



colmar brunton

2004 Rural Readership Survey

July 2004

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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 types of interest

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

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



Readership

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 – Region

% 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 – 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%

Readership – Age

% Read	Total	Under 40 yrs	40-49 yrs	50-59 yrs	60+ yrs
Rural News	94%	94%	93%	95%	95%
Straight Furrow	94%	92%	93%	96%	94%
Country Wide	92%	91%	91%	93%	91%
Farmers Weekly	90%	90%	87%	89%	95%
Dairying Today	34%	41%	40%	28%	28%
The Dairyman	33%	39%	39%	27%	28%
NZ Dairy Exporter	31%	39%	37%	25%	23%
The Orchardist	11%	5%	10%	12%	18%

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%



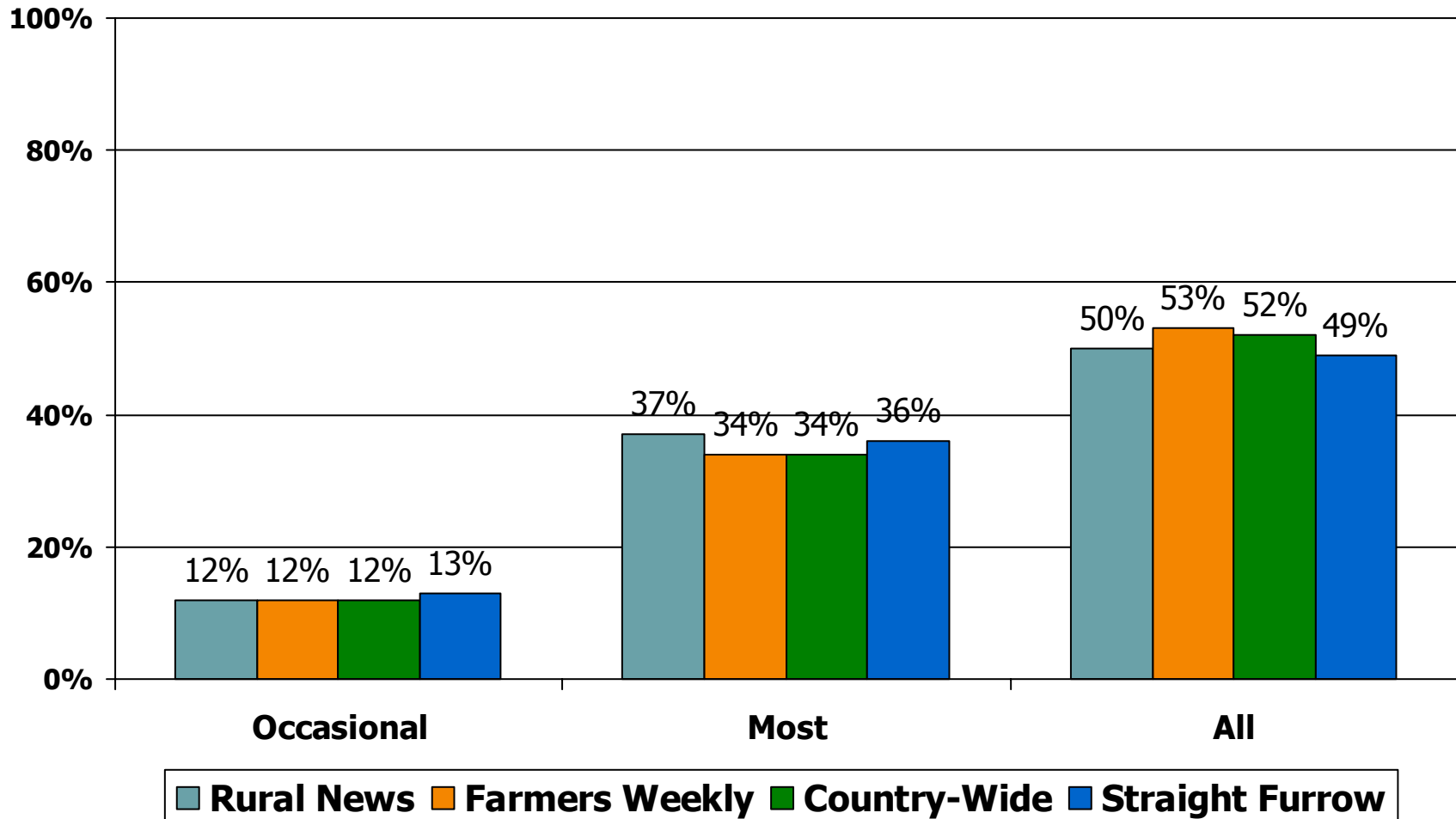
Depth of Reading/Attitude



General Farming Publications

Proportion of Issues Read

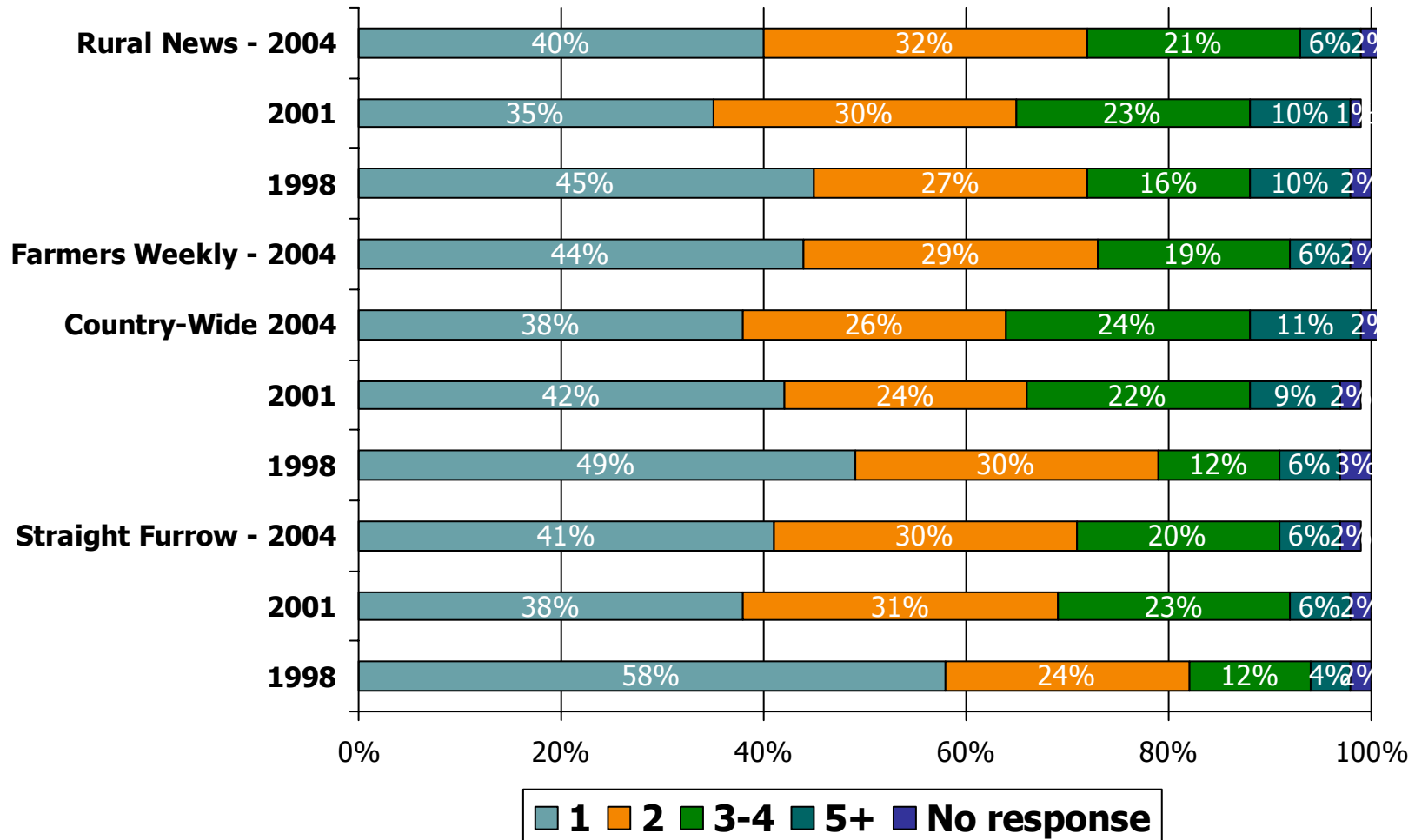
(Total)



Base: Readers of each publication

Times Read

(Total)

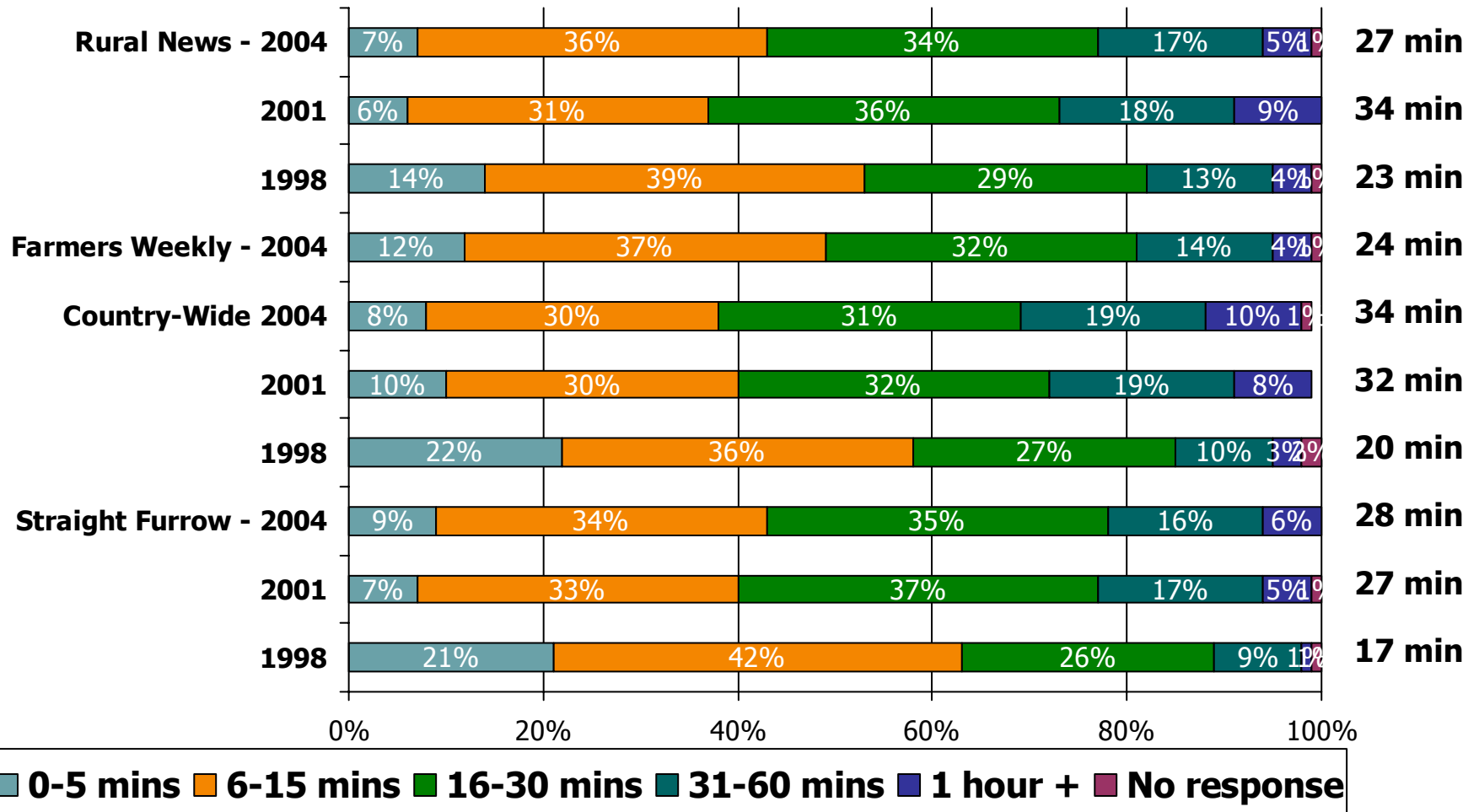


Base: Readers of each publication

Time Spent Reading

(Total)

