



TRUST, INFLUENCE AND REACH

NIELSEN CMI RURAL SURVEY
2022 COMMERCIAL FARMERS

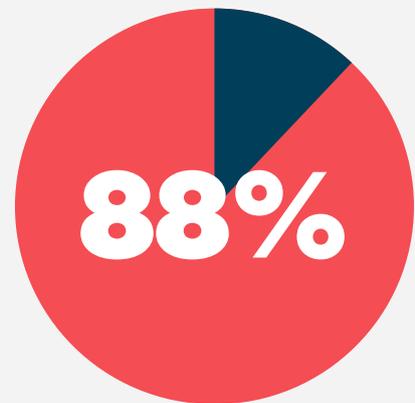
TRUST, INFLUENCE AND REACH

NIELSEN CMI RURAL SURVEY 2022 COMMERCIAL FARMERS

The Nielsen CMI Rural Survey 2022 tells a rural print story of trust, influence and reach.

It shows that traditional media remain firm favourites with farmers, being used alongside and in tandem with increased internet usage. Rural News Group worked with Nielsen to target our primary readership, Commercial Farmers, excluding lifestyle blocks and city workers who live rurally.

The results show Commercial Farmers are high value readers who are big users of Rural Print (88%) and, crucially, they trust Rural Print, which in turn influences their thinking and behaviour – particularly around purchasing (e.g. 73% will call or visit a website to find out more about products/services they've read about in a rural publication). As in similar research, the Nielsen survey confirms farmers follow a pathway from rural print to online when considering purchases for the farm.

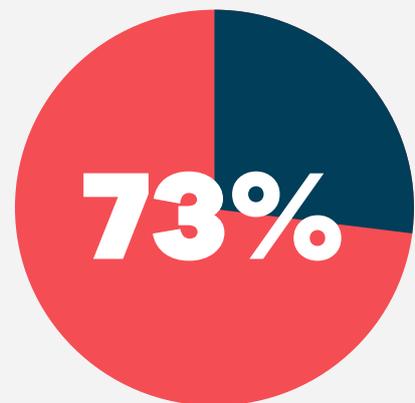


COMMERCIAL FARMERS ARE HIGH VALUE READERS AND BIG USERS OF RURAL PRINT

TOPLINE READERSHIP

170,000

AT 170,000 RURAL NEWS HAS HIGHEST TOP LINE READERSHIP IN THE RURAL PRINT SEGMENT.

