

# AG MEDIA USAGE EVALUATION

## *Subscriber Report*

- June 2007-



**Farm Credit Services  
of America**



the meyocks group INC

Jefferson  Davis  
ASSOCIATES, INC.

# WHAT WE WANTED TO FIND OUT

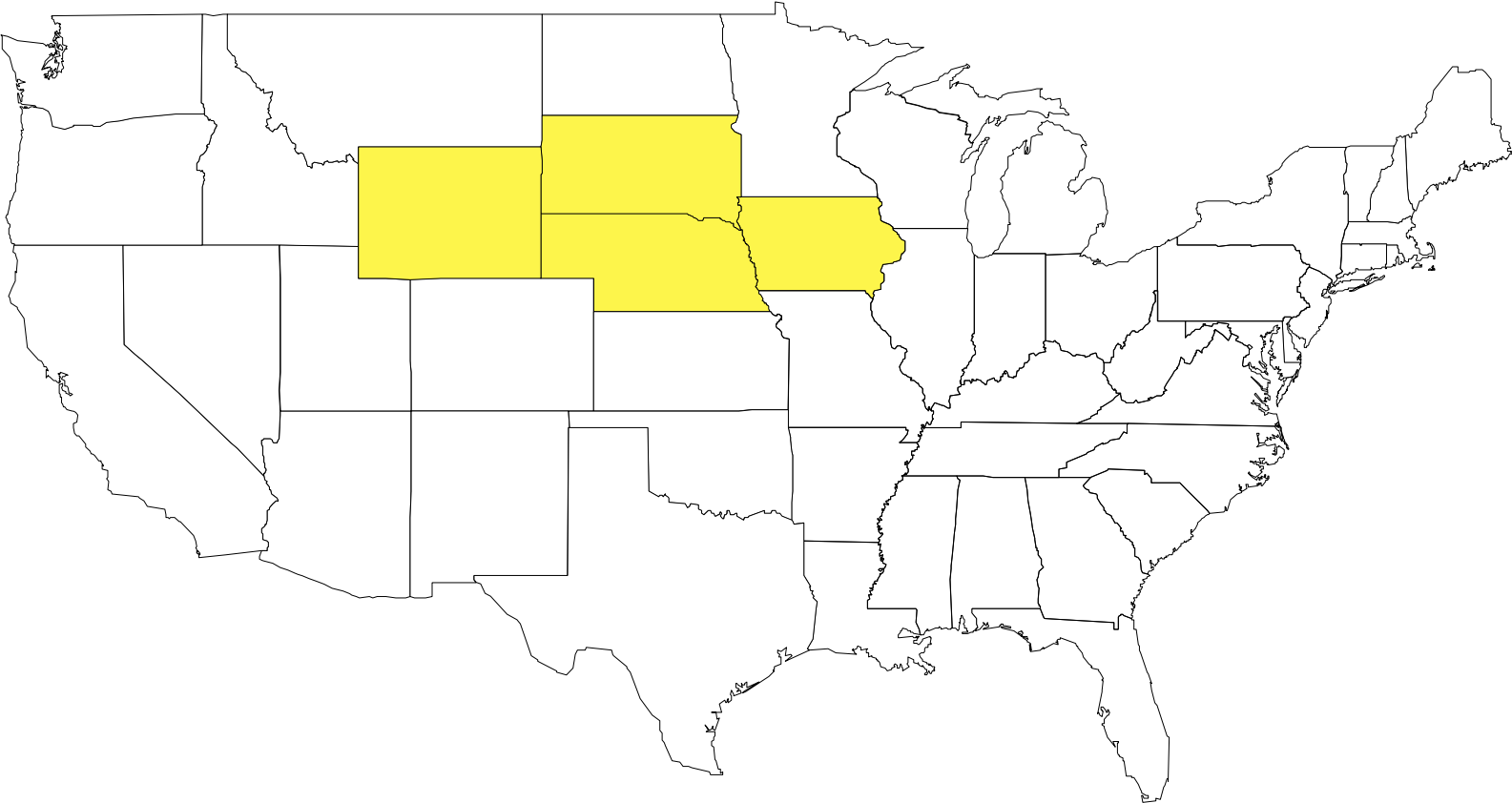
## Primary Goal:

- To provide reliable and objective market research information regarding producer use of and reliance on the major media
- As part of this primary goal, investigate producer use of and reliance on:
  - Radio
  - Television
  - Farm and ranch publications
  - General newspapers
  - Internet
- Evaluate the current use of and reliance on DTN as a source of agricultural information

# PROJECT STRUCTURE

- This project is quantitative in nature
- Study results are based on the responses of 601 crop and livestock producers in four specific states to a telephone interview
  - The four states included are: Iowa, Nebraska, South Dakota, and Wyoming
- Qualifications for participation:
  - Primary manager or decision-maker for the operation
  - Willing to define operation as primarily row crops, livestock, or both
  - Gross farm income in 2006 of at least \$100,000
- Sample distributed across the four states based on number of operations with gross farm income of \$100,000 or more (Census of Agriculture)
- Dates of interviewing: March 27 – April 16, 2007
- Average length: 14 minutes

