

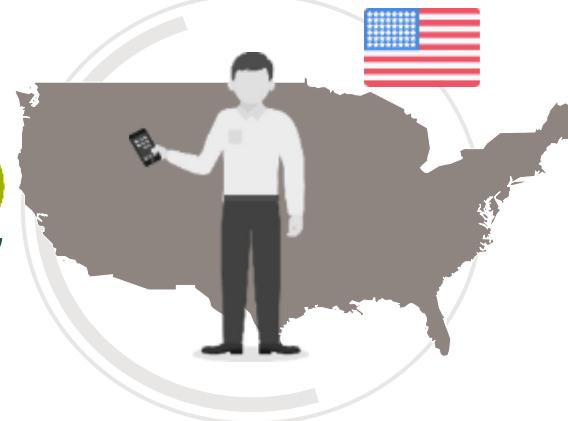
# Social Media

Usage level  
Topics  
Preferred Influencer

Kynetec –  
Trusted Farm  
Information

# Study Snapshot – Farmer Community Survey

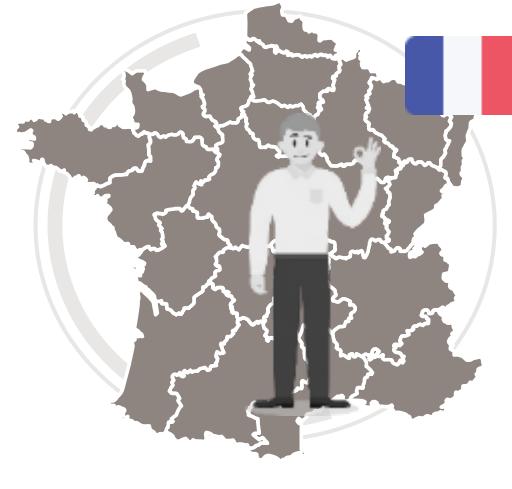
## Methodology and Scope



USA n=772



UK n=913



France n=500



Germany n=743

2928

Total number of  
interviews conducted



The project has been conducted **online** based on our farmer panels in the USA, France and Germany. In the UK we did a Hybrid approach (341 online & 572 telephone).

