

data. The coding manual and edits would be developed by a senior research director. All coding is edited prior to keypunching. Keypunching is 100 percent verified in order to eliminate potential errors. The 100 percent verification of keypunching guarantees the same or higher level of keystroke accuracy than can be accomplished using CATI systems.

Following keypunching, the data are then run through a computer program which defines minimum and maximum values as well as the required sampling quota totals. Any inconsistencies or errors are referred back to the original questionnaire and, if a coding error is discovered, the questionnaire is replaced.

2.10 Data Analysis

Angus Reid Group research personnel are thoroughly acquainted with the broad range of statistical techniques ranging from cross-tabulation to more complex multivariate analysis. This capability means that all data will be analyzed thoroughly and appropriately. The table on the following page is a diagrammatic representation of the proposed steps for data analysis.