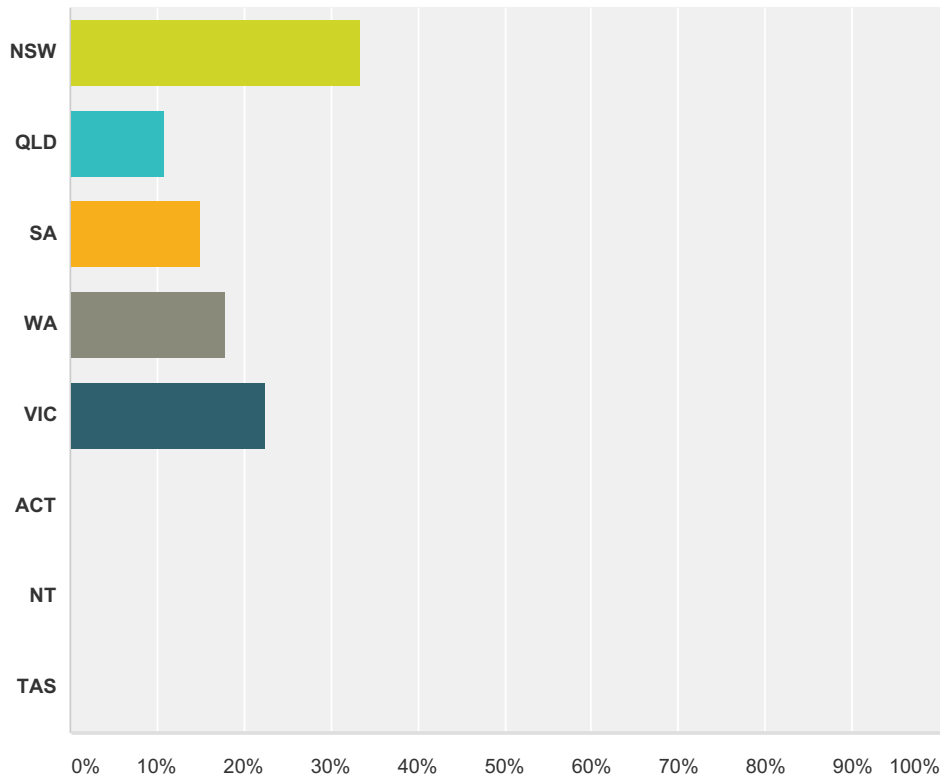


### Q1 Where are you based?

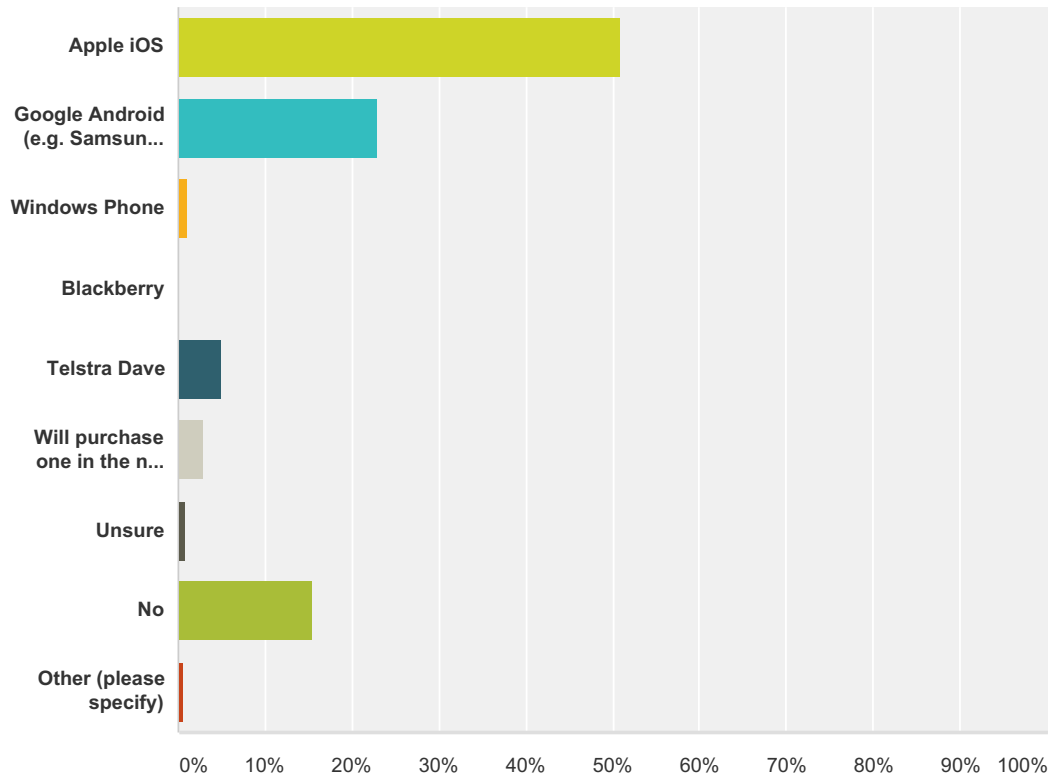
Answered: 472 Skipped: 4



Answer Choices	Responses	Count
NSW	33.47%	158
QLD	10.81%	51
SA	15.04%	71
WA	18.01%	85
VIC	22.46%	106
ACT	0.00%	0
NT	0.00%	0
TAS	0.21%	1
<b>Total</b>		<b>472</b>

