



Farm Radio Connects

*National Association of Farm Broadcasting
Platte City, Missouri*

www.nafb.com





National Association of Farm Broadcasting 2021 Summary



February 2022



Research Approach

Respondents have to be a primary/shared decision maker of a farming operation with GFI of \$100K or more, have an ag radio station available, and listen to ag radio during the time of year interviewed.

202

Wave 1 - phone interviews
1/11/2021 – 1/23/2021

197

Wave 2 - phone interviews
4/6/2021 – 4/22/2021

200

Wave 3 - phone interviews
7/6/2021 – 7/30/2021

195

Wave 4 - phone interviews
10/25/2021 – 1/8/2022

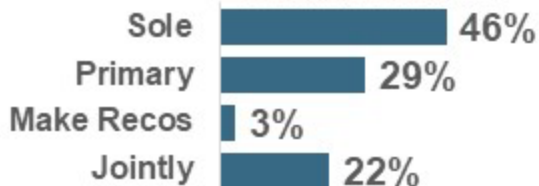


Profile of Respondents



Profile of Respondents

Decision Maker



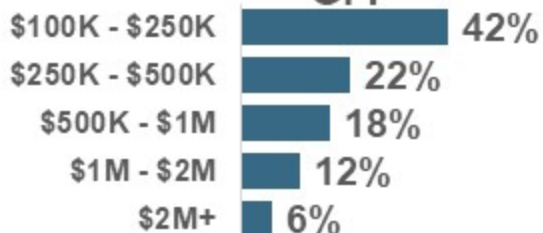
Plant crops



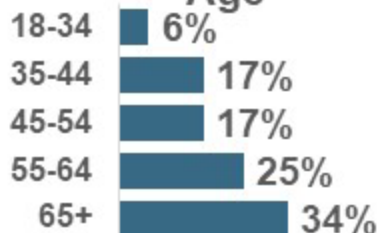
Livestock



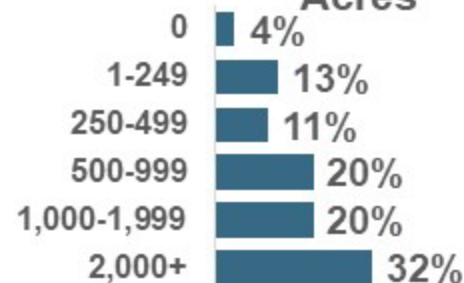
GFI



Age



Acres



Source: Total farmers who listen to ag radio (n=794)



Radio Listenership

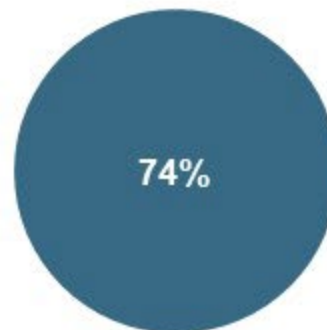


Ag radio listeners tune in nearly everyday, Monday through Friday, with about three-quarters of listeners listening five or more days a week.

Average number of days per week listening to ag radio



% listening five or more days



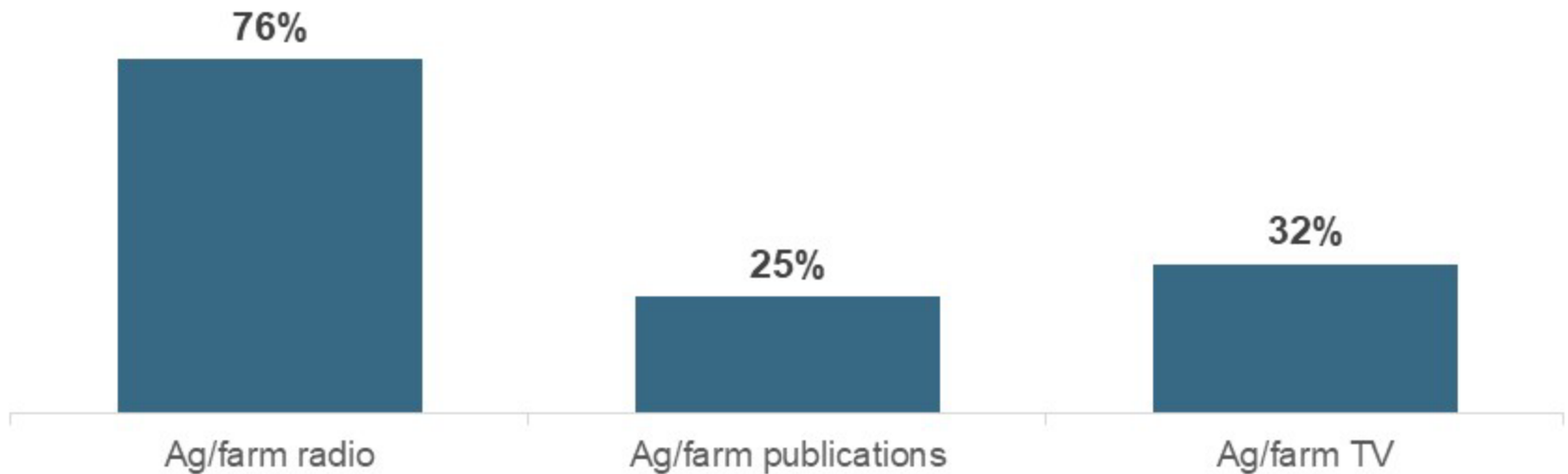
Source: Total farmers who listen to ag radio (n=794)

