

# **A Survey on Broadband Internet Usage in Taiwan**

**A Summary Report**

**August 2015**



**Taiwan Network Information Center**

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## 1. Survey Methodology

Survey Period	May. 19, 2015 to June 7, 2015
Sample Number	3,155 valid samples
Target	Residents in Taiwan aged 12 and above
Population	Households in 6 municipalities and 16 cities/counties in Taiwan. * Based on April 2015 Monthly Demographic Statistics Report released by the Ministry of Interior
Survey Method	Telephone Interview, using Computer-Assisted Telephone Interview (CATI) system
Sampling Method	A stratified random sampling was used by separating the population elements into strata of 6 municipalities and 16 cities/counties in Taiwan. The sample size of each stratum was determined by using the proportional allocation method.
Estimation Method	<ul style="list-style-type: none"> <li>● Method for estimating the total number of Internet users: Raking method with three variables, namely, cities, gender, and age groups, were used to find the weights for each sample.</li> <li>● Method for estimating the total number of Internet households: The variable city was used to find weights for each household.</li> </ul>

## 2. Individual Internet Use

### (1) Estimated Population of Internet Users

There are 1.26 million Taiwan residents aged 12 and under who have Internet experience, whereas 17.57 million Taiwan residents aged 12 and above have Internet experience. The total estimated population of Internet users in Taiwan is 18.83 million.

$$\text{Internet Access Rate} = \text{Internet Users} / \text{Population}$$

Unit: %

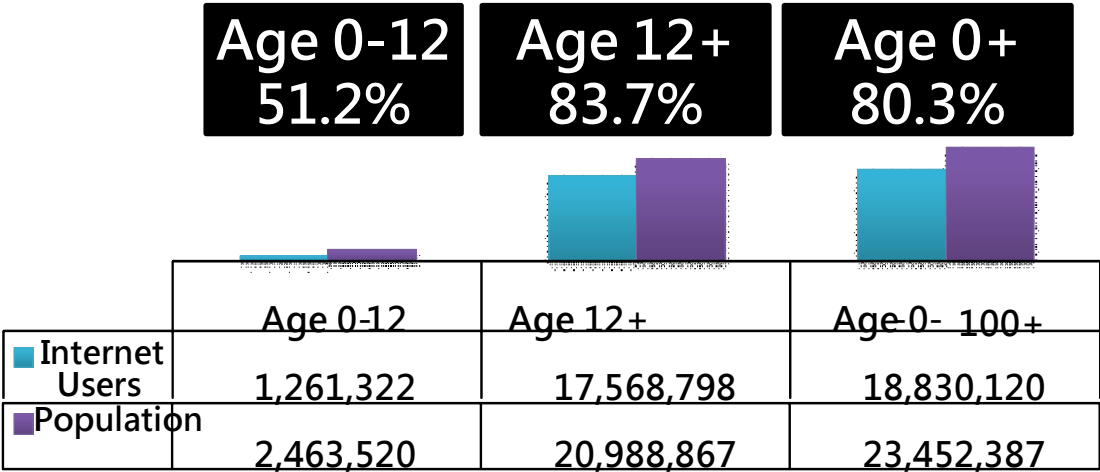


Figure 1 Estimated Population of Internet Users

In what follows, the results are specific to residents aged 12 and over.

### (2) Internet Usage

83.7% (corresponding to 17.57 million residents) of the 3,155 respondents have had internet experience.

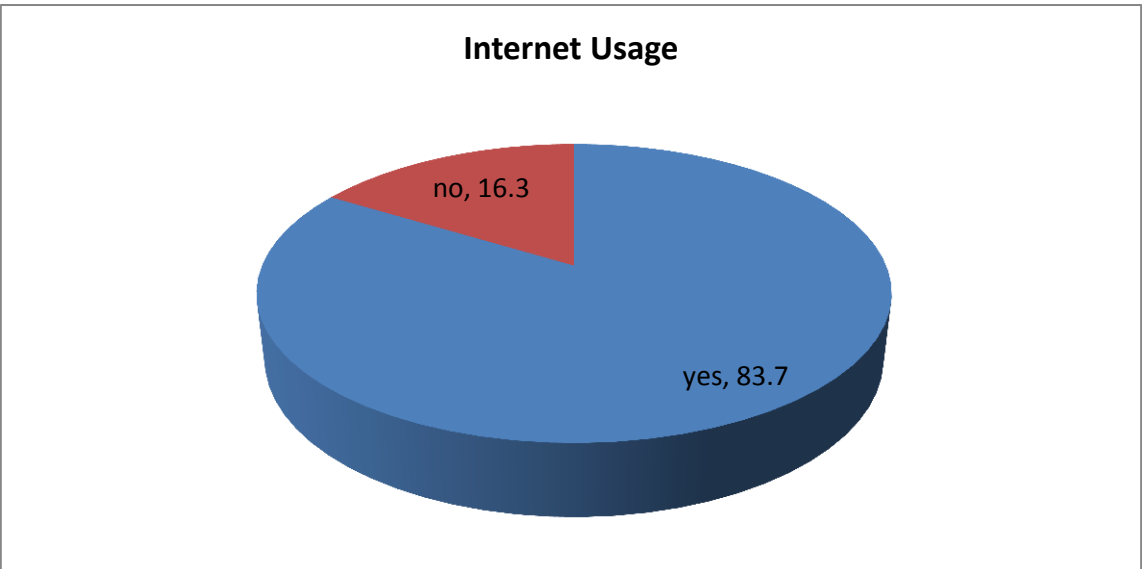


Figure 2 Internet Users

### (3) Internet Users in the Past Six Months

79.7%(corresponding to 16.73 million residents) of the 3,155 respondents are still using internet in the past six months.

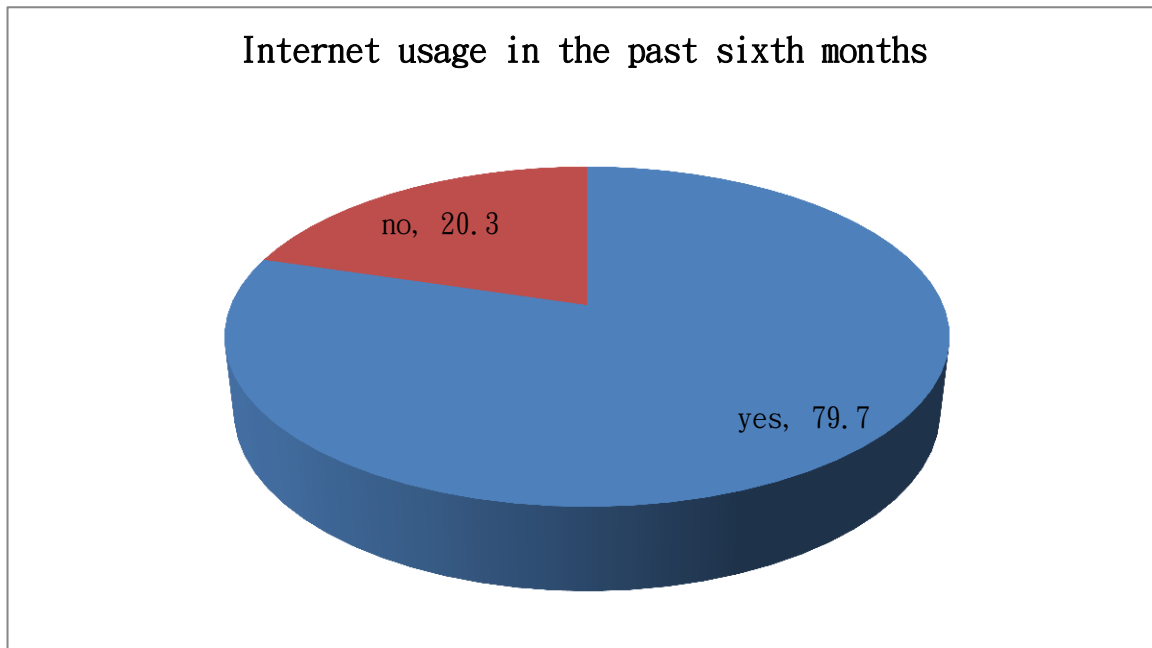


Figure 3 Internet Users in the Past Six Months

### (4) Locations accessing Internet

Most internet users access the Internet at home, with a relative frequency of 91.2%. Others access the Internet at work places and at school with relative frequencies of 29.0% and 8.2%, respectively.

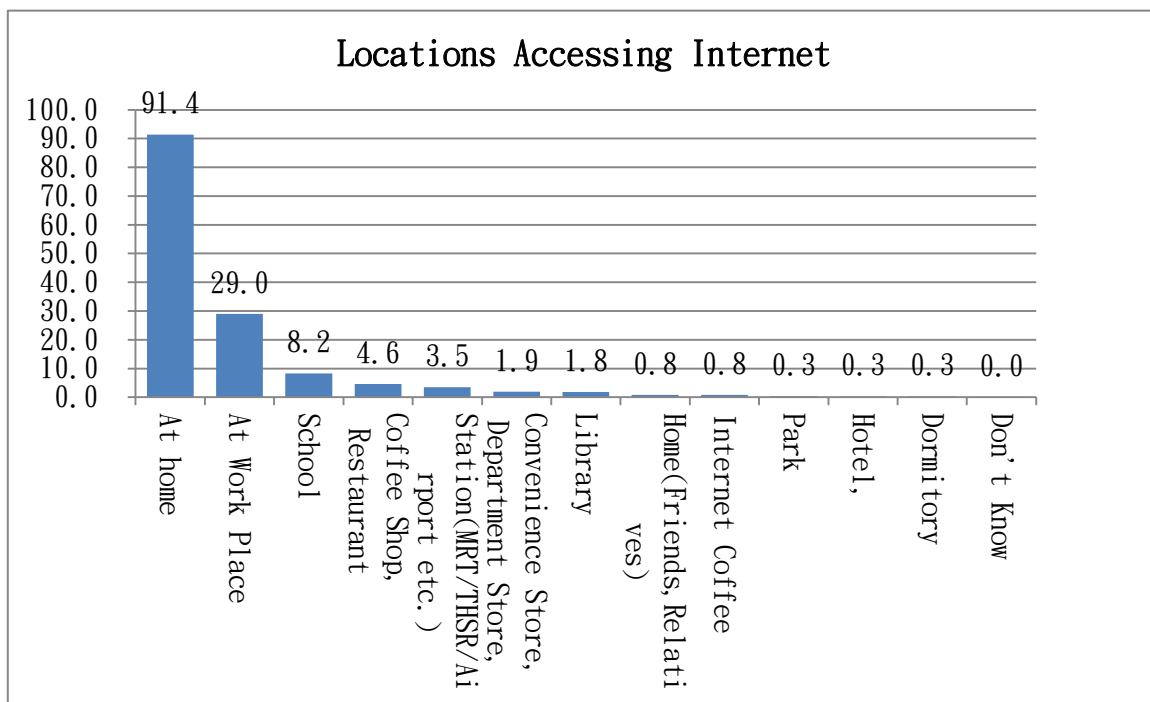


Figure 4 Locations accessing Internet

## (5) Devices Used to Access Internet

Among those individuals with Internet access, the most commonly used device is mobile phones (68.8%), followed by personal computer (56.3%).

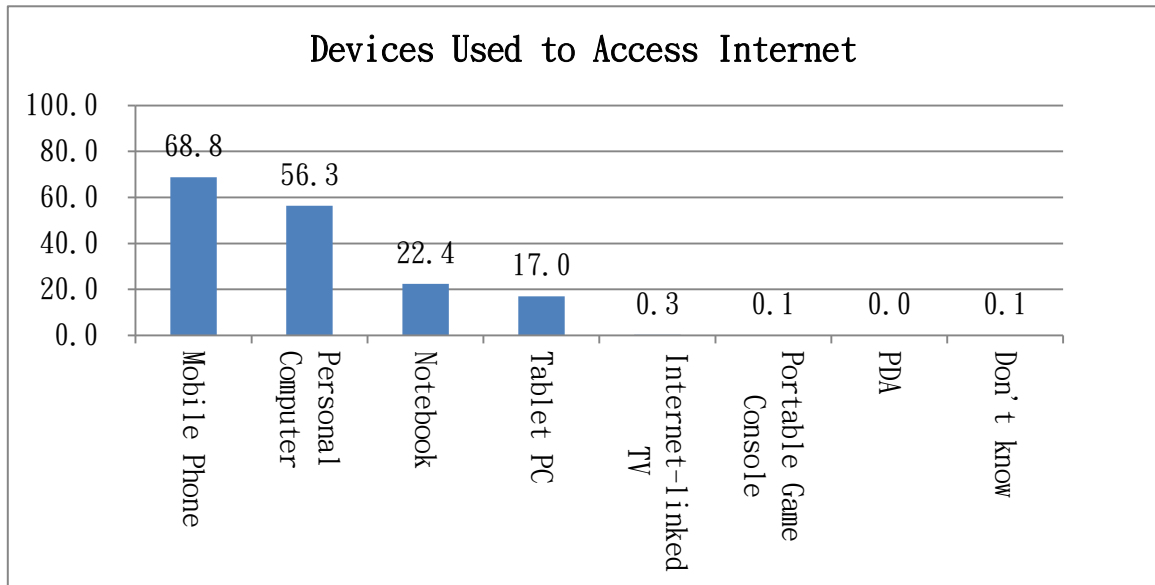


Figure 5 Devices Used to Access Internet

## (6) Types of Internet Connection

29.8% of Internet users access internet using Mobile Internet, and 28.4% using ADSL.

