Table 1a. Socio-demographic characteristics of Bt corn grower respondents

<table>
<thead>
<tr>
<th>Profile</th>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sex</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>224</td>
<td>76.45</td>
</tr>
<tr>
<td>Female</td>
<td>69</td>
<td>23.55</td>
</tr>
<tr>
<td>Age</td>
<td></td>
<td></td>
</tr>
<tr>
<td>21-30 years old</td>
<td>21</td>
<td>7.17</td>
</tr>
<tr>
<td>31-40 years old</td>
<td>47</td>
<td>16.04</td>
</tr>
<tr>
<td>41-50 years old</td>
<td>94</td>
<td>32.08</td>
</tr>
<tr>
<td>51-60 years old</td>
<td>82</td>
<td>27.99</td>
</tr>
<tr>
<td>61-70 years old</td>
<td>39</td>
<td>13.31</td>
</tr>
<tr>
<td>71-80 years old</td>
<td>7</td>
<td>2.39</td>
</tr>
<tr>
<td>81-90 years old</td>
<td>3</td>
<td>1.02</td>
</tr>
<tr>
<td><strong>Mean</strong></td>
<td>49.01</td>
<td></td>
</tr>
<tr>
<td>Highest Educational Attainment</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elementary Level</td>
<td>39</td>
<td>13.31</td>
</tr>
<tr>
<td>Elementary Graduate</td>
<td>68</td>
<td>23.21</td>
</tr>
<tr>
<td>High School Level</td>
<td>48</td>
<td>16.38</td>
</tr>
<tr>
<td>High School Graduate</td>
<td>91</td>
<td>31.06</td>
</tr>
<tr>
<td>College Level</td>
<td>26</td>
<td>8.87</td>
</tr>
<tr>
<td>College Graduate</td>
<td>21</td>
<td>7.17</td>
</tr>
<tr>
<td>Membership to Organization</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>29</td>
<td>9.90</td>
</tr>
<tr>
<td>Non-member</td>
<td>264</td>
<td>90.10</td>
</tr>
<tr>
<td>Years of Membership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>0-10 years</td>
<td>24</td>
<td>82.76</td>
</tr>
<tr>
<td>11 years &amp; above</td>
<td>5</td>
<td>17.24</td>
</tr>
<tr>
<td><strong>Mean</strong></td>
<td>5.59</td>
<td></td>
</tr>
<tr>
<td>Nature of Membership</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Member</td>
<td>26</td>
<td>89.66</td>
</tr>
<tr>
<td>Officer</td>
<td>3</td>
<td>10.34</td>
</tr>
</tbody>
</table>

Table 1b. Farm characteristics of Bt corn growers

<table>
<thead>
<tr>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Nature of Ownership of Farmland</td>
<td></td>
</tr>
<tr>
<td>Land is own</td>
<td>162</td>
</tr>
<tr>
<td>Tenant</td>
<td>85</td>
</tr>
<tr>
<td>Land is sharecropped</td>
<td>11</td>
</tr>
<tr>
<td>Land is rent</td>
<td>35</td>
</tr>
<tr>
<td>Years in Growing Corn</td>
<td></td>
</tr>
<tr>
<td>Less than 5 years</td>
<td>48</td>
</tr>
<tr>
<td>6-10 years</td>
<td>36</td>
</tr>
<tr>
<td>11-15 years</td>
<td>27</td>
</tr>
<tr>
<td>16-20 years</td>
<td>27</td>
</tr>
<tr>
<td>More than 21 years</td>
<td>155</td>
</tr>
<tr>
<td>Position in the farm</td>
<td></td>
</tr>
<tr>
<td>Owner</td>
<td>190</td>
</tr>
<tr>
<td>Tenant</td>
<td>32</td>
</tr>
<tr>
<td>Paid Manager</td>
<td>22</td>
</tr>
<tr>
<td>Paid Farm Worker</td>
<td>38</td>
</tr>
<tr>
<td>Member of Farming Family</td>
<td>11</td>
</tr>
<tr>
<td>Farm Area</td>
<td></td>
</tr>
<tr>
<td>Less than 1 ha</td>
<td>104</td>
</tr>
<tr>
<td>1.00 – 1.99 ha</td>
<td>121</td>
</tr>
<tr>
<td>2.00 – 2.99 ha</td>
<td>31</td>
</tr>
<tr>
<td>3.00 – 3.99 ha</td>
<td>14</td>
</tr>
<tr>
<td>4.00 – 4.99 ha</td>
<td>7</td>
</tr>
<tr>
<td>5.00 hectares and above</td>
<td>17</td>
</tr>
<tr>
<td><strong>Average (ha) = 1.32</strong></td>
<td></td>
</tr>
<tr>
<td>Yield per ha</td>
<td></td>
</tr>
<tr>
<td>50 cavans &amp; below</td>
<td>76</td>
</tr>
<tr>
<td>51-100 cavans</td>
<td>161</td>
</tr>
<tr>
<td>101-150 cavans</td>
<td>46</td>
</tr>
<tr>
<td>More than 150 cavans</td>
<td>10</td>
</tr>
<tr>
<td><strong>Average</strong> = 82.53 cavans (4.13 tons)</td>
<td></td>
</tr>
<tr>
<td>Net Income per ha,</td>
<td></td>
</tr>
<tr>
<td>Php20,000 &amp; below</td>
<td>122</td>
</tr>
<tr>
<td>Php21,000-40,000</td>
<td>70</td>
</tr>
<tr>
<td>Php41,000-60,000</td>
<td>62</td>
</tr>
<tr>
<td>Php61,000-100,000</td>
<td>15</td>
</tr>
<tr>
<td>Php101,000-150,000</td>
<td>18</td>
</tr>
<tr>
<td>More than Php100,000</td>
<td>5</td>
</tr>
<tr>
<td><strong>Average Net Income =Php37,382.14</strong></td>
<td></td>
</tr>
</tbody>
</table>
### Table 2. Perceived degree of usefulness of information from personal, public and mass media sources

