

## **Sample Design**

The process of determining who would receive the 6 page core questionnaire, and who would receive the 12 page detailed questionnaire, had the goal of maximizing response rate and statistical reliability, while minimizing survey burden. Physicians were assigned to strata based upon their province/territory of practice, broad specialty (either family medicine/general practice or other medical specialty), and sex. For large population provinces, (British Columbia, Alberta, Ontario, and Quebec), one in three physicians in each stratum received the detailed questionnaire, while all other physicians received the core (shorter) questionnaire. For smaller population provinces (the Atlantic provinces, Manitoba, and Saskatchewan) and the territories, two out of three physicians in each stratum received the detailed questionnaire, while all other physicians received the core questionnaire.