Wireless Internet Usage in Taiwan

Summary Report of
October 2015 Survey

Taiwan Network Information Center

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1. Survey Methodology

Survey Period	Telephone interview survey: From Oct. 6, 2015 to Oct.15, 2015
Number of Samples	1,068valid samples (telephone interview survey)
Target	Residents in Taiwan aged 12 and above
Population	21,006,360 residents in 22 cities/counties in Taiwan *Demographic information based on 2015 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.

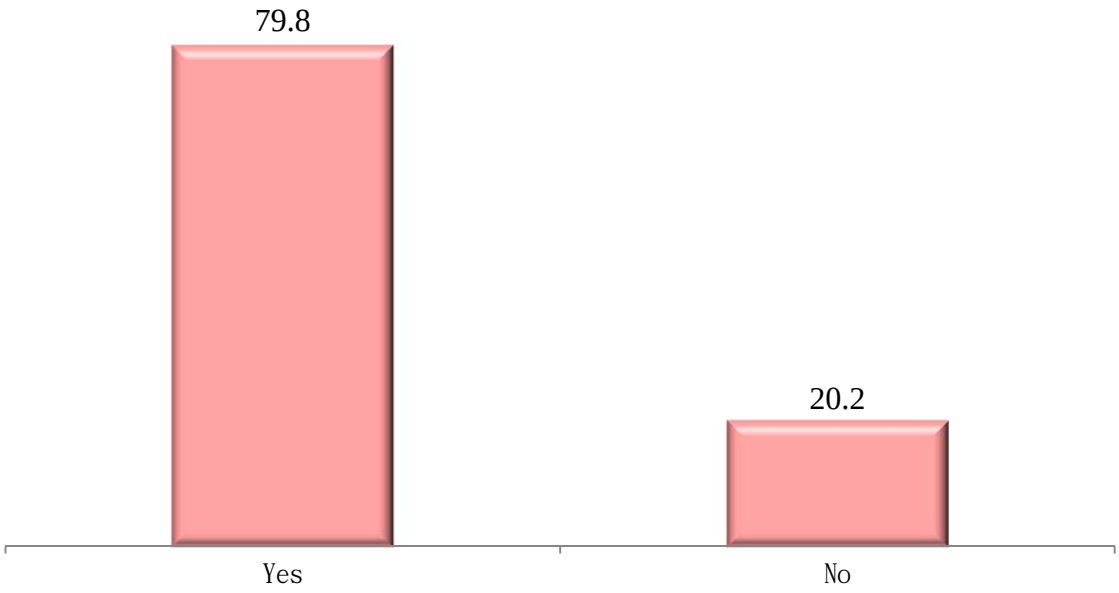
2. Mobile Internet Usage Overview-Telephone Interview

(1) Mobile Internet usage

(a) Percentages of internet users who have used mobile Internet in the last six months

79.8% of the 857 Internet user have used mobile Internet in the last six months.

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

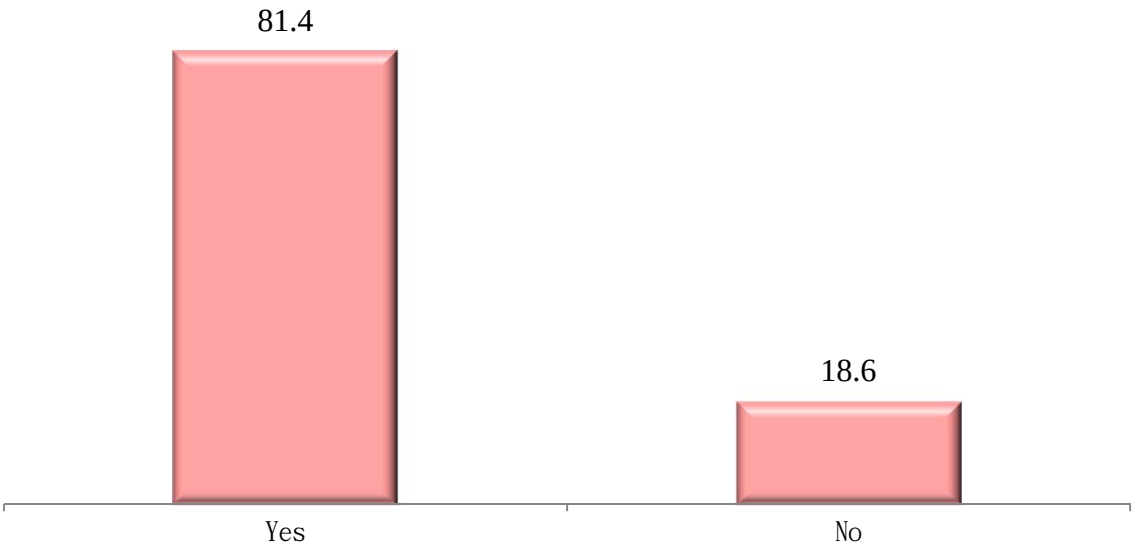


【Unit: %】

(b) Percentages of internet users who have ever used Mobile Internet

81.4 percent of 857 Internet users have ever used mobile Internet .

Percentage of internet users who have ever used mobile Internet



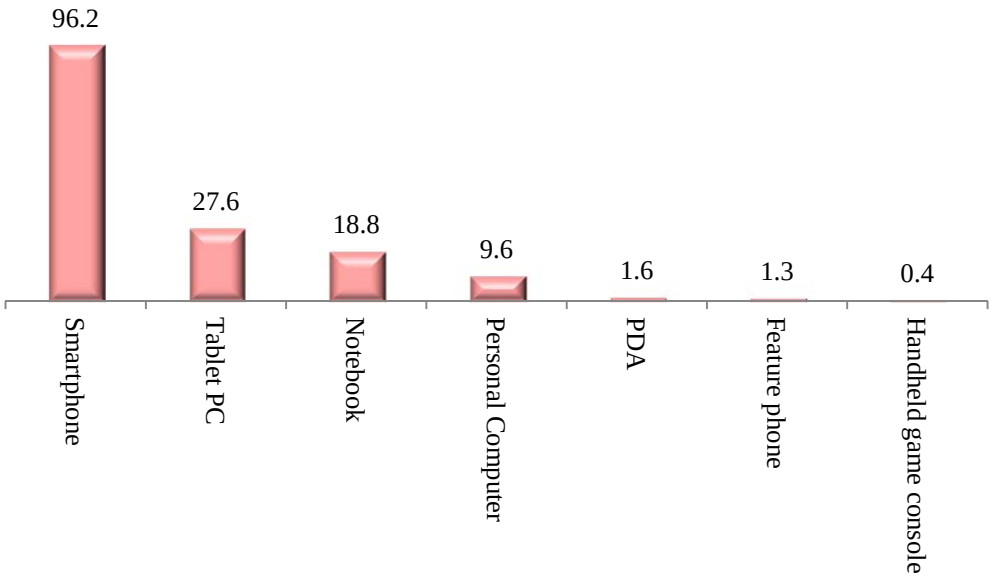
【Unit: %】

(2) Mobile Internet Accessing

(a) Devices owned for mobile Internet access

Smartphone is the main device owned owned by 725 mobile internet users for mobile Internet access , followed by "Tablet PC.".

Devices owned for mobile Internet access

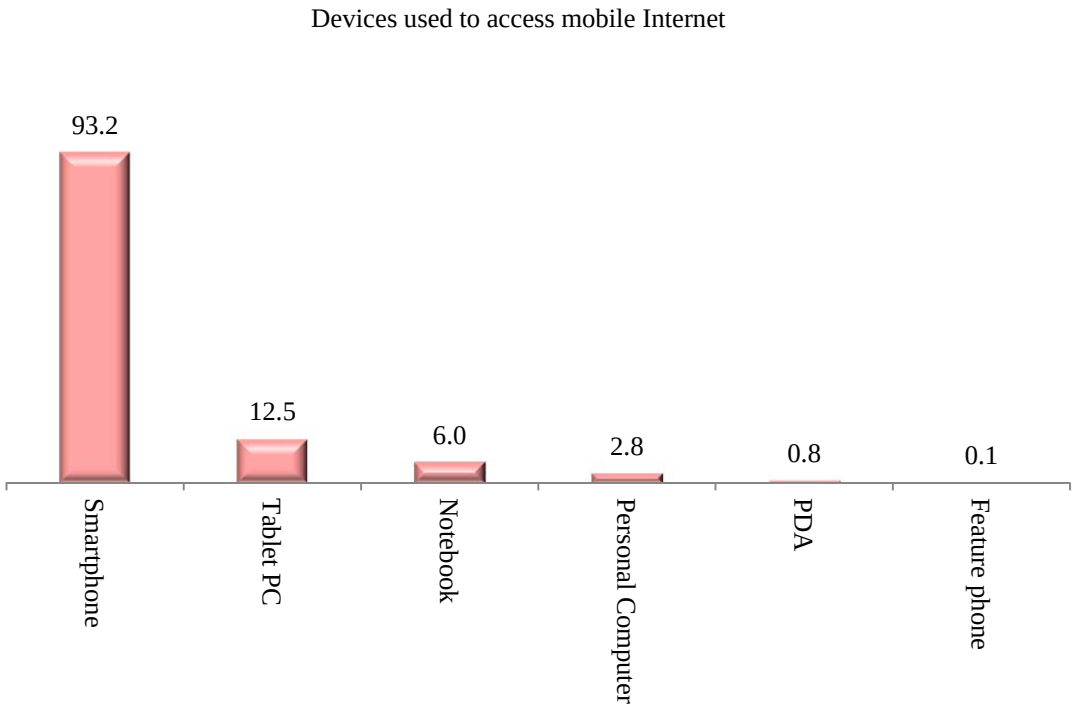


【Unit: %】

【Note：More than one answer is allowed; total percentage may be greater than 100%】

(b) Devices used to access mobile Internet

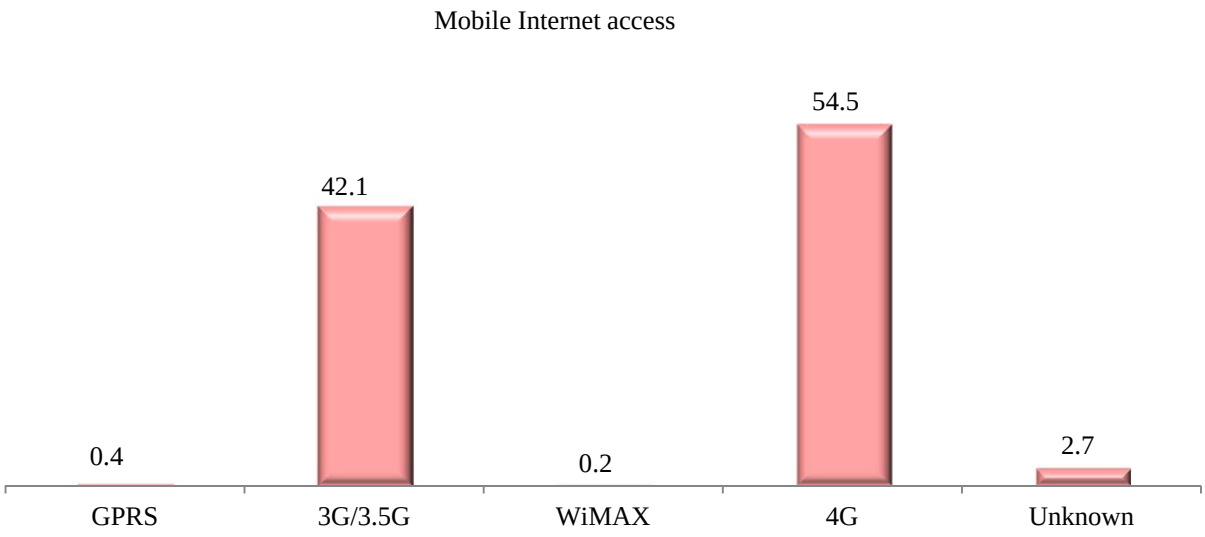
Smartphone is the main device used by 725 mobile internet users for mobile Internet access, followed by "Tablet PC.".



【Unit: %】

(c) Mobile Internet access

4G has become the main method used by 725 mobile internet users to access mobile Internet.