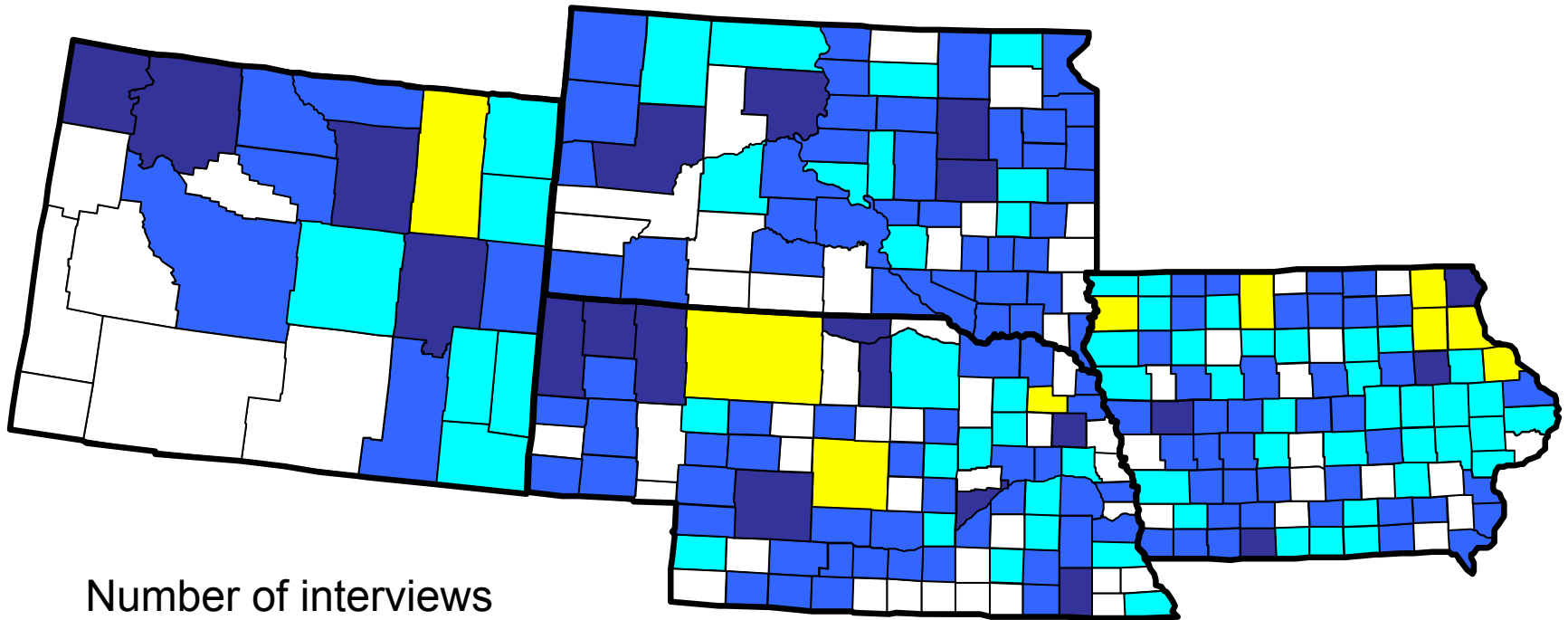
# LOCATION OF RESPONDENTS



***DISTRIBUTION OF INTERVIEWS:***

<b>Iowa</b>	<b>267 interviews</b>	<b>44% of the total</b>
<b>Nebraska</b>	<b>173 interviews</b>	<b>29%</b>
<b>South Dakota</b>	<b>110 interviews</b>	<b>18%</b>
<b>Wyoming</b>	<b>51 interviews</b>	<b>9%</b>

# DISPERSION OF MEDIA USAGE INTERVIEWS



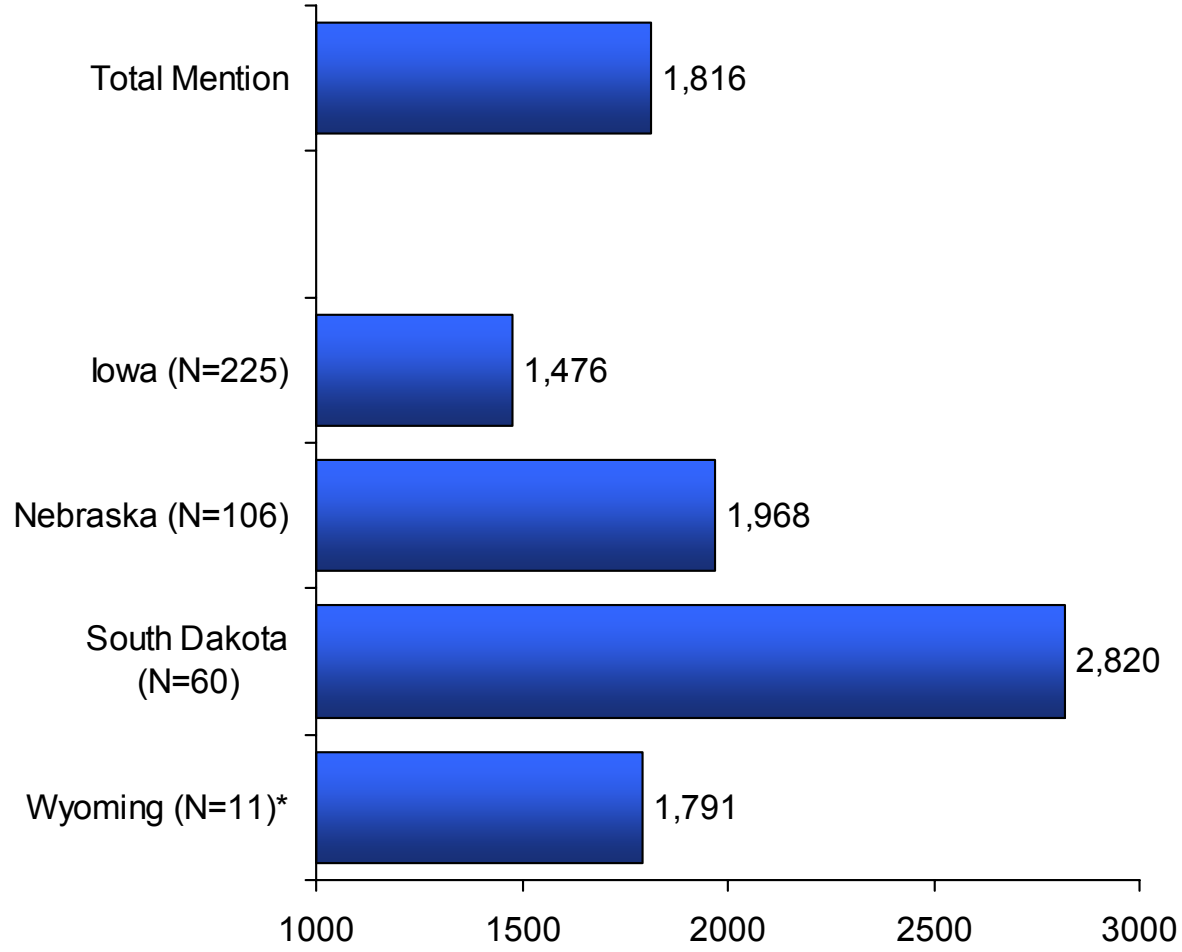
Number of interviews

- 1 - 2
- 3 - 4
- 5 - 6
- 7 +

Base: All respondents (N=601)

