

A READERSHIP-USE STUDY OF NINE
OKLAHOMA EXTENSION CIRCULARS

By

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Bachelor of Science

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1958

Submitted to the faculty of the Graduate School of
the Oklahoma State University
in partial fulfillment of the requirements
for the degree of
MASTER OF SCIENCE
August, 1962

THE UNIVERSITY OF CHICAGO
DIVISION OF THE PHYSICAL SCIENCES

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NOV 13 1962

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ACKNOWLEDGEMENT

Grateful acknowledgement is made for the assistance given by Dr. Charles L. Allen, Director, School of Journalism, and Dr. Harry Heath of the staff of that department; by Edd Lemons, Head, Department of Agricultural Information Services, Charles Voyles, Agricultural Publications Editor, James Scarbrough, Assistant Editor, Agricultural Publications, and Mrs. Fran Sabbe of the Agricultural Publications department; by Dr. Alex G. Warren, Agricultural Extension Services; by Tom Lee, Distribution Officer, OSU Agricultural Publications Distribution Center; and by Mrs. Cassie Spencer of the OSU Computing Center.

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CHAPTER I

INTRODUCTION

Statement of the Problem

One of the problems facing extension publication editors and extension specialists is to meet the needs of a changing audience.

The study reported herein was made to determine whether Oklahoma Extension Circulars are fulfilling the needs of audiences by:

- (1) determining the actual use and application of extension publications; and
- (2) defining and analyzing the audience that is using the material.

Factors affecting "publication use" such as readability, availability, and reader motivation have been examined for their importance in obtaining readership and "use".

Authors, and the administrative and editorial staff will be able to use this data in publication planning to help determine:

- (1) Information needs.
- (2) Content of future publications.
- (3) Nature of audience wanting or requesting information.

(4) Effectiveness of current publications.

Provisions Under Which the Study was Conducted

This study was conducted as part of a continuing research program provided for under the provisions of an Oklahoma Experiment Station project. Previous works include: "A Readership Survey of Oklahoma Extension News," Jim Scarbrough, Oklahoma Experiment Station Processed Series P-364, December, 1960; a study of "The Distribution of Reserve Stocks of Oklahoma Agricultural Experiment Station Publications 1957 and 1958," Stanley W. Prochaska, Oklahoma Experiment Station Processed Series P-341, February, 1960; and a survey of "County Agents' Opinions of the Understandability and Usefulness of Oklahoma Agricultural Experiment Station Bulletins," Donald K. Childers, Oklahoma Experiment Station Processed Series P-311, February, 1959.

Other Studies

A report on selected extension publications titled "The Vermont Publications Study," Extension Service Circular 536, Federal Extension Service, United States Department of Agriculture, was released in November, 1961, two months following the formulation of this study.

This was the only study found by this writer directly relating to readership and use of selected extension circulars. As this project was underway upon release of the Vermont study, no attempt was made to follow any of the

procedures used in the Vermont study although many of the methods parallel. Studies investigated by the author included those listed in "Communications Studies Reported by Land-Grant Colleges and Universities and U.S.D.A.," Prof. Robert J. Ames, Cornell University, Ithaca, New York, 1961.

The results of the Vermont study show:

- (1) Many people do not know extension publications exist. Newspapers, radio, and magazines are effective media to use in informing the public about new publications.
- (2) People are most apt to read short, easy-to-read publications on topics that interest them.
- (3) If people ask for a publication, they are more likely to read it than if it is sent to them unrequested. But if they do receive an unrequested publication, they will usually look it over. If it interests them, they will read it.
- (4) Extension editors must find out what information readers need, the needs they are aware of, and those of which they are not aware.
- (5) The public is interested in gaining a better understanding of problems as well as in learning new skills.
- (6) Readership can be forecast by knowing the interests of people.

- (7) Publications are more effective if used as an aid in a planned education program in which awareness and interest are created in unrecognized needs.
- (8) People with at least a high school education are more likely to be aware of extension publications and more likely to have received them. But education makes little difference in whether people read or use the information.
- (9) Most people are willing to pay a nominal fee for publications they want.
- (10) If the personnel distributing the extension circulars know the content of each publication, they are in a better position to select the best publications for answering the public's questions.
- (11) A mail survey is a practical method of evaluating readership and use of publications.

CHAPTER II

METHOD AND PROCEDURE

Selection of Material

Nine extension circulars were used in this study. The publications were selected on the basis of demand, in order to provide an ample audience for a mail survey. Mailing room records and requests were used as a guide in selection.

The selected publications may be grouped into three general classifications:

- (1) Those pertaining to the home and homemaking designed to appeal to women.
 - a. Circular E-673 Barbecuing Chicken and Turkey
 - b. Circular E-595 Cooking Fresh Vegetables
 - c. Circular E-269 Sewing Handbook
- (2) Those pertaining to better family living appealing to both men and women.
 - a. Circular E-682 An Introduction to Landscape Planning
 - b. Circular E-703 Better Lawns for Oklahoma
 - c. Circular E-726 Estate Planning
- (3) Those directed toward the farmer or persons interested in agriculture.

- a. Circular E-619 A Cow and Calf Program
- b. Circular E-670 Feeding and Management of Swine
- c. Circular E-635 Know Your Fertilizers

Study Procedure

A questionnaire was prepared for each circular used in the study (See Appendix A, Exhibits I-IX), and all were similar in pattern. Certain sections of the questionnaires were varied to fit each specific publication. For example, in answer to: "What information from Landscape Planning have you used?," variations included "selecting a home site," determining public, private, and service areas," "developing the landscape plan," and "decisions on executing the plan." Each publication required different variations. Similar variations were included for data recording purposes in answer to "How did you happen to become interested in this publication?" and "How did you find out about Extension Circular (Name of Circular)?"

The last part of the questionnaire requested that the reader provide some information about himself. He was asked to write in his occupation and check the proper item for his sex, where he lives, age, and education.

Using United States census records as a basis, occupation was coded into nine categories for the purpose of analysis. These were: farmers, housewives, professional workers, educators, non-professional workers, clerical,

laborers, students, and retired persons.

Each questionnaire asked the reader to give his opinion as to the clarity of illustrations with the exception of Extension Circular Cooking Fresh Vegetables, which did not contain any illustrative material essential for clarification.

The questionnaire required only check marks for answers and had one open-end question. This query was "If it did not answer all your questions, what additional information did you want to know?." This is believed to be one of the more significant parts of the questionnaire because it reveals whether the reader received the information he wanted. Response obtained from this question is given in Appendix B.

Mailing room requests were obtained for a seven-month period from September, 1961 through March, 1962. These consisted of letters and postcards sent to Oklahoma State University requesting specific publications or information in a specific area. Both Oklahoma and out-of-state requests were included in the study. In order to supplement this list, extension agents in three Oklahoma counties were asked to maintain publication distribution records for a two-month period from February 1 to March 31, 1962. Two of the counties, Caddo and Adair, have predominantly rural populations. Adair is located in the eastern part of the state, while Caddo county is in the western part. One county, Tulsa, was chosen for its large urban population.

Persons surveyed had either requested one or more of

the nine selected publications or had been sent a copy of the publication in answer to a general request. Libraries and extension personnel from other universities were excluded from the mailing list. An accompanying letter (See Appendix A, Exhibit X) was sent to each person asking the recipient to complete the questionnaire(s) and return promptly. The questionnaires were mailed First Class and a self-addressed business reply envelope (See Appendix A, Exhibit XI) was enclosed.

Eighteen hundred and fifty-five addresses of persons who had received one or more of the nine selected publications were obtained from the mailing room and county agent records. Each individual was mailed the questionnaire(s) pertaining to the publication(s) which he had previously received along with the introductory letter. Since more than one questionnaire was mailed to some persons, a total of 1,958 questionnaires were sent out in the survey. Five hundred and eighty-one questionnaires, approximately 30 per cent of those distributed, were returned. A detailed breakdown as to the number of questionnaires mailed for each extension circular is given in Table I.

Findings of the Pilot Study

A pilot study was made prior to the major study to determine changes that ought to be made on the questionnaires. Questionnaires were mailed to 120 addresses randomly selected from mailing room requests. Forty-four were

returned by the end of the third week. In answer to "How many people do you think read your copy of (Name of Circular?)," the pilot study indicated that the question should be reworded to include the phrase "other than yourself." The variables pertaining to questions "What information have you used?" and "How did you happen to become interested in this publication?" were re-examined. Where the meaning of the variables was so similar that it caused confusion to the reader, they were combined. For example: in the pilot questionnaire for Extension Circular Better Lawns for Oklahoma, two of the possible answers for the question "How did you happen to become interested in this publication?" were "Want to know more about lawn care" and "Interested in suggestions for lawn improvement." Examination of the motivations of the variables indicated that they were nearly the same, therefore, "Want to know more about lawn care" was eliminated from the questionnaire used in the major study.

According to the United States Census Bureau, towns of below 2,500 are considered "rural" and 2,500 and above "urban." These two breakdowns for nonfarm residents were used in the pilot study. This breakdown caused considerable confusion among urban residents, particularly among those living in large metropolitan cities (according to the census bureau, cities of 50,000 or more). Therefore, the question "Where do you live?" was reworded to give the following breakdown for nonfarm or country residents: In a small town

(under 2,500), In a town (2,500 to 9,999), In a town (10,000 to 24,999), In a city (25,000 to 49,999), In a city of 50,000 or more.

Due to the frequent mention of "Extension News" on the pilot questionnaires (in answer to "How did you find out about Extension Circular (Name of Circular)?," this item was added on all the questionnaires. "Oklahoma Extension News" is a monthly publication in newspaper format issued by Oklahoma State University's Agricultural Information Services for persons interested in current information about agriculture and home economics.

Treatment of the Data

The rate of return of questionnaires in the major study declined markedly after a period of three weeks. The questionnaires were edited upon return and coded for IBM machine tabulation. Answers to the question "If it did not answer all your questions, what additional information did you want to know?," were typed on regular 8½ by 11 paper and categorized by hand (Appendix B).

Because many respondents mentioned "What's New," a list of available publications for Oklahomans published twice yearly, this title was entered on Table VIII for data recording purposes. It was not included on the questionnaires.

CHAPTER III

INDICATIONS

Variation in Demand

Demand for extension circulars, as measured by requests received by the Oklahoma State University mailing room as well as requests filled by the extension agents of Caddo, Tulsa, and Adair counties, varied considerably (See Table I). In answer to the query "How did you find out about the extension circular?," it was learned that the large response for Cooking Fresh Vegetables was due to a mention in Kiplinger's magazine "Changing Times," a consumer's guide. The number of letters and postcards requesting Cooking Fresh Vegetables received by the mailing room was so great that upon randomly selecting over 1,200 addresses, the sample was felt to be large enough for adequate study. This was the only one of the nine selected circulars in this study where every recipient was not mailed a questionnaire.

The circular Barbecuing Chicken and Turkey was featured in a newspaper article appearing in the "Daily Oklahoman," one of Oklahoma's two state newspapers. Circular An Introduction to Landscape Planning was listed in the "Educator's Index of Free Material," an index service for teachers and

librarians, and in "McCall's" magazine under the heading "Booklets You Can Use." Extension Circular Estate Planning was recommended on a farm program carried by a Tulsa radio station, KVOO. Apparently, this publicity had a marked effect on demand.

The period during which the study was conducted is also believed to have had some effect on demand. Better Lawns for Oklahoma, for example, might be expected to be of more interest in the spring when home owners plan lawns than during other seasons of the year.

Lack of demand for the three farm publications in the study indicates the need for additional research in this area. During the seven-month period of the study, thousands of mailing room requests were obtained. In addition, hundreds of requests were recorded by extension agents in the three Oklahoma counties during February and March. Yet only 27 requests were received for Extension Circular Feeding and Management of Swine, 20 for Know Your Fertilizers, and 26 for A Cow and Calf Program. Since one of the factors in selecting a circular for the study was sample size, the three farm publications were among the leading in farm circular demand for all circulars designed to fill the needs of the farmer even though the total requests were small.

This lack of demand could mean that farmers are obtaining the circulars in some way other than directly from extension agent or the mailing room. It is possible many

farmers receive the publications through their children, who receive the publications through 4-H and vocational agriculture programs. It may mean that farmers no longer need or depend on extension circulars, preferring farm magazines or other sources of information. It could be that better educated farmers now tend to obtain needed information directly from the source or that farm publications are doing a better job of keeping farmers informed than in the past. A major reason to be considered for lack of demand is the possibility that farmers do not know of the availability of the publications.

Comparisons by Classification

Readership of all the publications was high, as is shown in Table II. Apparently, if the individual is interested enough to request the circular, he will read it.

In comparing the circulars grouped by classification (i.e., homemaking, family living, and agriculture), 82 per cent of the respondents for Barbecuing Chicken and Turkey, Cooking Fresh Vegetables, and Sewing Handbook were found to be women. (See Table III.) In contrast, 54 per cent of the respondents for An Introduction to Landscape Planning, Better Lawns, and Estate Planning were men. Only one of the respondents for A Cow and Calf Program, Feeding and Management of Swine, and Know Your Fertilizers was a woman.

All three classifications were dominated by urban readers (Table IV). Approximately 88 per cent of the

readers were urban residents and only 20 per cent rural. Forty-eight per cent of the readers lived in cities of 50,000 or more. (See page 9 for definition of rural and urban population according to United States census records.)

Several factors are probably responsible for the large number of urban readers. First, this study was based largely on publication requests received by the Oklahoma State University mailing room. It might be expected that the urban reader would obtain his publications through the mailing room rather than through the normal rural outlet, the country extension agent.

Several of the extension circulars were mentioned in magazines, newspapers, or on radio programs. These mentions were always followed by large numbers of urban requests to the mailing room, many of which were from out of state.

A factor which must be recognized as responsible for part of this change is Oklahoma's declining rural audience. According to 1960 United States Census Bureau statistics, 62.9 per cent of Oklahoma's population is now classified as urban and 37.1 per cent, rural. This compares with 51 per cent, urban, and 49 per cent, rural, in 1950. Only 11 per cent of the rural population is classified as farm population.

Distribution records maintained during February and March by county extension agents show that nearly 100 per cent of those obtaining publications in Tulsa County (metropolitan by census standards) listed urban addresses.

About two-thirds of those who obtained publications from Adair County agents (predominately rural eastern Oklahoma county) had rural addresses, while records for Caddo County (predominately rural west-central Oklahoma county) appeared to be about equally divided between urban and rural residents.

Table V shows that the circulars directed toward the homemaker are being read mainly by the 41 to 60 age group, while readers in the other two classifications are mostly in the 21 to 40 age group.

Approximately 88 per cent of all the respondents for the nine selected extension circulars had high school educations (Table VI). More than 66 per cent had at least some college education. Only 12 per cent had less than high school educations. Eighty per cent of the respondents in the family living classification had some college education.

As would be expected, nearly half of the respondents for the homemaking circulars were housewives (Table VII). The publications in the family living classification were in demand by professional and non-professional men and women as well as housewives, indicating that the circulars are reaching the audience for which they were written to appeal.

Table VIII indicates that magazines and newspapers are the most effective media for informing the public about the circulars. The table also indicates the need for more use of the mass media.