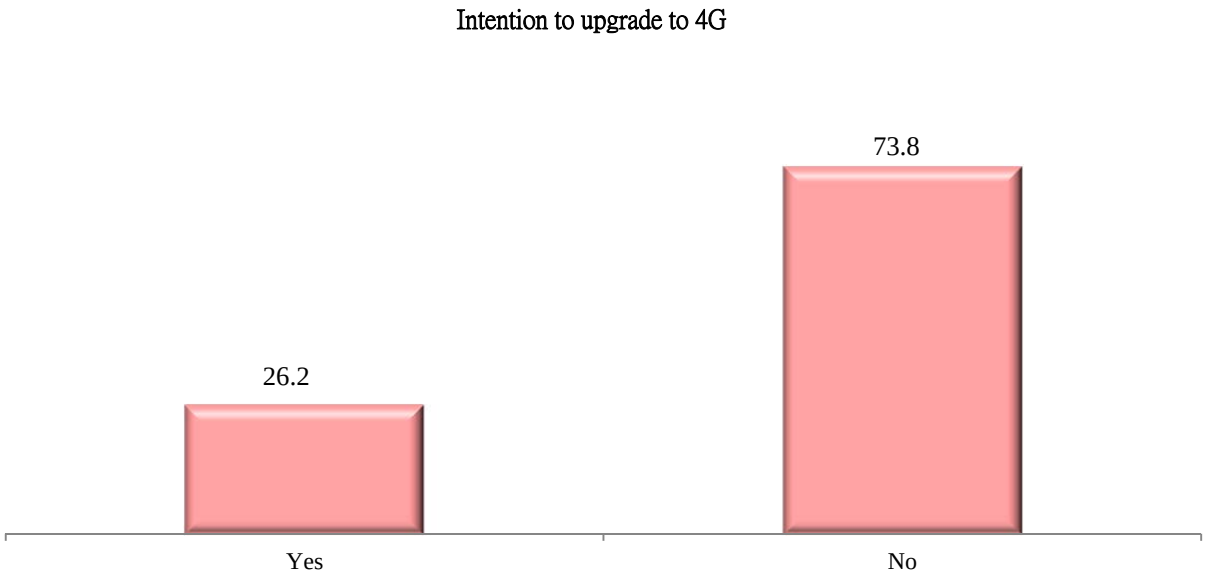


【Unit: %】

(3) 4G Upgrade

(a) Intention to upgrade to 4G

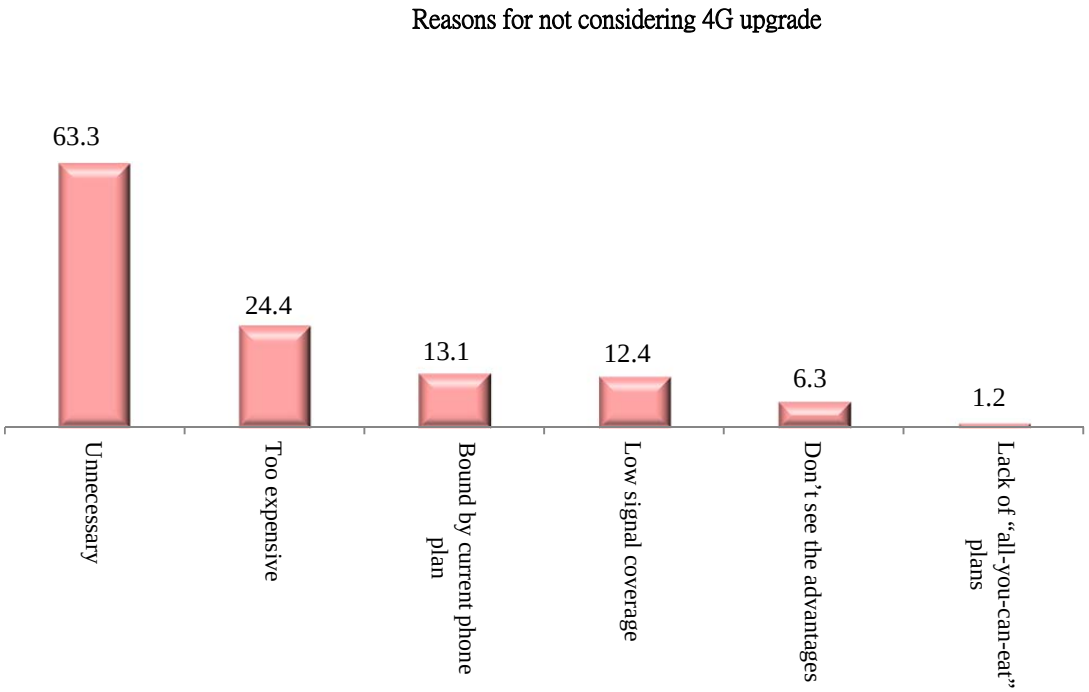
Among the 330 mobile Internet users not using 4G, 73.8% do not consider 4G upgrade.



【Unit: %】

(b) Reasons for not considering 4G upgrade

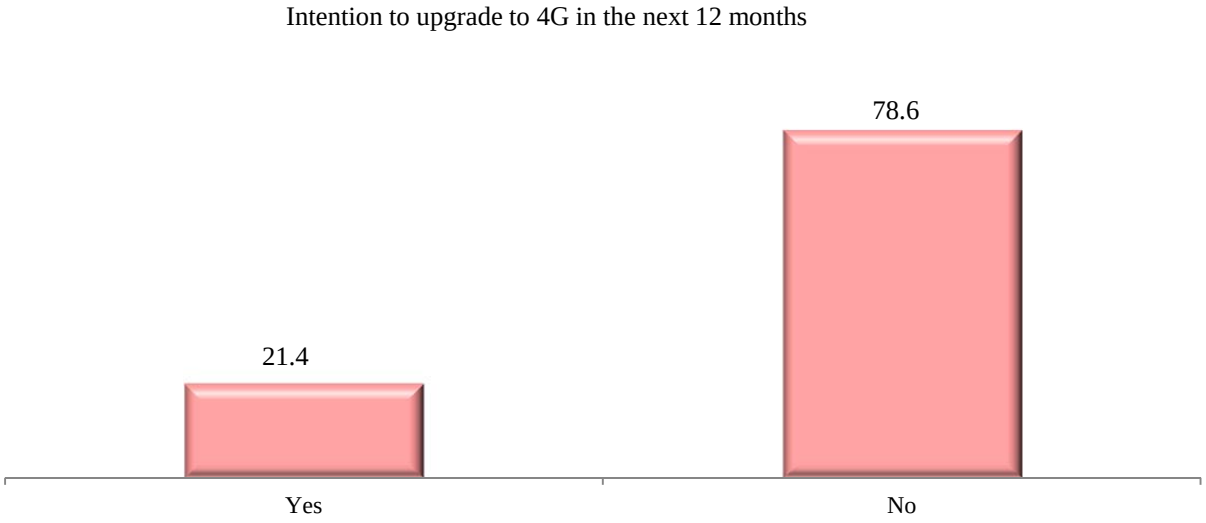
“Unnecessary” is the main reason of those 244 mobile internet users not considering 4G upgrade, followed by “low signal coverage” and “too expensive.”



【Unit: %】

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

Among 244 mobile internet users who currently do not consider upgrading to 4G, 21.4% will consider the upgrade in the next 12 months.

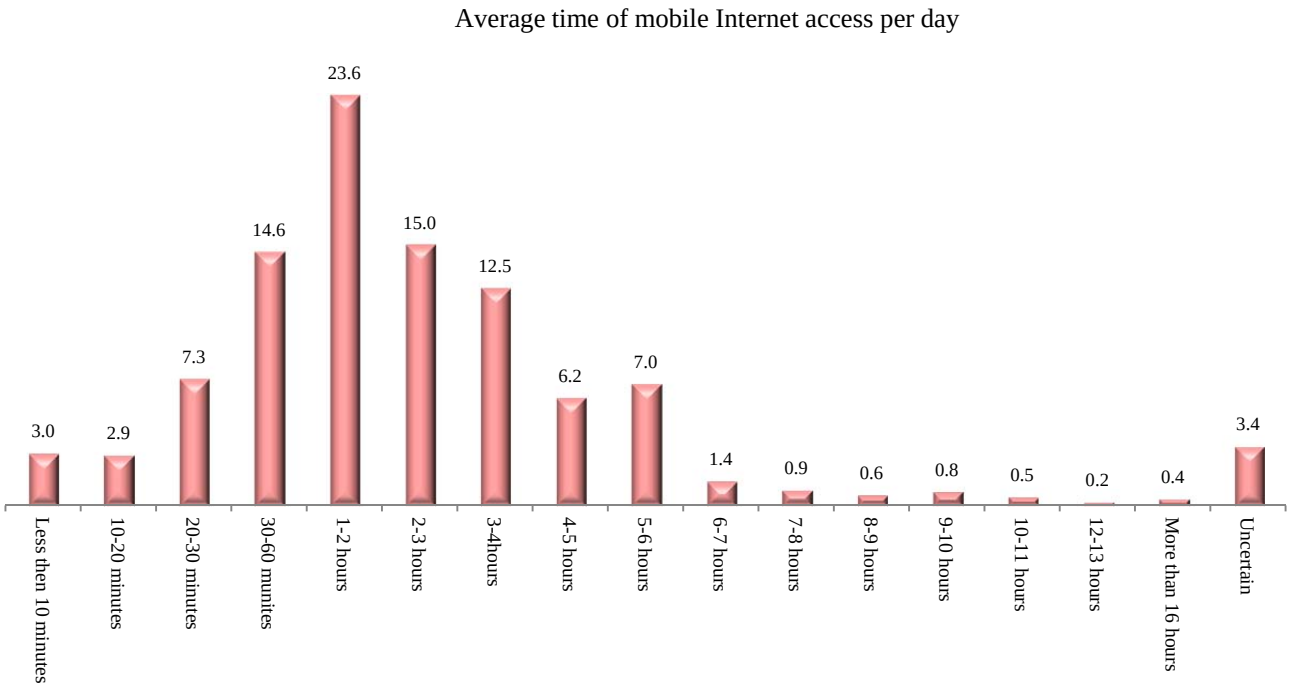


【Unit: %】

(4) Mobile Internet usage

(a) Average time of mobile Internet access

The average time interval of 725 mobile internet users accessing mobile Internet is between 1 and 2 hours, followed by between 2 and 3 hours and between 30 minutes to 1 hour .

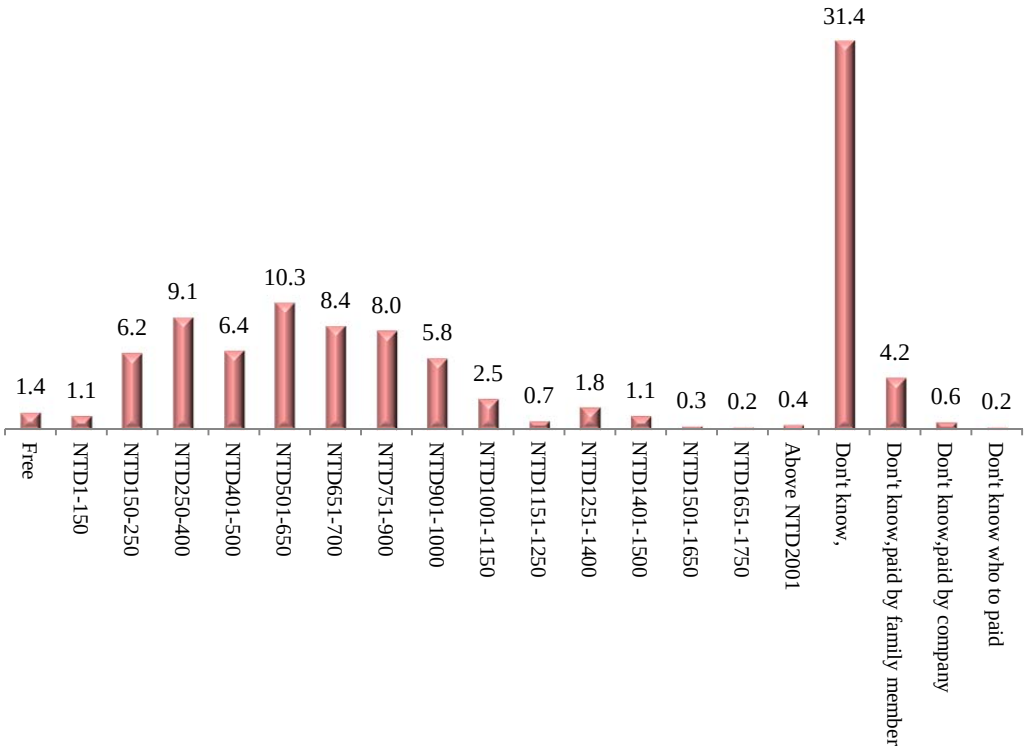


【Unit: %】

(b) Monthly expense for mobile Internet access

The average monthly mobile expense of 725 mobile internet users accessing mobile Internet is between NTD 501 and NTD 650 inclusive , followed by NTD 251 and NTD 400 inclusive and between NTD 651 and NTD 700 inclusive.

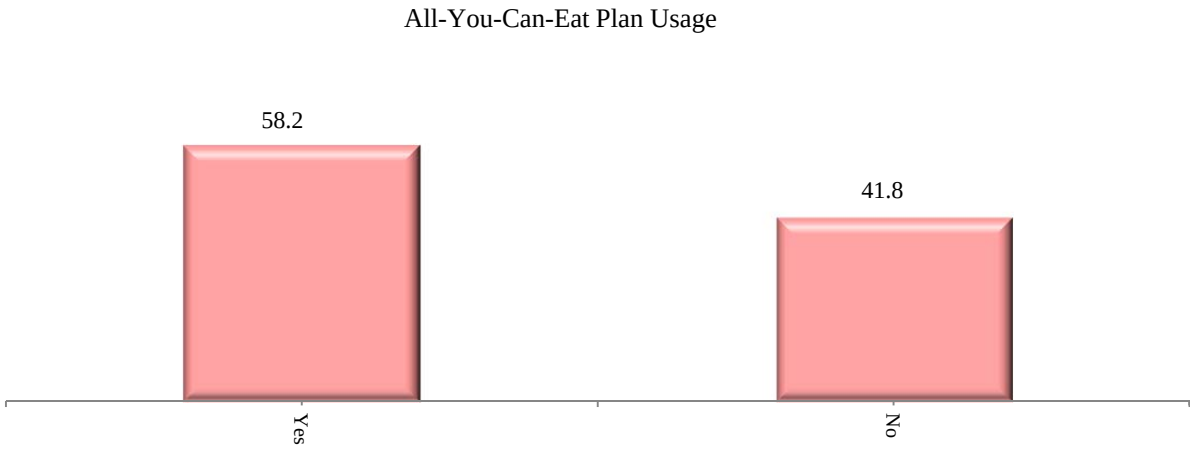
Monthly fee for mobile Internet access



【Unit: %】

(c) All-You-Can-Eat Plan Usage

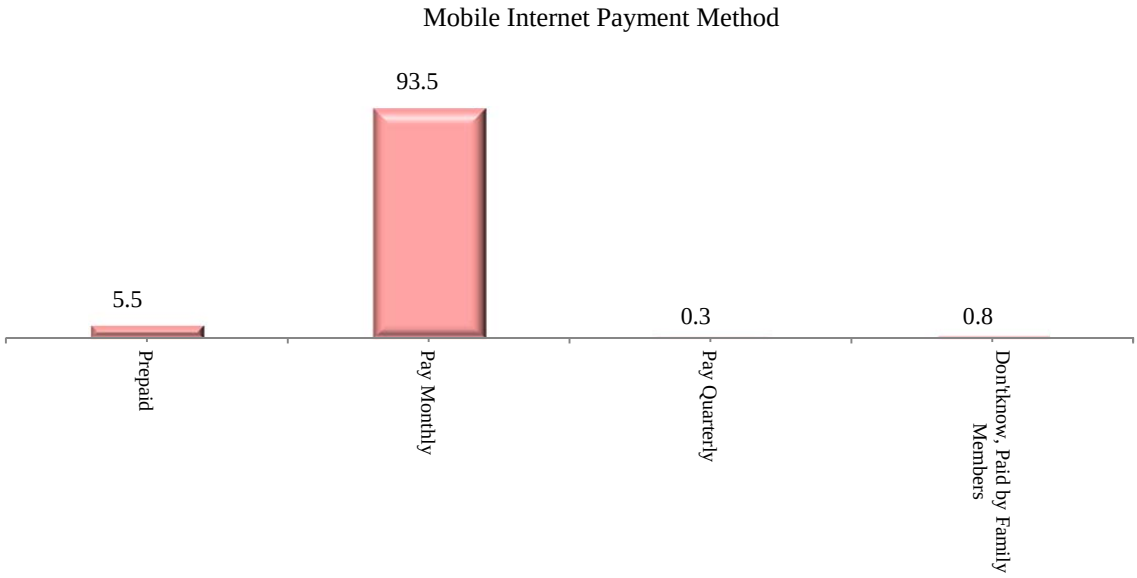
58.2% of 725 mobile Internet users subscribe to “all-you-can-eat” service plan.



