

Farm Radio Habits

Wave 1, Winter 2015

Conducted by Millennium Research, Inc.





TAKE A PICTURE OF THE RADIO YOU LISTEN TO THE MOST OFTEN?

Radio Is An Important Part Of Farmers And Ranchers Day



I started my day, like everyday, with the radio tuned to my favorite local farm radio station and a cup of joe. Aaahhh The radio and coffee are two of my favorites to start the day.



My husband, Doug, we are listening to the radio in the lambing barn.



One Radio Can Reach More Than One Person At A Time



My son.



My son listens with me. Man, does he love farming.



My brother.



This is my oldest son who farms with me. He also has a full-time job as a jailer/dispatcher for the Cottonwood Sheriff department where he has a farm radio station to listen to. He is a dedicated radio listener for weather and markets.





WHERE ARE YOU WHEN YOU'RE LISTENING?

Methodology

- 300 sample size per quarter, total of 1200 survey completes by end of 2015
- Sample size focused to farmers and ranchers within 75 mile radius of station airing content produced by NAFB member
- \$100,000 plus Gross Farm Income (GFI) operations
- Nationwide survey, calls per state based on percentage of state GFI operations, 2012 USDA Census Data

State	\$100K+ Farms	% of US total
Iowa	36,381	9%
Minnesota	24,991	6%
Illinois	24,811	6%
Nebraska	21,467	6%
California	20,558	5%
Texas	17,489	5%
Wisconsin	17,146	4%
Kansas	15,765	4%
Ohio	15,324	4%
Indiana	14,313	4%
South Dakota	13,028	3%
North Dakota	12,556	3%
Missouri	12,415	3%
Pennsylvania	11,814	3%
Michigan	9,396	2%
North Carolina	8,331	2%
Arkansas	7,506	2%
Oklahoma	7,434	2%
Montana	7,341	2%
Georgia	7,307	2%
New York	7,125	2%
Kentucky	6,340	2%
Washington	6,102	2%
Colorado	5,633	1%
Florida	5,224	1%
Idaho	5,096	1%
Alabama	4,852	1%
Mississippi	4,740	1%
Oregon	4,646	1%
Virginia	4,431	1%
Tennessee	4,160	1%
Louisiana	3,288	1%
Wyoming	2,763	1%
Maryland	2,521	1%
South Carolina	2,061	1%
Utah	1,983	1%
New Mexico	1,741	0%
Arizona	1,451	0%
New Jersey	1,123	0%
Vermont	1,109	0%
Delaware	1,021	0%
Nevada	875	0%
West Virginia	862	0%
Maine	778	0%
Massachusetts	758	0%
Hawaii	506	0%
Connecticut	458	0%
New Hampshire	264	0%
Rhode Island	108	0%
Alaska	87	0%



Sample By Age And Regions

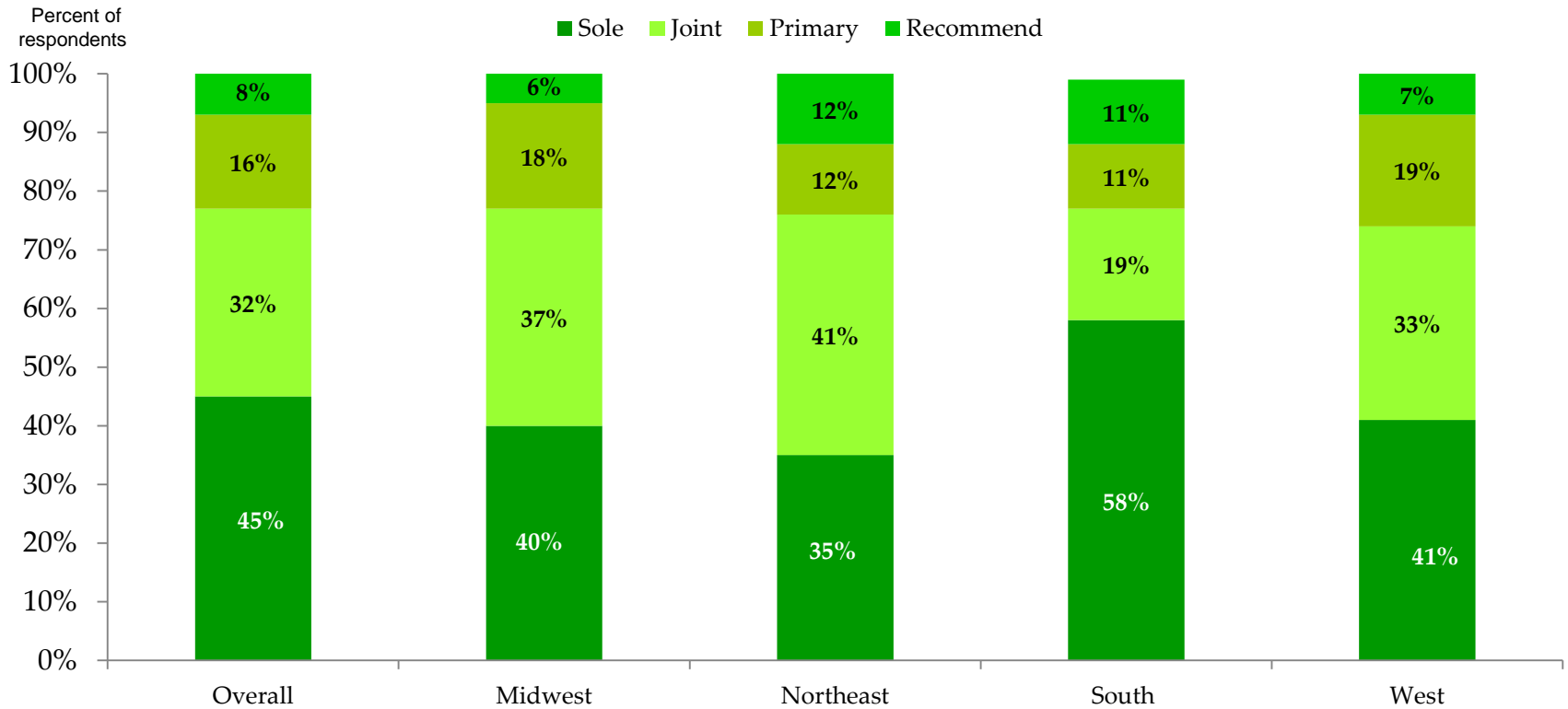
Ages	Sample
25-30	3
31-35	7
36-40	25
41-50	50
51-60	112
60+	101

Regions	States
Northeast	CT, DE, MA, MD, ME, NH, NJ, NY, PA, RI, VA, VT, WV
South	AL, AR, FL, GA, KY, LA, MS, NC, OK, SC, TN, TX
Midwest	IA, IL, IN, KS, MI, MN, MO, ND, NE, SD, WI, OH
West	AZ, CA, CO, ID, MT, NM, NV, OR, UT, WA, WY

