

# Chapter I.—THE ENUMERATOR'S JOB

## 2. Your job

You and 23,000 other enumerators have the job of taking the 1964 Census of Agriculture. Each of you will work in an area called an **Assignment** containing from 100 to 400 homes and from 80 to 150 farms. Each Assignment consists of one or more local areas—townships, precincts, wards, etc.—called **Enumeration Districts**, or "ED's."

Your job requires you to—

1. Visit every place in your Assignment where there might be agricultural operations;
2. Ask questions of the people in charge of agricultural operations;
3. Pick up and check agriculture questionnaires. If agriculture questionnaires have not been filled, ask the questions necessary to complete the questionnaire.
4. Keep an accurate record of the hours you work and the miles you drive on official business.

While you are enumerating, you will not—

1. Discuss politics;
2. Do any soliciting;
3. Do any selling;
4. Do any community work;
5. Do any church work, nor
6. Do any political work.



### 3. Your pay



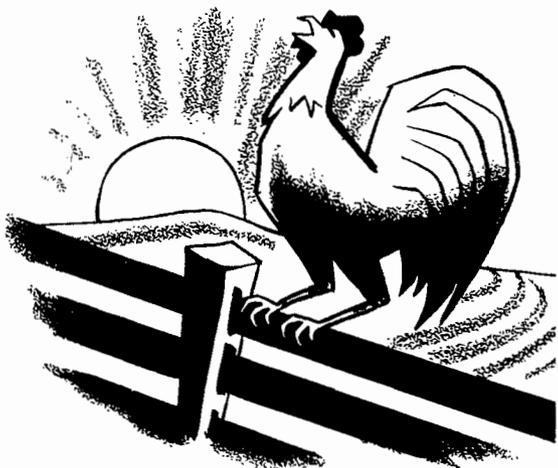
You will be paid on a piece-rate basis or by the hour. If your Assignment is in a rural area, you will usually be paid on a piece-rate basis. If your Assignment is in a thickly populated urban area, or in an area where farms are few and far apart, usually you will be paid by the hour. Piece rates and hourly rates are set at levels that will make it possible for you to earn about \$12 to \$16 per day.

You will receive \$23 for the satisfactory completion of the self-study training. This will be in addition to the pay for your enumeration work. All earnings are subject to Federal income withholding tax.

You will be reimbursed for—

1. Use of your automobile, while on official census travel, at the rate of 8 cents per mile.
2. Paid telephone calls made and collect calls received;
3. Road, bridge, and ferry tolls, and
4. Per diem, if your crew leader authorizes you to be away from home overnight.

### 4. Your hours of work



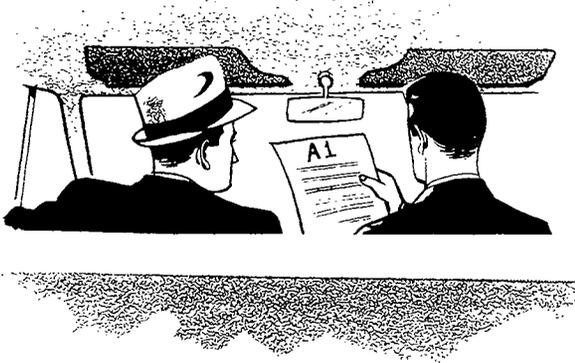
You will be required to work at least 40 hours a week, or an average of five 8-hour days. However, you will not be limited to 40 hours. If possible, work 6 days a week and as many hours each day as you can. The completing of your Assignment quickly and turning in your work will speed your pay check.

Adjust your working hours to the time when you are most likely to find people at home. You may have to make calls early in the morning, in the evening, and on weekends. Do not make calls after 9 p.m., or on Sundays, or Thanksgiving Day.

### 5. Your training

You will learn about your job by completing the self-study training. The self-study training will require 12 to 16 hours of study. Before you begin enumeration, your crew leader or supervisor will go through a practice interview with you and will accompany and help you during your first interview.

