

Survey **2018**

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# EDA Agriculture Market Overview

**Randall**  **Reilly**<sup>®</sup>

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# Methodology

The following report examines the results of a survey sent to the EDA list of agriculture firms that have financed equipment, and also promoted on the AgEquipment.com Facebook page. The bulk of the responses are from EDA contacts.

The purpose of the survey was to gather general demographic information on the industry, such as acreage, equipment fleet size, brand ownership, maintenance practices and the top information resources they use in their business.

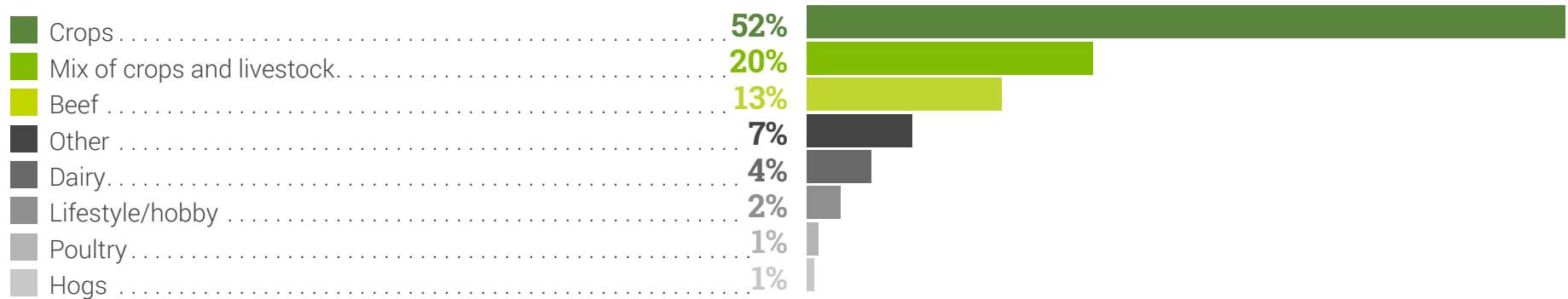
A total of 387 surveys were returned and are included in this analysis.

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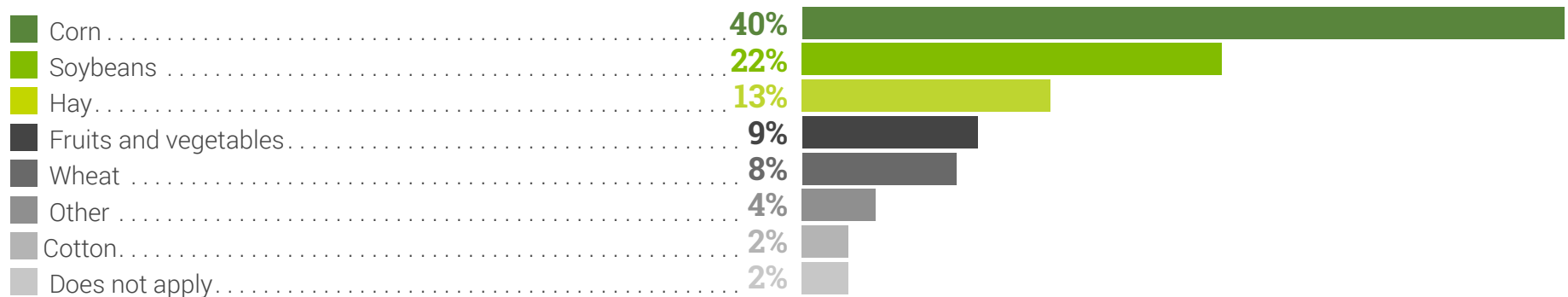
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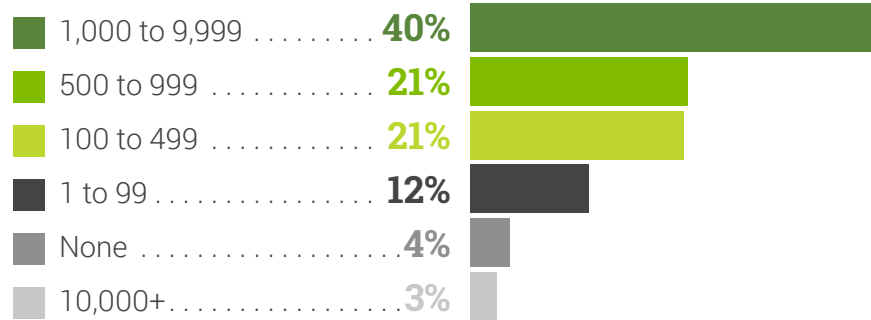
Which of the following best describes your primary agricultural operation?