Thinking of your radio listenership, typically how many days per week do you listen for farm news, weather, markets, and ag information during this time of year?



Ag/farm radio is the primary source of daily ag news for ag radio listeners, followed by ag/farm TV and ag/farm publications.

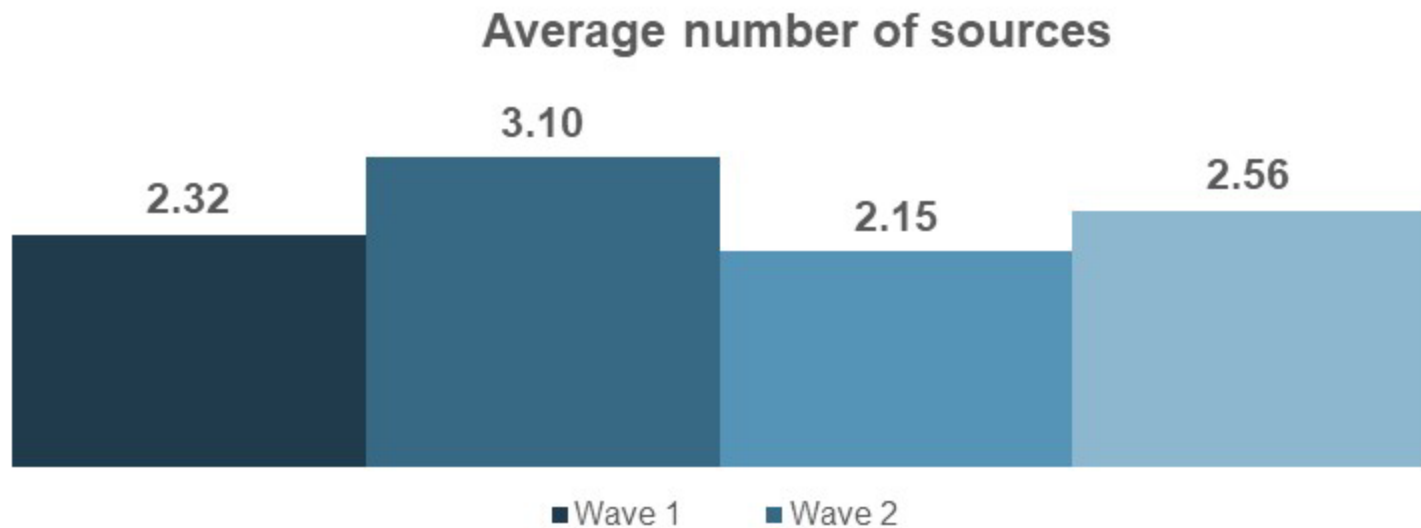
Daily sources



*Source: Total farmers who listen to ag radio (n=794)
During this time of year, what are your daily news sources for farm news, weather, markets, and ag information?*



Ag radio listeners expand the number of sources to which they look for information during planting.



