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RESEARCH REPORT

Florida Cattlemen's Association
Readership Survey



Center for Public Issues Education
IN AGRICULTURE AND NATURAL RESOURCES
UFIFAS

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Introduction

In the fall of 2010, the Florida Cattlemen's Association (FCA) approached the UF/IFAS Center for Public Issues Education in Agriculture and Natural Resources (PIE Center) about conducting a readership survey of the association's monthly magazine. Beginning in the 1970's, FCA has produced a monthly magazine to provide information related to the cattle industry that is both timely and relevant to members. Since its inception, FCA has committed significant financial support and personnel resources to the success of the magazine. As the magazine is now in its fourth decade of production, the FCA executive committee thought it appropriate to critically examine the magazine and determine how it can continue to be a source of useful and valuable information for members.

Methodology

This research was conducted with a quantitative survey method utilizing a researcher-developed questionnaire. In the fall of 2010, the FCA representatives of the executive committee met with PIE Center researchers to determine the outcomes desired from the survey. Once the survey questions were developed, the survey was distributed to the executive committee at the December 2010 Quarterly Meeting. The executive committee pilot tested the instrument and offered suggestions for modifications to the survey. Upon completion of the pilot test and the finalization of the survey questions, the instrument was reviewed by a panel of university experts for face and content validity.

A pre-notice letter written by FCA president, Jim Strickland, explained the purpose of the survey and a call for member participation was inserted in the February 2011 magazine edition. In the March 2011 edition a survey instruction letter, written by Jim Strickland, was inserted into the magazine with a copy of the survey. Participants were also given a web link and the option of completing the survey online. Surveys were collected both in written and electronic form until the end of April 2011.

Results

A total of 268 surveys were collected with 211 surveys being returned via the United Postal Service and 58 surveys being returned online. The 268 returned surveys allow the results to be generalized to 95% of the total readership with a 5-6% fluctuation rate. 85% of respondents were over the age of 46 (n=212) with 37% (n=92) of respondents reporting to be over the age of 65.

Demographics

Age

Answer	Response	%
18 and under	4	2%
19-25	2	1%
26-35	18	7%
36-45	16	6%
46-55	57	23%
56-65	63	25%
over 65	92	37%
Total	252	100%

85% of respondents were over the age of 46 (n=212) with 37% (n=92) of respondents reporting to be over the age of 65.

Gender

Answer	Response	%
Male	201	79%
Female	53	21%
Total	254	100%

Education Level

Answer	Response	%
Some high school	7	3%
High school diploma/GED	75	29%
Associates Degree	45	18%
Bachelors Degree	73	29%
Masters Degree	36	14%
Doctorate Degree	14	5%
Post-doc degree	5	2%
Total	255	100%

Average Number of Cattle on Ranch

Answer	Response	%
less than 50 head	88	35%
51-300 head	88	35%
301-600 head	27	11%
601-1,000 head	22	9%
1,001- 5,000 head	19	8%
5,000 - 10,000 head	1	0%
More than 10,000 head	4	2%
Total	249	100%

70% of the respondents (n=176) had 300 or less head of cattle. 10% of respondents (n=24) had more than 1,000 head.

Number of Florida Cattlemen's Magazine Issues Read in the Last Year

Answer	Response	%
1-3 issues	6	2%
4-6 issues	8	3%
7-9 issues	6	2%
10-11 issues	14	5%
All 12 issues	220	86%
Never read an issue	2	1%
Total	256	100%

An overwhelming majority (86%, n=220) had read all 12 issues of the magazine in the last year.

Amount of Magazine Typically Read

Answer	Response	%
All of it	96	38%
Half of it	71	28%
Three-quarters of it	65	25%
Skim only	24	9%
Do not read	0	0%
Total	256	100%

The majority of respondents (63%, n=161) indicated that they read three quarters –the entire magazine. Very few respondents (9%, n=24) indicated that they “skimmed only.”

