
Farm Forum's 2015 Audience Study

August 28th, 2015

Preliminary Findings

DRAFT

Research Method

- Web survey developed to collect Farm Forum audience responses.
- Email with link to the survey was sent to subscribers, while ads were run in paper as well as on the American News and Farm Forum websites.
- 469 overall responses received, with 311 Farm Forum print edition readers among the respondent base
- Verbatim comments to open-ended questions have not been modified or edited
 - They have been alphabetized, and “no” “don’t know” and “none” responses have been eliminated

Respondent Characteristics

	Total respondents	Print Edition	Print+/ or Digital
<i>Number of respondents</i>	<u>469</u>	<u>311</u>	<u>322</u>
Men	44 %	52	52
Women	56	48	48
18 -- 34 years old	18 %	21	21
35 – 54	35	35	35
55 and older	47	44	44
<i>Median age</i>	<i>53 years</i>	50	50
Live in...			
South Dakota	79 %	74	74
North Dakota	9	12	12
Minnesota	6	8	8
Iowa	2	3	2
Nebraska	1	1	1
Somewhere else	3	2	3
Children (-16 y.o.) at home	30 %	33	33
Have a smart phone and/or tablet	82 %	80	80
Have a smart phone	72	71	72
Have a tablet	48	42	42
Have FarmForum app	15	20	20

I've included the data for all respondents, though the 30-day audience info should be the most appropriate to focus on and use.

So this chart gives us some of the basic characteristics of responding audience members.

Respondent Characteristics *(continued)*

	Total <u>respondents</u>	Farm Forum's 30-day audience	
		<u>Print Edition</u>	<u>Print+/or Digital</u>
I own and operate a farm	27 %	38	37
I work in a business related to farming and agriculture	17	19	19
I'm just interested in farming and agriculture, almost like a hobby	11	12	12
I own a farm but lease it out	8	8	8
I work on a farm or ranch	6	8	8
I'm a retired farmer or rancher	3	3	4
None of these	28	12	12

Again, the audience info should be most useful. And we can see that ag workers – farmers, those in related businesses, etc., make up the majority of our readers and web visitors.

This is the start of the ag-specific characteristics....

Farm Characteristics

	<u>Farm owners/ operators</u>
Farm is...	
Less than 10 acres	--
10 to 49 acres	3
50 to 99 acres	2
100 to 199 acres	8
200 to 499 acres	13
500 acres or more	74
Primary focus of farm is...	
<i>(multiple responses accepted)</i>	
Crops	72
Hay	26
Livestock	69
<i>Cattle</i>	62
<i>Sheep</i>	9
<i>Horses</i>	7
<i>Poultry</i>	6
<i>Hogs</i>	5

*...which continue
on this chart...*

Farm Characteristics *(continued)*

	<u>Grow crops</u>		<u>Raise livestock</u>
What crops do you grow?		What kind of livestock do you have?	
Corn	94 %	Feed cattle	79 %
Soybeans	86	Horse	24
Wheat	52	Poultry	17
Alfalfa	45	Sheep	16
Winter Wheat	21	Dairy cattle	10
Sunflowers	14	Hogs	10
Flax	11	Other livestock	23
Other crops	28		

...and this one....

Farm Characteristics *(continued)*

How many acres do you have of...?

	Grow...			
	<u>Corn</u>	<u>Wheat*</u>	<u>Soy-beans</u>	<u>Alfal-fa</u>
Less than 200 acres	28	33	25	71
200 to 499 acres	30	25	28	19
500 to 999 acres	23	25	24	5
1000 acres or more	19	17	23	5

How many head of feed cattle do you have?

	<u>Raise feed cattle</u>
Less than 100 head	35
100 to 199	20
200 to 499	29
500 or more	16

...and finish up on this one.

*Note: * = base of respondents is quite small and results should be interpreted with caution.*

Readership of Farm Forum

Farm Forum's 30-day audience

	<u>Total respondents</u>	<u>Print Edition</u>	<u>Print+/ or Digital</u>
Someone in household read in past 30 days	76 %	100	98
Respondent read in past 30 days	66	100	97
Read 3-4 issues	39	59	57
Read 1-2 issues	27	41	40
<i>Respondent read in past 7 days</i>	<i>51</i>	<i>77</i>	<i>75</i>

The majority of our readers read regularly, and 3/4th read last week.

