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LOW-INCOME FARMERS IN MISSOURI

Their Contacts with Potential Sources of Farm and Home Information

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COLUMBIA, MISSOURI

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HERBERT F. LIONBERGER¹

I. INTRODUCTION

The farmer learns about life and conditions in the larger society by associating with other people and by impersonal contacts provided through mass communication media. There was a time when topography, geographic distances and lack of communication facilities imposed a serious barrier to the movement of people and the exchange of ideas. Although technology has rendered these barriers of increasingly less importance, others, less tangible and more subtle in their operation, have appeared. Growing cultural and social barriers, perhaps even now, restrict personal contacts and the exchange of ideas as much as geographic and distance factors ever did. Evolving special interests, increasing economic differentials and tenure status differences are breaking down the freedom and spontaneity of association once characteristic of the rural neighborhood. Although social distances created cannot be measured in terms of time or space units they vitally influence the diffusion of farm and home information. This is evident in the difficulty the College of Agriculture has in getting information to low-income farmers and getting them to use it. Within an easy 10-minute ride of the College of Agriculture there are full-time low-income farmers who have never met a county agent. There are those who have never secured information directly from the college and those who don't even know that college bulletins may be had free. Obviously failure to reach them is not due to the absence of communication facilities for the college is located on a network of telephone lines and all-weather roads over which they make frequent trips to town. On Saturday many congregate on street corners within easy walking distance of both the county agent's office and the College of Agriculture without making contact with either. Explanation for the failure to do so must be sought in those subtle social and cultural factors which bar or limit contacts capable of yielding useful farm and home information. This study is concerned with the contacts which low-income farmers have with potential sources of farm and home information and the factors which appear to condition them. A description of characteristics of these farmers has already been published.² An analysis of the use made of farm and home information will be presented in a later publication.

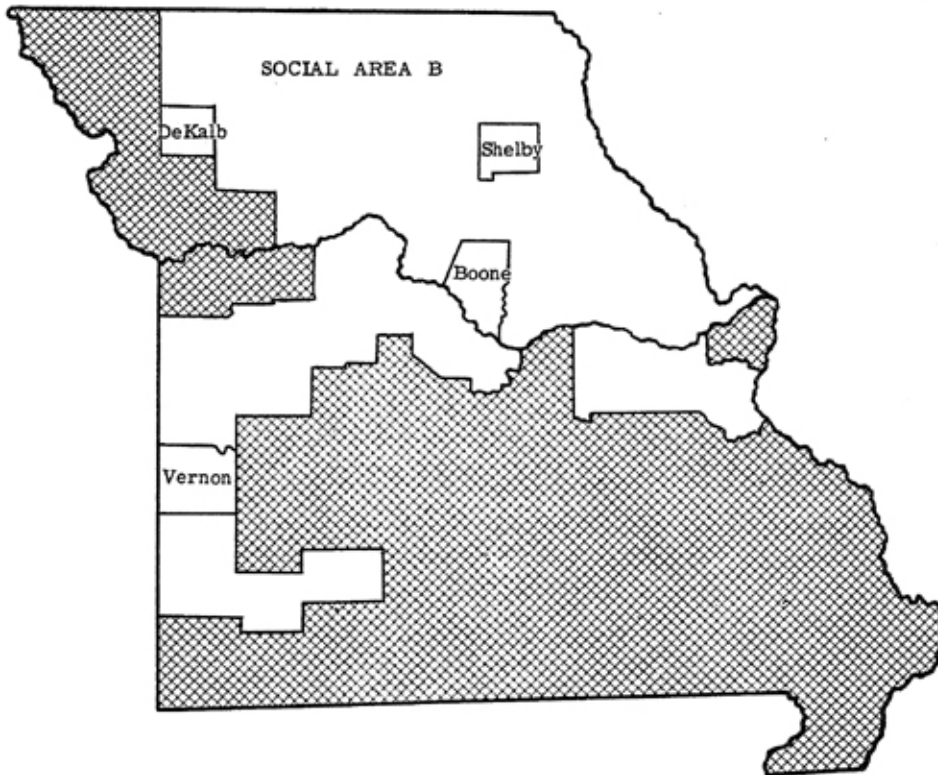
¹The writer gratefully acknowledges the continual advice and assistance of Dr. C. E. Lively under whose direction this study was planned and executed.

Acknowledgment is also extended to C. L. Gregory, who critically read the manuscript and offered valuable suggestions.

²Lionberger, Herbert F., *Low-Income Farmers in Missouri: Situation and Characteristics of 459 Farm Operators in Four Social Area B Counties*, Research Bulletin 413, Agricultural Experiment Station, University of Missouri, Columbia, Missouri, 1948.

II. THE FARMERS INTERVIEWED

During the late spring months of 1946 schedules were taken from 459 full-time farm operators³ and their wives, who were rated in the lower economic third by local committeemen on the basis of the value of farm products sold off the farm. Farmers were selected from all major soil types in DeKalb, Shelby, Boone, and Vernon counties taken as representative of a relatively homogeneous social and cultural area of the state referred to as Social Area B by Lively and Gregory.⁴ (See Map 1.) This area is comprised of 52 north



Map 1. Rural Social Area B, State of Missouri, 1940 and Counties Selected for Sampling Low-Income Farm Operator Population.

and west central Missouri counties where the possibilities for agricultural development and improvement of farm life are very favorable. Farm incomes, levels of living and standards of education are higher here than for the state as a whole. Conditions of soil fertility, rainfall and temperature combine to favor the production of grain and livestock which finds a ready market in near-

³Defined as farmers who were engaged more than half-time in farm operations on farms rented or owned. Rural dwellers receiving old age assistance and those persons, who because of age, were no longer actively engaged in farming were excluded from the sample.

⁴Lively, C. E., and Gregory, C. L., *Rural Social Areas in Missouri*, Research Bulletin 305, Agricultural Experiment Station, University of Missouri, Columbia, Missouri, 1939, pp. 8-11.

by metropolitan centers. Although Area B is relatively homogeneous from a cultural standpoint, counties were selected to represent both the average and such extremes as did exist. The number of farmers selected from each of the four counties was determined by the estimated percentage of full-time farmers living there in 1945.⁵

The median gross farm income reported was \$763, which was less than half that for all farmers in Area B in 1945. Although there was a considerable range in income all had low incomes⁶ in comparison to their neighbors. The median age exceeded that of all Area B farmers by about 4 years. They had about the same amount of schooling and were a relatively stable group. Approximately 70 per cent owned their own farms. Since they live in a good farming area and on some of the best land as well as the poor, they cannot be viewed as an inevitable product of the limited natural resources from which they draw their subsistence. The possibility of improving their situation where they are located is good.

III. PERSONAL CONTACTS WITH POTENTIAL SOURCES OF FARM INFORMATION

Farm Organizations.—Since the Agricultural Extension Service promotes much of its work through farm organizations, group association is an especially important consideration in the diffusion of farm and home information. Low-income farmers, however, are notably lacking in contacts of this kind. Only 31 per cent of them were members of a farm organization and less than 7 per

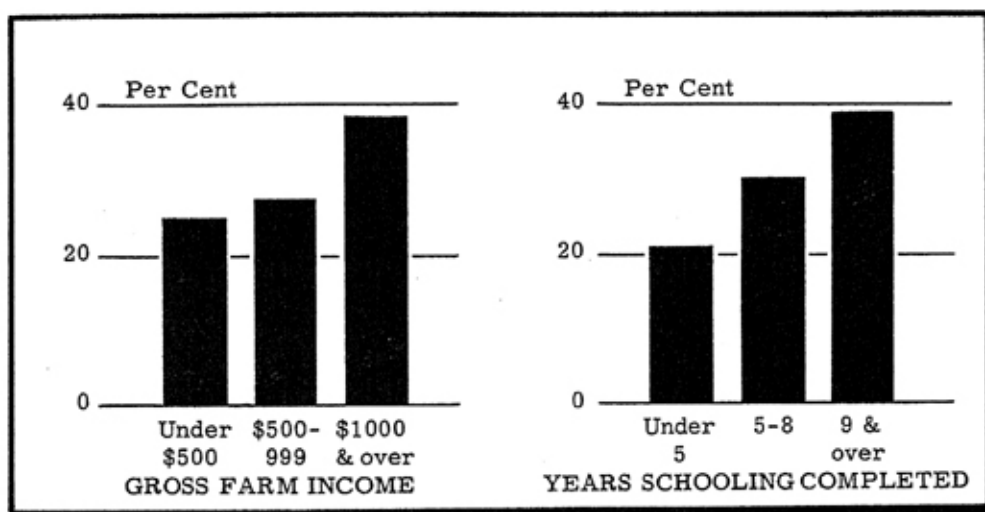


Figure 1. Operator Membership in Farm Organizations, by Income and Schooling.

⁵For a more detailed description of method see Research Bulletin 413, *Low-Income Farmers in Missouri: Situation and Characteristics of 459 Farm Operators in Four Social Area B Counties*, Agricultural Experiment Station, University of Missouri, 1948, pp. 6-7.

⁶Throughout this bulletin farm income refers to gross value of farm products sold off the farm.

cent were members of as many as two. Low group membership was characteristic of all aged farmers in all counties. Low income was also associated with a low percentage of membership in farm organizations. After a gross income of \$1000 per year, membership shows a pronounced upward trend. (See Figure 1.) Such an upward trend was even more pronounced in relation to increasing years schooling of farm operator. About a fifth of those who had gone to school less than 5 years belonged to one or more farm organizations compared to approximately 39 per cent of those who had finished 9 grades or more.

Whether or not the family owned an automobile or truck seemed to have little bearing on farm organization membership; however, location on an all-weather road was important. About 39 per cent of the operators living on all-weather roads were members of one or more farm organizations compared to only one-fourth of those who lived on dirt roads. This difference still holds when farm income is held constant.⁷

About one-fifth of the farmers belonged to the Missouri Farmers Association. At all ages and at all educational and income levels M. F. A. membership headed the list of farm organization membership. This lead held for all counties except DeKalb where Extension Association membership took precedence with 20 per cent of the farmers interviewed. The fact that M. F. A. membership can be earned rather than paid in cash probably appeals more to farmers with low incomes than to those with higher incomes.

Extension Association membership was important only in DeKalb County. Membership was very closely related to high income, educational attainment, and to land ownership. No farmer with a gross income under \$500 per year was a member, while 43 per cent of those with incomes of \$1000 or more were. Between these two extremes the relationship of income and membership was consistent. No farmer with less than 5 years schooling was a member compared to one-third of those with 9 or more years schooling. One in eight who had completed 5-8 years schooling were members. On a land tenure basis the percentages for owners and renters were 18 and 8, respectively. Since the purpose of this organization is to provide counsel and support for the county agents, it follows that renters and farmers with the lower incomes and those with little schooling are not providing proportional local support for the Agricultural Extension Service.

About 13 per cent of the wives were members of extension clubs. The proportion ranged from 23 per cent of the wives in DeKalb County to 5 per cent in Vernon County. In Shelby and Boone counties the percentages were 18 and 6, respectively. Membership did not divide so sharply along farm income

⁷Corresponding percentages for operators with gross incomes of less than \$500 per year were 35 and 19, respectively; for those with gross incomes of \$1000 and over the corresponding figures were 44 and 33, respectively; and for the \$500-999 category 37 and 22, respectively.

lines as in the case of farm operators. Fourteen per cent of the wives from households with gross incomes under \$500 were members compared to 16 per cent from households in the \$1000 and over bracket. (See Figure 2.) Only about 10 per cent of those in the \$500-999 bracket were members. On the other hand, membership and years schooling completed by the wife were closely related. No wife with less than 5 years schooling was a member but 18 per cent of those with 9 or more years were. The 5-8 year group tallied at 11 per cent. Thus school attainment of the wife had more to do with participation in extension clubs than any other factor considered.

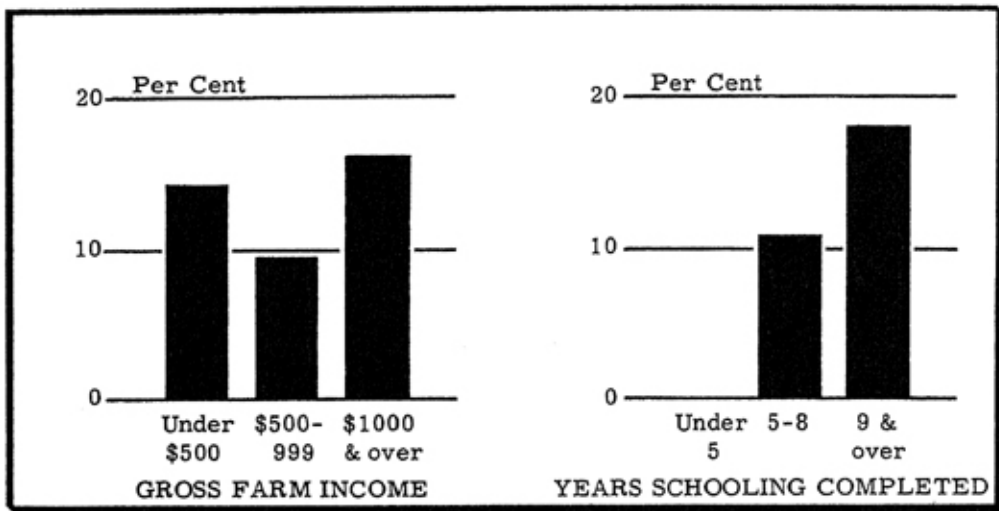


Figure 2. Percentage of Wives Reporting Extension Club Membership, by Income and Schooling.