Length of Magazine Issue Possession

Answer	Response	%
6 months to 1 year	91	35%
Less than 6 months	76	30%
More than 3 years	32	12%
1-3 years	31	12%
I don't save my copies	27	11%
Total	257	100%

The majority (89%, n=230) save their magazine copies for some lengths of time. 35% (n=91) reported saving their copies from 6 months to a year while 24% (n=63) reported saving their copies for more than a year.

Number of Individuals Florida Cattlemen's Magazine is Shared With

Answer	Response	%
1-2 people	124	48%
I don't pass my magazine to anyone else	87	34%
3-4 people	30	12%
More than 5 people	16	6%
Total	257	100%

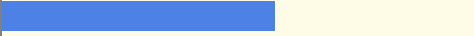




The majority (66%, n=170) reported passing along their magazine to others to read. Based on the results indicated in the above chart, the average magazine reader passes their magazine to 1.7 people each month. Generalizing this number to the total number of magazine readers (n=~4,000), it is estimated that the FCA magazine gets passed along to approximately 6,800 additional people.

Amount of Time Spent Looking at a Magazine Issue

Answer	Response	%
60 minutes or more	108	42%
30-59 minutes	93	36%
10-29 minutes	50	20%
1-9 minutes	5	2%
Don't read	0	0%
Total	256	100%

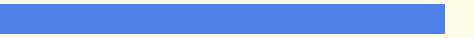


A majority (78%, n=201) reported spending more than 30 minutes in their FCA magazine each month. Only 22% (n=55) spend less than 30 minutes reading the monthly magazine. The average number of time that respondents spend reading their FCA magazine is 45 minutes.

Length of Time Receiving Florida Cattlemen's Magazine

Answer		Response	%
More than 10 years		148	58%
4-6 years		41	16%
1-3 years		35	14%
7-9 years		19	7%
Less than a year		14	5%
Total		257	100%

The majority of the respondents (58%, n=148) have been receiving the magazine for more than 10 years.

Reading Form Preference Currently Used

Answer		Response	%
Read predominately in print		240	93%
Read predominately online		2	1%
Both equally		15	6%
Total		257	100%

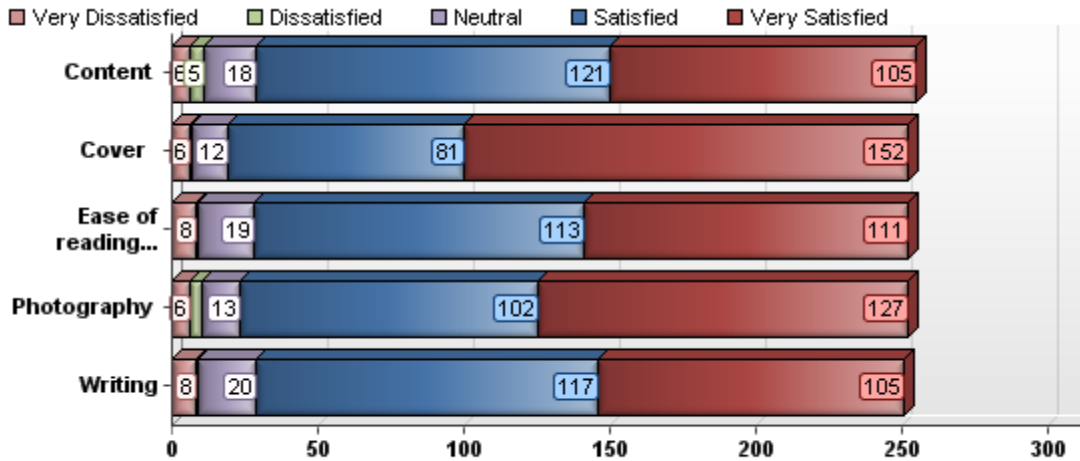
Respondents were asked in what form they preferred to read magazines in general. 93% (n=240) indicated that they preferred to read magazines predominately in print.

