

# BASTROP COUNTY, TEXAS

## Agriculture Survey Results



# Agriculture Sector Survey Results



Agriculture, in its many forms, is a critical industry and economic driver for many communities and regions. Internet-connected technology allows agricultural producers to increase yields, reduce expenditures, and access best practices and information impacting the production of America's food. However, producers and value-added agricultural industries are generally located in the most rural areas — areas that are most often disconnected from the global economy. For operations fortunate enough to have an internet connection, their use of technology has transformed their operations and allows them to contribute to the economic activity of their communities.

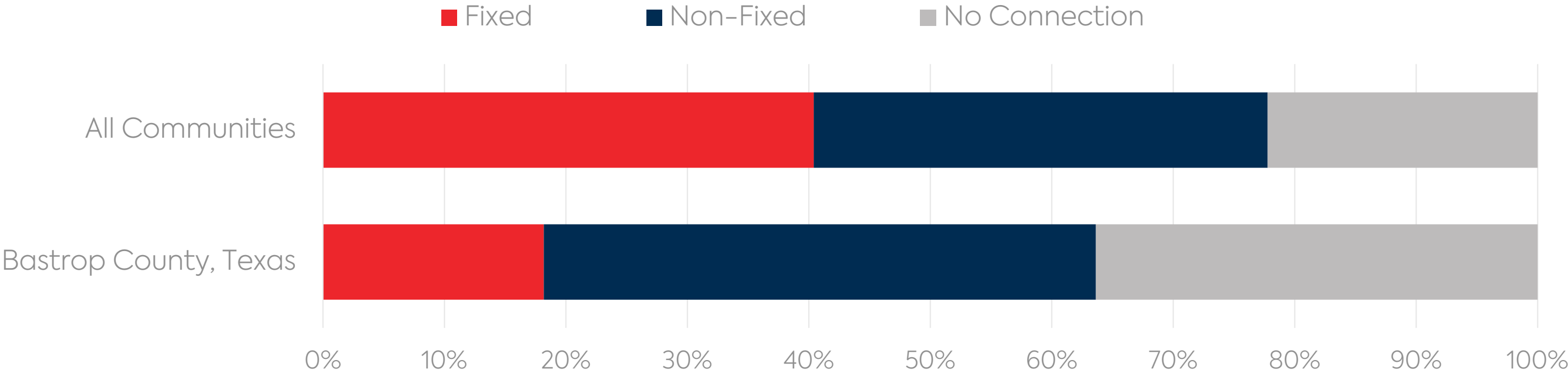
The data below show the connectivity and use of technology among agricultural producers in your community compared to those in other communities participating in Connected Nation's Connected program. These data should be used to make informed decisions and implement solutions for improving connectivity in the community.

Data from Bastrop County represent survey responses collected between July 6, 2020, and November 16, 2020. Altogether, 37 Bastrop County facilities in the Agricultural Sector responded to these surveys. Data from all Connected communities represent survey responses collected between January 1, 2017, and January 29, 2021. As more communities participate in the Connected program, these figures are likely to change.