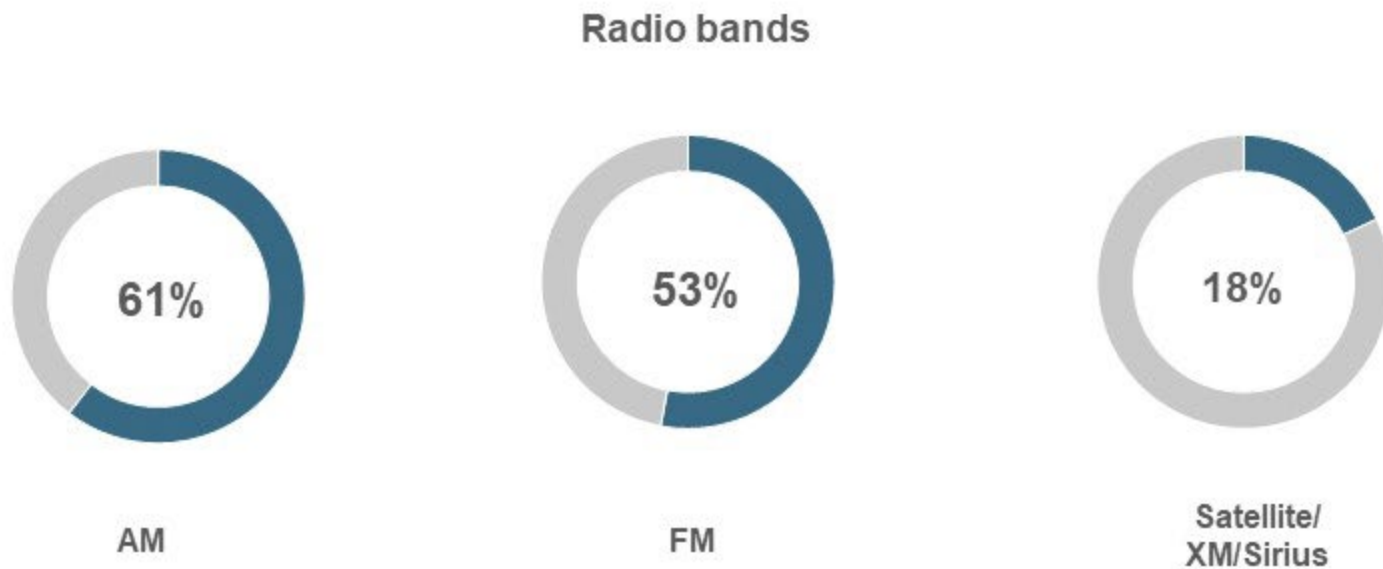
Types of sources – Ag/farm radio, ag/farm TV, ag/farm publications, blogs/websites/news, ag/farm apps, supplier/manufacturer text notifications, social media, company/industry websites, supplier e-newsletter, publication e-newsletter, farm radio websites, online farm forums, ag/farm shows, online farm forums, ag/farm shows, ag/farm podcasts, and other.

Source: Total farmers who listen to ag radio (n=794)

During this time of year, what are your daily news sources for farm news, weather, markets, and ag information?



Ag radio listeners most often listen to AM and FM radio for ag information.



Source: Total farmers who listen to ag radio (n=794)

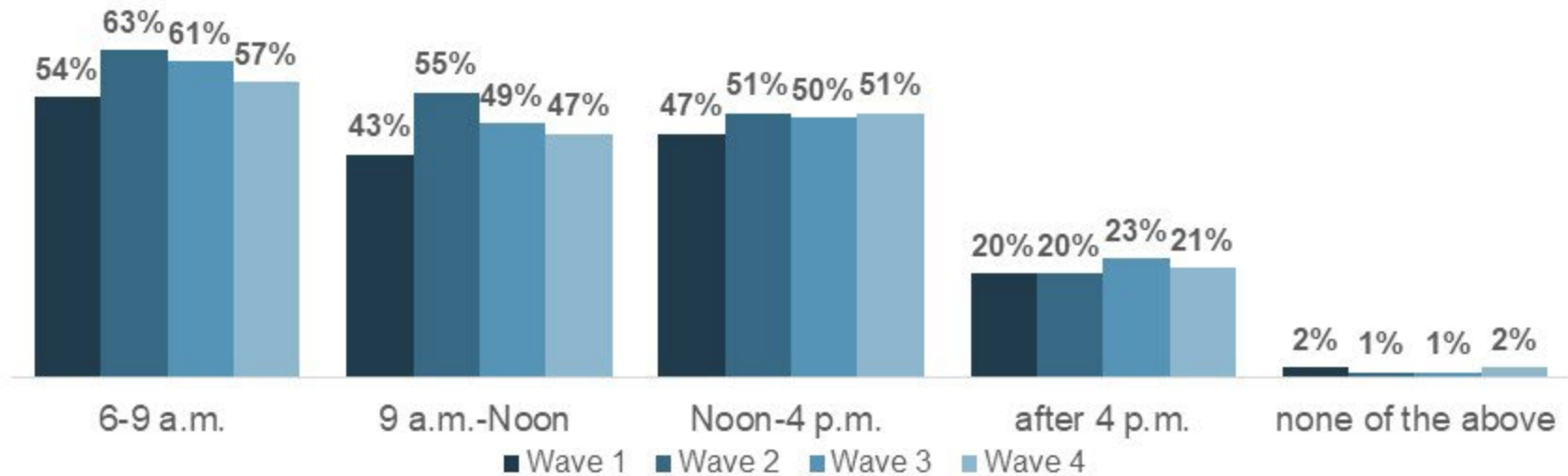
On which of the following radio bands do you listen to farm news, weather, markets, and ag information during this time of year?