County Extension Agents.⁸—In 37 per cent of the households either the farm operator or his wife had conferred with a county agent or attended a farm meeting where one was present during the survey year. The number conferring with agents amounted to 71 per cent of the survey households in DeKalb County. In Vernon and Boone County the percentages were 27 and 28, respectively. Thirty-four per cent of the Shelby County households had been in contact with a county agent.

About twice as many farm operators as wives had contacts with county agricultural or home demonstration agents during the survey year. In 22 per cent of the households contacts with county agents were made only by the

⁸All the survey counties were staffed with one or more county agents and a home demonstration agent during 1945 and 1946. Boone County had one county agent, one associate county agent, one assistant county agent, one home demonstration agent, and one assistant home demonstration agent. DeKalb County and Vernon County each had one county agent, one assistant county agent and one home demonstration agent. Shelby County had one county agent and one home demonstration agent.

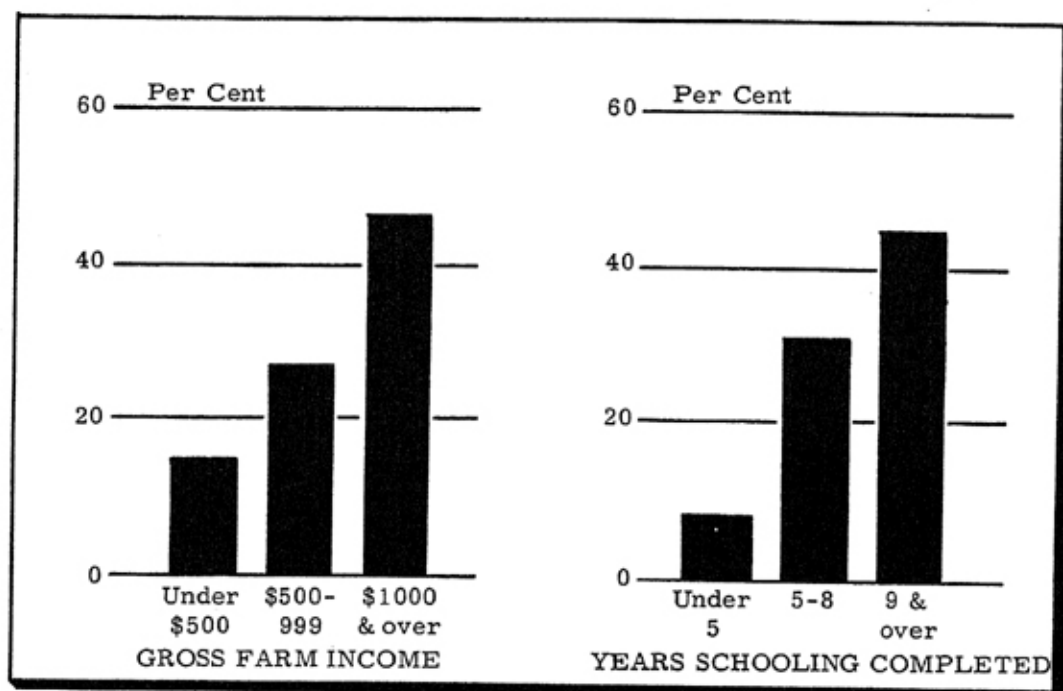


Figure 3. Percentage of Farm Operators Who Had Contact With County Agents, by Income and Schooling.

operator. In only 6 per cent of the cases were contacts made only by the wife. In all counties there were more cases where the only contact was made by the operator than cases where the only contact was made by the wife.

Closely related factors were farm income, tenure status, years schooling of operator, farm organization membership and AAA participation. Only 15 per cent of the farm operators with gross incomes of less than \$500 had conferred with a county agent or attended a farm meeting where one was present compared to 46 per cent with incomes of \$1000 and over. For those with gross incomes of \$2000 and over the proportion was 69 per cent. The comparable figure for the \$500-999 group was 27 per cent. (See Figure 3.) The wife's contact with the county agent was also related to gross farm income, but not to the same extent as the operator. Twelve per cent of the wives representing households with gross incomes under \$500 had contacts with one or more county agents during the survey year, compared to one-fifth of those from households of \$1000 and over. A very distinct association of farm operators in contact with county agents and gross farm income was found in each of the counties studied with ranges within counties of as much as 30 per cent between the highest and lowest farm income brackets. In the case of wives, county differences were smaller and membership was not always greater as gross farm income increased. By tenure status the percentages of farm operators having contact with county agents was 41 for owners and 26 for renters.

The percentage of farm operators and wives conferring with county agents

or attending farm meetings where one was present rose consistently with years schooling completed. Under 8 per cent of the operators with less than 5 years schooling had contacts with a county agent compared to 31 per cent of those with 5-8 years and 45 per cent of those with 9 or more. (See Figure 3.) In general the same held for the wives. None of the wives with less than 5 years schooling experienced contacts with a county agent compared to one-fifth of those completing nine or more years and 15 per cent completing 5 to 8 grades inclusive. In all four counties there was a close positive relationship between the percentages of farm operators and wives who had contacts with county agents and educational attainment of both husband and wife. Not a single exception was found.

Whatever other influence the AAA program may have had on farm life it likely caused many farmers to meet county agents who had never met one before. Sixty-three per cent of the operators who had participated in the AAA program had met one or more county agents compared to 37 per cent of those who had never participated in any phase of the program. This type of difference was found in all four of the survey counties. Seeing the county agent and hearing him talk is helpful in getting farmers to use his services.⁹

Since the Agricultural Extension Service makes an effort to reach farmers through farm clubs and organizations, there should be a positive relationship between membership in farm organizations and contacts with the county agents. Such was the case. Thirty-five per cent of the farm operators, who were members of one or more farm organizations, had contacts with a county agent during the year preceding interview compared to 28 per cent of those who were members of no organization. County differences, however, were not wholly consistent. For DeKalb County the percentages were 84 and 61, for Boone 31 and 16, and Vernon 30 and 15, respectively. In Shelby County, however, only 15 per cent of the operators, who were members of at least one farm organization, had contacts with a county agent, compared to one-third of those who were not. The same held true irrespective of whether membership was in the M. F. A. or in the Grange. In Shelby County, however, neither of these organizations were sponsoring agencies for the Agricultural Extension Service. For the group as a whole, M. F. A. member and non-member contacts with the county agents were the same. In all except Shelby County more members than non-members had contacts with agents. Fewer Grange members than non-Grange members had such contacts, the percentages being 15 and 32, respectively. With Farm Bureau and Extension Association membership, the situation was different. Over one-half of the Farm Bureau members had contacts with a county agent during the survey year compared to 29 per cent of the non-Farm Bureau members. In Boone County, with 21 low-income Farm Bu-

⁹Hoffer, C. R., *Social Organization in Relation to Extension Service in Eaton County, Michigan*, Special Bulletin 338, Michigan State College, Agricultural Experiment Station, East Lansing, Michigan, August, 1946, p. 17.

reau members, the corresponding figures were 50 and 17, respectively, and in Vernon County, with 8 members, 63 and 18, respectively. In both counties the Farm Bureau sponsored the county agent. Only two low-income farmers in Shelby County claimed Farm Bureau membership and none in DeKalb County. Only DeKalb County had any appreciable number of Extension Association members. Since it is the purpose of this organization to sponsor the Agricultural Extension Service program in the county, it is not surprising to find that 79 per cent of the members experienced contacts with the agents. The Agricultural Extension Service was also sponsored by an Extension Association in Shelby County but no low-income farmers interviewed were members. In the other three counties from 6 to 20 per cent of the farmers interviewed were members of farm organizations sponsoring the county agents of whom 50 to 79 per cent had contacts with county agents during the survey year.

Ownership of an automobile or truck and location on all-weather roads seemed to have an important bearing on the proportion of farmers having contacts with county agents. Thirty-five per cent of those owning an automobile or a truck had conferred with an agent or attended a farm meeting where one was present during the survey year compared to only 14 per cent of those who owned neither of these conveyances. Significant differences remained when farm income was held constant. One-fourth of the farmers living on dirt roads were in contact with a county agent during the year compared to 37 per cent of those living on all-weather roads. In every income category decidedly more farm operators living on all-weather roads conferred with the agents than those located on dirt roads.

There was also a wide variation by gross income, tenure status, and by years schooling completed by the operator in the number of low-income farmers who had met county agents. Forty-four per cent of those earning less than \$500 per year had met an agent compared to 78 per cent with gross incomes of \$1000 and over. In the \$500-999 income group the percentage was 59. By years schooling completed the range was from 40 per cent of those with less than 5 to 70 per cent of those who had completed 9 or more. Sixty-two per cent of those who had completed 5-8 years schooling had met an agent. For owner operators and renter operators the percentages were 67 and 48, respectively.

About 40 per cent of the wives had met a county agent. County figures ranged from 68 per cent in DeKalb County to 27 per cent in Vernon. None of the wives with less than 5 years schooling had met an agent, while 50 per cent of those with 9 or more years schooling had. The per cent for those in the 5-8 year category was 37. Variation by gross income was also considerable, ranging from 30 per cent of those in the under \$500 category to 53 per cent of those with gross incomes of \$1000 or over.

In all counties more farm operator acquaintances were made at the agents' office than at any other place. (See Figure 4.) About 80 per cent of those who

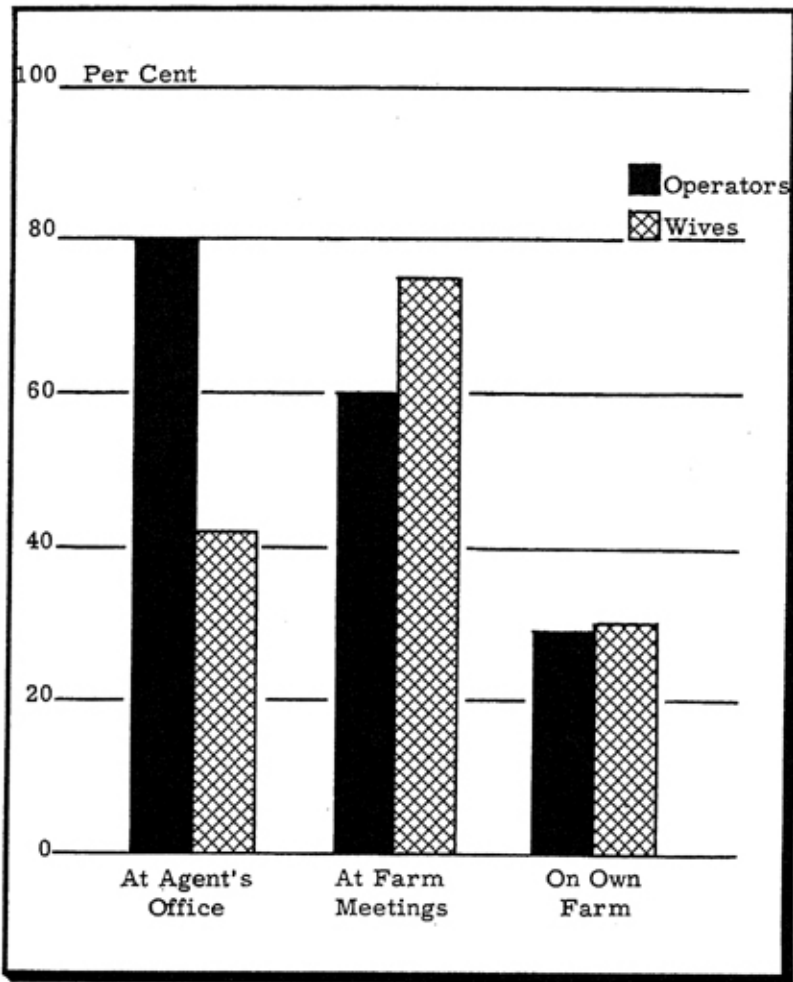


Figure 4. Where Farm Operators and Wives Met the County Agent.

had met the agent made the acquaintance in this manner. About 60 per cent met the agent at farm meetings, while 29 per cent had met them on their own farms. The greatest variation on a gross income basis was in the number meeting agents on their own farms. About a fifth of the meetings of farmers with gross incomes under \$500 occurred in this manner compared to 37 per cent of those in the \$1000 and over bracket. (See Appendix II, Table I.) Almost half of those with gross incomes of \$2000 and over met agents on their own farms. The proportion of meetings occurring at the agents' office and at farm gatherings showed a gradual but rather consistent increase with increasing gross income. Variation by years schooling completed was not great but there were notably more meetings on the farms of operators who had completed 9 or more years schooling than on farms headed by operators with 5 years or less.

