

A Survey on Broadband Internet Usage in Taiwan

A Summary Report

July 2016



Taiwan Network Information Center

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1. Survey Methodology

Survey Period	June. 13, 2015 to July 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 March 2016 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"> ● 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. ● Method for estimating the total number of Internet households: The variable city was used to find weights for each household.

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: %

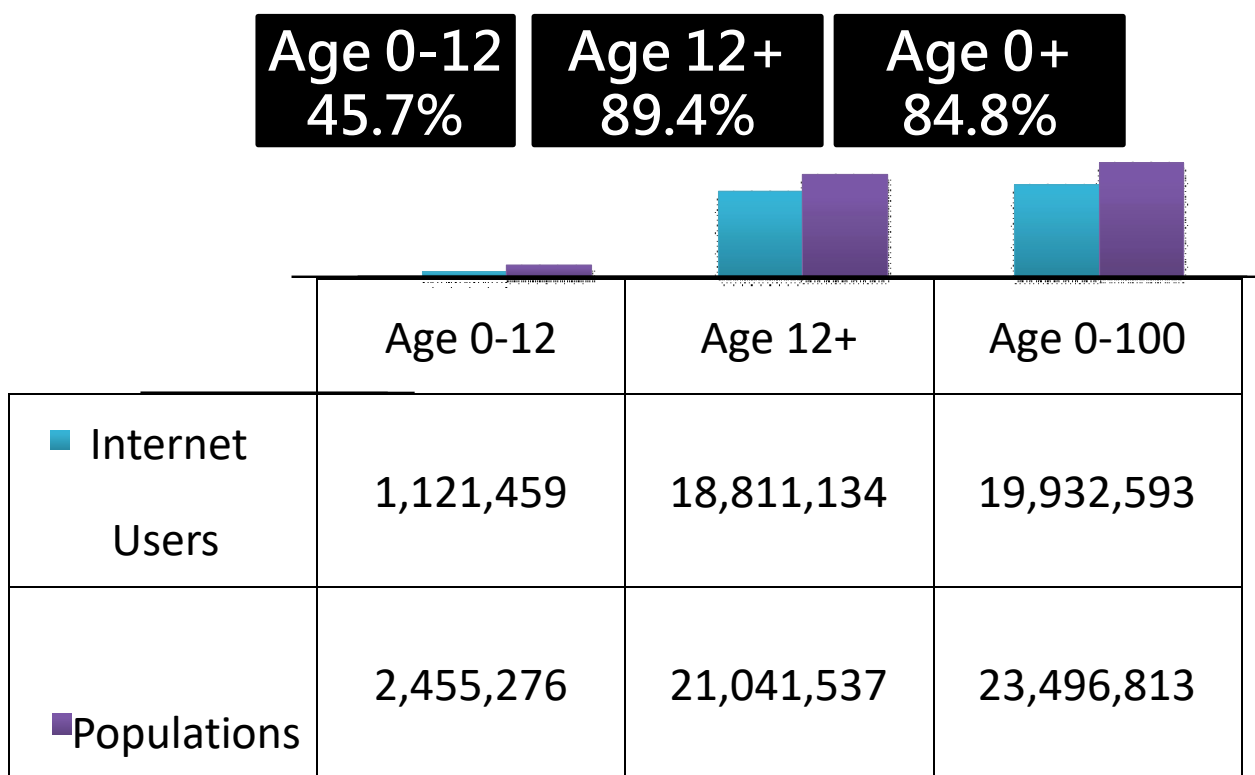


Figure 1 Estimated Population of Internet Users

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

(2) Internet Usage

89.4% (corresponding to 18.81 million residents) of the 3,155 respondents have had internet experience.

