

Minnesota Manufacturing Business Conditions Survey Methodology – Winter 2004

The February 2003 Harris Info Source Selectory of Minnesota Manufacturers provided the population of 9,903 manufacturing businesses for the survey. A random sample of 1,000 businesses was drawn from the population.

Two mailings of a post card survey were sent to each of the selected businesses. The first mailing was on January 15th and the second mailing went out to businesses that had not responded by February 2nd. The cutoff for survey responses was February 20th. A total of 346 usable surveys were received, for a response rate of 35 percent. Of the usable surveys, 67 were from respondents indicating that their specific location had no manufacturing on site. An additional 103 surveys were returned as undeliverable or were unusable.

Survey results were tabulated for all manufacturers. The confidence interval for sampling error was calculated. The 95 percent confidence interval for the table of results for all manufacturers is plus or minus 5.8 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.