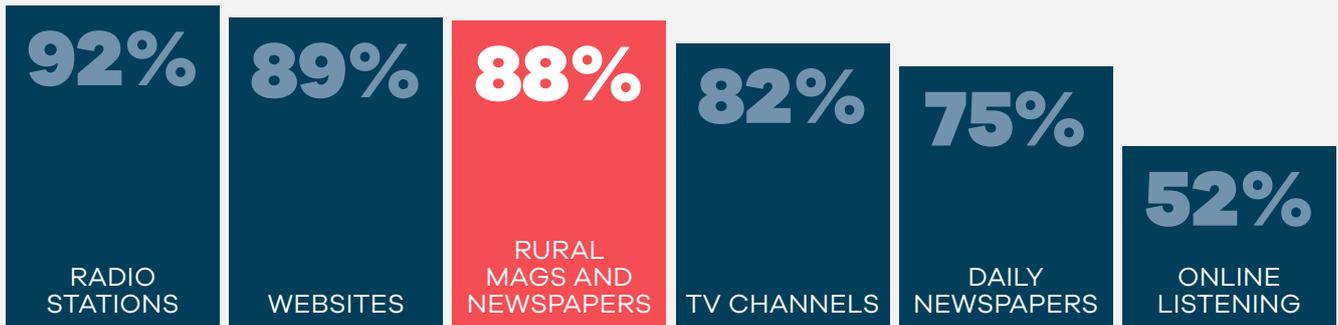


WILL CALL OR VISIT WEBSITE ABOUT PRODUCTS & SERVICES THEY'VE READ ABOUT IN A RURAL PUBLICATION

MEDIA HABITS

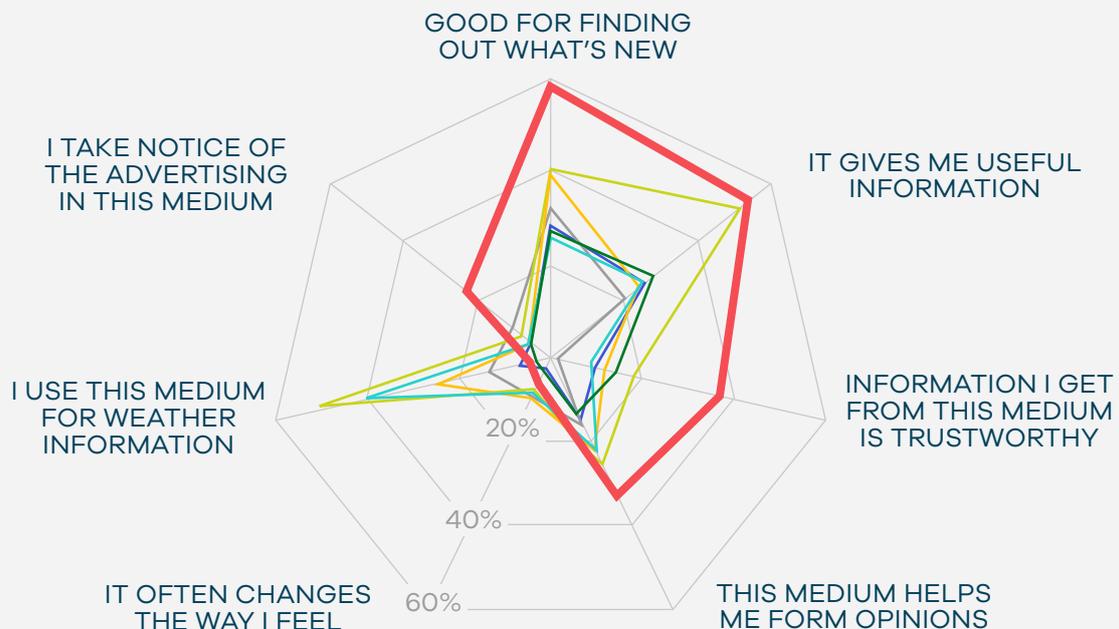
Rural media consumption

Results show traditional media plays a major role in Commercial Farmers' media consumption and as a pathway to online research and websites, which are growing in importance. Radio, websites and rural print are the three mediums reaching the largest proportion of Commercial Farmers with rural print benefiting from the highest levels of trust and influence (see below).



Media Engagement

Results show rural print publications are the most trusted and influential media segment for Commercial Farmers who see it as a source of useful information and good for finding out what's new. They trust the information they get from this medium and what they read in these publications helps them form opinions.

