Enhancing the June Agricultural Survey Pre-Screening through the Use of County Assessor's Information

Denise A. Abreu, Matt Deaton and Wendy Barboza

National Agricultural Statistics Service, USDA, 3251 Old Lee Hwy, Fairfax VA 22030

Abstract

The National Agricultural Statistics Service (NASS) conducts the annual June Agricultural Survey (JAS), which is based on an area frame. Segments of land comprise the sampling units for the JAS. Finding and interviewing all farm operators can be challenging and costly, especially in previously unenumerated segments. In highly-cultivated land areas, names and addresses obtained from the Farm Service Agency (FSA) often provides good starting information to identify operators within the selected land area. However, in areas with small-scale agriculture, screening to identify farm operators is often time-consuming, expensive, and subject to misclassification. In 2012 and 2014, geo-referenced county assessor parcels were intersected with the sampled JAS segments to reduce prescreening costs, raise efficiency in data collection, and reduce misclassification of farms. Controlled experiments were conducted to evaluate the usefulness of the county assessor's data in the identification of more agricultural tracts. This paper presents the results of these controlled experiments.

Key words: county assessor, controlled experiment, area frame, prescreening, geo-referenced

1. Introduction

The National Agricultural Statistics Service (NASS) conducts the annual June Agricultural Survey (JAS), which is based on an area frame. Segments of land comprise the sampling units for the JAS. Finding and interviewing all farm operators can be challenging and costly, especially in previously unenumerated segments. In highly-cultivated land areas, names and addresses obtained from the Farm Service Agency (FSA) often provides good starting information to identify operators within the selected land area. However, in areas with small-scale agriculture, screening to identify farm operators is often time-consuming, expensive, and subject to misclassification. During the 2009 Farm Numbers Research Project (FNRP), misclassification of operations during the pre-screening phase was found to be substantial (Abreu, McCarthy and Colburn, 2010). As a consequence, NASS has implemented a series of measures in an attempt to address this, which include increasing the pre-screening window; providing improved training for enumerators; and acquiring an additional name and address listing from CoreLogic Inc. to aid in the identification of farmers in the segment. CoreLogic's geo-referenced county assessor parcel data were intersected with the sampled JAS segments in 2012 and 2014. The name and address information obtained from the parcels' listings was evaluated in a series of controlled experiments. Here are the results of both year's experiments. First, the June Agricultural Survey and CoreLogic data are described.

2. The June Agricultural Survey (JAS)

The June Agricultural Survey (JAS) is based on an area-frame and collects information about U.S. crops, livestock, grain storage capacity, and type and size of farms. The distribution of crops and livestock can vary considerably within each state in the United States. Therefore, the precision of the survey indications can be substantially improved by dividing the land within each state into homogeneous groups (strata) and optimally allocating the total sample to the strata. The basic stratification employed by NASS involves (1) dividing the land into land-use strata such as intensively cultivated land, urban areas and range land, and (2) further dividing each land-use stratum into substrata by grouping areas that are agriculturally similar. The JAS uses a sample comprised of designated land areas (segments) selected from this stratification. A typical segment is about one square mile (i.e., 640 acres). Each segment is outlined on an aerial photo that is provided to the appropriate field enumerator (the red outlined area in Figure 1). The survey also has a rotating sample design. Every year, 20 percent of the sampled segments are rotated out and a new rotation of segments is introduced. Each new sample rotation stays in the sample for 5 years (See Davies, 2009, for more information on the JAS design).