<table>
<thead>
<tr>
<th>Technical Information</th>
<th>Personal Mean</th>
<th>QD</th>
<th>Public Mean</th>
<th>QD</th>
<th>Mass Media Mean</th>
<th>QD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Seed variety</td>
<td>0.86</td>
<td>VU</td>
<td>0.82</td>
<td>VU</td>
<td>0.82</td>
<td>VU</td>
</tr>
<tr>
<td>2 Land preparation</td>
<td>0.85</td>
<td>VU</td>
<td>0.82</td>
<td>VU</td>
<td>0.82</td>
<td>VU</td>
</tr>
<tr>
<td>3 Weather forecast</td>
<td>0.87</td>
<td>VU</td>
<td>0.84</td>
<td>VU</td>
<td>0.84</td>
<td>VU</td>
</tr>
<tr>
<td>4 Soil management</td>
<td>0.77</td>
<td>VU</td>
<td>0.74</td>
<td>U</td>
<td>0.74</td>
<td>U</td>
</tr>
<tr>
<td>5 Fertilizer application</td>
<td>0.98</td>
<td>VU</td>
<td>0.72</td>
<td>U</td>
<td>0.62</td>
<td>U</td>
</tr>
<tr>
<td>6 Disease and pest control</td>
<td>0.98</td>
<td>VU</td>
<td>0.72</td>
<td>U</td>
<td>0.62</td>
<td>U</td>
</tr>
<tr>
<td>7 Use of machinery</td>
<td>0.87</td>
<td>U</td>
<td>0.67</td>
<td>U</td>
<td>0.71</td>
<td>U</td>
</tr>
<tr>
<td>8 Harvesting techniques</td>
<td>0.68</td>
<td>U</td>
<td>0.76</td>
<td>VU</td>
<td>0.76</td>
<td>VU</td>
</tr>
<tr>
<td>9 Storage methods and techniques</td>
<td>0.46</td>
<td>MU</td>
<td>0.41</td>
<td>MU</td>
<td>0.41</td>
<td>MU</td>
</tr>
</tbody>
</table>

