

Box List: Farm Progress Publications Readership Studies
Agricultural Extension Service, UIUC
ID: 8/3/110

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Series 1: Farm Progress Publications Readership Studies

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Series 1: Farm Progress Publications Readership Studies

Readership studies

(The summary of what is contained in these records was written by Professor James Evans [8/3/36] who donated this material to the University of Illinois in 2008)

Several periodicals among those published by the Farm Progress Companies have had a comprehensive research program for many years: Wallace Farmer (serving Iowa), Wisconsin Agriculturist and Prairie Farmer (serving Illinois and later Indiana). This research program has involved readership studies and opinion polls, both done by personal interview and mail surveys. Some other farm publications employed research organizations to conduct limited readership studies during the period covered by these contributed materials. However, no other farm publications of that period had their own staffs of interviewers to carry out such extensive readership research and opinion polling.

Independent research firms such as Starch Inc. conducted some of the readership studies during later years.

These pioneering readership studies and opinion polls were started by long-time editor Donald R. Murphy during 1938 in Iowa, and during 1939 in Wisconsin. Prairie Farmer instituted the studies in about 1952. Two readership studies were conducted each year. They were made by personal interview, using farm women and men recruited through the magazines. Readership studies involved aided recall, in which respondents were invited to describe their readership (noted, read some, read most) of articles and advertisements, page by page throughout the issue. All editorial articles and all ads of one-fourth page or larger were included for response. Readership scores were cross-analyzed by gender, age, education and income of the reader, as well as by other characteristics considered important.

The researchers selected modified area probability samples representative of all farm subscribers. Readership studies involved "split-run" techniques with two slightly different versions of the issue going into alternate counties. Samples were large enough to allow comparison of readership of two different versions of a number of advertisements or editorial articles. The purpose was to determine which version scored higher and to try to continually build higher readership based on research findings.

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Early tests resulted in substantially higher readership scores in Wallaces Farmer and Wisconsin Agriculturist as editors tested new ideas to boost readership. Advertisers also were encouraged to run split-run tests to improve their advertising readership.

Beyond the immediate value to those periodicals, findings from this body of research have also proven valuable to agricultural and other editors throughout the nation, and across the years. Findings served as the basis of an influential 1962 book that Murphy wrote, summarizing some results of these readership studies in Wallaces Farmer and Wisconsin Agriculturist between 1938 and 1961:

Donald R. Murphy, What farmers read and like. Ames: Iowa State University Press, 1962.

In the opinion of Professor Evans, the Murphy book is only one indicator of the substantial research potential to be found in these detailed readership studies conducted across decades. Findings hold unique potential for further longitudinal research related to agricultural reporting (across many agricultural topics) and agricultural advertising (across many marketers and categories of products and services).

Opinion polls

These farm periodicals conducted opinion polls for two main purposes: (1) provide information about farmer opinions, farming practices, etc., from a far wider sample of farmers than editors themselves could contact in their normal travels and (2) provide materials for articles for the magazines.

By the late 1970s, two opinion polls were conducted each year in Illinois, Indiana, Iowa and Wisconsin. Statewide area probability samples representative of all farm people in each state were used. Sample size was about 250 men and 250 women in each state, except Indiana where about 200 men and 200 women were interviewed.

Opinion polls were primarily an editorial function with each editor and/or his staff preparing questions to be included in the poll. The number of questions asked in each poll ranged from about 80-90, including a number of standard and demographic questions used for validating the sample and cross-tabulation purposes. Research staff members put the questions and questionnaires into final form and handled all aspects of gathering information, tabulating results and reporting results to the editorial departments. Poll stories were usually among the highest scoring articles in the magazine. Over the years, these periodicals received much publicity from both local and national media, based on poll results. Election polls particularly attracted much interest.

Other materials

Also included are readership award winners, which identify awards for most-read advertisements (1962-1975), brief summaries of readership of ads based on size and color, instructor booklet for interviewers of reader interest studies, Sioux County (Iowa) survey of crops publications, and readership survey research methods and sampling methods.

Box 1

1. Interviewer Instruction Booklet – FPP Readership Studies, c. 1950s
2. 09/19/1952 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1952
3. 10/18/1952 Illinois and Indiana Prairie Farmer Readership of Editorials, 1952

