# THE 1988 NATIONAL ELECTION STUDY TECHNICAL DOCUMENTATION 

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All research based upon these data must include an acknowledgement such as the following:
"Data from the 1988 Canadian National Election Study, which was funded by the Social Sciences and Humanities Research Council of Canada (Grant \#411-88-0030). The data were collected by the Institute for Social Research, York University for Richard Johnston, André Blais, Henry E. Brady and Jean Crête. The investigators, SSHRCC and the Institute for Social Research bear no responsibility for the analyses and interpretations presented here."

In order to provide the Social Sciences and Humanities Research Council of Canada with information regarding use of these data, researchers are requested to forward a copy of any publications or scholarly papers to the Director, Institute for Social Research, York University, 4700 Keele Street, North York, Ontario M3J 1P3.

Data acquired from the Institute for Social Research may not be redisseminated outside the recipient institution.

Further information about the implementation of the 1988 Canadian National Election Study at the Institute for Social Research, York University can be obtained by contacting David Bates (Sampling), John Tibert (CATI), Tammy Chi (data collection), Anne Oram (data dissemination) and David Northrup (project management).
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### 1.1 Introduction

The 1988 Canadian National Election Survey was completed at the Institute for Social Research at York University. The survey included three waves:

1, a Campaign Period Survey with a representative sample of 3,609 Canadians;
2, a Post Election Survey with 2,922 of the Campaign Period Survey respondents; and
3, a Mailback Survey with 2,115 of the Post Election Survey respondents.

All interviewing was completed in English or French from ISR's centralized telephone facilities using Computer Assisted Telephone Interviewing (CATI) techniques. The Institute uses software from the Computer-Assisted Survey Methods Program at the University of California, Berkeley.

### 1.2 The Campaign Period Survey

Random digit dialing procedures were utilized to select the telephone numbers included in the Campaign Period Survey (CPS) sample. The sample was released as a rolling cross section. Each day of the campaign a sample of telephone numbers, representative of the Canadian population, was released. On average 77 interviews were completed per day in the 47 days prior to the November 21 st election for a total of 3,609 interviews.

The questionnaire averaged 38 minutes and included items on election interest and media, voting intentions and party identification, personal, provincial and national economic conditions, ratings of leaders, parties and candidates, government performance, policy and campaign issues, candidate and constituency identification, and a battery of socio-demographic items. ${ }^{1}$

Experiments in question wording were incorporated into the CPS. The survey instrument included different versions of questions about Free Trade, Meech Lake, abortion, the government's intention to purchase nuclear powered submarines, etc. The extent of CATI manipulations included in the questionnaire are documented in section 4.2 below.
${ }^{1}$ The questionnaires (in English and French) are available in both CATI format and in a modified format. The CATI format makes it easier to determine the exact scope of experiments included in the CPS. The modified version of the survey is designed to facilitate a general understanding of the questionnaire format to the non-CATI user. Both English and French versions of the questionnaire are available from ISR. Contact the data archive at ISR for additional information.

CATI was also used to incorporate a number of question order experiments in the CPS. For example, respondents were asked the "vote intention" items either very early on in the interview, before items on "party identification" or near the end of the interview prior to the sociodemographic items. Randomization of order was also used in the rating of leaders, parties, and candidates and for other questions.

### 1.3 The Post Election Survey

All respondents to the $C P S$ were called again after the election and 2,922 of them completed the Post Election Survey (PES). Two thirds of the PES interviews were completed within 30 days of the election. The Christmas season made it necessary to complete the final third of the interviews in January, 1989.

The PES questionnaire averaged 27 minutes in length. Some of the items asked in the CPS were asked again in the PES. Most of the items on election interest and media, party identification, ratings of leaders, parties and candidates, constituency identification, and some of the items on policy and campaign issues were asked a second time on the PES. The PES also included items on voting behaviour, campaign activities, groups in Canadian society and a special battery on free trade.

### 1.4 The Mailback Survey

At the end of the PES respondents were asked to participate in a mail survey. Approximately 80 percent of the respondents to the PES provided an address and almost 75 percent of these respondents returned a completed questionnaires for a final sample of 2,115 .

As a general rule, questionnaires were sent to respondents within a week of their completion of the PES. The mail survey included 97 items. Issues explored included: fiscal priorities, the economy, policy issues, changes to Canadian society, political efficacy, societal goals, capitalist values, rights and liberties, and conceptions of community.

A small proportion of the mail questionnaires returned were deemed to have been completed by someone other than the respondent to the CPS on the basis of respondent variation in reporting gender and age. A variable has been added to the data set to identify these returns (see section 2.8 below).

### 2.1 Introduction

The sample for the study was designed to represent the adult population (18 years of age or older) who reside in one of the ten Canadian provinces and who are Canadian citizens, speak one of the official languages (English or French), and reside in private homes (residents of old age homes, group homes, educational and penal institutions were excluded). Because the mode of data collection for the survey was telephone, the 1.8 percent of Canadian households without a telephone are eliminated from the sample population (Statistics Canada: Catalogue 56-203, Ottawa, 1985).

### 2.2 Selection of Households

A two stage probability selection process was utilized to select respondents for the survey. The first stage is the random selection of households by randomly selecting residential telephone numbers. A complete listing of all residential telephone numbers in Canada is the appropriate sampling frame for the survey. Unfortunately such a listing does not exist.

Telephone books are not an acceptable surrogate. Unlisted numbers (not published in the telephone book by the owner's choice) and numbers for people who have recently moved are not included. People who do not have their name in the telephone book are not a random subset of the population (Tremblay, 1982). Sampling from telephone books would systematically exclude these people from the sample.

Use of random digit dialing (RDD) for selecting telephone numbers gives all households, not just those listed in telephone directories, an equal and known probability of selection. All telephone numbers in Canada consist of a three digit area code, a three digit central office code (the first three digits of the seven digit telephone number), and a suffix (the last four digits of a telephone number). It is possible to determine area codes, central office codes and suffixes that are in use by referring to telephone and city directories. With this knowledge, it is possible to construct a listing of all possible numbers in Canada. A computer is then used to generate a random sample of telephone numbers from this listing.

Because this sample will include numbers that are nonresidential or not in service and because an interview will not be completed in every household that is selected for the study (some households will refuse to be interviewed and some households will not contain an eligible respondent) the sample selected must be in excess of the desired number of completions. Based on information from Statistics Canada and previous work completed at ISR a projection of the required sample size can be calculated.

Given the target number of 3,600 completed interviews it was necessary to draw a sample of approximately 12,300 telephone numbers. This number was calculated as follows: $12,300 \mathrm{x} .50$ [proportion of numbers predicted to be eligible households] x . 59 [proportion of households willing to participate] = 3, 628.

### 2.3 Selection of Respondent

The second stage of sample selection was random selection of an adult household member as the respondent. This stage of sample selection was completed by selecting the household member, 18 years of age or older, who had the most recent birthday and was a Canadian citizen. (A discussion of the use of the most recent birthday method of selecting respondents can be found in O'Rourke and Blair, 1983.)

### 2.4 Provincial Sample Distribution and the Language Over Sample

The initial sample design called for 3,500 completed interviews. ${ }^{2}$ Minimal sample sizes were established for each province (100 for the Atlantic Provinces, 200 for Manitoba and Saskatchewan, 400 for the other Western Provinces and 800 for Ontario and Quebec).

To facilitate analysis of French speakers in New Brunswick and Ontario, and English speakers in Quebec, the sample design included a "language over sample" of 300 completions evenly divided among the three provinces. In New Brunswick and Ontario interviewers called the additional sample numbers, and requested in French, that the household participate in the study. Interviews were conducted only in households with French speakers. In Quebec the over sample interviews were conducted only with English speakers.

Unlike the sample for the "main" study, the "over" sample telephone numbers were not randomly generated from all possible numbers. Exchanges in New Brunswick and Ontario that were known to have higher proportions of French speakers (north and eastern New Brunswick and north and eastern Ontario) and exchanges in Quebec known to have higher proportions of English speakers (mainly the west end of Montreal) were the only exchanges used to generate the over sample.

The distribution of the sample among the Canadian provinces, taking into account the allocation of the additional 300 "over" sample interviews is presented in Table 2.1.
${ }^{2}$ Once the study had started there was a change in the design of the rolling cross section. In the original sample design new sample was not to be released during the last two days of the campaign. This design was changed and, as a result, the total number of completed interviews required was increased by 100 to 3,600 .

TABLE 2.1 PROVINCIAL DISTRIBUTION OF COMPLETED INTERVIEWS IN ORIGINAL SAMPLE DESIGN

|  |  |  |
| :--- | :---: | ---: |
| Province | Number | Percent |
|  |  |  |
| Newfoundland | 100 | 2.9 |
| P.E.I. | 100 | 2.9 |
| Nova Scotia | 100 | 2.9 |
| New Brunswick | 200 | 25.7 |
| Quebec | 900 | 25.7 |
| Ontario | 900 | 5.7 |
| Manitoba | 200 | 5.7 |
| Saskatchewan | 200 | 11.7 |
| Alberta | 400 | 11.7 |
| British Columbia | 400 | 100.0 |
| TOTAL | 3,500 |  |


#### Abstract

2.5 Daily Sample Distribution: The "Rolling Cross Section"

Interviewing a cross section of Canadians each day made it possible to determine how attitudes about leaders, parties and candidates changed during this time period and to determine the impact of campaign events on the election. ${ }^{3}$

The sample generated for the CPS was divided randomly into 47 equal "replicates", representing the 47 days, during which the survey was conducted. At the beginning of each day the new replicate for that day was released. Each replicate remained active for 9 to 12 days except those released in the last nine days of the campaign (i.e., the replicate released three days before the last day of the campaign could only be called on those three days). Calling sample numbers over a 9 to 12 day period insured that some of the interviews completed each day were with "hard to reach" respondents. Research has shown that "hard to reach" respondents, those interviewed only after several telephone calls have been made, may be different than "easy to reach" respondents (Sebold, 1988; Wilcox, 1977; Hawkins, 1975; and Dunkelberg and Day, 1973).

Decisions on the length of time each replicate remained active for data


${ }^{3}$ The first sample release was on the fourth day of the campaign, October 4th. No sample was released and no interviewing was completed on Thanksgiving Day, October 10th.
collection were made on an ongoing basis throughout the study. In general, replicates estimated to generate more than 77 completions (based on the results at the end of each day) remained active for less than 12 days and replicates estimated to generate fewer than 77 completions remained active for the entire 12 day period.

Adjustments to the length of time that replicates remained active were determined in conjunction with the number of telephone numbers in each replicate. Within each replicate the sample was further subdivided into 30 "sample codes". Each sample code, like each replicate, was a random sample of all possible telephone numbers in Canada. Once the data collection was completed for the first few replicates, adjustments were made in the number of sample codes released within each replicate. The decision on the number of sample codes released in a replicate was always made before the replicate was released.

The "replicate" and "sample code" for each completion is part of the data record.

### 2.6 Weighting Description for Campaign Period Survey

Weights, designed to adjust for unequal probabilities of selection within households, the language over sample and the disproportionate sample allocation among the provinces, have been attached to the data set.

The probability of an adult member of the household being selected for an interview varies inversely with the number of people living in that household (in a single adult household there is a 100 percent chance of selection and in a three adult household there is only a 33 percent chance of selection). As a result, it is possible that the data are biased as one person households are over represented in the sample. To compensate for the unequal probabilities of selection, one adult households are given a weight of one, two adult households are given a weight of two, three adult households a weight of three etc. There are seven weights attached to this data set (WT1, WT2, etc.). ALL of these weights include a correction factor for uneven probability of respondent selection. Of course, the option of using weights is left to the discretion of the user. A brief summary of each weight follows.

WT1: National Weight Including Over Sample, adjusts for unequal probability of selection at the household level, includes over sample completions and corrects for disproportionate distribution among the Provinces

WT2: Province Weight Including Over Sample, adjusts for unequal probability of selection at the household level, includes over sample completions

WT3: Atlantic Weight Including Over Sample, adjusts for unequal probability of selection at the household level, includes only completions from the Atlantic Provinces

WT4: Prairie Weight, adjusts for unequal probability of selection at the household level, includes only completions from the Prairie Provinces,

WT5: National Weight, adjusts for unequal probability of selection at the household level and corrects for disproportionate distribution among the Provinces

WT6: Province Weight adjusts for unequal probability of selection at the household level

WT7: Atlantic Weight, adjusts for unequal probability of selection at the household level, includes only completions from the Atlantic Provinces

All of the weights include an adjustment and, as a result, the number of cases in the dataset remains constant $(3,609)$ even when different weights are utilized.

