93% of NCBA readers say their primary source of news and information is a newspaper

56,000 monthly readership of National Cattlemen when counting pass-through readership

59% of National Cattlemen readers read half or more of the newspaper
**Type of Operation**

- Cow-calf: 85%
- Stocker operator: 12%
- Farmer feeder: 9%
- Feeder or feedlot: 14%
- Seedstock, purebred: 13%
- Dairy: 2%
- Livestock Market operator: 2%

**Cow-Calf Size of Operation**

- Less than 50 head: 17%
- 50-99 head: 24%
- 100-199 head: 36%
- 200+ head: 21%

**Feedlot Number of Cattle Marketed Annually**

- Less than 50 head: 20%
- 50-99 head: 20%
- 100-199 head: 19%
- 200-499 head: 13%
- 500-999 head: 5%
- 1,000+ head: 21%