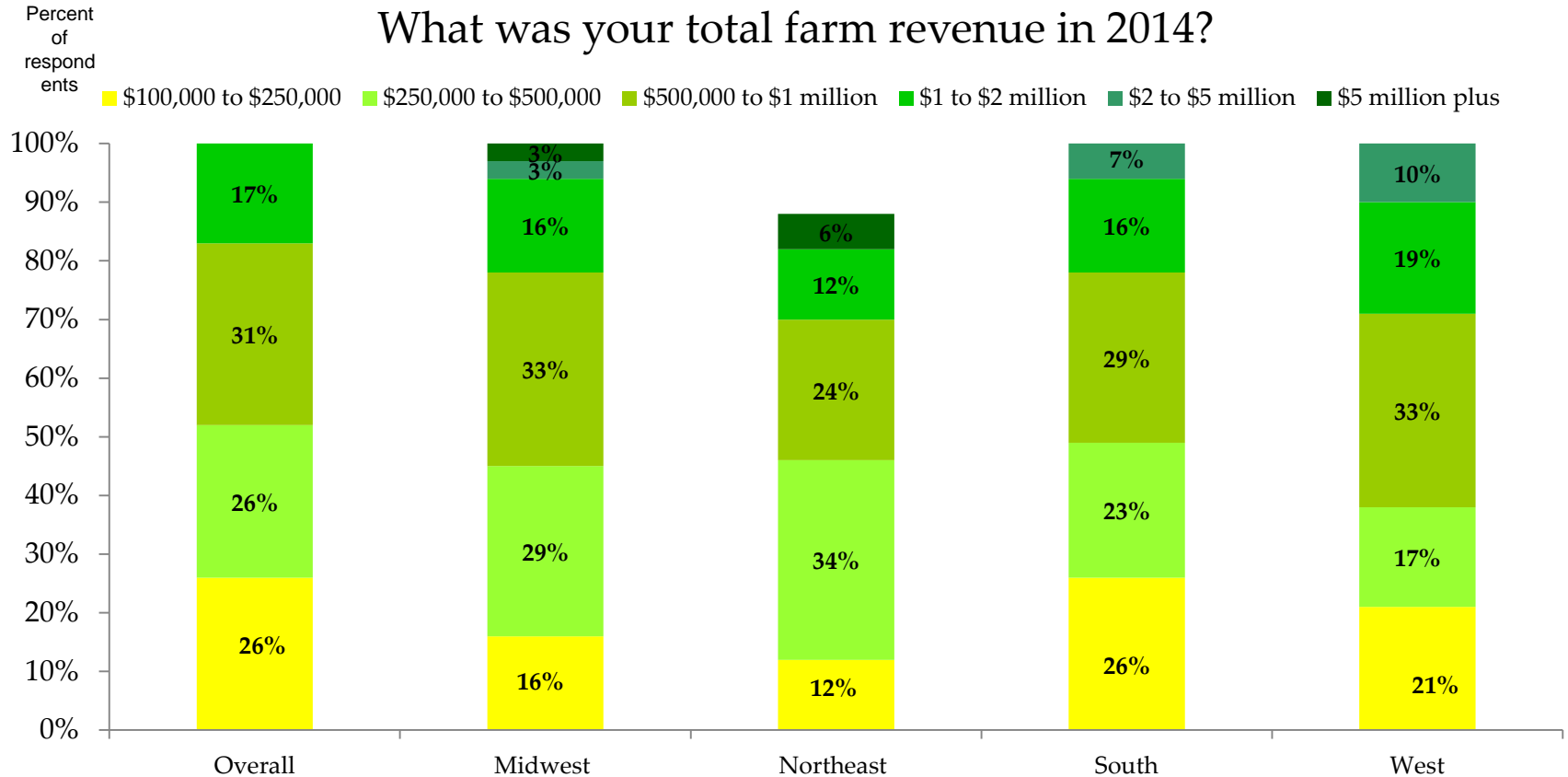


Most Respondents Are Either Sole or Senior Decision Makers, One-Third Are Joint Decisions With Farming Partners

What is your decision making role?

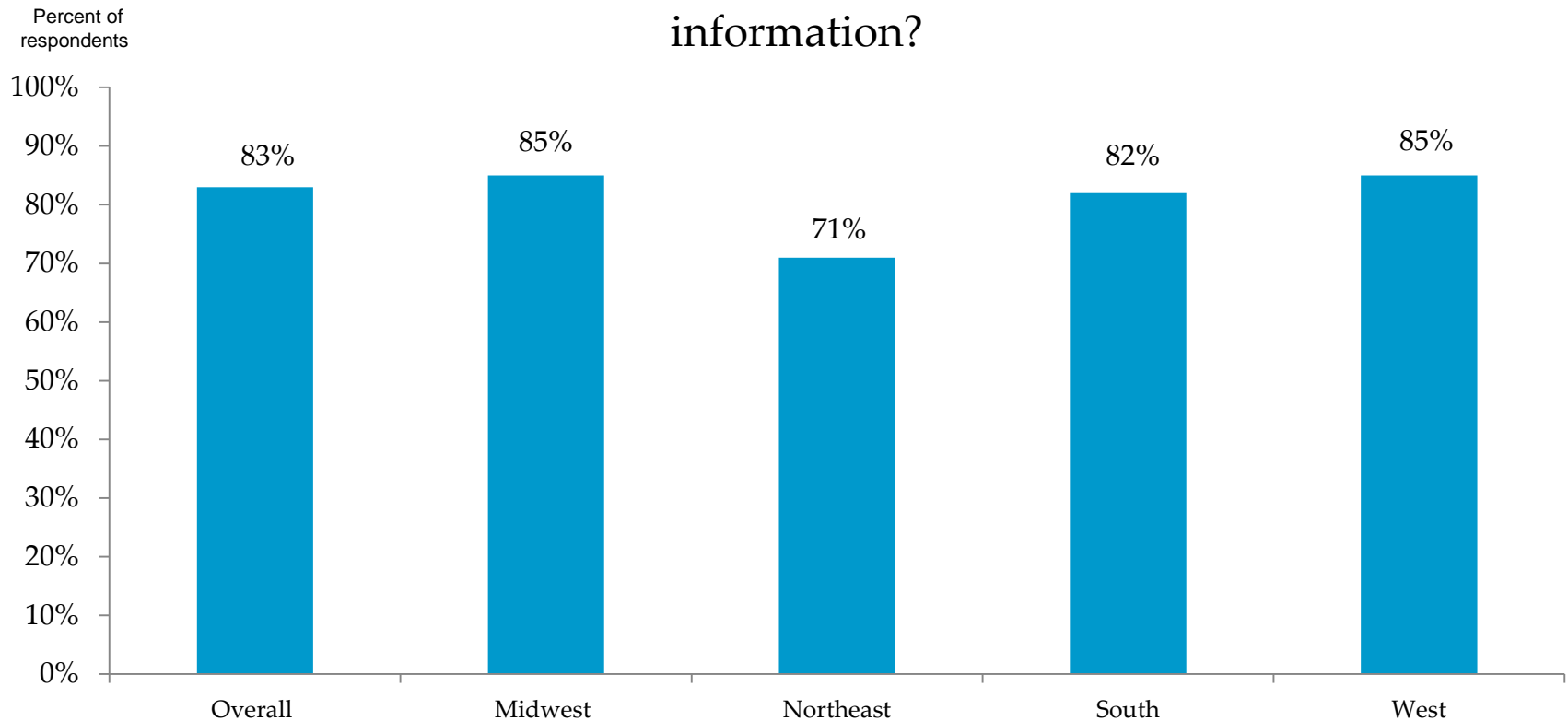


Research Targeted Larger Revenue Operations



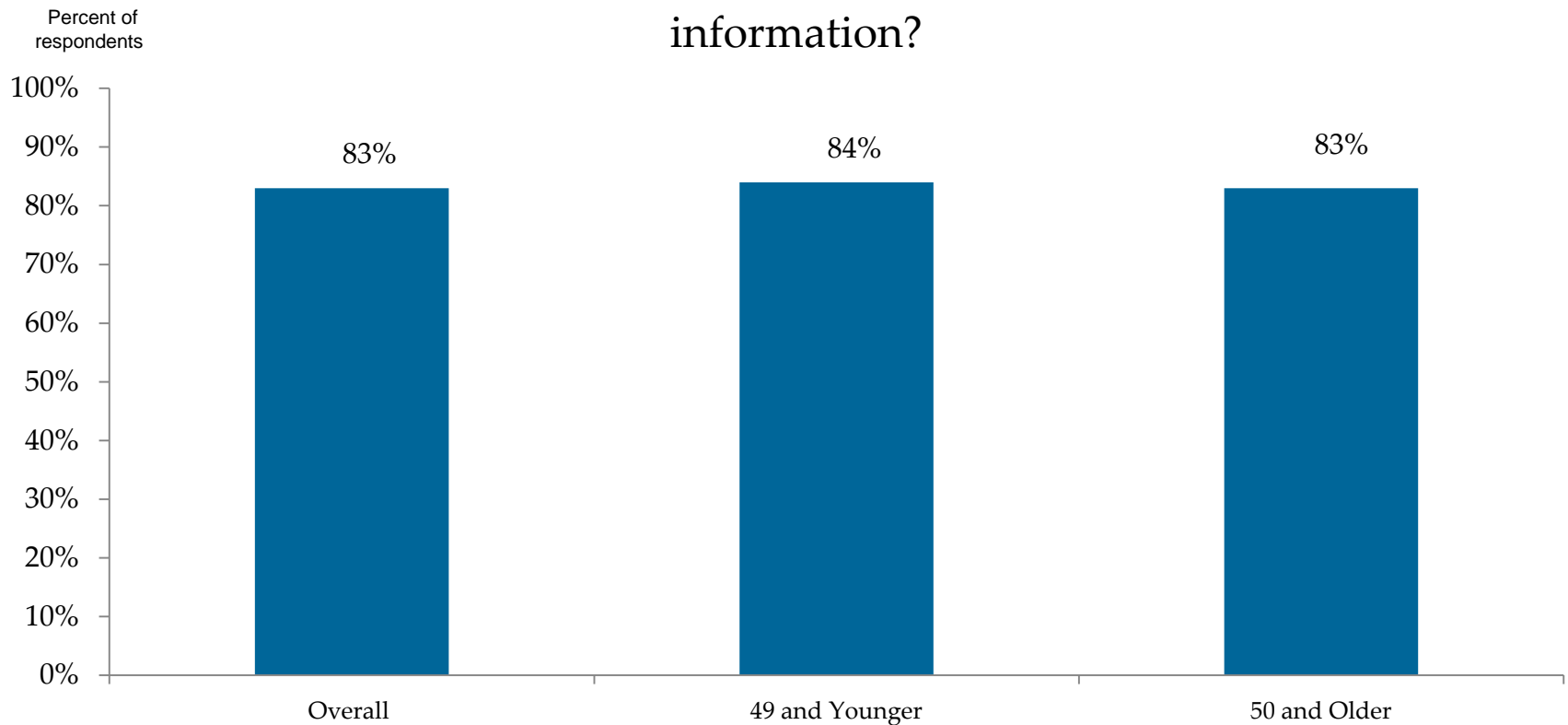
83% of Farmers Listen To Farm Radio For News, Weather, Markets And Ag Information

Do you listen to farm news, weather, markets and ag information?



