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2025 NAFB Biennial Listenership Research

Prepared for
NAFB
March 2025

Background and Objectives

NAFB would like to continue monitoring media use among farmers and ranchers across the US, with a specific focus on farm radio listening habits, and additional new metrics.

Objectives



Determine farm radio listening habits

Daily news sources, # of days per week, # of minutes, Use of streaming & other media



Importance of radio & broadcasters

Types of information captured, Types of information desired, Benefits of radio as a source of ag-related info



Measure perceptions of farm broadcasters

Credibility, Accuracy of information, Timeliness of information



Determine use and habits for other media types

Television, Online, Podcasts, Social media



Explore additional topics

Response to ag-related broadcasts

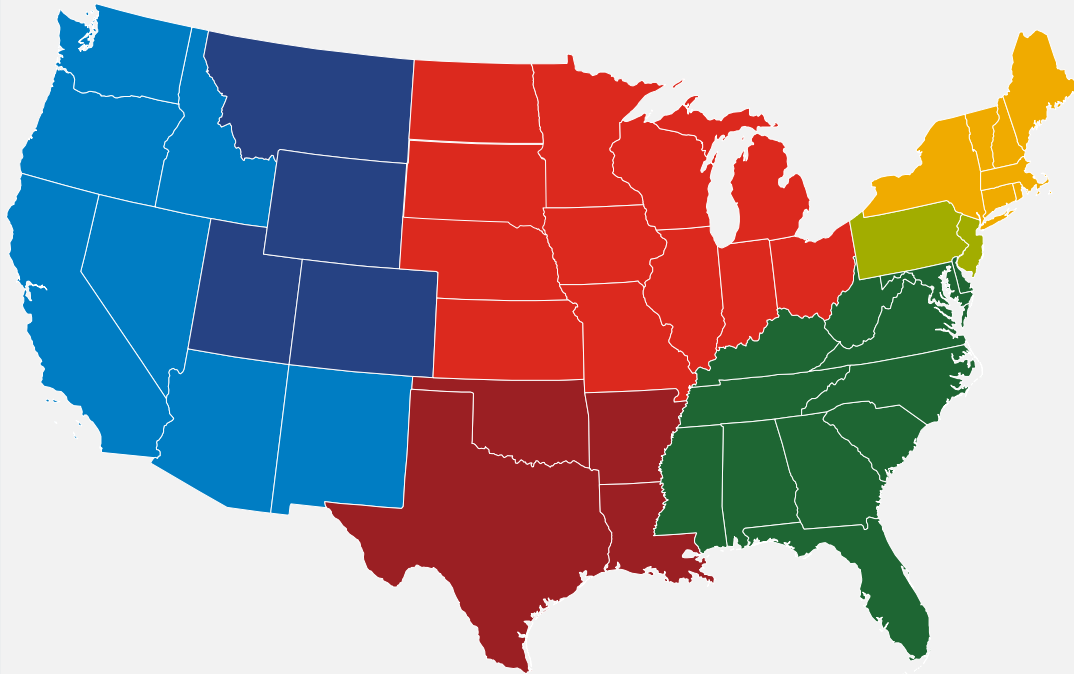


Target Audience

Recruitment criteria and study geography are detailed below.

Geography

- Nationwide based on percentage of state GFI



Methodology

1,001 online and phone surveys were conducted in January and February 2025.
(~90% online, ~10% phone)



Screening Requirements

To qualify for participation, farmers must:

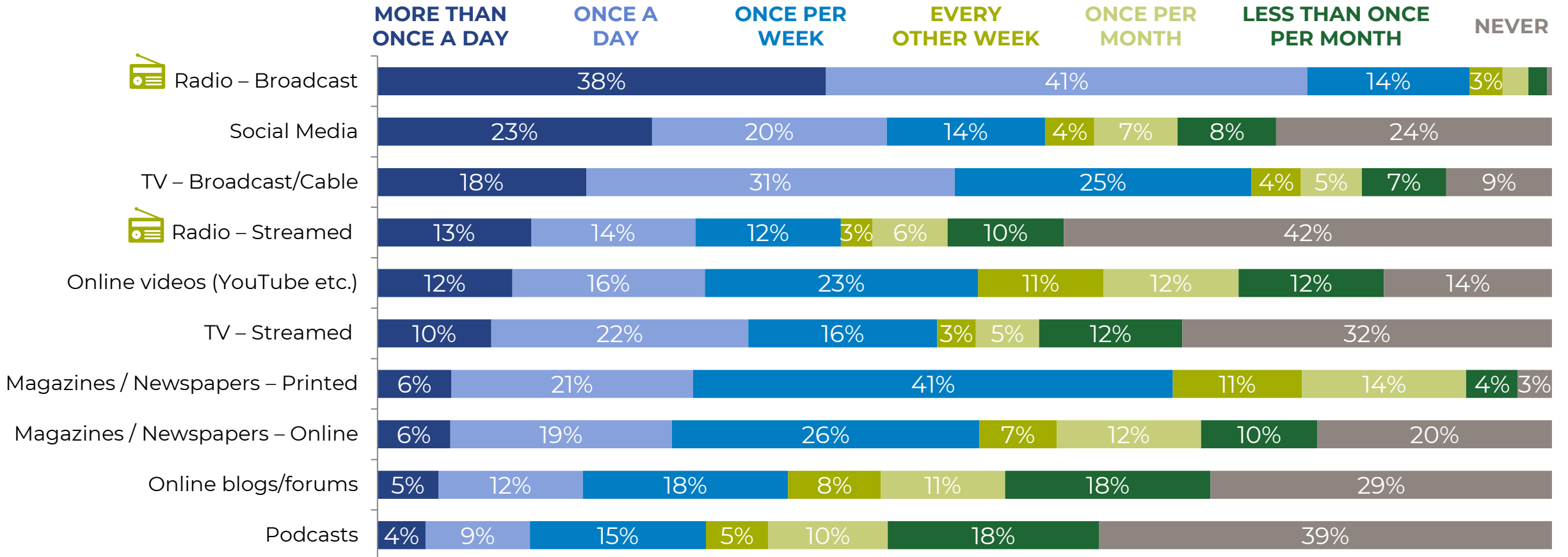
- Have at least some input in crop and equipment decisions for their operation
- Produce crops, livestock, or both
- Have a gross farm income of at least \$250,000
- Within 50-mile radius of station airing content produced by NAFB member
- Listen to ag radio during the time of year interviewed



Key Takeaways

Media Type Use Frequency

More than one-third of farmers who listen to the radio listen more than once per day. Social media and TV broadcast/cable are the next most frequently used media types.



