

89.5% manage a beef cattle operation

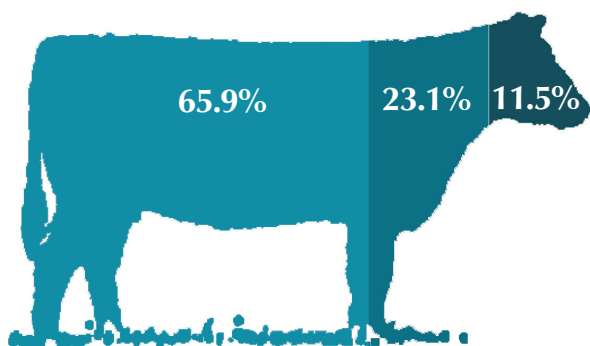
14.5%

retain ownership of their cattle through feedlots

Readers manage an average of

7,089 acres

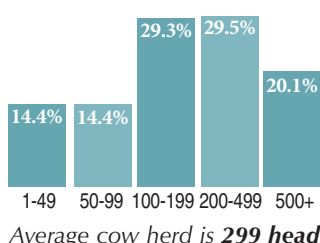
Herd Types



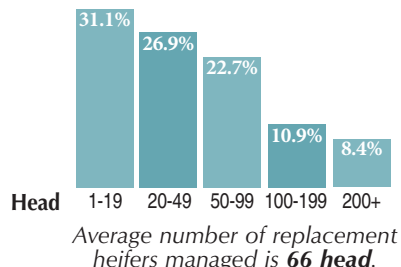
Cow/Calf herd type

- manage a commercial herd only
- manage both commercial and registered herds
- manage a registered herd only

Range in cow herd sizes



Replacement heifers bred



68.4% use horses to manage the ranch

The average number of horses maintained is **9 head**.

The average number of mares bred is **5.6 head**.

15.7% of subscribers breed mares.

37.9% use artificial insemination

Average number of cows and heifers bred AI is **136 head**.

17.1% use embryo transfer

27.9% use DNA technology

Bull-Buying Decisions

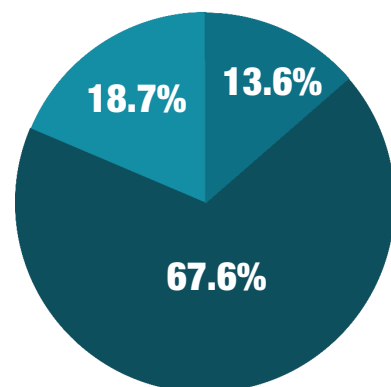
(Elements of influence In order of most importance)

- Calving ease
- Growth traits
- Reputation of breeder
- Maternal traits
- Carcass traits
- Guarantee
- Color
- Pedigree
- Customer service
- Cost
- Selection
- Sale terms
- Location of breeder
- Delivery
- Marketing program

Bull and Heifer Buyer Profiles

Procuring Replacement Heifers

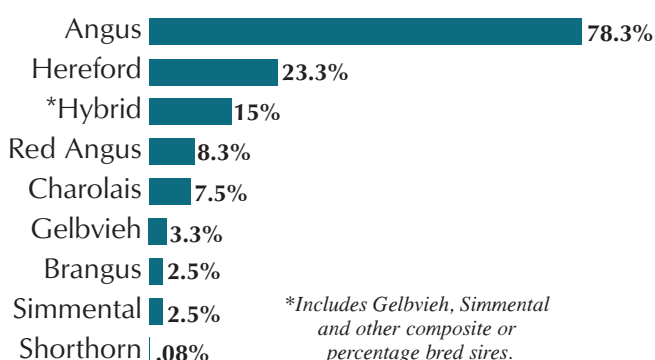
- will purchase
- will raise
- will both raise and purchase



Readers use an average of **14.4 bulls**

Readers replace an average of **4.1 bulls** annually

Breeds of Bulls WLJ Readers are Using



Every three years, Western Livestock Journal conducts a bull survey in an effort to demonstrate for our subscribers and advertisers the quality of our readership and the value of using WLJ as part of a cost-effective marketing program. This year a total of 520 surveys were mailed to paid subscribers on a random nth-selection basis. A total of 172 surveys were returned by the deadline date of Feb. 7, 2014, resulting in a 33.9 percent response. The margin of error is +/- 4 percent. Some totals equal more than 100% due to multiple answers.

CONSULT YOUR FIELD REP FOR ASSISTANCE IN MARKETING YOUR LIVESTOCK.

He knows the markets, trends, who your buyers are and how to get the results you're looking for. Your WLJ Field Rep is more than happy to help you plan your future sales, advertising and promotional activities. Call on the expert in the livestock marketing business—your WLJ Field Representative today.

For more information, call 1-800-850-2769 or reach out to the Field Representative in your area!

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