



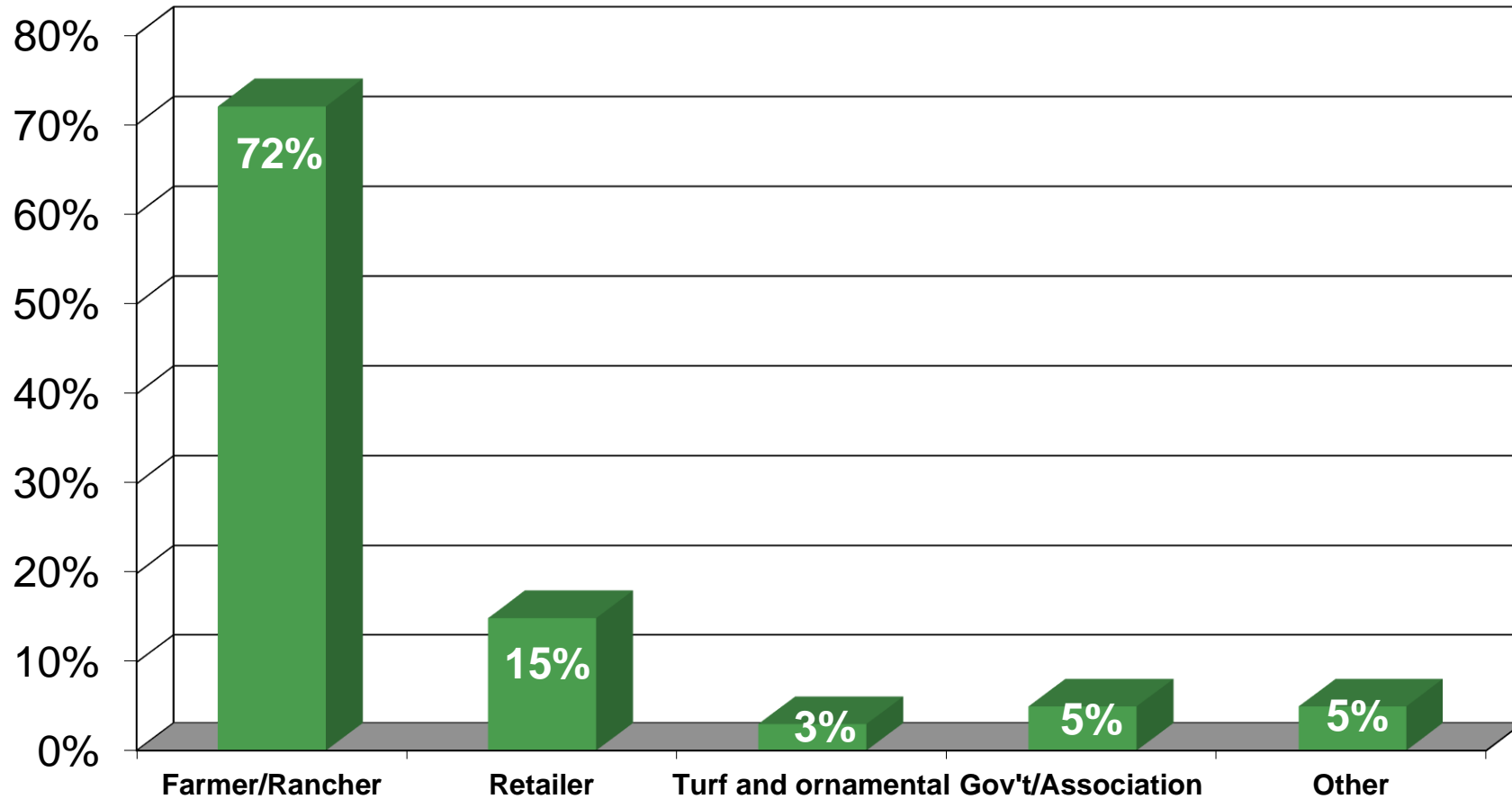
**FarmJournal**  
**MEDIA**

Greenbook 2018  
Research

# METHODOLOGY

- Email/Web survey conducted January 2018
  - Email sent from Farm Journal domain with Farm Journal subject line
  - Sent to entire Greenbook newsletter list
  - Bluetooth speakers used as incentive
  - Invitation sent to 50,124 people and 204 via website
    - 11,556 people opened email survey
    - 701 people completed email survey
    - 204 people completed web survey

