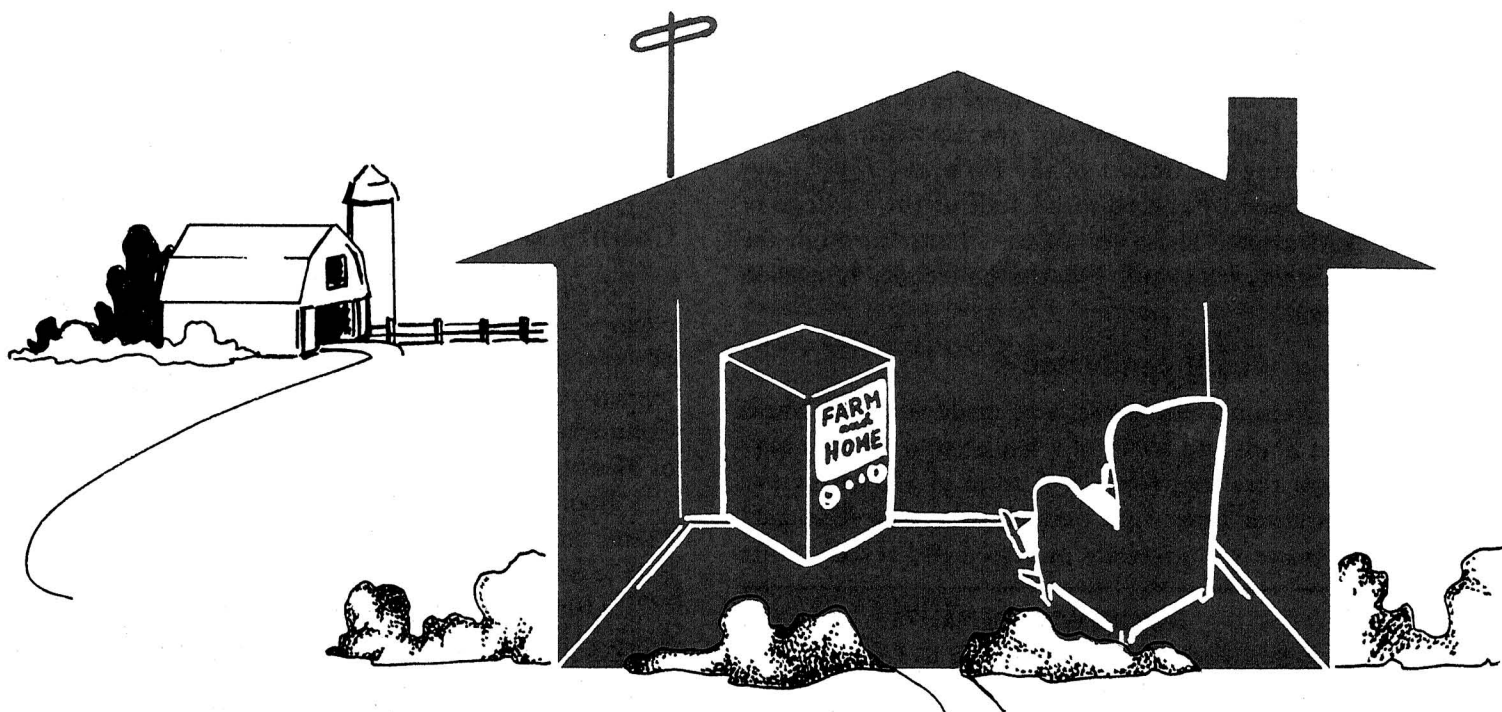


TELEVISION VIEWING

In Rural Boone County

WITH SPECIAL REFERENCE TO
AGRICULTURAL SHOWS

by Herbert F. Lionberger



BULLETIN 702

APRIL 1958

AGRICULTURAL EXPERIMENT STATION
UNIVERSITY OF MISSOURI

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About the Study

Why was it made?

The study was made to get information about the television viewing habits of rural residents in Boone County. The survey was especially aimed at measuring the impact of the *Farm and Home shows* developed by the editorial staff of the College of Agriculture. These shows are telecast through the facilities of KOMU-TV, the University television station.

How was it conducted?

Personal interviews were made with the household heads and wives of a ten percent random sample of rural households. A total of 226 interviews were made from April through July, 1956. The questionnaire was carefully pretested and revised twice

before the sample families were contacted.

Since the households were carefully selected and were of sufficient number of adequate reliability requirements, the findings may be generalized with reasonable accuracy to include all rural households in the county.

the People Interviewed

County Background

According to the United States Census, 48,432 persons were living in Boone County in 1950—66 percent urban, 15 percent rural nonfarm, and 19 percent rural farm. All of the urbanites lived in Columbia, the county seat and site of the University of Missouri.

Boone County's main farm crops are corn, soybeans, small grains, and pasture. Hogs, dairy, and beef animals are the chief livestock.

Although much of the soil is unsuited for intensive grain farming, levels of living are considerably above the state average.

Occupation

Most of the household heads interviewed were primarily engaged in farming. Others worked part time off the farm.

For this study, they were divided into farm and nonfarm groups. The division was made on the basis of the amount of off-farm work they reported. Those who worked 1 to 99 days off the farm were classified as farm, the rest as nonfarm. The survey results showed—

ACKNOWLEDGEMENTS

Special recognition is extended to Elmer Winner for consultation in planning the study; to Burton S. Horne for interviewing and conducting the study in its early stages; and to C. E. Lively for criticisms and suggestions in preparing the manuscript.

Recognition is also extended to William R. Summitt, Billy Brantley, and Florence Long for their assistance in collecting and preparing the data for publication. The Agricultural Extension Service cooperated by extending financial assistance for the study. The bulletin reports on Department of Rural Sociology Research Project 29, Television in Boone County.

98 worked 100 or more days off the farm.

111 reported no off-farm work.

10 were uncertain about amount of off-farm work. (These were classified on the basis of interest and occupational information reported.)

In this area as in others, some farming operations were often combined with full-time off-farm work either by the husband or other members of his family. Others in the nonfarm group maintained some interest in their property by token farming operations managed by them or through land rented to others. As will be shown later, over half of them had some income from the farm.

Household heads working off the farm were employed in a wide variety of occupations. The largest number (27 percent) were in one of the building or construction trades. Another 12 percent were employed in what may be classified as other skilled trades. Other occupations commonly reported were clerical, sales, professional, personal services, business management, farm labor and unskilled labor. (See Table 1.)

Table 1--Proportion of Nonfarm Household-Heads Engaged in Specified Occupations, Boone County, 1956.

| Occupation | Number | Percent |
|--------------------------|--------|---------|
| Total | 103 | 100 |
| Construction trades | 28 | 27.2 |
| Other skilled trades | 12 | 11.7 |
| Clerical and sales | 11 | 10.7 |
| Proprietors and managers | 9 | 8.7 |
| Professional | 5 | 4.9 |
| Personal services | 3 | 2.9 |
| Farm labor | 9 | 8.7 |
| Semi-skilled labor | 16 | 15.6 |
| Unskilled labor | 10 | 9.7 |

Gross Farm Income

Farm households—About 36 percent reported gross farm incomes under \$2500 while 16 percent reported total incomes of \$5000 or over. The gross farm incomes of the remaining 43 percent who reported fell between \$2500 and \$5000. (See Table 2.) Net farm incomes, of course, were much less—perhaps no more than one-third or one-half of the gross receipts reported.

Table 2--Farm Households Classified by Gross Farm Income, Boone County, 1956.

| Gross Farm Income | Number | Percent |
|-------------------|--------|---------|
| Total | 123 | 100 |
| Under \$2,500 | 44 | 36 |
| 2,500 - 4,999 | 53 | 43 |
| 5,000 and over | 20 | 16 |
| Unknown | 6 | 5 |

Nonfarm households—A majority of the "so-called" nonfarm households reported some income from farms on which they were living. However, in 25 percent of the cases, the amount was less than \$2500. Off-farm income figures were not recorded.

Age

The average age of all household heads was 51 years. (The farmer's average age was 58 while the comparable nonfarm figure was 45.) Note in Table 3 that only a few of the farm household heads were under 25. This is in sharp contrast to the predominately middle-aged nonfarm element.

Education

The 226 persons interviewed had completed an average of 9 years of school. The average for the nonfarm group was 10.7 compared to 8.9 for the farmers. The reports showed the following:

| | Farm | Nonfarm |
|-------------------------------------|------|---------|
| Eight grades or less | 14% | 12% |
| Stopped with high school graduation | 15% | 25% |
| Had some college education | 11% | 15% |

Size of Family

Nonfarm families had an average of 4.3 persons compared to 2.9 for farm households. Undoubtedly, this rather unusual finding was largely due to the older age composition of the farm households and the normal movement of children away from home at maturity.

