Memorandum

Date: October 12, 2008
To: Dr. Reese
From: Mike Schierbeek
Subject: Digital Library Research Assignment

In order to complete this assignment, I needed to use resources at the Michigan State University Business library and eResources, Simmons Choices3 software, and the SRDS lifestyle market analyst. The timeline for this assignment is 1 week. I completed research on Allegan County and the field of precision agriculture.

1. Industry in which employed | Age 22-24 | Age 30-34 | Age 40-44 | Age 50-54
--- | --- | --- | --- | ---
Agriculture/ Forestry/ Hunting/ Fishing Sample # | 4 | 15 | 21 | 26
Index Number | 38 | 70 | 109 | 123

Since I will be employed in the agricultural community when I graduate, I did my research on this field. According to the Simmons Choices3 software, people of the age 50 to 54 are the most involved in the agriculture, forestry, fishing, and hunting industry based on the index numbers. An index number of 128 isn’t very strong since 100 is average of the population but it is the highest of this group. Next I used the Simmons software to find what magazines this age group views the most. I searched in magazines that I thought this industry group would view the most. Bass Master was the highest ranked with an index number of 210, meaning there is a strong correlation between this age group and the viewers of the magazine. The next best magazine is American Rifleman with an index number of 139. These would be the best magazines to advertise in if you were trying to reach this age group.


2. According to the SRDS marketing data research the Grand Rapids, Kalamazoo, and Battle Creek area is highly focused on outdoor activities. I would strongly agree with this as there are many parks and lakes that can be easily accessed by this region, including the Allegan Forest for public hunting. There are also many golf courses in the area and they are typically busy on the weekends. NASCAR is also a sport that attracts many viewers in this area and it is evident by the amount of fans at the local race

<table>
<thead>
<tr>
<th>Ranking</th>
<th>Activity</th>
<th>Index</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Hunting/Shooting</td>
<td>149</td>
</tr>
<tr>
<td>2</td>
<td>NASCAR</td>
<td>146</td>
</tr>
<tr>
<td>3</td>
<td>Golf</td>
<td>142</td>
</tr>
<tr>
<td>4</td>
<td>Recreational Vehicles</td>
<td>135</td>
</tr>
<tr>
<td>5</td>
<td>Bicycling Frequently</td>
<td>134</td>
</tr>
<tr>
<td>6</td>
<td>Camping/ Hiking</td>
<td>133</td>
</tr>
<tr>
<td>7</td>
<td>Boating/Sailing</td>
<td>131</td>
</tr>
<tr>
<td>8</td>
<td>Needlework/Knitting</td>
<td>123</td>
</tr>
<tr>
<td>9</td>
<td>Fishing Frequently</td>
<td>121</td>
</tr>
<tr>
<td>10</td>
<td>Bible/Devotional Reading</td>
<td>116</td>
</tr>
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track.


3. The Holland Sentinel is the closest daily newspaper to my home. The circulation of this paper for the Monday through Saturday issues is 17,212 papers. There are many retail outlets in Holland including Yonkers, Rite Aid, Applebee’s, ABC Warehouse, Wal-Mart, McDonalds, and Meijer. The Chesapeake & Ohio railroad, Greyhound bus service and a taxi bus service are the transportation options for this area.


4. I found the following indexes that would provide information on the area of precision agriculture at Michigan State University Library’s Electronic Resources.

ASABE Technical Library

Result: Computers in Agriculture and Natural Resources, 4th World Congress Conference, Proceedings of the 24-26 July 2006 (Orlando, Florida USA) Publication Date 24 July 2006.

Biological and Agricultural Index


5. The following professional journals pertain to precision agriculture.

*Precision Agriculture*


*Implement & Tractor*


I learned of many resources I can use at the Michigan State University Library. The journals are also good resources to keep well educated on my field of interest.
Bibliography


