Public Survey Question Examples For Planners

Public Survey Question Examples

Introduction

The following is a bank of questions designed to guide public survey and semi-structured interview questions towards responses and understandings that facilitate connectivity planning efforts within the domain of future uses and socio-economic outcomes.

This document contains three sections: (1) Household Surveys, (2) Business Surveys, and (3) Semi-Structured Interviews.

Section (1) contains example questions that could be used to establish and rank needs and assets that could inform the direction and content of your connectivity planning. Section (2) contains examples that could be used to establish the current and future needs of business and industry. Section (3) contains structured and open-ended questions that could be used in interviews or surveys, to establish an understanding of technical need by community members engaged in public health and safety.

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Demographics

The following demographic questions were selected from previously-conducted public engagement surveys collected in British Columbia. Collection of demographic data will allow you to segment your responses based upon groups who have differing needs and behaviours. For example, rural populations are prone to seasonal shifts in population due to their remote locations or resource-based economies. By collecting this data, subsequent responses can be segmented into groups such as seasonal vs part-time: this will provide greater insight into your community and the direction and impact of plans and policies. For example, a population with a high proportion of seasonal residents could put additional pressure on the requirements for medical clinics to access patient records electronically when performing medical assessments. Moreover, collecting demographic data will allow you to build a more robust and up-to-date understanding of your community's composition, as common sources such as the Canadian Census use a sampling period of four years. This creates a lag in demographic knowledge which could impact planning and decision-making.

Questions

What type of residency do you maintain in _____?

- ○ Full time / Year-round
- ○ Seasonal / Part-time

What is the primary purpose of your full-time or part-time residency in _____?

- ○ Work
- ○ Retirement
- ○ Recreation
- ○ Other (please specify): _____

Please select your age group.

- ○ Under 25
- ○ 25 to 29
- ○ 30 to 34
- ○ 35 to 39
- ○ 40 to 44
- ○ 45 to 49
- ○ 50 to 54
- ○ 55 to 59
- ○ 60 to 64
- ○ 65 years and over

How long have you lived in _____, either as a part-time or full-time resident?

- ○ 0-5 years
- ○ 6-10 years

○ 11-20 years
○ 21-30 years
○ 31-40 years
○ 41 years or more

What is your gender?

○ Female
○ Male
○ Other

Are you employed?

○ Yes, full time
○ Yes, part-time/seasonal
○ Retired
○ Partially retired
○ Long-term disability
○ Full-time caregiver for children or family members
○ Student
○ Not working

If employed, which of the following best describes your place of employment?

○ Work at home
○ Employed outside home, but work in _____
○ Work outside of _____

Location & Population Density

Formulating a method of geospatially-mapping your survey results can provide planners with a means of geographically-mapping needs and public sentiments towards connectivity. This could potentially allow for better resource targeting and provide context when deciding on infrastructure rollout options. For example, the results of a survey may show high support for fibre expansion in an area of the community with a dense population and high level of home-schooled households, while another may find limited support for expansion in another area of the community that already has a high level of satisfaction with their current connectivity. Results such as this could influence where and when spending measures and expansion of internet infrastructure should take place. Each public engagement survey will differ in its approach to geographically mapping its results. Creating zones based upon population density or mapping individuals by the closest cross-street have shown to be the most effective. Below are two examples you can use to guide your location-mapping question:

Questions
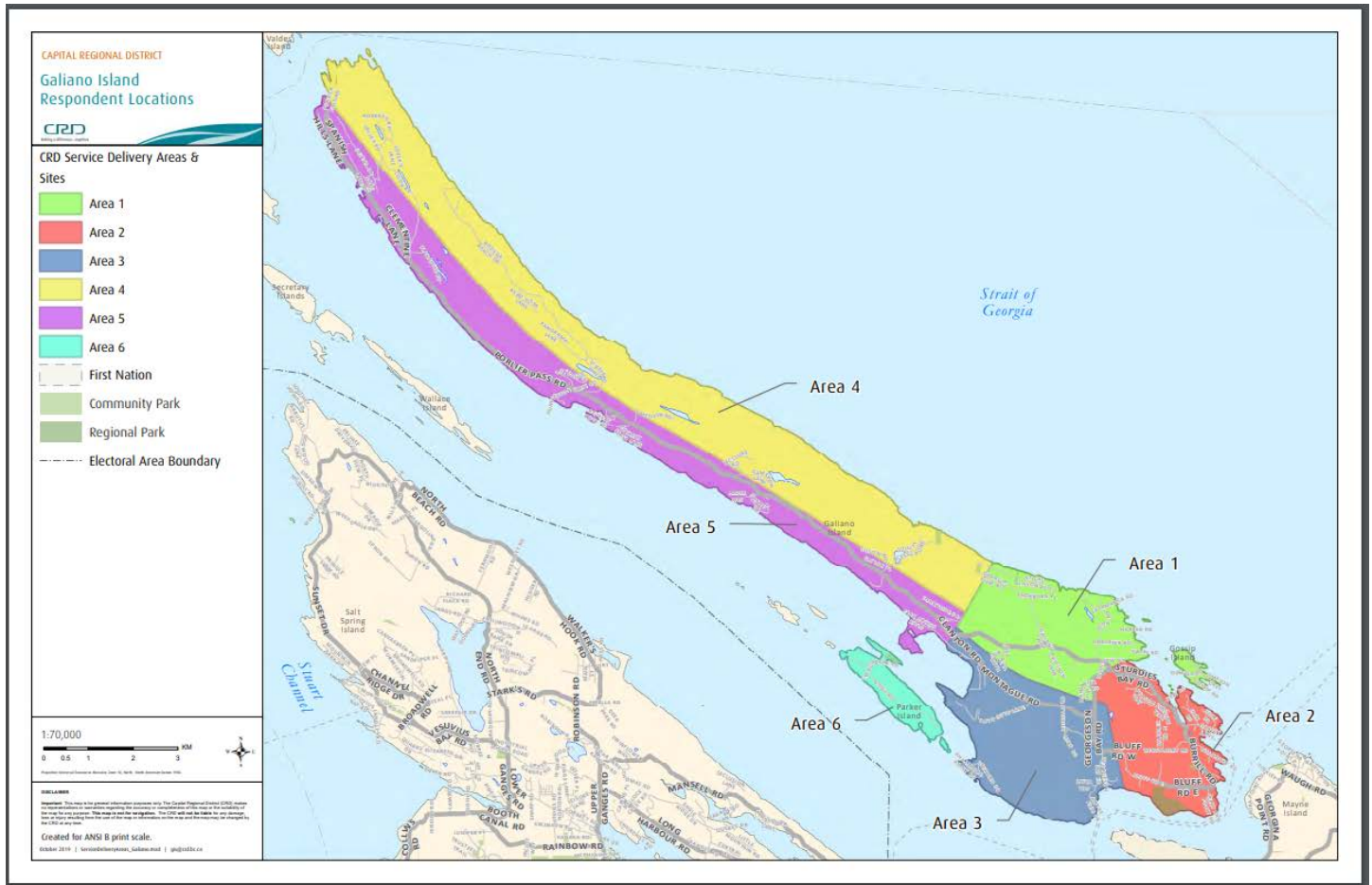
Example Map Used by the CRD 1

In which numbered area of the map is your home?

If the map does not load, please choose from the areas as described below.

○ Area 1: _____ (description)

○ Area 2: _____ (description)

○ Area 3: _____ (description)

○ Area 4: _____ (description)

○ Area 5: _____ (description)

○ Area 6: _____ (description)

Please indicate the nearest intersection / cross streets to your residence:

_____

Community Assets & Asset Ranking

Identifying community assets and allowing the public to rank those assets in their perceived value can help to direct your connectivity strategy. Once assets have been identified and ranked, a planner may choose to direct internet connectivity resources to those locations. For example, a community may identify a well-used cliffside used for whale watching. This location may serve as a point of collective value for the community and present a tourism opportunity.

Once identified and ranked, a planner may choose to ask the following questions to themselves when conducting connectivity planning:

1. Does the location have adequate cellular coverage to ensure public and tourist safety?
2. Should investments be made in cellular coverage to ensure tourists and residents can share photos and videos of the locations to the outside world and to friends?
3. Could IoT devices (cameras, microphones) be installed at the location to conduct real-time video streaming or underwater audio recording of the whales and whale song?
4. Could IoT devices or crowdsourced data be used to provide environmental monitoring or protection of the community's asset?

