

9.

The Problem of the Non-Reader

A NON-READER, IN OUR LANGUAGE, IS SOMEBODY who was exposed to the publication but didn't read it. He may, of course, be a reader for one issue and a non-reader for the next.

One man may have read every issue but the one that arrived at the peak of corn-picking time. If that issue is the one we survey, then he is a non-reader. Thus, the non-reader sample contains folks who never read the paper, some who read it once in a while and some who are good readers but just happened to miss this once.

Unsatisfactory as this is, the non-reader sample, accumulated over many surveys, still may give us some clues as to what kind of folks are hard to attract. Some clues are also given about the people who read the paper once in a while but not regularly.

In both Wisconsin and Iowa, non-reader figures have been assembled for several years. Older men and women showed a slightly greater tendency to be readers as contrasted with younger folks. More time to read may be more important than failing eye sight.

Years in school did make a difference. Scores (*Wallaces Farmer*) follow for 1958-60:

Education, men	Readers		Non-readers	
	No.	Per cent	No.	Per cent
1-8 grades . . .	358	38.5%	130	53.1%
9 grades up . . .	571	61.5	115	46.9
	<u>929</u>	<u>100.0</u>	<u>245</u>	<u>100.0</u>
Education, women	Readers		Non-readers	
	No.	Per cent	No.	Per cent
1-8 grades . . .	193	21.3%	96	28.8%
9 grades up . . .	713	78.7	237	71.2
	<u>906</u>	<u>100.0</u>	<u>333</u>	<u>100.0</u>

Non-readers were more likely to be found among men and women with from one to eight years of schooling.

In Wisconsin there is a similar picture. With women, the differences in schooling are not significant. Men, however, with from one to eight years of schooling are more apt to be non-readers.

These results can be looked at in two ways. If we are thinking about the subscriber of 1970, we want to be sure we are reaching farm people with high school education or better. These are the kind of folks we'll have in the future. But now and for some time to come, we'll continue to have readers who have only been to grade school. Can we reach them with simpler language, more pictures, etc. and still not lose readers with more education?

Mail boxes are flooded with newspapers, farm publications and general magazines. Is a non-reader one who is overwhelmed by a full mail box?

In Wisconsin, men taking three or more farm publications are more apt to fall in the reader than the non-reader class. The difference is significant.

	Readers		Non-readers	
	No.	Per cent	No.	Per cent
Farm papers, men				
<i>Wisconsin Agriculturist</i> only	92	11.7%	45	22.4%
2 farm papers	183	23.4	61	30.3
3 or more	508	64.9	95	47.3
	<u>783</u>	<u>100.0</u>	<u>201</u>	<u>100.0</u>

Women showed little difference, though the slight edge was in the same direction as with men.

In Iowa there was little difference with men, but women with three or more farm publications were more apt to be readers than non-readers.

Farm papers are not the only class of publications to compete for attention. The average farm family sees two or more general magazines. Does a farmer who sees *Reader's Digest*, or *Look* or *Time* stop reading a state farm paper? Does a farm wife who sees *McCalls*, *Better Homes and Gardens* or *Ladies Home Journal* stop reading *Wallaces Farmer* or *Wisconsin Agriculturist*?

We can't match the readers of General Magazine A against readers of *Wallaces Farmer*. The sample of readers of General Magazine A is too small. But we can sort out farm people who take one general magazine; those who take two and those who take three or more.

In Iowa we find that both men and women who see three or more general magazines are more apt to be readers than non-readers of *Wallaces Farmer*. Here is the women's score:

Women	Readers		Non-readers	
	No.	Per cent	No.	Per cent
1 general magazine	177	19.9%	47	20.4%
2 general magazines	188	21.1	71	30.7
3 or more	526	59.0	113	48.9
	<u>891</u>	<u>100.0</u>	<u>231</u>	<u>100.0</u>

In Wisconsin, men showed a slight but not significant margin in the same direction. Wisconsin women are apparently more likely to read general magazines. Those who took three or more general magazines are as apt to be non-readers as readers.

Three surveys in Wisconsin checked the effect of a second language on readers and non-readers. In general, a second language seemed to make no difference.

