

APPENDIX D: COMPLETION RATES

A. MAIN INTERVIEW

A total of 24,887 interviews was completed. Based on total contacts 37,704, a response rate of 66.0% was achieved.

On a fixed cluster sample of this type where substitutions at any level are not permitted, a 66% 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. 06 To Sept. 07 (18,742)	Sample B Oct. 07 To Sept. 08 (18,962)
Results Of Calls:		
Refused (At All)	10.5	11.0
Refused (Listing)	6.1	5.8
Further Attempts Made: Remained Incomplete	1.4	1.0
No One At Home After Designated Calls	10.7	12.6
Selected Respondent Not Available	4.7	5.7
Language Barrier	0.2	0.2
Broke Off	*	*
Completed Interviews	66.4	65.6

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

D-1 Response Rates By Strata: Cities (Sample A: 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-1 (Continued) Response Rates By Strata: Cities (Sample A: 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-2 Response Rates By Strata: Communities Balance 100M + (Sample A: 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-2 (Continued) Response Rates By Strata: Communities Balance 100M + (Sample A: 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-3 Response Rates By Strata: Communities 30M To 99.9M (Sample A: 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-4 Response Rates By Strata: Communities Balance 10M To 29.9M (Sample A: 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-5 Response Rates By Strata: Communities 1M To 9.9M (Sample A: 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-6 Response Rates By Strata: Communities Under 1M (Sample A: 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

D-7 Response Rates By Strata: Cities (Sample B: October 2007/September 2008)

	Na- tional Total (18962) # / %	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
		(1375)	(88)	(1155)	(836)	(616)	(231)	(253)	(781)	(2156)	(297)	(550)	(1276)	(270)	(54)	(90)	(153)	(407)	(11)	(407)	(198)
Results Of Calls:																					
Refused (At All)	1728 11.0	83 6.0	1 1.1	69 6.0	67 8.0	51 8.3	23 10.0	24 9.5	62 7.9	281 13.0	35 11.8	55 0.0	134 10.5	32 11.9	7 13.0	15 16.7	29 19.0	56 13.8	2 18.2	70 17.2	27 13.6
Refused (Listing)	1097 5.8	118 8.6	3 3.4	85 7.4	48 5.7	50 8.1	22 9.5	15 6.0	51 6.5	157 7.3	17 5.7	37 6.7	74 5.8	26 9.6	3 5.6	8 8.9	10 6.5	16 3.9	0 0	19 4.7	9 4.5
Further Attempts Made But Remained Incomplete	187 1.0	21 1.5	1 1.1	11 1.0	16 1.9	4 0.6	2 0.9	2 0.8	9 1.2	24 1.1	3 1.0	5 0.9	11 0.9	2 0.7	0 0	0 0	0 0	22 5.4	0 0	19 4.7	7 3.5
No One At Home After Designated Calls	2395 12.6	248 18.0	14 15.9	192 16.6	94 11.2	111 18.0	24 10.4	47 18.6	108 13.8	325 15.1	27 9.0	101 18.4	168 13.2	24 8.9	9 16.7	7 7.8	19 12.4	43 10.6	1 9.1	43 10.6	15 7.6
Selected Respondent Not Available	1080 5.7	122 8.9	6 6.8	89 7.7	51 6.1	37 6.0	13 5.6	5 2.0	48 6.1	140 6.5	17 5.7	31 5.6	60 4.7	15 5.6	7 13.0	6 6.7	4 2.6	19 4.7	0 0	20 4.9	5 2.5
Language Barrier	30 0.2	2 0.1	0 0	5 0.4	3 0.4	7 1.1	0 0	0 0	5 0.6	1 *	0 0	1 0.2	2 0.2	0 0	0 0	0 0	0 0	0 0	0 0	2 0.5	0 0
Broke Off	7 *	1 0.1	0 0	0 0	0 0	0 0	0 0	1 0.4	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
Completed Interviews	12438 65.6	780 56.7	63 71.6	704 61.0	557 66.6	356 57.8	147 63.6	159 62.8	497 63.6	1228 57.0	198 66.7	320 58.2	827 64.8	171 63.3	28 51.9	54 60.0	91 59.5	251 61.7	8 72.7	234 57.5	135 68.2

* Less than 0.5%.

