

# Mo-Kan Regional Council Business Survey Summary

## Importance of broadband among businesses

Very Important	88%
Important	8%
Somewhat Important	4%
Not at all Important	0%

## Why important?



- Speed and enhanced Internet access is important for day-to-day business functions
- People moving into the area can be better served
- Broadband Access is essential to state statutes and publications
- Internet Access is critical for everyday communication
- Essential for conducting and expanding business
- Broadband connections allow employees to be more efficient and productive
- Current maximum internet speed slows down productivity leading to lost dollars

## Would it be beneficial to your business if broadband were enhanced?

92% indicated "YES", Why?

- Faster, more reliable connections with shorter loading times
- Many students have limited bandwidth which precludes their ability to obtain video modules required for academic courses
- Competition would drive the price down
- Always available even in bad weather
- Higher speed connections enhance productivity
- 

## Thoughts on how to go about enhancing broadband in your region?

- Bring DSL in over/with the electric lines or get more repeaters set up for wireless
- Install a tower on my farm silo or my property
- Provide high speed internet to the rural communities
- Have providers extend their lines to all areas
- Install fiber optic lines

## **On-line Business Survey – Other Comments**

- Our biggest hurdle, and it is a SIGNIFICANT hurdle, is the limited bandwidth available to many of our students and staff. This limits the use of even moderately bandwidth-intensive applications.
- It would be great to have faster service without it costing an arm and leg!
- Many farmers in this area are needing better service, as most of us are on fringe areas of service. No major suppliers are available in this area.
- We need more providers and more access to high speed internet in all rural areas throughout the state.
- I cannot understand why at least one company would[n't] want to place a tower close to the highest point between Kansas City, MO and Omaha, NE.
- I think competition is abundant. There are many choices for consumers, cellular, line of sight wireless, cable, telephone, satellite.
- Broadband is desperately needed in my rural area. For agriculture, Satellite is a poor choice. We tend to be indoors when weather is bad, and at those times Satellites do not work! Many folks would use broadband services if they were available.
- After being told for years that fast broadband was just around the corner, I have been frustrated that it still is not available. My current provider sold its service to me based on 2mb speed (business) but in reality could not deliver over 1mb.



**Mo-Kan Regional Planning and Economic Development Commission**  
**Survey on Residential Broadband/High Speed Internet**  
**(N=400)**

**ACCESS TO COMPUTERS AND THE INTERNET**

1. Do you own a computer in the home? 91% Yes 9% No

If Yes, how many years have you had a computer in the home?

2% Less than 1 yr 4% 1-3 yrs 18% 4-7 yrs 18% 8-10 yrs 58% More than 10 yrs 0% Don't Know

- 1a. Please indicate the technologies that you own and how you use that technology.

72% A desktop computer How many? Range 1 to 5 (1=80%, 2=16%, 3=2%, 4=1%, 5=1%)

56% A laptop or other portable computer (e.g. iPad, netbook, mini PC)

How many? Range 1 to 6 (1=56%, 2=28%, 3=11%, 4=3%, 5=1%, 6=1%)

Does your laptop or other portable computer have wireless Internet capability? 94% Yes 6% No

81% A cell phone

If you own a cell phone, did you use your cell phone in the **last 7 days** for...(Check all that apply)

29% Web browsing 31% E-mail 55% Text Messaging 15% Listening to music 43% Camera 12% Video  
11% I own another device(s) that I use to access the Internet.

