Business Broadband (High Speed Internet) Survey

Through the leadership of the Muskegon County Broadband Initiative, the support of the county's Infrastructure and Economic Development Committee, the Muskegon Area Intermediate School District, local municipality leaders and many other organizations, our community is participating in Connect Michigan's "Connected Community" program. This project will assess the current status of broadband access, adoption, and use in our area in so we can develop a Broadband Technology Action Plan to improve the quality of life and economic potential across Muskegon County.

This survey is designed to collect data on how Muskegon County businesses of all types are using broadband and related technologies. Survey respondents must be at least 18 years of age with a working knowledge of the technology use of the business.

In order for your sector to be accurately represented, please answer the following questions. Your data submission is extremely important to this project as it will be used to develop a comprehensive Technology Action Plan with recommended actions to improve the economic potential and quality of life of Muskegon County. Please submit one survey per business.

This survey may also be completed online at:
http://connectmycommunity.org/muskegon-county-business-survey

Please Return to xxxxxxxxxx yyyyyyyyyyyyy by MM/DD/YYYY.

1. Business Address:
    a. Street Address, City:_____
    b. Zip Code: _____
    c. Township: _____

2. Does your business subscribe to Internet service?
    ___ Yes (skip to question #4)   ___ No (continue to question #3)

3. What is the primary reason for not subscribing to Internet service?
    ___ We don't need the Internet   ___ Poses a security risk
    ___ No computer   ___ Distraction to staff
    ___ Internet service is too expensive   ___ Lack of staff training
    ___ Internet service is not available   ___ Other: _____
    ___ Internet Service is too complicated

    Please skip to question #8.

4. Please select the speed tier that best reflects the Internet service to which your business is subscribed. *If you do not know your speed, you can visit http://www.speedtest.net/ and run a quick speed test. This speed can also often be found on your billing statement. Download speed is expressed as kilobytes (Kbps) or megabytes (Mbps) per second.*

    ___ Dial-up   ___ 51 Mbps to 100.99 Mbps
    ___ 3.99 Mbps or Less   ___ 101 Mbps to 500.99 Mbps
    ___ 4 Mbps or 10.99 Mbps   ___ 501 Mbps or Faster
    ___ 11 Mbps to 25.99 Mbps   ___ Unsure
    ___ 26 Mbps to 50.99 Mbps

5. To what type of Internet service do you subscribe?

    ___ Cable Internet   ___ Satellite Internet
    ___ Dial-Up Internet   ___ T1 Internet
    ___ DSL Internet (over phone lines)   ___ Wireless Internet – other than cell phone
    ___ Fiber-optic   service
    ___ Mobile or cellular phone connection only   ___ Other: _____

6. Who is the Internet service provider for your business? _____

7. Does your business offer free Wi-Fi to the public at this location?

    ___ Yes   ___ No

8. Does your business have a website?

    ___ Yes (continue to question #9)   ___ No (skip to question #10)

9. Please enter your Business's website address. _____

10. Have you hired any new employees (new positions, not replacement hires) in the last 6 months?

    ___ Yes (How many?_____)   ___ No   ___ Unsure

11. Do you plan to hire any new employees (new positions, not replacement hires) in the next 6 months?

    ___ Yes (How many?_____)   ___ No   ___ Unsure

12. Please select the response(s) below that best describe your business's policy toward continuing education and training. *Please select all that apply.*

    ___ Employees are encouraged to pursue continuing education, training, and/or professional development.
    ___ Employees are allowed time off work to pursue continuing education, training, and/or professional development
    ___ Business provides financial support for continuing education, training, and/or professional development
    ___ Business regularly offers training on-site (training provided by outside experts at your facility)
    ___ Business offers on-the-job training (training provided by in-house experts, e.g. job shadowing, etc.)
    ___ Business requires continuing education, training, and/or professional development
    ___ Business provides incentives for continuing education, training, and/or professional development
    ___ Business does not support continuing education, training, and/or professional development

13. How important is technology-related training, continuing education, or professional development to your business?
    ___ Not important
    ___ Slightly important
    ___ Neutral
    ___ Moderately important
    ___ Very important

14. In the table below, please select the various applications of technology currently used by your business. If an application is not being used currently, please indicate your desire to implement that application in the future.

