



AgWeb Audience Research Study 2009

Conducted for AgWeb by Farm Journal
Media Research Services



- INTERNET USAGE
- AGWEB USAGE
- MEDIA USAGE
- AUDIENCE PROFILE
- AUDIENCE PURCHASING/OWNERSHIP

September 2009

Research Methodology

This survey was conducted over a 3 week time period.

Total of 1,264 respondents

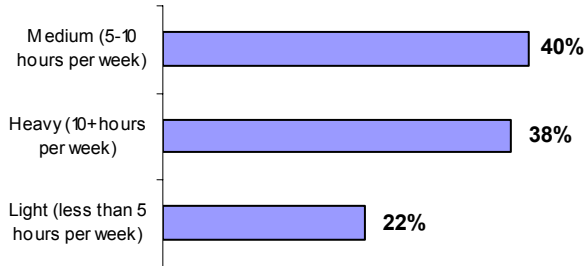
Incentive— 3 \$200 gift cards given away to random responders. The gift cards were from Tractor Supply, Cabela's and Omaha Steak.

Summary of research findings

- 78% use the internet more than 5 hours a week
- 74% are using internet at least once a day
- 88% of respondents have connecting to the Internet at faster than dial-up speed.
- 58% of users find email newsletters important to their operations.
- 69% of respondents are on AgWeb.com at least 1 time per day.
- 78% of respondents find value in the information provided on AgWeb.com
- Outside of AgWeb, there is no clear choice of another ag related website where farmers access information for their job.
- On average, respondents who visit AgWeb utilize four other Farm Journal Media Properties.
- Social networking is still a somewhat passive experience for most farmers
- Banner "fatigue" is not as prevalent on AgWeb.com as it might be in other industries or on other websites.
- Access to mobile news, weather, and markets is important to AgWeb.com users.
- 89% of respondents to the AgWeb survey are the owner/operator or manager.
- 68% own corn acres
- There is not a definite primary brand of corn seed being used by the AgWeb audience.
- 56% of respondents who visit AgWeb own soybean acres.
- 38% of respondents who visit AgWeb own wheat acres.
- 56% of respondents who visit AgWeb are growing other crops
- 42% of AgWeb audience is under the age of 54.
- AgWeb visitors are a key target for equipment companies.

1. What is your weekly Internet and email usage?

	Number	Percent
Heavy (10+ hours per week)	481	38%
Medium (5-10 hours per week)	505	40%
Light (less than 5 hours per week)	278	22%
Total Responses 1,264		

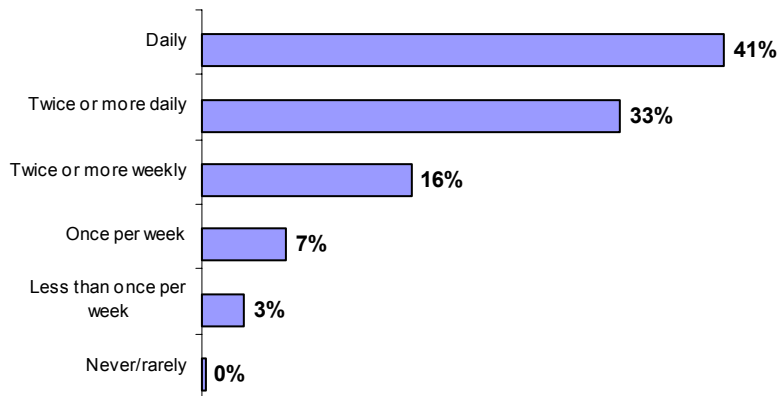


Summary

78% use the internet more than 5 hours a week

2. How often do you use the internet as a source for ag-specific information?

	Number	Percent
Twice or more daily	412	33%
Daily	516	41%
Twice or more weekly	207	16%
Once per week	83	7%
Less than once per week	42	3%
Never/rarely	4	0%
Total Responses 1,264		

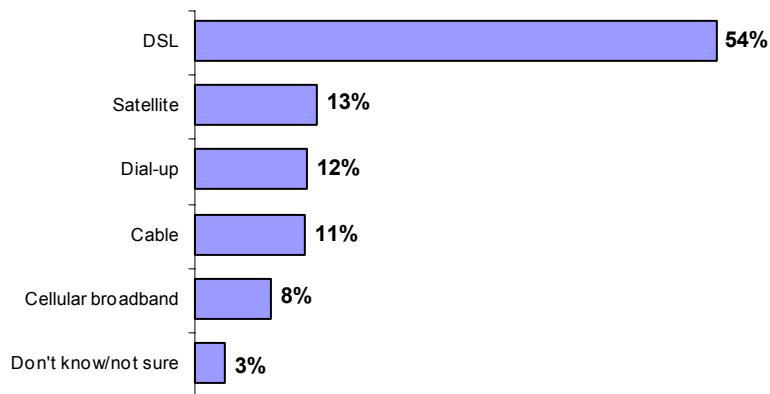


Summary:

74% are using internet at least once a day

3. What Speed is your internet access?

	Number	Percent
Cable	144	11%
Cellular broadband	98	8%
Dial-up	146	12%
Don't know/not sure	40	3%
DSL	677	54%
Satellite	159	13%
Total Responses 1,264		

