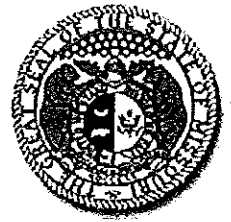




State of Missouri  
Business Community Broadband Study  
(N=1182)



1. Respondents by Regional Planning Commission

Regional Planning Commissions	Frequency	% of total sample
Boonslick Regional Planning Commission	39	3.3
Bootheel Regional Planning and Economic Development Commission	29	2.5
East-West Gateway Council of Governments	45	3.8
Green Hills Regional Planning Commission	42	3.6
Harry S Truman Coordinating Council	23	1.9
Kaysinger Basin Regional Planning Commission	62	5.2
Lake of the Ozarks Council of Local Governments	56	4.7
Mark Twain Regional Council of Governments	166	14.0
Meramec Regional Planning Commission	108	9.1
Mid-America Regional Council	47	4.0
Mid-Missouri Regional Planning Commission	192	16.2
Mo-Kan Regional Council	33	2.8
Northeast Missouri Regional Planning Commission	30	2.5
Northwest Missouri Regional Council of Governments	32	2.7
Ozark Foothills Regional Planning Commission	89	7.5
Pioneer Trails Regional Planning Commission	35	3.0
South Central Ozark Council of Governments	62	5.2
Southeast Missouri Regional Planning and Economic Development Commission	36	3.0
Southwest Missouri Council of Governments	56	4.7
TOTAL	1182	100.0

2. Number of employees at your location:

1 to 4	48%
5 to 25	29%
26 to 100	13%
101 to 500	8%
501 to 750	1%
751 or more	1%

3. How is your business classified?

<u>Business Classifications</u>	<u>Response Percent</u>
Accommodation and Food Services	3%
Administrative and Support Services	2%
Agriculture, Forestry, Fishing and Hunting	11%
Arts, Entertainment and Recreation	4%
Construction	3%
Educational Services	5%
Finance and Insurance	8%
Health Care and Social Assistance	11%
Information	4%
Management of Companies and Enterprises	.3%
Manufacturing	5%
Mining, Quarrying, and Oil and Gas Extraction	.1%
Professional, Scientific and Technical Services	6%
Public Administration	3%
Real Estate and Rental and Leasing	5%
Retail Trade	7%
Transportation and Warehousing	1%
Utilities	3%
Waste Management and Remediation Services	.1%
Wholesale Trade	1%
Other	18%

4. Is your office a satellite office? 15% Yes 82% No  
If Yes, where is your central office?

Top 3 Responses

1. Another city in Missouri
2. Kansas
3. New York City

5. Does your business have satellite offices? 80% Yes 20% No

6. Do you have Internet access at your business? 95% Yes 5% No

Please check all the reasons for not having Internet service at your business. (Check all that apply)

Internet service isn't available.	<u>2%</u>
I'm not comfortable using the Internet.	<u>0%</u>
My business doesn't need Internet service.	<u>.3%</u>
I don't know how to use the Internet.	<u>0%</u>
Another company supports my Internet service needs.	<u>.4%</u>
Internet service is too expensive.	<u>2%</u>
Internet service is too expensive.	<u>2%</u>
I don't have a computer at my business.	<u>.4%</u>

Other (N=22):

Top 3 Responses:

1. Broadband is not available
2. DSL not available
3. Only satellite and dial-up and both are not acceptable

6. Do you plan to establish Internet service? 85% Yes 15% No

7. If yes, when? (N=44)

Top 3 Responses:

1. When high-speed Internet service is available.
2. When affordable high-speed Internet service is available.
3. In the next 6 months.

8. Who currently provides your business' local data communications, Internet service and connections? (N=889)

Top 5 Responses

1. CenturyTel or CenturyLink
2. Socket
3. AT&T
4. Windstream
5. Kingdom

9. What type of Internet connection do you have? (Check all that apply)

- |            |                            |
|------------|----------------------------|
| <u>8%</u>  | Dial-up                    |
| <u>8%</u>  | Satellite Internet service |
| <u>8%</u>  | Fiber to the Premise       |
| <u>38%</u> | DSL                        |
| <u>10%</u> | Fixed Wireless             |
| <u>8%</u>  | Cable modem                |
| <u>5%</u>  | Mobile Wireless (air card) |
| <u>1%</u>  | Frame Relay/Fractional T-1 |
| <u>11%</u> | T-1                        |
| <u>2%</u>  | Other (specify): (N=84)    |
|            | <u>Top 3 Responses:</u>    |
|            | 1. T-3/T-5                 |
|            | 2. ADSL                    |
|            | 3. Wireless                |

\*\*For those that indicated Internet service was provided by dial-up or satellite services the following question was posed:

9a. Why haven't you adopted broadband or high-speed Internet service?

- |   |           |
|---|-----------|
| Not available                               | <u>6%</u> |
| Don't need high-speed Internet service      | <u>0%</u> |
| Too expensive                               | <u>2%</u> |
| Don't know why we haven't adopted broadband | <u>3%</u> |
- Other (N=7): 1. Satellite is too expensive and the quality isn't good, 2. Cost and availability

9b. Do you plan to adopt broadband (high-speed Internet)? 90% Yes 10% No

If yes, when?

Top 3 Responses

1. When it is available.
2. When it is affordable.
3. When a broadband service that costs less than \$50 a month is available.

