

2015 BUSINESS TECHNOLOGY ASSESSMENT

SURVEY INTRODUCTION

Hello, my name is _____. Connect Puerto Rico is leading an effort to measure technology use among Puerto Rican businesses. We would like to ask someone at your business a few questions about this topic.

(Assure them that we wish to speak with someone regardless of whether or not the company uses computers or the Internet in their business.)

S1. May I please speak to the person most knowledgeable about your organization's technology use?

(If respondent refuses, say "ok, we would greatly appreciate it if you would answer a couple short questions.")

1. Yes, Continue
2. No, Refusal
3. Referred to phone number outside of Puerto Rico

[IF QUALIFIED RESPONDENT IS BUSY OR OTHERWISE UNAVAILABLE]

S1A. Could I schedule a time to call you back?

Yes _____

No _____ (THANK AND TERMINATE)

AFTER REACHING QUALIFIED RESPONDENT, RE-INTRODUCE (CONTINUE).

QUESTIONS:

S1.1. Our records indicate that this business is in <INSERT MUNICIPIO NAME> municipio. Is this correct?

1. Yes
2. No → ask to specify the correct municipio: _____

S1.2. Similarly, our records indicate that this business we are talking to you about is primarily involved in <INSERT NAME ASSOCIATED WITH 4 DIGIT NAICS CODE> Is this correct?

1. Yes
2. No. → ask to specify what the firm is or does: _____

S2. First, how many people are employed by your operation at this location?

_____ # of employees (**DON'T KNOW =9999**)

[IF S2=Don't Know]

S3. Is it....

(READ LIST AS NECESSARY)

- 1 Fewer than 5
- 2 5 to 19
- 3 20 to 49
- 4 50 to 99
- 5 100 to 499
- 6 500 to 999
- 7 1,000 or more
- 88 **(DO NOT READ)** Refused
- 99 **(DO NOT READ)** Don't know/Remember

S4. And which of the following best describes the organization I'm calling today? **(READLIST)**

- 1 A publicly held corporation
- 2 A privately owned business
- 3 A church or religious institution [TERM]
- 4 A municipal or county government organization [TERM]
- 5 A public school system [TERM]
- 88 Refused
- 99 Don't know/Remember

1. Now, does your company use any type of computer technology to handle any of its business functions (for example: sales, cash receipts, accounting, inventory control or management reporting)?

DO NOT READ LIST, SCORE PER OPTIONS BELOW.

- 1 Yes
- 2 No
- 3 Company uses computers, don't know if used for business functions
- 88 Refused
- 99 Don't know/Remember

1.1 **IF Q1 <> 01**

Why doesn't your company use computer technology for its business functions?

RESPONSE: _____

If Q1=01

1.2. How many employees at this location use a computer for their work?

_____ # of employees (DON'T KNOW = -9)
(Answer should be <= QS2/QS3)

If Q1=01

1.3. What types of computers do employees in this business use?

READ LIST IF NECESSARY; MULTIPLE RESPONSES

- 1 Desktop computers
- 2 Laptop computers
- 3 Tablet computers, such as iPads
- 88 Refused
- 99 Don't know/Remember

1.4. Does anyone at your company use a cell phone to handle any of your business functions?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

IF Q1.4=01

1.5. Who provides these cell phones? Would you say... (READ LIST)

- 1 The business provides or reimburses for the cell phones
- 2 The employees provide their own cell phones
- 3 Some employees use their own cell phones, while others are provided or reimbursed by the business
- 88 Refused
- 99 Don't know/Remember

2. Does your company use the Internet to handle any of your business functions?

DO NOT READ, SCORE PER OPTIONS BELOW.

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

2.1 **[IF Q2 = 02-99]**

Why doesn't your organization use the Internet?

(READ AND ROTATE, ENTER ALL THAT APPLY)

- 1 The monthly cost of Internet service is too expensive
- 2 The installation cost of Internet service is too expensive
- 3 Your business can do everything you need without the Internet
- 4 Internet service is too complicated
- 5 Internet service poses a security risk
- 6 Broadband service is not available in your area and you don't want dial-up
- 7 Your business does not use computers
- 8 It would take too long to train your employees on how to use the Internet
- 9 The Internet would be too much of a distraction for your employees
- 91 Anything else? **(READ LAST - SPECIFY)** _____
- 92 Other 2 **(DO NOT READ)** _____
- 93 Other 3 **(DO NOT READ)** _____
- 98 Refused
- 99 Don't know/remember

2.2. **[IF: *** (Q2.1 = Any response other than "Don't know" or "Refuse")***]**

Which one of these is the main reason that your organization does not use the Internet?

