez 50¢ au prix de l'étude des instructions.

Nous vérifierons si vous avez bien suivi les procédures précisées ci-dessus pour l'utilisation des deux questionnaires, soit du foyer et du répondant.

LE QUESTIONNAIRE

SECTION A: Cette section concerne le besoin d'amélioration dans différents types de services.

QUESTION 1-a): Tendez la CARTE A (gris pâle--première carte sur l'anneau). Ensuite, enlevez un maximum de 6 cartes grises du premier paquet de cartes (ce sont les services mentionnés par le répondant). Si aucun de ces services ne nécessite une amélioration, encerclez le "0" et passez à la Q.2.

QUESTION 1-b): Encerclez le code 1 pour celui qui a le plus besoin d'être amélioré.

QUESTION 1-c): Encerclez le code 2 pour le deuxième plus important, le code 3 pour le suivant, etc..

QUESTION 2: Le répondant peut allouer les 10 points à tous les services, ou à celui ou ceux qu'il juge nécessaire d'améliorer. Si aucune amélioration n'est nécessaire, encerclez le code et passez à Q.3.

SECTION B: Cette section concerne le téléphone.

QUESTION 3-a): La question concerne les numéros de téléphone et non le nombre d'appareils.

QUESTIONS 4-a) & 4-b): Encerclez le code 1 pour la première mention, le code 2 pour la deuxième mention, etc.







QUESTION 6: Tendez la CARTE B (jaune). Commencez à l'énoncé marqué "X" et lisez tous les énoncés.

QUESTION 7-a): Avec une ligne à 4 abonnés, le répondant paye pour qu'il n'y ait pas plus de 3 autres coabonnés sur la ligne.

Si vous avez lu jusqu'ici, ajoutez 25¢ au prix de l'étude des instructions.

QUESTIONS 11-a) & 11-b): N'oubliez pas d'inscrire si le répondant a vérifié ses comptes de téléphone.

QUESTION 12: Pour cette question, vous utiliserez les cartes T blanches. Assurez-vous que vous avez 17 cartes, battez-les et tendez-les au répondant.

RECTO			VERSO		
CARTE NO. CARTE T15			CARTE T15		
LIGNE	COUT	SECTEUR D'APPEL	LIGNE	COUT	SECTEUR D'APPEL
4 COABONNÉS.	\$10		2 COABONNÉS	\$18	
		LE MEME			LE MEME
					
					
					

CHOIX

Expliquez au répondant qu'il doit choisir entre les deux possibilités sur chacune des cartes. Le répondant peut utiliser soit le devant, soit l'arrière de la carte. Demandez au répondant de vous dire quelle carte il regarde, c'est-à-dire T1 à T17, et cochez la bonne case sur la grille à la PAGE 7. Demandez ensuite au répondant de vous dire son choix (dans l'exemple ci-dessus, ce sera soit P8, soit P6) et encerclez le bon code dans la grille (soit 1 ou 2).

Ne lisez pas les cartes à haute voix.

Le secteur d'appel local mentionné sur les cartes est simplement le secteur à l'intérieur duquel le répondant n'a pas à payer de frais d'interurbains.

QUESTION 13: Montrez la CARTE C (orange) et la CARTE AVEC L'ECHELLE D'EVALUATION (beige) pour cette question.

SECTION C: Cette section concerne la télévision.

QUESTION 15: Codez les réponses dans l'ordre mentionné.

QUESTION 16: Codez les réponses dans l'ordre mentionné.

QUESTION 17: Montrez la CARTE TVB (blanche). Commencez par l'énoncé marqué "X" et lisez tous les énoncés.



QUESTION 18-a): Si le répondant ne reçoit aucun poste américain, inscrivez '0' et passez à -d). Si le répondant ne regarde pas les postes américains, encerclez le code et passez à -d).

QUESTION 18-d): Si le répondant ne reçoit aucun poste canadien anglais, inscrivez '0' et passez à -g). Si le répondant ne regarde pas les postes canadiens anglais, encerclez le code et passez à -g).

QUESTION 18-g): Si le répondant ne reçoit aucun poste canadien français, inscrivez '0' et passez à 19-a). Si le répondant ne regarde pas les postes canadiens français, encerclez le code et passez à la Q.19-a).

Ajoutez un autre 25¢ au prix de l'étude des instructions.

QUESTION 20: Procédez de la même façon qu'à la Q.12, battez les cartes et inscrivez sur la grille à la PAGE 12. Il y a 23 cartes TV.

