

CONVERSATION ANALYSIS

Who's is really buying new?

Machinery · 2026-04-19 to 2026-05-05

Prepared for the trade by Agri Web Media

OVERVIEW

Conversation at a glance

170

Visible contributions

13,846

Views on The Farming
Forum

504

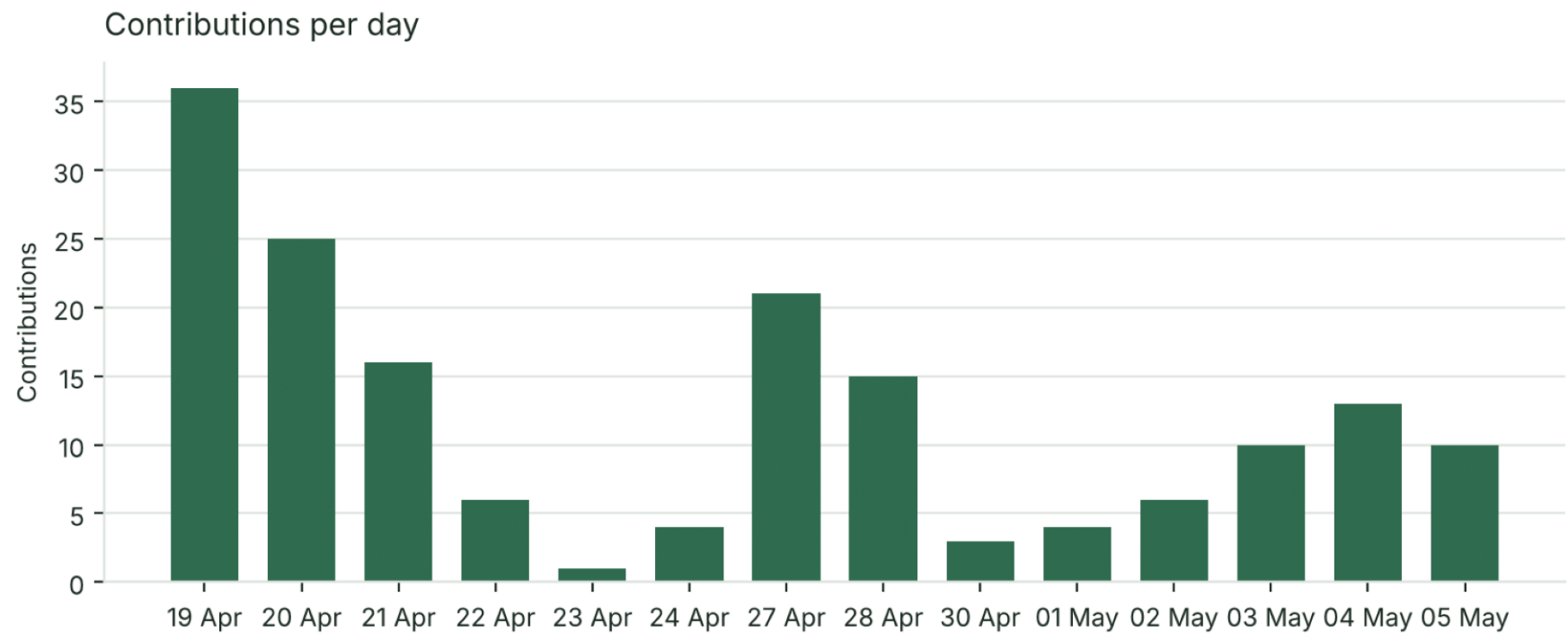
Reactions

2.96

Average reactions per
contribution

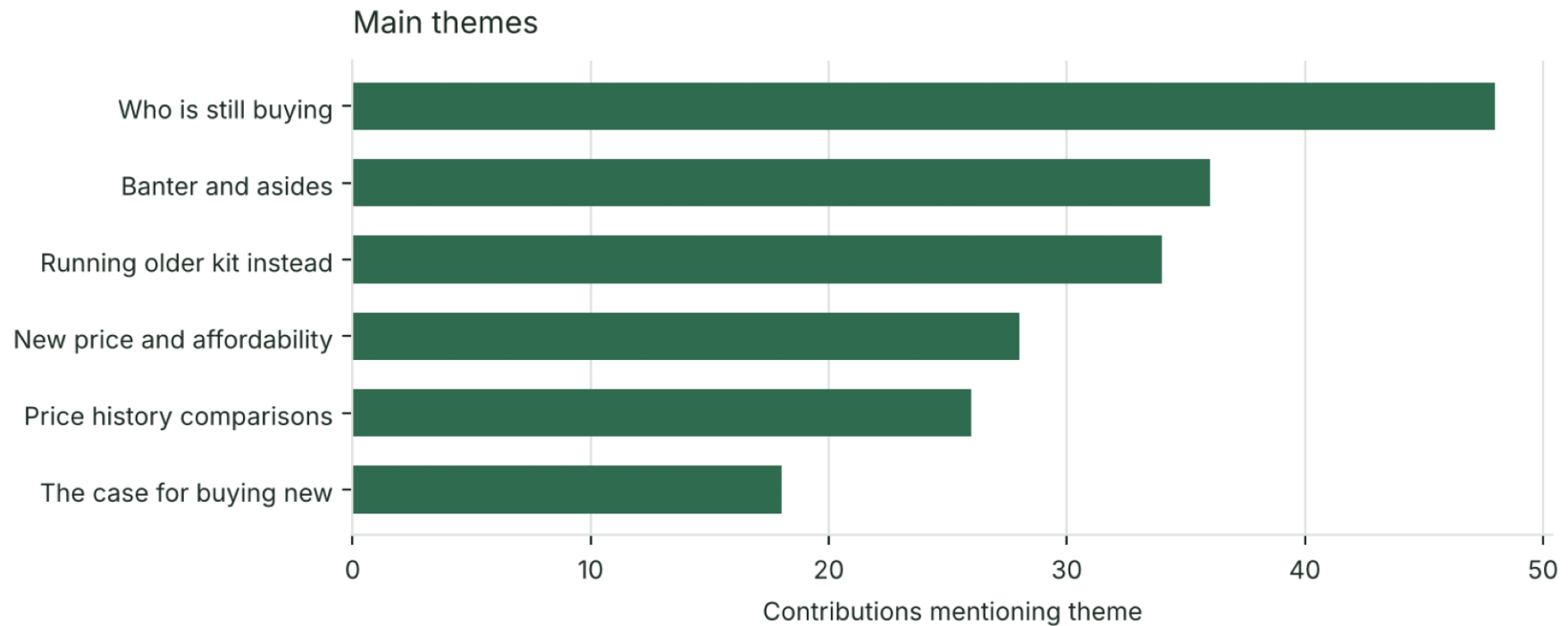
