

2023 NFU Digital Survey

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NFU SURVEY RESULTS 2023



24%

of respondents get reliable mobile signal in all outdoor locations on farm



20%

of respondents have access to 5G on their smartphone



97%

of respondents believe that mobile signal is important for their business



10%

have a download speed of 2 Mbps or less*



34%

of respondents have fibre broadband



69%

of respondents access internet through mobile signal



58%

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



92%

of respondents believe broadband is essential for their business



BROADBAND SPEED

51%

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

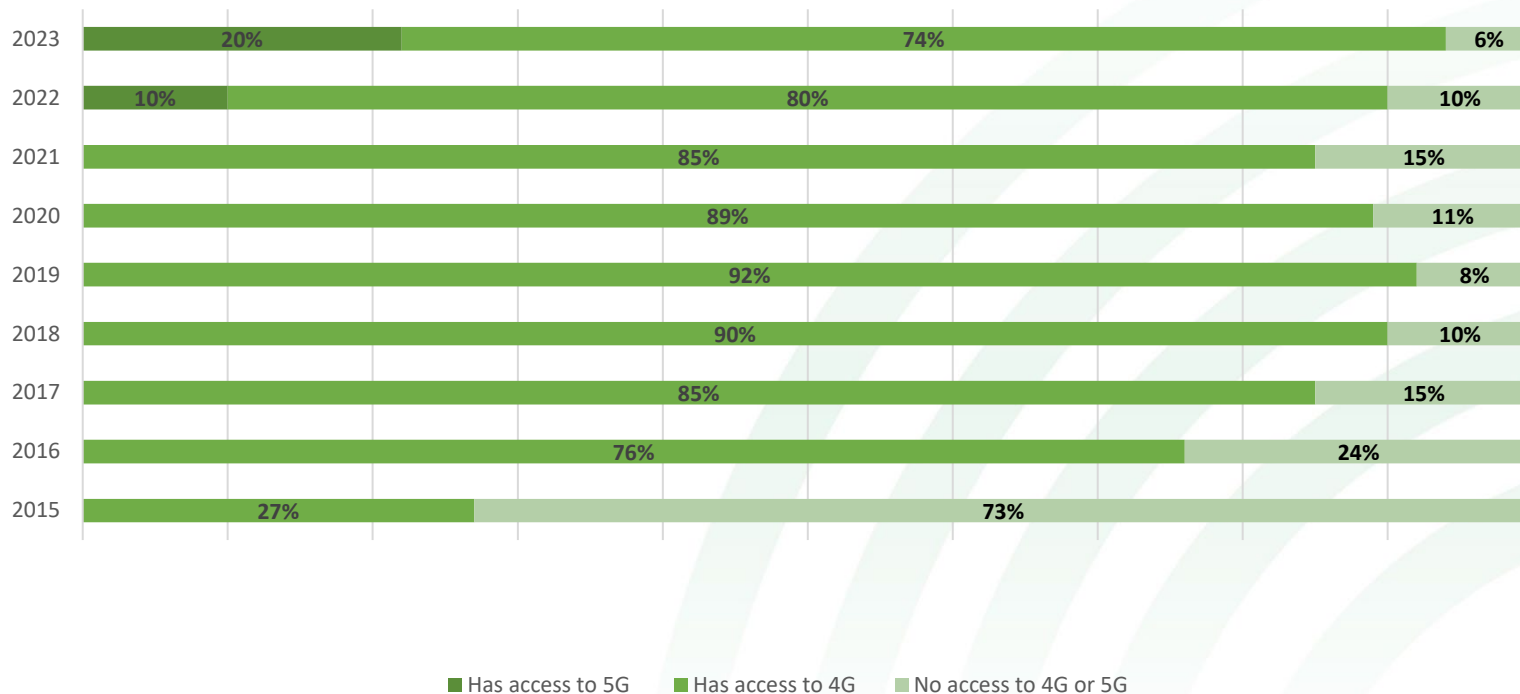
28%

of respondents say that if their business had faster broadband speeds they would improve the speed, efficiency, and frequency of business tasks