RECTO		VERSO	
CARTE TV2		CARTE TV2	
NO. DE CANAUX 	RECEPTION PASSABLE	NO. DE CANAUX 	RECEPTION EXCELLENTE
PROGRAMMATION MEILLEURE	COUT \$12	PROGRAMMATION MEILLEURE	COUT \$6
PB		PA	
CHOIX			
		<ul style="list-style-type: none"> -Six canaux dans votre langue -avec une réception de qualité passable -et une meilleure programmation que celle qui est présentement disponible -au tarif mensuel de \$12. 	<ul style="list-style-type: none"> -Quatre canaux dans votre langue -avec une réception de qualité excellente -et une meilleure programmation que celle qui est présentement disponible -au tarif mensuel de \$6.
		P8	P4

QUESTION 21: Tendez la CARTE TVC (blanche) et la CARTE AVEC L'ECHELLE (beige).

QUESTION 22: Tendez la CARTE TVD (blanche), montrez la photo 1 et tendez la CARTE AVEC L'ECHELLE (beige).

QUESTION 23: Tendez la CARTE TVE (blanche) et montrez la CARTE AVEC L'ECHELLE (beige).

SECTION D: Cette section concerne l'équipement de radio et de BP (CB).

QUESTION 27: Inscrivez les mentions dans l'ordre.

QUESTION 28: Tendez la CARTE R (rose), montrez la photo 2 et la CARTE AVEC L'ECHELLE (beige).

SECTION E: Comprend les données fondamentales.

QUESTION 34: Tendez la CARTE E-1 (bleue).

A -g), inscrivez le nom de la ville la plus proche.

QUESTION 40: Tendez la CARTE E-2 (bleue).

QUESTION 41: Tendez la CARTE E-3 (bleue).

PAGE 22: Demandez à voir le compte de téléphone et inscrivez les frais et le nom de la compagnie. N'oubliez pas d'inscrire l'heure à laquelle vous avez TERMINÉ l'interview.

Assurez-vous de lire l'énoncé A SIGNALER au répondant.



APPENDIX F
CODING MANUAL

CODING MANUALCARD/COLUMN NO.

1	1/4	Questionnaire Number
	5	1 Card Number
	6	Version Number
		1 -- 1
		2 -- 2
		3 -- 3
		4 -- 4
		5 -- 5
		6 -- 6
		7 -- 7
		8 -- 8
		9 -- 9
		0 -- Incomplete
	7/10	Location Number
		Numeric Field
	11	Household Number
		1 -- One
		2 -- Two
		3 -- Three
		4 -- Four
		5 -- Five
		6 -- Six
		7 -- Seven
	12	Sex
		1 -- Male
		2 -- Female
	13	Region
		1 -- Atlantic
		2 -- Quebec
		3 -- Ontario
		4 -- Prairies
		5 -- British Columbia

CARD/COLUMN NO.

1 14

Province

- 1 -- P.E.I.
- 2 -- Nova Scotia
- 3 -- New Brunswick
- 4 -- Quebec
- 5 -- Ontario
- 6 -- Manitoba
- 7 -- Saskatchewan
- 8 -- Alberta
- 9 -- British Columbia
- 0 -- Newfoundland

15/17

Enumeration Number
Numeric Field

18

File No.

- 1 -- 1
- 2 -- 2
- 4 -- 4
- 5 -- 5

19

Replicate Number

- 1 -- 1 (Have Odd Location Number)
- 2 -- 2 (Have Even Location Number)

20

Result Of Trip No. 1

- 1 -- No One At Home
- 2 -- Not A Primary Residence
- 3 -- No Male Head Of Household
- 4 -- Initial Refusal
- 5 -- Respondent Not At Home
- 6 -- Respondent Refusal
- 7 -- Termination
- 8 -- Completion
- 9 -- Not Attempted

CARD/COLUMN NO.

1	21	Result Of Trip No. 2 Same Codes As Column 20
	22	Result Of Trip No. 3 Same Codes As Column 20
	23	Questionnaire Language 1 -- English 2 -- French
	24/27	Interviewer Number Numeric Field
	28/75	BLANK
	76/80	Job Number--C7481
2	1/4	Questionnaire Number
	5	2 -- Card Number
	6	Version Number Same Codes As Card 1 Column 6
	7	Services That Need Improvement Electricity, Hydro Services--Need To Be Improved: 1 -- Most 2 -- Second Choice 3 -- Third Choice 4 -- Fourth Choice 5 -- Fifth Choice 6 -- Sixth Choice 0 -- Not Mentioned

CARD/COLUMN NO.