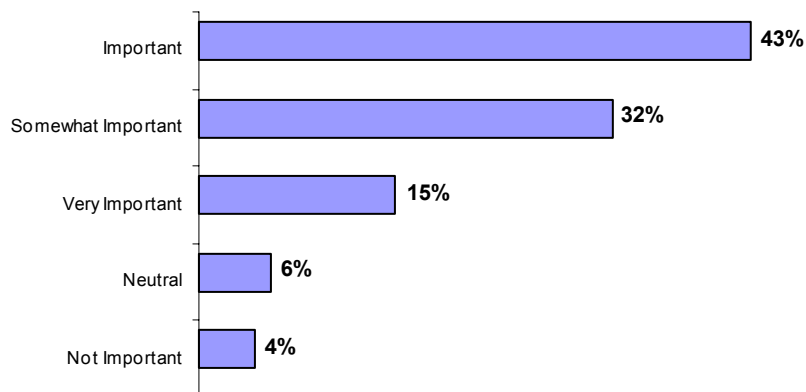


Summary

88% of respondents have connecting to the Internet at faster than dial-up speed.

4. How important are email newsletters to your operation?

	Number	Percent
Very Important	193	15%
Important	542	43%
Somewhat Important	405	32%
Neutral	70	6%
Not Important	54	4%
Total Responses 1,264		

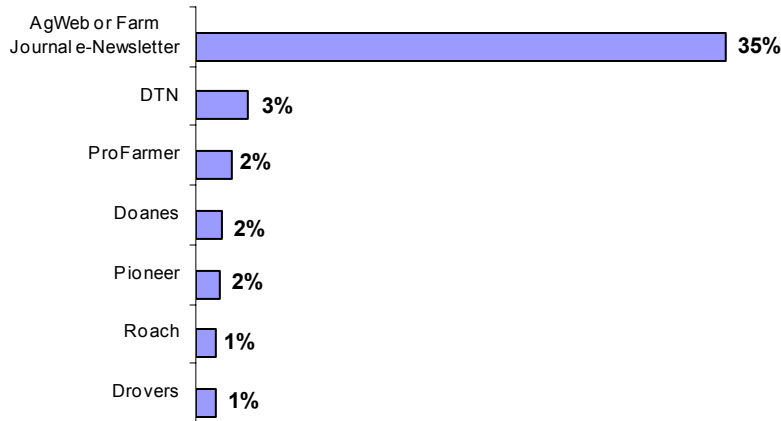


Summary

58% of users find email newsletters important to their operations.

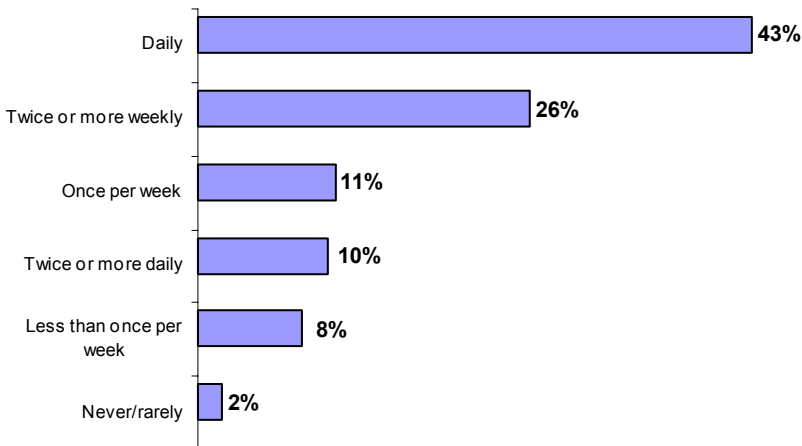
5. What are the names of the ag-specific email newsletters you receive?

	Number	Percent
AgWeb or Farm Journal e-Newsletter	432	35%
Doanes	21	2%
Drovers	16	1%
DTN	43	3%
Pioneer	20	2%
ProFarmer	29	2%
Roach	16	1%
No Response	674	54%
Total Responses 1,251		



6. How often do you visit AgWeb.com

	Number	Percent
Twice or more daily	546	43%
Daily	327	26%
Twice or more weekly	136	11%
Once per week	128	10%
Less than once per week	103	8%
Never/rarely	24	2%
Total Responses 1,264		

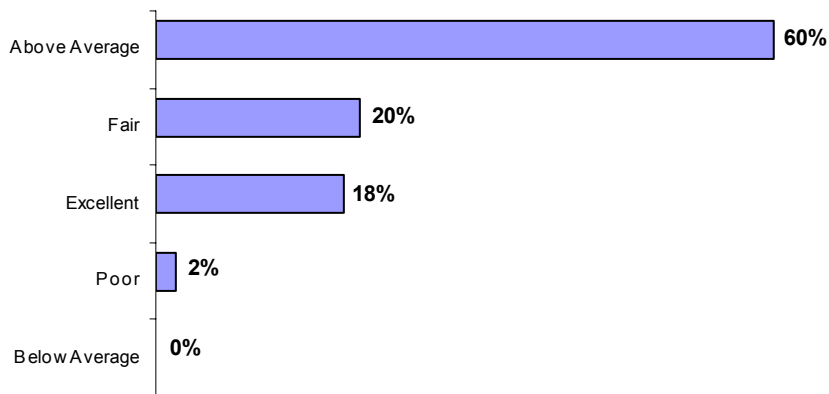


Summary

69% of respondents are on AgWeb.com at least 1 time per day.