Table 3--Open Country Farm and Nonfarm Household Heads Classified by Age, Boone County, 1956.

| Household Status | Age (Years) | | | | | | Median | |
|------------------|-------------|-------|-------|-------|-------|-------------|--------|------|
| | Under 25 | 25-34 | 35-44 | 45-54 | 55-64 | 65 and over | | |
| Total | 226 | 8 | 33 | 40 | 44 | 52 | 49 | 51.3 |
| Farm | 123 | 2 | 11 | 19 | 18 | 27 | 46 | 58.3 |
| Nonfarm | 103 | 6 | 22 | 21 | 26 | 25 | 3 | 44.9 |

Television Ownership

Seventy-one percent (161) of the 226 households had television sets which they had owned an average 1.4 years. Since local television stations had operated for less than 2½ years prior to the study, the low average is not surprising. Television reception from neighboring cities was too poor to warrant wide-spread ownership of sets before that time.

The study brought out some rather distinctive differences between the television and non-television households.

1. Fewer farm than nonfarm households had sets—farm, 62 percent and nonfarm, 82 percent.
2. Heads of television households were much younger than the average non-television heads—47 and 61, respectively.
3. Television households were larger than non-television households—probably due to age. The averages were 3.6 and 2.9 respectively.
4. The average gross farm income of farm television households was \$4054 compared to \$1925 for those not owning sets. (No off-farm income figures were obtained for nonfarm households.)
5. The average years schooling completed by heads of television and non-television households was similar—9 and 8.7 respectively.

Conditions of Viewing

Available Stations

Two television stations, KRCG-TV at Jefferson City and KOMU-TV at Columbia, were within easy viewing range of all persons interviewed. The University station had a slight accessibility advantage, especially for homes operating with inside aerials.

About 57 percent estimated that they viewed the two stations about equally. Twenty-eight percent thought they viewed KOMU-TV the most and about 13 percent thought they turned to KRCG-TV more. Very few reported regular viewing of stations outside the area.

Could Eat and Watch TV

One-third of the families placed their sets so they could view them from the dinner table. This was true in 40 percent of the farm households and 27 percent of the nonfarm.

About one-fifth of the group reported occasional

or regular viewing by guests.

When Sets Were Usually On

In view of program scheduling difficulties, both household heads and wives were asked when they usually began early evening viewing and when they usually turned off their sets at night . . . both in the summer and winter.

Note in Figure 1 that more sets were turned on from 4 to 11 p.m. in winter than in summer. This difference was largest in the early evening hours when as many as 25 percent more sets were turned on in the winter at a given hour.

In both seasons, the proportion of sets usually turned on began to decline by 9 p.m. and fell sharply after 10. By 10:30 the number of sets still on had fallen to or near 40 percent. The chances of reaching specific persons in these homes by programs

Fig. 1—Percent of Households with Sets Turned on at Designated Times, Summer and Winter.

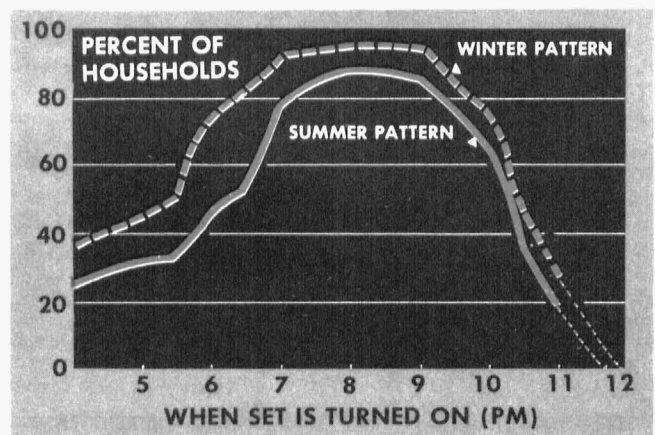
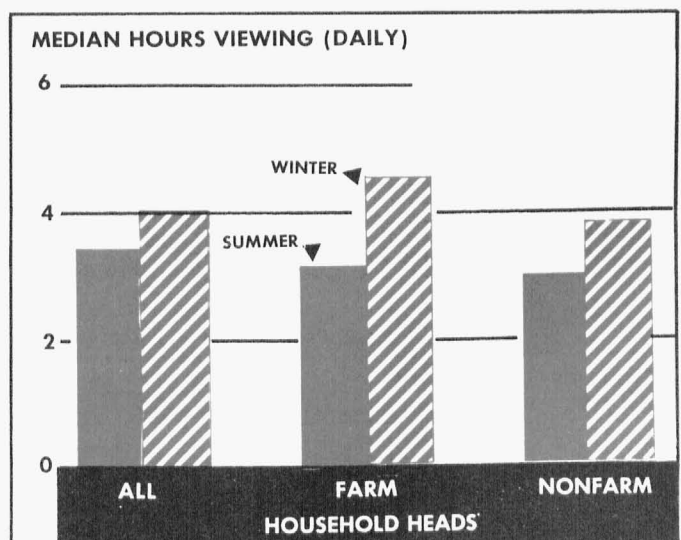


Fig. 2—Median Number of Hours Household Heads Viewed TV, Summer and Winter.



scheduled at this time falls even lower.

Farm and nonfarm differences—Nonfarm families had their sets on more than farm families both in winter and summer. (See Appen. Fig. 1) Differences were as much as 20 percent at several times between 4 and 6:30 p.m. during the summer hours.

In the winter the differences were much smaller (See Appen. Fig. 2.) However, in the winter between 5:30 and 9:30 p.m. more farm sets were turned on than nonfarm sets. After 9:30, the proportion of sets turned on was much the same. By 11 p.m., the nonfarm households had again taken a substantial viewing lead.

At 6:30 p.m. in the summer when the network priorities had already begun to operate, less than 30 percent of both farm and nonfarm household heads were watching television. (See Appen. Fig. 3.)

At 10 p.m., by the time network demands were relaxed, the farm audience had fallen from the evening's peak of 78.9 percent to 50 percent. The nonfarm audience was down to 45 percent. By 10:30, the usual household head audience was down to about 30 percent again.

Winter Viewing Popular with Heads

The 6:30 hour found about 70 percent of the farm men and 60 percent of the nonfarm heads usually viewing. Even at 6 p.m., 60 percent of the farm heads reported usual viewing. (See Appendix Fig. 4.) Note that the proportion of farm heads reporting usual viewing at 10 p.m. was still 60 percent. From 4 to 10:30 p.m. the proportion of farm heads viewing television was greater than the nonfarm number.

More Wives than Heads View During Early Evening Hours

Summer viewing—Early and late evening viewing of the wives rather closely paralleled that of household heads with the exception that more women watched from 4 to 6 p.m. (See Appen. Fig. 3 and 5.) Differences were as great as 15 percent at some times during this period. Note in Appen. Fig. 5 that fewer farm wives than nonfarm wives viewed television at all times.

Winter viewing—The evening viewing hours, 4 to 10:30 p.m., were much the same for farm and nonfarm wives. The proportion of both remained substantially under 30 percent until past 5:30 in the evening. (See Appen. Fig. 6)

Daytime Viewing

In further consideration of program schedule possibilities, household heads and wives were asked when they usually watched television during the day, both winter and summer.

Only one local station had been telecasting morning programs prior to the study. Noon programs were being telecast from both the local stations, but both morning and noon programming were still in a highly formative stage. Afternoon shows were telecast almost from the beginning of television programming in the area.

Morning viewing by the wives—Under the above conditions, about 6 percent of the wives said they usually viewed television during the summer morning hours—about 7 percent in the winter.

| | <i>Summer</i> | <i>Winter</i> |
|---------------|---------------|---------------|
| Farm Wives | 3% | 5% |
| Nonfarm Wives | 8% | 8% |

Noon viewing—Noon viewing in summer was reported by only 9 percent of the wives. The proportion viewing in the winter was 12 percent.

| | <i>Summer</i> | <i>Winter</i> |
|---------------|---------------|---------------|
| Farm Wives | 8% | 13% |
| Nonfarm Wives | 11% | 12% |

Only 2 percent of the heads reported usual noon viewing in summer and 4 percent in winter.

Afternoon viewing—By mid-afternoon, usual viewing of the wives in summer reached 29 percent. Usual winter viewing for wives was higher—38 percent.

| | <i>Summer</i> | <i>Winter</i> |
|---------------|---------------|---------------|
| Farm Wives | 26% | 40% |
| Nonfarm Wives | 32% | 37% |

Three percent of the heads reported usual mid-afternoon viewing in summer and 11 percent in winter.