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Box 1

4. Wisconsin Agriculturist Opinion Polls – File Copy with %s marked on ballots (1 of 2), 1952 – 1975
5. Wisconsin Agriculturist Opinion Polls – File Copy with %s marked on ballots (2 of 2), 1953 – 1975
6. 02/21/1953 Illinois and Indiana Prairie Farmer Readership of Editorials, 1953
7. 04/04/1953 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1953
8. 05/16/1953 Illinois and Indiana Prairie Farmer Readership of Editorials, 1953
9. 08/01/1953 Illinois and Indiana Prairie Farmer Readership of Editorials, 1953
10. 09/19/1953 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1953
11. 11/21/1953 Illinois and Indiana Prairie Farmer Readership of Editorials, 1953
12. 02/06/1954 Illinois and Indian Prairie Farmer Readership of Editorials, 1954
13. 04/03/1954 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1954
14. 05/15/1954 Illinois and Indiana Prairie Farmer Readership of Editorials, 1954
15. 08/07/1954 Illinois and Indiana Prairie Farmer Readership of Editorials, 1954
16. 09/18/1954 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1954
17. 11/20/1954 Illinois and Indiana Prairie Farmer Readership of Editorials, 1954
18. 02/05/1955 Illinois and Indiana Prairie Farmer Readership of Editorials, 1955
19. 04/02/1955 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1955
20. 05/21/1955 Illinois and Indiana Prairie Farmer Readership of Editorials, 1955
21. 08/06/1955 Illinois and Indiana Prairie Farmer Readership of Editorials, 1955
22. 09/17/1955 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1955
23. 11/19/1955 Illinois and Indiana Prairie Farmer Readership of Editorials, 1955
24. 02/04/1956 Illinois and Indiana Prairie Farmer Readership of Editorials, 1956
25. 04/07/1956 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1956
26. 04/21/1956 Midwest Farm and Paper Unit readership of Advertisements, 1956
27. 05/19/1956 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1956
28. 08/04/1956 Illinois and Indian Prairie Farmer Readership of Editorials, 1956
29. 09/15/1956 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1956
30. 02/02/1957 Illinois and Indiana Prairie Farmer Readership of Editorials, 1957
31. 04/06/1957 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1957
32. 05/18/1957 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1957
33. 08/03/1957 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1957
34. 09/21/1957 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1957
35. 02/01/1958 Illinois and Indiana Prairie Farmer Readership of Advertisements, 1958
36. 02/15/1958 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1958
37. 08/02/1958 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1958
38. 11/15/1958 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1958-1959
39. 02/07/1959 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1959
40. 02/21/1959 Wisconsin Agriculturist and Farmer Readership of Advertisements and Editorials, 1959
41. 09/19/1959 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1959
42. 11/07/1959 Wisconsin Agriculturist Readership of Advertisements and Editorials, 1959
43. Wisconsin Agriculturist Polls – 1959, 1960, 1961
44. 02/06/1960 Illinois and Indiana Prairie Farmer Readership of advertisements and Editorials, 1960
45. 02/20/1960 Wisconsin Agriculturist Readership of Advertisements and Editorials, 1960
46. 09/03/1960 Wisconsin Agriculturist Readership of Advertisements, 1960

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47. 09/17/1960 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1960
48. 11/05/1960 Wisconsin Agriculturist Readership of Advertisements and Editorials, 1960
49. Copy of Wisconsin AG Poll Ballots & Reader Slips 1960 thru 1976 (1 of 2), 1960 – 1976
50. Copy of Wisconsin AG Poll Ballots & Reader Slips 1960 thru 1976 (2 of 2), 1960 – 1976
51. 09/16/1961 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1961
52. 1 Copy each memo – Editorial Research Reports – Wisconsin Agriculturist – 1961 thru 1976 (1 of 2), 1961 – 1976
53. 1 Copy each memo – Editorial Research Reports – Wisconsin Agriculturist – 1961 thru 1976 (2 of 2), 1961 – 1976
54. 02/03/1962 Wisconsin Agriculturist Readership of Advertisements, 1962
55. 04/21/1962 Illinois and Indiana Prairie Farmer Readership of Advertisements, 1962
56. 10/06/1962 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1962
57. Print General Data – Volume 1 Midwest Unit Report, Prairie Farmer Polls and Reader Slips (1 of 2), 1962 – 1977
58. Print General Data – Volume 1 Midwest Unit Report, Prairie Farmer Polls and Reader Slips (2 of 2), 1962 - 1977
59. Prairie Farmer Publication Polls Illinois & Indiana – No.'s marked on ballot (1 of 2), 1962 -1977
60. Prairie Farmer Publication Polls Illinois & Indiana – No.'s marked on ballot (2 of 2), 1962 -1977

Box 2

1. Readership Award Winners 1962 - 1964
2. 02/16/1963 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials
3. 08/03/1963 Indiana Prairie Farmer Action Taken and Verbatim Comments by Readers, 1963
4. 08/03/1963 Indiana Prairie Farmer Action Taken and Verbatim Comments by Readers, 1963
5. 08/03/1963 Prairie Farmer; Comments made by respondents on the Editorial Content, 1963
6. 08/03/1963 Illinois and Indiana Prairie Farmer Readership of Advertisements, 1963
7. 10/19/1963 Wisconsin Agriculturist Readership of Advertisements, 1963
8. 02/15/1964 Wisconsin Agriculturist Readership of Advertisements, 1964
9. 03/21/1964 Illinois and Indiana Readership of Advertisements and Editorials, 1964
10. 09/05/1964 Wisconsin Agriculturist Readership of Advertisements, 1964
11. 10/03/1964 Illinois and Indiana Prairie Farmer readership of Advertisements and Editorials, 1964
12. Des Moines Register and Tribune Sampling, 1964
13. 03/20/1965 Indiana Prairie Farmer Readership of Advertisements, 1965
14. 03/20/1965 Illinois and Indiana Prairie Farmer Readership of Advertisements and Editorials, 1965
15. 10/02/1965 Illinois and Indiana Readership of Advertisements and Editorials, 1965
16. Wisconsin Reader Interest Studies, 1965 Readership Award Winners 1962 – 1964
17. Readership Award Winners – 10 Year Winners, 1965 – 1977
18. Readership Award Winners, 1965 – 1968
19. Prairie Farmer Readership Studies, Oct. 3, 1970; Aug. 20, 1966; Jan. 15, 1966
20. A Profile of prairie Farmer And Its Subscribers, 1966
21. 1 Copy Each Memo - Editorial Research Reports – Prairie Farmer – 1966 thru 1970 – 1 of 2
22. 1 Copy Each Memo - Editorial Research Reports – Prairie Farmer – 1966 thru 1970 – 2 of 2
23. 11/11/1967; Wisconsin Agriculturist Editorial Research Report; R.J. Pommrehn Letter, 1967 – 1969
24. 01/20/1968 Illinois and Indiana Prairie Farmer Readership of Advertisements
25. Readership Award Winners, 1969 – 1972