7. Overall, how would you rate the news, weather, and markets information AgWeb.com provides?

	Number	Percent
Excellent	231	18%
Above Average	757	60%
Fair	249	20%
Poor	25	2%
Below Average	2	0%
Total Responses 1,264		

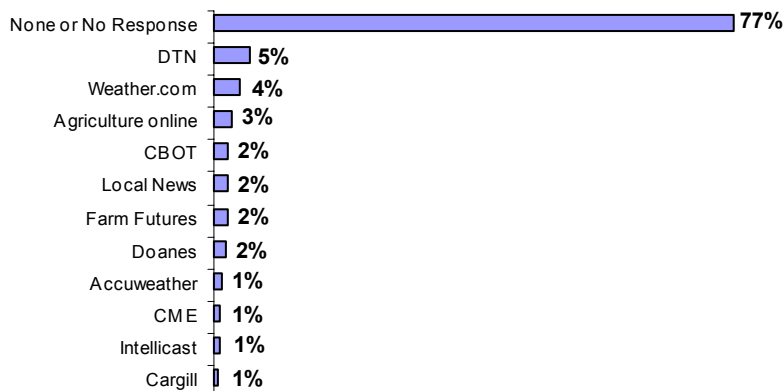


Summary

78% of respondents find value in the information provided on AgWeb.com

8. Besides AgWeb.com, what Internet sites do you visit for ag news, weather, and markets information?

	Number	Percent
Accuweather	10	1%
Agriculture online	23	3%
DTN	47	5%
Weather.com	34	4%
Farm Futures	18	2%
Cargill	6	1%
CBOT	20	2%
CME	9	1%
Doanes	15	2%
Intellicast	9	1%
Local News	20	2%
None or No Response	697	77%
Total Response 908		

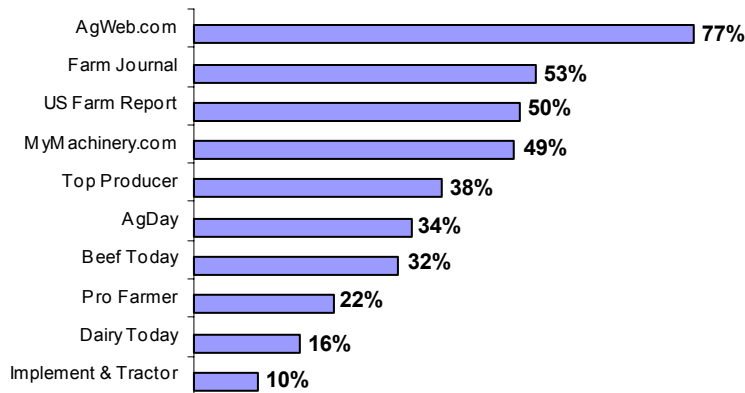


Summary

Outside of AgWeb, there is no clear choice of another ag related website where farmers access information for their job.

9. Which of these brands related to AgWeb.com do you utilize?

	Number	Percent
AgWeb.com	973	77%
Beef Today	399	32%
Dairy Today	207	16%
Farm Journal	667	53%
Top Producer	484	38%
MyMachinery.com	625	49%
Implement & Tractor	126	10%
Pro Farmer	272	22%
US Farm Report	636	50%
AgDay	424	34%
Total Responses 1,264—Multiple choices allowed		

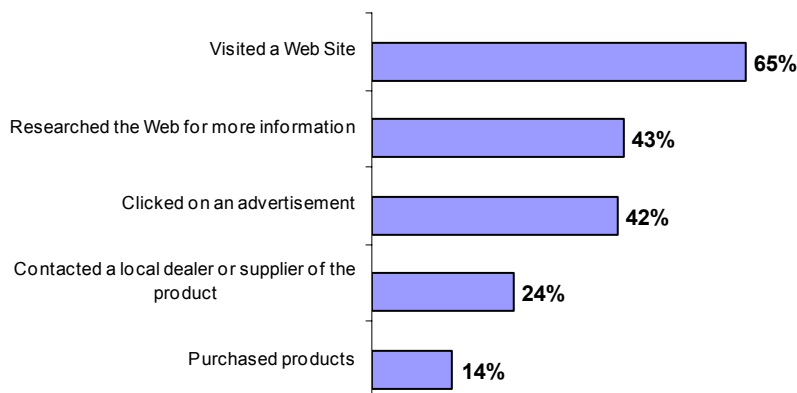


Summary

On average, respondents who visit AgWeb utilize four other Farm Journal Media Properties.

