Bath-Highland Broadband Needs Assessment

2013 Survey

In Highland County, the survey response rate was estimated at **33%** of the County's businesses and organizations"

-Nancy Witschey, Highland County Economic Development Authority

"In Bath County, the survey responses represent approximately **80%** of the businesses and organizations"

-Maggie Anderson, Bath County Director of Tourism

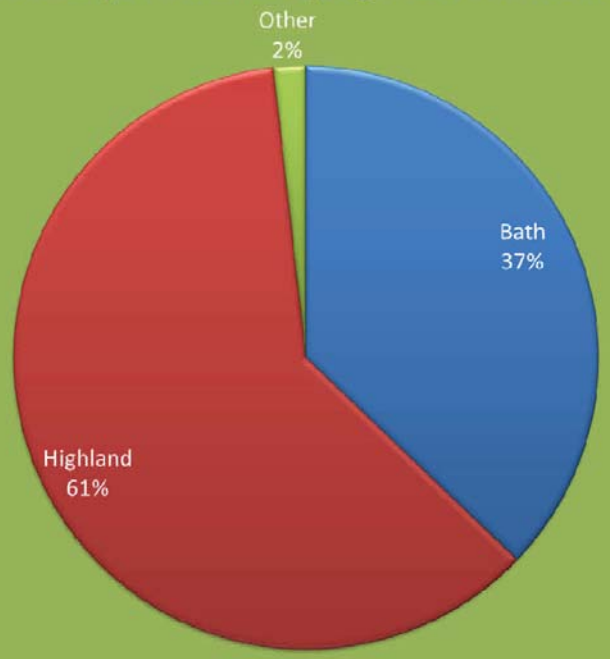
"I applaud the efforts of these communities' Telecommunication Management Team; the combined result from all of the responses **(n=113)** confirms the need for improved broadband service in this particularly rural region of Virginia"

-Robert Huff, Central Shenandoah Planning District Commission

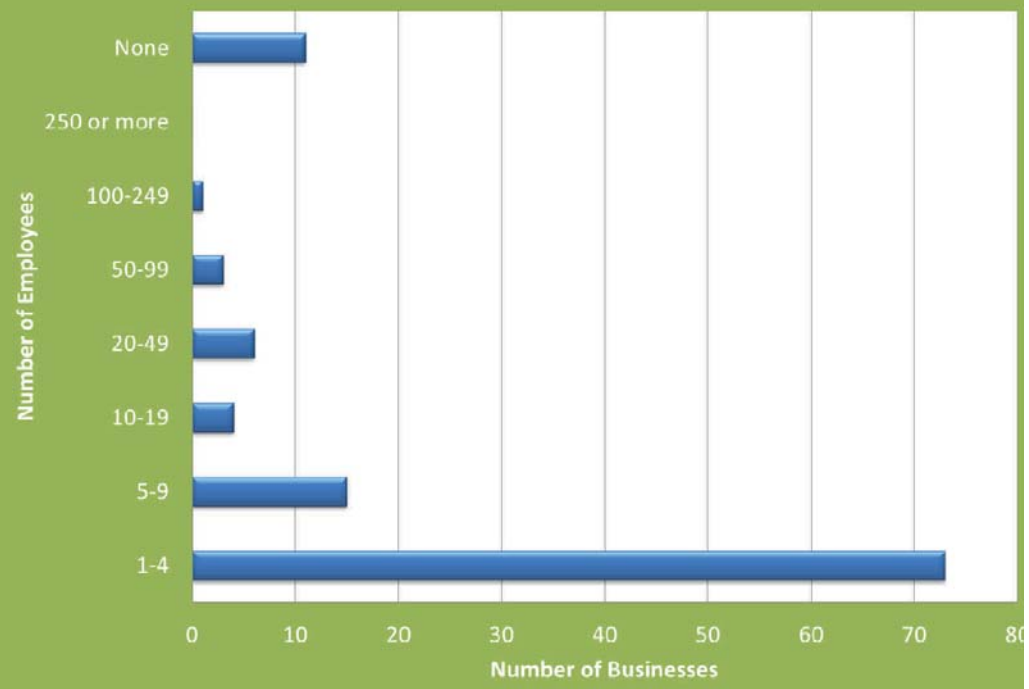
CSPDC

Central Shenandoah Planning District Commission

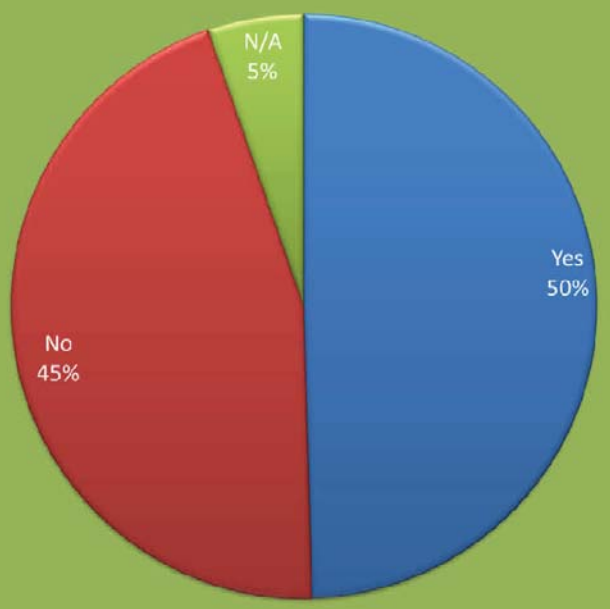
Where is your business/organization located?



