March 16, 1959

To the Graduate Council:

I am submitting herewith a thesis written by Elbert Woodrow Wilson entitled "Farm and Home Information: Interests in and Sources Important to Farmers and Homemakers in the Knoxville Area." I recommend that it be accepted for nine quarter hours of credit in partial fulfillment of the requirements for the degree of Master of Science, with a major in Agricultural Economics.

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Major Professor

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2d
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FARM AND HOME INFORMATION: INTERESTS IN AND SOURCES IMPORTANT TO FARMERS AND HOMEMAKERS IN THE KNOXVILLE AREA

A THESIS

Submitted to
The Graduate Council
of
The University of Tennessee
in
Partial Fulfillment of the Requirements
for the degree of
Master of Science

---

by

Elbert Woodrow Wilson

June 1959

Acknowledgement

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First of all, thanks and special appreciation are due his advisers, instructors and colleagues, past and present, of both the College of Agriculture and the College of Business Administration, especially the Department of Agricultural Economics and Rural Sociology and the Department of Real Estate. Many of the insights tentatively formulated in these pages are the results of sometimes stormy but intellectual discussions with staff members and fellow graduate students. Those who should receive mention include Professor C. E. Allred, Dr. E. J. Long, Dr. D. M. Thorpe, Dr. T. J. Whatley, Dr. H. J. Bonser, Dr. R. G. F. Spitze, Dr. J. A. Martin, Dr. E. J. Brown of the staff and graduates C. E. Murphey, W. B. Ewing and Charles Mounger.

A separate paragraph should be reserved to mention the invaluable guidance, stimulation and critical review the writer received from the chairman of the thesis committee, Dr. C. L. Cleland. His challenging viewpoints helped clarify what many times seemed obscurely formulated and loosely connected ideas.

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For many critical observations and helpful instructions within and without my thesis problem, the writer is grateful to Dr. L. C. Copeland and Professor M. L. Townsend, members of the thesis committee.

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CHAPTER I

THE PROBLEM OF THE STUDY

Introduction

This is an informational study involving man's social, economic, and educational activities. It embraces only a small, yet significant, segment of his endeavors. Interrelated aspects of his welfare form an included conjunction to this study.

Information communicates knowledge and knowledge is power. Adequate information provides farm people the opportunity to increase their productive output through appropriate application of know-how. Inadequate information permits ignorance to prevail and "there is absolutely nothing so frightening as ignorance in action."[1]

Essential to farm and home success today are the communication and utilization of sound, helpful information. For farming and homemaking to operate at maximum efficiency and to provide a basis for practical decisions, information must be complete and comprehensive in essentials.

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[1]Quotation from lecture by William M. Curtis, Real Estate Sub-Division Class, Department of Business Administration, University of Tennessee (Knoxville: Spring Quarter 1958).

Increase of Information Research

Research is increasingly directed toward the sources, dissemination, and acceptance of information to farmers and homemakers. Some studies have been concerned about the extent to which farm people are reached and influenced by farm and home information. Other studies have projected hypotheses relative to sources and use of farm information. To date, studies concerning the sources of information utilized by farmers and homemakers, in certain areas, have varied considerably in their significance and the reliance that can be placed upon them.[2] Recent studies, however, directed toward the communication, dissemination, and diffusion of information to farm people, possess greater reliability and mark advancement toward the goal of more usable information.[3]

Reflection of Interests and Informational Sources

Farmer and homemaker interests tell the story of farming conditions within a given area better than words. Importance attached to subjects of interest provides further perspective to the farming picture.

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[2]Miles Bredbold, "Farmer Source of Information," The Journal of Marketing, Vol. XIV, July 1949, pp. 79-80.

[3]Ad Hoc Subcommittee, Sociological Research on the Diffusion and Adoption of New Farm Practices, Kentucky Experiment Station, University of Kentucky, Department of Rural Sociology (Lexington: June 1952), pp. 10-14.

Sources of farm information relied upon tend to point out those agencies, individuals, and organizations that are getting information across to farmers and homemakers within the given area. Rankings classify the degree or salience of communication.

Does knowledge about farm and home information sources and interests stimulate and influence utilization of these sources? The answer to this question rests with the social scientists who must (1) interpret the results of communication studies on rural populations and (2) make suggestions to improve their efficiency.

Relative Importance of Information to Farmers and Homemakers

Information is more important to farmers today than it has ever been before. The average farm family today produces food and fiber products for itself and approximately sixteen other families in the United States.[4] Farm surpluses go to bolster our international standing and to help people in other countries.

The complexity of farm business is far greater than it was two generations ago. So great is the scale, intensity, and mechanization of modern agriculture that only the best trained farmers, operating at the highest level of efficiency, can provide the food and fiber for the national welfare and security and furnish their own families with an adequate level of living.

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[4]Hadley Read, Getting Farm Information to Farm Families, University of Illinois, College of Agriculture, 1955, Preface.

The application of science and technology to agriculture during the past two generations has wrought revolutionary changes in farming. With it has come about a startling rise in farm efficiency. Farm production today is up 75 per cent over 1910.[5] If farmers and homemakers are to progress and keep abreast of the modern agricultural situation, adequate and timely information is an economic necessity. Damage to rural standards of living may result from the lack of exposure to and use of farm and home information.

One way to broaden or stimulate farm interests and improve the effectiveness of farm and home information sources is to find out present interests and sources of farm and home information. Then if some subjects appear of more interest and some sources of information more effective than others, they can be emphasized in the education programs of the extension service, commercial concerns, and other agencies.

Statement of the Problem

The problem for the present study is the determination of farmer and homemaker subjects of interest and the sources of their information in order of relative importance in the Knoxville Area.

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[5] Lauren Soth, How Farm People Learn New Methods, National Planning Association, Washington, D. C., Planning Pamplet, No. 79, October 1952, pp. 1-3.

Justification of the Study

Interest in the study was stimulated by assumptions that farmers and homemakers are not taking full advantage of farm information available in the Knoxville Area. It is believed that farmers and homemakers in the Knoxville Area have negative attitudes toward and inadequate knowledge about sources of farm and home information. As a result, they do not make maximum use of available sources which could be used as tools for improving their economic status. It is further believed that Knoxville Area farmers and homemakers are adhering too closely to tradition in that they are trying vainly to eke out a subsistence or maintain a status quo in their farm interests; that farming and homemaking are part-time operations in the area; that farmers and homemakers are complacent about information in general and, therefore, tend to resist change; and that their interests are intermingled with other interests outside of farming.

Hypotheses

The hypotheses which the present study proposes to test are as follows:

Hypothesis I

The interests of farmers are related to the characteristics of farm operations.

Hypothesis II

The utilization of information sources by farmers is related to the characteristics of farm operations.

Hypothesis III

The interests of homemakers are related to the characteristics of farm operations.

Hypothesis IV

The utilization of information sources by homemakers is related to the characteristics of farm operations.

Hypothesis V

Sources of farm information are not related to interests of farmers.

Hypothesis VI

Sources of farm and home information are not related to homemaker interests.

Scope of the Study

This study is designed to classify the subjects of interest and the sources of information important to farmers and homemakers of a non-probability sample of farms situated in the mid-section of the upper Tennessee Valley in the year 1956.

A sample of 116 farms from the "universe" of 6,861 Knoxville Area farms was selected for inclusion in the study.

Objectives of the Study

The "universe" being the farm operators, owners, and homemakers in the Knoxville Area, the objectives of this study are as follow:

1. To ascertain the subjects of interest and the order of their importance to farmers and homemakers.
2. To identify the broad sources of information utilized by farmers and homemakers and the importance attached to such sources.
3. To describe characteristics of farmers and homemakers within the survey area.
4. To determine the different degrees of interest in specified topics according to the size of farm operated, tenure status, and whether the operation is full time or part time.
5. To relate the importance of specified sources of information in connection with specified enterprises.

Review of Related Literature

Initiation of Related Studies

Studies of farm and home information were initiated by the Extension Service of the United States Department of Agriculture in the 1920's. These studies were designed to test the effectiveness and efficiency of techniques utilized in the

dissemination of farm information by the Extension Service. M. C. Wilson directed these studies and published the results in 1927,[6] 1928,[7] and 1933.[8] Their value is limited in that only the Extension Service was considered as a source of information for farmers. Methods of disseminating information utilized by farmers were not analyzed relative to socio-economic characteristics.

Overcoming of Original Extension Service Misgivings

More recent studies conducted in Texas[9] and Vermont[10] by the Extension Service have overcome such serious deficiencies. These later studies reported farm magazines and farm papers most frequently mentioned as farm information sources. They further revealed a second ranking for the Extension Service with "friends and neighbors" third.

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[6]M. C. Wilson, Influences of Bulletins, News Stories and Circular Letters Upon Farm Practices with Particular Reference to Methods of Bulletin Distribution, Extension Circular 57, United States Department of Agriculture, September 1927, pp. 2-22.

[7]M. C. Wilson, Distribution of Bulletins and Their Use By Farmers, Extension Circular 78, United States Department of Agriculture, May 1928, pp. 2-16.

[8]M. C. Wilson and Ide P. Trotter, Results of Legume Extension in Three Southeast Missouri Counties Representing Three States of Development of a State-wide Legume Program, Extension Circular 188, United States Department of Agriculture, June 1933, pp. 3, 21-41.

[9]N. J. Niederfrank, M. L. Collins, and K. A. Hill, An Evaluation of the Effectiveness of Extension Work in Lubbock County, Texas, 1947, Texas Extension Service, 1948, pp. 8-9.

[10]United States Department of Agriculture, "The Extension Service in Vermont," Part One: Farmers and the Extension Service, BAE, 1947 (mimeographed).

Findings of Hoffer's Michigan Studies

Charles R. Hoffer, in a 1942 study of six Michigan communities of predominatly Dutch descent,[11] found that the foreign-born adopted fewer new, approved farm practices than the natives. Although the differences were not great, they were significant.

In a second study by Hoffer carried out in a Michigan general farming area, more than half of the farmers used the following sources of information: radio broadcasts, farm journals, neighbors, local newspapers, agricultural bulletins, and the county agent.[12]

Contributions of Iowa State Statistical Laboratory

The Iowa State College made a survey in 1947 to determine the sources to which farmers and homemakers turn for information on farm and home problems. The results were published by Wallaces' Farmer and Iowa Homestead in 1948. The survey was directed toward two major objectives:[13]

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[11]Charles R. Hoffer, Acceptance of Approved Farmer Practices Among Farmers of Dutch Descent, Michigan Agricultural Experiment Station, Special Bulletin 316, June 1942, pp. 1-25 and Foreword.

[12]Charles R. Hoffer, Social Organization in Relation to Extension Service, Michigan: Agricultural Experiment Station, Special Bulletin 338, August 1946, pp. 7-11.

[13]Report of a Survey by the Statistical Laboratory, Iowa State College, InFARMation Please, A Study of Iowa Farm Men and Women Based Upon Farm Interviews in Every County, Ames, Iowa, Wallaces' Farmer and Iowa Homestead, 1948.

1. Which sources of information farmers and homemakers utilize and,

2. How much importance attached to such sources.

The subjects of interest to farmers in which at least half the 577 farmers interviewed expressed an interest include:

1. Handling and feeding livestock.

2. Livestock and poultry disease.

3. Market projections a year or more in the future.

4. Advice on present livestock and gin markets.

The topics of concern to 533 homemakers (first five listed) were:

1. Recipes and planning.

2. Canning and preserving food.

3. Patterns, sewing, fashions.

4. Home improvement, painting, remodeling.

5. Keeping poultry.

The degree to which farm people depend upon various sources of information provides a rough indication of the relative importance of the sources. Farm papers and farm and non-farm magazines showed consistently high ratings with radio broadcasts next.

Surveys made by the Iowa State College statistical laboratory for Wallaces' Farmer and Iowa Homestead further indicate that Iowa farmers rely to a considerable degree upon commercial sources of information.

> A 1947 survey found that of the farmers who were interested in farm information on handling and feeding livestock, 21 per cent said they received such information from commercial sources. In 1951, a roughly comparable figure was 28 per cent. In the 1951 survey, 68 per cent of the farmers listed salespeople and manufacturer's bulletins as sources for facts about care and use of machinery. Of women interested in poultry practices, 42 per cent listed "sales and service people" as sources of information in 1947.[14]

The sources of information study was continued by the Iowa State Statistical Laboratory through a third survey[15] in 1955. Wallaces' Farmer and Iowa Homestead published the results in 1956. Its findings, again, showed farm papers and farm magazines first with both farmers and homemakers. Talking to other operators and homemakers was second with farmers and third with homemakers. Listening to radio was third with farmers and fourth with homemakers. Reading other magazines was second with homemakers and last with farmers.

Lionberger's Missouri Study

Herbert F. Lionberger conducted a related informational-source study.[16] In his study the sources of information most

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[14] Lauren Soth, How Farm People Learn New Methods, The NPA Agriculture Committee on National Policy, Planning Pamphlet No. 79 (Washington, October 1952), p. 10.

[15] Norman V. Strand, Helen Agres, and Scott Kranes, InFARMation Please, A study of Sources of Information Utilized by Iowa Farm Operators and Homemakers, 1955, A Report of a Survey by the Statistical Laboratory of Iowa State College, Ames, Iowa, for Wallaces' Farmer and Iowa Homestead (Des Moines, October 1956).

[16] Herbert F. Lionberger, Sources and Use of Farm and Home Information by Low-income Farmers in Missouri (Missouri: Agricultural Experiment Station, Bulletin 472, May 1951) pp. 1-29 and foreword.

frequently reported by low-income farmers were newspapers and farm journals. Radio broadcasts were third.

Dobb's amd Marvin's Iowa Market News Study

J. Parry Dobbs and K. R. Marvin conducted a field study of how the principal Iowa farmers obtain and utilize market news. In the report they said: "Radio, newspaper, specialized market newspaper, telephone, and the mailed federal-state market news reports were the principal ways of getting news to farmers considered in the study."[17]

Bonser's East Tennessee Studies

Dr. Howard J. Bonser, in a series of studies related to the nature of this problem in East Tennessee, found that a significant relationship existed between the adoption of home practices and sources of information. Bonser concluded that "rural community clubs and home demonstration clubs are effective media through which homemaking ideas are channeled to homemakers."[18]

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[17]J. Parry Dobbs and K. R. Marvin, How Do Iowa Farmers Obtain and Use Market News?, Research Bulletin 417 (Iowa: Iowa State College Agricultural Experiment Station, Ames, November 1954), p. 127.

[18]Howard J. Bonser, Better Homemaking Practices Through Rural Community Organizations in Tennessee, University of Tennessee, Agricultural Experiment Station, Bulletin No. 287 (Tennessee: May 1958), pp. 14-22 and Summary and Conclusions ii-iii.

Comparison of Related Studies

They appear to agree that a majority of farmers and homemakers get their first information about most new practices by way of farm journals, newspapers, and radio broadcasts. These sources appear to be of farm more importance than educational agencies, other agricultural agencies, or word-of-mouth contacts with neighbors for first information.

It is recognized, however, that much of the impact of farm journals, newspapers, and radio stations probably is due to their advertising as well as their editorial comments. The Iowa Statistical Laboratory Studies, the Ryan-Gross study[19] in Iowa, and the Wilkening study[20] in North Carolina show considerable salesman and dealer influence. Only these latter two show the importance of business firms as "educators" (sources) about new farm methods.

Procedure for This Study

Procedure for this study is based on the Iowa and Missouri studies, modified to fit the needs of the city-country fringe

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[19]Bryce Ryan and Neal Gross, Acceptance and Diffusion of Hybrid Corn Seed in Two Iowa Communities, Iowa: State College Agricultural Experiment Station, Bulletin 372, January 1950.

[20]E. A. Wilkening, "Sources of Information for Improved Farm Practices," Rural Sociology, XV (March 1950), pp. 1930.

area in the Tennessee Valley. Further procedure modifications were made to facilitate this study and lend it local applicability.

Sampling Design and Data Collection

Farm owners, owner-operators, tenant-operators, and homemakers connnected with 1956 city-country fringe in the Knoxville Area constituted the universe of individuals whose farm interests and sources of information were studied.

The survey area of forty-two census enumeration districts was outlined on a Tennessee map and included Knox County and sections of Anderson, Blount, Grainger, Jefferson, Sevier, and Union counties. Then a grid of two-mile squares was superimposed on the map.

Farm and home operations within the corporate limits of Knoxville and Alcoa-Maryville were excluded from the study.

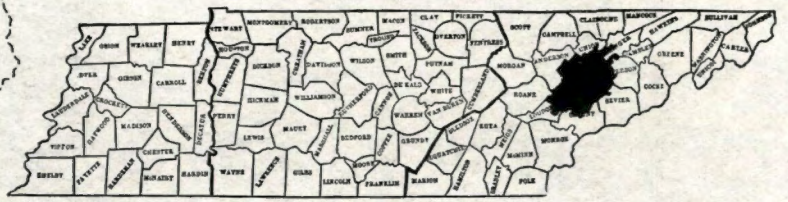
Selection of a Sample of Area (Sampling Unit)

The first stage in the sampling dispersed the sample throughout the Knoxville area by random selection of 116 of the larger segments from the two-mile-square grids. As a preparatory step the larger two-mile-square segments (2 x 2) were numbered in a serpentine manner starting from the top right or northeast

CHART I

STUDY AREA AND LOCATION OF 116 FARMS INCLUDED IN SAMPLE, 1956, KNOX CITY-COUNTRY FRINGE





Legend:

- Sample Area
- County Boundaries
- Enumeration Districts
- Incorporated Cities
- Farms Selected

corner of the sample area and progressing right to left (west) across the top tiers of segments, left to right (east) on the next tier, top-to-bottom (south), etc., until all segments were numbered.

