



"Making it Happen in the 21st Century"



## South Central Ozarks Council of Governments Survey on Residential Broadband/High Speed Internet (N=400)

### ACCESS TO COMPUTERS AND THE INTERNET

1. Do you own a computer in the home? 89% Yes 11% No

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

1% Less than 1yr 9% 1-3 yrs 12% 4-7 yrs 18% 8-10 yrs 59% More than 10 yrs 0% Don't Know

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

71% A desktop computer How many? Range 1 to 5 (1=75%, 2=19%, 3=3%, 4=2%, 5=1%)

52% A laptop or other portable computer (e.g. iPad, netbook, mini PC)  
How many? Range 1 to 5 (1=52%, 2=32%, 3=10%, 4=5%, 5=1%)

Does your laptop or other portable computer have wireless Internet capability? 92% Yes 8% No

76% 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)

26% Web browsing 24% E-mail 48% Text Messaging 12% Listening to music 41% Camera 11% Video  
13% I own another device(s) that I use to access the Internet.

Identify your other device(s):

Top 5 Responses (N=41): 1. Kindle/Nook 2. iPod; 3. Wii/Playstation

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

.3% Cost / too expensive 3% 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 5% Don't want one

.3% 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 1% Don't know how to set it up 0% 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. Too old, 2. High-speed internet too slow/too expensive in this area.

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)

72% I do 50% Spouse/Partner 32% Children 1% Sibling 7% Friend 1% Grandparent

3% Parent 1% Housemate or roommate 5% Other: (N=14): 1. Grandchildren, 2. Guests, 3. Children.

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

11% Dial-up (**Go to Question 4**) 1% Cable modem 8% Satellite Internet service 4% Cellular Broadband (air card)

49% DSL 6% Fixed Wireless 3% Other (N=12): 1. AT&T, 2. CenturyNet Phone, 3. 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 39% 1-3 yrs 29% 4-7 yrs 8% 8-10 yrs 7% More than 10 yrs 1% Don't Know 4% Not Applicable

4. Why did you choose this connection type and service provider?  
15% Cost 34% Speed 35% Only available service 13% Most reliable in my area  
4% Other (N=19): 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. CenturyLink 2. CenturyTel 3. Hughes.net

How much do you pay per month for service? Range \$1 to \$169 Mean=\$44.48 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 6% I don't own a computer  
7% Cost / too expensive 5% High-Speed Internet service is not available 2% Sufficient access elsewhere  
3% Nothing on the Internet I need .5% 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  
.3% Problems with cable access 3% Can't get the kind of Internet access I want  
2% 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  
3% Inappropriate content/pornography/hate material 1% Child safety (dangerous strangers)  
1% (Other specify) (N=5): 1. Don't want it, 2. Tired of trying to use it and being kicked off, 3. Lost my job.

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	9%	49%	23%	16%	2%
Cost of Internet service	8%	37%	34%	18%	3%
Reliable access to the Internet	13%	56%	16%	11%	4%
Ease of use	22%	60%	9%	7%	3%
Customer Service Reps' knowledge when you call for service	21%	42%	15%	12%	10%
Number of providers in your area to choose from	3%	18%	25%	36%	19%

6. Do you use the Internet anywhere else other than home? 58% Yes 42% 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? 14% Yes 86% No  
 School? 33% Yes 67% No  
 Public Library? 42% Yes 58% No  
 A relative or friend's house or some other home in the community? 46% Yes 54% No  
 A retail shop with wireless Internet services? 37% Yes 63% No  
 Everywhere (mobile Internet) 51% Yes 49% No  
 Other? (N=12): 1. Hotels/Motels , 2. Camping, 3. Kindle, 4. In the truck (truck driver)

7. Do you have an e-mail address? 92% Yes 8% No

How often do you use e-mail?

68% At least once a day 18% Weekly or several times per week 14% 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?  
54% Very important 21% Important 12% Somewhat Important 6% Not at all important 7% 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 75% Speed of service 56% Type of service (cable modem, DSL, wireless, etc.) 40% Providers  
 Other? (N=8): 1. Reliability of signal, 2. Customer service, 3. Speed is the most important.

10. Do you have any concerns about the region or the State of Missouri working to improve broadband service in your community? 26% Yes 74% No  
 Specify concerns: (N=99). Top 5 First Concerns: 1. Want access in rural areas, 27%; 2. We need lower cost for service, 10%; 3. We need higher capacity/speed, 8%; 4. We don't want to pay the tax, 6%; 5. We need more selection, 6%. 1. Top 2<sup>nd</sup> Response: We need lower cost for service, 15%.

**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	41%	58%	1%
Look for information about a service or product you are thinking of buying	84%	15%	1%
Sell something online	15%	84%	1%
Buy something online	68%	31%	1%
Do any online banking	60%	39%	1%
Work from home (telecommuting)	20%	78%	2%
Operate or support a home-based business	17%	82%	1%
Look online for information about a job	26%	73%	1%
Look for information about a place to live	17%	82%	1%
Look online for news or information about politics	65%	34%	1%
Look for health or medical information	72%	27%	1%
Take a class or do homework	23%	76%	1%
Keep in touch with family and friends	86%	13%	1%
Use an online social networking site like Facebook or LinkedIn	64%	35%	1%
Share something online that you created yourself	19%	80%	1%
Contribute to a website, blog or other online forum	20%	78%	1%
Play online video games	31%	68%	1%
Watch television or other videos	39%	60%	1%

**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: 65775, 38%; 65711, 17%, 65483, 11%  
 County: 1. Howell 47% 2. Texas 25% 3. Wright 17% 4. Oregon 3% 5. Shannon 3% 6. Douglas 2% 7. Ozark 1% 8. Non-response 1%. (Remaining 1% from other counties).
13. 88% Own 12% Rent
14. How long have you lived in your community? Range <1-78 years, Mean 25.53 years, Mode 20 years
15. Do you live in a rural area? 75% Yes 25% No
16. How old were you on your last birthday? Range 18-87 years old, Mean 54.75, Mode=55 years old
17. 43% Male 57% Female
18. Do you have children in the home? 35% Yes 65% No
19. Highest Grade Completed: High School graduate, 37%, College degree, 18%, Associates degree, 17%, Masters degree, 13%, PhD, MD, JD, 2%, Non-response 8%
20. Estimated Annual Household Income? (N=257) Range \$600 to \$300K, Mean=\$52,393.25, Mode=\$30,000
21. Race/Ethnicity? (N=354)  
White/Caucasian, 96%, Hispanic/Latin America, 1%, Native American Indian, 1%, Other, 2%

**22. Employment status:**

46% Employed full time 8% Employed part time 4% Seeking Employment 31% Retired 7% Unable to work  
1% Other: (housewife, student, self-employed) 3% Non-Response

**23. If you have any additional comments about broadband services in the State of Missouri please include them here: (N=83)**

Top 5 First Responses:

1. We need faster service that's affordable, 21%
2. Service is too expensive, 16%
3. Rural areas need broadband, 8%
4. We need better availability of service, 4%