

All field staff have been provided with the same technical training with regard to interviewing techniques ensuring a consistent set of standards across all research studies. As well, the structure of our field system enables us to turn out a high volume of work in a timely and consistent fashion -- a strength upon which the Angus Reid Group has built its reputation for consistently high quality data collection. Importantly, the ability to bring this dedicated, wholly-owned field capacity to bear ensures that the proposed research study can be completed according to schedule and within the required quality constraints.

All interviewing will be conducted consistent with industry standards (Angus Reid Group is a member of the Professional Marketing Research Society), and will include a minimum of *15 percent* verification of interviews. Interviewers are required to make up to *five call back attempts* before disqualifying an otherwise eligible respondent. In addition, all interviews are edited by supervisory personnel and checked for completion and consistency. These steps are routinely taken in order to maintain consistently high quality data collection. *At any point in the fielding of the study, client representatives are welcome to monitor the interviewing in progress.*