10. What actions have you taken after viewing an advertisement on AgWeb.com?

	Number	Percent
Clicked on an advertisement	536	42%
Contacted a local dealer or supplier of the product	309	24%
Purchased products	176	14%
Researched the Web for more information	549	43%
Visited a Web Site	818	65%
Total Responses 1,264—Multiple responses allowed bringing the total overall actions taken to 2388. On average, respondents take multiple actions when seeing an ad on AgWeb.com		

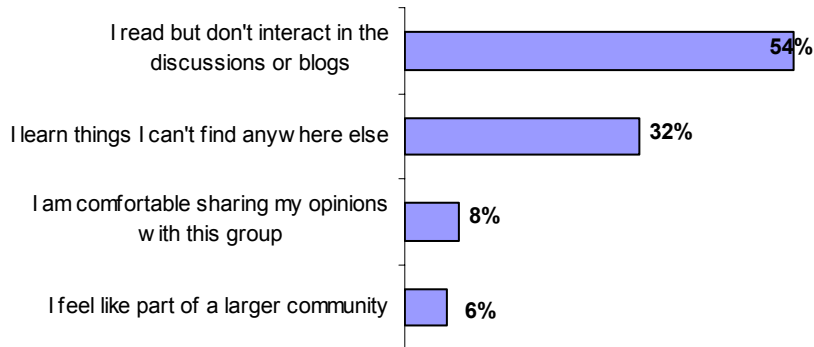


Summary

Banner “fatigue” is not as prevalent on AgWeb.com as it might be in other industries or on other websites.

11. What is the main reason you read or participate in an AgWeb.com blog or discussion group?

	Number	Percent
I am comfortable sharing my opinions with this group	21	2%
I feel like part of a larger community	16	1%
I learn things I can't find anywhere else	91	7%
I read but don't interact in the discussions or blogs	151	12%
No Response	985	78%
Total Responses 1,264		

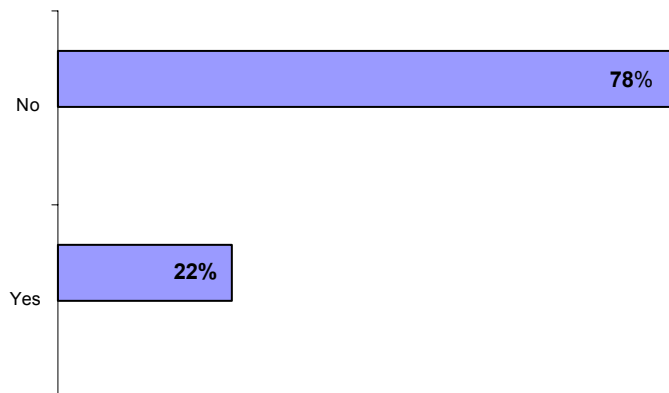


Summary

Social networking is still a somewhat passive experience for most farmers

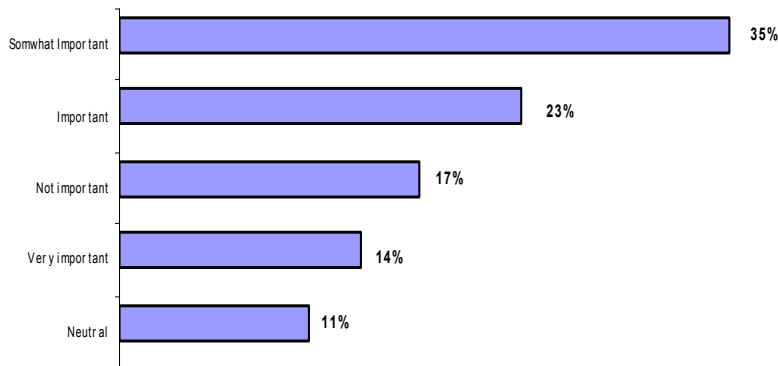
12. Do you read or participate in any AgWeb.com blog(s) or discussion group(s)?

	Number	Percent
No	985	78%
Yes	279	22%
Total Responses 1,264		



13. How important is access to mobile news, weather or markets to your operation (either through a mobile website, mobile application or through texting)?

	Number	Percent
Very Important	175	14%
Important	291	23%
Somewhat Important	443	35%
Neutral	137	11%
Not Important	218	17%
Total Responses 1,264		

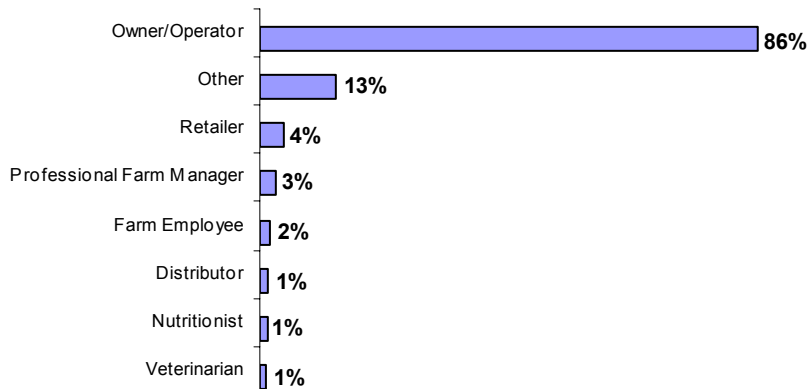


Summary

Access to mobile news, weather, and markets is important to most AgWeb.com users.