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26. Wisconsin AG Poll, September 1970
27. 01/23/1971 Wisconsin Agriculturist Readership of Advertisements
28. Prairie Farmer Ford INSERT, Oct. 2, 1971
29. Wisconsin Agriculturist Opinion Poll Ballots, 1971 – 1989
30. 1 Copy Each Memo – Editorial Research Reports – Prairie Farmer – 1971 thru 1977 – 1 of 3
31. 1 Copy Each Memo – Editorial Research Reports – Prairie Farmer – 1971 thru 1977 – 2 of 3
32. 1 Copy Each Memo – Editorial Research Reports – Prairie Farmer – 1971 thru 1977 – 3 of 3
33. Wisconsin AG., 10-14-1972
34. Prairie Farmer Poll Ballots, 1972 – 1988
35. Prairie Farmer Readership Ad Summary, 2-17-1973
36. 02/17/1973 Illinois and Indiana Prairie Farmer Readership of Advertisement

Box 3

1. Prairie Farmer Poll, December 1975
2. Wisc. Aggie Readership, 1975 – 1976
3. March 20, 1976 & August 7, 1976 – Analysis and Readership of Indiana Prairie Farmer Advertisements
4. Wisconsin Agriculturist Poll April 1976 Ballots
5. June 1976 – Indiana Prairie Farmer Poll
6. June 1976 – Illinois Prairie Farmer Poll
7. Wisconsin Agriculturist Poll September 1976 Ballots
8. September 1976 – Illinois Prairie Farmer Poll
9. September 1976 – Indiana Prairie Farmer Poll
10. 10/9/1976 Wisconsin Agriculturist Farm Progress Publications Research; Editorial Research Report
11. Editorial Research Reports – Wisconsin Agriculturist – 1976 thru 1981 – 1 of 2
12. Editorial Research Reports – Wisconsin Agriculturist – 1976 thru 1981 – 2 of 2
13. Misc. Ed. Studies, 1976 – 1980
14. March 19, 1977 – Prairie Farmer Readership, Analysis, and Publication Reports
15. March 1977 – Illinois Prairie Farmer Poll
16. March 1977 – Indiana Prairie Farmer Poll
17. Wisconsin Agriculturist Poll April 1977 Ballots
18. Wisconsin Agriculturist Ad Summary & Market Analysis 9-10-1977
19. September 1977 – Indiana Prairie Farmer Poll
20. September 1977 – Illinois Prairie Farmer Poll
21. Illinois Prairie Farmer Poll – September 1977
22. November 5, 1977 – Prairie Farmer Reader Characteristics Reports
23. Prairie Farmer Market Analysis & Ad Summary, Nov. 5, 1977
24. Wisconsin AG. Opinion Poll November 1977
25. Prairie Farmer Polls and Prairie Farmer Readership – 1 of 2, 1977-1981
26. Prairie Farmer Polls & Readership – 2 of 2, 1977-1981
27. Prairie Farmer Editorial Research Reports 1977 – 1981 – 1 of 2
28. Prairie Farmer Editorial Research Reports 1977 – 1981 – 2 of 2
29. Prairie Farmer Readership Market Analysis and Ad Summary, 1-21-1978
30. January 21, 1978 – Prairie Farmer Readership and Publication Reports
31. Wisconsin Agriculturist Ad Summary & Market Analysis 3-25-1978

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32. March 1978 – Illinois Prairie Farmer Poll
33. March 1978 – Indiana Prairie Farmer Poll
34. August 5, 1978 – Illinois Ad Summary
35. August 5, 1978 – Indiana Ad Summary
36. August 5, 1978 – Illinois Market Analysis
37. August 5, 1978 – Indiana Market Analysis
38. August 5, 1978 – Illinois Editorial Analysis
39. August 5, 1978 – Indiana Editorial Analysis
40. Ballots Wisconsin Agriculturist Poll, Sept. 1978
41. September 1978 – Indiana Prairie Farmer Poll
42. September 1978 – Illinois Prairie Farmer Poll
43. Editorial Analysis Wisconsin AG – October 14, 1978
44. Wisconsin Agriculturist Poll, December 1978
45. Wisconsin Agriculturist Poll, 1978
46. Ad comparisons by size and color, 1978-1979
47. Editorial Analysis Wisconsin Agriculturist – January 27, 1979
48. Market Analysis Wisconsin Agriculturist Readership, January 27, 1979
49. January 1979 – Illinois Prairie Farmer Polls
50. January 1979 – Indiana Prairie Farmer Polls
51. February 17, 1979 – Illinois Ad Summary
52. February 17, 1979 – Indiana Ad Summary
53. February 17, 1979 – Illinois Market Analysis
54. February 17, 1979 – Indiana Market Analysis
55. February 17, 1979 – Illinois Editorial Analysis
56. February 17, 1979 – Indiana Editorial Analysis
57. Wisconsin Agriculturist Ballots – May 1979
58. Market Analysis Wisconsin Agriculturist Readership, August 11, 1979
59. Indiana Prairie Farmer Opinion Poll Breakdowns, September 1979
60. September 1979 – Illinois Prairie Farmer Polls
61. September 1979 – Indiana Prairie Farmer Polls
62. Wisconsin Poll Ballots, October 1979
63. November 3, 1979 – Illinois Ad Summary
64. November 3, 1979 – Indiana Ad Summary
65. November 3, 1979 – Illinois Market Analysis
66. November 3, 1979 – Indiana Market Analysis
67. November 3, 1979 – Illinois Editorial Analysis
68. November 3, 1979 – Indiana Editorial Analysis
69. 11/14/1979 Illinois Prairie Farmer Readership – Editorial Analysis
70. 11/14/1979 Illinois Prairie Farmer Readership – Market Analysis
71. 11/14/1979 Indiana Prairie Farmer Readership – Market Analysis
72. 11/14/1979 Indiana Prairie Farmer Readership – Editorial Analysis
73. Farm Progress Publications Research 1979 – 1982 – 1 of 2
74. Farm Progress Publications Research 1979 – 1981 – 2 of 2