## 6. Your crew leader



Your crew leader is your supervisor. He will—

1. Supervise and help you with your self-study training;
2. Give you your Assignment;
3. Supply you with the forms you will need;
4. Go with you on some of your visits to help you ask the questions correctly and to help you with problems;
5. Review your work and, if necessary, explain how you need to improve it;
6. See that you understand and follow the instructions in this book;
7. See that you complete your assignment as quickly as possible;
8. Check your completed work; and
9. Certify your claims for payment.

If you have any problems you cannot solve on the basis of the instructions in this book, telephone your crew leader in the evening and get his help. Also, let him know if you will need more questionnaires or other materials.

## 7. Why the census is taken

The census of agriculture is taken to bring facts about United States agriculture up to date.

Agriculture is important because it is the chief source of food and clothing which people need. Most families spend about one-fifth of their income to buy food.

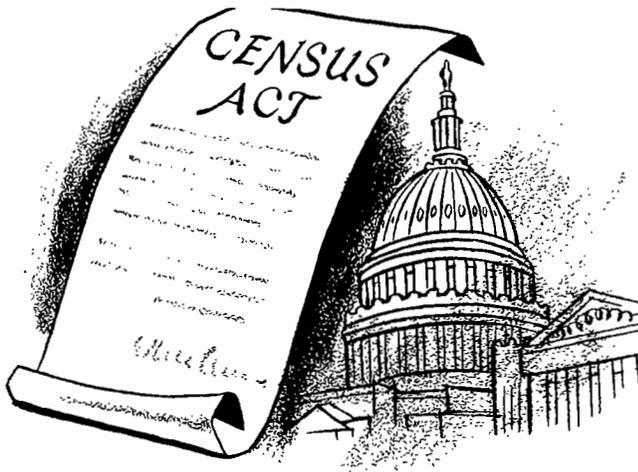
Since 1960, our population has increased more than 12 million. As our population grows, so does our need for food and clothing supplies.

Our farms provide food and other materials for millions living in other countries. The United States exports more farm products than any country in the world. Almost half of the rice, wheat, and cotton produced in the United States is exported. Farm products exported are valued at \$5 billion and account for one-fourth of all United States exports.

The census provides many facts needed by many people. The crops and other farm products produced on our farms provide raw materials that must be transported, processed and distributed throughout our Nation. Farmers sell their products for about \$35 billion. About 10 million workers, more workers than there are on farms, are employed in the transporting, processing, manufacturing and selling of products from our farms. About 6 million workers are required to supply farms with machinery, tools, fertilizers, chemicals, petroleum products and the goods required for the daily living of persons on our farms.

In 1920, more than one-fourth of our people were employed mainly in agriculture; in 1964 less than one-tenth of our workers will be employed mainly in agriculture. Today, one United States farmworker can produce food for 27 persons. This means that 26 others are available to produce other goods or to provide other services. Thus, everyone is directly affected by what happens in agriculture.

The census of agriculture will provide facts about **changes** in agriculture. These changes have been greater and more widespread in recent years than at any time in our history. During the 10 years from 1950 to 1960, the number of farms decreased more than one and one-half million; the number of farmworkers decreased almost 3 million; the number of people living on farms decreased nearly 10 million. However, food production increased more than one-fourth.

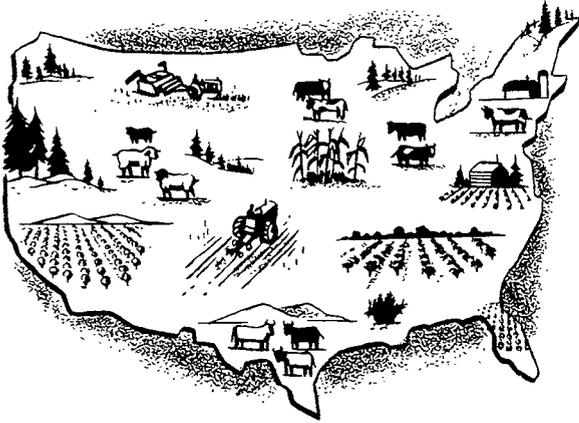


The increase in farm mechanization has been tremendous in recent years. The new insecticides, new equipment, new livestock and poultry feeds, and new farming methods and practices developed within the last 20 years have brought about far-reaching changes in agriculture. The 1964 Census of Agriculture will provide measures of the changes that have taken place during the 5 years since the 1959 census.