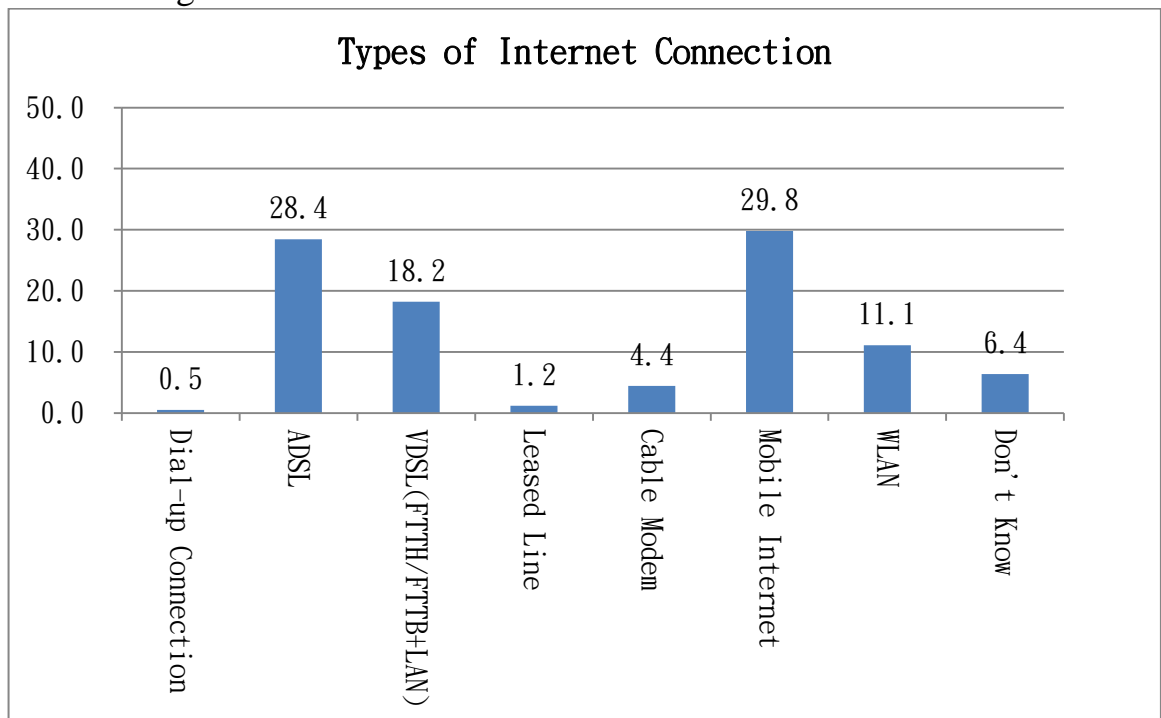


Figure 6 Types of Internet Connection

## (7) Number of Hours Spent Surfing Broadband Internet on Weekdays and Weekends.

20.6% broadband users spend between 1 and 2hrs per day on weekdays, ranking the first, while 15.6% broadband users spend between 1 and 2hrs per day on weekends.

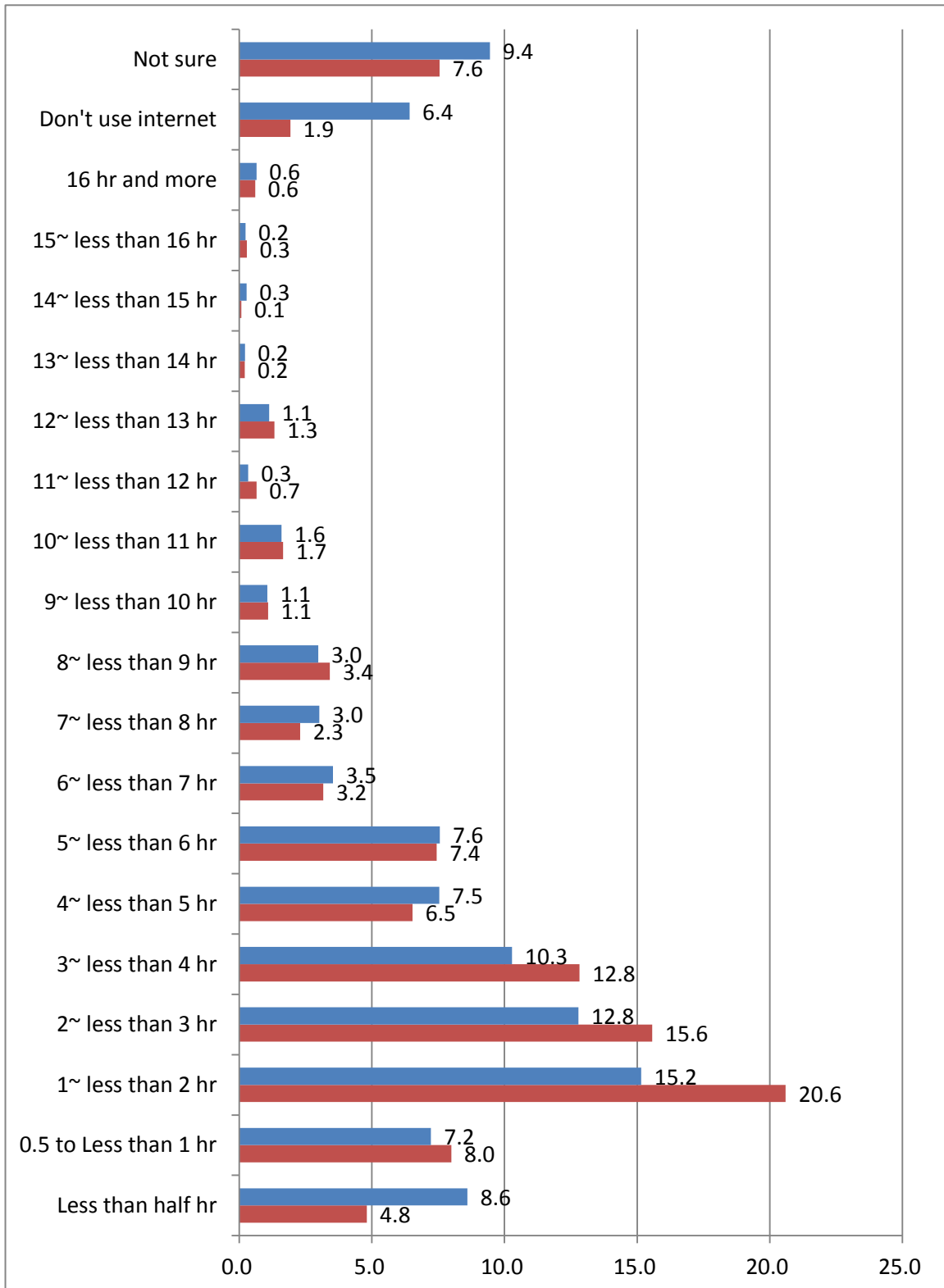


Figure 7 Number of Hours Spent Surfing Broadband Internet on Weekdays and Weekends.



## (8) Broadband Internet Activities

60.1% of broadband internet users access internet to use social communities, ranking the first, while 56.3% use instant messaging software, ranking the second.

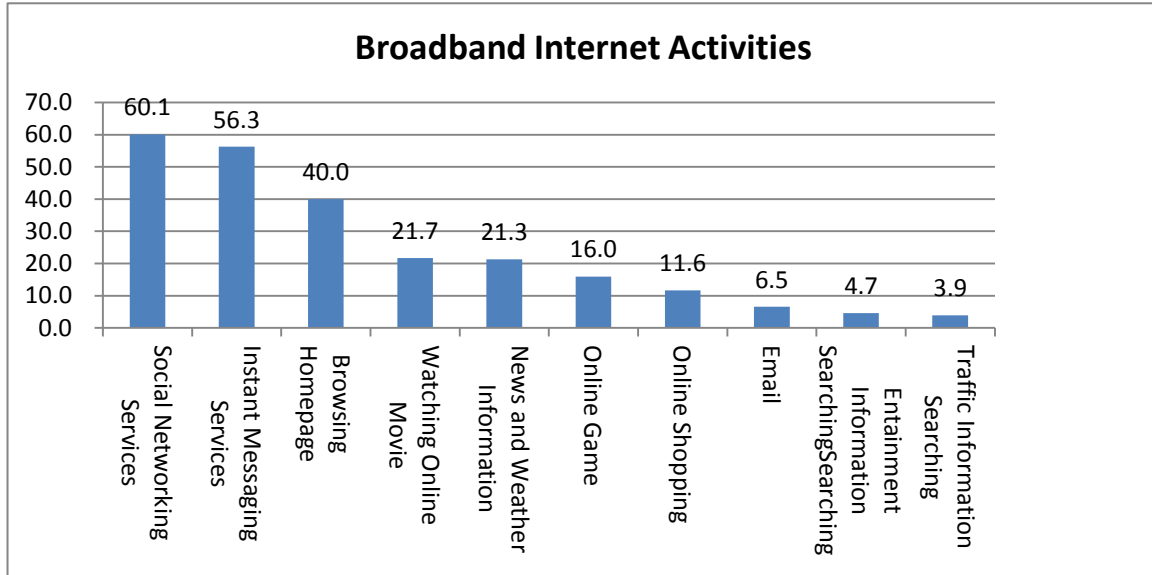


Figure 8 Broadband Internet Activities

Note: List the 10 top-ranked items only

### (9) Change of Communicating Pattern after using Social Networking Services and Instant Messaging Services

49.8% of the respondents who use Social Networking Services or Instant Messaging Services reduce frequency of making mobile calls, while 24.1% reduce frequency of sending short messages.

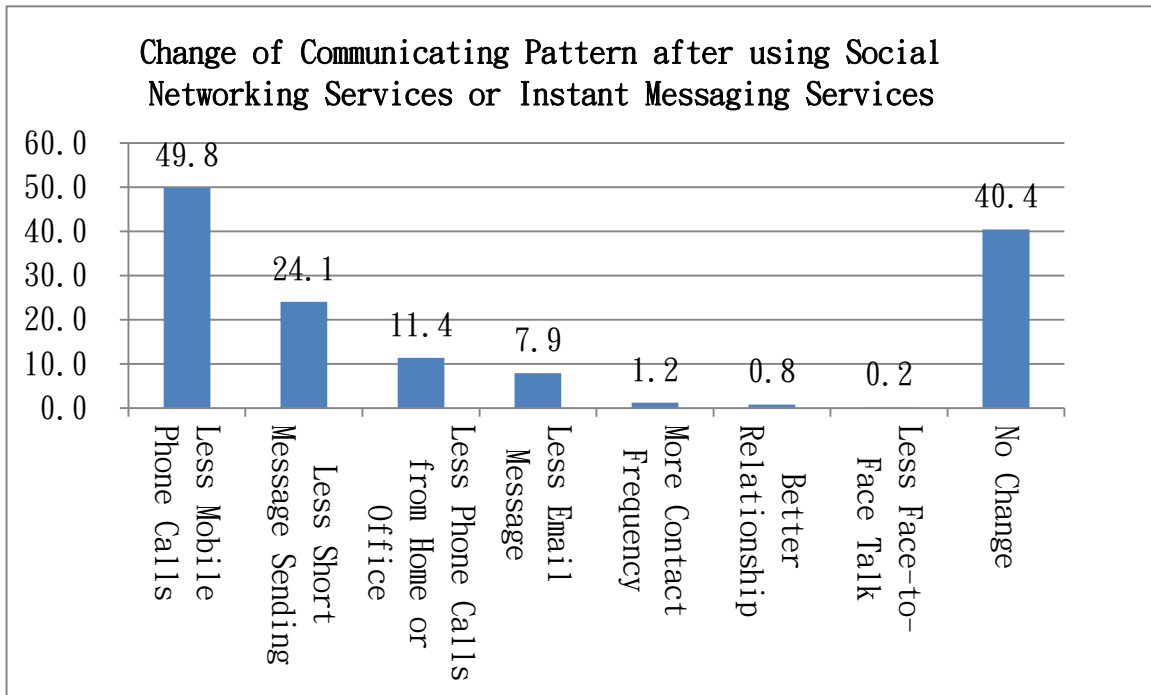


Figure 9 Change of Communicating Pattern after using Internet Community and Instant Communication Software

### (10) Things that might Endanger Internet Security while Accessing Internet

25.4% worried about “Personal privacy exposure” when accessing internet, while 22.7% worried about “bad intention program” .