Many more wives met county agents at farm meetings than in any other manner. This was true in all of the survey counties, and at all income levels. Over three-fourths of those ever meeting an agent met in this way. Forty-two

per cent met agents at their offices and 30 per cent in their own homes. More wives from households with gross receipts of less than \$500 met agents at farm meetings than at any income level. (See Appendix II, Table 2.) On the other hand about one-half as many in the under \$500 income group met the county agent at his office as in the \$1000 and over group. Likewise considerably more farm wives of operators with gross incomes \$1000 and over met county agents on their own farms than wives of operators with gross incomes under \$500 per year. In other words the women from the lower income households were most often reached by county agents through farm meetings and least through meetings on the individual farms. There was a tendency for the number of acquaintances made at the agents' office and in the home to increase with years schooling of the wife. There were only 11 wives with less than 5 years schooling and none of them had met a county agent. Eighty per cent of those with 5-8 years schooling who had met a county agent did so at a farm meeting. The per cent for those with over 8 years schooling was 70.

Merely meeting an agent is no assurance that his services will be used. Approximately 61 per cent of the operators had met one or more county agents, but less than half that number had conferred with one during the survey year. In Boone County 69 per cent and in Shelby County 73 per cent of those who had met agents failed to confer with them. Corresponding figures for DeKalb and Vernon counties were 37 and 40, respectively. The situation with the wives was similar. Over half of the 163 who had met the county agents did not confer with them during the survey year. The percentages by county ranged from 86 in Shelby to 53 in Vernon. The corresponding figures for Boone and DeKalb were 63 and 84, respectively.

Fifty-seven per cent of the 278 operators who had met a county agent failed to attend a meeting during the survey year where one was present. The range by county was from 37 per cent in DeKalb to 73 per cent in Shelby County. Percentages for Boone and Vernon counties were 69 and 40, respectively. The number of conferences with county agents and the number of meetings attended by the farmers is a further index of the extent to which the services of the county agent are being used. In general, farmers with higher gross incomes and those with 9 or more years schooling made more frequent use of the agent than those with less schooling and lower gross incomes. Only about 11 per cent of those with gross incomes under \$500 who had met a county agent conferred with one 3 or more times during the survey year compared to 35 per cent of those with gross incomes of \$1000 and over. The figure for the \$500-999 group was 13 per cent.

By years schooling completed, the range was from 10 per cent in the under 5 year category to 29 per cent for the 9 and over group. Twenty-two per cent of those completing 5-8 grades had conferred with agents at least 3 times. More owners than renters conferred with agents this number of times. The percentages were 25 and 15, respectively. Although more wives in the income group

under \$500 conferred with the county agent 3 or more times than in any other income group, the usual relationship to schooling held. By tenure status the percentages were 17 for wives of owner operators and 5 for wives of renters.

The number of farm meetings attended where county agents were present increased with gross farm income. Fifteen per cent of the survey farmers with gross incomes under \$500, who had met a county agent, had attended 3 or more farm meetings compared to 25 per cent of those with gross incomes of \$1000 or over. However, only 7 per cent in the \$500-999 group had attended 3 or more such meetings. On the other hand, almost half of the operators with farm incomes \$2000 and over had attended 3 or more meetings of this kind during the survey year.

No operator with less than 5 years schooling who had met a county agent attended 3 such meetings compared to 29 per cent who had completed more than 8 years. Comparative percentages for owners and renters were 21 and 5, respectively. More wives of operators realizing gross incomes under \$500 attended 3 or more meetings where a county agent was present than in any of the higher income categories, but the proportion attending 3 or more meetings consistently increased with years schooling completed. None of those with less than 5 years schooling attended as many as 3 meetings of this kind compared to 30 per cent who had completed 9 or more years. Over twice as many owner-operator wives as renter-operator wives attended 3 such meetings, the percentages being 27 and 12, respectively.

Thus not only did the proportion of farm operators meeting county agents increase sharply with farm income and with years schooling, but their contacts at farm meetings, on their farms, and at the county agents' office increased in like manner. However, with wives income was not so closely associated with extension activity. The proportion of wives who had met a county agent increased both with years schooling and farm income, but there was a small number of wives in the under \$500 group who attended more farm meetings where a county agent was present and who conferred more times with a county agent than wives of operators with higher incomes. Furthermore, Extension Club membership for wives in the under \$500 group was almost equal to the membership of wives in the \$1000 and over group.

Vocational Agriculture Teachers.—Although there was at least one school in every county where vocational agriculture had been taught during the survey year, only about one farmer in 6 had ever met a vocational agriculture teacher and only about 3 per cent had conferred with one during the survey year. None of the farmers with less than 5 years schooling conferred with the vocational agriculture teacher. Only 7 farmers, or 2 per cent of those with 5 to 8 years schooling, conferred with one compared to approximately 6 per cent of those with 9 or more years schooling. Less than 2 per cent of the farmers with incomes under \$1000 per year had sought information in this manner compared to 4 per cent of those with gross incomes of \$1000 or more. Three per cent of

the owners and less than 2 per cent of the renters had conferred with vocational agriculture teachers. County differences ranged from less than one per cent in Boone County to 6 per cent in DeKalb County. As might be expected, more farm operators with sons trained in vocational agriculture sought the advice of the vocational agriculture teacher than farm operators who had no son trained in vocational agriculture. However, even in the case of farm operators with sons trained in vocational agriculture, the proportion never reached as much as 10 per cent in any county. More important than the differences cited is the fact that so few survey farmers met vocational agriculture teachers and so few took the trouble to confer with them.

The AAA (PMA) Office.—Another potential source of farm and home information is the AAA (PMA) office. Eighty-nine per cent of the survey farmers had once participated in the AAA program. Two out of three participated in some phase of the program during the survey year. Participation was highest in DeKalb County with 76 per cent cooperating and lowest in Boone County with only 59 per cent cooperation. Corresponding percentages for Shelby and Vernon counties were 70 and 66, respectively. The proportion of farm operators participating rose consistently with farm income. About 53 per cent of those with gross incomes under \$500 had participated compared to approximately 81 per cent with incomes of \$1000 and over. (See Figure 5.) Participation was little related to age of operator, but was closely related to his schooling. Only about 52 per cent of those with less than 5 years schooling participated compared to over two-thirds who had completed 5 or more grades. Indications are that schooling above 5 years had little to do with AAA participation.

Forty-one per cent of the farmers mowed weeds, one-fourth did some liming and 15 per cent participated in fertilizer benefits. Except for 46 per cent of the survey farmers in DeKalb County, few took advantage of contour farming or terracing benefits. About one-fourth of the Shelby County farmers seeded pastures. Observation of Figure 6 discloses considerable difference in type of participation by counties.

The Farmers Home Administration.—Forty survey farmers were F. H. A. clients at the time of interview. Fifteen were from DeKalb, 5 from Shelby, 11 from Boone, and 9 from Vernon County. An additional 11 operators were past F. H. A. cooperators. Although these 11 were no longer under active supervision, it is likely that their relationship with the local F. H. A. supervisor did not entirely cease with the termination of active supervision.

Forty-seven per cent of these past and present F. H. A. borrowers consulted with the county agent during the year previous to interview compared to only 28 per cent of the non-F. H. A. borrowers. This difference was noted in all except Boone County where the situation was actually reversed. The difference was greatest in Vernon County where 55 per cent of the F. H. A. borrowers consulted the county agent compared to 17 per cent of the non-F. H.

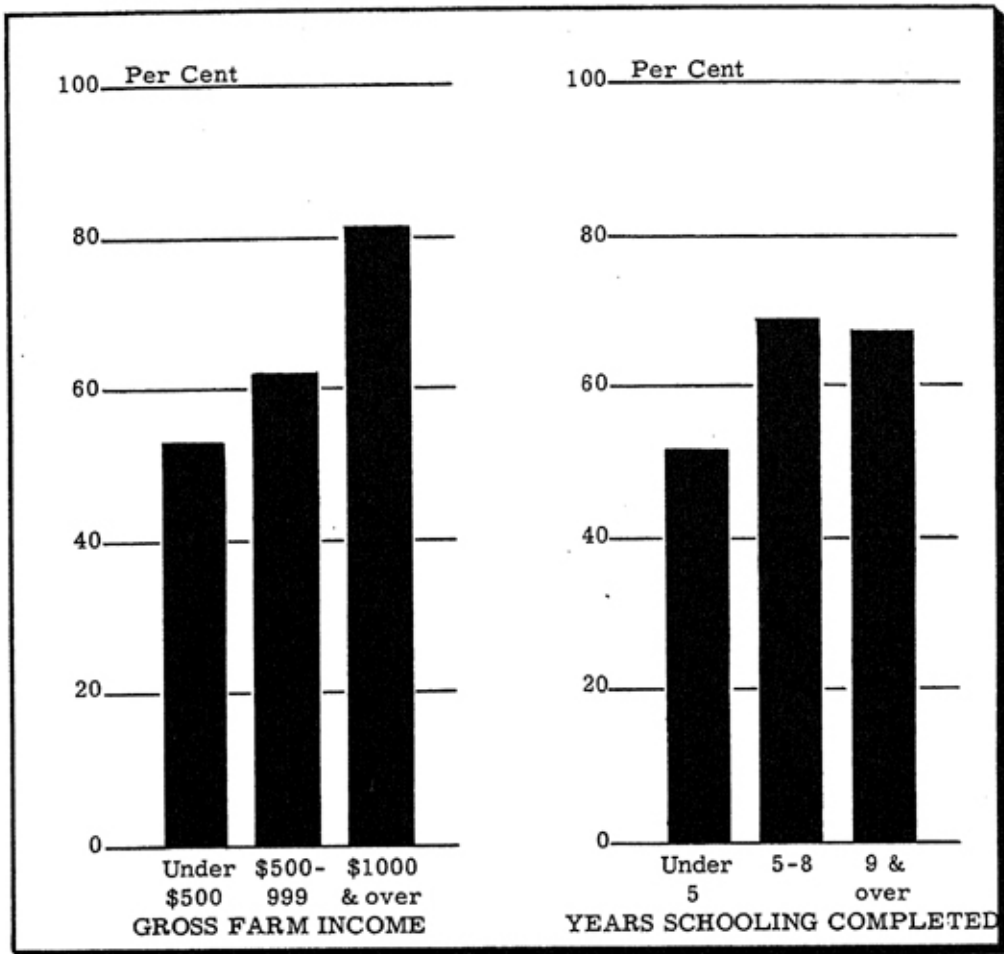


Figure 5. Percentage of Farm Operators Participating in AAA Program, by Income and Schooling.

A. group. Comparative percentages were 33 and 26 per cent for Shelby and 77 and 63 per cent for DeKalb County. Perhaps variations may be attributed to differences in administrative policy and practices of the agencies in the four counties studied. For the group as a whole, more F. H. A. borrowers than non-F. H. A. borrowers consulted vocational agriculture teachers for information, the percentages being 8 and 2, respectively. The county figures are too small for meaningful comparisons, but they too suggest that F. H. A. supervision may have stimulated an interest in other similar sources of information on farming and homemaking.

Children Specially Trained in Agriculture and Homemaking.—Ordinarily children and parents remain closely associated throughout life and continue to share experience even after the children leave their parental home. Although parents rarely admitted getting useful information from their children, it would seem that benefits derived from vocational agriculture and home economics training might be passed on to the parents for a considerable time after training

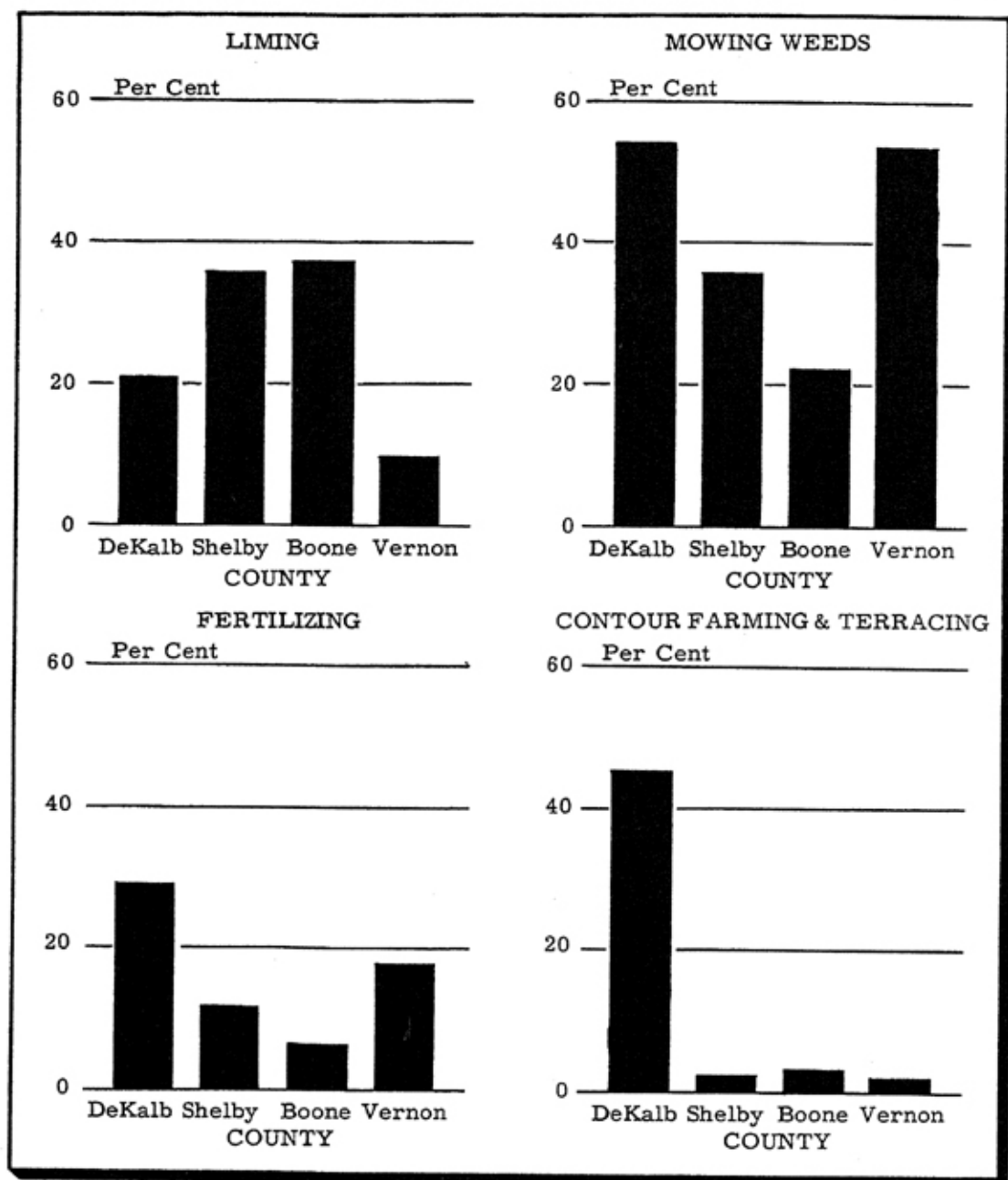


Figure 6. Percentage of Farm Operators Participating in Designated AAA Benefits, by County.

