



THE RESULTS ARE IN!

We recently surveyed NC Pork Council members to get their feedback on our media. Here's what we found out:



NC Pork Report



Nearly 35% of respondents save their copy of *NC Pork Report* for reference after they are finished reading.



Nearly 20% of respondents share their copy of *NC Pork Report* with others to read after they are finished reading.

Demographics



Over 70% of respondents are involved in the purchasing process within their organization/company.

Advertising Effectiveness



Over 40% of respondents have visited an *NC Pork Report* advertiser's website because of the ad.



Over 30% of respondents have saved an *NC Pork Report* ad for reference.



Over 30% of respondents have discussed an *NC Pork Report* ad with others.



Nearly 60% of respondents perceive companies that advertise in *NC Pork Report* as more supportive of their profession and/or association than those who don't.



Nearly 50% of respondents say they are more likely to consider purchasing products/services from companies that advertise in *NC Pork Report*.

What Our Members Are Saying:

Katie Fisher, AgCarolina

"To stay abreast of information, updates, and topics of the NC pork industry, NCPC's communication updates are a reliable and trustworthy source of information."

Kevin Peterson

"Thanks to the NCPC for promoting pigs and the products that brings food from the farm to the table."

Kristina Hairr

"The communications sent out help me keep my finger on the pulse of the industry." -

Results from the 2023 NC Pork Report Readership Survey conducted by Naylor Association Solutions.

