THE MEASUREMENT AND ROLE OF FARMERS' ATTITUDES IN PUBLIC POLICY

By

DELMAR EDWARD HATESOHL

Bachelor of Science
Kansas State University
Manhattan, Kansas
1951

Master of Science
University of Missouri
Columbia, Missouri
1959

Submitted to the Faculty of the Graduate School of
the Oklahoma State University
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ATTITUDES IN PUBLIC POLICY

Thesis Approved:

Luther G. Tweeten
Thesis Adviser

Leo C. Oakley

Vernon R. Eidman

Carl E. Marshall

Julian W. Bradshaw

J. R. Brazzel
Dean of the Graduate School

PREFACE

The research reported in this dissertation was conducted under Oklahoma Agricultural Experiment Station Project, "An Appraisal of Farmer Preference for Alternative Government Wheat and Feed Grain Programs." This is a contributing project to the Interregional Committee on Price and Income Policy. The dissertation is an analysis of farmers' perception of the current agricultural situation, attitudes toward farm programs, and the information sources farmers use to keep abreast of new farm programs and policies.

I wish to thank my major adviser, Dr. Luther Tweeten, for his guidance and prompt assistance during my graduate study. Thanks are also due to the other members of my committee : Dr. L. V. Blakley, Dr. J. H. Bradsher, Dr. V. R. Eidman, and Dr. C. E. Marshall.

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CHAPTER I

INTRODUCTION

Development of successful government farm price support and adjustment programs requires that such programs be acceptable to farmers. This is especially true for programs which are submitted to the vote of farmers in referendums. Even for programs which are not submitted to such a vote, it is doubtful if desirable income and adjustment results can be achieved if such programs are not generally acceptable to farmers.

The difficulty of predicting what type of programs will be acceptable to farmers was brought into focus by results of the 1963 wheat referendum. The vote was different from what many farm leaders expected. Before the referendum, some farm leaders said that "farmers couldn't possibly afford to vote 'no'." Yet 52 percent of the voters cast a negative vote and, months later, attempts were still being made to interpret the outcome.[1]

Heady has suggested that goals and values play a major role in farmers' reactions to farm programs:

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[1]Lynn M. Daft, "The 1963 Wheat Referendum: An Interpretation," Journal of Farm Economics, XLVI (1964), pp. 588-592; Don F. Hadwiger, "Wheat Referendum--Its Meaning for Future Farm Policy," a paper read at the Fourth Economic Conference and Seminar for Agricultural Editors, Ames, Iowa, February 12, 1964.

> Solutions to the major economic problems must have their roots in goal-value phenomena. The basic economic and physical cause of the agricultural problem is now well understood. Agriculturalists and economists can suggest a half dozen ways to solve it. But solutions immediately confront problems in goals and values, the deeply imbedded beliefs of particular individuals, groups, and organizations in respect to "what is right" or "what ought to be." In some cases, disagreement rests on goals themselves. In other cases, conflict arises in respect to the appropriate means of attaining particular goals. Until goal and value positions for agriculture are more clearly articulated, and until it is recognized that progress to the solution of the income problem rests on resolutions of apparent conflicts in goals and values, progress in solving major structural problems of agriculture may be small.[2]

A starting point for determining what types of programs farmers will accept is to examine farmers' orientation toward public policy and farm programs in general. What do they believe is the cause of the economic problems they currently face? What should be the main objectives of farm programs? What approaches to raising farm income would be most acceptable to farmers? How keenly do farmers perceive the total agricultural situation? What are some of the basic attitudes that farmers have toward the role of government in economic and social areas of activity?

This type of information is needed by those who are responsible for developing farm programs. It is also needed by educators and other agricultural leaders who attempt to increase farmers' understanding of the current economic problems in agriculture. Only by understanding how farmers react to certain ideas and phrases can agricultural leaders effectively communicate with farmers about such problems. An important related question concerns the types of information sources farmers use

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[2]Earl O. Heady, Preface to Goals and Values in Agricultural Policy (Ames, 1961), p. vi.

to learn about farm policies and programs. By knowing more about these information sources, agricultural leaders can more effectively reach farmers with program information.

Objectives

Specifically, this study has the following major objectives:

1. To determine specific values, attitudes, and beliefs of wheat producers about farm programs.
2. To relate such values, attitudes, and beliefs to preferences for specific types of wheat programs and to certain socio-economic variables.
3. To measure farmers' perception of the current agricultural situation.
4. To determine what information sources wheat producers use most to keep informed on programs.
5. To examine the role of the College of Agriculture and Extension Service in providing educational material about farm programs and policies.

A fundamental purpose of this study is to learn more about the factors that affect the acceptability of farm programs and policies to wheat growers. Results of the study are intended to provide a detailed analysis of how farmers in four different types of production areas within the hard red winter wheat belt think and act in regard to farm programs, particularly those related to wheat. Such knowledge should help those who design farm programs to foresee provisions which are completely unacceptable to farmers in these areas. It should also help agricultural

economists to design educational programs which will help farmers to improve their understanding of the basic economic relationships in the farm problem.

A study of attitudes can also be helpful in the design and interpretation of future studies of farmers' preferences for different types of programs. Davidson and Mighell state that a better understanding of basic attitudes toward the key concepts is needed in the early stages of a comprehensive inquiry into farmer opinions.[3] This understanding can help in phrasing questions in later studies and in subsequent analysis of survey results. Such a study is also valuable as a benchmark in attempts to analyze the extent of changes in farmers' attitudes over a period of time.

Finally, increased knowledge of how farmers get their information about policies and programs should help agricultural leaders choose the most efficient techniques and channels for disseminating such information.

Previous Studies

Hathaway lists three conditions as being necessary for a policy goal:[4] (1) it must offer simultaneous attainment of a number of individual ends or values; (2) it must be consistent with the other important norms or values of the group adopting it; (3) it must be able to meet the two preceding criteria for a significant portion of the group having political influence in the particular policy area.

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[3]Jack R. Davidson and Ronald L. Mighell, "Tracing Farmers' Reactions to Uncertainty," Journal of Farm Economics, XLV (1963), pp. 581-582.

[4]Dale E. Hathaway, Government and Agriculture (New York, 1963), p. 61.

These conditions illustrate the conflict that can arise when the methods available for achieving the ends (e.g., improved farm income) are not consistent with important norms (e.g., maximum freedom to operate or complete self-reliance).

Heady said there is agreement that the massive productive capacity of agriculture must be brought under control, and size and costs of surplus storage must be reduced. Disagreement rests not so much on these intermediate goals but more on the means to attain them.[5]

Stroup found that many Oklahoma farmers did not like the acreage allotment program on wheat, but about three-fourths believed there should be some method of controlling wheat production.[6]

App and Sundquist, Minnesota, concluded that a situation exists where typical price policy goals of respondents are unattainable with the preferred system of reducing feed grain production. They also said it was apparent that both economic and noneconomic considerations were important in farmers' decisions to participate in the 1961 Feed Grain Program.[7]

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[5]Earl O. Heady, "Goals and Values in Agricultural Policy," Price and Income Policies, CAEA Report 7, Iowa State University (Ames, 1960) p. 5.

[6]George Stroup, "Oklahoma Wheat Producers' Attitudes, Opinions and Knowledge of Government Wheat Programs and Related Public Affairs Issues," (unpub. Ed. D. thesis, Cornell University, 1961).

[7]James L. App and W. B. Sundquist, The Feed Grain Program in Minnesota, Minnesota Agricultural Experiment Station Bulletin 464 (St. Paul, 1963).

Tompkin and Sharples, Ohio, found strong evidence that many farmers make their business decisions within a framework which includes influences commonly referred to as "noneconomic" or economic intangibles."[8]

Hasbargen found that 43 percent of 133 Minnesota farmers interviewed ranked attitude as the first consideration in importance in making their decision on the 1963 Feed Grain Program. He concluded that:

> For policy makers, an important finding is that other considerations may be as important as the profit motive to farmers examining alternatives in government programs. Rather than by making it more financially attractive, a voluntary program might be more effectively "sold" by (1) improving farmer attitudes toward it and (2) stressing its security aspects.[9]

In a recent study of participation in government land retirement programs, Squibb and West found that Missouri farmers' attitudes ranged between two extremes -- from wanting complete absence of government programs to favoring strict supply control. However, they did not find a relationship between attitudes toward the land retirement programs and rate of compliance. Rate of compliance depended primarily on how well the program fit the individual farmer's operation.[10]

In an earlier study in 1950, Hathaway found that farmers desired price supports at high levels but did not want production controls -- a situation he called an inconsistency and conflict in farmers' attitudes.

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[8] J. R. Tompkin and Jerry Sharples, The Role of Operators' Expectations in Farm Adjustment, Ohio Agricultural Experiment Station Bulletin 936 (Columbus, 1963).

[9] Paul Hasbargen, "Profit Motive in Farm Program Participation," Minnesota Farm Business Notes, University of Minnesota, October, 1963.

[10] John Squibb and Jerry West, Participation in Government Land Retirement Programs in Missouri, Missouri Agricultural Experiment Station Bulletin 803 (Columbia, 1963).

But his work also suggested that in choosing a support method for a particular commodity, consideration can be given to economic feasibility without fear of arousing strong farmer valuations. He did find that, in general, farmers had valuations against programs which made food prices higher to the consumer, strong valuations against large numbers of federal workers to administer a program, and a great dislike of red tape.[11]

In a later article, Hathaway proposed that farmers' values should be discussed in marginal terms:

> If we're dealing with absolute values, political compromise would be unlikely. By using the marginal concept, it can be perfectly rational for an individual to hold freedom as his highest value, even above life itself, and still be willing to sacrifice some small portion of his freedom in order to achieve more security. This involves marginal rates of substitution between the values and easily serves to explain why persons make different choices at different times.[12]

Another early study in New York (1951) found that many farmers were confused and undecided about price support programs. The farmers who favored price supports, generally those on the lower educational levels who had smaller farms and less efficient farm businesses, did so because they interpreted support as a way to hang on in a competitive agricultural situation. Production controls were opposed by six out of 10 farmers interviewed.[13] It should be pointed out that farmers at that time had much less experience with price support programs than farmers today.

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[11]Dale E. Hathaway and Lawrence Witt, "Agricultural Policy: Whose Valuations?" Journal of Farm Economics, XXXIV (1952), pp. 299-309.

[12]Dale E. Hathaway, "Agricultural Policy and Farmers' Freedom: A Suggested Framework," Journal of Farm Economics, XXXV (1953), pp. 496-510.

[13]Edward O. Moe, New York Farmers' Opinions on Agricultural Programs, Cornell Extension Bulletin 864 (Ithaca, 1952).

Farmers consistently have stated that basing allotments on historical acreages is unfair. They believe that the farmer who had been doing a good job of using soil conserving crops was penalized when base acreages for allotments were set.[14]

While many farmers were dissatisfied with the way allotments were set up, not many farmers in an Ohio study had any ideas on how to improve on the method.[15]

In this same study, the main reasons given for voting against quotas in the 1954 wheat referendum were: (1) loss of independence and freedom of choice, (2) program does not help small farmers, and (3) disrupts farm organization.

In a 1957 survey in eight states, farmers said the following were the most important causes of the farm problem: (1) current high cost of production items, (2) high profit margins taken by processors and distributors of farm products, (3) labor union practices which continually raise wages, and (4) poor management ability of some farmers.[16]

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[14]John Schnittker, J. O. Bray, and B. J. Bowlen, Kansas Farmers' Views on the Wheat Price Support and Acreage Control Program, Kansas Agricultural Experiment Station Economics Report 77 (Manhattan, 1957). Also see G. A. Pond and D. S. Moore, Farmers' Reaction to Corn Allotment and Other Farm Programs, University of Minnesota Institute of Agriculture Report No. 218 (St. Paul, 1954); Farmers' Reactions to Acreage Allotments, a report by the North Central Farm Management Research Committee, published by Kentucky Agricultural Experiment Station (Lexington, 1955); Stroup, p. 206.

[15]Mervin G. Smith, et al., An Analysis of Ohio Farmers' Views and Responses to Wheat Price Support and Control Program, Ohio Agricultural Experiment Station, Mimeo Bulletin AE258 (Columbus, 1955).

[16]Gene McMurty, et al., Farmers' Attitudes Toward the Income Problem and Its Solutions, Purdue University Agricultural Experiment Station Mimeo EC-157 (Lafayette, 1958).

Possible solutions to the farm problem which were ranked as most important were expansion of foreign trade and increasing the domestic markets for agricultural products. Farmers were unwilling to accept "too many farmers" as a cause of their problem and were just as unwilling to accept programs which would move people out of agriculture.

Also in the study, farmers were asked to agree or disagree with a series of statements involving various degrees of governmental activity in agricultural and nonagricultural fields. There was substantial agreement among farmers that government has some responsibilities to help farmers and businessmen, but there was considerable disagreement as to how far these responsibilities reached. There was very little difference between large and small farm operators in their attitudes toward governmental responsibilities.

A 1964 survey in Iowa gave results similar to those in the eight-state study.[17] Ranked as most important causes of the farm problem were "high costs of production inputs" and "high profits taken by processors and distributors." "Too many farmers" and "surplus production due to new technology" ranked towards the bottom of the list.

Sources of Information

The field of communications has been receiving considerable attention in recent years. More and more administrators and educators are recognizing the importance of having an understanding of communication processes and habits.[18]

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[17] Wallace E. Ogg, "The Education of Leaders for a Viable Democracy," a paper read at the Fifth Annual Policy Review Conference, Washington, D. C., January 26, 1965, p. 7.

[18] William V. Haney, Communication Patterns and Incidents, (Homewood, 1960), p. 1.

Timmons stated the problem in the following way:

> It remains doubtful that researchers have been completely successful in translating their findings into form which can be readily understood and utilized by other groups in our society more deeply involved in making and administering policies and programs than we are. In other words, we as scientists in particular fields probably know considerably more than we as a society utilize in our approaches to agriculture's problems. Thus, we face the two-fold challenge of putting together our knowledge from relevant disciplines in a form understandable by the public and in the process discover the areas of inquiry needed for enhancing our knowledge of values and means to attain them.[19]

The process of diffusion of farm information is a complex one. In some cases, dissemination of information is a planned and intended function involving a complex organizational structure and well-formulated procedures. In other cases, exchange may occur without planning and with no more structure than a chance meeting of two people with common interests.[20]

One of the first questions to be considered deals with information sources. To what media do farmers look for different types of information? A number of studies have provided partial answers to this question. In general, these studies show that mass media have their greatest impact by making farmers aware of new practices and ideas.[21] Then personal contacts become more important as farmers evaluate new practices and ideas for their own operations.

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[19] J. F. Timmons, "Society Values and Goals in Respect to Agriculture: Discussion," Goals and Values in Agricultural Policy (Ames, 1961), p. 364.

[20] Rex Campbell and John Bennett, Your Audience . . . What's It Like? University of Missouri Agricultural Experiment Station Bulletin 771 (Columbia, 1961), p. 1.

[21] G. M. Beal and J. M. Bohlen, The Diffusion Process, Iowa Agricultural Experiment Station Special Report 18 (Ames, 1957).

Several studies have indicated that the higher income, more highly educated farmers make more use of mass media than do their opposites. Lower income farmers who tend to think in traditional terms are more likely to be convinced through personal persuasion of neighbors or friends.[22]

Lionberger and Coughenour found that even the organization of the neighborhood can have effects on sources of information used.[23] Farmers who were more highly integrated into their neighborhood social organization rated other farmers as their top source of information. Farmers who had less contact with their neighbors rated mass media as their most important source of information.

It may be dangerous to generalize about information sources. Evidence indicates that the most "important source" will vary with the subject under consideration.[24] Several studies have looked specifically at sources farmers use for government policy and program information. Stroup found that one-fourth of the Oklahoma wheat growers he interviewed believed farm magazines were their major source of such information. Following in importance were letters from agricultural agencies, daily newspapers, and visits with personnel of agricultural agencies.[25]

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[22]E. A. Wilkening, "Sources of Information for Improved Farm Practices," Rural Sociology, XV (1950), pp. 19-30. Also Lauren Soth, How Farm People Learn New Methods, National Planning Association Agricultural Committee Report (Washington, 1952), p. 16.

[23]H. F. Lionberger and C. M. Coughenour, Social Structure and Diffusion of Farm Information, Missouri Agricultural Experiment Station Bulletin 631 (Columbia, 1957), p. 93.

[24]Su Ann Thomas and J. F. Evans, Where Farmers Get Information, University of Illinois Agricultural Communications Research Report 14 (Urbana, 1963), p. 1.

[25]Stroup, p. 78.

App and Sundquist queried farmers about their sources of information on the 1961 Feed Grain Program. About 80 percent said they received information from the county Agricultural Stabilization and Conservation Service office (ASCS). Newspapers, farm papers, and radio ranked second, third, and fourth in frequency of contact.[26]

Hadwiger interviewed a sample of farmers at the time of the 1963 wheat referendum. Supporters of the program relied primarily on the ASCS as a source of information while magazines vied with the ASCS as the most important source of information for "no" voters. Newspapers and neighbors also ranked high, but television was not considered as influential as other sources.[27]

Outline of Following Chapters

The order of presentation for the remainder of this dissertation is as follows:

Chapter II - describes the procedure and methods of analysis used, and also, the areas sampled.

Chapter III - presents farmers' opinions on causes of the farm problem, what farm programs should accomplish, and acceptable means of raising farm income from wheat.

Chapter IV - analyzes farmers' perception and attitude scores for differences between certain groups of farmers as classified by various socioeconomic variables.

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[26] App and Sundquist, p. 19.

[27] Hadwiger, pp. 9-10.

Chapter V - relates perception and attitude scores to specific program preferences by regression techniques to determine if such scores can increase the predictability of farmers' preferences.

Chapter VI - discusses the sources of information farmers use in learning about farm policies and programs, and farmers' conception of the role of the College of Agriculture and Extension Service in presenting such information.

Chapter VII - summarizes the results of the study and presents the conclusions and their implications.

CHAPTER II

PROCEDURE AND AREAS SAMPLED

The first step in designing the questionnaire was to formulate a series of questions to determine farmers' opinions toward the following: (1) what causes the current farm problem, (2) what a wheat program should accomplish, and (3) what are satisfactory means of raising farm income. One question, made up of several parts, was designed to get a measure of farmers' perception of the current agricultural situation.

The second step was to formulate a wide range of questions relating to the goals, values, and attitudes which might affect farmers' preferences for specific types of programs. To do this it was necessary to determine what kinds of goals, values, and attitudes might apply to government farm programs.

Much has been written about goals and values of American farmers.[1] Most of these writings have been in somewhat general terms with no effort being made to relate values and goals held to specific behavior. However, researchers at Cornell University who attempted to relate value orientations to practice adoption by New York farmers concluded that choice situations must be specific if high correlations are to be obtained between values held and behavioral action.[2]

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[1] See Goals and Values in Agricultural Policy (Ames, 1961).

[2] Olaf F. Larson, "Basic Goals and Values of Farm People," Goals and Values in Agricultural Policy (Ames, 1961), p. 143-157.

Brewster says the heart of any serious social problem is a conflict of deep-seated value judgments concerning the kinds of people and forms of social organization that are most prized.[3] In such conflicts, choice of goals is inhibited by uncertainty as to what alternatives are possible and which ones are most desirable. There are problems of meshing deep-seated values which were developed in the pre-machine age, with current economic and technological conditions.

Four creeds that have guided development of various American policies through the years, according to Brewster, are the work ethic, democratic creed, enterprise creed, and the creed of self-integrity. There is no need to describe these in detail here but their mention does provide a starting point for developing an approach to determining the values and attitudes which can profitably be examined in light of the current agricultural situation.

The work ethic undoubtedly has had a strong influence on agricultural policy. This ethic says that man should work hard and strive for excellence in his employment if he wants to merit the respect of his fellowmen. This value might be reflected in a farmer's attitude toward efficiency in agricultural production. This attitude might also reveal a farmer's feeling about his responsibility to the economic welfare of society in general.

Brewster's work ethic includes the judgment that the self-made man is the most respected of all. This value might be reflected in a farmer's attitude toward government expenditures for agricultural programs. This

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[3] John M. Brewster, "Society Values and Goals with Respect to Agriculture," Goals and Values in Agricultural Policy (Ames, 1961), pp. 114-137.

attitude might also be influenced by the work ethic judgment that society owes to each man the equivalent of his contribution.

A farmer's attitude toward government help may also be an indication of how strongly he holds to the enterprise creed as described by Brewster. Included in this creed are the judgments that (1) the individual is and ought to be responsible for his own economic security throughout life, and (2) owners have the right to say how their production units will operate.

In this general field of attitudes, questions for this study were designed to determine farmers' attitudes in the following subject areas:

1. General liberal-conservative orientation as determined by attitudes toward governmental participation in economic affairs.
2. Efficiency in farm production.
3. Farmers' concern about government and consumer costs.
4. Responsibility of government to support farm income.
5. Administration of past government programs.
6. Importance of program information.

In the area of information, questions were aimed at finding out what information sources farmers use most, and whether they believe they get enough information about farm programs to make intelligent choices. Another question was designed to obtain farmers' concepts of the role of the College of Agriculture and Extension Service in disseminating information on farm policies and programs.

Measurement of attitudes and opinions is a complex process. It is particularly complex in situations where emotions may become very much involved, as is the case when discussing farm policies and programs.

Thair said that many economists hesitate to attempt studies of human motivations and behavior because of the complexity of the problem and the lack of proper training.[4] He noted that humans are victims of rationalization and, because many motivations are below the threshold of recognition, direct questions cannot be depended upon to give reliable answers. He stressed the need for research to determine what kinds of indirect questions will give reliable answers.

Questions concerning attitudes or opinions, especially where hypothetical situations are involved, create difficult problems of communication between interviewer and respondent.[5] One sociologist has said there is a desperate need for better projective techniques and better ways of getting respondents to reveal attitudes that are too emotionally charged to be accessible to direct questioning.[6] The problem of emotionally-toned words is a threat to the reliability of answers in any interview.[7]

One of the chief problems in connection with attitude scales is their validity. The validity of any score is dependent upon the cooperation of the person answering the questions. A person can easily fake his response to many questions if he so desires.

Another problem is that a person's stated attitudes may not predict how he will act in a specific situation. Some studies report substantial

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[4]Philip J. Thair, "Research Problems in Dynamic Economics," Proceedings of Research Conference on Risk and Uncertainty in Agriculture, North Dakota Agricultural Experiment Station Bulletin 400 (Fargo, 1955) p. 51.

[5]Davidson and Mighell, p. 581-582.

[6]S. A. Stauffer, Social Research to Test Ideas (New York, 1962), p. 291.

[7]W. E. Deming, "On Errors in Surveys," American Sociological Review, IX (1944), pp. 359-369.

correlations between scores on an attitude scale and observed behavior; others report negligible correlations. Much of the research suggests a positive correlation in the neighborhood of .50 to .60 between scores on attitude scales and actual performance or behavior.[8]

Limitations of attitude scales were aptly described by Thurstone:

> All that we can do with an attitude scale is to measure the attitude actually expressed with the full realization that the subject may be consciously hiding his true attitude or that the social pressure of the situation had made him really believe what he expresses. All that we can do is to minimize as far as possible the conditions that prevent our subjects from telling the truth, or else to adjust our interpretations accordingly.[9]

These problems and limitations might lead one to question the value of attempting research in such an area as attitudes towards farm policies and programs. However, two points can be made: (1) older, commonly used methods of attitudinal research, such as direct questions, may be of some use if their limitations are kept in mind, (2) some of the newer techniques being developed by psychologists and sociologists may help reduce the limitations involved in such studies. In a discussion of image research, which is quite similar to attitudinal research, Boulding has put the problem in this perspective:

> Another important area of research in the social sciences which is primarily concerned with research into the image is public opinion polling. One can admit all the deficiencies in the method, and at the same time one has to confess that there is an important residue of results. The problem of eliciting information about images by the simple device of recording answers to questions is by no means insoluble. We do not necessarily have to take these answers at face value. There are difficult and subtle problems of interpretation, and I

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[8] Victor H. Noll, Introduction to Educational Measurement (Cambridge, 1957), pp. 293-294.

[9] L. L. Thurstone, The Measurement of Values (Chicago, 1959), p.210.

> think one would have to admit there is a certain absence of theoretical structure. Nevertheless, even with the crude apparatus which we have today the results are impressive. They are particularly impressive because wherever the polling is done regularly and with some systematic notion in mind we can perceive not only something about the nature of the image but also how it changes.[10]

Attitudinal research is getting more attention from agricultural economists. A number of attitudinal studies were mentioned in the review of literature. Staff members of the USDA Economic Research Service have published a bulletin which describes three different analytical methods for measuring farmers' attitudes toward use of short-term credit.[11] Attitudinal research is also an important part of many studies on managerial ability.

Technique Selected

The technique selected for use in the attitudinal section of the study is an adaptation of the Likert scale. The respondent is given a single statement or a number of statements considered descriptive of attitudes toward specific ideas or programs. He then indicates the extent of his agreement or disagreement on a five-point scale: Strongly Agree, Agree, Undecided, Disagree, Strongly Disagree.

The basic methodology of the technique was used by Twyman and Biddle of the Oklahoma State University College of Education in a study of the perception of the role of public school teachers.[12] Hobbs, Beal,

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[10] Kenneth E. Boulding, The Image (Ann Arbor, 1956), pp. 156-158.

[11] Don Bostwick, James Esmay, and Gordon Rodewald, Attitudinal Research Relating to Farmers' Use of Short-Term Credit, U. S. Department of Agriculture ERS-25 (Washington, 1961).

[12] J. P. Twyman and B. J. Biddle, "Role Conflict of Public School Teachers," The Journal of Psychology, LV (1963), pp. 183-198.

and Bohlen used it in a study relating certain values held by farmers to their economic return.[13] This type of agree-disagree analysis has been used extensively for public opinion polls by the University of Michigan Survey Research Center.[14]

This method has an advantage in that statements do not have to be scaled on a continuum or assigned any particular weight, but statements should be decidedly favorable or unfavorable. The use of a five-point scale for each item provides more information than the simple dichotomy of "agree" or "disagree."[15]

In some cases, more than one statement was used to measure a particular attitude. There is evidence that an index based on several statements bears a more meaningful and stable relationship to behavior than do answers to single attitudinal questions.[16] Answers to individual questions are subject to some margin of error. The impact of marginal errors is greatly reduced when answers to several questions are combined.

Scale scores where multiple statements were used were computed as follows: If the respondent marked "Strongly Agree" on a statement that indicated a positive or favorable response consistent with an attitude, a score of 1 was given; "Agree" was given a score of 2, and so on to a score of 5 for a "Strongly Disagree." The scoring system was reversed

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[13]Daryl Hobbs, George Beal, and Joe Bohlen, "The Prediction of Farm Economic Productivity," a paper presented at the Rural Sociological Society Meeting, Northridge, California, August 23-27, 1963.

[14]V. O. Key, Jr., Public Opinion and American Democracy (New York, 1961), p. 24.

[15]J. C. Nunnally, Jr., Tests and Measurements (New York, 1959), p. 306.

[16]Eva Mueller, "Effects of Consumer Attitudes on Purchases," American Economic Review, XLVII (1957), p. 948.

for statements that reflected a negative or unfavorable attitude. A "Strongly Agree" mark was given a score of 5 and so on to 1 for a "Strongly Disagree" response. An individual's scale scores were obtained by summing the item scores within each scale.

Statements used in the attitudinal questions were gleaned from earlier research projects, newspaper and magazine stories, speeches, and personal contacts. Attempts to validate the scale statements as being representative of different personal positions on the attitudinal area in question consisted of three steps:

1. A large number of statements was gathered relative to each attitudinal area.
2. These statements were reviewed and those that tended to be duplicating or hazy in meaning were eliminated.
3. The remaining items were administered to a preliminary sample of farmers. Total scores were then computed on each attitudinal subject. Statements which indicated they would differentiate between the respondents were retained.

Attitudinal responses were analyzed to determine if there were significant differences between farmers when the following socioeconomic variables were considered: production area, age, education, organizational index, farm program preferences, 1963 referendum vote, fair price for wheat, expected five-year free market price, full or part-time operator, political party, farm organization membership, debt/asset ratio, total income, off-farm/total income ratio, farm size, tenure, attendance at farm meetings, and net worth.

A Mann-Whitney U test was used to analyze differences in the attitudinal scores which were based on ordinal rank distributions. This is a statistic that tests the differences between two rank distributions, and is comparable to the parametric t test of the differences between two means. Siegel describes the test as follows:

> When at least an ordinal measurement has been achieved, the Mann-Whitney U test may be used to test whether two independent groups have been drawn from the same population. This is one of the most powerful of the non-parametric tests, and it is a most useful alternative to the parametric t test when the researcher wishes to avoid the t test's assumptions, or when the measurement in the research is weaker than interval scaling.[17]

The first computational step is to assign the rank of 1 to the lowest score in the combined $(n_1 + n_2)$ group of scores, assign rank 2 to the next lowest score, and continue until all scores have been ranked. Then

$$U = n_1 n_2 + \frac{n_1 (n_1 + 1)}{2} - R_1$$

where n_1 = number of scores in group 1; n_2 = number of scores in group 2; and R_1 = sum of the ranks assigned to the group whose sample size is n_1.

It has been shown that as n_1 and n_2 increase in size, the sampling distribution of U rapidly approaches the normal distribution. That is, when n_2 is greater than 20, the significance of an observed value of U may be determined by

$$Z = \frac{U - \frac{n_1 n_2}{2}}{\sqrt{\frac{(n_1)\ (n_2)\ (n_1 + n_2 + 1)}{12}}}$$

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[17] Sidney Siegel, Nonparametric Statistics for the Behaviorial Sciences (New York, 1956), p. 116.

The probability associated with the occurrence of values as large as an observed Z may be determined by reference to a table of standard normal distribution.

In another part of the analysis, a regression technique is used to determine whether information about farmers' attitudes in addition to socioeconomic characteristics will increase the predictability of program preferences.

It would have been possible to develop specific hypotheses about the relationships of attitudes to all the variables considered. However, the large number of hypotheses necessary to cover all the potentialities would have been impractical and needlessly burdensome. The significant differences discovered by the analysis are considered to be a preliminary validation of some of the existing relationships between attitudes and preferences.[18]

Data Gathering

As the schedule was developed, two potential problems in administering it became apparent. These were the difficulty and length of the schedule. This dissertation deals with only part of the questions asked in the survey. Some questions were unusually difficult because of the numerous implications and qualifications involved. This meant that it would be difficult to keep from losing the respondent in a mass of detail. To help overcome this problem, a series of cards was used with the respondent during the interview. The cards carried information in outline form which the respondent could follow as the interviewer read the question.

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[18]This was the approach used by Everett D. Erb in "A Q-Sort Study of Attitudes and Achievement," (unpublished Ed. D. thesis, Oklahoma State University, 1960).

The problem of length of questionnaire developed because of the many variables which were thought to be relevant to farmers' overall preferences for wheat programs. To overcome this problem of length, Part I of the questionnaire, consisting of 13 pages, was mailed to the respondents. The respondent was asked to fill out Part I on his own (see letter in Appendix D). Then an interviewer called the respondent to make an appointment to pick up Part I and fill out Part II of the questionnaire. Most of the questions analyzed in this dissertation were contained in Part I of the questionnaire. The questionnaire is reproduced in Appendices E and F.

Areas Sampled

This study was concerned with the preferences and attitudes of wheat growers -- those who were operating wheat farms. The sample population was made up of individuals designated as actually growing wheat by the county ASCS offices. Included were full owners, part owners, and tenants. The sample population did not include landlords.

Areas selected for sampling were considered to be representative of four different types of wheat production areas within the hard red winter wheat belt of Oklahoma, Kansas, Nebraska, Colorado, and Texas (see Figure 1). Primary factors considered in selection were land resources, climate, and type of farm operation.

Grant County, Oklahoma, is like much of the wheat production area found in North Central Oklahoma and South Central Kansas where wheat is the most important crop and yields are relatively high and consistent. Texas County, Oklahoma, is representative of the specialized wheat area

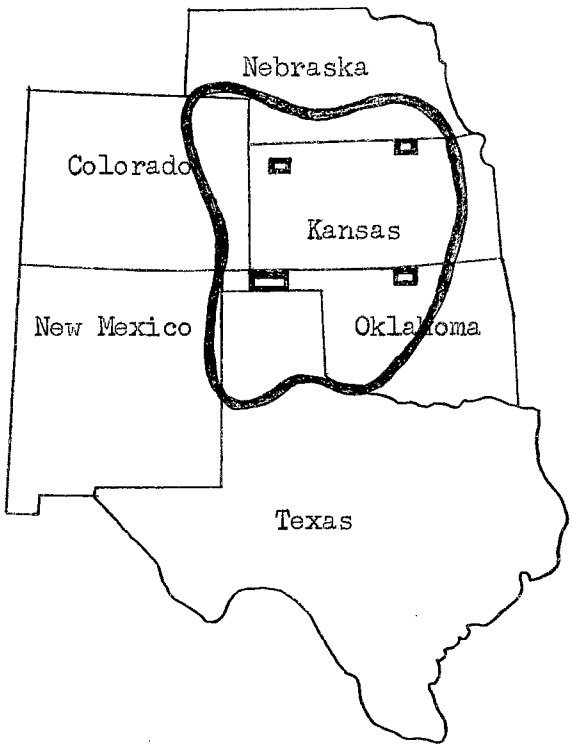

Figure 1. The heavy line encloses the area of concentrated hard red winter wheat production.[19] The sample was drawn from the four small enclosed areas.

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[19] Marketing, U. S. Department of Agriculture Yearbook (Washington, 1954), p. 415.

in Oklahoma, Northern Texas, Southwestern Kansas, and Southeastern Colorado (often called the Panhandle). Yields tend to be low and variable.

In Kansas, Washington County was selected as typical of a diversified farming area in North Central Kansas and South Central Nebraska. This is an area in which wheat is an important crop but where other crops are of near equal importance. Yields are relatively high and stable.

Thomas County, Kansas, is typical of the high plains wheat area found in Northwest Kansas, Western Nebraska, and Northeast Colorado.

Another factor considered in the selection of the areas was the general attitude toward wheat programs as reflected by the county vote in the wheat referendum held in May, 1963. The four counties were selected to avoid a sizeable departure from the state average percentage of farmers voting "yes" in the referendum. The Oklahoma state average was 41 percent; Grant County was 43 percent; Texas County was 36 percent. The state average in Kansas was 43 percent; Washington County was 36 percent; Thomas County was 37 percent.

In addition, personnel of the state ASCS office and Extension Service in each state were contacted to determine if there were any current political or personnel problems in the counties selected that would tend to distort the general opinion climate.

After checking with these agencies, lists of all wheat operators (growers) in each county were obtained from the state ASCS offices. Several areas in three of the counties were eliminated after looking at density of operators and consideration of additional information from extension agents and soil maps. It was believed that even though these areas are within the county boundaries, they are not generally represent-

ative of the wheat production areas under study (see Figure 2) because of soil type and the resulting predominant forms of farm enterprises. The areas eliminated tend to be grassy or sandy, and wheat production is not as intensive as in the remaining parts of these counties.

Budget limitations prevented taking a random sample of farmers over the total areas under study, so a random sample of communities within each county was drawn. Then a random sample was taken of wheat operators within these communities. A total goal of 500 interviews was established as a compromise between budget limitations and an adequate N for the types of analysis anticipated. The number drawn within each community was proportional to the total number of operators in each community and the county. Interviews were taken during July, August, and September, 1964.

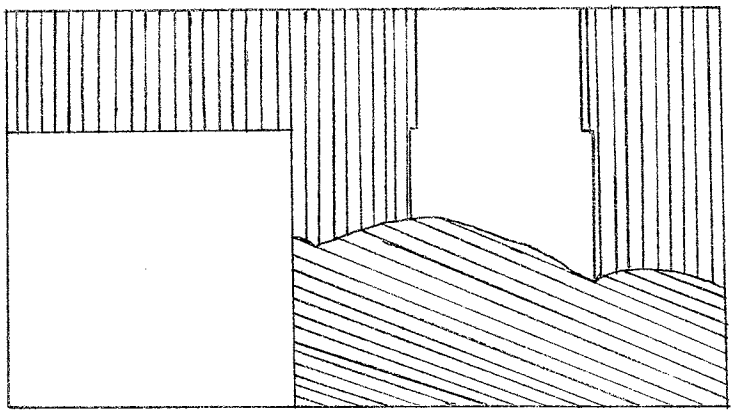
Table I presents social and economic data which describe the farms and farmers found in each county.

