

Decima Express Methodology

Interviewing

Data collection for the Decima Express is conducted via CATI (Computer Assisted Telephone Interviewing) from dialing facilities in Toronto and Ottawa. Approximately 65 CATI stations, in total, are used to facilitate timely completion.

Data collection for **October 2000** wave of the Decima Express was completed between **October 17, 2000** and **October 26, 2000**.

Quotas

Each month a random sample is generated and the quotas for each region are disproportionately allocated as follows:

		<u>Error Interval</u>
<i>Atlantic</i>	<i>200 interviews</i>	<i>+/- 6.9 %</i>
<i>Quebec</i>	<i>500 interviews</i>	<i>+/- 4.4 %</i>
<i>Ontario</i>	<i>650 interviews</i>	<i>+/- 3.8 %</i>
<i>Manitoba/Saskatchewan</i>	<i>200 interviews</i>	<i>+/- 6.9 %</i>
<i>Alberta</i>	<i>200 interviews</i>	<i>+/- 6.9 %</i>
<i>British Columbia</i>	<i>250 interviews</i>	<i>+/- 6.2 %</i>
Total Canada	2000 interviews	+/- 2.2 %

Within the regional quotas assigned for Quebec, Ontario and British Columbia, CMA (Census Metropolitan Area) quotas are instilled to maintain an adequate number of completed interviews in Canada's three largest markets; Toronto, Vancouver and Montréal. The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to Census data.