Which of the following best describes the primary type of crops you grow?

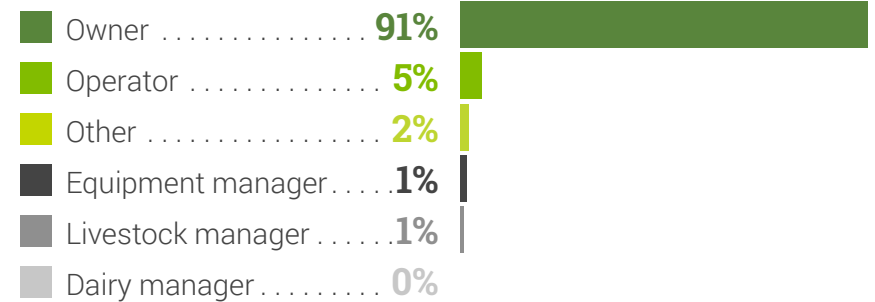


### How many acres do you farm?\*



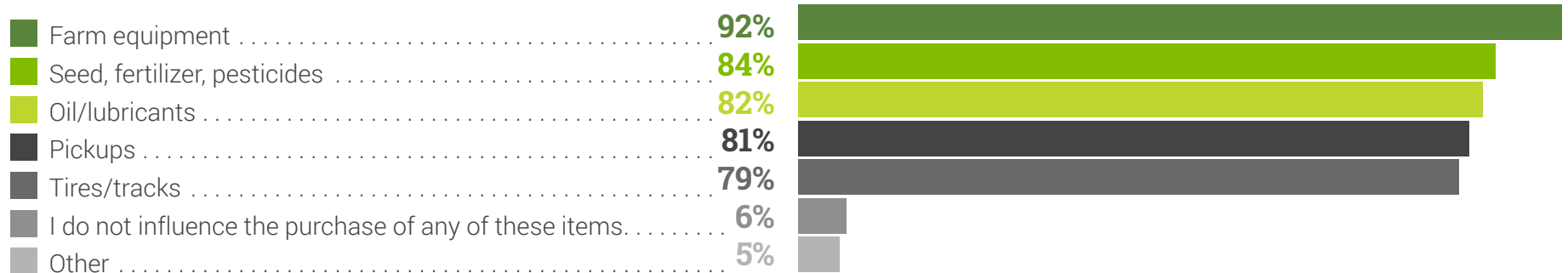
\*Results may not add to 100 due to rounding.