# Broadband Adoption in the Agriculture Sector

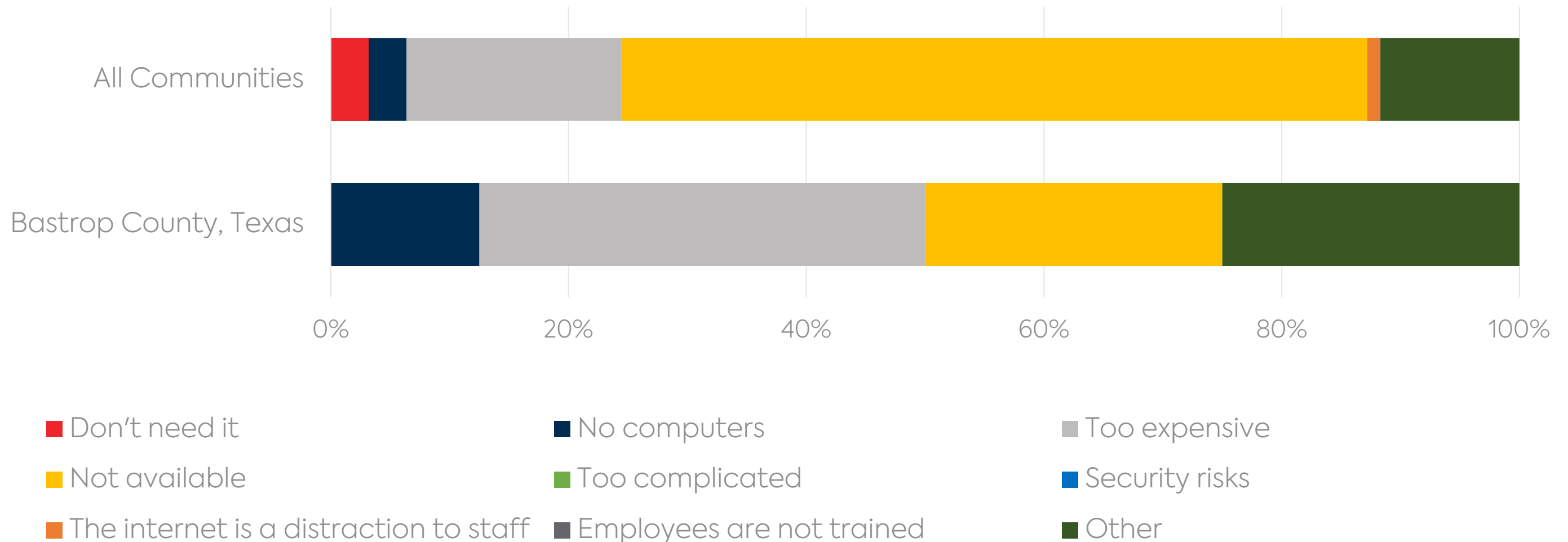


This chart shows the percent of agricultural producers that subscribe to various types of broadband services or that are without a connection. Fixed connections are those provided by cable, DSL, fiber, or fixed wireless technology, while Non-Fixed connections include dial-up, satellite, and mobile-only services. These types of internet services, while providing basic access, can often be plagued by connection latency, have costly monthly data plans, or can be impacted by weather, terrain, large expanses of open water, and other environmental factors.



# Barriers to Agricultural Broadband Adoption

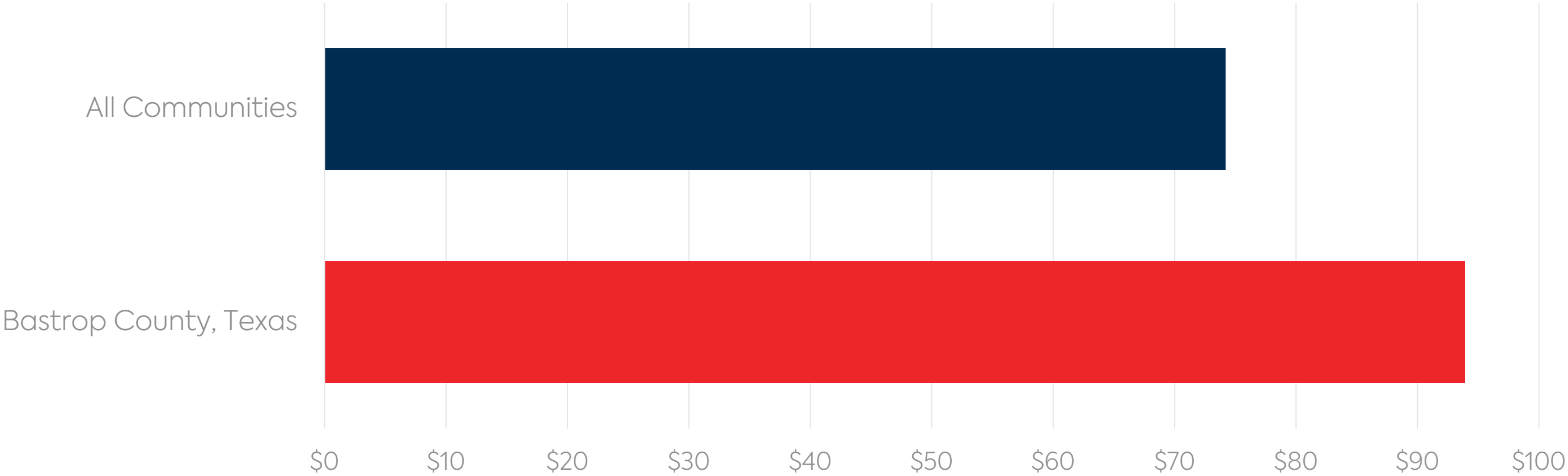
This chart shows the primary reason agricultural producers do not or cannot subscribe to broadband. The chart compares agriculture operations in the community to those across other participating communities.



