

# National Association of Farm Broadcasting

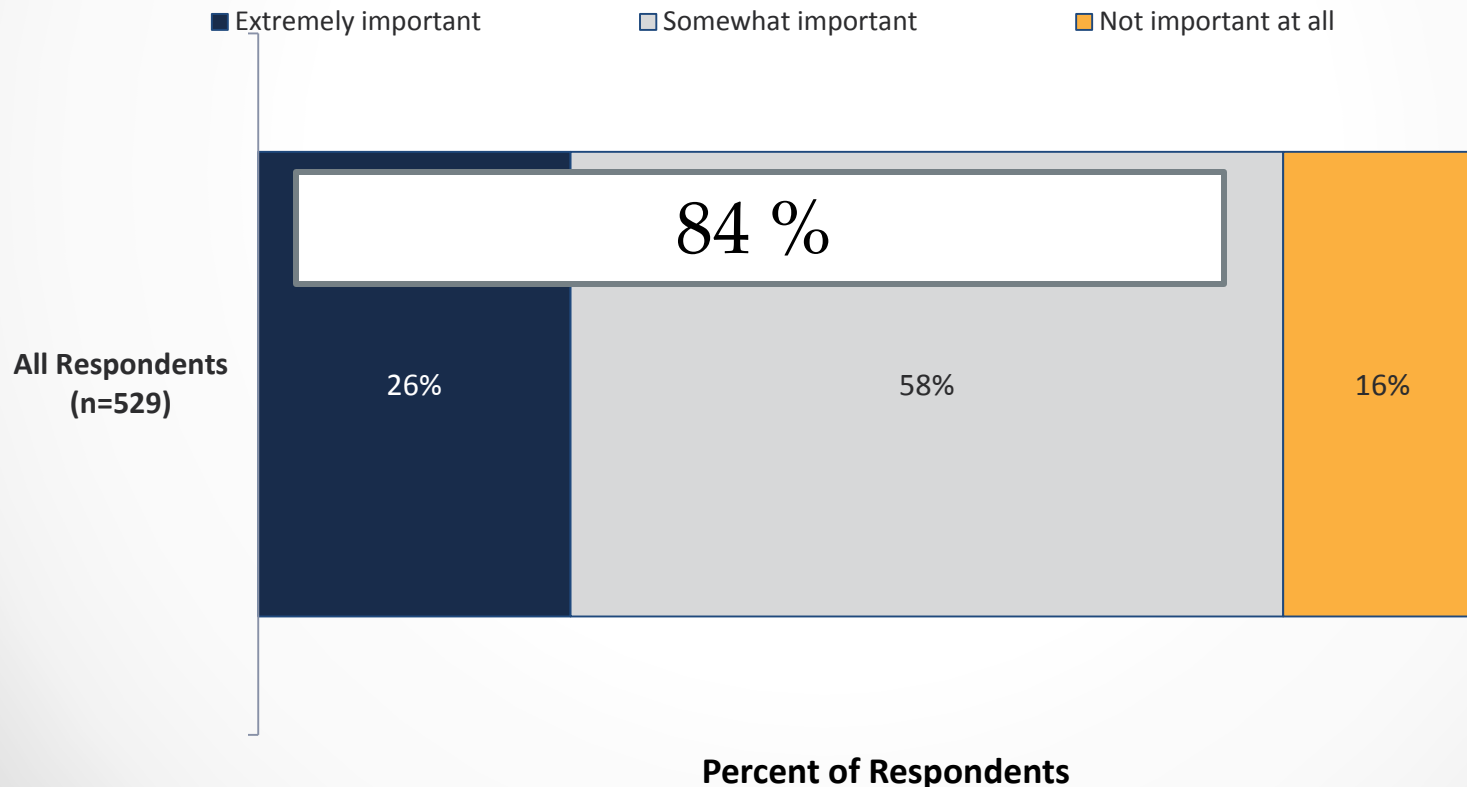
## 2014 Media Usage Study

Conducted by Ipsos Marketing, Agriculture & Animal Health  
September 2014



# Importance of farm broadcasting

- 84 percent of respondents feel farm broadcasting and farm news/information is extremely important/important in the daily decisions and management of their operations.