【Unit: %】

(d) Mobile Internet Payment Method

“Pay Monthly” is the main payment method used by 725 mobile internet users, followed by “Prepaid” method.

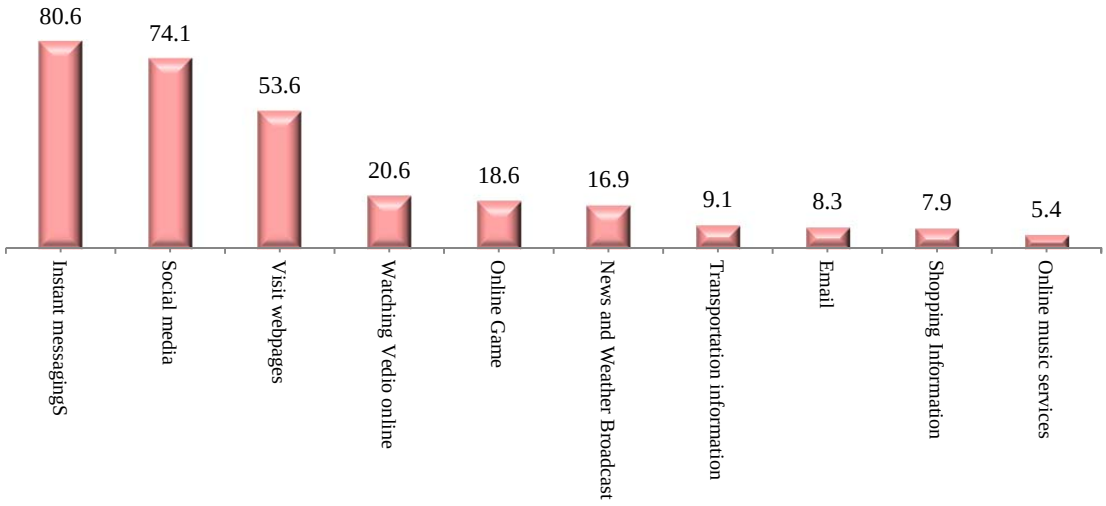


【Unit: %】

(e) Mobile Internet activities

“Instant Messaging,” “Social Media” and “Visit Webpages” are the three major activities preferred by 725 mobile Internet users.

Mobile Internet activities

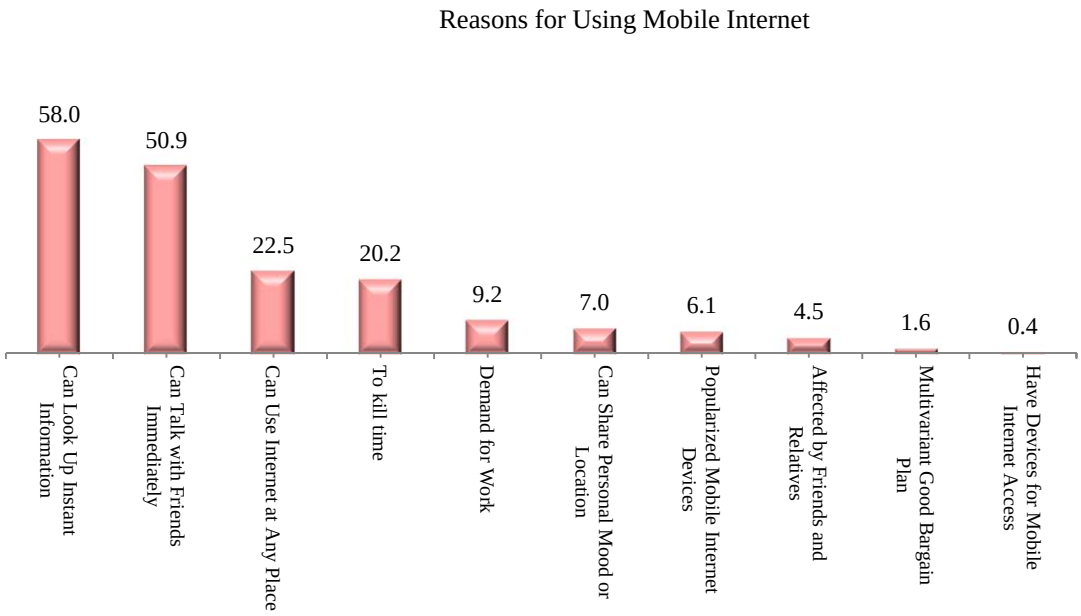


【Unit: %】

【Note：multiple choices are allowed; total percentage may be greater than 100%；Only the top 10 answers are listed here】

(f) Reasons for using mobile Internet

“Look Up Information”, “Talk with Friends” and “Ubiquitous Access” are the three major reasons why 725 mobile internet users use mobile Internet.



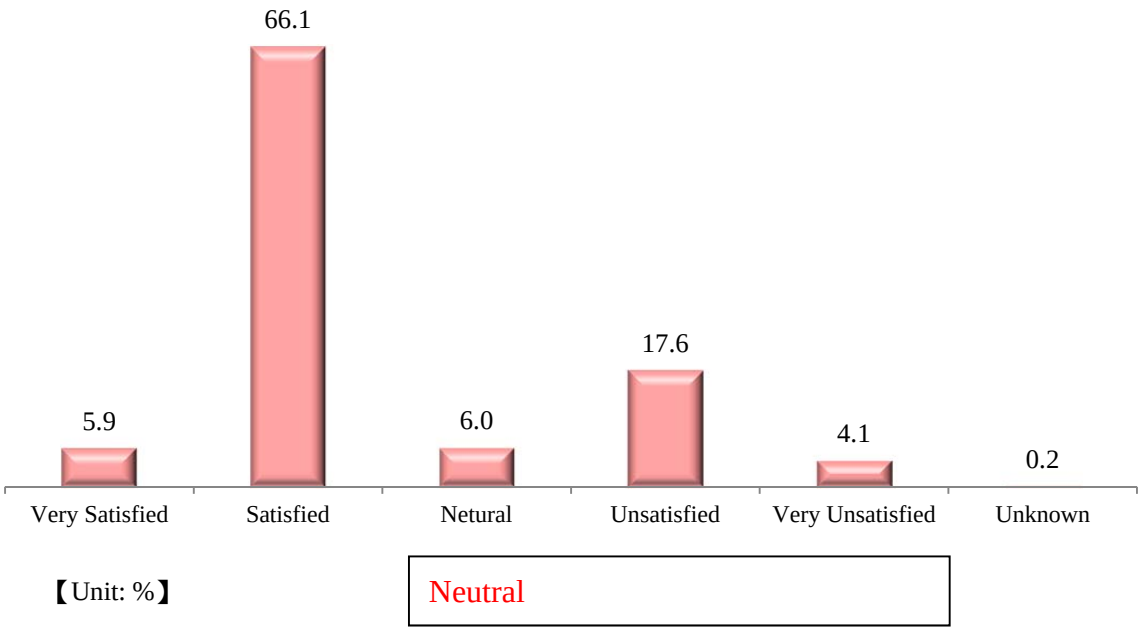
【Unit: %】

【Note：Multiple choices are allowed; total percentage may be greater than 100%；Only the top 10 answers are listed here】

(g) User satisfaction with mobile Internet quality

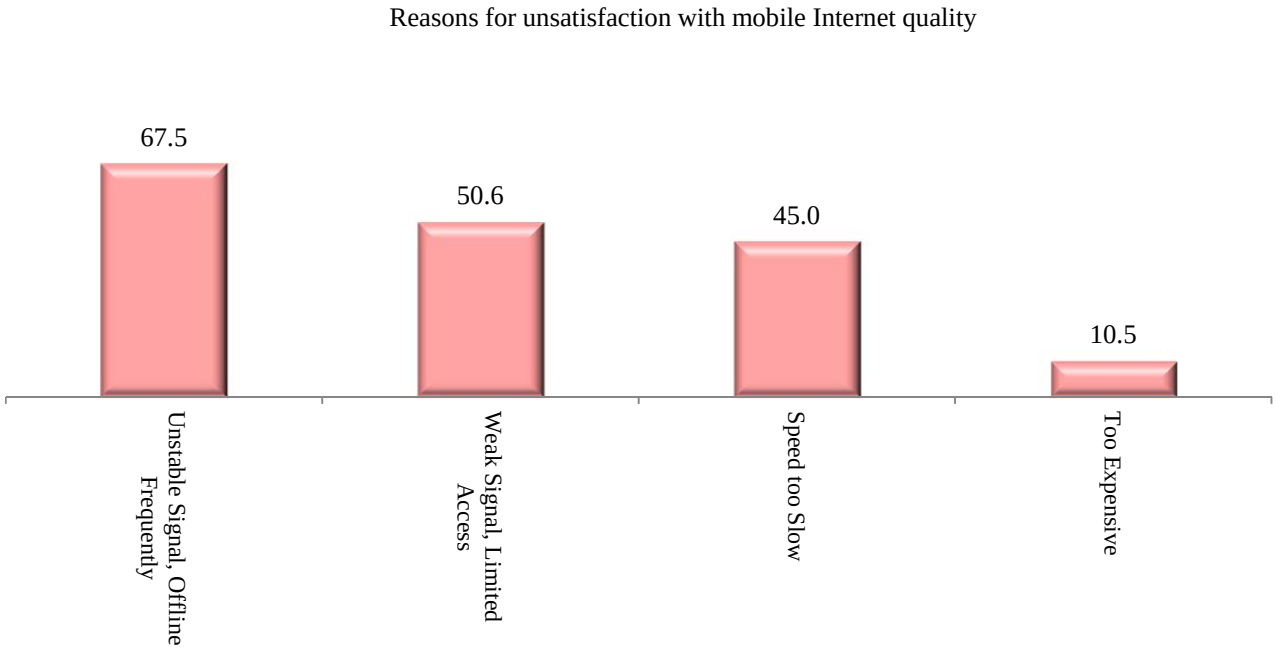
78.0% of 725 mobile Internet users are satisfied with the quality of mobile Internet quality.

User satisfaction with mobile Internet quality



(h) Reasons for unsatisfaction with mobile Internet quality

The main reason for those 157 mobile internet users who are unsatisfied with mobile Internet quality is "Unstable Signal, disconnected frequently", followed by "Weak Signal, Limited Access ".

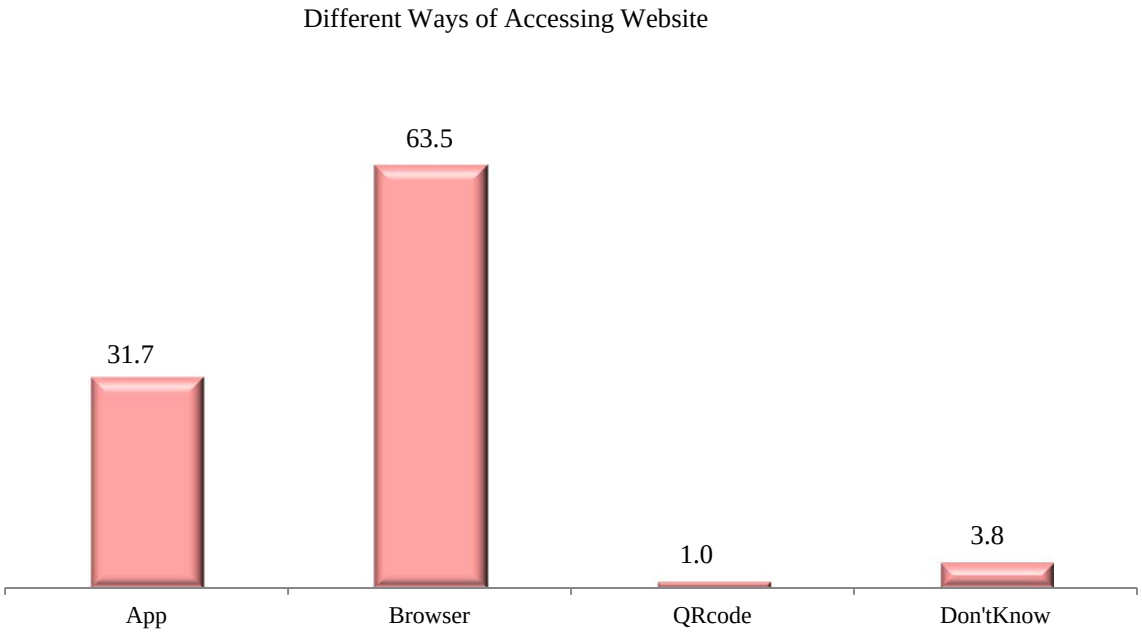


【Unit: %】

【Note：Multiple choices, total percentage may be greater than 100%】

(i) Website Accessing

“Browser” is the main method used by 725 mobile Internet users to access Wbsites, followed by using “App .