Reading Form Preference

Answer		Response	%
In print		217	87%
Online		6	2%
Both		26	10%
Total		249	100%

Respondents were asked in what form they preferred to read the FCA magazine. Similarly to the previous question, the majority (87%, n=217) preferred to read the magazine in print. 10% (n=26) did report that they would prefer to have it online and in print.

Satisfaction Rating on Current Magazine Quality



Question	Very Dissatisfied	Dissatisfied	Neutral	Satisfied	Very Satisfied	Responses	Mean
Cover	6	1	12	81	152	252	4.48
Photography	6	4	13	102	127	252	4.35
Ease of reading	8	1	19	113	111	252	4.26
Writing	8	1	20	117	105	251	4.24
Content	6	5	18	121	105	255	4.23

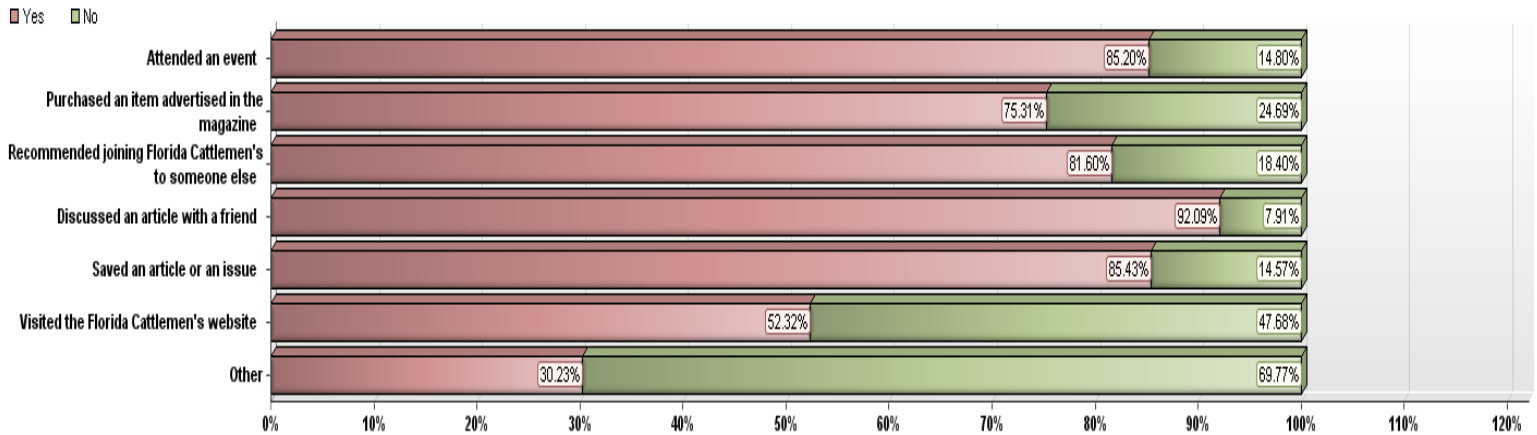
Respondents were asked to rate their satisfaction of specific magazine elements on a five-point scale. They were to rate their satisfaction with 1 = very dissatisfied and 5=very satisfied.

Overall, respondents reported being satisfied or very satisfied with each section of the magazine.

- 92% of respondents were “satisfied” or “very satisfied” with the magazine’s cover.
- 91% of respondents were “satisfied” or “very satisfied” with the magazine’s photography.
- 89% of respondents were “satisfied” or “very satisfied” with the magazine’s ease of reading.
- 88% of respondents were “satisfied” or “very satisfied” with the magazine’s writing.
- 87% of respondents were “satisfied” or “very satisfied” with the magazine’s content.

An additional result to point out is that each category (cover, photography, ease of reading, writing, and content) has less than a 5% rating of “very dissatisfied” or “dissatisfied.”

