

Wireless Internet Usage in Taiwan

Summary Report of October 2014 Survey

Taiwan Network Information Center

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1. Survey Methodology

Survey Period	Telephone interview survey: Oct. 21, 2014 to Oct.28, 2014
Number of Samples	1,077 valid samples (telephone interview survey)
Target	Residents in Taiwan aged 12 and above
Population	20,936,804 residents in 22 cities/counties in Taiwan *Demographic information based on 2014 September Monthly Demographic Statistics Report, Ministry of Interior
Survey Method	Computer-assisted telephone interview
Sampling Method	A stratified simple random sampling was used to separate the population elements into strata composed of 22 cities/counties in Taiwan. The sample size of each stratum was determined using proportional allocation method.

2. Mobile Internet Usage Overview-Telephone Interview

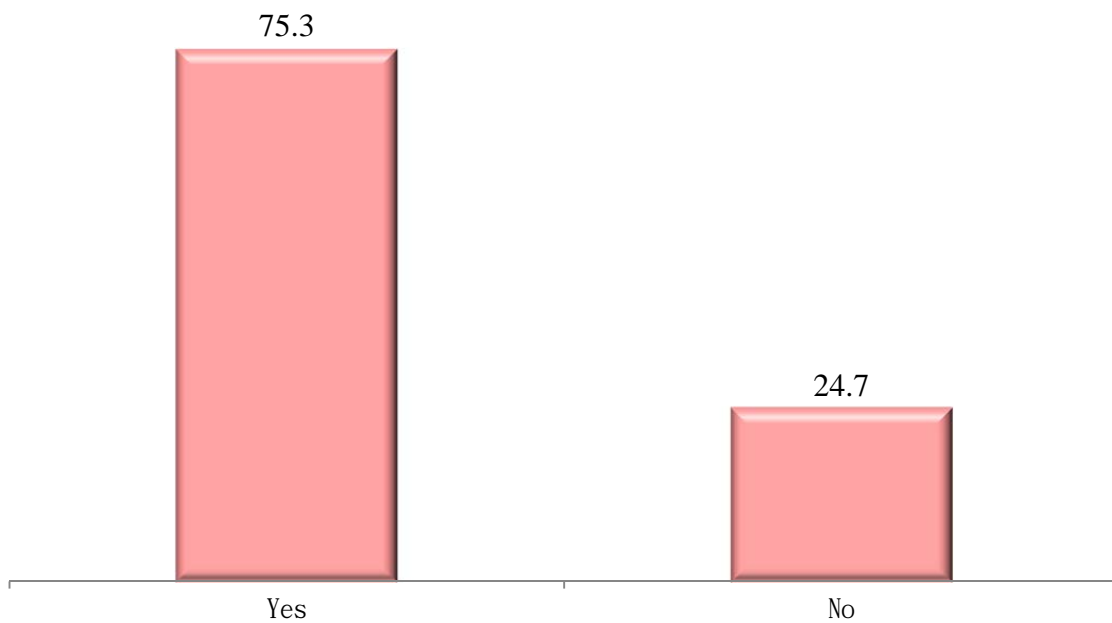
(1) Mobile Internet usage

(a) Respondents who have used mobile Internet in the last six months

75.3% of the telephone interviewees have used mobile Internet in the last six months.

Among the 786 interviewees who have accessed the Internet in the last six months, 75.3% have also accessed mobile Internet.

Percentage of respondents who have used mobile Internet in the last six months



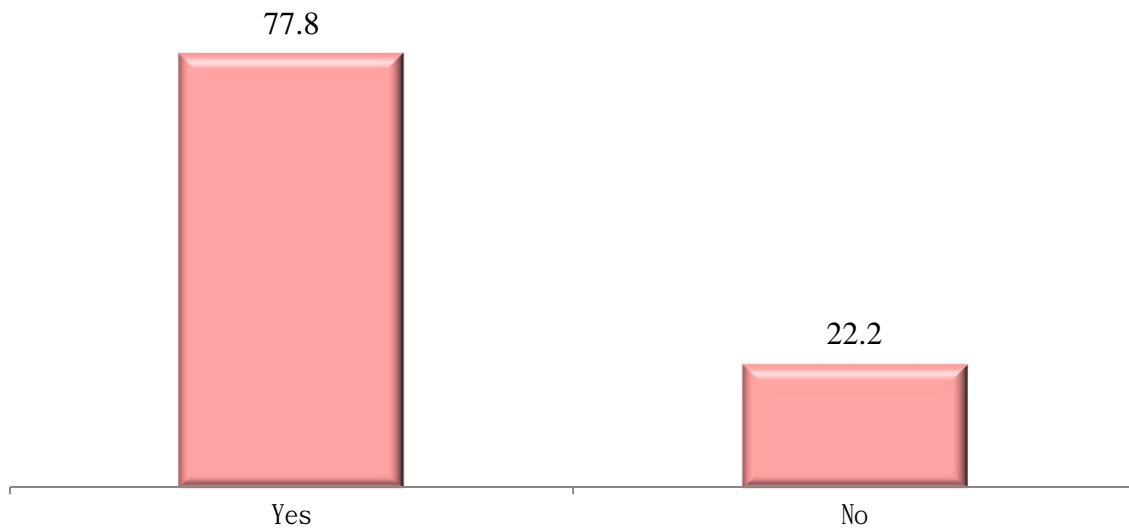
【Unit: %】

(b) Respondents who have used mobile Internet

77.8 percent of online respondents have used mobile Internet .

Among the 842 telephone interviewees who have been online, 77.8% have used mobile Internet.

Percentage of online respondents who have used mobile Internet



【Unit: %】

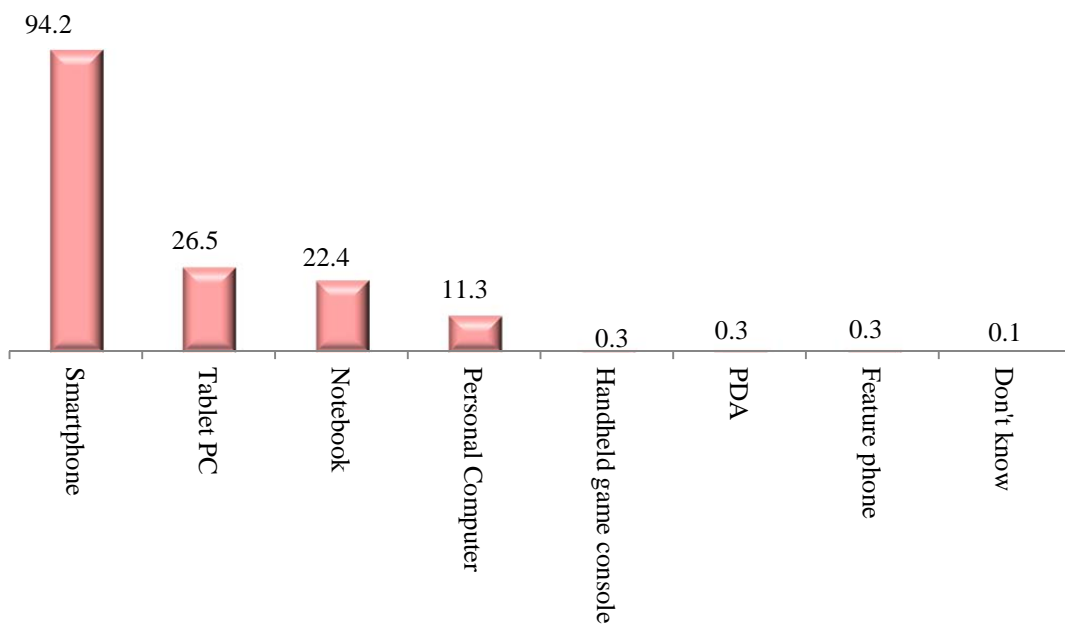
(2) Mobile Internet usage

(a) Devices to access mobile Internet

Smart phone is the main device used for mobile Internet access.

Among the 655 interviewees who have used mobile Internet, “Smart phone” is the main device used to access mobile Internet, followed by “Tablet PC.”

Devices used to access mobile Internet

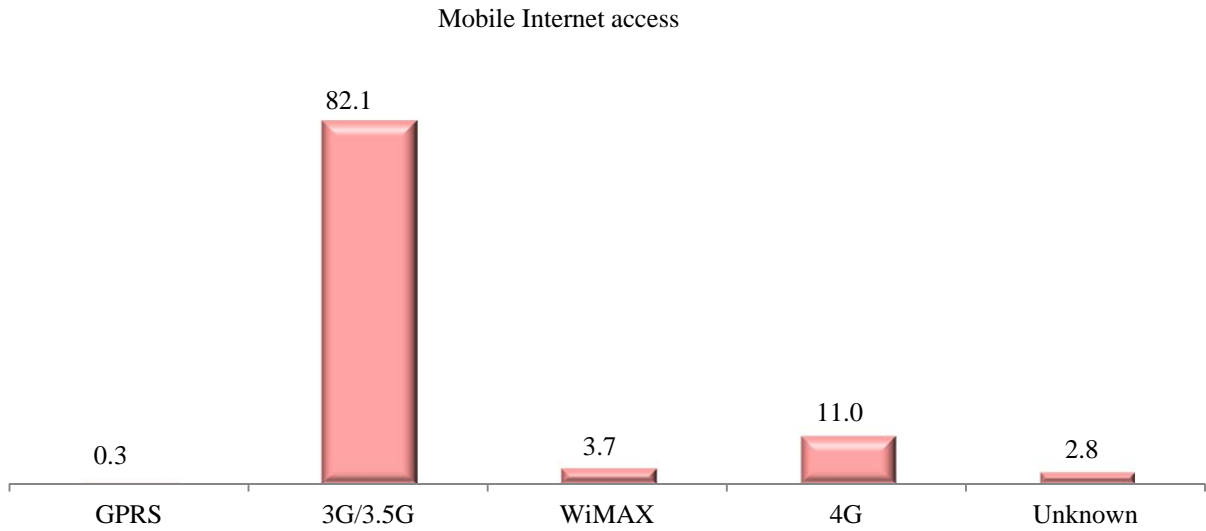


【Unit: %】

(b) Mobile Internet access

3G/3.5G has become the main system to access mobile Internet.

Among the 655 interviewees who have used mobile Internet, 82.1% access mobile Internet via “3G/3.5G.”