# What is your primary occupation?



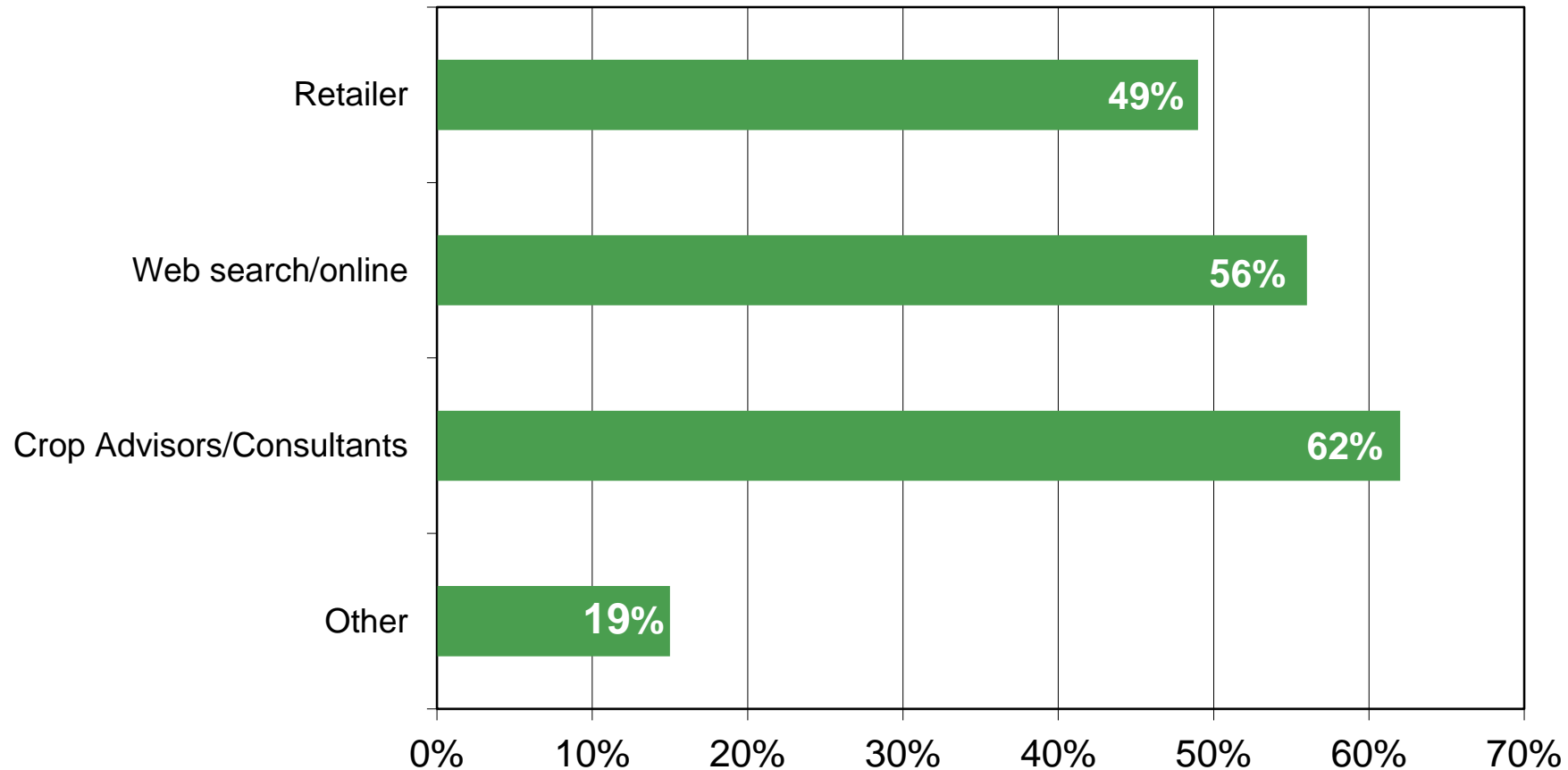
# What is your total cropland acreage?

