

Farm Radio Is On

National Association of Farm Broadcasting members have been reaching U.S. Farmers and Ranchers since 1944. NAFB member programming can be heard on more than 1,300 stations coast-to-coast.



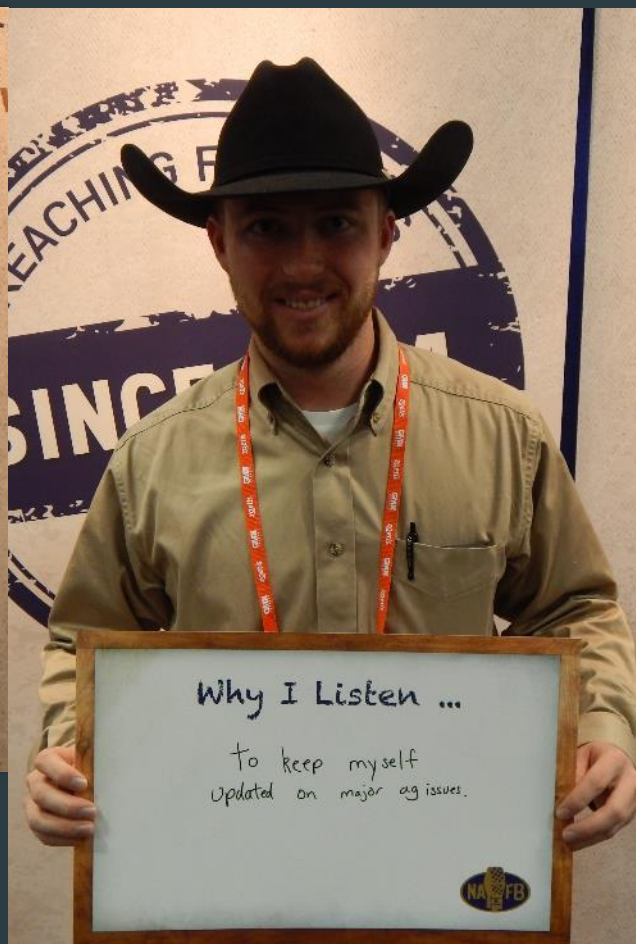
Farm Radio Reaches Farmers Everywhere

Radio is an important part of rural America's daily life.

Photos taken by radio listeners.