【Unit: %】

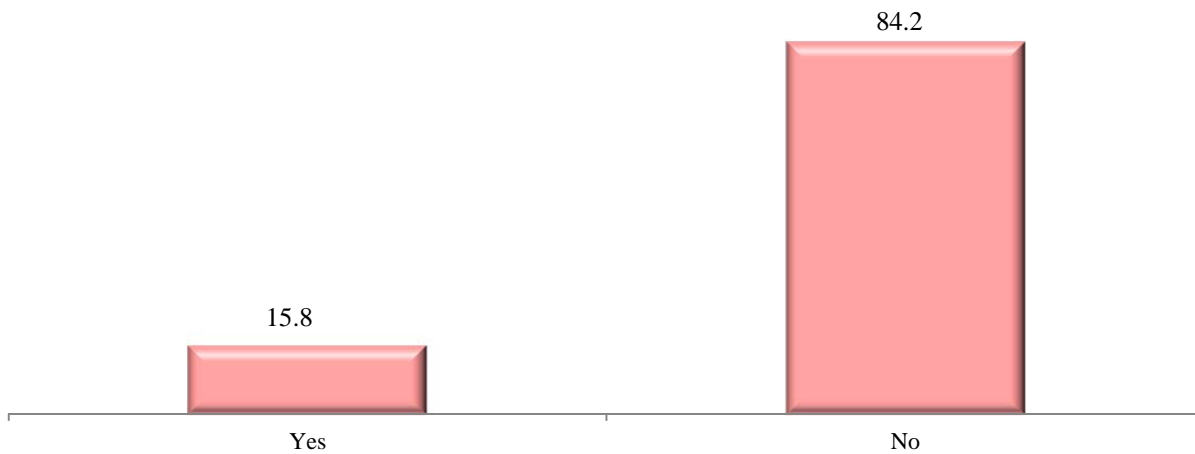
(3) 4G Usage

(a) Intention to upgrade to 4G

Among surveyed mobile Internet users , 84.2% do not consider 4G upgrade.

Among the 583 interviewees who are not using 4G, only 15.8% are considering 4G upgrade.

Intention to upgrade to 4G

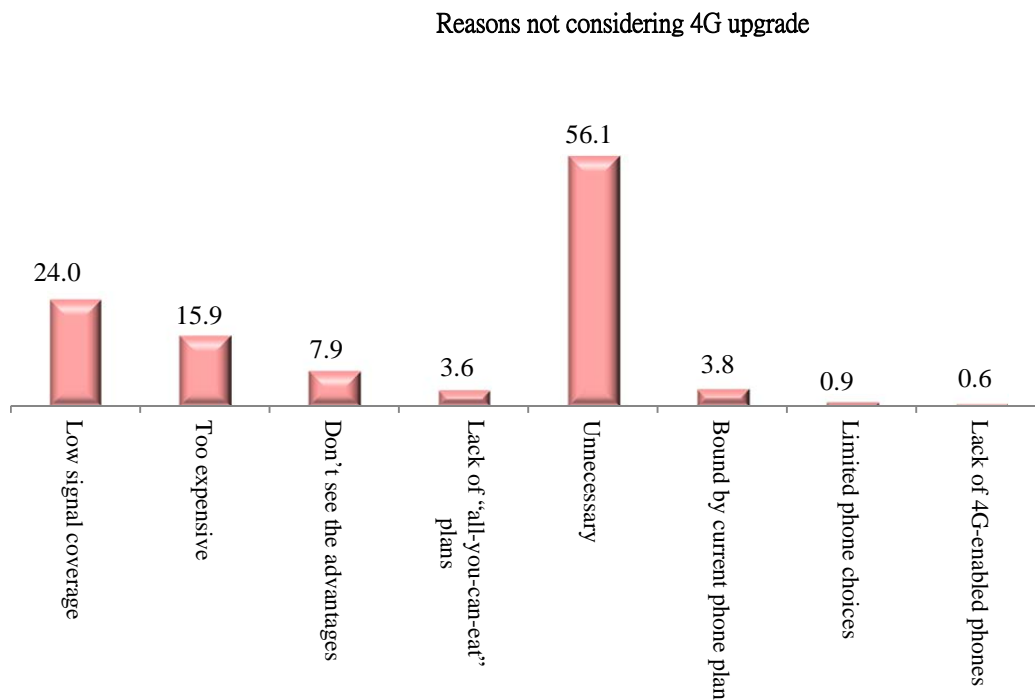


【Unit: %】

(b) Reasons for not considering 4G upgrade

「Unnecessary」 is the main reason that respondents are not considering 4G upgrade, followed by 「low signal coverage」 and 「too expensive」 .

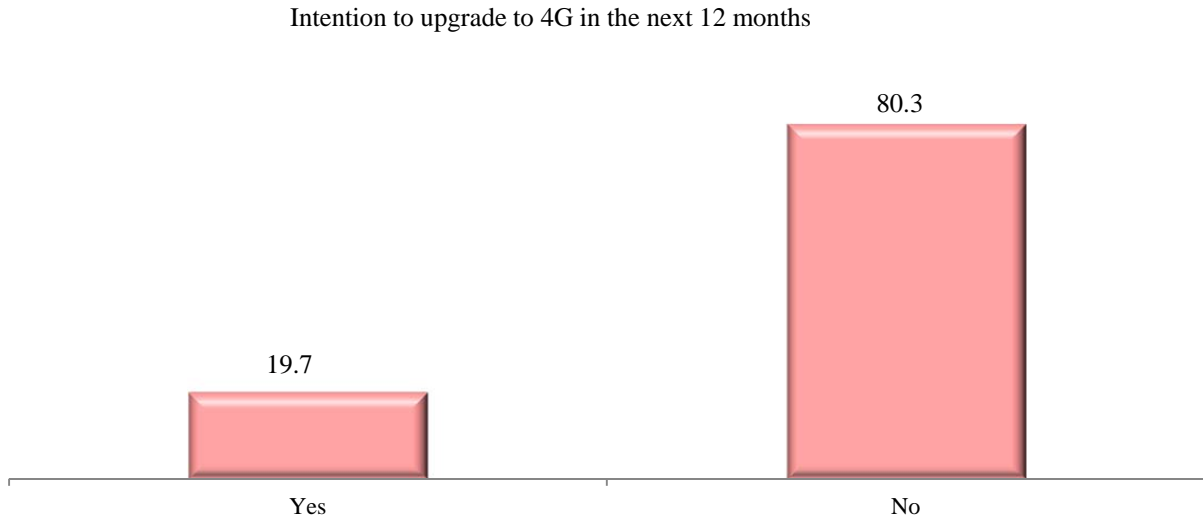
Among the 491 interviewees who are not considering 4G upgrade, the main reason is “Unnecessary”(56.1%), ranking the first, followed by “low signal coverage”(24.0%) and “Too expensive.” (15.9%).



【Unit: %】

(c) **Intention to upgrade to 4G in the next 12 months**

Among the 491 interviewees who are currently not considering 4G , 19.7% will consider the upgrade in the next 12 months. However, 80.3% said they will not consider.



【Unit: %】

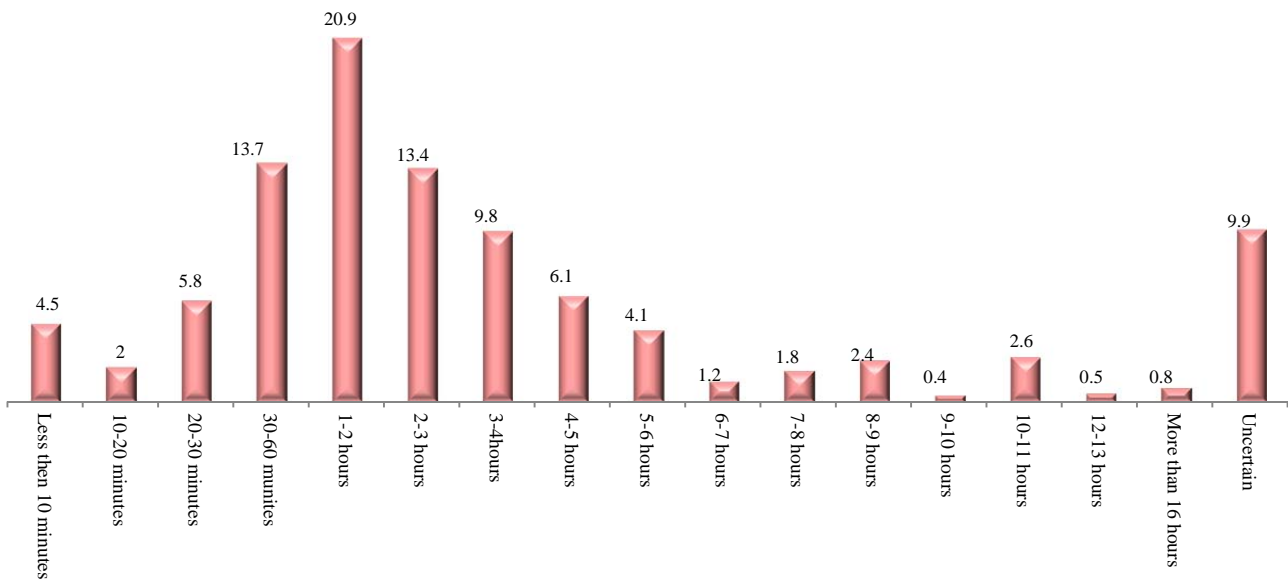
(4) Mobile Internet usage

(a) Average time of mobile Internet access

The average time interval of respondents accessing mobile Internet is between 30 minutes and 3 hours.

Among the 655 interviewees who have used mobile Internet in the last six months, the average time of usage per day was between 1 and 2 hours (20.9%), followed by 30 minutes to 1 hour (13.7%) and 2 to 3 hours (13.4%).

Average time of mobile Internet access per day



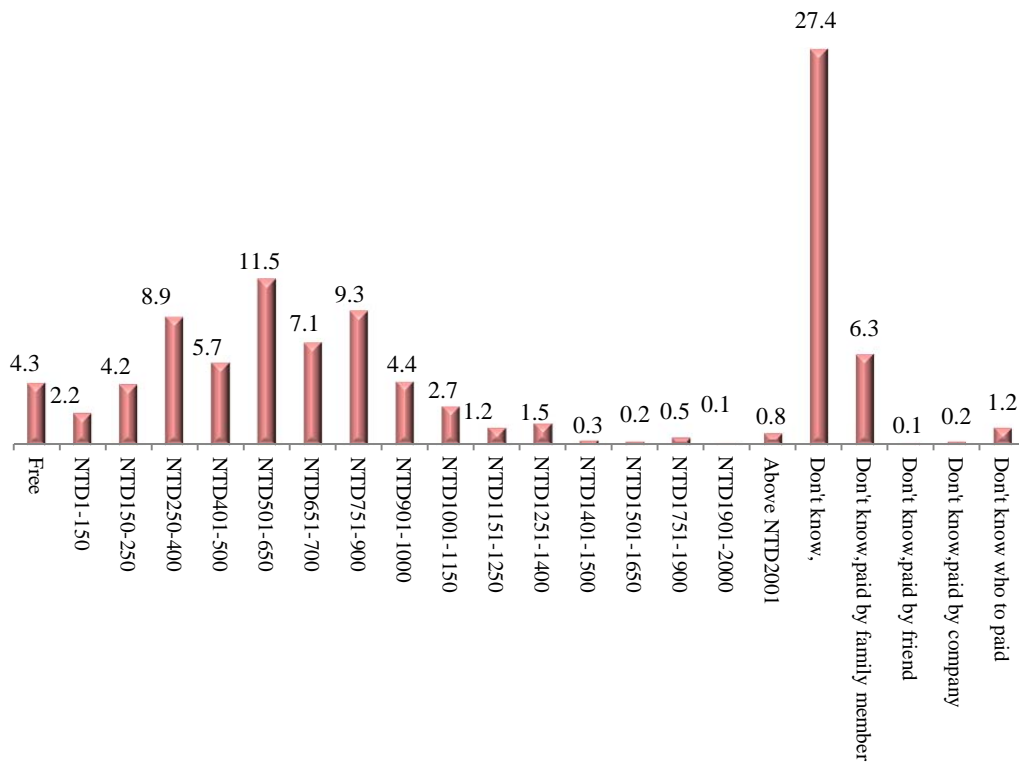
【Unit: %】

(b) Monthly expenditure on mobile Internet

11.5% of Internet users pay NTD 501 to NTD 650 monthly for mobile Internet connection.