TABLE I

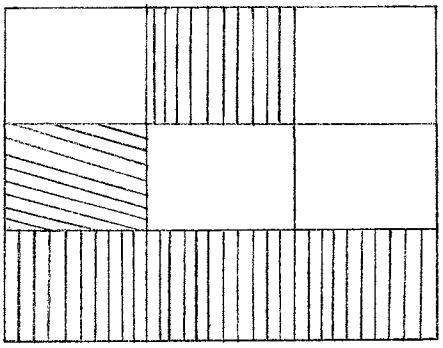
SOCIAL AND ECONOMIC DATA DESCRIPTIVE OF FARMS AND FARMERS IN SURVEY[a]

	Grant	Texas	Thomas	Washington
Number interviewed	150	101	90	160
Ave. age	50.8	46.8	48.6	46.3
Ave. years of school	11.1	11	10.4	10
Ave. total acres farmed	572	1224	1324	467
Ave. acres wheat allotment	232	457	337	63
Ave. net farm income, 59-63	$3994	$5413	$7012	$2926
Ave. non-farm income, 63	$1858	$3068	$1565	$981
Ave. net worth	$68,824	$81,275	$108,697	$41,265
% Farm Bureau members	41	34	56	33
% Farmers Union members	21	9	39	23
% Democrats	54	57	43	23
% Republicans	37	39	33	69
% "Yes" wheat vote	41	36	34	34

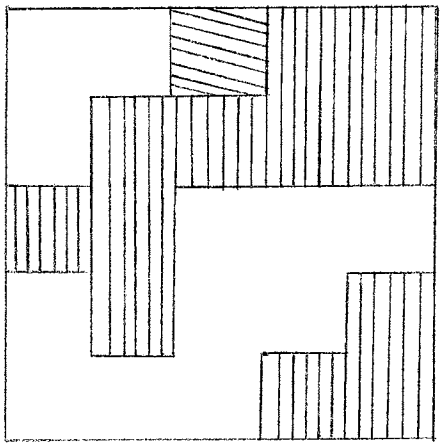
[a]These data were summarized from information obtained from farmers interviewed.



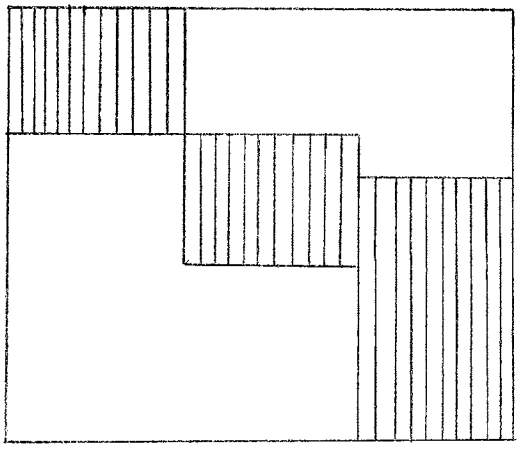
Texas County



Grant County



Washington County



Thomas County

Communities eliminated from sample area.

Communities drawn for interviewing.

Figure 2. These county maps show communities which were eliminated before sample was drawn and communities in which interviews were taken.

Refusals and Possible Bias

Schedules were completed on 80 percent of the names drawn in the sample. Percentages of completion for counties were: Grant, 81; Texas, 75; Thomas, 83; Washington, 83. The lower percentage of completion in Texas County was primarily a result of greater difficulty in physically contacting the respondents. About 50 percent of the non-completions in each county were outright refusals on the part of the farmer to cooperate. The other 50 percent were due to sickness, death, quit farming, or other such reasons.

It is difficult to assess the preferences of farmers who refused to be interviewed. From comments they made, it is believed they tended to be somewhat anti-government although this was not true of all of these individuals. The results of the study may be biased slightly toward farmers who prefer government programs but the number of refusals was so small that such bias is not likely to have significantly affected the conclusions of this study.

Evaluation of Survey Procedure

The procedure of mailing a part of the questionnaire to respondents worked quite successfully. Approximately 75 percent of the farmers who participated had Part I nearly completed when the interviewer arrived to complete Part II. However, the mailout method did have some limitations. There was the possibility of a respondent not understanding the questions in Part I and not having an interviewer present to clarify the question. In such cases, the respondent may have proceeded filling in answers, even though he didn't really understand the question. On the other hand,

not having the interviewer present may have encouraged more frank responses and reduced interviewer bias.

When an interviewer picked up Part I from a respondent, he would scan through it to see if all questions were answered. In this process, it was quite easy to overlook a question that wasn't answered. As a result, this part of the questionnaire may have had more omissions than if the interviewer had personally asked all the questions. However, the number of omissions on Part I was not large.

There is always the question of respondent fatigue when dealing with a questionnaire of this length. However, interviewers did not believe such fatigue was a serious problem in this study if the respondent filled out Part I before the interviewer arrived.

Experience in this study indicates that when a team of interviewers is used for taking detailed schedules, one person should edit all schedules within one or two days after they are taken. This procedure would help in getting all schedules completed in a consistent manner. Interviewers need a thorough training session before going to the field and a shorter session after each interviewer has taken several schedules.

Several respondents noted the difficulty of some of the questions and said it "would take a week" to really make up their minds.

CHAPTER III

OPINIONS ON FARM PROBLEM AND PROGRAM OBJECTIVES

The purpose of this chapter is to describe farmers' opinions as to what causes the farm problem, what a wheat program should accomplish, and what are the most acceptable means of raising farm income from wheat.

Farmers were asked to agree or disagree on a five-place scale with items related to the above three questions. The scale was: Strongly Agree, Agree, Undecided, Disagree, and Strongly Disagree.

This chapter will deal with the simple distribution of opinions along this agree-disagree scale. Opinions may cluster closely together which indicates widespread agreement on the question. In another situation the opinion distribution may show a clear-cut bi-polarization. These different types of distribution create radically different opinion contexts for governmental action.[1]

Causes of the Farm Problem

Figures 3 and 4 show the percentages of farmers choosing each of the scale ratings for eight possible causes of the farm problem. The number of observations on this question was 500. Item A in Figure 3 shows that farmers were quite evenly split as to whether improved technology has been

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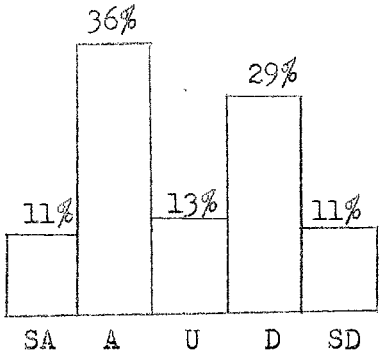
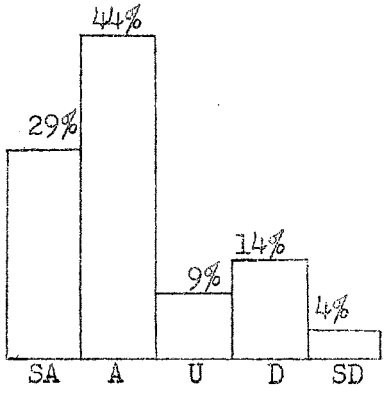
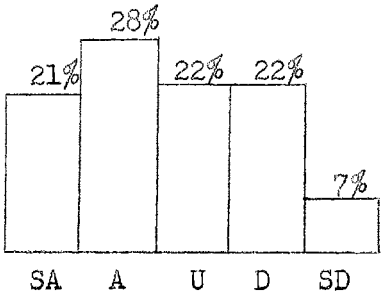
[1]Key, p. 17.



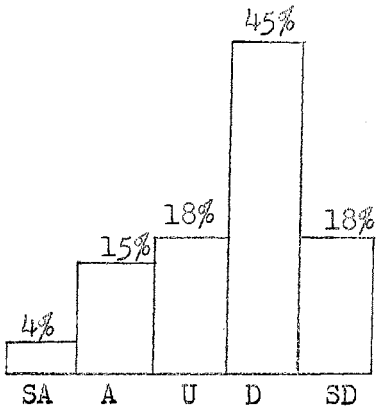
Item A. Increased Use of Fertilizer, Irrigation, Hybrid Seed, and Machinery.



Item B. High Costs of Processing and Marketing After Products Leave the Farm.



Item C. Past Government Farm Programs.



Item D. Farmers Can Get Credit Too Easily.

SA = Strongly Agree, A = Agree
U = Undecided
D = Disagree, SD = Strongly Disagree

Figure 3. Distribution of Farmers' Opinions on Agree-Disagree Scale for Items A, B, C, and D as Being Possible Causes of the Farm Problem.

a cause of the farm problem. This may indicate that some farmers do not associate improved technology with the current surpluses of some farm commodities.

Farmers tended to agree that high costs of processing and marketing were causes of the farm problem (Item B, Figure 3). This attitude is reflected in the concern often expressed by farmers about their declining share of the consumer's dollar.[2] Another probable result of this attitude is the current Congressional investigation of the structure and margins in the food marketing industry.[3]

Farmers were mixed in their reaction to the effects of past government programs, as shown in Item C, Figure 3. More farmers were undecided on this statement than on any of the other statements in the question. The fact that one-half the farmers agreed that past government programs were a cause of the current farm problem indicates that farmers are not fully satisfied with such programs.

Farmers did not, in general, agree with the statement that farmers can get credit too easily (Item D, Figure 3). However, a number of farmers cited specific examples where they judged that easy credit contributed to the problem. One such case was in Texas County where a farmer complained that low cost loans were available through the government for development of irrigation wells. He said that irrigation increases crop output, thus aggravating the farm problem.

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[2]Geoffrey S. Shepherd, Marketing Farm Products (Ames, 1955), pp. 258-259.

[3]Food Field Reporter, December 7, 1964, p. 1.

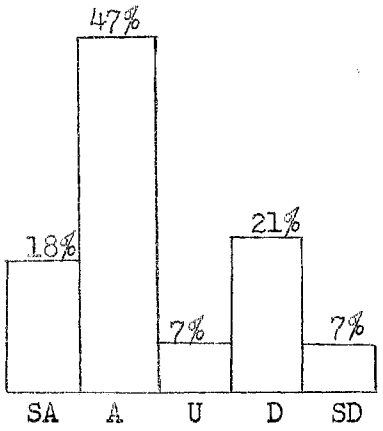
Farmers tended to agree that one cause of the farm problem is their own attempt to increase income by increasing production (Item E, Figure 4). This statement received more agreement than did the one on improved technology (Item A, Figure 3), although the two are similar in nature. Farmers adopt new technology as they try to increase their income.

The greatest agreement to any statement was elicited by the one which proposed that high wages in industry are a cause of the farm problem (Item F, Figure 4). Farmers may be especially sensitive to this idea for two reasons: (1) farmers have seen the prices of many of the items they buy rise in recent years while prices of the products they sell have fallen; and (2) the hourly wages of workers employed in manufacturing appear very high to many farmers.

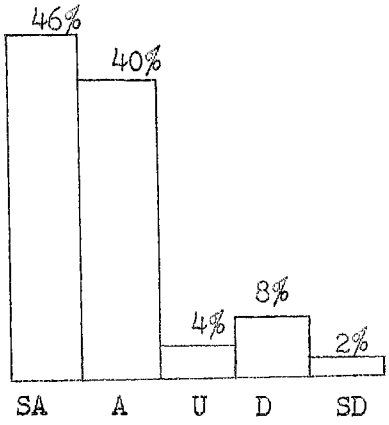
Item G, Figure 4, shows that farmers also largely agreed that their lack of bargaining power was a cause of the farm problem. This statement has been the rallying cry of the National Farmers Organization.

Finally, a majority of the farmers did not agree that poor management is the main reason why farmers have income problems (Item H, Figure 4). However, about one-fifth did agree that this was a cause. The specific wording of this statement should be noted as it specifies that poor management is the "main" reason why farmers have income problems. The reaction might have been quite different if it had indicated that poor management is "one of the reasons" why farmers have income problems.

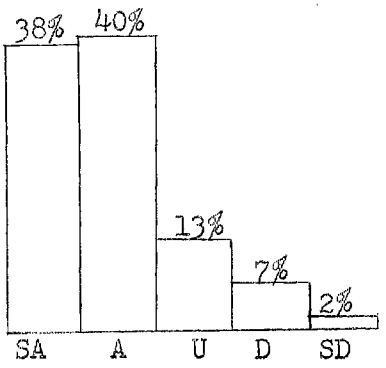
Farmers varied considerably in what factor they considered to be the most important cause of the farm problem, as shown by Table II. The statement about high wages in industry was picked most often but it



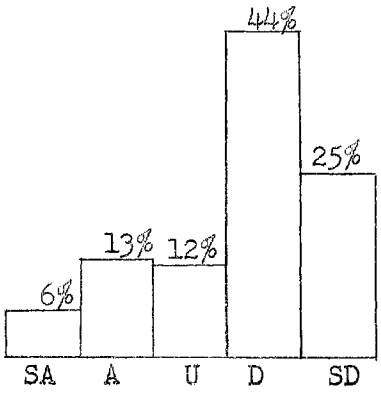
Item E. Farmers Try to Increase Their Income By Increasing Production.



Item F. High Wages in Industry Cause High Prices for What the Farmer Buys.



Item G. Farmers Lack Bargaining Power.



Item H. Poor Management is the Main Reason Why Farmers Have Income Problems.

SA = Strongly Agree, A = Agree
U = Undecided
D = Disagree, SD = Strongly Disagree

Figure 4. Distribution of Farmers' Opinions on Agree-Disagree Scale for Items E, F, G, and H as Being Possible Causes of the Farm Problem.

TABLE II

FARMERS' OPINIONS ON MOST IMPORTANT CAUSE OF THE FARM PROBLEM

Cause	Percent[a]	Mean Rating[b]
High wages in industry cause high prices for what the farmer buys.	24	1.81
Farmers lack bargaining power.	16	1.92
High costs of processing and marketing after products leave the farm.	16	2.19
Past government farm programs.	16	2.65
Increased use of fertilizer, hybrid seed, irrigation, and big machinery.	9	2.92
Farmers try to increase their income by increasing production.	5	2.53
Farmers can get credit too easily.	1	3.55
Poor management is the main reason why farmers have income problems.	1	3.67
Other	12	

[a]Percent of farmers answering question.

[b]Mean rating where SA = 1, A = 2, U = 3, D = 4, SD = 5.

accounted for only 24 percent of the farmers answering the question. It is noteworthy that only nine percent saw improved technology as the main cause when among economists it is generally accepted as one of the major contributing factors. This study and others have shown that farmers tend to select as the most important causes those factors which are beyond their control, such as high wages in industry and high costs of marketing.

Ogg calls these the "familiar scapegoats of long standing among farmers."[4] These choices indicate a lack of understanding and acceptance of the world as it is, according to Ogg, and provide a discouraging prospect for farmer acceptance of a policy consistent with long-run adjustments.

The percentages of "Strongly Agree" ratings were a good predictor of the causes farmers would consider most important. The causes that had the highest percentage of "Strongly Agree" ratings were the ones selected most often as being the most important in Table II.

The complete data for each county are shown in Appendix A, Table I. There appeared to be general agreement among all areas on this question.

Objectives of a Wheat Program

In this question, farmers were asked whether they considered seven possible objectives of a wheat program to be important. They were also asked to select the objective they considered most important. This question was answered by 499 farmers.

Figures 5 and 6 show the agreement-disagreement with the seven objectives. Item A in Figure 5 shows that a majority of farmers agreed that keeping down farmers' costs to grow wheat was important. A substantial number, 18 percent, were undecided on this statement. It would seem that the 20 percent who disagreed with this statement did not associate costs, or efficiency, directly with their profits.

Strong agreement was given to the objective of keeping wheat prices on a par with other prices in the economy (Item B, Figure 5). This strong

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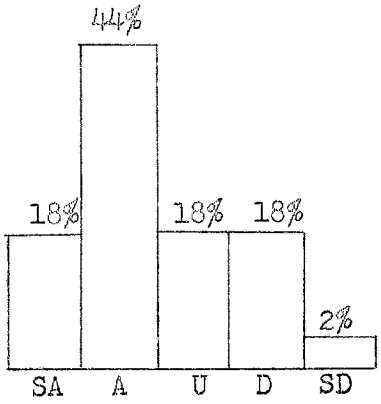
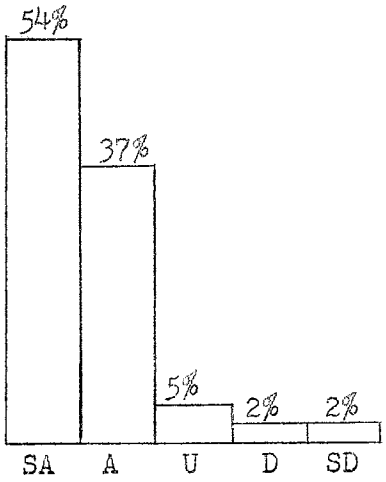
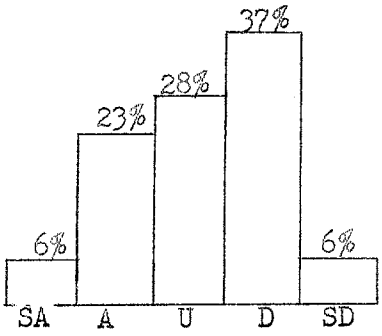
[4] Ogg, p. 7.



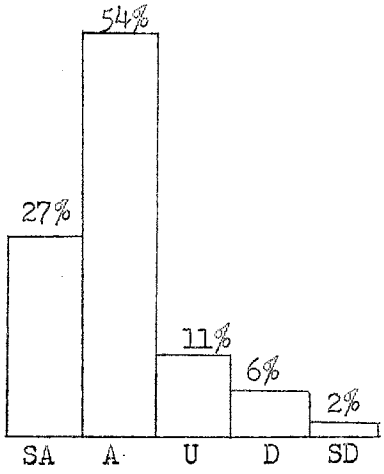
Item A. Keep Down Farmers' Costs to Grow Wheat.



Item B. Keep Wheat Prices on a Par with Other Prices in the Economy.



Item C. Keep Bread Prices Low.



Item D. Increase Farmers' Income from Wheat.

SA = Strongly Agree, A = Agree
U = Undecided
D = Disagree, SD = Strongly Disagree

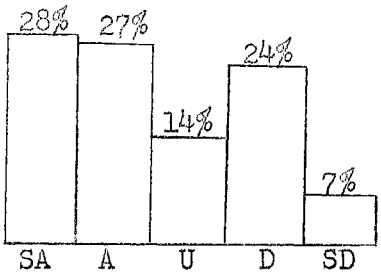
Figure 5. Distribution of Farmers' Opinions on Agree-Disagree Scale for Items A, B, C, and D as to What a Wheat Program Should Accomplish.

feeling may be due to the great emphasis that has been placed on the concept of parity prices in past years. Also, this is a very tangible concept for farmers to grasp. A number of farmers pointed out to interviewers that during the late 1940's, they could buy a new tractor for a specific number of bushels of wheat, and now it takes many more bushels to buy a tractor. They appeared to think in terms of the purchasing power of a bushel of wheat rather than total purchasing power made possible by greater yields and larger farms in recent years.

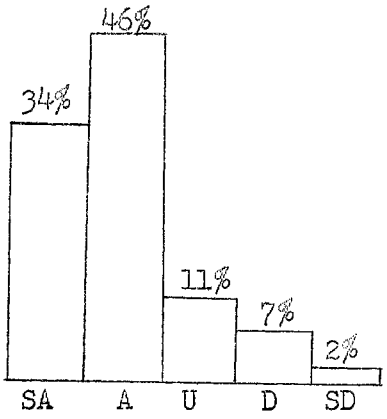
Item C in Figure 5 shows the wide variation in opinion about the objective of keeping bread prices low. More than one-fourth of the farmers were undecided on this question. In this case, farmers find themselves in the position of being both a producer and a consumer, and this results in conflict.

Another objective that had general support from farmers was that of increasing farmers' income from wheat (Item D, Figure 5). However, the percentage of "Strongly Agree" rankings on this objective was just one-half of that on the objective of keeping wheat prices on a par with other prices in the economy. This again may indicate that farmers think more readily in terms of prices for what they sell rather than in terms of income. It could also mean they believe they are better off with 100 percent parity prices than 100 percent parity income because of increased volume and efficiency.

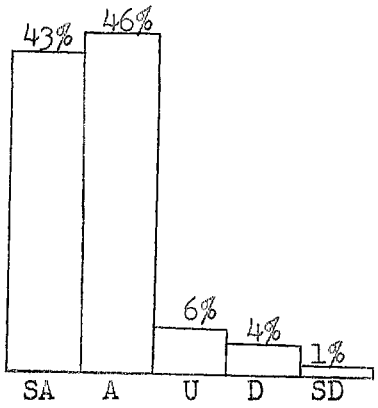
Item E in Figure 6 shows that a slight majority agreed with the objective of giving farmers freedom to produce and market as they wish. However, this objective had the highest percentage of "Strongly Disagree" rankings of any objective listed. Also, 14 percent were undecided. This indicates that even though farmers would like to see government regulation



Item E. Give Farmers Freedom to Produce and Market as They Wish.



Item F. Keep Down Government Expense.



Item G. Keep Government Regulation to a Minimum.

SA = Strongly Agree, A = Agree
U = Undecided
D = Disagree, SD = Strongly Disagree

Figure 6. Distribution of Farmers' Opinions on Agree-Disagree Scale for Items E, F, and G as to What a Wheat Program Should Accomplish.

kept to a minimum, as will be shown by Item G, a substantial number of farmers do not advocate complete freedom to produce and market farm goods.

Farmers generally agreed to the objective of keeping down government expense (Item F, Figure 6). Farmers often commented that farm programs cost the government too much for what farmers get out of it. They were especially critical of the number of ASCS employees required to administer the programs.

Agreement was very strong for keeping government regulation to a minimum (Item G, Figure 6). Farmers repeatedly mentioned their dislike for the red tape and complexity of past programs.

Table III shows what farm program objectives farmers considered to be the most important. The percentage of "Strongly Agree" ratings was again a good predictor of the statements farmers would consider most important. A majority chose the objective of keeping wheat prices on a par with other prices in the economy. Again there is the question of why this objective should rank so much higher than the objective of increasing farmers' income from wheat. This feeling among farmers may have significance for policy makers when considering the relative acceptability of a price support program as compared to an income support program.

The objective of giving farmers freedom to produce and market as they wish makes a surprisingly strong showing in this table when the distribution of its agree-disagree rankings is considered in Figure 6. When this objective is combined with the related objective of minimizing government regulation, the total percentage of farmers selecting them as the most important objectives about equaled the percentage of farmers who in another part of the study said they would prefer a free market over a government

TABLE III

FARMERS' OPINIONS ON MOST IMPORTANT OBJECTIVE OF FARM PROGRAMS

Objective	Percent[a]	Mean Rating[b]
Keep wheat prices on a par with other prices in the economy.	52	1.59
Keep government regulation to a minimum.	14	1.73
Give farmers freedom to produce and market as they wish.	11	2.57
Increase farmers' income from wheat.	9	2.00
Keep down government expense.	4	1.95
Keep down farmers' costs to grow wheat.	3	2.43
Keep bread prices low.	1	3.14
Others	6	

[a]Percent of farmers answering question.

[b]Mean rating where SA = 1, A = 2, U = 3, D = 4, SD = 5.

program. Personal goals of price, income, and freedom ranked much higher than society's goals of efficiency, low food costs, and low government costs. Within the desired goals are the two elements which cause much of the controversy about farm programs today: the desire for higher prices and income vs. the desire for maximum freedom to produce and market. Under current conditions, the only feasible way to satisfy both of these goals is for government to support farm prices and incomes with sizeable Treasury outlays, but the public resists such programs. A product of the conflict is a dichotomy among farmers as represented by the contrasting ideologies of the Farm Bureau and the Farmers Union.

Complete data for each county are shown in Appendix A, Table II. There was general agreement among areas on these items.

Means of Raising Income

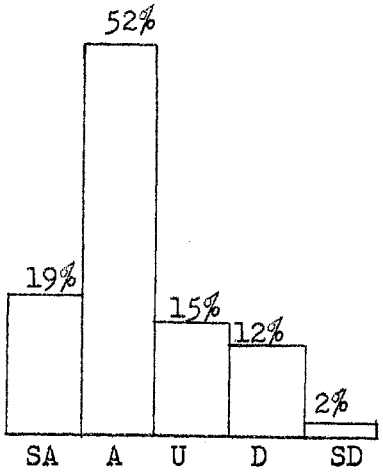
Efforts to raise farm income from wheat could focus on a number of different methods. Farmers interviewed were given eight different methods and asked to approve or disapprove of each as the principal means of raising farm income. The number of observations was 498.

Item A in Figure 7 shows that nearly three-fourths approved of reducing farmers' costs to grow wheat. This would seem logical because many farmers complained of the high cost of production inputs they had to buy, especially machinery.

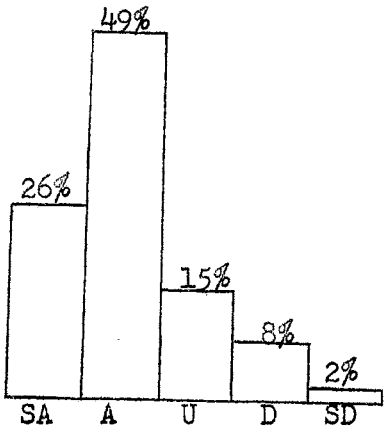
Farmers also approved of reducing the marketing and processing margins of middlemen, as shown by Item B, Figure 7. Farmers had expressed earlier that the high cost of processing and marketing was one of the causes of the current farm problem. However, a number of farmers raised the question as to how these margins would be reduced.

Three-fourths of the farmers disapproved of increasing the price of bread (Item C, Figure 7). Again, farmers are in the conflicting position of being a producer and a consumer. Also, some farmers commented that raising the price of bread would not do much to raise the price of wheat. Farmers have seen the price of bread increase while wheat prices have decreased.

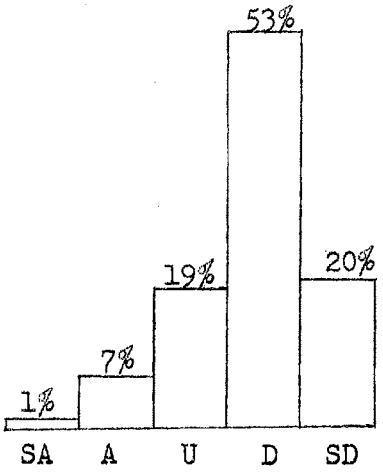
Farmers split nearly equally on their approval-disapproval of continuing present government programs with increased levels of support



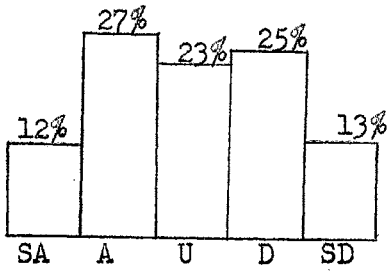
Item A. Reduce Farmers' Costs to Grow Wheat.



Item B. Reduce the Marketing and Processing Margins of Middlemen.



Item C. Increase the Price of Bread.



Item D. Continue Present Government Programs but Raise the Level of Support Prices and Government Payments.

SA = Strongly Approve, A = Approve
U = Undecided
D = Disapprove, SD = Strongly Disapprove

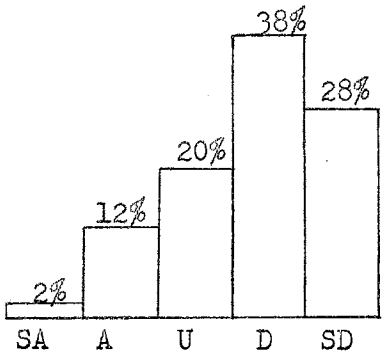
Figure 7. Distribution of Farmers' Opinions on Approve-Disapprove Scale for Items A, B, C, and D as Being Principal Means of Raising Farm Income.

prices (Item D, Figure 7). Nearly one-fourth were undecided. This indicates the unsettled nature of farmers' feelings toward present programs.

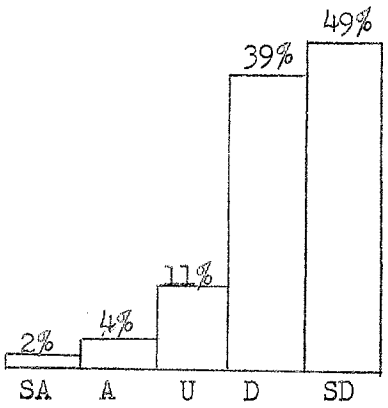
Item E in Figure 8 shows that farmers generally did not approve of using governmental control of the supply of farm products going to market. This provides an interesting contrast with the preceding statement and another part of this study which showed that about three-fourths of the farmers preferred some type of government program to a free market. Evidently many farmers do not associate all types of programs which limit production with governmental control of supply. The result again points to the conflict faced by farmers between desire both for high income and freedom in production and marketing.

Even stronger disapproval was given to the idea of making it easier for farmers to move off the farm so that there is more income for those remaining (Item F, Figure 8). It received a much higher percentage of "Strongly Disagree" ratings than did any other statement in the question. This is not surprising -- a group usually will resist the idea that some of its members would be more useful in some other occupation. There is still a strong feeling of agricultural fundamentalism among many farmers and some farm organizations. This long-held doctrine is frequently used in political speeches to farmers.

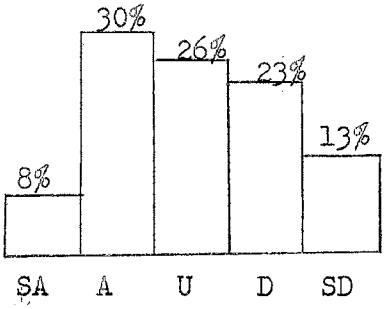
The reaction against this idea of making it easier for farmers to move off the farm has important policy implications. Economists generally agree that one of the adjustments needed is to move a substantial amount of labor resources now underemployed in agriculture into other sectors of the economy. A program designed to accomplish this objective would have



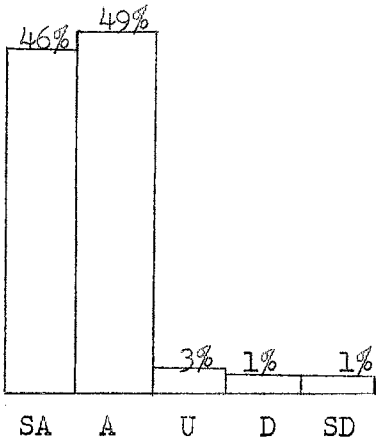
Item E. Use Government Control of Supply of Farm Products Going to Market.



Item F. Make it Easier for Farmers to Move Off the Farm so That There is More "Income" for Those Remaining.



Item G. Increase Exports with Government Subsidies or Donations if Necessary.



Item H. Find More Uses for Farm Products.

SA = Strongly Approve, A = Approve
U = Undecided
D = Disapprove, SD = Strongly Disapprove

Figure 8. Distribution of Farmers' Opinions on Approve-Disapprove Scale for Items E, F, G, and H as Being Principal Means of Raising Farm Income.

to be named and handled carefully to avoid a strong negative reaction among many farmers, some farm leaders, and some nonfarm people such as small town merchants.

Item G in Figure 8 shows farmers were about equally divided on the issue of increasing exports with government subsidies or donations. Twenty-six percent of the farmers were undecided on this statement -- the highest percentage in this category for any statement in the question.

An attempt to find more uses for farm products was given more widespread approval than any other statement in the question (Item H, Figure 8). This idea has great appeal because it does not require the farmer to make any changes but instead, leaves him free to continue to produce and market as he wishes.

A relatively large number of farmers interviewed were undecided on many of the statements in this question dealing with means of raising farm income. The implication is that while farmers in general agree farm income should be raised, many of them do not have a clear-cut idea of how best to reach that goal.

Table IV shows that 44 percent of the farmers chose "finding more uses for farm products" as the one best way of raising farm income. This was more than twice the percentage received by any of the other statements. Farmers are probably unrealistic when they put so much stress on this idea. Extensive research efforts have focused on this goal for a number of years. Results have offered little promise for any major breakthrough in extending the uses of farm products.

TABLE IV

FARMERS' OPINIONS ON THE BEST MEANS OF RAISING FARM INCOME

Best Means of Raising Farm Income	Percent[a]	Mean Rating[b]
Find more uses for farm products.	44	1.61
Reduce the marketing and processing margins of middlemen.	20	2.11
Continue present government programs, but raise the level of support prices and government payments.	16	2.98
Reduce farmers' costs to grow wheat.	10	2.24
Increase exports with government subsidies, or donations if necessary.	6	3.02
Use government control of supply of farm products going to market.	2	3.76
Increase the price of bread.	0	3.83
Make it easier for farmers to move off the farm so that there is more "income" for those remaining.	0	4.19
Other	2	

[a]Percent of farmers answering question.

[b]Mean rating where SA = 1, A = 2, U = 3, D = 4, SD = 5.

Twenty percent of the farmers chose the item, "Reduce the marketing and processing margins of middlemen," as the best means of raising farm income. Again, economists agree that there is little possibility of any general reduction in marketing and processing margins of middlemen. This means about two-thirds of the farmers gave responses that cannot at this time be considered reasonable approaches to increasing farm income significantly. An educational process is needed to help farmers face more realistically the hard choices open to them.

The use of government programs received little approval as being the best means of raising farm income. This indicates that when given a general type of choice, farmers want to move away from government programs. However, it was shown elsewhere in this survey that when confronted with a more specific choice between a government program and a free market, a majority of farmers preferred some type of program.

This raises serious questions about the relevance of the survey results reported in farm magazines where farmers are asked rather general questions about the optimal degree of government involvement in agriculture. These survey responses might vary considerably with the degree of specificity of the questions involved.

Complete county data on this question dealing with means of raising farm income are shown in Appendix A, Table III. Again there was general agreement among areas on these items.

Summary of Opinions

In summary, the analysis in this chapter illustrates the difficulty of developing farm policies and programs which will bring about desirable adjustments and yet have widespread approval among farmers. First, it was found that farmers tended to blame the farm problem on causes which lay beyond their control. Forty percent said the most important cause was either high wages in industry, or high marketing margins. Only nine percent rated improved technology as the most important cause.

Secondly, the analysis showed that farmers disagreed as to the most important objectives of farm programs. Sixty-one percent said higher wheat prices and incomes were most important while 25 percent

wanted more freedom from government regulation. These conflicting goals result in farm organizations asking the policy planners and the legislative bodies for opposing types of programs. In addition, the planners and legislative bodies must consider society's goals of low bread prices, low government costs, and production efficiency, all three of which were rated at the bottom of the list by farmers.

Finally, it was found that 64 percent of the farmers said the best means of raising farm income was to find new uses for farm products, or reduce marketing margins. These cannot be considered realistic approaches. An additional 10 percent of the farmers said the best way to increase farm income was to reduce farmers' costs to grow wheat. Such an effort on the part of all farmers would likely increase output and further depress prices and incomes. The idea of making it easier for farmers to move out of agriculture was strongly rejected.

The difficulty of developing acceptable farm policies and programs will be discussed further in the next chapter in the analysis of farmers' perception of the current agricultural situation.

CHAPTER IV

ANALYSIS OF FARMERS' PERCEPTION AND ATTITUDE SCORES

Other researchers have noted that a farmer's preferences for farm programs are probably influenced by a number of attitudes as well as the programs' tangible effects upon the individual's farm operation. It can also be postulated that a farmer's perception of the current farm situation will have an effect upon program preferences. This chapter will present the results of this study's attempt to relate farmers' perception of the current agricultural situation and various attitudes to farm program preferences and a number of socioeconomic variables.

The perception and attitude scores discussed in this chapter are based upon as few as one statement or item, and in one instance as many as 11 statements. The scores, in the order in which they are discussed, are:

1. Perception of current farm situation.
2. Liberal-Conservative orientation.
3. Attitude toward farm production efficiency.
4. Attitude toward government cost of farm programs.
5. Attitude toward consumer cost for food.
6. Attitude toward government's responsibility to support farm prices and incomes.
7. Attitude toward administration of past government programs.
8. Attitude toward importance of farm program information.

After each of the items within each scale has been treated separately, total attitude scores will be analyzed for association with a number of socioeconomic variables. Finally, a profile of scores will be presented, comparing groups of farmers with different preferences. All simple percentage figures used in this chapter are based on 499 observations.

Perception of Current Situation

Previous research in the area of farmers' understanding of farm programs has been aimed primarily at determining farmers' knowledge of causes of the farm problem and of specific types of programs.[1] It was felt, however, that it would be desirable to get a more basic measure of farmers' perception of the current agricultural situation and the underlying economic relationships.