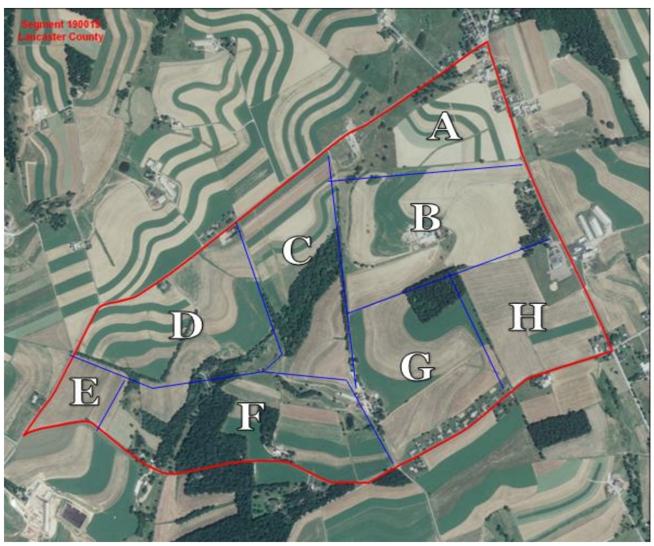


Figure 1: JAS segment (outlined in red) and tract boundaries (outlined in blue)

Sampled segments are pre-screened in May to identify segment boundaries, segment layout, non-agricultural areas within the segment, and the names and addresses of possible contacts. For previously enumerated segments (old segments), the names and addresses are available from the previous year. However, new segments need to be pre-screened to find all possible owners or operators. Enumerators are provided name and address information from Farm Service Agency (FSA), plat maps, and county segment maps, among other things. They are also instructed to conduct internet searches in their attempt to determine who operates the land.

Each segment is divided into tracts of land, each representing a unique land operating arrangement (the blue outlined areas in Figure 1). An area screening form, which provides an inventory of all tracts within the segment and contains screening questions that determine whether or not each tract has agricultural activity, is completed for all sample segments. Using this form, all land inside the segment is screened for agricultural activity, and the screening applies to all land in the identified operating arrangement (both inside and outside the segment). Those operations (tracts) that qualify as agricultural are subsequently interviewed using the JAS questionnaire, which collects detailed agricultural information about the operator's land, again both inside and outside the segment. Each tract is screened and classified as agricultural or non-agricultural. Non-agricultural tracts belong to one of three categories: (1) non-agricultural with potential, (2) non-agricultural with unknown potential, or (3) non-agricultural with no potential. A tract is considered agricultural if it has qualifying agricultural activity either inside or outside the segment. Otherwise, it is defined as non-agricultural. An agricultural tract is subsequently classified as a farm if its entire operation (land operated both inside and outside the segment) qualifies with at least $1,000 in agricultural sales or potential sales. All non-agricultural tracts and agricultural tracts with less than $1,000 in sales are classified as non-farms.

3. Intersecting Geo-Referenced data with JAS segments

CoreLogic Inc. is an aggregator of real estate property information from county offices across the country. This company is the only source that can provide name and address information in the required geo-referenced format for the needed parcels with adequate coverage of the JAS segments of interest.

The end product distributed to the enumerators was in the form of a map (See Attachment A) and a listing of names and addresses (See Attachment B). NASS provided CoreLogic with the JAS segment boundaries in Geographic Information Systems (GIS) format. In turn, CoreLogic provided NASS with a geodatabase of property parcels, containing address information, owner name, some land use information, tax ids', etc. These parcels were intersected against NASS segments and clipped to only show which parcels existed within the JAS segments. Where the parcel partially overlaid the segment; only that which intersected within the segment was displayed. Further, NASS created its own identifier for each parcel, linking the parcel to the respective JAS segment. The names and addresses on the file had to meet a specified character string length for the listing the enumerators received. Using standard abbreviations, names and addresses with lengths outside the range were shortened. For example, Limited Liability Corporation were shortened to LLC and Robert to Bob. This allowed for all names and addresses to the utilized without losing important information. The map sent to the enumerator was a graphical display of the different parcels within a segment. The identifiers on the map were used to link the parcel to the name and address listing. Therefore, each name and address on the listing has a corresponding identifier. Note that the name and address associated with the parcel is the landowner and thus not necessarily the name and address of the person who operates the land.

In addition to name and address information, CoreLogic provided two additional codes, a property indicator and a land use code. The property indicator consists of about 25 values that describe the general use of the land (e.g., single family, commercial, industrial, agricultural, vacant, etc.) and the land use code contains approximately 900 values that provide more details on the land (e.g., residential, apartment, condo, duplex, hotel, etc.). These codes are available for only some parcels, depending on whether or not the county office provides CoreLogic with this information. These two codes were included on the name and address listings in 2012 and 2014.

