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PROFILE REPORT

Report Title:

Client: Farm Journal Media

Report Date: 4/6/2015 5:20:24PM

Request For: Robert Boling

Data Set: Farmail

Note: The data contained in this report is the property of Farm Journal Media and is NOT to be downloaded, shared or distributed with any other organization or individual.

V.3.0

Client: Farm Journal Media
 Total Records: 884,135

Ag Involvement		96%
Own Operate	614,501	72%
Own a farm Rent out	8,025	1%
Farm Manager	211,177	25%
Employee	1,977	0%
Veterinarian	1,597	0%
Veterinarian - Dairy	2,330	0%
Veterinarian - Beef	3,249	0%
Nutritionist	366	0%
Consultant	149	0%
Consultant Crop	628	0%
Consultant Livestock	187	0%
Consultant Both	214	0%
Retired	0	0%
Deceased	0	0%
Classification Pending	9	0%
Other	7,164	1%
Totals:	851,573	100%

Operation*			
Sell Seed	13,112	2%	
Practice Min or No-Till	146,004	17%	
Adopts New Tech Early	80,417	9%	
Irrigate	63,146	7%	
DTN Subscriber	33,916	4%	
Succession Plan	67,256	8%	
Generated Income		98%	
\$1 to \$39,999	207,548	24%	
\$40,000 to \$99,999	120,431	14%	
\$100,000 to \$249,999	154,712	18%	
\$250,000 to \$499,999	132,741	15%	
\$500,000 to \$999,999	120,994	14%	
\$1,000,000+	127,521	15%	
Totals:	863,947	100%	

Age		38%
1 to 34	5,900	2%
35 to 44	18,503	6%
45 to 54	53,675	16%
55 to 64	105,103	31%
65+	155,650	46%
Totals:	338,831	100%

Primary Tractor		100%
Agco	6,965	1%
Case/IH	54,526	6%
Challenger	1,695	0%
John Deere	98,787	11%
Massey Ferguson	4,478	1%
New Holland/Ford	12,401	1%
Other	9,105	1%
Totals:	187,957	21%

Corn Seed*		
Dekalb	51,725	6%
Golden Harvest	7,285	1%
Northrup King	6,503	1%
ProAccess	335	0%
Garst	4,440	1%
Mycogen	9,341	1%
Pioneer	64,434	7%
Other	51,153	6%

Communications and Links*		
Cell/Mobile Phone	124,775	14%
Email Address	0	0%
Retailer Link	0	0%

Practices*		
Use Fungicides	45,433	5%
Use Seed Treatments	56,838	6%

Generated Acres		96%
1 to 49	164,551	19%
50 to 99	94,642	11%
100 to 249	164,856	19%
250 to 499	131,640	16%
500 to 749	72,975	9%
750 to 999	46,048	5%
1000+	172,941	20%
Totals:	847,653	100%

Subscription*		
Subscribers	331,771	38%
Farm Journal	315,402	36%
Farm Journal: Paid	14,087	2%
Top Producer	117,369	13%
Top Producer: Paid	13	0%
Dairy Today	16,150	2%
Dairy Today: Paid	3	0%

Demo Date		100%
0 to 3 Months	36,140	4%
4 to 6 Months	59,936	7%
7 to 12 Months	169,109	19%
13 to 18 Months	37,635	4%
19 to 24 Months	433,447	49%
25 to 30 Months	16,032	2%
31 to 36 Months	4,864	1%
Older than 36 Months	126,972	14%
Totals:	884,135	100%

* Designated Demographic Percentages Calculated Against Total Records

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Corn 70%			Cotton 10%			Rice 3%		
1 to 49	205,582	33%	1 to 49	43,816	50%	1 to 49	8,861	35%
50 to 99	81,965	13%	50 to 99	9,727	11%	50 to 99	3,099	12%
100 to 249	129,497	21%	100 to 249	12,873	15%	100 to 249	4,359	17%
250 to 499	85,286	14%	250 to 499	8,613	10%	250 to 499	3,420	14%
500 to 749	45,720	7%	500 to 749	4,335	5%	500 to 749	1,834	7%
750 to 999	21,886	4%	750 to 999	2,325	3%	750 to 999	1,018	4%
1000+	47,237	8%	1000+	6,515	7%	1000+	2,411	10%
Totals:	617,173	100%	Totals:	88,204	100%	Totals:	25,002	100%