That this concept of economic perception is an important problem is illustrated by comments made by Professor W. W. Cochrane in a summary of his experiences as economic advisor to Secretary of Agriculture Orville L. Freeman:

> The economic literacy of farmers generally is distressingly low. In the wheat referendum of 1963, there were farmers who actually believed that wheat prices would rise with the elimination of price support or the reduction of price support to 50 percent of parity for that commodity. Most livestock producers, and many of their leaders, have no conception whatsoever of the indirect price and income support provided producers of animal products through the support of feed grain prices. Most producers do not understand the differential effect on their income from an output increase on their particular farm resulting from a technological advance, and from an aggregate output increase resulting from the industry-wide adoption

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[1] Stroup, pp. 134-166.

> of a new and improved technology. And the implications of farm technological advance for the average size of farm and the number of farms and farmers are just not considered.[2]

The practical effects of this lack of understanding have been outlined by Tweeten:

> In my judgement the great void in farm policy is not lack of program alternatives or even knowledge of their implications. Rather the hiatus is between what is known by economists and what is known and applied by farmers. The policymaker himself may be informed, but a Congressman who realizes that a program X which farmers now want will be completely unsatisfactory in the long-run may be inclined to vote for X if a negative vote spells no return to Congress next fall.[3]

Carried even further, the effects of farmers' perception of the current agricultural situation are felt in many facets of local community life. The quality and types of education offered in local schools may be affected by how well farmers understand long-term trends in agriculture. The outlook of the community's young people, their choice of occupation, and the number that decide to go to college may be influenced by how farmers view the agricultural situation. Individual farm operations, farm organizations, and farm-related businesses are likely to be affected. Evidence of these effects can be seen by contrasting a community in which farmers have been making needed adjustments in farm operations and one in which such adjustments have not been made.

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[2]Willard W. Cochrane, "Some Observations of an Ex Economic Advisor: or What I Learned in Washington," Journal of Farm Economics, XLVII (1965), p. 456.

[3]Luther Tweeten, "The Farm Firm in Agricultural Policy Research," a paper read at the Workshop on Price and Income Policies, Agricultural Policy Institute, North Carolina State University, Raleigh, April 21, 1965.

This study had three objectives in attempting to measure farmers' perception of economic relationships. The first objective was to get an indication of the types of relationships farmers fail to understand. This information should be a useful guide for planning future educational programs. Another objective was to see if a farmer's perception of the current agricultural situation was related to his preferences for farm programs. The third objective was to provide a benchmark for possible use in comparisons at some later date to determine whether the perception level had changed.

Farmers were asked to respond to the eleven items shown in Table V. An agree-disagree scale rather than a true-false scale was used for two reasons. First, most of these statements are not clear-cut facts as such but are open to some argument. However, it was believed that farmers with a keener perception of economic relationships would respond differently than those with less understanding. Second, it was believed that more valid responses would be given if the farmers did not realize that they were taking a form of a "test," so the same type of response scale was used as for the other attitudinal questions. One limitation of this type of scale for measuring perception is the difficulty of imputing a logical numerical weight to an opinion strongly held (Strongly Agree or Strongly Disagree) compared with a response of "Agree" or "Disagree."

Table V shows the total sample response of farmers to the individual statements. A majority of farmers recognized that food supplies are not likely to be short just because people are leaving the farm (Item A). On Item B, most farmers still agreed with the long-time favorite expression of farmers that "depressions are farm bred and farm fed." They have not

TABLE V

DISTRIBUTION OF FARMERS' ANSWERS AND DISCRIMINATIVE VALUES ON ITEMS RELATING TO PERCEPTION OF FARM SITUATION

Item	Percent of Farmers Answering SA[a]	A	U	D	SD	DV[b]
A. There is apt to be a shortage of food because so many people are moving off the farm.[d]	4	15	8	57	16	1.18
B. A depression in agriculture will usually lead the whole country into depression.[d]	38	50	5	5	2	.71
C. A growing population will eliminate the farm surplus problem within about five years.[d]	4	18	29	44	5	1.11
D. If we went to a free market for farm products, farm income would return to recent levels after a short period of adjustment.[d]	7	30	27	28	8	1.34
E. Finding new uses for farm products doesn't offer much hope for solving the farm problem.[c]	4	23	10	51	12	.87
F. The government should support farm prices, but it shouldn't try to tell a farmer what and how much to produce.[d]	7	23	16	45	9	1.08
G. The family farm is rapidly going out of existence.[d]	24	51	6	15	4	.79
H. There's no reason for the U. S. to have so much surplus food while there are hungry people in the world.[d]	21	48	16	14	1	1.22
I. The wheat price would be higher than it is now if farmers didn't use new varieties and fertilizers.[c]	4	30	15	39	12	.78

TABLE V (Continued)

Item	Percent of Farmers Answering SA[a]	A	U	D	SD	DV[b]
J. Farmers could easily organize to control production and raise prices.[d]	4	14	15	49	18	1.05
K. When developing a wheat export policy, the United States must consider its effects on other wheat exporting countries.[c]	5	53	19	18	5	.64

[a]SA = Strongly Agree; A = Agree; U = Undecided; D = Disagree; SD = Strongly Disagree.

[b]This discriminative value of an item is explained in the text.

[c]A "Strongly Agree" or "Agree" response was considered to be the more perceptive response to these items.

[d]A "Disagree" or "Strongly Disagree" response was considered to be the more perceptive response to these items.

recognized that fluctuations within agriculture have less impact on the total economy as the non-farm sector grows. In fact, some farm organization leaders say that farmers have been facing depression conditions for the past few years. Yet the non-farm sector has continued to prosper.

Nearly one-half the farmers rejected the idea that a growing population would soon eliminate the farm problem (Item C). A relatively large number were undecided on this statement.

The response to Item D shows about one-third of the farmers were optimistic about prices and income under a free market although this is contrary to what economists have generally predicted for such a situation. Again a considerable number were undecided.

receive food packages from the U. S."[4] However, he points out that the United States is already moving all the food under Public Law 480 that the recipient countries will take, either as a matter of national policy or as a matter of handling, storage, and transportation facilities.

One-half the farmers apparently did not understand the relationship between wheat prices and the use of new varieties and fertilizers, according to Item I. This is consistent with the findings reported earlier that farmers did not generally recognize improved technology as being one of the causes of the farm problem.

Two-thirds of those interviewed recognized that farmers would not find it easy to organize and control production themselves (Item J). Perhaps the holding actions by one of the farm organizations in recent years have demonstrated the difficulty involved.

Item K shows that a majority of farmers agreed that the United States must consider other exporting countries when developing wheat export policy. The level of understanding of this situation appeared to be considerably greater than that on Item H, although the two are similar in nature.

The percentage of "Undecided" ratings on an item may be some indication of how difficult it was for farmers to answer that item. Assuming this relationship, then Item C and D were the most difficult to answer while B and G were the easiest to answer.

In summarizing the overall distribution of answers on these perception items, the most disturbing factors would be the lack of farmers'

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[4] Cochrane, p. 455.

understanding of the situations indicated by Items C, D, E, F, H, and I. A high degree of farmer understanding of the situations indicated by these items is rather basic to intelligent decision making on farm programs. The items which discriminated best between farmers with the lowest and highest perception scores will be discussed after an explanation of total scores.

A total score for each individual was obtained in the following way: A "Strongly Agree" or "Agree" response to items E, I, and K was considered to show a keener perception of the current agricultural situation than other responses. These items were scored as follows: Strongly Agree = 1; Agree = 2; Undecided = 3; Disagree = 4; Strongly Disagree = 5.

A "Disagree" or "Strongly Disagree" response to items A, B, C, D, F, G, H, and J was considered to be in agreement with economists' perception of the agricultural situation. These items were scored as follows: Strongly Agree = 5; Agree = 4; Undecided = 3; Disagree = 2; Strongly Disagree = 1.

A total score for each individual was obtained by summing his scores on the 11 individual items, with the possible range being from 11 to 55. Individuals with the lowest scores were considered to have the keenest perception. This fact must be kept in mind to understand the analysis in the following pages.

Figure 9 shows the distribution of total scores. It would be reasonable to expect most of the scores to fall between 22 and 44 because to get outside these limits, an individual would have to be very consistent in his ratings and make some use of either the "Strongly Agree" or "Strongly Disagree" ratings. Most of the statements in the perception

scale would not be expected to evoke strong reactions from farmers. Also, with this type of scale, those individuals who were undecided about many of the items would tend to score in the 30's.

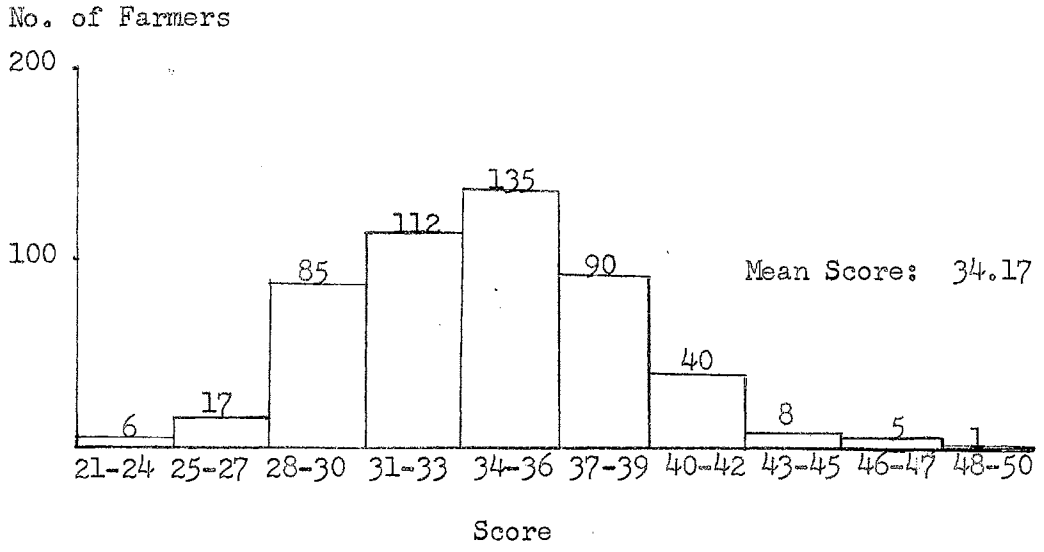

Figure 9. Distribution of Total Scores on Perception Scale.

When using a group of items such as the ones just discussed, it is useful to identify those which were most discriminating. The method of discriminative analysis used here was described by Rundquist and Sletto in 1936,[5] and is still recommended.[6] The total scores were divided into quartiles and then a comparison was made of responses in the highest and lowest quartiles. The procedure is summarized in the following formula:

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[5]E. A. Rundquist and R. L. Sletto, Personality in the Depression (Minneapolis, 1936), p. 12.

[6]Allen Edwards, Techniques of Attitude Scale Construction (New York, 1957), pp. 154-155.

$$DV = \frac{(W \times F)\, Q_H}{F_{Q_H}} - \frac{(W \times F)\, Q_L}{F_{Q_L}}$$

DV = item scale value difference; W = unit weight; F = frequency; Q_H = highest quartile; Q_L = lowest quartile.

The discriminative value is, in essence, the difference between the mean rank given an item by the high and low quartile groups. The discriminative values for the items on perception are given in Table V. It can be seen that Items A, C, D, F, and H were the most discriminating. The item with the greatest discriminating power, Item D, dealt with expectations for income under a free market. Overall, the size of the discriminating values on these statements was comparable with that obtained by other researchers using similar methods.[7]

The next step in the analysis was to determine whether significant relationships existed between the perception score and various socio-economic variables. The method of analysis was to divide each variable into two groups or classes and then compare the mean scores of the two groups. Also, comparisons were made between areas. The Mann-Whitney test was used to detect statistically significant differences. One disadvantage of this type of analysis is that all other variables are not held constant as the relationship between one variable and a particular attitude is analyzed.

The socioeconomic variables considered and the groups within each of these variables were:

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[7]Rundquist and Sletto, p. 11-15.

1. Age. Group A: up through 44 years of age; Group B: 45 years and older.
2. Education. Group A: up through 10 years of school finished; Group B: 11 or more years of school finished.
3. Organizational Index. Group A: organizational index 0 to 8; Group B: an index of 9 or greater. The organizational index was a total score for each respondent based on a summation of the following: 3 points for being a member of a farm organization, commodity group, or community committee; 4 additional points for being an officer of a group; 1 additional for attending meetings occasionally; 2 additional for attending meetings often. The mean index for all respondents was 7.82.
4. Most Preferred Program. Group A: respondents who preferred a free market; Group B: those who preferred some type of government farm program.
5. Least Preferred Program. Group A: respondents who least preferred a free market; Group B: those who least preferred a mandatory type of farm program.
6. Referendum Vote. Group A: respondents who voted "yes" in the 1963 wheat referendum; Group B: those who voted "no."
7. Fair Price for Wheat. Group A: respondents who gave up to $1.99 per bushel as being a fair price for wheat; Group B: those who gave $2 or over. A "fair" price was defined to farmers as being a price that would pay their costs of production and give them a "fair" or "just" profit.

8. Five-Year Free Market Price. Group A: respondents who estimated a free market price for wheat at the end of five years to fall within the range of $1 and $1.50 (most economists' predictions fall within this range); Group B: those who gave any other price.

9. Full or Part-time Operator. Group A: respondents who said they were full-time farmers; Group B: those who said they were part-time farmers.

10. Political Party. Group A: Democrats; Group B: Republicans.

11. Farm Bureau Membership. Group A: members; Group B: non-members.

12. Debt to Assets Ratio. Group A: debt was from 0 to 25 percent of total assets; Group B: debt was more than 25 percent of total assets.

13. Total Income. Group A: $5,000 and under combined total income from all sources for Texas, Grant, and Thomas Counties, and $3,000 and under for Washington County; Group B: over $5,000 total income for Texas, Grant, and Thomas Counties and over $3,000 for Washington County. Average total income in Washington County was considerably less than in the other three counties.

14. Ratio of Off-Farm Income to Total Income. Group A: off-farm income was 25 percent or less of total income; Group B: off-farm income was greater than 25 percent of total income.

15. Farm Size. Group A: small farms of less than 259 acres in Grant and Washington Counties, and less than 500 acres in Texas and Thomas Counties; Group B: large farms of 500 or more acres in Washington and Grant Counties, and 1000 or more acres in Texas and Thomas Counties.

16. Tenure. Group A: full owners; Group B: those who rented all the land they operated.

17. Attendance at Policy Meetings. Group A: respondents who had attended a meeting on policy or programs within the past two or three years; Group B: those who had not attended such a meeting.

18. Attendance at Educational Meetings. Group A: respondents who often or occasionally attended educational meetings held by Extension or Vocational Agriculture; Group B: those who seldom or never attended such meetings.

19. Net Worth. Group A: respondents with net worth of $50,000 and under in Grant and Washington Counties, $100,000 and under in Texas and Thomas Counties; Group B: those with more than $50,000 net worth in Grant and Washington Counties and more than $100,000 in Texas and Thomas Counties.

The analysis showed no significant differences between geographic areas on the perception scale. Table VI shows the differences in mean scores on the perception scale between the groups within each variable where some association was found. Statistically significant differences are shown by asterisks. The mean score of each group and the normalized Z values for these differences, and for scales discussed later, are found in Appendix C.

The amount of association between the perception score and the socio-economic groups can be summarized under the following headings: Strong Association -- differences were statistically significant within two or more counties, within the two states, and for the total sample, with all

TABLE VI

DIFFERENCES IN MEANS ON PERCEPTION SCORES FOR VARIOUS SOCIOECONOMIC GROUPS[a]

Area	Education (0-10) (11-up)	Organizational Index Low-High	Most Preferred Program: Free Market	Most Preferred Program: Some Government Program	Least Preferred Program: Free Market	Least Preferred Program: Mandatory
Grant	.17	.51	2.33*		-1.41	
Texas	1.38	1.03	1.38		-1.79	
Thomas	.46	-.07	1.15		-2.20	
Washington	3.36**	2.44**	2.43*		-2.57	
Oklahoma	.66	.77	1.91**		-1.78*	
Kansas	2.25**	1.36**	1.88**		-2.68**	
Total	1.48**	1.06**	1.89**		-2.27**	

Area	Wheat Vote Yes	Wheat Vote No	Fair Wheat Price (0-1.99) (2.00-up)	Expected 5-Year Price (1.00-1.50) Other	Farm Size Small	Farm Size Large	Attended Policy Meetings Yes	Attended Policy Meetings No	Attended Educational Meetings Yes	Attended Educational Meetings No
Grant	-2.24**		.71	-.94	1.63		-1.78		1.41*	
Texas	-2.97**		1.28	-1.66	1.99*		-1.42		-.63	
Thomas	-2.21*		1.28	-.90	-1.14		.22		1.47	
Washington	-3.06**		1.24	-1.04	1.37		-2.19**		-2.11**	
Oklahoma	-2.52**		.75	-1.06	1.84*		-1.72**		.60	
Kansas	-2.76**		1.10	-1.05	.30		-1.36**		-.89	
Total	-2.64**		.99*	-1.08*	.89		-1.53**		.14	

[a]Each variable was divided into two groups. The difference shown is mean of group on top or left minus mean of group on bottom or right. A positive difference indicates that group on bottom-right had the lower mean, hence a keener perception of the current agricultural situation.

Note: For all tables in this thesis, one asterisk means significance at .05, two asterisks at .01 probability level.

differences being in the same direction; Some Association -- differences were significant within two counties, with a county and a state, or within the total sample; Little or No Association -- no significant differences or within one county only.

Strong Association	Some Association	Little or No Association
Most Preferred Program	Education	Age
Referendum Vote	Organizational Index	Full or Part-Time
	Least Preferred Program	Farm Bureau Membership
	Fair Price for Wheat	Debt/Assets Ratio
	Five-Year Free Market Price	Total Income
	Farm Size	Off-Farm/Total Income Ratio
	Attendance at Policy Meetings	Tenure
	Attendance at Other Educational Meetings	Net Worth

The strongest association between perception score and a specific group was found in the referendum vote variable. The differences between those who voted "yes" and those who voted "no" were significant within each county, each state, and for the total sample. Those who voted "yes" had the lower mean score, indicating a keener perception of the current agricultural situation, as measured by the items in the scale. When the two variables that showed a strong relationship to the perception score are considered, respondents who preferred some type of government program tended to have a keener perception than did those who preferred a free

market. There was also an indication that the following groups tended to have somewhat keener perception: farmers with more education, farmers active in community organizations, farmers who gave a fair price for wheat of $2 or more per bushel, farmers who estimated the free market price of wheat to be between $1 and $1.50 at the end of 5 years, large farmers, and those who had attended policy meetings. The association between the perception score and attendance at other educational meetings was unusual in that farmers in Washington County who did attend such meetings showed significantly keener perception, while in Grant County those who did not attend such meetings showed the keener perception.

Extreme caution must be used in interpreting these perception scores in relation to specific groups. First, the differences in scores are small. Second, the limitations of the scoring method used were pointed out previously. Third, the items included in this scale cover only a small portion of the total agricultural situation. The indicated results with regard to level of perception may have been entirely different if another set of items had been used.

Liberal-Conservative Orientation

The terms "liberal" and "conservative" have been used so indiscriminately in recent years that their meanings have become quite blurred. Durring the summer of 1964, when this survey was made, the term "conservative" was frequently used to describe an individual who believed that the individual is basically responsible for his own security and that government intervention in economic affairs should be kept to a minimum.

In contrast, a liberal was considered to be an individual who believed society has a responsibility to see that all citizens enjoy a rising level of living and that the Federal government should be playing a greater role in seeing that society moves towards this goal. This is the general context in which the terms "liberal" and "conservative" are used in this study. Most of the items used in this question were aimed primarily at getting farmers' reactions to governmental participation in various economic and social areas.

The items and the distribution of rankings on them are shown in Table VII. Farmers seemed to be strongly conservative on items B, E, H, and I. They indicated that the national debt should be reduced and that government relief programs have become too large. A majority felt that the government should see that people are free to run their businesses as they please and that present government farm programs are contrary to the free enterprise system. They also tended to be conservative on the question of whether the government should provide medical care for the aged, but there was considerable division of opinion.

The only idea to which farmers responded in a strongly liberal fashion was that big businesses make entirely too much profit. This is probably a reflection of the farmers' long-held resentment against big businesses in general. Farmers tended to be liberal on the question of whether the government should get involved in such projects as electrical power and housing. Their experience with rural electrification and FHA housing loans may have influenced their thinking on this subject. Farmers also tended to take a liberal position on the government's responsibility to provide jobs for men who want to work. The percentage of

TABLE VII

DISTRIBUTION OF FARMERS' ANSWERS AND DISCRIMINATE VALUES ON ITEMS RELATING TO LIBERAL-CONSERVATIVE ORIENTATION

Item	Percent of Farmers Answering SA	A	U	D	SD	DV[a]
A. The Federal government should not get involved in such projects as electric power and housing.[b]	10	23	20	38	9	1.07
B. Instead of reducing taxes recently, Congress should have tried to reduce the national debt.[b]	21	36	22	19	2	1.34
C. The Federal government ought to see to it that anyone who wants to work can find a job.[c]	8	36	18	32	6	1.36
D. Most big businesses make entirely too much profit.[c]	21	40	22	15	2	.85
E. Government relief programs have gotten to be too large.[b]	24	41	23	11	1	1.26
F. It's time for Congress to pass a bill that will provide medical care for the aged.[c]	5	26	25	28	16	1.77
G. The Federal government should be doing more to help small towns and cities build the schools they need.[c]	9	35	18	27	11	1.55
H. One job of government is to see that people are free to run their businesses as they please.[b]	28	44	14	12	2	1.09
I. Present government farm programs are contrary to the free enterprise system.[b]	21	43	18	15	3	1.57

[a]Discriminative value.

[b]A "Strongly Agree" or "Agree" on these items is considered a conservative response.

[c]A "Strongly Agree" or "Agree" on these items is considered a liberal response.

"Undecided" rankings was quite high on most of the items in this liberal-conservative group. There were relatively few ratings of "Strongly Agree" or "Strongly Disagree." This was somewhat surprising -- it was expected that some of these statements would evoke strong reactions.

A total liberal-conservative score was calculated for each individual by summing his responses on the nine items. The lowest scores indicate the most conservative individuals. Figure 10 shows the distribution of these scores. The possible range was from 9 to 45. If a farmer had been undecided on each of the items, his score would have been 27. The mean score of 24.90 is some indication that farmers as a whole were conservative in their viewpoint on these items.

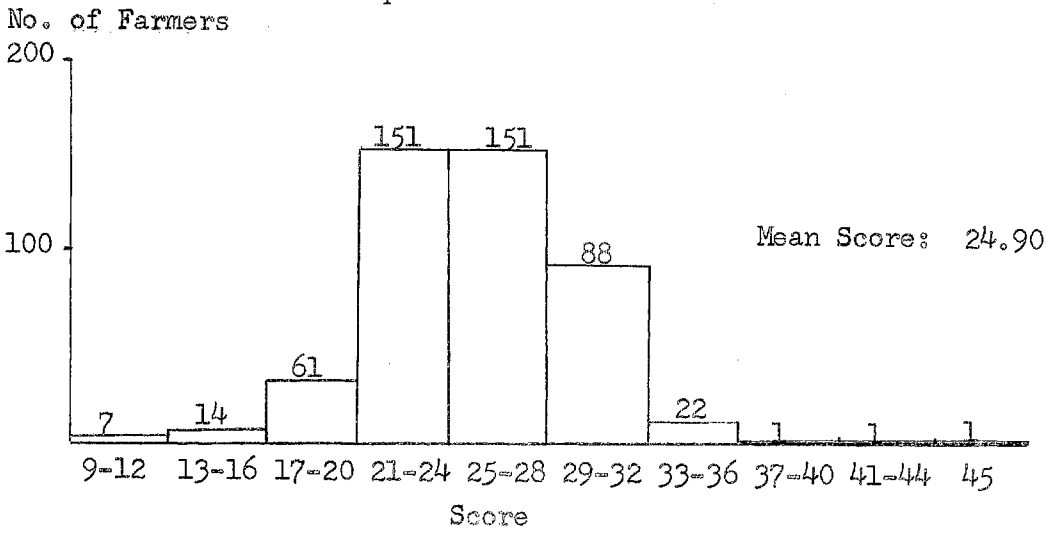


Figure 10. Distribution of Liberal-Conservative Scores.

The items in this question which were most discriminating between high and low scoring individuals are shown by the discriminative values in Table VII. Item F, on medical care for the aged, had the greatest power to discriminate. The statement on the amount of profits of big business had the least power to discriminate. Overall, the items in the liberal-conservative scale had more power to discriminate than did the items in the perception scale.

A comparison between areas showed that Washington County was slightly more liberal than Texas County. The difference in mean scores was 1.93, which was significant at the .01 level. This was the only significant difference between areas on this score. Table VIII shows the differences in mean scores on the liberal-conservative scale for the groups showing association with the scale.

The association between the liberal-conservative score and the socio-economic variables can be summarized as follows:

Strong Association	Some Association	Little or No Association
Referendum Vote	Age	Organization Index
Political Party	Level of Education	Five-Year Free Market Price
Most Preferred Program	Off-Farm/Total Income Ratio	Full or Part-Time
Least Preferred Program		Farm Bureau Membership
Fair Price for Wheat		Debts/Assets Ratio
		Farm Size
		Tenure
		Attendance at Policy Meetings
		Attendance at Other Educational Meetings
		Total Income
		Net Worth

The strongest association was found between the liberal-conservative score and the wheat referendum vote. Those who voted "yes" had a more liberal score on the scale. These results agree with a priori expectations, as did the results showing that Democrats and those respondents who preferred a government program over a free market were significantly

TABLE VIII

DIFFERENCES IN MEANS ON LIBERAL-CONSERVATIVE SCORES FOR VARIOUS SOCIOECONOMIC GROUPS[a]

Area	Age (0-44) (45-up)	Education (0-10) (11-up)	Most Preferred Program: Free Market	Most Preferred Program: Some Government Programs	Least Preferred Program: Free Market	Least Preferred Program: Mandatory
Grant	-1.93*	2.65**	-5.54**		4.99**	
Texas	-.47	2.06*	-2.72		4.59**	
Thomas	-2.30*	1.65	-3.53**		4.01*	
Washington	-.62	-.29	-2.88*		5.89**	
Oklahoma	-1.39*	2.45**	-4.31**		5.00**	
Kansas	-1.18	.51	-2.42**		5.49**	
Total	-1.22**	1.52**	-3.90**		5.19**	

Area	Wheat Vote Yes-No	Fair Wheat Price (0-1.99) (2.00-up)	Political Party Dem. Rep.	Off-Farm to Total Income Ratio Low-High
Grant	5.37**	-3.29**	2.19*	-1.74*
Texas	3.97**	-1.51	2.38*	.13
Thomas	3.78**	-1.11	3.57**	3.20*
Washington	5.24**	-1.87**	3.83**	.88
Oklahoma	4.85**	-2.55**	2.26**	-.93
Kansas	4.74**	-1.35**	3.01**	1.66
Total	4.77**	-1.67**	2.19**	.27

[a]Each variable was divided into two groups. The difference shown is mean of group on top or left minus mean of group on bottom or right. A positive difference indicates that group on bottom or right had the lower mean, or a more conservative orientation.

more liberal than other farmers. Farmers who gave a fair price of wheat of $2 or more were also more liberal. Older farmers and farmers with fewer years of schooling showed some tendency to be more liberal. Results were mixed on the variable of off-farm to total income ratio. In Grant County, farmers with a higher proportion of off-farm income were more liberal while the opposite was true in Thomas County.

Attitude Toward Efficiency in Farming

One of the long-run goals of society is for each sector of the economy to be producing at maximum efficiency -- that is, producing an optimum amount of product with a minimum amount of resources.

A wheat grower concerned about efficiency of production in the farming sector may look at farm programs differently from a grower not concerned about this concept. Seven items were used to measure the respondents' concern about farming efficiency. The results are shown in Table IX.

The response to Item A shows that farmers were divided on the question of whether crop history is a good way to determine allotments for the future. A majority of farmers agreed that one goal of farm programs should be to keep increasing efficiency in agricultural production (Item B). A substantial majority disagreed with restricting the amount of land a farmer can operate and with restricting the use of fertilizers (Item C and D).

Item E showed that a majority did not think government has the responsibility of seeing that every farmer makes a decent living. However, a majority did indicate that it is important that all farm boys who want to farm should be given the opportunity to do so (Item F). This latter response may reflect the attitude that a farm boy should at least be given the opportunity to try any vocation he so chooses. More likely, this response was due to a long-held fundamentalist value among farmers that the best vocation for most farm boys is farming. Item G indicates that a majority of farmers believed that low cost production should be one of the prerequisites of a farm program.

TABLE IX

DISTRIBUTION OF FARMERS' ANSWERS AND DISCRIMINATIVE VALUES OF ITEMS RELATING TO ATTITUDE TOWARD EFFICIENCY IN FARM PRODUCTION

Item	Percent of Farmers Answering SA	A	U	D	SD	DV[a]
A. What a farmer has grown in the past is a good way to figure allotments for the future.[c]	3	34	11	34	18	1.16
B. One goal of farm programs should be to keep increasing efficiency, that is, produce more food with less labor and land.[b]	10	45	20	20	5	.94
C. Farmers that are making a good living shouldn't be allowed to buy or rent any more land.[c]	6	12	10	46	26	1.87
D. One sensible way to cut farm production would be to put a limit on the amount of fertilizer that can be used.[c]	4	12	10	47	27	1.77
E. The government should see that every farmer makes a decent living.[c]	9	15	14	44	18	1.88
F. It's important to provide an opportunity to farm for all boys who want to farm.[c]	22	47	13	14	4	1.41
G. Farmers should vote down any wheat program that would raise the cost of producing a bushel of wheat.[b]	21	42	19	15	3	.36

[a]Discriminative value.

[b]A "Strongly Agree" or "Agree" response to these items indicates concern about efficiency in farm production.

[c]A "Disagree" or "Strongly Disagree" response to these items indicates concern about efficiency on farm production.

In general, a majority of responses indicated a concern among wheat producers about efficiency in the farming sector. The one exception was the response to the item on the importance of providing opportunities for boys to farm.

The greatest discriminating power between the high and low quartile groups was found in Item E, which said that the government should see that every farmer makes a decent living. The least power to discriminate was found in Item G dealing with the voting down of any farm program that would raise the cost of producing a bushel of wheat.

Scores on the seven items were summed to get a total attitude score for each respondent. The distribution of total scores is shown in Figure 11. The possible range was from 7 to 35, while the actual range was from 8 to 31. Those with the lowest scores were considered to be the most concerned about efficiency in the farming sector.

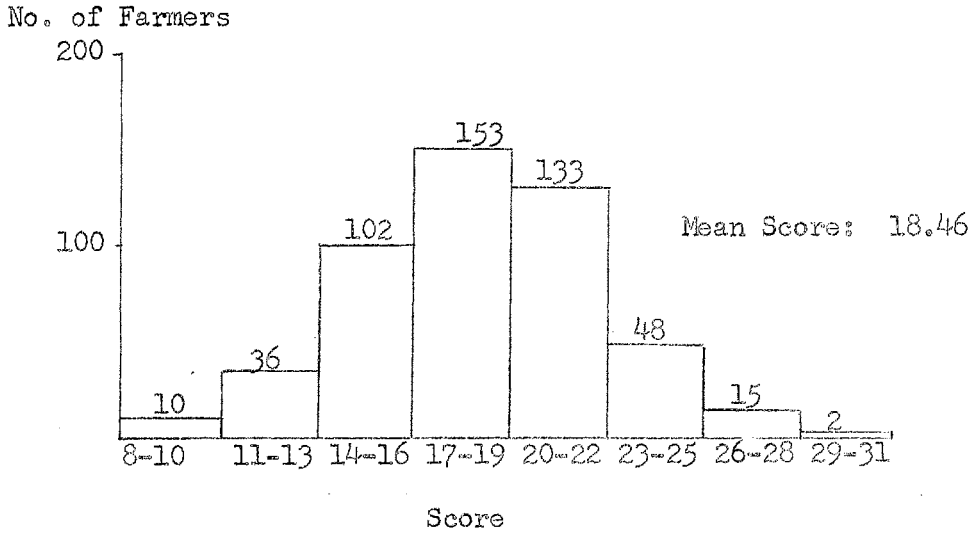


Figure 11. Distribution of Scores on Concern About Efficiency in the Farming Sector.

TABLE XI

DIFFERENCES IN MEANS ON SCORES RELATING TO ATTITUDE TOWARD FARM PRODUCTION EFFICIENCY FOR VARIOUS SOCIOECONOMIC GROUPS[a]

Area	Age (0-44) (45-up)	Education (0-10) (11-up)	Organizational Index Low-High	Least Preferred Program Free Market	Least Preferred Program Mandatory
Grant	-1.08	2.20**	1.83**	2.23*	
Texas	-1.13	1.31	1.42*	.57	
Thomas	-.78	.92	.34	1.32	
Washington	-1.86**	1.36*	.31	1.19	
Oklahoma	-1.13*	1.84**	1.65**	1.52**	
Kansas	-1.46**	1.24**	.39	1.24*	
Total	-1.21**	1.66**	1.07**	1.20**	

Area	Wheat Vote Yes-No	Fair Wheat Price (0-1.99) (2.00-up)	Debt/Asset Ratio Low-High	Total Income Low-High	Off-farm/ Total Income Ratio Low-High
Grant	1.40*	-2.11**	.75	2.11**	-.54
Texas	.79	.63	.97	.63	-1.36
Thomas	2.08*	-1.52*	2.20*	3.69**	3.15**
Washington	1.14	.16	.92	.35	.96
Oklahoma	1.17*	-1.20*	.81	1.58**	-.84
Kansas	1.54**	-.21	1.30*	1.55**	1.70**
Total	1.32**	-.44	.99*	1.56**	.36

Area	Attended Educational Meetings Yes-No	Farm Size Small Large	Political Party Dem. Rep.	Net Worth Low-High
Grant	-.51	2.09	.22	.22
Texas	-1.60*	2.31*	1.26	1.94*
Thomas	-.59	2.66	1.81	1.76
Washington	-.79	.91	1.91**	1.03
Oklahoma	-.95	2.18**	.61	.62
Kansas	-.69	1.54*	1.54**	1.45*
Total	-.92*	2.01**	.66	1.12**

[a]Each variable was divided into two groups. The difference shown is mean of group on top or left, minus mean of group on bottom or right. A positive difference indicates that the group on bottom or right had the lower score, indicating greater concern about efficiency in the farming sector.

Strong Association	Some Association	Little or No Association
Education	Age	Most Preferred Program
Referendum Vote	Organizational Index	Five-Year Free Market Price
Total Income	Least Preferred Program	Full or Part Time
		Farm Bureau Membership
	Fair Price for Wheat	Tenure
	Debt/Asset Ratio	Attendance at Policy Meetings
	Political Party	
	Off-Farm/Total Income Ratio	
	Farm Size	
	Attendance at Educational Meetings	
	Net Worth	

The strongest association between this attitude score and specific groups was found in the education and total income variables. Those with more years of schooling and higher total income were more concerned with efficiency. Also showing a strong association with this attitude was the referendum vote. Those who voted "no" showed the greater concern.

Other groups that tended to show more concern were younger farmers, those with a high organizational index, those who least preferred a mandatory program, farmers who gave less than $2 as a fair price for wheat, those with a high debt to asset ratio, those with a high ratio of off-farm to total income, large farmers, those who had a higher net worth, those who attended educational meetings, and Republicans.

Attitude Toward Government Cost

A wheat grower's preferences for different types of wheat programs are likely affected by how concerned he is with the government costs of such programs. A measure of each respondent's attitude toward government costs of farm programs was obtained by summing the ratings on the two items shown in Table XII. Item A was analyzed previously as a part of the question on what a wheat program should accomplish. Item B was just one in a series of statements to which respondents were asked to agree or disagree.

TABLE XII

LISTRIBUTION OF FARMERS' ANSWERS AND DISCRIMINATIVE VALUES ON ITEMS RELATING TO ATTITUDE TOWARD COSTS OF GOVERNMENT PROGRAMS

Item	Percent of Farmers Answering SA	A	U	D	SD	DV[a]
A. Keep down government expense.	34	46	11	7	2	1.70
B. Farm price support programs really don't cost the government much.[b]	4	21	15	43	17	2.34

[a]Discriminative value

[b]A "Disagree" or "Strongly Disagree" response to this item was considered to show concern about government costs.

The response to Item A shows that most of the farmers interviewed thought government costs should be kept low. A majority also disagreed with the idea that farm price support programs really don't cost the government much. Item B had the greatest discriminative value. Taken as a whole, farmers showed considerable concern about government costs.

