

Table 2. Some socio-economic characteristics of dairy farmers (mean and %)

	General (n=167)
Age of dairy farmers (year)	44.66 (9.00)
Experience of dairy farmers (year)	17.68 (10.17)
Education level of dairy farmers (%)	
Primary School (1)	41.9
Middle School (2)	13.8
High School (3)	33.5
University (4)	10.8
Subscriber for magazine or newspaper (%)	
Yes (1)	48.5
No (0)	51.5
Frequency of listening radio (%)	
Always	37.7
Often	37.7
Rarely	12.0
Never	12.6
Frequency of watching TV (%)	
Always	54.5
Often	37.1
Rarely	6.0
Never	2.4
Frequency of internet use (%)	
Always	9.6
Often	18.0
Rarely	14.4
Never	58.1

(Standard deviations are in the parenthesis)