

Part 610 – Natural Resource Economics Handbook

Subpart E – Analysis of the Adoption of Conservation Practices

Figure E-1 Information Sources by Stage of Adoption

Adoption Stage	Information Source
1. Awareness	(1) Mass media (2) Government agencies (3) Friends and neighbors (4) Dealers and salespeople
2. Interest	(1) Mass Media (2) Government agencies (3) Friends and neighbors (4) Dealers and salespeople
3. Evaluation	(1) Friends, neighbors and family (2) Government agencies (3) Mass media
4. Trial	(1) Friends, neighbors and family (2) Government Agencies (3) Mass Media (4) Dealers and salespeople
5. Adoption	(1) Friends, neighbors and family (2) Government agencies (3) Mass media (4) Dealers and salespeople
6. Adaptation	Personal Experience