



Hay & Forage Grower®

A PENTON MEDIA PUBLICATION

READER PROFILE

2008

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Respondent Composition

The sample for this study was systematically selected from the circulation of **HAY & FORAGE GROWER**. An Nth selection from the domestic qualified list yielded 987 names.

Methodology

The survey packages contained a cover letter, questionnaire and postage-paid reply envelope, and were mailed on January 4, 2008. On February 6, 2008 a follow-up survey package was mailed to the non-respondents. All received an updated survey package similar to the first except that it included a dollar incentive. The cover letters reflected the fact that there was an incentive dollar included.

There were 19 undeliverable returns resulting in an effective mail out of 968. Of this number there were 487 records finalized, 6 of which were unusable leaving an intab sample of 481, or a 50% response rate.

This study was designed and conducted by the Agribusiness Research Department.

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NOTE: All percents are figured by dividing those who answered yes by the total who responded to the specific question. This results in the percents being higher than the actual percent that represents the whole circulation.

Alfalfa

Do you grow alfalfa?

	2008	2007	2006	2005	2004
Yes	64.8	68.4	66.4	71.8	72.9
<i>% Responding</i>	99.8	100.0	100.0	100.0	99.2

How many acres of alfalfa did you grow?

	2008	2007	2006	2005	2004
2,000+	0.6	0.0	0.7	0.0	0.8
1,000 - 1,999	1.9	0.7	2.7	2.8	1.9
500 - 999	7.1	10.2	8.5	7.6	6.2
500+	9.6	10.9	11.9	10.4	8.9
250 - 499	13.5	19.1	16.3	21.4	16.1
100 - 249	39.0	41.0	39.0	38.2	40.5
50 - 99	22.6	19.4	20.3	16.8	21.7
less than 50	15.2	9.5	12.5	13.1	12.9
Average acres	235.2	208.0	228.1	228.1	220.0
<i>% Responding</i>	63.7	67.7	65.7	70.5	71.7

Do you sell alfalfa hay for cash?

	2008	2007	2006	2005	2004
Yes	43.7	45.2	41.6	41.9	41.2
<i>% Responding</i>	63.9	66.7	65.9	70.5	71.9

How many acres do you harvest for cash hay sales?

	2008	2007	2006	2005	2004
2,000+	1.5	0.9	0.9	0.0	1.5
1,000 - 1,999	3.0	0.0	5.4	3.2	1.5
500 - 999	6.8	12.8	8.0	7.2	4.5
500+	11.3	13.7	14.3	10.4	7.5
250 - 499	11.4	18.8	13.4	20.0	10.4
100 - 249	37.1	31.6	35.7	29.6	31.3
50 - 99	14.4	18.8	17.9	19.2	24.6
less than 50	25.8	17.1	18.8	20.8	26.1
Average acres	289.8	243.4	250.1	221.1	198.4
<i>% Responding</i>	27.1	28.0	24.9	26.9	25.8

To whom do you sell alfalfa?

	2008	2007	2006	2005	2004
Dairy Farms	58.5	60.0	54.5	52.9	54.4
Horse owners	48.1	x	x	x	x
Farmer-feeders	28.9	36.0	42.3	31.6	28.2
Horse stables	28.1	25.6	38.2	48.5	41.6
Ranchers	29.6	25.6	39.0	41.2	38.9
Dealers	36.3	23.2	30.9	30.9	25.5
Commercial feedlots	11.9	18.4	17.9	22.8	15.4
Feed stores	9.6	12.0	11.4	16.2	11.4
Racetracks	1.5	0.8	1.6	2.9	2.0
Other	5.2	7.2	5.7	8.8	10.1
% Responding	27.7	29.9	27.4	29.3	28.7

What percent of your alfalfa hay sold to customers more than 50 miles from your farm?

	2008	2007	2006	2005	2004
Customers	66.3	59.3	37.5	55.8	38.4
% Responding	15.8	20.6	26.9	18.1	26.5

Do you use insecticides in your alfalfa operation?

	2008	2007	2006	2005	2004
Yes	34.3	32.9	35.4	29.8	36.4
% Responding	63.4	67.7	65.5	70.3	70.8

Do you apply herbicides to control weeds on alfalfa?

