

St. Johns County Business Broadband Survey Report
December 2022

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1. Introduction

This St. Johns County Business Broadband Survey Report was prepared as part of the Local Technology Planning Team process being undertaken by the St. Johns County Department of Economic Development, in accordance with State of Florida Department of Economic Opportunity guidelines that were developed to enhance the understanding of current broadband availability and identify unserved businesses and residents. This report provides overall response data for 14 questions that were presented in an online survey, which was open to all public participants from November 25th to December 7th of 2022. For additional information please contact David Kiernan at dkiernan@sjcfl.us.

2. Respondent Location

There were 51 responses to this question including one (1) from outside St. Johns County. The top response was 32084 - St. Augustine (22 responses, 43.1%), and Zip Code 32081 – Nocatee was had the second most (6 responses, 11.8%). Zip Code 32082 (Ponte Vedra Beach) and Zip Code 32092 (Northwest St. Johns, South of Fruit Cove) each accounted for 5 responses or 9.8% of total responses.

Table 1. Respondent Location

Zip Code	Location	Number of Respondents	% of Respondents
32084	St. Augustine	22	43.1%
32081	Nocatee	6	11.8%
32082	Ponte Vedra Beach	5	9.8%
32092	Northwest St. Johns, South of Fruit Cove	5	9.8%
32095	North St. Augustine	3	5.9%
32080	Anastasia Island	3	5.9%
32086	Matanzas Area	2	3.9%
32145	Hastings/Flagler Estates	2	3.9%
32259	Fruit Cove	2	3.9%
32250	Jacksonville Beach (Duval County)	1	2.0%

3. Question 7: Is this a home-based business?

There were 51 responses to this question. Most responses (29, 56.9%) indicated that it was not a home-based business, while 22 responses (43.1%) indicated that it was a home-based business.

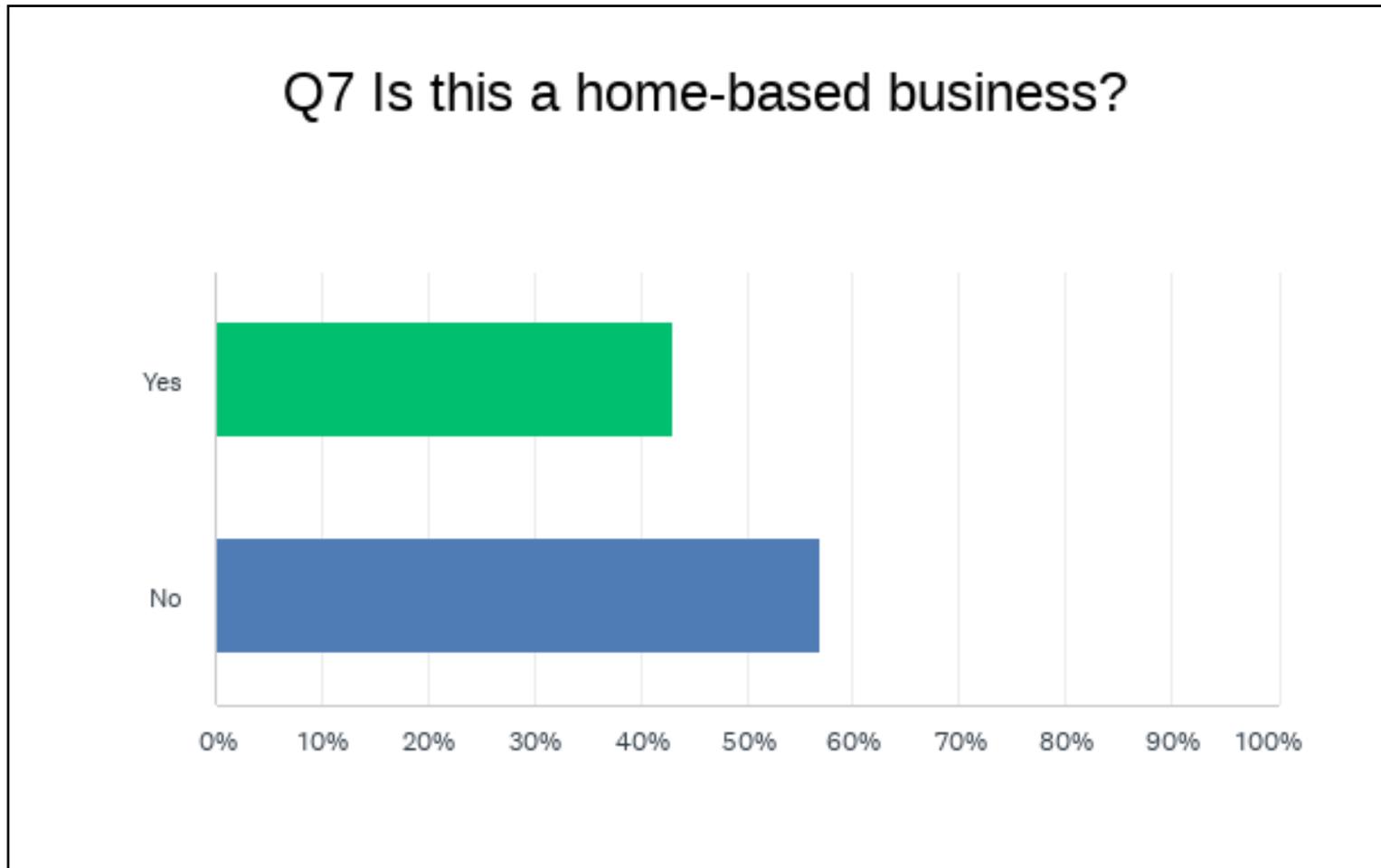


Figure 1. Home-based Business

4. Question 8: If no, would you be able to work from home if you had better technology?

There were 29 responses to this question. Most responses (22, 75.9%) indicated that they would not work from home if they had better technology, while 7 responses (24.1%) indicated that they would.