Means



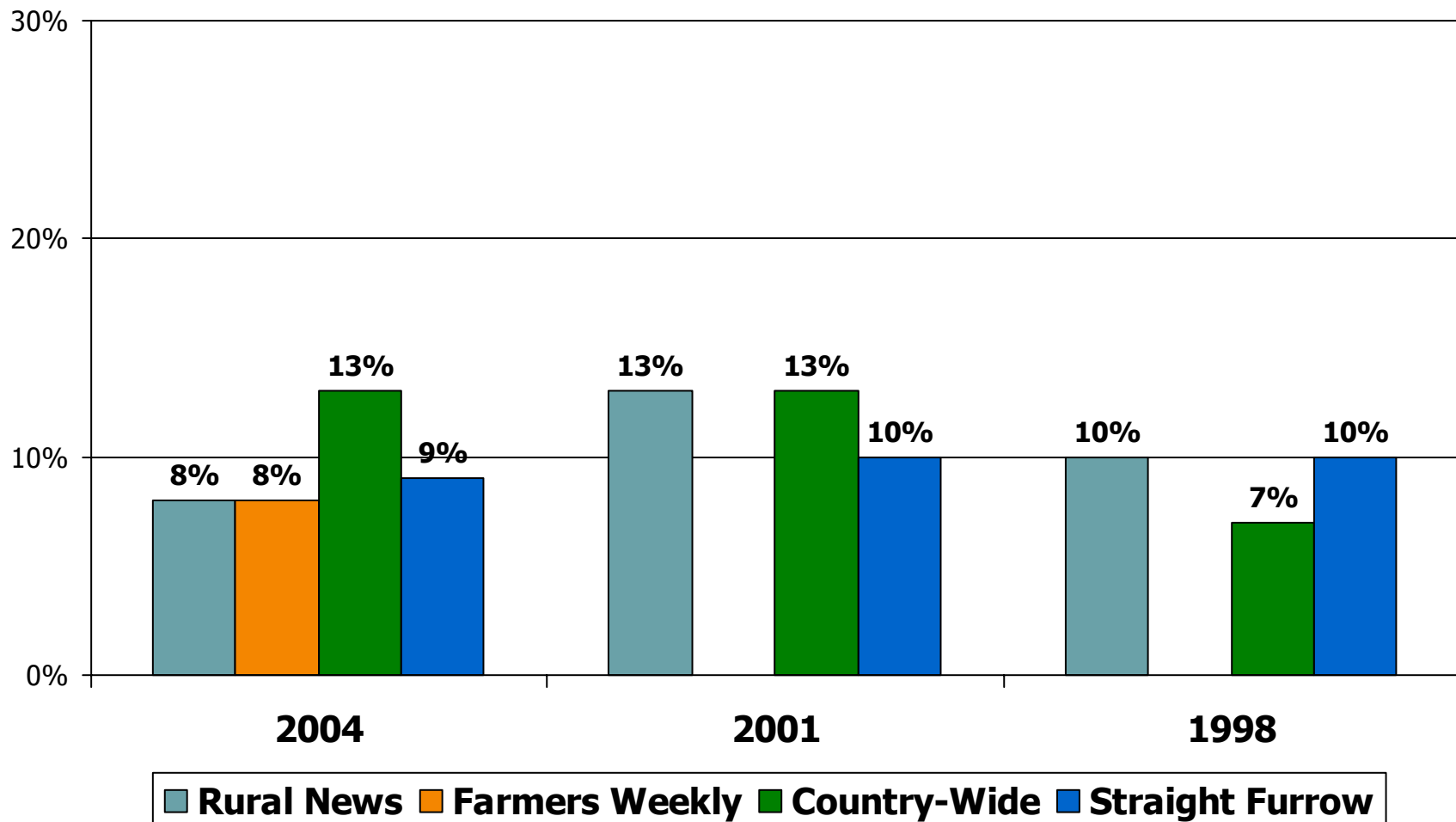
Base: Readers of each publication

Time Spent Reading (31+ minutes) by Region

	Total	North	Central	Southern
Rural News	22%	21%	23%	20%
Farmers Weekly	18%	18%	21%	18%
Country Wide	29%	25%	33%	31%
Straight Furrow	22%	20%	23%	22%