TABLE I

NUMBER OF QUESTIONNAIRES MAILED AND RETURNED FOR
EACH OF NINE SELECTED EXTENSION CIRCULARS

Name of Publication	Number Mailed	Number Returned	Per Cent Returned
Barbecuing Chicken and Turkey	185	45	24.3
Cooking Fresh Vegetables	1,234	384	31.1
Sewing Handbook	128	39	30.4
An Introduction to Landscape Planning	180	40	22.2
Better Lawns for Oklahoma	59	19	32.2
Estate Planning	99	36	36.3
A Cow and Calf Program	26	8	30.7
Feeding and Management of Swine	27	8	29.6
Know Your Fertilizers	20	2	10.0
Total	1,958	581	29.6

TABLE II

COMPARISON OF THE READERSHIP OF NINE SELECTED EXTENSION CIRCULARS

Name of Publication	Respondents Who Read:									
	All of Publication		Two-Thirds of Publication		One-half of Publication		One-fourth of Publication		None	
	No.	%	No.	%	No.	%	No.	%	No.	%
Barbecuing Chicken and Turkey	40	88.90	1	2.22	1	2.22	1	2.22	2	4.44
Cooking Fresh Vegetables	331	88.27	28	7.47	11	2.93	2	0.53	3	0.80
Sewing Handbook	25	69.45	3	8.33	3	8.33	5	13.89	0	0.00
An Introduction to Landscape Planning	35	94.59	0	0.00	0	0.00	0	0.00	2	5.41
Better Lawns for Oklahoma	14	73.69	1	5.26	1	5.26	1	5.26	2	10.53
Estate Planning	30	85.72	0	0.00	2	5.71	3	8.57	0	0.00
A Cow and Calf Program	7	100.00	0	0.00	0	0.00	0	0.00	0	0.00
Feeding and Management of Swine	4	57.15	0	0.00	1	14.29	1	14.29	1	14.29
Know Your Fertilizers	2	100.00	0	0.00	0	0.00	0	0.00	0	0.00

TABLE III
EXTENSION CIRCULAR READERS BY SEX

Publication	Number of Respondents	
	Male	Female
Barbecuing Chicken and Turkey	13	31
(Per Cent)	29.55	70.45
Cooking Fresh Vegetables	67	315
(Per Cent)	17.54	82.46
Sewing Handbook	2	37
(Per Cent)	5.13	94.87
An Introduction to Landscape Planning	14	26
(Per Cent)	35.00	65.00
Better Lawns for Oklahoma	11	8
(Per Cent)	57.89	42.11
Estate Planning	26	9
(Per Cent)	74.29	25.71
A Cow and Calf Program	8	0
(Per Cent)	100.0	0.00
Feeding and Management of Swine	7	1
(Per Cent)	87.50	12.50
Know Your Fertilizers	2	0
(Per Cent)	100.0	0.00

TABLE IV
EXTENSION CIRCULAR READERS BY GEOGRAPHICAL DISTRIBUTION

Publication	Number of Respondents Who Live:							
	On a farm	On an Acreage	In a small town under 2,500	In a town 2,500 to 9,999	In a town 10,000 to 24,000	In a city 25,000 to 49,000	In a city of 50,000 or more	Other*
Barbecuing Chicken and Turkey	7	0	6	4	4	5	19	0
(Per Cent)	15.56	0.00	13.33	8.89	8.89	11.11	42.22	0.00
Cooking Fresh Vegetables	7	14	25	43	42	45	204	3
(Per Cent)	1.83	3.65	6.53	11.23	10.97	11.75	53.26	0.78
Sewing Handbook	10	4	5	7	2	2	7	2
(Per Cent)	25.64	10.26	12.81	17.95	5.13	5.13	17.95	5.13
An Introduction to Landscape Planning	5	1	6	5	4	1	18	0
(Per Cent)	12.50	2.50	15.00	12.50	10.00	2.50	45.00	0.00
Better Lawns for Oklahoma	0	0	1	5	2	0	11	0
(Per Cent)	0.00	0.00	15.26	26.32	10.53	0.00	57.89	0.00
Estate Planning	11	1	2	3	3	2	13	1
(Per Cent)	30.55	2.78	5.56	8.33	8.33	5.56	36.11	2.78
A Cow and Calf Program	2	1	1	0	0	1	3	0
(Per Cent)	25.00	12.50	12.50	0.00	0.00	12.50	37.50	0.00
Feeding & Management of Swine	3	0	0	1	0	0	3	1
(Per Cent)	37.50	0.00	0.00	12.50	0.00	0.00	37.50	12.50
Know Your Fertilizers	0	0	1	0	1	0	0	0
(Per Cent)	0.00	0.00	50.00	0.00	50.00	0.00	0.00	0.00

* Other included: "In a rural area" (3), "Live in Oklahoma City but have acreage in country," "Have home in Norman but have farm in Garfield county where I live six months during summer," "Lake area development," "Live most of year on college campus with a rural setting." (Number in parenthesis denotes number of respondents giving the same answer.)

TABLE V
EXTENSION CIRCULAR READERS BY AGE GROUP

Publication	Number of Respondents Between the Ages of:			
	12 to 20	21 to 40	41 to 60	61 & over
Barbecuing Chicken and Turkey	0	10	23	9
(Per Cent)	4.55	22.73	52.27	20.45
Cooking Fresh Vegetables	13	162	159	49
(Per Cent)	3.39	42.30	41.51	12.80
Sewing Handbook	4	13	17	5
(Per Cent)	10.26	33.33	43.59	12.82
An Introduction to Landscape Planning	0	18	16	5
(Per Cent)	0.00	46.15	41.03	12.82
Better Lawns for Oklahoma	1	7	7	4
(Per Cent)	5.2	36.84	36.84	21.05
Estate Planning	0	14	13	8
(Per Cent)	0.00	40.00	37.14	22.86
A Cow and Calf Program	2	1	4	1
(Per Cent)	25.00	12.50	50.00	12.50
Feeding and Management of Swine	0	5	3	0
(Per Cent)	0.00	62.50	37.50	0.00
Know Your Fertilizers	0	2	0	0
(Per Cent)	0.00	100.00	0.00	0.00

TABLE VI

EXTENSION CIRCULAR READERS BY EDUCATION

Publication	Number of Respondents with Education Level of:						
	Less than 8th grade	Completed 8th grade	Some High School	Completed High School	Some College	Completed College	Had graduate work
Barbecuing Chicken and Turkey	0	2	3	7	16	7	9
(Per Cent)	0.00	4.55	6.82	15.91	36.36	15.91	20.45
Cooking Fresh Vegetables	4	10	32	85	135	55	60
(Per Cent)	1.05	2.62	8.40	22.31	35.43	14.44	15.75
Sewing Handbook	1	1	6	13	8	4	5
(Per Cent)	2.63	2.63	15.79	34.21	21.05	10.53	13.16
An Introduction to Landscape Planning	2	1	0	7	11	4	15
(Per Cent)	5.00	2.50	0.00	17.50	27.50	10.00	37.50
Better Lawns for Oklahoma	0	1	1	3	4	3	7
(Per Cent)	0.00	5.26	5.26	15.79	21.05	15.79	36.85
Estate Planning	1	0	1	2	14	8	10
(Per Cent)	2.78	0.00	2.78	5.55	38.89	22.22	27.78
A Cow and Calf Program	0	0	2	2	1	1	2
(Per Cent)	0.00	0.00	25.00	25.00	12.50	12.50	25.00
Feeding and Management of Swine	0	0	0	3	1	0	4
(Per Cent)	0.00	0.00	0.00	37.50	12.50	0.00	50.00
Know Your Fertilizers	0	0	0	1	0	0	1
(Per Cent)	0.00	0.00	0.00	50.00	0.00	0.00	50.00

TABLE VII

EXTENSION CIRCULAR READERS BY OCCUPATION

Publication	Number of Respondents Classified as:								
	Farmers	House- wives	Profess- ional workers	Educa- tors	Non-Pro- fessional workers	Cler- ical	Laborers	Students	Retired
Barbecuing Chicken and Turkey	0	22	8	3	1	5	1	1	2
(Per Cent)	0.00	51.16	18.60	6.98	2.32	11.63	2.33	2.33	4.65
Cooking Fresh Vegetables	0	172	46	20	22	75	7	14	20
(Per Cent)	0.00	45.75	12.23	5.32	5.85	19.95	1.86	3.72	5.32
Sewing Handbook	0	24	1	5	0	4	1	3	1
(Per Cent)	0.00	61.53	2.56	12.81	0.00	10.25	2.56	7.69	2.56
An Introduction to Landscape Planning	1	14	6	7	2	4	3	1	1
(Per Cent)	2.56	35.90	15.38	17.95	5.12	10.26	7.69	2.56	2.56
Better Lawns for Oklahoma	0	6	7	0	0	2	1	0	2
(Per Cent)	0.00	33.33	38.89	0.00	0.00	11.11	5.56	0.00	11.11
Estate Planning	3	8	7	0	7	2	0	5	4
(Per Cent)	8.33	22.22	19.44	0.00	19.44	5.56	0.00	13.90	11.11
A Cow and Calf Program	4	0	0	1	1	0	0	2	0
(Per Cent)	50.00	0.00	0.00	12.50	12.50	0.00	0.00	25.00	0.00
Feeding & Management of Swine	3	1	2	1	1	0	0	0	0
(Per Cent)	37.50	12.50	25.00	12.50	12.50	0.00	0.00	0.00	0.00
Know Your Fertilizers	1	0	1	0	0	0	0	0	0
(Per Cent)	50.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00

TABLE VIII
HOW THE READER FOUND OUT ABOUT THE EXTENSION CIRCULAR

Publication	How the Respondents Found Out About Publication:																
	Newspaper	Magazine	Radio or TV	Extension News	What's New	Fair Exhibit	Publication Display	Extension Agent	Home Demonstration Club Meeting	Garden Club	Sewing Club	Relative, Friend, or Neighbor	Banker	Grocer	Lawyer	Other*	Couldn't Remember
Barbecuing Chicken and Turkey	21	2	5	2	3	1	0	2	1	0	0	5	0	0	0	2	0
(Per Cent)	47.72	4.55	11.36	4.55	6.82	2.27	0.00	4.55	2.27	0.00	0.00	11.36	0.00	0.00	0.00	4.55	0.00
Cooking Fresh Vegetables	15	325	6	3	0	0	3	9	1	0	0	7	0	0	0	3	7
(Per Cent)	3.96	85.75	1.58	0.79	0.00	0.00	0.79	2.38	0.26	0.00	0.00	1.85	0.00	0.00	0.00	0.79	1.85
Sewing Handbook	0	3	0	3	0	9	3	5	1	0	1	9	0	0	0	4	0
(Per Cent)	0.00	7.89	0.00	7.89	0.00	23.69	7.89	13.16	2.63	0.00	2.63	23.69	0.00	0.00	0.00	10.53	0.00
An Introduction to Landscape Planning	1	19	1	0	1	5	1	1	1	1	0	2	0	0	0	5	2
(Per Cent)	2.50	47.50	2.50	0.00	2.50	12.50	2.50	2.50	2.50	2.50	0.00	5.00	0.00	0.00	0.00	12.50	5.00
Better Lawns for Oklahoma	0	4	0	0	1	3	0	5	1	2	0	1	0	0	0	2	0
(Per Cent)	0.00	21.05	0.00	0.00	5.26	15.79	0.00	26.32	5.26	10.53	0.00	5.26	0.00	0.00	0.00	10.53	0.00
Estate Planning	5	2	6	6	3	0	0	3	2	0	0	4	0	0	0	5	0.00
(Per Cent)	13.89	5.55	16.67	16.67	8.33	0.00	0.00	8.33	5.55	0.00	0.00	11.11	0.00	0.00	0.00	13.89	0.00
A Cow and Calf Program	0	1	0	1	0	0	2	2	0	0	0	0	0	0	0	2	0
(Per Cent)	0.00	12.50	0.00	12.50	0.00	0.00	25.00	25.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	25.00	0.00
Feeding and Management of Swine	0	0	0	2	0	0	2	4	0	0	0	0	0	0	0	0	0
(Per Cent)	0.00	0.00	0.00	25.00	0.00	0.00	25.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Know Your Fertilizers	0	0	0	1	0	0	0	1	0	0	0	0	0	0	0	0	0
(Per Cent)	0.00	0.00	0.00	50.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00

* Other included: Barbecuing Chicken and Turkey, "Learned about publication while attending poultry meeting," "Mailed along with requested pamphlets"; Cooking Fresh Vegetables, "In a book called 1,001 Things Free," "Government newspaper," "Consumer economics course"; Sewing Handbook, "Learned about publication through a friend who is taking sewing course," "My sister saw it in a cleanarama," "Bibliography of Agriculture," "At the hair dresser"; An Introduction to Landscape Planning, "Educator's Index for Free Materials" (4), "Have known about publication since university student"; Better Lawns for Oklahoma, "Have known since student there," "Asked for this information during visit to Oklahoma State University"; Estate Planning, "Learned about publication through economics professor" (5); A Cow and Calf Program, "Wrote to Stillwater for a list of publications," "Through vocational agriculture teacher."

Barbecuing Chicken and Turkey

Of the 185 questionnaires mailed to recipients of the Extension Circular Barbecuing Chicken and Turkey, 45, or 24.3 per cent, were returned (Table I).

Women accounted for 70.45 per cent of the requests and men 29.55 per cent (Table III).

The majority, 42.22 per cent, of the respondents live in a city of 50,000 or more. (See Table IV). Table V shows that slightly more than 52 per cent of the readers were in the 41 to 60 age group. Twenty-two per cent were in the 21 to 40 age group and 20.45 per cent in the 61 and over age group. Seventy-two per cent of the respondents had an educational level of at least some college. Eighty-eight per cent had a high school education or above.

As shown in Table VII, housewives accounted for 51 per cent of the respondents, while professional workers comprised 18.6 per cent and clerical, 11.63 per cent.

More than 61 per cent of the readers of Barbecuing Chicken and Turkey classified the circular as very helpful (Table IX). Some 21.43 per cent called it useful and 14.29 per cent extremely helpful. Only 2.38 per cent said the circular was not very helpful.

Ninety-five per cent of the readers stated that the circular gave them completely or almost everything they wanted to know (Table X), in comparison to 4.76 per cent which said it gave only part or very little.

Only five readers listed information that they wanted to know. This response is given in Appendix B.

All of the respondents classified the writing in the circular as clear or exceptionally clear, while slightly more than 93 per cent stated that the illustrations were understandable or exceptionally understandable. (See Tables XI and XII.)

Nearly 90 per cent of the respondents read all of the circular. Six per cent of the readers read only part (Table II).

"Barbecue sauce recipes," "preparation of chicken and turkey," and "barbecuing procedure" were each checked by more than 60 per cent of the readers in response to "What information have you used?" Approximately 25 per cent of the readers said they had used information on "equipment cleaning" and "menu suggestions." Only 2.22 per cent used information on making of the grill, which might indicate a lack of reader need for this information (Table XIII).

Almost all the readers, 93.33 per cent, filed the circular for future reference after reading, as shown in Table XIV.

Over 53 per cent of the readers said that from 1 to 3 persons read their copy of Barbecuing Chicken and Turkey. Some 12 per cent (Table XV) indicated that seven or more persons read their copy. Those indicating no additional readership were 24.39 per cent.

Apparently, the greatest factor motivating reader

interest was the fact that the family enjoyed cook outs. More than 57 per cent of the readers gave this reason for their interest (Table XVI). "Obtained new barbecuing set" was stated by 20 per cent of the respondents as a factor motivating reader interest and "entertain frequently" 31.11 per cent.

Forty-seven per cent of the respondents stated that they learned about the publication through a newspaper. Radio or television, relative, friend, or neighbor accounted for an additional 22 per cent. (See Table VIII.)

Geographical distribution of respondents is shown in Figure 1. Most of the readers are located in Oklahoma.

