



2014 Survey of Minnesota Business Services Firms – Methodology

The BusinessinfoUSA directory of U.S. businesses provided the population of 13,648 services businesses (most firms in NAICS codes 541 and 561) for the survey. A random sample of 1,200 was drawn from the population.

Two mailings of a postcard survey were sent. The first went to all of the selected companies in early May. Companies that didn't respond to the first mailing received a second survey in mid-May. The cutoff for survey responses was June 4. A total of 241 usable surveys were received, for a response rate of 20 percent. Additional surveys were returned as undeliverable or were unusable.

Survey results were tabulated for all business services firms. The confidence interval for sampling error was calculated. The 95 percent confidence interval for the table of results is plus or minus 6.3 percentage points. Results are also subject to errors introduced by other factors such as the wording of questions and differences between survey respondents and non-respondents.