Note: Respondents must have selected they listen to radio in the screening section to qualify.
Four respondents do not listen to broadcast radio but do listen to streamed radio

Base: (n=1,001)

5 Q1. How often do you use each of the following media types for farm news, weather, markets, and ag information?

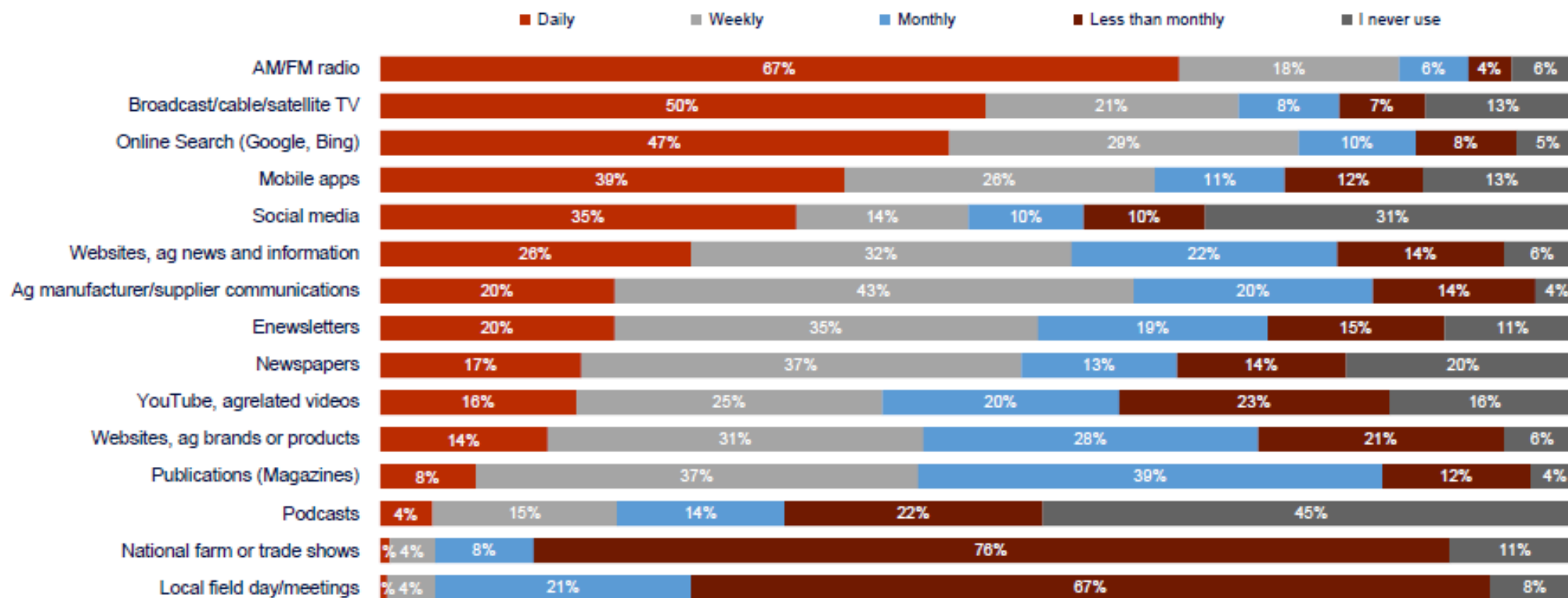
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Media Use – Ag Related

- Ag-related media is utilized slightly less compared to non-ag related media, in general.
- Two-thirds of respondents utilize AM/FM radio daily.
- Social media and podcasts are utilized the least.



Base: Total Respondents (n=502)

Ag Media Use – Over time

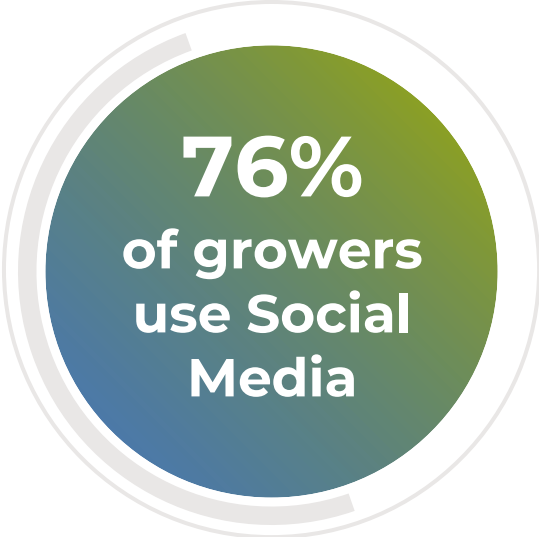
Aggregated Daily, Weekly, Monthly, & <Monthly Use



