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2025 NAFB Listenership Research

Prepared for
NAFB
March 2025

Objectives

Continue identifying media use and farm radio listening habits, with a specific focus on how ag radio performs in the media mix and outcomes.



Determine farm radio listening habits



Identify importance of radio & broadcasters



Measure perceptions of farm broadcasters



Determine use and habits of radio and other media types

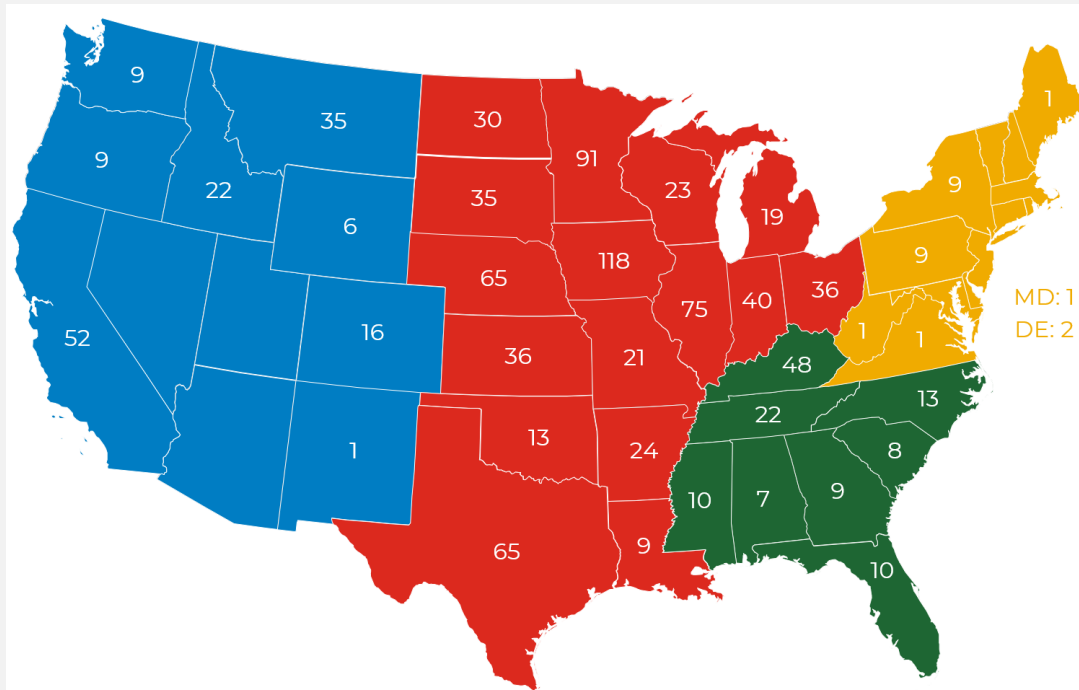


Identify outcomes from farm radio listenership

Target Audience

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:

- Input in crop and equipment decisions
- Produce crops, livestock, or both
- Gross farm income of at least \$250,000
- Within 50-mile radius of station airing content produced by NAFB member
- Listen to ag radio



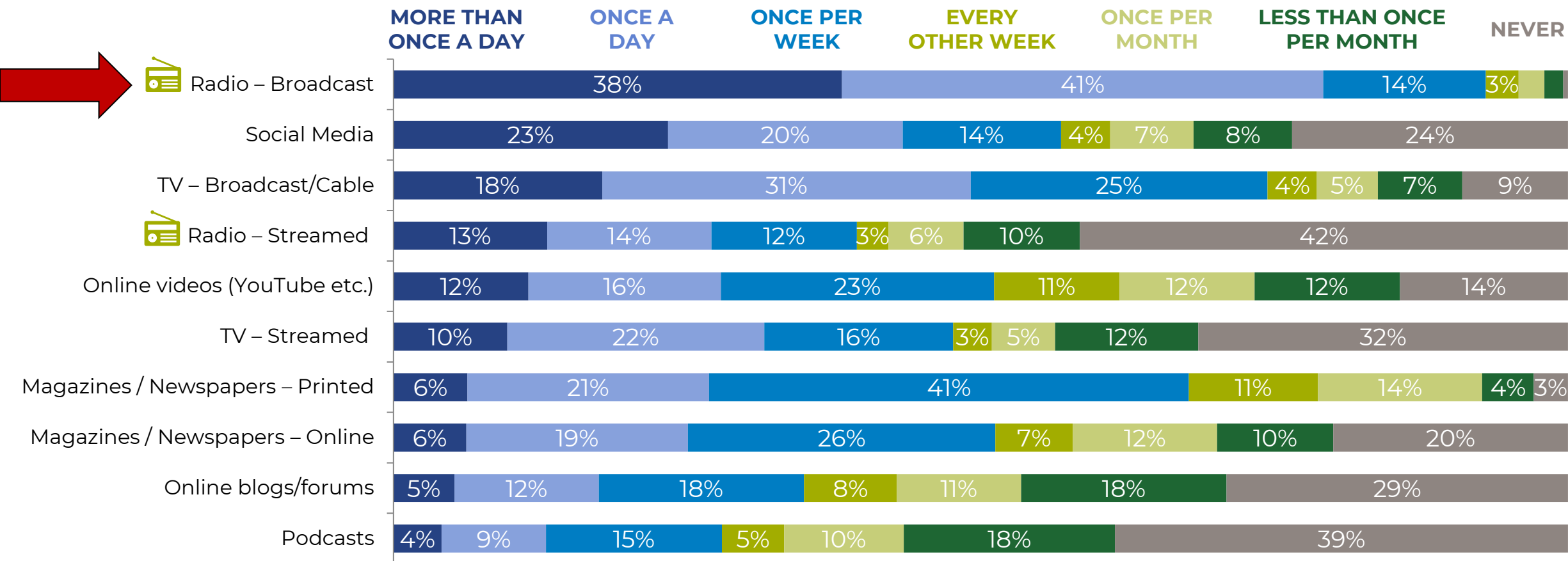
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A photograph of a cornfield at sunset. The sun is low on the horizon, casting a warm glow over the field. The corn plants are tall and green, with some tassels visible. In the foreground, there is a large circular graphic with a green-to-blue gradient. The text "Key Takeaways" is written in white on the blue part of the circle. A white arc is also visible on the left side of the circle.

