



# Wants YOUR Opinion

## Lancaster Farming Subscriber Survey

Thank you for subscribing to Lancaster Farming. In order to keep this publication the best it can be, we would like your opinions. Please answer this survey and return it to us. Your answers will be strictly confidential. If you like, enter the free drawing for one of five \$50 gift certificates to your favorite store. Thank you for giving us your opinions and time! *(If you have answered a Lancaster Farming questionnaire in the past 6 months, please ignore this questionnaire.)*

1. Complete this sentence: "I read Lancaster Farming because \_\_\_\_\_"
2. What do you consider to be Lancaster Farming's greatest strength?  
\_\_\_\_\_
3. What changes would you suggest to improve Lancaster Farming?  
1. \_\_\_\_\_  
2.  No changes needed... OK "as is"
4. Is there anything not in Lancaster Farming that you would like to see as an added feature or news area?  
1.  Yes (summarize) \_\_\_\_\_  
2.  No, I am happy with the current coverage.
5. Are there any additional areas for which you would like to see a "Market Report" section?  
1.  Yes (specify which market) \_\_\_\_\_  
2.  No

Please check how often you read each of the following feature areas in Lancaster Farming: (Fill in one box on each line)

	Each Time	Most Times	Sometimes	Occasionally	Never
6. Market Reports	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
7. Auction	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
8. Family/Home Section (B section)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
9. Weekly Columns & Features	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
10. Weekly Weather Report	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
11. Ag Business	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
12. Local News in your area	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
13. Classifieds	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
14. Mail Box Market	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
15. Regional Calendars of Events	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Rate your satisfaction levels with your mailed delivery service in the following categories. (Fill in one box on each line.)

	Excellent	Good	Average	Poor
16. Delivery occurring every Saturday	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
17. Condition of paper	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
18. All sections included	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

19. Name 1 to 3 additional publications you turn to for farming information (highest preference first).  
1.  \_\_\_\_\_ (continue with Q 20.)  
2.  \_\_\_\_\_ (continue with Q 20.)  
3.  \_\_\_\_\_ (continue with Q 20.)  
4.  Lancaster Farming is the only farming publication I read (Skip to Q 21)

20. What do these other publications provide that you would like to see in Lancaster Farming?  
\_\_\_\_\_  
\_\_\_\_\_

21. Check the category for the total acres your farm occupies including all owned, leased and/or rented acreage
 

1. <input type="checkbox"/> 1-9 acres	4. <input type="checkbox"/> 180-499 acres
2. <input type="checkbox"/> 10-49 acres	5. <input type="checkbox"/> 500-999 acres
3. <input type="checkbox"/> 50-179 acres	6. <input type="checkbox"/> 1,000 acres or more
7. <input type="checkbox"/> Don't own/operate a farm (skip to Q 75)	

What do you grow or produce on your farm? How many acres are devoted to each crop? How many animals/birds do you have? Check only the areas which apply to your farm and fill in the acreage or headcount

- Field Crops...**
- |  |                   |
|--|-------------------|
| 22. <input type="checkbox"/> Corn (grain/seed) | Total Acres _____ |
| 23. <input type="checkbox"/> Corn (silage)     | Total Acres _____ |
| 24. <input type="checkbox"/> Wheat             | Total Acres _____ |
| 25. <input type="checkbox"/> Oats              | Total Acres _____ |
| 26. <input type="checkbox"/> Hay               | Total Acres _____ |
| 27. <input type="checkbox"/> Alfalfa           | Total Acres _____ |
| 28. <input type="checkbox"/> Soybeans          | Total Acres _____ |
| 29. <input type="checkbox"/> Tobacco           | Total Acres _____ |
| 30. <input type="checkbox"/> Other Field Crop  | Total Acres _____ |

- Vegetables...**
- |  |                   |
|--|-------------------|
| 31. <input type="checkbox"/> Broccoli        | Total Acres _____ |
| 32. <input type="checkbox"/> Cauliflower     | Total Acres _____ |
| 33. <input type="checkbox"/> Green Beans     | Total Acres _____ |
| 34. <input type="checkbox"/> Peas            | Total Acres _____ |
| 35. <input type="checkbox"/> Cabbage         | Total Acres _____ |
| 36. <input type="checkbox"/> Lettuce         | Total Acres _____ |
| 37. <input type="checkbox"/> Carrots         | Total Acres _____ |
| 38. <input type="checkbox"/> Sweet Corn      | Total Acres _____ |
| 39. <input type="checkbox"/> Onions          | Total Acres _____ |
| 40. <input type="checkbox"/> Potatoes        | Total Acres _____ |
| 41. <input type="checkbox"/> Sweet Potatoes  | Total Acres _____ |
| 42. <input type="checkbox"/> Other Vegetable | Total Acres _____ |