

Methodology

The results of the survey are derived from 2,031 telephone interviews conducted between September 19 and October 10, 2001: 237 in the Atlantic provinces, 501 in Quebec, 569 in Ontario and 724 in the Western provinces.

Questionnaire

The pre-coded questionnaire included questions for the core report as well as client questions which are not published in the report. The questionnaire was pre-tested in both English and French.

Sample Selection

The sampling method was designed to complete approximately 2,000 interviews within households randomly selected across Canada. It is drawn in such a way that it represents the Canadian population aged 18 years or older with the exception of those Canadians living in the Yukon, Northwest Territories or Nunavut or in institutions (armed forces barracks, hospitals, prisons).

The sampling model relies on stratification of the population by ten regions (Atlantic, Montreal CMA, the rest of Quebec, Toronto CMA, the rest of Ontario, Manitoba, Saskatchewan, Alberta, Vancouver CMA and the rest of British Columbia) and by four community sizes (1,000,000 inhabitants or more, 100,000 to 1,000,000 inhabitants, 5,000 to 100,000 inhabitants, and under 5,000 inhabitants).

The sample also relies on a gender quota, an age quota and a working woman quota.

Enviro-nics uses a modified Waksburg Mitofsky sample selection technique. Telephone numbers are selected from the most recently published telephone directories. These numbers act as “seeds” from which the sample is actually generated. The original “seed” telephone number is not used in the sample. The Waksburg Mitofsky sample selection technique ensures both unlisted numbers and numbers listed after the directory publication are included in the sample.

A total of 40,304 telephone numbers were drawn. From within each multiperson household contacted, respondents 18 years of age and older were screened for random selection using the “Most recent birthday” method. The use of this technique produces results that are as valid and effective as enumerating all persons within a household and selecting one randomly.

Telephone Interviewing

Field supervisors were present at all times to ensure accurate interviewing and recording of responses. Ten percent of each interviewer’s work was unobtrusively monitored for quality control in accordance with the standards set out by the Canadian Association of Marketing Research Organizations.

A minimum of five calls were made to a household before classifying it as a “no answer.”

Margin of Error

The margin of error for a stratified probability sample of this size is estimated to be ± 2.2 percentage points, 19 times out of 20. The margin of error is greater for results pertaining to regional or socio-demographic subgroups of the total sample.

Completion Results

A total of 2,031 interviews were completed. The following table presents the detailed completion results.

The effective response rate for the survey is eight percent: the number of completed interviews (2,031) divided by the total sample (40,304) minus the non-valid/non-residential numbers, the numbers not in service and the numbers that presented a language barrier (13,325).

The actual completion rate is 14 percent.

	N	%
Number of calls	40,304	100
Household not eligible	430	1
Non-residential/not in service	11,655	29
Language barrier	1,240	3
Subtotal	13,325	33
New Base (40,304 – 13,325)	26,979	100
No answer/line busy/ respondent not available	12,923	48
Refusals	11,705	43
Mid-interview terminations	320	1
Subtotal	24,948	93
Net Completions (26,979 – 24,948)	2,031	8
Completion Rate (2,031/[26,979 – 12,923])		14

Respondent Distribution by Analysis Criteria

	S A M P L E				
	APPROX MARGIN OF ERROR ¹	N=2,031	BEFORE WEIGHTING %	AFTER WEIGHTING N= 2,031 %	1996 CENSUS ² 21,693,400 %
TOTAL SAMPLE					
SEX					
Men		950	47	48	48
Women		1,081	53	52	52
Working Women		614	30	29	31 ³
AGE GROUP					
18 - 29		399	20	22	22
30 - 44		637	31	32	34
45 - 59		580	29	23	23
60 and over		376	19	22	22
REGIONS					
Atlantic Provinces					
- Newfoundland	6.4	237	12	8	9
- Prince Edward Island	12.6	(61)	(3)	(2)	(2)
- New Brunswick	20.0	(24)	(1)	(*)	(*)
- Nova Scotia	11.2	(77)	(4)	(3)	(3)
	11.3	(75)	(4)	(3)	(3)
Quebec					
- Montreal Region	4.4	501	25	25	25
	6.9	(200)	(10)	(14)	(14)
Ontario					
- Toronto Region	4.1	569	28	37	37
	7.2	(183)	(9)	(16)	(16)
West					
- Manitoba	3.6	724	36	29	29
- Saskatchewan	8.6	(131)	(7)	(4)	(4)
- Alberta	8.6	(131)	(7)	(3)	(3)
- British Columbia	6.6	(223)	(11)	(9)	(9)
	6.3	(239)	(12)	(13)	(13)