ceases. However, the number having sons or daughters specially trained in agriculture or home economics was small. Only 13 per cent of the households had a son who had taken vocational agriculture. The percentage did not vary greatly by county except for Boone where only one farmer in 12 had a son with such training. The low Boone County figure can be explained in part by the inaccessibility of the only high school in the county then offering vocational agriculture. There was some tendency for the percentage of households

with sons vocationally trained in agriculture to increase with increasing years schooling of the farm operator. (See Figure 7.) Two per cent of the farmers with less than 5 years schooling had sons who had taken vocational agriculture compared to 23 per cent of those who had completed 9 or more years. The percentage for those who had completed from 5 to 8 years was 13.

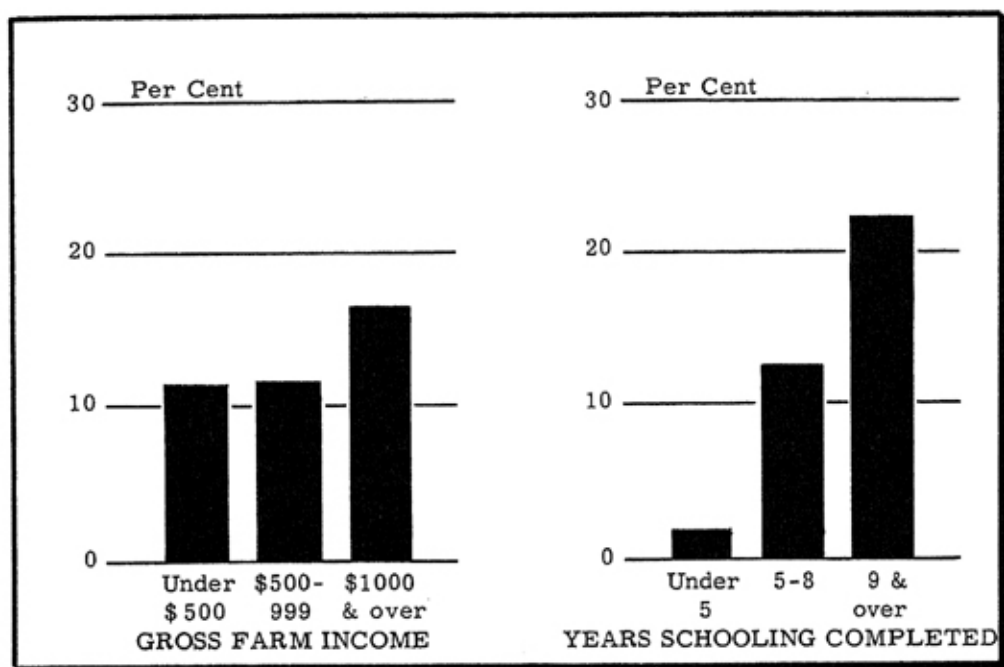


Figure 7. Percentage of Farm Operators with Sons Trained in Vocational Agriculture, by Income and Schooling.

Somewhat less than a fifth of the survey households had daughters who had studied vocational home economics. DeKalb County led the list with 26 per cent. Shelby County was lowest with 14 per cent. Percentages for Boone and Vernon counties were 15 and 21, respectively. The percentage of households characterized by the presence of a daughter trained in vocational home economics was higher for households headed by operators with 9 or more years schooling than for households headed by operators with less schooling. There was no relationship to tenure status nor was there any consistent relationship to farm income.

An even 27 per cent of the households either had a son who had taken vocational agriculture or a daughter who had taken vocational home economics. Boone County was lowest with 22 per cent and DeKalb highest with 33 per cent. Percentages for Shelby and Vernon counties were 25 and 30, respectively. Again there was a small but positive relationship to income. Higher educational attainment for the farm operator was decidedly related to the high-

er proportion of households with either a son or a daughter having vocational agriculture or vocational home economics training.

Eleven per cent of the farm operators interviewed had sons who were or had been 4-H Club members. Percentages ranged from 15 in DeKalb to 8 in Boone County. Corresponding figures for Shelby and Vernon counties were 10 and 11, respectively. About twice as many farm operators with gross incomes of \$1000 and over as those with smaller gross incomes had sons with 4-H Club experience. Differences by years schooling of operator were small and inconclusive. Twelve per cent of those who had completed less than 5 years schooling had sons who were or had been 4-H Club members compared to 10 per cent of those with 5-8 years schooling and 14 per cent of the farmers who had completed 9 or more grades. Differences by tenure status favored owner operators by a small margin of 4 per cent. Differences by age of operator were too small to be significant except for the very small number of farmers under 35 years of age who had sons who had been or were 4-H Club members. Rarely would their sons have been old enough to participate in the 4-H Club work.

Approximately 13 per cent of the households had at least one daughter who was or had been a 4-H Club member. Percentages ranged from a high of 17 in Vernon County to a low of 10 per cent in Shelby County. The proportions were about 14 per cent in DeKalb County and about 12 per cent in Boone. Seventeen per cent of the households with gross incomes of \$1000 and over had daughters who had been or were 4-H Club members compared to 12 per cent of those with gross incomes under \$1000. Differences by tenure status and years schooling completed by the operators were too small to be significant. Daughters of farm operators under 35 years of age were almost invariably too young to participate in 4-H Club work. However, 18 per cent of the operators 35-54 years of age had daughters with 4-H Club experience. After that age the number declined to a low of 12 per cent of those 65 years of age and over.

General Considerations.—The total number of personal contacts as measured in this study¹⁰ is more closely related to years schooling completed by farm operator and to gross farm income than to the other socio-economic factors considered. (See Figure 8.) The median ranged from 1.9 contacts for households with gross income under \$500 per year to 3.3 for those with gross incomes of \$1000 or more. The median for the \$500-999 category was 2.4. (See Figure 9.) The same general relationship held almost without exception in each of the 4 counties.¹¹ Households headed by operators with less than 5 years schooling had a median 1.6 personal contacts while those headed by operators with 9 or more years schooling had 3.1. For households headed by

¹⁰See Appendix I for definition of composite personal contact rating.

¹¹Even though differences were usually small and in some cases not statistically significant, weight must be given to recurrence of the same pattern within counties.

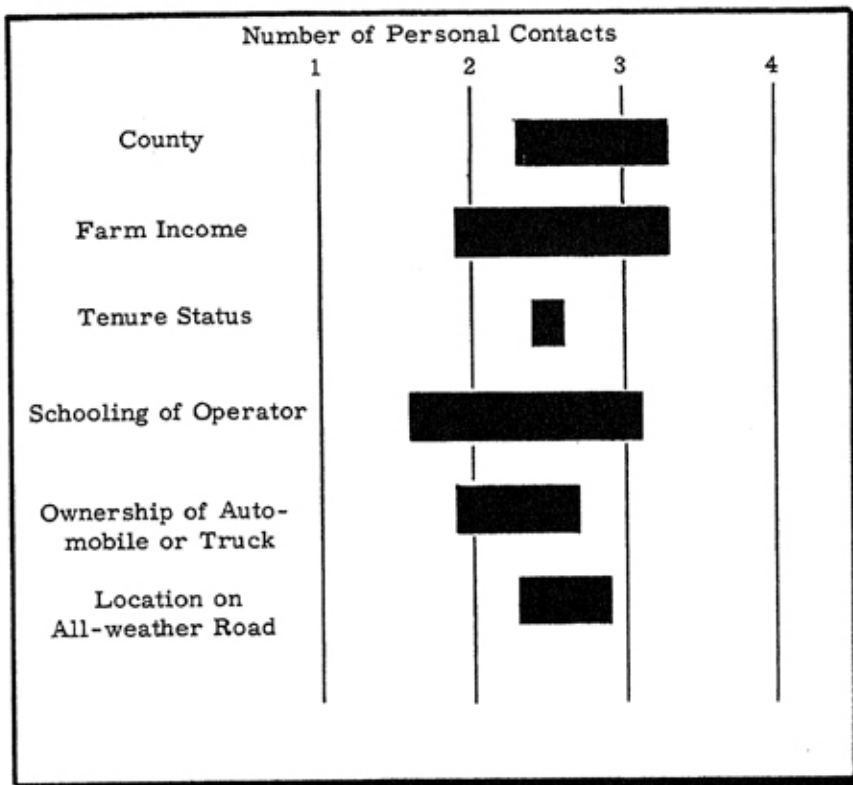


Figure 8. Range of Variation Between Median Number of Personal Contacts of the Highest and Lowest Groups of Households when Grouped According to the Factors Indicated.

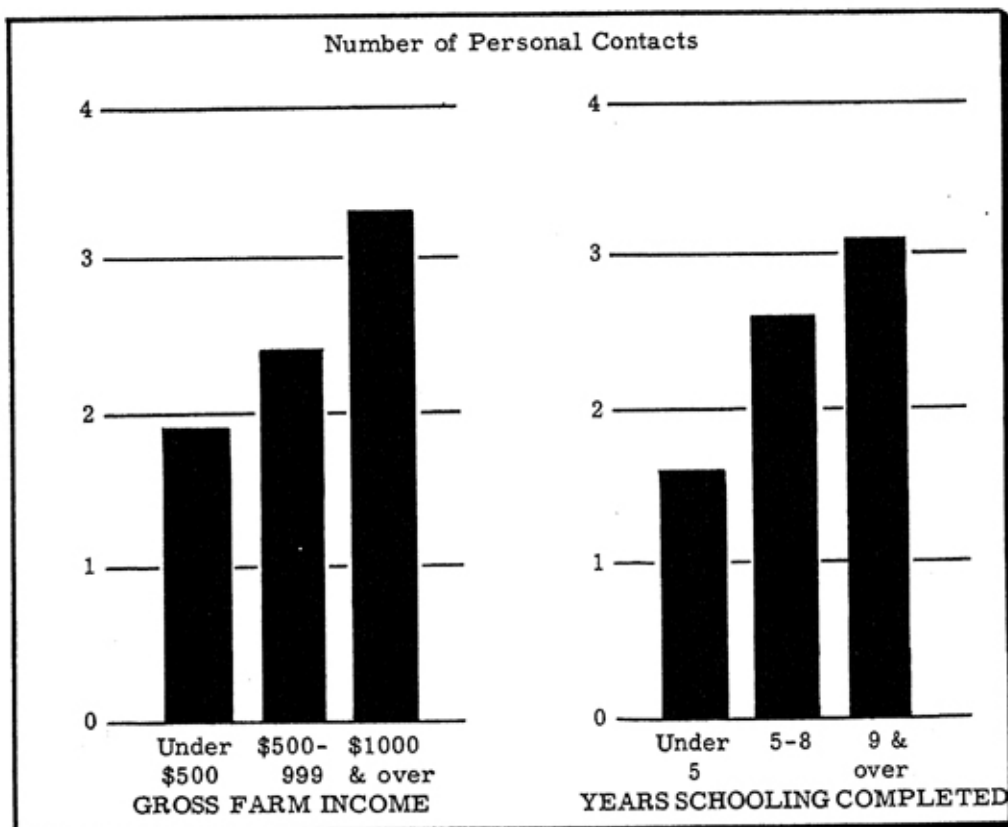


Figure 9. Median Number of Personal Contacts per Household, by Income and Schooling of Operator.

operators with 5-8 years schooling the corresponding figure was 2.6. The same positive relationship was generally apparent within the four survey counties.

There was also a close correlation between farm income and the proportion of households experiencing 3 or more personal contacts, ranging from 21 per cent with gross incomes under \$500 to 56 per cent with gross incomes of \$1000 and over. Variation by years schooling was almost as great. Nineteen per cent of the households headed by operators with less than 5 years schooling had 3 or more personal contacts with potential sources of farm and home information compared to 51 per cent of those headed by operators who had completed 9 or more grades. About 39 per cent with 5-8 years schooling had experienced a minimum of 3 personal contacts. (See Appendix II, Table 3.) Variation by years schooling of operator was greater than variation by gross income when only the number of households with 5 or more personal contacts were considered. At the other end of the scale almost 5 times as many households headed by operators with less than 5 years schooling had no personal contacts with potential sources of farm and home information as those headed by operators with 9 or more years schooling completed.