# Average Monthly Cost of Internet Service in the Agriculture Sector

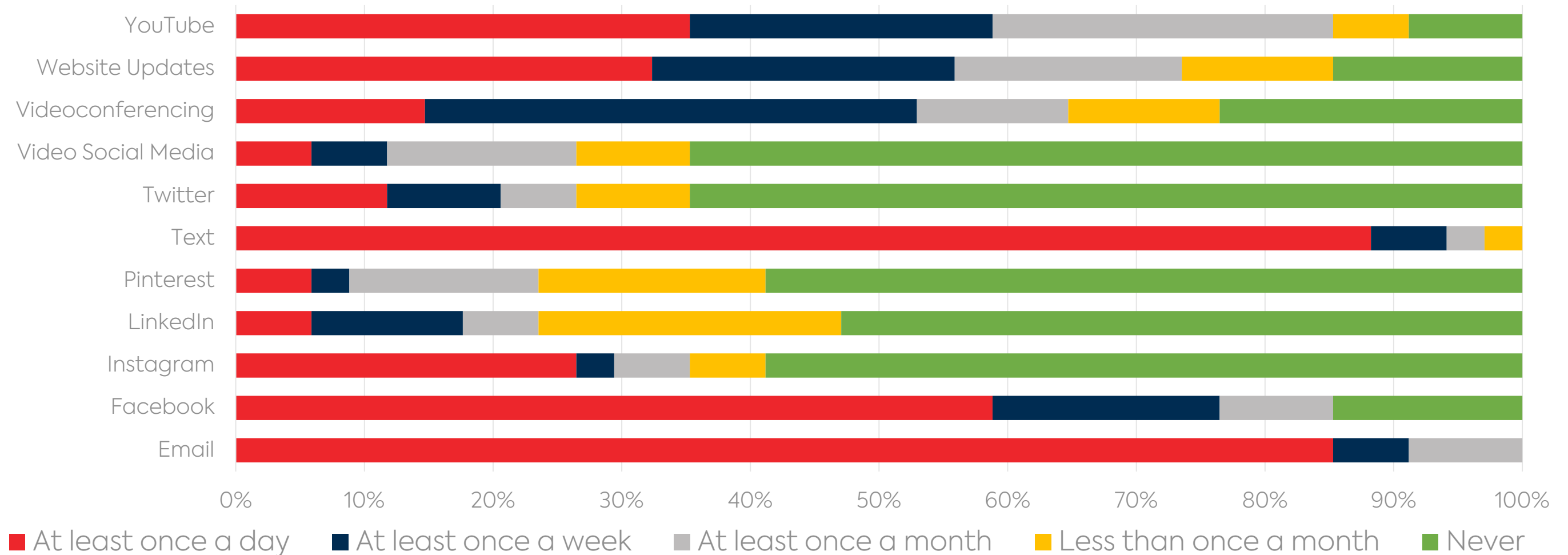


The cost of service can prevent some agricultural facilities from being able to access the internet. This chart shows the average reported monthly cost of service among farms in the community compared to those in other Connected communities.



