

Accessibility and use of broadband in rural Ireland

ICT in Rural Areas

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Rural Ireland at a glance...

Rural Ireland at a glance ...

Ireland has a high proportion of people living in rural areas (39 percent in 2005 compared to the OECD average of 24 percent).

Rural Ireland at a glance ...

Ireland also has a low population density relative to other OECD countries; population density in Ireland is 62 inhabitants per square kilometer

Rural Ireland at a glance ...



The rural population in Ireland can now be considered to be predominantly non-farming

State of play of broadband in Ireland

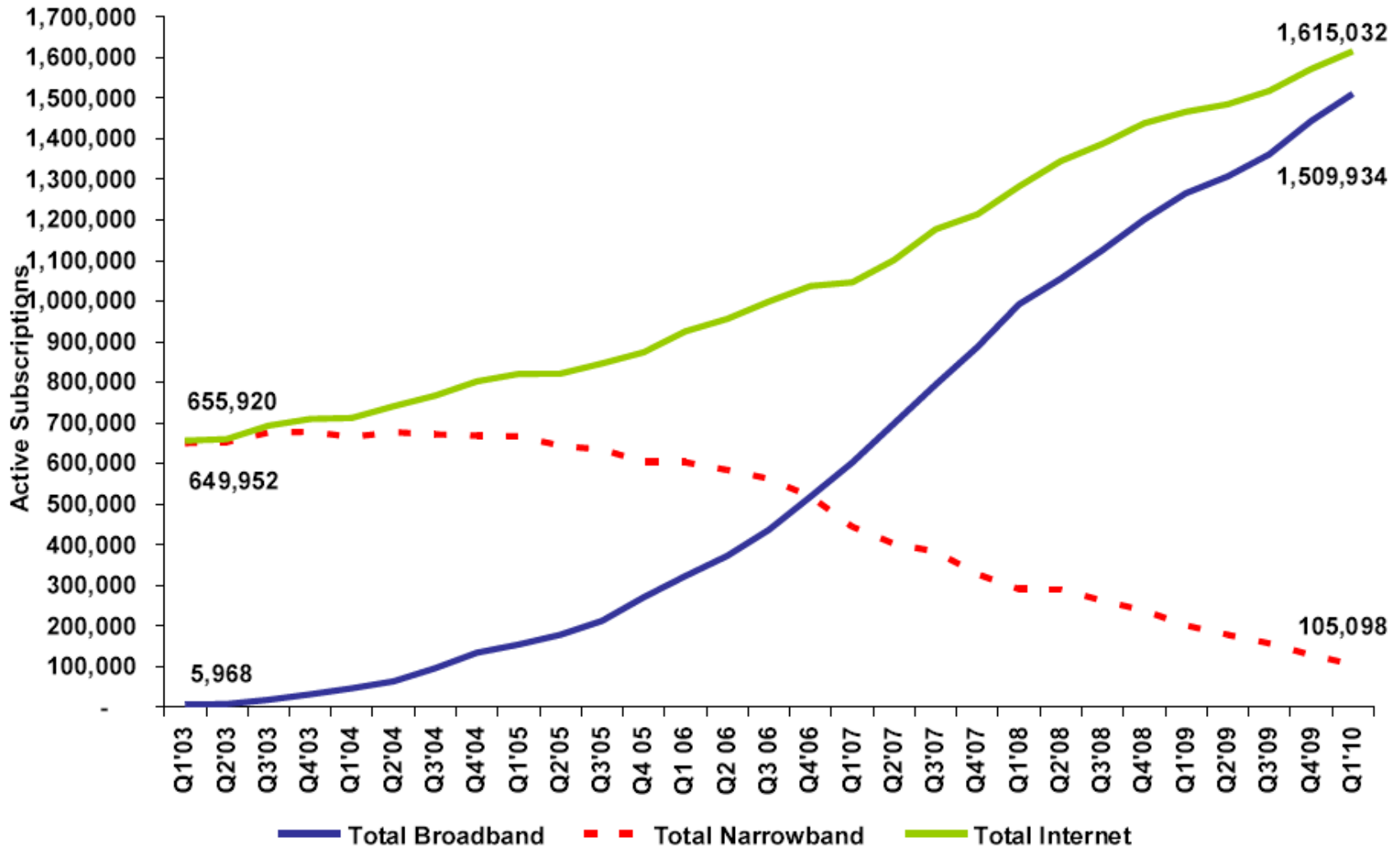
Availability & Use

State of play of broadband ...