Examination of the median number of personal contacts per household, with gross farm income and years schooling of operator alternately held constant, shows consistent increases by both factors. The same general relationship holds with households experiencing 3 or more personal contacts. (See Figure 10.) However, households with 5 or more personal contacts are more closely associated with high school attainment of operator than with gross farm income. Furthermore, variation by years schooling completed was greatest at high income levels.

There was little difference in the median number of personal contacts on a tenure status and age of operator basis. The median for owner operator households was 2.6; for renters it was 2.4. Medians for the various age groups varied no more than 0.2 contacts from the median for the 4-county sample. There was, however, a difference in the number experiencing 5 or more personal contacts. In all four counties, except DeKalb, more owner operators than renters had 5 or more personal contacts with potential sources of farm and home information. For the 4 counties as a whole the percentages were 13 for owners and 6 for renter households. However, at the other end of the scale there were a few more owner households than renter households that had no personal contact with potential sources of farm and home information. This was true in all counties except Vernon County. Five or more personal contacts per household were slightly more prevalent in households headed by operators 35-54 years of age than in any other age group. The proportion experiencing this number of personal contacts declined gradually after age 55 and was also considerably less for households headed by farm operators under 35 years of age. The same pattern generally held in all four counties.

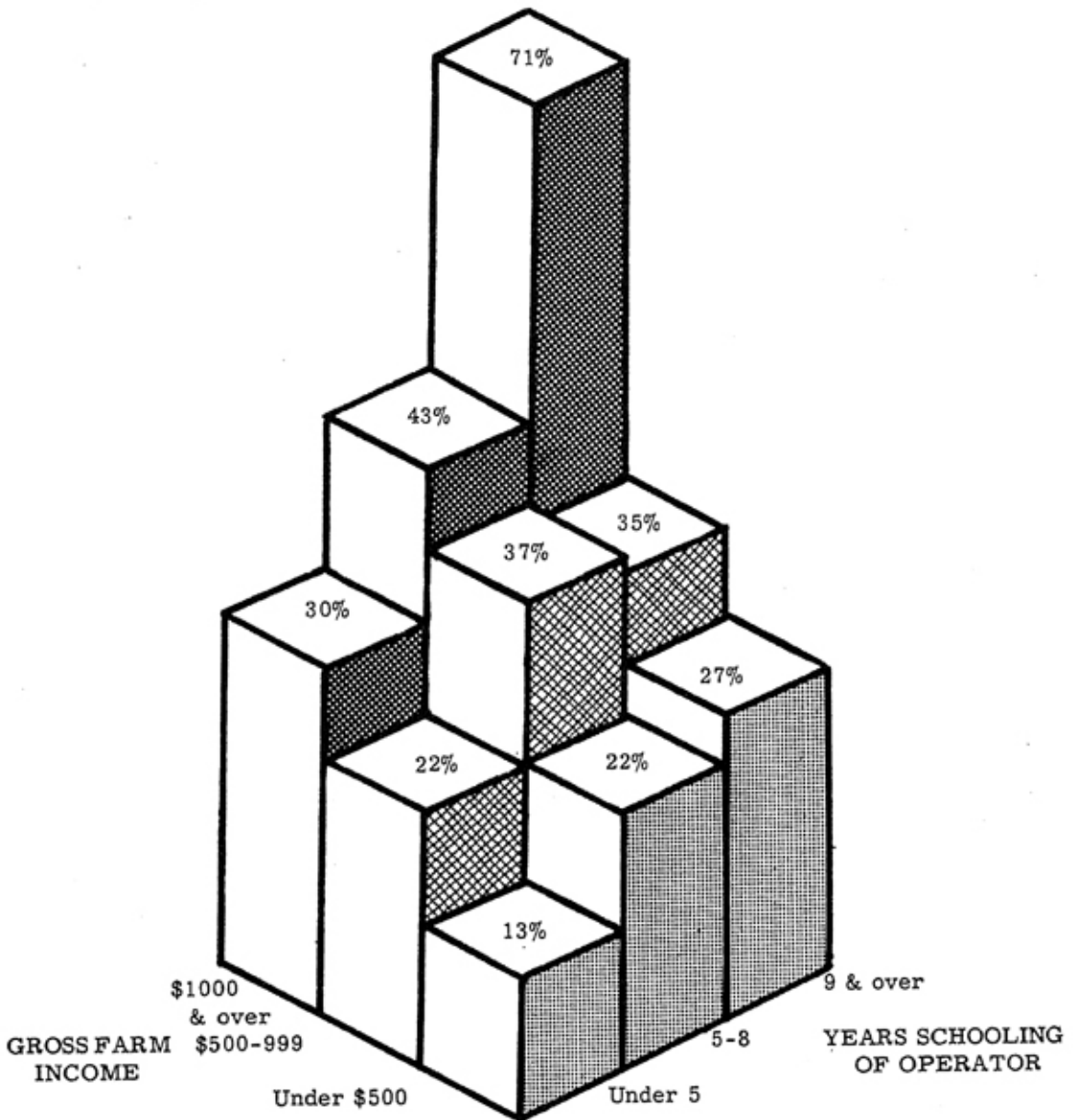


Figure 10. Percentage of Farm Households with Three or More Personal Contacts, by Farm Income and Years Schooling of Operator.

IV. IMPERSONAL CONTACTS WITH POTENTIAL SOURCES OF FARM INFORMATION

Attention in this section is directed to impersonal contacts with potential sources of farm and home information with no consideration as to the source from which the information originally came. This is not to minimize the importance of the efforts of various agencies which originate information and supply it to radio stations, newspapers, and farm journals.

The Printed Page

Farm Journals.—Approximately 7 out of 10 households were subscribers to farm journals. Variation by gross income, tenure status, and county was not great. (See Figure 11.) About 5 per cent more renters than owners subscribed to such journals. Seventy-two per cent of the operators with gross incomes of \$1000 and over subscribed to farm journals compared to about 64 per cent of those with gross incomes under \$500. The range by county was from 75 per cent in Vernon to 64 per cent in Boone. With respect to years schooling, the variation was greater. Only 54 per cent of the households headed by a person with less than 5 years schooling subscribed to one or more farm journals compared to 71 per cent of those with more schooling. Varying amounts of schooling above the 5-year level made little difference in the proportion of households subscribing.

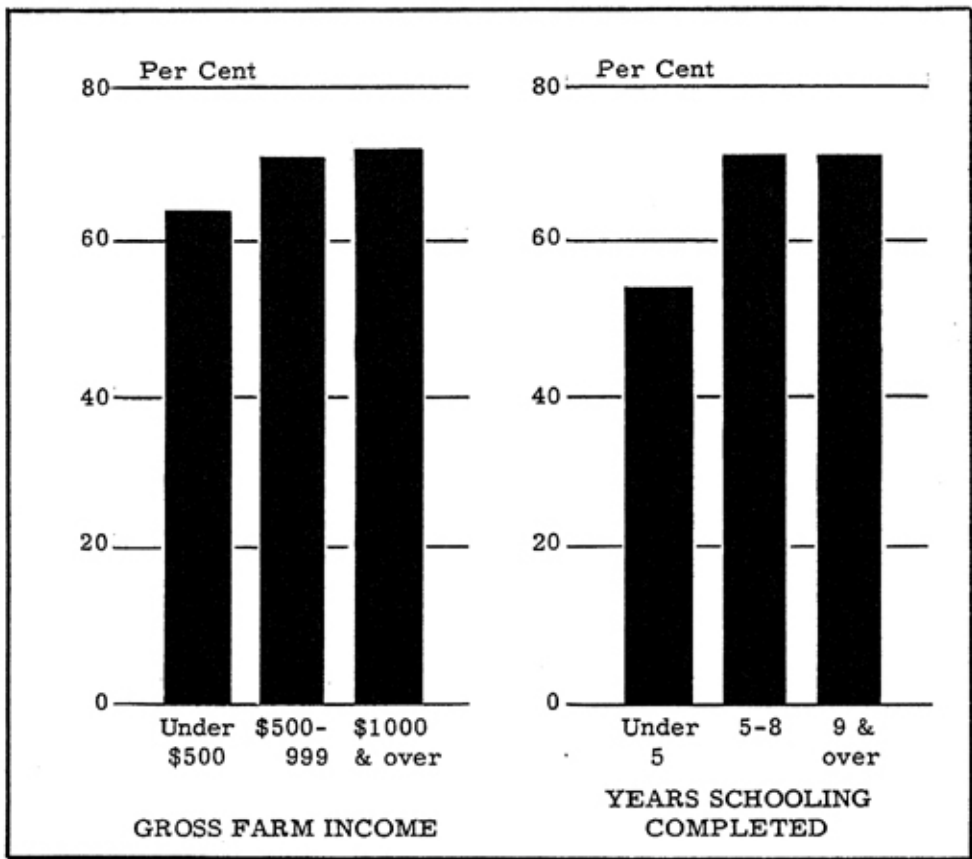


Figure 11. Percentage of Households Subscribing to Farm Journals, by Income and Schooling of Operator.

Newspapers.—The most universally available potential source of farm and home information was the newspaper. Nineteen out of twenty households took at least one local or metropolitan newspaper. In no county and in no income category did the proportion of households taking a newspaper vary as much as

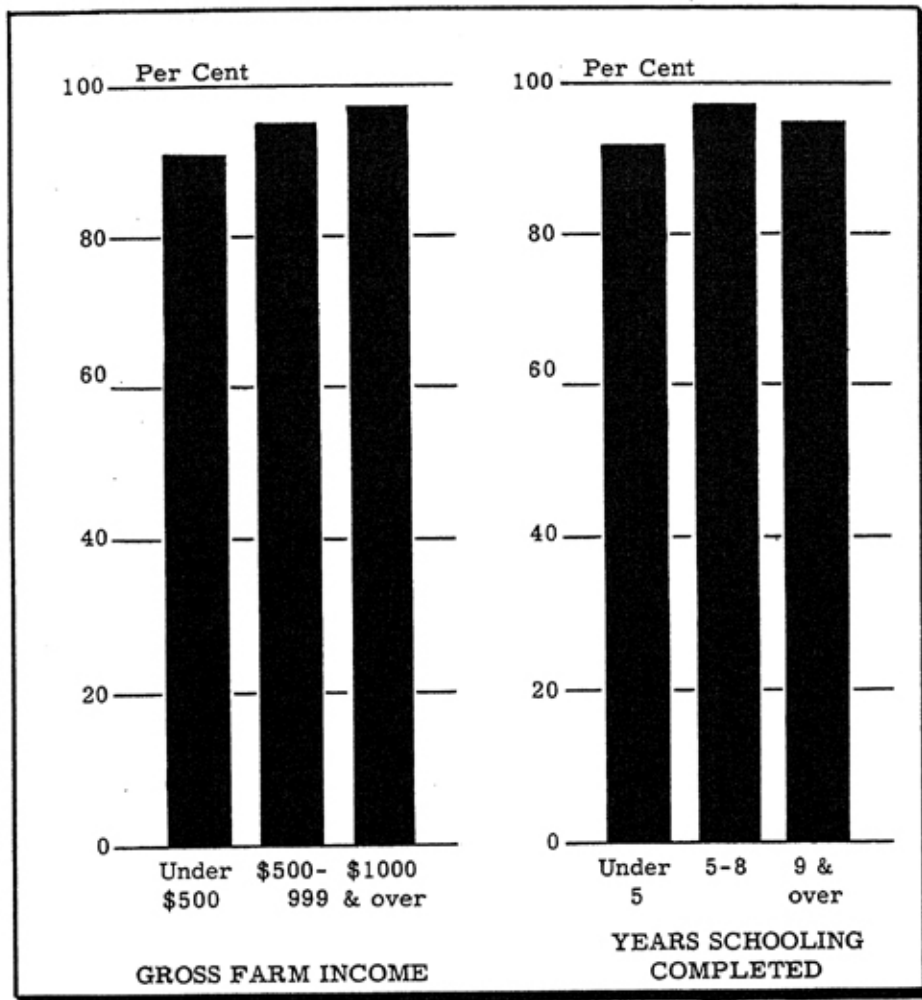


Figure 12. Percentage of Households Subscribing to Local or Metropolitan Newspaper, by Income and Schooling of Operator.

3 per cent from the four-county average. Furthermore, the percentage did not fall below 85 in any income category in any of the counties studied. Variation by years schooling completed by operator who had completed less than 5 years schooling subscribed to one or more newspapers compared to 95 per cent of those who had completed 9 or more years. For the 5-8 class the proportion was under 96 per cent. The range of variation by gross income was only 4 per cent. Percentages for owners and renters were 95 and 93, respectively.

Farm Bulletins.¹²—About two-fifths of the operators obtained farm bulletins by request or otherwise during the survey year. There was considerable variation by county, farm income and years schooling of operator in the number receiving bulletins. The range by county was from 62 per cent in DeKalb to 30 per cent in Vernon. A little over one-third of the survey farmers in Boone County and 52 per cent of those in Shelby County received bulletins.

¹²College of Agriculture and U. S. D. A. bulletins.

