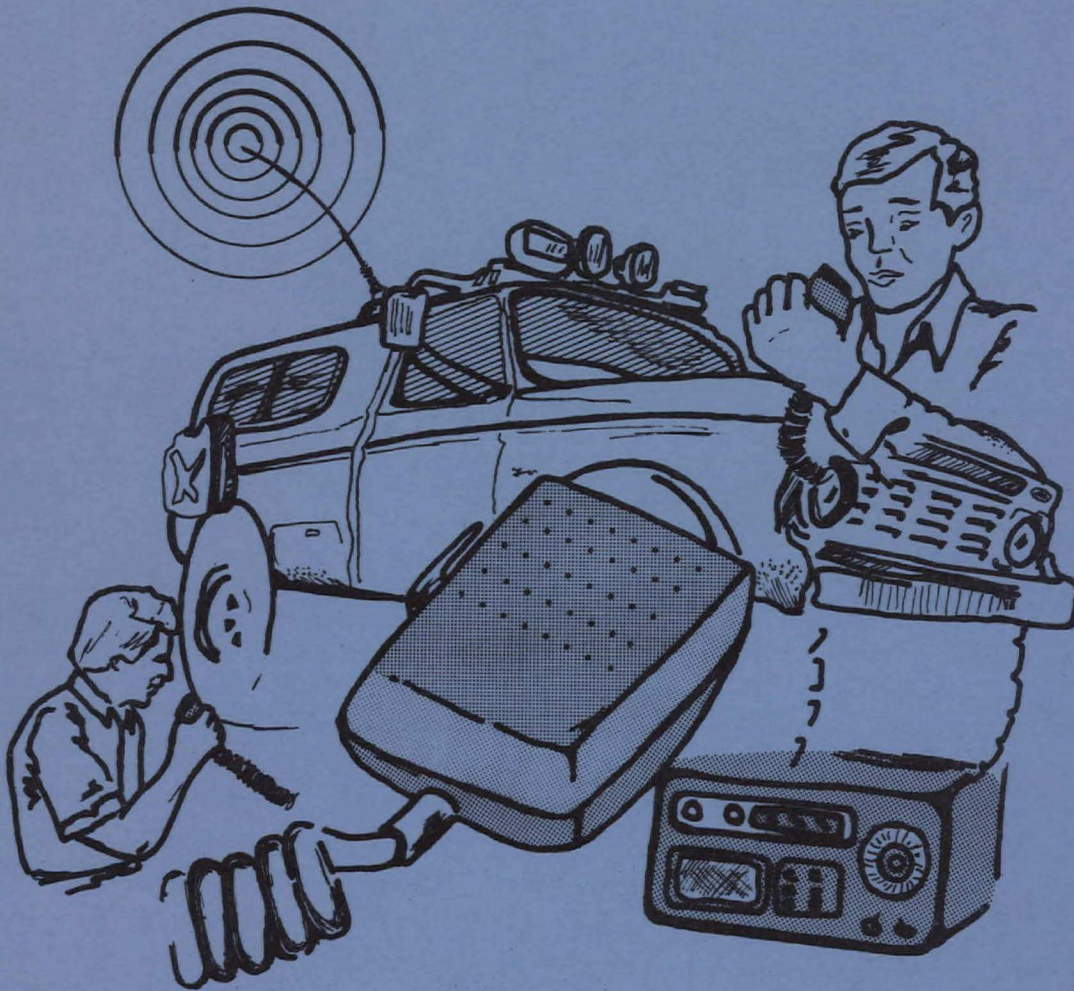


DEPARTMENT OF COMMUNICATIONS

THE GENERAL RADIO SERVICE

- PROSPECTS & BAND MANAGEMENT STRATEGY

Volume III: User Survey



A REPORT FROM

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**Woods, Gordon & Co.**

MANAGEMENT CONSULTANTS

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**DEPARTMENT OF COMMUNICATIONS**

**⑨ THE GENERAL RADIO SERVICE**  
**- PROSPECTS & BAND MANAGEMENT STRATEGY**  
**Volume III: User Survey**

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DEPARTMENT OF COMMUNICATIONS  
THE GENERAL RADIO SERVICE  
PROJECTS & BAND MANAGEMENT STRATEGY  
Volume III User Survey

ADVANCED TECHNOLOGY  
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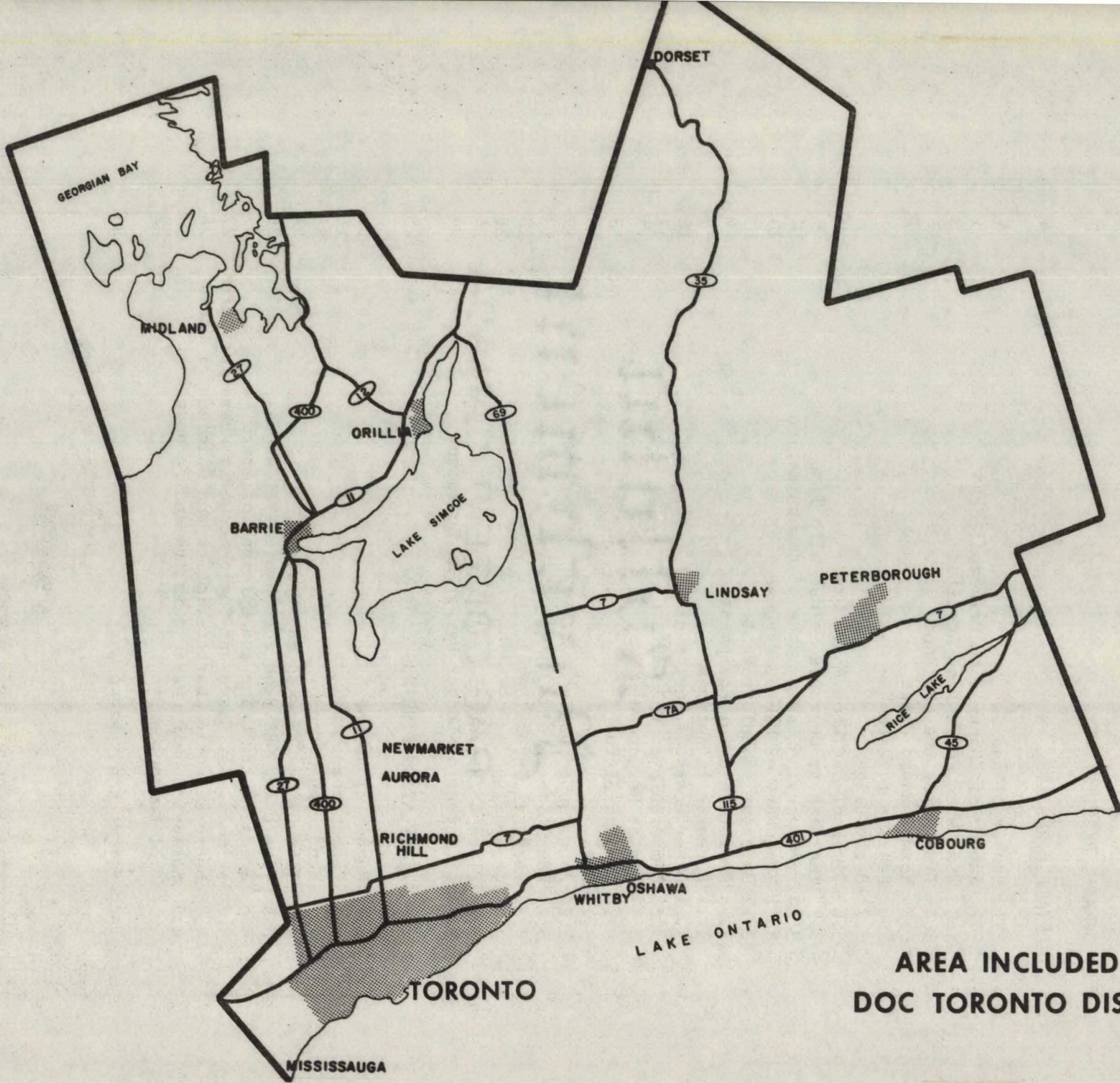
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QUESTIONNAIRES USED IN USER SURVEY

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**AREA INCLUDED IN  
DOC TORONTO DISTRICT**

VOLUME III - RESULTS OF USER SURVEY

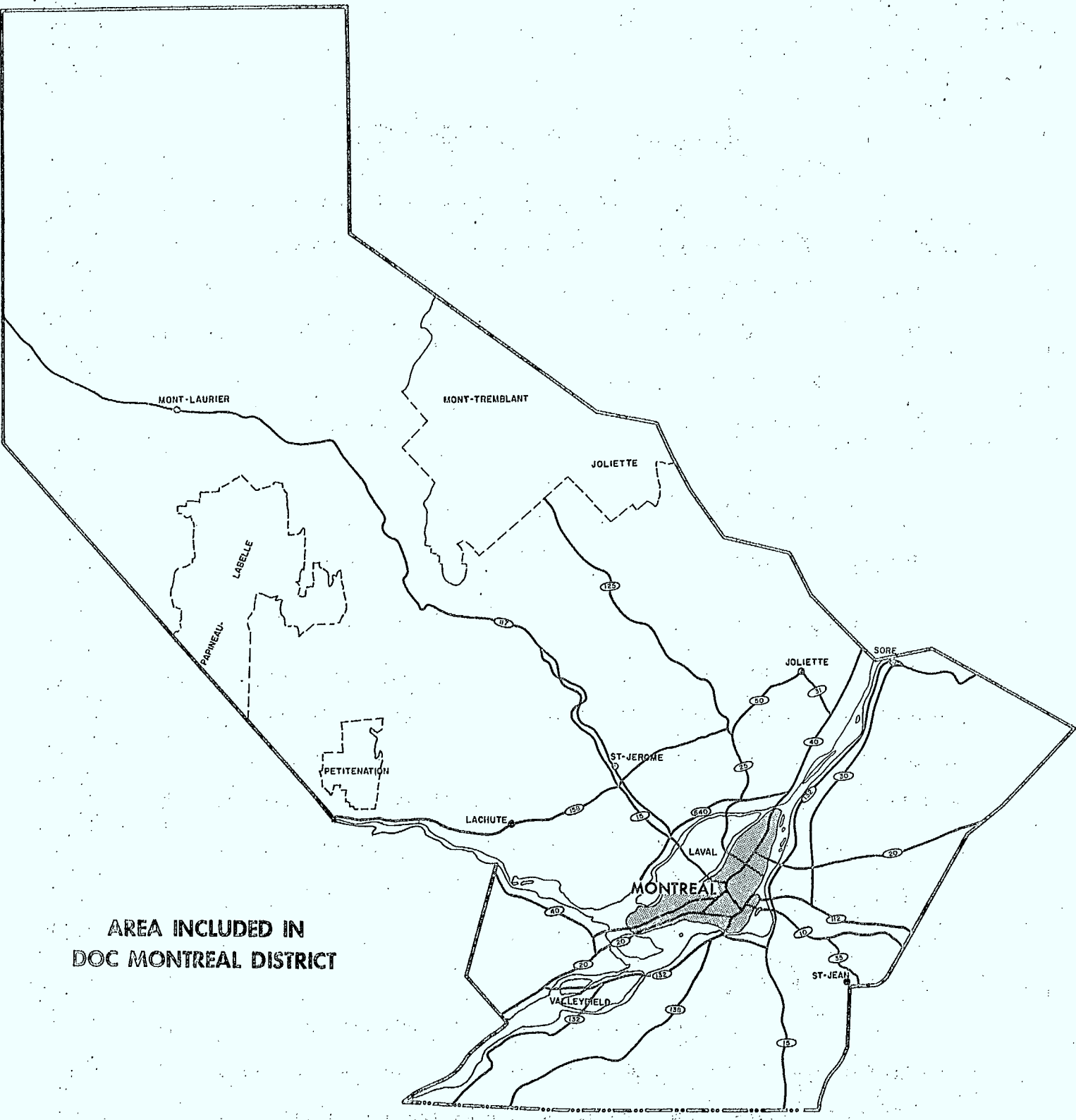
Part of our terms of reference was to conduct a mail survey of GRS users in the Toronto and Montreal urban areas, with the object of showing the socio-economic characteristics of users in the two main urban centres, and the purposes for which they used the band. The survey which we designed covered not only these areas, but a number of other relevant areas, which were added to it at the same time.

This volume of the report is a detailed review of the results of the survey. Relevant findings from the survey are also summarized in Volume II of the Report as appropriate.

1. METHODOLOGY

Since GRS license holders are identified by DOC district, we decided to mail questionnaires to licensees in the Toronto and Montreal districts. These districts are considerably larger than the urban areas. Maps showing the area covered by each are given opposite this page and the next. The numbers of licensees from within, and outside of each urban area are given in the results. When Toronto and Montreal are referred to in the following text, it is the Toronto and Montreal DOC districts that are referred to.

In each district, a sample of 1,600 licensees was drawn at random from the total number of licensees, covering licenses issued in the last 3 years. Questionnaires were mailed out in March 1978 from the DOC Regional offices, using DOC envelopes and with a covering letter from the Regional Director. Replies were returned directly to the



AREA INCLUDED IN  
DOC MONTREAL DISTRICT

Woods, Gordon offices in Montreal and Toronto. A copy of the covering letter and questionnaire is given in Appendix A. In Montreal both French and English questionnaires were mailed out together.

## 2. OVERALL RESULTS

The results of the survey may be summarized as follows:

<u>No. of Questionnaires</u>	<u>Montreal</u>		<u>Toronto</u>		<u>Total</u>	
Sent out	1,600		1,600		3,200	
Returned undeliverable	<u>50</u> 3.1%		<u>84</u> 5.3%		<u>134</u> 4.2%	
Received	1,550		1,516		3,066	
Completed	595		749		1,344	
Response Rate	38.4%		49.4%		43.8%	

These response rates are well above those normally expected from commercial mail questionnaires. The above average responses can be attributed partly to the fact that the questionnaire originated from a federal government department, and partly to the interest it generated among the GRS population.

In Montreal, the breakdown between French and English questionnaires was:

	<u>No.</u>	<u>%</u>
French	427	71.8
English	<u>168</u>	<u>28.2</u>
	595	100.0

Thus the results suggest that 71.8% of the GRS licensees in the Montreal District are French speaking.



In terms of statistical reliability, the sample was chosen on the assumption that a 25% response rate would be achieved and that 400 questionnaires would be returned in both Toronto and Montreal. This number would have ensured a 95% confidence level with a  $\pm 5\%$  error rate. In other words, if the total population were sampled 100 times, in 95 cases out of 100, the same results would be obtained as with the first sample, to within a tolerance of  $\pm 5\%$ .

In fact, the high response rate meant that in Toronto, a 99% confidence level was achieved at a  $\pm 5\%$  error rate, or alternatively that, at a 95% confidence level, the error rate was  $\pm 3.5\%$ . In Montreal a 99% confidence level was achieved at a  $\pm 5\%$  error rate, or, at a 95% confidence level, a  $\pm 4.0\%$  error rate.

Of course, it must be observed that the results do not cover those without licenses, and it could be expected that the characteristics and views of these people might be different from license holders. Also, the views of the non-respondents are not known. In order to discover whether there might have been any differences between respondents and non-respondents, it would have been necessary to carry out a telephone survey of a sample of non-respondents. Such an exercise was not included in our study design. We do not anticipate that the characteristics and views of non-respondents would have been as different from those of respondents as from those of the non-licensees.

In terms of the comparison between Toronto and Montreal, the results are strikingly similar in nearly every case. We considered carrying out discriminant analysis to compare the two samples, but decided that they were so similar that there would be little point to

NUMBER OF RADIOS  
TORONTO

Number of Respondents Having:

	<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Four or More</u>	<u>Zero or No Reply</u>	<u>No Reply</u>	<u>Total</u>
<u>Numbers</u>							
Base Station	278	19	3	3	446		749
Radio In: Truck	155	12	2	1	579		749
Van	83	5	-	-	661		749
Car	436	37	10	2	264		749
Boat	54	1	1	-	693		749
Aircraft	3	-	1	-	745		749
Walkie Talkie over 100 Mw	36	22	-	2	689		749
Other Mobile Radio	<u>32</u>	<u>9</u>	<u>1</u>	<u>1</u>			<u>749</u>
Total Radios	<u>360</u>	<u>221</u>	<u>75</u>	<u>36</u>	<u>36</u>	<u>21</u>	<u>749</u>
<u>Percentages</u>							
Base Station	37.1	2.5	0.4	0.4	59.5		100.0
Radio In: Truck	20.7	1.6	0.3	0.1	77.3		100.0
Van	11.1	0.7	-	-	88.3		100.0
Car	58.2	4.9	1.3	0.3	35.2		100.0
Boat	7.2	0.1	0.1	-	92.5		100.0
Aircraft	0.4	-	0.1	-	99.5		100.0
Walkie Talkie over 100 Mw	4.8	2.9	-	0.3	92.0		100.0
Other Mobile Radio	<u>4.3</u>	<u>1.2</u>	<u>0.1</u>	<u>0.1</u>	<u>94.3</u>		<u>100.0</u>
Total Radios	<u>48.1</u>	<u>29.5</u>	<u>10.0</u>	<u>4.8</u>	<u>4.8</u>	<u>2.8</u>	<u>100.0</u>



this exercise. The conclusion can clearly be drawn that the GRS population, whether in Toronto or Montreal, is a homogeneous one, with very similar characteristics and opinions. The exceptions are age and income. Montreal GRS licensees, on average, have significantly lower incomes than Toronto licensees, and are also younger. These two factors are probably linked.

### 3. DETAILED RESULTS

In this section, we analyze the results of the mail questionnaire question by question, for both Toronto and Montreal districts. The actual computer printouts for Toronto and Montreal are given separately, and the results have been summarized into one combined table for almost every question.

#### 3.1 Number of Radios

The tables opposite this page and the next summarize the responses to this question. (Each row totals across to 749 or 100.0% in the table opposite, but the columns cannot be added since some respondents had radios in several categories.) Almost half the respondents in both Toronto and Montreal had only one radio. A further 30% in both areas had two radios. The largest numbers of radios were in cars: 66.4% of Montreal respondents and 64.7% of Toronto respondents had either one, or more radios in their cars. Only 15.4% of Montreal and 22.7% of Toronto respondents had one or more radios in trucks. This lower usage in trucks is to be expected because there are far fewer trucks on the road than there are cars.

