



USAID-LMI PROJECT IN PERU

A discussion about baseline research findings

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Our team

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About this discussion

- About household survey design and its implications for future research activities
- About site selection: Understanding rural vs. urban and other project characteristics
- About Voxiva business plan for the micro-telco
- Understanding how our research model could apply to other LMI sites
- Other questions

A closer look at household survey design

- A **survey of individuals** but retaining the household as the sampling unit (sample size: 400)
- **Why** a survey of household heads and their spouses?

SHORTCOMINGS

- Only 10% of sample below 30 years old
- Only 17% of sample female

NEXT STEPS

- 8-10 focus groups (men/women aged 15-19, 20-29, 30-50)
- Add questions to capture information from each family member

About project location

Only 20% of our sample is defined as “rural”,
according to national census definition



“A populated rural center is an area with no more than 100 adjacent households and that is not a district capital. It can also be an area with more than 100 households if these households are scattered and do not constitute living centers or blocks”

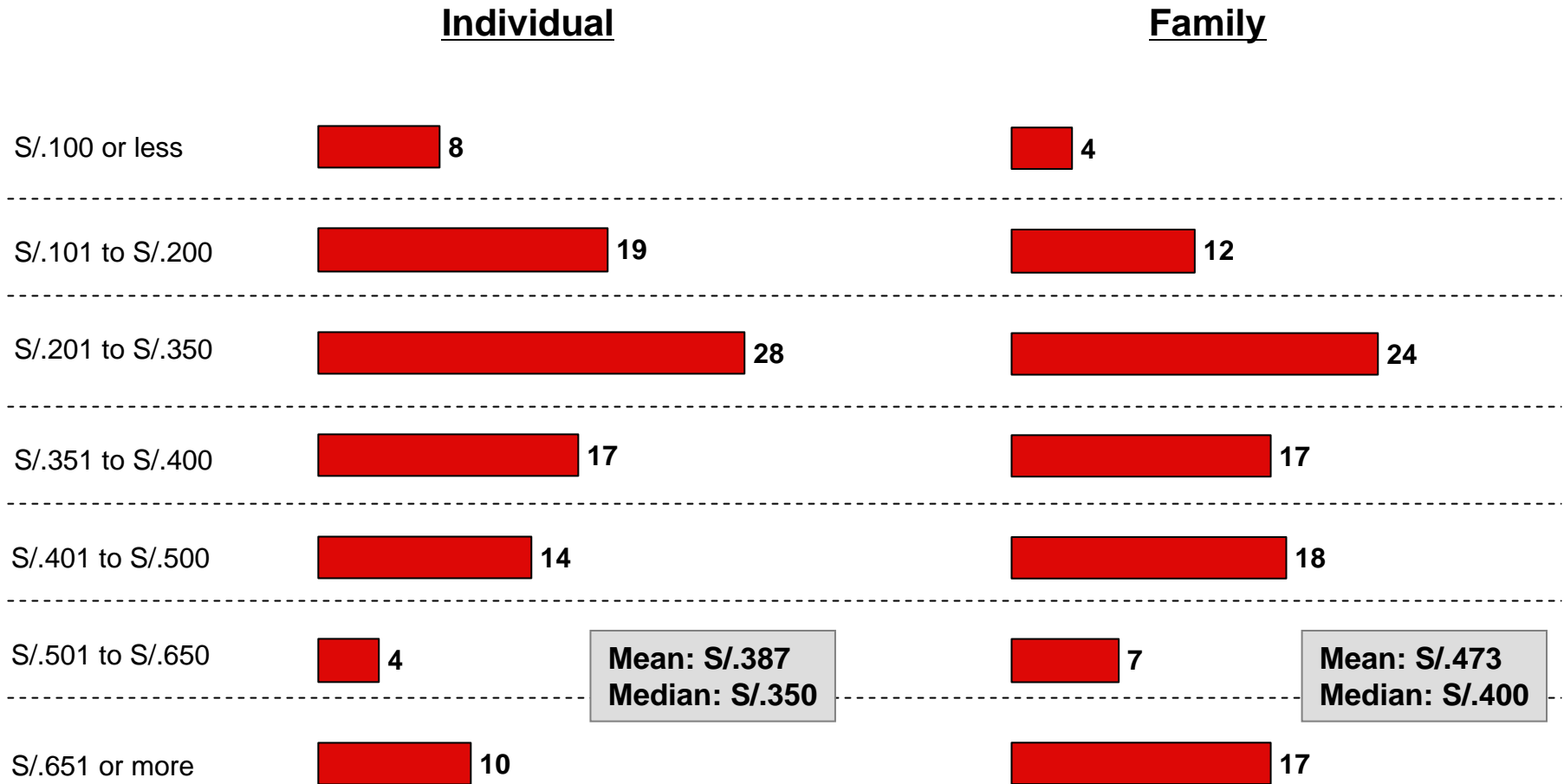
About project location

A matter of convenience?

- Choosing an already established organization**
- Choosing the Jauja Province**



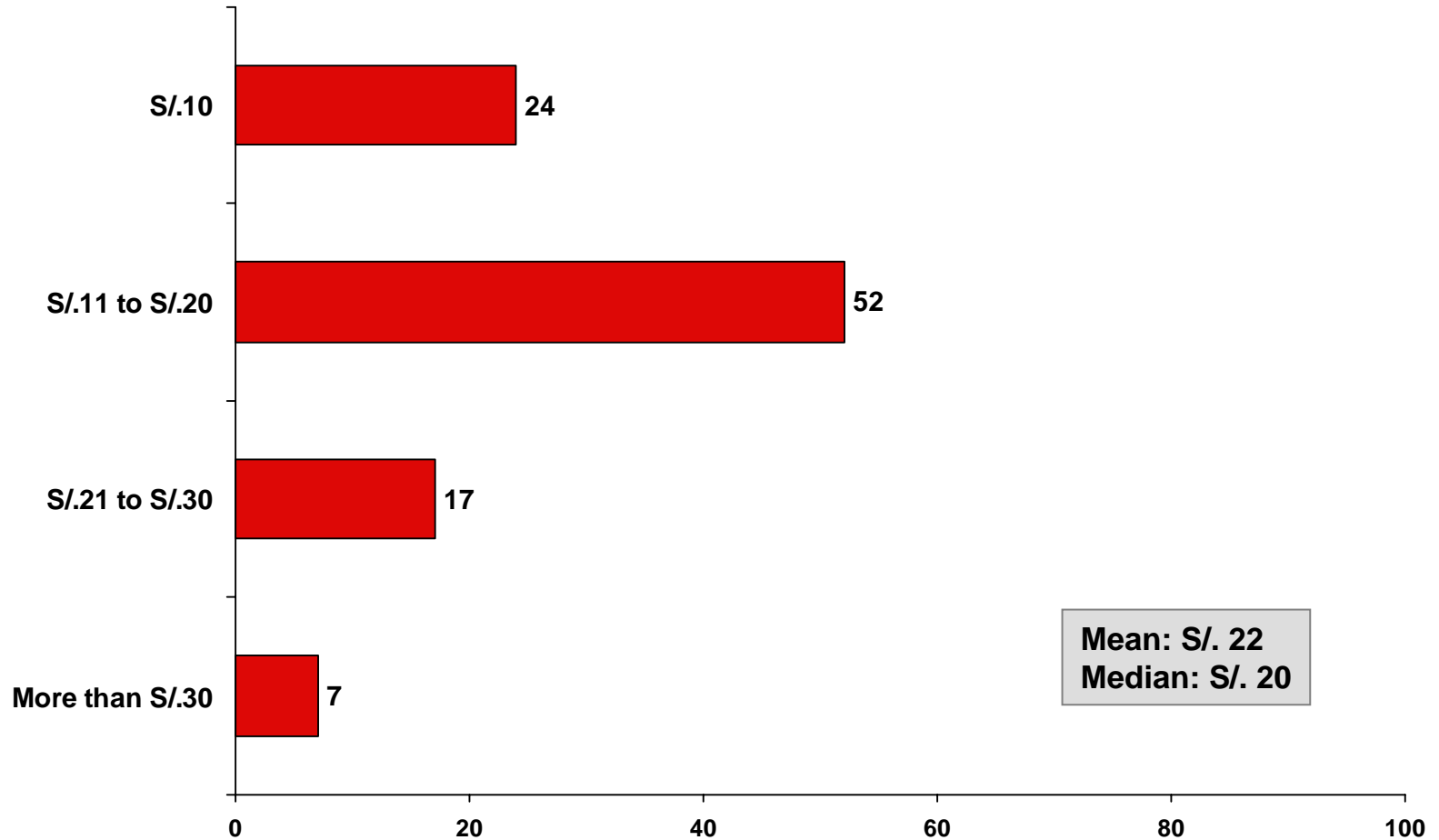
About our target communities: income data