TABLE IX

READERS' OPINIONS AS TO THE HELPFULNESS OF EXTENSION
CIRCULAR "BARBECUING CHICKEN AND TURKEY"

Opinion of Helpfulness	Respondents	
	Number	Per Cent
Extremely Helpful	6	14.29
Very Helpful	26	61.90
Useful	9	21.43
Not Very Helpful	1	2.38
Of No Value	0	0.00
No Answer	3	
Total	45	100.00

TABLE X

READERS' OPINIONS AS TO WHETHER EXTENSION CIRCULAR
 "BARBECUING CHICKEN AND TURKEY" GAVE WHAT
 THEY WANTED TO KNOW

Opinion	Respondents	
	Number	Per Cent
Completely	20	47.62
Almost Everything	20	47.62
In Part	1	2.38
Very Little	1	2.38
Not At All	0	0.00
No Answer	3	
Total	45	100.00

TABLE XI

READERS' OPINIONS AS TO CLARITY OF WRITING OF EXTENSION
CIRCULAR "BARBECUING CHICKEN AND TURKEY"

Opinion of Writing	Respondents	
	Number	Per Cent
Exceptionally Clear	26	59.10
Clear	18	40.90
Fairly Clear	0	0.00
Difficult	0	0.00
Very Difficult	0	0.00
No Answer	1	
Total	45	100.00

TABLE XII
 READERS' OPINIONS OF THE UNDERSTANDABILITY OF
 ILLUSTRATIONS IN EXTENSION CIRCULAR
 "BARBECUING CHICKEN AND TURKEY"

Opinion of Illustrations	Respondents	
	Number	Per Cent
Exceptionally Understandable	14	31.82
Understandable	27	61.36
Fairly Understandable	3	6.82
Confusing	0	0.00
Very Confusing	0	0.00
No Answer	1	
Total	45	100.00

TABLE XIII
 INFORMATION USED FROM EXTENSION CIRCULAR
 "BARBECUING CHICKEN AND TURKEY"

Information	Readers Who Used:	
	Number	Per Cent
Barbecue sauce recipes	30	66.67
Making of grill	1	2.22
Preparation of Chicken and Turkey	28	62.22
Barbecuing procedure	28	62.22
Equipment cleaning	11	24.44
Menu suggestion	12	26.67
Have not yet used	2	4.44
Other	0	0.00

TABLE XIV

WHAT THE READER DID WITH EXTENSION CIRCULAR "BARBECUING
CHICKEN AND TURKEY" AFTER READING

Response	Readers Who:	
	Number	Per Cent
Gave it to a family member	1	2.22
Gave it to a friend, relative, or neighbor	2	4.45
Filed it for future reference	42	93.33
Threw it away	0	0.00
Other	0	0.00
No answer	0	0.00
Total	45	100.00

TABLE XV
 ADDITIONAL READERS OF EXTENSION CIRCULAR
 "BARBECUING CHICKEN AND TURKEY"

Number of Additional Readers	Respondents	
	Number	Per Cent
10 or More	2	4.88
From 7 to 9	3	7.32
From 4 to 6	4	9.75
From 1 to 3	22	53.66
None	10	24.39
No Answer	4	
Total	45	100.00

TABLE XVI

FACTORS THAT MOTIVATED READER INTEREST IN EXTENSION
CIRCULAR "BARBECUING CHICKEN AND TURKEY"

Motivating Factor	Why Readers Became Interested:	
	Number	Per Cent
Obtained new barbecuing set	9	20.00
Entertain frequently	14	31.11
Family enjoys cook outs	26	57.77
Other*	10	22.22

* Other included: "Because doctor ordered no fried food and suggested broiled steak, etc.," "It was mailed along with requested pamphlets," "Curiosity," "I am an old bride. My mother kept house for me. Now I have my own home and I need help in working and running a home also," "Needed outdoor cookery lesson," "I spent nine years in the heart of the poultry area in Virginia as a poultry pathologist," "Heard advertized," "Read about publication in newspaper" (2), "Interested in barbeque foods."

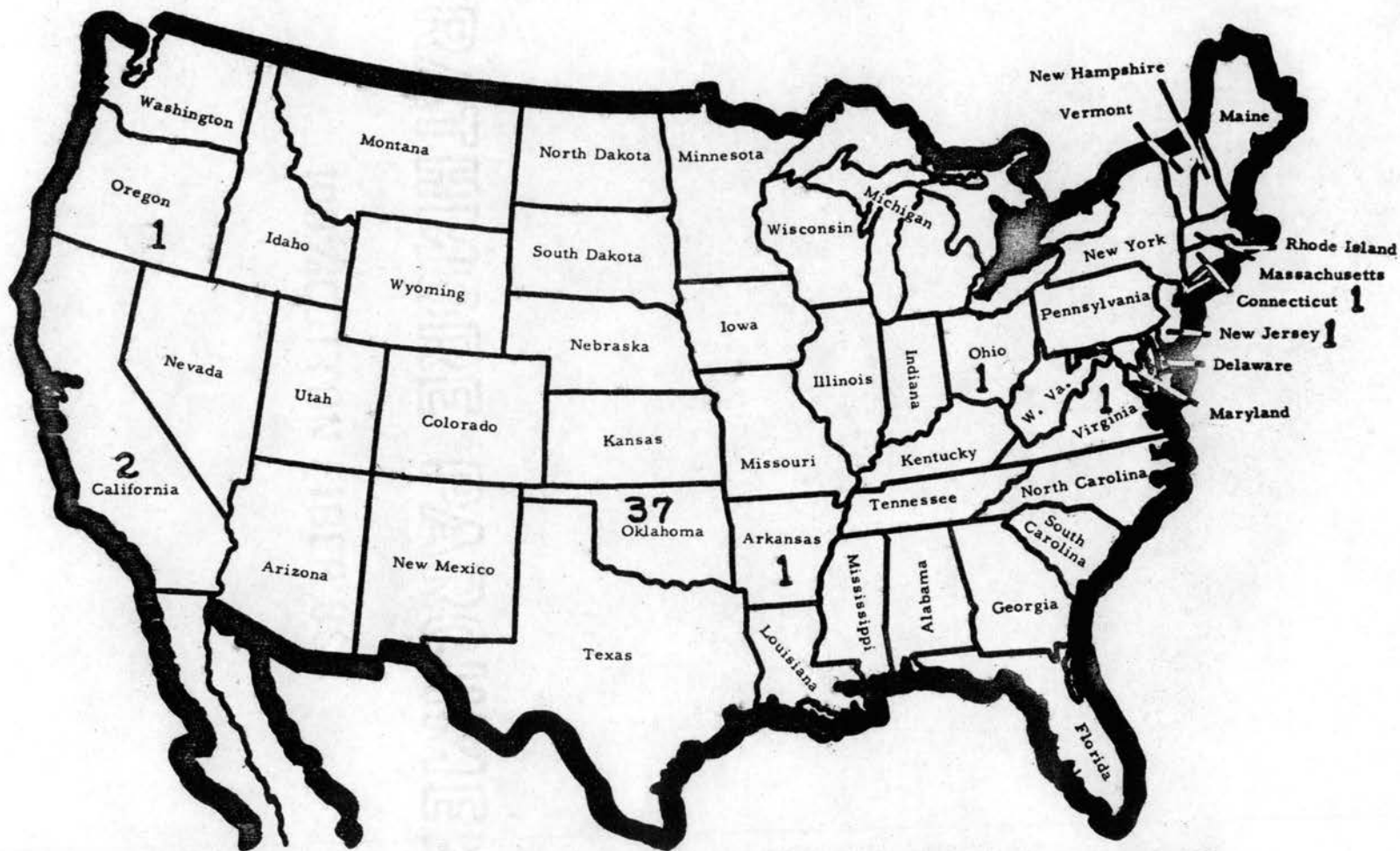


Figure 1. Geographical Distribution of Respondents of Extension Circular "Barbecuing Chicken and Turkey."

Cooking Fresh Vegetables

More than 1,200 questionnaires (Table I) were mailed to recipients of the Extension Circular Cooking Fresh Vegetables. This was by far the largest of all the samples. A return of 384, or 31.1 per cent, was received.

As might be expected, most of the respondents were women (82.46 per cent). It is interesting to note, however, that 17.54 per cent of the respondents were men. (See Table III.)

Fifty-three per cent of the respondents listed their homes as being in a city of 50,000 or more. Only 12.1 per cent of the respondents were classified as living in a rural area (Table IV).

Most of the respondents gave their ages as being in either the 21 to 40 or the 41 to 60 age group. Only 3.39 per cent listed their age in the 12 to 20 group and 12.8 per cent as 61 or over (Table V).

More than 35 per cent of the respondents stated they had "completed some college" for the largest single group. Twenty-two per cent said they had "completed high school," while 30.19 per cent stated they had "completed college" or "had graduate work." Only four out of the 384 respondents indicated that they had an education of less than the eighth grade (Table VI).

Housewives comprised 45.75 per cent of the respondents and clerical workers 19.95 per cent. Professional workers

were third with 12.23 per cent (Table VII).

Readers' opinions as to the helpfulness of Cooking Fresh Vegetables were: "very helpful," 46.97 per cent; "useful," 28.5 per cent; and "extremely helpful," 18.73 per cent (Table XVII). More than five per cent said the circular was not very helpful or of no value.

Eighty per cent of the readers said the circular completely or almost gave what they wanted to know. Eighteen per cent responded "in part," "very little," or "not at all." (Table XVIII)

In answer to "If it did not answer all your questions, what additional information did you want to know?" 103 readers, or 26 per cent of the total number of questionnaires returned, indicated the need for additional information. (See Appendix B.) Forty-six per cent of these respondents wanted additional recipes or new and different ways of serving vegetables. Part of this group wanted to know how to fix unusual vegetables not mentioned in the circular. Nearly 20 per cent of the respondents wanted information concerning nutrition and factors affecting health. Others wanted more detailed instructions on selection and buying of vegetables.

Ninety-five per cent of the readers called the writing in the circular clear or exceptionally clear (Table XIX). Only one person, a man, considered it difficult.

Readership of the publication was high with 88.27 per cent reading all of it (Table II).

Table XX shows that all of the information in the publication is being used. Information checked most frequently was "cooking methods," 63.54 per cent; "recipes," 58.59 per cent; and the "timetable for boiling vegetables," 58.33 per cent.

After reading, 92.11 per cent said they filed the publication for future reference. Four persons threw it away. (Table XXI)

Forty-seven per cent of the readers indicated that from 1 to 3 persons read their copy of the publication. (Table XXII)

In answer to "How did you become interested in the publication?," 63.8 per cent said "interested in new ideas" (Table XXIII). Other factors frequently checked by readers as responsible for reader interest were "enjoy cooking," "want to improve cooking method," and "interested in maintaining nutritional value of vegetables."

Eighty-five per cent of the readers said they found out about the circular in a magazine (Table VIII). Kiplinger's consumer's guide, "Changing Times," was named by many readers as this magazine.

Figure 2 shows that the greatest percentage of the respondents live in the New England states. Only five of the 384 questionnaires returned were postmarked in Oklahoma. Two of the respondents were from Hawaii, one from Canada, and four from Washington, D. C.

TABLE XVII

READERS' OPINIONS AS TO THE HELPFULNESS OF EXTENSION
CIRCULAR "COOKING FRESH VEGETABLES"

Opinion of Helpfulness	Respondents	
	Number	Per Cent
Extremely Helpful	71	18.73
Very Helpful	178	46.97
Useful	108	28.50
Not Very Helpful	21	5.54
Of No Value	1	0.26
No Answer	5	
Total	384	100.00

TABLE XVIII

READERS' OPINIONS AS TO WHETHER EXTENSION CIRCULAR
 "COOKING FRESH VEGETABLES" GAVE
 WHAT THEY WANTED TO KNOW

Opinion	Respondents	
	Number	Per Cent
Completely	157	42.32
Almost Everything	144	38.81
In Part	53	14.29
Very Little	13	3.50
Not At All	4	1.08
No Answer	13	
Total	384	100.00

TABLE XIX

READERS' OPINIONS AS TO CLARITY OF WRITING OF EXTENSION
CIRCULAR "COOKING FRESH VEGETABLES"

Opinion of Writing	Respondents	
	Number	Per Cent
Exceptionally Clear	200	52.77
Clear	163	43.01
Fairly Clear	15	3.96
Difficult	1	0.26
Very Difficult	0	0.00
No Answer	5	
Total	384	100.00

TABLE XX
 INFORMATION USED FROM EXTENSION CIRCULAR
 "COOKING FRESH VEGETABLES"

Information	Readers Who Used:	
	Number	Per Cent
Timetable for boiling vegetables	224	58.33
Selection of vegetables	137	35.67
Cooking methods	224	63.54
Storage methods	99	25.78
Preparation instructions	149	38.80
Holding color in vegetables	140	36.45
Serving ideas	135	35.16
Recipes	225	58.59
Have not yet used	14	3.64
Other*	2	0.52

* Other included: "Reference for sales research and purchasing consultant," "Clarified meaning of terms, au gratin, glazed, scalloped."

TABLE XXI

WHAT THE READER DID WITH EXTENSION CIRCULAR
 "COOKING FRESH VEGETABLES" AFTER READING

Response	Readers Who:	
	Number	Per Cent
Gave it to a family member	4	1.05
Gave it to friend, relative, or neighbor	18	4.74
Filed it for future reference	350	92.11
Threw it away	4	1.05
Other*	4	1.05
No answer	4	0.00
Total	384	100.00

* Other included: "Used in home economics' class, then filed in library for next classes," "Gave to hotel chef (hotel manager)," "Left in office waiting room for patients to read (medical secretary)," "Loaned it to a friend, plan to keep it for future reference."

TABLE XXII
ADDITIONAL READERS OF EXTENSION CIRCULAR
"COOKING FRESH VEGETABLES"

Number of Additional Readers	Respondents	
	Number	Per Cent
10 or More	11	3.00
From 7 to 9	6	1.64
From 4 to 6	27	7.38
From 1 to 3	174	47.54
None	148	40.44
No Answer	18	
Total	384	100.00

TABLE XXIII
FACTORS THAT MOTIVATED READER INTEREST IN
"COOKING FRESH VEGETABLES"

Motivating Factor	Why Readers Became Interested:	
	Number	Per Cent
Enjoy cooking	176	45.83
Plan vegetable garden	28	7.29
Want to improve cooking method	179	46.61
Want to learn how to cook vegetables	95	24.74
Want to teach daughter	19	4.95
Interested in maintaining nutritional value of vegetables	186	48.44
Interested in new ideas	245	63.80
Other*	17	4.43

* Other included: "Read about publication in magazine," (2), "Saw that publication was free," "desire to overcome dislike of overcooked or frozen vegetables," "Operate a hotel restaurant," "My husband sent for it," "Plan to marry," "Wanted publication for reference in work" (catering service), "Wanted it to give to a young friend," "Interested in properly prepared vegetables," "Wanted recipes," "Looking for ways to prepare vegetables for a low-cholesterol diet," "Wanted to know vegetable effects on colitis," "Saw fellow students copy," "Wanted to use in teaching a food unit in consumer economics in high school," "Want to teach wife to cook."

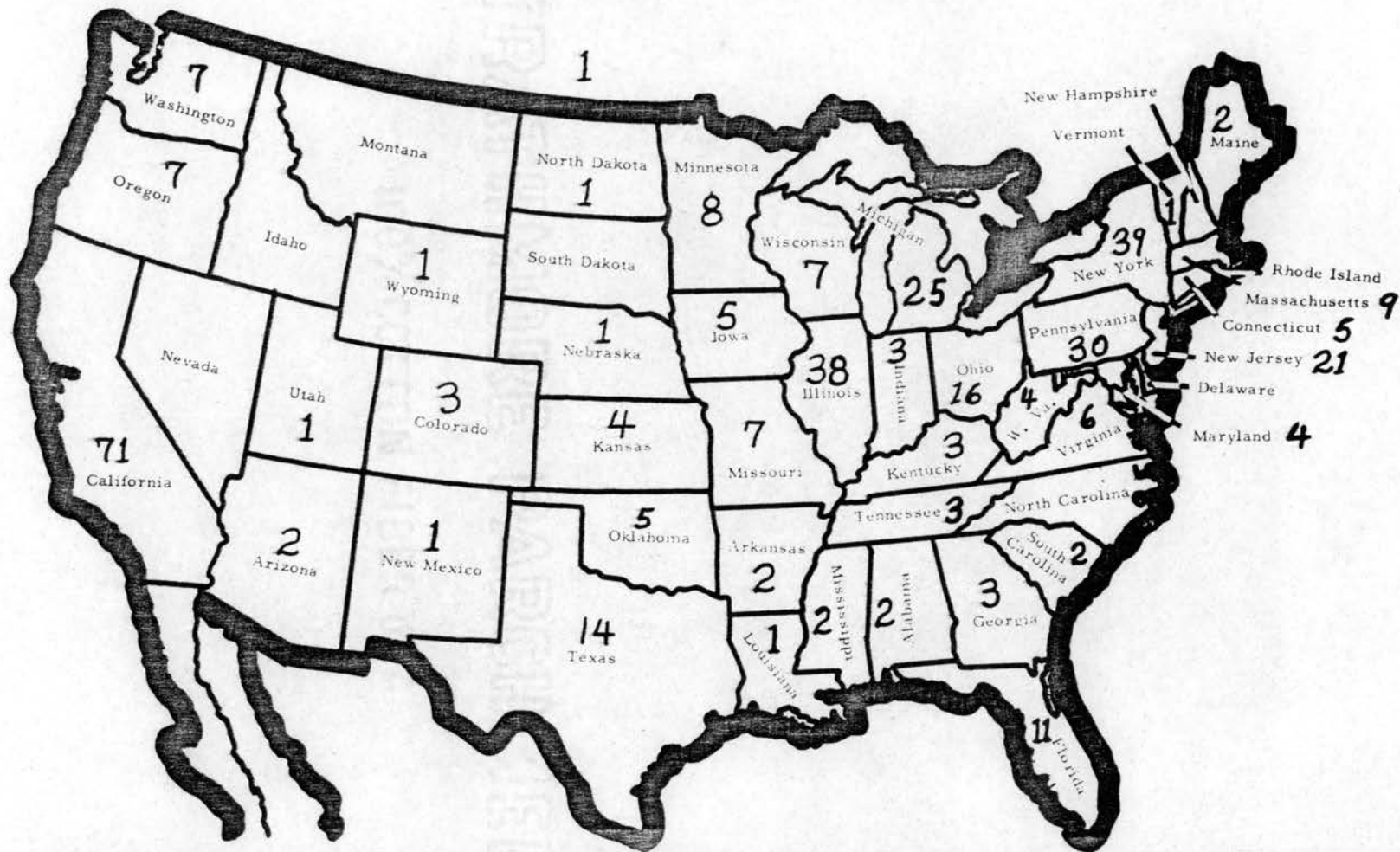


Figure 2. Geographical Distribution of Respondents of Extension Circular "Cooking Fresh Vegetables."

