Angus Journal Readership Study

1995

Picture of Angus

AEE Center of Evaluative Studies
410 Agriculture Hall
Michigan State University
East Lansing, MI 48824-1039
Angus Journal Readership Study

Directions:
Answer each question as accurately as you can. Many questions can be answered by circling the item that best describes your opinion or situation. Other questions will require a written answer. All answers will be kept completely confidential.

Example
Rate the importance of the following item when determining which article(s) you will read.

<table>
<thead>
<tr>
<th>Item</th>
<th>Not Important</th>
<th>Somewhat Important</th>
<th>Quite Important</th>
<th>Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>Photo Captions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

By circling "4" you indicate that photo captions are quite important when you determine which *Angus Journal* articles you read.

I. GENERAL READERSHIP:

1. Approximately how long have you been reading the *Angus Journal*?
   a. Less than one year
   b. 2 to 3 years
   c. 4 to 5 years
   d. More than 5 years
   e. I do not read it at all. (If you circled this response, please go to Question 14.)

2. How much of the *Angus Journal* do you usually read?
   a. Less than 25%
   b. 25%
   c. 50%
   d. 75%
   e. All of it

3. Does anyone, other than yourself, read your copy of the *Angus Journal*?
   a. No
   b. Yes

   If yes, who generally reads it? ____________________________

4. Have you ever passed along an article from the *Angus Journal* to:
   a. Another farmer/rancher  ____ Yes  ____ No
   b. Customer  ____ Yes  ____ No
   c. Friend  ____ Yes  ____ No
   d. Family member  ____ Yes  ____ No

5. How would you evaluate the quality of the *Angus Journal*? (Circle only one number per item.)

<table>
<thead>
<tr>
<th>Items</th>
<th>Poor</th>
<th>Fair</th>
<th>Average</th>
<th>Good</th>
<th>Excellent</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Photographs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b. Headlines</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c. Story length</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d. Graphics</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>e. Size of type</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>f. Page arrangement</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>g. Paper quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>h. Writing quality</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>
6. Rate the importance of the following items when determining which article(s) you will read.

<table>
<thead>
<tr>
<th>Items</th>
<th>Not Important</th>
<th>Somewhat Important</th>
<th>Important</th>
<th>Quite Important</th>
<th>Extremely Important</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Article title</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>b. Article length</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>c. Photographs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>d. Photo captions</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>e. Opening paragraphs</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
</tbody>
</table>

Other (please list) ____________________________________________

7. The *Angus Journal* is published on the 1st of each month except for the July/August issue. How do you feel about the journal's frequency of publication?

A. It is published too frequently. ________________ How often should it be published? __________
B. It is published often enough. ________________ How often should it be published? __________
C. It should be published more frequently. ________________ How often should it be published? __________
D. No opinion

8. How would you rate the value of the following departments and/or sections that appear in the *Angus Journal*? (Circle one number per item.)

<table>
<thead>
<tr>
<th>Topic Areas</th>
<th>Not Valuable</th>
<th>Somewhat Valuable</th>
<th>Quite Valuable</th>
<th>Extremely Valuable</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Angus Almanac and Show Schedule</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>b. Association Highlights</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>c. Auxiliary Action</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>d. Beef Logic by Bob Long</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>e. Culling Time</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>f. Certified Angus Beef</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>g. In Touch</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>h. Lead In</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>i. Merchandising by Keith Evans</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>j. New Members</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>5</td>
</tr>
<tr>
<td>k. Newsmakers</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>l. The Next Generation</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>m. Performance Report</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>n. Regional Manager Addresses</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>o. Sale Ring/Sale Summaries</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>p. Show Scene</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>q. Junior Show Scene</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>r. This Beef Business</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>s. Your Angus Advisor</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
<tr>
<td>t. Advertisers Index</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>4</td>
</tr>
</tbody>
</table>

9. Please circle the response that best indicates whether you agree, disagree or are undecided about each of the following statements.

   If you STRONGLY DISAGREE, circle ............................................. SD
   If you DISAGREE, circle ................................................................. D
   If you are UNDECIDED, circle ......................................................... ?
   If you AGREE, circle ........................................................................ A
   If you STRONGLY AGREE, circle ......................................................... SA

| a. The *Angus Journal* is a useful magazine. | SD | D | ? | A | SA |
| b. The *Angus Journal* has few relevant articles for my use. | SD | D | ? | A | SA |
| c. The *Angus Journal* should devote more editorial space to controversial issues affecting the beef industry. | SD | D | ? | A | SA |
| d. The *Angus Journal* serves as a vital |
communication link between Angus breeders and industry-related businesses. SD D ? A SA
e. The *Angus Journal* informs me of the latest developments in the seedstock industry. SD D ? A SA
f. The *Angus Journal* is my major source of new information related to the Angus business. SD D ? A SA
g. The *Angus Journal* devotes sufficient editorial attention to issues affecting the Angus industry. SD D ? A SA
h. The *Angus Journal* provides me with all information I need about the American Angus Association. SD D ? A SA

II. HERD REFERENCE EDITION:

10. Please rate the following aspects of the Herd Reference Edition of the *Angus Journal*:

<table>
<thead>
<tr>
<th>Aspect</th>
<th>Excellent</th>
<th>Good</th>
<th>Fair</th>
<th>Average</th>
<th>Fair</th>
<th>Poor</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Size of the Journal (length)</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>b. Layout/organization of each article</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>c. Front cover</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>d. Color photographs</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>e. Black and white photographs</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>f. Readability of charts and graphs</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>g. Organization of advertisements</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>h. Ease in finding information</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>i. Overall quality of publication</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
</tbody>
</table>