## Q2 Do you or your farming enterprise currently own a smartphone?

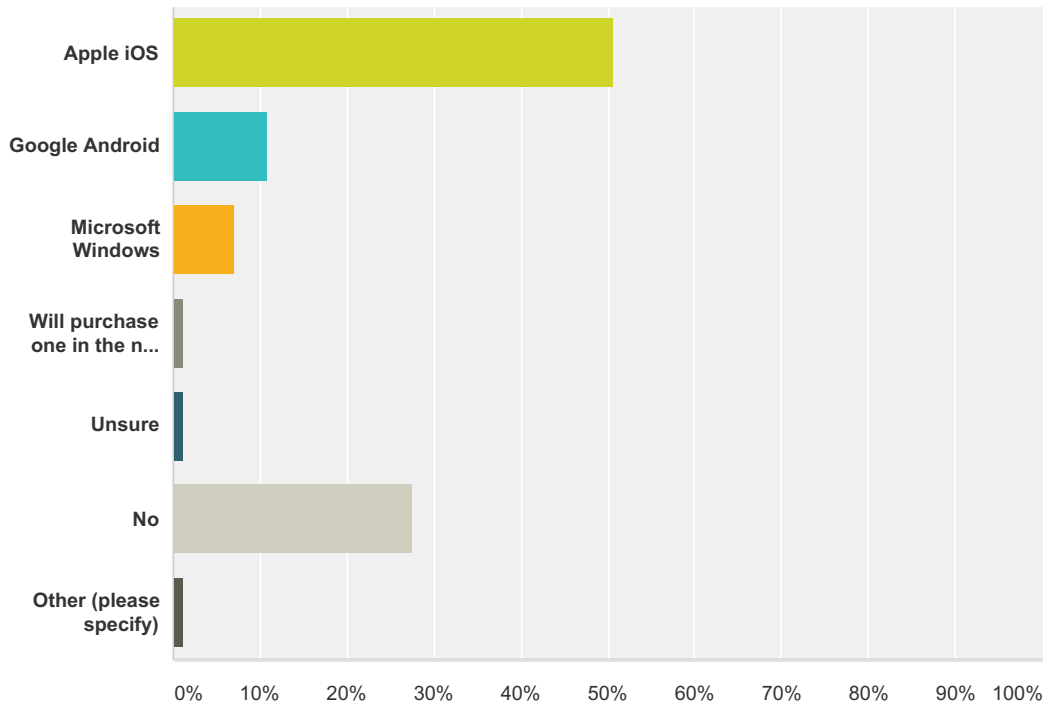
Answered: 476 Skipped: 0



Answer Choices	Responses
Apple iOS	50.84% 242
Google Android (e.g. Samsung, Sony, HTC, ZTE)	22.90% 109
Windows Phone	1.05% 5
Blackberry	0.21% 1
Telstra Dave	5.04% 24
Will purchase one in the near future	2.94% 14
Unsure	0.84% 4
No	15.55% 74
Other (please specify)	0.63% 3
<b>Total</b>	<b>476</b>

### Q3 Do you or your farming enterprise currently own a tablet PC?

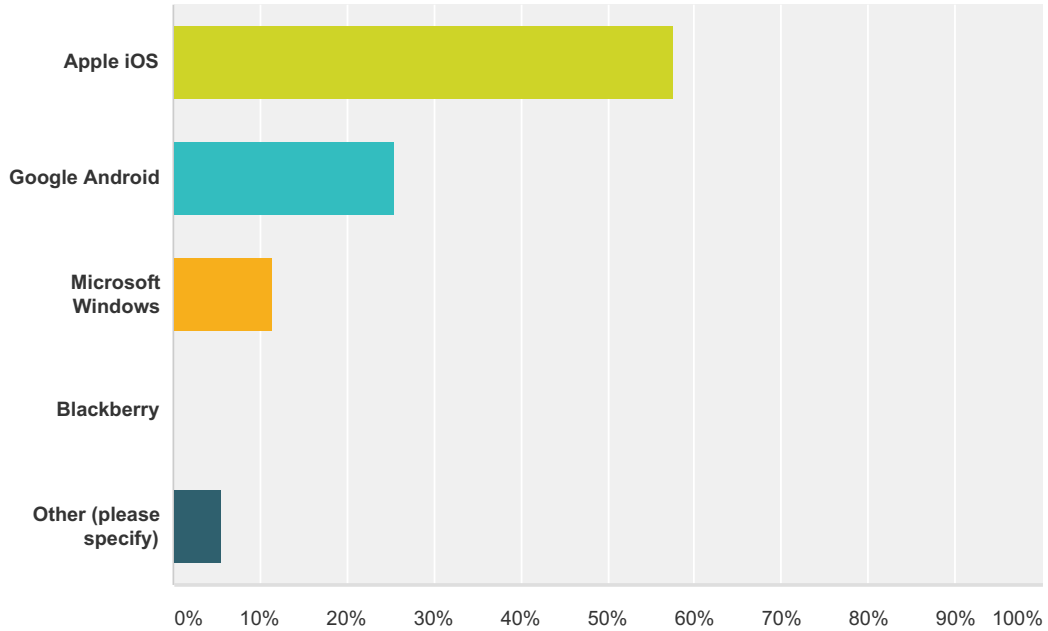
Answered: 476 Skipped: 0



Answer Choices	Responses
Apple iOS	50.63% 241
Google Android	10.92% 52
Microsoft Windows	7.14% 34
Will purchase one in the near future	1.26% 6
Unsure	1.26% 6
No	27.52% 131
Other (please specify)	1.26% 6
<b>Total</b>	<b>476</b>

**Q4 If you intend to purchase a smartphone or tablet PC in the near future, what operating system will it have?**

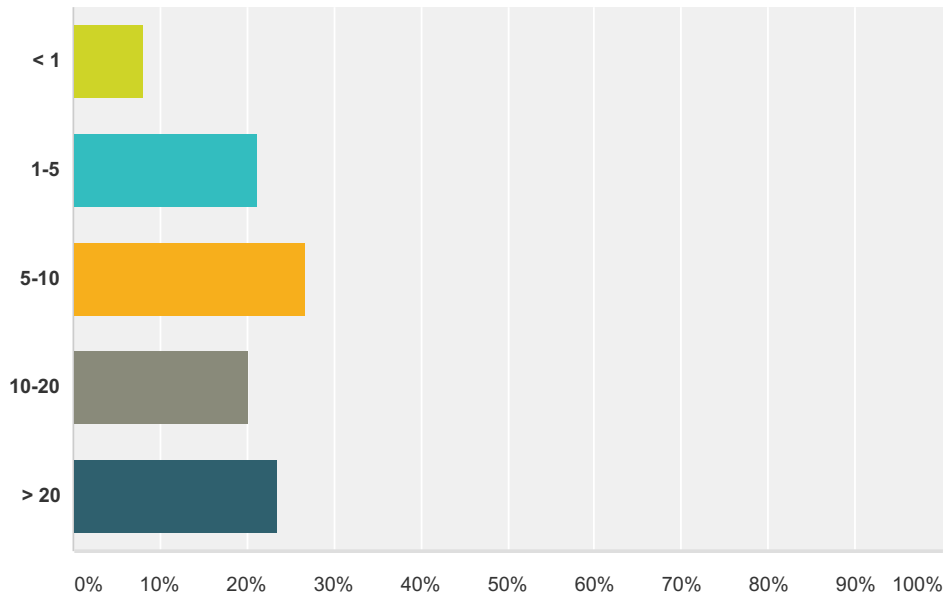
Answered: 307 Skipped: 169



Answer Choices	Responses	
Apple iOS	57.65%	177
Google Android	25.41%	78
Microsoft Windows	11.40%	35
Blackberry	0.00%	0
Other (please specify)	5.54%	17
<b>Total</b>		<b>307</b>