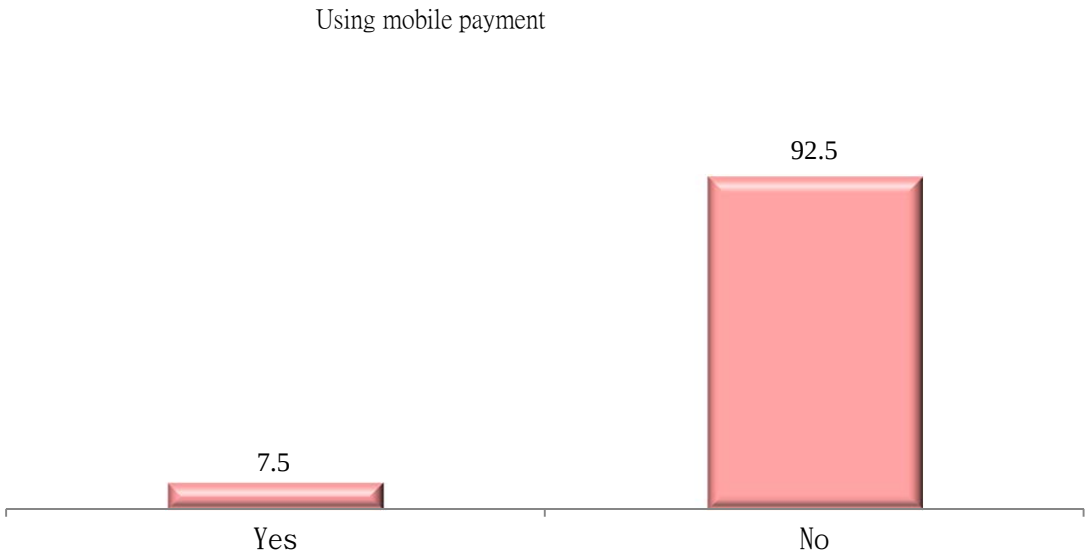


【Unit: %】

(5) Mobile Internet Application Usage

(a) Mobile payment

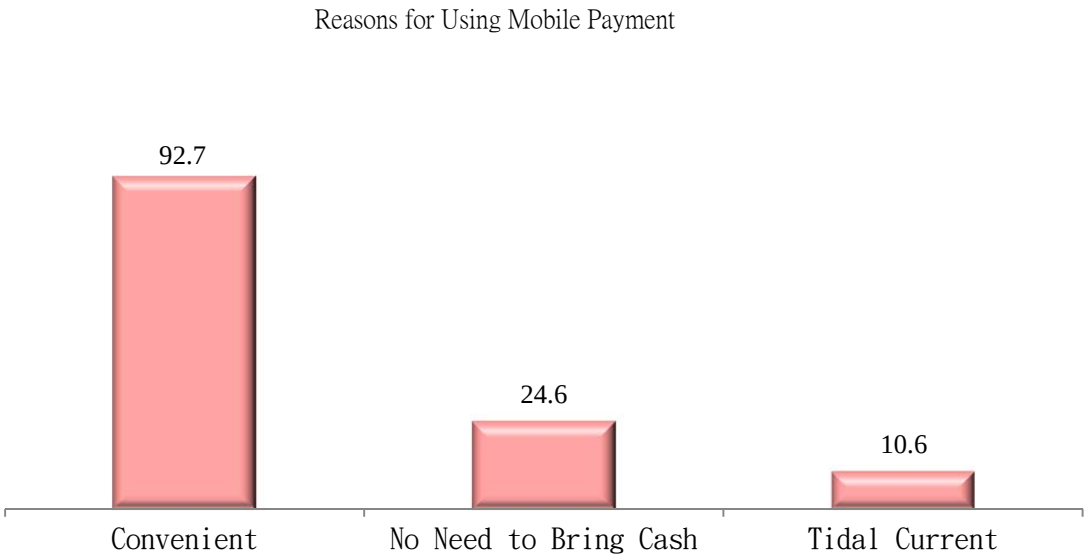
7.5% of the 725 mobile Internet users have used mobile payment, while 92.5% haven't.



【Unit: %】

(b) Reasons for Using Mobile Payment

“Convenience” is the main reason why those 54 mobile payment users use mobile payment, followed by “No Need to Bring Cash”.

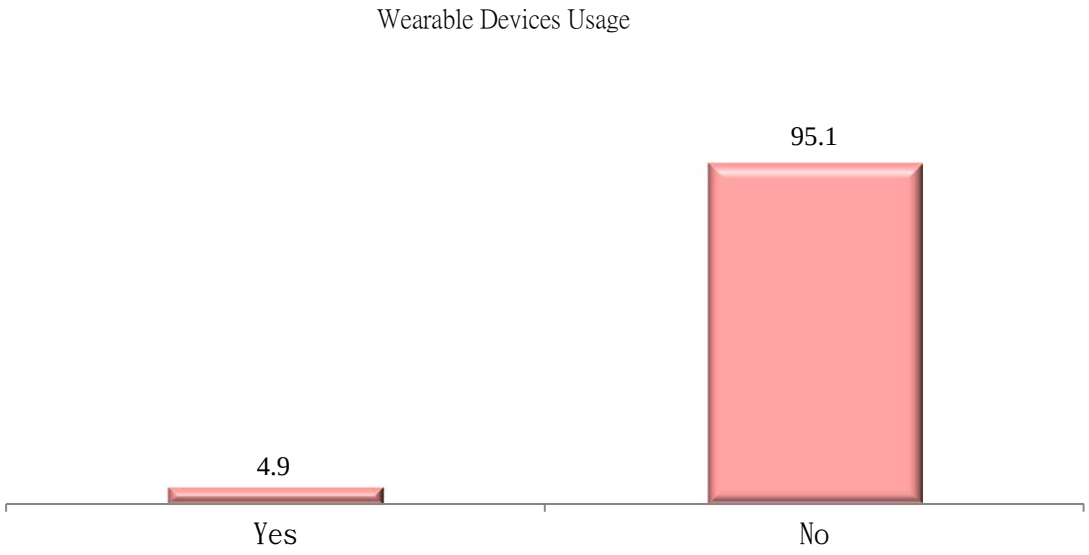


【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%】

(c) Wearable Devices

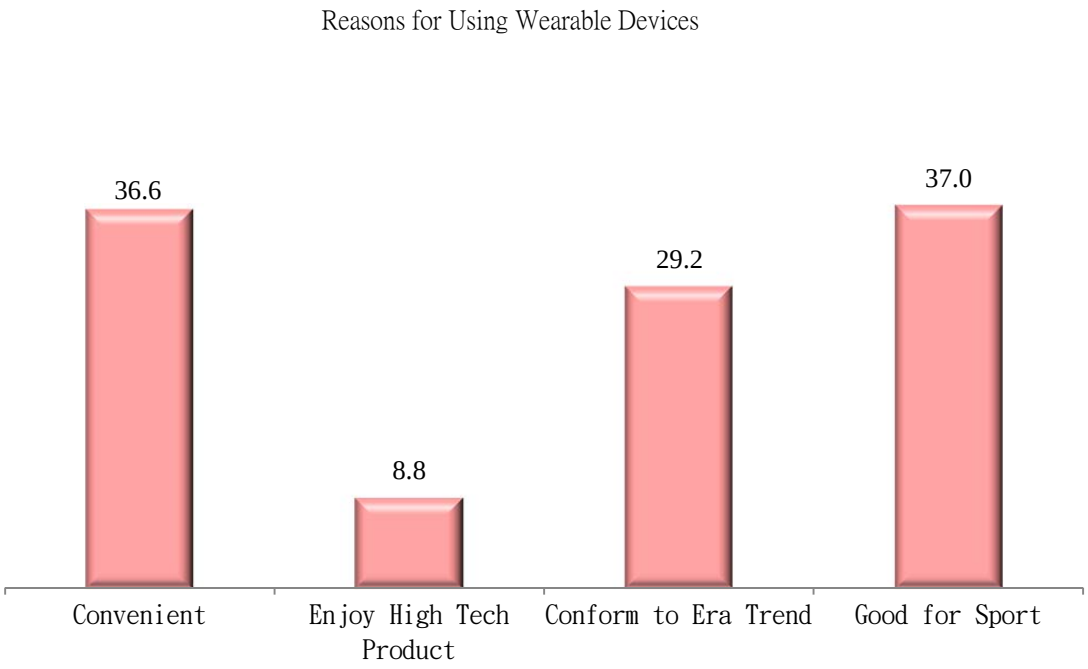
4.9% of the 725 mobile Internet users are using wearable devices , while 95.1% are not .



【Unit: %】

(d) Reasons for Using Wearable Devices

“Suitable for Sport” is the main reason why those 35 Wearable Device users use wearable devices,, followed by “Convenient”.

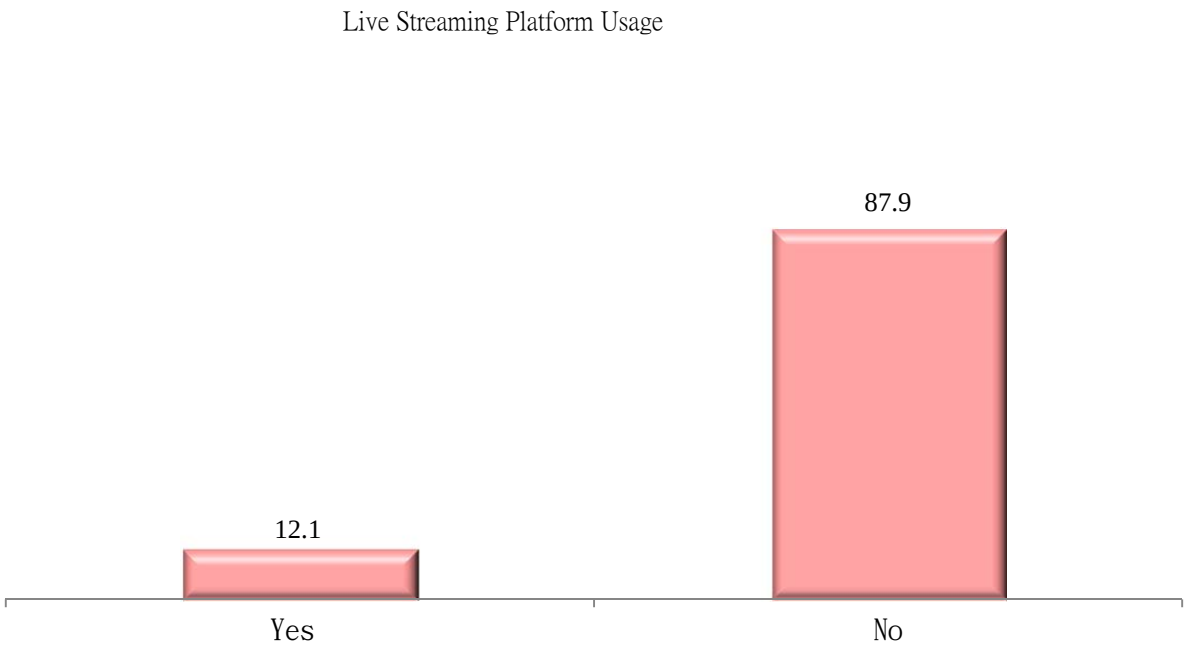


【Unit: %】

【Note：Multiple choices, total percentage may be greater than 100%】

(e) Live Streaming Platform Usage

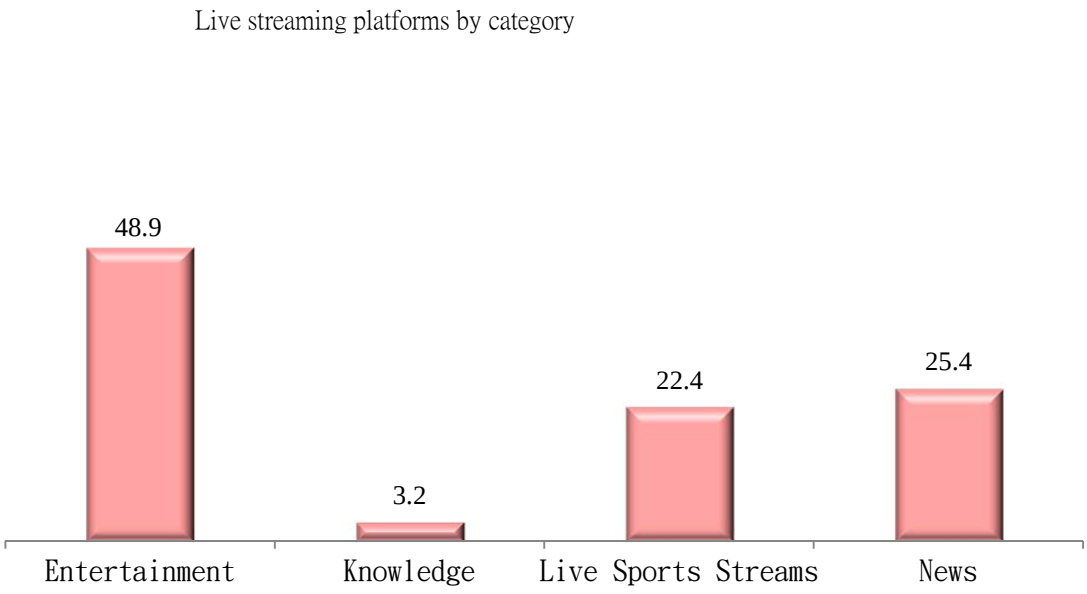
12.1% of those 725 mobile Internet users are using live streaming platforms, while 87.9% are not.



【Unit: %】

(f) Live Streaming Platforms by Category

By category, “Entertainment” is the main live streaming platform category used by those 87 live streaming platform users , followed by “News”.

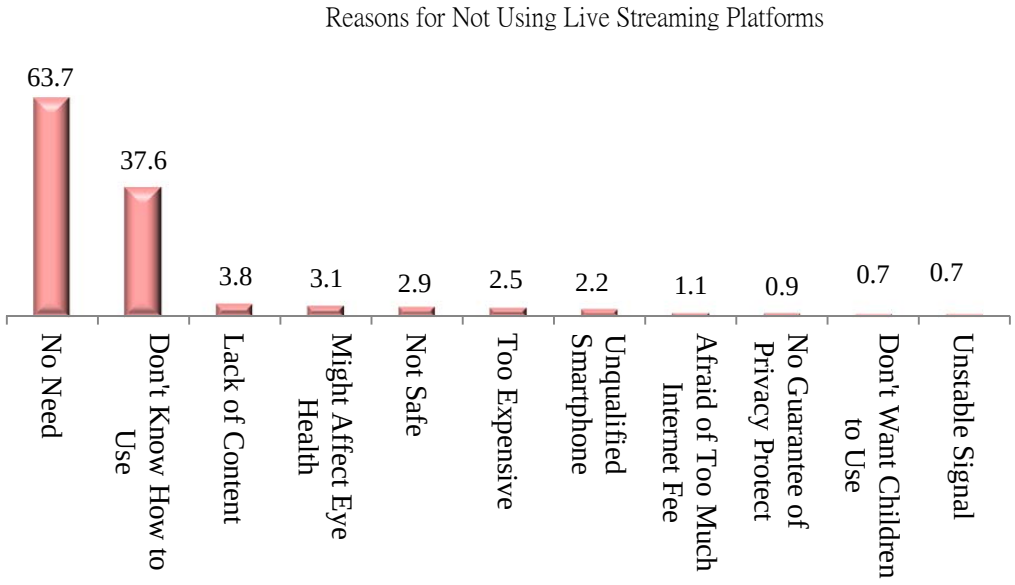


【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%】

(g)Reasons for Not Using Live Streaming Platforms

“No need” is the main reason why those 637 mobile internet users do not use live streaming platform, followed by “Don’t know how to use”