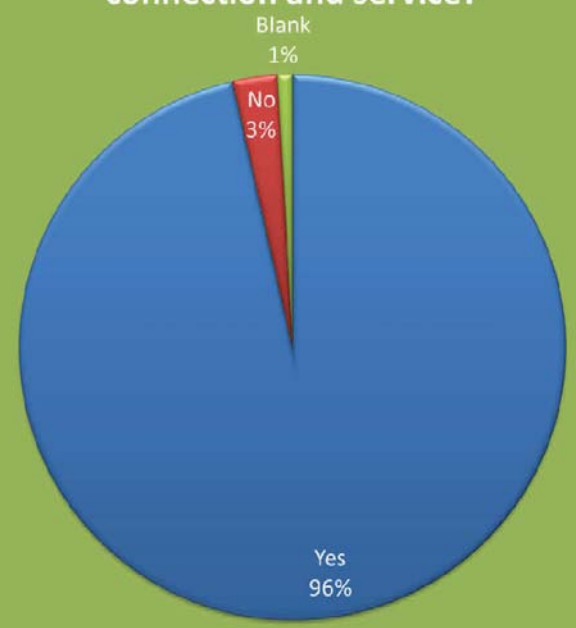
Total number of employees working at this location:

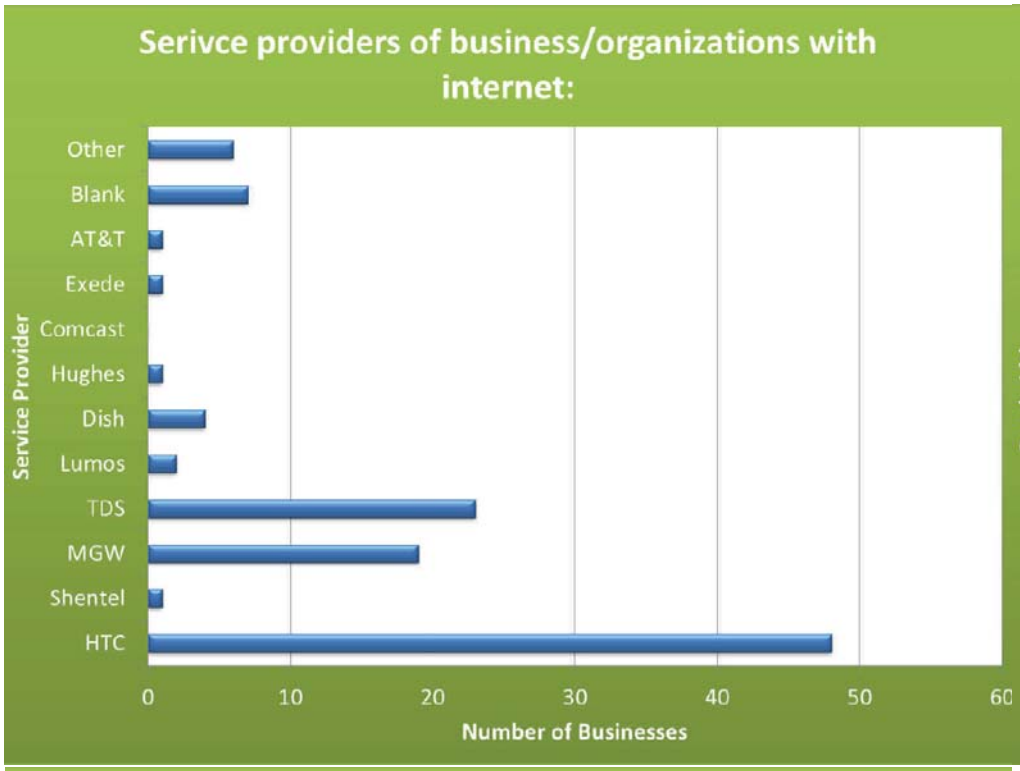


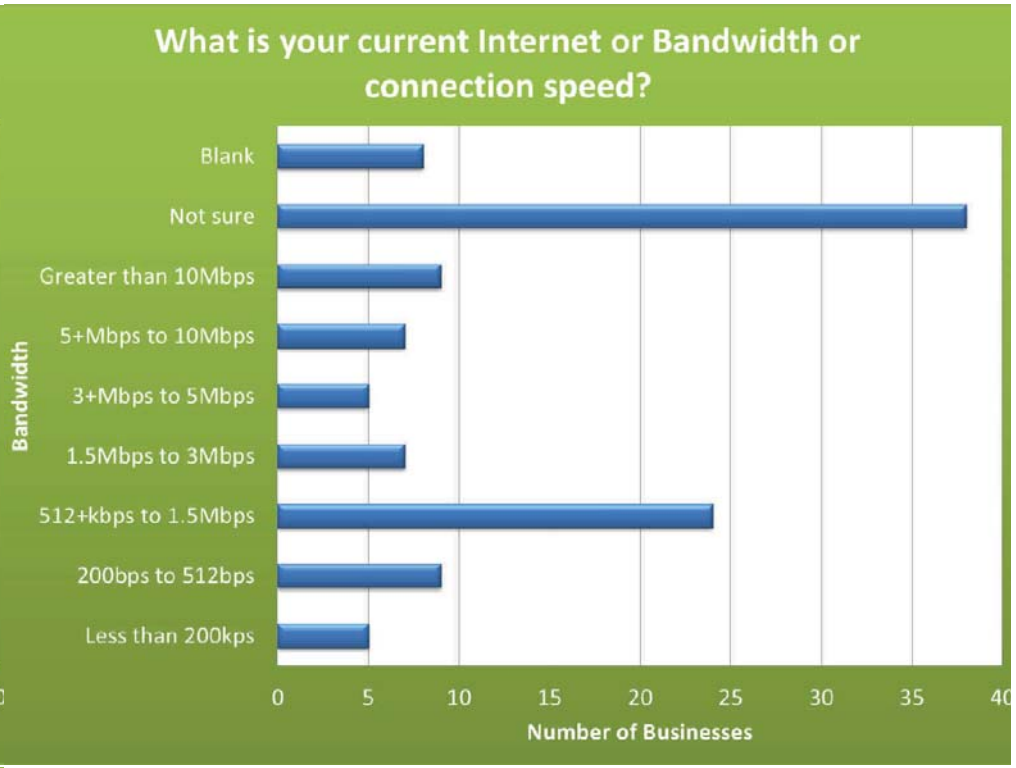
Is your business/organization "home-based"?