### What is your role within your organization?

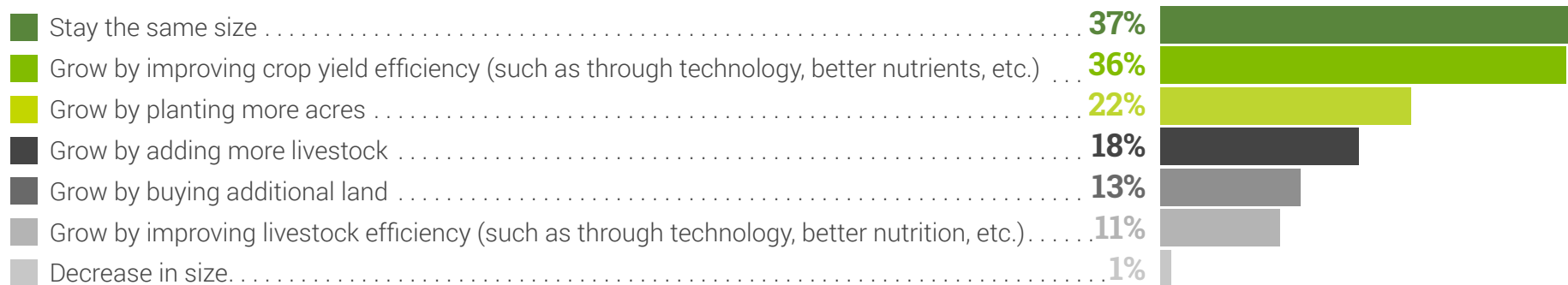


**These are decision makers: 91% own the operation**

### Do you influence the purchase of...? (Check all that apply.)



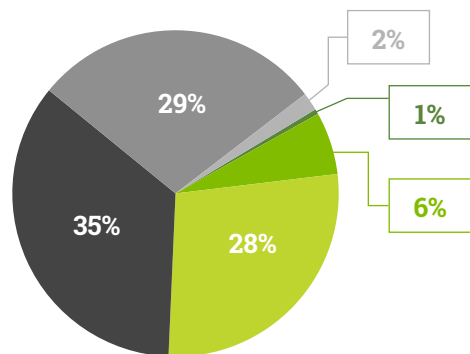
Over the next year (2018) do you plan to:



**Most plan to grow in 2018, either by buying more land or improving efficiencies**

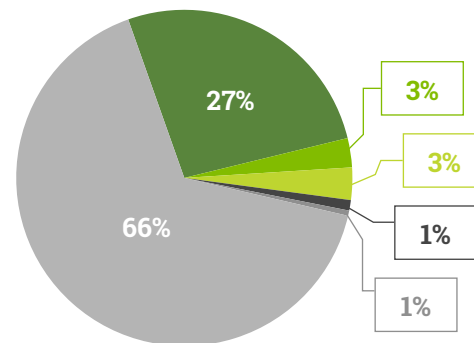
How many pieces of equipment does your farm operate?

- None..... **1%**
- 1 to 3..... **6%**
- 4 to 10..... **28%**
- 11 to 25..... **35%**
- 26 to 99..... **29%**
- 100 plus..... **2%**

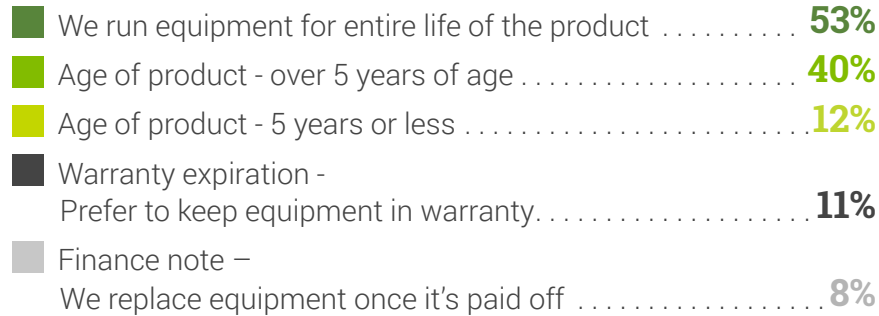


What percent of your farm equipment is leased?

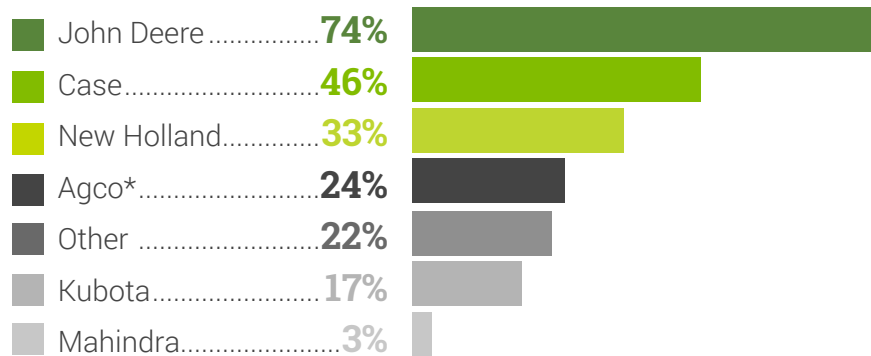
- Less than 10%..... **27%**
- 11-25%..... **3%**
- 26-50%..... **3%**
- 51-75%..... **1%**
- 76-100%..... **1%**
- We do not lease any equipment..... **66%**



