

Table A
SAMPLE STRATA

<u>PERCENTAGE OF POPULATION</u>	<u>PPS N</u>	
<u>REGIONS</u>		
British Columbia	11.3	226
Alberta	9.2	184
Saskatchewan	4.0	80
Manitoba	4.2	86
Balance Ontario	26.7	532
Toronto	8.8	176
Quebec	26.5	530
New Brunswick	2.9	58
Nova Scotia	3.5	70
Prince Edward Island	0.5	10
Newfoundland	2.3	46
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1,998		

Table A presents the total population of represented in each region, followed by the percentages of the total population and by the proportionate number of cases in each.

Within each of these regions, a sampling procedure was employed which is based upon mapping the linkage between the geographic location of individual telephone exchanges and Statistics Canada's fundamental building block for the census -- the enumeration area (EA).

Telephone companies divide their service regions into smaller areas served by a single switching centre. Within each switching centre area, all telephone numbers begin with the same two digits. We refer to these mutually exclusive exchange areas as NNXs (NNX representing the first three digits of a telephone number). Using census data, together with maps showing the geographic boundaries of NNXs, it is possible to determine exact population figures for each NNX and determine the appropriate number of respondents to be surveyed in each NNX.