

DEMOGRAPHICS

1. What was the size of your total farming operation in acres in 2013, owned and/or leased?

Less than 500	38.9%
500-1000	6.9%
1001-5000	34.7%
More than 5000	19.4%

2. How many acres of potatoes did you plant in 2013?

1-99	26.4%
100-300	20.8%
301-500	9.7%
501-1000	8.3%
1001-5000	26.4%
More than 5000	5.6%
Did not plant	2.8%

3. How long have you grown potatoes?

Less than 2 years	2.8%
2-5 years	8.5%
6-15 years	15.5%
16-20 years	14.1%
21 years or more	59.2%

4. Did your family before you grow potatoes?

Yes	67.6%
No	32.4%

5. What is the age of the primary farm manager/operator?

Average	51.5
Median	53
Primary manager/operator is male	98.6

6. What was the estimated gross income of your total farming operation in 2013?

Under \$50,000	20.6%
\$50,000-\$99,000	0.0%
\$100,000-\$249,999	4.4%
\$250,000-\$499,999	4.4%
\$500,000-\$999,999	13.2%
\$1,000,000-\$1,999,999	16.2%
\$2,000,000-\$5,000,000	19.1%
Over \$5,000,000	22.1%

DEMOGRAPHICS

7. What is your interest level in each of the following topics?

(5 = most severe; 1 = no problem)

Pests/Disease (grower problems)	4.4
University Research Reports	4.3
Chemical Updates	4.3
Seed Treatments	4.2
New Products	4.2
Planting	4.2
Precision Ag	4.1
Harvest	4.1
Storage	4.1
Equipment	3.9
Irrigation	3.8
Industry Handbook/Directory	3.8
Potato Industry Map	3.7
Around the Vine - Industry News	3.7
Calendar of Events	3.6
Grower of the Month	3.6
Meeting Results	3.6
Meeting Agendas/Schedules	3.6
Editor's Column	3.5

8. When browsing the web, do you ever visit www.potatogrower.com?

Yes	68.6%
No	31.4%

9. Do you ever read the digital, online version of *Potato Grower* magazine?

Yes	67.7%
No	32.3%

10. Do you receive The Conveyor (weekly email newsletter from *Potato Grower* magazine)?

Yes	42.3%
No	57.7%

11. When browsing the web, what device do you use?

Desktop computer	67.1%
Laptop computer	41.4%
iPad or Tablet	38.6%
Smart Phone	42.9%
Don't own a computer	0.0%

BUYING HABITS: TRUCKS / EQUIPMENT

12. What products do you already own?

Potato Harvester	86.0%
Potato Planter	84.2%
Sprayer	78.9%
Pickup Truck (1/2 or 3/4 ton)	78.9%
Chemical/fertilizer sprayer	73.7%
Diesel Engine	64.9%
Used Tractor	64.9%
ATV or Side-by-Side UTV	61.4%
New Tractor	57.9%
Chemical injection/metering pump	56.1%
Bulk-bed truck	54.4%
Tandem-axle truck	49.1%
Storage Ventilation System	47.4%
Semi-trailer	38.6%
Pickup Truck (One ton or above)	38.6%
Automatic truck tarper	19.3%

13. What products do you plan to purchase within two years?

New Tractor	24.6%
Storage Ventilation System	22.8%
Pickup Truck (1/2 or 3/4 ton)	21.1%
Used Tractor	21.1%
Tandem-axle Truck	19.3%
Bulk-bed Truck	17.5%
ATV or Side-by-Side UTV	15.8%
Automatic Truck Tarper	14.0%
Chemical Injection Pump	14.0%
Chemical/fertilizer Sprayer	14.0%
Sprayer	14.0%
Potato Harvester	10.5%
Semi-trailer	10.5%
Potato Planter	8.8%
Pickup Truck (One ton or above)	5.3%
Diesel Engine	3.5%

BUYING HABITS: IRRIGATION

14. What products do you already own?

Irrigation Pump	77.8%
Center Pivot System	71.1%
Center Pivot w/Chemigation/Fertigation	48.9%
Handline Sprinkler System	40.0%
Portable Hand Irrigation Lines	37.8%
Moisture Sensors	33.3%
Wheel Line Irrigation System	22.2%
Drip Irrigation System	20.0%
Surface (gravity flow) Irrigation	11.1%

