

## A. SURVEY OVERVIEW

Bruce Anderson and David MacMartin were the Senior Research Consultants and principal investigators for this study, and were assisted in the various phases of research and analysis by Michael Harper.

### 1. Sample Selection

The population consists of all Canadian residents. Male and female respondents were selected in the same proportion as the general population, on a 50/50 sex quota. A total of 1200 interviews were completed.

Effective survey research must be based on a sample truly representative of the universe of interest. A multi-stage sampling technique was employed to gather the data for this study. The essential feature of this procedure is that individual respondents are predetermined by the selection procedure itself. That predetermination is made by careful speculation of a series of controlled choices.

The sampling technique produced a systematic random sample with probability of selection disproportionate to size at the national level. The first step in the sampling procedure was the division into 11 strata or "regions," i.e., British Columbia, Alberta, Saskatchewan, Manitoba, Balance Ontario, Metropolitan Toronto, Quebec, New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland (see Table A).