11. What is the ideal month of the year for publishing the Herd Reference Edition of the *Angus Journal*?

   ____ March  ____ July  ____ November  ______________ Other (Please specify)

Why? __________________________________________________________________________

12. Overall, how valuable is the Herd Reference Edition to you?

   a. Extremely valuable
   b. Quite valuable
   c. Somewhat valuable
   d. Not particularly valuable
   e. Not at all valuable

13. What additional suggestions or comments would you offer about the Herd Reference Edition?

   __________________________________________________________________________
   __________________________________________________________________________

III. ADVERTISING:

14. Do you advertise in the *Angus Journal*?

   a. Yes
   b. No (If No, go to Question 21)

15. How often do you advertise in the *Angus Journal*?

   a. Monthly
   b. Bi-Monthly
c. Quarterly  
d. Semi-Annually  
e. Annually  

16. Do you generally advertise in:

a. A regular issue of the *Angus Journal*  
b. The Herd Reference Issue of the *Angus Journal*  
c. Both  

17. In general, where do most of your advertising ideas come from?

a. The *Angus Journal* staff  
b. Yourself, family or business associate  
c. Sale manager  
d. Ad agency  
e. Other ____________________________ (please indicate)  

18. How effective are *Angus Journal* advertisements in meeting your marketing objectives?

a. Very effective  
b. Effective  
c. Somewhat effective  
d. Not very effective  
e. Not at all effective  

19. Have you received help from journal staff in actually preparing your ads?

___ Yes   ___ No ( If No, skip to Question 21)  

If Yes, how helpful have journal staff been in assisting you with the following:

<table>
<thead>
<tr>
<th></th>
<th>Very helpful</th>
<th>Somewhat helpful</th>
<th>Not helpful</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Headline writing</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>b. Copy writing</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>c. Layout and design</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>d. Advice on use of color</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>e. Advice on use of space</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

20. What additional suggestions and comments would you offer about the advertising assistance?

_______________________________________________________________________________

21. How informed are you about the following advertising ideas as they relate to the *Angus Journal*:

<table>
<thead>
<tr>
<th></th>
<th>Very well informed</th>
<th>Well informed</th>
<th>Somewhat informed</th>
<th>Not well informed</th>
<th>Not at all</th>
</tr>
</thead>
<tbody>
<tr>
<td>a. Advertising costs</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>b. Advertising deadlines</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>c. Advertising layout and design</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>d. Regional vs National advertising options</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td></td>
</tr>
<tr>
<td>e. Herd Reference Issue advertising</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>f. Association services available</td>
<td>5</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
</tbody>
</table>

22. On an average, what percentage of *Angus Journal* advertisements would you generally glance at or read?

______ % of regular *Angus Journal*  
______ % of Herd Reference Issue  

23. During the last year, have you inquired about any of the following as a result of advertising?

a. Semen ........... ___ Yes ___ No  
b. Seedstock ........ ___ Yes ___ No  
c. Any Service ....... ___ Yes ___ No  

24. How do you perceive the cost of advertising in the *Angus Journal*?

a. Very high
b. High
c. Reasonable
d. Low
e. Very low

25. Are you planning on purchasing the following equipment and supplies in the next 12 months?

a. Truck ___ Yes ___ No
b. Tractor ___ Yes ___ No
c. Hay equipment ___ Yes ___ No
d. Fencing supplies ___ Yes ___ No
e. Stock trailers ___ Yes ___ No
f. Vaccines, ear tags ___ Yes ___ No

26. How often do you refer to the *Angus Journal* for information on purchasing decisions?

a. Very frequently
b. Frequently
c. Sometimes
d. Seldom
e. Never

27. Would you be interested in receiving Angus sale reports and summaries through electronic media even at a small service fee?

a. Computer bulletin ___ Yes ___ No
b. Fax service ___ Yes ___ No

**IV. PERSONAL INFORMATION:**

28. What is your gender?

a. Female
b. Male

29. What is your age?

a. Under 21 years
b. 22-29 years
c. 30-39 years
d. 40-49 years
e. 50-59 years
f. 60 or over

30. What is the highest level of education that you have completed? (Circle one response.)

a. Some high school
b. Completed high school
c. Some college
d. Completed college
e. Some graduate work
f. Graduate degree

31. What is your major occupation in addition to breeding registered Angus?

a. Crop farmer
b. Commercial cattleman
c. Feedlot operator
d. Business/professional person
e. Skilled laborer
f. Student
g. Other (specify: ______________________________________)

32. How long have you been a member of American Angus Association?
33. How many years have you had registered/commercial Angus cattle?
   _____ Years

34. How many registered cows and bred heifers do you own?
   _____ Herd

35. How many cow-calf units can you carry on your present farm or ranch?
   _____ Herd

36. How large a cow herd do you plan to have five years from now?
   _____ Herd

37. How large a farm or ranch do you operate?
   a. Total: ___________ Acres
   b. Row Crops: ___________ Acres
   c. Hay or Grass: ___________ Acres

38. Please use the space below to share any other thoughts you may have to assist in the improvement of the *Angus Journal*.

________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________
________________________________________________________________________

THANK YOU FOR YOUR PARTICIPATION.

Please return the completed questionnaire to:

AEE Center for Evaluative Studies
410 Agriculture Hall
Michigan State University
East Lansing, MI 48824-1039