	2008	2007	2006	2005	2004
Yes	26.1	22.4	21.9	27.2	21.6
% Responding	63.7	67.2	65.0	69.8	68.7

If you bale alfalfa, do you apply a preservative or mold inhibitor when you bale?

	2008	2007	2006	2005	2004
Preservative	14.8	12.2	17.0	13.4	14.9
Mold Inhibitor	6.9	6.3	7.4	6.2	1.4
Neither	79.0	82.6	77.8	81.4	84.3
% Responding	59.8	64.6	60.1	65.9	67.3

How do you harvest your alfalfa?

	2008	2007	2006	2005	2004
Large Round Bales	60.4	64.8	61.4	61.7	65.0
Small square bales	39.3	38.0	41.6	48.5	45.2
Chopped as haylage	27.5	23.9	29.4	29.8	28.9
Large Square bales	27.8	30.3	25.6	24.8	20.3
Plastic wrapped bales	10.2	10.9	7.2	7.4	7.8
Mechanical stack maker	3.8	3.9	2.7	4.0	3.2
Other	1.9	0.4	2.4	0.9	2.4
% Responding	64.3	67.9	65.3	70.3	71.9

Do you grow hay other than alfalfa?

	2008	2007	2006	2005	2004
Yes	72.6	72.4	69.9	66.4	67.3
% Responding	99.8	99.5	98.4	97.6	97.5

How many acres of hay (other than alfalfa) do you grow?

	2008	2007	2006	2005	2004
2,000+	0.7	2.5	0.4	0.4	0.3
1,000 - 1,999	2.5	1.4	0.4	2.9	1.6
500 - 999	6.5	9.6	7.7	4.0	7.8
500+	9.7	13.5	8.5	7.3	9.7
250 - 499	15.2	19.5	17.6	17.4	16.5
100 - 249	38.6	13.5	43.4	43.1	39.2
50 - 99	19.9	14.5	15.1	16.7	18.1
less than 50	16.6	13.5	15.4	15.6	16.5
Average acres	211.0	285.3	195.5	203.5	204.5
% Responding	56.9	67.5	60.6	59.5	59.4

How do you harvest hay (other than alfalfa)?

	2008	2007	2006	2005	2004
Large Round Bales	76.3	80.3	79.1	79.0	79.3
Small square bales	41.4	40.5	34.0	44.1	40.9
Chopped as haylage	6.8	5.5	7.4	9.8	7.3
Large Square bales	13.0	14.2	10.8	12.6	9.1
Plastic wrapped bales	9.5	7.6	7.1	6.6	4.6
Mechanical stack maker	2.4	2.8	1.3	2.4	2.1
Other	3.0	1.4	2.0	3.1	0.9
% Responding	69.4	69.1	66.1	61.6	63.1

'x' indicates a question or category not asked

Do you sell hay other than alfalfa for cash?

	2008	2007	2006	2005	2004
Yes	40.4	38.6	32.1	39.2	33.9
% Responding	71.7	71.3	67.9	63.8	64.0

How many acres do you harvest for cash hay sales?

	2008	2007	2006	2005	2004
1,000 - 1,999	x	x	x	5.6	1.1
500 - 999	6.1	11.1	4.3	5.6	1.1
250 - 499	12.9	17.6	8.7	5.6	10.2
100 - 249	36.4	34.3	40.2	32.4	30.7
50 - 99	22.7	13.9	17.4	17.6	25.0
less than 50	22.0	19.4	29.3	33.3	31.8
Average acres	142.8	294.9	126.3	194.7	126.3
% Responding	27.1	25.8	20.5	23.3	16.9

Equipment

Do you do any custom harvesting?

	2008	2007	2006	2005	2004
Yes, Hay	20.6	19.4	15.0	18.3	19.0
Yes, Silage	4.7	5.1	4.1	4.3	6.1
No	78.0	78.4	82.7	81.2	78.4
% Responding	96.9	97.6	98.0	96.3	98.1

How many acres of hay do you custom harvest?

	2008	2007	2006	2005	2004
Average hay acres	400.4	261.1	335.9	387.7	589.4
% Responding	18.9	17.7	13.4	16.6	17.3
Average silage acres	917.6	431.6	841.7	279.2	2687.6
% Responding	4.3	4.5	4.0	4.1	5.1

Do you own a bale wrapper?