D-7 (Continued) Response Rates By Strata: Cities (Sample B: October 2007/September 2008)

	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)	3	0	1	1	17	6	2	12	43	1	15	9	14	5	4	16
	1.9	0	4.5	0.6	12.1	10.0	10.0	7.1	13.0	10.0	8.3	5.6	7.4	8.3	10.0	8.4
Refused (Listing)	14	4	1	13	11	4	1	7	7	0	3	3	12	7	2	10
	9.1	7.3	4.5	8.4	7.9	6.7	5.0	4.1	2.1	0	1.7	1.9	6.3	11.7	5.0	5.3
Further Attempts Made But Remained Incomplete	0	0	0	0	6	1	1	8	0	0	1	1	1	0	0	3
	0	0	0	0	4.3	1.7	5.0	4.7	0	0	0.6	0.6	0.5	0	0	1.6
No One At Home After Designated Calls	30	13	3	22	9	4	0	19	54	2	27	14	27	4	4	29
	19.5	23.6	13.6	14.3	6.4	6.7	0	11.2	16.4	20.0	15.0	8.8	14.2	6.7	10.0	15.3
Selected Respondent Not Available	17	7	1	19	8	3	2	11	23	0	11	7	11	0	4	11
	11.0	12.7	4.5	12.3	5.7	5.0	10.0	6.5	7.0	0	6.1	4.4	5.8	0	10.0	5.8
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	90	31	16	99	89	42	14	113	203	7	123	126	125	44	26	121
	58.4	56.4	72.7	64.3	63.6	70.0	70.0	66.5	61.5	70.0	68.3	78.8	65.8	73.3	65.0	63.7

D-8 Response Rates By Strata: Communities Balance 100M + (Sample B: October 2007/September 2008)

	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)	(30)	(9)	(0)	(36)	(45)	(9)	(27)	(135)
Results Of Calls:																
Refused (At All)	5	3	1	8	14	6	3	18	3	0	0	1	7	1	3	14
	27.8	33.3	11.1	17.8	19.4	66.7	16.7	20.0	10.0	0	0	2.8	15.6	11.1	11.1	10.4
Refused (Listing)	1	0	1	10	3	0	3	0	0	0	0	1	4	2	3	4
	5.6	0	11.1	22.2	4.2	0	16.7	0	0	0	0	2.8	8.9	22.2	11.1	3.0
Further Attempts Made But Remained Incomplete	0	0	0	0	0	0	0	1	0	0	0	0	0	0	0	0
	0	0	0	0	0	0	0	1.1	0	0	0	0	0	0	0	0
No One At Home After Designated Calls	2	0	0	2	17	0	3	9	4	1	0	2	4	1	1	17
	11.1	0	0	4.4	23.6	0	16.7	10.0	13.3	11.1	0	5.6	8.9	11.1	3.7	12.6
Selected Respondent Not Available	0	1	0	2	4	0	3	2	0	0	0	0	5	0	0	11
	0	11.1	0	4.4	5.6	0	16.7	2.2	0	0	0	0	11.1	0	0	8.1
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	5	7	23	34	3	6	60	23	8	0	32	25	5	20	89
	55.6	55.6	77.8	51.1	47.2	33.3	33.3	66.7	76.7	88.9	0	88.9	55.6	55.6	74.1	65.9

D-8 (Continued) Response Rates By Strata: Communities Balance 100M + (Sample B: October 2007/September 2008)

	Ontario				Saskatchewan				British Columbia			
	High		Low		High		Low		High		Low	
	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0	Q1	0
	(317)	(283)	(31)	(379)	(90)	(30)	(10)	(100)	(40)	(40)	(20)	(70)
Results Of Calls:												
Refused (At All)	26 8.2	32 11.3	0 0	42 11.1	10 11.1	1 3.3	1 10.0	6 6.0	2 5.0	1 2.5	1 5.0	4 5.7
Refused (Listing)	27 8.5	24 8.5	2 6.5	12 3.2	3 3.3	3 10.0	0 0	3 3.0	7 17.5	5 12.5	0 0	6 8.6
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	1 0.3	0 0	0 0	2 20.0	0 0	0 0	0 0	0 0	0 0
No One At Home After Designated Calls	46 14.5	36 12.7	6 19.4	56 14.8	15 16.7	4 13.3	0 0	21 21.0	6 15.0	3 7.5	2 10.0	7 10.0
Selected Respondent Not Available	34 10.7	23 8.1	2 6.5	26 6.9	3 3.3	2 6.7	0 0	1 1.0	4 10.0	2 5.0	2 10.0	1 1.4
Language Barrier	0 0	0 0	0 0	2 0.5	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	184 58.0	168 59.4	21 67.7	239 63.1	59 65.6	20 66.7	7 70.0	69 69.0	21 52.5	29 72.5	15 75.0	52 74.3

