

# PRESS RELEASE



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## Households, businesses asked to complete broadband survey by this Friday *Responses critical to analysis of current conditions; results to guide infrastructure investment*

NEW NORTH, October 26, 2021 – Northeast Wisconsin households and businesses are asked to complete a short public survey about current broadband service conditions by this Friday, October 29. Homes should have received the survey via U.S. Mail late last week. It also is available online, for both residences and businesses, at <https://www.thenewnorth.com/broadband-access/>.

New North Inc., the regional economic development corporation serving the 18 counties of Northeast Wisconsin, has partnered with the broadband consulting team of Design Nine, MSA and GEO Partners to undertake the broadband study. Existing broadband assets are being analyzed and a comprehensive set of strategies on how to best institute high-performance broadband and internet services will be shared with each county in the region in December of this year.

“Public input is crucial to the success of the broadband study,” says Barb LaMue, president and CEO of New North Inc. “Affordable, world-class internet service is a pillar of economic success. That point was driven home over the past 19 months when work and school activities increasingly were moved to private residences due to the pandemic. We urge households and businesses in our region to complete the survey by Friday.”

Internet users also are asked to take an internet speed test at <https://expressoptimizer.net/test/>. Live, crowd-sourced speed test results can be seen at <https://expressoptimizer.net/projects/Wisconsin/speedtestmap.php>. The speed test is available beyond this Friday.

# # #

New North, Inc., is a 501(c) 3 non-profit, regional economic development corporation fostering collaboration among private and public sector leaders throughout the 18 counties of Northeast Wisconsin, known as the New North region. The New North brand unites the region both internally and externally around talent development, brand promotion and business development, signifying the collective economic power behind the 18 counties. The counties include Outagamie, Winnebago, Calumet, Waupaca, Brown, Shawano, Oconto, Marinette, Door, Kewaunee, Sheboygan, Manitowoc, Fond du Lac, Green Lake, Marquette, Florence, Menominee and Waushara. [www.thenewnorth.com](http://www.thenewnorth.com)

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