As of Q3 2009, broadband connections account for
90 percent of internet connections

State of play of broadband ...

Total Internet Subscriptions



State of play of broadband ...



30 percent of broadband connections in Q3 2009
were mobile

State of play of broadband ...

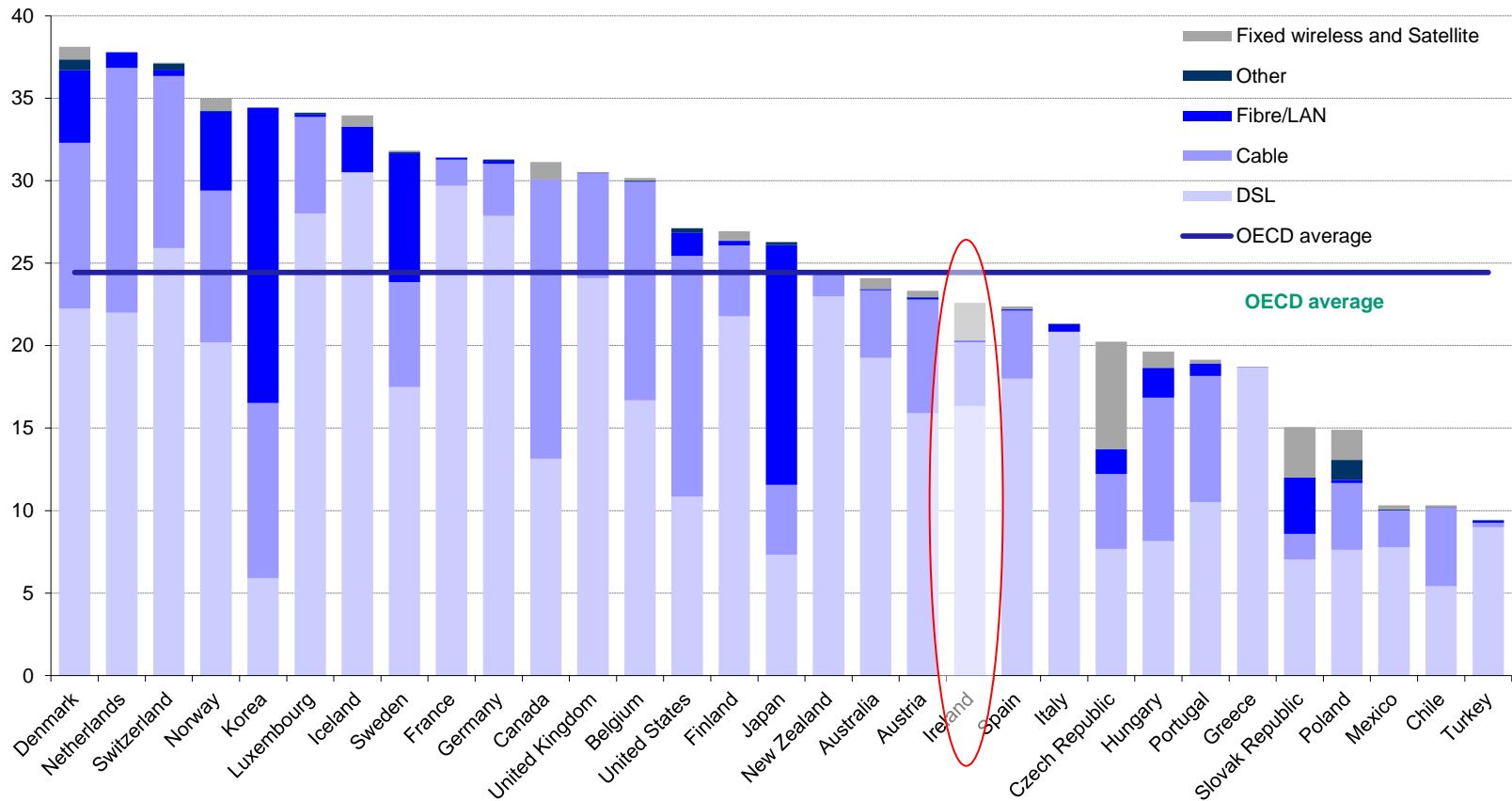


State of play of broadband ...

