

1.4 Scope and Limitations

Overall results from a survey of this size (n=765) are considered accurate within plus or minus 4%, 19 times out of 20 (assuming maximum variance). However, results for individual publications may be less reliable and generalizations should be made with caution. Government recipients were excluded from the sample and, therefore, are not within the scope of the study.

It should also be noted that because distribution was one of the elements considered by the study, information collection focused on *intended* respondents (i.e. those on Departmental mailing lists). When respondents recalled receiving publications but did not use them, we probed for reasons on non-use and gathered profiling information. We also asked whether these respondents circulated documents to others within their organization. We did not, however, collect data from these other potential users. As a result, the scope of the study does not include usage, behaviour and attitudes of those people who may have received Departmental publications as a result of internal distribution within end-user organizations.

1.5 Note to Readers

It should also be noted that the survey design allowed respondents who reported using more than one publication to respond to questions about content, format, utility, impact, etc. *for each publication they used* (see the survey questionnaire in Appendix A for more detail). As a result, some findings are reported using terminology such as "50% of cases" or "50% of instances". "Cases" or "instances" refer to an instance of a publication being used by a respondent. If a single respondent used three publications, this is referred to as three cases. On the other hand, if a respondent only reported on one publication, this is referred to as one case or instance. When results are reported using terminology "% of respondents", we are referring to the individuals who responded to a survey question, regardless of whether they reported on one or more publication.