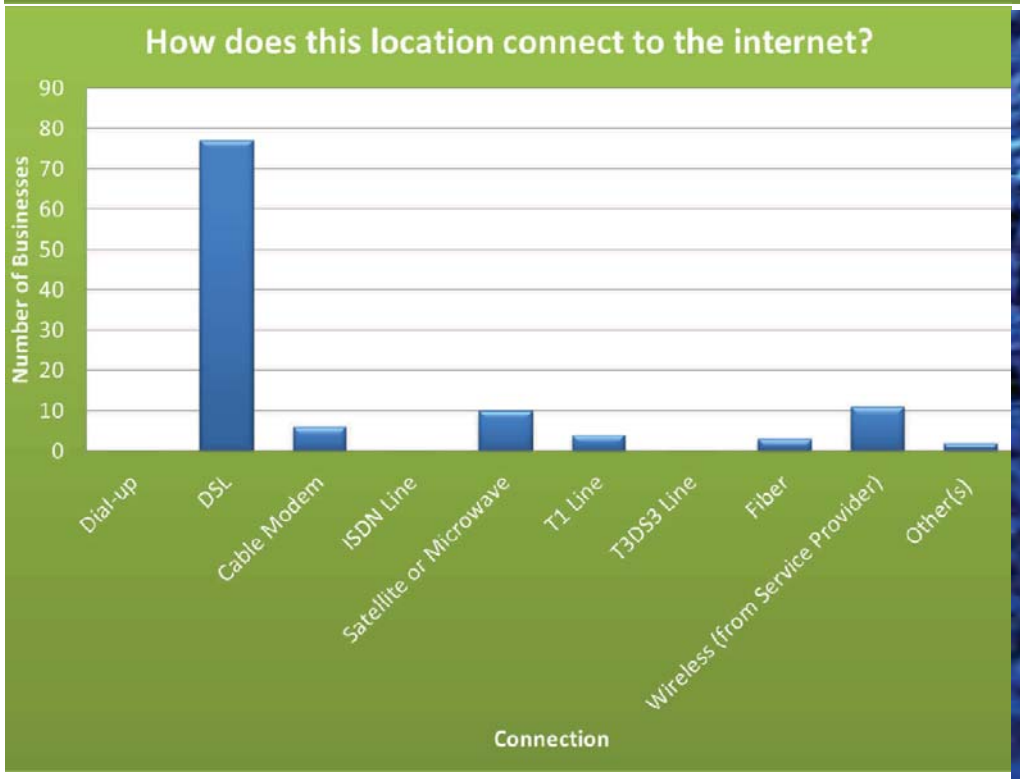


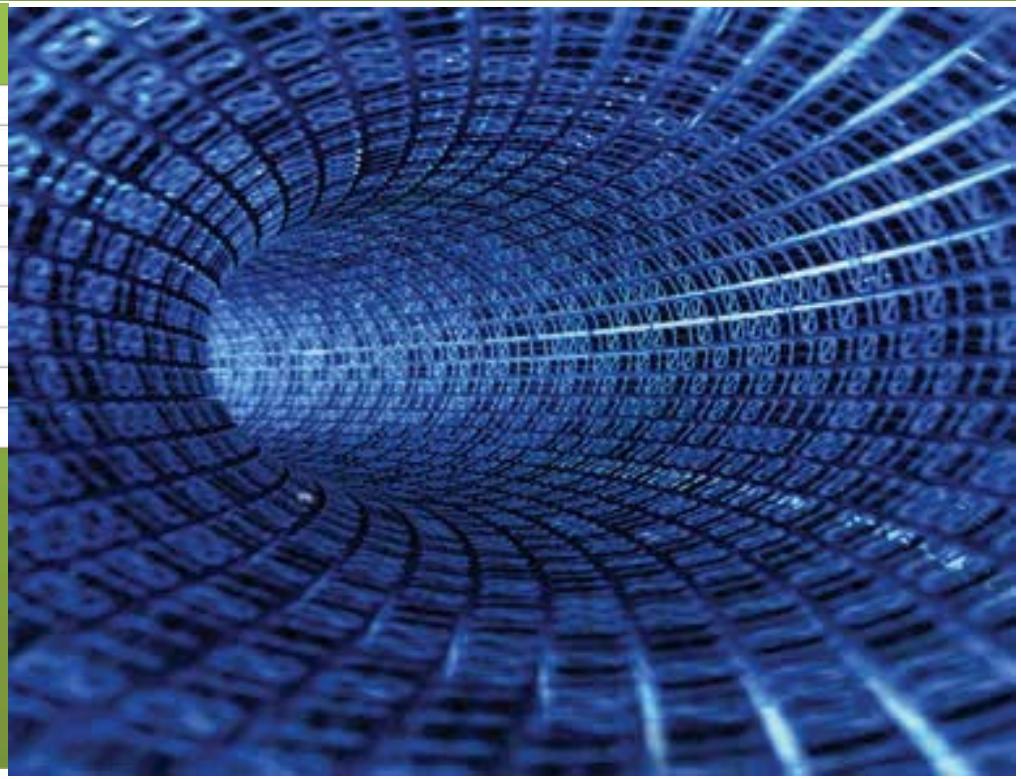
Does your business/organization have an internet connection and service?



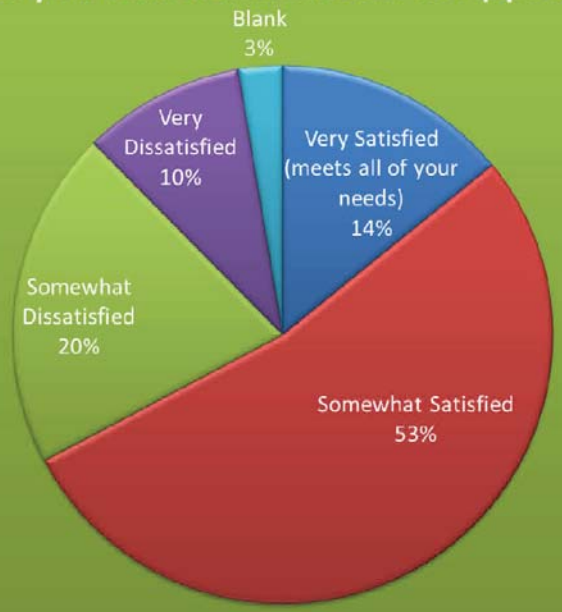

Serivce providers of business/organizations with internet:
Service Provider
Other
Blank
AT&T
Exede
Comcast
Hughes
Dish
Lumos
TDS
MGW
Shentel
HTC
0
10
20
30
40
50
60
Number of Businesses