NUMBER OF RADIOS  
MONTREAL

Number of Respondents Having:

	<u>One</u>	<u>Two</u>	<u>Three</u>	<u>Four or More</u>	<u>Zero or No Reply</u>	<u>No Reply</u>	<u>Total</u>
<u>Numbers</u>							
Base Station	256	18	1	1	319		595
Radio In: Truck	79	9	2	2	503		595
Van	45	3	-	-	547		595
Car	367	21	7	-	200		595
Boat	9	3	-	-	583		595
Aircraft	4	-	-	-	591		595
Walkie Talkie over 100 Mw	27	15	1	2	550		595
Other Mobile Radio	<u>22</u>	<u>4</u>	<u>-</u>	<u>-</u>	<u>569</u>	<u>-</u>	595
Total Radios	<u>289</u>	<u>179</u>	<u>65</u>	<u>22</u>	<u>12</u>	<u>28</u>	<u>595</u>
<u>Percentages</u>							
Base Station	43.0	3.0	0.2	0.2	53.6		100.0
Radio In: Truck	13.3	1.5	0.3	0.3	84.5		100.0
Van	7.6	0.5	-	-	91.9		100.0
Car	61.7	3.5	1.2	-	33.6		100.0
Boat	1.5	0.5	-	-	98.0		100.0
Aircraft	0.7	-	-	-	99.3		100.0
Walkie Talkie over 100 Mw	4.5	2.5	0.2	0.3	92.4		100.0
Other Mobile Radio	<u>3.7</u>	<u>0.7</u>	<u>-</u>	<u>-</u>	<u>95.6</u>	<u>-</u>	<u>100.0</u>
Total Radios	<u>48.6</u>	<u>30.1</u>	<u>10.9</u>	<u>3.7</u>	<u>2.0</u>	<u>4.7</u>	<u>100.0</u>



Quite a high proportion of respondents had one or more base stations: 40.4% in Toronto and 46.4% in Montreal. The number of people with both a base station and one or more mobiles was not separately recorded.

The numbers of radios in vans, boats, aircraft and other mobile units were much smaller, as were the numbers of walkie talkies.

The total number of radios possessed (counting 4 or more as equal to 4) was:

	<u>No. of Respondents</u>	<u>Total No. of Radios</u>	<u>Average No. of Radios Per Respondent</u>
Montreal	595	1,004	1.7
Toronto	749	1,307	1.7

Thus on average, in both Toronto and Montreal, each respondent had 1.7 radios. It may be surmised that in many cases a respondent would have a base station and a mobile.

Thus the survey results show most radios to be in motor vehicles, with cars predominating, and some 40-46% of respondents having base stations.

### 3.2 Number of Channels on Principal Set

The results here may be summarized as follows:

	<u>Toronto</u>		<u>Montreal</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
23 channels	542	76.3	384	69.1
40 channels	137	19.3	150	27.0
Other	31	4.4	22	4.0
	710	100.0	556	100.0
No response	39		39	
	749		595	

Hence, 40 channel sets are more prevalent in Montreal (27% of respondents had 40 channels on their principal set) than in Toronto (19.3%). The low percentages in both cases reflect the fact that 40 channel sets have not been on the market very long. The relatively high penetration of 40 channel sets in such a short period probably reflects the discounted price at which they have been selling. The higher proportion in Montreal suggests a more recent influx of GRS'ers (and this accords with other data in the survey).

### 3.3 Time When Respondent Last Acquired a CB Radio

The largest proportion of respondents had last acquired a radio in the last 6-23 months:

<u>Months Ago</u>	<u>Toronto</u>		<u>Montreal</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
0- 5	117	16.2	82	14.8
6-11	225	31.1	200	36.0
12-23	240	33.1	185	33.3
24-35	83	11.5	46	8.3
36 +	59	8.1	42	7.6
	724	100.0	555	100.0
No reply	<u>25</u>		<u>40</u>	
	749		595	

In Toronto 47.3% of respondents had last acquired a radio within the last year, while in Montreal this figure was even higher at 50.8%. A very high proportion in both cities had acquired a radio within the last 2 years - 80.3% in Toronto and 84.1% in Montreal. These data are of course confirmed by DOC's new license data.



3.4 Time Using the GRS Band

Most users of GRS are comparatively new to the band:

Time Using GRS Band	Toronto		Montreal	
	No.	%	No.	%
0- 5 months	56	7.8	38	6.9
6-11 months	167	23.4	147	26.6
12-23 months	237	33.1	211	38.2
24-35 months	110	15.4	69	12.5
36 +	145	20.3	86	15.9
	715	100.0	553	100.0
No reply	34		42	
	749		595	

Some 31.2% of Toronto and 33.5% of Montreal licensees have been using the band for a year or less. These proportions rise to 64.3% and 71.7% when the period is extended to 2 years.

In general, Montreal users acquired their sets rather more recently, had a higher proportion of 40 channel sets, and had been using their radios for a rather shorter time than Toronto users.

3.5 Normal Radio Usage

Most people used their radio either every day or 2-3 times a week:

Usage	Toronto		Montreal	
	No.	%	No.	%
Every day	304	42.0	230	41.5
2-3 times a week (on different days)	240	33.1	187	33.8
Once a week	60	8.3	44	7.9
Less than once a week	120	16.6	93	16.8
	724	100.0	554	100.0
No reply	25		41	
	749		595	

REASONS FOR NOT USING RADIO

	Toronto		Montreal	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Only use radio when travelling	196	26.2	146	24.5
Away from radio equipment for other reasons, e.g. vacation	59	7.9	29	4.6
Too much interference	136	18.2	149	25.0
Too much general conversation	134	17.9	120	20.2
Other users taking too long	85	11.3	98	16.5
Other	94	12.6	69	11.6

Hence 75.1% of Toronto and 75.3% of Montreal respondents used their radio either every day or 2-3 days a week.

### 3.6 Reasons for Non-Use

"If you did not use your CB radio equipment within the last week, please check all the appropriate reason(s) below and proceed to question 11."

This question was generally misinterpreted. It was intended to find reasons why people were not using their radios. Some respondents however, answered it anyway, whether or not they had previously stated that they used the radio every day. The answers are tabulated in the table opposite for reference purposes. Little can be inferred from these results since they combine the answers of those who were not using GRS because they were genuinely dissatisfied with it, with some of those who were dissatisfied but still using it.

### 3.7 Daily Usage

The daily usage of respondents, on a day when the principal CB radio was in use was:

	<u>Toronto</u>		<u>Montreal</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
0- 1 hours	284	43.0	240	48.8
1- 2 hours	161	24.4	109	22.2
2- 3 hours	89	13.5	55	11.2
3- 4 hours	40	6.1	26	5.3
4- 5 hours	19	2.9	16	3.3
5 +	68	10.3	46	9.3
	661	100.0	492	100.0
No reply or other	<u>88</u>		<u>103</u>	
	749		545	





The majority of people - 67.4% in Toronto and 71.0% in Montreal - used their radio up to 2 hours a day. It is also worth noting that about 10% in both areas used their radio for 5 or more hours a day.

### 3.8 Times of Day When Principal CB Radio Used

The table opposite summarizes the answer to this question. In Toronto, 51.4% of people used their principal CB radio frequently or somewhat frequently in the 5 p.m. - 12 p.m. period. Only a slightly smaller number - 50.2% - used it frequently or somewhat frequently during the day (8 a.m. - 5 p.m.), demonstrating that the radio is not reserved primarily for evening use. In Montreal the proportion using the radio frequently or somewhat frequently during the day (45.9%) was rather less than the corresponding proportion during the evening (50.0%) but not greatly less.

It could be expected that there would be little usage of the radio during the night, but in fact 22.8% of Toronto and 22.5% of Montreal respondents did use it frequently or somewhat frequently during the night.

### 3.9 Increase or Decrease in Use of Radio Compared to First Year of Ownership

	Toronto		Montreal	
	No.	%	No.	%
Have had radio 1 year or less	190		152	
Greatly increased	22	4.8	23	6.8
Somewhat increased	69	15.0	33	9.7
Stayed the same	145	31.5	110	32.4
Somewhat decreased	124	26.9	96	28.2
Greatly decreased	<u>101</u>	<u>21.9</u>	<u>78</u>	<u>22.9</u>
	461	100.0	340	100.0
No reply or other	<u>98</u>		<u>103</u>	
	749		545	

FREQUENCY OF USE BY MODE OF COMMUNICATION

	TORONTO			MONTREAL		
	<u>Mobile to Mobile</u>	<u>Mobile to and from Base</u>	<u>Base to Base</u>	<u>Mobile to Mobile</u>	<u>Mobile to and from Base</u>	<u>Base to Base</u>
<u>Numbers</u>						
Very frequently	193	54	59	118	70	80
Somewhat frequently	178	151	54	158	173	57
Somewhat infrequently	111	130	44	89	114	33
Infrequently	113	125	143	63	52	99
No reply or other	154	289	449	167	186	326
 <u>Percentages (of those answering)</u>						
Very frequently	32.4	11.7	19.7	27.6	17.1	29.7
Somewhat frequently	29.9	32.8	18.0	36.9	42.3	21.2
Somewhat infrequently	18.7	28.3	14.7	20.8	27.9	12.3
Infrequently	19.0	27.2	47.7	14.7	12.7	36.8

The largest single proportion of respondents reported that their usage had stayed the same. It is significant, however, that, of those who answered this question and who had had their radios for over a year, 48.4% of Toronto and 51.1% of Montreal respondents had somewhat or greatly decreased their usage compared to the first year they had owned the radio. Only 19.8% of Toronto and 16.5% of Montreal respondents said that their usage had increased.

### 3.10 Frequency of Use by Mode of Communication

The answers to this question are summarized opposite. It is clear that GRS radios are used mainly for mobile to mobile communication, with the next largest use being mobile to base. In Toronto, 62.3% of respondents used their sets very or somewhat frequently for mobile to mobile communication. In Montreal the figure was 64.5%. In terms of mobile to and from base communication, the largest proportion in both Toronto and Montreal used their radios in this mode somewhat frequently. Taken together with those who used them very frequently, the proportions were 44.5% in Toronto and 59.4% in Montreal. Base to base communication was the least common mode but even so, in Montreal, about half of all respondents used their radios this way very or somewhat frequently. In Toronto, noticeably fewer people were very or somewhat frequently engaged in base to base communication: 39.7%.

### 3.11 Frequency of Use by Purpose

When the mail questionnaire was designed, we were not aware of other surveys and analyses of actual content of messages

FREQUENCY OF USE BY PURPOSE OF COMMUNICATION

	Toronto					Montreal				
	<u>Frequently</u>	<u>Somewhat Frequently</u>	<u>Somewhat Infrequently</u>	<u>Infrequently</u>	<u>No Reply</u>	<u>Frequently</u>	<u>Somewhat Frequently</u>	<u>Somewhat Infrequently</u>	<u>Infrequently</u>	<u>No Reply</u>
<u>Numbers</u>										
Travelling Conditions	328	214	88	63	56	163	163	82	99	88
Emergency/Distress:										
- monitoring channel	110	170	131	194	144	74	112	115	148	146
- sending requests for assistance	29	87	116	200	317	50	106	111	146	182
Business Communication	37	32	59	383	238	26	51	73	276	169
Personal Communication (to a specific person)	113	192	152	151	141	113	139	80	133	150
Hobby or Recreation	74	79	115	272	209	86	142	86	145	136
Listening Only	221	197	87	122	122	168	143	64	89	131
Other	19	19	12	20	679	29	8	15	29	514
<u>Percentages</u>										
Travelling Conditions	43.8	28.6	11.7	8.4	7.5	27.4	27.4	13.8	16.6	14.8
Emergency/Distress:										
- monitoring channel	14.7	22.7	17.5	25.9	19.2	12.4	18.8	19.3	24.9	24.5
- sending requests for assistance	3.9	11.6	15.5	26.7	42.3	8.4	17.8	18.7	24.5	30.6
Business Communication	4.9	4.3	7.9	51.1	31.8	4.4	8.6	12.3	46.4	28.4
Personal Communication (to a specific person)	15.1	25.6	20.3	20.2	18.8	19.0	23.4	13.4	19.0	25.2
Hobby or Recreation	9.9	10.5	15.4	36.3	27.9	14.5	23.9	14.5	24.4	22.9
Listening Only	29.5	26.3	11.6	16.3	16.3	28.2	24.0	10.8	15.0	22.0
Other	2.5	2.5	1.6	2.7	90.7	4.9	1.3	2.5	4.9	86.4



carried out in the U.S. For example, we were not aware of findings which show that a major purpose of CB communication is to discuss CB equipment itself, and this purpose was not included in the questionnaire.

Another comment is that most respondents were probably aware that hobby or recreation use of the GRS band is not technically permitted, and might have tended not to answer this question correctly.

The results of this part of the questionnaire are summarized opposite. The most common use of the radio is to get information about travelling conditions, and this use is found rather more in Toronto than Montreal (72.4% people using the radio frequently or somewhat frequently for this purpose versus 54.8% in Montreal).

The next most common purpose for which the radio was used was listening only, suggesting that GRS is used to a wide extent simply for its entertainment value. Over half of both Toronto and Montreal respondents reported using their radios frequently or somewhat frequently for this purpose.

Quite a high proportion of respondents used their radios for personal communication (to a specific person) - 30.7% of Toronto and 42.4% of Montreal respondents used them frequently or somewhat frequently for this purpose. By contrast, only a small proportion of people used their radios for business communication.

As noted above, usage reported for hobby or recreation purposes was surprisingly low. It was noticeably higher in Montreal, where 38.4% of respondents reported using their radios for this purpose, than in Toronto, where only 20.4% did.

OPINIONS OF GRS USERS ON ENFORCEMENT AREAS AND DOC ACTION  
(Percentage)

	Toronto					Montreal				
	Agree Completely	Somewhat Agree	Somewhat Disagree	Disagree Completely	No Reply	Agree Completely	Somewhat Agree	Somewhat Disagree	Disagree Completely	No Reply
<u>Percentages</u>										
Congestion on the GRS band is not a problem on:										
channels 1-23	9.6	15.2	24.2	42.2	8.8	8.4	11.1	24.7	43.5	12.3
channels 24-40	10.9	14.6	6.3	3.7	64.5	15.8	17.3	8.7	8.2	49.9
Other users interfere with my transmissions	31.9	35.4	15.9	8.4	8.4	37.0	32.8	10.9	9.1	10.3
Users of other equipment, e.g. TV's, do not complain about interference from my CB radio	68.8	10.8	4.3	6.5	9.6	64.9	10.6	6.1	8.7	9.7
Use of linear amplifiers is a problem	29.2	26.6	14.7	12.1	17.4	42.5	19.5	11.1	10.6	16.3
Other users often do not use their call signs	51.4	28.3	8.7	4.5	7.1	49.9	27.9	8.2	5.9	8.1
Calls by other users tend to be longer than 5 minutes	39.8	32.0	15.9	6.4	5.9	40.8	29.2	14.6	7.9	7.4
Calls by some users are made too frequently	46.9	28.3	13.2	5.3	6.3	45.7	27.1	11.4	8.2	7.6
Frivolous calls are not a problem	10.5	16.0	22.3	44.1	7.1	12.8	15.8	22.5	40.5	8.4
Obscene language is not a problem	13.0	14.4	24.6	43.5	4.5	14.5	16.0	18.0	43.4	8.2
There should be a competence test										
- to get a license	50.5	19.8	8.0	16.6	5.2	52.1	13.3	7.7	18.0	8.9
- to renew a license	25.0	14.6	14.4	27.8	18.3	32.3	13.9	13.4	24.0	16.3
The DOC should step up enforcement in the following areas:										
- operating without a license	73.0	14.2	4.0	2.3	6.5	74.6	8.2	2.4	7.1	7.7
- using linear amplifiers	55.5	18.7	8.7	4.1	13.0	59.8	12.8	8.6	6.1	12.8
- causing interference on other radio and TV frequencies	46.9	24.6	12.7	5.5	10.4	61.3	16.5	7.1	6.4	8.7
- causing interference to non-radio equipment, e.g. stereos	41.7	22.4	14.7	7.2	14.0	55.6	16.5	9.6	6.9	11.4
- frivolous use	60.7	19.0	7.6	2.5	10.1	63.2	13.9	7.9	4.2	10.8
- obscene language	76.2	12.7	2.7	2.3	6.1	71.9	9.2	5.2	4.4	9.2
The DOC should recognize hobby/recreation use as legitimate	46.1	28.3	8.9	10.9	5.9	42.7	23.7	11.1	14.3	8.2
Enforcement should be increased, even if it means:										
- a significant increase in the license fee	35.4	25.1	16.7	19.0	3.9	37.0	23.9	14.8	17.0	7.4
- more constraints on my CB operations	38.7	33.1	13.0	10.4	4.8	40.3	30.8	12.8	7.7	8.4
GRS is of value in securing help in emergencies	85.7	8.3	1.6	0.7	3.7	79.8	8.1	2.9	1.8	7.4

The actual use of GRS for emergency channel monitoring and for sending requests for assistance is almost certainly not proportional to the importance which people attach to these purposes. It is not surprising that a larger number of respondents used their radios for monitoring the channel than for sending requests for assistance (37.4% of Toronto and 31.2% of Montreal respondents used it frequently or somewhat frequently for emergency monitoring).

### 3.12 Opinions of GRS Users on Enforcement Areas and DOC Action

The replies to this part of the questionnaire are central to our whole report and are, we believe, highly significant. They have been summarized opposite.

In general, the answers show a clear recognition by GRS licensees of the various enforcement problems faced by DOC, and a clearly expressed desire for DOC to take action in these areas. In other words, the Toronto and Montreal licensees would like DOC to step up enforcement, even if it were to mean increases in license fees and greater constraints on their use of GRS.

Not unnaturally, the highest level of agreement was with the statement that GRS is of value in securing help in emergencies: 85.7% of Toronto and 79.8% of Montreal respondents agreed completely with this statement.

Also as would be expected, congestion on channels 1-23 was seen as a problem by 66.4% of Toronto and 68.2% of Montreal respondents. Congestion on channels 24-40 was not seen as a problem, confirming that these channels are not heavily used as yet.

As is well known, it was agreed that GRS users often do not use their call signs. There was also a strong measure of agreement that linear amplifiers are a problem; that other users interfered with the respondent's transmissions; that calls by other users tended to be longer than 5 minutes; that calls by some users are made too frequently and that frivolous use is a problem. Perhaps surprisingly, a majority of respondents also thought that obscene language was a problem. Few respondents reported receiving complaints from users of other equipment. This last finding may appear to conflict with the high incidence of complaints received by DOC, but even this number of complaints is small when compared with the total license population.

