

The survey was administered using a computer-assisted telephone interviewing system (CATI)¹, which minimized response burden and permitted complex sample management (for quota sampling). Respondents were called up to five times. All respondents were given the opportunity of using the official language of their choice.

Overall, the response rate was high -- 84% of the valid sample (i.e. correct telephone number, company, etc.) agreed to participate in the study. Table 2, below, shows the response rate for each publication. The response rate for Global Market Opportunity Review - Apparel was lower than average as some respondents refused to participate because they did not recall receiving the publication.

Table 2 - Survey Response Rate

Publication	Response Rate
1. Canadian Fish and Seafood Exporters Sourcing Guide - hardcopy	89%
2. Canadian Fish and Seafood Exporters Sourcing Guide - diskette	89%
3. World Directory of Seafood Importers - hardcopy	89%
4. World Directory of Seafood Importers - diskette	89%
5. Guidelines for Canadian Fish Exporters - USA	89%
6. Guidelines for Canadian Fish Exporters - Japan	89%
7. GMOR for Apparel	75%
8. GMOR for Oilseed	92%
9. GMOR for Pork	94%
10. GMOR for Beef	90%
11. GMOR for Contract Furniture	93%
12. GMOR for Medical Devices	91%

Data from the survey were entered into a machine-readable file, coded, and analyzed using descriptive techniques. Analysis of correlation was utilized to determine the relative impact of service elements on overall satisfaction of InfoCentre clients. The reader should note that because of a low number of respondents who *used* them, those publications marked with an asterisk (*) in Table 1 were not analyzed in detail on an individual basis. However, the information collected from the respondents who used these publications was included with aggregate findings.

¹ A CATI system helps interviewers administer complex questionnaires by automatically following pre-determined skip patterns based on respondents' answers. It also allows interviewers to enter responses directly into a machine-readable file.