

complete the interview, another household is selected within that same primary sampling unit. In cases where the phone is answered and the eligible respondent is not available to be interviewed at that time, arrangements are made for a more convenient interviewing time. Where the eligible respondent is reached on the fifth call, but is unable to be interviewed at that time, arrangements are made for a sixth call to complete the interview.

## **2.7 Interviewer Training and Briefing**

Of vital importance in the execution of any survey is strict adherence to the script of the interview. At the Angus Reid Group considerable care is taken to ensure consistency between interviews, both in terms of the delivery of the question phrasing and in terms of the coding of the responses. Field personnel are given extensive training sessions, including role playing on the survey instrument, before undertaking actual interviews. The interviewers are instructed as to the purpose of the survey and the meaning of the questions so they can elicit valid answers from the respondents. All interviewers are instructed to strictly adhere to client confidentiality. These rigorous training standards ensure a high level of quality control and the collection of data which exceed industry standards.

State of the art communications technology links the field centres to each other and to the head office of the Angus Reid Group. This ensures that projects can be completed