15. What products do you plan to purchase within two years?

Center Pivot System	17.8%
Moisture Sensors	15.6%
Drip Irrigation System	13.3%
Center Pivot w/Chemigation/Fertigation	11.1%
Irrigation Pump	11.1%
Handline Sprinkler System	6.7%
Portable Hand Irrigation Lines	6.7%
Surface (gravity flow) Irrigation	6.7%
Wheel Line Irrigation System	4.4%

BUYING HABITS: TECHNOLOGY, PRECISION AG

16. What products do you already own?

Precision Guided Tractor	57.4%
Farm Management Computer Software	46.8%
Smart Phone Farm Apps for Use in	44.7%
Precision Guide Sprayer	31.9%
Precision Irrigation	23.4%
Precision Guided Harvester	14.9%

17. What products do you plan to purchase within two years?

Smart Phone Farm Apps for Use in	29.8%
Precision Guided Tractor	25.5%
Precision Irrigation	23.4%
Precision Guide Sprayer	21.3%
Farm Management Computer Software	21.3%
Precision Guided Harvester	17.0%

CHEMICAL USAGE

18. Which chemicals did you use in 2013?

Herbicide	98.3%
Insecticide	98.3%
Fungicide	94.8%
Fertilizer - dry	94.8%
Adjuvant/Surfactant	82.8%
Micronutrients (iron, nitrogen, phosphorus, zinc, etc)	82.8%
Fertilizer - liquid	62.1%
Pesticides - (voles, mice, etc)	56.9%
Storage	56.9%
Fertilizer - fertigation applied	41.4%

19. What influences your purchase of ag chemicals?

Ag consultant	64.4%
Grower chemical meetings	62.7%
Chemical fieldmen	54.2%
Magazine articles	50.8%
Soil samples	44.1%
Schools/Trade shows	37.3%
Neighboring farmer	33.9%
Magazine advertising	20.3%

POTATO GROWER PROBLEMS

20. DISEASE: As a potato grower, rank the severity of each of the following problems.

(5 = most severe; 1 = no problem)

Early Blight	2.6
Rhizoctonia	2.5
PVY	2.5
Fusarium Dry Rot	2.3
Soft Rot	2.2
Common Scab	2.1
Late Blight	2.0
Verticillium Wilt	2.0
Powdery Scab	1.9
White Mold	1.9
Pink Rot	1.8
PLRV	1.6
Powdery Mildew	1.5
Mop Top Virus	1.3
Zebra Chip	1.3
Bacterial Ring Rot	1.2

21. PESTS: As a potato grower, rank the severity of each of the following problems.

(5 = most severe; 1 = no problem)

Aphids	2.8
Beetles	2.3
Wireworm	2.1
Leaf Hoppers	2.0
Nematodes	1.9
Caterpillars	1.6
Psyllids	1.5
Spider Mites	1.5
Tuberworm	1.5

POTATO GROWER PROBLEMS

22. WEEDS: As a potato grower, rank the severity of each of the following problems.

(5 = most severe; 1 = no problem)

Common Lambsquarters	2.7
Redroot Pigweed	2.5
Hairy Nightshade	2.5
Quackgrass	2.1
Kochia	2.1
Green Foxtail	2.0
Barnyard Grass (Watergrass)	1.9
Canada Thistle	1.8
Field Bindweed	1.7
Russian Thistle	1.6
Yellow Nutsedge	1.6
Common Mallow	1.5
Annual Sowthistle	1.5

LIFESTYLE

23. Which of these activities do you participate in?

ATVs or Side by Sides	45.0%
Fishing	43.3%
Hunting	43.3%
Camping	36.7%
Boating	35.0%
Shooting	35.0%
Hiking	30.0%
Physical Fitness / Exercise	30.0%
Skiing	26.7%
Snowmobiling	25.0%
Photography	21.7%
Golfing	13.3%
Off Road Motorcycling	11.7%
RVing	8.3%
Street Motorcycling	8.3%
Personal Watercraft	5.0%
Houseboating	1.7%