The distribution of total scores on this attitude is shown in Figure 12. The scores range from 2 to 10, the entire possible range. The lower scores indicated more concern about government costs.

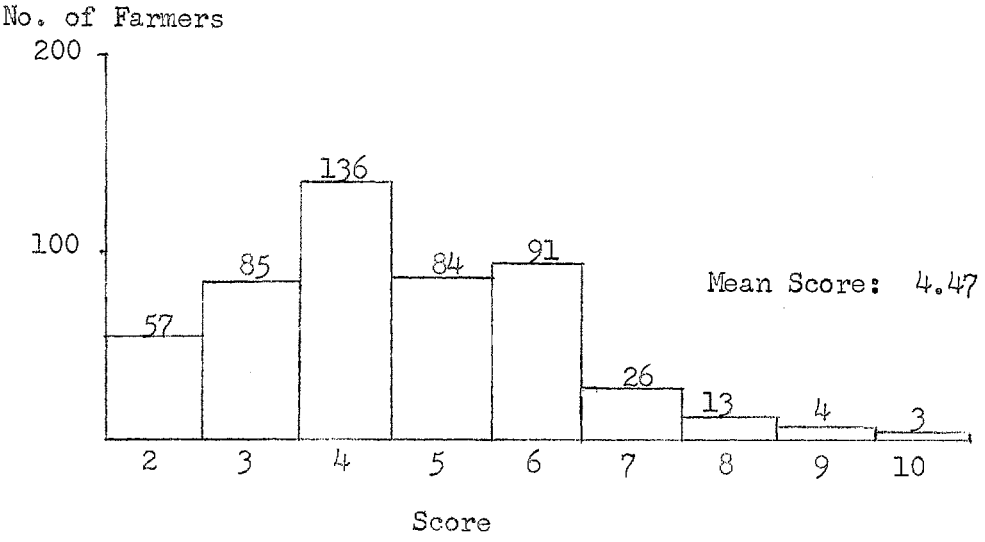


Figure 12. Distribution of Total Scores on Concern About Government Costs.

No significant differences were found between areas. Association between total scores on this attitude and the socioeconomic variables are shown in Table XIII and can be summarized as follows:

TABLE XIII

DIFFERENCES IN MEANS ON SCORES RELATING TO ATTITUDE TOWARD GOVERNMENT COSTS FOR VARIOUS SOCIOECONOMIC GROUPS[a]

Area	Education (0-10) (11-up)	Organizational Index Low- High	Most Preferred Program Free Market	Most Preferred Program Other	Least Preferred Program Free Market	Least Preferred Program Manda-tory	Wheat Vote Yes-No
Grant	-.08	.47*	-1.13**		1.21**		1.21**
Texas	-.11	.35	-.82		.34		1.41**
Thomas	-.10	-.72	-1.21**		.83		1.30**
Washington	-.83**	-.42	-.93*		1.05**		1.04**
Oklahoma	-.10	.41*	-1.00**		.86**		1.29**
Kansas	-.54*	-.51*	-1.09**		.96**		1.15**
Total	-.32*	-.04	-1.04**		.94**		1.22**

Area	Fair Wheat Price (0-1.99) (2.00-up)	Farm Size Small	Farm Size Large	Attended Educational Meetings Yes-No	Political Party Dem.	Political Party Rep.
Grant	-1.03**	-.41		-.22	.82**	
Texas	.22	.19		.16	.50	
Thomas	-.32	-.17		.04	1.19**	
Washington	-.91**	-.83*		.67*	1.13**	
Oklahoma	-.59*	-.16		-.07	.69**	
Kansas	-.68**	-.54*		.46*	.96**	
Total	-.63**	-.34		.19	.76**	

[a]Each variable was divided into two groups. The difference shown is mean of group on top or left minus mean of group on bottom or right. A positive difference indicates that the group on bottom or right had the lower score indicating greater concern about government costs.

Strong Association	Some Association	Little or No Association
Most Preferred Program	Education	Age
Least Preferred Program	Organizational Index	Five-Year Free Market Price
Referendum Vote	Attendance at Educational Meetings	Full or Part Time
Fair Price for Wheat	Farm Size	Farm Bureau Membership
Political Party		Debt/Assets Ratio
		Total Income
		Attendance at Policy Meetings
		Off-Farm/Total Income Ratio
		Tenure
		Net Worth

The strongest association between this attitude score and a specific group was found in the referendum vote variable. Farmers who voted "no" were significantly more concerned about government costs of farm programs. Farmers who most preferred a free market and least preferred a mandatory program also showed greater concern about government costs. Other groups showing the greatest concern within their variables were Republicans and those who gave a fair price of wheat of under $2.

The association was less strong in the following variables but there was some indication that the following groups also showed greater concern about government costs: farmers with fewer years of education, small farmers, and those who did not attend educational meetings. The results were mixed on the organizational index variable. In Oklahoma, those with the higher index of activity showed the greatest concern. The reverse was true in Kansas, with no readily apparent explanation.

Attitude Toward Consumers' Costs for Food

One of the issues in farm programs that often causes intense reaction from the press and non-farm public is the effect of such programs on consumer costs. This may become an increasingly sensitive factor in public and political reaction to farm programs as the farm population continues to decrease in size, both in actual numbers and in proportion of total population. It would seem useful then, to determine whether farmers are concerned about consumer costs.

A measure of respondents' concern about consumer costs was obtained by summing their ratings on the two items shown in Table XIV. Both of these items were examined previously, Item A in the discussion of what a wheat program should accomplish, and Item B in the discussion of acceptable ways to raise farm income from wheat.

There is much greater agreement among farmers on Item B than on A. Item B is probably the more relevant measure of farmers' concern about consumer costs because of the context in which it was asked. The results indicate that farmers generally were concerned about consumer costs. Item A had the greatest discriminating value between farmers with scores in the high and low quartiles.

Figure 13 shows the distribution of scores on attitude toward consumer cost. Scores covered the maximum possible range of 2 to 10.

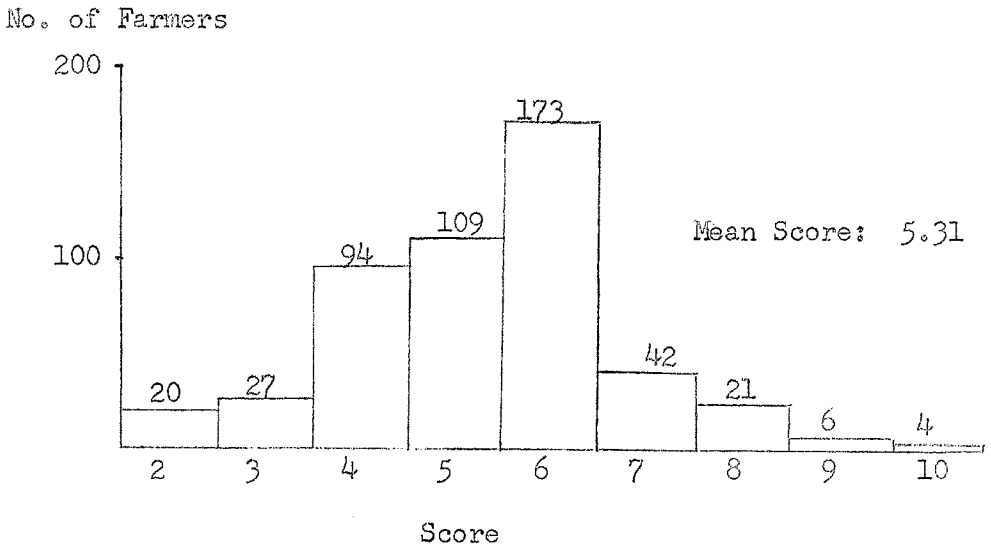


Figure 13. Distribution of Scores Relating to Attitude Toward Consumer Costs.

TABLE XIV

DISTRIBUTION OF FARMERS' ANSWERS AND DISCRIMINATIVE VALUES ON ITEMS RELATING TO CONCERN ABOUT CONSUMER COSTS

Item	Percent of Farmers Answering SA	A	U	D	SD	DV[a]
A. Keep bread prices low.	6	23	28	37	6	2.04
B. Increase the price of bread.	1	7	19	53	20	1.42

[a]Discriminative value.

No differences were found between areas on this score. The association between concern about consumer costs and the socioeconomic variables are shown in Table XV and can be summarized as follows:

TABLE XV

DIFFERENCES IN MEANS ON SCORES RELATING TO CONCERN ABOUT CONSUMER COSTS FOR VARIOUS SOCIOECONOMIC GROUPS[a]

Area	Age (0-44) (45-up)	Education (0-10) (11-up)	Least Preferred Program: Free Market	Least Preferred Program: Mandatory	Debts/Assets Ratio Low - High
Grant	.50	-.26	.07		-.34
Texas	.48	-.26	.83*		.01
Thomas	.27	-.39	-.12		-.68
Washington	.26	-.87**	.64		-.66*
Oklahoma	.50*	-.27	.33		-.20
Kansas	.25	-.70**	.41		-.66**
Total	.36*	-.51**	.40*		-.42**

Area	Off-farm/ Total Income Ratio Low - High	Full or Part Time: Full	Full or Part Time: Part	Farm Bureau Membership: Member	Farm Bureau Membership: Nonmember
Grant	-.05	-.35		.54*	
Texas	-.16	.05		-.06	
Thomas	-.79	-.71		.19	
Washington	-.14	-.57		.46*	
Oklahoma	-.10	-.18		.36	
Kansas	-.34	-.64*		.38*	
Total	-.22*	-.40*		.33*	

[a]Each variable was divided into two groups. The mean difference shown is mean of group on top or left minus mean of group on bottom or right. A positive difference indicates that the group on bottom or right had the lower score, indicating greater concern about consumer costs.

Strong Association	Some Association	Little or No Association
None	Age	Referendum Vote
	Education	Organizational Index
	Least Preferred Program	Most Preferred Program
	Full or Part Time	Fair Price for Wheat
	Farm Bureau Membership	Five-Year Free Market Price
	Off-Farm/Total Income Ratio	Attendance at Policy Meetings
	Debts/Assets Ratio	Attendance at Educational Meetings
		Net Worth
		Farm Size
		Tenure
		Total Income
		Political Party

There seemed to be no strong association between this score and any of the variables examined. The following groups appeared to show somewhat greater concern about consumer food costs: older farmers, those with less education, those who least preferred a mandatory program, those with a low debt/asset ratio, those who received little of their income from off-farm sources, full-time operators, and non-Farm Bureau members.

Attitude Toward Government's Responsibility to Support Farm Prices and Incomes

Farmers' attitudes toward government's participation in various social and economic areas was discussed earlier in the section on liberal-conservative orientation. A direct measure of how farmers

felt about government's responsibility to support farm prices and income was obtained by Item A shown in Table XVI. The two attitudes overlap to some extent, yet a person's general liberal-conservative orientation may differ considerably from his attitude toward a specific action which directly relates to his personal financial status.

TABLE XVI

DISTRIBUTION OF FARMERS' ANSWERS ON ITEM RELATING TO ATTITUDE TOWARD GOVERNMENT'S RESPONSIBILITY TO SUPPORT FARM PRICES AND INCOMES

Item	Percent of Farmers Answering				
	SA	A	U	D	SD
A. It is the government's responsibility to support farm prices and incomes.	5	26	23	33	13

More farmers said that it was not government's responsibility to support farm prices and incomes than said it was, but there was no majority either way. This again provides an interesting contrast with another part of the survey in which three out of four farmers said they preferred some type of program to a free market. The contrast here may be illustrative of a conflict in farmers' goals and values. It may indicate that farmers still hold quite strongly to the value of self-sufficiency, yet see the need for government help in the current agricultural situation if income goals are to be reached. The fact that 23 percent of the farmers were undecided on this item lends support to the proposition that many farmers face an inner conflict on the question of government support for prices and incomes.

Some significant differences were found between areas on this score as shown in Table XVII. Washington County farmers felt government had a greater responsibility to support farm prices than did farmers in either Texas or Thomas Counties. Grant County farmers indicated government had a greater responsibility than did Thomas County farmers. This generally matched the pattern found earlier that Texas and Thomas County farmers were slightly more conservative than Washington and Grant County farmers.

TABLE XVII

DIFFERENCES BY COUNTY AND STATE AREAS IN MEANS ON SCORES RELATING TO ATTITUDE TOWARD GOVERNMENT'S RESPONSIBILITY TO SUPPORT FARM PRICES AND INCOMES

Areas A	Areas B	Mean Difference A - B
Texas	Thomas	.11
Texas	Grant	-.26
Texas	Washington	-.36*
Thomas	Grant	-.37*
Thomas	Washington	-.47**
Grant	Washington	-.10
Oklahoma	Kansas	-.04

Table XVIII shows the differences in mean scores for various socio-economic groups on attitude toward government's responsibility to support farm prices and incomes. The results can be summarized as follows:

TABLE XVIII

DIFFERENCES IN MEANS ON SCORES RELATING TO ATTITUDE TOWARD GOVERNMENT'S RESPONSIBILITY TO SUPPORT FARM PRICES AND INCOMES[a]

Area	Most Preferred Program: Free Market	Most Preferred Program: Other	Least Preferred Program: Free Market	Least Preferred Program: Other	Wheat Vote: Yes - No
Grant	-1.41**		.86*		1.03**
Texas	-.87**		.42		.81**
Thomas	-.59**		.79		.44**
Washington	-.80**		1.60**		.90**
Oklahoma	-1.20**		.61*		.95**
Kansas	-.79**		1.43**		.74**
Total	-1.00**		1.07**		.85**

Area	Fair Wheat Price (0-1.99) (2.00-up)	Total Income Low - High	Political Party Dem. Rep.
Grant	-.53*	.18	.10
Texas	-.34	.30	.67
Thomas	-.43	.65*	.81
Washington	-.59**	-.67**	1.15**
Oklahoma	-.43*	.26	.32
Kansas	-.45**	-.15	.72**
Total	-.43**	.08	.45*

[a]Each variable was divided into two groups. The difference shown is mean of group on top or left minus mean of group on bottom or right. A positive difference indicates that the group on bottom or right had the lower score, indicating an attitude that government has less responsibility to support farm prices and incomes.

Strong Association	Some Association	Little or No Association
Most Preferred Program	Total Income	Age
Least Preferred Program	Political Party	Education
Referendum Vote		Organizational Index
Fair Price for Wheat		Five-Year Free Market Price
		Off-Farm/Total Income Ratio
		Debt/Asset Ratio
		Attendance at Policy Meetings
		Attendance at Educational Meetings
		Farm Size
		Tenure
		Net Worth
		Full or Part Time
		Farm Bureau Membership

The strongest association between this score and the variables was found with the most preferred program and the referendum vote. Those who preferred some type of government program and those who voted "yes" felt more strongly that the government has a responsibility to support farm prices and incomes. Showing a similar attitude were those who least preferred a free market and those who gave a fair price of wheat of $2 or more.

Democrats showed some tendency to have a stronger feeling that the government has a responsibility to support farm prices and incomes. The association with total income was mixed.

Attitude Toward Handling of Past Government Programs

It was noted in the review of literature that several studies have found that many farmers believe that allotments were initially established on an unfair basis. It was also noted that many farmers dislike the red tape involved in farm programs. These two factors may strongly influence farmers' preferences for different types of farm programs.

A score to quantify each respondent's attitude toward the handling of past government programs was obtained by summing the rankings on the two items shown in Table XIX.

TABLE XIX

DISTRIBUTION OF FARMERS' ANSWERS AND DISCRIMINATIVE VALUES ON ITEMS RELATING TO ATTITUDE TOWARD HANDLING OF PAST GOVERNMENT PROGRAMS

Item	Percent of Farmers Answering					DV[a]
	SA	A	U	D	SD	
A. It's not possible to set up an allotment system that is fair to all farmers.	14	38	10	27	11	2.63
B. Wheat programs have been poorly run (administered) in the past.	20	36	19	21	4	2.02

[a]Discriminative Value

A majority agreed that it's not possible to set up an allotment system that is fair to all farmers, and that wheat programs have been poorly administered in the past. However, there was no overwhelming disapproval of the way programs have been handled.

The distribution of total scores on this attitude is shown in Figure 14. The scores ranged from 2 to 10, the entire possible range. The lower scores indicated a stronger feeling that farm programs have been handled poorly.

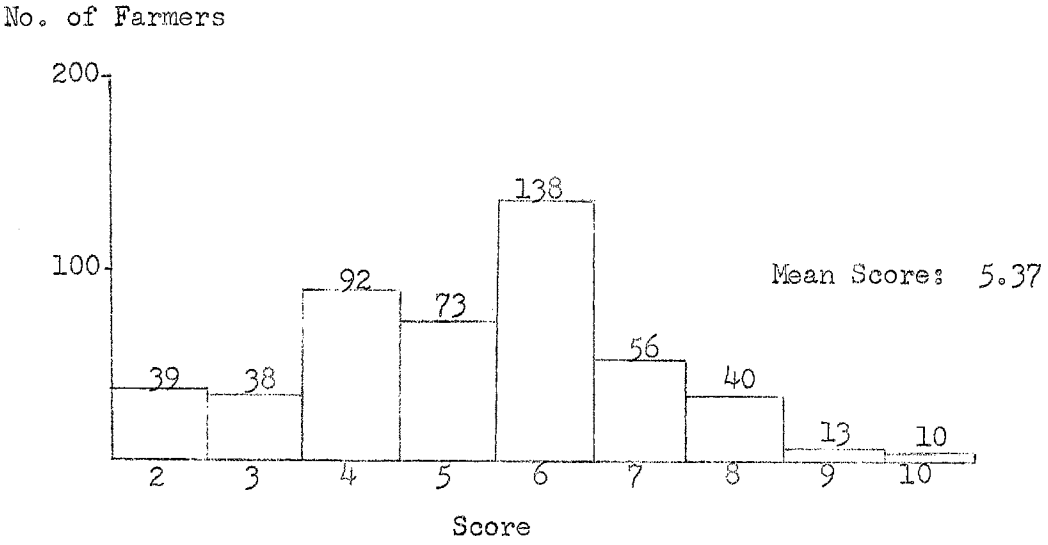


Figure 14. Distribution of Scores Relating to Attitude Toward Administration of Programs.

Some statistically significant differences on this attitude were found between areas, as shown in Table XX. Thomas County farmers felt that the program had been handled more poorly than did either Texas or Washington County farmers.

The association between the scores on attitude toward program administration and socioeconomic variables are shown in Table XXI. The results can be summarized as follows:

TABLE XX

DIFFERENCES BY COUNTY AND STATE AREAS IN MEANS ON SCORES RELATING TO PROGRAM ADMINISTRATION

Areas A	Areas B	Mean Difference A - B
Texas	Thomas	.68*
Texas	Grant	.19
Texas	Washington	-.12
Thomas	Grant	-.49
Thomas	Washington	-.80**
Grant	Washington	-.31
Oklahoma	Kansas	.06

Strong Association	Some Association	Little or No Association
Most Preferred Program	Education	Age
Least Preferred Program	Organization Index	Five-Year Free Market Price
Referendum Vote	Fair Price for Wheat	Debt/Asset Ratio
	Political Party	Off-Farm/Total Income Ratio
		Farm Size
		Tenure
		Total Income
		Attendance at Policy Meetings
		Attendance at Educational Meetings
		Net Worth
		Full or Part Time
		Farm Bureau Membership

TABLE XXI

DIFFERENCES IN MEANS ON SCORES RELATING TO ATTITUDE TOWARD PROGRAM ADMINISTRATION FOR VARIOUS SOCIOECONOMIC GROUPS[a]

Area	Education (0-10) (11-up)	Organizational Index Low-High	Most Preferred Program Free Market	Most Preferred Program Other	Least Preferred Program Free Market	Least Preferred Program Other
Grant	-.24	.24	-1.04**		.86*	
Texas	-1.01**	-.75	-1.08*		.42	
Thomas	-.38	-.78*	-.46		.79	
Washington	-.60	-.49	-.95*		1.60**	
Oklahoma	-.55*	-.13	-1.06**		.61*	
Kansas	-.46	-.51*	-.86**		1.43**	
Total	-.49**	-.32	-.96**		1.07**	

Area	Wheat Vote Yes-No	Fair Wheat Price (0-1.99) (2.00-up)	Political Party Dem.	Political Party Rep.
Grant	.72*	-.46	.10	
Texas	1.11*	-.19	.67	
Thomas	1.29**	-.92*	.81	
Washington	1.36**	-.49	1.15**	
Oklahoma	.86**	-.41	.32	
Kansas	1.38**	-.45*	.72**	
Total	1.11**	-.43*	.45*	

[a]Each variable was divided into two groups. The difference shown is mean of group on top or left minus mean of group on bottom or right. A positive difference indicates that the group on bottom or right had the lower score, indicating a stronger feeling that farm programs had been administered poorly.

Those who preferred a free market, least preferred a mandatory program, and voted "no" felt programs had been handled more poorly in the past. Other groups tending to show this same attitude were farmers with less education, those with a low organization index, those who gave a fair price of wheat of less than $2, and Republicans.

Attitude Toward Importance of Farm Program Information

If a wheat grower is to vote intelligently in a referendum, he must show some initiative in obtaining information on which to base his vote. Perhaps there are some farmers who feel it is "really all too complicated" or that "it doesn't matter what just one farmer like me thinks."

An attempt to measure each respondent's attitude towards the importance of farm program information was made by summing the rankings on the items shown in Table XXII.

TABLE XXII

DISTRIBUTION OF FARMERS' ANSWERS AND DISCRIMINATIVE VALUES ON ITEMS RELATING TO ATTITUDE TOWARD IMPORTANCE OF FARM PROGRAM INFORMATION

Item	Percent of Farmers Answering SA	A	U	D	SD	DV[a]
A. Farmers find it too hard to keep up on all the government programs that come out.	28	50	4	16	2	1.37
B. An individual farmer can't do much about the farm problem so why worry about it.	9	27	11	40	13	2.16
C. Keeping up on farm programs is just as important as knowing about the latest feeding and fertilizing practices.	28	62	5	3	2	.76
D. Determining what programs would be best is really the job of the policy experts.	2	14	14	39	31	1.75

[a]Discriminative Value

Three out of four farmers agreed that farmers find it hard to keep up with government programs (Item A). These results and comments made during the interviews indicate that the acceptability of programs could be improved by keeping them as simple as possible and by eliminating so many year-to-year changes.

Item B shows a majority of farmers disagreed with the idea that the individual farmer might as well ignore the farm problem. However, a disturbingly large number (about one-third) agreed there was little reason for the individual farmer to worry about it.

Most farmers agreed that keeping up on farm programs is just as important as knowing about the latest production practices (Item C). Few farmers would leave the job of determining "what programs would be best" to the policy experts (Item D).

A total score on this attitude was obtained by summing each respondent's ranks on the four items. The distribution of these scores is shown in Figure 15. The possible range was from 4 to 20, the actual range was from 4 to 17.

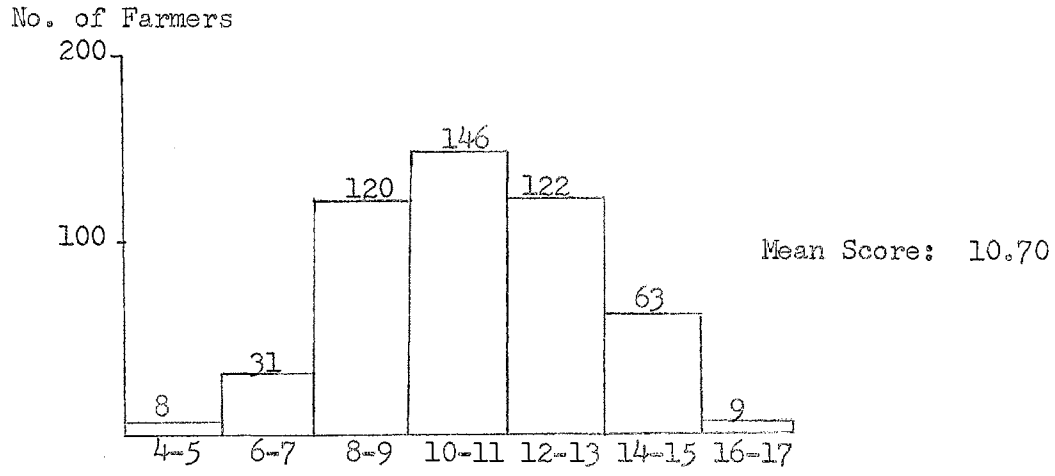


Figure 15. Distribution of Scores on Information Orientation Scale.

Some differences were found among areas in attitude toward program information. Table XXIII shows that Thomas County farmers were significantly less concerned about program information than were Texas and Grant County farmers. Washington County farmers were less concerned than Texas County farmers. Overall, Kansas farmers were less concerned than Oklahoma farmers.

TABLE XXIII

DIFFERENCES BY COUNTY AND STATE AREAS IN MEANS ON SCORES RELATING TO INFORMATION ORIENTATION

Areas		Mean Difference
A	B	A - B
Texas-Thomas		-1.10**
Texas-Grant		-.45
Texas-Washington		-.73*
Thomas-Grant		.65*
Thomas-Washington		.37
Grant-Washington		-.28
Oklahoma-Kansas		-.59**

The association between scores and groups within variables is shown in Table XXIV and can be summarized as follows:

TABLE XXIV

DIFFERENCES IN MEANS ON SCORES RELATING TO INFORMATION ORIENTATION FOR VARIOUS SOCIOECONOMIC GROUPS[a]

Area	Education (0-10) (11-up)	Organizational Index Low-High	Most Preferred Program Free Market	Most Preferred Program Other	Least Preferred Program Free Market	Least Preferred Program Mandatory
Grant	.57	.81*	.32		-.61	
Texas	1.14	1.54**	1.48**		-.87	
Thomas	1.47**	.33	-.37		-.43	
Washington	1.23**	.35	1.37**		-.86	
Oklahoma	.81*	1.09**	.81*		-.70	
Kansas	1.29**	.30	.60		-.78	
Total	1.14**	.72**	.70*		-.82**	

Area	Wheat Vote Yes-No	Attended Policy Meetings Yes-No	Attended Educational Meetings Yes-No
Grant	-.75	-.73	-.08
Texas	-.86	-1.77**	-1.16*
Thomas	-.14	.05	-.30
Washington	-2.03**	-1.26**	-.73
Oklahoma	-.79*	-1.14**	-.52
Kansas	-1.33**	-.81*	-.60
Total	-1.06**	-1.01**	-.61**

[a]Each variable was divided into two groups. The difference shown is mean of group on top or left minus mean of group on bottom or right. A positive difference indicates that the group on bottom or right had the lower score, indicating greater concern about farm program information.

Strong Association	Some Association	Little or No Association
Education	Organizational Index	Age
Attendance at Policy Meetings	Most Preferred Program	Political Party
	Least Preferred Program	Five-Year Free Market Price
	Referendum Vote	Fair Price
	Attendance at Educational Meetings	Full or Part Time
		Farm Bureau Membership
		Debts/Assets Ratio
		Total Income
		Off-Farm/Total Income Ratio
		Farm Size
		Tenure
		Net Worth

The strongest association between attitude toward program information and specific groups was found in the variables of education and attendance at policy meetings. Farmers with more education and who attended policy meetings showed a statistically significant greater concern towards farm program information. However, the actual differences in means were quite small.

Other groups which showed a tendency towards greater concern about farm program information were those with a high organizational index, most preferred a government program, least preferred a free market, voted "yes" in wheat referendum, and attended other educational meetings.

Profile of Attitudes

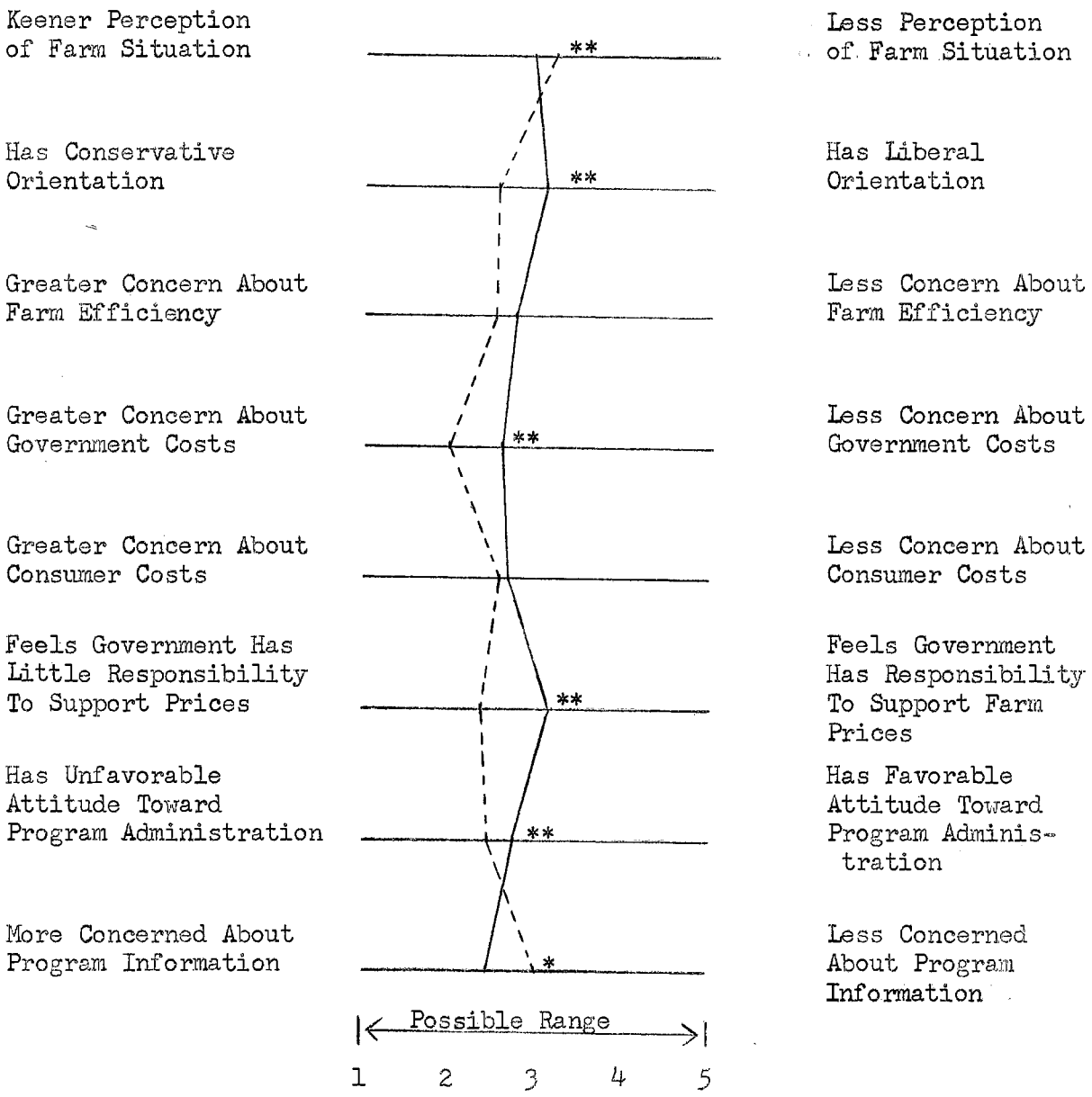
Association between the various attitudes discussed and program preference can be summarized in a profile of attitudes as shown in Figure 16. The results are consistent with a priori expectations that farmers who prefer a free market as compared to those who prefer a government program would: (a) be more conservative, (b) be more concerned about government costs, (c) feel that government has less responsibility to support farm prices and incomes, and (d) have a less favorable attitude toward program administration. Farmers who preferred a free market appeared to deviate more from economists' perception of the current agricultural situation and were less concerned with program information.

A profile based on referendum vote in Figure 17 shows very similar results.

Correlation Between Scale Scores

The profiles discussed previously indicate that there is some association between several of the attitude scores. The strength of this association is shown by the correlation coefficients in Table XXV. The largest coefficients were found between the liberal-conservative scores, farm efficiency scores, government cost scores, program administration scores, and government responsibility scores.

Table XXV also shows the association between scale scores, most preferred program, and referendum vote. Scale scores showing the strongest association with the most preferred program and the referendum vote were liberal-conservative scores, government cost scores, and government responsibility scores. The size of the coefficients between

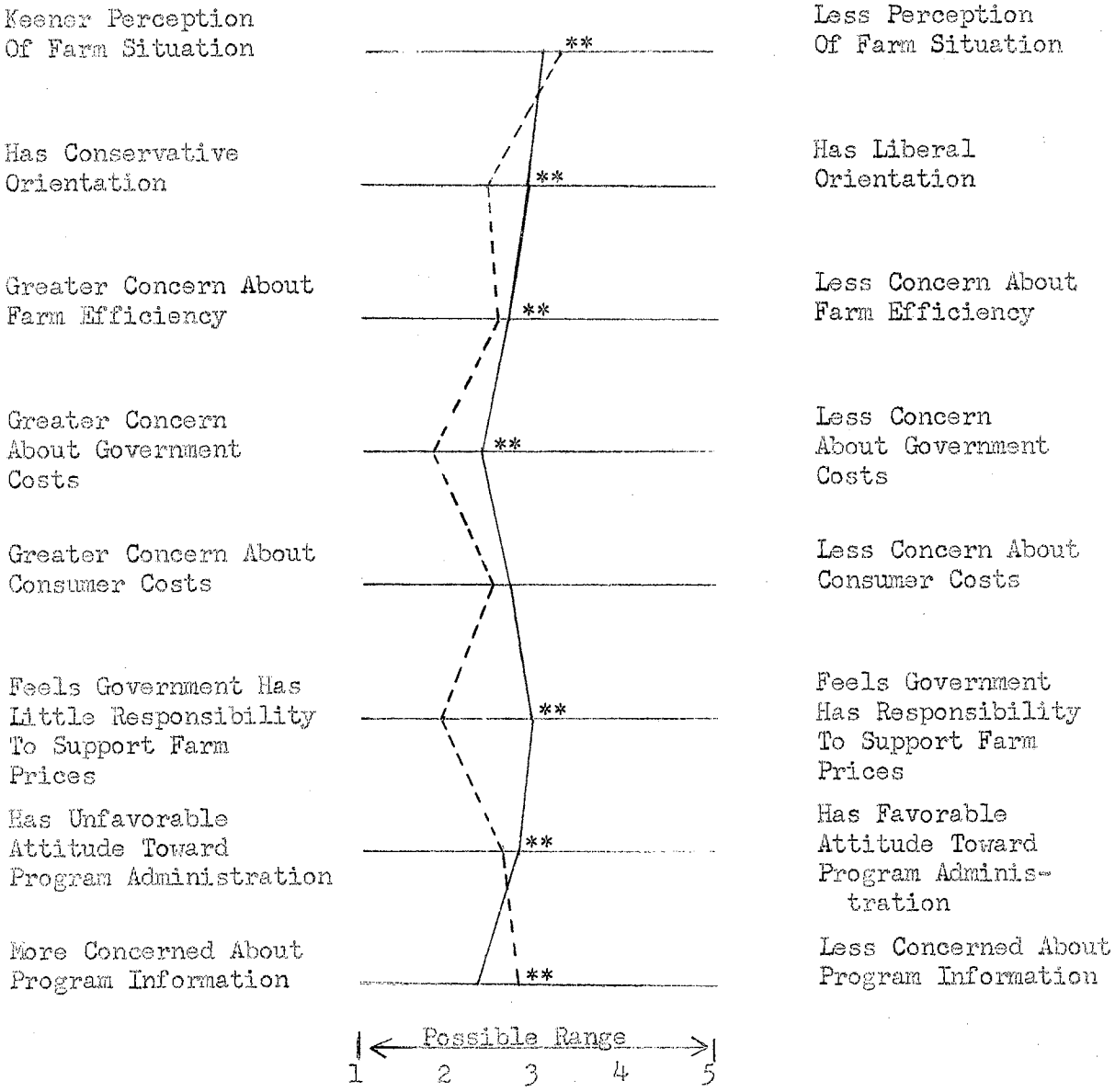


------ Prefer Free Market

_____ Prefer Government Program

*Difference is significant at .05; ** at .01 probability level

Figure 16. Profile of Attitudes of Farmers Who Prefer a Free Market Compared with Those Who Prefer a Government Program.



------ Farmers who voted "No"

——— Farmers who voted "Yes"

*Difference is significant at .05; ** at .01 probability level.

Figure 17. Profile of Attitudes of Farmers Who Voted "Yes" in 1963 Wheat Referendum Compared with Those Who Voted "No".

attitudes and program preferences, and their usefulness for prediction will be discussed in the following chapter.

