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# MOBILE RESEARCH STUDY

May 2019



# OBJECTIVES AND METHODOLOGY

**Objective:** The goal of this annual survey was to continue to monitor the adoption and usage of mobile phones among farmers. The results from the study are used in editorial content, mobile marketing and internal business planning.

**Methodology:** Delivered through (2) channels simultaneously – **Email and Mobile T-Blast**

- No incentive was offered
- 2,167 overall responses



## Mobile T-blast Survey

- Target Audience: Farm Journal Mobile Inventory
- Invitation sent on May 6, 2019 to 47,490 recipients with 3,288 clicks on the survey
- 921 responses

## Email Survey

- Target Audience: 10+Livestock or 10+ acre farmers in Farm Journal Database
- Invitation sent on May 3, 2019 to 120,641 recipients, with 18,246 opening and 1,345 clicking through to the survey
- 1,246 responses

**AGWEB**  
POWERED BY FARM JOURNAL

Research Survey

You have been selected to participate in a [Mobile Devices Survey](#).

Periodic studies are done throughout the year to measure your opinions, attitudes and considerations around relevant topics. The results of these studies are used in editorial content and internal business planning.

This study should take no more than 5 minutes to complete.

We welcome your input on this topic and thank you for your participation.

Thank You,  
Farm Journal Research

[Take the Survey!](#)

Your input is very important to us. **Please participate today!**

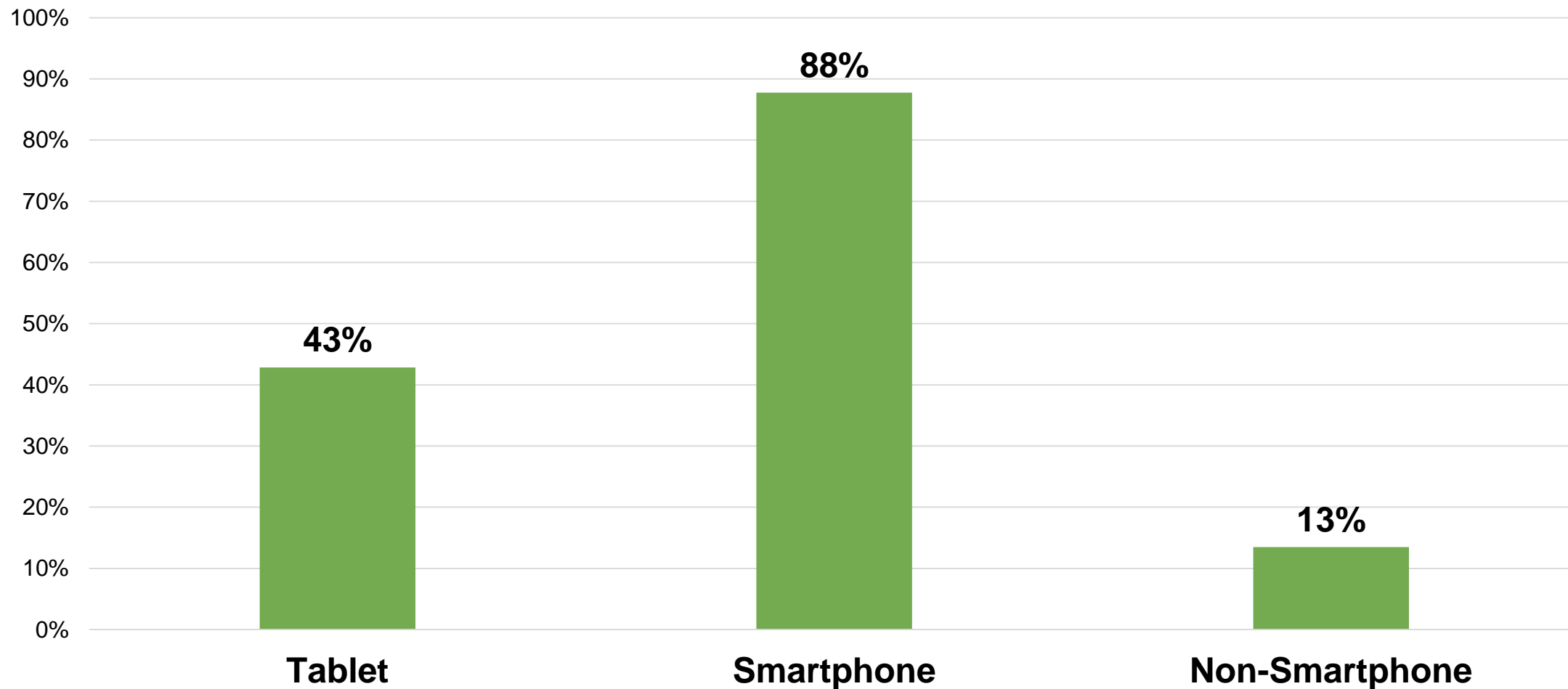
You are subscribed as [kclements@farmjournal.com](mailto:kclements@farmjournal.com). To ensure delivery to your inbox (not bulk or junk folders), add [aginfo@farmjournal.com](mailto:aginfo@farmjournal.com) to your address book.



# OVERALL PHONE AND TABLET USE

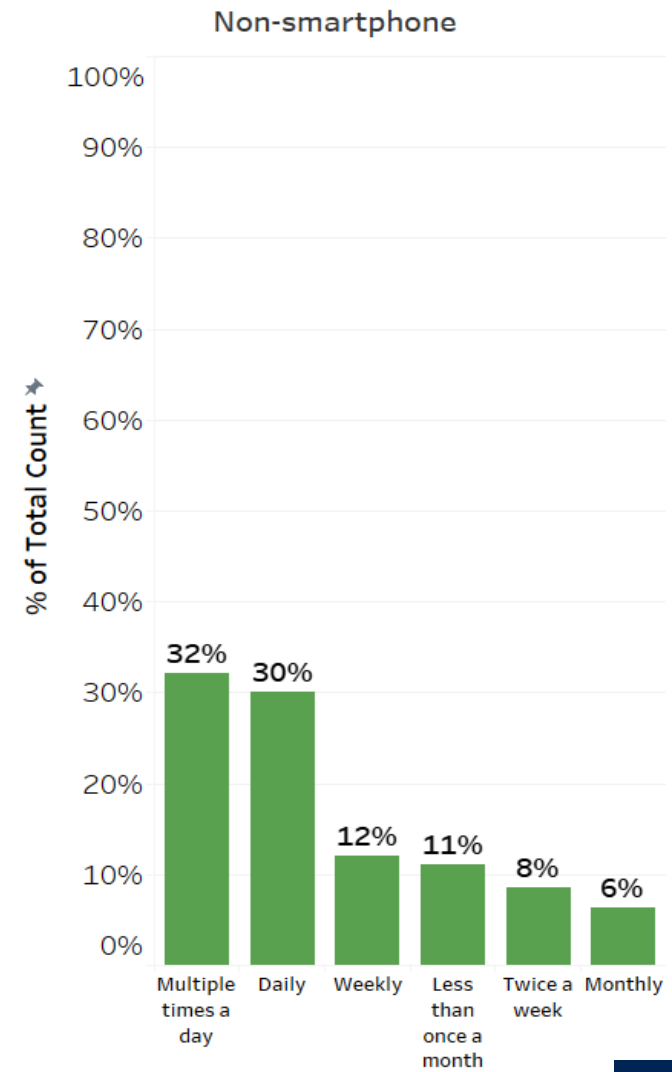
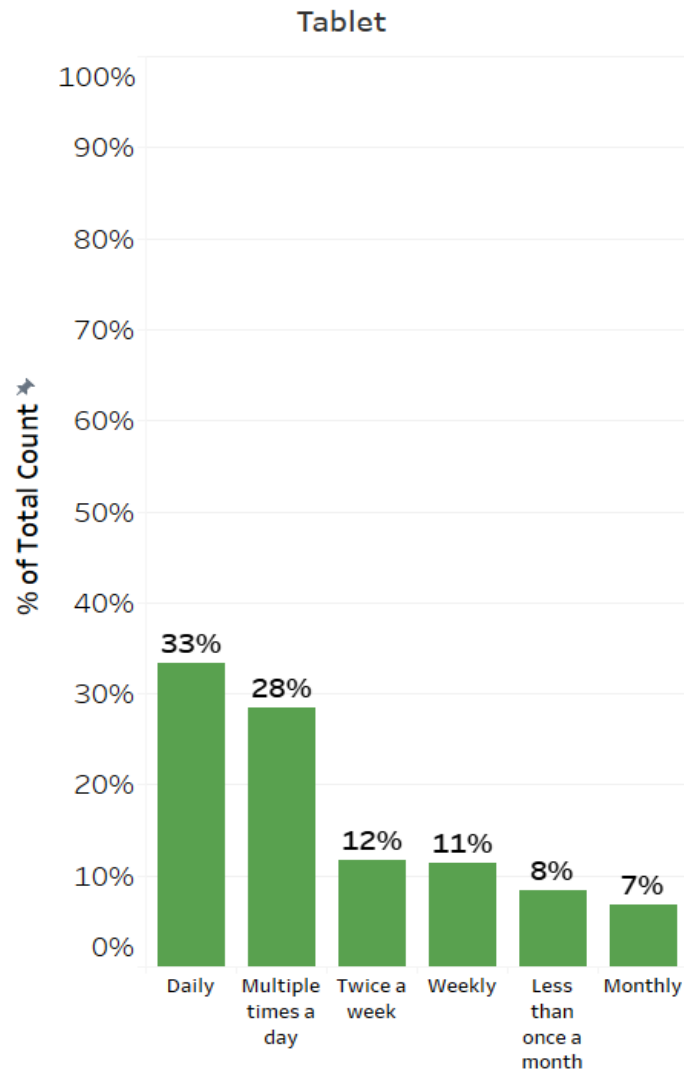
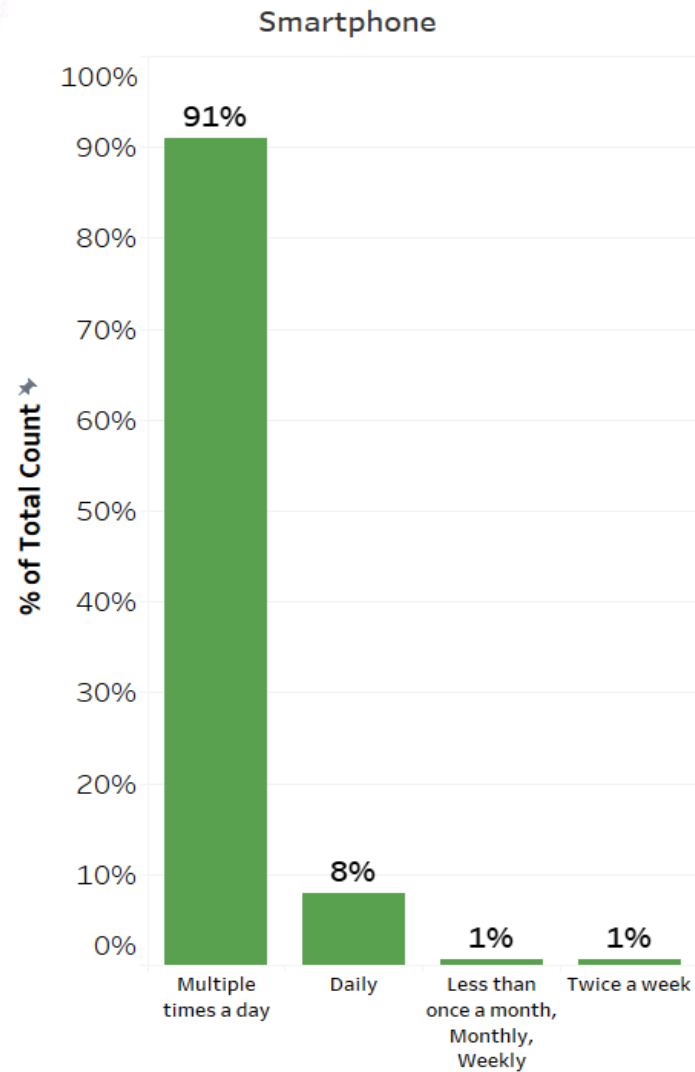
\*This is a multi-select question