Application	Currently in Use	Not in Use				
		Plan to implement within 1 year	Plan to implement within 3 years	Plan to implement within 5 years	No plans to implement but interested	No plans to implement and not interested
Electronic inventory devise or software						
Electronic supply chain management resources						
Email service for at least 75% of administrative staff						
Employer-issued mobile device for at least 50% of administrative staff						
Human resources or finance-related software						
Participating in industry-specific online directories and aggregation services						
Industry-specific management or performance monitoring software						
Interactive online customer experience						
Point-of-sale software						
Teleworking policy for employees						
Videoconferencing used regularly						
Voice-over Internet Protocol (VoIP) phone service						
Web-based e-commerce application						
Other						

If "Other", please specify _____

15. In the table below, please select the frequency with which you use the various tools to communicate with the public, clients, customers, etc.

Communication Tool	Several times daily	Once daily	Several times weekly	Once weekly	Several times monthly	Once monthly	Less than once monthly	Never
Electronic newsletter								
Email								
Facebook								
Google Hangout								
Instagram								
Mail								
Meerkat								
Newspaper								
Paper newsletter								
Periscope								
Public Service Announcements								
Radio								
Television								
Text messaging								
Twitter								
Website updates								
YouTube								
Other								

If "Other", please specify _____

16. In the table below, please estimate your employee composition related to their technology skills. Place an "X" in the box that corresponds to the percent of your employees with the associated skill. The total of all four rows should equal 100%. *For example, Business A's employee composition is 10% Basic Users, 40% Moderate Users, 40% Advanced Users, and 10% Non-Users, while business B has 60% Basic Users, 30% Moderate Users, 10% Advanced Users, and 0% Non-Users.*

Technology Skill	0%	10%	20%	30%	40%	50%	60%	70%	80%	90%	100%
Basic Users (use basic office software, internet browsers, email, or other primary technologies in their job)											
Moderate Users (more advanced software/hardware in their job that may be sector/industry/task-specific)											
Advanced Users (develop, operate, maintain, modify and manipulate technology systems, software, or hardware)											
Non-Users (do not need any technology-related skills)											

17. How well do the technology skills of your employees, as indicated above, match the technology needs of your business?

___ Poor

___ Fair

___ Good

___ Very Good

___ Excellent

18. In the table below, please select the category that best describes your business type.
    Select only one.

___ Accommodation and Food Service	___ Manufacturing
___ Administration, Support, Waste Management, or Remediation Services	___ Mining, Quarrying, and Oil and Gas Extraction
	___ Other Services (except Public Administration)
___ Agriculture, Forestry, Fishing and Hunting	___ Professional, Scientific, or Technical Services
___ Arts, Entertainment, and Recreation	___ Public Administration
___ Educational Services	___ Real Estate, Rental, or Leasing
___ Finance and Insurance	___ Retail Trade
___ Healthcare and Social Assistant	___ Transportation and Warehousing
___ Information	___ Utilities
___ Management of Companies and Enterprises	___ Wholesale Trade

19. Do you consider your business to be involved in the local travel and tourism industry?

___ Yes   ___ No

20. How many years has your business been in operation? _____

21. How many staff (full-time and part-time) are employed by your business?

___ Less than 5	___ 30 to 39
___ 5 to 9	___ 50 to 99
___ 10 to 14	___ 100 to 500
___ 15 to 19	___ More than 500
___ 20 to 29	

22. What is your estimated annual revenue?

___ Less than $50,000	___ $250,000 to $499,999
___ $50,000 to $99,999	___ $500,000 to $999,999
___ $100,000 to $149,999	___ $1,000,000 to $1,999,999
___ $150,000 to $249,999	___ More than $2,000,000

Additional Comments:

_____

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Thank you participating in the survey!