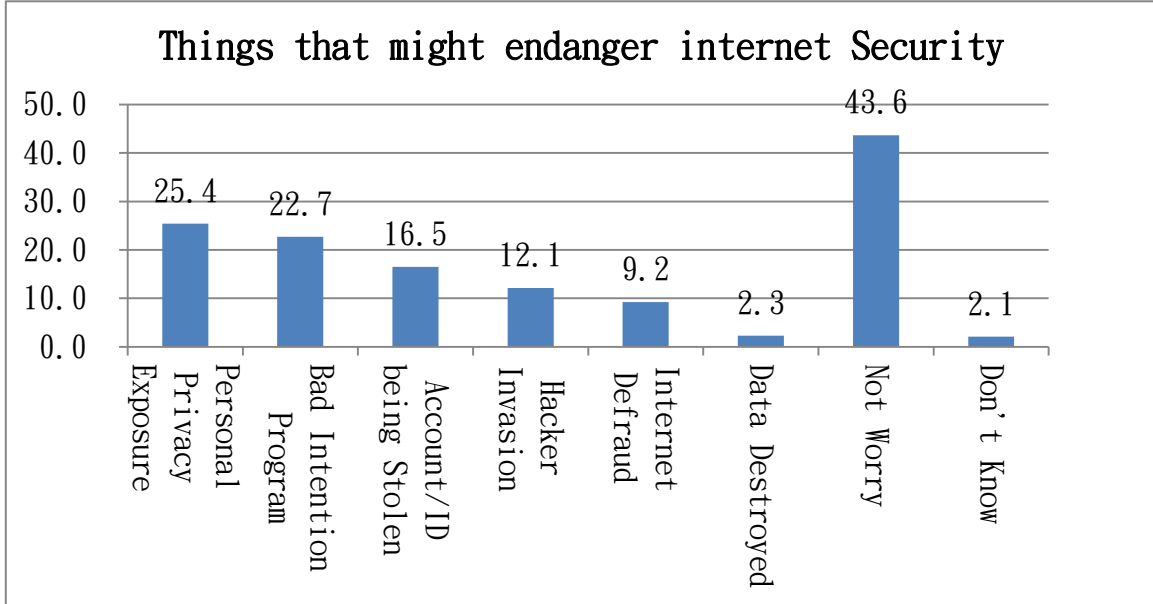


Figure 10 Things that might Endanger Internet Security while Accessing Internet

## (11) Years of Internet Access

Among those who have Internet experience, 16.6% have used Internet for at least 20 years.

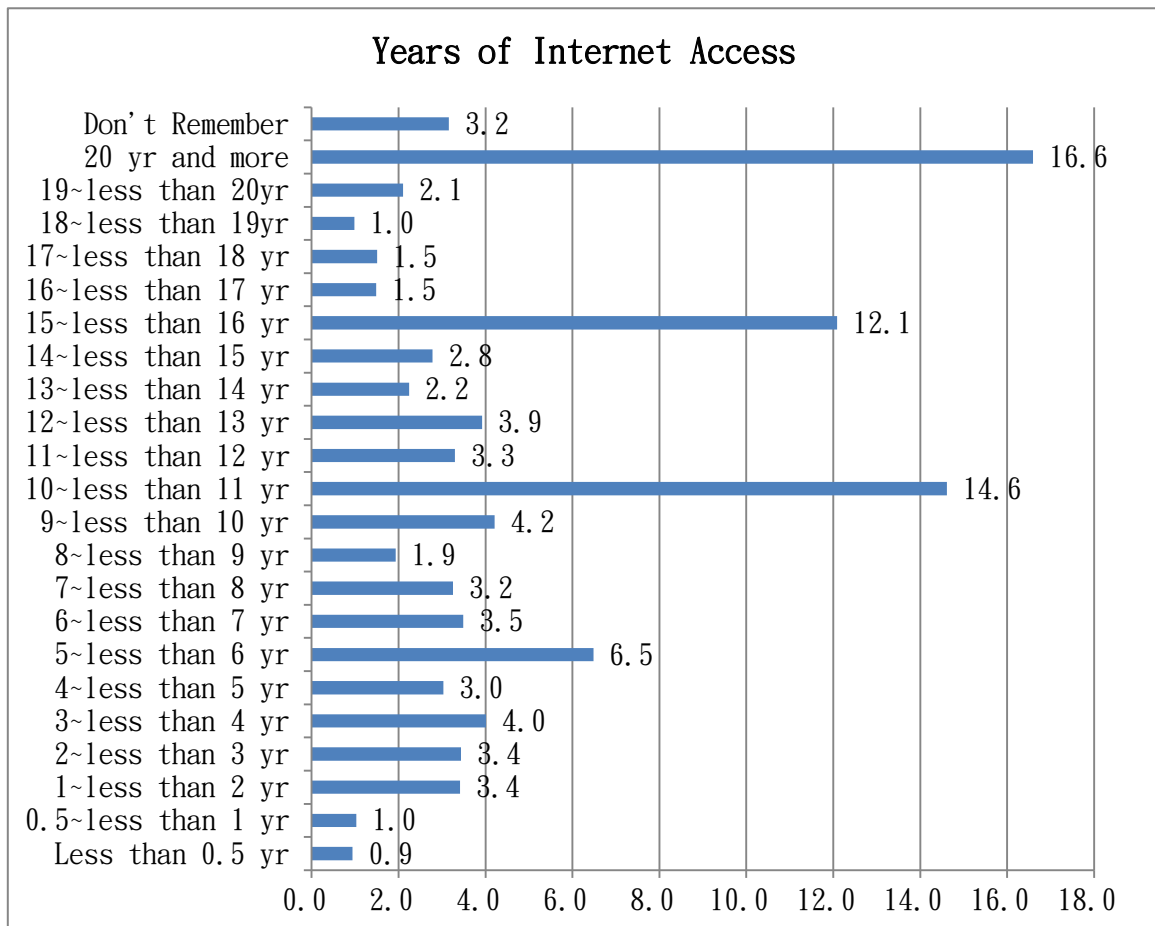


Figure 11 Years of Internet Access

## (12) Reasons for not Using Internet

The most popular reason for not using the Internet is “Afraid of or unfamiliar with computer,” which takes 42.4%. The second popular reason for not using the Internet is “too old,” taking 24.6%.

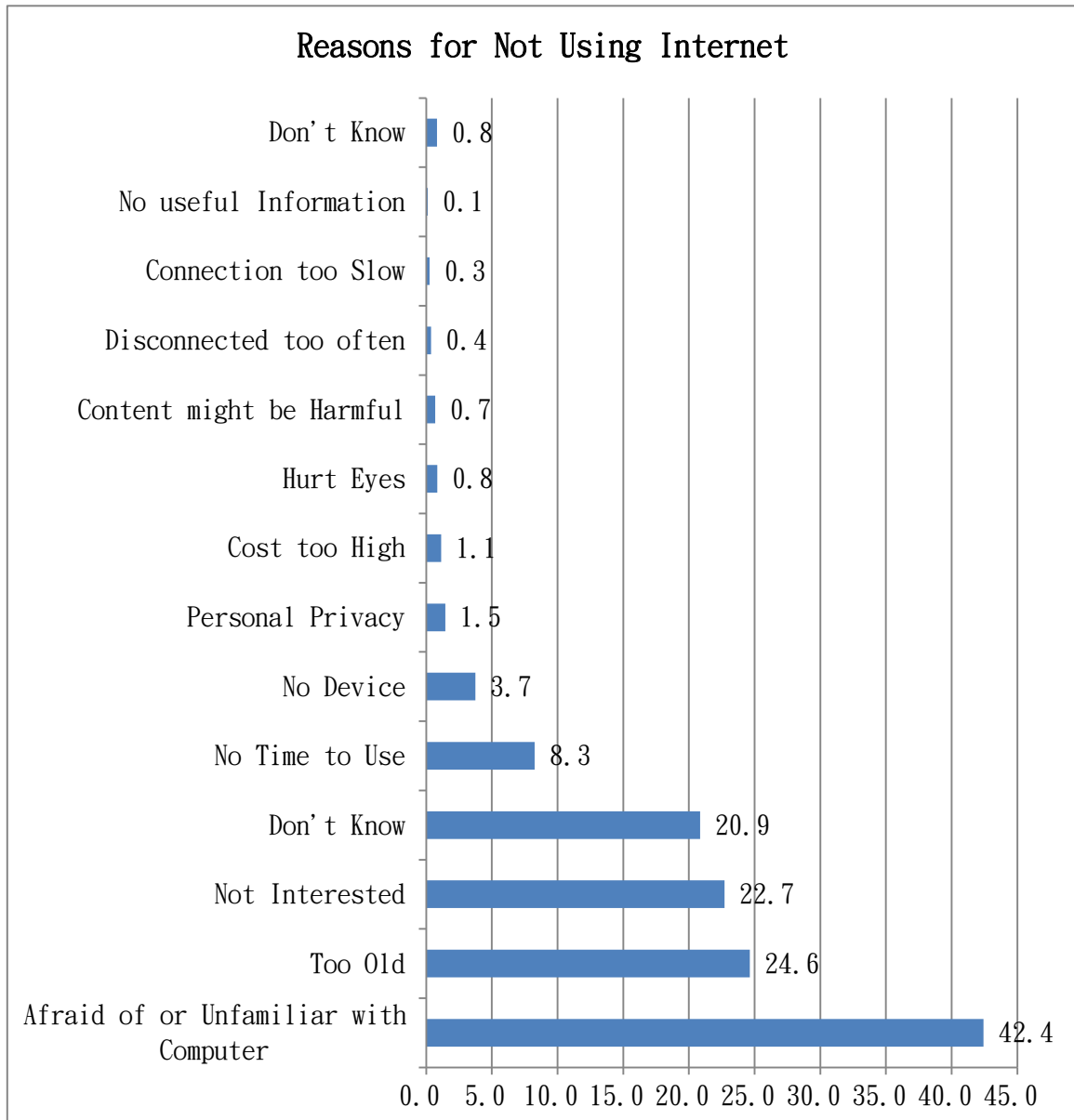


Figure 12 Reasons for not Using Internet

(13) Usage of Wearable Devices and Types of Devices used

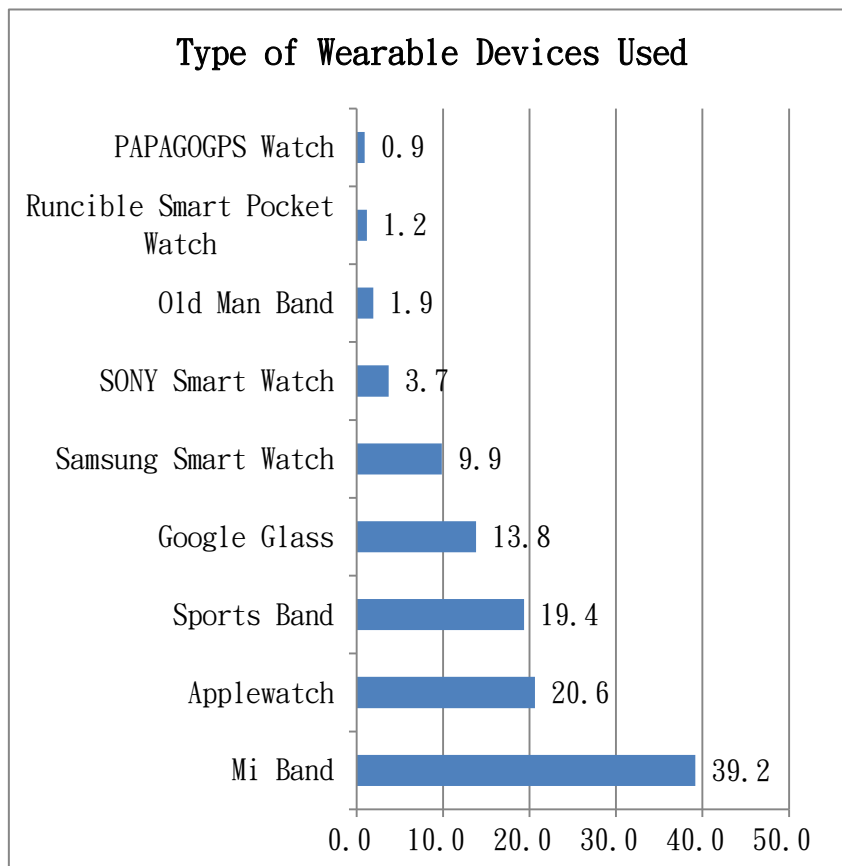
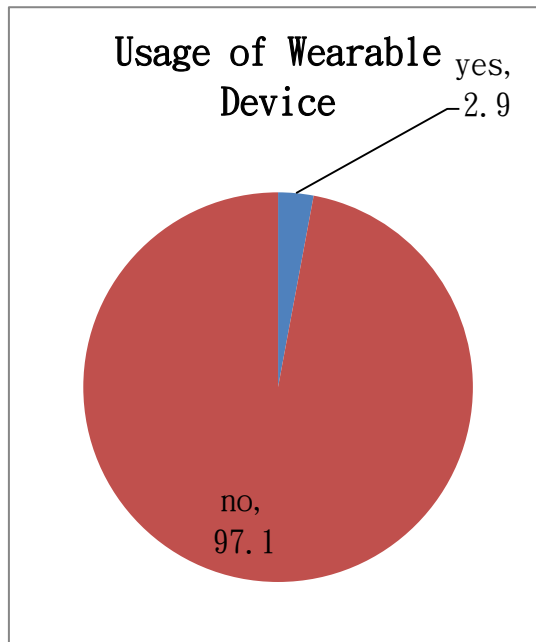


Figure 13 Use of Wearing Device and Type of Device used

### (14) Reasons for not Using Wearable Devices

“No need “ is the main reason of not using wearable device, taking 68.7%, the second reason is “don’ t know what kind of devices are there, taking 20.6%.