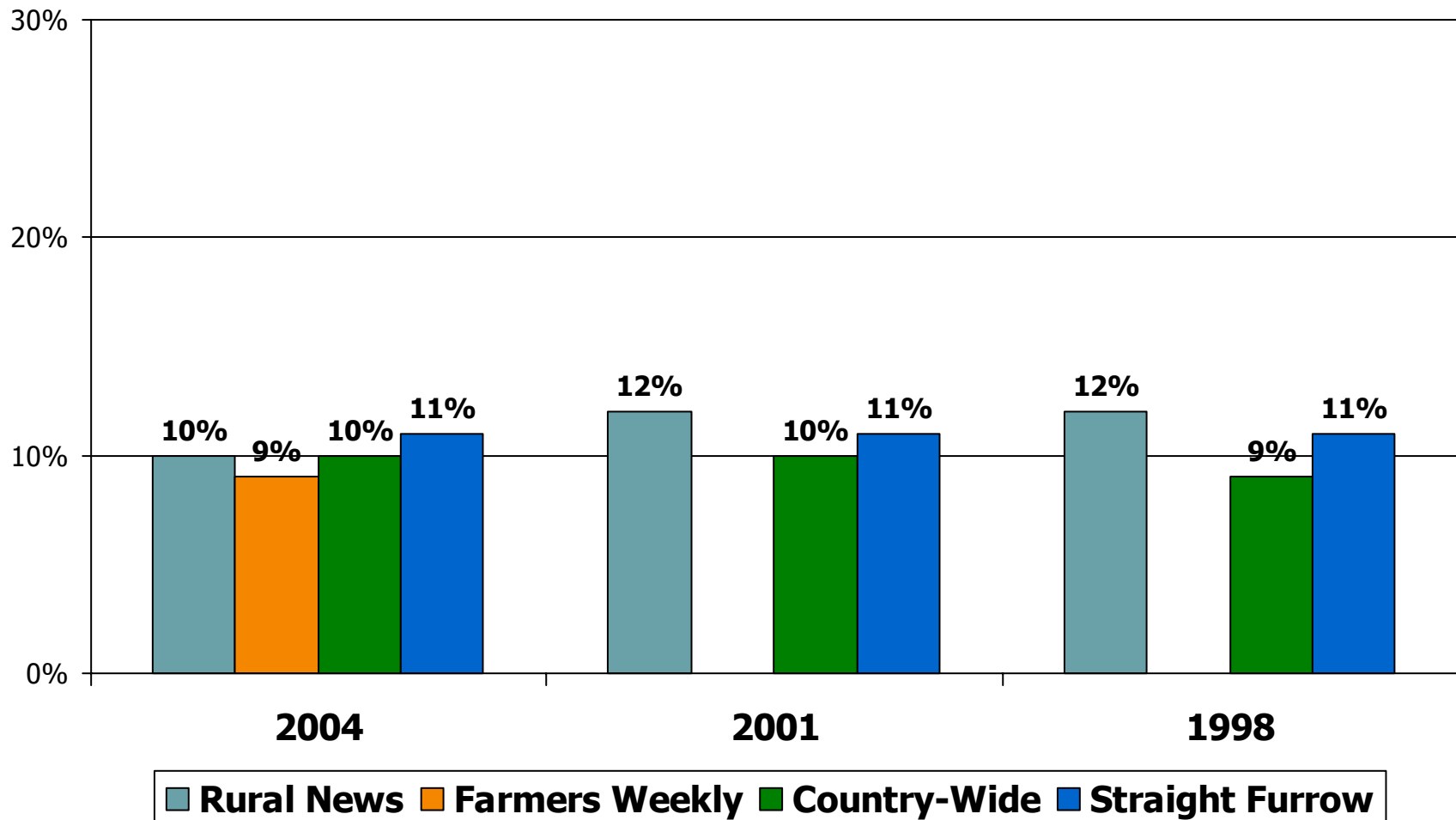
Base: Readers of each publication

Once Read - Keep for Further Reference



Base: Readers of each publication

Once Read - Pass On to Someone Else



Base: Readers of each publication

Other Readers

	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%
Total Other Readers	1.13	1.08	1.14	1.1

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%
Mean	5.3	5.4	5.5	5.2

Base: Readers of each publication

Ease of Reading by Publication

	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%
Mean	5.7	5.8	5.8	5.5

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%
Mean	5.4	5.5	5.6	5.3

Base: Readers of each publication

In-depth Coverage of Topics by Publication

	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%
Mean	5.3	5.5	5.5	5.3

Base: Readers of each publication

Usefulness in Day to Day Operations by Publication

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Agree Strongly	13%	18%	18%	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%
Mean	4.6	4.8	4.7	4.6

Base: Readers of each publication

Excellence of Editorial Quality by Publication

	Rural News	Farmers Weekly	Country-Wide	Straight Furrow
7 – Excellent	16%	19%	19%	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%
Mean	5.2	5.4	5.4	5.3

Base: Readers of each publication

Publications Use Most For

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

Base: Total Sample

Rating by All Farm Types

	Research & Development	News/ Issues	Animal Health	Pasture Management	Livestock	Market Information
1 – Not important	2%	2%	7%	7%	7%	4%
2	4%	4%	5%	7%	7%	6%
3	16%	22%	11%	14%	15%	18%
4	31%	32%	26%	26%	25%	28%
5 – Very Important	40%	34%	42%	36%	39%	34%
Not rated	7%	6%	9%	10%	8%	9%
Mean	4.1	4	4	3.9	3.9	3.9

Base: Total Sample

Rating by All Farm Types

	Farm/ orchard mgmnt	Agri- business	Equipmen t & Machinery	Humour and Satire	Real Estate	Tree or Vine Health
1 – Not important	13%	4%	6%	12%	20%	35%
2	6%	10%	21%	14%	24%	15%
3	16%	25%	31%	28%	24%	10%
4	19%	28%	21%	18%	11%	8%
5 – Very Important	36%	22%	14%	18%	9%	12%
Not rated	11%	10%	8%	10%	12%	20%
Mean	3.7	3.6	3.2	3.2	2.6	2.3

Base: Total Sample

Profile of those rating a 5 “Very Important”

	More likely to be	Less likely to be
Research & Development	Large turnover, fruit	60+ years, beef
News/Issues	Females, dairy, beef	Under 10 hectares
Animal Health	Female, younger, over 50 hectare, larger turnover, dairy, sheep/beef, from South	60+, under 50 hectares, \$0-150,000, Fruit
Pasture Management	Under 40, \$200,000+ turnover, 100 hectares +, dairy, sheep/beef, Southern	60+, under 50 hectares, \$0-150,000, fruit
Market Information	Higher turnover, younger, sheep/beef, Central	Older, dairy, lower turnover
Agribusiness	Larger properties, higher turnover, sheep/beef	Older, fruit
Equipment & Machinery	Fruit	Females, 500+ hectares, sheep