The disproportionate allocation of the sample among the provinces is adjusted for in WT1 and WT5. When WT1 or WT5 are invoked the user will produce a data set where the distribution of cases among the provinces approximates the national population distribution. Either WT1 or WT5 should be used when national estimates are desired. The data set created with WT1 includes the over sample completions and that created with WT5 excludes these completions.

Using WT2 and WT6 produces a dataset with a sample distribution among the provinces that does not correct for the disproportionate number of completion in the smaller provinces. Either WT2 or WT6 should be used when provincial comparisons are required. WT2 includes the language oversample, WT6 does not.

WT4 should be used when the user is investigating response from the Prairie Provinces and WT7 when the Atlantic Provinces are the area of investigation.

### 2.7 Post Election and Mail Survey Samples

At the end of the CPS the interviewer thanked the respondent for their time and said they hoped to have the chance to talk again after the election. After the interviewer hung up the telephone CATI presented them with a screen showing the respondent's name (or sometimes an initial or other identifier), gender and date of birth. The interviewer transcribed this information to the "cover sheet" (side one listed a record of all call attempts on the CPS and side two listed the same for the PES). This information was used by interviewers to insure they reached the correct person when they called to complete the PES.

The cover sheets for the 3,609 completions were randomized so there was no relationship between the completion date of the $C P S$ and the first call attempt to complete the PES. Over 80 percent $(2,922)$ of the respondents to the CPS completed the PES.

At the end of the post election interview respondents were asked to participate in a mail survey. Ninety percent of the respondents who completed the PES provided a mailing address. These 2,635 people (. $90 \times 2,922$ ) were the sample for the mail survey.

### 2.8 Linking Respondents to the Three Surveys

Although efforts were made to insure that the same person completed all three survey waves, an inspection of the data suggests this was not always the case. The possibility of getting data from the wrong person was highest in the mail survey. Although the mail questionnaire was addressed to the respondent, there was of course no guarantee that he or she would be the person who completed the questionnaire. More surprisingly, but less frequently, there is evidence to suggest that a different person was interviewed in the second telephone survey. This possibility results from interviewer error (the interviewer did not insist on interviewing the correct person, the father and son had the same name and the interviewer forgot to check the year of birth, etc.) or from respondent error (the respondent insisted that it was their spouse who completed the CPS, the person who answers the telephone wants to "have their turn" and insist that they are the correct respondent, etc.).

Items common to all survey waves were used to create a variable that identifies situations where the data from all three surveys seems to have been obtained from two different respondents. Gender and year of birth were included in all three waves of the study. If the gender variable was not the same for all three surveys, or if age varied by more than two years the case was identified as being a "not a good link" case. The variable "LINK" has five values:

1, campaign completion only,
2, only campaign and post election completed: GOOD link, 3, only campaign and post election completed: NOT a good link, 4, campaign, post election and mail completed: GOOD link, 5, campaign, post election and mail completed: NOT a good link. ${ }^{4}$

Values "3" and "5" accounted for 2.7 percent of the 3,609 cases. More conservative or liberal interpretations of the linkage can be completed by the user. The responses to the two items used in each wave of the survey to create the link variable are included in the data set (N1, RSEX, XN1, XRSEX, YRBIRTH and ZRSEX). Users who plan to conduct analysis that includes information from more than one survey should consider deleting the "not a good link" cases (values 3 and 5 of the variable "LINK") before they conduct their analysis.

4 The value labels included in the data set are more abbreviated.

### 3.1 Introduction

A brief description of the data collection procedures is outlined in this section of the technical documentation. Response rates for each of the three survey components and the prescreening of the sample are also reviewed.

### 3.2 Data Collection Procedures: Campaign Period Survey

To reduce the amount of unproductive calling required once data collection started, the sample was prescreened. As the start of the campaign could not be predicted, prescreening was completed in July, 1988, approximately two months before the election was called. Over 3,710 nonresidential numbers and not in service numbers were eliminated during the prescreening (from a total sample of 16,002 telephone numbers).

Typically, in surveys conducted at $I S R$, telephone numbers remain active for at least a three week (21 day) period. However, the logistics of maintaining the rolling cross section made it difficult to have numbers active for more than 12 days. In order to maximize the number of completions from each replicate the call schedule was designed to allow for 15 calls when a replicate was available for the maximum 12 day period. The call schedule for numbers that were never answered was as follows: for the first three days a minimum of two calls were made per day and at least half of the calls were made during evening hours; for days four to twelve at least one call was made per day and the time of the call was rotated to include morning, afternoon and evening time slots. Of course, once contact was made with a household subsequent calls were adjusted on the basis of information obtained in the contact.

The mean number of calls required to obtain a completion was 3.4. About three quarters of the completions required fewer than five call attempts and 28 percent of the completions required only one call (Table 3.1). In the most extreme case 24 calls were made to complete the interview. The number of call attempts, the number of times the telephone was answered and other variables that describe the data collection process are included as part of the data set (see section 4.2 below).

In Quebec, and for the French language over sample in Ontario and New Brunswick, the initial call was always made by a French speaking interviewer. English speaking interviewers made the first call attempt for the rest of the country. Whenever a household or respondent indicated they wished to be interviewed in the other language an interviewer with the appropriate language skills called back. Typically, the second interviewer would call back during the same interviewing shift.

TABLE 3.1 NUMBER OF CALL ATTEMPTS FOR COMPLETED INTERVIEWS: CAMPAIGN AND POST ELECTION SURVEYS

| Number of Call <br> Attempts | Campaign <br> Period <br> Survey <br> (Percent | Post Election <br> Durvey |
| :--- | :---: | ---: |
|  |  |  |
| One | 28 | 27 |
| Two | 24 | 21 |
| Three | 16 | 14 |
| Four | 10 | 9 |
| Five or six | 11 | 12 |
| Seven to nine | 6 | 10 |
| Ten to nineteen | 4 | 6 |
| Twenty to twenty-five | 1 | 1 |

[^0]
### 3.3 Response Rates: Campaign Period Survey

There are numerous ways to calculate response rates in survey research (Groves, 1989; Groves and Lynberg, 1988; Wiseman and Billington, 1984; Frey, 1983; and Dillman, 1978). The method used in this project was conservative: most other ways of calculating response rate would produce higher rates. The final response rate for the CPS was 57 percent. Table 3.2 shows sample disposition at the end of the campaign period survey and Table 3.3 shows national and provincial response rates.

The proportion of "callbacks" and "never answered" are both one to two percent higher than is typical in studies conducted at ISR. This results from the limitations imposed by using the rolling cross section sampling strategy, a strategy that curtailed the length of time a number was in the field. A longer field period would reduce the number of these results and increased the response rate by a percent or two.

The response rate was defined as the number of completed interviews divided by the estimated number of eligible households times 100 percent. Of the 12,352 telephone numbers included in the sample 6,027 were eligible households (Table 3.2). Not eligible households (respondent was unable to speak either English or French, was not healthy enough to complete the interview, nonresidential and not in service numbers, etc.) accounted for 5,730 of the telephone numbers. It was not possible to determine the eligibility status for 595 of the sample telephone numbers. For response rate calculations, it was assumed that the proportion of these 595 numbers which were household numbers was the same as it was in the rest of sample.

TABLE 3.2 FINAL SAMPLE DISPOSITION: CAMPAIGN PERIOD SURVEY

| Result | Number | Percent |
| :---: | :---: | :---: |
| Eligible |  |  |
| Completions | 3609 | 29.2 |
| Refusals* | 1876 | 15.2 |
| Callbacks | 542 | 4.4 |
| Subtotal Eligible | 6,027 | 48.8 |
| Not Eligible |  |  |
| Ill/Aged | 162 | 1.3 |
| Language Problem | 127 | 1.0 |
| Absent for Duration of Study | 70 | . 6 |
| Not a Canadian Citizen | 161 | 1.3 |
| No One Over 18 in Household | 162 | 1.3 |
| Non Residential Number | 1,604 | 13.0 |
| Not In Service Number | 3,444 | 27.9 |
| Subtotal Not Eligible | 5,730 | 46.4 |
| Eligibility Not Determined |  |  |
| Telephone Never Answered or | 595 | 4.8 |
| Always Busy |  |  |
| TOTAL | 12,352 | 100.0 |

[^1]The household eligibility rate was . 51 (eligibles [6,027]/eligibles [6,027] + not eligibles $[5,730]=.51)$. The estimated total number of eligibles was then computed as $6,332(6,027+[.51 \mathrm{x} 595]=6.332)$. Dividing the number of completions $(3,609)$ by the estimated number of eligibles $(6,332)$ gives a final response rate of 57 percent. ${ }^{5}$

5 Of course, it is impossible to know what proportion of the "eligibility not determined" numbers should be included in the denominator for the response rate calculations. The response rate, when

Variation in response rates between provinces was pronounced but not unexpected (Table 3.3). Geographical variation in response rates is typical of studies conducted at ISR. Considerable variation in response rates has been found for provincial telephone surveys (Bates, 1984), national telephone surveys (Tibert, et al, 1986; and Bryant, Gold, Northrup and Stevenson, 1989), and national mail surveys (Northrup, 1985). Geographical variation in response rates has also been noted by American survey researchers (Dunkleberg and Day, 1973; Fitzgerald and Fuller, 1982; and Steeh, 1979). Most authors have noted that response rates are lower in larger urban areas. Not surprisingly, the response rate for the CPS was highest in the Atlantic Provinces and Saskatchewan, the provinces with the smallest proportions of their population residing in major urban centres; and lowest in Ontario and Quebec, the provinces with the largest proportion of their population residing in major urban centres.

TABLE 3.3 NATIONAL AND PROVINCIAL RESPONSE RATES: CAMPAIGN PERIOD SURVEY
\(\left.$$
\begin{array}{lcr}\hline \text { Province } & \text { Completions } & \text { Refusals }\end{array}
$$ \begin{array}{c}Response <br>

Rate\end{array}\right]\)|  |  |  |
| :--- | :--- | :--- |
|  |  | 20 |
| Newfoundland | 113 | 44 |
| Prince Edward Island | 127 | 31 |
| Nova Scotia | 109 | 66 |
| New Brunswick | 213 | 612 |
| Quebec | 835 | 522 |
| Ontario | 968 | 95 |
| Manitoba | 179 | 69 |
| Saskatchewan | 193 | 194 |
| Alberta | 446 | 233 |

The number of completed interviews and the response rate for each of the 47 replicates is presented in Table 3.4. The mean number of completions for each replicate was 76.8 and the standard deviation was 11.4. There was considerably less variation in the response rate (mean $=57$ and standard deviation $=6.1$ ). The amount of variation in the response rate among the 47 replicates indicates that about half the variation in the number of completions resulted from the characteristics of the replicate (number of days in data collection, number of sample codes released and proportion of numbers that were eligible households).
calculated as completions/eligible is $(3,609 / 6,027) 60$ percent.

Of course variation in the number of completions and response rates among the replicates is exaggerated by the shorter data collection time period for the replicates released in the last days of the campaign. Six of the thirteen replicates having more than a five percent difference from the final response rate were in the last seven replicates released. It is reasonable to conclude that variations in response among the replicates will have minimal impact on analysis of events over the course of the campaign.

More than half the interviews were completed on one of the first three call attempts and only a small number of completions required ten or more attempts (Table 3.1). The most calls made to complete a PES was 25. A minimum of 12 attempts, at various times of the day, evening and weekend, were made to each "ring no answer" in order to reduce the nonresponse from not at homes. Refusals were called a second time. A small number of first time refusers (44 or 1.5 percent) completed the survey on the second call.

