

Introduction to City of Seattle Business Survey

The [City of Seattle](#) is sending you this survey as part of our research into how businesses use Internet services. We at the City understand that, as a business owner, your time is precious, and we have designed this survey to take approximately 10 minutes to complete.

The City is committed to making our community a desirable and competitive place to live, work, and visit. Today's increasingly digital landscape requires access to reliable and affordable high-speed broadband Internet for communities to stand out and for citizens to thrive. Mayor Murray understands this and has [developed a three-pronged approach to meet this need](#).

There are tens of thousands of businesses in Seattle—providing a multitude of goods and services to citizens, professionals, students, visitors, and everyone in between. The vast majority of these businesses rely on Internet services for many aspects of their business to function smoothly. The City wants to understand how Internet services benefit you and your business, and how we may be able to help fill gaps and manage barriers to access.

This survey will ask you questions such as what your current services are like and whether they meet your needs; your satisfaction with the services that are currently available to business owners in Seattle; and what you believe the City's role should be in bringing high-speed connectivity to residents and businesses in Seattle.

The information gathered will not be used to sell you anything. It will not be used for any purpose other than its stated intention—to inform the City's understanding of businesses' use of Internet services and to explore strategies to improve Internet accessibility and affordability in Seattle. Even if you do not have Internet access at your business, please complete the relevant portions of this survey—your experiences and opinions are important to us.

Again, the survey should take approximately 10 minutes to complete. It should be completed by the person who makes purchase decisions for your businesses' use of Internet services.

If you have any questions regarding this survey, please contact Tony Perez, Director of the [Seattle Office of Cable Communications](#) at 206.386.0070 or at tony.perez@seattle.gov

Business Internet Connection and Use

***1. Which of the following services do you currently purchase for your business? (check all that apply)**

- Internet service
- Cable or satellite television
- Fixed (land line) telephone service
- Cellular/mobile telephone service
- Don't know
- None

Business Internet Connection and Use

2. Are any of these services obtained through the same provider (bundled)?

- All my services are bundled
- All services are obtained through separate providers
- Some services are bundled, some are sold separately
- I do not have multiple services at my business
- Don't know

3. Where are decisions about Internet, phone, and cable made in your organization?

- Within Seattle (local)
- Outside of Seattle (non-local)
- A combination of local and non-local
- Don't know

Business Internet Connection and Use

4. Do you have Internet access from this location?

- No
- Yes
- Don't know

Business Internet Connection and Use

5. Does your company plan to get Internet access in the next year?

- Yes
- No
- Maybe
- Don't know

Business Internet Connection and Use

6. What do you use for your PRIMARY internet connection?

- DSL (Digital Subscriber Line)
- Cable modem (Comcast, Wave)
- Metro Ethernet
- Fractional T1 or Full T1
- Satellite
- Telephone Line (dedicated Dial-Up or share with voice line)
- Wireless
- Don't know
- Other (please specify)

Business Internet Connection and Use

7. Do you use a backup or secondary connection? If so, what type?

- DSL (Digital Subscriber Line)
- Cable modem (Comcast, Wave)
- Metro Ethernet
- Fractional T1 or Full T1
- Satellite
- Telephone Line (dedicated Dial-Up or share with voice line)
- Wireless
- Don't know
- Not applicable – no backup or secondary connection
- Other (please specify)

8. Would you say your Internet connection speed is:

- Fast enough for your needs
- Not bad but not quite fast enough for your needs
- Fairly slow and you would like to be connected at much higher speeds
- Very slow and you would like to be connected at much higher speed
- Don't know

Business Internet Connection and Use (Continued)

9. How **IMPORTANT** or **UNIMPORTANT** are the following aspects of your business Internet service?

	Not at all Important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Speed of connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability of connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to contact provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical support service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall customer service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to "bundle" with other services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

10. How **SATISFIED** or **DISSATISFIED** are you with the following aspects of your current business Internet service?

	Very dissatisfied	Somewhat dissatisfied	Neither satisfied nor dissatisfied	Somewhat satisfied	Very satisfied
Speed of connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Reliability of connection	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Price of services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Clarity of bills	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to contact provider	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Technical support service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Business Internet Connection and Use

11. How important to your business is Internet access in regards to the following?

	Not at all Important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Ability to achieve your strategic goals.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Decision of where to locate facilities.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ability to remain competitive.	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

12. Approximately how much do you pay PER MONTH for Internet service at this location? (Do not include charges for telephone lines, data circuit, etc.)