Each grid section selected was, in turn, divided into four equal areas of one square mile (1 x 1) each and numbered in a similar contiguous, serpentine manner. Within each of the selected grid sections one of the numbered subsections was selected at random.

Sampling Within the Segment

From within each of these mile-square sample areas one farm was randomly selected, plus one alternate, for interview.

On reaching the sampling unit the interviewer surveyed the area for farms in use and with households inside the segment boundaries. Numbers were assigned accordingly in a clockwise order completely around the segment, beginning at the interviewer's point of entry, one then selected at random. This process was continued for every sampling unit until one farm in each mile-square sample segment had been selected and indicated on the field map.

The chance of any farm's being selected for interviewing was equivalent to the products of (1) the chance which the larger sampling area, 1/59.15 and (2) the chance which the smaller sampling unit in which the farm's headquarters was located had

TABLE I

PER CENT OF UNIVERSE INCLUDED IN SAMPLE AND RESPONDENTS INTERVIEWED BY COUNTY, 1956, KNOXVILLE CITY-COUNTRY FRINGE

County	Farms in Universe	Farms in Sample	Per Cent	Farmers Interviewed	Homemakers Interviewed
Knox	3,573	69	1.9	68	53
Blount	1,161	21	1.8	20	16
Sevier	718	9	1.3	9	7
Loudon	385	6	1.5	6	5
Jefferson	245	4	1.6	4	3
Union	217	2	0.9	2	2
Anderson	305	3	1.0	3	3
Grainger	257	2	0.8	1	1
Total	6,861	116	1.7	113	90

of being chosen, 1/4 and (3) the within-segment sampling rate which is approximately the fraction "one divided by the actual number of farms with headquarters within the sampling unit." In other words each primary segment selection was of equal chance, equal probability; secondary segment selection was of equal chance, equal probability; unit of observation selection was of equal chance with unequal but known probability.

Units of Observation

The element or household unit on which information is obtained is known as the unit of observation. The information which each respondent reported concerned either the farmer of the homemaker.

If one respondent fulfilled all requirements, he (she) answered for both. The chance of an individual farmer coming into the sample would depend on the number of farms he had. This did not hold true with the homemaker. She could only claim one household. Therefore, her chances were the same as that of the farm's household (place of residence).

Farmers and homemakers interviewed were exclusively native white, largely localistic in orgin but partially mobile on land. Although a few farms are operated by colored people in small scattered settlements, not a single one fell within the sample drawn. In all probability, the smallness of the colored communities and farms lowered their chances of entering the sample. It is believed no bias was thereby introduced.

One separate call-back to the farm was made where necessary. Non-availability of farm respondents on the first call-back resulted in treating the situation as a non-response. Similarly, a situation of direct refusal of respondents to be interviewed was treated as a non-response.

Treatment of Non-interviews

When interviewing techniques are applied in sampling, some recognition must be given to drop-outs. In this survey, controlled substitution was made in the field from an alternate sample.[21]

Interview Schedule

The schedule-of-questions was designed to permit the ranking of interests and the importance of sources of information

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[21]For purposes of this study (to observe the schemes of economic and statistical implications) it appeared economically desirable to make substitutions. It is realized that, to do so, there exists the possibility of biasing the data in case the non-interviewed eligible respondents should be significantly different from the substituted respondents. However, it was held that greater danger of bias and major loss in value of the sampling design would result from ignoring the non-interview problem. Some measure such as the one considered was needed to keep a degree of identity in sample composition for the sample as originally drawn and to preserve sampling rates.

If an interview was obtained from either the farmer or homemaker, only a partial substitution was made. All partial or single-respondent substitutions were made within the same segment but on selected alternate farms. Full-farm substitutions were made within the adjacent segment.

by farmers and homemakers in the Knoxville area. The schedule was presented in the manner, form, and sequence as proven by pretesting. The form was divided into four sections with questions one through seventeen.

Section A was designed to record farm characteristics, such as location, size, principal income source, tenure status, type of farming and farm organization. Section B was designed to permit the ranking of farm and home subjects of interest. Section C was designed to permit the ranking of farm and home sources of information. And Section D included specific questions dealing with mass-media circulations.

Technique of Interview

The data were obtained by personal interview with 113 farmers and 90 homemakers actually on farms[22] in the survey area. Where there were questions concerning the respondent's understanding of question intent, the question was restated and/or explained.

Any further information considered pertinent to study was noted on the back of the questionnaire.

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[22]For the purpose of this study a farm is an establishment of three acres or more on which some agricultural operations were performed or a smaller unit if its agricultural products sold in 1956 were valued at $250.00 or more. (An example of a smaller farm within the survey area is a poultry farm.)

Only three farms dropped out due to refusal to cooperate on the part of farm respondents. There was an additional drop-out of twenty-three women who were not at home on second call. This, in all probability, is attributable to increasing interests outside the home on the part of area homemakers.

Tabulation Procedure and Analytical Methods

The tables in this report are based on the tabulated results from personal interview of 113 farmers and 90 homemakers in the field. These tabulations (frequency counts and totals for the sample unweighted at the segment level) were completed in 1957. A review of these tabulations permitted selection of factors and cross tabulations which appeared important to this study.

The major schemes developed for classifying, relating and comparing data for analytical purposes were: (1) grouping by size of farm, source of income, tenure status, and type of farm, farm organization membership, and their cross relations; (2) subject of interest rankings were made in order of importance attached and an evaluation made for comparison; (3) sources of information rankings were made in order of importance and evaluation made for comparison; (4) circulation polls were completed to determine the most important medium in connection with each.

Limitation of the Study

The reliability and validity of the study are not fully known. However, the simplicity of schedule design and question wording were such that it seems reasonable to conclude that both were high. In cases where respondents showed any lack of comprehension, questions were reworded to make certain intents were clear.

A second possible limitation concerns the representativeness of the sample selected. While the probability of inclusion in the sample of each respondent is calculable, such probabilities were not equal even though treated as such in the analysis. This may have resulted in over-representation of the more sparsely populated areas, but the dispersion of the sample should make it fairly representative.

Organization of the Study

Chapter I introduces the study; states the problem; sets forth the justification, hypotheses, scope, and objectives; reviews related literature; discusses sampling design and data collection; shows limits of the study; cites tabulation procedure and analytical methods; and organizes study by chapters.

Chapter II describes the geonomic area.

Chapter III classified farm characteristics; relates principal income of farmers interviewed to farm size; relates

ownership and non-ownership to size of farm and source of income; relates farm type to principal source of income and size of farm; relates farm organization to principal source of income.

Chapter IV ranks subjects of interest to farmers and homemakers in order of importance attached to each as reported by respondents. It determines the differential degrees of interest in farm and home subjects. It compares subjects of interest to related studies and relates farm and home topics with farm characteristics.

Chapter V identifies the broad sources of information by rank for farming and homemaking. It ranks sources of information to farmers and homemakers in order of importance attached to each as reported by respondents. It also compares sources of information to farmers and homemakers to related studies.

Chapter VI reports the results obtained when the respondents were queried as to the following circulation questions: which newspaper was read for farm information? radio station most frequently listened to for farm information? farm magazine relied on for farm information? do congressmen supply farm information? and is farm information received via television? It shows the prestige attached to farm information sources.

Chapter VII is a summary of the principal findings throughout the study and statement of conclusions reached, plus some

general recommendations based upon the findings and observations of the study.

CHAPTER II

GEONOMIC AREA DESCRIPTION

Geonomic area description places this study in its proper perspective and provides the reader a wider view.

Physical Description of the Area

Size and Shape

The Knoxville area, for the purpose of this study, is roughly fan-shape, extending twelve to twenty-five miles from the city limits of Knoxville, Tennessee. The area includes Knox County and census enumeration district one in southeastern Anderson, districts three, four, five, eight, ten, eleven, sixteen, and eighteen in northeast Blount, district three in southwestern Grainger, district ten in western Jefferson, districts four and six in northeastern Loudon, districts eleven, twelve, thirteen, fifteen, and seventeen in northwestern Sevier, and district three in southern Union County.[1] Farm acreage comprises 192,471 acres in Knox, 16,218 acres in Anderson, 73,044 acres

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[1] U. S. Bureau of the Census, "Farms and Farm Characteristics by Minor Civil Divisions: For Selected Counties in Tennessee," United States Census of Agriculture, 1954, part 1 of 2 (Washington: Government Printing Office), Sheets 1, 8, 12, 14, and 19.

in Blount, 17,274 acres in Grainger, 20,864 acres in Jefferson, 28,312 acres in Loudon, 51,541 acres in Sevier and 11,953 acres in Union County, or a total of 411,677 acres of farm land within the area.[2]

Location and Topography

Geographically, the area is located in the heart of the Valley of East Tennessee and the center of Eastern America. It is drained by the Tennessee River, formed by the confluence of the Holston and French Broad Rivers about four miles east of Knoxville. It is bounded on the southeast by the Chilhowee Mountains and on the northwest by Lone Mountain and Clinch River.

Topography varies from rolling bottom lands to rugged cliffs and caverns. This area consists largely of a series of hills and ridges running northeast and southwest, with narrow to wide valleys between.[3] Characteristic sinks of Karst topography are noticeable in some parts and low knobs are prevalent. Elevation varies from 815 feet above sea level at Fort

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[2] Ibid.

[3] B. H. Luebke, S. W. Atkins, C. E. Allred, and W. J. Roth, Types of Farming in Tennessee, University of Tennessee Experiment Station and United States Bureau of Agricultural Economics (Knoxville: Tennessee Bulletin 169 reprinted 1947), pp. 83-88.

Loudon Dam to 2100 feet above sea level atop House Mountain and 2,500 feet atop Clinch Mountain.[4] The average elevation is about 936 feet above sea level as measured in "Downtown" Knoxville.[5]

Climate[6]

Climatically this area is in the mountain fringe of the humid sub-tropics.[7] Annual precipitation for the area, as reported by the United States Weather Bureau at the Municipal Airport in Blount County, is 45.5 inches. The mean average temperature is 59.3 degrees. The January average is 40.5 degrees Fehrenheit while July averages 78.4 degrees Fehrenheit. The length of the growing season averages approximately 195 days. The average days between freezes is 212. Climate is favorable for general crops, such as corn, tobacco, lespedeza, and tomatoes. Cool-season crops such as Irish potatoes, cabbage, turnips, and other truck crops, produce well if grown

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[4]U. S. Geological Survey, U. S. Department of Interior in Cooperation with Tennessee Valley Authority (Knoxville: Maps and Survey Division), 1958.

[5]Alludes to central core of city, better known as the business district.

[6]Climatic figures are based on United States Weather Bureau reports at the Municipal Airport Station, Knoxville, Tennessee.

[7]Loyal Durand, Jr., et. al., "The Humid Sub-Tropics," World Economic Geography, (New York: Crowell Company, 1954) pp. 106-120, and Economic Geography No. 271 class lectures, Department of Geology and Geography, University of Tennessee (Knoxville: Fall Quarter, 1957).

in season. September, October, and November usually are dry months, when pasture is short.

Soils

Soils vary considerably throughout the area. The range is from very fertile residual and alluvial limestone loam valleys to cherty and often shaly knobs and ridges. Knox dolomite (cherty magnesian limestone) predominates in most soils. High grade limestone and sandstone form the basis for the less extensive soils. First[8] and second bottom lands, though limited along the Tennessee, Holston, French Broad, Clinch and Little Rivers, are of considerable agricultural importance. Flood waters of Fort Loudon Lake cover extensive bottom land in Loudon, Blount, and Knox counties. Tennessee Valley Authority reports show the flooding of 15,500 acres along the banks of the Tennessee and Little Rivers.[9]

Agriculturally, surface drainage is generally good. Internal drainage is fair to good. Mixed forestation provides natural cover for numerous soil areas. These soils are recommended for most agricultural crops adapted to the northern realm of the humid sub-tropical zone, especially pulpwood and pasture.

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[8]Much of the first bottom land is flooded along the banks of the Tennessee and Little Rivers.

[9]Tennessee Valley Authority, Knoxville, Tennessee.

Erosion is an area problem on most south and southwest slopes. Therefore, strip-cropping is demonstrated on area-test farms by the Tennessee Valley Authority as a recommended practice.

Socio-economic Description of Area

Population

Population is increasing throughout the area. Actually, area population can be viewed as tributary to Knoxville, and Metropolitan State Economic Area D.[10] Knoxville's corporate population for 1950 was 124,769 (1950 Census) as compared to and estimate of 131,500 for 1958 (Chamber of Commerce). The combined city-county population for 1950 was 223,007 (1950 Census) as compared to an estimate of 246,100 for 1958 (Chamber of Commerce). The Metropolitan area (Knox, Anderson, and Blount Counties) population for 1950 was 337,105 (1950 Census) as compared to an estimate of 367,300 for 1958 (Chamber of Commerce).

People

Area inhabitants are largely of Scotch-Irish descent, interspersed with about 30 per cent German-Dutch.[11] These

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[10] This means State Economic Metropolitan Area according to the 1950 Census classification. Further, the area is said to be integrated, meaning 15 per cent or more live and work in the central county of the area, which is Knox.

[11] Durand, Loyal Jr., Class lectures in Economic Geography Number 271, Department of Geology and Geography, University of Tennessee (Knoxville: Fall Quarter, 1956).

people for the most part are descendents of settlers who migrated from the British Isles and Central Europe during the nineteenth century. African-descent individuals vary from about 2 to 5 per cent in the county areas to 16 to 20 per cent in the City of Knoxville. Most colored people live in segregated neighborhoods.

Job Opportunities[12]

Known labor surpluses within this area cause intense job competition within the local labor market. Job opportunities, however, are supplied by more than 475 manufacturing plants, area construction, utilities, education, recreational and sales services, governmental agencies, agriculture, mining and quarrying. More than 100,000 persons were gainfully employed within the area in June, 1958.

Transportation[13]

Transportation is adequate for agriculture and commerce. Two mainline railroads, the Southern Railway System and the Louisville and Nashville, operate about forty-five freight and fourteen passenger trains daily. United States Highways 70, 25, and 25W, 441, 11, and 129 and State Highways 1, 9, 71, and 73 link this area with the Interstate Highway System. More than twenty-five regular motor truck lines, seventeen moving and transfer

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[12]From "Facts and Figures" as supplied by the Knoxville Chamber of Commerce, 918 South Gay Street, November, 1958.

[13]Ibid.

companies, and other carriers serve the area. Excellent water transportation is provided through the Port of Knoxville northward to the Great Lakes and southward to the Gulf. Thus, low-cost bulky products' transportation is available. Municipal airport facilities in Blount County provide major airline connections, with more than thirty-seven scheduled arrivals and departures daily.

Markets[14]

Local markets are favorable, with outside market connections good. Knoxville, Oak Ridge, Maryville-Alcoa, with their expanding surburban areas offer favorable markets for local farm produce. Knoxville is the wholesale-retail distribution center for a forty-two-county trade area. In 1956, $8,057,527.35 was paid for 13,017,079 pounds of tobacco on the Knoxville market. During the year 1956, $7,491,000 was paid for milk to dairy farmers within the Knoxville milkshed of eighteen counties.

Types of Farming[15] and 16

Diversified or general farming predominates the area. Tobacco, dairying, livestock, poultry, grains, fruits, and

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[14] Ibid.

[15] B. H. Luebke, op. cit., pp. 83-88.

[16] Howard J. Bonser, Part-Time Farming in Knoxville City-Country Fringe, The University of Tennessee Agricultural Experiment Station Bulletin 270, Knoxville, Tennessee, September 1957, pp. 11-12.

vegetables are important. A relative concentration of part-time, dairy and truck farms surround the city and metropolitan area. Real estate values are high and land is intensively utilized.

In the city-country fringe 30 per cent small general and about 19 per cent part-time farms show the supplementary nature of farming within the area. In Knox County alone more than one hundred cows are milked per one thousand acres improved land as compared to a state average half that.

Strategically located, the Knoxville area is a focal point of distribution of Eastern America. The area lies within overnight-time radius to the nation's major industrial belt and market outlet of over half the nation's population in seventeen states.[17]

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[17]From "Facts and Figures" as supplied by Knoxville Chamber of Commerce, 918 South Gay Street, November 1958.

CHAPTER III

SOCIO-ECONOMIC CHARACTERISTICS OF THE SAMPLE

Introduction

In this chapter the socio-economic characteristics of the sample are presented. These characteristics are classified and related for further comparisons to farm and home information in this study. The relationships of farm size to principal source of income is examined. Also examined are the relations of tenure status and type of farm to both farm size and principal source of income. Then, the relationship of farm organization with principal source of income is examined. Finally, the interrelations of farm size, tenure status, type of farming, farm organization and principal source of income are examined.

Size of Farm Classification

Farms were classified according to the total land area of each farm. It will be remembered that only operating units were surveyed, not ownership tracts. In analyzing a farm for possible inclusion in the study, consideration was given to the census definition of a farm, except the sales-income figure was raised from $150.00 to $250.00 to agree with the anticipated 1960 census figure. This, of course, tended to increase the size and operations of farms selected.

Farm sizes were represented by stratification in proportion to selection. Table II shows that forty-two farms (37.2 per cent) of the 113 farms surveyed were under seventy-five acres, while only four farms (3.5 per cent) were 501 to one thousand acres. The average size of farms surveyed was 154 acres, which varied greatly from the State average of eighty-seven acres and the area average of sixty-six acres.[1] This deviation from the State and area averages may be attributed to the fact that only actual farming operations were considered for inclusion in the study. This was believed to be the more realistic approach.

Income-source Classification and Relationships

A classification by principal source of income was made in relation to the size of farm. Farmers were asked to identify principal source of income as farm or off-farm. The results were tabulated from answers supplied by farmers.