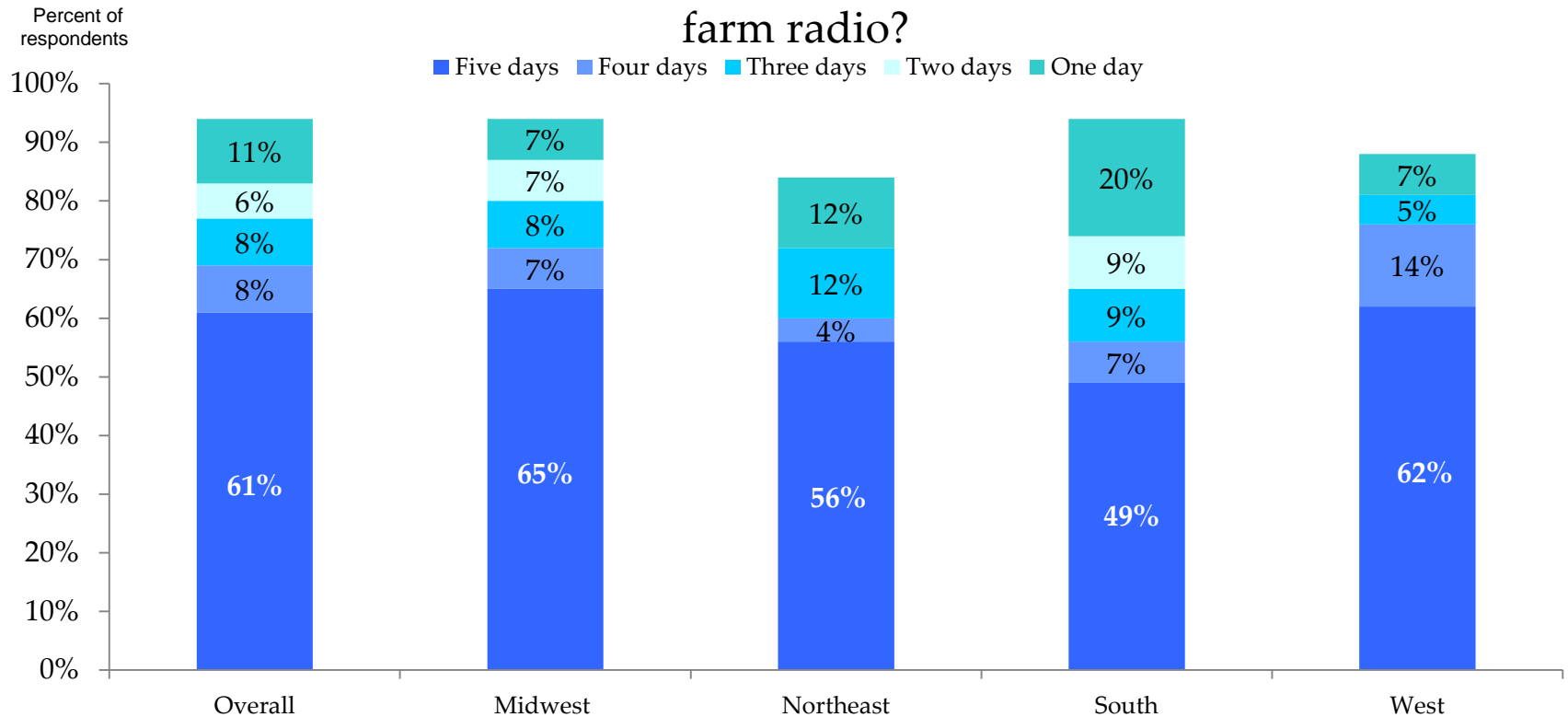
All Ages Listen To Farm Radio

Do you listen to farm news, weather, markets and ag information?



83% Listen Multiple Days Per Week

How many days of the week (Monday-Friday) do you listen to farm radio?



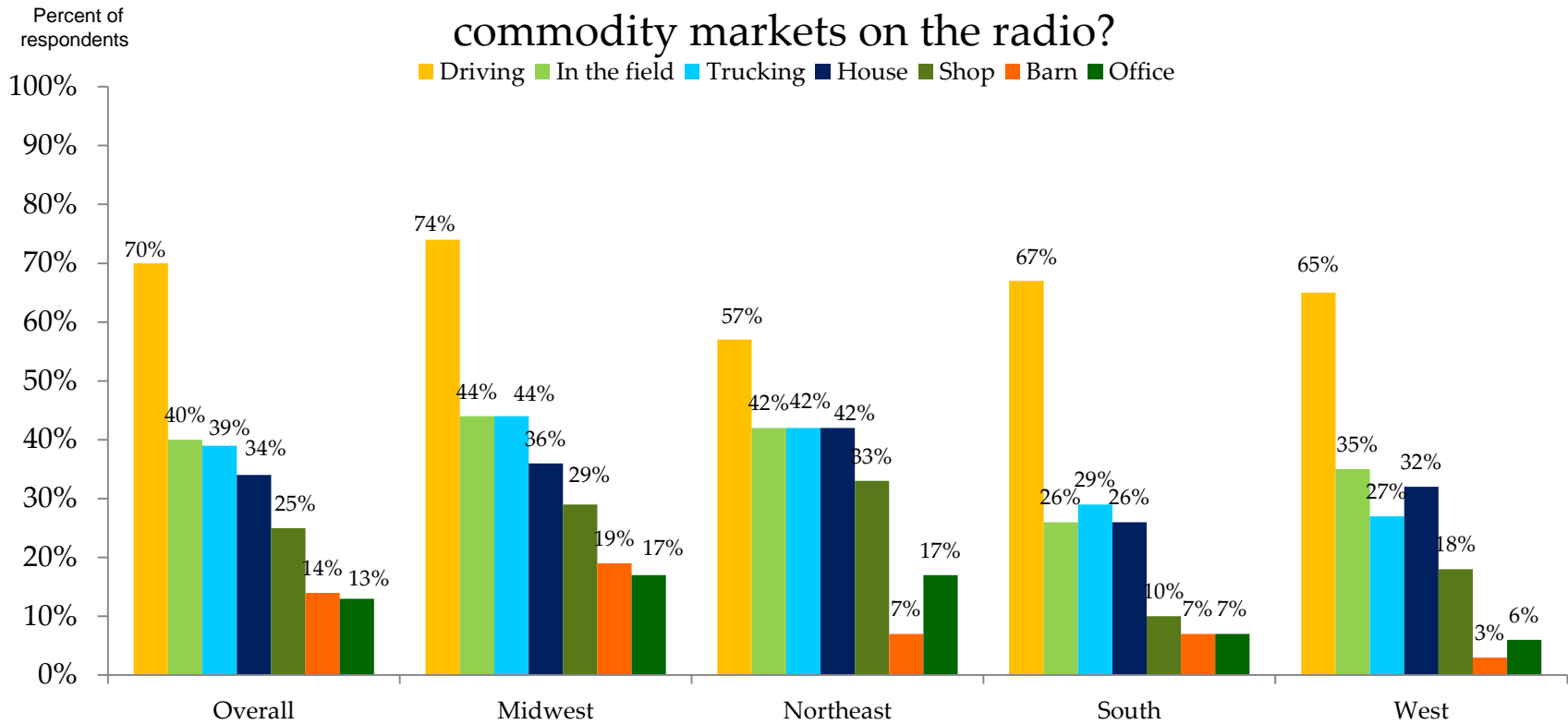
Zero days accounts for missing percentages.

Young farmers listen an average of 3.6 days per week, compared to 3.9 for older listeners.