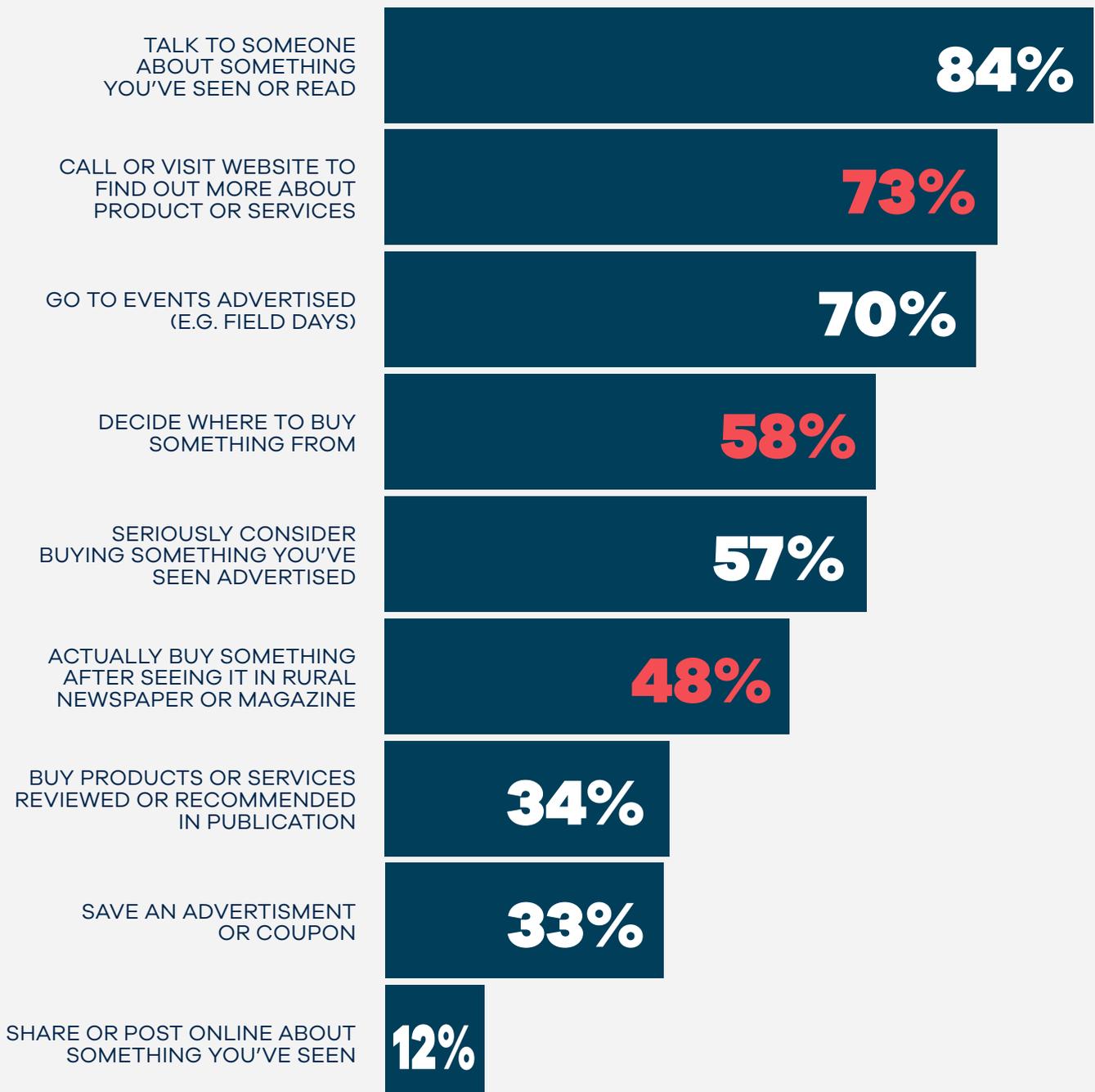


CONSUMER ACTION

Influencing behaviour

Results show 84% of Commercial Farmers will talk to someone about something they've read in a rural publication. Crucially, 73% of them will call or visit a website to find out more about products/services they've read about in a rural publication.