With regard to competence tests before a license is issued, 70.3% of Toronto and 65.4% of Montreal respondents thought there should be a test to get a GRS license. The response to the question of a test to renew a license was ambiguous. Unfortunately, the question itself was rather ambiguous, since it could be interpreted to mean a test would be administered either once to all those who now have a license, or every time a license is renewed.

In the area of enforcement, a majority of respondents thought that DOC should step up enforcement in all areas mentioned in the questionnaire. The highest level of agreement was on the question of operating without a license. This finding is hardly surprising. However the next highest level of agreement was the question of obscene language: 88.9% of Toronto and 81.1% of Montreal respondents completely or somewhat agreed that DOC should step up enforcement in this area. A majority also completely or somewhat agreed that DOC should step up



enforcement in the areas of: using linear amplifiers, causing interference on other radio and TV frequencies, and to non-radio equipment, e.g. stereos, and, surprisingly, frivolous use.

Furthermore around 60% of respondents in both Toronto and Montreal agreed that enforcement should be increased, even if it meant an increase in license fees, and around 70% in both cities agreed that it should be increased even if it meant more constraints on the respondent's CB operations.

On the other hand, 74.4% of Toronto and 66.4% of Montreal respondents agreed that DOC should recognize hobby/recreation use of GRS as legitimate. This finding conflicts somewhat with the earlier finding that few respondents said that they used GRS for hobby/recreation purposes.

### 3.13 Amount Paid for All CB Equipment

	Toronto		Montreal	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
\$ 0- 99	47	6.5	26	4.7
100- 199	182	25.2	126	22.6
200- 299	138	19.1	111	19.9
300- 399	100	13.9	79	14.2
400- 499	60	8.3	57	10.2
500- 999	105	14.6	98	17.6
1,000-1,999	70	9.7	35	6.3
2,000-2,999	11	1.5	19	3.4
3,000 +	8	1.1	7	1.3
	721	100.0	558	100.0
No reply	<u>28</u>		<u>37</u>	
	749		595	

The distribution of the answers to this question was skewed towards the lower end of the price range. The largest single numbers of respondents fell into the \$100-199 range with the next largest being the \$200-299

range. Together, these two segments accounted for 44.3% of Toronto and 42.5% of Montreal respondents. It is significant that a sizeable proportion of people had paid between \$300 and \$1,000 for their CB equipment, and some 9.7% of Toronto and 6.3% of Montreal respondents had paid \$1,000-\$1,999. In Montreal, 4.7% had paid over \$2,000. (This is especially significant in view of the generally lower incomes of the Montreal respondents.)

We calculated a weighted average value of equipment for both Toronto and Montreal by multiplying the mid point of each value range by the number of respondents in that range, and dividing the total dollar figure by the total number of respondents. This figure is \$527.

#### 3.14 Purchase Intentions in the Next Few Years

The respondents' intentions to purchase a 40 channel set are tabulated below:

<u>No. of Sets Intended to Buy</u>	<u>Toronto</u>		<u>Montreal</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
1	226	30.2	142	23.9
2	28	3.7	20	3.4
3	5	0.7	4	0.7
4 +	<u>7</u>	<u>0.9</u>	<u>3</u>	<u>0.5</u>
	266	35.5	169	28.5
None	361	48.2	269	45.2
No reply	<u>122</u>	<u>16.3</u>	<u>157</u>	<u>26.4</u>
	483	64.5	426	71.6

Thus 35.5% of Toronto respondents and 28.5% of Montreal respondents reported intentions to buy one or more radio sets. The lower percentage in Montreal could be related to the fact that rather more Montreal respondents had acquired sets recently.

Purchase intentions cannot be translated into actual purchases, of course, and surveys of purchasing intentions are a poor indicator of absolute demand levels. Nevertheless, the fact that around a third of all respondents said they intended to buy one or more 40 channel sets does not suggest that the CB phenomenon is about to disappear.

3.15 Other Users of the CB Equipment

This question was unfortunately worded ambiguously, since it was not clear to the respondent whether he or she should apply it to himself or herself. Hence, the husband/wife part of the question is not as meaningful as it would have been if this point had been made clear. The remaining categories are meaningful, however, and the results are given below:

<u>People Using the GRS Equipment</u>	<u>Toronto</u>		<u>Montreal</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Husband	478	63.8	245	41.2
Wife	283	37.8	221	37.1
Children: 12-15 years	79	10.5	40	6.7
16-20 years	122	16.3	73	12.3
Other relatives	85	11.3	94	15.8
Friends	113	15.1	132	22.2

Since most respondents were male, it seems likely that the percentage of wives reported as using the GRS equipment gives a good indication of the true figure. Other users were of much less significance than the husband and wife.

COMPARISON OF AGE STRUCTURE OF GRS LICENSEES  
WITH THE GENERAL POPULATION

	Toronto		Ontario Population 1977(1)		Montreal		Quebec Population 1977(1)	
	GRS Licensees No.	%	No. (000's)	%	GRS Licensees No.	%	No. (000's)	%
16 - 19	40	5.6	638	10.6	48	8.6	531	11.7
20 - 29	188	26.2	1,460	24.3	219	39.1	1,154	25.4
30 - 39	225	31.3	1,076	17.9	168	30.0	849	18.7
40 - 49	156	21.7	947	15.7	73	13.0	703	15.5
50 - 59	80	11.1	834	13.9	40	7.1	596	13.1
60 - 69	24	3.3	587	9.8	12	2.1	420	9.2
70 +	5	0.7	478	7.9	-	-	295	6.5
Total	718	100.0	6,020	100.0	560	100.0	4,548	100.0
No Reply	31				35			
	749				595			

(1) Source: Statistics Canada - Special Printout.

3.16 Membership in GRS Clubs

Only a minority of licensees were members of clubs, with a rather higher proportion in Montreal than in Toronto:

	<u>Toronto</u>		<u>Montreal</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Member	117	16.2	165	29.5
Non-member	<u>605</u>	<u>83.8</u>	<u>394</u>	<u>70.5</u>
	722	100.0	559	100.0
No reply	<u>27</u>		<u>36</u>	
	749		595	

This finding carries several implications in terms of the ability for DOC to reach the GRS population via the clubs.

3.17 Age of Respondents

Since the Montreal and Toronto districts cover a considerably wider area than the Metropolitan areas, we decided to compare the socio-economic characteristics of GRS licensees with those of the populations in the two provinces rather than the Census Metropolitan areas.

The table opposite compares the age structure of the GRS licensees with that of the same age categories of the Ontario and Quebec population in December, 1977.

The GRS licensees population in both Toronto and Montreal is generally more heavily weighted towards the younger age groups than the general population. The GRS licensees in Montreal are also younger on average than the Toronto licensees. In Montreal, the largest single age group is 20-29 with 39.1% of the total, compared with 25.4% in the provincial population. The 30-39 age group is also relatively larger than the provincial population.



COMPARISON OF THE MARITAL STATUS OF GRS

LICENSEES WITH THE GENERAL POPULATION

<u>Toronto</u>		<u>Married</u>	<u>Single</u> <sup>(2)</sup>	<u>Other</u>	<u>Total</u>	<u>No Reply</u>
GRS Licensees	- No.	522	163	38	723	26
	- %	72.2	22.5	5.3	100.0	
Ontario Population	- No. (000's)	3,892	1,642	667	6,201	
15 and over(1)	- %	62.8	26.5	10.8	100.0	
 <u>Montreal</u>						
GRS Licensees	- No.	355	177	31	563	32
	- %	63.1	31.4	5.5	100.0	
Quebec Population	- No. (000's)	2,823	1,451	408	4,682	
15 and over 1977(1)	- %	60.3	31.0	8.7	100.0	

(1) Source: Statistics Canada.

(2) Widowed, Separated, Divorced.

In Toronto the 20-29 age group is marginally larger than in the provincial population, but the major difference is in the 30-39 age group: 31.3% of licenses compared to 17.9% in the provincial population.

Thus the Montreal GRS licensees are generally younger than the Toronto licensees, and the average age of both is less than that of the general population.

### 3.18 Marital Status

The table opposite compares the marital status of the GRS licensees with the general population over 15. It is evident that a higher proportion of GRS licensees are married than in the total provincial population, and this difference is much more marked in Toronto than in Montreal. In Montreal, the number of single GRS licensees is about the same as in the Quebec population, and the smaller proportion of widowed, divorced and separated licensees counterbalances the larger proportion of married licensees. In Toronto the proportion of both single, and widowed, divorced and separated licensees is smaller than in the Ontario population.

### 3.19 Sex

The next table compares the breakdown of the GRS licensee population by sex with that of the total provincial population over 15. The GRS population is clearly a predominantly male one: 92.5% in Toronto and 95.2% in Montreal. Of course, it is probable that, when a set is owned by a family, the husband would take out the license in his name. Even so, the very high proportion of males is striking.

COMPARISON OF THE SEX OF GRS LICENSEES  
WITH THE GENERAL POPULATION

		<u>Male</u>	<u>Female</u>	<u>Total</u>	<u>No Reply</u>
<u>Toronto</u>					
GRS Licensees	- No	667	54	721	28
	- %	92.5	7.5	100.0	
Ontario Population	- No (000's)	3,034	3,137	6,191	
15 and over 1977(1)	- %	49.0	51.0	100.0	
<u>Montreal</u>					
GRS Licensees	- No	538	27	565	30
	- %	95.2	4.8	100.0	
Quebec Population	- No. (000's)	2,290	2,394	4,684	
15 & over 1977(1)	- %	48.9	51.1	100.0	

(1) Source: Statistics Canada.

### 3.20 Handicapped Users

The results of the questionnaire show that 3.2% of the Toronto respondents and 7.1% of the Montreal respondents (or frequent users of their radios) were disabled or handicapped. We have not compared these figures against similar data for the general population.

### 3.21 Education Level

The level of education of the GRS licensees is compared to that of the provincial labour force in the table opposite the next page. We have decided that it is preferable to compare GRS licensees to the labour force, rather than the total population, because all GRS licensees are 16 or over, and the labour force statistics cover more or less the same age groups as the GRS population.

To make a valid comparison, it is necessary to add the figures for those who did not complete secondary school to the figures for those who did. On this basis 68.3% of the Toronto GRS licensees did not go beyond the secondary school level, compared with 67.5% of the Ontario labour force. Comparing GRS licensees who completed a full-time vocational course, a university certificate or diploma with those in the Ontario labour force who completed some post-secondary education or a post-secondary certificate or diploma, the licensees formed 22.2% of the total, while those in the labour force made up 21.3%. Some 9.5% of licensees had at least one university degree, compared with 11.1% of the labour force.

In Quebec, the same comparisons show 72.5% of licensees and 70.5% of the labour force fell into the first category of those who finished some or all of their secondary education; 20.5% of licensees

COMPARISON OF THE EDUCATION LEVEL OF GRS LICENSEES  
WITH THAT OF THE ONTARIO & QUEBEC LABOUR FORCE, 15 YEARS AND OVER

Education Level - GRS Licensees	Toronto GRS Licensees		Ontario Labour Force(1)		Montreal GRS Licensees		Quebec Labour Force(1)		Education Level Categories for Labour Force
	No.	%	No.	%	No.	%	No.	%	
Did not complete secondary school	169	24.0	646	15.7	156	28.3	671	23.8	0-8 years of school
Completed secondary school	312	44.3	2,120	51.8	244	44.2	1,314	46.7	High school
Completed full-time vocational course	100	14.2	440	10.7	85	15.4	211	7.5	Some post-secondary
Completed university certificate or diploma	56	8.0	436	10.6	28	5.1	369	13.1	Post-secondary certificate or diploma
Completed university degree	47	6.7	453	11.1	28	5.1	252	8.9	University
Completed university post- graduate degree	20	2.8			11	2.0			
	704	100.0	4,095	100.0	552		2,816	100.0	
No reply	45				43				
	749				595				

(1) Source: Statistics Canada, 71.001, The Labour Force, March 1978.



and 20.6% of the labour force had some type of post secondary education but not to the university level; 7.1% of licensees and 8.9% of the labour force had at least one university degree.

Thus the differences between the GRS licensees and the labour force as a whole are very slight at all levels. The largest difference occurs at the university level, where in both Toronto and Montreal the percentages of GRS licensees with a university degree are lower than the corresponding figures for the labour force. Generally, however, the distribution of both populations in Toronto and Montreal is so similar to that of the labour force that it seems reasonable to conclude that GRS licensees on average have much the same level of education as the labour force as a whole.

### 3.22 Personal Income Level

The table opposite the next page compares the income of GRS licensees with that of Ontario and Quebec taxpayers. The latest detailed Statistics Canada breakdown by income level are contained in the 1971 Census. Since this is now so far out of date, we decided in this case to use Revenue Canada Taxation statistics for comparison purposes. The latest data available from Revenue Canada relate to 1975. Thus there is still a 3 year gap between the taxation data and the date of our survey, during which incomes were rising quite rapidly.

Another qualification is that the taxation data refer to taxpayers, not to the population as a whole. Since GRS licensees are all over 16, mainly male and largely of working age, it seems likely that most of them are taxpayers and that the comparison is therefore a valid one.

COMPARISON OF INCOME OF GRS LICENSEES WITH  
ONTARIO AND QUEBEC TAXPAYERS, 1975

	<u>Toronto GRS Licensees</u>		<u>Ontario Taxpayers 1975(1)</u>		<u>Montreal GRS Licensees</u>		<u>Quebec Taxpayers 1975(1)</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
\$ 0 - 4,999	52	7.4	220	6.9	48	8.9	121	5.9
5,000 - 9,999	58	8.3	1,207	37.9	86	16.0	929	45.2
10,000 - 10,999	159	22.8	974	30.6	178	33.0	597	29.0
15,000 - 19,999	191	27.4	453	14.2	122	22.6	239	11.6
20,000 - 24,999	123	17.6	163	5.1	62	11.5	85	4.1
25,000 - 29,999	53	7.6	165	5.2	19	3.5	85	4.1
30,000 +	<u>62</u>	<u>8.9</u>	—	—	<u>24</u>	<u>4.5</u>	—	—
	698	100.0	3,183	100.0	539	100.0	2,057	100.0
	<u>51</u>				<u>56</u>			
No reply	749				595			

(1) Source: Revenue Canada Taxation - Taxation Statistics, 1977 Edition (covering 1975 taxation year).

The distribution of Toronto GRS licensees centres around the \$15-20,000 income range and is skewed somewhat towards lower income levels. The largest single group is the 191 respondents (27.4%) in that range, with the second largest being the 22.8% in the \$10-15,000 range. A sizeable number - 17.6% - had incomes of \$20-25,000. Ontario taxpayers in 1975 were concentrated in the \$5-10,000 bracket (37.9%) and the \$10-15,000 bracket (30.6%). Even after allowing for some upward migration between 1975 and 1978 from group to group, it still seems reasonable to conclude that on average Toronto GRS licensees have higher incomes than Ontario taxpayers as a whole.

The income levels of Montreal GRS licensees are significantly lower than those in Toronto. The largest group here is in the \$10-15,000 income bracket (33.0%) with the next largest in the \$15-20,000 bracket (22.6%) and smaller percentages in the higher income brackets beyond this than in Toronto. This finding is especially significant since the GRS population in Toronto and Montreal is otherwise so homogeneous.

Compared with Quebec taxpayers in 1975, who were concentrated heavily in the \$5-10,000 range (45.2%), GRS licensees on average had higher incomes, and as in Ontario, it seems reasonable to conclude that upward movement in incomes over the 1975-78 period would not be enough to account for the difference.

Hence we can conclude that, on average, Toronto GRS licensees have higher income than Montreal licensees, and that both groups have higher incomes than taxpayers as a whole in their respective provinces.

COMPARISON OF OCCUPATIONS OF GRS LICENSEES WITH  
THE CANADIAN LABOUR FORCE

Occupation	Toronto GRS Licensees			Montreal GRS Licensees			Canadian Labour Force(2)	
	No.	%	%(1)	No.	%	%(1)	No.	%
Managerial, administrative & proprietary	134	22.9	24.8	94	17.0	19.0	741	6.9
Natural sciences, engineering	23	3.9	4.3	9	1.6	1.8	349	3.3
Social sciences, religion, law	9	1.5	1.7	6	1.1	1.2	171	1.6
Teaching	17	2.9	3.1	10	1.8	2.0	484	4.5
Medicine and health	7	1.2	1.3	6	1.1	1.2	461	4.3
Artistic, literary and recreational	6	1.0	1.1	6	1.1	1.2	148	1.4
Clerical	13	2.2	2.4	23	4.2	4.6	1,862	17.4
Sales and service	76	13.0	14.1	77	13.9	15.6	2,538	23.7
Agricultural or primary industrial (farming, mining, forestry, etc.)	15	2.6	2.8	14	2.5	2.8	615	5.7
Manufacturing	46	7.9	8.5	61	11.0	12.3	1,648	15.4
Construction	40	6.9	7.4	43	7.8	8.7	757	7.1
Transport equipment operation	56	9.6	10.4	51	9.2	10.3	450	4.2
Other crafts and equipment operation	14	2.4	2.6	3	6.5	0.6	428	4.0
Other occupations	84	14.4	15.6	92	16.6	18.6	76	0.7
	540		100.0	495		100.0	10,726(3)	100.0
Housewife	8	1.4		5	0.9			
Student	27	4.6		33	6.0			
Unemployed	9	1.5		20	3.6			
	584	100.0		553	100.0			
No reply	165			42				
	749			595				

(1) Total excluding housewives, students and unemployed.

(2) Source: Statistics Canada, 71.001, The Labour Force, March 1978 - Estimates only.

(3) Including unemployed.

### 3.23 Occupation

In the table opposite we have compared the occupations of GRS licensees against those of the Canadian labour force as a whole. In this case we elected to use occupation data for Canada as whole, rather than provincial data, since the latest provincial data is from the 1971 Census, and up to date data is available on the total population (i.e. we sacrificed regional breakdowns for timeliness).

In the survey, we added the categories of housewife, student and unemployed, to the standard employment categories used by Statistics Canada. The analysis opposite has been done two ways: first including these three extra categories, and second excluding them, so that a direct comparison can be made with the national data. The percentages referred to below are the second set.

It must be noted that some respondents ticked more than one occupation category. If they ticked the managerial and administrative category as well as another, they were allocated to the managerial category. If they ticked two other categories, they were placed in the "other occupations" category. Thus both managerial and "other occupations" categories are inflated to a small extent. We do not think this has had a significant effect on the results.

