

**Princeton Survey Research Associates International  
for  
Federal Communications Commission**

**Broadband Service Capability Survey  
Business Sample**

PHONE SURVEY  
FINAL  
October 30, 2009

N = 3,500 interviews with managers, owners, or IT directors at business/headquarters with 5 or more employees.

Goals:

2000 interviews	Small Size Company (5-25 employees)
700 interviews	Medium (26-100 employees)
400 interviews	Larger (101-500 employees)
400 interviews	Largest (501+ employees)

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Dates of interviewing: November 12-December 20, 2009  
Job #29076

**MAIN INTRODUCTION FOR RECEPTIONISTS/SECRETARIES/ASSISTANTS:**

Hello, my name is \_\_\_\_\_ calling for Princeton Survey Research on behalf of the Federal Communications Commission, or the F-C-C. May I please speak with... **(INSERT PROTOCOL FROM SAMPLE FILE)? IF NECESSARY: I'm calling about the nationwide survey of businesses regarding use of technology and the internet. (Earlier this month/last month) (INSERT SALUTATION FROM SAMPLE FILE)** was sent an invitation from Evans Witt to take part in this survey of decision makers at businesses across the country.

**S1. INDICATE OUTCOME OF GATEKEEPER CONTACT:**

- 1 Connected to target respondent/Bypassed receptionist – **GO TO RESPONDENT INTRODUCTION**
- 2 Target respondent is unavailable at this time – **ASK S1c**
- 3 Target respondent never received invitation or lost invitation/requests another copy/wants more information – **GO TO S1a**
- 4 Target respondent not at this number but still works for organization –**ASK IF GATEKEEPER HAS A PHONE NUMBER WHERE R CAN NOW BE REACHED. RECORD NUMBER (READ BACK TO VERIFY)**
- 5 Target respondent left organization/Retired/Deceased/Don't recognize name – **ASK TO SPEAK WITH THE PERSON WHO NOW HOLDS THE SAME POSITION/TITLE; IF TOLD POSITION IS VACANT, THEN ASK: May I please speak with the person who currently handles the majority of the [INSERT JOB TITLE'S] responsibilities?)**
- 6 Already completed survey online – **END INTERVIEW. READ: We greatly appreciate his/her participation in the survey, and I won't take any more of your time.**
- 7 Target respondent prefers to do/will do survey online – **GO TO S1d**
- 9 Refused to cooperate – **RECLASSIFY FOR REFUSAL CONVERSION ATTEMPT**

**ASK S1a IF NEVER RECEIVED/LOST INVITATION OR WANTS MORE INFORMATION (S1=3):**

S1a. **IF NEVER RECEIVED/LOST INVITATION:** I'm sorry he/she (didn't get/doesn't have) the invitation. I can arrange to email another copy. But I can tell you more about the survey now and try to answer any questions you might have...

**[IF GATEKEEPER HAS NO QUESTIONS AND WANTS COPY OF INVITATION BEFORE MAKING ANY ARRANGEMENTS, CODE AS 4 AND CONTINUE]**

**IF WANTS MORE INFORMATION:** I'd be happy to answer any questions you have about the survey.

**BASIC INFORMATION ABOUT THE SURVEY (READ AS NECESSARY):**

**[READ IF NECESSARY]** It will take only about 15 minutes to complete the survey and individual responses will be completely confidential. He/she has the option of completing the survey by telephone or online.

**[READ IF NECESSARY]** This survey is commissioned by the Federal Communications Commission, an independent agency of the United States government.

**[READ IF NECESSARY]** Established in 1934, the F-C-C regulates interstate and international communications including by radio, television, satellite, cable and the internet.

**[READ IF NECESSARY]** Survey topics include businesses' use of the internet and various types of technology, in terms of availability, speed and cost.

**[READ IF NECESSARY]** The data from the survey will be used by the F-C-C to develop the National Broadband Plan mandated by federal law. The plan will focus on how to improve access to the internet for all Americans, with a unique focus on U.S. businesses.

**[READ IF NECESSARY] (INSERT SALUTATION FROM SAMPLE FILE)** is one of a small number of decision makers at businesses that were selected at random to take part in this important survey.

**READ AFTER ALL QUESTIONS ANSWERED:** May I please speak with... **(INSERT SALUTATION FROM SAMPLE FILE)** to arrange for him/her to take the survey?

- 1 Connected to target respondent – **GO TO RESPONDENT INTRODUCTION**
- 2 Target respondent is unavailable at this time – **GO TO S1c**
- 3 Gatekeeper will make arrangements on behalf of target respondent – **GO TO S1c**
- 4 Wants copy of letter before making any arrangements – **ASK S1b**
- 5 Target respondent prefers to do/will do survey online – **GO TO S1d**
- 9 Refused to cooperate – **RECLASSIFY FOR REFUSAL CONVERSION ATTEMPT**

**ASK S1b IF GATEKEEPER WANTS A COPY OF THE LETTER (S1a=4):**

S1b. If you will give me an email address, I will email you the invitation with information about the survey. I will give you a call to follow up in the next few days... **[IF GATEKEEPER IS HESITANT TO GIVE EMAIL:** The email address will be kept confidential and used only to send information for this survey.]