Sample: Total respondents who receive an income and declare it (373; 93% of the sample)

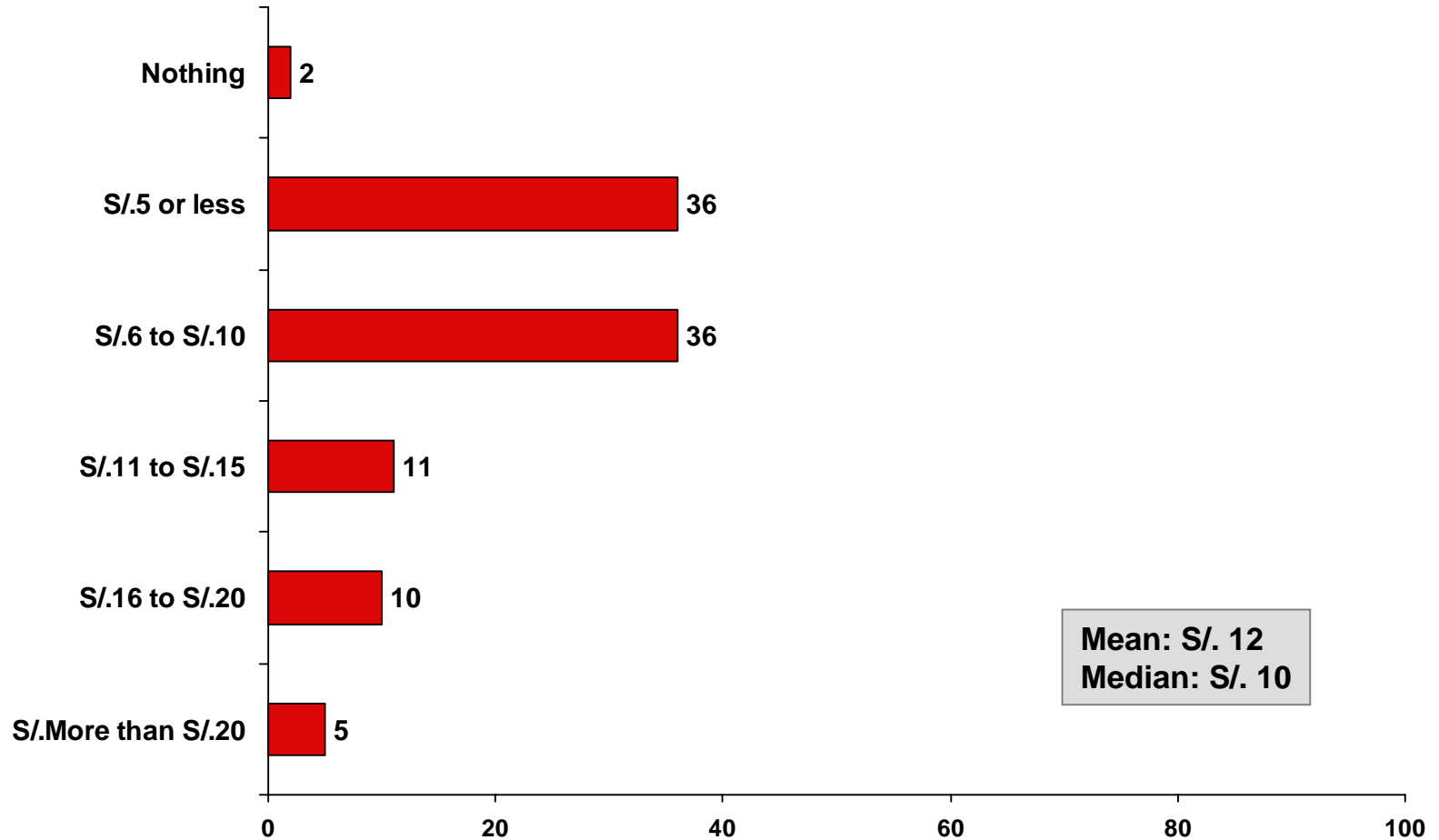
Sample: Total respondents (386; 97% of the sample)