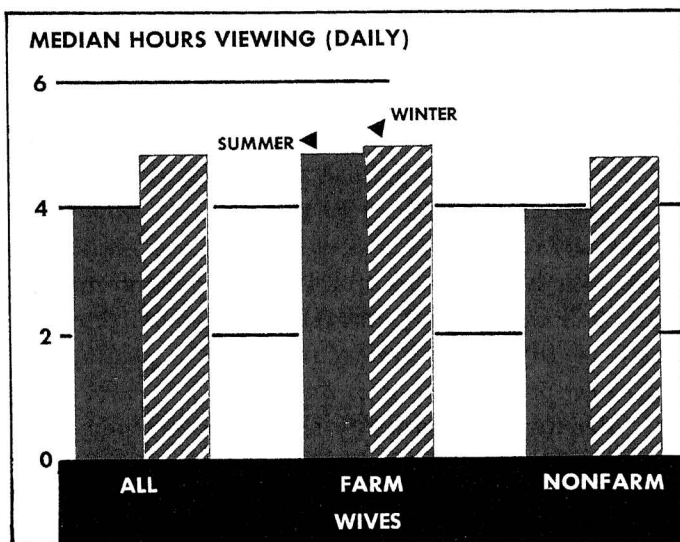
Number of Hours Viewed

Sets were in use an average of 6.2 hours during the winter compared to 5.6 in the summer.

Farm-Nonfarm differences—During the winter the nonfarm families used their sets 6.3 hours daily while farm sets were on an average of 5 hours each day. The summer figures went up to 7.3 for nonfarm, and 5.7 for farm.

Household head-wife differences—The men watched television more in the winter than in the summer. During both seasons, nonfarm heads viewed more than farm heads. (See Fig. 2.)

Fig. 3—Median Number of Hours Wives Viewed TV, Summer and Winter.



The wives watched television only slightly more than their husbands. During the summer, farm wives spent more time watching than the nonfarm wives, but in the winter their viewing time was much the same. (See Fig. 3.)

Tendency to Change Stations

The tendency to change from one station to another or to stay tuned to the same station regardless of the program has important implications for advertisers and station managers.

About 46 percent of the viewers said they usually change stations when they don't like a program and then either view the new program or turn the set off.

Forty-one percent said they usually turn back to the original station if they don't like the alternative.

About 7 percent said they usually turn the set off without switching to another channel. Only 4 percent were inclined to sit out the poor program and wait for the next.

Effect on Radio Listening

Of those interviewed, both men and women, 73 percent said they never turn TV off in favor of radio. Of those who usually did, 7 percent turned on the radio to get the weather, 7 percent to get the markets and 27 percent to get news broadcasts.

Farmers switched from TV to radio listening more than nonfarmers, although differences were small.

Farm and Home Shows

The *Farm and Home* and *RFD shows* were, and still are, developed by the editorial staff of the Col-

lege of Agriculture in cooperation with subject matter departments in the College of Agriculture. Matters of current interest on farm and home operation and management are depicted in the shows. Persons ordinarily appearing on the shows are faculty members of the College of Agriculture who are specialists in their subject matter fields.

Scheduling Difficulties Affect Survey

While interviewing was in process from April to late July, the *Farm and Home Show* time schedule was changed two times. During the winter and early spring of 1956, the shows were telecast from 6 to 6:30 p.m. each Tuesday and Thursday. On May 1, they were rescheduled at 12:30 p.m. on the same days. On June 1, the time was changed to 12 noon. At the same time, a separate daily home show was scheduled from 4:45 to 5 p.m.

These changes were difficult for the viewers to follow. In fact, many thought the shows had gone off the air for the summer.

Since responses on the *Farm and Home Show* and the *RFD Show* were very similar, only results of the *Farm and Home Show* are presented in the pages which follow. Exceptions are made in cases where results were significantly different.

Regularity of Viewing

Household heads—The variations between farm and non farm regularity were generally small. (See Fig. 4.)

All Household Heads

| | |
|--------------------------------------|-----|
| Saw regularly | 17% |
| Saw occasionally | 31% |
| Had seen, but less than occasionally | 30% |

Wives—A few more household heads than wives viewed the shows regularly. (See Fig. 4 and 5.) Occasional viewing was a bit higher for wives than their husbands, but otherwise, viewing patterns were much the same. Note in Fig. 5 that more nonfarm wives than farm wives viewed the programs at least occasionally.

All Wives

| | |
|--------------------------------------|-----|
| Saw regularly | 16% |
| Saw occasionally | 35% |
| Had seen, but less than occasionally | 28% |

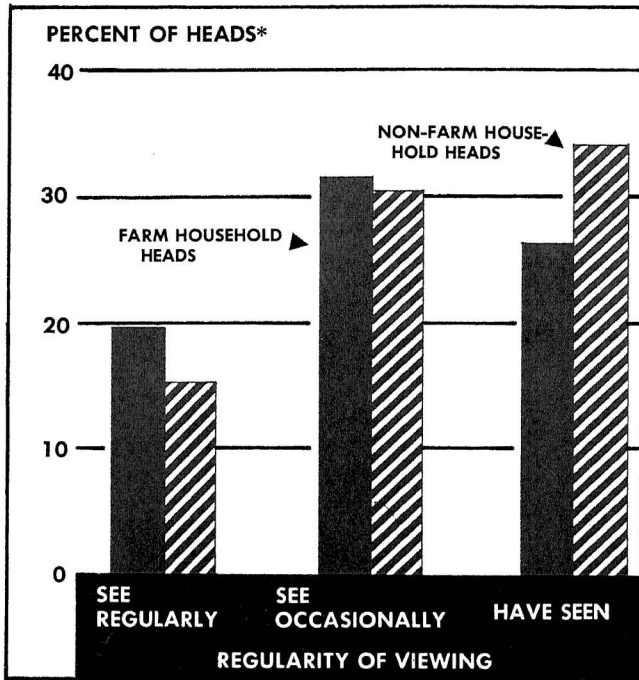
Audience's Opinion

To determine favorability to the *Farm and Home Show*, both household heads and wives were asked if they *liked very much*, *liked*, *were neutral*, or *disliked* the *Farm and Home shows*. Of the 161 TV households, 32 heads and 25 wives said they had

never seen any, or too few of the shows to rate them. With these excluded, the opinions ran as follows: (Also see Fig. 6 & 7.)

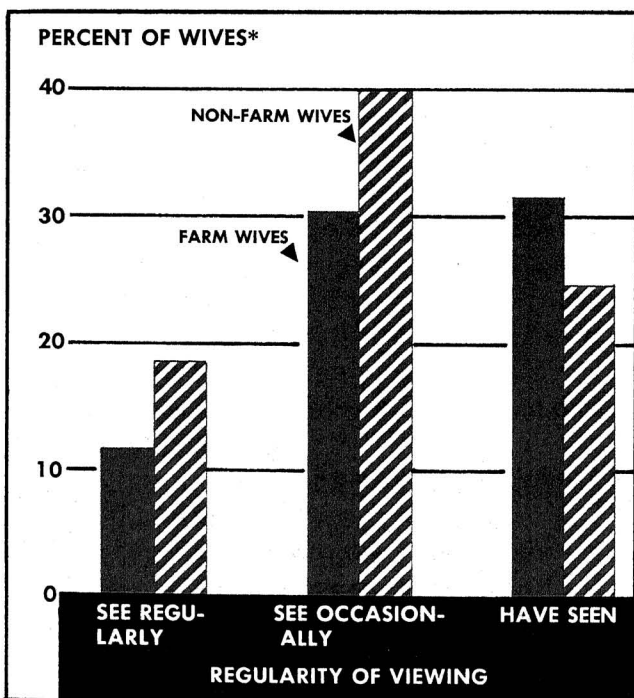
| | Household Heads | Wives |
|-----------------|-----------------|-------|
| Liked very much | 26% | 24% |
| Liked | 52% | 51% |
| Were neutral | 16% | 16% |
| Disliked | 1% | 2% |

Fig. 4—Regularity of Viewing Farm and Home Shows—Household Heads.