- 1 Provided email address **(RECORD AND VERIFY EMAIL ADDRESS)  
CALL BACK TO TRY TO ARRANGE A PHONE INTERVIEW**
- 2 Declined to provide email address – **OFFER TO FAX COPIES OF THE LETTER(S)  
AND OBTAIN A FAX NUMBER. CALL BACK TO TRY TO ARRANGE A  
PHONE INTERVIEW**
- 9 Refused to participate – **RECLASSIFY FOR POSSIBLE REFUSAL CONVERSION  
ATTEMPT**

**ASK S1c IF TARGET RESPONDENT UNAVAILABLE OR GATEKEEPER WANTS TO MAKE ARRANGEMENTS (S1=2 or S1a=2,3):**

S1c. (As I mentioned earlier) I would like to set up a convenient day and time for a telephone interview. Can we do that now?

- 1 Yes, can schedule – **SCHEDULE A CALL BACK & END INTERVIEW**
- 2 No, can't do it now – **CALL BACK TO SCHEDULE A PHONE INTERVIEW**
- 3 Prefer to do/Will do survey online – **ASK S1d**
- 9 Refused to cooperate – **RECLASSIFY FOR REFUSAL CONVERSION ATTEMPT**

**ASK S1d IF PREFER TO DO/WILL DO WEB SURVEY (S1=6 or S1a=5 or S1c=3):**

S1d. Would you like us to email instructions and a link so (he/she) can complete the survey online? **IF YES:** What email address should I use? **[IF GATEKEEPER IS HESITANT TO GIVE EMAIL:** The email address will be kept confidential and used only to send information for this survey.]

- 1 Yes, want information & provided email address **(RECORD AND VERIFY EMAIL  
ADDRESS)**
- 2 Yes, want information but declined to provide email address – **READ INSTRUCTIONS  
BELOW**
- 3 No, don't need/already have – **THANK AND TERMINATE**
- 9 Refused to cooperate – **RECLASSIFY FOR REFUSAL CONVERSION ATTEMPT**

**IF DID NOT PROVIDE EMAIL, BUT STILL INTERESTED IN WEB SURVEY OPTION:** To take the survey online, (he/she) will need to go to the following web address – [www.XXXX.com](http://www.XXXX.com) (w-w-w – dot – X-X-X-X-X-X-X-X – dot – c-o-m) and enter a user name, which is **(INSERT RESPONDENT USERNAME FROM SAMPLE FILE)**.

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**RESPONDENT INTRODUCTION (TARGET RESPONDENT):**

Hello, my name is \_\_\_\_\_ calling for Princeton Survey Research on behalf of the Federal Communications Commission, or the F-C-C. (Earlier this month/last month), you should have received an invitation from Evans Witt to take part in this survey of decision makers at businesses across the country. **IF NECESSARY:** Your opinions are very important to the success of this research.

**RESPONDENT INTRODUCTION (REPLACEMENT RESPONDENT):**

Hello, my name is \_\_\_\_\_ calling for Princeton Survey Research on behalf of the Federal Communications Commission, or the F-C-C. This is regarding a survey of decision makers at businesses across the country.

**IF NECESSARY:** Your opinions are very important to the success of this research.

**IF NECESSARY:** I was given your name by someone at your company who said you would be the best person to answer questions for this survey.

S2. If now is a convenient time for you, I would like to interview you by telephone. If now isn't convenient, I can schedule a telephone interview for a day and time of your choice. **IF NECESSARY:** This will only take about 15 minutes.

- 1 Yes started interview – **CONTINUE WITH MAIN INTERVIEW**
- 2 No, not a good time, will do in future – **TRY TO SCHEDULE A CALLBACK AT A MORE CONVENIENT TIME**
- 3 Never received or lost invitation/requests another copy/wants more information – **ASK S2a**
- 4 Already completed survey online – **END INTERVIEW. READ:** Thanks very much for participating, and I won't take any more of your time.
- 5 Prefer to do survey online/reluctant to do phone interview – **GO TO S2b**
- 9 Refused to participate – **RECLASSIFY FOR POSSIBLE REFUSAL CONVERSION ATTEMPT**

**ASK S2a IF NEVER RECEIVED/LOST LETTER OR WANTS MORE INFORMATION (S2=3):**

S2a. **IF NEVER RECEIVED/LOST LETTER:** I'm sorry you (didn't get/don't have) the invitation, I can arrange to email another copy. But I can tell you more about the survey now and try to answer any questions you might have...

**[IF RESPONDENT HAS NO QUESTIONS AND WANTS COPY OF INVITATION BEFORE MAKING ANY ARRANGEMENTS, CODE AS 3 AND CONTINUE]**

**IF WANTS MORE INFORMATION:** I'd be happy to answer any questions you have about the survey.

**BASIC INFORMATION ABOUT THE SURVEY (READ AS NECESSARY):**

**[READ IF NECESSARY]** It will take only about 15 minutes to complete the survey and individual responses will be completely confidential. You have the option of completing the survey by telephone or online.

**[READ IF NECESSARY]** This survey is commissioned by the Federal Communications Commission, an independent agency of the United States government.

**[READ IF NECESSARY]** Established in 1934, the F-C-C regulates interstate and international communications including by radio, television, satellite, cable and the internet.

