

Agriculture Sector Ranking

Specialized Business Publications are again by far the leading information source in the Agriculture sector, rated as Very Useful by 78% of respondents. Next in importance are Trade Shows and Radio followed by Conventions/Seminars, Direct Mail and Salespeople.

Information Source	Total Summary 2000			Total Summary 2004		
	Very Useful %	Avg.	Rank	Very Useful %	Avg.	Rank
Specialized Business Publications or Industry Newspapers	75	7.6	1	78	7.5	1
Trade Shows	59	6.6	2	60	6.7	2
Radio	43	5.8	6	44	6.6	3
Conventions/Seminars	51	6.0	3	50	5.7	4
Direct Mail	46	5.9	4	40	5.5	5
Salespeople	46	5.9	4	39	5.4	6
Daily Newspapers	34	5.2	7	37	5.1	7
Business Directories	33	5.0	8	35	5.0	8
The Internet	27	4.5	9	40	4.8	9
General Business Publications	21	4.3	10	25	4.3	10
Network Television	23	4.2	11	18	3.7	11
General Interest Consumer Magazines	16	3.5	13	18	3.5	12
Specialty Television	22	3.8	12	17	3.4	13
News Magazines	13	3.3	14	16	3.3	14