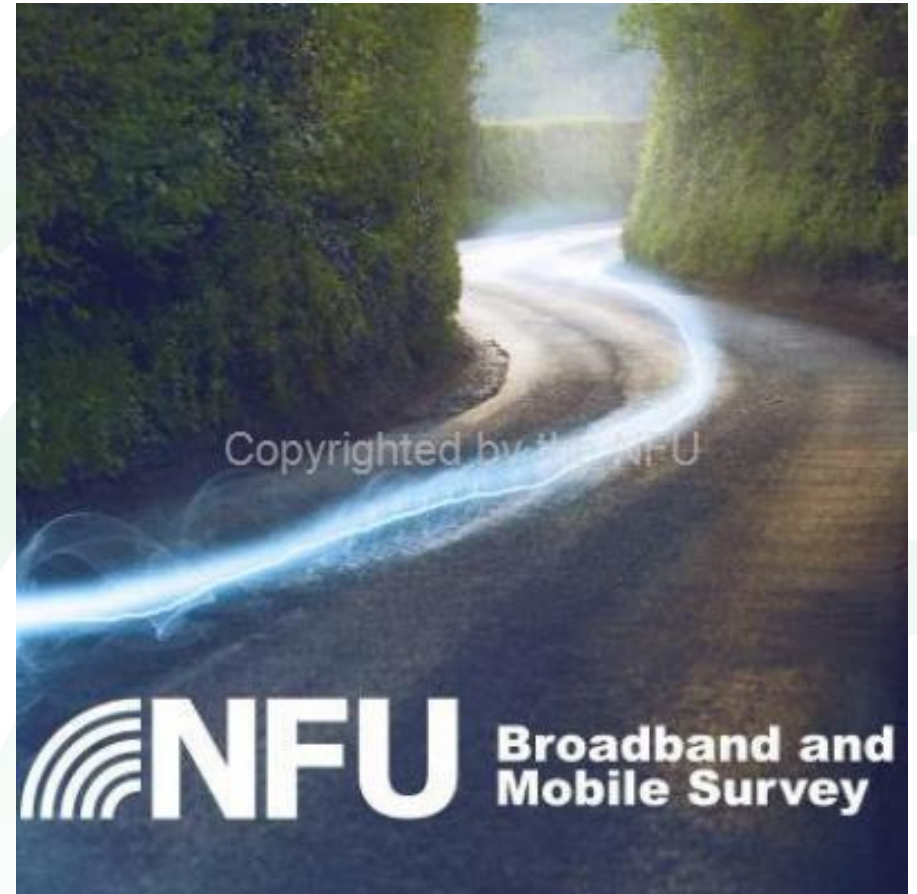


2020 NFU Digital Technology Survey Results



Amy Cobbett

NFU SURVEY RESULTS 2020



11%

of respondents have no indoor signal at all



82%

of smartphone users have access to 4G



42%

believe that the government should provide the same service/infrastructure for rural communities as urban



