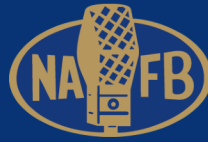


RESEARCH HIGHLIGHTS



kynetec

Results from a 2025 national farm radio listenership study of 1,001 farmers and ranchers conducted by Kynetec Research demonstrates the trust in the farm broadcaster still leads listeners to rank ag radio as their #1 choice for trusted ag news and information. The research also validates the importance of ag radio as a primary source for learning about ag products.



FIRST CHOICE FOR AG NEWS: 42% of farmers select farm radio as their 1st choice for trustworthy ag news & information – far out-pacing other ag media.

TRUST FACTOR: 59% of farmers say that hearing a farm broadcaster mention a product/company has a positive impact on their perception of product/company.

ULTIMATE INFLUENCERS: Significantly more (46%) farmers say broadcasters are more trustworthy, engaging, and impactful vs ag influencers (13%).



TOP SOURCE: Farm radio is among the top media sources listeners hear about new products. To learn more after hearing it on radio, 65% ask their local retailer and 63% research online.

PURCHASE INFLUENCE: Those who turn to their retailer after hearing a farm radio ad either purchase or intend to purchase (80%).



HIGH FREQUENCY: Farm radio is the highest daily-frequented medium.

MOBILITY: Farm radio is only medium to reach farmers on the go. They listen while driving (89%) or operating farm equipment (73%).



LEADING DESTINATION: Ag markets (80%) and local weather (82%) are the most important information farmers gather from farm radio.

GOING DIGITAL: In addition to over the air, a growing number of listeners are tuning in via podcasts, streaming and web videos (26%).

About the study: The 2025 NAFB Listenership Research was conducted by Kynetec, a global leader in agricultural market research. In the NAFB study, Kynetec surveyed 1,001 farmers and ranchers throughout the U.S. via phone and online surveys in January and February 2025.