- Less than \$25
- \$25 to \$49
- \$50 to \$99
- \$100 to \$149
- \$150 to \$199
- \$200 to \$299
- \$300 to \$499
- \$500 to \$749
- \$750 to \$999
- \$1,000 or more
- Don't Know

Business Internet Connection and Use

13. Consider what price level would make you interested in switching to another Internet service provider. How willing or unwilling would you be to switch to a service of 100 Mbps downstream and upstream (5 to 10 times faster than a cable modem) for the following monthly price?

	Very unwilling	Somewhat unwilling	Neither willing nor unwilling	Somewhat Willing	Very willing
\$75 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$100 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$125 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$150 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$200 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$250 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$300 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Business Internet Connection and Use

14. How willing or unwilling would you be to switch to a service of 1 Gbps downstream and upstream (100 times faster than a cable modem) for the following monthly prices?

	Very unwilling	Somewhat unwilling	Neither willing nor unwilling	Somewhat willing	Very willing
\$75 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$100 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$125 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$150 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$200 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$250 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$300 per month	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

15. One proposed financing model for a world-class fiber optic network is to charge businesses an initial hook-up fee to connect to the network, which enables data rates 100 times faster than cable modem service (1 Gbps upload and download) and allows many competing Internet, phone, and cable television companies to offer services for a monthly price. How willing or unwilling would you be to pay an upfront hook-up fee for this service if the fee were...?:

	Very unwilling	Somewhat unwilling	Neither willing nor unwilling	Somewhat willing	Very willing
\$0 (zero)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$100	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$250	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$500	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$1,000	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
\$1,500	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

16. How IMPORTANT or UNIMPORTANT are these features when selecting a business (not cellular/mobile) Internet service provider?

	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
I can choose from multiple Internet providers	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can buy service with very high speeds (10–100 times DSL or cable speeds)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I can pay for Internet service based on usage (amount of data)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
My service provider does not place “caps” on my total data use	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Business Internet Connection and Use

17. Does your business currently allow telecommuting (working from home)?

- Yes
- No
- Don't Know

Business Internet Connection and Use

18. What percentage of employees take advantage of telecommuting?

- Under 5%
- 6% to 10%
- 11% to 15%
- 16% to 20%
- 21% to 25%
- 26% to 30%
- 31% or more
- None – Not applicable
- Don't know

Business Internet Connection and Use

19. Would your business allow or encourage more telecommuting if employees had home Internet connections that supported very high-speed data transfers and high-quality video-conferencing?

- Yes
- No
- Don't know

Business Internet Connection and Use

20. How likely is your business to allow employees to telecommute in the next year?

- 1 - Not likely at all
- 2 - Not very likely
- 3 - Neither likely nor unlikely
- 4 - Possibly
- 5 - Very likely

Telephone and Television Service

21. Please indicate which type(s) of telephone service you have: (check all that apply)

- Fixed (landline) from Century Link
- Fixed from my cable provider (Comcast, Wave)
- Wireless from AT&T, Sprint, T-Mobile, Verizon, or other
- Do not have any telephone service
- Other phone service (please specify)

Telephone and Television Service

22. Have you considered using a VoIP (Voice Over Internet Protocol) telephone service?

- Yes, already use
- Yes, considered but did not use
- Yes, under consideration
- No, I am familiar with it but am not considering
- No, I am unfamiliar with the technology
- Don't Know

23. Approximately how much do you pay PER MONTH for TELEPHONE service?

- Less than \$25
- \$25 to \$49
- \$50 to \$99
- \$100 to \$149
- \$150 to \$199
- \$200 to \$299
- \$300 to \$499
- \$500 to \$749
- \$750 to \$999
- \$1,000 or more
- Don't Know

