



# Farm Computer Usage and Ownership Methodology and Quality Measures

ISSN: 2167-1311

---

Released August 20, 2013, by the National Agricultural Statistics Service (NASS), Agricultural Statistics Board, United States Department of Agriculture (USDA).

## June Area Survey Methodology for Farm Computer Usage and Ownership

**Scope and Purpose:** Farm computer usage and ownership are estimated biennially in July. Estimates made for this program include percent of farms with access to a computer, percent of farms that own or lease a computer, percent of farms using the computer for farm business purposes, and percent of farms with access to the Internet. For operators with access to the Internet, data are collected for the operator's primary method of access and ways in which the operator uses the Internet for farm business and personal use. The percent of farms using dialup, DSL, cable, satellite, wireless or other means of accessing the Internet are also estimated. Estimates are published for the U.S. and by State, region, economic class, and type of farm.

The computer use data are collected as part of the June Area Survey, a multipurpose survey used to estimate crop acreages and measure incompleteness of the NASS list frame for numerous other surveys. The June Area Survey is conducted every year in all states except Alaska and Hawaii with computer use questions added in odd-numbered years.

**Survey Timeline:** Some pre-survey screening is done in May to identify farm operators to be interviewed. Data collection is conducted by personal interview from the end of May through mid-June. The reference date for the June Area Survey is June 1. Field Offices conduct editing and analysis over a three-week period, ending in late June. Once editing is complete, the data are summarized. Survey results are reviewed and State and National estimates are established. The Farm Computer Usage and Ownership estimates are published in mid-August in odd numbered years.

**Sampling:** The target population for the computer use estimates is all farms and ranches with \$1,000 or more in agricultural sales (or potential sales). The June Area Survey utilizes an area sampling frame. The area frame consists of all land in all states except Alaska, and thus represents all farms and ranches. For all states, land is stratified according to the intensity of agriculture using satellite imagery. The land in each stratum is divided into segments of roughly one square mile. Segments are optimally allocated and sampled to effectively measure crops and livestock. The sampled segments are fully enumerated in June. The cost of building the frame and preparing materials for enumeration is significant, so sampled segments are in the survey for five consecutive years. About 20 percent of the segments are rotated out and replaced with new ones each year.

Through personal interviews, field enumerators divide the segments into tracts, each tract representing a unique operating arrangement. Some of the tracts do not qualify under the farm definition and screen out; the remaining agricultural tracts become the sample for computer use.

**Data Collection:** Each enumerator is responsible for several segments of land. Enumerators must account for all operations and land contained in their assigned segments. All respondents are contacted in person by an enumerator, and a personal interview is conducted. Survey questionnaires are returned to the Field Offices where they are visually reviewed and key entered.

Questionnaire content and format are evaluated annually through a specifications process where requests for changes are evaluated and approved or disapproved. Input may vary from question wording or formatting to a program change involving the deletion or modification of current questions or addition of new ones. If there are significant changes to either the content or format proposed, a NASS survey methodologist will pre-test the changes for usability.

All federal data collections require approval by the Office of Management and Budget (OMB). NASS must document the public need for the data, show the design applies sound statistical practice, ensure the data do not already exist elsewhere, and that the public is not excessively burdened. The June Area questionnaire must display an active OMB number that gives NASS the authority to conduct the survey, a statement of the purpose of the survey and the use of the data being collected, a response burden statement that gives an estimate of the time required to complete the form, a confidentiality statement that the respondent's information will only be used for statistical purposes in combination with other producers, and a statement saying that response to the survey is voluntary and not required by law.

**Survey Edit:** As survey data are collected and captured, data are edited for consistency and reasonableness using automated systems. Reported data are edited as a batch of data when first captured. The edit logic ensures the coding of administrative data follows the methodological rules associated with the survey design. Relationships between data items (i.e. responses to individual questions) on the current survey are verified. Some data items in the current survey are compared to data items from earlier surveys to ensure certain relationships are logical. The edit will determine the status of each record to be either "dirty" or "clean" (i.e. failing or passing the edit requirements for consistency and reasonableness). Records that fail edit requirements must be updated or must be certified by an analyst to be exempt from the failed edit requirement. Only records that pass edit requirements are eligible for final summary.