	2008	2007	2006	2005	2004
Yes	13.0	11.3	8.1	9.4	7.1
% Responding	89.8	95.5	93.3	91.6	90.0

Do you own a hay moisture tester?

	2008	2007	2006	2005	2004
Yes	47.8	50.0	42.7	45.8	46.5
% Responding	92.4	96.2	95.5	91.8	91.0

Do you wrap round or square bales?

	2008	2007	2006	2005	2004
Round (plastic)	16.4	13.9	x	x	x
Round (net wrap)	27.2	22.3	x	x	x
Square	3.1	5.5	2.5	2.8	2.0
Do not wrap bales	60.8	65.2	74.7	75.3	83.7
% Responding	73.9	82.5	88.9	83.8	84.8

Do you own a skid-steer loader?

	2008	2007	2006	2005	2004
Yes	37.0	37.8	38.2	38.7	37.4
% Responding	98.2	96.9	97.3	92.5	96.7

Do you own any semi tractors?

	2008	2007	2006	2005	2004
Yes	26.9	69.5	x	x	x
Average # Owned	1.9	2.1	x	x	x
% Responding	94.0	95.0	x	x	x

Which of the following do you own (in working condition)?

	2008	2007	2006	2005	2004
TRACTORS Under 40 HP	1.8	x	x	x	x
% Responding	31.8	x	x	x	x
TRACTORS 40 -100 HP	2.6	x	x	x	x
% Responding	77.4	x	x	x	x
TRACTORS 100 HP or more	2.9	x	x	x	x
% Responding	89.8	x	x	x	x
ANY TRACTORS	2.6	4.9	5.1	x	x
% Responding	98.0	97.4	98.3	x	x
Mower conditioner	1.2	1.2	1.2	1.2	1.2
% Responding	51.6	48.7	53.3	56.1	48.0
Swather/windrower	1.3	1.3	1.3	1.3	1.3
% Responding	39.7	42.6	39.3	38.1	38.7
Baler-round	1.2	1.2	1.2	1.1	1.1
% Responding	61.4	63.5	64.1	63.7	60.5
Baler-small square	1.3	1.3	1.3	1.3	1.2
% Responding	44.6	43.1	43.4	52.7	50.4
Baler-large square	1.3	1.2	1.2	1.1	1.2
% Responding	12.1	16.1	9.9	11.9	10.7

(continued)					
Field forage harvester	1.2	1.2	1.2	1.2	1.3
<i>% Responding</i>	28.5	27.5	31.1	32.7	30.1
Bale wagon-small square	2.8	2.8	2.7	2.8	2.7
<i>% Responding</i>	20.2	21.7	25.3	29.5	20.9
Bale wagon-mechanical stacks	1.0	1.2	1.4	1.1	1.2
<i>% Responding</i>	5.6	4.0	5.5	3.8	4.9
Bale wagon-round	1.5	1.3	1.6	1.3	1.3
<i>% Responding</i>	16.4	17.7	14.7	17.3	15.6
Bale unroller-round	1.4	1.2	1.2	1.3	1.2
<i>% Responding</i>	12.1	13.5	11.1	9.5	11.9
Bale accumulator device	1.2	1.2	1.3	1.2	1.2
<i>% Responding</i>	7.0	8.5	5.8	6.8	7.6
Mechanical stack maker	1.4	1.1	1.1	1.2	1.1
<i>% Responding</i>	3.1	5.6	3.4	3.8	5.1
Table % Responding	91.6	90.4	92.4	95.7	93.8

Which of the following do you plan to purchase in the next two years?

	2008	2007	2006	2005	2004
TRACTORS Under 40 HP	1.2	x	x	x	x
<i>% Responding</i>	3.3	x	x	x	x
TRACTORS 40 -100 HP	1.1	x	x	x	x
<i>% Responding</i>	27.8	x	x	x	x
TRACTORS 100 HP or more	1.2	x	x	x	x
<i>% Responding</i>	40.4	x	x	x	x
ANY TRACTORS	1.3	1.4	x	x	x
<i>% Responding</i>	61.6	61.2	x	x	x
Mower conditioner	1.0	1.0	x	x	x
<i>% Responding</i>	15.9	23.3	x	x	x
Swather/windrower	1.0	1.1	x	x	x
<i>% Responding</i>	15.2	16.3	x	x	x
Baler-round	1.0	1.1	x	x	x
<i>% Responding</i>	22.5	32.6	x	x	x
Baler-small square	1.2	1.1	x	x	x
<i>% Responding</i>	9.9	11.6	x	x	x