Two methods of data collection could be conducted. The first method uses open-ended questions to allow members of the public to list the best and worst elements of living in the community. This allows the planner to understand assets they may have missed in their own research, while also providing context for future planning efforts. The second method requires the planner to research and list the known assets of the community. This list is then presented in a survey for public ranking. This ranking can then be used to assign a planning priority based on public support. Both examples of public data collection are recommended when conducting a public engagement survey.

Questions

What do you like most about living in _____?

    a. _____
       _____
       _____ (open ended question)

What do you like least about living in _____?

    b. _____
       _____
       _____ (open ended question)

What are _____' major assets? Choose your top three.

- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ _____
- ○ Other (please specify): _____

Please identify one special place in _____ that the _____ should work to protect / preserve for future generations?

    a.   _____

              _____

              _____ (open ended question)

Community Ranked Public Safety Needs/Concerns

Identifying the public's overall safety concerns can help planners to identify public consensus and develop a base of evidential support for programs and policy going forward. Assessing and identifying this consensus of need allows planners to adapt internet connectivity plans to meet and address areas of public concern. As a result, network buildouts may require modifications to address concerns, or internet-connected systems could be deployed to address the topics identified. Topics within public safety may include, but are not limited to, the following:

- Domestic violence
- Missing persons
- Search and rescue
- Water safety & coastal response
- Property crime
- Food security
- Fire rescue & response
- Infrastructure conditions
- Agricultural failure
- Communicable disease
- Highway cellular service

Instructions: Research and identify the top public safety concerns relevant to your community. In the empty fields below, enter the top five public safety concerns you identified. Once published, the community can then rank the concerns you identified.

Questions

In your opinion, what are the greatest public safety concerns facing _____, how would you, at a high-level, prioritize the following? Please rank from 1, highest priority, to 5, lowest priority.

    c. ____ _____
    d. ____ _____
    e. ____ _____
    f.   ____ _____
    g. ____ _____
    h. No opinion

In your community, have you found yourself in an emergency without the ability to call for help due to a lack of cell phone coverage?

    ◯ Yes
    ◯ No

In the last 12 months in your community, have you found yourself in an emergency without the ability to call for help due to a lack of cell phone coverage?

○ Yes
○ No

Community Economic Priorities

A public ranking of known economic priorities can assist connectivity planning. Once an economic priority has been identified through public support, a planner may look at passive infrastructure opportunities or coordinated buildout options. For example, when a community identifies that a road or trail should be constructed, a planner may find this could provide an opportunity for fibre optics to be constructed in the same location at the same time. This could lower the cost of a buildout. As such, planning for both events would allow for integrated planning of both projects early on.

Questions

What do you consider the single most important investment to help develop the local economy?

○ _____

○ _____

○ _____

○ _____

○ _____

○ None of the above are important

Are there other economic opportunities in _____ that should be targeted?

a. _____
_____
_____ (open ended question)

Information & Socialization Locations

Identifying the locations where the public visits to gather information and socialize with others can grant planners insight into where targeted internet service or local government notifications would be most effective. Socialization locations can represent spaces in which business members and community informally generate ideas and future contributions to the social and economic environment. As such, targeted internet deployment in socialization locations could present an opportunity for expanding capabilities in established locations that the public uses for creativity or knowledge-gathering. Moreover, communities with limited internet access at home or individuals with disabilities may adopt internet use in these centralized locations more readily.

Questions

When seeking information about the community and local events I go to the following locations or sources for my information:

○ The library

○ The recreation centre/community centre

○ A community bulletin board or kiosk

○ A local coffee shop

○ A local public house or bar

○ I exclusively use online sources

○ Other (please specify): _____

Internet Access & Reliability

Speed tests have historically been seen in many public engagement surveys. However, please keep the following in mind if you wish to ask the public to conduct speed test or questions about speed. The CRTC established the following criteria to measure the successful achievement of the universal service objective:

- Canadian residential and business fixed broadband Internet access service subscribers should be able to access speeds of at least 50 megabits per second (Mbps) download and 10 Mbps upload, and to subscribe to a service offering with an unlimited data allowance.
- End-user network performance should meet a round-trip latency threshold of 50 milliseconds.

