

2.0 PROPOSED QUANTITATIVE METHODOLOGY

In this section we outline the methodological procedures to be followed in executing the national survey. This includes a discussion of the sampling design, questionnaire development and data collection procedures to be followed in conducting the survey interviews, in addition to quality control procedures which are discussed throughout. This section also outlines the procedures to be followed in undertaking the data entry and analysis.

2.1 Sampling Design

As noted in the RFP, the sample will include 1,500 Canadian adults, 18 years of age or older. Potential participants with sensitive occupations (media, market research, advertising etc.) will be screened out of the sample. Telephone numbers for the sample will be selected randomly by region with probability of inclusion proportionate to population size. As shown on the following table, the Atlantic provinces, Québec, Ontario, prairie provinces and British Columbia will all have sample sizes based on their population, providing reliable and representative sub-samples from each. The base sample of 1,500 nationally will provide an estimated sampling error of ± 2.6 percent at the 95 percent confidence level. Sampling error estimates are based on binomial distributions where $p = .50$. As such, they represent the maximum possible sampling error.