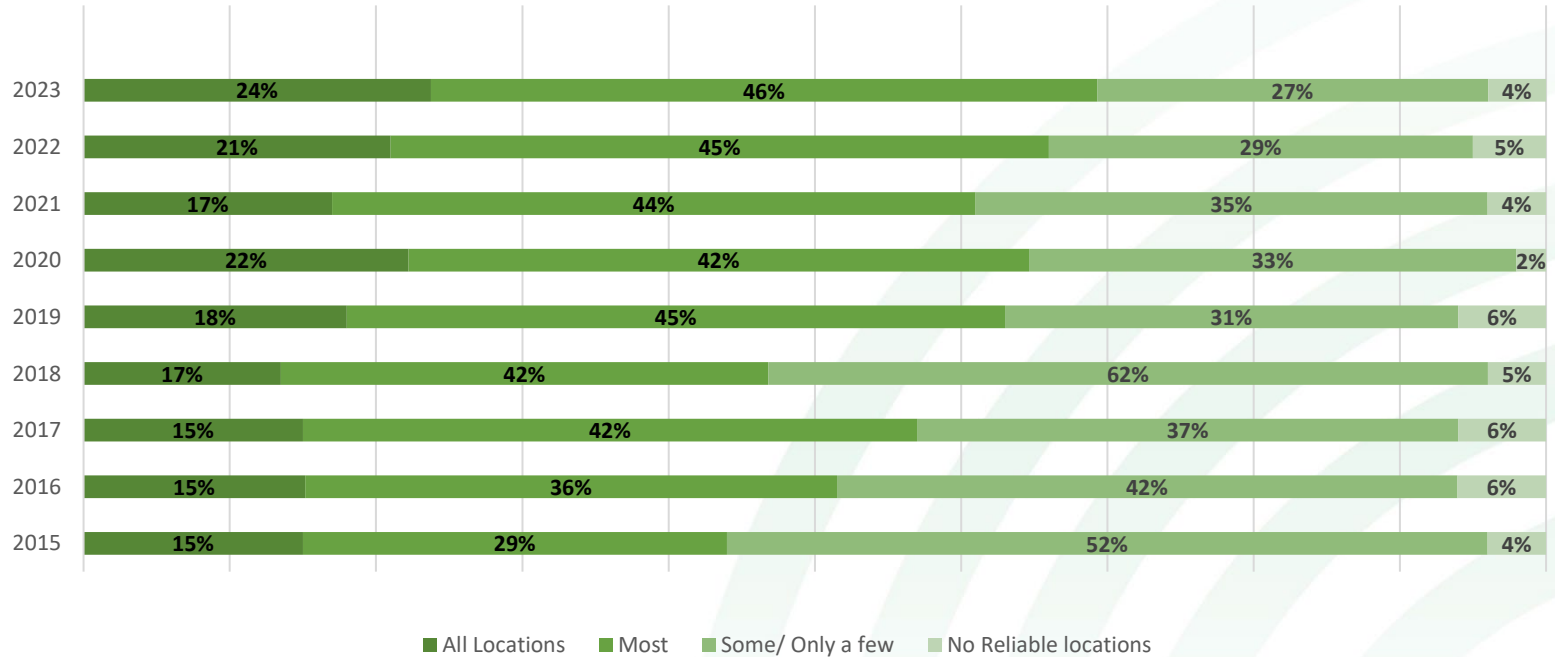
Reliable mobile and broadband connection can support:

- Increasing farm productivity through improved planning, monitoring and delivery of farming operations and the employment of technology
- Improved environmental performance through data-driven resource use efficiency, precision agriculture, and engagement in environmental schemes delivered through online platforms
- Access to remote learning and working
- Expansion of businesses and engagement in the planning system
- Access to online government and public services including farm support schemes
- Diversification of farm businesses
- Combating social isolation
- Networking
- Farm safety
- Integration of AgriTech and 5G technologies onto farms

