

When the cost figures are converted to what they would have been, had all piece-rate enumerators actually earned \$1.75 per hour, it appears that the listing and followup procedures tested were more

expensive than the regular agriculture census procedures. If all enumerators earned \$1.75 per hour, the cost per A1 would be \$2.02 for the test counties and \$1.89 for the control counties.

Table 9. COSTS IN AFPS TEST AND CONTROL COUNTIES FOR LISTING AND FOLLOWUP STAGES

Area	Listing			Followup			Total		Con- verted cost per A1 ²
	Cost ¹ per A1	Cost ¹ per A2 listing	Piece- rate earnings per hour	Cost ¹ per A1	Cost ¹ per A1 followed up	Piece- rate earnings per hour	Cost ¹ per A1	Piece- rate earnings per hour	
AFPS test counties, total	\$.84	\$.39	\$1.42	\$.90	\$1.27	\$1.39	\$1.74	\$1.40	\$2.02
Indiana.....	.85	.35	1.43	.95	1.33	1.36	1.80	1.40	2.10
Illinois.....	.83	.45	1.40	.84	1.20	1.42	1.67	1.41	1.92
Control counties, total..	-	-	-	-	-	-	1.83	1.68	1.89
Indiana.....	-	-	-	-	-	-	1.83	1.64	1.92
Illinois.....	-	-	-	-	-	-	1.84	1.77	1.82
State of Indiana.....	-	-	-	-	-	-	1.89	1.68	1.94
State of Illinois.....	-	-	-	-	-	-	1.92	1.71	1.95

¹Excludes field office and post office costs.

²Cost if all piece-rate enumerators had earned \$1.75 per hour.

Not included in these comparisons are the field office costs and the post office costs for both procedures. In the test counties the post office costs included the mailing in of A1's by the farmers, the sending of reminder post cards to all those who received A1's, and the mailing of followup packages to all who had not returned their A1's as of a certain date. Post office costs in the control counties included the distribution of A1's to all rural box holders.

In the test counties, enumerators were paid in two installments--once for listing and once for followup. For listing, piece-rate earnings consisted of the sum of payments for A2 listings completed, A1's left, and time enroute. (based on number of miles driven). For followup, piece-rate earnings consisted of the sum of payments for A1's completed by telephone followup, A1's completed by personal-visit followup, and time enroute. All enumerators also received training fees and reimbursement for mileage and telephone charges.

Mail Return Rates

The mail return rate obtained in the AFPS was 86 percent. The base of this figure is all farm operators who were requested to return agricultural questionnaires by mail. These operators were divided, however, into several groups treated to different enumerative procedures for an experiment on the effect of mail followup for nonresponse. Results indicate that, had all AFPS farm operators been followed up for nonresponse, their mail return rate would have been 91 percent. If none had been followed up, the return rate would have been 84 percent.

Caution should be exercised in generalizing the 91-percent return rate obtained for the AFPS followup

groups. For example, the AFPS questionnaires were not mailed to farm operators, but were left with them during personal interviews by enumerators. The 91-percent return rate was obtained for farm operators contacted by enumerators relatively early in the enumeration period; and it is possible that enumerators may contact the most cooperative operators first. This possibility is supported by the finding of a 79-percent return rate for farm operators contacted later in the enumeration period and not followed up.

It should also be noted that the return rates given above are for all returned questionnaires regardless of quality. Some of them were grossly incomplete.

The following groups of farm operators were defined for an experiment on mail followup for non-response:

1. Farm operators with whom enumerators had left A1's between November 11, 1964 (the beginning date of enumeration in the AFPS counties), and November 14, inclusive. A random three-fourths of these farm operators were designated as a "followup" group, while the remaining one-fourth formed a "control" group. Each farm operator in the followup group whose A1 had not been received in the census field office by November 21 was mailed a followup on either November 21 or 23. There were 2,346 farm operators in this November 21 followup group. No followup was made on the control group composed of 750 farm operators.

2. Farm operators with whom enumerators had left A1's between November 15 and November 21, inclusive. These farm operators were randomly divided into followup (75-percent) and control (25-percent) groups and treated the same