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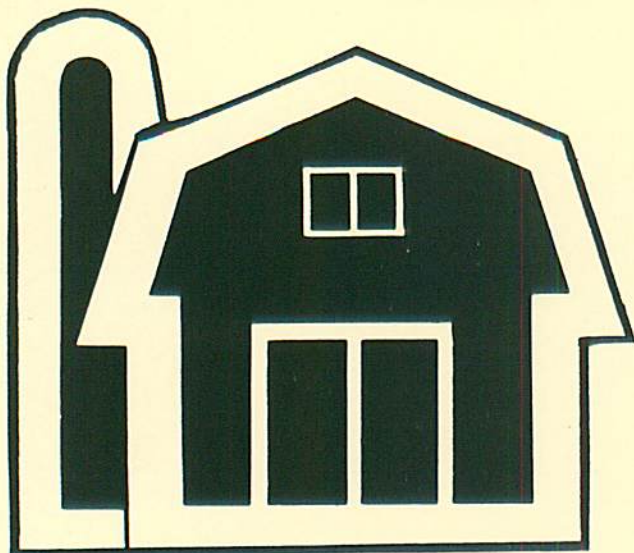
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NORTH DAKOTA REC MAGAZINE SURVEY,
SPRING 1985 - FARM EDITION

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North Dakota REC Magazine Survey, Spring 1985 FARM EDITION

This report presents findings from a larger telephone survey of North Dakota residents concerning their attitudes toward the North Dakota REC Magazine. The survey was conducted in April 1985 by researchers in the Department of Agricultural Economics at North Dakota State University and in cooperation with the North Dakota State Census Data Center. The survey was limited to residents in the state of North Dakota even though the circulation of the North Dakota REC Magazine encompasses a broader geographic area. This report focuses on results for farmers in the state. Analysis for the nonfarm segment of the state and results for the overall study are available in separate reports.

Study Objectives

The character of North Dakota's population has changed markedly during the past decade. The state has reversed its historical trend of population loss and expanded at an impressive level. In fact, North Dakota's residential growth (5.7 percent) was third highest among the dozen states in the region (behind Minnesota and Wisconsin) between 1970 and 1980. Recent population estimates indicate that between 1980 and 1984, North Dakota ranked first in population expansion within the region.

Much of this new population growth has occurred in the state's larger cities. As a result, North Dakota has become more urban in nature. Nearly half of its residents now live in places with at least 2,500 population. A decade earlier only 44.3 percent of the state was urban.

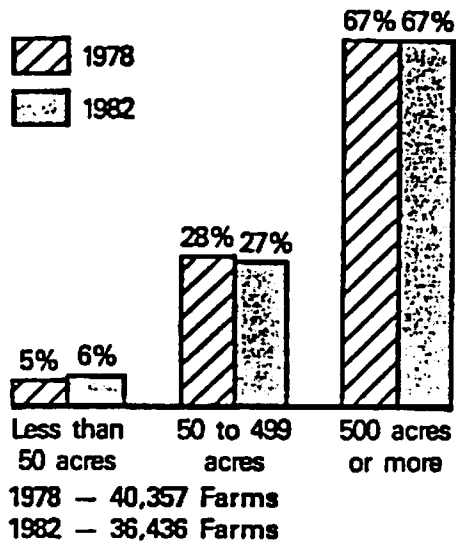
The shift in urban population mirrors many of the changes in the state's agricultural industry. Average farm size in North Dakota increased 18 percent between 1974 and 1984 (from 992 acres to 1,104 acres) while average per farm sales volume, after accounting for inflation, increased by 73 percent. There has been a significant decline in the number of farms in the state; between 1978 and 1982 the number declined from 40,357 to 36,436, a loss of nearly 10 percent (see Figure 1).

A third important shift in the character of North Dakota's population has been a marked change in its workforce. Between 1970 and 1980, nearly 69,000 residents were added to the state's work pool. This 16.5 percent rise was well above the gains experienced in the region. Additionally, more North Dakotans opted to participate in the labor pool during the 1970s than in previous decades. Approximately 61.4 percent of those above the age of 15 had worked or were looking for employment in 1980. This includes an unprecedented rise in women's contribution to paid labor, which rose from 35.4 percent in 1970 to 47.3 percent in 1980. As a result, the number of families in which both spouses worked for pay (54 percent) more than doubled during the past decade.