30-day print readers

Number of adults in household who read/looked through last issue...	
Just me	38 %
2 adults	47
3 or more	9
don't know	6
Get Farm Forum...	
Mailed to me	39 %
Carrier delivered	5
Pick up a copy at the store	36
Read someone else's copy	20
Have been reading Farm Forum...	
Less than 5 years	21 %
5 to less than 10 years	26
10 to less than 20 years	21
20 years or longer	32

Readership of Other Ag Publications

	Total <u>respondents</u>	Farm Forum's 30-day audience	
		<u>Print Edition</u>	<u>Print+/ or Digital</u>
<u>Tri-State Neighbor</u>			
Someone in household read in past 30 days	26 %	37	35
Respondent read in past 30 days	21	31	30
<i>Respondent read in past 7 days</i>	16	23	22
<u>Minnesota Farm Guide</u>			
Someone in household read in past 30 days	6 %	9	9
Respondent read in past 30 days	6	8	8
<i>Respondent read in past 7 days</i>	5	7	7
<u>Ag Week</u>			
Someone in household read in past 30 days	24 %	31	31
Respondent read in past 30 days	18	26	25
<i>Respondent read in past 7 days</i>	14	21	20
<u>Farm and Ranch Guide</u>			
Someone in household read in past 30 days	30 %	40	40
Respondent read in past 30 days	24	33	33
<i>Respondent read in past 7 days</i>	16	23	23
<u>Iowa Farmer Today</u>			
Someone in household read in past 30 days	4 %	5	5
Respondent read in past 30 days	3	4	4
<i>Respondent read in past 7 days</i>	3	4	3
<u>TractorHouse</u>			
Someone in household read in past 30 days	26 %	36	35
Respondent read in past 30 days	20	28	27
<i>Respondent read in past 7 days</i>	13	18	17

There is a lot of duplication with other ag pubs: 1/3 of our audience also reads Tri-State Neighbors, Ag Week, Farm and Ranch Guide, and Tractor House.

Use of Ag Websites

		Farm Forum's 30-day audience		
		Total respondents	Print Edition	Print+/ or Digital
FarmForum.net	Ever been	45 %	56	58
	Been in past week	14	20	20
	Past month but not last week	16	21	23
FarmForumEquipment	Ever been	30	40	40
	Been in past week	9	13	13
	Past month but not last week	9	13	12
TractorHouse	Ever been	26	36	36
	Been in past week	11	15	16
	Past month but not last week	8	12	12
AgWeek	Ever been	18	24	24
	Been in past week	5	9	7
	Past month but not last week	7	9	9
FarmAndRanchGuide	Ever been	14	17	18
	Been in past week	4	5	6
	Past month but not last week	4	6	6
TriStateNeighbor	Ever been	9	12	11
	Been in past week	5	7	7
	Past month but not last week	4	5	5
MinnesotaFarmGuide	Ever been	4	6	6
	Been in past week	2	2	2
	Past month but not last week	1	2	2
IowaFarmerToday	Ever been	2	3	3
	Been in past week	1	1	1
	Past month but not last week	--	1	1
<i>Never been to any of these</i>		43 %	29	28

The majority of our audience is driven by the print product. And just over ½ of our print readers go to our website.

And you can see the extensive duplication of audiences on the digital side, too.

Use of Farm Forum E-edition

	Ever visited <u>FarmForum.net</u>	Farm Forum's 30-day digital <u>Audience</u>
Ever read the e-edition of Farm Forum	43 %	45
Read about once a week	7	8
About every other week	10	11
About once a month	15	16
Less often than that	11	10

The e-edition gets solid use among those who go to the site, but it isn't our dominant web presence.

Website Reliance

Of all the websites you go to for local ag and farm info, which one do you rely on most?

	Total <u>respondents</u>	Farm Forum's 30-day audience	
		<u>Print Edition</u>	<u>Print+/ or Digital</u>
FarmForum	26 %	35	35
AgWeek	4	4	4
TriStateNeighbor	3	4	4
TractorHouse	3	4	4
FarmAndRanchGuide	2	3	3
AgriGuide	1	1	1
Other	4	4	4
Don't know/Don't rely on any	57	45	45

Our site shows up as the number 1 web site for ag info, but you'd expect that given that respondents were driven from our sites and should be in our audience to start with.

Website Reliance

rebased to exclude “don’t know/ don’t rely on any”

Of all the websites you go to for local ag and farm info, which one do you rely on most?

	<u>Total respondents</u>	Farm Forum’s 30-day audience	
		<u>Print Edition</u>	<u>Print+/ or Digital</u>
FarmForum	61 %	64	63
AgWeek	9	8	7
TriStateNeighbor	7	8	7
TractorHouse	7	8	7
FarmAndRanchGuide	5	5	6
AgriGuide	1	1	2
Other	9	7	7

This is just another way to look at the numbers on the prior chart: this one excludes “dk/no site” responses from the percentages.