(continued)					
Baler-large square	1.0	1.1	x	x	x
<i>% Responding</i>	4.6	12.4	x	x	x
Field forage harvester	1.1	1.1	x	x	x
<i>% Responding</i>	6.6	12.4	x	x	x
Bale wagon-small square	1.2	2.1	x	x	x
<i>% Responding</i>	3.3	7.8	x	x	x
Bale wagon-mechanical stacks	0.0	0.0	x	x	x
<i>% Responding</i>	0.0	0.0	x	x	x
Bale wagon-round	1.0	1.1	x	x	x
<i>% Responding</i>	1.3	8.5	x	x	x
Bale unroller-round	1.0	1.0	x	x	x
<i>% Responding</i>	4.0	4.7	x	x	x
Bale accumulator device	1.1	1.0	x	x	x
<i>% Responding</i>	5.3	6.2	x	x	x
Mechanical stack maker	1.0	1.0	x	x	x
<i>% Responding</i>	1.3	1.6	x	x	x
Table % Responding	31.0	30.9	x	x	x

How many spools of twine did you purchase last year?

	2008	2007	2006	2005	2004
Spools purchased	81.2	71.7	57.2	78.9	53.6
<i>% Responding</i>	61.0	65.1	58.1	68.3	74.8

What brand of tractor do you own or lease?

	2008	2007	2006	2005	2004
John Deere	68.3	67.5	67.8	67.4	61.4
Case/IH	47.6	46.3	43.5	59.5	64.0
New Holland	22.8	x	x	x	x
AGCO	17.3	15.3	19.1	25.5	21.5
Kubota	5.3	5.2	2.4	4.1	3.3
Challenger	2.5	1.5	2.1	2.3	2.5
Belarus	1.5	0.5	1.7	2.7	1.0
Kioti	0.0	0.0	0.9	x	0.2
Other	7.8	3.2	5.0	4.1	6.0
<i>% Responding</i>	97.1	97.1	94.2	94.6	93.1

Do you own an all-terrain vehicle (ATV) or utility vehicle?

	2008	2007	2006	2005	2004
Yes	76.6	76.8	76.3	70.9	68.7
<i>% Responding</i>	98.2	97.8	97.6	97.6	96.5

'x' indicates a question or category not asked

Silage

Did you make silage last year?

	2008	2007	2006	2005	2004
Yes	36.5	37.8	36.8	43.6	38.6
% Responding	95.7	98.1	96.9	97.0	96.5

What type(s) of ensiled crops did you make?

	2008	2007	2006	2005	2004
Corn silage	82.4	87.0	89.4	86.2	89.7
Haylage	50.6	44.8	57.5	51.5	58.8
High-moisture corn	21.8	22.1	28.8	27.0	26.8
Oat silage	8.2	9.1	11.9	13.3	11.9
Baled silage	8.2	8.4	6.9	8.7	7.2
Sorghum-sudangrass	11.8	9.1	6.3	8.2	6.7
Wheat silage	6.5	1.9	3.1	7.1	3.1
Other	3.5	5.2	1.9	2.0	3.6
% Responding	34.9	36.8	35.6	42.2	37.3

Average acres of ensiled crops?

	2008	2007	2006	2005	2004
Corn silage	164.3	135.1	155.5	143.1	218.7
Haylage	208.3	157.7	309.6	203.5	709.2
High-moisture corn	176.5	152.4	158.7	107.9	141.6
Oat silage	60.5	56.3	44.3	49.7	142.5
Baled silage	191.1	79.6	104.7	148.5	95.8
Sorghum-sudangrass	73.7	336.7	44.0	65.8	75.6
Wheat silage	91.1	52.5	110.0	74.7	147.0
Other	176	59.1	300.0	95.0	100.0
% Responding	34.9	36.8	35.6	42.2	37.3

Did you sell silage?

	2008	2007	2006	2005	2004
Yes	15.0	9.4	10.4	10.4	5.7
% Responding	34.3	35.6	34.3	58.2	88.3

If yes, what ensiled crops did you sell?