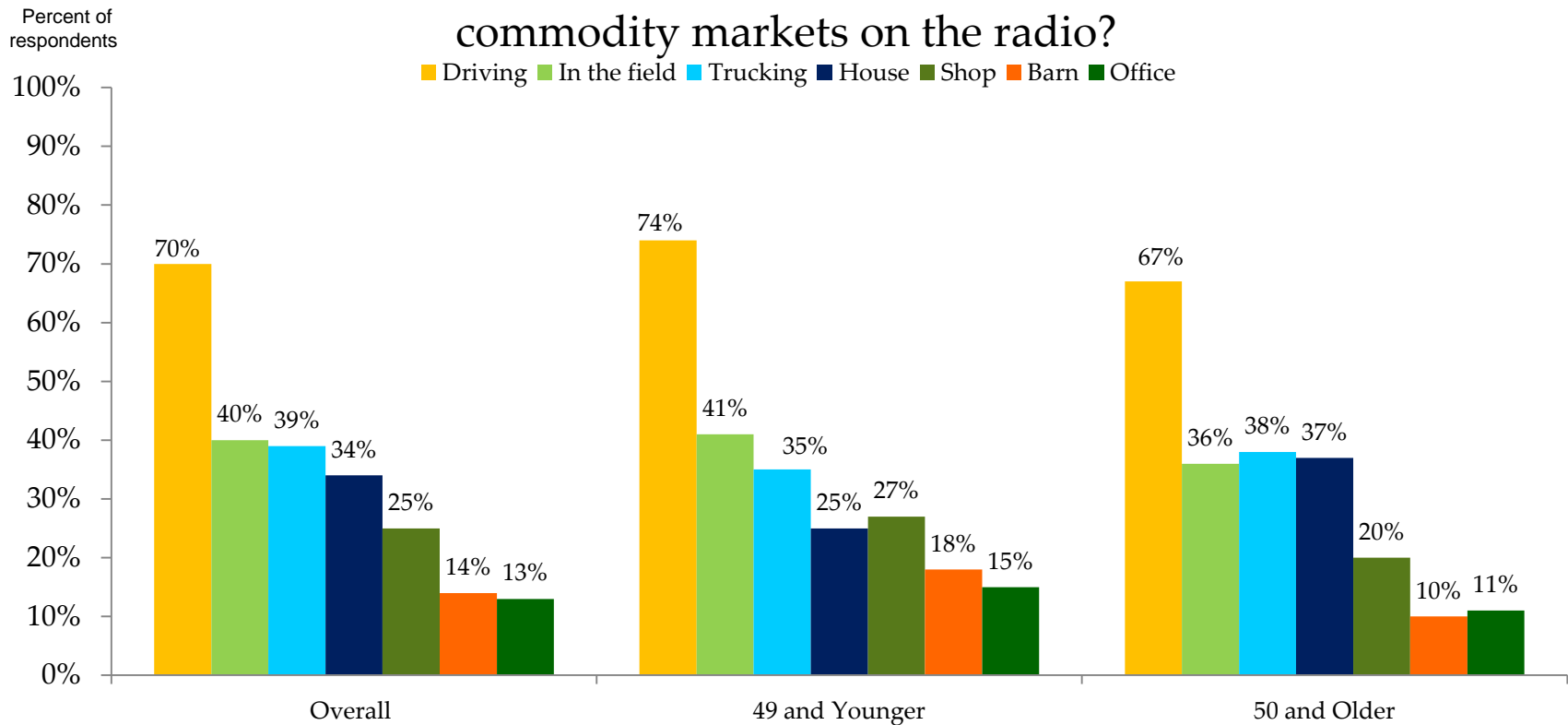
Radio Is Mobile and Available In Multiple Locations

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



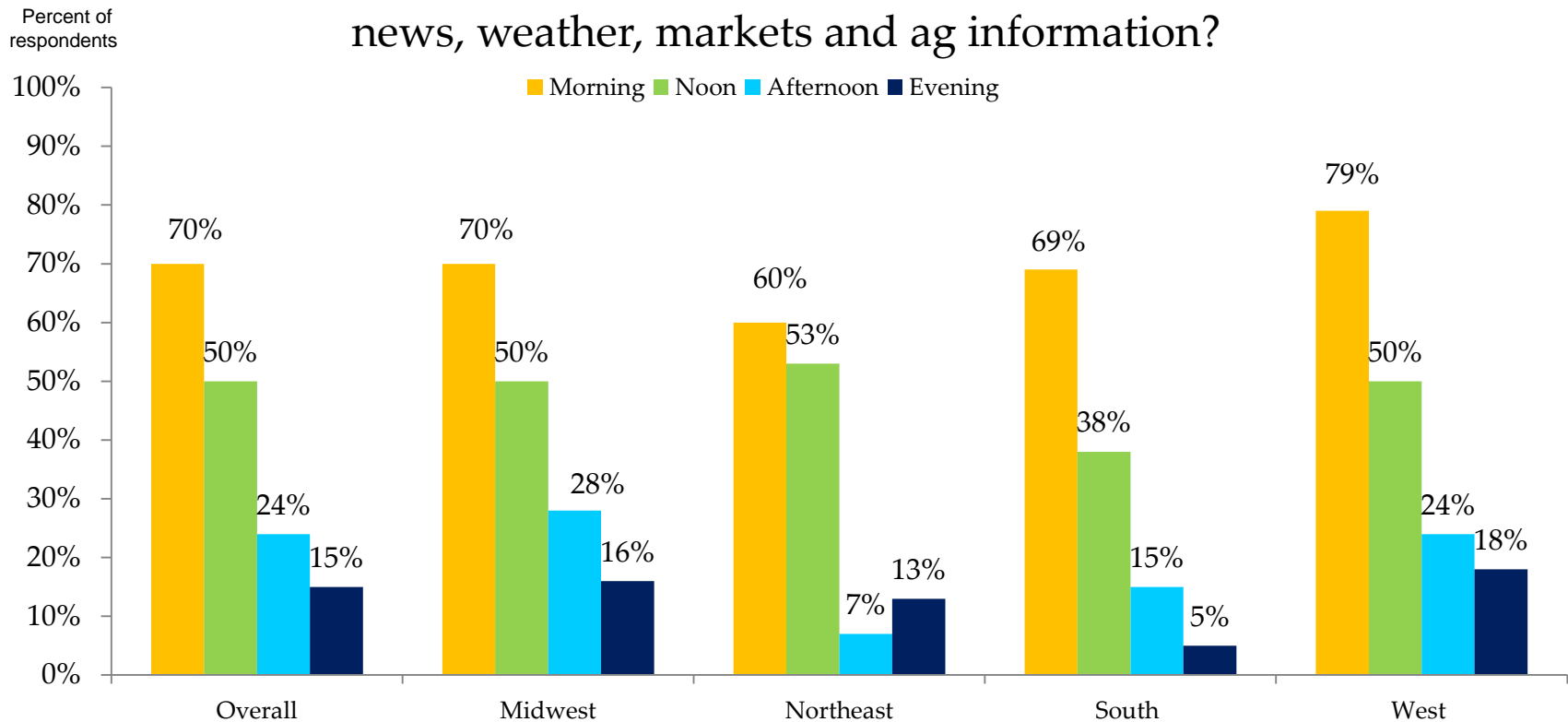
Age Doesn't Impact Where They Listen

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



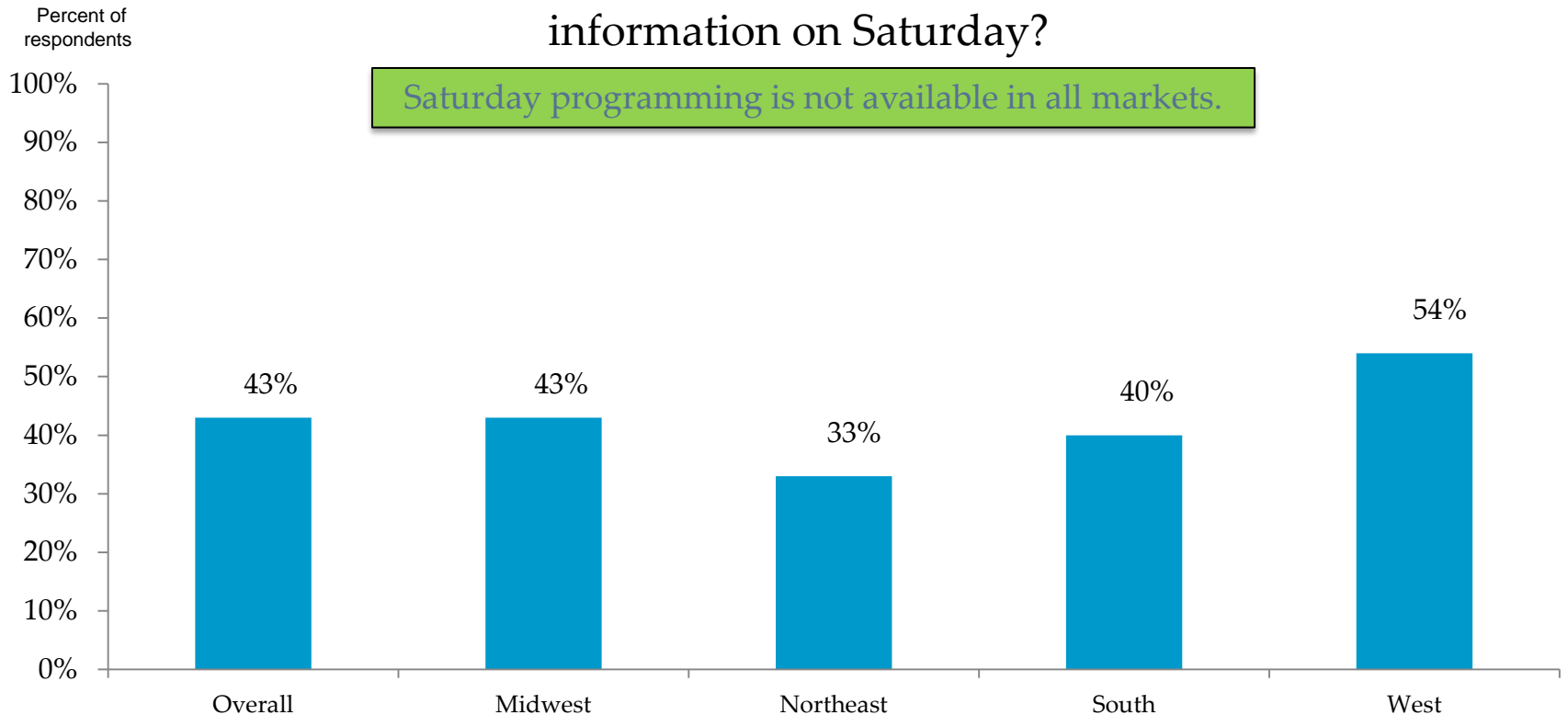
Farm Radio Is On During The Day

When during the day do you listen to the radio for farming news, weather, markets and ag information?