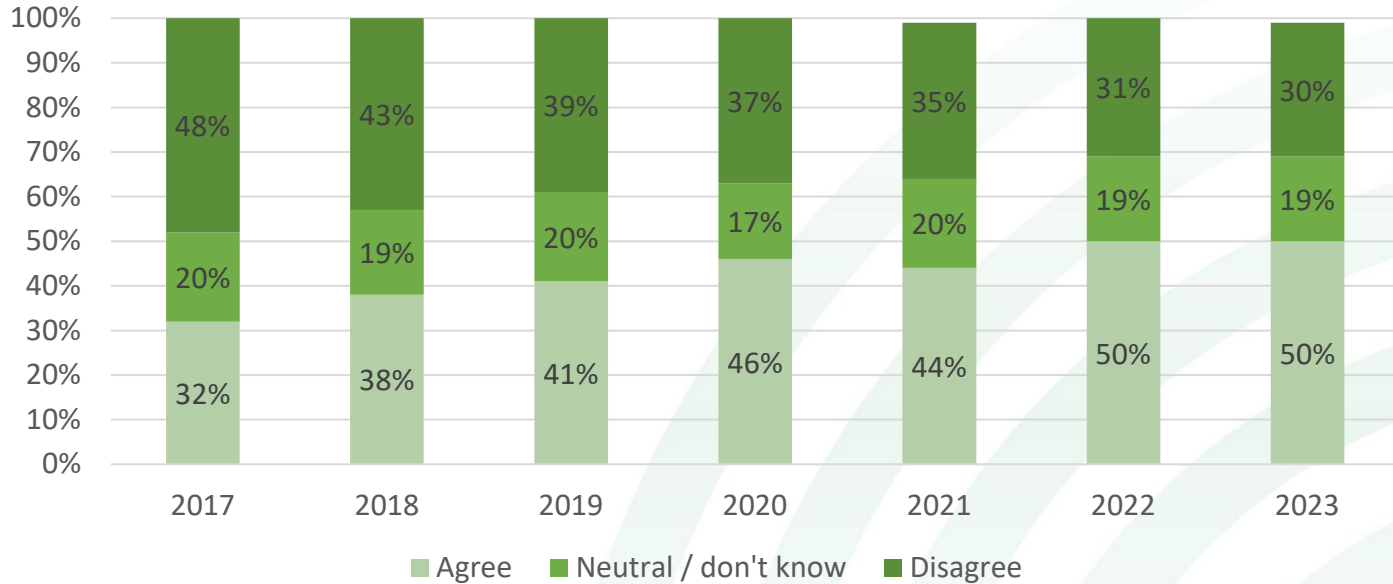
Farmers' access to 4G and 5G with smartphones