- 2 Services That Need Improvement (Cont'd)
 - 8 Health/Medical Services
 - 9 CB, Mobile Radio Services
 - 10 Recreation And Sports Facilities
 - 11 Mail Services
 - 12 Telephone Services
 - 13 Roads And Public Transportation
 - 14 Education Services
 - 15 Television Services
 - 16 Security Services (Police, Fire)
 - 17 Newspaper Services
 - 18 Radio Broadcasting Services
 - (8/18) Same Codes As Column 7

- 19/20 Number Of Points Allocated For Telephone Services
Numeric Field
 - 01 -- One
 - 02 -- Two
 - 03 -- Three
 - 04 -- Four
 - 05 -- Five
 - 06 -- Six
 - 07 -- Seven
 - 08 -- Eight
 - 09 -- Nine
 - 10 -- Ten
 - 98 -- Don't Know
 - 99 -- Not Stated

- 21/22 Number Of Points Allocated For CB Or Mobile
Radio Services
Numeric Field--Same Codes As Card 2 Cols. 19/20

- 23/24 Number Of Points Allocated For Radio Broadcasting
Services
Numeric Field--Same Codes As Card 2 Cols. 19/20

CARD/COLUMN NO.

2 25/26 Number Of Points Allocated For Television Services
Numeric Field--Same Codes As Card 2 Cols. 19/20

27 Version Of Asking Question 22 Only

- 1 -- A
- 2 -- B
- 3 -- C

28/30 BLANK

31 Number Of Telephone Numbers Use In The Home

- 1 -- One
- 2 -- Two
- 3 -- Three Or More
- 4 -- None

32 Incidence Of Having Business Telephone Numbers

- 1 -- Yes
- 2 -- No

33 Main Use Of Residential Telephone Number
Business

- 1 -- First Mention
- 2 -- Second Mention
- 3 -- Third Mention
- 4 -- Fourth Mention
- 5 -- Fifth Mention
- 6 -- Sixth Mention
- 7 -- Seventh Mention
- 0 -- Not Mentioned

34 Health Problems

35 Convenience, Time Saving, Efficiency

36 Feel Isolated, Might Have To Call For Help

37 Social Reasons

38 Family Reasons

39 Security

(34/39) Same Codes As Card 2 Col. 33

CARD/COLUMN NO.

- 2
- 40
- Reasons For Not Having A Phone
Too Expensive
- 1 -- First Mention
 - 2 -- Second Mention
 - 3 -- Third Mention
 - 0 -- Not Mentioned
- 41 Telephone On Order/Waiting For Installation
- 42 Recently Moved To House
- 43 Cannot Get The Type Of Service I Want
- 44 Unobtainable, Can't Get It
- 45 Service Not Available
- 46 No Need For One
- (41/46) Same Codes As Card 2 Col. 40
- 47
- Satisfaction Of The Different Aspects Of The Present Telephone Services
- Speed Of Repair Service
- 1 -- Very Satisfied
 - 2 -- Satisfied
 - 3 -- Dissatisfied
 - 4 -- Very Dissatisfied
 - 5 -- Don't Know
 - 6 -- Not Applicable
 - 9 -- Not Stated
- 48 Reliability Of Service
- 49 Speed Of Installation Service
- 50 Operator Service
- 51 Number Of Parties On The Line
- 52 Size Of Area Within Which One Can Call Free, Without Long Distance Charges
- 53 Ability To Call, Free Of Charge, Essential Services Such As Police, Hospital, Etc.
- 54 Overall Clarity Of Communication
- 55 Billing Service

CARD/COLUMN NO.

2 Satisfaction Of The Different Aspects Of The
 Present Telephone Services (Cont'd)

 56 Basic Monthly Charge

 57 Cost Of Long Distance Calls

 58 Cost Of Installation Service

 59 Availability Of Line When One Wants It

 60 Telephone Service In General

 (48/60) Same Codes As Card 2 Col. 47

 61 Type Of Residential Telephone Service Paying For

 1 -- Private Line

 2 -- Two Party Line

 3 -- Four Party Line

 4 -- More Than Four Party Line

 8 -- Don't Know

 62/63 Number Of Parties On Present Line

 Numeric Field

 98 -- Don't Know

 64/66 Number Of Years Have Present Line--Converted

 To Months

 Numeric Field

 996 -- Less Than One Year

 998 -- Don't Know

 999 -- Not Stated

 012 -- One Year

 001 -- One Month

 67 Incidence Of Paying More Than \$50 For Telephone

 Installation

 1 -- Yes

 2 -- No

 8 -- Don't Know

 68/70 Cost Of Telephone Installation--Express In Dollars

 Numeric Field

 996 -- \$996.00 And Over

 998 -- Don't Know

CARD/COLUMN NO.