Listenership is highest during the early morning.

Time of day listening to ag radio

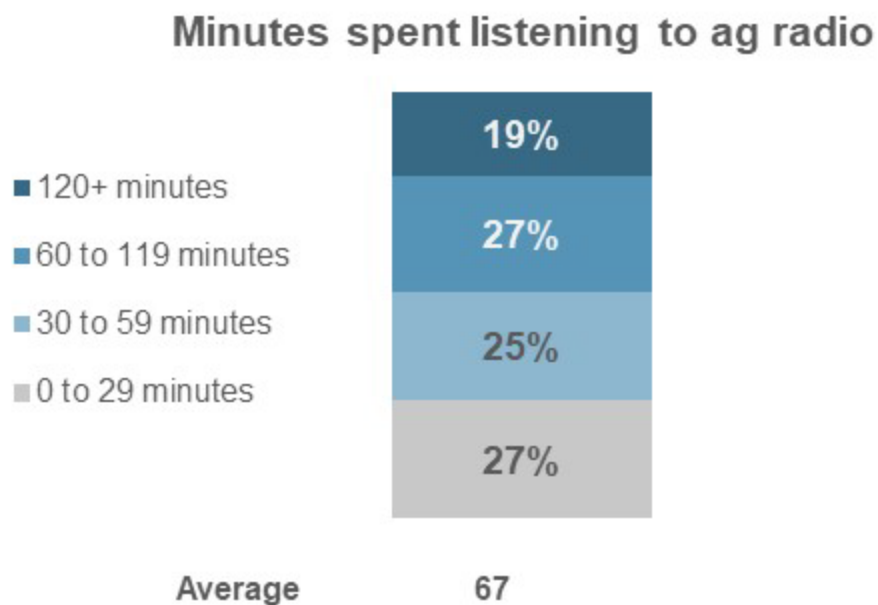
Early morning listenership increases with age across multiple waves.



Source: Total farmers who listen to ag radio (n=794)
 When during the day do you listen to the radio for farm news, weather, markets, and ag information?



**Minutes spent listening to ag radio varies from listener to listener.
The average amount of time listening is more than an hour.**

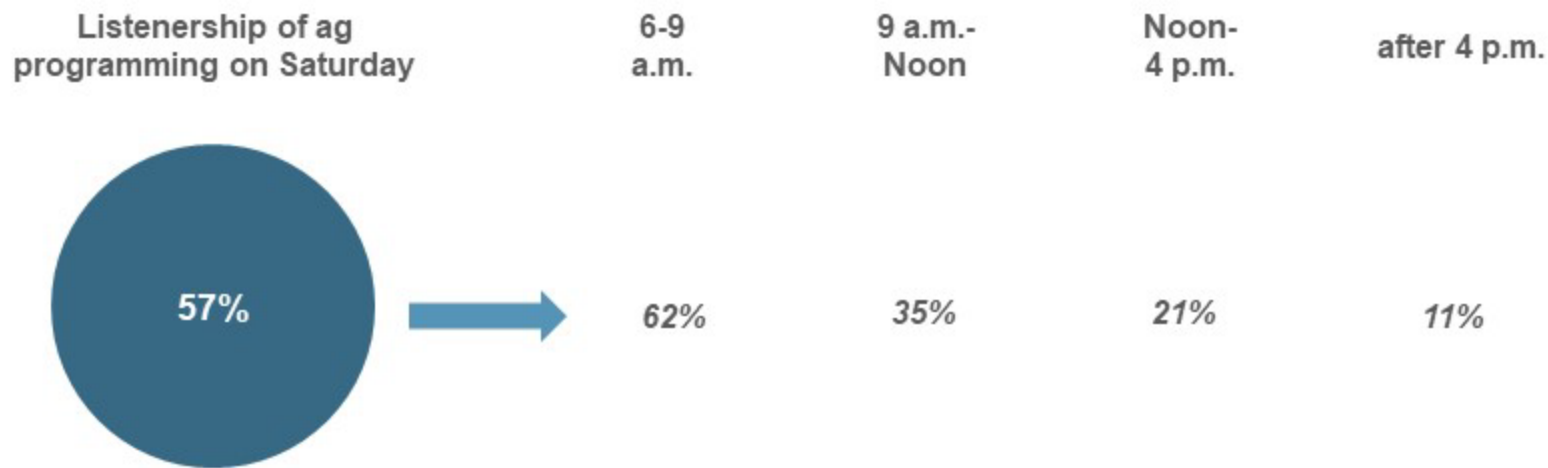


Source: Total farmers who listen to ag radio (n=794)

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



Of all farmers who listen to ag programming on Saturday, a large portion listen before Noon.