Key Takeaways

Media Type Use Frequency

More than one-third of farmers who listen to the radio, listen more than once per day.



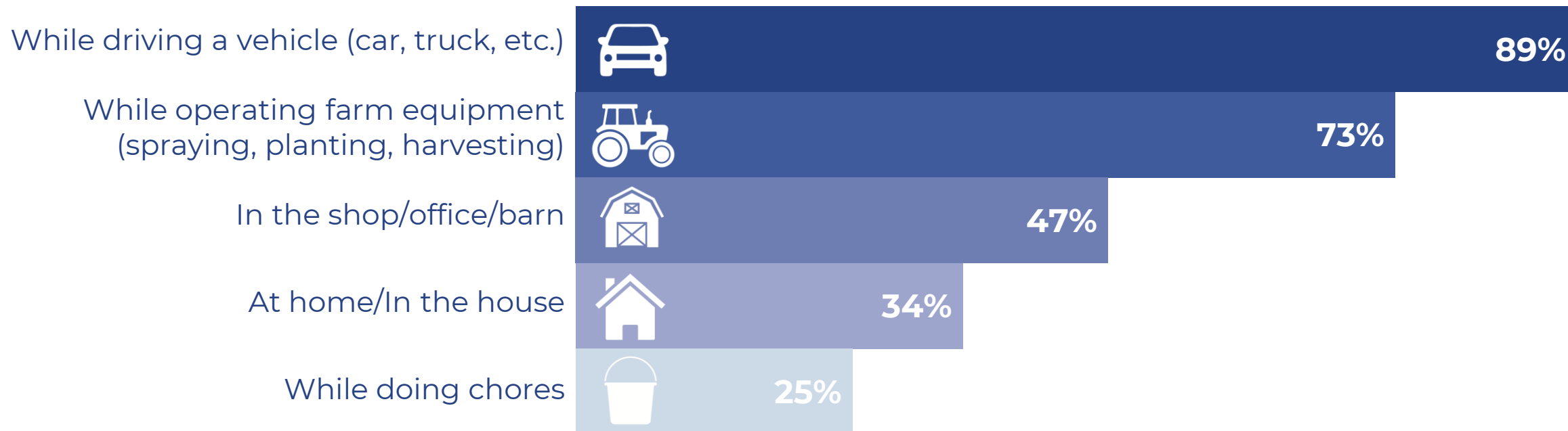
Note: Respondents must have selected they listen to radio in the screening section to qualify.
Four respondents do not listen to broadcast radio but do listen to streamed radio

Base: (n=1,001)



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?