The largest single category of GRS licensees in both Toronto and Montreal was the managerial, administrative and proprietary one: 24.8% in Toronto and 19.0% in Montreal. These proportions are much higher than that of the total labour force (6.9%). This finding runs counter to much of the folklore about GRS users.



Excluding the "other" category, the second largest category in each centre was sales and service occupations. These proportions are actually lower than that in the total labour force (14.1% in Toronto and 15.6% in Montreal versus 23.7% in the total labour force).

In Toronto the third largest category was transport equipment operation (10.4%) and this proportion was much larger in Toronto and Montreal than that in the labour force (4.2%). This finding is in line with the known fact that truck drivers are heavy users of GRS.

In Montreal the third largest group of GRS licensees (12.3%) was in the manufacturing industry area (corresponding to "processing", "machinery" and "product fabricating, assembling and repairing" in the labour force statistics). This group was relatively smaller in Toronto and both groups were smaller than in the labour force as a whole.

Construction occupations formed 7.4% of the Toronto licensees and 8.7% of the Montreal licensees, compared with 7.1% in the labour force.

A large category in the labour force - clerical occupations (17.4%) - is under-represented in the GRS population.

Other than the occupations referred to above, the GRS licensees are distributed in much smaller proportions among the other occupational categories.

It can be concluded that people in managerial, administrative and proprietary occupations, and those in sales and

service occupations, are the heaviest users of GRS radios. Transport equipment operators were also significant users. Those employed in manufacturing industry were particularly significant in Quebec.

### 3.24 Place of Residence

A majority of respondents in both areas lived outside the Metropolitan area itself:

	<u>Toronto</u>		<u>Montreal</u>	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
Within Metropolitan area	328	45.6	242	44.0
Outside Metropolitan area	<u>392</u>	<u>54.4</u>	<u>308</u>	<u>56.0</u>
	720	100.0	550	100.0
No reply	<u>29</u>		<u>45</u>	
	749		595	

Although the areas of the Toronto and Montreal districts are quite extensive (see maps), the majority of the population within these boundaries lives within the Toronto and Montreal Metropolitan areas. It is therefore significant to find that a majority of GRS licensees live outside these areas. It can be concluded that GRS users tend to live in the suburbs or outside cities rather than in the core areas, and that GRS penetration per capita increases outside the main urban areas.

### 3.25 Licensees No Longer Using GRS Equipment

An initial question on the questionnaire asked whether the licensee had stopped using his or her equipment altogether and did not plan to renew the license. The replies received to this question showed:

	Toronto		Montreal	
	<u>No.</u>	<u>%</u>	<u>No.</u>	<u>%</u>
No longer using GRS equipment	21	2.8	26	4.4
Question not answered	<u>728</u>	<u>97.2</u>	<u>569</u>	<u>95.6</u>
	749	100.0	595	100.0

It can be concluded that an insignificant number of licensees responded to this question. However, it is quite possible that many licensees, who had stopped using their equipment entirely, may have thrown the questionnaire away without responding to this question.

#### 4. CROSS TABULATION FINDINGS

In order to explore the data in greater depth, cross tabulations were prepared using the entire Toronto and Montreal licensee sample. Some 200 tabulations were selected. The printout containing these tabulations will be given to DOC separately. An index at pages 134 and 273 of the tabulation itself lists all the tabulations performed.

Each tabulation consists of a matrix showing one attribute of the total sample across the top and the other down the side. Each box in this matrix shows, in order:

- the absolute number of respondents in the cell
- the % of the horizontal row
- the % of the vertical column
- the % of all the respondents in the sample

Measures of the statistical validity of the findings are given under each table.

Only 75 of the cross tabulations were found to be significant at the 95% confidence limit level. Our procedure has been to examine these tabulations in order. The more significant findings

CROSS TABULATIONS WHICH ARE SIGNIFICANT  
AT THE 95% LEVEL

Page Nos.

2	104	194
4	105	195
6	106	197
16	108	199
23	110	200
25	111	201
27	114	203
34	118	204
36	122	205
38	125	208
44	126	209
46	128	218
48	129	222
54	131	223
56	138	227
60	140	228
61	146	235
64	148	236
68	154	237
80	164	240
97	165	241
98	175	247
99	178	249
100	179	250
102	180	
103	193	

from them are given below. The page numbers of the cross tabulations which are significant at the 95% confidence interval level are given in the table opposite.

#### 4.1 Number of Radios

There is little indication that older licensees have relatively more radios than younger. Those with higher incomes do tend to have more radios, however, as would be expected.

#### 4.2 Club Membership

More of those who have been using the band for over a year are club members than those using it for up to a year.

#### 4.3 Handicapped or Disabled Users

There are relatively more of the above in the group which has only been using the band for up to 5 months.

#### 4.4 Time Using GRS Band and Usage

More of those who have been using the band the longest said their usage had somewhat or greatly decreased than those who had been using it for a shorter time. For example 37.4% of those using it over 3 years said their usage had greatly decreased, compared to an average of 15.9%.

#### 4.5 Time Using GRS Band and Opinions of Users

Relatively more of those who had been using the band for over 2 years reported that other users interfered with their transmissions than of those using it for less than 2 years. The same observation applies to the views that: others do not use their call



signs; that others call for longer than 5 minutes; that frivolous use is a problem; and that obscenity is a problem. It is clear that on these issues, licensees tend to move closer to those of the majority the longer they have been using the band.

Again, on the issue of a test to get a license, relatively more of those who had been using the band for 2 years or more were in agreement than the more recent users.

The same observation could be made about several enforcement issues. However it is only statistically significant in the case of views on non-licensed users.

On the other hand, relatively more of the recent users of the band favoured DOC recognizing hobby/recreation as legitimate.

Other findings in this area were unfortunately not significant statistically.

#### 4.6 Normal Daily Usage and Opinions of Users

Although not as marked as with the length of time using the GRS band, there seems to be a tendency for relatively more of the infrequent users to agree with views such as the one that other users call too often.

Proportionately more of the frequent users thought there should be a test to get a license.

#### 4.7 Normal Daily Usage & Socio-economic Characteristics

The heavier users of the GRS band (every day or 2-3 times a week) tended to be more heavily concentrated in the 20-39 age groups, to live outside the Metro areas and to be married.

#### 4.8 Socio-economic Characteristics and Opinions of Users

Relatively more licensees with lower incomes thought linear amplifiers were a problem than those with higher incomes. Those with higher incomes had a greater tendency to think that others do not use their call signs and that frivolous use is a problem. Generally, however, there were no particularly significant differences in the opinions of GRS users related to socio-economic characteristics.

#### 4.9 Socio-economic Characteristics and Purpose of Communication

Since the main objectives of the mail questionnaire were to find out who uses GRS and for what purpose, we examined the cross tabulation of these two areas in some detail.

##### 4.9.1 Place of Residence Vs. Age

This table shows that it is the 30-49 age group which tends to live outside the Metropolitan areas. In the 20-29 age group, which is the largest single group, 52.1% live inside the Metropolitan area.

##### 4.9.2 Place Of Residence Vs. Marital Status

As suggested by the previous finding, a majority of single people, and widowed, divorced and separated people, live inside the Metropolitan area. A majority of married licensees live outside.

##### 4.9.3 Place of Residence Vs. Educational Level

Those with a post secondary diploma, certificate or university degree have a greater tendency to live inside the Metropolitan area. Those who did not complete high school have the greatest tendency to live outside.

#### 4.9.4 Socio-economic Indicators Vs. Use for Travelling Conditions

The younger GRS licensees use the radio more frequently to get travelling conditions than the older users. Also those living inside the Metro areas tend to use it more frequently for this purpose.

There was some indication that those who had their radios longer than 2 years used them more for this purpose than those who had had them only up to a year.

#### 4.9.5 Use for Emergency Monitoring

Those who had had their sets longer had a greater tendency to use them frequently for this purpose.

#### 4.9.6 Use for Personal Communication

The licensees with a complete high school education or lower reported using their radios more for personal communication than the more educated users. The same observation applies also to income.

#### 4.9.7 Hobby or Recreation Use

More single licensees used the radio for this purpose, in relation to the overall distribution, than married licensees. There was a slight tendency for more of the less well educated to use the radio for this purpose than the better educated.

#### 4.9.8 Conclusion

Little of real significance can be concluded from the cross tabulation of socioeconomic characteristics against purposes for which the radio is used.

##### 5. SUGGESTIONS FOR FURTHER WORK

We believe that this mail questionnaire was the first such survey of the Canadian GRS population. We suggest that DOC should consider extending it to a national survey. Even in the urban districts surveyed, a majority of licensees lived outside the main Toronto and Montreal urban areas, suggesting a higher rate of penetration by GRS outside the congested urban areas. For this reason alone, it would be valuable to know the characteristics and views of the users outside the large urban areas. Also such information would provide a more balanced basis on which to formulate future policy.

With the benefit of the experience gained from this "User Survey" we feel that a number of improvements could be incorporated. Where the responses indicated misinterpretation of the question, phrasing should be changed. In some cases the results obtained raised new questions which could be explored in subsequent work. We feel that the questionnaire could be lengthened slightly without lowering the response rates to levels which would materially impair the significance of the results.

We suggest also that it may be worthwhile to undertake more sophisticated statistical analyses of the data than was possible within the budget for this study, including more exhaustive analysis of the cross tabulations of the data, discriminant analysis of Toronto and Montreal respondents in certain cases, and factor analysis of the views of respondents in order to show which views tend to be related to each other.

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APPENDICES

APPENDIX A

QUESTIONNAIRES USED IN USER SURVEY  
(French and English Versions)



Government of Canada  
Department of Communications

Gouvernement du Canada  
Ministère des Communications

2085, rue Union  
20<sup>e</sup> étage  
Montréal, Québec  
H3A 2C3

le 24 février 1978

Cher srgiste,

Comme vous le savez, le nombre d'opérateurs radio utilisant le service radio général (Citizen's Band aux États-Unis) s'est considérablement accru au cours des deux ou trois dernières années. Par conséquent, en 1976, le Ministère des Communications a entrepris de réviser de façon détaillée ses règlements, ses normes techniques et sa politique se rapportant à ce service. En 1977, le nombre de canaux disponibles est passé de 22 à 40 et les caractéristiques techniques relatives au matériel du SRG ont été révisées. Ces deux mesures visaient à rendre la bande plus utile aux opérateurs du SRG, d'abord en offrant un plus grand nombre de fréquences, puis en réduisant le risque d'interférence.

En 1977 également, le Ministère des Communications a tenu une série de conférences à travers le pays afin de déterminer les grands secteurs de préoccupation des opérateurs du SRG et de chercher le moyen d'améliorer l'administration du service. Bien que ces conférences aient reconnu certaines améliorations possibles qui sont actuellement apportées, le Ministère a également décidé de mener une étude en vue de déterminer l'orientation future du service radio général, de façon à en améliorer l'efficacité pour vous, l'utilisateur.

Par conséquent, nous avons retenu les services d'une société de conseillers afin de diriger cette étude pour nous et vous avez été désigné comme faisant partie d'un échantillonnage soigneusement choisi de détenteurs de permis pour recevoir le questionnaire ci-joint. Nous vous prions de le remplir et de nous le retourner aussitôt que possible dans l'enveloppe-réponse affranchie ci-jointe.

Les renseignements que vous fournirez seront regroupés avec ceux des autres détenteurs de permis désignés pour participer à cette étude visant à assurer un rapport complet qui a pour but de constituer la base de la politique à venir du Ministère des Communications à l'égard du service radio général. Nous aimerions préciser que le Ministère des Communications ne se servira de vos renseignements qu'aux fins de cette étude. En réalité, nous ne connaissons pas votre identité lorsque le questionnaire sera retourné.

Remplir ce questionnaire ne vous prendra qu'environ dix minutes et nous aidera à vous assurer un meilleur service. Nous vous remercions à l'avance de votre collaboration à cette étude des plus importantes.

Bien à vous,

Le Directeur régional

Jean-Jacques Chagnon

Pièces jointes



QUESTIONNAIRE DESTINE A  
L'USAGER DU SERVICE RADIO GENERAL (CB)

INSTRUCTIONS:

1. Il est possible que votre famille immédiate puisse avoir plus d'un permis et que plusieurs membres de votre famille puissent utiliser le matériel radio général (CB). Nous aimerions que la personne qui se sert le plus du matériel radio général (CB) remplisse ce questionnaire au nom de votre famille.
2. Veuillez noter que certaines questions se rapportent à tout le matériel radio général (CB) que votre famille possède, tandis que d'autres ne renvoient qu'à la principale radio général (CB) c'est-à-dire, celle qui est la plus utilisée.
3. En ce qui a trait à chaque question, veuillez pointer la case (ou les cases) qui répondent le mieux à la question. Bien que la plupart des questions n'exigent qu'une seule réponse, il y en a qui permettent des réponses multiples.
4. Veuillez noter que vous ne devez pas tenir compte des chiffres à côté des cases et de ceux qui sont dans la marge; ils ne servent qu'à des fins de calcul.
5. Une fois le questionnaire rempli, veuillez le retourner en utilisant l'enveloppe réponse ci-jointe.

1. Veuillez indiquer le nombre de radios SRG (CB) de chaque sorte que vous avez en pointant dans les espaces appropriés ci-dessous.

	Nombre de radios				
	<u>1</u>	<u>2</u>	<u>3</u>	<u>Plus de 3</u>	
Station de base	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(5)
Mobile dans:					
Camion	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(6)
Fourgonnette	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(7)
Automobile	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(8)
Bateau	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(9)
Avion	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(10)
Walkie-Talkie (au-delà de 100mW)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(11)
Autres (veuillez préciser)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(12)

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NOTE

Si vous avez complètement cessé d'utiliser votre matériel radio général (CB) et ne pensez pas renouveler votre permis, veuillez pointer la case ci-dessous:

Ai complètement cessé d'utiliser mon matériel radio général (CB)  (79)

2. Combien de voies votre principale radio SRG (CB) a-t-elle?

- 23 voies  1  
 40 voies  2  
 Autres (Veuillez préciser et pointer)  3 (13)

3. A quand remonte votre dernière acquisition d'une radio SRG (CB)?

- 0 à 5 mois  1  
 6 à 11 mois  2  
 12 à 23 mois  3  
 24 à 35 mois  4  
 plus de 36 mois  5 (14)

4. Depuis combien de temps utilisez-vous la bande du SRG?

- 0 à 5 mois  1  
 6 à 11 mois  2  
 12 à 23 mois  3  
 24 à 35 mois  4  
 plus de 36 mois  5 (15)

5. En considérant l'utilisation de tout votre matériel radio SRG (CB), c'est-à-dire lorsque votre radio est mise en circuit, diriez-vous que vous l'utilisez:

- Chaque jour  1  
 2 à 3 fois par semaine (à différents jours)  2  
 Une fois par semaine  3  
 Moins d'une fois par semaine  4 (16)

6. Si vous n'avez pas utilisé votre matériel radio SRG (CB) au cours de la dernière semaine, veuillez pointer toutes les raisons appropriées ci-dessous et passer à question 11.

- Je n'utilise la radio qu'en voyageant  1 (17)  
 Je ne me sers pas de mon matériel radio pour d'autres raisons, c'est-à-dire les vacances  1 (18)  
 Trop d'interférences  1 (19)  
 Trop de conversation générale  1 (20)  
 Les autres usagers prennent trop de temps  1 (21)  
 Autres (veuillez préciser et pointer)  1 (22)

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7. Dans une journée, lorsque votre principale radio SRG (CB) fonctionne, diriez-vous que vous l'utilisez:

0 à 1 heure	<input type="checkbox"/>	1	
1 à 2 heures	<input type="checkbox"/>	2	
2 à 3 heures	<input type="checkbox"/>	3	(23)
3 à 4 heures	<input type="checkbox"/>	4	
4 à 5 heures	<input type="checkbox"/>	5	
plus de 5 heures	<input type="checkbox"/>	6	

8. Dans une journée, lorsque votre principale radio SRG (CB) fonctionne, à combien de reprises l'utilisez-vous au cours de chacune des périodes suivantes:

	<u>Très Souvent</u>	<u>Assez Souvent</u>	<u>Assez Rarement</u>	<u>Rarement</u>	
Jour 8h à 17 h	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(24)
Soir 17h à 24h	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(25)
Nuit 24h à 8h	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(26)

9. En comparant l'utilisation actuelle de votre (vos) radio(s) SRG (CB) à celle que vous en faisiez au cours de la première année de possession, diriez-vous que votre usage a augmenté ou diminué?

J'ai eu une radio pendant un an ou moins

Beaucoup augmenté	<input type="checkbox"/>	(27)
Assez augmenté	<input type="checkbox"/>	
Demeuré stable	<input type="checkbox"/>	
Assez diminué	<input type="checkbox"/>	
Beaucoup diminué	<input type="checkbox"/>	

10. Veuillez évaluer le degré d'utilisation de vos appels en moyenne qui sont envoyés entre les stations indiquées ci-dessous:

	<u>Très Souvent</u>	<u>Assez Souvent</u>	<u>Assez Rarement</u>	<u>Rarement</u>	
Mobile à mobile	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(28)
Mobile à et de base	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(29)
Base à base	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(30)

11. Pourriez-vous estimer le degré d'utilisation de votre matériel radio SRG (CB) pour chacun des usages suivants:

	<u>Très Souvent</u>	<u>Assez Souvent</u>	<u>Assez Rarement</u>	<u>Rarement</u>	
Conditions de voyage	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(31)
Urgence/détresse:					
- contrôle des voies	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(32)
- envoi de demandes d'aide	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(33)
Communication d'affaires	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(34)
Communication personnelle (à une personne en particulier)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(35)
Passe temps ou divertissement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(36)
Ecoute seulement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(37)
Autres (veuillez préciser et pointer)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(38)
_____					
_____					
_____					

12. Veuillez indiquer dans quelle mesure vous êtes d'accord ou non avec chacun des énoncés suivants au sujet de l'utilisation de votre matériel radio SRG (CB).