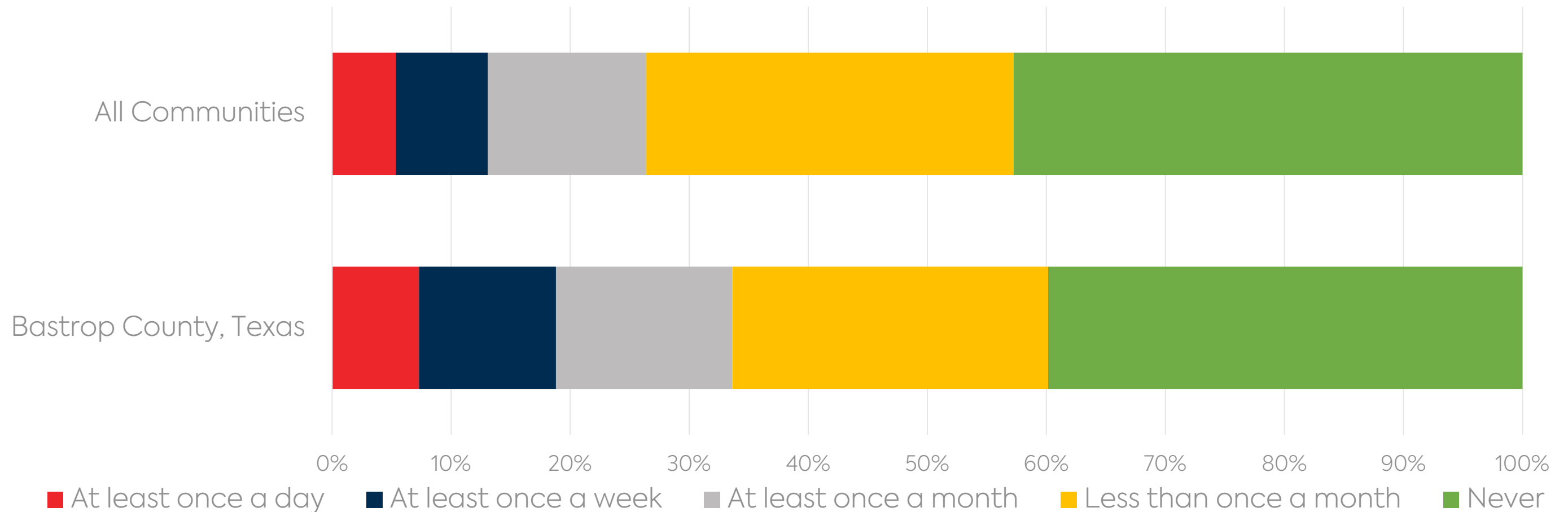
# Digital Communications

Technology, coupled with an internet connection, provides a myriad of ways to digitally interact with the world or even those in one's own community. This chart shows the average frequency with which agricultural producers use digital communications tools.



# Digital Interaction

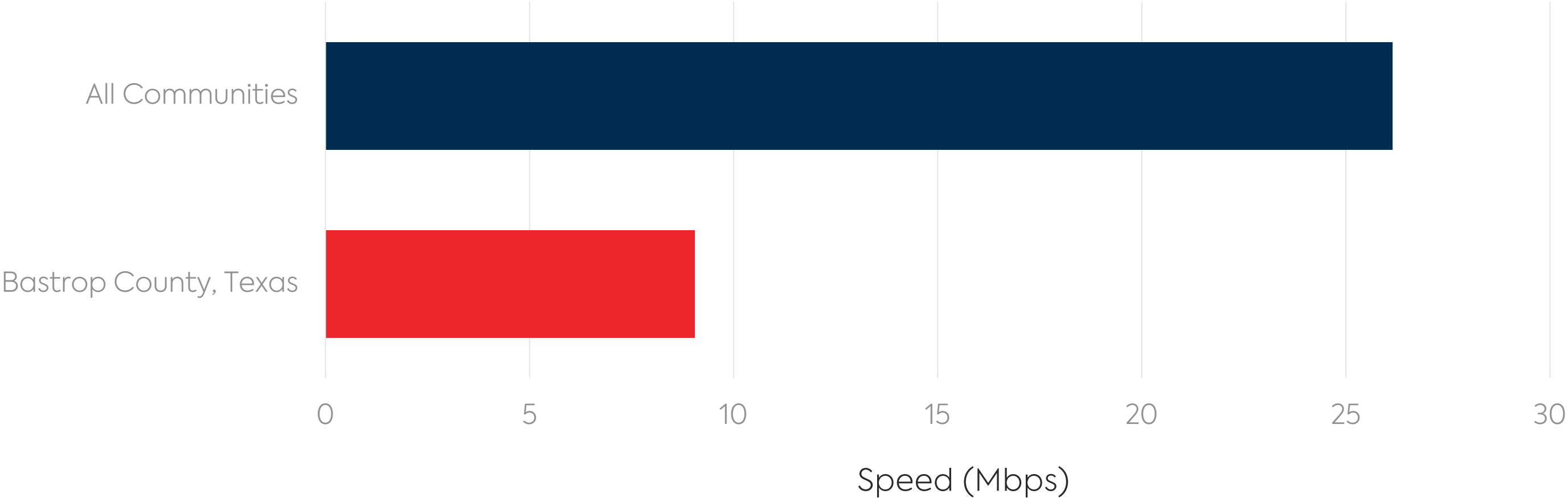
This chart shows the frequency with which residents in the community report that they digitally interact with entities in the agriculture sector. Examining the digital interaction of residents and the digital communications tools used by agriculture producers can help identify ways to increase the online presence of agriculture producers.



