



Federal
Communications
Commission

Session 2 – Current Approaches to Measuring Broadband Deployment and Adoption

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Current US Government Broadband Data Collections

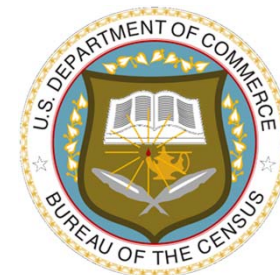
Collected by the regulator (Federal Communications Commission)

- **Subscription data.** Count of subscribers by technology and speed tier via census of broadband providers (Form 477)
- **Actual performance data.** Measure of actual speed, latency, etc. via statistical sample of end users (Measuring Broadband; SamKnows)
- **Use of internet and reasons for non adoption.** Survey of individuals and businesses



Collected by the statistics agency (Department of Commerce, Census Bureau)

- **Access to internet.** In and out of home, by household via statistical sampling of households sponsored by NTIA (Current Population Survey)
- **Technology of access to internet.** Within each household via statistical sampling of households and group quarters (questions pending, American Community Survey)
- **Availability of broadband networks.** Footprint of broadband networks and speed via collection from broadband providers conducted by states and overseen by NTIA



Collections illustrate choices made in design

Design choice

Trade-offs

Survey vs. census

- *Surveys*: faster, give good measures of error
- *Census*: good for capturing small groups, whole picture

Users vs. providers

- *Users*: good for understanding household-level and *why*
- *Providers*: insight into technology, speed

Mandate vs. cooperative development

- *Mandate*: effective for well known or controversial collections
- *Cooperative*: good for problem solving new collection

Static vs. dynamic

- *Static*: helpful for developing time series
- *Dynamic*: good for tracking evolving technologies

Frequency of collection

- *More frequent*: More insight into a rapidly changing market
- *Less frequent*: Less cost and burden to agencies and respondents