How would you describe the importance of farm broadcasting, farm news and information both on the radio and TV in the daily decisions and overall management of your operation?



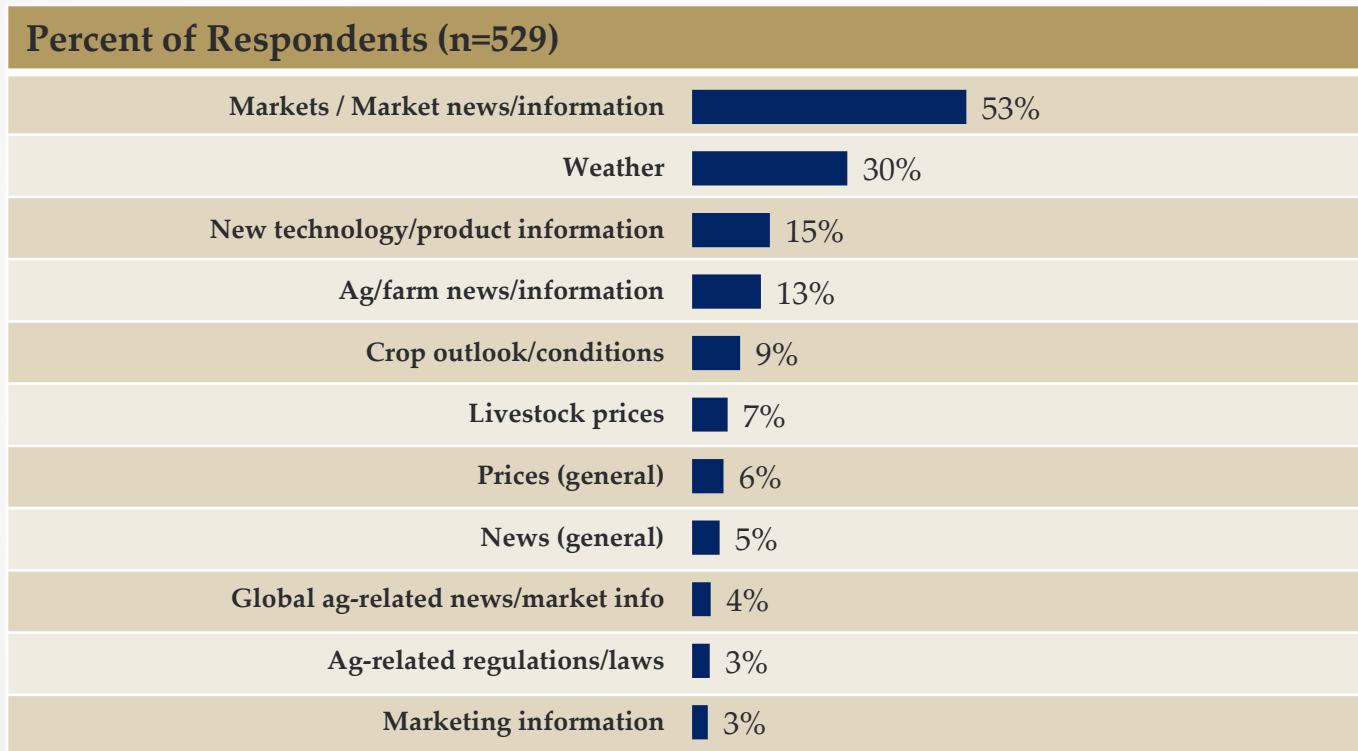
# Reasons for listening to local broadcaster

Everyone listens for a different reason - all of them listen to farm program for one reason – Information! Farmers and ranchers are information hungry and they turn on the radio for current, up-to-date location information.



