



colmar brunton

# 2004 Rural Readership Survey

Prepared for Rural Publications Group

July 2004

# Objectives

- Provide an independent and comprehensive measure of current farming publication readership:
  - Reading incidence
  - Depth – proportion of issues/time spent/times read
  - Pass-on rates
  - Satisfaction and attitudes
  - Article type usage/importance
  - Computer/email/internet/website usage

# Approach

- Self completion questionnaire with covering letter delivered to a random sample of approximately 11,000 farmers across New Zealand by Letterbox Channel
- Incentive (Trip for two to Bledisloe Cup, Sydney) to encourage return
- 2772 questionnaires returned (25%) in reply paid envelopes
- Order of publications rotated
- Processing, analysis and reporting by Colmar Brunton
- Data weighted by farm type/region to match Statistics NZ Data (2002)

# Potential vs Actual Sample Sizes

	Potential	Actual Sample Size
<b>Farm Type</b>		
Dairy	14,000	954
Sheep, Beef	28,000	866, 384
Fruit	6,750	171
Other horticulture	4,835	54
Other	10,215	233
<b>Region</b>		
North	26,300	1097
Central	16,500	731
South	21,000	933

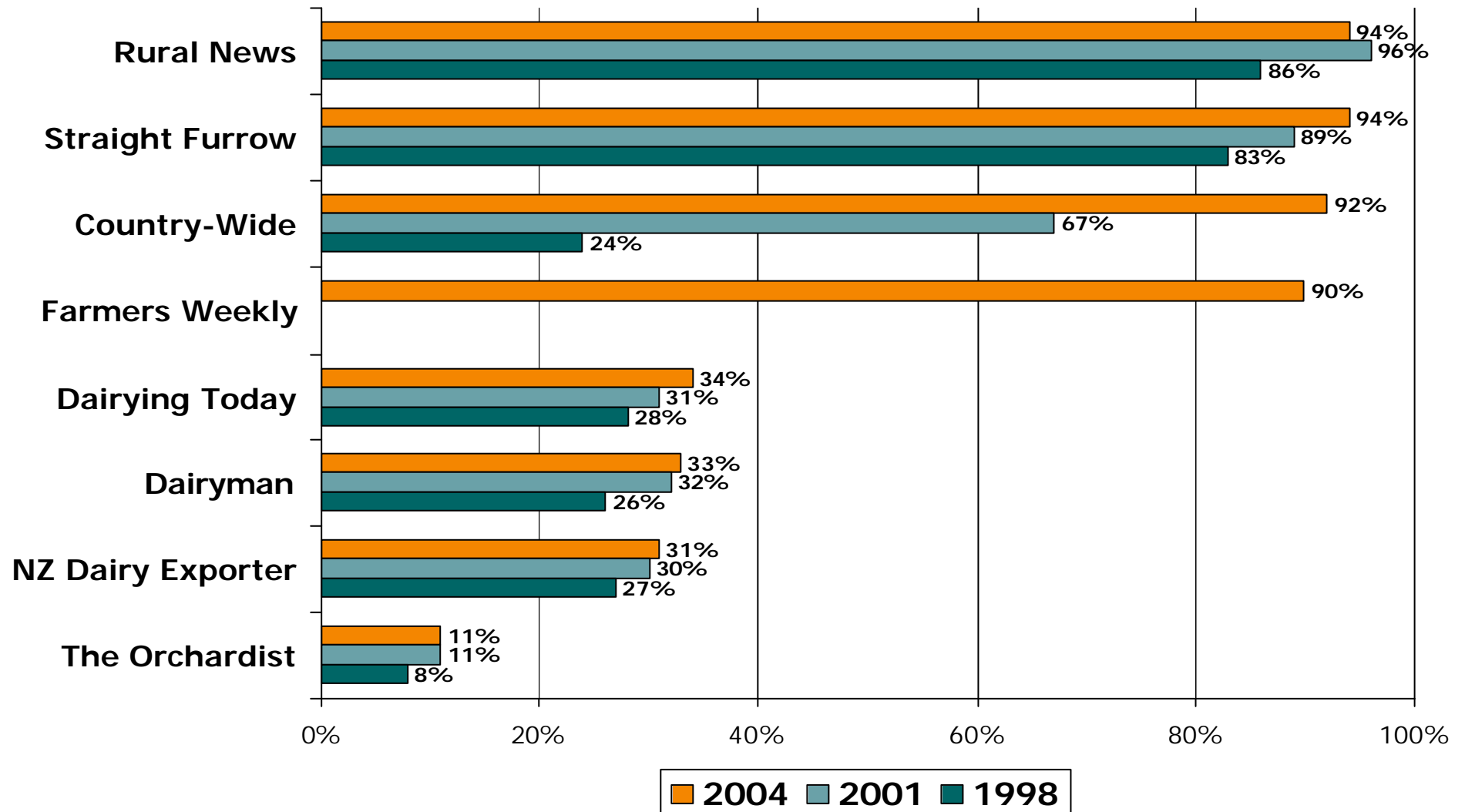
Note: Total NZ Farms = 63,800 (excludes plantations, idle land)



# Readership

# Readership – Total Sample

NZ Farmers Weekly: 0 – 90 in 10 months.



# Readership – Region

NZ Farmers Weekly: 0 – 90 in 10 months

A difference of 4% is just 2552 readers

% Read	Total	Northern	Central	Southern
Rural News	94%	93%	94%	96%
Straight Furrow	94%	93%	94%	95%
Country Wide	92%	89%	93%	94%
Farmers Weekly	90%	87%	90%	93%
Dairying Today	34%	49%	29%	18%
The Dairyman	33%	47%	30%	18%
NZ Dairy Exporter	31%	44%	27%	17%
The Orchardist	11%	17%	10%	5%

# Readership – Farm Type

% Read	Total	Dairy	Sheep	Beef	Fruit	Sheep/beef	Other
Rural News	94%	93%	98%	96%	88%	98%	92%
Straight Furrow	94%	90%	98%	97%	86%	98%	96%
Country Wide	92%	87%	98%	97%	82%	97%	89%
Farmers Weekly	90%	88%	96%	93%	72%	95%	86%
Dairying Today	34%	93%	3%	18%	5%	8%	13%
The Dairyman	33%	92%	3%	19%	3%	8%	12%
NZ Dairy Exporter	31%	92%	2%	8%	3%	4%	6%
The Orchardist	11%	4%	1%	4%	86%	2%	11%

# Readership – Income

% Read	Total	Up to \$200,000	\$200,001-\$500,000	Over \$500,000
Rural News	94%	94%	95%	94%
Straight Furrow	94%	94%	94%	92%
Country Wide	92%	91%	91%	92%
Farmers Weekly	90%	89%	91%	90%
Dairying Today	34%	26%	37%	44%
The Dairyman	33%	25%	36%	44%
NZ Dairy Exporter	31%	19%	37%	43%
The Orchardist	11%	15%	8%	10%

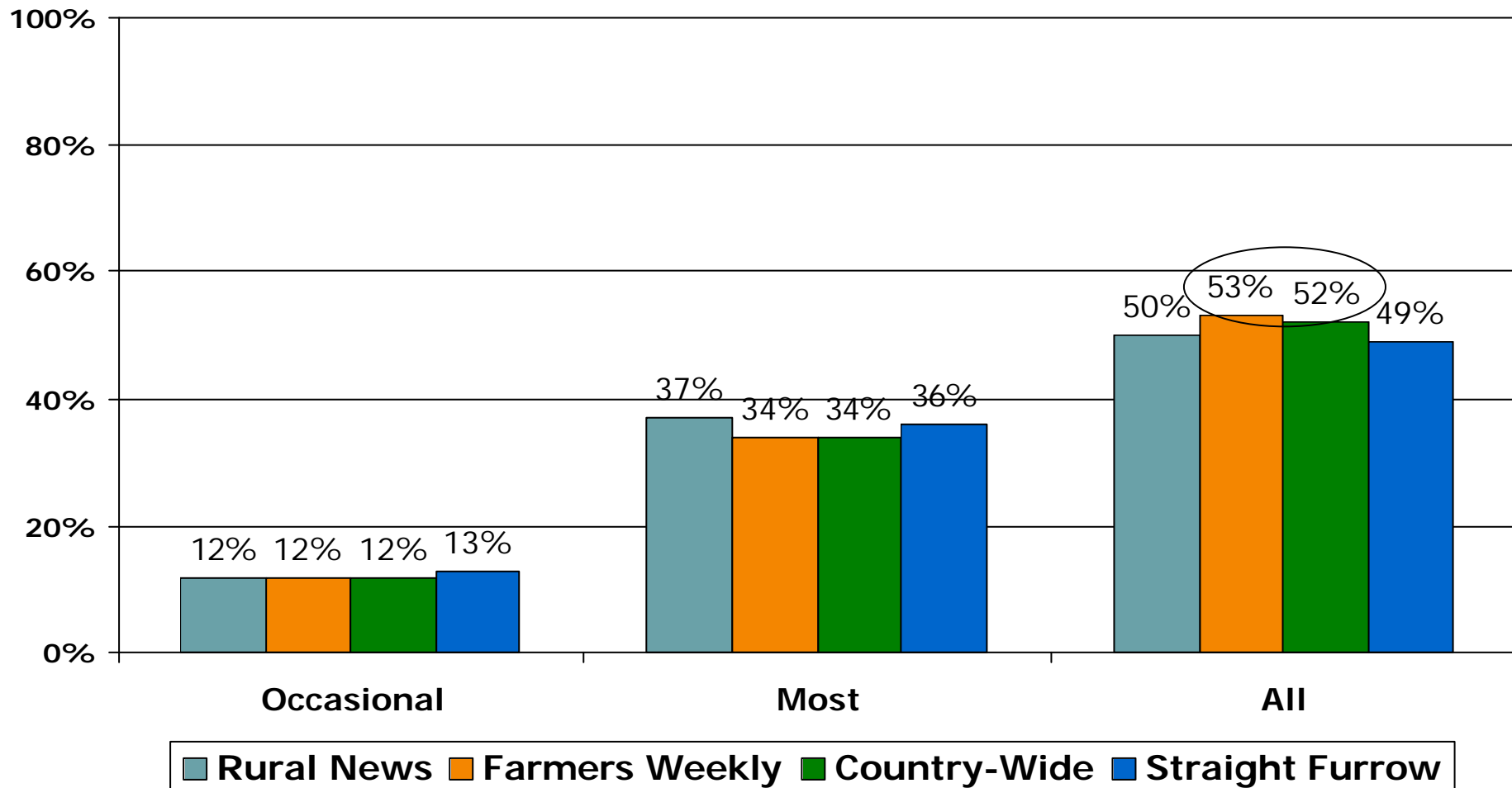
# Rural Readership - Farm Type Within Region

