

Collection, Analysis & Dissemination of Households' and Individuals' Infocomm Usage Data in Singapore

ITU Regional Workshop

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Background

> Broad framework

- Working towards IDA's strategic goal of cultivating a vibrant and competitive infocomm industry and an infocomm-savvy workforce and society

> To generate indicators for:

- Monitoring and analysing trends and development in the Singapore infocomm landscape, contributing to:
 - Policy formulation and target-setting/review for IDA's latest infocomm masterplan "Intelligent Nation 2015"(iN2015); and
 - IDA's corporate Key Performance Indicators (KPI)
- International benchmarking of Singapore's progress and developments in the infocomm landscape

Objective of Survey

- > **Mode of data collection: via survey**
- > **Main objectives are to:**
 - **Gauge the ownership of infocomm appliances and subscriptions to infocomm services;**
 - **Assess the extent and level of sophistication of infocomm usage; and**
 - **Identify the barriers to, and motivations for, infocomm adoption**

in Singapore households and among resident population

Scope of Survey

- > **Target respondents: households & individuals**
- > **Frequency: annual (since 1990)**
- > **Sample units**
 - **Residential addresses selected from the established National Database of Dwellings in Singapore**
 - **Includes both private and public housing units**
 - **Based on a 2-stage sample design**
 - **Geographical location and dwelling type**

Data Collection & Analysis

> Questionnaire formulation

- Considers best practices and approaches recommended by international organisations such as ITU, OECD, Eurostat
- Four separate sets of questionnaires
 - 1 for the household;
 - 1 for individuals aged 7 - 14 years;
 - 1 for individuals aged 15 - 59 years and
 - 1 for individuals aged 60 years & above

> Fieldwork

- Contracted out to external market research firm to conduct face-to-face interviews with households and selected family members
- Vendor also collates raw data