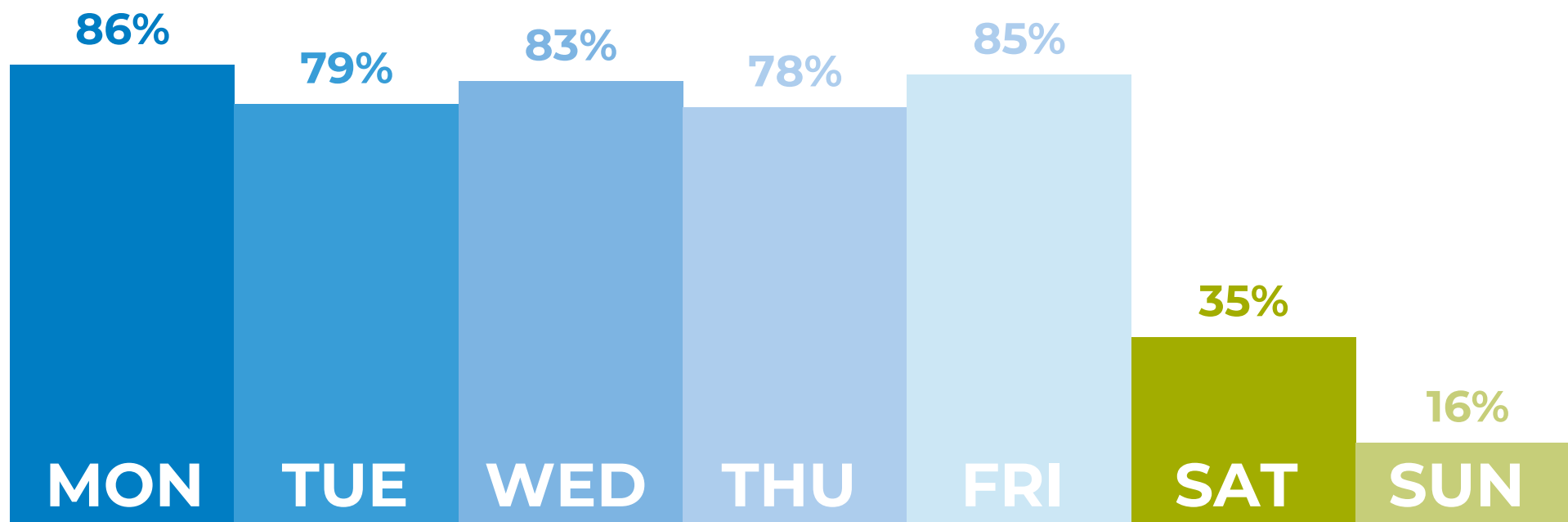
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Farm Radio Days Listening

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.

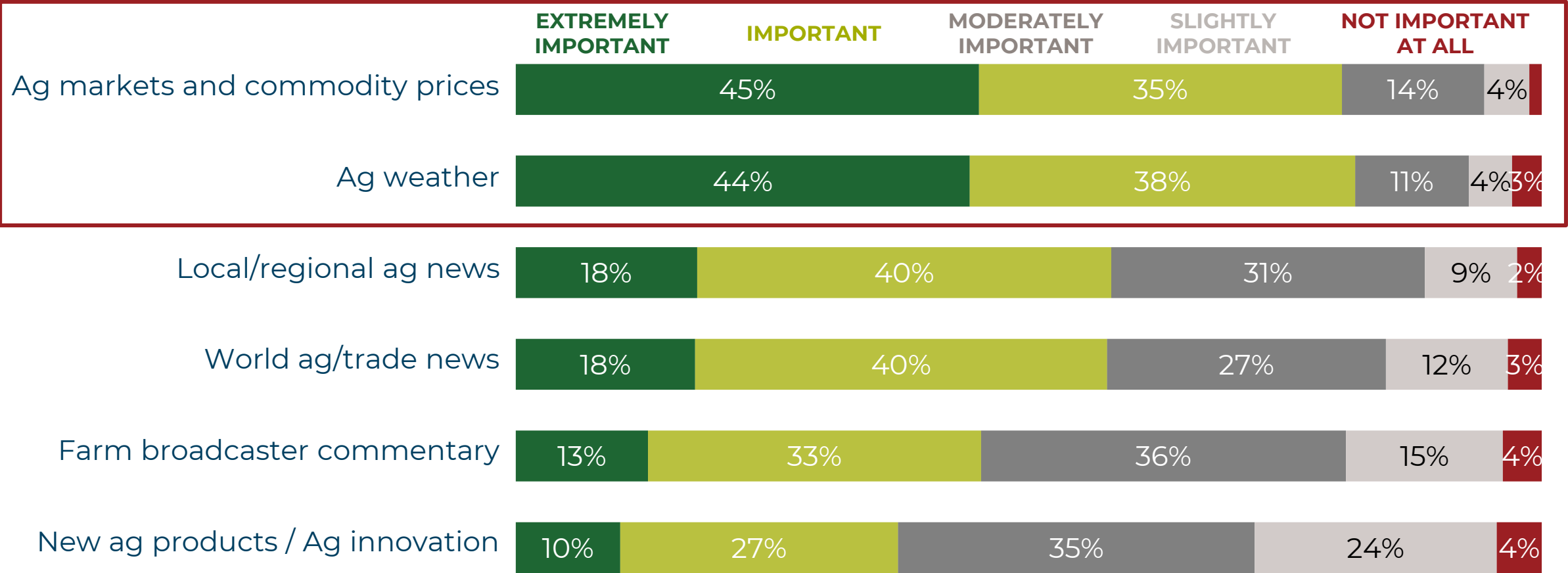
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Radio Information: Importance

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



Base: (n=1,001)