Source: Total farmers who listen to ag radio (n=794)

During this time of year do you listen to fam news, weather, markets, and ag information programming on Saturday?

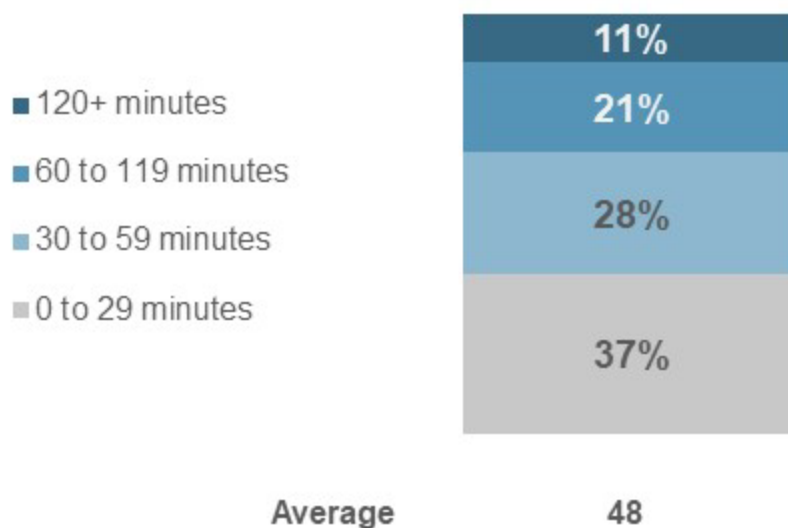
Source: Total farmers who listen to ag radio on Saturdays (n=453)

On a typical Saturday during this time of year, at what time of day do you typically listen to fam news, weather, markets, and ag information programming on the radio?



Approximately two-thirds of listeners tune in on Saturdays for at least 30 minutes, and one-third tune in for at least one hour.

Minutes spent listening to ag radio on Saturday



Source: Total farmers who listen to ag radio on Saturdays (n=453)

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



Listeners report receiving a wide variety of topical information from ag radio; however, they are primarily listening to/for ag markets and commodity prices, weather, and local/regional ag news.



	Wave 1	Wave 2	Wave 3	Wave 4
Ag markets/commodity prices	93%	92%	95%	89%
Ag weather	72%	77%	78%	70%
Local/regional ag news	50%	53%	67%	61%
World ag/trade news	47%	32%	62%	49%
Farm commentary	43%	48%	54%	51%
Insights from Washington, D.C./policy updates	40%	31%	45%	37%
New products: seed, equipment, technology	36%	32%	40%	42%
Agriculture innovation	30%	26%	37%	33%
Other	3%	6%	11%	19%
None of the above	1%	1%	1%	1%

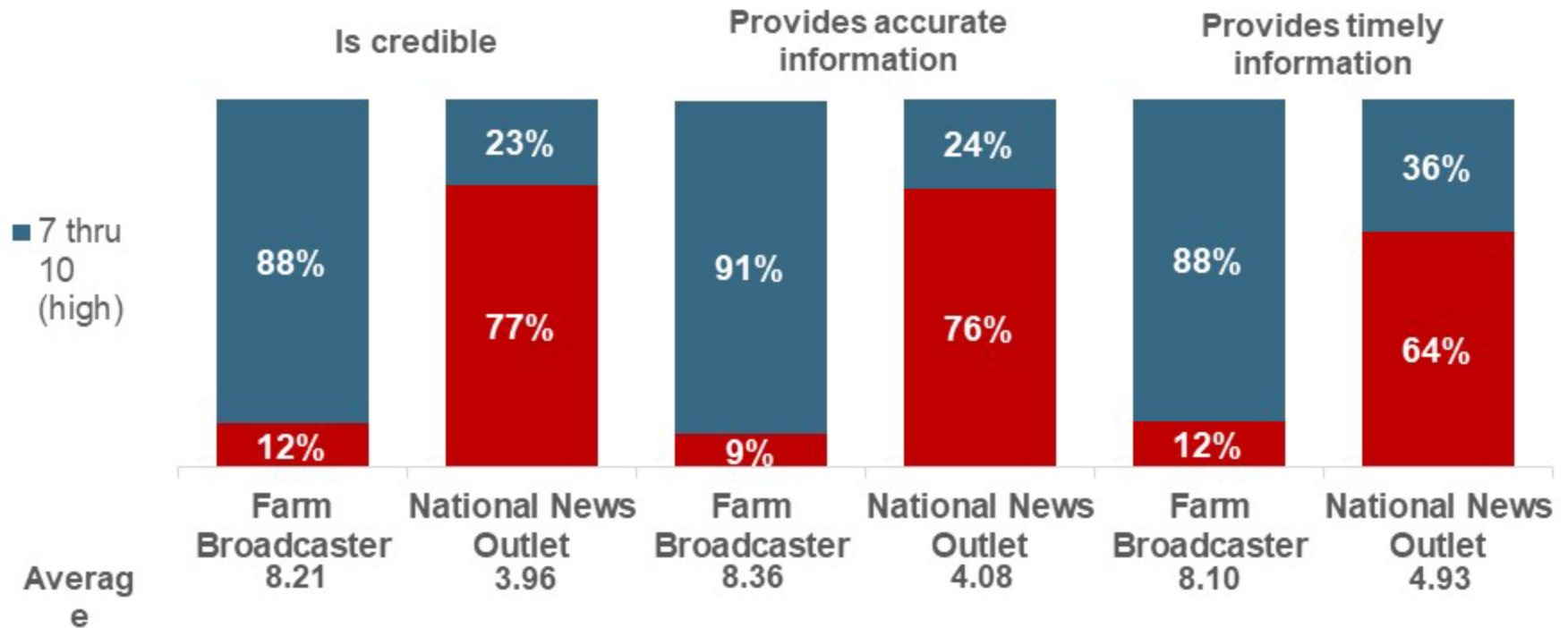
Source: Total farmers who listen to ag radio (n=794)
 What types of information do you get when you listen to your local farm broadcaster?