What is your current Internet or Bandwidth or connection speed?
Bandwidth
Blank
Not sure
Greater than 10Mbps
5+Mbps to 10Mbps
3+Mbps to 5Mbps
1.5Mbps to 3Mbps
512+kbps to 1.5Mbps
200bps to 512bps
Less than 200kps
0
5
10
15
20
25
30
35
40
Number of Businesses

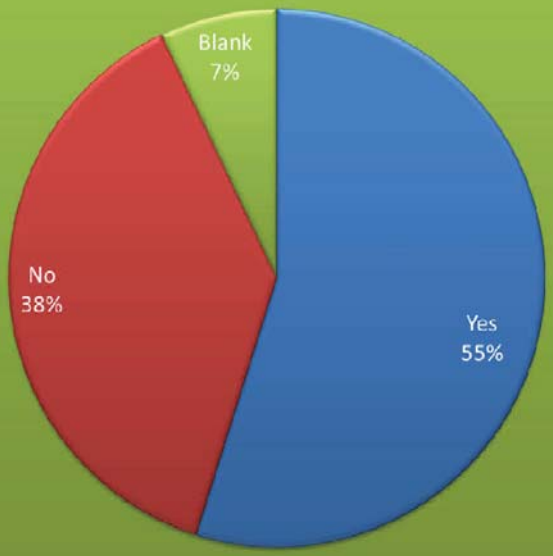

How does this location connect to the internet?
Number of Businesses
90
80
70
60
50
40
30
20
10
0
Dial-up
DSL
Cable Modem
ISDN Line
Satellite or Microwave
T1 Line
T3DS3 Line
Fiber
Wireless (from Service Provider)
Other(s)
Connection

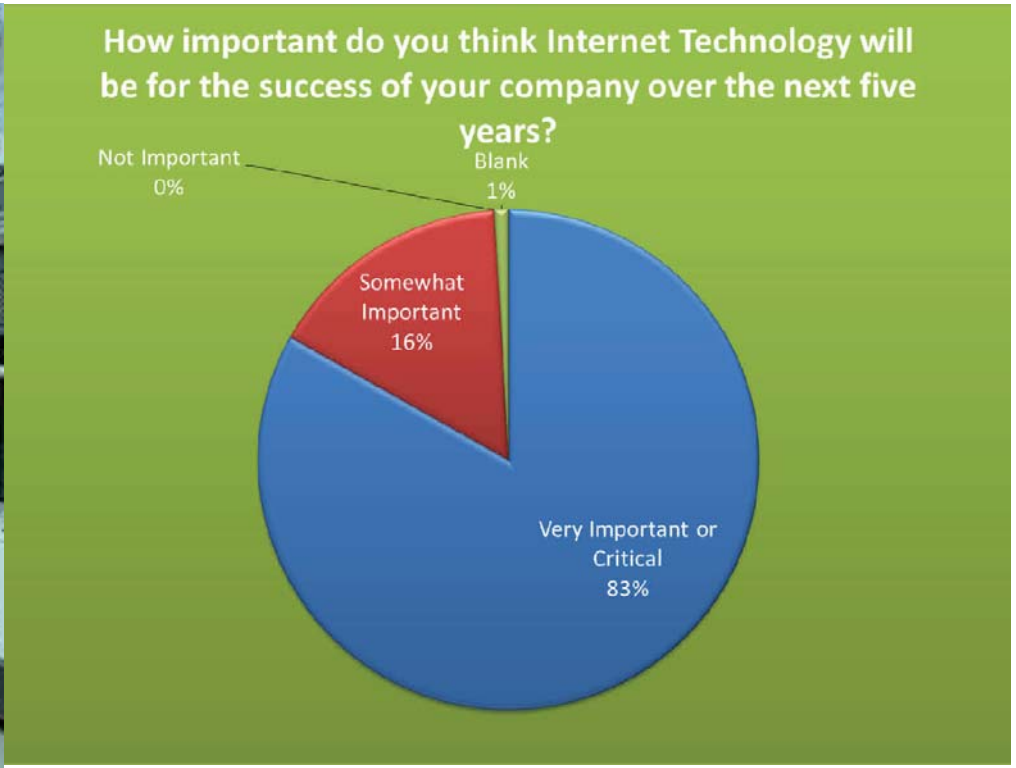


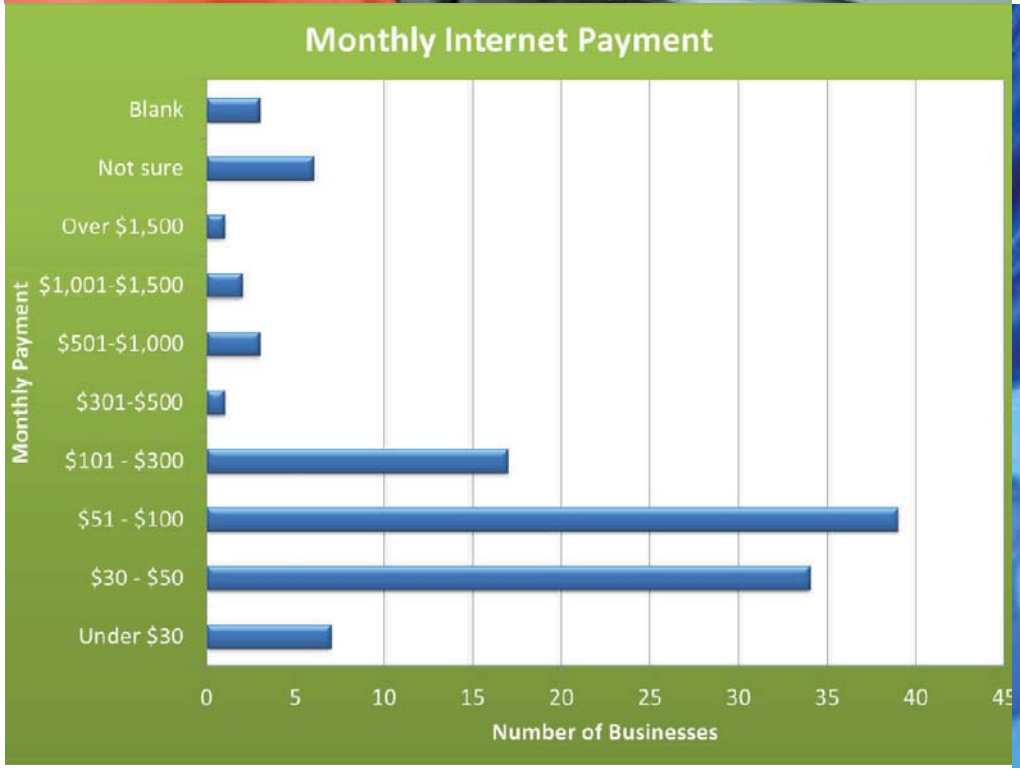
How would you describe your overall satisfaction with your current Internet service (speed)?