Table III shows that seventy-two farmers (64 per cent) of the 113 reported the farm as their principal source of income. Forty-one farmers (36 per cent) reported business,

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[1] U. S. Bureau of Census, Abstract Supplement County and City Data Book, 1956, United States Census of Agriculture (Washington: Government Printing Office, 1957), p. 272.

TABLE II

SIZE OF FARM CLASSIFICATION OF 113 SAMPLE FARMS, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Size of Farm	No. Farms[a]	Pct. Farms
Under 75 acres	42	37.2
75-100 acres	18	15.9
101-200 acres	34	30.1
201-300 acres	8	7.1
301-500 acres	7	6.2
501-1000 acres	4	3.5
Total	113	100.0

[a]Three refusals omitted.

TABLE III

PRINCIPAL SOURCE OF INCOME BY SIZE OF FARM,
1956, KNOXVILLE CITY-COUNTRY FRINGE

No. Farms by Size			Principal Source of Income			
			On-Farm		Off-Farm	
Size of Farm	No. Farms	Per Cent	No. Farms	Per Cent	No. Farms	Per Cent
Under 75 acres	42	100	20	47.6	22	52.4
75-100 acres	18	100	9	50.0	9	50.0
101-200 acres	34	100	27	79.4	7	20.6
201-300 acres	8	100	6	75.0	2	25.0
301-500 acres	7	100	6	85.7	1	14.3
501-1000 acres	4	100	4	100.0	None	0.0
Total	113	100	72	63.7	41	36.3

industry, public works and/or retirement as their principal source of income. These figures are comparable to a ratio of 60 per cent "off-farm" income to 40 per cent "on-farm" income for the East Tennessee Valley Area.[2] From these data it is clear that farming is declining as a source of income while industry is increasing as a source of income within the area. Bonser's study of Part-time Farming in the Knoxville City Fringe Area showed total returns higher in 1954 than in 1946. "Family labor earnings averaged $2,730 per part-time farm family in 1946 and $3,170 in 1951. Thus family labor earnings increased during the five-year period. All of this increase was in wages. Actually the returns to the family for farm work decreased $108.00."[3] Evidently, part-time farming or farming as a hobby is likewise increasing.

Table III also shows that the farmers who reported farming as their chief source of income own proportionately larger-sized farms. This indicates that the larger the farm the greater the farm interest. It also shows a tendency toward larger farm units within the survey area, with a possible dropping out of inefficient units or the combining of units for greater operating efficiency.

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[2]Joe A. Martin, from data compiled for republication of bulletin number 169, Types of Farming in Tennessee, University of Tennessee Experiment Station, Knoxville, December, 1958.

[3]Howard J. Bonser, Part-time Farming in the Knoxville City Fringe Area, U.T. Agricultural Experiment Station, Bulletin 270 (Knoxville: September 1957), pp. 20-22.

Tenure Classification and Relationships

A classification by tenure was made. Farmers were asked to report farm tenure on the basis of ownership or non-ownership, such as owner, owner-operator, manager, tenant, share cropper, or cash renter. From the 113 respondents polled a farm-tenure classification was constructed as shown in Table IV. This table shows ninety-six farmers (85 per cent) of the 113 interviewed reported tenure status as owners or part owners, sixty-eight (60 per cent) being owner-operators. There were only seventeen non-owners included in the sample.

A relationship was set up of ownership and non-ownership by size of farm. Table V shows that nine farmers (53 per cent) of the seventeen non-owners operated 101 to two hundred acre farms, while on the other extreme eleven (39 per cent) of the twenty-eight owners were on farms under seventy-five acres.

A relationship was made of ownership and non-ownership by principal source of income. Table VI shows that fifty owner-operators (74 per cent) of the sixty-eight reported the farm as being the principal income source. Table VI also shows that nineteen farm owners (68 per cent) of the twenty-eight reported their principal income source to be other than the farm.

TABLE IV

FARM TENURE CLASSIFICATION OF 113 SAMPLE FARMS, 1956, KNOXVILLE CITY-COUNTRY FRINGE AREA

Tenure Status	No. Farms	Pct. Farms
Owner-Operator	68	60.2
Owner	28	24.8
Tenant	10	8.8
Cash Rentor	5	4.4
Operator (Manager)	2	1.8
Total Owners	96	85.0
Total Non-owners	17	15.0
Totals	113	100.0

TABLE V

FARM OWNERSHIP AND NON-OWNERSHIP BY SIZE OF FARM,
1956, KNOXVILLE CITY-COUNTRY FRINGE

Tenure	No. Farms By Tenure		Size of Farm: Under 75 Acres		75-100 Acres		101-200 Acres		201-300 Acres		301-500 Acres		501-1000 Acres	
	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.
Owner	28	100	11	39.3	7	25.0	4	14.3	3	10.7	3	10.7	0	0.0
Owner-Operator	68	100	28	41.2	7	10.3	21	30.9	5	7.3	3	4.4	4	5.9
Non-Owner	17	100	3	17.6	4	23.5	9	53.0	0	0.0	1	5.9	0	0.0
Total	113	100	42	37.2	18	15.9	34	30.1	8	7.1	7	6.2	4	3.5

TABLE VI

FARM OWNERSHIP AND NON-OWNERSHIP BY PRINCIPAL SOURCE OF INCOME, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Tenure	No. Farms by Tenure		Principal Source of Income			
			On-Farm		Off-Farm	
	Farms	Pct.	Farms	Pct.	Farms	Pct.
Owners	28	100	9	32.2	19	67.8
Owner-Operators	68	100	50	73.5	18	26.5
Non-Owners	17	100	12	70.6	5	29.4
Total	113	100	71	62.8	42	37.2

Farm-Type Classification and Relationships

Type of farming classification was based on the major farm operation at the time of the survey or that enterprise which contributed 50 per cent or more farm income. Table VII shows general farming practiced on sixty-one (54 per cent) of the 113 farms surveyed, while at the other extreme only two farms (2 per cent) reported horticulture (truck crops and fruits). These two figures agree with area figures showing 60 per cent general farming and 2 per cent for truck crops.[4]

Type of farming was related to principal source of income. Table VIII shows that nineteen (83 per cent) of the twenty-three dairy farms reported the farm as the principal source of income. Livestock and general farms reported considerable "off-farm" income. Horticulture farms reported 50 per cent "off-farm" income.

Type of farm was related to size of farm. Table IX shows that twenty-nine farms (48 per cent) of the sixty-one general farms were under seventy-five acres, or 23 per cent of the total 113 farms surveyed. This compares with the figure of 30 per cent small general farms given for the Knoxville city-country fringe.[5] All other farm types show a proportionate size spread.

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[4]Joe A. Martin, from data compiled for republication of bulletin 169, Types of Farming in Tennessee, University of Tennessee Experiment Station, Knoxville; December, 1958.

[5]B. H. Luebke, S. W. Atkins, C. E. Allred and W. J. Roth, Types of Farming in Tennessee, University of Tennessee Experiment Station and United States Bureau of Agricultural Economics (Knoxville, Tennessee, Bulletin 169, Reprinted, 1947), p. 88.

TABLE VII

TYPE OF FARMING CLASSIFICATION OF 113 SAMPLE FARMS, 1956, KNOXVILLE CITY-COUNTRY FRINGE AREA

Farming Type	No. Farms	Pct. Farms
Dairy Farms	23	20.4
Livestock	27	23.9
General Farms	61	53.9
Horticulture	2	1.8
Total	113	100.0

TABLE VIII

TYPE OF FARM BY PRINCIPAL SOURCE OF INCOME, 1956, KNOXVILLE CITY-COUNTRY FRINGE AREA

Type of Farm	No. Farms by Type		Principal Source of Income			
			On-Farm		Off-Farm	
	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.
Dairy	23	100	19	82.5	4	17.4
Livestock	27	100	15	55.6	12	44.4
General	61	100	38	62.3	23	37.7
Horticulture	2	100	1	50.0	1	50.0
Total	113	100	73	64.6	40	35.4

TABLE IX

TYPE OF FARM BY SIZE OF FARM, 1956,
KNOXVILLE CITY-COUNTRY FRINGE

Type	No. Farms by Type		Size of Farm											
			Under 75 Acres		75-100 Acres		101-200 Acres		201-300 Acres		301-500 Acres		500-1000 Acres	
	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.	No. Farms	Pct.
Dairy	23	100	5	21.7	2	8.7	9	39.1	3	13.1	3	13.1	1	4.3
Livestock	27	100	7	25.9	4	14.8	9	33.3	3	11.1	2	7.4	2	7.4
General	61	100	29	47.5	12	19.7	15	24.6	2	3.3	2	3.3	1	1.6
Horticulture	2	100	1	50.0	0	0.0	1	50.0	0	0.0	0	0.0	0	0.0
Total	113	100	42	37.2	18	15.9	34	30.1	8	7.1	7	6.2	4	3.5

Farm Organization Membership and Income Relation

Farmers were asked to report farm organization memberships. Table X shows forty-two farmers (37 per cent) of the 113 polled reported membership in the Farm Bureau while sixty-four (57 per cent) reported no farm organization membership. Dr. Howard Jacob Bonser wrote in his Ph. D. thesis, "Tennessee Farmers have not been noted as community organizers; they rather have tended to leave such activities to business men in towns and cities."[6] Bonser further showed that 127 (50 per cent) of 255 surveyed did not participate in community clubs and other organizations.[7]

Farm organization membership was related to principal source of income. Table XI shows that thirty-two (75 per cent) of the forty-two Farm Bureau members reported the farm as their principal source of income. Non-membership farmers were more evenly divided as to "on farm" and "off farm" income sources, with thirty-six (56 per cent) of sixty-four reporting "on farm" income.

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[6]Howard Jacob Bonser, "Rural Community Clubs in Tennessee, Their Bearing on the Adoption of Farm and Home Practices" (Unpublished Ph. D. Thesis, Department of Agricultural Economics and Rural Sociology, The University of Pennsylvania, January, 1957), p. 10.

[7]Ibid., p. 31.

TABLE X

FARM ORGANIZATION MEMBERSHIP CLASSIFICATION OF 113 SAMPLE FARMS, 1956, KNOXVILLE CITY-COUNTRY FRINGE AREA

Farm Organization	No. Farms[a]	Pct. Farms
Farm Bureau	42	37.2
Farm Cooperative	3	2.7
FSA	1	0.9
Milk Association	2	1.7
Dairy Council	1	0.9
None	64	56.6
Total	113	100.0

[a]Three refusals omitted.

TABLE XI

FARM ORGANIZATION MEMBERSHIP BY PRINCIPAL SOURCE OF INCOME, 1956, KNOXVILLE CITY-COUNTRY FRINGE AREA

Organization	No. Farms by Organization		Principal Source of Income			
			On		Off	
	No. Farms	Pct.	Farm	Pct.	Farm	Pct.
Farm Bureau	42	100	32	76.2	10	13.8
Other[a]	6	100	4	66.7	2	33.3
Dairy Council	1	100	0	0.0	1	100.0
None	64	100	36	56.3	28	43.7
Total	113	100	72	63.7	41	36.3

[a]Other farm organizations included Farm Coop (3), FSA (1), Milk Association (2).

CHAPTER IV

RANKING THE SUBJECTS OF INTEREST TO FARMERS AND HOMEMAKERS

Introduction

In this chapter subjects of interest to farmers and homemakers are ranked in order of importance according to personal choices by respondents. Respondent choices also reflect the different degrees of interest in specified farm and home topics as shown in this chapter. Finally, respondent rankings of farm and home subjects are cross-tabulated with certain farm characteristics to determine whether or not anticipated relations exist. A system of assigning numerical values to ranks has been used to assist in determining over-all rankings of the various subjects.

Handling the Ranking Setup

To set up the rankings and determine the degrees of interest, respondents were asked to choose their subjects of interest from a list of subjects (fifteen for the farmer and thirteen for the homemaker) and name in order of importance. Prior to ranking by respondents, the interviewer went over the entire list with each interviewee to make certain that there was no misunderstanding of the subjects listed or of what was wanted. Further explanation was given in all cases where there appeared to be doubt of any consequence. To minimize biases, because

of listing sequence, topics were mentioned to respondents in three different orders, as printed, inversely and from the middle both ways. The reading sequence was changed with each respondent so that the three orders were used proportionately throughout field enumeration. To minimize tabulation errors, main topics were checked by Roman numerals and sub-topics by Arabic numerals.

Primary Ranking

Assuming that the first few choices are the most important, primary rankings were based on the first five choices submitted by respondents. Therefore, ranking tables were set up with equal weight being given each of the first five choices. The assigning of numerical values to ranks was employed as a rank-checking device and proved an invaluable study tool.

Ranking the Subjects of Interest to Farmers and Homemakers

In this section subjects of interest to farmers and homemakers are ranked according to personal choices made by farmers and homemakers in the field. These two rankings reflect the interests of farm people within the survey and tend to tell the story of farming and homemaking interests in the Knoxville Area.

Ranking the Subjects of Primary Importance to the Men

Rankings for the subjects of primary importance to men, as based on the number and percentage of 113 farmers choosing

each within the first five choices, are shown in Table XII. Two Iowa studies, 1948[1] and 1955[2], offer similar data worthy of comparison here. Where ninety-five (84 per cent) of area farmers ranked field crops first as a primary subject of interest, the earlier Iowa study ranked handling and feeding livestock first (69 per cent) and the later Iowa study ranked market prospects in the months ahead first (55 per cent). Area farmers ranked livestock second with seventy (62 per cent) choosing it as of primary importance and farm machinery third with sixty-nine (61 per cent) farmers responding. The earlier Iowa study ranked livestock and poultry disease second (60 per cent) and market prospects a year or more in the future third (57 per cent). The later Iowa study ranked current livestock and grain markets second (45 per cent) and handling and feeding livestock third (45 per cent). Area farmers ranked future markets fifth and present markets sixth with forty-one (36 per cent) and forty (35 per cent) farmers responding respectively.

Area farmers ranked farm safety eighth with twenty-five (22 per cent) farmers responding as compared to the ranking of ninth (28 per cent) in the earlier Iowa study. Government farm

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[1] Miles Bradford, "Farmers Source of Information," The Journal of Marketing, Vol. XIV, July 1949, p. 80.

[2] Norman V. Strand, Helen Ayres, and Scott Krane, InFARMation Please, Sources of Information Utilized by Iowa Farm Operators and Homemakers, 1955, Report of an informational source study of Iowa farm families by the Stastioial Laboratory of Iowa State College, Ames, Iowa, Wallace's Farmer and Iowa Homestead, October, 1956, p. 18.

TABLE XII

RANKING THE SUBJECTS OF INTEREST TO THE MEN BY THE NUMBER AND PERCENTAGE CHOOSING EACH WITHIN THE FIRST FIVE CHOICES, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Subject	Men Choosing Within First Five Choices	
	Number[a]	Per Cent[b]
Field Crops	95	84.1
Livestock	70	61.1
Farm Machinery	69	61.1
Farm Buildings	48	42.1
Future Markets	41	36.4
Present Markets	40	35.4
Dairy	39	34.5
Farm Safety	25	22.1
Pests and Diseases	16	14.2
Farm Engineering	16	14.2
Other Subjects	16	14.2
Agricultural Finance	15	13.3
Poultry	14	12.4
Farm Accounting	12	10.6
Government Programs	11	9.7

[a]Where two or more subjects ranked equally by first five choices, precedence was established from continued data computation as shown in Chart 2.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 113.

programs ranked at the bottom for both the area study and the earlier Iowa study with eleven (10 per cent) area farmers responding as compared to 15 per cent of the Iowa farmers.

Ranking the Topics of Primary Concern to the Women

Topics of primary concern to women were ranked in order of importance based on the percentage of ninety homemakers ranking topics among the first five. As with the farmers' rankings, equal weights were given each of the first five choices. The assigning of numerical values to ranks was employed as a rank-checking device. Table XIII shows the ranking for subjects of interest with seventy-three (81 per cent) homemakers choosing home food supply first as a subject of primary importance; the home second with fifty-nine (66 per cent) homemakers responding; meals third with fifty-eight (64 per cent) Homemakers responding; shopping information eleventh with fourteen (15 per cent) homemakers responding; and beauty care last with three (3 per cent) homemakers reporting primary interest.

Comparison of Area Home Topics to Early Iowa Study

By way of comparison the 1948[3] Iowa study ranked recipes and meal planning first (69 per cent); canning and preserving food second (68 per cent); patterns, sewing and fashions third (60 per cent); Home improvement fourth (55 per cent); health and medicine sixth (46 per cent); and beauty care last (10 per cent). Garden interests

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[3]Miles Bradford, Op. cit., p. 80.

TABLE XIII

RANKING THE SUBJECTS OF INTEREST TO THE WOMEN BY THE NUMBER AND PERCENTAGE CHOOSING EACH WITHIN THE FIRST FIVE CHOICES, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Subject	Women Choosing Within First Five Choices	
	Number[a]	Per Cent[b]
Home Food Supply	73	81.1
The Home	59	65.6
Meals	58	64.4
Health and Medicine	54	60.0
Home Improvement	42	46.7
Gardening	40	44.4
Clothing	30	33.3
Child Care	30	33.3
Home Finance	22	24.4
Poultry	16	17.8
Shopping Information	14	15.6
Other Subjects	8	8.9
Beauty Care	3	3.3

[a]Where two or more subjects ranked equally by first five choices, precedence was established from continued data computation as shown in Chart 3.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 90.

were similar with forty (44 per cent) area homemakers ranking it sixth while Iowa women ranked it eighth (42 per cent). For the subject of child care Table XIII shows thirty (33 per cent) area women ranked it eighth, while earlier Iowa women ranked it ninth (32 per cent).