Farm Broadcaster Perceptions



Farm broadcaster ratings are consistently higher than national broadcaster ratings.



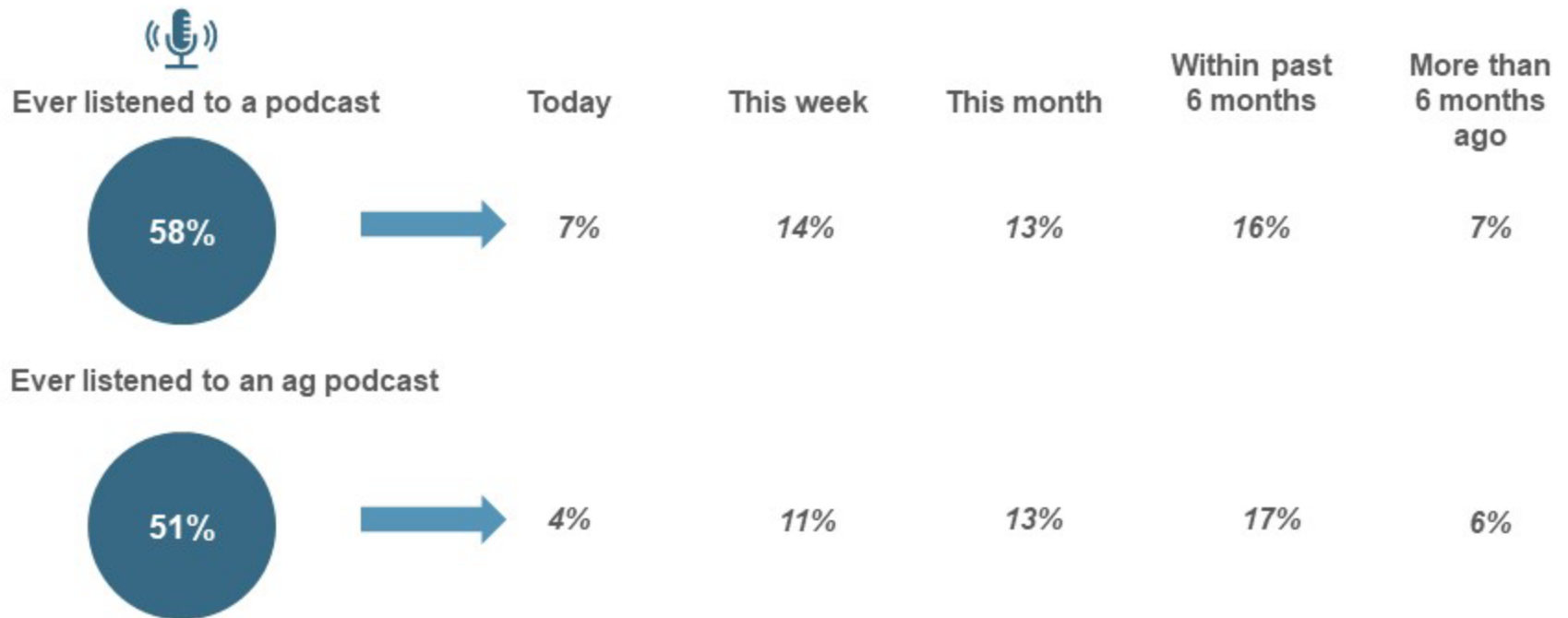
Source: Total farmers who listen to ag radio (n=794)
 Thinking of the farm broadcaster who delivers farm news, weather, markets, and ag information, please rate them on a scale of 1 to 10, where 10 is excellent and 1 is very poor, on the following factors:
 Thinking of national news media outlets, such as NBC, CBS, ABC, New York Times, etc., please rate them on a scale of 1 to 10, where 10 is excellent and 1 is very poor, on the following factors:



Podcasts



More than half of farmers surveyed have ever listened to a podcast. In the last month of when the survey was taken, more than a third of listeners have listened to a podcast and more than a quarter have listened to an ag podcast.



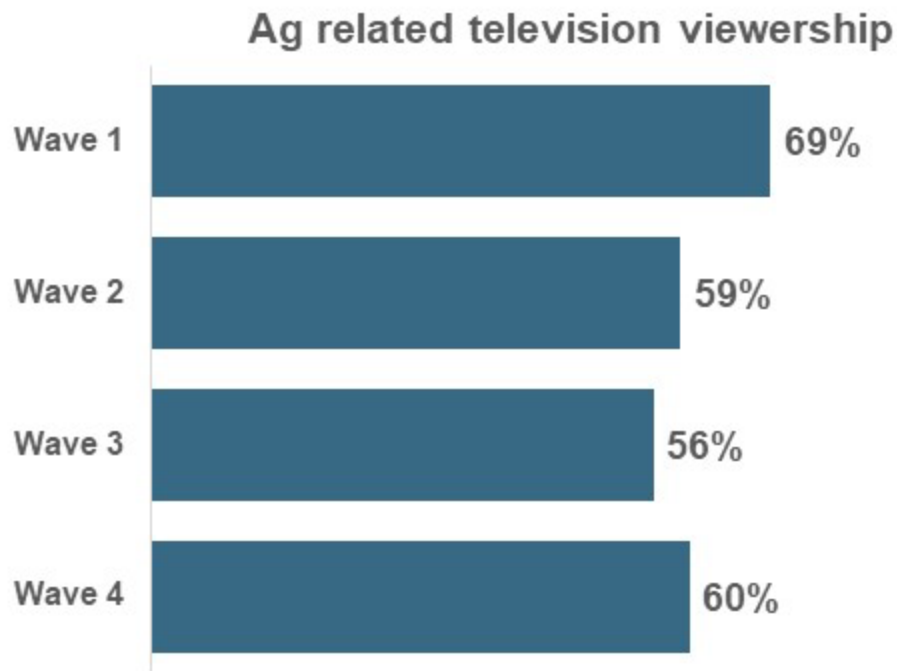
Source: Total farmers who listen to ag radio (n=794)
 Have you ever listened to a podcast on any topic?
 When was the last time you listened to a podcast on any topic?
 Have you ever listened to a podcast about an agricultural topic?
 When was the last time you listened to a podcast on an agricultural topic?



Other Sources



A large portion of farmers who listen to ag radio tune into ag related television throughout the year.