2	71	Incidence Of Respondent Having Checked Their Monthly Phone Bill (Question 11-A)
		1 -- Yes
		2 -- No
		3 --Not Stated
	72	Incidence Of Respondent Having Checked Their Basic Monthly Bill (Question 11-B)
		Same Codes As Card 2 Col. 71
	73/75	BLANK
	76/80	Job Number--C7481
3	1/4	Questionnaire Number
	5	3 -- Card Number
	6	Version Number
		Same Codes As Card 1 Col. 6
		Incidence Of Using Long Distance Calls To Telephone Various Community Facilities And Services
	7	The Nearest Hospital
		1 -- Yes
		2 -- No
		3 -- Don't Know
		9 -- Not Stated
		0 -- Not Applicable
	8	The Nearest Doctor
	9	The Nearest Dentist
	10	The Nearest Elementary School
	11	The Nearest Secondary School
	12	The Place Where You Work
	13	The Nearest Fire Department
	14	The Nearest Police Station
	15	The Nearest Grocery Store
	16	The Nearest Service Station
	17	Municipal Offices
	(8/17)	Same Codes As Card 3 Col. 7

CARD/COLUMN NO.

3 18

Incidence Of Having Any Major Improvements In Telephone Service Since Installation

- 1 -- Yes
- 2 -- No
- 8 -- Don't Know
- 9 -- Not Stated

19

What Prompted Improvement Done On The Telephone

- 1 -- Respondent Asked For Improvement
- 2 -- Company Carried Out On Its Own
- 9 -- Not Stated
- 8 -- DON'T KNOW

20/22

When Improvements Took Place--Coded In Months
Numeric Field

- 998 -- Don't Know
- (Original Col. 27 Moved To Card 2 Col. 71)

23/26

Average Monthly Phone Bill--In Total
Numeric Field - *FIRST 3 COLUMNS ASSIGNED FOR DOLLARS & LAST COLUMN FOR CENTS*

- 9998 -- Don't Know
- 9997 -- Refused
- (Original Col. 30 Moved To Card 2 Col. 72)

27/30

Basic Monthly Charge For Telephone
Numeric Field - *FIRST 2 COLUMNS ASSIGNED FOR DOLLARS, LAST TWO COLUMNS FOR CENTS*

- 9995 - Company Pays The Bill
- 9996 - Charge Not Listed
- 9997 - Refused
- 9998 - Don't Know

31

Optional Equipment Included In The Monthly Phone Bill

- 1 -- Extension Telephone
- 2 -- Pushbutton Dials
- 3 -- Coloured Or Decorator Telephones
- 4 -- Extension Telephones And Pushbutton Dials
- 5 -- Extension Telephones And Coloured Or Decorator Telephone

CARD/COLUMN NO.

3 (31)

Optional Equipment Included In The Monthly Phone Bill (Cont'd)

6 -- Pushbutton Dials And Coloured Or Decorator Telephones

7 -- Extension Telephones, Pushbutton Dials And Coloured Or Decorator Telephones

8 -- None

(Note: Extended Codes Moved To Card 3 Col. 74)

Choice For Each Type Of Service Available--Between Two Types Mentioned

		<u>Choice</u>	<u>Line</u>	<u>Rate</u>	<u>Calling Area</u>
32	1 --	P1	Private	\$ 6	Same
	2 --	P2	Private	\$10	Larger

Note: See Additional Codes In Col. 48

33	1 --	P7	4-Party	\$ 6	Same
	2 --	P5	2-Party	\$10	Same

34	1 --	P8	4-Party	\$10	Same
	2 --	P9	4-Party	\$18	Larger

35	1 --	P5	2-Party	\$10	Same
	2 --	P3	Private	\$18	Same

36	1 --	P7	4-Party	\$ 6	Same
	2 --	P3	Private	\$18	Same

37	1 --	P9	4-Party	\$18	Larger
	2 --	P3	Private	\$18	Same

38	1 --	P9	4-Party	\$18	Larger
	2 --	P7	4-Party	\$ 6	Same

39	1 --	P1	Private	\$ 6	Same
	2 --	P4	2-Party	\$ 6	Larger

CARD/COLUMN NO.

3

Choice For Each Type Of Service Available (Cont'd)

		<u>Choice</u>	<u>Line</u>	<u>Rate</u>	<u>Calling Area</u>
40	1	-- P3	Private	\$18	Same
	2	-- P4	2-Party	\$ 6	Larger
41	1	-- P4	2-Party	\$ 6	Larger
	2	-- P2	Private	\$10	Larger
42	1	-- P6	2-Party	\$18	Same
	2	-- P9	4-Party	\$18	Larger
43	1	-- P9	4-Party	\$18	Larger
	2	-- P5	2-Party	\$10	Same
44	1	-- P2	Private	\$10	Larger
	2	-- P7	4-Party	\$ 6	Same
45	1	-- P6	2-Party	\$18	Same
	2	-- P7	4-Party	\$ 6	Same
46	1	-- P8	4-Party	\$10	Same
	2	-- P6	2-Party	\$18	Same
47	1	-- P3	Private	\$18	Same
	2	-- P8	4-Party	\$10	Same
48	1	-- P9	4-Party	\$18	Larger
	2	-- P1	Private	\$ 6	Same
	3	--	Neither		
	7	--	Refused		
	8	--	Don't Know		
	9	--	Not Stated		

(32/48)

Codes 3-9 Apply To All These Columns

CARD/COLUMN NO.

