

APPENDIX C:

FIELD ORGANIZATION AND PROCEDURES

A. FIELD ORGANIZATION AND RESPONSIBILITIES

Control of the PMB 2008 field staff was directed from TNS Canadian Facts' head office in Toronto. All field and office supervisory staff reported to the PMB project national field director. The field staff included eight regional supervisors.

The responsibilities of the national field director included:

- 1) Briefing and training of all supervisory staff;
- 2) Regular performance monitoring;
- 3) Preparation of bi-monthly field status reports;
- 4) Co-ordination of shipping survey materials;
- 5) Quality control of all interviewing procedures;
- 6) Organization of a minimum (10%) head office verification on all fieldwork;
- 7) Investigation and reporting on all verification problems.

The responsibilities of the office and regional field supervisors included:

- 1) Briefing and training of all interviewers;
- 2) Performance monitoring of all interviewers;
- 3) Weekly reporting of field status;
- 4) Review of completed interviews to ensure that procedures were correctly followed;
- 5) Continuous liaison with interviewers so that specific problems could be transmitted to the national field director and resolved with minimum delay;
- 6) Initial (10%) verification of each location;
- 7) A completeness check on all interviews.

B. TRAINING OF FIELD STAFF

All supervisory staff involved with PMB interviewing were personally briefed in Toronto when the methodology changed from through-the-book to recent reading in January 2000 before fieldwork commenced. Briefings involved both observation and conduct of test interviews, as well as a full review of training and monitoring procedures required at the interviewer level.

Over the following years, all interviewers were personally briefed by trained supervisory staff. The training sessions for new interviewers last one and one-half days and always include the conduct of test interviews. Interviewers are required to conduct a minimum of two test interviews among friends or relatives as a means of ensuring complete familiarity with procedures before commencement of actual fieldwork. The first field interviews are used as a final measure of ability. These questionnaires are fully edited and any inconsistencies corrected and explained before interviewers are allowed to continue.

All interviewers receive a copy of a special PMB training manual prepared by TNS Canadian Facts. The precise written instructions clearly outline all survey requirements, call-back procedures, and questionnaire administrations instructions.

In total, over 250 interviewers were trained and qualified to participate and work on PMB 2008.

C. CALL-BACK PROCEDURES

Call-back procedures were designed to optimize expenditures of field resources for this study, although the number of call-backs was initiated at different times of the day and on different days of the week to maximize completion rates and to ensure sample distribution across weekdays. Additionally, first contacts were scheduled throughout the first three weeks of interviewing months to offset potential bias that might be caused by differences between the reading habits of those who are first or second-call completions and habits of those who are subsequent call completions.

D. LEVEL OF EFFORT

The number of calls made to each selected household varied by stratum as follows:

| | Number Of Personal Attempts | |
|---|-----------------------------|-----------------|
| | Basic | Special Refusal |
| 1. Toronto, Montreal, Vancouver | 5 | 2 |
| 2. Quebec City, Ottawa/Gatineau/Hamilton, Winnipeg, Calgary, Edmonton | 4 | 2 |
| 3. Remaining Communities 100M And Over | 4 | 2 |
| 4. Communities Under 100M | 3 | 2 |

Special refusal calls were made by interviewers who were specifically trained for this task. Expected co-operation rates in Toronto, Montreal, and Vancouver were particularly difficult to obtain and in many cases up to 18 refusal calls (and letters) were attempted. Additional calls on refusals were always made by interviewers other than those who made the basic calls, and in some cases supervisory staff were utilized.

Letters of introduction and explanation were left at refusal households in the hope that subsequent attempts would be received favourably.

As a further means of boosting response rates, some additional calls were made to "not-at-homes". Furthermore, after every attempt to gain co-operation, all locations with fewer than 4 completions were re-cycled to a subsequent interviewing period with the expectation of completing an interview after a 3 or 4 week hiatus.

E. FIELD EDIT

Completed questionnaires were always received by supervisors prior to their return to head office. Incomplete or improperly conducted interviews were returned to the field for completion by either the same or, if necessary, a different interviewer.

Interviewers were required to complete report forms for each assigned location. On-going tallies provided supervisory staff with the information necessary to re-assign work or address particular problems. Reports of progress were made to PMB every two weeks during the course of interviewing.

F. LANGUAGE DIFFICULTIES

In Montreal, Quebec City and Ottawa/Gatineau, bilingual interviewers were used where possible. In predominantly English or French areas where the interviewer did not speak the respondent's chosen language, interviewers were re-assigned. In Toronto and Vancouver, English/Chinese bilingual interviewers are used in predominantly Chinese areas.

In all areas of the country, if the person at the door was unable to communicate in the language of the interviewer, co-operation of an interpreter was sought from another member of the household or a friend.

G. ADVANCE LETTERS

Advance letters requesting co-operation were mailed to pre-listed houses in all areas with 100M populations or greater.