TABLE XXV

MATRIX OF SIMPLE CORRELATION COEFFICIENTS BETWEEN PERCEPTION AND ATTITUDE SCORES, AND PROGRAM PREFERENCES

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	(8)	(9)
(1) Perception	1	-.17	.01	-.21	-.06	-.22	-.17	.22	.25
(2) Liberal-conservative		1	.42	.30	-.03	.25	.38	-.31	-.41
(3) Farm efficiency			1	.20	-.10	.10	.27	-.11	-.23
(4) Government cost				1	.01	.15	.38	-.29	-.35
(5) Consumer cost					1	-.01	-.08	-.05	.03
(6) Program administration						1	.15	-.22	-.23
(7) Government responsibility							1	-.38	-.35
(8) Prefer free market								1	.29
(9) "No" vote									1

Summary of Attitudinal and Perception Scores

Many of the actual differences in scores were quite small. This could be due to several factors. First, there are likely many individuals who are "middle of the road" in their attitudes. This is indicated by the tendency for many of the scores to cluster around the means. Larger differences would have been obtained if only the high and low quartiles of scores had been analyzed. Second, these scales had not been extensively refined to select items which would be the most discriminative.

With the data now available, it likely would be possible to construct a scale of items which would show larger differences between groups. The fact that in most cases, the differences in means, though small, were in the same direction for all areas supports the proposition that real differences were being measured. A larger sample number,

especially within counties, might have resulted in a greater number of statistically significant differences. However, the size of total sample appeared to be sufficient to detect significant differences where the absolute value of the difference was large enough to be meaningful.

It is noteworthy that, in general, larger differences were found within socioeconomic groups than between counties and states. It is also noteworthy that the variables, (a) most preferred program and (b) referendum vote, often showed the strongest association with the attitude scores. Little or no association was found with age, farm size, income, net worth, or Farm Bureau membership.

In summarizing the responses to the items on perception and attitudes, it would seem that many farmers have conflicting values and lack an understanding of basic economic relationships. There are likely several reasons for this. Farmers have seen tremendous changes come about in farming during their lifetime. They face the possibility of even more spectacular changes in the future. Farm organizations have wrangled continuously over the best way to make adjustments. Colleges of Agriculture have not devoted much effort to helping farmers understand the social, economic, and political context in which public policy decisions are made.

Many of today's farmers have operated during periods when there was relatively little government control. Many would prefer to operate in such a way but they fear the effect on their incomes. Thus, on the one hand, many farmers still have the old Protestant ethic that they will be amply rewarded if only they work hard enough -- the idea that a man shouldn't need help from anyone, especially not a government handout (as

price support payments are sometimes called). In addition, many farmers have an aversion to the red tape involved in government programs -- standing in line at the ASCS office or plowing up crops to meet acreage restrictions. Also, many farmers chafe when they see other farmers getting a better deal or "getting by" with something under government programs.

On the other hand, many of these same farmers have seen their incomes hold steady or decrease while city workers have enjoyed rising incomes. They have seen the prices of products they sell go down while products they buy have gone up. Some farmers said that non-agricultural sectors of the economy are receiving considerable government aid, and they believe that agriculture will need help as long as other sectors receive it. As a result of all these factors, many farmers have these conflicting forces within them.

Whan can agricultural educators do to help farmers reach logical decisions under such a situation? First, it's important that agricultural leaders recognize the conflicts within the farmers. Agricultural educators need to correct some of the cliches which are often prevalent in discussions of farm policy and programs. And finally, educational programs should include a discussion of goals and values as well as dollar and cent relationships.

CHAPTER V

PREDICTIVE POWER OF COMBINED VARIABLES

Basic attitudes, perception, and other variables were found to be related to farmers' preferences for programs in the analysis of the previous chapter. Because the available data appeared to conform to the assumptions of non-parametric methods, a Mann-Whitney test of significant differences was used for the analysis. A disadvantage of this test procedure was that only two-variable comparisons were made simultaneously while other variables were not held constant. Also, the resulting association between two variables provided little basis for prediction since information provided by other variables influencing program choices was not incorporated in the model.

To circumvent these latter difficulties, multiple regression is used in this chapter to predict program choices of farmers from perception, attitudinal, geographic, and other variables. The program choice is specified by a zero-one dependent variable; thus the error structure cannot be expected to approach a normal distribution, even in large samples. The parametric t test of significance therefore must be interpreted cautiously.

If a multiple regression of a dependent variable Y which takes on 0-1 values is run on several explanatory variables X, then the calculated

value of Y may be interpreted as an estimate of the conditional probability of Y, given X.[1]

This analysis can provide a better measure of the relative strength of association of the combined set of variables with program preference than was possible in the last chapter. The partial regression coefficients indicate the effect of one independent variable when other variables are held constant. Regression analysis can also indicate whether a knowledge of farmers' attitudes can increase the predictability of farmers' preferences over that provided by socioeconomic characteristics alone. It is not the purpose of this chapter to present a detailed analysis of the factors affecting choices among several programs as this will be the subject of another dissertation.

Three dependent variables related to program preferences were selected: (1) preference for a free market, (2) preference for a mandatory program, and (3) a "yes" vote in the wheat referendum. Three regression equations were run on each of the above dependent variables in the following sequence:

(1) Dependent variable = f(perception and attitudinal scores)

(2) Dependent variable = f(socioeconomic variables)

(3) Dependent variable = f(a combination of the attitudinal and socioeconomic variables showing the greatest association with the dependent variable in equations 1 and 2.)

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[1] J. Johnson, Econometric Methods (New York, 1963), pp. 221-228. Johnson points out that extensive application of this zero-one approach has been made by the Social Systems Research Institute of the University of Wisconsin. The work of the Institute is concerned with the integration of sociological and other variables with the more orthodox economic variables in the study of the dynamics of socioeconomic systems.

The score related to farmers' attitude toward program information was not included in the regression analysis. This score was included in the analysis of the previous chapter primarily to get a better characterization of specific groups of farmers.

The number of observations used in the regression equations was 346. Approximately 150 of the schedules had to be eliminated from this analysis because certain questions were not answered. Most of the questions not answered dealt with income, net worth, breakeven price, and estimated five-year free market price.[2]

The regression results are presented in tabular form.

Preference for Free Market

Table XXVI shows the influence of attitudes and perception upon preference for a free market. The independent variable showing the strongest association with the dependent variable was the attitude toward government's responsibility to support farm prices and incomes. An attitude that government has little responsibility was associated with a preference for a free market. The coefficient can be interpreted to mean that for every unit increase in this attitudinal score, the probability of preferring a free market decreased by .0904. For example, Republicans had a mean score of 2.61 on this attitude while Democrats had 2.97.

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[2]An alternative procedure would have been to use mean values of variables to fill missing observations. An inspection of the data suggested that missing observations were distributed somewhat randomly among schedules, e.g., persons who did not give net income data tended to give net worth and other data. If the missing observations were truly random throughout the schedules, omitting schedules with missing observations would not lead to bias.

TABLE XXVI

REGRESSION COEFFICIENTS SHOWING ASSOCIATION OF ATTITUDES AND PERCEPTION WITH PREFERENCE FOR A FREE MARKET

Variable	Coefficient	t Value[a]	Standardized[b] Coefficient
Attitudes			
Government responsibility to support prices	-.0904	-4.7623	-.2630
Liberal-Conservative	-.0130	-2.9270	-.1682
Concern about government cost	-.0268	-2.1148	-.1134
Perception	.0097	2.0618	.1047
Past program administration	-.0198	-1.8525	-.0944
Concern about farm efficiency	.0069	1.2324	.0667
Concern about consumer cost	-.0041	-1.1347	-.0552
Area			
Washington	-.0874	-1.7705	-.0973
Texas	-.0885	-1.7179	-.0928
Thomas	-.0718	-1.2547	-.0663
Constant term = .6204			
R^2 = .23			

[a]The tabulated t value at P(.01) is 2.58; at P(.05), 1.96; and at P(.10), 1.64.

[b]Standardized coefficients have been corrected for differences in estimated variance. This permits comparison of the coefficients as to their relative impact upon the dependent variable.

Multiplying these mean scores times the coefficient of -.0904 shows that based on this attitudinal score, the probability of an average Democrat preferring a free market was only .0325 less than for the average Republican. Mean attitudinal scores for different groups are given in Appendix C.

Other variables whose coefficients were statistically significant at P(.05) or less were liberal-conservative attitude, concern about government cost, and perception of the farm problem. A conservative orientation, concern about government cost, and a less keen perception were associated

with a preference for a free market. The relationships were consistent with those found in the analysis of the previous chapter. The use of perception, attitudinal, and area vaiables gave an R^2 of .23.

Area coefficients indicate county differences in magnitude (probability) of the dependent variable when all other independent variables are at the same level. They allow for differences in regression intercept among counties, but do not allow for differences in marginal response of the dependent variable to the independent variables. In this analysis Grant County was used as a standard of comparison. For example, the probability of a farmer in Washington County preferring a free market was .0874 less than if he lived in Grant County, other things equal.

Table XXVII shows the influence of socioeconomic variables upon preference for a free market. Size of wheat allotment had the largest standard coefficient and indicated that the smaller the wheat allotment, the greater the tendency to prefer a free market. Other factors tending to show a positive association with a free market preference were expectations of a higher five-year free market price for wheat, a relatively good competitive position in a free market situation as compared with neighboring farmers, greater age, a smaller percentage of acres owned, and more education. All of these coefficients were statistically significant at P(.05) or less. The other variables listed, all showing relatively less asociation with the dependent variable, are self-explanatory except for breakeven wheat price. This was the wheat price per bushel which the farmer said he would need to break even with his cash costs of production. The use of socioeconomic and area variables gave an R^2 of .22.

TABLE XXVII

REGRESSION COEFFICIENTS SHOWING ASSOCIATION OF SOCIOECONOMIC VARIABLES WITH PREFERENCE FOR A FREE MARKET

Variable	Coefficient	t Value	Standardized Coefficient
Socioeconomic			
Size of wheat allotment	-.0004	-1.9827	-.3026
Five-year free market price	.1604	3.8915	.2108
Competitive position with neighbors	.1552	3.8958	.2075
Size of total farm	.0001	1.2200	.1811
Age	.0045	2.1329	.1390
Percent of acres owned	-.0014	-2.1817	-.1259
Education	.0176	2.0088	.1163
Attendance at policy meetings	.0972	-1.8374	-.1014
Democrat	-.0776	-1.8724	-.0987
Gross income from feed grain and livestock	-.0000	-1.1415	-.0753
Compliance with allotments	-.1011	-1.3563	-.0713
Educational meetings	-.0672	-1.0311	-.0535
Ratio of off-farm to total income	.0008	.8861	.0497
Debt/asset ratio	.0004	.4874	.0260
Average income	-.0000	-.2861	-.0199
Opportunity for nonfarm employment	-.0072	-.2403	-.0137
Breakeven wheat price	.0023	.0782	.0041
Farm Bureau membership	.0005	.0492	.0029
Organizational index	.0001	.0216	.0015
Area			
Washington	-.1948	-3.0796	-.2168
Thomas	.0866	-1.2352	-.0800
Texas	-.0363	-.6127	-.0381
Constant term = -.1780			
R^2 = .22			

Independent variables selected for inclusion in the third equation were those which showed the strongest association with the dependent variable in equations 1 and 2. Both t values and standardized coefficients were considered in making the selection. In most cases the t value was 1.00 or greater for the coefficients of variables selected for equation 3. Some variables were eliminated because the available computer program put a limit on the number of variables that could be used. Another reason for eliminating variables was to reduce intercorrelation and attendant instability of parametric estimates. Later results show this effort was not completely successful.

The results of combining the attitudinal and socioeconomic variables are shown in Table XXVIII. The four variables having the strongest association with preference for a free market as shown by the standard coefficients included one attitudinal variable and three socioeconomic factors. Three of these coefficients were significant at P(.05) or less.

The R^2 was .31 on the combined variables. It is noteworthy that the addition of the attitudinal variables to the socioeconomic variables increased the R^2 by about 40 percent.

Preference for Mandatory Program

Table XXIX shows the association of attitudes and perception with preference for a mandatory program. The perception variable had the highest standard coefficient and indicated that the keener the perception, the greater the tendency to prefer a mandatory program. Two other variables showing relatively large coefficients were attitude toward government's responsibility to support farm prices and liberal-conservative

TABLE XXVIII

REGRESSION COEFFICIENTS SHOWING COMBINED ASSOCIATION OF ATTITUDES AND SOCIOECONOMIC VARIABLES WITH PREFERENCE FOR A FREE MARKET

Variable	Coefficient	t Value	Standardized Coefficient
Socioeconomic			
Size of wheat allotment	-.0005	-2.6331	-.3400
Size of total farm	.0001	1.7625	.2323
Competitive position with neighbors	.1157	3.1338	.1546
Education	.0162	1.8928	.1069
Percent acres owned	-.0011	-1.8904	-.1007
Age	.0030	1.5687	.0926
Five-year free market price	.0690	1.6526	.0907
Attendance at policy meetings	-.0812	-1.6694	-.0847
Gross from feed grain and livestock	-.0000	-1.2561	-.0753
Compliance with allotments	-.0582	-.8316	-.0411
Democrat	-.0140	-.3499	-.0178
Attitudes			
Government responsibility to support prices	-.0725	-3.8819	-.2108
Liberal-Conservative	-.0078	-1.6848	-.1011
Concern about government cost	-.0226	-1.7780	-.0958
Past program administration	-.0186	-1.7750	-.0887
Perception	.0060	1.2393	.0648
Concern about farm efficiency	.0056	.9793	.0541
Concern about consumer cost	-.0034	-.9635	-.0458
Area			
Washington	-.1535	-2.5812	-.1708
Thomas	-.1077	-1.7103	-.0995
Texas	-.0574	-1.0346	-.0602

Constant term = .2838

R^2 = .31

TABLE XXIX

REGRESSION COEFFICIENTS SHOWING ASSOCIATION OF ATTITUDES AND PERCEPTION WITH PREFERENCE FOR A MANDATORY PROGRAM

Variable	Coefficient	t Value	Standardized Coefficient
Attitudes			
Perception	-.0096	-2.2038	-.1204
Government responsibility to support prices	.0347	1.9666	.1168
Liberal-Conservative	.0073	1.7624	.1089
Concern about government cost	.0108	.9212	.0531
Past program administration	.0074	.7441	.0408
Concern about farm efficiency	.0002	.0311	.0018
Concern about consumer cost	.0001	.0328	.0017
Area			
Washington	-.1595	-3.4769	-.2054
Thomas	-.1152	-2.1656	-.1231
Texas	-.0606	-1.2662	-.0736
Constant term = .1600			
R^2 = .11			

orientation. The direction of influence was consistent with a priori expectations: the stronger the feeling that government has a responsibility to support prices and the more liberal the individual, the greater the tendency to prefer a mandatory program. Although both these attitudes stem from somewhat similar ideology, the attitude toward government's responsibility to support farm prices and incomes is much more specific in nature than the general liberal-conservative orientation. Thus measures of both attitudes are used.

The R^2 of this group of variables was .11, indicating that the explanatory attitudinal variables predicted very imperfectly the choice of a mandatory program.

The association of socioeconomic variables with preference for a mandatory program is shown in Table XXX. The strongest relationship was one indicating that the less opportunity a farmer saw for non-farm employment, the more likely he was to prefer a mandatory program. It is noteworthy that such variables as size of farm, average income, age, education, and Farm Bureau membership had little influence upon preferences for a mandatory program. The R^2 was .11, the same as shown by the attitudinal variables.

The results of using both types of variables are shown in Table XXXI. Few of the coefficients were statistically significant. The combining of the variables raised the R^2 from .11 to .15, an increase of about one-third.

A "Yes" Vote in Wheat Referendum

Attitudes showed a relatively strong association with farmers' tendency to vote "yes" in the 1963 wheat referendum, as shown by Table XXXII. Farmers who were more liberal, less concerned about government costs, and had a more favorable attitude toward administration of past programs were more likely to vote "yes". The relationship with perception indicated that the keener the perception, the greater the tendency to vote "yes". All of these coefficients were statistically significant at P(.05). The R^2 was .32. The resulting coefficient of multiple correlation of R = .57 compared favorably with the point made earlier in the study that many researchers have reported a correlation of .50 to .60 between attitudinal scores and actual performance of behavior.[3]

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[3]The correlation found here was actually much higher than that reported in some attitudinal studies. For example, Mueller, p. 959, reported an R of .25, regressing consumer purchases on a linear combination of income, age, index of buying intentions, and attitudes.

TABLE XXX

REGRESSION COEFFICIENTS SHOWING ASSOCIATION OF SOCIOECONOMIC VARIABLES WITH PREFERENCE FOR A MANDATORY PROGRAM

Variable	Coefficient	t Value	Standardized Coefficient
Socioeconomic			
Opportunity for nonfarm employment	-.0571	-2.0775	-.1263
Ratio of off-farm to total income	.0015	1.8030	.1082
Five-year free market price	-.0660	-1.7330	-.1003
Breakeven wheat price	.0397	1.4913	.0839
Democrat	.0053	1.4447	.0814
Organizational index	.0032	1.1343	.0789
Compliance with allotments	.0794	1.1536	.0648
Attendance at educational meetings	-.0703	-1.1678	-.0648
Attendance at policy meetings	.0450	.9204	.0543
Competitive position with neighbors	-.0339	-.9209	-.0524
Size of total farm	-.0000	-.3065	-.0486
Size of wheat allotment	.0001	.2676	.0437
Debt/asset ratio	-.0005	-.5967	-.0340
Gross from feed grain and livestock	.0000	.4366	.0308
Average income	-.0000	-.3895	-.0290
Age	-.0002	-.1124	-.0078
Education	.0008	.0958	.0059
Percent farm acres owned	-.0000	-.0679	-.0042
Farm Bureau member	.0002	.0173	.0011
Area			
Washington	-.0692	-1.1839	-.0891
Texas	-.0706	-1.2880	-.0857
Thomas	-.0765	-1.1819	-.0818

Constant term = .1111

R^2 = .11

TABLE XXXI

REGRESSION COEFFICIENTS SHOWING COMBINED ASSOCIATION OF ATTITUDES AND SOCIOECONOMIC VARIABLES WITH PREFERENCE FOR A MANDATORY PROGRAM

Variable	Coefficient	t Value	Standardized Coefficient
Socioeconomic			
Opportunity for nonfarm employment	-.0544	-2.1725	-.1203
Ratio of off-farm to total income	.0015	2.1114	.1159
Breakeven price	.0378	1.4659	.0798
Organizational index	.0026	1.1605	.0647
Attendance at educational meetings	-.0507	-.8655	-.0467
Compliance with allotments	.0506	.7601	.0413
Attendance at policy meetings	.0297	.6432	.0358
Competitive position with neighbors	-.0195	-.5494	-.0302
Democrat	.0186	.4856	.0274
Five-year free market price	-.0074	-.1832	-.0112
Attitudes			
Perception	-.0082	-1.8183	-.1027
Government responsibility to support prices	.0290	1.6445	.0976
Liberal-Conservative	.0049	1.1813	.0743
Concern about government cost	.0109	.9178	.0532
Past program administration	.0076	.7581	.0418
Area			
Washington	-.1068	-2.1209	-.1376
Thomas	-.0942	-1.7232	-.1007
Texas	-.0575	-1.1747	-.0697

Constant term = .0546

R^2 = .15

TABLE XXXII

REGRESSION COEFFICIENTS SHOWING ASSOCIATION OF PERCEPTION AND ATTITUDES WITH A "YES" REFERENDUM VOTE

Variable	Coefficient	t Value	Standardized Coefficient
Attitudes			
Liberal-Conservative	.0293	5.6175	.3037
Concern about government cost	.0627	4.2077	.2122
Perception	-.0204	-3.6961	-.1766
Past program administration	.0307	2.4372	.1169
Government responsibility to support prices	.0317	1.4174	.0736
Concern about consumer cost	.0023	-.5267	-.0241
Concern about farm efficiency	-.0030	-.4620	-.0235
Area			
Washington	-.1275	-2.1919	-.1133
Thomas	.0642	.9517	.0473
Texas	.0517	.8529	.0433
Constant term = -.0857			
R^2 = .32			

Table XXXIII shows the association of socioeconomic variables with referendum vote. Seven of these variables showed a relatively strong association with the "yes" vote. There was a negative association between size of wheat allotment and a "yes" vote but a positive association between size of total farm and a "yes" vote. The lower the estimated five-year free market price for wheat, the greater the tendency to vote yes. Farmers who had higher estimated breakeven prices were more likely to vote "yes ", as were farmers who complied with wheat allotments. Farmers who felt their competitive position was relatively poor as compared with their neighbors were more likely to vote "yes". All of these coefficients were statistically significant at P(.05) or less. The R^2 was equal to .34.

TABLE XXXIII

REGRESSION COEFFICIENTS SHOWING ASSOCIATION OF SOCIOECONOMIC VARIABLES WITH A "YES" REFERENDUM VOTE

Variable	Coefficient	t Value	Standardized Coefficient B
Socioeconomic			
Size of wheat allotment	-.0008	-3.0137	-.4244
Size of total farm	.0002	2.7443	.3758
Five-year free market price	-.3540	-7.4337	-.3715
Democrat	.2115	4.4192	.2149
Break even wheat price	.0861	2.5880	.1256
Compliance with allotments	.2227	2.5863	.1255
Competitive position with neighbors	-.0982	-2.1334	-.1048
Average income	.0000	1.5012	.0963
Possibility for nonfarm employment	-.0590	-1.7139	-.0900
Attendance at policy meetings	.0957	1.5661	.0797
Farm Bureau member	-.0184	-1.4726	-.0795
Organizational index	.0031	.8870	.0533
Ratio of off-farm to total income	.0007	.7328	.0380
Percent of farm acres owned	.0005	.6542	.0348
Age	-.0011	-.4339	-.0261
Educational meetings	.0405	.5372	.0257
Education	.0018	.1775	.0095
Debts/assets ratio	.0002	.1794	.0088
Gross from feed grain and livestock	.0000	.0910	.0055
Area			
Texas	.0679	.9899	.0568
Thomas	.0433	.5346	.0319
Washington	-.0332	-.4549	-.0295
Constant term = .4269			
R^2 = .34			

Table XXXIV shows the coefficients resulting when both attitudinal and socioeconomic variables were regressed upon a "yes" vote. Five socioeconomic and four attitudinal variables were significant at P(.05) or less. Combining the two types of variables increased the R^2 to .44, or about one-third over using each type individually.

TABLE XXXIV

REGRESSION COEFFICIENTS SHOWING COMBINED ASSOCIATION OF ATTITUDES AND SOCIOECONOMIC VARIABLES WITH A "YES" REFERENDUM VOTE

Variable	Coefficient	t Value	Standardized Coefficient
Socioeconomic			
Size of wheat allotment	-.0007	-3.1053	-.3921
Size of total farm	.0002	2.8805	.3308
Five-year free market price	-.2315	-4.8289	-.2430
Breakeven price	.0826	2.7078	.1205
Democrat	.1172	2.5658	.1191
Average income	.0000	1.6432	.0941
Compliance with wheat allotments	.1531	1.9195	.0862
Opportunity for nonfarm employment	-.0480	-1.6090	-.0732
Competitive position with neighbors	-.0589	-1.3762	-.0629
Attendance at policy meetings	.0723	1.3095	.0603
Farm Bureau membership	-.0135	-1.1737	.0585
Organizational index	.0031	.9915	.0538
Ratio of off-farm to total income	.0010	1.1021	.0523
Percent farm acres owned	.0002	.3801	.0172
Attitudes			
Concern about government cost	.0558	3.9427	.1887
Liberal-Conservative	.0159	3.1675	.1647
Past program administration	.0280	2.3593	.1067
Perception	-.0116	-2.1513	-.1003
Government responsibility to support prices	.0032	.1507	.0074
Area			
Washington	-.0982	-1.4694	-.0873
Texas	.0852	1.3453	.0714
Thomas	.0401	.5511	.0296

Constant term = -.0642

R^2 = .44

In each of the three preferences analyzed, there tended to be a decrease in size of coefficients and in t values when the variables were combined in equation 3. This probably results from intercorrelation among the variables. However, the relative associative strength of the variables remained similar.

Summary of Regression Analysis

The purpose of this chapter was to determine the relative strength of association of certain variables with farmers' preferences for different types of farm programs and also, the predictive power of attitudinal and other variables. The analysis was based on the proposition that farmers' program preferences are a function of perception and attitudes as well as socioeconomic factors. This proposition was supported by the analysis which showed that the predictability of farmers' preferences could be improved by using a combination of attitudinal and socioeconomic variables, rather than either type alone. However, the predictability was not high, an indication of the complicated nature of individual farmer preferences.

A number of variables tended to show a substantial amount of association with the program preferences. From the attitudinal group these included attitude toward government responsibility to support farm prices, liberal-conservative orientation, concern about government cost, and perception of the current agricultural situation. Socioeconomic variables that were included in this group were size of wheat allotment, size of total farm, five-year free market price, and political party.

Other variables tended to show little association with preferences. Included among these were the attitudinal variables of concern about consumer cost and efficiency in farming, and the socioeconomic variables of average income, age, education, and Farm Bureau membership.[4]

There may be non-linear relationships involved between the variables used in this analysis. This non-linearity may be due to a relationship between the dependent and an independent variable which could best be approximated by a squared or cubed term. Or there could be non-linearity resulting from interaction between independent variables, such as between perception and education. These possibilities were not explored in this study.

The findings on relationships of attitudes and program preferences obtained in the previous chapter by comparisons between groups generally substantiated the results obtained by regression in this chapter.

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[4]Hadwiger, p. 7, suggested that local activities of ASCS and Farm Bureau prior to the 1963 wheat referendum did much to motivate farmers to vote but did little to persuade them how to mark their ballot.

CHAPTER VI

SOURCES OF INFORMATION AND ROLE OF EDUCATION

One of the conclusions drawn from the analysis of previous chapters was that there is a need for additional educational work with farmers on the subject of farm policies and programs. It would be useful in planning an effective educational program to know what sources of information farmers now use to keep abreast of new developments in this field. It would also be useful to know farmers' opinions on the role of the College of Agriculture and Extension Service in this area of educational work.

A better understanding of farmers' sources of information on farm programs would help farm educational leaders make more efficient use of the time they spend on such informational efforts. Improved informational efforts would help farmers to better evaluate current programs in terms of their individual farm operations and the total agricultural economy.

Information Sources

There are two distinct types of information situations related to farm programs. One type deals with the details of programs currently in effect, such as size of allotments, support prices, sign-up dates, and rules about cross-compliance. The other type deals with information of a more basic nature, such as used by a farmer deciding how he will vote

in a specific referendum or election, or whether or not to support a particular organization or political candidate. This is the type of information in which the College of Agriculture and the Extension Service are primarily interested. Their purpose is not to influence directly a specific decision but to provide information about the total agricultural situation, adjustments needed, and possible methods of making these adjustments so that farmers have objective information on which to base decisions. Farm organizations and political officials also are usually very active in this type of information situation, attempting to influence directly the vote or decision. Newspaper and magazine editors often write impassioned editorials in these situations.

Farmers were questioned about information sources they used most frequently in each type of situation. Table XXXV shows the information sources they used most frequently for learning the details of current programs. Letters from and visits to the ASCS office were rated considerably above any other source as being most useful. Substantial use was made of ASCS special meetings, farm magazines, and newspapers, although they did not rate high as being the most useful source. Neighbors, radio, television, and elevator manager were used some, while the use of landlord and county agent was negligible.

These results have several implications. They point out the reliance farmers place upon letters from and visits to the ASCS office. This would indicate that ASCS personnel have an obligation to constantly review their techniques and methods of presenting information so that these letters and visits will be of the greatest possible benefit to farmers.

TABLE XXXV

SOURCES OF INFORMATION FOR DETAILS ON FARM PROGRAMS

Source[a]	Use Much	Use Some	Use Little	Use None	Most Useful
	(Percent of Farmers Answering)				(Pct.)[b]
Letters from ASCS office	70	22	7	1	38
Visits to ASCS office	52	33	13	2	30
ASCS special meetings	28	31	31	10	10
Farm magazines	28	45	21	6	9
Newspapers	21	46	25	8	3
Neighbors	14	39	34	13	3
Radio	11	34	43	12	2
Television	11	31	43	15	2
Elevator manager	11	32	43	14	1
Landlord	5	17	49	29	1
County agent	4	17	59	20	1
			(N = 499)		(N = 552)

[a]Listed in order of rank in column "Use Much".

[b]Percent of summed frequencies of all sources listed as "Most Useful". Some farmers gave more than one source, giving an N of 552.

A number of farmers commented on the attitude of ASCS office workers. It would appear that for certain farmers to get the most out of their visits to the ASCS office, the office workers need to use considerable patience and tact in explaining details of farm programs (often quite complicated) to these individuals.

The results indicate that mass media efforts would likely be most efficient if directed towards magazines and newspapers rather than radio or television.

For the Extension Service, these results indicate that county agents should evaluate carefully any efforts they put into simply publicizing the details of farm programs. It appears that informational efforts by

county agents optimally should be aimed at background information or other information not being supplied to farmers by ASCS efforts.

A considerable amount of discussion about farm program details takes place among neighbors. Fifty-three percent said they used their neighbors as a source either "much" or "some". The fact that 43 percent used their elevator manager to some extent indicates that the ASCS office should make an effort to keep elevator managers informed of developments.

Similar findings were reported when farmers were asked what sources of information they used when trying to decide how to vote in referendums. The results are shown in Table XXXVI.

The county ASCS office was again rated as the most useful source of information, with 44 percent of the choices falling in this category. Farm magazines and newspapers were again the highest ranked mass media. Neighbors were used "much" or "some" by nearly one-half the farmers.

Farm organizations and the College of Agriculture ranked about the same. The relatively low ranking given to farm organizations is somewhat surprising as such organizations have put considerable effort into informational programs dealing with referendums. By comparison, the College of Agriculture has been less involved in referendums, attempting only to provide background information and some methods by which farmers could analyze their individual situations.

It should be noted that it is difficult for an individual to recall all the sources of information that come into play in a specific situation. However, the answers to the preceding question indicate that farmers in this survey put most emphasis on ASCS information to determine how their farm operation would be affected by a particular program.

TABLE XXXVI

SOURCES OF INFORMATION WHEN DECIDING HOW TO VOTE IN A REFERENDUM

Source[a]	Use Much	Use Some	Use Little	Use None	Most Useful[b]
	(Percent of Farmers Answering)				(Pct.)
County ASCS office	39	35	18	8	44
Farm magazines	27	47	18	8	17
Newspapers	17	48	25	10	10
Neighbors	10	35	44	11	9
Farm organizations	8	28	49	15	5
College of Agriculture and county agent	8	29	45	18	5
Dept. of Agriculture in Washington	8	29	45	18	2
Television	8	31	44	17	2
Radio	7	34	44	15	2
Elevator manager	6	25	48	21	2
Landlord	6	18	48	28	2
Political party officials	1	8	66	25	0
		N = 492)			(N = 441)

[a]Listed in order of rank in column "Use Much".

[b]Percent of summed frequencies of all sources listed as "Most Useful".

Conversely, they seemed to put relatively little importance on what the farm organizations and political party officials were saying. It may be that ASCS information is primarily operational in its influence but, because of its close identification with farm programs, it was the source listed by many farmers as being most useful in making decisions involving basic values. Conversely, the influence of other groups such as farm organizations may be less evident but still an important factor in farmers' decisions.

An additional evaluation of information sources was obtained by asking farmers if they thought any of these sources present a biased analysis of program situations. Of 501 farmers, 47 percent said yes, 19 percent said no, and 34 percent said they did not know or didn't answer. A high percentage of "don't know" or "no" responses indicates that many farmers probably had not thought much about this idea. Table XXXVII shows that slightly over one-half the farmers answering "yes" to the question said farm organizations are sources that present only one side of the question. Also listed a substantial number of times were political party officials, county ASCS office, and Department of Agriculture in Washington. The College of Agriculture and county agent were listed by eight percent of the farmers answering "yes" to this question. A few farmers said that all sources present only one side of the picture.

It was noted earlier that farmers frequently said that they used their neighbors as a source of farm program information. Sociologists have found that farmers like to discuss ideas with someone else when they are making decisions about a new idea or program. Farmers interviewed in this survey were asked the following question: If you could get the opinion of only one other person in your community about a farm program, who would it be? Only 267 of the 501 farmers interviewed answered this question, which indicates many farmers did not understand the question or could not decide how they wanted to answer it (Table XXXVIII). Of those answering, a large majority said they would seek the opinion of another farmer. Nine percent listed a local ASCS official, while eight percent named their banker. The county agent and elevator manager were

TABLE XXXVII

SOURCES LISTED AS GIVING A BIASED PRESENTATION OF FARM PROGRAM INFORMATION

Source	Percent[a]
Farm organizations	54
Political party	41
County ASCS office	30
Department of Agriculture in Washington	27
Newspapers	12
Neighbors	9
Farm magazines	9
College of Agriculture or county agent	8
Television	7
Radio	7
Elevator manager	7
Landlord	6
	(N = 223)

[a]Percent of total number of farmers listing one or more sources as giving only one side of picture. Percentages add to more than 100 because many farmers listed more than one source.

TABLE XXXVIII

PERSON WITH WHOM FARMERS WOULD MOST PREFER TO DISCUSS FARM PROGRAMS

Person	Number of Farmers	Percent of Farmers[a]
Another farmer	172	64
ASCS employee	25	9
Banker	21	8
County agent	14	5
Elevator manager	13	5
Make up own mind	4	2
Wife	3	1
Landlord	3	1
Other	12	5
	267	100
No answer	234	

[a]Percent of farmers answering question.

each named by five percent of those answering the question. These results indicate that a majority of the farmers answering this question would prefer to get the opinion of another farmer rather than some farm agency employee or businessman. It is believed that most farmers interpreted the "opinion" in this question to be of an approve-disapprove nature rather than a clarification of some program detail.

Role of College of Agriculture and Extension Service

Considerable discussion in recent years has focused on the role of the College of Agriculture and Extension Service in disseminating information about farm programs. Some people have proposed that they need to become much more active in public affairs education.[1] However, increased work in this area has moved slowly, partly because there are controversial issues involved in public policies. Cochrane has stated this need for increased effort very forcefully:

> The time has come, and long since past, to do something about this economic literacy problem. Unless farmers understand the basic economic relationships of their industry, there is no way to confront them with reality with respect to the problems of their industry. Thus, it seems to me that each extension director, each head of a department of agricultural economics and each agricultural economist who thinks of himself as a leader, must give this problem very high priority in his thoughts and actions.
>
> And more is involved here than presenting and extending "the facts". Farmers are barraged with facts. The problem is one of assisting farmers to gain a working knowledge of the important and relevant economic relationships involved in their industry. Somehow, some way, farmers generally must gain this understanding.[2]

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[1] See Stroup, pp. 6-27, for a description of developments in public affairs education.

[2] Cochrane, pp. 459-460.

The question might be asked whether education such as provided by the College of Agriculture can help farmers gain this understanding. An informal survey of students and staff in the Department of Agricultural Economics at Oklahoma State University indicates that education does play a role in providing the needed understanding.

The perception scale as described in Chapter IV was administered to a number of undergraduates in agricultural economics classes, and to graduate students and staff in the department. The results shown in Table XXXIX indicate a high correlation between perception score and educational level, and provide an informative contrast with the results obtained from farmers. It should be remembered that the lower the score, the keener the perception of the current agricultural situation.

TABLE XXXIX

A COMPARISON OF FARMERS' PERCEPTION SCORES WITH THOSE OF COLLEGE STUDENTS AND STAFF

	Number	Mean Score
Farmers	499	34.2
Freshmen	21	33.4
Sophomores	32	30.3
Juniors	21	29.3
Seniors	27	26.0
Graduate students	20	22.4
College staff	19	20.6

If education can sharpen an individual's perception of the farm situation, as was indicated by these results, then the next question is how to take this education to farmers. To determine whether they were receptive to educational efforts in this field, farmers in this survey were asked to select the most appropriate of the following three roles for the College of Agriculture and Extension Service in regard to information about farm policies and programs:

1. They should put out as much unbiased, factual information as possible without expressing opinions.
2. They should take a definite stand on which types of programs would be best.
3. They should not put out information on farm programs.

Results are shown in Table XL.

