

1.0 OVERVIEW

1.1 Introduction and Methodology

This report presents a description and analysis of the research findings drawn from a national telephone survey conducted by the Angus Reid Group in June of 1990. The national sample for the telephone survey included 1500 Canadians, 18 years of age or older. Telephone numbers for the sample were randomly generated using the Angus Reid Group in-house computerized sample selection procedure. This program generates telephone numbers randomly by census division such that the sample is selected proportionate to population distributions consistent with Census data. The survey results for the national sample are accurate within ± 2.5 percent at the 95 percent confidence level.

The questionnaire for the survey was designed by the Angus Reid Group in close consultation with representatives from External Affairs and International Trade Canada. The survey was approximately 25 minutes in length and field interviewing was carried out through the Angus Reid Group's nine supervised telephone interviewing centres across Canada. All data tabulation and analysis was undertaken through the Group's in-house facilities in Winnipeg. A copy of the questionnaire used in the survey has been appended to this report.

This quantitative survey was part of a larger, comprehensive study involving a series of eight focus group discussions across Canada. The focus groups were designed to provide an in-depth exploration of issues and concerns with respect to international trade and competitiveness and to provide some qualitative input into the design of the national telephone survey instrument.