

during fielding to ensure that proportionate numbers of rural and urban interviews are conducted within each census division according to census data. Quotas will ensure a proportionate distribution (50/50) of male and female respondents.

The selection of households through this random digit selection process ensures that new listings and unlisted numbers will have an equal chance at being selected. Since up to 30 percent of the households in some areas are either new or unlisted, the capacity for generating random telephone numbers has a significant advantage over sample selection methods which rely only on published directories. This sampling procedure is identical to that used in the Angus Reid Group's monthly omnibus research polls.

2.2 Questionnaire Design

The questionnaire for the benchmark study will be developed in close consultation with the project authority. The initial consultation on questionnaire design is critical in that it permits a thorough review of all of the research questions which generated the request for research services. The researchers would develop a discussion draft of the survey instrument, based on the Department draft questionnaire, paying close attention to the fine details of question wording, sequencing and response categories. The discussion draft would be reviewed with client representatives and a pretest questionnaire would be