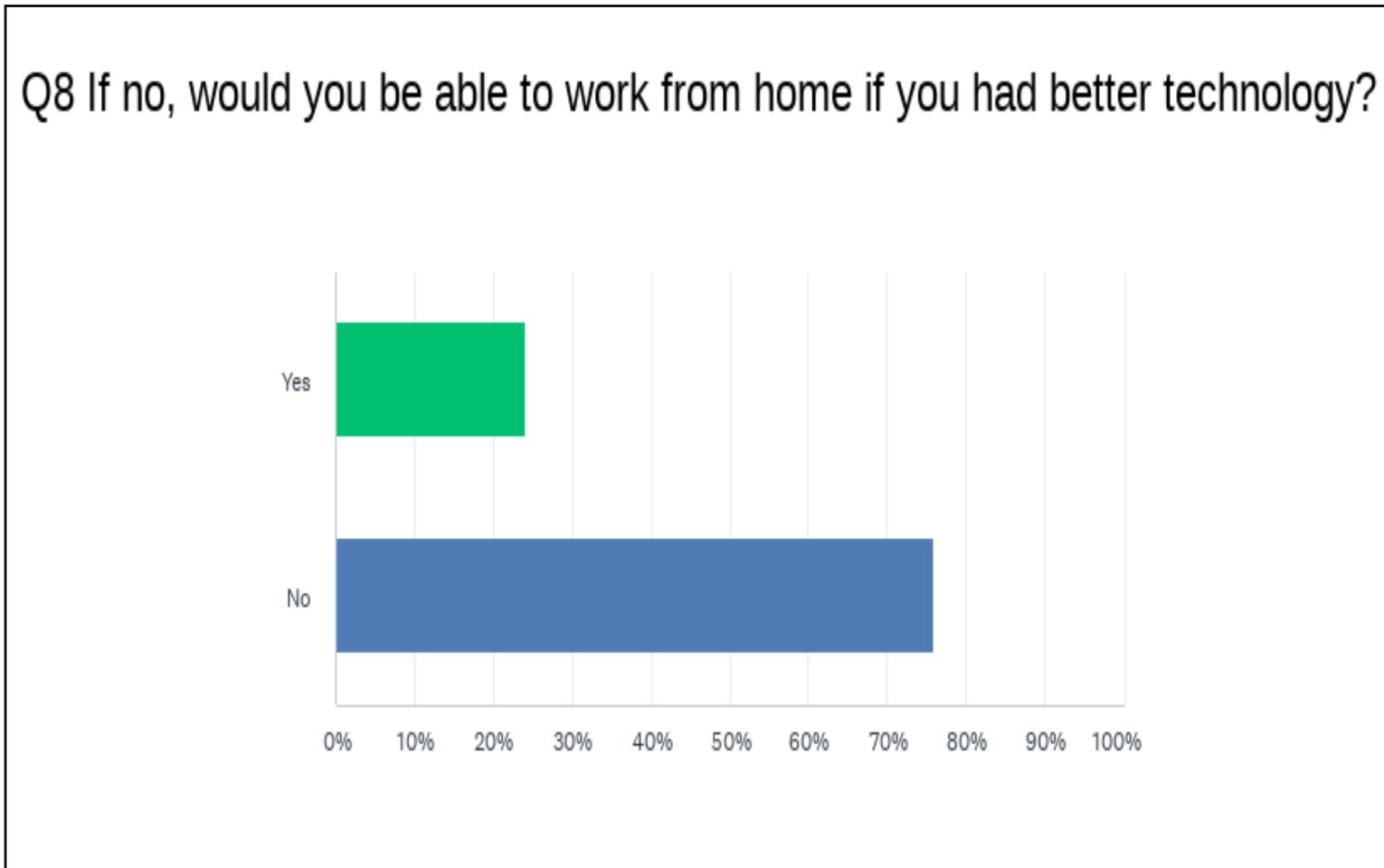


Figure 2. Would You Work from Home with Better Technology?

5. Question 9: What business/industry sector is your business/organization in?

There were 27 responses to this question. The top response was Tourism (6 responses, 22.2%) and Real Estate was second (5 responses, 18.5%).

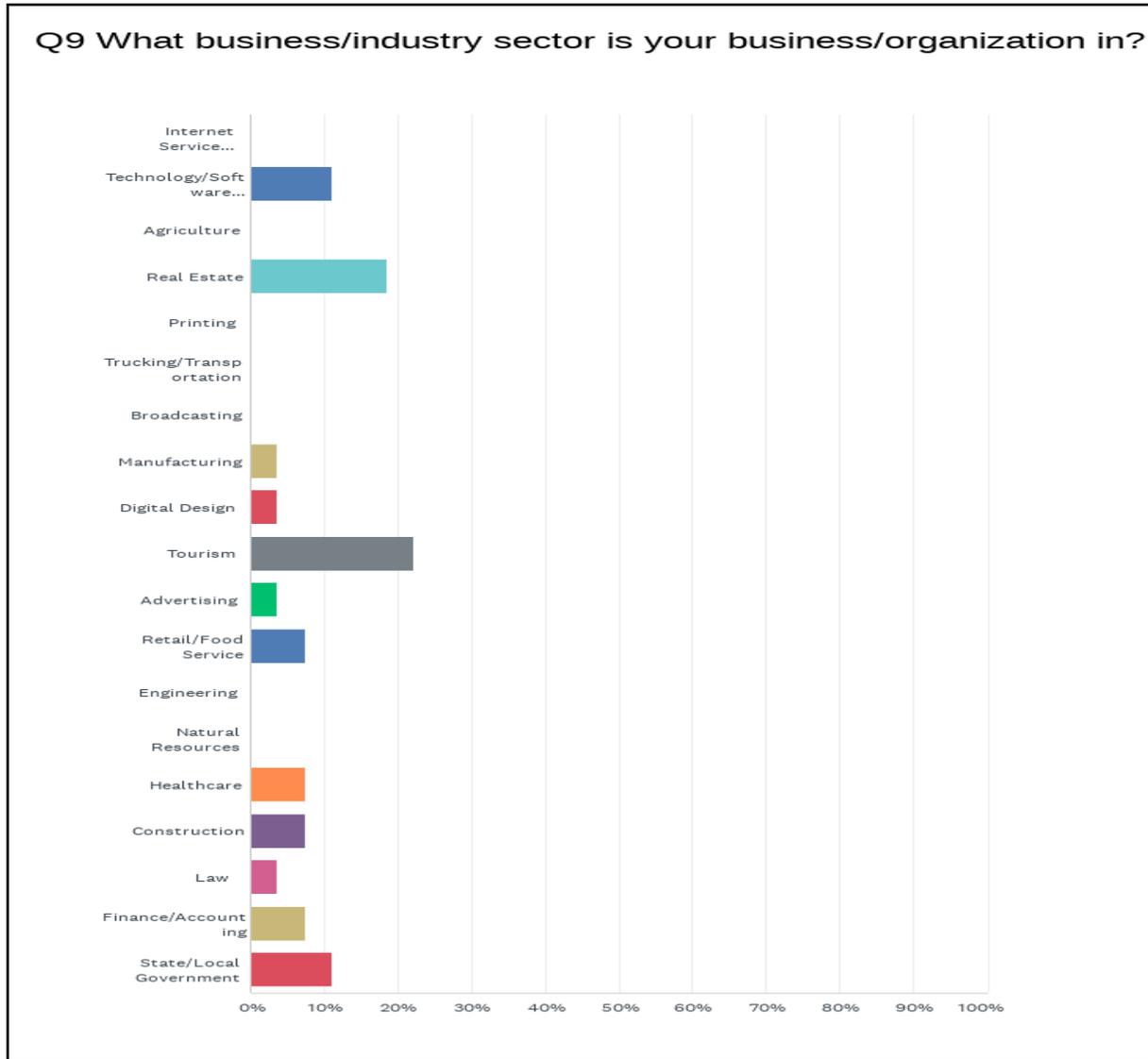


Figure 3. Business/organization Industry

6. Question 10: How many employees does your business/organization have?

There were 51 responses to this question. The top response was Between 1-5 (22 responses, 43.1%) and Between 16-50 was second (8 responses, 15.7%). Between 6-15 (7 responses, 13.7%) and 100+ (6 responses, 11.8%) also had high response rates.