Social Media Use

	Total <u>respondents</u>	Farm Forum's 30-day audience	
		<u>Print Edition</u>	<u>Print+/ or Digital</u>
Active on any of the following	78 %	74	75
Facebook	69	64	65
Pinterest	35	30	31
YouTube	35	35	34
Twitter	14	13	12
LinkedIn	13	11	11
InstaGram	11	10	10
Tumblr	2	2	2
Connected with Farm Forum on any social media	9 %	10	11

Like everyone, our audience is on Facebook, and fairly involved in other social media.

Net Promoter Score

On 0-10 scale, where 0 is extremely unlikely and 10 is extremely likely, how likely are you to recommend Farm Forum or its website to someone like yourself as a source of agriculture and farm information?

	Total <u>respondents</u>	Farm Forum's 30-day audience	
		<u>Print Edition</u>	<u>Print+/ or Digital</u>
Promoters	29 %	37	36
10/extremely likely	20	26	25
9	9	11	11
Passively satisfied	32	35	36
8	15	16	18
7	17	19	18
Detractors	38	27	28
6	8	8	8
5	13	9	9
4	3	3	3
3	3	3	3
2	2	2	2
1	3	--	--
0	7	2	2
Promoters-Detractors=Net Promoter Score			
29-38=	-9	10	8

We included the NPS question, but I'm not sure I see a lot of use for it from the sales side of things.