If you are conducting speed tests in part to gain funding for connectivity projects, remember that funding options are generally dependent on the availability of 50/10 or the lack of availability of 50/10. Records of eligibility for funding kept by the CRTC. CRTC records and ISP consultation and or technical assessments of your community's infrastructure will ultimately be your business case for funding.

However, if you wish to conduct speed tests or satisfaction tests as a means of comparing survey responses or for other purposes, we have provided the following examples:

Questions
Is there internet access in your household?

○ Yes

○ No

○ I do not know

What type of connection is used to access the internet from your home?
Please check all that apply.

Fixed Connections:

○ Fixed broadband connection (e.g. DSL, ADSL, VDSL, cable, optical fibre, satellite, Wi-Fi)

○ Fixed narrowband connection (e.g. Dial-up telephone modem, ISDN modem)

○ A fixed internet connection is used. However, it is not known whether this is a broadband connection or a narrowband connection.

Mobile Connections:

○ Mobile broadband connection via smartphone / cell phone, USB surf stick or laptop card (at least 3G, e.g. UMTS, HSDPA, LTE)

○ Mobile narrowband connection via smartphone / cell phone or laptop (2G, 2G + / GPRS)

○ A mobile internet connection is used. However, it is not known whether this is a broadband connection or a narrowband connection.

If yes, to what extent are you satisfied with the reliability of the internet services you currently receive?

○ Very satisfied

○ Somewhat satisfied

○ Neither satisfied nor dissatisfied

○ Somewhat dissatisfied

○ Very dissatisfied

If yes, to what extent are you satisfied with the download and upload speed of your current internet package?

○ Very satisfied

○ Somewhat satisfied

○ Neither satisfied nor dissatisfied

○ Somewhat dissatisfied

○ Very dissatisfied

Why is there no internet access in your household? Multiple answers are possible.

○ Access is possible from another location (e.g. office, school)

○ There is no need

○ Acquisition costs are too high

○ Usage costs are too high

○ Sufficient knowledge is missing

○ Privacy and privacy concerns

○ No fast internet access is available in the region

○ Other

Internet Uses & Behaviours

Household behaviour and internet-use questions can help you establish your community's current level of digital literacy and capability. This will not only tell you how the community currently uses the internet, but it can also provide a forecast into how new internet expansions could be leveraged as they are introduced. Moreover, these internet-use questions can be compared against other questions in this bank to provide greater understanding and context. For example, an individual could indicate that they are unsatisfied with their current internet reliability and speed, while also indicating that they use the internet for tele-health and education. This can provide planners with an indicator of future buildout requirements.

Questions

Which of the following devices have been used in your household within the last 12 months?

○ A Smartphone or internet-enables mobile phone

○ A Desktop/Workstation

○ A Laptop

○ A Tablet

○ Smart Home devices/appliances (e.g. thermostats, lights, blinds, security cameras, home alarm systems, virtual assistants or smart speakers)

○ Other mobile devices (e.g. e-book readers, smart watches, fit bits, internet connected medical devices)

Which of the following activities have you conducted within your household within the last 12 months?

Communication

- ○ Sending or receiving emails
- ○ Making calls over the internet or video calls over the internet (e.g. with Skype, Facetime, WhatsApp, Viber; not calls over IP-based telephone connections)
- ○ Participated in social networks (e.g. created a user profile, sent messages or other posts on Facebook, Twitter, Instagram, Snapchat, Google+ or other social networks)
- ○ Used instant messaging services (e.g. via Skype, Messenger, WhatsApp, Viber)
- ○ Uploaded and shared your own, self-created content (text, images, photos, videos, music, software) on websites.