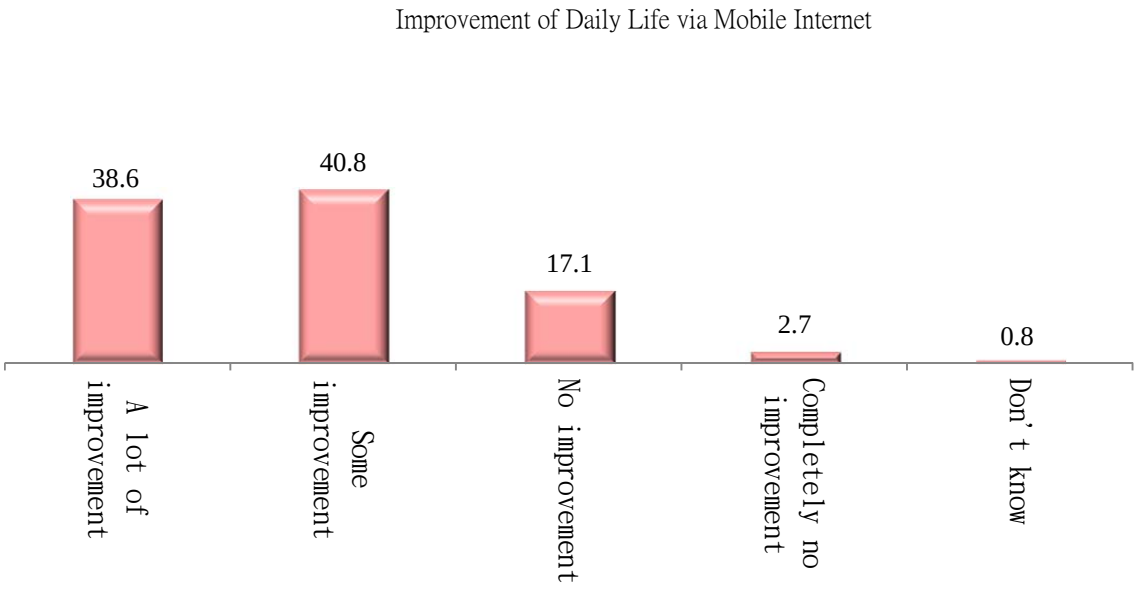
【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%】

(6) Attitude and Perception toward Mobile Internet

(a) Improvement of Daily Life via Mobile Internet

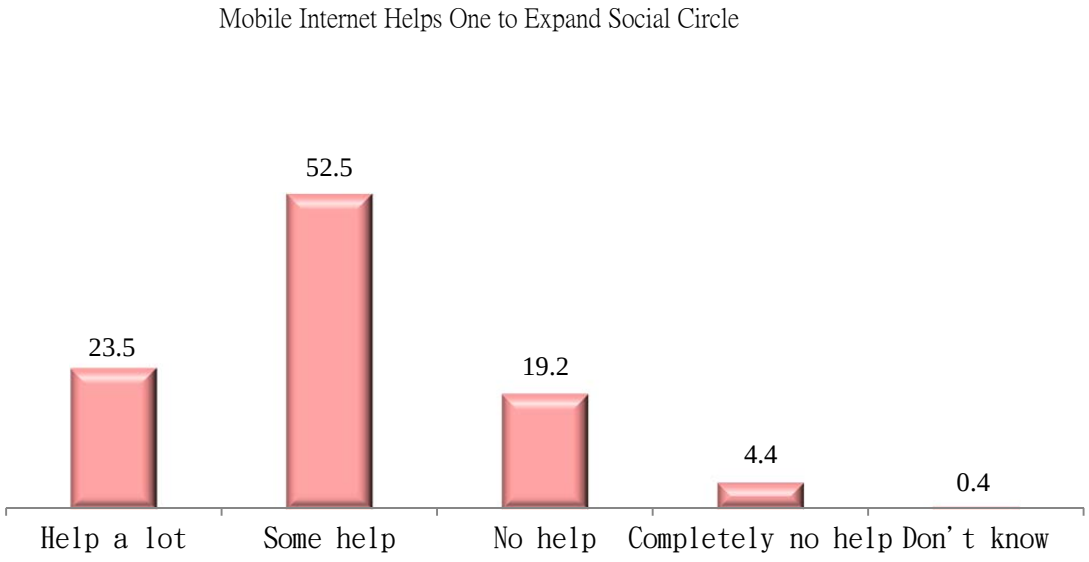
79.4% of the 725 mobile Internet users feel that using mobile Internet improves their daily life，while 19.8% don't.



【Unit: %】

(b) Mobile Internet Helps One to Expand Social Circle

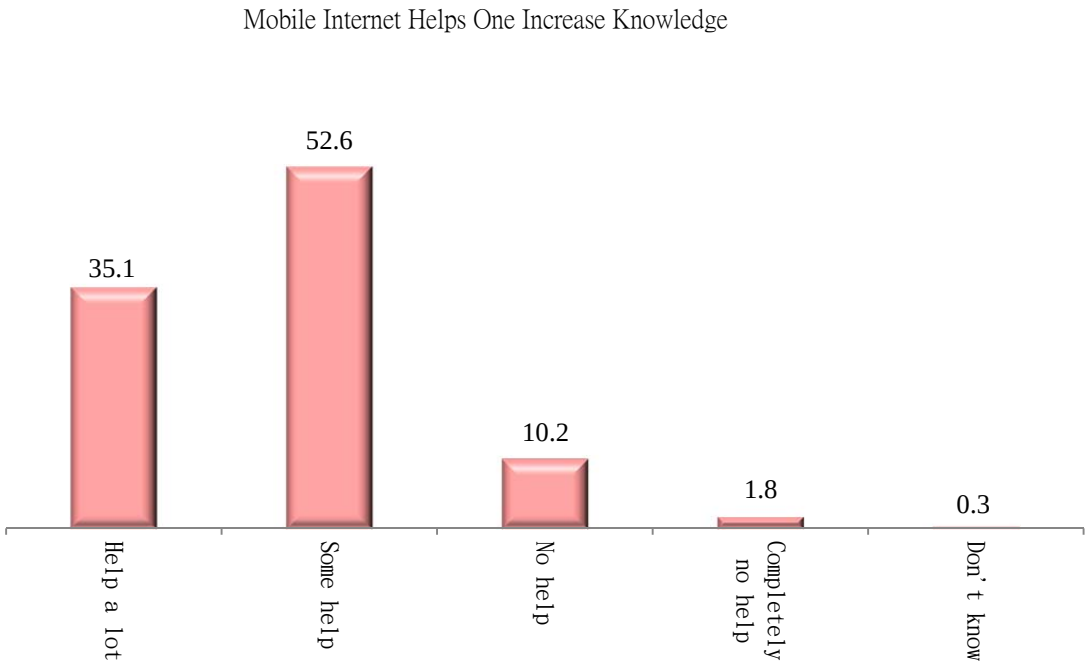
76.0% of the 725 mobile Internet users feel that using mobile Internet helps them to expand social circle, while 23.6% don't.



【Unit: %】

(c) Mobile Internet Helps One Increase Knowledge

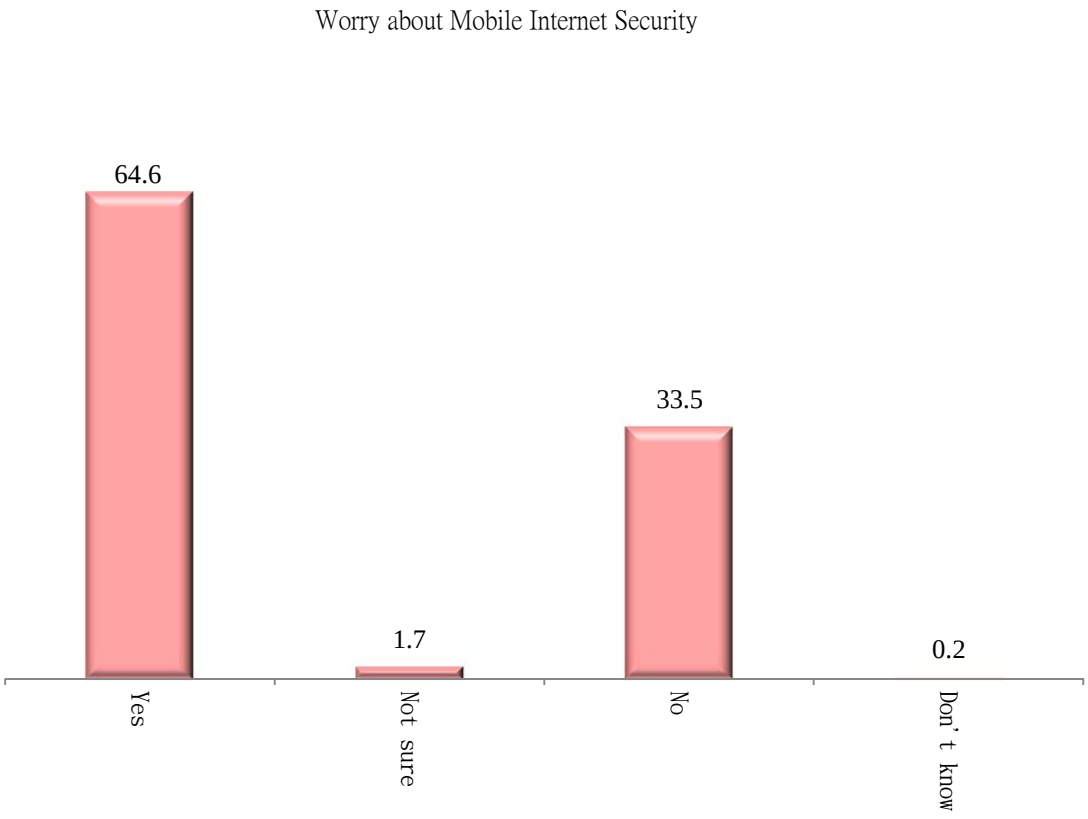
87.7% of the 725 mobile Internet users feel that using mobile Internet helps increase knowledge, while 12.0% don't.



【Unit: %】

(d) Worry about Mobile Internet Security

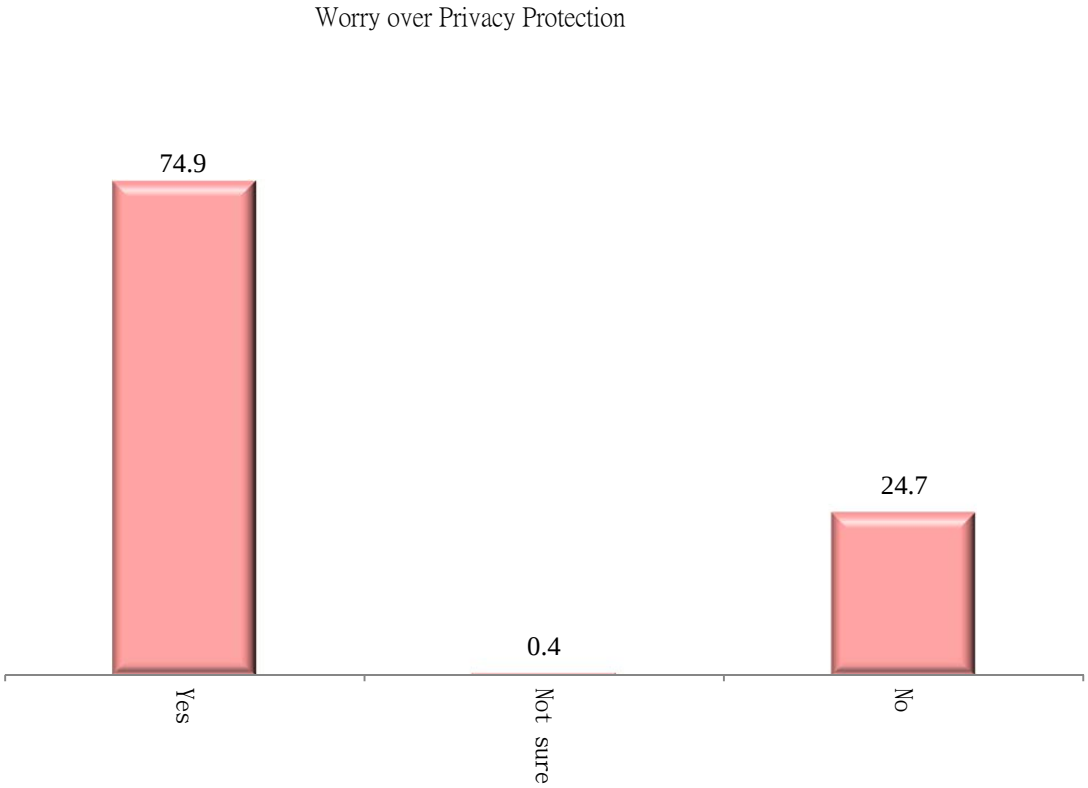
64.6% of the 725 mobile Internet users worry about mobile Internet security when using mobile Internet, while 33.5% don't.



【Unit: %】

(e) Worry over Privacy Protection

74.9% of the 725 mobile Internet users worry about privacy protection when using mobile Internet, while 24.7% don't..