Telephone and Television Service

24. Do you purchase cable or satellite television service for your business?

- Yes, cable
- Yes, satellite
- No

Telephone and Television Service

25. How **IMPORTANT** or **UNIMPORTANT** are the following programming features?

	Not at all important	Somewhat unimportant	Neither important nor unimportant	Somewhat important	Very important
Local programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
News programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Music channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Children's programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Sports programming	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Movie network channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Specialty channels	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

26. Approximately how much does your business pay **PER MONTH** for cable or satellite television service (not including Internet or phone)?

- \$1 to \$19
- \$20 to \$29
- \$30 to \$39
- \$40 to \$49
- \$50 to \$59
- \$60 to \$69
- \$70 or more

Role of the City

27. Using a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate to what degree you believe that the City of Seattle should do the following:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
Help provide communications for local nonprofit organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help ensure that all residents have access to competitively priced broadband Internet services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Help ensure that all school-aged students, parents, and teachers have access to competitively-priced broadband Internet services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Build a publicly-financed network on which competing private sector companies can offer competitive Internet, phone, and cable television services	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

28. Using a scale of 1 to 5, where 1 is Strongly Disagree and 5 is Strongly Agree, please indicate to what degree you agree with the following statements:

	Strongly disagree	Somewhat disagree	Neither agree nor disagree	Somewhat agree	Strongly agree
The competitive market currently offers high-speed Internet access at prices that my business can afford	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The availability of competitively priced high-speed and/or wireless Internet access is now a factor I would consider when choosing where to locate this business	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
High-speed Internet access is (or is quickly becoming) as essential a service as water and electricity	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
I find it more efficient if businesses and households have high-speed Internet access to purchase products and conduct other transactions	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

29. What do you think the MAIN role for the Seattle City government should be with respect to broadband access? (Check MAIN role)

- Install state-of-the-art network and offer services to the public
- Install state-of-the-art network and lease it to competing private companies to offer services to the public
- Encourage a private firm to build a fiber network
- No role
- Don't know

Information About Your Business

The following questions will help describe the total group of survey respondents. Your individual information will not be reported separately—it will be reported only as a part of a larger group to help ensure that the respondents are a representative sample of Seattle businesses.

30. How many employees does your business employ at this location in Seattle?

- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 to 99
- 100 to 249
- 250 to 499
- 500 to 999
- 1,000 to 4,999
- 5,000 to 9,999
- 10,000 or more

31. How many employees does your business employ in total?

- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 to 99
- 100 to 249
- 250 to 499
- 500 to 999
- 1,000 to 4,999
- 5,000 to 9,999
- 10,000 or more

32. What is your businesses' annual sales volume?

- Less than \$500,000
- \$500,000 to \$1 million
- \$1 - \$2.5 million
- \$2.5 - \$5 million
- \$5 - \$10 million
- \$10 - \$20 million
- \$20 to \$50 million
- \$50 to \$100 million
- \$100 to \$500 million
- \$500 million to \$1 billion
- Over \$1 billion

33. What is the type of location of your business?

- Single location
- Branch
- Subsidiary
- Headquarters

34. What is the facility size of your business at this location in Seattle?

- 0 to 2,499 square feet
- 2,500 to 9,999 square feet
- 10,000 to 39,999 square feet
- 40,000+ square feet

35. How many personal computers or terminals do you have at this location in Seattle?

- None
- 1 to 4
- 5 to 9
- 10 to 19
- 20 to 49
- 50 or more
- Don't know

36. What is the annual telecommunications expense for your business?

- Less than \$499
- \$500 to \$999
- \$1,000 to \$2,499
- \$2,500 to \$4,999
- \$5,000 to \$9,999
- \$10,000 to \$49,999
- Over \$50,000

Thank you for taking the time to complete the City of Seattle Business survey. We value your time and input.

Again, if you have any questions regarding this survey, please contact Tony Perez, Director of the [Seattle Office of Cable Communications](#) at 206.386.0070 or at tony.perez@seattle.gov