Rural Publication Readership	% Total	Northern			Central			Southern		
		% Dairy	% Sheep/ Beef	% Other	% Dairy	% Sheep/ Beef	% Other	% Dairy	% Sheep/ Beef	% Other
Rural News	94%	93%	97%	90%	90%	97%	90%	94%	99%	91%
Straight Furrow	94%	90%	97%	92%	89%	96%	93%	90%	99%	91%
Country-Wide	92%	87%	96%	85%	86%	98%	86%	90%	98%	88%
Farmers Weekly	90%	89%	93%	79%	87%	96%	78%	86%	97%	86%
Dairying Today	34%	94%	16%	15%	92%	7%	10%	89%	3%	3%
Dairyman	33%	93%	16%	11%	92%	7%	10%	90%	2%	4%
NZ Dairy Exporter	31%	93%	6%	7%	91%	4%	6%	91%	2%	2%
The Orchardist	11%	5%	3%	52%	4%	1%	43%	2%	1%	20%



## Depth of Reading / Attitude

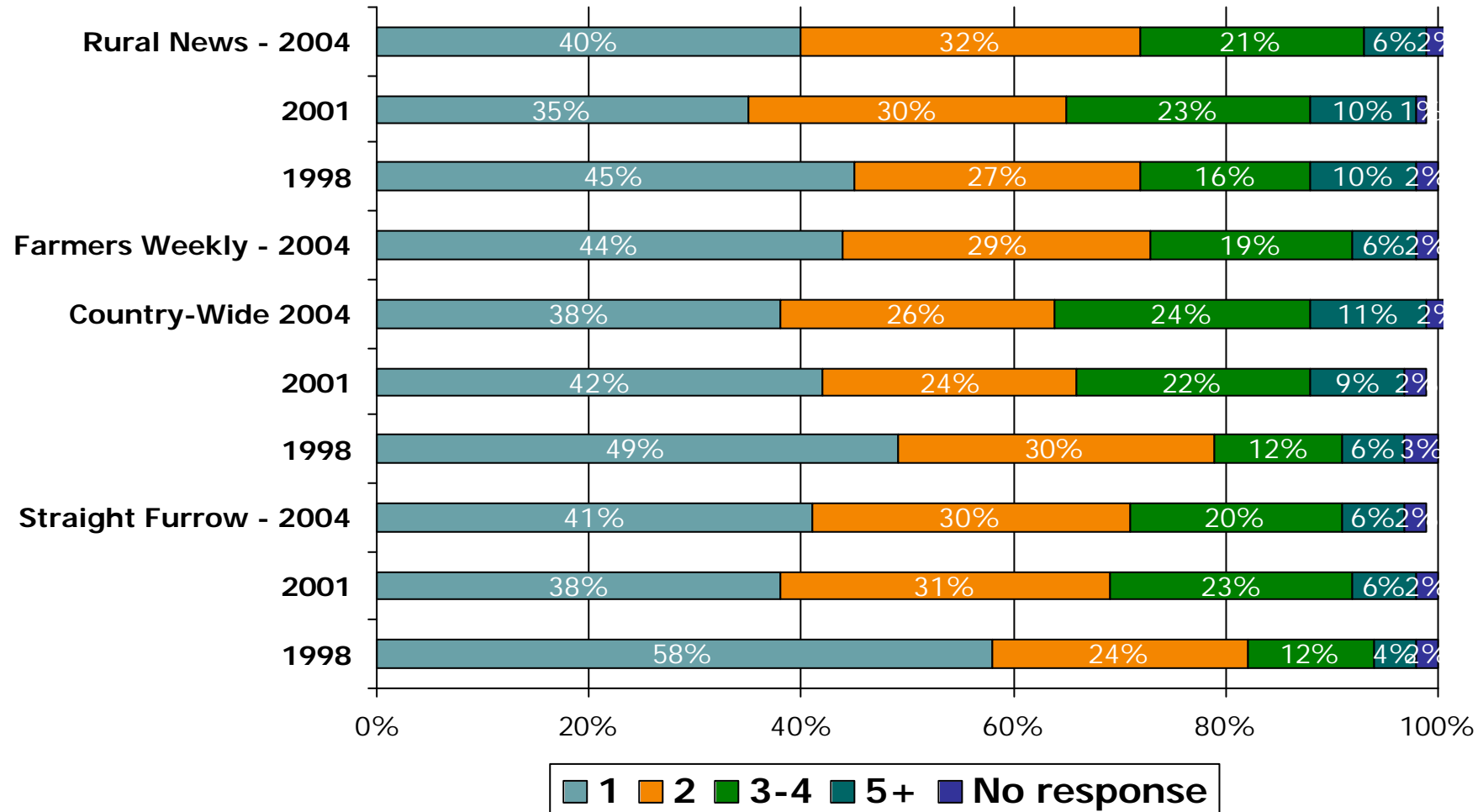
# Proportion of Issues Read (Total)



Base: Readers of each publication

# Times Read

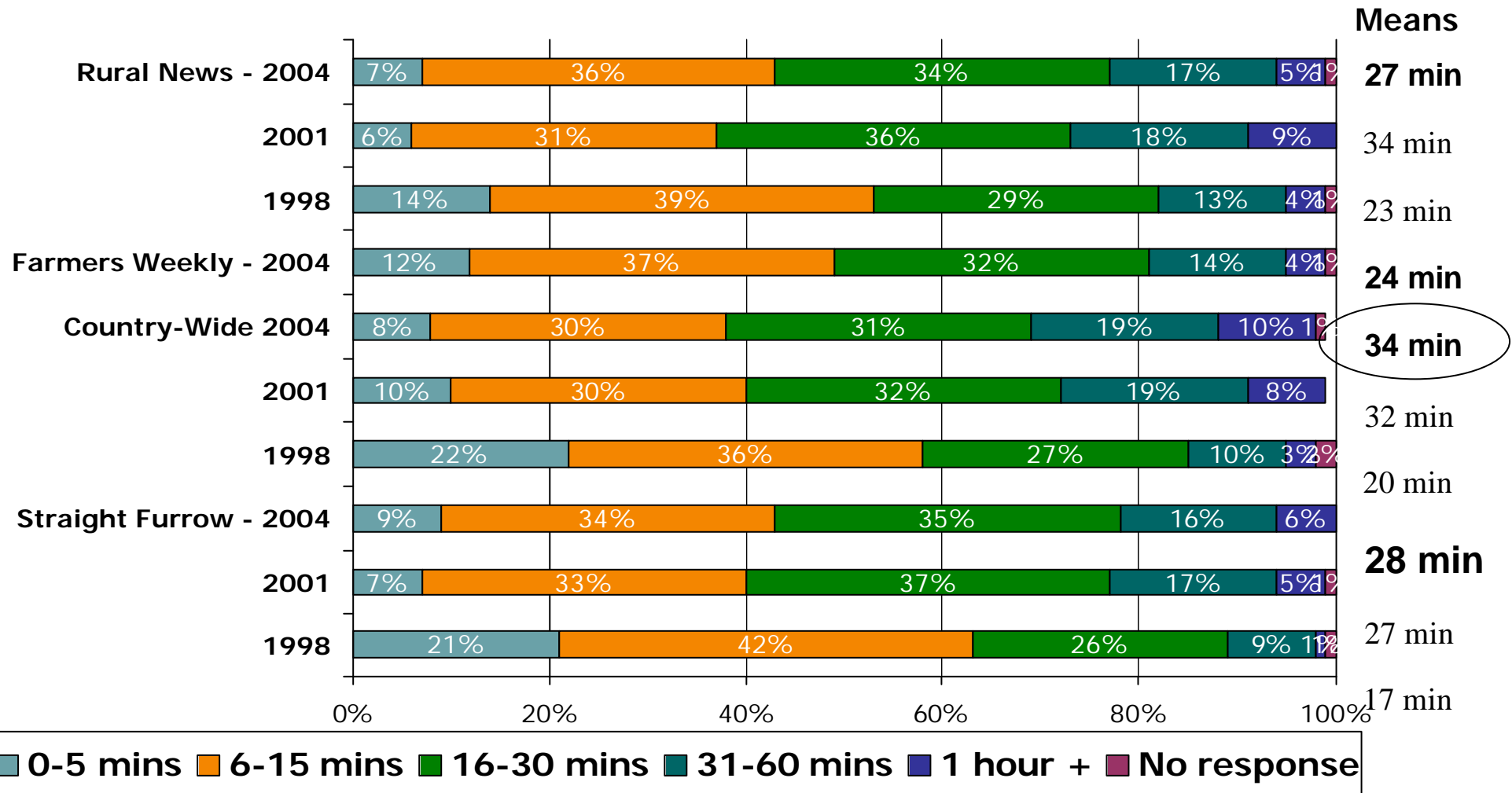
3+ times  
 Country-Wide 35%  
 Rural News 27%  
 Straight Furrow 26%  
 Farmers Weekly 25%