Overall Phone and Tablet Use





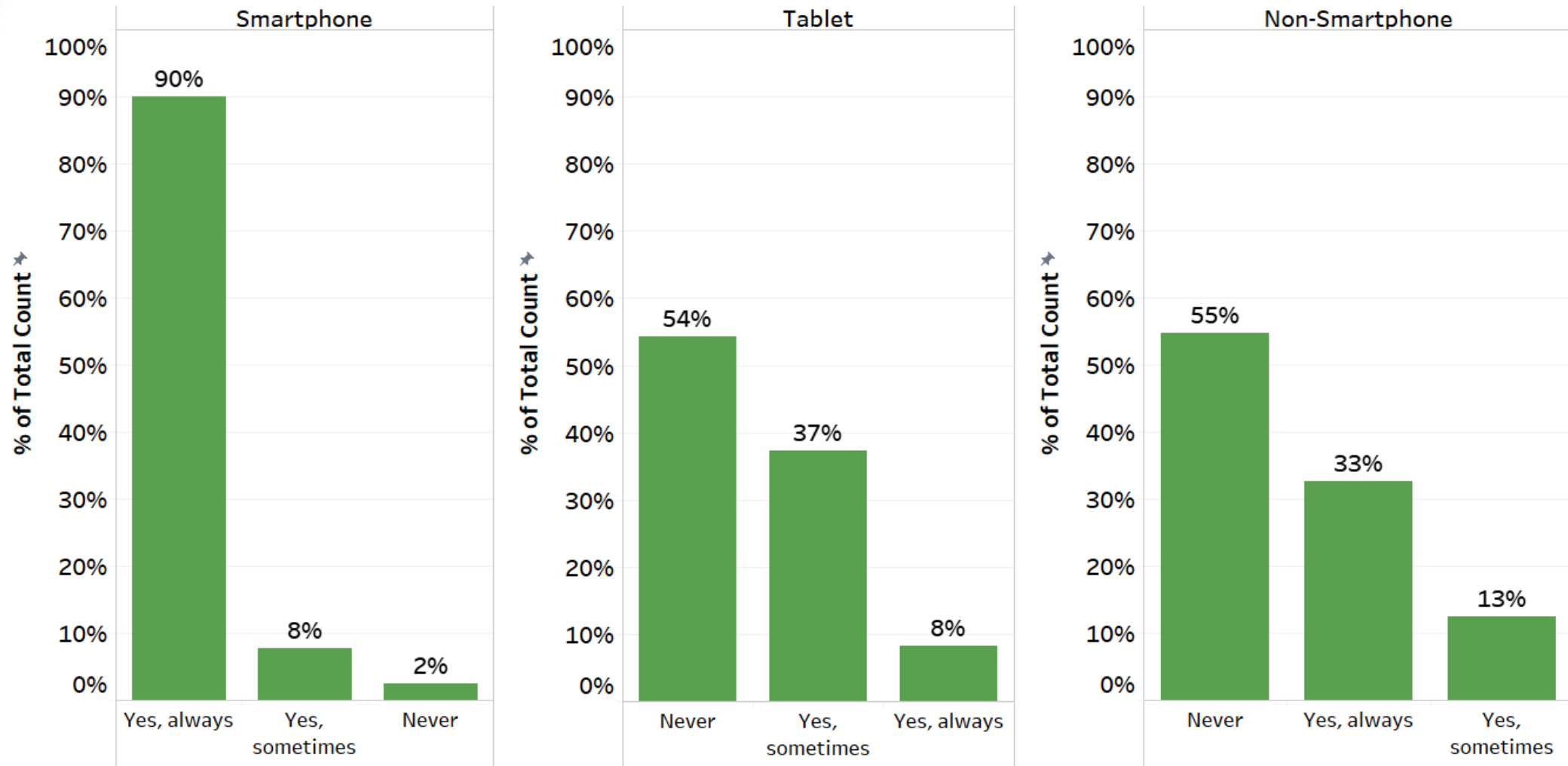
# FREQUENCY OF PHONE & TABLET USE



% of use by each device



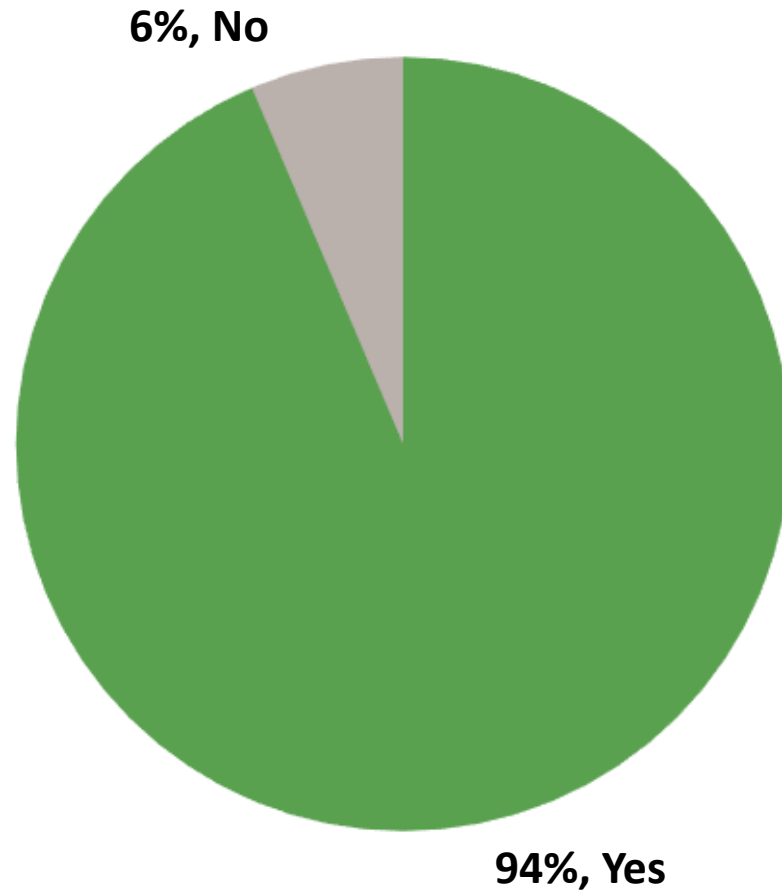
# TECH CARRIED WHILE DOING FARM WORK





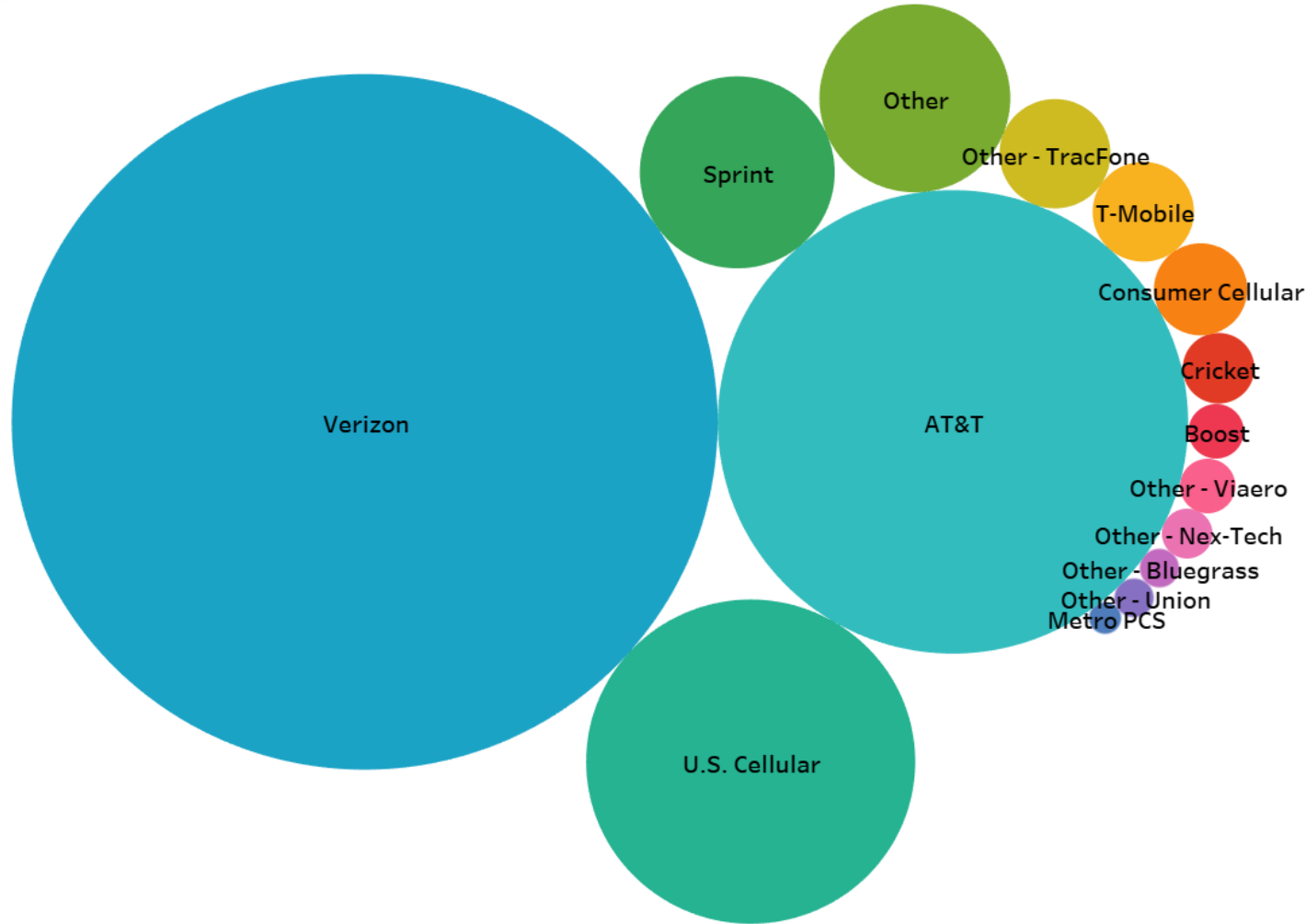
# TEXTING

- Do you send/receive test messages on your smartphone or cell phone?





# PRIMARY WIRELESS CARRIER

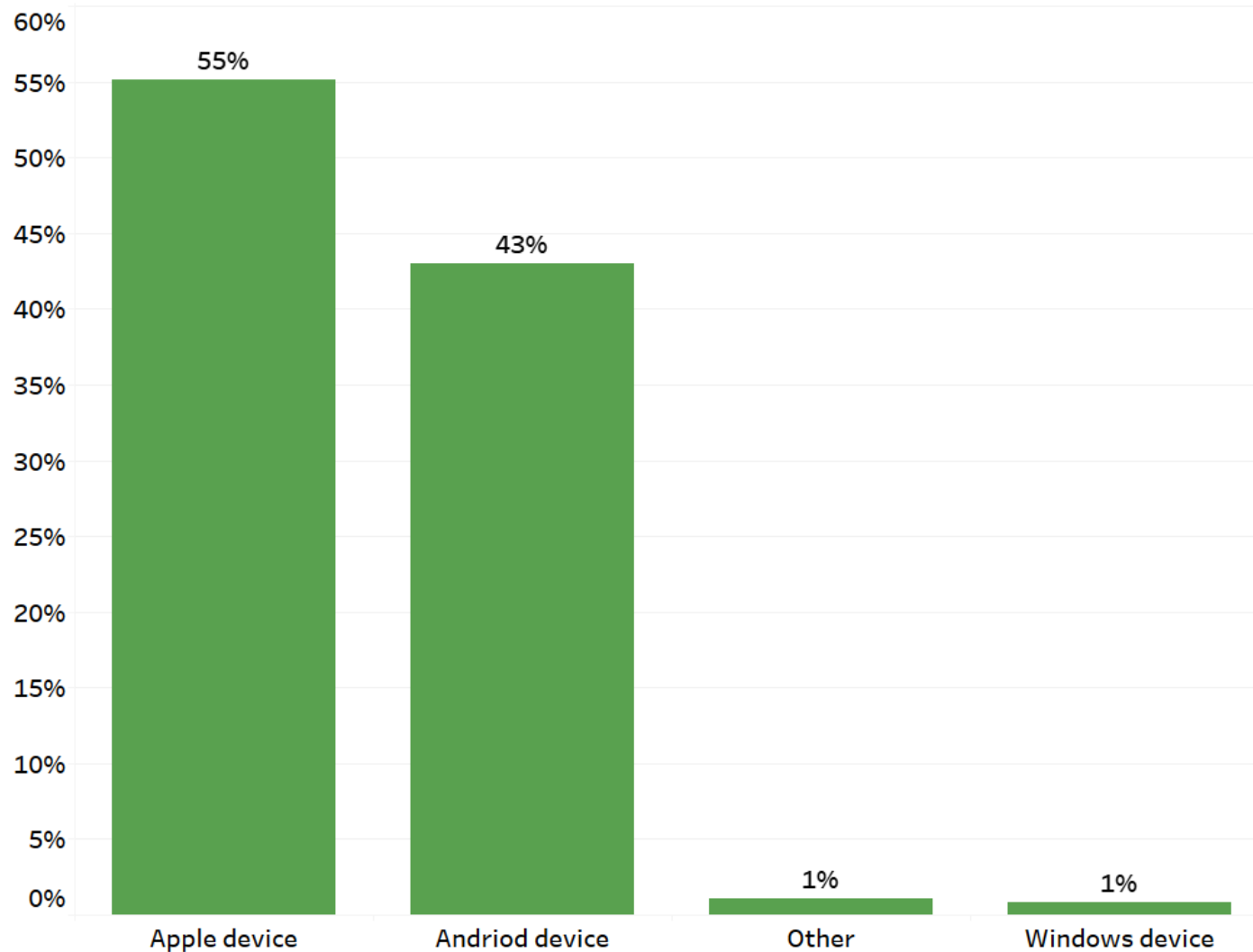


## Primary Mobile Device Carrier

<b>Verizon</b>	<b>52.37%</b>
<b>AT&amp;T</b>	<b>23.25%</b>
<b>U.S. Cellular</b>	<b>11.38%</b>
<b>Sprint</b>	<b>3.99%</b>
<b>Other</b>	<b>3.83%</b>
<b>Other - TracFone</b>	<b>1.29%</b>
<b>T-Mobile</b>	<b>1.08%</b>
<b>Consumer Cellular</b>	<b>0.92%</b>
<b>Cricket</b>	<b>0.54%</b>
<b>Boost</b>	<b>0.32%</b>
<b>Other - Viaero</b>	<b>0.32%</b>
<b>Other - Nex-Tech</b>	<b>0.27%</b>
<b>Other - Bluegrass</b>	<b>0.16%</b>
<b>Other - Union</b>	<b>0.16%</b>
<b>Metro PCS</b>	<b>0.11%</b>