2

Sewing Handbook

Thirty-nine out of 128 questionnaires were received from recipients of Extension Circular Sewing Handbook (Table I).

As shown in Table III, two of the respondents were men.

Table IV shows that the largest group of respondents for this publication live on a farm (25.64 per cent). In total, 48.71 per cent of the respondents are classified as living in a rural environment by census standards. More than 17 per cent of the respondents live in cities of 50,000 or more.

Table V shows that 43.59 per cent were in the 41 to 60 age group. The 21 to 40 age group comprised 33.33 per cent of the respondents. Twelve per cent listed their age as 61 and over and 10 per cent as 12 to 20.

Slightly more than 34 per cent of the respondents said they had completed up to a high school degree. More than 44 per cent indicated they had attained some level of higher education. Only 20 per cent of the respondents had less than a high school degree (Table VI).

Housewives comprised 61.53 per cent of the respondents for Extension Circular Sewing Handbook. Educators accounted for 12.81 per cent. (See Table VII.)

Half of the readers classified the circular as very helpful. More than 23 per cent called the circular extremely helpful and 23.68 per cent said it was useful. Only one

reader said the publication was not very helpful as is shown in Table XXIV.

In response to "Did the circular give you what you wanted to know?," 48.65 per cent said "completely" and 43.25 per cent stated "almost everything" (Table XXV). Approximately seven per cent checked, "in part," "very little," or "not at all."

Although only 48 per cent of the readers said the circular gave them "completely" what they wanted to know, only nine gave any explanation. Three of these expressed difficulty in understanding the illustrations. Others wanted information to specific problems (See Appendix B).

Fifty per cent of the respondents gave their opinion as to clarity of writing as "exceptionally clear" and 42.11 per cent said the writing was "clear." Three of the 39 respondents said the writing was only "fairly clear." (Table XXVI)

Only 28.95 per cent of the readers classified the illustrations as exceptionally understandable (Table XXVII). More than 52 per cent said it was understandable and 15.79 per cent said it was fairly understandable. One respondent said the illustrations were confusing.

Only 69 per cent of the respondents read all of the publication (Table II). Approximately 30 per cent of the readers said they read only part. Some of the readers explained that they had only read information applicable to their needs.

Table XXVIII indicates that all of the information in Sewing Handbook is being used. Information pertaining to pattern handling, stitch making, sleeves, and hemming were mentioned by the greatest percentage of the readers.

Nearly all of the readers said they filed the circular following readership (Table XXIX).

Over 70 per cent of the readers said that more than one person read their copy of the circular (Table XXX). Only 26.32 per cent said that their copy received no additional readership.

Slightly more than 46 per cent of the readers said they were interested in the publication because they sew for their family. Over 30 per cent listed the motivating factor as "sew for hobby." Wanting to learn to sew were 20.51 per cent and wanting to teach daughter to sew were 12.82 per cent. (See Table XXXI.)

Most of the readers said they found out about the circular at a fair exhibit or from a relative, friend, or neighbor (23.69 per cent each). Thirteen per cent stated they learned about the publication from their extension agent. Only one person found out about the circular from her sewing club (Table VIII).

Nearly all of the readers live in Oklahoma as is shown in Figure 3. One respondent was from Canada.

TABLE XXIV

READERS' OPINIONS AS TO THE HELPFULNESS OF EXTENSION
CIRCULAR "SEWING HANDBOOK"

Opinion of Helpfulness	Respondents	
	Number	Per Cent
Extremely Helpful	9	23.68
Very Helpful	19	50.00
Useful	9	23.68
Not Very Helpful	1	2.64
Of No Value	0	0.00
No Answer	1	
Total	39	100.00

TABLE XXV

READERS' OPINIONS AS TO WHETHER EXTENSION CIRCULAR
"SEWING HANDBOOK" GAVE WHAT
THEY WANTED TO KNOW

Opinion	Respondents	
	Number	Per Cent
Completely	18	48.65
Almost Everything	16	43.25
In Part	1	2.70
Very Little	1	2.70
Not At All	1	2.70
No Answer	2	
Total	39	100.00

TABLE XXVI
 READERS' OPINIONS AS TO CLARITY OF WRITING OF
 EXTENSION CIRCULAR "SEWING HANDBOOK"

Opinion of Writing	Respondents	
	Number	Per Cent
Exceptionally Clear	19	50.00
Clear	16	42.11
Fairly Clear	3	7.89
Difficult	0	0.00
Very Difficult	0	0.00
No Answer	1	
Total	39	100.00

TABLE XXVII
 READERS' OPINIONS OF THE UNDERSTANDABILITY OF
 ILLUSTRATIONS IN EXTENSION CIRCULAR
 "SEWING HANDBOOK"

Opinion of Illustrations	Respondents	
	Number	Per Cent
Exceptionally Understandable	11	28.95
Understandable	20	52.63
Fairly Understandable	6	15.79
Confusing	1	2.63
Very Confusing	0	0.00
No Answer	1	
Total	39	100.00

TABLE XXVIII
 INFORMATION USED FROM EXTENSION CIRCULAR
 "SEWING HANDBOOK"

Information	Readers Who Used:	
	Number	Per Cent
Selection of equipment	9	23.08
Pattern handling	14	35.90
Stitch making	12	30.77
Seam making	10	25.64
Hemming	11	28.20
Darts	8	20.51
Bias bindings and facings	4	10.26
Gussets	7	17.95
Sleeves	14	35.90
Plackets	7	17.95
Belts	9	23.08
Pocket making	7	17.95
Buttons ¹	10	25.64
Fasteners	9	23.08
Have not used yet	3	7.69
Other*	3	7.69

¹Response obtained on buttonhole making and buttons was combined in order to facilitate IBM computation.

* Other included: "Understitching collars," "Used most at different times" (dressmaker), "Mitered corners."

TABLE XXIX
 WHAT READERS DID WITH EXTENSION CIRCULAR
 "SEWING HANDBOOK" AFTER READING

Response	Readers Who:	
	Number	Per Cent
Gave it to a family member	1	2.56
Gave it to friend, relative, or neighbor	0	0.00
Filed it for future reference	37	94.88
Threw it away	0	0.00
Other*	1	2.56
No answer	0	
Total	39	100.00

* Other included: "Placed in home economics room for class reference."

TABLE XXX

ADDITIONAL READERS OF EXTENSION CIRCULAR "SEWING HANDBOOK"

Number of Readers	Respondents	
	Number	Per Cent
10 or More	3	7.89
From 7 to 9	2	5.27
From 4 to 6	3	7.89
From 1 to 3	20	52.63
None	10	26.32
No. Answer	1	
Total	39	100.00

TABLE XXXI

FACTORS THAT MOTIVATED READER INTEREST IN
EXTENSION CIRCULAR "SEWING HANDBOOK"

Motivating Factor	Why Readers Became Interested:	
	Number	Per Cent
Sew for hobby	12	30.77
Sew for family	18	46.15
Want to learn to sew	8	20.51
Want to improve sewing	3	7.69
Want to teach daughter	5	12.82
Other*	6	15.38

* Other included: "Saw publication in county agent's office," "Saw publication at fair exhibit," (2), "Wanted to use in 4-H club work," "Wanted for use in teaching," (2).

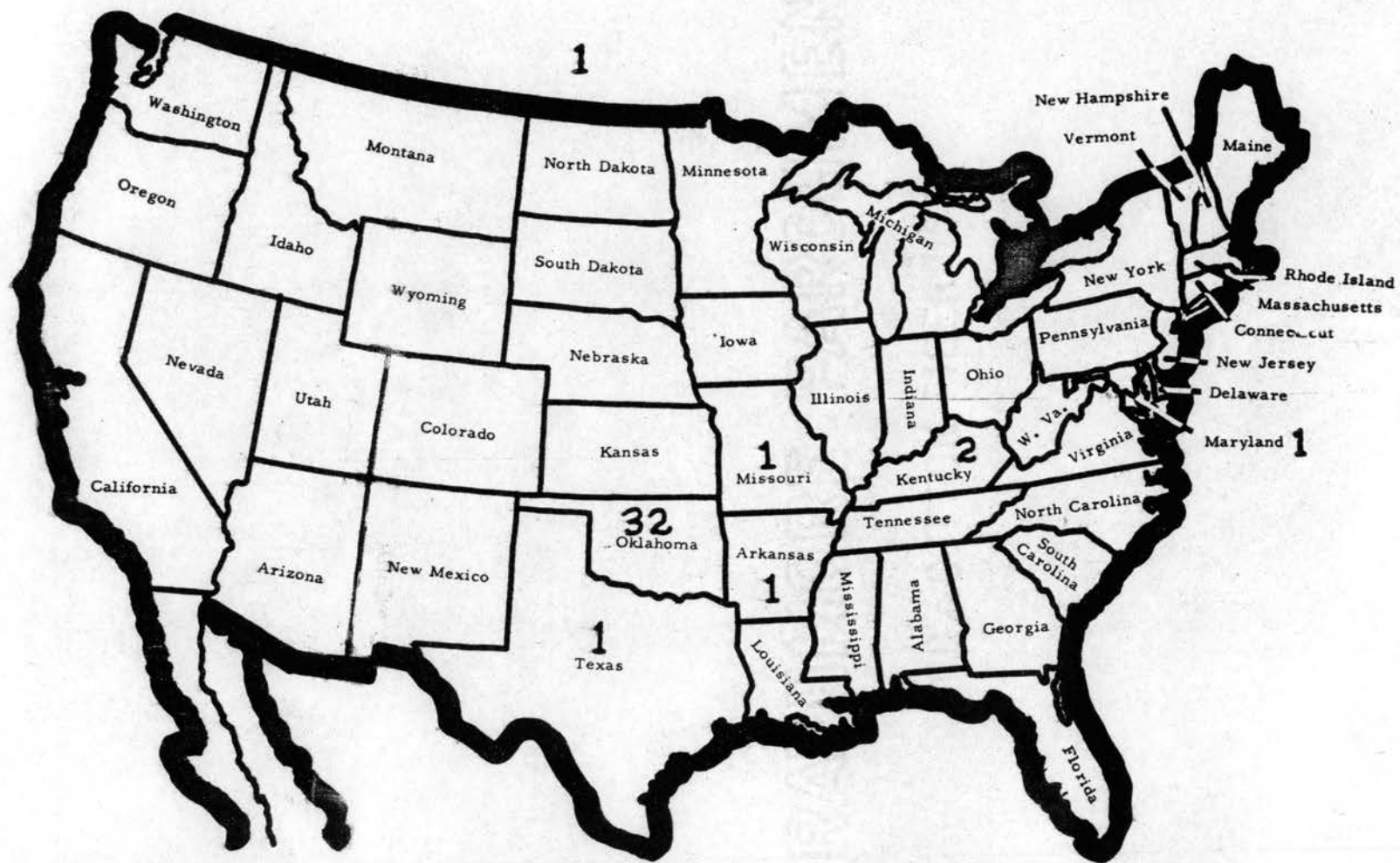


Figure 3. Geographical Distribution of Respondents of Extension Circular "Sewing Handbook."

An Introduction to Landscape Planning

One-hundred-and-eighty questionnaires were mailed to recipients of Extension Circular An Introduction to Landscape Planning. Forty, or 22.2 per cent, were returned and included in this study (See Table I).

Sixty-five per cent of the respondents were women (Table III) and 35 per cent were men.

By far the largest number, 45 per cent, live in metropolitan areas of 50,000 or more (Table IV).

Table V shows the publication to be about equal in popularity among the 21 to 40 and the 41 to 60 age groups, each comprising over 40 per cent of the readers.

Fifteen, or 37.5 per cent, of the recipients indicated that they had completed some graduate work. More than 90 per cent of the recipients had a high school education or above. (See Table VI.)

The largest group of respondents, as classified by occupation, were housewives (Table VII). Educators and professional workers were the next two groups of significance.

Thirty-four per cent of all respondents indicated that they considered Extension Circular An Introduction to Landscape Planning very helpful. More than 28 per cent classified the publication as useful, while 21 per cent said they considered it extremely helpful. Only 13.16 per cent said the publication was not very helpful and 2.63, a negligible

percentage thought it was of no value (Table XXXII).

In answer to "Did the circular give you what you wanted to know?," 29.73 per cent responded "in part." (Table XXXIII) Slightly more than 27 per cent of the respondents said the circular gave them almost everything, while another 27 per cent responded "completely." Thirteen and one-half per cent of the respondents said it gave them very little of what they wanted to know and 2.7 per cent replied "not at all."

Nine of the readers listed additional information that they wanted to know (See Appendix B). All of these expressed the need for more specific information.

More than 56 per cent classified the writing as clear, while 37.84 per cent called it exceptionally clear. Only a small number, 5.4 per cent, described the writing as fairly clear (Table XXXIV).

Most of the readers classified the illustrations as understandable (56.76 per cent). More than 40 per cent called the illustrations exceptionally understandable. A negligible number, 2.7 per cent, considered it fairly understandable (Table XXXV).

More than 94 per cent of all respondents indicated they read all of the publication, as is shown in Table II. Five per cent read none.

Table XXXVI shows that 42 per cent of the readers said they had used information from "developing a landscape plan." Information on "decisions in executing the landscape

plan" was second in reader use, with 22.5 per cent, while 10 per cent of the readers said they had used information pertaining to "selecting a home site." Ten per cent of the readers had not yet used the information but said they planned to do so and 10 per cent gave other ways in which they used the information. These included garden club talks, reference, and as theory in class work. Five per cent of the readers said they had used information on determining public, private, and service areas.

Most of the readers indicated that they filed their copy following readership (86.84 per cent). Only 7.9 per cent gave their copy to a family member. Some 5.26 per cent threw it away (Table XXXVII).

Slightly more than 58 per cent of the respondents said that from 1 to 3 persons read their copy of the circular (Table XXXVIII). This totaled with the 8.33 per cent which stated that their copy had readership of 10 or more, brings the number of respondents who indicated additional readership to 66.67 per cent.

A desire for improvement of present home grounds was mentioned most frequently as the motivating factor for reader interest (42.5 per cent). "Enjoy gardening" and "have a new home" received equal response, each with 32.5 per cent. Ten per cent indicated "planning to build" to be the motivating factor for reader interest and 27.5 per cent gave other reasons. These are given in the footnote on Table XXXIX.

Table XL shows most readers indicated they found out about the publication in a magazine (47.5 per cent). Mailing room requests showed this magazine to be "McCalls." This mention is probably responsible for the scattered distribution of readers throughout the United States shown in Figure 4.

