

Executive Summary**Precision Ag Mobile Internet Usage Survey**

Copyright ©2013 Meister Media Worldwide

PrecisionAg, which is part of the CropLife Media Group, recently conducted a survey asking precision ag practitioners about general computing/Internet usage via mobile devices (e.g., smartphones, tablets).

Methodology:

- 14-question survey sent via e-mail providing participants five days to respond.
- Survey was sent to more than 11,000 subscribers of *PrecisionAg eNews*.
- An invite to participate was also posted on PrecisionAg's Facebook page.

Summary:

Overall, these findings provide valuable directional data that marketers and information providers should carefully consider when communicating with this increasingly connected audience. 198 respondents participated in this survey. Of those, 89 respondents supplied us their e-mail address requesting that we send them this Executive Summary. Here are the key findings from the survey:

ABOUT YOU

- 35% of respondents identified themselves as "Grower," followed by "Retail Agronomist/Consultant" (25%) and "Manufacturer" (17%).
- The average age of respondents was 44.
- 64% said they are "always involved" with their operation's precision ag activities, while another 20% are "very involved."

INTERNET | MOBILE

- 83% rated the availability of high-speed Internet access in their area as "good" to "very good," while 11% said it was "barely acceptable." 76% rated the quality of high-speed Internet as "good" to "very good," while nearly 18% said it was "barely acceptable."
- Not surprising, the iPad (63%) and iPhone (54%) were the most commonly used mobile devices used for precision ag purposes. They were followed by the Android smartphone (36%) and Android tablet (10%).
- Mobile devices have not completely replaced laptop/desktop computers when it comes to precision agriculture. In fact, nearly 48% said they use their mobile device(s) less than their laptop/desktop computer for precision ag work. Meanwhile, only 21% use their mobile device(s) more than their personal computers for precision ag-related jobs, and 31% use them about the same.
- When asked what locations they are using their mobile devices for precision ag-related work, most respondents said "in the field" (83%) and "in the cab" (62%). Interestingly, respondents are using them slightly more "at home" (51%) than they are "in the office" (49%).
- 40% said they typically spend 1-5 hours per week using their mobile device(s) for precision ag-related work. Another 31% said they spend 6-10 hours/week using them.

- When asked how they use their mobile device(s) for precision ag purposes, respondents provided a wide range of answers. Most common tasks included mapping, scouting and soil sampling/testing. Precision Planting's FieldView app for iPad that connects to the 20/20 Seed Sense display was also mentioned several times.

APPS | OTHER TECHNOLOGIES

- Connected Farm was the most used precision ag-related mobile app (31%). It was followed by JD Link (28%), FieldView (24%), Mobile Farm Manager (16%), AgStudio MAP (10%), and PrecisionEarth (10%).
- Overall attitude toward precision ag-related mobile apps was very positive. For example, 72% said they "agree" to "strongly agree" that most precision ag apps improve the quality of the work they do. While another 69% said they "agree" to "strongly agree" that most precision ag apps make it easier for them to do their job.
- When asked to rate the importance of several Internet technologies in terms of gathering information on precision agriculture, 65% said video was "important" to "very important," followed closely by Webinars (64%).
- 30% said they "definitely will" attend a Webinar on precision ag in the future, while another 37% said they "probably will."
- Another technology that may be emerging for precision ag information is podcasts. 34% said they "probably will" listen to a podcast focused on precision ag in the future, while another 10% said they "definitely will."

As multi-media publishers and information providers, we at PrecisionAg and the CropLife Media Group are encouraged by the level of mobile Internet use displayed by this group of respondents. We will use this data to help us craft even more useful and relevant e-media for precision ag practitioners in the future.