➤ 2,248 acres

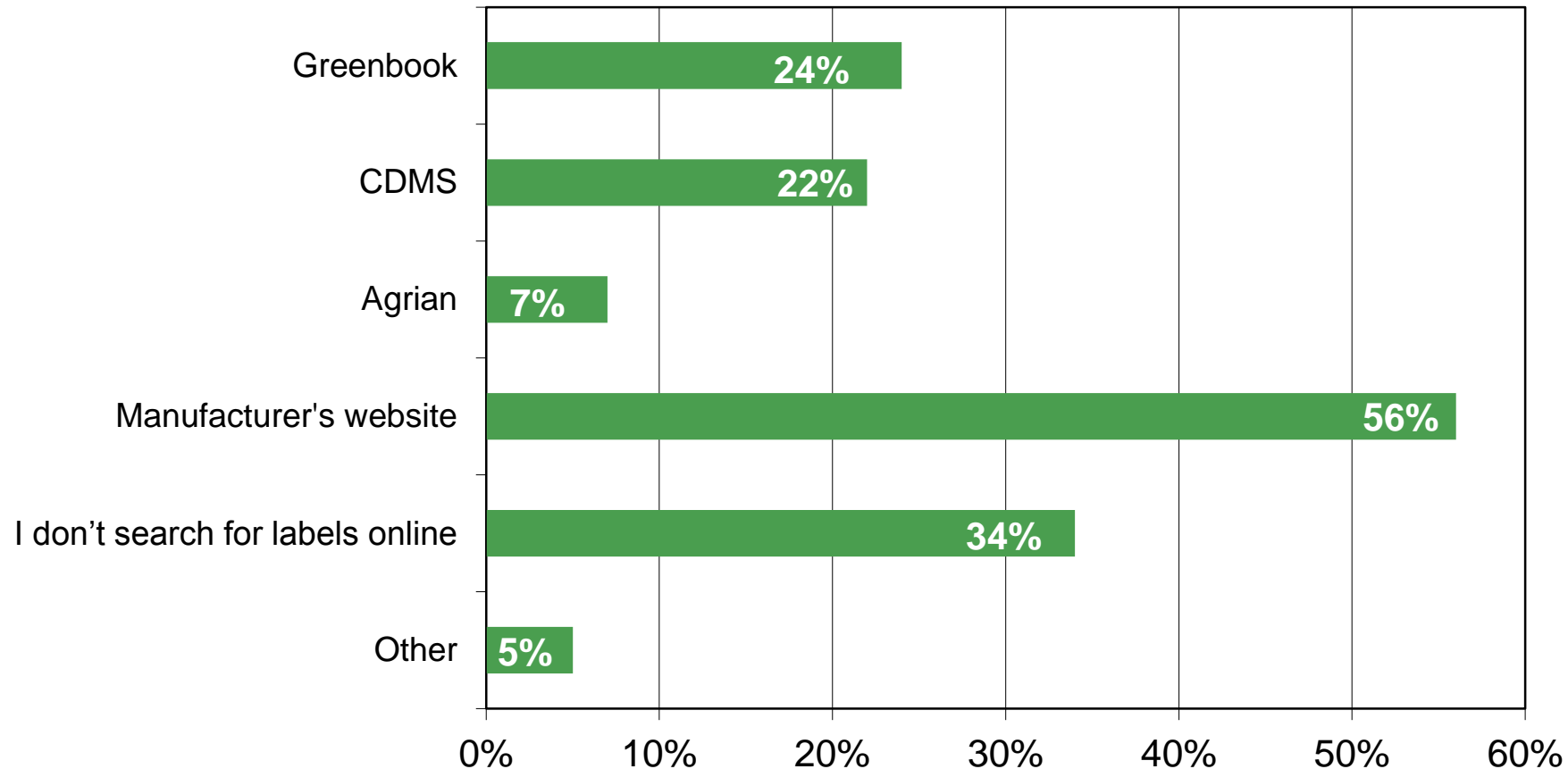


# Where do you go for information