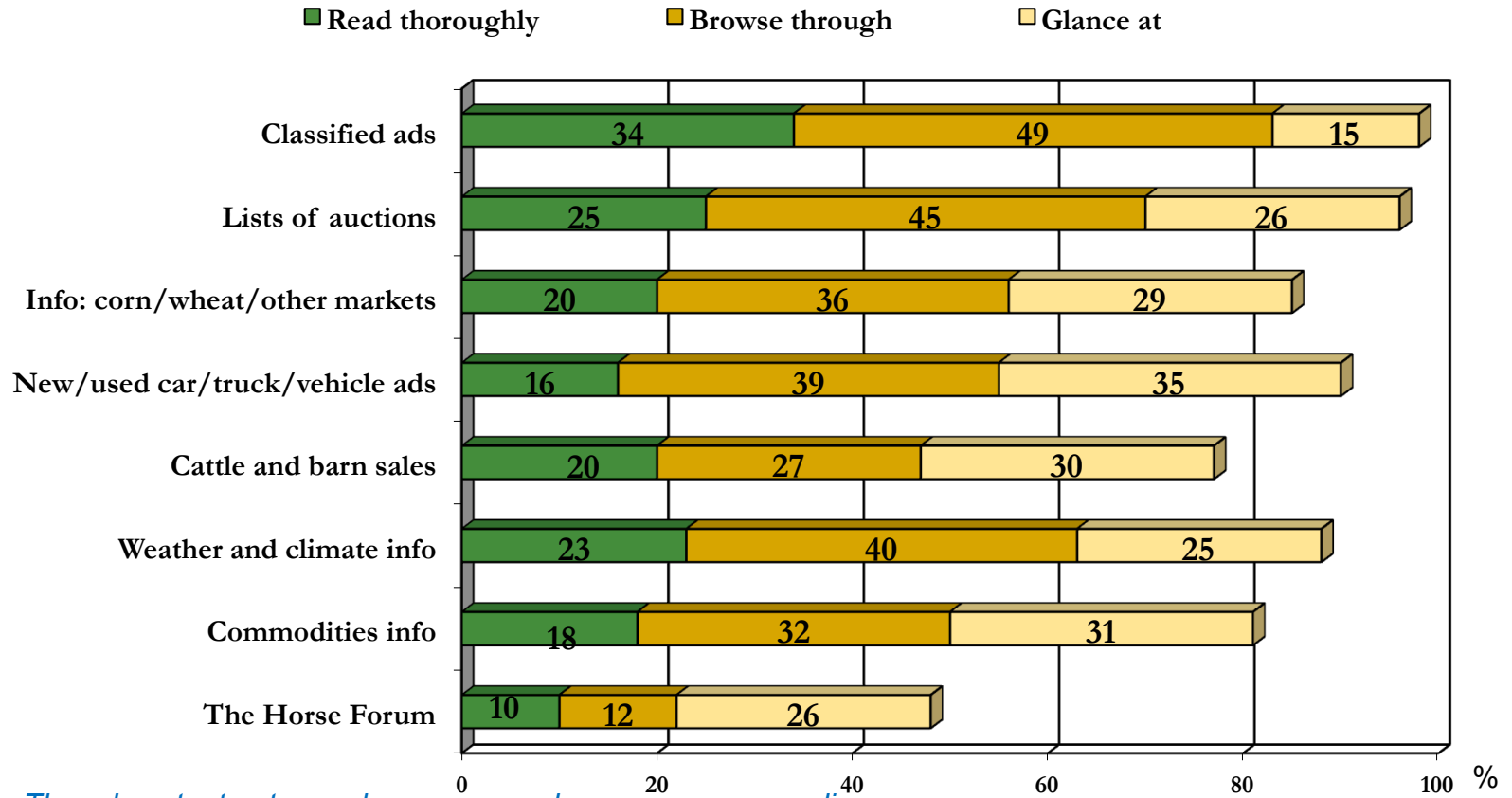
Perceptions

How strongly do you agree or disagree with the following statements...	<u>Total respondents</u>	Farm Forum's 30-day audience		
		<u>Print Edition</u>	<u>Print+/ or Digital</u>	
Farm Forum is a trusted publication				
Strongly agree	47 %	54	53	<i>We see a nice, strong, positive perception of our product and the advertisers in the product.</i>
Agree	50	42	43	
Disagree	--	--	--	
Strongly disagree	3	4	4	
Advertisers in Farm Forum seem honest and reputable				
Strongly agree	36	40	39	<i>This could be a useful promo piece.</i>
Agree	61	57	57	
Disagree	--	--	--	
Strongly disagree	3	3	4	

Numbers may not add to 100% due to rounding.

Content Use

Read Farm Forum of visited FarmForum.net in past month and ...



The ad content gets good exposure and use among our audience.

Verbatim Comments: Q29. Are there any kinds of classified ads that you're especially interested in?

- Ag
- All
- All
- All
- All related to farming ,auctions,cars and trucks
- Animal Auctions
- Antique, tractor, vehicles, misc.
- Antiques
- auction ads
- auctions
- Auctions
- Auctions & for sale items
- Auctions and ads
- auto
- automobiles
- Automobiles and farm machinery
- Automotive
- Automotive, trucks. mopeds
- Autos, recreation vehicles
- Beef
- Beef & livestock equipment.
- Beef cattle
- Beef cattle
- catte and cattle equipment
- Cattle
- cattle
- Cattle
- Cattle & Horse saless
- Cattle and machinery
- Cattle, tractors
- collectable tractors
- Combines and trucks
- Commercial equipment
- dairy cattle
- Employment
- Equipment
- Equipment
- Equipment
- Equipment and jobs
- equipment and weather
- equipment for sale, hay for sale, cattle for sale
- equipment wanted.
- Equipment, livestock, hay.
- Farm equipment
- farm equipment
- Farm equipment
- Farm equipment and Commodies
- farm equipment pickups
- farm machinery
- Farm machinery and trucks
- Farm pond
- Farmland sales
- Farms/land for sale
- Goats, other livestock
- Grain
- grain bins, Land for sale or rent
- grain spreader , as of this week , I put up a new 48 " bin
- Harvest equipment

Verbatim Comments: Q29. Are there any kinds of classified ads that you're especially interested in? *(continued)*