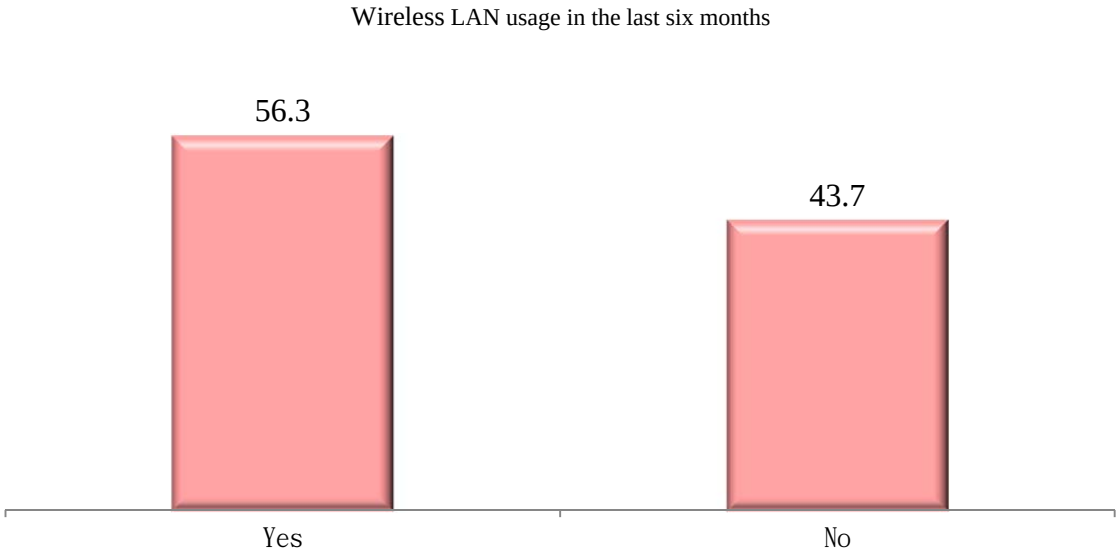


【Unit: %】

3. Wireless LAN Usage

(1) Respondents who have used Wireless LAN in the last six months

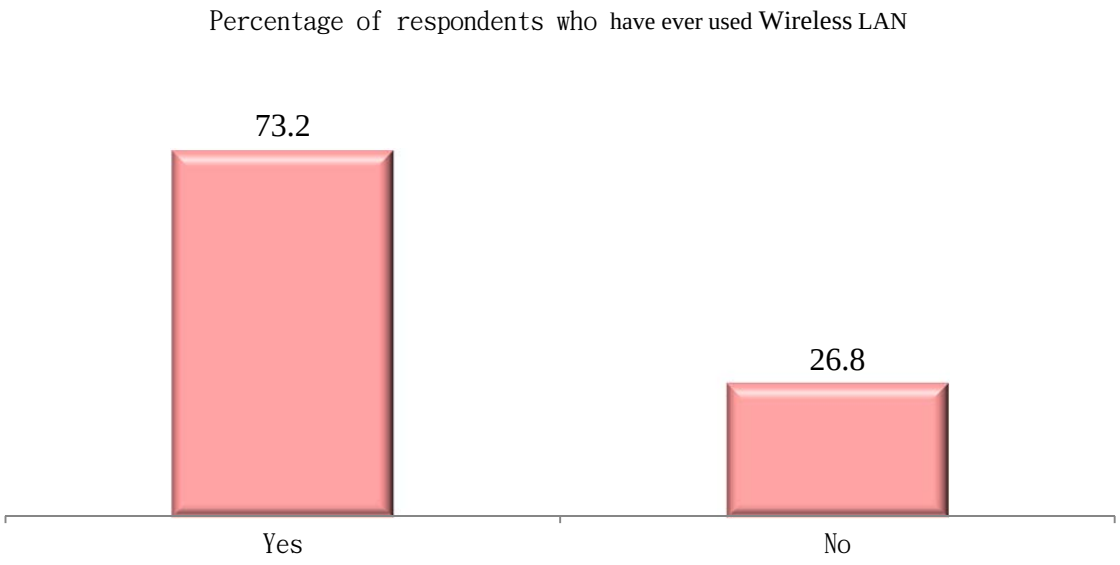
56.3% of the 891 Internet users have used wireless LAN in the last six months, while 43.7% haven't. .



【Unit: %】

(2) Percentage of respondents who have ever used Wireless LAN

73.2 % of the 891 Internet users have ever used Wireless LAN, while 26.8% have never used.

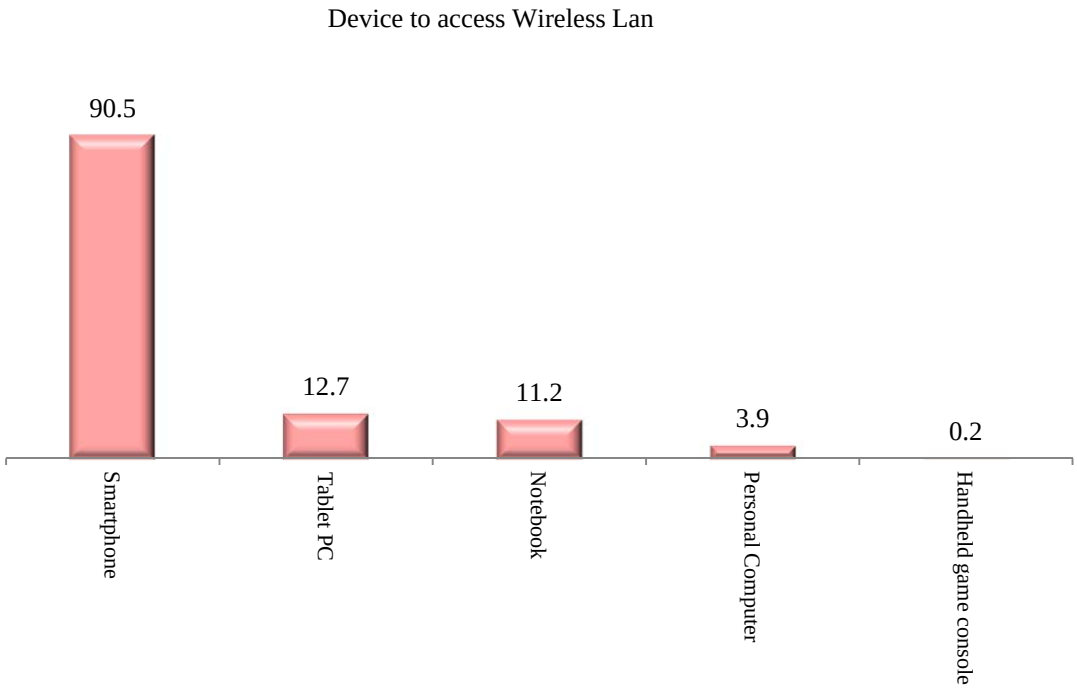


【Unit: %】

(3) Wireless LAN User Behavior

(a) Devices used to access Wireless LAN

“Smart phones” is the major device used by those 652 Wireless LAN users to access Wireless LAN, followed by “Tablet PC” and “Notebook” .

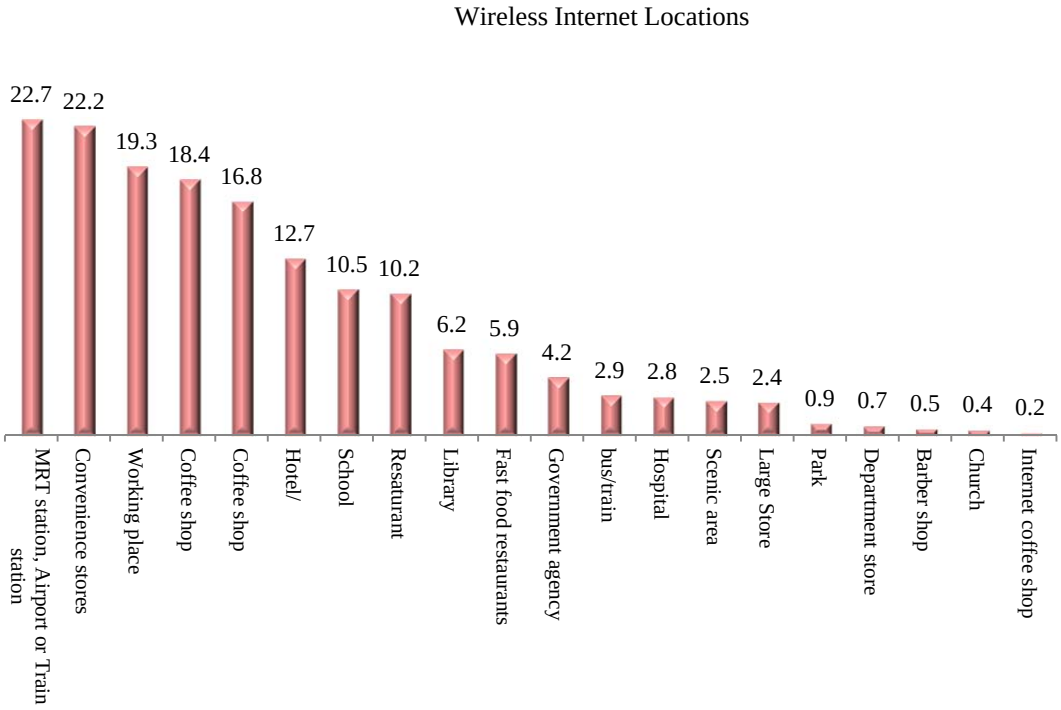


【Unit: %】

【Note：Multiple choices, total percentage may be greater than 100%】

(b) Locations to Access Wireless LAN

“MRT station, Airport or Train station” is the major location where those 652 accessing Wireless LAN users access Wireless LAN, followed by “Convenience stores” and “Work places.”.



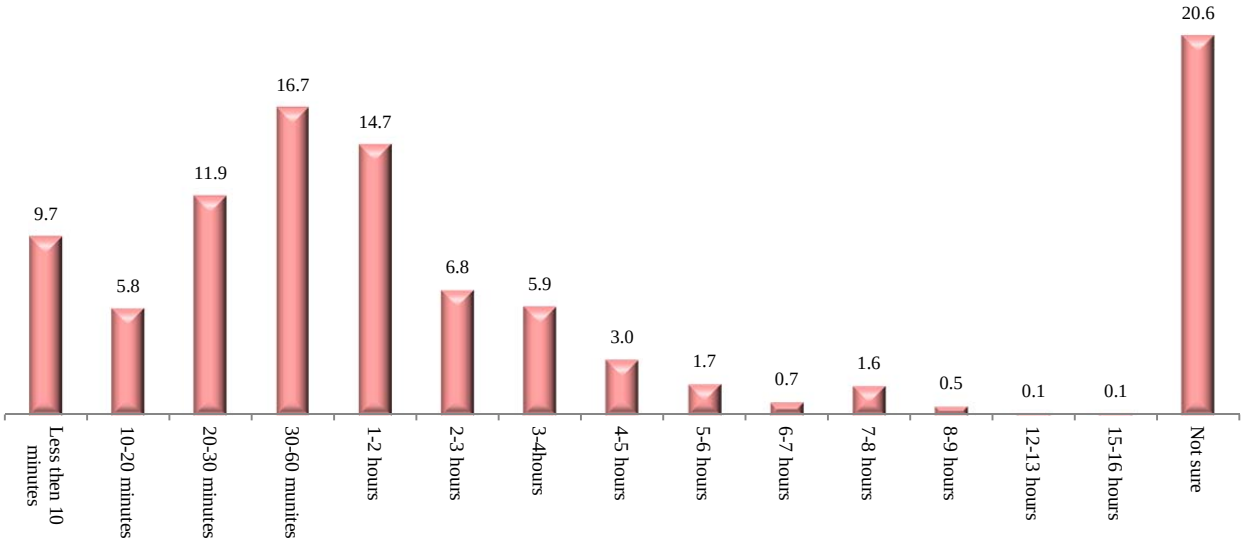
【Unit: %】

【Note：Multiple choices, total percentage may be greater than 100%】

(c) Average Usage of Wireless LAN

The main average time interval of 652 wireless LAN users accessing Internet is half hour or more but less than 1 hour, followed by "1 hour or more but less than 2 hour " and "20 minutes or more but less than 30 minutes".

Average access time interval for Wireless LAN

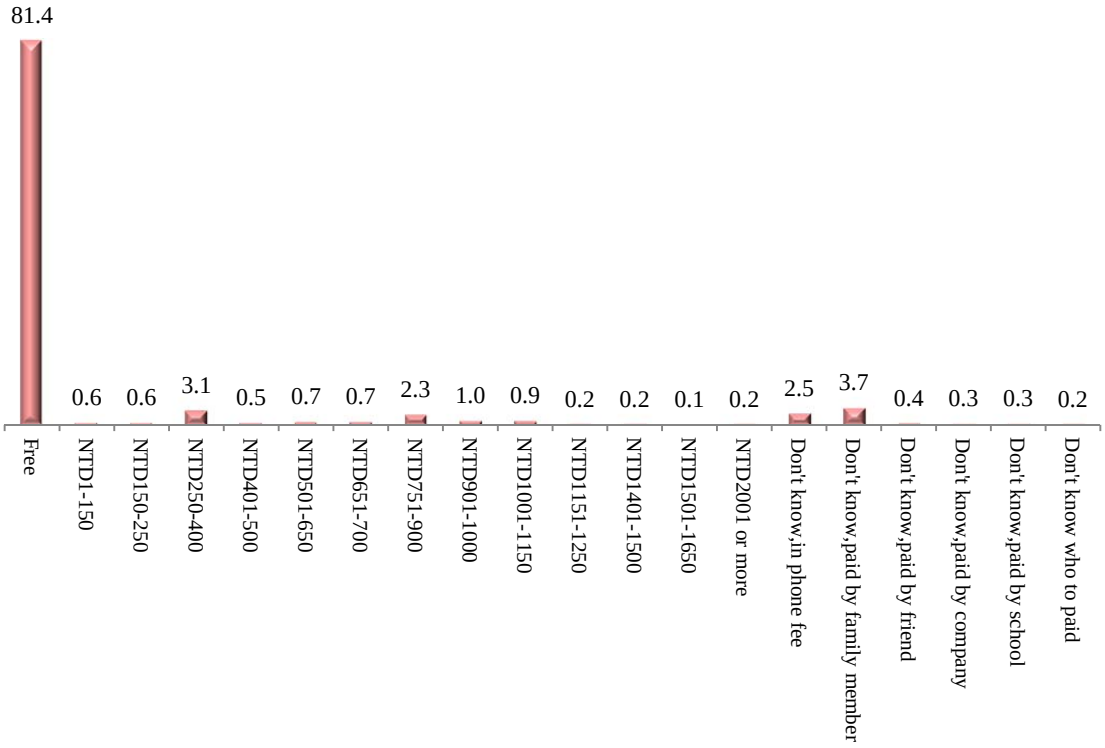


【Unit: %】

(d) Monthly expense on wireless LAN

81.4% of 652 wireless LAN users use “free” Wireless LAN, while 18.6% pay for it..