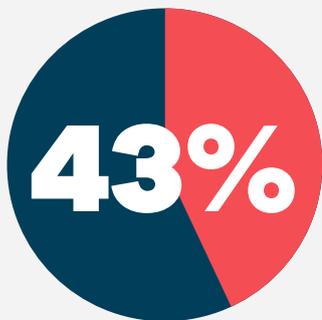
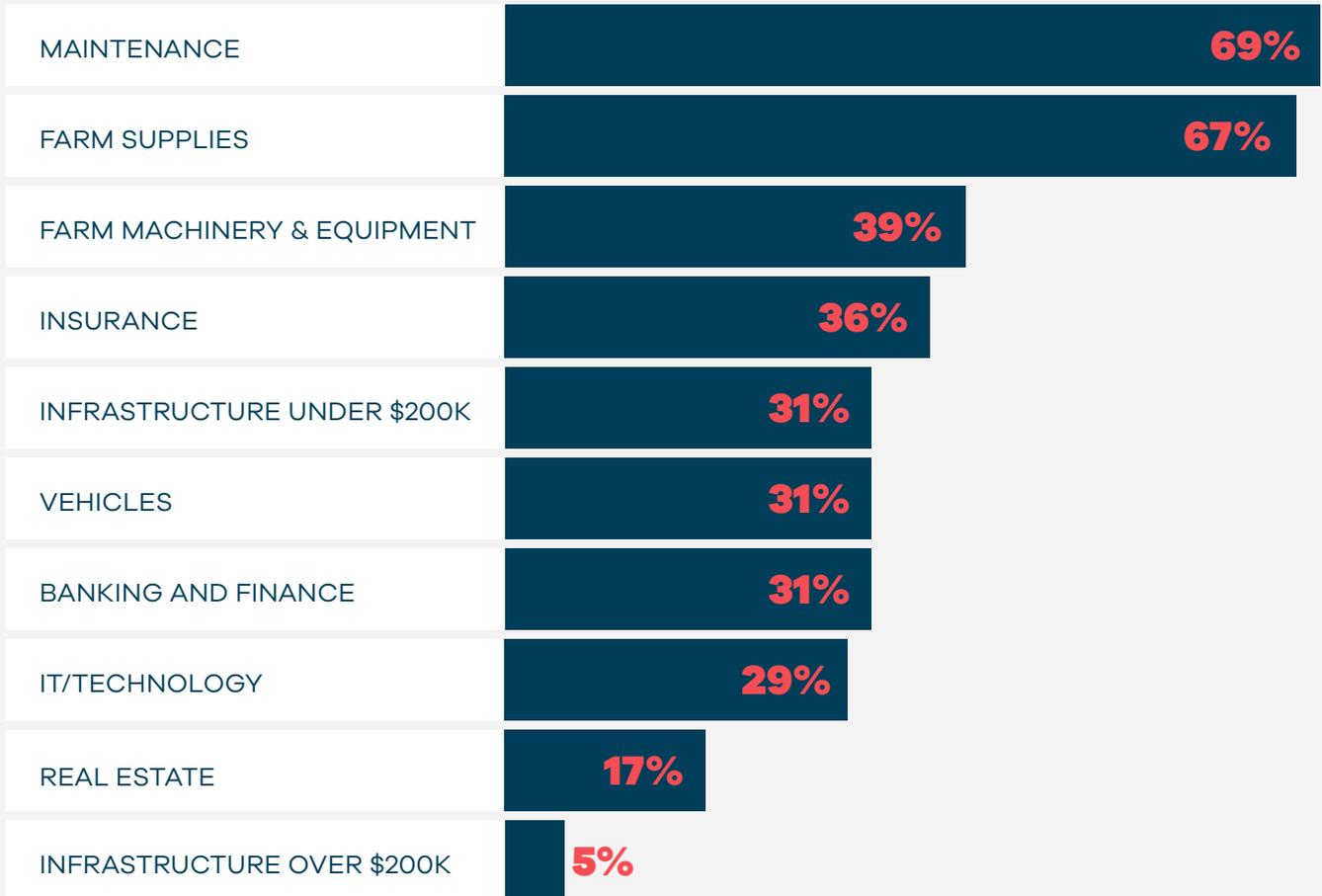
Rural print is considered a high trust environment by farmers: Based on what they've read in rural publications, 70% will go to an event advertised, 58% will decide where to buy something and 48% will actually buy something after seeing it in a rural publication.



