

APPENDIX D: COMPLETION RATES

A. MAIN INTERVIEW

A total of 24,915 interviews was completed. Based on total contacts (37,158), a response rate of 67.0% was achieved.

On a fixed cluster sample of this type where substitutions at any level are not permitted, a 67% response rate can only be achieved through extraordinary effort on the part of the field force.

A great many interviews were obtained after the specified number of call-backs had been made. Special refusal teams and additional attempts on the not-at-home were important contributing factors to the success of the fieldwork. The following table presents completion rate results:

	Percent Of Contacts	
	Sample A Oct. 05 To Sept. 06 (18,416)	Sample B Oct. 06 To Sept. 07 (18,742)
Results Of Calls:		
Refused (At All)	12.6	10.5
Refused (Listing)	3.8	6.1
Further Attempts Made: Remained Incomplete	7.0	1.4
No One At Home After Designated Calls	5.8	10.7
Selected Respondent Not Available	3.0	4.7
Language Barrier	0.1	0.2
Broke Off	*	*
Completed Interviews	67.7	66.4

The following tables detail completion rate data by principal strata and region.

D-1 Response Rates By Strata: Cities (Sample A: October 2005/September 2006)

	Na- tional Total (18416) # / %	Toronto				Vancouver				Montreal				Quebec City				Ottawa/Gatineau			
		High		Low		High		Low		High		Low		High		Low		High		Low	
		Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
		(1376)	(88)	(1155)	(847)	(605)	(231)	(253)	(770)	(1947)	(286)	(506)	(1166)	(234)	(54)	(90)	(144)	(407)	(11)	(407)	(198)
Results Of Calls:																					
Refused (At All)	2323 12.6	154 11.2	16 18.2	137 11.9	95 11.2	93 15.4	45 19.5	34 13.4	116 15.1	324 16.6	40 14.0	85 16.8	138 11.8	46 19.7	12 22.2	13 14.4	21 14.6	86 21.1	0 0	82 20.1	37 18.7
Refused (Listing)	700 3.8	77 5.6	7 8.0	53 4.6	29 3.4	44 7.3	12 5.2	13 5.1	31 4.0	55 2.8	3 1.0	5 1.0	16 1.4	12 5.1	6 11.1	2 2.2	4 2.8	9 2.2	0 0	7 1.7	5 2.5
Further Attempts Made But Remained Incomplete	1282 7.0	130 9.4	3 3.4	131 11.3	49 5.8	52 8.6	14 6.1	26 10.3	44 5.7	229 11.8	28 9.8	58 11.5	109 9.3	6 2.6	0 0	2 2.2	2 1.4	35 8.6	1 9.1	35 8.6	16 8.1
No One At Home After Designated Calls	1070 5.8	130 9.4	9 10.2	89 7.7	56 6.6	44 7.3	11 4.8	16 6.3	52 6.8	78 4.0	5 1.7	27 5.3	51 4.4	14 6.0	1 1.9	6 6.7	12 8.3	24 5.9	2 18.2	25 6.1	15 7.6
Selected Respondent Not Available	552 3.0	75 5.5	1 1.1	54 4.7	41 4.8	20 3.3	3 1.3	7 2.8	33 4.3	41 2.1	2 0.7	12 2.4	20 1.7	9 3.8	1 1.9	2 2.2	6 4.2	8 2.0	0 0	13 3.2	6 3.0
Language Barrier	18 0.1	0 0	0 0	9 0.8	1 0.1	0 0	1 0.4	1 0.4	0 0	1 0.1	0 0	0 0	2 0.2	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Broke Off	5 *	0 0	0 0	0 0	1 0.1	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	12466 67.7	810 58.9	52 59.0	682 59.0	575 67.9	352 58.2	145 62.8	156 61.7	494 64.2	1219 62.6	208 72.7	319 63.0	830 71.2	147 62.8	34 63.0	65 72.2	99 68.8	245 60.2	8 72.7	245 60.2	119 60.1

* Less than 0.5%.

D-1 (Continued) Response Rates By Strata: Cities (Sample A: October 2005/September 2006)