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1. Market Analysis Wisconsin Agriculturist Readership, February 23, 1980
2. February 1980 – Illinois Prairie Farmer Poll
3. February 1980 – Indiana Prairie Farmer Poll
4. 02/1980 Prairie Farmer Poll
5. 2/1980 Illinois Prairie Farmer Poll – Breakdowns
6. 2/1980 Indiana Prairie Farmer Poll – Breakdowns
7. 03/15/1980 Illinois Prairie Farmer Readership of Advertisements
8. 3/15/1980 Prairie Farmer Readership – Editorial Analysis Breakdowns
9. 3/15/1980 Indiana Prairie Farmer Readership – Editorial Analysis Breakdowns
10. Prairie Farmer Readership Correspondence & Forms – 3/15/1980
11. March 15, 1980 – Illinois Ad Summary
12. March 15, 1980 – Indiana Ad Summary
13. March 15, 1980 – Illinois Market Analysis
14. March 15, 1980 – Indiana Market Analysis
15. March 15, 1980 – Illinois Editorial Analysis
16. March 15, 1980 – Indiana Editorial Analysis
17. Wisconsin Ag. Poll – April 1980
18. September 1980 – Illinois Prairie Farmer Opinion Poll
19. September 1980 – Indiana Prairie Farmer Poll
20. 9/1980 Illinois Poll – Breakdowns
21. 9/1980 Indiana Poll – Breakdowns
22. 09/1980 Wisconsin Agriculturist Poll
23. Wisconsin Ag. Poll, September 1980
24. Illinois Elections Poll, September 1980, Total Sample & Likely Voters
25. Correspondence & Forms Wisconsin Agriculturist, October 11, 1980
26. W.A. (Wisconsin Agriculturist) October, 1980
27. November 1, 1980 – Illinois Ad Summary
28. November 1, 1980 – Indiana Ad Summary
29. November 1, 1980 - Illinois Market Analysis
30. November 1, 1980 – Indiana Market Analysis
31. November 1, 1980 – Illinois editorial Analysis
32. November 1, 1980 – Indiana Editorial Analysis
33. 11/1980 Prairie Farmer Readership – Correspondence & Forms
34. 11/1/1980 Illinois Market Analysis
35. 11/1/1980 Indiana Market Analysis
36. 11/1/1980 Illinois Editorial Analysis
37. January 17, 1981 – Indiana Ad Summary
38. January 17, 1981 – Illinois Market Analysis
39. January 17, 1981 – Indiana Market Analysis
40. January 17, 1981 – Illinois Editorial Analysis
41. January 17, 1981 – Indiana Editorial Analysis
42. 1/17/1981 – Illinois Prairie Farmer – Market Analysis
43. 1/17/1981 – Illinois Prairie Farmer – Editorial Analysis
44. 1/17/1981 – Illinois Prairie Farmer – Ad Summary

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45. 1/17/1981 Indiana Prairie Farmer – Market Analysis
46. 1/17/1981 Indiana Prairie Farmer – Ad Summary
47. 1/17/1981 Indiana Prairie Farmer – Editorial Analysis
48. Indiana Prairie Farmer Analysis sheets, 1/17/1981
49. Indiana Prairie Farmer Readership, 1/17/1981
50. Correspondence and Forms Wisconsin Agriculturist, March 28, 1981
51. Editorial Analysis Wisconsin Agriculturist, March 28, 1981
52. Market Analysis Wisconsin Agriculturist, March 28, 1981
53. 3/1981 Illinois Poll – Interviewer Ballots
54. 3/1981 Indiana Poll – Breakdowns
55. March 1981 – Illinois Prairie Farmer Poll
56. March 1981 – Indiana Prairie Farmer Poll
57. Wisconsin Ag. (Agriculturist) Poll – May 1981
58. 05/1981 Wisconsin Agriculturist Poll
59. July 1981 WF (Wallace Farmer) Poll Results
60. September 1981 – Illinois Prairie Farmer Poll
61. September 1981 – Indiana Prairie Farmer Poll
62. Market Analysis Wisconsin Agriculturist Readership, September 12, 1981
63. Illinois – 11/7/1981 – Mkt. (Market) Analysis
64. Indiana – 11/7/1981 – Mkt. (Market) Analysis
65. Illinois – 11/7/1981 – Ad Summary
66. Indiana – 11/7/1981 – Ad Summary
67. 11/7/1981 – Illinois Editorial Analysis Breakdowns
68. Illinois – 11/7/1981 – Editorial Analysis
69. Indiana – 11/7/1981 – Editorial Analysis
70. Wisconsin AG (Agriculturist) Poll – November, 1981
71. 11/1981 Wisconsin Agriculturist Poll
72. 1/1982 Illinois Opinion Poll
73. 1/1982 Indiana Opinion Poll
74. 2/20/1982 Illinois Market Analysis
75. 2/20/1982 Indiana Market Analysis
76. 2/20/1982 Illinois Ad Summary
77. 2/20/1982 Indiana Ad Summary
78. 2/20/1982 Illinois Ed. (Editorial) Analysis
79. 2/20/1982 Indiana Ed. (Editorial) Analysis
80. WA (Wisconsin Agriculturist) 4/24/1982 – Market Analysis
81. Wallaces Farmer Readership, 09/11/1982
82. Indiana Election Poll – September 1982 Likely Votes – Total Sample – U.S. Senator
83. 9/1982 Illinois Poll
84. 9/1982 Indiana Poll
85. Wisconsin Agriculturist Poll – September 1982
86. Illinois Election Poll – September 1982 – Likely Voters – Total Sample – Governor – Secretary of State – Attorney General – Congress (U.S.) Districts
87. WA (Wisconsin Agriculturist) – 10/9/1982 – Correspondence & Forms