### 3.4 Data Collection Procedures: Post Election Survey

Cover sheets for the 3,609 completions were randomly ordered at the conclusion of the CPS so attempts to obtain PES interviews were not related to the completion date of the CPS. Calling for the PES started on November 23rd, 1988, two days after the election and continued until December 22nd, 1988. Sixty eight percent of the 2,922 respondents who completed the PES were interviewed in the 30 days after the election. Calling resumed after the Christmas break on January 3, 1989 and was completed on January 26 th, 1989.

### 3.5 Reinterview Rates: Post Election Survey

The final disposition of sample at the conclusion of the PES is presented in Table 3.5. Brief explanation of some of the result codes is in order. The "wrong number" result most likely represents incorrect interviewer dialings in the CPS. When called in the PES the "person" who answered the telephone (usually an operator, recorded messages indicating the number was not in service, or some other type of operator intercept) verified the interviewer reached the number they dialed, but clearly indicated that no one at that number was interviewed before the election.

The "not traceable" cases resulted from an interviewer reaching the correct number and finding the respondent (or the household) had moved, getting an operator intercept noting that the number had been changed to unlisted, or other results that made it impossible to contact the respondent.

The result "ill" indicated that the respondent was contacted but they, or more often another household member, reported that the respondent was either physically or mentally not capable of completing the interview. "Away" indicates that another household member indicated the respondent had moved to a second home for the winter months.

Very few refusals were obtained in the PES and, as a result, the reinterview rate for the PES was high (81 percent). Reinterview rate was defined as the number
of completed interviews divided by the number of respondents in the CPS times 100 percent.

TABLE 3.4 NUMBER OF COMPLETIONS AND RESPONSE RATE BY REPLICATE: CAMPAIGN PERIOD SURVEY

| Replicate | Eligible $\quad$ Response |  |  |  | Response |
| :---: | :---: | :---: | :---: | :---: | :---: |
|  |  |  | Replicate | Eligible | Rate \% |
| 1 | 82 | 57 | 25 | 80 | 55 |
| 2 | 85 | 54 | 26 | 69 | 57 |
| 3 | 83 | 61 | 27 | 73 | 60 |
| 4 | 91 | 61 | 28 | 73 | 57 |
| 5 | 74 | 56 | 29 | 76 | 57 |
| 6 | 88 | 58 | 30 | 91 | 60 |
| 7 | 88 | 61 | 31 | 88 | 63 |
| 8 | 82 | 56 | 32 | 84 | 60 |
| 9 | 83 | 59 | 33 | 80 | 54 |
| 10 | 87 | 62 | 34 | 78 | 58 |
| 11 | 75 | 51 | 35 | 75 | 54 |
| 12 | 89 | 64 | 36 | 73 | 56 |
| 13 | 77 | 60 | 37 | 90 | 64 |
| 14 | 71 | 58 | 38 | 82 | 59 |
| 15 | 83 | 60 | 39 | 67 | 52 |
| 16 | 72 | 59 | 40 | 69 | 55 |
| 17 | 70 | 60 | 41 | 66 | 50 |
| 18 | 92 | 67 | 42 | 78 | 58 |
| 19 | 80 | 63 | 43 | 67 | 51 |
| 20 | 93 | 65 | 44 | 55 | 45 |
| 21 | 77 | 58 | 45 | 57 | 44 |
| 22 | 85 | 65 | 46 | 45 | 41 |
| 23 | 72 | 54 | 47 | 40 | 37 |
| 24 | 74 | 60 |  |  |  |
| TOTAL |  |  |  | 3609 | 57.0 |

TABLE 3.5 FINAL SAMPLE DISPOSITION: POST ELECTION SURVEY

| Result |  | Number | Percent |
| :---: | :---: | :---: | :---: |
|  | Completion | 2922 | 81.0 |
|  | Refusals | 321 | 8.9 |
|  | Callback | 167 | 4.6 |
|  | Ill | 16 | . 4 |
|  | Away | 14 | . 4 |
|  | Deceased | 5 | . 1 |
|  | Not Traceable | 60 | 1.7 |
|  | Never Answered | 39 | 1.1 |
|  | Wrong Number | 65 | 1.8 |
| TOTAL |  | 3609 | 100.0 |

There was less provincial variation in the response rate to the PES than there was in the CPS (Table 3.6). Also, the negative relationship between response rate and proportion of the population living in large urban centres is less well defined. Two of the least "urban" provinces have the lowest (Newfoundland) and highest response rates (PEI). Quebec continues to have the lowest rate but, it is much closer to the Ontario rate in the PES than in the CPS.

The amount of variation among the number of completed interviews among the replicates is also less in the PES compared to the CPS (Table 3.7). This decrease in variation can be seen by comparing the means and standard deviations. The mean number of completions in the CPS is 76.8 and the standard deviation is 11.7 while the comparable figures for the PES are 62.2 and 9.2. (The decrease in the standard deviation between the PES and CPS exceeds the decrease in the mean number of completions.) Importantly, variation in the proportion of CPS respondents completing the PES (the response rate: 81 percent) is less than the variation in the number of completions among the replicates in both the CPS and PES. The standard deviation for this proportion is 5.4 (compared to 9.2 for PES and 13.7 for CPS). These figures indicate that variation in response rate over time is not likely to be a significant factor in explaining temporal variations in the data during the campaign.

| Province | Completions | Refusals | Response Rate |
| :--- | ---: | ---: | ---: |
|  |  |  |  |
| Newfoundland | 90 | 9 | 80 |
| Prince Edward Island | 109 | 12 | 87 |
| Nova Scotia | 90 | 9 | 86 |
| New Brunswick | 172 | 22 | 83 |
| Quebec | 637 | 97 | 80 |
| Ontario | 783 | 84 | 83 |
| Manitoba | 145 | 14 | 82 |
| Saskatchewan | 162 | 15 | 84 |
| Alberta | 379 | 28 | 87 |
| British Columbia | 355 | 31 | 84 |
| CANADA |  | 321 | 83 |

### 3.6 Data Collection Procedures: Mailback Survey

After the interviewer thanked the respondent for completing the post election survey they asked respondents to participate in a mail survey. Ninety percent of the 2,922 respondents to the PES provided a name and mailing address. (In a small number of cases the respondent provided only initials, or asked that the questionnaire be sent to their workplace.) These 2,635 people (.90 x 2,922 ) were the sample for the mail survey.

In an effort to maximize response to the mail survey, questionnaires were sent out on a weekly basis during the conduct of the PES. Sending out the mailback survey once all of the post election interviews were completed (up to two months after the first respondents completed the PES) probably would have decreased the respondents' perceived salience of the mail survey and depressed the mailback reinterview rate. A reminder card was sent one week after the questionnaire. A second questionnaire was sent approximately three weeks after the reminder card and this questionnaire was followed by a telephone reminder.

TABLE 3.7 NUMBER OF COMPLETIONS BY REPLICATE

| Replicate |  |  | Proportion of CPS Respondents Completing |
| :---: | :---: | :---: | :---: |
|  |  |  |  |
|  | Campaign Period | Post Election | Post Election Study |
| 1 | 82 | 65 | . 79 |
| 2 | 85 | 75 | . 88 |
| 3 | 83 | 67 | . 81 |
| 4 | 91 | 65 | . 71 |
| 5 | 74 | 59 | . 80 |
| 6 | 88 | 70 | . 80 |
| 7 | 88 | 67 | . 76 |
| 8 | 82 | 67 | . 82 |
| 9 | 83 | 66 | . 80 |
| 10 | 87 | 73 | . 84 |
| 11 | 75 | 59 | . 79 |
| 12 | 89 | 65 | . 73 |
| 13 | 77 | 63 | . 82 |
| 14 | 71 | 56 | . 79 |
| 15 | 83 | 67 | . 81 |
| 16 | 72 | 52 | . 72 |
| 17 | 70 | 52 | . 74 |
| 18 | 92 | 68 | . 74 |
| 19 | 80 | 66 | . 82 |
| 20 | 93 | 76 | . 82 |
| 21 | 77 | 67 | . 87 |
| 22 | 85 | 71 | . 84 |
| 23 | 72 | 56 | . 78 |
| 24 | 74 | 60 | . 81 |
| 25 | 80 | 62 | . 77 |
| 26 | 69 | 55 | . 80 |
| 27 | 73 | 60 | . 82 |
| 28 | 73 | 57 | . 78 |
| 29 | 76 | 69 | . 91 |
| 30 | 91 | 75 | . 82 |
| 31 | 88 | 78 | . 89 |
| 32 | 84 | 65 | . 77 |
| 33 | 80 | 66 | . 82 |
| 34 | 78 | 62 | . 79 |
| 35 | 75 | 57 | . 76 |
| 36 | 73 | 62 | . 85 |
| 37 | 90 | 79 | . 88 |
| 38 | 82 | 66 | . 80 |
| 39 | 67 | 59 | . 88 |
| 40 | 69 | 50 | . 72 |
| 41 | 66 | 50 | . 76 |
| 42 | 78 | 67 | . 86 |
| 43 | 67 | 57 | . 85 |
| 44 | 55 | 49 | . 89 |
| 45 | 57 | 48 | . 84 |
| 46 | 45 | 44 | . 98 |
| 47 | 40 | 33 | . 82 |
| TOTAL | 3,609 | 2,922 | . 81 |

## 3.7 <br> Mailback Reinterview Rate

The mailback reinterview rate was 80 percent, 2,115 of the 2,635 respondents who provided an address returned a questionnaire.

The provincial pattern of response noted for the CPS and the PES is also present for the mail survey. Table 3.8 depicts the percentage distribution of completions for each survey wave.

### 3.8 Cumulative Response Rate for All Survey Waves

When conducting analysis that includes data from the PES survey and the mailback survey, it is important to note that overall response rate is the product of the response rate to the $C P S$ (57) times the response rate to the PES (83) times the response rate to the mailback survey (80) or 39 percent.

Researchers have noted that attrition from panel studies is not random (Waterton and Lievesley, 1986; Powers and Blytena, 1972; Parnes, 1972; and Streib, 1966). However, methods of compensation for missing observations are available (Kalton, 1986).

TABLE 3.8 PROVINCIAL DISTRIBUTION OF COMPLETED INTERVIEWS AS PRESENTED IN SAMPLE DESIGN AND BY SURVEY WAVE

| Province | Original Sample Design |  | Campaign Period |  | Post Election |  | Mailback |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | Number | Percent | Number | Percent | Number | Percent | Number | Percent |
| Nfld. | 100 | 2.9 | 113 | 3.1 | 90 | 3.1 | 68 | 3.2 |
| P.E.I. | 100 | 2.9 | 127 | 3.5 | 109 | 3.7 | 85 | 4.0 |
| N.S. | 100 | 2.9 | 100 | 3.0 | 90 | 3.1 | 66 | 3.1 |
| N.B. | 200 | 5.7 | 213 | 5.9 | 172 | 5.9 | 134 | 6.3 |
| Quebec | 900 | 25.7 | 835 | 23.1 | 637 | 21.8 | 452 | 21.4 |
| Ontario | 900 | 25.7 | 968 | 26.8 | 783 | 26.8 | 565 | 26.7 |
| Manitoba | 200 | 5.7 | 179 | 5.0 | 145 | 5.0 | 98 | 4.6 |
| Sask. | 200 | 5.7 | 193 | 5.3 | 162 | 5.5 | 119 | 5.6 |
| Alberta | 400 | 11.4 | 446 | 12.4 | 379 | 13.0 | 272 | 12.9 |
| B.C. | 400 | 11.4 | 426 | 11.8 | 355 | 12.1 | 256 | 12.1 |
| TOTAL | 3,500 | 100.00 | 3,609 | 100.00 | 2,422 | 100.00 | 2,115 | 100.00 |

### 4.1 Introduction

This section of the technical documentation provides a variable description list as well as a map of variables as they appear on the raw data and SPSS ${ }^{x}$ system file. Comment on the CATI experiments and the occupation coding is also provided. Note that the variable names in the SPSS* program code are in upper case, though in the original CATI instrument, the item numbers/names are in lower case. The PES variable names are prefixed with an "X" and the mailback with a '2'.

### 4.2 CATI Experiments Utilizing Random Numbers

CATI facilities were used to vary item wording and order in both the CPS and the PES. An example of a wording experiment is instructive. There were four versions of the Meech Lake Accord item (L4A - L4D) in the CPS. The first version of the item is presented below.