	<u>Entièrement d'accord</u>	<u>Un peu d'accord</u>	<u>Un peu en désaccord</u>	<u>Entièrement en désaccord</u>	
L'encombrement sur la bande SRG n'est pas un problème sur					
- les voies 1 à 23	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(39)
- les voies 24 à 40	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(40)
D'autres usagers produisent des interférences sur mes transmissions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(41)
Les usagers de d'autre matériel comme la télé ne se plaignent pas d'interférences provenant de ma radio SRG (CB).	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(42)

	<u>Entièrement d'accord</u>	<u>Un peu d'accord</u>	<u>Un peu en désaccord</u>	<u>Entièrement en désaccord</u>
L'utilisation d'amplificateurs linéaires est un problème	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (43)
D'autres usagers n'utilisent pas toujours leurs indicatifs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (44)
Les appels d'autres usagers ont tendance à dépasser 5 minutes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (45)
Certains usagers font trop souvent d'appels	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (46)
Les appels frivoles ne sont pas un problème	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (47)
Les paroles obscènes ne sont pas un problème	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (48)
Il devrait y avoir un test d'aptitude:				
- afin d'obtenir un permis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (49)
- afin de renouveler un permis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (50)
Le ministère des Communications devrait adopter certaines mesures dans les domaines suivants:				
- fonctionnement sans permis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (51)
- usage d'amplificateurs linéaires	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (52)
- cause d'interférences sur d'autres fréquences de radio et de télé	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (53)
- cause d'interférence sur du matériel non-radio, comme des stéréos	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (54)
- usage frivole	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (55)
- paroles obscènes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (56)
Le ministère des Communications devrait reconnaître légal l'utilisation des radios SRG (CB) comme passe-temps ou divertissement	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (57)

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	<u>Entièrement d'accord</u>	<u>Un peu d'accord</u>	<u>Un peu en désaccord</u>	<u>Entièrement en désaccord</u>
Ces mesures devraient être accrues même si cela signifie une augmentation importante des frais de permis	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (58)
Les mesures devraient être accrues même si cela signifie plus de contraintes sur mon utilisation d'une radio SRG (CB)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (59)
Le SRG est utile en cas d'urgence	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4 (60)

13. Combien avez-vous payé tout votre matériel radio SRG (CB) (y compris l'antenne)?

\$ 0 - 99	<input type="checkbox"/>	1	
100 - 199	<input type="checkbox"/>	2	
200 - 299	<input type="checkbox"/>	3	
300 - 399	<input type="checkbox"/>	4	
400 - 499	<input type="checkbox"/>	5	
500 - 999	<input type="checkbox"/>	6	
1,000 - 1,999	<input type="checkbox"/>	7	
2,000 - 2,999	<input type="checkbox"/>	8	
plus de 3,000	<input type="checkbox"/>	9	(61)

14. Combien de radios SRG (CB) avez-vous l'intention d'acheter au cours des prochaines années?

	<u>Nombre de radios</u>				
	<u>0</u>	<u>1</u>	<u>2</u>	<u>3</u>	<u>Plus de 3</u>
23 voies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
40 voies	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

15. Qui dans votre entourage utilise votre matériel radio SRG (CB)?  
(Considérer toutes les personnes possibles)

mari	<input type="checkbox"/>	1	(64)
femme	<input type="checkbox"/>	1	(65)
enfants: 12 à 15 ans	<input type="checkbox"/>	1	(66)
16 à 20 ans	<input type="checkbox"/>	1	(67)
autres membres de la famille	<input type="checkbox"/>	1	(68)
amis	<input type="checkbox"/>	1	(69)



16. Etes-vous membre d'un ou de plusieurs club(s) de radio SRG (CB)?

Oui	<input type="checkbox"/>	1
Non	<input type="checkbox"/>	2

(70)

Si oui, veuillez donner le nom du (des) club(s):

---



---



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Afin que nous puissions regrouper vos réponses avec celles des autres participants, pourriez-vous nous donner les renseignements personnels suivants?

17. Age:	16 à 19	<input type="checkbox"/>	1
	20 à 29	<input type="checkbox"/>	2
	30 à 39	<input type="checkbox"/>	3
	40 à 49	<input type="checkbox"/>	4
	50 à 59	<input type="checkbox"/>	5
	60 à 69	<input type="checkbox"/>	6
	Plus de 70	<input type="checkbox"/>	7

(71)

18. Etat civil:	Célibataire	<input type="checkbox"/>	1
	Marié	<input type="checkbox"/>	2
	Autre	<input type="checkbox"/>	3

(72)

19. Sexe:	Féminin	<input type="checkbox"/>	1
	Masculin	<input type="checkbox"/>	2

(73)

20. Etes-vous, ou l'un des usagers habituels de votre matériel radio SRG (CB), invalide ou handicapé de quelque façon que ce soit?

Oui	<input type="checkbox"/>	1
Non	<input type="checkbox"/>	2

(74)

21. Scolarité (pointer le niveau le plus élevé que vous avez atteint):

- Cours secondaire non terminé  1
- Cours secondaire terminé  2
- Cours professionnel à plein temps terminé  3
- Certificat ou diplôme universitaire terminé  4 (75)
- Diplôme universitaire au niveau du bac terminé  5
- Diplôme d'études supérieures universitaires terminées  6

22. Niveau de revenu personnel:

- \$ 0 - 4,999  1
- \$ 5,000 - 9,999  2
- \$10,000 - 14,999  3 (76)
- \$15,000 - 19,999  4
- \$20,000 - 24,999  5
- \$25,000 - 29,999  6
- \$30,000 +  7

23. Occupation:

- gestion, administration, propriétaire  a
- sciences naturelles, ingénierie  b
- sciences sociales, religion, droit  c
- enseignement  d
- médecine et santé  e
- occupations artistiques, littéraires, récréatives  f
- travail de bureau  g
- occupations se rapportant aux ventes ou aux services  h (77)
- occupations se rapportant à l'agriculture ou à l'industrie de base (exploitation agricole, minière, forestière, etc.)  i
- emplois dans les industries de fabrication  j
- emplois dans la construction  k
- exploitation du matériel de transport  l
- autres métiers et exploitation de matériel  m
- ménagère  n
- étudiant  o
- autres occupations  p
- sans emploi  q

Woods, Gordon & Co.

24. Lieu de résidence:

Dans le territoire de la communauté urbaine  
de Montréal

1

A l'extérieur du territoire de la communauté  
urbaine de Montréal

2

(78)

Si vous avez d'autres commentaires à propos du service général de radio,  
veuillez les donner dans l'espace prévu ci-dessous.

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NOUS VOUS REMERCIONS GRANDEMENT DE VOTRE AIDE.

Woods, Gordon & Co.

February 1, 1978

Dear GRS Licensee:

As you know, the number of radio operators using the General Radio Service (Citizen's Band in the U.S.A.) has risen enormously in the past 2 or 3 years. As a result, in 1976 the Department of Communications (DOC) undertook to conduct a comprehensive review of its regulations, technical standards and policies related to this service. In 1977, the number of channels available was increased from 23 to 40 and the technical specifications for GRS equipment were revised. Both of these actions were intended to make the band more useful to the GRS operators - the first by making more frequencies available and the second by reducing the potential for interference.

Also in 1977, the DOC held a number of GRS symposia across the country, to identify the broad areas of concern to the GRS operators, and to seek ways of improving the administration of the service. While these symposia did identify a number of possible improvements that are currently being acted upon, the Department has also decided to conduct a study to determine the future direction of the General Radio Service, so as to further improve its usefulness to you the user.

Accordingly, we have retained the services of a consulting firm to conduct this study for us and you have been selected, as part of a carefully chosen sample of licensees, to receive the enclosed questionnaire. We request that you fill it out and return it in the reply paid envelope enclosed as soon as possible.

Woods, Gordon & Co.

The information you provide will be amalgamated with that of other licensees chosen to participate in this study to provide a comprehensive report which is intended to form the basis of future DOC policy regarding the General Radio Service. We would like to make it clear that your information will not be used by DOC for any kind of enforcement, but only for the purposes of this survey. Indeed, we will not know your identity when the questionnaire is returned.

Your co-operation in filling out this questionnaire will help us to give you better service in the future. It will take you only about 10 minutes, and we would like to thank you in advance for your help in this most important survey.

Yours very truly,

Encl.

GENERAL RADIO SERVICE (CB) USER  
QUESTIONNAIRE

INSTRUCTIONS:

1. It is possible that your immediate family may have more than one licence and that several members of your family may use Citizen's Band radio equipment. We would like the person who makes the most use of the CB radio equipment to fill out this questionnaire on behalf of your family.
2. Please note that some of the questions refer to all the CB radio equipment possessed by the family while some refer only to the principal CB radio, that is, the one that is used the most.
3. For each question, please put a check in the response box (or boxes) that best answers the question. While most questions require only one response, there are some that allow multiple responses.
4. Please note that the numbers beside the boxes and in the margin are for our tabulation purposes and should be ignored.
5. After completing the questionnaire, please return it using the stamped addressed envelope provided.

1. Please indicate the number of CB radios of each type that you have by checking all appropriate spaces below.

	Number of Radios				
	1	2	3	More than 3	
Base Station	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(5)
Mobile in:					
Truck	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(6)
Van	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(7)
Car	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(8)
Boat	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(9)
Aircraft	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(10)
Walkie-Talkie (over 100mW)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(11)
Other (Please specify)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(12)

2. How many channels does your principal CB radio have?

- |                                  |                          |   |      |
|----------------------------------|--------------------------|---|------|
| 23 channels                      | <input type="checkbox"/> | 1 |      |
| 40 channels                      | <input type="checkbox"/> | 2 | (13) |
| Other (Please specify and check) | <input type="checkbox"/> | 3 |      |
- 

3. When did you last acquire a CB radio?

- |                    |                          |   |      |
|--------------------|--------------------------|---|------|
| 0-5 months ago     | <input type="checkbox"/> | 1 |      |
| 6-11 months ago    | <input type="checkbox"/> | 2 |      |
| 12-23 months ago   | <input type="checkbox"/> | 3 | (14) |
| 24-35 months ago   | <input type="checkbox"/> | 4 |      |
| Over 36 months ago | <input type="checkbox"/> | 5 |      |

4. How long have you been using the GRS band?

- |                |                          |   |      |
|----------------|--------------------------|---|------|
| 0-5 months     | <input type="checkbox"/> | 1 |      |
| 6-11 months    | <input type="checkbox"/> | 2 |      |
| 12-23 months   | <input type="checkbox"/> | 3 | (15) |
| 24-35 months   | <input type="checkbox"/> | 4 |      |
| Over 36 months | <input type="checkbox"/> | 5 |      |

5. In considering the use of all your CB radio equipment (use meaning radio switched on), would you say you use it:

- |   |                          |   |      |
|---|--------------------------|---|------|
| Every day                                 | <input type="checkbox"/> | 1 |      |
| 2-3 times per week<br>(on different days) | <input type="checkbox"/> | 2 | (16) |
| Once a week                               | <input type="checkbox"/> | 3 |      |
| Less than once a week                     | <input type="checkbox"/> | 4 |      |

6. If you did not use your CB radio equipment within the last week, please check all the appropriate reason(s) below and proceed to question 11.

- |   |                          |   |      |
|---|--------------------------|---|------|
| Only use radio when travelling                                    | <input type="checkbox"/> | 1 | (17) |
| Away from the radio equipment for<br>other reasons, e.g. vacation | <input type="checkbox"/> | 1 | (18) |
| Too much interference   | <input type="checkbox"/> | 1 | (19) |
| Too much general conversation                                     | <input type="checkbox"/> | 1 | (20) |
| Other users taking too long                                       | <input type="checkbox"/> | 1 | (21) |
| Other (please specify and check)                                  | <input type="checkbox"/> | 1 | (22) |
-



7. On a day when your principal CB radio is in use, would you say it is used:

0-1 hour	<input type="checkbox"/>	1
1-2 hours	<input type="checkbox"/>	2
2-3 hours	<input type="checkbox"/>	3
3-4 hours	<input type="checkbox"/>	4
4-5 hours	<input type="checkbox"/>	5
5+ hours	<input type="checkbox"/>	6

(23)

8. On a day when your principal CB radio is in use, would you please indicate how frequently or infrequently you use it in each of the following time periods:

	<u>Very Frequently</u>	<u>Somewhat Frequently</u>	<u>Somewhat Infrequently</u>	<u>Infrequently</u>	
Daytime 8 a.m. - 5 p.m.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(24)
Evening 5 p.m. - 12 p.m.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(25)
Night 12 p.m. - 8 a.m.	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(26)

9. In comparing your present usage of your CB radio(s) to your usage during the first year of ownership, would you say your use has increased or decreased?

Have had radio 1 year or less	<input type="checkbox"/> 1	
Greatly increased	<input type="checkbox"/> 2	(27)
Somewhat increased	<input type="checkbox"/> 3	
Stayed the same	<input type="checkbox"/> 4	
Somewhat decreased	<input type="checkbox"/> 5	
Greatly decreased	<input type="checkbox"/> 6	

10. Please estimate how frequently or infrequently your calls on average are sent between the stations shown below:

	<u>Very Frequently</u>	<u>Somewhat Frequently</u>	<u>Somewhat Infrequently</u>	<u>Infrequently</u>	
Mobile to mobile	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(28)
Mobile to and from base	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(29)
Base to base	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(30)

11. Could you please estimate how frequently or infrequently your CB radio equipment is used for each of the following purposes:

	<u>Very Frequently</u>	<u>Somewhat Frequently</u>	<u>Somewhat Infrequently</u>	<u>Infrequently</u>	
Travelling conditions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(31)
Emergency/distress:					
- monitoring channel	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(32)
- sending requests for assistance	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(33)
Business communication	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(34)
Personal communication (to a specific person)	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(35)
Hobby or recreation	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(36)
Listening only	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(37)
Other (Please Specify and check):	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(38)
_____					
_____					
_____					

12. Please indicate the extent to which you agree or disagree with each of the following statements about the use of your CB radio equipment.

	<u>Agree Completely</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Disagree Completely</u>	
Congestion on the GRS band is not a problem on					
- channels 1-23	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(39)
- channels 24-40	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(40)
Other users interfere with my transmissions	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(41)
Users of other equipment e.g. TV's do not complain about interference from my CB radio	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(42)

	<u>Agree Completely</u>	<u>Somewhat Agree</u>	<u>Somewhat Disagree</u>	<u>Disagree Completely</u>	
Use of linear amplifiers is a problem	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(43)
Other users often do not use their call signs	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(44)
Calls by other users tend to be longer than 5 minutes	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(45)
Calls by some users are made too frequently	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(46)
Friivolous calls are not a problem	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(47)
Obscene language is not a problem	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(48)
There should be a compe- tence test:					
- to get a licence	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(49)
- to renew a licence	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(50)
The DOC should step up enforcement in the following areas:					
- operating without a licence	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(51)
- using linear amplifiers	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(52)
- causing interference on other radio and TV frequencies	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(53)
- causing interference to non-radio equipment e.g. stereos	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(54)
- frivolous use	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(55)
- obscene language	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(56)
The DOC should recognize hobby/recreation use of CB radios as legitimate	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	(57)

Agree Completely      Somewhat Agree      Somewhat Disagree      Disagree Completely

Enforcement should be increased even if it means a significant increase in the licence fee

1      2      3      4      (58)

Enforcement should be increased, even if it means more constraints on my CB radio operations

1      2      3      4      (59)

GRS is of value in securing help in emergencies

1      2      3      4      (60)

13. How much did you pay for all your CB radio equipment (including the antenna)?

\$ 0 - 99	<input type="checkbox"/>	1			
100 - 199	<input type="checkbox"/>	2			
200 - 299	<input type="checkbox"/>	3			
300 - 399	<input type="checkbox"/>	4			
400 - 499	<input type="checkbox"/>	5			(61)
500 - 999	<input type="checkbox"/>	6			
1,000 - 1,999	<input type="checkbox"/>	7			
2,000 - 2,999	<input type="checkbox"/>	8			
3,000 +	<input type="checkbox"/>	9			

14. How many CB radios do you intend to purchase over the next few years?

	No. of radios					
	0	1	2	3	More than 3	
23 channels	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	(62)
40 channels	<input type="checkbox"/> 1	<input type="checkbox"/> 2	<input type="checkbox"/> 3	<input type="checkbox"/> 4	<input type="checkbox"/> 5	(63)

15. Who in your family circle uses your CB radio equipment?  
(Check all applicable.)

husband	<input type="checkbox"/>	1		(64)
wife	<input type="checkbox"/>	1		(65)
children: 12-15 years	<input type="checkbox"/>	1		(66)
16-20 years	<input type="checkbox"/>	1		(67)
other relatives	<input type="checkbox"/>	1		(68)
friends	<input type="checkbox"/>	1		(69)

16. Are you a member of any CB radio club(s)?

Yes	<input type="checkbox"/>	1	
No	<input type="checkbox"/>	2	(70)

If yes, please give name of club(s):

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So that we may combine your responses with those of other respondents, could you please give us the following personal data?

17. Age:	16-19	<input type="checkbox"/>	1	
	20-29	<input type="checkbox"/>	2	
	30-39	<input type="checkbox"/>	3	
	40-49	<input type="checkbox"/>	4	(71)
	50-59	<input type="checkbox"/>	5	
	60-69	<input type="checkbox"/>	6	
	Over 70	<input type="checkbox"/>	7	

18. Marital Status:	Single	<input type="checkbox"/>	1	
	Married	<input type="checkbox"/>	2	(72)
	Other	<input type="checkbox"/>	3	

19. Sex:	Male	<input type="checkbox"/>	1	
	Female	<input type="checkbox"/>	2	(73)

20. Are you, or is one of the frequent users of your CB radio equipment, disabled or handicapped in any way?	Yes	<input type="checkbox"/>	1	
	No	<input type="checkbox"/>	2	(74)

21. Level of Education (check highest level achieved):

- Did not complete secondary school  1
- Completed secondary school  2
- Completed full-time vocational course  3
- Completed university certificate or diploma  4 (75)
- Completed university bachelor degree  5
- Completed university post-graduate degree  6

22. Personal Income Level:

- \$ 0 - 4,999  1
- \$ 5,000 - 9,999  2
- \$10,000 - 14,999  3
- \$15,000 - 19,999  4 (76)
- \$20,000 - 24,999  5
- \$25,000 - 29,999  6
- \$30,000 +  7

23. Occupation:

- managerial, administrative, proprietary  a
- natural sciences, engineering  b
- social sciences, religion, law  c
- teaching  d
- medicine and health  e
- artistic, literary, recreational occupations  f
- clerical  g
- sales or service occupations  h
- agricultural or primary industrial  i
- occupations (farming, mining, forestry, etc.)  j (77)
- manufacturing trades  k
- construction trades  l
- transport equipment operation  m
- other crafts and equipment operation  n
- housewife  o
- student  p
- other occupations  q
- unemployed  q

24. Place of residence:

Within Metropolitan Toronto  
Outside Metropolitan Toronto

<input type="checkbox"/>	1
<input type="checkbox"/>	2

(78)

If you have any further comments about the general radio service,  
please give them in the space provided below.