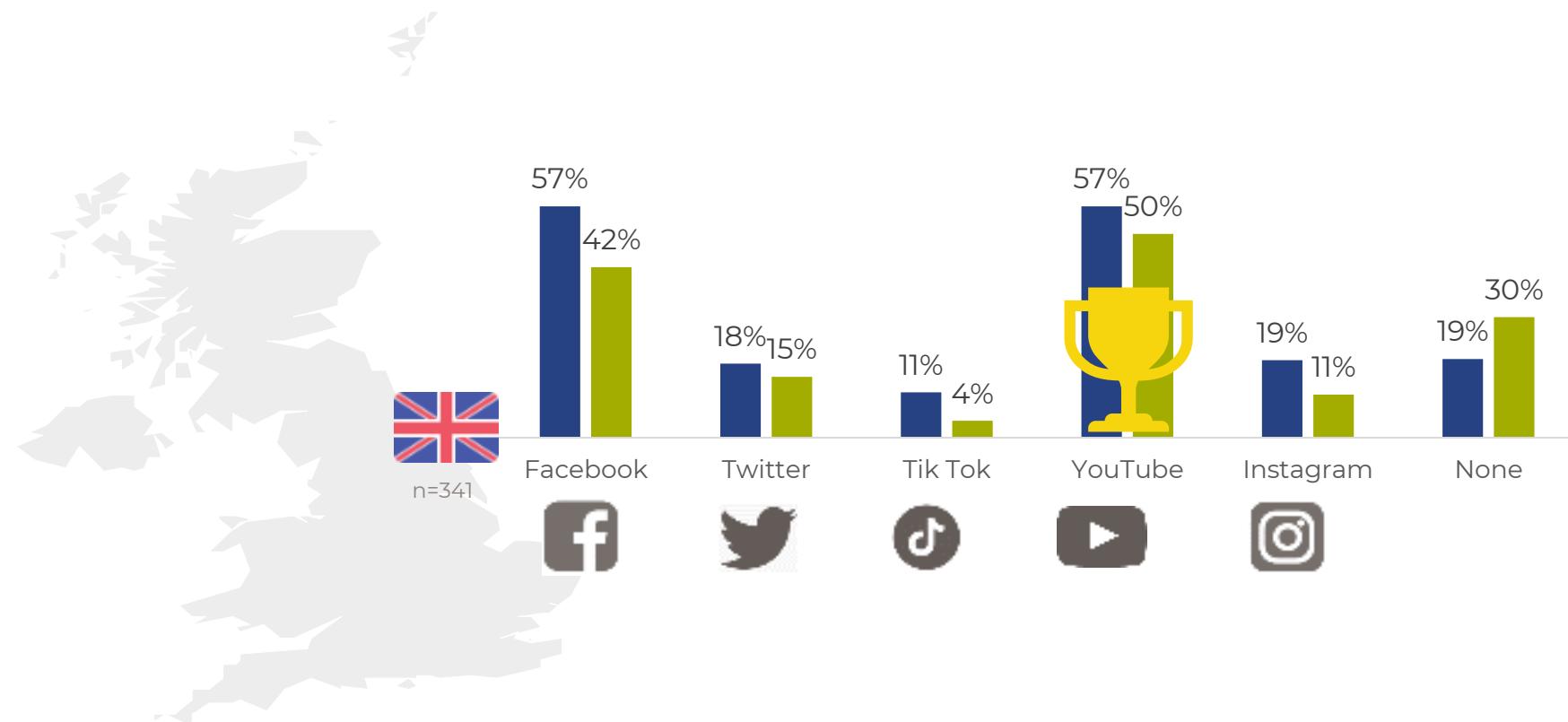


All respondents participated on a voluntary basis and will receive this report as a thank you for their contribution.

# Social Media Usage among Farmers | Overview

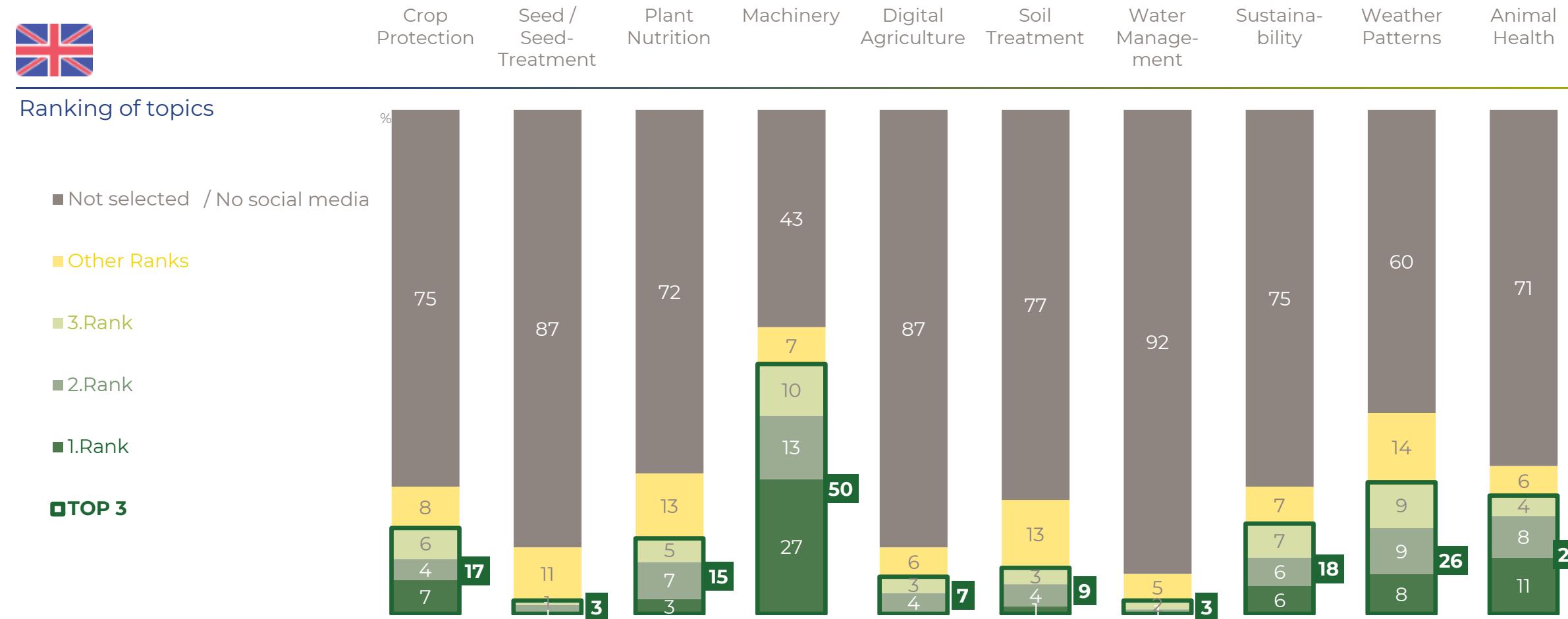
More than two-third of the UK online respondents are active on some social media platform. YouTube is most used for agricultural content in all countries, followed by Facebook.