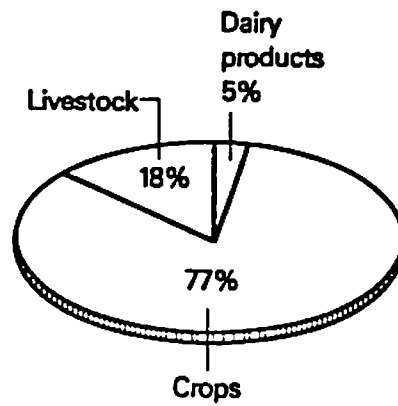
These shifts mark only a few of the changes which have occurred in the character of North Dakota's population. Others include an increased number of homeowners, a larger elderly population, expansion of the highly educated

NORTH DAKOTA

Farms by Size



1982 Market Value of Agricultural Products



Total Value \$2.3 Billion

Source: Bureau of the Census

Figure 1. North Dakota Farms By Size and Market Value

sector of the state, a shift in the state's occupational and industrial mix, and changes in household composition (e.g., more single parents).

Alterations in the characteristics of a population may signal a corresponding change in the informational demands of residents. For example, the pressure among farmers to improve efficiency, adopt more effective management techniques, and develop better financial skills has increased their need for information concerning these matters. Similarly, an expanding number of homeowners, including single parents and women, has increased the demand for information concerning such issues as home repair, product safety, consumer tips and informative advertising. In response to such demands, the intent of this study was to analyze how the North Dakota REC Magazine has met the information needs of residents in the state and assess what changes might be appropriate.

Data and Methods

A telephone survey was conducted of a random sample of North Dakota residents in April of 1985. Telephone interviewing was used to maximize response rate. Calls were made between the hours of 6 p.m. and 9 p.m. with return calls made when necessary. The sampling frame was obtained from a 1 in 75 random sample of the subscription list of the North Dakota REC Magazine. From this list, telephone numbers were matched with corresponding names. A total of 501 residents were contacted with a refusal rate of slightly under 15 percent. Many of those who chose not to participate in the study were farmers who had started planting early due to unseasonably warm spring weather. It should be noted that the respondents were never informed of the sponsor's identity (North Dakota REC Magazine) to insure unbiased reporting.

Separate surveys were conducted for the farm and nonfarm population. The farm survey lasted, on the average, 10 minutes. Telephone interviews were conducted with either spouse or in the case of nonfamily households, the primary owner or renter. The analysis in this report was based upon 159 completed farm surveys.

Results

The survey results are described in three parts. First, a general evaluation of the North Dakota REC Magazine by farm respondents is offered. This review includes: 1) an assessment of the number of periodicals farmers receive; 2) their general reaction to the North Dakota REC magazine; and 3) what farmers typically do with the magazine after they have read it. Second, a more in-depth analysis of those sections of the magazine tailored to the farm sector is reported. Finally, demographic characteristics of farm respondents are provided.

Farm Respondents

Printed Information Received

Farmers in North Dakota appear to receive a variety of printed news media. Those responding to the survey reported that they subscribe to or

receive more than seven magazines and newspapers related to agriculture; more than half of the respondents indicated that they typically read five of the six leading periodicals (see Table 1). The North Dakota REC Magazine was typically read by 94.1 percent of the respondents.

TABLE 1. PUBLICATIONS TYPICALLY READ BY NORTH DAKOTA FARMERS AND APPROXIMATE NUMBER OF DAYS THE PUBLICATION IS KEPT

Publication	Typically Read	Average Number of Days Kept
Magazines		
Successful Farming	61.0%	41.2
Dakota Farmer	67.9%	42.1
ND REC Magazine	94.1%	41.5
Farm Journal	59.7%	37.6
Newspapers		
Back 40	61.6%	15.0
Farm and Ranch Guide	76.1%	19.0
Farm and Home	28.3%	20.0

Farmers viewed the information contained in these magazines as quite valuable as indicated by the retention period of these periodicals. Respondents noted that they kept three of the magazines for more than 41 days, on the average. These included the North Dakota REC Magazine, the Dakota Farmer, and Successful Farming (see Table 1). Farm newspapers appear to have a much shorter shelf life, approximately half that of farm magazines.

