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**NORTH CAROLINA
DEPARTMENT OF COMMERCE**

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NC Commerce Secretary Decker Announces Broadband Survey
Broadband Survey Initiative Aims to Grow State's Digital Economy

Raleigh, NC – N.C. Commerce Secretary Sharon Decker invites all North Carolina households and businesses to participate in a new survey through the NC Broadband Initiative. NC Broadband is launching a statewide survey and scorecard project during the month of October to help households and businesses throughout the state increase their economic vitality by better utilizing broadband technologies.

“The vision of NC Broadband is to improve the quality of life of all North Carolina residents by promoting the use of information technology in education, health care, economic development and all levels of government,” said Commerce Secretary Decker. “By utilizing this opportunity, our residents and business leaders can provide valuable feedback and, as a state, North Carolina can leverage its strength as a leader in the digital economy.”

During October, households and organizations will be asked to conduct an online assessment of their use of broadband technologies. The survey results will provide valuable information on broadband usage by North Carolina residents, and commercial and nonprofit organizations, and will allow for a comparison of broadband usage and economic impacts with peer organizations nationwide.

To benefit North Carolina businesses, up to 500 businesses will receive a uniquely-tailored scorecard based on their survey responses that will summarize the financial impacts that broadband currently has on their business. The scorecard will also compare individual businesses with industry peers in similar communities around the country, and will suggest broadband-enabled tools that could increase competitiveness, efficiencies and revenues.

NC Broadband, a division of the North Carolina Department of Commerce, was created to carry out the work of the State Broadband Data and Development Grant awarded to North Carolina by the National Technology and Information Administration (NTIA) of the U.S. Department of Commerce. NC Broadband is responsible for State Capacity Building, Data Collection and Mapping of Broadband Availability, Technical Assistance to Communities, Implementation of the LITE-UP Pilot Program and Updating the North Carolina Master Address File.

Please visit the NC Broadband website to learn more about the NC Broadband survey at:
<http://ncbroadband.gov/survey>.