Identify your other device(s):

Top 5 Responses (N=47): 1. iPod/Pad 2. Xbox 3. Playstation 4. Kindle or Nook 5. Blu-Ray Player

- 1b. If you indicated you **DO NOT** have a computer, please check all the reasons that apply for not purchasing a computer. (Check all that apply, then **go to Question 6 on back**)

1% I don't have one now, but plan to purchase one within the year

4% Cost / too expensive 3% Don't know how to use a computer 0% Sufficient access to computers

1% My cell phone is all I need 3% Safety / security concerns 5% Don't want one

2% Don't know how to choose one 1% Don't have time to use one at home 4% Don't need one

1% Don't have time to learn how to use one 3% Don't know how to set it up 0% Don't want kids to use it

2% Worried about computer safety (viruses, worms) 3% Privacy/security/personal information concerns

0% Don't Know .3% Other (N=3) (specify) : 1. Cell Phone are Dangerous, 2. Hearing/Sight Problems, 3. Too Old

2. Do you have Internet access at home? 89% Yes 11% No (**Go to Question 4b**)

Who uses the computer or Internet at your house? (Check all that apply)

77% I do 52% Spouse/Partner 35% Children 3% Sibling 5% Friend 1% Grandparent

5% Parent 2% Housemate or roommate 2% Other: (N=14): 1. Grandchildren, 2. Nieces/Nephews, 3. Visitors

3. What type of connection do you use at home to access the Internet? (Check all that apply)

3% Dial-up (**Go to Question 4**) 46% Cable modem 3% Satellite Internet service 2% Cellular Broadband (air card)

24% DSL 6% Fixed Wireless

2% Other (N=9) (specify): 1. Wireless, 2. Air Card, 3. iPhone

- 3a. How long have you had any type of broadband or high-speed Internet service in your home?

7% Less than 1 yr 19% 1-3 yrs 40% 4-7 yrs 13% 8-10 yrs 18% More than 10 yrs 2% Don't Know

2% Not Applicable

4. Why did you choose this connection type and service provider?  
15% Cost 43% Speed 23% Only available service 16% Most reliable in my area  
4% Other (N=24): 1. Part of a bundle package, 2. Only option in my area, 3. Convenience

4a. What company provides your Internet service? (N=321)  
Top 3 Mentions: 1. St. Joseph's Cablevision, 2. AT&T, 3. CenturyLink

How much do you pay per month for service? Range \$11.65 to \$168 Mean=\$39.90 Mode= \$40

4b. **If you indicated you DO NOT have Internet service, please check all the reasons for not having Internet service.**  
 (Check all that apply, then go to Question 6 on back)

- 1% I plan to establish Internet service within the next year 5% I don't own a computer
- 7% Cost / too expensive 1% High-Speed Internet service is not available 1% Sufficient access elsewhere
- 2% Nothing on the Internet I need 2% Don't know how to choose a service 1% Don't know how to use it
- 1% Don't have time to learn how to use the Internet 2% Don't know how to set it up 1% Problems with cable access
- 1% Can't get the kind of Internet access I want 1% Problems with DSL access 2% Computer safety – viruses, worm
- 3% Privacy/security/personal information (banking, credit card, identity theft) 2% Don't really know about Internet
- 2% Inappropriate content/pornography/hate material 1% Child safety (dangerous strangers)
- 1% (Other specify) (N=4): Too Expensive

5. The following are a list of characteristics about your Internet service. Please indicate whether you are “very satisfied” “satisfied” “dissatisfied” or “very dissatisfied” with that aspect of your Internet service. (Circle response)

Service Issue	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/NA
Speed of the on-line connection	20%	55%	17%	7%	1%
Cost of Internet service	7%	39%	37%	16%	1%
Reliable access to the Internet	21%	62%	12%	4%	1%
Ease of use	24%	67%	7%	1%	1%
Customer Service Reps' knowledge when you call for service	23%	50%	10%	6%	12%
Number of providers in your area to choose from	6%	18%	25%	29%	22%

6. Do you use the Internet anywhere else other than home? 62% Yes 38% No  
 Please indicate other places that you might use the Internet.  
 Work? 81% Yes 19% No  
 If yes, do you work as a computer or broadband professional? 8% Yes 92% No  
 School? 31% Yes 69% No  
 Public Library? 35% Yes 65% No  
 A relative or friend's house or some other home in the community? 52% Yes 48% No  
 A retail shop with wireless Internet services? 27% Yes 73% No  
 Everywhere (mobile Internet) 49% Yes 51% No  
 Other? (N=9): 1. Restaurants, 2. When Traveling, 3. Museums