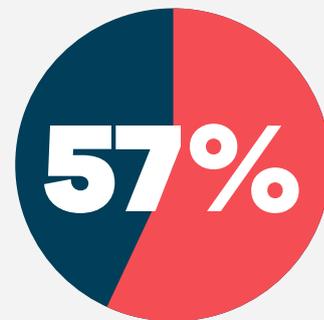
PLANS TO SPEND

Plans to purchase or upgrade in the next 12 months

Maintenance and **Farm Supplies** are the most common products or services your target is looking to purchase or upgrade in the next 12 months, followed by **Farm Machinery and Equipment**, and **Insurance**.



43% INTEND TO PURCHASE A TRACTOR IN THE NEXT 12 MONTHS



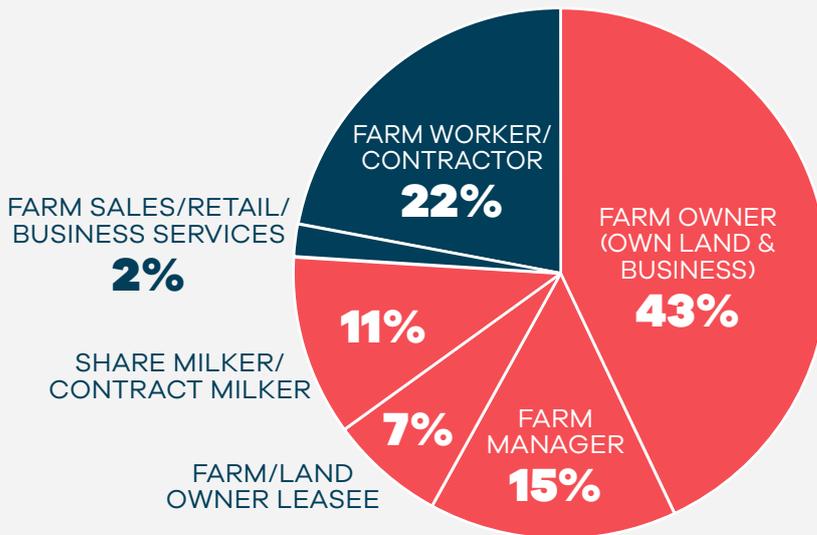
57% PLAN TO UPGRADE THEIR BANKING, PAYROLL OR FINANCIAL SERVICES IN THE NEXT 12 MONTHS