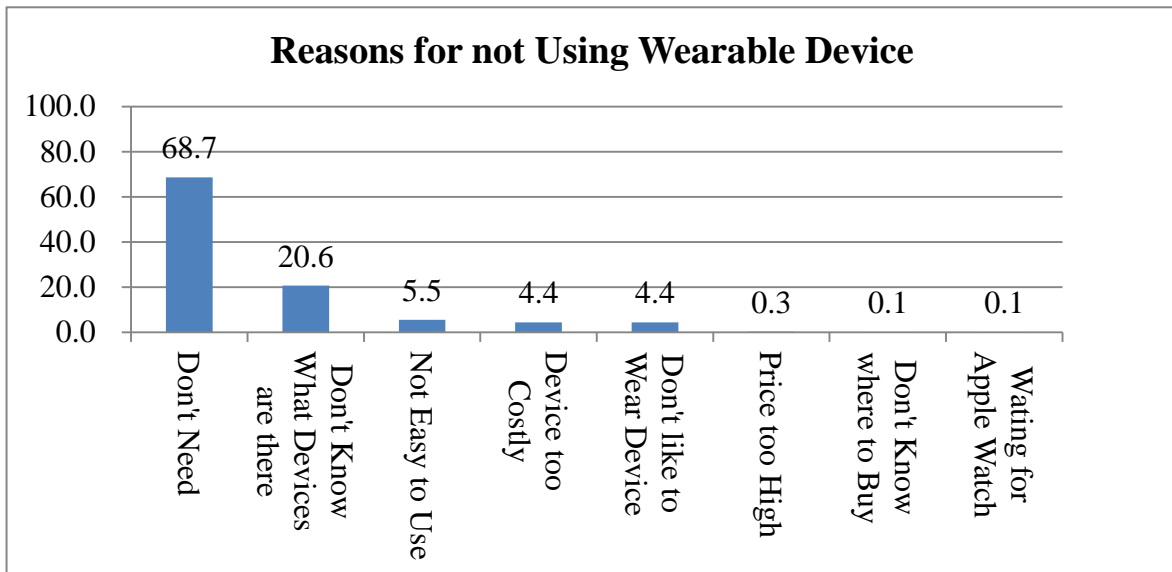


Figure 14 Reasons for not Using Wearable Device

### (15) Use of Government Open Data Platform and Type of Data Used

17.3% of the respondents who had internet experience used Government Open Data Platform. Among them, 32.8% used “Government Statistics” , while 24.6% used “Tourism and Travel” .

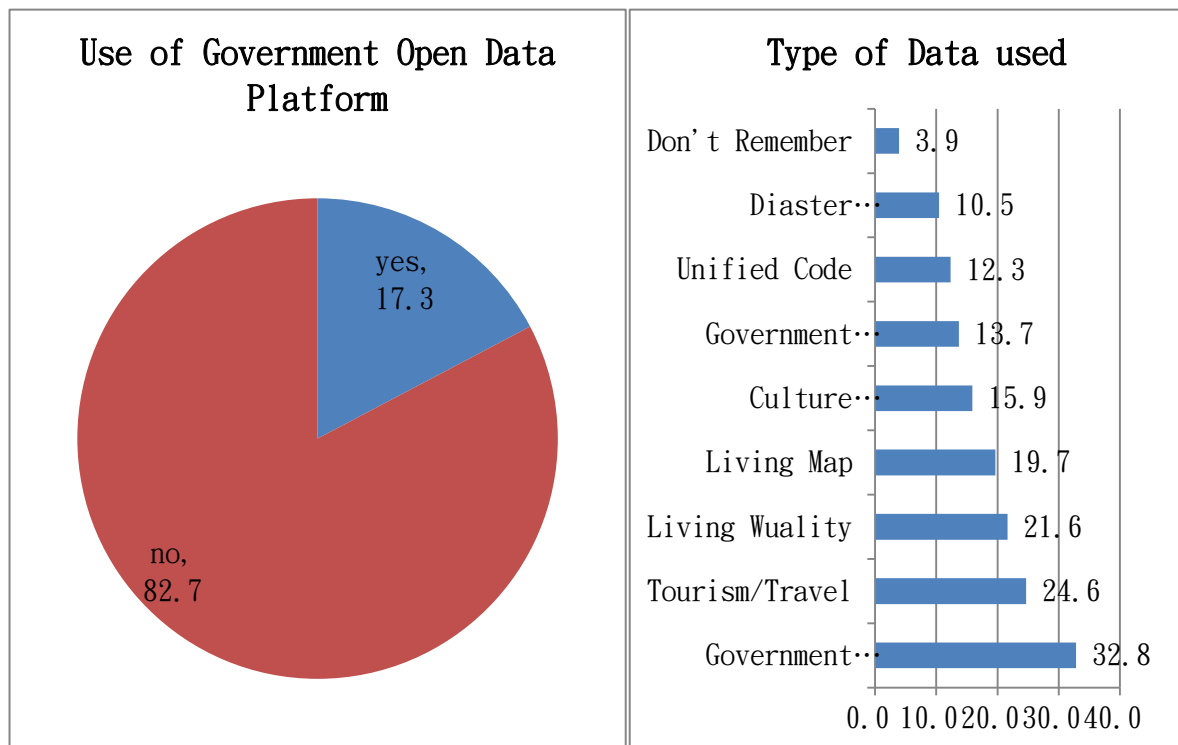


Figure 15 Use of Government Open Data Platform and Type of Data used

### (16) Reasons for not Using Government Open Data Platform

The main reason for not using Government Open Data Platform is "Don't know this platform", taking 63.9%, the second reason is "No need", taking 36.7%.

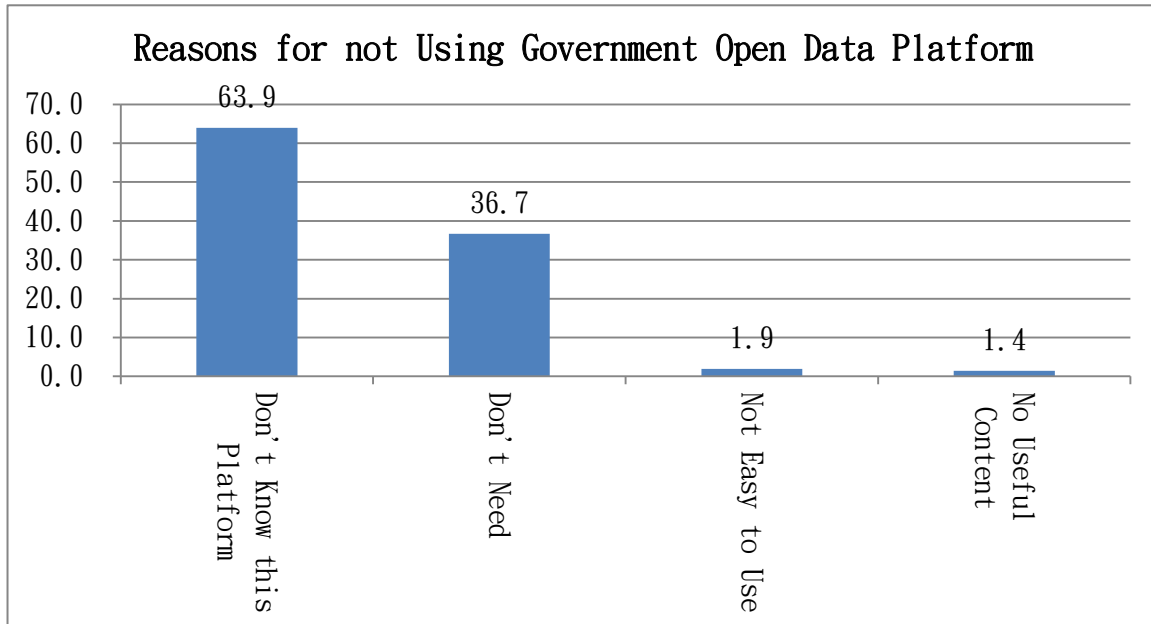


Figure 16 Reasons for not Using Government Open Data Platform

### (17) Mobile Internet Usage and Number of Mobile Subscriptions owned

74.0% of the respondents who had internet experience use mobile internet. Among them, 92.9% own only one subscription, while 7.1% own more than one subscription.

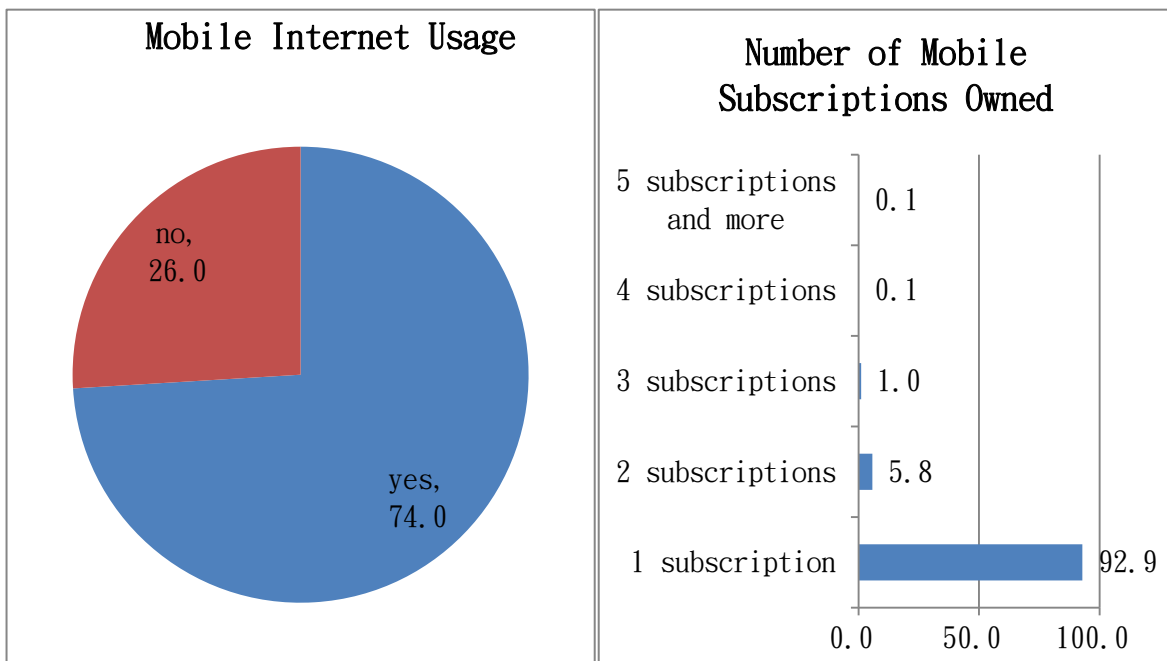


Figure 17 Mobile Internet Usage and Number of Mobile Subscription Owned



### (18) Reasons for Owning More than One Subscription

The main reason for owning more than one subscription is "Can alternate one account with one another", taking 50.7%, the second reason is "one account is not enough", taking 28.4%.

