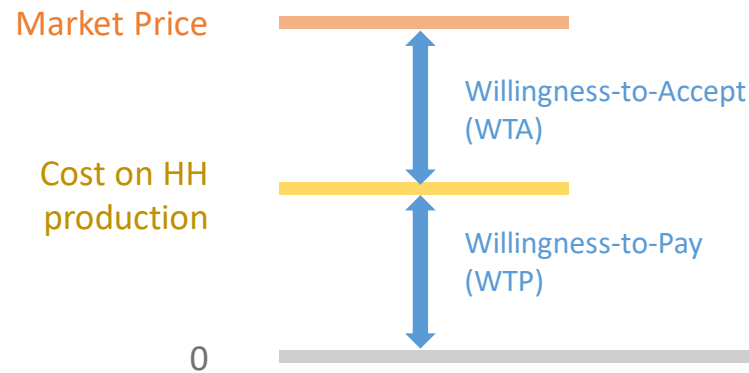


NEW MEASURES OF NON-MARKET HOUSEHOLD PRODUCTION

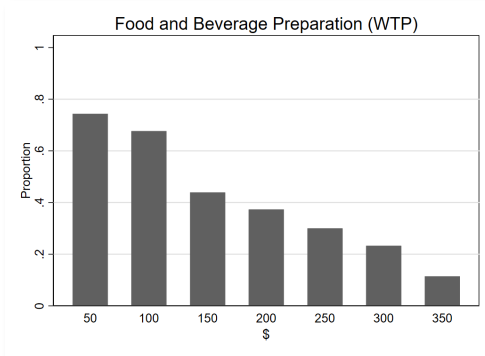


- + Household production is not included in formal GDP
- + BEA Satellite Account faces a series of concerns
- + We propose: Massive Online Experiments

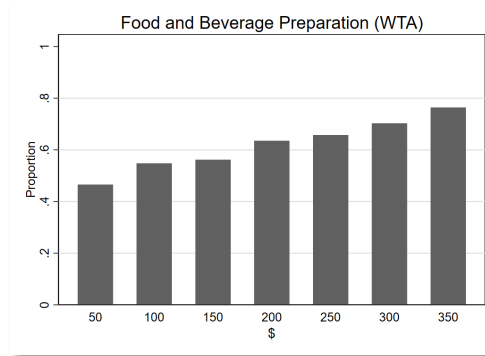


- + Pilot experiments on Cloud Research
 - + Food and beverage preparation
 - + House cleaning

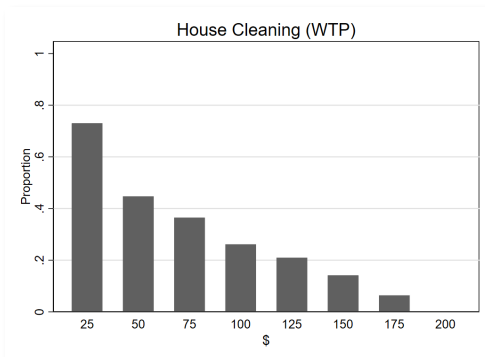
NEW MEASURES OF NON-MARKET HOUSEHOLD PRODUCTION



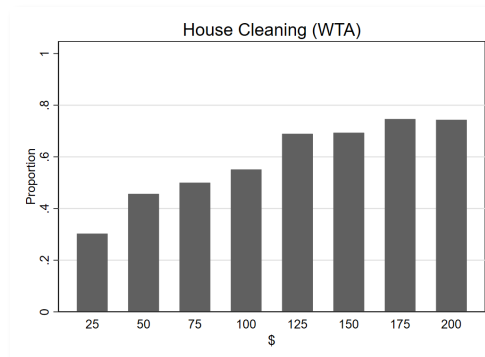
Median = \$154.7



Median = \$62.1



Median = \$53.6



Median = \$78.1

\$2.7 trillion



21% of

U.S. GDP



\$1.6 trillion