

journalists listed as working for each kind of media by the proportion of news organizations in that media sector that responded. We did a similar calculation to arrive at an estimate of the number of journalists who work in each Canadian region.

Our budget called for completed interviews with a probability sample of 500 Canadian journalists plus an additional 50 randomly chosen journalists from Quebec. We created a sampling frame of 832 journalists by choosing journalists randomly by media sector and region so that the sampling frame was representative of the distribution of Canadian journalists. Personalized letters were sent to each of the 832 journalists, informing them that the polling firm (CROP) would be phoning them to set an appointment for a telephone interview. The journalists' names and work telephone numbers were given to CROP, which attempted to contact each individual in the sampling frame. Forty-one people no longer worked at the news organization that had provided their names; they were excluded from the survey. So were 50 others who had either left journalism, didn't work full-time, were on long-term sick leave, or who could not be reached by phone.

Accordingly, a total of 741 journalists could be reached by phone. Interviews were completed with 554 journalists, while 33 refused to take part in the survey and three others decided during the interview that they did not want to complete it. The resulting response rate was 94 percent (554 completed interviews, 36 refusals or terminations). At the time that they reached the contracted-for number of completed interviews, CROP's interviewers stopped trying to set up interviews with the other 151 journalists in the sampling frame.