
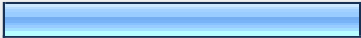
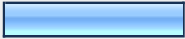






BC Ranching Moments

1. Approximately how many times did you hear the “BC Ranching Moments” advertisement on the radio?			Response Percent	Response Count
0-2			26.1%	12
2-5			39.1%	18
5-10			19.6%	9
10 or more times			15.2%	7
			answered question	46
			skipped question	0



2. I found the “BC Ranching Moments” advertisements informative and easy to understand.			Response Percent	Response Count
Yes			93.5%	43
No			4.3%	2
Unsure			4.3%	2
			answered question	46
			skipped question	0

3. Describe the most memorable “BC Ranching Moments” advertisement that you found and why?		Response Count
		33
		answered question
		33
		skipped question
		13

4. Please indicate by checking the answer that best suits how you feel about the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Response Count
I am more aware of the precautions that ranchers take to deliver high quality, safe beef products.	41.9% (18)	46.5% (20)	14.0% (6)	0.0% (0)	0.0% (0)	43
I have a better understanding that beef is a low fat, heart healthy choice for my family.	53.5% (23)	41.9% (18)	4.7% (2)	0.0% (0)	0.0% (0)	43
I agree that from pasture to plate, food safety is everyone's responsibility.	72.1% (31)	27.9% (12)	0.0% (0)	0.0% (0)	0.0% (0)	43
	<i>answered question</i>					43
	<i>skipped question</i>					3

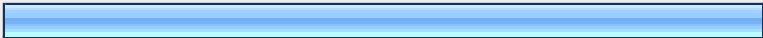
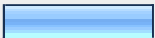
5. I now use a meat thermometer.

		Response Percent	Response Count
Yes		51.2%	22
No		48.8%	21
	<i>answered question</i>		43
	<i>skipped question</i>		3

6. Please indicate by checking the answer that best suits how you feel about the following statements:

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Response Count
I feel that ranchers are excellent stewards of the land because they care for their animals and the environment everyday.	58.1% (25)	34.9% (15)	7.0% (3)	0.0% (0)	0.0% (0)	43
I now have a better understanding of what the Agricultural Land Reserve is.	30.2% (13)	39.5% (17)	30.2% (13)	0.0% (0)	0.0% (0)	43
I am more supportive of BC rancher's role in protecting agricultural land	44.2% (19)	51.2% (22)	4.7% (2)	0.0% (0)	0.0% (0)	43
	<i>answered question</i>					43
	<i>skipped question</i>					3

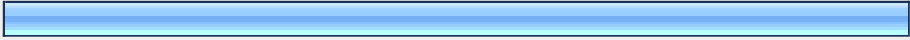
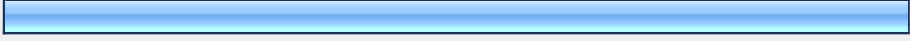
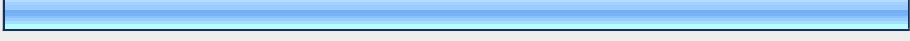
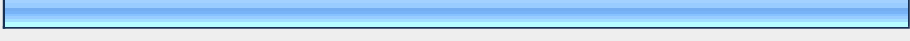
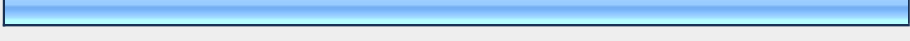
7. I have a better understanding of the steps ranchers are taking to protect water quality and the environment.



		Response Percent	Response Count
Yes		83.7%	36
No		0.0%	0
Unsure		16.3%	7
	<i>answered question</i>		43
	<i>skipped question</i>		3

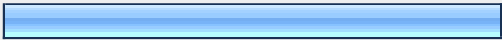

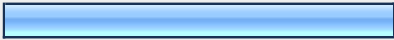
8. Please indicate by checking the answer that best suits how you feel about the following statements:




	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree	Response Count
I have a better understanding of BC cattle producers and their methods of diversifying the ranch operation.	34.1% (14)	39.0% (16)	24.4% (10)	2.4% (1)	0.0% (0)	41
I agree that beef cattle ranching is a major economic contributor and employer in BC communities.	51.2% (21)	43.9% (18)	4.9% (2)	0.0% (0)	0.0% (0)	41
	<i>answered question</i>					41
	<i>skipped question</i>					5

9. Rank the following industries (1-5) in order of importance in BC. 1 being the most important and 5 being the least important.

		Response Percent	Response Count
Tourism		100.0%	42
Mining		100.0%	42
Forestry		100.0%	42
Fishing		100.0%	42
Ranching		100.0%	42
	<i>answered question</i>		42
	<i>skipped question</i>		4

10. Did the information presented influence you to choose beef rather than the alternative?			Response Percent	Response Count
Yes, I now choose beef more			16.7%	7
No, I have always chosen beef			83.3%	35
No, the advertisement did not influence my decision and I choose the alternative			0.0%	0
			<i>answered question</i>	42
			<i>skipped question</i>	4

11. The “BC Ranching Moments” advertisement elevated my opinion of the BC ranching industry.			Response Percent	Response Count
Yes			54.8%	23
No			2.4%	1
I was always positive			42.9%	18
			<i>answered question</i>	42
			<i>skipped question</i>	4

12. How often do you eat beef?			Response Percent	Response Count
0-2 times a month			0.0%	0
3-5 times a month			4.8%	2
5-10 times a month			35.7%	15
10+ times a month			61.9%	26
			<i>answered question</i>	42
			<i>skipped question</i>	4

13. Please fill out all fields below so we can contact you to collect your \$500 prize!

		Response Percent	Response Count
Name:	<input type="text"/>	100.0%	42
Email Address:	<input type="text"/>	100.0%	42
Phone Number:	<input type="text"/>	100.0%	42
	<i>answered question</i>		42
	<i>skipped question</i>		4