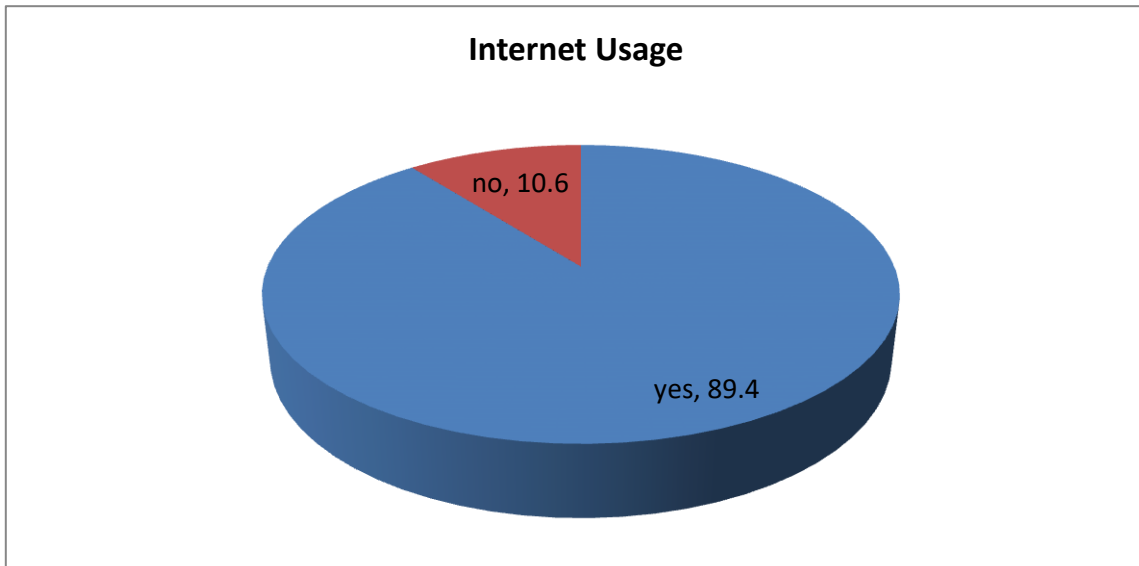


Figure2 Internet Users

(3) Internet Users in the Past Six Months

86.3%(corresponding to 18.16 million residents) of the 3,155 respondents are still using internet in the past six months.