3

Main Use Of TV In Home
59 Education (For Children)
60 Education (For Adults)
61 The News
62 Information
63 Entertainment
64 To Keep Me Company When Alone
65 To Kill/Pass Time
66 Handicapped/Can Not Get Out
67 Keeps Children Quiet
68 Do Not Watch

(59/68)

Same Codes As Card 3 Col. 52

Note: Card 3 Col. 72 For Extended Code

Extension Of Question 15

69

Dissatisfied/Dislike Programs

- 1 -- First Mention
- 2 -- Second Mention
- 3 -- Third Mention

70

Religious Beliefs

71

No Electric Power

(70/71)

Same Codes As Card 3 Col. 69

Extension Of Question 16

72

Religious Programs

Same Codes As Card 3 Col. 69

74

Extension Of Question 11-C

- 1 -- Outside Bell
- 2 -- Hearing Device
- 3 -- Extension Telephone And Outside Bell
- 4 -- Extension, Coloured Telephone And Outside Bell
- 5 -- Extension Telephones And Hearing Device
- 6 -- Extension, Coloured Phone And Memory Message Machine

CARD/COLUMN NO.

3	(74)	Extension Of Question 11-C (Cont'd)
		7 -- Extension Telephone, Chime And Amplifier
		8 -- Extension Telephone, Pushbutton Dials, Coloured Telephone And Outside Bell
		9 -- Extension Telephone, Coloured Telephone And Hearing Device
		0 -- Coloured Telephone And Hearing Service
	75	BLANK
	76/80	Job Number--C7481
4	1/4	Questionnaire Number
	5	4 -- Card Number
	6	Version Number
		Same As Card 1 Col. 6
		Satisfaction With Different TV Services
	7	Overall Quality Of Picture On Most Channels
		1 -- Very Satisfied
		2 -- Satisfied
		3 -- Dissatisfied
		4 -- Very Dissatisfied
		5 -- Don't Know
		6 -- Not Applicable
		9 -- Not Stated
	8	Overall Quality Of Sound On Most Channels
	9	Content Of National Programming
	10	Amount Of Local Programming
	11	The Number Of French Canadian Channels Received
	12	The Number Of English Canadian Channels Received
	13	The Number Of American Channels Received
	14	The Cost Of The Reception Equipment Required
	15	The Reliability Of Reception Equipment
	16	Television Service In General
	(8/16)	Same Codes As Card 4 Col. 7

CARD/COLUMN NO.

4	17/18	Number Of American Stations Get On TV Numeric Field 00 -- None 97 -- Refused 98 -- Don't Know 99 -- Not Stated
	19/20	Number Of Good Reception Receive From American Stations
	21/22	Number Of Poor Reception Receive From American Stations
	23/24	Number Of English Canadian Stations Get On TV
	25/26	Number Of Good Reception Receive From English Canadian Stations
	27/28	Number Of Poor Reception Receive From English Canadian Stations
	29/30	Number Of French Canadian Stations Get On TV
	31/32	Number Of Good Reception Receive From French Canadian Stations
	33/34	Number Of Poor Reception Receive From French Canadian Stations
	(19/20--33/34)	Same Codes As Card 4 Cols. 17/18
	35	1 -- Do Not Watch American Stations <u>Note:</u> Col. 40 Was Used For 'Not Watching English/ French Stations'
	36	Incidence Of Having Any Major Improvement Done To Overall Television Service 1 -- Yes 2 -- No 8 -- Don't Know 9 -- Not Stated
	37/39	When Major Improvement Took Place--Coded In Months Numeric Field 998 - Don't Know

CARD/COLUMN NO.

