

4. Data Processing

The entry and processing of the data were carried out on-site using Decima's Digital PDP 11/44 computer. Decima's interactive software system, designed specifically for survey analysis, has a robust data entry facility, which permits cleaning of the data, including out-of-range values and skip-pattern errors, as well as other logic errors. The fully cleaned data were then summarized into aggregate tables. Further analysis of the data included crosstabulation tables, measures of association, regression analysis, and factor analysis.

5. Confidence Limits and Validation

The sample of 1,200 cases produces results which are accurate for the population of as a whole within ± 2.8 percentage points 95 out of 100 times.

In order to validate the sample, we compared our data for the age category of the population with figures provided by Statistics Canada. Table B outlines the percentage of respondents in each age category for the sample, and the corresponding population figures. As this figure suggests, the sample drawn for this study reflects the more general characteristics of the adult population.