

A. SURVEY OVERVIEW

Decima Research is pleased to present to the Department of External Affairs, the results for a nation-wide study of public attitudes toward the free trade agreement.

Senior Research Consultants and principal investigators for this study were Bruce Anderson and David MacMartin who were assisted in the various phases of research and analysis by Michael Harper.

1. Sample Selection

The population consists of all adult Canadian residents. Male and female respondents were selected in the same proportion as the general population, on a 50/50 sex quota. A total of 1,998 interviews were completed.

Effective survey research must be based on a sample truly representative of the universe of interest. A multi-stage sampling technique was employed to gather the data for this study. The essential feature of this procedure is that individual respondents are predetermined by the selection procedure itself. That predetermination is made by careful speculation of a series of controlled choices.

The sampling technique produced a systematic random sample with probability of selection proportionate to size at the level. The first step in the sampling procedure was the division into strata or "regions" (Table A). The definition of the boundaries for these regions is presented in the following map.