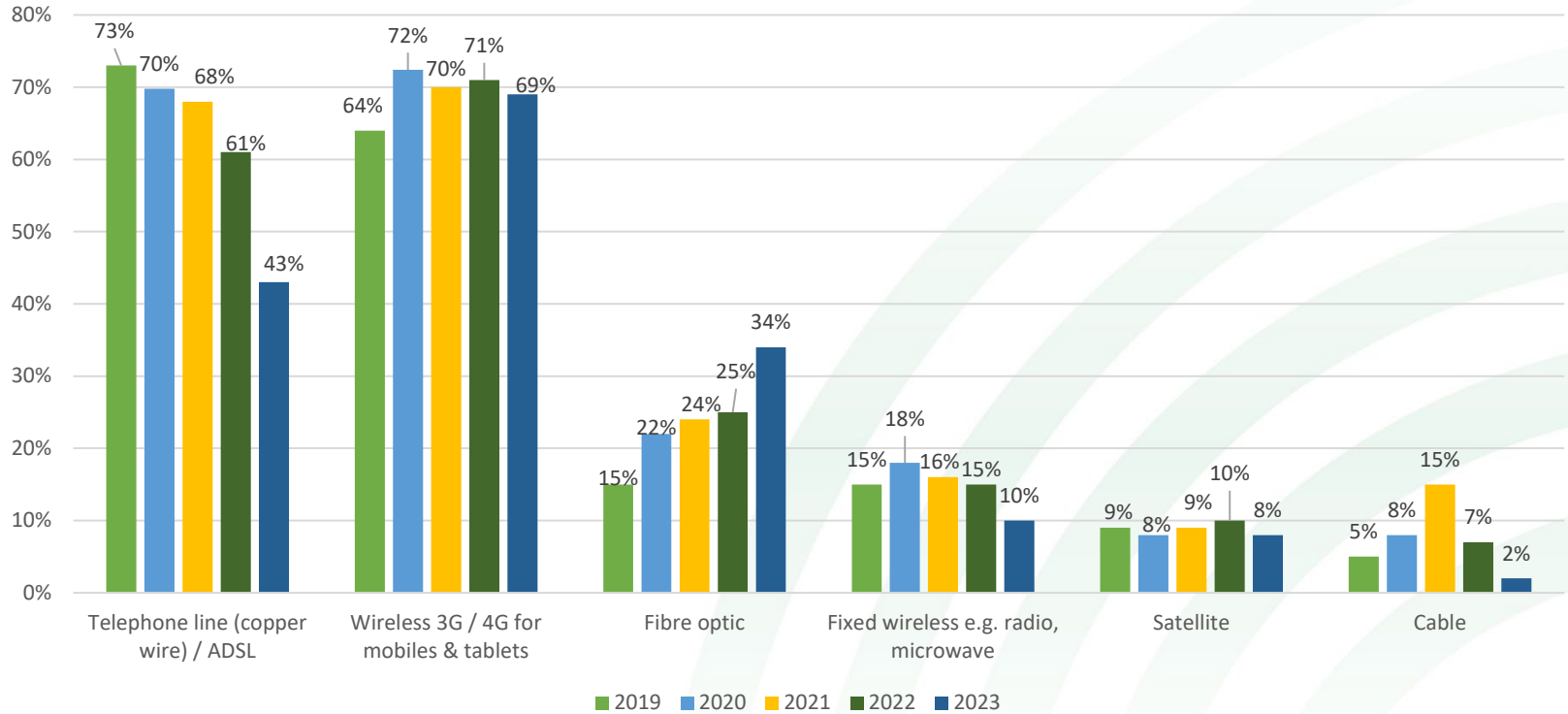
Outdoor locations with a reliable mobile signal



