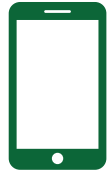


NFU SURVEY RESULTS 2017

MOBILE



98%
of farmers
own a phone



61%
of farmers
own a smart phone



16%
had a reliable
indoor signal



80%
of smart phone users have
4G coverage



92.8%
agreed having a reliable mobile
signal was important for their
business



37%
had reliable signal
in only a few outdoor
locations

BROADBAND



3%
don't use
the internet



60%
own a tablet



71%
get internet
over copper wire
infrastructure



7%
use satellite



15%
had a reliable
outdoor signal



73%
had an upload speed
of 2mbps or less



9%
had access to superfast
download speed



50%
had a download
speed of 2mbps or less