About our target communities: cell phone expenditure



Sample: Total respondents who own a cell phone themselves (29; 7% of the sample)

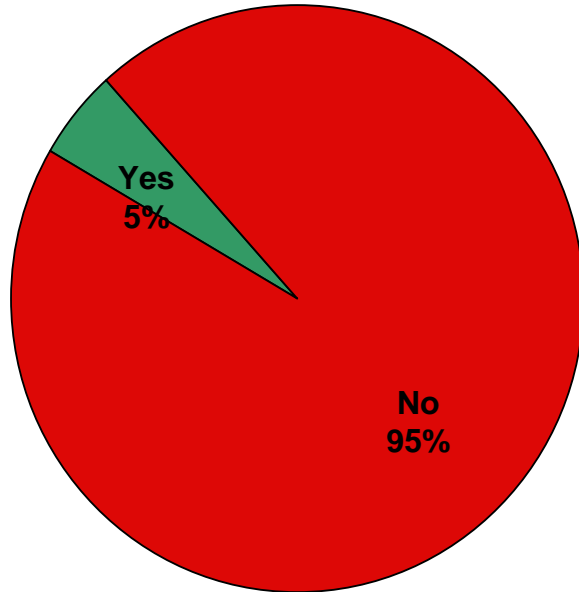
About our target communities: public phone expenditure



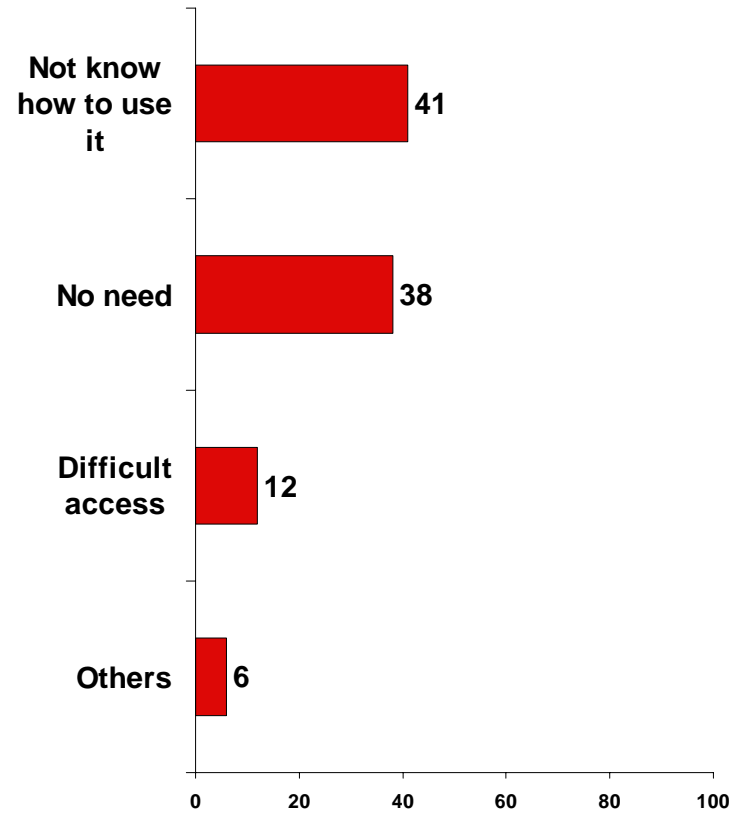
Sample: Total respondents who are phone users (278; 70% of the sample)

About our target communities: Internet use patterns

Do you use the Internet?