32%

have download speeds of 2 Mbps or less



20%

have access to superfast download speeds of 24 Mbps or more



46%

believe the signal they receive is sufficient for the needs of their business



93%

believe broadband is essential for their business



87%

of mobile phones owned are internet enabled



BROADBAND SPEED

40%

believe their broadband speed is sufficient for the needs of their business

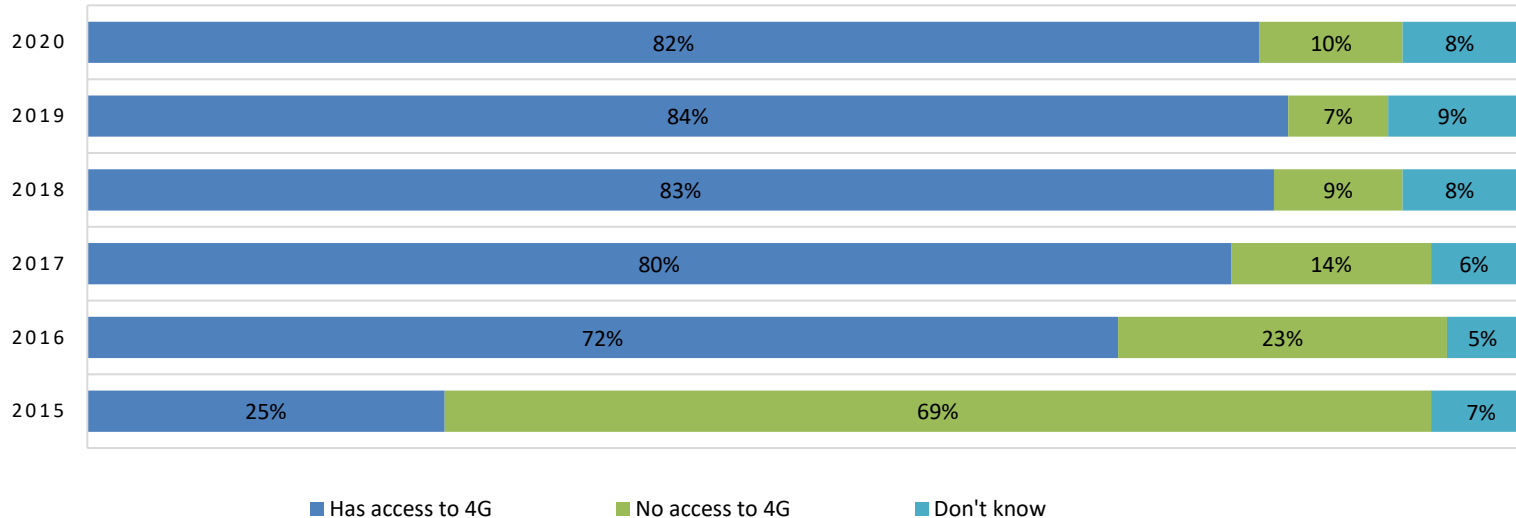
27%

said slow broadband speeds/poor broadband was a barrier to further use of digital technology

Mobile Results

- 99.5% of farmers surveyed own some kind of cell phone
- 4G access has fallen in last 12 months from 84% in 2019 to 82%
- 94% of respondents view having access to a reliable mobile phone signal as important for the needs of their business, yet less than half (46%) feel their mobile signal is sufficient for their business needs.