**[READ IF NECESSARY]** Survey topics include businesses' use of the internet and various types of technology, in terms of availability, speed and cost.

**[READ IF NECESSARY]** The data from the survey will be used by the F-C-C to develop the National Broadband Plan mandated by federal law. The plan will focus on how to improve access to the internet for all Americans, with a unique focus on U.S. businesses.

**[READ IF NECESSARY]** You are one of a small number of decision makers at businesses that were selected at random to take part in this important survey.

**READ AFTER ALL QUESTIONS ANSWERED:** We can do the interview now, or if now isn't convenient, I can schedule a telephone interview for a day and time of your choice.

- 1 Yes started interview – **CONTINUE WITH MAIN INTERVIEW**
- 2 No, not a good time, will do in future – **TRY TO SCHEDULE A CALLBACK AT A MORE CONVENIENT TIME**
- 3 Wants copy of letter before making any arrangements – **ASK S2c**
- 4 Prefer to do/will do survey online – **ASK S2b**
- 9 Refused to participate – **RECLASSIFY FOR POSSIBLE REFUSAL CONVERSION ATTEMPT**

**ASK S2b IF PREFER TO DO/WILL DO WEB SURVEY (S2=5 or S2a=4):**

S2b. (The survey is also available online.) Would you like us to email you instructions and a link to the survey? **IF YES:** What email address should I use? **[IF R IS HESITANT TO GIVE EMAIL:** Your email address will be kept confidential and used only to send you information for this survey.]

- 1 Yes, want information & provided email address (**RECORD AND VERIFY EMAIL ADDRESS**)
- 2 Yes, want information but declined to provide email address – **READ INSTRUCTIONS BELOW**
- 3 No, don't need/already have – **THANK AND TERMINATE**
- 9 Refused to participate – **RECLASSIFY FOR POSSIBLE REFUSAL CONVERSION ATTEMPT**

**IF DID NOT PROVIDE EMAIL, BUT STILL INTERESTED IN WEB SURVEY OPTION:** To take the survey online, you need to go to the following web address – www.XXXXX.com (w-w-w – dot – X-X-X-X-X-X-X-X – dot – c-o-m) and enter a user name, which is (**INSERT RESPONDENT USERNAME FROM SAMPLE FILE**).

**ASK S2c IF R WANTS A COPY OF THE LETTER (S2a=3):**

S2c. If you will give me an email address, I will email you the invitation along with a link and user name that can be used to take the survey online. I will give you a call to follow up in the next few days... **[IF R IS HESITANT TO GIVE EMAIL:** Your email address will be kept confidential and used only to send you information for this survey.]

- 1 Provided email address (**RECORD AND VERIFY EMAIL ADDRESS**)
- 2 Declined to provide email address – **OFFER TO FAX COPIES OF THE LETTER(S) AND OBTAIN A FAX NUMBER. CALL BACK TO TRY TO ARRANGE A PHONE INTERVIEW**
- 9 Refused to participate – **RECLASSIFY FOR POSSIBLE REFUSAL CONVERSION ATTEMPT**

**S3. INDICATE PERSON INTERVIEWED:**

- 1 Person named in sample file
- 2 Replacement for target respondent who holds same title/position (**SPECIFY**) – **RECORD FIRST NAME, LAST NAME and JOB TITLE**

S5. To begin, I have a few questions about **[INSERT NAME OF COMPANY FROM SAMPLE FILE]**. Is it a for-profit commercial business, a non-profit organization, or a government agency?

- 1 For profit commercial business
- 2 Non-profit organization.
- 3 Government agency – **TERMINATE INTERVIEW**

**READ IF A FAILED SCREENER/GOVERNMENT ORGANIZATION (QS5=3)**

Our survey is limited to non-government entities, so I won't take anymore of your time.

S6. What is the **TOTAL** number of employees now on the payroll of **[INSERT NAME OF COMPANY FROM SAMPLE FILE]** – including **ALL** locations and work sites within the United States, as well as all full-time or part-time employees? **PROBE IF NECESSARY:** Just give me your best estimate. It's okay to give me an approximate number.

**RECORD NUMBER OF EMPLOYEES**

**PROGRAMMER: RANGE=001-49999; 50000=50000 or more; 99999=DK/Refused]**

**IF S6=005-50000, THEN CONTINUE WITH MAIN INTERVIEW.**

**IF S6=99999, THEN GO TO S7.**

S7. Do you happen to know if the total number of employees now on the payroll is between...  
**(READ)**

- 1 1-4 employees – **FAILED SCREENER. THANK AND TERMINATE**
- 2 5-25 employees
- 3 26-100 employees
- 4 101-500 employees, OR
- 5 501 or more employees?
- 8 Don't know -- **FAILED SCREENER. THANK AND TERMINATE**
- 9 Refused – **FAILED SCREENER. THANK AND TERMINATE.**

**READ IF A FAILED SCREENER/OUTSIDE OF SIZE RANGE (QS6=<005 or QS7=1,8,9)**

Our survey is limited to companies with at least five employees, so I won't take anymore of your time.

S8. Are you involved in the planning and purchasing of computers, networking equipment and Internet services at your company?