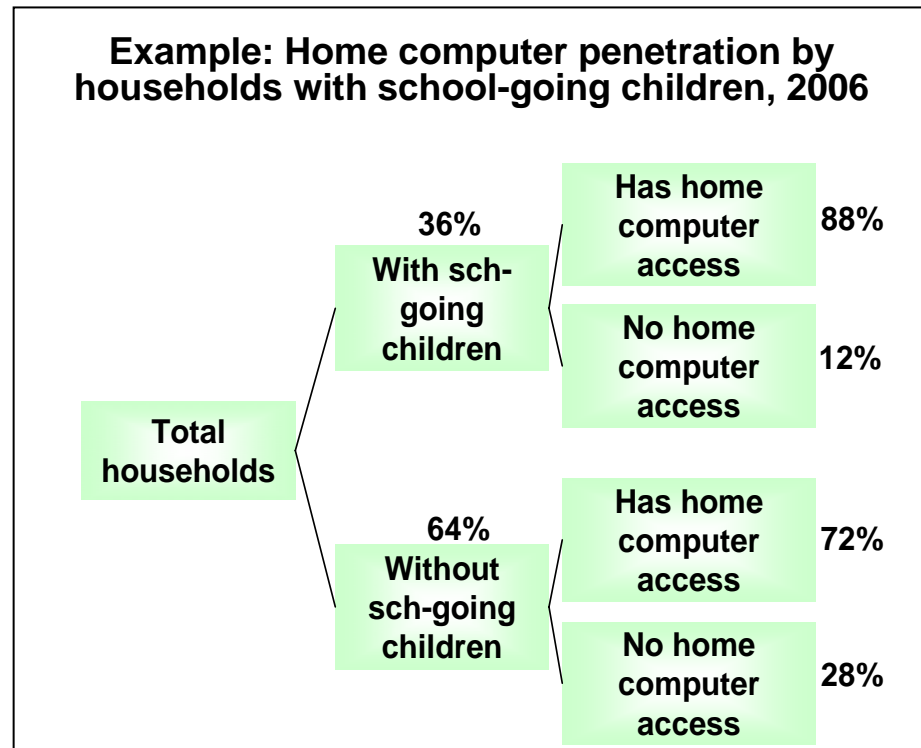
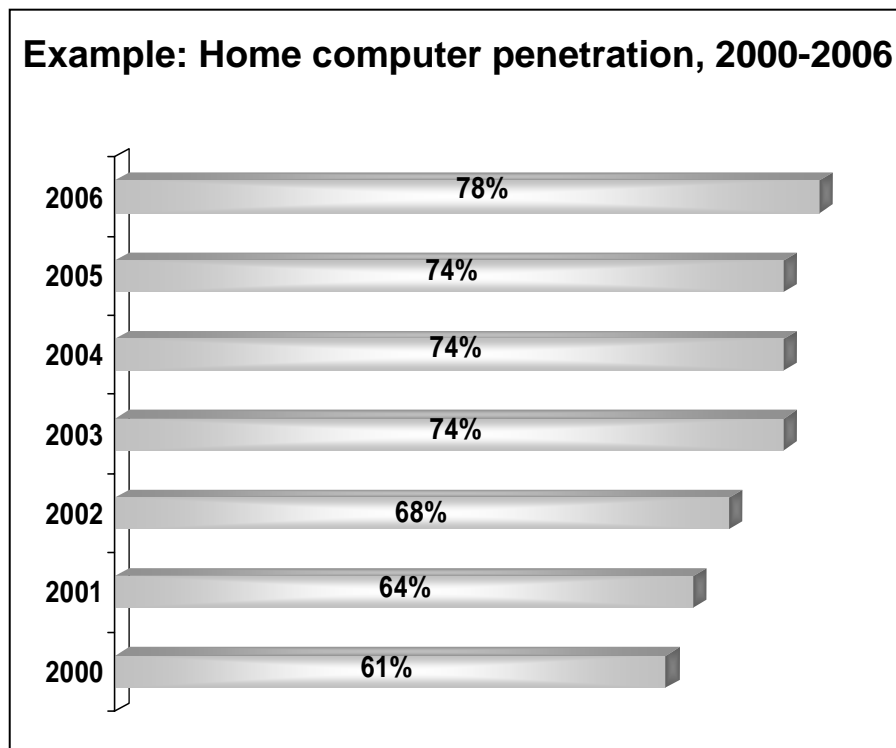
> Analysis