**Nonsampling Errors:** Nonsampling errors are present in any survey process. These errors include reporting, recording, and editing errors. Steps are taken to minimize these errors, such as comprehensive interviewer training, validation, and verification of processing systems, application of detailed computer edits, and evaluation of the data via the analysis tools.

**Estimators:** The June Area computer use estimates utilize a weighted segment estimator. Response to the June Area Survey is voluntary. Some producers refuse to participate in the survey, others cannot be located during the data collection period, and some submit incomplete reports. These nonrespondents must be accounted for if accurate estimates of computer usage are to be made. For the computer use data, nonresponse is accounted for by adjusting the sampling weights of good respondents to account for the nonrespondents. Adjustments are made within stratum by state which compensates for non-uniform response across strata.

**Estimation:** The computer use data are separated from the June Area dataset and summarized. Since all States conduct identical surveys, the State data can be pooled and national survey results computed. The summary results provide point estimates and their standard errors for each data series being estimated. It also provides information used to assess the performance of the current survey and evaluate the consistency of the survey estimates, such as percents by farm types and economic sales classes and survey response rates.

Survey results are delivered to a subject matter specialist for review and acceptance. All review is performed in NASS's Washington, D.C. Headquarters. Current results are reviewed, in tabular form, against the historical data series for consistency and reasonableness. State results are examined by region for geographic consistency. Any irregularities revealed in the analysis are investigated and, when necessary, resolved. Survey results are adopted as the official estimate except in a few instances where strong justification supports a deviation from the summarized data. In these instances, the estimates are evaluated and adjusted based on data relationships in the other States within the same region. All estimates are subject to supervisory approval before being released by the Agricultural Statistics Board.

## Quality Metrics for Farm Computer Usage and Ownership

**Purpose and Definitions:** Under the guidance of the Statistical Policy Office of the Office of Management and Budget (OMB), the United States Department of Agriculture’s National Agricultural Statistics Service (NASS) provides data users with quality metrics for its published data series. The metrics tables below describe the performance data for the survey contributing to the publication. The accuracy of data products may be evaluated through sampling and nonsampling error. The measurement of error due to sampling in the current period is evaluated by the coefficient of variation for each estimated item. Nonsampling error is evaluated by response rates.

**Farm Tract** is a portion of a sampled segment that represents a unique operating arrangement that meets the definition of a farm.

**Sample Size** is the total number of farm tracts found in the sampled segments in the June Area Survey.

**Response rates** measure the proportion of total farm tracts responding to the computer use questions.

**Coefficient of Variation** provides a measure of the size for the standard error relative to the point estimate and is used to measure the relative precision of the results of a survey estimator.

**June Area Survey Computer Use Sample Size and Response Rates:** To assist in evaluating the performance of the estimates in the Farm Computer Usage and Ownership report, the sample size and response rates are displayed. The sample size changes from year to year as the number of farm tracts identified within the sampled segments varies.

### June Area Survey Sample Size and Response Rates – United States: 2009, 2011, and 2013

	2009	2009	2011	2011	2013	2013
	Sample size	Response rate	Sample size	Response rate	Sample size	Response rate
	(number)	(percent)	(number)	(percent)	(number)	(percent)
United States .....	38,557	81.7	39,233	79.5	34,889	77.3