**Legend:** 0.67 – 1.00 - Frequently Used, 0.34 – 0.66 - Moderately Used, 0.10 – 0.33 - Slightly Used, 0 - Never Used

### Table 3. Frequency of utilization of information from personal, public and mass media sources

<table>
<thead>
<tr>
<th>Technical Information</th>
<th>Personal Mean</th>
<th>QD</th>
<th>Public Mean</th>
<th>QD</th>
<th>Mass Media Mean</th>
<th>QD</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Seed variety</td>
<td>0.89</td>
<td>FU</td>
<td>0.89</td>
<td>FU</td>
<td>0.89</td>
<td>FU</td>
</tr>
<tr>
<td>2 Land preparation</td>
<td>0.73</td>
<td>FU</td>
<td>0.74</td>
<td>FU</td>
<td>0.74</td>
<td>FU</td>
</tr>
<tr>
<td>3 Weather forecast</td>
<td>0.79</td>
<td>FU</td>
<td>0.74</td>
<td>FU</td>
<td>0.74</td>
<td>FU</td>
</tr>
<tr>
<td>4 Soil management</td>
<td>0.74</td>
<td>FU</td>
<td>0.74</td>
<td>FU</td>
<td>0.74</td>
<td>FU</td>
</tr>
<tr>
<td>5 Fertilizer application</td>
<td>0.70</td>
<td>FU</td>
<td>0.89</td>
<td>FU</td>
<td>0.89</td>
<td>FU</td>
</tr>
<tr>
<td>6 Disease and pest control</td>
<td>0.64</td>
<td>MU</td>
<td>0.64</td>
<td>MU</td>
<td>0.60</td>
<td>MU</td>
</tr>
<tr>
<td>8 Harvesting techniques</td>
<td>0.64</td>
<td>MU</td>
<td>0.64</td>
<td>MU</td>
<td>0.53</td>
<td>MU</td>
</tr>
<tr>
<td>9 Storage methods and techniques</td>
<td>0.33</td>
<td>SU</td>
<td>0.64</td>
<td>MU</td>
<td>0.44</td>
<td>MU</td>
</tr>
</tbody>
</table>

**Legend:** 0.75 – 1.00 - Very Useful (VU), 0.51 – 0.74 - Useful (U), 0.26 – 0.50 - Moderately Useful (MU), 0.25 – 0.01 - Little Useful (LU)

### Table 4. Frequency of consultation with information sources

<table>
<thead>
<tr>
<th>Personal Information Sources</th>
<th>Mean</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Family members</td>
<td>5.42</td>
<td>Once a Week</td>
</tr>
<tr>
<td>2 Relatives</td>
<td>4.39</td>
<td>Two or Three Times a Month</td>
</tr>
<tr>
<td>3 Friends</td>
<td>4.79</td>
<td>Two or Three Times a Month</td>
</tr>
<tr>
<td>4 Co-corn growers</td>
<td>5.29</td>
<td>Two or Three Times a Month</td>
</tr>
<tr>
<td>5</td>
<td><strong>5.02</strong></td>
<td>Two or Three Times a Month</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Public Information Sources</th>
<th>Mean</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Municipal Agricultural Technician</td>
<td>3.53</td>
<td>Four or Five Times a Year</td>
</tr>
<tr>
<td>2 University Agricultural Extension Workers</td>
<td>2.82</td>
<td>Four or Five Times a Year</td>
</tr>
<tr>
<td>3 Researchers</td>
<td>2.47</td>
<td>Two or Three Times a Year</td>
</tr>
<tr>
<td>4 Experts</td>
<td>2.36</td>
<td>Two or Three Times a Year</td>
</tr>
<tr>
<td>5 Agriculture Graduates</td>
<td>2.63</td>
<td>Two or Three Times a Year</td>
</tr>
<tr>
<td>6</td>
<td><strong>2.80</strong></td>
<td>Four or Five Times a Year</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Mass Media Channels</th>
<th>Mean</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Radio</td>
<td>5.31</td>
<td>Two or Three Times a Month</td>
</tr>
<tr>
<td>2 Television</td>
<td>4.72</td>
<td>Two or Three Times a Month</td>
</tr>
<tr>
<td>3 Newspaper</td>
<td>3.14</td>
<td>Four or Five Times a Year</td>
</tr>
<tr>
<td>4 Farm journals/magazines (ex. Agriculture Magazine)</td>
<td>2.82</td>
<td>Two or Three Times a Year</td>
</tr>
<tr>
<td>5 Farm Primer</td>
<td>3.41</td>
<td>Four or Five Times a Year</td>
</tr>
<tr>
<td>6 Brochure</td>
<td>3.02</td>
<td>Four or Five Times a Year</td>
</tr>
<tr>
<td>Sources of Information</td>
<td>Information Score</td>
<td>Description</td>
</tr>
<tr>
<td>--------------------------------------------</td>
<td>-------------------</td>
<td>-------------</td>
</tr>
<tr>
<td><strong>Personal Information Sources</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Family member</td>
<td>240</td>
<td>Strong</td>
</tr>
<tr>
<td>Relatives</td>
<td>229</td>
<td>Strong</td>
</tr>
<tr>
<td>Friends</td>
<td>230</td>
<td>Strong</td>
</tr>
<tr>
<td>Co-corn growers</td>
<td>198</td>
<td>Strong</td>
</tr>
<tr>
<td>Mean</td>
<td>224.25</td>
<td>Strong</td>
</tr>
<tr>
<td><strong>Public Information Sources</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Agric. Technician</td>
<td>113</td>
<td>Moderate</td>
</tr>
<tr>
<td>Univ. Extensionists</td>
<td>43</td>
<td>Weak</td>
</tr>
<tr>
<td>Researcher/ Experts</td>
<td>57</td>
<td>Weak</td>
</tr>
<tr>
<td>Chem. Company Technicians</td>
<td>71</td>
<td>Weak</td>
</tr>
<tr>
<td>Chem. Company Representative</td>
<td>68</td>
<td>Weak</td>
</tr>
<tr>
<td>Mean</td>
<td>70.40</td>
<td>Weak</td>
</tr>
<tr>
<td><strong>Mass Media Information Sources</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Radio</td>
<td>110</td>
<td>Moderate</td>
</tr>
<tr>
<td>TV</td>
<td>127</td>
<td>Moderate</td>
</tr>
<tr>
<td>Newspaper</td>
<td>18</td>
<td>Weak</td>
</tr>
<tr>
<td>Farm Journal</td>
<td>20</td>
<td>Weak</td>
</tr>
<tr>
<td>Farm Primer</td>
<td>20</td>
<td>Weak</td>
</tr>
<tr>
<td>Brochure</td>
<td>63</td>
<td>Weak</td>
</tr>
<tr>
<td>Package of Technology</td>
<td>25</td>
<td>Weak</td>
</tr>
<tr>
<td>Leaflet</td>
<td>29</td>
<td>Weak</td>
</tr>
<tr>
<td>Poster</td>
<td>28</td>
<td>Weak</td>
</tr>
<tr>
<td>Internet</td>
<td>8</td>
<td>Weak</td>
</tr>
<tr>
<td>Cellphone</td>
<td>36</td>
<td>Weak</td>
</tr>
<tr>
<td>Mean</td>
<td>40.33</td>
<td>Weak</td>
</tr>
<tr>
<td><strong>Legend:</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>74 – weak degree of information contact, 75-149 – moderate degree of contact, 150+ - strong degree of contact</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Table 5. Information system and communication network in corn production