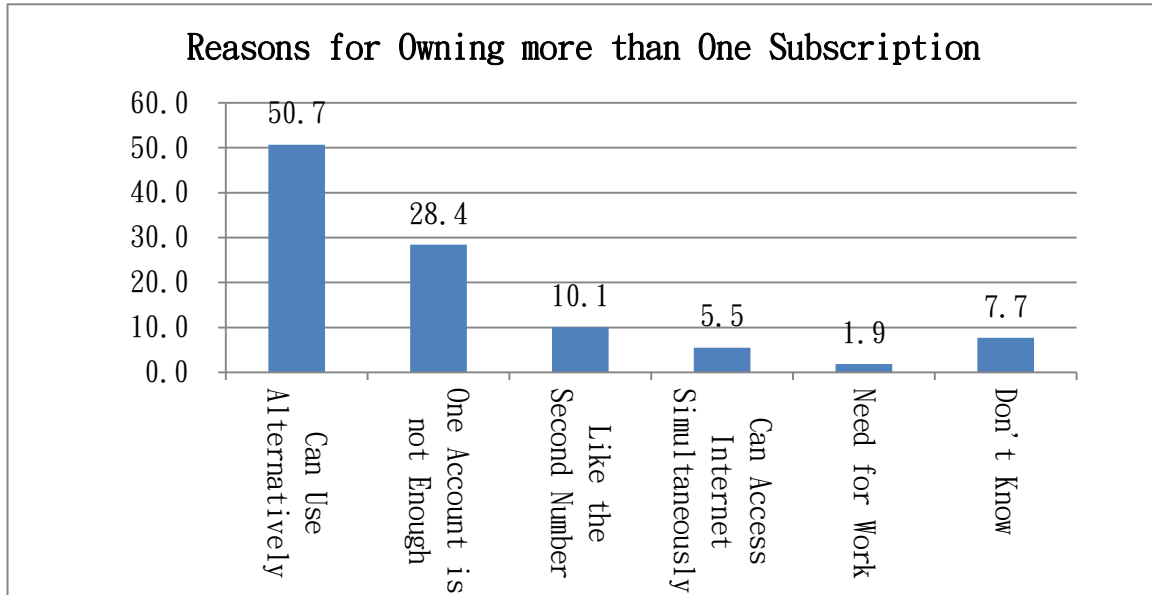


Figure 18 Reasons for Owning More than One Subscription

### (19) Connection Methods for Accessing Internet

57.4% of the mobile internet users use 3G/3.5G to access internet, while 39.3% use 4G to access internet.

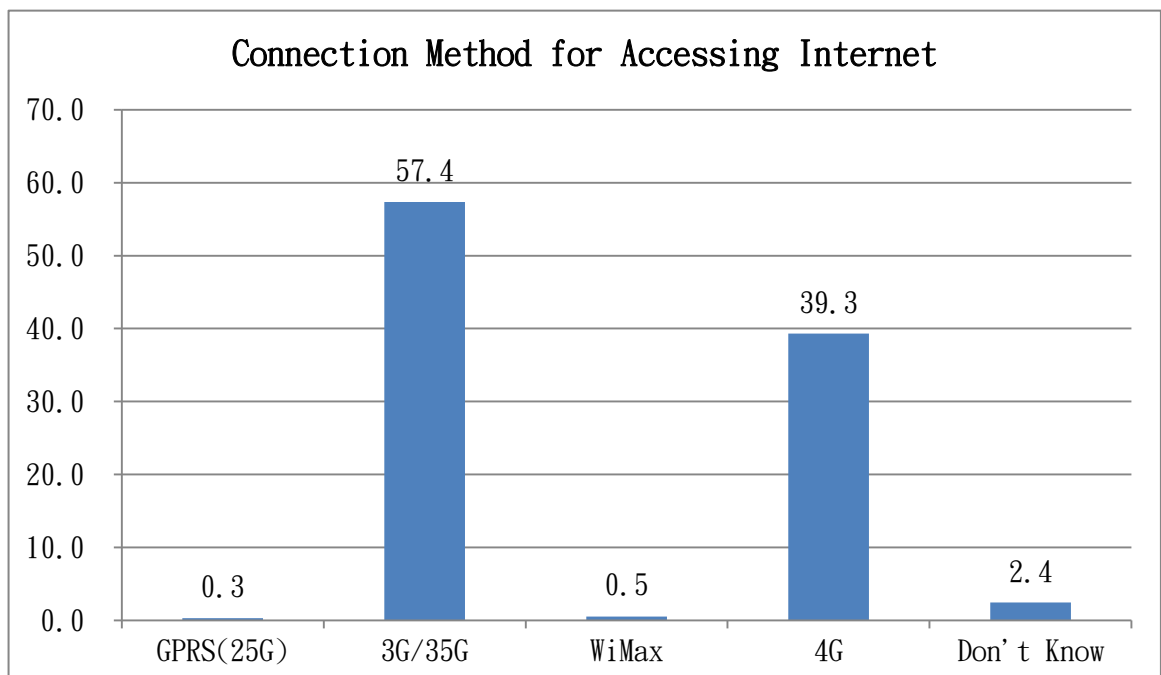


Figure 19 Connection Method for Accessing Internet

## (20) Intention of Upgrading to 4G in Next Six Months and Conditions for Upgrading

29.2% of the respondents who are not using 4G connection method will consider to upgrade to 4G in the next six month. Among those respondents who do not consider upgrading, the main condition for upgrading is “cheaper price” , taking 34.0%, the second condition is” high coverage rate,taking 16.3%.

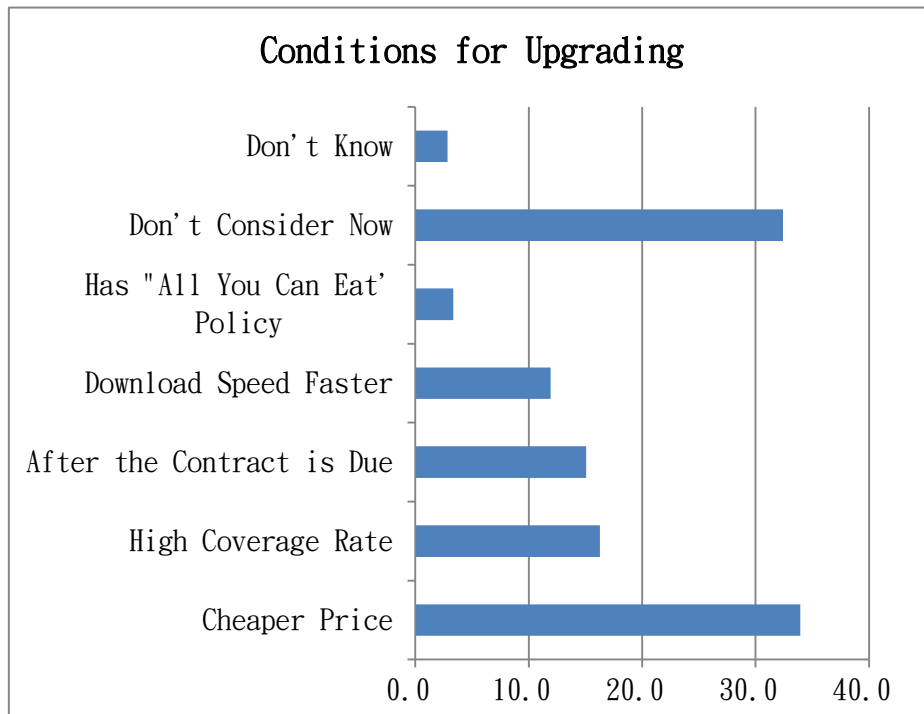
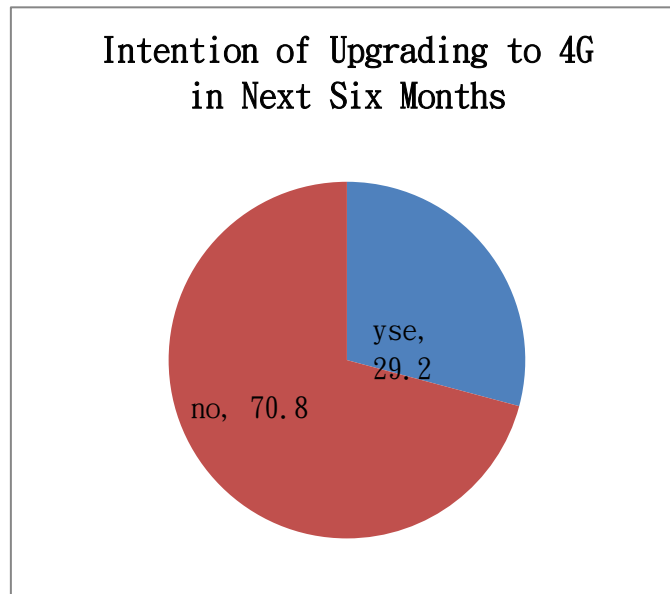


Figure 20 Intention of Upgrading to 4G in Next Six Months and Conditions for Upgrading

(21) Usage of “All You Can Eat” Policy and Acceptance of “Pay by Volume” Policy

59.1% of the mobile internet users use “All you can eat” policy. Among them, 52.0% can accept “pay by volume” policy.

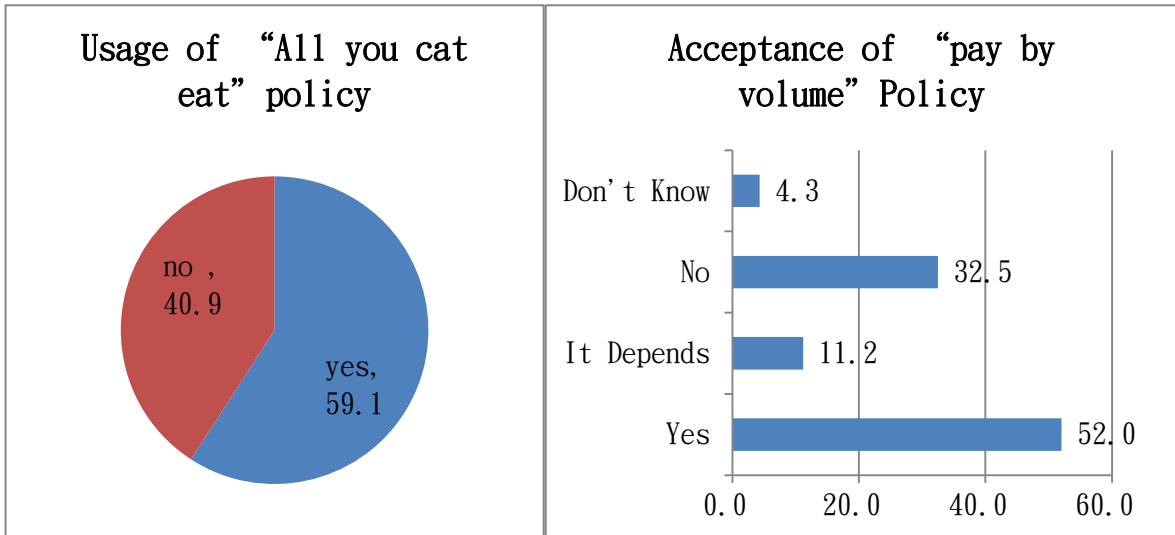


Figure 21 Usage of “All You Can Eat” Policy and Acceptance of “Pay by Volume” Policy

## (22) Usage of Mobile Banking and Type of Mobile Banking Services

### Used

19.8% of mobile internet users use mobile bank. Among those respondents who use mobile bank, 69.0% use “Transfer Account”, ranking the first, 62.9% use “Account acquiring”, ranking the second.