Information Searching

- ○ Reading online news, online newspapers or online journals
- ○ Finding information about goods and services
- ○ Finding information about health issues (e.g. injuries, diseases, nutrition, health-promoting measures)
- ○ Exploring personal interests or hobbies

Entertainment

- ○ Listening to music (via internet radio or online streaming services such as Spotify)
- ○ Watching internet streamed TV (live or previously recorded) from TV broadcasters (e.g. CBC)
- ○ Watching Video on Demand from commercial services (e.g. Netflix, HBO GO, Amazon Prime)
- ○ Watching video content from sharing services (e.g. YouTube)
- ○ Playing or downloading video games

Socio-political and Community Engagement

- ○ Writing opinions on political or social topics on websites (e.g. blogs, social networks)
- ○ Participating in consultation or voting on political, social or municipal issues through the internet (e.g. urban planning or signing a petition)
- ○ Downloading or submitting government forms
- ○ Accessing government services online

Employment

- ○ Looking for a job or sending application documents
- ○ Working from home
- ○ Selling goods or services via a website or app (e.g. eBay, Etsy, Facebook Marketplace)
- ○ Participating in freelance work through referral platforms (e.g. UpWork, TaskRabbit, Freelancer)

Education

- ○ Participating in an online course
- ○ Using online learning material to complete an online course (e.g. audio-visual materials, online learning software, electronic textbooks)

○ Communicating with instructors or students using educational websites or portals

Health

○ Making an appointment with a practitioner via a website or app (e.g. hospital or health care centre)

○ Accessing personal health records online

○ Using other health services via a website or app instead of having to go to the hospital or visit a doctor (e.g. receiving a consultation or prescription online)

Finance

○ Personal Internet Banking/Online Banking

○ Buying or selling stocks, bonds, funds or other investment services

○ Taking out loans/credit from banks or other financial services

○ Purchasing or extending insurance contracts

Other Online Activities

○ Downloading or updating software

Condensed Version: **Which of the following activities have you conducted within your household within the last 12 months?**

Communication

○ Sending or receiving emails

○ Making calls over the internet or video calls over the internet (e.g. with Skype, Facetime, WhatsApp, Viber; not calls over IP-based telephone connections)

○ Participated in social networks (e.g. created a user profile, sent messages or other posts on Facebook, Twitter, Instagram, Snapchat, Google+ or other social networks)

○ Used instant messaging services (e.g. via Skype, Messenger, WhatsApp, Viber)

○ Uploaded and shared your own, self-created content (text, images, photos, videos, music, software) on websites.

Information Searching

○ Reading online news, online newspapers or online journals

○ Finding information about goods and services

○ Finding information about health issues (e.g. injuries, diseases, nutrition, health-promoting measures)

○ Exploring personal interests or hobbies

Entertainment

○ Listening to music (via internet radio or online streaming services such as Spotify)

○ Watching internet live or on demand streamed (e.g. Netflix, HBO GO, Amazon Prime, YouTube, CBC GEM)

○ Playing or downloading video games

Socio-political and Community Engagement. Examples Below:

- Writing opinions on political or social topics on websites (e.g. blogs, social networks)
- Participating in consultation or voting on political, social or municipal issues through the internet (e.g. urban planning or signing a petition)
- Downloading or submitting government forms
- Accessing government services online

⭕ **Employment. Examples Below:**

- Looking for a job or sending application documents
- Working from home
- Selling goods or services via a website or app (e.g. eBay, Etsy, Facebook Marketplace)
- Participating in freelance work through referral platforms (e.g. UpWork, TaskRabbit, Freelancer)

⭕ **Education. Examples Below:**

- Participating in an online course
- Using online learning material to complete an online course (e.g. audio-visual materials, online learning software, electronic textbooks)
- Communicating with instructors or students using educational websites or portals

⭕ **Health. Examples Below:**

- Making an appointment with a practitioner via a website or app (e.g. hospital or health care centre)
- Accessing personal health records online
- Using other health services via a website or app instead of having to go to the hospital or visit a doctor (e.g. receiving a consultation or prescription online)

⭕ **Personal Finances & Banking. Examples Below:**

- Personal Internet Banking/Online Banking
- Buying or selling stocks, bonds, funds or other investment services
- Taking out loans/credit from banks or other financial services
- Purchasing or extending insurance contracts

⭕ **Other Online Activities. Examples Below:**

- Downloading or updating software

Education & Home Schooling

Kindergarten to grade 12 (K-12) schools gain internet connectivity through provincial standards. However, many individuals may gain their K-12 education by means of home-schooling, and adults undergoing continuing education may also study at home. For both groups, internet connectivity, or the lack thereof, will pose a significant impact on an individual's ability to access knowledge and educational resources.