Comparison of Area Home Topics to Latest Iowa Study

The 1955[4] Iowa study ranks recipes and farm cooking first (65 per cent); canning and freezing second (56 per cent); but family health and medicine has moved up to third place (52 per cent), which approaches this area's fourth at 60 per cent. There exists a close comparison of meals (recipes and cooking) between the 1955 Iowa ranking at 64.5 per cent and the area study at 64.4 per cent. This latter Iowa study ranks home improvement at the bottom of the list while area study ranks the home second and home improvement fifth.

High Area Interest Noted in Health and Medicine

Of particular significance was the high ranking given the subject of health and medicine by area homemakers. It is indicative of an increase in subject interest which is supported by both Iowa studies. The 1948 Iowa study ranked health and medicine sixth (46 per cent) while the 1955 Iowa study boosted it to

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[4]Norman V. Strand, et. al., op. cit., p. 34.

third with a percentage increase to 52. In the Knoxville area women ranked health and medicine fourth but boosted it percentage-wise to 60. This evidence suggests that there has been a change in the areas of interest defined as socially acceptable. So important is this finding that the topic of health and medicine is due for further treatment in relation to sources of information in Chapter V.

Different Degrees of Subject Interests

In this section the subjects of interest are extended beyond the primary ranking as previously shown in this chapter. In fact, the different degrees of interest in specified farm and home subjects are carried just about as far as respondent choice would permit. The final determinations are shown in Charts 2 and 3.

Rank spacings were provided, as shown on schedules, for fifteen possible rankings (one through fifteen) for each farmer subject and thirteen possible rankings (one through thirteen) for each homemaker subject. Respondents were encouraged to complete each ranking as far as they could.

These lengthy lists of rankings were converted categorically to rankings I, II, and III for simplicity in presentation by simple division. Charts 2 and 3 graphically present the data, categorically ranked, not just by the primary degree of interest, but by the secondary degree and the tertiary and/or final degree,

CHART 2

RANKING FOR SUBJECTS OF INTEREST TO FARMERS BY DIFFERENTIAL DEGREE OF IMPORTANCE ATTACHED TO EACH, 1956, KNOXVILLE CITY-COUNTRY FRINGE

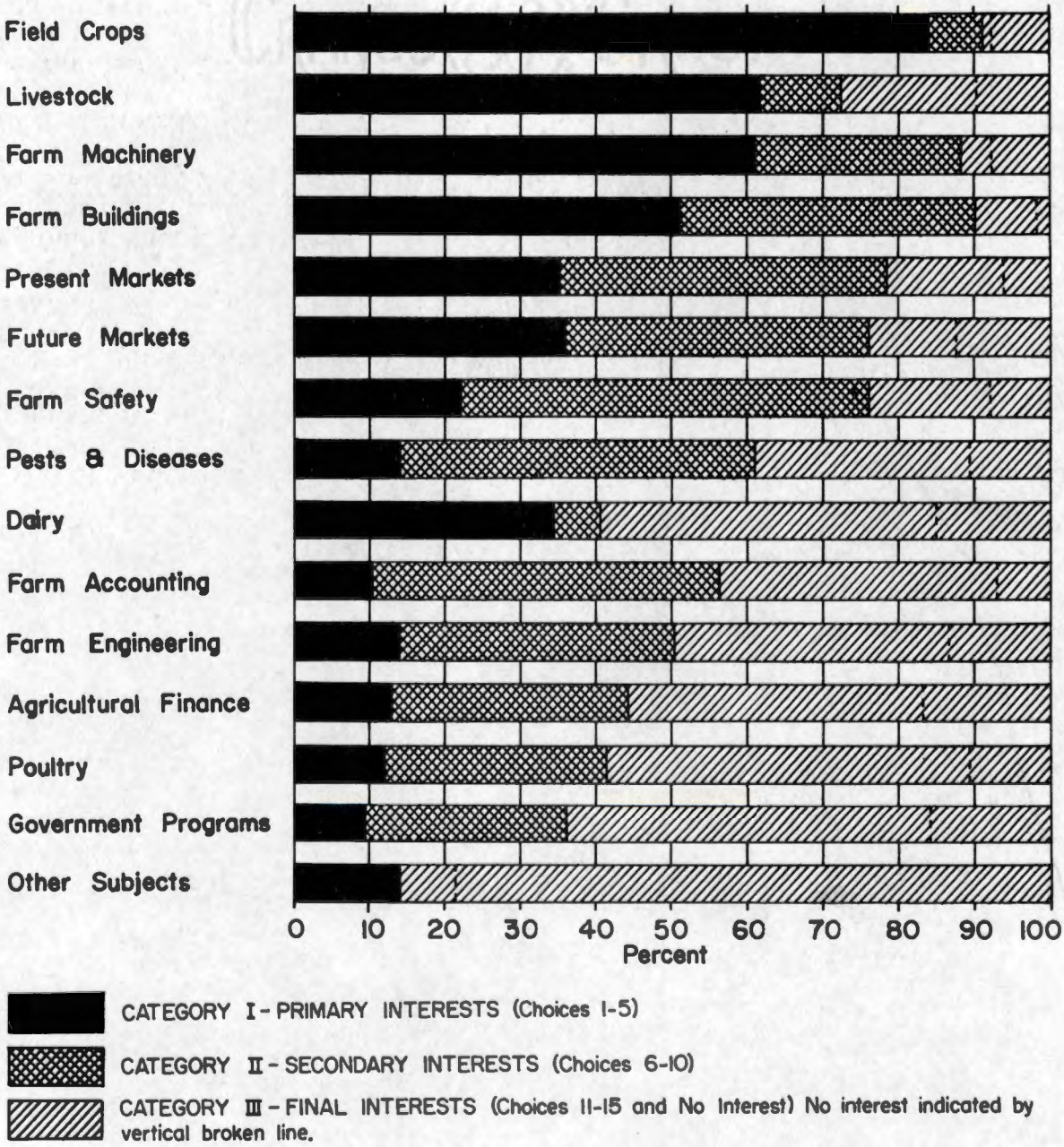
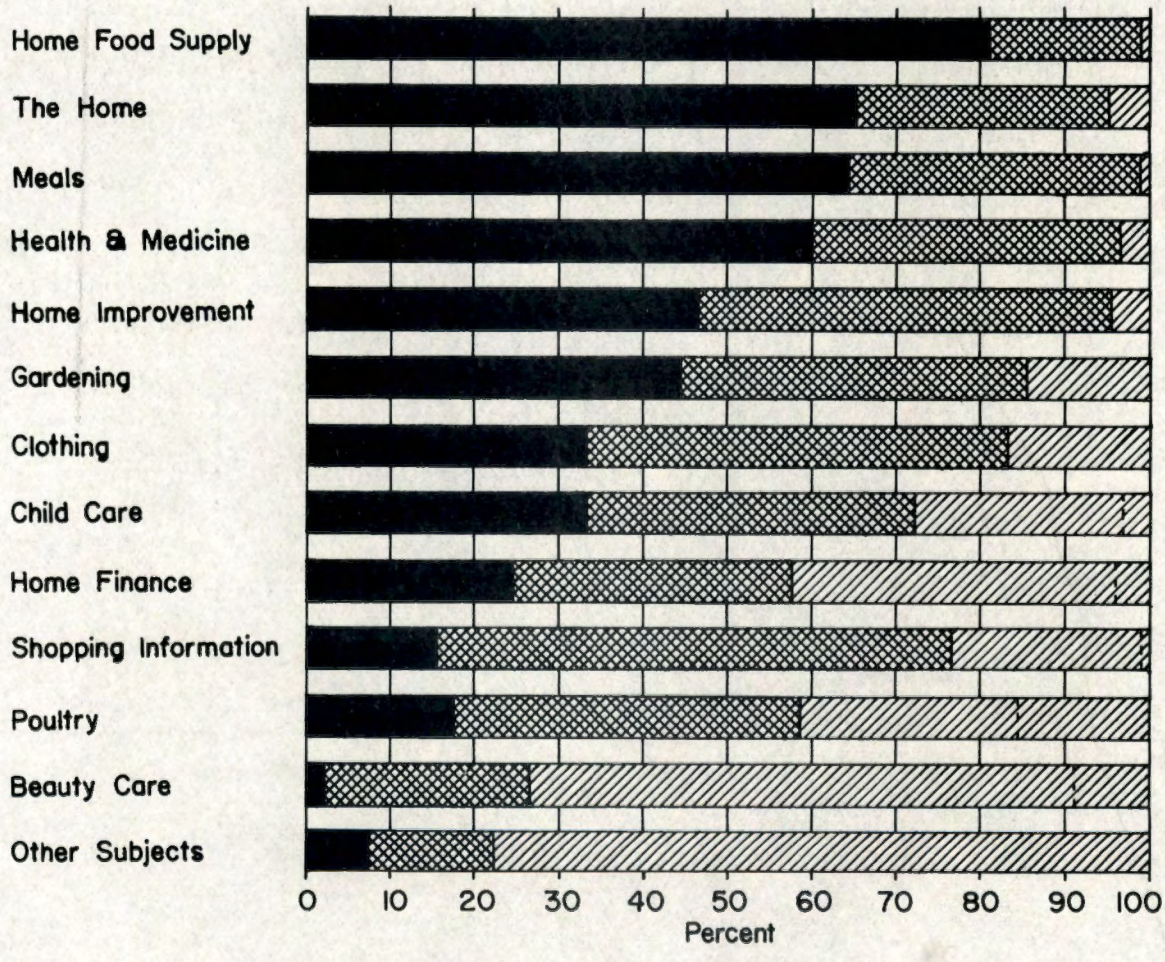


CHART 3

RANKING FOR SUBJECTS OF INTEREST TO HOMEMAKERS BY DIFFERENTIAL DEGREE OF IMPORTANCE ATTACHED TO EACH, 1956, KNOXVILLE CITY-COUNTRY FRINGE



CATEGORY I - PRIMARY INTERESTS (Choices 1-5)

CATEGORY II - SECONDARY INTERESTS (Choices 6-10)

CATEGORY III - FINAL INTERESTS (Choices 11-13 and No Interest) No interest indicated by vertical broken line.

including no interest. This is believed to be a more thorough means of deriving a complete rank preference or rating. At any rate it serves as a check. Again the assigning of numerical values to rank was used as a check against all three rankings.

Ranking of Farm Subjects by Degrees of Interests

Chart 2 presents all farm subjects as having generally a large and small end spread, with the exception of dairy, which usually provides either for a large or small beginning or ending category. Dairy's spread is different, being large on both ends and small in the middle. This simply means that area farmers are either very much interested in the subject of dairy or have little or no interest. There are few in-betweens. This is further substantiated by the fact that twenty-five farmers chose dairy as their number-one choice, none chose it as number ten choice, while, at the other extreme, twenty-five chose it as fourteenth in non-categorized ranking. On the other hand, livestock scored thirty-nine number-one rankings, seventeen seconds, seven thirds, five fourths, and nine fourteenths numerically. Field crops received twenty-nine number-one rankings, forty-seven seconds, eleven thirds, six fourths and no fourteenths.

Ranking of Homemaker Topics by Degree of Interest

Chart 3 presents the ranking of subjects of interest to homemakers by differential degrees of importance attached to each. Homemakers choosing the first four subjects, home food

supply, the home, meals, and health, and medicine have most of their rankings in categorys I and II, with few of them in category III. In catergory II farm women have most of their rankings in the subjects of shopping information, home improvement, clothing and child care. In catergory III farm women have most of their rankings in beauty care and home finance.

From the standpoint of beauty care alone category III takes on definite importance. While only three (2 per cent) women give it primary ranking and twenty-four (14 per cent) secondary ranking, fifty-eight (65 per cent) gave it tertiary ranking. This indicates that farm women do have definite interests in beauty care because fewer than 10 per cent would not rank it at all, a point which might have been overlooked in surveys limited to the primary or secondary rankings.

Topic Rankings Compared to Farm Characteristics

In this section respondent rankings of farm and home subjects are compared to farm characteristics such as size of farm, farm tenure and whether operation is part time or full time.

Farmer Subjects Compared to Size of Farm

Table XIV shows the relationship of farmer subjects to size of farm. The greatest interest in field crops came from smaller area farms. Farmers operating farms 75-100 acres in

TABLE XIV

SUBJECTS OF INTEREST TO FARMERS BY SIZE OF FARM, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Farmer Subjects	First Five Choices		Size of Farm in Acres							
			Under 75		75-100		101-200		201-1000	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Field Crops	95	84.1	35	83.3	18	100.0	27	79.4	15	78.9
Livestock	70	69.9	25	59.5	10	55.6	23	67.6	12	63.2
Farm Machinery	69	61.1	17	40.5	16	88.9	23	67.6	13	68.4
Farm Buildings	48	42.0	17	40.5	10	55.6	17	50.0	4	21.1
Future Markets	41	36.3	13	31.0	7	38.9	11	32.3	10	52.6
Present Markets	40	35.4	12	28.6	8	44.4	11	32.3	9	47.4
Dairy	39	34.5	7	16.7	8	44.4	16	47.0	8	42.1
Farm Safety	25	22.1	11	26.2	3	16.7	10	29.4	1	5.3
Pests & Diseases	16	14.6	8	19.0	1	5.6	5	14.7	2	10.5
Farm Engr.	16	14.6	5	11.9	1	5.6	6	17.6	4	21.1
Other Subjects	16	14.6	9	21.4	2	11.1	1	2.9	4	21.1
Agri. Finance	15	13.3	6	14.3	3	16.7	4	11.7	2	10.5
Poultry	14	12.4	7	16.7	3	16.7	3	8.8	1	5.3
Farm Accounting	12	10.6	5	11.9	0	0.0	4	11.7	3	15.8
Gov't Programs	11	9.7	3	7.1	5	27.7	3	8.8	0	0.0
Total	113	100.0	42	100.0	18	100.0	34	100.0	19	100.0
Total Subject Interest for Job of Farming				427.8		527.0		481.8		462.5

size were all (100 per cent) primarily interested in field crops. Under-75-acre farmers reported second interest in field crops with thirty-five (83 per cent) of forty-two responding. The least interest in field crops was shown by operators of 201-1000 acre farms with fifteen (79 per cent) of nineteen responding.

Livestock proved most popular on medium to large farms. It was greatest on 101-200 acre farms with twenty-three (68 per cent) of thirty-four operators choosing it as primary interest. Operators of 201-1000 acre farms scored it second with twelve (63 per cent) of nineteen responding. Smaller farms scored between 55 and 60 per cent.

In farm machinery interest 75-100 acre farms scored high with sixteen (89 per cent) of eighteen farmers selecting it as a primary interest. Farmers operating less than seventy-five acres appeared least interested in farm machinery with seventeen (40 per cent) of forty-two responding.

The greatest farm building interest was shown by farmers operating 75-100 acre units with ten (56 per cent) of eighteen responding. Operators of 201-1000 acres were least interested in farm buildings with four (21 per cent) of nineteen responding.

Insofar as market interests were concerned, area farmers scored future markets and present markets quite similarly. The highest market interests were scored by 201-1000 acre operators with ten (53 per cent) of nineteen choosing future markets while

nine (47 per cent) of nineteen chose present markets as primary interests. Under-75-acre operators reported the lowest market interest with thirteen (31 per cent) of forty-two choosing future markets while twelve (29 per cent) of forty-two chose present markets.

Farmers operating 101-200 acre farms reported the most interest in farm safety with ten (29 per cent) of thirty-four responding while farmers operating 201-1000 acres were most unconcerned with only one of nineteen responding.

There was little interest exhibited by farmers for the remaining subjects with one exception. This was the interest shown in government sponsored farm programs by 75-100 acre operators with five (28 per cent) reporting it a primary interest.

At the bottom of Table XIV the job of farming is compared to farm size. Total job-of-farming interest by size of farm shows the greatest interest exhibited by operators of 75-100 acre farms (527 per cent); operators of 101-200 acres second (482 per cent); operators of 201-1000 acre farms third (463 per cent) and under 75 acre units last (428 per cent).

Homemaker Subjects Compared to Size of Farm

Homemaker subjects when compared with size of farm gave somewhat different results than did farm subjects. Some of this difference is shown in the overall subject interest for the job

of homemaking. Where operators of 75-100 acre farms showed the greatest total farm-subject interests (528 per cent) homemakers on 201-1000 acre farms scored the highest total homemaking interests (538 per cent). Both farmers and homemakers on farms under 75 acres exhibited the least farm and home interests.

Table XV shows women on 75-100 acre farms the most interested in home food supply with fifteen (94 per cent) of sixteen responding. Homemakers on 201-1000 acre farms were second in home food supply interests with twelve (92 per cent) of thirteen responding. Under-75-acre homemakers showed the least interest in home food supply with twenty-four (71 per cent) of thirty-four responding.

The home, as a subject of interest, was greatest with women on 201-1000 acre farms with ten (77 per cent) of thirteen responding. Under-75-acre homemakers were second in home interest with twenty-three (68 per cent) of thirty-four responding. The 75-100 and 101-200 farms scored last in home interest with 63 and 62 per cent respectively.

Of course most homemakers were interested in meals but, once again, the 201-1000 acre homemakers scored tops with ten (77 per cent) of thirteen responding. Under-75-acre homemakers were last in meal interest with twenty (59 per cent) of thirty-four responding. According to Table XV interest in meals increased with size of farm.