## Quality Metrics for Farm Computer Usage – States and United States: 2009, 2011, and 2013

State	Coefficients of variation					
	Farms with computer access			Farms that own or lease computers		
	2009	2011	2013	2009	2011	2013
(percent)	(percent)	(percent)	(percent)	(percent)	(percent)	
Alabama .....	6.0	7.4	8.6	6.9	6.4	9.9
Arizona <sup>1</sup> .....	21.6	7.8	22.6	8.1	23.0	22.9
Arkansas .....	4.7	7.1	10.6	6.1	5.3	11.0
California .....	4.6	5.3	5.4	5.4	4.7	6.0
Colorado .....	4.4	4.3	6.2	6.4	4.5	6.3
Florida .....	4.8	5.3	6.0	6.3	5.7	6.1
Georgia .....	7.7	6.0	5.5	7.4	8.3	5.6
Idaho .....	4.3	3.7	3.9	3.6	4.7	9.0
Illinois .....	3.1	3.6	3.2	3.3	3.2	3.4
Indiana .....	3.9	4.7	5.1	3.9	4.1	5.2
Iowa .....	2.5	2.6	2.7	2.7	2.5	2.8
Kansas .....	3.6	4.2	4.9	3.5	3.8	5.0
Kentucky .....	5.3	5.8	6.4	5.7	5.7	6.8
Louisiana .....	10.4	7.2	6.4	7.8	10.5	8.0
Maryland <sup>2</sup> .....	7.2	8.3	7.5	7.9	7.4	8.4
Michigan .....	4.3	4.7	5.6	6.9	5.1	5.7
Minnesota .....	2.6	3.1	3.4	2.8	2.8	3.6
Mississippi .....	5.6	4.3	6.7	6.8	5.9	7.3
Missouri .....	4.9	4.6	5.3	4.9	4.9	5.4
Montana .....	3.9	4.1	3.2	5.1	4.0	3.8
Nebraska .....	3.1	3.3	3.6	3.2	3.1	3.8
New Hampshire <sup>3</sup> .....	4.3	5.2	3.9	8.6	4.9	4.2
New Jersey .....	6.2	6.2	7.9	6.6	6.4	7.9
New Mexico .....	10.0	6.5	16.1	11.0	10.2	16.9
New York .....	6.6	7.8	9.6	9.0	6.7	10.7
North Carolina .....	3.5	3.4	4.9	4.4	3.7	5.3
North Dakota .....	3.9	3.7	3.8	3.7	4.1	3.9
Ohio .....	4.7	5.3	5.3	5.7	5.1	5.6
Oklahoma .....	4.1	4.0	4.3	5.2	4.3	4.4
Oregon .....	4.2	5.2	4.6	5.3	4.5	5.2
Pennsylvania .....	5.1	4.3	6.0	4.5	5.8	6.2
South Carolina .....	8.1	9.7	12.7	7.4	8.6	13.1
South Dakota .....	4.0	3.6	4.8	4.5	4.2	4.9
Tennessee .....	4.0	4.1	5.1	4.2	4.4	5.5
Texas .....	2.2	2.1	2.0	1.9	2.4	2.1
Utah .....	7.4	4.0	8.1	9.5	7.8	8.4
Virginia .....	4.9	5.7	8.6	7.0	5.2	10.5
Washington .....	3.7	3.6	4.3	4.8	4.6	5.9
West Virginia .....	6.4	5.9	9.0	7.2	7.1	9.1
Wisconsin .....	3.2	3.2	3.1	3.6	3.4	3.5
Wyoming .....	7.0	5.2	11.0	9.6	7.1	11.1
United States <sup>4</sup> .....	0.7	0.7	0.9	0.8	0.8	0.9

<sup>1</sup> Includes Arizona and Nevada.

<sup>2</sup> Includes Delaware and Maryland.

<sup>3</sup> Includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

<sup>4</sup> Excludes Alaska and Hawaii.