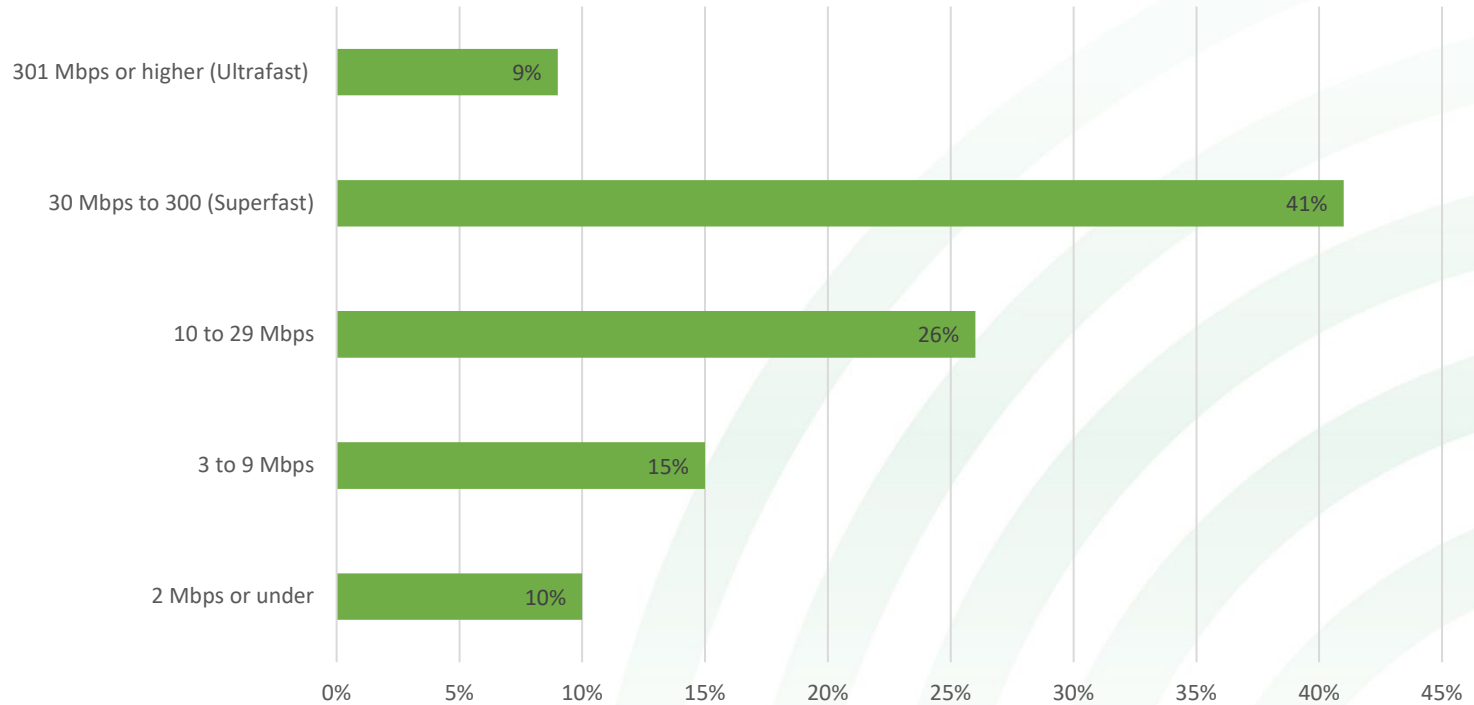
Is Mobile Signal Sufficient for Needs of Business



