

Thesis Survey

Start of Block: Default Question Block

Q1 Social Science researchers at Kansas State University are collecting information about beef producers' communication preferences regarding media received from beef breed associations. This survey is being sent to association members, regardless of herd size or association membership.

The survey asks general questions about your operation, about your beef breed association involvement, communication material preferences, and general demographic information. The survey will take approximately 10 minutes to complete, and we appreciate each and every response.

Your participation is voluntary, and you can skip any questions you do not want to answer. Your responses will remain confidential. It is possible that your responses, without your personal information, could be stored and used for future research studies or by future researchers without asking for further consent. There is no foreseeable risk in participating in this research, and there is no direct benefit to participating in this research. If you do not agree to participate, you do not have to fill out the survey. For additional information regarding human participation in research, contact Lisa Rubin, Chair, Committee on Research Involving Human Subjects, or Heath Ritter, Acting Associate Vice President for Research Compliance, with the Kansas State University Office of Research Compliance at (785) 532-3224, or 203 Fairchild Hall, 1601 Vattier St, Manhattan, KS 66506. If you have any questions about this study, please feel free to contact one of the researchers: Megan Underwood, meganunderwood@ksu.edu, (270) 789-8288; or Dr. Katie Starzec, kstarzec@ksu.edu, (785) 532-1153.

1. We can only accept responses from those who are 18 years of age or older.

- ☐ I agree to participate in this study, AND I am 18 years of age or older. (1)
- ☐ I do not agree to participate in this study. (2)
- ☐ I am younger than 18. (3)

Skip To: End of Survey If Social Science researchers at Kansas State University are collecting information about beef produ... = I do not agree to participate in this study.

Skip To: End of Survey If Social Science researchers at Kansas State University are collecting information about beef produ... = I am younger than 18.

Page Break



Q2 2. Which breed association(s) are you a paid member of? (Select all that apply)

- ☐ American Gelbvieh Association (1)
- ☐ American Hereford Association (2)
- ☐ American Shorthorn Association (4)
- ☐ Beefmaster Breeders United (5)
- ☐ North American Limousin Foundation (6)
- ☐ Red Angus Association of America (7)
- ☐ Other (8) _____

Page Break



Q3 3. Which association magazine(s) do you currently receive? (Select all that apply)

- ☐ Gelbvieh World (2)
 - ☐ Hereford World (3)
 - ☐ Limousin365 (4)
 - ☐ Red Angus Magazine (5)
 - ☐ Shorthorn Country (6)
 - ☐ The Beefmaster Cowman (7)
 - ☐ Other (please explain) (8)
-

☐ I do not receive any magazines. (9)

Skip To: End of Survey If 3. Which association magazine(s) do you currently receive? (Select all that apply) = I do not receive any magazines.

Page Break

Q4 4. Do you prefer to read the magazine(s) in a print or digital format?

☐ Print (1)

☐ Digital (2)

Skip To: Q5 If 4. Do you prefer to read the magazine(s) in a print or digital format? = Print

Skip To: Q6 If 4. Do you prefer to read the magazine(s) in a print or digital format? = Digital

Page Break

Display This Question:

If 4. Do you prefer to read the magazine(s) in a print or digital format? = Print



Q5 5. I prefer a print magazine because:

	Strongly agree (5)	Somewhat agree (4)	Neither agree nor disagree (3)	Somewhat disagree (2)	Strongly disagree (1)	Not applicable (0)
It is accessible. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easier to read. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It does not require internet access. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is portable. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is timely. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is convenient. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Display This Question:

If 4. Do you prefer to read the magazine(s) in a print or digital format? = Digital



Q6 5. I prefer a digital magazine because:

	Strongly agree (5)	Somewhat agree (4)	Neither agree nor disagree (3)	Somewhat disagree (2)	Strongly disagree (1)	Not applicable (0)
It is accessible. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is easier to read on the go. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is timely. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is portable. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is convenient. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It helps the environment. (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break



Q7 6. Consider what you use association magazines for, and indicate how much you agree or disagree with the following statements. I use beef breed association magazine to...

	Strongly agree (5)	Somewhat agree (4)	Neither agree nor disagree (3)	Somewhat disagree (2)	Strongly disagree (1)	Not applicable (0)
Learn about association news, marketing programs, events, member services, and foundation opportunities. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn more about branded beef programs. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn about breed improvement strategies. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Stay informed about junior events and show champions. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn about marketing strategies and upcoming sales through producer advertisements. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>



Q8 7. Consider what you use association magazines for, and indicate how much you agree or disagree with the following statements. I use beef breed association magazines to...