4. 2012 Experiment

All 2012 JAS newly rotated-in segments (2,226 segments) were intersected with the CoreLogic parcels. Over 61.0% of the CoreLogic parcels overlapped a JAS segment. These were randomly assigned into one of two experimental groups:

1. All Information group – Enumerator received the CoreLogic names and addresses along with the land use code and property indicator
2. Control group – Enumerator did not receive any of the CoreLogic information

Data from the Cropland Data Layer (CDL) and FSA were utilized to assign segments to each of the experimental groups. The CDL is a raster-formatted, geo-referenced, crop specific, land cover product (Boryan, et. al., 2013). Using CDL data, a percent cultivation was calculated for each segment. These percentages were grouped into the following four groups: (1) <1% cultivation, (2) 1%-24.9% cultivation, (3) 25%-74.9% cultivation and (4) >75% cultivation. Currently, information from FSA is used during the JAS pre-screening and is especially useful in highly cultivated areas. Using the FSA information, a flag was created indicating whether or not FSA data were available within the segment.

Strata were created using the four categories of percent cultivation from the CDL and the FSA data indicator. Within each stratum, segments were assigned randomly to treatment or control groups in a 60/40 split (814 segments to treatment and 543 to control). Table 1 shows the distribution of the segments in the study by the CDL percent group and Table 2 shows whether or not the segment contained FSA data.

Table 1. 2012 Experiment - Distribution of Study Segments by CDL Group

CDL Percent Group	Number of Segments	Percent
Less than 1% Cultivation	295	21.74
1%-24.9% Cultivation	327	24.10
25%-74.9% Cultivation	353	26.01
>75% Cultivation	382	28.15
Total	1,357	100.0

Table 2. 2012 Experiment - Distribution of Study Segments by FSA Data Flag

FSA Data	Number of Segments	Percent
CoreLogic Only (No FSA)	366	27.7
FSA & CoreLogic	991	72.3
Total	1,357	100.0

The analyses were conducted at the segment level. The JAS weights were normalized to represent the number of segments in the study. Normalizing the weights will produce more accurate point estimates and standard errors because the normalized weights are re-scaled to represent the specific units involved in the study. Table 3 gives the quantiles of the normalized and raw weights in the study.

Table 3. 2012 Experiment - Quantiles of Normalized and Raw Study Weights

Quantile	Normalized	Raw Weights
100% Max	32.09	5025.60
99%	4.66	730.25
95%	2.12	332.60
90%	1.62	253.00
75% Q3	1.09	171.00
50% Median	0.77	121.33
25% Q1	0.58	91.49
10%	0.41	64.20
5%	0.32	50.25
1%	0.26	41.33
0% Min	0.01	1.80

Using SAS's proc glimmix, regression models were fit for the total number of agricultural tracts in each segment. Analysis of the least squares means was also conducted. For each regression model fit, the main effects and interaction terms were used (see Table 4). States were grouped into 7 regions based on similarity of agriculture. Region 1 - CT, IA, IL, IN, KS, MA, ME, MI, NE, NH, NJ, NY, OH, PA, RI and VT. Region 2 - AL, DE, GA, KY, MD, NC, SC, TN, VA, and WV. Region 3 - AR, FL, LA, MO, MS, NM, OK and TX. Region 4 – CO, MN, MT, ND, NV, SD, UT and WY. Region 5 – AK, ID, OR and WA. Region 6 – AZ and CA. Region 7 – HI. Only interaction terms pertaining to the experimental groups were included because these were of primary interest.