## What influences you to replace your equipment?

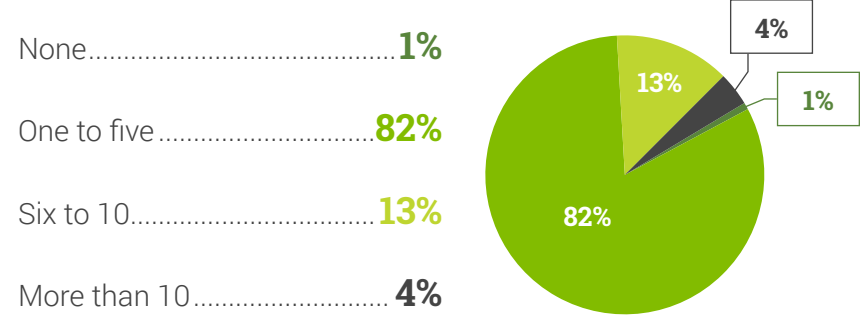


## What brands of equipment do you own? (Check all that apply)

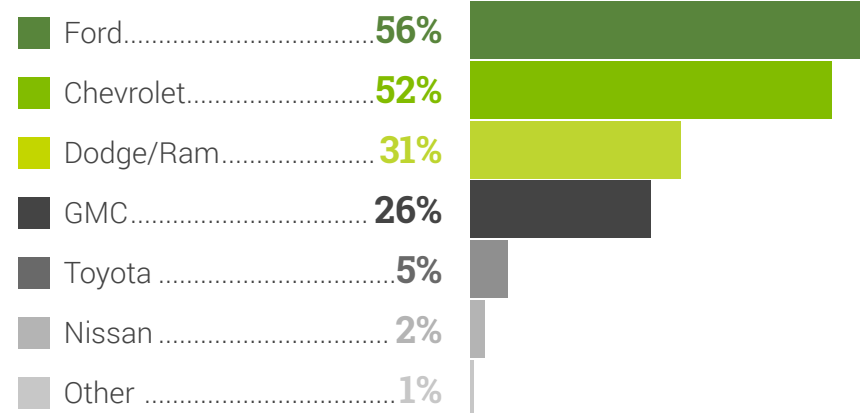


\* Challenger, Massey-Ferguson, Gleaner, etc.

## How many pickups does your farm operate?



## What brands are your pickups? (Check all that apply)



# Approximately what percentage of your maintenance and repair is...?

Total must add up to 100%. If you're not sure, simply click, "I'm not familiar with this".

A total of 7% of respondents said they were not familiar with this and could not answer. The percentages below are based on the 93% of respondents who did provide an answer.

	Performed In House	Outsourced To Dealer	Outsourced To Repair Shop
0%	1%	24%	42%
1-9%	1%	11%	11%
10-19%	3%	21%	20%
20-29%	6%	20%	15%
30-39%	4%	6%	4%
40-49%	4%	4%	2%
50-59%	17%	8%	3%
60-69%	5%	3%	1%
70-79%	14%	3%	1%
80-89%	12%	1%	1%
90-99%	23%	1%	0%
100%	11%	1%	1%

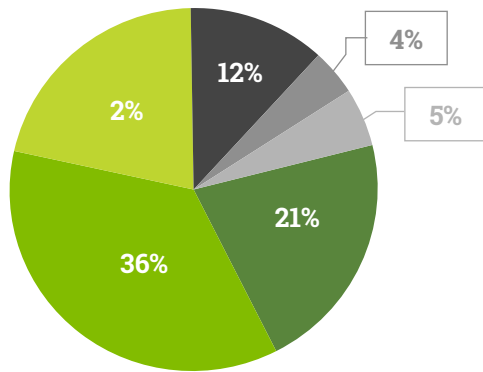


## How many of the following do you own?

### UTVs

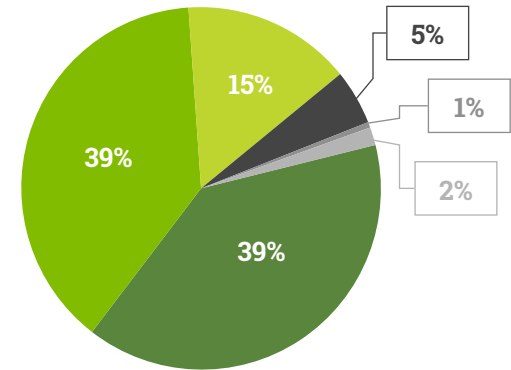
(utility task vehicles)