Rural News Used By Region

	Total	North	Central	Southern
News/Issues	57%	59%	53%	58%
Equipment/Machinery	42%	39%	43%	46%
Research & Development	39%	37%	36%	44%
Livestock	38%	36%	37%	43%
Agribusiness	33%	30%	33%	37%
Animal health	31%	27%	33%	35%
Farm/Orchard management	28%	28%	26%	29%
Market Information	18%	18%	19%	18%
Pasture Management	18%	15%	17%	22%
Humour and Satire	17%	17%	18%	17%
Real Estate	13%	14%	12%	12%
Tree or Vine Health	7%	7%	6%	7%

Base: Total Sample

Country Wide Usages By Region

	Total	North	Central	Southern
News/Issues	50%	49%	48%	52%
Livestock	46%	37%	50%	54%
Research & Development	41%	34%	44%	47%
Farm/Orchard management	35%	30%	39%	38%
Animal health	34%	26%	41%	40%
Agribusiness	33%	26%	36%	38%
Equipment/Machinery	29%	27%	32%	29%
Pasture Management	25%	18%	25%	33%
Real Estate	18%	19%	19%	14%
Market Information	14%	14%	15%	15%
Humour and Satire	9%	9%	10%	7%
Tree or Vine Health	8%	8%	9%	8%

Base: Total Sample

Straight Furrow Usages By Region

	Total	North	Central	Southern
News/Issues	58%	57%	55%	60%
Equipment/Machinery	49%	46%	52%	51%
Livestock	38%	36%	35%	42%
Research & Development	38%	34%	36%	43%
Agribusiness	34%	31%	33%	39%
Animal health	29%	24%	29%	34%
Farm/Orchard management	27%	26%	24%	30%
Real Estate	20%	21%	20%	17%
Market Information	19%	19%	17%	19%
Pasture Management	17%	14%	17%	21%
Humour and Satire	12%	12%	14%	10%
Tree or Vine Health	7%	6%	7%	7%

Base: Total Sample

Farmers Weekly Usages By Region

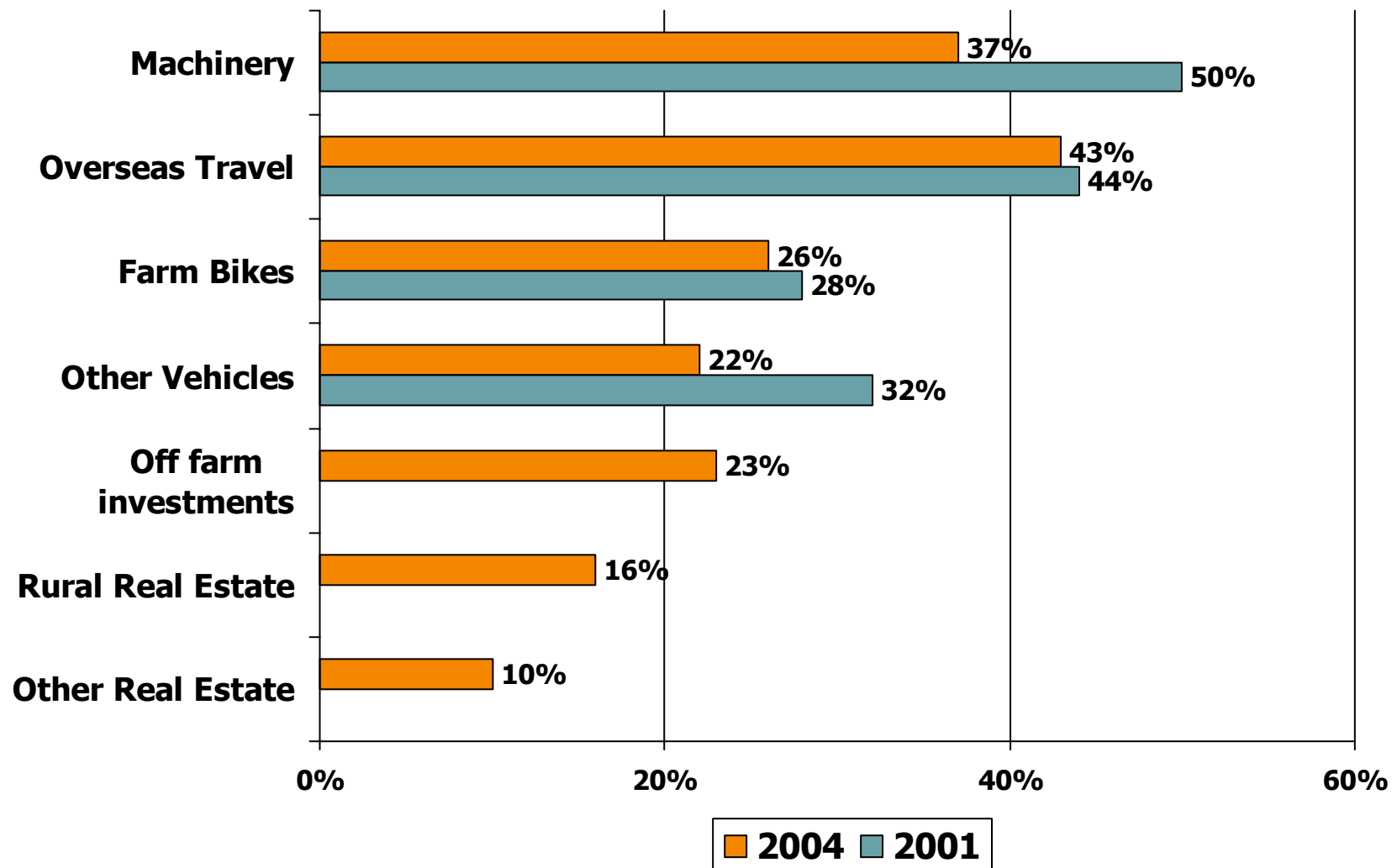
	Total	North	Central	Southern
News/Issues	59%	58%	59%	61%
Livestock	39%	36%	39%	43%
Agribusiness	38%	33%	39%	42%
Market Information	34%	30%	39%	35%
Research & Development	30%	26%	28%	36%
Farm/Orchard management	24%	23%	24%	26%
Animal health	22%	19%	23%	27%
Equipment/Machinery	21%	19%	20%	24%
No response	18%	21%	17%	15%
Pasture Management	14%	11%	13%	17%
Real Estate	12%	13%	14%	11%
Humour and Satire	10%	10%	12%	9%
Tree or Vine Health	4%	5%	3%	5%