Soybeans 55%			Wheat - All 55%			Sunflowers 3%		
1 to 49	141,872	29%	1 to 49	252,587	52%	1 to 49	15,448	60%
50 to 99	71,869	15%	50 to 99	62,781	13%	50 to 99	2,726	11%
100 to 249	107,367	22%	100 to 249	73,378	15%	100 to 249	3,522	14%
250 to 499	73,399	15%	250 to 499	41,052	8%	250 to 499	1,763	7%
500 to 749	36,942	8%	500 to 749	20,029	4%	500 to 749	880	3%
750 to 999	17,229	4%	750 to 999	9,917	2%	750 to 999	325	1%
1000+	37,093	8%	1000+	29,212	6%	1000+	923	4%
Totals:	485,771	100%	Totals:	488,956	100%	Totals:	25,587	100%

Sorghum 18%			Tobacco 1%		
1 to 49	107,826	67%	1 to 49	4,359	75%
50 to 99	17,417	11%	50 to 99	649	11%
100 to 249	19,211	12%	100 to 249	536	9%
250 to 499	9,282	6%	250 to 499	155	3%
500 to 749	3,558	2%	500 to 749	54	1%
750 to 999	1,520	1%	750 to 999	20	0%
1000+	2,829	2%	1000+	18	0%
Totals:	161,643	100%	Totals:	5,791	100%

Alfalfa 19%			Oats 19%		
1 to 49	88,796	53%	1 to 49	146,466	88%
50 to 99	34,604	21%	50 to 99	11,011	7%
100 to 249	30,104	18%	100 to 249	6,449	4%
250 to 499	8,356	5%	250 to 499	1,139	1%
500 to 749	2,492	2%	500 to 749	297	0%
750 to 999	730	0%	750 to 999	81	0%
1000+	1,351	1%	1000+	154	0%
Totals:	166,433	100%	Totals:	165,597	100%

Hay 24%			Barley 10%		
1 to 49	116,673	56%	1 to 49	65,753	72%
50 to 99	36,647	18%	50 to 99	9,438	10%
100 to 199	28,785	14%	100 to 249	9,273	10%
200 to 299	12,287	6%	250 to 499	3,820	4%
300 to 499	8,523	4%	500 to 749	1,468	2%
500 to 749	3,506	2%	750 to 999	479	1%
750 to 999	871	0%	1000+	986	1%
1000+	2,005	1%	Totals:	91,217	100%
Totals:	209,297	100%			

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Hogs and Pigs		2%
1 to 49	3,521	19%
50 to 99	827	4%
100 to 249	1,938	10%
250 to 499	1,202	6%
500 to 749	1,126	6%
750 to 999	486	3%
1000 to 1999	2,123	11%
2000 to 4999	2,964	16%
5000+	4,879	26%
Totals:	19,066	100%

Dairy Heifers (Owned)		3%
1 to 49	6,225	24%
50 to 99	6,354	24%
100 to 249	6,579	25%
250 to 499	3,316	13%
500 to 749	1,462	6%
750 to 999	495	2%
1000+	1,631	6%
Totals:	26,062	100%

Fed Cattle (Sold Annually)		6%
1 to 49	29,206	52%
50 to 99	9,111	16%
100 to 249	9,365	17%
250 to 499	3,485	6%
500 to 749	1,869	3%
750 to 999	623	1%
1000 to 1999	1,440	3%
2000 to 4999	981	2%
5000+	675	1%
Totals:	56,755	100%

Sows (Owned)		1%
1 to 24	3,649	42%
25 to 49	1,124	13%
50 to 99	1,143	13%
100 to 249	1,218	14%
250 to 499	513	6%
500 to 749	329	4%
750 to 999	141	2%
1000+	588	7%
Totals:	8,705	100%

