

Research Methodology

Conducted annually since 1980, so results are supported by 20 years of trended data!

- ➔ Field work- early February
- ➔ National sample of 1600 Canadian adults (18+)
- ➔ Random telephone pre-recruit followed by mail-out
 - 200 page, self-administered questionnaire

***Providing the “link” between
Canadians and government***