7. Do you have an e-mail address? 92% Yes 9% No  
 How often do you use e-mail?  
65% At least once a day 22% Weekly or several times per week 13% Less than once a week

8. How important is it for **all RESIDENTS** of the State of Missouri to have access to computers and the Internet?  
46% Very important 24% Important 16% Somewhat Important 6% Not at all important 9% Don't Know

9. For which of the following characteristics of broadband service is it important for you to have a **choice**?  
 (check all that apply)  
81% Cost of service 70% Speed of service 54% Type of service (cable modem, DSL, wireless, etc.) 38% Providers  
 Other? (N=11): 1. Reliability of signal, 2. Package Deals, 3. Providers

10. Do you have any concerns about the region or the State of Missouri working to improve broadband service in your community? 25% Yes 75% No  
Specify concerns: (N=87). Top 5 First Concerns: 1. Cost, 17%; 2. Does not want government involved, 12%; 3. Want more choices, 10%; 4. Want High Speed, 12%; 5. Hurry! 7%

### TYPES OF INTERNET USE

11. The following is a list of things for which you might use the Internet. Please indicate whether or not you have used the Internet for this purpose in the last 7 days, even if it isn't very important to you. Keep in mind that this could be on a computer that you have at home, work, school, or some other place. (Circle response)

In the last **7 days** have you used the Internet to...

Activity	YES	NO	DON'T KNOW
Visit your state, region or local government's website	39%	61%	0%
Look for information about a service or product you are thinking of buying	83%	17%	0%
Sell something online	12%	88%	0%
Buy something online	64%	36%	0%
Do any online banking	63%	37%	0%
Work from home (telecommuting)	21%	79%	0%
Operate or support a home-based business	11%	88%	1%
Look online for information about a job	31%	69%	0%
Look for information about a place to live	18%	82%	0%
Look online for news or information about politics	63%	36%	1%
Look for health or medical information	63%	37%	0%
Take a class or do homework	21%	78%	1%
Keep in touch with family and friends	86%	14%	0%
Use an online social networking site like Facebook or LinkedIn	64%	36%	0%
Share something online that you created yourself	20%	80%	0%
Contribute to a website, blog or other online forum	20%	79%	1%
Play online video games	36%	63%	1%
Watch television or other videos	47%	53%	0%

### DEMOGRAPHICS

While your responses will remain anonymous, to know that we have a representative sample please respond to the following:

12. Zip Code: Top 3: 64506, 20%; 64485, 15%, 64503, 12%  
County: 1. Buchanan 60% 2. Andrew 20% 3. Clinton 12% 4. DeKalb 3% 5. No Response 4% 6. Other 1%
13. 88% Own 12% Rent
14. How long have you lived in your community? Range <1-89 years, Mean 30.46 years, Mode 30 years
15. Do you live in a rural area? 26% Yes 74% No
16. How old were you on your last birthday? Range 20-94 years old, Mean 54.75, Mode=68 years old
17. 40% Male 60% Female
18. Do you have children in the home? 37% Yes 63% No
19. Highest Grade Completed: (N=363) High School graduate, 35%; College degree, 29%; Some College, 14%; Masters degree, 11%; Associates degree, 4%; PhD, MD, or JD 2%.
20. Estimated Annual Household Income? (N=269) Range \$2060 to \$520,000K, Mean=\$62,373.46, Mode=\$50,000
21. Race/Ethnicity? (N=345)  
White/Caucasian, 96%; Other, 4%
22. Employment status: (N=400)  
51% Employed full time 10% Employed part time 5% Seeking Employment 30% Retired 3% Unable to work  
0% Other

**23.** If you have any additional comments about broadband services in the State of Missouri please include them here: (N=58)

Top 5 First Responses:

1. Want Lower Cost, 16%
2. Want More Choices, 16%
3. Wants High Speed, 14%
4. Rural Areas are Far Behind, 9%
5. Hurry, 3%