Farm Radio Informs



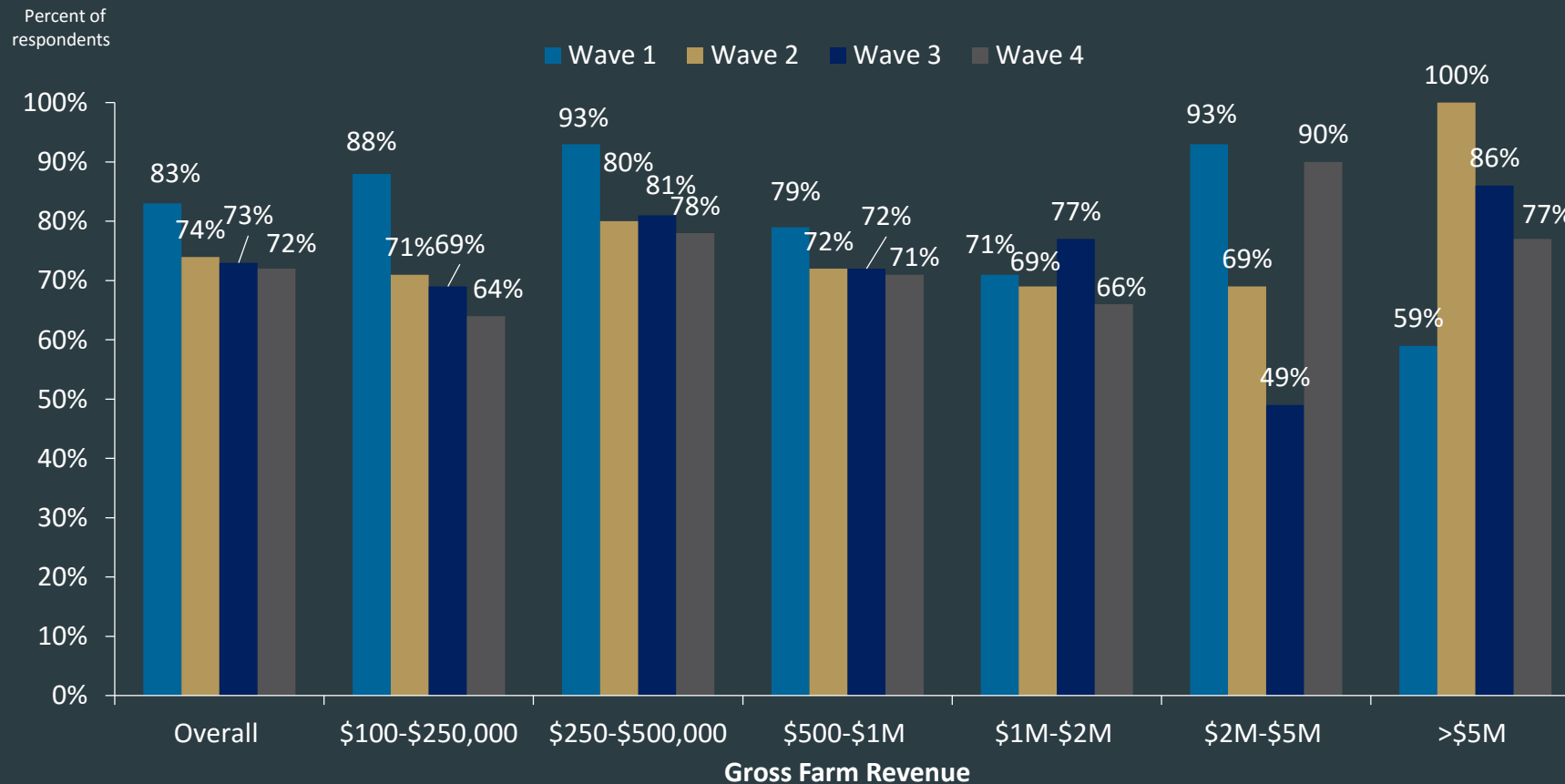
Farm Radio Connects With Farmers and Ranchers

- Farmers and ranchers are information seekers
 - Farming is their livelihood and passion
 - Utilize multiple media platforms
- Content is focused on production ag
- Delivers timely news and information
- Local, regional, national news that impacts daily operation decisions
- Personal connection to broadcaster and station
- Knows time of ag programming, and the station call letters