- Data analysis and interpretation functions done by IDA

Indicators Generated - Examples

> At household level

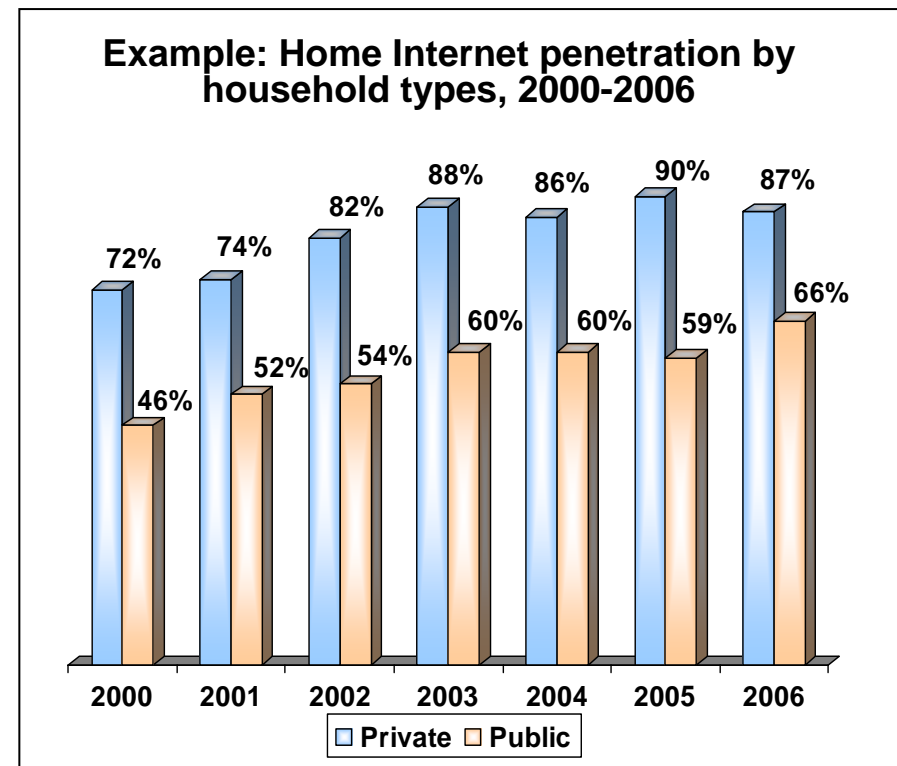
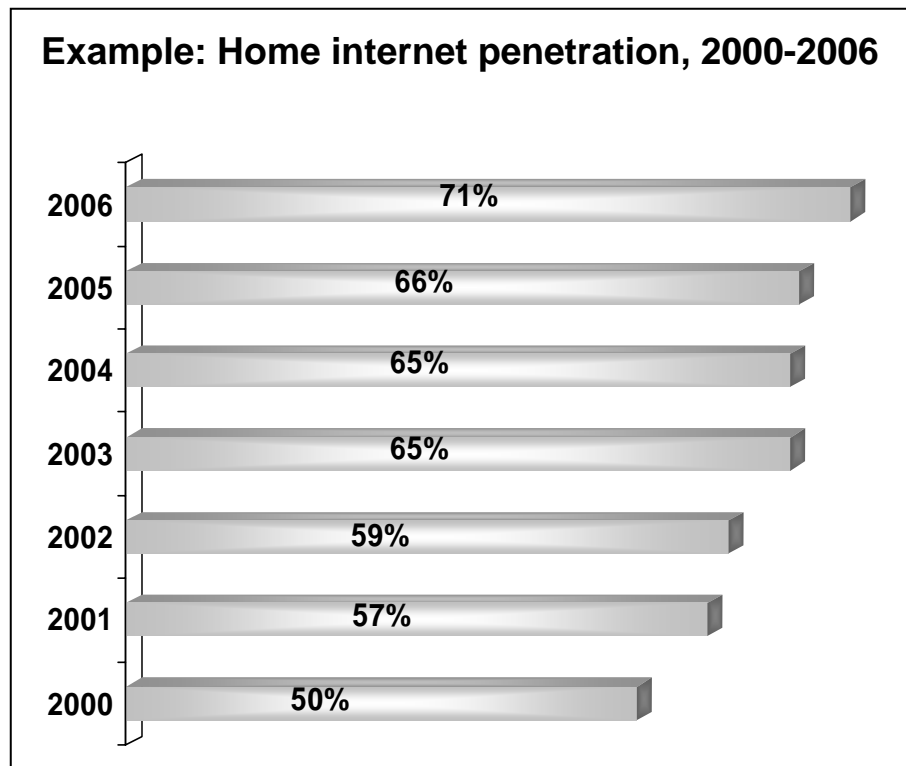
- Access to a computer at home
- Computer ownership by households with school-going children