# TOTAL ACRES FARMED

- Iowa reports lowest average crop acres
- South Dakota leads by a wide margin



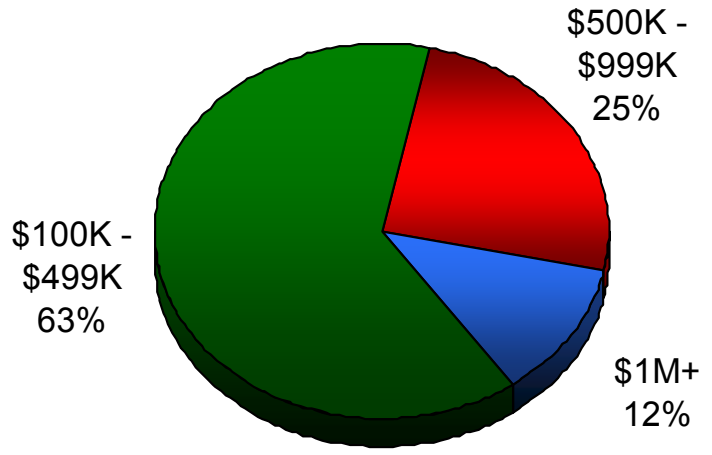
\*Caution: small base

Base: All respondents in indicated groups who identify row crops as a primary part of their operations in 2006

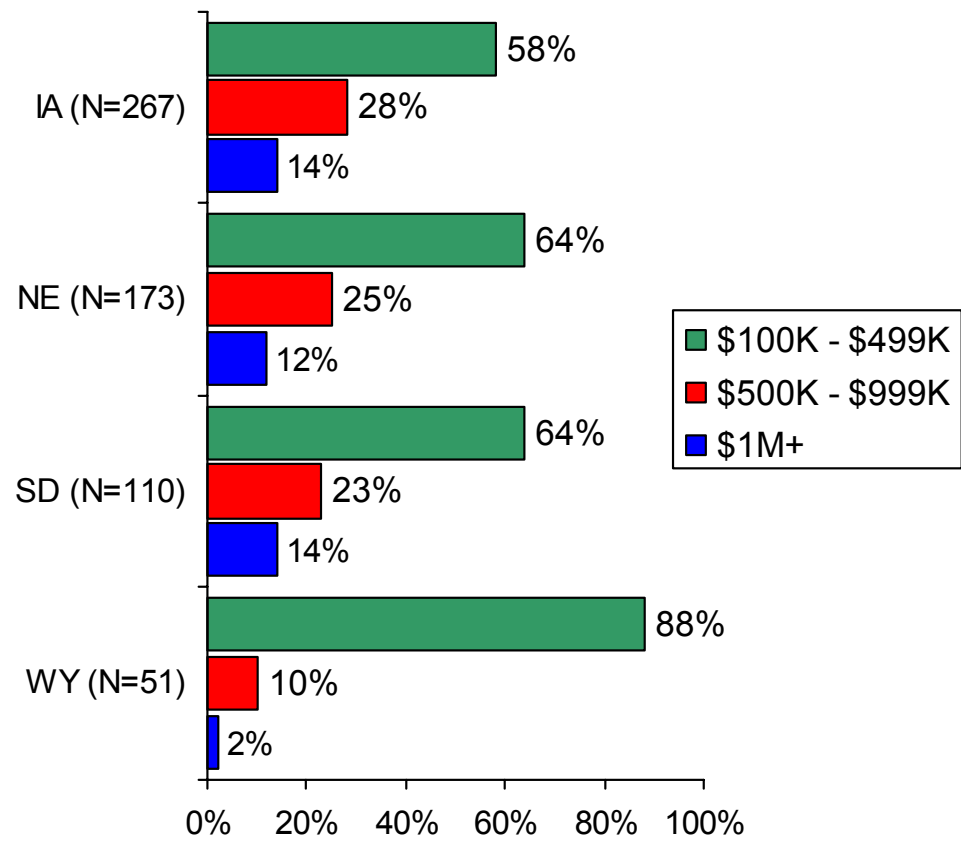
# GROSS FARM INCOME, 2006

- Majority of participants in all states in the \$100K – \$499K gross farm income category – especially Wyoming
- One in eight reports gross farm income of at least \$1 million (74 respondents)

Total Mention (N=601)



By State



Base: All respondents in indicated groups

## DEMOGRAPHICS: DESCRIBING THE \$1M+ PRODUCERS

- Location: Equally likely to be located in IA/NE/SD – not likely to be in WY

### Percent reporting \$1M+

IA	14%
NE	12%
SD	14%
WY	2%**

- Crops: No difference in cropping pattern or primary brand of corn seed – substantial difference in size of operations

### Average acres farmed

\$1M+	3,280
\$500-999K	2,027
\$100-499K	1,283

- Livestock: More likely to include hogs than other groups, size of swine herds substantially larger

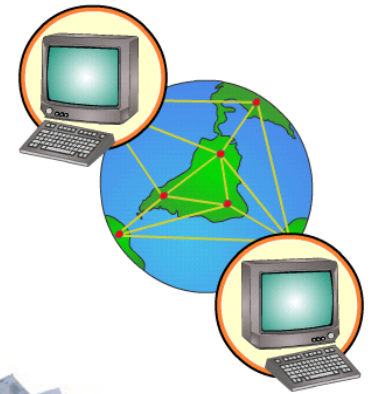
### Percent including hogs

### Average size of swine herd

\$1 M+	25%*	6,725
\$500-999K	12%	2,189
\$100-499K	4%	1,308

\* = Statistically significant difference at the 99% confidence level

\*\* = Statistically significant difference at the 95% confidence level



## *General Media Use and Priority*

# GENERAL SOURCES: DESCRIBING THE \$1M+ PRODUCERS

- General sources used similar to other groups

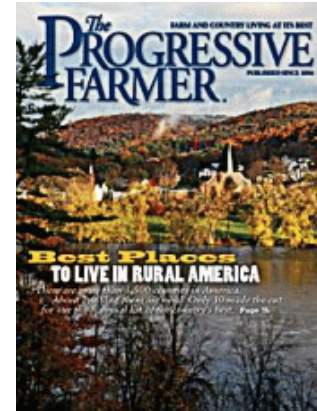
	Sources Used				
	Farm & Ranch Publications	Radio	Internet	General Newspapers	TV
\$1 M +	77%	47%	55%	32%	30%
\$500 - 999 K	74%	42%	52%	36%	29%
\$100 - 499 K	78%	39%	32%	33%	25%

- More likely to use multiple sources than the smallest operations

	Number Of Sources		
	One Source	Two Sources	Three + Sources
\$1 M +	32%	35%	33%
\$500 - 999 K	39%	29%	32%
\$100 - 499 K	46%	28%	26%