4 40 Extension For Question 18-A, -D, -G
2 -- Do Not Watch English Canadian Stations
3 -- Do Not Watch French Canadian Stations

 41 TV Equipment Have For Receiving TV Programs
 External Antenna, Not Including Rabbit Ears
1 -- Yes
2 -- No
8 -- Don't Know
9 -- Not Stated

 42 Tower
 43 Roter
 44 Booster
(42/44) Same Codes As Card 4 Col. 41

 45/46 When TV Equipment Was Bought
 Numeric Field
96 -- Less Than One Year
97 -- Refused
98 -- Don't Know
99 -- Not Stated

 47/49 Amount Paid For TV Equipment Have
 Numeric Field
996 - \$996. And Over
997 - Refused
998 - Don't Know
999 - Not Stated

CARD/COLUMN NO.

4

Type Of TV Service Would Buy

		<u>Choice</u>	<u>Channels</u>	<u>Reception</u>	<u>Programming</u>	<u>Rate</u>
50	1	-- P1	2	Fair	Same	\$ 6
	2	-- P2	2	Excellent	Same	\$12
(See Note After Col. 72)						
51	1	-- P8	6	Fair	Better	\$12
	2	-- P4	4	Excellent	Better	\$ 6
52	1	-- P8	6	Fair	Better	\$12
	2	-- P9	6	Excellent	Same	\$20
53	1	-- P5	4	Fair	Same	\$12
	2	-- P3	2	Fair	Better	\$20
54	1	-- P3	2	Fair	Better	\$20
	2	-- P6	4	Fair	Same	\$20
55	1	-- P7	6	Fair	Same	\$ 6
	2	-- P3	2	Fair	Better	\$20
56	1	-- P9	6	Excellent	Same	\$20
	2	-- P3	2	Fair	Better	\$20
57	1	-- P2	2	Excellent	Same	\$12
	2	-- P3	2	Fair	Better	\$20
58	1	-- P3	2	Fair	Better	\$20
	2	-- P1	2	Fair	Same	\$ 6
59	1	-- P4	4	Excellent	Better	\$ 6
	2	-- P7	6	Fair	Same	\$ 6
60	1	-- P1	2	Fair	Same	\$ 6
	2	-- P6	4	Fair	Same	\$20

CARD/COLUMN NO.

4

Type Of TV Service Would Buy (Cont'd)

			<u>Choice</u>	<u>Channels</u>	<u>Reception</u>	<u>Programming</u>	<u>Rate</u>
61	1	--	P8	6	Fair	Better	\$12
	2	--	P2	2	Excellent	Same	\$12
62	1	--	P7	6	Fair	Same	\$ 6
	2	--	P8	6	Fair	Better	\$12
63	1	--	P9	6	Excellent	Same	\$20
	2	--	P7	6	Fair	Same	\$ 6
64	1	--	P5	4	Fair	Same	\$12
	2	--	P1	2	Fair	Same	\$ 6
65	1	--	P4	4	Excellent	Better	\$ 6
	2	--	P9	6	Excellent	Same	\$20
66	1	--	P1	2	Fair	Same	\$ 6
	2	--	P8	6	Fair	Better	\$12
67	1	--	P9	6	Excellent	Same	\$20
	2	--	P5	4	Fair	Same	\$12
68	1	--	P2	2	Excellent	Same	\$12
	2	--	P7	6	Fair	Same	\$ 6
69	1	--	P2	2	Excellent	Same	\$12
	2	--	P9	6	Excellent	Same	\$20
70	1	--	P2	2	Excellent	Same	\$12
	2	--	P5	4	Fair	Same	\$12
71	1	--	P6	4	Fair	Same	\$20
	2	--	P2	2	Excellent	Same	\$12

CARD/COLUMN NO.

4

Type Of TV Service Would Buy (Cont'd)

		<u>Choice</u>	<u>Channels</u>	<u>Reception</u>	<u>Programming</u>	<u>Rate</u>
72	1 --	P9	6	Excellent	Same	\$20
	2 --	P1	2	Fair	Same	\$ 6
	3 --	Neither				
	7 --	Refused				
	8 --	Don't Know				
	9 --	Not Stated				

(50/72) Codes 3-9 Apply To All These Columns

73/75

BLANK

76/80

Job Number--C7481

5

1/4

Questionnaire Number

5

5 -- Card Number

6

Version Number

Same Codes As Card 1 Col. 6

7

Likelihood Of Buying New Improved TV Service

1 -- Certain Or Almost Certain

2 -- Good Possibility

3 -- Fairly Good Possibility

4 -- Fair Possibility

5 -- No Chance Or Almost No Chance

8 -- Don't Know

9 -- Not Stated

8

Likelihood Of Buying New Improved TV Service Which Requires A Special Reception Unit

Same Codes As Card 5 Col. 7

9

Likelihood Of Buying Combined Telephone/Television Service

Same Codes As Card 5 Col. 7

10

Incidence Of Having CB/General Radio Service Equipment By Anyone In Household

1 -- Yes

2 -- No

CARD/COLUMN NO.