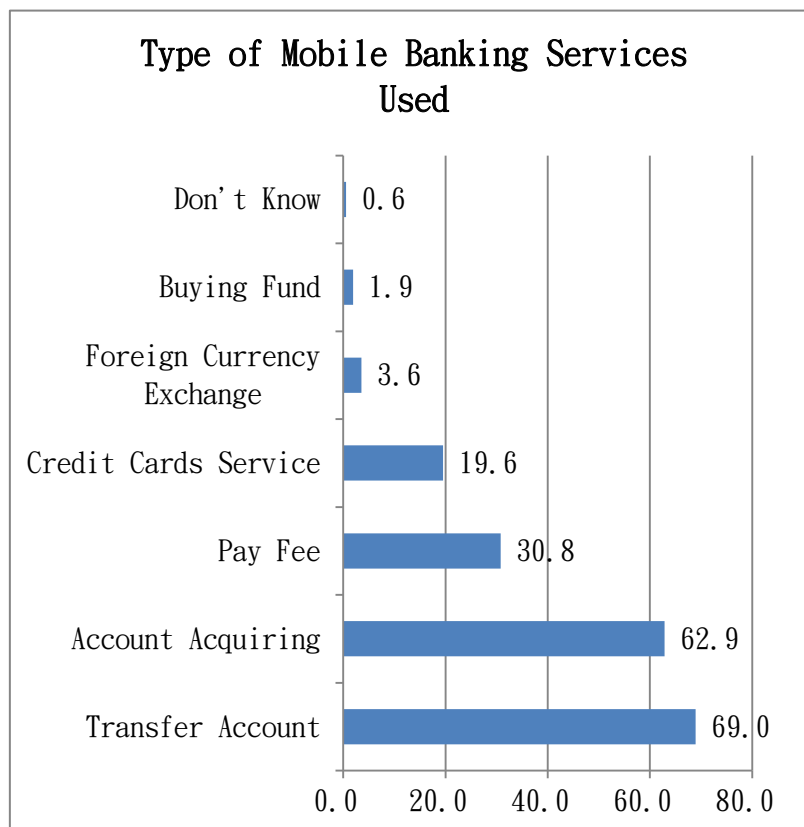
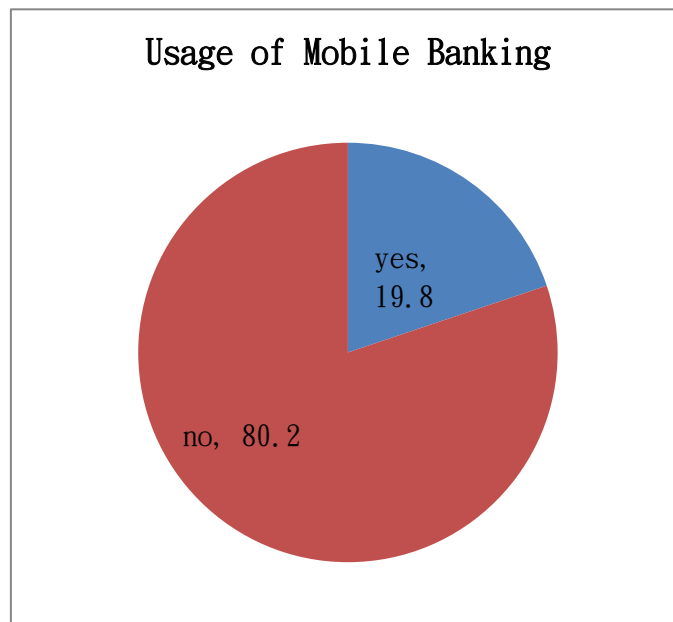


Figure 22 Usage of Mobile Banking and Type of Mobile Bank Services Used

### (23) Things that Worried about when Using Mobile Banking

53.3% of respondents who use mobile banking worried about "Personal Information Leakage", ranking the first, the second thing worried about is "Account being Stolen", taking 34.8%.

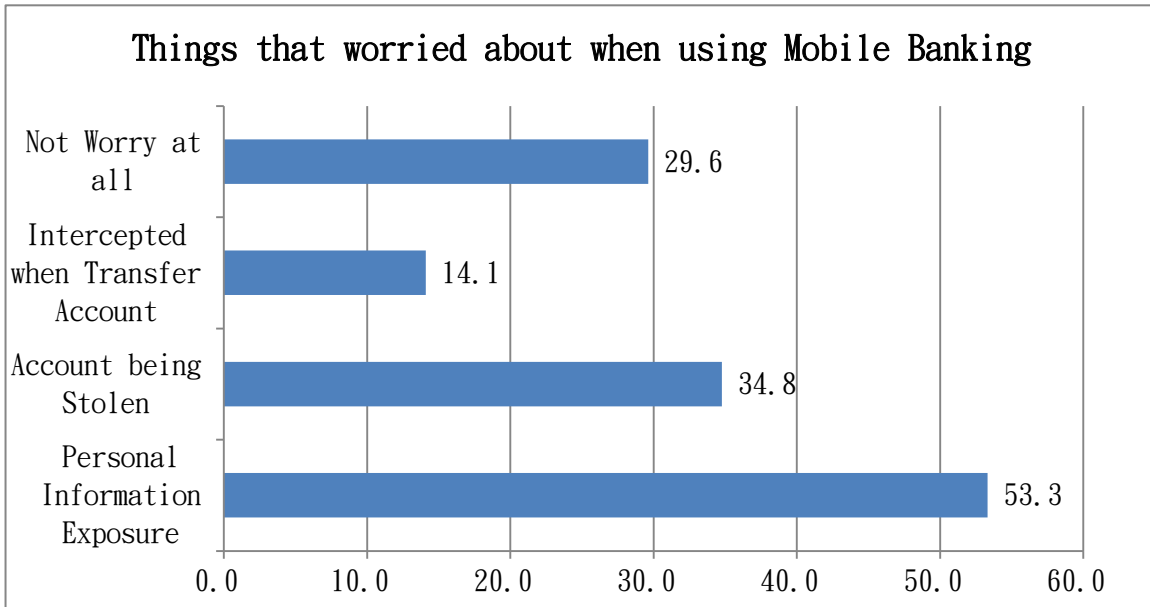


Figure 23 Things that Worried about when Using Mobile Banking

### (24) Reasons for not Using Mobile Banking

The main reason for not using Mobile banking is "No need", taking 60.3%, the second reason is "Security Concern", taking 30.3%.

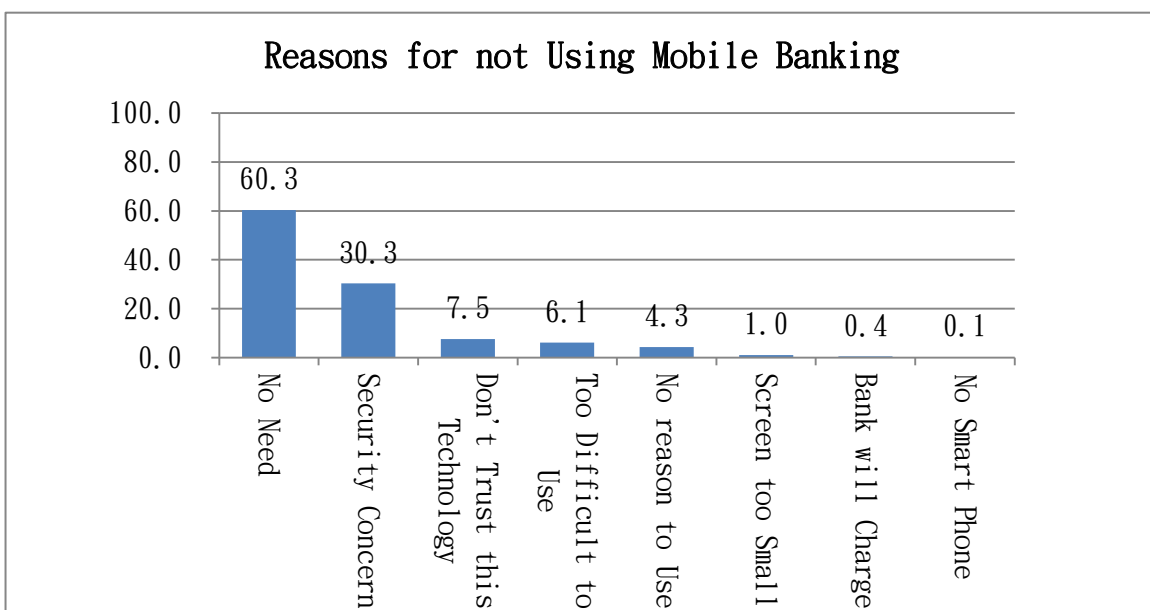


Figure 24 Reasons for not Using Mobile Banking

## (25) Usage of Mobile Payment and Payment Methods Used Most Often

15.0% of mobile internet users use mobile payment. The payment methods most often used are “Mobile Bill Payment”, taking 49.7%, the second one is “Mobile Internet Payment”, taking 35.8%.

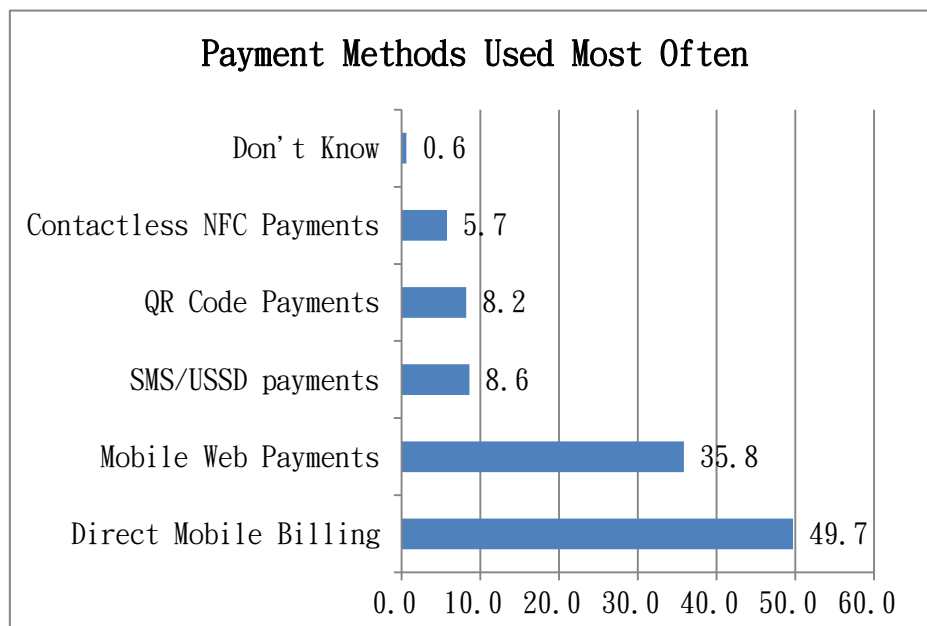
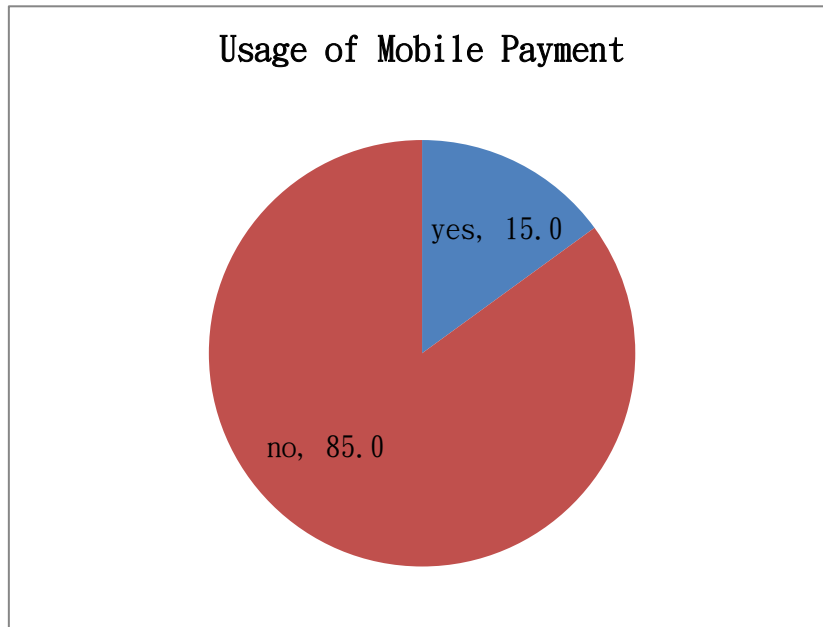


Figure 25 Usage of Mobile Payment and Payment Methods Used Most Often

## (26) Fees Paid with Mobile Payment

The fees most often paid with mobile payment is “Living Goods” , taking 53.6%, the second one is “Game/Points” , taking 21.2%.