Base: Readers of each publication

# Time Spent Reading (Total)

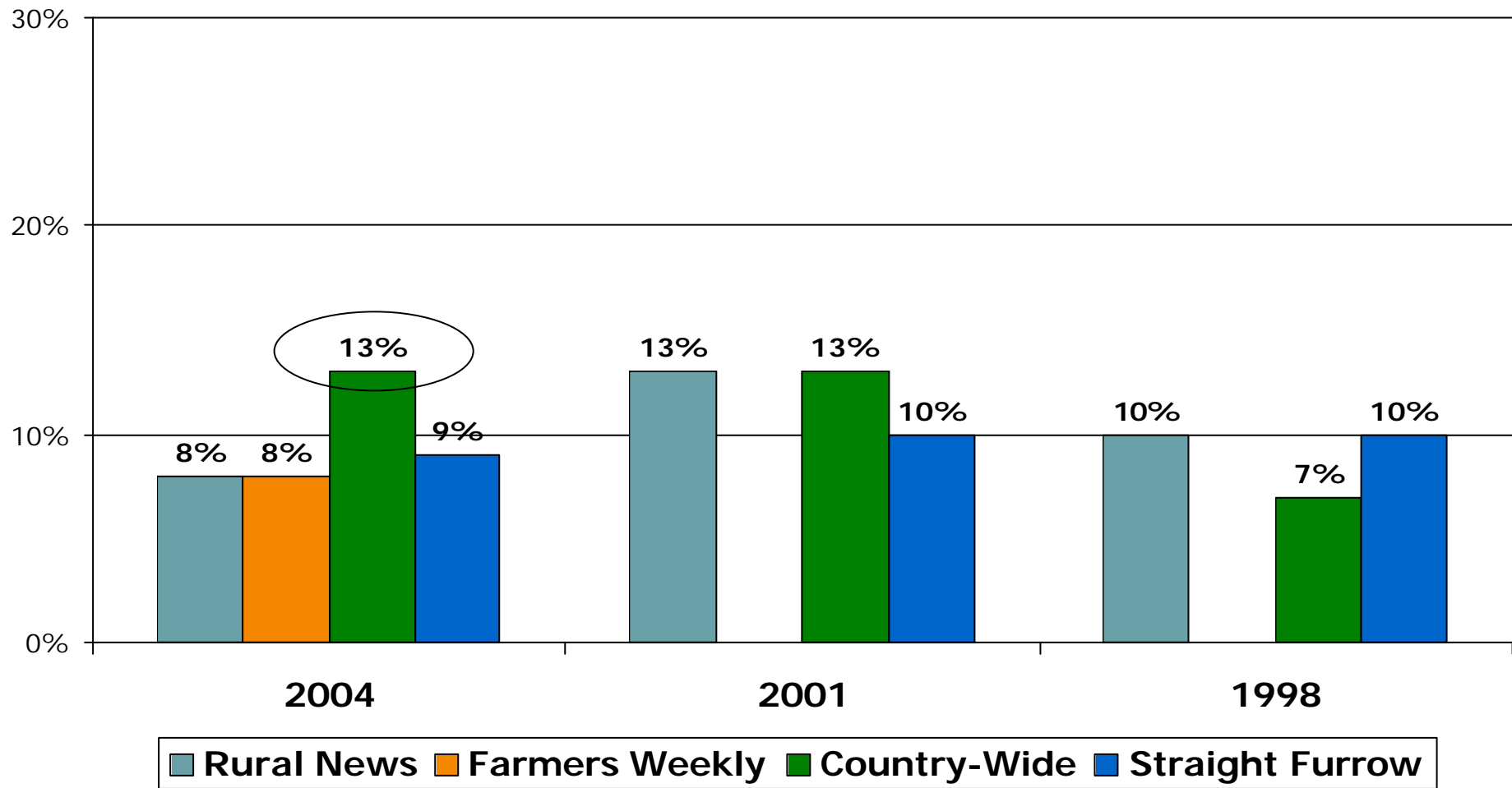
CW is read for longer, FW scored highest for time spent per page.



Base: Readers of each publication

# Once Read - Keep for Further Reference

Longevity and a reflection of the value of the content.



Base: Readers of each publication

# Other Readers

Shared management and buying decisions

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
Spouse	54%	54%	56%	53%
Farm Employee	14%	14%	14%	14%
Children	13%	12%	14%	13%
Other Farmer/Grower	13%	12%	12%	13%
Other	6%	6%	6%	7%
<b>Total Other Readers</b>	<b>1.13</b>	<b>1.08</b>	<b>1.14</b>	<b>1.1</b>

Base: Readers of each publication

# Overall Satisfaction by Publication

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Extremely Satisfied	19%	24%	27%	19%
6	29%	28%	26%	26%
5	27%	23%	22%	28%
4	16%	15%	14%	17%
3	6%	7%	6%	7%
2	2%	2%	2%	2%
1 – Extremely Dissatisfied	0%	1%	1%	1%
No Response/Don't Know	1%	1%	1%	1%
<b>Mean</b>	<b>5.3</b>	<b>5.4</b>	<b>5.5</b>	<b>5.2</b>

Base: Readers of each publication

# Ease of Reading by Publication

Good layout, less clutter, higher editorial ratio, less ads per page.

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Agree Strongly	29%	34%	34%	28%
6	32%	30%	31%	30%
5	22%	20%	18%	21%
4	12%	9%	11%	12%
3	3%	4%	3%	5%
2	1%	2%	2%	2%
1 – Disagree Strongly	0%	0%	0%	1%
No Response/Don't Know	1%	1%	1%	1%
<b>Mean</b>	<b>5.7</b>	<b>5.8</b>	<b>5.8</b>	<b>5.5</b>

Base: Readers of each publication

# Enjoyable to Read by Publication

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Agree Strongly	22%	27%	32%	21%
6	29%	27%	27%	27%
5	26%	23%	21%	26%
4	14%	13%	12%	14%
3	5%	5%	5%	7%
2	2%	3%	2%	3%
1 – Disagree Strongly	0%	1%	0%	1%
No Response/Don't Know	1%	1%	1%	1%
<b>Mean</b>	<b>5.4</b>	<b>5.5</b>	<b>5.6</b>	<b>5.3</b>

Base: Readers of each publication

# In-depth Coverage of Topics by Publication

The full story, worth reading.

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Agree Strongly	21%	27%	30%	22%
6	27%	28%	25%	27%
5	26%	21%	19%	23%
4	15%	14%	13%	15%
3	5%	5%	6%	7%
2	3%	3%	3%	3%
1 – Disagree Strongly	1%	1%	1%	1%
No Response/Don't Know	1%	1%	1%	1%
<b>Mean</b>	<b>5.3</b>	<b>5.5</b>	<b>5.5</b>	<b>5.3</b>

Base: Readers of each publication

# Usefulness in Day to Day Operations

Content that helps the farmer in their business.

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Agree Strongly	13%	<b>18%</b>	<b>18%</b>	13%
6	17%	19%	18%	17%
5	22%	19%	18%	20%
4	20%	17%	18%	20%
3	13%	12%	13%	14%
2	8%	8%	8%	9%
1 – Disagree Strongly	2%	2%	3%	3%
No Response/Don't Know	5%	5%	5%	4%
<b>Mean</b>	<b>4.6</b>	<b>4.8</b>	<b>4.7</b>	<b>4.6</b>

Base: Readers of each publication

# Excellence of Editorial Quality by Publication

Credibility and integrity.

