

SOCIAL & DIGITAL MEDIA 2018

CANADIAN FARMERS' USE OF SOCIAL AND DIGITAL MEDIA



AMONG FARMERS,
which social and digital
media are being used,
by how many and
by whom?



WHAT ROLE

DO SOCIAL AND DIGITAL PLAY
at each stage in the farm
decision-making
process?



WHAT IS THE TRAJECTORY

FOR THE FUTURE

and at what pace will
changes happen?



INTRODUCING FARMSHIFT:

SOCIAL AND DIGITAL MEDIA 2018

A syndicated quantitative random-sample survey of Canadian farmers

FS

What will we find out?

- ▶ Dashboard – what social and digital media are being used, by how many and by whom, and what is the trajectory for the future? How does this compare with use and intentions for print and radio?
- ▶ Profile of extensive users of digital / social media
- ▶ How much influence do each type of social and digital media have at various stages in the farm decision-making process?
- ▶ How large are farmers' digital peer groups, and how influential are they?
- ▶ Which organizations do farmers see doing the best job using digital and social media to engage with them?
- ▶ Special probe regarding Twitter
- ▶ Tracking usage trend for key media compared to benchmarks set in 2012 and 2015
- ▶ Mobile device use and intentions (smartphone, tablet)

WESTERN CANADA
(AB / BC Peace, SK, MB)
with optional Ontario module



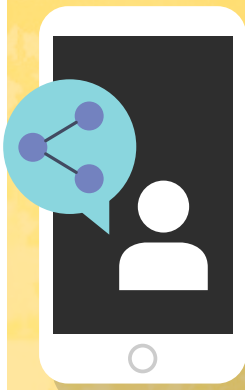
TARGETED SUB-SAMPLE
of heavy users of digital and social media



OMNIBUS OPPORTUNITY
to insert your own questions



FIELDING
in Dec/Jan, results in early March 2018



SOCIAL MEDIA

- Facebook
- Twitter
- YouTube
- Forums (e.g. Combine Forum)
- LinkedIn

MESSAGING

- Subscribed emails (e-newsletters, daily alerts, etc.)
- Instant Messaging (WhatsApp, Skype, FaceBook Messenger, etc.)
- Text messaging
- Email

INTERNET

- Online versions of farm newspapers & magazines
- Ag news websites
- Ag company or association websites
- Government or university websites
- Blogs
- Podcasts

MEDIA EXPLORED*

- Frequency and duration of use
- Role in decision process
- Expected use in future
- For selected media, the trend based on previous benchmarks in 2012 and 2015

PRINT AND RADIO

For comparison with social and digital media and for tracking

* Other media may be added to this list, based on input from clients (please call if you have input).

Where do various social and digital media fit in these stages of the decision process?



SPECIAL PROBE ON TWITTER

- Profile of Twitter users
- How are growers using Twitter?
- How often?
- Expected future use?
- How many followers?
- How many following?
- What types of people or organizations do they follow?

ROBUST METHODOLOGY

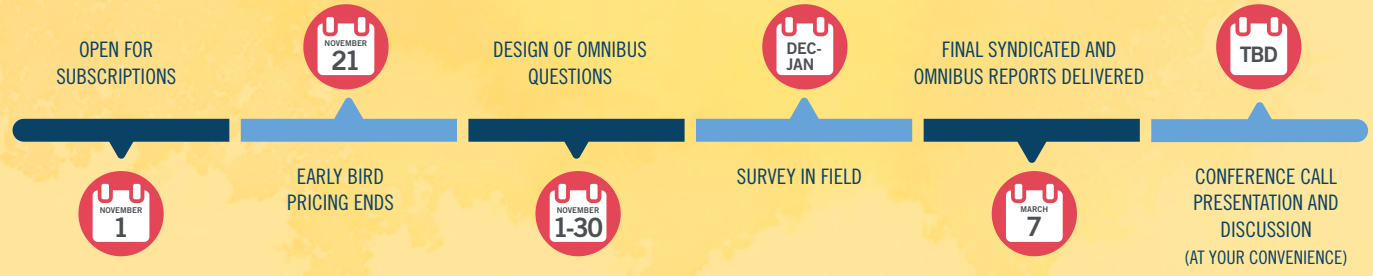
- ▶ Web-based (with telephone recruit)
- ▶ Random sample of N=400, proportionately distributed based on farmer population in AB (and BC Peace), SK, and MB
- ▶ Optional add-on of N=100 Ontario sample
- ▶ Target segment of at least one-third who would be considered heavy users of digital and social media
- ▶ Target respondents: main or joint decision-maker, not retiring or exiting farming in the next five years, and have at least 2000 acres under crop (240 in Ontario)
- ▶ Western sample accurate within +/- 4.8% at the 95% confidence level. Will be analyzed for differences by age, farm size and province, as well as by early-adopter vs. other.

INSERT YOUR OWN QUESTIONS*

- ▶ Awareness, use and impact of your organization's social or digital tactics
- ▶ Farmers' engagement with your brand or company on digital media versus your key competitors
- ▶ Media-specific exploration
- ▶ Content or message-specific exploration
- ▶ Use of social media by farmers for advocacy, political purposes, connection with consumers, etc.

* Purchased on a question-by-question basis or block of questions, with proprietary reporting.

TIMELINE



STUDY PRICING AND SIGN-UP FORM

	Before Nov 21	After Nov 21
FarmShift: Social and Digital Media 2018 (Western Canada)	\$12,000	\$13,500
Ontario add-on *	\$6,000	\$7,000
Omnibus Questions**		
Closed-ended question	\$1,500	\$1,700
Per three rating / ranking / scaling questions	\$2,000	\$2,200
Open-ended questions	\$2,500	\$2,700

Purchase FarmShift: Digital and Social Media 2018

Purchase Ontario add-on *

Purchase omnibus questions **

(Please indicate approximately how many proprietary questions you anticipate and which types):

* Ontario add-on available if there is sufficient interest (n=100, incorporated as an additional province in the main report).

** If a block of omnibus questions is purchased, a package price will be developed

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In the unlikely event of an insufficient number of subscribers, the study could be postponed or cancelled.

50% of study cost is due upon sign-up, and 50% is due upon receipt of deliverables. Costs exclude applicable taxes.

Company Name

Phone number

Name

Position

Signature

Date

Please sign, scan, and email to info@farmshift.com.

About FarmShift

In addition to syndicated studies like this one, we design and conduct custom market research. Please visit farmshift.com for a description of what we do.

OUR STUDY TEAM:

- Experienced, each with over 25 years of dedicated ag industry experience
- Skilled research design to obtain dependable, relevant, actionable results
- Collaborative - tailoring the final presentation to your needs, helping design your omnibus questions

Meet our study team at <http://www.farmshift.com/team.html>

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