

The Isle of Wight Council has secured funding from government, to help pay for the installation of superfast broadband across the Island. Superfast broadband provides high speed access to online services such as the internet. It will provide you with a reliable and uninterrupted internet connection at significantly higher speeds (up to 100 Mega bits per second – Mb/s).

The Island can have world class, leading edge communications and internet services. Businesses will benefit from increased download/upload speeds and fewer problems connecting to the internet. Remote working, away from your business premises, will also be vastly improved via superfast connections, allowing you to connect to your office computers in real time without interruption.

The council believes superfast broadband will help businesses on the Island to work more efficiently as well develop their 'online' services. In addition it could help attract new businesses to the Island, which would contribute to more employment opportunities and stimulate the Island's economy.

Without superfast broadband it will become increasingly difficult for Island businesses to compete in a growing internet based economy or to develop advanced services and products for the internet.

We need to assess the demand for superfast broadband amongst Island business. By completing the following short survey, you will help us to identify where demand is greatest and where this investment is needed most.

Broadband and your business – current

1 Does your business currently have internet access?

- Yes (please go to question 3) No (please go to question 2) Don't know (please go to question 7)

2 Why don't you have internet access? (please tick all that apply)

- Poor connection (please go to question 7) Do not want to (please go to question 13)
 Lack of computer equipment (please go to question 7) Lack of computer skills (please go to question 7)
 Internet subscription too expensive (please go to question 7) No business need (please go to question 13)
 Other (please specify, then go to question 7)

3 Do you know your current internet connection speed?

(If you are unsure you can run a speed test at www.broadbandspeedchecker.co.uk and enter the results below)

Upload speed

Download speed

4 How do you currently receive your business internet connection?

- Dial up Lease line Cable
 Via BT Dedicated wireless Community wireless
 Other (please specify)

5 Thinking about speed, reliability, cost and choice, how satisfied are you with your current internet connection?

	Very satisfied	Satisfied	Undecided	Dissatisfied	Very dissatisfied
Speed	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Reliability	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Cost	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ability to choose a supplier	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

6 Which of the following does your business currently undertake?

(please tick all that apply)

- | | |
|---|---|
| <input type="checkbox"/> Online marketing (website) | <input type="checkbox"/> Social media (Facebook, Twitter, LinkedIn) |
| <input type="checkbox"/> Customer sales and/or payments processing online | <input type="checkbox"/> Website analytics |
| <input type="checkbox"/> Store/host data using online services | <input type="checkbox"/> Access software/applications using online services |
| <input type="checkbox"/> Video conferencing | <input type="checkbox"/> Telephone calls via internet (Voice Over IP) |

Other *(please specify)*

Broadband and your business – future

Broadband speeds vary on the Island. The information in the table below gives some indication of how broadband speed affects the time it takes to download various types of files, eg, songs, photos and videos.

Connection	Download times		
	4 Mb (one song)	170 Mb (100 photos)	4.7 Gb (digital movie)
Dial up modem (56kb/s)	10 minutes	7 hours	8 days
Typical broadband speed on the Island (1.5Mb/s)	21 seconds	15 minutes	7 hours
Superfast broadband (100Mb/s)	Less than one second	19 seconds	8 minutes

Note: these calculations assume a 'perfect' connection at the stated speed. Actual performance will vary due to technical requirements and internet traffic.

7 How important is a faster broadband speed be to your business?

- Very important Fairly important Important
 Not very important Not at all important Don't know

8 How soon would you like to upgrade to faster broadband

- As soon as it is available Within the next two to five years
 I wouldn't – I am happy with my current connection

9 Would you be prepared to pay more than you currently do for faster broadband?

- Yes No Don't know

10 Do you believe that your plans for business growth will be impacted upon by the availability of improved broadband connectivity?

- Very likely Likely Unlikely Very unlikely Don't know

11 In the next five years, do you believe access to improved broadband connectivity will be a key factor in determining the location of your business operations?

- Very likely Likely Unlikely Very unlikely Don't know

12 What kind of impact do you think faster broadband could have on your business?

- Increased competitive advantage Reduced carbon footprint/CO2 emissions
 More flexible working (including home working) Increase in market share or new markets
 Ability to deliver new products or services Improved customer service
 Increased business performance Higher turnover
 Other (please specify)

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About your business

The following information will be held in accordance with the Data Protection Act 1998.
Data will be aggregated so individual businesses cannot be identified.

13 Company name

14 Company website address

15 Company email address

16 Company postcode

17 How many people does the company employ?

- None 1 to 9 10 to 49 50 to 250 More than 250

18 Which of the following industry sectors best describes the nature of what your company does?

- | | |
|---|---|
| <input type="checkbox"/> Agriculture, forestry and fishing | <input type="checkbox"/> Mining, quarrying and utilities |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Construction |
| <input type="checkbox"/> Motor trades | <input type="checkbox"/> Wholesale |
| <input type="checkbox"/> Retail | <input type="checkbox"/> Transport and storage (including postal) |
| <input type="checkbox"/> Accommodation and food services | <input type="checkbox"/> Information and communication |
| <input type="checkbox"/> Financial and insurance | <input type="checkbox"/> Property |
| <input type="checkbox"/> Professional, scientific and technical | <input type="checkbox"/> Business administration and support services |
| <input type="checkbox"/> Public administration and defence | <input type="checkbox"/> Education |
| <input type="checkbox"/> Health | <input type="checkbox"/> Arts, entertainment, recreation and other services |
| <input type="checkbox"/> Other (please specify) | |

19 What is the approximate annual turnover of your business?

- | | | |
|---|---|--|
| <input type="checkbox"/> Up to £25,000 | <input type="checkbox"/> £25,001 to £75,000 | <input type="checkbox"/> £75,001 to £150,000 |
| <input type="checkbox"/> £150,001 to £250,000 | <input type="checkbox"/> £250,001 to £1m | <input type="checkbox"/> Over £1m |

20 How long has your business been trading?

- | | | |
|---|--|--|
| <input type="checkbox"/> Up to six months | <input type="checkbox"/> Up to one year | <input type="checkbox"/> Up to two years |
| <input type="checkbox"/> Up to five years | <input type="checkbox"/> Up to ten years | <input type="checkbox"/> More than ten years |
| <input type="checkbox"/> Haven't established a business yet | <input type="checkbox"/> Don't know/Not applicable | |

Further comments

21 As part of our ambition to provide better broadband access across the Isle of Wight it is important to track whether the situation is improving over time.

Are you happy to be contacted by the Isle of Wight Council in future regarding your broadband needs?

Yes

No

22 If you have any general comments about the internet connection your business currently receives, please tell us below.

Thank you

Thank you for completing the survey.

The results from this survey will be published in the bidding document which will be sent to BIS to support the Island's bid for government funding.

Please post the survey back to the following address on completion:

**Superfast Broadband,
Economy and Skills
Room 304
County Hall
Newport
PO30 1UD**

Your business information will be held and used in accordance with the Data Protection Act 1998. The council will not disclose such information to any unauthorised person or body and will only use your details in relation to this consultation exercise.