11. Scale to Measure Attitude of Broiler Farmers towards Broiler Farming


Statements

1. I am confident that broiler farming is a profitable venture in livestock sector. (+)

2. I avoid advising anyone to adopt broiler farming. (-)

3. I favor broiler farming to improve economy of small and landless farmers. (+)

4. I think that religious disapproval to broiler farming is present in India (-)

5. As per my opinion broiler farming is the best option to earn money for rural people. (+)

6. I think that broiler farming does not give more production per unit of investment. (-)

7. I think that broiler rearing is an insurance against crop failure. (+)

8. I prefer broiler farming as it gives quick return in terms of investment. (+)

9. I like to start broiler farming understanding the current demand of meat. (+)

10. I think that broiler farming provides sustainable food security. (+)

11. I would like to advise broiler farming as it is prestigious business globally. (+)

12. There is more propaganda about broiler farming but in reality it is not so. (+)

Value of Reliability: 0.77.