# TYPE OF SMARTPHONE USED

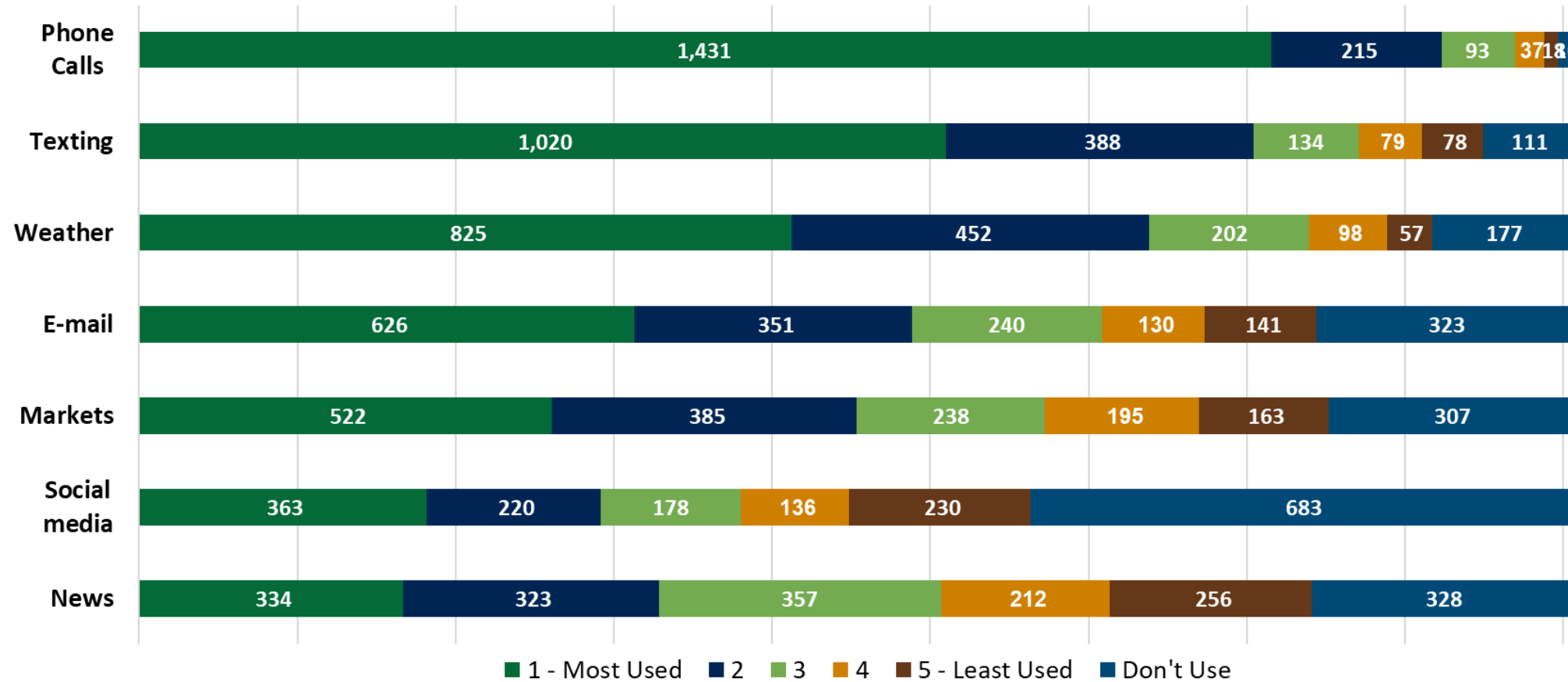






# MOBILE PHONE USES

- In which ways do you use your mobile phone and how often?

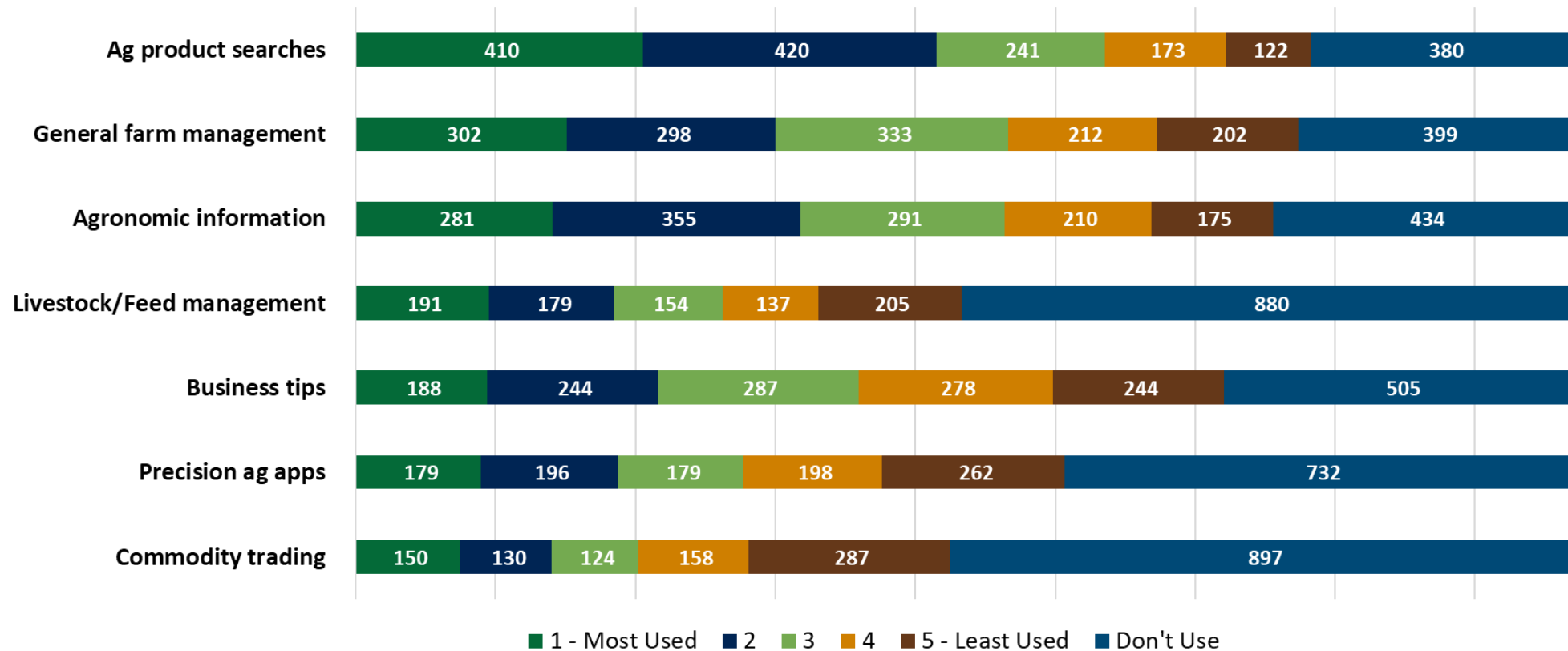


Weather jumped ahead of email and social media from 2018



# MOBILE PHONE USES FOR FARMING

- In which ways do you use your mobile phone for farming and how often?

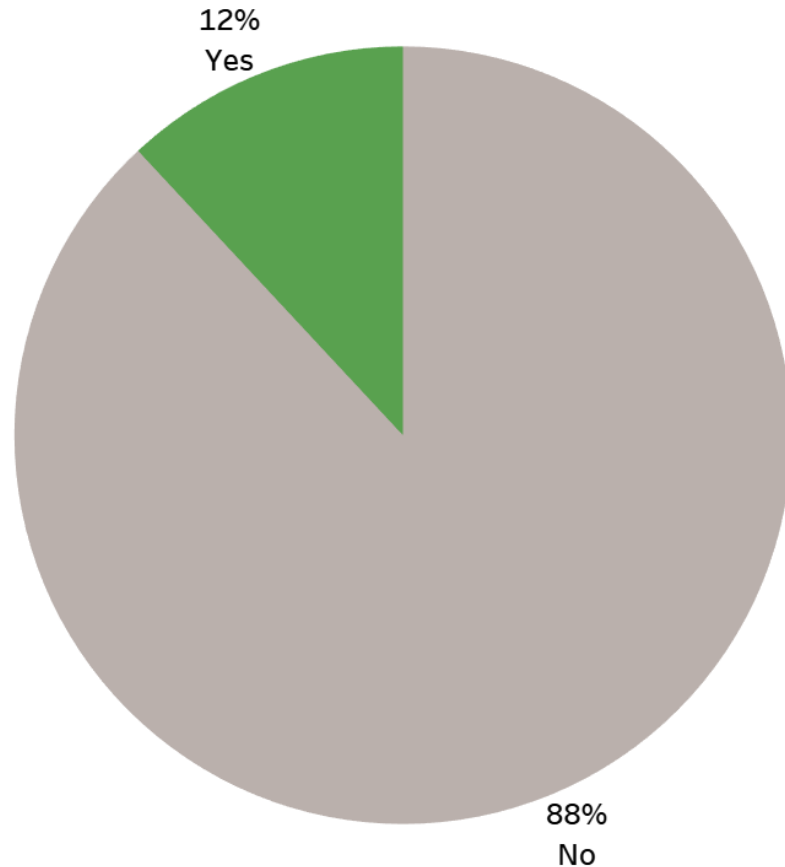


Ag product searches and general farm management moved from the bottom to the top uses for farming from 2018



# PAYING FOR AG-RELATED INFORMATION

Are you currently paying for ag-related information?