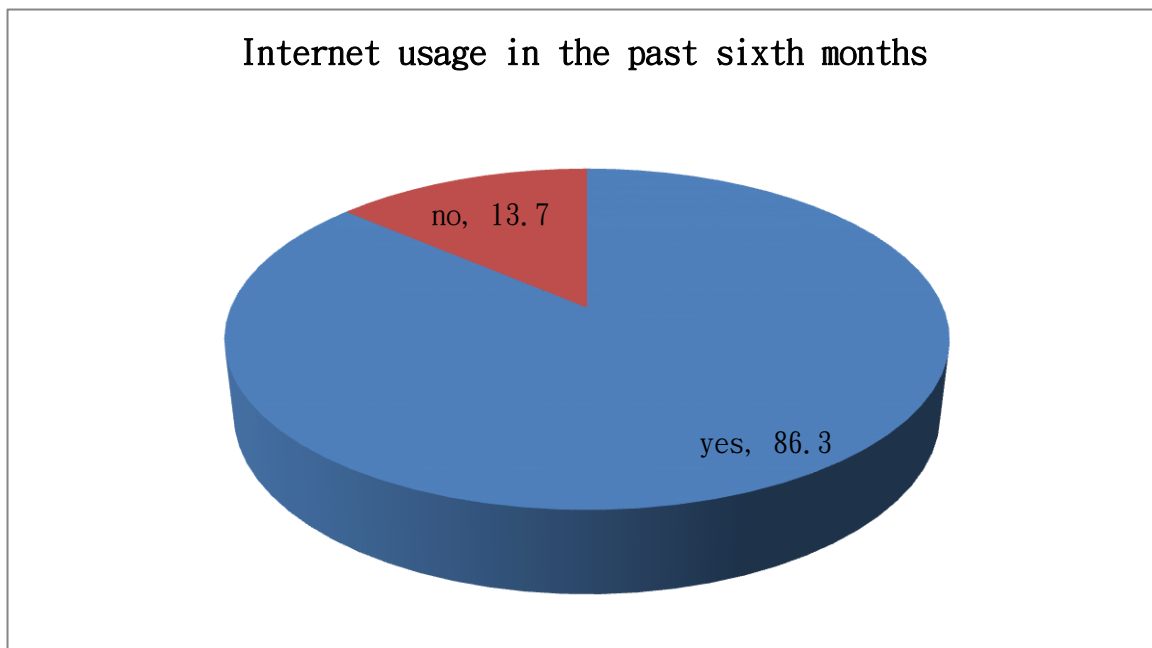


Figure3 Internet Users in the Past Six Months

(4) Locations accessing Internet

Most internet users access the Internet at home, with a relative frequency of 93.5%. Others access the Internet at work places and at school with relative frequencies of 26.8% and 8.0%, respectively.

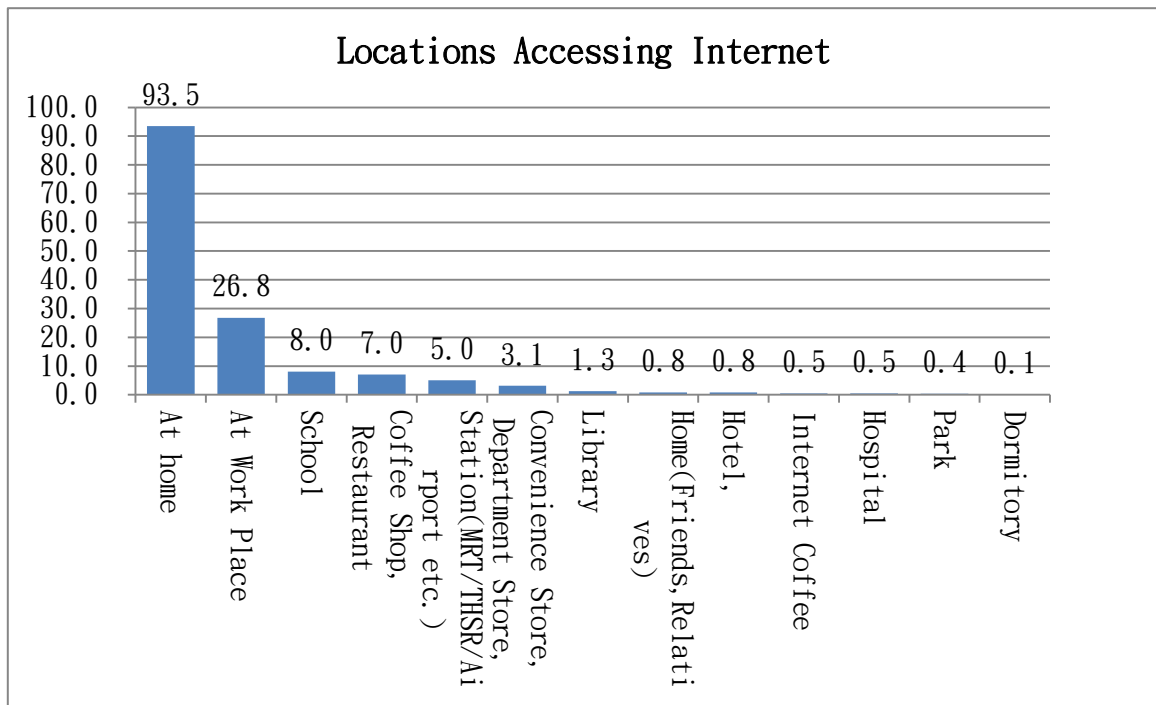


Figure4 Locations accessing Internet

(5) Devices Used to Access Internet

Among those individuals with Internet access, the most commonly used device is mobile phones (77.1%), followed by personal computer (52.5%).

