



Current Approaches to Measuring the Economic Impact of Broadband: A Household Perspective

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Broadband and Its Impact on Consumers and Economies:

Developing a New Framework for Future Metrics

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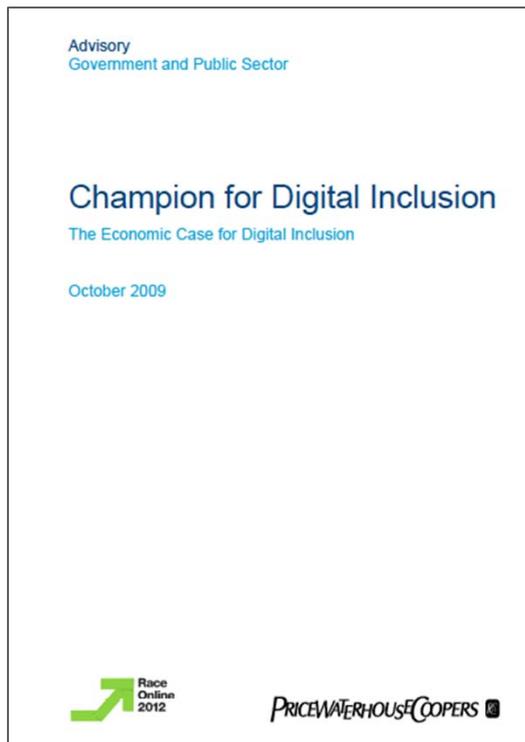
Why collect broadband data?

- Understand individuals' ability to engage in a digital society, realize societal, individual, economic benefits

Societal benefit:

- “more ubiquitous access to and use of broadband Internet networks ... will help foster innovation and drive the growth of the Internet economy and of the economy in general” *June 2011 OECD Communiqué*

Why collect broadband data?



Economic benefit from uptake:

- e.g. “Each contact and transaction with government switched online could generate savings of between £3.30 and £12.00.”

National statistical agencies as data collectors allow for:

- large scale surveys with representative sampling of households/individuals
- international coordination on questions
- data accessible to policy makers, researchers

Are we collecting what we need?

Access:

- availability of fixed and mobile networks, uptake
- quality of broadband networks -- can network support required/desired applications?
- affordability (difficult to assess)

Use:

- purpose and context of broadband use (e.g. location)
- time/frequency measures not very useful (proxies)
- need to understand skill/literacy/ability to engage

Are we collecting what we need?

- Impact:
 - how to define and measure *effective* use?
 - how does individual broadband use create positive outcomes?
 - what is the impact of non-adoption or ineffective use

Data for policy making

- Providing network access
 - type of network
 - speed, quality of service
- Realizing benefits of broadband
 - adoption and non-adoption
 - access is not enough: nuanced understanding of use, capability and impact

Mobile broadband stats are key



“governments are turning to m-government to realise the value of mobile technologies for responsive governance and measurable improvements to social and economic development, public service delivery, operational efficiencies and active citizen engagement”
-- do mobile services allow these benefits to be realized?

Broadband on household surveys

- Provides data about citizens' use of broadband, in aggregate offers insights on ability to participate in digital society
- Need better understanding of how individual broadband use (engaged, effective) results in improved socio-economic outcomes
- Can we link individual level impacts (micro) with macro economic data at the national level?