

HARRIS/DECIMA TELEVOX NATIONAL TELEPHONE OMNIBUS

Your Canada, Your Constitution

Prepared by:



**405-2345 Yonge Street
Toronto, ON
M4P 2E5**

Harris/Decima TeleVox Methodology

Interviewing

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

Data collection for this study was conducted May 10th through May 20th 2012.

Quotas

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

Region	N=1000*		N=2000*	
	Interviews	Error Interval	Interviews	Error Interval
Atlantic	100	+/- 9.8%	200	+/- 6.9%
Quebec	250	+/- 6.2%	500	+/- 4.4%
Ontario	325	+/- 5.4%	650	+/- 3.8%
Manitoba/Saskatchewan	100	+/- 9.8%	200	+/- 6.9%
Alberta	100	+/- 9.8%	200	+/- 6.9%
British Columbia	125	+/- 8.8%	250	+/- 6.2%
Total Canada	1000	+/- 3.1%	2000	+/- 2.2%

Note: If your questions were on the teleVox for one week, please use N=1000 for your estimated error interval. If your questions were on for two weeks, please use N=2000.*

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 Montreal. The data is weighted in tabulation to replicate actual population distribution by age and sex within region according to the 2006 Census data.

Respondent Qualification

Interviewers must adhere to quotas to ensure that an accurate representation of male and female respondents, 18 years of age or older, are obtained within each region.

All interviewing across the country is conducted by fully bilingual interviewers. The language of interview is "as it falls" on a national basis, which means that the respondent has the opportunity to complete the interview in either English or French, whichever they prefer.

Sampling Techniques

The Harris/Decima TeleVox uses the most up-to-date and accurate sample available on the market. Households selected for inclusion in the study are done so at random, and new telephone exchanges are added monthly to account for growth.

Quality Control

Harris/Decima Research experience and expertise in public opinion and market research extend to the quality and standards of the Harris/Decima TeleVox. Interviews are conducted by experienced staff who are thoroughly briefed by supervisors to ensure a complete understanding of the questionnaire content and flow. Detailed interviewing instructions form the basis for all briefings and are strictly adhered to, guaranteeing quality and efficiency in results.

Detailed verification and validation procedures at each stage of the process ensure field and data accuracy.

Data Analysis and Delivery

The data is cross-tabulated against a standard set of demographic characteristics including the following:

- *Region*
- *Language*
- *Gender*
- *Age of the respondent*
- *Employment status of the respondent*
(multimention question)
- *CMA/Non-CMA*
- *Household income*
- *Education*
- *Marital status*
- *Household size*

**HARRIS/DECIMA TELEVOX:
YOUR CANADA YOUR CONSTITUTION**

BY2. Do you think that these decision-making powers of the British Monarch and Governor General and Lieutenant Governors should be...
BASE: Representative adults
BANNER 2

	CMA/Non-CMA		Household Income										Highest Level of Education										Marital Status					Household Size			
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)					
Total	2,030	1,334	696	521	331	346	220	409	531	494	578	215	176	479	1,209	317	362	646	388	606											
WEIGHTED 'N'	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%				
UNWEIGHTED TOTAL	2,030	1,275	755	554	345	353	200	376	586	495	594	211	104	362	1,249	394	427	770	332	475											
Given to a person in a new position who is elected by Canadians	433	266	167	119	62	80	51	81	140	99	112	40	33	97	259	70	91	140	79	113											
Sat out in clear rules that are enforced by the Supreme Court of Canada	21%	20%	24%	23%	19%	23%	23%	20%	26%	20%	19%	19%	19%	20%	21%	22%	25%	22%	20%	20%											
Both	375	267	108	82	55	80	50	85	72	88	136	49	27	77	240	56	61	132	69	109											
Neither	935	608	327	243	175	143	97	191	234	243	248	90	103	254	550	121	131	271	197	328											
Don't know/refused	112	79	32	18	20	16	9	32	20	21	47	17	5	18	68	24	27	44	17	21											
	6%	6%	5%	3%	6%	5%	4%	8%	4%	4%	8%	8%	3%	4%	6%	8%	7%	7%	4%	4%											
	176	114	62	60	19	27	12	20	65	43	35	19	8	34	93	45	52	60	27	34											
	9%	9%	9%	11%	6%	8%	6%	5%	12%	9%	6%	9%	4%	7%	8%	14%	14%	9%	7%	6%											