To assess which of these periodicals North Dakota farmers found most useful, respondents were asked to rank them according to which they most often turned to for advertising information and for insight into issues of rural North Dakota. The results of this ranking are displayed in Table 2. The respondents were asked to rank their top three choices for each category. The periodical ranked first was given a score of 3, second a score of 2, and third a score of 1. These scores were then summed and divided by the overall total score to provide a comparative figure. The score given in Table 2 can be interpreted as the total number of overall points each periodical received for that respective category. The North Dakota REC Magazine received the highest score in both categories. Respondents gave the North Dakota REC Magazine nearly 44 percent of all the possible points (i.e., combined first, second, and third place points) for its advertising information while it received a slightly lower proportion of points for its aid in understanding issues concerning rural North Dakota (see Table 2).

Proportion of North Dakota REC Magazine Read by Farmers

The value of the North Dakota REC Magazine as an information source for farmers was quite evident in its use by North Dakota farmers. Nearly half of the members in the farm families surveyed typically read the North Dakota REC

TABLE 2. RANKING OF NORTH DAKOTA PUBLICATIONS BY FARMERS IN REGARDS TO INFORMATION ON ADVERTISING AND RURAL NORTH DAKOTA ISSUES

Publication	Percentage Points*	
	"Most often turned to for advertising information"	"Best helps you in understanding issues of rural North Dakota"
Magazines		
Successful Farming	4.4%	8.3%
Dakota Farmer	12.2%	22.6%
ND REC Magazine	43.9%	36.5%
Farm Journal	3.5%	7.9%
Newspapers		
Back 40	7.9%	6.0%
Farm and Ranch Guide	23.6%	16.2%
Farm and Home	4.5%	2.5%
TOTAL	100.0%	100.0%

*Points based on following ranking: First = 3, Second = 2, Third = 1. The percentage point may be interpreted as the total number of points that publication received in the rating process.

Magazine. (Arithmetically, results from the survey indicated that there were 5.3 members in an average farm family of which 2.5 members typically read the magazine).

Additionally, the magazine was typically recycled by farmers instead of being tossed away after use. For example, 10.7 percent of the farmers questioned reported that they passed the issue on to another reader while 39.0 percent clipped and saved items of interest (see Table 3).

TABLE 3. WHAT FARMERS TYPICALLY DO WITH THE NORTH DAKOTA REC MAGAZINE AFTER THEY READ IT

Action	Percent of Farmers
Keep entire issue	12.6%
Clip and save items of interest	39.0%
Pass it along to another reader	10.7%
Throw it out	37.7%
TOTAL	100.0%

The majority of the information contained in the North Dakota REC Magazine was read by farmers. Findings from the survey indicated that, on the average, 58 percent of all articles and 50.5 percent of all advertisements were read by farmers.

Evaluation of Major Sections in Magazine

Each major section of the magazine is evaluated in more detail in Table 4, with respect to how much of each section farmers read and their ranking of the informative nature of the corresponding section. The ranking was based on a scale from 1 to 10 with 1 being the least informative and 10 being the most informative.

According to Table 4, the vast majority of farmers and their family at least skimmed each section of the magazine. Only one (Newsfronts) of the 12 major sections in the magazine had fewer than 40 percent of the respondents read it in its entirety. Four of the sections (Our Readers Reply, Recipe Roundup, The Farm Byline, and The Local Co-op Center Pages) were typically read in their entirety by more than 70 percent of the farmers surveyed (see Table 4).