	Strongly agree (5)	Somewhat agree (4)	Neither agree nor disagree (3)	Somewhat disagree (2)	Strongly disagree (1)	Not applicable (0)
Learn more about success stories from other cattle producers. (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Gain information on new technological advancements for my operation. (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Receive nutritional guidance for my cattle. (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Better understand genetic selection practices. (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Learn more about current events in the beef industry. (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Page Break

Q9 The next set of questions will ask more about what you want to see MORE of in your beef breed association magazine(s).

Page Break



Q10 8. What would you like to see more of in your association magazine? Please drag and drop your responses from highest to lowest preference.

- _____ Breed improvement strategies (1)
- _____ Producer success stories (2)
- _____ Technology advancements (3)
- _____ Nutrition guidance (4)
- _____ Genetic selection (5)
- _____ Branded beef programs (6)
- _____ Current event happenings (7)
- _____ Junior activities (8)

Page Break



Q24 9. What would you like to see more of in your association magazine? Please drag and drop your responses from highest to lowest preference.

- _____ Association news (1)
- _____ Association marketing programs (2)
- _____ Association events (3)
- _____ Member services (4)
- _____ Foundation opportunities (5)
- _____ Show champions (6)
- _____ Sale advertisements (7)
- _____ Other (8)

Page Break

Q11 10. What primary state is your operation currently located in?

▼ Alabama (1) ... My operation is primarily outside the United States. (51)

Page Break

Q12 11. What is the primary type of your operation?

- ☐ Cow-calf (1)
- ☐ Seedstock (2)
- ☐ Backgrounder (3)
- ☐ Stocker (4)
- ☐ Feedlot (5)
- ☐ Other (please explain) (6)

Page Break

Q13 12. What is your primary role in the operation?

- ☐ Owner (1)
 - ☐ Co-owner (2)
 - ☐ Operator (3)
 - ☐ Showman (4)
 - ☐ Other (please explain) (5)
-

Page Break

Q14 13. On average, how many head are in your operation?

- ☐ 1-100 head (1)
- ☐ 101-250 head (2)
- ☐ 251-500 head (3)
- ☐ 501-750 head (4)
- ☐ 751-1000 head (5)
- ☐ 1001-1250 head (6)
- ☐ 1251-1500 head (7)
- ☐ 1501-1750 head (8)
- ☐ 1751-2000 head (9)
- ☐ 2000+ head (10)

Page Break

Q15 14. How would you best describe your herd?

- ☐ Composite/hybrid (1)
- ☐ Crossbred (2)
- ☐ Purebred - Registered (3)
- ☐ Purebred - Non-registered (4)

Page Break

Q16 15. Do you focus primarily on maternal, growth, or carcass traits?

☐ Maternal (1)

☐ Growth (2)

☐ Carcass (3)

Page Break



Q17 16. How many years of beef production experience do you have?

Page Break

Q22 17. What is your gender?

- ☐ Male (1)
- ☐ Female (2)
- ☐ Non-binary (3)
- ☐ Prefer not to say (4)

Page Break



Q18 18. What is your age?

Skip To: Q19 If Condition: 18. What is your age? Is Equal to 18. Skip To: 19. Which junior association are you

Skip To: Q19 If Condition: 18. What is your age? Is Equal to 19. Skip To: 19. Which junior association are you

Skip To: Q19 If Condition: 18. What is your age? Is Equal to 20. Skip To: 19. Which junior association are you

Skip To: Q19 If Condition: 18. What is your age? Is Equal to 21. Skip To: 19. Which junior association are you

Skip To: Q23 If Condition: 18. What is your age? Is Greater Than or Equal to 22. Skip To: Is there anything else you would like....

Page Break



Q19 19. Which junior association are you a paid member of?

- ☐ American Gelbvieh Junior Association (1)
- ☐ American Junior Shorthorn Association (3)
- ☐ Junior Beefmaster Breeders Association (4)
- ☐ Junior Red Angus Association of America (5)
- ☐ National Junior Hereford Association (6)
- ☐ North American Limousin Junior Association (7)
- ☐ Other (8) _____
- ☐ I am not a member of a junior association. (9)

Skip To: Q23 If 19. Which junior association are you a paid member of? = I am not a member of a junior association.

Page Break

Q20 20. Do you receive a junior specific magazine from your association(s)?

☐ Yes (1)

☐ No (2)

Skip To: Q23 If 20. Do you receive a junior specific magazine from your association(s)? = No

Page Break

Q21 21. Are you more likely to consume the junior association magazine information in a print or digital format?

☐ Print (1)

☐ Digital (2)

Page Break

Q23 Is there anything else you would like to share related to your responses?

End of Block: Default Question Block