- 5 11 Incidence Of Having Any Mobile Radio/Telephone
Equipment By Anyone In The Household
- 1 -- Yes
 - 2 -- No
- 12 Type Of Equipment Considered To Be Most Important
To The Household
- 1 -- CB
 - 2 -- Mobile Radio
 - 3 -- Don't Know
 - 4 -- Both Equally
 - 5 -- Neither One
 - 9 -- Not Stated
- 13 Main Use Of Equipment
Business
- 1 -- First Mention
 - 2 -- Second Mention
 - 3 -- Third Mention
 - 9 -- Not Stated
 - 0 -- Not Mentioned
- 14 Emergency
- 15 Security
- 16 Fun/Hobby/Like To Talk With People
- 17 Convenience
- 18 Outdoor Sports
- 19 Not Using It
- (14/19) Same Codes As Card 5 Col. 12
- 20 Likelihood Of Buying A New Combined Radio-Mobile
Telephone Equipment
- Same Codes As Card 5 Col. 7
- 21/22 Number Of Years Lived In Present Dwelling
Numeric Field
- 96 -- Less Than A Year
 - 97 -- Refused
 - 98 -- Don't Know
 - 99 -- Not Stated

CARD/COLUMN NO.

5 23

Home Is ...

- 1 -- Owned By Respondent
- 2 -- Rented
- 9 -- Not Stated

24

Area Is Considered ...

- 1 -- Urban
- 2 -- Rural
- 3 -- Semi-Rural
- 8 -- Don't Know

25

Respondent's Way Of Life Is ...

- 1 -- Urban
- 2 -- Rural
- 3 -- Both Equally
- 8 -- Don't Know

26

Home Is Considered To Be ...

- 1 -- Isolated
- 2 -- Part Of A Community

27/30

Number Of People In The Community

Numeric Field

- 9996 - 9996 And Over
- 9998 - Don't Know
- 9999 - Not Stated

31

Distance Of Home From Different Places

Nearest Neighbour

- 1 -- Under 100 Yards
- 2 -- Over 100 Yards But Less Than 1/4 Mile
- 3 -- 1/4 Mile But Less Than 1/2 Mile
- 4 -- 1/2 Mile But Less Than 1 Mile
- 5 -- 1 Mile But Less Than 5 Miles
- 6 -- 5 Miles But Less Than 10 Miles
- 7 -- 10 Miles But Less Than 30 Miles
- 8 -- 30 Miles But Less Than 60 Miles
- 9 -- 60 Miles Or More
- 0 -- Not Stated

CARD/COLUMN NO.

5 Distance Of Home From Different Places (Cont'd)
32 The Nearest Grocery Store
33 The Nearest Elementary School
34 The Local Police Detachment
35 The Local Fire Department
36 The Nearest Hospital
37 The Nearest City
(32/37) Same Codes As Card 5 Col. 31

Number Of People In Household In Different Age Groups
38 Under 5 Years Of Age
1 -- One
2 -- Two
3 -- Three
4 -- Four
5 -- Five
6 -- Six
7 -- Seven
8 -- Eight
9 -- Nine Or More
0 -- None

39 5 To 14 Years
40 15 To 24 Years
41 25 To 44 Years
42 45 To 54 Years
43 55 To 64 Years
44 65 Years And Over
(39/44) Same Codes As Card 5 Col. 38

45/46 Total Number Of People In The Household
Numeric Field

CARD/COLUMN NO.

5 47/48

Occupation Of Respondent

47

- 1 -- Professional
- 2 -- Executive/Owners/Managers
- 3 -- Sales
- 4 -- Clerical Workers
- 5 -- Skilled Labour
- 6 -- Unskilled Labour
- 7 -- Farmer

48

- 1 -- Retired
- 2 -- Unemployed
- 3 -- Homemaker
- 4 -- Student
- 7 -- Refused

49

Employment Status Of Respondent

- 1 -- Full-Time
- 2 -- Part-Time
- 7 -- Refused
- 9 -- Not Stated

50

Marital Status

- 1 -- Married
- 2 -- Single
- 3 -- Separated
- 4 -- Widowed
- 5 -- Divorced
- 6 -- Common Law

51/52

Occupation Of Spouse

51

- 1 -- Professional
- 2 -- Executive/Owners/Managers
- 3 -- Sales
- 4 -- Clerical Worker
- 5 -- Skilled Labour
- 6 -- Unskilled Labour
- 7 -- Farmer

CARD/COLUMN NO.