Current Purchasing Pattern

The type and informative nature of advertising in printed media received by farmers in the state is quite important. This is especially true in today's depressed agricultural market where decisions often represent large investments of capital. For example, Table 5 displays the average amount of money farmers mentioned they spent purchasing various items for their farm during the past year. Farm chemicals and fertilizers comprise a substantial portion of money expenditures on farms. In both cases, more than \$3,500 was spent, on the average, purchasing these items during the past year. Farm machinery expenses also were substantial outlays for farmers as more than \$2,300 was spent, on the average, in this area (see Table 5).

Buying Intentions

In addition to current expenditures, respondents indicated that many were contemplating purchasing large ticket items in the near future. Cars or trucks were mentioned by more than 15 percent of the farmers as items they would most likely buy during the next year (see Table 6). Another 16 percent stated that they were contemplating purchasing new home appliances while 17.3 percent cited an interest in home weatherization material. Moreover, in addition to the 11 percent of farmers who owned personal computers, more than 13 percent cited a strong desire to purchase one within the next year.

Nearly 14 percent of the farmers questioned intended to remodel their existing home within the year. Half of those citing such an intent indicated that they would be doing the remodeling themselves.

TABLE 4. EVALUATION OF THE MATERIAL IN THE NORTH DAKOTA REC MAGAZINE READ BY NORTH DAKOTA FARMERS AND A RANKING OF HOW INFORMATIVE IT WAS

Section	Read Entire Section	Skimmed Through Section	Skipped Entire Section	Ranking*
Editorial by Chub Ulmer	47.5%	34.8%	17.1%	4.9
Newsfronts	39.9	36.1	23.4	4.4
Your Home	57.3	21.7	20.4	5.6
On Wellness	44.6	23.6	31.2	5.0
Our Readers Reply	73.4	14.6	11.4	6.8
Nutrition News	51.0	19.7	28.7	5.6
Prairie Patchwork Hints	65.0	10.2	24.2	6.1
Recipe Roundup	75.9	7.6	16.4	6.5
The Farm Byline by Al Gustin	74.5	11.5	13.4	6.8
Farm and Ranch News	60.9	23.7	14.7	5.9
Sale Report	52.6	19.9	26.9	5.2
Your Local Co-op Center Pages	70.3	15.8	13.3	6.3

*Ranking based on a 10 point scale with 1 being the least informative and 10 being the most informative.

Demographics

A brief description of the characteristics of farmers in the survey is reported in Tables 7 and 9. Corresponding characteristics for farmers in the state, based on the 1982 Census of Agriculture, are reported in Tables 8 and 10.

TABLE 5. AVERAGE AMOUNT OF MONEY SPENT BY FARMERS PURCHASING
SELECTED ITEMS IN 1984

Item	Average Amount Spent in Dollars
Farm Chemicals	\$3526.00
Farm Fertilizers	3887.00
Car	1607.00
Truck/Pickup	1822.00
Tractor	2449.00
Farm Equipment	2378.00
Lawn Mower	80.00
Garden Equipment	8.00
Home Weatherization Material	159.00

TABLE 6. SELECTED ITEMS WHICH FARMERS WERE CONSIDERING
PURCHASING DURING THE NEXT YEAR

Item	Percent of Farmers
Car	15.4%
Truck	15.4%
Tractor	11.5%
Farm Equipment	14.7%
Lawn Mower	10.3%
Home or Cabin	4.5%
Home Appliances	16.0%
Home Computer	13.5%
Garden Equipment	6.4%
Home Weatherization Material	17.3%

Age

The majority of farmers in the study were in the middle age bracket (i.e., 25-54). Only 4 percent of farmers surveyed were under the age of 25 while fewer than 9 percent exceeded age 65 (see Table 7). Spouses, not surprisingly, had a correspondingly similar age distribution. These findings closely match those of the state in general, (see Table 8) indicating that, with respect to age, the study tapped a representative sample of farmers in the state.