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

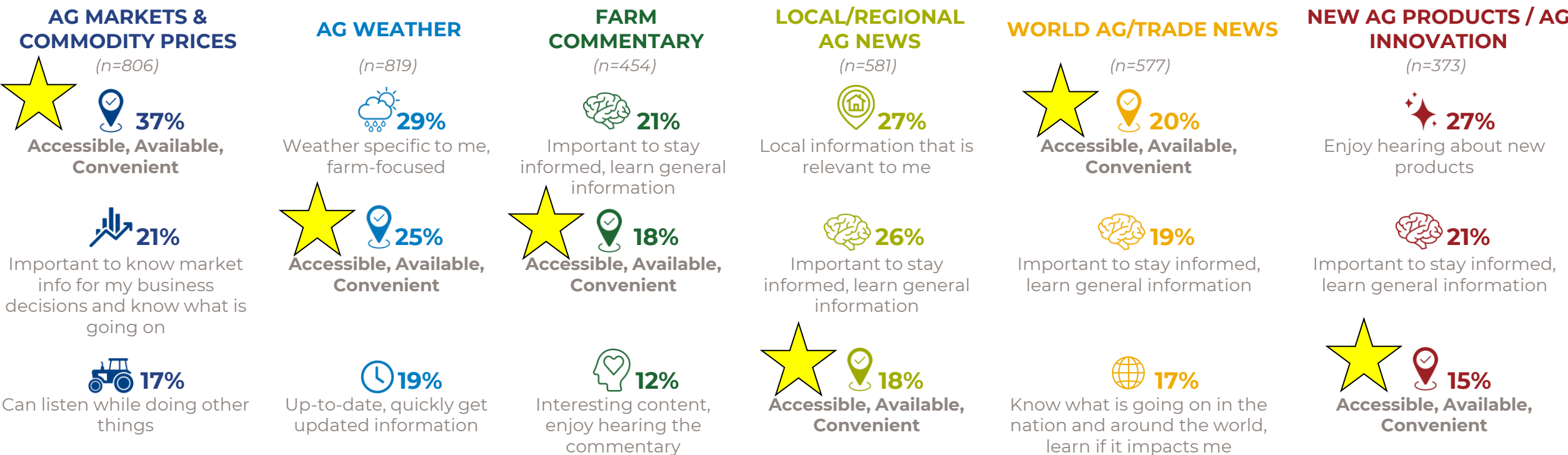
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Radio Information: *Reasons to Gather through Radio*