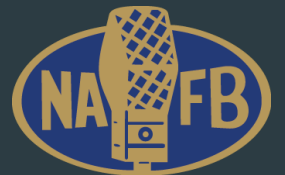
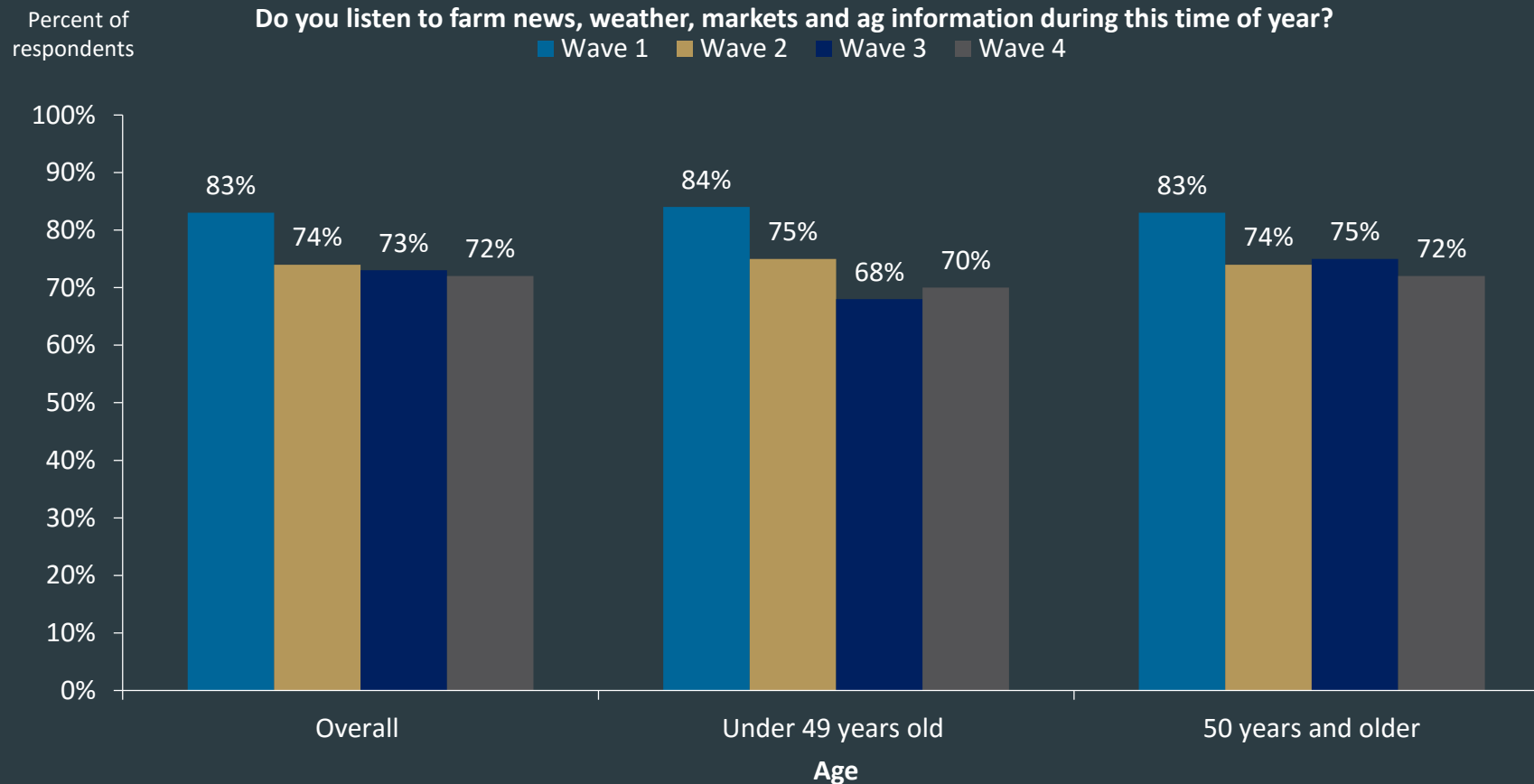