As of Q3 2010, Ireland has 22.6 broadband subscribers per 100 inhabitants compared to the OECD average of 24.4 (excluding mobile broadband as defined by the OECD for international comparisons)

BB subscribers per 100 inhabitants

OECD Fixed (incl. fixed wireless and satellite) broadband subscriptions per 100 inhabitants, by technology, June 2010



What about rural broadband?

Rural broadband ...



Rural Broadband Scheme completed in 2010 and
has met the EU target for broadband availability

Rural broadband ...

The Scheme has brought a broadband service to
1,028 areas where previously coverage was
deemed to be insufficient

Rural broadband ...

The Rural Broadband Reach Scheme was
announced March 2010 and is
delivered under the RDP

Rural broadband ...

The Rural Broadband Reach Scheme

“Aims to secure access to broadband for certain target premises in rural Ireland to which affordable broadband is not currently available and is unlikely to be available in the near future.”

ICT Usage & Needs

ICT Usage & Needs ...

- The ten most popular activities (2005) that the general population used the Internet for are:
 1. Sending & receiving emails.
 2. Finding information about goods & services.
 3. Travel & accommodation services.
 4. Internet banking.
 5. Looking for information about training, education and course offers.
 6. Obtaining information from public authority websites.
 7. Consulting the internet with the purpose of learning.
 8. Downloading Official Forms.
 9. Seeking health information.
 10. Submitting completed Official Forms.

What about Farming Ireland?

Farming Ireland ...

In May 2007 the Minister for Agriculture, Fisheries and Food appointed a Committee on the Uptake of IT in Agriculture and Rural Communities (CUITA).

Farming Ireland ...

The committee was set up with a view to getting guidance and advice on the relevant areas surrounding ICT usage in farming and rural families in Ireland.

Farming Ireland ...



Some CUITA findings...

Some CUITA findings ...

- Popular internet farmer activities (2010)
 1. To find information about goods and services
 2. Sending and receiving emails
 3. For agricultural services
 4. To download forms
 5. Internet banking
 6. Purchase goods online

Some CUITA findings ...