# Agriculture Sector Download Speeds



Connection speeds can have a major impact on how the internet is used. This chart shows the average reported download speed among internet-connected facilities in the community's agriculture sector compared to those in other Connected communities.

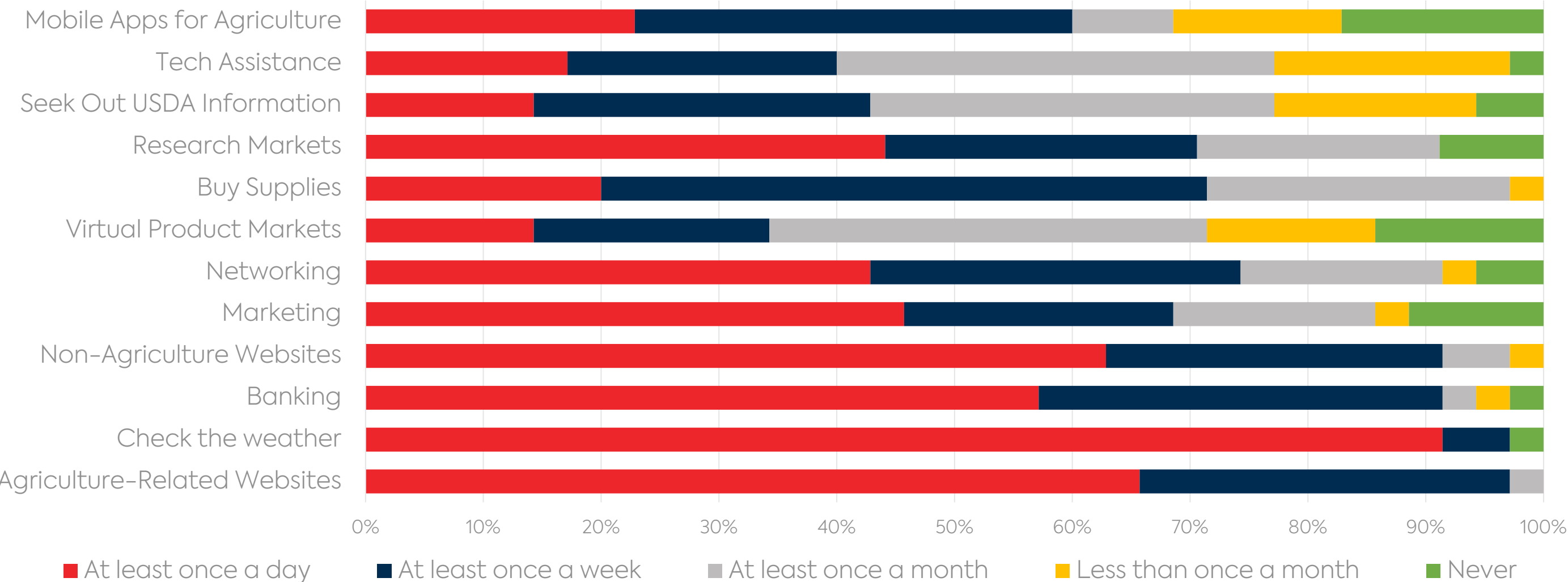




# Online Activity in the Agriculture Sector



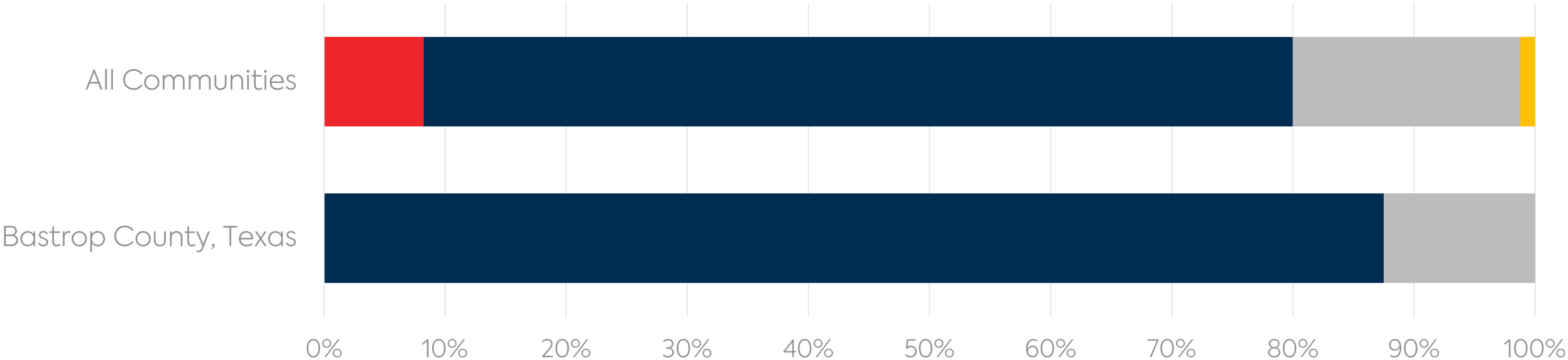
An internet connection provides unparalleled access to a host of resources and information. This chart shows how frequently agricultural producers use these agriculture-related online activities.