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THANK YOU VERY MUCH FOR YOUR ASSISTANCE.



24. Place of residence:

Within the Montreal Urban Community  
Outside the Montreal Urban Community

<input type="checkbox"/>	1
<input type="checkbox"/>	2

(78)

If you have any further comments about the general radio service,  
please give them in the space provided below.

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THANK YOU VERY MUCH FOR YOUR ASSISTANCE

**Woods, Gordon & Co.**

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**SURVEY TABULATIONS**

## BASE # BASE STATION RADIOS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	256	43.0	92.8	92.8
TWO	2	18	3.0	6.5	99.3
THREE	3	1	0.2	0.4	99.6
FOUR OR MORE	4	1	0.2	0.4	100.0
OUT OF RANGE		319	53.6	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

BASE # BASE STATION RADIOS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	278	37.1	91.7	91.7
TWO	2	19	2.5	6.3	98.0
THREE	3	3	0.4	1.0	99.0
FOUR OR MORE	4	3	0.4	1.0	100.0
OUT OF RANGE		446	59.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## TRUCK # RADIOS IN TRUCKS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	79	13.3	85.9	85.9
TWO	2	9	1.5	9.8	95.7
THREE	3	2	0.3	2.2	97.8
FOUR OR MORE	4	2	0.3	2.2	100.0
OUT OF RANGE		503	84.5	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## TRUCK # RADIOS IN TRUCKS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	155	20.7	91.2	91.2
TWO	2	12	1.6	7.1	98.2
THREE	3	2	0.3	1.2	99.4
FOUR OR MORE	4	1	0.1	0.6	100.0
OUT OF RANGE		579	77.3	MISSING	100.0
	TOTAL	<u>749</u>	<u>100.0</u>	<u>100.0</u>	

TORONTO SURVEY

VAN # RADIOS IN VANS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	45	7.6	93.8	93.8
TWO	2	3	0.5	6.3	100.0
OUT OF RANGE		547	91.9	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

VAN # RADIOS IN VANS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	83	11.1	94.3	94.3
TWO	2	5	0.7	5.7	100.0
OUT OF RANGE		661	88.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



CAR # RADIOS IN CARS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	367	61.7	92.9	92.9
TWO	2	21	3.5	5.3	98.2
THREE	3	7	1.2	1.8	100.0
OUT OF RANGE		200	33.6	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

CAR # RADIOS IN CARS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	436	58.2	89.9	89.9
TWO	2	37	4.9	7.6	97.5
THREE	3	10	1.3	2.1	99.6
FOUR OR MORE	4	2	0.3	0.4	100.0
OUT OF RANGE		264	35.2	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## BOAT # RADIOS IN BOATS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	9	1.5	75.0	75.0
TWO	2	3	0.5	25.0	100.0
OUT OF RANGE		583	98.0	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

BOAT # RADIOS IN BOATS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	54	7.2	96.4	96.4
TWO	2	1	0.1	1.8	98.2
THREE	3	1	0.1	1.8	100.0
OUT OF RANGE		693	92.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## PLANE # RADIOS IN AIRCRAFT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	4	0.7	100.0	100.0
OUT OF RANGE		591	99.3	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

PLANE # RADIOS IN AIRCRAFT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	3	0.4	75.0	75.0
THREE	3	1	0.1	25.0	100.0
OUT OF RANGE		745	99.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

WALKTALK # WALKIE-TALKIES OVER 100 MW

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	27	4.5	60.0	60.0
TWO	2	15	2.5	33.3	93.3
THREE	3	1	0.2	2.2	95.6
FOUR OR MORE	4	2	0.3	4.4	100.0
OUT OF RANGE		550	92.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

WALKTALK # WALKIE-TALKIES OVER 100 MW

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	36	4.8	60.0	60.0
TWO	2	22	2.9	36.7	96.7
FOUR OR MORE	4	2	0.3	3.3	100.0
OUT OF RANGE		689	92.0	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## OMOBILE # OTHER MOBILE RADIOS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	22	3.7	84.6	84.6
TWO	2	4	0.7	15.4	100.0
OUT OF RANGE		569	95.6	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## OMOBILE # OTHER MOBILE RADIOS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ONE	1	32	4.3	74.4	74.4
TWO	2	9	1.2	20.9	95.3
THREE	3	1	0.1	2.3	97.7
FOUR OR MORE	4	1	0.1	2.3	100.0
OUT OF RANGE		706	94.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

NRADS # OF CB RADIOS IN TOTAL

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1	289	48.6	51.0	51.0
	2	179	30.1	31.6	82.5
	3	65	10.9	11.5	94.0
	4	22	3.7	3.9	97.9
	5	12	2.0	2.1	100.0
OUT OF RANGE		28	4.7	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

NRADS # OF CB RADIOS IN TOTAL

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1	360	48.1	49.5	49.5
	2	221	29.5	30.4	79.8
	3	75	10.0	10.3	90.1
	4	36	4.8	4.9	95.1
	5	36	4.8	4.9	100.0
OUT OF RANGE		21	2.8	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## CHANNELS # CHANNELS ON PRINCIPAL SET

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
23 CHANNEL	1	384	64.5	69.1	69.1
40 CHANNELS	2	150	25.2	27.0	96.0
	3	22	3.7	4.0	100.0
OUT OF RANGE		39	6.6	MISSING	100.0
	TOTAL:	<u>595</u>	<u>100.0</u>	<u>100.0</u>	

MONTREAL SURVEY

## CHANNELS # CHANNELS ON PRINCIPAL SET

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
23 CHANNEL	1	542	72.4	76.3	76.3
40 CHANNELS	2	137	18.3	19.3	95.6
	3	31	4.1	4.4	100.0
OUT OF RANGE		39	5.2	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## ACQUIRE LAST ACQUIRED A CB RADIO

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-5 MTHS AGO	1	82	13.8	14.8	14.8
6-11 MTHS AGO	2	200	33.6	36.0	50.8
12-23 MTHS AGO	3	185	31.1	33.3	84.1
24-35 MTHS AGO	4	46	7.7	8.3	92.4
36+ MTHS AGO	5	42	7.1	7.6	100.0
OUT OF RANGE		40	6.7	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

ACQUIRE LAST ACQUIRED A CB RADIO

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)	
0-5	MTHS AGO	1	117	15.6	16.2	16.2
6-11	MTHS AGO	2	225	30.0	31.1	47.2
12-23	MTHS AGO	3	240	32.0	33.1	80.4
24-35	MTHS AGO	4	83	11.1	11.5	91.9
36+	MTHS AGO	5	59	7.9	8.1	100.0
OUT OF RANGE		25	3.3	MISSING	100.0	
	TOTAL	749	100.0	100.0		

TORONTO SURVEY



TIMEUSE TIME USING GRS BAND

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-5 MONTHS	1	38	6.4	6.9	6.9
6-11 MONTHS	2	147	24.7	26.6	33.5
12-23 MONTHS	3	211	35.5	38.2	71.6
24-35 MONTHS	4	69	11.6	12.5	84.1
OVER 36 MONTHS	5	88	14.8	15.9	100.0
OUT OF RANGE		42	7.1	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

TIMEUSE TIME USING GRS BAND

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-5 MONTHS	1	56	7.5	7.8	7.8
6-11 MONTHS	2	167	22.3	23.4	31.2
12-23 MONTHS	3	237	31.6	33.1	64.3
24-35 MONTHS	4	110	14.7	15.4	79.7
OVER 36 MONTHS	5	145	19.4	20.3	100.0
OUT OF RANGE		34	4.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## USAGE NORMAL RADIO USAGE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
EVERY DAY	1	230	38.7	41.5	41.5
2-3TIMESPER WEEK	2	187	31.4	33.8	75.3
ONCE WEEK	3	44	7.4	7.9	83.2
LESS	4	93	15.6	16.8	100.0
OUT OF RANGE		41	6.9	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## USAGE NORMAL RADIO USAGE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
EVERY DAY	1	304	40.6	42.0	42.0
2-3TIMESPER WEEK	2	240	32.0	33.1	75.1
ONCE WEEK	3	60	8.0	8.3	83.4
LESS	4	120	16.0	16.6	100.0
OUT OF RANGE		25	3.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

TRAV DID NOT USE-ONLY WHEN TRAVELLING

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
YES	1	146	24.5	100.0	100.0
	0	449	75.5	MISSING	100.0
	TOTAL	595	100.0	100.0	

TRAV DID NOT USE ONLY WHEN TRAVELLING

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	196	26.2	100.0	100.0
	0	551	73.6	MISSING	100.0
OUT OF RANGE		2	0.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

VACAT DID NOT USE AWAY FROM RADIO

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	29	4.9	100.0	100.0
	0	566	95.1	MISSING	100.0
		-----	-----	-----	
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

VACAT DID NOT USE-AWAY FROM RADIO

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	59	7.9	100.0	100.0
	0	690	92.1	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



INTFER1 DID NOT USE TOO MUCH INTERFERENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	149	25.0	100.0	100.0
	0	446	75.0	MISSING	100.0
		-----	-----	-----	
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

INTFER1 DID NOT USE=TOO MUCH INTERFERENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	136	18.2	100.0	100.0
	0	613	81.8	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

GENTALK DID NOT USE-TOO MUCH GENERAL TALK

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	120	20.2	100.0	100.0
	0	475	79.8	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

GENTALK DID NOT USE-TOO MUCH GENERAL TALK

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	134	17.9	100.0	100.0
	0	615	82.1	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

OTDOLONG DID NOT USE-OTHER USERS MONOPOLIZE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	98	16.5	100.0	100.0
	0	497	83.5	MISSING	100.0
		-----	-----	-----	
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

OTOOLONG DID NOT USE-OTHER USERS MONOPOLIZE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	85	11.3	100.0	100.0
	0	664	88.7	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY

ONOTUSE DID NOT USE OTHER REASONS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	69	11.6	100.0	100.0
	0	526	88.4	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

ONOTUSE DID NOT USE-OTHER REASONS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	94	12.6	100.0	100.0
	0	655	87.4	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## DAYHOURS NORMAL DAILY USAGE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-1 HR	1	240	40.3	48.8	48.8
1-2 HRS	2	109	18.3	22.2	70.9
2-3 HRS	3	55	9.2	11.2	82.1
3-4 HRS	4	26	4.4	5.3	87.4
4-5 HRS	5	16	2.7	3.3	90.7
5+ HRS	6	46	7.7	9.3	100.0
OUT OF RANGE		103	17.3	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## DAYHOURS NORMAL DAILY USAGE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-1 HR	1	284	37.9	43.0	43.0
1-2 HRS	2	161	21.5	24.4	67.3
2-3 HRS	3	89	11.9	13.5	80.8
3-4 HRS	4	40	5.3	6.1	86.8
4-5 HRS	5	19	2.5	2.9	89.7
5+ HRS	6	68	9.1	10.3	100.0
OUT OF RANGE		88	11.7	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## DAYTIME FREQUENCY OF USE 8AM-5PM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
VERY OFTEN	1	68	11.4	16.1	16.1
LESS OFTEN	2	126	21.2	29.8	45.9
NOT OFTEN	3	109	18.3	25.8	71.6
ALMOST NEVER	4	120	20.2	28.4	100.0
OUT OF RANGE		172	28.9	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## DAYTIME FREQUENCY OF USE 8AM-5PM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
VERY OFTEN	1	110	14.7	19.1	19.1
LESS OFTEN	2	179	23.9	31.1	50.2
NOT OFTEN	3	144	19.2	25.0	75.2
ALMOST NEVER	4	143	19.1	24.8	100.0
OUT OF RANGE		173	23.1	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## EVENING FREQUENCY OF USE 5PM-12PM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
VERY OFTEN	1	77	12.9	18.2	18.2
LESS OFTEN	2	177	29.7	41.8	60.0
NOT OFTEN	3	95	16.0	22.5	82.5
ALMOST NEVER	4	74	12.4	17.5	100.0
OUT OF RANGE		172	28.9	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## EVENING FREQUENCY OF USE 5PM-12PM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
VERY OFTEN	1	116	15.5	21.5	21.5
LESS OFTEN	2	161	21.5	29.9	51.4
NOT OFTEN	3	152	20.3	28.2	79.6
ALMOST NEVER	4	110	14.7	20.4	100.0
OUT OF RANGE		210	28.0	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## NIGHT FREQUENCY OF USE 12PM-8AM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1	29	4.9	9.2	9.2
	2	42	7.1	13.3	22.5
	3	61	10.3	19.4	41.9
	4	183	30.8	58.1	100.0
OUT OF RANGE		280	47.1	MISSING	100.0
	TOTAL	<u>595</u>	<u>100.0</u>	<u>100.0</u>	

MONTREAL SURVEY

## NIGHT FREQUENCY OF USE 12PM-8AM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1	35	4.7	8.9	8.9
	2	55	7.3	13.9	22.8
	3	55	7.3	13.9	36.7
	4	250	33.4	63.3	100.0
OUT OF RANGE		354	47.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## CHANGE INCREASE OR DECREASE IN USE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
1 YR OR LESS	1	152	25.5	30.9	30.9
GREAT INCREASE	2	23	3.9	4.7	35.6
SOME INCREASE	3	33	5.5	6.7	42.3
STAYED THE SAME	4	110	18.5	22.4	64.6
SOME DECREASE	5	96	16.1	19.5	84.1
GREAT DECREASE	6	78	13.1	15.9	100.0
OUT OF RANGE		103	17.3	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## CHANGE INCREASE OR DECREASE IN USE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
1 YR OR LESS	1	190	25.4	29.2	29.2
GREAT INCREASE	2	22	2.9	3.4	32.6
SOME INCREASE	3	69	9.2	10.6	43.2
STAYED THE SAME	4	145	19.4	22.3	65.4
SOME DECREASE	5	124	16.6	19.0	84.5
GREAT DECREASE	6	101	13.5	15.5	100.0
OUT OF RANGE		98	13.1	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## MOBMOB FREQUENCY-MOBILE TO MOBILE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	118	19.8	27.6	27.6
SOMEWHAT FREQLY	2	158	26.6	36.9	64.5
SOMEWHATINFREQLY	3	89	15.0	20.8	85.3
INFREQLY	4	63	10.6	14.7	100.0
OUT OF RANGE		167	28.1	MISSING	100.0
	TOTAL:	595	100.0	100.0	

MONTREAL SURVEY

## MOBMOB FREQUENCY-MOBILE TO MOBILE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	193	25.8	32.4	32.4
SOMEWHAT FREQLY	2	178	23.8	29.9	62.4
SOMEWHATINFREQLY	3	111	14.8	18.7	81.0
INFREQLY	4	113	15.1	19.0	100.0
OUT OF RANGE		154	20.6	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY

## MOBBASE FREQUENCY-MOBILE TO OR FROM BASE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
FREQLY	1	70	11.8	17.1	17.1
SOMEWHAT FREQLY	2	173	29.1	42.3	59.4
SOMEWHATINFREQLY	3	114	19.2	27.9	87.3
INFREQLY	4	52	8.7	12.7	100.0
OUT OF RANGE		186	31.3	MISSING	100.0
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

## MOBBASE FREQUENCY-MOBILE TO OR FROM BASE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	54	7.2	11.7	11.7
SOMEWHAT FREQLY	2	151	20.2	32.8	44.6
SOMEWHATINFREQLY	3	130	17.4	28.3	72.8
INFREQLY	4	125	16.7	27.2	100.0
OUT OF RANGE		289	38.6	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## BASEBASE FREQUENCY- BASE TO BASE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	80	13.4	29.7	29.7
SOMEWHAT FREQLY	2	57	9.6	21.2	50.9
SOMEWHATINFREQLY	3	33	5.5	12.3	63.2
INFREQLY	4	99	16.6	36.8	100.0
OUT OF RANGE		326	54.8	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

BASEBASE: FREQUENCY- BASE TO BASE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	59	7.9	19.7	19.7
SOMEWHAT FREQLY	2	54	7.2	18.0	37.7
SOMENHATINFREQLY	3	44	5.9	14.7	52.3
INFREQLY	4	143	19.1	47.7	100.0
OUT OF RANGE		449	59.9	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## TRAVCOND USE FOR-TRAVELLING CONDITIONS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	163	27.4	32.1	32.1
SOMEWHAT FREQLY	2	163	27.4	32.1	64.3
SOMEWHATINFREQLY	3	82	13.8	16.2	80.5
INFREQLY	4	99	16.6	19.5	100.0
OUT OF RANGE		88	14.8	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## TRAVCOND USE FOR-TRAVELLING CONDITIONS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	328	43.8	47.3	47.3
SOMEWHAT FREQLY	2	214	28.6	30.9	78.2
SOMEWHATINFREQLY	3	88	11.7	12.7	90.9
INFREQLY	4	63	8.4	9.1	100.0
OUT OF RANGE		56	7.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## EMONITOR USE FOR-EMERGENCY MONITORING

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	74	12.4	16.5	16.5
SOMEWHAT FREQLY	2	112	18.8	24.9	41.4
SOMEWHATINFREQLY	3	115	19.3	25.6	67.0
INFREQLY	4	148	24.9	33.0	100.0
OUT OF RANGE		146	24.5	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## EMONITOR USE FOR-EMERGENCY MONITORING

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	110	14.7	18.2	18.2
SOMEWHAT FREQLY	2	170	22.7	28.1	46.3
SOMEWHATINFREQLY	3	131	17.5	21.7	67.9
INFREQLY	4	194	25.9	32.1	100.0
OUT OF RANGE		144	19.2	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

ESEND USE FOR-EMERGENCY SENDING

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
FREQLY	1	50	8.4	12.1	12.1
SOMEWHAT FREQLY	2	106	17.8	25.7	37.8
SOMEWHAT INFREQLY	3	111	18.7	26.9	64.6
INFREQLY	4	146	24.5	35.4	100.0
OUT OF RANGE		182	30.6	MISSING	100.0
	TOTAL	<u>595</u>	<u>100.0</u>	<u>100.0</u>	

MONTREAL SURVEY

ESEND USE: FOR-EMERGENCY SENDING

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	29	3.9	6.7	6.7
SOMEWHAT FREQLY	2	87	11.6	20.1	26.9
SOMEWHAT INFREQLY	3	116	15.5	26.9	53.7
INFREQLY	4	200	26.7	46.3	100.0
OUT OF RANGE		317	42.3	MISSING	100.0
	TOTAL:	749	100.0	100.0	

