

The sample is selected from the most current telephone directories. The plus-one sampling technique is used to ensure that new listings and unlisted numbers have an equal opportunity for inclusion in the sample. This procedure involves selecting numbers at random from the current telephone directories and adding a constant ("1") to the final digit. With this method, we obtain non-listed numbers in what we know to be working banks from the existing listings.

Respondents 18 years of age and older are screened for selection using the refined Trolldahl-Carter respondent selection technique. This matrix uses household size and gender to determine the appropriate respondent to be interviewed. No substitution is allowed. The use of this technique increases the likelihood of obtaining a sample closely matching the demographics of Canada, and weighting is usually not necessary.

However, should the demographic characteristics of the sample obtained not correspond with the latest census data available, the results are weighted accordingly.

#### **Postal Surveys**

When the group being surveyed is a client-defined target group, where names and addresses are supplied for a postal survey, the sample is drawn according to the demographic requirements of the client and to obtain sufficient replies to yield results which are accurate within a margin of  $\pm 5$  per cent in 95 samples out of 100, when possible.

#### **Executive Interviews**

When the group being surveyed is a client-defined target group, which is to be surveyed through executive interviews, the sample is drawn according to the demographic requirements of the client and to obtain sufficient replies to yield a representative sample of opinion.

#### **Focus Groups**

Sample design and selection for focus groups is similar to that which is used for executive interviews, described above.

### **4.0 Fieldwork**

#### **Telephone Surveys**

Enviro-nics conducts telephone surveys from central location telephone facilities. In these facilities we provide constant supervision and unobstrusive monitoring of calls. A minimum of ten per cent of each