

APPENDIX E:

VERIFICATION

Validation of PMB 2008 was undertaken by TNS Canadian Facts and by independent staff, hired and paid by PMB.

A. TNS CANADIAN FACTS

The validation of interviewing by TNS Canadian Facts took place immediately after conduct of fieldwork, just prior to PMB's independent review. Field supervisors were required to verify at least one interview from each assigned location. The purpose at this level was to establish that correct interviewing procedures were being followed in terms of the appropriate respondent and proper use of screening and magazine exhibits. This facilitated correction of problem interviewers and recovery of incorrectly administered interviews usually within a few days after conduct of the initial work.

Upon receipt of each assignment at TNS Canadian Facts' head office in Toronto, further reviews were carried out by senior field staff. A minimum of 1 in 20 interviews was verified from each interviewer's work. This verification was usually completed during the week field materials arrived in the office, again facilitating quick response to any suspected problems.

B. PMB INDEPENDENT ASSESSMENT

PMB's independent verification was the responsibility of the Technical Director who hired and trained bilingual staff to carry out telephone verification from TNS Canadian Facts' central location telephone facility in Toronto. The purpose of this evaluation was to ensure that the interview had been conducted properly at the specified household with the appropriate person. The type of house was verified, interview length along with the interviewer manner and correct application of interview exhibits.

The PMB verification was conducted as soon as possible after return of the field materials to Toronto. Problems were reviewed, and remedial action taken where necessary, generally within one or two weeks of the original field dates.

C. APPARENT INCONSISTENCIES

In all cases where one or more apparent errors existed, the complete assignment was reviewed. This also applied to situations where telephone numbers were missing, incorrect, or out-of-service.

Problem locations were then returned to the field suppliers' field staff for follow-up work. Where respondents could not be reached by phone, visits back to the location were required to verify fieldwork. Apart from investigating the particular location questioned, all assignments worked by a suspect interviewer were reviewed and additional verification conducted. A detailed field verification report was subsequently presented to the PMB Technical Director.

In total, PMB noted 67 DAs where potential problems existed. These cases were classified as follows:

	Number Of Suspected Problems PMB 2008	
	Oct. 05/Sept. 06	Oct. 06/Sept. 07
	(39) #	(32) #
Impossible To Verify:		
Telephone Number Not In Service	2	4
Other Reason—Moved, Irregular Hours, Language	—	1
No Answer	—	—
Major Problems:		
No Such Person At Number/No Such Telephone Number	19	8
Did Not Recall Interview	18	19
Not Resolved	14	11

D. RESULTS OF REVIEW BY TNS CANADIAN FACTS

During the final verification either on location when possible, or by phone, (26 in Sample A and 20 in Sample B), 46 of the potentially suspect interviews were validated. In those cases where telephone contact could not be made (either because there was no telephone number or the number was incorrectly recorded), a letter was mailed. The letter covered the basic questions in the telephone verification. In cases where informants had moved or refused further contact, the weight of evidence from other PMB work conducted by a suspect interviewer was taken into account.

Of the remaining 25 cases, (14 from Sample A and 11 from Sample B) in 6 instances additional monitoring of an interviewer's work beyond the standard verification was carried out, but in all cases work was found to be satisfactory; and in the remaining 19 cases the weight of evidence supported the conclusion that no further action was required.

As a result of TNS Canadian Facts' and PMB's efforts, it is estimated that over 30% of all interviews were verified. When calculated, the highest percentage of errors possible is $25/24,915$ (TOTAL INTERVIEWS) = 0.10%. If we extrapolate to the total sample, the error rate would be $83/24,915 = 0.33\%$.