

Box Butte County
Information Technology Committee
Assessment of Telecommunication Needs

Business Survey



This survey was originally printed and folded as a booklet. This version of the survey has been reformatted to fit standard letter size paper.

Business Survey

The Box Butte County Technology Committee along with the University of Nebraska Cooperative Extension is collecting information about telecommunication needs in our communities and would appreciate your input. Please contribute to your community by responding to this survey. Results of the survey may help identify ways to stimulate new infrastructure and services. This will help communities across Nebraska and Box Butte County to create solutions for telecommunication needs. **All information gathered will remain confidential.**

Summaries will be shared with community leaders, telecommunications service providers such as phone companies, cable companies and Internet service providers as well as the State of Nebraska Division of Communications. The survey should take only 10-15 minutes to complete. Your input is very important to our community, so please participate.

Please return your completed survey to the Extension Office by:

- Mailing in the enclosed envelope
- Faxing to 762-1674

If you have questions about the survey, please contact Kitty McKee at 762-5400, Susie Baird at 762-1800 or Mary Wernke at 762-6397.

All information gathered in the survey will be used for the purposes of planning for the future of technology in Box Butte County and will not be used for other purposes. **All individual responses will remain confidential.** Thank you for your help in this effort. We look forward to working with you on improving access to telecommunications services in your area.

Section I – Business Profile

Please begin the survey by filling in the contact information and answering questions about your business.

Business Name

Address

Phone

Fax

e-mail

A. In which community is your business located? (Circle One)

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B. How many full-time employees (or equivalent) work at your organization?

C. With what type of business are you mainly associated? (Circle One)

1. Agriculture
2. Value-Added Agriculture
3. Technology
4. Manufacturing
5. Wholesale/Retail Sales
6. Services
7. Education
8. Government
9. Health
10. Tourism
11. Other (specify) _____

D. Does your business presently serve these customer bases?

- | | | |
|------------------|-----|----|
| 1. Local | Yes | No |
| 2. Regional | Yes | No |
| 3. National | Yes | No |
| 4. International | Yes | No |

E. In the next 3-5 years I have plans for my business to:

1. Expand
2. Stay the same size
3. Get smaller
4. Change ownership
5. Other (specify) _____

- I. Who is your long distance telephone service provider? *(Please list all if you have more than one.)*
- J. If there were one thing you could change about your long distance telephone service, what would it be?

Telephone Features

- A. For each of the following telephone features, please circle the answer indicating how often your business uses each feature. If your business does not have that technology, please choose #4.

	Often	Seldom	Never	Don't Know
Voice Mail	1	2	3	4
Conference Calling	1	2	3	4
Caller I.D.	1	2	3	4
Call Waiting	1	2	3	4
Call Forwarding	1	2	3	4
Busy Call Forwarding	1	2	3	4
Telemarketing Block	1	2	3	4
Other (specify) _____	1	2	3	4

- B. For the next set of questions, please indicate which of the following features your business will likely change it's use of by 30% or more over the next three years.

	Increase>30%	Decrease>30%
1. Voice Mail	1	2
2. Conference Calling	1	2
3. Caller I.D.	1	2
4. Call Waiting	1	2
5. Call Forwarding	1	2
6. Busy Call Forwarding	1	2
7. Telemarketing Block	1	2
8. Other (specify)	1	2

Fax

- A. Does your business routinely use a fax machine? Yes No
- B. How many fax machines does your business have? _____
- C. On average, how many faxes are sent and received on a weekly basis on your fax machines? _____

Wireless Service

- A. Does your business currently use wireless phone service (i.e., cellular telephones, pagers, 2-way radios)? Yes No
(If no, skip to question A, next section)
- B. How many wireless phones, pagers or other devices does your business have? _____
- C. On average, how much do you spend per month on wireless service?

- D. If there were one thing you could change about your wireless service, what would it be?

