

- o appropriate response categories are developed for open-ended items;
- o the instructions to interviewers are clear and unambiguous;
- o the English and French versions of the questionnaire are identical.

Following pre-testing, questionnaires are modified, if necessary, again in close consultation with the client.

Postal Survey Pre-Tests

Postal surveys are pre-tested in the manner described above for telephone surveys.

Executive Interviews Pre-Tests

Questionnaires for executive interviews are not pre-tested in the formal manner discussed above. But the questionnaires are designed to be flexible and the interviews themselves are conducted by senior people so that, if it becomes apparent that changes are required, these changes may be made readily.

Focus Groups Pre-Tests

Discussion guidelines for focus groups are also not pre-tested in a formal manner, but are designed to be flexible. The group discussion, although guided by a senior researcher, is determined by the make-up and comments of the group and flows accordingly.

3.0 Sample Design and Selection

Methodology for sample design and selection is dependent on the nature of the group being surveyed and the type of research instrument being used.

Telephone Surveys

The objective for surveys of the Canadian general public is to obtain a stratified random sample of adults eighteen years of age and over, living in private households across the country.

Communities selected for the sample are drawn randomly in proportion to the population of the provinces. We suggest that they be drawn according to community size as follows: population 100,000 and over, 30,000 to 99,999, 10,000 to 29,999, 5,000 to 9,999 and under 5,000, including urban and rural areas.