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

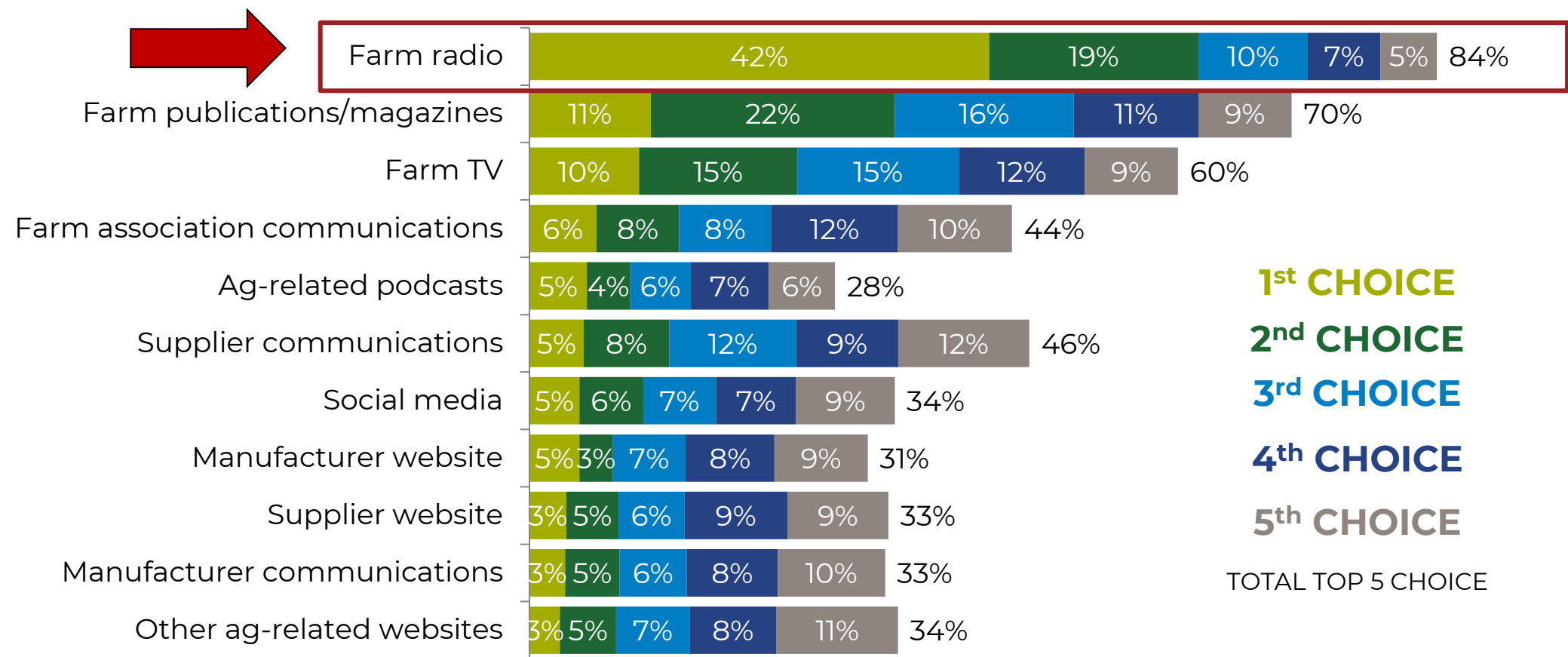


Base: Respondents selecting Important or Extremely Important in Q6. (Max per respondent); top 3 answers shown Q6a. Why do you turn to radio for [insert types where Q6= important/extremely important]?



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.

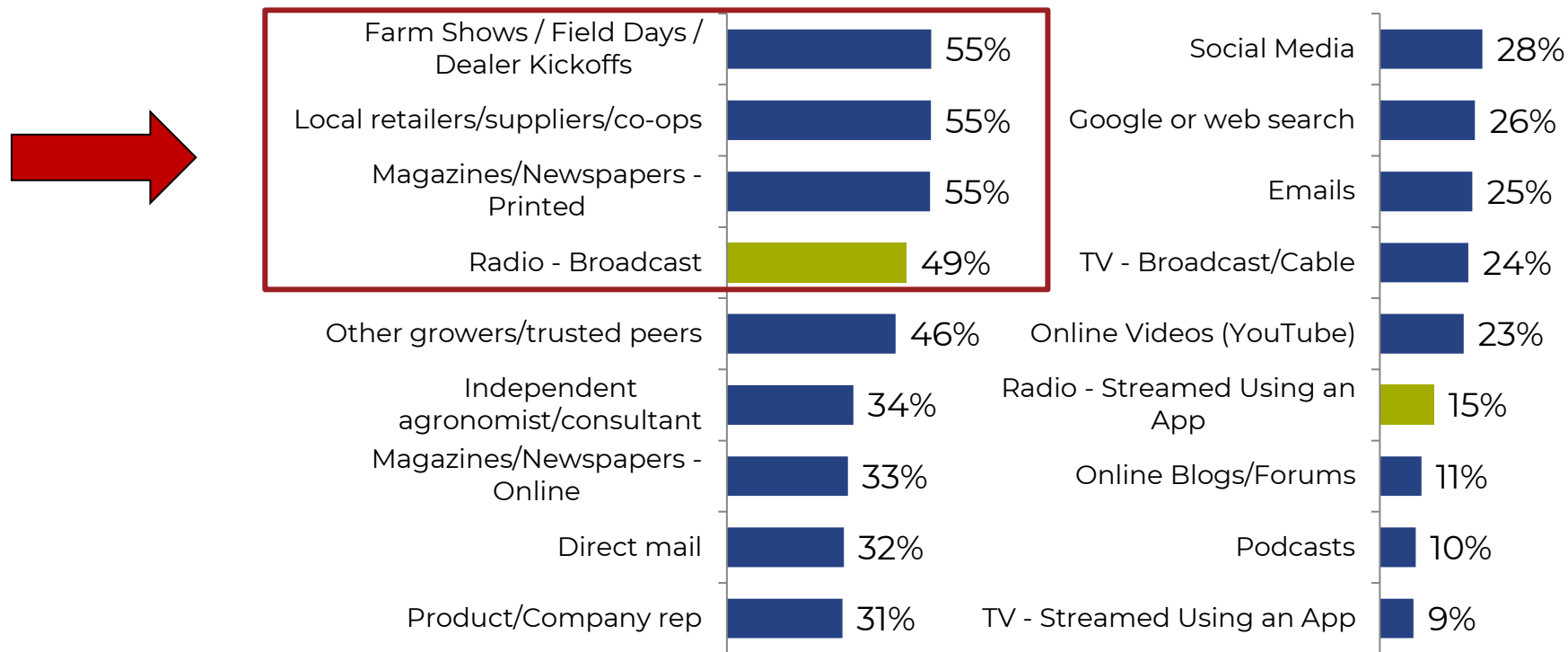
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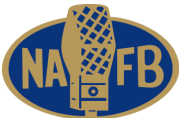
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Overall New Ag Product Awareness & Next Step

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)