14. How are you involved in farming?

	Number	Percent
Distributor	18	1%
Farm Employee	21	2%
Nutritionist	16	1%
Owner/Operator	1086	86%
Professional Farm Manager	33	3%
Retailer	51	4%
Veterinarian	13	1%
Other	167	13%
Total Responses 1,264		

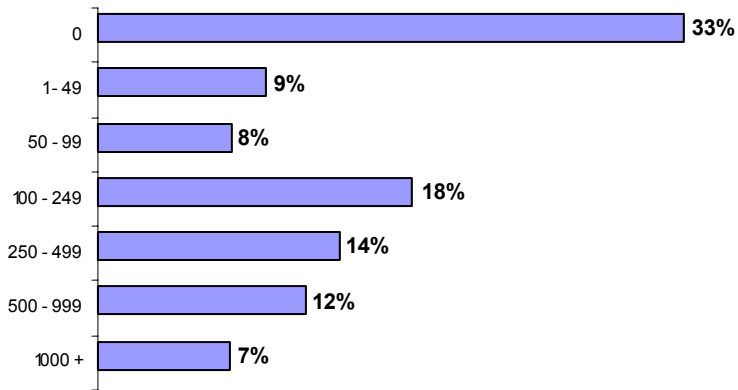


Summary

89% of respondents to the AgWeb survey are the owner/operator or manager.

15. How many acres of corn do you own or manage?

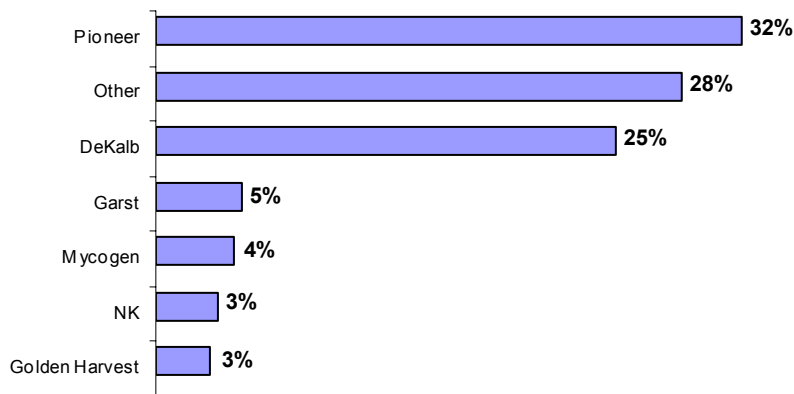
	Number	Percent
0	415	33%
1 - 49	119	9%
50 - 99	95	8%
100 - 249	223	18%
250 - 499	172	14%
500 - 999	147	12%
1000 +	93	7%
Total Responses 1,264		



Summary
68% own corn acres

16. What is your primary brand of Corn seed?

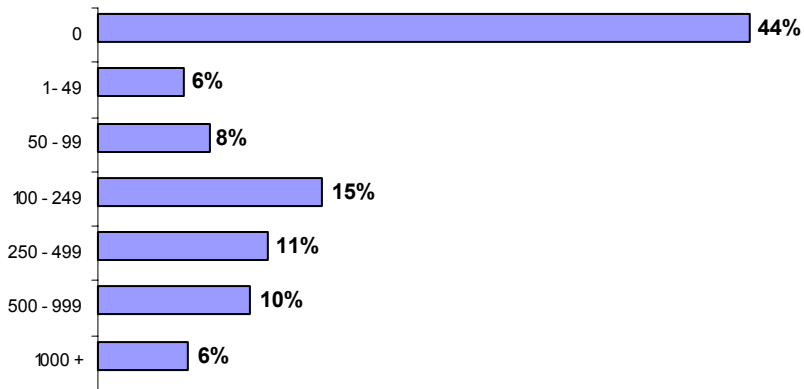
	Number	Percent
DeKalb	211	25%
Golden Harvest	25	3%
NK	28	3%
Garst	39	5%
Mycogen	36	4%
Pioneer	269	32%
Other	241	28%
Total Responses 849		



Summary
There is not a definite primary brand of corn seed being used by the AgWeb audience.

17. How many acres of Soybeans do you own or manage?

	Number	Percent
0	554	44%
1 - 49	73	6%
50 - 99	95	8%
100 - 249	191	15%
250 - 499	144	11%
500 - 999	130	10%
1000 +	77	6%
Total Responses 1,264		

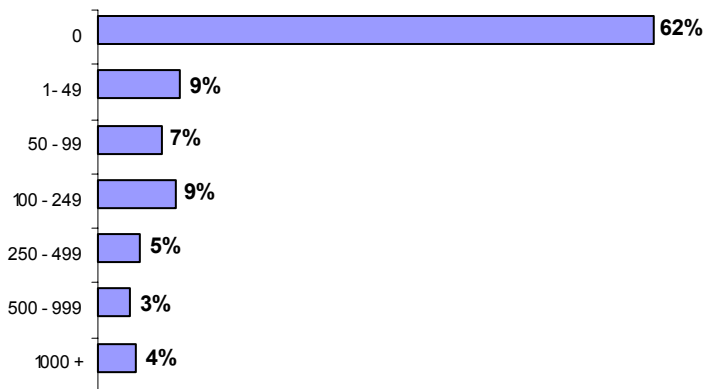


Summary

56% of respondents who visit AgWeb own or manage soybean acres.

18. How many acres of wheat do you own or manage?

	Number	Percent
0	787	62%
1 - 49	117	9%
50 - 99	92	7%
100 - 249	110	9%
250 - 499	60	5%
500 - 999	44	3%
1000 +	54	4%
Total Responses 1,264		



Summary

38% of respondents who visit AgWeb own or manage wheat acres.