Among the interviewees aged 12 and above in Taiwan, 11.5% of mobile Internet users pay NTD 501 to NTD 650 every month for mobile Internet.

Monthly expenditure on mobile Internet

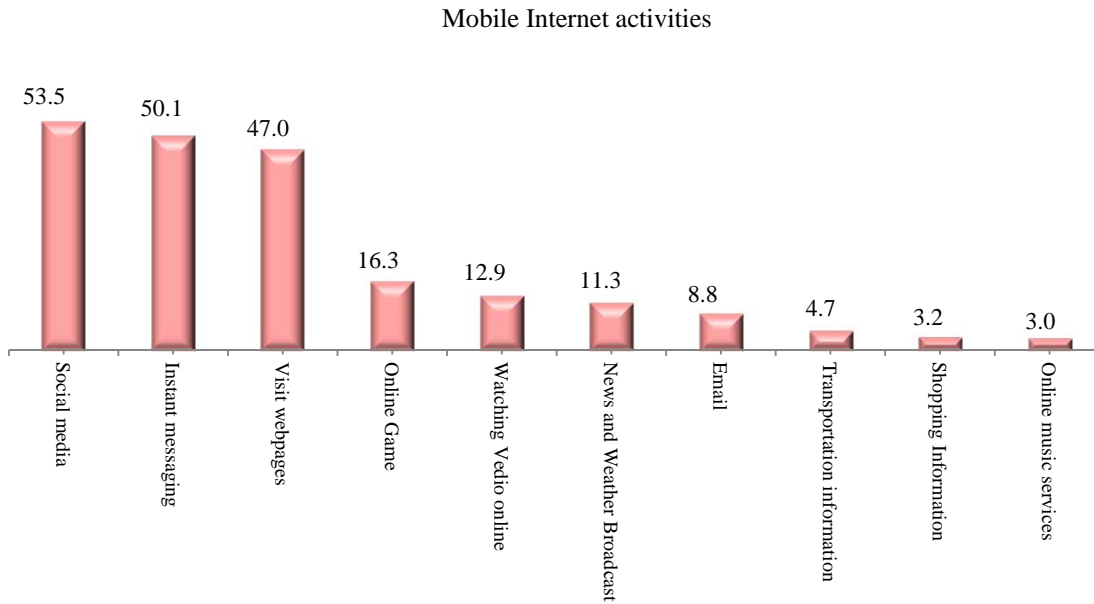


【Unit: %】

(c) Mobile Internet activities

“Social Media”, “Instant Messaging” and “Visit webpages” are the three major activities among respondents who use mobile Internet.

Among the 655 interviewees who have used mobile Internet, the top three popular activities are “Social Media” (53.5%) “Instant Messaging”(50.1%) and “Visit Webpages”(47.0%).



【Unit: %】

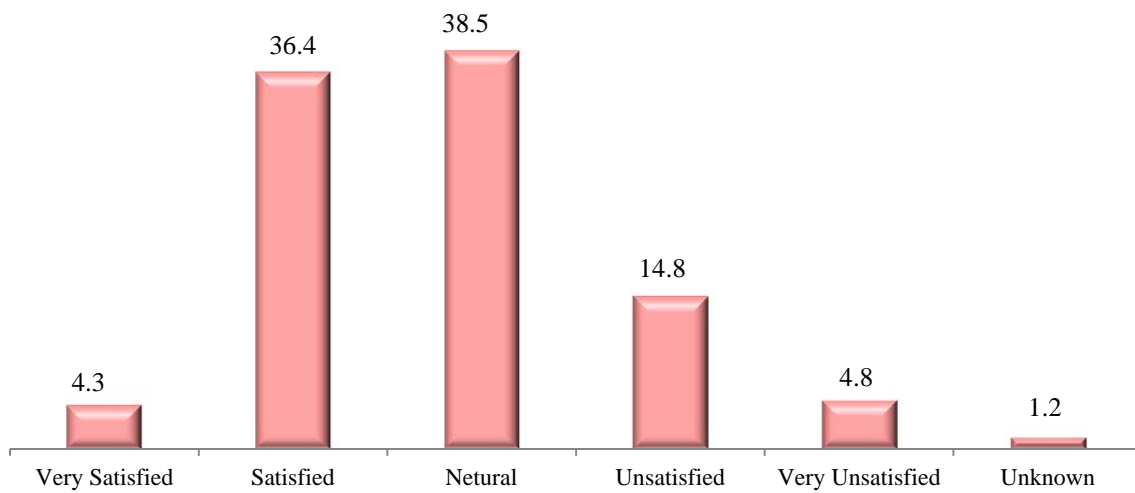
【Note: This chart shows only the top 10 activities .】

(d) User satisfaction with mobile Internet quality

Most mobile Internet users are satisfied with the quality of mobile Internet.

Among the 655 interviewees who have used mobile Internet, 79.2% are satisfied (including satisfied and very satisfied and neutral) with the quality. On the contrary, 19.6% of mobile Internet users are dissatisfied (dissatisfied and very dissatisfied).

User satisfaction with mobile Internet quality



【Unit: %】

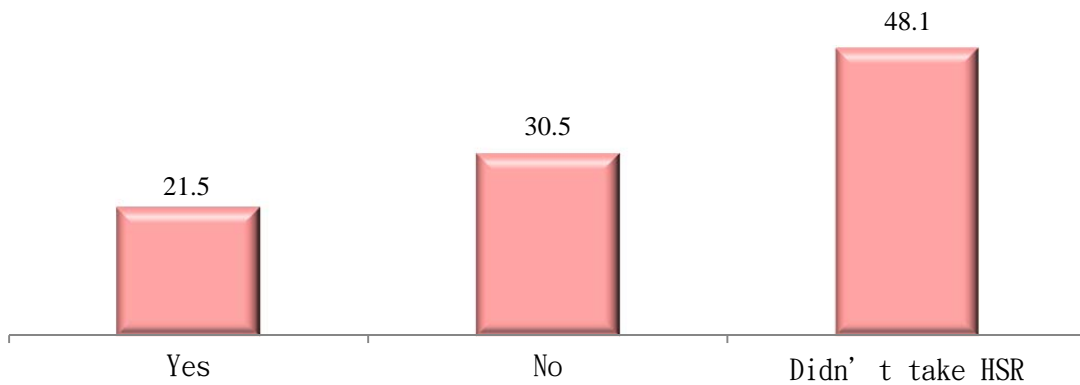
(5) Mobile Internet usage on High Speed Rail and MRT

(a) Mobile Internet usage on HSR in the past 6 months

21.5% mobile Internet users use mobile internet on HSR.

Among the 655 interviewees who have used mobile Internet, 21.5% used mobile Internet on HSR in the past 6 months, while 30.5% didn't.

Mobile Internet usage on HSR

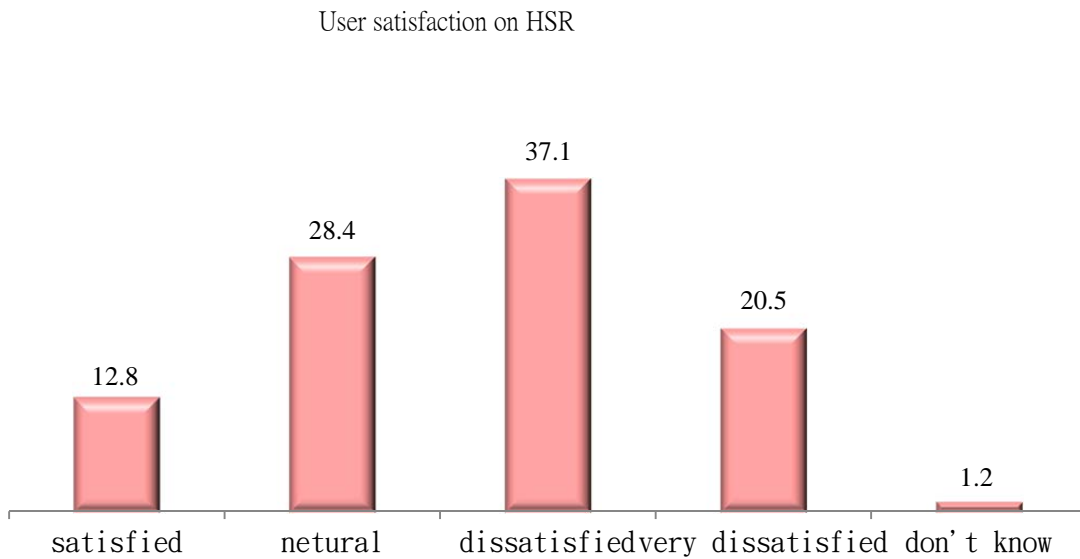


【Unit: %】

(b) User satisfaction with mobile Internet quality on High Speed Rail

Most mobile Internet users are dissatisfied with connection quality on HSR.

Among the 141 interviewees who have used mobile Internet on HSR in the past 6 months, 41.2% are satisfied (including satisfied and neutral) with the connection quality. On the contrary, 57.6% of mobile Internet users among telephone interviewees are dissatisfied (dissatisfied and very dissatisfied).