	Hamilton				Winnipeg				Calgary				Edmonton			
	High		Low		High		Low		High		Low		High		Low	
	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
	(154)	(55)	(22)	(154)	(140)	(60)	(20)	(170)	(330)	(10)	(180)	(160)	(190)	(60)	(40)	(190)
Results Of Calls:																
Refused (At All)	15	2	0	20	24	9	6	16	34	0	19	12	21	6	5	11
	9.7	3.6	0	13.0	17.1	15.0	30.0	9.4	10.3	0	10.6	7.5	11.1	10.0	12.5	5.8
Refused (Listing)	10	7	2	12	1	0	0	1	14	3	3	2	11	4	4	16
	6.5	12.7	9.1	7.8	0.7	0	0	0.6	4.2	30.0	1.7	1.3	5.8	6.7	10.0	8.4
Further Attempts Made But Remained Incomplete	12	1	0	13	14	5	2	14	51	0	15	11	13	7	2	12
	7.8	1.8	0	8.4	10.0	8.3	10.0	8.2	15.5	0	8.3	6.9	6.8	11.7	5.0	6.3
No One At Home After Designated Calls	14	5	5	9	3	0	0	14	19	1	11	16	18	0	2	12
	9.1	9.1	22.7	5.8	2.1	0	0	8.2	5.8	10.0	6.1	10.1	9.5	0	5.0	6.3
Selected Respondent Not Available	8	3	2	7	7	4	0	6	9	0	4	5	2	1	2	5
	5.2	5.5	9.1	4.6	5.0	6.7	0.0	3.5	2.7	0	2.2	3.1	1.1	1.7	5.0	2.6
Language Barrier	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Broke Off	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Completed Interviews	95	37	13	93	91	42	12	119	203	6	128	114	125	42	25	134
	61.7	67.3	59.1	60.4	65.0	70.0	60.0	70.0	61.5	60.0	71.1	71.3	65.8	70.0	62.5	70.5

D-2 Response Rates By Strata: Communities Balance 100M + (Sample A: October 2005/September 2006)

	Newfoundland				Nova Scotia				New Brunswick				Quebec			
	High		Low		High		Low		High		Low		High		Low	
	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
	(18)	(9)	(9)	(45)	(72)	(9)	(18)	(90)	(27)	(9)	(0)	(36)	(45)	(9)	(27)	(135)
Results Of Calls:																
Refused (At All)	7	2	1	13	16	3	3	15	12	2	0	8	6	1	8	11
	38.9	22.2	11.1	28.9	22.2	33.3	16.7	16.7	44.4	22.2	0	22.2	13.3	11.1	29.6	8.1
Refused (Listing)	2	1	1	4	3	0	4	2	0	0	0	1	1	0	2	4
	11.1	11.1	11.1	8.9	4.2	0	22.2	2.2	0	0	0	2.8	2.2	0	7.4	3.0
Further Attempts Made But Remained Incomplete	0	1	0	1	2	1	1	3	0	0	0	0	1	0	0	2
	0	11.1	0	2.2	2.8	11.1	5.6	3.3	0	0	0	0	2.2	0	0	1.5
No One At Home After Designated Calls	2	0	1	0	1	0	0	1	0	0	0	0	4	2	0	7
	11.1	0	11.1	0	1.4	0	0	1.1	0	0	0	0	8.9	22.2	0	5.2
Selected Respondent Not Available	4	0	0	1	4	1	0	3	0	0	0	0	2	0	0	1
	22.2	0	0	2.2	5.6	11.1	0	3.3	0	0	0	0	4.4	0	0	0.7
Language Barrier	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Broke Off	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Completed Interviews	3	5	6	26	46	4	10	66	15	7	0	27	31	6	17	110
	16.7	55.6	66.7	57.8	63.9	44.4	55.6	73.3	55.6	77.8	0	75.0	68.9	66.7	63.0	81.5

D-2 (Continued) Response Rates By Strata: Communities Balance 100M + (Sample A: October 2005/September 2006)

	Ontario				Saskatchewan				British Columbia			
	High		Low		High		Low		High		Low	
	Q1 (317)	0 (283)	Q1 (31)	0 (379)	Q1 (90)	0 (30)	Q1 (10)	0 (100)	Q1 (40)	0 (40)	Q1 (20)	0 (70)
Results Of Calls:												
Refused (At All)	33 10.4	44 15.5	4 12.9	53 14.0	26 28.9	5 16.7	3 30.0	7 17.0	5 12.5	3 7.5	2 10.0	9 12.9
Refused (Listing)	25 7.9	21 7.4	0 0	22 5.8	0 0	0 0	0 0	1 1.0	0 0	2 5.0	1 5.0	5 7.1
Further Attempts Made But Remained Incomplete	19 6.0	29 10.2	2 6.5	27 7.1	4 4.4	3 10.0	3 30.0	1 1.0	4 10.0	4 10.0	0 0	2 2.9
No One At Home After Designated Calls	22 6.9	16 5.7	3 9.7	17 4.5	6 6.7	4 13.3	2 20.0	7 7.0	2 5.0	1 2.5	0 0	1 1.4
Selected Respondent Not Available	22 6.9	7 2.5	1 3.2	20 5.3	2 2.2	0 0	0 0	0 0	1 2.5	1 2.5	1 5.0	2 2.9
Language Barrier	1 0.3	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Broke Off	0 0	0 0	0 0	1 0.3	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	195 61.5	166 58.7	21 67.7	239 63.1	52 57.8	18 60.0	2 20.0	74 74.0	28 70.0	29 72.5	16 80.0	51 72.9