# Operation-Wide Service



Many applications and connected equipment require access to a wireless or Wi-Fi network, often in remote areas. This chart shows the percentage of agricultural producers who subscribe to internet service and say they can access the internet from any place in their operation.

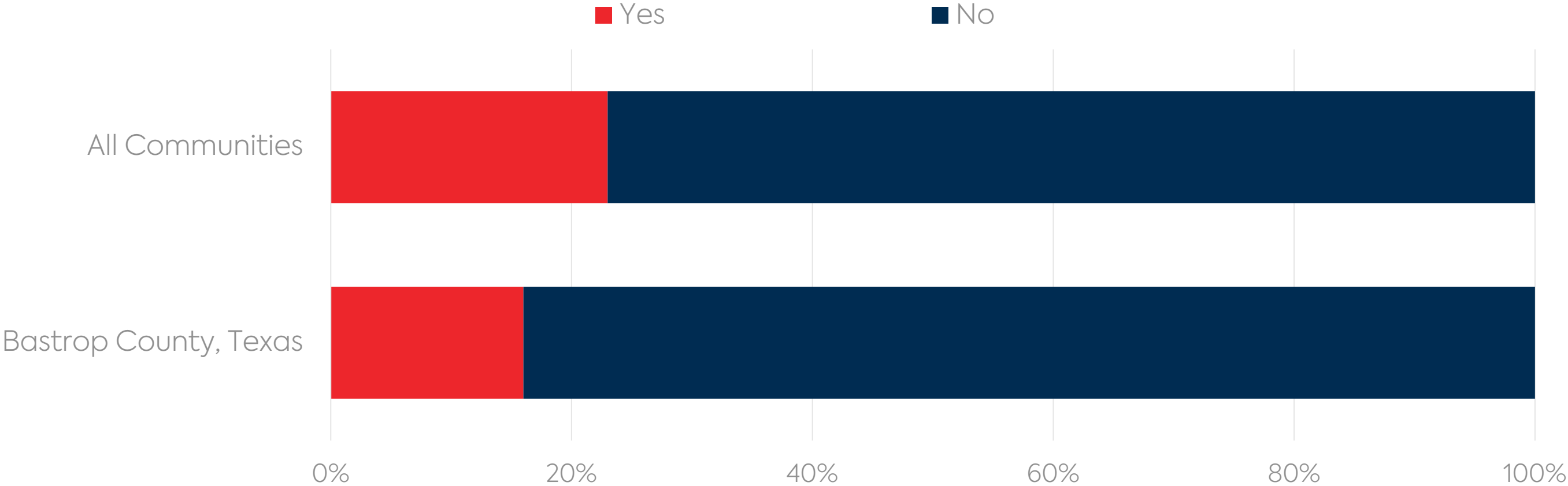


- Wi-Fi is accessible across the entire operation including fields, pastures, and similar remote areas
- Wi-Fi is accessible throughout the main operation buildings and immediate surrounding area
- I can access the internet via a cellular/mobile network only
- Other

