



## **Survey of Minnesota Business Services Firms – 2013 Methodology**

The BusinessinfoUSA directory of U.S. businesses provided the population of 12,866 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 post card survey were sent to each of the selected businesses. The first mailing was in Late-April and the second mailing went out to businesses that had not responded in Mid-May. The cutoff for survey responses was May 24. A total of 237 usable surveys were received, for a response rate of 19.8 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.