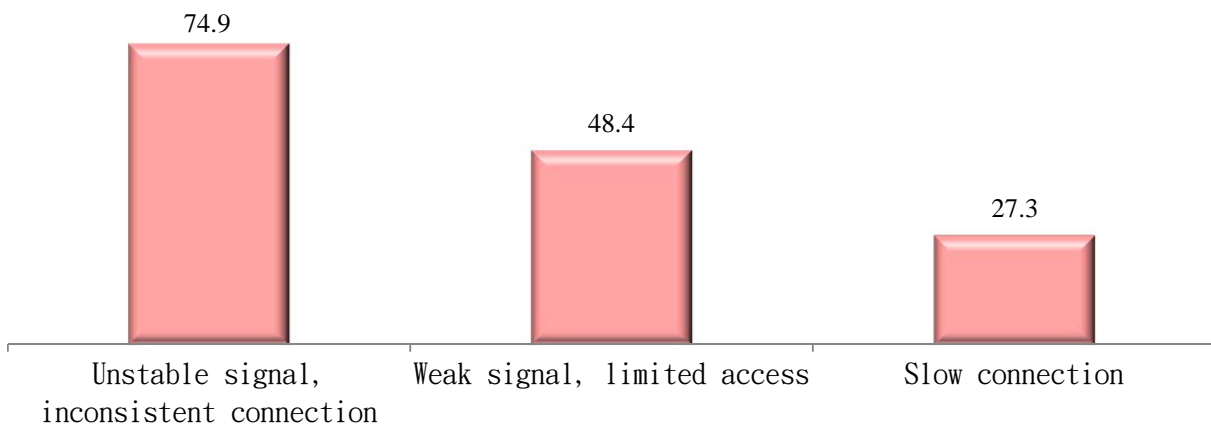
【Unit: %】

(c) Reasons for user dissatisfaction with mobile Internet quality on High Speed Rail

The main reason for user dissatisfaction is "unstable signal, inconsistent connection".

Among the 81 interviewees who are dissatisfied with mobile Internet quality, "unstable signal, inconsistent connection"(74.9%) is the main reason, followed by "weak signal, limited access"(48.4%) and "slow connection"(27.3%).

Reasons for user dissatisfaction with mobile Internet quality on HSR



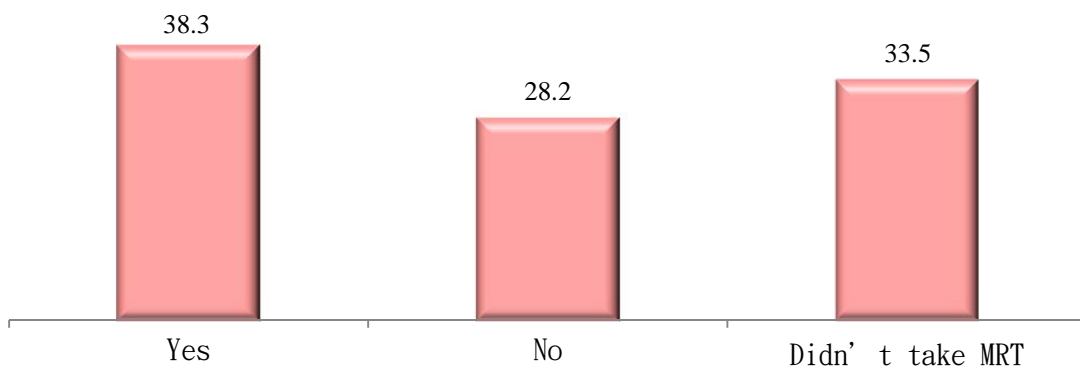
【Unit: %】

(d) Mobile Internet usage on MRT in the last six months

38.3% mobile Internet users use mobile Internet on MRT in the last six months.

Among the 655 interviewees who have used mobile Internet, 38.3% have used mobile Internet on MRT in the last six months, while 28.2% didn't.

Mobile Internet usage on MRT in the past 6 months



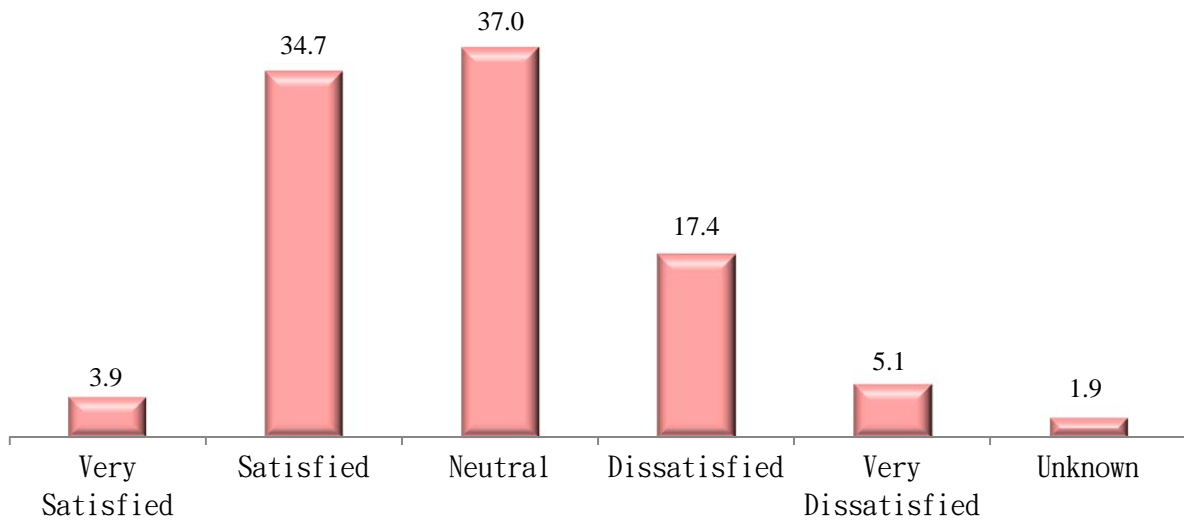
【Unit: %】

(e) User satisfaction with mobile Internet quality on MRT

Most mobile Internet users on MRT are satisfied with the quality.

Among the 251 interviewees who have used mobile Internet on MRT in the past 6 months, 75.6% are satisfied (including satisfied and neutral) with the quality..

User satisfaction with the mobile Internet quality on MRT



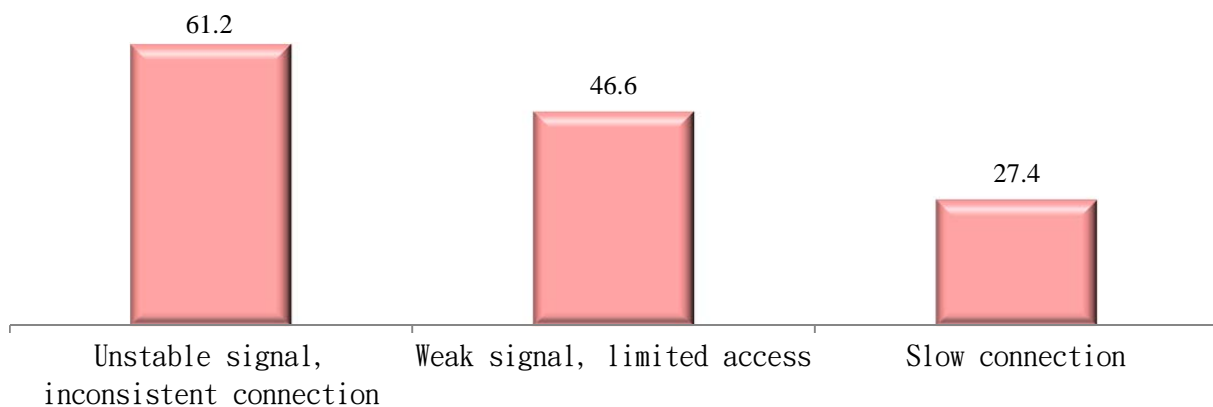
【Unit: %】

(f) Reasons for user dissatisfaction with mobile Internet quality on MRT

The main reason for user dissatisfaction is "unstable signal, inconsistent connection".

Among the 56 interviewees who are dissatisfied with mobile Internet quality, "unstable signal, inconsistent connection"(61.2%) is the main reason, followed by "Weak signal, limited access"(46.6%) and "slow connection"(27.4%).

Reasons for user dissatisfaction with mobile Internet quality on MRT



【Unit: %】

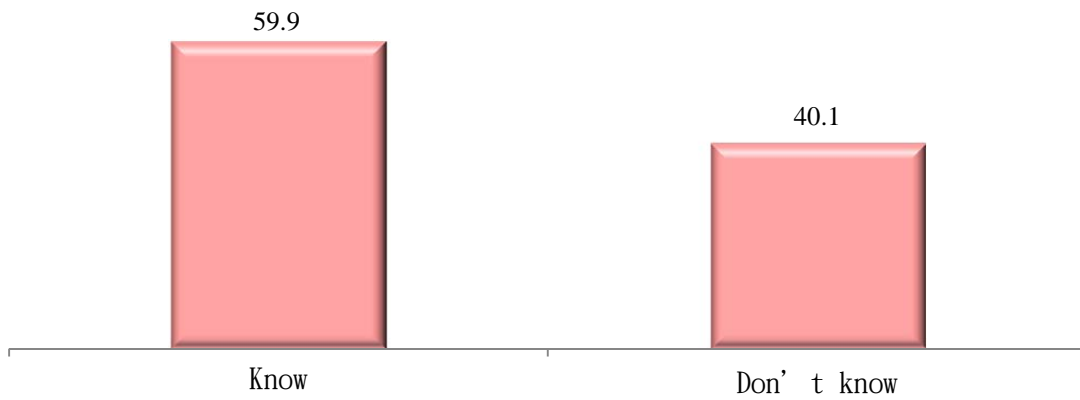
(6) Knowledge and experience about mobile payment

(a) Knowledge about mobile payment

Most mobile Internet users know smartphone may have mobile payment functions.

Among the 655 interviewees who have used mobile Internet, 59.9% know that smartphone may have mobile payment functions, while 40.1% don't know.

Knowledge about mobile payment

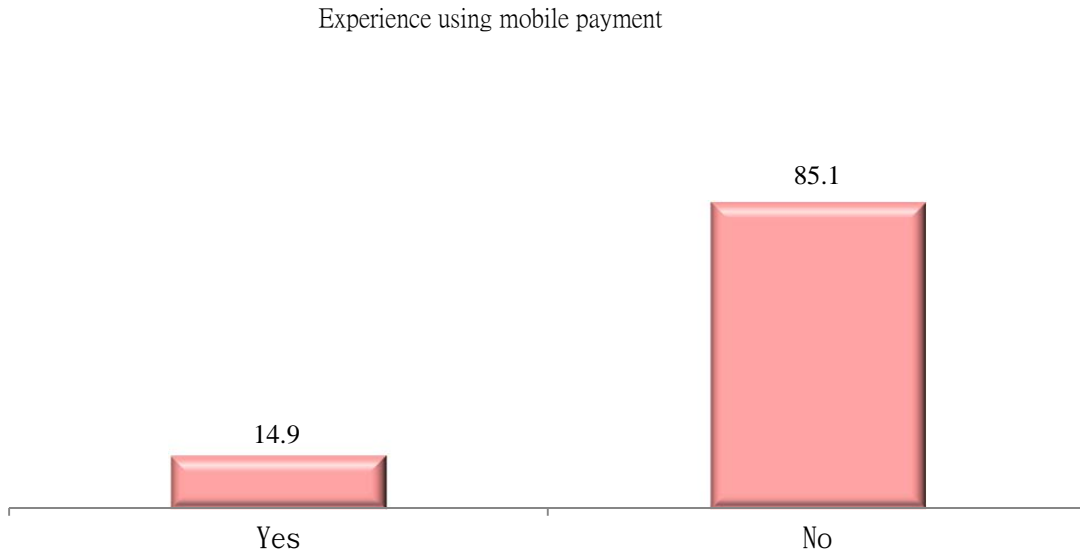


【Unit: %】

(b) Experience using mobile payment

Most mobile Internet users do not use mobile payment.