76% Of Farmers Listen To Farm Radio

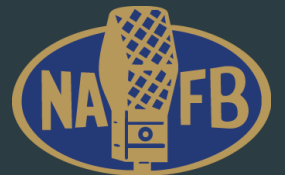
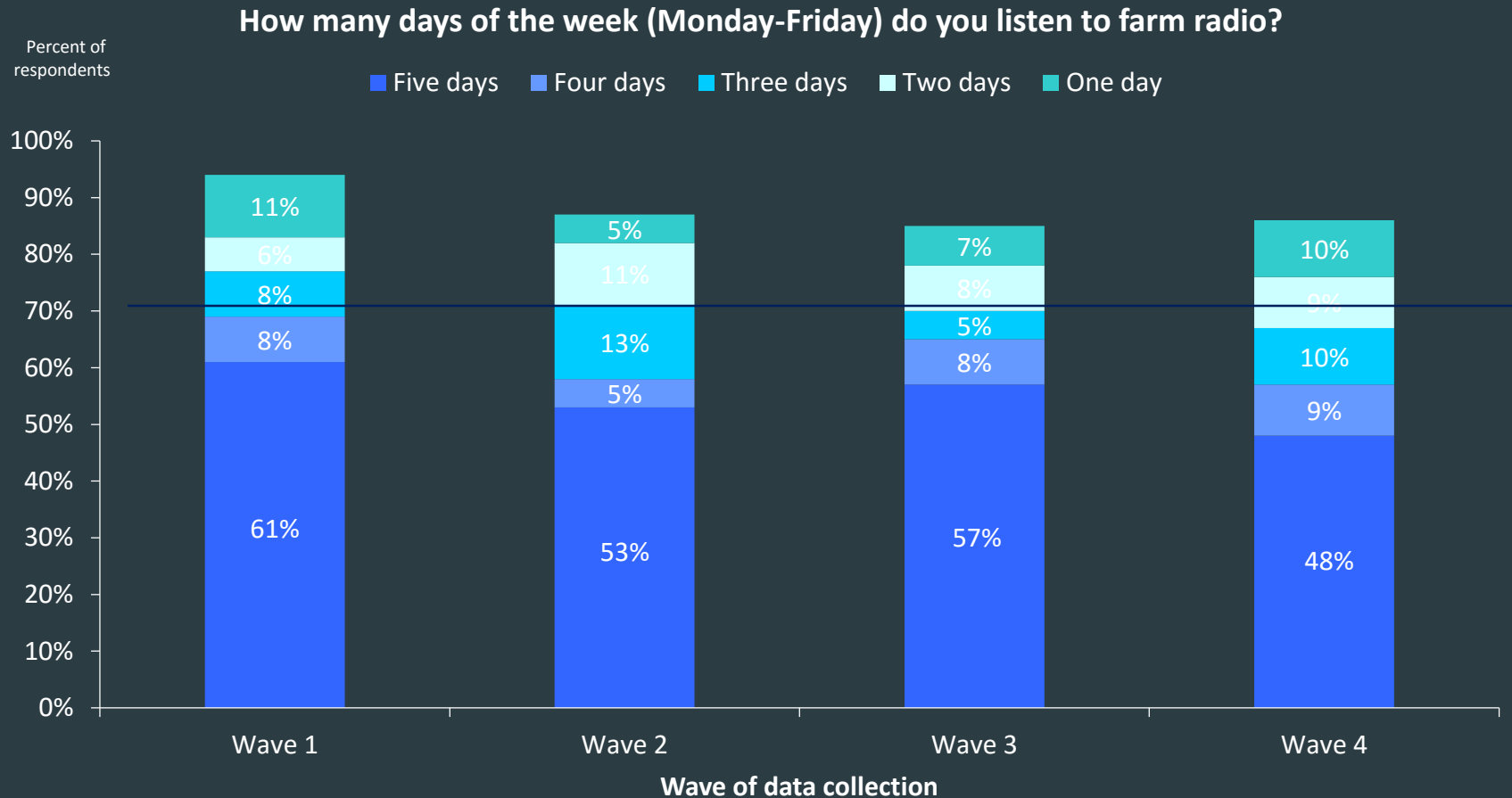
Do you listen to farm news, weather, markets and ag information on the radio during this time of year?