TABLE XV

SUBJECTS OF INTEREST TO HOMEMAKERS BY SIZE OF FARM, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Homemaker Subjects	First Five Choices		Size of Farm in Acres							
			Under 75		75-100		101-200		201-1000	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Home Food Supply	73	31.1	24	70.5	15	93.8	22	84.6	12	92.3
The Home	59	65.6	23	67.6	10	52.5	16	61.5	10	76.9
Meals	58	64.4	20	58.8	11	68.7	18	69.2	10	76.9
Health and Medicine	54	60.0	20	58.8	11	58.7	12	46.1	11	84.6
Home Improvem't	42	46.7	13	38.2	7	43.7	16	61.5	6	46.1
Gardening	40	44.4	15	44.1	9	56.2	11	42.3	5	38.5
Clothing	30	33.3	18	52.9	7	43.7	4	15.3	1	7.6
Child Care	30	33.3	11	32.3	4	25.0	8	30.7	7	53.8
Home Finance	22	24.8	6	17.6	3	18.7	10	38.4	3	23.0
Poultry	16	17.8	7	20.5	4	25.0	4	15.4	1	7.6
Shopping Information	14	15.6	6	17.6	1	6.2	4	15.4	3	23.0
Other Subjects	8	8.9	4	11.7	0	0.0	3	11.5	1	7.6
Beauty Care	3	3.3	0	0.0	1	6.2	2	7.6	0	0.0
Total	113	100.0	34	100.0	16	100.0	26	100.0	13	100.0
Total Subject Interest for Job of Homemaking				490.6		518.4		499.5		537.9

The greatest interest in health and medicine was shown by women on farms of 201-1000 acres with eleven (85 per cent) of thirteen responding. Women on 75-100 acre farms scored second with eleven (69 per cent) of sixteen choosing health and medicine a primary interest. Farm women on 101-200 acre farms were least interested in health and medicine with twelve (46 per cent) of twenty-six responding.

The subject of home improvement was of greatest interest among homemakers on 101-200 acre farms with sixteen (62 per cent) of twenty-six responding. The least interest in home improvement was shown by women on farms under 75 acres, thirteen (38 per cent) reporting it as their primary interest.

Greatest gardening interest was shown by 75-100 acre farm women and the least by 201-1000 acre farm women. Clothing was of prime importance to under-75-acre farm women with eighteen (53 per cent) of thirty-four responding. Women on 75-100 acre farms were second with seven (44 per cent) of sixteen responding. Then there was a sharp decline in clothing interest with only one homemaker on a 201-1000 acre farm reporting.

Child care interest ranged from a high of seven (54 per cent) of sixteen of the 201-1000 acre homemakers to a low of four (25 per cent) of sixteen of the 75-100 acre homemakers. A three (23 per cent) of thirteen interest was shown in shopping information by the 201-1000 acre farm women. Some

interest was shown in beauty care by 75-100 acre, 101-200 and under-75-acre groups of farm women.

Farmer Interest Compared to Farm Tenure

Subjects of interest to farmers were compared to farm tenure, owner, owner-operator and non-owner as shown in Table XVI. Surprising as it may seem, non-owners reported most overall interest in the job of farming with a total percentage of 488 as compared to 485 percentage total for owners and a 452 percentage total for owner-operators.

Non-owners interest was greater than owner or owner-operator in farm machinery with thirteen (76 per cent) of seventeen responding; future markets ranked fourth with eight (47 per cent) of seventeen reporting; dairy with seven (41 per cent) of seventeen reporting; farm safety with five (29 per cent); agricultural finance and government sponsored programs with three (18 per cent) each. Non-owners scored last in livestock with ten (59 per cent) of seventeen reporting interest; farm buildings with five (29 per cent); pests and diseases, farm engineering, and farm accounting with each reporting one (6 per cent).

Owners' interests were greater than non-owner or owner-operator in field crops with twenty-six (93 per cent) of twenty-eight responding; livestock with nineteen (68 per cent); farm buildings with fourteen (50 per cent); pests and diseases with

TABLE XVI

SUBJECTS OF INTEREST TO FARMERS BY FARM TENURE, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Farm Subjects	First Five Choices		Farm Tenure					
			Owner		Owner-Operator		Non-Owner	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Field Crops	95	84.1	26	92.8	55	80.9	14	82.3
Livestock	70	61.9	19	67.8	41	60.2	10	58.8
Farm Machinery	69	61.1	15	53.6	41	60.2	13	76.4
Farm Buildings	48	42.0	14	50.0	29	42.7	5	29.4
Future Markets	41	36.3	9	32.1	24	35.2	8	47.0
Present Markets	40	35.4	8	28.5	26	38.2	6	35.3
Dairy	39	34.5	5	17.8	27	39.7	7	41.2
Farm Safety	25	22.1	5	17.5	15	22.0	5	29.4
Pests & Diseases	16	14.2	6	21.4	9	13.2	1	5.8
Farm Engineering	16	14.2	8	28.5	7	10.2	1	5.8
Other Subjects	16	14.2	6	21.4	7	10.2	3	17.6
Agricultural Finance	15	13.3	4	14.2	8	11.7	3	17.6
Poultry	14	12.4	5	17.5	6	8.8	3	17.6
Farm Accounting	12	10.6	3	10.7	8	11.7	1	5.8
Government Programs	11	9.7	3	10.7	5	7.3	3	17.6
Total	113	100.0	28	100.0	68	100.0	17	100.0
Total Subject Interests for Job of Farming				484.5		452.2		487.6

six (21 per cent); farm engineering with eight (29 per cent); other subjects with six (21 per cent); and tied with non-owners for top poultry interests at 18 per cent. Owners least interest were farm machinery, with fifteen (54 per cent) of twenty-eight responding; future markets with nine (32 per cent); present markets with eight (29 per cent); dairy and farm safety at five (18 per cent) each.

Owner-operator interest led owners and non-owners only in present markets with twenty-six (38 per cent) of sixty-eight responding and farm accounting with eight (12 per cent) reporting. Owner-operator interest was lowest in field crops with fifty-five (81 per cent) of sixty-eight responding; farm safety with fifteen (22 per cent); other subjects with seven (10 per cent); agricultural finance with eight (12 per cent); poultry with six (9 per cent); and government farm programs with five (7 per cent).

Homemaker Topics Compared to Farm Tenure

When homemaker topics were compared to farm tenure the total results for the job of homemaking were as might be expected as shown in Table XVII. Owner-operator homemakers reported the greatest total percentage of interests in homemaking at 509 as compared to 495 total percentage interestsreported by owner homemakers and 466 total percentage interest reported by non-owners.

TABLE XVII

SUBJECTS OF INTEREST TO HOMEMAKERS BY FARM TENURE, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Homemaker Subjects	First Five Choices		Farm Tenure					
			Owner		Owner-Operator		Non-Owner	
	No.	Pct.	No.	Pct.	No.	Pct.	No.	Pct.
Home Food Supply	73	81.1	16	76.1	48	88.8	9	60.0
The Home	59	65.6	16	76.1	34	62.9	9	60.0
Meals	58	64.4	15	71.4	35	64.8	8	53.3
Health & Medicine	54	60.0	14	66.6	34	62.9	6	40.0
Home Improvement	42	46.7	9	42.9	26	48.1	7	46.6
Gardening	40	44.4	8	38.0	26	48.1	6	40.0
Clothing	30	33.3	5	23.8	19	35.1	6	40.0
Child Care	30	33.3	11	52.3	14	25.9	5	33.3
Home Finance	22	24.4	4	19.0	13	24.0	5	33.3
Poultry	16	17.8	2	9.5	10	18.5	4	26.6
Shopping Information	14	15.6	3	14.2	11	20.3	0	0.0
Other Subjects	8	8.9	1	4.7	4	7.4	3	20.0
Beauty Care	3	3.3	0	0.0	1	1.8	2	13.3
Total	90	100.0	21	100.0	54	100.0	15	100.0
Total Subject Interests for Job of Homemaking				494.6		508.6		466.4

Owner-operator farm women's interests were greater than owner or non-owner in home food supply with forty-eight (89 per cent) of fifty-four responding; home improvement and gardening with twenty-six (48 per cent) of fifty-four each; and shopping information with eleven (20 per cent) of fifty-four. Child care was the only subject of least primary interest to home owners with fourteen (26 per cent) of fifty-four reporting.

Owner farm women's interests were greater than owner-operators or non-owners in the home with sixteen (76 per cent) of twenty-one responding; meals with fifteen (71 per cent); health and medicine with fourteen (67 per cent); and child care with eleven (52 per cent). Lowest responses were given by owner homemakers to home improvement with nine (43 per cent) of twenty-one responding; gardening with eight (38 per cent); clothing with five (24 per cent); home finance with four (19 per cent) and other subjects with one.

Non-owner women reported greater interest than owner or owner-operator women in clothing with six (40 per cent) of fifteen responding; home finance with five (33 per cent) of fifteen responding; poultry with four (27 per cent); other subjects with three (20 per cent); and beauty care with two (13 per cent).

Farm Subjects Compared to Occupational Status

Subjects of interest to farmers were compared to farmer occupational status, whether part time or full time, as shown in Table XVIII. This comparison showed full-time farmers reporting

TABLE XVIII

SUBJECTS OF INTEREST TO FARMERS BY FARMER OCCUPATIONAL STATUS, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Farm Subjects	First Five Choices		Farmer Occupational Status			
			Part-time		Full-time	
	No.	Pct.	No.	Pct.	No.	Pct.
Field Crops	95	84.1	30	73.1	65	90.2
Livestock	70	61.9	26	63.4	44	61.0
Farm Machinery	69	61.1	20	48.7	49	68.0
Farm Buildings	48	42.0	18	43.9	30	41.6
Future Markets	41	36.3	17	41.4	24	33.3
Present Markets	40	35.4	12	29.2	28	38.8
Dairy	39	34.5	7	17.0	32	44.4
Farm Safety	25	22.1	5	12.1	20	27.7
Pests and Diseases	16	14.2	8	19.5	8	11.1
Farm Engineering	16	14.2	8	19.5	8	11.1
Other Subjects	16	14.2	7	17.0	9	12.5
Agricultural Finance	15	13.3	4	9.8	11	15.2
Poultry	14	12.4	4	9.8	10	13.8
Farm Accounting	12	10.6	5	12.1	7	9.7
Government Programs	11	9.7	6	12.1	6	8.3
Total	113	100.0	41	100.0	72	100.0
Total Subjects of Interest for the Job of Farming				428.6		486.7

the greater total percentage of interest for the job of farming (487 per cent). Part-time farmers reported an overall farm subject interest of 429 per cent.

The subjects in which full-time farmers showed greater interest than part-time farmers were field crops with sixty-five (90 per cent) of seventy-two responding; farm machinery with forty-nine (68 per cent); future markets with twenty-eight (33 per cent); present markets with twenty-eight (39 per cent); dairy with thirty-two (44 per cent); farm safety with twenty (28 per cent); agricultural finance with eleven (15 per cent); poultry with ten (14 per cent); farm accounting with seven (10 per cent).

Part-time farmers showed the greater interest than full-time farmers in livestock with twenty-six (63 per cent) of forty-one responding; farm buildings with eighteen (44 per cent); future markets with seventeen (41 per cent); pests and diseases with eight (20 per cent); farm engineering with eight (20 per cent); other subjects with seven (17 per cent); and government sponsored farm programs with five (12 per cent).

Homemakers Topics Compared to Farm Operation

Homemaker topics were compared to farmer occupational status, part time or full time, as shown in Table XIX. This comparison shows that women in households of full-time farmers were more interested in the overall job of homemaking than were those in households of part-time farmers with totals of 510 and 478 per cent respectively.

TABLE XIX

SUBJECTS OF INTEREST TO HOMEMAKERS BY FARMER OCCUPATIONAL STATUS, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Homemaker Subjects	First Five Choices		Farmer Occupational Status			
			Part-Time		Full-Time	
	No.	Pct.	No.	Pct.	No.	Pct.
Home Food Supply	73	81.1	24	72.7	49	85.9
The Home	59	65.6	21	63.6	38	66.6
Meals	58	64.4	15	45.4	43	75.4
Health and Medicine	54	60.0	18	54.6	36	63.1
Home Improvement	42	46.7	19	57.6	23	40.3
Gardening	40	44.4	14	42.4	26	45.6
Clothing	30	33.3	13	39.3	17	29.8
Child Care	30	33.3	13	39.3	17	29.8
Home Finance	22	24.4	6	18.1	16	28.0
Poultry	16	17.8	6	18.1	10	17.5
Shopping Information	14	15.6	7	21.2	7	12.2
Other Subjects	8	8.9	1	3.0	7	12.2
Beauty Care	3	3.3	1	3.0	2	3.5
Total	90	100.0	33	100.0	57	100.0
Total Subject Interest for Job of Homemaking				478.3		509.9

Women in households of full-time farmers reported more interest in eight homemaking subjects than did those in households of part-time farmers. These subjects were home food supply with forty-nine (86 per cent) of fifty-seven responding; the home with thirty-eight (67 per cent); meals with forty-three (75 per cent); health and medicine with thirty-six (63 per cent); gardening with twenty-six (46 per cent); home finance with sixteen (28 per cent); other subjects with seven (12 per cent); and beauty care with two (4 per cent).

Homemakers of part-time farmers showed greater interest in five homemaking subjects than did those of full-time farmers. These subjects were home improvement with nineteen (58 per cent) of thirty-three responding; clothing with thirteen (39 per cent); child care with thirteen (39 per cent); poultry with six (18 per cent); and shopping information with seven (21 per cent).

Chapter Summary

The results of this chapter were based on the percentages of personal choices by respondents in the field. From these percentages were derived the rankings of the subjects of interest to farmers and homemakers as set up in Tables XII and XIII. Of greatest interest to farmers were field crops, with livestock second, farm machinery third, and farm building fourth. Of greatest interest to homemakers was home food supply, with the home second, meals third, and health and medicine fourth.

Respondent choices were used to reflect the differential degrees of interest in specified farm and home topics as illustrated in Charts 2 and 3. Again, percentages were used in extending these choices from primary rankings to secondary and tertiary rankings. By use of the tertiary rankings it was possible to determine hidden or depressed interest as indicated by the large proportion of farm women checking beauty care as a low-rank interest.

Finally, respondent rankings of farm and home interest were cross-tabulated with certain farm characteristics to determine whether anticipated relations existed. Although not always statistically measurable, definite relationships were found to exist. For example, when farm and home interests were compared to farm size, both farmers and homemakers on farms under 75 acres exhibited the least interest. The greatest interest in field crops was shown by small-area farmers. Livestock was most popular with men on medium to large farms. The greatest overall homemaker interest was shown by 201-1000 acre farm women.

When farm and home subjects were compared by farm tenure, non-owners indicated more interest in farming than did owners, but this was not true with the women. Farm women on owner farms reported the greatest homemaking interest. Non-owner farmers showed greater interest than owners in farm machinery. Owner interests were greater than non-owners in field crops, livestock and farm buildings.

When farmer and homemaker interests were compared to farmer occupational status, whether full time or part time, full-time farmers and homemakers reported greater farming interest than did part-time farmers and homemakers. Full-time farmers showed greater interest than did part-time farmers in field crops and farm machinery while part-time farmers showed greater interest in livestock. Women in households of full-time farmers reported greater interest in home food supply than did women in households of part-time farmers. Women connected with part-time operations showed greater interest in home improvement than did women connected with full-time operations.

The assigning of numerical values to ranks was used as a check measure against all rankings.

CHAPTER V

RANKING FOR SOURCES OF FARM AND HOME INFORMATION

Introduction

In this chapter sources of farm and home information are ranked according to personal choices respondents submitted as actually used by themselves. To determine this ranking for communication media utilized by area farm and home people, respondents were asked to name the sources of information used in finding out what they wanted to know about particular farm and home subjects. For each subject listed (question 12 (a) and (b) in schedule) the respondent was asked to select the four most important sources of information and to indicate the order of importance.

Rank Handling Precautions

To minimize biases, because of misunderstanding and/or listing sequence, certain precautionary measures were taken by the interviewer. First, the entire list (as appropriate to farmer or homemaker) was mentioned by the interviewer to the interviewee. This was done to refresh the memory of the respondent as to the sources available in the area and to improve understanding of what was wanted. Of course, sources were mentioned in three sequences, left-to-right, right-to-left, and

from the center both ways, the sequence being changed with each interview. Then each subject was presented to the respondent in the form of an oral question such as, what sources do you use for information about (topic)? Each respondent was encouraged to name from one to four sources in numerical order of importance as utilized for information relative to subject topic. He or she alone did the naming and ranking.

Percentages Represent Proportions

Percentages and rankings used throughout this chapter represent the proportion of all respondents naming and ranking each source. Any one respondent may have mentioned any combination of media choice as sources on a particular subject, and each choice is given equal weight in this chapter. Total percentages represent overall sources of information for the jobs of farming and homemaking.

Ranking the Sources of Information for the Job of Farming

In this section is presented an overall ranking of sources of information for the job of farming in order of importance attached by number and percentage of operator-utilization response. Table XX summarizes this data showing the sources area farmers depend on for farm information. The degree of source evaluation is revealed by the results shown.

TABLE XX

RANKING SOURCES OF INFORMATION FOR THE JOB OF FARMING BY NUMBER AND PERCENTAGE OF OPERATOR-UTILIZATION RESPONSES, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Responses of Operators as to Utilization of Sources	
	Number	Per Cent[b]
Business Representatives	91	80.5
Farm Magazines	67	59.3
Radio	65	57.5
Newspaper	65	57.5
County Agent	63	55.8
Extension Bulletins	51	45.1
Other Operators	43	38.1
Professional People (Vets., M.D.'s)	36	31.9
Farmer Organizations	33	29.2
Federal Agencies (SCS, ASC, TVA)	17	15.0
Vocational Agricultural Instructor	15	13.3
Commercial Bulletins	9	8.0
Television	8	7.2
Non-farm Magazines	5	4.4
Other Categories[c]		
Personal Experience	96	85.0
Non-interest in one or more	71	62.8
Other Sources	31	27.4
Don't Know	8	7.1

[a]Tabulated from ranking of sources of information actually used by farmers. See 12(a) questionnaire.

[b]Total greater than 100 per cent. Multiple choices permitted. N equals 113.