### Q5 How many times do you use your smartphone or tablet device per day?

Answered: 438 Skipped: 38

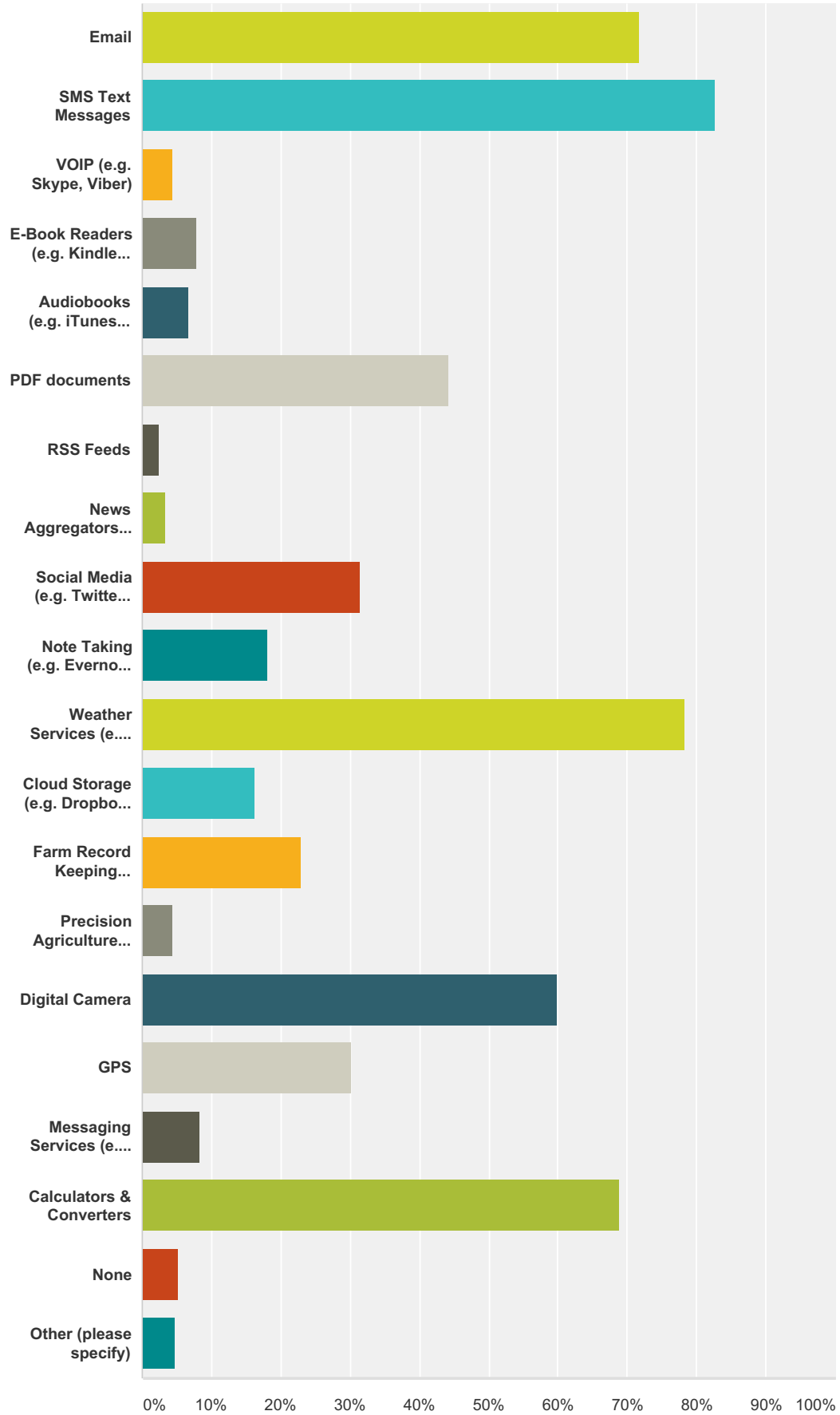


Answer Choices	Responses	Count
< 1	8.22%	36
1-5	21.23%	93
5-10	26.71%	117
10-20	20.32%	89
> 20	23.52%	103
<b>Total</b>		<b>438</b>

**Q6 Which of the following technologies do you access on a regular basis using your mobile device?**

Answered: 476 Skipped: 0

# Agriculture Technology Survey 2015



## Agriculture Technology Survey 2015

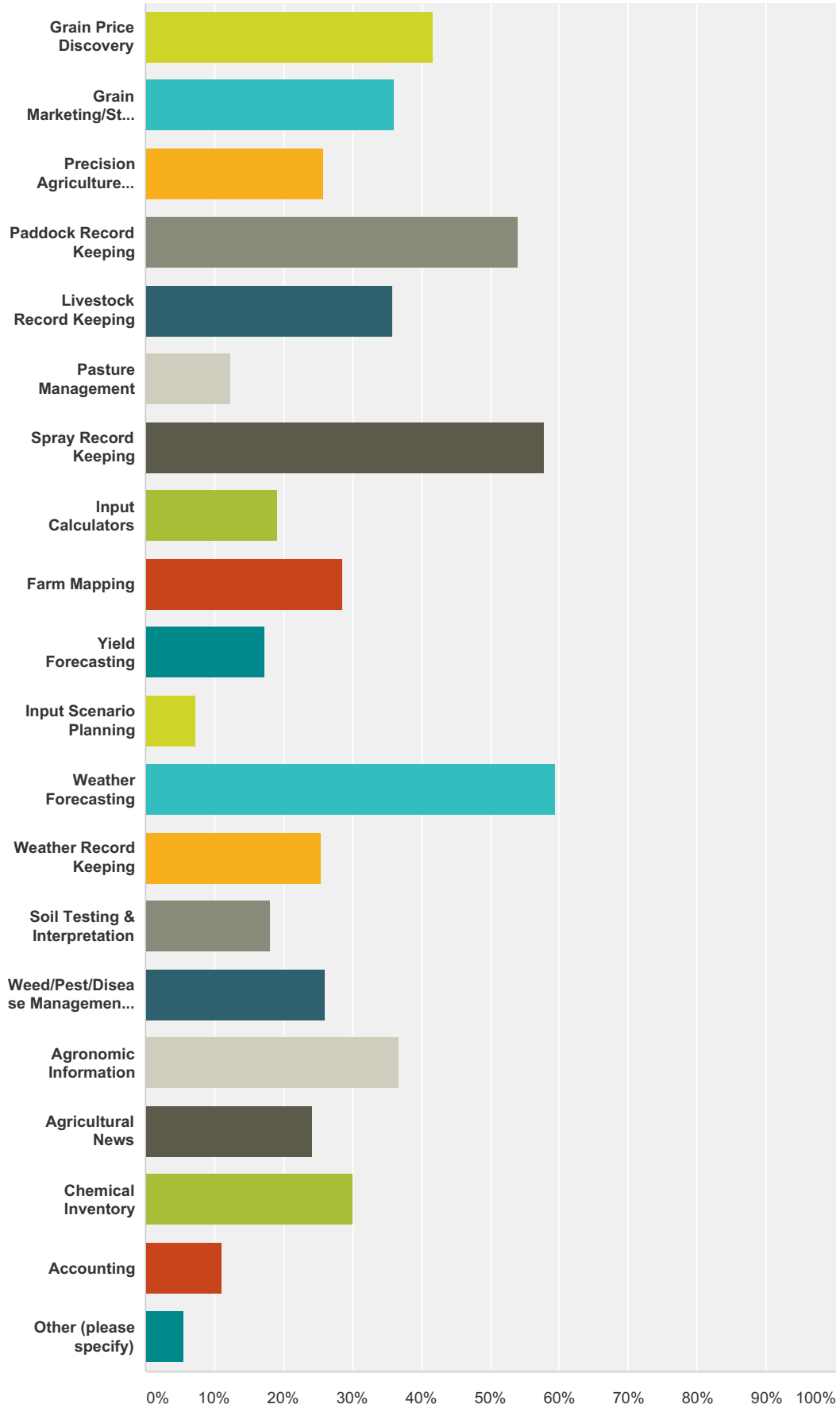
Answer Choices	Responses	
Email	71.85%	342
SMS Text Messages	82.77%	394
VOIP (e.g. Skype, Viber)	4.41%	21
E-Book Readers (e.g. Kindle, iBooks)	7.98%	38
Audiobooks (e.g. iTunes, Audible)	6.72%	32
PDF documents	44.33%	211
RSS Feeds	2.52%	12
News Aggregators (e.g. Feedly, Flipboard)	3.36%	16
Social Media (e.g. Twitter, Facebook)	31.51%	150
Note Taking (e.g. Evernote, OneNote, Keep)	18.07%	86
Weather Services (e.g. WeatherZone, SprayWise)	78.36%	373
Cloud Storage (e.g. Dropbox, OneDrive)	16.39%	78
Farm Record Keeping Software	22.90%	109
Precision Agriculture (e.g. PASource, Coptical)	4.41%	21
Digital Camera	59.87%	285
GPS	30.25%	144
Messaging Services (e.g. Skype)	8.40%	40
Calculators & Converters	68.91%	328
None	5.25%	25
Other (please specify)	4.83%	23
<b>Total Respondents: 476</b>		