What ag-related information are you paying for?

Weather	24%
Other	22%
CBOT Prices	19%
News	12%
Local cash bids	10%
Input Costs	6%
News and Weather	5%
Market Advice	2%

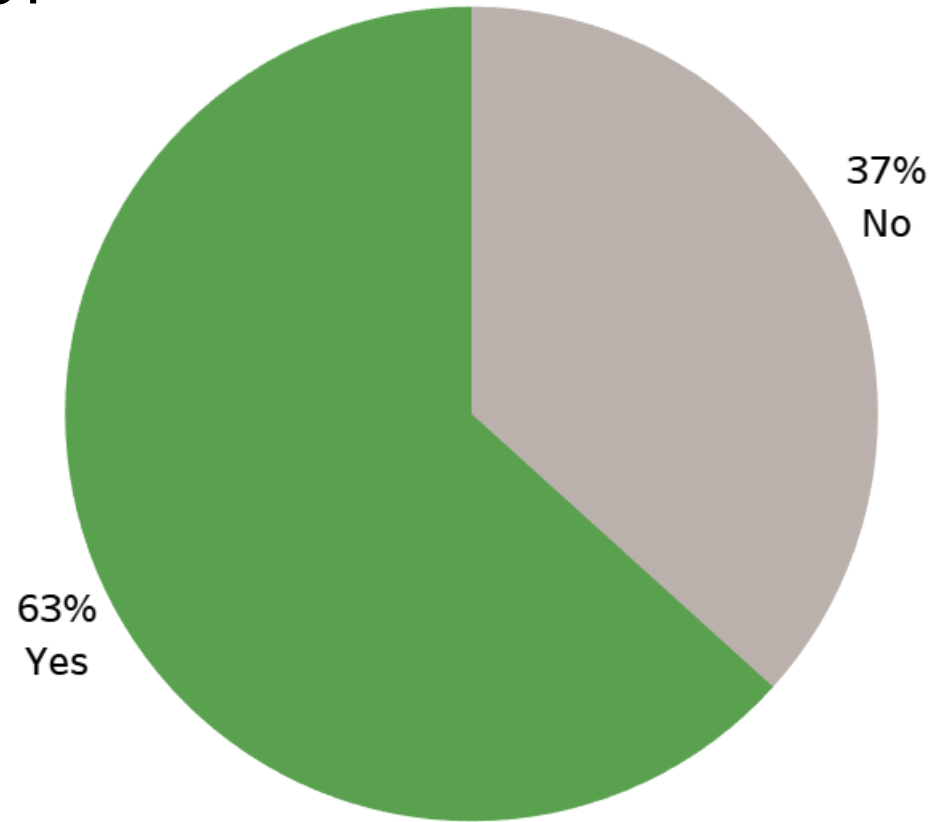
Other examples:

- Climate Pro
- Pivot Apps
- Herd Management
- Farm Logs/Farm Management
- FieldView
- Feed Records



# ORDERED FARM PRODUCTS/SERVICES

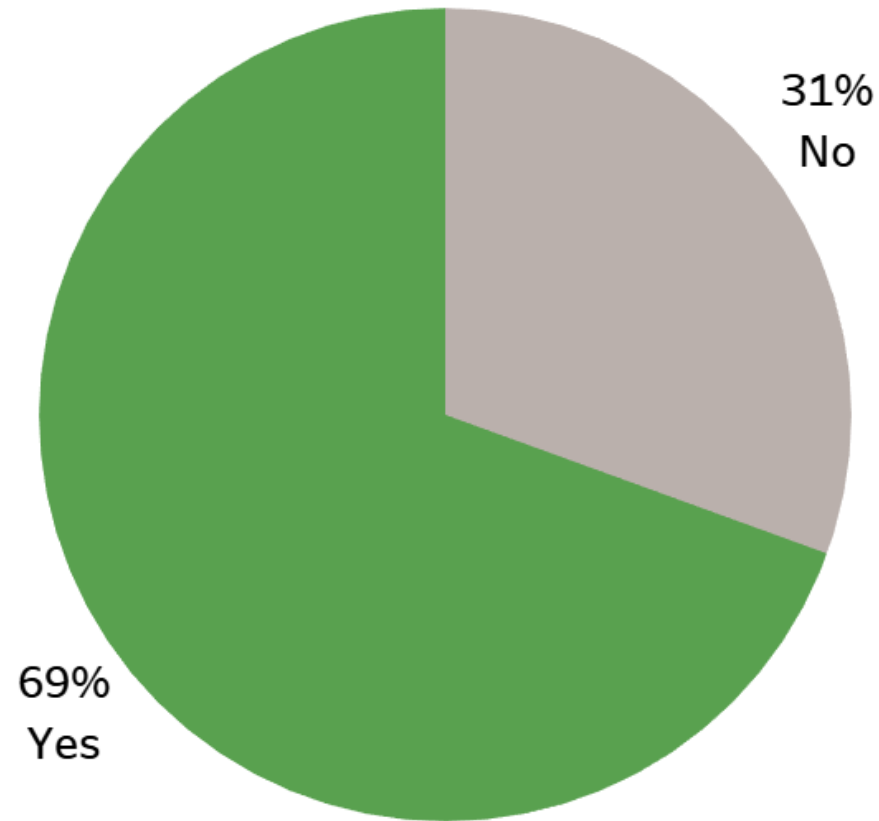
Have you ever ordered a product or service for your farming operation from your mobile device?





# AUDIO AND VIDEO USE

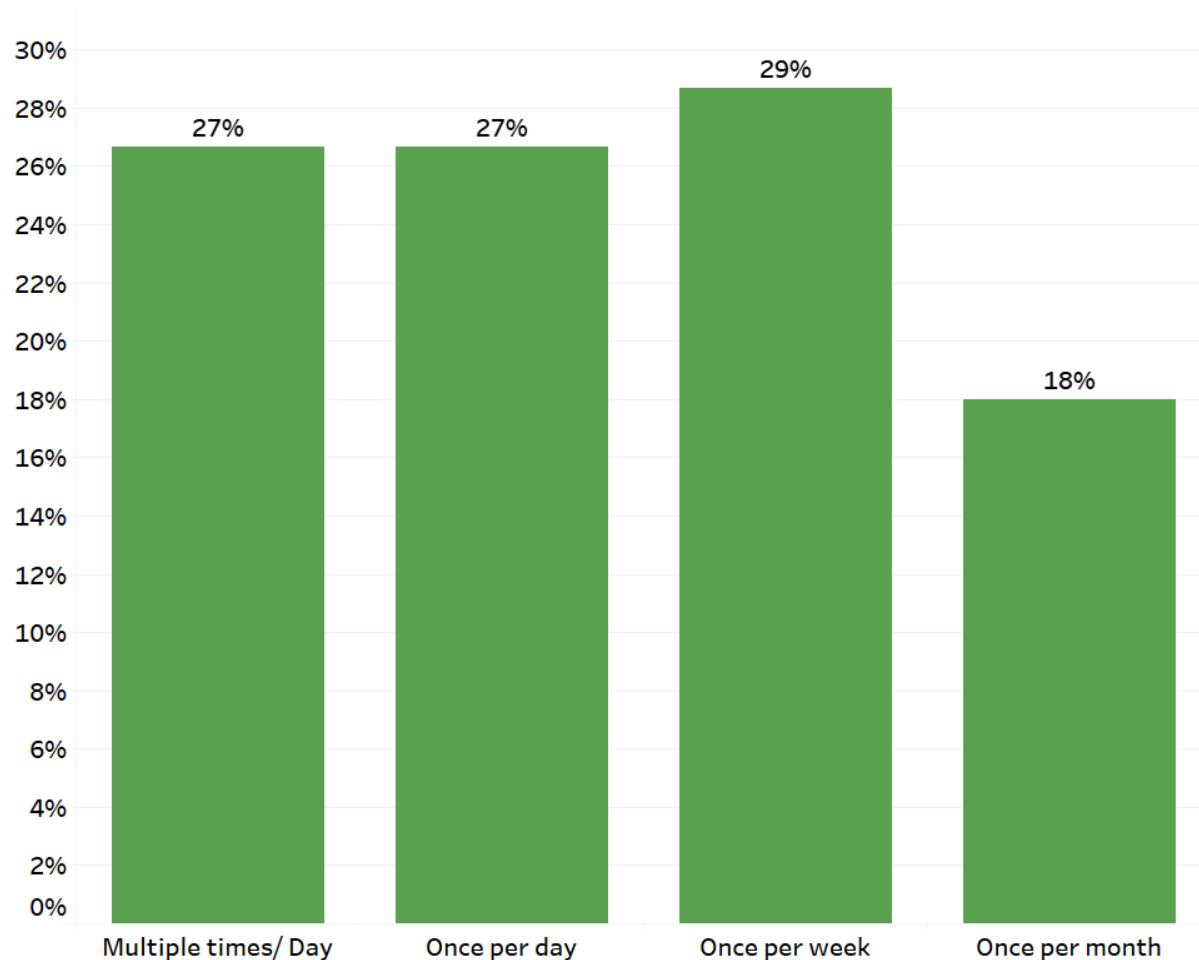
Do you listen to audio or watch video on your mobile device?