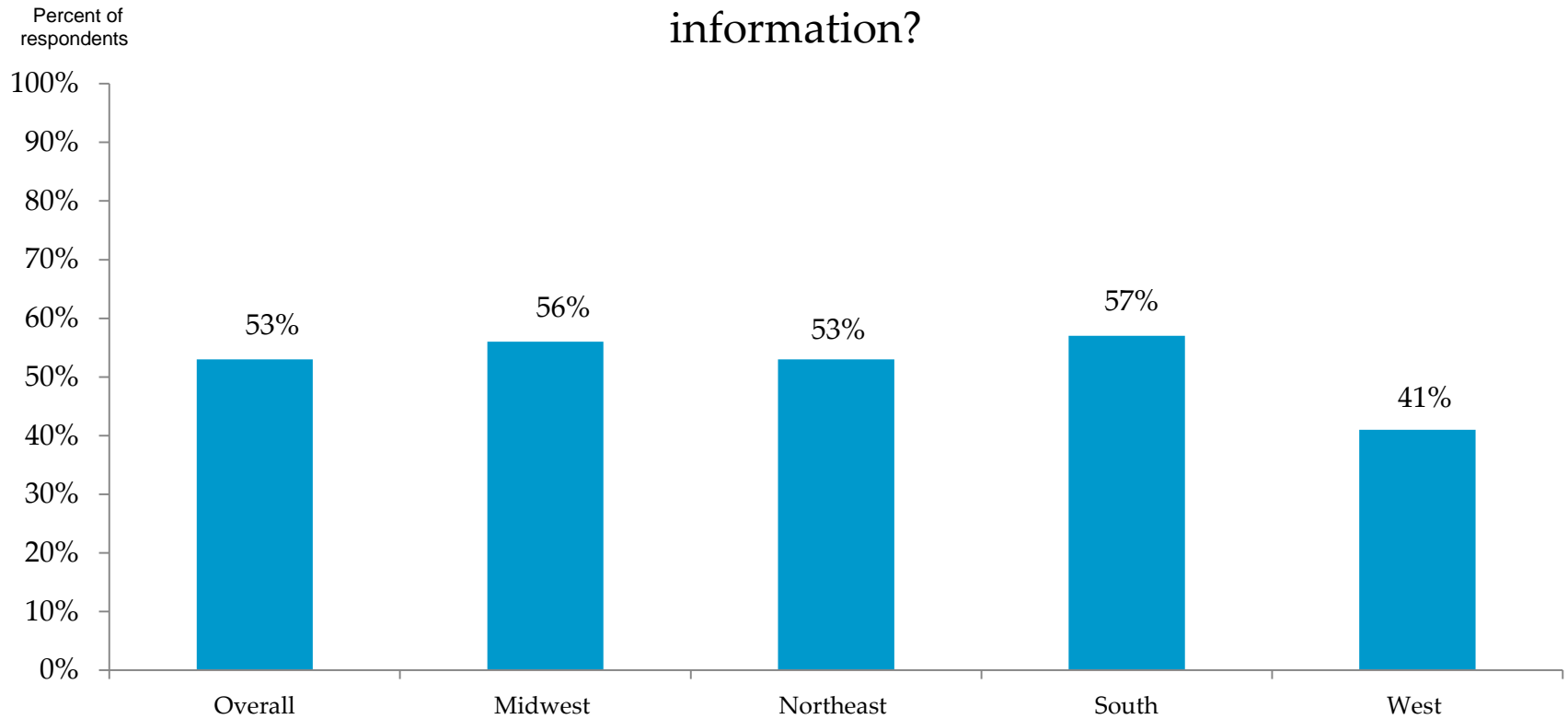
43% of Farm Radio Listeners Also Listen On Saturdays

Do you listen to farm news, weather, markets and ag information on Saturday?



Farmers Watch Television For Ag Related Programming And Information

Do you watch television for any ag related programming and information?



HOW ARE FARM BROADCASTERS REGARDED BY THEIR FARMER LISTENERS?

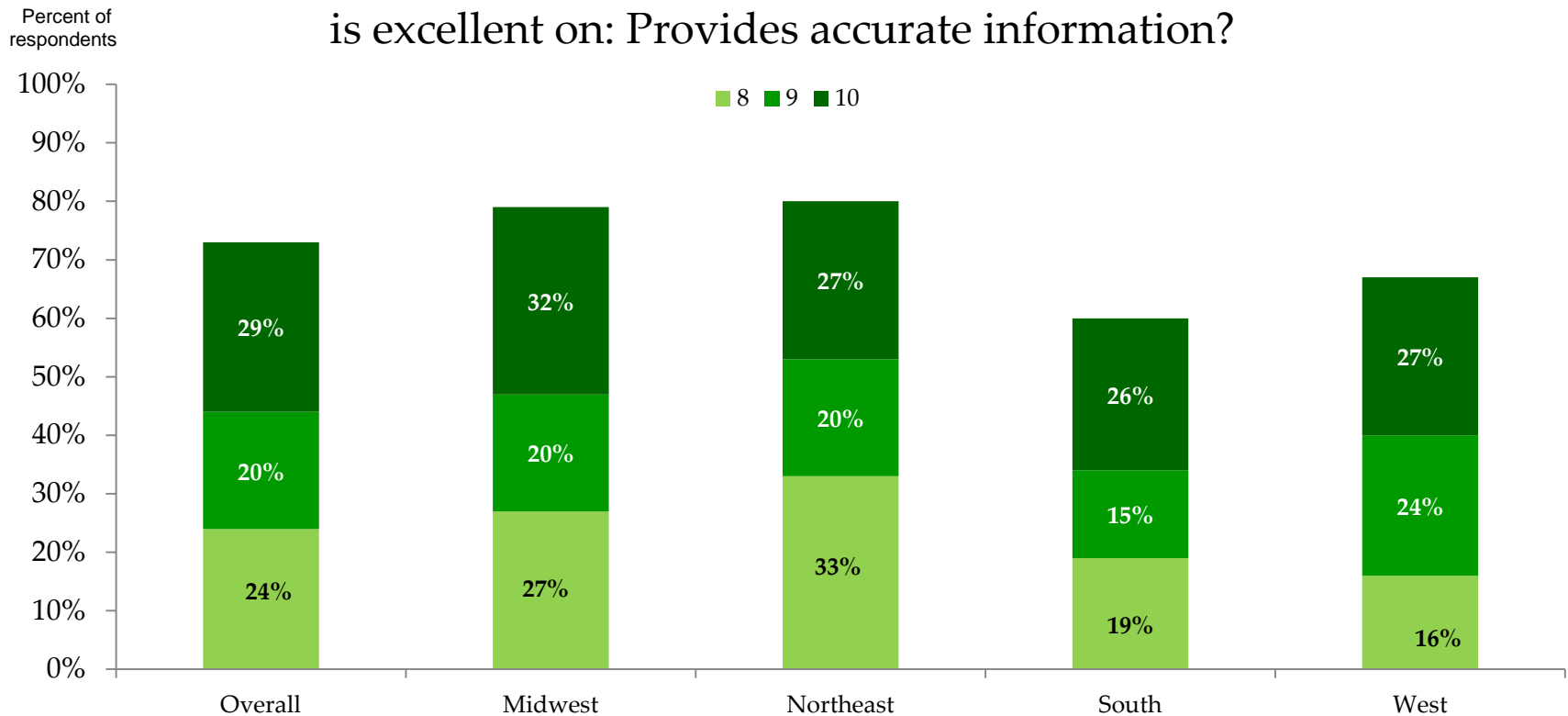


Farm broadcasters are considered very credible, trustworthy and accurate by a vast majority of listeners.