TARGET PROFILE

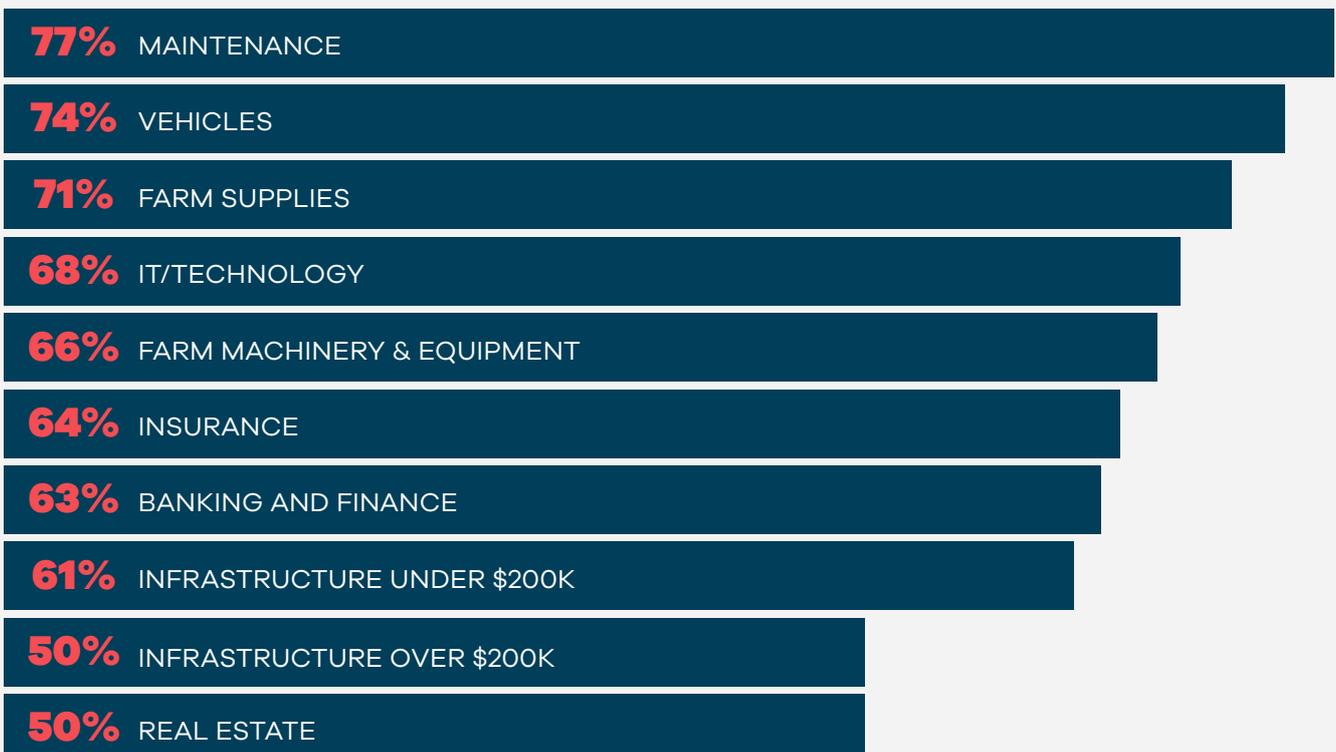
Target profile

Decision makers

Nielsen worked with Rural News Group to target our primary readership, Commercial Farmers, excluding lifestyle blocks and city workers who live rurally. As a result, this report profiles high value readers: 76% either own or lease farms or are either farm managers or sharemilkers.



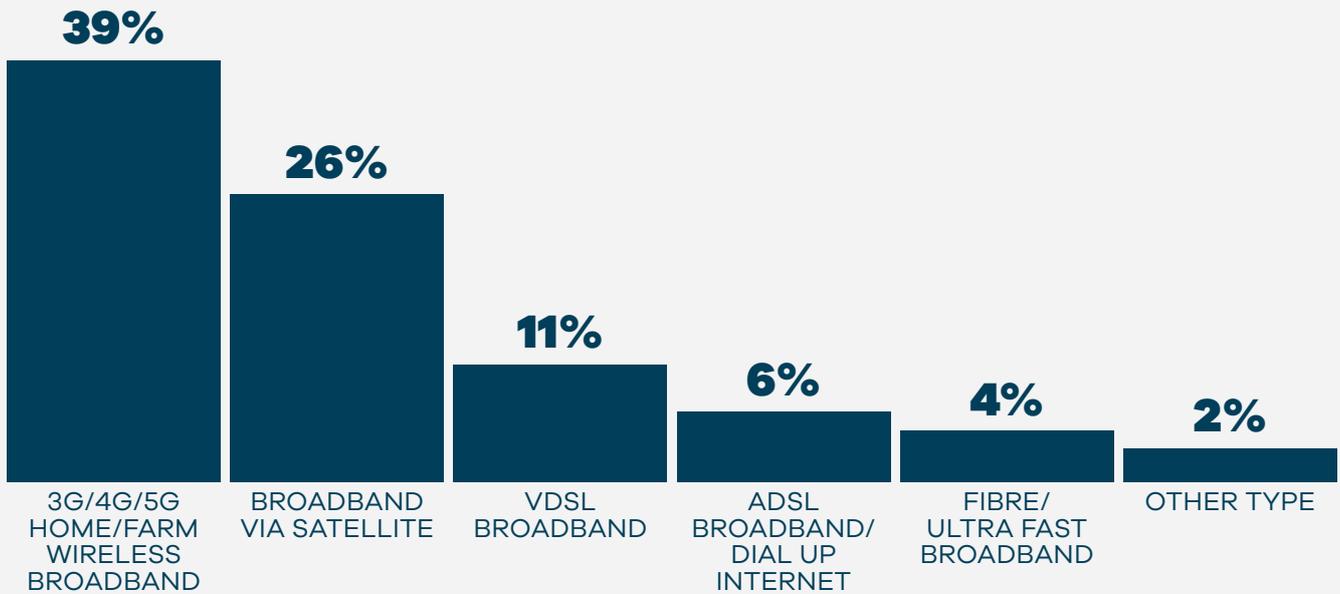
Sole/joint decision makers for...