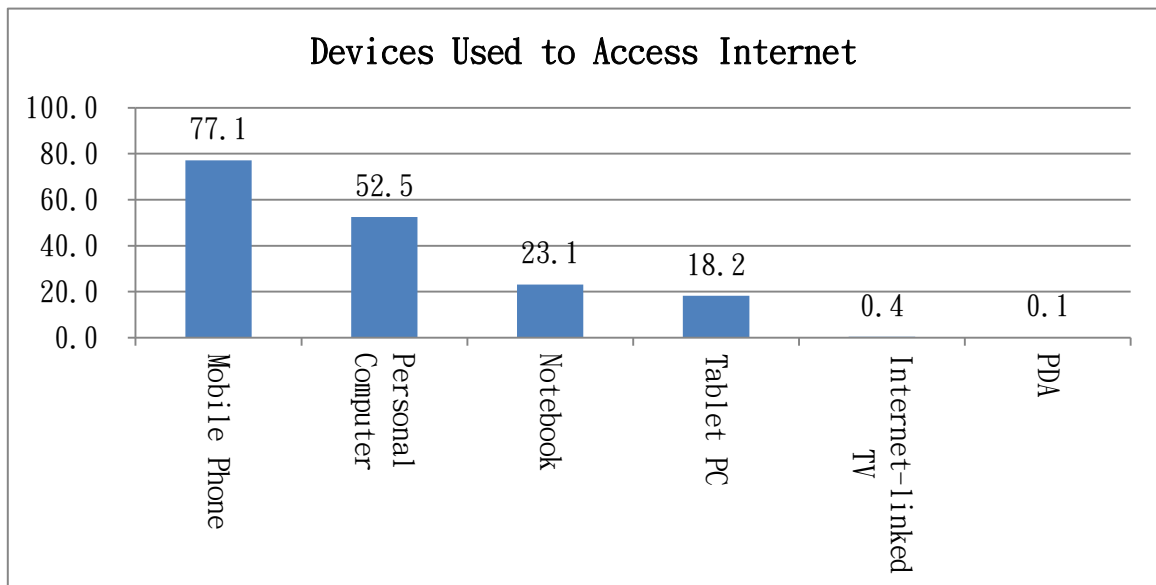


Figure5 Devices Used to Access Internet

(6) Types of Internet Connection

49.7% of Internet users access internet using ADSL/VDSL , ranking the first, followed by Mobile Internet(27.9%).