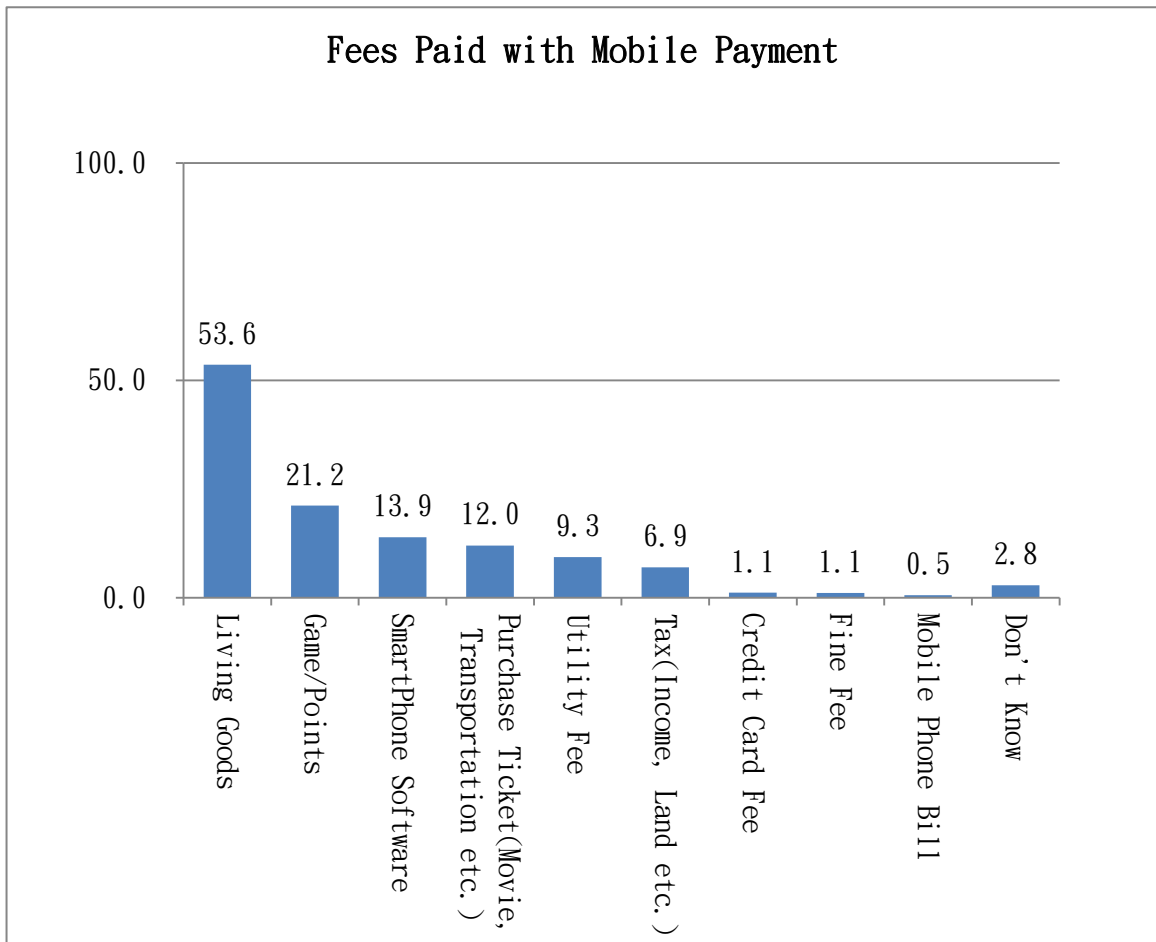


Figure 26 Fees Paid with Mobile Payment

### (27) Reasons for not Using Mobile Payments

The main reason for not using mobile payment is "No need", taking 45.6%, and the second reason is "Worried about safety", taking 32.7%.

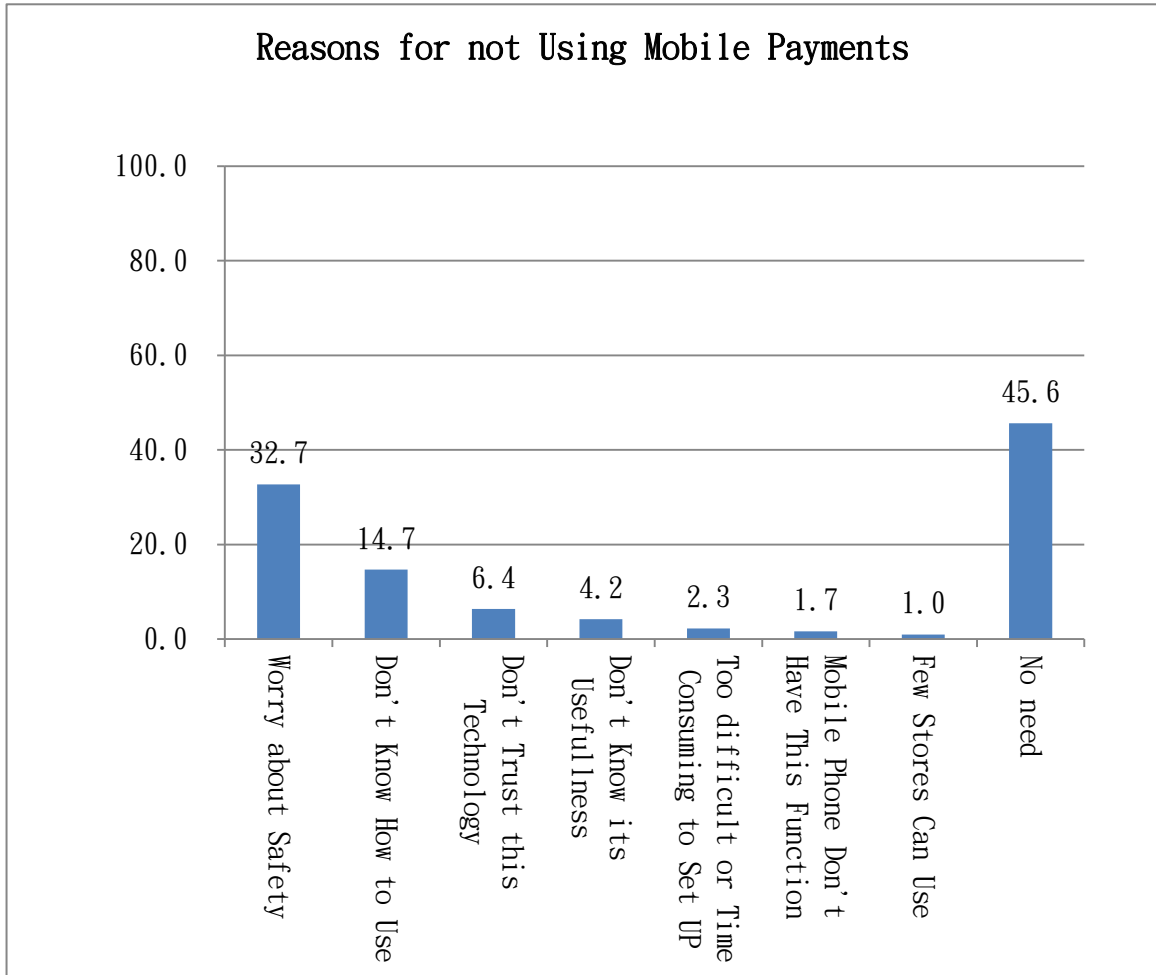


Figure 27 Reasons for not Using Mobile Payments



**(28) Mobile Internet Service Satisfaction and Reasons for not being Satisfied**

75.9% of those mobile internet users are satisfied with mobile internet service. The main reason for those respondents not satisfied with service is “Speed too slow”, taking 50.5%, the second reason is “Unstable signal, Signal disconnected too often”, taking 46.7%.

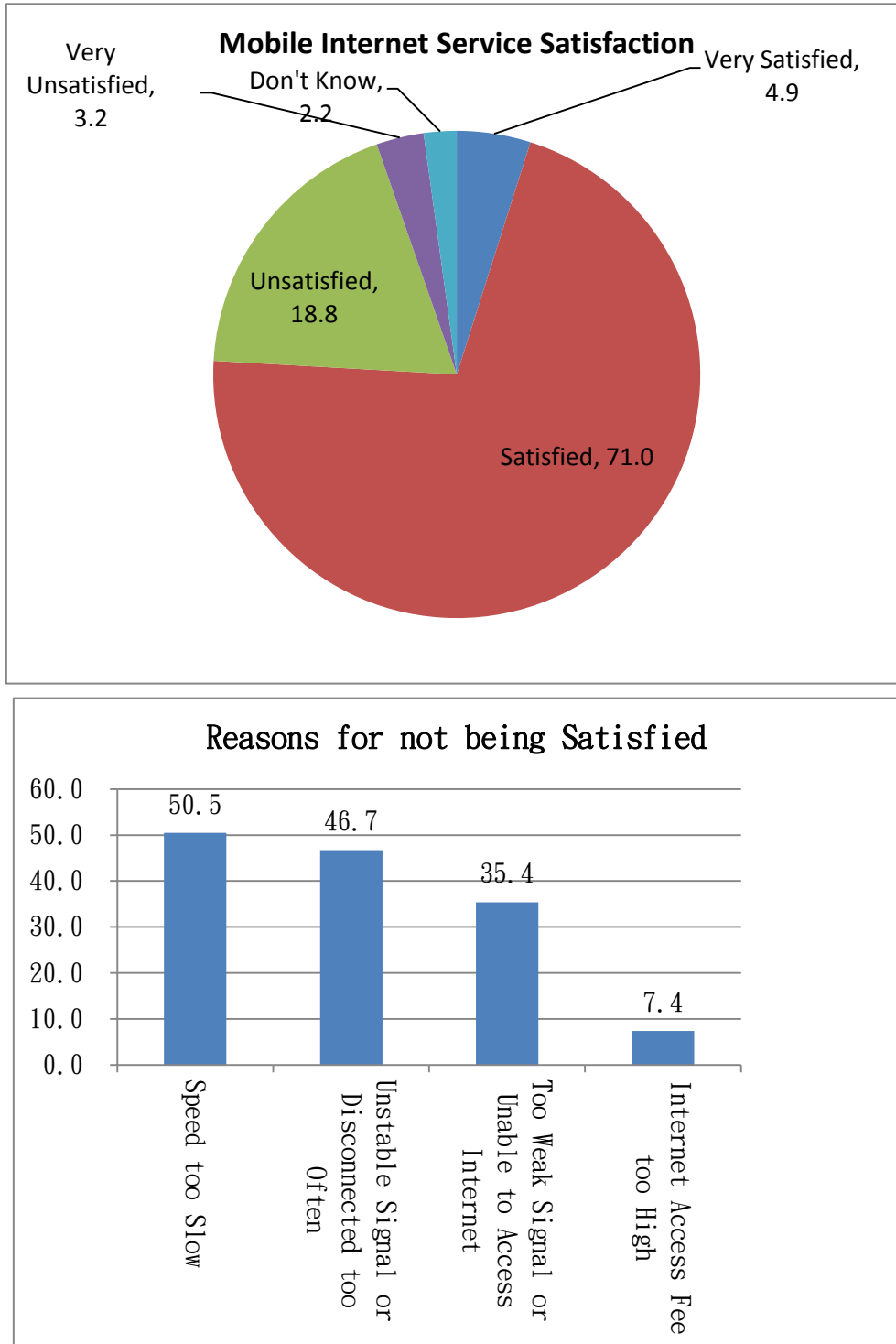


Figure 28 Mobile Internet Service Satisfaction and Reasons for not being Satisfied

### (29) Usage of Wi-Fi in Public Area

57.1% of the respondents who had internet experience had used WiFi in public area.

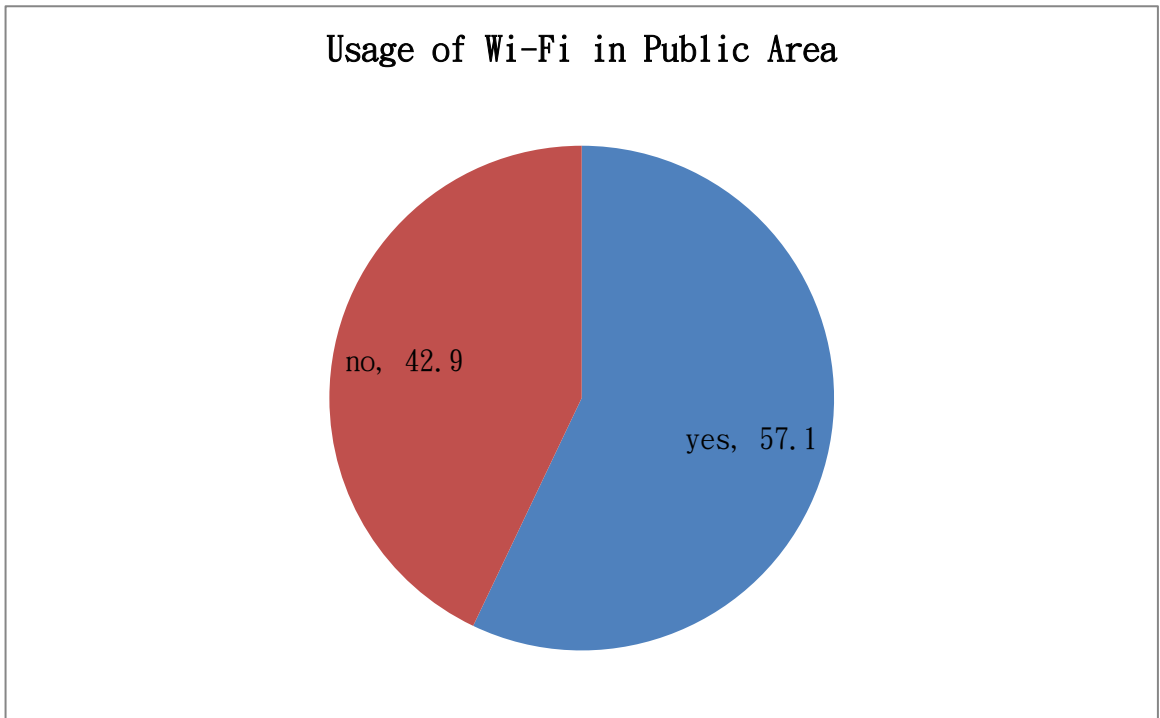


Figure 29 Usage of Wi-Fi in Public Area

## 3. Internet Usage in Households

### (1) Computer Devices at Home

79.7% of the respondents own desktop computers at home, ranking the first; 54.8% own notebook, ranking the second.