More than 3 million farms in the United States are engaged in agricultural production. There are more farms in this country than there are firms engaged in mining, manufacturing, transportation, communication, retail trade, and insurance. The farms vary in size from less than one acre to more than 100,000 acres. With so many individual farms, a nationwide census is the only way to obtain up-to-date facts about agriculture.

The 1964 Census of Agriculture is required by an Act of Congress. The census has been recommended by such farm organizations as the American Farm Bureau Federation, the National Grange, National Farmers Union, Farm Equipment Institute, National Council of Farmer Cooperatives, National Association of Commissioners, The American Farm Economic Association, Agricultural Publishers Association, American Association of Land-Grant Colleges and State Universities, the U. S. Department of Agriculture, and by State Secretaries and Directors of Agriculture.

## 8. What the census is

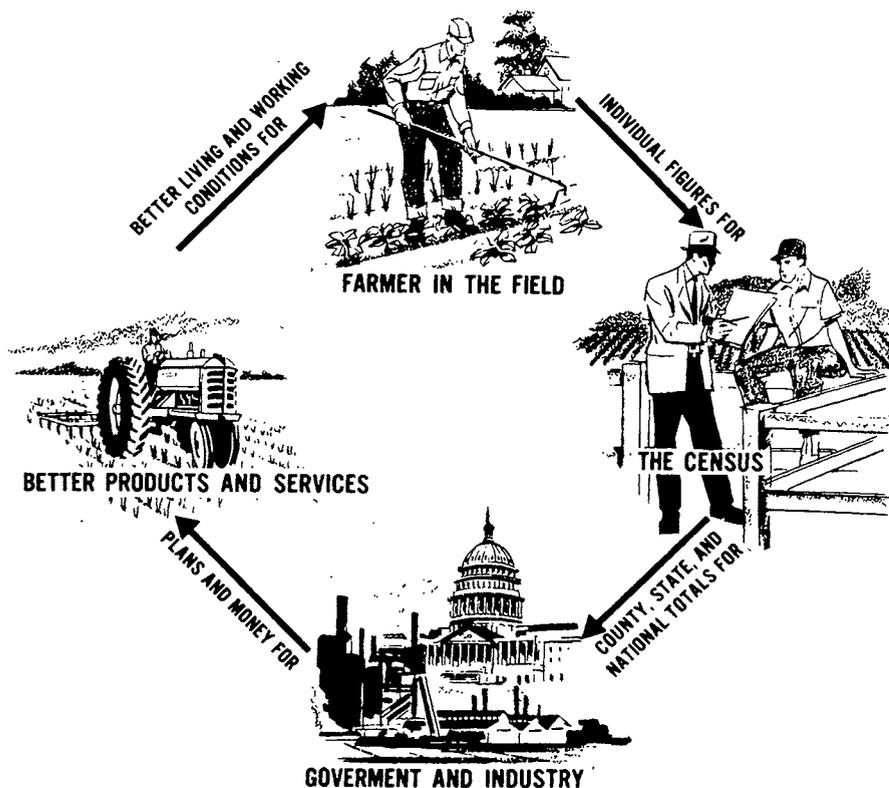


The census is a count-taking of our agricultural resources and agricultural production in 1964. It will provide—

1. A count of our farms—the large farms, the small farms, and the ones-in-between.
2. An inventory of agricultural land and the ways in which it was used in 1964 to provide food and fiber for our constantly growing population.
3. The amount of each farm product produced and sold.
4. An inventory of the kinds and numbers of livestock and poultry on farms.
5. A count of farms with such facilities as telephones, home freezers, etc., as well as a count of important farm machines such as tractors, motortrucks, cornpickers, etc.
6. A count of the number of full-time hired workers on farms.
7. A record of the important cash expenditures made by farmers during 1964.
8. A record of persons living in the houses of farm operators.