D-3 Response Rates By Strata: Communities 30M To 99.9M (Sample A: October 2005/September 2006)

	Nfld./ P.E.I.		N.S./ N.B.		N.S.		N.B.		Quebec		Ontario		Man.	Sask.	Alberta		British Columbia		
	Q1	0	Q1	0	0	0	Q1	0	Q1	0	0	0	0	0	Q1	0	Q1	0	
	(9)	(18)	(27)	(36)	(27)	(27)	(180)	(18)	(387)	(18)	(27)	(18)	(108)	(9)	(297)				
Results Of Calls:																			
Refused (At All)	0	4	0	2	0	1	9	1	21	3	0	1	2	1	39				
	0	22.2	0	5.6	0	3.7	5.0	5.6	5.4	16.7	0	5.6	1.9	11.1	13.1				
Refused (Listing)	1	3	0	1	0	0	2	4	14	1	0	1	5	1	15				
	11.1	16.7	0	2.8	0	0	1.1	22.2	3.6	5.6	0	5.6	4.6	11.1	5.1				
Further Attempts Made But Remained Incomplete	0	0	0	0	0	0	0	1	1	0	0	1	1	0	7				
	0	0	0	0	0	0	0	5.6	0.3	0	0	5.6	0.9	0	2.4				
No One At Home After Designated Calls	0	2	0	1	0	1	15	2	15	0	0	0	11	0	8				
	0	11.1	0	2.8	0	3.7	8.3	11.1	3.9	0	0	0	10.2	0	2.7				
Selected Respondent Not Available	0	0	0	0	0	1	2	0	4	0	1	0	3	0	5				
	0	0	0	0	0	3.7	1.1	0	1.0	0	3.7	0	2.8	0	1.7				
Language Barrier	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0				
Broke Off	0	0	0	0	0	0	0	0	1	0	0	0	0	0	0				
	0	0	0	0	0	0	0	0	0.3	0	0	0	0	0	0				
Completed Interviews	8	9	27	32	27	24	152	10	331	14	26	15	86	7	223				
	88.9	50.0	100.0	88.9	100.0	88.9	84.4	55.6	85.5	77.8	96.3	83.3	79.6	77.8	75.1				

D-4 Response Rates By Strata: Communities Balance 10M To 29.9M (Sample A: October 2005/September 2006)

	Nfld./ P.E.I.		N.S.	N.B.	Quebec		Ontario		Man.	Sask.	Alberta		British Columbia	
	T				T		T				T		T	
	(27)	(9)	(27)	(0)	(63)	(0)	(90)	(8)	(27)	(9)	(36)	(0)	(108)	
Results Of Calls:														
Refused (At All)	1 3.7	0 0	2 7.4	0 0	8 12.7	0 0	1 1.1	0 0	0 0	0 0	1 2.8	0 0	18 16.7	
Refused (Listing)	0 0	0 0	2 7.4	0 0	0 0	0 0	3 3.3	0 0	0 0	0 0	0 0	0 0	2 1.9	
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	2 1.9	
No One At Home After Designated Calls	1 3.7	0 0	2 7.4	0 0	5 7.9	0 0	5 5.6	0 0	0 0	0 0	2 5.6	0 0	3 2.8	
Selected Respondent Not Available	0 0	0 0	0 0	0 0	0 0	0 0	2 2.2	0 0	0 0	0 0	0 0	0 0	8 7.4	
Language Barrier	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	
Broke Off	0 0	0 0	0 0	0 0	1 1.6	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	
Completed Interviews	25 92.6	9 100.0	21 77.8	0 0	49 77.8	0 0	79 87.8	8 100.0	27 100.0	9 100.0	33 91.7	0 0	75 69.4	

D-5 Response Rates By Strata: Communities 1M To 9.9M (Sample A: October 2005/September 2006)

	Nfld./ P.E.I. (32)	Nova Scotia (48)	New Brunswick (32)	Quebec (152)	Ontario (224)	Manitoba (48)	Sask. (48)	Alberta (144)	British Columbia (128)
Results Of Calls:									
Refused (At All)	1 3.1	2 4.2	3 9.4	8 5.3	18 8.0	2 4.2	0 0	5 3.5	23 18.0
Refused (Listing)	1 3.1	2 4.2	7 21.9	6 4.0	2 0.9	0 0	0 0	2 1.4	6 4.7
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	2 1.3	3 1.3	0 0	0 0	0 0	0 0
No One At Home After Designated Calls	1 3.1	0 0	2 6.3	18 11.8	14 6.3	0 0	0 0	5 3.5	7 5.5
Selected Respondent Not Available	0 0	1 2.1	2 6.3	1 0.7	3 1.3	0 0	0 0	4 2.8	4 3.1
Language Barrier	0 0	0 0	0 0	1 0.7	0 0	0 0	0 0	0 0	0 0
Broke Off	0 0	1 2.1	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	29 90.6	42 87.5	18 56.3	116 76.3	184 82.1	46 95.8	48 100.0	128 88.9	88 68.8