[c]Categories separated purposely to give the table greater informational source meaning and permit better view for comparison.

Business representatives (sales and service people) ranked first as a general source of farm information with ninety-one (81 per cent) of 113 selecting it within first four choices. Farm magazines ranked second with sixty-seven (59 per cent) responding; radio and newspaper between third and fourth with sixty-five (58 per cent) each; county agent fifth with sixty-three (56 per cent); extension bulletins sixth with fifty-one (45 per cent); professional people (veterinarians, medical doctors, etc.) eighth with thirty-six (32 per cent); and farmer organizations ninth with thirty-three (29 per cent). Ranking declined gradually from ninth to non-farm magazines at fourteenth with five (4 per cent).

By way of comparison the 1955 Iowa study[1] ranked reading farm papers and farm magazines first (67 per cent). Talking to other farmers was second (38 per cent); listening to radio, third (19 per cent); and talking to county agent, fourth (18 per cent). Reading other (general) magazines was low (1 per cent).

Ranking Sources of Information for the Job of Homemaking

Overall ranking of sources of information for the job of homemaking in order of importance attached by number and percentage

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[1]Norman V. Strand, Helen Agres, and Scott Kranes, InFARMation Please, A Study of Sources of Information Utilized by Iowa Farm Operators and Homemakers, 1955, A Report of a Survey by the Statistical Laboratory of Iowa State College, Ames, Iowa, for Wallaces' Farmer and Iowa Homestead (Des Moines, October 1956), p. 17.

of homemaker-utilization responses is presented in this section. Table XXI summarizes this data showing the sources homemakers depend on for homemaking information. Again, the degree of source evaluation is revealed by the results shown.

As with farmers, business representatives (sales and service people) ranked first as a general source of information with eighty (89 per cent) of ninety homemakers selecting them within first five choices. Again, farm magazines scored second with fifty-six (62 per cent) farm women responding; newspapers ranked third with forty-seven (52 per cent); non-farm magazines fourth with forty-four (49 per cent); other homemakers fifth with forty-one (46 per cent); home demonstration agent sixth with thirty-five (39 per cent); commercial bulletins eighth with thirty-two (36 per cent); radio ninth with thirty (33 per cent); television tenth with twenty-two (24 per cent); home organizations eleventh with sixteen (18 per cent); and home economics instructors twelfth with eight (9 per cent). Other categories listed at the bottom of Table XXI represent classifications not considered essential but render an additional view for comparison.

By way of comparison the 1955 Iowa study[2] again ranked reading farm papers and farm magazines first (57 per cent).

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[2] Norman Strand, et. al., op. cit., p. 33.

TABLE XXI

RANKING SOURCES OF INFORMATION FOR THE JOB OF HOMEMAKING BY NUMBER AND PERCENTAGE OF HOMEMAKER-UTILIZATION RESPONSES, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Responses of Homemakers as to Utilization of Sources	
	Number	Per Cent[b]
Business Representatives	80	88.9
Farm Magazines	56	62.2
Newspapers	47	52.2
Non-farm Magazines	44	48.9
Other Homemakers	41	45.6
Home Demonstration Agent	35	38.9
Commercial Bulletins	33	36.7
Extension Bulletins	32	35.6
Radio	30	33.3
Television	22	24.4
Farm and Home Organizations	16	17.8
Home Economics & Voc. Agri. Insturetor	8	8.9
Other Categories[c]		
Personal Experience	81	90.0
Non-interest in One or More	25	27.8
Other Sources	7	7.8
Don't Know Where to Get	3	3.3

[a]Tabulated from ranking of sources of information actually used by homemakers. See 12 (b) questionnaire.

[b]Total greater than 100 per cent. Multiple choices permitted. N equals 90.

[c]Other categories purposely separated to provide extra informational source, meaning and permit comparison.

Reading other (general magazines second (44 per cent); talking to other homemakers third (33 per cent); listening to radio fourth (38 per cent); watching television fifth (19 per cent); talking to county extension director sixth (16 per cent); attending meetings of farm groups and organizations seventh (12 per cent); reading extension bulletins eighth (9 per cent); commercial bulletins ninth (2 per cent); organization papers and magazines tenth (1 per cent); and professional people less than 1 per cent.

Ranking of Informational Source by Various Farm and Homemaking Subjects

In this section are presented rankings for sources of information for various subjects of farm and home interest based on percentage of respondents naming each. The degree to which farm and home people depend upon various sources of information is shown through conversion of the percentages into numerical rankings. This provides a rough comparison of the relative importance of each source.

Ranking for Farming Subjects of Informational Sources

Table XXII summarizes the data showing the degree to which farmers depend on various sources of information. It is observed that a few, such as none, depend on own (personal) experience, and business representatives (sales and service people) show consistently high ratings. Farm magazines,

TABLE XXII

RANKING[a] OF INFORMATION SOURCES BY FARM SUBJECTS

Specific Farmer Subjects \ Information Sources	Television	Radio	Newspaper	Farm Magazines	Non-farm Magazines	County Agent	Voc. Agri. Instructor	Extension Bulletins	Other Operators	Commercial Bulletins	Farmer Organizations	Business Representatives[b]	Don't Know Where to Get	None, Depend on Own Experience	No Information and/or not interested[c]
Field Crops		7.5	6	3		2	9	4	5	10.5	10.5	7.5	10.5	1	1/N
Handling & Feeding Livestock	10.5	7.5	9	2	12	5	10.5	3	4		7.5	6		1	5/N
Care & Use of Farm Machinery		6		3		8.5	8.5	4	5	7		2		1	2/N
Repair & Construction Farm Bldgs.		7.5	7.5	5		6		4	2	9.5	9.5	3		1	1/N
Future Market Prospects	10.5	2	1	4	10.5	5		6.5	9		8	3	12	6.5	2/N
Present Livestock Grain Mkts.	7	1	2	4		9.5		8	5.5		9.5	3		5.5	2/N
Dairy Info.	11.5	7	9	1	11.5	5	10	3	4		6	8	13	2	30/N
Farm Accident Prevention	9.5	4	7.5	2	11	7.5		5	9.5		6	3	7.5	1	1/N

[a]Where two or more sources were equally important, the ranking is indicated by the average of the several ranks involved.

[b]Sales and service people and vets are included under business representatives.

[c]N equals 113.

TABLE XXII (continued)

RANKING[a] OF INFORMATION SOURCES BY FARM SUBJECTS

Specific Farmer Subjects / Information Sources	Television	Radio	Newspaper	Farm Magazines	Non-farm Magazines	County Agent	Voc. Agri. Instructor	Extension Bulletins	Other Operators	Commercial Bulletins	Farmer Organizations	Business Representatives[b]	Don't Know Where to Get	None, Depend on Own Experience	No Information and/or not interested
Livestock & Poultry Diseases	12.5	9	7.5	4	10.5	5	7.5	3	6	12.5	10.5	1	12.5	2	1/N
Contouring Drainage Terracing		8.5	8.5	4		3	7	2	5.5		5.5	8.5	8.5	1	29/N
Crop, Bldg. & Equip. Ins.		6.5	6.5			4		5	6.5		2	1	6.5	3	7/N
Crop & Farm Land Loan		8.5	8.5	7		4.5		4.5	6		2	1	4.5	3	57/N
Keeping Poultry		8.5	8.5	2	10.5	5	7	3.5	6	8.5	8.5	3.5	10.5	1	29/N
Farm Acc't'g.		8.5		5	8.5	2	8.5	3	6.5		6.5	4		1	6/N
Gov't. Sponsored Farm Programs	9	4.5	4.5	6		1	7.5	2.5	7.5		2.5		7.5	7.5	27/N
General Farming Information	12	6	7	3	13	5	10	4	8	14	9	2	11	1	

[a]Where two or more sources were equally important, the ranking is indicated by the average of the several ranks involved.

[b]Sales and service people and vets are included under business representatives.

[c]N equals 113.

extension bulletins, county agent, radio and newspapers are generally highly rated and follow in order as mentioned from an information standpoint. Commercial bulletins are least regarded for farm-subject information.

By way of comparison the 1948 Iowa study[3] shows consistently high ratings for farm papers and farm magazines and non-farm magazines, radio and newspapers. Wilkening's North Carolina study[4] shows high ratings given radio, farm journals and other farm people by farmers of the coastal plain area. The 1955 Iowa study[5] shows high ratings for farm papers and farm magazines, other farm people and radio.

Farmers named particular sources utilized for information about specific farming subjects. For the subjects of field crops, handling and feeding livestock, care and use of farm machinery, repair and construction of farm buildings, farm accident prevention, contour drainage and terracing, keeping poultry and farm accounting farmers named own experience as their chief source of information. For crops, buildings and equipment insurance,

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[3]Miles Bredbold, "Farmer Source of Information," The Journal of Marketing, Vol. XIV, July 1949, p. 81.

[4]Eugene A. Wilkening, Acceptance of Improved Farm Practices in Three Coastal Plain Counties (North Carolina: Agricultural Experiment Station, Technical Bulletin 98, May 1952), p. 12.

[5]Norman Strand, op. cit., pp. 17 and 33.

crop and farm loans, and livestock and poultry diseases farmers named business representatives as their chief source of information. For government sponsored programs the county agent was their chief source.

Ranking of Sources of Information for Homemaking Subjects

Table XXIII summarizes the data showing the degree to which homemakers depend on various sources of information for various homemaking subjects. It is observed that a few such as business representatives, own experience, farm magazines and non-farm magazines show consistently high ratings. Newspapers and other homemakers tied between the fifth and sixth. Home demonstration agent, extension bulletins, radio, television, commercial bulletins and homemaking organizations followed in the order mentioned. Home economics teacher was rated low.

By way of comparison the 1948 Iowa study[6] shows consistently high ratings for farm papers and farm magazines and non-farm magazines, radio, and newspapers. The 1955 Iowa study[7] shows high ratings for farm papers and farm magazines, other magazines, other homemakers and radio.

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[6]Miles Bredbold, op. cit., p. 81.

[7]Norman Strand, op. cit., p. 33.

TABLE XXIII

RANKING[a] OF INFORMATION SOURCES BY HOMEMAKER SUBJECTS

Specific Homemaker Subjects / Information Sources	Television	Radio	Newspaper	Farm Magazines	Non-farm Magazines	Home Demonstration Agent	Home Economics & Voc. Agri. Instructor	Extension Bulletins	Other Homemakers	Commercial Bulletins	Farm & Home Organizations	Business Representatives[b]	Don't Know Where to Get	None, Depend on Own Experience	No Information and/or not Interested
Canning & Preserving Food	10	11.5	8	2.5	11.5	6	13	4	7	5	9	2.5		1	
Kitchen Home Equip.	7.5	7.5	5	2	4	9		11	6	12	10	1		3	1/N
Recipes & Meal Planning	8	11	7	2	3.5	10	13	9	5	6	12	3.5		1	
Health & Medicine	10	7	7	4	3	5		10	7		10	1		2	
Home Improvement, Painting, Remodeling, etc.	11	13	9.5	3	4	9.5	13	8	5	13	13	2	14	1	3/N
Gardening		9.5	9.5	2	9.5	3	8	4	5	9.5	6	7		1	4/N
Patterns, Sewing, Fashions	6	9.5	7	4.5	3	8	11.5		4.5	9.5	11.5	1		2	2/N

[a]Where two or more sources were equally important, the ranking is indicated by the average of the several ranks involved.

[b]Sales and service people, M. D.'s, Vets and nurses are included under business representatives.

[c]N equals 90.

TABLE XXIII (continued)

RANKING[a] OF INFORMATION SOURCES BY HOMEMAKER SUBJECTS

Specific Homemaker Subjects / Information Sources	Television	Radio	Newspaper	Farm Magazines	Non-farm Magazines	Home Demonstration Agent	Home Economics & Voc. Agri. Instructor	Extension Bulletins	Other Homemakers	Commercial Bulletins	Farm & Home Organizations	Business Representatives[b]	Don't Know Where to Get	None, Depend on Own Experience	No Information and/or Not Interested[c]
Child Care	9.5	9.5	7.5	5	3	11.5		7.5	4	6	11.5	1		2	9/N
Budget & Home Accounting		9	5	5	9	2.5	9	2.5	7		9	5	9	1	8/N
Keeping Poultry		6	9	1	11.5	2	10	5	7	8	11.5	4		3	6/N
Shopping Information	5	4	2	6	7	9			8	10		1		3	
Beauty Care	5	6.5	4	8	3	10			6.5	10		1	10	2	3/N
General Homemaking Information	10	9	5.5	3	4	7	13	8	5.5	11	12	1	14	2	

[a]Where two or more sources were equally important, the ranking is indicated by the average of the several ranks involved.

[b]Sales and service people, M. D.'s, vets and nurses are included under business representatives.

[c]N equals 90.

Farm women named particular sources utilized for information about specific homemaking subjects. For the subjects of canning and preserving food, recipes and meal planning, home improvement, gardening, budget, and home accounting homemakers named own experience as their main source of information. For the subjects of kitchen and home equipment, health and medicine, patterns, sewing and fashions, child care, shopping information and beauty care they named business representatives as their leading sources of information.

Ranking of Information Sources for Selected Subjects

In this section six important subjects of interest (three for men and three for women) have been chosen and the sources of information stated by the respondents have been ranked in order of importance. These tabulations are from the first four choices of farmers and homemakers and are set up for comparison to similar information-source rankings in the 1955 Iowa study.[8]

Ranking of Information Sources for Three Farm Subjects

Table XXIV shows the sources of information, ranked in the order as named by farmers, for the subject of field crops. This table is compared to "corn, soy beans, and other field crops" table in the 1955 Iowa study.[9] Where Table XXIV ranks extension people as the top source for information about field

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[8] Ibid., pp. 23, 28, 29, 37, 38 and 39.

[9] Ibid., p. 29.

TABLE XXIV

NUMBER OF FARM OPERATORS CHOOSING "FIELD CROPS" BY SOURCE OF INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Farm Operators Choosing Above Subject	
	Number	Per Cent[b]
Extension People	41	36.3
Farm Papers, Farm Magazines and Other Magazines	24	21.2
Extension Bulletins	18	15.9
Other Operators	12	10.6
Newspapers	8	7.1
Business Representatives	4	3.5
Radio	4	3.5
Other[c]	2	1.8
Own Experience	35	31.0

[a]Tabulated from "Ranking of Sources of Information Actually Used by Farmers for Corn, Tobacco, Wheat and Other Field Crops" 12 (a) questionnaire.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 113.

[c]This is total of all choices coming under all sources other than listed above.

crops with forty-one (36 per cent) of 113 responding, the Iowa study ranks extension people fourth (10 per cent). Where Table XXIV ranks farm papers, farm magazines and other magazines second with twenty-four (21 per cent) of 113 responding, the Iowa study ranks this souce first (44 per cent). Where Table XXIV ranks extension bulletins third with eighteen (21 per cent) of 113 responding, the Iowa study shows this source is a three-way tie for fifth. Where Table XXIV ranks business representatives a weak sixth with four (4 per cent) responding, the Iowa study shows sales and service people second (20 per cent).

Table XXV shows the sources of information ranked in order as named by farmers for the subject of handling and feeding livestock. This table is compared to "Handling and Feeding Livestock" table in the 1955 Iowa study.[10] Both tables rank farm papers, farm magazines and other magazines as the chief source of information about handling and feeding livestock with Table XXV showing forty (35 per cent) of 113 area farmers responding, and the Iowa study reporting 37 per cent. On the other hand where Table XXV ranks extension bulletins second with twenty-seven (24 per cent) responding, the Iowa study ranks them very low (3 per cent). Where Table XXV ranks extension people third with twenty-five (22 per cent) responding

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[10] Ibid., p. 23.

TABLE XXV

NUMBER OF FARM OPERATORS CHOOSING "HANDLING AND FEEDING LIVESTOCK" BY SOURCE OF INFORMATION[a]

Source	Farm Operators Choosing Above Subject	
	Number	Per Cent[b]
Farm Papers, Farm Magazines & Other Magazines	40	35.4
Extension Bulletins	27	23.9
Extension People	25	22.1
Other Farmers	18	15.9
Business People	11	9.7
Radio	8	7.1
Farmer Organizations	8	7.1
Newspaper	5	4.4
Television	3	2.7
Other		
Own Experience	41	36.3
No Information or Non-interest	5	4.4

[a]Tabulated from ranking of sources of information actually used by farmers for "Handling and Feeding Livestock" 12 (a) 2 questionnaire.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 113.

the Iowa study ranks it fourth (13 per cent). Where Table XXV ranks other farmers fourth with eighteen (16 per cent) responding, the Iowa study ranks them third (13 per cent).

Table XXVI shows the sources of information ranked in the order named by farmers for the subject of farm machinery. This table is compared to "Farm Machinery" table in the 1955 Iowa study.[11] Where Table XXVI ranks business representatives as the top source for information about farm machinery with thirty-nine (35 per cent) of 113 responding, the Iowa study ranks sales and service people (70 per cent). Both tables rank farm papers, farm magazines and other magazines second with Table XXVI showing ten (9 per cent) and the Iowa study showing 26 per cent. Where Table XXVI ranks extension bulletins third with nine (8 per cent) the Iowa study ranks other farmers third (6 per cent). Where Table XXVI ranks other farmers fourth with seven (6 per cent) the Iowa study ranks commercial bulletins fourth (3 per cent).

Ranking of Information Sources for Three Home Subjects

Table XXVII shows the sources of information ranked in the order named by homemakers for the subject of canning and preserving food. This table is compared to "Canning and Freezing Farm Products" in the 1955 Iowa study.[12] Both tables

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[11] Ibid., p. 28.

[12] Ibid., p. 38.

