

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. The purpose of this research project was to provide the editors and advertisers with a current, credible profile of its audience.

This summary highlights the methodology and results of the **Kentucky Cattlemen's Association** segment—**Cow Country News**.

The survey sample of 400 was selected in systematic fashion by *Cow Country News* and Readex Research from *Cow Country News*' domestic circulation of Kentucky Cattlemen's Association members who receive the publication as a member benefit, representing a total of 7,546 named recipients (or 96% of its entire circulation of 7,822) 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 229 usable responses—a 57% response rate.

The margin of error for percentages based on 229 usable responses is ± 6.4 percentage points at the 95% confidence level.

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

Cow Country News 2015 Reader Survey

- ◆ Subscription to *Cow Country News* is offered as a member benefit to Kentucky Cattlemen's Association members. The average subscriber has been a member for 12.0 years.
- ◆ *Cow Country News* has an engaged audience that holds the publication in high regard.
 - ◆ The typical subscriber has read or looked through all 4 of the last 4 issues of *Cow Country News*.
 - ◆ Virtually all subscribers (97%) at least skim a typical issue of *Cow Country News*, including 75% who read/look through about half or more.
 - ◆ A majority of subscribers agreed with each of five positive statements about *Cow Country News*. For example, 91% agreed that it is a reliable source and 90% that it is easy to read.
- ◆ *Cow Country News* provides advertisers with multiple opportunities to convey their messages, and is effective in prompting action.
 - ◆ Nearly two-thirds of subscribers (63%) usually share their copy of *Cow Country News* with other readers; the average pass-along rate is 1.0 others, greatly extending the publications' reach.
 - ◆ About four in five subscribers (78%) referred back to an issue of *Cow Country News* in the last 12 months; the average subscriber made 2.8 referrals in that timeframe.
 - ◆ A majority of subscribers (58%) think advertising in *Cow Country News* makes a company/product/service more credible.
 - ◆ 86% of subscribers took action in the last 12 months as a result of reading *Cow Country News*. For example, 31% visited an advertiser's website and 24% purchased/ordered a product or service.

continued on page 2 >>>



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2251 Tower Drive West, Stillwater, MN 55082
tel 651.439.1554 fax 651.439.1564

www.readexresearch.com



- ◆ Although *Cow Country News* shares its audience with other publications, it proves to be preferred when compared with competitors.
 - ◆ 87% of subscribers 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 *Cow Country News* (54%). No other listed publication was selected by more than 13%.
- ◆ Many subscribers use Kentucky Cattlemen's Association's digital resources.
 - ◆ Two in five subscribers (42%) visit the Kentucky Cattlemen's Association website; 15% do so at least monthly. Upcoming event information and beef market reports are among the most common reasons to visit the Kentucky Cattlemen's Association website, among those who visit.
 - ◆ About one in six subscribers (16%) receive news via email from the Kentucky Cattlemen's Association; 9% follow the Association on Facebook.

ABOUT THEIR CATTLE/FARM OPERATIONS

- ◆ A majority of subscribers (94%) work at cattle/farm operations. These individuals are hereafter referred to as "farmer subscribers."
- ◆ The typical farmer subscriber's cattle/farm operation manages 203 acres of land and has one employee (either full- or part-time).
- ◆ Virtually all farmer subscribers (98%) 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 67 head of cattle at an estimated total value of \$85,800.
- ◆ 26% of farmer subscribers indicated their cattle/farm operations currently own or manage horses, and 22% at least one type of livestock other than cattle and/or horses. Seven in ten (69%) indicated their cattle/farm operations grow crops.
- ◆ The typical farmer subscriber reported their cattle/farm operation's gross revenue in 2014 was \$48,500.