

B. Interviewing

Interviewing for this study of Canadians was conducted at Insight Canada's state-of-the-art teleresearch centre in Toronto. Insight Canada uses the latest in Computer-Assisted Telephone Interviewing (CATI) technology to eliminate data entry errors and ensure quick turnaround on research studies.

Approximately 30% of interviews were monitored by senior Insight Canada supervisors, and all interviewers are supervised 100% of the time to ensure data quality and the swift solution to any problems. Interviewers are careful at all times to respect the privacy and schedule of respondents. Refusals are graciously accepted, and interviews are rescheduled with willing respondents as many times as necessary. Non-responding numbers were contacted five times before being discarded from the sample universe.

C. Professional Standards

As noted earlier, *Insight Canada Research* meets or exceeds the professional standards and guidelines laid down by the Canadian Association of Market Research Organizations (CAMRO). *Insight Canada Research* participates in annual CAMRO audits of our research methodology and procedures.

Senior *Insight Canada Research* personnel, including all those involved in this study, are also members in good standing of the Professional Market Research Society (PMRS) which sets guidelines for ethical and professional conduct as well providing members with the opportunity to keep abreast of emerging developments in market research.