On the first evening in the field, the Research Analyst listened to the interviewers on an extension monitor. The monitor prevents the interviewer and respondent from knowing they are being listened to. This ensured that the skip and rotation patterns were followed correctly and that there were no questions causing interviewers any particular difficulty. When an error was caught, the interviewer was briefed again and the respondent was called back in order to correct the questionnaire.

All work was edited by the Senior Field Supervisor, checked for completeness, quality, and skip-pattern adherence. Then, 15% of each interviewer's work was verified; that is, respondents were contacted by telephone and were asked to verify that the interview actually took place. Respondents were also asked to answer a few questions from the questionnaire in order to check the accuracy of the data collected.

3. Coding

The questionnaires were coded and the data were entered by experienced Decima personnel. The following standard procedures were followed:

o An initial briefing;

o Supervision of trained staff; and

o Verification of 15% of each coder's work.

Using the first 25% of completed questionnaires in each stratum, codes were constructed for the open-end questions by sorting and writing out the responses into independent categories. The Research Analyst checked all categories for completeness and consistency.