TORONTO SURVEY

## BUSINESS USE FOR-BUSINESS COMMUNICATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	26	4.4	6.1	6.1
SOMEWHAT FREQLY	2	51	8.6	12.0	18.1
SOMEWHATINFREQLY	3	73	12.3	17.1	35.2
INFREQLY	4	276	46.4	64.8	100.0
OUT OF RANGE		169	28.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## BUSINESS USE FOR-BUSINESS COMMUNICATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	37	4.9	7.2	7.2
SOMEWHAT FREQLY	2	32	4.3	6.3	13.5
SOMEWHATINFREQLY	3	59	7.9	11.5	25.0
INFREQLY	4	383	51.1	75.0	100.0
OUT OF RANGE		238	31.8	MISSING	100.0
	TOTAL	<u>749</u>	<u>100.0</u>	<u>100.0</u>	

TORONTO SURVEY



## PERSONAL USE FOR PERSONAL COMMUNICATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
FREQLY	1	113	19.0	25.4	25.4
SOMEWHAT FREQLY	2	139	23.4	31.2	56.6
SOMEWHAT INFREQLY	3	80	13.4	18.0	74.6
INFREQLY	4	113	19.0	25.4	100.0
OUT OF RANGE		150	25.2	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## PERSONAL USE FOR PERSONAL COMMUNICATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	113	15.1	18.6	18.6
SOMEWHAT FREQLY	2	192	25.6	31.6	50.2
SOMEWHATINFREQLY	3	152	20.3	25.0	75.2
INFREQLY	4	151	20.2	24.8	100.0
OUT OF RANGE		141	18.8	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## HOBBY USE FOR-HOBBY OR RECREATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	86	14.5	18.7	18.7
SOMEWHAT FREQLY	2	142	23.9	30.9	49.7
SOMEWHATINFREQLY	3	86	14.5	18.7	68.4
INFREQLY	4	145	24.4	31.6	100.0
OUT OF RANGE		136	22.9	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

HOBBY USE FOR=HOBBY OR RECREATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	74	9.9	13.7	13.7
SOMEWHAT FREQLY	2	79	10.5	14.6	28.3
SOMEWHAT INFREQLY	3	115	15.4	21.3	49.6
INFREQLY	4	272	36.3	50.4	100.0
OUT OF RANGE		209	27.9	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

LISTEN USE FOR-LISTENING ONLY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	168	28.2	36.2	36.2
SOMEWHAT FREQLY	2	143	24.0	30.8	67.0
SOMEWHATINFREQLY	3	64	10.8	13.8	80.8
INFREQLY	4	89	15.0	19.2	100.0
OUT OF RANGE		131	22.0	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

LISTEN USE FOR-LISTENING ONLY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	221	29.5	35.2	35.2
SOMEWHAT FREQLY	2	197	26.3	31.4	66.7
SOMEWHAT INFREQLY	3	87	11.6	13.9	80.5
INFREQLY	4	122	16.3	19.5	100.0
OUT OF RANGE		122	16.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

OPURPOSE USE FOR-OTHER PURPOSES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	29	4.9	35.8	35.8
SOMEWHAT FREQLY	2	8	1.3	9.9	45.7
SOMEWHATINFREQLY	3	15	2.5	18.5	64.2
INFREQLY	4	29	4.9	35.8	100.0
OUT OF RANGE		514	86.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

OPURPOSE USE FOR OTHER PURPOSES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
FREQLY	1	19	2.5	27.1	27.1
SOMEWHAT FREQLY	2	19	2.5	27.1	54.3
SOMEWHATINFREQLY	3	12	1.6	17.1	71.4
INFREQLY	4	20	2.7	28.6	100.0
OUT OF RANGE		679	90.7	MISSING	100.0
	TOTAL	<u>749</u>	<u>100.0</u>	<u>100.0</u>	

TORONTO SURVEY



CONG1 CONGESTION NO PROBLEM -CHANNELS 1-23

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	50	8.4	9.6	9.6
SOMEWHAT AGREE	2	66	11.1	12.6	22.2
SOMEWHATDISAGREE	3	147	24.7	28.2	50.4
DISAGREECOMPLETE	4	259	43.5	49.6	100.0
OUT OF RANGE		73	12.3	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

CONG1 CONGESTION NO PROBLEM -CHANNELS 1-23

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	72	9.6	10.5	10.5
SOMEWHAT AGREE	2	114	15.2	16.7	27.2
SOMEWHATDISAGREE	3	181	24.2	26.5	53.7
DISAGREECOMPLETE	4	316	42.2	46.3	100.0
OUT OF RANGE		66	8.8	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

CONG2 CONGESTION NO PROBLEM -CHANNELS 24-40

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	94	15.8	31.5	31.5
SOMEWHAT AGREE	2	103	17.3	34.6	66.1
SOMEWHATDISAGREE	3	52	8.7	17.4	83.6
DISAGREECOMPLETE	4	49	8.2	16.4	100.0
OUT OF RANGE		297	49.9	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

CONG2 CONGESTION NO PROBLEM -CHANNELS 24-40

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	82	10.9	30.8	30.8
SOMEWHAT AGREE	2	109	14.6	41.0	71.8
SOMEWHATDISAGREE	3	47	6.3	17.7	89.5
DISAGREECOMPLETE	4	28	3.7	10.5	100.0
OUT OF RANGE		483	64.5	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY

## INTFER2 OTHER USERS INTERFERE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	220	37.0	41.2	41.2
SOMEWHAT AGREE	2	195	32.8	36.5	77.7
SOMEWHATDISAGREE	3	65	10.9	12.2	89.9
DISAGREECOMPLETE	4	54	9.1	10.1	100.0
OUT OF RANGE		61	10.3	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## INTFER2 OTHER USERS INTERFERE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	239	31.9	34.8	34.8
SOMEWHAT AGREE	2	265	35.4	38.6	73.5
SOMEWHATDISAGREE	3	119	15.9	17.3	90.8
DISAGREECOMPLETE	4	63	8.4	9.2	100.0
OUT OF RANGE		63	8.4	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY

## TVCOMPL TV USERS DO NOT COMPLAIN

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	386	64.9	71.9	71.9
SOMEWHAT AGREE	2	63	10.6	11.7	83.6
SOMEWHATDISAGREE	3	36	6.1	6.7	90.3
DISAGREECOMPLETE	4	52	8.7	9.7	100.0
OUT OF RANGE		58	9.7	MISSING	100.0
	TOTAL	----- 595	----- 100.0	----- 100.0	

MONTREAL SURVEY

TVCOMPL TV USERS DO NOT COMPLAIN

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	515	68.8	76.1	76.1
SOMEWHAT AGREE	2	81	10.8	12.0	88.0
SOMEWHATDISAGREE	3	32	4.3	4.7	92.8
DISAGREECOMPLETE	4	49	6.5	7.2	100.0
OUT OF RANGE		72	9.6	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## LINAMP LINEAR AMPLIFIERS ARE A PROBLEM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	253	42.5	50.8	50.8
SOMEWHAT AGREE	2	116	19.5	23.3	74.1
SOMEWHATDISAGREE	3	66	11.1	13.3	87.3
DISAGREECOMPLETE	4	63	10.6	12.7	100.0
OUT OF RANGE		97	16.3	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

LINAMP LINEAR AMPLIFIERS ARE A PROBLEM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
AGREE COMPLETE	1	219	29.2	35.4	35.4
SOMEWHAT AGREE	2	199	26.6	32.1	67.5
SOMEWHATDISAGREE	3	110	14.7	17.8	85.3
DISAGREECOMPLETE	4	91	12.1	14.7	100.0
OUT OF RANGE		130	17.4	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

CALLSIGN OTHERS DO NOT USE CALL SIGNS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	297	49.9	54.3	54.3
SOMEWHAT AGREE	2	166	27.9	30.3	84.6
SOMEWHATDISAGREE	3	49	8.2	9.0	93.6
DISAGREECOMPLETE	4	35	5.9	6.4	100.0
OUT OF RANGE		48	8.1	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

CALLSIGN OTHERS DO NOT USE CALL SIGNS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	385	51.4	55.3	55.3
SOMEWHAT AGREE	2	212	28.3	30.5	85.8
SOMEWHATDISAGREE	3	65	8.7	9.3	95.1
DISAGREECOMPLETE	4	34	4.5	4.9	100.0
OUT OF RANGE		53	7.1	MISSING	100.0
	TOTAL	<u>749</u>	<u>100.0</u>	<u>100.0</u>	

TORONTO SURVEY

## TALKS OTHERS CALL FOR OVER 5 MINUTES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	243	40.8	44.1	44.1
SOMEWHAT AGREE	2	174	29.2	31.6	75.7
SOMEWHATDISAGREE	3	87	14.6	15.8	91.5
DISAGREECOMPLETE	4	47	7.9	8.5	100.0
OUT OF RANGE		44	7.4	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

## TALKS OTHERS CALL FOR OVER 5 MINUTES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE: COMPLETE	1	298	39.8	42.3	42.3
SOMEWHAT AGREE	2	240	32.0	34.0	76.3
SOMEWHATDISAGREE	3	119	15.9	16.9	93.2
DISAGREECOMPLETE	4	48	6.4	6.8	100.0
OUT OF RANGE		44	5.9	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

OT00OFT OTHERS CALL TOO OFTEN

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	272	45.7	49.5	49.5
SOMEWHAT AGREE	2	161	27.1	29.3	78.7
SOMEWHATDISAGREE	3	68	11.4	12.4	91.1
DISAGREECOMPLETE	4	49	8.2	8.9	100.0
OUT OF RANGE		45	7.6	MISSING	100.0
	TOTAL	----- 595	----- 100.0	----- 100.0	

MONTREAL SURVEY

OTOOFT OTHERS CALL TOO OFTEN

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	351	46.9	50.0	50.0
SOMEWHAT AGREE	2	212	28.3	30.2	80.2
SOMEWHATDISAGREE	3	99	13.2	14.1	94.3
DISAGREECOMPLETE	4	40	5.3	5.7	100.0
OUT OF RANGE		47	6.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## FRIVOL FRIVOLOUS USE - NO PROBLEM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
AGREE COMPLETE	1	76	12.8	13.9	13.9
SOMEWHAT AGREE	2	94	15.8	17.2	31.2
SOMEWHATDISAGREE	3	134	22.5	24.6	55.8
DISAGREECOMPLETE	4	241	40.5	44.2	100.0
OUT OF RANGE		50	8.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

FRIVOL FRIVOLOUS USE = NO PROBLEM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
AGREE COMPLETE	1	79	10.5	11.4	11.4
SOMEWHAT AGREE	2	120	16.0	17.2	28.6
SOMEWHATDISAGREE	3	167	22.3	24.0	52.6
DISAGREECOMPLETE	4	330	44.1	47.4	100.0
OUT OF RANGE		53	7.1	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

OBSCEN OBSCENITY -NO PROBLEM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
AGREE COMPLETE	1	86	14.5	15.8	15.8
SOMEWHAT AGREE	2	95	16.0	17.4	33.2
SOMEWHATDISAGREE	3	107	18.0	19.6	52.7
DISAGREECOMPLETE	4	258	43.4	47.3	100.0
OUT OF RANGE		49	8.2	MISSING	100.0
	TOTAL	----- 595	----- 100.0	----- 100.0	

MONTREAL SURVEY

OBSCEN OBSCENITY -NO PROBLEM

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
AGREE COMPLETE	1	97	13.0	13.6	13.6
SOMEWHAT AGREE	2	108	14.4	15.1	28.7
SOMEWHATDISAGREE	3	184	24.6	25.7	54.4
DISAGREECOMPLETE	4	326	43.5	45.6	100.0
OUT OF RANGE		34	4.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## COMPGET COMPETENCY TEST - TO GET LICENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	310	52.1	57.2	57.2
SOMEWHAT AGREE	2	79	13.3	14.6	71.8
SOMEWHATDISAGREE	3	46	7.7	8.5	80.3
DISAGREECOMPLETE	4	107	18.0	19.7	100.0
OUT OF RANGE		53	8.9	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

## COMPGET COMPETENCY TEST - TO GET LICENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	378	50.5	53.2	53.2
SOMEWHAT AGREE	2	148	19.8	20.8	74.1
SOMEWHATDISAGREE	3	60	8.0	8.5	82.5
DISAGREECOMPLETE	4	124	16.6	17.5	100.0
OUT OF RANGE		39	5.2	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## COMPREN COMPETENCY TEST - TO RENEW LICENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	192	32.3	38.6	38.6
SOMEWHAT AGREE	2	83	13.9	16.7	55.2
SOMEWHATDISAGREE	3	80	13.4	16.1	71.3
DISAGREECOMPLETE	4	143	24.0	28.7	100.0
OUT OF RANGE		97	16.3	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## COMPREN COMPETENCY TEST - TO RENEW LICENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	187	25.0	30.6	30.6
SOMEWHAT AGREE	2	109	14.6	17.8	48.4
SOMEWHATDISAGREE	3	108	14.4	17.6	66.0
DISAGREECOMPLETE	4	208	27.8	34.0	100.0
OUT OF RANGE		137	18.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## ENFNOL ENFORCE -NON LICENCED USERS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	444	74.6	80.9	80.9
SOMEWHAT AGREE	2	49	8.2	8.9	89.8
SOMEWHATDISAGREE	3	14	2.4	2.6	92.3
DISAGREECOMPLETE	4	42	7.1	7.7	100.0
OUT OF RANGE		46	7.7	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

ENFNOL: ENFORCE -NON LICENCED USERS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	547	73.0	78.1	78.1
SOMEWHAT AGREE	2	106	14.2	15.1	93.3
SOMEWHATDISAGREE	3	30	4.0	4.3	97.6
DISAGREECOMPLETE	4	17	2.3	2.4	100.0
OUT OF RANGE		49	6.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

ENFLAMP ENFORCE -LINEAR AMPLIFIER USE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	356	59.8	68.6	68.6
SOMEWHAT AGREE	2	76	12.8	14.6	83.2
SOMEWHATDISAGREE	3	51	8.6	9.8	93.1
DISAGREECOMPLETE	4	36	6.1	6.9	100.0
OUT OF RANGE		76	12.8	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

ENFLAMP ENFORCE -LINEAR AMPLIFIER USE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	416	55.5	63.8	63.8
SOMEWHAT AGREE	2	140	18.7	21.5	85.3
SOMEWHATDISAGREE	3	65	8.7	10.0	95.2
DISAGREECOMPLETE	4	31	4.1	4.8	100.0
OUT OF RANGE		97	13.0	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## ENFFREQS ENFORCE -TV INTERFERENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	365	61.3	67.2	67.2
SOMEWHAT AGREE	2	98	16.5	18.0	85.3
SOMEWHATDISAGREE	3	42	7.1	7.7	93.0
DISAGREECOMPLETE	4	38	6.4	7.0	100.0
OUT OF RANGE		52	8.7	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

## ENFFREQS ENFORCE -TV INTERFERENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	351	46.9	52.3	52.3
SOMEWHAT AGREE	2	184	24.6	27.4	79.7
SOMEWHATDISAGREE	3	95	12.7	14.2	93.9
DISAGREECOMPLETE	4	41	5.5	6.1	100.0
OUT OF RANGE		78	10.4	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## ENFSTERS ENFORCE -NON-RADIO INTERFERENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	331	55.6	62.8	62.8
SOMEWHAT AGREE	2	98	16.5	18.6	81.4
SOMEWHATDISAGREE	3	57	9.6	10.8	92.2
DISAGREECOMPLETE	4	41	6.9	7.8	100.0
OUT OF RANGE		68	11.4	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

## ENFSTERS ENFORCE =NON-RADIO INTERFERENCE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	312	41.7	48.4	48.4
SOMEWHAT AGREE	2	168	22.4	26.1	74.5
SOMEWHATDISAGREE:	3	110	14.7	17.1	91.6
DISAGREECOMPLETE:	4	54	7.2	8.4	100.0
OUT OF RANGE		105	14.0	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY



ENFFRIV ENFORCE -FRIVOLOUS USE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
AGREE COMPLETE	1	376	63.2	70.8	70.8
SOMEWHAT AGREE	2	83	13.9	15.6	86.4
SOMEWHATDISAGREE	3	47	7.9	8.9	95.3
DISAGREECOMPLETE	4	25	4.2	4.7	100.0
OUT OF RANGE		64	10.8	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

ENFFRIV ENFORCE -FRIVOLOUS USE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	455	60.7	67.6	67.6
SOMEWHAT AGREE	2	142	19.0	21.1	88.7
SOMEWHATDISAGREE	3	57	7.6	8.5	97.2
DISAGREECOMPLETE	4	19	2.5	2.8	100.0
OUT OF RANGE		76	10.1	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

ENFOBSC ENFORCE -OBSCENITY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	428	71.9	79.3	79.3
SOMEWHAT AGREE	2	55	9.2	10.2	89.4
SOMEWHATDISAGREE	3	31	5.2	5.7	95.2
DISAGREECOMPLETE	4	26	4.4	4.8	100.0
OUT OF RANGE		55	9.2	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

ENFOBSC ENFORCE -OBSCENITY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	571	76.2	81.2	81.2
SOMEWHAT AGREE	2	95	12.7	13.5	94.7
SOMEWHATDISAGREE	3	20	2.7	2.8	97.6
DISAGREECOMPLETE	4	17	2.3	2.4	100.0
OUT OF RANGE		46	6.1	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## OKHOBBY RECOGNIZE HOBBY USE AS LEGITIMATE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	254	42.7	46.5	46.5
SOMEWHAT AGREE	2	141	23.7	25.8	72.3
SOMEWHATDISAGREE	3	66	11.1	12.1	84.4
DISAGREECOMPLETE	4	85	14.3	15.6	100.0
OUT OF RANGE		49	8.2	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

## OKHOBBY RECOGNIZE HOBBY USE AS LEGITIMATE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	345	46.1	48.9	48.9
SOMEWHAT AGREE	2	212	28.3	30.1	79.0
SOMEWHATDISAGREE	3	67	8.9	9.5	88.5
DISAGREECOMPLETE	4	81	10.8	11.5	100.0
OUT OF RANGE		44	5.9	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## ENFCOST ENFORCE THOUGH FEE INCREASED

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	220	37.0	39.9	39.9
SOMEWHAT AGREE	2	142	23.9	25.8	65.7
SOMEWHATDISAGREE	3	88	14.8	16.0	81.7
DISAGREECOMPLETE	4	101	17.0	18.3	100.0
OUT OF RANGE		44	7.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