Consistent Radio Listening Habits All Year – Farm Radio Is A Habit



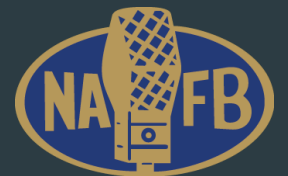
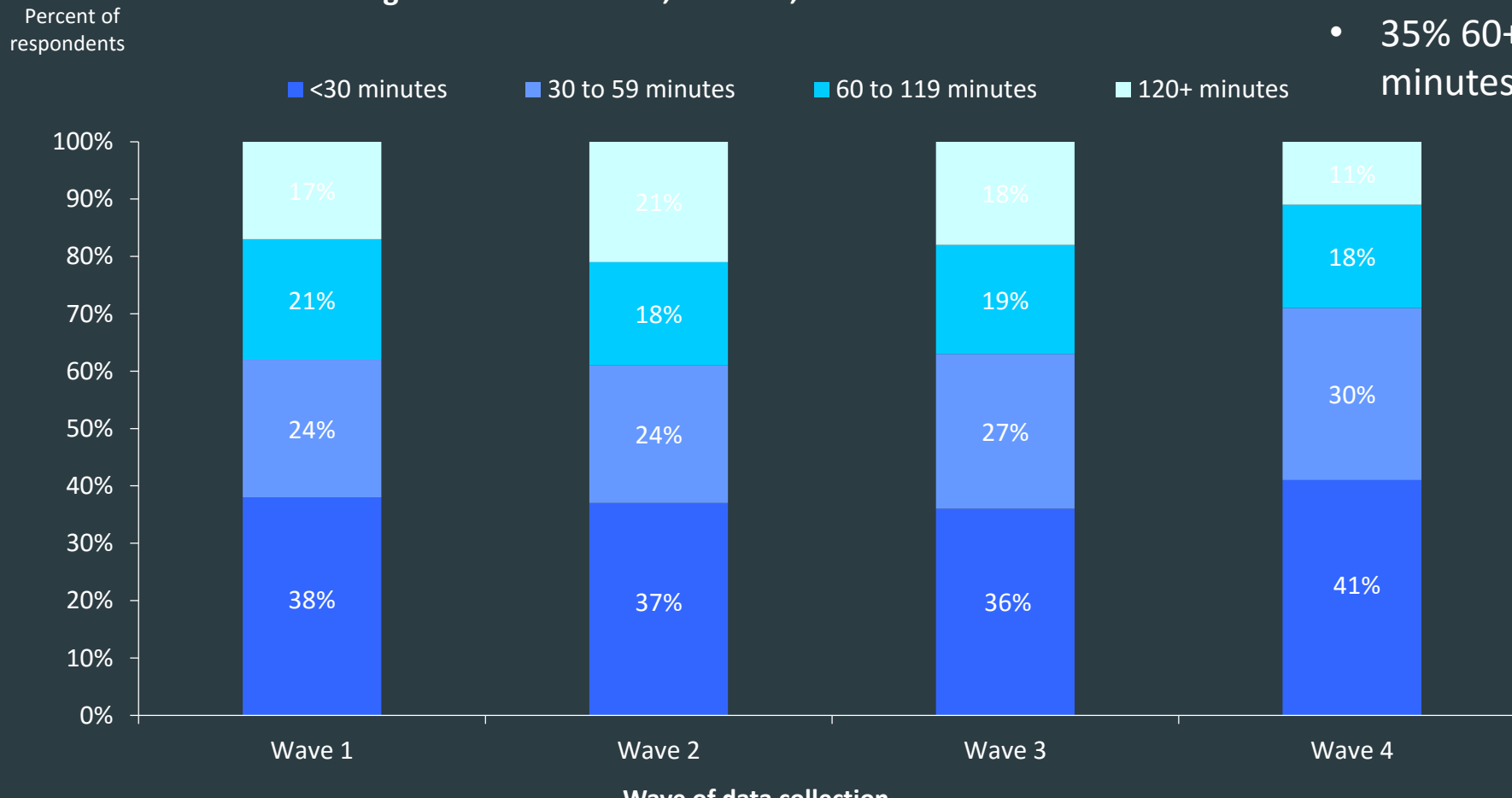
Daily Listenership Is Consistent All Year - 71% Listen 3+ Days Per Week



Farmers Connect With Radio Daily

On a typical weekday during this time of year, how many minutes do you spend listening to farm radio news, weather, markets and information?