Among the 392 interviewees who know that smartphone may have the function of mobile payment, 14.9% have used it, while 85.1% haven't.

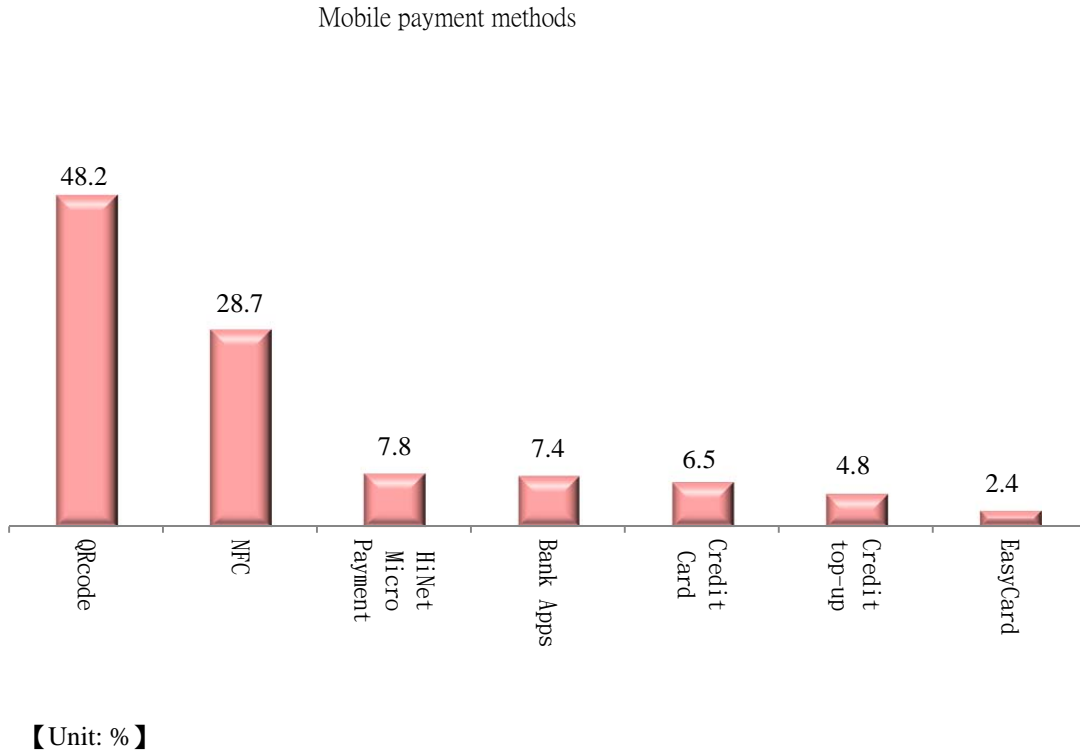


【Unit: %】

(c) Methods used for Mobile Payment

Most mobile payment are done with “QRcode”.

Among the 60 interviewees who have used mobile payment, 48.2% use QRcode, followed by NFC(28.7%).

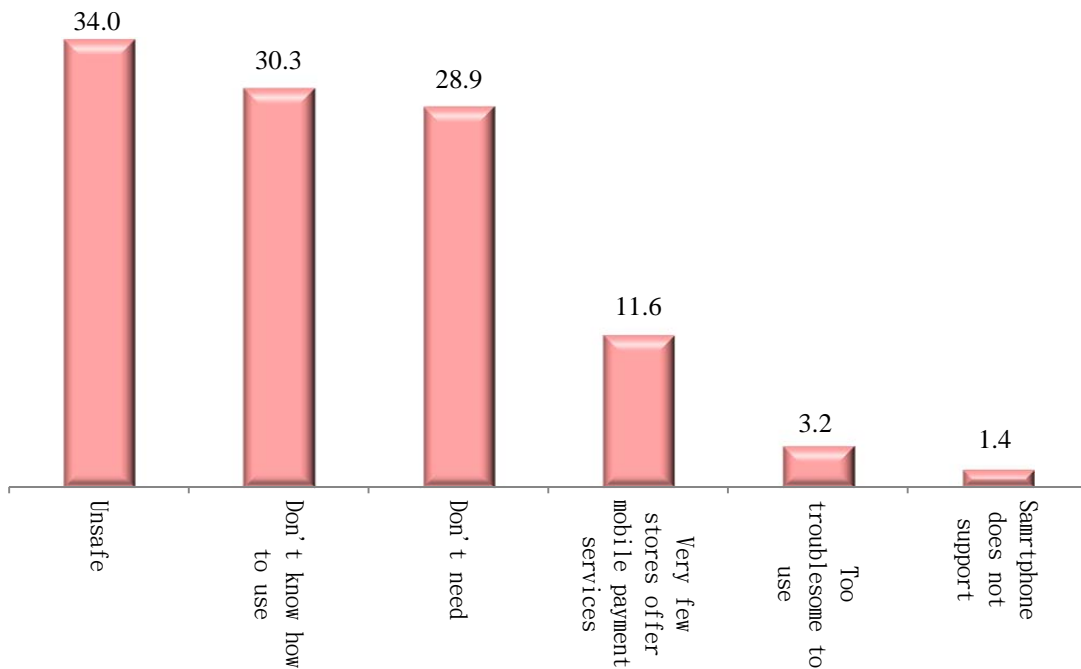


(d) Reasons for not using mobile payments

“Unsafe” is the main reason for not using mobile payment.

Among the 334 interviewees who did not use mobile payment, the main reason is “unsafe”(33.8%), followed by “don’t know how to use”(30.4%) and “don’t need”(29.1%).

Reasons for not using mobile payment



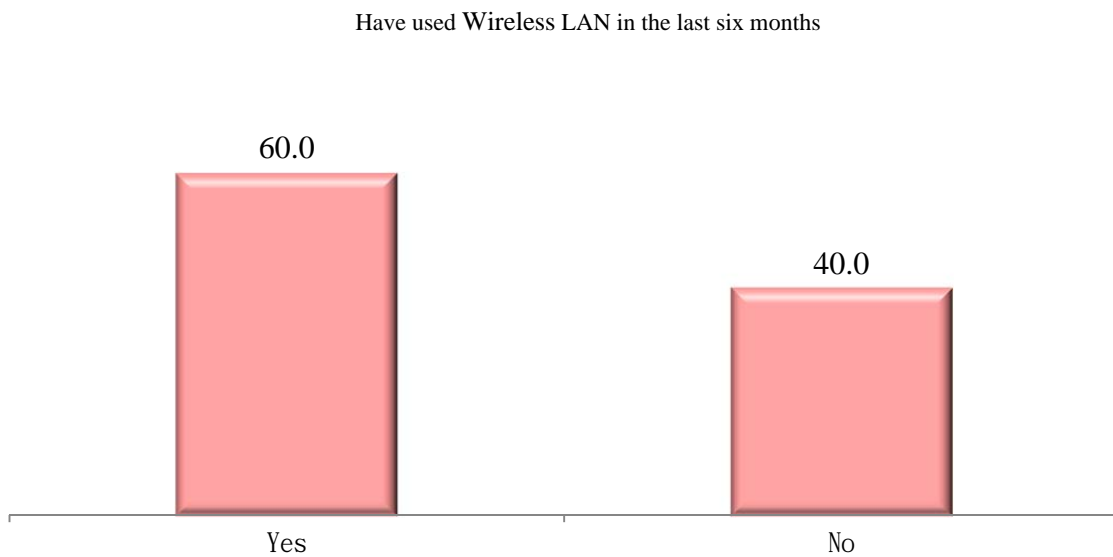
【Unit: %】

3. Wireless LAN

(1) Percentage of respondents who have used Wireless LAN in the last six months

60.0% Internet users have used wireless LAN in the last six months .

Among the 786 interviewees who used internet in the last six months, 60.0% have used Wireless LAN , while 40.0% didn't.



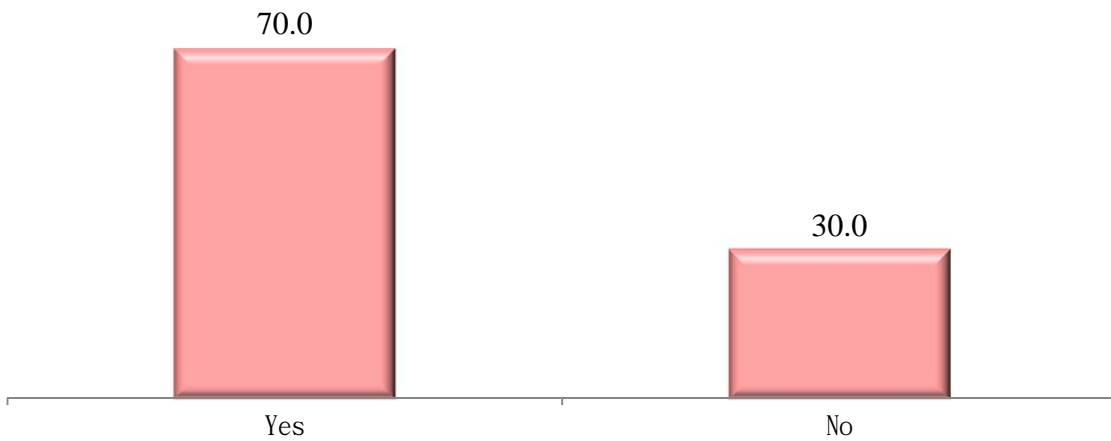
【Unit: %】

(2) Percentage of respondents who have used Wireless LAN

70.0 % of Internet users have used Wireless LAN.

Among the 842 interviewees aged 12 and above in Taiwan who have used Internet, 70.0% have used Wireless LAN.

