

XII. Methodology

In order to investigate public attitudes toward Canada's place in the world, Insight Canada Research conducted 22-minute interviews with 2,009 adult Canadians between March 28, 1995 and April 17, 1995. A response rate of 22% was obtained. The demographic characteristics of those responding to the survey were compared to the characteristics of the general Canadian population to ensure that the results were derived from a truly representative sample.

The questionnaire was designed by senior Insight Canada Research staff in close consultation with representatives of the Department of Foreign Affairs and International Trade, the Department of National Defence, the Canadian International Development Agency and the Public Opinion Research Group.

A. The Sample

The sample consisted of 2,009 Canadian residents 18 years old or older. Canada was divided into twenty-one regions, with the numbers of interviews allocated to each region based on Statistics Canada population figures. Respondents were chosen randomly from a pool of 20,000 real and random telephone numbers selected for this study.

The actual breakdown of interviews is depicted in Table 10.

Table 10

Regional Breakdown of Sample for Foreign Policy Study

<u>Region</u>	<u>Number of Interviews</u>
CANADA	2 009
Atlantic Canada	168
Québec	514
Ontario	748
Prairies	328
British Columbia	245
Yukon/NWT	7