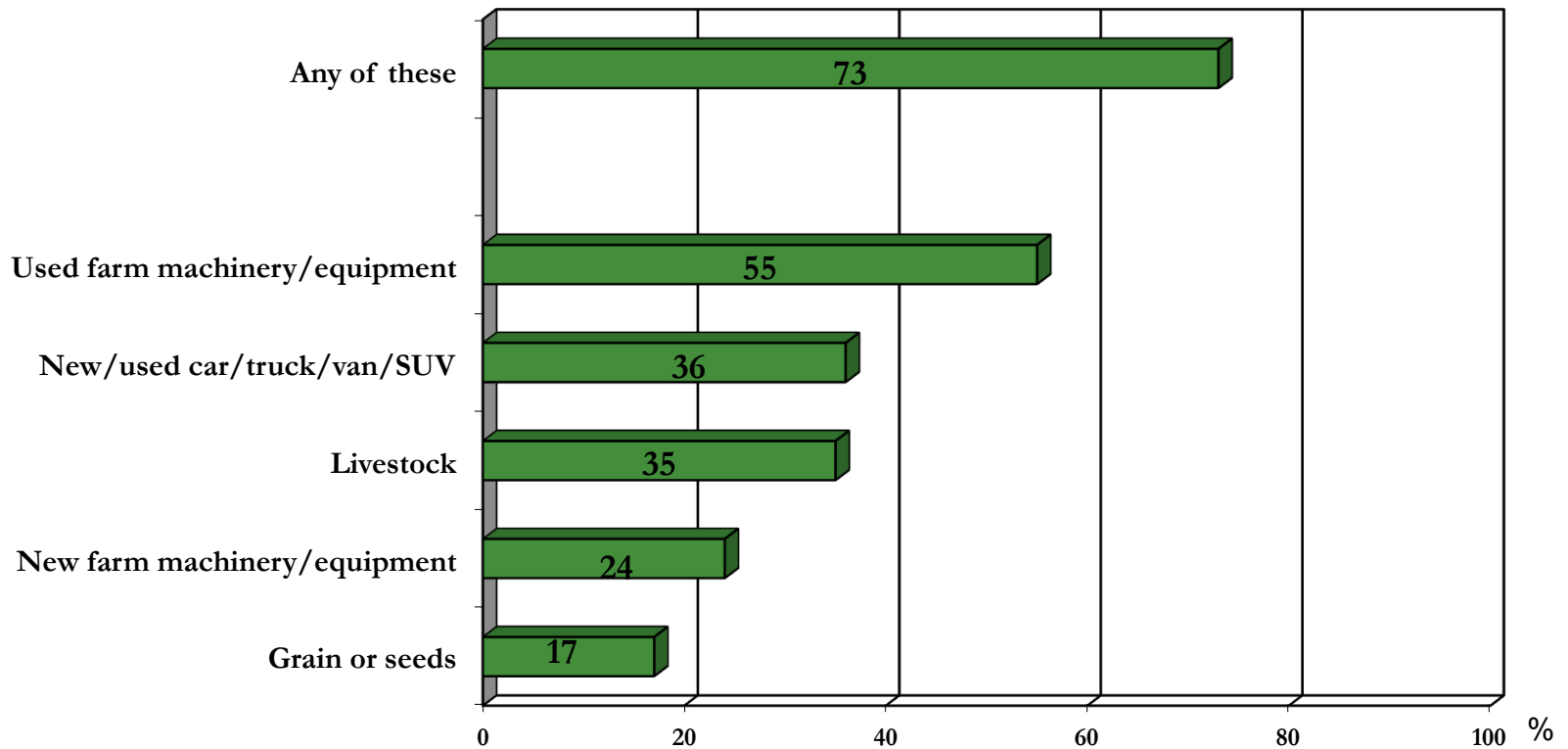
- harvest, planting
- Hay ads and horse ads
- Help wanted
- Horse, cattle, and machinery
- Horses
- Horses and horse related items.
- Horses and Jobs.
- Horses, Cattle, Pets
- household stuff & auctions
- I browse thru them all
- I glance at most but nothing particular
- I go through the green sheet several times reading ad and looking at articles I always seem to see something I missed usually look at it every night till the new one comes
- I like all
- I look at autos somewhat, mainly the ag classified, machinery, livestock.
- I love all of them really appreciate the question and answers for gardening
- I read all the sheep and goat ads, along with the horse ads and the hay and grain ads, and the pets ads.
- It varies.
- Items my husband is interested in looking for at that time. Right now a certain boat trailer. Sometimes vehicles but we don't get the Farm Forum so we mostly look in the Aberdeen American News ads.
- Jobs, employment
- Land
- land and cars, trucks
- Land and property-both for sale and wanted ads.
- Land auctions/rental properties
- Land equipment cattle
- Land for sale
- land rent
- Livestock
- Livestock
- Livestock and hay primarily, sometimes vehicle/utility/tractor. I really like the search feature online!
- livestock and livestock equipment
- livestock equipment, haying equipment
- Livestock/vehicles
- Machinery
- Machinery
- Machinery
- machinery - manure spreaders
- Machinery and cattle
- machinery grain handling
- Machinery, campers whatever we might be looking for at that time
- Maybe picking up a piece of equipment for our son.
- misc equipment
- Miscellaneous, items for sale.
- My husband is constantly looking for farm equipment and he really appreciates the many ads that you have for that.
- Not really. I like to see what kind of deal I find on something I probably do not need
- Not really... it depends on if I'm in the market for anything specifically
- Nothing specific unless I am looking for an item.
- Old cars

Verbatim Comments: Q29. Are there any kinds of classified ads that you're especially interested in? (continued)

