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New NAFB Internet Usage Study[®] Findings Available

KANSAS CITY, MO. . . Top-line findings of the newly released NAFB Internet Usage Study[®] are available in a PowerPoint presentation that can be accessed at www.nafb.com. The research was developed and funded by the National Association of Farm Broadcasting.

The Internet study is the third national survey of large-scale U.S. farmers and ranchers commissioned by NAFB during the past four years. The PowerPoint overview was produced by Ted Haller of Teddy Media, who led efforts to develop the Internet Usage Study's questionnaire and that for the NAFB National Producer Media-Use Wave Study[®] of 2008.

The survey explores producer activity and preferences in accessing the Internet for agricultural business information, as well as use of texting and social media. Specific to broadcaster interests, it also probes interest in e-newsletters and the preferred content of agribusiness-focused Web sites. Survey respondents are bracketed by the gross farm income levels of their operations.

Among key findings noted by Haller in the new research:

- the Internet is revealing “quintiles” of usage -- a sign of what Haller calls “settling,” with indications of core usage in the low range of 20 percent and the high range of 50 percent, depending upon the specific online behavior/activity surveyed;
- those producers using the Internet are very active, for the most part, with e-mail, weather, markets, and futures the top draws;
- unlike other media, “what I do not do” is still a larger number than “what I do,” but the “I do’s” appear to be in normal quintiles and represent an attractive target.

Agribusiness marketers and agencies interested in specific demographic detail or a customized presentation should contact Ted Haller at teddymedia@live.com. Association member broadcast organizations interested in learning more about how the NAFB Internet Usage Study[®] may benefit their cross-media programming strategies and local business development can contact Mike Parry at mike@nafb.com.

The survey was conducted by Ag Media Research, Sioux Falls, S.D.