D-6 Response Rates By Strata: Communities Under 1M (Sample A: October 2005/September 2006)

	Nfld. (48)	P.E.I. (16)	Nova Scotia (88)	New Brunswick (104)	Quebec (224)	Ontario (368)	Manitoba (56)	Sask. (64)	Alberta (152)	British Columbia (152)
Results Of Calls:										
Refused (At All)	0 0	2 12.5	2 2.3	1 1.0	8 3.6	17 4.6	2 3.6	1 1.6	9 6.0	15 9.9
Refused (Listing)	0 0	2 12.5	3 3.4	5 4.8	2 0.9	15 4.1	2 3.6	0 0	2 1.3	6 3.9
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	1 1.0	7 3.2	3 0.8	0 0	0 0	0 0	1 0.7
No One At Home After Designated Calls	1 2.1	1 6.3	0 0	7 6.7	10 4.5	12 3.3	1 1.8	0 0	11 7.3	12 7.9
Selected Respondent Not Available	0 0	0 0	1 1.1	3 2.9	2 0.9	7 1.9	0 0	0 0	3 2.0	3 2.0
Language Barrier	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 0.7	0 0
Broke Off	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	47 97.9	11 68.8	82 93.2	87 83.7	193 86.9	314 85.3	51 91.1	63 98.4	125 82.8	115 75.7

D-7 Response Rates By Strata: Cities (Sample B: October 2006/September 2007)

	Na- tional Total (18742) # / %	Toronto				Vancouver				Montreal				Quebec City				Ottawa/Gatineau			
		High		Low		High		Low		High		Low		High		Low		High		Low	
		Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
		(1385)	(88)	(1144)	(836)	(583)	(220)	(231)	(748)	(2123)	(297)	(550)	(1265)	(252)	(54)	(81)	(144)	(407)	(11)	(407)	(198)
Results Of Calls:																					
Refused (At All)	1965 10.5	119 8.5	7 8.0	84 7.3	60 7.2	73 12.5	29 13.2	28 12.1	78 10.4	282 13.3	52 17.5	75 13.6	148 11.7	45 17.9	11 20.4	17 21.0	24 16.7	60 14.7	1 9.1	73 17.9	24 12.1
Refused (Listing)	1138 6.1	151 10.9	6 6.8	73 6.4	42 5.0	57 9.8	22 10.0	12 5.2	38 5.1	160 7.5	16 5.4	41 7.5	55 4.3	10 4.0	5 9.3	5 6.2	3 2.1	22 5.4	1 9.1	15 3.7	10 5.1
Further Attempts Made But Remained Incomplete	270 1.4	13 0.9	0 0	17 1.5	8 1.0	2 0.3	0 0	4 1.7	11 1.5	55 2.6	7 2.4	22 4.0	29 2.3	0 0	0 0	0 0	0 0	16 3.9	0 0	21 5.2	5 2.5
No One At Home After Designated Calls	1997 10.7	217 15.7	7 8.0	181 15.8	107 12.8	71 12.2	23 10.5	24 10.4	77 10.3	272 12.8	14 4.7	85 15.5	174 13.8	26 10.3	3 3.7	4 4.9	15 10.4	39 9.6	1 9.1	42 10.3	14 7.1
Selected Respondent Not Available	887 4.7	116 8.4	4 4.5	80 7.0	63 7.5	28 4.8	6 2.7	12 5.2	33 4.4	110 5.2	7 2.4	21 3.8	40 3.2	15 5.9	0 0	2 2.5	5 3.5	17 4.2	0 0	19 4.8	7 3.5
Language Barrier	33 0.2	5 0.4	0 0	12 1.0	5 0.6	0 0	0 0	0 0	0 0	3 0.1	1 0.3	1 0.2	2 0.2	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Broke Off	3 *	0 0	0 0	1 0.1	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	12449 66.4	765 55.2	63 71.6	696 60.8	551 65.9	352 60.4	140 63.6	151 65.4	511 68.3	1241 58.5	200 67.3	305 55.5	817 64.6	156 61.9	36 66.7	53 65.4	97 67.4	253 62.2	8 72.7	237 58.2	138 69.7

* Less than 0.5%.