Table 4: 2012 Experiment - Main Effects and Interactions Terms in the Models

Main Effects	**Interaction terms**
Experimental Group (Control and ALL CoreLogic info)	
CDL percent group (Less than 1% cultivation, 1%-24.9%, 25%-74.9% and >75%)	Experimental group * CDL group
FSA Flag (CoreLogic Only, FSA & CoreLogic	Experimental group * FSA Flag
Region	Experimental group * Region
JAS strata (<15% cultivation, 15%-50%, >50%, ag urban/commercial)	Experimental group * JAS strata

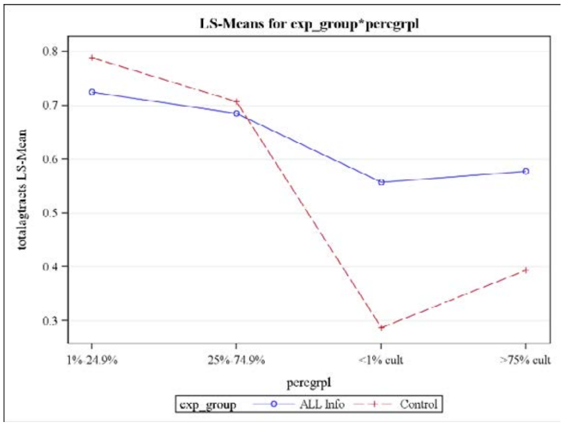
The results effect of the experimental group by CDL percent group was highly significant (p=0.0019). The effect of experimental group by JAS strata was marginally significant (p=0.0585) (See Table 5).

Table 5. 2012 Experiment - Test of Fixed Effects		
Effect	**F Value**	**Pr > F**
Experimental Group	0.88	0.3488
CDL Group	20.58	<.0001
FSA Flag	41.37	<.0001
Region	13.83	<.0001
JAS Strata	98.83	<.0001
Experimental group * CDL group	4.99	0.0019**
Experimental group * FSA flag	0.04	0.8462
Experimental group * Region	0.48	0.7931
Experimental group * JAS strata	2.49	0.0585

An analysis of the least squares means allowed for the evaluation of the estimated marginal means of each experimental group after controlling for the other covariates in the model. From the analysis of the least squares means, it is clear that using CoreLogic information was useful in identifying more agricultural tracts for segments with less than 1-percent cultivation based on the CDL (Table 6). Also, a higher number of agricultural tracts was identified for segments in the 15-50 percent cultivated JAS strata (Table 7). Although most of the differences between the experimental and control groups were not significant, the trend was not always consistent in the sense that sometimes the control group identified more agricultural tracts on average than the experimental group that received the CoreLogic information (See Figures 2 and 3).

Table 6: 2012 Experiment - Least Squares Means By CDL Percent					
CDL Group	**Experimental group**	**Estimate**	**Standard Error**	**t Value**	**Pr > |t|**
1%-24.9%	ALL Info. vs. Control	-0.06401	0.1127	-0.57	0.5703
25%-74.9%	ALL Info. vs. Control	-0.02157	0.1196	-0.18	0.8569
<1% cult	ALL Info. vs. Control	0.2706	0.1149	2.36	0.0186*
>75% cult	ALL Info. vs. Control	0.1832	0.1347	1.36	0.1739

Table 7: 2012 Experiment - Least Squares Means By JAS Strata					
JAS Strata	**Experimental group**	**Estimate**	**Standard Error**	**t Value**	**Pr > |t|**
15%-50%	ALL Info vs. Control	0.1728	0.07746	2.23	0.0259*
<15% cult	ALL Info vs. Control	0.1361	0.1045	1.30	0.1930
>50% cult	ALL Info vs. Control	-0.07483	0.07936	-0.94	0.3459
Ag Urban	ALL Info vs. Control	0.1342	0.3267	0.41	0.6813