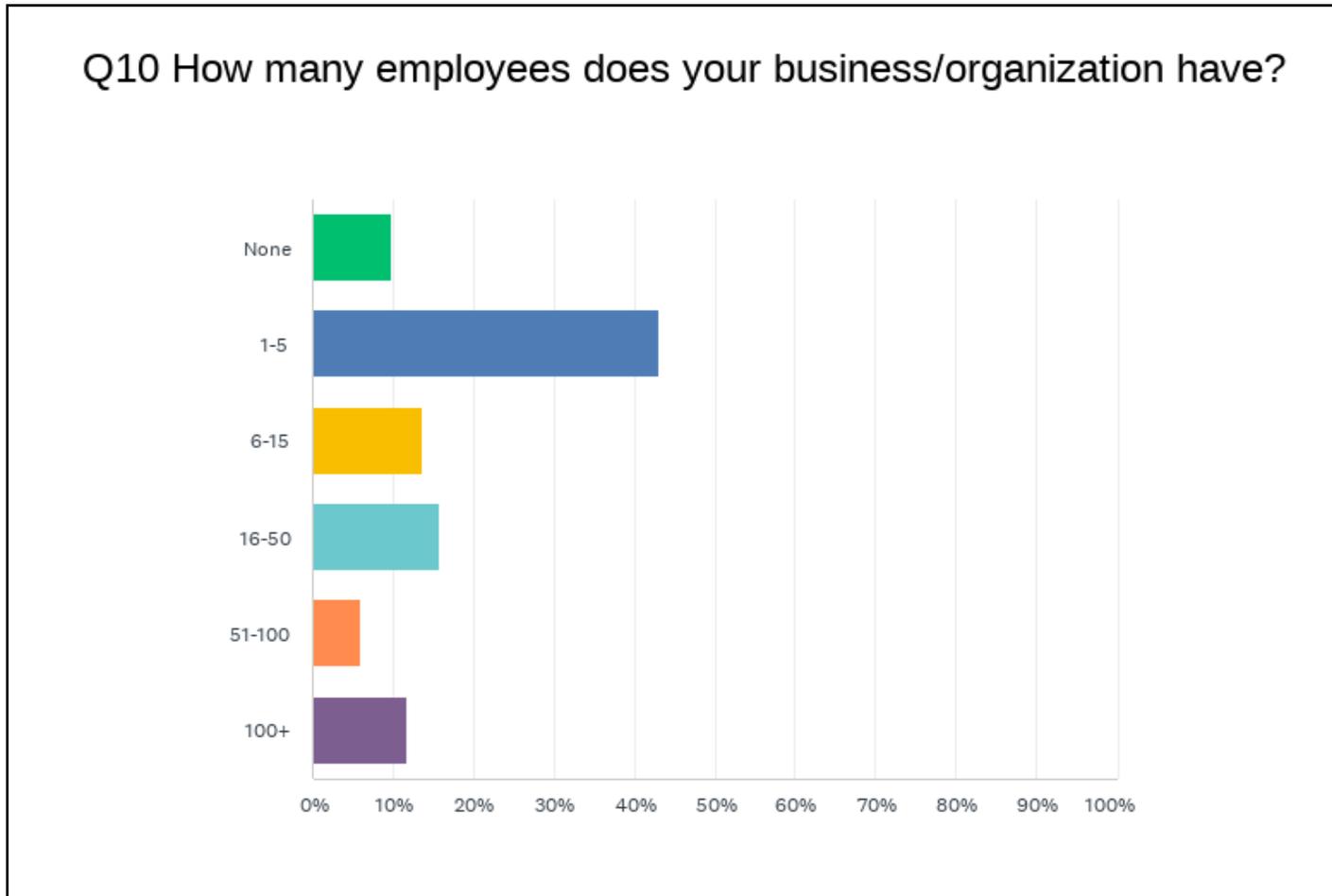


Figure 4. Number of Employees

7. Question 11: How do employees access the internet at your business/organization?

There were 51 respondents to this question. The top response was Cable Modem (22 responses, 43.1%) and Fiber-optic was second (18 responses, 35.3%). Cellular Data Plan (16 responses, 31.4%) and Fixed Wireless (14 responses, 27.5%) also had high response rates.

