

Profile of an Angus Member

Members who have belonged to the American Angus Association for 10 years or more are much more likely to have been involved in youth livestock activities and to have been introduced to Angus through a youth project than newer members.

This is just one finding from the recently completed American Angus Association member survey. The fact illustrates the importance of aggressively involving young people in the Angus business today to insure more successful Angus breeders for the future.

On the other side of the coin, the survey shows that a larger percentage of newer members first became involved with Angus as adults. Previous research has shown that a high percentage of new members drop out of the registered business during their first three years.

The membership survey, completed in May by Grotta Marketing Research, Inc., of Burleson, Texas, was mailed to a random sample of 2,500 Association regular and life members. The return rate of the survey was nearly 35 percent, high for this type of survey, thus giving it a low margin of error. Grotta projected the results based upon the 21,533 active

Association members at the time the survey was mailed.

It's the first survey of this kind ever conducted by the Association. It was designed to provide accurate insights into demographic profiles of members, their level of involvement with the Association, and their images of and

attitudes toward the Association, the *Angus Journal* and their own cattle operations.

A few of the more interesting tables, compiled from key questions, are reprinted with this report. In brief the highlights are:

Cattle Operations

- Only one in five members report that cattle raising is their primary source of income, and three-fourths derive less than half of their income from cattle. Long-time members and those with larger herds are, obviously, more likely to earn most of their income from cattle production.

- The average member has 13.4 years of experience in the cattle business and has been a member of the American Angus Association for 12.5 years. Almost one-third of members have been raising Angus for more than 20 years.

- Members who own cattle (a small percentage don't), have an average of 44.65 head, for a projected total of 961,450 head of registered Angus cows and replacement heifers. What's more, over half of members also own commercial cows—an average of 36.59 head, giving members a combined total of 1,749,240 head of breeding females.

- Almost half of the members were involved as young people in 4-H, more than one-third in FFA and just under 10 percent were in junior Angus activities. About one-third started in the commercial cattle business and then switched to registered Angus. Another third started with registered Angus as adults, one-tenth continued their family Angus operation, and an eighth began with an Angus youth heifer project.

Membership Activities

- Members have strong loyalty to Angus cattle and the Association. Over three out of four say they are almost certain to continue their membership and less than one of 100 say they are most certain to not continue.

- The most used Association service is registering cattle, and second is transferring cattle. Use of AI Service Certificates and participation in the Angus Herd Improvement Records program are at a second level of importance. Only 144 survey respondents said they would like to see the Association offer new programs.

- Members gave the Association good marks on service to members. Two out of three rated service nine or 10 on a scale where 10 equals "excellent."



The Angus Journal

■ Members report high readership of the *Angus Journal*. More than seven out of 10 members read every issue. Newer members are especially likely to read every issue. The main reason members don't read the *Journal* is that they don't receive it.

(Editors Note: Life members who don't pay annual dues must subscribe to the *Journal*, still only 32 of the 868 members who responded fell into this category.)

■ About two-thirds of the survey respondents mentioned specific *Journal* content that they liked. Cattle prices, sales and shows were mentioned most often,

followed by "all of it." About three out of five said they would like to see more articles for smaller breeders, and more marketing and veterinary information.

■ The *Journal* received very favorable ratings. Almost three out of four rated it from above average to excellent, and only one in 30 rated it as below average. Angus breeders like the *Journal* they reported, because it is informative about the Angus business and covers their interests. Some would prefer less advertising.

■ The high *Journal* readership, Jerry Grotta noted, along with the demographic

makeup of the readership, make it a powerful selling tool for Angus sales.

Member Profiles

The survey revealed that more than four out of five members are men, and half of them are over 50 years of age. The average age of members is 49.8 years. About one-third are farmers or ranchers, and a fourth have household incomes of more than \$100,000. The average income from the survey is \$89,060.

Association members who have questions about this survey may contact Keith Evans, director of communications.

TABLE 1. Cattle Operations

	Total Members
Cattle primary source of income	21.5%
50% or less income from cattle	75.3%
Do not currently have cattle	2.5%
No response	0.6%

TABLE 2. Cattle Operations, by Length of Membership and Herd Size

	Cattle Main Source of Income	Other Main Source of Income
<i>Years Member of Association:</i>		
3 years or less	13.5%	83.9%
4 to 10 years	18.3%	79.3%
More than 10 years	27.1%	68.9%
<i>Head of Registered Angus:</i>		
1 to 10 head	9.4%	89.1%
11 to 30 head	11.0%	89.0%
More than 30 head	36.5%	62.9%

TABLE 3. Length of Time Raising Angus

	Total Members
Less than a year	3.1%
1 to 3 years	17.2%
4 to 6 years	13.9%
7 to 10 years	11.2%
11 to 14 years	8.3%
15 to 20 years	11.6%
More than 20 years	31.1%
Don't raise Angus/No response	3.3%
Average years	13.4

TABLE 4. Agricultural Youth Activities

	Total Members
4-H activities	47.1%
FFA activities	38.2%
Junior Angus activities	9.0%
Another breed association's junior program	3.9%

VITAL MEMBERSHIP STATISTICS

TABLE 5. How Members Got Started with Angus

	Total Members
Started as an adult with registered Angus	34.2%
Had commercial cattle and switched to registered Angus	33.2%
Started with Angus as a youth project	12.7%
Continued the family Angus operation	9.4%
Other	6.9%
No response	3.9%

Table 6. Length of Membership

	Total Members
Less than a year	6.1%
1 to 3 years	19.6%
4 to 6 years	13.7%
7 to 10 years	10.8%
11 to 14 years	9.4%
15 to 20 years	10.6%
More than 20 years	29.4%
No response	0.3%
Average years	12.5

TABLE 7. Readership of the *Angus Journal*

	Total Members
Read every issue	71.1%
Read more than half of the issues	10.6%
Read about half of the issues	5.5%
Read fewer than half of the issues	2.4%
Read only an occasional issue	4.4%
Never read	4.5%
No response	1.5%

TABLE B. Member Demographic Profiles

	Total Members
<i>Sex:</i>	
Male	83.9%
Female	10.1%
No Response	6.0%
<i>Age:</i>	
20 to 29	6.2%
30 to 39	15.1%
40 to 49	26.2%
50 to 59	23.8%
60 or older	25.8%
No response	0.8%
Average age	49.8
<i>Education:</i>	
Grade school	2.0%
High school	22.7%
Some college	24.3%
College graduate	31.0%
Post-graduate	19.1%
No response	0.9%
<i>Occupation:</i>	
Farmer/rancher	37.1%
Professional	16.8%
Non-agricultural business	9.1%
Agricultural business	6.5%
Teacher/education	4.7%
Sales	3.1%
Secretarial/clerical	0.6%
Student	0.6%
Homemaker	0.2%
Other	9.6%
Retired	10.9%
No response	0.8%
<i>Household Income:</i>	
Less than \$20,000	4.8%
\$20,000 to \$39,999	18.1%
\$40,000 to \$59,999	18.4%
\$60,000 to \$79,999	15.7%
\$80,000 to \$99,999	11.4%
\$100,000 to \$199,999	15.1%
\$200,000 or more	9.6%
No response	6.9%
Average household income	\$89,060