

FarmLIFE™



Tell us about yourself and your satisfaction with the Summer 2014 issue of FarmLife, featuring BALE.

1. Your age:

- ☐ Younger than 25 ☐ 45 – 54
☐ 25 – 34 ☐ 55 – 64
☐ 35 – 44 ☐ older than 65

2. Farming is:

- ☐ my sole occupation
☐ my primary occupation
☐ my part-time occupation
☐ not my occupation; I don't consider what I do "farming"

3. My primary farming enterprises are (check all that apply):

- ☐ crops ☐ livestock
☐ dairy ☐ general land maintenance

4. My annual gross household income is:

- ☐ \$24,999 or less ☐ \$50,000 to \$74,999
☐ \$25,000 to \$34,999 ☐ \$75,000 to \$99,999
☐ \$35,000 to \$49,999 ☐ more than \$100,000

5. I own _____ acres and lease _____ acres.

6. I have received FarmLife magazine for:

- ☐ less than a year ☐ more than a year

7. Do others in your household read FarmLife?

- ☐ Yes ☐ No

How many additional readers in the household? _____

8. How do you rate your satisfaction with your issues of FarmLife?

- ☐ Excellent magazine ☐ Somewhat satisfied
☐ Very satisfied ☐ Not satisfied at all
☐ Mostly satisfied

9. How satisfied are you with your Summer 2014 issue of FarmLife?

- ☐ Excellent magazine ☐ Somewhat satisfied
☐ Very satisfied ☐ Not satisfied at all
☐ Mostly satisfied

10. How satisfied are you with your Summer 2014 special hay growers' section, BALE?

- ☐ Excellent section ☐ Somewhat satisfied
☐ Very satisfied ☐ Not satisfied at all
☐ Mostly satisfied

11. I own the following (check all that apply):

- ☐ AGCO equipment
☐ Massey Ferguson equipment
☐ Gleaner equipment
☐ Challenger equipment
☐ Hesston equipment
☐ None of the above

12. A number of manufacturers make farm equipment. Which one is predominant on your farm?

- ☐ Massey Ferguson ☐ AGCO ☐ Challenger ☐ John Deere ☐ Kubota ☐ Case IH
☐ Other (please specify) _____ ☐ None are predominant on my farm

13. In this issue, I found useful information that will help me on my farm.

- ☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree

If you named just one useful article, which comes to mind? _____

14. In this issue, I found articles that were entertaining and interesting that I enjoyed reading.

- ☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree

If you named just one entertaining article, which comes to mind? _____

15. In this issue, I found articles that were as helpful or interesting to me as the articles in other farm magazines.

- ☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree

16. FarmLife gives me information that I don't get in any other magazine.

- ☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree

17. In this issue, I found the farmers and other people in the articles to be knowledgeable.

☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree

18. In this issue, I found the farmers and other people in the articles to be trustworthy.

☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree

19. In this issue, I found useful information about equipment I own.

☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree

20. In this issue, I found specific information that will help me when I'm ready to make my next equipment purchase.

☐ Strongly Agree ☐ Agree ☐ Not sure ☐ Disagree ☐ Strongly Disagree






21. Do you expect to make an equipment purchase in the next 12 months?





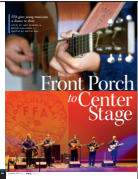








☐ Yes ☐ No

If yes, what type of equipment, new or used, do you plan to purchase?








☐ New ☐ Used ☐ Both

Please check the box in the column that corresponds with how much of the following articles you read in this issue. Refer to the included magazine as needed.

	I read all of this article	I read most of this article	I read half of this article	I read less than half of this article	I read none of this article
 <p>PAGE 1</p> <p>Young Blood, New Ideas <input type="checkbox"/></p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGE 3</p> <p>Good Food, Good Cause. <input type="checkbox"/></p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGE 4</p> <p>Who Said It? <input type="checkbox"/></p> <p>Ag + Art. <input type="checkbox"/></p> <p>H-2-Oh No. <input type="checkbox"/></p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGE 5</p> <p>Trading Up <input type="checkbox"/></p> <p>Reader Roundup <input type="checkbox"/></p> <p>Win a \$50 Gift Card. <input type="checkbox"/></p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGE 6</p> <p>Farm Stacking <input type="checkbox"/></p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	I read all of this article	I read most of this article	I read half of this article	I read less than half of this article	I read none of this article
  <p>PAGES 8-11 Budding Trend</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
  <p>PAGES 14-16 Changes Worth Making</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
  <p>PAGES 18-20 Front Porch to Center Stage</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGES 21-23 On-Farm Data Security.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
  <p>PAGES 24-25 No-Nonsense Performance More Parts, Half The Time</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGES 27-28 Basics of Bee Keeping.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGE 30 Build A Porch Swing.</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGE 31 Fire Up The Grill</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
 <p>PAGE 32 Rock & Roll Dealer</p>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Please check the box in the column that corresponds with how much of the following articles you read in the special hay growers' section, BALE.

		I read all of this article	I read most of this article	I read half of this article	I read less than half of this article	I read none of this article
	PAGES 1-2 Going Against the Grain	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	PAGES 4-6 Biomass Upstarts	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	PAGES 8-9 Take Care	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	PAGES 10-11 Charting Solutions	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	PAGE 12 Matchmaking	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	PAGES 14-15 Blister Beetles	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
	PAGE 16 Danger!	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Tell us what you think of FarmLife magazine in your own words, including the kinds of articles you'd like to see in future issues.

Please name 3 FAVORITE MAGAZINES other than FarmLife you look forward to reading:

(1) _____

(2) _____

(3) _____