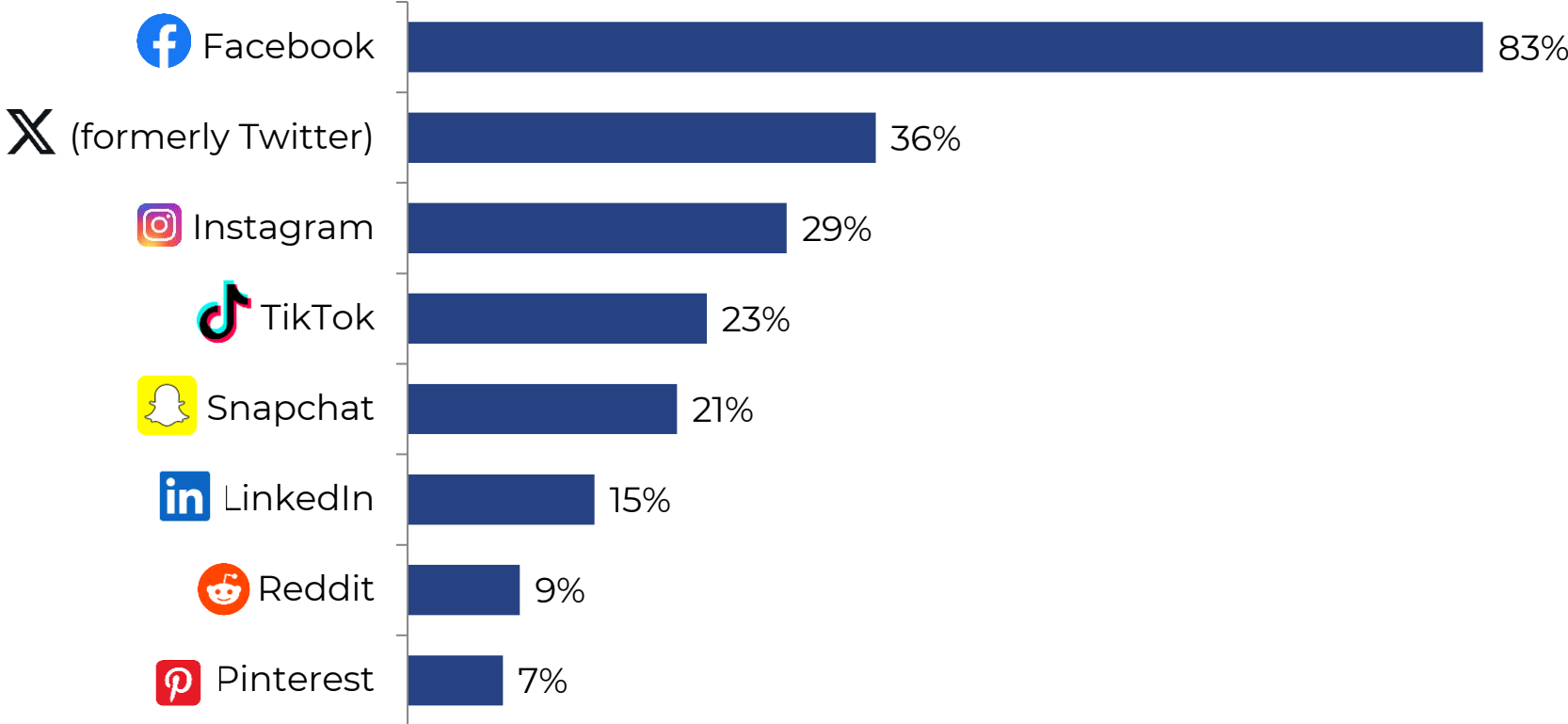
	2024	2022	2020	2017	2015	2013
AM/FM radio	95%	90%	84%	80%	80%	80%
Broadcast/cable/satellite TV	86%	85%	85%	75%	73%	--
Websites, ag news and information	94%	97%	73%	71%	68%	75%
Mobile apps	88%	82%	59%	56%	--	--
E-newsletters	89%	92%	68%	68%	--	66%
Ag manufacturer/supplier comms	97%	98%	86%	94%	93%	92%
Publications	96%	98%	97%	99%	98%	99%
Websites, ag brands or products	94%	97%	79%	71%	68%	75%
YouTube, ag related videos	84%	83%	61%	49%	--	--
Podcasts	55%	53%	35%	29%	--	--
National farm or trade shows	89%	84%	70%	80%	86%	86%
Local field day/meetings	93%	89%	78%	87%	--	--

Social Media Use

Most farmers who use social media use Facebook. X and Instagram capture the next-largest group of grower use, with approximately one-third each.



SOCIAL MEDIA SITES USED REGULARLY



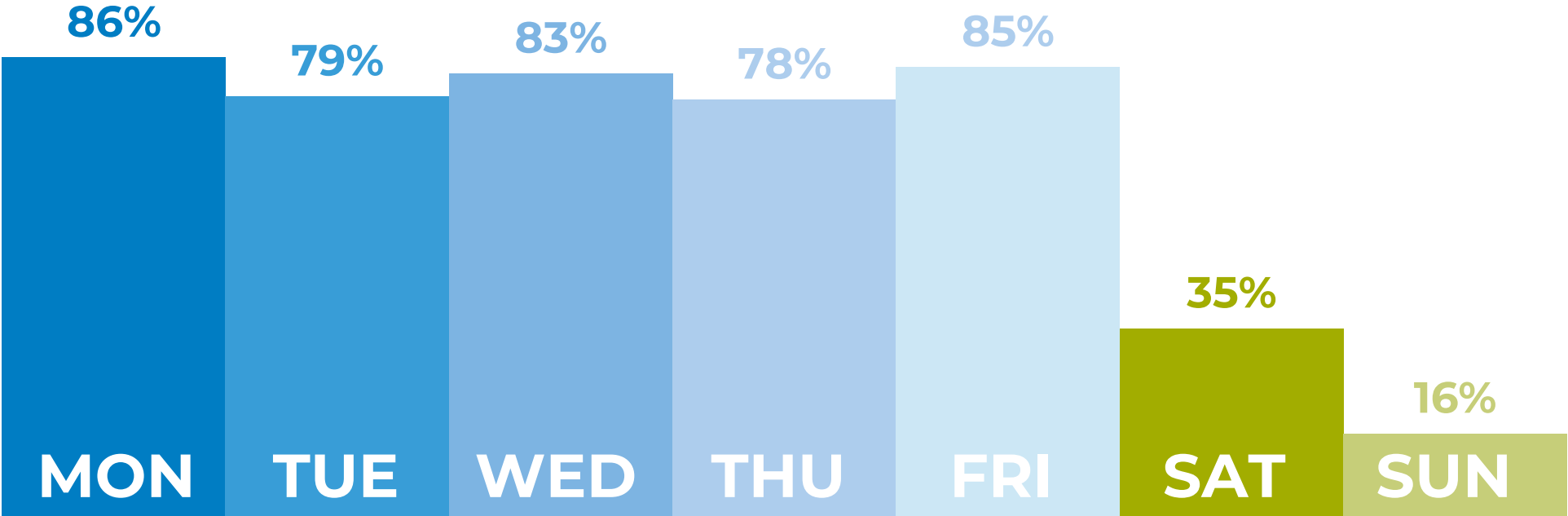
Base: Respondents using social media at least once a year in Q1 (n=779); responses >2% shown

Q1a. Which social media types do you use regularly?



Farm Radio Days Listening

Weekdays are the most often selected days for listening to farm radio. However, more than one-third say they listen to farm radio on Saturday.



Base: (n=1,001)

Q2. For farm radio, please tell us which days of the week you are listening.

