1Supporting Statement – Part B

FLORICULTURE SURVEY

OMB No. 0535-0093

In an effort to increase the transparency of NASS's survey processes and provide information on the quality of its estimates, NASS publishes Methodology and Quality Measures Reports for some commodities. The Methodology and Quality Measures Reports are published at the same time or shortly after estimates are released.

This supporting statement incorporates data and methodology from the NASS 2024 Floriculture Crops Methodology and Quality Measures Publication. https://www.nass.usda.gov/Publications/Methodology_and_Data_Quality/Floriculture/08-2024/florqm24.pdf

B. COLLECTION OF INFORMATION EMPLOYING STATISTICAL METHODS

1. Describe (including a numerical estimate) the potential respondent universe and any sampling or other respondent selection method to be used. Data on the number of entities (e.g., establishments, State and local government units, households, or persons) in the universe covered by the collection and in the corresponding sample are to be provided in tabular form for the universe as a whole and for each of the strata in the proposed sample. Indicate expected response rates for the collection as a whole. If the collection has been conducted previously, include the actual response rate achieved during the last collection.

Sampling: The target population for the CFS is all commercial floriculture operations which produce and sell, or have the potential to produce and sell, $10,000 or more of the floriculture crops in one year in all 50 states. For 28 targeted states, the CFS is a census for operations producing $10,000 in floriculture sales; therefore, all operations that qualify are included in the survey. For the 22 non-targeted states, only operations with $100,000 or more in floriculture sales are surveyed. Operations in the 22 non-targeted states between $10,000 and $100,000 in floriculture sales are represented by estimates from the 2019 Census of Horticultural Specialties in an effort to reduce respondent burden.

The operations to be surveyed are identified using previously reported sales data stored on the NASS list frame. Both retail and wholesale sales are considered in determining the dollar value of sales for establishing the population. Floriculture crops do not have to be the primary source of income

for a grower to qualify. A greenhouse or nursery with production and sales of floriculture products that meets the $10,000 lower limit qualifies, even though this may represent only a small portion of the operation's total sales. Slightly smaller operations and operations with unknown amounts of floriculture sales are also contacted to determine if they qualify for the survey. The US response rate was 58.7 percent in 2024.

2. Describe the procedures for the collection of information including:

- **statistical methodology for stratification and sample selection,**
- **estimation procedure,**
- **degree of accuracy needed for the purpose described in the justification,**
- **unusual problems requiring specialized sampling procedures**

Analysis Tools: Edited data are processed through an interactive analysis tool which displays data for all reports by item. The tool provides scatter plots, tables, charts, and special tabulations that allow the analyst to compare an individual record to similar records. Atypical responses, unusual data relationships, and statistical outliers for all items are revealed by the analysis tool. RFO and Headquarters staff review such relationships to determine if they are correct. Data found to be in error are corrected, while accepted data are retained.

Nonsampling Errors: Nonsampling error is present in any survey process. This error includes reporting, recording, and editing errors, as well as nonresponse error. Steps are taken to minimize the impact of these errors, such as questionnaire testing, comprehensive interviewer training, validation and verification of processing systems, application of detailed computer edits, and evaluation of the data via the analysis tool. The respondent pool is monitored and reviewed during and after data collection, and data collection strategies are modified, where necessary, to continually minimize nonresponse error.

3. Describe methods to maximize response rates and to deal with issues of non-response. The accuracy and reliability of information collected must be shown to be adequate for intended uses. For collections based on sampling a special justification must be provided for any collection that will not yield "reliable" data that can be generalized to the universe studied.

Survey Timeline: Data are collected for the previous year's production beginning in January with a survey mailing. A telephone follow-up is conducted for nonresponse records approximately one month after the mailing. Data collection takes place over a period of approximately eight weeks. Regional field office and Headquarters staff complete analysis, summarization, and

review of estimates over a period of approximately four weeks. Estimates are released to the public on the date specified by the Agricultural Statistics Board.

Estimators: The CFS is a complete enumeration of all known floriculture operations with $10,000 or more in sales, and new operations are added to the sample when discovered. A coverage adjustment is made to account for list incompleteness. Response to the CFS is voluntary. Producers may refuse to participate in the survey, may not be located during the data collection period, or may submit incomplete reports. All nonresponse (item and unit) is manually imputed by RFO statisticians. The weights for current items are not adjusted for nonresponse. The measurement of error due to sampling in the current survey period is irrelevant for a fully enumerated census. Moreover, standard errors and coefficients of variation (CVs) are zero for all current data items collected.

Estimation: When all samples are accounted for, all responses are fully edited, and the analysis material is reviewed, Headquarters executes a preliminary summary and a final summary to evaluate and analyze the data. The summary results provide estimates and information used to evaluate the quality of the survey estimates such as response rates and number of usable positive reports.

Regional field offices and Headquarters are responsible for performing a detailed review of the survey results. Any irregularities revealed by the preliminary summary must be investigated and, if necessary, resolved.

Estimates are open to revision the following year if new information becomes available. If an operation responds that was inaccessible for the previous year, the previous year data is reviewed for accuracy and revised if necessary. The previous year estimates are recreated with the updated information and released at the same time as the current year estimates.

4. Describe any tests of procedures or methods to be undertaken.

No testing of procedures or methods is done.

5. Provide the name and telephone number of individuals consulted on statistical aspects of the design and the name of the agency unit, contractor(s), or other person(s) who will actually collect and/or analyze the information for the agency.

Survey design and methodology are determined by the Summary, Estimation, and Disclosure Methodology Branch, Methodology Division; Branch Chief is Lindsay Drunasky. Lindsay's email is lindsay.drunasky@usda.gov and phone number is (202) 690-8141.

Sample sizes for each State are determined by the Sampling, Editing, and Imputation Methodology Branch, Methods Division; Branch Chief is Andrew Dau. Andrew's email is andrew.dau@usda.gov and phone number is (202) 690-8141.

Data collection is carried out by NASS Field Offices; Eastern Field Operation's Director is Jody McDaniel. Jody's email is jody.mcdaniel@usda.gov and phone number is (202) 720-3638. Western Field Operation's Director is King Whetstone. King's email is king.whetstone@usda.gov. His phone number is (202) 720-9567.

The Census and Survey Division, Survey Administration Branch Chief is Suzanne Avilla. Suzanne's email is suzanne.avilla@usda.gov and phone number is (202) 720-4028.

Statistics Division, Crops Branch is responsible for national and regional summaries, analysis, and presentation of data to the Agricultural Statistics Board for final estimates, publication, and the Estimation Manual. The Crops Branch Chief is Patrick Boyle. Patrick's email is Patrick.Boyle@usda.gov and phone number is (202) 690-8142.

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