## 9. Who uses census information

The facts from a nationwide census are used directly or indirectly by millions of people.



The census of agriculture provides figures on the production of the many products of our farms and ranches. The amount of the production is an important determinant of the price the farmer receives and the purchaser pays for the farm product. Farm production statistics take some of the guess work out of production and marketing decisions farmers must make. These statistics assist farmers to plan in advance in regard to how much to produce and when to market.

Many of the year to year estimates made by the United States and State governments for the production of farm products and on the quantity and use of agricultural resources, use data from the census of agriculture as bench marks. Nearly all estimates of agricultural production and farm resources of counties are made on the basis of data obtained in the census of agriculture.

There are a large number of businesses engaged in transporting, processing, storing and selling products produced on farms. These businesses employ about 10 million persons. These businesses depend on facts from the census of agriculture in planning their operations. Decisions regarding where to obtain supplies of farm products, how much transportation will be needed, where to locate purchasing points, where to locate processing plants, etc. depend greatly upon information from the census.

Increasingly, farmers are using large amounts of goods and services from nonfarm sources to produce crops, livestock and livestock products. The businesses supplying farms with machinery, tools, fertilizer, feed, chemicals, and petroleum products, need to make plans and decisions regarding where and how much of the products are needed by farmers. They use statistics from the census to determine where, how much is needed, how many, and what kinds of farmers will buy their products, and where to locate facilities to provide the materials and services to farmers.

Rapid changes are occurring in farming and the rate of change has been increasing.

Man hours required for farm work declined about 30 percent from 1950 to 1960. These large scale changes did not and are not occurring at the same rate in all areas and on every kind of farm.

Farm census facts regarding the change in agriculture are used by State and local governments in making plans and revising plans affected by the large changes in number of farms and number of people in rural areas.

State agricultural colleges, county agricultural agents and other agencies having programs dealing with farmers and farm people use census information as a measure of the effect of their programs and as a basis for making changes in existing programs and developing new programs.

Census statistics provide the basic information for developing and changing farm programs and for determining the effect of these programs upon farms and farming in various areas and on various sizes and kinds of farms by Congress and State governments.

## 10. Terms you must know

The following census terms appear throughout this book and will be used constantly in the training course. It is important that you learn them.

1. **Enumeration.**—The act of listing a dwelling or a place and obtaining an agriculture questionnaire when required.
2. **Assignment (enumeration assignment).**—An area, clearly outlined on a map, to be covered by one enumerator. Each assignment consists of one or more “enumeration districts” or “ED’s.”
3. **Dwelling.**—Any occupied house, apartment, trailer, or other housing accommodation; also, vacant houses. (Houses under construction but not yet occupied are not considered dwellings.)
4. **Place.**—One or more tracts of land used for agricultural operations at any time this year.
5. **Person in charge or “operator.”**—The person who controls the agricultural operations on a place, either doing the work himself or directly supervising the work. He is not necessarily the owner of the place. He may be a member of the owner’s household, tenant, renter, sharecropper, or hired manager.
6. **Respondent.**—The person who gives the information for the census. (That is, the person who “responds” to the questions asked.)
7. **Tract.**—An area of land.

## 11. Agricultural operations

For census purposes, there are agricultural operations on a place if, at any time this year, there were—

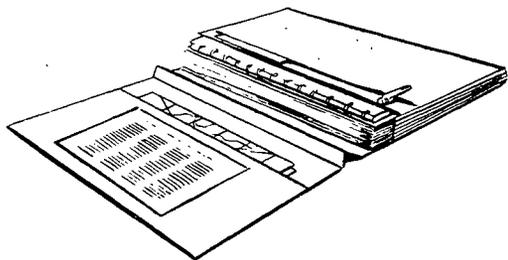
1. One or more cattle; 4 or more hogs; 4 or more sheep; 30 or more chickens; or 30 or more turkeys or ducks.
2. Any crops such as corn, hay, or grains.
3. Any vegetables or berries for sale or nursery or greenhouse products.
4. A total of 20 or more fruit trees, nut trees, or grapevines.