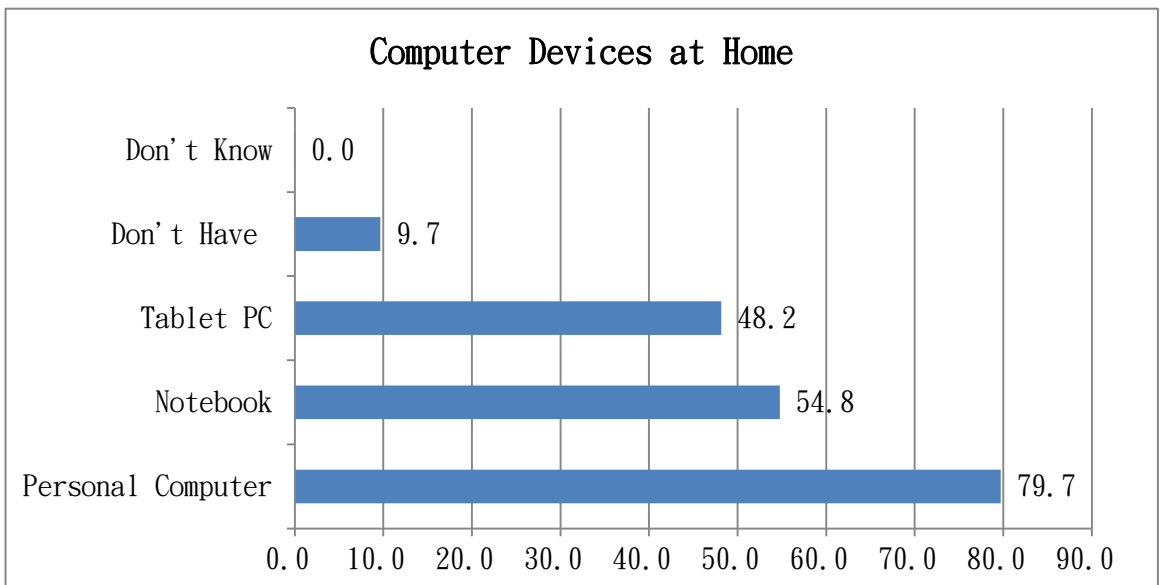


Figure 30 Computer Devices at Home

## (2) Household Internet Access and Devices Used to Access Internet at Home

89.2% of the respondents can access internet at home, while 10.8% are unable to access internet at home. Among those respondents who can access internet at home, 72.8% use desktop computers, ranking the first; while 57.4% use notebook, ranking the second.

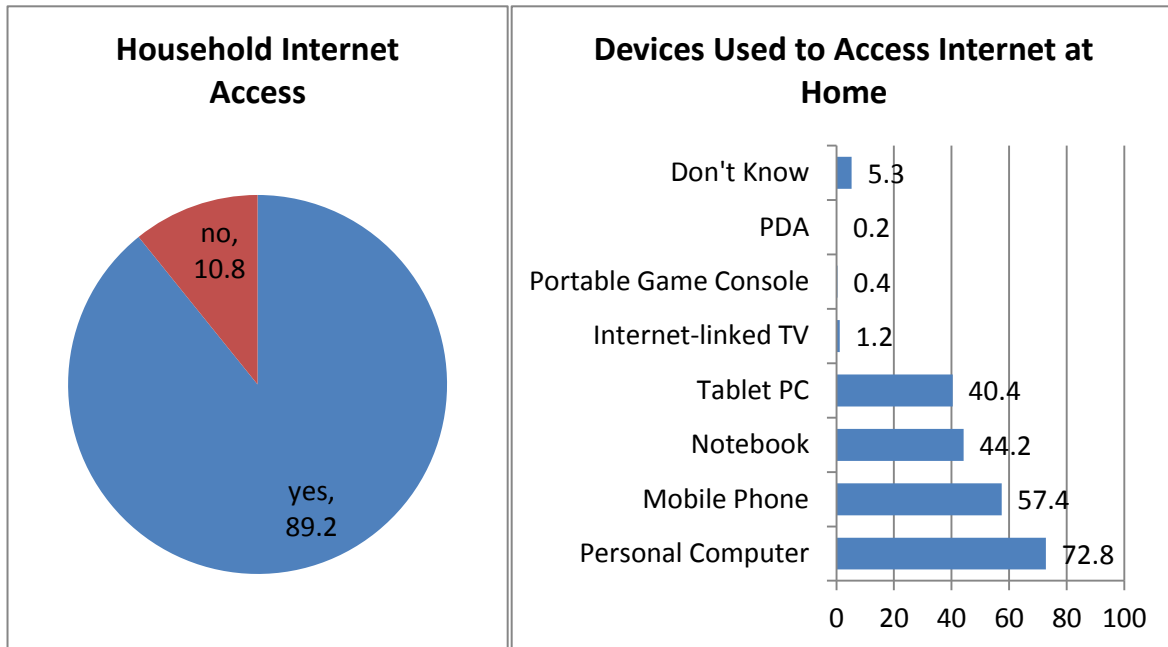


Figure 31 Household Internet Access and Devices Used to Access Internet at Home

## (3) Household Internet Connection by Type

Among those households who have internet access at home, 68.6% use ADSL/FTTH/FTTB to access internet, ranking the first, and followed by “Cable Modem”( 8.6%), ranking the second.

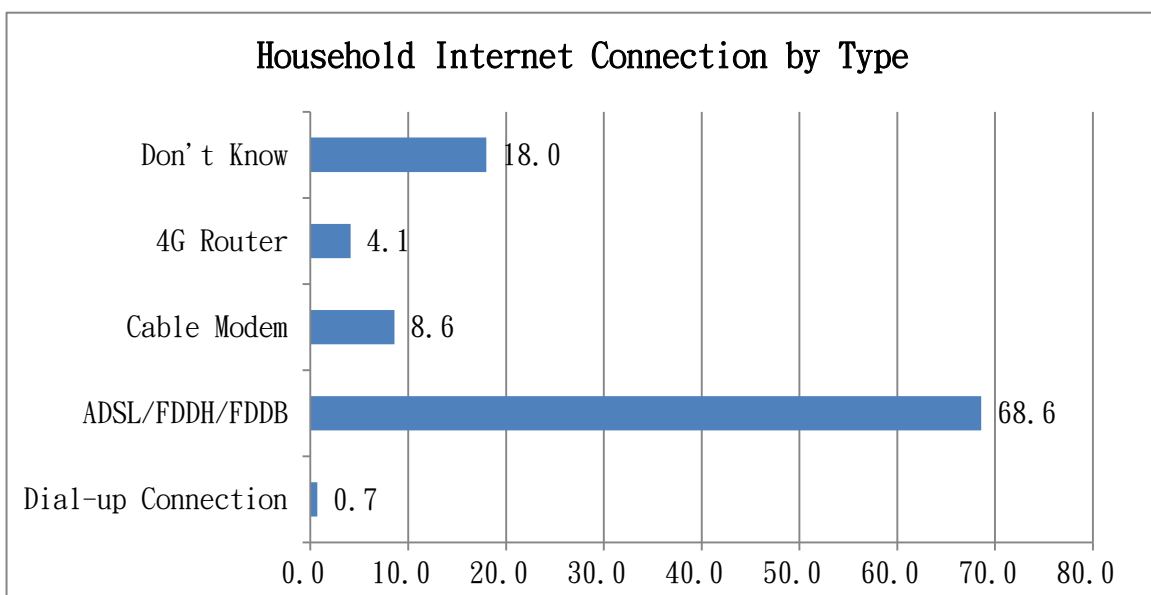


Figure 32 Household Internet Connection by Type

#### (4) Monthly Cost of Broadband Internet

Among the respondents who can access broadband internet at home, 9.1% of them spend NT\$ 1001 ~ 1100 per month, ranking the first.

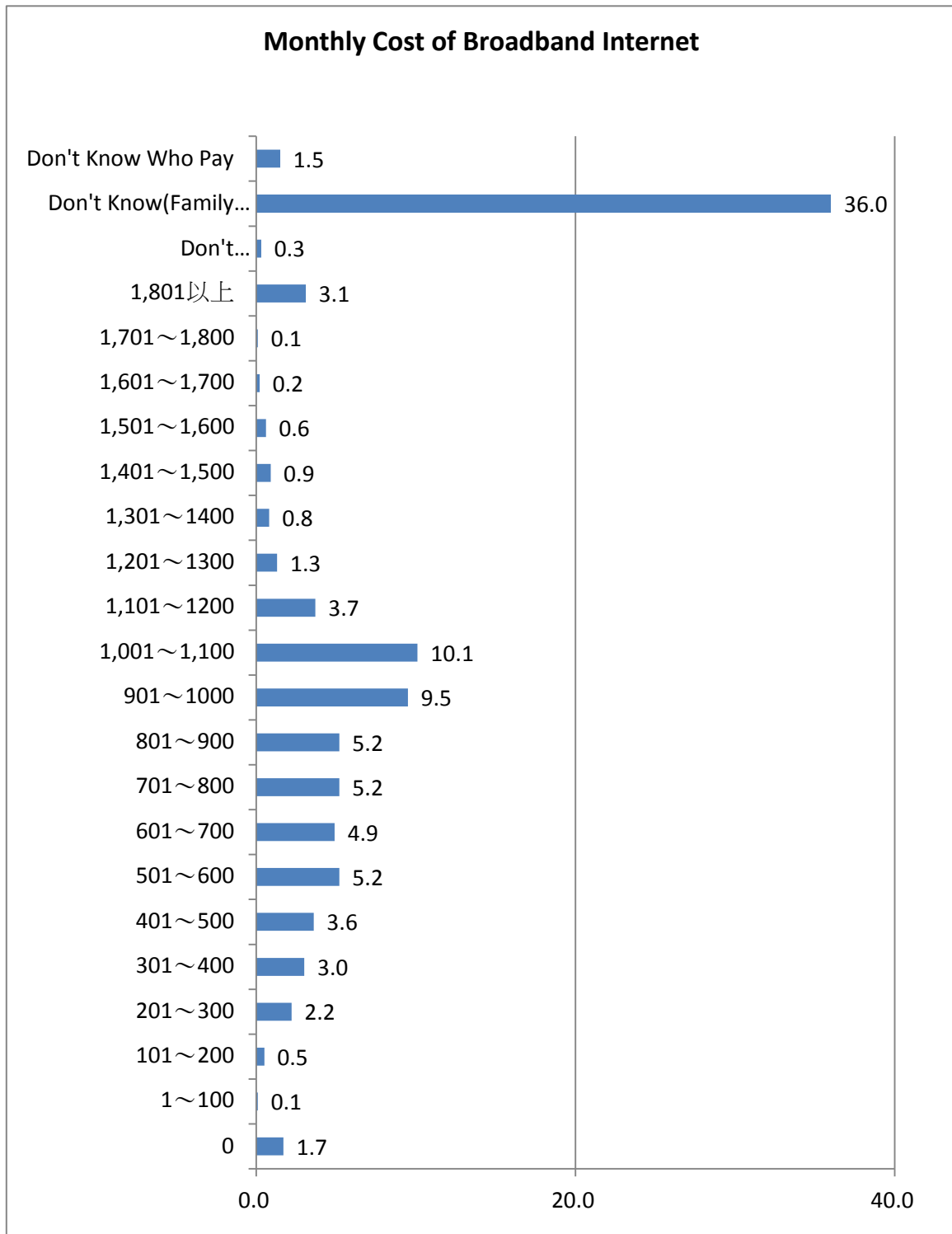


Figure 33 Monthly Cost of Broadband Internet