on crop issues/pests?

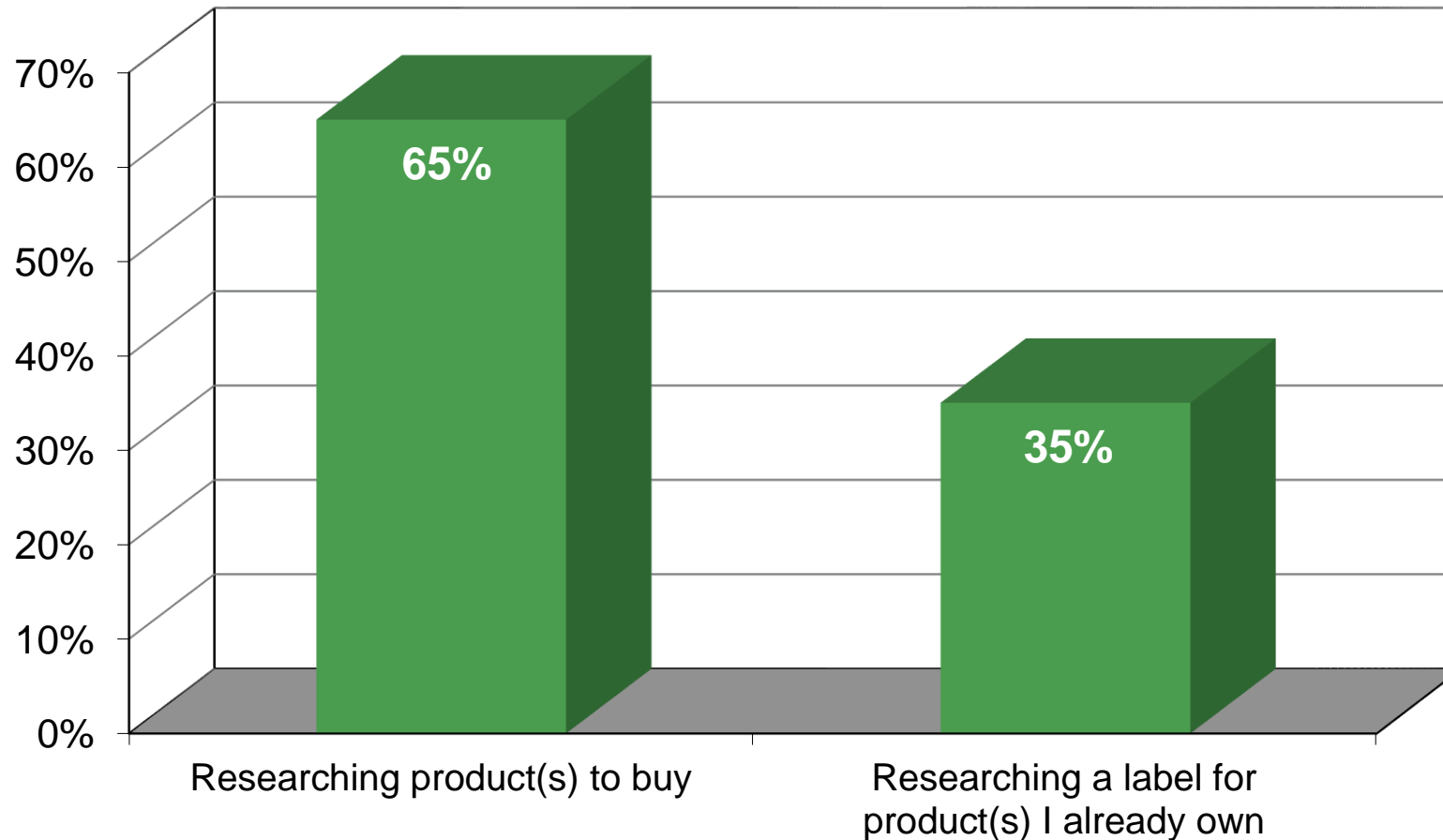
(Check all that apply)