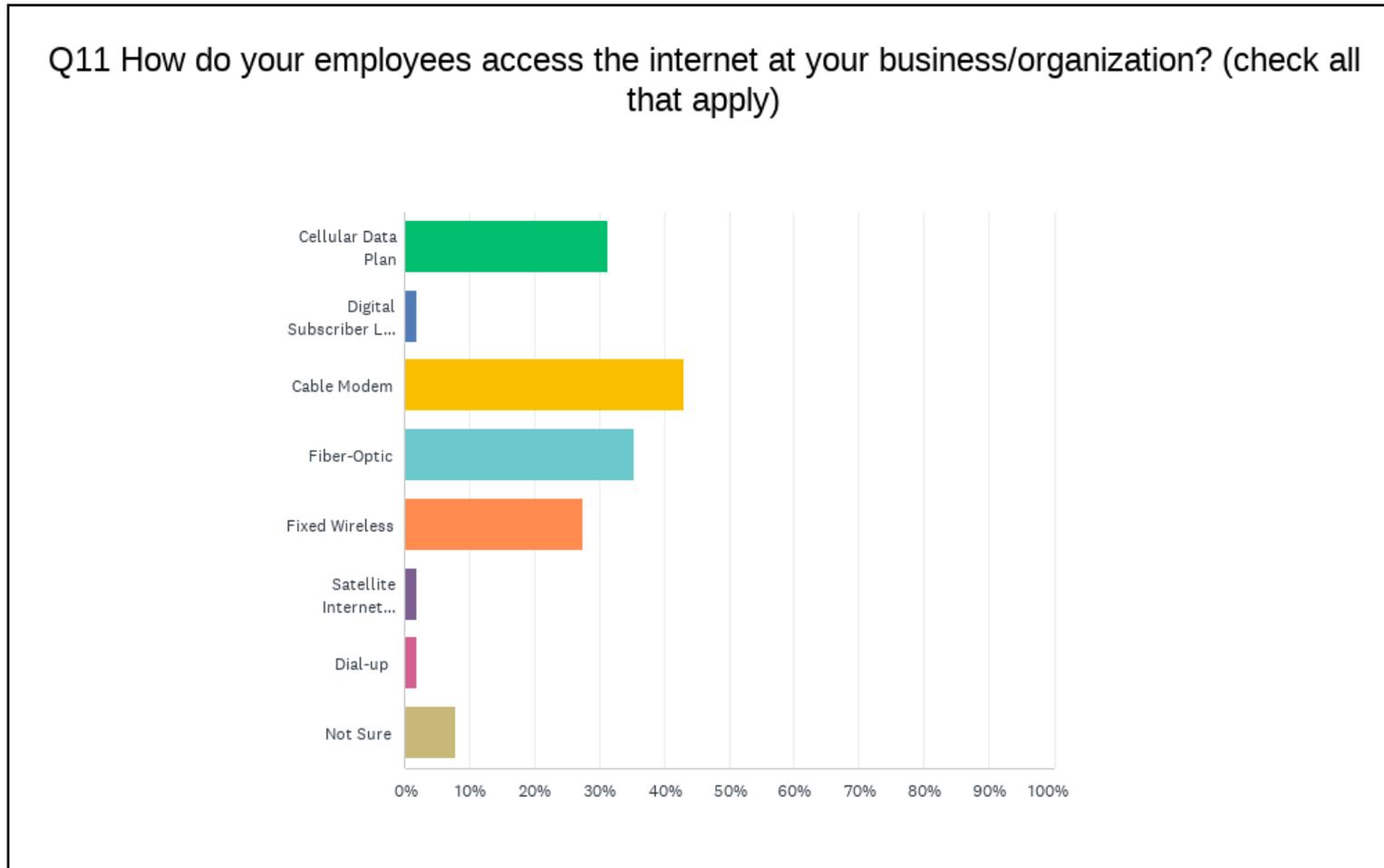


Figure 5. Employees Access to the Internet

8. Question 12: How satisfied are you with your current internet access?

There were 51 responses to this question. The top response was Somewhat Satisfied (17 responses, 33.3%) and Satisfied was second (12 responses, 23.5%). Very Satisfied (11 responses, 21.6%) also had a high response rate.

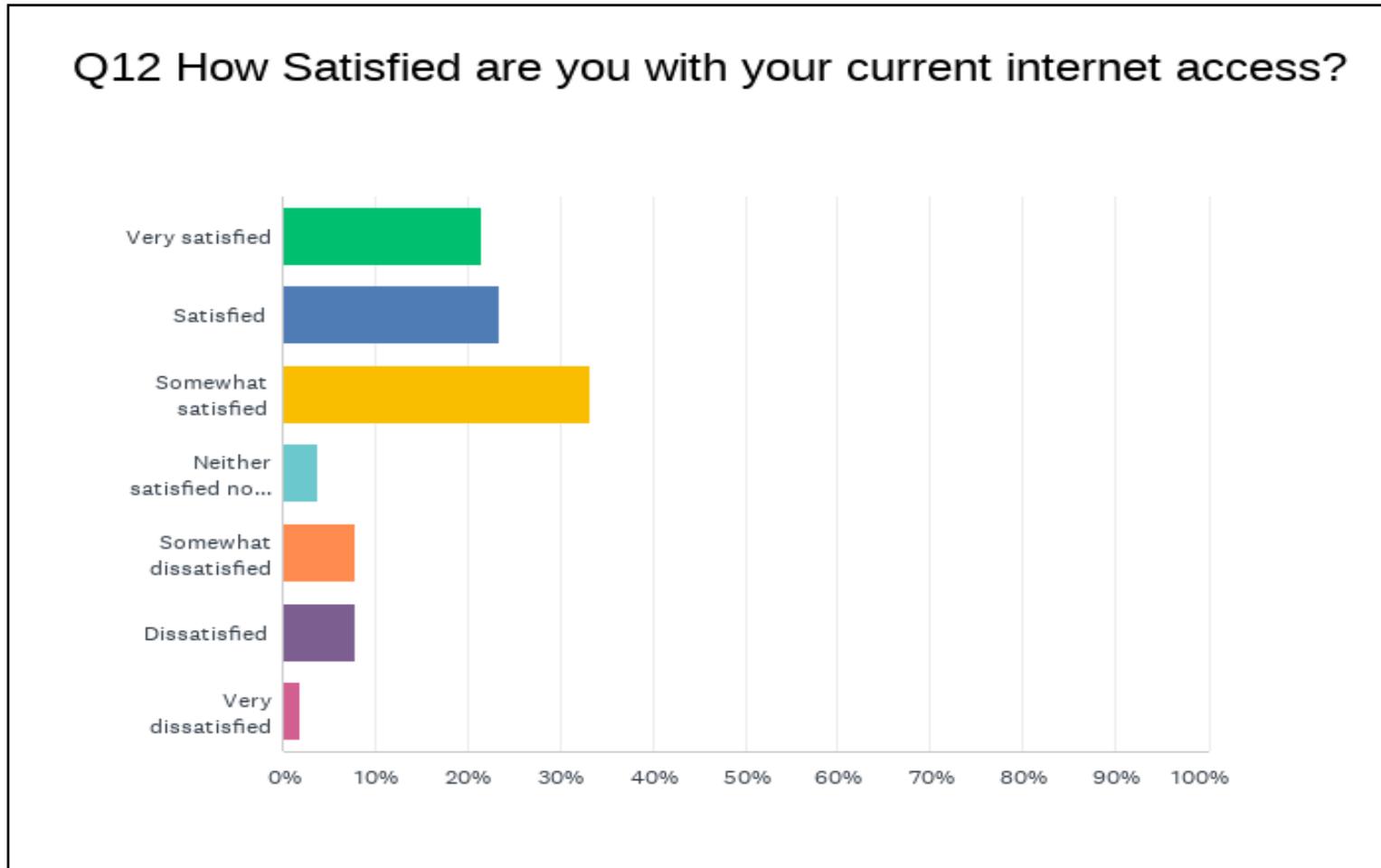


Figure 6. Internet Access Satisfaction

9. Question 13: If you do not have internet access at your business/organization, what is the main reason for that?

There was 1 response to this question, which was that the internet was too slow.