	2008	2007	2006	2005	2004
Corn silage	75.0	64.3	81.3	75.0	79.2
Haylage	37.5	42.9	31.3	32.1	50.0
High-moisture corn	8.3	0.0	6.3	10.7	4.2
Oat silage	4.2	0.0	x	x	8.3
Baled silage	12.5	28.6	6.3	14.3	8.3
Sorghum-sudangrass	12.5	0.0	x	10.7	4.2
% Responding	4.9	3.3	3.6	6.0	4.6

How do you store your silage?

	2008	2007	2006	2005	2004
Bunker or trench	25.5	26.7	22.6	33.3	30.7
Concrete tower silo	21.2	19.4	24.5	40.4	30.2
Sealed tower silo	10.9	10.9	8.2	21.6	15.9
Silage bags	12.7	12.0	10.4	22.7	11.3
Plastic wrapped bales	9.0	8.9	7.4	8.6	5.7
None of the above	45.9	46.9	50.3	26.3	38.8
% Responding	77.4	81.6	83.7	55.0	71.3

Average number of storage facilities?

	2008	2007	2006	2005	2004
Bunker or trench	1.8	1.9	2.1	2.0	1.7
Concrete tower silo	2.1	2.5	2.5	2.8	2.4
Sealed tower silo	7.1	2.0	2.2	2.1	2.0
Silage bags	2.1	6.0	6.8	4.6	6.3
Plastic wrapped bales	184.4	301.6	590.3	291.9	414.3
% Responding	77.4	81.6	83.7	55.0	71.3

Do you own a forage chopper?

	2008	2007	2006	2005	2004
Yes	34.5	35.0	35.6	50.3	37.4
% Responding	90.3	92.3	92.0	67.7	88.5

Do you own a forage wagon?

	2008	2007	2006	2005	2004
Yes	27.5	31.9	29.5	86.5	32.2
% Responding	87.3	87.8	90.6	33.4	86.5

Do you own a silage bagger?

	2008	2007	2006	2005	2004
Yes	6.4	5.9	7.0	6.4	3.9
% Responding	86.0	88.8	86.2	67.0	88.5

General

Where is your farm located?

	2008	2007	2006	2005	2004
Wisconsin	6.2	8.0	8.4	10.6	8.1
South Dakota	5.8	7.8	7.5	4.9	7.1
Missouri	7.5	5.1	6.8	5.3	2.6
Minnesota	5.0	4.4	5.7	5.5	4.7
Iowa	4.6	4.4	5.7	6.0	5.1
Kansas	5.4	7.3	5.5	5.1	5.7
North Dakota	4.0	4.6	4.8	5.1	4.7
Nebraska	6.0	8.5	4.8	5.5	5.3
Montana	2.9	3.2	4.8	3.3	3.7
Colorado	4.4	2.9	3.0	3.1	3.0
Illinois	2.1	2.0	2.3	2.4	3.1
Michigan	2.5	2.4	2.1	3.8	2.6
Ohio	2.3	2.0	2.1	2.9	2.8
California	2.7	2.0	1.6	2.4	2.6
Other	38.7	36.1	36.8	42.0	36.1
% Responding	98.8	98.1	97.6	97.2	97.7

How many acres (total) do you operate?

	2008	2007	2006	2005	2004
2,000 +	25.2	30.6	26.9	26.0	24.4
1,000 - 1,999	21.8	17.4	20.3	19.1	23.2
500 - 999	23.1	24.6	22.2	24.9	22.2
250 - 499	16.9	18.7	20.6	18.4	19.1
100 - 249	10.6	6.7	9.1	9.4	8.8
50 - 99	2.1	0.5	0.5	0.9	1.4
Less than 50	0.2	1.5	0.5	1.3	0.8
Average acres	2495.4	3241.9	2080.5	3872.3	3926.5
% Responding	96.9	96.2	95.3	96.1	94.4

How many cropland (tilled) acres do you operate?

	2008	2007	2006	2005	2004
2,000 +	10.4	12.0	11.5	10.8	10.5
1,000 - 1,999	15.3	18.2	14.6	15.5	15.4
500 - 999	23.6	24.3	24.4	21.6	24.8
250 - 499	23.4	20.5	23.9	22.2	22.7
100 - 249	19.7	18.8	18.3	21.6	19.2
50 - 99	3.6	4.4	4.5	3.9	4.7
Less than 50	3.9	1.8	2.8	4.4	2.8
Average acres	912.7	968.9	865.5	919.5	822.7
% Responding	79.1	81.6	79.3	83.6	82.3

Do you irrigate any of your crop acres?