Moreover, preschools and daycares are not covered. As a result, it falls onto the open market to meet demand for internet connectivity. The availability of access and speed is dependent on ISPs to provide service capacity. As a result, the internet capacity of preschools and daycares could be impacted. The questions below can help you determine the current capacity and plan for expansions as they relate to the public's educational needs.

Questions

Do you have any children that are receiving home-schooling?

- ⚪ Yes
- ⚪ No

If yes, do your homeschooled children have access to any of the following at home? (check all boxes that apply.

- ⚪ A smartphone or internet-enabled mobile phone
- ⚪ A desktop/workstation
- ⚪ A laptop
- ⚪ A tablet
- ⚪ Other mobile devices (e.g. e-book readers, smart watches, Fitbits, internet-connected medical devices)
- ⚪ We do not want our children to have internet access

Support, Financing Options & Acceptance

Section 275 of the Local Government Act states that a Regional District may "providing capital financing for high-speed internet service to an area without access to high-speed internet service." As such, a Regional District may use tax dollars to financially contribute to the expansion of high-speed internet infrastructure. Questions addressing the public's comfort with and approval of capital funding through tax dollars may be something you wish to consider in your public engagements.

Questions

Would you support the Regional Districts use of tax dollars to establish capital funding for broadband and cellular infrastructure in the community?

- ⚪ Strongly oppose
- ⚪ Somewhat oppose
- ⚪ Somewhat support
- ⚪ Strongly support
- ⚪ No opinion

Business & Industry Survey Examples

Demographics

Questions

Please indicate the nearest intersection / cross streets to your business:

_____

Please indicate the nature of your operations. Please select only one option.

- ○ Agriculture; forestry; fishing and hunting
- ○ Mining; quarrying; and oil and gas extraction
- ○ Utilities
- ○ Construction
- ○ Manufacturing
- ○ Wholesale trade
- ○ Retail trade
- ○ Transportation and warehousing
- ○ Information and cultural industries
- ○ Finance and insurance
- ○ Real estate and rental and leasing
- ○ Professional; scientific and technical services
- ○ Management of companies and enterprises
- ○ Administrative and support; waste management and remediation services
- ○ Educational services
- ○ Health care and social assistance
- ○ Arts; entertainment and recreation
- ○ Accommodation and food services
- ○ Other services (except public administration)
- ○ Public administration

Internet Access, Speed & Reliability

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- End-user network performance should meet a round-trip latency threshold of 50 milliseconds.

If you are conducting speed tests in part to gain funding for connectivity projects, remember that funding options are generally dependent on the availability of 50/10 or the lack of availability of 50/10. Records of eligibility for funding kept by the CRTC. CRTC records and ISP consultation and or technical assessments of your community's infrastructure will ultimately be your business case for funding.

However, if you wish to conduct these tests or satisfaction tests as a means of comparing survey responses or for other purposes, we have provided the following examples:

Questions

Does your business operate out of a fixed location?
This includes homebased businesses, or any space used exclusively for business purposes.

○ Yes
○ No

Is there internet access in your business location?

○ Yes
○ No
○ I Do not Know

What type of connection is used to access the internet from your business location? Please check all that apply.

Fixed Connections:

○ Fixed broadband connection (e.g. DSL, ADSL, VDSL, cable, optical fibre, satellite, Wi-Fi)
○ Fixed narrowband connection (e.g. Dial-up telephone modem, ISDN modem)
○ A fixed internet connection is used. However, it is not known whether this is a broadband connection or a narrowband connection.

Mobile Connections:

○ Mobile broadband connection via smartphone / cell phone, USB surf stick or laptop card (at least 3G, e.g. UMTS, HSDPA, LTE)
○ Mobile narrowband connection via smartphone / cell phone or laptop (2G, 2G + / GPRS)
○ A mobile internet connection is used. However, it is not known whether this is a broadband connection or a narrowband connection.

If yes, to what extent are you satisfied with the reliability of the internet services you currently receive?

○ Very satisfied
○ Somewhat satisfied
○ Neither satisfied nor dissatisfied
○ Somewhat dissatisfied
○ Very dissatisfied

Why is there no internet access in your business location? Multiple answers are possible.