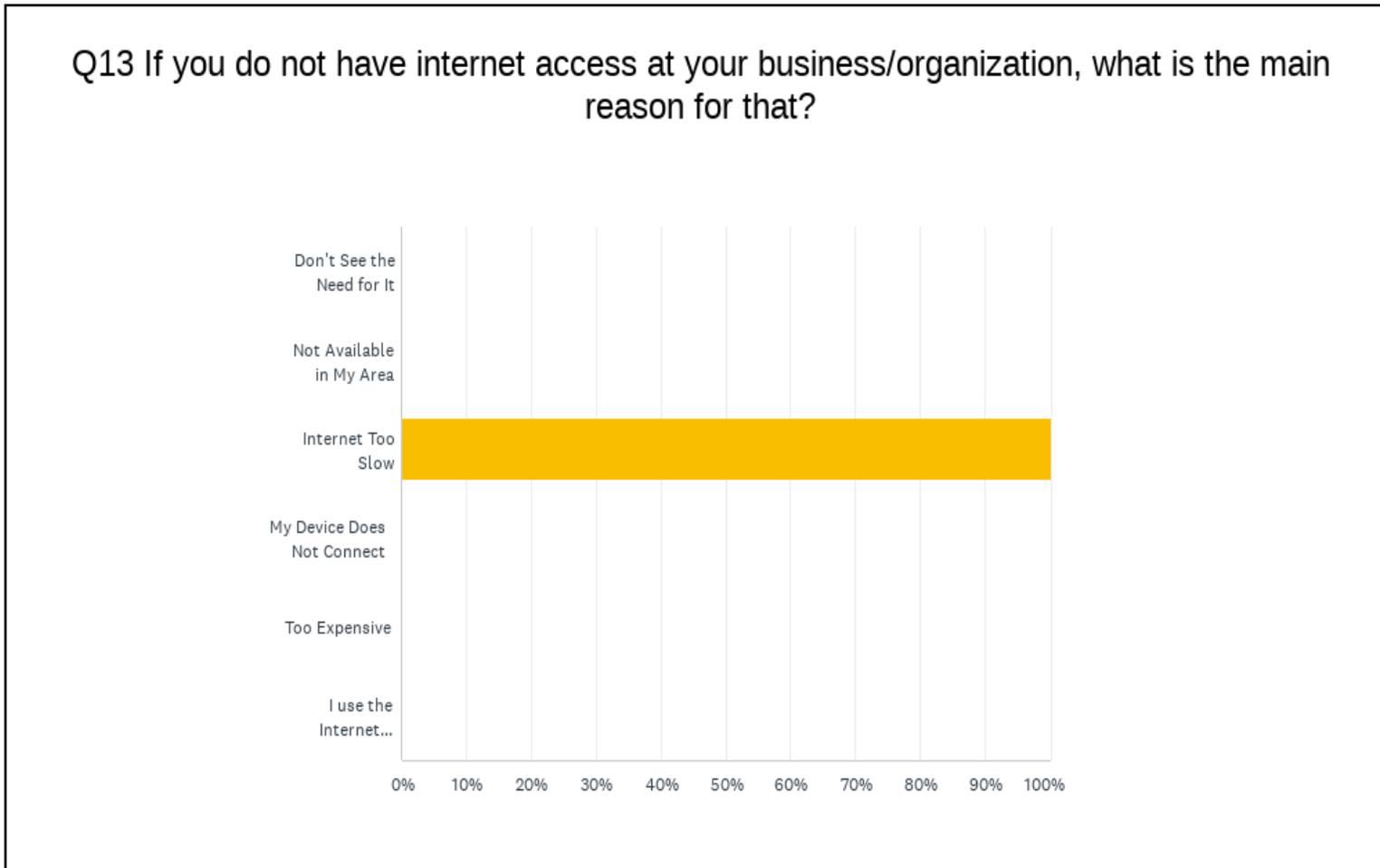


Figure 7. Reason for Lack of Internet

10. Question 14: Which company do you purchase internet service from, at your business/organization?

There were 48 responses to this question. The top response was Xfinity by Comcast (32 responses, 66.7%) and AT&T Internet was second (15 responses, 31.3%).

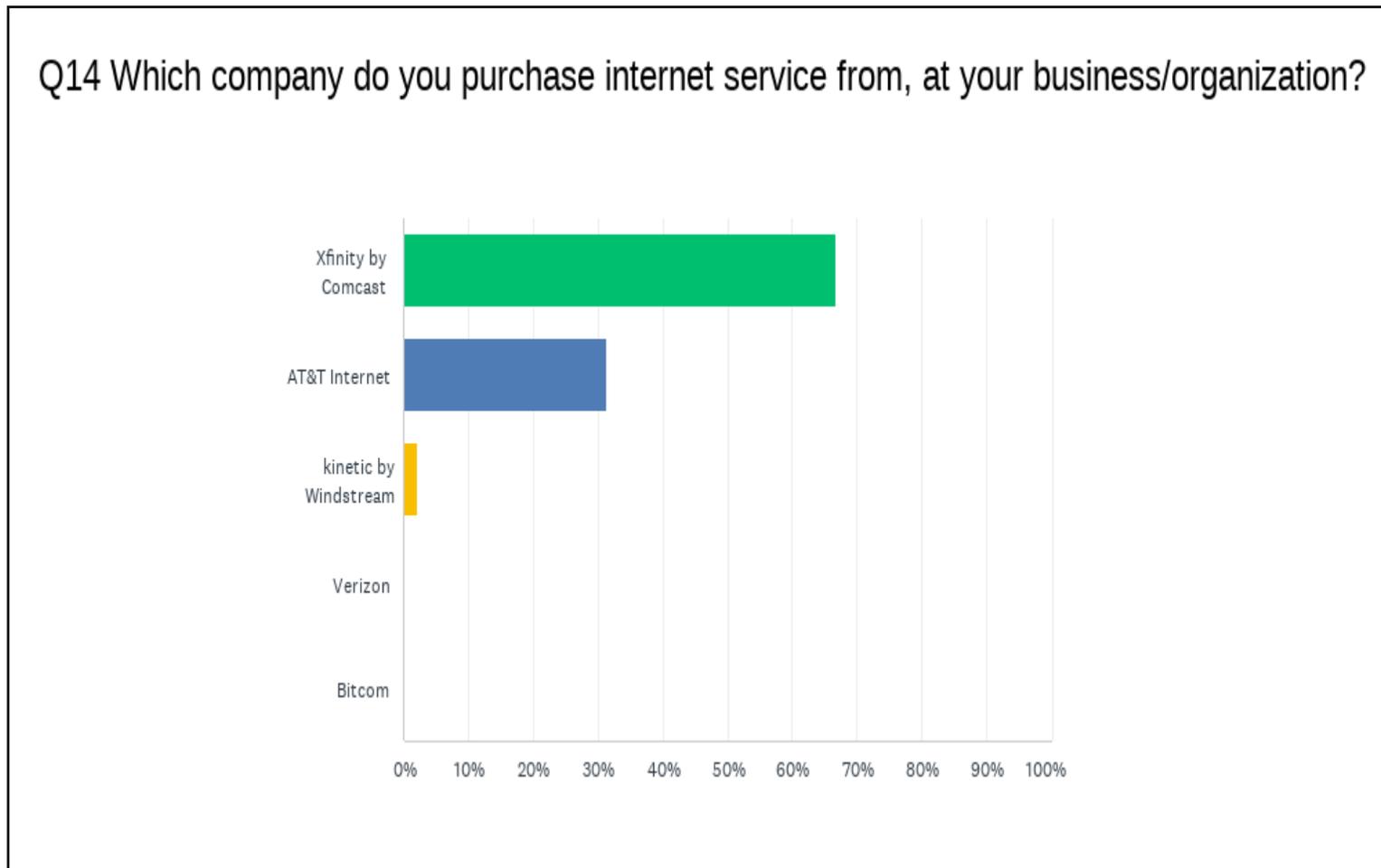


Figure 8. Service Provider

11. Question 15: Please identify the digital devices you could use to access the internet from your home.

There were 51 respondents to this question. The top response was Laptop (48 responses, 94.1%) and Smart Phone was second (45 responses, 88.2%). Desktop (39 responses, 76.5%), Tablet/E-reader (30 responses, 58.8%), Smart TV (29 responses, 56.9%), and Streaming Device (20 responses, 39.2%), also had high response rates.