D-7 (Continued) Response Rates By Strata: Cities (Sample B: October 2006/September 2007)

	Hamilton				Winnipeg				Calgary				Edmonton			
	High		Low		High		Low		High		Low		High		Low	
	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
	(154)	(55)	(22)	(154)	(140)	(60)	(20)	(170)	(330)	(10)	(180)	(150)	(190)	(60)	(40)	(190)
Results Of Calls:																
Refused (At All)	11	4	0	10	21	12	2	14	50	0	34	15	19	3	2	14
	7.1	7.3	0	6.5	15.0	20.0	10.0	8.2	15.2	0	18.9	10.0	10.0	5.0	5.0	7.4
Refused (Listing)	21	4	4	15	2	2	0	5	21	1	7	4	14	2	6	16
	13.6	7.3	18.2	9.7	1.4	3.3	0	2.9	6.4	10.0	3.9	2.7	7.4	3.3	15.0	8.4
Further Attempts Made But Remained Incomplete	1	3	0	1	4	1	1	3	18	0	7	3	1	1	1	4
	0.6	5.5	0	0.6	2.9	1.7	5.0	1.8	5.5	0	3.9	2.0	0.5	1.7	2.5	2.1
No One At Home After Designated Calls	14	5	3	17	13	9	4	16	22	1	13	14	24	8	4	21
	9.1	9.1	13.6	11.0	9.3	15.0	20.0	9.4	6.7	10.0	7.2	9.3	12.6	13.3	10.0	11.0
Selected Respondent Not Available	13	3	1	12	7	3	1	9	7	2	4	10	10	3	1	3
	8.4	5.5	4.5	7.8	5.0	5.0	5.0	5.3	2.1	20.0	2.2	6.7	5.2	5.0	2.5	1.6
Language Barrier	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0.6	0	0	0	0	0	0	0	0
Broke Off	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Completed Interviews	94	36	14	99	93	33	12	122	212	6	115	104	122	43	26	132
	61.0	65.5	63.6	64.3	66.4	55.0	60.0	71.8	64.2	60.0	63.9	69.3	64.2	71.7	65.0	69.5

D-8 Response Rates By Strata: Communities Balance 100M + (Sample B: October 2006/September 2007)

	Newfoundland				Nova Scotia				New Brunswick				Quebec			
	High		Low		High		Low		High		Low		High		Low	
	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
	(18)	(9)	(9)	(45)	(63)	(9)	(18)	(90)	(27)	(9)	(0)	(36)	(45)	(9)	(27)	(135)
Results Of Calls:																
Refused (At All)	5	1	0	6	16	1	3	8	1	6	0	7	3	1	1	14
	27.8	11.1	0	13.3	25.4	11.1	16.7	8.9	3.7	66.7	0	19.4	6.7	11.1	3.7	10.4
Refused (Listing)	1	1	2	10	6	2	1	6	2	0	0	1	5	1	1	12
	5.6	11.1	22.2	22.2	9.5	22.2	5.6	6.7	7.4	0	0	2.8	11.1	11.1	3.7	8.9
Further Attempts Made But Remained Incomplete	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
No One At Home After Designated Calls	1	1	4	2	7	0	3	6	0	2	0	3	12	3	6	22
	5.6	11.1	44.4	4.4	11.1	0	16.7	6.7	0	22.2	0	8.3	26.7	33.3	22.2	16.3
Selected Respondent Not Available	1	0	2	1	2	0	3	4	0	1	0	0	6	1	2	2
	5.6	0	22.2	2.2	3.2	0	16.7	4.4	0	11.1	0	0	13.3	11.1	7.4	1.5
Language Barrier	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Broke Off	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Completed Interviews	10	6	1	26	32	6	8	66	24	0	0	25	19	3	17	85
	55.6	66.7	11.1	57.8	50.8	66.7	44.4	73.3	88.9	0	0	69.4	42.2	33.3	63.0	63.0

D-8 (Continued) Response Rates By Strata: Communities Balance 100M + (Sample B: October 2006/September 2007)

	Ontario				Saskatchewan				British Columbia			
	High		Low		High		Low		High		Low	
	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
	(317)	(283)	(33)	(379)	(90)	(30)	(10)	(100)	(40)	(40)	(20)	(70)
Results Of Calls:												
Refused (At All)	37 11.7	27 9.5	3 9.1	41 10.8	17 18.9	4 13.3	1 10.0	16 16.0	4 10.0	6 15.0	3 15.0	6 8.6
Refused (Listing)	23 7.3	23 8.1	2 6.1	27 7.1	2 2.2	4 13.3	4 40.0	3 3.0	4 10.0	6 15.0	3 15.0	9 12.9
Further Attempts Made But Remained Incomplete	2 0.6	2 0.7	0 0	4 1.1	0 0	0 0	0 0	0 0	3 7.5	0 0	0 0	0 0
No One At Home After Designated Calls	34 10.7	31 11.0	6 18.2	47 12.4	9 10.0	6 20.0	1 10.0	13 13.0	5 12.5	1 2.5	1 5.0	5 7.1
Selected Respondent Not Available	28 8.8	16 5.7	0 0	30 7.9	3 3.3	0 0	0 0	0 0	3 7.5	3 7.5	2 10.0	3 4.3
Language Barrier	1 0.3	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Broke Off	0 0	0 0	0 0	0 0	0 0	0 0	0 0	1 1.0	0 0	0 0	0 0	0 0
Completed Interviews	192 60.6	184 65.0	22 66.7	230 60.7	59 65.6	16 53.3	4 40.0	67 67.0	21 52.5	24 60.0	11 55.0	47 67.1