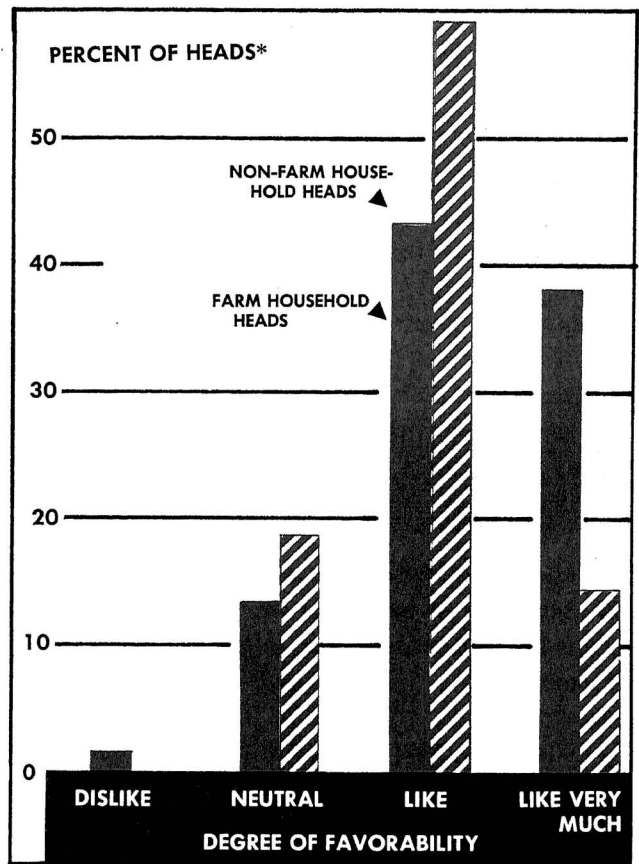
*BASED ON THOSE OWNING SETS

Fig. 5—Regularity of Viewing Farm and Home Shows—Wives.



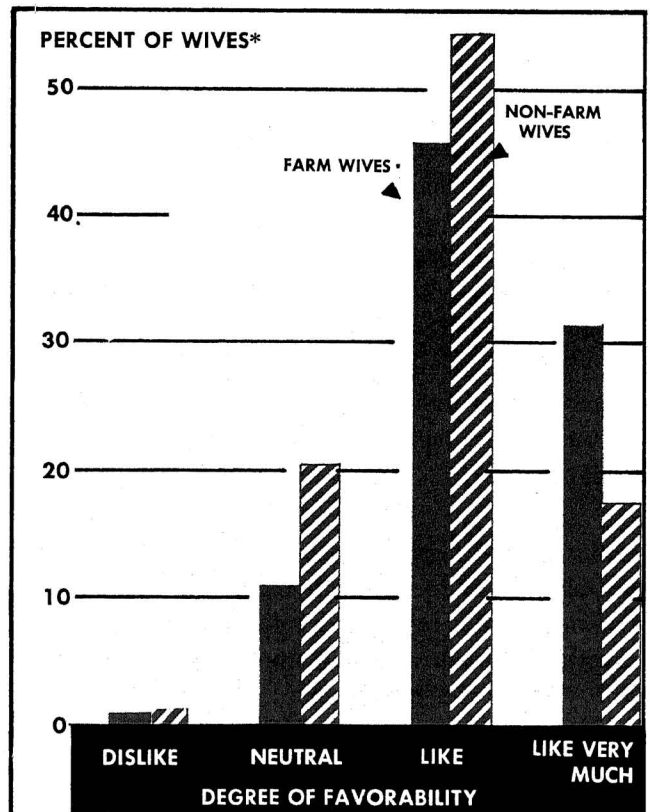
*BASED ON THOSE OWNING SETS

Fig. 6—Favorability Toward Farm and Home Shows—Household Heads.



*BASED ON THOSE SEEING ONE OF MORE SHOWS

Fig. 7—Favorability Toward Farm and Home Shows—Wives.



*BASED ON THOSE SEEING ONE OR MORE SHOWS

Audience Gain and Loss

Agricultural television program producers have been reminded of possible audience loss before and during distinctly educational shows. The College of Agriculture's Farm and Home shows are an example of these. Because of this assumed audience loss, some producers have refused to schedule their programs after educational shows.

To test the validity of this objection, those interviewed were asked if they usually turned to the station before and after the University's Farm and Home Show.

Of the 161 television households reporting, 37 percent said they usually had their sets turned to programs both preceding and following the Farm and Home Show.

Twenty-nine percent said that they usually watched neither the before or after programs. Among these 29 percent were those who presumably turned on their sets for the specific purpose of viewing the Farm and Home Show.

About 3 percent of the group usually did not watch the Farm and Home Show. Nine percent usually watched programs on another station.

Slightly over 12 percent said they usually had their sets tuned to KOMU-TV after, but not before the Farm and Home Show.

Only 5 percent had the set tuned to the program preceding, but not the one following the Farm and Home Show. This total loss may have been no greater than the average for all programs. Also, when the number of households gained are compared with those lost, the net figure is undoubtedly on the positive side.

Even so, the significance of this gain must be viewed in light of program alternatives and station competition at that time. Under different conditions, the attracting power of the Farm and Home Show could have been much different.

Impact Levels

A person may react to Farm and Home Shows seen in the following manner:

1. He may actually recall nothing but retain subconscious impressions nevertheless.
2. He may recall one or more program subjects seen.
3. He may be motivated to get more information or
4. He may actually try some of the things he saw demonstrated.

These responses types may be regarded as levels of television impact.



Recall

The most elemental level of television impact considered in the study was the recall of Farm and Home Show program subjects. To determine the subjects recalled, household heads and wives were asked whether they remembered any of the broad subject matter areas presented on the shows. Then they were asked specifically about approximately 139 television program subjects telecast during a previous six month period. New subjects were added as they were telecast during the interview period. Questions concerning program details discouraged "yes" answers merely to accommodate the interviewer or to protect the ego of the interviewee.

Number Recalling Specific Subjects (Of those who had seen Farm and Home Show)

| | Household Heads | Wives |
|-------------------------------|-----------------|-------|
| Recalled at least one subject | 92% | 88% |
| Five or more subjects | 72% | 71% |
| Ten or more subjects | 51% | 49% |

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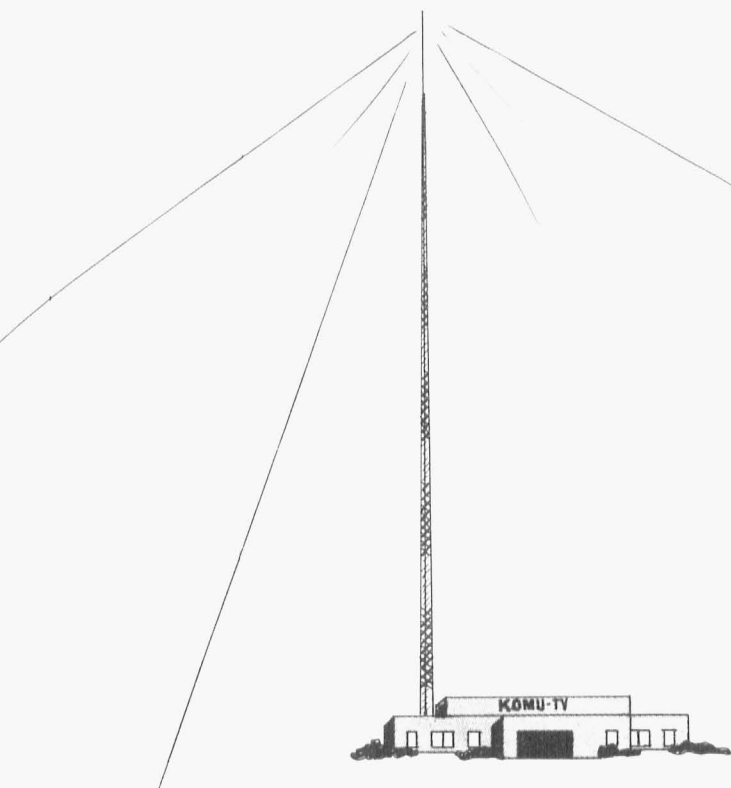
Impact of Farm and Home Shows

The average number of specific program subjects recalled by the heads was 11.1 while the wives recalled practically the same number—11.2. For farm and nonfarm differences, see Fig. 8.

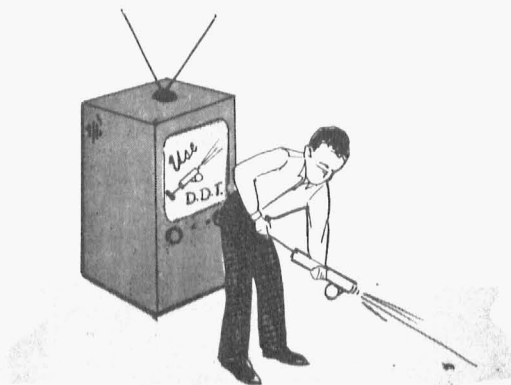
most frequently reported information seeking activity and that household heads were generally more active information seekers than their wives.

| | Household Heads | Wives |
|--------------------------|-----------------|-------|
| Talked to others | 26% | 17% |
| Wrote for bulletins | 8% | 11% |
| Went to the county agent | 10% | 6% |

See Figures 11 and 12 for farm-nonfarm comparisons.