■ General Social Media Usage ■ Business Social Media Usage



Base: All UK online completes (n=341) | What social media apps do you use? | Which social media apps do you use for agricultural content?

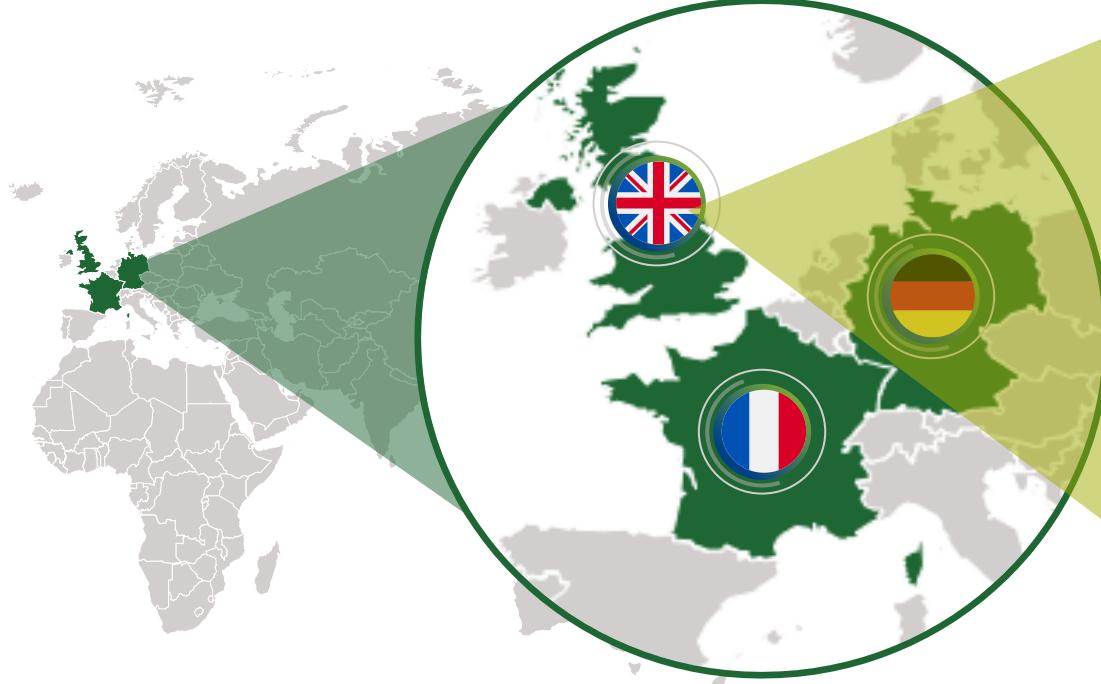
# Topics in Social Media | UK Ranking



Base: All UK online completes (n=341) | Based on the previous question, which ones are you most interested in? Please rank your TOP 3 topics .

# Preferred Influencers | UK

Jeremy Clarkson, Olly Blogs & Tom Pemberton are the most mentioned UK influencers.