TABLE XXVI

NUMBER OF FARM OPERATORS CHOOSING "FARM MACHINERY" BY SOURCE OF INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Farm Operators Choosing Above Subject	
	Number	Per Cent[b]
Business Representatives	39	34.5
Farm Papers, Farm Magazines & Other Magazines	10	8.8
Extension Bulletins	9	8.0
Other Farmers	7	6.2
Radio	4	3.5
Extension People	2	1.8
Commercial Bulletins	2	1.8
Other		
Personal Experience	56	49.6

[a]Tabulated from ranking of sources of information actually used by farmers for "Care and Use of Farm Machinery" 12 (M) 12 Questionnaire.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 113.

TABLE XXVII

NUMBER OF FARM HOMEMAKERS CHOOSING "CANNING AND PRESERVING FOOD" BY SOURCE OF INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Farm Homemakers Choosing Above Subject	
	Number	Per Cent
Farm Papers, Farm Magazines and Other Magazines	22	24.4
Business Representatives	19	21.1
Extension Bulletins	18	20.0
Commercial Bulletins	16	17.8
Extension People	12	13.3
Other Homemakers	10	11.1
Newspapers	6	6.7
Home Organizations	5	5.6
Television	4	4.4
Radio	3	3.3
Books	3	3.3
Other Own Experience	32	35.6

[a]Tabulated from rankings of sources of information actually used by homemakers for "canning and preserving food" 12 (b) 9 Questionnaire.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 90.

rank farm papers, farm magazines, and other magazines as their top source for home information about canning and preserving food, with Table XXI showing twenty-two (24 per cent) of ninety homemakers responding and the Iowa study reporting 37 per cent. Where Table XXVII ranks business representatives second with nineteen (21 per cent) the Iowa study ranks commercial bulletins second (19 per cent). Where Table XXVII ranks extension bulletins third with eighteen (20 per cent) the Iowa study ranks books third (15 per cent). Where Table XXVII ranks commercial bulletins fourth with sixteen (12 per cent) the Iowa study ranks other homemakers fourth (9 per cent).

Table XXVIII shows the sources of information in the order named by homemakers for the subject of recipes, meal planning and cooking. This table is compared to "Recipes and Farm Cooking" in the 1955 Iowa study.[13] Both tables rank farm papers, farm magazines, and other magazines as their top source for information about recipes, meal planning and cooking with Table XXVIII showing thirty-six (40 per cent) of ninety responding and the Iowa study reporting (66 per cent). Where Table XXVIII ranks business representatives second with seventeen (19 per cent), the Iowa study ranks books second (17 per cent). Both tables rank other homemakers third with Table XXVIII showing sixteen (18 per cent) and the Iowa study reporting 9 per cent. Where Table XXVIII ranks commercial bulletins fourth with fifteen (16

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[13] Ibid., p. 37.

TABLE XXVIII

NUMBER OF FARM HOMEMAKERS CHOOSING "RECIPES, MEAL PLANNING AND COOKING" BY SOURCE OF INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Farm Homemakers Choosing Above Subject	
	Number	Per Cent[b]
Farm Papers, Farm Magazines and Other Magazines	36	40.0
Business Representatives	17	18.9
Other Homemakers	16	17.8
Commercial Bulletins	15	16.7
Newspapers	14	15.6
Television	11	12.2
Extension People	10	11.1
Extension Bulletins	10	11.1
Radio	7	7.8
Books	3	3.3
Farm Organizations (Meetings)	2	2.2
Other		
Own Experience	31	34.4

[a]Tabulated from ranking of sources of information actually used by homemakers for "Recipes, Meal Planning and Cooking" 12 (b) 10 Questionnaire.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 90.

per cent) the Iowa study ranks radio fourth (8 per cent).

Table XXIX shows the sources of information ranked in the order named by homemakers for the subject of health and medicine. This table is compared to "Farmily Health and Medicine" in the 1955 Iowa study.[14] Both tables rank professional people (M. D.'s, nurses, etc.) first as the top source for information about health and medicine with Table XXIX showing seventy-five (83 per cent) of ninety homemakers responding, and the Iowa study reporting 67 per cent. Both tables rank farm papers, farm magazines and other magazines second with Table XXIX showing fifteen (17 per cent) responding, and the Iowa study reporting 28 per cent. Where Table XXIX ranks radio, newspapers, other homemakers and television in a tie with two (2 per cent) each, the Iowa study ranks television third (3 per cent) and newspapers fourth (3 per cent).

Comparison of Sources of Information to Farm Type

In this section both farm and home information sources are compared to farm type. This is to show characteristic relations. Table XXX shows the comparison of farm sources by farm-type characteristics. Livestock farmers appear to utilize business people as a source with twenty (74 per cent) of twenty-seven responding with general farmers second with forty-four

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[14] Ibid., p. 39.

TABLE XXIX

NUMBER OF HOMEMAKERS CHOOSING "HEALTH AND MEDICINE" BY SOURCE OF INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Farm Homemakers Choosing Above Subject	
	Number	Per Cent[b]
Professional People (M. D.'s, nurses, etc.)	75	83.4
Farm Papers, Farm Magazines and Other Magazines	15	16.7
Radio	2	2.2
Newspapers	2	2.2
Other Homemakers	2	2.2
Television	2	2.2
Books	1	1.1
Other[c]	6	6.7
Own Experience	17	18.9

[a]Tabulated from ranking of sources of information actually used by homemakers for "Health and Medicine" 12 (b) 3 Questionnaire.

[b]Total more than 100 per cent. Multiple choices permitted. N equals 90.

[c]This is total of all choices coming under all sources other than listed above.

TABLE XXX

FARMER SOURCES OF INFORMATION BY FARM TYPE, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Source	Type of Farm: General[c] No.	Pct.	Livestock No.	Pct.	Dairy No.	Pct.
Business People	44	69.8	20	74.1	15	65.2
Farm Magazines	29	46.0	8	29.6	17	73.9
Radio	19	30.6	9	33.3	6	8.7
Newspapers	11	17.5	12	44.4	9	39.1
County Agent	27	42.9	12	44.4	5	21.7
Extension Bulletins	16	25.4	7	25.9	6	26.1
Other Operators	12	19.0	7	25.9	7	30.1
Total	63	100.0	27	100.0	23	100.0
Own Experience[b]	46	73.0	20	74.1	14	60.9

[a]Tabulated from data on 12 (a) Questionnaire.

[b]Own experience separated purposely to provide reader better view.

[c]Two horticultural farms added to general type for purpose of this relation.

(70 per cent) of forty-six and dairy last with fifteen (65 per cent) of twenty-three responding. It is noted that all three depend heavily on business as a source and the spread between them is not great. For farm magazines as a source of information Table XXX shows dairy farmers depending heavily with seventeen (73 per cent) of twenty-three responding; general farmers second with twenty-nine (46 per cent); and livestock farmers last with eight (30 per cent). For radio as a source Table XXX shows livestock farmers first with nine (33 per cent) of twenty-seven; general farmers a close second with nineteen (31 per cent); and a low last by dairy farmers with six (9 per cent) of twenty-three responding. For newspapers Table XXX shows livestock and dairy depending considerably while general farmers depend lightly. For the county agent Table XXX shows general and livestock farmers depending considerably while dairy depends lightly. For extension bulletins Table XXX shows about 25 per cent for each. For other operators Table XXX shows dairy first, livestock second, and general farmers last.

Table XXXI shows the comparison of homemaker sources of information to type of farming. As with farmers business people as a source of information is utilized heavily by all three farm-type women with forty-three (90 per cent) of forty-eight general farm women scoring it a chief source while livestock and dairy women tied with seventeen (81 per cent) of twenty-one each responding. For farm magazines as a source Table XXXI

TABLE XXXI

LEADING HOMEMAKER SOURCES OF INFORMATION BY FARM TYPE, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Homemaker Sources	Type of Farm					
	General[c]		Livestock		Dairy	
	No.	Pct.	No.	Pct.	No.	Pct.
Business People	43	89.6	17	81.0	17	81.0
Farm Magazines	27	56.3	10	47.6	14	66.7
Newspapers	20	41.7	9	42.9	12	57.1
Non-farm Magazines	19	39.6	9	42.9	11	52.8
Other Magazines	16	33.3	2	9.5	4	19.0
Home Demonstration Agent	18	37.5	5	23.8	9	42.9
Own Experience[b]	35	72.2	16	76.2	15	71.4
Total	48	100.0	21	100.0	21	100.0

[a]Tabulated from data on 12 (b) questionnaire.

[b]Own experience purposely separated to provide reader better view.

[c]Two horticultural farms added to general type for purpose of this relation.

shows dairy depending most with fourteen (67 per cent) of twenty-one responding; general farm women depending next with twenty-seven (56 per cent) of forty-eight responding; and livestock women last with ten (48 per cent) responding. Table XXXI shows dairy farm women depending the greatest on newspapers with 57 per cent as a source with general and livestock women near the 40 per cent mark. Table XXXI also shows dairy depending the greatest on non-farm magazines. Table XXXI shows general farm women using other magazines to a greater extent than the other two. Dairy women place the greatest dependability on home demonstration agent as a source of information.

Chapter Summarization

The results of this chapter were based on the percentages of personal source-of-information choices by respondents in the field. Each respondent was asked to name four sources for each subject interest. These choices were used to set up the rankings for communication media utilized by area farm and home people as shown in chapter tables. These tables were set up to show the sources of information in the order of importance to area farm and home people.

Tables XX and XXI were set up to show the overall ranking of sources of information for the jobs of farming and homemaking respectively. Table XX ranked business representatives, farm magazines, radio, newspapers and county agent in the order given

as general sources for farm information. When compared to the 1955 Iowa study[15] the percentages for the sources of radio and other operators appeared similar. Table XXI ranked business representatives first and farm magazines second as sources of homemaker information, the same as with farmers. Area women ranked newspapers third and non-farm magazines fourth. When compared to the 1955 Iowa study[16] area women were about 5 per cent higher in their ranking of the sources of farm magazines and other magazines.

The second table series (Tables XXII and XXIII) presented in this chapter involved ranking for various subjects of farm and home information sources. The degree to which farm and home people depend upon various sources of information was shown through conversion of percentages into numerical rankings. Thus, the relative importance of each source was established for rough comparison.

Table XXII summarized the data showing the degree to which farmers depend on various sources of information. It was observed that a few subjects such as own experience and business representatives showed consistently high ratings. Farm magazines, extension bulletins, county agent, radio and newspapers followed in the order given. When compared to the 1952 North

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[15] Ibid., p. 17.

[16] Ibid., p. 33.

Carolina[17] and the 1955 Iowa[18] studies the area study showed that area farmers depend more heavily on own experience and business representatives. It was shown, however, that where Iowa and Carolina farmers depend heavily on both radio and farm magazines, area farmers make use of these two media but to a lesser degree.

Table XXIII summarized the data showing the degree to which homemakers depend on various sources of information. It showed, as with farmers, that area women depend consistently on own experience and business representatives as sources of information with farm magazines and non-farm magazines following in order. There was some similarity shown percentage-wise for the subjects of non-farm magazines and farm magazines between area farm women and the 1955 Iowa farm women.

In the third table series six important subjects of interest (three for men and three for women) were ranked by sources of information.

For the subject of field crops Table XXIV ranked extension people, farm publications, extension bulletins and other operators most important in the order given as sources of information.

For the subject of handling and feeding livestock Table XXV ranked farm publications, extension bulletins, extension

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[17] Eugene Wilkening, op. cit., p. 12.

[18] Norman Strand, et. al., op. cit., pp. 17 and 23.

people and other farmers most important as sources of information.

For the subject of farm machinery Table XXVI ranked business representatives, farm publications, extension bulletins and other farmers most important as sources of information.

For the subject of canning and preserving food Table XXVII ranked farm publications, business representatives, extension bulletins and commercial bulletins most important sources of information.

For the subject of meals, Table XXVIII ranked farm publications, business representatives, other homemakers and commercial bulletins most important.

For the subject of health and medicine Table XXIX ranked professional people (M. D.'s, nurses, etc.) and farm publications most important sources.

Throughout this chapter it was observed that own experience was generally rated high by area farmers and homemakers. This posed a question as to why. After reviewing the entire results it was concluded that it was due in part to personal pride, consequently, it was decided to separate it in all tables where it was not required for comparison to similar studies.

Sources of farm and home information do show some relations when compared to farm-type characteristics. Business people as a source of information, however, according to Tables XXX and

XXXI is depended on heavily by all farm types both men and women. Livestock men and dairy women reported greatest utilization respectively. For farm magazines as a source of information both tables show a high dependability placed on farm magazines by both men and women. This time, however, it is dairy men and dairy women responding first. For radio as a source of information only farmers were really interested with livestock first and dairy farmers last. It is not listed as a leading source for women. For newspapers Table XXX shows livestock farmers and Table XXXI shows dairy homemakers as the users. Where Table XXX shows livestock farmers the most interested in the county agent, Table XXXI shows the home demonstration agent mostly used by dairy women. Where general farmers and livestock farmers made use of extension bulletins, dairy women used non-farm magazines.

CHAPTER VI

PRESTIGE ATTACHED TO FARM INFORMATION SOURCES

Analysis of Answers to Circulation Questions

This chapter presents the results obtained when respondents were queried as to the following circulation questions:

1. What newspaper(s) do you follow regularly for farm and home information?
2. What radio station do you turn to most frequently for farm programs and information?
3. What farm magazines do you rely upon for farm and home information?
4. Does your congressman supply you with agricultural information material?
5. Do you watch television for farm and home programs?

In answering the first three questions above each respondent could name one or more than one source, depending on whether actually used for farm and home information. Answers to the fourth and fifth questions above were yes or no. If respondents were uncertain, answers were not forced, but "could not answer" was listed. The sets of tables following show the measure of prestige attached to specific sources as given by 113 area farm and home respondents.

Newspapers Area Farm People Read

This section presents the results obtained when respondents were queried as to newspaper(s) read regularly for farming and homemaking information. Table XXXII shows the Knoxville Journal as the paper depended on most by farmers and homemakers with seventy-eight (69 per cent) of the respondents reporting reading it. The Knoxville News Sentinel was reported read by thirty (27 per cent) respondents for farming and homemaking information, while nine (8 per cent) respondents reported no dependence on newspapers whatsoever. Only fifteen (13 per cent) reported more than one paper followed for farm information. Respondents named an average of 1.1 papers read. It should be noted that the Knoxville Journal is more farm oriented, carrying a regular Monday morning farm page, while the News Sentinel carries occasional farm and home articles.

Radio Stations Area Farm People Listen To

This survey also inquired as to the radio station(s) most frequently turned to for farm programs and information. The answers reflected predominately Knoxville stations, as might well be expected. Table XXXIII shows WNOX, Knoxville, as the station most widely listened to with sixty-nine (61 per cent) of the respondents reporting it. WROL, Knoxville, was

TABLE XXXII

NEWSPAPERS READ REGULARLY FOR FARMING AND HOMEMAKING INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Newspaper	Respondents Reading Regularly for Farming and Homemaking Information	
	Number	Per Cent[b]
Knoxville Journal	78	69.0
Knoxville News Sentinel	30	26.5
Maryville Times	5	4.4
Lenoir City News	1	0.9
Wall Street Journal	1	0.9
None	9	8.0

[a]From answers to question in questionnaire, "What newspaper(s) do you follow regularly for farm and home information?"

[b]Adds to more than 100 per cent. Multiple choices permitted. N equals 113.

TABLE XXXIII

RADIO STATIONS LISTENED TO FOR FARMING AND HOMEMAKING INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Station	Respondents Listening to Radio for Farming and Homemaking Information	
	Number	Per Cent[b]
WNOX, Knoxville	69	61.1
WROL, Knoxville	21	18.6
WGAP, Maryville	7	6.2
WBIR, Knoxville	3	2.7
WSEN, Sevierville	1	0.9
None	23	20.4
Total Listening to Radio	90	76.7

[a]From answers to question, "What radio station do you turn to most frequently for farm and home programs and information?"

[b]Total greater than 100 per cent. Multiple choices permitted. N equals 113.

reported by twenty-one (19 per cent) respondents; WGAP, Maryville, was mentioned by seven (6 per cent); while WSEN Sevierville, was mentioned once. It was noted that twenty-three (20 per cent) reported none or no farm information listened to via radio. There was a total of only ninety (80 per cent) respondents reporting radio listened to for farm and home information. Respondents turning to two or more stations for farm and home information numbered fourteen.

Magazines Area Farm People Read

The third area of inquiry of this section of the study was concerned with the magazines read for farming and homemaking information. In Table XXXIV it may be seen that the three most popular magazines were Progressive Farmer, which was reported by forty-eight respondents (42 per cent); Farm and Ranch, reported by thirty-two (28 per cent); and Farm Journal, reported by twenty-five (22 per cent). Then, Hoard's Dairyman and The Magazine for Better Living were each reported by nine (8 per cent) respondents, while Successful Farming was reported by six (5 per cent). Capper's, Tennessee Farmer and Homestead, Tennessee Market Bulletin, and the Poultry Tribune were mentioned twice (2 per cent) each. Other, mentioned once, included Kentucky Farmer, Farm Bureau Magazine, Farmer, Market Growers Journal, Town and Country, Popular Gardens, American Vegetable

TABLE XXXIV

MAGAZINES READ FOR FARMING AND HOMEMAKING INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Magazine	Respondents Reading for Farming and Homemaking Information	
	Number	Per Cent[b]
Progressive Farmer	48	42.5
Farm and Ranch	32	28.3
Farm Journal	25	22.1
Hoard's Dairyman	9	8.0
The Magazine for Better Living	9	8.0
Successful Farming	6	5.3
Capper's	2	1.8
Tennessee Farmer and Homemaker	2	1.8
Poultry Tribune	2	1.8
Tennessee Market Bulletin	2	1.8
Other[c]	8	7.1

[a]From answers to question, "What farm magazine(s) do you rely upon for farm and home information?"