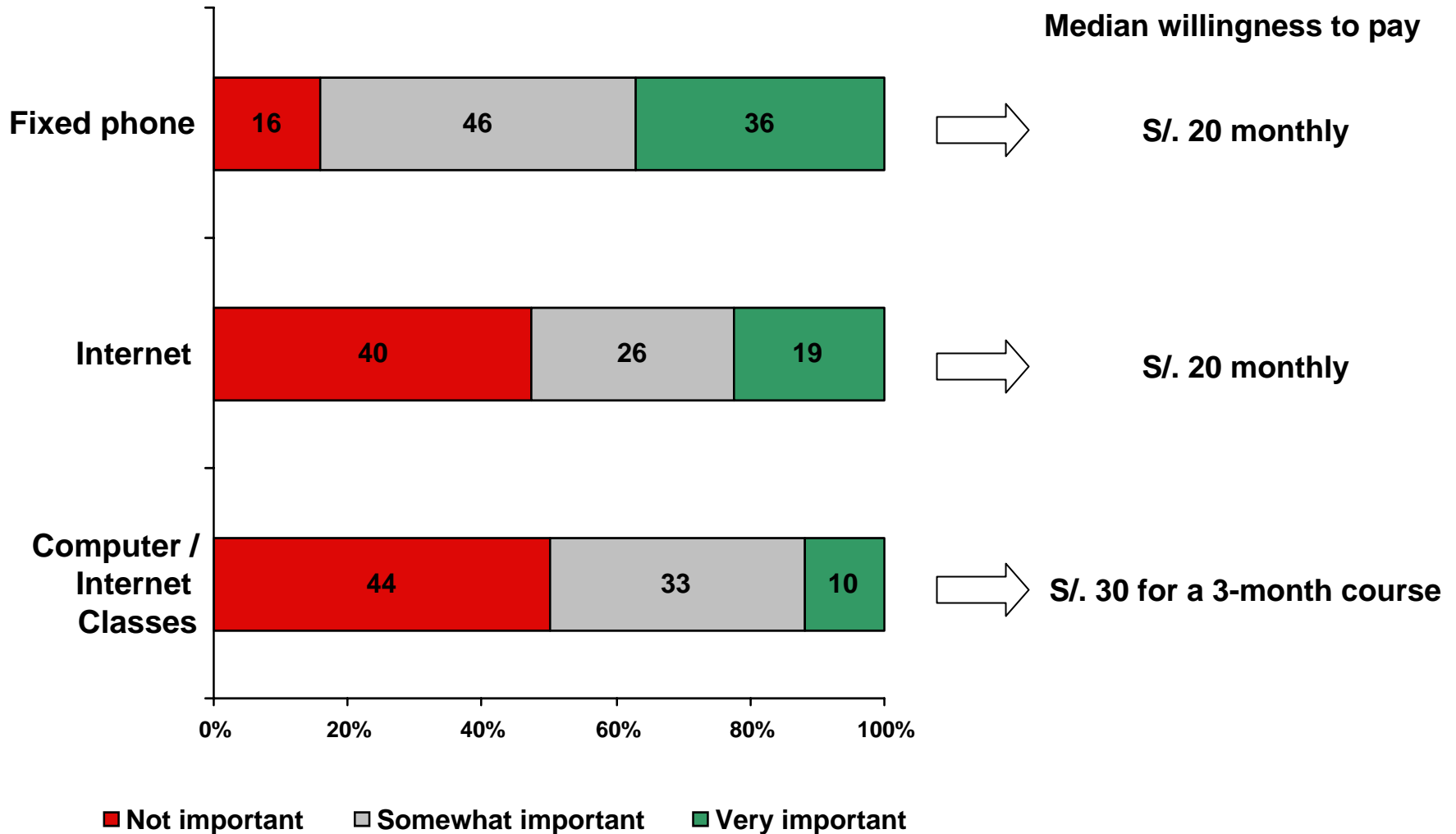


What is the main reason for not using the Internet?