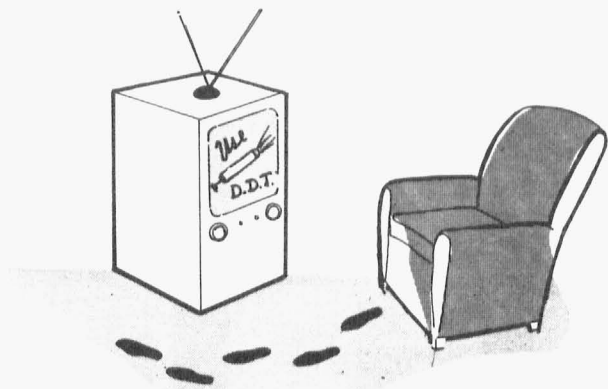


Trial of Things Seen



The response most desired by those who produce the Farm and Home shows is actual trial of ideas and practices demonstrated. The study showed that 19 percent of the heads and 22 percent of the wives responded in this manner. About twice as many farm heads tried ideas or practices seen on the Farm and Home shows as nonfarm heads. Nonfarm wives were more active in this respect than farm wives. (See Figures 9 and 10)

Quest for More Information



This took the form of

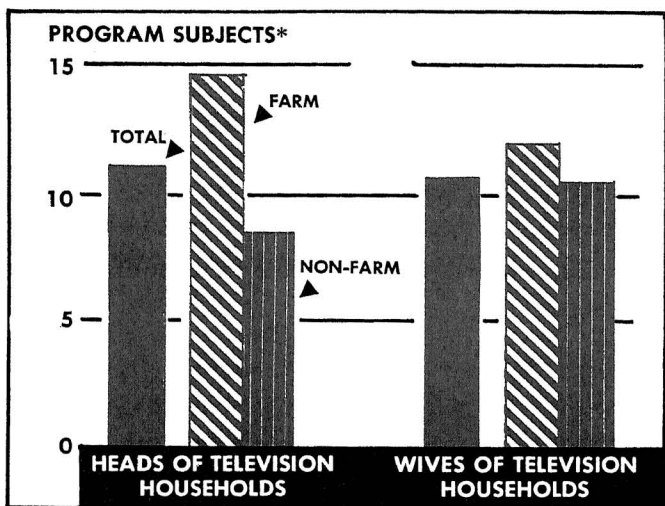
1. Talking to others
2. Writing for a bulletin or other information, or
3. Going to the county agent's office.

The results showed that talking to others was the

Did Something

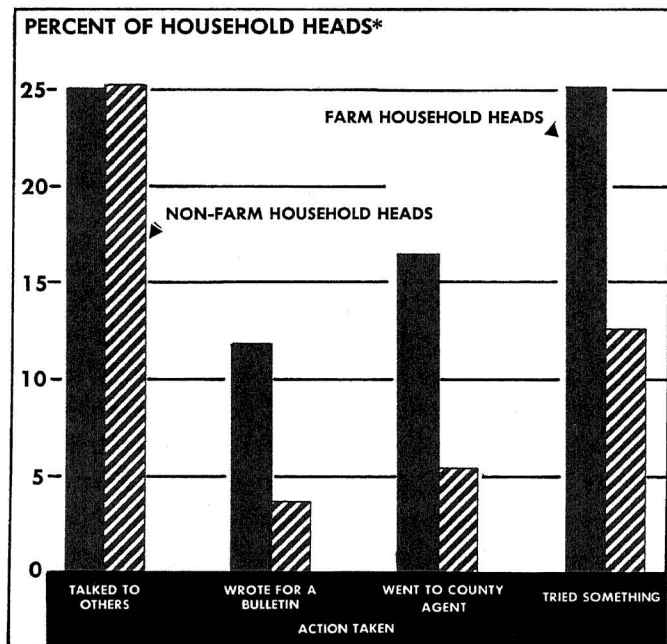
In the final analysis 36 percent of the household heads and 37 percent of the wives either tried something they saw on the Farm and Home shows or took some action to get additional information about something they had seen. Farm-nonfarm differences are shown in Figure 11.

Fig. 8—Number of Farm and Home Program Subjects Recalled.



*BASED ON THOSE SEEING ONE OR MORE SHOWS

Fig. 10—Action Taken by Wives Regarding Farm and Home Shows.



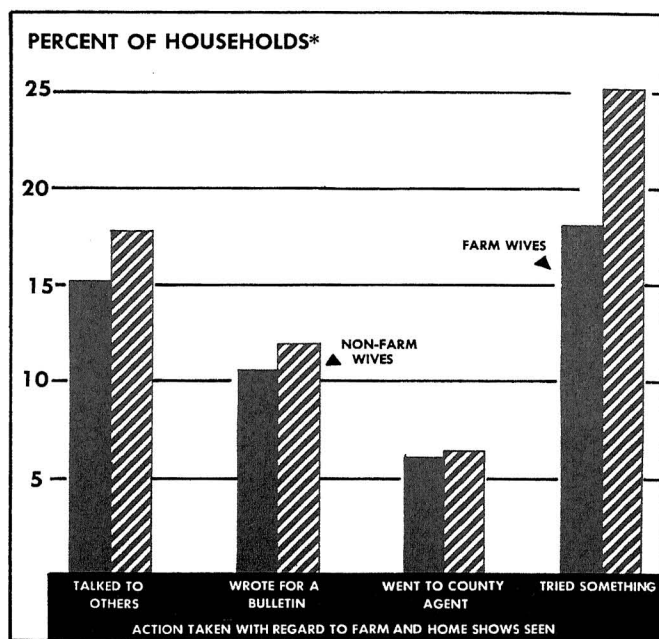
*BASED ON THOSE SEEING ONE OR MORE SHOWS

Recall of Special Program Features

Balanced Farming—Since many shows mentioned or dealt with Balanced Farming during the six month period considered in the study, persons interviewed were asked specifically about this Extension program.

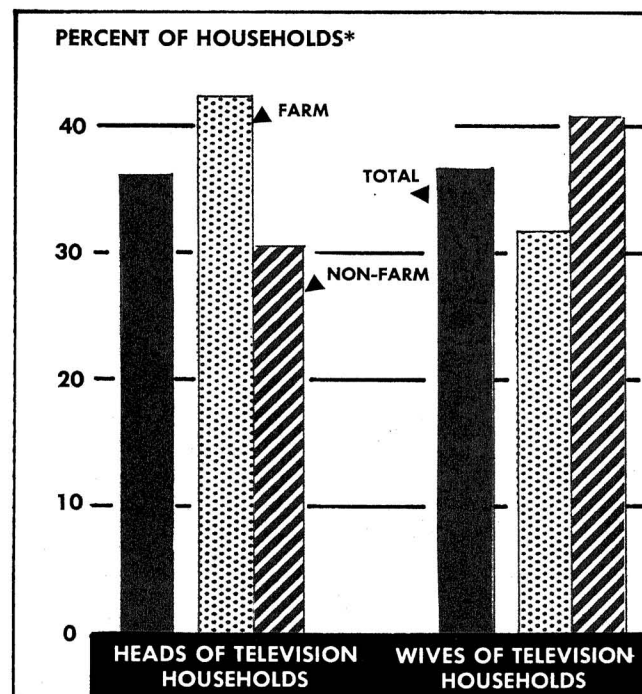
“Balanced Farming” refers to a type of Extension teaching which emphasizes farm and home

Fig. 9—Action Taken by Household Heads Regarding Farm and Home Shows.



*BASED ON THOSE SEEING ONE OR MORE SHOWS

Fig. 11—Proportion of Household Heads and Wives Who Did Something About Shows.



*BASED ON THOSE SEEING ONE OR MORE SHOWS

planning rather than mere changes in enterprises and practices. The program was pioneered and is extensively used by the Agricultural Extension Service in Missouri.

About 43 percent of the household heads recalled shows dealing with Balanced Farming. Farm and nonfarm percentages were 54 and 33. Some 33 percent of the wives remembered seeing something relating to Balanced Farming—farm wives, 36 percent, nonfarm, 29 percent. Only 3 percent of the household heads sought more information on the program.

Other program areas—Note in Table 4 that the greatest number of men remembered broad program areas dealing with the field of entomology. Almost two-thirds of the recalls under this category were of a show called *Bug Board*.