- 1 Yes
- 2 No
- 8 Don't know
- 9 Refused

**READ IF A FAILED SCREENER/NOT INVOLVED IN DECISION MAKING (QS8=2-9)**

S9. Our survey is limited to networking decision makers, so I won't take anymore of your time. So that we can include your company in our survey, could you give me the name and telephone number of the key manager in your company involved in the planning and purchasing of computers, networking equipment and Internet services?

- 1 Yes
- 2 No - **THANK AND TERMINATE**
- 8 Don't know - **THANK AND TERMINATE**
- 9 Refused - **THANK AND TERMINATE**

**IF S9=1**

S9a Enter NAME of Replacement

**IF S9=1**

S9b Enter Telephone number of Replacement

**MAIN INTERVIEW****ASK ALL**

Q1 About how many separate locations or offices does your company have in the United States...one location or office, two or three locations, four to ten locations, eleven to 50 locations or more than 50 locations?

- 1 One office/location
- 2 Two or three offices/locations
- 3 Four to 10 locations
- 4 11 to 50 locations
- 5 More than 50
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF TWO OR MORE OFFICE LOCATIONS IN U.S. (Q1=2,3,4,5)**

Q2 Are you now located at the headquarters or the main office of your organization, a regional or divisional headquarters or at another company location?

- 1 Headquarters/main office
- 2 Regional/Divisional headquarters
- 3 Other office
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF SINGLE LOCATION (Q1=1)**

Q3a Does your company have access to the internet... or send and receive e-mail?

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF TWO TO 10 OFFICE LOCATIONS (Q1=2-3)**

Q3b Thinking about all of your company's locations in the United States, how many have internet access: none of them, only some, or all of them? [**IF ONLY SOME, ASK:** Does only one office or location have internet access, two to four offices or five to nine offices?]

- 1 None: 0 locations
- 2 Only some: Only one
- 3 Only some: Two to four
- 4 Only some: Five to nine
- 5 All of them / All 10 locations
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF 11 OR MORE OFFICE LOCATIONS (Q1=4,5)**

Q3c Thinking about all of your company's locations in the United States, how many have internet access: none of them, only some, or all of them? **[IF ONLY SOME, ASK: What percentage of the offices have internet access...1 to 25 percent, 26 to 50 percent, 51 to 75 percent, or 76 to 99 percent?]**

- 1 None: 0 locations
- 2 Only Some: 1-25%
- 3 Only Some: 26-50%
- 4 Only Some: 51-75%
- 5 Only Some: 76-99%
- 6 All/100%
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF ONE OFFICE HAS INTERNET ACCESS (Q3a=1 OR Q3b=2) & IS SMALL BUSINESS (SAMPLE=1 or S7=2)**

Q4 How does your office connect to the internet? Do you now use **[INSERT ITEM in ORDER]** to connect to the internet?

- a. A dial-up telephone line
- b. A DSL-enabled phone line (ADSL AND SDSL)
- c. A cable modem
- d. Satellite (including VSAT)
- e. A mobile broadband wireless connection for your computer or cell phone
- f. A consumer fiber optic connection, such as FIOS [F-EYE-os]
- g. Fixed Wireless (such as WiMAX)
- h. Another type of dedicated internet connection

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF HAVE DEDICATED INTERNET CONNECTION: (Q4h=1)**

Q4.2 And what kind of dedicated internet connection does your office use? **[PRECODED OPEN END; ACCEPT TWO ANSWERS]** (**PROBE:** Are there any other types of dedicated connections in your office?)

- 1 T-1/Multiple T-1s
- 2 DS-3/Multiple DS-3s
- 3 OC-3 /12/48
- 10 Other **(SPECIFY)**
- 98 **(DO NOT READ)** Don't know
- 99 **(DO NOT READ)** Refused

**ASK IF****NOT SMALL BUSINESS (Sample=2,3,4 or S7=3,4,5)**

Q4.3 Now thinking of all your offices that have internet access... How do they connect to the internet? If different offices use different types of connections, please tell which types of connections are the most common in your company. **[PRECODED OPEN END; ACCEPT UP TO 5 ANSWERS]**

- 1 A dial-up telephone line
- 2 A DSL-enabled phone line (ADSL AND SDSL)
- 3 A cable modem
- 4 Satellite (including VSAT)
- 5 A mobile broadband wireless connection for your computer or cell phone
- 6 A consumer fiber optic connection, such as FIOS
- 7 Fixed Wireless (such as WiMAX)
- 8 T-1/Multiple T-1s
- 9 DS-3/Multiple DS-3s
- 10 OC-3 /12/48
- 11 Other (**SPECIFY**)
- 98 **(DO NOT READ)** Don't know
- 99 **(DO NOT READ)** Refused

**ASK IF ACCESS INTERNET**

Q5 Does your company obtain its internet access from only one provider or does your company use more than one internet provider?