Actions Taken as a Result of Reading the Florida Cattlemen's Magazine



Question	Yes	No	Responses
Discussed an article with a friend	233	20	253
Attended an event	213	37	250
Saved an article or an issue	211	36	247
Recommended joining Florida Cattlemen's to someone else	204	46	250
Purchased an item advertised in the magazine	183	60	243
Visited the Florida Cattlemen's website	124	113	237
Other	13	30	43

Respondents were asked to report what actions they had taken as a result of reading the FCA magazine. They were asked to select “all that apply” as a result of reading the FCA magazine. The following results were noted:

- 92% of respondents affirmatively answered that they had “discussed an article with a friend.”
- 85% of respondents affirmatively answered that they had “attended an event” as a result of reading the FCA magazine.
- 85% of respondents affirmatively answered that they had “saved an article or an issue.”
- 82% of respondents affirmatively answered that they had “recommended joining FCA to someone else” as a result of reading the FCA magazine.
- 75% of respondents affirmatively answered that they had “purchased an item advertised in the magazine.”
- 52% of respondents affirmatively answered that they had “visited the Florida Cattlemen’s web site” as a result of reading the FCA magazine.

Respondents also had the option of writing in additional actions they had taken as a result of reading the FCA Magazine. The "Other" responses are listed in the chart below.

Other
written my state legislators
Referred others to advertisers for products/services
Bought Items
Education - UFCA Quiz Bowl Questions
called advertisers about their product
Visited Headquarters
Learn history, use as resource guide-planting varieties, bull sources, etc.
Tried to get a copy of a cover photo
County Annual Meetings (Marion)
changed a ranch operating process
referrals
Implemented Ideas

Degree to Which Magazine is Considered a Credible Source of Information About the Florida Cattle Industry

Answer	Response	%
Consistently displays the Florida cattle industry accurately	164	69%
Contains some "spin" but generally is accurate	53	22%
Usually portrays the Florida cattle industry in only a positive light	12	5%
Is not a good source of accurate information	2	1%
No Opinion	6	3%
Total	237	100%

The majority of respondents (69%, n=164) indicated that the FCA magazine consistently displays the Florida cattle industry accurately. Only 1% (n=2) indicated that the FCA magazine was not a good source of accurate information.

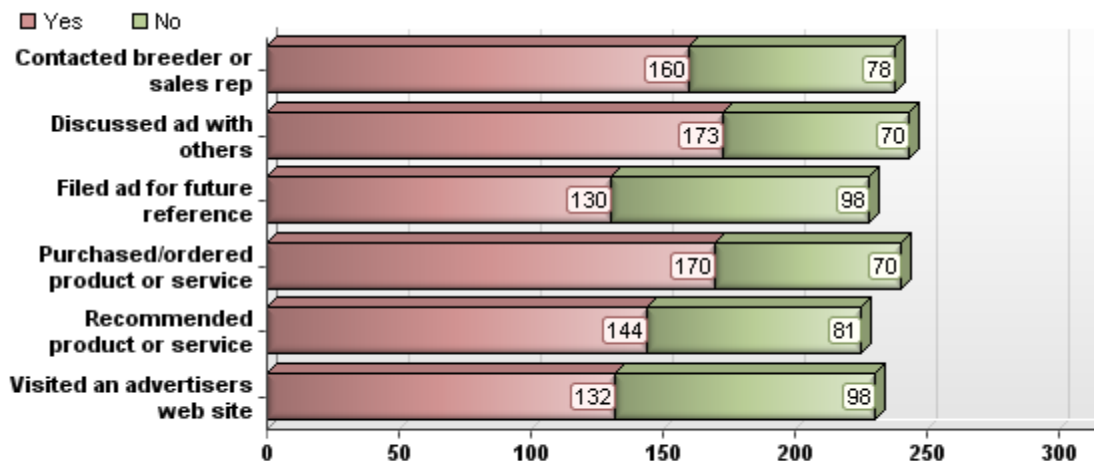
Top Three Reasons Why Florida Cattlemen's Magazine is Read