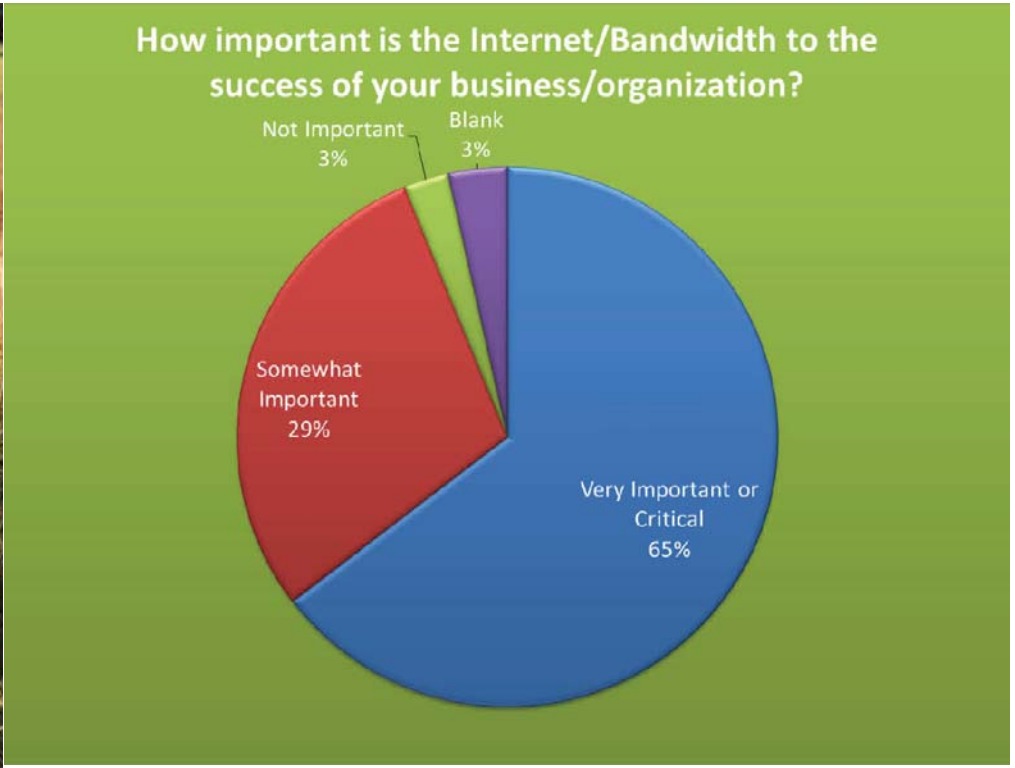


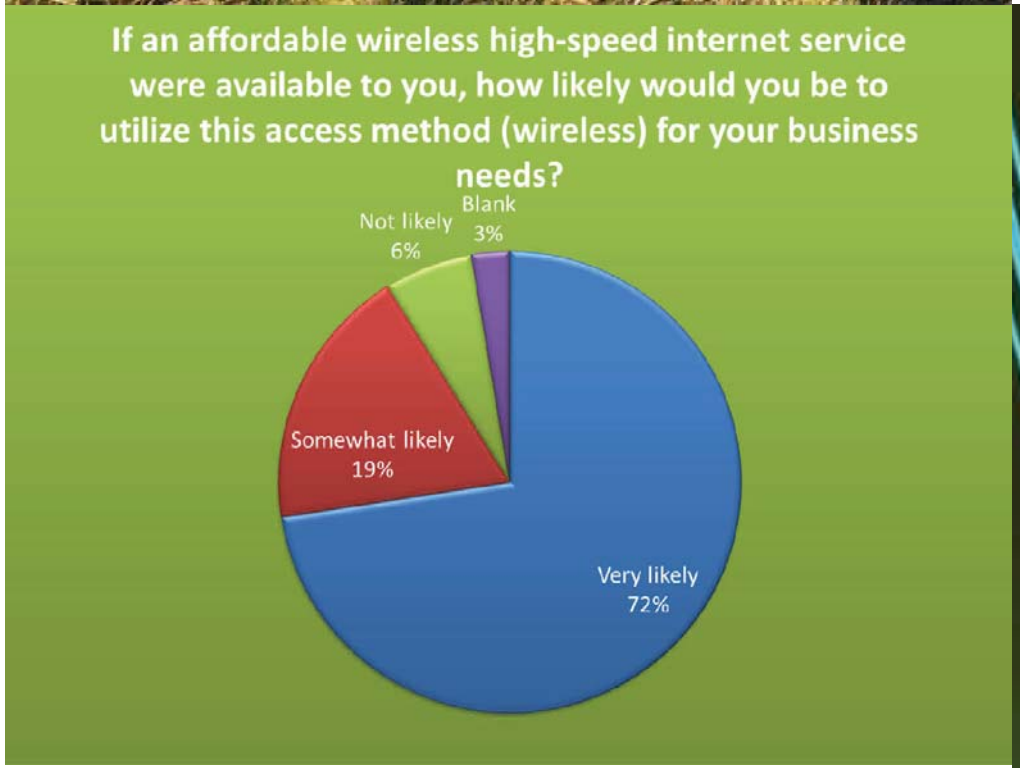
Willingness to pay more for faster, higher quality Internet access?