- other livestock
 - Pets and machinery
 - pets chickens sheep gardening market gardening farmers' market
Not all of these are in the green sheets
 - Pick ups
 - price of farm machinery and vehicles
 - real estate
 - Rummage sales. Employment
 - Sale
 - sale of cars and equipment...sale of animals thank you
 - Semi trucks
 - Sheep. Beef etc.
 - Tractors
 - Tractors
 - Tractors
 - Tractors
 - Tractors and 4wd
 - Trucks and trailers
 - trucks, tractors, horse ads, livestock sales, farm sales, used trailers, fencing supplies
 - used auto, atv
 - Used autos and older tractors
 - Used compact tractor
 - Used equipment
 - Used pickups/trucks
 - used vehicles
 - varies with what we are needing at the time
 - vehicle and commercial
 - Vehicles
 - Vehicles
 - Vehicles
 - Vehicles and equipment
 - vehicles for sale
 - Veichles
 - Veterinary & plant (garden, tree, flower health)
 - Want ads, horse ads, pets and I'm looking for a house so I faithfully check those ads right now.
 - We have advertised in the Farm Forum, but not especially interested in any one kind of ad.
 - Yes, Cars for sale and any auctions at which they sell depression glassware and old antique items.
-

Ad Use

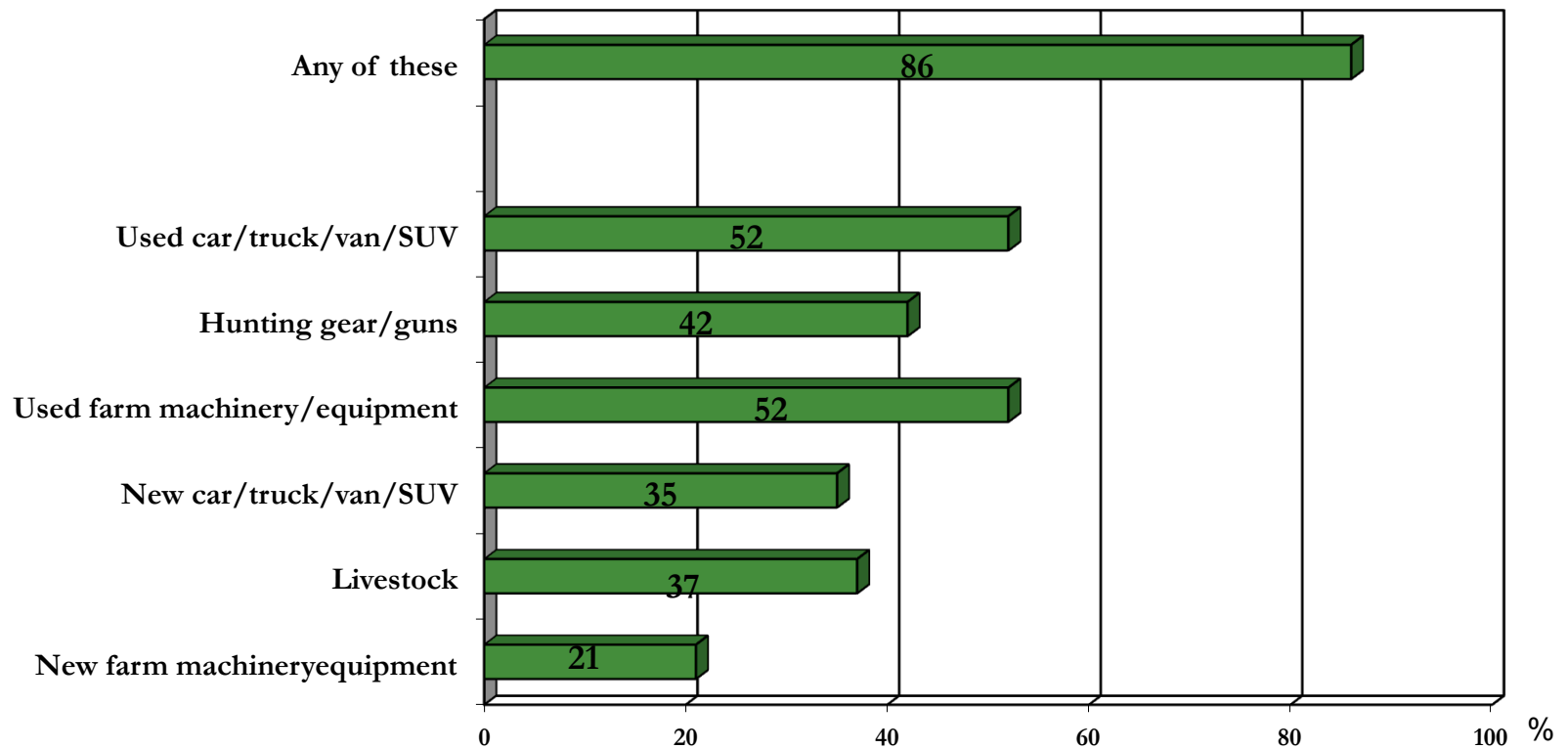
Read Farm Forum of visited FarmForum.net in past month and bought or looked into...ads you saw in Farm Forum



And I thought these were really good ad-use results

Purchase plans

Read Farm Forum of visited FarmForum.net in past month and have someone in household planning to buy...



