

GENERAL PUBLIC (INCLUDES CUSTOMERS)

(TELEPHONE SURVEY)

- o STRATIFIED SAMPLE DESIGN AND SELECTION
 - 1500 ADULT CANADIANS
 - INCLUDING CUSTOMERS
- o RESEARCH AND DEVELOPMENT TO DEVELOP EXPECTATIONS/ATTRIBUTES
- o FOCUS GROUPS
 - 2 EACH IN MONTREAL, TORONTO, CALGARY
 - UPSCALE
 - OTHER
- o QUESTIONNAIRE DESIGN (FRENCH AND ENGLISH)
 - 25 MINUTES TO ADMINISTER
 - 3 OPEN-ENDED QUESTIONS INCLUDED
- o PRE-TEST OF 25/QUESTIONNAIRE MODIFICATION