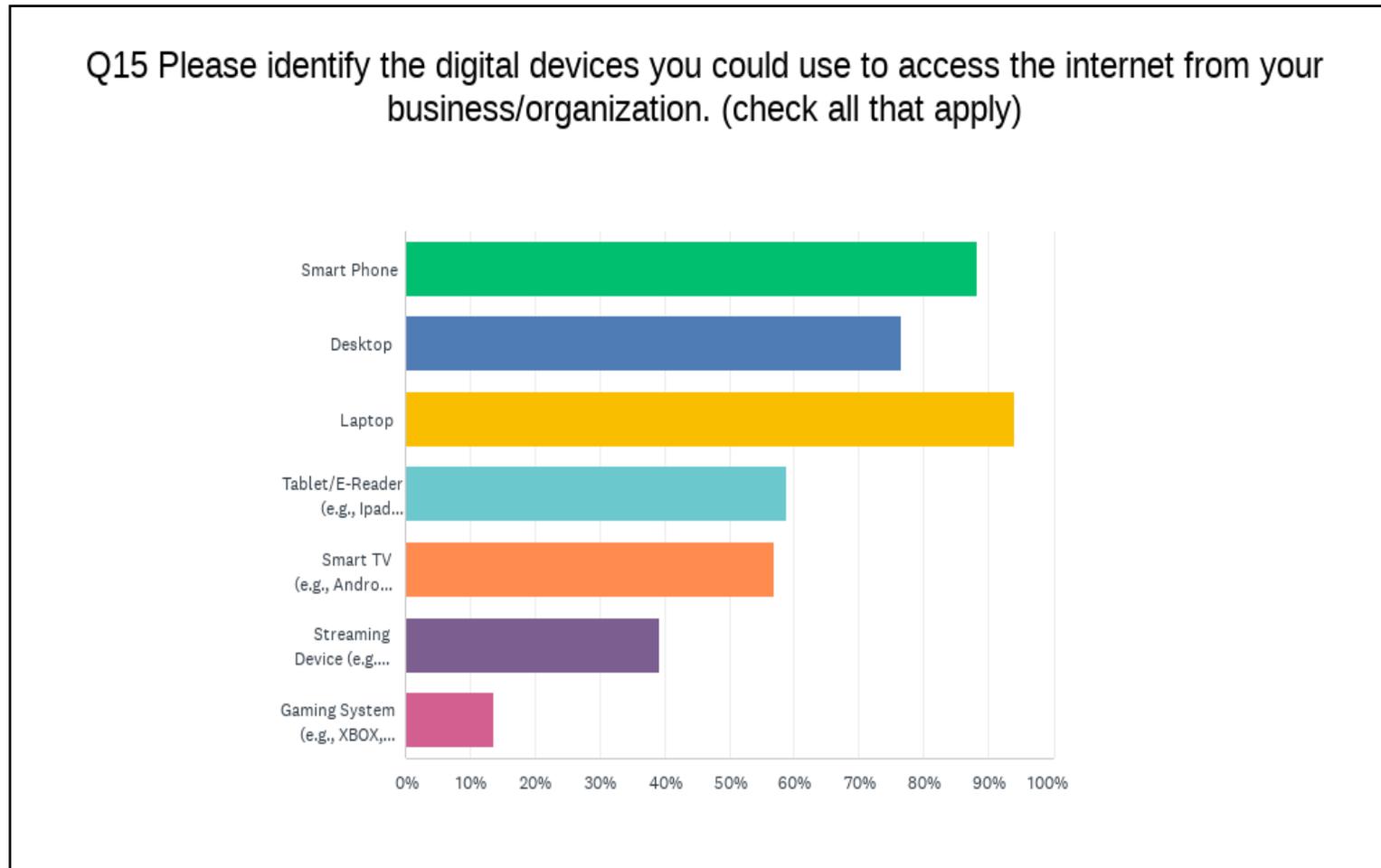


Figure 9. Digital Devices for Internet Access

12. Question 16: What do you pay monthly for your service?

There were 50 responses to this question. The top response was Between \$151 and \$250/month (12 responses, 24.0%), and Between \$101 and \$150/month and Over \$250 were tied for second (10 responses, 20.0% each). Between \$50 and \$75/month (9 responses, 18.0%) also had a high response rate.