19. How many acres of cotton do you own or manage?

	Number	Percent
0	1224	97%
1 - 49	2	0%
50 - 99	4	0%
100 - 249	5	0%
250 - 499	8	1%
500 - 999	8	1%
1000 +	13	1%
Total Responses 1,264		

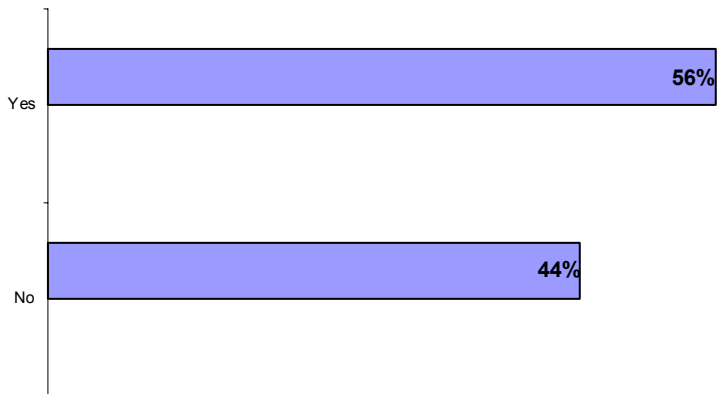


Summary

AgWeb's cotton audience skews large

20. Do you grow any other crops?

	Number	Percent
Yes	704	56%
No	560	44%
Total Responses 1,264		



Summary

56% of respondents who visit AgWeb are growing other crops besides corn, soybeans, wheat, or cotton.

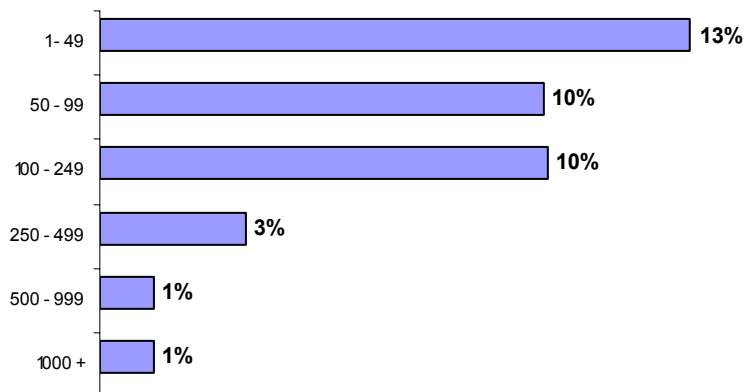
21. What additional crops do you grow?

	Number	Percent
Alfalfa Hay	379	81%
Oats	27	6%
Barley	10	2%
Sunflowers	23	5%
Vegetables	30	6%
Total Responses 469		



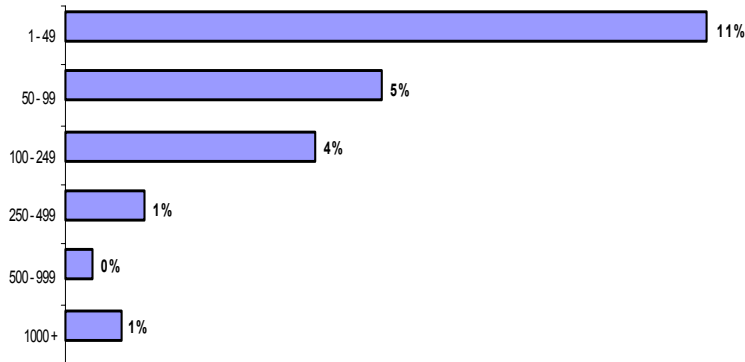
22. How many head of beef cattle do you own or manage annually?

	Number	Percent
0	776	61%
1 - 49	166	13%
50 - 99	125	10%
100 - 249	126	10%
250 - 499	41	3%
500 - 999	15	1%
1000 +	15	1%
Total Responses 1,264		



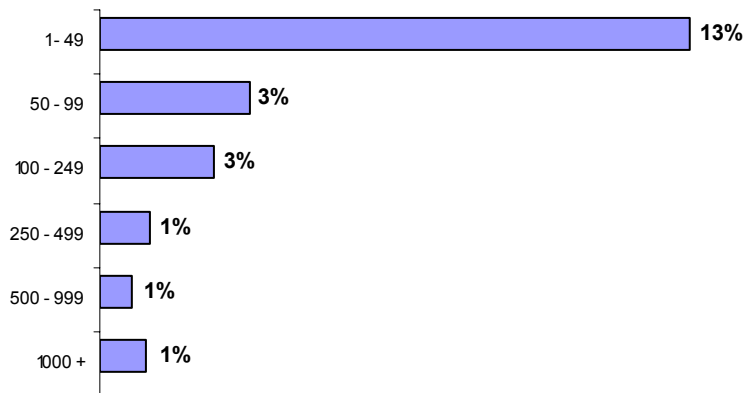
23. How many head of stockers do you own or manage annually?

