

The second step involves a thorough examination of bivariate distributions. That is, each item in the questionnaire is cross-tabulated with relevant independent and demographic variables. These cross-tabulations permit a cursory investigation of statistically significant relationships between variables and suggest some interesting findings which can be explored in greater depth through more sophisticated data analysis. Before conducting cross-tabular analysis, **a tabular analysis plan** would be submitted to the project authority for approval. At present, the tabulation plan will likely include an analysis by region (Atlantic, Québec, Ontario, Prairies, British Columbia), as well as analysis according to key attitudinal or demographic indicators. Demographic variables would include region, age, gender, income, education, language, occupation and current employment status (working full-time, part-time, unemployed, at home, student, retired, etc.).

The third step (which really occurs concurrently with steps one and two) will involve the use of cluster analysis and attitudinal segmentation which permits the identification of the regional and demographic characteristics most closely associated with attitude sets (people who have the same profile with respect to their views on several facets of a single issue). Where necessary, other optional multivariate techniques will be employed in determining the extent to which dependent variables (for example, support for a specific policy initiative) are affected simultaneously by several independent variables.