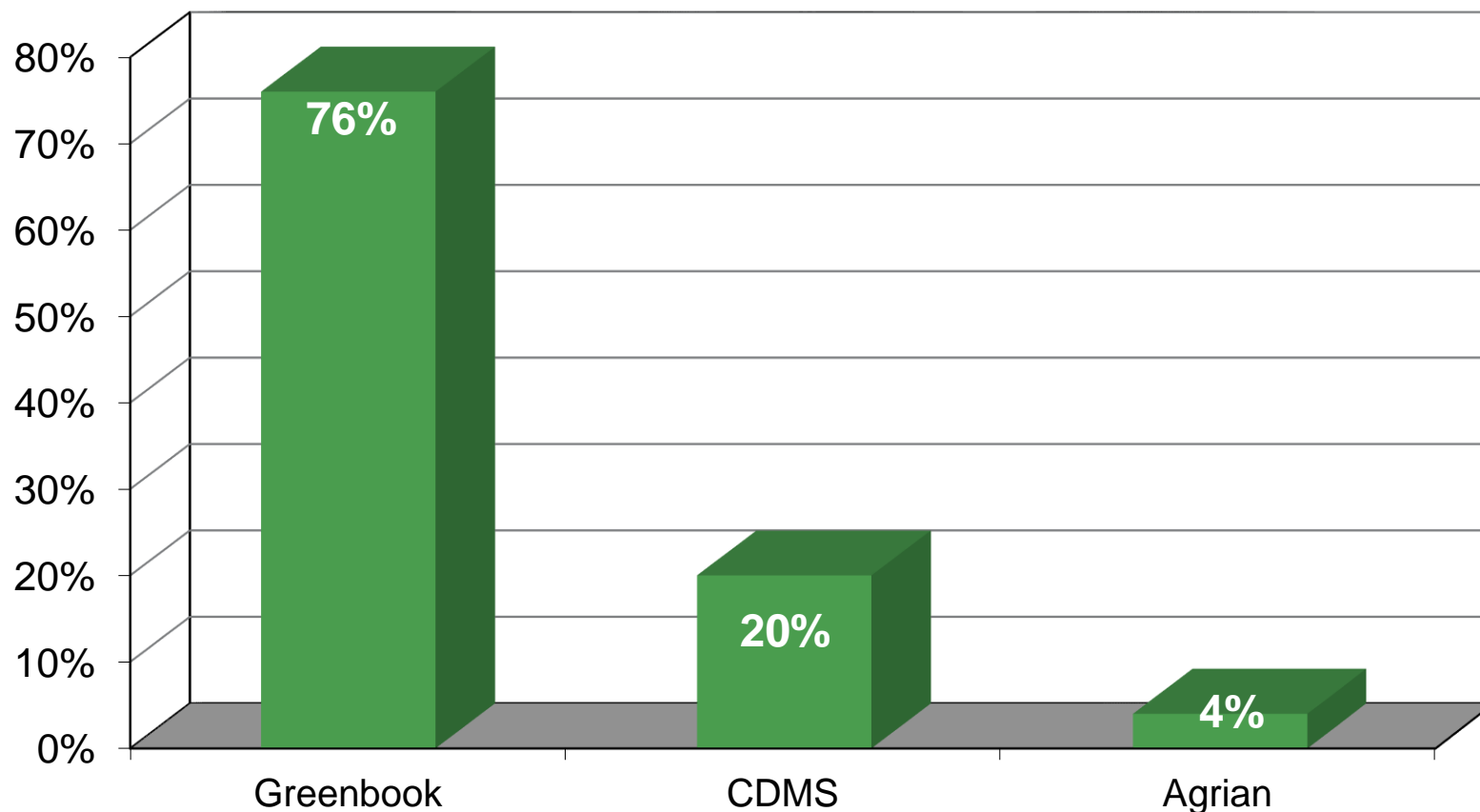
# Which of the following web sites do you visit to search for a crop protection label online? (Check all that apply)