Agricultural operations include: Bee farms; cranberry bogs; dry lot or barn dairies; feedlots; fur farms (fox, mink, skunk, etc., in captivity); garbage-feeding hog yards; greenhouses; institutional farms (operated by schools, prisons, hospitals, etc., even if no sales are made); mushroom cellars; nurseries (except for reforestation projects or public parks); cutting of hay (even though this is the only farming operation); grazing or pasturing of livestock; harvesting of grass seed; keeping of chickens for eggs; production of broilers; production of medicinal or drug plants and herbs; production of flowers and bulbs for sale; production of vegetables under glass; production of vegetable and flower seed, plants, bulbs, tubers, etc.; production in captivity of pheasants, quail, etc.; production of mint; raising horses or ponies; raising rabbits in captivity; raising squabs.

The following do not require an agriculture questionnaire unless they are in combination with agricultural operations: canneries; cheese factories; creameries; deer parks; fish, frog, alligator, or snake farms; fish hatcheries; game preserves; kennels; livestock dealers who keep animals less than 30 days; ostrich "farms"; oyster "farms"; parks; riding academies; shipping pens; distilleries, cotton gins, mills, refineries, or packing plants; turpentine "farms"; places raising canaries, guinea pigs, white rats, or white mice; stockyards, and auction barns.

## 12. Forms you will use



A carrying case, called a "portfolio," will be given to you with your Assignment. In your portfolio you will find the forms and records that you will need for your work, including those you need for your self-study training. Instructions for using the forms and properly filled examples of some of the forms are included in later chapters of this book. They will also be discussed in the training course.

All enumerators will use the following forms:

1. **An Assignment map.**—The map shows the boundaries and principal ground features of the area assigned to you for enumeration. (See paragraph 20.)
2. **Record Book (Form A9).**—You will receive one large record book (Form A9) containing the following forms:
  - a. **A2 Listing (Form A2),** for listing persons and places in your ED and enough information about each one to determine whether an agriculture questionnaire (Form A1) is required. (You will find instruction for the use of this form in chapter III.)
  - b. **Travel and Work Record (Form A-11),** for keeping a daily record of your speedometer readings, miles driven, questionnaires completed, hours worked, and telephone and toll expenses for which you will be repaid. (A sample copy of this form is shown as Exhibit 1 in the appendix.)
  - c. **Enumerator's Reimbursement and Payroll Voucher (Form A12),** to be filled by your crew leader and certified by you when your Assignment is complete. This form is your official claim for payment.
  - d. **Accident and injury forms,** to be torn out and used only if you are injured or have a motor-vehicle accident while on official business.
  - e. **Enumerator's Daily Report (Form A14).**—You will use this post card form for mailing a daily work report to your crew leader. (A copy of this form appears as exhibit 2 in the appendix.)
3. **Agriculture Questionnaire (Form A1).**—You will receive a supply of these questionnaires. They are to be used for reporting detailed information about the agricultural operations in your assignment. (Chapter IV, V, and VI will give you instructions regarding the use of the agriculture questionnaire.)

4. **Callback letter (Form A16).**—You are to use this form only if you are not able to get a complete questionnaire on your first visit to a place. It requests the person to complete a questionnaire himself and mail it to you. There will be a supply of envelopes to be used for mailing questionnaires to you.

(See exhibit 6.)

5. An envelope containing materials for your self-study training.

The law requires that all information collected for the census be kept **confidential**. (See exhibit 7 in the appendix: Extracts from the Census Act.) When you accept the job of enumerator you will be required to take an oath that you will complete your assignment and never reveal any census information to anyone who is not a sworn employee of the Census Bureau. This means that you may not give any census information even to members of your family.

