

In order to validate the sample, we compared our data for the age, categories of the population with figures provided by Statistics Canada. Table B outlines the percentage of respondents in each age, category for the sample, and the corresponding population figures. As these figures suggest, the sample drawn for this study reflects the more general characteristics of the adult population.

Table B

SAMPLE VALIDATION

<u>AGE</u>	<u>SAMPLE</u> (n=1,500) %	<u>UNIVERSE</u> ¹ (N=18,759,685) %
18-19 years of age	4	4
20-24 years of age	10	12
25-29 years of age	14	13
30-34 years of age	14	12
35-39 years of age	13	11
40-44 years of age	11	9
45-49 years of age	8	7
50-54 years of age	6	7
55-59 years of age	5	6
60-64 years of age	5	6
65 years and olders	11	14

¹ Adult population of Canada. Source: 1981 Census of Canada Catalogue 93-101, Age, Sex and Marital Status p. 4-2 to 4-6.

It should be noted that the sample is only representative of residents in the provinces who have direct dialing telephone services. Therefore, Canadians who are accessible only by a telephone servicing a large number of people, such as senior citizen homes, hospitals, and Indian Reserves, and those who have only radio-telephone service or no telephone service at all, are automatically excluded from the sample. Any further questions the reader has about sampling should be referred to the Research Consultant.