

Minnesota Manufacturing Business Conditions Survey Methodology – Summer 2004

The July 2004 Harris InfoSource Selectory of Minnesota Manufacturers provided the population of 9,268 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 July 21st and the second mailing went out to businesses that had not responded by August 5th. The cutoff for survey responses was August 20th. A total of 293 usable surveys were received, for a response rate of 29 percent. Of the usable surveys, 48 were from respondents indicating that their specific location had no manufacturing on site. An additional 74 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 6.2 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.