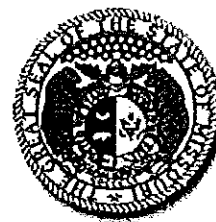




mobroadbandnow

State of Missouri  
Survey on Residential Broadband/High Speed Internet  
(N=9984)



**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 1yr 5% 1-3 yrs 14% 4-7 yrs 17% 8-10 yrs 62% More than 10 yrs

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

71% A desktop computer How many? Range 1 to 10 (1=77%, 2=18%, 3=4%, 4=1%, >5=.5%)

58% A laptop or other portable computer (e.g. iPad, netbook, mini PC)

How many? Range 1 to 5 (1=58%, 2=27%, 3=10%, 4=3%, >5=1%)

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

80% 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 28% E-mail 54% Text Messaging 15% Listening to music 43% Camera  
14% Video 13% I own another device(s) that I use to access the Internet.

*Identify your other device(s):*

Top 3 Responses (N=1417): 1. iTouch, iPod, iPad 2. Gaming Device 3. E-reader/Nook/Kindle

- 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)

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  
1% Sufficient access to computers  
1% My cell phone is all I need  
2% Safety / security concerns  
4% 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  
2% Don't know how to set it up  
1% Don't want kids to use it  
2% Worried about computer safety (viruses, worms)  
2% Privacy/security/personal information concerns  
1% Don't Know  
1% Other (N=97): 1. Speeds too slow, 2. Children concerns, 3. Want internet and computer.

2. Do you have Internet access at home? 88% Yes 12% No (Go to Question 4b)

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

77% I do 56% Spouse/Partner 35% Children 3% Sibling 6% Friend 1% Grandparent  
4% Parent 2% Housemate or roommate  
3% Other: (N=391): 1. Children/Grandchildren, 2. Visitors 3. Friends/Neighbors.

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

9% Dial-up (Go to Question 4)  
 20% Cable modem  
 6% Satellite Internet service  
 4% Cellular Broadband (air card)  
 37% DSL  
 7% Fixed Wireless  
 2% Don't Know  
 2% Other (specify)(N=262): Cell Phone, Over Phone Line, Wireless

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

9% Less than 1 yr  
 28% 1-3 yrs  
 33% 4-7 yrs  
 13% 8-10 yrs  
 13% More than 10 yrs  
 2% Don't Know  
 3% Not Applicable

4. Why did you choose this connection type and service provider?

22% Cost  
 34% Speed  
 27% Only available service  
 13% Most reliable in my area  
 4% Other (N=513):  
 1. Only option in my area, 2. Part of a bundle package. 3. Dial-up is too slow, satellite only option.

4a. What company provides your Internet service?

Top 5 Mentioned (N=8149): 1. CenturyLink 2. AT&T 3. Charter 4. Mediacom 5. Socket

How much do you pay per month for service? (N=6707) Range \$1 to \$300 Mean=\$42.87 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)

1% I plan to establish Internet service within the next year  
 5% I don't own a computer  
 6% Cost / too expensive  
 3% High-Speed Internet service is not available  
 1% Sufficient access elsewhere  
 1% Nothing on the Internet I need  
 1% Don't know how to choose a service  
 2% Don't know how to use it  
 1% Don't have time to learn how to use the Internet  
 1% Don't know how to set it up  
 1% Problems with cable access  
 2% Can't get the kind of Internet access I want  
 1% Problems with DSL access  
 2% Computer safety – viruses, worm  
 2% Privacy/security/personal information (banking, credit card, identity theft)  
 1% Don't really know about Internet  
 1% Inappropriate content/pornography/hate material  
 1% Child safety (dangerous strangers)  
 1% (Other specify) (N=126): 1. Not available in my area 2. Just moved to Missouri 3. Lack of knowledge

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	15%	53%	18%	13%	1%
Cost of Internet service	9%	42%	32%	15%	2%
Reliable access to the Internet	19%	57%	15%	8%	1%
Ease of use	24%	62%	8%	5%	1%
Customer Service Reps' knowledge when you call for service	17%	47%	14%	8%	14%
Number of providers in your area to choose from	6%	21%	25%	28%	20%

6. Do you use the Internet anywhere else other than home? 66% Yes 34% No

Please indicate other places that you might use the Internet.

Work? 82% Yes 18% No

If yes, do you work as a computer or broadband professional? 13% Yes 87% No

School? 36% Yes 64% No

Public Library? 37% Yes 63% No

A relative or friend's house or some other home in the community? 56% Yes 44% No

A retail shop with wireless Internet services? 32% Yes 68% No

Everywhere (mobile Internet) 52% Yes 48% No

Other? (N=240): 1. Hotels/Motels 2. Travel/Vacation Home 3. Senior Center

7. Do you have an e-mail address? 91% Yes 9% No

How often do you use e-mail?

71% At least once a day 20% Weekly or several times per week 9% 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?

49% Very Important

23% Important

14% Somewhat Important

6% Not at all Important

8% 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)

82% Cost of service

73% Speed of service

54% Type of service (cable modem, DSL, wireless, etc.)