TABLE XXXII

READERS' OPINIONS AS TO THE HELPFULNESS OF EXTENSION
CIRCULAR "AN INTRODUCTION TO LANDSCAPE PLANNING"

Opinion of Helpfulness	Respondents	
	Number	Per Cent
Extremely Helpful	8	21.05
Very Helpful	13	34.21
Useful	11	28.95
Not Very Helpful	5	13.16
Of No Value	1	2.63
No Answer	2	
Total	40	100.00

TABLE XXXIII

READERS' OPINIONS AS TO WHETHER THE EXTENSION CIRCULAR
 "AN INTRODUCTION TO LANDSCAPE PLANNING" GAVE
 WHAT THEY WANTED TO KNOW

Opinion	Respondents	
	Number	Per Cent
Completely	10	27.03
Almost Everything	10	27.03
In Part	11	29.73
Very Little	5	13.51
Not At All	1	2.70
No Answer	3	
Total	40	100.00

TABLE XXXIV

READERS' OPINIONS AS TO CLARITY OF WRITING OF EXTENSION
CIRCULAR "AN INTRODUCTION TO LANDSCAPE PLANNING"

Opinion of Writing	Respondents	
	Number	Per Cent
Exceptionally Clear	14	37.84
Clear	21	56.76
Fairly Clear	2	5.40
Difficult	0	0.00
Very Difficult	0	0.00
No Answer	3	
Total	40	100.00

TABLE XXXV

READERS' OPINIONS OF THE UNDERSTANDABILITY OF
 ILLUSTRATIONS IN EXTENSION CIRCULAR "AN
 INTRODUCTION TO LANDSCAPE PLANNING"

Opinion of Illustrations	Respondents	
	Number	Per Cent
Exceptionally Understandable	15	40.54
Understandable	21	56.76
Fairly Understandable	1	2.70
Confusing	0	0.00
Very Confusing	0	0.00
No Answer	3	
Total	40	100.00

TABLE XXXVI
 INFORMATION USED FROM EXTENSION CIRCULAR "AN
 INTRODUCTION TO LANDSCAPE PLANNING"

Information	Readers Who Used:	
	Number	Per Cent
Selecting a home site	4	10.00
Determining public, private and service areas	2	5.00
Developing the landscape plan	17	42.50
Decisions on executing the plan	9	22.50
Have not used yet	4	10.00
Other*	4	10.00
Total	40	100.00

* Other included: "Used for garden club talk,"
 "Useful reference," "Theory in class work," "As reference
 for landscape gardener."

TABLE XXXVII

WHAT THE READER DID WITH EXTENSION CIRCULAR "AN
INTRODUCTION TO LANDSCAPE PLANNING"
AFTER READING

Response	Readers Who:	
	Number	Per Cent
Gave it to a family member	3	7.90
Gave it to friend, relative, or neighbor	0	0.00
Filed it for future reference	33	86.84
Threw it away	2	5.26
Other	0	0.00
No answer	2	
Total	40	100.00

TABLE XXXVIII

ADDITIONAL READERS OF EXTENSION CIRCULAR "AN INTRODUCTION
TO LANDSCAPE PLANNING"

Number of Additional Readers	Respondents	
	Number	Per Cent
10 or More	3	8.33
From 7 to 9	0	0.00
From 4 to 6	0	0.00
From 1 to 3	21	58.34
None	12	33.33
No Answer	4	
Total	40	100.00

TABLE XXXIX

FACTORS THAT MOTIVATED READER INTEREST IN EXTENSION
CIRCULAR "AN INTRODUCTION TO LANDSCAPE PLANNING"

Motivating Factor	Why Readers Became Interested:	
	Number	Per Cent
Enjoy gardening	13	32.50
Have a new home	13	32.50
Planning to build	4	10.00
Want to improve present home grounds	17	42.50
Other*	11	27.50

* Other included: "Plan to teach horticulture and landscaping," "Had to prepare landscaping talk," "Wanted copy for students to use" (2), "Heard about publication on television," "Saw publication at fair," "Interested in any material on landscape gardening," "Friends building new home," "Wanted a general knowledge of where to start once we have purchased our own home," "Help others" (interior decorator), "Wanted to see if we could use any of the material listed."

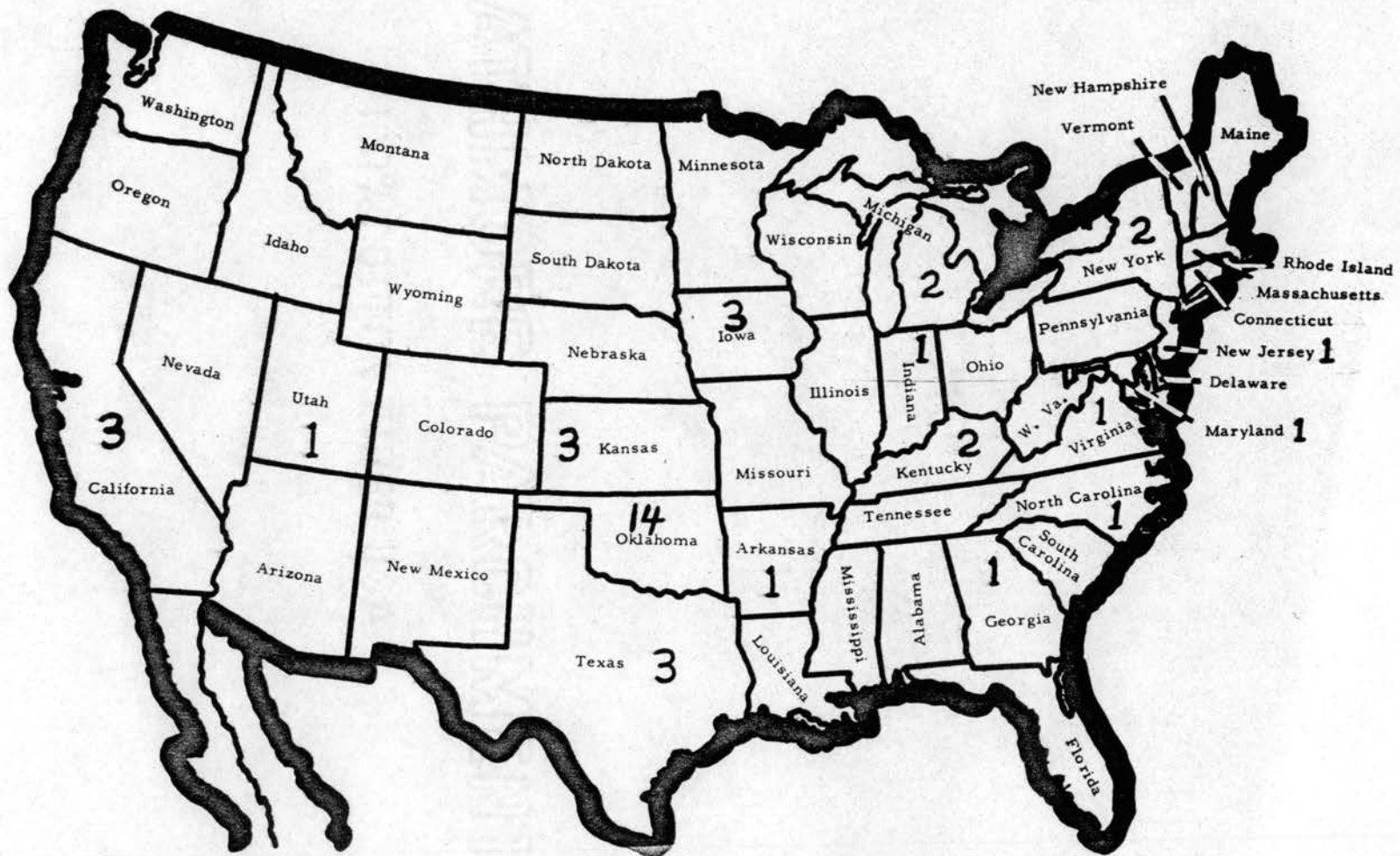


Figure 4. Geographical Distribution of Respondents of Extension Circular "An Introduction to Landscape Planning."

Better Lawns for Oklahoma

A return of 32.2 per cent, or 19 out of the 59 questionnaires mailed, was received from recipients of Extension Circular Better Lawns for Oklahoma. (Table I) Fifty-seven per cent of the respondents were men, indicating strong male interest (Table III).

More than 57 per cent of the respondents live in a city of 50,000 or more. Only one respondent (Table IV) lives in a town of less than 2,500 population. Five or 26.32 per cent of the respondents live in a town of from 2,500 to 9,999 and two in a town of 10,000 to 24,999.

Most of the respondents gave their age as being in the 21 to 40 or 41 to 60 groups, accounting for 73.68 per cent (See Table V). Slightly over 21 per cent gave their ages as 61 and over.

More than 73 per cent of the respondents indicated an educational level of at least some college. Only two respondents had less than a high school education (Table VI).

Occupations stated by the respondents were mostly classified as professional and housewives. (Table VII)

More than 29.41 per cent of the respondents called Better Lawns for Oklahoma extremely helpful, while 47.06 per cent said it was very helpful. Only two respondents said it was not very helpful (Table XL).

Sixty-one per cent said the publication completely gave

what they wanted to know, while 27.78 per cent said it gave almost everything (Table XLI).

Only three readers responded to question number three, which asked the reader to state what additional information he wanted to know. The response is given in Appendix B.

"Exceptionally clear" was the opinion of 52.94 per cent of the readers as to clarity of writing (Table XLII).

Slightly more than 35 per cent said the writing was clear.

All of the readers considered the illustrations to be either exceptionally understandable or understandable.

(Table XLIII)

Seventy-three per cent of the readers said they had read all of the publication (Table II), while 15.78 per cent indicated they had read only part. Two respondents read none.

All of the information in Better Lawns for Oklahoma was used by some of the readers as is shown in Table XLIV.

"Selection of a lawn grass" and "mowing instructions" were the items most frequently mentioned.

More than 70 per cent filed their circular for future reference after reading. Twenty-three per cent gave their publication to a family member (Table XLV).

Most of the readers, 81.25 per cent, said that from 1 to 3 persons read their copy of the extension circular.

(Table XLVI)

Table XLVII shows factors creating most of the reader interest were "interested in suggestions for lawn

improvement" (36.84 per cent) and "have a new home and want to establish lawn" (31.58 per cent).

Most of the readers found out about the publication from their extension agent (26.32 per cent) as is shown in Table VIII.

Seventy-three per cent of the respondents live in Oklahoma (Figure 5).

TABLE XL

READERS' OPINIONS AS TO THE HELPFULNESS OF EXTENSION
CIRCULAR "BETTER LAWS FOR OKLAHOMA"

Opinion of Helpfulness	Respondents	
	Number	Per Cent
Extremely Helpful	5	29.41
Very Helpful	8	47.06
Useful	2	11.76
Not Very Helpful	2	11.77
Of No Value	0	0.00
No Answer	2	
Total	19	100.00

TABLE XLI

READERS' OPINIONS AS TO WHETHER EXTENSION CIRCULAR
 "BETTER LAWNS FOR OKLAHOMA" GAVE
 WHAT THEY WANTED TO KNOW

Opinion	Respondents	
	Number	Per Cent
Completely	11	61.11
Almost Everything	5	27.78
In Part	1	5.55
Very Little	1	5.56
Not At All	0	0.00
No Answer	1	
Total	19	100.00

TABLE XLII

READERS' OPINIONS AS TO CLARITY OF WRITING OF EXTENSION
CIRCULAR "BETTER LAWS FOR OKLAHOMA"

Opinion of Writing	Respondents	
	Number	Per Cent
Exceptionally Clear	9	52.94
Clear	6	35.29
Fairly Clear	2	11.77
Difficult	0	0.00
Very Difficult	0	0.00
No Answer	2	
Total	19	100.00

TABLE XLIII

READERS' OPINIONS OF THE UNDERSTANDABILITY OF
 ILLUSTRATIONS IN EXTENSION CIRCULAR
 "BETTER LAWNS FOR OKLAHOMA"

Opinion of Illustrations	Respondents	
	Number	Per Cent
Exceptionally Understandable	10	58.82
Understandable	7	41.18
Fairly Understandable	0	0.00
Confusing	0	0.00
Very Confusing	0	0.00
No Answer	2	
Total	19	100.00

TABLE XLIV
 INFORMATION USED FROM EXTENSION CIRCULAR
 "BETTER LAWNS FOR OKLAHOMA"

Information	Readers Who Used:	
	Number	Per Cent
Instructions on planning a lawn	6	31.58
Improvement of soil structure	4	21.05
Correcting soil fertilizer deficiencies	2	10.53
Seed bed preparation	4	21.05
Method of lawn planting	5	26.32
Treatment of slopes	2	10.53
Watering	5	26.32
Mowing instructions	7	36.84
Lawn fertilization	4	21.05
Selection of a lawn grass	8	42.11
Lawn renovation	2	10.53
Suggestions on growing lawns under trees	5	26.32
Weed control	5	26.32
Keeping grass in bounds	3	15.79
Have not used yet	3	15.79
Other*	1	5.26

* Other included: "Lawn problems."

TABLE XLV

WHAT READERS DID WITH EXTENSION CIRCULAR "BETTER
LAWNS FOR OKLAHOMA" AFTER READING

Response	Readers Who:	
	Number	Per Cent
Gave it to a family member	4	23.53
Gave it to friend, relative, or neighbor	1	5.88
Filed it for future reference	12	70.59
Threw it away	0	0.00
Other	0	0.00
No Answer	2	
Total	19	100.00

TABLE XLVI
ADDITIONAL READERS OF EXTENSION CIRCULAR
"BETTER LAWS FOR OKLAHOMA"

Number of Additional Readers	Respondents	
	Number	Per Cent
10 or More	0	0.00
From 7 to 9	1	6.25
From 4 to 6	0	0.00
From 1 to 3	13	81.25
None	2	12.50
No Answer	3	
Total	19	100.00

TABLE XLVII

FACTORS THAT MOTIVATED READER INTEREST IN EXTENSION
CIRCULAR "BETTER LAWNS FOR OKLAHOMA"

Motivating Factor	Why Readers Became Interested:	
	Number	Per Cent
Have a new home and want to establish lawn	6	31.58
Having problems growing grass	3	15.79
Want to get rid of weeds	2	10.53
Need to know how to fertilize	0	0.00
Interested in suggestions for lawn improvement	7	36.84
Other*	5	26.32

* Other included: "Needed for garden club talk" (2), "Planning new home," "Saw publication at fair," "My work" (lawn consultant).

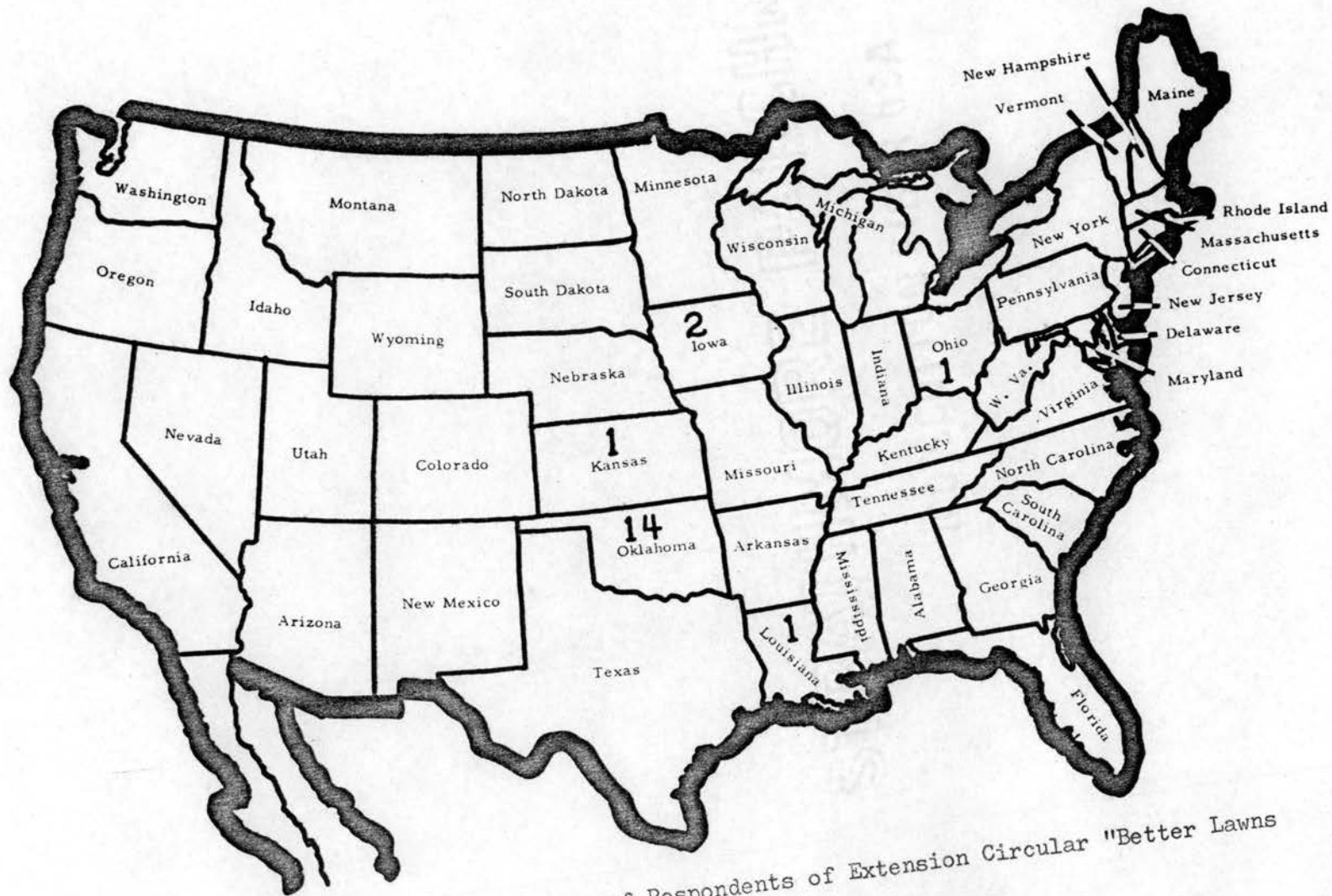


Figure 5. Geographical Distribution of Respondents of Extension Circular "Better Lawns for Oklahoma."