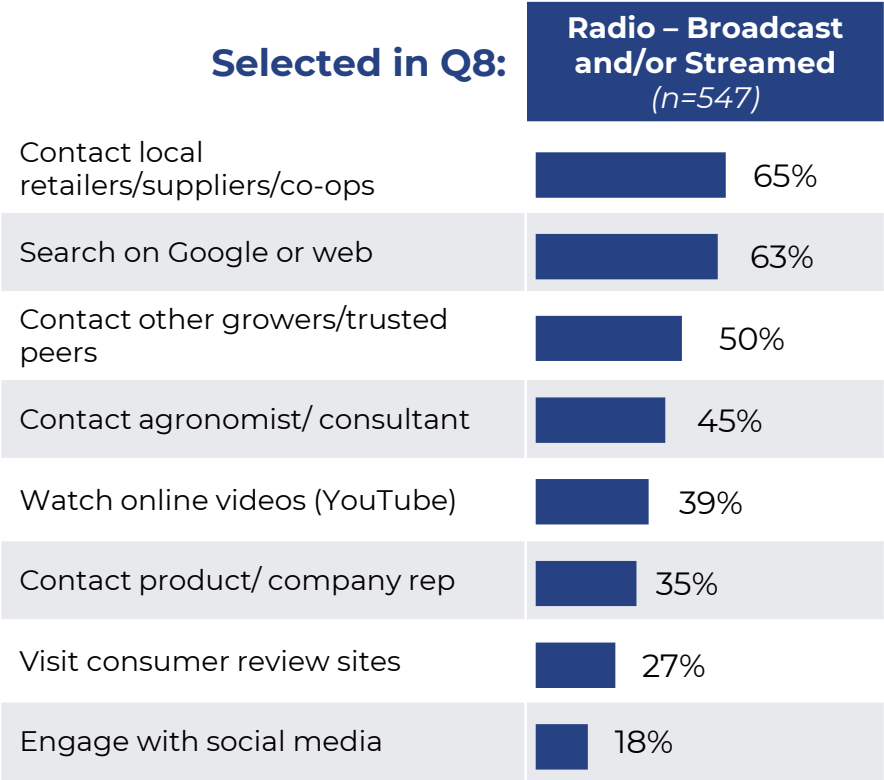
Q9. After you hear about a new product, which methods do you use to learn more? Select all that apply



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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)

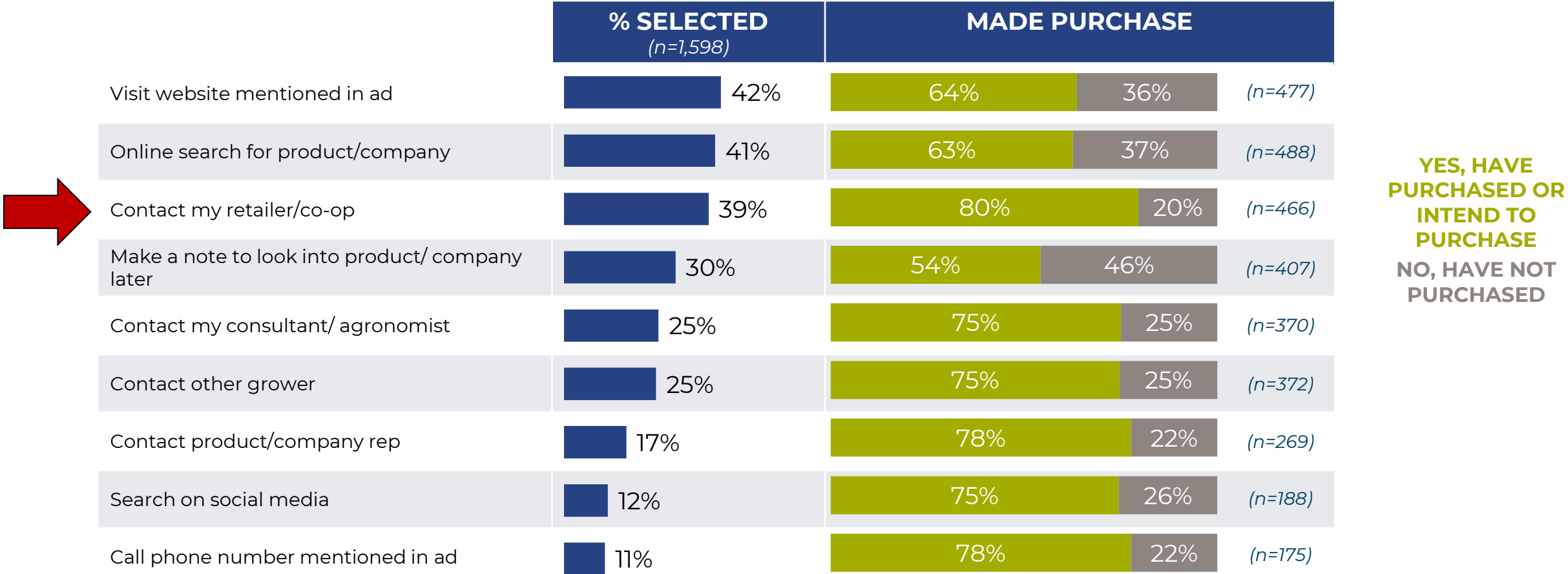
Q8. Now, please think specifically new inputs or products you would purchase for your farming operation. How do you become aware of new products/services? Please select all that apply

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



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.



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?



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?