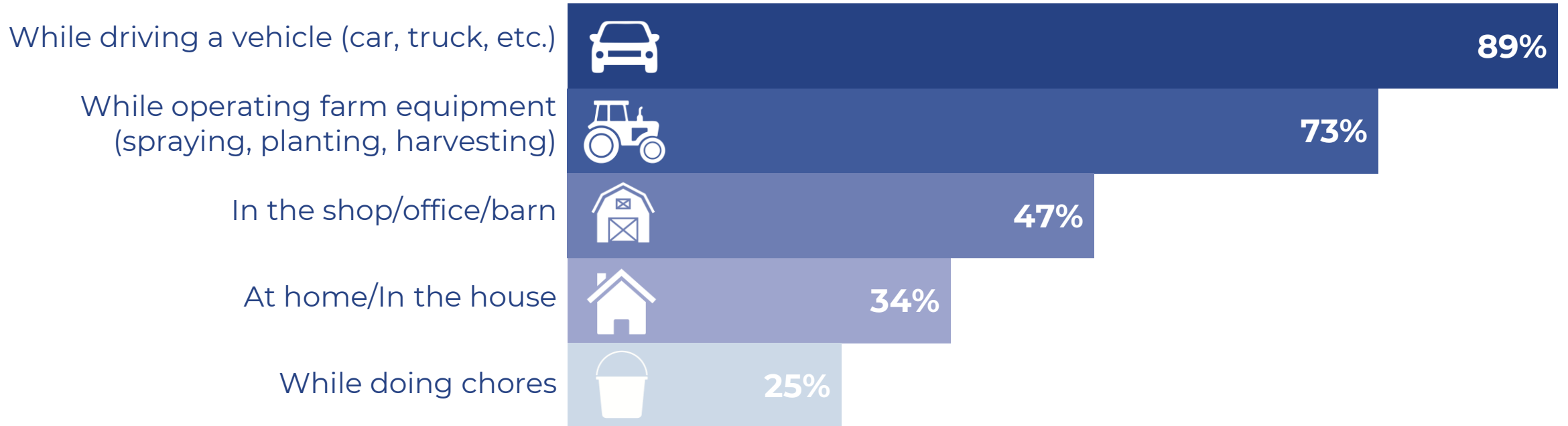
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Listening Locations

Most farmers listen to farm radio while driving a vehicle or operating farm equipment, which can be attributed to the accessibility of the platform.



Base: (n=1,001)

Q4. Where do you listen to farm news, weather, and commodity markets on the radio?

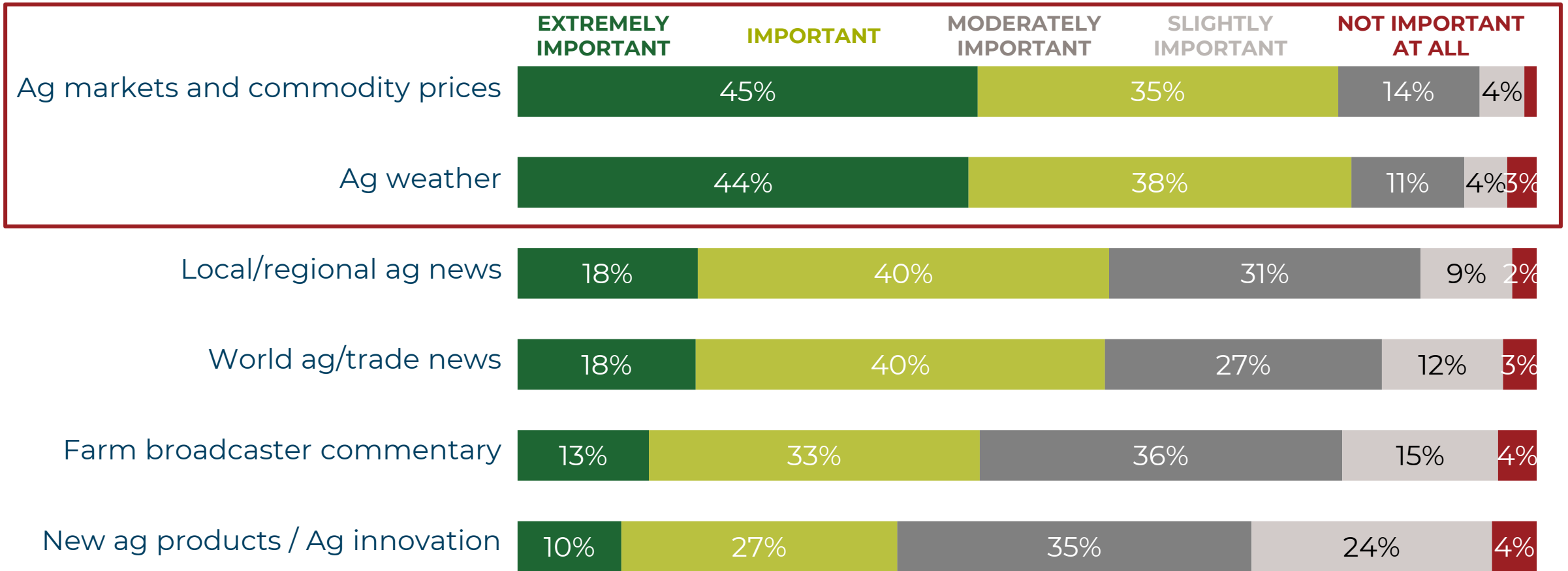
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Radio Information: Importance

Ag markets and ag weather are consistently selected as the most important information farmers gather from farm radio.



Base: (n=1,001)

Q6. How important is each of the types of information below while listening to radio?