	Number	Percent
0	969	77%
1 - 49	138	11%
50 - 99	68	5%
100 - 249	54	4%
250 - 499	17	1%
500 - 999	6	0%
1000 +	12	1%
Total Responses 1,264		



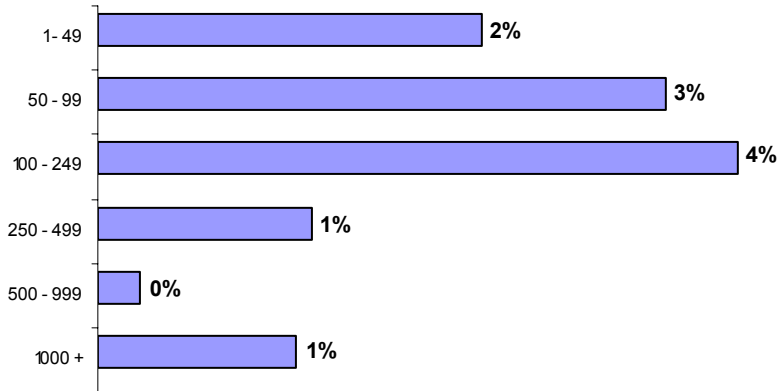
24. How many head of fed cattle do you own or manage annually?

	Number	Percent
0	988	78%
1 - 49	166	13%
50 - 99	42	3%
100 - 249	32	3%
250 - 499	14	1%
500 - 999	9	1%
1000 +	13	1%
Total Responses 1,264		



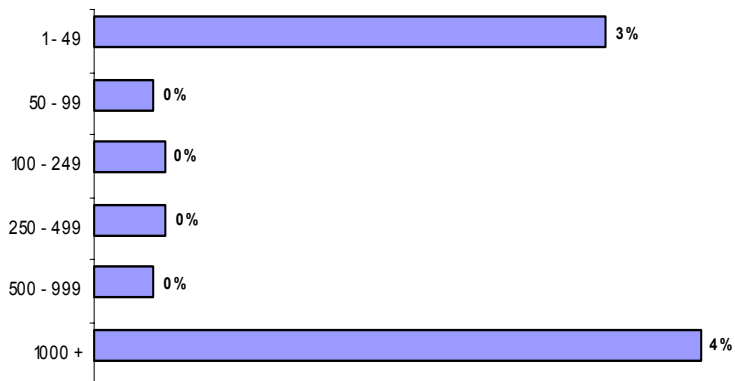
25. How many head of dairy cattle do you own or manage annually?

	Number	Percent
0	1120	89%
1 - 49	27	2%
50 - 99	40	3%
100 - 249	45	4%
250 - 499	15	1%
500 - 999	3	0%
1000 +	14	1%
Total Responses 1,264		



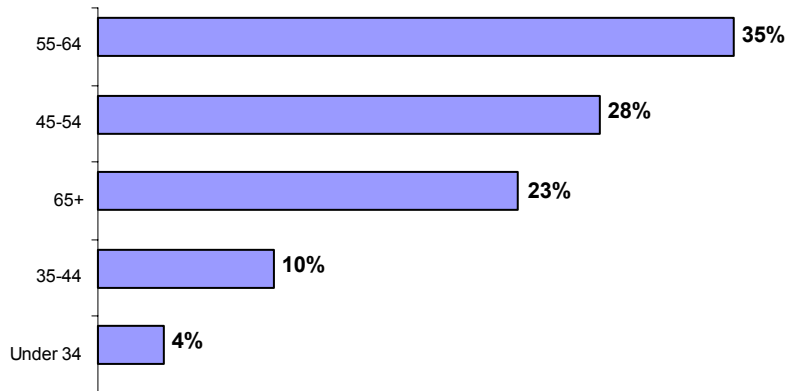
26. How many head of hogs do you own or manage annually?

	Number	Percent
0	1148	91%
1 - 49	43	3%
50 - 99	5	0%
100 - 249	6	0%
250 - 499	6	0%
500 - 999	5	0%
1000 +	51	4%
Total Responses 1,264		



27. What is your age?

	Number	Percent
Under 34	47	4%
35-44	123	10%
45-54	353	28%
55-64	446	35%
65+	295	23%
Total Responses 1,264		

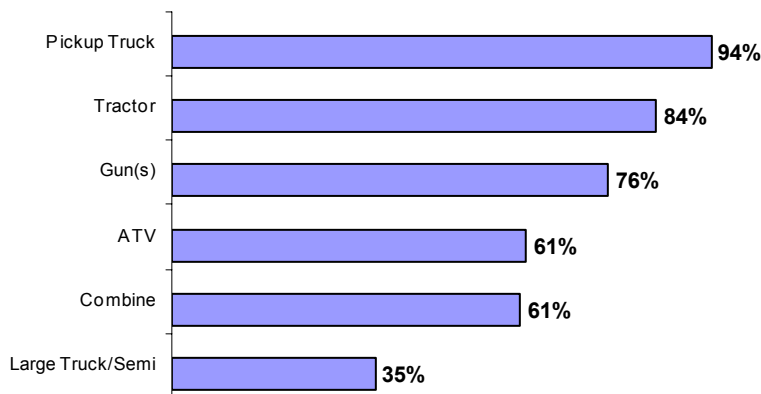


Summary

42% of AgWeb audience is under the age of 54.