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Excellent	16%	<b>19%</b>	<b>19%</b>	16%
6	24%	26%	26%	25%
5	24%	22%	21%	24%
4	15%	14%	14%	15%
3	6%	5%	5%	5%
2	2%	2%	2%	2%
1 – Poor	1%	1%	0%	1%
No Response/Don't Know	12%	11%	12%	12%
<b>Mean</b>	<b>5.2</b>	<b>5.4</b>	<b>5.4</b>	<b>5.3</b>

Base: Readers of each publication

# Publications Use Most For

Country-Wide & Farmers Weekly rated best for the top eight topics of importance to farmers.

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow	Rating of Importance
<b>1. R&amp;D</b>	39%	30%	<b>41%</b>	38%	4.1
<b>2. News/Issues</b>	57%	<b>59%</b>	50%	58%	4.0
<b>3. Animal Health</b>	31%	22%	<b>34%</b>	29%	4.0
<b>4. Pasture Management</b>	18%	14%	<b>25%</b>	17%	3.9
<b>5. Livestock</b>	38%	39%	<b>46%</b>	38%	3.9
<b>6. Market Information</b>	18%	<b>34%</b>	14%	19%	3.9
<b>7. Farm management</b>	28%	24%	<b>35%</b>	27%	3.7
<b>8. Agribusiness</b>	33%	<b>38%</b>	33%	34%	3.6
9. Equipment & Machinery	42%	21%	29%	49%	3.2
10. Humour & Satire	17%	10%	9%	12%	3.2
11. Real Estate	13%	12%	18%	20%	2.6
12. Tree/Vine Health	7%	4%	8%	7%	2.3

Base: Total Sample

# Publication Use Most For

%

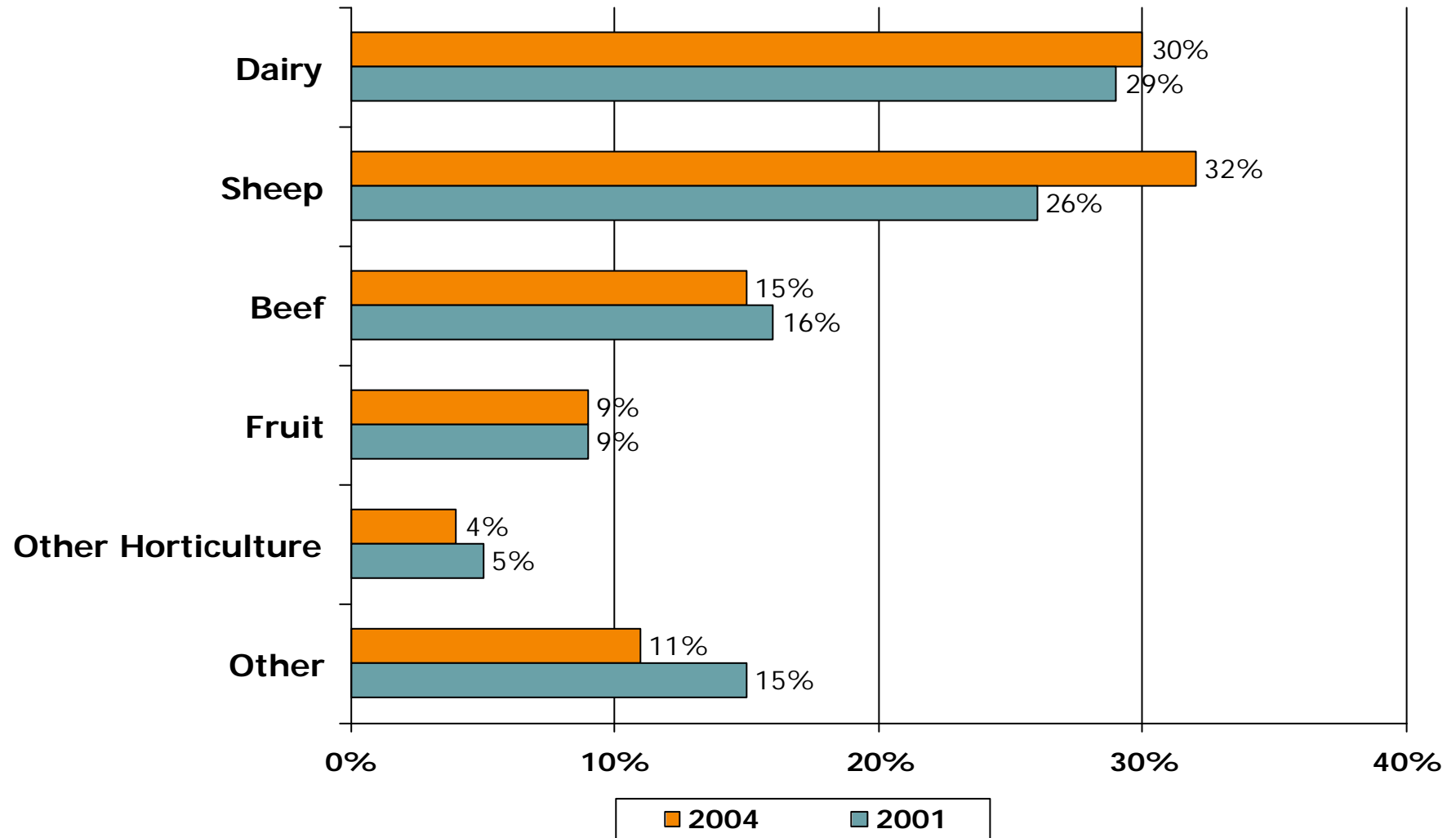
	Rural News	Farmers Weekly	Country-Wide	Straight Furrow	Dairyman	Dairying Today	NZ Dairy Exporter	
Industry News	59	65	54	61	54	54	59	
New technology/R&D	41	33	44	40	44	42	69	
Machinery & products	44	23	31	52	22	23	24	
Farm management	29	26	38	29	36	35	53	
Animal health	33	24	37	30	41	40	59	
Real Estate	-	12	18	20	-	-	-	
Agribusiness/ marketing/finance	35	41	35	36	30	30	43	
Livestock	41	43	50	40	41	40	51	
Market Info	19	38	16	20	14	14	16	
Pasture Management	18	15	27	18	31	30	45	

