CONVERSATION ANALYSIS

Which 4X4?

Agricultural Matters · 2026-06-30 to 2026-10-30

Prepared for the trade by Agri Web Media

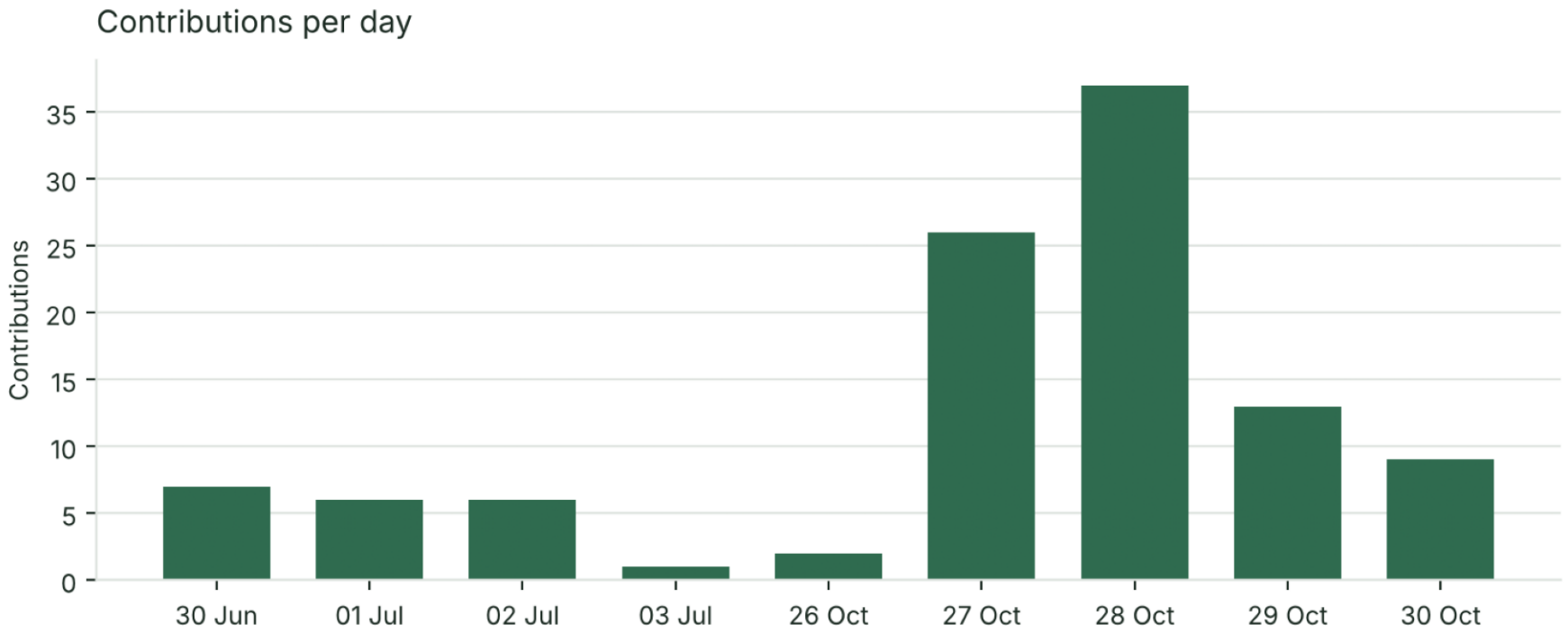
OVERVIEW

Conversation at a glance

107	5,349	124	1.16
Visible contributions	Views on The Farming Forum	Reactions	Average reactions per contribution