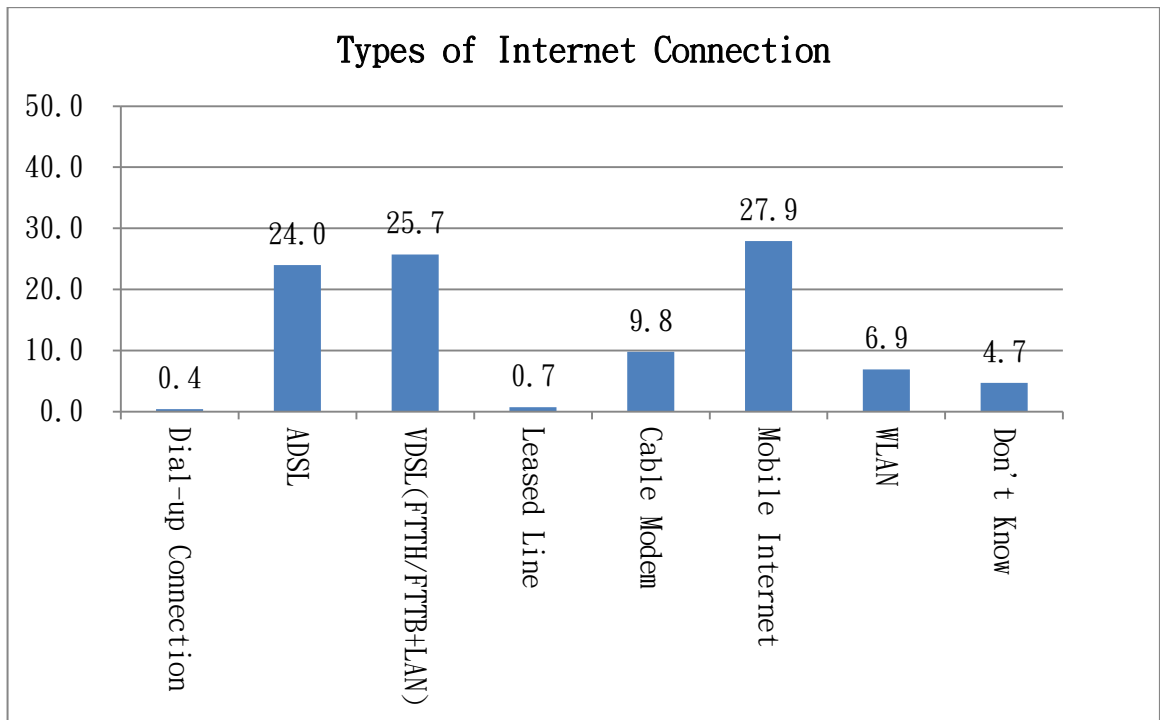


Figure6 Types of Internet Connection

(7) Usage of Social Networking Services and Instant Messaging Services

Among 89.8% of the respondents who use Social Networking Services or Instant Messaging Services, 75.6% Use both Social Networking Services and Instant Messaging Services.

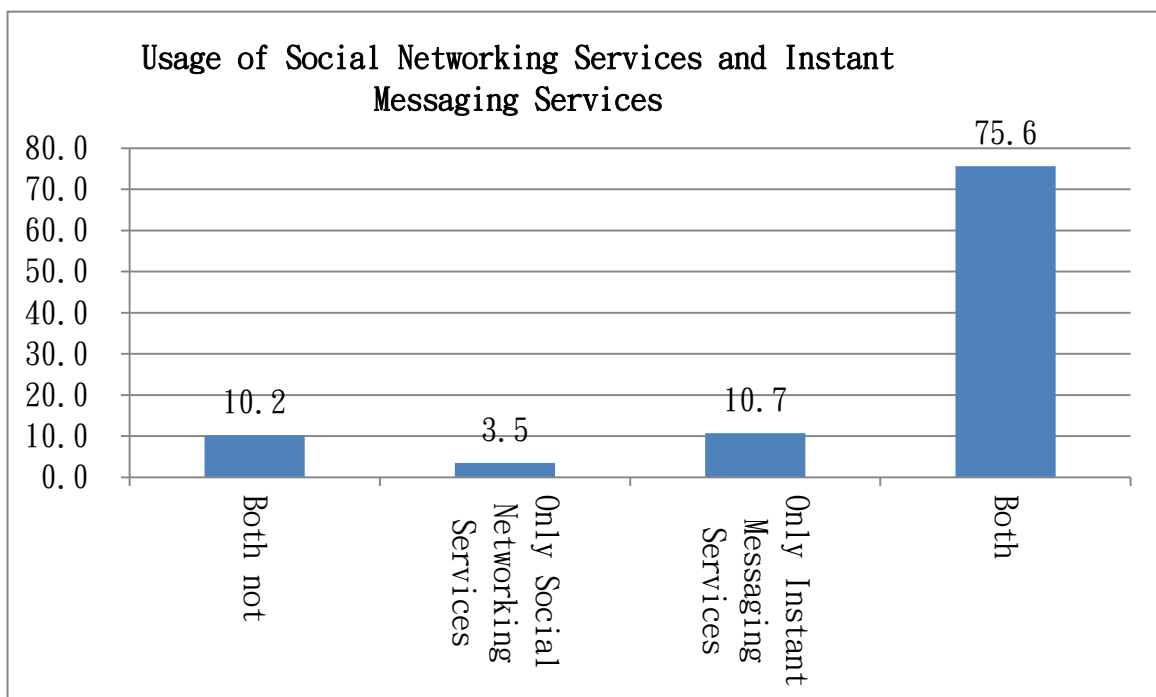


Figure7 Usage of Social Networking Services and Instant Messaging Services

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

32.1% of the respondents who use Social Networking Services or Instant Messaging Services increase frequency of having contact, while 31.6% reduce frequency of having mobile phone calls. It is notable that 34.1% of the respondents who use Social Networking Services or Instant Messaging Services agree with “there’s no change” .