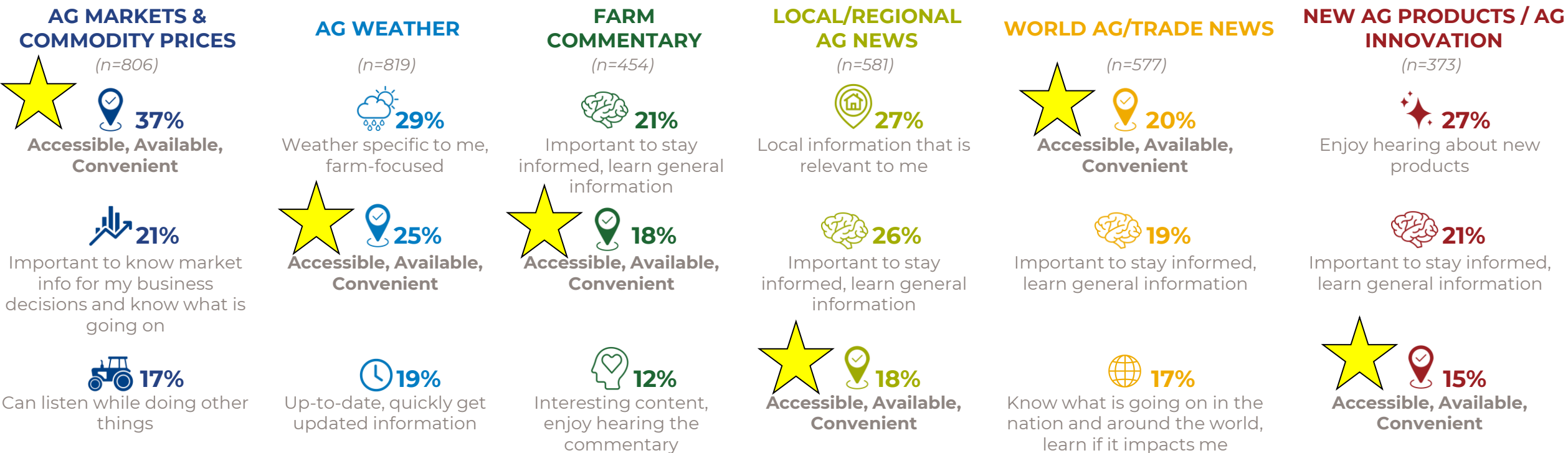
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Radio Information: *Reasons to Gather through Radio*

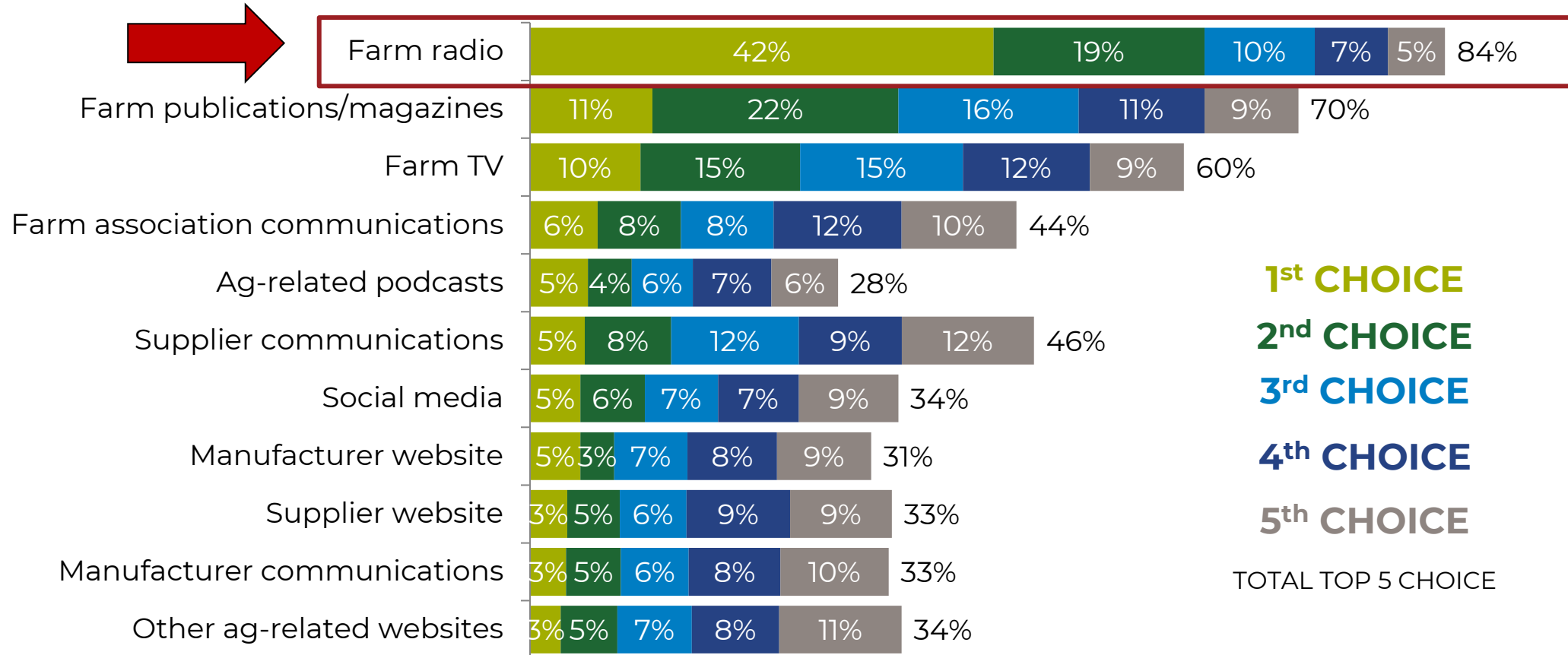
While top reasons farmers turn to radio vary, **accessibility, availability, and convenience** are mentioned as a top 3 reason for each information type.



Base: Respondents selecting Important or Extremely Important in Q6. (Max per respondent); top 3 answers shown Q6a. Why do you turn to radio for [insert types where Q6= important/extremely important]?

Most Trustworthy Source for Ag News: *Top 5 Ranking*

For farmers who listen to farm radio, nearly half believe that farm radio is the most trustworthy source for ag news, significantly more than for farm publications and other ag media sources.



Base: (n=1,001)

Q7. Please select the media types you believe to be the most trustworthy sources for ag news and information.