Table 4--Proportion of Household Heads and Wives Recalling One or More Program Subjects within Designated Subject Matter Areas.

| Subject Matter Area | Number of Program Subjects Telecast | Percent Recalling Program Subjects* | |
|--------------------------------------|-------------------------------------|-------------------------------------|-------|
| | | Household Heads | Wives |
| Entomology | | | |
| (Bees and other insects) | 10 | 56 | 57 |
| Public affairs | 2 | 52 | 50 |
| Animal husbandry and meat processing | 12 | 44 | 41 |
| Turkey production and processing | 4 | 40 | 39 |
| Fertilizers | 7 | 39 | 27 |
| Balanced Farming | 5 | 37 | 27 |
| Soils management | 4 | 37 | 30 |
| Dairy husbandry | 11 | 35 | 32 |
| Machinery use and maintenance | 7 | 34 | 17 |
| Poultry production and management | 9 | 34 | 29 |
| 4-H club work and youth | 8 | 33 | 36 |
| Foods: nutrition and processing | 13 | 28 | 44 |
| Accident prevention | 2 | 26 | 12 |
| Woodlots and forestry | 4 | 23 | 12 |
| Seeds and grain | 6 | 21 | 13 |
| Gardens, lawns and shrubs | 6 | 19 | 25 |
| Household furnishings | 12 | 14 | 27 |
| Clothing | 8 | 14 | 41 |
| Farm management | 2 | 9 | 6 |
| Cotton production | 2 | 8 | 5 |
| Miscellaneous | 5 | 25 | 31 |

*Based on those seeing one or more farm and home shows.

This was actually not a farm and home show although it featured an entomologist from the state agricultural Extension staff. Also, it was repeated weekly from April 20 to July 30, 1956. However, 18 percent of the interviews were obtained before any of the *Bug Board* shows were telecast. Other program subjects were usually shown only once.

The only other subject area in which more than 50 percent of the men and women recalled program subject was "public affairs." This was particularly

significant since only two program subjects were involved—*Social Security for Farmers* and *The State Bond Issue*.

The proportion of household heads and wives recalling other subject matter areas are shown in Table 4. Farm and nonfarm differences may be seen in Appendix Table 1. In all cases, one should note the number of program subjects telecast in interpreting percentage recall figures.

Specific program subjects—Out of the 139 specific program subjects telecast and included in the recall check list, *Social Security for Farmers* was remembered by more men and women than any other program. *Bug Board* rated second and *Turkey Carving* third.

Other shows recalled by 20 percent or more of the men were, *How to Take a Soil Sample*, *Turkey Roasting*, *Horizontal Silos*, *Selecting Beef Cuts*, *Sheep Shearing*, *Liquid Fertilizer*, *Planning a Water Management System*, *Wildlife Conservation*, *the State Bond Issue*, and *Use of Heat Lamps*.

Specific programs remembered by 20 percent or more of the wives and not previously mentioned in their high viewing list were *Turkey Roasting*, *Sheep Shearing*, *State Club Winners*, *The State Bond Issue*, and *How to Take a Soil Sample*.

A number of things complicate the conclusions which can be made from the percentages of persons recalling the various program subjects.

1. The program subjects were telecast over a period of at least six months. Those telecast nearest the time of interview were naturally most readily recalled.

2. Seasonal work demands on the farm and changes in time schedules did not permit equal opportunity to view all shows included in the check list.

3. Unequal numbers of programs were presented in the subject matter areas considered.

Nevertheless, some idea of impressions left by the various subject matter programs can be made.

Preferences Regarding Farm and Home Shows

When Shows Could Be Viewed

The men and women interviewed were asked when they could ordinarily see farm and home shows if scheduled at noon or before 6 or after 10 p.m.

Choice of time was limited since network priorities prevented scheduling the Farm and Home Show between 6 and 10 p.m.

Their answers are shown in Figures 12 and 13 together with the estimated number who reported usual viewing at or near those times.

Note that many more wives than heads could see the shows at all times considered. Farm heads showed a greater flexibility in possibilities for viewing than the nonfarm.

| | <i>Before 6 p.m.</i> | <i>Noon</i> | <i>After 10 p.m.</i> |
|---------------------|----------------------|-------------|----------------------|
| All Household Heads | 18% | 20% | 11% |
| Nonfarm | 14% | 11% | 11% |
| Farm | 22% | 30% | 12% |
| All wives | 33% | 35% | 25% |
| Nonfarm | 39% | 39% | 39% |
| Farm | 26% | 32% | 9% |

Figures 14 and 15 clearly show that the possible audience had not been reached at the early evening and noon hours. This was especially true at the noon hour, the time when the Farm and Home Show was later scheduled.

Time Preferences

Both household heads and wives were asked what day of the week and time of day they would prefer to see the Farm and Home shows both summer and winter.

Day of the week—About 65 percent of the heads and 70 percent of the wives said they had no day preference. The winter day preference pattern was no more definite than the summer. Sunday, which had been considered as a possible day for scheduling the Farm and Home Show was no better or worse than any other day.

Time of day preferred in summer—The majority (62 percent) of both men and women preferred the 7 and 8 p.m. hours.

Household heads—A few more farmers preferred the 8 p.m. hours while nonfarmers selected the 7 p.m. hour two to one. The only other hour preferred by more than 10 percent of the men was 6 p.m. Only three men preferred the noon hour and no one listed an afternoon hour.

Wives—The nonfarm wives favored the 7 p.m. hour while the farm wives liked the 8 p.m. hour better. Like household heads, the wives rated 6 p.m. third in the preference list.

No one favored an afternoon hour and only 4 wives preferred either a morning or the noon hour.

Unlike household heads almost 11 percent of the wives preferred the 10 p.m. hour or later.

Time of day Preferred in the winter.

Household heads—The men preferred the 6 and 7 p.m. hours for winter viewing. The two times received 68 percent of the choices. The farm men liked 6 p.m. better than 7 p.m. Nonfarm men were about equally divided in preference.

No one listed an hour after 9 p.m., but seven men said they would like an afternoon hour. Only one person listed the noon hour.

Wives—The wives also rated the 6 and 7 p.m. hours highest for winter viewing. Farm wives, like their husbands, preferred the earlier hour while more of the nonfarm wives chose 7 p.m.

The number of preferences for morning, noon, and afternoon hours was no greater in winter than summer. The percent of choices for the 10 p.m. or later hour fell from the summer preference of 11 percent to 6 percent.

Content Preferences

Should separate farm and home shows be scheduled?

Only 21 percent of the household heads said that they would prefer separate shows. The others were indifferent or against dividing them. The wives were almost equally divided for and against. About 5 percent of the wives were either indifferent or noncommittal.

How many subjects would you like to see presented on one show?

This question was directed directly to the men. About 80 percent of them thought they would like to see either one or two subjects per show. They were divided about equally between the two figures. There was little difference in farm and nonfarm preferences.

What subjects would you like to see?

Both household heads and wives were specifically asked whether they would like to see more shows in nine broad subject matter areas. (See Table 5 and 6 for listings.)

The subjects listed by 60 percent or more of the household heads in order of frequency of mention were—

1. Insects and diseases of plants and animals
2. Farm and home safety
3. Use of commercial fertilizers
4. Machinery maintenance and care

Fig. 12—When Household Heads Said They Could View Farm and Home Shows Compared with Usual Viewing Time.

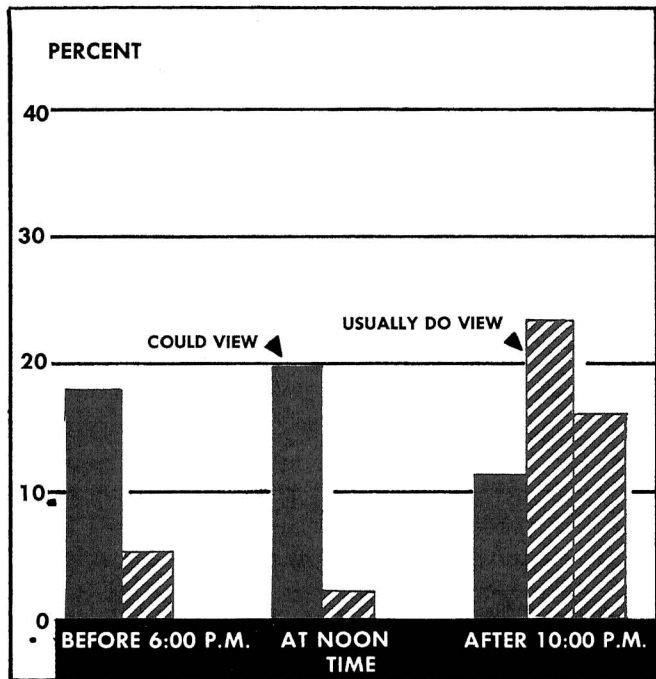


Fig. 13—When Wives Said They Could View Farm and Home Shows Compared with Usual Viewing Time.