Answer	1	2	3	4	5	6	7	8	9	Responses
articles/editorials	85	59	35	1	1	0	1	0	0	182
research findings	84	65	36	1	0	1	0	0	0	187
announcements/events	24	22	55	4	3	0	0	0	0	108
to keep updated on social happenings	23	17	17	0	0	1	1	1	0	60
sale advertising	22	13	18	0	1	1	2	0	2	59
product advertising	20	18	30	0	2	1	0	2	0	73
how to articles	17	29	33	3	1	1	0	0	0	84
herd/animal advertising	17	16	15	3	0	0	1	3	0	55
other	3	2	2	0	0	0	1	0	0	9

Respondents were asked to select the top three reasons they read the FCA magazine. The following reasons received the highest percentages of selections.

- 47% reported their number one reason for reading is because of the articles/editorials
 - 98% of respondents indicated articles/editorials were in their top three reasons for reading.
- 45% reported their number one reason for reading is because of the research findings.
 - 99% of respondents indicated research findings were in their top three reasons for reading.
- 22% reported their number one reason for reading is because of the announcements/events.
 - 94% of respondents indicated announcements/events were in their top three reasons for reading.

Actions Taken as a Result of Reading the Magazine Advertisements



Question	Yes	No	Responses
Contacted breeder or sales rep	160	78	238
Discussed ad with others	173	70	243
Filed ad for future reference	130	98	228
Purchased/ordered product or service	170	70	240
Recommended product or service	144	81	225
Visited an advertisers web site	132	98	230

Respondents were asked to identify the actions they had taken as a result of reading the FCA magazine advertisements. Respondents were given six options for actions taken as a result of reading the magazine's advertisements. For answer selections, they were allowed to select "all that apply." They indicated they had taken the following actions:

- 71% of respondents had discussed the ad with others.
- 71% of respondents had purchased/ordered a product or service.
- 67% of respondents had contacted a breeder or a sales representative.
- 64% of respondents had recommended a product or service.
- 57% of respondents had visited an advertisers' web site.
- 57% of respondents had filed an ad for future reference.

Stories/Articles to be Included in Future Issues of the Magazine

Respondents were asked to indicate the types of stories/articles that they would like to see included in future issues of the FCA magazine. Respondents were given a five-point scale and asked to rate their level of agreement with each type of story/article with 1= strongly disagree and 5=strongly agree.

Question	Strongly Disagree	Disagree	Neither Agree nor Disagree	Agree	Strongly Agree	Responses	Mean
Herd Management	2	1	15	107	120	245	4.40
Health Management	2	1	19	103	122	247	4.38
Nutrition management	2	1	14	121	109	247	4.35
Other	2	1	1	4	18	26	4.35
Business management	2	2	23	111	108	246	4.30
Research Findings	4	2	22	109	108	245	4.29
Stories about individual ranchers	3	1	19	125	100	248	4.28
Soil and Water Management	1	3	26	116	101	247	4.27
Marketing Strategies	2	4	31	113	94	244	4.20
Conservation	1	3	35	121	85	245	4.17
New Products	4	0	27	136	77	244	4.16
Youth Activities	2	4	51	112	72	241	4.03
Florida Cattlewomen Events/Activities	4	8	63	112	57	244	3.86

The top five stories/articles to be included in future issues of the magazine organized by highest mean score are:

- Herd Management
- Health Management
- Nutrition Management
- Other
- Business Management

Additionally, respondents were given the option of adding text comments if they felt there were “Other” types of articles/stories they would like to see in future editions of the FCA magazine. The “Other” text responses are listed below.