CONNECTIVITY

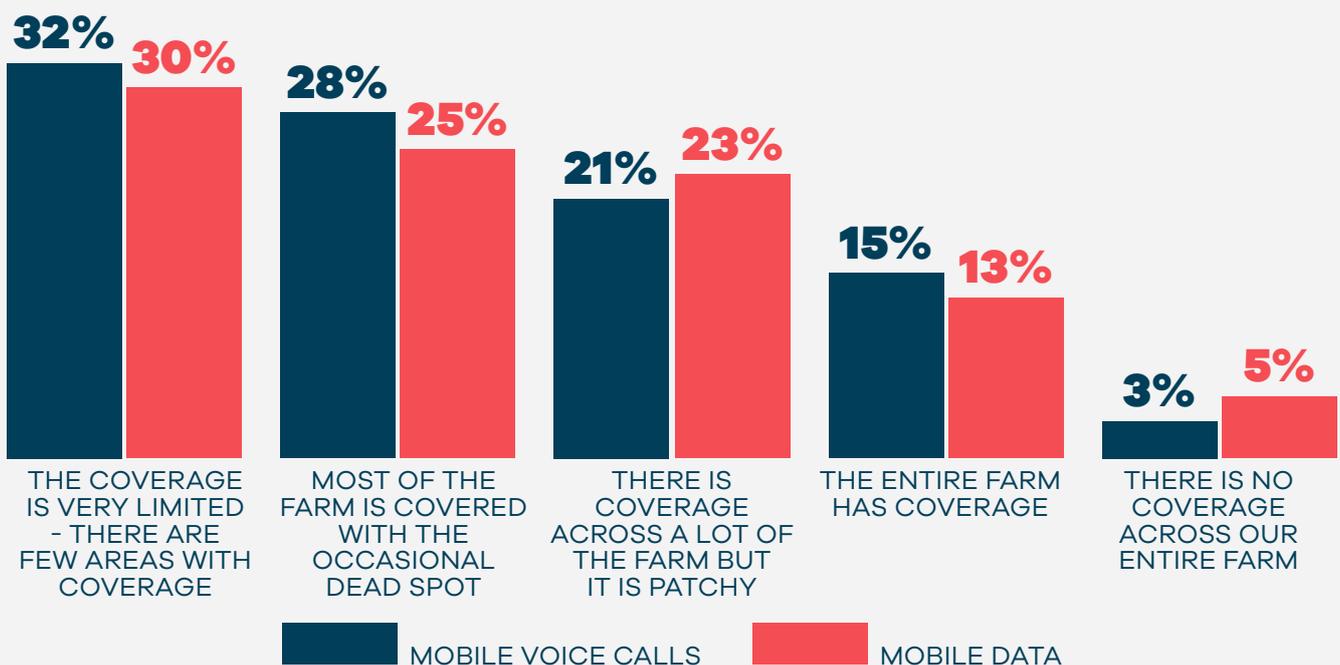
Life in the fast lane?