28. Which of the following do you currently own? (Not including items that you currently rent or lease.)

	Number	Percent
Pickup Truck	1185	94%
Large Truck/Semi	447	35%
Tractor	1064	84%
Combine	765	61%
ATV	776	61%
Gun(s)	955	76%
Total Responses 1,264		

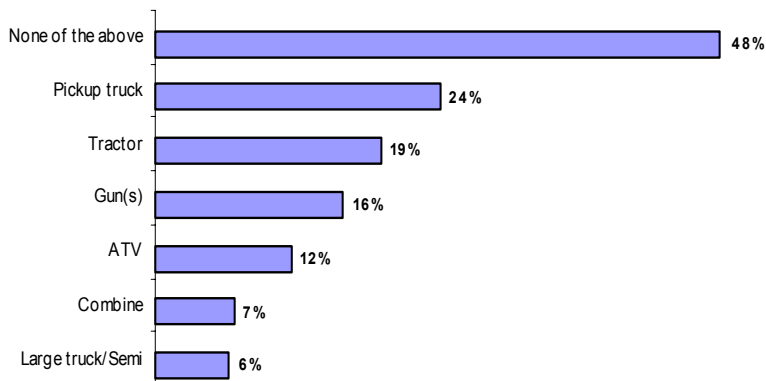


Summary

AgWeb visitors are a key target for automotive and equipment companies.

29. Of the items listed below, which do you plan on purchasing in the next 12 months?

	Number	Percent
Pickup truck	306	24%
Large truck/Semi	79	6%
Tractor	242	19%
Combine	86	7%
ATV	146	12%
Gun(s)	202	16%
None of the above	607	48%
Total Responses 1,264—Multiple responses allowed		

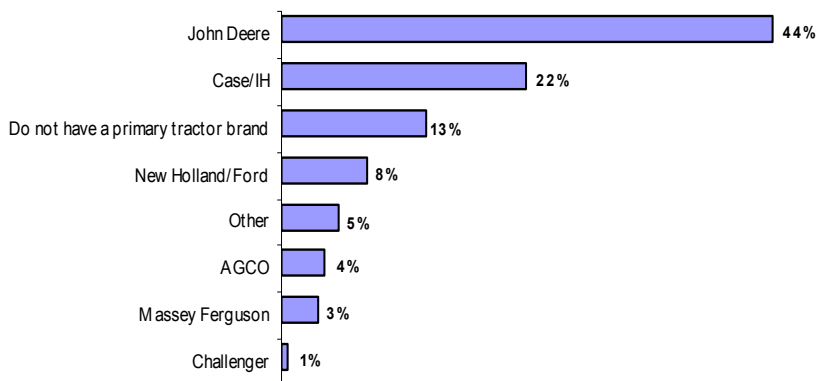


Summary

52% of respondents who visit AgWeb.com plan to purchase in the next 12 months

30. What is your primary tractor brand?

	Number	Percent
AGCO	49	4%
Case/IH	279	22%
Challenger	8	1%
John Deere	561	44%
Massey Ferguson	41	3%
New Holland/Ford	97	8%
Do not have a primary tractor brand	164	13%
Other	65	5%
Total Responses 1,264		



Summary

The majority of the audience's primary tractor brand is John Deere

Audience Comments

- “Very informative, excellent articles on current ag issues as they happen”.
- “Wow... Great market info and great blogs”.
- “Keeps me updated with the latest things in agriculture, from policy to production.”
- “Your daily email memo usually tells me all I need to know. If more is needed then I'll scan the article but the memo keeps me up to date on current ag events”.
- “Up-to-date, informative, good subject matter, easily accessible”.
- “Timely information, whether it be markets, news stories, product or equipment features”.
- “Lots of information from new ideas for the farm to talking about what is happening to other farmers”.
- “Keeps me current on news and information that affects my farm customers. Allows me to better understand their business and meet their needs”.
- “I have been a Farm Journal subscriber for 62 years and when you fellows come with something new I sure follow the leader. Before going to bed I see what AgWeb is saying for the day”.
- “I am not a commodity farmer/grower. My small farm has apples and a variety of other crops to be sold, use by myself and to feed wild life. My interest is in reading about various opinions of the future state of agriculture”.
- “I really enjoy the daily emails. I think they keep me more up to date and contain information that I would not see in the news”.
- “The variety of ag industry news”.
- “I like the farm forum where you can share thoughts and ideas with others”.

Audience Comments

- “I like the farm forum where you can share thoughts and ideas with others”.
- “Articles of farmer’s planting and harvesting progress. Grain, feed, and livestock prices”.
- “I like how the pages are laid out. Not cluttered, important features”.
- “AgWeb is a very good and reliable source of information”.
- “Well balanced, covers many topics”.
- “I like when I get an e-mail like this from you with little bits that you can go directly to your website, because a lot of days I only have time to check e-mails. I do not have the time to surf the internet”.
- “Get all the latest information that we cannot get on TV”.
- “It is acceptable”.
- “Crop comments, pasture comments, market analysis audios & videos”.
- “You hired some good young writers, they are doing a good job”.
- “I like to see the crop reports from around the country. I like reading what farmers have to say about their crops”.
- “As a student of agriculture I enjoy the website. It provides me with information that I cannot receive in the classroom. Thanks Marketing Information”.
- “I simply like being kept informed on what is going on in a quick and simple manner”.
- “It provides me with an overview of what is going on. Then I can research further if I want more information”.