[NOTE: DO NOT READ. ONLY ASK IF RESPONDENT GAVE MULTIPLE ANSWERS TO Q2.1; IF RESPONDENT ONLY GAVE ONE RESPONSE, USE THAT RESPONSE FOR 2.2. SCORE ONLY SELECTIONS THAT WERE MADE IN Q2.1]

- 1 The monthly cost of Internet service is too expensive
- 2 The installation cost of Internet service is too expensive
- 3 Your business can do everything you need without the Internet
- 4 Internet service is too complicated
- 5 Internet service poses a security risk
- 6 Broadband service is not available in your area and you don't want dial-up
- 7 Your business does not use computers
- 8 It would take too long to train your employees on how to use the Internet
- 9 The Internet would be too much of a distraction for your employees
- 91 Anything else? (SPECIFY) _____
- 98 Refused
- 99 Don't know/remember

[IF Q2=01 (Business uses the Internet)]

2.3. Do employees at your business use mobile Internet service on a cell phone or mobile device to handle any of their business functions?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know

[IF Q2=01 (Business uses the Internet)]

3. Which of the following describe the type of Internet access your company has?
(READ AND ROTATE, ENTER ALL THAT APPLY.)

- 1 Dial-up
- 2 DSL
- 3 Cable modem
- 4 Fiber optic service
- 5 Dedicated services, such as T1 or T3
- 6 Fixed wireless broadband, through an outdoor antenna
- 7 Satellite broadband
- 8 3G or 4G wireless service through a cellular phone network
- 91 Anything else? (SPECIFY _____)
- (NOT READ) 98 Refused
- (NOT READ) 99 Don't know/Remember

[IF Q2=01 (Business uses the Internet)]

- 3.1 How many employees at this business location use the Internet for their work?
(Answer should be <= QS2/QS3)

_____ # of employees **(DON'T KNOW = -9)**

[IF Q2.3=01 (Employees use mobile Internet service via cell phone or mobile device)]

- 3.2. And how many of your employees use mobile Internet service on a cell phone or mobile device for their work _____ **(OPEN ENDED; DON'T KNOW = -9)**

[IF Q2=01 (Business uses the Internet)]

4. How well does your current Internet bandwidth or speed meet the needs of the business? Would you say... **(READ LIST)**

- 1 You have more bandwidth than you need already
- 2 Your current bandwidth is about right for your current needs
- 3 You could use more bandwidth
- 88 Refused **(DO NOT READ)**
- 99 Don't know/Remember **(DO NOT READ)**

- 4.1. **[IF Q4 =03 (Business could use more bandwidth)]**

Which of the following apply to your company's need for additional bandwidth? **(RANDOMIZE FIRST TWO OPTIONS, RECORD ANSWER THAT FITS BEST)**

- 1 You cannot obtain additional bandwidth in your area
- 2 You can obtain additional bandwidth, but have decided not to invest in it
- 3 **(READ LAST)** You haven't determined if more bandwidth is available
- 91 **(DO NOT READ)** Other (Specify: _____)
- 98 **(DO NOT READ)** Refused
- 99 **(DO NOT READ)** Don't know/Remember

5. Do you subscribe to Voice over Internet Protocol, commonly known as VoIP?

- 1 Yes
- 2 No
- 99 DK/REF

IF Q2 =01 (Business uses the Internet) AND Q3 <> 2-91

6. Why doesn't your organization subscribe to broadband service? (**READ AND ROTATE, ENTER ALL THAT APPLY**)

- 1 The monthly cost of broadband service is too expensive
- 2 The installation cost of broadband service is too expensive
- 3 Dial-up service is sufficient for your current needs
- 4 Broadband service is too complicated
- 5 Broadband service poses a security risk
- 6 Broadband service is not available in your area
- 7 { INTENTIONALLY LEFT BLANK }
- 8 It would take too long to train your employees on how to use broadband
- 9 Broadband would be too much of a distraction for your employees
- 91 Any other reason? (**SPECIFY1**) _____
- 92 Other (**SPECIFY2, do not read**) _____
- 93 Other (**SPECIFY3, do not read**) _____
- 98 Refused
- 99 Don't know