Men, second language	Readers		Non-readers	
	No.	Per cent	No.	Per cent
Germanic	127	58.0%	26	65.0%
Scandinavian	48	21.9	5	12.5
Other	44	20.1	9	22.5
	219	100.0	40	100.0

It should be noted here that of the whole sample about one-third had a second language. The table above has a small sub-sample for non-readers and any conclusion drawn therefore must be tentative. Women showed no difference between language groups.

Wisconsin Agriculturist ran another test on readers and non-readers. We asked each farmer to check the farm enterprise (hogs, dairy, poultry, etc.) from which he got 10 per cent or more of his income. On dairy products, beef and poultry, there was no difference. Farm men and women, however, who had 10 per cent of their income from hogs seemed to have more non-readers than one would expect.

Hogs, Men	Reader		Non-reader	
	No.	Per cent	No.	Per cent
	142	25.7%	34	38.6%

This is a small sample and should be observed with caution. Yet it seems possible that hog raisers may feel they are under-represented in the *Wisconsin Agriculturist*.

What do all these figures (details in editorial research files) show?

Both papers seem to be doing fairly well in a competitive situation with farmers who take many farm papers and many general magazines.

Wisconsin Agriculturist does a little better than *Wallaces Farmer* in keeping folks with from one to eight years of schooling. Yet the main need may be for both papers to be sure they hang on to farm people with a high school education or better.

On age groups, the important struggle is to hold those from 21 to 34 years of age. This is being done fairly well, but needs constant checking.

Figure 9.1

Copy Score

Read Some

Men 77.5%

Women 46.5%

Converting Non-Readers

Farm people who have been to school for only eight years or less are more likely to become non-readers than those who have gone to school longer.

Copy with strong appeal, especially to those who finished from one to eight grades, may attract some of these non-readers.

"What's Ahead" a department on market outlook in *Wisconsin Agriculturist*, had the following scores for men by education:

	1-8 grades	9 and up
Read Most	64.2%	72.5%

The average Read Most score for two-column articles in this issue was 32.1 per cent. So the 64.2 per cent score for those who finished one to eight grades is well above the average for this group.

Wisconsin Agriculturist, September 3, 1960

What's Ahead

Fall milk prices up

Milk prices should continue their way upward. But it's a seasonal increase. The climb will be less than last year's pace. The record flow per cow and a slow down in culling keeps milk production slightly above last year.



Ralph Yoho

The number of dairy plants in Wisconsin continues to go down. There are now 1,302 plants in the state, compared to 1,776 in 1955; 2,528 in 1945. And the end of the decline is not in sight.

Net income per farm in Wisconsin stood at \$2,561 in 1949. It worked its way up to \$3,554 in '51 and then gradually slid back to a low of \$2,147 in '55. Since that time it has gradually worked its way back up to \$2,978 last year. It should again pass the \$3,000 mark this year.

It looks as if broiler prices will work their way downward through September. After that what happens depends upon the number of chicks going out.

If you have old corn to sell, you might as well sell it now. It looks now as if there's a big corn crop coming up. Prices at harvest time will probably run about 3 to 4 cents below last year's average.

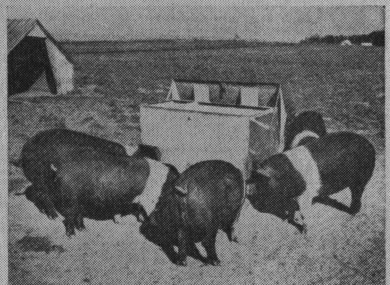
Contracting for feeder cattle is way down this year. There'll be plenty of cattle available to buyers this fall. And buyers should be in a stronger bargaining position.

We'll see some weakness of potato prices in September. That's when the digging of the late crop gets underway. Get the late summer spuds out of the ground and on the market before the fall crop harvest starts.

The first phase of the beef cattle cycle—that of building up numbers—seems to be drawing to a close. Already the number of cattle going to market is increasing.

For the first half of 1960, cow slaughter was up 7 percent over last year, calf kill up 4 percent. Steer and heifer slaughter has been running about 10 to 12 percent ahead of 1959.