# FREQUENCY OF AUDIO OR VIDEO USE

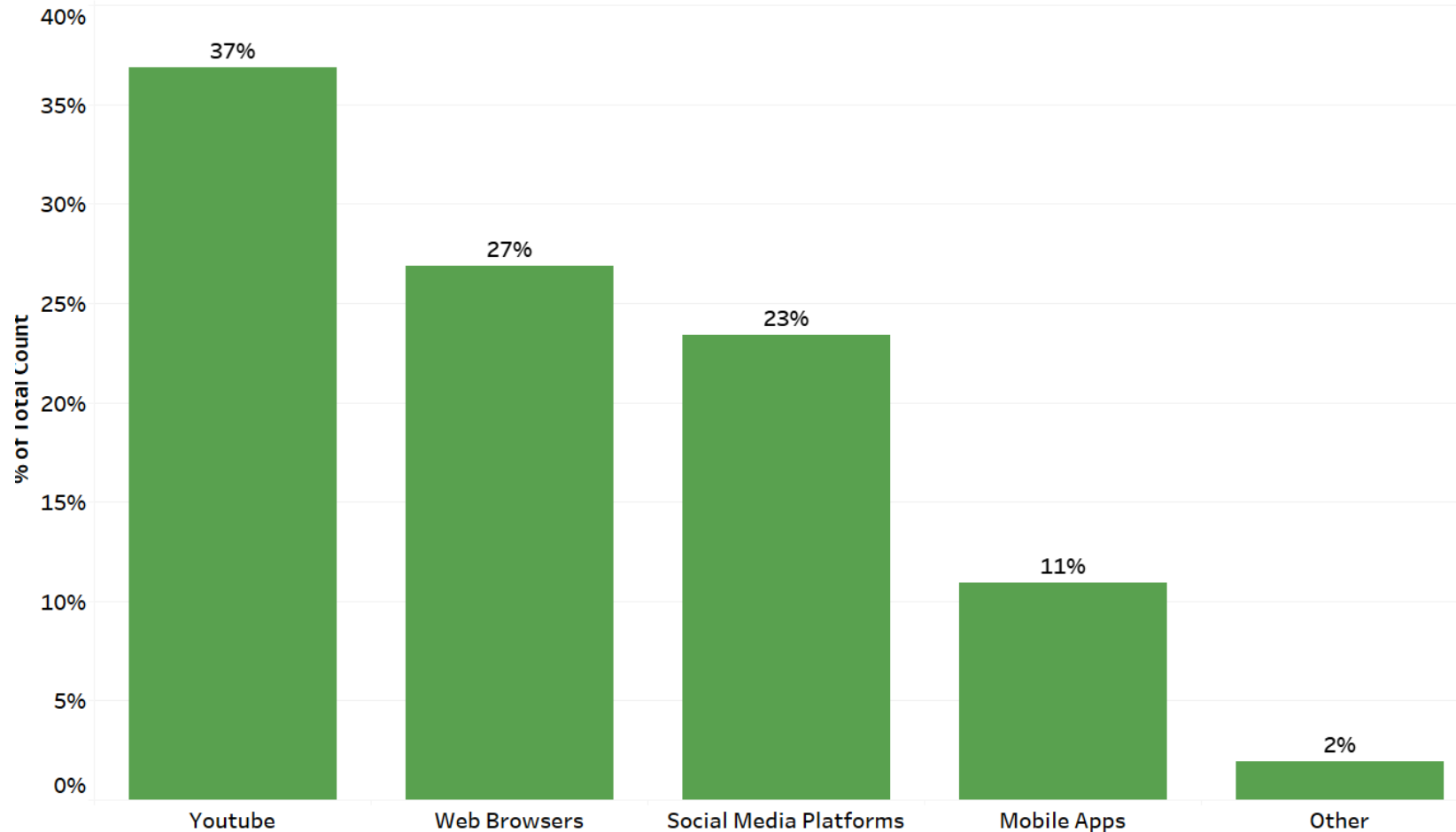
How often do you listen to audio (podcasts/music) or watch video?





# WHERE AUDIO/VIDEO ARE EXPERIENCED?

Where do you listen to or watch video?



# FARM JOURNAL MOBILE AUDIENCE STUDY

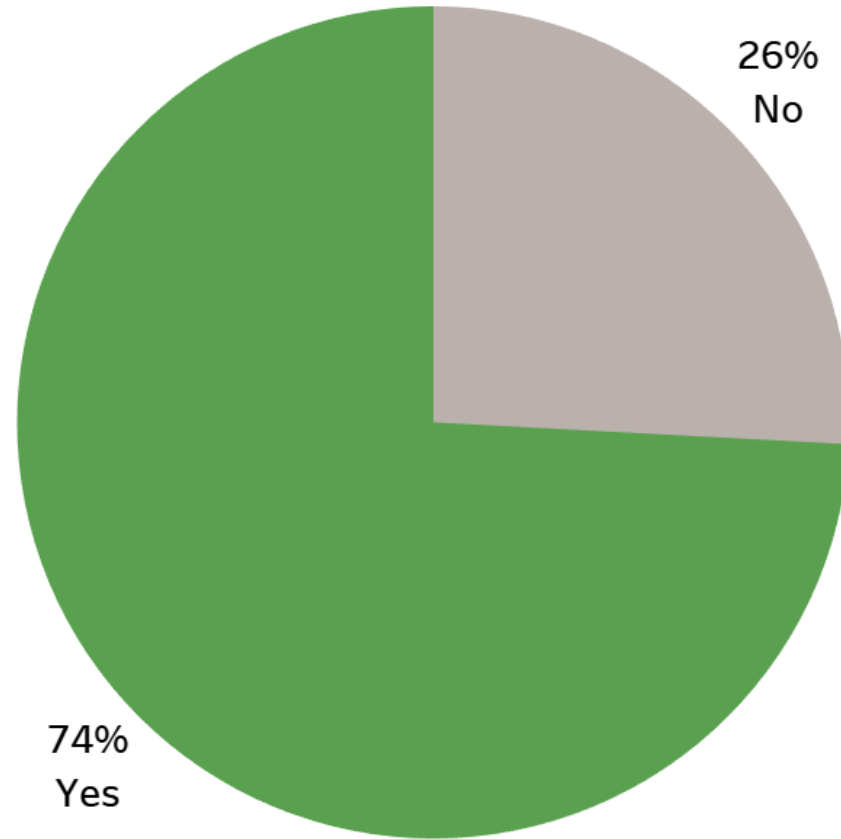
Study conducted specifically with the Farm Journal Mobile audience opted in to receive content and ads via text message.





# RECEIVE TEXT MESSAGES FROM FJ MOBILE

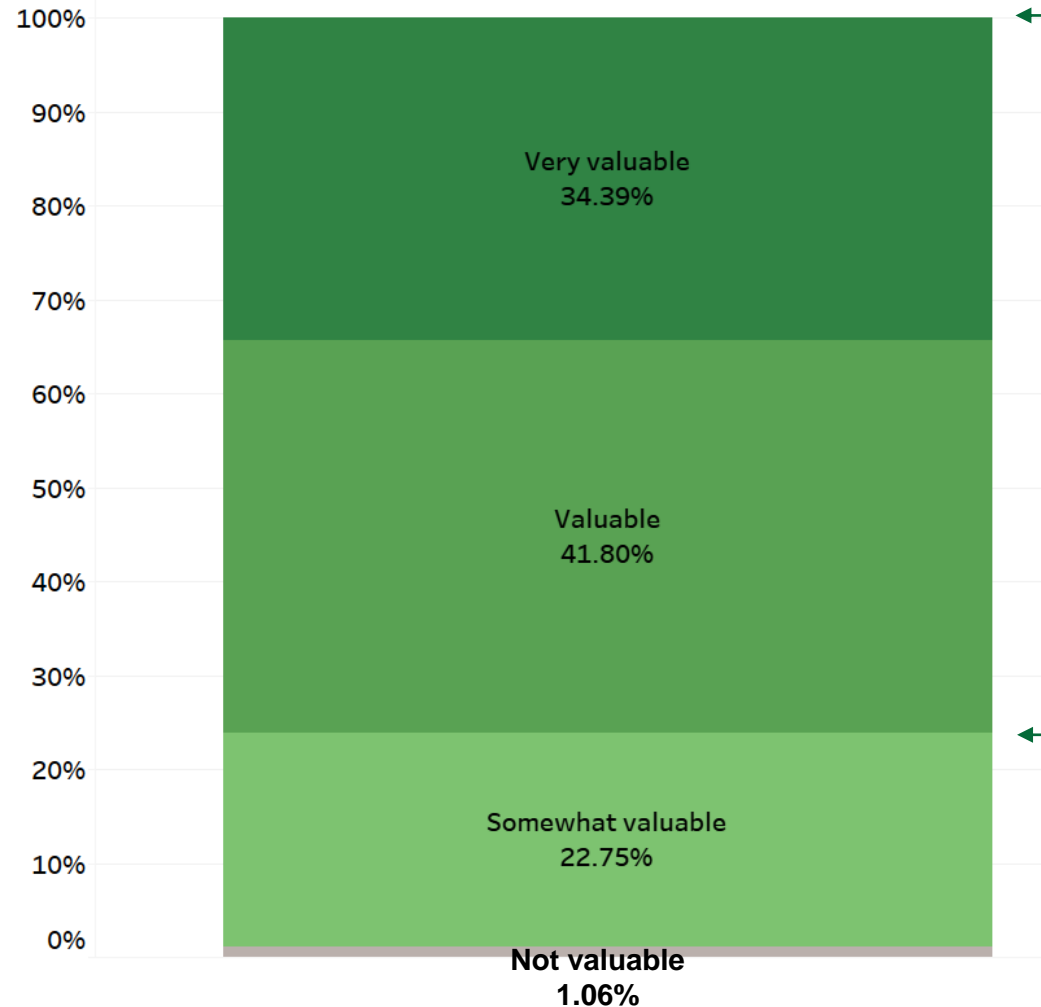
Do you receive ag-related content via text message from Farm Journal Mobile (from # 31313) like markets, weather, news, etc.?