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88. 10/9/1982 Wisconsin Agriculturist Market Analysis
89. 11/6/1982 Prairie Farmer Ad Summary
90. 11/6/1982 Prairie Farmer Editorial Analysis
91. 11/6/1982 Prairie Farmer Market Analysis
92. 11/6/1982 Indiana Prairie Farmer Ad Summary
93. 11/6/1982 Indiana Prairie Farmer Editorial Analysis
94. 11/6/1982 Indiana Prairie Farmer Market Analysis

Box 5

1. Wisconsin Agriculturist Poll Ballots 1982 - 1983
2. Indiana P.F. (Prairie Farmer) Poll Report, February, 1983
3. 2/26/1983 WA (Wisconsin Agriculturist) Readership – Market & Editorial Analysis Breakdowns
4. Wisc. (Wisconsin) AG (Agriculturist) Editorial Report, 2/26/1983
5. Illinois Poll Report, February, 1983
6. Illinois Prairie Farmer 3-19-1983 – Ad Summary
7. Indiana Prairie Farmer 3-19-1983 – Market Analysis
8. Illinois Prairie Farmer 3-19-1983 – Market Analysis
9. Wisconsin Agriculturist Opinion Poll, March 1983
10. 05/1983 Wisconsin Agriculturist Poll
11. Indiana Prairie Farmer Editorial Analysis – 8-6-1983
12. Illinois Prairie Farmer Editorial Analysis – 8-6-1983
13. Indiana Prairie Farmer Ad Summary – 8-6-1983
14. Illinois Prairie Farmer Ad Summary – 8-6-1983
15. Prairie Farmer Farm Progress Publications Research – editorial research report – 8-6-1983
16. Market Analysis Wisconsin Agriculturist Readership, September 10, 1983
17. Wisconsin Agriculturist Reader ship, 9-10-1983, Editorial Analysis Reports
18. Indiana Prairie Farmer Opinion Poll – September 1983 – Breakdowns
19. Illinois Prairie Farmer Opinion Poll - September 1983 – Breakdowns
20. 01/21/1984 Prairie Farmer Analysis of Readership of Advertisements
21. Illinois Prairie Farmer – 1-21-1984 – Ad Summary
22. Indiana Prairie Farmer – 1-21-1984 – Ad Summary
23. Ind. (Indiana) Opinion Poll – Breakdowns – 3-8-1984
24. Ill. (Illinois) Opinion Poll – Breakdowns – 3-8-1984
25. Wisconsin Agriculturist Poll, April 1984
26. Wisconsin Agriculturist Poll, September 1984
27. Illinois Prairie Farmer – 9-1-1984 – Ad Summary
28. Indiana Prairie Farmer – 9-1-1984 – Ad Summary
29. September 1, 1984 – IL & IN Readership Study Masters
30. Wisconsin Agriculturist Poll – Election Questions – September 1984
31. Wisconsin Ag. (Agriculturist) Readership Originals, 11-10-1984
32. Indiana Prairie Farmer Poll, November, 1984
33. Illinois Prairie Farmer Poll, November 1984
34. Prairie Farmer and Wisconsin AG Opinion Polls, 1984 – 1985
35. Indiana Prairie Farmer Readership of Advertisements, 1984
36. Wisconsin AG (Agriculturist) Readership, 1984