Estate Planning

Out of 99 questionnaires mailed to recipients of Extension Circular Estate Planning, 36, or 36.3 per cent were returned. This was the highest rate of return for any of the nine selected extension circulars in this study. (Table I)

Slightly more than 74 per cent of the respondents were men as is shown in Table III. Geographical distribution of the respondents was mainly split between those living in a city of 50,000 or more, 36.11 per cent, and those living on a farm, 30.55 per cent. (See Table IV)

More than 22 per cent of the respondents gave their age as 61 or over. The remaining 77 per cent were about evenly divided between the 21 to 40 and the 41 to 60 age groups (Table V).

Nearly 90 per cent of the respondents indicated a minimum of at least some college education (Table VI). Only two respondents had less than a high school education.

Twenty-two per cent of the respondents were housewives as shown in Table VII. More than 19 per cent listed occupations falling in the professional category and an equal number in the non-professional category. Students comprised 13.9 per cent of the respondents.

Slightly more than 44 per cent of the readers said they considered the circular very helpful, while 29.41 per cent called it "extremely helpful" and 26.47 per cent, "useful." (Table XLVIII)

In comparison, 45.71 per cent of the readers said the publication gave them almost everything they wanted to know, and 37.14 per cent, "completely." (Table XLIX) Fourteen per cent of the readers said it only gave "in part" what they wanted to know. Only one replied "very little."

Eight of the readers listed information which the circular did not answer for them. As shown in Appendix B, each reader wanted to know information specific to his problem.

All of the readers considered the writing in the circular as clear, although three readers described it as only fairly clear (Table L). All illustrations were considered understandable by the readers as shown in Table LI.

Eighty-five per cent of the readers read all of the publication. Two read half of it and three read only a fourth (Table II).

Making of a will was the most frequently mentioned use of information from Extension Circular Estate Planning. Table LII shows all of the content was used by at least some of the readers.

Eighty-six per cent of the readers said they filed their circular for future reference after reading, while five readers gave theirs away (Table LIII).

Seventy per cent replied that someone else read their copy of the circular (Table LIV). Only 26.47 per cent stated that their circular did not receive any additional readership.

Most frequently mentioned as motivating factors for reader interest were: "wanted to know how to reduce state and federal taxes," "needed advice on estate planning," "needed to know more about estate laws," and "wanted to know how to reduce fees in settling an estate." (Table LV)

Radio or television and "Extension News" were checked most frequently as sources as to how the reader found out about the circular. (Table VIII)

Fifty-eight per cent of the questionnaires were post-marked in Oklahoma (Figure 6). Nineteen per cent of the readers live in adjoining states.

TABLE XLVIII

READERS' OPINIONS AS TO THE HELPFULNESS OF EXTENSION
CIRCULAR "ESTATE PLANNING"

Opinion of Helpfulness	Respondents	
	Number	Per Cent
Extremely Helpful	10	29.41
Very Helpful	15	44.12
Useful	9	26.47
Not Very Useful	0	0.00
Of No Value	0	0.00
No Answer	2	
Total	36	100.00

TABLE XLIX

READERS' OPINIONS AS TO WHETHER EXTENSION CIRCULAR
 "ESTATE PLANNING" GAVE WHAT THEY WANTED TO KNOW

Opinion	Respondents	
	Number	Per Cent
Completely	13	37.14
Almost Everything	16	45.71
In Part	5	14.29
Very Little	1	2.86
Not At All	0	0.00
No Answer	1	
Total	36	100.00

TABLE L

READERS' OPINIONS AS TO CLARITY OF WRITING OF EXTENSION
CIRCULAR "ESTATE PLANNING"

Opinion of Writing	Respondents	
	Number	Per Cent
Exceptionally Clear	12	33.33
Clear	21	58.34
Fairly Clear	3	8.33
Difficult	0	0.00
Very Difficult	0	0.00
No Answer	0	
Total	36	100.00

TABLE LI

READERS' OPINIONS OF THE UNDERSTANDABILITY OF ILLUSTRATIONS
IN EXTENSION CIRCULAR "ESTATE PLANNING"

Opinion of Illustrations	Respondents	
	Number	Per Cent
Exceptionally Understandable	7	22.58
Understandable	23	74.19
Fairly Understandable	1	3.23
Confusing	0	0.00
Very Confusing	0	0.00
No Answer	5	
Total	36	100.00

TABLE LII
 INFORMATION USED FROM EXTENSION CIRCULAR
 "ESTATE PLANNING"

Information	How Readers Used Information:	
	Number	Per Cent
Making a will	9	25.00
Making and carrying out an estate plan	4	11.11
Settling an estate	3	8.33
Transferring of ownership	2	5.55
Determining method of property ownership	5	13.89
Figuring estate and gift taxes	5	13.89
Understanding of survivor's homestead rights	4	11.11
Have not used yet	4	11.11
Other*	10	27.78

* Other included: "Advising others on their estate plans," "Classwork" (3), "Information and reference" (3), "Developing a series of case problems on farm inheritance with goal of developing a tailored service for financing inheritance complexes," "Checked to see if will should be brought up to date," "Have some special problems in disposition of property."

TABLE LIII

WHAT READERS DID WITH EXTENSION CIRCULAR
"ESTATE PLANNING" AFTER READING

Response	Readers Who:	
	Number	Per Cent
Gave it to a family member	3	8.33
Gave it to friend, relative, or neighbor	2	5.56
Filed it for future reference	31	86.11
Threw it away	0	0.00
Other	0	0.00
No Answer	0	
Total	36	100.00

TABLE LIV
ADDITIONAL READERS OF EXTENSION CIRCULAR
"ESTATE PLANNING"

Number of Additional Readers	Respondents	
	Number	Per Cent
10 or More	3	8.82
From 7 to 9	0	0.00
From 4 to 6	7	20.59
From 1 to 3	15	44.12
None	9	26.47
No Answer	2	
Total	36	100.00

TABLE LV

FACTORS THAT MOTIVATED READER INTEREST IN EXTENSION
CIRCULAR "ESTATE PLANNING"

Motivating Factors	Why Readers Became Interested:	
	Number	Per Cent
Wanted to know how to reduce fees in settling an estate	12	33.33
Wanted to make a will	8	22.22
Wanted to know how to reduce state and federal estate taxes	14	38.88
Needed advice on estate planning	13	36.11
Needed to know more about estate laws	13	36.11
Wanted to know how to transfer ownership	10	27.78
Other*	7	19.44

* Other included: "Needed for class reference" (4), "Wanted to better equip myself to counsel others on estate plans" (certified public accountant), "Wanted to further knowledge concerning estate planning," "Wanted for general reference" (Agricultural Credit Land Officer).

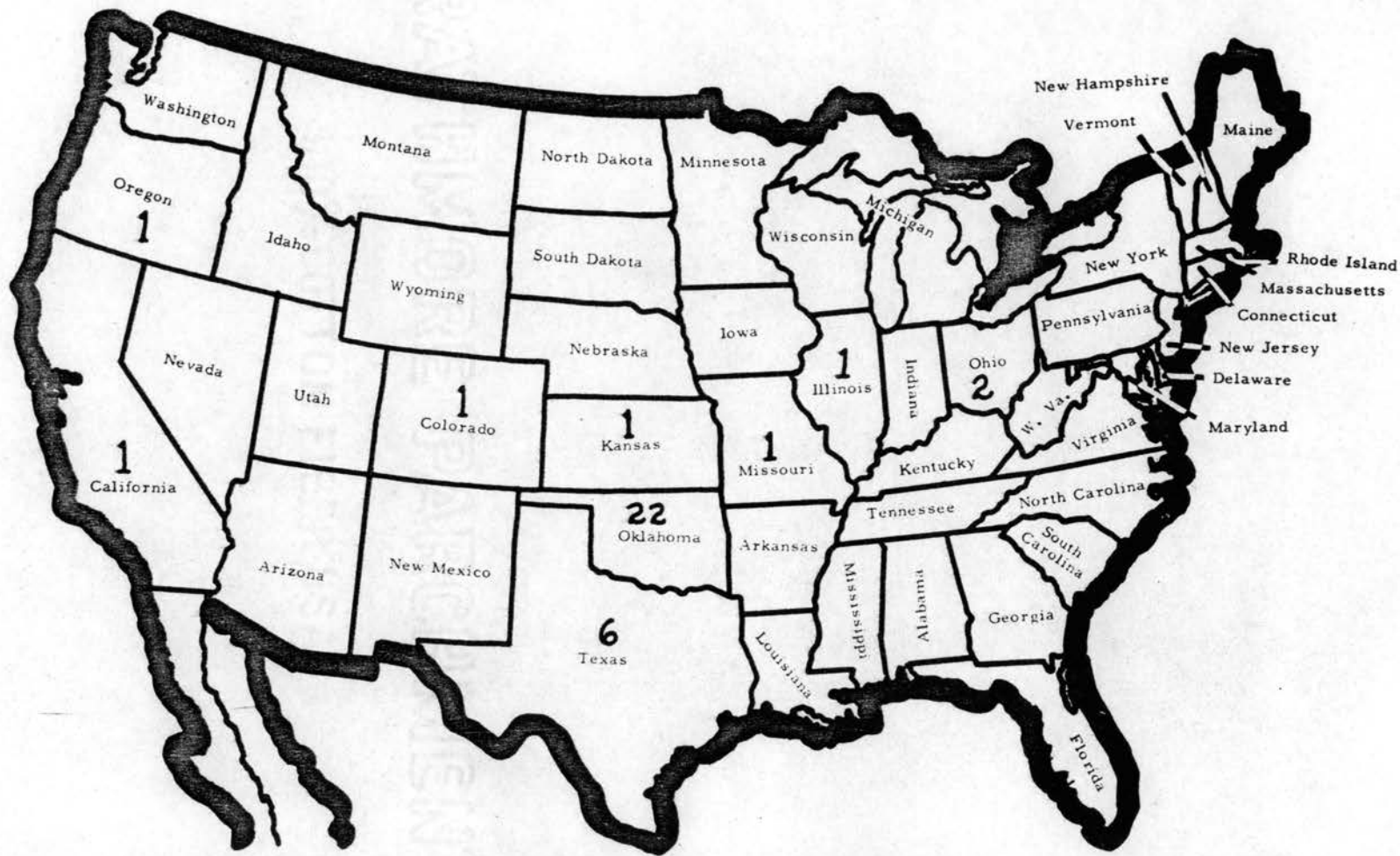


Figure 6. Geographical Distribution of Respondents of Extension Circular "Estate Planning"

A Cow and Calf Program

Twenty-six questionnaires were mailed to recipients of Extension Circular A Cow and Calf Program. Eight, or 30.7 per cent, were returned. All respondents were male. Two live on a farm, one on an acreage, and one in a town of under 2,500. Three said their home was in a city of 50,000 or more and one in a city of 25,000 to 49,999.

Four respondents listed their age in the 41 to 60 group, one as 61 or over, and one, 21 to 40. Two checked the 12 to 20 age group.

Two of the men had some high school education, two completed high school, one had some college, one completed college, and two had graduate work.

Four of the men gave their occupation as farmers and two as students. The remaining two were an educator and a non-professional worker.

Three of the readers said the circular was helpful, two useful, and one extremely helpful. Two respondents failed to answer.

Three readers said the circular gave them "almost everything" they wanted to know, two said "completely," and two "in part." One respondent did not answer.

Four readers called the writing in the publication exceptionally clear, but only one said the illustrations were exceptionally understandable. The writing was said to be clear by three readers and the illustrations

understandable by seven. One reader said the circular was only fairly clear.

Seven of the respondents read all of the publication. One gave no answer. All eight of the readers filed the circular for future references.

All the information presented in Extension Circular A Cow and Calf Program was checked as having been used by one or more of the readers. Four readers' said they had used information on "selection of cows and heifers," three said they had used information pertaining to the "breeding program" and three "creep feeding ration." "Selection of beef bulls," "market program," and the "monthly schedule" were each used by two of the respondents. Information on "mineral mixture" was used by one reader.

Additional readership of from 1 to 3 persons was stated by four respondents, while one reader said 10 or more persons had read his copy. Three said that no additional readers had read their circular.

Three readers said they became interested in the publication because they were planning to start a cow and calf program and three said they were interested in improving their present breeding and marketing program. Two wanted information on feeding and one said they had a son or daughter starting the cow and calf project. "Other" reasons were "wanted reading material for students in first course of animal husbandry" and "just interested, but live in the city."

Three of the readers were from Missouri, Illinois, and Arkansas, while the remaining five were all Oklahoma residents.

Two readers found out about the publication from their county extension agent, two from a publication display, one from "Extension News," and one from a magazine. One reader found out about the circular after writing for a list of publications and one learned about it through a vocational agriculture teacher.

Feeding and Management of Swine

Twenty-seven questionnaires were mailed to recipients of Feeding and Management of Swine. Eight, or 29.6 per cent, were returned. Seven out of the eight respondents were men. Three of the respondents said they lived on a farm, three in a city of 50,000 or more and one in a town of 2,500 to 9,999. The woman respondent stated that the family maintains residence in a city of 50,000 or more but has an acreage in the country nearby.

Five of the respondents were between the age of 21 to 40 and three were in the 41 to 60 age group.

All eight respondents completed high school. One had some college and four indicated they had had graduate work.

Three listed their occupation as farmers and two were professional workers. The remaining three were a housewife, an educator, and a non-professional worker.

When asked their opinion as to the helpfulness of the circular, three responded extremely helpful, two very helpful, one useful, and one not very useful. One respondent did not answer.

In answer to whether or not the circular gave them what they wanted to know, three said "completely," three "almost everything," and one "in part." One gave no answer.

Three readers considered the writing in the circular "exceptionally clear," three "clear," and one "fairly clear." One gave no response.

The circular's illustrations were considered understandable by five of the readers, while one described them only fairly understandable. One respondent gave no answer.

Four of the respondents read all of the publication, one read half, one read a fourth, and one did not read any of it.

After reading, six of the respondents said they filed it for future reference. One threw it away.

In answer to "What information from Feeding and Management of Swine have you used?," two of the readers said they had used the information on "points in selecting breeding stock"; three readers checked "care and management during breeding season"; two, "feeding and care at farrowing"; two, "ear marking method"; four, "feed rations"; five, "feeding and care through weaning"; and five, "management during growth and finishing."

Three of the readers stated that one or more persons read their copy of the circular and four said their copy received no additional readership. One respondent did not answer the query.

Two readers became interested in the publication because they wanted information on feeding and two said they were interested in improving their present swine program. One respondent said he wanted reading material for students in the first course of animal husbandry, a nutritionist said he was interested from a nutritional standpoint, and the only woman reader stated that the family had recently bought

an acreage and the entire family was raising swine.

All of the men but two had Oklahoma addresses. Of these, one was from Arkansas and the other from Pennsylvania. The Pennsylvania reader, a nutritionist, learned of the publication through "Extension News," while the Arkansas reader, a teacher, saw the circular in a publication display. In total, half of the respondents learned about the publication through their county extension agent. Two saw it at a publication display and two read about it in "Extension News."

Know Your Fertilizers

Twenty questionnaires were mailed to recipients of Extension Circular Know Your Fertilizers. Only two or 10 per cent were returned for the lowest return of any of the nine selected extension circulars in this study.