# VALUE OF FJ MOBILE TEXT MESSAGES

How valuable is the ag-related content that you receive?



**76% consider the ag-related content they receive via text message to be valuable or very valuable**



# TYPES OF AG CONTENT

What other types of ag content would you like to see?

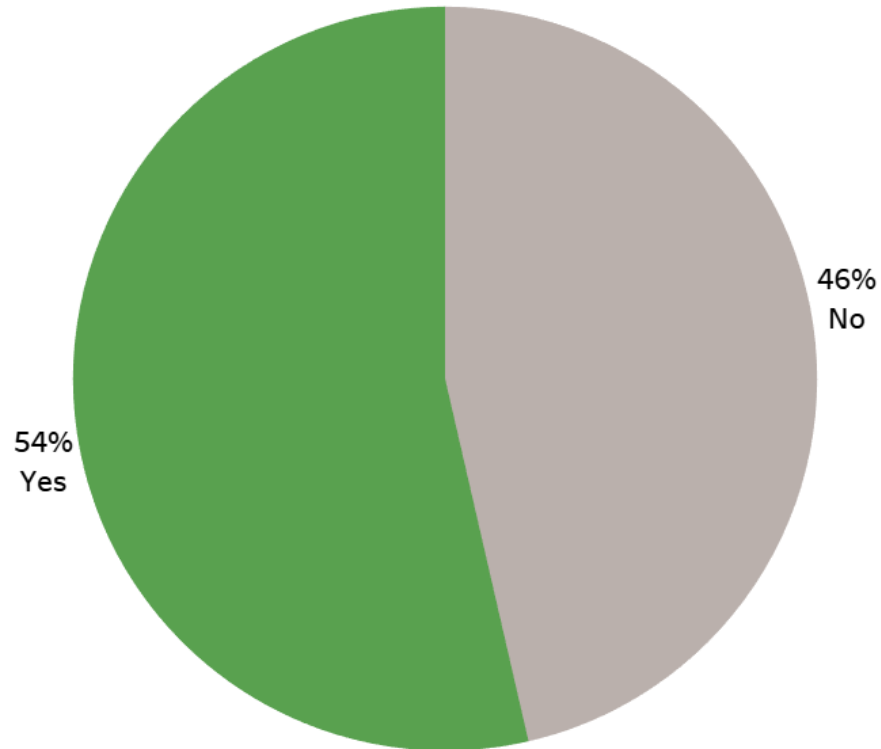


Types of Ag Content	
Commodity / Market Updates (daily)	24.93%
Weather Forecast by ZIP (daily)	23.63%
I am good with the content I receive now	22.91%
Machinery Pete's Pick of the Week (weekly)	12.39%
AgPro Updates (weekly)	12.25%
Greenbook Updates (weekly)	3.89%



# FJ MOBILE SPONSOR RELATED CONTENT

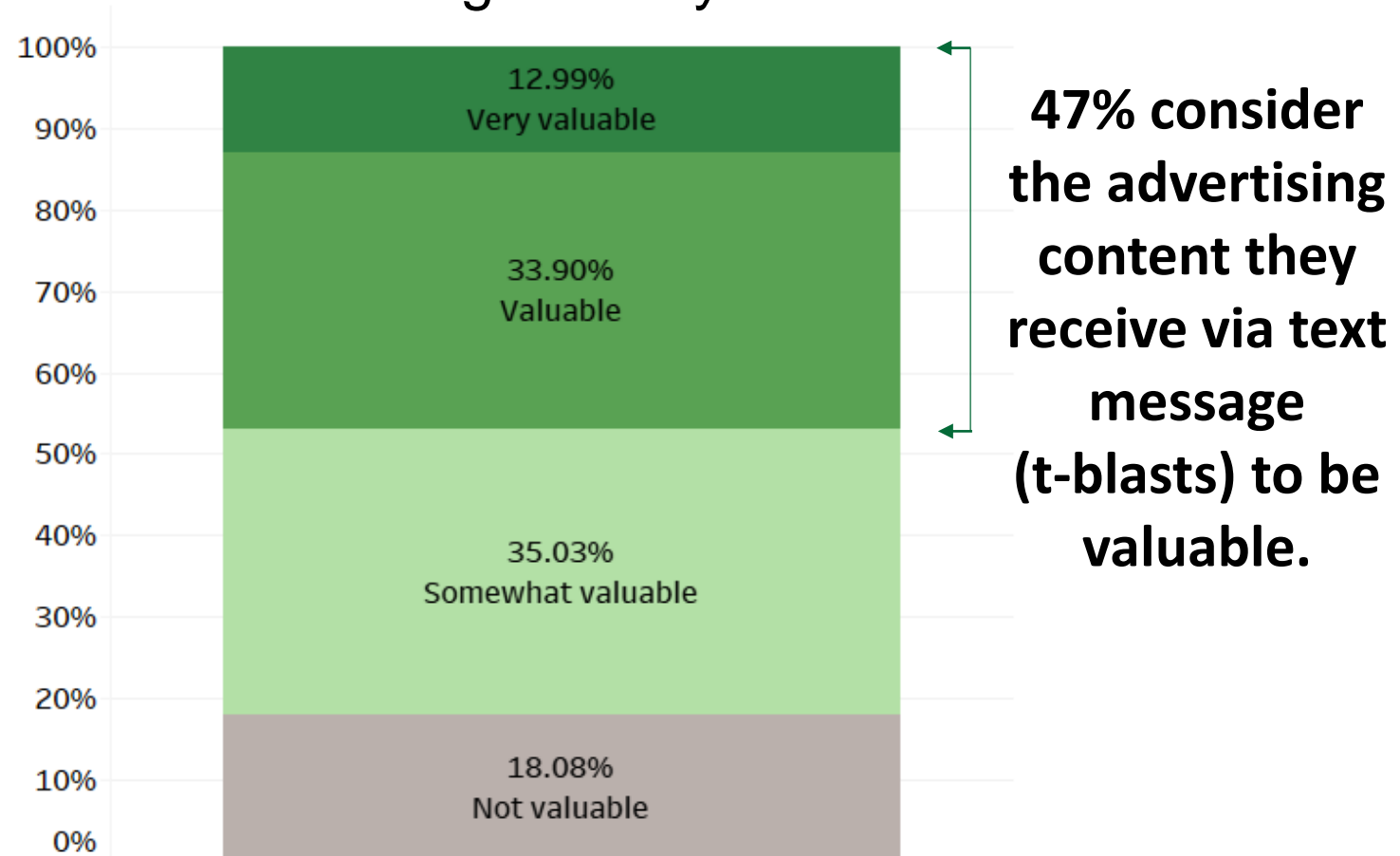
Do you recall receiving text messages from Farm Journal Mobile sponsors and/or companies that serve the ag industry?