IF Q6 = More than one response given as a reason for not subscribing to broadband service, except for don't know or refused

[NOTE: ONLY ASK IF RESPONDENT GAVE MULTIPLE ANSWERS TO Q6; IF RESPONDENT ONLY GAVE ONE RESPONSE, USE THAT RESPONSE FOR 6.1]

- 6.1. And which of these is the main reason why your organization doesn't subscribe to broadband service?
(ONLY ONE RESPONSE)

- 1 The monthly cost of broadband service is too expensive
- 2 The installation cost of broadband service is too expensive
- 3 Dial-up service is sufficient for your current needs
- 4 Broadband service is too complicated
- 5 Broadband service poses a security risk
- 6 Broadband service is not available in your area
- 7 { INTENTIONALLY LEFT BLANK }
- 8 It would take too long to train your employees on how to use broadband
- 9 Broadband would be too much of a distraction for your employees
- 91 Any other reason? (**SPECIFIED in Q6**) _____
- 98 Refused
- 99 Don't know/remember

[IF Q2=01 (Business uses the Internet)]

7. Does your company have a website?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

[IF Q2=01]

8. Which of the following activities does your business currently conduct using the Internet? Please indicate yes or no after each item. **(READ AND ENTER ALL THAT APPLY)**

	Yes	No	Refused	Don't know
a. Purchasing or placing orders for products or services	1	2	88	99
b. Bidding on contracts	1	2	88	99
c. Selling, or accepting orders for products or services	1	2	88	99
d. Accepting real time payments such as credit card and debit payments	1	2	88	99
e. Billing or bill payment	1	2	88	99
f. Marketing and advertising products and services	1	2	88	99
g. Providing customer support for your products or services	1	2	88	99
h. Accepting job applications	1	2	88	99
i. Advertising current job openings	1	2	88	99
j. Communicating with your current customers	1	2	88	99
k. Conducting business with local, state, or federal government offices	1	2	88	99
l. Researching ways to make your business more efficient	1	2	88	99
m. Conferencing or other online meeting applications	1	2	88	99

8.1 **IF Q8h =01 (Business accepts online job applications)**

In addition to accepting job applications online, do you also accept applications through other means, such as in-person or in writing?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

[IF Q2=01 (Business uses the Internet)]

8.2. Does your business have an account on a social networking site like Facebook or Twitter?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

[IF Q2.3=01 (Employees use mobile Internet service via cell phone or mobile device)]

8.3 Which of the following activities does your business currently conduct using mobile Internet service on a cell phone or similar mobile device? Please indicate yes or no after each item. **(READ AND ENTER ALL THAT APPLY)**

	Yes	No	Refused	Don't know
a. Purchasing or placing orders for products or services	1	2	88	99
b. Selling, or accepting orders for products or services	1	2	88	99
c. Accepting real time payments such as credit card and debit payments	1	2	88	99
d. Marketing and advertising products and services	1	2	88	99
e. Providing customer support for your products or services	1	2	88	99
f. Travel and expense tracking applications	1	2	88	99
g. Communicating with your current customers	1	2	88	99
h. Conducting business with local, state, or federal government offices	1	2	88	99
i. Conferencing or other online meeting applications	1	2	88	99

- 8.4. **[IF Q8c or 8.3b = 01 (Yes to “selling or accepting order for products and services” AND/OR Q8d or 8.3c = 01 (Yes to “accepting real time payments such as credit card and debit payments”)]**

What percentage of your company’s total sales revenue takes place online?

_____ % (DON’T KNOW = 999, VALID ANSWERS = 0-100)

[IF Q8.4=999]

- 8.5. Is it... (read list as necessary; single response)

1. 0%
2. 1-15%
3. 16-30%
4. 31-45%
5. 46-60%
6. 61-75%
7. 76-90%
8. 91-100%
88. Refused
99. Don’t know

**PROCEED IF Q8a OR Q8.3a= 01 (Yes to “Purchasing or placing orders for products or services”)
OTHERWISE SKIP TO Q9**

- 8.6. In the past 12 months, did your business use the Internet to order goods or services from vendors located in Puerto Rico?