Approximately 96% of farmers have access to a PC
and 83% own a PC

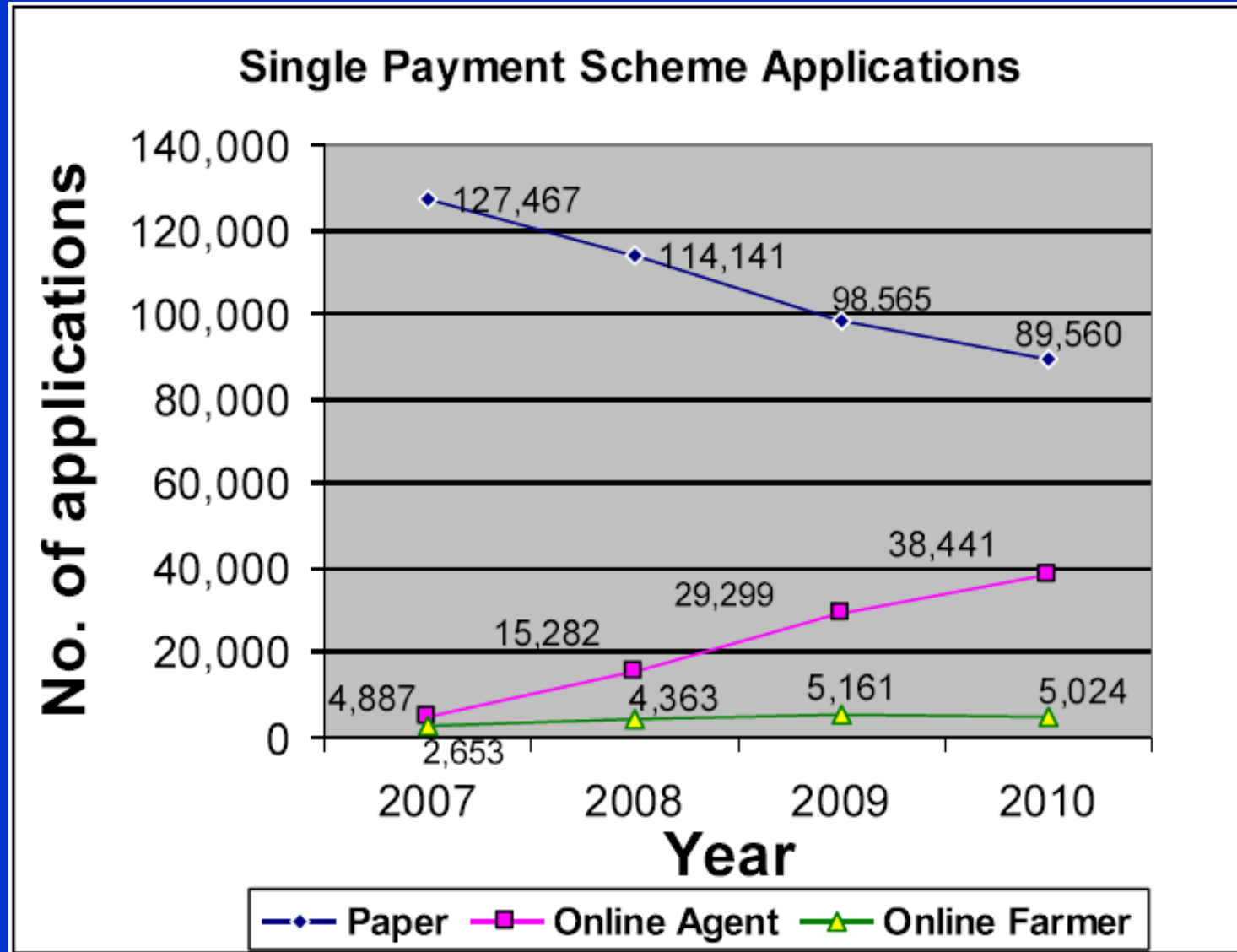
Some CUITA findings ...

44% of farmers who use a PC use it for home/farm accounts or for running farm management software.

Some CUITA findings ...

Approximately 33% of Single Payment Scheme claims were received online in 2010 (12% submitted by individual farmers, 88% submitted by an authorised agent)

Some CUITA findings ...



*There is a continuing need to
address the barriers to technology
adoption faced by farmers*

Barriers to technology adoption (farmers) ...

Age

Barriers to technology adoption (farmers) ...



Broadband availability & cost

Barriers to technology adoption (farmers) ...



Education and knowledge

Barriers to technology adoption (farmers) ...



Fear of technology

*Key influencers on farmers decision
to adopt ICT*
(source CUITA study)

Key influencers on farmers decision to adopt ICT



Educational Level is the main factor which has shown to have an impact.

Key influencers on farmers decision to adopt ICT



Facilitating Conditions - the degree to which farmers believe that they have the knowledge and resources necessary to use the farming software and websites.

Key influencers on farmers decision to adopt ICT



Perceived usefulness of technology (Performance Expectancy).

Key influencers on farmers decision to adopt ICT



Influence of Family (neighbouring colleagues are found not to be influencers).

Needs of local community groups (from personal experience)

Needs of local community groups ...

Need for integration between discrete IT systems

Integration between various Community Scheme systems, MA reporting systems and systems used by the community groups themselves

Needs of local community groups ...

Need for higher end database systems.

Systems that can better manage the data community groups generate and work with.

Needs of local community groups ...



Need for customer relationship management
systems

Needs of local community groups ...

Need for improved communication systems
(social media beginning to be used)

Needs of local community groups ...



...and lots more

How are needs identified and reported?

Identifying & reporting needs ...



At a National level by various government
Departments

Identifying & reporting needs ...



At a regional level by regional authorities, agencies
& development companies

Identifying & reporting needs ...

Through surveys

Identifying & reporting needs ...

Through focus groups

Identifying & reporting needs ...

...and other research methodologies

Some closing thoughts

Thanks you