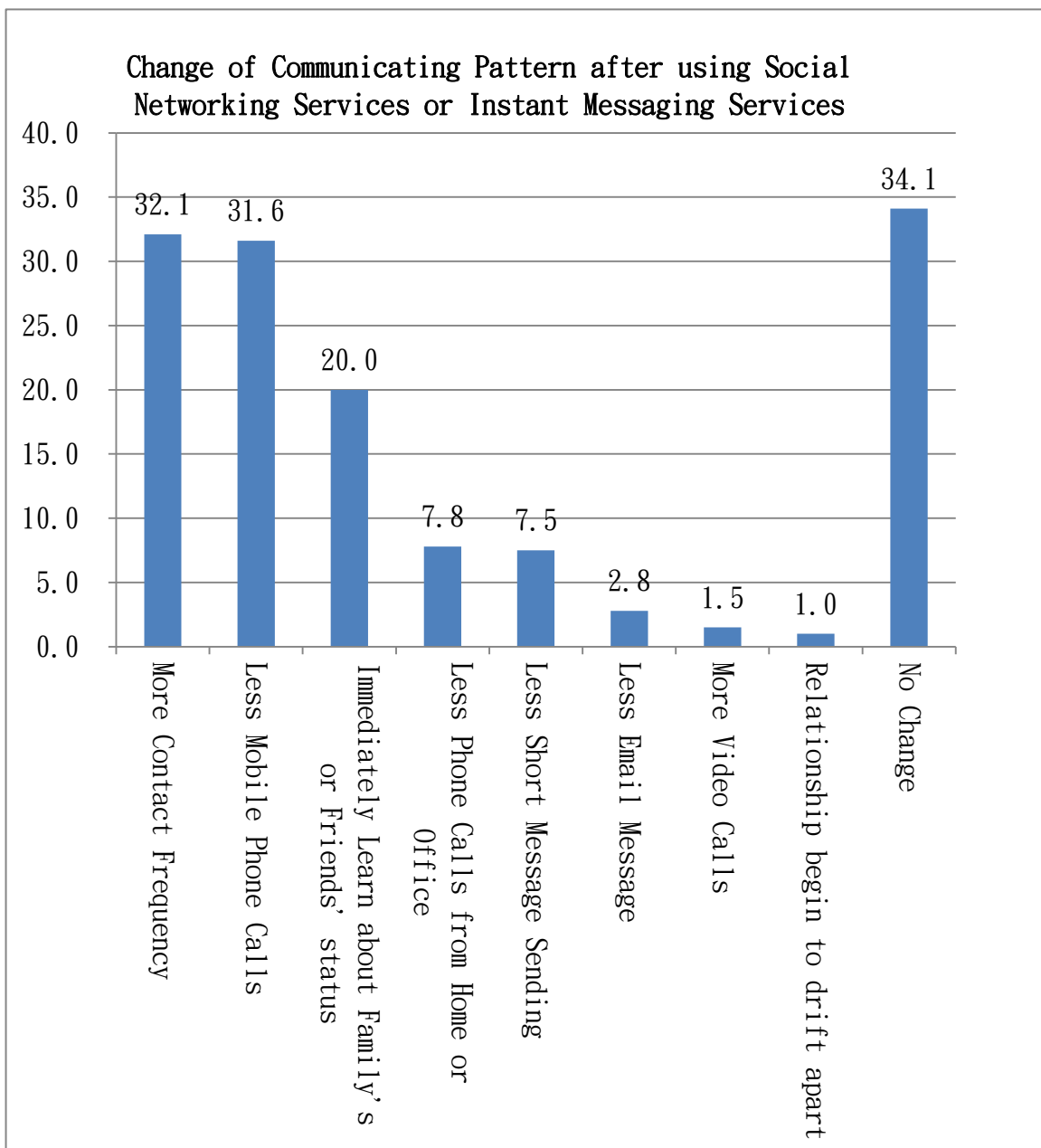


Figure8 Change of Communicating Pattern after using Internet Community and Instant Communication Software

(9) Things that might Endanger Internet Security while Accessing Internet

30.3% worried about “Personal privacy exposure” when accessing internet, while 26.3% “Afraid of Getting