To make sure you keep the oath, **follow these rules:**

1. Do not repeat any information you receive as a census enumerator to anyone except your crew leader or other census employee.
2. Do not let anyone go with you on your visits except your crew leader or other census employee.
3. Do not leave completed questionnaires where they can be seen by anyone except your crew leader or other census employee.
4. Interview the respondent privately or with only members of his own family present. Do not take census information over the telephone unless you have the respondent's permission. If necessary, explain that you are not supposed to get the information in the presence of anyone not employed by the Census Bureau.
5. Do not resign from your job. In case of emergency, call your crew leader.

Your Assignment map is not confidential. You may show it to respondents whenever you need help in locating places in your Assignment.

**13. Census information is confidential**



#### 14. How to conduct interviews



During your enumeration work, you will conduct several hundred individual interviews. Try to make a good impression on the respondent right from the start of each interview. Wear neat, conservative clothes which are suitable for the area where you are enumerating.

You will receive an identification badge in your portfolio. Always wear your badge while you are enumerating. Greet the respondent and tell him your name if he does not know you personally. Explain that you are collecting information about agriculture for the United States Bureau of the Census. If it seems advisable, explain that all information will be kept absolutely confidential, and that it has nothing to do with taxes, law enforcement, or agricultural programs and that the Census Bureau will use the information only to get totals for all the farming activities carried on in each county this year. A good introduction might go something like this:

“Good morning. My name is . . . . . I am working for the United States Bureau of the Census. My job is to collect information for the census of agriculture being taken in this area this year.” In case the respondent objects to providing the information, you may say, “All information collected for the census is kept absolutely confidential. It will be used only to get totals for all the places that had any crops or livestock this year. It has nothing to do with taxes, law enforcement, or agricultural programs. I’d appreciate it very much if you would give me the information I need for your place.”

You may not need to make such a long introduction at every place you visit. Most respondents will already know about the census before you call, because announcements have been made in newspapers and over radio and television. Also, they received agriculture questionnaires by mail, on which is printed a letter explaining that a census enumerator would visit them.

After you have made your introduction, spend a half minute or so in general conversation. Make some complimentary remark about what the respondent is doing or about some interesting feature of his place—a new building, his cattle, his corn crop—or something else in which he can take pride. A pleasant and friendly attitude on your part will help you get the respondent’s cooperation.

Then start asking the A2 questions. If an A1 is required, ask the respondent if he received a questionnaire through the mail. If he hands it to you, or has it completed, use his questionnaire. You may hand him a copy of an unfilled questionnaire. Suggest that he may wish to follow the questions as you ask them. By doing so, he may find it easier to understand exactly what information is required and thus save you time in filling his questionnaire. Be courteous at all times and read explanations from this book for any questions the respondent has difficulty understanding. Keep the interview businesslike but don't forget to be friendly at the same time. If he has already filled a questionnaire accept it and check it before you leave.

When you have completed the interview, be sure to thank the respondent. Let him know that he has made a big contribution to the success of the census. You might say something like this: "Thank you very much for your cooperation, Mr. . . . . . You have been most helpful."

**15. Census information used only in totals**

Some respondents may worry about the use of the information they are asked to give. It is up to you to make them understand that the facts collected for individual farms will never be given to the Department of Agriculture, the Bureau of Internal Revenue, or to any other Federal or State agency. The information will be used only to get totals for all the agricultural operations conducted in each county this year.

The Bureau of the Census does not make any recommendations or decisions about agricultural policies and programs. By law, the information cannot be used for checking on acreage allotments, price support payments, crop loans, Soil Bank reserves, income taxes, or any other feature of the programs administered by the Department of Agriculture or by any other agency of the Government.

<b>CATTLE IN PARSONS COUNTY</b>		
<b>DISTRICT</b>	<b>FARMS REPORTING</b>	<b>NUMBER OF CATTLE</b>
1	172	593
2	398	913
3	7	7
4	3	7
5		
<b>TOTAL</b>	<b>1,131</b>	<b>3,776</b>