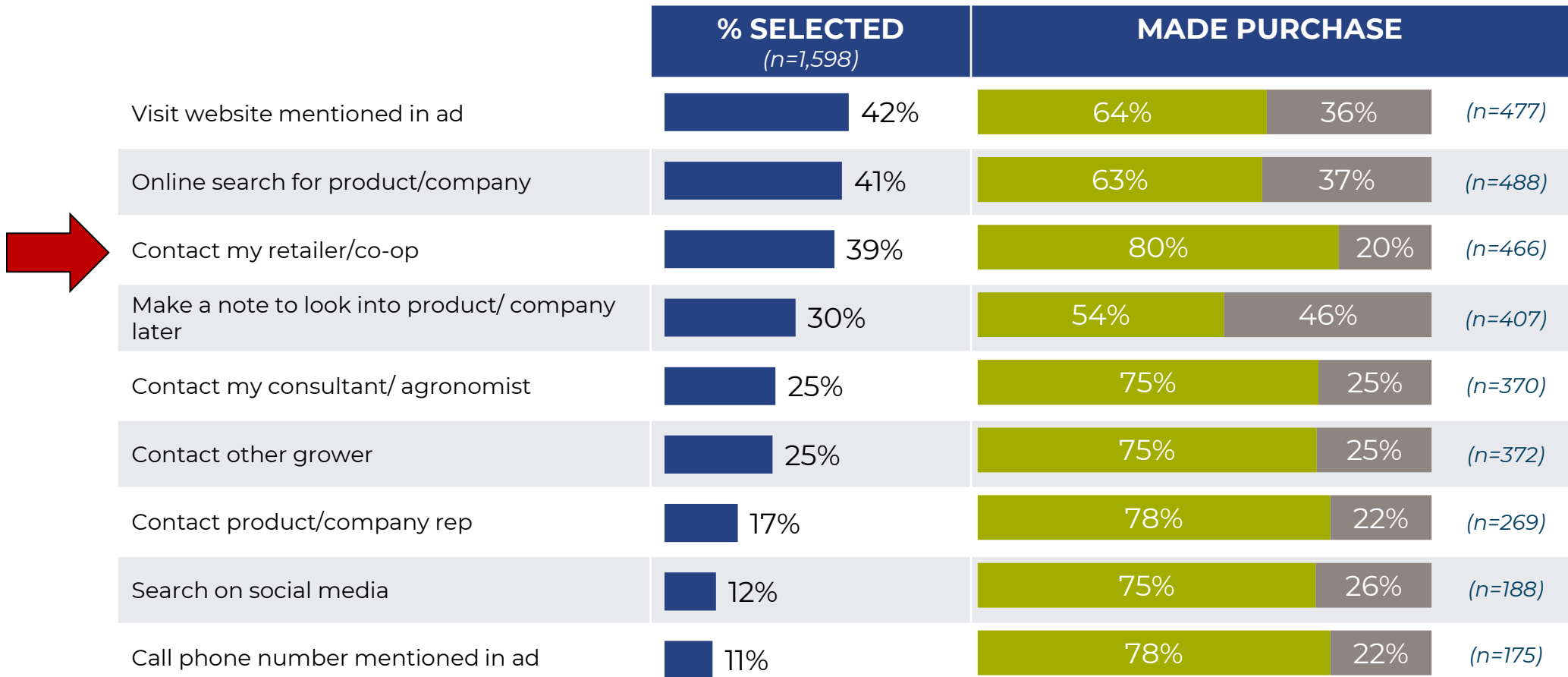
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Actions after Hearing Ad

After hearing a radio ad, farmers most often visit the website mentioned in the ad or search online for the product or company mentioned. Purchase most likely to occur when they contact their retailer as follow-up.



YES, HAVE PURCHASED OR INTEND TO PURCHASE
NO, HAVE NOT PURCHASED

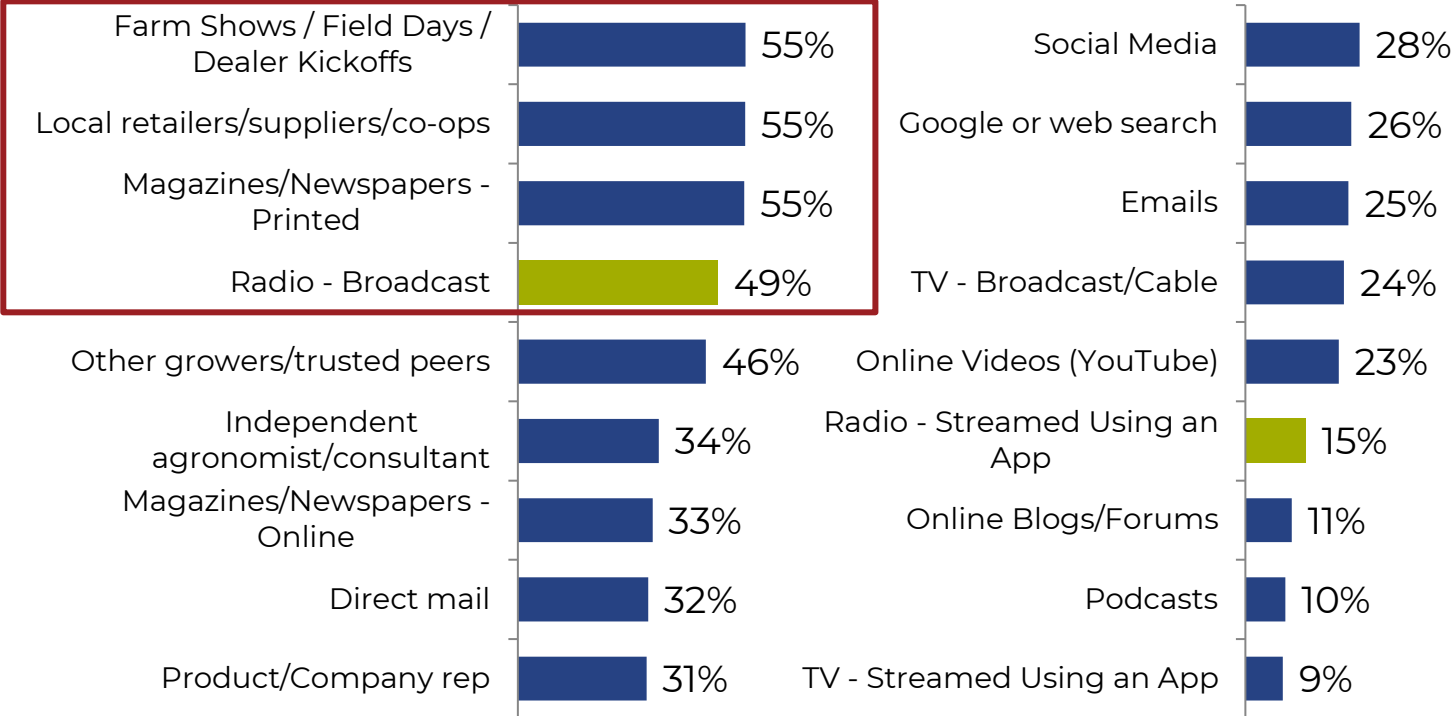
Q13. In the past six months, when you've noticed a [ad type], what action do you typically take?

Q14. For the [ad type], where you [Insert Q13 response], did you end up purchasing the product or using the company you heard an advertisement for? Or do you intend to purchase the product or use the company?