- 1 Only one
- 2 More than one
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**QUOTAS/DEFINITIONS:**

**Internet Users (Q3a=1 or Q3b=2-5 or Q3c=2-6)**

**Adopters**

Access Internet w/ Broadband (Q3a=1 and any Q4b-h=1)

**OR**

(Q3B=3-5 OR Q3C=2-6 and ANY Q4.3 =2,3,4,5,6,7,8,9,10)

**Non-Adopters**

1) Internet User w/o Broadband (Q4a=1 and Q4b-h=2,8,9) OR Q4.3= only 1

2) Non-Internet Users. (Q3a=2-9 or Q3b=1,8,9 or Q3c=1,8,9)

**ASK INTERNET USERS**

Q6. What is the bandwidth that (**INSERT IF SINGLE LOCATION:** your company/**INSERT IF MULTIPLE LOCATIONS:** your office or location) currently has for its primary downstream connection to the Internet? [**INTERVIEWER NOTE:** “KBPS = Kilobits per second” and “MBPS=Megabits per second”]

- 1 64 Kbps
- 2 128 Kbps to less than 768 Kbps
- 3 768 Kbps to less than 1.5 Mbps
- 4 1.5 Mbps to less than 3 Mbps
- 5 3 Mbps to less than 6 Mbps
- 6 6 Mbps to less than 10 Mbps
- 7 10 Mbps to less than 25 Mbps
- 8 25 Mbps to less than 100 Mbps
- 9 100 Mbps to less than 622 Mbps
- 10 622 Mbps or greater
- 97 None
- 98 Don't know
- 99 Refused

**ASK IF INTERNET USER**

Q7 Overall, how satisfied are you with your current internet service at your office or location...very satisfied, somewhat satisfied, not too satisfied or not at all satisfied?

- 1 Very satisfied
- 2 Somewhat Satisfied
- 3 Not too satisfied
- 4 Not at all satisfied
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF NOT TOO/NOT AT ALL SATISFIED (Q7=3,4).**

Q8 Next is a list of reasons why some companies are not completely satisfied with their Internet service. For each, please tell me if this is a major reason, a minor reason, or not a reason for your company. **(First/Next)...(INSERT; READ AND RANDOMIZE)...**

**READ FOR FIRST ITEM, THEN AS NECESSARY:** Is this a major reason, a minor reason, or not a reason for not being completely satisfied with your company's Internet service?

- a. Limited bandwidth or Slow speed
- b. High cost for the service
- c. Cost of equipment
- d. Service reliability
- e. Lack of Quality of Service (Q-O-S) to support high-priority traffic, such as video and storage applications
- f. Inadequate service level agreements (SLAs)

**CATEGORIES**

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF MORE THAN ONE MAJOR REASON UNSATISFIED (Q8MAJOR>=2)**

Q9 Of the reasons you listed, which would you say is the MOST IMPORTANT reason your company is not completely satisfied with its internet service...**(INSERT. READ ITEM IN SAME ORDER IF =1 in Q8)**

- 1 Limited bandwidth/Slow speed
- 2 High cost for the service
- 3 Cost of equipment
- 4 Service reliability
- 5 Lack of Quality of Service (QoS) to support high-priority traffic, such as video and storage applications
- 6 Inadequate service level agreements (SLAs)
- 7 Other **(SPECIFY)**
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**IF SLOW CONNECTION IS MAJOR REASON NOT SATISFIED (Q8a=1)**

Q10 You say a slow internet connection is a reason why the company is dissatisfied. Please tell me if this slow connection has any of the following effects on your company, or not. (First/Next)...  
**(INSERT; READ AND RANDOMIZE)...**

**READ FOR FIRST ITEM, THEN AS NECESSARY:** Does a slow internet connection have this effect on your company or not?

- a. Limits the applications we can effectively run
- b. Reduces our business productivity
- c. Slows down our hiring for new jobs
- d. Limits our communication with our clients or partners
- e. Hampers the innovation of our products or services
- f. Slows our business process innovation

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL**

Q11 Now thinking about the types of technology that your company provides to its employees for business use. Does the company provide **[INSERT, READ AND ASK Q11a FIRST AND THEN RANDOMIZE.]** to none of the employees, only some, or all of them? **[IF ONLY SOME, ASK:** What percentage of the employees have **[INSERT NEXT ITEM]...** 1 to 25 percent, 26 to 50 percent, 51 to 75 percent, or 76 to 99 percent?]

- a. Desktop computers
- b. Laptop computers **[INTERVIEWER: This includes netbooks.]**
- c. Cell phones... or a Blackberry or iPhone or other device that is also a cell phone
- d. Mobile Broadband, such as an Aircard
- e. Virtual Private networks to access IT resources/work files
- f. Broadband Internet Access

**CATEGORIES**

- 1 None: 0% employees
- 2 Only Some: 1-25%
- 3 Only Some: 26-50%
- 4 Only Some: 51-75%
- 5 Only Some: 76-99%
- 6 All employees/100%
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**BASIC WEB USES****ASK ALL**

Q12. Now thinking about what some companies do using the internet and others do not. For each of the following, please tell me whether your company currently does this. (First,/Next,) Does your company currently **(INSERT; RANDOMIZE)? (IF NO, FOLLOW-UP WITH: Does your company plan to (INSERT ITEM) in the next 12 months, or not?)]**

**ASK Q12a ONLY IF SMALL BUSINESS**

a. Use email

**ASK Q12b ONLY IF SMALL BUSINESS**

- b. Have a company website
- c. Use online backup and storage
- d. Use Social Networking sites such as LinkedIn or Facebook
- e. Have company blogs

**CATEGORIES**

- 1 Yes, have now
- 2 No, not now but will in the next 12 months
- 3 No, not now and does not plan to have in next 12 months
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF Q12a=1 or not small business**

Q13. Does your company **[INSERT ITEM]**?