[b]Total more than 100 per cent. Multiple choices permitted. N equals 113.

[c]Other magazines reported once each by respondents included the Kentucky Farmer, Farm Bureau Magazine, Farmer, Market Growers Journal, Town and Country, Popular Gardens, American Vegetable Grower and Doane's Agricultural Report.

Grower and Doane's Agricultural Report. The evidence indicates that the majority of area respondents are reading predominately Southern and/or regional magazines for farm and home information.

Congressman Furnish Area Farm People Information

Agricultural information material supplied area respondents by congressman was another area of inquiry included in the survey. Table XXXV shows that fifty-nine (52 per cent) respondents acknowledged receipt of agricultural information material from congressman, while forty-nine (43 per cent) denied receipt. There were five who were uncertain and could not answer.

Area Farm People Viewing and Listening to Television

Listening to and viewing television for farm and home information was added to the questionnaire after printing and completes the last facet of study inquiry. Table XXXVI shows fifty-one respondents (45 per cent) watched television for some farm and home information while sixty (53 per cent) did not. In the "could not answer" column two were uncertain as to whether they had seen or heard farm programs via television. It should be noted that television had been available within the Knoxville area only since October, 1953, a relatively short period prior to taking of this survey in 1956. The results are quite

TABLE XXXV

RESPONDENTS SUPPLIED AGRICULTURAL INFORMATION MATERIAL BY CONGRESSMAN, 1956, KNOXVILLE CITY-COUNTRY FRINGE[a]

Answer	Acknowledge Receipt of Agricultural Information Material from Congressman	
	Number	Per Cent
Yes	59	52.2
No	49	43.4
Uncertain, could not answer	5	4.4
Total	113	100.0

[a]From answers to question, "Does your congressman supply you with agricultural information material?"

TABLE XXXVI

RESPONDENTS LISTENING TO AND VIEWING TELEVISION FOR FARMING AND HOMEMAKING INFORMATION, 1956, KNOXVILLE CITY-COUNTRY FRINGE

Answer	Respondents Listening to and Viewing Television for Farming and Homemaking Information[a]	
	Number	Per Cent
Yes	51	45.1
No	60	53.1
Uncertain, could not answer	2	1.8
Total	113	100.0

[a]From answers to question, "Do you watch television for farm and home information?"

gratifying, considering that only a limited number of farm programs have been worked out for television. Homemaking, on the other hand, offers numerous television opportunities; and local stations are presenting some fine homemaking programs.

CHAPTER VII

SUMMARY AND CONCLUSIONS

Summary of Procedure

This was a study of farm and home information. The primary objectives were to determine the subjects of interests and sources of information important to farmers and homemakers in the Knoxville area. The secondary objectives included the degrees of interests and the utilization of sources. Other objectives included farm characteristics of farmers and homemakers who had different interests and who utilized different sources of information.

The study was based on a systematic sample of 116 area farms. These farms were taken from randomly selected square-mile blocks in the Knoxville city-country fringe. Empirical evidence was drawn upon but the data presented were mostly obtained from interviews with 113 farmers and ninety homemakers in the field. Analyses were made through laboratory procedures.

Six hypotheses were proposed for testing. These hypotheses will be discussed in order as approached in Chapters IV and V.

A geonomic area description places this study in its proper perspective and presents the reader a wider view. Varied climate, landforms, industry, surplus labor, small-general-type

farms and strategic location in the heart of Eastern America constitute the environs of this mid-section area of the Upper Tennessee Valley.

Summary of Findings and Conclusions

Classifications and cross tabulations were made of farm characteristics, such as farm size, principal income, tenure, ownership and farm type. Farms continued predominately small-general type, largely owner operated, with less than two-thirds farm income and a gain in "off-farm" income indicated. There was a tendency toward larger stock farms but more part-time operations. The metropolitan influence was prevalent throughout most, but not all, of the survey area. These characteristics were further used for comparison to subjects of interest and sources of information in Chapters IV and V.

Rankings were made for subjects of interest to farmers and homemakers. Farmers ranked field crops, livestock, farm machinery, markets (future and present), dairy, and farm safety in order of importance as given. Homemakers ranked home food supply, the home, meals, health and medicine, home improvement, gardening, clothing and child care in the order given. Farmers ranked government-sponsored programs last while homemakers ranked beauty care last. These rankings also revealed increased

interest in the subject of health and medicine by area farm women. This evidence suggests a change in areas of interest defined as socially acceptable.

The degrees of interest were established by extending the primary rankings through the secondary and tertiary ranking categories. When these degrees of interest were examined dairy showed a unique spread with large rankings falling within both category I (top) and category III (bottom) but few in category II (middle). This indicated much interest in dairy or little or no interest. Beauty care was ranked last by women but, when degrees of interest were examined, it received the greatest number of rankings in the low-ranking category. This indicated a real interest in the subject even though depressed and outranked by other subjects. Limiting concern to primary or even secondary ranking categories would have overlooked this interest.

Subject associations were noted during rank tabulations. It was noted that those farmers interested in dairying were likewise interested in livestock. There existed a definite association but not necessarily vice versa. A similar association was also noted to exist between meals and home food supply and between the home and home improvement.

Finally topic rankings were compared to farm characteristics such as size of farm, farm tenure and whether operation was part time or full time. This was done to determine whether

anticipated relations existed. Although not always measureable statistically, definite relationships were found to exist between subjects of interest and farm characteristics of operations. The relations were usually more pronounced between farm subjects and farm characteristics but this was not always true. For example when farm and home interests were compared to farm size both men and women on farms under 75 acres exhibited the least interest.

The greatest interest in field crops was shown by small-area farmers. Livestock was most popular on medium-to-large farms. The greatest overall homemaker interest was shown by women on medium-to-large farms. Non-owners indicated more interest in farm subjects than did owners but this was not true with the women. Owner-farm women indicated more homemaking interest than did those on non-owner farms. Non-owner farmers showed the greatest interest in farm machinery. Both farmers and homemakers on full-time farms reported greater interest than did part-timers. Full-time farmers reported greater interest in field crops and machinery than did part-time farmers, while part-timers showed greater interest in livestock. Women in full-time households reported more interest in home food supply than did those in households of part-time farmers. Women connected with part-time farm operations were more interested in home improvement than full-time farm women.

These differences as observed appear quite significant and can be statistically tested for a significant difference at the .95 level of probability.[1] They relate to the validity of hypotheses I and III.

Hypothesis I

The interests of farmers are related to the characteristics of farm operations.

Hypothesis I is sustained. The relations described above generally support the hypothesis. The differences in size of farm, ownership, and whether operation was full time or part time were reflected in the interests of farmers.

Hypothesis III

The interests of homemakers are related to the characteristics of farm operations.

Hypothesis III is sustained. The relations described above relative to homemakers and farm characteristics generally support the hypothesis. The differences in size of farm, ownership and whether operation was full time or part time were reflected in the interests of homemakers, but to a lesser degree in some instances than they were in the interests of farmers.

Rankings were made for sources of farm and home information. First, rankings of general sources for the job of farming

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[1]Based on the "F" Test, Formulas and Tables by Morris M. Blair, Elementary Statistics (New York: Henry Holt and Company, 1944), pp. 505-525.

were set up. Both farmers and homemakers ranked business representatives (sales and service people) first as a general source of farm and home information. Both farmers and homemakers ranked farm magazines second. Farmers ranked radio and newspapers equally while homemakers ranked newspaper third and non-farm magazines fourth. Farmers ranked the county agent fifth, extension bulletins sixth and professional people (veternarians, M. D.'s, etc.) seventh. Homemakers ranked other homemakers fifth, and home demonstration agent sixth.

Secondly, rankings of the various sources of information for specified farm and home topics were established. The degrees to which farm and home people depend upon various sources of information were shown through conversion of the percentages into numerical rankings. Thus, a rough comparison of relative importance of each source was permitted. Both farmers and homemakers gave consistent high ratings to own experience and business representatives. Farm women also gave high ratings to farm magazines and non-farm magazines and then followed with newspapers, other homemakers and home demonstration agent. Farmers followed with farm magazines, extension bulletins, county agent, radio and newspapers.

Thirdly, rankings were made of sources of information for the leading six subjects (three for men and three for women). Farmers ranked extension people as their chief source for information about field crops, magazines second and extension

bulletins third. For the subject of handling and feeding livestock farmers ranked farm magazines and other magazines first, extension bulletins second and extension people third. For the subject of farm machinery farmers ranked business representatives first, farm magazines and other magazines second and extension bulletins third. Homemakers ranked farm magazines and other magazines first as a source for home information about canning and preserving food, business representatives second and extension bulletins third. For the subject of recipes and farm cooking homemakers ranked farm magazines and other magazines first, business representatives second and other homemakers third. For the subject of health and medicine, homemakers ranked professional people (M. D.'s, nurses, etc.) first, farm magazines and other magazines second and radio, newspapers, other homemakers and television in a low tie. These findings relate to hypotheses V and VI. Relation significance can be tested by nomograms.[2]

Hypothesis V

Sources of farm information are not related to farm interests.

Hypothesis V is not sustained. The relations described above generally deny the hypothesis. They support the alternative rather than the null hypothesis. The differences in

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[2]Jack W. Dunlap and Albert K. Kurts, Handbook of Statistical Nomographs Tables and Formulas (New York: World Book Company, 1932).

business representatives, farm magazines, radio, newspaper, county agent, extension bulletins, other operators, professional people, farmer organizations, federal agencies, vocational agricultural instructor, commercial bulletins, television and non-farm magazines as sources were reflected in the interests of farmers.

Hypothesis VI

Sources of farm information are not related to homemaker interests.

Hypothesis VI was not sustained. The relations described above generally deny the null hypothesis. As with farmers they support the alternative rather than the null hypothesis. The differences in business representatives, farm magazines, newspapers, non-farm magazines, other homemakers, home demonstration agent, commercial bulletins, extension bulletins, radio, television, farm and home organizations, home economics teacher and own experience as sources of information were reflected in the interests of homemakers.

Finally, sources of farm and home information were related to farm-type characterisitcs. There were definite relations shown between sources of farm information and farm type characteristics. On all three types of farms both men and women placed great dependability upon business people as a source of farm and home information. Livestock men and women

on general-type farms reported the greatest utilization respectively. Both dairymen and dairy women indicated the greatest utilization of farm magazines as a source of information, with general farm people second and livestock people third. Livestock men and women on dairy farms made highest use of newspapers as a source. Livestock men patronized the county agent as a source while women on dairy farms used non-farm magazines. Dairymen and livestock men utilized extension bulletins as a source while general farm women utilized other homemakers. Women on livestock farms showed little utilization of other homemakers as a source of information.

Most differences observed, but not all, appear quite significant and can be tested statistically.[3] These findings relate to hypotheses II and IV.

Hypothesis II

The utilization of information sources by farmers are related to the characteristics of farm operations.

Hypothesis II was sustained. The relations described above generally support the hypothesis. The differences in general, livestock and dairy as farm-type characteristics were reflected in the utilization of information sources by farmers.

Hypothesis IV

The utilization of information sources by homemakers are related to the characteristics of farm operations.

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[3]Morris M. Blair, Op. cit., pp. 505-525.

Hypothesis IV was sustained. The differences in general, livestock and dairy as farm-type characteristics were reflected in the utilization of information sources by homemakers.

The Farm Journal and Progressive Farmer were read most for farm information. Station WNOX was listened to most for farm information. The congressman furnished some information material to about 50 per cent of area farm people. Television was listened to and viewed for home information by homemakers. Farm programs have not been fully adapted to television on an economical basis within the area.

There was a noticeable lack of interest in farm subjects exhibited by a number of farmers. Farm women showed more interest in homemaking subjects. The lack of interest was reflected by respondents in both topics and sources. A definite relation existed between the two.

Own experience was ranked consistently high by both men and women. This was partially due to personal pride on the part of the respondents, but not altogether. One respondent stated the problem was to get farmers and homemakers to utilize the sources of information available.

The two above findings suggest that educational communications between people and educational agencies are not functioning at the level of maximum efficiency.

Area people, according to this study, made greater use of those agencies that are associated with a direct cost than they did of government agencies supported directly through taxation. This suggests a trend toward commercialism.

Conclusions

It was concluded that the different sources of information generally serve different subjects of interest and that both the interests of farmers and homemakers are related to the characteristics of farm operations. The utilizations of information sources by farmers and homemakers are related to farm operations. Sources of farm information are related to farmer and homemaker interest. Area farm interest and source utilization show up part-time farming participation in the Knoxville area.

Recommendations

Results of this study suggest that educational communication agencies be geared to needs of the part-time farming situation and that communication research be continued to further show up the true interests of area people and increase utilization of sources. The study further suggests the investigation of use of television as a media. It also suggests the best combination uses of education media. For specific types particular combinations may prove more effective than using one type.

Finally, the study suggests the urgency of the coordination and use of all communication media practicable to maximize communication efficiency between educational agencies and farm people.

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APPENDIX

SUBJECTS OF INTEREST TO FARMERS AND HOMEMAKERS AND THEIR SOURCES OF INFORMATION ON SAME

Date _____

A. Orientation:

1. Name _____ 2. Address _____ C. D. ___

3. County _____ 4. Community _____ 5. Size of farm ___

6. Principal source of income _____ 7. Tenure _____

8. Type of farming _____

9. Member of what farm organizations? _____

B. Farm Subjects:

1. Farm subjects of interest to farmers and homemakers:

a. Farm subjects (check in order of importance)	Check here
(1) Advice on present markets	_____
Livestock	_____
Grain	_____
Fruits and vegetables	_____
Poultry	_____
Dairy	_____
Others	_____
(2) Future market prospects	_____
Livestock	_____
Grain	_____
Fruits and vegetables	_____
Poultry	_____
Dairy	_____
Others	_____

(3) Field crops

Corn

Tobacco

Wheat

Hay

Others

(4) Farm machinery

Buying and selling

Service and repair

Use of

Others

(5) Farm engineering

Field surveying

Drainage

Contouring

Terracing

Lay out

Others

(6) Farm buildings

Repair

Construction

Others

(7) Farm safety

Accident prevention

Fire prevention

Others

(8) Livestock

Handling

Feeding

Breeding

Others

(9) Dairy

Handling

Feeding

Breeding

Care of products

Others

(10) Poultry

Handling

Feeding

Breeding

Care of products

Others

(11) Farm pests and diseases

Livestock

Dairy

Poultry

Others

(12) Agricultural finance

Budgets

Savings

Credit

Others

(13) Government sponsored farm programs _____

A A A _____

SCS _____

FSA _____

REA _____

Others _____

(14) Farm accounting _____

Simple record keeping _____

Accounting systems _____

Taxes _____

Others _____

(15) Other subjects _____

b. Homemaker subjects (check in order of importance)

(1) Keeping poultry _____

Handling _____

Feeding _____

Care of products _____

Others _____

(2) Gardening _____

Planning _____

Seeding _____

Cultivation _____

Harvesting _____

Others _____

(3) The home

Plans

Furnishings

Landscape

Others

(4) Health and medicine

First aid

Medical care

Preventative medicine

Others

(5) Child care

Bathing and clothing

Feeding

Training

Others

(6) Beauty care

(7) Home improvement

Interior decorating

Remodeling

Others

(8) Clothing

Patterns

Sewing

Fashions

Others

(9) Home food supply

Canning

Preserving

Freezing

Others

(10) Meals

Recipes

Planning

Others

(11) Home finance

Budgeting

Record keeping

Others

(12) Shopping information

Clothes

Food

Furnishings

Others

(13) Other subjects

C. Sources of information:

12. Ranking of sources of information actually used by farmers and homemakers:

a. By Farmers (listed according to importance)

(Topics)	(Sources) Television	Radio	Newspaper	Farm Magazines	Non-Farm Magazines	County Agent	Vo. Ag. Instructor	Extension Bulletins	Other Operators	Commercial Bulletins	Farmer Organizations	Business Representatives	Other Homemakers	Don't Know where to Get	None, Depend on Experience	Other Sources	No Information
1. Dairy information																	
2. Handling & Feeding livestock																	
3. Livestock & poultry disease																	
4. Future market prospects																	
5. Present livestock & grain markets																	
6. Contouring, drainage, terracing, etc.																	
7. Repairing & construction of farm buildings																	
8. Farm accident prevention																	
9. Keeping poultry																	
10. Crop & farm land loans																	
11. Corn, tobacco, wheat, & other field crops																	
12. Care & use of farm machinery																	
13. Government sponsored farm programs																	
14. Farm accounting																	
15. Crop, buildings & equipment insurance																	

b. By homemakers (as per importance).

(Topics)	(Sources) Television	Radio	Newspaper	Farm Magazines	Non-Farm Magazines	County Agent	Vo. Ag. Instructor	Extension Bulletins	Other Operators	Commercial Bulletins	Farmer Organizations	Business Representatives	Other Homemakers	Don't Know Where to Get	None, Depend on Experience	Other Sources	No information
1. Keeping poultry																	
2. Gardening																	
3. Health & medicine																	
4. Kitchen & home equip.																	
5. Child care																	
6. Beauty care																	
7. Home improvements, painting, remodeling																	
8. Patterns, sewing & fashions																	
9. Canning & preserving																	
10. Recipes, meal planning																	
11. Budgeting & home accounting																	
12. Shopping information (groceries, etc.)																	

D. Circulation Questions:

13. What newspaper do you follow regularly for farm information? _____

14. What radio station do you turn to most frequently for farm programs and information? _____

15. What farm magazine do you rely upon for farm information? _____

16. Does your Congressman supply you with agricultural information material? _____

17. What television channel do you dial most frequently for farm programs and information? _____