TABLE 7. AGE AND EDUCATIONAL LEVEL OF FARM RESPONDENTS AND THEIR SPOUSE

	Age			Education	
	Respondent	Spouse		Respondent	Spouse
Under 25	4.0%	4.4%	Less than H.S.	16.7%	17.1%
25-34	23.0%	20.1%	High School Diploma	39.1%	39.3%
35-44	19.1%	23.0%	Vocational/Trade School	3.2%	5.0%
45-54	26.9%	28.0%	Some College	23.7%	27.9%
55-64	18.4%	16.5%	College Degree	13.5%	9.3%
65 +	8.6%	8.0%	Graduate Work	3.8%	1.4%
TOTAL	100.0%	100.0%		100.0%	100.0%

TABLE 8. AGE AND EDUCATIONAL LEVEL OF FARMERS IN NORTH DAKOTA

Age	Percent	Education	Percent of Persons Aged 25 Years and Over
Under 25	5.4%	Less than H.S.	38.8%
25-34	18.8%	High School Diploma	34.0%
35-44	18.6%	Vocational/Trade School	*
45-54	21.6%	Some College	19.1%
55-64	23.6%	College Degree	8.1%
65 +	12.0%		
TOTAL	100.0%		100.0%

*Data not available.

Education

The educational level of farmers surveyed was relatively high. Fewer than 17 percent of the respondents had less than a high school diploma while a slightly larger proportion than that had a college degree (see Table 7). An additional 24 percent of those surveyed had some college experience. These findings differ somewhat from statistics for the state as reported by the Census Bureau. In 1980, nearly 39 percent of farm residents over 25 years of age did not complete high school (see Table 8). The marked difference between the two figures is due to the high proportion of elderly included in census statistics who are not primarily farm managers and thus not sampled in the survey.

Income and Farm Value

More than one in three respondents indicated that their gross income exceeded \$50,000. In contrast, only 11 percent reported that their income was below \$10,000 in 1984 (see Table 9). The value of respondents' farms reflected the relatively larger landholdings of most farmers in the state compared with nationally. More than 83 percent of those surveyed reported the value of their farm exceeded \$100,000 in 1984. This finding parallels that of the state reported in the 1982 Census of Agriculture (see Table 10).

TABLE 9. APPROXIMATE GROSS INCOME (BEFORE TAXES) AND VALUE OF FARM FOR FARM RESPONDENTS IN 1984

Value of Farm	Percent of Farmers	Gross Income	Percent of Farmers
Less than \$10,000	3.8%	Less than \$10,000	10.9%
\$ 10,000-\$ 19,999	-	\$10,000 - \$19,999	6.3%
\$ 20,000-\$ 29,999	1.9%	\$20,000 - \$29,999	17.2%
\$ 30,000-\$ 39,999	3.8%	\$30,000 - \$39,999	12.5%
\$ 40,000-\$ 69,999	3.8%	\$40,999 - \$49,999	17.2%
\$ 70,000-\$ 99,999	2.9%	\$50,000 and above	35.9%
\$100,000-\$149,999	25.7%		
\$150,000-\$199,999	14.3%	TOTAL	100.0%
\$200,000-\$499,999	33.3%		
Above \$500,000	10.5%		
TOTAL	100.0%		

Activity of Farmers

Finally, the farm respondents appear to be quite active in outdoor activity. Nearly 86 percent reported that they had a garden; half of these (48 percent) indicated that their garden was less than 10 square feet while 24 percent reported that their garden was larger than 100 square feet. In addition, the majority of respondents cited hunting and fishing as recreational forms they typically engaged in. A list of other recreational activities mentioned by farmers who were surveyed is listed in Table 11.

Summary

A telephone survey of North Dakota residents was conducted in April 1985 to assess their attitudes toward the North Dakota REC Magazine. Respondents were selected at random from the 1985 subscription list of the North Dakota REC Magazine. Cross-checks with census data denote that the subscription list offered a representative sample of North Dakota residents. The analysis in this report is based on 159 completed farm surveys.