Now I would like to ask you about the Meech Lake Accord, reached last year between the federal and provincial governments.

Do you support or oppose it?

The second version of the item, after the opening comment but before the question, included the following stimulus: "Under this accord, Quebec is recognized as a distinct society". The third included: "Under this accord, the government of Quebec has agreed to accept the new Constitution of Canada, as the other provinces did in 1981. The fourth included: "Under this accord the powers of the provincial government are strengthened in various ways".

The responses for the item, which were the same in all four versions, were "support", "neither support or oppose", "oppose", "don't know", and "refused".

Which version of the item the respondent was given depended on the value of random number 4 (identified in the data set as (RN4). In the example above RN4 had a value of "0", "1", "2", or "3". During the conduct of the interview CATI would, on the basis of the value of RN4, present the interviewer with the appropriate version of the Meech Lake Accord item (e.g., if RN4 was 1 then the interviewer read the "distinct society" version of the item to the respondent). The values for each random number, associated with each of the CATI experiments, were assigned to each telephone number in the sample before the interviewing commenced. (Because not all telephone numbers in the sample resulted in a completed interview the proportions of the sample receiving each version of the item may not be identical.)

Examination of the frequency distribution for items containing experiments should be informed by the distribution for each version of the item. The variable label for each item containing wording experiments includes the random number.

Tabulation of the item by the random number (a cross- tabulation) will detail the marginal distribution to each version of the experimental item.

Items employing the use of random numbers include:

| L2 | Free Trade Agreement With U.S.*RN1' |
| :--- | :--- |
| L2A1 | How Feel>Canada Lose Control Economy*RN2' |
| L2A2 | How Feel> Hard Maintain Social Pgms*RN2' |
| L2A3 | How Feel> Cdns Lose Jobs<Industries>*RN2' |
| L2B1 | How Feel> Defend Against US Protection*RN3' |
| L2B2 | How Feel> Lower Cost of Goods Needed*RN3' |
| L4A | Support Meech Lake Accord or Oppose*RN4' |
| L4B | Meech Lake> Quebec Distinct Society*RN4' |
| L4C | Meech Lake> Quebec Accept Constitution*RN4' |
| L4D | Meech Lake> Prov Powers Strengthened*RN4' |
| L6A | Opinion>3 Positions on Abortion*RN14,RN5' |
| L6B | Opinion>3 Positions on Abortion*RN14,RN5' |
| L8 | Official Languages Act>Extend Serv.*RN12' |
| L9 | Nuclear Submarines for the Navy*RN6' |
| XF4A | Opinion> 3 Positions on Abortion*XRN14' |
| XF4B | Opinion> 3 Positions on Abortion*XRN14' |

Question order randomization was included in the CPS and the PES. For example, the questions on vote intention were asked either very early in the survey or near the end just before the sociodemographic items were asked. As with the wording experiments, a random number is associated with the experimentation. Order randomization in the CPS was repeated in the PES.

Order randomization experiments include:

Campaign Period Survey

| section b | vote intentions | RN7 |
| :--- | :--- | :--- |
| D2A-D2J | leader, party and candidate ratings | RN8 |
| D3A-D5B | impression of party leaders | RN9 |
| D6A-D7C | impressions of candidates | RN11 |
| section f | strategic contingencies | RN10 |
| 16A-16B | abortion | RN14 |

Post Election Survey

| E2A-E2I | leader, party and candidate ratings | XRN8 |
| :--- | :--- | :--- |
| F4A-F4B | abortion | XRN14 |
| G1A-G3D | impression of party leaders | XRN9 |
| I1A-I3C | impressions of candidates | XRN11 |
| L1A-L2E | free trade | XRN7 |
| L8A-L10A | party leaders promised to spend | XRN9 |

The variable name is capitalized and to the left in the following list. The items used in the three surveys are listed in the following sequence. Items that describe the respondent, regardless of the survey wave they were collected in, are listed first. Information collected in the telephone surveys follows. These items are grouped in general catagories which are ordered alphabetically. Finally, items included in the mailback survey are listed in the order in which they appear in the questionnaire.

### 4.31 Sampling and Study Procedures and Information Describing the Respondent

```
Sampling and study procedures for CPS
    IDNUM Respondent Identification Number
    PROVINCE Province of Interview
    REPLICAT Sample Replicate Code
    SAMPLE Sample Code
    OVER Over Sample
    AREACODE Telephone Area Code
    INTDATE Date of Interview <MMDDYY>
    INTNUM Interviewer's Number
    ATTEMPTS Total Call Attempts
    REFUSALS Number of Refusals Before Completion
    CONTACTS Total Times Respondent Contacted
    ANSWERS Number of Times Telephone Answered
    INTIME Length of Interview <Minutes>
    RESULT Result Code
    INTLANG Language of Interview
```

Sampling and study procedures for PES
$\begin{array}{ll}\text { XPROV } & \text { Province of Interview } \\ \text { XREPLIC } & \text { Sample Replicate Code }\end{array}$
XSAMPLE Sample Code
XOVER Over Sample
XAREACOD Telephone Area Code
XINTDATE Date of Interview <MMDDYY>
XINTNUM Interviewer's Number
XATTEMPT Total Call Attempts
XREFUSAL Number of Refusals Before Completion
XCONTACT Total times Respondent Contacted
XANSWER Number of Times Telephone Answered
XINTIME Length of Interview <Minutes>
XRESULT Result Code
XINTLANG Language of Interview
Sampling and study procedures for Mailback Survey

```
MAILID Mail Identification Number
ZINTLANG Language of Interview <Questionnaire>
```

Sampling and study procedures: created variables to describe the data

| INTYPE | Type of Interview |
| :--- | :--- |
| LINK | Telephone/Mailback Link Indicator |
| FRANCO | Francophone Respondent |
| WT1 | National Weight - Includes Over Sample |
| WT2 | Province Weight - Includes Over Sample |
| WT3 | Atlantic Weight - Includes Over Sample |
| WT4 | Prairie Weight - Includes Over Sample |
| WT5 | National Weight - Excludes Over Sample |
| WT6 | Province Weight - Excludes Over Sample |
| WT7 | Atlantic Weight - Excludes Over Sample |

Personal information concerning respondent in CPS

| RSEX | Respondent's Gender |
| :--- | :--- |
| N1 | Year of Birth |
| N2 | Marital Status |
| N11 | Religious Affiliation |
| N11A | Church or Denomination |
| N12 | How Often Attend Place of Worship |
| N13 | Country of Birth |
| N14 | Year Come to Live in Canada |
| N15 | Ethnic or Cultural Group |
| N16 | Language First Learned \& Still Understand |
| N18 | Also Carry on a Conversation in French |

Personal information concerning respondent in PES
XRSEX Respondent's Gender
XN1 Year of Birth

XN2 Country of Birth

Personal information concerning respondent in Mailback Survey

ZRSEX Respondent's Gender
YRBIRTH Respondent's Year of Birth

Residence Information in CPS

NADULTS Number of Adults <Cdn Citizens> in Hhld
N17 Language Usually Speak at Home N20 \# of Children Under 18 Live in Home

## Education/occupation/income for CPS

| N3 | Highest Level of Education Completed |
| :--- | :--- |
| N4 | Any Schooling Obtain in Religious School |
| N5 | Employment Status |
| N6 | Occupation-Stats Canada Code |
| N7 | Self-Employed or Work for Someone Else |
| N8 | Work for Private Firm or Government |
| N8A | Work for Federal/Provincial/Local Gov't |
| N9 | Belong to Labour Union |
| N10 | Out of Work/Laid Off During Last Year |
| N19 | Total Family Income <Category> |
| BLISH81 | Occupation> Blishen 1981 SES |
| PINPOR81 | Occupation> Pineo-Porter 1981 Category |

### 4.32 Items Collected in the Telephone Surveys

| K1 | Contacted By Local Candidates/P. Workers |
| :---: | :---: |
| K1A | Which Party Candidate From-1st Mention |
| K1B | Which Party Candidate From-2nd Mention |
| K1C | Which Party Candidate From-3rd Mention |
| K2 | Contacted in Other Way By The Parties |
| K2A | Contacted in Other Way-1st Mention |
| K2B | Contacted in Other Way-2nd Mention |
| K2C | Contacted in Other Way-3rd Mention |
| M1 | Past Week>Discussed Politics With Others |
| M2 | Past Week> Helped a Party's Campaign |
| Campaign activities in PES |  |
| XC1 | During Campaign> Discuss Politics>Others |
| XC2 | During Campaign> Help a Party |
| XC2A | During Campaign> Party Helped |
| XC3 | During Campaign> Contacted by Candidates |
| XC3A | During Campaign> Party Contacted By |
| XC4 | During Campaign> Pamphlet Left in Mail |
| XC4A | During Campaign> Party Left Pamphlet |
| XC5 | See Last TV Debate Among Party Leaders |
| XC5A | Leader Performed the Best in Debate |
| XC5B | Leader Performed the Worst in Debate |
| XC6 | Past Year> Asked to Give Money to Party |
| XC6A | Past Year> Which Party Asked for Money |
| XC7 | Did Give Money to a Candidate or Party |
| XC7A | Which Candidate or Party Give Money To |

```
Candidate traits in PES
    XI1A PC Candidate> Make Good Cabinet Minister
XI1B PC Candidate> A Real Conservative
XIIC PC Candidate>Look After Interests-Riding
XI2A LIB Candidate>Make Good Cabinet Minister
XI2B LIB Candidate> A Real Liberal
XI2C LIB Candidate>Look After Interest-Riding
XI3A NDP Candidate>Make Good Cabinet Minister
XI3B NDP Candidate> A Real New Democrat
XI3C NDP Candidate>Look After Interest-Riding
Constituency verification in PES
    XM1 Name of Riding in Which Respondent Lives
XM2 Remember Name> PC Candidate in Riding
XM3 Remember Name> Lib Candidate in Riding
XM4 Remember Name> NDP Candidate in Riding
Federal party identification in CPS
I1 Federal Party Identification
I2 How Strongly Federal Party Identification
I3 A Little Closer to One Federal Party
I4 Which Federal Party Closer To
Federal party identification in PES
\begin{tabular}{ll} 
XL4 & Federal Party Identification \\
XL5 & How Strongly Federal Party Identification \\
XL6 & A Little Closer to One Federal Party \\
XL7 & Which Federal Party Closer To
\end{tabular}
```

Government performance in CPS

| J1 | PC Gov't More Honest Than Prior Liberal |
| :--- | :--- |
| J1AB | Much/Somewhat More/Less Honest |
| J2 | PC Gov't Done Promote Que Than Liberal |
| J2A | Increase of Effort Promote Que Interests |
| J2B | Decrease of Effort Promote Que Interests |
| J3 | PC Gov't Done Promote West Than Liberal |
| J3A | Increase Effort Promote West Interests |
| J3B | Decrease Effort Promote West Interests |
| J4 | Rate PC Gov't Protection of Environment |

```
Group identification in PES
```

| XH1 | Rating $>$ How Feel About Farmers |
| :--- | :--- |
| XH2 | Rating $>$ How Feel About the Poor |
| XH3 | Rating $>$ How Feel About English Canadians |
| XH4 | Rating $>$ How Feel About Small Business |
| XH5 | Rating $>$ How Feel About Ethnic Minorities |
| XH6 | Rating $>$ How Feel About Labour Unions |
| XH7 | Rating $>$ How Feel About Native Peoples |
| XH8 | Rating $>$ How Feel About the Elderly |
| XH9 | Rating $>$ How Feel About Feminist Groups |
| XH10 | Rating $>$ How Feel About French Canadians |
| XH11 | Rating $>$ How Feel About Americans |

