

## 2.0 METHODOLOGY

The data discussed in this report are based on a nation-wide telephone survey of 1509 randomly-selected Canadian adults. The survey was in field from March 10th to March 17th, 1992.

These data were statistically weighted to ensure the sample's age/sex composition reflects that of the actual Canadian population.

With a national sample of 1,509, one can say with 95 percent certainty that the results are within  $\pm 2.5$  percentage points of what they would have been had the entire adult Canadian population been surveyed. The margin of error will be larger within the regions and other sub-groupings of the survey population.