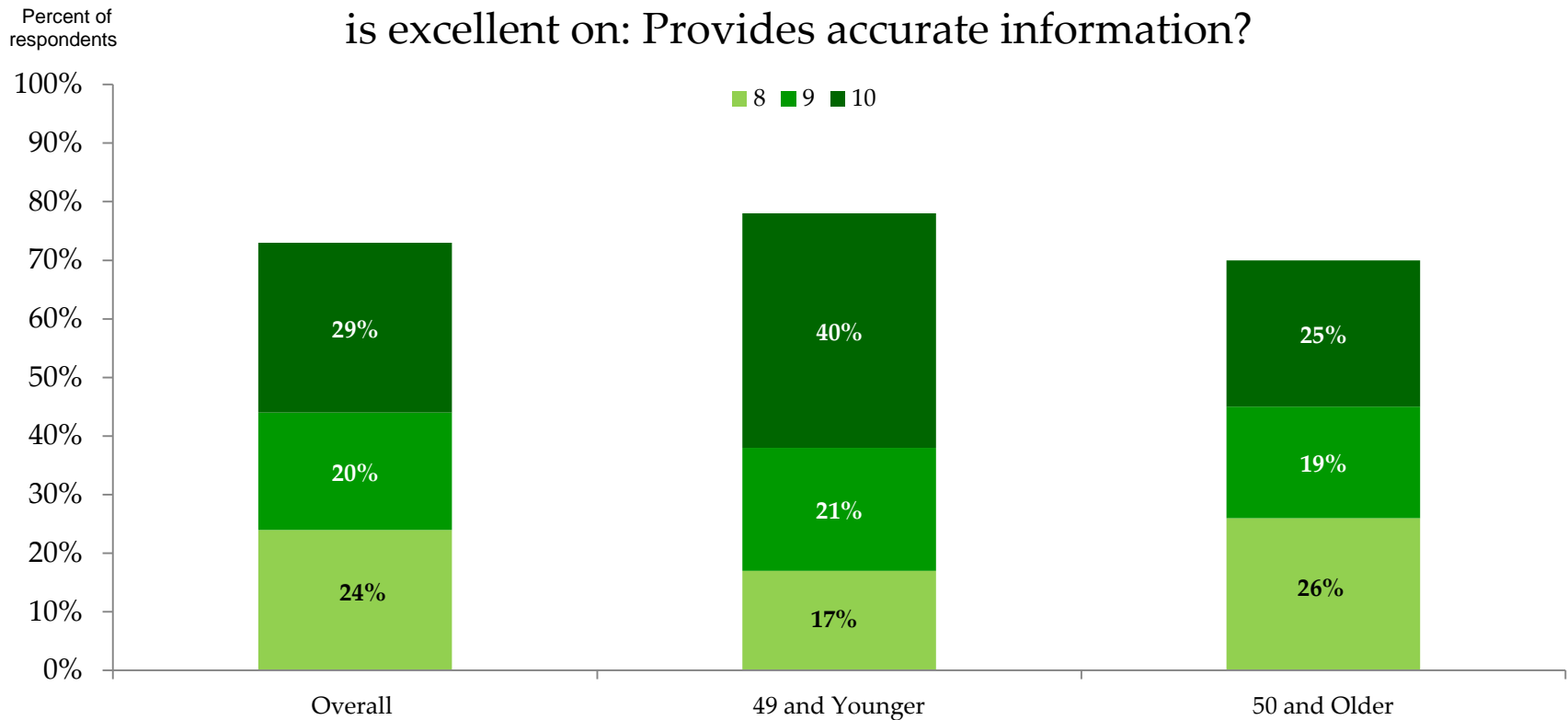
Local Farm Broadcasters Are Very Highly Rated On Providing Accurate Information, Rating 8.2 On Average

Please rate your farm broadcaster on a scale of 1 to 10, where 10 is excellent on: Provides accurate information?



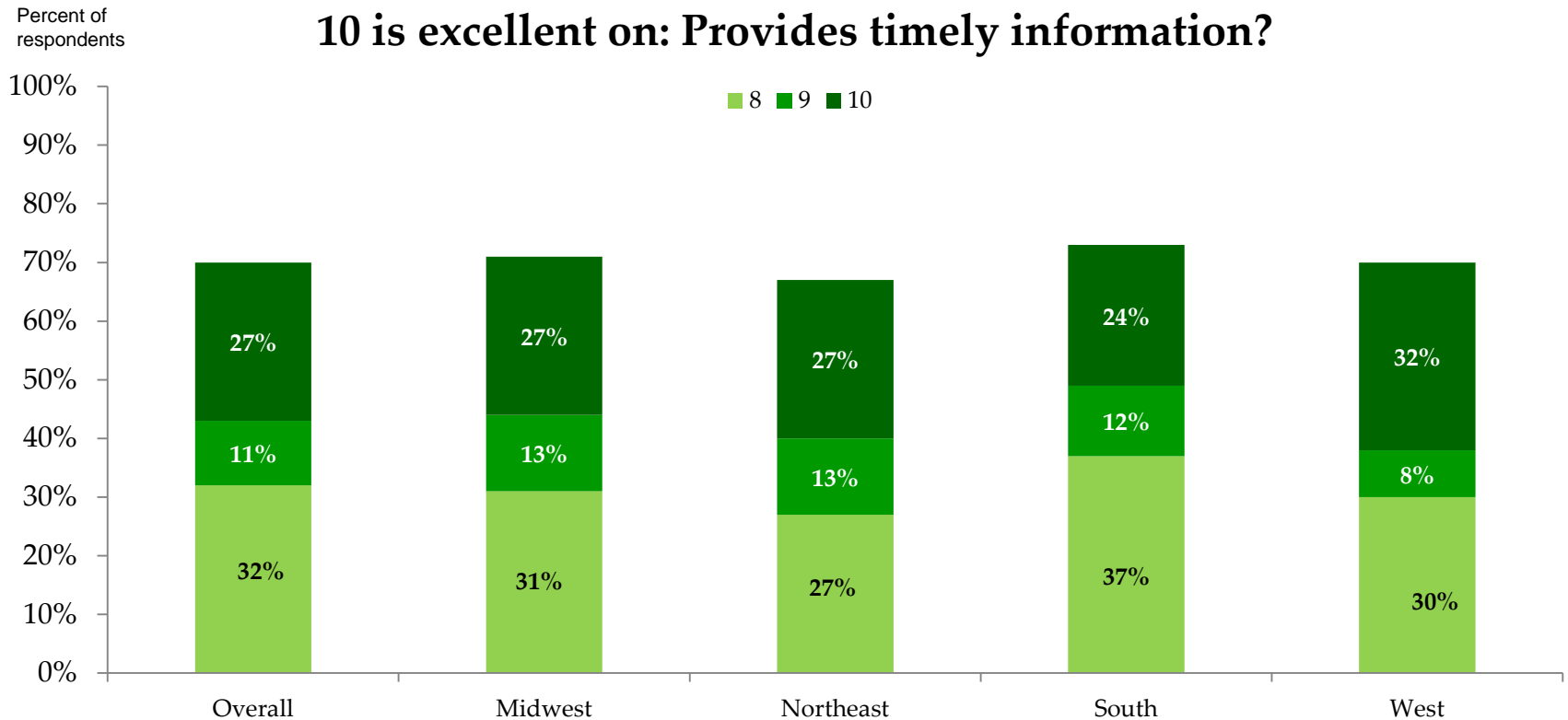
Young Listeners Rate Their Broadcaster Higher Than Older Listeners For Providing Accurate Information

Please rate your farm broadcaster on a scale of 1 to 10, where 10 is excellent on: Provides accurate information?