Group mobilization in PES

| XJ1A | Ever Been Active in a Union |
| :--- | :--- |
| XJ1B | Contacted by Union re Supporting a Party |
| XJ1C | Contacted by Union> Support Which Party |
| XJ2A | Belong to an Ethnic or Cultural Organizn |
| XJ2B | Actively Involved in Ethnic/Cultural Org |
| XJ2C | Contacted by E/C re Supporting a Party |
| XJ2D | Contacted by E/C> Support Which Party |
| XJ3A | Belong to Service Club/Trade Association |
| XJ3B | Actively Involved in Service Club, etc. |
| XJ3C | Contacted by Club re Supportinga Party |
| XJ3D | Contacted by Club> Support Which Party |
| XJ4A | Belong to "Concerned" Org. <Environment> |
| XJ4B | Actively Involved in Concerned" Org. |
| XJ4C | Contacted by Org. re Supporting a Party |
| XJ4D | Contacted by Org.> Support Which Party |
| XJ5A | Hear Anyone From Church Talk of Issues |
| XJ5B | Was Talk at Church About Free Trade |
| XJ5C | Was Talk at Church About Abortion |
| XJ6A | Work For Company Held Info re F. Trade |
| XJ6B | People in Charge of Meeting For/Against |
| XJ7A | Member of a Federal Political Party |
| XJ7B | Which Federal Party Are You a Member Of |

Group responsibility in PES

| XK1 | Government Should Do For> Farmers |
| :--- | :--- |
| XK2 | Government Should Do For> the Poor |
| XK3 | Government Should Do For> English Cdns |
| XK4 | Government Should Do For> Small Business |
| XK5 | Government Should Do For>Ethnic Minority |
| XK6 | Government Should Do For> Single-Parent |
| XK7 | Government Should Do For> Native Peoples |
| XK8 | Government Should Do For> the Elderly |

```
XK9 Government Should Do For> Women
XK10 Government Should Do For> French Cdns
```

Issues, interest and media in the CPS

| A1 | Interested in Federal Election Campaign |
| :--- | :--- |
| A2 | \# Days in Past Week Watch News on T.V. |
| A2A | Main Source of News CBC |
| A2B | Attention Paid to Campaign News on T.V. |
| A3 | See TV Commercials for a Political Party |
| A4 | \# Days in Past Week Read Daily Newspaper |
| A4A | Daily Newspaper Read Most>Natnl Politics |
| A4B | Attention Paid to Campaign News Articles |
| A5A | Issues Party Leaders Talking About-1st |
| A5B | Issues Party Leaders Talking About-2nd |
| A5C | Issues Party Leaders Talking About-3rd |
| A5D | Issues Party Leaders Talking About-4th |
| A6 | See Last TV Debate Among Party Leaders |
| A6A | Leader Performed the Best in Debate |
| A6B | Leader Performed the Worst in Debate |
| A7 | Pay Much Attention to Politics Generally |

Issues, interest and media in the PES

| XA1 | Interested in Federal Election Campaign |
| :--- | :--- |
| XA2 | Attention Paid to Campaign News on T.V. |
| XA3 | Attention Paid to Campaign News Articles |
| XA4A | Issues Party Leaders Talked About - 1st |
| XA4B | Issues Party Leaders Talked About - 2nd |
| XA4C | Issues Party Leaders Talked About - 3rd |
| XA4D | Issues Party Leaders Talked About - 4th |
| XA5A | Candidates/Parties Discuss Free Trade |
| XA5B | Which Party Discuss> Free Trade Agreemnt |
| XA6A | Candidates/Parties Discuss Meech Lake |
| XA6B | Which Party Discuss> Meech Lake Accord |
| XA7A | Candidates/Parties Discuss Abortion |
| XA7B | Which Party Discuss> Abortion |
| XA8A | Candidates/Parties Discuss F18 Contract |
| XA8B | Which Party Discuss F18 Canadair in Mtl |
| XA9A | Candidates/Parties Discuss>Official Lang |
| XA9B | Which Party Discuss> Official Lang Act |

Leader, party, candidate evaluation in CPS

| D1A | Know How Much About> Brian Mulroney |
| :--- | :--- |
| D1B | Know How Much About> John Turner |
| D1C | Know How Much About> Ed Broadbent |
| D1D | PC's Nominated a Candidate in Riding |


| D1DA | Know How Much About> PC Candidate |
| :---: | :---: |
| D1E | Lib.'s Nominated a Candidate in Riding |
| D1EA | Know How Much About> Liberal Candidate |
| D1F | NDP Nominated a Candidate in Riding |
| D1FA | Know How Much About> NDP Candidate |
| D2A | Rating> Brian Mulroney |
| D2B | Rating> John Turner |
| D2C | Rating> Ed Broadbent |
| D2D | Rating> Conservative Party |
| D2E | Rating> Liberal Party |
| D2F | Rating> New Democratic Party |
| D2G | Rating> Conservative Candidate |
| D2H | Rating> Liberal Candidate |
| D2I | Rating> NDP Candidate |
| D3A | Impression> MULRONEY> Intelligent |
| D3B | Impression> MULRONEY> Trustworthy |
| D3C | Impression> MULRONEY> Man of Vision |
| D3D | Impression> MULRONEY> Compassionate |
| D3E | Impression> MULRONEY> Knowledgeable |
| D3F | Impression> MULRONEY> Moral |
| D3G | Impression> MULRONEY> Strong Leadership |
| D3H | Impression> MULRONEY> Really Cares |
| D4A | Impression> TURNER> Intelligent |
| D 4B | Impression> TURNER> Trustworthy |
| D 4C | Impression> TURNER> Man of Vision |
| D 4D | Impression> TURNER> Compassionate |
| D4E | Impression> TURNER> Knowledgeable |
| D 4 F | Impression> TURNER> Moral |
| D4G | Impression> TURNER> Strong Leadership |
| D 4 H | Impression> TURNER> Really Cares |
| D5A | Impression> BROADBENT> Intelligent |
| D5B | Impression> BROADBENT> Trustworthy |
| D5C | Impression> BROADBENT> Man of Vision |
| D5D | Impression> BROADBENT> Compassionate |
| D5E | Impression> BROADBENT> Knowledgeable |
| D5F | Impression> BROADBENT> Moral |
| D5G | Impression> BROADBENT> Strong Leadership |
| D5H | Impression> BROADBENT> Really Cares |
| D6A | PC Candidate> Make Good Cabinet Minister |
| D6B | PC Candidate> A Real Conservative |
| D6C | PC Candidate>Look After Interests-Riding |
| D7A | LIB Candidate>Make Good Cabinet Minister |
| D7B | LIB Candidate> A Real Liberal |
| D7C | LIB Candidate>Look After Interest-Riding |
| D8A | NDP Candidate>Make Good Cabinet Minister |
| D8B | NDP Candidate> A Real New Democrat |
| D8C | NDP Candidate>Look After Interest-Riding |
| D9 | Candidate Already Your MP |
| D9A | Which Candidate Already Your MP |
| D10A | Ever Attended Meeting Where MP Spoke |
| D10B | Ever Received Something in Mail From MP |