**Q7 What do you think is the main priority  
for new apps being developed?**

Answered: 476 Skipped: 0

# Agriculture Technology Survey 2015

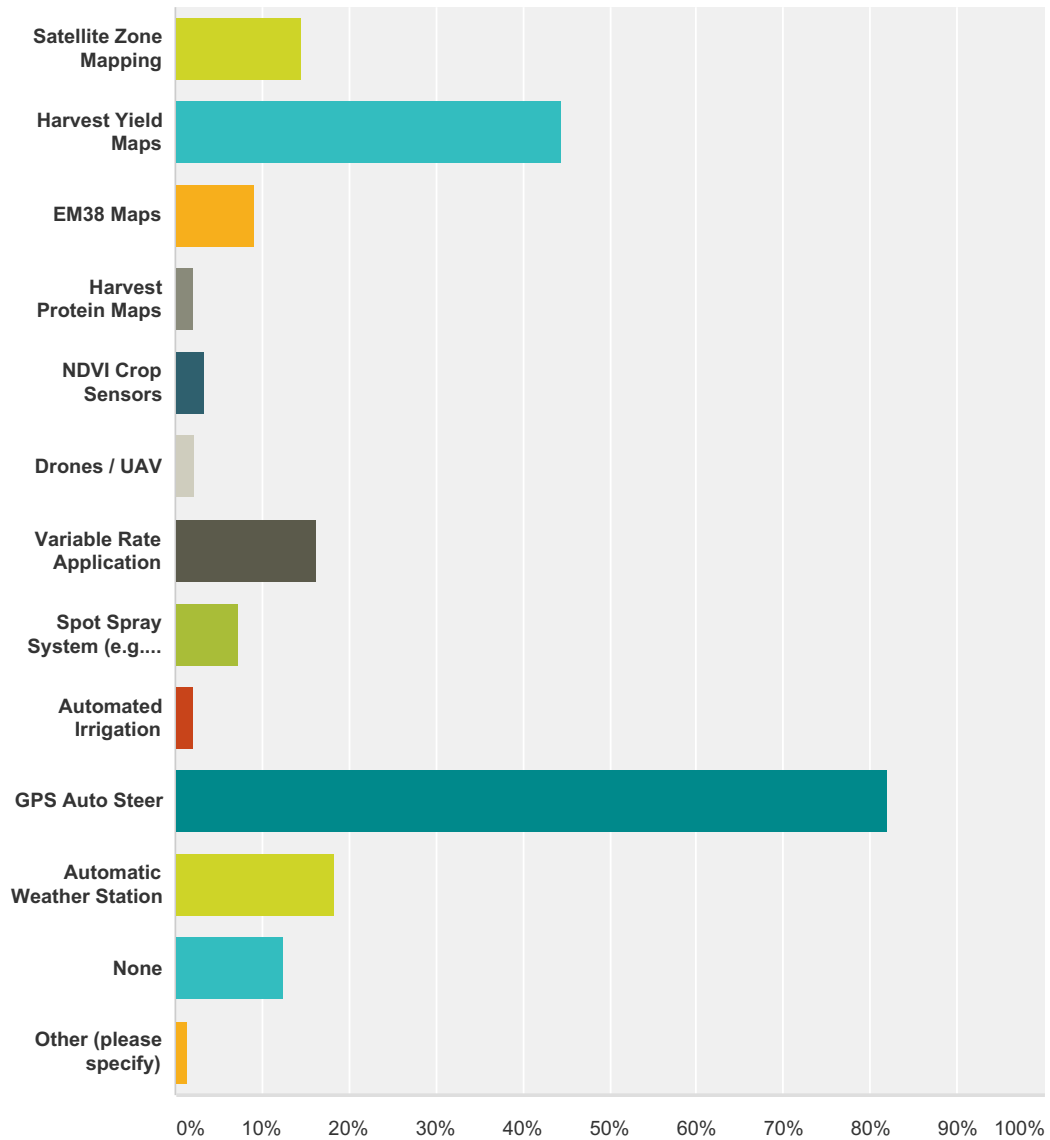


## Agriculture Technology Survey 2015

Answer Choices	Responses	
Grain Price Discovery	41.81%	199
Grain Marketing/Storage/Contract Management	36.13%	172
Precision Agriculture Tools	25.84%	123
Paddock Record Keeping	53.99%	257
Livestock Record Keeping	35.92%	171
Pasture Management	12.39%	59
Spray Record Keeping	57.77%	275
Input Calculators	19.12%	91
Farm Mapping	28.57%	136
Yield Forecasting	17.23%	82
Input Scenario Planning	7.35%	35
Weather Forecasting	59.45%	283
Weather Record Keeping	25.42%	121
Soil Testing & Interpretation	18.07%	86
Weed/Pest/Disease Management & ID	26.05%	124
Agronomic Information	36.76%	175
Agricultural News	24.16%	115
Chemical Inventory	30.04%	143
Accounting	11.13%	53
Other (please specify)	5.67%	27
<b>Total Respondents: 476</b>		