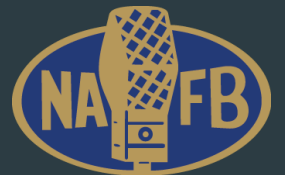
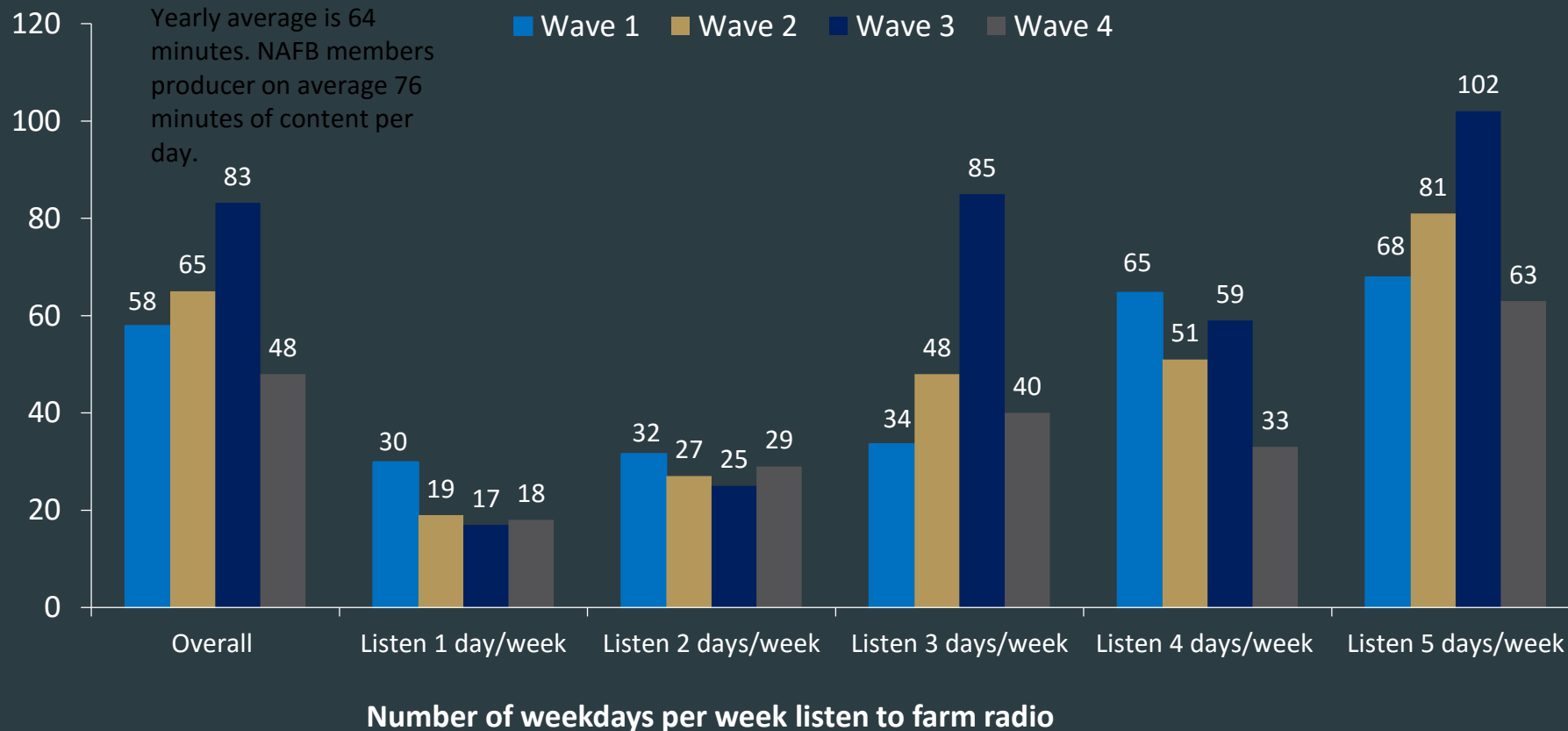
- 64% up to 60 minutes/day
- 35% 60+ minutes per day