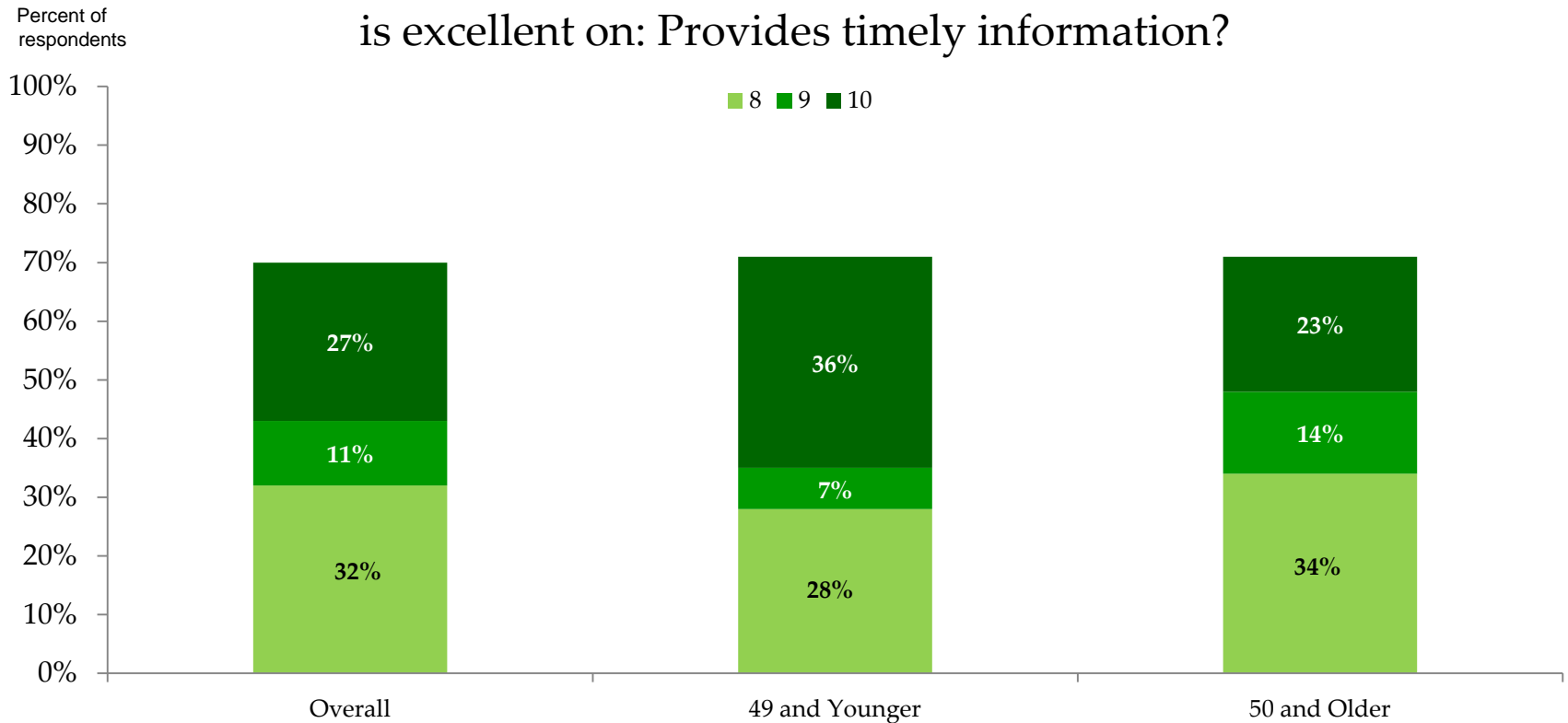
Local Farm Broadcasters Are Highly Rated On Providing Timely Information, Averaging 8.0 On A 10-point Scale

Please rate your farm broadcaster on a scale of 1 to 10, where 10 is excellent on: Provides timely information?



Younger Listeners Give Their Broadcaster Even Higher Marks Than Older Listeners On Timely Information

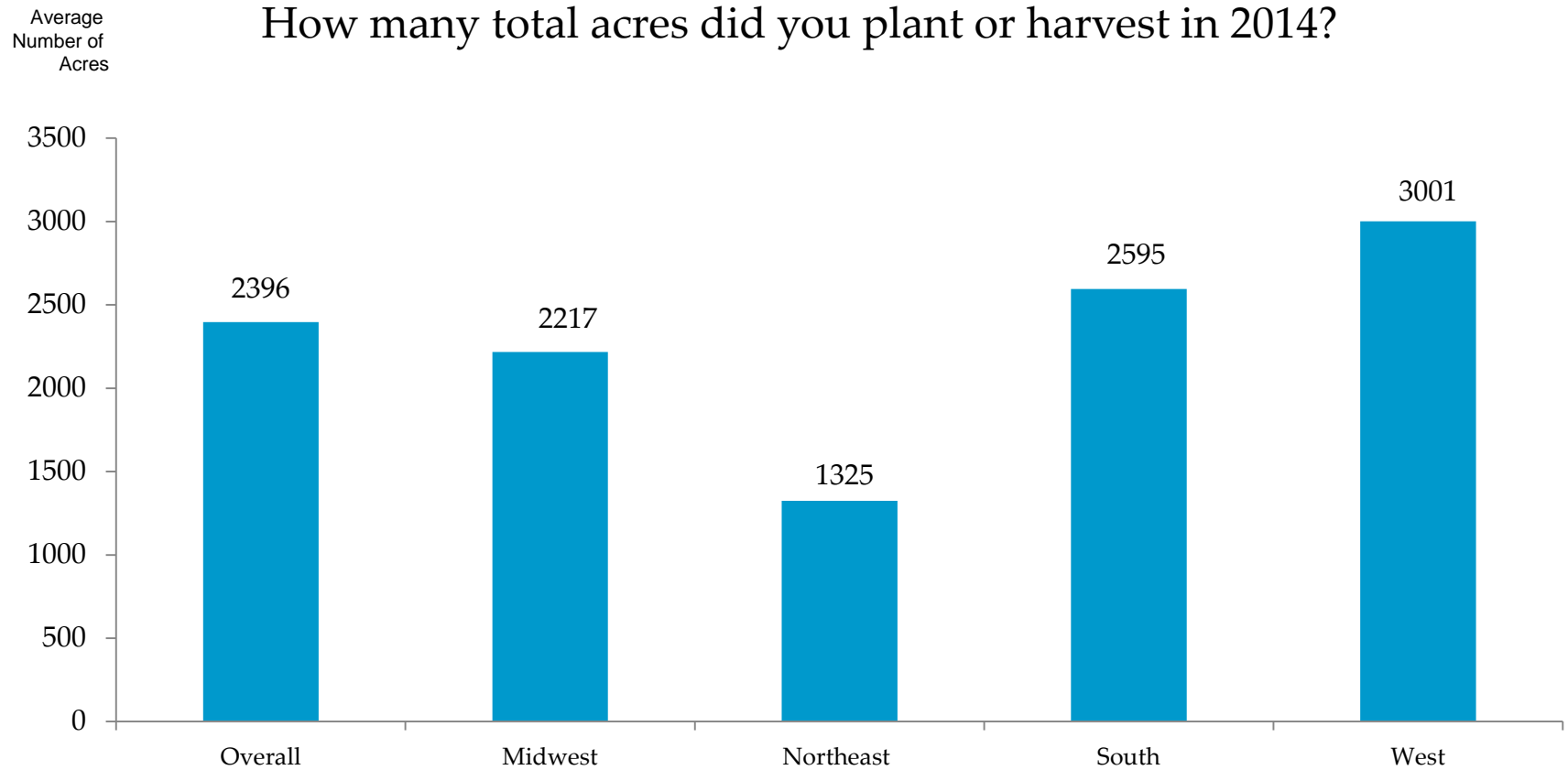
Please rate your farm broadcaster on a scale of 1 to 10, where 10 is excellent on: Provides timely information?



RESPONDENT PROFILE



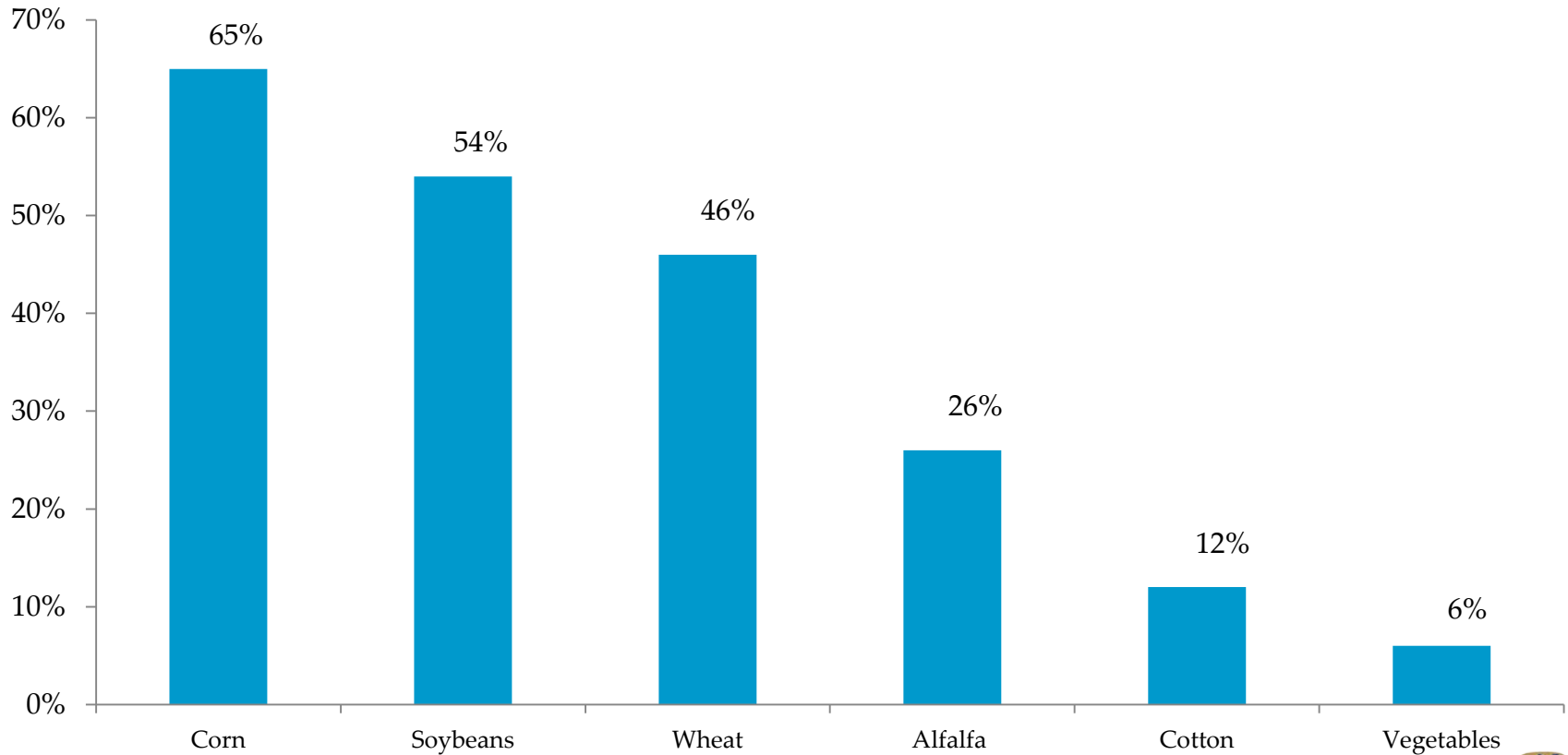
On Average, Respondents Farm Almost 2,400 Acres