The range by farm income was 31 per cent for those with gross incomes under \$500 to approximately half of those with cash receipts of \$1000 and over. Forty-one per cent of the farmers in the \$500-999 income group received bulletins. The variation by years schooling completed by the operator was even greater. Twenty-seven per cent of the operators with less than 5 years schooling received bulletins, compared to 64 per cent of those with 9 or more years. Variation by tenure status and age did not exceed a range of 10 per cent. Fifty-seven per cent of those who had conferred with the county agent during the survey year also received farm bulletins. Only slightly over one-third of the operators who had not conferred with an agent received bulletins. This type of correlation held in all counties except DeKalb where only 40 per cent of those conferring with an agent received bulletins compared to 58 per cent of those who had not.

Those taking the initiative to secure bulletins and those receiving them without request were rather evenly divided and formed quite exclusive groups. About one-fifth of the farm operators interviewed received bulletins on their own initiative and 27 per cent received them without request. Only about 7 per cent received both requested and unrequested bulletins. In Shelby County almost three times as many farmers received bulletins unrequested as by request. In Boone County about twice as many received unrequested bulletins as by request. In DeKalb County the proportions were more evenly divided. In Vernon County more than twice as many of the survey farmers received bulletins by request as upon the initiative of others.

The number of farmers receiving requested bulletins varied from 34 per cent in DeKalb County to 11 per cent in Boone. The percentages for Shelby and Vernon counties were 16 and 22, respectively. Variation by farm income was marked at the bottom of the scale by 12 per cent with cash receipts under \$500 and at the top by 26 per cent with gross incomes of \$1000 and over. (See Figure 13.) The greatest variation occurred by years schooling completed by the operator ranging from 8 per cent of the operators with less than 5 years schooling to 37 per cent of those who had completed 9 or more years. Although the proportion of operators requesting bulletins varied little with age, the variation that did exist favored the younger farmers. About 6 per cent more farmers under 55 years of age than those 65 years and over requested bulletins.

A majority of the operators requesting bulletins received less than six. Comparison of median number of bulletins received by farmers in the various income levels revealed no tendency for those with higher incomes to request more bulletins than operators in the lower income brackets. On the other hand those with more than 8 years schooling requested three times as many bulletins as those completing less than 5 years. (See Appendix II, Table 4.) Variation by age in the number requested was also considerable. Operators under 55 years of age requested twice as many bulletins per person as those 65 and over.

The number receiving unrequested bulletins varied from 10 per cent in

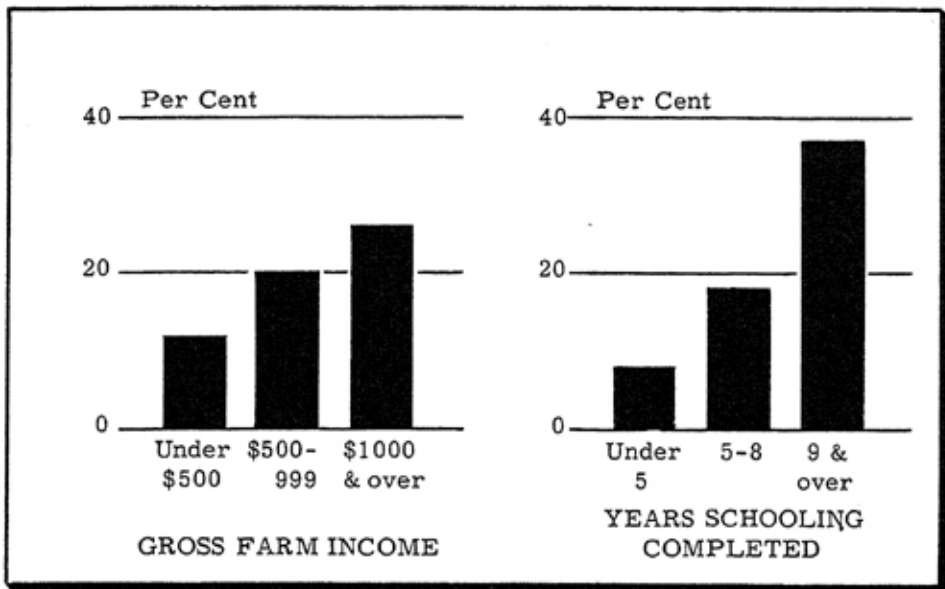


Figure 13. Percentage of Farm Operators Obtaining Farm Bulletins by Request, by Income and Schooling.

Vernon County to 46 per cent in DeKalb. About 15 per cent more in the highest income group received bulletins not requested as those with gross receipts less than \$500 (See Appendix II, Table 5.) thus indicating that bulletins are more likely to be sent to the farmers with higher incomes. The situation with respect to schooling of operator is similar. Thirty-eight per cent of the operators with 9 or more years schooling secured unrequested bulletins compared to one-fourth of those with 8 or less years.

More low-income farmers requested bulletins from the Agricultural Extension Service or the county agent than from any other source. Fifty-two per cent of the operators receiving bulletins by request got them in this manner. Per cents ranged from 72 in DeKalb County to 41 per cent in Vernon. About 37 per cent of them directed requests to the College of Agriculture or specifically to the Experiment Station. Over half of the farmers interviewed in DeKalb County who had asked for farm bulletins made requests through this channel, but only one of the 13 requesting bulletins in Shelby County directed his request to the College of Agriculture. One out of 8 made requests through a congressman, and about 23 per cent directed requests to Washington, D. C., usually to the United States Department of Agriculture.

As with farm bulletins requested, the county agent or Agricultural Extension Service ranks first as a source of unrequested bulletins. About 42 per cent of the survey farmers receiving farm bulletins on the initiative of others said they received them from this source. About 17 per cent thought the College of Agriculture or the Experiment Station had sent them. One-third said they did not know from whence they came.

General Considerations.—More variation in the total number of reading contacts¹³ occurred by years schooling completed by the farm operator than by any of the other socio-economic factors considered. (See Figure 14.) Households headed by operators with less than 5 years schooling had a median 2.3 reading contacts compared to a median 3.1 for households headed by operators

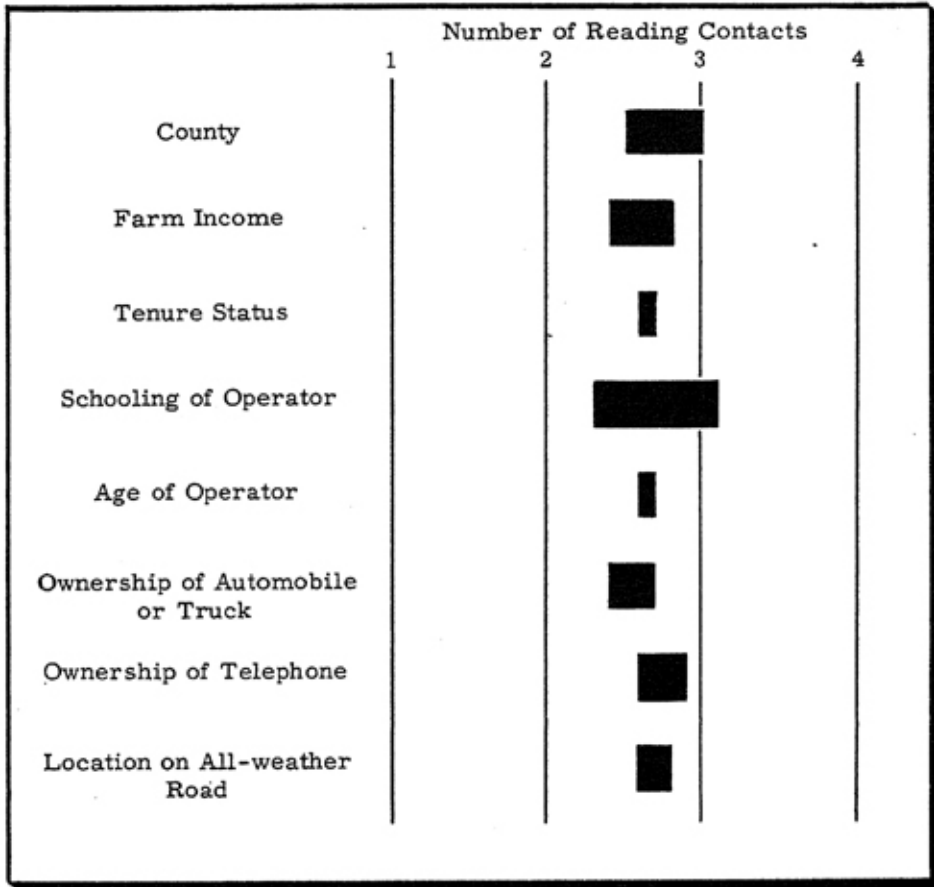


Figure 14. Range of Variation Between Median Number of Reading Contacts of the Highest and Lowest Groups of Households when Grouped According to the Factors Indicated.

completing 9 or more years schooling. The corresponding median for the 5-8 group was 2.6. Medians by gross cash receipts ranged from 2.4 for the under \$500 classification to 2.8 for households of the \$1000 and over class. Some variation by county was also found, ranging from a median 2.5 for both Boone and Vernon counties to a median of 3.0 in DeKalb County. The corresponding figure for Shelby County was 2.7. Variation by age of operator and tenure status did not exceed 0.1.

Few households had no reading contacts. (See Appendix II, Table 6.) In

¹³For items included in total see Appendix I.

no county or in no income group did the proportion reach as much as 5 per cent. Again, the greatest variation was by years schooling of the operator. Even so, the proportion never exceeded 6 per cent in any group. In Shelby County, however, 22 per cent of the farm operators with less than 5 years schooling had no reading contacts. The proportion of households with 3 or more contacts varied considerably by county, gross income, and tenure status and with the years schooling completed by the operator. By county the range was from a high of 52 per cent in DeKalb County to a low of 23 per cent in Vernon County. Percentages for Boone and Shelby counties were 30 and 38, respectively. By gross cash receipts the range was from 19 per cent in the under \$500 group to 42 per cent in the \$1000 and over group. About 17 per cent of the households headed by operators with less than 5 years schooling

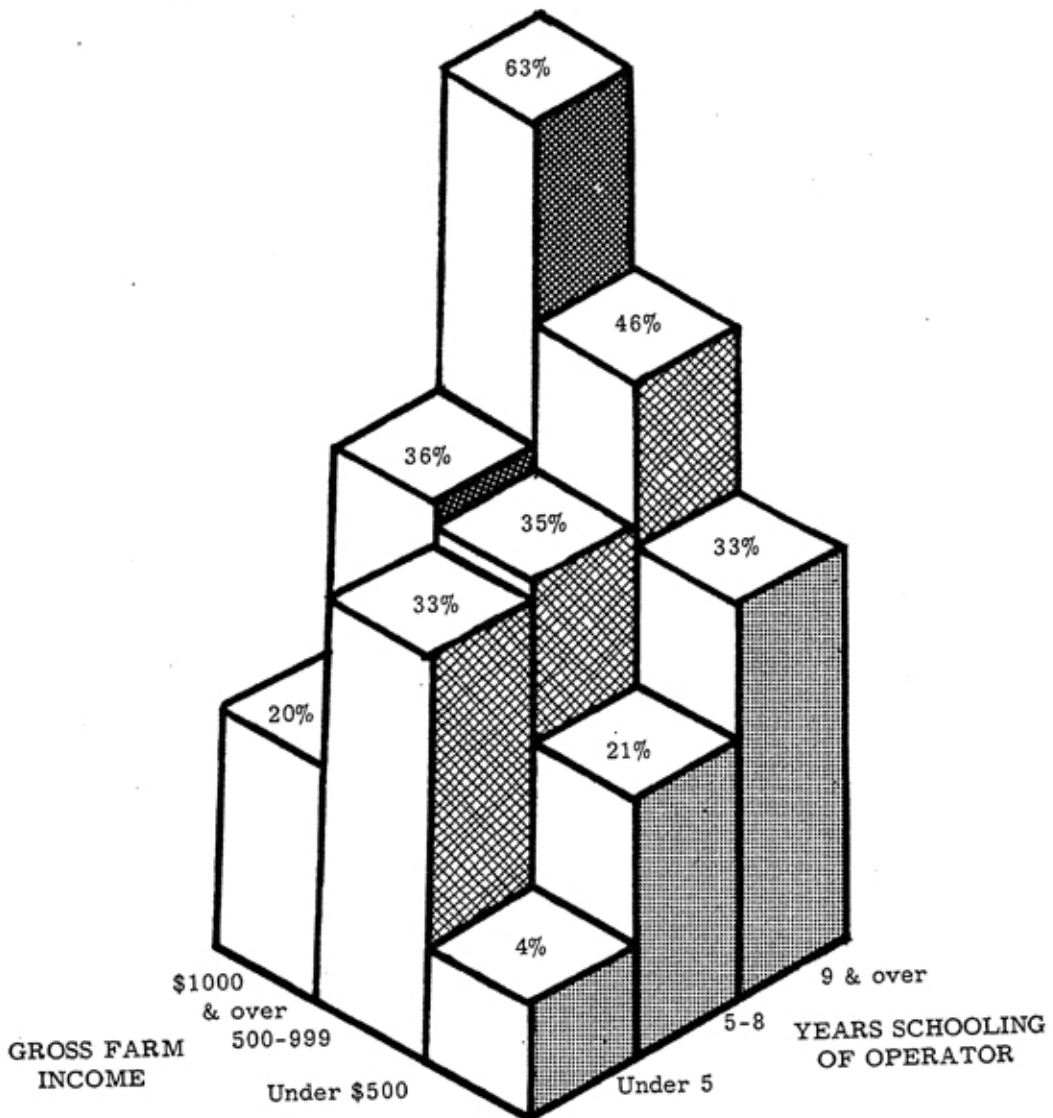


Figure 15. Percentage of Farm Households with Three or More Reading Contacts, by Farm Income and Years Schooling of Operator.

had three or more reading contacts compared to over half of those headed by operators who had completed 9 or more years schooling. Thirty-two per cent of the ones completing 5-8 years headed households with three or more reading contacts. Corresponding percentages for owners and renters were 35 and 29, respectively.