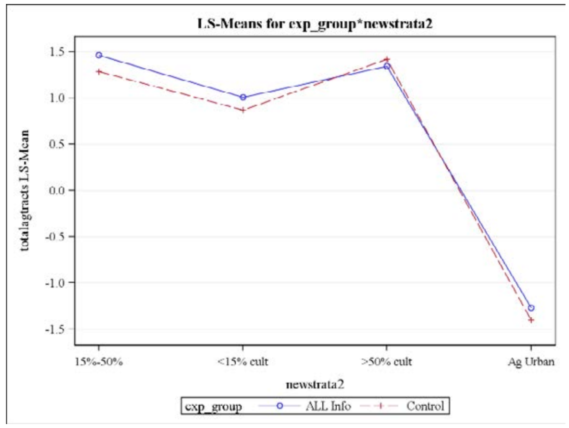


Figure 2: 2012 LS Means Experimental Group by CDL Percent

Figure 3: 2012 LS Means Experimental Group by JAS Strata

Because of the inconsistent results, the property indicator and land use codes may be adversely impacting the number of agricultural tracts identified within each segment. It is possible that the enumerators are using the land use codes and property indicators to exclude areas parcels that should be investigated. For example, if the property code indicates "vacant," then, perhaps that parcel is not considered further.

5. 2014 Experiment

The 2014 CoreLogic experiment focused on addressing the property indicator and land use codes and whether their use during screening hindered the ability to identify more agricultural tracts. All newly rotated-in JAS segments (3,159 segments) were intersected with the CoreLogic parcels. Over 76.8% of the CoreLogic parcels overlapped a JAS segment. About 3% of the overlapping segments were slivers and were removed from the study. The remaining 2,349 segments were randomly assigned into one of three of the following experimental groups:

1. N&A Only group – Enumerator received ONLY the CoreLogic names and addresses
2. ALL Information group – Enumerator received the CoreLogic names and addresses along with the land use code and property indicator
3. Control group – Enumerator did not receive any of the CoreLogic information

Strata were created using data from CDL and FSA. The same percentage breakdown used in 2012 was used in 2014. Eight strata were created using the four categories of percent cultivation from the CDL and the FSA data indicator. Within each stratum, segments were assigned randomly to each of the three experimental groups (785 segments per group, 1/3 in each). Table 8 shows the distribution of the segments in the study by the CDL percent group and Table 9 shows whether or not the segment contained FSA data

Table 8. 2014 Experiment - Distribution of Study Segments by CDL Group

CDL Percent Group	Number of Segments	Percent
Less than 1% Cultivation	365	15.5
1%-24.9% Cultivation	504	21.5
25%-74.9% Cultivation	663	28.2
>75% Cultivation	817	34.8
Total	2,349	100.0

Table 9. 2014 Experiment - Distribution of Study Segments by FSA Data Flag

FSA Data	Number of Segments	Percent
CoreLogic Only (No FSA)	122	5.2
FSA & CoreLogic	2,227	94.8
Total	2,349	100.0

The analyses were conducted at the segment level. The JAS weights were normalized to represent the number of segments in the study. Table 10 gives the quantiles of the normalized and raw weights in the study. Using generalized linear mixed models (SAS's proc glimmix), regression models were fit for the total number of agricultural tracts in each segment. Analysis of the least squares means was also conducted.

Table 10. 2014 Experiment - Quantiles of Normalized and Raw Study Weights

Quantile	Normalized Weights	Raw Weights
100% Max	31.75	5029.20
99%	5.33	843.50
95%	2.83	448.20
90%	1.86	294.67
75% Q3	1.16	184.00
50% Median	0.75	118.90
25% Q1	0.42	68.00
10%	0.29	46.50
5%	0.25	43.11
1%	0.16	28.31
0% Min	0.00	1.00

The main effects and interaction terms used in fitting the regression models are displayed in Table 11.

Table 11: 2014 Experiment - Main Effects and Interactions Terms in the Models

Main Effects	Interaction terms
Experimental Group (Control, N&A only, ALL info)	Experimental group * CDL group
CDL percent group (Less than 1% cultivation, 1%-24.9%, 25%-74.9% and >75%)	Experimental group * FSA Flag
FSA Flag (CoreLogic Only, FSA & CoreLogic)	Experimental group * Region
Region	Experimental group * JAS strata
JAS strata (<15% cultivation, 15%-50%, >50%, ag urban/commercial)	

6. Results

The analysis of the number of agricultural tracts per segment revealed a significant interaction between experimental group and the following covariates: CDL percent cultivation, FSA flag, region, and JAS strata (See Table 12).

