

Mr. ECKLER. When we say immediate family, we are trying to differentiate those from related people who are not living in the household and who may be living somewhere else.

Mr. TAEUBER. Related by blood and marriage or adoption is the standard language we use.

Mr. ROMNEY. I see.

Then I would like to ask this question. You indicated that the sampling that is used in connection with the census is objective. There are now quite sophisticated sampling techniques. They are referred to generally as statistical sampling techniques whereby the use of a very small sample, a relatively small sample, can be very effective in ascertaining the facts concerning a fairly large group or universe, as the term is used.

Does the Bureau of the Census continue to attempt to perfect its sampling techniques with the view to reducing the size of samples in your question that you must use for your questioning?

Mr. ECKLER. The answer is "Yes", and if I might enlarge upon that, Mr. Romney, I believe the Census Bureau has been one of the leading agencies in the Government, perhaps in the world, in the application of sampling to the measurement of economic and social phenomena, and that the contributions which have been made from some of our staff have been widely followed by others, and have made very important advances in the matter of getting information from a sample of the total.

In connection with planning all of these samples, we have one objective, to keep the number as low as possible consistent with the types of data being needed, and the size of this sample, 20 percent, is determined to a very considerable extent by the kinds of tabulations for which we want to present the data for counties and larger areas, and by the detail of cross-tabulation.

If we had a smaller sample than that, it is believed that the reliability of the results would not be sufficient to meet some of the objectives. But our people are working hard on improving methods of sampling, and we believe we have quite highly sophisticated techniques.

Mr. ROMNEY. Have you completed your studies on the relative cost of using mailing techniques for obtaining your information as opposed to the use of individual enumerators, and if so, what results do you have?

Mr. ECKLER. Our studies on the relative costs and efficiencies, the desirability of these approaches, is not yet completed. We have recently had a census in Cleveland which is the second large scale one. There was one in Louisville last year. The results are being analyzed and further work is being done, and some time in the next few months we hope to arrive at a definite position as to what recommendations ought to be made concerning the procedures to be used in 1970, the extent to which mail should be used and we should shift to the new approach.

Mr. TAEUBER. I think I would like to add to that, as part of the 1964 Census of Agriculture, we did select a 17-county area in Indiana and Illinois, in which we did the census of agriculture by mail insofar as possible. But we have not yet been able to get a full picture of the relative costs and the relative efficiency of this operation.