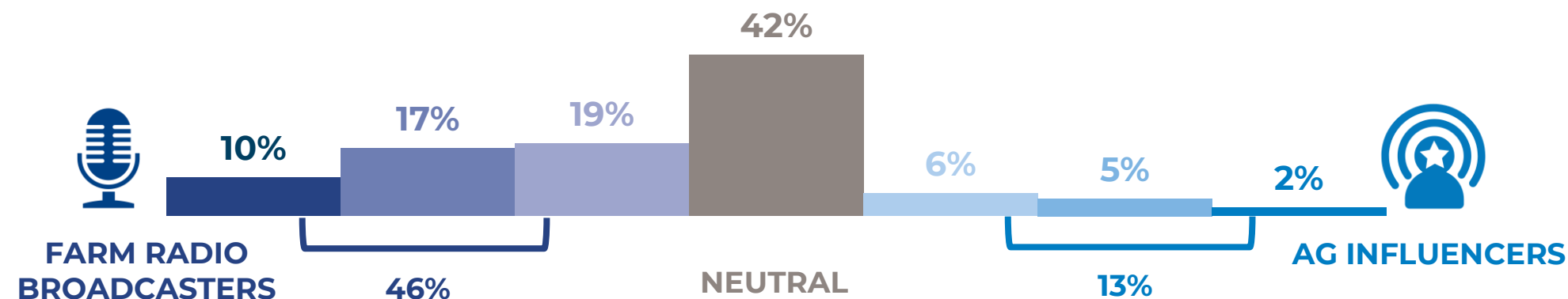
Q16. What is your perception of the trustworthiness, engagement, and impact of farm radio broadcasters compared to other ag influencers?



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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



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%)



Thank you!

For questions or additional information please contact:



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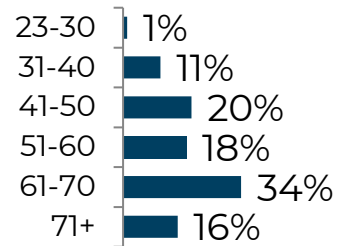
Addendum



