

# POTATO

## GROWER

M A G A Z I N E

### DEMOGRAPHICS

#### 1. What was your total farmed acres in 2015, owned and/or leased?

1 - 249	38.2%
250 - 499	5.5%
500+	56.4%

#### 2. How many acres of potatoes did you plant in 2015?

1 - 249	48.1%
250 - 499	13.5%
500+	38.5%

#### 3. How long have you grown potatoes?

Less than 2 years	3.8%
2-5 years	7.5%
6-15 years	18.9%
16-20 years	13.2%
21 years or more	56.6%

#### 4. What is the age and sex of the primary farm manager/operator?

Average age	49.3
Median age	47
Primary manager/operator is male	96.3%

#### 5. What was the estimated gross income of your total farming operation in 2015?

Under \$50,000	15.4%
\$50,000-\$99,000	9.6%
\$100,000-\$249,999	5.8%
\$250,000-\$499,999	7.7%
\$500,000-\$999,999	11.5%
\$1,000,000-\$1,999,999	17.3%
\$2,000,000-\$5,000,000	13.5%
Over \$5,000,000	19.2%

## MAGAZINE

### 6. How many people read your copy of *Potato Grower* magazine?

Average readers per copy	2.3
U.S. readers per issue	20,332

### 7. For the magazines I read, I generally prefer:

More pictures, fewer words	58.2%
More words and fewer pictures	41.8%

### 8. Which of the following applies to you?

I look forward to reading <i>Potato Grower</i> every month	57.6%
When I find the time, I flip through the pages and read articles that catch my eye	32.2%
I pass <i>Potato Grower</i> on to employees, but don't usually look at it	10.2%
No interest in the magazine at all	0.0%

### 9: What do you regularly read in *Potato Grower* magazine?

Equipment	73.6%
Industry News	67.9%
Harvest	67.9%
New Products	60.4%
Irrigation	56.6%
Pests/Disease	56.6%
Planting	56.6%
Chemical Updates	54.7%
Grower of the Month	54.7%
Storage	52.8%
Variety Development	50.9%
University Research Reports	49.1%
Precision Ag	47.2%
Seed Treatments	41.5%
Meeting Results	22.6%

### 10. When browsing the web, do you ever visit [www.potatogrower.com](http://www.potatogrower.com)?

Yes	48.1%
No	51.9%

### 11. Do you ever read the digital flipbook online version of *Potato Grower* magazine?

Yes	46.2%
No	53.8%

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

Yes	27.8%
No	72.2%

## BUYING HABITS: TRUCKS / EQUIPMENT

### 13. What equipment do you already own?

Sprayer	80.9%
Used Tractor	80.9%
Potato Harvester	78.7%
Pickup Truck (1/2- or 3/4-ton)	78.7%
Potato Planter	76.6%
ATV or Side-by-Side UTV	68.1%
Diesel Engine	66.0%
Chemical Fertilizer Sprayer	63.8%
New Tractor	59.6%
Chemical Injection/Metering Pump	57.4%
Storage Ventilation System	57.4%
Pickup Truck (One-ton or larger)	51.1%
Tandem-axle Truck	51.1%
Bulk-bed Truck	48.9%
Automatic Truck Tarper	38.3%
Semi-trailer	36.2%

### 14. What equipment do you plan to purchase within two years?

Potato Planter	19.1%
Pickup Truck (1/2- or 3/4-ton)	19.1%
ATV or Side-by-Side UTV	14.9%
Chemical Injection/Metering Pump	14.9%
New Tractor	14.9%
Potato Harvester	14.9%
Sprayer	10.6%
Chemical Fertilizer Sprayer	8.5%
Semi-trailer	6.4%
Storage Ventilation System	6.4%
Tandem-axle Truck	6.4%
Used Tractor	6.4%
Bulk-bed Truck	4.3%
Diesel Engine	4.3%
Pickup Truck (One-ton or larger)	4.3%
Automatic Truck Tarper	0.0%

## BUYING HABITS: TECHNOLOGY, PRECISION AG

### 17. What tech do you already own?

Precision-guided Tractor	81.6%
Precision-guided Sprayer	60.5%
Farm Management Software or App	47.4%
Precision Irrigation	42.1%
Precision-guided Harvester	36.8%

### 18. What tech do you plan to purchase within two years?

Precision-guided Tractor	23.7%
Precision-guided Sprayer	23.7%
Farm Management Software or App	21.1%
Precision-guided Tractor	15.8%
Precision Irrigation	10.5%

## BUYING HABITS: IRRIGATION

### 15. What irrigation do you already own?

Irrigation Pump	77.8%
Center Pivot System	71.1%
Center Pivot With 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%

### 16. What irrigation do you plan to purchase within two years?

Center Pivot System	17.8%
Moisture Sensors	15.6%
Drip Irrigation System	13.3%
Center Pivot With 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%

## CHEMICAL USAGE

### 19. Which chemicals did you use in 2015?

Fertilizer - dry	85.4%
Herbicide	85.4%
Insecticide	83.3%
Fungicide	79.2%
Micronutrients (potassium, nitrogen, phosphorus, zinc, etc.)	70.8%
Adjuvant/Surfactant	68.8%
Fertilizer - liquid	68.8%
Pesticides - (voles, mice, etc.)	64.6%
Fertilizer - fertigation applied	43.8%
Storage Specific	43.8%

## LIFESTYLE

### 23. Which of these activities do you participate in?

Camping	63.8%
ATVs or Side-by-Sides	55.3%
Boating	53.2%
Fishing	48.9%
Golfing	48.9%
Shooting	48.9%
Hunting	44.7%
Skiing	40.4%
Snowmobling	36.2%
Physical Fitness / Exercise	34.0%
Hiking	27.7%
Houseboating	19.1%
Photography	19.1%
Off-road Motorcycling	17.0%
Personal Watercraft	17.0%
RVing	17.0%
Street Motorcycling	4.3%