infected on devices” . It is notable that 37.6% agree with “there’ s nothing worried.”

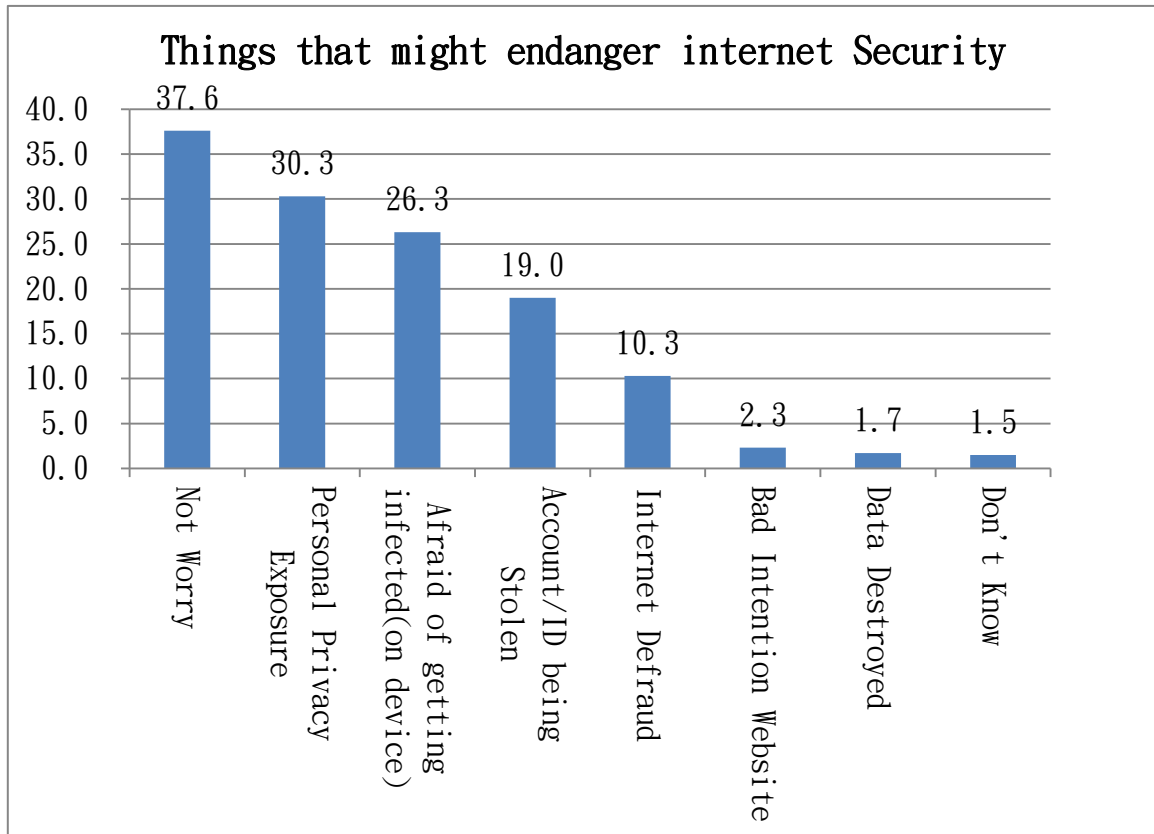


Figure9 Things that might Endanger Internet Security while Accessing Internet

(10) Years of Internet Access

Among those who have Internet experience, 21.4% have used Internet for at least 20 years.