Percentage of respondents who have used Wireless LAN



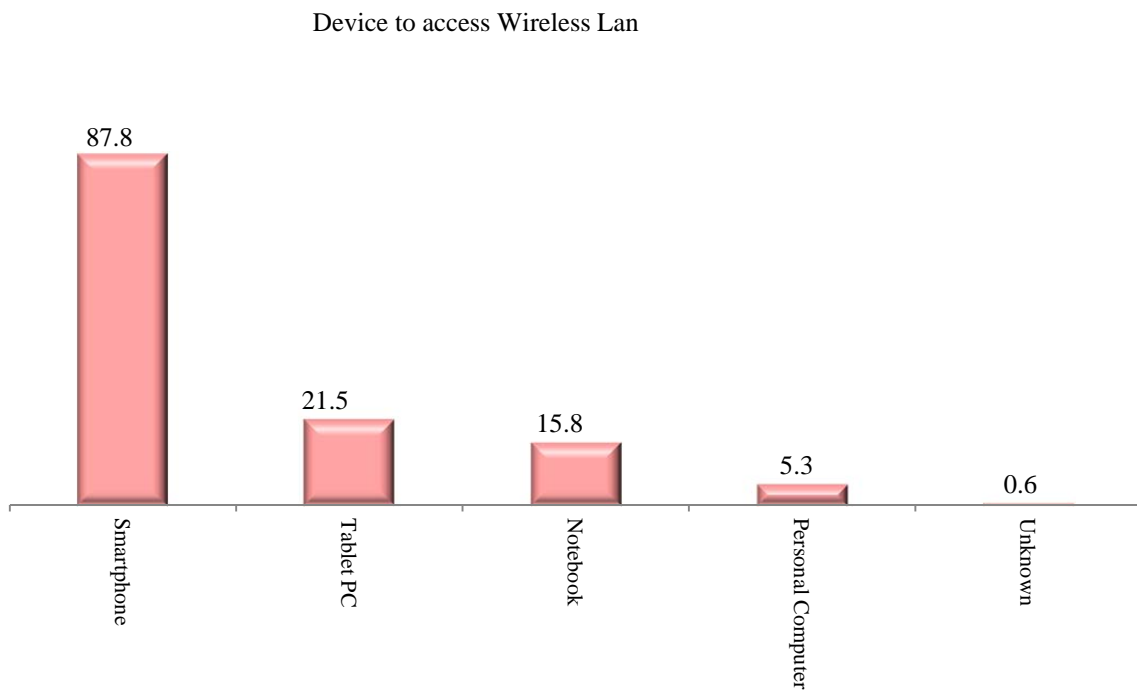
【Unit: %】

(3) Wireless LAN User Behavior

(a) Devices used to access Wireless LAN

“Smart phones” is the major device to access Wireless LAN.

Among the 589 interviewees aged 12 and above in Taiwan who have used Wireless LAN, 87.8% use “smart phone” to access Wireless LAN, ranking the first and followed by “Tablet PC”(21.5%) and “Notebook”(15.8%) .



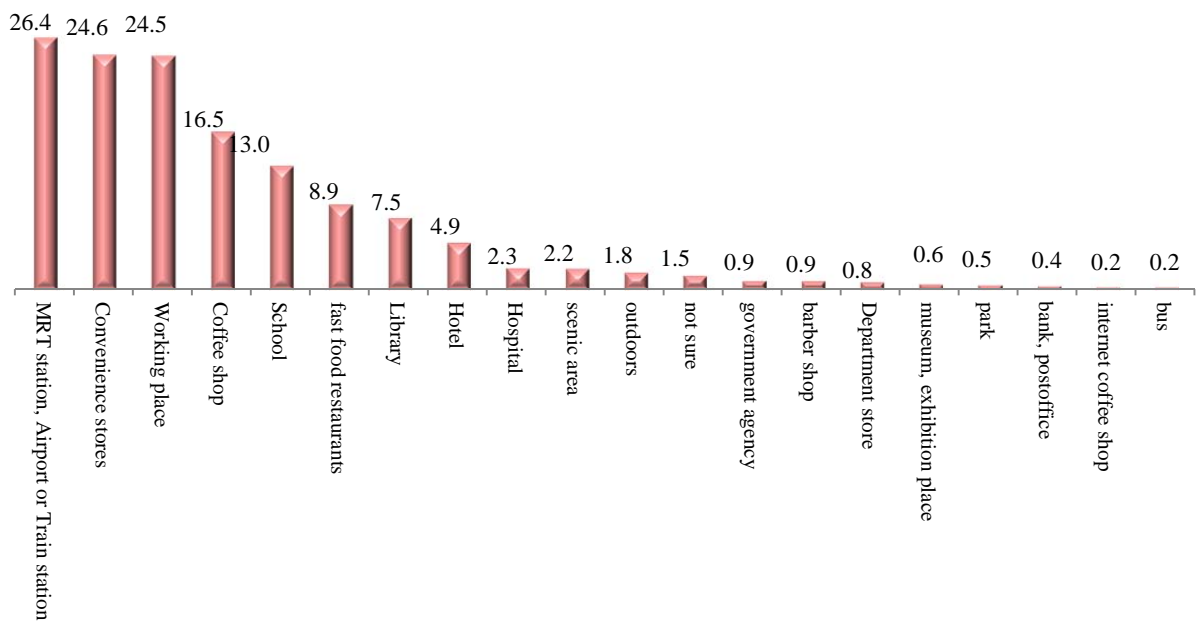
【Unit: %】

(b) Wireless LAN locations

“MRT station, Airport or Train station” is the major location accessing Wireless LAN.

Among the 589 interviewees aged 12 and above in Taiwan who have accessed Wireless LAN, “MRT stations, Airport or Train station”(26.4%) is the major location, followed by “Convenience stores” (24.6%) and “Working places.”(24.5%)

Wireless Internet Locations



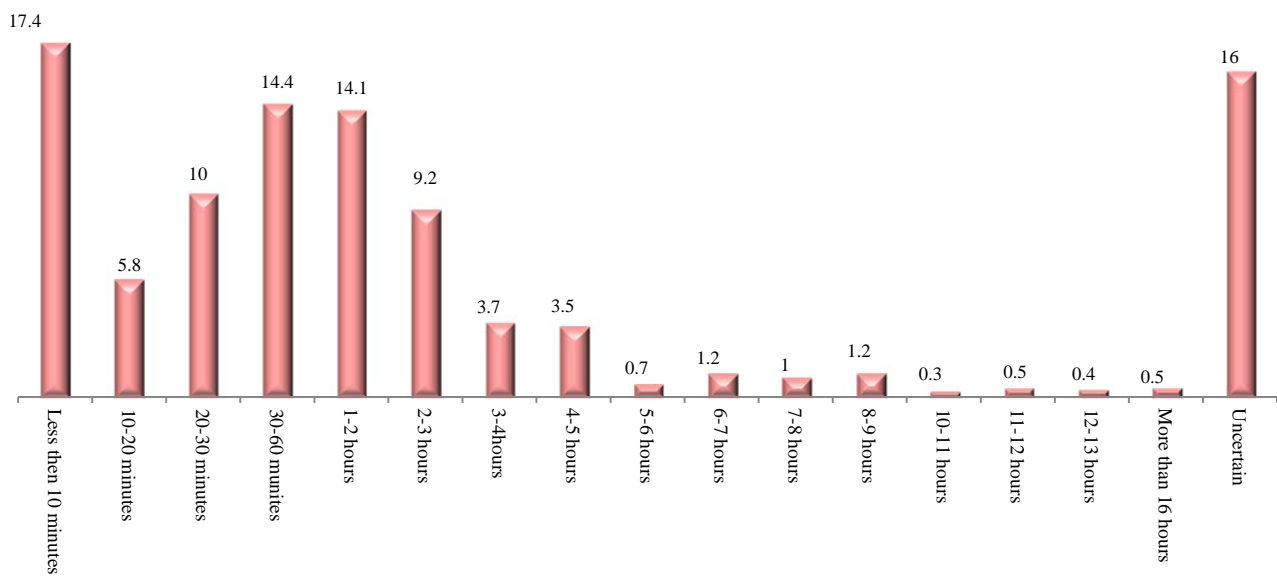
【Unit: %】

(c) Average time of accessing wireless LAN

The average time interval that respondents use Wireless LAN is less than 10 minutes.

Among the 589 interviewees aged 12 and above in Taiwan who have used wireless LAN, the average time is “less than 10 minutes”(17.4%), ranking the first and followed by “half hour or more but less than 1 hour”(14.4%) and “1 hour or more but less than 2 hour”(14.1%).

Average access time interval for Wireless LAN



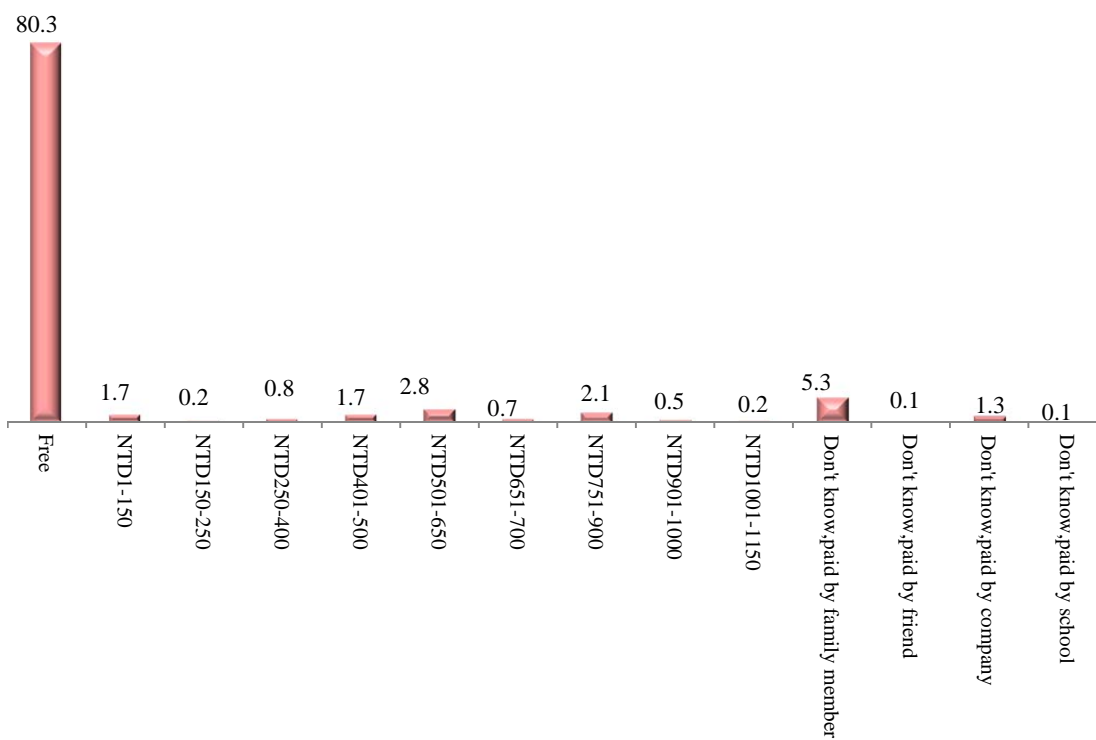
【Unit: %】

(d) Monthly expenditure on wireless LAN

Most Wireless LAN users use “free” Wireless LAN.

Among those interviewees aged 12 and above in Taiwan who have used Wireless LAN, 80.3% use free Wireless LAN access, while 19.7% pay for it.