## Quality Metrics for Farm Computer Usage – States and United States: 2009, 2011, and 2013

State	Coefficients of variation					
	Farms using computers for farm business			Farms with Internet access		
	2009	2011	2013	2009	2011	2013
	(percent)	(percent)	(percent)	(percent)	(percent)	(percent)
Alabama .....	11.1	11.3	18.9	6.5	7.7	10.4
Arizona <sup>1</sup> .....	20.4	21.5	25.6	23.8	7.9	22.6
Arkansas .....	9.1	10.9	16.0	5.8	7.6	10.0
California .....	10.4	7.7	8.9	5.0	5.8	6.2
Colorado .....	8.9	9.7	9.6	5.1	5.8	6.9
Florida .....	9.3	8.6	10.0	5.4	5.4	6.1
Georgia .....	12.7	9.2	9.7	8.7	6.3	6.0
Idaho .....	9.3	11.6	17.9	5.5	6.1	4.9
Illinois .....	4.9	5.2	5.3	3.5	3.8	3.4
Indiana .....	6.4	7.8	7.0	4.4	4.9	5.3
Iowa .....	4.0	3.6	3.7	3.0	2.8	2.9
Kansas .....	6.1	6.3	7.9	4.0	4.5	5.2
Kentucky .....	9.1	9.8	9.5	6.0	6.4	6.7
Louisiana .....	16.6	13.2	11.9	11.5	8.2	8.4
Maryland <sup>2</sup> .....	12.8	12.0	13.5	7.7	8.7	8.1
Michigan .....	8.4	10.5	9.7	5.7	4.7	6.0
Minnesota .....	4.1	5.0	4.7	2.9	3.3	3.5
Mississippi .....	10.2	9.0	12.2	6.3	5.0	7.4
Missouri .....	7.7	6.9	8.4	5.7	5.1	5.6
Montana .....	6.2	7.2	5.9	4.3	4.5	3.1
Nebraska .....	4.4	4.7	5.4	3.5	3.5	4.0
New Hampshire <sup>3</sup> .....	10.1	8.2	9.4	5.4	5.3	3.9
New Jersey .....	12.3	9.6	17.6	6.4	6.1	7.9
New Mexico .....	15.4	11.1	26.9	11.2	7.0	18.5
New York .....	11.7	12.3	15.2	7.0	8.0	10.3
North Carolina .....	6.6	6.1	8.6	3.9	3.7	5.2
North Dakota .....	5.3	5.3	5.2	4.2	3.8	4.2
Ohio .....	6.7	7.8	7.2	5.1	5.7	5.5
Oklahoma .....	7.5	6.7	7.6	4.7	4.3	4.5
Oregon .....	8.5	8.8	10.8	4.9	5.6	5.4
Pennsylvania .....	8.6	6.9	9.1	5.9	4.5	6.3
South Carolina .....	15.6	18.0	24.9	9.2	10.9	13.9
South Dakota .....	5.9	6.1	6.5	4.2	4.0	4.9
Tennessee .....	7.3	6.8	8.2	4.6	4.4	5.4
Texas .....	3.8	4.0	3.4	2.4	2.2	2.1
Utah .....	7.8	10.7	15.4	18.0	4.8	9.9
Virginia .....	9.6	10.5	15.5	5.0	6.2	8.5
Washington .....	7.1	8.3	13.3	4.2	4.3	4.4
West Virginia .....	14.2	10.6	13.3	7.5	6.3	9.3
Wisconsin .....	6.0	6.0	5.7	3.6	3.7	3.2
Wyoming .....	17.7	17.1	16.0	7.0	6.8	11.9
United States <sup>4</sup> .....	1.3	1.2	1.4	0.8	0.8	0.9

<sup>1</sup> Includes Arizona and Nevada.

<sup>2</sup> Includes Delaware and Maryland.

<sup>3</sup> Includes Connecticut, Maine, Massachusetts, New Hampshire, Rhode Island, and Vermont.

<sup>4</sup> Excludes Alaska and Hawaii.

## Information Contacts

Process	Unit	Telephone	Email
Estimation .....	Environmental, Economics, and Demographics Branch.....	(202) 720-6146	HQ_SD_EEDB@nass.usda.gov
Data Collection .....	Program Administration Branch.....	(202) 690-8747	HQ_CSD_PAB@nass.usda.gov
Questionnaires and Editing .....	Editing and Questionnaire Branch.....	(202) 720-6201	HQ_CSD_DCB@nass.usda.gov
Sampling .....	Survey Sampling Branch.....	(202) 720-3895	HQ_CSD_SB@nass.usda.gov
Analysis and Estimators .....	Statistical Methods Branch.....	(202) 720-4008	HQ_SD_SMB@nass.usda.gov
Dissemination and Webmaster .....	Data Dissemination Section .....	(202) 720-7017	HQDAPP@nass.usda.gov
Media Contact .....	Public Affairs Section .....	(202) 720-7017	HQDAPP@nass.usda.gov