D-9 Response Rates By Strata: Communities 30M To 99.9M (Sample B: October 2006/September 2007)

	Nfld./ P.E.I.		N.S./ N.B.		Quebec		Ontario		Man.	Sask.	Alberta		British Columbia		
	Q1 (9)	0 (18)	Q1 (27)	0 (36)	Q1 (27)	0 (189)	Q1 (18)	0 (387)	0 (18)	0 (27)	Q1 (18)	0 (108)	Q1 (9)	0 (297)	
Results Of Calls:															
Refused (At All)	0 0	0 0	0 0	5 13.9	1 3.7	0 0	9 4.8	2 11.1	27 7.0	2 11.1	0 0	3 16.7	7 6.5	4 44.4	21 7.0
Refused (Listing)	0 0	0 0	0 0	1 2.8	0 0	1 3.7	1 0.5	0 0	10 2.6	0 0	4 14.8	1 5.6	9 8.3	0 0	15 5.1
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
No One At Home After Designated Calls	0 0	0 0	0 0	2 5.6	0 0	2 7.4	12 6.3	3 16.7	20 5.2	1 5.6	0 0	2 11.1	3 2.8	1 11.1	16 5.4
Selected Respondent Not Available	0 0	0 0	0 0	0 0	0 0	0 0	2 1.1	0 0	16 4.1	0 0	0 0	0 0	4 3.7	1 11.1	8 2.7
Language Barrier	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Broke Off	0 0	0 0	0 0	0 0	0 0	0 0	1 0.5	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	9 100.0	18 100.0	27 100.0	28 77.8	26 96.3	24 88.9	164 86.8	13 72.2	314 81.1	15 83.3	23 85.2	12 66.7	85 78.7	3 33.3	237 79.8

D-10 Response Rates By Strata: Communities Balance 10M To 29.9M (Sample B: October 2006/September 2007)

	Nfld./		N.S.	N.B.	Quebec		Ontario		Man.	Sask.	Alberta		British Columbia	
	P.E.I.	T			T	Q1	0	Q1			0	T	T	Q1
	(27)	(9)	(27)	(0)	(63)	(0)	(90)	(9)	(27)	(9)	(36)	(0)	(108)	
Results Of Calls:														
Refused (At All)	1 3.7	0 0	0 0	0 0	6 9.5	0 0	3 3.3	0 0	2 7.4	1 11.1	2 5.5	0 0	19 17.6	
Refused (Listing)	0 0	0 0	3 11.1	0 0	4 6.3	0 0	8 8.9	1 11.1	0 0	0 0	0 0	0 0	0 0	
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	
No One At Home After Designated Calls	1 3.7	0 0	0 0	0 0	12 19.0	0 0	7 7.8	1 11.1	1 3.7	0 0	0 0	0 0	5 4.6	
Selected Respondent Not Available	0 0	0 0	0 0	0 0	4 6.3	0 0	1 1.1	0 0	0 0	0 0	0 0	0 0	2 1.9	
Language Barrier	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	
Broke Off	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	
Completed Interviews	25 92.6	9 100.0	24 88.9	0 0	37 58.7	0 0	71 78.9	7 77.8	24 88.9	8 88.9	34 94.4	0 0	82 75.9	

D-11 Response Rates By Strata: Communities 1M To 9.9M (Sample B: October 2006/September 2007)

	Nfld./ P.E.I. (32)	Nova Scotia (48)	New Brunswick (32)	Quebec (180)	Ontario (232)	Manitoba (48)	Sask. (40)	Alberta (144)	British Columbia (120)
Results Of Calls:									
Refused (At All)	0 0	1 2.1	3 9.4	9 5.0	14 6.0	1 2.1	2 5.0	5 3.5	11 9.2
Refused (Listing)	0 0	2 4.2	2 6.3	3 1.7	6 2.6	3 6.3	0 0	2 1.4	6 5.0
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
No One At Home After Designated Calls	0 0	0 0	0 0	6 3.3	3 1.3	1 2.1	1 2.5	6 4.2	11 9.2
Selected Respondent Not Available	0 0	0 0	0 0	5 2.8	5 2.2	1 2.1	1 2.5	4 2.8	8 6.7
Language Barrier	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Broke Off	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	32 100.0	45 93.8	27 84.4	157 87.2	204 87.9	42 87.5	36 90.0	127 88.2	84 70.0

D-12 Response Rates By Strata: Communities Under 1M (Sample B: October 2006/September 2007)