Monthly expenditure on Wireless LAN



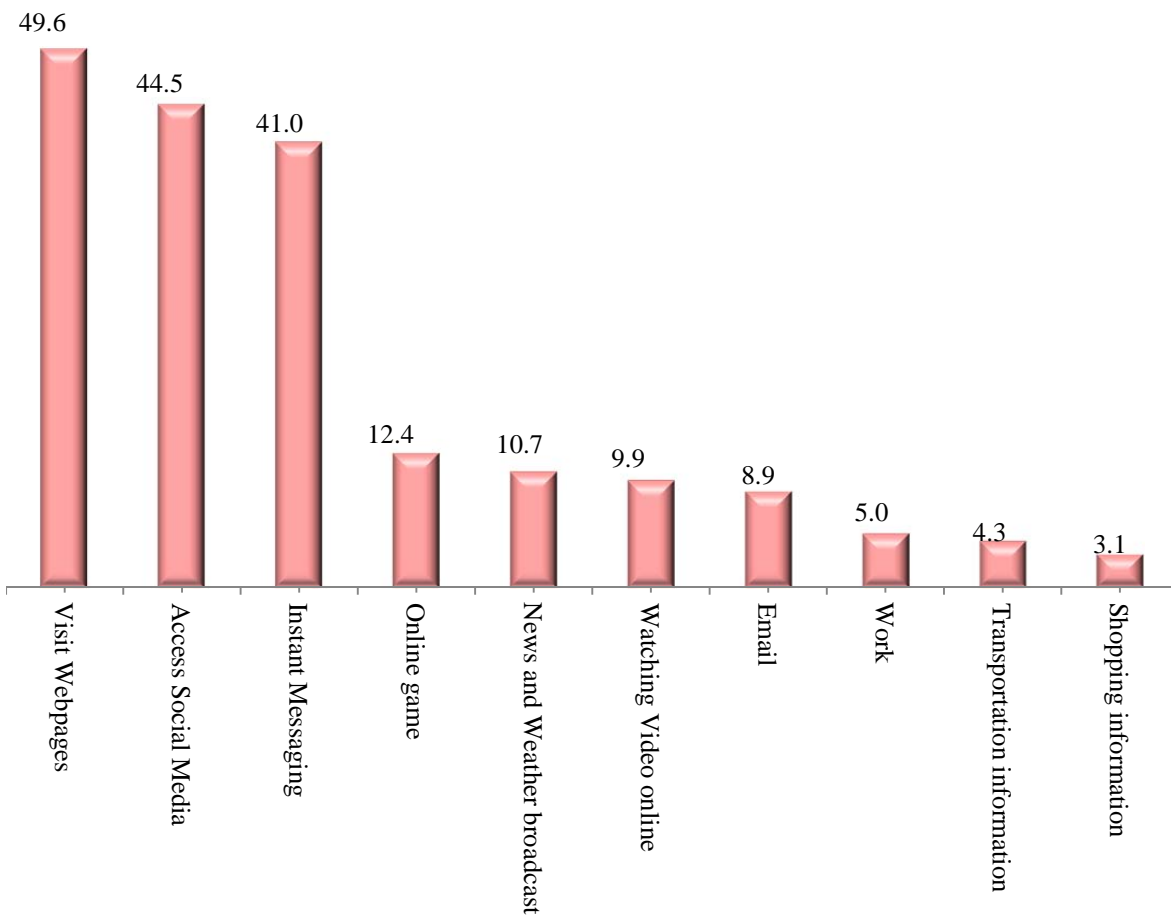
【Unit: %】

(e) Wireless LAN activities

“Visit Webpages”, “Access Social Media” and “Instant Messaging” and are the three major activities when respondents use Wireless Lan.

Among the 589 interviewees who have used Wireless LAN internet, 49.6% use the Internet to “Visit Webpages”, ranking the first and followed by “Access Social Media”(44.5%) and “Instant Messaging ”(41.0%).

Wireless Lan Activities



【Unit: %】

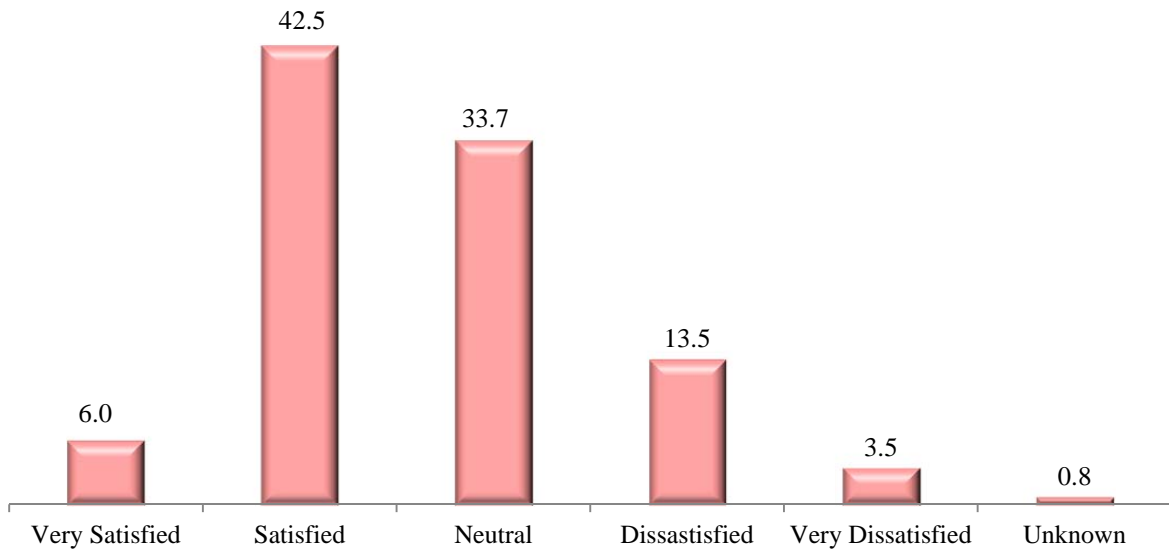
【Note: This chart shows only the top 10 responses.】

(f) User satisfaction with wireless LAN quality

82.2 percent of the respondents are satisfied with the quality of wireless LAN connection.

Among the 589 interviewees aged 12 and above in Taiwan who have used wireless LAN, 82.2% are satisfied (Very Satisfied, Satisfied and Neutral) with quality of wireless LAN connection, while 17.0% are dissatisfied (Dissatisfied and very Dissatisfied).

Satisfaction with wireless LAN quality



【Unit: %】

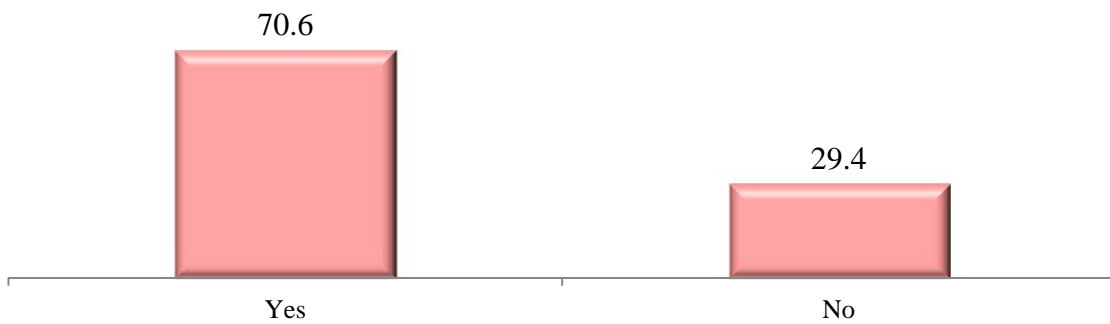
4. APPs

(a) Downloading APPs

70.6 percent of mobile or wireless LAN Internet users have downloaded APPs.

Among the respondents who have used mobile or wireless LAN Internet, 70.6% have downloaded APPs, while 29.4% haven't.

Percentage of respondents downloading APPs

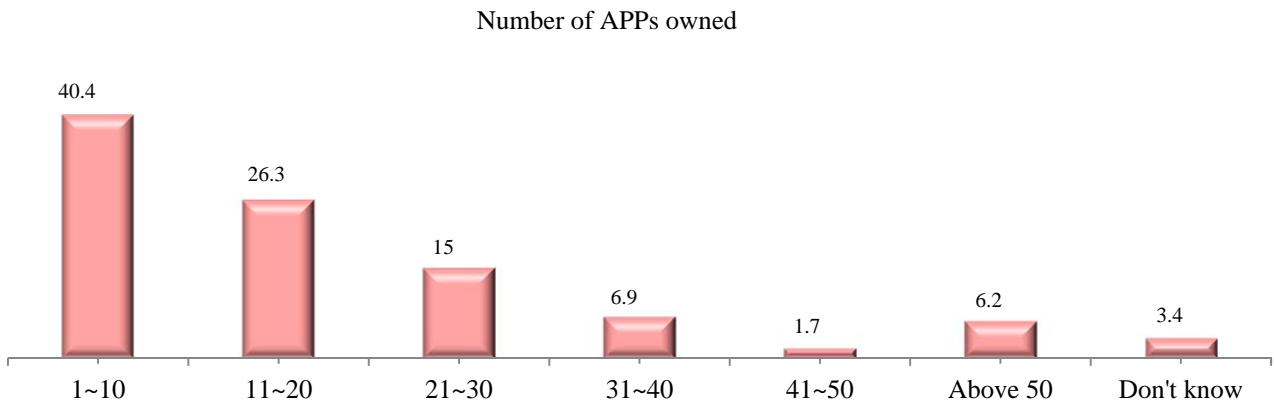


【Unit: %】

(b) Number of downloaded APPs

Most users own less than 30 APPs.

Among the respondents who have downloaded Apps, 40.4% own “1-10” APPs, ranking the first and followed by “11-20”(26.3%) and “21-30”(15.0%).



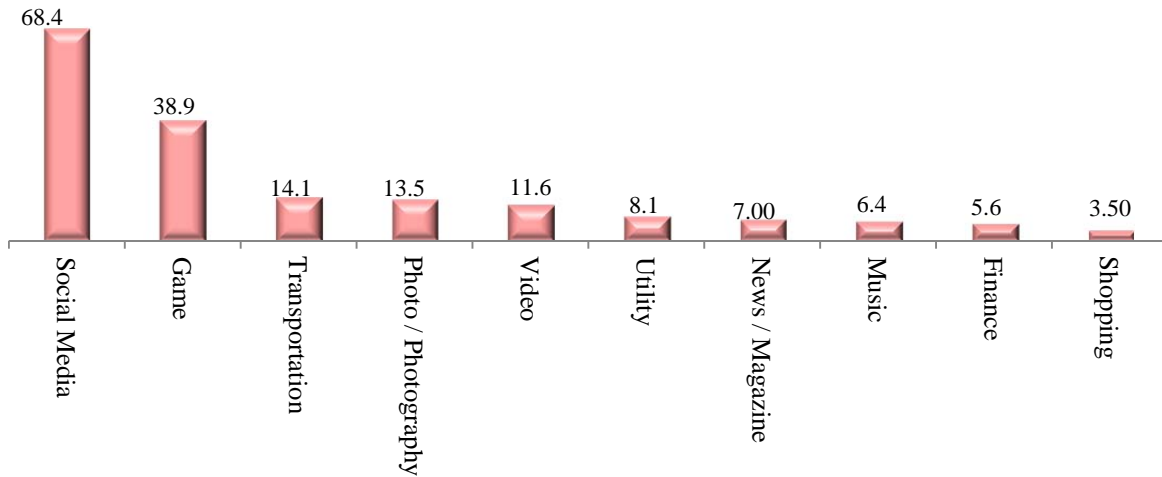
【Unit: %】

(c) Most frequently downloaded Apps by type

Social Media APPs are the most frequently downloaded APPs

Among the respondents who have downloaded APPs, the most frequently used APPs used are “Social Media”(68.4%), ranking the first and followed by “Game”(38.9%).

