

Survey of Innovation and Business Strategy, 2009 – Data Accuracy

As the sample drawn for this survey was only one of many possible samples that could have been drawn, a sampling error was attributed to it. Standard errors were used to provide a guide as to the reliability of the results where estimates are expressed as a percentage. The coefficient of variation was used where estimates are an average of responses. The tables for the following questions use the coefficient of variation as the quality indicator: 12b, 35b, 48, 50b, 53, 63, 66, 67, 69, 70, 73, 74, 75, 76, 85, 87, and 96.

The reliability of the data was reported using the following symbol convention:

Symbol	Meaning	Coefficient of variation	Standard error
A	Very reliable	$\leq 5.0\%$	$\leq 2.5\%$
B	Reliable	$> 5.0\%$ and $\leq 15.0\%$	$> 2.5\%$ and $\leq 7.5\%$
E	Use with caution	$> 15.0\%$ and $\leq 30.0\%$	> 7.5 and $\leq 15.0\%$
F	Too unreliable to be published	$> 30.0\%$	$> 15.0\%$