	Nfld. (48)	P.E.I. (16)	Nova Scotia (88)	New Brunswick (104)	Quebec (256)	Ontario (360)	Manitoba (56)	Sask. (96)	Alberta (160)	British Columbia (152)
Results Of Calls:										
Refused (At All)	0 0	0 0	4 4.5	4 3.8	8 3.1	22 6.1	3 5.4	1 1.0	7 4.4	16 10.5
Refused (Listing)	1 2.1	0 0	0 0	3 2.9	3 1.2	4 1.1	1 1.8	5 5.2	6 3.8	4 2.6
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
No One At Home After Designated Calls	0 0	0 0	2 2.3	1 1.0	20 7.8	18 5.0	2 3.6	3 3.1	6 3.8	14 9.2
Selected Respondent Not Available	1 2.1	0 0	1 1.1	0 0	9 3.5	12 3.3	0 0	0 0	8 5.0	7 4.6
Language Barrier	0 0	0 0	0 0	0 0	1 0.4	1 0.3	0 0	0 0	0 0	0 0
Broke Off	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Completed Interviews	46 95.8	16 100.0	81 92.0	96 92.3	215 84.0	303 84.2	50 89.3	87 90.6	133 83.1	111 73.0

B. LEAVE-BEHIND QUESTIONNAIRE

A total of 15,380 self-completed questionnaires, 6702 from males and 8678 from females was collected during the fieldwork for PMB 2008. Based on a total of 24,915 completions, a response rate of 61.7% was achieved.

To accomplish this end, up to two personal visits were made to each household to collect the leave-behind document. Upon retrieval, each respondent received a cheque from TNS Canadian Facts: in Toronto, Montreal and Vancouver \$30.00 cheques were issued; in the remaining CMAs 100M or greater, \$25.00 cheques were issued; \$15.00 cheques were issued in the balance of the country.

1. Leave-Behind Test

PMB was interested in assessing the efficiency of an alternate method of collecting product information, specifically, using mail-back instead of personal pick-up. A test was conducted in January and February of 06, with alternate locations in each month designated as "mail" (Test Cell) or "personal pick-up" (Control Cell). In the test cell, incentive cheques were left with the respondent along with the questionnaire.

Results of the test follow. In total, response from the mail-back method was 13.4 percentage points lower than from the personal pick-up method and, for this reason, was not adopted.

A summary of the response rates achieved, each year, are presented below.

Leave-Behind Completion Rates

	Sample A							
	Oct. 05/Sept. 06							
	Total		Jan/Feb Mail- Back		Jan/Feb Personal Pick-Up		Balance	
	#	%	#	%	#	%	#	%
Total Completed Leave-Behind	7698	61.8	534	51.0	663	64.4	6501	62.6
Sex:								
Male	3342	59.1	222	46.7	300	62.2	2820	60.0
Female	4356	64.0	312	54.5	363	66.4	3681	64.7
Age:								
12 To 17 Years	813	75.3	44	49.4	92	81.4	677	77.2
18 To 24 Years	665	66.4	26	38.2	54	68.4	585	68.4
25 To 34 Years	1063	62.6	71	43.8	76	60.3	916	65.0
35 To 49 Years	2015	59.5	139	51.3	166	61.7	1710	60.1
50 To 64 Years	1888	62.2	149	54.4	166	65.9	1573	62.7
65 Years And Over	1254	55.2	105	57.1	109	57.4	1040	54.9
Region:								
Atlantic	525	76.2	22	55.0	26	66.7	477	78.2
Quebec	2220	59.7	181	59.3	205	62.9	1834	59.4
Ontario	2814	63.8	181	48.1	248	67.4	2385	65.0
Manitoba/Saskatchewan	468	67.5	32	54.2	41	74.5	395	68.2
Alberta	668	56.9	48	43.6	58	62.4	562	57.9
British Columbia	1003	56.4	70	44.3	85	57.4	848	57.6
Toronto	1358	64.1	84	48.6	111	67.3	1163	65.3
Montreal	1475	57.3	116	55.8	137	62.3	1222	56.9
Vancouver	663	57.8	44	42.3	54	57.4	565	59.5
Language:								
English Canada	5820	61.6	390	48.2	486	63.5	4944	62.7
French Canada	1878	62.4	144	60.3	177	67.0	1557	62.1
Community Size:								
Under 100M	1969	63.3	144	54.3	159	62.1	1666	64.3
100M To 999.9M	2233	63.6	146	49.0	202	68.7	1885	64.6
1MM And Over	3496	59.8	244	50.3	302	63.0	2950	60.5
Education:								
Graduated University	1760	57.5	120	48.6	143	63.3	1497	57.8
Some University	1774	66.0	131	54.8	152	66.7	1491	67.1
Graduated College	725	62.9	48	52.2	60	60.6	617	64.1
Graduated High School	1826	62.8	138	55.4	152	64.1	1536	63.4
Grade School Or Less	1613	60.7	97	43.9	156	65.3	1360	61.9

...Cont'd

Leave-Behind Completion Rates
(Continued)