Indicators Generated - Examples

> At the household level

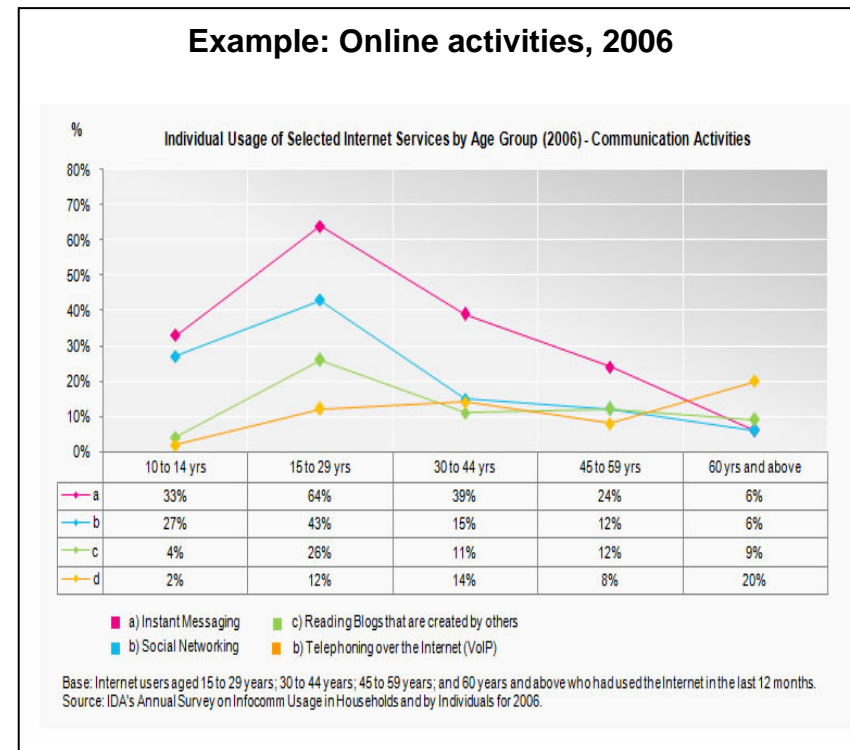
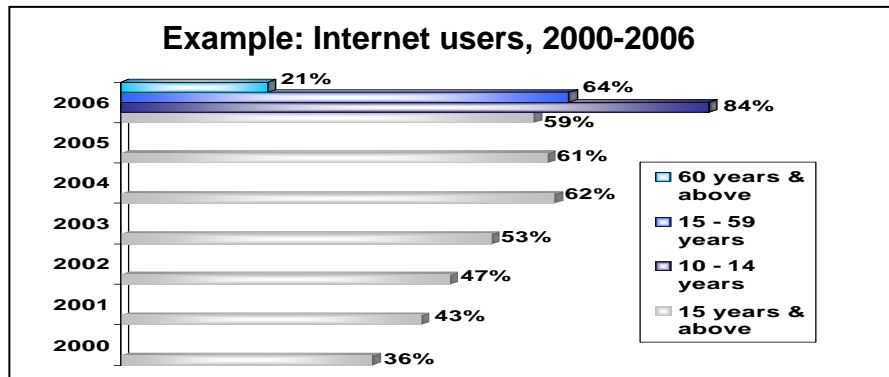
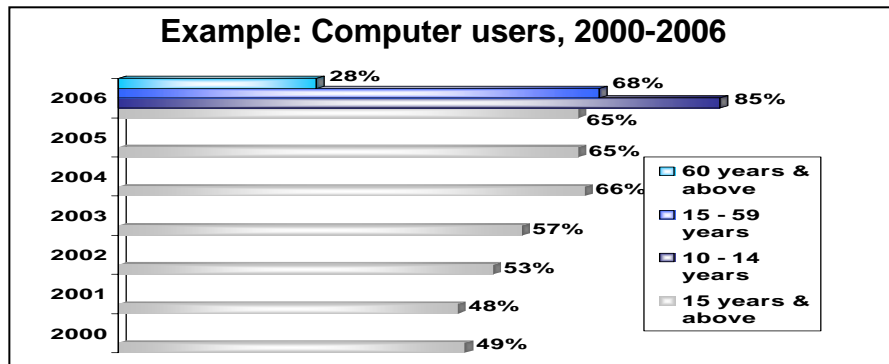
- Access to Internet at home
- Internet penetration by households types