Purchase plans of our audience also look pretty attractive.

Bid4It

	<u>Total respondents</u>	Farm Forum's 30-day audience	
		<u>Print Edition</u>	<u>Print+/ or Digital</u>
The American News host an online auction called Bid4It...			
I bought something on Bid4It	14 %	11	11
I bid for something, didn't get it	10	11	11
I've never even bit on an item	49	45	45
I've never heard of Bid4It	27	33	33

*Bid4It has drawn
some activity.*

Numbers may not add to 100% due to rounding.

Verbatim Comments: Q39. And finally, are there any comments or suggestions you'd like to offer about Farm Forum, its website, apps or e-edition?

- Could use an update to find classified stuff easier
- Doing a great job
- Enjoy reading your paper
- Fill the machine in Columbia on Friday.... Not many days later or not at all, if there's gonna be a place to get the farm forum... Make it reliable or get rid of it
- Get more organized with your paper.
- GOOD JOB!!!
- great job! thank you
- Great job, keep up the great work
- Great publication . We even get it when in Arizona during the winter!
- Great publication that is known state-wide & referred to as "The Green Sheet". Love it.
- Grew up on a farm, still love reading about the farm life.
- I am sure its a valueable information for people who farm. i grew up in South Dakota and know how improtant it is we have good farmers.
- I enjoy all diff aspects of it
- I enjoy it included in the paper. thank you
- I enjoy reading the Green Sheet each week. It's one of the few publications that I do read.
- I enjoy the editorials and other interesting articles
- I feel Farm Forum (paper edition) is a very good paper for buyers and sellers. It also has great articles on old and new vehicles, gardening, and 4-H. It also includes detailed reports on area livestock barns and area farm/household sales.
- I have always enjoyed the Farm Forum.
- I have had the Farm Forum delivered to my home sine we moved back in 1999, but it was delivered to my parents home South of Wessington since I was a young person still living at home. I really like the recipes you publish and I have tried quite a few of them,
- I like it
- I like that Farm Forum used to be included free w the paper. Now that it isn't, I don't look at it.
- I like the e-edition
- I like the news part, exceptional info
- I like the paper copy the best
- I like to look at the ads . I am not a farmer . I know it is a great asset to Aberdeen area.
- I read the farm forum when it came with the Aberdeen American News. It was a very good paper with all the ads. Since is does not come with the newspaper I do not read it anymore.
- I really like the farm forum look forward to it coming every week keep up the good work
- I really like the paper version of the farm forum. It has great news and ads.
- i tend to read my e-mail in the morning and throughout the day. i probably would subscribe to the e-edition.
- I think overall, you're doing an excellent job of reporting on markets, farm news, human interest, etc. A very well rounded paper, something for everyone. Maybe more recipes!
- I think we need to educate more farmers (older generation) on how to use the online tools that you offer. For example, my dad has read the green sheet for many years; however, he's never been on your website. I think it would be beneficial to learn how to use and access information on your website!
- I travel extensively and, other than weather.com, I use your website almost exclusively for current local information.

Verbatim Comments: Q39. And finally, are there any comments or suggestions you'd like to offer...? *(continued)*