# What is your main purpose when searching for a crop protection label?

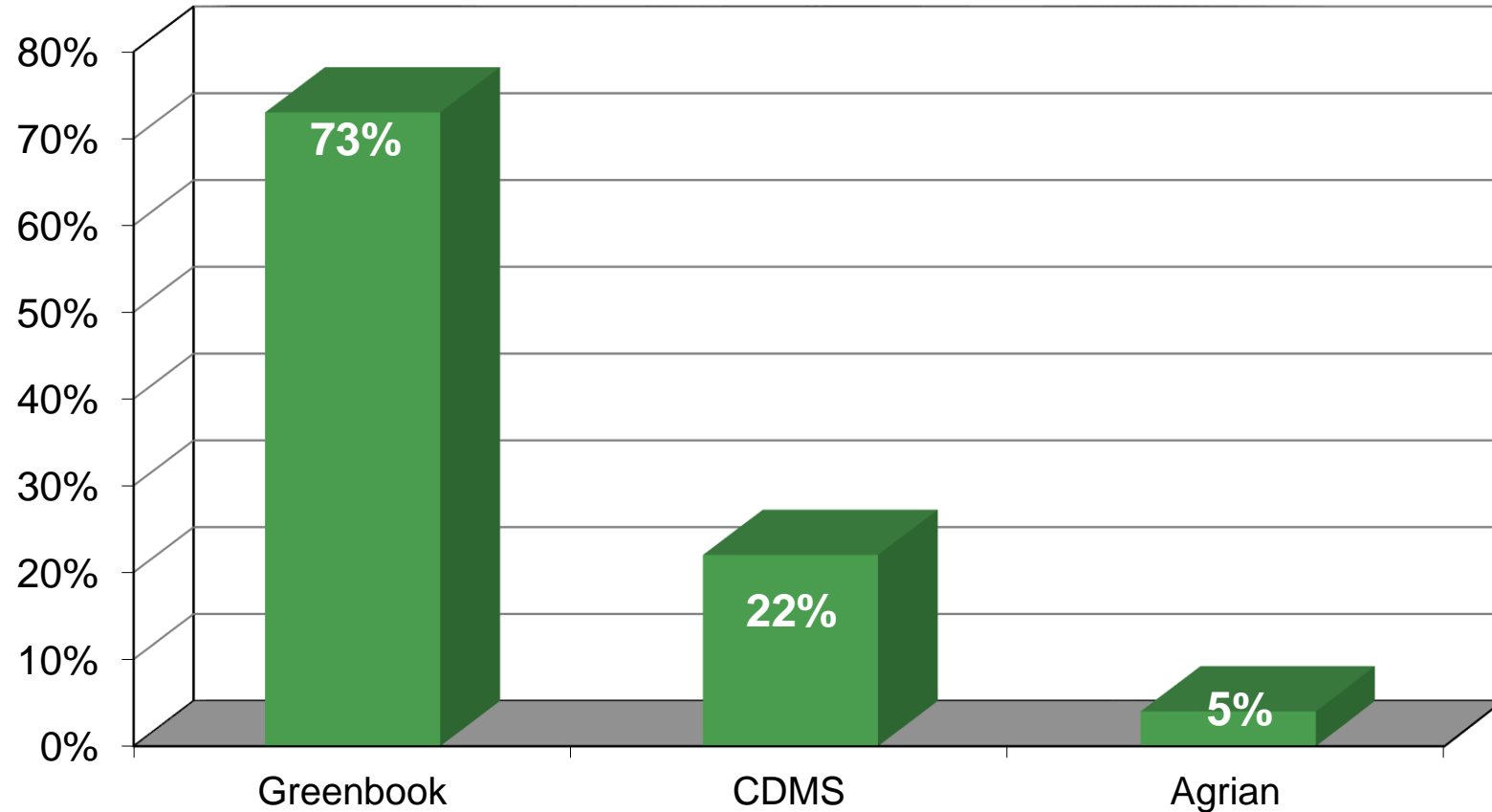


# Which brand has the most current crop protection news and label information?





# Based on ease of use, which site would you rank the best to find the information you need?



# On a scale from 1 to 5, 1 being the lowest and 5 being the highest rating, please rate Greenbook on the following items

	1 – Low	2	3	4	5 – High
Ease of Use	2%	1%	23%	42%	32%
Up-to-date, current news and label information	0%	1%	16%	44%	39%
Visual appearance	0%	1%	24%	45%	30%
Quantity of news and label information	0%	0%	23%	42%	45%