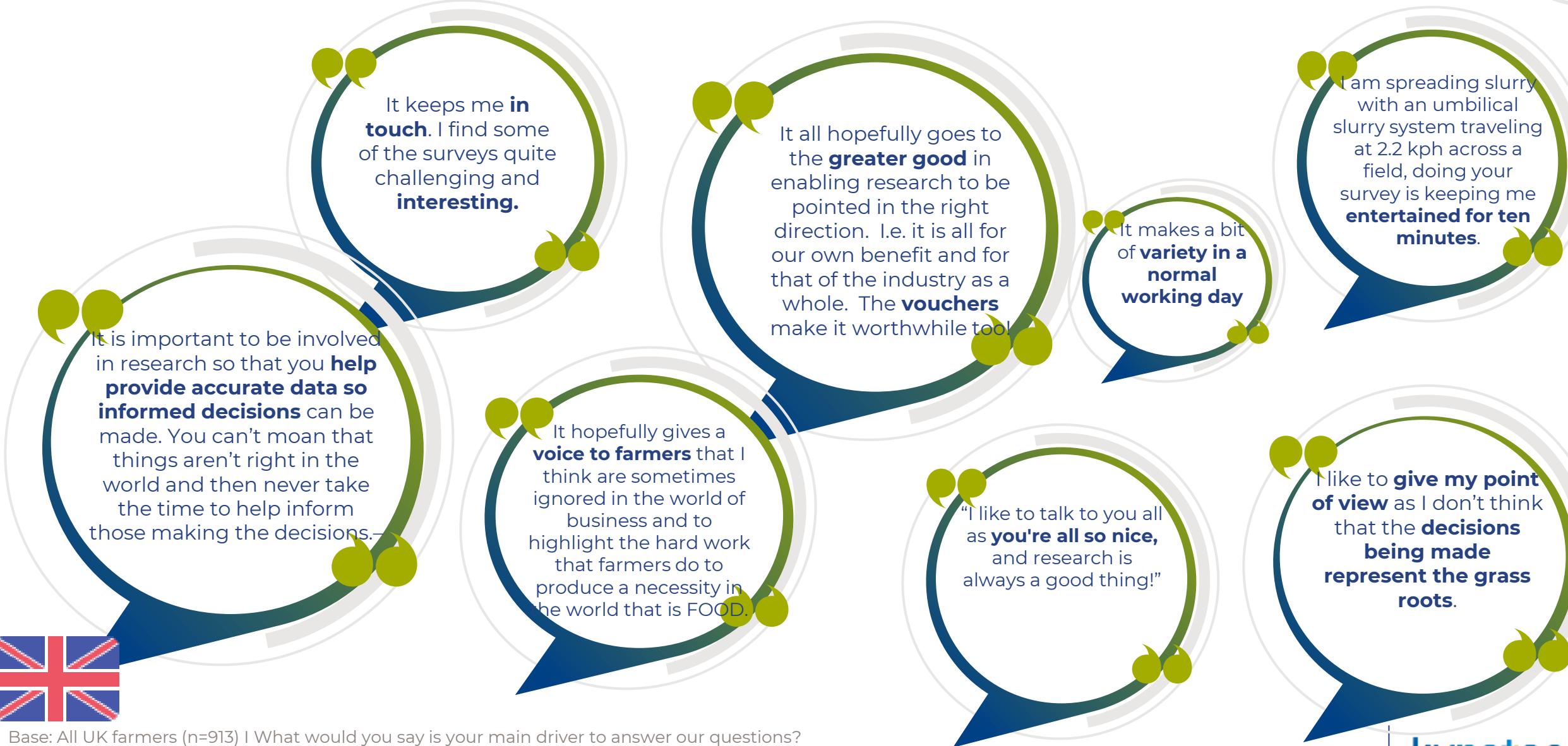
🏆 Most often stated as Top1

## UK Top Influencers on Social Media

UK Top Influencers on Social Media	
1. Jeremy Clarkson	35%
2. Olly Blogs	16%
3. Tom Pemberton	14%
4. Adam Henson	7%
5. Gareth Wyn Jones	6%
6. Minette Batters	4%
7. Agriland	4%
8. Harry's Farm	4%
9. Joe Seels	2%
10. NFU	2%
11. AHDB	2%
12. Andrew Ward	2%
13. Martin Kennedy (President of Scottish NFU)	2%
14. Kaleb Cooper	1%
15. Dove farms	1%
16. Farmers Weekly	1%
17. Gabe Brown	1%
18. Glanbia	1%
19. John Pawsey	1%
20. Tenth Generation Dairyman	1%
21. Matt Baker	1%