- Significant reliance on Internet

	Most Relied On				
	Farm & Ranch Publications	Radio	Internet	General Newspapers	TV
\$1 M +	50%	22%	23%	5%	-
\$500 - 999 K	51%	14%	25%	6%	2%
\$100 - 499 K	60%	16%	10%	11%	3%



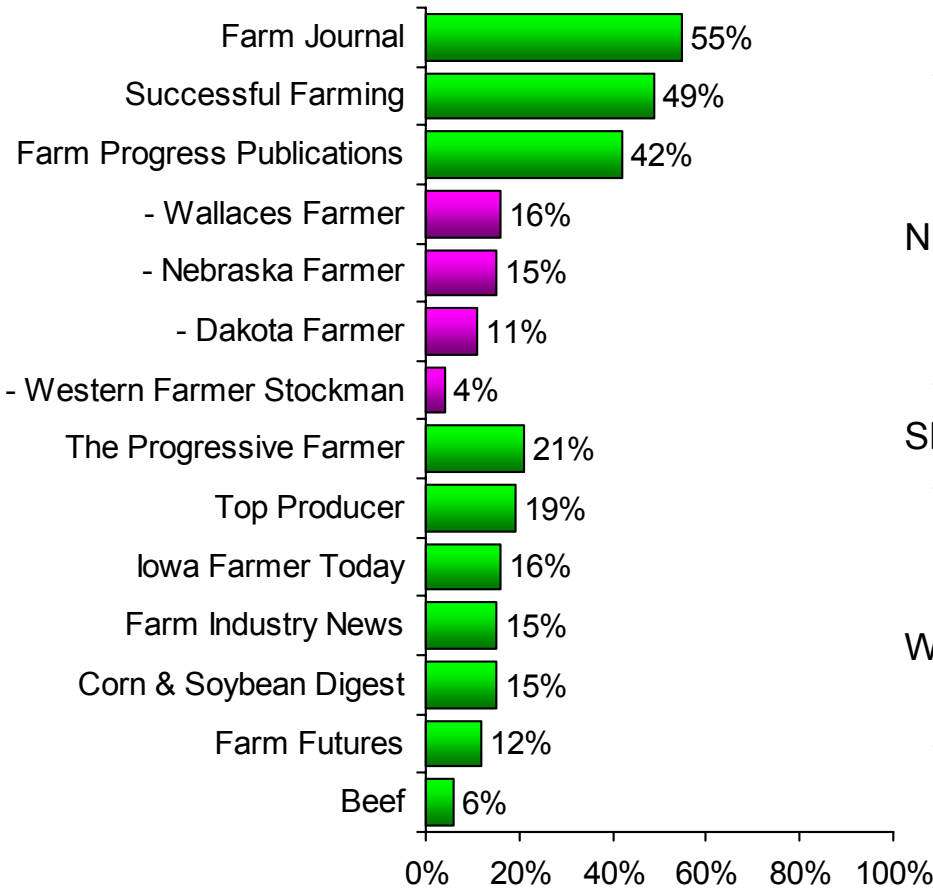
***Focus on: Farm and Ranch Publication Use***

# EVALUATION OF SPECIFIC FARM/RANCH PUBLICATIONS USED (UNAIDED)

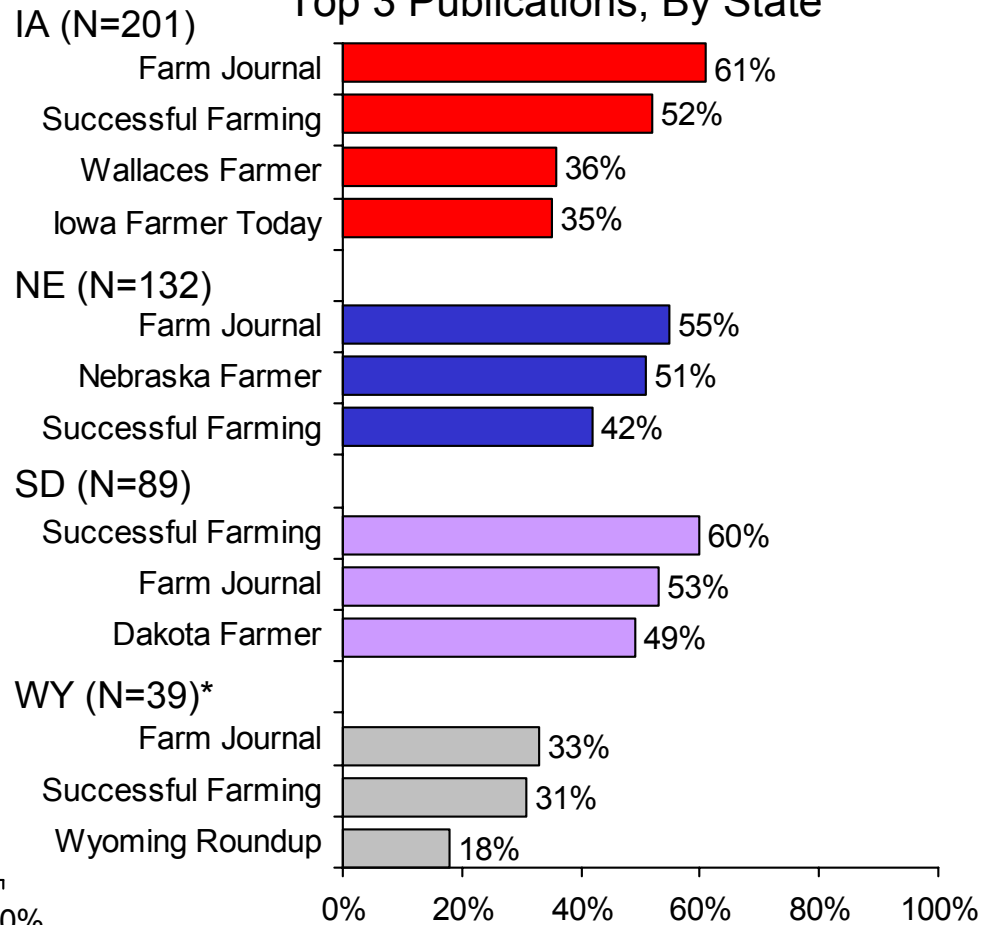
- Farm Progress Publications Combined -

- Farm Progress “family” of publications roughly tied with Successful Farming on reach

### Publications Used



### Top 3 Publications, By State



Base: All respondents citing publications as an information source (N=461)