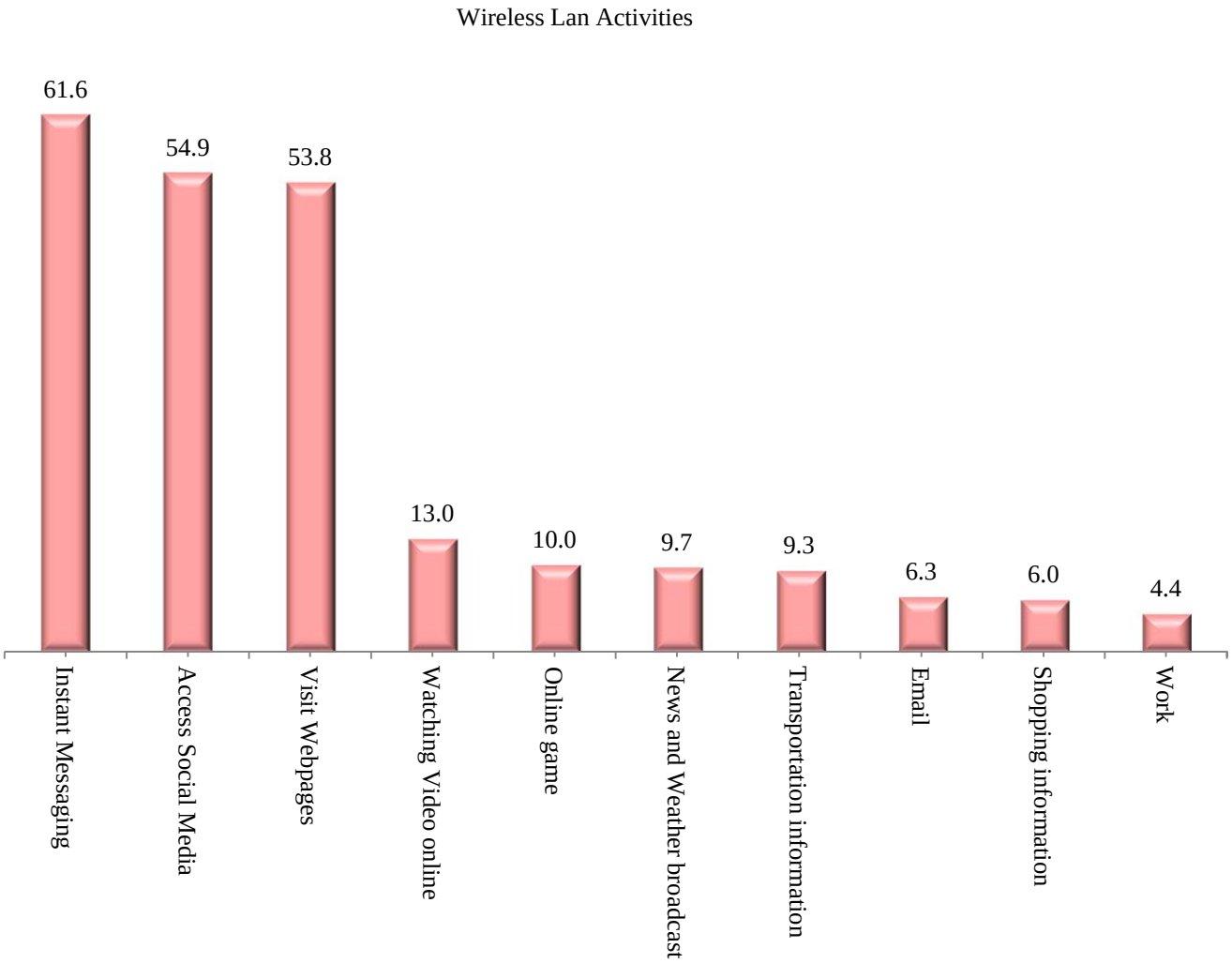
Monthly expenditure on Wireless LAN



【Unit: %】

(e) Wireless LAN Activities

“Visit Webpages”, “Access Social Media” and “Instant Messaging” and are the three major activities preferred by 652 Wireless LAN users.

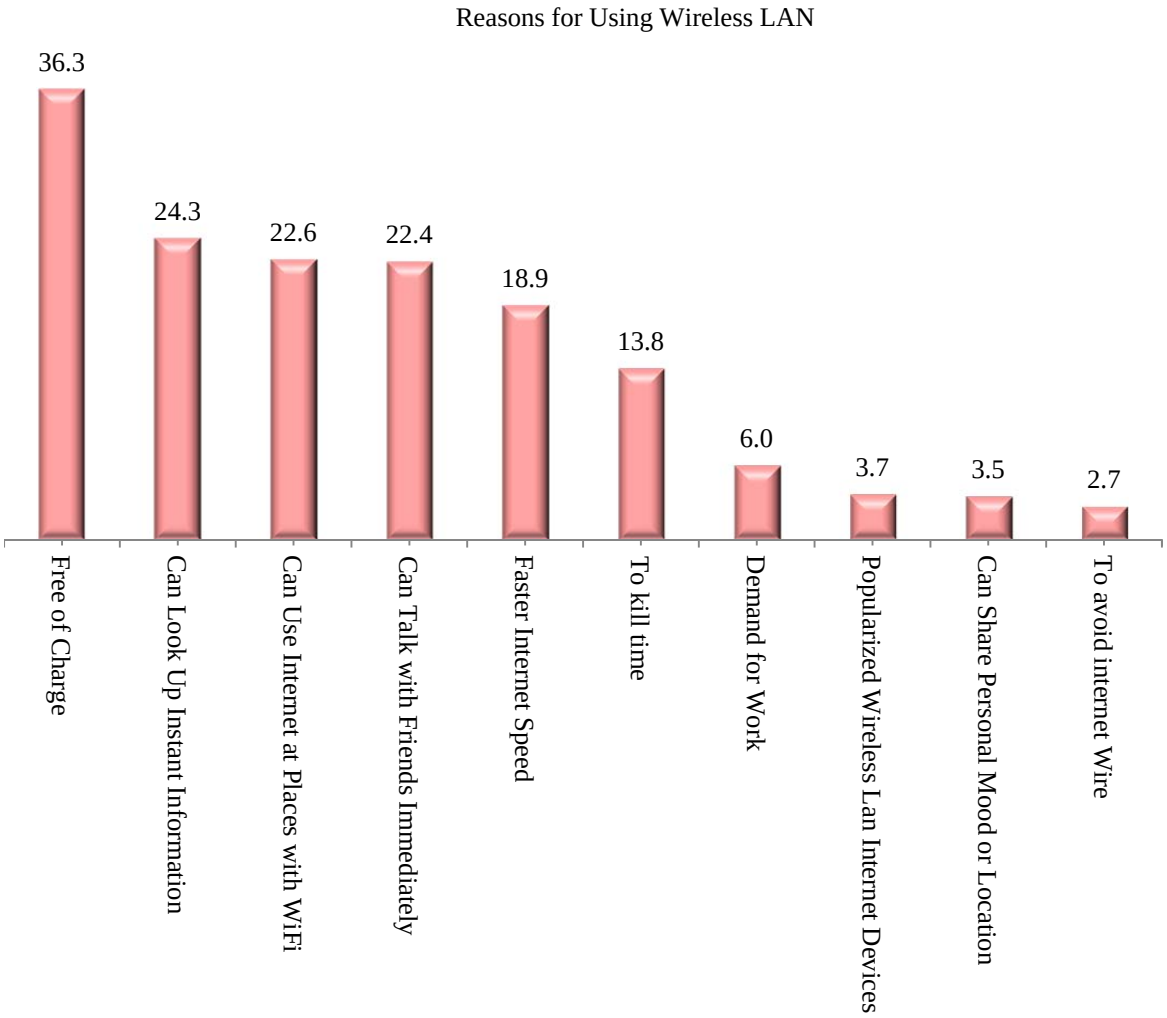


【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%；Only list the top 10items】

(f) Reasons for Using Wireless LAN

“Free of Charge”, “Can Look Up Instant Information” and “Can Use Internet at Places with WiFi” are the three major activities why the 652 Wireless Lan users use Wireless Lan.



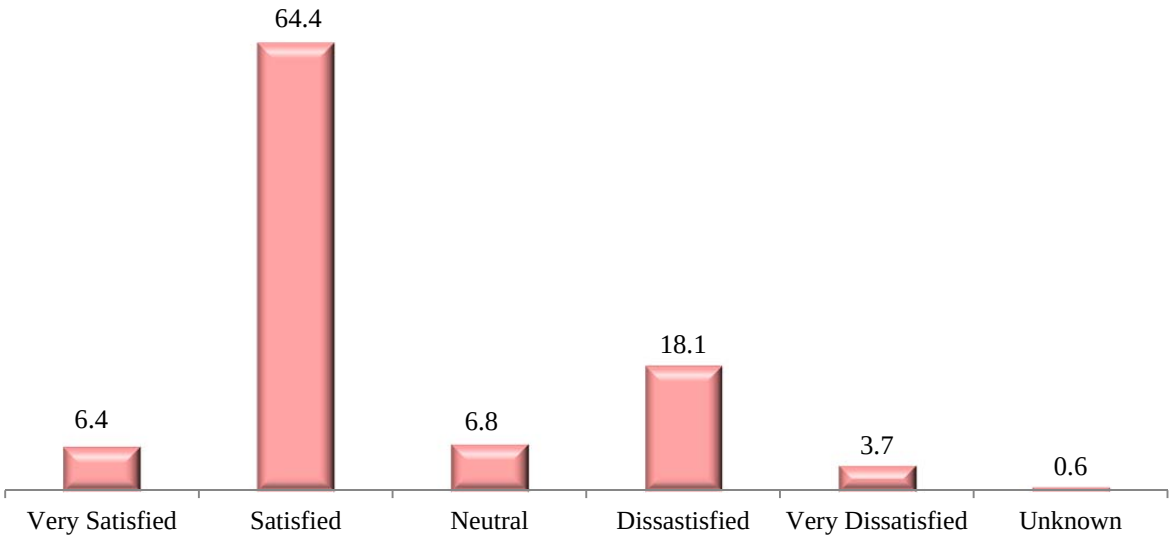
【Unit: %】

【Note：Multiple choices, total percentage may be greater than 100%；Only the top 10 answers are listed here】

(g) User satisfaction with wireless LAN

77.6 percent of the 652 wireless LAN users are satisfied with the quality of wireless LAN connection, while 21.8% are dissatisfied .

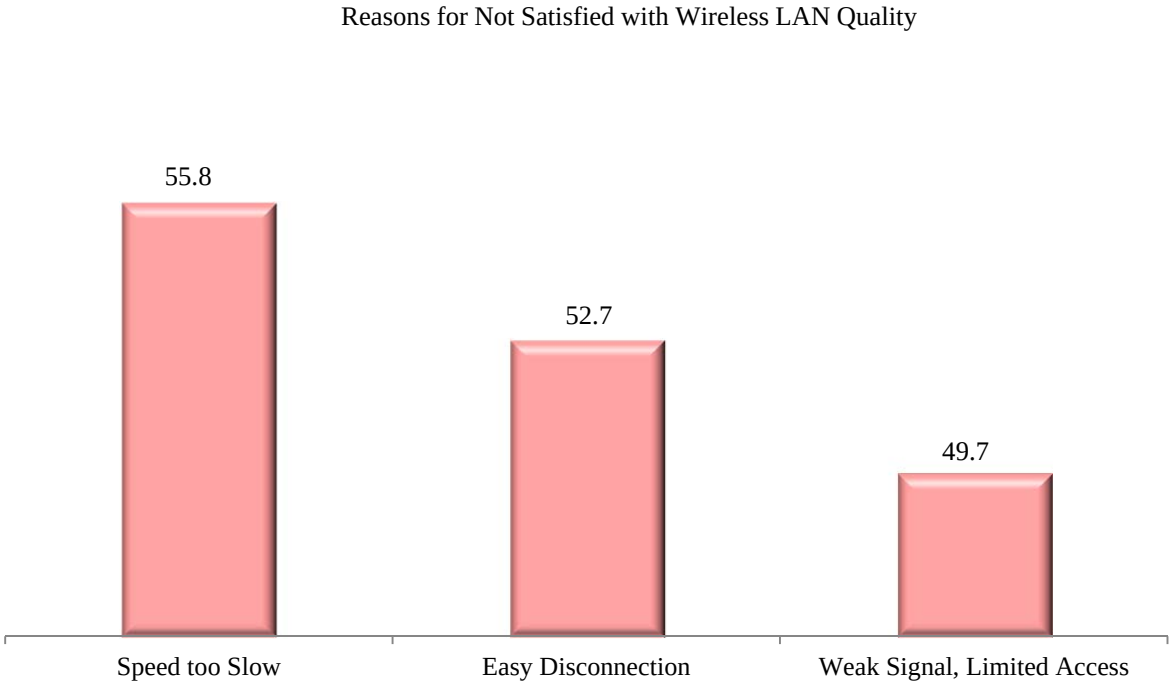
Satisfaction with wireless LAN quality



【Unit: %】

(g) Reasons for Unsatisfaction with Wireless LAN Quality

“Too Slow” is The main reason why those 157 Wireless LAN users are unsatisfied with wireless Internet quality, followed by “Unstable Signal, Easy Disconnection ”.



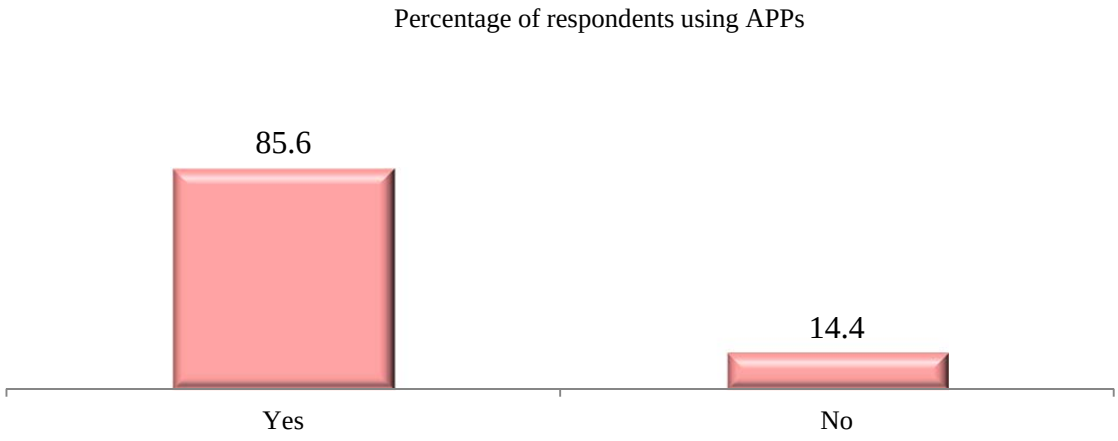
【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%】

4. APPs

(a) Percentages of Respondents Using APPs

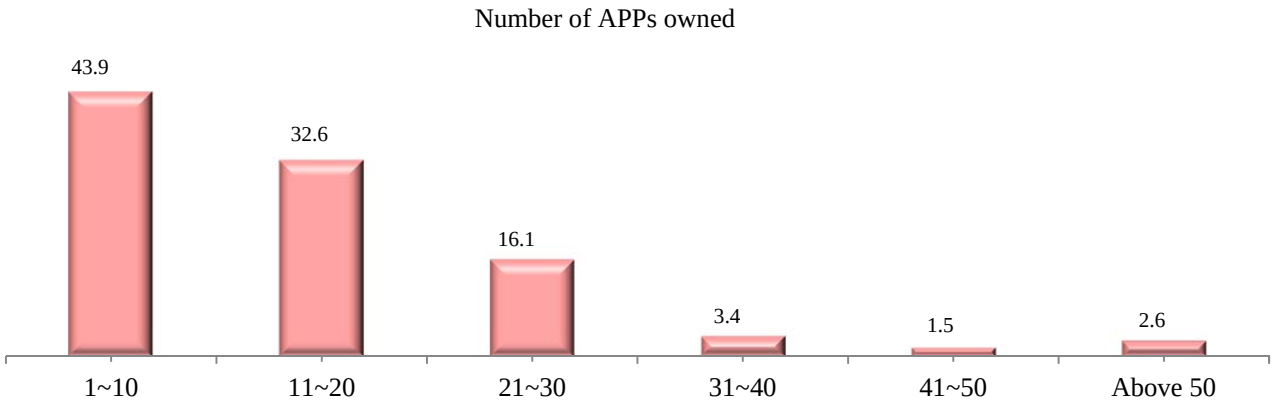
85.6 % of the 891 mobile or wireless LAN Internet users have used APPs, while 14.6% haven't.