- Ran over 14 active days, peaking on 2026-04-19 with 36 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

When the conversation happened



Peak day 2026-04-19 carried 36 of 170 contributions.

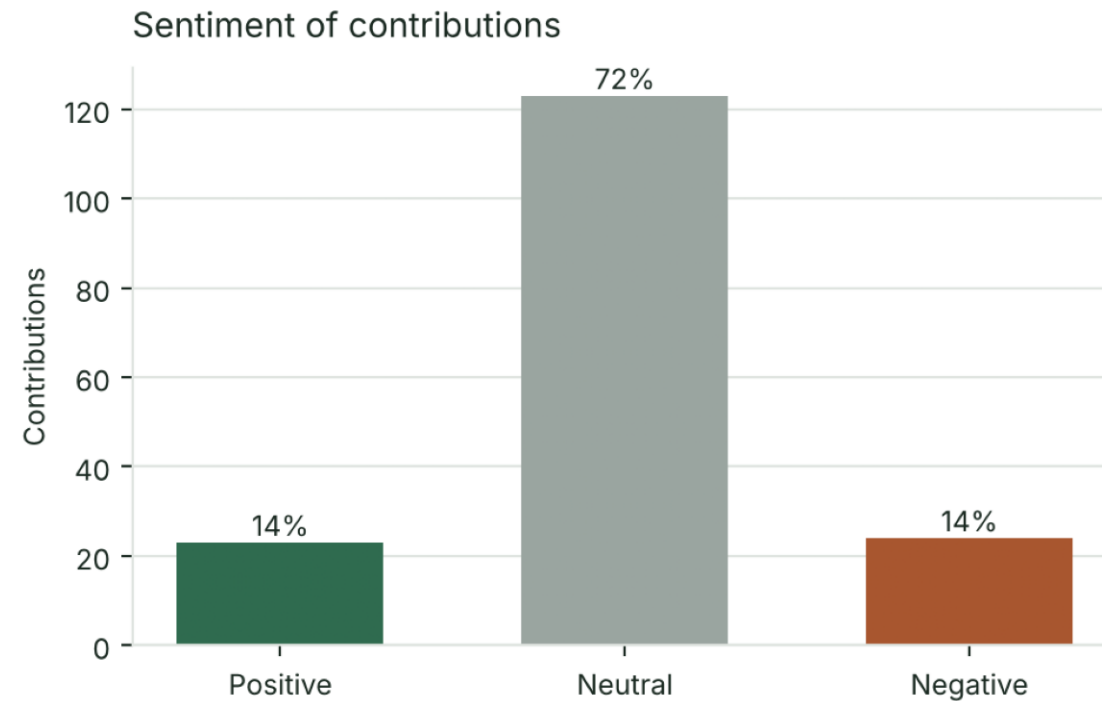
What the conversation was about



Who is still buying led with 48 contributions. Contributions may carry more than one theme, so shares do not sum to 100%.

