

How Can We Listen, Connect, Engage?




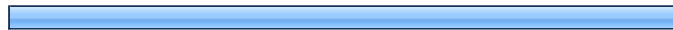













1. How old are you?




















		Response Percent	Response Count
18-29		20.7%	70
30-39		21.6%	73
40-49		19.2%	65
50-64		36.1%	122
65+		2.4%	8
answered question			338
skipped question			0


2. Gender

		Response Percent	Response Count
Female		54.8%	181
Male		45.2%	149
answered question			330
skipped question			8

3. Select the agricultural sectors that best describe your agriculture activity and/or interest (select all that apply):

		Response Percent	Response Count
Agribusiness management		28.1%	95
Agricultural communications		70.1%	237
Agricultural engineering		3.6%	12
Biotechnology		12.1%	41
Food processing, distribution, or sales		11.2%	38
Human nutrition		6.5%	22
Citrus		4.4%	15
Deciduous and Small Fruit		3.8%	13
Stone fruit		4.7%	16
Tropical/subtropical fruit		2.1%	7
Edible Tree Nut		4.7%	16
Sugar Crop		1.8%	6
Oilseed or oil crop		9.5%	32
Specialty crop production		9.8%	33
Vegetables		8.3%	28







Dairy production		18.0%	61
Equine		9.8%	33
Livestock production		27.5%	93
Poultry production		9.2%	31
Grain Crop		25.4%	86
Biofuel production		8.6%	29
Fiber Crop		5.3%	18
Miscellaneous and new crop		3.6%	12
Nursery or greenhouse		3.8%	13
Ornamentals or turf		3.0%	10
Pasture or forage crop		13.0%	44
Forestry or wood products		3.3%	11
Gardening or hydroponics		4.1%	14
Precision farming		10.4%	35
Sustainable farming		14.5%	49
Wildlife, water, and soil conservation		7.4%	25
Seafood, fishery, or aquaculture		2.7%	9
Urban food production		3.6%	12
Vineyard		6.5%	22

Other (please specify)		12.7%	43
answered question			338
skipped question			0

4. Please rank, low to high, your level of expertise with the following (1 = No expertise, 5 = High expertise)

	1 No expertise	2 Beginner	3 Average	4 Moderate	5 High expertise	Rating Average	Response Count
Blogging	30.3% (101)	25.2% (84)	20.1% (67)	18.9% (63)	5.4% (18)	2.44	333
Facebook	9.6% (32)	10.2% (34)	21.3% (71)	33.6% (112)	25.2% (84)	3.55	333
Location-based/check-in social media	45.9% (151)	19.5% (64)	15.8% (52)	14.3% (47)	4.6% (15)	2.12	329
Google+	39.9% (133)	20.1% (67)	14.7% (49)	18.9% (63)	6.3% (21)	2.32	333
LinkedIn	14.1% (47)	19.2% (64)	28.5% (95)	27.0% (90)	11.1% (37)	3.02	333
Twitter	29.3% (97)	19.6% (65)	18.1% (60)	22.7% (75)	10.3% (34)	2.65	331
YouTube	7.9% (26)	20.3% (67)	32.4% (107)	30.6% (101)	8.8% (29)	3.12	330
SEO	43.9% (144)	18.0% (59)	16.2% (53)	16.2% (53)	5.8% (19)	2.22	328
answered question							334
skipped question							4











5. Which brand of mobile phone do you use the most (select only one)?

		Response Percent	Response Count
Android		24.2%	79
Blackberry		28.7%	94
iPhone		31.8%	104
Windows		2.8%	9
Palm		1.2%	4
Other (please specify)		11.3%	37
		answered question	327
		skipped question	11











6. In the *past* 12 months, which of the following have you utilized or done, with respect to industry specific information?

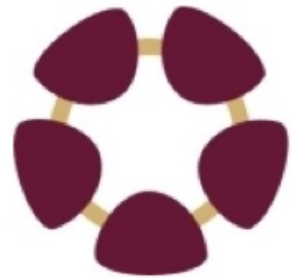
	Yes	No	Response Count
Attended a webinar	81.0% (268)	19.0% (63)	331
Watched a video on line	96.0% (316)	4.0% (13)	329
Listened to audio interviews online	79.7% (263)	20.3% (67)	330
Listened to audio interviews on a mobile device	39.4% (127)	60.6% (195)	322
Utilized your smart phone to obtain information	81.4% (267)	18.6% (61)	328
Used social media	90.6% (299)	9.4% (31)	330
Downloaded an application to your smartphone	64.9% (211)	35.1% (114)	325
		answered question	333
		skipped question	5

7. Today in your industry, what do you believe are the most valuable communications tools with which to connect? Pick up to 3.

		Response Percent	Response Count
Newsletter		14.1%	45
Magazine		23.4%	75
Email		72.5%	232
Web site		62.5%	200
Phone texting		9.1%	29
Meetings		36.6%	117
Phone tree		0.9%	3
Social Media		39.7%	127
Smart phone		30.9%	99
Other (please specify)		4.1%	13
		answered question	320
		skipped question	18

8. In the next several years, in your industry, what do you believe are the most valuable communications tools to with which to connect? Pick up to 3.

		Response Percent	Response Count
Newsletter		5.0%	16
Magazine		13.8%	44
Email		46.6%	149
Web site		51.9%	166
Phone texting		17.8%	57
Meetings		24.1%	77
Phone tree		0.6%	2
Social Media		64.4%	206
Smart phone		62.8%	201
Other (please specify)		5.6%	18
		answered question	320
		skipped question	18



TRUFFLE

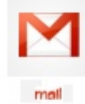
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