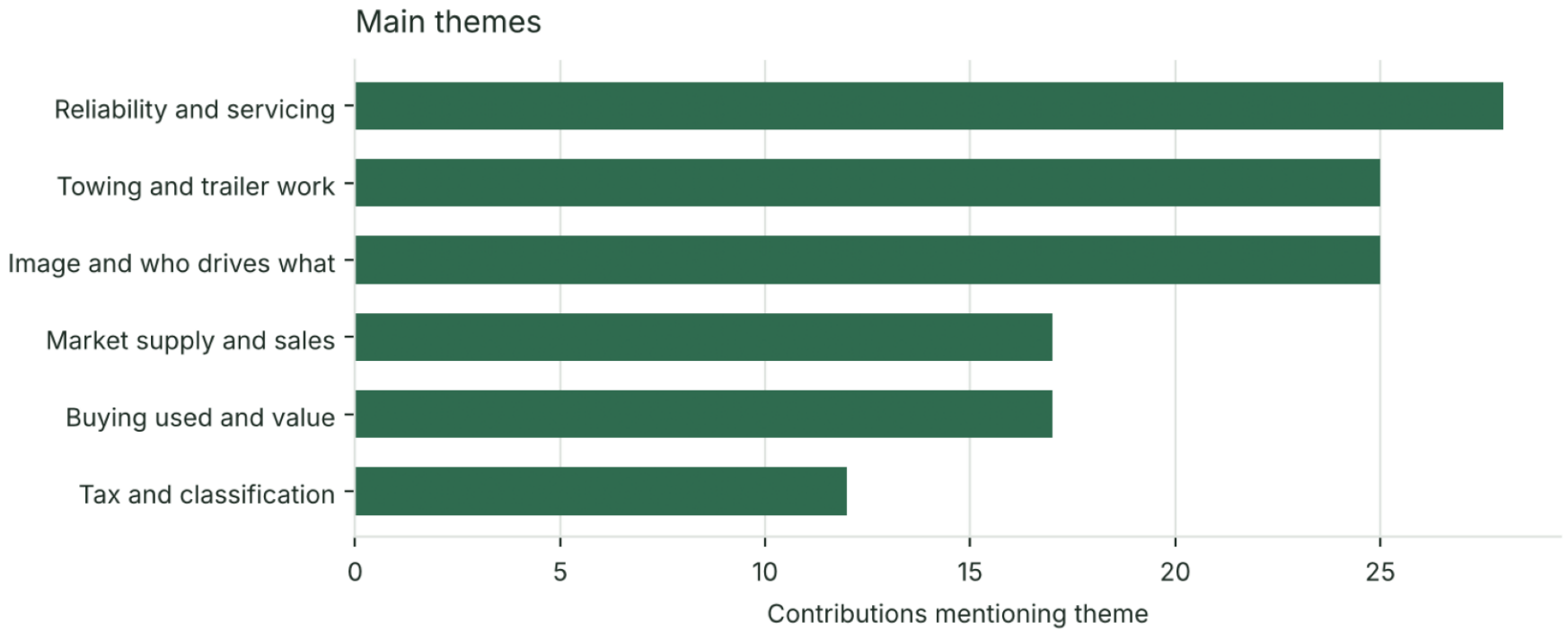
- Ran over 9 active days, peaking on 2026-10-28 with 37 contributions.
- Figures describe this conversation only. They are not a representative survey of the sector.

When the conversation happened



Peak day 2026-10-28 carried 37 of 107 contributions.

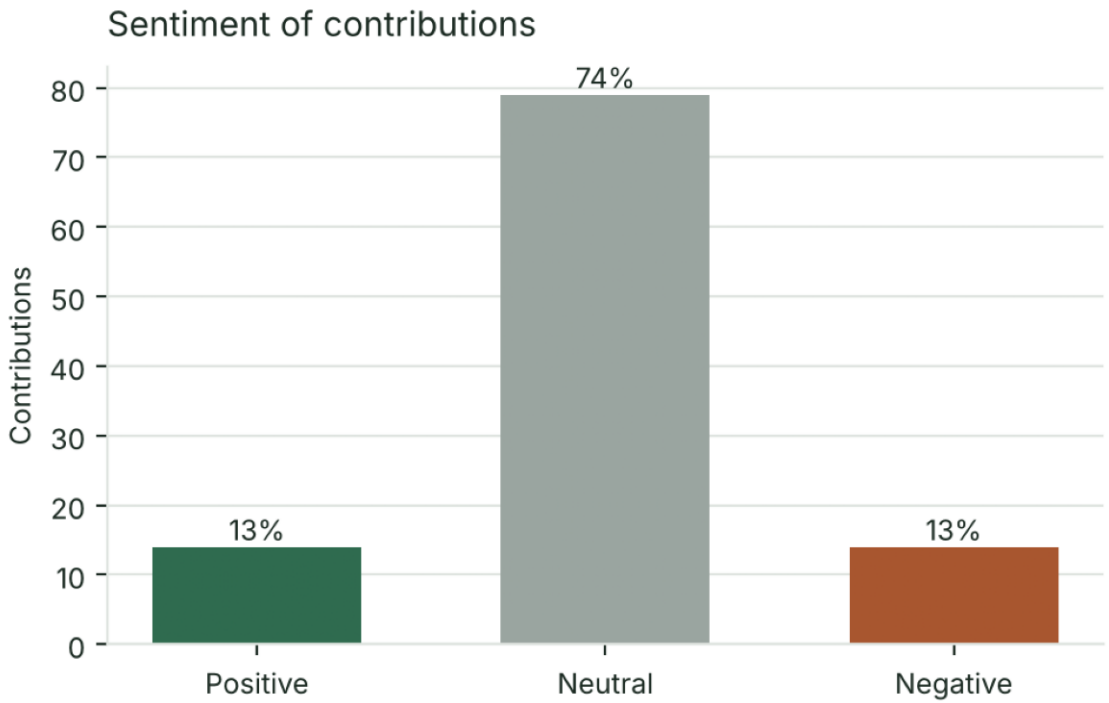
What the conversation was about



Reliability and servicing led with 28 contributions. Contributions may carry more than one theme, so shares do not sum to 100%.

