

## SUCCESSFUL FARMING® MARKET RESEARCH PANEL

The Successful Farming® Market Research Panel was established in 1980 and is comprised of nearly 1,000 subscribers of the magazine who agree to answer eight to twelve surveys each year. The panel makeup is representative of active farmers who subscribe to *Successful Farming* magazine. Questions for the surveys come from the *Successful Farming* marketing staff, the magazine's editors and advertising customers of the magazine.

Recent study topics include:

- Automobiles
- Buildings
- Chemical spraying
- Combines
- Family
- Fencing
- Glyphosates
- Insurance
- Internet
- Livestock
- Magazine readership
- Pesticides
- Pickup trucks
- Seed treatments
- Seeds
- Stress
- Tractor tires

For more information about the *Successful Farming* Research Program or to view recent Market Panel Studies, contact your *Successful Farming* sales executive.

Successful Farming®

**Market  
Research  
Panel**