TABLE 10. APPROXIMATE VALUE OF FARMS IN 1982 FOR NORTH DAKOTA

Value of Farm	Percent of Farmers
Less than \$10,000	1.9%
\$ 10,000-\$ 19,999	1.3%
\$ 20,000-\$ 39,999	3.0%
\$ 40,000-\$ 69,999	5.2%
\$ 70,000-\$ 99,999	5.7%
\$100,000-\$149,999	8.1%
\$150,000-\$199,999	7.6%
\$200,000-\$499,999	36.2%
\$500,000-\$999,999	20.8%
Above \$1,000,000	10.2%
TOTAL	100.0%

TABLE 11. RECREATIONAL ACTIVITIES ENGAGED IN BY SURVEYED FARMERS

Activity	Percent of Farmers	Activity	Percent of Farmers
Hunting	51.6%	Cycling	29.6%
Fishing	56.0%	Sports	25.2%
Swimming	34.6%	Running/ Jogging	47.2%
Boating	37.7%	Other	28.3%
Camping	42.8%		

Results indicate the North Dakota REC Magazine is widely read and strongly liked by farm residents in the state. Ninety-four percent of the respondents typically read the magazine a proportion markedly higher than any other major farm periodical in the state. Moreover, nearly half of the members in the farm families surveyed read the magazine. Respondents noted that the information contained in the magazine was quite useful and helpful. Sixty-two percent of those surveyed reported keeping the entire issue, saving items of interest, or passing the magazine along to another reader as opposed to throwing it out.

Surveyed residents also gave a very favorable evaluation to each of the major sections of the magazine. Only 2 of the 12 sections were read by fewer than 47 percent of the respondents, and only two sections received a ranking lower than 5.0 on a scale from 1 to 10 (1 being least informative and 10 being most informative).

An analysis of buying intentions revealed that many farmers in the state will be purchasing large ticket items in the near future. In addition to their larger outlays for chemicals and fertilizers, more than 15 percent of the farmers surveyed indicated that they would most likely be buying a car or truck next year; 14.7 percent stated they would be purchasing farm machinery while 11.5 percent indicated the need to buy a tractor. An additional 16 percent stated they were contemplating purchasing new home appliances.

Finally, the survey revealed North Dakota farm families are very active outdoors. Eighty-six percent reported having a garden. Additionally, the majority of respondents cited hunting and fishing as recreational forms they typically engaged in.

In sum, farmers in the state found the North Dakota REC Magazine informative and enjoyable to read. Information gathered from its advertising aided them in purchasing decisions as indicated by the level of advertisement readership. The magazine's long retention period and favorable evaluation of each section indicate a positive appraisal by respondents.

APPENDIX 1

Questionnaire Survey

FARM SURVEY

REC MAGAZINE SURVEY

FARM EDITION

We would first like to ask you some questions about your reading habits.

- 1) How many different magazines and newspapers do you and your spouse receive in a typical month?

- 2) Which of the following publications do you typically read and approximately how long do you usually save them?

Table with 3 columns: First, Magazines; Typically Read (Yes/No); Number of days you usually save this magazine. Rows include ND REC Magazine, Dakota Farmer, Successful Farmer, and Farm Journal.

Next, Newspapers

Table with 3 columns: Typically Read (Yes/No); Number of days you usually save this magazine. Rows include Back 40, Farm and Ranch Guide, and Farm and Home.

- 3) From the list of publications I just read, which do you or your spouse most often turn to for advertising information? Rank the top three.

#1 _____ #2 _____ #3 _____

- 4) Again from the same list, rank the top 3 magazines which best help you or your spouse in understanding the issues of rural North Dakota.

#1 _____ #2 _____ #3 _____

Now we would like to ask you some questions specifically about the ND REC magazine.

5. How many members of your family typically read the REC magazine?

_____ Family Members

6. What do you do with your copy of the magazine when you're finished with it?

Keep entire issue

Clip and save items of interest

Pass it along to another reader

Throw it out

7. Please evaluate each of the following sections of the ND REC magazine by indicating: a) if you or your spouse read the section; b) if you or your spouse thought it was informative; and c) how the section might be improved.