None.....	<b>21%</b>
One.....	<b>36%</b>
Two.....	<b>21%</b>
Three.....	<b>12%</b>
Four.....	<b>4%</b>
Five or more.....	<b>5%</b>



### Zero turn mowers

None.....	<b>39%</b>
One.....	<b>39%</b>
Two.....	<b>15%</b>
Three.....	<b>5%</b>
Four.....	<b>1%</b>
Five or more.....	<b>2%</b>



**Most own at least one UTV and zero turn mower**

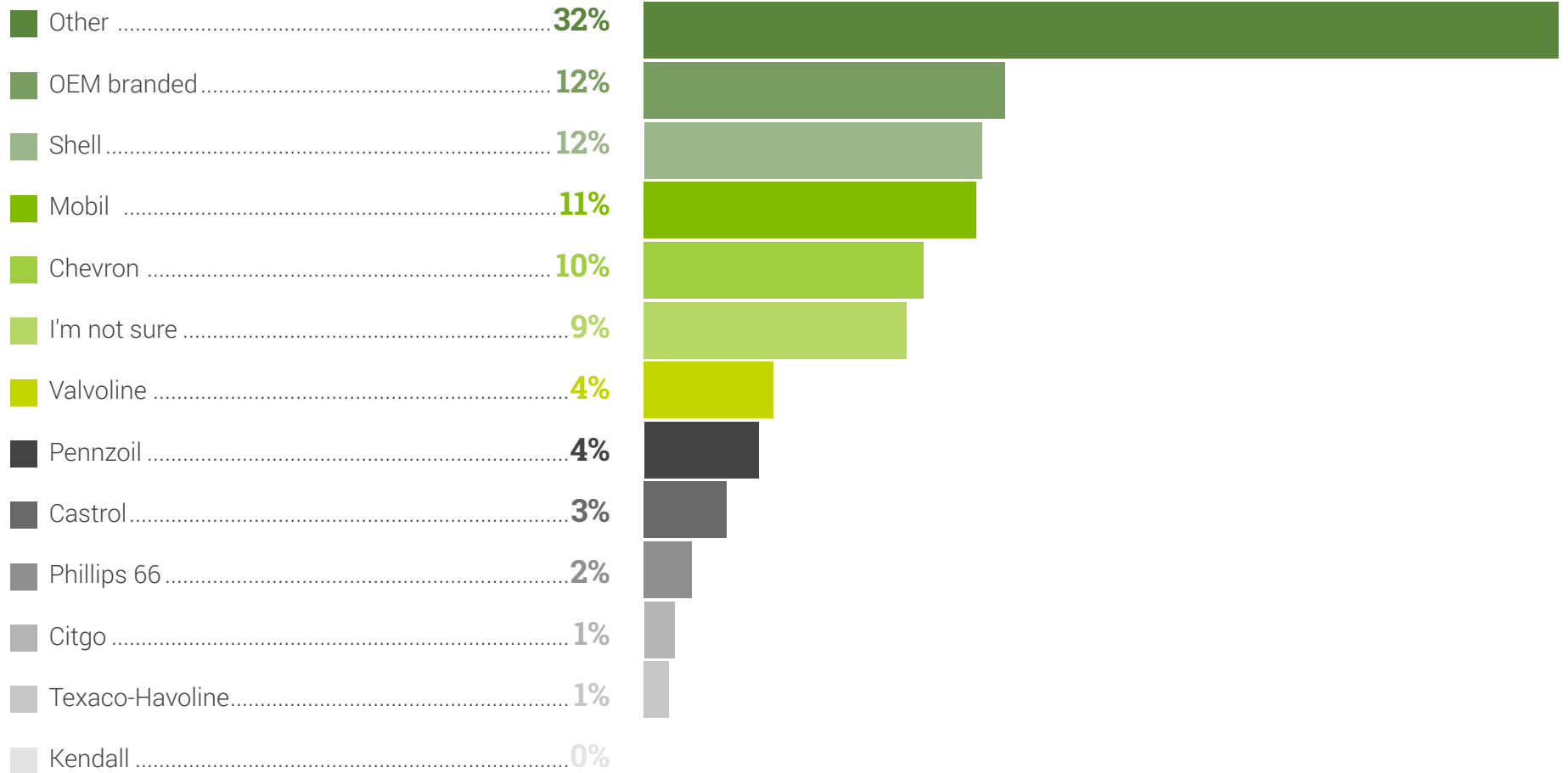
## Where are oil changes most often performed? (Check only one)