Other
Great Magazine!
Seminars
Political Interest
All
Florida Cattlemen Events/Activities
Ranch Rodeo articles and info
Tax Issues. FCA Particulars as to constitution and bylaws
Ranch Photo Contests
Property Available
Cattle Show Photos
Keep editor out of mag and more cattle people and ranchers in it. Its about not just people in the mag.
Advertisements disguised as articles
Attorneys Tax Information
legislation / Issues
lack of editing
Obituaries
Club Calves
government policies/programs
Sale/show results

Preference of New Features To Be Considered for Future Magazine Issues

Answer	Response	%
Ask the Expert	151	62%
Magazine organized by sections (i.e. Business management, marketing, conservation, etc..)	126	52%
Letter to the Editor	84	35%
Beef recipes	84	35%
Other	20	8%

Respondents were asked what types of new features they would like to be considered for future editions of the magazine. They were given 5 answer choices and asked to select “all that apply.” Additionally, they were given an “Other” “textbox if they would like to see a new feature that wasn’t mentioned.

- 62% of respondents reported wanting to see an “Ask the Expert” feature.
- 52% of respondents reported wanting to see the magazine organized by sections.

The additional comments that were provided are listed below:

Other
beef & ask the expert
business
Diversification - Hunting/Conservation
Florida Farm/Ranch Family Photo Contests
I started filling out this survey but I honestly don't think you can use my opinion. I don't raise, buy, or eat beef. I do support you by being a member. I have 21 acres, a portion of which is used by the Barthle Brothers Ranch.
Legal Question and Answer
more about the real world, not only on UF
More Cattle (FL) History
More for small rancher, club calves
More Funnies
More grass roots type articles. Good information - not all university oriented. Do not organize by sections. People may overlook very good information. Draw us through the whole magazine.
More readable font. Improve design and appearance
Organize and Grass & Land issues articles
provide survey results
Ranchers Operating Program and Why.
stories about small operations

Key Findings

- The majority of respondents (70%, n=176) to this survey reported having 300 or less head of cattle.
- The majority of respondents (63%, n=161) are reading more than half of the FCA magazine on a monthly basis.
- 86% of respondents reported reading all 12 issues in the last year.
- The majority (66%, n=170) reported passing along their magazine to others to read.
- A majority (78%, n=201) reported spending more than 30 minutes with their FCA magazine each month.
- The average number of time that respondents spend reading their FCA magazine is 45 minutes.
- The majority of the respondents (58%, n=148) have been receiving the magazine for more than 10 years.
- 93% (n=240) indicated that they preferred to read magazines predominately in print. This finding could be attributed to the respondents' age as the majority of them (85%, n=212) were over the age of 46. Typically middle-aged to older adults are referred to as digital immigrants meaning that they use less and are less comfortable with digital technology than younger generations who are referred to as digital natives because technology use is second nature to them. Additionally, this result could be attributed to the finding that a majority (58%, n=148) have been reading the FCA magazine for more than 10 years. These individuals are most likely comfortable with the current format would be uncomfortable changing their reading habits to online.
- Overall, respondents reported being "satisfied" or "very satisfied" with elements (content, cover, ease of reading, writing and photography) relating to the quality of the magazine. Each of these magazine quality categories received less than a 5% rating of "very dissatisfied" or "dissatisfied."
- The majority of respondents indicated that they have taken previous action as a result of reading the FCA magazine. These actions include: attended an event, purchased and item advertised in the magazine, recommended joining FCA to someone else, discussed an article with a friend, saved an article or an issue, visited the FCA website as well as other actions.
- 69% (n=164) indicated that the FCA magazine consistently displays the Florida cattle industry accurately.
- Respondents indicated the top three reasons for reading the FCA magazine were:
 - Articles/Editorials
 - Research Findings
 - Announcements/Events
- The majority of respondents indicated that they had taken action as a result of reading the FCA magazine advertisements.
 - Over 70% of respondents had
 - Discussed an ad with others
 - Purchased/ordered a product or service
 - Over 60% of respondents had
 - Contacted a breeder or a sales representative
 - Recommended a product or service
 - Over 50% of respondents had
 - Visited an advertiser's web site
 - Filed an ad for future reference
- 62% of respondents reported wanting to see an "Ask the Expert" feature.
- 52% of respondents reported wanting to see the magazine organized by sections.

