

such that telephone interviewing achieved the needs and requirements of the study. Respondents were selected under this interviewing method according to a random selection procedure from current telephone directories.

Interviews were conducted between July 5 and July 20, 1979 which would yield a good cross-section of the Canadian population despite the fact that the interviewing was conducted during a slightly higher than average vacation period. Each interview generally lasted about fifteen to twenty minutes.

III THE SAMPLE

Survey participants qualified if they were 18 years of age or older. The total sample was designed to be one thousand completed interviews, five hundred (500) male and five hundred (500) female. Also, seventy-five percent (75%) of the respondents were urban residents while the other twenty-five percent (25%) were rural. The sample was weighted to represent proportionately its population in relation to the total population of Canada. Regional areas included:

	Weighted <u>Sample</u>	Actual <u>Sample</u>
British Columbia	110	110
Prairies	165	165
Ontario	365	365
Quebec	275	275
Maritimes	95	109
Total:	1,010	1,024