### Q8 Which of the following technologies do you use on your farm?

Answered: 476 Skipped: 0



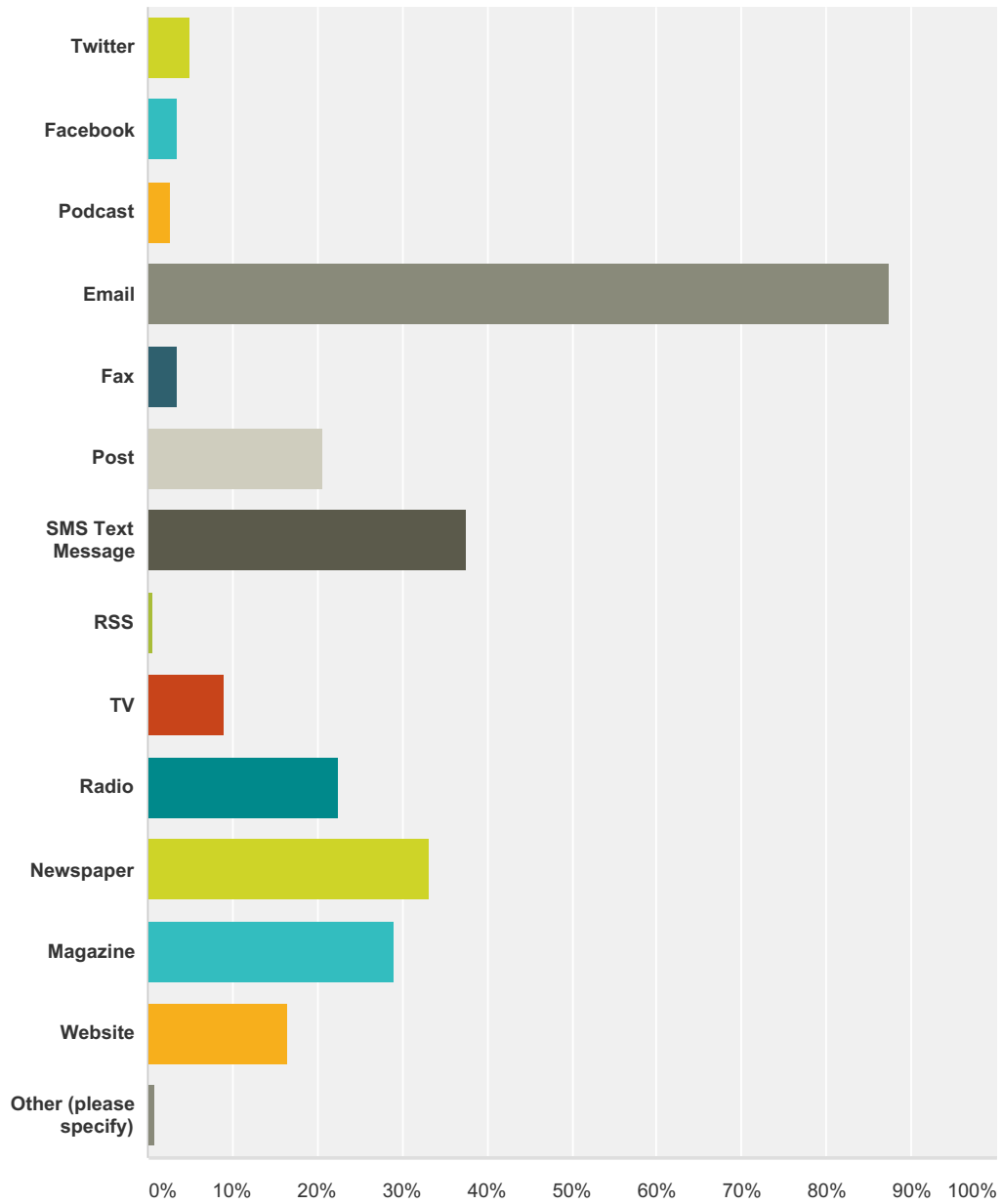
Answer Choices	Responses
Satellite Zone Mapping	14.71% 70
Harvest Yield Maps	44.54% 212
EM38 Maps	9.24% 44
Harvest Protein Maps	2.10% 10
NDVI Crop Sensors	3.36% 16
Drones / UAV	2.31% 11

## Agriculture Technology Survey 2015

Variable Rate Application	16.39%	78
Spot Spray System (e.g. WeedSeeker, WEEDit)	7.35%	35
Automated Irrigation	2.10%	10
GPS Auto Steer	82.14%	391
Automatic Weather Station	18.28%	87
None	12.61%	60
Other (please specify)	1.47%	7
<b>Total Respondents: 476</b>		

### Q9 What is your preferred method of receiving industry news?

Answered: 476 Skipped: 0



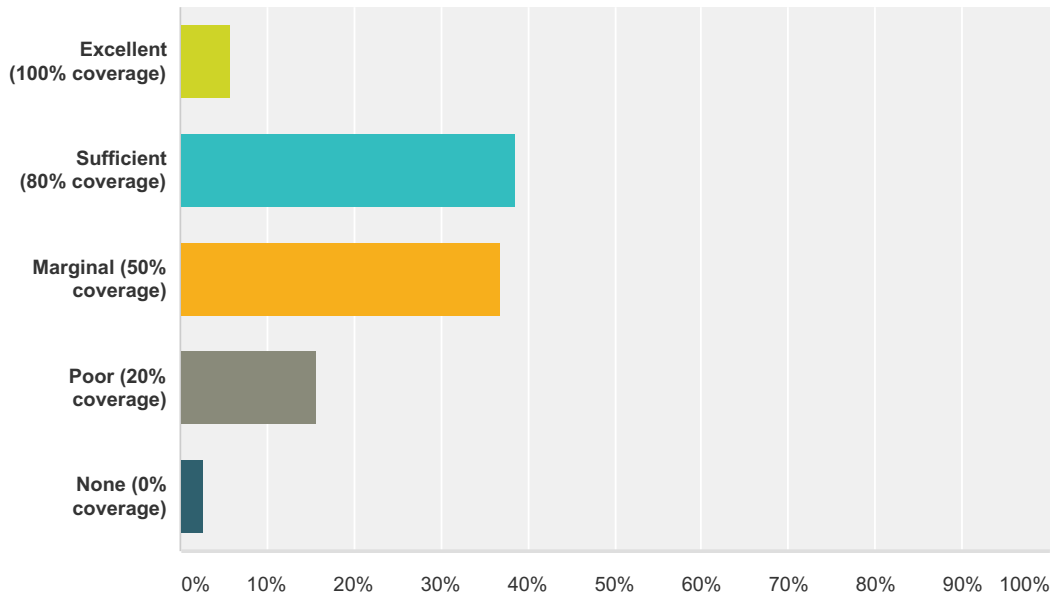
Answer Choices	Responses	Count
Twitter	5.04%	24
Facebook	3.57%	17
Podcast	2.73%	13
Email	87.39%	416
Fax	3.57%	17

## Agriculture Technology Survey 2015

Post	20.59%	98
SMS Text Message	37.61%	179
RSS	0.63%	3
TV	9.03%	43
Radio	22.48%	107
Newspaper	33.19%	158
Magazine	28.99%	138
Website	16.60%	79
Other (please specify)	0.84%	4
<b>Total Respondents: 476</b>		