Recommendations

Short Term Recommendations

- FCA should continue to offer the magazine to members primarily in print form, as the majority of members currently prefer print to online reading.
- The survey indicates that FCA should use the magazine to distribute important information as members use the magazine as a credible source of information and look to the magazine for information about FCA and the cattle industry. The magazine is potentially the strongest consistent communication link to FCA members.
- It is recommended that FCA continue to use ad placement in the magazine as the majority of respondents are taking action as a result of viewing the advertisements. It is recommended that FCA use these action numbers when attempting to sell ad space to a new advertiser.
- Due to the large number of individuals who have taken action as a result of the magazine's advertisements, it is recommended that FCA develop a one- page marketing piece for advertisers. The marketing piece should highlight the actions that members take as a result of magazine advertisements as well as breakdown the costs for advertisers. Advertisers typically want to see how much they are paying per person to see their advertisement. This survey indicates that potentially 10,800 people each month are seeing the advertisements. Therefore, if a small ad is \$250, advertisers are paying approximately 2 cents per person to see their ad.
- Due to the large number (66%) of respondents who pass their magazine to others, it is recommended that a membership application or membership instructions are included monthly so that non-members who are receiving the magazine as a pass along item have the opportunity to apply for membership.
- In the text responses, members discussed wanting stories that were personalized to ranchers and it is recommended that when possible, stories/articles feature a human/personalized element.
- It is recommended that FCA create an informational sheet based on the readership survey to put into the magazine for readers to see the results. When individuals participate in research, they often appreciate seeing the final results. Not only will they find the results interesting, but revealing the results along with a short thank-you message to participants will increase FCA's goodwill and reputation with members.

Long Term Recommendations

- In order to advance with technology, it is recommended that FCA look into moving magazine issues and archives online and offer members the option of reading in print and online. Moving to two distribution types could also provide incentives to advertisers to know that their ad will be available in both print and online form.
- In order to aid in the transition of the magazine's information into an online form, it is recommended that FCA use short, interesting pieces of monthly magazine content to post on Facebook and Twitter. Facebook and Twitter appeal largely to the 18-30 demographic who like to read their news in short, succinct sentences. Using magazine content for social media purposes allows FCA to continue highlighting the magazine and provides original content for social media. It is recommended this type of content be posted to Facebook and Twitter 2-3 times a week.
- Regarding the FCA website, it is recommended to determine if there is a way to capture demographic information from individuals visiting the site to determine if a younger demographic is using the online magazine version.
- This survey indicates that members like to keep their magazines for a period of time. It is recommended that if an online version of the magazine is implemented, the online versions should be archived in a user friendly manner for members to easily refer back to past issues.
- It is recommended that the stories highlighted in the FCA magazine primarily revolve around the following topics:
 - Herd Management
 - Health Management
 - Nutrition Management
 - Business Management
 - Other Articles including political/government updates, tax issue updates, club calves sales and results, ranch rodeo articles, property available articles, and ranch photo contents.
- Because members desire to see a personalized touch to stories/editorials and would also like more stories surrounding topics like herd management, health management, etc, it is recommended that FCA committees submit articles on a monthly or a quarterly basis addressing these types of topics. Having committees author these types of stories allows FCA members to get a personal look into the topics of interest.
- It is recommended that FCA consider adding an "Ask the Expert" section to the monthly magazine.
- It is recommended that FCA consider organizing the magazine by sections (business management, marketing, conservation, etc.) due to a majority (52%) of respondents indicating their preference for this type of magazine organization.