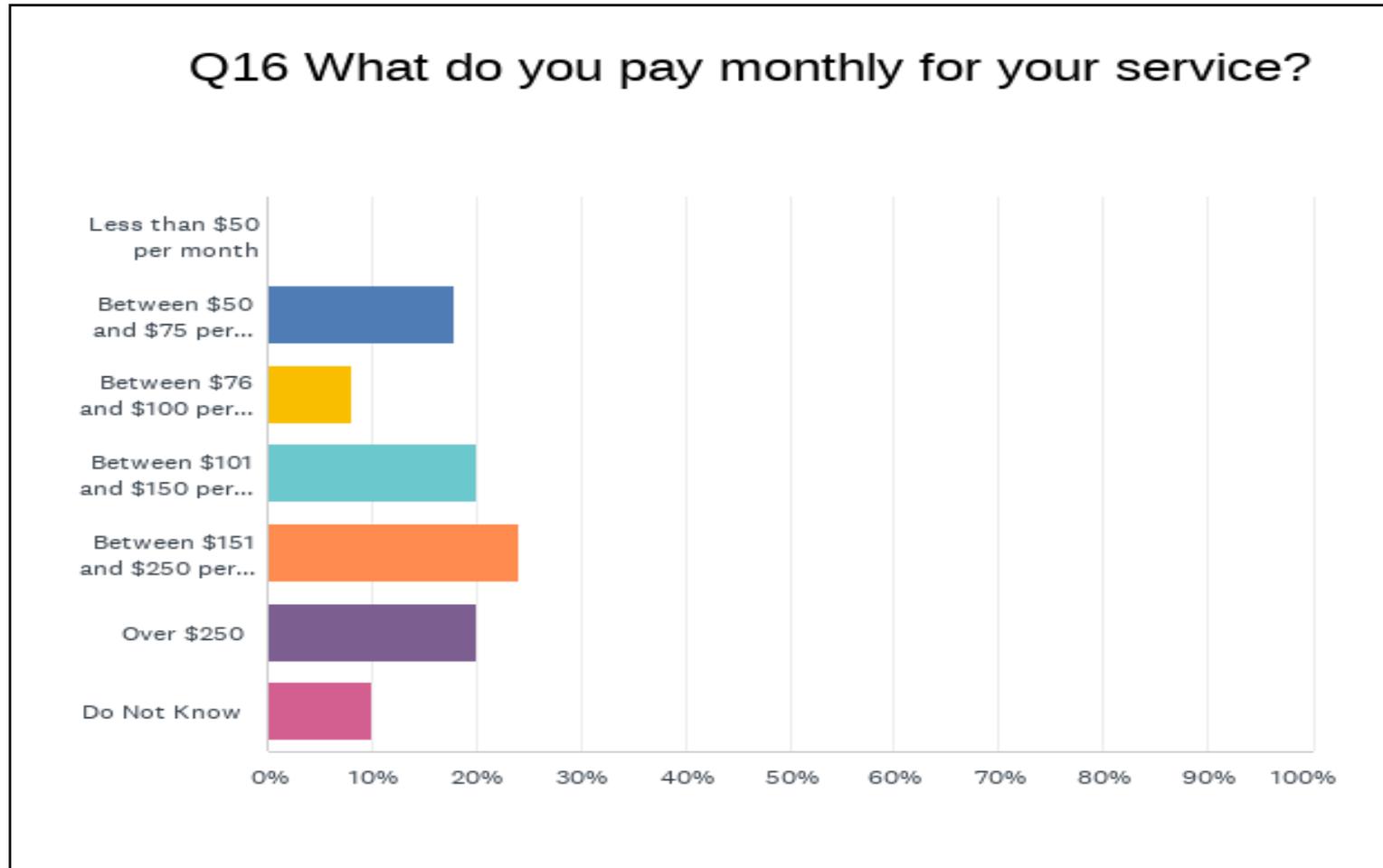


Figure 10. Cost of Internet Service

13. Question 17: What download speed do you purchase from your internet service provider?

There were 51 responses to this question. The top response was 100+ Mbps (20 responses, 39.2%) and Do Not Know was second (19 responses, 37.3%).

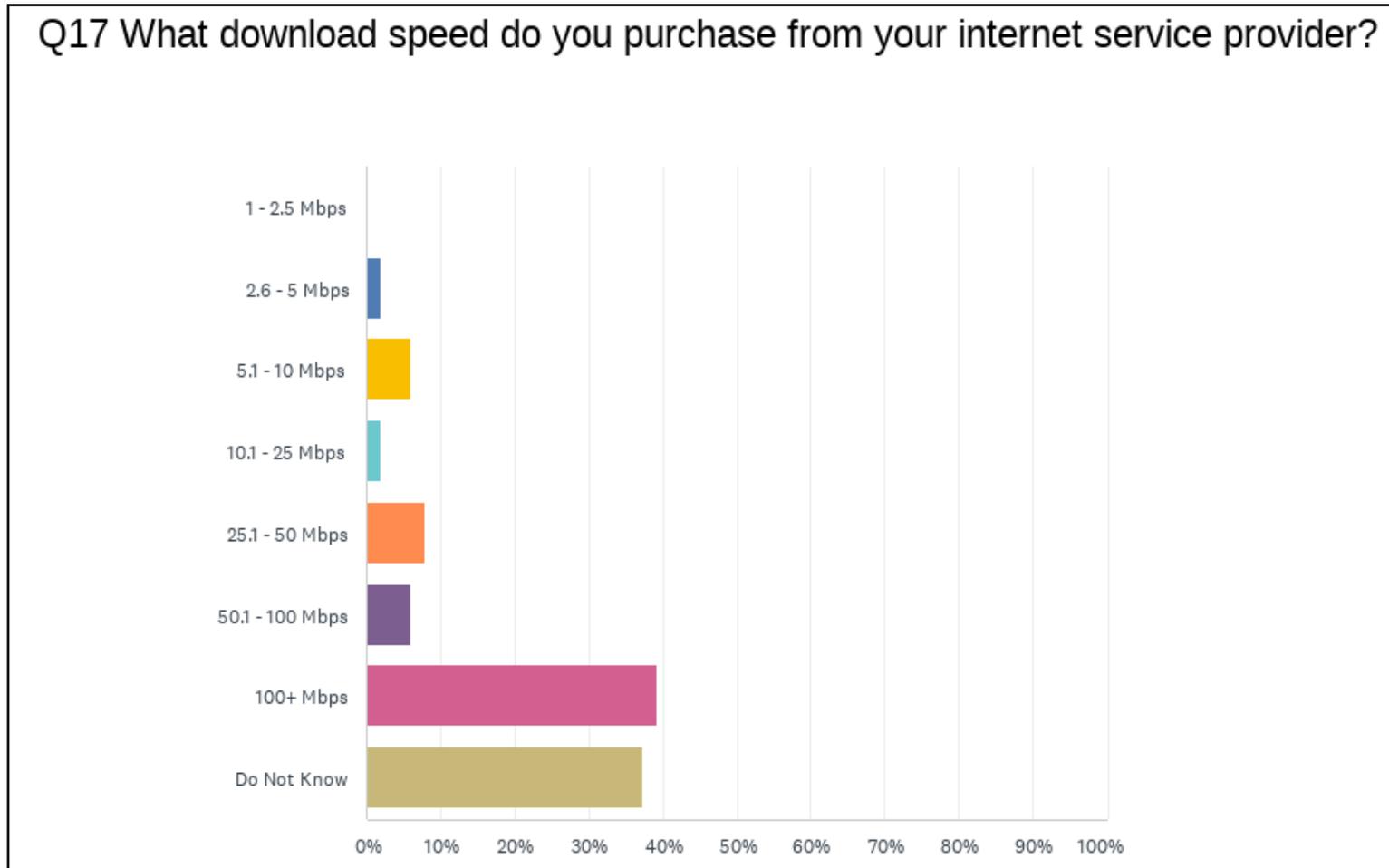


Figure 11. Download Speeds Purchased

14. Question 18: What practices/applications require an internet connection at your business/organization?

There were 50 respondents to this question. The top response was Basic Email and Web Browsing (48 responses, 96.0%) and Social Media was second (40 responses, 80.0%). Transfer large Files (36 responses, 72.0%), Online Backup (35 responses, 70.0%), and Video Teleconferencing (34 responses, 68.0%) also had high response rates.

