

Examining the Underreporting of Operators on the 2015 Census Content Test

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Service

Women in Agriculture

- Traditional division of labor: farmwives and farmers
- Changing role of women in agriculture (Trauger 2007; Beach 2013)
- 2012 Census of Agriculture
 - 30% operators; 14% principal operators
 - Concern that NASS surveys not capturing contributions of women





Data: 2015 Census Content Test

- Pretested using cognitive interviewing
(Willis 2005)
 - 68 total interviews were conducted
 - Issues with survey questions were thoroughly documented (Pick, Ott, Ridolfo, McCarthy, Sloan, Beach, and Samson 2016)
 - Explore how often and why operators are underreported
 - 47 operations with multiple operators and complete data were included in the analyses

Research Questions

- To what extent are operators underreported on the COA Content Test?
- How do respondents frame the underreporting of agricultural operators?
- Do these patterns differ by gender?
 - Are women underreported more than men?
 - Are women underreported for different reasons?



Underreport Identification

SECTION 5 TYPE OF ORGANIZATION

4. Who makes the decisions for this operation? Mark one answer only.

1687 1 An individual

2 Spouses jointly

3 Other family members jointly (siblings, parents, children, etc.)

4 Some other combination of operators

SECTION 6 PERSONAL CHARACTERISTICS

1. In 2015, how many individuals were involved in the decisions for this operation (include family members and hired managers)? Exclude hired workers unless they were a hired manager or family member. . . 1575

	Men	Women
	1571	1574

2. Of the total number of individuals making decisions for this operation, how many are men and how many are women? . . . 1571 1574

3. Answer the following questions for up to four individuals who were involved in the decisions for this operation as of December 31, 2015.

	Person 1	Person 2	Person 3	Person 4
	1836	1852	1872	1873
a. Full name				
b. Is this person completing this form?	1610 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1611 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1612 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No	1613 1 <input type="checkbox"/> Yes 3 <input type="checkbox"/> No
c. Sex	1926 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female	1586 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female	1597 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female	1614 1 <input type="checkbox"/> Male 2 <input type="checkbox"/> Female

- Who were you considering when answering?
- What types of decisions does this person/do these individuals make?
- Is there anyone else who makes decisions for this operation that you did not include in your response?

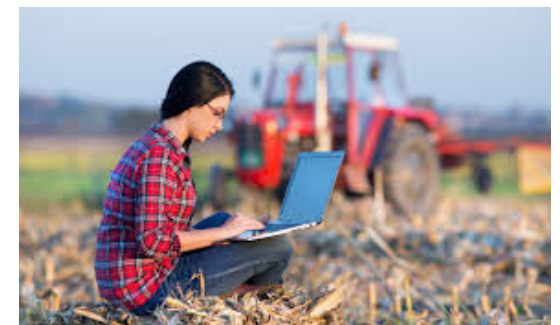


Underreport Example 1

Section 5 Response



Section 6 Response





Underreport Example 2

Section 5 Response



Section 6 Response



Who is Underreported?

Table 1. Underreported Operator Frequencies and the Gender Composition of All Operators

	<u>Male</u>	<u>Female</u>	<u>Total</u>
All Male	7	-	7
All Female	-	-	-
Mixed	15	15	30
Total	22	15	37

Frames of Underreporting

If responses to Sections 5 and 6 are different, probe to see why.

- Example probe: You indicate that there are two people making decisions for this operation, but in the previous section you report this operation is run by an individual. **Can you explain why you answer these two questions differently?**

- **Absolute Authority**
 - Acknowledged that decisions for the operation were made by multiple individuals. Reported individual because he “makes most of the decisions with little or no input from the L.L.C.”
- **Minimization of Influence**
 - wife is “*definitely involved* in land purchase decisions”, she “doesn’t really make day-to-day decisions.”
- **Arbitrary Ostracization**
 - During probing, the respondent reported that he “simply forgot to include his wife” in Section 6. When asked why, he stated “I guess I should have included her here too”

Frame Usage by Gender

Table 2. Frames of Underreporting Usage by Operator Gender

	<u>Female</u>	<u>Male</u>
Absolute Authority	27%	50%
Minimization of Influence	53%	27%
Arbitrary Ostracization	20%	23%
Total	100%	100%

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Conclusion and Discussion

- Norm of underreporting
 - Does not vary by gender
 - Panel recommendations were helpful
- Framing varies by gender
 - Absolute Authority vs. Minimization of Influence
- Revising Survey Instrument
 - Insight into thought process of respondents



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Questions?

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