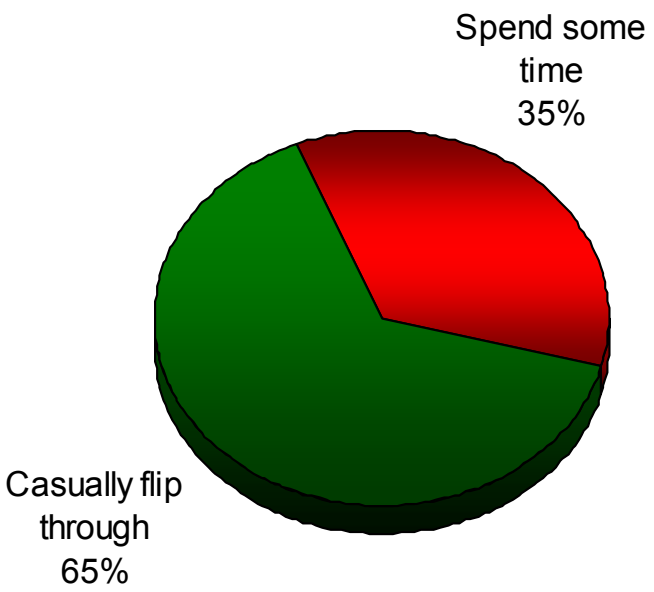
\*Caution: small base

# READING PROFILE, PRIMARY PUBLICATION

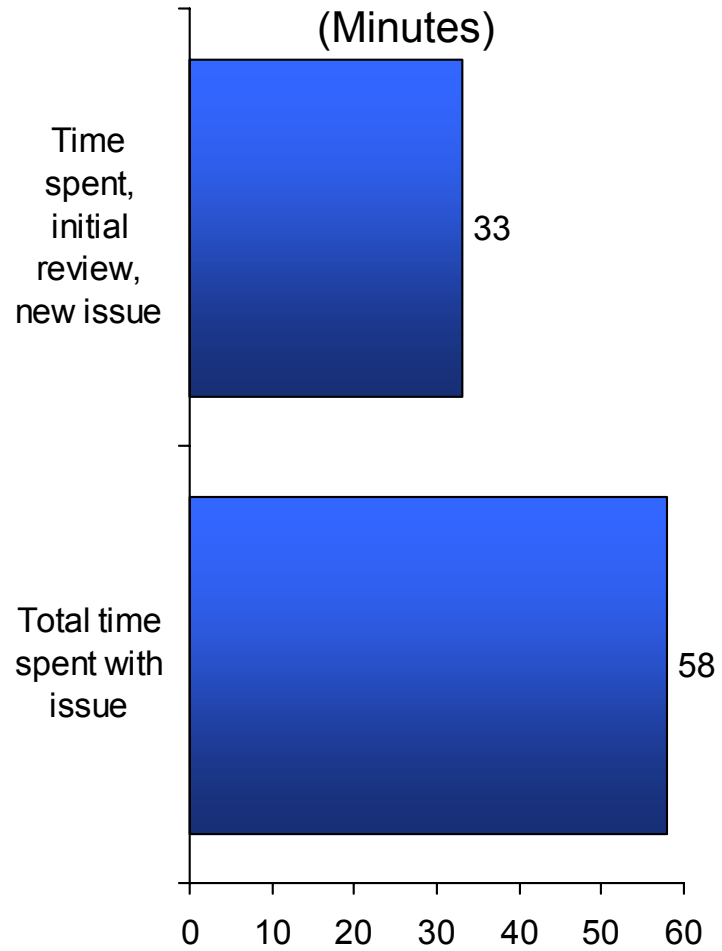
## - Time Spent With Primary Publication -