- a. Have its own corporate email system, using software such as Microsoft Exchange
- b. Use consumer email systems such as Gmail, HotMail or YahooMail

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF Q12a=1 or not small business**

Q14. What percentage of the employees have **[INSERT in order]**...1 to 25 percent, 26 to 50 percent, 51 to 75 percent, or 76 to 99 percent?

- a. E-mail
- b. Webmail to access work-related E-mail when they are away from the office

**CATEGORIES**

- 1 None: 0% employees
- 2 Only Some: 1-25%
- 3 Only Some: 26-50%
- 4 Only Some: 51-75%
- 5 Only Some: 76-99%
- 6 All employees/100%
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL**

Q15. Now, thinking about employees' ability to work at home... **(INSERT. READ IN ORDER)**

- a. Does the company allow employees to work from home or telecommute? **[IF YES, ASK:** What percentage of the employees are allowed to work from home... 1 to 25 percent, 26 to 50 percent, 51 to 75 percent, 76 to 99 percent or 100 percent?]

**ASK ITEMS B and C ONLY IF Q15A=2-6**

- b. What percentage of ALL employees would you say work from home at least one day a week? **[IF NECESSARY:** 1 to 25 percent, 26 to 50 percent, 51 to 75 percent, 76 to 99 percent or 100 percent?]
- c. What percentage of ALL employees work from home 5 days a week? **[IF NECESSARY:** 1 to 25 percent, 26 to 50 percent, 51 to 75 percent, 76 to 99 percent or 100 percent?]

**CATEGORIES**

- 1 None: 0% employees
- 2 Only Some: 1-25%
- 3 Only Some: 26-50%
- 4 Only Some: 51-75%
- 5 Only Some: 76-99%
- 6 All employees/100%
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK INTERNET USERS**

Q16 In the NEXT 12 months, is (**INSERT IF SINGLE LOCATION:** your company/**INSERT IF MULTIPLE LOCATIONS:** your office or location) PLANNING to get a faster connection to the Internet?

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK THOSE WHO PLAN TO GET FASTER CONNECTION (Q16=1)**

Q17. What is the bandwidth that (**INSERT IF SINGLE LOCATION:** your company/**INSERT IF MULTIPLE LOCATIONS:** your office or location) is upgrading to for its primary downstream connection to the Internet? [**INTERVIEWER NOTE:** "KBPS = Kilobits per second" and "MBPS=Megabits per second"]

- 1 64 Kbps
- 2 128 Kbps to less than 768 Kbps
- 3 768 Kbps to less than 1.5 Mbps
- 4 1.5 Mbps to less than 3 Mbps
- 5 3 Mbps to less than 6 Mbps
- 6 6 Mbps to less than 10 Mbps
- 7 10 Mbps to less than 25 Mbps
- 8 25 Mbps to less than 100 Mbps
- 9 100 Mbps to less than 622 Mbps
- 10 622 Mbps or greater
- 97 None
- 98 Don't know
- 99 Refused

**ASK THOSE WHO PLAN TO GET FASTER CONNECTION (Q16=1)**

Q18 Now I'm going to read a list of reasons why some businesses are interested in getting a faster connection to the Internet. For each, please tell me if this is a major reason, a minor reason, or not a reason for your company. **(First/Next)...(INSERT; READ AND RANDOMIZE).**

**READ FOR FIRST ITEM, THEN AS NECESSARY:** Is this a major reason, a minor reason, or not a reason your company is interested in getting a faster internet connection?

- a. An increasing number of employees
- b. Running new applications
- c. Increasing communication with customers
- d. Increasing pressure from competitors

**READ ITEM E LAST**

- e. Any other MAJOR reason that I haven't mentioned **(SPECIFY)**

**CATEGORIES**

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF MORE THAN ONE MAJOR REASON TO Q18 (Q18MAJOR>1)**

Q19 Of the reasons you listed, which would you say is the MOST IMPORTANT reason for getting a faster Internet connection...**(INSERT. READ ITEM IN SAME ORDER IF =1 in Q21)**

- 1 An increasing number of employees
- 2 Running new applications
- 3 Increasing communication with customers
- 4 Increasing pressure from competitors
- 5 Other
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK OF THOSE WHO DO NOT PLAN TO GET FASTER CONNECTION (Q16=2)**

Q20 Now I'm going to read a list of reasons why some businesses are NOT interested in getting a faster connection to the Internet. For each, please tell me if this is a major reason, a minor reason, or not a reason for your company. (First/Next...) **(INSERT; ALWAYS READ item a FIRST AND THEN RANDOMIZE)**

**READ FOR FIRST ITEM, THEN AS NECESSARY:** Is this a major reason, a minor reason, or not a reason your company is not interested in getting a faster internet connection?