# Satisfaction in the Agriculture Sector

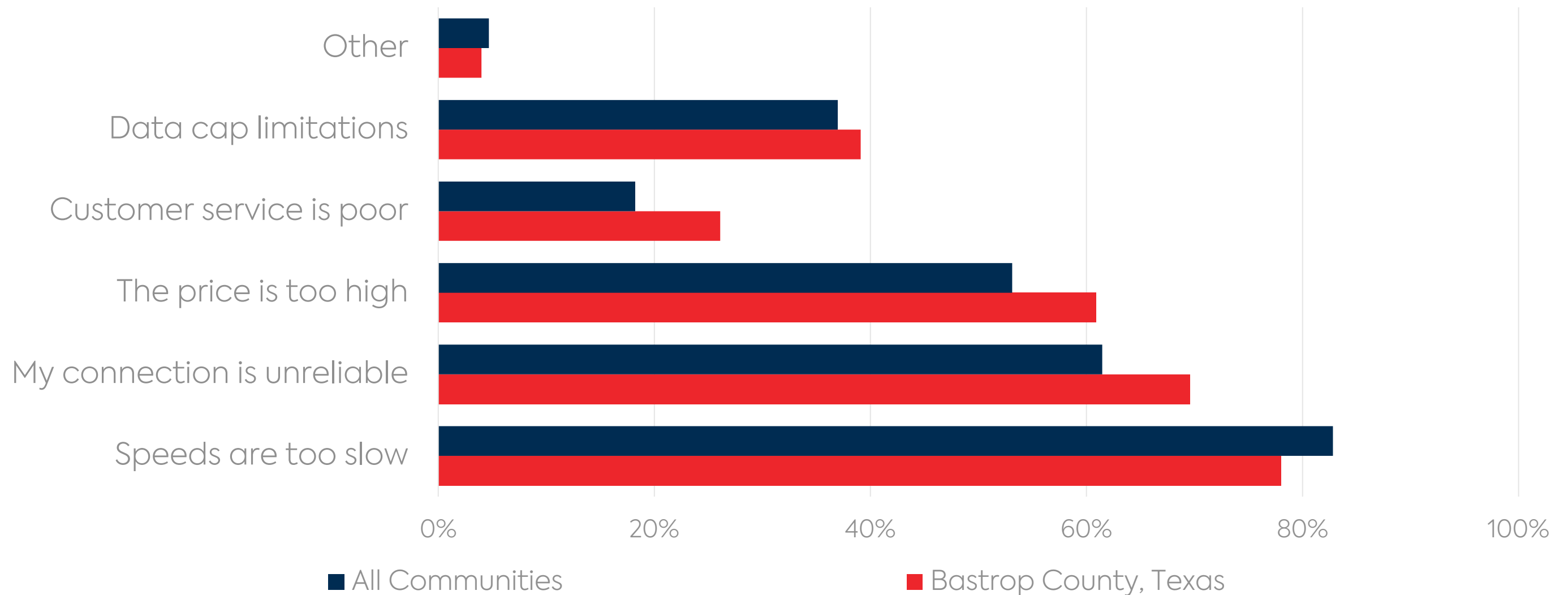


Competition provides communities with choices for service, allowing them the ability to switch providers if their current service does not meet their needs. This chart shows the percent of agricultural producers who state that their internet service meets or does not meet their needs.



# Reasons for Dissatisfaction

This chart shows the various reasons why local agricultural producers report being dissatisfied with their current internet service.



# Agriculture Technology Applications

Twenty-first century agriculture operations have many opportunities to use technology to improve efficiency and increase production. This chart shows the use and interest in the variety of technology-enabled equipment among agricultural producers.