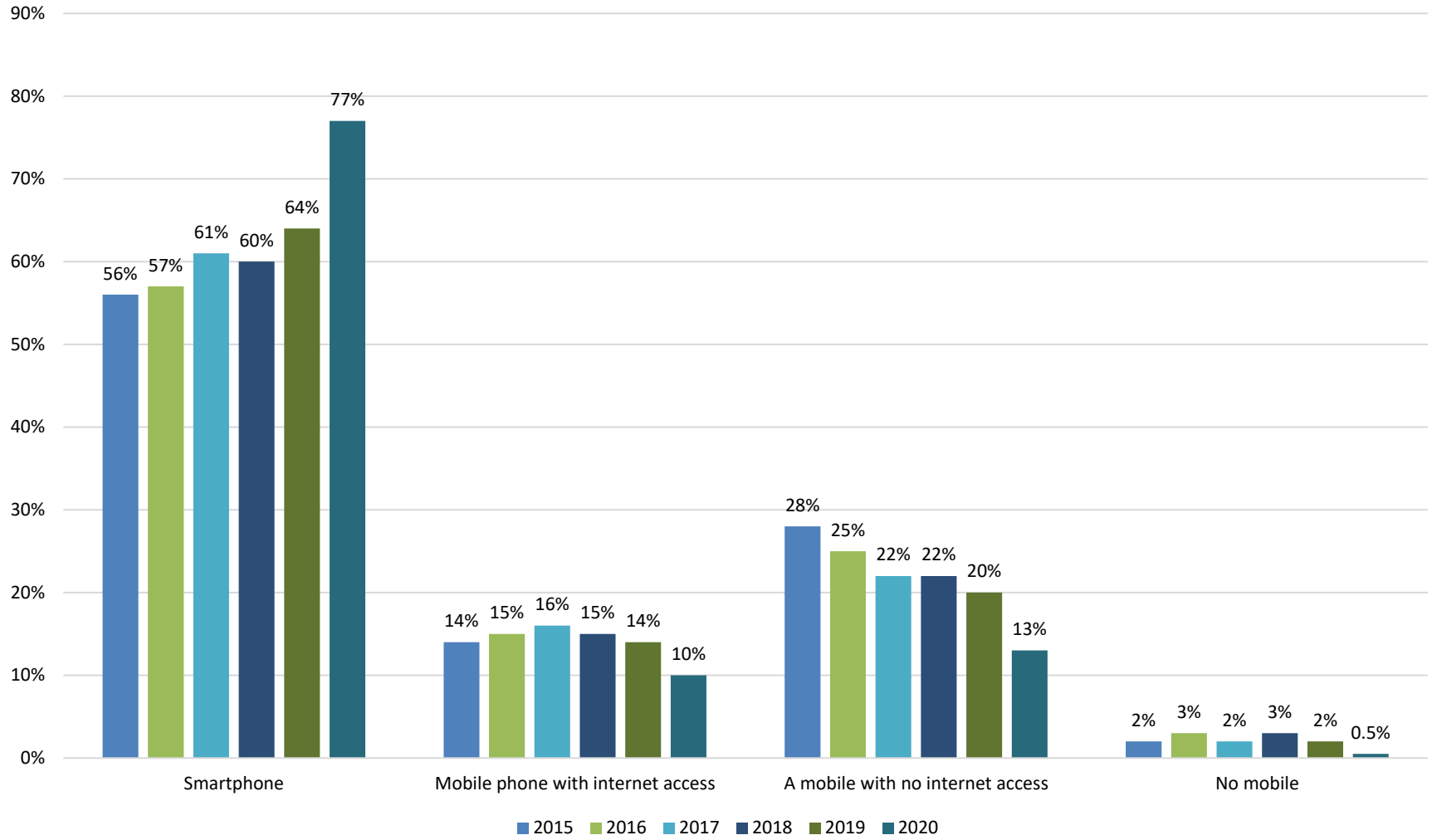
Smartphones with Access to 4G



NFU supported by

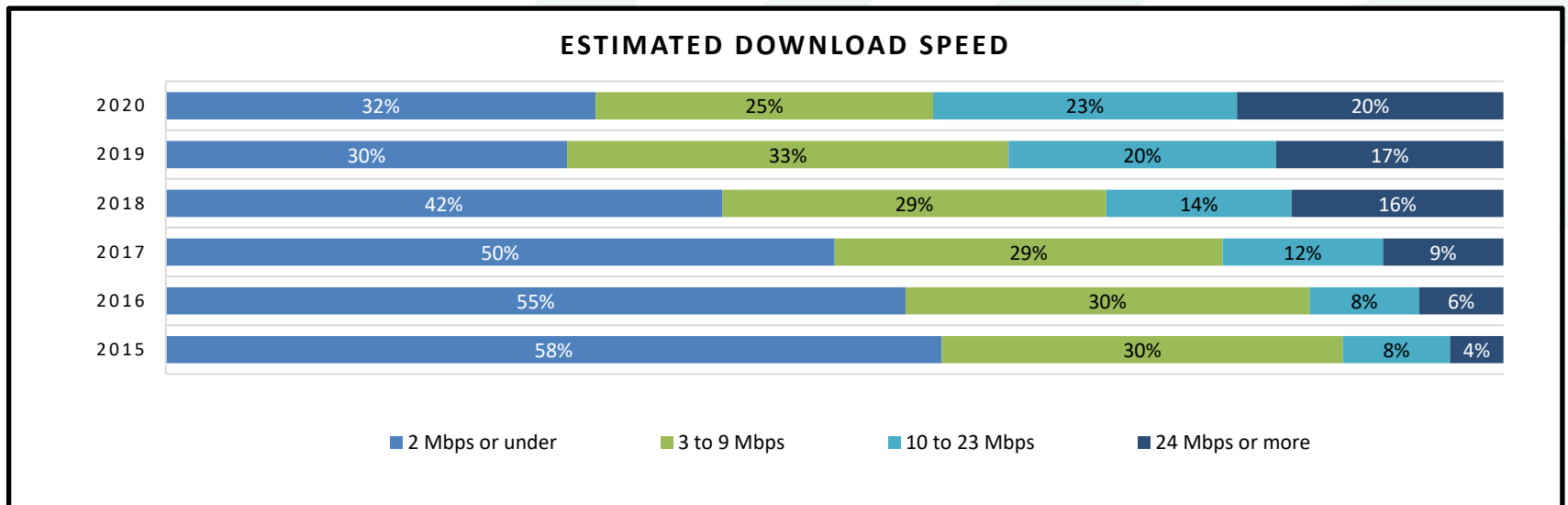


Type of Mobile Phone Owned 2015-2020

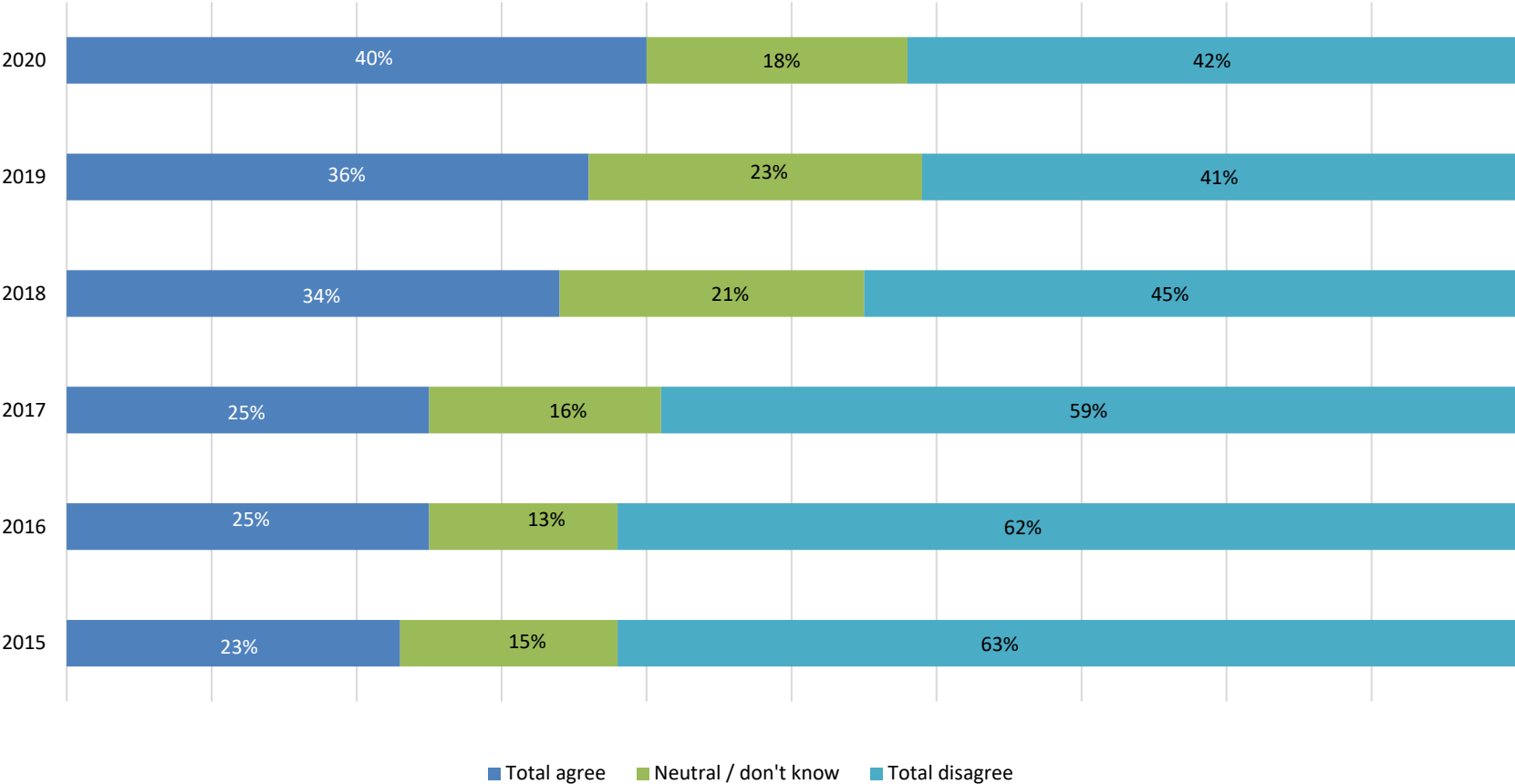


Broadband Results

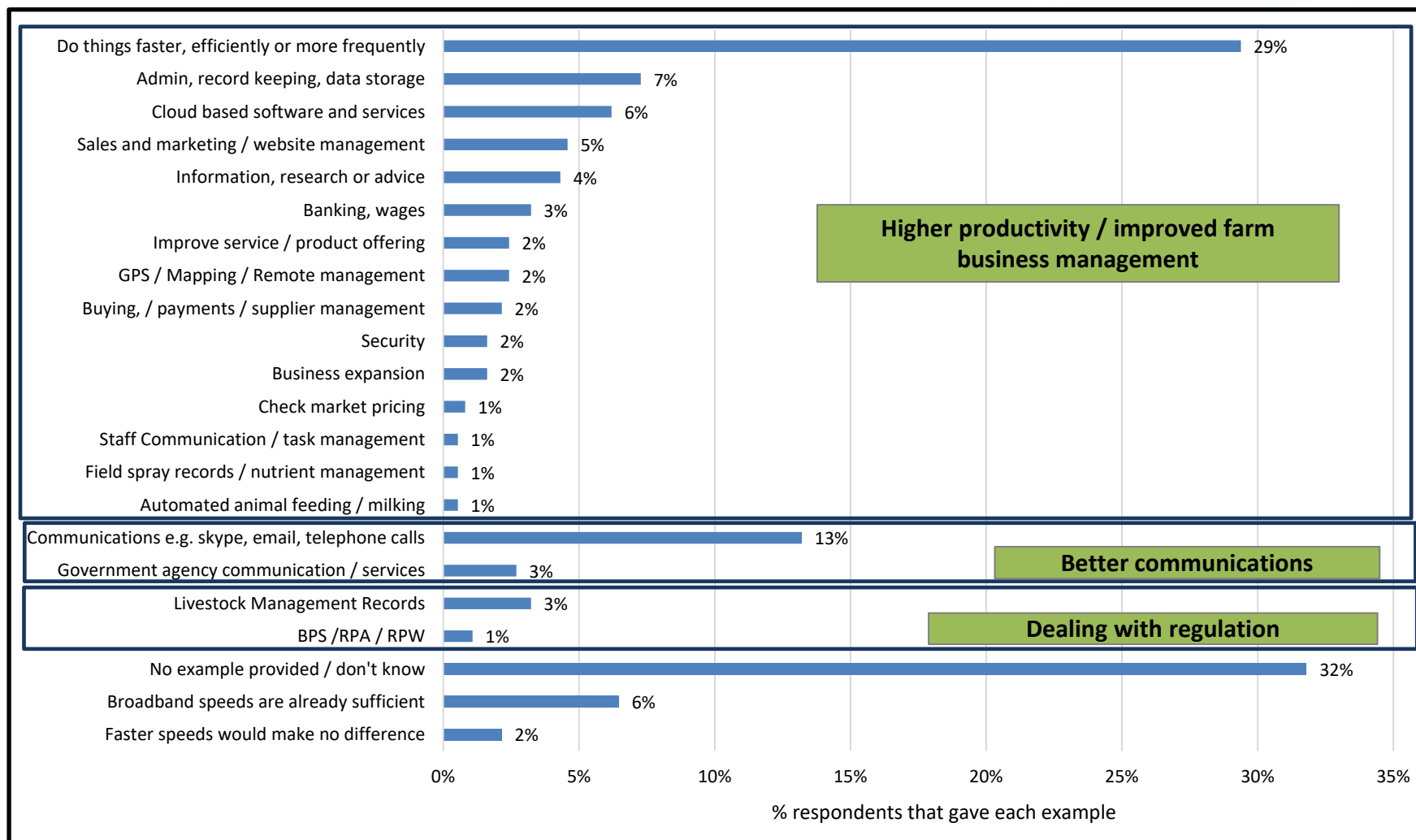
- Internet most commonly accessed through 3G or 4G on phones or tablets
- 93% of respondents felt that access to broadband is essential to their business, yet only 40% felt their broadband speeds are sufficient for their business needs
- 74% have never been offered superfast broadband
- Connectivity issues were the most commonly reported barrier in making use of digital technology



ARE BROADBAND SPEEDS SUFFICIENT FOR YOUR BUSINESS



How members would make use of better connectivity and broadband speeds



NFU Policy Priorities

- Prioritise the Shared Rural Network rollout with clear timelines and maps of targeted areas
- All government support including grants, voucher schemes, and the Universal Service Obligation (USO) must be technologically neutral in order to shift the focus away from fibre and onto rural-friendly broadband solutions
- There needs to be greater education around rural broadband solutions and access to broadband schemes must be more user friendly
- Digital skills must be prioritised with rural communities have access to skills training locally

NFU Policy Asks