TABLE XL

FARMERS' OPINIONS ABOUT THE PROPER ROLE OF THE COLLEGE OF AGRICULTURE AND EXTENSION SERVICE IN DISSEMINATING INFORMATION ABOUT FARM POLICIES AND PROGRAMS

Role	Number of Farmers	Percent of Farmers
Put out only factual information	388	78
Take a definite stand	77	15
Should not put out information	21	4
No answer	15	3
Total	501	100

A big majority said the role of these educational agencies is to put out unbiased factual information, which is, in effect, the role these agencies have been attempting to follow. The question that remains, in light of Cochrane's comments, is whether the College of Agriculture and Extension Service have been devoting enough resources to this purpose.

Only a small minority of the farmers would have the College of Agriculture and Extension Service take a definite stand as to which programs would be best. An even smaller percentage would have them refrain from disseminating any program information.

Some persons have asked whether education on farm policies and programs would influence the basic values of farmers and their liberal-conservative orientation. The students and staff of the agricultural economics department were given the liberal-conservative scale as well as the perception scale. The results showed that educational level had little correlation with the individual's liberal-conservative position. A tentative inference from this small sample would be that, on the average, the basic philosophy as to the proper role of government in social and economic affairs is not likely to be changed substantially by educational programs. Thus additional educational efforts would conform to the widely held value judgment (even of groups with major differences in political philosophy) that public education should be pursued to make individuals better informed but not to change their basic philosophic position.

There has been some speculation that farmers do not get enough information on program choices to vote intelligently in a referendum. When asked their response to this question, farmers gave the answers

shown in Table XLI. Slightly more than one-half said they got enough information but a substantial number indicated they felt a need for additional information.

In the past, meetings have been one of the primary methods by which the Extension Service has taken new information to farmers. However, in recent years, there has been some discussion among Extension personnel that it is becoming more difficult to get farmers to attend an educational meeting. Farmers in this survey were asked whether they attended adult classes or meetings held by the Extension Service or Vocational Agriculture on topics other than farm policies and programs. Results shown in Table XLII indicate that a majority of farmers do not attend such meetings regularly. Only nine percent said they attended such meetings often. However, the situation was quite different when farmers were asked whether they had attended any meetings within the past two or three years which were held to explain a particular farm program or policy. Replies to this question are shown in Table XLIII.

TABLE XLI

RESPONSE TO QUESTION, "DO YOU FEEL THAT YOU USUALLY GET ENOUGH INFORMATION SO THAT YOU CAN MAKE THE RIGHT CHOICE ON FARM PROGRAMS?"

Answer	Number of Farmers	Percent of Farmers
Yes	269	54
Sometimes	148	29
No	61	12
Don't know or no answer	23	5
Total	501	100

TABLE XLII

FARMER ATTENDANCE AT ADULT CLASSES OR EDUCATIONAL MEETINGS ON TOPICS OTHER THAN FARM POLICIES AND PROGRAMS

Frequency of Attendance	Number of Farmers	Percent of Farmers
Often	43	9
Occasionally	167	33
Very seldom	265	53
Never	19	4
No answer	7	1
Total	501	100

TABLE XLIII

FARMER ATTENDANCE DURING PAST THREE YEARS AT MEETINGS HELD TO EXPLAIN A PARTICULAR FARM PROGRAM OR POLICY

Frequency of Attendance	Number of Farmers	Percent of Farmers
Had attended one or more	377	75
Had not attended any	107	21
Didn't remember	15	3
No answer	2	1
Total	501	100

Three-fourths of the farmers had attended a meeting in recent years to learn about a farm program or policy. This is evidently a much higher percentage than attended educational meetings of other types. There might be several reasons for this. First, farmers often have to make a specific decision whether to vote for or against, or whether to take part or stay out of a farm program. This need to make a decision on a matter which likely involves a considerable number of complex details may provide a strong stimulus for farmers to attend a meeting at which the program is to be discussed. Second, there may be an element of

interest and concern involved, as farmers appear to like to discuss, or hear discussed, the pros and cons of a farm program. Interest ran very high at the time of the 1963 wheat referendum. The willingness of farmers to fill out the lengthy questionnaire used in this study is evidence of the continuing interest in this subject.

Table XLIV shows that a majority of farmers thought that other farmers would take time to attend special half-day or evening meetings in their local area to discuss farm policy and programs. Few said they thought that farmers would not attend such meetings.

TABLE XLIV

FARMER RESPONSE TO QUESTION, "DO YOU THINK FARMERS WOULD TAKE TIME TO ATTEND SPECIAL HALF-DAY OR EVENING MEETINGS IN YOUR LOCAL AREA TO DISCUSS FARM POLICY AND PROGRAMS?"

Response	Number of Farmers	Percent of Farmers
Yes	301	60
No	61	12
Don't know	136	27
No answer	3	1
Total	501	100

One method of public affairs education which has been used quite successfully in recent years is self-administered discussion groups. With this method, the College of Agriculture and Extension Service provide background material and an organizational plan, but actual discussion is left to community leaders who hold meetings with small groups

of individuals from within their communities.[3] This technique might be useful for educational efforts on farm programs and policies.

Results of Extension efforts in education preceding the 1963 wheat referendum point up the importance of a continuing program in public affairs.[4] The depth of educational work (economic analysis of the alternatives) at the time of the referendum was affected importantly by past experience in public policy education. In areas that had a long history of Extension work on public economic issues, people had learned to expect a greater educational effort by the Extension Service. Also, educational work is most effective before people have made up their minds and are committed to positions.

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[3] T. E. Atkinson, et al., "Reaching the Attentive Public with Discussion Group Fact Sheets," Increasing Understanding of Public Problems and Policies (Chicago, 1961), pp. 12-14.

[4] Lloyd H. Davis, "What We Have Learned from the Wheat Referendum," Increasing Understanding of Public Problems and Policies (Chicago, 1963), pp. 109-110.

CHAPTER VII

SUMMARY AND CONCLUSIONS

The objective of this study was to determine the role of farmers' attitudes in public policy. More specifically, farmers were asked what they considered to be the causes of the farm problem, what a program should accomplish, and what are the best means of raising farm income from wheat. Farmers were also asked to respond to a series of statements designed to measure perception and attitudes toward a number of factors and concepts relevant to the current agricultural situation. These measures were then related to program preferences and other socio-economic variables. Finally, farmers were asked what sources of information they used in finding out about farm programs and policies. Interviews were taken in four counties in which wheat is a major crop: Grant and Texas Counties in Oklahoma, and Thomas and Washington Counties in Kansas. A total of 501 farmers were interviewed in the summer of 1964.

Causes of Problem and Goals of Program

Farmers stated that high wages in industry, high costs of marketing, and lack of bargaining power were three of the major causes of the farm problem. Farmers indicated that poor management or readily available credit did not contribute much to the problem. The findings of this study on farmers' opinions of causes of the farm problem were consistent

with findings of earlier studies. In general, farmers tended to blame factors outside of agriculture. This may represent a barrier in getting farmers to face realistically the alternatives and to accept programs which will bring about desirable adjustments.

Farmers felt that the most important objective of a farm program is to keep wheat prices on a par with other prices in the economy. This objective ranked higher than that of increasing farmers' income from wheat. This may indicate that farmers tend to think more in terms of price per bushel rather than in total income. It could also mean that farmers are pursuing their self-interest, realizing that 100 percent of parity price could mean greater total profit than 100 percent parity income because of increased volume and efficiency. Other program objectives that ranked high were keeping down government expense and regulation.

Finding more uses for farm products and reducing marketing margins were rated by farmers as the two most desirable ways of raising farm income from wheat. Again farmers' attitudes contribute to conflict in policy formulation, since these alternatives are not considered economically feasible in the foreseeable future. Farmers disapproved of methods considered more feasible economically, such as reducing the number of farmers, increasing the price of bread, or using government control of farm product supplies. This last response was in conflict with another part of the study in which three out of four farmers chose some type of government program in preference to a free market. Perhaps the latter choice was really a reflection of conflicts resolved -- the compromise farmers had made between desire for income and desire for freedom from controls.

The results of the preceding analysis indicate the difficulty of developing farm policies and programs which will bring about desired resource adjustments and yet be widely acceptable to farmers. In general, farmers blamed the farm problem on causes outside of agriculture, such as high wages in industry and high marketing margins. They had conflicting objectives for farm programs -- higher prices and incomes vs. more freedom to produce and market. Finally, they favored unrealistic means for raising farm income, such as finding new uses for farm products and decreasing marketing margins. Personal goals of price, income, and freedom ranked much higher than society's goals of efficiency, low food costs, and low government costs.

Perception and Attitudes

Among the factors that affect a farmer's preferences for farm programs are his perception of the current agricultural situation and his attitudes toward program costs and administration. The concept of perception or understanding of the agricultural situation seems to be especially important at this time. Only if farmers have a fairly realistic idea of what would happen under different types of programs and situations can they make intelligent decisions on programs.

A set of eleven items was used to measure farmers' perception of the current agricultural situation. This perception level was then evaluated in terms of how well it matched what economists would call an informed or keen perception. In a disturbingly large number of cases, many farmers appeared to lack a good understanding of basic economic relationships in agriculture. These relationships dealt with the

possibility of eating our way out of farm surpluses, level of prices under a free market, the effect of the farm economy on the national economy, the possibilities of finding new uses for farm products, the need for production controls to accompany price supports, possibilities for using surpluses to feed the world's hungry people, and the effects of technology on farm prices.

There appeared to be an association between perception score and most preferred program and referendum vote. Those who preferred some type of government program to a free market and those who voted "yes" in the 1963 referendum had a slightly keener perception. Other farmers who appeared to have a somewhat keener perception were farmers with more education, were active in community organizations, had large farms, and attended policy meetings. Perception was not improved by attendance at production-type meetings. These results need to be interpreted with caution because of the small number of items used for the measure and the scoring system used.

Farmers as a whole tended to be conservative in their response to a series of items related to governmental participation in various economic activities. They were especially conservative in their response to the ideas that the national debt should be reduced, government relief programs have become too large, people should be free to run their businesses as they please, and government farm programs are contrary to the free enterprise system.

They were somewhat liberal in their response to the ideas that big businesses make too much money, federal government should help with electric power and housing projects, and government should provide jobs for all people who want to work.

Farmers who voted "no" in the 1963 referendum, those who preferred a free market to a government program, and Republicans were more conservative than those who voted "yes", preferred a government program, or were Democrats. Younger farmers and those with more education also tended to be more conservative. Texas County, Oklahoma, was slightly more conservative than Washington County, Kansas, but other county comparisons showed no significant differences.

In general, a majority of the farmers interviewed appeared to be concerned about efficiency in the farming sector. The one exception was that most farmers thought it was important to give every boy who wanted to farm the opportunity to do so.

Groups that showed more concern about efficiency in the farming sector were those with more education, those who voted "no" in the referendum, and those with higher total incomes. Tending to show somewhat greater concern were younger farmers, those who were active in community organizations, those who least preferred a mandatory program, those with a high debt to asset ratio, large farmers, and Republicans. However, the regression analysis indicated that attitude toward farm efficiency was not strongly related to program preferences.

Farmers in general appeared to be concerned about government costs of farm programs. A majority indicated that such costs should be kept low and disagreed with the statement that farm programs really don't cost the government much.

Groups showing greater concern about government costs were those who preferred a free market to a government program, those who voted "no"

in the referendum, and Republicans. Appearing to be somewhat more concerned about government costs were farmers with less education and small farmers.

Farmers also appeared to be concerned about consumer costs for food, although it was shown previously that low consumer prices are not one of the primary goals of farmers. About three out of four were against increasing the price of bread as the principal means of boosting farm income from wheat. There was no strong association between this attitude and any of the variables considered. There were indications that the following groups were somewhat more concerned with consumer costs as compared to the other group within their variables: older farmers, those with less education, those with a low debt/asset ratio, those who received little of their income from off-farm sources, and non-Farm Bureau members.

Forty-six percent of the farmers said it was not government's responsibility to support farm prices and incomes while 31 percent said it was. One out of four farmers was undecided on this question. Washington and Grant County farmers believed the government had greater responsibility to support prices than did Texas and Thomas County farmers.

A strong association was found between this attitude toward government's responsibility and the most preferred program and referendum vote variables. Those who preferred a free market and voted "no" thought the government had less responsibility to support farm prices and incomes. The same was true for farmers who gave a fair price of wheat of less than $2. There was some indication that Republicans felt the government had less responsibility to support farm prices than did the Democrats.

A majority of farmers felt that allotment systems are unfair and that wheat programs have been poorly administered in the past. Thomas County farmers felt the program had been handled more poorly than did either the Texas or Washington County farmers. A strong association was found between this attitude and the variables of the most preferred program and referendum vote. As would be expected, those who preferred a free market and those who voted "no" felt that programs had been handled poorly in the past. Other groups who tended to show this feeling, though less strongly, were farmers with less education, those with a low organizational index, and Republicans.

Farmers indicated that keeping up on farm programs is as important as knowing about the newest production practices. A majority also said the job of determining what programs would be best should not be left up to policy experts. However, three-fourths of the farmers said that it's too hard to keep up on programs and one-third agreed that the individual farmer can't do much about the farm problem anyway.

Kansas farmers appeared to be somewhat less concerned than Oklahoma farmers about program information. There was a strong association between this attitude and the variables of education and attendance at policy meetings. Farmers with more education and those who attended policy meetings were more concerned with program information.

The attitudes of farmers who preferred a free market and voted "no" in the referendum can be compared to other farmers as follows: more conservative, more concerned about government costs, said that government has less responsibility to support farm prices and incomes, had a less favorable attitude toward program administration, and were less concerned

with program information. Also, these farmers appeared to deviate more from economists' perception of the agricultural situation.

Regression analysis showed that the predictability of farmers' preferences could be increased by using a combination of attitudinal and socioeconomic variables, rather than either type alone. While the predictive power of the regression equations was not high, results compared favorably with similar studies in other subject areas. The fact that the predictive power was not high indicates the complicated nature of farmers' preferences, and the possibility of a large "capricious" or random element for individual farmers that cannot be predicted accurately.

Variables which consistently showed a substantial amount of association with program preferences were attitude toward government responsibility to support farm prices, liberal-conservative orientation, concern about government costs, perception of agricultural situation, size of wheat allotment, size of total farm, five-year free market price of wheat, and political party.

Variables which showed little association with preferences were concern about consumer cost and efficiency in farming, average income, age, education, and Farm Bureau membership.

Information Sources

Farmers said that letters from and visits to their county ASCS office were by far their most useful sources of information for details of farm programs. This indicates that ASCS offices should carefully review their letters and office visit procedures so that farmers can make the most efficient use of these two methods of obtaining information.

Farmers said they also made substantial use of ASCS special meetings, farm magazines, and newspapers.

A similar response was obtained when farmers were asked what sources of information they used when trying to decide how to vote in referendums. The county ASCS office was rated as the most useful source, followed by farm magazines, newspapers, and neighbors. There appeared to be considerable interaction among neighbors on the subject of farm programs. Only about one-third of the farmers said they made much use of farm organizations or the College of Agriculture and county agent.

These relatively low rankings for farm organizations and the College of Agriculture may be a reflection of two factors. First, this study's findings indicate that many farmers may discount information put out by farm organizations because they feel it is too biased. Second, the low ranking of the College of Agriculture may be due to the relatively small amount of resources devoted to educational efforts with farmers on programs and policies.

An overwhelming majority of the farmers said the role of the College of Agriculture and Extension Service should be to disseminate factual information about farm programs without expressing opinions. About 15 percent said the College and Extension Service should take a definite stand as to which type of programs would be best. Less than five percent said these educational agencies should not put out information on farm programs.

Implications of Findings

A number of implications can be drawn from the results of this study:

1. There is a pressing need to help farmers improve their understanding of the economic relationships underlying the current agricultural situation.
2. Farmers' preferences for farm programs are related to attitudes toward government's role in economic affairs, government costs, and past program administration.
3. Farmers believe the role of the College of Agriculture and Extension Service is to provide unbiased information on farm programs and policies. The results of the perception analysis and the informal survey of university students and staff indicate that education can improve an individual's understanding of certain basic economic relationships.
4. Farmers have a considerable amount of interest in farm program topics. Evidence of this was the cooperation they gave in filling out questionnaires.

The challenge for the College of Agriculture and Extension Service is to capitalize on this interest with informational programs and methods that will help farmers to increase their understanding of economic relationships and alternatives. This could give farmers a better basis for making decisions on farm policies and programs.

Other research has shown that to be most effective, such an educational program should be a continuing one rather than a short-time effort developed after a specific issue has arisen. Results of this study

indicate that the educational program should include a discussion of goals and values as well as dollar and cent relationships.

Suggestions for Further Research

It would appear that one of the most useful concepts developed in this study was that of farmers' perception of the current agricultural situation. It has been stated several times that farmers need a good understanding of the farm situation if there is to be acceptance of farm programs that will bring about desirable adjustments. The scale used in this study to measure perception could be expanded and refined considerably to give a better indication of farmers' total perception of the agricultral situation. Such a measure would be useful to farm leaders for outlining an educational program. Also, such a measure would be useful for determining changes in the level of understanding after farmers have been through an educational program. This would provide a measure of the effectiveness of the program. Plans for new educational programs should include procedures for rigorous evaluation of teaching methods used.

A similar approach that might be fruitful would be to select a few items from the perception and attitudinal scales used in this study, and administer them to the participants at the beginning of an educational program. This would get each individual involved immediately in making decisions and should stimulate greater participation, at least mentally, in later discussions.

It might be useful for educational leaders to know how various other groups and individuals who work with farmers and farm programs perceive the current agricultural situation. Among these would be ASCS officials,

farm organization leaders, newspaper and magazine editors, and local farm-related businessmen. Educational leaders might want to plan special types of programs for certain of these groups and individuals.

Another possibility which could be investigated is the development of special educational materials for 4-H and high school vocational agricultural groups. Participation in these activities will be the last organized educational experience of many young men who will be operating farms of the future. If these young men can be stimulated by an introduction to some basic concepts of the economics of farm programs, they will be more likely to develop a better understanding of economic problems during their adult life.

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APPENDIX A

APPENDIX A, TABLE I

FREQUENCIES OF AGREEMENT-DISAGREEMENT ON CAUSES OF FARM PROBLEM AND TIMES RATED AS MOST IMPORTANT CAUSE, BY AREAS

A. Increased use of fertilizer, irrigation, hybrid seed, and big machinery.

	SA*	A	U	D	SD	Most Important
Texas	9	34	11	34	13	10
Grant	17	58	21	41	13	13
Thomas	7	35	14	23	11	3
Washington	24	52	19	45	19	10
Oklahoma	26	92	32	75	26	23
Kansas	31	87	33	68	30	13
Total	57	179	65	143	56	36

B. High costs of processing and marketing after products leave the farm.

	SA	A	U	D	SD	Most Important
Texas	29	44	7	19	2	11
Grant	39	74	13	20	4	17
Thomas	25	36	11	14	4	13
Washington	52	65	15	19	8	22
Oklahoma	68	118	20	39	6	28
Kansas	77	101	26	33	12	35
Total	145	219	46	72	18	63

C. Past government farm programs.

	SA	A	U	D	SD	Most Important
Texas	19	25	20	31	6	17
Grant	36	45	22	35	12	26
Thomas	23	27	22	15	3	12
Washington	26	45	44	32	12	9
Oklahoma	55	70	42	66	18	43
Kansas	49	72	66	47	15	21
Total	104	142	108	113	33	64

*SA = Strongly Agree, A = Agree, U = Undecided, D = Disagree, SD = Strongly Disagree.

APPENDIX A, TABLE I (Continued)

D. Farmers can get credit too easily.

	SA	A	U	D	SD	Most Important
Texas	4	11	19	49	18	0
Grant	8	23	19	70	30	3
Thomas	6	11	18	42	13	1
Washington	5	32	32	62	28	0
Oklahoma	12	34	38	119	48	3
Kansas	11	43	50	104	41	1
Total	23	77	88	223	89	4

E. Farmers try to increase their income by increasing production.

	SA	A	U	D	SD	Most Important
Texas	17	50	5	22	7	4
Grant	29	73	10	28	10	13
Thomas	10	38	12	22	8	2
Washington	31	75	10	31	12	3
Oklahoma	46	123	15	50	17	17
Kansas	41	113	22	53	20	5
Total	87	236	37	103	37	22

F. High wages in industry cause high prices for what the farmer buys.

	SA	A	U	D	SD	Most Important
Texas	43	49	1	7	1	25
Grant	73	57	5	11	4	35
Thomas	38	34	6	8	4	9
Washington	74	60	8	14	3	28
Oklahoma	116	106	6	18	5	60
Kansas	112	94	14	22	7	37
Total	228	200	20	40	12	97

G. Farmers lack bargaining power.

	SA	A	U	D	SD	Most Important
Texas	39	39	14	7	2	15
Grant	55	68	12	12	3	15
Thomas	36	33	12	6	3	8
Washington	63	62	25	8	1	25
Oklahoma	94	107	26	19	5	30
Kansas	99	95	37	14	4	33
Total	193	202	63	33	9	63

APPENDIX A, TABLE I (Continued)

H. Poor management is the main reason why farmers have income problems.

	SA	A	U	D	SD	Most Important
Texas	3	16	14	44	24	1
Grant	6	19	20	65	40	1
Thomas	6	12	11	35	26	1
Washington	15	20	17	73	34	3
Oklahoma	9	35	34	109	64	2
Kansas	21	32	28	108	60	4
Total	30	67	62	217	124	6

APPENDIX A, TABLE II

FREQUENCIES OF AGREEMENT-DISAGREEMENT ON WHAT A WHEAT PROGRAM SHOULD ACCOMPLISH AND TIMES RATED MOST IMPORTANT, BY AREAS

A. Keep down farmers' cost to grow wheat.

	SA	A	U	D	SD	Most Important
Texas	15	59	12	15	0	0
Grant	35	63	21	25	6	5
Thomas	18	37	17	15	3	4
Washington	21	58	42	34	3	3
Oklahoma	50	122	33	40	6	5
Kansas	39	95	59	49	6	7
Total	89	217	92	89	12	12

B. Keep wheat prices on a par with other prices in the economy.

	SA	A	U	D	SD	Most Important
Texas	56	39	6	0	0	44
Grant	92	48	5	1	4	75
Thomas	48	31	4	6	1	28
Washington	74	66	13	2	3	63
Oklahoma	148	87	11	1	4	117
Kansas	122	97	17	8	4	91
Total	270	184	28	9	8	208

C. Keep bread prices low.

	SA	A	U	D	SD	Most Important
Texas	1	26	27	39	8	3
Grant	9	29	40	62	10	0
Thomas	5	22	26	31	6	0
Washington	13	39	49	50	7	0
Oklahoma	10	55	67	101	18	3
Kansas	18	61	75	81	13	0
Total	28	116	142	182	31	3

APPENDIX A, TABLE II (Continued)

D. Increase farmers' income from wheat.

	SA	A	U	D	SD	Most Important
Texas	25	60	12	4	0	9
Grant	44	78	16	7	5	11
Thomas	29	45	6	9	1	4
Washington	38	88	21	9	2	11
Oklahoma	69	138	28	11	5	20
Kansas	67	133	27	18	3	15
Total	136	271	55	29	8	35

E. Give farmers freedom to produce and market as they wish.

	SA	A	U	D	SD	Most Important
Texas	30	25	16	21	9	8
Grant	38	40	17	44	11	16
Thomas	33	29	15	11	2	10
Washington	36	41	20	46	15	10
Oklahoma	68	65	33	65	20	24
Kansas	69	70	35	57	17	20
Total	137	135	68	122	37	44

F. Keep down government expense.

	SA	A	U	D	SD	Most Important
Texas	38	43	15	4	1	2
Grant	50	70	14	14	2	6
Thomas	37	43	4	5	1	3
Washington	45	75	24	10	4	6
Oklahoma	88	113	29	18	3	8
Kansas	82	118	28	15	5	9
Total	170	231	57	33	8	17

G. Keep government regulation to a minimum.

	SA	A	U	D	SD	Most Important
Texas	45	45	6	4	1	16
Grant	68	70	2	9	1	20
Thomas	46	39	2	2	0	10
Washington	56	74	21	4	3	8
Oklahoma	113	115	8	13	2	36
Kansas	102	113	23	6	3	18
Total	215	228	31	19	5	54

APPENDIX A, TABLE III

FREQUENCIES OF APPROVAL-DISAPPROVAL ON PRINCIPAL MEANS OF RAISING FARM INCOME AND TIMES RATED BEST, BY AREAS

A. Reduce farmers' cost to grow wheat.

	SA	A	U	D	SD	Best
Texas	25	56	8	10	2	8
Grant	34	75	15	14	2	18
Thomas	14	49	17	9	1	8
Washington	23	69	36	25	4	9
Oklahoma	59	141	23	24	4	26
Kansas	37	118	53	34	5	17
Total	96	259	76	58	9	42

B. Reduce the marketing and processing margins of middlemen.

	SA	A	U	D	SD	Best
Texas	21	42	27	10	1	11
Grant	38	81	14	14	3	13
Thomas	23	42	12	11	2	19
Washington	46	79	21	8	3	33
Oklahoma	59	123	41	24	4	34
Kansas	69	121	33	19	5	52
Total	128	244	74	43	9	86

C. Increase the price of bread.

	SA	A	U	D	SD	Best
Texas	1	6	21	62	11	0
Grant	2	7	25	81	35	0
Thomas	1	7	18	48	16	0
Washington	1	15	29	76	36	0
Oklahoma	3	13	46	143	46	0
Kansas	2	22	47	124	52	0
Total	5	35	93	267	98	0

APPENDIX A, TABLE III (Continued)

D. Continue present government programs but raise the level of support prices and government payments.

	SA	A	U	D	SD	Best
Texas	12	33	17	26	13	19
Grant	22	41	32	34	21	26
Thomas	8	18	23	30	11	6
Washington	19	44	41	34	19	20
Oklahoma	34	74	49	60	34	45
Kansas	27	62	64	64	30	26
Total	61	136	113	124	64	71

E. Use government control of supply of farm products going to market.

	SA	A	U	D	SD	Best
Texas	4	13	23	34	27	2
Grant	3	16	24	61	46	2
Thomas	3	15	17	33	22	1
Washington	3	15	35	61	43	2
Oklahoma	7	29	47	95	73	4
Kansas	6	30	52	94	65	3
Total	13	59	99	189	138	7

F. Make it easier for farmers to move off the farm so that there is more "income" for those remaining.

	SA	A	U	D	SD	Best
Texas	2	5	11	45	38	0
Grant	2	6	8	59	75	0
Thomas	2	3	10	33	42	0
Washington	3	7	24	59	64	0
Oklahoma	4	11	19	104	113	0
Kansas	5	10	34	92	106	0
Total	9	21	53	196	219	0

APPENDIX A, TABLE III (Continued)

G. Increase exports with government subsidies or donations if necessary.

	SA	A	U	D	SD	Best
Texas	7	29	25	25	15	6
Grant	12	50	35	30	23	7
Thomas	9	24	27	20	10	6
Washington	13	45	44	38	17	6
Oklahoma	19	79	60	55	38	13
Kansas	22	69	71	58	27	12
Total	41	148	131	113	65	25

H. Find more uses for farm products.

	SA	A	U	D	SD	Best
Texas	44	54	2	0	1	44
Grant	70	72	4	0	4	61
Thomas	39	49	1	1	0	29
Washington	78	67	10	1	1	54
Oklahoma	114	126	6	0	5	105
Kansas	117	116	11	2	1	83
Total	231	242	17	2	6	188

APPENDIX B

APPENDIX B, TABLE I

FREQUENCIES OF APPROVAL-DISAPPROVAL ON ITEMS USED IN PERCEPTION SCALE, BY AREAS

A. There is apt to be a shortage of food because so many people are moving off the farm.

	SA	A	U	D	SD
Texas	4	14	8	62	13
Grant	1	18	8	92	31
Thomas	5	11	10	46	18
Washington	10	30	14	88	16
Oklahoma	5	32	16	154	44
Kansas	15	41	24	134	34
Total	20	73	40	288	78

B. A depression in agriculture will usually lead the whole country into a depression.

	SA	A	U	D	SD
Texas	38	52	7	3	1
Grant	66	69	3	11	1
Thomas	31	41	7	7	4
Washington	57	87	9	2	3
Oklahoma	104	121	10	14	2
Kansas	88	128	16	9	7
Total	192	249	26	23	9

C. A growing population will eliminate the farm surplus problem within about five years.

	SA	A	U	D	SD
Texas	3	13	32	48	5
Grant	3	21	38	80	8
Thomas	10	22	24	30	4
Washington	6	31	53	61	7
Oklahoma	6	34	70	128	13
Kansas	16	53	77	91	11
Total	22	87	147	219	24

APPENDIX B, TABLE I (Continued)

D. If we went to a free market for farm products, farm income would return to recent levels after a short period of adjustment.

	SA	A	U	D	SD
Texas	5	36	26	29	5
Grant	8	47	33	43	19
Thomas	12	26	23	24	5
Washington	9	39	55	44	11
Oklahoma	13	83	59	72	24
Kansas	21	65	78	68	16
Total	34	148	137	140	40

E. Finding new uses for farm products doesn't offer much hope for solving the farm problem.

	SA	A	U	D	SD
Texas	0	19	6	63	13
Grant	3	40	16	75	16
Thomas	9	20	9	36	16
Washington	6	37	17	84	14
Oklahoma	3	59	22	138	29
Kansas	15	57	26	120	30
Total	18	116	48	258	59

F. The government should support farm prices but it shouldn't try to tell a farmer what and how much to produce.

	SA	A	U	D	SD
Texas	5	23	18	48	7
Grant	6	32	18	75	19
Thomas	8	22	14	35	11
Washington	15	36	30	68	9
Oklahoma	11	55	36	123	26
Kansas	23	58	44	103	20
Total	34	113	80	226	46

APPENDIX B, TABLE I (Continued)

G. The family farm is rapidly going out of existence.

	SA	A	U	D	SD
Texas	20	55	6	18	2
Grant	38	88	5	13	6
Thomas	21	46	7	14	2
Washington	41	68	13	29	7
Oklahoma	58	143	11	31	8
Kansas	62	114	20	43	9
Total	120	257	31	74	17

H. There's no reason for the United States to have so much surplus food while there are hungry people in the world.

	SA	A	U	D	SD
Texas	22	50	13	16	0
Grant	30	76	19	23	2
Thomas	18	52	10	9	1
Washington	35	64	35	22	2
Oklahoma	52	126	32	39	2
Kansas	53	116	45	31	3
Total	105	242	77	70	5

I. The wheat price would be higher than it is now if farmers didn't use new varieties and fertilizers.

	SA	A	U	D	SD
Texas	4	24	11	50	12
Grant	9	46	20	51	24
Thomas	2	17	16	43	12
Washington	7	62	30	49	10
Oklahoma	13	70	31	101	36
Kansas	9	79	46	92	22
Total	22	149	77	193	58

APPENDIX B, TABLE I (Continued)

J. Farmers could easily organize to control production and raise prices.

	SA	A	U	D	SD
Texas	3	15	20	48	15
Grant	9	23	16	71	31
Thomas	4	9	15	48	14
Washington	6	21	24	80	27
Oklahoma	12	38	36	119	46
Kansas	10	30	39	128	41
Total	22	68	75	247	87

K. When developing a wheat export policy, the United States must consider its effects on other wheat exporting countries.

	SA	A	U	D	SD
Texas	3	61	13	17	7
Grant	9	77	30	25	9
Thomas	6	49	10	21	4
Washington	7	80	40	25	6
Oklahoma	12	138	43	42	16
Kansas	13	129	50	46	10
Total	25	267	93	88	26

APPENDIX B, TABLE II

FREQUENCIES OF APPROVAL-DISAPPROVAL ON ITEMS USED IN LIBERAL-CONSERVATIVE SCALE, BY AREAS

A. The Federal government should not get involved in such projects as electric power and housing.

	SA	A	U	D	SD
Texas	10	27	19	38	7
Grant	15	30	23	66	16
Thomas	10	24	19	30	7
Washington	15	32	40	56	14
Oklahoma	25	57	42	104	23
Kansas	25	56	59	86	21
Total	50	113	101	190	44

B. Instead of reducing taxes recently, Congress should have tried to reduce the national debt.

	SA	A	U	D	SD
Texas	26	37	16	19	3
Grant	31	50	32	33	4
Thomas	20	30	22	17	1
Washington	28	61	39	26	3
Oklahoma	57	87	48	52	7
Kansas	48	91	61	43	4
Total	105	178	109	95	11

C. The Federal government ought to see to it that anyone who wants to work can find a job.

	SA	A	U	D	SD
Texas	4	37	16	35	9
Grant	12	54	25	49	10
Thomas	4	36	17	26	7
Washington	17	52	32	51	5
Oklahoma	16	91	41	84	19
Kansas	21	88	49	77	12
Total	37	179	90	161	31

APPENDIX B, TABLE II (Continued)

D. Most big businesses make entirely too much profit.

	SA	A	U	D	SD
Texas	20	34	23	21	3
Grant	32	53	38	24	3
Thomas	13	50	14	10	3
Washington	41	60	36	19	1
Oklahoma	52	87	61	45	6
Kansas	54	110	50	29	4
Total	106	197	111	74	10

E. Government relief programs have gotten to be too large.

	SA	A	U	D	SD
Texas	26	39	24	11	1
Grant	38	57	34	20	1
Thomas	24	38	21	7	0
Washington	30	71	37	17	2
Oklahoma	64	96	58	31	2
Kansas	54	109	58	24	2
Total	118	205	116	55	4

F. It's time for Congress to pass a bill that will provide medical care for the aged.

	SA	A	U	D	SD
Texas	4	29	23	29	16
Grant	5	37	38	41	29
Thomas	5	27	16	27	15
Washington	11	37	45	44	20
Oklahoma	9	66	61	70	45
Kansas	16	64	61	71	35
Total	25	130	122	141	80

APPENDIX B, TABLE II (Continued)

G. The Federal government should be doing more to help small towns and cities build the schools they need.

	SA	A	U	D	SD
Texas	3	34	14	36	14
Grant	14	57	21	43	15
Thomas	7	33	18	21	11
Washington	19	51	38	36	13
Oklahoma	17	91	35	79	29
Kansas	26	84	56	57	24
Total	43	175	91	136	53

H. One job of government is to see that people are free to run their businesses as they please.

	SA	A	U	D	SD
Texas	34	46	10	9	2
Grant	36	76	14	19	5
Thomas	25	42	15	8	0
Washington	43	58	33	22	1
Oklahoma	70	122	24	28	7
Kansas	68	100	48	30	1
Total	138	222	72	58	8

I. Present government farm programs are contrary to the free enterprise system.

	SA	A	U	D	SD
Texas	26	41	13	19	2
Grant	30	73	21	19	7
Thomas	20	40	17	12	1
Washington	28	59	38	27	5
Oklahoma	56	114	34	38	9
Kansas	48	99	55	39	6
Total	104	213	89	77	15

APPENDIX B, TABLE III

FREQUENCIES OF AGREEMENT-DISAGREEMENT ON ITEMS RELATED TO CONCERN ABOUT EFFICIENCY IN FARMING, BY AREA

A. What a farmer has grown in the past is a good way to figure allotments for the future.

	SA	A	U	D	SD
Texas	2	40	15	27	17
Grant	4	49	12	60	25
Thomas	6	26	10	32	16
Washington	5	56	18	50	29
Oklahoma	6	89	27	87	42
Kansas	11	82	28	82	45
Total	17	171	55	169	87

B. One goal of farm programs should be to keep increasing efficiency--that is, produce more food with less land and labor.