Overall New Ag Product Awareness & Next Step

FARM RADIO RANKS AMONG THE TOP SOURCES IN MEDIA MIX WHEN LEARNING ABOUT NEW AG PRODUCTS



Base: (n=1,001)

Q8. Now, please think specifically new inputs or products you would purchase for your farming operation. How do you become aware of new products/services? Please select all that apply



New Ag Product Awareness & Next Step

AFTER YOU ARE AWARE, WHAT METHODS DO YOU USE TO LEARN MORE?



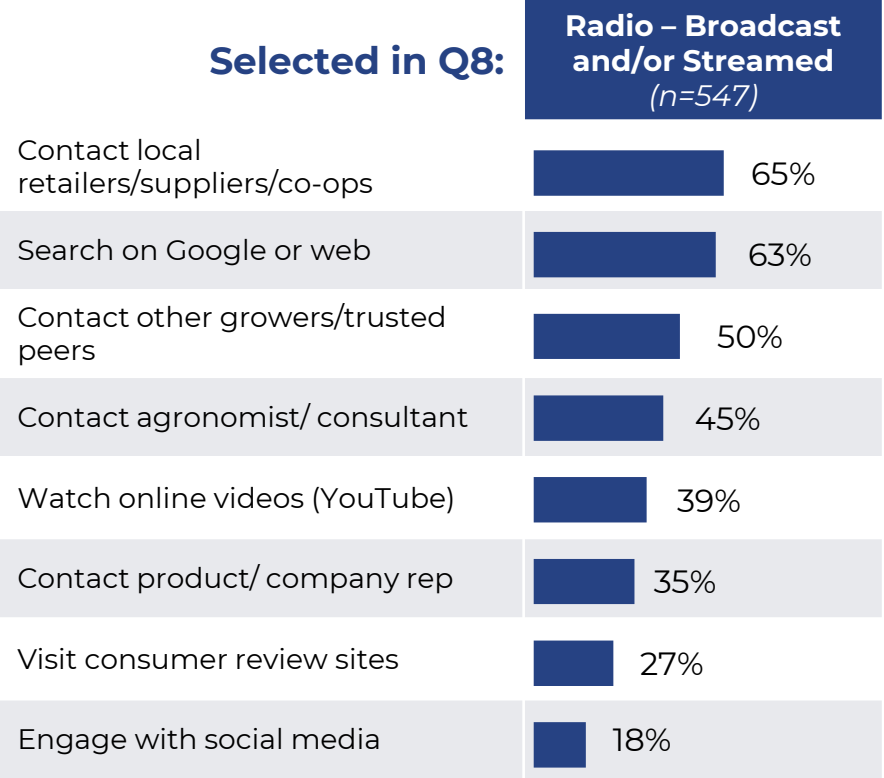
Base: (n=1,001)

Q9. After you hear about a new product, which methods do you use to learn more? Select all that apply



New Ag Product Awareness & Next Step *(Radio Break-Out)*

AFTER YOU HEAR ABOUT A NEW PRODUCT (ON RADIO), WHICH METHODS DO YOU USE TO LEARN MORE?



Base: (n=1,001)

Q8. Now, please think specifically new inputs or products you would purchase for your farming operation. How do you become aware of new products/services? Please select all that apply

Q9. After you hear about a new product, which methods do you use to learn more? Select all that apply



Farm Broadcaster Impact

WHEN YOU HEAR A FARM BROADCASTER MENTION A PRODUCT OR COMPANY,
**HOW MUCH IMPACT DOES THE BROADCASTER HAVE ON YOUR PERCEPTION OF THAT
PRODUCT OR COMPANY?**



STRONG to MODERATE IMPACT

NOT MUCH IMPACT

NONE AT ALL

Base: All Respondents (n=1,001)

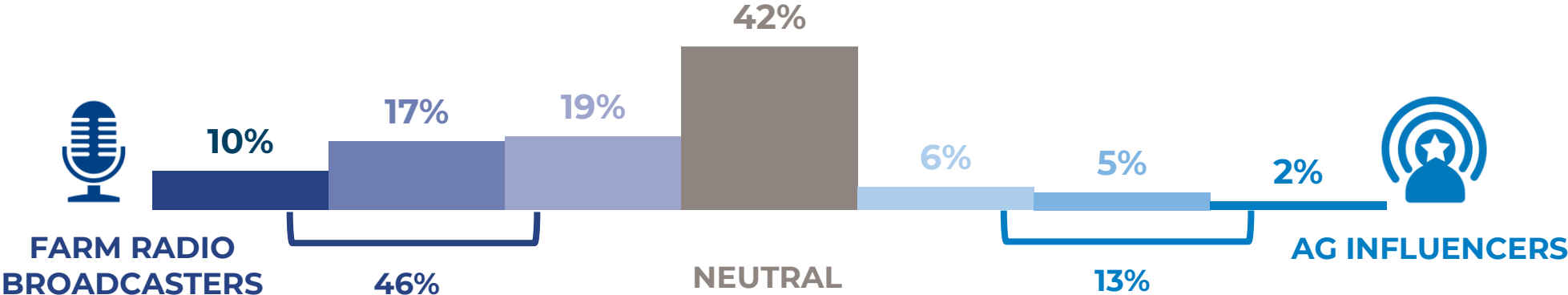
Q15. When you hear a farm broadcaster mention or discuss a product or company, how much impact does the broadcaster have on your perception of that product or company?

Q16. What is your perception of the trustworthiness, engagement, and impact of farm radio broadcasters compared to other ag influencers?



Farm Broadcaster Impact

WHO IS MORE TRUSTWORTHY, ENGAGING AND IMPACTFUL?



Base: All Respondents (n=1,001)

Q16. What is your perception of the trustworthiness, engagement, and impact of farm radio broadcasters compared to other ag influencers?



Summary: Key Takeaways (TOTAL)



LISTENING HABITS

FREQUENCY: Radio is the most frequently visited ag medium.

MOBILITY: Typically, farmers listen while driving a vehicle or operating farm equipment.



INFORMATION

TOP DESTINATION: Ag markets and local weather are the most important information farmers turn to ag radio for.

TOP REASONS: Easy, convenient, quick, localized, accurate info.



TRUSTWORTHY

MOST TRUSTWORTHY: 42% of farmers select farm radio as their 1st choice source for trustworthy ag news and information.

INCREASED PERCEPTION: 59% of farmers say that hearing a farm broadcaster mention a product or company has an impact on their perception of the product/company

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



SOCIAL MEDIA

CONNECTED: Nearly 2/3 listening to radio also using Facebook (65%).