○ Access is possible from another location (e.g. public Wi-Fi)
○ Access is not offered by my property manager
○ There is no need
○ Acquisition costs are too high
○ Usage costs are too high

○ Sufficient knowledge is missing

○ Privacy and privacy concerns

○ No fast internet access is available in the region

○ Other

Speed Requirements & Satisfaction

Speed requirement questions can assist planners in understanding business and industrial service requirements and the needs of specialized stakeholders. These questions are most useful when paired and compared against other questions within the question bank. Example: A medical clinic uses currently uses their connection for video conferencing and continuing education: however, they are not satisfied with the connection speeds within their current package and they state that they require 30Mbps. This can provide additional insight into both the use case and the technical requirements of the medical clinic.

Questions

How satisfied are you with the download and upload speed of your current internet package?

○ Very satisfied

○ Somewhat satisfied

○ Neither satisfied nor dissatisfied

○ Somewhat dissatisfied

○ Very dissatisfied

If somewhat or very dissatisfied, in your opinion, what would be the upload speed required to conduct your business or industrial tasks effectively?

○ _____ Mbps

○ I do not know

If somewhat or very dissatisfied, in your opinion, what would be the download speed required to conduct your business or industrial tasks effectively?

○ _____ Mbps

○ I do not know

If your current broadband internet speed (bandwidth) is less than what you require, why?

○ My Internet Service Provider is unable to provide more speed

○ Acquisition costs are too high

○ Usage costs are too high

○ Other:

Internet Uses & Behaviours

Business and industry behaviour and internet-use questions can help you establish your community's current level of digital advancement and capability. This will not only tell you what your community's current industrial uses for the internet are, but it can also provide a forecast into how new internet expansions could be leveraged as they are introduced. Moreover, these internet-use questions can be compared against other questions in this bank to provide

greater understanding and context. For example, an individual could indicate that they are unsatisfied with their current internet reliability and speed while also indicating that they use the internet for providing Wi-Fi to customers and for point-of-sale devices. This can provide planners with an indicator of future buildout requirements.

Questions

Which of the following devices have been used within your business within the last 12 months?

- ○ A Smartphone or internet-enables mobile phone
- ○ A Desktop/Workstation
- ○ A Laptop
- ○ A Tablet
- ○ Internet Assisted Manufacturing Equipment or Automation (e.g. CNC machines, 3D Printers)
- ○ Smart devices/appliances (e.g. thermostats, lights, energy meters, security cameras, alarm systems, virtual assistants or smart speakers)
- ○ Internet Connected Autonomous Devices (e.g. drones)
- ○ Other mobile devices (e.g. e-book readers, smart watches)

Which of the following activities have you or your staff conducted within your business within the last 12 months?

Communication and Marketing

- ○ Sending or receiving emails
- ○ Website creation or management
- ○ Making calls over the internet or video calls over the internet (e.g. with Skype, Facetime, WhatsApp, Viber; not calls over IP-based telephone connections)
- ○ Participated in social networks (e.g. created a user profile, sent messages or other posts on Facebook, Twitter, Instagram, Snapchat, Google+ or other social networks)
- ○ Used instant messaging services (e.g. via Skype, Messenger, WhatsApp, Viber)
- ○ Uploaded and shared your own, self-created content (text, images, photos, videos, music, software) on websites.
- ○ Customer relationship management (CRM) via a website or app

Technical Operations

- ○ Conducting cloud based big data analysis (e.g. machine learning, natural language processing, statistical or trend analysis)
- ○ Downloading or updating software
- ○ Remote computer access (e.g. console, desktop sharing, RDP)
- ○ Accessing software repositories (e.g. GitHub)
- ○ Managing other cloud services (e.g. Amazon EC2, Microsoft Azure, CDN services)

Information Sharing

○ Cloud based storage (e.g. Dropbox, Google Drive, Windows OneDrive, iCloud, Amazon Cloud)

○ Viewing or sharing GIS information or aerial photography (e.g. shapefiles, drone photography)

○ Viewing or sharing large PDF documents (e.g. blueprints, reports, technical documents)