### Q10 Rate the mobile speed & coverage at your location.

Answered: 476 Skipped: 0

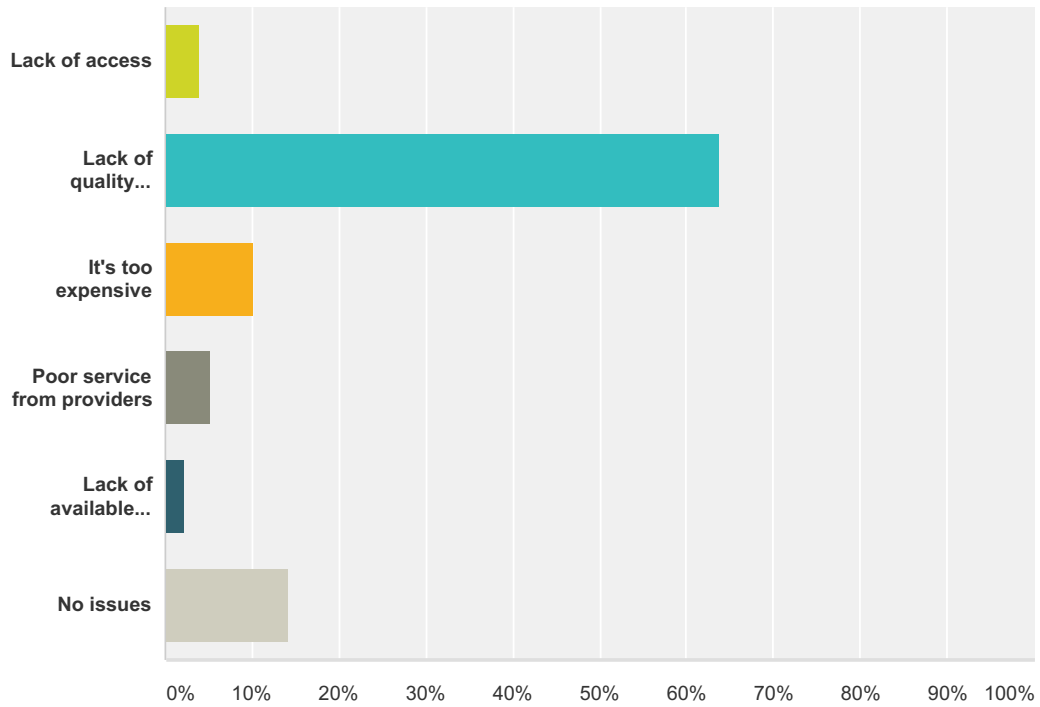


Answer Choices	Responses
Excellent (100% coverage)	5.88% 28
Sufficient (80% coverage)	38.66% 184
Marginal (50% coverage)	36.97% 176
Poor (20% coverage)	15.76% 75
None (0% coverage)	2.73% 13
<b>Total</b>	<b>476</b>



### Q11 What is the biggest issue with mobile phone use in your area?

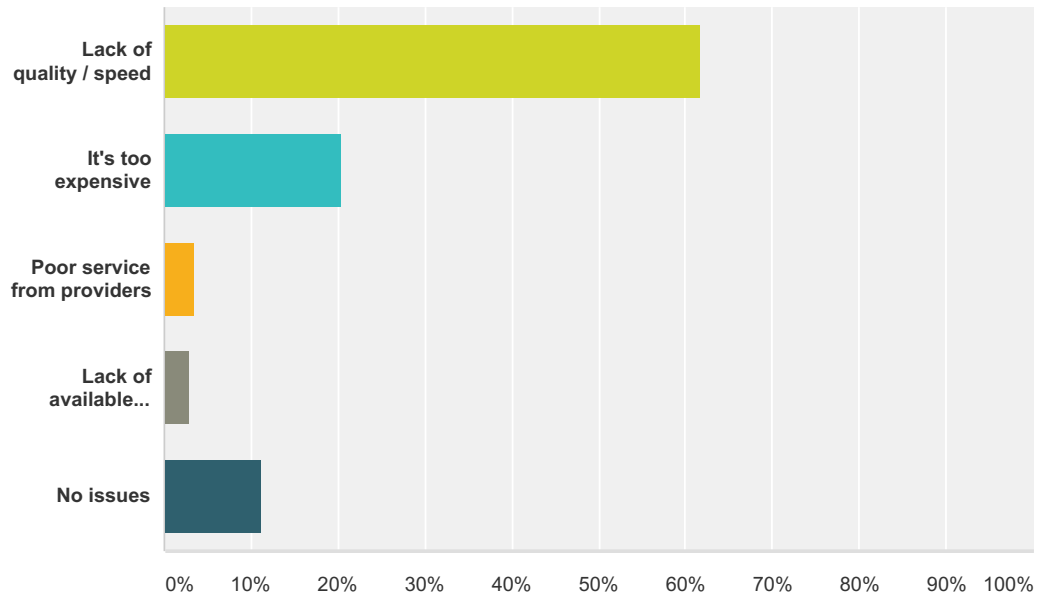
Answered: 472 Skipped: 4



Answer Choices	Responses
Lack of access	4.03% 19
Lack of quality coverage	63.98% 302
It's too expensive	10.17% 48
Poor service from providers	5.30% 25
Lack of available information regarding what's available	2.33% 11
No issues	14.19% 67
<b>Total</b>	<b>472</b>

### Q12 What is the biggest issue with internet / broadband in your area?

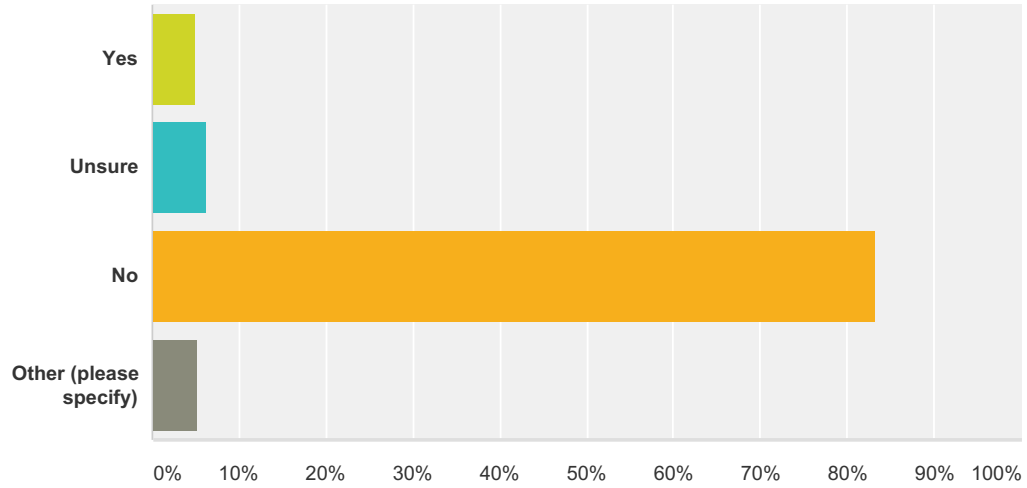
Answered: 471 Skipped: 5



Answer Choices	Responses
Lack of quality / speed	61.78% 291
It's too expensive	20.38% 96
Poor service from providers	3.61% 17
Lack of available information regarding what's available	2.97% 14
No issues	11.25% 53
<b>Total</b>	<b>471</b>