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        D10C Ever Read About MP in Newspaper/Magazine
        D10D Ever Heard MP on the Radio
        D10E Ever Seen MP on TV
        D10F Ever Met MP Personally
        D10G Ever Talked to Member/Office of MP
        D11A Talked to M/O: to Express an Opinion
        D11B Talked to M/O: to Seek Information
        D11C Talked to M/O: Seek Help With Problem
        D11D Satisfaction With Response From M/O
        D12 Name of Riding in Which Respondent Lives
        D13 Remember Name> PC Candidate in Riding
        D14 Remember Name> Lib Candidate in Riding
        D15 Remember Name> NDP Candidate in Riding
Leader, party, candidate evaluation in PES
    XE1A Know How Much About> Brian Mulroney
    XE1B Know How Much About> John Turner
    XE1C Know How Much About> Ed Broadbent
    XE1D Know How Much About> PC Candidate
    XE1E Know How Much About> Liberal Candidate
    XE1F Know How Much About> NDP Candidate
    XE2A Rating> Brian Mulroney
    XE2B Rating> John Turner
    XE2C Rating> Ed Broadbent
    XE2D Rating> Conservative Party
    XE2E Rating> Liberal Party
    XE2F Rating> New Democratic Party
    XE2G Rating> Conservative Candidate
    XE2H Rating> Liberal Candidate
    XE2I Rating> NDP Candidate
    XG1A Impression> MULRONEY> Intelligent
    XG1B Impression> MULRONEY> Trustworthy
    XG1C Impression> MULRONEY> Strong Leadership
    XG1D Impression> MULRONEY> Really Cares
    XG2A Impression> TURNER> Intelligent
    XG2B Impression> TURNER> Trustworthy
    XG2C Impression> TURNER> Strong Leadership
    XG2D Impression> TURNER> Really Cares
    XG3A Impression> BROADBENT> Intelligent
    XG3B Impression> BROADBENT> Trustworthy
    XG3C Impression> BROADBENT> Strong Leadership
    XG3D Impression> BROADBENT> Really Cares
    XL8A Mulroney> Promise Spend More Cdn Afford
    XL9A Turner> Promise Spend More Cdn Afford
    XL10A Broadbent>Promise Spend More Cdn Afford
```

National economic conditions in CPS

G1 Past Year> Economy of the Country
G1AB Much/Somewhat Better/Worse Economy
G2 Next 12 Months> Economy of the Country
G3 Fed Policies Influence Country's Econ
G3AB Much/Somewhat Better/Worse Influence

Personal financial conditions in CPS

C1 Better/Worse Off Financially Than Yr Ago
C1AB Much/Somewhat Better/Worse Than Yr Ago
C2 Better/Worse Off Financially Yr From Now
C2AB Much/Somewhat Better/Worse Yr From Now
C3 Economic Policies of Fed Govt Made You:
C4 Tax System Changes Mean Income UP/DOWN

Provincial economic conditions in CPS

| E1 | Past Year>Economic Condition in Province |
| :--- | :--- |
| E1A | Economic Conditions> How Much Better |
| E1B | Economic Conditions> How Much Worse |
| E2 | Federal Economic Policies Influence Prov |
| E2A | Fed. Economic Policies> How Much Better |
| E2B | Fed. Economic Policies> How Much Worse |

Self/other placements in CPS

| H1A | How Much Shld Be Done Promote French |
| :--- | :--- |
| H1B | Liberals> Think Be Done Promote French |
| H1C | PC> Think Should Be Done Promote French |
| H1D | NDP> Think Should Be Done Promote French |
| H1E | Mulroney> Think Be Done Promote French |
| H1F | Turner> Think Be Done to Promote French |
| H1G | Broadbent> Think Be Done Promote French |
| H2A | Think Canada Shld Have Closer Ties to US |
| H2B | Liberal Party> Canada Shld Be Closer- US |
| H2C | PC Party> Canada Should Be Closer to US |
| H2D | NDP> Canada Should Be Closer to the US |
| H2E | Mulroney> Canada Should Be Closer to US |
| H2F | Turner> Canada Should Be Closer to US |
| H2G | Broadbent> Canada Should Be Closer to US |
| H3 | How Much Power Should Trade Unions Have |
| H4A | Had to Choose> Level of Taxes \& Services |
| H4B | Liberal Party> Level of Taxes \& Services |
| H4C | PC Party> Level of Taxes \& Services |
| H4D | NDP> Level of Taxes \& Services |
| H4E | Mulroney> Level of Taxes \& Services |


| H4F | Turner> Level of Taxes \& Services |
| :--- | :--- |
| H4G | Broadbent> Level of Taxes \& Services |
| H5 | Use Labels to Describe Politics |
| H5A | Where Place Self: Left/Centre/Right |

Strategic contingencies in CPS

| F1A | PC Chances> Winning in Your Riding |
| :--- | :--- |
| F1B | Lib Chances> Winning in Your Riding |
| F1C | NDP Chances> Winning in Your Riding |
| F2A | PC Chances> Winning in Whole Country |
| F2B | Lib Chances> Winning in Whole Country |
| F2C | NDP Chances> Winning in Whole Country |
| F3 | Past Week $>$ Heard/Read Polls re Parties |

Voting in CPS

| B1 | Expect to Vote in the Upcoming Election |
| :--- | :--- |
| B2 | Party Think Will Vote For |
| B3 | Not Made Up Mind Party Leaning Toward |
| B4 | Party Definitely Do Not Want To Vote For |
| B5 | Final Choice, or May Still Change Mind |
| B6 | Vote in Last Federal Election - 1984 |
| B7 | Party Voted For> Last Federal Election |
| B8 | Vote in Last Provincial Election |
| B9 | Party Voted For>Last Provincial Election |
| B10 | Support or Oppose Quebec Independence |

Voting in PES

| XB1 | Did You Vote in This Election |
| :--- | :--- |
| XB2 | Party Voted For in This Election |
| XB2A | How Strong Preference for Party |
| XB2B | When Decide Going to Vote For Party |
| XB3A | If Had Voted, What Party Voted For |
| XB3B | How Strong Preference for Party |
| XB4 | Election Day> Party Think Win in Riding |
| XB4A | Election Day> Party Think 2nd in Riding |
| XB5 | Election Day> Party Think Win in Country |
| XB5A | Election Day> Party Think 2nd in Country |

4.33 Items Included in Mailback Survey

QA1 Price Canadians Pay For Energy Shld Be:
QA2 Best Way to Prevent Energy Shortages Is:
QA3 Big Energy Projects<e.g., Tar Sands> Are:
QA4 Fact Some Regions in Canada Are Poorer:

| QA5 | Farmers/Fishermen Not Make Living Shld: |
| :---: | :---: |
| QA 6 | Native People Large Amt Self-Government: |
| QA7 | French-Canadians Outside Quebec: |
| QA8 | English-Canadians Who Move to Quebec: |
| QA9 | Business in Quebec Should <Lang Signs>: |
| QA10 | Adults Be Prevented Buying Pornographic: |
| QA11 | As General Rule, The Government Should: |
| QA12 | Only Hospital R.C., Required Do Abortion: |
| QA13 | Owner of Ethnic <Greek> Restaurant Hire: |
| QB1 | Cut Deficit> Reduce Spending on Univ. |
| QB2 | Cut Deficit> Harder Get Unemployment Ins |
| QB3 | Cut Deficit> Allow Doctors Bill Directly |
| QB4 | Cut Deficit> Allow Hospitals Bill Direct |
| QB5 | Cut Deficit>Family Allow Low Income Only |
| QB6 | Cut Deficit> Reduce Welfare Payments |
| QB7 | Cut Deficit> CBC Accept More Advertising |
| QB8 | Cut Deficit> Reduce Amt Granted to CBC |
| QB9 | Cut Deficit> Reduce Spending on the Arts |
| QB10 | Cut Deficit> Sell CNR to Private Invest |
| QB11 | Cut Deficit> Sell Petro-Can to Private |
| QB12 | Cut Deficit> Reduce the Defence Budget |
| QB13 | Cut Deficit> Reduce Farmers' Subsidies |
| QB14 | Cut Deficit> Reduce Regional Sub-Indust |
| QB15 | Cut Deficit> Increase Sales Tax |
| QB16 | Cut Deficit> Increase Rate Personal Tax |
| QB17 | Cut Deficit> Increase Rate Corporate Tax |
| QC1 | Comes to Making Decisions in Industry: |
| QC2 | The Profit System: |
| QC3 | System of Private Enterprise Abolished: |
| QC4 | Unskilled Worker Receive Wages That Are: |
| QC5 | Workers and Management: |
| QC6 | Getting Ahead in World Mostly Matter Of: |
| QC7 | A Person's Wage Should Depend On: |
| QC8 | People Fail At One Thing\&Another Means: |
| QC9 | Most Business Executives: |
| QC10 | Strikes to Improve Wages/Working Cond: |
| QC11 | Businesses Allowed Make Much Money Can: |
| QC12 | Land\&Natural Resources This Country Be: |
| QC13 | Government Regulation of Business: |
| QC14 | Working People In This Country Get: |
| QC15 | People Not Work Hard on Job Because: |
| QC16 | Taxes> Corporations and Wealthy People: |
| QC17 | Competition> School, Work or Business: |
| QD1 | Bible Actual Word of God, Take Literally |
| QD2 | All Created Equal But Some Better Others |
| QD3 | Independent Canada Even If Lower Living |
| QD 4 | Public Money Not Used Religious Schools |
| QD5 | Duty of the Strong to Protect the Weak |


| QD 6 | Canada Always Have Special With Britain |
| :---: | :---: |
| QD7 | Religious Schls Get Funds, Continue Get |
| QD8 | Socialism Be Better Than What Have Now |
| QE1 | Everyone Be Better Off If More Women: |
| QE2 | People Always Trying to Reform Things: |
| QE3 | Sweeping Reforms in Complicated Society: |
| QE4 | Society Today, Too Much Emphasis Placed: |
| QE5 | Before All Else,Our Institutions Should: |
| QE6 | Which is Closer to Your Opinion: |
| QE7 | When You Get Right Down To It Canada Is: |
| QE8 | Society Today, Too Little Emphasis On: |
| QE9 | Ordinances>Equal Rights to Homosexuals: |
| QE10 | Your Own View> Decide What Published |
| QE11 | Woman Makes Less Than Man, Same Work: |
| QE12 | Holds Position of Great Responsibility: |
| QE13 | Prov Law Conflicts Charter, Final Say |
| QF1 | Capital Punishment Never Justified |
| QF2 | New Immigrants Make Canada Better Place |
| QF3 | Not Want Join Union, Still Pay Dues |
| QF4 | Religion Is An Important Part of My Life |
| QF5 | Native People Be Completely Assimilated |
| QF6 | Canada Has Two Founding Peoples>BRIT/FR |
| QF7 | Public Money For Schl to Any Religious |
| QF8 | Canada Needs More US Investment |
| QF9 | Protect Env. More Imp Than Creating Jobs |
| QF10 | Canada Encourage Immigration> Like Us |
| QF11 | No Amt Money Get Me to Move to the USA |
| QG1 | Do You Think That People Running Gov't: |
| QG2 | Think That People in the Government: |
| QG3 | Trust Gov't In Ottawa Do What Is Right: |
| QG4 | Do You Feel That People Running Gov't: |
| QH1 | Goal> Maintain High Rate Economic Growth |
| QH2 | Goal> Country Has Strong Defence Forces |
| QH3 | Goal>People Have More Say-Work/Community |
| QH4 | Goal> Make Cities/Countryside Beautiful |
| QH5 | Goal> Maintaining Order in the Nation |
| QH6 | Goal> Give People More Say Gov Decisions |
| QH7 | Goal> Fighting Rising Prices |
| QH8 | Goal> Protecting Freedom of Speech |
| QH9 | Goal> Maintaining a Stable Economy |
| QH10 | Goal>Less Impersonal, More Humane Society |
| QH11 | Goal> The Fight Against Crime |
| QH12 | Goal>Society=Ideas Count More Than Money |

4.4 Map of Variables

This section deleted from machine-readable version.

### 4.5 Occupation Codebook "N6"

Each respondent in the Campaign Period of the National Election Survey was asked his or her main occupation (N6). The open-ended text was then coded into a 4-digit occupation category using the text "Standard Occupational Classification, 1980", Statistics Canada, 1981. If the respondent refused an answer to item "N5", current labour force status, the occupation code was left blank.

The codebook for the 1980 occupation classifications is contained in this section. Appended to each occupation is a socio-economic index score. These indices are commonly referred to as "Blishen Scores" and are based on the male labour force population who reported an occupation in the 1981 Canadian Census. The development of the scale is reported in Blishen, Carroll and Moore, (1987).

Another well-known socio-economic index was developed by Pineo Porter and McRoberts (1977) based on the 1971 Canadian Census. This index was updated in 1985 to reflect the 1981 Census and is reported in McMaster University (1985).

The data file contains two socio-economic indices. The Blishen Scores are contained in the variable "BLISH81" and are identical to those shown in the detailed codebook. The Pineo/Porter/McRoberts scores are contained in the variable "PINPOR81". The full set of SPSS $^{\times}$recode statements used to create these two indices is available from the Institute on request.

Listing of Occupations by Occupational Classification Number, CCDO 1980 with accompanying Blishen Socio-Economic Index Score, 1981

|  |  |  |
| :--- | :---: | :---: |
| Classification <br> Number | Occupational Classification |  |
|  | 1980 | Socio-Economic |
| Score |  |  |


| 1111 | Members of legislative bodies | 55.08 |
| :--- | :--- | :--- |
| 1113 | Government administrators | 66.84 |
| 1115 | Post office management | 38.19 |