- I use the farm forum to find hay to buy for horses. I rent my farmland out but my daughter owns horses and trains them. She watches the horse sale ads and we both enjoy and appreciate the horse forum pages the most with listings of horse events and info. The green sheet is very nicely done and we appreciate it.
- I wish it was closer to twin cities, have my bother in law bring me one when he drops grain, I'd rather have the paper in my hand, that's just me, I like it.
- I wish one didn't have to wade through a million ads to find written info about various agriculture & antique vehicle comments.
- In all honesty it's the best publication that I read (this includes competition from Popular Mechanics and Consumer Reports), so yes, the Forum is informative and well read by me! I try to get through each publication over the weekend and maintain a (bulging) clip file of articles for reference, information and further research. One of the many things I enjoy about the articles in the Forum is the included mention of websites for additional information and research. Please keep up the great job and know how much your work and effort in producing the Forum is appreciated ! Thank you!
- In the app, categorize the sections separately as in the print edition
- Initially used the Farm Forum to advertise a drill for sale for the Conservation District that I work for. All the Board Members of the District (5 of them) get the Farm Forum and all members speak highly of the farm Forum. They were easy for me to work with and we as a district were completely satisfied with the results. I have since then referred several people to this publication for many different things.
- It doesn't seem like I receive the farm forum very often. But when I do I do look through it.
- It is interesting, variety of articles and ads
- It's an excellent publication
- Keep it coming!!
- keep printing it
- keep up the good work
- Keep up the good work informing us about ag related items
- Keep up the good work!
- keep up the good work, Thank You for a job well done
- Keep up the good work.
- keep up the good work.
- keep up the great work
- Keep up the GREAT work!!
- Keep up the great work. I really enjoy the e-edition on Fridays.
- Like looking through it. The house plans are good.
- Like the Greensheet
- Making things easily accessible is key. My dad doesn't like computers so if he has to go on one to find something he has to be able to get there clearly and be able to read and find what he is looking for.
- More articles to interest women such as cooking to take out to the harvest fields and more gardening.
- More short articles
- My brothers and brother-in-law rely on the Farm Forum consistently. Especially when looking for machinery.
- My husband appreciates the paper/hard copy of the farm form!
- My husband loves reading the "Green Sheet" and we always pick one up at the store when we see it. Good articles and he enjoys looking for used equipment in the classified ads. Even though you service a huge area, he doesn't mind going on a road trip to find the equipment he wants at the price he wants to pay. So glad we've discovered your paper as another outlet for shopping.
- My son in law is a farmer and he in joys the Farm forum and we in joy talking to him about the farm.

Verbatim Comments: Q39. And finally, are there any comments or suggestions you'd like to offer...? *(continued)*

- My son likes to read the printed magazine, even though he is not in farming.
- My son, farms the land, and he's the one who reads the Form, He live down by Brookings, so just farms on weekend. When I got the Form, I liked the New House Plans, My Husband, who has died, thought the Form was he's bible, had to keep it for 2 weeks. Just a good paper to have around.
- No Everything you publish is Great!
- No suggestions. Have looked at the farm forum for items for sale, Auctions etc. but I am not on the farm.
- NONE AT THIS TIME. THANK YOU.
- Nope, I think you are doing a good job
- Our 4 year old son LOVES to look through the Farm Forum, would love to see a page for kids. ;)
- Read it for the ag articles and workshops, field days, 4-H and FFA news.
- Seems like the time is inaccurate where it says when an item is posted
- Sometimes wish it was delivered so I could read articles, esp re gardening
- The app is clumsy and hard to search for specific items on. If you hit the back button on your phone like every other site yours makes you start your search all over. I love the green sheet. When it comes to internet searches farm forum is the least user friendly.
- The app is very helpful and very easy to navigate. If I had a tablet I would be able to look at things closer and examine them better. I could also use my tablet on the farm to help me with business and managing expenses and equipment
- The Farm Forum doesn't come with my daily paper so I never see it.
- The Farm. Forum is the best publication in the area that we have access to. Thank you for you work and time spent on this weekly publication .
- Website
- The Green Sheet has always been a staple in our household, growing up and now that I have my own family. It is a great resource for information and products. We are fortunate to have this publication (in print & digital) in our area.
- We used to read the Farm Forum from front to back but being retired from Farming, we just don't need machinery and such like we used to. We also used to get the Farm Forum on a regular basis but now only if we pick one up at a store or restaurant sometime. When I look at ads now, like in the Aberdeen News, it is for used appliances for one of our children that needs something.
- We used to receive the Farm Forum in the mail for years, it quit coming and now we rely on finding it on a stand somewhere so we do not look at it as often anymore.
- What page the classic car is on
- Where as I do not read the green sheets, I know people who look forward to the publication and find it very valuable.
- While I'm not a reader of the Farm Forum, I know it is popular with my farming uncle and cousins. So, thank you for the publication in this area.
- Why is the full e-edition not available for download anymore? As of Aug 2014 when you download the e-edition you only get up to pages 98 or 99. I use to download a few issues at the time so I could read them later offline. Now you can only read half the paper unless you click and download each page individually, sorry just stopped reading it then. Not going to click and download up to 72 single pages just so I can read the full edition.
- Wish our Farm Forum came on Fri. not Sat.
- Would love to see distribution further east in Minnesota.
- Years back, I used to set the copy for the ads for the Farm Forum! It was interesting to see all the ads come thru be it classified, vehicle, auction or real estate sales!
- Yes, I would like to see more about the Farmers' Markets in SD. Produce available, prices at different markets, marketing information, recipes and such.