	2008	2007	2006	2005	2004
Yes	29.7	30.4	28.7	29.3	30.8
% Responding	96.1	97.6	97.1	97.0	96.2

How many acres do you irrigate?

	2008	2007	2006	2005	2004
2,000+	8.8	2.9	2.9	7.3	5.0
1,000 - 1,999	8.8	8.6	10.6	10.0	10.8
500 - 999	15.8	26.7	18.3	22.7	21.7
250 - 499	21.9	25.7	24.0	26.4	16.7
100 - 249	28.9	29.5	25.0	22.7	31.7
50 - 99	8.8	1.9	9.6	7.3	8.3
Less than 50	7.0	4.8	9.6	3.6	5.8
Average acres	706.7	616.1	481.5	971.8	571.5
% Responding	23.4	25.1	23.2	23.7	23.1

What types of irrigation systems do you have?

	2008	2007	2006	2005	2004
SPRINKLER	72.7	74.2	73.8	75.6	75.5
Center Pivot	44.6	58.1	54.9	54.8	47.0
Side Roll	11.5	12.9	18.0	16.3	19.2
Traveler	8.6	8.9	6.6	8.9	7.3
GRAVITY	52.5	49.2	49.2	53.3	55.6
Flood	36.7	29.0	27.9	38.5	37.7
Gated pipe	20.1	18.5	18.0	20.7	22.5
Furrow	11.5	11.3	11.5	15.6	9.3
DRIP	6.5	2.4	7.4	5.2	1.3
% Responding	28.5	29.7	27.2	29.1	29.0

How many people other than yourself read your issue of Hay & Forage Grower?

	2008	2007	2006	2005	2004
Average readers	1.9	1.8	1.8	2.0	2.1
% Responding	65.7	91.9	70.8	67.9	68.1

Electronics

Do you own/use a computer for your farm operation?
(Not DTN or FarmDayta)

	2008	2007	2006	2005	2004
Yes	67.6	67.2	64.2	60.7	61.5
% Responding	98.4	97.8	97.6	97.6	96.3

'x' indicates a question or category not asked

Do you access the Internet or World Wide Web?

	2008	2007	2006	2005	2004
Yes	89.5	89.0	88.6	87.3	84.3
<i>% Responding</i>	66.3	65.3	62.6	59.3	58.8

What types of Internet applications do you use/access?

	2008	2007	2006	2005	2004
E-mail	84.8	87.8	88.4	82.4	87.4
Weather	76.6	74.4	72.3	73.1	79.1
Markets	68.8	62.2	62.0	62.2	64.4
Business related	56.4	56.7	61.2	63.0	63.2
Product/company information	56.4	55.9	64.0	61.3	57.3
News	53.5	47.9	44.6	45.0	49.8
Shopping	33.3	41.2	37.2	37.0	38.7
Entertainment	22.3	20.2	24.4	18.9	20.9
Chat/discussion groups	6.0	5.0	8.7	2.9	6.3
Other	2.8	3.4	0.4	1.7	3.6
<i>% Responding</i>	57.9	56.9	53.9	51.3	48.7

What was your age on your last birthday?

	2008	2007	2006	2005	2004
Average Age	55.8	56.3	55.0	52.9	52.4
<i>% Responding</i>	97.5	97.8	95.1	96.1	97.1

Do you have high-speed Internet service?

	2008	2007	2006	2005	2004
Yes	65.6	53.1	44.1	x	x
<i>% Responding</i>	38.8	57.2	55.0	x	x

What are your most important references for pricing hay to buy or sell?

	2008	2007	2006	2005	2004
Local/Regional newspaper	55.9	x	x	x	x
Auctioneer or hay broker	23.4	x	x	x	x
Hay & Forage Grower	22.6	x	x	x	x
Extension Service	16.4	x	x	x	x
USDA-AMS	10.8	x	x	x	x
Hayexchange.com	4.0	x	x	x	x
Other	22.0	x	x	x	x
<i>% Responding</i>	76.4	x	x	x	x

'x' indicates a question or category not asked