# VALUE OF FJ MOBILE SPONSORS CONTENT

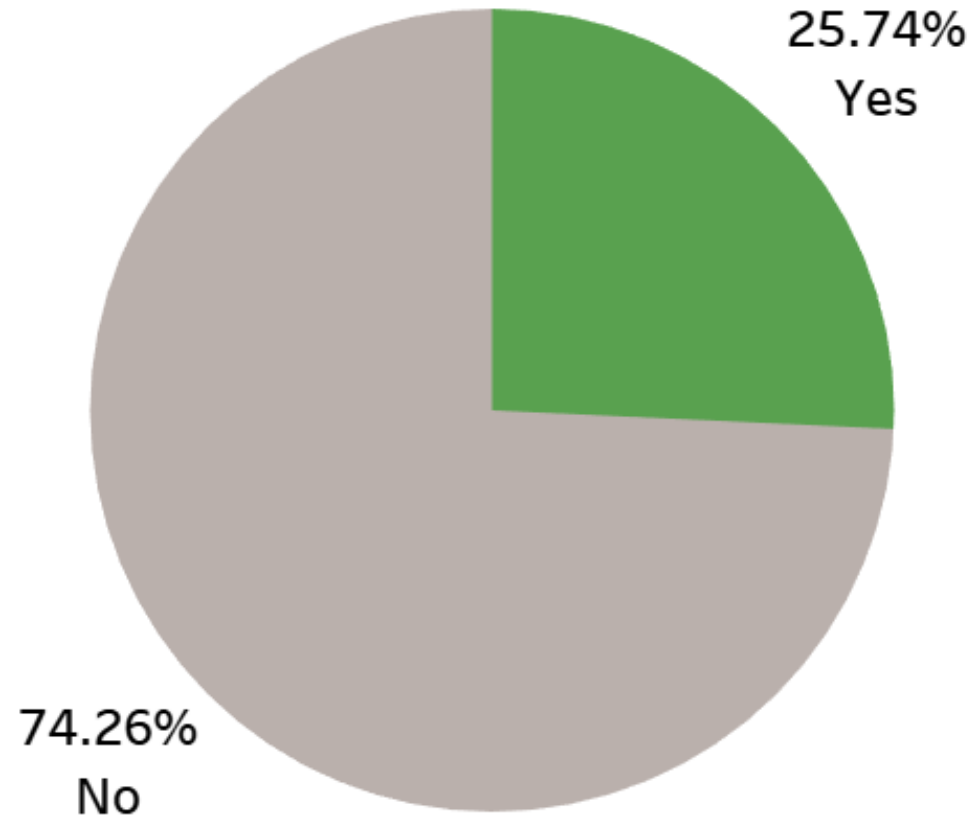
- How valuable is the content sent to you by Farm Journal Mobile sponsors and/or companies that serve the ag industry?





# FJ MOBILE SPONSORS AG INDUSTRY

Do you recall receiving text messages with **VIDEO** from Farm Journal Mobile, its sponsors and/or companies that serve ag industry?

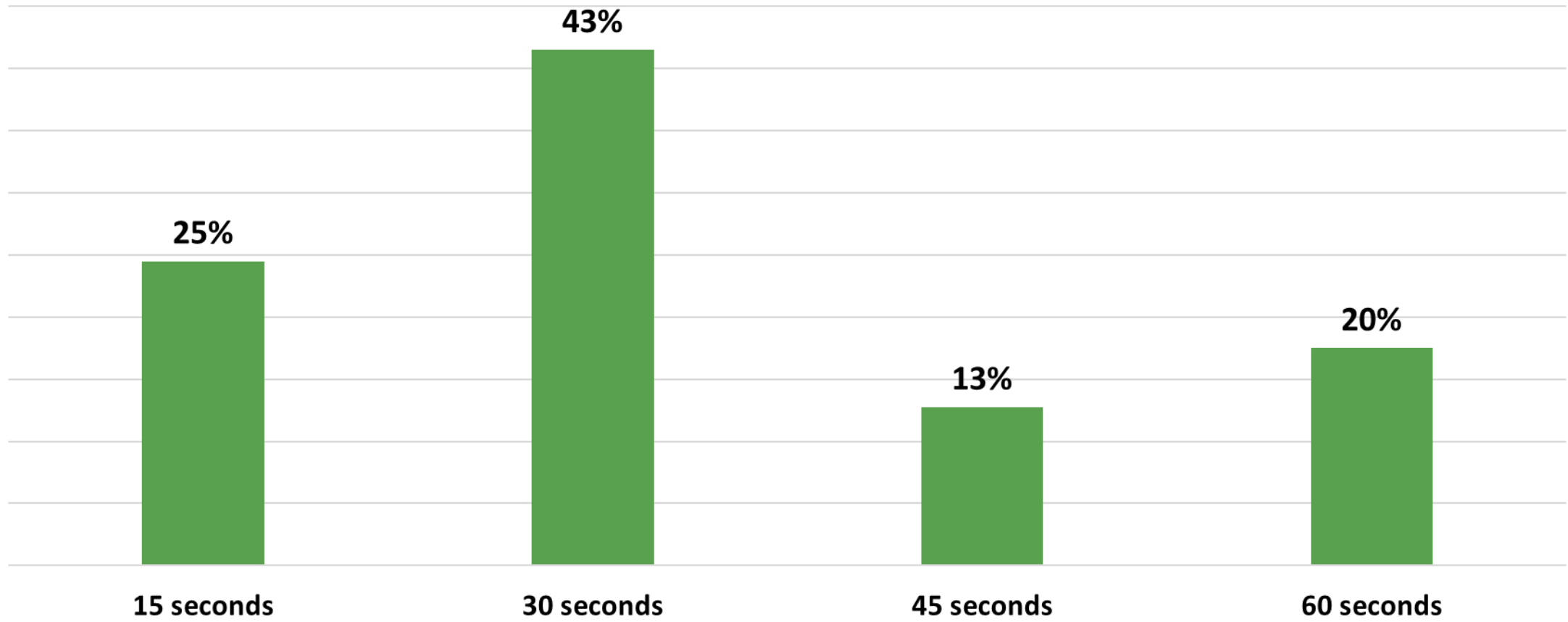


**Note: Only 10% of MMS t-Blasts contain video at this time.**



# FJ MOBILE VIDEO CONTENT

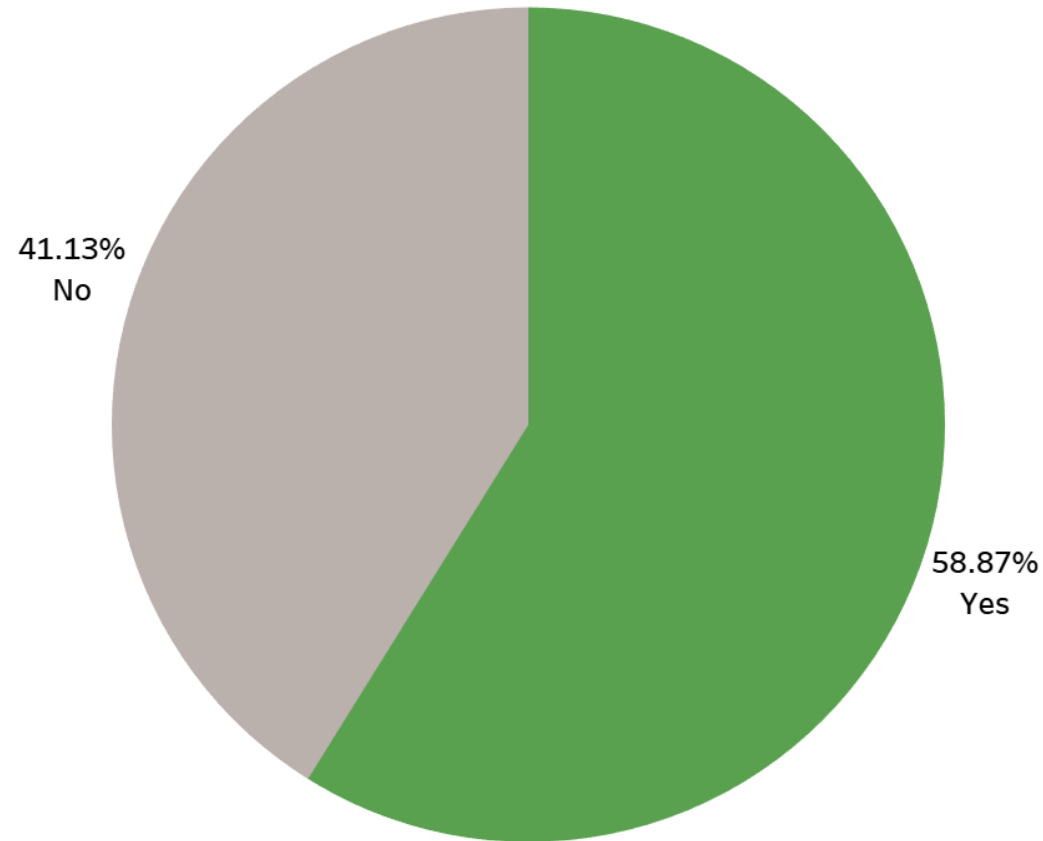
How long is the perfect video?





# TEXT-BASED POLLS AND POLL RESULTS

Do you like getting text based polls and poll results from Farm Journal Mobile?







# FARM JOURNAL RESEARCH LIBRARY

Trucks and ATVs



Seed and Planting



Crop Protection



Digital Audience Research



Mobile Research



Harvest Study



Brand Quality



Equipment and Machinery



Lifestyle



<http://farmjournalsales.com/research/>

**FARM**  **JOURNAL**