Base: Readers of each publication

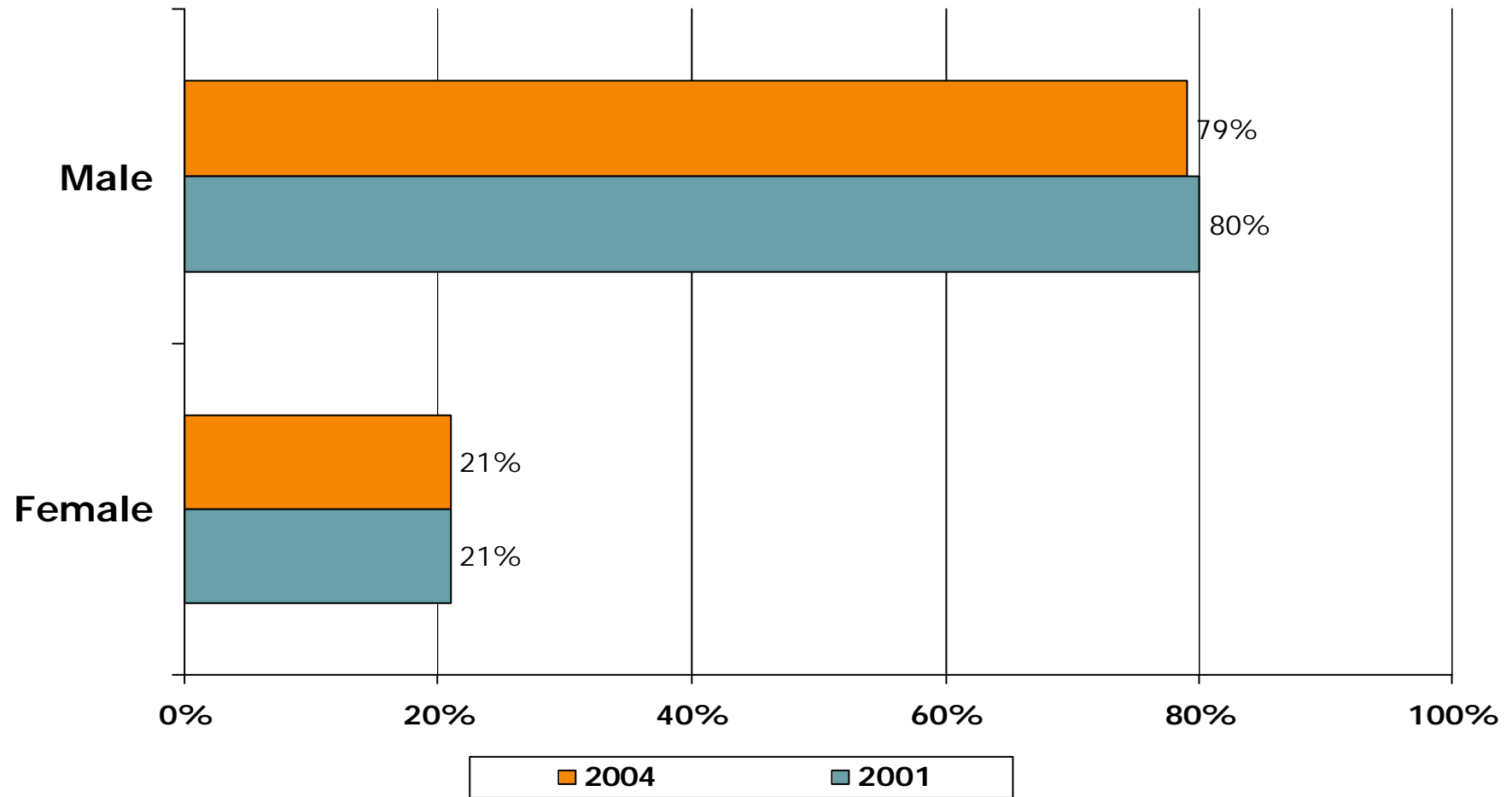
# Demographics



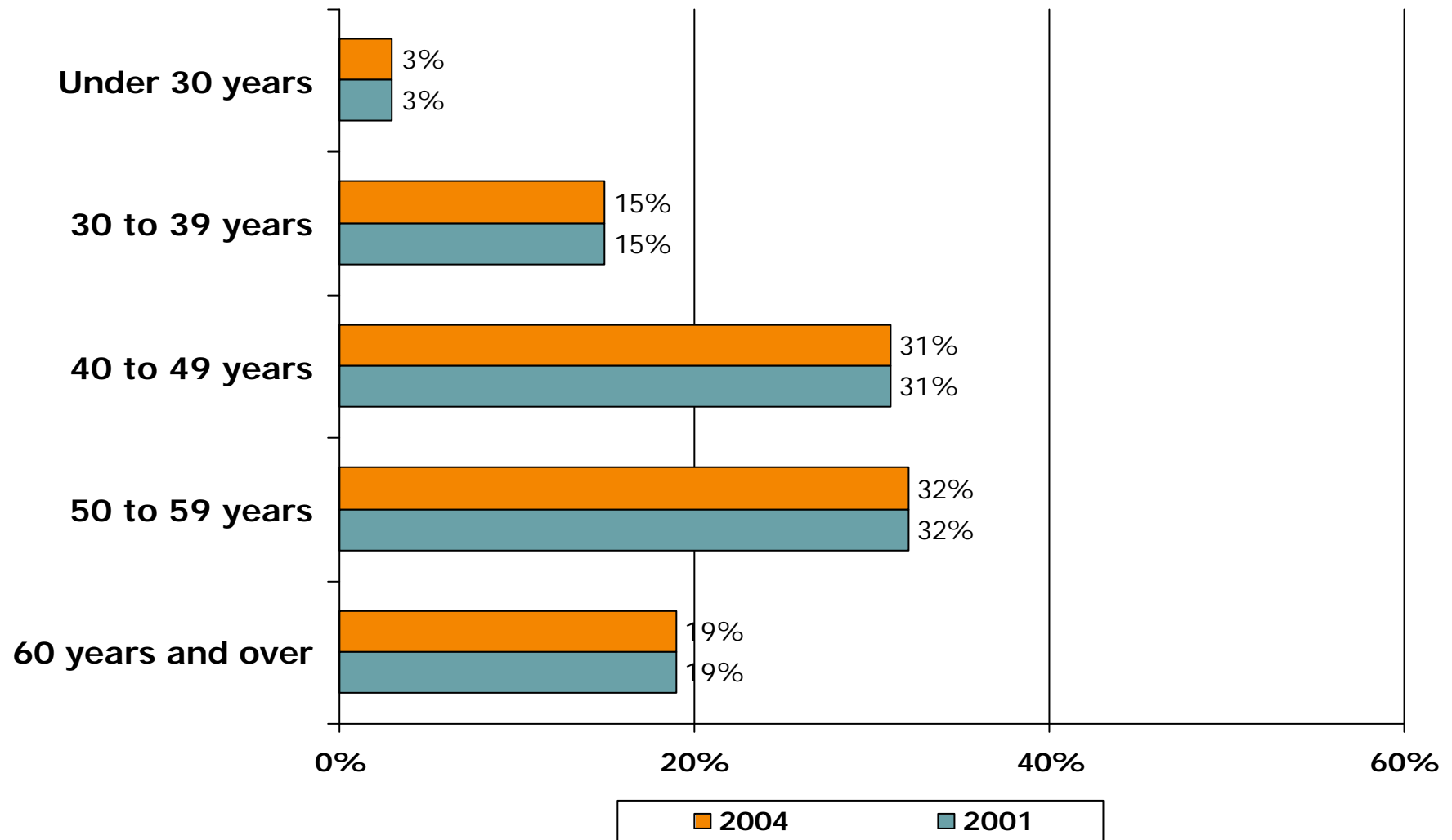
# Farm Type – Total Sample



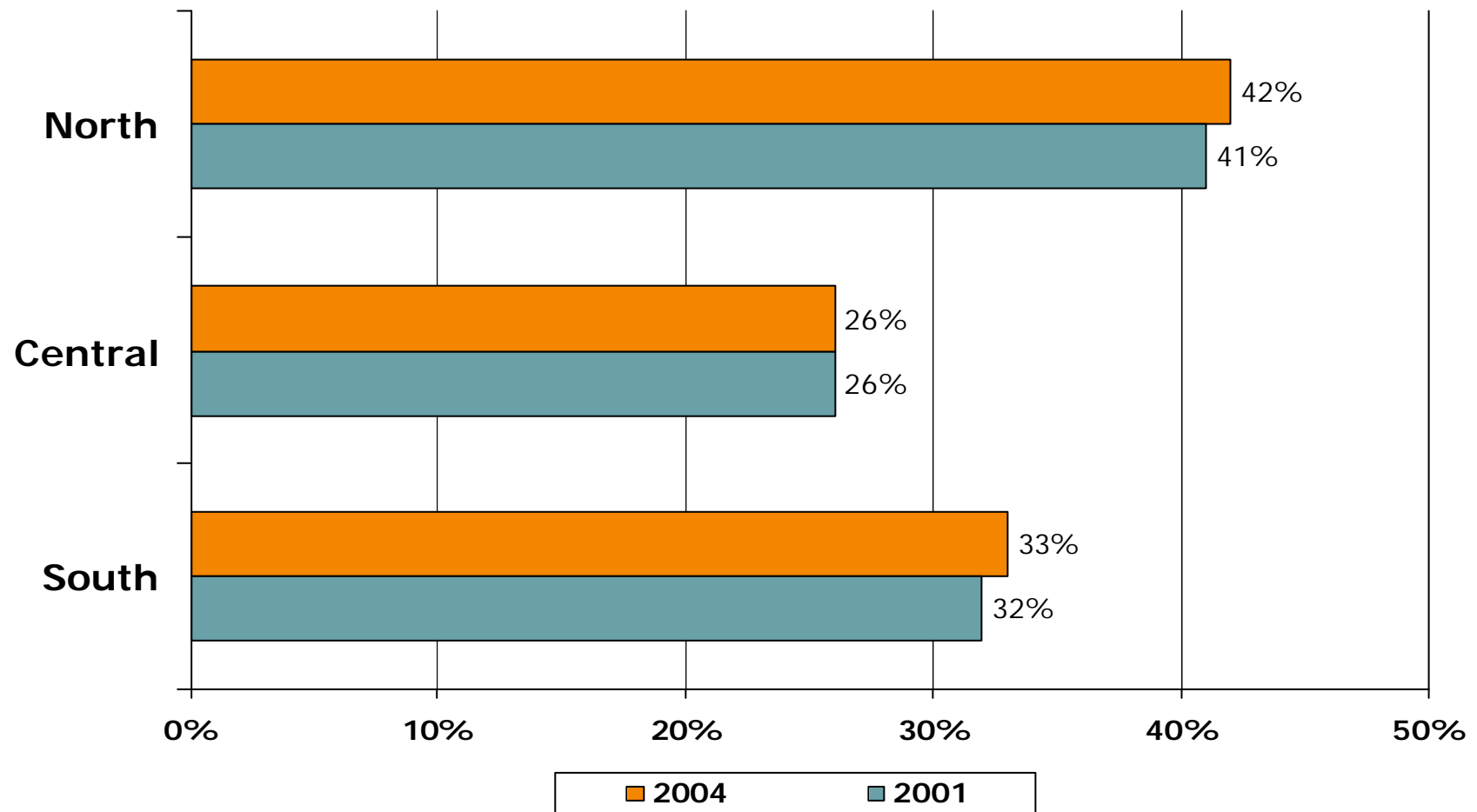
# Gender – Total Sample



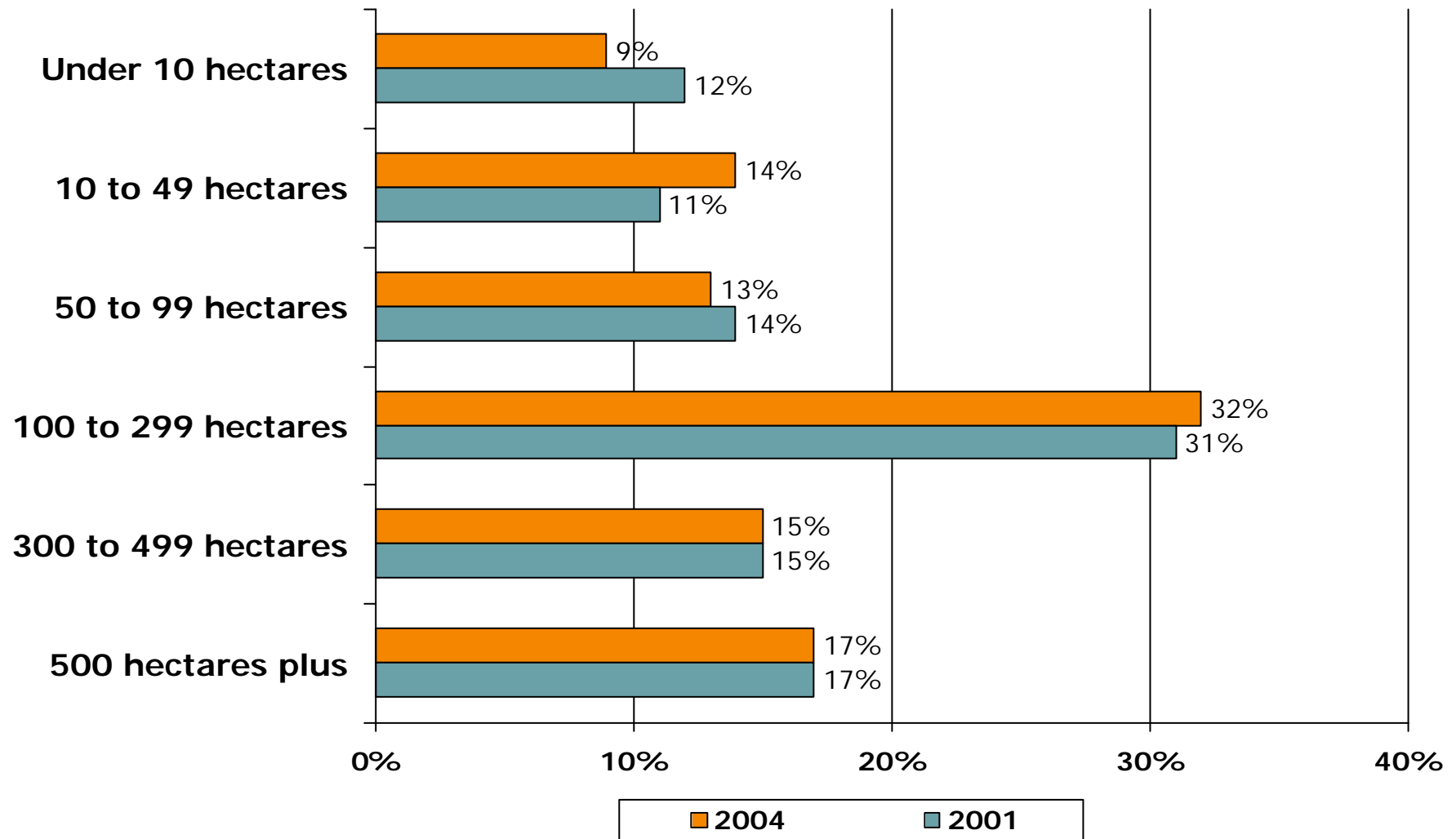