Table 12. 2014 Experiment - Test of Fixed Effects

Effect	t Value	Pr > |t|
Experimental Group	31.88	<.0001
CDL Group	39.14	<.0001
FSA Flag	123.91	<.0001
Region	12.42	<.0001
JAS Strata	25.47	<.0001
Experimental group * CDL group	11.33	<.0001
Experimental group * FSA Flag	15.44	<.0001
Experimental group * Region	6.51	<.0001
Experimental group * JAS strata	6.09	<.0001

Although the main effect of experimental group is significant, the presence of interactions of several factors with experimental group makes the comparison of the overall means problematic. Thus, the focus here is understanding the interactions. If you have FSA data, do you do better across CDL group and JAS strata.

CDL Group Analysis

Table 13 displays the least squares means of the experimental group by CDL grouping. Overall, segments with ALL information tended to yield fewer agricultural tracts on average when compared to either the N&A only or the control group. The N&A only group yielded more agricultural tracts than the control group for segments in the less than 1% cultivation and 1%-24.9% cultivation CDL groups. The control group was more effective than the N&A only group in the identification of agricultural tracts for segments in the 25%-74.9% cultivation. For segments with more than 75% percent cultivation, there was not a difference between the control and N&A information groups. See in Figure 4.

Table 13. 2014 Experiment - Least Squares Means of Experimental Group by CDL Group					
CDL Group	**Experimental Group Comparison**	**Estimate**	**Standard Error**	**t Value**	**Pr > |t|**
Less than 1% Cultivation	ALL info. vs. Control	-0.1679	0.1141	-1.47	0.1412
	ALL info. vs. N&A Only	-0.7130	0.1056	-6.75	<.0001**
	Control vs. N&A Only	-0.5451	0.09546	-5.71	<.0001**
1%-24.9% Cultivation	ALL info. vs. Control	-0.4563	0.09919	-4.60	<.0001**
	ALL info. vs. N&A Only	-0.6743	0.09698	-6.95	<.0001**
	Control vs. N&A Only	-0.2179	0.07881	-2.77	0.0057**
25%-74.9% Cultivation	ALL info. vs. Control	-0.9793	0.1061	-9.23	<.0001**
	ALL info. vs. N&A Only	-0.6726	0.1080	-6.23	<.0001**
	Control vs. N&A Only	0.3068	0.08643	3.55	0.0004**
75%+ Cultivation	ALL info. vs. Control	-0.6679	0.1290	-5.18	<.0001**
	ALL info. vs. N&A Only	-0.5680	0.1286	-4.42	<.0001**
	Control vs. N&A Only	0.09981	0.1128	0.88	0.3765

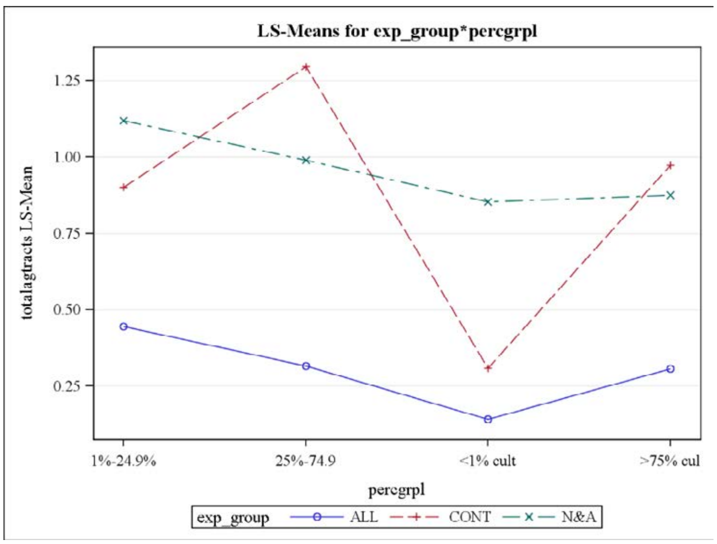


Figure 4: 2014 LS Means Experimental Group by CDL Percent

FSA Data Available

Table 14 shows the least squares means of the experimental group by whether a segment contained FSA data or not. The evaluation showed that when only the CoreLogic information were available, the N&A only group yielded more agricultural tracts than both the control and ALL information groups. In addition, the control group also had more agricultural tracts on average than the ALL information group. When FSA CLU information were available (in addition to the CoreLogic), the results showed that the control group yielded more agricultural tracts than both N&A only and ALL information groups. In this case, the control group had only FSA data available (See Figure 5). The results are consistent with the fact that FSA data are used more often and considered more accurate for the JAS.