Base: Total Sample

Primary by Secondary Sources of Income

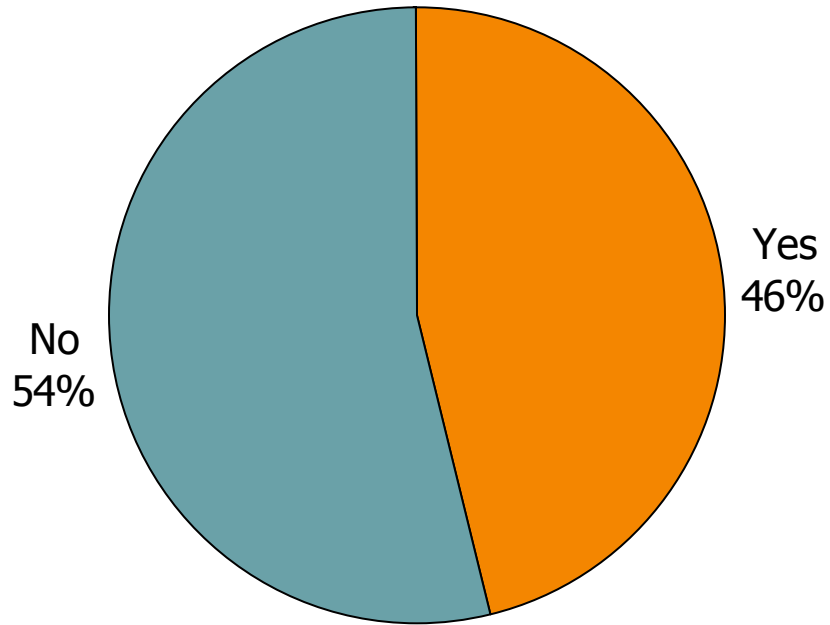
Secondary Source	Primary Source				
	Rural News	Farmers Weekly	Country-Wide	Straight Furrow	Dairy-man
	100%	30%	47%	9%	14%
Dairy	2%	0%	2%	2%	4%
Sheep	13%	7%	15%	7%	27%
Beef	42%	39%	54%	14%	29%
Cropping	7%	4%	10%	0%	7%
Fruit	2%	2%	1%	2%	6%
Other horticulture	2%	1%	1%	10%	4%
Deer	5%	1%	8%	1%	3%
Goat	1%	0%	2%	1%	0%
Off farm	17%	17%	16%	25%	19%
Other	9%	7%	9%	13%	11%