# Age Group – Total Sample



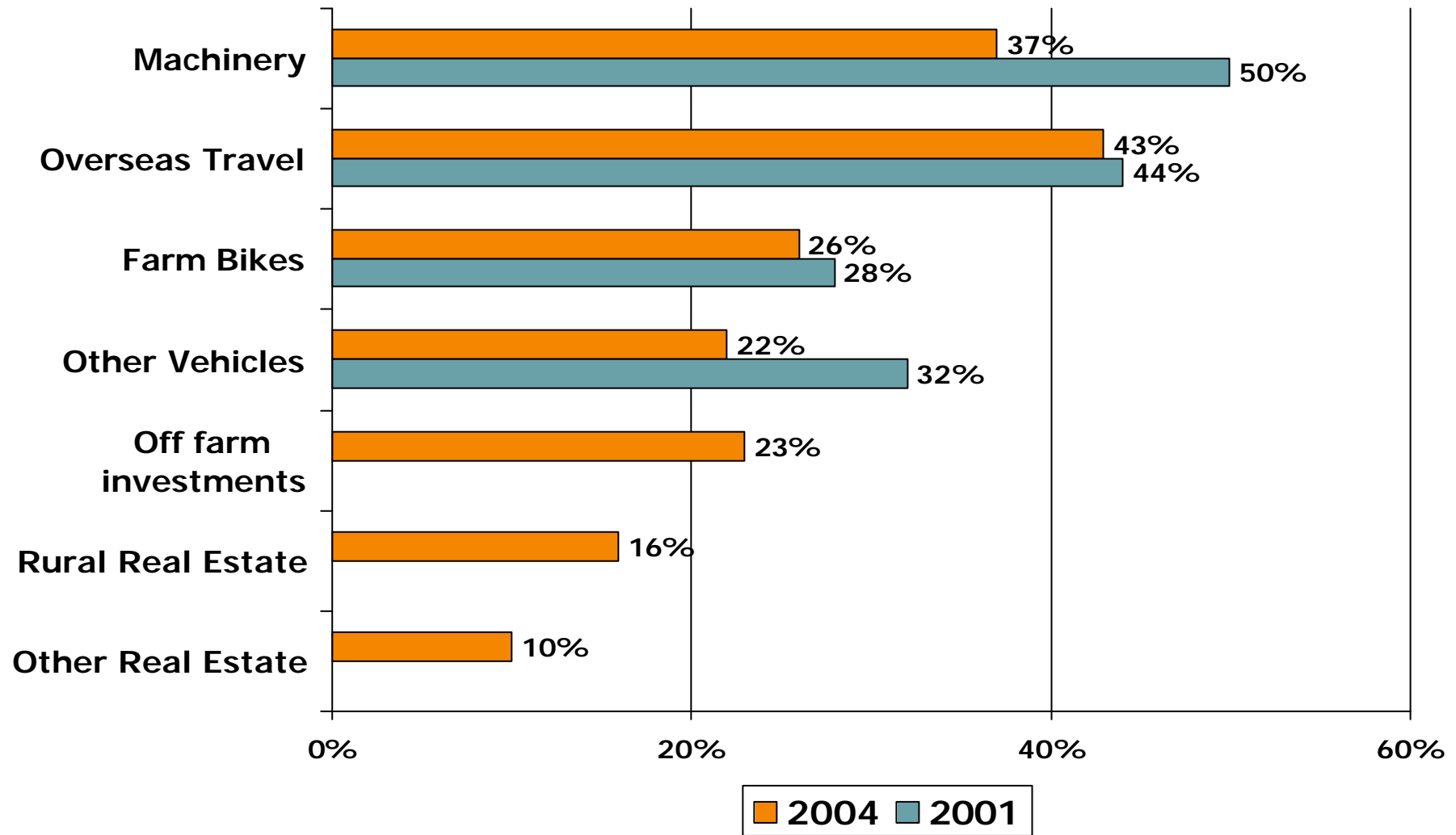
# Region – Total Sample



# Size of Property – Total Sample

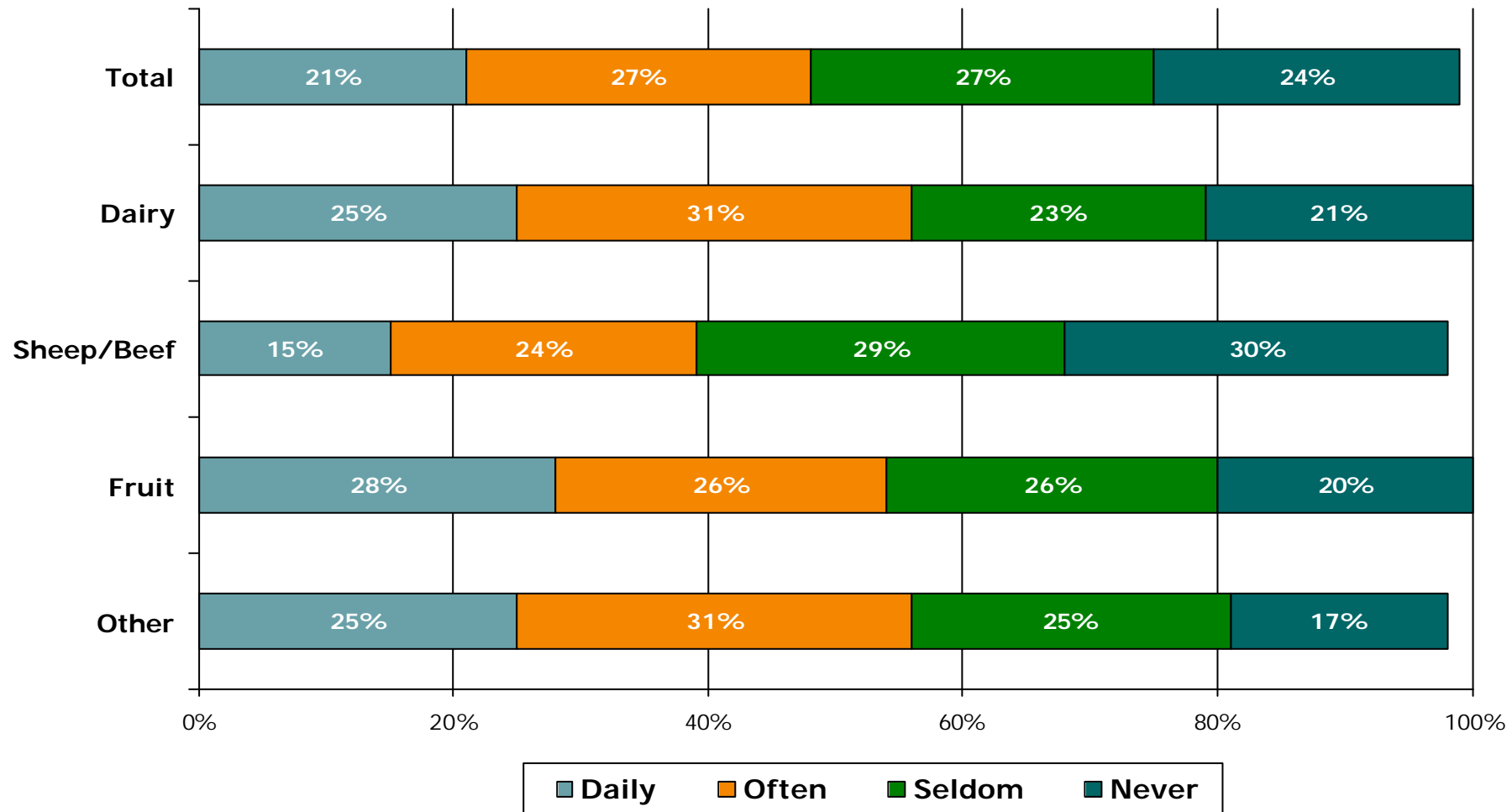


# Items Intend to Buy in Next 12 Months



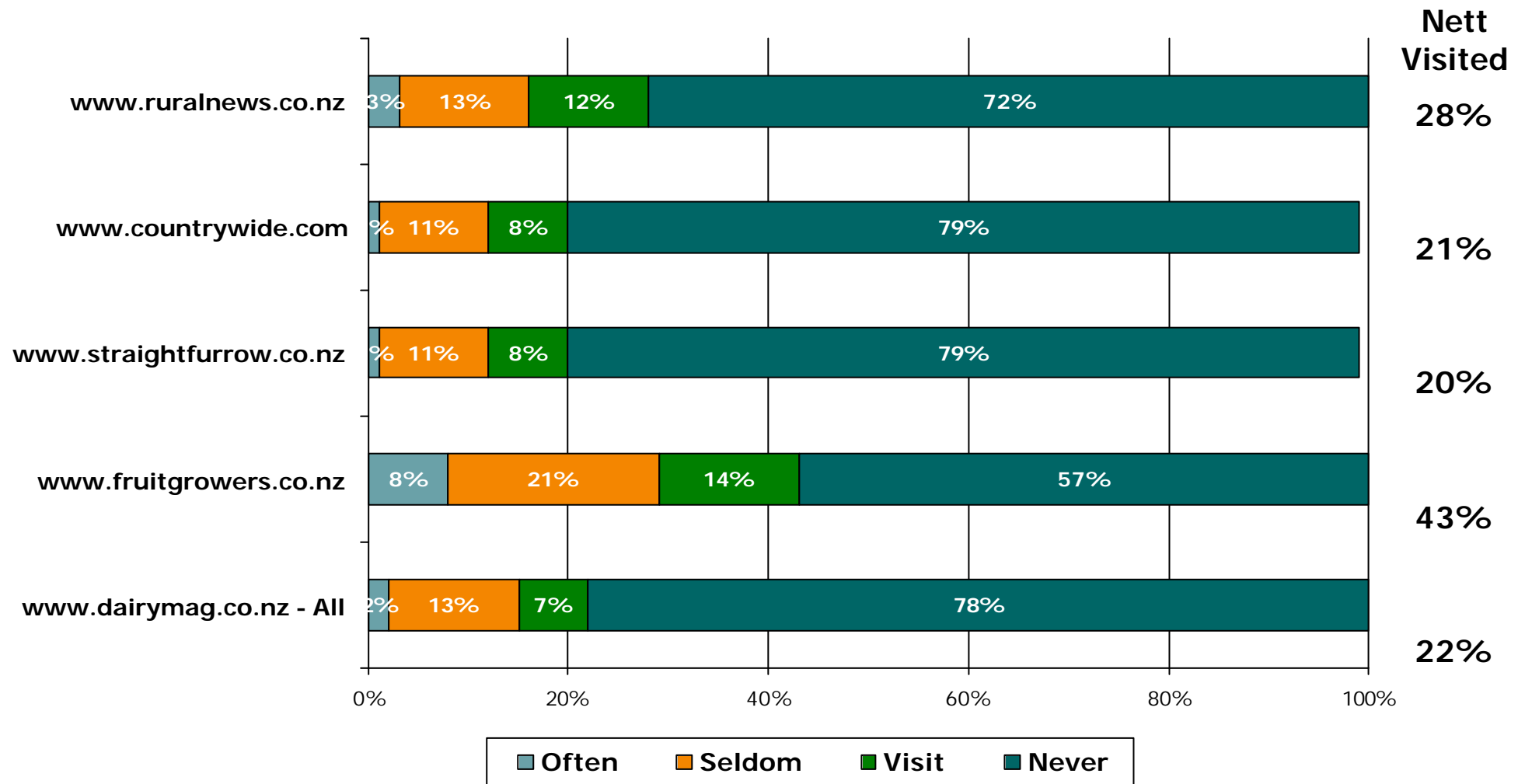