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37. Completed Reports, 1984
38. Master – Ad Summary – Market Analysis, 2-16-1985
39. Illinois Prairie Farmer – 2-16-1985 – Ad Summary
40. Indiana Prairie Farmer – 2-16-1985 – Ad Summary
41. Originals – WAG (Wisconsin Agriculturist) – 4/27/1985
42. Wisconsin AG (Agriculturist) Market Analysis – 4/27/1985
43. Wisconsin Agriculturist Opinion Poll, 04/1985
44. Wisc. (Wisconsin) AG. (Agriculturist) – Opinion Poll Masters – April 1985
45. Wis. (Wisconsin) Agriculturist Opinion Poll, Apr. (April) 1985
46. Wisconsin Agriculturist Ad Summary – October 12, 1985
47. 10/12/1985 Wisconsin Agriculturist Financial Situation of Farmers
48. Illinois Prairie Farmer – 11-2-1985 – Ad Summary
49. 11/02/1985 Indiana Prairie Farmer Readership and Analysis of Advertisements
50. Indiana Prairie Farmer – 11-2-1985 – Ad Summary
51. Illinois & Indiana Readership Study Masters – 11-2-1985
52. Editorial Summary – November 2, 1985 – Masters
53. 11/02/1985 Indiana Prairie Farmer Readership – Financial Statements of Farmers
54. Indiana Prairie Farmer – 3/1986 – Poll Report
55. Indiana Prairie Farmer – March 15, 1986 – Masters
56. 03/1986 Wisconsin Agriculturist Opinion Poll
57. Wisconsin Agriculturist Opinion Poll – March 1986
58. Illinois Prairie Farmer Opinion Poll – March 1986 Questions Report
59. Illinois Prairie Farmer – 9/1986 – Poll Report
60. Wisconsin Agriculturist Opinion Poll – September 1986 – Extra Ballots
61. Indiana Prairie Farmer – 9/1986 – Poll Report
62. Illinois Prairie Farmer – 10-18-1986 – Market Analysis
63. Prairie Farmer – 10-18-1986 – Ad Summary
64. Illinois Prairie Farmer – October 18, 1986 – Masters
65. 10/25/1986 Wisconsin Agriculturist Analysis and Readership of Advertisements
66. Illinois Prairie Farmer – 2/21/1987 – Ad Summary
67. Illinois Prairie Farmer – 2/21/1987 – Market Analysis
68. IL Prairie Farmer – Feb. 1987 – Results
69. Indiana Poll Questions – 2/1987
70. In Prairie Farmer – Feb. 1987 – Results
71. Illinois Prairie Farmer R.I. (Readership Studies) – 3/21/1987 – Masters
72. Wisc. (Wisconsin) AG (Agriculturist) – 4/1987 – Correspondence
73. 04/1987 Wisconsin Agriculturist Opinion Poll
74. Wisconsin Agriculturist Opinion Poll – April 1987
75. Indiana and Ohio Readership – 1/19/1988 – Masters
76. Ohio Prairie Farmer Magazine – 1/19/1988
77. Indiana Prairie Farmer – 1/19/1988 – Ad Summary
78. Wisconsin Agriculturist Opinion Poll – March 1988
79. 03/1988 Wisconsin Agriculturist Opinion Poll
80. 03/1988 Wisconsin Agriculturist Poll

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81. Wisconsin Agriculturist Readership of Advertisements And Magazine – 8/2/1988
82. Wisconsin Agriculturist Readership – 8/2/1988 – Masters
83. Indiana Prairie Farmer Poll – 9/1988 – Questions
84. Illinois Prairie Farmer Readership – 11/1/1988 – Masters
85. Illinois Prairie Farmer – 11/1/1988 – Ad Summary
86. Illinois Prairie Farmer – 11/1/1988 – Market Analysis
87. Illinois Prairie Farmer Readership Studies and Magazine – 11/1/1988
88. 11/1/1988 Prairie Farmer Readership and Analysis of Advertisements

Box 6

1. Wisconsin Agriculturist Poll – 2/1989 – Masters
2. 03/07/1989 Indiana Prairie Farmer Analysis of Readership of Advertisements
3. Indiana Prairie Farmer – 3/7/1989 – Ad Summary
4. Indiana Prairie Farmer – 3/7/1989 – Quotes
5. 08/01/1989 Illinois Prairie Farmer Readership and Analysis of Advertisements
6. Indiana Prairie Farmer – 11/1989 – Correspondence and Forms
7. Sioux County Survey/Study – 1989
8. Illinois Prairie Farmer 1989 Market Analysis
9. Illinois Prairie Farmer 1989 Ad Summary
10. 01/02/1990 Wisconsin Agriculturist Readership of Advertisements
11. Wallace Farmer Readership – Hog Producer – 3/13/1990
12. 07/1990 Wisconsin Agriculturist Opinion Poll
13. 08/1990 Illinois and Indiana Prairie Farmer Opinion Polls
14. 11/06/1990 Indiana Prairie Farmer Analysis of Readership of Advertisements
15. Ohio Prairie Farmer – 11/6/1990 – Stickered Magazine and Readership Studies
16. Indiana Master Mags. (Magazines) – 11/1990
17. Illinois Prairie Farmer Analysis – 12/1990
18. Indiana Prairie Farmer Opinion Poll Report – 1990
19. Illinois Prairie Farmer Opinion Poll Report – 1990
20. Wisconsin Agriculturist Opinion Poll Report – 1990
21. Iowa Publication Study Tabs – 1990
22. Indiana Prairie Farmer Opinion Polls – 1990 and 1993
23. Wisconsin Publication Study Tabs – 1990
24. Indiana Publication Study Tabs – 1990
25. 01/1991 Indiana Reports
26. 01/1991 Michigan Reports
27. Wisc. (Wisconsin) AG. (Agriculturist) Daily Problem Reports – 09/1991
28. 09/1991 Wisconsin Agriculturist Readership and Analysis of Advertisements
29. Wisc. (Wisconsin) AG. (Agriculturist) Crosstabs By ADS – 09/1991
30. Calif. (California) Farmer Master File – 10/1991
31. California Farmer File: Readership Study and Magazine – 1991 – 1995
32. Penn. (Pennsylvania) Farmer Master File – 02/1992
33. IND. (Indiana) PF. (Prairie Farmer) Readership – 08/1992
34. 08/1992 Indiana Prairie Farmer Readership Study
35. Ohio Farmer – 10/1992