- 1 Yes
- 2 No
- 99 Don’t know/refused

- 8.7 **IF Q8.6=01**

How many online orders would you estimate your business placed with vendors in Puerto Rico in the last 12 months? _____ (1-99999; Don’t know= -9)

- 8.7b **IF Q8.7=-9**

Would you estimate that your business placed... (Read List as needed - single response)

- 1 1 or 2 orders
- 2 3 to 10 orders
- 3 11 to 25 orders
- 4 26 to 50 orders
- 5 51 to 100 orders
- 6 101 to 500 orders
- 7 More than 500 orders
- 88 Refused
- 99 Don’t know

8.8 **IF Q8.6=01**

Over the past 12 months, would you estimate the total cost of goods and services you ordered from vendors in Puerto Rico to be... **(Read list; single response)**

- 1 Less than \$100
- 2 Between \$100 and \$999
- 3 Between \$1,000 and \$2,499
- 4 Between \$2,500 and \$4,999
- 5 Between \$5,000 and \$9,999
- 6 Between \$10,000 and \$24,999
- 7 Between \$25,000 and \$49,999
- 8 Between \$50,000 and \$74,999
- 9 Between \$75,000 and \$99,999
- 10 \$100,000 or more
- 88 Refused
- 99 Don't know

8.9 In the past 12 months, did your business use the Internet to order goods or services from vendors in the United States?

- 1 Yes
- 2 No
- 99 Don't know/refused

8.10 **IF Q8.9=01**

How many online orders would you estimate your business placed with United States vendors outside of Puerto Rico in the last 12 months? _____ (1-99999; Don't know= -9)

8.10b **IF Q8.10=-9**

Would you estimate that your business placed... **(Read List; single response)**

- 1 1 or 2 orders
- 2 3 to 10 orders
- 3 11 to 25 orders
- 4 26 to 50 orders
- 5 51 to 100 orders
- 6 101 to 500 orders
- 7 More than 500 orders
- 88 Refused
- 99 Don't know

8.11 **IF Q8.9=01**

Over the past 12 months, would you estimate the total cost of goods and services you ordered from these vendors to be... **(Read list; single response)**

- 1 Less than \$100
- 2 Between \$100 and \$999
- 3 Between \$1,000 and \$2,499
- 4 Between \$2,500 and \$4,999
- 5 Between \$5,000 and \$9,999
- 6 Between \$10,000 and \$24,999
- 7 Between \$25,000 and \$49,999
- 8 Between \$50,000 and \$74,999
- 9 Between \$75,000 and \$99,999
- 10 \$100,000 or more
- 88 Refused
- 99 Don't know

8.12 In the past 12 months, did your business use the Internet to order goods or services from vendors outside of the United States and Puerto Rico?

- 1 Yes
- 2 No
- 99 Don't know/refused

8.13 **IF Q8.12=01**

How many online orders would you estimate your business placed with these vendors in the last 12 months? _____ (1-99999; Don't know= -9)

8.13b **IF Q8.13=-9**

Would you estimate that your business placed... **(Read List; single response)**

- 1 1 or 2 orders
- 2 3 to 10 orders
- 3 11 to 25 orders
- 4 26 to 50 orders
- 5 51 to 100 orders
- 6 101 to 500 orders
- 7 More than 500 orders
- 88 Refused
- 99 Don't know

8.14 **IF Q8.12=01**

Over the past 12 months, would you estimate the total cost of goods and services you ordered from these vendors to be... **(Read list; single response)**

- 1 Less than \$100
- 2 Between \$100 and \$999
- 3 Between \$1,000 and \$2,499
- 4 Between \$2,500 and \$4,999
- 5 Between \$5,000 and \$9,999
- 6 Between \$10,000 and \$24,999
- 7 Between \$25,000 and \$49,999
- 8 Between \$50,000 and \$74,999
- 9 Between \$75,000 and \$99,999
- 10 \$100,000 or more
- 88 Refused
- 99 Don't know

9. Do any employees within your organization work from home during normal business hours using an Internet connection? This is often called teleworking or telecommuting.