# Use of Email/Internet for Farming/ Business Related Activities

Only 48% of all farmers use the email internet daily/often.



# Websites Visited and How Often

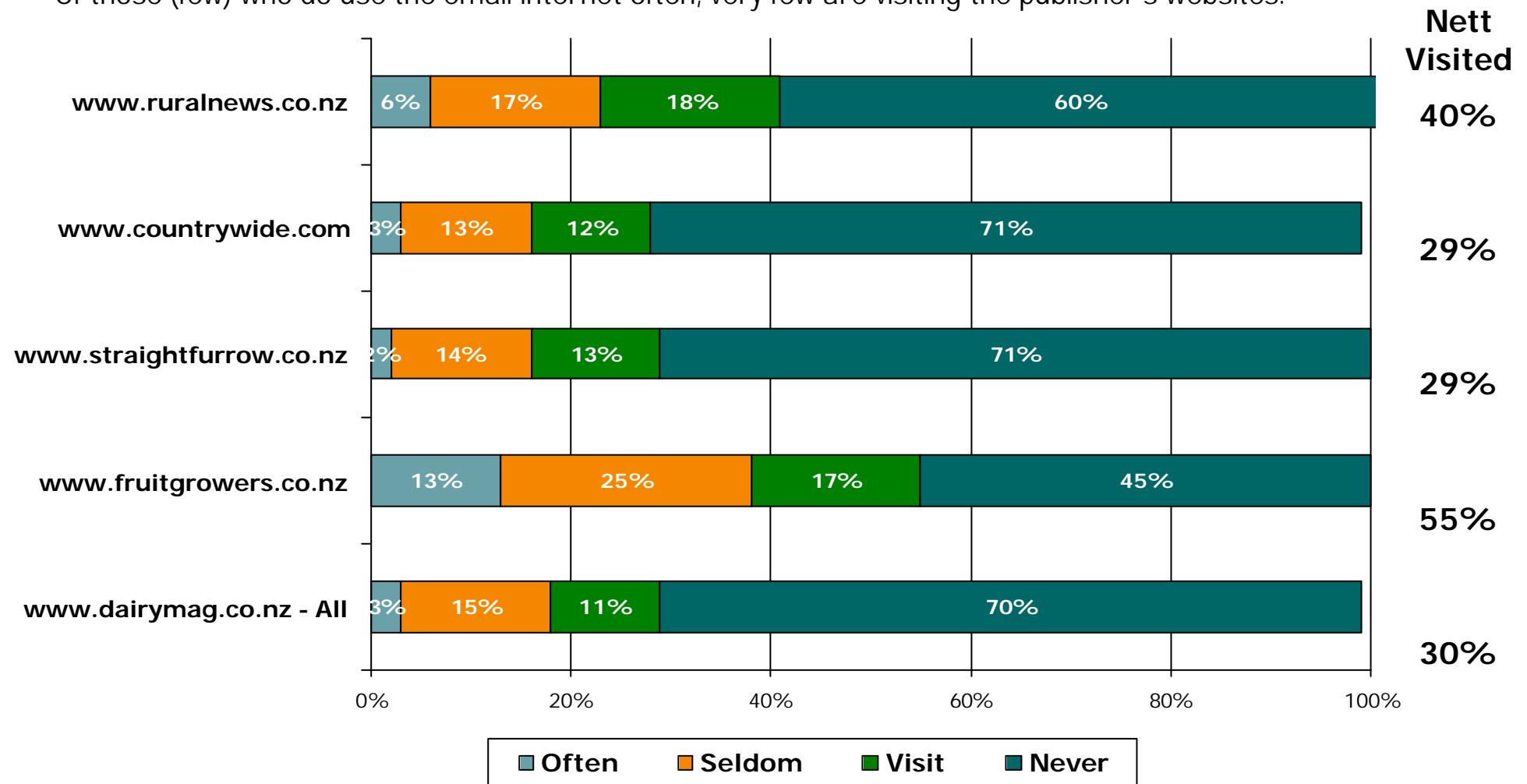
98% of farmers visit CW & SF websites seldom/never, and 97% visit RN website seldom/never.