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36. Indiana Prairie Farmer Readership Study – 1992
37. 1992 Wallace Election Poll
38. Prairie Farmer Readership Study – Mid March 1993
39. Illinois Prairie Farmer Magazine – Mid-March 1993
40. Hog Producer Readership Study – March 1993
41. California Farmer Readership Study and Magazine – May 1993
42. 09/1993 Missouri Ruralist Advertisement and Editorial Survey
43. 1993 Ind. (Indiana) Opinion Poll
44. 1993 Iowa Farm Progress Show
45. Wisconsin Agriculturist Poll – 1993
46. 1993 The Farmer and Dairy Producer Readership Studies
47. The Farmer: Minnesota Magazine – 1993
48. California Farmer Magazines – 1993
49. 1994 Wisc. (Wisconsin) AG. (Agriculturist) Opinion Poll
50. Texas Farmer Stockman Reader Interest Study – 1994
51. Nebraska Farmer Reader Profile and Magazine and Minnesota Farmer Magazine – 1994
52. Texas Farmer Stockman Magazine – 1994
53. 1994 Wallace Farmer Readership
54. 1994 Wisconsin Agriculturist Opinion Poll
55. 1994 Iowa Election Poll

Box 7

1. 1994 Nebraska Farmer Opinion Poll
2. Indiana Prairie Farmer Readership Analysis - 1995
3. Reader Interest Studies – 1995
4. Indiana Prairie Farmer Reader Interest Study and Magazine – 1995
5. Wisconsin AG (Agriculturist) Editorial Research Report – 1998
6. Readership Study – November 2000 Issues – Arkansas Farmer, California Farmer, Nebraska Farmer, Texas Farmer-Stockman, 1 of 2
7. Readership Study – November 2000 Issues – Arkansas Farmer, California Farmer, Nebraska Farmer, Texas Farmer-Stockman, 2 of 2
8. Readership Study – February 2001 Issues – California Farmer, The Farmer (MN), Wallace's Farmer
9. Readership Study – Mid-February 2002 Issues – Missouri Ruralist, Nebraska Farmer, Ohio Farmer, Prairie Farmer, Wallace's Farmer, 1 of 2
10. Readership Study – Mid-February 2002 Issues – Missouri Ruralist, Nebraska Farmer, Ohio Farmer, Prairie Farmer, Wallace's Farmer, 2 of 2
11. Research Study March 2002 – Issues California Farmer, Indiana Prairie Farmer
12. Readership Study, February, Mid-February, March 2003 – Dakota Farmer, Wallace's Farmer, Western, Farmer Stockman
13. 2007 Readership Studies, 1 of 8
14. 2007 Readership Studies, 2 of 8
15. 2007 Readership Studies, 3 of 8
16. 2007 Readership Studies, 4 of 8
17. 2007 Readership Studies, 5 of 8

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18. 2007 Readership Studies, 6 of 8
19. 2007 Readership Studies, 7 of 8
20. 2007 Readership Studies, 8 of 8
21. 2008 Readership Studies, 1 of 2
22. 2008 Readership Studies, 2 of 2
23. Indiana Prairie Farmer poll – filled out surveys 1984-1986
24. Illinois Prairie Farmer poll – filled out surveys 1984-1990
25. Minnesota Wallaces Farmer poll – filled out surveys 1987

Box 8

1. Illinois Prairie Farmer opinion poll analysis by category (issue date: 00/23/70) Sep. 05 70
2. Illinois Prairie Farmer opinion poll analysis by question (issue date: 00/23/70) Sep. 4 1970
3. Illinois Prairie Farmer opinion poll analysis by question (issue date: 00/23/70) Sep. 07 1970
4. Illinois Prairie Farmer opinion poll analysis by education (issue date: 00/23/70) Sep. 12 1970
5. Wallaces Farmer opinion poll analysis by question (issue date: 07/01/70) Sep. 12 1970
6. Wallaces Prairie Farmer opinion poll analysis by category (issue date: 07/01/70) Sep. 19 1970
7. Indiana Prairie Farmer opinion poll analysis by question (issue date: 00/15/70) Sep. 25 1970
8. Ohio Prairie Farmer analysis on readership by magazine layout (issue date: 11/06/70) Feb. 71
9. Ohio Prairie Farmer analysis on readership by magazine layout (issue date: 11/06/70) Feb. 12 1971
10. Michigan Prairie Farmer readership question/answer information (issue date: 01/01/71) Feb. 13 1971
11. Ohio Prairie Farmer analysis on reader characteristics advertisement (11/06/70) Feb. 19 1971
12. Ohio Prairie Farmer analysis on readership by magazine lay-out (issue date: 11/06/70) Feb. 20 1971
13. Wisconsin Agriculturist analysis on reader characteristics advertisement (11/06/70) Mar. 10 1971
14. Ohio Prairie Farmer analysis on reader characteristics by editorial (issue date: 11/06/70) Apr. 02 1971
15. Prairie Farmer Total (issue date: 11/06/70) Apr. 05 1971
16. Wisconsin Agriculturist poll October 1982
17. Wisconsin Agriculturist analysis on reader characteristics by question (issue date: 09/10/83) Feb. 13 1984
18. Wisconsin Agriculturist analysis on reader characteristics by question (issue date: 09/10/83) Feb. 14 1984
19. Wisconsin Agriculturist analysis on readership by magazine lay-out (issue date: 09/10/83) Feb. 27 1984
20. Wisconsin Agriculturist analysis on reader characteristics advertisement (issue date: 09/10/83) Mar. 12 1984
21. Wisconsin Agriculturist analysis on reader characteristics by editorial (issue date: 09/10/83) Mar. 12 1984
22. Wisconsin Agriculturist analysis on readership by editorial (issue date: 09/10/83) May 7 1984
23. Wallaces Farmer analysis on reader characteristics by question (issue date: 11/12/83) May 8 1984
24. Wallaces Farmer analysis on readership by magazine lay-out (issue date: 02/25/84) June 15 1984
25. Illinois Prairie Farmer opinion poll analysis by question (issue date: 11/07/84) Jan. 4 1985
26. Illinois Prairie Farmer opinion poll analysis by question (issue date: 11/07/84) Jan. 4 1985
27. Indiana Prairie Farmer opinion poll analysis by question (issue date: 11/07/84) Jan. 21 1985
28. Indiana Prairie Farmer opinion poll analysis by category (issue date: 11/07/84) Jan. 25 1985

