



# The EDACENTER

at the University of Minnesota, Crookston

## Rural Business Broadband Survey

Business Name: \_\_\_\_\_

Business Category:

- |   |  |
|---|--|
| <input type="checkbox"/> Retail                           | <input type="checkbox"/> Food or Accommodation/Tourism |
| <input type="checkbox"/> Manufacturing                    | <input type="checkbox"/> Transportation                |
| <input type="checkbox"/> Wholesale/Distribution           | <input type="checkbox"/> Real Estate                   |
| <input type="checkbox"/> Professional Services/Technology | <input type="checkbox"/> Financial Services            |
| <input type="checkbox"/> Health Care                      | <input type="checkbox"/> Other                         |

Economic Development Region Number \_\_\_\_\_

1. Which best describes your business at this location:

- It is the sole location  
 It is the primary location or headquarters with at least one other facility elsewhere  
 It is a branch or affiliate of a parent company located elsewhere

2. Please describe the market area for the majority of your products and/or services. Is it:

- Within 100 miles of your location  
 Within the state of Minnesota  
 Nationwide  
 Global

3. What is the approximate number of employees working at this location?

- 1-4       5-9       10-49       50+

4. Can you give me an estimate of your annual gross sales?

- under \$1 million     \$1 - \$5million     Over \$5 million

5. Do you use computers in your business?

- Yes       No

**If no, end survey and thank participant; If yes continue.**

4. Is there at least one computer connected to the Internet?

- Yes     No     don't know

**If yes, continue; if no end survey and thank participant.**

5. Does your business have a web site?

Yes  No

6. Does your business have an email address that customers can contact you through?

Yes  No

7. Computers connect to the Internet in a variety of ways. I am going to list several options for Internet service. Can you tell me which method you use to connect your business computers to the Internet? (Check one):

Telephone Dial-up Internet Service

High Speed DSL Connection

High Speed Cable Connection

Wireless or Satellite Internet Connection

A Separate High-Speed Leased Line

Other Type of High Speed Connection

Don't Know

**Note: If respondent currently uses a dial-up Internet connection continue; if he/she uses broadband, skip to Q. 9.**

8. Many businesses are switching from a dial-up Internet connection to a high-speed or broadband connection. What is the primary reason you have not yet chosen to switch to a broadband connection?

Broadband is not available in my area

Broadband is too expensive

We don't use the Internet enough to justify the expense.

Other Reason

9. Approximately how much do you pay per month for Internet service?

\$ \_\_\_\_\_  Refused  Don't know

10. Do you believe that the price you are paying for your Internet service is:

Very Affordable

About Right

Too High

Outrageous

11. Do you use the Internet to do any of the following? (Check all that apply.)

sell your products and services online

purchase your supplies/order parts online

maintain contact with your suppliers and/or customers

maintain contact with business colleagues

participate in video conferences

use the Internet to read up on and learn about industry trends

use distance learning tools to upgrade skills for yourself and your employees

bank online

allow some employees to do some work from home

interact with the federal, state or local government, i.e. applying for permits, submitting required reports, filing taxes, etc.  
 Other activities (please specify) \_\_\_\_\_

---

12. Is your current Internet connection speed adequately meeting your current business needs?  Yes  No

13. Do you believe that your current Internet connection speed is sufficient to meet your business needs 2 years from now?  Yes  No  Unsure

14. Do you plan to increase your use of the Internet in your business over the next 12 months?  Yes  No  Unsure.

15. Would you be able to further increase your use of the Internet in your business if you had the easier access to appropriate technical assistance?  Yes  No.

16. On a scale of 0-to-5, where 0 indicates no impact and 5 indicates a very large impact, please answer the following question:

If you were unable to secure the bandwidth you wanted for your business, how large of an impact would it make on your business in the following areas:

- Impact on our cost of doing business
- Impact our ability to increase sales
- Impact on our worker productivity
- Inhibit or prevent us from taking advantage of potential business opportunities
- Impact on our expansion/growth plans
- Impact on our ability to adequately train our employees
- Impact our consideration of relocating the business where more bandwidth is available

17. Is there any other comment you may want to make about the quality or importance of your current Internet connection?  Yes  No (If yes, please note remark below).

---

---

---

---

**“Well, that’s all the questions I have for you. We really appreciate you taking time to help us out. Have a great day.”**