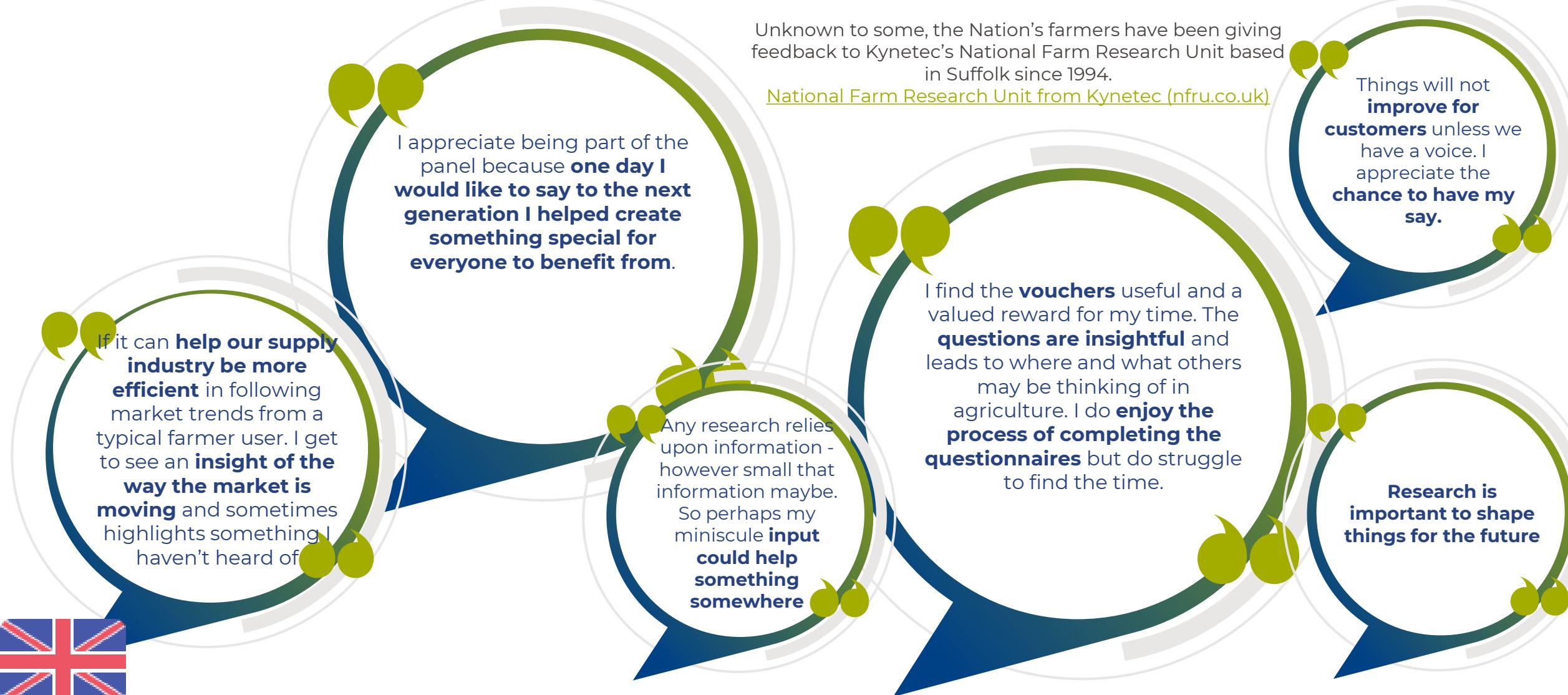
Base: UK Social Media Users with Preference (n=73 online +158 telephone) | Who do you consider to be the top 3 Agricultural Social Media Influencers for your country?

# This is some of the UK farmers feedback ...



Base: All UK farmers (n=913) | What would you say is your main driver to answer our questions?

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Base: All UK farmers (n=913) | What would you say is your main driver to answer our questions?



Thank you