

Breeds of Bulls *WLJ* Readers are Using:

<u>Breed</u>	<u>% of Readers</u>	<u>Breed</u>	<u>% of Readers</u>
Angus	74.0	Salers	2.0
Hereford	12.7	Composites	1.4
Red Angus	12.7	Tarentaise	1.0
HyBrid	8.4	Beefmaster	1.0
Charolais	7.9	Red Brangus	1.0
Gelbvieh	3.7	Brahman	.5
Brangus	3.1	Maine Anjou	.5
Limousin	2.0	Shorthorn	.5
Simmental	2.0		

The total equals more than 100% due to multiple answers.

Your *WLJ* field representative wants you to be successful...

He's ready to assist in merchandising your livestock. He knows the markets, the trends, the buyers, the merchandising methods, and the cattle. He'll be happy to help you plan your future sales and advertising. Call on the expert in the livestock marketing business: your *Western Livestock Journal* field representative.

**To Learn More,
Call 1-800-850-2769**

www.wlj.net

or contact your area fieldman

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Western Livestock Journal.

**Bull
Survey
2008**

Western Livestock Journal conducts a bull survey every three years. This survey is intended to illustrate to our customers the quality of our readership and the value of using *Western Livestock Journal* in a marketing program.

A total of 750 surveys were mailed to *Western Livestock Journal's* paid subscribers on a random-selection basis. There were 251 surveys returned by the cut-off date of January 7, 2008. We had a 33.4 percent return.

General Reader Profile

Own or manage a beef cattle operation	87.6%
Cow/calf	85.6%
Stocker	30.3%
Feeder	24.7%
WLJ readers manage a ranch size of	9,310 acres
Readers retaining ownership of their calves into the feed yard.	21.9%

Readers' Herd Type

Registered herds only	8.3%
Commercial herds only	74.4%
Both commercial and registered breeders	11.1%
Average cowherd size	299 head
Average replacement heifers bred	60 head
Readers using artificial insemination	31.3%
Readers AI breed an average of	96 head
Readers using embryo transfer	8.2%
Readers using DNA technology	12.7%

Bull and Heifer Buyer Profile

Readers use an average of	14.7 bulls
Readers replace an average of	3.6 bulls
Readers who will buy replacement heifers	13.9%
Readers who will raise their own replacement heifers	95%
Readers who will buy replacement females at a Registered Female Sale	15.8%

Elements That Influence Bull Buying Decision

Calving ease	97.7%
Growth traits	83.3%
Reputation of breeder	73.8%
Carcass traits	60.5%
Maternal traits	57.2%
Cost	52.7%
Pedigree	51.1%
Color	34.4%
Location of breeder	32.2%
Selection	23.8%
Guarantee	23.5%
Customer service	22.2%
Sale terms	12.7%
Delivery	12.2%
Marketing program	8.3%

Some totals equal more than 100% due to multiple answers.

2008 Bull Survey