【Unit: %】

(b) Number of APPs Owned

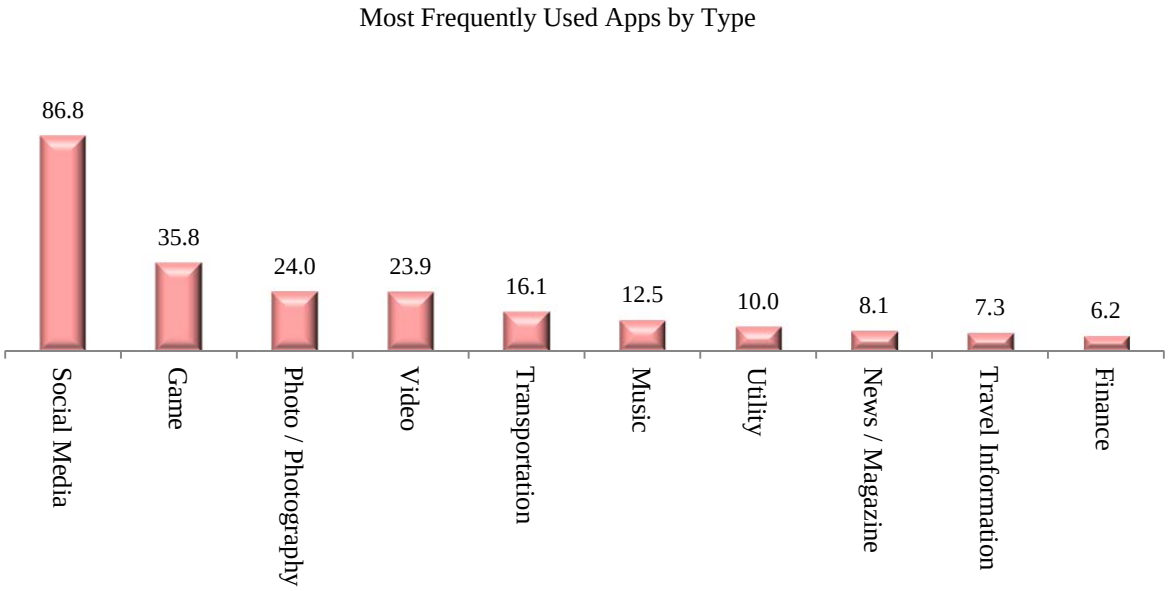
“1-10” APPs is the main category that the 762 APP users own APPs, followed by “11-20” and “21-30”.



【Unit: %】

(c) Most frequently Used Apps by type

Social Media APPs is main type of APPs used by 762 App users, followed by "Game".

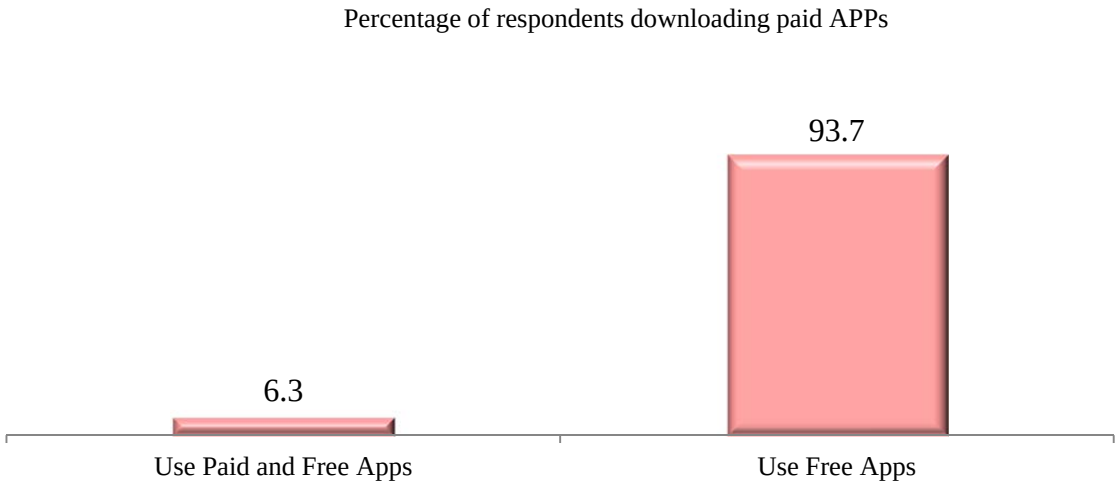


【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%】

(d) Percentage of Respondents who own paid APPs

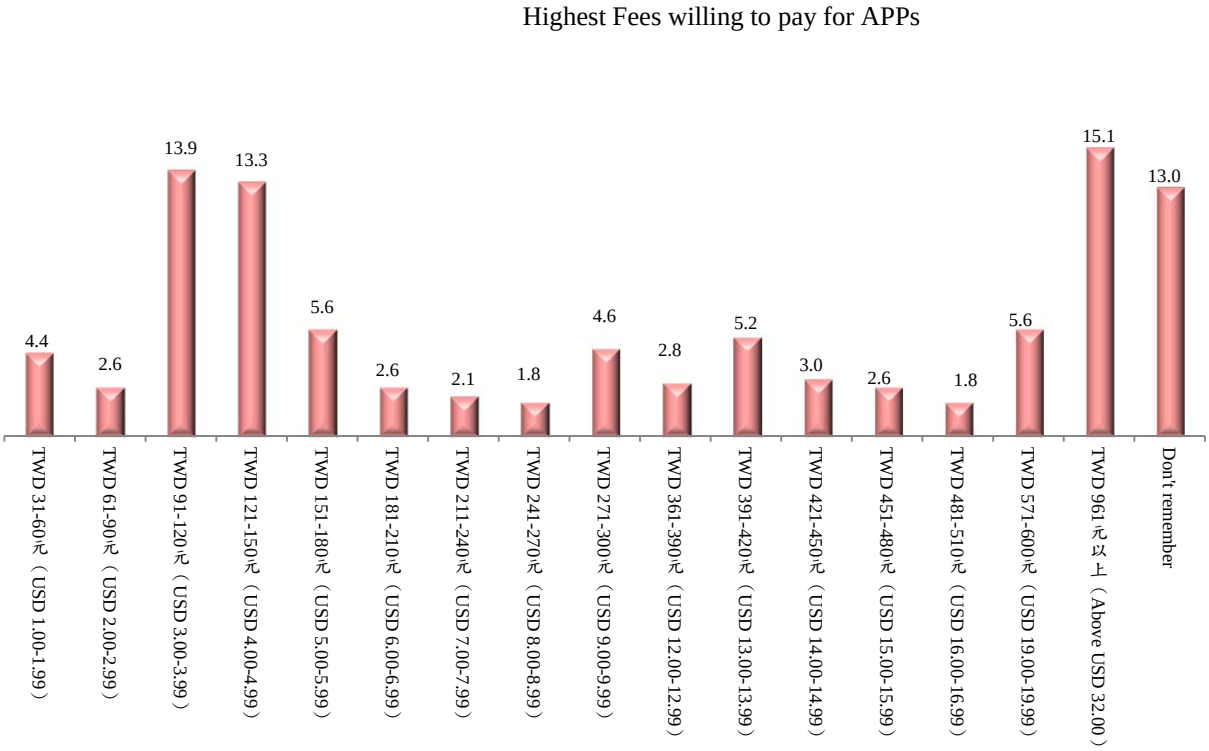
93.7% of the 762 APP users use free APPs, while 6.5% use paid APPs.



【Unit: %】

(e) Highest APP Price Ever Paid

“USD 3.00~3.99” (13.9%)is the highest price category of those 48 App users who ever paid for APPs, followed by “USD 4.00~4.99”(13.3%).



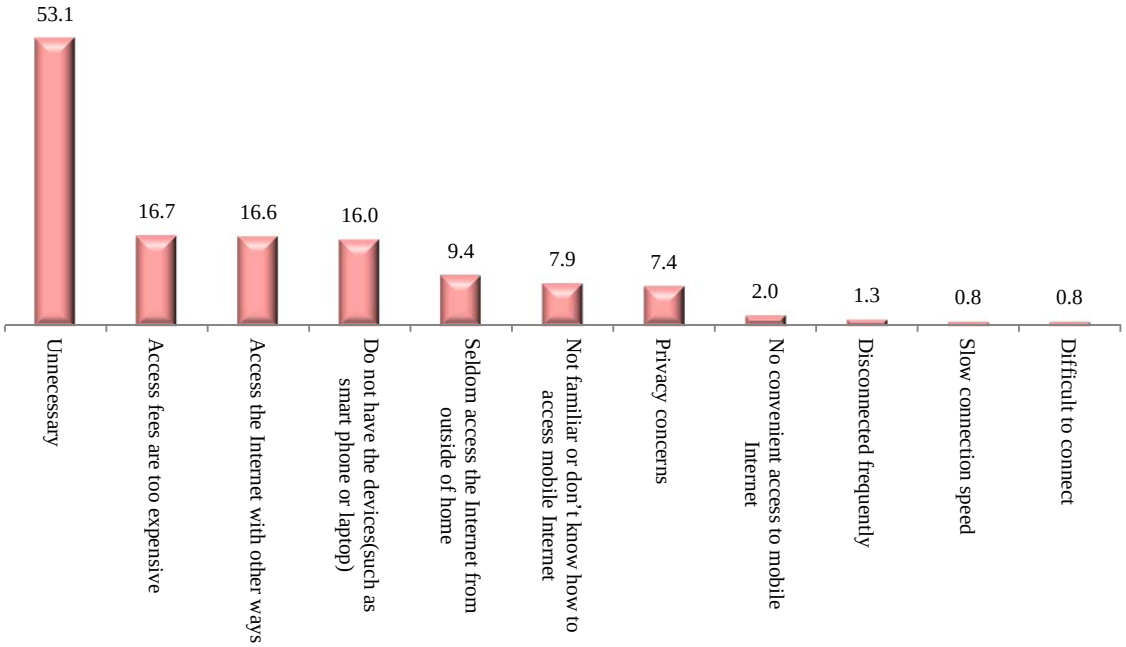
【Unit: %】

5. Reasons for not using mobile Internet/Wireless LAN

(1) Reasons for not using mobile Internet

“Unnecessary” is the major reason why those 166 respondents who don’t use mobile Internet, followed by “Too expensive” and “Access the Internet with other ways ”.

Reasons for not using mobile Internet



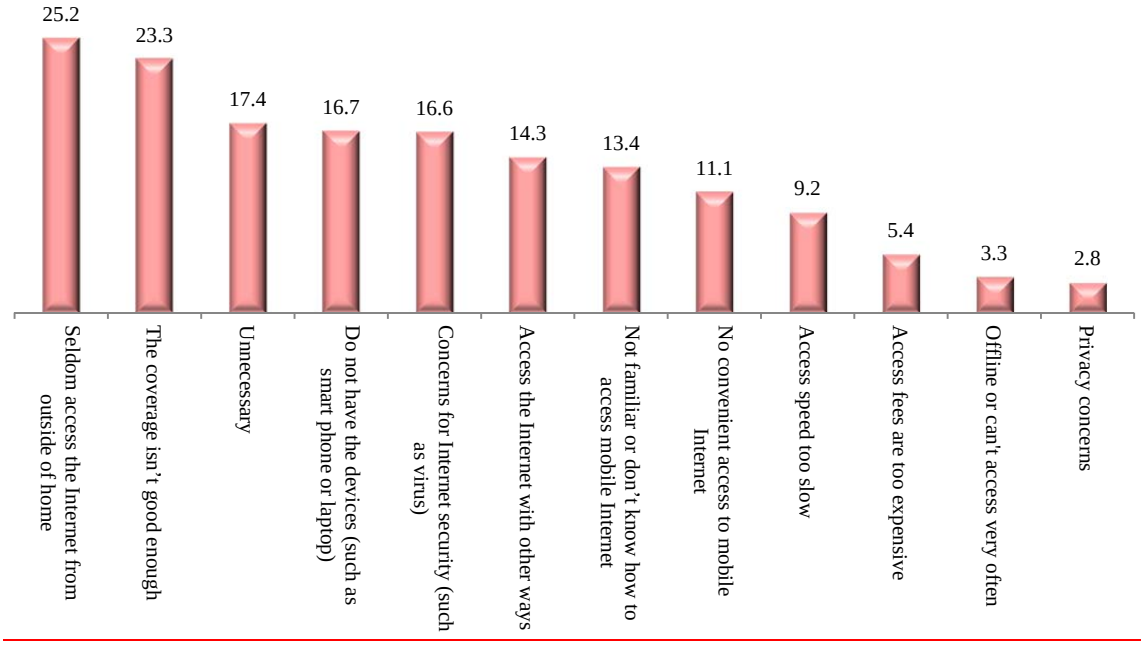
【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%】

(2) Reasons for not using Wireless LAN

“Seldom access the Internet from outside of home” is the major reason why those 239 respondents who don’t use Wireless LAN do not use Wireless LAN, followed by “The coverage isn’t good enough ” and “Unnecessary”.

Reasons for not using Wireless LAN



【Unit: %】

【Note：More than one answer is allowed, total might be greater than 100%】