- Importance of stopping power clear: most casually flip through a new issue

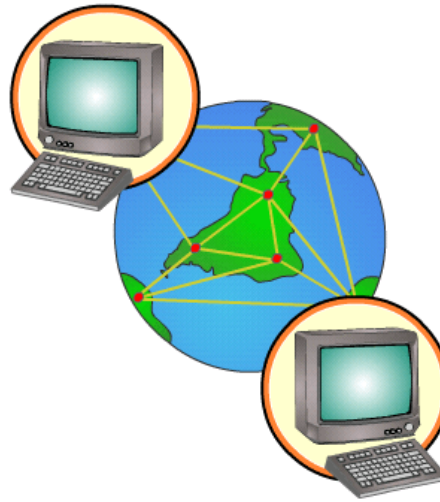
### Approach To Reviewing A New Issue



### Average Response (Minutes)



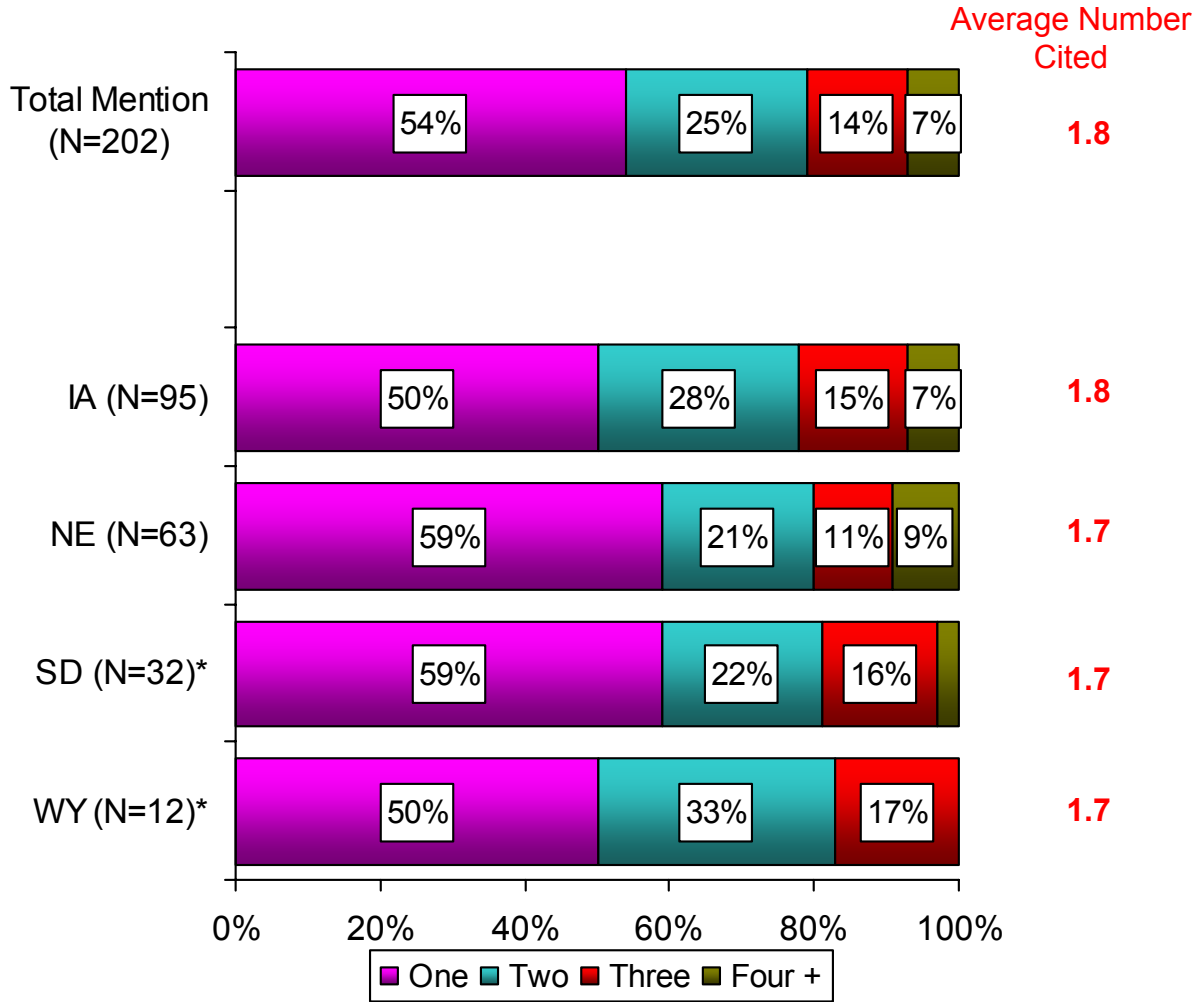
Base: All respondents citing a primary farm and ranch publication (N=424)



## ***Focus on: Internet Use***

# EXTENSIVENESS OF USE: INTERNET WEBSITES

- Over half of producers using Internet are accessing more than one website regularly



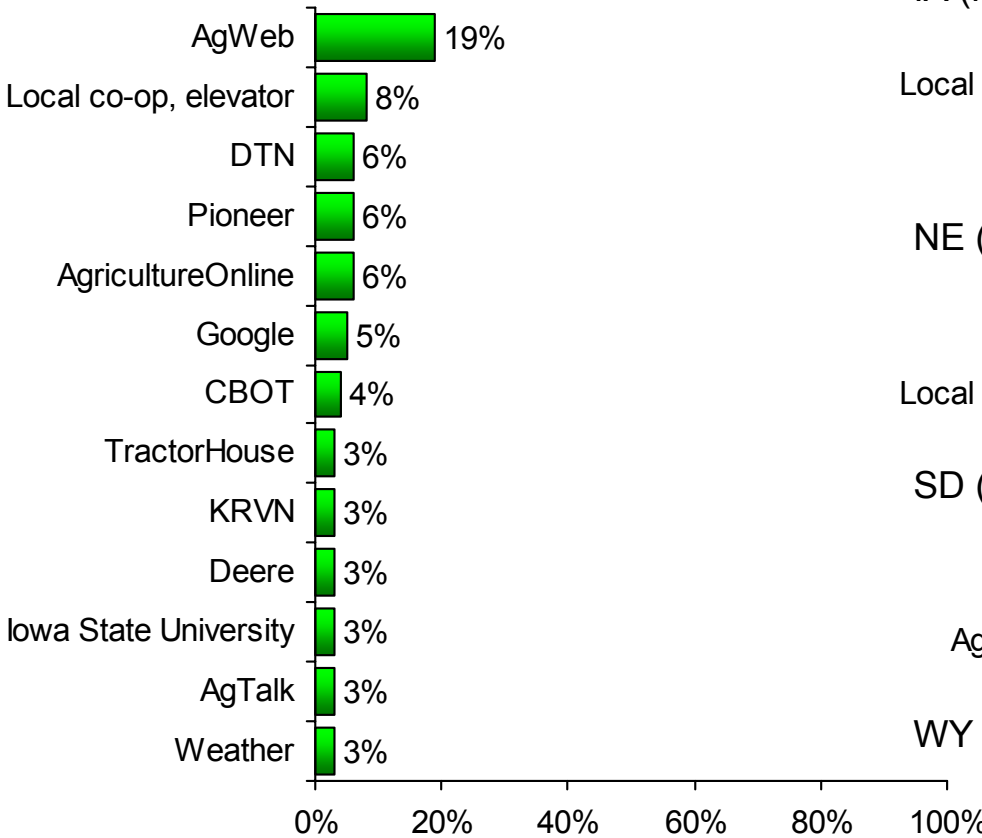
\*Caution: small base

Base: All respondents in indicated groups making use of the Internet and citing specific websites