ENFCOST ENFORCE THOUGH FEE INCREASED

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	265	35.4	36.8	36.8
SOMEWHAT AGREE	2	188	25.1	26.1	62.9
SOMEWHATDISAGREE	3	125	16.7	17.4	80.3
DISAGREECOMPLETE	4	142	19.0	19.7	100.0
OUT OF RANGE		29	3.9	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## ENFLIMIT ENFORCE THOUGH USE CONSTRAINED

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	240	40.3	44.0	44.0
SOMEWHAT AGREE	2	183	30.8	33.6	77.6
SOMEWHATDISAGREE	3	76	12.8	13.9	91.6
DISAGREECOMPLETE	4	46	7.7	8.4	100.0
OUT OF RANGE		50	8.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## ENFLIMIT ENFORCE THOUGH USE CONSTRAINED

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	290	38.7	40.7	40.7
SOMEWHAT AGREE	2	248	33.1	34.8	75.5
SOMEWHATDISAGREE	3	97	13.0	13.6	89.1
DISAGREECOMPLETE	4	78	10.4	10.9	100.0
OUT OF RANGE		36	4.8	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## GRSHELPS GRS USEFUL IN EMERGENCY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	475	79.8	86.2	86.2
SOMEWHAT AGREE	2	48	8.1	8.7	94.9
SOMEWHATDISAGREE	3	17	2.9	3.1	98.0
DISAGREECOMPLETE	4	11	1.8	2.0	100.0
OUT OF RANGE		44	7.4	MISSING	100.0
	TOTAL	----- 595	----- 100.0	----- 100.0	

MONTREAL SURVEY

## GRSHELPS GRS USEFUL IN EMERGENCY

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
AGREE COMPLETE	1	642	85.7	89.0	89.0
SOMEWHAT AGREE	2	62	8.3	8.6	97.6
SOMEWHATDISAGREE	3	12	1.6	1.7	99.3
DISAGREECOMPLETE	4	5	0.7	0.7	100.0
OUT OF RANGE		28	3.7	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY

## COST COST OF RADIO EQUIPMENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-99\$	1	26	4.4	4.7	4.7
100-199	2	126	21.2	22.6	27.2
200-299	3	111	18.7	19.9	47.1
300-399	4	79	13.3	14.2	61.3
400-499	5	57	9.6	10.2	71.5
500-999	6	98	16.5	17.6	89.1
1000- 1999	7	35	5.9	6.3	95.3
2000- 2999	8	19	3.2	3.4	98.7
3000+	9	7	1.2	1.3	100.0
OUT OF RANGE		37	6.2	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## COST COST OF RADIO EQUIPMENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-998	1	47	6.3	6.5	6.5
100-199	2	182	24.3	25.2	31.8
200-299	3	138	18.4	19.1	50.9
300-399	4	100	13.4	13.9	64.8
400-499	5	60	8.0	8.3	73.1
500-999	6	105	14.0	14.6	87.7
1000- 1999	7	70	9.3	9.7	97.4
2000- 2999	8	11	1.5	1.5	98.9
3000+	9	8	1.1	1.1	100.0
OUT OF RANGE		28	3.7	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## BUY23 INTEND TO PURCHASE - 23 CHANNELS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ZERO	1	255	42.9	88.9	88.9
ONE	2	27	4.5	9.4	98.3
TWO	3	3	0.5	1.0	99.3
THREE	4	1	0.2	0.3	99.7
FOUR+	5	1	0.2	0.3	100.0
OUT OF RANGE		308	51.8	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

BUY23 INTEND TO PURCHASE = 23 CHANNELS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ZERO	1	400	53.4	90.5	90.5
ONE	2	38	5.1	8.6	99.1
TWO	3	3	0.4	0.7	99.8
FOUR+	5	1	0.1	0.2	100.0
OUT OF RANGE		307	41.0	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



BUY40 INTEND TO PURCHASE - 40 CHANNELS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ZERO	1	269	45.2	61.4	61.4
ONE	2	142	23.9	32.4	93.8
TWO	3	20	3.4	4.6	98.4
THREE	4	4	0.7	0.9	99.3
FOUR+	5	3	0.5	0.7	100.0
OUT OF RANGE		157	26.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

BUY40 INTEND TO PURCHASE = 40 CHANNELS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
ZERO	1	361	48.2	57.6	57.6
ONE	2	226	30.2	36.0	93.6
TWO	3	28	3.7	4.5	98.1
THREE	4	5	0.7	0.8	98.9
FOUR+	5	7	0.9	1.1	100.0
OUT OF RANGE		122	16.3	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

HUSB FAMILY -HUSBAND

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	245	41.2	100.0	100.0
	0	350	58.8	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

HUSB FAMILY -HUSBAND

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	478	63.8	100.0	100.0
	0	271	36.2	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY

WIFE FAMILY -WIFE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	221	37.1	100.0	100.0
	0	374	62.9	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

WIFE FAMILY -WIFE

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	283	37.8	100.0	100.0
	0	466	62.2	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## CHILD1 FAMILY -CHILDREN 12-15

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	40	6.7	100.0	100.0
	0	555	93.3	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

CHILD1 FAMILY -CHILDREN 12-15

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	79	10.5	100.0	100.0
	0	670	89.5	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



CHILD2 FAMILY -CHILDREN 16-20

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	73	12.3	100.0	100.0
	0	522	87.7	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

CHILD2 FAMILY -CHILDREN 16-20

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	122	16.3	100.0	100.0
	0	627	83.7	MISSING	100.0
		-----	-----	-----	
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

OREL: FAMILY -OTHER RELATIVES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	94	15.8	100.0	100.0
	0	500	84.0	MISSING	100.0
OUT OF RANGE		1	0.2	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

OREL FAMILY - OTHER RELATIVES

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	85	11.3	100.0	100.0
	0	664	88.7	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

TORONTO SURVEY

FRNDS FAMILY -FRIENDS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	132	22.2	100.0	100.0
	0	462	77.6	MISSING	100.0
OUT OF RANGE		1	0.2	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

FRNDS FAMILY =FRIENDS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
USER	1	113	15.1	100.0	100.0
	0	636	84.9	MISSING	100.0
		-----	-----	-----	
TOTAL		749	100.0	100.0	

CLUB MEMBER OF ANY CLUBS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
MEMBER	1	165	27.7	29.5	29.5
NON- MEMBER	2	394	66.2	70.5	100.0
OUT OF RANGE		36	6.1	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

CLUB MEMBER OF ANY CLUBS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
MEMBER	1	117	15.6	16.2	16.2
NON- MEMBER	2	605	80.8	83.8	100.0
OUT OF RANGE		27	3.6	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## AGE AGE OF RESPONDENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
16-19	1	48	8.1	8.6	8.6
20-29	2	219	36.8	39.1	47.7
30-39	3	168	28.2	30.0	77.7
40-49	4	73	12.3	13.0	90.7
50-59	5	40	6.7	7.1	97.9
60-69	6	12	2.0	2.1	100.0
OUT OF RANGE		35	5.9	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## AGE AGE OF RESPONDENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
16-19	1	40	5.3	5.6	5.6
20-29	2	188	25.1	26.2	31.8
30-39	3	225	30.0	31.3	63.1
40-49	4	156	20.8	21.7	84.8
50-59	5	80	10.7	11.1	96.0
60-69	6	24	3.2	3.3	99.3
70+	7	5	0.7	0.7	100.0
OUT OF RANGE		31	4.1	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## MARITAL MARITAL STATUS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SINGLE	1	177	29.7	31.4	31.4
MARRIED	2	355	59.7	63.1	94.5
OTHER	3	31	5.2	5.5	100.0
OUT OF RANGE		32	5.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## MARITAL    MARITAL STATUS

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
SINGLE	1	163	21.8	22.5	22.5
MARRIED	2	522	69.7	72.2	94.7
OTHER	3	38	5.1	5.3	100.0
OUT OF RANGE		26	3.5	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

SEX SEX OF RESPONDENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
MALE	1	173	29.1	30.7	30.7
FEMALE	2	390	65.5	69.3	100.0
OUT OF RANGE		32	5.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

SEX SEX OF RESPONDENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
MALE	1	667	89.1	92.5	92.5
FEMALE	2	54	7.2	7.5	100.0
OUT OF RANGE		28	3.7	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## HANDICAP HANDICAPPED USERS?

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	42	7.1	7.5	7.5
NO	2	516	86.7	92.5	100.0
OUT OF RANGE		37	6.2	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## HANDICAP HANDICAPPED USERS?

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
YES	1	24	3.2	3.3	3.3
NO	2	701	93.6	96.7	100.0
OUT OF RANGE		24	3.2	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY



## SCHOOL EDUCATION LEVEL

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
NO HIGH	1	156	26.2	28.3	28.3
HIGH SCHOOL	2	244	41.0	44.2	72.5
VOCATIONSCHOOL	3	85	14.3	15.4	87.9
DIPLOMA	4	28	4.7	5.1	92.9
BACHELOR	5	28	4.7	5.1	98.0
POSTGRAD	6	11	1.8	2.0	100.0
OUT OF RANGE		43	7.2	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## SCHOOL EDUCATION LEVEL

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
NO HIGH	1	169	22.6	24.0	24.0
HIGH SCHOOL	2	312	41.7	44.3	68.3
VOCATION SCHOOL	3	100	13.4	14.2	82.5
DIPLOMA	4	56	7.5	8.0	90.5
BACHELOR	5	47	6.3	6.7	97.2
POSTGRAD	6	20	2.7	2.8	100.0
OUT OF RANGE		45	6.0	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## INCOME INCOME LEVEL

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-4999	1	48	8.1	8.9	8.9
5000- 9999	2	86	14.5	16.0	24.9
10000- 14999	3	178	29.9	33.0	57.9
15000- 19999	4	122	20.5	22.6	80.5
20000- 24999	5	62	10.4	11.5	92.0
25000- 29999	6	19	3.2	3.5	95.5
30000+	7	24	4.0	4.5	100.0
OUT OF RANGE		56	9.4	MISSING	100.0
	TOTAL	595	100.0	100.0	

MONTREAL SURVEY

## INCOME INCOME LEVEL

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
0-4999	1	52	6.9	7.4	7.4
5000- 9999	2	58	7.7	8.3	15.8
10000- 14999	3	159	21.2	22.8	38.5
15000- 19999	4	191	25.5	27.4	65.9
20000- 24999	5	123	16.4	17.6	83.5
25000- 29999	6	53	7.1	7.6	91.1
30000+	7	62	8.3	8.9	100.0
OUT OF RANGE		51	6.8	MISSING	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

JOB OCCUPATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
	1	94	15.8	15.8	15.8
	2	9	1.5	1.5	17.3
	3	6	1.0	1.0	18.3
	4	10	1.7	1.7	20.0
	5	6	1.0	1.0	21.0
	6	6	1.0	1.0	22.0
	7	23	3.9	3.9	25.9
	8	77	12.9	12.9	38.8
	9	14	2.4	2.4	41.2
	10	61	10.3	10.3	51.4
	11	43	7.2	7.2	58.7
	12	51	8.6	8.6	67.2
	13	3	0.5	0.5	67.7
	14	5	0.8	0.8	68.6
	15	33	5.5	5.5	74.1
	16	92	15.5	15.5	89.6
	17	20	3.4	3.4	92.9
	18	42	7.1	7.1	100.0
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

JOB OCCUPATION

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1	134	17.9	17.9	17.9
	2	23	3.1	3.1	21.0
	3	9	1.2	1.2	22.2
	4	17	2.3	2.3	24.4
	5	7	0.9	0.9	25.4
	6	6	0.8	0.8	26.2
	7	13	1.7	1.7	27.9
	8	76	10.1	10.1	38.1
	9	15	2.0	2.0	40.1
	10	46	6.1	6.1	46.2
	11	40	5.3	5.3	51.5
	12	56	7.5	7.5	59.0
	13	14	1.9	1.9	60.9
	14	8	1.1	1.1	61.9
	15	27	3.6	3.6	65.6
	16	84	11.2	11.2	76.8
	17	9	1.2	1.2	78.0
	18	165	22.0	22.0	100.0
	TOTAL	749	100.0	100.0	

TORONTO SURVEY

## HOME RESIDENCE AREA

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
INSIDE METRO	1	242	40.7	44.0	44.0
OUTSIDE METRO	2	308	51.8	56.0	100.0
OUT OF RANGE		45	7.6	MISSING	100.0
	TOTAL	<u>595</u>	<u>100.0</u>	<u>100.0</u>	

MONTREAL SURVEY

## HOME RESIDENCE AREA

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
INSIDE METRO	1	328	43.8	45.6	45.6
OUTSIDE METRO	2	392	52.3	54.4	100.0
OUT OF RANGE		29	3.9	MISSING	100.0
TOTAL		749	100.0	100.0	

TORONTO SURVEY



NOUSE NO LONGER USE GRS EQUIPMENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ. FREQ (PERCENT)
	1	26	4.4	100.0	100.0
OUT OF RANGE		569	95.6	MISSING	100.0
		-----	-----	-----	
TOTAL		595	100.0	100.0	

MONTREAL SURVEY

NOUSE NO LONGER USE GRS EQUIPMENT

CATEGORY LABEL	CODE	ABSOLUTE FREQUENCY	RELATIVE FREQUENCY (PERCENT)	ADJUSTED FREQUENCY (PERCENT)	CUMULATIVE ADJ FREQ (PERCENT)
	1	21	2.8	100.0	100.0
OUT OF RANGE		728	97.2	MISSING	100.0
	TOTAL	<u>749</u>	<u>100.0</u>	<u>100.0</u>	

TORONTO SURVEY

## POSITIONAL INDEX

VARIABLE	PAGE	VARIABLE	PAGE	VARIABLE	PAGE	VARIABLE	PAGE
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CAR	163	CHANGE	203	OTO00FT	241	WIFE	280
BOAT	165	MOBMOB	205	FRIVOL	243	CHILD1	282
PLANE	167	MOBBASE	207	OBSCEN	245	CHILD2	284
WALKTALK	169	BASEBASE	209	COMPGET	247	OREL	286
OMOBILE	171	TRAVCOND	211	COMPREN	249	FRNDS	288
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ACQUIRE	177	ESEND	215	ENFLAMP	253	AGE	292
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USAGE	181	PERSONAL	219	ENFSTERS	257	SEX	296
TRAV	183	HOBBY	221	ENFFRIV	259	HANDICAP	298
VACAT	185	LISTEN	223	ENFOBSC	261	SCHOOL	300
INTFER1	187	OPURPOSE	225	OKHOBBY	263	INCOME	302
GENTALK	189	CONG1	227	ENFCOST	265	JOB	304
OTOOLONG	191	CONG2	229	ENFLIMIT	267	HOME	307
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MONTREAL SURVEY

## POSITIONAL INDEX

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VAN	5	NIGHT	45	TALKS	83	HUSB	122
CAR	7	CHANGE	47	OTOOFT	85	WIFE	124
BOAT	9	MOBMOB	49	FRIVOL	87	CHILD1	126
PLANE	11	MOBBASE	51	OBSCEN	89	CHILD2	128
WALKTALK	13	BASEBASE	53	COMPGET	91	OREL	130
OMOBILE	15	TRAVCOND	55	COMPREN	93	FRNDS	132
CHANNELS	19	EMONITOR	57	ENFNOL	95	CLUB	134
ACQUIRE	21	ESEND	59	ENFLAMP	97	AGE	136
TIMEUSE	23	BUSINESS	61	ENFFREQS	99	MARITAL	138
USAGE	25	PERSONAL	63	ENFSTERS	101	SEX	140
TRAV	27	HOBBY	65	ENFFRIV	103	HANDICAP	142
VACAT	29	LISTEN	67	ENFOBSC	105	SCHOOL	144
INTFER1	31	OPURPOSE	69	OKHOBBY	107	INCOME	146
GENTALK	33	CONG1	71	ENFCOST	109	JOB	148
OTOOLONG	35	CONG2	73	ENFLIMIT	111	HOME	151
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TORONTO SURVEY

## ALPHABETIC INDEX

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BASEBASE	209	EMONITOR	213	INCOME	302	OTOOFT	241
BOAT	165	ENFCOST	265	INTFER1	187	PERSONAL	219
BUSINESS	217	ENFFREQS	255	INTFER2	231	PLANE	167
BUY23	274	ENFFRIV	259	JOB	304	SCHOOL	300
BUY40	276	ENFLAMP	253	LINAMP	235	SEX	296
CALLSIGN	237	ENFLIMIT	267	LISTEN	223	TALK5	239
CAR	163	ENFNOL	251	MARITAL	294	TIMEUSE	179
CHANGE	203	ENFOBSC	261	MOBBASE	207	TRAV	183
CHANNELS	175	ENFSTERS	257	MOBMOB	205	TRAVCOND	211
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CHILD2	284	EVENING	199	NOUSE	309	TVCOMPL	233
CLUB	290	FRIVOL	243	NRADS	173	USAGE	181
COMPGET	247	FRNDS	288	OBSCEN	245	VACAT	185
COMPREN	249	GENTALK	189	OKHOBBY	263	VAN	161
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MONTREAL SURVEY

## ALPHABETIC INDEX

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BASEBASE	53	EMONITOR	57	INCOME	146	OTOOFT	85
BOAT	9	ENFCOST	109	INTFER1	31	PERSONAL	63
BUSINESS	61	ENFFREQS	99	INTFER2	75	PLANE	11
BUY23	118	ENFFRIV	103	JOB	148	SCHOOL	144
BUY40	120	ENFLAMP	97	LINAMP	79	SEX	140
CALLSIGN	81	ENFLIMIT	111	LISTEN	67	TALKS	83
CAR	7	ENFNOL	95	MARITAL	138	TIMEUSE	23
CHANGE	47	ENFOBSC	105	MOBBASE	51	TRAV	27
CHANNELS	19	ENFSTERS	101	MOBMOB	49	TRAVCOND	55
CHILD1	126	ESEND	59	NIGHT	45	TRUCK	3
CHILD2	128	EVENING	43	NOUSE	153	TVCOMPL	77
CLUB	134	FRIVOL	87	NRADS	17	USAGE	25
COMPGET	91	FRNDS	132	OBSCEN	89	VACAT	29
COMPREN	93	GENTALK	33	OKHOBBY	107	VAN	5
CONG1	71	GRSHELPS	113	OMOBILE	15	WALKTALK	13
CONG2	73	HANDICAP	142	ONOTUSE	37	WIFE	124

TORONTO SURVEY





