

Lake of the Ozarks – ONLINE BUSINESS SURVEY RESULTS

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

Very Important	92%
Important	8%
Somewhat Important	0%
Not at all Important	0%

Would it be beneficial to your business if broadband were enhanced? 96% - YES

Why? Top four reasons:

1. Faster speeds will save time and money
2. Reliable service will increase business efficiency, productivity and profitability
3. More variety in provider choices and internet plans
4. More competition would create better pricing

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

- Try going into communities and offer stock options similar to what cable companies did in the early days. This will cover providers' up front expense and allow communities an option to invest and reap rewards from taking stock in their own communities.
- Extend the reach of our phone company or provide broadband through our electric co-op
- Build the infrastructure with fiber optics and start using the now available analog airwaves. Also keep options open to allow private companies to sell and support high speed services on the infrastructure.
- Put up more towers
- Use the fiber optic lines that run along the railroad tracks.
- Providers have stated that the Return On Investment for the area cannot justify the investment to allow DSL here. Some type of funding should be provided to the area for broadband infrastructure enhancement.

24 Businesses had other comments about broadband in the region. Some included:

- We are at a disadvantage due to the lack of broadband service; the digital divide is very apparent in our business and daily lives
- There are lots of small pockets of "no service areas" in both the rural and urban areas. These "dead" areas need to be fixed.
- We are on the very edge of reception. Our speed is less than dial-up and we are just 4 miles north of town.
- Take care to build the infrastructure so that data limits need not be imposed on users.
- I wish it was available; I'd sign up in a heartbeat.
- We have spotty coverage in our area and no cable option despite being in the city limits.
- Southwest Electric or AT&T Uverse could be very profitable in this area. Television, internet, telephone package with good service & fair pricing would sell all over this community
- Highly necessary for economic growth.

- The area around Camden County needs broadband internet service for small businesses to survive, especially those that are home based and not in a town or area served by broadband service. It also needs to be reliable and easily accessed and cost friendly.
- More options would be wonderful. Reliability is a necessity!
- The Company that supplies internet service in this area is of very poor quality. I once tried the air card from AT&T and the signal was so poor that I couldn't get a connection, so I canceled the service.
- We really need high-speed broadband service at Lake of the Ozarks and I don't just mean Osage Beach and Camdenton. Many people live on the west side of the lake. Arrowridge Shores off 7-9 is an upscale subdivision and most everyone has satellite internet service or the new Wi-Fi internet service with Caller-IP. None of these options provide as much bandwidth, upload and download speeds that are necessary to conduct a business.
- If companies were as attentive to small remote clients as their advertising says they are, we would have no problem. As it is, we are in between the world of Comcast at the Lake and the internet service providers in Versailles and nobody seems terribly interested in either updating our antiquated phone lines, a now-disbanded cable system or bringing in Broadband. Enhanced availability would be simple if companies really meant what they said.
- We could certainly use a broadband service that is reasonably priced, provides top speeds, and is reliable.
- We would like to have internet service through Charter but it is not available to us.
- I think rural areas are prime for small businesses to open and operate if they only had access to technology that is available worldwide. It would be a real boost to the economy if businesses had reliable, affordable broadband services in order to compete equally with other areas.
- Education options would be much greater and affordable if students had access to this technology, not to mention out of work residents that are attempting to further their education with on-line classes.
- Access to broadband in my home and area would help me save on gas by not having to drive 50 miles every time I needed to go online to do business.
- There is no broadband. This side of the Lake is extremely limited on options. Windstream handles Stover; We are too far away (21 miles). AT&T Handles Gravois Mills - Still too far (17 miles). AT&T has stated directly the cost of converting this area cannot be justified, and will never happen. We are also unable to get local cable service (or, any type of service) here without using a satellite. Even Law Enforcement/EMS is stuck here. Poor Sheriffs Dept has to go to the top of hills to make their CAD units work. Morgan County is suffering and will continue to do so until technology catches up with us.
- I have tried all of the options; WildBlue (too much latency and not fast enough); YHTI wireless (connection oversubscribed and too slow); Sprint 3G (can be slow during peak tourist season and still not fast enough to support my needs)
- Just that I wish we had a couple of options, other than cell or satellite service. Had used satellite (Hughes net) for 2 years prior to obtaining wireless/cell service. It was pretty good, but had usage limitations like current wireless/cell service, but costly as well.
- We can't afford the only thing that is here. Therefore we do not have broadband service.