38% Providers

Other? (N=189): 1. Reliability 2. Easy to understand customer service reps 3. Rural access  
4. Faster speeds 5. Lower costs.

10. Do you have any concerns about the region or the State of Missouri working to improve broadband service in your community? 29% Yes 71% No  
Specify concerns: (N=2477).

Top 5 First Concerns:

1. We need lower cost for service 23%
2. More/better choices/access 15%
3. No new taxes to support 9%
4. Everyone should have access to high-speed internet 8%
5. High-speed not available in my area 7%

Top 2<sup>nd</sup> Response (N=606): Top 3 Second Concerns:

1. Everyone should have access 13%
2. We need lower cost for service 12%
3. More/better choices/access 9%

**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	National Average (Pew Internet Trends)
Visit your state, region or local government's website	44%	55%	1%	67%
Look for information about a service or product you are thinking of buying	84%	15%	1%	78%
Sell something online	15%	84%	1%	15%
Buy something online	64%	36%	<.5%	71%
Do any online banking	64%	35%	1%	61%
Work from home (telecommuting)	25%	74%	1%	---
Operate or support a home-based business	15%	84%	1%	---
Look online for information about a job	31%	69%	<.5%	56%
Look for information about a place to live	20%	80%	<.5%	39%
Look online for news or information about politics	65%	34%	1%	76%
Look for health or medical information	69%	31%	<.5%	83%
Take a class or do homework	22%	77%	1%	---
Keep in touch with family and friends	88%	12%	<.5%	---
Use an online social networking site like Facebook or LinkedIn	65%	35%	<.5%	65%
Share something online that you created yourself	19%	80%	1%	30%
Contribute to a website, blog or other online forum	22%	77%	1%	32%
Play online video games	35%	65%	<.5%	36%
Watch television or other videos	44%	55%	1%	71%

## DEMOGRAPHICS

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

### 12. Response rate by RPC:

Regional Planning Commissions	Frequency	% of total sample
Boonslick Regional Planning Commission	537	5.4
Bootheel Regional Planning and Economic Development Commission	288	2.9
East-West Gateway Council of Governments	405	4.1
Green Hills Regional Planning Commission	543	5.4
Harry S Truman Coordinating Council	411	4.1
Kaysinger Basin Regional Planning Commission	667	6.7
Lake of the Ozarks Council of Local Governments	588	5.9
Mark Twain Regional Council of Governments	580	5.8
Meramec Regional Planning Commission	582	5.8
Mid-America Regional Council	615	6.2
Mid-Missouri Regional Planning Commission	680	6.8
Mo-Kan Regional Council	437	4.4
Northeast Missouri Regional Planning Commission	573	5.7
Northwest Missouri Regional Council of Governments	611	6.1
Ozark Foothills Regional Planning Commission	426	4.3
Pioneer Trails Regional Planning Commission	494	4.9
South Central Ozark Council of Governments	526	5.3
Southeast Missouri Regional Planning and Economic Development Commission	495	5.0
Southwest Missouri Council of Governments	526	5.3
TOTAL	9984	100

13. 89% Own 11% Rent
14. How long have you lived in your community? Range <1-98 years, Mean 25.25 years, Mode 20 years
15. Do you live in a rural area? 55% Yes 45% No
16. How old were you on your last birthday? Range 18-98 years old, Mean 54.15, Mode 58 years old
17. 42% Male 58% Female
18. Do you have children in the home? 36% Yes 64% No
19. Highest Grade Completed (N=9211/92%):
- |                              |            |
|------------------------------|------------|
| <u>Less than high school</u> | <u>2%</u>  |
| <u>High School graduate</u>  | <u>35%</u> |
| <u>Some college</u>          | <u>10%</u> |
| <u>Associates degree</u>     | <u>8%</u>  |
| <u>College degree</u>        | <u>28%</u> |
| <u>Masters degree</u>        | <u>13%</u> |
| <u>PhD, MD, JD</u>           | <u>4%</u>  |
20. Estimated Annual Household Income? (N=6802/68%) Range <1K to \$1M, Mean \$62,505 Mode \$50,000
21. Race/Ethnicity? (N=8662/87%)
- |                         |               |
|-------------------------|---------------|
| <u>White/Caucasian</u>  | <u>96%</u>    |
| <u>African American</u> | <u>1%</u>     |
| <u>Asian</u>            | <u>0.3%</u>   |
| <u>Hispanic</u>         | <u>1%</u>     |
| <u>American Indian</u>  | <u>1%</u>     |
| <u>Other</u>            | <u>&lt;1%</u> |

22. *Employment status:*

<u>52%</u>	Employed full time
<u>9%</u>	Employed part time
<u>4%</u>	Seeking Employment
<u>30%</u>	Retired
<u>5%</u>	Unable to work

23. If you have any additional comments about broadband services in the State of Missouri please include them here:  
(N=1645/17%)

Top 5 First Responses:

1. We need lower cost service 14%
2. Everyone should have access to high-speed internet 11%
3. We want more/better choices for broadband 10%
4. We're worried that rural areas will be left behind 7%
5. Doesn't think taxes should pay for this 7%