### Q13 Has the National Broadband Network (NBN) scheme roll out so far benefited you in any way?

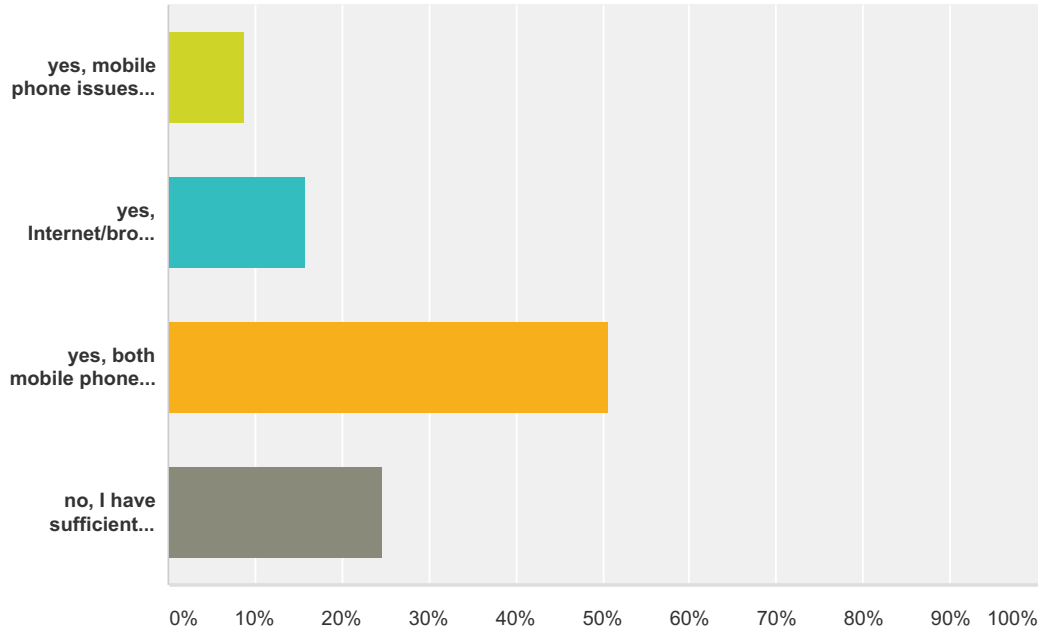
Answered: 473 Skipped: 3



Answer Choices	Responses	Count
Yes	5.07%	24
Unsure	6.34%	30
No	83.30%	394
Other (please specify)	5.29%	25
<b>Total</b>		<b>473</b>

### Q14 Is a lack of quality telecommunications services impeding some of your (current or potential) business operations?

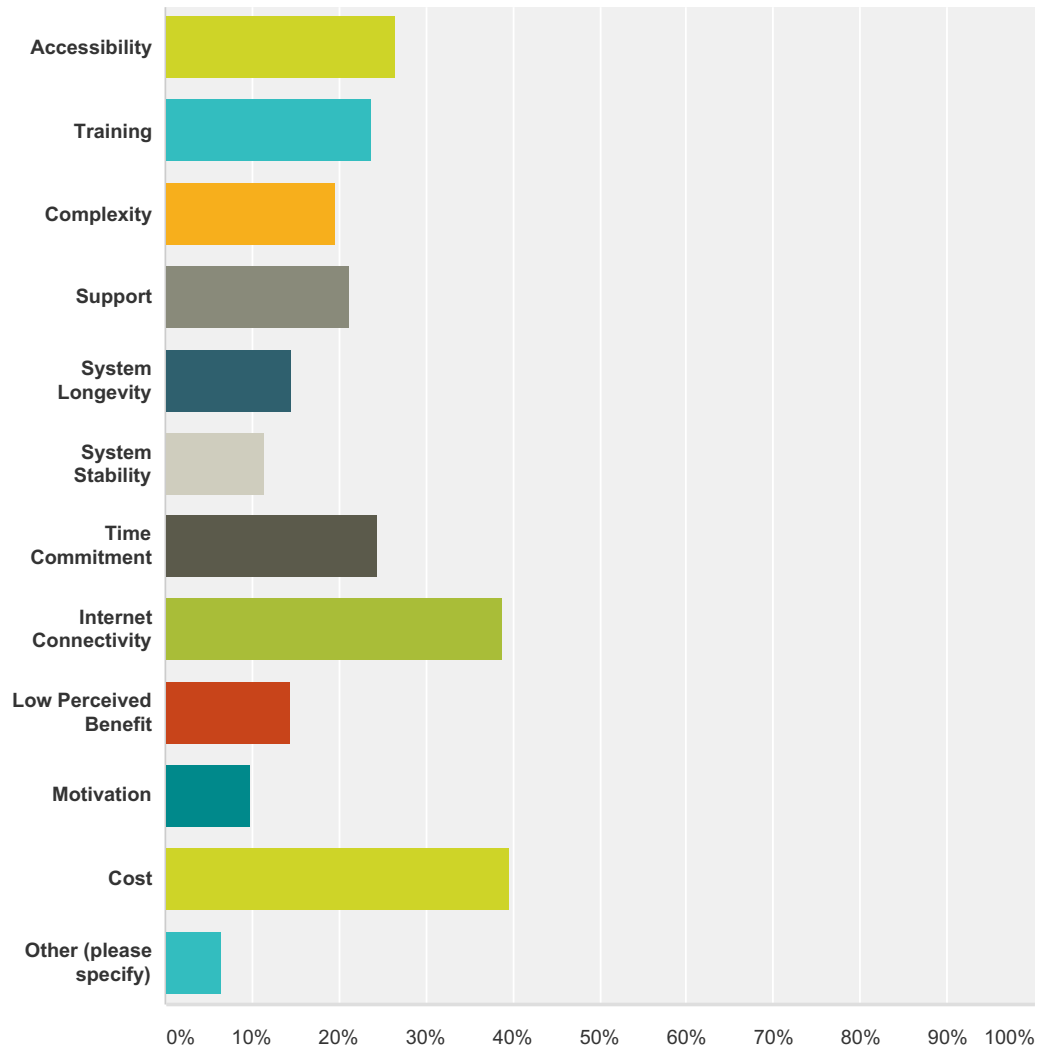
Answered: 467 Skipped: 9



Answer Choices	Responses
yes, mobile phone issues are a problem	8.78% 41
yes, Internet/broadband issues are a problem	15.85% 74
yes, both mobile phone and Internet/broadband issues are a problem	50.75% 237
no, I have sufficient telecommunications to operate my business	24.63% 115
<b>Total</b>	<b>467</b>