	SA	A	U	D	SD
Texas	11	46	18	21	5
Grant	13	79	24	27	7
Thomas	12	35	19	20	4
Washington	15	65	37	31	10
Oklahoma	24	125	42	48	12
Kansas	27	100	56	51	14
Total	51	225	98	99	26

C. Farmers that are making a good living shouldn't be allowed to buy or rent any more land.

	SA	A	U	D	SD
Texas	6	8	7	43	37
Grant	8	17	13	78	34
Thomas	7	14	6	39	24
Washington	10	19	22	70	37
Oklahoma	14	25	20	121	71
Kansas	17	33	28	109	61
Total	31	58	48	230	132

APPENDIX B, TABLE III (Continued)

D. One sensible way to cut farm production would be to put a limit on the amount of fertilizer that can be used.

	SA	A	U	D	SD
Texas	3	7	13	54	24
Grant	6	17	11	74	42
Thomas	1	13	10	38	28
Washington	8	25	18	68	39
Oklahoma	9	24	24	128	66
Kansas	9	38	28	106	67
Total	18	62	52	234	133

E. The government should see that every farmer makes a decent living.

	SA	A	U	D	SD
Texas	6	12	13	48	22
Grant	12	22	14	77	25
Thomas	11	15	13	31	20
Washington	17	27	28	65	21
Oklahoma	18	34	27	125	47
Kansas	28	42	41	96	41
Total	46	76	68	221	88

F. It's important to provide an opportunity to farm for all boys who want to farm.

	SA	A	U	D	SD
Texas	18	43	16	20	4
Grant	36	69	16	21	8
Thomas	18	44	14	10	4
Washington	39	77	17	20	5
Oklahoma	54	112	32	41	12
Kansas	57	121	31	30	9
Total	111	233	63	71	21

APPENDIX B, TABLE III (Continued)

G. Farmers should vote down any wheat program that would raise the cost of producing a bushel of wheat.

	SA	A	U	D	SD
Texas	24	45	15	14	3
Grant	32	65	26	21	6
Thomas	22	37	16	12	3
Washington	24	60	40	29	5
Oklahoma	56	110	41	35	9
Kansas	46	97	56	41	8
Total	102	207	97	76	17

APPENDIX B, TABLE IV

FREQUENCIES OF AGREEMENT-DISAGREEMENT ON ITEMS RELATED TO CONCERN ABOUT GOVERNMENT COST OF FARM PROGRAMS, BY AREAS[a]

A. Farm price support programs really don't cost the government much.

	SA	A	U	D	SD
Texas	4	17	14	50	16
Grant	4	38	25	60	23
Thomas	5	17	17	34	17
Washington	6	33	20	71	28
Oklahoma	8	55	39	110	39
Kansas	11	50	37	105	45
Total	19	105	76	215	84

[a]Area frequencies on the other item used in this scale can be found in Appendix A, Table II.

APPENDIX B, TABLE V

FREQUENCIES OF AGREEMENT-DISAGREEMENT ON ITEMS RELATED TO GOVERNMENT'S RESPONSIBILITY TO SUPPORT FARM PRICES AND INCOMES, BY AREAS

A. It is the government's responsibility to support farm prices and incomes.

	SA	A	U	D	SD
Texas	2	21	27	35	16
Grant	7	48	28	48	19
Thomas	4	13	20	37	16
Washington	11	46	39	47	15
Oklahoma	9	69	55	83	35
Kansas	15	59	59	84	31
Total	24	128	114	167	66

APPENDIX B, TABLE VI

FREQUENCIES OF AGREEMENT-DISAGREEMENT ON ITEMS RELATED TO ADMINISTRATION OF PAST GOVERNMENT PROGRAMS, BY AREAS

A. It's not possible to set up an allotment system that is fair to all farmers.

	SA	A	U	D	SD
Texas	12	39	11	27	12
Grant	20	60	12	40	18
Thomas	19	39	8	17	7
Washington	17	51	21	52	17
Oklahoma	32	99	23	67	30
Kansas	36	90	29	69	24
Total	68	189	52	136	54

B. Wheat programs have been poorly run (administered) in the past.

	SA	A	U	D	SD
Texas	17	37	18	24	5
Grant	32	56	24	33	5
Thomas	26	29	15	18	2
Washington	24	58	36	33	7
Oklahoma	49	93	42	57	10
Kansas	50	87	51	51	9
Total	99	180	93	108	19

APPENDIX B, TABLE VII

FREQUENCIES OF AGREEMENT-DISAGREEMENT ON ITEMS RELATED TO IMPORTANCE OF PROGRAM INFORMATION, BY AREAS

A. Farmers find it too hard to keep up on all the government programs that come out.

	SA	A	U	D	SD
Texas	27	55	0	17	2
Grant	47	77	3	19	4
Thomas	35	42	4	8	1
Washington	30	77	13	33	5
Oklahoma	74	132	3	36	6
Kansas	65	119	17	41	6
Total	139	251	20	70	12

B. An individual farmer can't do much about the farm problem so why worry about it.

	SA	A	U	D	SD
Texas	5	19	10	47	20
Grant	9	37	8	77	19
Thomas	12	28	11	27	12
Washington	19	51	25	50	13
Oklahoma	14	56	18	124	39
Kansas	31	79	36	77	25
Total	45	135	54	201	64

C. Keeping up on farm programs is just as important as knowing about the latest feeding and fertilizing practices.

	SA	A	U	D	SD
Texas	30	63	4	4	0
Grant	42	93	9	3	3
Thomas	26	54	5	3	2
Washington	41	99	10	5	3
Oklahoma	72	156	13	7	3
Kansas	67	153	15	8	5
Total	139	309	28	15	8

APPENDIX B, TABLE VII (Continued)

D. Determining what farm programs whould be best is really the job of the policy experts.

	SA	A	U	D	SD
Texas	0	11	17	37	36
Grant	3	22	16	63	46
Thomas	4	12	12	32	30
Washington	4	23	26	61	44
Oklahoma	3	33	33	100	82
Kansas	8	35	38	93	74
Total	11	68	71	193	156

APPENDIX C

APPENDIX C, TABLE I

MEAN SCORES AND NORMALIZED Z VALUES ON DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH PERCEPTION SCORES, BY AREAS

Education and Perception

	Mean Score					
	0-10	N	11-up	N	Difference	Z
Grant	33.77	49	33.60	101	.17	.052
Texas	35.60	33	34.22	67	1.38	1.626
Thomas	34.92	42	34.46	47	.46	.507
Washington	35.55	86	32.19	71	3.36	4.720**
Oklahoma	34.51	82	33.85	168	.66	1.049
Kansas	35.35	128	33.10	118	2.25	4.000**
Total	35.02	210	33.54	286	1.48	3.690**

Organizational Index and Perception

	Mean Score					
	0-8	N	9-up	N	Difference	Z
Grant	33.86	90	33.35	60	.51	.891
Texas	35.00	66	33.97	35	1.03	1.369
Thomas	34.69	52	34.76	38	-.07	.094
Washington	34.80	109	32.36	49	2.44	2.908**
Oklahoma	34.34	156	33.57	95	.77	1.500
Kansas	34.77	161	33.41	87	1.36	2.031*
Total	34.56	317	33.50	182	1.06	2.495*

Most Preferred Program and Perception

	Mean Score					
	Free Market	N	Other	N	Difference	Z
Grant	35.34	35	33.01	111	2.33	2.932**
Texas	35.68	19	34.30	80	1.38	1.654
Thomas	35.29	24	34.14	57	1.15	1.368
Washington	36.00	23	33.57	116	2.43	2.499*
Oklahoma	35.46	54	33.55	191	1.91	3.086**
Kansas	35.63	47	33.75	174	1.88	2.689**
Total	35.54	101	33.65	365	1.89	3.878**

APPENDIX C, TABLE I (Continued)

Least Preferred Program and Perception

	Mean Score					
	Free Market	N	Mandatory	N	Difference	Z
Grant	32.50	38	33.91	24	-1.41	1.306
Texas	33.81	27	35.60	28	-1.79	1.735
Thomas	33.45	11	35.65	41	-2.20	1.640
Washington	32.40	42	34.97	45	-2.57	2.555*
Oklahoma	33.04	65	34.82	52	-1.78	2.363*
Kansas	32.62	53	35.30	86	-2.68	3.271**
Total	32.85	118	35.12	138	-2.27	4.095**

Wheat Referendum Vote and Perception

	Mean Score					
	Yes	N	No	N	Difference	Z
Grant	32.49	61	34.73	79	-2.24	3.078**
Texas	32.55	36	35.52	48	-2.97	3.196**
Thomas	33.22	31	35.43	53	-2.21	2.534*
Washington	32.24	54	35.30	69	-3.06	3.524**
Oklahoma	32.51	97	35.03	127	-2.52	4.307**
Kansas	32.60	85	35.36	122	-2.76	4.300**
Total	32.55	182	35.19	249	-2.64	6.123**

Fair Price for Wheat and Perception

	Mean Score					
	0-1.99	N	2.00-up	N	Difference	Z
Grant	34.21	33	33.50	117	.71	.974
Texas	35.61	13	34.33	87	1.28	1.095
Thomas	35.73	19	34.45	70	1.28	.823
Washington	34.84	58	33.60	96	1.24	1.531
Oklahoma	34.60	46	33.85	204	.75	1.342
Kansas	35.06	77	33.96	166	1.10	1.525
Total	34.89	123	33.90	370	.99	2.119*

Five-Year Free Market Price for Wheat and Perception

	Mean Score					
	1.00-1.50	N	Other	N	Difference	Z
Grant	33.07	68	34.01	70	-.94	1.187
Texas	34.01	54	35.67	34	-1.66	1.617
Thomas	34.20	30	35.10	47	-.90	.844
Washington	33.53	67	34.57	66	-1.04	1.444
Oklahoma	33.49	122	34.55	104	-1.06	1.691
Kansas	33.74	97	34.79	113	-1.05	1.770
Total	33.60	219	34.68	217	-1.08	2.483*

APPENDIX C, TABLE I (Continued)

Farm Size and Perception

	Mean Score					
	Small	N	Large	N	Difference	Z
Grant	35.26	23	33.63	73	1.63	1.562
Texas	36.09	21	34.10	49	1.99	2.210*
Thomas	33.88	17	35.02	40	-1.14	.979
Washington	34.11	51	32.74	50	1.37	1.677
Oklahoma	35.65	44	33.81	122	1.84	2.564*
Kansas	34.05	68	33.75	90	.30	.363
Total	34.68	112	33.79	212	.89	1.816

Attendance at Policy Meetings and Perception

	Mean Score					
	Did Attend	N	Did Not Attend	N	Difference	Z
Grant	33.53	130	35.31	16	-1.78	1.731
Texas	34.11	70	35.53	28	-1.42	1.891
Thomas	34.78	71	34.56	16	.22	.00
Washington	33.34	105	35.53	47	-2.19	2.613**
Oklahoma	33.73	200	35.45	44	-1.72	2.792**
Kansas	33.92	176	35.28	63	-1.36	2.019*
Total	33.82	376	35.35	107	-1.53	3.407**

Attendance at Educational Meetings and Perception

	Mean Score					
	Did Attend	N	Did Not Attend	N	Difference	Z
Grant	34.33	69	32.92	79	1.41	2.143*
Texas	34.27	48	34.90	51	-.63	.481
Thomas	35.74	31	34.27	58	1.47	1.248
Washington	32.72	62	34.83	95	-2.11	3.041**
Oklahoma	34.30	117	33.70	130	.60	1.452
Kansas	33.73	93	34.62	153	-.89	1.754
Total	34.05	210	34.19	283	.14	.254

APPENDIX C, TABLE II

MEAN SCORES AND NORMALIZED Z VALUES OF DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH LIBERAL-CONSERVATIVE ORIENTATION, BY AREAS

Age and Liberal-Conservative Orientation

	Mean Score					
	0-44	N	45-up	N	Difference	Z
Grant	23.69	49	25.62	101	-1.93	2.237*
Texas	23.57	40	24.04	61	-.47	.808
Thomas	23.02	37	25.32	53	-2.30	2.118*
Washington	25.49	69	26.11	87	-.62	.542
Oklahoma	23.64	89	25.03	162	-1.39	2.266*
Kansas	24.63	106	25.81	140	-1.18	1.669
Total	24.17	195	25.39	302	-1.22	2.690**

Education and Liberal-Conservative Orientation

	Mean Score					
	0-10	N	11-up	N	Difference	Z
Grant	26.77	49	24.12	101	2.65	2.785**
Texas	25.17	33	23.11	67	2.06	2.250*
Thomas	25.26	42	23.61	47	1.65	1.843
Washington	25.68	85	25.97	71	-.29	.207
Oklahoma	26.17	82	23.72	168	2.45	3.479**
Kansas	25.54	127	25.03	118	.51	1.387
Total	25.78	209	24.26	286	1.52	3.638**

Political Party and Liberal-Conservative Orientation

	Mean Score					
	Dem.	N	Rep.	N	Difference	Z
Grant	25.83	86	23.64	59	2.19	2.301*
Texas	24.65	55	22.27	37	2.38	2.392*
Thomas	26.33	39	22.76	34	3.57	3.152**
Washington	28.77	35	24.94	109	3.83	4.153**
Oklahoma	25.37	141	23.11	96	2.26	3.289**
Kansas	27.48	74	24.47	139	3.01	4.733**
Total	26.10	215	23.91	235	2.19	4.793**

APPENDIX C, TABLE II (Continued)

Most Preferred Program and Liberal-Conservative Orientation

	Mean Score					
	Free Market	N	Other	N	Difference	Z
Grant	20.77	35	26.31	111	-5.54	5.252**
Texas	21.94	19	24.36	80	-2.42	1.824
Thomas	21.62	24	25.15	57	-3.53	2.761**
Washington	23.43	23	26.31	116	-2.88	1.972*
Oklahoma	21.18	54	25.49	191	-4.31	5.541**
Kansas	22.51	47	25.93	173	-3.42	3.803**
Total	21.80	101	25.70	364	-3.90	7.081**

Least Preferred Program and Liberal-Conservative Orientation

	Mean Score					
	Free Market	N	Manda-tory	N	Difference	Z
Grant	28.78	38	23.79	24	4.99	4.349**
Texas	26.96	27	22.39	28	4.59	3.338**
Thomas	27.18	11	23.17	41	4.01	2.405*
Washington	29.00	42	23.11	45	5.89	6.057**
Oklahoma	28.03	65	23.03	52	5.00	5.660**
Kansas	28.62	53	23.13	86	5.49	6.623**
Total	28.29	118	23.10	138	5.19	8.803**

Referendum Vote and Liberal-Conservative Orientation

	Mean Score					
	Yes	N	No	N	Difference	Z
Grant	27.91	61	22.54	79	5.37	6.216**
Texas	26.13	36	22.16	48	3.97	3.688**
Thomas	26.83	31	23.05	53	3.78	3.236**
Washington	28.68	54	23.44	69	5.24	6.464**
Oklahoma	27.25	47	22.40	127	4.85	7.232**
Kansas	28.01	85	23.27	122	4.74	7.192**
Total	27.60	182	22.83	249	4.77	10.149**

APPENDIX C, TABLE II (Continued)

Fair Price for Wheat and Liberal-Conservative Orientation

	Mean Score					
	0-1.99	N	2.00-up	N	Difference	Z
Grant	22.42	33	25.71	117	-3.29	3.443**
Texas	22.53	13	24.04	87	-1.51	.683
Thomas	23.57	19	24.68	70	-1.11	1.385
Washington	24.67	58	26.54	95	-1.87	2.672**
Oklahoma	22.45	46	25.00	204	-2.55	3.136**
Kansas	24.40	77	25.75	165	-1.35	2.666**
Total	23.67	123	25.34	369	-1.67	3.656**

Ratio of Off-Farm to Total Income and Liberal-Conservative Orientation

	Mean Score					
	0-25 Percent	N	26-up Percent	N	Difference	Z
Grant	24.13	76	25.87	74	-1.74	2.224*
Texas	23.93	45	23.80	56	.13	.065
Thomas	25.42	54	22.16	18	3.26	2.233*
Washington	26.08	87	25.20	35	.88	.298
Oklahoma	24.05	121	24.98	130	-.93	1.688
Kansas	25.82	141	24.16	53	1.66	1.494
Total	25.01	262	24.74	183	.27	.046

APPENDIX C, TABLE III

MEAN SCORES AND NORMALIZED Z VALUES ON DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH ATTITUDE TOWARD EFFICIENCY IN FARM PRODUCTION, BY AREAS

Age and Concern about Efficiency in Farming

	Mean Score					
	0-44	N	45-up	N	Difference	Z
Grant	17.40	49	18.48	101	-1.08	1.333
Texas	17.05	40	18.18	61	-1.13	1.790
Thomas	18.05	37	18.83	53	-.78	1.343
Washington	18.20	70	20.06	87	-1.86	3.016**
Oklahoma	17.24	89	18.37	162	-1.13	2.172*
Kansas	18.14	107	19.60	140	-1.46	3.095**
Total	17.73	196	18.94	302	-1.21	3.452**

Education and Concern about Efficiency in Farming

	Mean Score					
	0-10	N	11-up	N	Difference	Z
Grant	19.61	49	17.41	101	2.20	2.952**
Texas	18.60	33	17.29	67	1.31	1.878
Thomas	19.02	42	18.10	47	.92	1.218
Washington	19.82	86	18.46	71	1.36	2.348*
Oklahoma	19.20	82	17.36	168	1.84	3.474**
Kansas	19.56	128	18.32	118	1.24	2.631**
Total	19.42	210	17.76	286	1.66	4.721**

Organizational Index and Concern about Efficiency in Farming

	Mean Score					
	0-8	N	9-up	N	Difference	Z
Grant	18.86	90	17.03	60	1.83	2.818**
Texas	18.22	66	16.80	35	1.42	1.969*
Thomas	18.65	52	18.31	38	.34	.181
Washington	19.31	109	19.00	49	.31	.893
Oklahoma	18.59	156	16.94	95	1.65	3.387**
Kansas	19.09	161	18.70	87	.39	.943
Total	18.85	317	17.78	182	1.07	3.034**

APPENDIX C, TABLE III (Continued)

Political Party and Concern about Efficiency in Farming

	Mean Score					
	Dem.	N	Rep.	N	Difference	Z
Grant	18.16	86	17.94	59	.22	.408
Texas	18.09	55	16.83	37	1.26	1.784
Thomas	19.64	39	17.83	30	1.81	1.666
Washington	20.74	35	18.83	110	1.91	2.864**
Oklahoma	18.13	141	17.52	96	.61	1.42
Kansas	20.16	74	18.62	140	1.54	2.893**
Total	18.83	215	18.17	236	.66	1.945

Least Preferred Programs and Concern about Efficiency in Farming

	Mean Score					
	Free Market	N	Manda-tory	N	Difference	Z
Grant	19.39	38	17.16	24	2.23	2.515*
Texas	17.85	27	17.28	28	.57	.925
Thomas	19.63	11	18.31	41	1.32	1.287
Washington	19.59	42	18.40	45	1.19	1.658
Oklahoma	18.75	65	17.23	52	1.52	2.790**
Kansas	19.60	53	18.36	86	1.24	2.201*
Total	19.13	118	17.93	138	1.20	3.209**

Referendum Vote and Concern about Efficiency in Farming

	Mean Score					
	Yes	N	No	N	Difference	Z
Grant	18.75	61	17.35	79	1.40	2.125*
Texas	18.08	142	17.29	48	.79	1.372
Thomas	19.83	31	17.75	53	2.08	2.150*
Washington	19.74	54	18.60	69	1.14	1.922
Oklahoma	18.50	97	17.33	127	1.17	2.357*
Kansas	19.77	85	18.23	122	1.54	2.920**
Total	19.09	182	17.77	249	1.32	3.740**

Fair Price for Wheat and Concern about Efficiency in Farming

	Mean Score					
	0-1.99	N	2.00-up	N	Difference	Z
Grant	16.48	33	18.59	117	-2.11	2.744**
Texas	18.30	13	17.67	87	.63	.139
Thomas	17.36	19	18.88	70	-1.52	2.072*
Washington	19.31	58	19.15	96	.16	.180
Oklahoma	17.00	46	18.20	204	-1.20	2.137*
Kansas	18.83	77	19.04	166	-.21	.794
Total	18.14	123	18.58	370	-.44	1.486

APPENDIX C, TABLE III (Continued)

Debt to Asset Ratio and Concern about Efficiency in Farming

	Mean Score					
	0-25 Percent	N	26-up Percent	N	Difference	Z
Grant	18.30	115	17.55	34	.75	.782
Texas	17.97	80	17.00	20	.97	1.291
Thomas	19.03	63	16.83	18	2.20	2.318*
Washington	19.52	99	18.60	38	.92	1.340
Oklahoma	18.16	195	17.35	54	.81	1.487
Kansas	19.33	162	18.03	56	1.30	2.351*
Total	18.69	357	17.70	110	.99	2.495*

Total Income and Concern about Efficiency in Farming

	Mean Score					
	Low	N	High	N	Difference	Z
Grant	19.21	73	17.10	77	2.11	3.671**
Texas	18.13	36	17.50	65	.63	.727
Thomas	21.04	24	17.35	48	3.69	3.605**
Washington	19.35	60	19.00	62	.35	.589
Oklahoma	18.86	109	17.28	142	1.58	3.570**
Kansas	19.83	84	18.28	110	1.55	2.711**
Total	19.28	193	17.72	252	1.56	4.386**

Ratio of Off-Farm to Total Income and Concern about Efficiency in Farming

	Mean Score					
	0-25 Percent	N	26-up Percent	N	Difference	Z
Grant	17.86	76	18.40	74	-.54	.436
Texas	16.97	45	18.33	56	-1.36	1.758
Thomas	19.37	54	16.22	18	3.15	2.886**
Washington	19.44	87	18.48	35	.96	1.319
Oklahoma	17.53	121	18.37	130	-.84	1.454
Kansas	19.41	141	17.71	53	1.70	2.746**
Total	18.54	262	18.18	183	.36	1.174

Farm Size and Concern about Efficiency in Farming

	Mean Score					
	Small	N	Large	N	Difference	Z
Grant	19.13	23	17.04	73	2.09	1.933
Texas	19.04	21	16.73	49	2.31	2.266*
Thomas	20.23	17	17.57	40	2.66	1.569
Washington	19.49	51	18.58	50	.91	1.084
Oklahoma	19.09	44	16.91	122	2.18	2.988**
Kansas	19.67	68	18.13	90	1.54	1.961*
Total	19.44	112	17.43	212	2.01	3.826**

APPENDIX C, TABLE III (Continued)

Attendance at Educational Meetings and Concern about Efficiency in Farming

	Mean Score					
	Did Attend	N	Did Not Attend	N	Difference	Z
Grant	17.88	69	18.39	79	-.51	.583
Texas	16.85	48	18.45	51	-1.60	2.016*
Thomas	18.09	31	18.68	58	-.59	.316
Washington	18.75	62	19.54	95	-.79	1.381
Oklahoma	17.46	117	18.41	130	-.95	1.757
Kansas	18.53	93	19.22	153	-.69	1.232
Total	17.93	210	18.85	283	-.92	2.419*

Net Worth and Concern about Efficiency in Farming

	Mean Score					
	Low	N	High	N	Difference	Z
Grant	18.25	68	18.03	81	.22	.191
Texas	18.26	75	16.32	25	1.94	2.085*
Thomas	19.19	51	17.43	30	1.76	1.784
Washington	19.47	107	18.44	29	1.03	1.409
Oklahoma	18.25	143	17.63	106	.62	.918
Kansas	19.38	158	17.93	59	1.45	2.368*
Total	18.85	301	17.73	165	1.12	2.668**

APPENDIX C, TABLE IV

MEAN SCORES AND NORMALIZED Z VALUES ON DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH ATTITUDE TOWARD GOVERNMENT COSTS, BY AREAS

Education and Concern about Government Costs

	Mean Score					
	0-10	N	11-up	N	Difference	Z
Grant	4.53	49	4.61	101	-.08	.235
Texas	4.24	33	4.35	67	-.11	.419
Thomas	4.26	42	4.36	47	-.10	.210
Washington	4.17	86	5.00	71	-.83	3.043**
Oklahoma	4.41	82	4.51	168	-.10	.451
Kansas	4.20	128	4.74	118	-.54	2.235*
Total	4.28	210	4.60	286	-.32	2.011*

Organizational Index and Concern about Government Costs

	Mean Score					
	0-8	N	9-up	N	Difference	Z
Grant	4.77	90	4.30	60	.47	2.024*
Texas	4.43	66	4.08	35	.35	1.308
Thomas	4.01	52	4.73	38	-.72	1.938
Washington	4.41	109	4.83	49	-.42	1.202
Oklahoma	4.63	156	4.22	95	.41	2.365*
Kansas	4.28	161	4.79	87	-.51	2.058*
Total	4.45	317	4.49	182	-.04	.204

Political Party and Concern about Government Costs

	Mean Score					
	Dem.	N	Rep.	N	Difference	Z
Grant	4.93	86	4.11	59	.82	3.037**
Texas	4.47	55	3.97	37	.50	1.492
Thomas	4.82	39	3.63	30	1.19	3.003**
Washington	5.40	35	4.27	110	1.13	3.116**
Oklahoma	4.75	141	4.06	96	.69	3.331**
Kansas	5.09	74	4.13	140	.96	3.739**
Total	4.86	215	4.10	236	.76	4.909**

APPENDIX C, TABLE IV (Continued)

Most Preferred Program and Concern about Government Costs

	Mean Score					
	Free Market	N	Other	N	Difference	Z
Grant	3.71	35	4.84	111	-1.13	3.340**
Texas	3.68	19	4.50	80	-.82	1.956
Thomas	3.33	24	4.54	57	-1.21	2.976**
Washington	3.73	23	4.66	117	-.93	2.039*
Oklahoma	3.70	54	4.70	191	-1.00	4.041**
Kansas	3.53	47	4.62	174	-1.09	3.833**
Total	3.62	101	4.66	365	-1.04	5.932**

Least Preferred Program and Concern about Government Costs

	Mean Score					
	Free Market	N	Mandatory	N	Difference	Z
Grant	5.50	38	4.29	24	1.21	2.624**
Texas	4.59	27	4.25	28	.34	.923
Thomas	5.00	11	4.17	41	.83	1.814
Washington	5.07	42	4.02	45	1.05	2.945**
Oklahoma	5.12	65	4.26	52	.86	2.705**
Kansas	5.05	53	4.09	86	.96	3.526**
Total	5.09	118	4.15	138	.94	4.623**

Referendum Vote and Concern about Government Costs

	Mean Score					
	Yes	N	No	N	Difference	Z
Grant	5.27	61	4.06	79	1.21	4.001**
Texas	5.16	36	3.75	48	1.41	4.369**
Thomas	5.16	31	3.86	53	1.30	3.278**
Washington	5.18	54	4.14	69	1.04	3.246**
Oklahoma	5.23	97	3.94	127	1.29	5.839**
Kansas	5.17	85	4.02	122	1.15	4.660**
Total	5.20	182	3.98	249	1.22	7.463**

APPENDIX C, TABLE IV (Continued)

Fair Price for Wheat and Concern about Government Costs

	Mean Score					
	0-1.99	N	2.00-up	N	Difference	Z
Grant	3.78	33	4.81	117	-1.03	3.201**
Texas	4.53	13	4.31	87	.22	.550
Thomas	4.05	19	4.37	70	-.32	.414
Washington	3.96	58	4.87	96	-.91	3.053**
Oklahoma	4.00	46	4.59	204	-.59	2.319*
Kansas	3.98	77	4.66	166	-.68	2.610**
Total	3.99	123	4.62	370	-.63	3.577**

Farm Size and Concern about Government Costs

	Mean Score					
	Small	N	Large	N	Difference	Z
Grant	4.34	23	4.75	73	-.41	1.120
Texas	4.47	21	4.28	49	.19	.432
Thomas	4.35	17	4.52	40	-.17	.643
Washington	4.31	51	5.14	50	-.83	2.263*
Oklahoma	4.40	44	4.56	122	-.16	.618
Kansas	4.32	68	4.86	90	-.54	2.111*
Total	4.35	112	4.69	212	-.34	1.891

Attendance at Educational Meetings and Concern about Government Costs

	Mean Score					
	Did Attend	N	Did Not Attend	N	Difference	Z
Grant	4.46	69	4.68	79	-.22	.975
Texas	4.39	48	4.23	51	.16	.536
Thomas	4.35	31	4.31	58	.04	.154
Washington	4.96	62	4.29	95	.67	2.266*
Oklahoma	4.43	117	4.50	130	-.07	.465
Kansas	4.76	93	4.30	153	.46	1.999*
Total	4.58	210	4.39	283	.19	1.109

APPENDIX C, TABLE V

MEAN SCORES AND NORMALIZED Z VALUES ON DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH ATTITUDE TOWARD CONSUMER COSTS, BY AREAS

Age and Concern about Consumer Cost

	Mean Score					
	0-44	N	45-up	N	Difference	Z
Grant	5.63	49	5.13	101	.50	1.763
Texas	5.80	40	5.32	61	.48	1.762
Thomas	5.51	37	5.24	53	.27	1.116
Washington	5.31	69	5.05	85	.26	.868
Oklahoma	5.70	89	5.20	162	.50	2.544*
Kansas	5.38	106	5.13	138	.25	1.273
Total	5.53	195	5.17	300	.36	2.558*

Education and Concern about Consumer Cost

	Mean Score					
	0-10	N	11-up	N	Difference	Z
Grant	5.12	49	5.38	101	-.26	1.143
Texas	5.36	33	5.62	67	-.26	.788
Thomas	5.14	42	5.53	47	-.39	1.673
Washington	4.78	85	5.65	69	-.87	3.141**
Oklahoma	5.21	82	5.48	168	-.27	1.416
Kansas	4.90	127	5.60	116	-.70	3.505**
Total	5.02	209	5.53	284	-.51	3.756**

Least Preferred Program and Concern about Consumer Cost

	Mean Score					
	Free Market	N	Manda-tory	N	Difference	Z
Grant	5.34	38	5.41	24	.07	.166
Texas	6.00	27	5.17	28	.83	2.155*
Thomas	5.09	11	5.21	41	-.12	.409
Washington	5.57	40	4.93	45	.64	1.690
Oklahoma	5.61	65	5.28	52	.33	1.317
Kansas	5.47	51	5.06	86	.41	1.235
Total	5.55	116	5.15	138	.40	2.007*

APPENDIX C, TABLE V (Continued)

Full or Part Time Operation and Concern about Consumer Cost

	Mean Score					
	Full Time	N	Part Time	N	Difference	Z
Grant	5.25	130	5.60	20	-.35	1.265
Texas	5.52	82	5.47	19	.05	.406
Thomas	5.22	74	5.93	16	-.71	1.513
Washington	5.09	133	5.66	21	-.57	1.410
Oklahoma	5.35	212	5.53	39	-.18	1.260
Kansas	5.14	207	5.78	37	-.64	2.103*
Total	5.25	419	5.65	76	-.40	2.344*

Debt to Asset Ratio and Concern about Consumer Cost

	Mean Score					
	0-25 Percent	N	26-up Percent	N	Difference	Z
Grant	5.21	115	5.55	34	-.34	1.265
Texas	5.51	80	5.50	20	.01	.232
Thomas	5.20	63	5.88	18	-.68	1.494
Washington	5.04	97	5.70	37	-.66	2.184*
Oklahoma	5.33	195	5.53	54	-.20	1.155
Kansas	5.10	160	5.76	55	-.66	2.610**
Total	5.23	355	5.65	109	-.42	2.674**

Ratio of Off-Farm to Total Income and Concern about Consumer Cost

	Mean Score					
	0-25	N	26-up	N	Difference	Z
Grant	5.27	76	5.32	74	-.05	.751
Texas	5.42	45	5.58	56	-.16	1.018
Thomas	5.09	54	5.88	18	-.79	1.875
Washington	5.23	86	5.37	35	-.14	.789
Oklahoma	5.33	121	5.43	130	-.10	1.277
Kansas	5.17	140	5.54	53	-.34	1.729
Total	5.24	261	5.46	183	-.22	2.265*

Farm Bureau Membership and Concern about Consumer Cost

	Mean Score					
	Members	N	Non-Members	N	Difference	Z
Grant	5.61	62	5.07	88	.54	2.525*
Texas	5.47	34	5.53	67	-.06	.560
Thomas	5.44	50	5.25	40	.19	.322
Washington	5.48	49	5.02	106	.46	2.100*
Oklahoma	5.56	96	5.27	155	.36	1.600
Kansas	5.46	99	5.08	146	.38	2.040*
Total	5.51	195	5.18	301	.33	2.545*

APPENDIX C, TABLE VI

MEAN SCORES AND NORMALIZED Z VALUES ON DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH ATTITUDE TOWARD GOVERNMENT'S RESPONSIBILITY TO SUPPORT FARM PRICES AND INCOMES, BY AREAS

Political Party and Attitude Toward Government's Responsibility to Support Farm Prices and Incomes

	Mean Score					
	Dem.	N	Rep.	N	Difference	Z
Grant	3.01	86	2.61	59	.40	2.102*
Texas	2.76	55	2.27	37	.49	2.232*
Thomas	2.92	39	2.20	30	.72	2.472*
Washington	3.25	35	2.84	110	.41	1.708
Oklahoma	2.91	141	2.47	96	.44	3.042**
Kansas	3.08	74	2.70	140	.38	2.066*
Total	2.97	215	2.61	236	.36	3.336**

Most Preferred Farm Program and Attitude Toward Government's Responsibility to Support Farm Prices and Incomes

	Mean Score					
	Free Market	N	Other	N	Difference	Z
Grant	1.77	35	3.18	111	-1.41	6.373**
Texas	1.89	19	2.76	80	-.87	3.308**
Thomas	1.95	24	2.54	57	-.59	2.594**
Washington	2.26	23	3.06	117	-.80	3.013**
Oklahoma	1.81	54	3.01	191	-1.20	7.033**
Kansas	2.10	47	2.89	174	-.79	4.358**
Total	1.95	101	2.95	365	-1.00	8.125**

Least Preferred Farm Program and Attitude Toward Government's Responsibility to Support Farm Prices and Incomes

	Mean Score					
	Free Market	N	Mandatory	N	Difference	Z
Grant	3.60	38	2.50	24	1.10	3.672**
Texas	3.29	27	2.10	28	1.19	4.247**
Thomas	2.90	11	2.34	41	.56	1.928
Washington	3.54	42	2.33	45	1.21	5.080**
Oklahoma	3.47	65	2.28	52	1.19	5.643**
Kansas	3.41	53	2.33	86	1.08	5.672**
Total	3.44	118	2.31	138	1.13	8.094**

APPENDIX C, TABLE VI (Continued)

Referendum Vote and Attitude Toward Government's Responsibility to Support Farm Prices and Incomes

	Mean Score					
	Yes	N	No	N	Difference	Z
Grant	3.40	61	2.37	79	1.03	5.238**
Texas	2.97	36	2.16	48	.81	3.465**
Thomas	2.77	31	2.33	53	.44	2.046*
Washington	3.42	54	2.52	69	.90	4.401**
Oklahoma	3.24	97	2.29	127	.95	6.242**
Kansas	3.18	85	2.44	122	.74	4.715**
Total	3.21	182	2.36	249	.85	7.768**

Fair Price for Wheat and Attitude Toward Government's Responsibility to Support Farm Prices and Incomes

	Mean Score					
	0-1.99	N	2.00-up	N	Difference	Z
Grant	2.42	33	2.95	117	-.53	2.308*
Texas	2.30	13	2.64	87	-.34	1.050
Thomas	2.15	19	2.58	70	-.43	1.664
Washington	2.56	58	3.15	96	-.59	3.143**
Oklahoma	2.39	46	2.82	204	-.43	2.363*
Kansas	2.46	77	2.91	166	-.45	2.917**
Total	2.43	123	2.86	370	-.43	3.682**

Total Income and Attitude Toward Government's Responsibility to Support Farm Prices and Incomes

	Mean Score					
	Low	N	High	N	Difference	Z
Grant	2.93	73	2.75	77	.18	.963
Texas	2.77	36	2.47	65	.30	1.193
Thomas	3.00	24	2.35	48	.65	2.460*
Washington	2.65	60	3.32	62	-.67	3.485**
Oklahoma	2.88	109	2.62	142	.26	1.721
Kansas	2.75	84	2.90	110	-.15	1.037
Total	2.82	193	2.74	252	.08	.613

APPENDIX C, TABLE VII

MEAN SCORES AND NORMALIZED Z VALUES ON DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH ATTITUDE TOWARD PROGRAM ADMINISTRATION, BY AREAS

Education and Attitude Toward Program Administration

	Mean Score					
	0-10	N	11-up	N	Difference	Z
Grant	5.16	49	5.40	101	-.24	.775
Texas	4.84	33	5.85	67	-1.01	2.739**
Thomas	4.64	42	5.02	47	-.38	.897
Washington	5.38	86	5.98	71	-.60	1.830
Oklahoma	5.03	82	5.58	168	-.55	2.364*
Kansas	5.14	128	5.60	118	-.46	1.792
Total	5.10	210	5.59	286	-.49	2.910**

Organizational Index and Attitude Toward Program Administration

	Mean Score					
	0-8	N	9-up	N	Difference	Z
Grant	5.42	90	5.18	60	.24	.752
Texas	5.25	66	6.00	35	-.75	1.886
Thomas	4.50	52	5.28	38	-.78	2.087*
Washington	5.48	109	5.97	49	-.49	1.559
Oklahoma	5.35	156	5.48	95	-.13	.562
Kansas	5.16	161	5.67	87	-.51	2.176*
Total	5.25	317	5.57	182	-.32	1.941

