

We Want Your Input

Take our 2025 readership survey.

The beef industry is constantly changing, but maybe more so now than ever as cattlemen contemplate rebuilding herds in the wake of higher calf prices and another generation looks to come back into the industry. That makes it all the more important to reach out and get your input.

Please scan the QR code and fill out the full “2025 *Angus Beef Bulletin* Readership Survey” online. Two of those who respond by March 15 will be selected to receive a check for \$250.



If we can’t convince you to fill the survey out online, we still want your feedback.

Please fill out the abbreviated survey on the front and back of this page, tear it out and mail it to:

Shauna Hermel, Editor
Angus Beef Bulletin Readership Survey
 3201 Frederick Ave
 Saint Joseph, MO 64506

1. In what state does your herd reside? _____

2. Which describe you? (Check all that apply.)

- a) Commercial cow-calf producer
- b) Seedstock producer
- c) Industry affiliate (vet, extension, company rep)
- d) Stocker operator
- e) Feedlot operator (1-999 head)
- f) Feedlot operator (1,000 head or more)
- g) Other (please specify)

3. What is your age? (Check one.)

- a) 25 or younger
- b) 26-35 years old
- c) 36-45 years old
- d) 46-60 years old
- e) 61-75 years old
- f) 76 years old or older

5. How many cows/heifers do you calve annually within a commercial cow-calf enterprise? (Check one.)

- a) None
- b) 1-19
- c) 20-49
- d) 50-99
- e) 100-199
- f) 200-499
- g) 500-999
- h) 1,000 or more

12. In the last three (3) years, what percentage of the bulls you purchased were registered black Angus? (Check one.)

- a) 0%-24%
- b) 25%-49%
- c) 50%-74%
- d) 75%-99%
- e) 100%

17. How do you learn about upcoming livestock sales? (Check all that apply.)

- a) Print publications
- b) Word of mouth
- c) Facebook
- d) Breeder website
- e) Angus Sales & Events calendar
- f) Angus Sale Books website
- g) Breeder direct mail piece (postcard or sale book)
- h) *AJ Daily* email
- i) Face-to-face contact with breeder
- j) e-Blast (advertisement sent by email)
- k) Other (please specify)

24. Where do you get your beef industry news and information? (Check all that apply.)

- a) Print publications
- b) e-Newsletters
- c) Television
- d) Radio
- e) Websites
- f) Podcasts
- g) Social media
- h) Meetings & events
- i) Industry affiliate (vet, extension, company rep)
- j) Other (please specify)

34. Do you currently listen to beef industry podcasts?

- Yes
- No

33. Which best describes your use of the Association’s website, www.angus.org?

(Check one.)

- a) I do not visit the website.
- b) I visit about once a month.
- c) I visit about once a week.
- d) I visit twice a week.
- e) I visit daily.
- f) Other (please specify)

29. Why do you read the *Angus Beef Bulletin*? (Check all that apply.)

- a) To keep up with current news and events about the American Angus Association and its entities.
- b) To gain greater understanding about programs and services of the American Angus Association.
- c) To learn about industry news.
- d) To learn basic management techniques.
- e) To learn advanced management techniques.
- f) To read about Angus seedstock producers.
- g) To read about commercial cattlemen using Angus.
- h) To get ideas for marketing feeder calves.
- i) To get ideas for marketing replacement heifers.
- j) To gain insights for feeding cattle.
- k) To learn more about EPDs and \$Values.
- l) Other (please specify)

Continued on page 112

36. Do you receive the *Angus Beef Bulletin EXTRA* newsletter, the supplement to the print publication emailed twice a month?

(Check one.)

- a) Yes
- b) No
- c) No, but sign me up with this email:
Email: _____

37. Do you receive the *AJ Daily* newsletter emailed on either a daily or a weekly basis?

(Check all that apply.)

- a) I receive the *AJ Daily* every weekday.
- b) I receive the *AJ Daily's* weekly summary.
- c) No.
- d) No, but sign me up with this email:
Email: _____

42. What social media platforms do you use for information related to your cattle operation? (Check all that apply.)

- a) Facebook
- b) Twitter
- c) Instagram
- d) Pinterest
- e) LinkedIn
- f) Snapchat
- g) TikTok
- h) Other
- i) I don't use any of social media

46. What topics do you want to read in the *Angus Beef Bulletin* and *Angus Beef Bulletin EXTRA* in the coming year?

- a) _____
- b) _____
- c) _____
- d) _____
- e) _____
- f) _____

50. In the next three years, how do you expect the size of your cow herd to change?

- a) Increase
- b) Decrease
- c) Stay the same

51. If you answered a or b to Question 50, please tell us why.

16. What factors influence where you go to purchase bulls? Indicate by choosing a value, with 0 meaning the factor does not affect your decision and 5 meaning the factor is a primary consideration.

a) Location	0	1	2	3	4	5
b) Print advertisement	0	1	2	3	4	5
c) Radio advertisement	0	1	2	3	4	5
d) Previous purchase	0	1	2	3	4	5
e) Angus Sale Books website	0	1	2	3	4	5
f) Referral	0	1	2	3	4	5
g) Breeder's website	0	1	2	3	4	5
h) Breeder's social media	0	1	2	3	4	5
i) Direct mail from breeder	0	1	2	3	4	5
j) Flyer posted in local business	0	1	2	3	4	5
k) Local auction market	0	1	2	3	4	5
l) Digital advertising	0	1	2	3	4	5
m) Other	0	1	2	3	4	5
For other, please specify:						

18. What factors affect your bull-selection decisions? Indicate by choosing a value, with 0 meaning the factor does not affect your decision and 5 meaning the factor is a primary consideration.

a) Price of the bull	0	1	2	3	4	5
b) Breed of the bull	0	1	2	3	4	5
c) Producer selling bull	0	1	2	3	4	5
d) EPDs of the bull	0	1	2	3	4	5
e) \$Values of the bull	0	1	2	3	4	5
f) If the bull is registered	0	1	2	3	4	5
g) If you will receive a transferred registration	0	1	2	3	4	5
h) Bull's performance	0	1	2	3	4	5
i) Bull's temperament	0	1	2	3	4	5
j) Sire of the bull	0	1	2	3	4	5
k) Dam of the bull	0	1	2	3	4	5
l) Phenotype/visual	0	1	2	3	4	5
m) Past experience with the breeder	0	1	2	3	4	5
n) Past experience with the bloodline	0	1	2	3	4	5
o) Referral	0	1	2	3	4	5
p) Location of bull	0	1	2	3	4	5
q) Marketing assistance for calves	0	1	2	3	4	5
r) Qualification for heifer program	0	1	2	3	4	5
s) Qualification for feeder-cattle buyback program	0	1	2	3	4	5
t) Other	0	1	2	3	4	5
For other, please specify:						