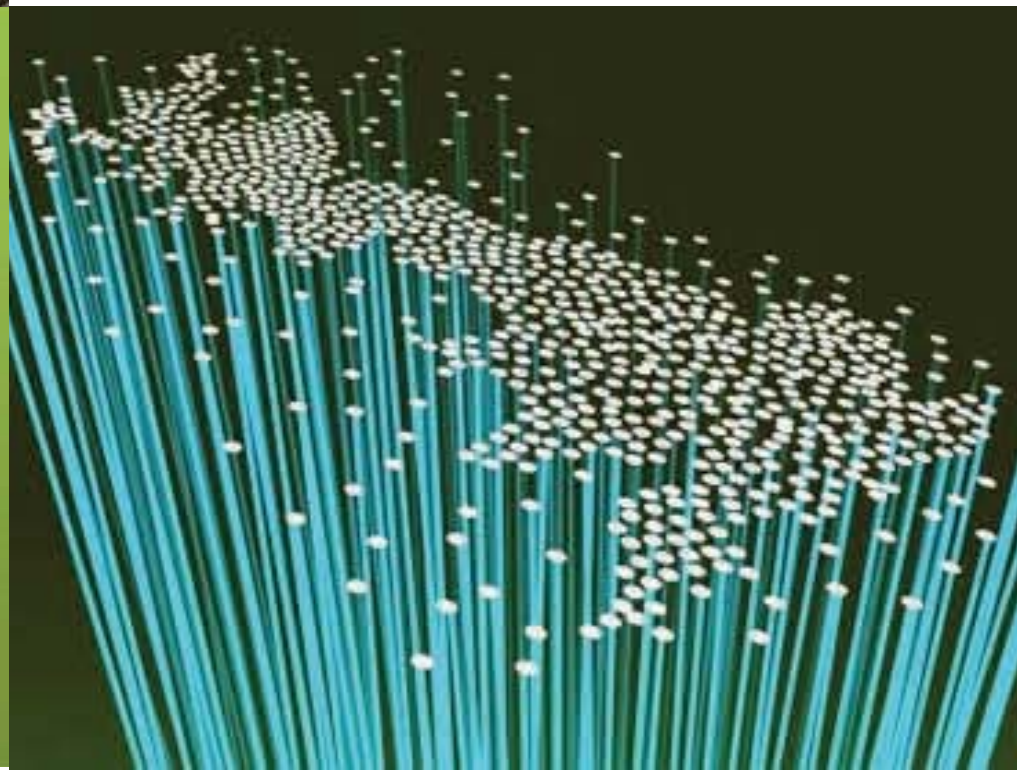



How important do you think Internet Technology will be for the success of your company over the next five years?
Not Important 0%
Blank 1%
Somewhat Important 16%
Very Important or Critical 83%

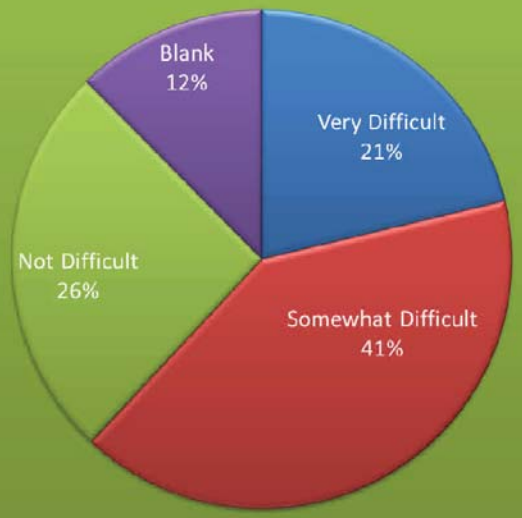

Monthly Internet Payment
Monthly Payment
Blank
Not sure
Over $1,500
$1,001-$1,500
$501-$1,000
$301-$500
$101 - $300
$51 - $100
$30 - $50
Under $30
0
5
10
15
20
25
30
35
40
45
Number of Businesses


How important is the Internet/Bandwidth to the success of your business/organization?
Not Important 3%
Blank 3%
Somewhat Important 29%
Very Important or Critical 65%

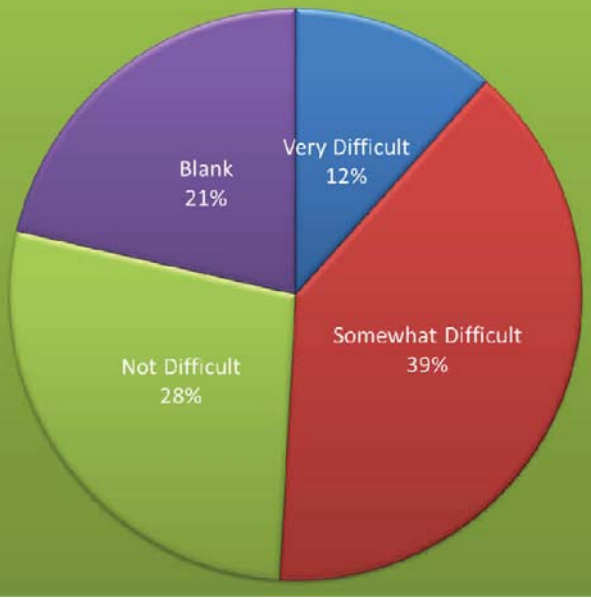

If an affordable wireless high-speed internet service were available to you, how likely would you be to utilize this access method (wireless) for your business needs?
Not likely 6%
Blank 3%
Somewhat likely 19%
Very likely 72%