D-9 Response Rates By Strata: Communities 30M To 99.9M (Sample B: October 2007/September 2008)

	Nfld./ P.E.I.		N.S./ N.B.		Quebec		Ontario		Man.	Sask.	Alberta		British Columbia		
	Q1	0	Q1	0	Q1	0	Q1	0	0	0	Q1	0	Q1	0	
	(9)	(18)	(27)	(36)	(27)	(189)	(18)	(387)	(18)	(27)	(18)	(108)	(9)	(297)	
Results Of Calls:															
Refused (At All)	0	0	0	3	0	4	7	0	18	1	1	2	14	0	30
	0	0	0	8.3	0	14.8	3.7	0	4.7	5.6	3.7	11.1	13.0	0	10.1
Refused (Listing)	0	0	0	1	0	2	3	0	6	0	2	1	5	0	10
	0	0	0	2.8	0	7.4	1.6	0	1.6	0	7.4	5.6	4.6	0	3.4
Further Attempts Made But Remained Incomplete	0	0	0	0	0	0	0	0	0	0	0	0	0	0	2
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0.7
No One At Home After Designated Calls	0	1	0	2	0	0	20	1	20	6	2	2	4	0	28
	0	5.6	0	5.6	0	0	10.6	5.6	5.2	33.3	7.4	11.1	3.7	0	9.4
Selected Respondent Not Available	0	0	0	1	0	1	4	4	13	0	0	0	3	0	15
	0	0	0	2.8	0	3.7	2.1	22.2	3.4	0	0	0	2.8	0	5.0
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	0	0	0
	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0
Completed Interviews	9	17	27	29	27	20	155	13	330	11	22	13	82	9	212
	100.0	94.4	100.0	80.6	100.0	74.1	82.0	72.2	85.3	61.1	81.5	72.2	75.9	100.0	71.4

D-10 Response Rates By Strata: Communities Balance 10M To 29.9M (Sample B: October 2007/September 2008)

	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)	(9)	(27)	(9)	(36)	(0)	(108)	
Results Of Calls:														
Refused (At All)	1 3.7	0 0	8 29.6	0 0	5 7.9	0 0	3 3.3	0 0	4 14.8	1 11.1	1 2.8	0 0	11 10.2	
Refused (Listing)	2 7.4	0 0	2 7.4	0 0	2 3.2	0 0	3 3.3	1 11.1	1 3.7	0 0	3 8.3	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	0 0	
No One At Home After Designated Calls	1 3.7	0 0	0 0	0 0	7 11.1	0 0	8 8.9	1 11.1	3 11.1	0 0	5 13.9	0 0	4 3.7	
Selected Respondent Not Available	1 3.7	0 0	0 0	0 0	5 7.9	0 0	2 2.2	1 11.1	0 0	0 0	2 5.6	0 0	3 2.8	
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	22 81.5	9 100.0	17 63.0	0 0	44 69.8	0 0	74 82.2	6 66.7	19 70.4	8 88.9	25 69.4	0 0	88 81.5	

D-11 Response Rates By Strata: Communities 1M To 9.9M (Sample B: October 2007/September 2008)

	Nfld./ P.E.I. (32)	Nova Scotia (32)	New Brunswick (32)	Quebec (168)	Ontario (232)	Manitoba (48)	Sask. (48)	Alberta (144)	British Columbia (128)
Results Of Calls:									
Refused (At All)	1 3.1	2 6.3	0 0	14 8.3	14 6.0	7 14.6	3 6.3	13 9.0	16 12.5
Refused (Listing)	0 0	1 3.1	0 0	1 0.6	1 0.4	3 6.3	6 12.5	5 3.5	2 1.6
Further Attempts Made But Remained Incomplete	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
No One At Home After Designated Calls	3 9.4	2 6.3	0 0	13 7.7	14 6.0	3 6.3	7 14.6	7 4.9	13 10.2
Selected Respondent Not Available	4 12.5	3 9.4	0 0	5 3.0	9 3.9	2 4.2	0 0	3 2.1	4 3.1
Language Barrier	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0	0 0
Broke Off	1 3.1	0 0	0 0	1 0.6	0 0	0 0	0 0	0 0	0 0
Completed Interviews	23 71.9	24 75.0	32 100.0	134 79.8	194 83.6	33 68.8	32 66.7	116 80.6	93 72.7