	Sample A							
	Oct. 05/Sept. 06							
	Total		Jan/Feb Mail- Back		Jan/Feb Personal Pick-Up		Balance	
	#	%	#	%	#	%	#	%
Total Completed Leave-Behind	7698	61.8	534	51.0	663	64.4	6501	62.6
Household Income:								
\$100,000 And Over	1888	58.4	96	40.7	166	67.5	1626	59.1
\$75,000 And Over	3040	60.0	183	46.3	271	66.7	2586	60.8
\$50,000 And Over	4765	61.4	310	49.5	412	65.8	4043	62.1
\$35,000 And Over	6058	61.7	419	51.0	523	66.0	5116	62.4
\$25,000 And Over	6758	61.6	468	50.5	583	64.9	5707	62.4
Less Than \$25,000	940	62.9	66	54.1	80	61.1	794	64.0
Occupation:								
Professional	443	54.8	22	37.9	38	55.1	383	56.2
Senior Managers/Owners	258	51.7	22	47.8	23	54.8	213	51.8
Other Managers	860	59.0	61	45.9	81	66.4	718	59.7
Technical/Sales/Teach./Other WC	882	61.5	51	45.1	64	64.6	767	62.8
Clerical/Secretarial	786	70.4	57	61.3	51	75.0	678	71.0
Skilled Service/Labour	590	58.1	30	40.5	65	65.0	495	58.9
Unskilled Service/Labour	706	66.0	42	52.5	54	69.2	610	67.0
Primary Industry Workers	51	46.4	6	37.5	3	37.5	42	48.8
Other	3122	63.0	243	55.9	284	64.1	2595	63.6
Marital Status:								
Married	4405	60.8	332	52.0	375	64.4	3698	61.4
Other	3285	63.3	201	49.3	287	64.6	2797	64.5
Principal Wage Earner	4516	58.9	334	51.5	393	61.4	3789	59.4
Principal Shopper	5140	61.2	362	51.1	410	62.6	4368	62.1
Household Size:								
One	1193	56.9	90	54.2	95	56.5	1008	57.2
Two	2583	61.1	208	56.8	218	63.6	2157	61.3
Three	1442	63.7	91	48.4	131	67.5	1220	64.9
Four +	2480	63.9	145	44.2	219	67.6	2116	65.6
Household Type:								
House	6347	61.1	437	49.9	545	63.4	5365	62.0
Apartment	1170	65.4	78	55.7	100	69.0	992	65.9
Other (Including Apartment)	1323	65.0	94	55.6	117	69.2	1112	65.6

Leave-Behind Completion Rates

	Sample B	
	A: Oct. 06/Sept. 07	
	#	%
Total Completed Leave-Behind	7682	61.7
Sex:		
Male	3360	58.6
Female	4322	64.4
Age:		
12 To 17 Years	787	78.2
18 To 24 Years	641	66.3
25 To 34 Years	968	62.7
35 To 49 Years	2016	60.4
50 To 64 Years	1959	61.5
65 Years And Over	1311	54.4
Region:		
Atlantic	539	75.6
Quebec	2158	58.0
Ontario	2840	64.6
Manitoba/Saskatchewan	476	69.0
Alberta	651	56.2
British Columbia	1018	57.4
Toronto	1390	67.0
Montreal	1394	54.4
Vancouver	655	56.8
Language:		
English Canada	5873	62.2
French Canada	1809	60.2
Community Size:		
Under 100M	2011	62.6
100M To 999.9M	2232	64.8
1MM And Over	3439	59.4
Education:		
Graduated University	1812	56.6
Some University	1717	63.8
Graduated College	767	66.4
Graduated High School	1712	62.1
Grade School Or Less	1674	63.3

...Cont'd

Leave-Behind Completion Rates
(Continued)

	Sample B	
	A: Oct. 06/Sept. 07	
	#	%
Household Income:		
\$100,000 And Over	1997	57.7
\$75,000 And Over	3107	59.3
\$50,000 And Over	4839	60.7
\$35,000 And Over	5965	60.8
\$25,000 And Over	6736	61.4
Less Than \$25,000	946	64.2
Occupation:		
Professional	432	54.3
Senior Managers/Owners	205	45.6
Other Managers	821	57.5
Technical/Sales/Teach./Other WC	902	61.1
Clerical/Secretarial	769	68.4
Skilled Service/Labour	574	58.9
Unskilled Service/Labour	726	66.4
Primary Industry Workers	47	53.4
Other	3206	63.9
Marital Status:		
Married	4379	60.2
Other	3287	64.1
Principal Wage Earner	4571	58.5
Principal Shopper	5163	60.8
Household Size:		
One	1267	57.6
Two	2667	61.1
Three	1377	63.8
Four +	2371	63.6
Household Type:		
House	6319	61.2
Apartment	1200	64.7
Other (Including Apartment)	1346	64.6