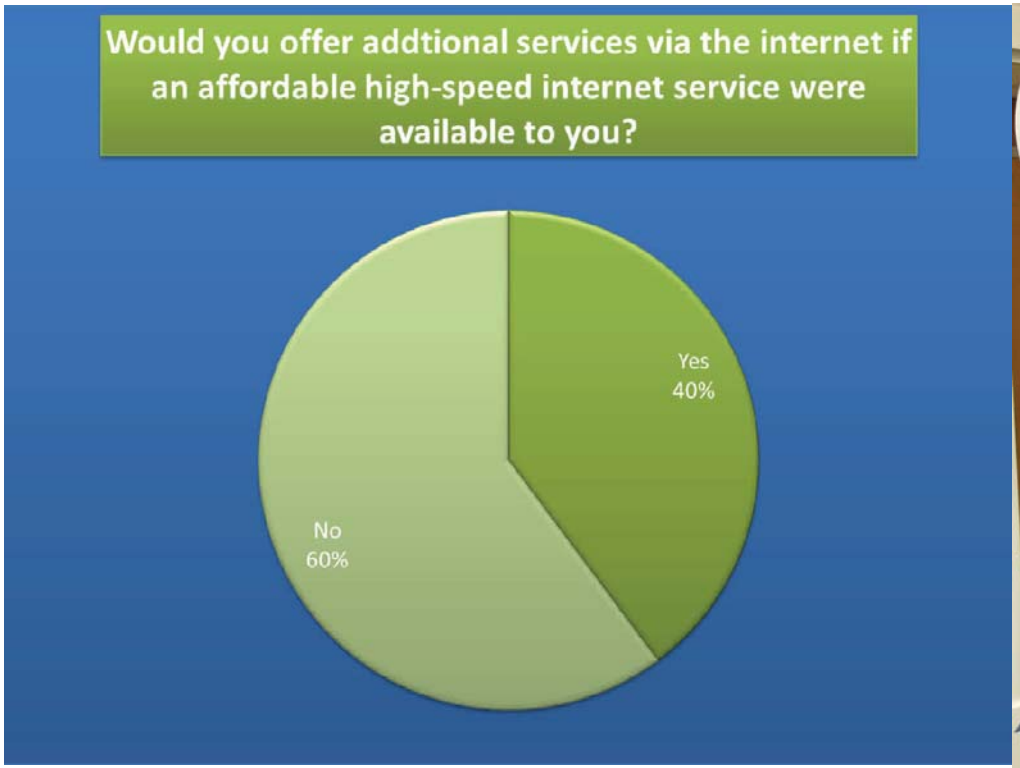


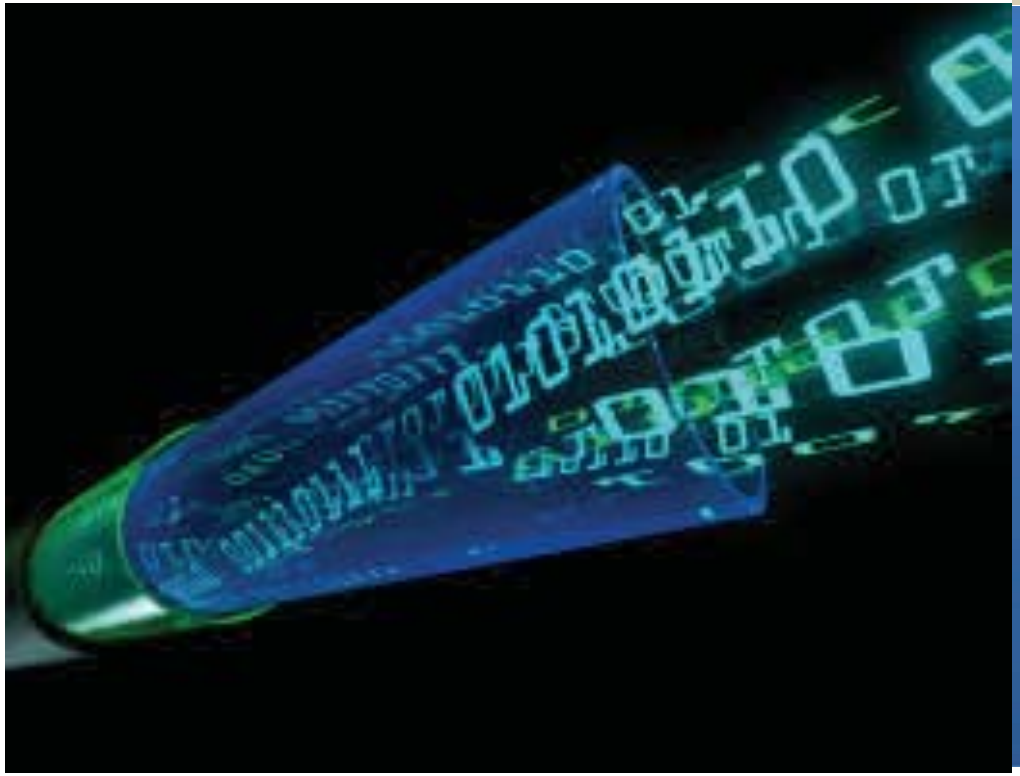
How difficult is it to find personnel with the needed computer, software, and internet skills from the local area?

