# Survey of Minnesota Business Services Firms – 2024

The Data Axle Reference Solutions served as the sampling source, providing a population of 9,975 service-sector firms, primarily classified under NAICS codes 541 and 561. From this population, a random sample of 1,200 businesses was selected for a stratified survey by business size.

The survey was conducted via two mailings. The initial mailing was sent in Mid-May, followed by a second mailing in early June to businesses that had not yet responded. Unusable surveys due to bad addresses from the first mailing were replaced in the second mailing. Undeliverable or unusable surveys after the two mailings were excluded from analysis. The response deadline was June 16, 2024.

In total, 141 usable surveys were returned for an adjusted response rate of 12%. The 95% confidence interval for the results is ±5.8 percentage points, accounting for sampling error. However, results may also be subject to non-sampling errors, including the effects of question wording and potential differences between respondents and non-respondents (nonresponse bias).