Video Conferencing

- A. Does your business routinely use video conferencing?
1. Yes
2. Not currently, but plan to:
a. In the next 12 months
b. 1-2 years
c. 2-3 years
d. More than 3 years
3. Not currently, don't plan to (skip to section III)
- B. How many times does your business use video conferencing during a typical month? _____
- C. Does your business currently own a video conference system? Yes No
- D. Are most (or will most) of your business's video conference sessions be:
1. Internal
2. With customers or suppliers
- E. Do you (or will you) conduct multi-point conference sessions?
Yes No Don't Know

Section III – Use of computers, Internet & WWW Services

These questions are about how your business accesses and uses computers and the Internet.

- A. How many computers are used in your business? _____
- B. Are these computers connected to a Local Area Network/Wide Area Network?
1. Yes
 2. No
 3. Don't Know
 4. Does not apply, do not have computers
- C. Do you currently use Internet service in your business?
1. No
 2. Yes
Who is your current Internet provider?
3. How do you connect to the Internet?
- a. Leased line
 - b. Dial-up connection
 - a. Cable modem phone line
 - b. DSL
 - c. Wireless
 - d. Satellite
 - e. Other
 - f. Don't know
4. Typically, what speed is your connection?
- a. 64 Kbps or slower
 - b. 128 Kbps
 - c. 512 Kbps
 - d. Faster than 512 Kbps
 - e. 256 Kbps
 - f. Don't know
- D. How important is Internet access to your business?
1. Critical
 2. Very important
 3. Somewhat important
 4. Not at all important

E. For the activities listed below, please circle the number indicating the importance of the Internet to your business in the next 3 years.

- 1= Critical
- 2=Very important
- 3=Somewhat important
- 4=Not at all important

1.	Selling services or products	1	2	3	4
2.	Buying services or products	1	2	3	4
3.	Providing info. to customers	1	2	3	4
4.	Marketing	1	2	3	4
5.	Electronic Mail	1	2	3	4
6.	Research	1	2	3	4
7.	Employee training	1	2	3	4
8.	Employee education/ Online courses	1	2	3	4
9.	Software updates	1	2	3	4
10.	Other (specify)	1	2	3	4

F. How frequently does you business NOW do each of the following Internet activities?

	Daily	Weekly	Monthly	Never
1. Selling services or products	1	2	3	4
2. Buying services or products	1	2	3	4
3. Providing information to customers	1	2	3	4
4. Marketing	1	2	3	4
5. Electronic mail	1	2	3	4
6. Research	1	2	3	4
7. Employee training	1	2	3	4
8. Employee education/online courses	1	2	3	4
9. Software updates	1	2	3	4
10. Other (specify)	1	2	3	4

G. How frequently will your business do each of the following Internet activities 3 years from now?

	Daily	Weekly	Monthly	Never
1. Selling services or products	1	2	3	4
2. Buying services or products	1	2	3	4
3. Providing information to customers	1	2	3	4
4. Marketing	1	2	3	4
5. Electronic mail	1	2	3	4
6. Research	1	2	3	4
7. Employee training	1	2	3	4
8. Employee education/online courses	1	2	3	4
9. Software updates	1	2	3	4
10. Other (specify)	1	2	3	4

- H. What is most important to your business in selecting an Internet service provider?
1. Quality of service
 2. Cost
 3. Speed
 4. Other (specify)
- I. Does your business maintain a web page?
- No (Skip to question J)
- Yes What is your web page address? _____
- What is your web page's primary purpose?
1. Marketing
 2. Information
 3. Sales
 4. Other (specify)
- J. Are you satisfied with your Internet service options?
- Yes No
- K. If there were one thing you could change about your Internet service provider, what would it be?

Section IV – Educational Opportunities

- A. Have you ever taken Internet classes or training?
- Yes No
- B. If yes, where did you receive the training?
- _____
- C. If it could be worked into your schedule, what additional training would you be interested in taking? (Circle all that apply)
1. Basic skills for Internet use
 2. Web page design
 3. Advertising your business on the Internet
 4. On-line Internet selling
 5. Understanding and selecting Internet services
 6. Other _____
- D. What hours work best for those in your business to attend training?
1. Weekday morning
 2. Weekday afternoon
 3. Weekday evening
 4. Weekend
 5. On-line as time permits
 6. Other _____
- E. Are you aware of the Box Butte County Information Technology Committee?
- Yes No

F. Feel free to make any additional comments in the space below.

If you would like a copy of the results please provide us with your e-mail address.

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