<span style="color: #4F7942;">■</span> We do them in-house.....	<b>91%</b>
<span style="color: #709A47;">■</span> Outsource to independent service shop.....	<b>3%</b>
<span style="color: #90B854;">■</span> Outsource to dealer.....	<b>4%</b>
<span style="color: #333333;">■</span> I'm not sure.....	<b>1%</b>



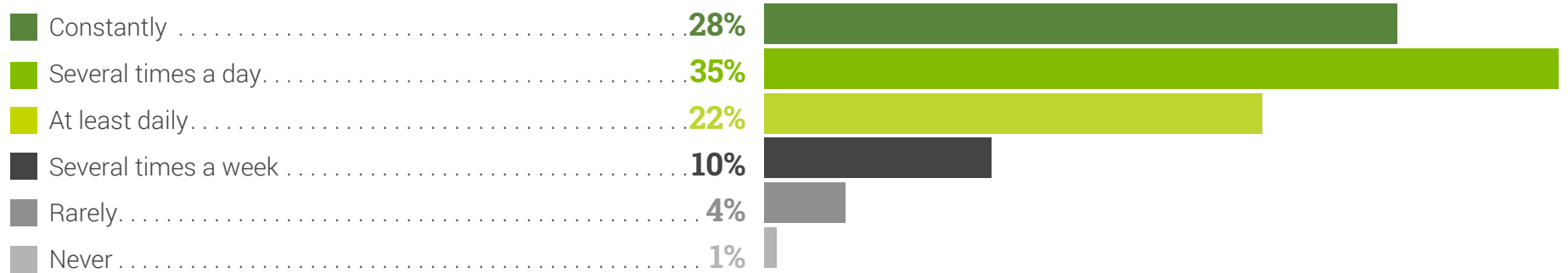
**More than 90% do their own oil changes**

What oil brand do you primarily use? (Check only one)\*



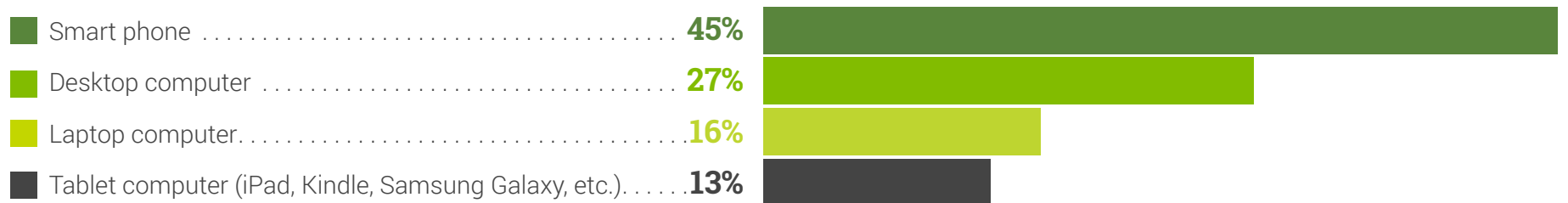
\*Totals may not add to 100% due to rounding.