**ALWAYS READ ITEM A FIRST**

- a. Current connection is adequate
- b. A faster connection would not help the company's productivity
- b. Company is reducing the number of employees
- c. The cost to upgrade is too expensive
- d. An internet connection upgrade is not available where the company is located

**READ ITEM E LAST**

- e. Any other MAJOR reasons that I haven't mentioned **(SPECIFY)**

**CATEGORIES**

- 1 Major reason
- 2 Minor reason
- 3 Not a reason
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF MORE THAN ONE MAJOR REASON TO Q20 (Q20MAJOR>1)**

Q21 Of the reasons you listed, which would you say is the MOST IMPORTANT reason for NOT getting a faster Internet connection...**(INSERT. READ ITEM IN SAME ORDER IF =1 in Q23)**

- 1 Current connection is adequate
- 2 A faster connection would not help the company's productivity
- 3 Company is reducing the number of employees
- 4 The cost to upgrade is too expensive
- 5 An internet connection upgrade is not available where the company is located
- 97 Other
- 98 Don't know
- 99 Refused

**ASK ALL**

Q22. Now I would like to ask about the bills for some of the services you said your company has. (First,/Next,) how much is the company's monthly bill for... **(INSERT; READ ITEMS IN ORDER)?**

**ASK ITEM A OF ALL**

a. Telephone service, NOT including cell phones

**ASK ITEM B IF Q11C=2-6**

b. Company-issued cell phones... including Blackberries or iPhones

**ASK IF ITEM C IF (Q11F=2-6) OR IF ADOPTER**

c. Broadband Internet Access

**ASK ITEM D IF Q11D=2-6**

d. Mobile Broadband, such as Aircards

**CATEGORIES**

**Interviewer note: If Respondent gives a range, then enter mid-point.**

**Record Answer (\$0-\$9,000,000)**

9999997 (VOL.) Don't have this service

9999998 **Don't know**

9999999 **Refused**

**STRATEGIC PURPOSES...****ASK ALL INTERNET USERS**

Q23. Next... Please tell me if the employees at your company NOW USE the internet to do any of the following business activities. Do employees now use the internet... **(INSERT; READ AND RANDOMIZE)?**

- a. To advertise or promote the company
- b. To conduct research
- c. To sell products or services through the company's website
- d. To buy products or supplies
- e. To watch video
- f. To bill or invoice customers

**CATEGORIES**

- 1 Yes, use internet to do this
- 2 No, do not use internet to do this
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS**

Q24. In general, what percentage of your company's interactions with CUSTOMERS occurs online -- that is through email, through a C-R-M system, through web conferencing, or other online activities? Would you say **(READ)**? **(IF NECESSARY: Just your best guess if fine.)**

- 1 None
- 2 Less than 5%
- 3 6-25%
- 4 26-50%
- 5 51-75%, OR
- 6 76-100%
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL INTERNET USERS**

Q25. In general, what percentage of your company's interactions with its SUPPLIERS occurs online -- **[IF NECESSARY, READ: that is, through email, through an S-C-M system, through web conferencing, or other online activities]**? Would you say **(READ)**? **(IF NECESSARY: Just your best guess if fine.)**

- 1 None
- 2 Less than 5%
- 3 6-25%
- 4 26-50%
- 5 51-75%, OR
- 6 76-100%
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL**

Q26. **[WEB:** Please tell us which of the following applications you are currently using and plan to use in the next 12 months.] (PROGRAMMER: Set up as a grid with items A thru P on the left and the answer categories across the top of the grid, from left to right. For each item, program the parenthetical “PHONE: IF NECESSARY” statement without the “PHONE: IF NECESSARY” label)

**[PHONE:** Now thinking about different applications some companies use and others do not. For each of the following, please tell me whether you currently use this application or not. (First,/Next,) Do you currently use **(INSERT; RANDOMIZE)? (IF NO, FOLLOW-UP WITH:** Do you plan to use **(INSERT)** in the next 12 months, or not?)]

- a. E-commerce  
**[PHONE: (IF NECESSARY:** That is, the buying and selling of products or services over electronic systems such as the internet and other computer networks.)]
- a. Web and video conferencing  
**[PHONE: IF NECESSARY:** These are voice based (e.g. WebEx) or video based (e.g. Telepresence) services that allow for real time connections with customers / suppliers / peers.]
- b. Networked storage  
**[PHONE: IF NECESSARY:** That is, computer data storage connected to a computer network, designed to supply file-based data storage services to other devices on the network. This is also known as “network-attached storage.”]
- c. Cloud computing services  
**[PHONE: IF NECESSARY:** These services available online provide capabilities without requiring servers or software at your company. Google Documents is an example.]
- d. Customer Relationship Management (CRM)  
**[PHONE: IF NECESSARY:** This refers to a variety of methods your business may use to interact with customers or clients, from managing customer phone calls to software that tailors their online experience on your company’s website. Salesforce.com is one example]
- e. Enterprise Resource Planning (ERP)  
**[PHONE: IF NECESSARY:** This application attempts to combine information from all departments of a company into a single shared data store. The goal is to streamline business activities as they pass from person-to-person or department-to-department.]
- f. Supply Chain Management (SCM)  
**[PHONE: IF NECESSARY:** This resource establishes a system to track the entire process of a business transaction, including the flow of materials, services and payments from the manufacturer or vendor to another company, and the ultimate delivery of products to the consumer.]
- g. Sales Force Automation (SFA)  
**[PHONE: IF NECESSARY:** This uses software to automate business tasks like sales, order processing and tracking, and inventory monitoring.]

