

2019 READERS' SURVEY

Canadian Cowboy Country

Dear Canadian Cowboy Country Reader,

Cowboy Country would like you to help us make this a more enjoyable and useful magazine for you.

Below is a survey we would like you to complete, about you and your love of the Canadian West.

It's important to us to know what you think makes *Cowboy Country* a great read and what you would like to see more (or less) of. As well, as you know, advertising is a big part of not only keeping you informed and perking up your interest on what's available, but the advertiser's participation helps keep your subscription rate affordable. The more we know about you, the better we can align the advertising to your interests and needs.

Please fill out the survey, fold along the lines, and tape closed. The return postage has been paid.

Or you can fill out the survey online by going to www.cowboycountrymagazine.com

Or call Marie at 1-800-943-7336 and we'll take your info over the phone.

Many thanks for your help! Your answers will be held in the strictest confidence and won't be shared with anyone. And we look forward to continuing to tell the stories about the people and personalities that keep the ranching spirit alive in the Canadian West!

Regards,

Rob Tanner, Publisher

THE MAGAZINE

Is Canadian western heritage important to you? Yes No

How much time do you spend reading each issue? _____

Do you save your issue for future reference yes no

Do you pass it along to a public venue library, association, etc.

On average how many people usually read your copy of CCC? 1-5 6-10 11+

What types of articles do you enjoy reading in CCC? (choose all that apply)

Ranch Profiles Family Profiles Training Articles Cattle Articles Vacation Articles

Features on issues that affect the land and the people

Please rank the following features

Sliding Scale: 1 is Not Important, 3 is Important and 5 is Very Important

_____ In the Corral _____ Spirit of the West/Hugh McLennan

_____ Clowning Around _____ Reflections/Bryn Thiessen

_____ Trailblazers _____ Diamond Doug

_____ Cowboy Poetry _____ Wheel to Wheel/Billy Melville

_____ Recipes _____ PRC Insider/Rodeo

_____ Living Legends _____ Vacation Guide/Recreation Opportunities

_____ Cowboy Way _____ Ranching in the West

_____ Western Art _____ Homes of the West

_____ Events Guide _____ What Works for Us

_____ Horse Sales _____ Western Fashion

Topic Suggestions: _____

Would you use or benefit from a digital copy of CCC? Yes No

Which online/social media platforms do you follow?

CCC Website Facebook Twitter Instagram Pinterest

Do you find the ads in CCC useful?

Always/most of the time Sometimes Seldom

Have you ever requested information from an advertiser

or purchased any products after seeing an ad in CCC? Yes No

Which of these other titles do you regularly read?

Canadian Horse Journal *Mounted Shooter Magazine* *Western Horse Review*

Cowboys & Indians *Saddleup*

Horse Canada *Western Horseman*

ABOUT YOU

Male Female

Married Single Other

Age 18 & Under 19-30 31-50 51-60 61+

Highest Level of Education

High School College/University Post Graduate

Your primary income is derived from

Ranch/Farm Oil/Gas Government Technology Trades

Other _____

Individual income of primary (before taxes) *confidential – aggregate results only considered

25,000-49,000 50,000-59,000 60,000-100,000 100,000+

What associations or organizations are you or your family members of?

Combined family income before taxes *confidential – aggregate results only considered

25,000-49,000 50,000-59,000 60,000-100,000 100,000+

Do you regularly (choose all that apply)

Attend Western Events Purchase Western Art Purchase Western Décor & Furniture

Purchase Western Attire Purchase Western Tack

How many total acres do you control through ownership, lease, rent, and/or permit?

Small acreage Under 1,000 1,000-3,000 3,000-5,000 5,000-10,000

How many of each of the following do you own or lease?

_____ Tractors under 100hp _____ Livestock/Horse trailers

_____ Tractors over 100hp _____ ATVs

_____ Pickup trucks _____ Utility vehicles (UTV or side-by-side)

_____ Car/SUV

Which of the following do you own?

Mower-conditioner Bale processor Small square baler

Rake/tedder Post pounder/auger Other _____

Round baler Skid steer

Which of the following are you planning on purchasing in the next 12 months?

Tractors under 100hp ATVs

Tractors over 100hp Utility vehicles (UTV or side-by-side)

Skid steer Baler/rake/mower

Pickup truck – heavy duty Cattle handling equipment (chutes, panels, tubs, etc)

Pickup truck – light duty Livestock/Horse/Living quarter trailers

RV/Holiday trailers Fencing – Electric/panel/wire

Work clothing – boots, hats, coats

Which of the following building types are you planning on purchasing in the next 12 months?

Horse barn Shop/Garage Utility outbuildings/animal shelters

Calving barn Modular building House

Are you interested in using solar power for your home or barn/outbuildings? Yes No

Are you interested in information on ranch/farm/home security? Yes No

How many horses do you own?

1-3 2-4 5-9 10+ _____ quantity

What other types of livestock or companion animals do you own?

Dogs/Cats Cattle – beef or dairy

Mules/Donkeys Other _____

What disciplines are you or any member of your family involved in?

Working ranch horses Reining Barrel Racing

Roping Breeding Stock Mounted Shooting

Cutting Recreational Draft Horses

What horse gear are you considering buying in the next 12 months?

Tack – bits/bridles Saddle pad/cinch

Saddle Chaps/chinks

What types of equine health services will you be purchasing or investing in over the next 12 months?

Vet Physio/Conditioning

Feed/Supplements Health/Vaccines, Parasite Control

How many in your household either attend or view the CFR? _____

Please return your survey by November 15, 2019 to:

CANADIAN COWBOY COUNTRY MAGAZINE

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Fax: 780 448 0424 or call us at 1 800 943 7336 and we'll take your info over the phone.