The correlation of reading contacts per household with gross farm income and years schooling completed by the operator remains in evidence when the influence of each factor is held constant. Except for no consistent relationship between gross farm income and reading contacts per household for farmers with less than five years schooling, the median number consistently increases with both years schooling and gross farm income. Comparison of the number of households with 3 or more reading contacts with gross income and years schooling completed by operator, alternately holding each of the factors constant, shows that households experiencing 3 or more reading contacts consistently increase with each of the factors. However, by far the greatest increase by years schooling occurs among farm operators who have gross incomes of \$1000 and over. (See Figure 15.) At this income level 63 per cent of the farmers with 9 or more years schooling headed households with at least three reading contacts compared to only 20 per cent of the group completing less than 5 grades.

The Radio

There were approximately 20 radio stations in Missouri and adjacent states to which low-income farm households listened regularly and which carried one or more farm information programs other than news, markets, and advertising. Slightly over three-fourths of the survey households had radios in operation. An additional 5 per cent had radios which were not in working order at the time of interview. In no county did fewer than 69 per cent of the households have radios in usable condition. Ninety-eight per cent of those with radios in operation listened regularly to one or more stations from which farm and home information might be secured. The number listening to such stations comprised 344 of the 459 households. Percentages ranged from 67 in Shelby County to 87 in DeKalb County. For Boone and Vernon counties corresponding figures were 70 and 78 per cent, respectively.

Variation by farm income and years schooling completed by the operator was considerable. (See Figure 16.) About 62 per cent of the households with gross incomes of less than \$500 listened regularly to stations from which useful information could be secured compared to 82 per cent of those with gross cash receipts of \$1000 and over. About three-fourths of those in the \$500-999 class listened to one or more such stations. Fifty-eight per cent of the households headed by operators with less than 5 years schooling listened to such stations compared to slightly over three-fourths of those headed by operators who had completed 9 or more years schooling. The proportion for the 5-8 group was

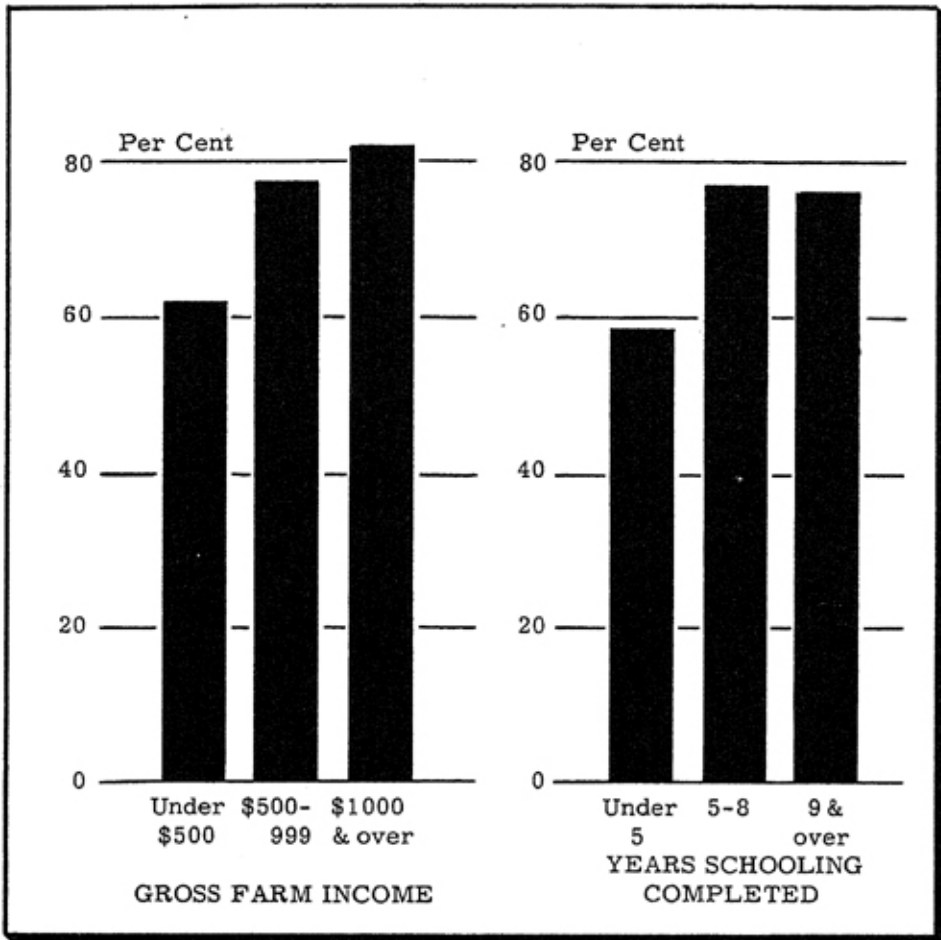


Figure 16. Percentage of Households Listening Regularly to Radio Stations Which Broadcast Farm and Home Information, by Income and Schooling of Operator.

about the same.¹⁴ Variation by tenure status was less than 1 per cent from the four-county average. By age, the variation was no more than 5 per cent from the four-county average.

The number of households listening regularly to five or more stations carrying farm information broadcasts was highest in DeKalb County and lowest in Boone County. By income the proportion ranged from less than 5 per cent of those receiving less than \$1000 to about 12 per cent with gross incomes of \$1000 or over. By years schooling of operator the range was from 6 per cent of those who had completed less than 5 years to 14 per cent who had completed more than the eighth grade. Variation by age and tenure status was marked by less than a 4 per cent range.

¹⁴With the exception of farm operators with less than 5 years schooling and those with less than \$500 gross income per year, the median number of radio stations listened to regularly increased consistently with both years schooling and gross income, when each factor was alternately held constant.

V. SUMMARY ANALYSIS

The survey farmers had fewer personal than impersonal contacts with potential sources of farm and home information. (See Figure 17.) Only 31 per cent of the farm operators belonged to a farm organization and less than one-third conferred with a county agent during the survey year. Less than 9 per cent had any direct contact with the F. H. A. office and only about 3 per cent conferred with a vocational agriculture teacher. Twenty-seven per cent had a son or daughter who had taken vocational agriculture or vocational home eco-

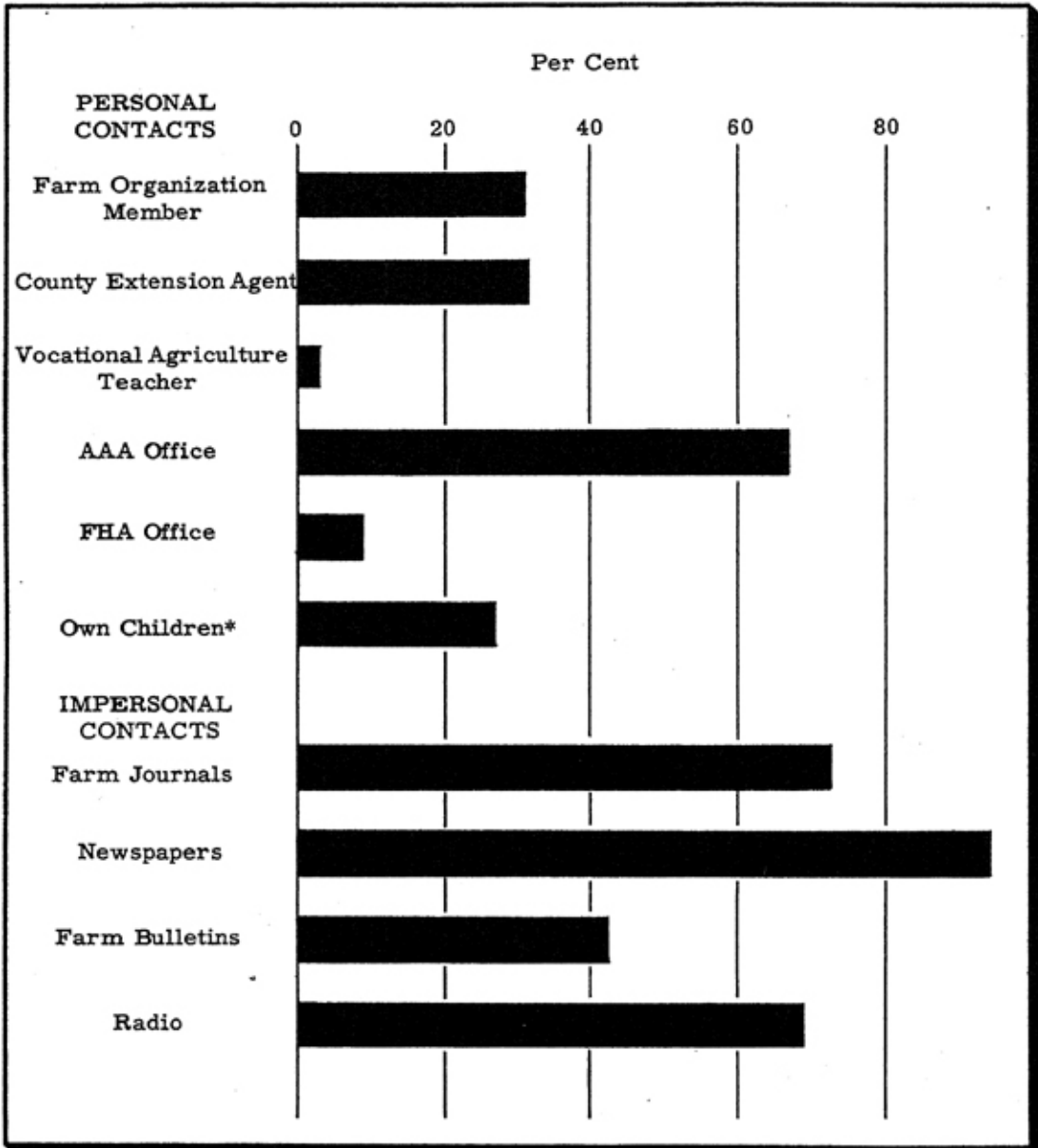


Figure 17. Percentage of Farm Operators with Specified Personal and Impersonal Contacts with Sources of Farm and Home Information During Survey Year.

*Who had training in vocational agriculture or vocational home economics.

nomics in high school. By all odds the most frequent personal contact was with the Production and Marketing Administration (AAA) office. Approximately two-thirds of the farmers had participated in some phase of the program during the survey year.

On the other hand 95 per cent took one or more newspapers and 69 per cent subscribed to one or more farm magazines. About 40 per cent obtained U. S. D. A. or College of Agriculture bulletins although less than half that number received them by request. Two-thirds of them listened to radio stations from which farm and home information could be obtained.

Contacts through commercialized channels of communication were more frequent than contacts with public agencies including the College of Agriculture. Over twice as many households subscribed to newspapers as secured farm bulletins; over four times as many subscribed to newspapers as secured farm bulletins by request. The number taking farm journals exceeded the number getting bulletins by 29 per cent. Radio contacts were far more prevalent than contacts with the county agent or with farm bulletins.

Reading and radio contacts were affected less by communicative barriers than personal contacts. Location on or off an all-weather road, ownership or non-ownership of automobile or truck and ownership and non-ownership of telephone had little to do with the number of reading and radio contacts experienced. On the other hand presence or absence of such facilities, other than the telephone, had a marked influence on the number of personal contacts. (See Figures 8 and 14.) Furthermore, subscription to farm journals and listening regularly to radio stations from which farm information could be secured were less influenced by communicative barriers than contacts with farm bulletins.

In the absence of a clear-cut definition and analysis of social class in rural Missouri, there is no way of knowing to what extent such barriers restrict contacts with potential sources of farm and home information. However, since the farmers interviewed in this study have lower incomes than their neighbors and since income is a recognized correlate of social class, a certain amount of class isolation may be assumed. Diffusion of information from college to farmer via the personal contact route is subject to the limitations of class and clique-imposed associational patterns. Mass communication media on the other hand are little influenced by such factors. It is therefore possible that part of the isolation experienced by the low-income farmers is a function of social distances which restrict free and spontaneous association and which causes the so-called "little farmer" to feel that he has little in common with his "big farmer" neighbor.

The number of personal and impersonal contacts varies considerably among low-income farmers. There was a correlation of 0.41 between number of personal contacts and the number of reading contacts per household. This indicates that there is considerable variation in the degree to which households

are reached by personal and reading contacts. Reading contacts reach more people and are relatively more prevalent among farmers with the lower incomes and those with less years schooling than personal contacts. This is especially true of reading contacts provided through commercialized channels. The correlation between personal contacts per household and radio contacts per household was only 0.26 clearly indicating that survey households having numerous personal contacts with potential sources of farm and home information were not necessarily the ones with the most radio contacts. Furthermore, the correlation of 0.17 between reading and radio contacts indicates that the farm households with larger numbers of reading and radio contacts are not the same as those with the greater number of radio contacts.

