

About this survey...

The findings cited in this report are based on a survey sponsored by the Livestock Advertising Network on behalf of ten of its publications:

Alabama Cattleman
The Carolina Cattle Connection
The Florida Cattleman
Georgia Cattleman
Cow Country News
The Louisiana Cattleman
Cattle Business in Mississippi
Ohio Cattleman
Tennessee Cattle Business
The Virginia Cattleman

The survey sample of 4,000 (400 per publication) was selected in systematic, stratified fashion by Livestock Advertising Network and Readex Research from the participating publications' domestic circulations, representing a total of 52,552 named Cattlemen's Association members (and respective publication recipients) at the time of sample selection.

Data was collected via mail survey from May 14 to June 25, 2015. The survey was closed for tabulation with 2,004 usable responses (combined from all publications)—a 50% response rate.

The margin of error for percentages based on 2,004 usable responses is ± 2.1 percentage points at the 95% confidence level.

Livestock Advertising Network 2015 Reader Survey

- ◆ Subscription to a Livestock Association Network (LAN) publication is offered as a benefit to members of their respective states' Cattlemen's Association members. The average LAN publication subscriber has been an Association member for 13.2 years.
- ◆ Livestock Advertising Network publications have an engaged audience who hold the publications in high regard.
 - ◆ The typical subscriber has read or looked through all 4 of the last 4 issues of their LAN publication.
 - ◆ Virtually all subscribers (98%) at least skim a typical issue of their LAN publication, including 79% who read/look through about half or more.
 - ◆ A majority of subscribers agreed with each of five positive statements about their LAN publication. For example, 93% agree that it is easy to read and 90% that it is a reliable source.
- ◆ Livestock Advertising Network publications provide advertisers with multiple opportunities to convey their messages, and are effective in prompting action.
 - ◆ Two-thirds of subscribers (66%) usually share their copy of their LAN publication with other readers; the average pass-along rate is 1.1 others, greatly extending the publications' reach.
 - ◆ Four in five subscribers (80%) referred back to their LAN publication issues in the last 12 months; the average subscriber made 2.6 referrals in that timeframe.
 - ◆ A majority of subscribers (60%) think advertising in their LAN publication makes a company/product/service more credible.
 - ◆ 84% of subscribers took action in the last 12 months as a result of reading their LAN publication. For example, 30% visited an advertiser's website and 19% purchased/ordered a product or service.



- ◆ Although Livestock Advertising Network publications share their audiences with other publications, they prove to be preferred when compared with their competitors.
 - ◆ Four in five subscribers (78%) read at least one of nine competing publications asked about.
 - ◆ When asked which publication they would read if they could choose only one, the highest percentage, by far, selected their LAN publication (56%). No other listed publication was selected by more than 15%.
- ◆ Many subscribers use Livestock Advertising Network's digital resources.
 - ◆ Two in five subscribers (40%) visit their LAN publication's website; 15% do so at least monthly. Upcoming event information and beef market reports are among the most common reasons to visit the LAN publication websites, among those who visit.
 - ◆ About three in four subscribers (23%) receive news via email from their state's Cattlemen's Association; 8% follow their Association on Facebook.

ABOUT THEIR CATTLE/FARM OPERATIONS

- ◆ Nine in ten subscribers (91%) work at cattle/farm operations. These individuals are hereafter referred to as "farmer subscribers."
- ◆ The typical farmer subscriber's cattle/farm operation manages 208 acres of land and has one employee (either full- or part-time).
- ◆ Virtually all farmer subscribers (97%) reported their cattle/farm operations own or manage cattle, most commonly cows/calves. The typical farmer subscriber whose cattle/farm operation owns/manages cattle indicated their operation currently owns or manages about 65 head of cattle at an estimated total value of \$85,200.
- ◆ 33% of farmer subscribers indicated their cattle/farm operations currently own or manage horses, and 29% at least one type of livestock other than cattle and/or horses. Three-fifths (60%) indicated their cattle/farm operations grow crops.
- ◆ The typical farmer subscriber reported their cattle/farm operation's gross revenue in 2014 was \$42,300.

Readex Research conducts hundreds of mail and web-based surveys every year for publishers, advertisers, agencies, association executives, and corporate researchers.



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