

Survey Information Sheet for NASDA Staff

Commercial Floriculture Survey

Instructions for All Enumerators to Review before Contacting

PURPOSE OF SURVEY:

The annual Commercial Floriculture Survey (CFS) provides a measure of the value of all floriculture production in Michigan, Ohio, and Indiana, the number of producers, the area used for production, and the peak number of hired workers employed on floriculture operations. For operations with greater than \$100,000 in sales, NASS publishes estimates for the total retail and wholesale value of floriculture crops, distinguishing by varieties, including cut flowers, potted flowering plants, herbaceous perennials, bedding/garden plants, foliage plants, cut cultivated greens, and propagative floriculture material.

MANUAL: The Interviewers Manual is available on the NASDA-Purdue website. **Remember to use project code 148 for all survey activities.**

HOME STUDY/TRAINING: Enumerators who have worked the Commercial Floriculture Survey before are authorized to charge 1 hour of home-study to review the Interviewer's manual. Inexperienced enumerators are allowed 2 hours of home study. Enumerators who feel more training is necessary should communicate concerns with supervisors and the NASDA coordinator. The questionnaire remains the same as last year.

SAMPLING: There are approximately 675 Michigan, 320 Ohio, and 185 Indiana operations we will be contacting this year. These samples include all known floriculture operations on the List Sampling Frame which have a history of producing and selling at least \$10,000 of Floriculture crops.

As a general rule, operations with a history of having greater than \$100,000 in sales will be enumerated locally. There will be some field enumeration for this survey. Most of the operations that will be field enumerated are very large. Please make an appointment before traveling to an operation that is targeted for field enumeration. Because there are both field and phone enumeration, please be sure to check your CAPI instrument to determine which operations should be field enumerated and which should be phoned.

DATA COLLECTION PERIOD:

- With the exception of a few forms, all operations were mailed a copy of the questionnaire on December 13, along with a reply envelope to the Great Lakes Regional Office in East Lansing
- Enumerators may begin contacting floriculture operations on December 29.
- Please try to contact everyone in your sample at least once before January 10, if for no other reason to set up a phone or field interview for a later date or to encourage the operation to return the survey by mail.
- Labeled questionnaires have been provided to you. Even though this survey is in CAPI please do not complete the survey in CAPI. Complete the paper questionnaire and return it to the office in East Lansing.
- Completed forms should be sent to East Lansing as you complete them. Do NOT wait until you have a large batch to mail before sending them along to either the office or your supervisor. These forms take time to review and edit before they are keyed.
- The last day to send forms to East Lansing via UPS is March 1.
- All forms (completes, inaccessible and refusals) should be sent to the office in East Lansing.

SURVEY COORDINATION:

Matches with January surveys have been identified and noted on the questionnaire. Please coordinate data collection so that a minimum number of contacts are required. If a floriculture producer has also been selected for an additional survey, and the operator is unable to complete all surveys at the same time, then the survey with the earliest due date should be completed first and returned to the office by the appropriate due date. An appointment to complete the Floriculture survey can be made for a later date if necessary.

QUESTIONNAIRES RECEIVED IN THE OFFICE: Please check your CAPI instrument to determine if any of your assignments have been checked in. If you learn that a form was completed by an operator by mail or via EDR, please write “Completed by Operator via Mail/EDR” on the form and return it with your next shipment of questionnaires to the office.

CAPI NOT TO BE USED FOR THIS SURVEY: Although respondents will have the opportunity to complete the forms via EDR, we are discouraging the use of CAPI on this survey, including refusals. The listings on the iPads should be used to give an indication as to whether a form has been completed by mail or EDR, but that is all.

General Guidelines for Completing the Survey: The Commercial Floriculture Survey (January 2024) is for calendar year 2023. An important point to remember is if an operation’s wholesale and retail sales are **below \$100,000**, then **you can skip sections 1-7** and focus on the area used for production, gross value of sales, and the peak number of workers on the payroll. Keep in mind that operations in stratum 7 and higher are **expected** to have \$100,000 or more in sales.

COMMENTS: Comments about the operations are printed on an insert to be included with each questionnaire. These should be reviewed carefully before any operator is contacted. If a comment indicates that perhaps an operation should not be contacted, please notify your supervisor.

REFUSALS & INACCESSIBLES: This survey is voluntary, however if the operator is hesitant about completing the survey, indicate to him or her that it’s the Floriculture Industry leaders that are requesting the data. We are conducting the survey for them! If they still insist on not doing the survey, at least attempt to get categorical data i.e. what types of plants do they grow instead of number of plants, pots, etc. Make any notes about the operation that would help us in estimating for them.

NOTES: Please do not erase any notes you make. Sometimes calculations have been done incorrectly and if we can decipher the pot price that was erased, we can easily fix the error.

Release Request: National survey results will appear in the **Floriculture Crops** report from Washington, D.C.. The report will be available on May 16, 2024 on the Internet at www.nass.usda.gov.

FEEDBACK: All enumerators may provide feedback to the survey procedures through their supervisors. If you have any questions or concerns regarding the questionnaire format, survey dates and deadlines, or recommendations for changes to the floriculture survey, please inform your supervisor in writing by March 1. Your concerns will be passed along to the NASDA Coordinator and survey statisticians.