| 1116 | Inspectors and regulatory officers, government | 56.42 |
| 1119 | Officials and administrators unique to government:n.e.c. | 59.94 |
| 1130 | General managers and other senior officials | 71.62 |
| 1131 | Management:natural sciences and engineering | 79.23 |
| 1132 | Management:social sciences and related fields | 62.53 |
| 1133 | Administrators in teaching and related fields | 78.34 |
| 1134 | Administrators in medicine and health | 68.89 |
| 1135 | Financial management | 60.65 |
| 1136 | Personnel and industrial relations management | 62.87 |
| 1137 | Sales and advertising management | 50.07 |
| 1141 | Purchasing management | 50.83 |


| 42 | Services management | 40.99 |
| :---: | :---: | :---: |
| 1143 | Production management | 57.57 |
| 1145 | Management:construction operations | 55.91 |
| 1146 | Farm management | 32.06 |
| 1147 | Management:transport and communications operations | 61.01 |
| 1151 | Other management:mines and oil wells | 66.39 |
| 1152 | Other management:durable goods manufacture | 56.56 |
| 1153 | Other management:non-durable goods manufacture | 54.91 |
| 1154 | Other management:construction | 49.40 |
| 1155 | Other management:transportation and communication | 56.38 |
| 1156 | Other management:trade | 47.79 |
| 1157 | Other management:service | 52.49 |
| 1158 | Other management:other industries | 56.83 |
| 1171 | Accountants, auditors and other financial officers | 59.44 |
| 1173 | Organization and methods analysts | 65.98 |
| 1174 | Personnel and related officers | 57.19 |
| 1175 | Purchasing officers+buyers, except wholesale+retail trade | 52.23 |
| 1176 | Inspectors and regulatory officers:n.e.c. | 52.51 |
| 1179 | Related to management and administration:n.e.c. | 57.55 |
| 2111 | Chemists | 63.47 |
| 2112 | Geologists | 71.01 |
| 2113 | Physicists | 73.00 |
| 2114 | Meteorologists | 70.66 |
| 2117 | Physical sciences:technologists and technicians | 54.05 |
| 2119 | Physical sciences:n.e.c. | 41.81 |
| 2131 | Agriculturists and related scientists | 62.19 |
| 2133 | Biologists and related scientists | 65.63 |
| 2135 | Life sciences:technologists and technicians | 52.86 |
| 2139 | Life sciences:n.e.c. | 51.01 |
| 2141 | Architects | 68.12 |
| 2142 | Chemical engineers | 72.47 |
| 2143 | Civil engineers | 71.70 |
| 2144 | Electrical engineers | 70.48 |
| 2145 | Industrial engineers | 64.07 |
| 2146 | Agricultural engineers | 64.22 |
| 2147 | Mechanical engineers | 68.37 |
| 2151 | Metallurgical engineers | 71.05 |
| 2153 | Mining engineers | 72.80 |
| 2154 | Petroleum engineers | 74.67 |
| 2155 | Aerospace engineers | 65.79 |
| 2156 | Nuclear engineers | 75.44 |
| 2157 | Community planners | 65.11 |
| 2159 | Professional engineers:n.e.c. | 70.27 |
| 2160 | Supervisors:other occup. in architecture and engineering | 62.97 |
| 2161 | Surveyors | 46.22 |
| 2163 | Draughting | 53.83 |
| 2164 | Architectural technologists and technicians | 55.82 |
| 2165 | Engineering technologists and technicians | 56.57 |
| 2169 | Other occupations in architecture and engineering:n.e.c. | 35.47 |
| 2181 | Mathematicians,statisticians and actuaries | 61.91 |
| 2183 | Systems analysts, computer programmers and related | 60.73 |


| 2189 | Mathematics,statistics,systems analysis + related:n.e.c. | 48.24 |
| :---: | :---: | :---: |
| 2311 | Economists | 69.18 |
| 2313 | Sociologists, anthropologists + related social scientists | 63.09 |
| 2315 | Psychologists | 65.36 |
| 2319 | Social sciences:n.e.c. | 49.87 |
| 2331 | Social workers | 60.11 |
| 2333 | Welfare and community services | 36.89 |
| 2339 | Social work and related fields:n.e.c. | 44.39 |
| 2341 | Judges and magistrates | 93.27 |
| 2343 | Lawyers and notaries | 75.60 |
| 2349 | In law and jurisprudence:n.e.c. | 48.72 |
| 2350 | Supervisors:library,museum and archival sciences | 57.97 |
| 2351 | Librarians,archivists and conservators | 55.40 |
| 2353 | Technicians in library,museum and archival sciences | 51.11 |
| 2359 | Library,museum and archival sciences:n.e.c. | 37.70 |
| 2391 | Educational and vocational counsellors | 67.61 |
| 2399 | Other social sciences and related fields:n.e.c. | 51.54 |
| 2511 | Ministers of religion | 52.84 |
| 2513 | Nuns and brothers | 42.17 |
| 2519 | Religion:n.e.c. | 43.27 |
| 2711 | University teachers | 75.87 |
| 2719 | University teaching and related:n.e.c. | 46.83 |
| 2731 | Elementary and kindergarten teachers | 63.64 |
| 2733 | Secondary school teachers | 70.19 |
| 2739 | Elementary and secondary school teaching+related:n.e.c. | 43.38 |
| 2791 | Community college and vocational school teachers | 66.03 |
| 2792 | Fine arts school teachers:n.e.c. | 40.93 |
| 2793 | Post-secondary school teachers:n.e.c. | 67.05 |
| 2795 | Teachers of exceptional students:n.e.c. | 58.09 |
| 2797 | Instructors and training officers:n.e.c. | 49.94 |
| 2799 | Other teaching and related:n.e.c. | 53.23 |
| 3111 | Physicians and surgeons | 101.32 |
| 3113 | Dentists | 101.74 |
| 3115 | Veterinarians | 72.24 |
| 3117 | Osteopaths and chiropractors | 70.24 |
| 3119 | Health diagnosing and treating:n.e.c. | 57.21 |
| 3130 | Supervisors:nursing,therapy and related assisting | 63.51 |
| 3131 | Nurses,registered,graduate and nurses-in-training | 55.26 |
| 3132 | Orderlies | 38.68 |
| 3134 | Registered nursing assistants | 46.51 |
| 3135 | Nursing attendants | 33.60 |
| 3136 | Audio and speech therapists | 62.36 |
| 3137 | Physiotherapists | 56.56 |
| 3138 | Occupational therapists | 55.23 |
| 3139 | Nursing,therapy and related assisting:n.e.c. | 40.44 |
| 3151 | Pharmacists | 64.39 |
| 3152 | Dietitians and nutritionists | 59.31 |
| 3153 | Optometrists | 79.63 |
| 3154 | Dispensing opticians | 48.55 |
| 3155 | Radiological technologists and technicians | 56.78 |
| 3156 | Medical laboratory technologists and technicians | 55.79 |


| 3157 | Denturists | 59.02 |
| :---: | :---: | :---: |
| 3158 | Dental hygienists and dental assistants | 45.02 |
| 3161 | Dental laboratory technicians | 45.15 |
| 3162 | Respiratory technicians | 59.05 |
| 3169 | Other in medicine and health:n.e.c. | 39.86 |
| 3311 | Painters,sculptors and related artists | 36.88 |
| 3313 | Product and interior designers | 43.47 |
| 3314 | Advertising and illustrating artists | 47.23 |
| 3315 | Photographers and cameramen | 44.66 |
| 3319 | Fine + commercial art, photography+related fields:n.e.c. | 40.57 |
| 3330 | Producers and directors,performing and audio-visual arts | 57.04 |
| 3331 | Conductors, composers and arrangers | 42.01 |
| 3332 | Musicians and singers | 36.58 |
| 3333 | Music and musical entertainment related:n.e.c. | 32.35 |
| 3334 | Dancers and choreographers | 32.94 |
| 3335 | Actors/actresses | 42.94 |
| 3337 | Radio and television announcers | 46.43 |
| 3339 | Performing and audio-visual arts:n.e.c. | 37.54 |
| 3351 | Writers and editors | 54.58 |
| 3355 | Translators and interpreters | 57.30 |
| 3359 | Writing:n.e.c. | 50.15 |
| 3360 | Supervisors:sports and recreation | 38.48 |
| 3370 | Coaches,trainers,instructors + managers:sport+recreation | 36.71 |
| 3371 | Referees and related officials | 23.77 |
| 3373 | Athletes | 40.36 |
| 3375 | Attendants:sport and recreation | 24.93 |
| 3379 | Sport and recreation:n.e.c. | 25.74 |
| 4110 | Supervisors:stenographic and typing | 46.00 |
| 4111 | Secretaries and stenographers | 41.82 |
| 4113 | Typists and clerk-typists | 38.47 |
| 4130 | Supervisors:bookkeeping, account-recording and related | 45.39 |
| 4131 | Bookkeepers and accounting clerks | 40.28 |
| 4133 | Cashiers and tellers | 28.31 |
| 4135 | Insurance,bank and other finance clerks | 40.51 |
| 4137 | Statistical clerks | 41.79 |
| 4139 | Bookkeeping, account-recording and related:n.e.c. | 40.23 |
| 4140 | Supervisors:office machine and e.d.p.equipment operators | 51.16 |
| 4141 | Office machine operators | 37.39 |
| 4143 | Electronic data-processing equipment operators | 41.93 |
| 4150 | Supervisors:material recording,scheduling + distributing | 44.50 |
| 4151 | Production clerks | 43.11 |
| 4153 | Shipping and receiving clerks | 34.11 |
| 4155 | Stock clerks and related | 35.46 |
| 4157 | Weighers | 32.07 |
| 4159 | Material recording,scheduling and distributing:n.e.c. | 31.89 |
| 4160 | Supervisors:library,file + correspondence clerks+related | 50.57 |
| 4161 | Library and file clerks | 34.85 |
| 4169 | Library,file and correspondence clerks + related:n.e.c. | 43.50 |
| 4170 | Supervisors:reception,info.,mail + message distribution | 46.46 |
| 4171 | Receptionists and information clerks | 35.04 |
| 4172 | Mail carriers | 42.29 |


| 4173 | Mail and postal clerks | 38.15 |
| :---: | :---: | :---: |
| 4175 | Telephone operators | 33.25 |
| 4177 | Messengers | 28.82 |
| 4179 | Reception, information,mail+message distribution:n.e.c. | 34.90 |
| 4190 | Supervisors:other clerical and related:n.e.c. | 47.88 |
| 4191 | Collectors | 43.10 |
| 4192 | Claim adjusters | 41.70 |
| 4193 | Travel clerks,ticket,station, and freight agents | 44.92 |
| 4194 | Hotel clerks | 31.63 |
| 4195 | Personnel clerks | 45.22 |
| 4197 | General office clerks | 37.93 |
| 4199 | Other clerical and related:n.e.c. | 39.01 |
| 5130 | Supervisors:sales:commodities | 41.01 |
| 5131 | Technical sales and related advisers | 57.89 |
| 5133 | Commercial travellers | 50.52 |
| 5135 | Sales clerks and salespersons:commodities:n.e.c. | 30.93 |
| 5141 | Street vendors and door-to-door sales | 29.95 |
| 5143 | Newspaper carriers and vendors | 17.81 |
| 5145 | Service station attendants | 21.47 |
| 5149 | Sales:commodities:n.e.c. | 29.16 |
| 5170 | Supervisors:sales:services | 56.44 |
| 5171 | Insurance sales | 50.18 |
| 5172 | Real estate sales | 49.99 |
| 5173 | Sales agents and traders:securities | 58.62 |
| 5174 | Advertising sales | 47.26 |
| 5177 | Business services sales | 52.09 |
| 5179 | Sales:services:n.e.c. | 44.56 |
| 5190 | Supervisors:other sales | 44.32 |
| 5191 | Buyers,wholesale and retail trade | 46.08 |
| 5193 | Route drivers | 35.73 |
| 5199 | Other sales:n.e.c. | 32.84 |
| 6111 | Fire-fighting | 51.17 |
| 6112 | Police officers and detectives,government | 58.78 |
| 6113 | Police agents and investigators, private | 46.60 |
| 6115 | Guards and related security | 31.95 |
| 6116 | Commissioned officers, armed forces | 62.19 |
| 6117 | Other ranks, armed forces | 41.69 |
| 6119 | Protection service:n.e.c. | 33.20 |
| 6120 | Supervisors:food + beverage preparation+related service | 34.64 |
| 6121 | Chefs and cooks | 25.56 |
| 6123 | Bartenders | 29.24 |
| 6125 | Food and beverage serving | 23.31 |
| 6129 | Food and beverage preparation and related service:n.e.c. | 26.52 |
| 6130 | Supervisors:in lodging and other accommodation | 31.36 |
| 6133 | Lodging cleaners, except private households | 21.37 |
| 6135 | Sleeping-car and baggage porters | 27.46 |
| 6139 | Lodging and other accommodation:n.e.c. | 26.13 |
| 6141 | Funeral directors, embalmers, and related | 47.32 |
| 6142 | Housekeepers, servants and related | 22.08 |
| 6143 | Barbers,hairdressers and related | 35.62 |
| 6144 | Guides | 32.87 |


| 6145 | Travel and related attendants, except food and beverage | 48.83 |
| :---: | :---: | :---: |
| 6147 | Child-care occupations | 23.70 |
| 6149 | Personal service:n.e.c. | 25.53 |
| 6160 | Supervisors:apparel and furnishings service | 34.28 |
| 6162 | Laundering and dry cleaning | 25.90 |
| 6165 | Pressing | 24.49 |
| 6169 | Apparel and furnishings service:n.e.c. | 24.49 |
| 6190 | Supervisors:other service | 37.46 |
| 6191 | Janitors, charworkers and cleaners | 26.36 |
| 6193 | Elevator-operating | 32.21 |
| 6198 | Labouring and other elemental:other services | 21.24 |
| 6199 | Other service:n.e.c. | 27.60 |
| 7113 | Livestock farmers | 29.59 |
| 7115 | Crop farmers | 31.32 |
| 7119 | Farmers:n.e.c. | 27.92 |
| 7180 | Foremen/women:other farming,horticult.+ animal husbandry | 38.95 |
| 7183 | Livestock farm workers | 25.36 |
| 7185 | Crop farm workers | 22.04 |
| 7195 | Nursery and related workers | 26.99 |
| 7196 | I.t.g.+s.:other farming,horticultural + animal husbandry | 25.71 |
| 7197 | Farm machinery operators | 23.76 |