Corn Is The Most Frequently Planted Crop By Respondents

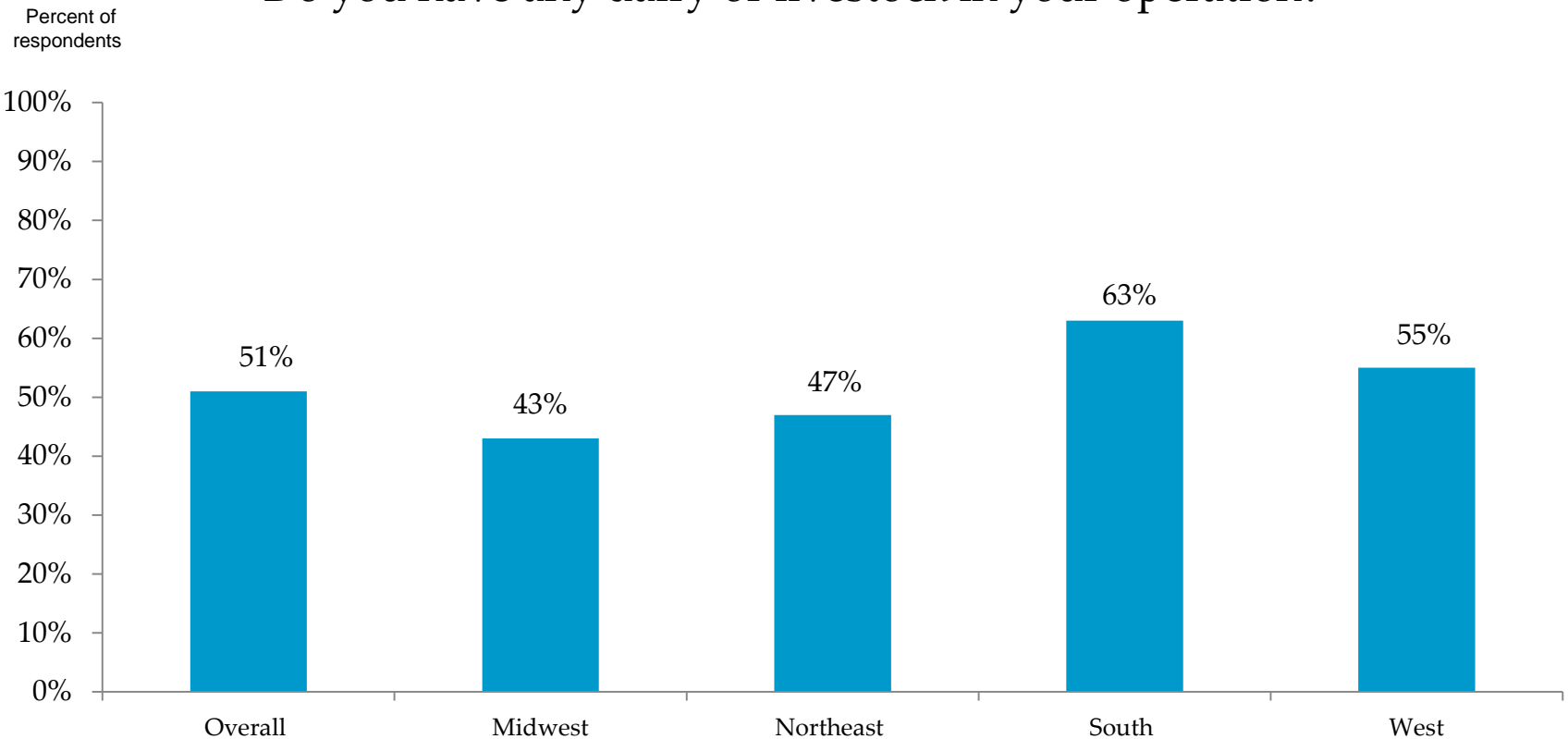
Percent of respondents

Crops planted in 2014

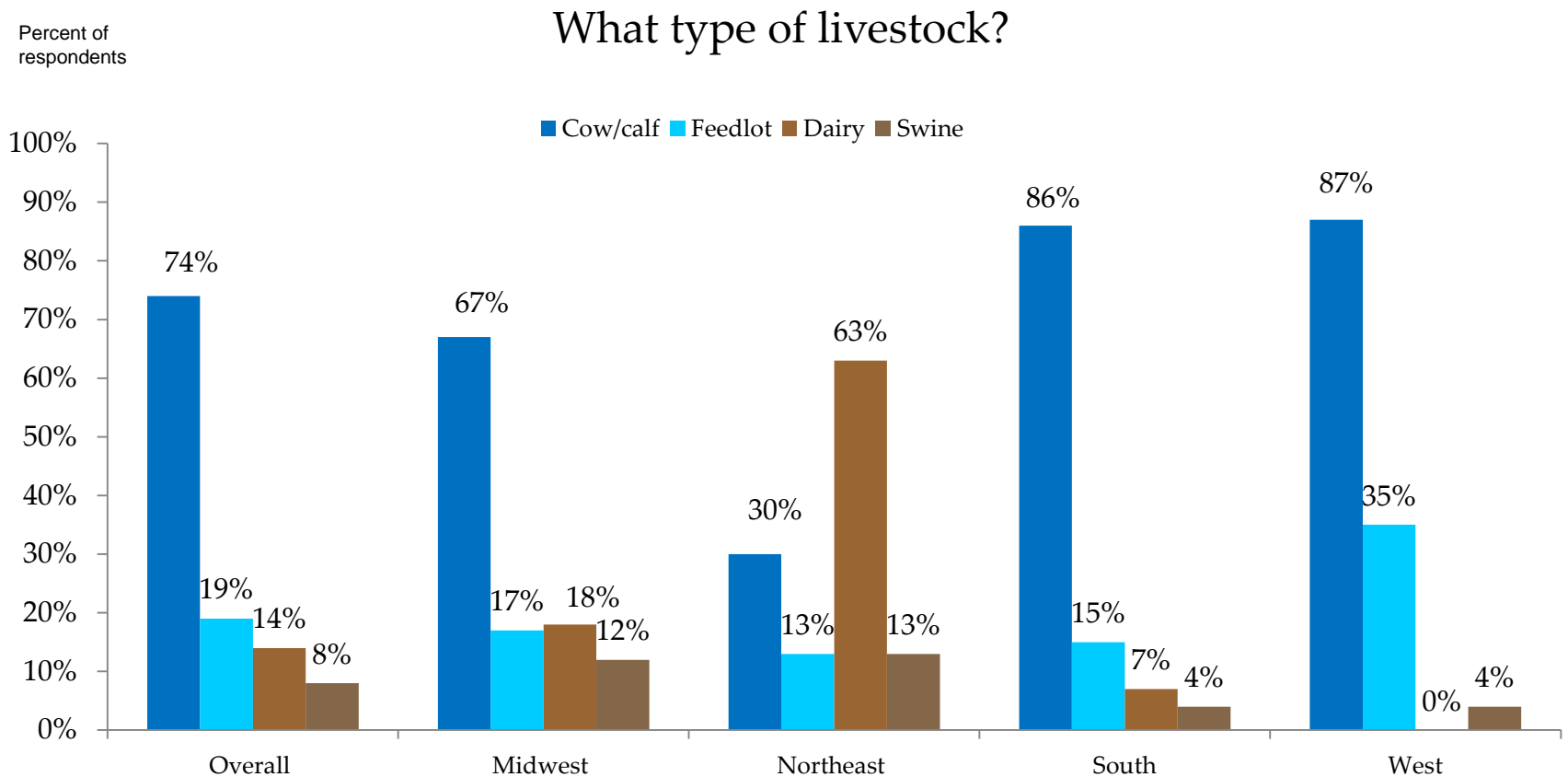


Half Of Respondents Have Livestock or Dairy Operations

Do you have any dairy or livestock in your operation?



Beef Cow/Calf Leads The Type Of Livestock Respondents Raise



For more information and additional media usage information, please contact NAFB Marketing and Communications Manager, Mindy Oberly.

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