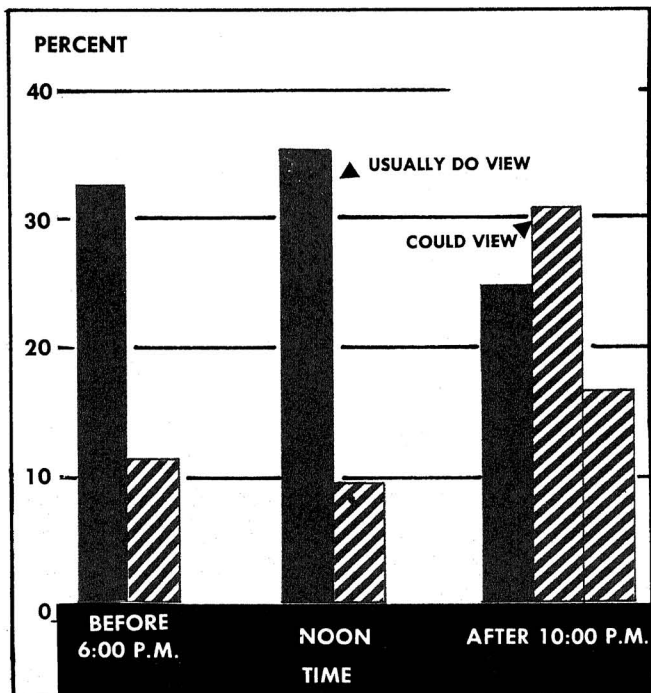
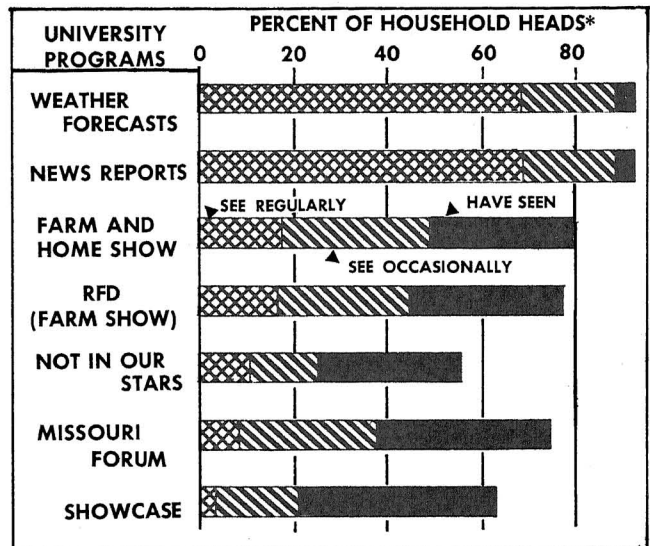
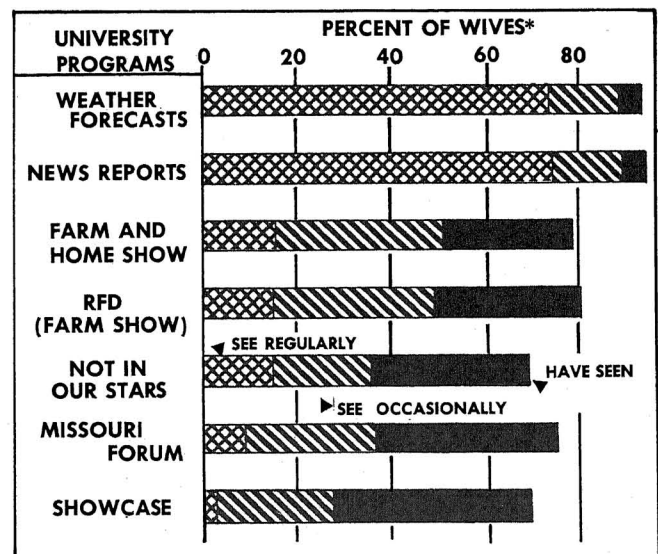


Fig. 14—Regularity of Viewing Other University Shows by Household Heads.



*BASED ON THOSE OWNING SETS

Fig. 15—Regularity of Viewing Other University Shows by Wives.



*BASED ON THOSE OWNING SETS

5. Animal husbandry

Note in Table 5 that farm and nonfarm household heads were often quite similar in the program interests they expressed.

Table 5--Subjects Farm and Nonfarm Household Heads Would Like to See Featured on Future Farm and Home Shows.

| Subjects | Percent of Household Heads | | |
|---|----------------------------|------|---------|
| | All | Farm | Nonfarm |
| Poultry production and management | 28.0 | 26.3 | 29.4 |
| Machinery maintenance and care | 60.2 | 65.8 | 55.3 |
| Dairy production and management | 18.6 | 14.5 | 22.4 |
| Animal husbandry | 60.2 | 69.7 | 51.8 |
| Meats and eggs: preservation and processing | 42.9 | 43.4 | 42.4 |
| Use of commercial fertilizers | 60.9 | 75.0 | 48.2 |
| Balanced Farming | 34.8 | 39.5 | 30.6 |
| Insects and diseases of plants and animals | 68.9 | 75.0 | 63.5 |
| Grain and seeds | 46.0 | 53.9 | 38.8 |
| Foods: nutrition and preparation | 22.4 | 21.1 | 23.5 |
| Clothing | 12.4 | 9.2 | 15.3 |
| Household furnishings | 13.0 | 10.5 | 15.3 |
| 4-H Club work | 38.5 | 36.8 | 40.0 |
| Farm and home safety | 64.0 | 63.2 | 64.7 |
| Others | 37.3 | 34.2 | 40.0 |

Under some of the subject matter areas, enough specific topics were listed that they deserve special mention.

Specific replies under animal husbandry showed there was a lot of interest in beef cattle production and management. Swine production rated second, but well below beef production.

Under fertilizers, general information was most generally asked for. Under grain and seeds, most of the requests were for new varieties suited to central Missouri.

For the wives the five most mentioned areas were—

1. Plant and animal insects and diseases
2. Foods—nutrition and preparation
3. Clothing
4. Farm and home safety
5. Household furnishings.

Note in Table 6, the high amount of agreement between farm and nonfarm wives.

It's obvious that the questioning did not include all possible subject matter areas suited to farm and home programming. Therefore, the responses do not represent a complete census of possible program subjects.

Table 6--Subjects Farm and Nonfarm Wives Would Like to See Featured on Future Farm and Home Shows.

| Subjects | Percent of Wives | | |
|---|------------------|------|---------|
| | All | Farm | Nonfarm |
| Poultry production and management | 39.1 | 43.4 | 35.3 |
| Machinery maintenance and care | 16.1 | 13.2 | 18.8 |
| Dairy production and management | 17.4 | 17.1 | 17.6 |
| Animal husbandry | 34.8 | 30.3 | 38.8 |
| Meats and eggs: preservation and processing | 49.7 | 53.9 | 45.9 |
| Use of commercial fertilizers | 19.9 | 18.4 | 21.2 |
| Balanced Farming | 20.5 | 23.7 | 17.6 |
| Insects and diseases of plants and animals | 65.8 | 65.8 | 65.9 |
| Grain and seeds | 21.7 | 25.0 | 18.8 |
| Foods: nutrition and preparation | 64.0 | 64.5 | 63.5 |
| Clothing | 62.7 | 63.2 | 62.4 |
| Household furnishings | 59.6 | 60.5 | 58.8 |
| 4-H Club work | 42.9 | 40.8 | 44.7 |
| Farm and home safety | 62.1 | 60.5 | 63.5 |
| Others | 40.4 | 31.6 | 48.2 |

For example, program subject recall data previously mentioned also showed there was considerable interest in public affairs, meat processing, soils management, dairy husbandry, poultry production, 4-H Club work, and Balanced Farming, for both household heads and wives.

Frequency of Viewing University Shows

(Other than the Farm and Home shows)

Both husbands and wives were asked how often they viewed the following University of Missouri programs on KOMU-TV, the University station.

1. Weather programs.
2. News programs
3. Missouri Forum—a panel of capable discussants who usually interviewed a distinguished person on a timely subject.
4. Not in Our Stars—featured psychologist, Dr. Fred McKinney in an explanation and demonstration of interesting aspects of human behavior.
5. Showcase—featured interviews with talented persons who were usually also called upon to perform.

Weather and News

The news was given over KOMU-TV each weekday at 6 and 10 p.m., followed by a five minute

weather program. Since they were scheduled one after the other, they may (in a sense) be regarded as one show as the results of the survey suggest. Viewing proportions for news and weather shows were practically identical.