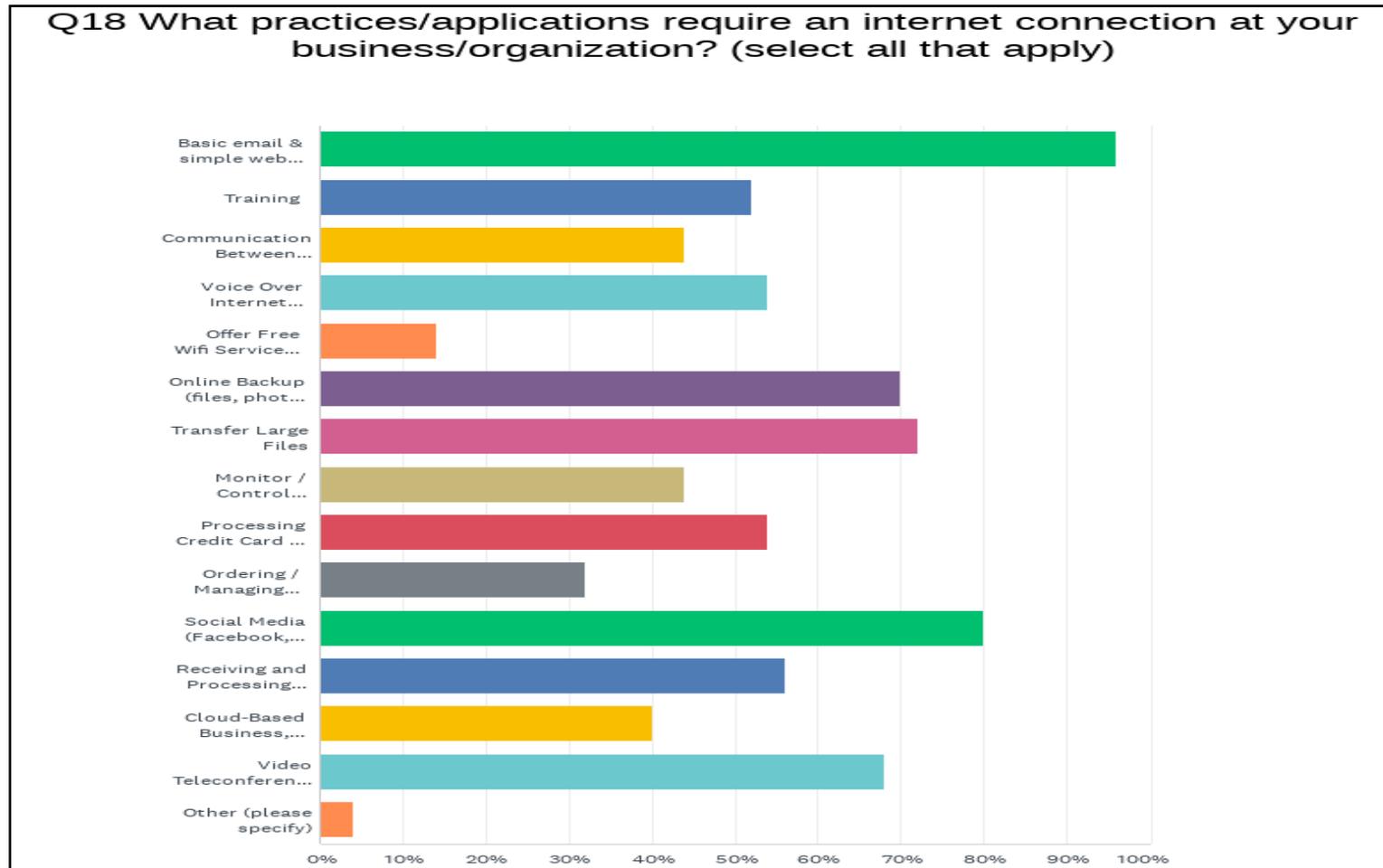


Figure 12. Purpose of Internet Use

Q19 Please add any additional information that you would like to share on this topic.

Answered: 18 Skipped: 33

#	RESPONSES	DATE
1	Dial up is to slow	11/6/2022 8:28 PM
2	I have customers all over that use various solutions. Windstream in the territories that it possesses in St Johns County is the worse solution of all. I am replacing it with StarLink whenever I can or use wireless bridges from comcast when that is possible	11/3/2022 11:46 PM
3	Both AT&T Phone Service AND Internet Services are spotty, slow and literally go out almost every day. There are only a few spots in my home that I can use my phone and it has gotten worse with the building of the new hotels. We need more TOWERS and Comcast has to figure out a way to provide service that is not interrupted on a daily basis.	11/3/2022 7:42 AM
4	I am fortunate that fiber access has been provided in our part of the county.	10/31/2022 3:23 PM
5	We are downtown some have fairly good access. We have not expanded into Hastings due to lack of reliable internet service.	10/31/2022 6:37 AM
6	WAY too many outages, requiring us to use our cellphone provider's hotspot as backup	10/29/2022 11:06 AM
7	We are happy with our internet service, however the cell service on Anastasia Island is horrible and is our guests number 1 complaint as far as technology.	10/28/2022 4:56 PM
8	We had At&t install a fiber line to our property for internet and changed over to comcast after 2 years - cannot find competitive bidders for cable/internet because they said the do not see a fiber line in our area	10/28/2022 4:29 PM
9	One of the most urgent concerns for the downtown area and other areas of the county is the lack of cell phone towers. We are bringing in more people as long term residents as well as increased tourism which I am in complete support of but not increasing the bandwidth of the cellular services of our community. I hear complaints all the time of our poor signals in our area.	10/28/2022 2:19 PM
10	Have Comcast at the office, ATT at home. Would be nice to have both services at both location. Bigger issue is poor cell service in our area. Almost 0 signal inside the office.	10/28/2022 1:55 PM
11	The only hardwired service prior to Starlink was ATT copper, however it was at capacity on my street and they wouldn't open an account. ATT wireless barely worked but did for basic tasks. Starlink works very well and is \$135/mo for the RV version since the \$110 residential version is currently at capacity. Starlink is probably a game changer where it can support everyone who wants it.	10/28/2022 1:53 PM
12	We don't want to change services.	10/28/2022 1:35 PM
13	Our internet is an integral part of conducting business. We go home id the internet is out because we cant even answer the phone if internet is out because of our systems.	10/28/2022 1:23 PM
14	I absolutely positively do not want 5G!!! I'd rather keep the speed and service that I have.	10/26/2022 11:07 PM
15	Comcast's Business service has been reliable but the price goes way up when the "promotional period" expires. Long-term customers should not have to request revised pricing when they offer discounts to new customers	10/26/2022 9:59 AM
16	I would love to get fiber to our area of Saint Johns county. Xfinity is expensive and they force you to pay for a larger package. When I lived in Durbin Crossing we had access to ATT fiber and it was cheaper and faster. I would love to have that option again.	10/26/2022 8:58 AM
17	Very slow	10/26/2022 1:01 AM
18	When it's working, the fiber optic is great for my massive digital needs. But it's constantly	10/25/2022 3:49 PM

buffering, glitching, or completely down thanks to constant cutting of cables by construction crews. I've got a hotspot with T-Mobile as they're more consistent & other businesses in my neighborhood lose their cell phones when AT&T is down. Every time a tower gets knocked out, I have to drive up to Baptist South to let my clients know. Given I have a very international clientele, it's hard as hell when Austrian or Italian or UK clients point out THEIR internet is more reliable. I feel very strongly that these companies are UTILITIES & the constant outages are unacceptable. I bought my house because I needed fiber optic capacity & speeds, yet AT&T no longer answers their phones to deal with outages, leaving us to bots. We're back to Ma Bell levels of customer dis-service. Xfinity doesn't have comparable speeds & constant line issues from antiquated cable tech. T-Mobile is awesome customer service, but wireless isn't there yet. The minute their system can handle uploads to Amazon without dropping data packets, I'll leave the horrific AT&T behind. But I'm fed up with home businesses being treated like afterthoughts & all the focus on TV. Starlink is simply too slow for business uplink (I researched out of desperation). I need consistent service NOW & a reliable estimate when it'll be back up. Knocking out BOTH my internet & phones for up to 72 hours at a time is dangerous given the current state of the world. No internet or cell means no emergency services.