Table 14. 2014 Experiment - Least Squares Means of Experimental Group by Whether Segment Contained FSA Data					
	Experimental Group Comparison	**Estimate**	**Standard Error**	**t Value**	**Pr > |t|**
CoreLogic Only	ALL info. vs. Control	-0.8628	0.1792	-4.81	<.0001**
	ALL info. vs. N&A Only	-1.1770	0.1684	-6.99	<.0001**
	Control vs. N&A Only	-0.3142	0.1328	-2.37	0.0181**
CoreLogic & FSA	ALL info. vs. Control	-0.2730	0.06847	-3.99	<.0001**
	ALL info. vs. N&A Only	-0.1370	0.06327	-2.17	0.0305**
	Control vs. N&A Only	0.1360	0.05476	2.48	0.0131**

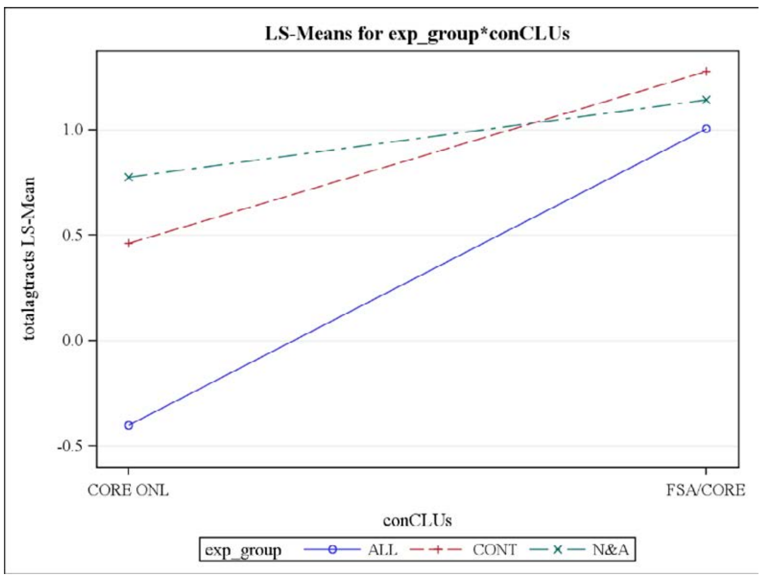


Figure 5: 2014 LS Means Experimental Group by FSA Data

JAS Strata Analysis

Table 15 shows the least squares means of the experimental group by JAS strata. The analyses by JAS strata showed that consistently across all strata, both the N&A only and the control groups had more agricultural tracts on average when compared to the ALL information group. The N&A only group performed better than the control group for the >50% and 15%-50% cultivated strata, while this effect was reversed for the <15% and ag urban/commercial strata. See also Figure 6.

Table 15. 2014 Experiment - Least Squares Means of Experimental Group by JAS Strata					
JAS Strata	**Experimental Group Comparison**	**Estimate**	**Standard Error**	**t Value**	**Pr > |t|**
<15% Cultivated	ALL info. vs. Control	-0.7936	0.1248	-6.36	<.0001**
	ALL info. vs. N&A Only	-0.6201	0.1195	-5.19	<.0001**
	Control vs. N&A Only	0.1734	0.1027	1.69	0.0915
15%-50% Cultivated	ALL info. vs. Control	-0.3119	0.1217	-2.56	0.0105**
	ALL info. vs. N&A Only	-0.6538	0.1109	-5.89	<.0001**
	Control vs. N&A Only	-0.3419	0.09867	-3.47	0.0005**
>50% Cultivated	ALL info. vs. Control	-0.3807	0.1297	-2.93	0.0034**
	ALL info. vs. N&A Only	-0.7684	0.1201	-6.40	<.0001**
	Control vs. N&A Only	-0.3877	0.1073	-3.61	0.0003**
Ag Urban or Commercial	ALL info. vs. Control	-0.7853	0.1793	-4.38	<.0001**
	ALL info. vs. N&A Only	-0.5856	0.1659	-3.53	0.0004**
	Control vs. N&A Only	0.1998	0.1315	1.52	0.1289