These data suggest a multiple approach to the problem of reaching low-income farmers with educational material. Prevailing habits of contact with potential sources of farm and home information suggest that a large percentage of the survey farmers can be most readily reached by radio, newspaper and farm journals. About 40 per cent of them obtained farm bulletins during the survey year. Although reading and radio contacts were more common than personal contacts, a considerable number have more or less established personal contacts through which farm and home information is readily available.

In view of the close association between farm income and contacts with potential sources of farm and home information on the one hand and years schooling completed on the other, increased effort to educate low-income farm youth seems essential. The favorable attitude of low-income farmers toward education for farming and their own desire for more information is encouraging. With them the traditional American faith in education still lives.

APPENDIX I

Personal Contacts of Household.— Each of the following relationships were counted as one personal contact with a potential source of farm and home information:

- a. One or more members of the family were at one time engaged in 4-H Club work.
- b. A living son or daughter had received vocational agriculture or vocational home economics training. It is assumed that contacts with children, who had vocational training, continue to be a source of information after formal training ceases.
- c. The farm operator participated in some part of the AAA program during the survey year.
- d. The total number of farm organizations of which operator or wife was a member. Each membership was counted as one contact.
- e. Either husband or wife conferred with one or more county agents during the survey year or attended meetings where one was present.
- f. Either husband or wife conferred with a vocational agriculture teacher during the survey year or attended meetings where one was present.
- g. The operator was at one time a standard F. H. A. client, the assumption being that contacts tend to continue after active supervision ceases.

No attempt was made to evaluate the above types of personal contacts other than to assign a weight of one to each.

Reading Contacts of Household.—Each of the following were counted as one reading contact:

- a. Either husband or wife read a book on farming or homemaking during the survey year.
- b. Household subscribed to one or more farm journals during the survey year.
- c. Household subscribed to a newspaper during the survey year.
- d. Household received one or more U. S. D. A. or College of Agriculture bulletins during the survey year.

No attempt was made to evaluate the contacts other than to assign a weight of one to each.

APPENDIX II

TABLE 1--Farm Operators Who Have Met County Agents--Classified by County, Farm Income, and Years Schooling Completed by Operator

County Farm Income Years Schooling	Total		Place of Meeting							
			At Agent's Office		At Farm Meetings		On Opera- tor's Farm		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%
COUNTY TOTAL	281	100.0	222	79.0	167	59.4	81	28.8	42	14.9
DeKalb County	78	100.0	72	92.3	67	85.9	38	48.7	0	---
Shelby County	74	100.0	62	83.8	40	54.1	21	28.4	30	40.5
Boone County	84	100.0	56	66.7	47	56.0	17	20.2	3	3.6
Vernon County	45	100.0	32	71.1	13	28.9	5	11.1	9	20.0
FARM INCOME TOTAL	281	100.0	222	79.0	167	59.4	81	28.8	42	14.9
Under \$500	54	100.0	36	66.7	31	57.4	11	20.4	10	18.5
\$500 - 999	101	100.0	75	74.3	51	50.5	23	22.8	19	18.8
\$1000 & over	126	100.0	111	88.1	85	67.5	47	37.3	13	10.3
Unknown	0	----	0	---	0	---	0	---	0	---
YEARS SCHOOL- ING TOTAL	281	100.0	222	79.0	167	59.4	81	28.8	42	14.9
Under 5 years	21	100.0	17	81.0	14	66.7	4	19.0	1	4.8
5 - 8 years	194	100.0	153	78.9	111	57.2	55	28.4	32	16.5
9 & over years	59	100.0	47	79.7	37	62.7	21	35.6	5	8.5
Unknown	7	100.0	5	71.4	5	71.4	1	14.3	4	57.1

TABLE 2--Wives Who Have Met County Agents Classified--by County, Farm Income, and Years Schooling Completed by Wife

County Farm Income Years Schooling	Total		Place of Meeting							
			At Agent's Office		At Farm Meetings		On Operator's Farm		Other	
	No.	%	No.	%	No.	%	No.	%	No.	%
COUNTY TOTAL	163	100.0	69	42.3	124	76.1	49	30.1	32	19.6
DeKalb County	51	100.0	25	49.0	45	88.2	23	45.1	4	7.8
Shelby County	36	100.0	11	30.6	31	86.1	14	38.9	12	33.3
Boone County	40	100.0	18	45.0	30	75.0	11	27.5	2	5.0
Vernon County	36	100.0	15	41.7	18	50.0	1	2.8	14	38.9
FARM INCOME TOTAL	163	100.0	69	42.3	124	76.1	49	30.1	32	19.6
Under \$500	30	100.0	7	23.3	26	86.7	6	20.0	2	6.7
\$500 - 999	54	100.0	22	40.7	38	70.4	16	29.6	15	27.8
\$1000 & over	79	100.0	40	50.6	60	75.9	27	34.2	15	19.0
Unknown	0	----	0	---	0	---	0	---	0	---
YEARS SCHOOLING TOTAL	163	100.0	69	42.3	124	76.1	49	30.1	32	19.6
Under 5 years	0	----	0	---	0	---	0	---	0	---
5 - 8 years	91	100.0	35	38.5	73	80.2	26	28.6	13	14.3
9 & over years	71	100.0	34	47.9	50	70.4	22	31.0	19	26.8
Unknown	1	100.0	0	---	1	100.0	1	100.0	0	---

TABLE 3--Farm Households Classified by Number of Personal Contacts with Sources of Farm and Home Information by County, Farm Income and Years Schooling Completed by Operator

County Farm Income Years Schooling	Total		Number of Personal Contacts									
			None		1 - 2		3 - 4		5 & over		Unknown	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
COUNTY TOTAL	459	100.0	56	12.2	224	48.8	129	28.1	50	10.9	0	---
DeKalb County	85	100.0	8	9.4	29	34.1	29	34.1	19	22.4	0	---
Shelby County	84	100.0	11	13.1	37	44.0	24	28.6	12	14.3	0	---
Boone County	145	100.0	25	17.2	74	51.0	37	25.5	9	6.2	0	---
Vernon County	145	100.0	12	8.3	84	57.9	39	26.9	10	6.9	0	---
FARM INCOME TOTAL	459	100.0	56	12.2	224	48.8	129	28.1	50	10.9	0	---
Under \$500	122	100.0	30	24.6	66	54.1	17	13.9	9	7.4	0	---
\$500 - 999	172	100.0	15	8.7	96	55.8	50	29.1	11	6.4	0	---
\$1000 & over	162	100.0	9	5.6	62	38.3	62	38.3	29	17.9	0	---
Unknown	3	100.0	2	66.7	0	---	0	---	1	33.3	0	---
YEARS SCHOOLING TOTAL	459	100.0	56	12.2	224	48.8	129	28.1	50	10.9	0	---
Under 5 years	52	100.0	15	28.8	27	51.9	8	15.4	2	3.8	0	---
5 - 8 years	314	100.0	33	10.5	160	51.0	91	29.0	30	9.6	0	---
9 & over years	84	100.0	5	6.0	36	42.9	26	31.0	17	20.2	0	---
Unknown	9	100.0	3	33.3	1	11.1	4	44.4	1	11.1	0	---

TABLE 4--Farm Operators Classified by Number of Farm Bulletins Received on Request During the Survey Year, by County, Farm Income, and Years Schooling Completed by Operator

County Farm Income Years Schooling	Total		Number of Bulletins Received										
			None		1 - 4		5 - 9		10 & over		Unknown		Median
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.
COUNTY TOTAL	459	100.0	358	78.0	34	7.4	26	5.7	30	6.5	11	2.4	5.5
DeKalb County	85	100.0	54	63.5	10	11.8	9	10.6	10	11.8	2	2.4	5.9
Shelby County	84	100.0	69	82.1	6	7.1	2	2.4	5	6.0	2	2.4	5.3
Boone County	145	100.0	128	88.2	8	5.5	4	2.8	4	2.8	1	.7	5.0
Vernon County	145	100.0	107	73.8	10	6.8	11	7.6	11	7.6	6	4.1	5.5
FARM INCOME TOTAL	459	100.0	358	78.0	34	7.4	26	5.7	30	6.5	11	2.4	5.5
Under \$500	122	100.0	107	87.7	5	4.1	4	3.3	5	4.1	1	.8	5.5
\$500 - 999	172	100.0	133	77.3	17	9.9	7	4.1	10	5.8	5	2.9	5.0
\$1000 & over	162	100.0	116	71.6	12	7.4	15	9.3	15	9.3	4	2.4	5.8
Unknown	3	100.0	2	66.7	0	--	0	--	0	--	1	33.3	--
YEARS SCHOOLING TOTAL	459	100.0	358	78.0	34	7.4	26	5.7	30	6.5	11	2.4	5.5
Under 5 years	52	100.0	47	90.4	3	5.8	0	--	1	1.9	1	1.9	3.0
5 - 8 years	314	100.0	254	80.9	28	8.9	16	5.1	11	3.5	5	1.6	4.0
9 & over years	84	100.0	48	57.1	3	3.6	10	11.9	18	21.4	5	6.0	9.3
Unknown	9	100.0	9	100.0	0	--	0	--	0	--	0	--	--

TABLE 5--Farm Operators Classified by Number of Farm Bulletins Received Without Request During the Survey Year, by County, Farm Income and Years Schooling Completed by Operator

County Farm Income Years Schooling	Total		Number of Bulletins Received										
			None		1 - 4		5 - 9		10 & over		Unknown		Median
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%	No.
COUNTY TOTAL	459	100.0	310	67.5	57	12.4	28	6.1	41	8.9	23	5.0	5.2
DeKalb County	85	100.0	44	51.8	20	23.5	6	7.1	13	15.2	2	2.4	4.0
Shelby County	84	100.0	46	54.8	12	14.2	8	9.5	16	19.0	2	2.4	5.9
Boone County	145	100.0	103	71.0	18	12.4	10	6.8	8	5.5	6	4.1	5.9
Vernon County	145	100.0	117	80.6	7	4.8	4	2.8	4	2.8	13	9.0	5.1
FARM INCOME TOTAL	459	100.0	310	67.5	57	12.4	28	6.1	41	8.9	23	5.0	5.2
Under \$500	122	100.0	91	74.6	16	13.1	3	2.4	6	4.9	6	4.9	3.7
\$500 - 999	172	100.0	119	69.2	20	11.6	10	5.8	12	7.0	11	6.4	5.1
\$1000 & over	162	100.0	99	61.1	20	12.3	15	9.3	22	13.6	6	3.7	5.6
Unknown	3	100.0	1	33.3	1	33.3	0	--	1	33.3	0	--	--
YEARS SCHOOLING TOTAL	459	100.0	310	67.5	57	12.4	28	6.1	41	8.9	23	5.0	5.2
Under 5 years	52	100.0	41	78.8	4	7.7	3	5.8	4	7.7	0	--	5.5
5 - 8 years	314	100.0	216	68.8	36	11.4	21	6.6	24	7.6	17	5.4	5.2
9 & over years	84	100.0	46	54.7	16	19.0	4	4.7	12	14.2	6	7.4	5.0
Unknown	9	100.0	7	77.8	1	11.1	0	--	1	11.1	0	--	--

TABLE 6--Farm Households Classified by Number of Reading Contacts with Potential Sources of Farm and Home Information, County, Farm Income and Years Schooling Completed by Operator

County Farm Income Years Schooling	Total		Number of Reading Contacts									
			None		1 - 2		3 - 4		5 & over		Unknown	
	No.	%	No.	%	No.	%	No.	%	No.	%	No.	%
COUNTY												
TOTAL	459	100.0	9	2.0	296	64.5	154	33.5	0	--	0	--
DeKalb County	85	100.0	1	1.2	40	47.0	44	51.8	0	--	0	--
Shelby County	84	100.0	3	3.6	49	58.3	32	38.1	0	--	0	--
Boone County	145	100.0	3	2.1	98	67.6	44	30.3	0	--	0	--
Vernon County	145	100.0	2	1.4	109	75.2	34	23.4	0	--	0	--
FARM INCOME												
TOTAL	459	100.0	9	2.0	296	64.5	154	33.5	0	--	0	--
Under \$500	122	100.0	6	4.9	93	76.2	23	18.9	0	--	0	--
\$500 - 999	172	100.0	2	1.2	108	62.8	62	36.0	0	--	0	--
\$1000 & over	162	100.0	1	0.6	93	57.4	68	42.0	0	--	0	--
Unknown	3	100.0	0	--	2	66.7	1	33.3	0	--	0	--
YEARS SCHOOL- ING TOTAL												
TOTAL	459	100.0	9	2.0	296	64.5	154	33.5	0	--	0	--
Under 5 years	52	100.0	3	5.8	40	76.9	9	17.3	0	--	0	--
5 - 8 years	314	100.0	5	1.6	209	66.6	100	31.8	0	--	0	--
9 & over years	84	100.0	0	--	40	47.6	44	52.4	0	--	0	--
Unknown	9	100.0	1	11.1	7	77.8	1	11.1	0	--	0	--