- h. Knowledge management  
[PHONE: IF NECESSARY: That is, organizing and classifying intellectual information or physical assets with the goal of formulating best business practices]
  - i. Voice over Internet Protocol, or VOIP, applications  
[PHONE: IF NECESSARY: These tools allow people to make VOICE calls to one another over the internet rather than using a regular telephone service like a landline phone to talk.]
- ALWAYS ASK LAST**
- j. Any other applications not already mentioned (**SPECIFY**)

**CATEGORIES**

- 1 Yes, currently use
- 2 No, don't currently use but will in next 12 months
- 3 No, don't use currently and won't in the next 12 months
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL**

Q27 Does your company use the services of other companies that specialize in communications management and installation... applications selection or management... or training? Please do not include services offered by your communications provider.

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK IF USE ANOTHER COMPANY FOR COMM MGMT AND INSTALL Q27=1**

Q28 Specifically, does your company use other companies to provide [READ; INSERT ITEMS IN ORDER]? What about...(INSERT NEXT ITEM)?

- a. Employee training
- b. Initial deployment and setup of communications networks
- c. Consulting on business application selection and deployment
- d. General maintenance of networks, hardware, or software
- e. Management for standard communications services, such as phone and email
- f. Management for advanced communications services, such as wide area networking (WAN)
- g. Management for business applications, such as Customer Relationship Management, or CRM

**CATEGORIES**

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused



**DEMOGRAPHICS:**

Finally, I just have a few questions to describe the people who took part in the survey...

**ASK IF SMALL BUSINESS**

D1. Are you the sole or principal owner of your company?

- 1 Yes
- 2 No
- 9 **(DO NOT READ)** Refused

**ASK IF R NOT SOLE/PRINCIPAL OWNER OF COMPANY (D1=2,9) OR NOT SMALL BUSINESS**

D2. What is your TITLE in your company? **(DO NOT READ, BUT PROBE FOR CLARITY IF NECESSARY. RECORD IN APPROPRIATE CATEGORY OR SPECIFY.)**

- 1 President/Chief Executive Officer (CEO)
- 2 Chief Financial Officer (CFO) / Treasurer
- 3 Chief Operating Officer (COO)/General Manager/Manager
- 4 Partner / Co-owner
- 5 Vice President (VP)
- 6 IT Vice President/Director
- 7 Chief Information/Technology Officer (CIO/CTO)
- 8 Other — **SPECIFY**
- 9 Refused

**ASK ALL**

D3. What is your company's primary business or industry? **[IF NECESSARY, READ LIST OR ITEM TO CONFIRM.]**

- 1 Accommodation and Food Services
- 2 Construction
- 3 Educational Services
- 4 Finance and Insurance
- 5 Health Care and Social Assistance
- 6 Manufacturing
- 7 Media and Entertainment
- 8 Non-Profit/Religious
- 9 Professional, Scientific, and Technical Services
- 10 Public Administration/Government
- 11 Real Estate
- 12 Retail Trade
- 13 Telecommunications
- 14 Transportation and Warehousing
- 15 Utilities
- 16 Wholesale Trade
- 17 Other, please specify **(SPECIFY)**
- 98 Don't know
- 99 Refused

**ASK ALL:**

ZIPCODE. What is your zip code of your office or current work location?

\_\_\_\_\_ ENTER ZIPCODE  
99999 Don't know/Refused

**ASK ALL:**

D4. Does your company operate only in the United States or does it have operations in multiple countries?

- 1 Operate in only in U.S.
- 2 Operate in multiple countries
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

D5. How long has your organization been in business? **(READ CATEGORIES 1-4)**

- 1 Less than 3 years
- 2 From 3 to under 5 years
- 3 From 5 to under 10 years, OR
- 4 10 years or more
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL**

D6. Do you happen to know if your company is a women-owned business? The Small Business Administration defines a women-owned business as a business that is at least 51 percent owned by one or more women.

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL**

D7. Do you happen to know if your company is a minority-owned business? [**IF NECESSARY:** The SBA defines a minority-owned business as a business that is at least 51 percent owned by one or more people who are African Americans, Asian Pacific Americans, Hispanic Americans, Native Americans and Subcontinent Asian Americans.]

- 1 Yes
- 2 No
- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

**ASK ALL:**

D8. Finally... For the last completed fiscal year, what was your company's approximate gross revenue?

**OPEN-END**

- 8 **(DO NOT READ)** Don't know
- 9 **(DO NOT READ)** Refused

D9. We are asking those who answer this survey to complete a test of the speed of their company's Internet connection. If you are interested, the web address is [xyz.Survey.org](http://xyz.Survey.org), and you will need to enter the following as your password: 1234567890

**THANK RESPONDENT:** That completes the interview. Thank you very much for your time and cooperation. Have a nice day/evening.

**FINAL DATASET SHOULD INCLUDE THE FOLLOWING FROM THE SAMPLE FILE:**

**SIC Code**

**Annual revenue**

**Number of employees**

**Type of site (HQ or single location)**

**Year established**

**Telephone number, including area code**

**Number of calls to complete interview**