The average price of choice steers at Chicago last year was about \$28. It'll be around \$25.75 to \$26 this year. Guesses are that it will go around \$24—give or take a dollar—next year.



Outlook is still good for hogs over 225 pounds. But do everything you can to encourage fast gains over the next few weeks on hogs nearing market weight.

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September 3, 1960



Take good care of baby pigs and you'll likely have larger, more even pigs at weaning time. Pigs above are on the Marion Steddum farm, Polk county, Iowa.

Baby pig care —it PAYS

THE BETTER care you give your baby pigs, the better the pigs you'll have at 7-8 weeks of age," says Virgil Hays, Iowa State University swine nutritionist.

"Good baby pig management lowers death losses, and gives faster, more efficient gains."

Here are some points to follow for getting pigs off to a good start.

(1) **Shoot** for litters containing healthy pigs weighing 1½ pounds or more at birth. You can do this by keeping your sows in good condition, using a recommended ration.

"The main thing is to keep the sows in condition so they'll farrow and suckle large litters," says Marion Steddum, Polk county, Iowa, master swine producer. "And see that they don't get too fat."

(2) **Clean** your sows off and bring them into the farrowing house a couple of days before farrowing. This lets them settle down and get accustomed to the surroundings.

(3) **Start** sows on a good lactation ration containing about 16 percent protein after they farrow. Some folks limit feed to sows right after farrowing. Others let sows eat all the feed they want. It seems to work either way.

(4) **See** that pigs get a chance to nurse as soon as they are born. Tests show that pigs can take advantage of the antibodies in colostrum milk for only 6 to 9 hours after birth.

(5) **Do** your ear-notching shortly after farrowing. It hurts pigs less then. And it gives you a chance to check each pig.

(6) **If** you've had trouble with navel infection in pigs, tie navel cords and clip them off, leaving the cord one-half to one inch long. Then dip them in iodine to stop infection.

(7) **Give** pigs a shot of iron dextran or iron dextrin solution at 3 to 5 days of age if pigs don't

have access to soil. This supplies them with iron until they get to eating dry feed.

"We give pigs iron whether we move them to pasture or not," explains Willard Lundahl, Boone county, Iowa. "We've tried pigs with and without iron—those getting iron do the best."

If you use pills or paste to supply iron, start treatment at 3 to 5 days of age. Then, repeat according to directions.

(8) **Let** pigs have early access to a good pig starter and see that they get plenty of fresh water to drink.

Here are Iowa State recommendations for pig starters.

For pigs to be weaned at 3 weeks, it's suggested you start as soon as possible on an 18 to 20 percent pig starter. Feed the starter until the pigs weigh 25 pounds before switching to a grower ration.

For pigs to be weaned at about 5 weeks, it's suggested you start them on a 16 to 18 percent pig starter at 10 days to 2 weeks of age. Then, feed the starter thru weaning until the pigs weigh about 30 pounds.

"Don't switch feed at weaning time," says Hays. "It just causes unnecessary stress."

"It's best to keep pigs on the starter for a week or so after weaning, then switch to the growing ration."

(9) **Don't** combine castration with vaccination or you may have trouble.

You may castrate pigs any time after they are a week old. The younger the better. It sets them back less.

Vaccinate for cholera and erysipelas any time after the pigs are about 5 weeks old. But avoid vaccinating within 10 days of weaning. Healthy pigs develop the best immunity.

(10) **If** you have pigs that fall behind while they're on the sow, you may want to take them aside and put them on a good pig starter.

Figure 9.2

Copy Score

Read Some

Men 60.5%

Women 20.0%

Hogs May Pull in Non-Readers

In Iowa, copy on hogs usually scores high. This baby pig article, for instance, had a Read Most score of 52 per cent for men. The average Read Most score for 20 articles and departments in the issue was 36 per cent for men.

Since those with from one to eight years of schooling are more apt to become non-readers than folks with more education, it is worth noting that men with one to eight years of schooling scored 45.2 per cent Read Most on this article. Copy with this appeal may help to make a regular reader of the subscriber who is inclined to look at the paper only now and then.

Wallaces Farmer, February 4, 1961