Both respondents were male. One lives in a small town of under 2,500 and the other in a town with a population of from 10,000 to 24,999.

One respondent gave his occupation as a farmer and stated he had completed high school. The other was an agronomist (professional worker) and had completed some graduate work.

Both men classified the circular as very helpful. One said it gave him almost everything he wanted to know and the other replied "in part." Neither stated what additional information they wanted to know. Both considered the writing clear and the illustrations as understandable. After reading all of the circular, the respondents said they filed it for future reference.

The readers said they had used information from Know Your Fertilizers on "method of applying fertilizers," "advice on having soil tested," and "care of fertilizer equipment." The agronomist indicated that he had used information pertaining to "understanding of fertilizer grades," "selection of fertilizer equipment," and "care of fertilizer equipment."

Both men indicated additional readership of their circular of from 1 to 3 persons.

In response to the query "How did you happen to become interested in this publication?," the farmer stated "plan to fertilize crops," "wanted to know how to select fertilizer," and "wanted to know how to apply fertilizer."

The agronomist said he was interested in the circular because of "local fertilization practices." The farmer, whose questionnaire was postmarked California, said he found out about the circular from his county extension agent. The agronomist, whose return was postmarked New Jersey, learned of the publication from "Extension News."

CHAPTER IV

CONCLUSIONS AND RECOMMENDATIONS

This study of nine selected Oklahoma Extension Circulars indicates that the extension circular audience is indeed a "changing" one. It shows that most of today's readers are urban residents and that nearly all readers have completed high school and many have college degrees. This emphasizes the increasing importance of the urban reader as a part of the extension circular audience and indicates an increasing demand to fulfill the needs of this audience in the extension publication program.

The survey indicated that the publications are being read and that recipients are using the information contained in the publications. The circulars are, apparently, reaching a wide variety of interest groups and, for the most part, are meeting the needs of the audience. Although the response was not solicited, many readers voluntarily expressed their appreciation for the help obtained from these publications.

Nothing in this study substantiates the theory that publications must be short to be read. On the contrary, there is good evidence that the information should be complete and to the point and designed to fulfill a variety

of specific needs. Readers have varied occupations and living conditions. And yet the extension circular must somehow meet many of these varied needs in specific ways.

It is clear that Oklahoma readers need to be told that extension circulars are available. This study shows the effectiveness of the mention of Extension Circular "Cooking Fresh Vegetables" in a nationally distributed magazine. This indicates that similar results would be obtained with an improved program of informing Oklahoma audiences of the availability of extension circulars.

A more intense study of agricultural publications is needed to determine the need for extension circulars, and their use by farmers and others connected with the agricultural industry.

The content of the Extension Circulars "Cooking Fresh Vegetables" and "An Introduction to Landscape Planning" needs to be carefully examined for completeness prior to reprinting.

CHAPTER V

SUMMARY

One-thousand-nine-hundred-and-fifty-eight questionnaires were sent to 1,855 addresses of persons who had received one or more of nine selected extension circulars. A total of 581 questionnaires, approximately 30 per cent, were returned.

This study shows that:

Most of today's readers are urban residents.

Nearly all have completed high school and many hold college degrees.

Circulars are reaching a wide variety of interest groups.

Those who request publications read them and most use the information.

The publications are meeting most of the readers' needs.

Content of circulars should be carefully examined for completeness.

Circulars should be specific enough to fulfill a variety of needs.

The public needs to be informed that the publications exist.

APPENDIXES

APPENDIX A

EXHIBIT I

"Barbecuing Chicken and Turkey"

1. How helpful did you find Extension Circular "Barbecuing Chicken and Turkey"?
 Extremely helpful Very helpful Useful Not very helpful Of no value

2. Did the "Barbecuing Chicken and Turkey" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all

3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult

5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing

6. How much of "Barbecuing Chicken and Turkey" did you read?
 All of it 12 pages 8 pages 4 pages None

7. What information from "Barbecuing" have you used?
 Barbecue sauce recipes Making of grill Preparation of chicken and turkey
 Barbecuing procedure Equipment cleaning Menu suggestion
 Other (Explain) _____

8. After you finished reading "Barbecuing" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "Barbecuing"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Obtained new barbecuing set Entertain frequently Family enjoys cook outs
 Other (Explain) _____

11. How did you find out about Extension Circular "Barbecuing Chicken and Turkey"?

Newspaper article Magazine article County Extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Home Demonstration Club meeting Grocer
 Extension News Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

Male Female Occupation _____

Where do you live?

On a farm On an acreage In a small town (under 2,500)
 In a town (2,500 to 9,999) In a town (10,000 to 24,999)
 In a city (25,000 to 49,999) In a city of 50,000 or more
 Other (Explain) _____

Of what age group are you a member?

12 to 20 21 to 40 41 to 60 61 and over

Education?

Less than 8th grade Completed 8th grade Some high school
 Completed high school Some college Completed college
 Had graduate work

EXHIBIT II

"Cooking Fresh Vegetables"

1. How helpful did you find Extension Circular "Cooking Fresh Vegetables"?
 Extremely helpful Very helpful Useful Not very helpful Of no value

2. Did the "Cooking Fresh Vegetables" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all

3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult

5. How much of "Cooking Fresh Vegetables" did you read?
 All of it About 12 pages About 8 pages About 4 pages None

6. What information from "Cooking Fresh Vegetables" have you used?
 Timetable for boiling vegetables Selection of vegetables Cooking methods
 Storage methods Preparation instructions Holding color in vegetables
 Serving ideas Recipes Other (Explain) _____

7. After you finished reading "Cooking Fresh Vegetables" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

8. How many people, other than yourself, do you think read your copy of "Cooking Fresh Vegetables"?
 10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

9. How did you happen to become interested in this publication?

Enjoy cooking Plan vegetable garden Want to improve cooking method
 Want to learn how to cook vegetables Want to teach daughter
 Interested in maintaining nutritional value of vegetables
 Interested in new ideas Other (Explain) _____

10. How did you find out about Extension Circular "Cooking Fresh Vegetables"?

Newspaper article Magazine article County Extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Home Demonstration Club meeting
 Extension News Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

Male Female

Occupation _____

Where do you live?

On a farm On an acreage In a small town (under 2,500)
 In a town (2,500 to 9,999) In a town (10,000 to 24,999)
 In a city (25,000 to 49,999) In a city of 50,000 or more
 Other (Explain) _____

Of what age group are you a member?

12 to 20 21 to 40 41 to 60 61 and over

Education?

Less than 8th grade Completed 8th grade Some high school
 Completed high school Some college Completed college
 Had graduate work

EXHIBIT III

"Sewing Handbook"

1. How helpful did you find Extension Circular "Sewing Handbook"?
 Extremely helpful Very helpful Useful Not very helpful Of no value

2. Did the "Sewing Handbook" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all

3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult

5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing

6. How much of "Sewing Handbook" did you read?
 All of it About 30 pages About 20 pages About 10 pages None

7. What information from "Sewing Handbook" have you used?
 Selection of equipment Pattern handling Stitch making Seam making
 Hemming Darts Bias Bindings and Facings Gussets Sleeves
 Plackets Belts Buttonhole making Pocket making Buttons
 Fasteners Other (Explain) _____

8. After you finished reading "Sewing Handbook" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "Sewing Handbook"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Sew for hobby Sew for family Want to learn to sew
 Want to improve sewing Want to teach daughter Other (Explain) _____

11. How did you find out about Extension Circular "Sewing Handbook"?

Newspaper article Magazine article County Extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Home Demonstration Club meeting Sewing club
 Extension News Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

Male Female Occupation _____

Where do you live?

On a farm On an acreage In a small town (under 2,500)
 In a town (2,500 to 9,999) In a town (10,000 to 24,999)
 In a city (25,000 to 49,999) In a city of 50,000 or more
 Other (Explain) _____

Of what age group are you a member?

12 to 20 21 to 40 41 to 60 61 and over

Education?

Less than 8th grade Completed 8th grade Some high school
 Completed high school Some college Completed college
 Had graduate work

EXHIBIT IV

"An Introduction to Landscape Planning"

1. How helpful did you find Extension Circular "An Introduction to Landscape Planning"?
 Extremely helpful Very helpful Useful Not very helpful Of no value

2. Did the "Landscape Planning" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all

3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult

5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing

6. How much of "Landscape Planning" did you read?
 All of it About 12 pages About 8 pages About 4 pages None

7. What information from "Landscape Planning" have you used?
 Selecting a home site Determining public, private, and service areas
 Developing the landscape plan Decisions on executing the plan
 Other (Explain) _____

8. After you finished reading "Landscape Planning" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "Landscape Planning"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Enjoy gardening Have a new home Planning to build
 Want to improve present home grounds Other (Explain) _____

11. How did you find out about Extension Circular "An Introduction to Landscape Planning"?

Newspaper article Magazine article County Extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Home Demonstration Club meeting Garden club
 Extension News Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

Male Female Occupation _____

Where do you live?

On a farm On an acreage In a small town (under 2,500)
 In a town (2,500 to 9,999) In a town (10,000 to 24,999)
 In a city (25,000 to 49,999) In a city of 50,000 or more
 Other (Explain) _____

Of what age group are you a member?

12 to 20 21 to 40 41 to 60 61 and over

Education?

Less than 8th grade Completed 8th grade Some high school
 Completed high school Some college Completed college
 Had graduate work

EXHIBIT V

"Better Lawns for Oklahoma"

1. How helpful did you find Extension Circular "Better Lawns for Oklahoma"?
 Extremely helpful Very helpful Useful Not very helpful Of no value

2. Did the "Better Lawns" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all

3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult

5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing

6. How much of "Better Lawns for Oklahoma" did you read?
 All of it About 18 pages About 12 pages About 6 pages None

7. What information from "Better Lawns" have you used?
 Instructions on planning a lawn Improvement of soil structure
 Correcting soil fertilizer deficiencies Seed bed preparation
 Method of lawn planting Treatment of slopes Watering
 Mowing instructions Lawn fertilization Selection of a lawn grass
 Lawn renovation Suggestions on growing lawns under trees
 Weed control Keeping grass in bounds Other (Explain) _____

8. After you finished reading "Better Lawns" what did you do with it?

Gave it to a family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "Better Lawns"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Have new home and want to establish lawn Having problems growing grass
 Want to get rid of weeds Need to know how to fertilize
 Interested in suggestions for lawn improvement Other (Explain) _____

11. How did you find out about Extension Circular "Better Lawns for Oklahoma"?

Newspaper article Magazine article County Extension agent Fair exhibit
 Radio or TV program Relative, friend, or neighbor Publication display
 Home Demonstration Club meeting Garden club Extension News
 Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

Male Female Occupation _____

Where do you live?

On a farm On an acreage In a small town (under 2,500)
 In a town (2,500 to 9,999) In a town (10,000 to 24,999)
 In a city (25,000 to 49,999) In a city of 50,000 or more
 Other (Explain) _____

Of what age group are you a member?

12 to 20 21 to 40 41 to 60 61 and over

Education?

Less than 8th grade Completed 8th grade Some high school
 Completed high school Some college Completed college
 Had graduate work

EXHIBIT VI

"Estate Planning"

1. How helpful did you find Extension Circular "Estate Planning"?
 Extremely helpful Very helpful Useful Not very helpful Of no value

2. Did the "Estate Planning" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all

3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult

5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing

6. How much of "Estate Planning" did you read?
 All of it About 36 pages About 24 pages About 12 pages None

7. How have you used information from "Estate Planning"?
 Making a will Making and carrying out an estate plan Settling an estate
 Transferring of ownership Determining method of property ownership
 Figuring estate and gift taxes Understanding of survivor's homestead rights
 Other (Explain) _____

8. After you finished reading "Estate Planning" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "Estate Planning"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Wanted to know how to reduce fees in settling an estate Wanted to make a will
 Wanted to know how to reduce state and federal estate taxes
 Needed advice on estate planning Needed to know more about estate laws
 Wanted to know how to transfer ownership Other (Explain) _____

11. How did you find out about Extension Circular "Estate Planning"?

Newspaper article Magazine article County extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Home Demonstration Club meeting
 Extension News Lawyer Banker Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

Male Female Occupation _____

Where do you live?

On a farm On an acreage In a small town (under 2,500)
 In a town (2,500 to 9,999) In a town (10,000 to 24,999)
 In a city (25,000 to 49,999) In a city of 50,000 or more
 Other (Explain) _____

Of what age group are you a member?

12 to 20 21 to 40 41 to 60 61 and over

Education?

Less than 8th grade Completed 8th grade Some high school
 Completed high school Some college Completed college
 Had graduate work

EXHIBIT VII

"A Cow and Calf Program"

1. How helpful did you find Extension Circular "A Cow and Calf Program"?
 Extremely helpful Very helpful Useful Not very helpful Of no value

2. Did the "A Cow and Calf Program" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all

3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult

5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing

6. How much of "A Cow and Calf Program" did you read?
 All of it About 15 pages About 10 pages About 5 pages None

7. What information from "A Cow and Calf Program" have you used?
 Selection of cows and heifers Selection of beef bulls Breeding program
 Mineral mixture Creep feeding ration Marketing program
 Monthly schedule

8. After you finished reading "A Cow and Calf Program" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "A Cow and Calf Program"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Planning to start cow and calf program Wanted information on feeding
 Have son or daughter starting cow and calf project
 Interested in improving present breeding and marketing program
 Other (Explain) _____

11. How did you find out about Extension Circular "A Cow and Calf Program"?

Newspaper article Magazine article County extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Extension News Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

<input type="checkbox"/> Male	<input type="checkbox"/> Female	Occupation _____
Where do you live?		
<input type="checkbox"/> On a farm	<input type="checkbox"/> On an acreage	<input type="checkbox"/> In a small town (under 2,500)
<input type="checkbox"/> In a town (2,500 to 9,999)	<input type="checkbox"/> In a town (10,000 to 24,999)	
<input type="checkbox"/> In a city (25,000 to 49,999)	<input type="checkbox"/> In a city of 50,000 or more	
<input type="checkbox"/> Other (Explain) _____		
Of what age group are you a member?		
<input type="checkbox"/> 12 to 20	<input type="checkbox"/> 21 to 40	<input type="checkbox"/> 41 to 60 <input type="checkbox"/> 61 and over
Education?		
<input type="checkbox"/> Less than 8th grade	<input type="checkbox"/> Completed 8th grade	<input type="checkbox"/> Some high school
<input type="checkbox"/> Completed high school	<input type="checkbox"/> Some college	<input type="checkbox"/> Completed college
<input type="checkbox"/> Had graduate work		

EXHIBIT VIII

"Feeding and Management of Swine"

1. How helpful did you find Extension Circular "Feeding and Management of Swine"?
 Extremely helpful Very helpful Useful Not very helpful Of no value
2. Did the "Feeding and Management of Swine" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all
3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult
5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing
6. How much of "Feeding and Management of Swine" did you read?
 All of it About 24 pages About 16 pages About 4 pages None
7. What information from "Feeding and Management of Swine" have you used?
 Points in selecting breeding stock Care and management during breeding season
 Feeding and care at farrowing Ear marking method Feed rations
 Feeding and care through weaning Management during growth and finishing
8. After you finished reading "Feeding and Management of Swine" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "Feeding and Management of Swine"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Plan to start swine raising program Have son or daughter starting swine project
 Wanted information on feeding Interested in improving present swine program
 Other (Explain) _____

11. How did you find out about Extension Circular "Feeding and Management of Swine"?

Newspaper article Magazine article County extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Extension News Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

<input type="checkbox"/> Male	<input type="checkbox"/> Female	Occupation _____
Where do you live?		
<input type="checkbox"/> On a farm	<input type="checkbox"/> On an acreage	<input type="checkbox"/> In a small town (under 2,500)
<input type="checkbox"/> In a town (2,500 to 9,999)	<input type="checkbox"/> In a town (10,000 to 24,999)	
<input type="checkbox"/> In a city (25,000 to 49,999)	<input type="checkbox"/> In a city of 50,000 or more	
<input type="checkbox"/> Other (Explain) _____		
Of what age group are you a member?		
<input type="checkbox"/> 12 to 20	<input type="checkbox"/> 21 to 40	<input type="checkbox"/> 41 to 60 <input type="checkbox"/> 61 and over
Education?		
<input type="checkbox"/> Less than 8th grade	<input type="checkbox"/> Completed 8th grade	<input type="checkbox"/> Some high school
<input type="checkbox"/> Completed high school	<input type="checkbox"/> Some college	<input type="checkbox"/> Completed college
<input type="checkbox"/> Had graduate work		

EXHIBIT IX

"Know Your Fertilizers"

1. How helpful did you find Extension Circular "Know Your Fertilizers"?
 Extremely helpful Very helpful Useful Not very helpful Of no value
2. Did the "Know Your Fertilizers" circular give you what you wanted to know?
 Completely Almost everything In part Very little Not at all
3. If it did not answer all your questions, what additional information did you want to know?