Items Intend to Buy in Next 12 Months

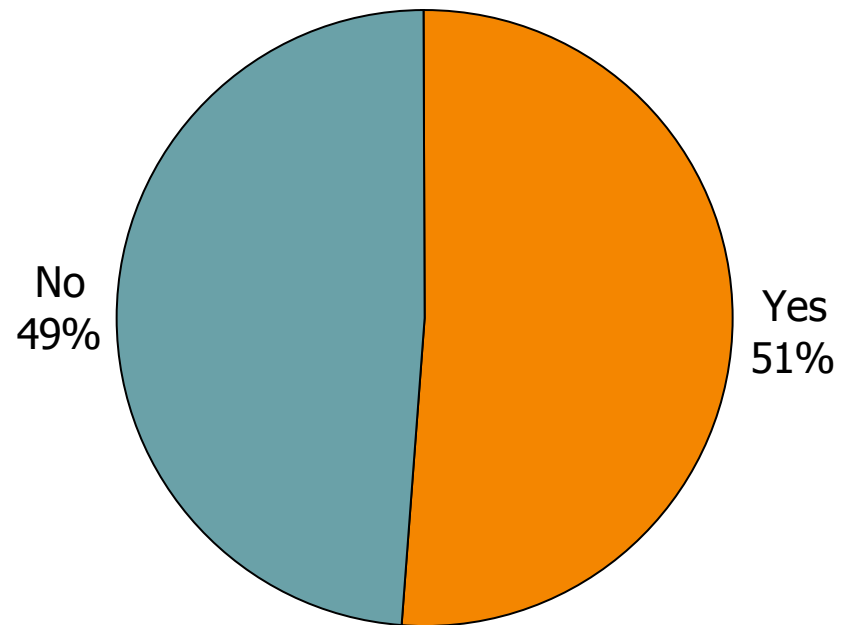


Use Computer Day to Day Management of Farm/Orchard

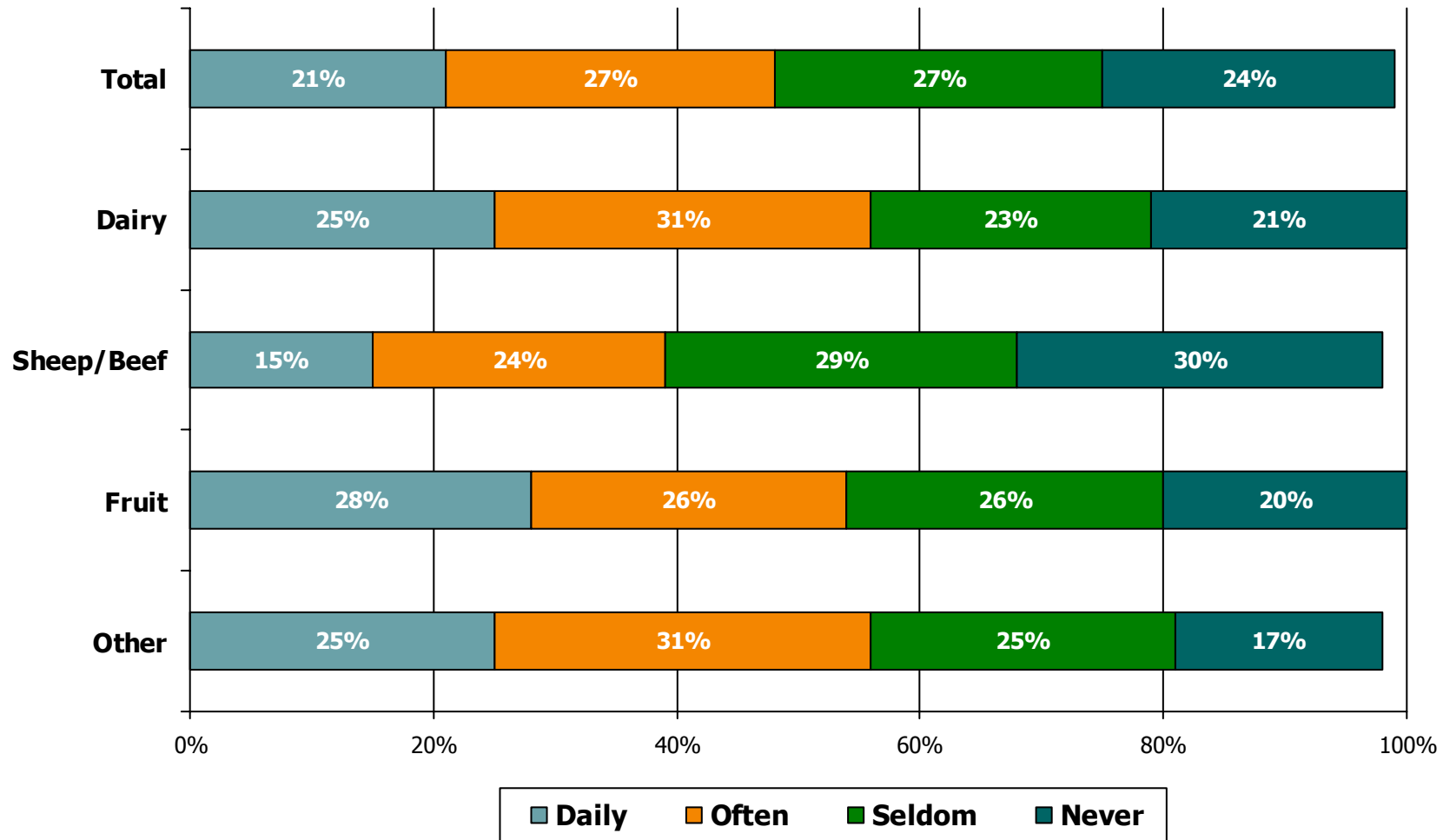
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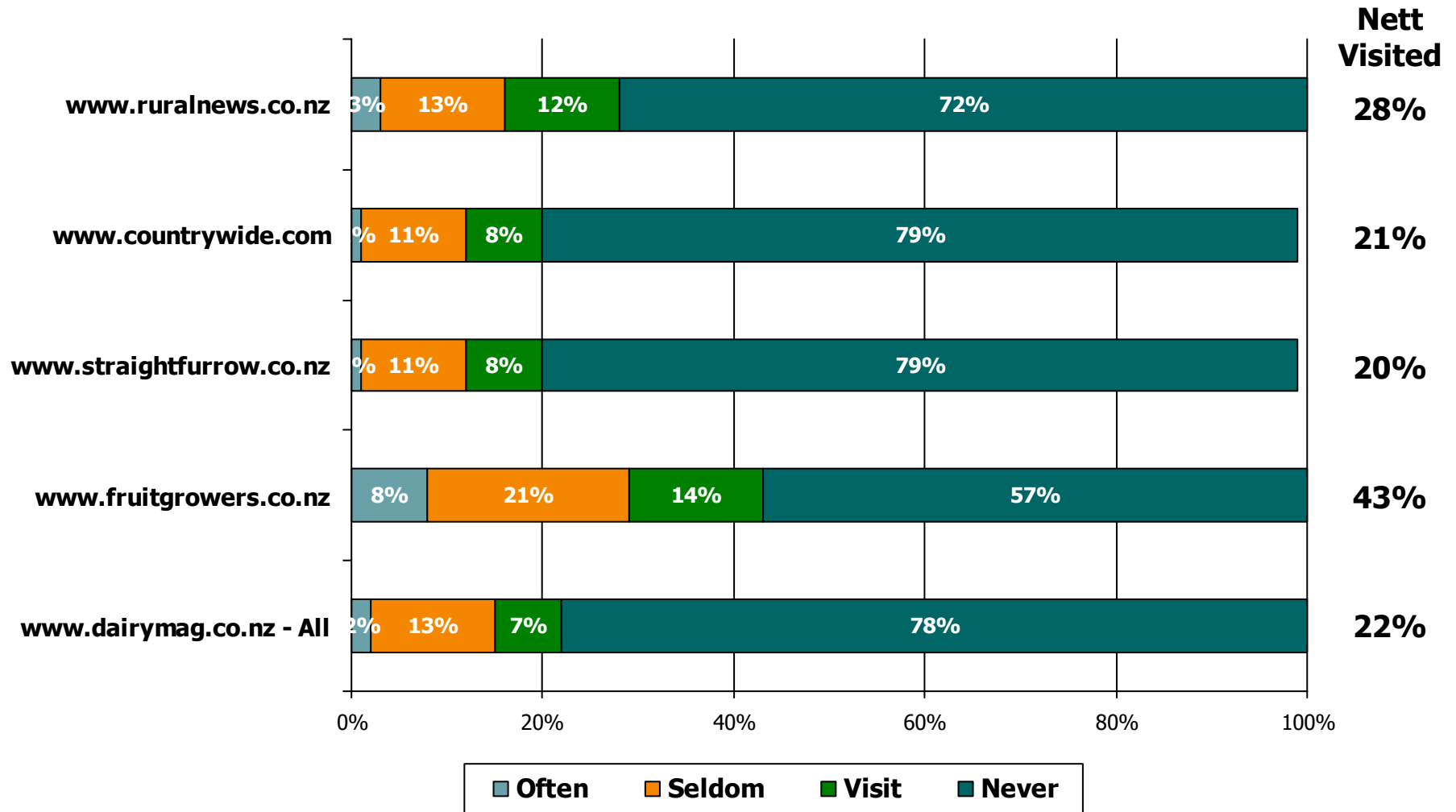
2004