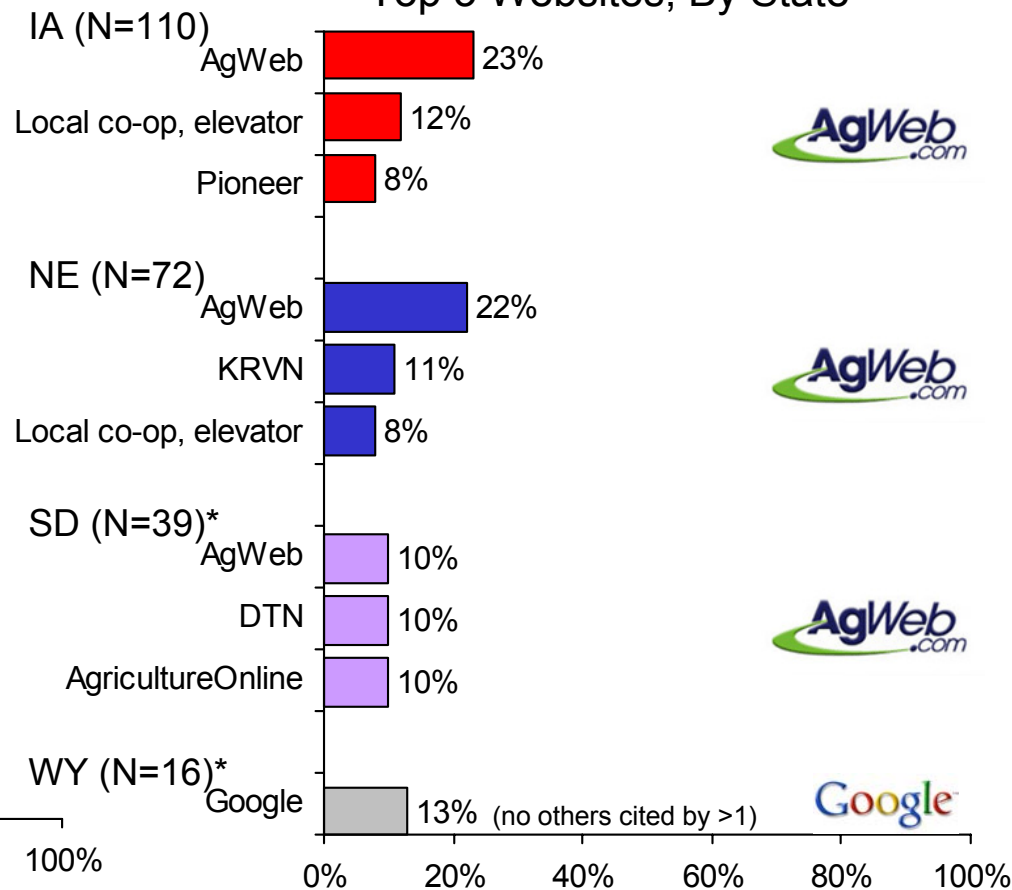
# EVALUATION OF SPECIFIC INTERNET SITES USED (Unaided)

- Use divided among a multitude of websites
- AgWeb leads the pack, with one in five accessing the site

Websites Used, Total Mention (N=237)



Top 3 Websites, By State

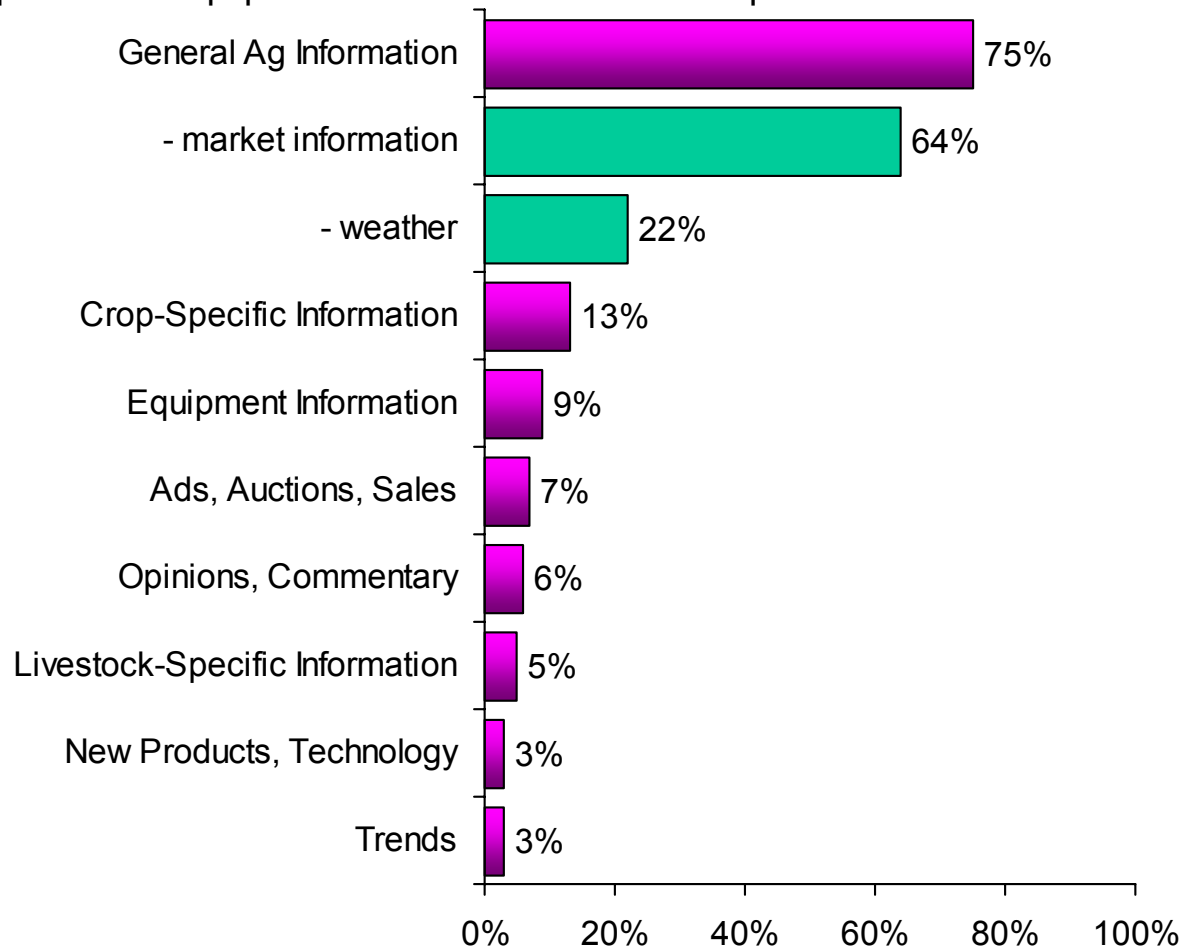


Base: All respondents in indicated groups citing the Internet as an information source

\*Caution: small base

# SPECIFIC TYPE OF AG INFORMATION OBTAINED FROM LEADING WEBSITES

- Most common expectation from Internet: **timely** market information
- Weather a very distant second
- Specific product or equipment information still less frequent

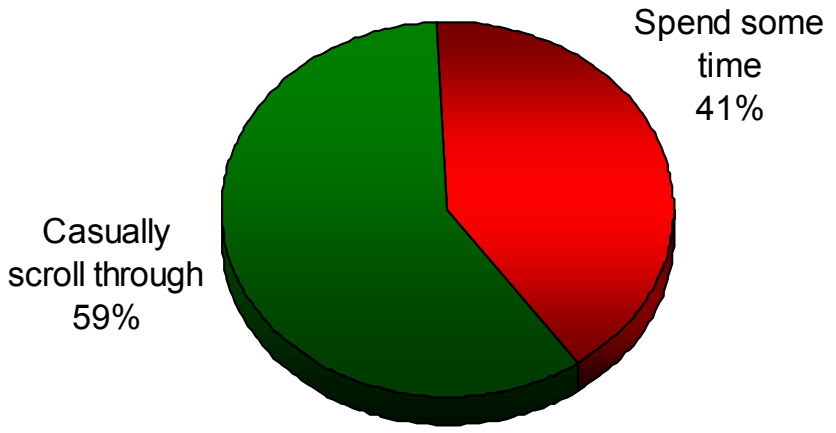


Base: All respondents citing a "most relied on" website (N=202)