Demographics



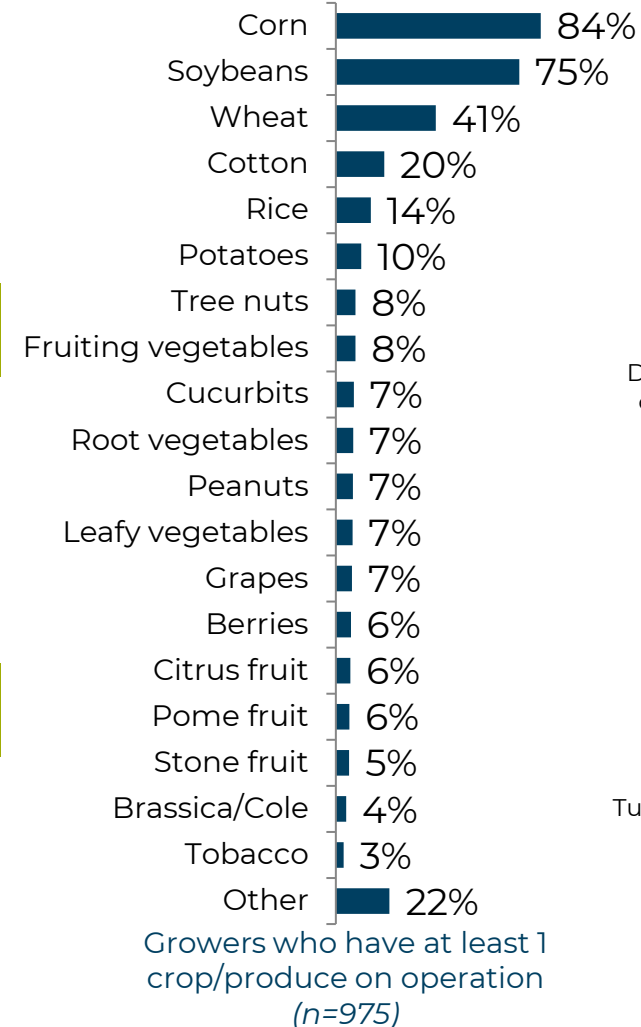
AGE



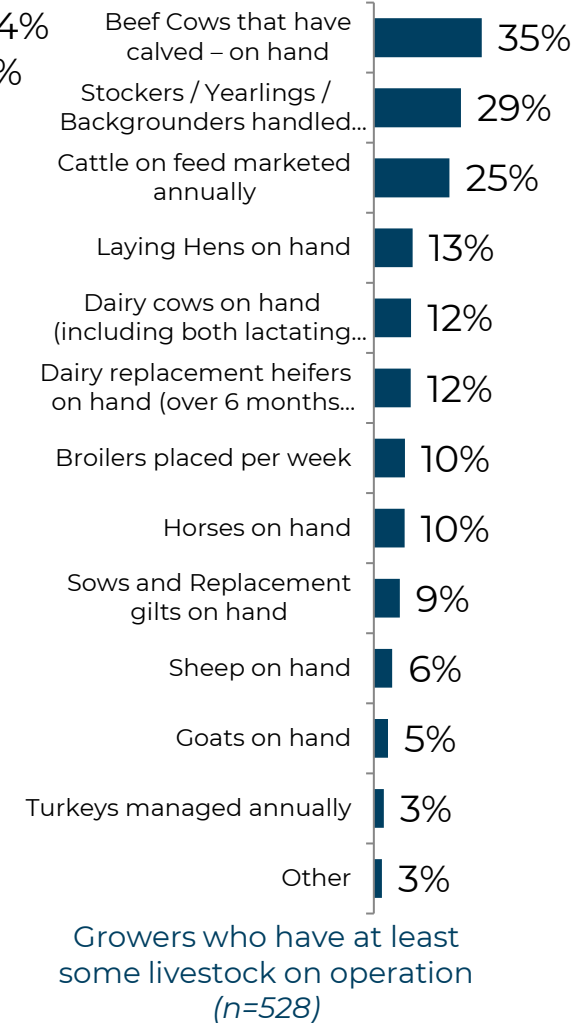
FARM GROSS ANNUAL INCOME



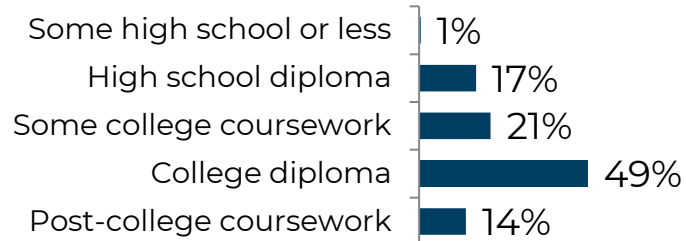
CROP/PRODUCE



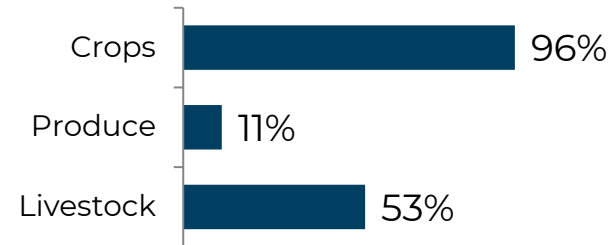
LIVESTOCK



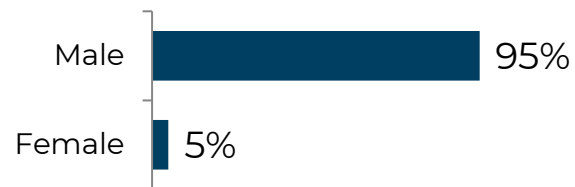
EDUCATION



FARM TYPE



GENDER



(other options listed but not selected)



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Radio Information: *Reasons to Gather through Radio*

In their own words...

AG MARKETS & COMMODITY PRICES

“

I get **real-time** updates on market trends **no matter my location**. Many Ag programs focus on regional markets providing me ample information **tailored to my needs**.

“

For **timely update** about current prices of commodities. **No Internet needed, easy and cheap** way to get information.

“

I get update on prices of products from the radio. Both prices if inputs and products are all available and it **helps in my decision making**.

AG WEATHER

“

To understand the **current** weather situations and have **accurate information about my farm**.

“

Weather plays a crucial role on commodity production. The radio provides **immediate live weather reports**, which include forecasts, warnings, and changes that could impact crops and livestock.

“

You can **listen while driving** and **don't have to read or watch** anything just listen.

FARM COMMENTARY

“

I have been able to **keep up to speed** with Ag innovations, new products and new Ag techs by listening to Farm commentary. **It is every farmers go-to for quick updates**.

“

When operating large farm equipment listening to the radio is the **most efficient** way.

“

Hearing **other farmers opinions** on a topic is very important. This always helps me to be more open-minded and **learn from other farmers**.

LOCAL/REGIONAL AG NEWS

“

During certain times of the year, I spend a lot of time in the **truck** taking seeds to the seed lab. I like to hear what's going on **locally**.

“

I also get some **vital local news like disease breakout or a new pest**. And some other news that is meant for my locality.

“

It provides specific information **relevant to my area**, including updates on local regulations, market conditions, and community events that **directly impact my farming operation**.

WORLD AG/TRADE NEWS

“

These shows are often hosted or reviewed by **industry experts** and are able to provide listeners with **in-depth analysis and insights**.

“

Easier to get the information **than to search for everything myself**.

“

I like having **information I need to know** that might **affect cattle and grain prices**, I like to keep up with what's going on in the world.

NEW AG PRODUCTS / AG INNOVATION

“

I want to find out **what is happening** with new products in our **local area**.

“

I like being the **first to use new products**. New innovation and product can **improve yield and farming process**, this is why I need to stay updated on new practices, equipment and innovation.

“

I **don't always have time to read** or explore for new products, so this allows me to **stay up-to-date** on new products.