### Q15 What are the main limitations for adopting new technology on your farm?

Answered: 464 Skipped: 12



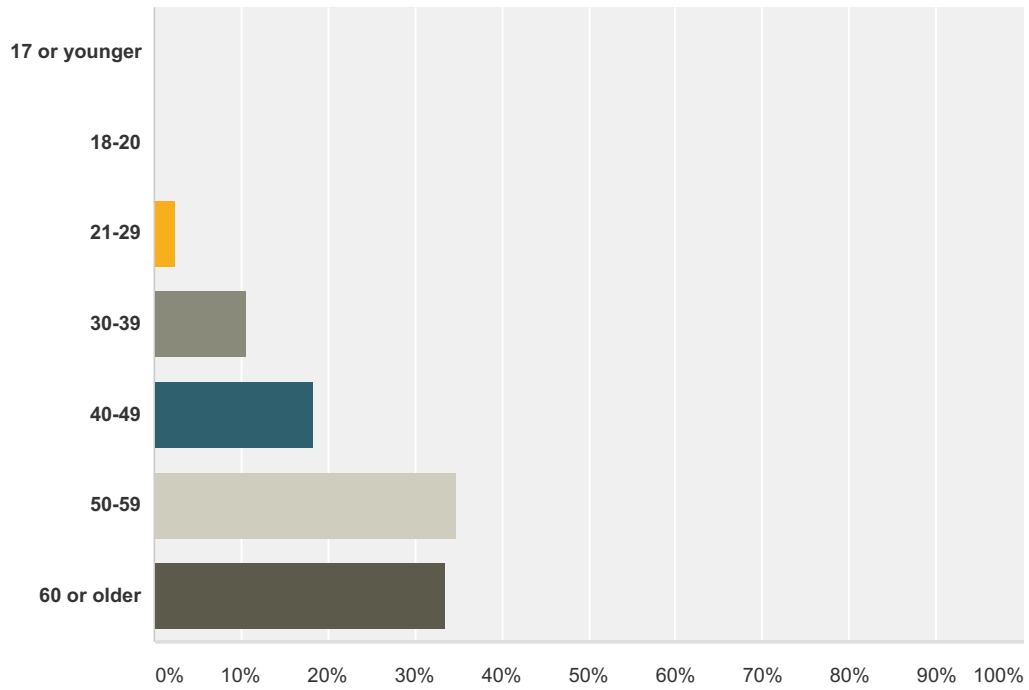
Answer Choices	Responses
Accessibility	26.51% 123
Training	23.71% 110
Complexity	19.61% 91
Support	21.34% 99
System Longevity	14.66% 68
System Stability	11.42% 53
Time Commitment	24.35% 113
Internet Connectivity	38.79% 180

## Agriculture Technology Survey 2015

Low Perceived Benefit	14.44%	67
Motivation	9.91%	46
Cost	39.66%	184
Other (please specify)	6.47%	30
<b>Total Respondents: 464</b>		

### Q16 Which category below includes your age?

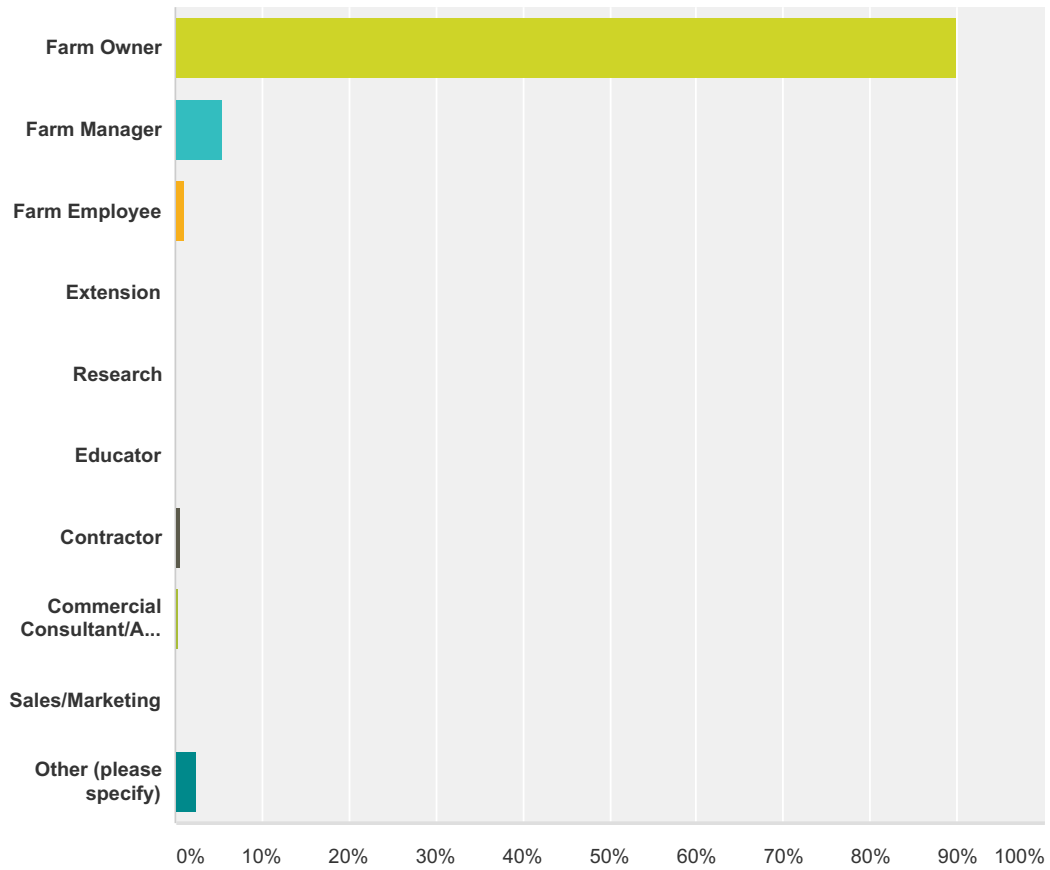
Answered: 473 Skipped: 3



Answer Choices	Responses
17 or younger	0.00% 0
18-20	0.00% 0
21-29	2.54% 12
30-39	10.57% 50
40-49	18.39% 87
50-59	34.88% 165
60 or older	33.62% 159
<b>Total</b>	<b>473</b>

### Q17 What is your current role in the agriculture industry?

Answered: 476 Skipped: 0



Answer Choices	Responses
Farm Owner	89.92% 428
Farm Manager	5.46% 26
Farm Employee	1.05% 5
Extension	0.00% 0
Research	0.00% 0
Educator	0.00% 0
Contractor	0.63% 3
Commercial Consultant/Agronomist	0.42% 2
Sales/Marketing	0.00% 0
Other (please specify)	2.52% 12
<b>Total</b>	<b>476</b>