Indicators Generated - Examples

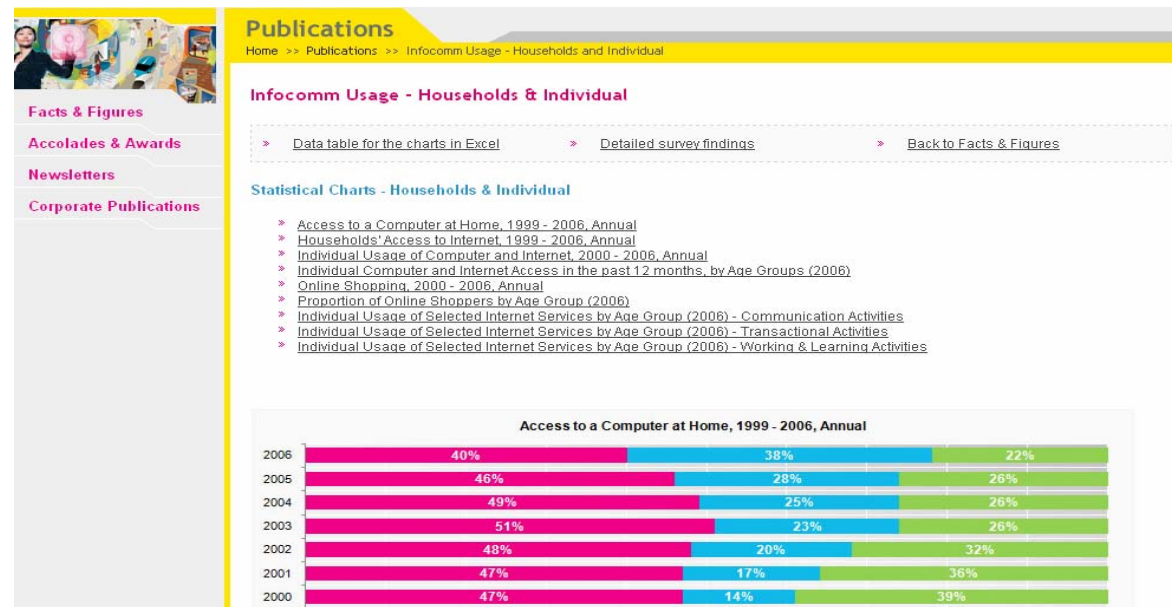
> At the individual level

- Computer and Internet users among residents
- Frequency and duration of Internet use
- Reasons for not using Internet
- Online activities



Data Dissemination

- > **Internal audience:**
 - Detailed management report
- > **External audience:**
 - Key statistics and executive summaries posted on the IDA Internet website



Challenges Faced

- > **Usefulness/Value of Survey**
 - Improve usefulness of survey findings
- > **Timeliness**
 - Availability of survey findings on a timely basis as inputs for policy formulation & review
- > **Cost**
 - Weigh between scale of survey, fieldwork period and using external market research firm
- > **Management of external market research firm**
 - Quality control (QC) of data collection process and data collation by external market research firm
- > **Respondent fatigue**
 - Review length of questionnaires
 - Manage requirements from other departments / agencies
 - Distinguish between 'good-to-have' and important data items

Areas of Improvement

- > **Achieve better response rate**
 - Explore other modes of data collection
 - Online survey
 - Telephone (CATI)
 - Create public awareness/understanding of value of survey
 - Provide incentives to encourage participation
- > **Review questionnaires periodically**
 - To ensure relevance of indicators generated/tracked
- > **Co-ordinate timing of surveys, where possible, with other government agencies**
- > **Supplement with administrative data, where applicable**

Summary

- > **Survey is a resource-intensive approach**
 - Indicators generated should be carefully considered and the survey framework designed accordingly to maximise the efforts
 - Implementation needs to be monitored and reviewed to ensure outcomes achieved

- > **Sharing of survey findings is important and helps to foster better awareness and understanding of infocomm developments**

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