10. What year did you first establish broadband or high-speed Internet service at your business?

Range <1990 to 2011

Mode=2008

11. Please rate the following aspects of your services by checking the appropriate column.

Characteristic of Services	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/Not Applicable
Cost of internet/network service	13%	47%	22%	9%	9%
Speed of the on-line connection	12%	42%	25%	20%	1%
Billing practices of your provider.	17%	64%	6%	3%	10%
Reliable access to the Internet	19%	54%	18%	9%	1%
Training and technical support	14%	47%	16%	8%	15%
Customer Service Representative's knowledge when you call for service	17%	47%	16%	8%	12%
Installation technician's ability and courteousness	21%	53%	6%	3%	17%

12. In the last 30 days, indicate which applications your data communications/Internet Access connection has supported (check all that apply):

E-mail	82%
Videoconferencing	19%
File sharing	44%
Internet telephone	14%
E-business	26%
Website applications	56%
Business to business functions	35%
On-line education	34%
Banking	54%
Monitoring functions (energy, security, etc.)	15%
Research	43%
On-line appointments	23%
On-line customer support	30%
Other (please specify) (N=60)	
<u>Top 3 Responses</u>	
1. Webinars	
2. Credit Card Processing	
3. Marketing	

13. How important is a robust broadband (high-speed Internet access) connection to the day to day operations of your business (check one)?

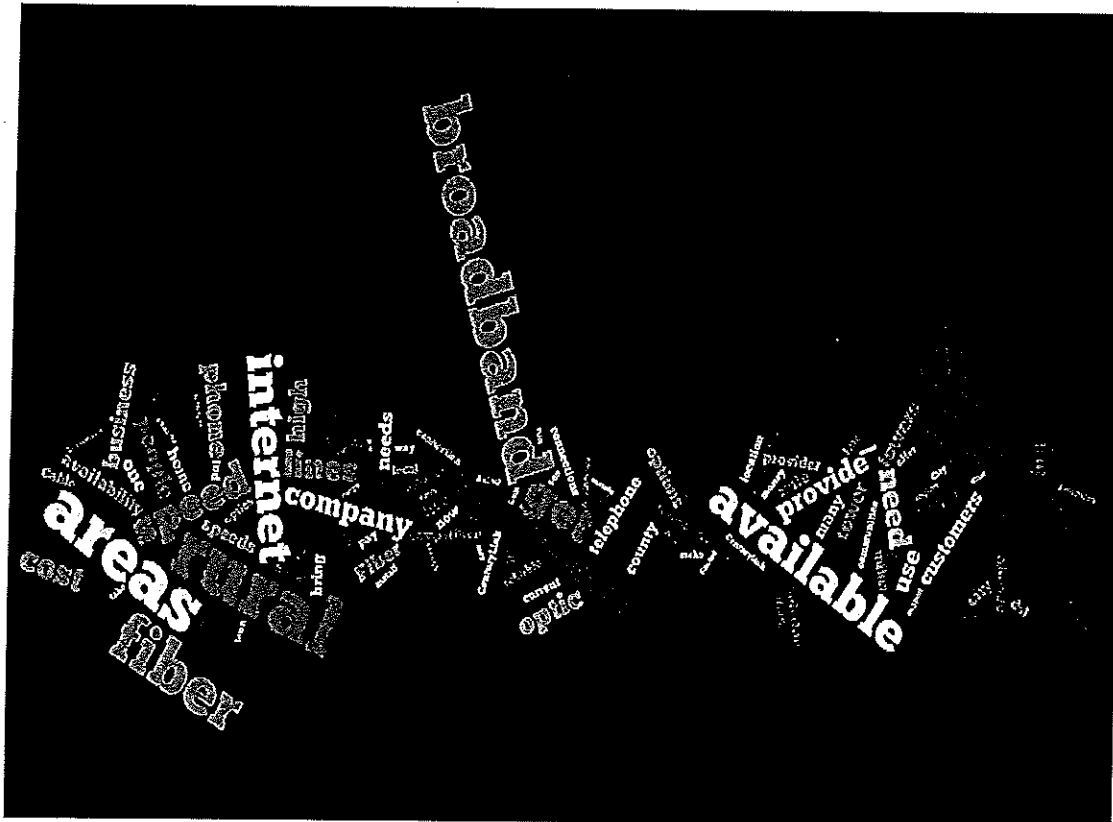
Very Important	87%
Important	11%
Somewhat Important	2%
Not at all Important	.1%

14. Why is a broadband connection important to you at your location? (N=850)





17. Do you have any thoughts about how to go about enhancing broadband availability in your region? (N=527)



18. When you sought broadband services for your business at your location, how would you describe the availability of multiple, competing broadband options:

Competitive, several options	<u>10%</u>
Somewhat competitive, two providers	<u>31%</u>
Not competitive at all, only one provider option	<u>42%</u>
There is not a broadband option available that is suitable for my business	<u>16%</u>

19. What do you currently pay each month for this service? (If you have indicated several services above, indicate your total expense for these services.)

Less than \$50	<u>24%</u>
More than \$50 and less than \$100	<u>34%</u>
More than \$100 and less than \$200	<u>14%</u>
More than \$200 and less than \$300	<u>3%</u>
More than \$300 per month	<u>12%</u>
Don't know how much we pay	<u>14%</u>

Other (N=62)

Top 3 Responses

1. Quoted annual rates of \$1200 to \$20,000 a month.
2. Bundled packages with phone.
3. My parent company pays the bill.

Top 3 Responses

1. Annual contracts
2. Month to Month
3. 2-year contracts

21. Do you have any other comments about broadband service availability in your region? (N=512)