Frequent Listeners, Listen Longer

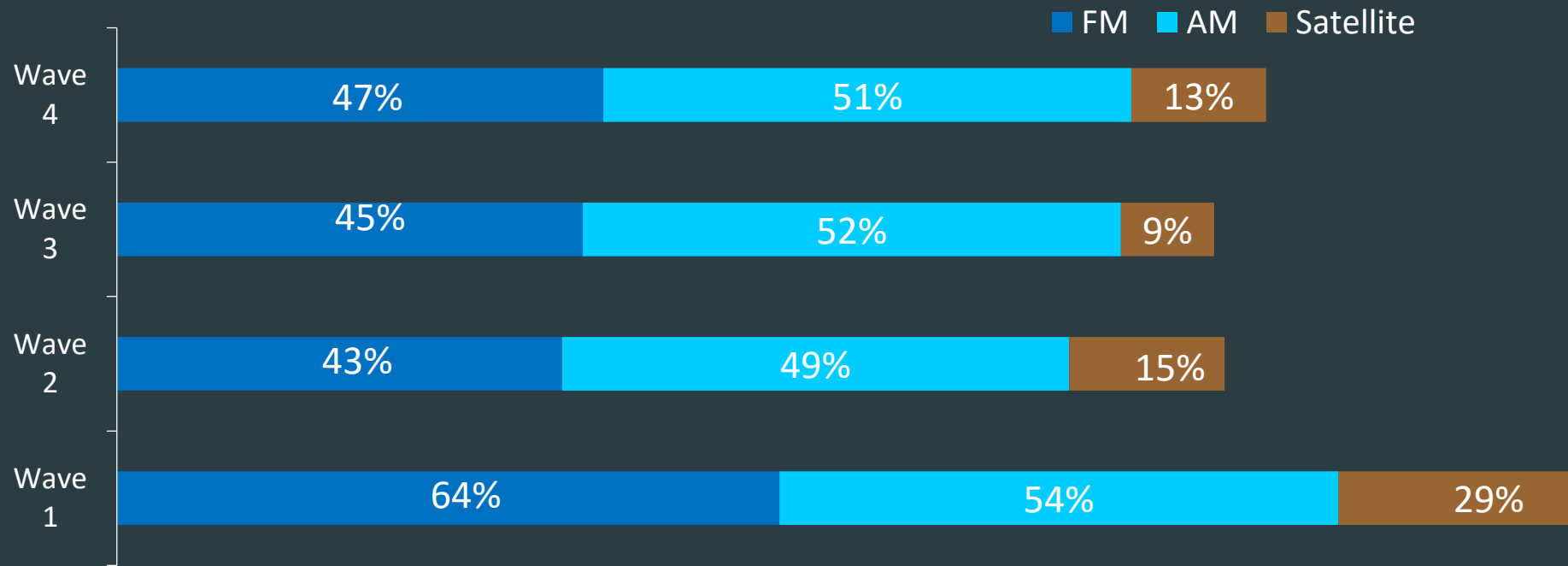
Minutes
per day

On a typical weekday during this time of year, how many minutes do you spend listening to farm radio news, weather, markets and information?



More Listeners Listen To Farm Radio On Multiple Bands

During this time of year, which radio bands do you listen to farm news, weather, markets and other agricultural information? Multiple Answers Accepted.

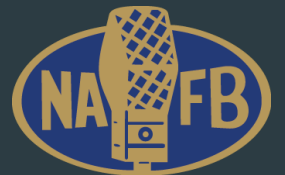


Wave 1 did not specify farm news, weather and markets.

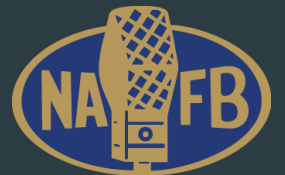


Farm Radio Connects

- The **More Days Per Week** a listener tunes into farm radio, the more minutes per day they listen.
- Daily Listening Habits of Farm Radio Listeners:
 - 35% 60+ minutes per day
 - 64% up to 60 minutes/day
 - Farmers on average listen to farm news, weather and markets, 63.5 minutes per day.
 - NAFB members producer on average 76 minutes of content.



Radio Builds a Trusted Connection



Farm Radio Listeners Have a Relationship With Their Broadcaster

Farm broadcasters received an average rating of 8 out of 10 on the following attributes:

- Credibility
- Provides Timely Information
- Provides Accurate Information



Farm Radio Listening Behavior

Farmers and farm partners can do so much while listening to farm radio. In the fall, many are harvesting, some are handling cattle, and some are driving to a cross country meet. Radio goes where they go.



Thank You.



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