<table>
<thead>
<tr>
<th>Table 6. Correlation between socio-demographic characteristics, farm characteristics and total information score of the respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Socio-demographic characteristics</strong></td>
</tr>
<tr>
<td>Sex</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>Highest educational attainment</td>
</tr>
<tr>
<td>Position in the farm</td>
</tr>
<tr>
<td>Years in membership</td>
</tr>
<tr>
<td>Years of membership</td>
</tr>
<tr>
<td>Nature of membership</td>
</tr>
<tr>
<td>Nature of ownership of Farmland</td>
</tr>
<tr>
<td>Years in growing corn</td>
</tr>
<tr>
<td>Position in the farm</td>
</tr>
<tr>
<td>Farm area</td>
</tr>
<tr>
<td>Yield per hectare</td>
</tr>
<tr>
<td>Net Income per hectare</td>
</tr>
<tr>
<td><strong>p-value of 0.05 and below are significant and above 0.05 are not significant</strong></td>
</tr>
</tbody>
</table>

Table 7. Correlation between income and total information score of the respondents

| **Personal Information Sources** | r-value | p-value | Decision |
| Family members                  | 0.133   | 0.090   | Fail to reject Ho |
| Relatives                       | 0.131   | 0.095   | Fail to reject Ho |
| Friends                         | 0.200   | 0.010   | Reject Ho |
| Co-corn growers                 | 0.057   | 0.471   | Fail to reject Ho |
| **Public Information Sources**  |         |         |          |
| Municipal agricultural technician| 0.014   | 0.855   | Fail to reject Ho |
| University agricultural extensionists| 0.086   | 0.273   | Fail to reject Ho |
| Researcher/Experts              | -0.033  | 0.677   | Fail to reject Ho |
| Chemical company technicians    | -0.085  | 0.280   | Fail to reject Ho |
| Chemical company sales representatives| -0.022  | 0.778   | Fail to reject Ho |
| **Multi-media Channels**        |         |         |          |
| Radio                            | 0.157   | 0.046   | Reject Ho |
| Television                       | -0.004  | 0.960   | Fail to reject Ho |
| Newspaper                        | 0.171   | 0.029   | Reject Ho |
| Farm journals/Magazines          | 0.110   | 0.161   | Fail to reject Ho |
| Farm primer                      | 0.050   | 0.526   | Fail to reject Ho |
| Brochure                         | -0.088  | 0.266   | Fail to reject Ho |
| Package of technology            | -0.019  | 0.813   | Fail to reject Ho |
| Leaflet                          | -0.097  | 0.217   | Fail to reject Ho |
| Charts/poster                    | 0.069   | 0.384   | Fail to reject Ho |
| Internet                         | 0.033   | 0.680   | Fail to reject Ho |

**p-value of 0.05 and below are significant and above 0.05 are not significant**