Dairy - Total		5%
1 to 49	6,437	14%
50 to 99	9,470	20%
100 to 249	15,712	33%
250 to 499	6,529	14%
500 to 749	3,102	7%
750 to 999	1,242	3%
1000 to 1999	2,379	5%
2000 to 4999	1,466	3%
5000+	640	1%
Totals:	46,977	100%

Horses		3%
1	6,255	21%
2	7,172	24%
3	4,197	14%
4	3,126	11%
5+	8,910	30%
Totals:	29,660	100%

Milk Cows (Owned)		5%
1 to 49	9,072	22%
50 to 99	12,679	30%
100 to 249	10,676	25%
250 to 499	4,025	10%
500 to 749	2,423	6%
750 to 999	550	1%
1000+	2,570	6%
Totals:	41,995	100%

Beef Cows (Owned)		17%
1 to 49	61,825	40%
50 to 99	35,014	23%
100 to 249	36,001	23%
250 to 499	13,959	9%
500 to 749	4,503	3%
750 to 999	652	0%
1000+	1,973	1%
Totals:	153,927	100%

Dairy Heifers (Grown for others)		0%
1 to 49	796	34%
50 to 99	384	17%
100 to 249	508	22%
250 to 499	248	11%
500 to 749	118	5%
750 to 999	57	2%
1000+	221	10%
Totals:	2,332	100%

Calves Backgrounded (Sold Annually)		10%
1 to 49	37,390	43%
50 to 99	18,109	21%
100 to 249	18,148	21%
250 to 499	6,870	8%
500 to 749	3,183	4%
750 to 999	622	1%
1000+	2,838	3%
Totals:	87,160	100%

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New England (6)			1%
Maine	929	23%	
New Hampshire	340	8%	
Vermont	1,551	38%	
Massachusetts	674	16%	
Rhode Island	64	2%	
Connecticut	572	14%	
Totals:	4,130	100%	

Middle Atlantic (3)			3%
New York	11,640	44%	
New Jersey	1,173	5%	
Pennsylvania	13,539	51%	
Totals:	26,352	100%	

East North Central (5)			23%
Ohio	38,216	19%	
Indiana	39,342	19%	
Illinois	67,574	33%	
Michigan	21,563	11%	
Wisconsin	37,340	18%	
Totals:	204,035	100%	

West North Central (7)			36%
Minnesota	49,391	15%	
Iowa	72,009	22%	
Missouri	46,355	14%	
North Dakota	23,855	7%	
South Dakota	26,217	8%	
Nebraska	46,429	14%	
Kansas	57,055	18%	
Totals:	321,311	100%	

South Atlantic (9)			7%
Delaware	998	2%	
Maryland	4,146	7%	
District of Columbia	93	0%	
Virginia	10,370	17%	
West Virginia	1,825	3%	
North Carolina	14,680	24%	
South Carolina	6,397	11%	
Georgia	16,923	28%	
Florida	5,613	9%	
Totals:	61,045	100%	

East South Central (4)			8%
Kentucky	29,862	41%	
Tennessee	19,829	27%	
Alabama	11,257	16%	
Mississippi	11,368	16%	
Totals:	72,316	100%	

West South Central (4)			13%
Arkansas	16,511	15%	
Louisiana	13,402	12%	
Oklahoma	26,005	23%	
Texas	56,394	50%	
Totals:	112,312	100%	

Mountain (8)			6%
Montana	14,937	28%	
Idaho	9,602	18%	
Wyoming	3,405	7%	
Colorado	14,430	27%	
New Mexico	3,164	6%	
Arizona	3,043	6%	
Utah	3,221	6%	
Nevada	837	2%	
Totals:	52,639	100%	

Pacific (5)			3%
Alaska	241	1%	
Washington	10,048	34%	
Oregon	5,904	20%	
California	13,639	46%	
Hawaii	122	0%	
Totals:	29,954	100%	

US Territories			0%
US Territories	7	100%	
Totals:	7	100%	

Military			0%
Military	32	100%	
Totals:	32	100%	

Canada			0%
Canada	0	0%	
Totals:	0	0%	

International			0%
International	0	0%	
Totals:	0	0%	

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