* Fewer than one percent

1 For a strict probability sample of this size, 19 times in 20

2 Canadians aged 18 or over in 1996, excluding those in the Yukon and Northwest Territories

3 Population 15 years of age and older 1996

Respondent Distribution by Analysis Criteria

	S A M P L E			
	N=2,031	BEFORE WEIGHTING %	AFTER WEIGHTING N=2,031 %	1996 CENSUS %
TOTAL SAMPLE				
NON-BRITISH IMMIGRANT				
Europe	77	4	5	5 ²
Other	109	5	7	10 ²
TENURE				
Own	1,376	68	66	64 ³
Rent	634	31	34	36 ³
COMMUNITY SIZE				
1,000,000 and over	494	24	36	33 ¹
100,000 to 999,999	534	26	22	23 ¹
5,000 to 99,999	510	25	22	16 ¹
Less than 5,000	493	24	20	28 ¹
MARITAL STATUS				
Single (incl. widowed/separated/ divorced)	843	42	43	32 ²
Married (or living as a couple)	1,167	57	56	51 ²

1 Canadians of all ages excluding Northwest Territories and Yukon

2 Population 15 years of age and older 1996

3 Total dwellings in 1996

Respondent Distribution by Analysis Criteria

	S A M P L E			
	N=2,031	BEFORE WEIGHTING %	AFTER WEIGHTING N=2,031 %	1996 CENSUS %
TOTAL SAMPLE				
LANGUAGE				
(Most often spoken at home)				
French	499	25	24	22 ¹
English	1,446	71	71	67 ¹
EMPLOYMENT STATUS				
In the work force	1,361	67	65	68 ³
Homemaker	130	6	6	²
Other (student, retired, disability person)	529	26	28	²
OCCUPATION (of work force)				
Professionals, administrators, and owners of big business	394	29	29	²
Technicians, semi-professionals, administrators and owners of small business	209	15	15	²
Office workers (white collar), service, sales	285	21	21	²
Tradespeople, skilled and semi-skilled workers (blue collar)	269	20	19	²
Unskilled workers, farmers and fishermen	116	9	8	²

1 Population 15 years of age and older 1996 (mother tongue)

2 Report/omnibus categories are not comparable to those of Statistics Canada

3 Population 15 years of age and older 1996

Respondent Distribution by Analysis Criteria

	S A M P L E			
	N=2,031	BEFORE WEIGHTING %	AFTER WEIGHTING N=2,031 %	1996 CENSUS %
TOTAL SAMPLE				
INCOME				
Under \$20,000	265	13	13	16
\$20,000 to \$29,999	284	14	13	13
\$30,000 to \$39,999	282	14	14	13
\$40,000 to \$59,999	387	19	19	24
\$60,000 to \$79,999	238	12	12	17
\$80,000 and over	331	16	17	19
UNION MEMBERSHIP				
Respondent	351	17	17	1
TYPE OF UNION				
Private sector	99	5	5	1
Public sector	227	11	10	1
FEDERAL POLITICAL ORIENTATION ²				
Liberal	792	46	48	na
Progressive Conservative	328	19	19	na
New Democratic Party	200	12	11	na
Canadian Alliance	202	12	11	na
Bloc Québécois	151	9	9	na

1 Report/omnibus categories are not comparable to those of Statistics Canada

2 Based on 1,705 decided voters (1,713 weighted)