Most frequently downloaded Apps by type



【Unit: %】

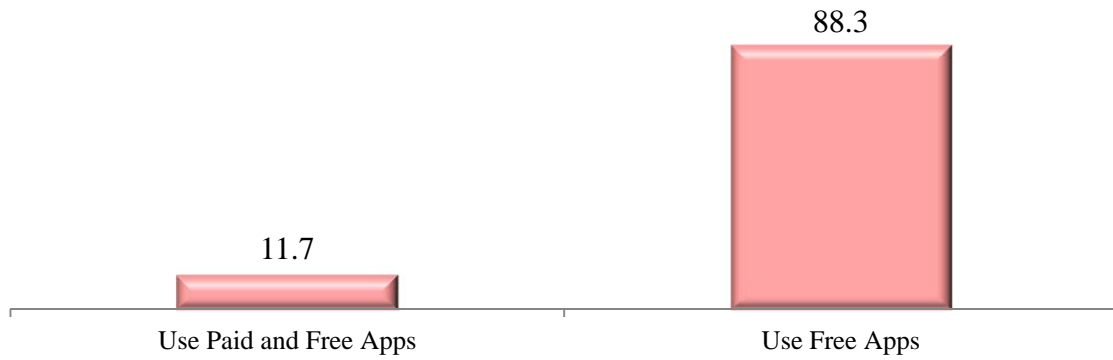
【Note: The graph presents only the top 10 groups.】

(d) Respondents who own paid APPs

Most users use free APPs.

Among the respondents who own APPs, 11.7% use paid and free Apps, while 88.3% use free APPs.

Percentage of respondents downloading paid APPs



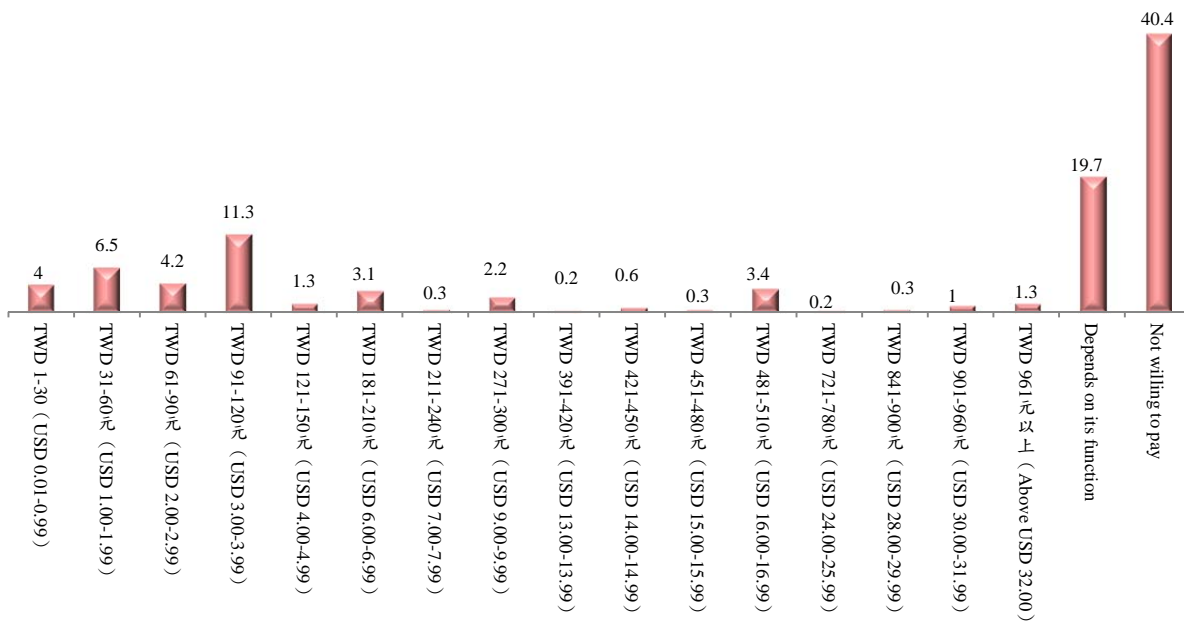
【Unit: %】

(e) Apps pricing

Most users prefer free APPs.

Among the respondents who own APPs, 40.4% don't want to pay for the APPs they use when the APPs are not free. For those willing to pay for APPs, the highest price interval is “USD 3.00~3.99” (11.3%), ranking the first, followed by “USD 1.00~1.99”(6.5%).

Highest Fees willing to pay for APPs



【Unit: %】

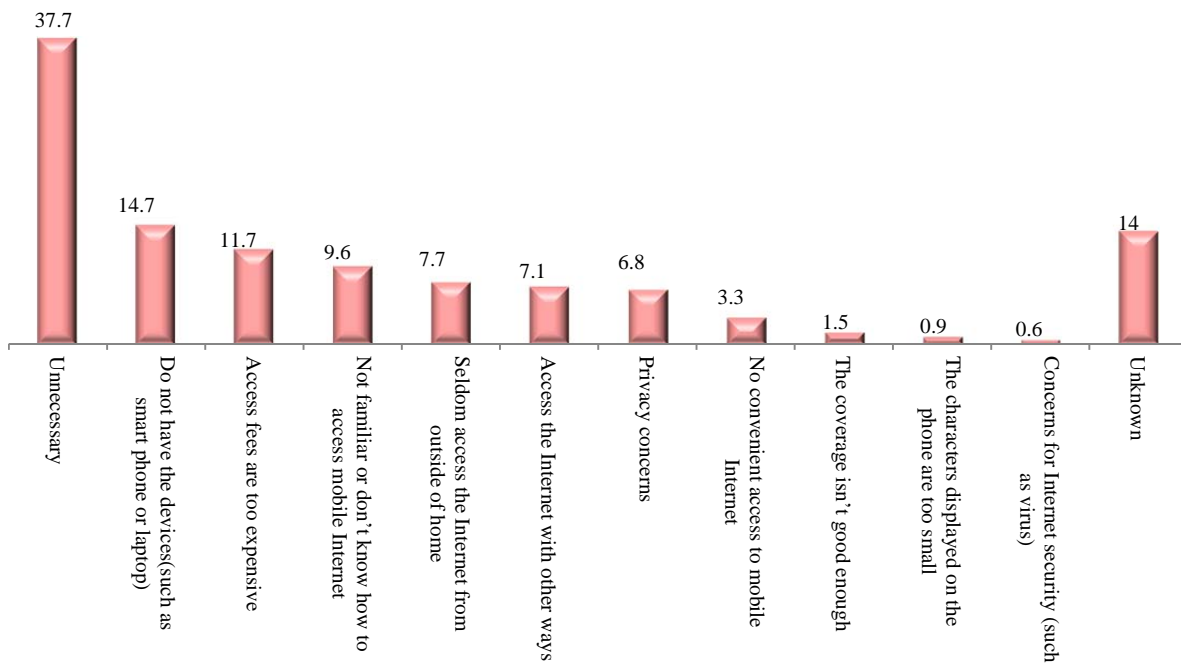
5. Reasons for not using mobile Internet/Wireless LAN

(1) Reasons for not using mobile Internet

“Unnecessary” is the major reason for not using mobile Internet.

For the 224 respondents who don't use mobile Internet, the main reason is “Unnecessary,” (37.7%), followed by “Do not have the device”(such as smart phone or laptop) (14.7%) and “too expensive” (11.7%).

Reasons for not using mobile Internet



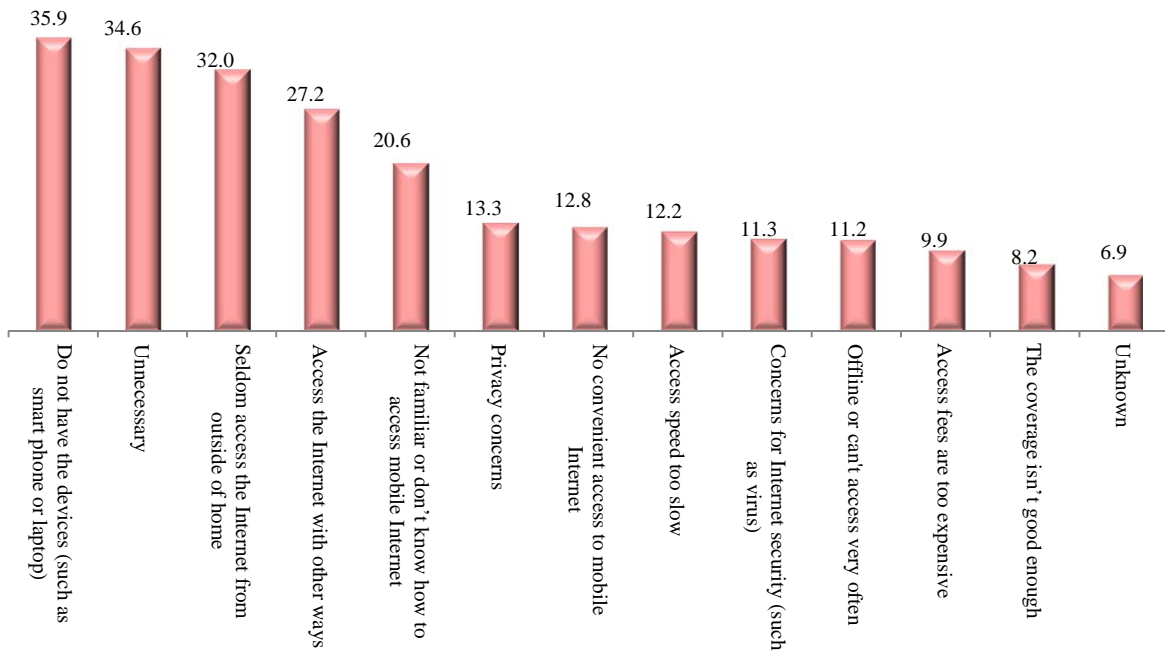
【Unit: %】

(2) Reasons for not using Wireless LAN

“Do not have the device” is the major reason for not using Wireless LAN.

For the 272 respondents who don't use Wireless LAN, the main reason is “Do not have the device,” (35.9%), followed by “Unnecessary”(34.6%) and “Seldom access the Internet from outside of home”(32.0%).

Reasons for not using Wireless LAN



【Unit: %】