Political Party and Attitude Toward Program Administration

	Mean Score					
	Dem.	N	Rep.	N	Difference	Z
Grant	5.37	86	5.27	59	.10	.006
Texas	5.69	55	5.02	37	.67	1.417
Thomas	5.41	39	4.60	30	.81	1.686
Washington	6.54	35	5.39	110	1.15	3.277**
Oklahoma	5.49	141	5.17	96	.32	.956
Kansas	5.94	74	5.22	140	.72	2.729**
Total	5.65	215	5.20	236	.45	2.328*

APPENDIX C, TABLE VII (Continued)

Most Preferred Program and Attitude Toward Program Administration

	Mean Score					
	Free Market	N	Other	N	Difference	Z
Grant	4.54	35	5.58	111	-1.04	3.003**
Texas	4.63	19	5.71	80	-1.08	2.216*
Thomas	4.50	24	4.96	57	-.46	1.109
Washington	4.82	23	5.77	117	-.95	2.237*
Oklahoma	4.57	54	5.63	191	-1.06	3.745**
Kansas	4.65	47	5.51	174	-.86	2.881**
Total	4.61	101	5.57	365	-.96	4.702**

Least Preferred Program and Attitude Toward Program Administration

	Mean Score					
	Free Market	N	Manda-tory	N	Difference	Z
Grant	5.81	38	4.95	24	.86	2.126*
Texas	5.88	27	5.46	28	.42	1.004
Thomas	5.54	11	4.75	41	.79	1.284
Washington	6.35	42	4.75	45	1.60	4.309**
Oklahoma	5.84	65	5.23	52	.61	2.094*
Kansas	6.18	53	4.75	86	1.43	4.710**
Total	6.00	118	4.93	138	1.07	4.967**

Referendum Vote and Attitude Toward Program Administration

	Mean Score					
	Yes	N	No	N	Difference	Z
Grant	5.75	61	5.03	79	.72	2.475*
Texas	6.25	36	5.14	48	1.11	2.458*
Thomas	5.64	31	4.35	53	1.29	2.906**
Washington	6.44	54	5.08	69	1.36	4.358**
Oklahoma	5.93	97	5.07	127	.86	3.434**
Kansas	6.15	85	4.77	122	1.38	5.429**
Total	6.03	182	4.92	249	1.11	6.272**

Fair Price for Wheat and Attitude Toward Program Administration

	Mean Score					
	0-1.99	N	2.00-up	N	Difference	Z
Grant	4.96	33	5.42	117	-.46	1.055
Texas	5.38	13	5.57	87	-.19	.417
Thomas	4.10	19	5.02	70	-.92	1.973*
Washington	5.36	58	5.85	96	-.49	1.931
Oklahoma	5.08	46	5.49	204	-.41	1.245
Kansas	5.05	77	5.50	166	-.45	2.069*
Total	5.06	123	5.49	370	-.43	2.410*

APPENDIX C, TABLE VIII

MEAN SCORES AND NORMALIZED Z VALUES ON DIFFERENCES FOR GROUPS SHOWING AN ASSOCIATION WITH ATTITUDE TOWARD PROGRAM INFORMATION, BY AREAS

Education and Information Orientation

	Mean Score					
	0-10	N	11-up	N	Difference	Z
Grant	10.97	49	10.40	101	.57	1.533
Texas	10.90	33	9.76	67	1.14	1.786
Thomas	12.04	42	10.57	47	1.47	2.998**
Washington	11.41	86	10.18	71	1.23	3.026**
Oklahoma	10.95	82	10.14	168	.81	2.352*
Kansas	11.62	128	10.33	118	1.29	4.136**
Total	11.36	210	10.22	286	1.14	5.107**

Organizational Index and Information Orientation

	Mean Score					
	0-8	N	9-up	N	Difference	Z
Grant	10.93	90	10.08	60	.81	2.116*
Texas	10.68	66	9.14	35	1.54	3.055**
Thomas	11.38	52	11.05	38	.33	.607
Washington	10.98	109	10.63	49	.35	.636
Oklahoma	10.82	156	9.73	95	1.09	3.422**
Kansas	11.11	161	10.81	87	.30	.741
Total	10.97	317	10.25	182	.72	2.935**

Most Preferred Farm Program and Information Orientation

	Mean Score					
	Free Market	N	Other	N	Difference	Z
Grant	10.80	35	10.42	111	.32	.780
Texas	11.36	19	9.88	80	1.48	2.696**
Thomas	10.87	24	11.24	57	-.37	.576
Washington	11.95	23	10.58	117	1.37	2.592**
Oklahoma	11.00	54	10.19	191	.81	2.161*
Kansas	11.40	47	10.80	174	.60	1.645
Total	11.18	101	10.48	365	.70	2.498*

APPENDIX C, TABLE VIII (Continued)

Least Preferred Farm Program and Information Orientation

	Mean Score					
	Free Market	N	Manda-tory	N	Difference	Z
Grant	10.05	38	10.66	24	-.61	.868
Texas	9.66	27	10.53	28	-.87	1.253
Thomas	10.81	11	11.14	41	-.43	.057
Washington	10.16	42	11.02	45	-.86	1.695
Oklahoma	9.89	65	10.59	52	-.70	1.457
Kansas	10.30	53	11.08	86	-.78	1.804
Total	10.07	118	10.89	138	-.82	2.603**

Referendum Vote and Information Orientation

	Mean Score					
	Yes	N	No	N	Difference	Z
Grant	10.14	61	10.89	79	-.75	1.743
Texas	9.47	36	10.33	48	-.86	1.098
Thomas	11.16	31	11.30	53	-.14	.042
Washington	9.44	54	11.47	69	-2.03	4.567**
Oklahoma	9.89	97	10.68	127	-.79	2.108*
Kansas	10.07	85	11.40	122	-1.33	3.806**
Total	9.97	182	11.03	249	-1.06	4.302**

Attendance at Policy Meetings and Information Orientation

	Mean Score					
	Did Attend	N	Did Not Attend	N	Difference	Z
Grant	10.52	130	11.25	16	-.73	1.012
Texas	9.65	70	11.42	28	-1.77	3.286**
Thomas	11.23	71	11.18	16	.05	.160
Washington	10.46	105	11.72	47	-1.26	2.937**
Oklahoma	10.22	200	11.36	44	-1.14	2.762**
Kansas	10.77	176	11.58	63	-.81	2.398*
Total	10.48	376	11.49	107	-1.01	3.848**

Attendance at Educational Meetings and Information Orientation

	Mean Score					
	Did Attend	N	Did Not Attend	N	Difference	Z
Grant	10.57	69	10.65	79	-.08	.301
Texas	9.54	48	10.70	51	-1.16	2.088*
Thomas	11.06	31	11.36	58	-.30	.470
Washington	10.43	62	11.16	95	-.73	1.679
Oklahoma	10.15	117	10.67	130	-.52	1.599
Kansas	10.64	93	11.24	153	-.60	1.703
Total	10.37	210	10.98	283	-.61	2.596**

APPENDIX D

Letter Sent with Questionnaire

July 8, 1964

Dear Friend:

You have been selected to be one of a group of Oklahoma wheat growers to take part in a survey. Its purpose is to find out more about how farmers feel toward wheat programs and what kind they prefer.

The survey is part of a regional study which includes both Oklahoma and Kansas. Oklahoma State University is conducting the survey in this state.

Your opinions as an individual farmer are highly important to the study. This is your chance to say how you feel about different types of wheat programs. Also, you stand to benefit from the published survey results which will show in detail what farmers really prefer.

The results can be analyzed and published sooner if you will fill out the enclosed questionnaire within the next two or three days. It will probably take you about an hour. On most questions you simply circle a number or put a check mark in the appropriate space.

One of us will call on you within the next three to seven days to pick up the completed questionnaire. We will have a few more questions then, dealing with specific wheat prices under different types of programs.

All replies you give us will be confidential. The survey is not "trying to sell" any type of program. Its only purpose is to get accurate information about what farmers prefer.

We appreciate your help very much.

Sincerely yours,

Delmar Hatesohl
Research Assistant

DH/klk
Enclosure

APPENDIX E

Questionnaire Mailed to Respondents

C O N F I D E N T I A L

Interview Number _____

PART I

REGIONAL STUDY OF WHEAT FARMERS' PREFERENCES

Note: Please read the enclosed letter before you fill out this form.

1. Farm operator's name, address, and telephone.

Name	Address	Phone No. & Exchange

2. Farm operator's age _____ Year started farming _____

3. Last year of school finished (circle number) Elementary: 1-4 5-8 High School: 1 2 3 4 College 1 2 3 4

4. Married: Yes ___ No ___ Number of children at home ____

5. Would you class yourself as a full-time _____ or part-time _____ farmer? (Please check one.)

6. Would you class your farming operation as small ____, average ____, or large ____? (Please check one)

7. Do you plan to continue farming for another 2 or 3 years?

Yes _____ No _____ Don't know _____

8. We would like your opinion on what causes the current farm problem. The following items are sometimes given as causes. Please indicate whether you agree or disagree with each statement by circling one number. The numbers mean:

1. STRONGLY AGREE 2. AGREE 3. UNDECIDED 4. DISAGREE 5. STRONGLY DISAGREE

1	2	3	4	5	a.	Increased use of fertilizer, hybrid seed, irrigation, and big machinery.
1	2	3	4	5	b.	High costs of processing and marketing after products leave the farm.
1	2	3	4	5	c.	Past government farm programs.
1	2	3	4	5	d.	Farmers can get credit too easily.
1	2	3	4	5	e.	Farmers try to increase their income by increasing production.
1	2	3	4	5	f.	High wages in industry cause high prices for what the farmer buys.
1	2	3	4	5	g.	Farmers lack bargaining power.
1	2	3	4	5	h.	Poor management is the main reason why farmers have income problems.
					i.	Other causes (specify) _____

_____

Which is the most important cause? _____

9. We would like your opinion as to what a wheat program should accomplish. Suppose someone said the objectives listed below were important. Please indicate whether you agree or disagree with each statement by circling one number. The numbers mean:

1. STRONGLY AGREE 2. AGREE 3. UNDECIDED 4. DISAGREE 5. STRONGLY DISAGREE

1	2	3	4	5	a. Keep down farmers' costs to grow wheat.
1	2	3	4	5	b. Keep wheat prices on a par with other prices in the economy.
1	2	3	4	5	c. Keep bread prices low.
1	2	3	4	5	d. Increase farmers' income from wheat.
1	2	3	4	5	e. Give farmers freedom to produce and market as they wish.
1	2	3	4	5	f. Keep down government expense.
1	2	3	4	5	g. Keep government regulation to a minimum.
					h. Others (specify) _____

_____

Which is the most important objective? _____

10. The following are some of the general programs that have been discussed for wheat. Please indicate whether you approve or disapprove of each by circling the number which best indicates your feeling toward the program. The numbers mean:

1. STRONGLY APPROVE 2. APPROVE 3. UNDECIDED 4. DISAPPROVE 5. STRONGLY DISAPPROVE

1	2	3	4	5	a.	Voluntary acreage diversion program (each individual farmer is free to decide each year if he wants to receive payments to divert land from wheat production and be eligible for price supports).
1	2	3	4	5	b.	Mandatory controls (all farmers would be required to comply with allotments if approved in a national referendum).
1	2	3	4	5	c.	Direct payments (no production controls, no marketing controls; a direct government payment would be made to farmers to raise farm income).
1	2	3	4	5	d.	Long-term land retirement (similar to Conservation Reserve, no acreage controls on specific crops).
1	2	3	4	5	e.	Free market (no acreage allotments, no price or income supports).
1	2	3	4	5	f.	Two-price plan (wheat used in U. S. supported at a parity level; all wheat beyond that needed in U. S. sold on the world market at the world price).

11. Which one of the six programs described above do you prefer most? _____

Which one is your last choice? _____

12. Efforts to raise net farm income from wheat could focus on any one of the following means. Please indicate whether you would approve or disapprove of each as the principal means of raising farm income by circling one number. The numbers mean:

1. STRONGLY APPROVE 2. APPROVE 3. UNDECIDED 4. DISAPPROVE 5. STRONGLY DISAPPROVE

1	2	3	4	5	a.	Reduce farmers' costs to grow wheat.
1	2	3	4	5	b.	Reduce the marketing and processing margins of middlemen.
1	2	3	4	5	c.	Increase the price of bread.
1	2	3	4	5	d.	Continue present government programs but raise the level of support prices and government payments.
1	2	3	4	5	e.	Use government control of supply of farm products going to market.
1	2	3	4	5	f.	Make it easier for farmers to move off the farm so that there is more "income" for those remaining.
1	2	3	4	5	g.	Increase exports with government subsidies or donations if necessary.
1	2	3	4	5	h.	Find more uses for farm products.
					i.	Other (please list) _____

_____

Which one is best? _____

13. We'd like to know which organizations you have been a member of any time during the last five years. In Column 1, put a check by organizations you have belonged to. In Column 2, check organizations in which you have been or are an officer. In Columns 3, 4, and 5, put a check in the column which best indicates how often you attended the meetings.

Organization	Member (1)	Officer (2)	Meeting Attendance		
			Often (3)	Occasionally (4)	Never (5)
Grange					
Farmers Union					
Farm Bureau					
NFO					
Wheat Growers' Association					
Cattlemen's Association					
School Board					
PTA					
Co-op Grain Elevator Board					
REA Board					
FHA Committee					
Extension Council (4-H leader, etc.)					
ASCS Committee					
SCS Director					
Others					

14. If you planted the number of acres to wheat you felt best fit your farm, what wheat price per bushel would you need to break even with your cash operating costs (seed, fuel, fertilizer, hired labor, insecticides, etc.)? _____

15. Suppose there were no controls or support prices on wheat for the next five years. What would you expect the price to be at the end of the period? _____ At that price, would you plant more, the same, or less than the number of acres you planted in 1963? More _____ Less _____ Same _____ How many acres more or less? _____

16. a. Now compare your situation with that of other wheat farmers in your neighborhood if there were no controls or price supports on wheat. Would you be better off, worse off, or same shape as other wheat farmers?

    Better off _____ Worse off _____ Same shape _____

    b. How would you rate your possibilities for income in a nonfarm job as compared to the income you have been making from farming?

    Good _____ Fair _____ Poor _____

17. With your present equipment and labor, assuming no controls, how many acres of wheat could you easily handle? _____

18. What do you think is a reasonable cost per bushel for the government to spend to support the price of wheat? _____

19. The following statements are sometimes made about farm programs and farming in general. Please indicate whether you agree or disagree with each statement by circling one number. The numbers mean:

1. STRONGLY AGREE 2. AGREE 3. UNDECIDED 4. DISAGREE 5. STRONGLY DISAGREE

1	2	3	4	5	a.	Farmers find it too hard to keep up on all the government programs that come out.
1	2	3	4	5	b.	An individual farmer can't do much about the farm problem so why worry about it.
1	2	3	4	5	c.	Keeping up on farm programs is just as important as knowing about the latest feeding and fertilizing practices.
1	2	3	4	5	d.	Determining what farm programs would be best is really the job of the policy experts.
1	2	3	4	5	e.	It's not possible to set up an allotment system that is fair to all farmers.
1	2	3	4	5	f.	Wheat programs have been poorly run (administered) in the past.
1	2	3	4	5	g.	It is the government's responsibility to support farm prices and income.
1	2	3	4	5	h.	Farm price support programs really don't cost the government much.
1	2	3	4	5	i.	Many farmers are content with a lower cash income than city people because of the advantages of farm life.
1	2	3	4	5	j.	What a farmer has grown in the past is a good way to figure allotments for the future.
1	2	3	4	5	k.	One goal of farm programs should be to keep increasing efficiency -- that is, produce more food with less land and labor.
1	2	3	4	5	l.	Farmers that are making a good living shouldn't be allowed to buy or rent any more land.

19. (Continued)

1 2 3 4 5 m. One sensible way to cut farm production would be to put a limit on the amount of fertilizer that can be used.

1 2 3 4 5 n. The government should see that every farmer makes a decent living.

1 2 3 4 5 o. It's important to provide an opportunity to farm for all boys who want to farm.

1 2 3 4 5 p. Farmers should vote down any wheat programs that would raise the cost of producing a bushel of wheat.

20. The following statements are sometimes made about the current farm situation. Please indicate whether you agree or disagree with each statement by circling one number. The numbers mean:

1. STRONGLY AGREE 2. AGREE 3. UNDECIDED 4. DISAGREE 5. STRONGLY DISAGREE

1 2 3 4 5 a. There is apt to be a shortage of food because so many people are moving off the farm.

1 2 3 4 5 b. A depression in agriculture will usually lead the whole country into a depression.

1 2 3 4 5 c. A growing population will eliminate the farm surplus problem within about five years.

1 2 3 4 5 d. If we went to a free market for farm products, farm income would return to recent levels after a short period of adjustment.

1 2 3 4 5 e. Finding new uses for farm products doesn't offer much hope for solving the farm problem.

1 2 3 4 5 f. The government should support farm prices, but it shouldn't try to tell a farmer what and how much to produce.

1 2 3 4 5 g. The family farm is rapidly going out of existence.

20. (Continued)

1 2 3 4 5 h. There's no reason for the United States to have so much surplus food while there are hungry people in the world.

1 2 3 4 5 i. The wheat price would be higher than it is now if farmers didn't use new varieties and fertilizers.

1 2 3 4 5 j. Farmers could easily organize to control production and raise prices.

1 2 3 4 5 k. When developing a wheat export policy, the United States must consider its effects on other wheat exporting countries.

21. The following statements reflect opinions about current issues. Please indicate whether you agree or disagree with each statement by circling one number. The numbers mean:

1. STRONGLY AGREE 2. AGREE 3. UNDECIDED 4. DISAGREE 5. STRONGLY DISAGREE

1 2 3 4 5 a. The federal government should not get involved in such projects as electric power and housing.

1 2 3 4 5 b. Instead of reducing taxes recently, Congress should have tried to reduce the national debt.

1 2 3 4 5 c. The federal government ought to see to it that anyone who wants to work can find a job.

1 2 3 4 5 d. Most big businesses make entirely too much profit.

1 2 3 4 5 e. Government relief programs have gotten to be too large.

1 2 3 4 5 f. It's time for Congress to pass a bill that will provide medical care for the aged.

1 2 3 4 5 g. The federal government should be doing more to help small towns and cities build the schools they need.

21. (Continued)

1 2 3 4 5 h. One job of government is to see that people are free to run their businesses as they please.

1 2 3 4 5 i. Present government farm programs are contrary to the free enterprise system.

SOURCES OF INFORMATION

22. There are many details involved in price support and loan programs. Examples are size of allotments, support prices, sign-up dates, and rules about cross-compliance. What sources of information do you use to find out about these details? Check appropriate space.

USE MUCH	USE SOME	USE LITTLE	
____	____	____	a. Letters from ASCS office.
____	____	____	b. Farm magazines.
____	____	____	c. Newspapers.
____	____	____	d. Visits to ASCS office.
____	____	____	e. Radio.
____	____	____	f. Television.
____	____	____	g. ASCS special meetings.
____	____	____	h. County agent.
____	____	____	i. Neighbors.
____	____	____	j. Elevator manager.
____	____	____	k. Landlord.

22. (Continued)

l. Others (please list) _____

_____

Which of these would you consider most useful? _____

23. Occasionally, a price support program comes up on which you have to decide whether to vote "yes" or "no." A good example is the wheat referendum held last year. What sources of information do you use in making up your mind on how to vote in such cases? Check appropriate spaces.

USE MUCH	USE SOME	USE LITTLE	
____	____	____	a. Neighbors.
____	____	____	b. Farm organization (Farm Bureau, Farmers Union, Grange, NFO, etc.).
____	____	____	c. College of Agriculture or county agent.
____	____	____	d. County ASCS office.
____	____	____	e. Department of Agriculture in Washington.
____	____	____	f. Political party officials.
____	____	____	g. Television.
____	____	____	h. Radio.
____	____	____	i. Newspapers.
____	____	____	j. General farm magazines.
____	____	____	k. Landlord.

23. (Continued)

_____ _____ _____ l. Elevator manager.

m. Others (please list) _____

_____

Which one of these do you find most useful? _____

Do any of these sources present only one side of the picture?

Yes _____ No _____ Don't know _____

If yes, which ones? _____

24. Do you feel that you usually get enough information so that you can make the right choice on farm programs?

Yes _____ Sometimes _____ No _____ Don't know _____

If not, who should be putting out more information? _____

_____

25. What should be the role of the College of Agriculture and Extension Service in regard to information about farm policies and programs?

_____a. They should put out as much unbiased, factual information as possible without expressing opinions.

_____b. They should take a definite stand on which types of programs would be best.

_____c. They should not put out information on farm programs.

26. A person often likes to find out what someone else in the community thinks about a new practice or idea. If you could get the opinion of only one other person in your community about a farm program, who would it be?

Name _____ Occupation _____

27. Have you attended any meetings within the past two or three years which were held for the special purpose of explaining a particular farm program or policy?

Yes _____ No _____ Don't remember _____

28. Do you attend other adult classes or meetings on other topics held by the Extension Service or Vocational Agriculture?

Often _____ Occasionally _____ Very seldom _____

29. Do you think farmers would take time to attend special half-day or evening meetings in your local area to discuss farm policy and programs?

Yes _____ No _____ Don't know _____

APPENDIX F

Questionnaire Taken by Interviewers

C O N F I D E N T I A L

Interview Number _____

Name _____

Interviewer _____

PART II

REGIONAL STUDY OF WHEAT FARMERS' PREFERENCES

30. Please use 1964 figures to fill in the following table.

	Acres Owned	Acres Rented	Acres Rented Out
Total acres in farm			
Cropland acres (including temporary pasture)			
		Acres Rented and Owned	
Irrigated acres			
Acres fallowed			
Wheat planted (Fall, 1963)			
Wheat harvested for grain			
Wheat pastured out			
Wheat allotment (1964)			
Feed grain planted (specify milo, corn, barley, oats)			
Feed grain allotment			

31. How many acres (non-irrigated) that you farm are suitable for growing wheat?_____

32. If you planted <u>all</u> these acres to wheat, what would be your average wheat yield over a period of years? _____

33. If you planted <u>only</u> your wheat allotment, what would be your average yield over a period of years?_____

34. What would be the average yield of grain sorghum (or best alternative to wheat) if you grew it only on land used for wheat? _____

35. What was your average grain sorghum (or other feed grain) yield in 1963? _____

36. What would you consider to be a fair or equitable price for wheat if your production costs stay at their present level? _____

37a. Would you favor a free market if under such conditions the price of wheat would always be below $ _____ per bushel? (Fill in answer given in Question 36.)

Yes _____ No _____ Don't know _____

b. How low would the price of wheat have to go before you would favor government price supports of one form or another? _____

38. What percent of the votes in a national wheat referendum should be in favor of an allotment program for it to become binding on all growers? Just over two-thirds (past rate) _____

Just over one-half _____ Other _____

39. Check which you prefer:

Each allotment holder be given a single vote _____

Each farmer be given as many votes as he has allotment acres _____

40. (Optional) Given your 1964 cropland acreage, how many acres of wheat would you plant for harvest if we had no allotments or price supports, and wheat prices as follows: (Prices of livestock and feed grains would remain at present levels.)

Price of Wheat (Dol. Per Bu.)	Acres I Would Plant for Harvest with No Controls
.75	_____
1.00	_____
1.25	_____
1.50	_____
2.00	_____
2.50	_____

41. Say you have a choice of participating in a wheat program at different allotment levels. What support price would you need to participate if the acres below the base would have to be idle without diversion payments? If you didn't participate you would have to take the unsupported price of $1.20 per bushel.

If your allotment was set 50% below your 1961 base* - what price would you need to participate? $_____

" " " " " 25% " " " " " " " " " " " _____

" " " " " Base " " " " " " " " " " " _____

" " " " " 15% above your 1961 base - " " " " " " " " " _____

" " " " " 25% " " " " " " " " " " " _____

*"Your 1961 base" is associated with a 55 million-acre national allotment and was last fully planted in 1960-61. Since then, acreage diversion and other programs have reduced acreages below this old base. In 1964, for example, the effective allotment is 10% below the old base allotment.

42. The government spends about $3.5 billion each year to support farm prices. About three-quarters of a billion dollars was required to support wheat prices with the 1962 wheat program. This takes into account all costs. What do you believe the government should spend on farm programs in general and on wheat? (Check one on each line.)

General Farm Support Programs: Spend same _____ % More _____ % Less _____ None _____

Wheat Program: Spend same _____ % More _____ % Less _____ None _____

43. Below are (briefly described to refresh your memory) the wheat programs we have had since 1961. Please indicate whether you approve or disapprove of each by circling one number. The numbers mean:

1. STRONGLY APPROVE 2. APPROVE 3. UNDECIDED 4. DISAPPROVE 5. STRONGLY DISAPPROVE

1 2 3 4 5 a. <u>1961 program</u>
Allotment .....55 million acres nationally (your old wheat base allotment)
Wheat price .....$1.80 per bushel

1 2 3 4 5 b. <u>1962 program</u>
Allotment .....55 million acres (your old wheat base allotment but acreage diversions idled an additional 10% of the old base)
Wheat price .....$2.00 per bushel

1 2 3 4 5 c. <u>1963 program</u>
Allotment .....55 million acres (your old wheat base allotment but voluntary acreage diversions idled 10-20% of the old base)
Wheat price.....$1.82 plus $.18 payment-in-kind (PIK for those who divert below base allotment)

1 2 3 4 5 d. <u>1964 program</u>
Voluntary allotment.....50 million acres (you must leave idle 10% of your old base allotment to be eligible for certificates)
Wheat price.....$2.00 in domestic market
.....$1.55 in export market
.....$1.30 on above wheat not covered by certificates

43. (Continued)

Which one of the above programs do you <u>most</u> prefer? a___ b___ c___ d___ Undecided ___

Which one of the above programs do you <u>least</u> prefer? a___ b___ c___ d___ Undecided ___

If you had a choice between the above programs and a free market, which would you choose?
One of 1961-63 programs ___
1964 program ___
Free markets ___

(To be answered only by those who favor free markets.)
If without price supports the wheat price were $1.20 per bushel and your net income from wheat under such conditions was down 50 percent, would you favor:
One of the 1961-64 programs ___
Market with no allotments or price supports ___

44. The following are some specific programs proposed for wheat. Please indicate whether you approve or disapprove of each by circling one number. The numbers mean:

1. STRONGLY APPROVE 2. APPROVE 3. UNDECIDED 4. DISAPPROVE 5. STRONGLY DISAPPROVE

1 2 3 4 5 a. <u>No price support, no allotment</u>

Allotment	None
Wheat price	$1.20 per bushel
Percent of 1962 and 1963 wheat income*	50%
Net income per wheat acre**	$13

1 2 3 4 5 b. <u>Two-price certificate plan without allotments</u>

Allotment	None
Wheat price	$2.00 per bushel on 35% of production
	$1.20 per bushel on 65% of production
Percent of 1962 and 1963 wheat income*	80%
Net income per wheat acre**	$18

44. (Continued)

1 2 3 4 5 c. Two-price certificate plan with allotments

Allotment (Voluntary)	Old 1961 wheat base allotment, but farmers would have to idle 10% of the old wheat base without diversion payment.
Wheat price	$2.00 per bushel on 45% of production
	$1.27 per bushel on 55% of production
Percent of 1962 and 1963 wheat income*	82%
Net income per wheat acre**	$22

Which one of the above programs do you most prefer? a___ b___ c___ Undecided ___

Which one of the above programs do you least prefer? a___ b___ c___ Undecided ___

*Percent of national average net wheat income (farm wheat receipts plus government payments less nonland costs).

**Net wheat receipts plus government payments divided by acres harvested plus diverted. This same procedure is used throughout the following questions.

45. The following programs have been proposed for wheat. Please indicate whether you approve or disapprove of each by circling one number. The numbers mean:

1. STRONGLY APPROVE 2. APPROVE 3. UNDECIDED 4. DISAPPROVE 5. STRONGLY DISAPPROVE

1 2 3 4 5 a. Direct lump-sum payment program

Allotments	None
Wheat price	$1.20 per bushel
Percent of 1962 and 1963 wheat income	72%
Net income per wheat acre	$20

45. (Continued)

1 2 3 4 5 b. Voluntary acreage diversion program

Allotments	None, but diversion payments to idle land.
Wheat price	$1.30 per bushel
Percent of 1962 and 1963 wheat income	88%
Net income per wheat acre (payments of $20 per acre to idle land included in income)	$24

1 2 3 4 5 c. Mandatory 1962-type allotment program

Allotments	Old 1961 base wheat allotment, but must idle 10% of this allotment without diversion payment.
Wheat price	$1.80 per bushel
Percent of 1962 and 1963 wheat income	100%
Net income per wheat acre	$27

Which of the above programs do you most prefer? a___ b___ c___ Undecided ___
Which of the above programs do you least prefer? a___ b___ c___ Undecided ___

Now consider all 6 programs in questions 44 and 45?
Which of the 6 programs do you most prefer? 44 a___ b___ c___ Undecided ___
45 a___ b___ c___

Which of the 6 programs do you least prefer? 44 a___ b___ c___ Undecided
45 a___ b___ c___

46. The alternatives differ under each of the following situations because tighter mandatory allotments bring higher wheat prices and incomes. Note that higher wheat prices and incomes come at the "expense" of reduced allotments with no payment for idling acres. Also note the differences in government costs. (Check the preferred alternative.)

SITUATION I (Each alternative costs the U. S. Treasury $250 million.)

Alternative a.
Allotment ..... Old wheat base allotment but must idle 10% without diversion payment.
Wheat price ..... $.95 per bushel
Percent of 1962 and 1963 wheat income. 70%
Net income per wheat acre $18

Alternative b.
Allotment ..... Old wheat base allotment but must idle 27% without diversion payment.
Wheat price ..... $2.00 per bushel
Percent of 1962 and 1963 wheat income. 100%
Net income per wheat acre $27

Prefer: a___ b___ Undecided ___

SITUATION II (Each alternative costs the U. S. Treasury $500 million.*)

Alternative a.
Allotment ..... 110 percent of old wheat base allotment
Wheat price ..... $1.45 per bushel
Percent of 1962 and 1963 wheat income. 75%
Net income per wheat acre $19

Alternative b.
Allotment ..... Old wheat base allotment but must idle 10% without diversion payment.
Wheat price ..... $1.80 per bushel
Percent of 1962 and 1963 wheat income. 100%
Net income per wheat acre $27

46. (Continued)

Alternative C. Allotment .....Old wheat base allotment but must idle 27% without diversion payment.
Wheat price .....$2.50 per bushel
Percent of 1962 and 1963 wheat income.....135%
Net income per wheat acre $36

Prefer: a ___ b ___ c___ Undecided ___

*Approximate cost of 1962 and 1963-type programs, not including storage and administration.

SITUATION III (Each alternative costs the U. S. Treasury $750 million.)

Alternative a. Allotment .....110 percent of old wheat base allotment
Wheat price .....$1.75 per bushel
Percent of 1962 and 1963 wheat income.105%
Net income per wheat acre.....$26

Alternative b. Allotment .....Old wheat base allotment but must idle 10% without diversion payment.
Wheat price .....$2.20 per bushel
Percent of 1962 and 1963 wheat income.135%
Net income per wheat acre $36

prefer: a ___ b ___ Undecided ___

You have been asked to state your preference under each situation. Now would you state the <u>overall</u> single preference from all the alternatives listed in the above three situations.

prefer: (Check only one place below.)

SITUATION I a ___ b ___
SITUATION II a ___ b ___ c ___ Undecided ___
SITUATION III a ___ b ___

46. (Continued)

Now let's compare an unsupported market with the situations we have just discussed. Say that under a situation of no supports and no allotments, wheat price would be $1.20 per bushel, wheat income 50% below 1962 and 1963 income, and net income $12 per acre. Which would you choose? (Check one in each row below.)

Unsupported markets ____	A program in Situation I ___	Undecided ___
Unsupported markets ____	A program in Situation II ___	Undecided ___
Unsupported markets ____	A program in Situation III ___	Undecided ___

47. The following programs have been proposed as additional ways to deal with the farm problem. If the programs could be made to work, would you approve or disapprove. Circle one number. The numbers mean:

1. STRONGLY APPROVE 2. APPROVE 3. UNDECIDED 4. DISAPPROVE 5. STRONGLY DISAPPROVE

1 2 3 4 5 a. An organization of farmers themselves (independent of the government) would control production and raise farm prices and income.

1 2 3 4 5 b. The government would pay a $5000 grant to train and move to some non-farm job those farmers who have income problems.

1 2 3 4 5 c. The government would buy whole farms and combine several farms to be used for public recreation or leased for grazing.

1 2 3 4 5 d. The government would buy the rights to raise wheat on a farm. Then this farm could not grow wheat, thus reducing total production. Other crops could be raised as desired.

1 2 3 4 5 e. Wheat allotments would be bought and sold among farmers so that allotments would eventually end up in the hands of those who could make the best use of them.

1 2 3 4 5 f. Allotments would be based on bushels rather than acres.

48. a. (Optional) Higher price supports mean a greater cost to the government. Estimated costs for various support levels are listed below. The total wheat allotment would be the same for all support levels, 90 percent of the old wheat base allotment or about your compliance base of 1962. Please indicate your first and last choice.

1. With the price supported at $1.45, the government cost would be about $5 per acre harvested and the net farm income from wheat would be about 30 percent less than 1962 and 1963.

2. With the price supported at $1.85, the government cost would be about $10 per acre harvested and the net income from wheat about the same as 1962 and 1963.

3. With the price supported at $2.25, the government cost would be about $15 per acre harvested and the net income from wheat would be about 35 percent more than 1962 and 1963.

First choice: 1____ 2____ 3____

b. Now consider the additional choice of an unsupported market. This would represent no cost to the government, wheat price of $1.20 and a net income from wheat 50 percent below 1962 and 1963.

First choice: 1 ___ 2 ___ 3 ___ Unsupported market ___

49. How many months of hired farm labor did you employ in 1963? _____

50. How much did you and your wife earn from off-farm work in 1963? _____

Other nonfarm income in 1963 (investments, rents, dividends, royalties, custom work, etc.)?_____

Net income in 1963 from crops, livestock, and government payments (farming operations)? _____

During the last five years (1959-1963), what was your average net income from your farm operations? _____

What was your highest net income from farm operations? _____

What was your lowest net income from farm operations? _____

51. What was your 1963 gross income from wheat? _____

What was your 1963 gross income from feed grains? _____

What was your 1963 gross income from livestock? _____

What were your total purchases of livestock in 1963 (feeder and breeding stock)? _____

52. Please fill in your total inventory value of the following property:

	Jan. 1, 1964 Total Current Value	Jan. 1, 1964 Mortgage
Farm Real Estate (owned land)	_____	_____
Nonfarm Real Estate (houses, lots)	_____	_____
		Owed to bank, PCA or others
Other Farm Property (machinery, livestock, feed, household equipment)	_____	_____
Value of Financial Investment (bonds, savings accounts, investments in co-ops)	_____	_____

53. Did you comply with the 1964 wheat program? Yes ____ No ____

54. Did you have to destroy any wheat acreage to comply? Yes ____ No ____

55. Some people consider themselves to be conservative in their political views. Others consider themselves to be liberal. What would you consider your viewpoint to be?

Liberal _____ Conservative _____ Neutral _____ Don't know _____

56. What is your political party? Democrat _____ Republican _____ Independent _____

57. How did you vote in the last wheat referendum? Yes ____ No ____ Did not vote ____

Why? _____

_____

If answer is "wanted different type of program," what type of program would you like to have?

_____

58. What are your main criticisms of government farm programs?

_____

_____

_____

_____

_____

_____

_____

_____

_____

_____

VITA

DELMAR EDWARD HATESOHL

Candidate for the Degree of

Doctor of Philosophy

Thesis: THE MEASUREMENT AND ROLE OF FARMERS' ATTITUDES IN PUBLIC POLICY

Major Field: Agricultural Economics

Biographical:

Personal Data: Born near Linn, Kansas, September 19, 1929, the son of Ernest F. and Rosa E. Hatesohl.

Education: Graduated from Linn Rural High School, Linn, Kansas, May, 1946; received the Bachelor of Science Degree in Agricultural Journalism from Kansas State University in January, 1951; received the Master of Science Degree in Agricultural Economics from the University of Missouri in January, 1959; completed requirements for the Doctor of Philosophy Degree in May, 1966.

Professional Experience: Served with the U. S. Air Force, June, 1952, until June, 1954; joined the Agricultural Editor's staff of the University of Missouri in September, 1954, and is currently Associate Agricultural Editor and Associate Professor of Extension Education; served as Research Assistant at Oklahoma State University from September, 1963, until June, 1965, while on study leave from the University of Missouri.