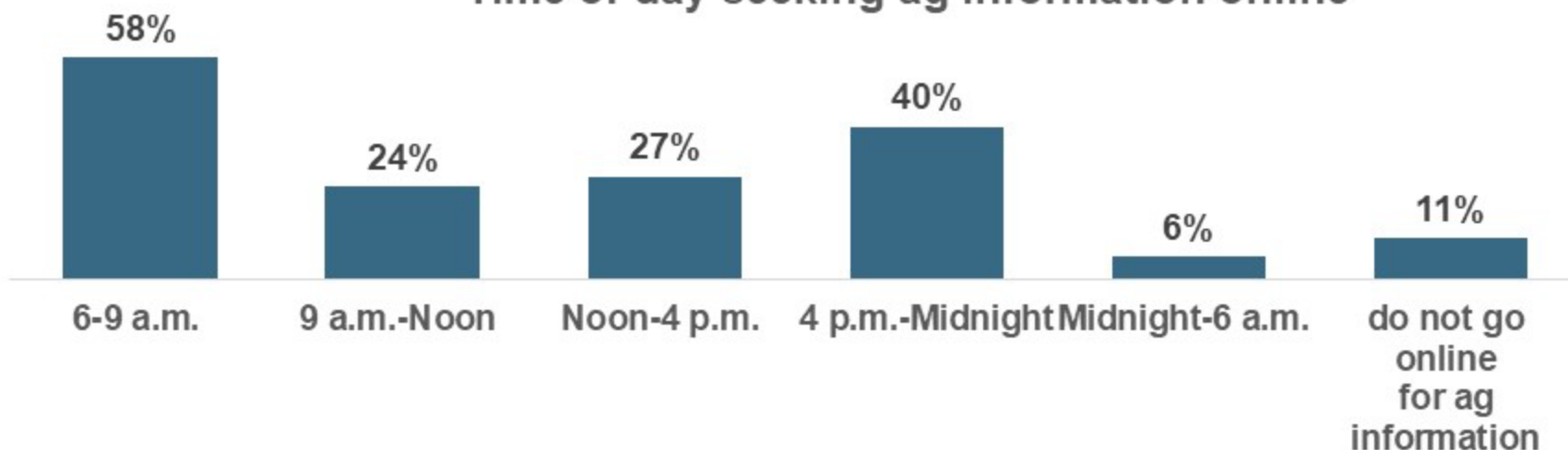


*Source: Total farmers who listen to ag radio (n=794)
Do you watch television for any ag-related programming and information during this time of year?*



Farmers are online looking for farm news, weather, markets, and ag information throughout the day, most notably in the mornings and evenings.

Time of day seeking ag information online

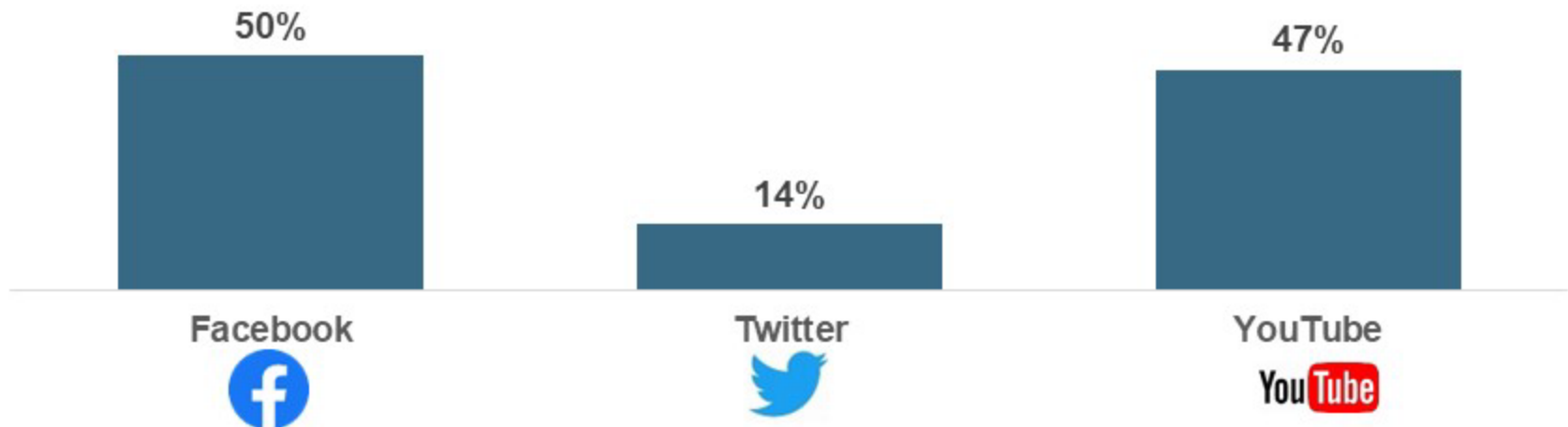


Source: Total farmers who listen to ag radio (n=794)
During a typical day, at what times are you online looking for farm news, weather, markets, and ag information?



Facebook and YouTube are used by about half of farmers on a typical day.

Spend one or more minutes in typical day



Source: Total farmers who listen to ag radio (n=794)
On a typical day during this time of year, how many minutes do you spend on each of the following?



NAFB Planner



- www.NAFBPlanner.com
- Free tool to help plan your next broadcast buy
- 36,000+ data points
 - USDA census figures
 - NASS data
- NAFB member statistics
 - Find a hole? Please contact Erin.
- County coverage
- Best way to learn: create a log-in, go in, and play!
- Questions? Call Erin . . .

Connect Further with NAFB

National Association of Farm Broadcasting
Platte City, Missouri
www.nafb.com



For additional information on NAFB membership, our research, or the NAFB Planner, please contact:

Erin Nash
NAFB Marketing & Communications Manager
erin@nafb.com
phone 816/431-4032, x107