Use of Email/Internet for Farming/ Business Related Activities

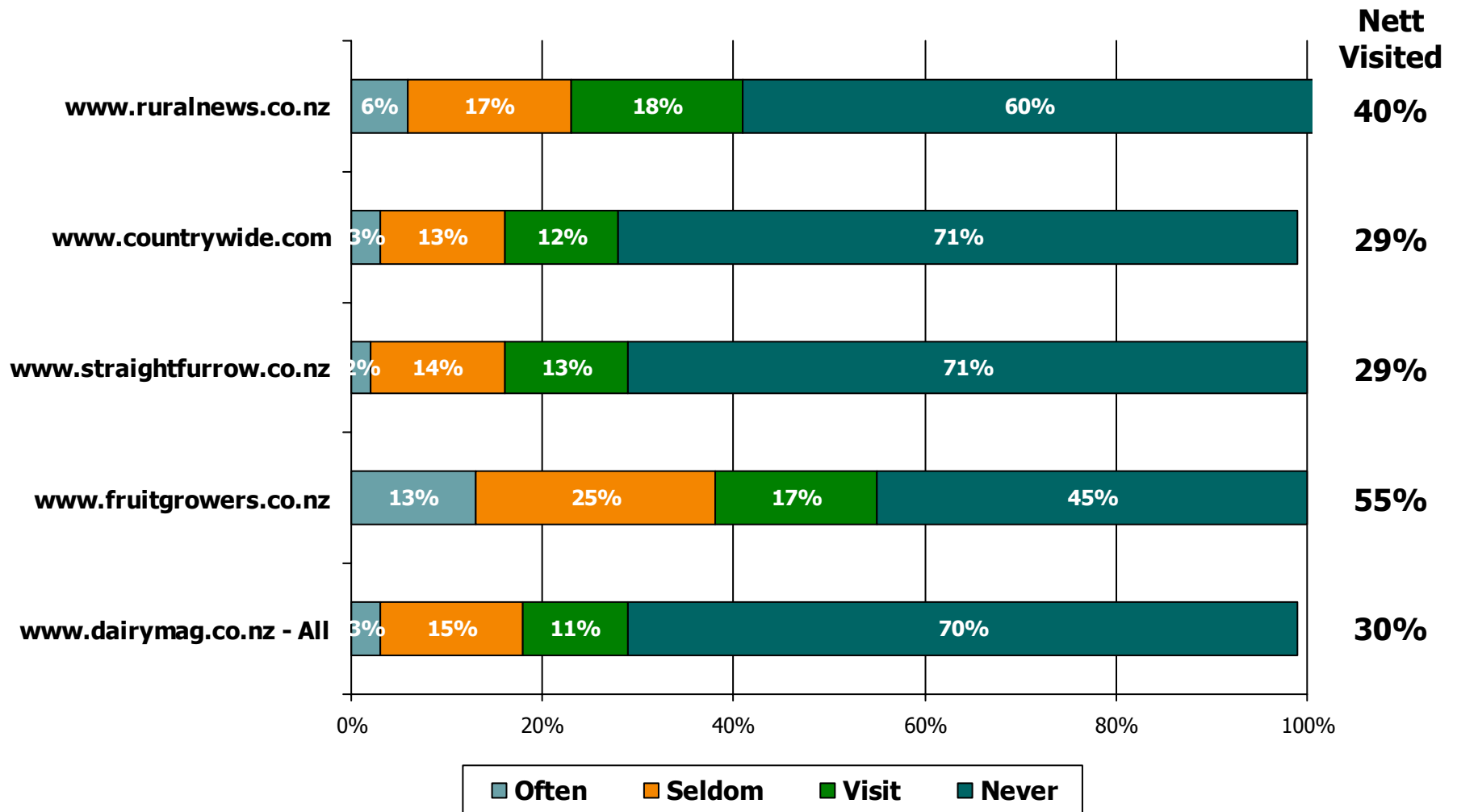


Websites Visited and How Often



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



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

Use of Email/Internet for Farming/ Business Related Activities By Region

	Total	North	Central	Southern
Daily	21%	20%	22%	20%
Often	27%	28%	28%	24%
Seldom	27%	24%	26%	30%
Never	24%	26%	23%	24%

Base: Total Sample

Use of Email/Internet for Farming/ Business Related Activities By Farm Size

	Total	Under 10 Hectares	10-49	50-99	100-299	300-499	500+
Daily	21%	23%	20%	21%	22%	17%	22%
Often	27%	29%	21%	30%	27%	29%	27%
Seldom	27%	23%	28%	21%	28%	28%	28%
Never	24%	24%	28%	27%	22%	24%	23%

Base: Total Sample

Depth of Reading/Attitudes Summary

%

	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