| 7199 | Other farming,horticultural and animal husbandry:n.e.c. | 23.34 |
| 7311 | Captains and other officers:fishing vessels | 36.35 |
| 7313 | Net,trap and line fishing | 24.59 |
| 7315 | Trapping and related | 19.02 |
| 7319 | Fishing,trapping and related:n.e.c. | 22.73 |
| 7510 | Foremen/women:forestry and logging | 45.16 |
| 7511 | Forestry conservations | 34.14 |
| 7513 | Timber cutting and related | 25.23 |
| 7516 | Log inspecting,grading,scaling and related | 44.19 |
| 7517 | Log hoisting,sorting, moving and related | 34.57 |
| 7518 | Labouring and other elemental:forestry and logging | 25.34 |
| 7519 | Forestry and logging:n.e.c. | 32.30 |
| 7710 | Foremen/women:mining + quarrying including oil+gas field | 54.07 |
| 7711 | Rotary well-drilling and related | 42.43 |
| 7713 | Rock and soil-drilling | 40.23 |
| 7715 | Blasting | 40.43 |
| 7717 | Mining and quarrying:cutting,handling and loading | 39.56 |
| 7718 | Labouring+other elemental:mining+quarrying incl.oil+gas | 34.73 |
| 7719 | Mining and quarrying including oil and gas field:n.e.c. | 40.74 |
| 8110 | Foremen/women:mineral ore treating | 51.56 |
| 8111 | Crushing and grinding:mineral ores | 39.45 |
| 8113 | Mixing,separating,filtering and related:mineral ores | 42.59 |
| 8115 | Melting and roasting:mineral ores | 43.35 |
| 8116 | I.t.g.ts.:mineral ore treating | 45.92 |
| 8118 | Labouring and other elemental:mineral ore treating | 37.94 |
| 8119 | Mineral ore treating:n.e.c. | 40.81 |
| 8130 | Foremen/women:metal processing and related | 51.27 |
| 8131 | Metal smelting, converting and refining | 40.30 |
| 8133 | Metal heat-treating | 39.33 |
| 8135 | Metal rolling | 41.18 |

## 8137

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8213 Baking, confectionery making and related
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8263 Textile spinning and twisting
Moulding, coremaking and metal casting
Plating,metal spraying and related
I.t.g.+s.:metal processing

Labouring and other elemental:metal processing
Metal processing and related:n.e.c.

Furnacemen and kiln workers:clay,glass and stone
Separating,grinding, crushing + mixing:clay,glass+stone
Forming:clay,glass and stone
I.t.g.+s.:clay,glass and stone processing and forming

Flour and grain milling

Fish canning, curing and packing
Milk processing and related occupations
36.45
36.41
33.89
44.50
36.06
38.29

Foremen/women:clay,glass+stone processing,forming+relat. 44.48
36.43
34.81
34.85

Labouring+oth. elem.:clay,glass+stone processing+forming 31.45
Clay,glass and stone processing,forming + related:n.e.c. 36.07
Foremen/w:chemicals,petrol,rubber,plastics+rel.mat.proc. 49.77
Mixing and blending:chemicals and related materials 36.19
Filtering, straining+separating:chemicals+rel.materials 40.14
Distilling, subliming+carbonizing:chemicals+rel.materials 51.21
Roasting, cooking+drying:chemicals and related materials 39.76
Crushing and grinding:chemicals and related materials 34.69
Coating and calendering:chemicals and related materials 32.40
I.t.g.+s:chemicals, petrol.rubber, plast.+rel.mat.process. 43.64

Labour. +oth.elem.:chemicals, petr.rub.plas.+rel.mat.proc. 32.50
Chemical, petrol., rubber, plast.+rel.mat.processing:n.e.c. 40.75
Foremen/women:food,beverage and related processing 41.92
34.77
30.55

Slaughtering and meat cutting, canning, curing and packing 33.82
20.38

Fruit and vegetable canning, preserving and packing 23.18
37.03
36.76
34.09
40.13
24.92
32.32
44.20
33.71
34.66
35.92
38.91
29.71
34.87
52.46
44.18
43.92
46.10
39.32
39.74
40.71
29.13
28.74

| 8265 | Textile winding and reeling | 27.90 |
| :---: | :---: | :---: |
| 8267 | Textile weaving | 30.36 |
| 8271 | Knitting | 27.82 |
| 8273 | Textile bleaching and dyeing | 32.29 |
| 8275 | Textile finishing and calendering | 29.16 |
| 8276 | I.t.g.+s.:textile processing | 30.21 |
| 8278 | Labouring and other elemental:textile processing | 27.40 |
| 8279 | Textile processing:n.e.c. | 29.65 |
| 8290 | Foremen/women:other processing | 43.35 |
| 8293 | Tobacco processing | 36.65 |
| 8295 | Hide and pelt processing | 28.42 |
| 8296 | I.t.g.ts.:other processing | 35.64 |
| 8298 | Labouring and other elemental:other processing | 28.78 |
| 8299 | Other processing:n.e.c. | 38.18 |
| 8310 | Foremen/women:metal machining | 50.89 |
| 8311 | Tool and die making operations | 48.15 |
| 8313 | Machinist and machine tool setting-up | 43.99 |
| 8315 | Machine tool operating | 38.43 |
| 8316 | I.t.g.+s.:metal machining | 42.47 |
| 8319 | Metal machining:n.e.c. | 36.62 |
| 8330 | Foremen/women:metal shaping and forming, except machining | 49.19 |
| 8331 | Forging | 37.68 |
| 8333 | Sheet metal workers | 40.36 |
| 8334 | Metalworking-machine operators:n.e.c. | 34.06 |
| 8335 | Welding and flame cutting | 41.42 |
| 8336 | I.t.g.+s.:metal shaping and forming, except machining | 43.19 |
| 8337 | Boilermakers,platers and structural metal workers | 43.58 |
| 8339 | Metal shaping and forming, except machining:n.e.c. | 34.61 |
| 8350 | Foremen/women:wood machining | 41.47 |
| 8351 | Wood patternmaking | 42.52 |
| 8353 | Wood sawing and related:n.e.c. | 30.68 |
| 8355 | Planing,turning,shaping and related wood machining | 31.62 |
| 8356 | I.t.g.ts.:wood machining | 34.03 |
| 8357 | Wood sanding | 27.51 |
| 8359 | Wood machining:n.e.c. | 31.82 |
| 8370 | Foremen/w.:clay,glass,stone + related material machining | 43.15 |
| 8371 | Cutting and shaping:clay,glass,stone + related material | 33.26 |
| 8373 | Abrading+polishing:clay,glass, stone+related mat.:n.e.c. | 32.88 |
| 8376 | I.t.g.ts.:clay,glass,stone + related materials machining | 36.21 |
| 8379 | Clay,glass,stone and related material machining:n.e.c. | 35.01 |
| 8390 | Foremen/women:other machining and related:n.e.c. | 46.88 |
| 8391 | Engravers, etchers and related:n.e.c. | 32.27 |
| 8393 | Filing,grinding, buffing, cleaning and polishing:n.e.c. | 35.40 |
| 8395 | Patternmakers and mouldmakers:n.e.c. | 42.82 |
| 8396 | I.t.g.+s.:other machining and related | 33.55 |
| 8399 | Other machining and related:n.e.c. | 32.48 |
| 8510 | Foremen/women:fabricating+assembing:metal product:n.e.c. | 49.97 |
| 8511 | Engine + related equipment fabricating+assembling:n.e.c. | 36.00 |
| 8513 | Motor vehicle fabricating and assembling:n.e.c. | 36.86 |
| 8515 | Aircraft fabricating and assembling:n.e.c. | 43.57 |
| 8523 | Ind., farm, const.+oth.mech.equi.+mach.: fabr.+assem:n.e.c. | 36.35 |8561

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868587 Watch and clock:repairers8588 Precision instrument:mechanics and repairers8589 Other mechanics and repairers:n.e.c.8590 Foremen/w. : other product:fabric., assem.+repairing:n.e.c.8591 Jewelry and silverware:fabricat., assembling+repairing8592 Marine craft:fabricating, assembling and repairing8593 Paper product:fabricating + assembling
35.56
43.88
36.24
31.03
33.83
50.36
33.31
48.14
32.33
52.85
42.52
43.76
29.59
34.62
39.87
32.57
31.98
27.61
29.04
34.53
30.32
28.52
28.91
22.71
25.37
31.22
25.00
26.78
24.81
26.36
42.59
33.27
30.45
31.37
36.98
30.37
31.23
48.51
39.19
49.42
42.57
46.70
48.13
43.87
39.87
53.83
38.25
42.99
33.35
37.66
32.93

| 8595 | Painting and decorating:n.e.c. | 33.30 |
| :---: | :---: | :---: |
| 8596 | I.t.g.+s.:other product:fabricat.,assembling + repairing | 33.38 |
| 8598 | Labour.+oth.elem.:other product:fabr.,assemb.+repairing | 30.01 |
| 8599 | Other product:fabricating, assembling + repairing:n.e.c. | 30.36 |
| 8710 | Foremen/women:excavating,grading, paving and related | 42.54 |
| 8711 | Excavating,grading and related | 35.29 |
| 8713 | Paving, surfacing and related | 30.71 |
| 8715 | Railway section and track workers | 32.64 |
| 8718 | Labouring+oth.elemental:excavat.,grading, paving+related | 28.33 |
| 8719 | Excavating,grading, paving and related:n.e.c. | 37.36 |
| 8730 | Foremen/w:el.power,light.+wire comm.eq.:erecting,i.+rep. | 57.39 |
| 8731 | Electrical power line workers and related | 51.09 |
| 8733 | Construction electrician and repairers | 47.94 |
| 8735 | Wire communication+related equipment:installing+repair. | 50.71 |
| 8736 | I.t.g.+s.:el.power,light.+wire comm.eq.:erecting,i.+rep. | 53.53 |
| 8738 | Labour.+oth.el.:el.power, light.+wire comm.eq.:er.i.+rep. | 36.61 |
| 8739 | El.power, light.+wire commun.eq.:erecting,ins.+rep:n.e.c. | 47.31 |
| 8780 | Foremen/women:other construction trades | 44.75 |
| 8781 | Carpenters and related | 34.86 |
| 8782 | Brick and stone masons and tile setters | 36.21 |
| 8783 | Concrete finishing and related | 33.46 |
| 8784 | Plasterers and related | 34.15 |
| 8785 | Painters, paperhangers and related | 31.94 |
| 8786 | Insulating:construction | 34.34 |
| 8787 | Roofing, waterproofing and related | 29.83 |
| 8791 | Pipefitting, plumbing and related | 45.04 |
| 8793 | Structural metal erectors | 40.78 |
| 8795 | Glaziers | 35.07 |
| 8796 | I.t.g.ts.:other construction trades | 48.79 |
| 8798 | Labouring and other elemental:other construction trades | 28.13 |
| 8799 | Other construction trades:n.e.c. | 33.43 |
| 9110 | Foremen/women:air transport operating | 58.01 |
| 9111 | Air pilots, navigators and flight engineers | 64.07 |
| 9113 | Air transport operating support | 53.64 |
| 9119 | Air transport operating:n.e.c. | 45.16 |
| 9130 | Foremen/women:railway transport operating | 48.23 |
| 9131 | Locomotive operating | 49.25 |
| 9133 | Conductors and brake workers:railway | 44.28 |
| 9135 | Railway transport operating support | 42.87 |
| 9139 | Railway transport operating:n.e.c. | 37.35 |
| 9151 | Deck officers:ship | 56.36 |
| 9153 | Engineering officers:ship | 55.32 |
| 9155 | Deck crew:ship | 36.31 |
| 9157 | Engine and boiler-room crew:ship | 38.48 |
| 9159 | Water transport operating:n.e.c. | 37.15 |
| 9170 | Foremen/women:motor transport operating | 40.79 |
| 9171 | Bus drivers | 34.93 |
| 9173 | Taxi drivers and chauffeurs | 30.92 |
| 9175 | Truck drivers | 34.45 |
| 9179 | Motor transport operating:n.e.c. | 36.04 |
| 9190 | Foremen/women:other transport equipment operating | 47.31 |

## 9191

## 9193

## 9199

9310
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9314 Parcel carriers:n.e.c.
9315 Material handling equipment operators:n.e.c.
9317 Packaging:n.e.c.
9318 Labouring and other elemental:material handling+related
9319 Other material handling and related:n.e.c.
9510 Foremen/women:printing and related
9511 Typesetting and composing
9512 Printing press
9513 Stereotyping and electrotyping
9514
9515
9517 Bookbinding and related
Labouring and other elemental:printing and related
9519 Printing and related:n.e.c. 31.69
9530 Foremen/w.:stationary engine+utilities eq. operat. + rel. 56.59
9531 Power station operators
9539 Stationary engine+utilities eq.:operating+related:n.e.c.
54.46

9550 Foremen/w.:electronic+related comm. eq.:operating:n.e.c. 57.85
9551 Radio and television broadcasting equipment operators 50.27
9553 Telegraph operators
9555 Sound + video recording+reproduction equipment operators 49.49
9557 Motion picture projectionists
43.65

9559 Other electronic+related comm.equipment:operating:n.e.c. 45.78
9590 Foremen/women:other crafts + equipment:operating:n.e.c.
9591 Photographic processing
50.82

9599 Other crafts and equipment:operating:n.e.c.
9910 Supervisors and foremen/women:n.e.c.
9916 Inspecting,testing,grading and sampling:n.e.c.
37.19

9919 Other occupations:not elsewhere classified
44.12

9921 Labouring+other elemental:manufacturing
48.27

9922 Labouring+other elemental:transportation + communication
31.28

9923 Labouring+other elemental:trade 23.41
9924 Labouring+other elemental:service 21.26
9925 Labouring+other elemental:public administration+defence 26.16
9926 Labouring+other elemental:other industries 24.11

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[^0]:    ${ }^{1}$ The prescreening call is not included in the number of call attempts.

[^1]:    * Respondent was not available and interviewer was instructed or arranged to call back at a better time. Often more than one callback was arranged. No interview was completed before the 12 day data collection period was over.

