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**Business and Professional Women's Foundation Survey Shows that Women in Business are Increasingly Reliant on High Speed Broadband for Vocational, Personal Use**

*"Women Are Always 'On'" results indicative of Internet's growing importance for women in the workplace and at home*

**WASHINGTON, D.C.** - Today the Business and Professional Women's Foundation (BPW FOUNDATION) announced the results of their 2011 women and broadband survey at the Association for Enterprise Opportunity's 20<sup>th</sup> Annual National Microenterprise Conference. The survey results, based on answers from 1,400 online participants, found that women continue to use high-speed technology as a critical component of building their businesses and advancing their careers.

The survey demonstrates that while Internet use varies across age, employment, military status, and geographic location, one component remains consistent for all users: most respondents confess that they do not have the necessary tools or knowledge to most efficiently utilize the Internet.

"This survey brings attention to the tremendous advancements that broadband access has brought to women, women-owned businesses, and women's everyday lives," said Deborah Frett, CEO of Business and Professional Women's Foundation. "But the results also demonstrate that there is a critical need for continued efforts to educate women on how to better and more efficiently utilize high-speed technology to empower them to remain competitive in the workplace, in their own businesses, and in their personal lives in this growing digitally-based economy."

The results of BPW Foundation's survey reflect that in today's rapidly moving world, Internet use is becoming more central to women's lives every day. As the research reflects, the Internet is essential for social interaction, education, training and economic purposes. With a wide range and an ever-increasing number of devices that can connect to broadband, the Internet has become an increasingly critical resource.

According to BPW Foundation, the results of this online survey demonstrate the need for continued focus on a competitive broadband market to allow for deployment, access and adoption that assures all women in business use of high-speed Internet for professional and educational development. The BPW Foundation is a 55 year old non-profit organization that remains committed to enhancing the working lives of women, as well as working with employers to build successful workplaces for women's career advancement.

To access the survey and its findings, please visit: <http://www.bpwfoundation.org/>.

***About Business and Professional Women's Foundation:***

*BPW Foundation is a 501 (c) (3) research and education organization. The work of BPW Foundation supports workforce development programs and workplace policies that recognize the diverse needs of working women, communities and businesses. For more information on BPW Foundation, please visit: <http://www.bpwfoundation.org/>*