

ATTACHMENT 2
MO-KAN REGION
BUSINESS BROADBAND SURVEY RESULTS

Additional Business Survey Comparative Information

Table 1: Business Reponses and total businesses by counties in MO-KAN

County	Percentage of total business survey respondents (n=28)	Percentage of total businesses in MO-KAN* (N=3,395)
Andrew	18%	9%
Buchanan	39%	73%
Clinton	25%	11%
DeKalb	18%	7%

(Data source: MoBroadbandNow – Business Survey, 2011)

*County Business Pattern, 2009 (US Census Bureau)

Table 2: Business Reponses by size of businesses

Size of business employment for surveyed businesses MO-KAN	Percentage of businesses Surveyed (n=28)	Size of business employment for all businesses in MO-KAN*	Percentage of total businesses in MO-KAN (N=3,395)
1-4 employees	50%	1-4 employees	55%
5-25 employees	29%	5-19 employees	32%
26-100 employees	11%	20-99 employees	11%
101-500 employees	3%	100 and more employees	2%
501 and more employees	6%		

(Data source: MoBroadbandNow – Business Survey, 2011)

*County Business Pattern, 2009 (US Census Bureau)

Table 3: Satisfaction over their internet services and providers in MO-KAN*

Services	Very Satisfied	Satisfied	Dissatisfied	Very Dissatisfied	Don't Know/Not Applicable
Cost of internet/network service	28% (+15%)	40% (-7%)	20% (-2%)	4% (-5%)	8% (-1%)
Speed of the on-line connection	20% (+8%)	44% (+2%)	28% (-3%)	8% (+12%)	0% (-1%)
Billing practices of your provider.	44% (+27%)	40% (-24%)	8% (+2%)	0% (-3%)	8% (-2%)
Reliable access to the Internet	32% (+13%)	52% (-2%)	8% (-10%)	8% (-1%)	0% (-1%)
Training and technical support	24% (+10%)	36% (-11%)	20% (+4%)	8% (0%)	12% (-3%)
Customer Service Representative's knowledge when you call for service	29% (+12%)	50% (+3%)	8% (-8%)	8% (0%)	4% (-8%)
Installation technician's ability and courteousness	36% (+15%)	56% (+3%)	0% (-6%)	0% (3%)	8% (-9%)

(Data source: MoBroadbandNow – Business Survey, 2011)

*Figures in the parentheses are the difference when compared to state level responses; negative values indicate regional percentages less than the state percentage.

Table 4: Key Business application of Internet/ Broadband

Business Applications	MO-KAN Response (n=28)	State Response (n=1,182)	National *	Percentages (n=3,459)
E-mail	100%	82%	To advertise or promote the company	60%
Website applications	75%	56%	To conduct research	7%
File sharing	58%	44%	To sell products of services through the company's website	35%
Banking	67%	54%	To Buy products or supplies	84%
On-line education	25%	34%	To watch video	46%
Business to business functions	38%	35%	To bill or invoice customers	39%
On-line customer support	38%	30%		
Research	46%	43%		
E-business	38%	26%		
On-line appointments	25%	23%		
Monitoring functions (energy, security, etc.)	21%	15%		
Videoconferencing	29%	19%		
Internet telephone	29%	14%		

*(Data source: MoBroadbandNow – Business Survey, 2011)

Source: http://transition.fcc.gov/Daily_Releases/Daily_Business/2010/db1129/DA-10-2251A1.pdf