PURCHASE: Those that turn to social media after hearing an ad on radio are likely to have either purchased or intend to purchase the product in the ad (75%).



BRAND AWARENESS

TOP SOURCE: Half of listeners hear about new products via radio. These farmers then typically turn to their local retailer or research online.

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



Key Takeaways: Northeast



LISTENING HABITS

Metric	Total	NE
Weekday listening (mean):	82%	61%
Top listening location:	While driving a vehicle	



SOCIAL MEDIA

Metric	Total	NE
Top social site (Facebook)	83%	77%
Turn to social media after hearing an ad on farm radio:	12%	23%



INFORMATION

Metric	Total	NE
Most Important Information	% Extremely Important	
Ag Weather	44%	42%
Ag Markets & Commodity Prices	45%	38%



TRUSTWORTHY

Metric	Total	NE
Radio as their 1 st choice for trustworthy ag news and information	42%	38%
Hearing a farm broadcaster mention a product or company has at least a moderate impact on their perception of the product/company	59%	58%
Farm radio broadcasters are more trustworthy, engaging, and impactful compared to ag influencers	46%	46%



NEW PRODUCT AWARENESS

Metric	Total	NE
Learn about new ag products or inputs from broadcast farm radio	49%	17%
Top places to turn after hearing about a new ag product:		
Their own online research	63%	79%
Watch online videos (YouTube)	37%	58%



ADVERTISING

Metric	Total	NE
Very/Extremely likely to take action after hearing a broadcaster ad	26%	21%



Key Takeaways: South



LISTENING HABITS

Metric	Total	South
Weekday listening (mean):	82%	77%
Top listening location:	While driving a vehicle	



SOCIAL MEDIA

Metric	Total	South
Top social site (Facebook)	83%	94%
Turn to social media after hearing an ad on farm radio:	12%	14%



INFORMATION

Metric	Total	South
Most Important Information	% Extremely Important	
Ag Weather	44%	48%
Ag Markets & Commodity Prices	45%	42%



TRUSTWORTHY

Metric	Total	South
Radio as their 1 st choice for trustworthy ag news and information	42%	26%
Hearing a farm broadcaster mention a product or company has at least a moderate impact on their perception of the product/company	59%	73%
Farm radio broadcasters are more trustworthy, engaging, and impactful compared to ag influencers	46%	26%



NEW PRODUCT AWARENESS

Metric	Total	South
Learn about new ag products or inputs from broadcast farm radio	49%	36%
Top places to turn after hearing about a new ag product:		
Contact local retailers	60%	62%
Their own online research	63%	44%



ADVERTISING

Metric	Total	South
Very/Extremely likely to take action after hearing a broadcaster ad	26%	51%



Key Takeaways: Midwest



LISTENING HABITS

Metric	Total	MW
Weekday listening (mean):	82%	85%
Top listening location:	While driving a vehicle	



SOCIAL MEDIA

Metric	Total	MW
Top social site (Facebook)	83%	82%
Turn to social media after hearing an ad on farm radio:	12%	10%



INFORMATION

Metric	Total	MW
Most Important Information	% Extremely Important	
Ag Markets & Commodity Prices	45%	48%
Ag Weather	44%	44%



TRUSTWORTHY

Metric	Total	MW
Radio as their 1 st choice for trustworthy ag news and information	42%	46%
Hearing a farm broadcaster mention a product or company has at least a moderate impact on their perception of the product/company	59%	55%
Farm radio broadcasters are more trustworthy, engaging, and impactful compared to ag influencers	46%	49%



NEW PRODUCT AWARENESS

Metric	Total	MW
Learn about new ag products or inputs from broadcast farm radio	49%	49%
Top places to turn after hearing about a new ag product:		
Their own online research	63%	65%
Contact local retailers	60%	60%



ADVERTISING

Metric	Total	MW
Very/Extremely likely to take action after hearing a broadcaster ad	26%	22%



Key Takeaways: West



LISTENING HABITS

Metric	Total	West
Weekday listening (mean):	82%	77%
Top listening location:	While driving a vehicle	



SOCIAL MEDIA

Metric	Total	West
Top social site (Facebook)	83%	81%
Turn to social media after hearing an ad on farm radio:	12%	17%



INFORMATION

Metric	Total	West
Most Important Information	% Extremely Important	
Ag Weather	44%	45%
Ag Markets & Commodity Prices	45%	35%



TRUSTWORTHY

Metric	Total	West
Radio as their 1 st choice for trustworthy ag news and information	42%	41%
Hearing a farm broadcaster mention a product or company has at least a moderate impact on their perception of the product/company	59%	63%
Farm radio broadcasters are more trustworthy, engaging, and impactful compared to ag influencers	46%	51%



NEW PRODUCT AWARENESS

Metric	Total	West
Learn about new ag products or inputs from broadcast farm radio	49%	62%
Top places to turn after hearing about a new ag product:		
Their own online research	63%	68%
Contact local retailers	60%	63%



ADVERTISING

Metric	Total	West
Very/Extremely likely to take action after hearing a broadcaster ad	26%	24%



Key Takeaways: West Coast (CA, OR, WA – also included in West)



LISTENING HABITS

Metric	Total	WC
Weekday listening (mean):	82%	75%
Top listening location:	While driving a vehicle	



SOCIAL MEDIA

Metric	Total	WC
Top social site (Facebook)	83%	75%
Turn to social media after hearing an ad on farm radio:	12%	22%



INFORMATION

Metric	Total	WC
Most Important Information	% Extremely Important	
Ag Weather	44%	49%
Local/regional ag news	18%	31%



TRUSTWORTHY

Metric	Total	WC
Radio as their 1 st choice for trustworthy ag news and information	42%	26%
Hearing a farm broadcaster mention a product or company has at least a moderate impact on their perception of the product/company	59%	69%
Farm radio broadcasters are more trustworthy, engaging, and impactful compared to ag influencers	46%	56%



NEW PRODUCT AWARENESS

Metric	Total	WC
Learn about new ag products or inputs from broadcast farm radio	49%	67%
Top places to turn after hearing about a new ag product:		
Their own online research	63%	70%
Contact other growers/peers	46%	56%



ADVERTISING

Metric	Total	WC
Very/Extremely likely to take action after hearing a broadcaster ad	26%	36%



Thank you!



FARM BROADCASTING

**SCAN FOR
RESULTS**



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