	Read Entire Section	Skimmed Through Section	Skipped Entire Section	Please rank how informative this section was on a scale from 1 to 10 with 1 being <u>least</u> informative and 10 <u>most</u> informative	Would you please indicate how this section might be improved.
A. Editorial by Chub Ulmer	___	___	___	___	
B. Newsfronts	___	___	___	___	
C. Your Home	___	___	___	___	

				Please rank how informative this section was on a scale from 1 to 10 with 1 being <u>least</u> informative and 10 <u>most</u> informative	Would you please indicate how this section might be improved.
	Read Entire Section	Skimmed Through Section	Skipped Entire Section		
D. On Wellness	—	—	—	—	
E. Our Reader's Reply	—	—	—	—	
F. Nutrition News	—	—	—	—	
G. Prairie Patchwork, Hints	—	—	—	—	
H. Recipe Roundup	—	—	—	—	
I. The Farm Byline by Al Gustin	—	—	—	—	

	Read Entire Section	Skimmed Through Section	Skipped Entire Section	Please rank how informative this section was on a scale from 1 to 10 with 1 being <u>least</u> informative and 10 <u>most</u> informative	Would you please indicate how this section might be improved.
J. Farm and Ranch News	___	___	___	___	
K. Sale Report	___	___	___	___	
L. Your Local Coop Center Pages	___	___	___	___	

Now we would like to ask you a few questions about the advertisements and editorials you see in the ND REC magazine.

8. A. On the average, what percent of the classified ads do you and your spouse (combined) read?

_____ %

B. Would you please indicate how this section might be improved?

9. A. On the average, what percent of all ads other than classified do you and your spouse (combined) read?

_____ %

B. Do you have any suggestions on how these ads may be improved?

10. What percent of all articles (excluding advertisements) do you and your spouse typically read?

_____ %

11. What type of articles or editorials would you like to see more of?

Now we would like to find out how the ND REC magazine may help you in future purchases you are considering.

12. During the past year, approximately how much money did you spend purchasing the following items?

\$

- A. Farm Chemicals _____
- B. Farm Fertilizers _____
- C. Car _____
- D. Truck/Pickup _____
- E. Tractor _____
- F. Farm Equipment _____
- G. Lawn Mower _____
- H. Garden Equipment _____
- I. Home Weatherization Material _____

13. Which of the following are you considering purchasing during the next year?

- A. Car _____
- B. Truck _____
- C. Tractor _____
- D. Farm Equipment _____
- E. Lawn Mower _____
- F. Home or Cabin _____

- G. Home Appliances _____
- H. Home Computer _____
- I. Garden Equipment _____
- J. Home Weatherization Material _____

14. Are you considering remodeling your home?

Yes ___ No ___

If yes, will you be doing most of the remodeling or will you hire a contractor.

You ___ Contractor ___

Finally, we would like to get some basic background information on the different types of REC magazine readers.

15. First, what is your age category and that of your spouse?

	You	Your spouse
Under 25 years	___	___
25-34	___	___
35-44	___	___
45-54	___	___
55-64	___	___
65 years or over	___	___

16. What was the highest level of education you and your spouse obtained?

	You	Your spouse
Less than high school diploma	___	___
High school diploma	___	___
Vocational or trade school	___	___
Some college	___	___
College degree	___	___
Graduate work	___	___

17. How many members are in your household

18. How many acres do you farm (own and rent)? _____ acres

What types of crops do you raise?

How many head of the following livestock do you raise?

Cattle/Dairy _____

Sheep _____

Hogs _____

Horses _____

19. Do you have a garden?

Yes ___ No ___

If so, about how large? _____

20. Do you own a personal computer?

Yes ___ No ___

21. Do you or your spouse engage in any of the following recreational activities?

___ Hunting	___ Boating	___ Sports (tennis, baseball, hockey)
___ Fishing	___ Camping	___ Running, jogging, walking
___ Swimming	___ Cycling/3-wheeling	___ Other, List _____

22. What was your family's approximate gross income (before taxes) last year?

- Less than \$10,000
- \$10,000 to \$20,000
- \$20,000 to \$30,000
- \$30,000 to \$40,000
- \$40,000 to \$50,000
- Above \$50,000

23. Finally, what was the approximate value of your farm last year?

- Less than \$10,000
- \$10,000 to \$19,999
- \$20,000 to \$29,999
- \$30,000 to \$39,999
- \$40,000 to \$69,999
- \$70,000 to \$99,999
- \$100,000 to \$149,999
- \$150,000 to \$199,999
- \$200,000 to \$499,999
- Above \$500,000

Thank you for your cooperation.