# Farmers find a variety of benefits in farm broadcasting *(Unaided)*

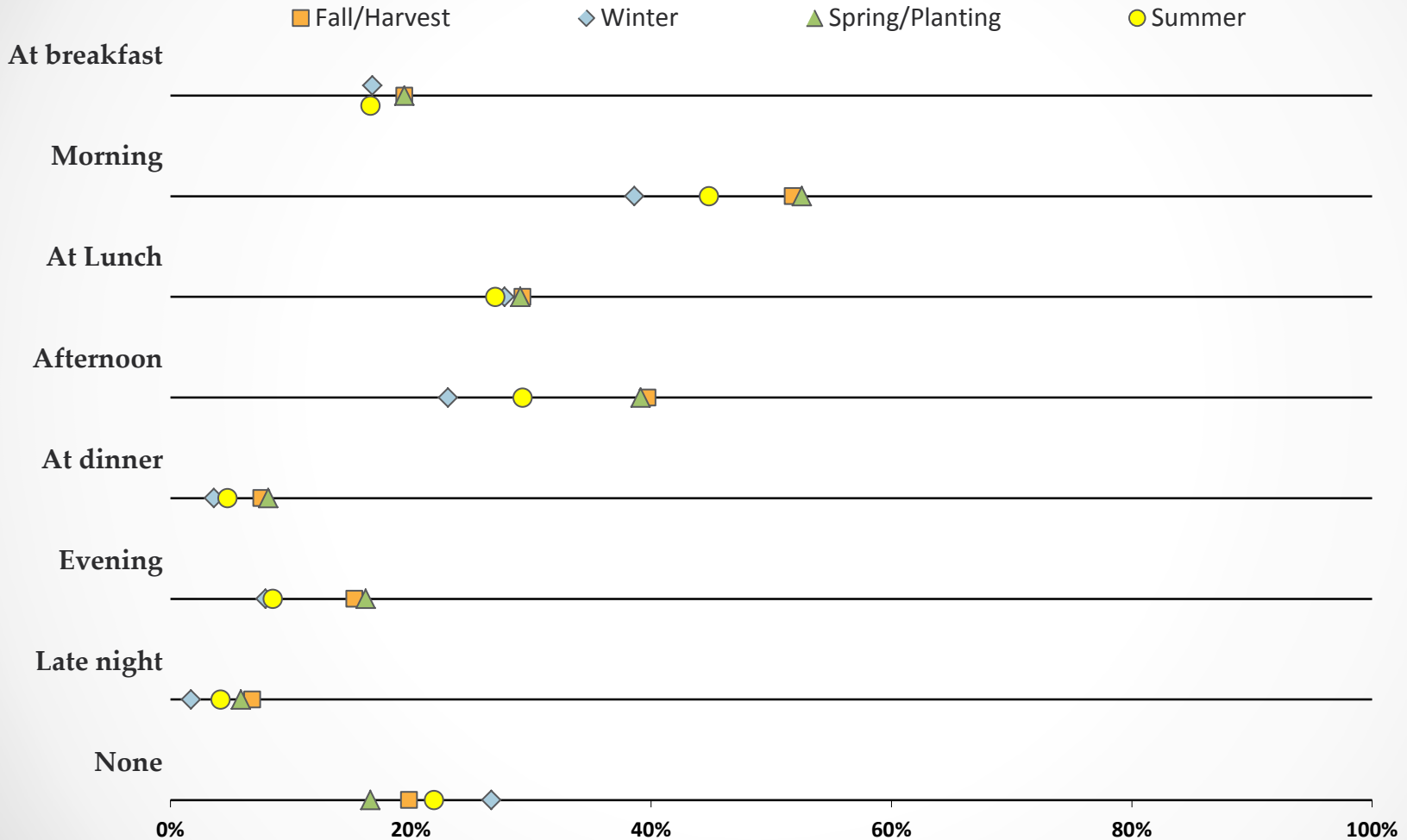
Verbatim responses, as answered by respondents. Many of these answers are similar in nature, and are key components of a daily farm broadcast. No probing or follow-up questions were asked.



Unaided question, the question appeared on the screen and respondents typed their response into a box on the screen. Example answers were not provided. Neither probing nor clarifying responses is an option for online studies. Thus, results are indicative of what is top-of-mind for respondents, making every answer quite strong.



# Daily radio listening by season



All Respondents (n=529)



What times of day do you usually listen to farm news and information on the radio?

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

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