



# Western Livestock Journal

# BULL SURVEY 2014

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. Here are the findings of this year's survey:

## General Reader Profiles

Own or manage a beef cattle operation.....	<b>89.5%</b>
Cow/calf.....	<b>87.1%</b>
Stocker.....	<b>23.6%</b>
Feeder.....	<b>27.2%</b>

## Readers' Cow Herd Types

Registered herds only.....	<b>11.5%</b>
Commercial herds only.....	<b>65.9%</b>
Both commercial and registered breeders.....	<b>23.1%</b>
Average cow herd size.....	<b>299 head</b>
Average replacement heifers bred.....	<b>66 head</b>
Readers using Artificial Insemination.....	<b>37.9%</b>
Readers AI breed an average of.....	<b>136 head</b>
Readers using embryo transfer.....	<b>17.1%</b>
Readers using DNA Technology.....	<b>27.9%</b>
Readers who use horses.....	<b>68.4%</b>
Number of horses readers maintain.....	<b>9 head</b>
Number of mares readers will breed.....	<b>5.6 mares</b>

## Bull and Heifer Buyer Profiles

Readers use an average of.....	<b>14.4 bulls</b>
Readers replace an average of.....	<b>4.1 bulls</b>
Readers who will buy replacement heifers.....	<b>13.6%</b>
Readers who will raise their own replacement heifers.....	<b>67.6%</b>
Readers who will both buy and replace their replacement heifers.....	<b>18.7%</b>
<i>Some totals equal more than 100% due to multiple answers.</i>	
<i>WLJ</i> readers' average ranch size is.....	<b>7,089 acres</b>
Readers retaining ownership of their calves into the feedyard.....	<b>14.5%</b>

## Elements That Influence the Bull-Buying Decision

(In order of importance)	Most		Least
Calving ease	<b>75.9</b>	<b>21.8</b>	<b>2.3</b>
Growth traits	<b>75.4</b>	<b>23</b>	<b>1.6</b>
Reputation of breeder	<b>68.4</b>	<b>24.8</b>	<b>6.8</b>
Maternal traits	<b>68.3</b>	<b>27</b>	<b>4.7</b>
Carcass traits	<b>50</b>	<b>45.6</b>	<b>4.4</b>
Guarantee	<b>50</b>	<b>43.7</b>	<b>6.3</b>
Color	<b>46.7</b>	<b>35.2</b>	<b>18.1</b>
Pedigree	<b>42.1</b>	<b>44.6</b>	<b>13.3</b>
Customer service	<b>42.4</b>	<b>39.2</b>	<b>18.4</b>
Cost	<b>32.6</b>	<b>54.3</b>	<b>13.1</b>
Selection	<b>26.2</b>	<b>49.2</b>	<b>24.6</b>
Sale terms	<b>23.1</b>	<b>51.2</b>	<b>25.7</b>
Location of breeder	<b>18.9</b>	<b>39</b>	<b>42.1</b>
Delivery	<b>12.6</b>	<b>39.2</b>	<b>48.2</b>
Marketing program	<b>10.7</b>	<b>45.5</b>	<b>43.8</b>

## Breeds of Bulls *WLJ* Readers are Using:

Breed	% of Readers
Angus.....	<b>78.3</b>
Hereford.....	<b>23.3</b>
*Hybrid.....	<b>15</b>
Red Angus.....	<b>8.3</b>
Charolais.....	<b>7.5</b>
Brangus.....	<b>2.5</b>
Gelbvieh.....	<b>3.3</b>
Simmental.....	<b>2.5</b>
Shorthorn.....	<b>.08</b>

*\* Includes Gelbvieh, Simmental and other composite or percentage bred sires.*

*The margin of error is +/- 4 percent.*

## Your *WLJ* Field Representative wants you to be successful ...

Consult him 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!**