SENTIMENT

Tone of the contributions



Sentiment describes the tone of this conversation, not the stance of UK farmers generally.

SENTIMENT

Which tone drew agreement

0.93

Average reactions on negative contributions

0.99

Average reactions on neutral contributions

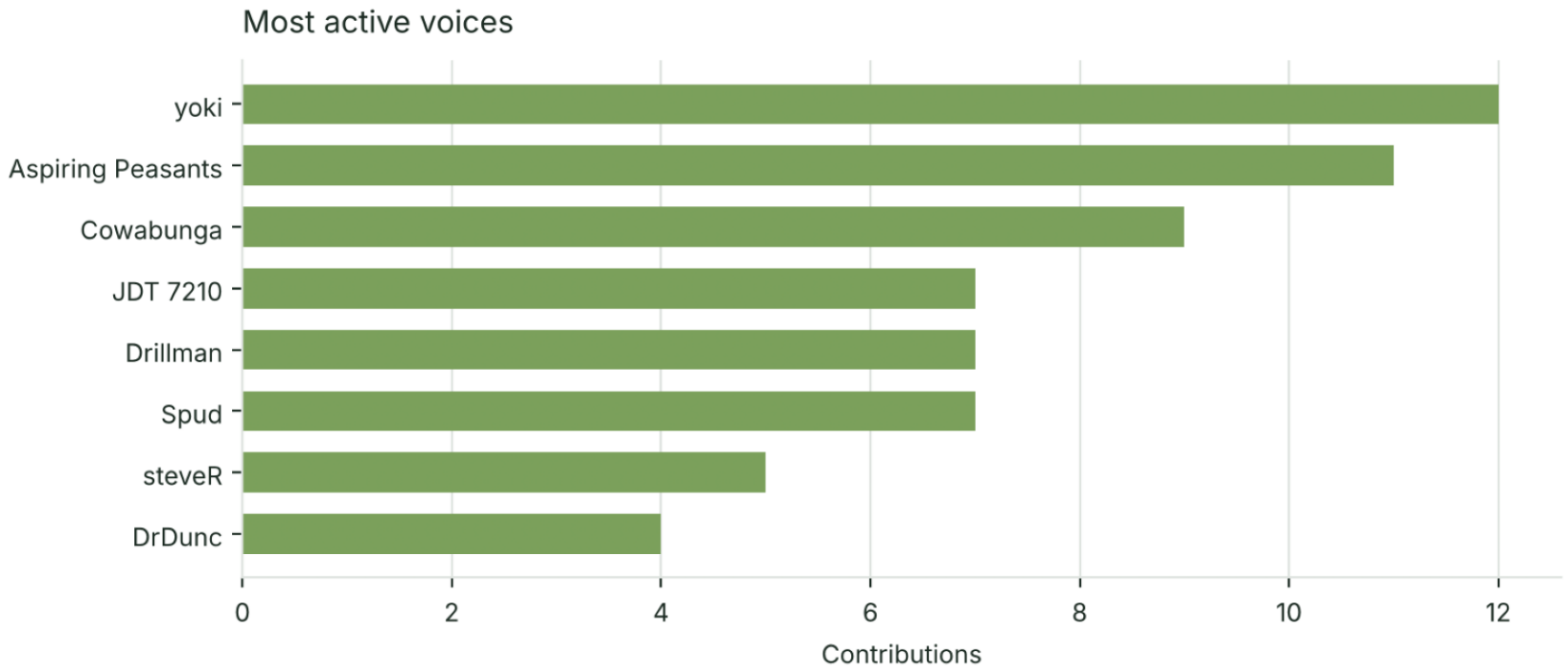
2.36

Average reactions on positive contributions

— 14 negative (13.1%), 79 neutral (73.8%), 14 positive (13.1%).

CONTRIBUTORS

Who drove the conversation



Ranked by number of contributions. Screen names as they appear on The Farming Forum.

QUOTATIONS

In their own words

"If you're wanting reliable luxury, and still have the practicality of the land rover....
Changed a lovely amarok pickup for the land cruiser 18 months ago. I still make up excuses to out for a drive just..."

DrDunc · 10 reactions

"Depends on your taste and inclination and how much you want to spend but there is a place in the world for second hand Range Rovers. They can be had for far less money than a second hand pickup truck, will..."

JDT 7210 · 7 reactions

"New Defender commercial. Has 2 Rangers before that, they were good vehicles but wouldn't go back. Defender classed as a commercial van for tax purposes as well. Will do everything I want on the farm and a..."

Aspiring Peasants · 6 reactions

SOURCE

Read the source conversation

— Which 4X4?

— 5,349 views · 107 visible contributions · Agricultural Matters

— https://thefarmingforum.co.uk/index.php?threads/which-4×4.439862/

Analysis by Agri Web Media from the complete visible conversation.

Contribution text is attributed opinion, not verified fact.