



## Lake of the Ozarks Survey on Residential Broadband/High Speed Internet (N=400)

### ACCESS TO COMPUTERS AND THE INTERNET

1. Do you own a computer in the home? 92% Yes 8% No

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

1% Less than 1yr 6% 1-3 yrs 11% 4-7 yrs 18% 8-10 yrs 63% More than 10 yrs

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

70% A desktop computer How many? Range 1 to 10 (1=75%, 2=21%, 3=2%, 4=1%, 5=0.3%, 8=0.3%, 10=0.3%)

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

How many? Range 1 to 4 (1=61%, 2=30%, 3=6%, 4=3%)

Does your laptop or other portable computer have wireless Internet capability? 93% Yes 7% 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)

30% Web browsing 28% E-mail 51% Text Messaging 15% Listening to music 43% Camera 17% Video  
10% I own another device(s) that I use to access the Internet.

Identify your other device(s):

Top 5 Responses (N=51): 1. Wii 2. Kindle 3. iPod/Pad

- 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

2% Cost / too expensive 2% Don't know how to use a computer 1% Sufficient access to computers

2% 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 3% 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 (specify) : 1. No internet service, 2. High-speed internet too slow/too expensive in this area, 3. Religious reasons.

2. Do you have Internet access at home? 83% Yes 17% No (**Go to Question 4b**)

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

76% I do 57% Spouse/Partner 30% Children 3% Sibling 6% Friend 0.3% Grandparent

5% Parent 1% Housemate or roommate 4% Other: (N=25): 1. Grandchildren, 2. Visitors.

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

21% Dial-up (**Go to Question 4**) 18% Cable modem 17% Satellite Internet service 5% Cellular Broadband (air card)

16% DSL 5% Fixed Wireless 1% Other (specify): Neighbor's wireless, Hot Spot, Cell Phone

2% Don't Know

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

13% Less than 1 yr 33% 1-3 yrs 26% 4-7 yrs 9% 8-10 yrs 12% More than 10 yrs 2% Don't Know 7% Not Applicable

4. Why did you choose this connection type and service provider?  
16% Cost 22% Speed 50% Only available service 8% Most reliable in my area  
5% Other (N=27): 1. Part of a bundle package. 2. Only option in my area. 3. The local provider.

4a. What company provides your Internet service?  
Top 3 Mentions: 1. Charter, 2. AT&T, 3. Hughes.net

How much do you pay per month for service? (N=282) Range \$9 to \$180 Mean=\$42.59 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**)

2% I plan to establish Internet service within the next year 5% I don't own a computer  
9% Cost / too expensive 7% High-Speed Internet service is not available 1% Sufficient access elsewhere  
2% 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 2% Don't know how to set it up 2% Problems with cable access  
5% 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)  
2% (Other specify) (N=10): 1. Don't want it. 2. Don't need it 3. Would like DSL, but costly.

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	10%	42%	19%	27%	2%
Cost of Internet service	9%	38%	30%	20%	3%
Reliable access to the Internet	15%	48%	21%	15%	1%
Ease of use	19%	55%	12%	12%	2%
Customer Service Reps' knowledge when you call for service	13%	47%	14%	10%	16%
Number of providers in your area to choose from	4%	11%	18%	41%	26%

6. Do you use the Internet anywhere else other than home? 69% Yes 31% 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? 15% Yes 85% No  
 School? 30% Yes 70% No  
 Public Library? 38% Yes 62% 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? 31% Yes 69% No  
 Everywhere (mobile Internet) 54% Yes 46% No  
 Other? (N=21): 1. Hotels/Motels 2. Travel 3. Museum

7. Do you have an e-mail address? 92% Yes 8% No  
 How often do you use e-mail?  
73% At least once a day 18% 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?  
60% Very important 22% Important 10% Somewhat Important 4% Not at all important 4% 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)  
85% Cost of service 77% Speed of service 57% Type of service (cable modem, DSL, wireless, etc.) 36% Providers  
 Other? (N=10): 1. Customer service. 2. Reliability of signal.

10. Do you have any concerns about the region or the State of Missouri working to improve broadband service in your community? 34% Yes 66% No  
Specify concerns: (N=127). Top 5 First Concerns: 1. Want access to rural areas, 15%; 2. We need lower cost for service, 15%; 3. We don't want to pay a tax for it, 6%; 4. No one seems to care, 4%; 5. Because we live on a lake in a sparsely populated area we feel we will never have good coverage, 4%.  
Top 2<sup>nd</sup> Response: We need faster speeds, 22%.

### **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	50%	49%	1%
Look for information about a service or product you are thinking of buying	88%	12%	0%
Sell something online	19%	80%	1%
Buy something online	66%	33%	1%
Do any online banking	66%	34%	0%
Work from home (telecommuting)	22%	77%	1%
Operate or support a home-based business	17%	82%	1%
Look online for information about a job	34%	65%	1%
Look for information about a place to live	21%	79%	0%
Look online for news or information about politics	67%	32%	1%
Look for health or medical information	74%	26%	0%
Take a class or do homework	24%	74%	2%
Keep in touch with family and friends	89%	11%	0%
Use an online social networking site like Facebook or LinkedIn	62%	37%	1%
Share something online that you created yourself	21%	77%	2%
Contribute to a website, blog or other online forum	16%	82%	2%
Play online video games	31%	68%	1%
Watch television or other videos	35%	63%	2%

### **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: 65020, 12%; 65026, 9%, 65078, 8%  
County: 1. Camden 32% 2. Morgan 30% 3. Miller 26% 4. Laclede 6% 5. No Response/Other 6%
13. 94% Own 6% Rent
14. How long have you lived in your community? Range <1-86 years, Mean 20.41 years, Mode 20 years
15. Do you live in a rural area? 80% Yes 20% No
16. How old were you on your last birthday? Range 20-86 years old, Mean 54.21, Mode=64 years old
17. 42% Male 58% Female
18. Do you have children in the home? 32% Yes 68% No
19. Highest Grade Completed: Less than high school, 2%; High School graduate, 35%, Some college, 3%, Associates degree, 14%, College degree, 26%, Masters degree, 11%, PhD, MD, JD, 2%, Other, 7%
20. Estimated Annual Household Income? (N=271) Range \$7468 to \$300K, Mean=\$61,216, Mode=\$50,000
21. Race/Ethnicity? (N=346)  
White/Caucasian, 84%, Hispanic, 1%, Other, 1%, No-Response, 14%
22. Employment status: (N=379)  
46% Employed full time 10% Employed part time 2% Seeking Employment 33% Retired 7% Unable to work

23. If you have any additional comments about broadband services in the State of Missouri please include them here: (N=93)

Top 5 First Responses:

1. We need lower cost service, 23%;
2. We need results soon, 8%
3. Internet connection is too slow, 8%;
4. We need better, reliable, High-speed service, 7%;
5. Everyone should have access to Internet service, 7%.