SENTIMENT

Tone of the contributions



Sentiment describes the tone of this conversation, not the stance of UK farmers generally.

Which tone drew agreement

2.79

Average reactions on
negative contributions

2.8

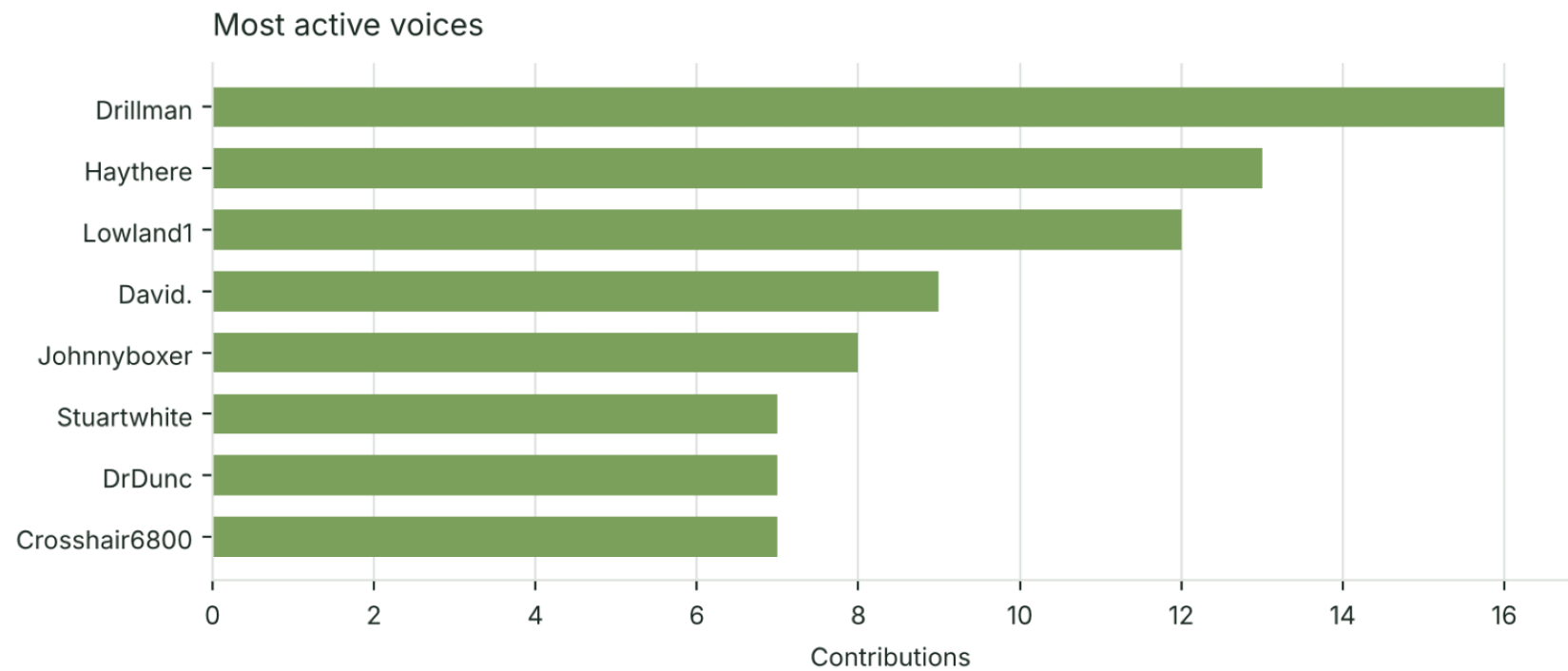
Average reactions on
neutral contributions

4.0

Average reactions on
positive contributions

— 24 negative (14.1%), 123 neutral (72.4%), 23 positive (13.5%).

Who drove the conversation



Ranked by number of contributions. Screen names as they appear on The Farming Forum.

QUOTATIONS

In their own words

"Don't question the people buying the new tractors ,if they don't make the decision you won't have a decision to make"

goodevans · 19 reactions

"That's a big reason why these 2 businesses are shifting a lot of tractors. Family owned, you deal with the main man, no fancy showrooms to pay for, been around a long time."

Aspiring Peasants · 15 reactions

"I've not long bought a new to me tractor. 10 yrs old, 5500 hours, fully speced with RTK steering and nearly new tyres. Direct off a local farm who had it from new. It cost me £45,000 with the trade price..."

Stuartwhite · 13 reactions

Read the source conversation

- Who's is really buying new?
- 13,846 views · 170 visible contributions · Machinery
- <https://thefarmingforum.co.uk/index.php?threads/who%E2%80%99s-is-really-buying-new.437150/>

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.