

UNDER EMBARGO UNTIL 12.01AM AEDT 23 OCTOBER 2024

A MULTI-BILLION DOLLAR INDUSTRY: AUSTRALIAN FARMERS EARN MORE, ARE MORE SATISFIED, DIGITALLY CONNECTED, AND TRUST IS HIGHEST FOR AGRICULTURAL MEDIA

- **Women involved in every aspect of decision making in farm business**
- **Only 23% of farmers' television viewing time is on free-to-air TV; social media the least trusted**

WEDNESDAY OCTOBER 23 2024 – Australia's farmers run multi-million dollar businesses, own an average of 2.1 properties, more likely to buy cars, devices and household goods than non-farmers and trust agricultural media above any other form of media, according to a landmark research study release today by ACM.

The **ACM Quantitative Agricultural Readership Survey*** (QARS), the only one of its kind in Australia, delved into Australia's multi-billion dollar farming industry, presenting a comprehensive view of the modern farmer and farming family, their attitudes, behaviours, purchase decisions and media habits.

Among the **key findings** were:

- Farmers have an average equity of 92% in their farm businesses
- They have a gross average income of \$537,000 per annum
- Women are involved in every aspect of decision making in the farm business
- On average farmers own or manage 2.1 properties

In addition, it's important to take a farmer's lifestyle into consideration when advertising products and services as they are up early and lead outdoor lifestyles, and are governed by seasons and weather.

ACM Agri, ACM's leading network of websites, newspapers and events informing Australia's thriving Agricultural industry, is used by 78% of farmers and is their number one media source, followed by free-to-air commercial TV, ABC Radio, direct mail and ABC Television.

Other **key findings of farmers' media habits** were:

- Only 23% of farmers' television viewing time is on free-to-air TV
- Agricultural industry news is the most trusted media by farmers and social media is the least trusted
- Younger farmers have the highest distrust of social media than any other age group
- Agricultural media is essential reading and necessary for farm business decision making
- To effectively connect with farmers brands need to utilise a combination of print and digital as the consumption of digital is still in transition
- Agricultural news is a constant for farmers throughout the day, peaking in the early hours of the morning, at lunchtime and in the evening
- Print is the number one way farmers like to read their news
- 87% of farmers have taken action after seeing an ad in ACM Agri's websites or newspapers.

ACM Managing Director, **Tony Kendall**, said: “Australia’s farming industry is a critical driver of our economy with Ag production forecast to rise to \$86 billion**. It’s a fundamental part of our cultural fabric, however, there remains a lack of understanding of farmers, their attitudes and behaviour and media consumption habits. Our QARS research study lifts the lid on our farmers’ lives and the importance of agricultural media to their businesses.

“Farmers are at the centre of everything ACM Agri does and as Australia’s largest provider of agricultural news, we play the most influential role in keeping farmers connected through our content, digital solutions, events, marketplaces and tech solutions.”

“We have incredible opportunities for advertisers to bring them closer to the farming audience including our enhanced data capabilities that will allow clients to match and target their data with our engaged audience and The Australian Agricultural Awards in partnership with the National Farmers Federation that will celebrate the best of the best in this country. The next six months are pivotal and we look forward to bringing brands on the journey.”

The research study has been presented at a number of key invitation-only events for advertisers and media buyers to help understand the farming industry, its importance to advertisers and the influential role of ACM Agri.

The events, in Sydney, Melbourne and Brisbane, featured a panel of guests including Anden Sheep Stud Principal Joel Donnan, Victorian Farmers Federation Vice President Danyel Cucinotta, Knowla Livestock Producer Jack Laurie, NSW Farmers CEO Annabel Johnson and Trifecta Charbrays Founders Lucy and Bruce Moore, which were moderated by The Land Editor Samantha Townsend and Stock & Land Editor Joely Mitchell and Queensland Country Life Editor Lucy Kinbacher, and discussed topics such as what the future farmer looks like, the role of user generated content and immersive technologies in the farmer community, how digital technology is transforming agricultural marketing strategies, and automation and sustainable practices in agricultural marketing.

ACM recently announced three senior appointments in its Agri division, including **Scott McCullough** as Commercial Director of its Agri division.

The QARS study and the new appointments follow significant growth for ACM Agri, with digital subscribers growing threefold** from June 2022 to July 2024 and its multi-platform network reaching an audience of 1.3 million^ each month.

ACM Agri includes its masthead network of The Land, Queensland Country Life, North Queensland Register, Stock Journal, Farm Online, Stock & Land; online marketplaces Agtrader, Farmbuy and Livestock Connect, industry specialist magazines and websites Horse Deals, The Australian Dairy Farmer, and Good Fruit & Vegetables, events Elders Farmfest, AgQuip sponsored by AON and AgSmart Connect, and agri and regional custom research Chi Squared.

ACM Agri is part of the broader ACM network, and includes The Land, Queensland Country Life, Stock & Land, Farm Weekly, Stock Journal, North Queensland Register, Farmonline, Farmbuy, AgTrader and Farmers Finance Australia. ACM is Australia’s largest independent media company, collectively reaching an audience of more than 4 million*^ each month.

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*SOURCES: ^Cumulative total of Monthly UA print Roy Morgan Dec 2023, UA online. Roy Morgan Live Audiences Dec 2023, newsletters opened weekly (May 2024), Facebook followers May 2024, *McNair Yellow Squares*

QARS 2024. **Australian Government, [Agricultural overview](#), 2024. *^Roy Morgan Single Source, May 2024. IPSOS Iris, May 2024.

ACM is Australia's largest independent media company. We are passionate about keeping our communities strong, informed and connected. ConnectNow with ACM.