## How often do you use the Internet for any purpose?



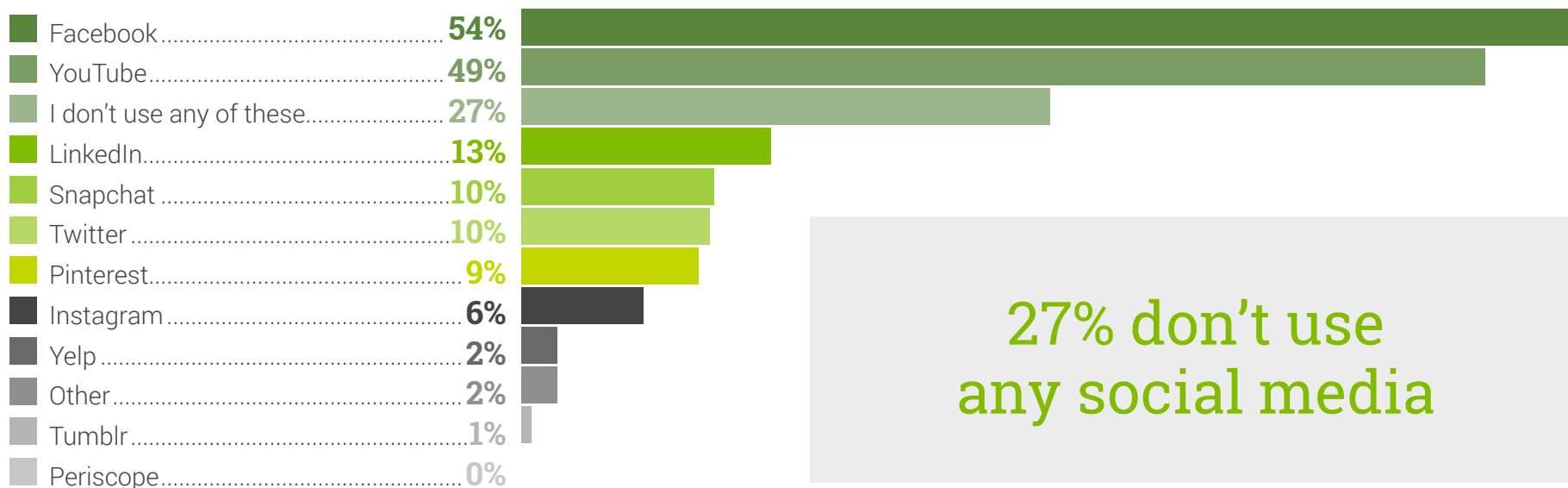
**58% use mobile devices – Smart phones or tablets – most often to access the Internet**

## Which of the following do you use most often to access the Internet?\*

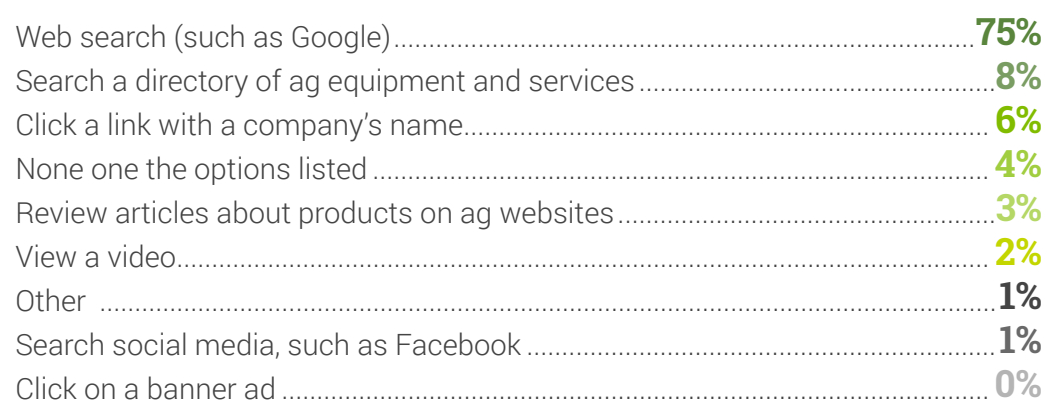


\*Totals may not add to 100% due to rounding.

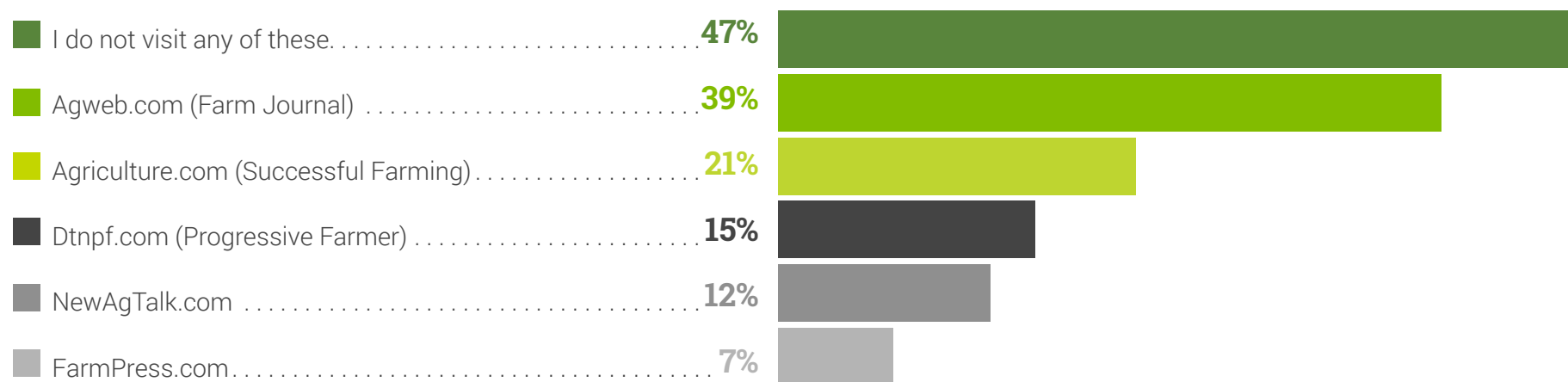
Do you use any of these social media resources? Check all that apply.