4. Do you think the writing in the publication was:
 Exceptionally clear Clear Fairly clear Difficult Very difficult
5. Do you think the illustrations in the publication were:
 Exceptionally understandable Understandable Fairly understandable
 Confusing Very confusing
6. How much of "Know Your Fertilizers" did you read?
 All of it About 12 pages About 8 pages About 4 pages None
7. What information from "Know Your Fertilizers" have you used?
 Method of applying fertilizers Advice on having soil tested
 Understanding of fertilizer grades Selection of fertilizer equipment
 Care of fertilizer equipment Storing Fertilizer
8. After you finished reading "Know Your Fertilizers" what did you do with it?
 Gave it to family member Gave it to friend, relative, or neighbor
 Filed it for future reference Threw it away Other (Explain) _____

9. How many people, other than yourself, do you think read your copy of "Know Your Fertilizers"?

10 or more From 7 to 9 From 4 to 6 From 1 to 3 None

10. How did you happen to become interested in this publication?

Plan to fertilize crops Plan to fertilize yard or garden
 Wanted to know how to select fertilizer Wanted to know how to apply fertilizer
 Other (Explain) _____

11. How did you find out about Extension Circular "Know Your Fertilizers"?

Newspaper article Magazine article County extension agent
 Fair exhibit Radio or TV program Relative, friend, or neighbor
 Publication display Home Demonstration Club meeting
 Extension News Other (Explain) _____

Thank you for helping us by answering these questions. Now we need to know a little about YOU. Please complete the following:

Male Female

Occupation _____

Where do you live?

On a farm On an acreage In a small town (under 2,500)

In a town (2,500 to 9,999) In a town (10,000 to 24,999)

In a city (25,000 to 49,999) In a city of 50,000 or more

Other (Explain) _____

Of what age group are you a member?

12 to 20 21 to 40 41 to 60 61 and over

Education?

Less than 8th grade Completed 8th grade Some high school

Completed high school Some college Completed college

Had graduate work

EXHIBIT X

**OKLAHOMA STATE UNIVERSITY • STILLWATER**

Agricultural Information Services
FRontier 2-6211, Ext. 291

April 1962

Dear Friend:

We are pleased to know that you have recently received a copy of one of our Oklahoma Extension circulars.

It will help us a great deal if you will give us a few frank answers about our publication. We would like to know:

- 1) how much of it is being read?
- 2) who is reading it?
- 3) does it give you the information you need?

Your answers to the enclosed questions will help us determine the answers to these questions.

It will be a great favor to us if you will take a few minutes right now to check the enclosed questionnaire and drop it back in the mail to us.

Thank you very much for this assistance.

Sincerely yours,

Edd Lemons

Edd Lemons
Extension Editor

EL:fms
Enc.

EXHIBIT XI

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Stillwater, Oklahoma**

APPENDIX B

RESPONSE OBTAINED FROM OPEN-END QUESTION

The answers given on question three, "If it did not answer all your questions, what additional information did you want to know?," were categorized by subject matter where the response was large enough to provide a breakdown. The following is a list of the responses obtained in answer to this question. No response was obtained for Extension Circular "Know Your Fertilizers."

Barbecuing Chicken and Turkey

"More on other kinds of meats."

"More and better sauce recipes. Work something in that would be good for wild game as well as poultry."

"The timing is either wrong or I like chicken cooked longer than specified in the recipes."

"The booklet contained all the information needed in regard to preparing food and sauces. Now I need the booklet on building different types of barbecuing pits for home use, both cement block and brick types."

"I do not have an outside rotisserie, but one in my stove. What I wanted was more complete meals that are available with barbecued chicken and turkey, etc."

Cooking Fresh Vegetables

Additional and Different Ways of Serving
the Usual and Uncommon Vegetables

"I'm afraid this was more elementary than what I had hoped for. I was, and am, interested in new and interesting ways of serving fresh vegetables."

"I was looking for different ways of preparing the staple vegetables of potatoes, cabbage, carrots, and onions. I very rarely cook other vegetables, using frozen spinach, broccoli, green beans, etc."

"More recipes for vegetable mixtures or meat and vegetable mixtures. Would also have appreciated a table or description of the best season or seasons for particular vegetables."

"It would be good for a beginner, but I was looking for more sophisticated thoughts and recipes. More recipes for a greater variety of vegetables."

"Variety in preparing vegetables."

"Interested in new recipes - new different vegetables."

"New and different ways to serve vegetables for my family."

"More variations on how to prepare the different vegetables."

"I was interested in more ideas for cooking and serving vegetables. Recipes just a little different for the same old thing without being so fantastic no one would even taste them."

"But wanted to find 'new' ways to prepare vegetables."

"About more of the not so common vegetables."

"A little more about other vegetables, if possible."

"Additional recipes."

"I would have liked a few more recipes."

"I was hoping for more recipes."

"I would have liked more recipes for preparing the different kinds of vegetables."

"More exotic recipes. Say on how to use herbs, spices, and wine with vegetables. Also ways of preparation of vegetables as used in other countries."

"More recipes in using fresh vegetables and freezing them."

"I'm afraid I had in mind new ways of serving or preparing fresh vegetables rather than basic preparation."

"I would like more recipes on how to prepare vegetables, as I think most of us don't get enough fresh vegetables in our meals. Most of the time people get tired of vegetables because they don't know enough new ways to prepare them. I am always looking for new methods of preparing delicious vegetables so people are tempted to try them."

"More ways to fix vegetables so that they might interest my children in eating them."

"Unusual ways of serving vegetables. However, I had never used the panning method before and am happy to have found out about this."

"Waterless cookery. Cooking vegetables in oil (ancient Chinese) refurbishing left over vegetables (other than reheating) and in salads; how to stuff artichokes, savory ways of preparing brussel sprouts, etc."

"Additional different recipes."

"Hoped it would give me more recipes."

"How to cook eggplant, various varieties of not too common vegetables."

"New and different recipes."

"Perhaps some more unusual ways of cooking vegetables."

"How to cook some of the more unusual vegetables - recipes."

"Inclusion of more kinds of vegetables."

"More imaginative methods of preparation. More use of herbs for flavoring."

"More recipes of different kinds other than just one for a vegetable and other ways to cook and prepare vegetables. Also, what can be bought at the different seasons of the year so that they are freshest and best."

"Needed more straight forward recipes."

"Was interested mostly in new-improved ideas and other recipes than the ones listed."

"Too rudimentary. Material already known."

"Some fancier variations."

"I have been a housewife for over 20 years and have learned some of the information from experience. I have collected recipes for a longer period of time. Perhaps I had in mind more casserole type recipes. My 22-year-old daughter found the circular informative."

"More recipes."

"I was mostly interested in new recipes."

"Found it very basic. I had hoped to find something a bit more suggestive of unusual ways to cook vegetables. Found no really new ideas."

"Some new ways to prepare vegetables to get away from monotony of everyday meals."

"The only additional information I'd like to see is a group of recipes for the Chinese vegetables readily available in San Francisco. However, I realize this might not be too practical for you."

"I think we have more 'unusual' vegetables perhaps out here in California than are popular in other sections that you do not include."

"Would have been able to use recipes for more of the unusual vegetables like - for example, rutabagas alone with butter are very unappetizing to our family."

"I thought there would be more of a variety of ways for each vegetable."

"More 'different' ways of cooking fresh vegetables. I would like recipes for the uncommon vegetables such as mustard greens, beet tops, etc."

"Which vegetables can be baked? Steamed? etc. Details are given only for boiling. Suggestions on which vegetable is a good accompaniment for which meat."

"Would have liked a larger variety of vegetables covered, especially in 'Approximate Timetable' for boiling."

Nutritional Value of Vegetables and Factors Affecting Health

"About chemical disadvantages of sprays and fertilizers on vegetables. Particularly on one's health."

"I thought there might be new later methods of preserving nutrition and flavor and wanted to check cooking times."

"At this time, I am interested on effects of spraying on vegetables and on health. Science has made some recent discoveries which show promise."

"More nutritional information. What the vegetables have nutritionally and how much should be eaten each day."

"Which vegetables contain the most sugar after cooking? I'm looking for low salt and low sugar recipes because my husband had a kidney stone removed and I'm trying to check the albumin in the urine with the doctor's diet."

"Breakdown of vegetables into carbohydrate, protein, and fat content."

"Percent loss in vitamins after cooking. Especially for cabbage, carrots, celery, corn, onion, green peppers, parsley, and spinach."

"I would like more booklets issued on unusual vegetable dishes giving nutritional value. These books are useful for patients who have little time to read except when waiting for treatment."

"More about vitamins in water in which vegetables are cooked."

"Value of vegetables grown in soil vs. organic soil."

"Would have wished for a few more recipes of vegetables of low calories such as brocolli, asparagus, string beans, etc. We do not carry through a strict diet but like to watch it some, and we prefer these vegetables anyway."

"Nutrient value and mineral content such as amounts of sodium for special diets, etc."

"I was interested in the 'calorie-value' of the different vegetables."

"The value of alternate methods of preparation."

"Best metals to cook in. Percentage table of vitamin loss in different methods of cooking. Analysis of different methods of cooking in regard to vitamin loss."

"We are particularly interested in getting various ways to prepare vegetables for a low cholestrol diet."

"Have colitis and protrusion of rectum. Wanted to determine which way gives least disturbance; raw, slightly cooked, cooked and strained or stewed, etc."

"Are frozen vegetables more likely to be more nutritious than fresh vegetables from the market, considering that we don't know how 'fresh' they are?"

"How much of the outer layers of vegetables (and fruits) tend to absorb insecticides and other poisons?"

"Food values - nutritional."

"Water content of vegetables."

"I use trimmings from vegetables, usually thrown away. I wash them thoroughly and boil. I then strain them through a colander and use as a drink. It's really good. I would like to know if there is enough nutritional value in the drink to make it worth the trouble. Also, is there any danger from sprays used, especially in vegetable purchased at stores?"

Selection and Buying of Vegetables

"I was interested in knowing which vegetables were most plentiful at different times of the year. Such as when yellow or white summer squash is at its best taste and money wise."

"More on vegetable storage methods and the causes of rotting, etc. How I can buy larger amounts of onions, potatoes, etc., and prevent spoilage until used."

"For instance, how can one tell a good head of lettuce from a poor? By feel? Heavy or light? By good, I mean how fresh. Carrots that are packed in plastic bags - how can you tell by feel, how recently fresh they might be?"

"Would be interested in a list of amounts to buy per serving, also a list showing the best season for each vegetable."

"How to prepare and buy fresh vegetables for cooking."

Quantity and Amounts to Serve

"Some of your recipes call for a pound, quart, etc. of a vegetable. Approximately how many carrots, tomatoes, etc. would this be and how many people would it serve?"

"How many does each recipe serve, approximately?"

New Experimental Findings

"Any additional findings that science, experiments, and experience may bring to light."

"I just wanted to know if there is anything new since my graduation as a home economics major in 1933."

Other

"More information on specific techniques for individual species."

"The vegetables I put in my Tupperware crisper seem so dry (dehydrated) when I take them out for use. Why does so much vapor collect on the cover inside the crisper? Henceforth, I never use it for storing vegetables."

"The approximate timetable for boiling vegetables with regard to cooking time has such variations as: asparagus, 5-20 minutes; swiss chard, 10-30 minutes. I wonder why, especially in the case of the two mentioned vegetables."

"By cooking snap beans just until tender, they are almost tasteless and I don't know why."

"Had hoped for volume cooking information."

"Pressure cooking timing."

"Lists of other circulars you issue in reference to foods of all kinds."

"A little more explanation on 'panning' vegetables. I'm not very familiar with the process and would have liked more on it. Perhaps some picture processes and perhaps some photographs of the finished product."

"Temperatures for broiling vegetables."

"How to cook mushrooms."

"All essential facts."

"More detailed information on particular vegetables, i.e., the difference in color, etc., between young and old cabbage; are rutabagas the same and/or cooked the same as turnips? How about the freezing tips?"

"Do we heat frozen vegetables the same way?"

"Sauces for cooked vegetables, such as asparagus, cabbage, and cauliflower, to make them more tasteful and interesting."

"More specific information. What vegetables can be cooked together? Flavors, vitamin contents, calories, etc., in vegetables."

"This was designed for a woman who cooks. I am a man, little cooking experience."

"Some information on mushrooms. More information on cleaning and storing. More interesting ideas or recipes. Preparation of raw vegetables, carrot curls, etc."

"More detailed directions in the 'How to Prepare' column of Timetable for boiling vegetables; more specialized instructions for certain vegetables. Guides for amounts of water to be used."

"Would like pictures of vegetables we are not familiar with."

"I think if you had listed the root vegetables. I know carrots and radishes and some of those. Also, what are considered green vegetables, red, yellow, and white vegetables. Specify."

"Best methods for canning fresh vegetables, i.e., sweet corn, beets, carrots, and string beans."

"More detail."

Sewing Handbook

"The advantages in a zig-zag. Places to use zig-zag such as seams. How deep to make stitch and making button holes on machine."

"A little more about gussets."

"Checking fit of paper pattern. Fitting of garment as it is being constructed. Couldn't Extension Circular 'Pattern Alteration' be briefly condensed for use in this handbook?"

"Zippers in a pleated skirt."

"Answers or solutions to inevitable problems encountered performing some of the finishes. For example: How to smoothly flat fell the seam of a man's shirt from bottom of bodice side to end of sleeve. Must you break? Please include something on finding the right side of the material. Plackets and gussets."

"There is one thing I would like to learn how to do. Change a double breasted man's suit to a single breasted coat."

"Sometimes I found it difficult to understand the explanations of the figures A-B, etc."

"I couldn't understand how to make the belts covered on both sides."

"Drawings aren't too good. A little too rough to follow in detail. Dress and trousers and baby clothes information."

An Introduction to Landscape Planning

"Since I know nothing about landscaping, I wanted some definite 'do's and don'ts' and definite suggestions, ideas and plans. Also, characteristics of the different trees and shrubs."

"We have purchased a 3/4 acre building site, which must be landscaped from the very beginning - leveling, trees, lawn, flower beds, play areas for four children. I will need to plan a complete layout of plantings and I need a chart of sizes and growth rate for various trees and shrubs, among other things."

"We needed a more complete booklet for my students."

"I expected it to give more on design, placement of trees, achieving effect of space, etc."

"Now I want more specific information, which can probably be found in the books recommended on page 15."

"Symbols for front elevation."

"We wanted certain plans to complete our own 'way out' ideas. We really didn't expect anyone to be able to help in carrying out these plans, but we had hoped."

"What kinds of flowers and shrubs are best to use? Our home is already built and in use. We have nearly 100 different kinds of fruits, flowers, shrubs, and trees started."

"Suggestions for planting to fit different style homes, such as 'ranch,' etc. Names of varieties suitable for area."

Better Lawns

"I needed more on control of Crabgrass."

"It forgot to mention rock problems. They seem to keep working to the lawn surface."

"Where to get some zoysa grass."

Estate Planning

"More specific tax allowances and advantages."

"If it were possible, any additional information would be helpful. But I suppose if you were to try to go into more detail, one would have to go to a lawyer for each individual problem."

"A will was made several years ago on a home in one town. That home was sold and another bought in another city. Is that will valid on the home now owned?"

"Could not be specific for all states."

"Suppose the family car was in the husband's name. What would be the steps to transfer it to widow's name where the estate consisted only of personal property? No minor children."

"Ownerships of insurance policies and also trusts for children."

"More about how to leave an estate legally without going through a lawyer."

"The circular did not cover Texas laws."

A Cow and Calf Program

"How to determine cheapest gain in terms of feeding value."

"Would a purebred cow and calf program work?"

Feeding and Management of Swine

"Would have liked to know more about the mixing of barley as the basic grain."

"Potential value of including enzymes in swine rations."

VITA

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CIRCULARS

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