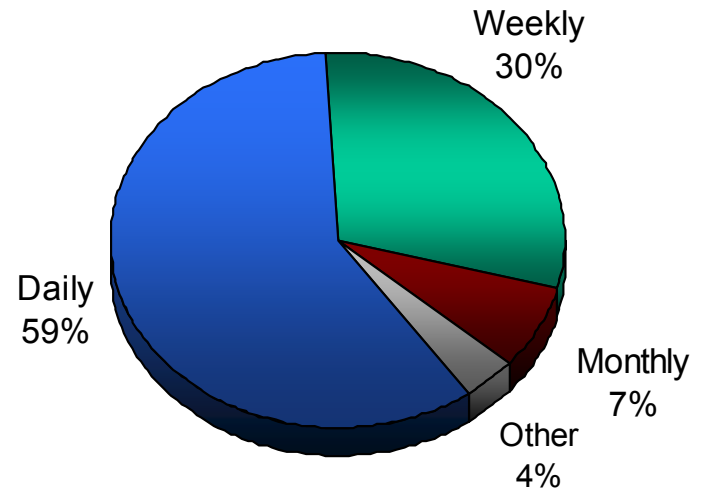
# EXTENT OF ACCESSING PRIMARY WEBSITE

- Most likely pattern of primary website use: casually scroll through on a daily basis, probably to check "what's new"

### Approach To Reviewing Website



### Frequency Of Accessing Primary Website

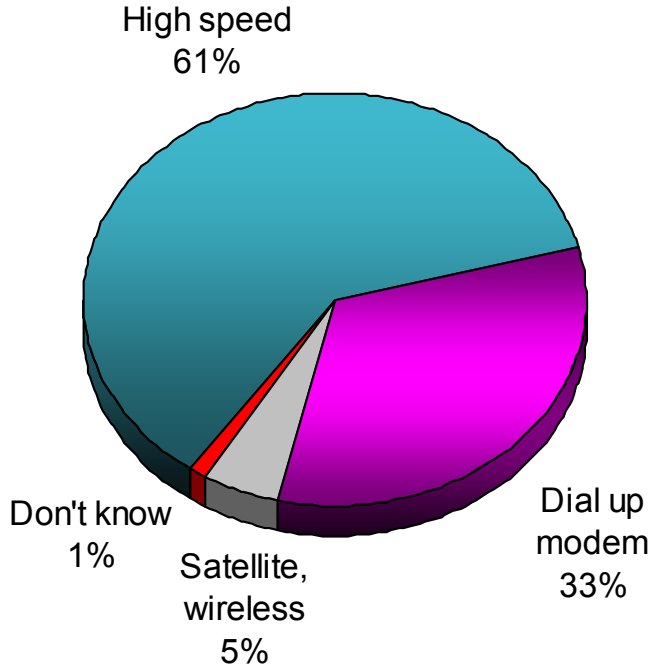


Base: All respondents citing a primary website (N =202)

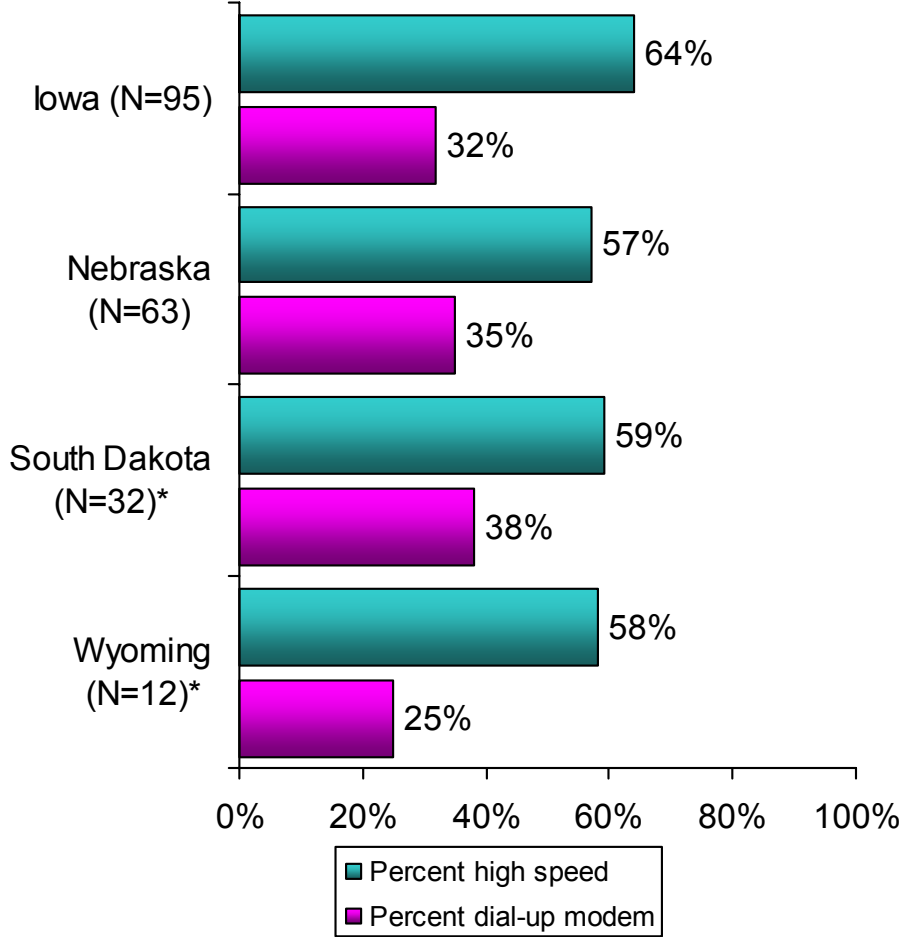
# TYPE OF INTERNET CONNECTION

- Nearly two out of three now have high speed connections
- Little difference by state
- One in three still relying on dial-up modem

Total Mention (N=202)



By State



Base: All respondents in indicated groups citing a primary website

\*Caution: small bases