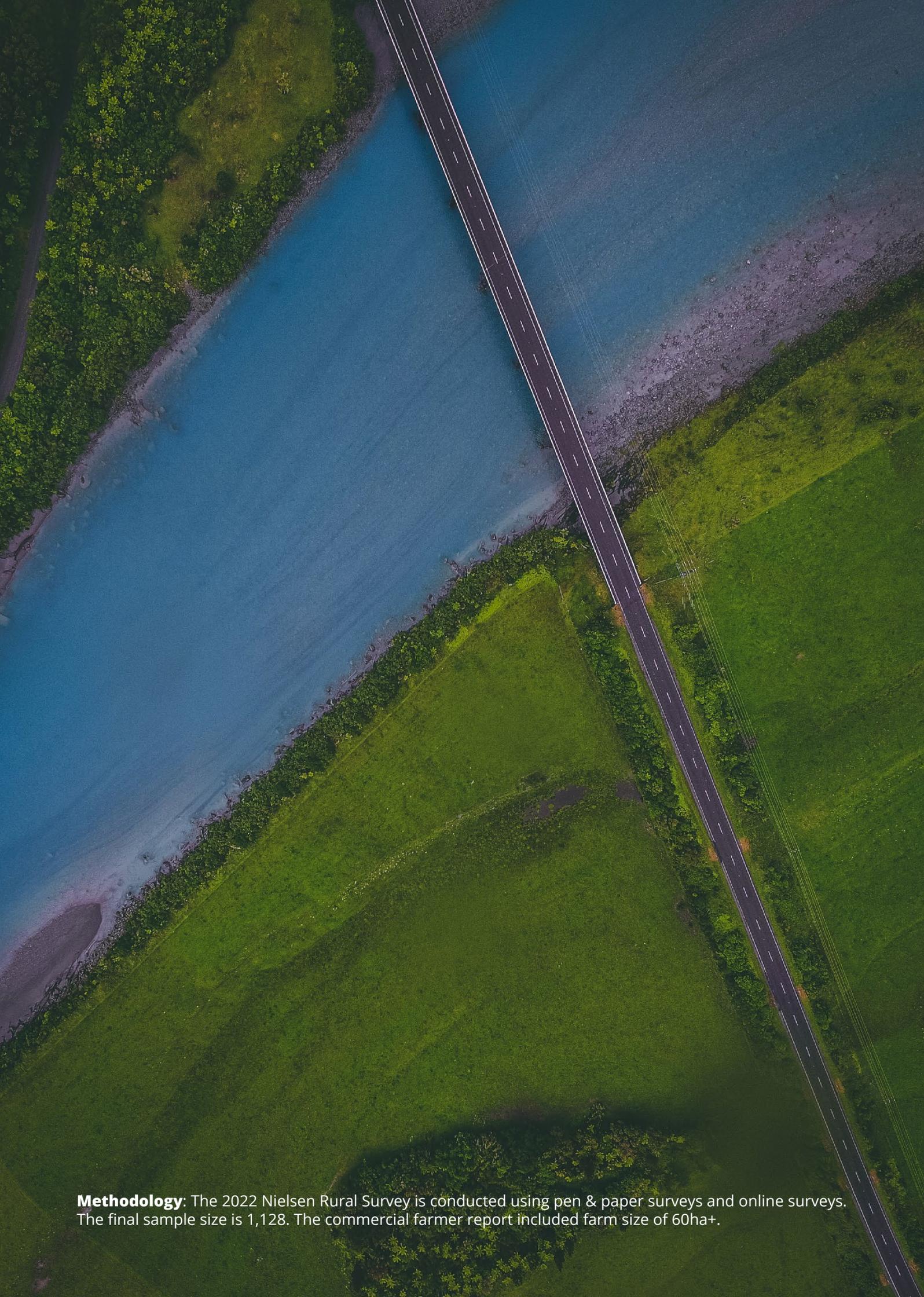
Commercial Farmers are online, but only 4% enjoy the fibre/ultra fast broadband services that are commonplace in town, and 54% are constrained online by a data cap. Similarly, only 13% have mobile data coverage across their entire farm, and 35% have limited or zero mobile coverage on their farm.



Coverage across the farm

Monthly mobile data vs voice calls quality





Methodology: The 2022 Nielsen Rural Survey is conducted using pen & paper surveys and online surveys. The final sample size is 1,128. The commercial farmer report included farm size of 60ha+.