



COUNTY OF SANTA CRUZ

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PRESS RELEASE

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BROADBAND SURVEY SHOWS DEMAND FOR INTERNET SERVICE

Nearly 1,000 Santa Cruz County residents and businesses have participated in a survey aimed at improving high-speed broadband access and furthering the County's Broadband Master Plan.

The participants responded to a Demand Aggregation Survey, which the county is using to demonstrate local broadband demand to service providers. Participants said they would be willing to spend extra for improved broadband access, with many rural respondents stating they would be willing to spend in excess of \$100 per month for service.

"Broadband access is critical to economic development and allows Santa Cruz County residents to stay connected to their schools and employers. Our Broadband Master Plan is paving the way for information technology to be as important to our infrastructure as roads and water lines," Santa Cruz County Board Chair Zach Friend said.

The Demand Aggregation Survey remains open and available to businesses and residents at <http://www.co.santa-cruz.ca.us/Departments/EconomicDevelopment/BroadbandSurvey.aspx>.

The survey allows the County to map unmet demand for higher speed internet and communicate needs to potential providers. Actual address information will NOT be shared with providers, and participation in the survey does not subscribe participants to new service or create any other obligations, nor does it guarantee that improved broadband service will be made available.