



TO: NASDA Enumerators  
FROM: Erica Carpenter and Jim Collom  
DATE: December 1, 2023  
SUBJECT: Commercial Floriculture Survey

**GENERAL INFORMATION & INSTRUCTIONS**

	<b>FLORICULTURE SURVEY</b>
<b>Stat Contact</b>	Erica Carpenter and Jim Collom
<b>Stat Phone</b>	517-324-5300
<b>Project Code</b>	<b>148</b>
<b>Sample Size</b>	IN-285, MI – 570, OH – 480
<b>Mail Date</b>	December 13 (see note below)
<b>Phone Dates</b>	December 30 – February 28
<b>Field Enumeration</b>	December 30-February 28
<b>Available for Phone</b>	IN-135, MI – 415, OH – 200
<b>Available for Field</b>	IN-50, MI-270, OH-120
<b>Last Date to UPS</b>	Wednesday, March 1
<b>Last Date to Call In</b>	N/A, Please put all in UPS by March 1
<b>Release Date</b>	May 16, 2024

The Commercial Floriculture Survey consists of questions to floriculture producers about area of production, value of sales, and number of hired workers involved with floriculture production. For operations with sales greater than \$100,000 in floriculture production and sales in 2023, detailed information is requested on quantities sold and prices by variety including cut flowers, potted flowering plants, herbaceous perennials, bedding/garden plants, foliage plants, cut cultivated greens, and propagative floriculture material. Although listings will also be available on the iPads for review, all survey data should be collected on paper, including refusals, due to the complexity of the survey and the need to manually estimate for non-response.

Mailing Dates: The first mailing (a paper questionnaire) was sent on December 13 from East Lansing. A second paper questionnaire to nonresponding operations will be sent on February 1 from Saint Louis. Keep in mind that this second mailing will overlap your enumeration period.

There are anticipated matches with other surveys. Please coordinate the data collection for these surveys where possible. Because of the complexity of this survey you have been provided labeled paper questionnaires. **Please complete the paper questionnaire and return it to the East Lansing office via UPS. Do not complete the floriculture survey in CAPI.**

There will be limited field enumeration opportunities. These will be limited to the very largest operations. Please be sure to enumerate (field or phone) according to what is in your CAPI instrument. For field visits, please call first for an appointment and limit the number of trips to a particular operation.

Please refer to the Interviewer’s Manual or the “Survey Information Sheet for NASDA Enumerators” for more information about this survey.

Contact your supervisor, NASDA coordinator, or the office with questions.

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