APPENDIX 2

Open-Ended Responses to
Questions Concerning Each Section
of the North Dakota REC Magazine

Farm Edition Comments

- 7a. Editorial by Chub Ulmer
Indicate how this section might be improved.
- [I] don't always agree with his opinion.
 - [Find someone] not as politically prejudiced as he is.
- 7b. Newsfronts
Indicate how this section might be improved.
- good
 - more updated news
 - outdated
- 7c. Your Home
Indicate how this section might be improved.
- good
- 7d. On Wellness
Indicate how this section might be improved.
- no improvement - well liked
 - not interested
- 7e. Our Reader's Reply
Indicate how this section might be improved.
- needs something. . .news
 - enjoyable
 - reads this first
 - interesting
 - more teen replys
 - more
- 7f. Nutrition News
Indicate how this section might be improved.
- good job
 - more recipes on nutrition
- 7g. Prairie Patchwork, Hints
Indicate how this section might be improved.
- not interested
 - great job
- 7h. Recipe Roundup
Indicate how this section might be improved.
- good recipes

Farm Edition Comments (continued)

- 7i. The Farm Byline by Al Gustin
Indicate how this section might be improved.
- [it] depends, [sometimes] the topic catches my eye
 - enjoyable
 - [I] don't always agree with him
 - too much repeated from radio show
- 7j. Farm and Ranch News
Indicate how this section might be improved.
- more research on livestock
- 7k. Sale Report
Indicate how this section might be improved.
- more encouraging information
 - more truthful information
 - too many
- 7l. Your Local Co-op
Center Pages
Indicate how this section might be improved.
- needs variety
 - somewhat biased
 - could have more information
 - the new writer is good
 - like more contests
 - enlarge
 - [it] is hard to find the telephone number for emergencies; should possible always place it in the same place (i.e., inside cover)
 - interesting
- 8b. REC Classified Ads
Indicate how this section might be improved.
- need more ads
 - [I] had an ad in [this] section which was successful in just two weeks
 - have all ads, start to finish uninterrupted (by articles)
 - need more worthwhile ads; some ads are junk
 - quote a price range on ads
 - [I] read the green section of the Fargo Forum
 - divide into categories
- 9b. REC Nonclassified Ads
Indicate how this section might be improved.
- uses coupons
 - list prices on products
 - more addresses, instead of just phone numbers
 - have a section just for ads not all over

Farm Edition Comments (continued)

11. What type of articles or editorials would you like to see more of?

- computers
- farm stress
- economics
- helpful hints
- erosion practices
- farm management
- more local news
- farm equipment
- less of the political aspects but more enjoyable reading
- more local items
- more farm news/features
- more REC information
- history articles - pioneer days
- safety articles
- well-pleased with present articles
- children's section
- stories about rural families by rural families
- marketing futures
- different farmers and what they are doing with high interest rates
- more want ads
- home plans
- people's own stories
- feature unique people in North Dakota
- Al Gustin
- more uplifting news
- articles on power plants
- more articles on small farms, future
- more livestock information
- very good as is
- too many recipes
- more gardening articles
- enjoys the REC because the articles aren't so depressing and stressful
as other farm magazines
- interviews
- sewing, baking, crafts
- history of REC
- shop and building articles
- health
- family
- political articles
- too much the same; like other farm magazines
- landscaping
- Reader's Reply
- crop production
- cooking, gourmet/wok
- foreign trade market
- no till farming

Farm Edition Comments (continued)

21. Other Recreational Activities

- painting
- traveling
- reading
- flying
- weight-lifting
- racing
- repairs
- gardening
- needlepoint
- skiing
- back packing
- movies
- water skiing
- racquetball
- dancing
- rodeo
- aerobics
- horseback riding
- archery
- canoeing
- pool
- biking
- horseshoe