D-12 Response Rates By Strata: Communities Under 1M (Sample B: October 2007/September 2008)

	Nfld. (56)	P.E.I. (16)	Nova Scotia (96)	New Brunswick (104)	Quebec (264)	Ontario (352)	Manitoba (64)	Sask. (96)	Alberta (160)	British Columbia (160)
Results Of Calls:										
Refused (At All)	4 7.1	0 0	4 4.2	0 0	10 3.8	14 4.0	2 3.1	0 0	6 3.8	19 11.9
Refused (Listing)	0 0	0 0	6 6.3	8 7.7	8 3.0	6 1.7	1 1.6	2 2.1	6 3.8	4 2.5
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	1 1.8	0 0	3 3.1	0 0	15 5.7	24 6.8	2 3.1	8 8.3	10 6.3	9 5.6
Selected Respondent Not Available	2 3.6	0 0	1 1.0	0 0	14 5.3	10 2.8	1 1.6	0 0	2 1.3	7 4.4
Language Barrier	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	1 0.3	0 0	0 0	0 0	0 0
Completed Interviews	49 87.5	16 100.0	82 85.4	96 92.3	217 82.2	297 84.4	58 90.6	86 89.6	136 85.0	121 75.6

B. LEAVE-BEHIND QUESTIONNAIRE

A total of 14,485 self-completed questionnaires, 6242 from males and 8243 from females was collected during the fieldwork for PMB 2009. Based on a total of 24,887 completions, a response rate of 58.2% 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.

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

Leave-Behind Completion Rates

	Sample A	
	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

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Leave-Behind Completion Rates
(Continued)

	Sample A	
	A: Oct. 06/Sept. 07	
	#	%
Household Income:		
\$100,000 And Over	1999	57,8
\$75,000 And Over	3104	59,3
\$50,000 And Over	4834	60,7
\$35,000 And Over	5965	60,8
\$25,000 And Over	6737	61,4
Less Than \$25,000	945	64,1
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

Leave-Behind Completion Rates

	Sample B	
	A: Oct. 07/Sept. 08	
	#	%
Total Completed Leave-Behind	6803	54.7
Sex:		
Male	2882	50.9
Female	3921	57.9
Age:		
12 To 17 Years	684	71.6
18 To 24 Years	566	59.7
25 To 34 Years	882	56.2
35 To 49 Years	1742	51.9
50 To 64 Years	1708	54.9
65 Years And Over	1221	48.9
Region:		
Atlantic	463	67.1
Quebec	1951	52.3
Ontario	2550	58.1
Manitoba/Saskatchewan	434	63.8
Alberta	516	44.7
British Columbia	889	49.4
Toronto	1306	62.1
Montreal	1266	49.2
Vancouver	571	49.3
Language:		
English Canada	5137	54.6
French Canada	1666	55.1
Community Size:		
Under 100M	1823	58.3
100M To 999.9M	1837	52.9
1MM And Over	3143	53.9
Education:		
Graduated University	1651	50.4
Some University	1543	55.5
Graduated College	659	57.4
Graduated High School	1579	56.3
Grade School Or Less	1371	56.4

...Cont'd

Leave-Behind Completion Rates
(Continued)

	Sample B	
	A: Oct. 07/Sept. 08	
	#	%
Household Income:		
\$100,000 And Over	1859	50.8
\$75,000 And Over	2855	51.7
\$50,000 And Over	4421	53.4
\$35,000 And Over	5469	54.1
\$25,000 And Over	6108	54.4
Less Than \$25,000	695	57.5
Occupation:		
Professional	400	45.9
Senior Managers/Owners	226	40.6
Other Managers	811	51.4
Technical/Sales/Teach./Other WC	728	53.8
Clerical/Secretarial	679	63.9
Skilled Service/Labour	493	52.3
Unskilled Service/Labour	590	59.0
Primary Industry Workers	38	44.2
Other	2838	56.9
Marital Status:		
Married	3893	52.6
Other	2901	57.9
Principal Wage Earner	4007	51.1
Principal Shopper	4509	53.8
Household Size:		
One	1074	51.1
Two	2419	54.6
Three	1178	54.1
Four +	2132	57.2
Household Type:		
House	5643	53.4
Apartment	978	62.7
Other (Including Apartment)	1145	62.4