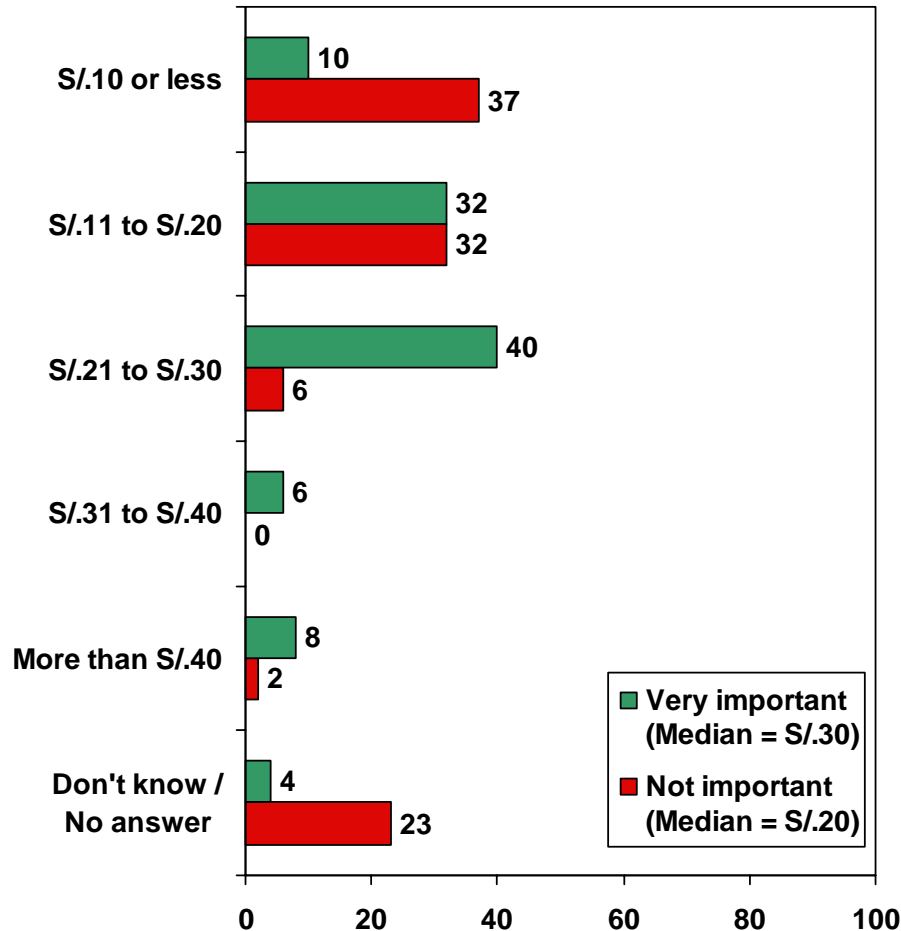
Sample: Total respondents (400)

Contingent valuation and micro-telco business model



Sample: Total respondents (400)

Contingent valuation and micro-telco business model



Those who are most interested in getting a fixed phone, are willing to pay more for it.

- Median monthly family income of most interested: **S/.420**
- Median monthly amount they are willing to pay: **S/. 30**
- Median amount they are willing to pay as a percentage of their monthly income: **7%**

Business model

- Difficulty in obtaining information from implementing agency
- Tentative business plan pricing phone at **50 S./month**
- Uncertainty about capital investment and interconnection costs, among other aspects

NEXT STEPS

- Obtain business plan information (interviews with Voxiva and Televias) and list of subscribers for users' survey.
- **To be considered:** Comparative study of business arrangements of competing agencies (e.g., Gilat, Telefonica), and business approach of local Rural Telecommunications Fund (FITEL).

Replicating our research design

Change in communication and information dynamics

- Longitudinal household survey, focus groups, users' interviews, interviews with institutions

Change in development indicators

- Focus groups, users' interviews, interviews with institutions

Viability and sustainability of business model

- Analysis of financial documents, interviews with implementing agencies, users' interviews

A **flexible** and **comprehensive** mixed-methods approach that can be adapted to other LMI sites around the world

Questions?

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