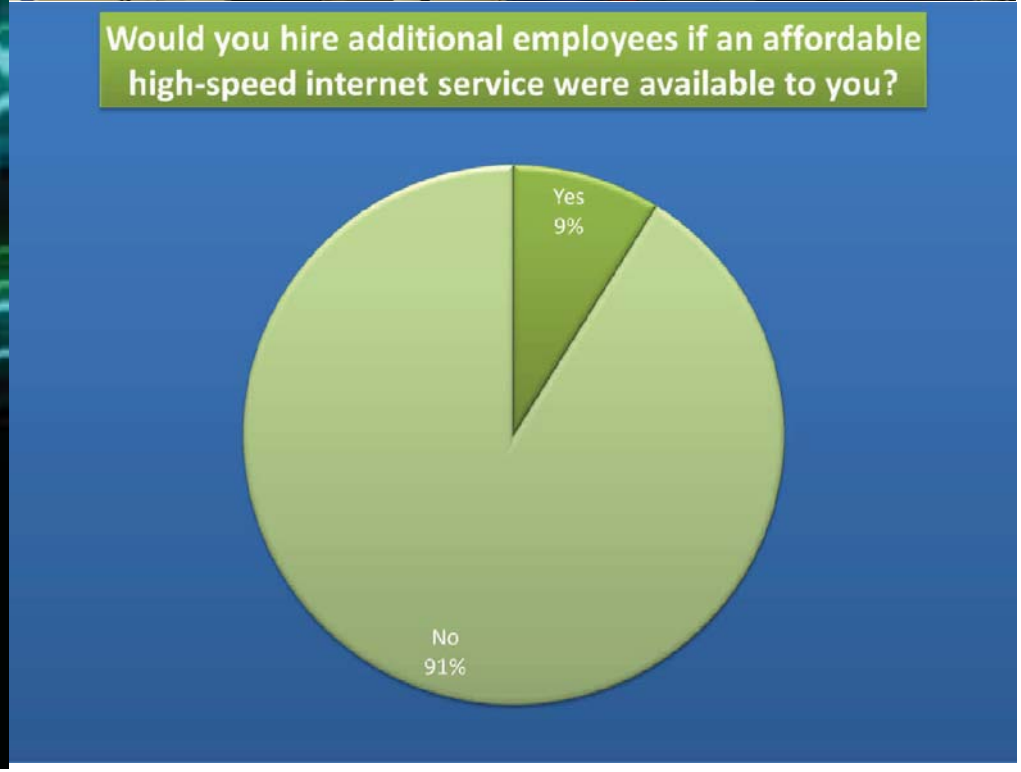


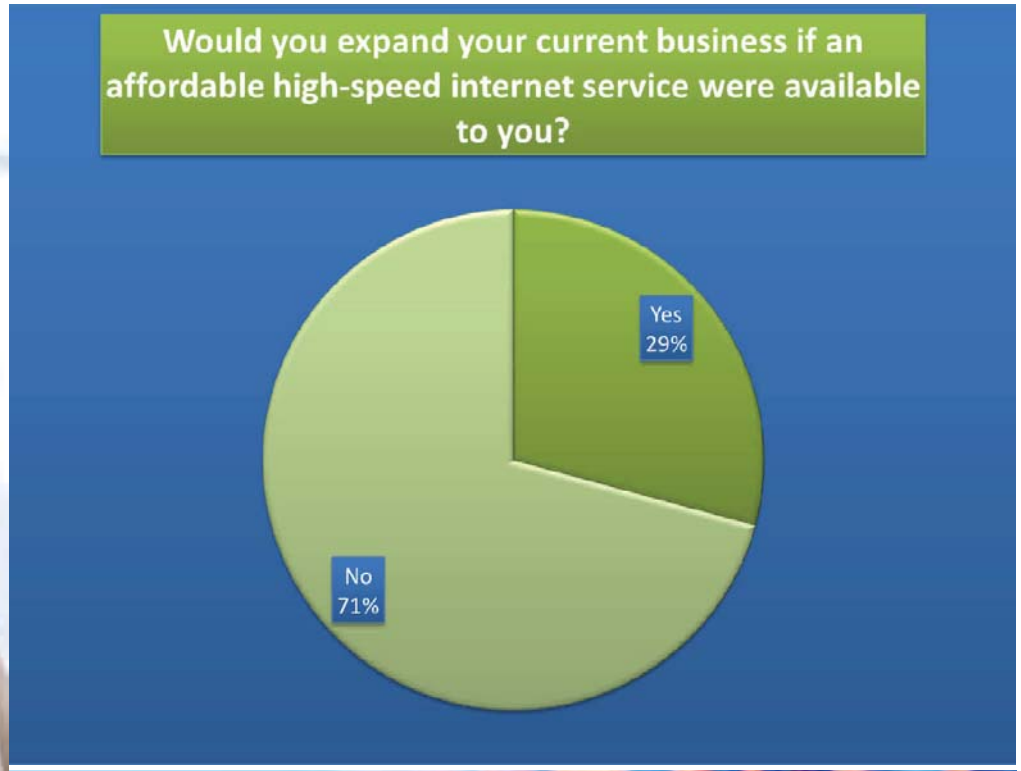
How difficult is it to find and provide the appropriate training for employees in computer, software, and internet applications?




Would you offer addtional services via the internet if an affordable high-speed internet service were available to you?
Yes
40%
No
60%

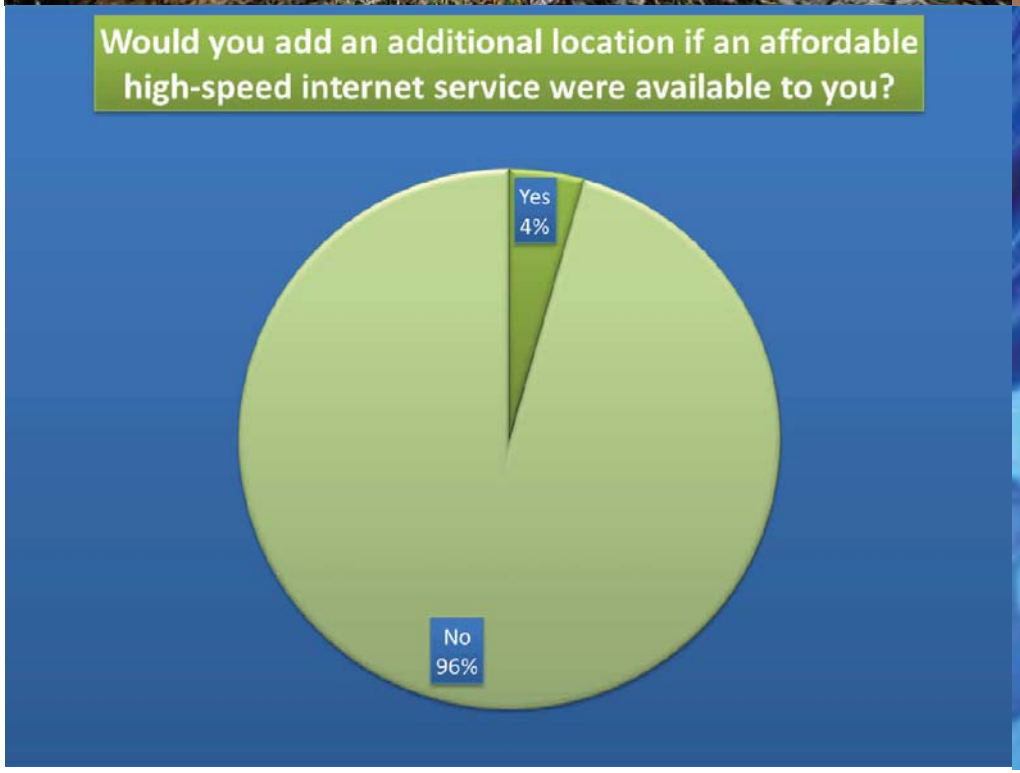



Would you hire additional employees if an affordable high-speed internet service were available to you?
Yes
9%
No
91%


Would you expand your current business if an affordable high-speed internet service were available to you?
Yes
29%
No
71%

Would you increase advertising/marketing efforts if an affordable high-speed internet service were available to you?
Yes
41%
No
59%

Vermeer


Would you add an additional location if an affordable high-speed internet service were available to you?
Yes
4%
No
96%

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Survey was conducted from September 16th-October 4th, 2013

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CSPDC
Central Shenandoah Planning District Commission