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29. Indiana Prairie Farmer opinion poll analysis by question (issue date: 11/07/84) Jan. 29 1985
30. 1985 Farm Progress Show opinion poll analysis by category (issue date: 10/01/85) Oct. 25-26 1985
31. Illinois Prairie Farmer opinion poll analysis by question (issue date: 03/04/86) May 16 1986
32. Indiana Prairie Farmer opinion poll analysis by question (issue date: 03/04/86) May 20 1986
33. Indiana Prairie Farmer opinion poll analysis by category (issue date: 03/04/86) May 21 1986
34. Illinois Prairie Farmer opinion poll analysis by question (issue date: 03/04/86) May 23 1986
35. Indiana Prairie Farmer opinion poll analysis by category (issue date: 03/04/86) June 6 1986
36. Illinois Prairie Farmer opinion poll analysis by question (issue date: 03/04/86) June 23 1986
37. Illinois Prairie Farmer opinion poll analysis by category (issue date: 03/04/86) June 24 1986
38. Illinois Prairie Farmer opinion poll analysis by question (issue date: 03/04/86) June 24 1986
39. Illinois Prairie Farmer opinion poll analysis by category (issue date: 03/04/86) June 26 1986
40. Indiana Prairie Farmer opinion poll analysis by question (09/01/86) Sep. 19 1986
41. Illinois Prairie Farmer opinion poll analysis by question (issue date: 09/01/86) Sep. 22 1986
42. Indiana Prairie Farmer opinion poll analysis by question (issue date: 09/01/86) Oct. 7 1986
43. Illinois Prairie Farmer opinion poll analysis by question (issue date: 09/01/86) Oct. 17 1986
44. Illinois Prairie Farmer opinion poll analysis by question (issue date: 09/01/86) Oct. 17 1986
45. Illinois Prairie Farmer opinion poll analysis by category (issue date: 09/01/86) Oct. 17 1986
46. Illinois Prairie Farmer opinion poll analysis by category (issue date: 09/01/86) Oct. 23 1986
47. Indiana Prairie Farmer opinion poll analysis by question (issue date: 02/14/87) Apr. 11-13 1987
48. Illinois Prairie Farmer opinion poll analysis by question (issue date: 02/14/87) May 13 1987
49. Indiana Prairie Farmer opinion poll analysis by category (issue date: 02/14/87) Sep. 22 1987
50. Indiana Prairie Farmer opinion poll analysis by question (issue date: 02/14/87) Apr. 31-May 1 1987
51. Illinois Prairie Farmer opinion poll analysis by question (issue date: 02/14/87) May 13 1987
52. Indiana Prairie Farmer opinion poll analysis by question (issue date: 02/14/87) June 16 1987
53. Indiana Prairie Farmer opinion poll analysis by question (issue date: 11/07/84) July 13 1988
54. Indiana Prairie Farmer opinion poll analysis by category (issue date: 09/01/86) July 18 1988
55. Illinois Prairie Farmer opinion poll analysis by question (02/14/87) July 19 1988
56. Indiana Prairie Farmer opinion poll analysis by category (issue date: 02/14/87) July 19 1988
57. Illinois Prairie Farmer opinion poll analysis by category (issue date: 2/14/87) July 20 1988
58. Indiana Prairie Farmer opinion poll analysis by question (issue date: 09/06/88) Nov. 15-16 1988
59. Indiana Prairie Farmer opinion poll analysis by category (issue date: 09/06/88) Nov. 16-17 1988
60. Illinois Prairie Farmer opinion poll analysis by category (issue date: 09/06/99) Dec. 5 1988
61. Illinois Prairie Farmer opinion poll analysis by question (issue date: 09/06/88) Dec. 5 1988
62. Description of materials by James Evans (2009)

Processing Notes

Magazines included in this collection were transferred to the Department of Agriculture. Added folder titles are indicated by brackets []. This material was donated and descriptions were written by Professor James Evans. Processed by Lana Kay Tutterow in fall 2022 under the supervision of Susanne Belovari.