

Table A

SAMPLE STRATA

REGIONS	PERCENTAGE	PPS	DPS	WEIGHTS	WEIGHTED N
	OF POPULATION	N	N		
BRITISH COLUMBIA	11.3	136	136	1.0	136
ALBERTA	9.2	111	111	1.0	111
SASKATCHEWAN	4.0	48	48	1.0	48
MANITOBA	4.2	50	50	1.0	50
BALANCE ONTARIO	26.7	321	220	1.0	220
METRO TORONTO	8.8	106	106	1.0	106
QUEBEC	26.5	318	318	1.0	318
NEW BRUNSWICK	2.9	34	68	0.50	34
NOVA SCOTIA	3.5	42	80	0.52	42
PRINCE EDWARD ISLAND	0.5	6	10	0.60	6
NEWFOUNDLAND	2.3	28	53	0.52	28
		1,200	1,200		

Table A presents the percentages of the total population in each region followed by the proportionate number of cases in each. The third column presents the disproportionate sample actually completed followed by the weights used in each region. The fifth column represents the number of cases in each strata after the weighting was applied.

Within each of these regions, a sampling procedure was employed which is based upon mapping the linkage between the geographic location of individual telephone exchanges and Statistics Canada's fundamental building block for the census -- the enumeration area (EA).

Telephone companies divide their service regions into smaller areas served by a single switching centre. Within each switching centre area, all telephone numbers begin with the same two digits. We refer to these mutually exclusive exchange areas as NNXs (NNX representing the first three digits of a telephone number). Using census data, together with maps showing the geographic