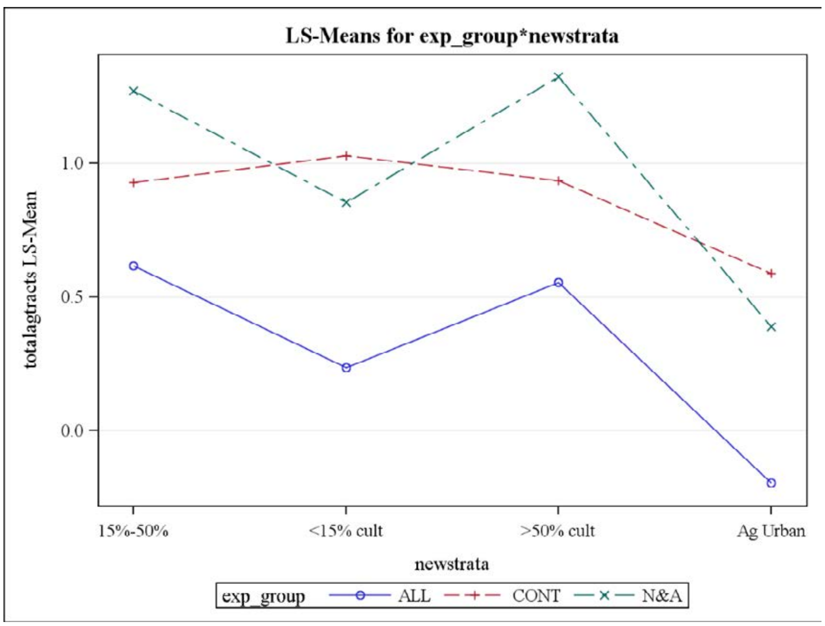


Figure 6: 2014 LS Means Experimental Group by JAS Strata

7. Conclusions

The results of the analysis clearly showed the N&A only group and the control group outperforming the ALL information group. Both groups identified more agricultural tracts on average. This helped answer the original research question which suggested, based on the 2012 CoreLogic experiment, that the land use code and property indicator adversely affected the number of agricultural tracts identified during the pre-screening process. This trend was consistent across the majority of the groups compared. Further, the analysis of the least squares means showed the N&A only group performing better than the control group. However, this was not a consistent trend.

8. References

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ATTACHMENT A

ATTACHMENT B

CoreLogic Name & Address for June Agricultural Survey Segments
2014 June Agricultural Survey
North Dakota

Segment ID=110018

Land Use Code	Property Indicator	Parcel ID	Whole Name	Address	City	State Abbreviation	ZIP
430	80	1	PETERSON, TIM	RURAL ADDRESS	SOMETOWN	ND	12345
430	80	2	ANDERSON, RHONDA	12345 27 ST SE	SOMETOWN	ND	12345
430	80	3	SMITH, SHAWN S	RURAL ADDRESS	SOMETOWN	ND	12345
430	80	4	JONES, STEVEN T	12346 27 ST SE	SOMETOWN	ND	12345
430	80	5	OLSON, BRIAN	RURAL ADDRESS	SOMETOWN	ND	12345
430	80	6	OLSEN FMLY TR		SOMETOWN	ND	12345
100	10	7	DOE, LARRY A	11238 26 ST SE	SOMETOWN	ND	12345
		8	ANDERSON, JOHN D	RURAL ADDRESS	SOMETOWN	ND	12345