

# Psychological Type of Farm/Ranch Operators: Relationship to Financial Measures

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H. Douglas Jose, James A. Crumly

*Applied Economic Perspectives and Policy*, Volume 15, Issue 1, January 1993,  
Pages 121–132, <https://doi.org/10.2307/1349716>

**Published:** 01 January 1993

## Abstract

Psychological characteristics of farm and ranch operators influence business decisions and the ability of the business to respond effectively to changes in the operating environment. A study was conducted to identify the psychological type of farm families and the effect of type a management objectives. The rural population studied was found to have different psychological preferences than the general population. These differences affect decision processes and have implications for group actions, effective education programs, and acceptable public policies. Consultants working with farm families will be more effective if these preferences are recognized.

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