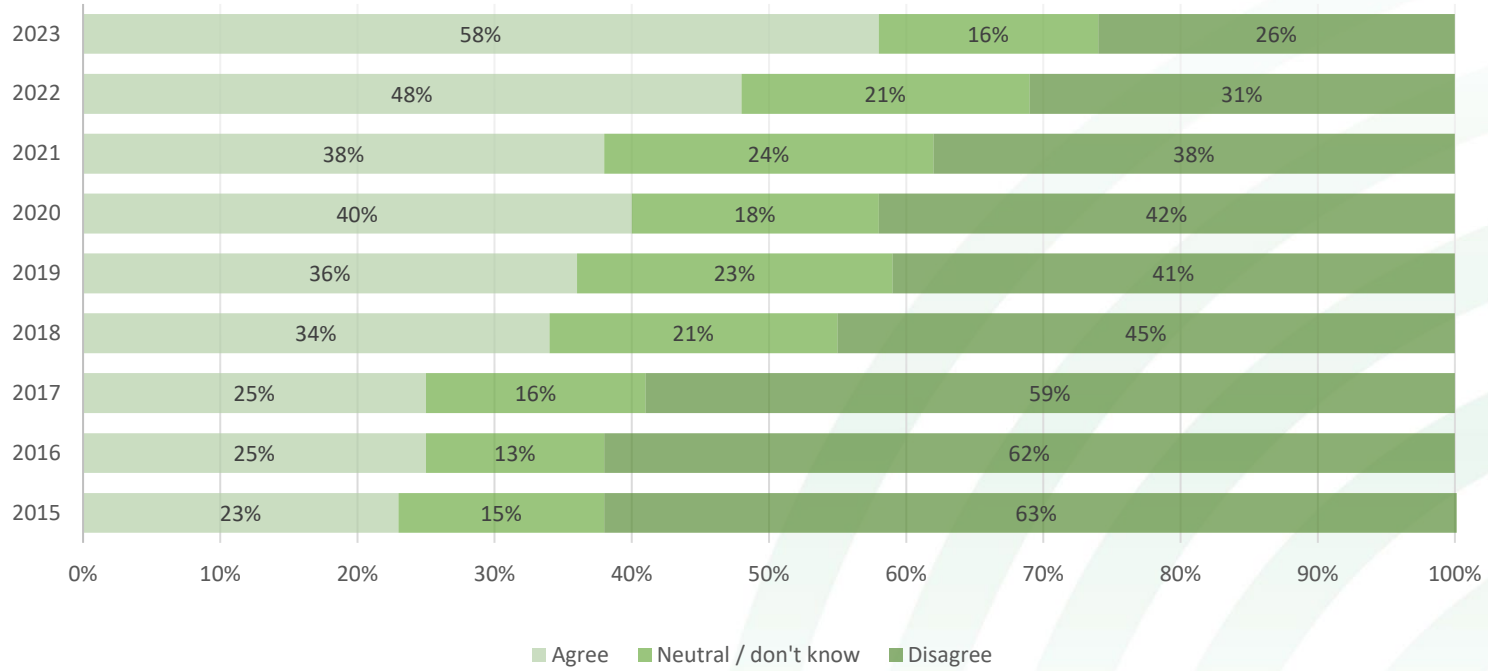
How NFU Members Access Broadband



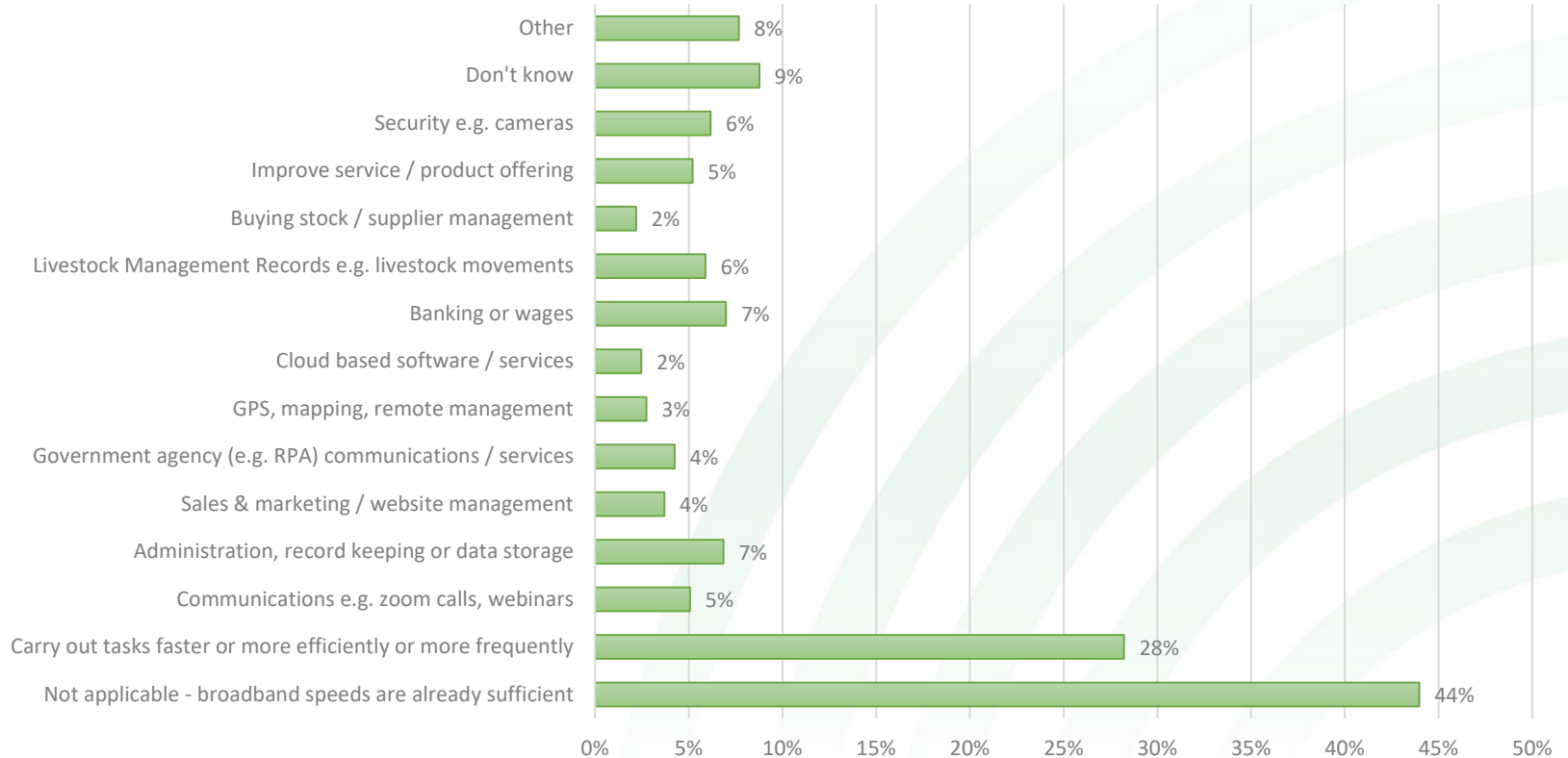
Estimated broadband download speed



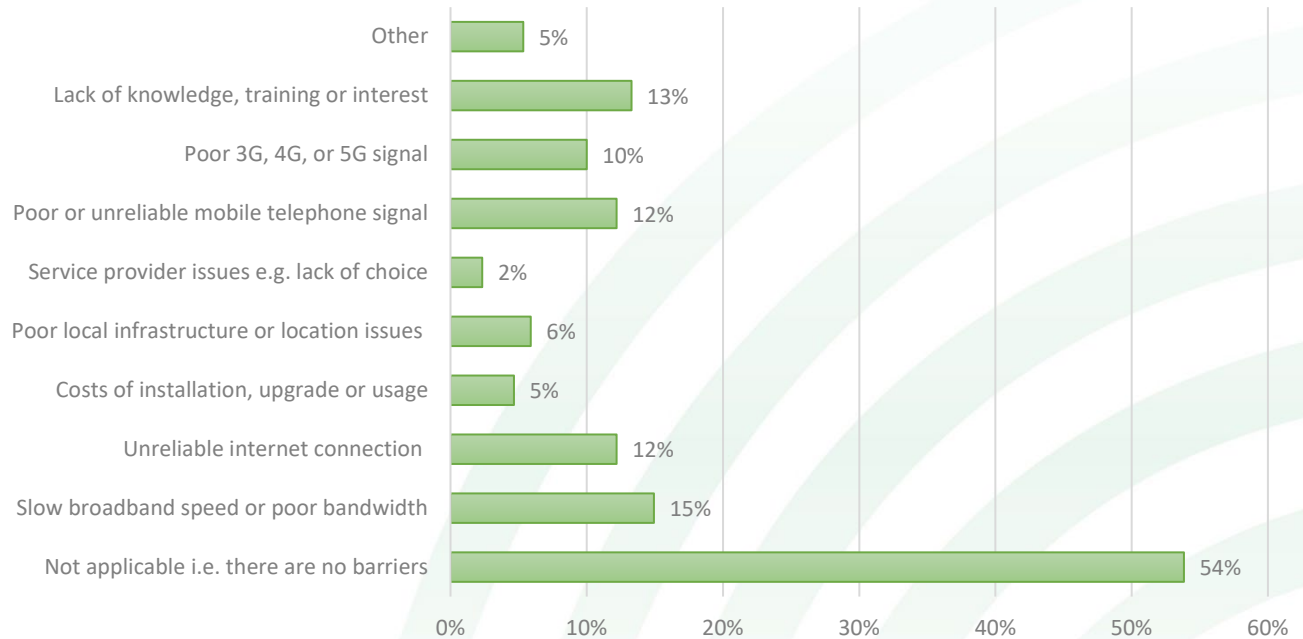
Are Broadband Speeds Sufficient for the Needs of Business



How members would use faster broadband speeds



Barriers to making further use of digital technology



NFU Asks on Digital Connectivity

- **The Shared Rural Network to remain a priority and to be entirely complete by 2025.**
- **All government broadband schemes must be applicable to all types of broadband and not just fibre. Fibre can often be extremely expensive and often impractical to get to rural locations.**
- **Rural and agricultural-specific digital skills training must be offered widely and supported in government skills initiatives.**
- **Addressing rural connectivity must remain a priority for government, with timelines set out and fulfilled.**