Note: fruitgrowers based on primary fruit, dairymag based on primary dairy  
Others based on all farm types

# Websites Visited and How Often for those who use internet or email daily/often

Of those (few) who do use the email internet often, very few are visiting the publisher's websites.



Note: Based on those who use email/internal daily or often  
 Also, fruitgrowers based on primary fruit, dairymag based on primary dairy

# Depth of Reading/Attitudes Summary

Dairy Exporter dominates the dairy publications and Country-Wide & Farmers Weekly dominate the mainstream titles. Farmers Weekly has the highest depth of reading per page.

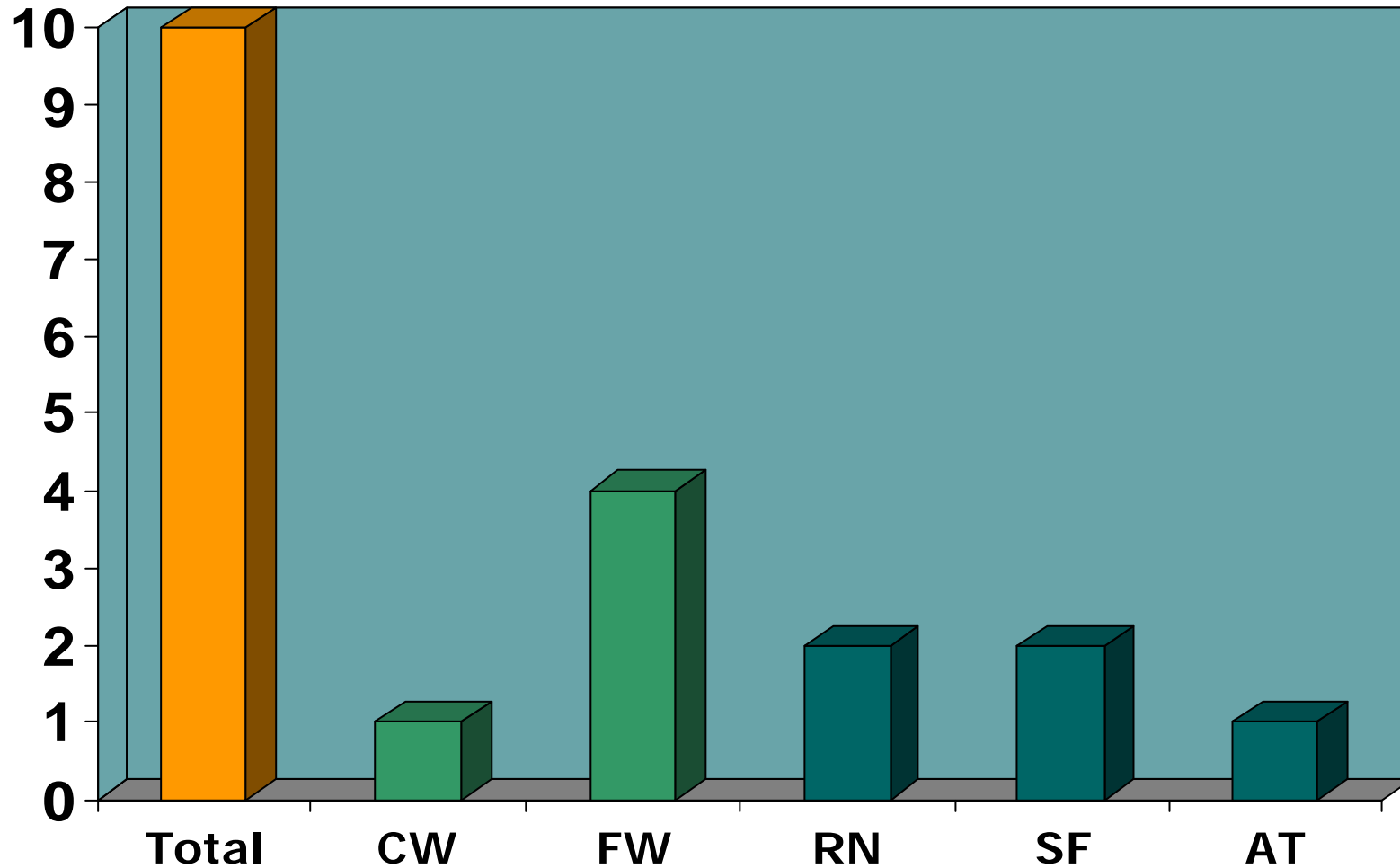
%

	Read all issues	Times Read (3+)	Time spent (31+ mins)	Once finished (keep for reference)	Satisfaction (6 or 7)	Easy to read (6 or 7)	Enjoyable to read (6 or 7)	Indepth comp coverage (6 or 7)	Useful for day to day farm ops (6 or 7)	Excellent editorial quality (6 or 7)	Total no of readers
NZ Dairy Exporter	60	59	51	43	64	68	61	71	53	50	1.7
The Orchardist	62	47	35	54	55	65	53	62	51	43	2.26
Dairying Today	49	35	27	11	46	60	49	54	37	38	1.1
Dairyman	50	35	26	16	48	62	52	56	40	40	1.13
Country-Wide	52	37	29	13	53	65	59	55	38	45	1.14
Rural News	50	28	22	8	48	61	51	48	30	40	1.13
Straight Furrow	49	28	22	9	45	58	48	49	30	41	1.1
Farmers Weekly	53	27	18	8	52	64	54	55	37	45	1.08

Base: Readers of each publication

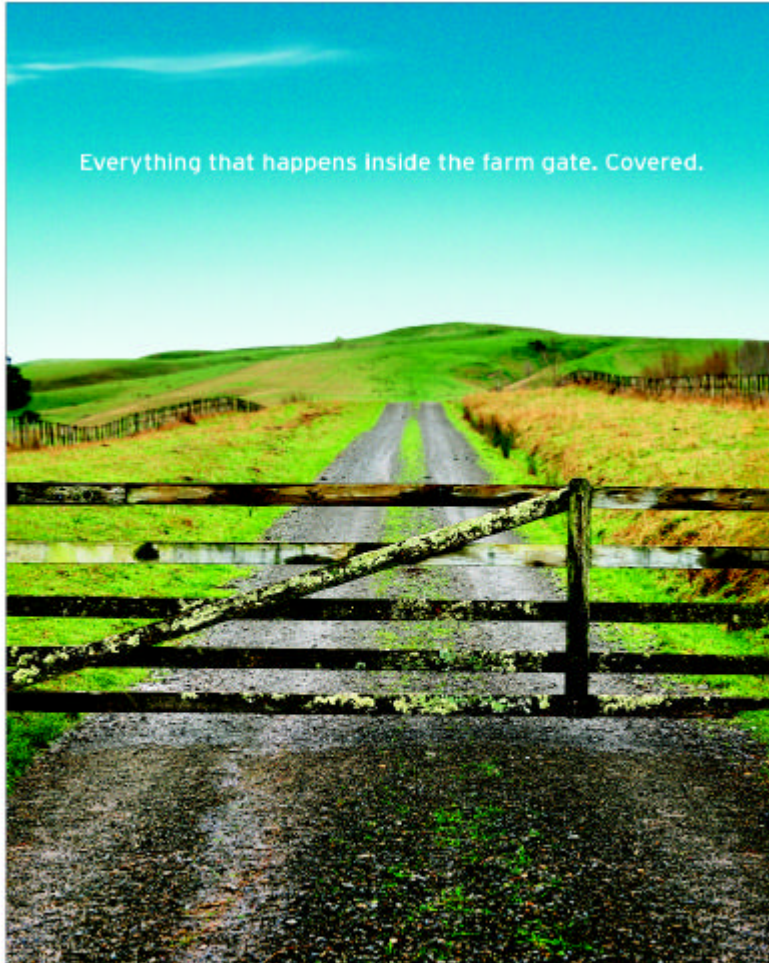
# Clutter: 10 national rural publications/month

Our readers are a new breed of farmers – business focused and always looking for relevant information to stay competitive. Our publications cut through the clutter.



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