1. Yes
2. No
88. Refused
99. Don't know

9.1. And do any employees use the Internet to conduct work outside of normal business hours?

1. Yes
2. No
88. Refused
99. Don't know

IF 9 or 9.1. = 01

9.2. How are your employees able to conduct work when they are not at your business establishment? **(RANDOMIZE AND READ LIST; MULTIPLE RESPONSES)**

- 1 Your business provides them with a desktop computer they can use at home
- 2 Your business provides them with a laptop computer they can take with them
- 3 Your business provides them with a tablet computer they can take with them
- 4 They can send or receive e-mail from a computer at home or some other place
- 5 Your business provides them with a cell phone or mobile device they can use for work purposes
- 6 Your business supports a virtual private network (or VPN) that they can access remotely
- 7 **{READ LAST}** Are there any other ways? (Specify: _____)
- 88 Refused
- 99 Don't know

10. When your company hires a new employee, how important are the following skills for most job openings? For each skill, please indicate if it is very important, important, of little importance, or not at all important. **(RANDOMIZE ORDER OF RESPONSES EITHER 1-4 OR 4-1; RANDOMIZE AND READ LIST; MULTIPLE RESPONSES)**
IF RESPONDENT SAYS “IT DEPENDS ON THE JOB” OR A SIMILAR RESPONSE, STRESS THAT WE WANT TO KNOW HOW HIGH OF A PRIORITY THIS IS FOR *MOST* POSITIONS AT THE ORGANIZATION.

- 1 Send and receive e-mails
- 2 Fill out a form or application online
- 3 Use word processing software like Microsoft Word
- 4 Create or edit a spreadsheet
- 5 Use a search engine
- 6 Use the Internet on a mobile device
- 7 Join and participate in a webinar or teleconference
- 8 Post information on a social networking site like Facebook or Twitter

11. And in general, how difficult is it to find employees who have the sufficient skills to meet your needs? Would you say it is very difficult, difficult, easy, or very easy? **(RANDOMIZE ORDER OF RESPONSES EITHER 1-4 OR 4-1)**

- 1 Very difficult
- 2 Difficult
- 3 Easy
- 4 Very easy
- 99 Don't know/refused

I just have a few additional questions that will help us classify your responses for statistical reporting purposes only.

[IF S4=02]

12. Is the owner, or are any of the owners of this business establishment, a woman?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

[IF S4=02]

13. Are any the owners of this business establishment of Puerto Rican origin or descent?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

IF: *(S4=02 and Q13 = 02-99)***(Not of Puerto Rican origin or descent).**

14. Are the owners of this business establishment of some other Hispanic origin or descent, that is, Dominican, Mexican, Cuban, Central American, South American, or some other Spanish background?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

[IF S4=02]

15. And what race or races are the owner(s) of this business establishment?

- 01 White
- 02 Black or African American
- 03 Asian or Pacific Islander
- 04 American Indian, Eskimo, or Alaska native
- 91 or, any other race (SPECIFY)
- 88 No answer/refused (DO NOT READ)
- 99 Don't know (DO NOT READ)

16. What is your firm's approximate average annual revenue? Would you say...
(READ LIST, SCORE INTO CATEGORY.)

- 1 Less than \$50,000
- 2 \$50,000 to less than \$100,000
- 3 \$100,000 to less than \$250,000
- 4 \$250,000 to less than \$500,000
- 5 \$500,000 to less than \$1 million
- 6 \$1 million to less than \$2.5 million
- 6 \$2.5 million to less than \$5 million
- 7 \$5 million to less than \$10 million
- 8 \$10 million or more
- 88 **(DO NOT READ)** Refused
- 99 **(DO NOT READ)** Don't know/Remember

[IF S4=01]

17. Is your corporation for-profit or non-profit?

- 1 For-profit
- 2 Non-profit
- 88 Refused
- 99 Don't know/Remember

[IF S2 OR S3= Less than 20 employees]

18. Does this business operate primarily from somebody's home?

- 1 Yes
- 2 No
- 88 Refused
- 99 Don't know/Remember

15. **Sample List Verification**

What is your job title?

(Probe for full title. If they say ‘manager’ ask them ‘manager of what?’

Do not abbreviate titles)

16. For supervisor validation purposes, may I please have your name?

CLOSING:

Thank you very much for your time and cooperation. That concludes our interview. If you have any questions about Connect Puerto Rico, please visit our website or find us on Facebook or Twitter.

IF RESPONDENT VOICES CONCERN ABOUT CONFIDENTIALITY:

Yes, this survey is confidential. After the interview is complete, your phone number is completely separated from your answers. All we will know is that someone AT YOUR BUSINESS completed this survey. No individual responses can ever be identified.