Roughly 68 percent of the men said they usually saw both the news and weather programs regularly. (See Fig. 14, pg. 13). The corresponding figure for wives was very similar. (See Fig. 15, pg. 13)

About 74 percent of the farm heads said they saw both news and weather shows regularly while 64 percent of the nonfarm heads reported regular viewing. The higher farm figure probably reflects a greater interest of farmers in the weather.

Missouri Forum

About 9 percent of the husbands said they saw Missouri Forum regularly while 29 percent reported occasional viewing. About 8 percent more farm hus-

bands than nonfarm husbands viewed the program at least occasionally. (See Figure 14.) The comparative figures for wives was almost identical with their husbands.

Not In Our Stars

Nearly 11 percent of the men said that they viewed Not in Our Stars regularly—farm, 12% and nonfarm 9%. The wives apparently watched this program more than their husbands. About 15 percent indicated regular viewing—farm, 12 percent and nonfarm, 18 percent. (See Figs. 14 and 15 for other figures.)

Showcase

Showcase was the least viewed of all the University programs. Only 4 percent of the husbands and 3 percent of the wives said they viewed it regularly. (See Fig. 15)

Appendix

Appendix Table 1--Proportion of Farm and Nonfarm Household Heads and Wives Recalling One or More Program Subjects within Designated Subject Matter Areas.

| Subject Matter Area | Number of Program Subjects Telecast | Percent Recalling Program Subjects* | | | |
|--------------------------------------|-------------------------------------|-------------------------------------|---------|-------|---------|
| | | Household Heads | | Wives | |
| | | Farm | Nonfarm | Farm | Nonfarm |
| Entomology (Bees and other insects) | 10 | 57 | 55 | 51 | 62 |
| Public affairs | 2 | 58 | 47 | 49 | 52 |
| Animal husbandry and meat processing | 12 | 43 | 44 | 37 | 45 |
| Turkey production and processing | 4 | 40 | 40 | 32 | 46 |
| Fertilizers | 7 | 47 | 32 | 29 | 26 |
| Balanced Farming | 5 | 45 | 29 | 29 | 25 |
| Soils management | 4 | 45 | 29 | 29 | 31 |
| Dairy husbandry | 11 | 37 | 33 | 25 | 38 |
| Machinery use and maintenance | 7 | 34 | 33 | 16 | 18 |
| Poultry production and management | 9 | 34 | 33 | 28 | 29 |
| 4-H Club work and youth | 8 | 37 | 29 | 36 | 37 |
| Foods: nutrition and processing | 13 | 25 | 31 | 41 | 47 |
| Accident prevention | 2 | 25 | 26 | 9 | 14 |
| Woodlots and forestry | 4 | 26 | 20 | 11 | 14 |
| Seeds and grain | 6 | 25 | 18 | 7 | 19 |
| Gardens, lawns and shrubs | 6 | 16 | 22 | 25 | 25 |
| Household furnishings | 12 | 17 | 11 | 26 | 27 |
| Clothing | 8 | 13 | 14 | 45 | 38 |
| Farm management | 2 | 11 | 7 | 5 | 6 |
| Cotton production | 2 | 5 | 9 | 1 | 8 |
| Miscellaneous | 5 | 24 | 26 | 28 | 33 |

*Based on those seeing one or more farm and home shows.

Fig. 1—Proportion of Households with TV Sets Usually Turned on at Designated Times; Summer.

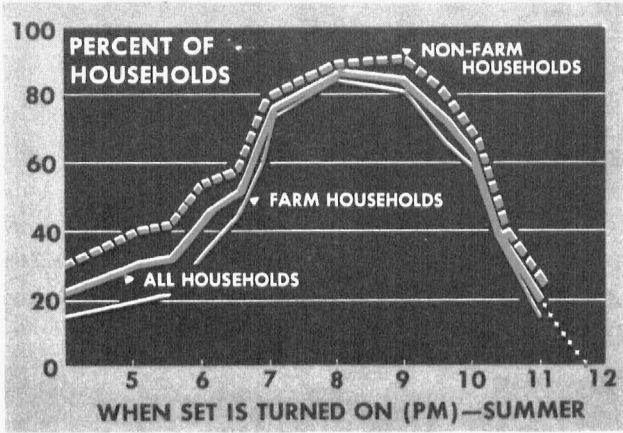


Fig. 2—Proportion of Households with TV Sets Usually Turned on at Designated Times; Winter.

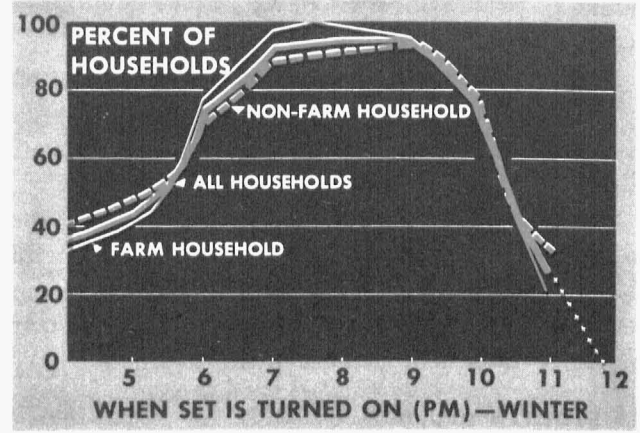


Fig. 3—Proportion Household Heads Usually Viewing, 4-12 p.m., Compared with Proportion of Sets on; Summer.

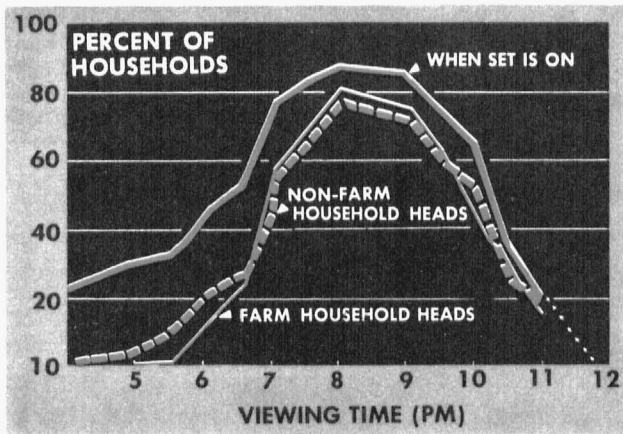


Fig. 4—Proportion Household Heads Usually Viewing, 4-12 p.m., Compared with Proportion of Sets on; Winter.

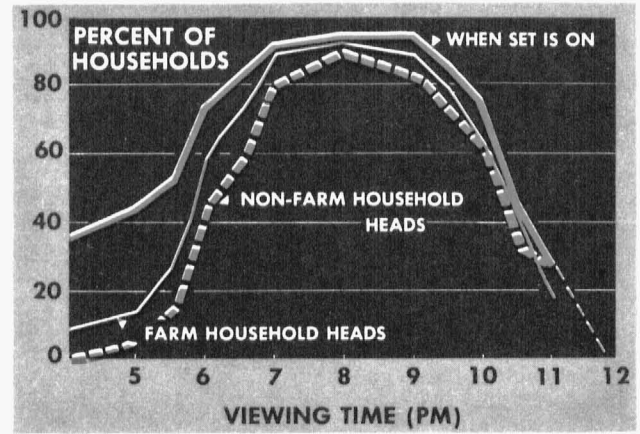


Fig. 5—Proportion Wives Usually Viewing, 4-12 p.m., Compared with Proportion of Sets on; Summer.

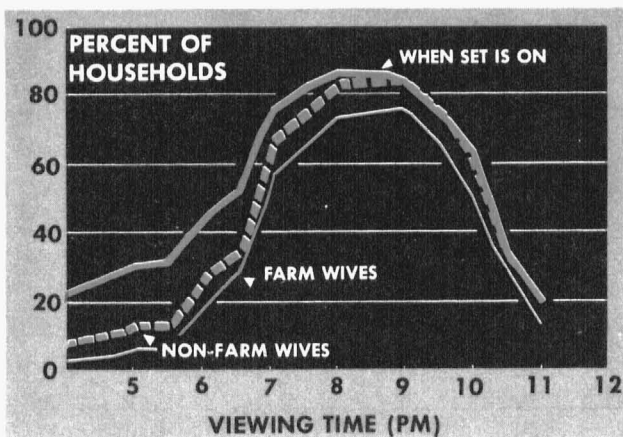


Fig. 6—Proportion Wives Usually Viewing, 4-12 p.m., Compared with Proportion of Sets on; Winter.