○ Downloading or sharing 3D models (e.g. industrial design, animation, architectural, CAD)

Information Searching

○ Finding information about goods and services

○ Conducting research for product or service development

○ Finding information for troubleshooting and problem solving

○ Finding environmental information (e.g. tidal, aeronautical, road conditions, weather)

Finance

○ Business Internet Banking/Online Banking

○ Buying or selling stocks, bonds, funds or other investment services online

○ Taking out business loans/credit from banks or other financial services online

○ Purchasing or extending insurance contracts online

○ Finance or accounting management via a website or app

Employment

○ Recruiting new employees or posting job application documents via a website or app

○ Payroll management via a website or app

○ Staff education and training

Sales and Logistics

○ Debit/Credit Point of sale transactions

○ Receiving bookings and reservations via a website or app

○ Selling goods or services via a website or app (e.g. eBay, Etsy, Facebook Marketplace)

○ Participating in freelance work through referral platforms (e.g. UpWork, TaskRabbit, Freelancer)

○ Shipping and tracking outgoing goods via a website or app (e.g. Canada Post, FedEx, UPS)

○ Purchasing good or services via a website or app (business to business transactions)

○ Conducting inventory management via a website or app

Other Online Activities

○ Providing Wi-Fi to customers (e.g. restaurant, accommodations, retail)

Community Wi-Fi

Questions

Would you support free Wi-Fi hotspots within commercial centres in the community?

○ Yes

○ No

As a business would you be willing to jointly fund free Wi-Fi at your location and adjacent businesses for shoppers and tourists?

○ Yes
○ No

Semi-Structured Interview Examples

When developing an understanding of a community's connectivity needs, it can be important to involve specialized professionals that service the community's health and safety. In most cases, the number of participants you will want to consult will make up a small sample size. In the event of a small sample size, you may wish to use a semi-structured interview format to collect your data. Below are several structured example questions that you might want to include within your interview.

Medical Clinics

Medical services such as Hospitals gain internet connectivity through their health authorities. However, while medical clinics are funded by the health authorities, they are under private ownership. As a result, it falls onto the open market to meet demands for internet connectivity. The availability of access and speed is dependent on ISPs to provide service capacity. As a result, the internet capacity of a medical practitioner could be impacted. The questions below can help you determine the current capacity, and plan for expansions as they relate to practitioner needs.

Structured Questions

As a medical practitioner, which of the following are you NOT able to reliably access or conduct due to your current internet connection:

- ⭕ Accessing Drug Information Systems (DIS)
- ⭕ Accessing Electronic Health Record Databases (EHR, EMR, PHR)
- ⭕ Accessing Diagnostical Reports
- ⭕ Conducting Practitioner/Specialist Video Consultation
- ⭕ Conducting Continuing Education
- ⭕ Conducting Patient Video Consultation
- ⭕ Conducting Referrals
- ⭕ Other (please specify): _____

Fire Halls

First-responder services such as the RCMP and Hospitals gain internet connectivity through federal and provincial standards. As such, it is assumed that most, if not all, first-responder facilities will have connectivity. However, fire halls fall within the scope of local government. As a result, meeting demands for internet connectivity for fire halls would fall onto the local government. The following questions could be used within a specialized survey to identify ideas of need and expand the capabilities of local fire response.

Structured Questions

In the event of an emergency does your fire hall have the internet capability to appropriately receive information and send notifications or announcements to the public?

- ⭕ Yes
- ⭕ No

First Responders & Coastal Response Centres

While connectivity at most first-responder stations is covered under provincial or federal standards, connectivity while practicing the job is not always a guarantee. Moreover, first responders present a unique opportunity and a valuable public-safety perspective of the connectivity landscape. During a first responder's day, they may encounter service coverage interruptions that may affect their job performance or abilities. Additionally, this experience could also

indicate areas of service coverage need that could be addressed and contextualized from the perspective of a public-safety responder.

Structured Questions

In the course of your workday, do you have a consistent and reliable cellular connection while you are on patrol or on route to an incident?

      ⭘ Yes

      ⭘ No

Open-Ended Questions

In your opinion, are there any specific locations where a lack of cellular service poses a significant risk to public safety?

    a.   _____
_____
_____ (open ended question)