5 51/52 Occupation Of Spouse (Cont'd)
52 1 -- Retired
2 -- Unemployed
3 -- Homemaker
4 -- Student
9 -- Not Stated

53 Employment Status Of Spouse
1 -- Full-Time
2 -- Part-Time
9 -- Not Stated

54/55 Educational Attainment
54 1 -- Some Public/Elementary Grades
2 -- Completed Public/Elementary Grades
3 -- Some Secondary/High School
4 -- Completed Secondary/High School
5 -- Some Technical/Senior College
6 -- Completed Technical/Senior College
7 -- Some University
8 -- Completed University
9 -- Some Post-Graduate
0 -- Completed Post-Graduate

55 1 -- No Formal Schooling
2 -- Refused
9 -- Not Stated

56 Age Group
1 -- 18 To 24
2 -- 25 To 34
3 -- 35 To 44
4 -- 45 To 54
5 -- 55 And Over
6 -- Refused
9 -- Not Stated

CARD/COLUMN NO.

5 57/58

Household Income

57

- 1 -- Less Than \$1,500 Per Year
- 2 -- \$ 1,500 - \$ 2,999 Per Year
- 3 -- \$ 3,000 - \$ 4,999 Per Year
- 4 -- \$ 5,000 - \$ 7,499 Per Year
- 5 -- \$ 7,500 - \$ 9,999 Per Year
- 6 -- \$10,000 - \$12,499 Per Year
- 7 -- \$12,500 - \$14,999 Per Year
- 8 -- \$15,000 - \$17,499 Per Year
- 9 -- \$17,500 - \$19,999 Per Year
- 0 -- \$20,000 - \$24,999 Per Year

58

- 1 -- \$25,000 - \$29,999 Per Year
- 2 -- \$30,000 Or More Per Year
- 7 -- Refused
- 8 -- Don't Know
- 9 -- Not Stated

59

Language Spoken Most Often

- 1 -- English
- 2 -- French
- 3 -- Other
- 9 -- Not Stated

60

Type Of Dwelling

- 1 -- Single Or Semi-Detached
- 2 -- Row Houses
- 3 -- Duplex/Triplex/Quadruplex
- 4 -- Suite Over Store
- 5 -- Apartment (5 To 7 Units)
- 6 -- Apartment (8 To 19 Units)
- 7 -- Apartment (20 Or More Units)
- 8 -- Rooms, Part Of Home
- 9 -- Other

CARD/COLUMN NO.

5 61/64

Basic Monthly Phone Bill

Numeric Field - *FIRST 2 COLUMNS ASSIGNED FOR DOLLARS & LAST*

9995 - Company Pays ^{2 FOR CENTS} Bill

9996 - Basic Charge Not Listed

9997 - Refused

9998 - Couldn't Locate Bill

9999 - Not Stated

65/68

Total Monthly Phone Bill

Numeric Field

Same Codes As Card 5 Cols. 61/64

69/70

Name Of Telephone Company

Numeric Field - *FIRST 3 COLUMNS ASSIGNED FOR DOLLARS & LAST COLUMN FOR CENTS*

01 -- Newfoundland Tel. Co.

02 -- Terra Nova Tel.

03 -- Island Tel. Co. Ltd.

04 -- Maritime Tel. & Telegraph Co. Ltd.

05 -- New Brunswick Tel.

07 -- Durham Tel. Co.

08 -- Ontario/Quebec Bell

09 -- Quebec Telephone

10 -- St. Ephrem de' Upton Telephone Co.

11 -- Telebec

12 -- Telephone Melot

13 -- Societe Telephone Que. Baleville

14 -- Le Telephone Guevrement Inc.

15 -- Sogetel Telephone Inc.

16 -- Lambton Telephone Inc.

17 -- Co-op de Telephone de Valcourt

18 -- Antelecom

19 -- Atanabec Municipal

20 -- Taylor Tel. Co.

21 -- Huron & Kinless Telephone Co.

22 -- Blanchard Municipal Tel. System

CARD/COLUMN NO.

5 69/70

Name Of Telephone Company (Cont'd)

Numeric Field

- 23 -- Northern Telephone
- 24 -- South Bruce Tel. Co.
- 25 -- Community Tel. Co. of Ont. Ltd.
- 26 -- North Norwich Telephone System
- 27 -- North Frontenac Tel. Co.
- 28 -- Pergiles Tel. Co. of Forest
- 29 -- Cambray Tel. Co.
- 30 -- Hay Municipal Tel. Co.
- 31 -- Greigheerd Rural Telephone Co.
- 32 -- Manitoba Tel. System
- 33 -- Saskatchewan Tel.
- 34 -- Alberta Government Tel.
- 35 -- British Columbia Tel.

71/73

Interviewing Time--In Minutes

Numeric Field

74/75

BLANK

76/80

Job Number--C7481

