

A survey was sent to all current subscribers to Sheep Genetics. Over 600 surveys were distributed with 124 or 19% returned. A summary of the results of those returned are as follows and the full report can be viewed on our website. All comments and suggestions are included in the full report on the web.

General Information and Website						
What type of Breeder are you?	Terminal	Maternal	Merino	Goat	Other	
	52%	19%	27%	2%	0%	
What is the size of your flock? LAMBPLAN MERINOSELECT	0-50	50-100	100-300	300-600	600+	
	6%	19%	28%	26%	21%	
	0%	0%	22%	25%	53%	
How often do you visit the Sheep Genetics website? LAMBPLAN MERINOSELECT	Daily	Weekly	Monthly	Quarterly	Never	
	2%	30%	37%	20%	11%	
	6%	38%	31%	19%	6%	
Do you use a computer to look up websites website? LAMBPLAN MERINOSELECT	Yes	No				
	93%	7%				
	97%	3%				
How easy is it to use the search section of the website? LAMBPLAN MERINOSELECT	Very Easy	Easy	OK	Difficult	Very Difficult	
	7%	39%	37%	15%	2%	
	10%	30%	43%	17%	0%	
Do you use the advance search function? LAMBPLAN MERINOSELECT	Yes	No	?			
	56%	42%	2%			
	71%	29%				
Is the web catalogue useful for your business to advertise sale animals? LAMBPLAN MERINOSELECT	Yes	Maybe	No			
	31%	2%	67%			
	31%	0%	69%			
Is the web catalogue useful for your business to advertise semen sales? LAMBPLAN MERINOSELECT	Yes	Maybe	No			
	31%	4%	65%			
	25%	0%	75%			
Do you use the website as an information source? LAMBPLAN MERINOSELECT	Yes	No				
	73%	27%				
	84%	16%				
Have you ever participated in an online workshop / webinar? LAMBPLAN MERINOSELECT	Yes	No				
	35%	65%				
	33%	67%				

Products & Services						
		Agree		Disagree		
Staff members can be contacted easily LAMBPLAN MERINOSELECT		25%	44%	26%	4%	1%
		16%	50%	28%	6%	0%
Sheep Genetics staff are approachable and friendly		40%	44%	13%	3%	0%

LAMBPLAN MERINOSELECT	48%	39%	9%	4%	0%
Sheep Genetics staff are helpful and patient with requests	34%	45%	13%	8%	0%
LAMBPLAN MERINOSELECT	34%	41%	19%	6%	0%
Requests are dealt with in a timely manner	24%	48%	11%	17%	0%
LAMBPLAN MERINOSELECT	19%	41%	28%	12%	0%
Sheep Genetics reports can be easily interpreted	27%	35%	31%	5%	2%
LAMBPLAN MERINOSELECT	26%	48%	13%	10%	3%
ASBVs assist achieving breeding objectives	38%	35%	14%	8%	5%
LAMBPLAN MERINOSELECT	52%	42%	6%	0%	0%
ASBVs are an effective marketing tool	26%	32%	28%	9%	5%
LAMBPLAN MERINOSELECT	29%	32%	36%	3%	0%
ASBVs are used to assist in making joining decisions	40%	36%	9%	7%	8%
LAMBPLAN MERINOSELECT	48%	36%	10%	6%	0%
ASBVs are used routinely by my clients to purchase rams or ewes	10%	27%	30%	26%	7%
LAMBPLAN MERINOSELECT	10%	24%	38%	14%	14%
Do you use an index?	Yes	Maybe	No		
LAMBPLAN MERINOSELECT	83%	1%	16%		
	75%	0%	25%		
Do your clients prefer to select from an index?	40%	10%	56%		
LAMBPLAN MERINOSELECT	32%	12%	52%		
Do you promote the index to your clients?	60%	5%	55%		
LAMBPLAN MERINOSELECT	57%	4%	39%		

Apart from material supplied by Sheep Genetics, from where else do you source genetic information? These answers were not prompted.

18%	Other Breeders	13%	Sheep Genetics/MLA
13%	Web	13%	Sales/Catalogues
12%	Sheep CRC	08%	Service Providers
07%	Journals/press	06%	Dept Ag/trials
05%	Consultants	04%	Overseas

The next section refers to the publications produced by Sheep Genetics.

Publications	Excellent	Good	Poor
Please rate the other publications and marketing material			
LAMBPLAN	11%	33%	49%
		4%	3%

MERINOSELECT					
	30%	23%	47%	0%	0%
Please rate the Sheep Genetics Pocket Guide	17%	33%	41%	5%	4%
LAMBPLAN					
MERINOSELECT	43%	36%	21%		

Is there enough commercial service available to assist with your breeding enterprise?

	LAMBPLAN	MERINOSELECT
Yes	84%	81%
No	16%	14%
?		5%