When looking for equipment or service information for your farm online, which of the following are you most likely to try first?



Which of the following websites do you visit regularly?

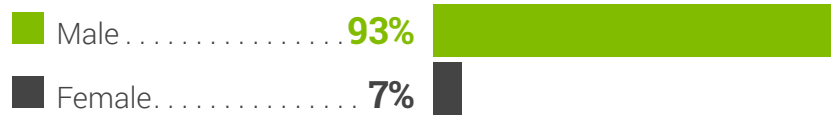


47% don't use any ag websites

Which farming website is your favorite?

See appendix for responses.

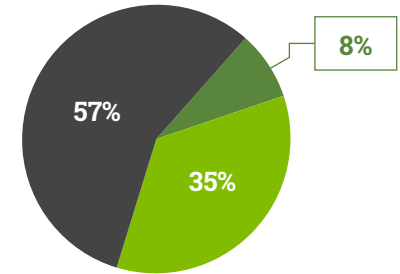
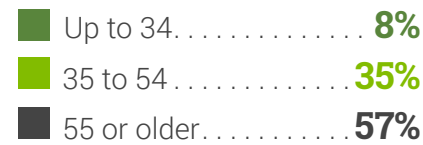
## What is your gender?



## What are your hobbies? (Check all that apply.)



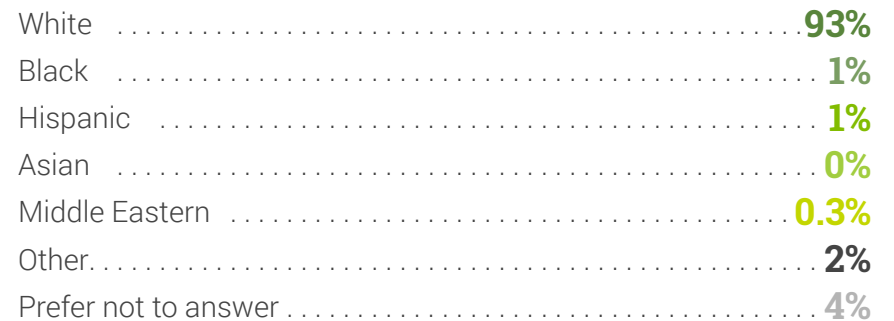
## What is your age?



Average Age: 55 years

**Respondents are overwhelmingly male and 55 years old on average.**

## What is your race/ethnicity?



## Which farming website is your favorite?

Responses are listed in order by number of mentions:

- AgWeb.com/Farm Journal - 53
- TractorHouse.com - 25
- NewAgTalk.com - 24
- dtnpf.com/Progressive Farmer - 21
- Agriculture.com/Successful Farming - 6
- Farm Press (regional websites) - 4
- AuctionTime.com - 3
- FarmFutures.com - 3
- Deere.com - 3
- FastLine.com - 2
- CMERgroup.com - 2
- Several mentions of local co-ops, extension offices and University ag sites
- HeftySeed.com
- Tractor Porn (Twitter account)
- eBay
- AgcoCorp.com
- TheCombineForum.com
- GrowerTalks.com
- Prime-Ag.net
- ProgressiveCattleman.com
- HayTalk.com
- VanTrumpReport.com
- Pioneer.com
- AcreValue.com



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