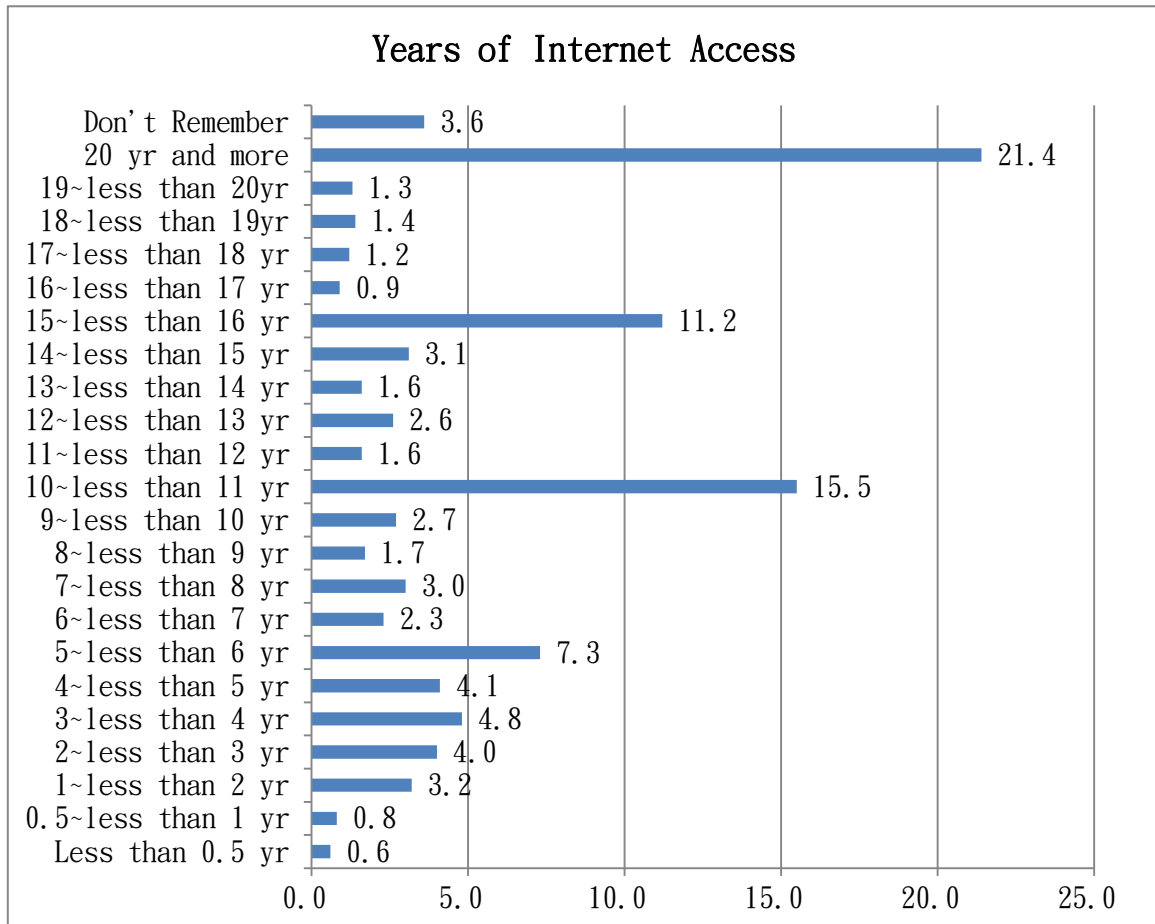


Figure10 Years of Internet Access

(11) 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 “Not Interested,” taking 34.1%.

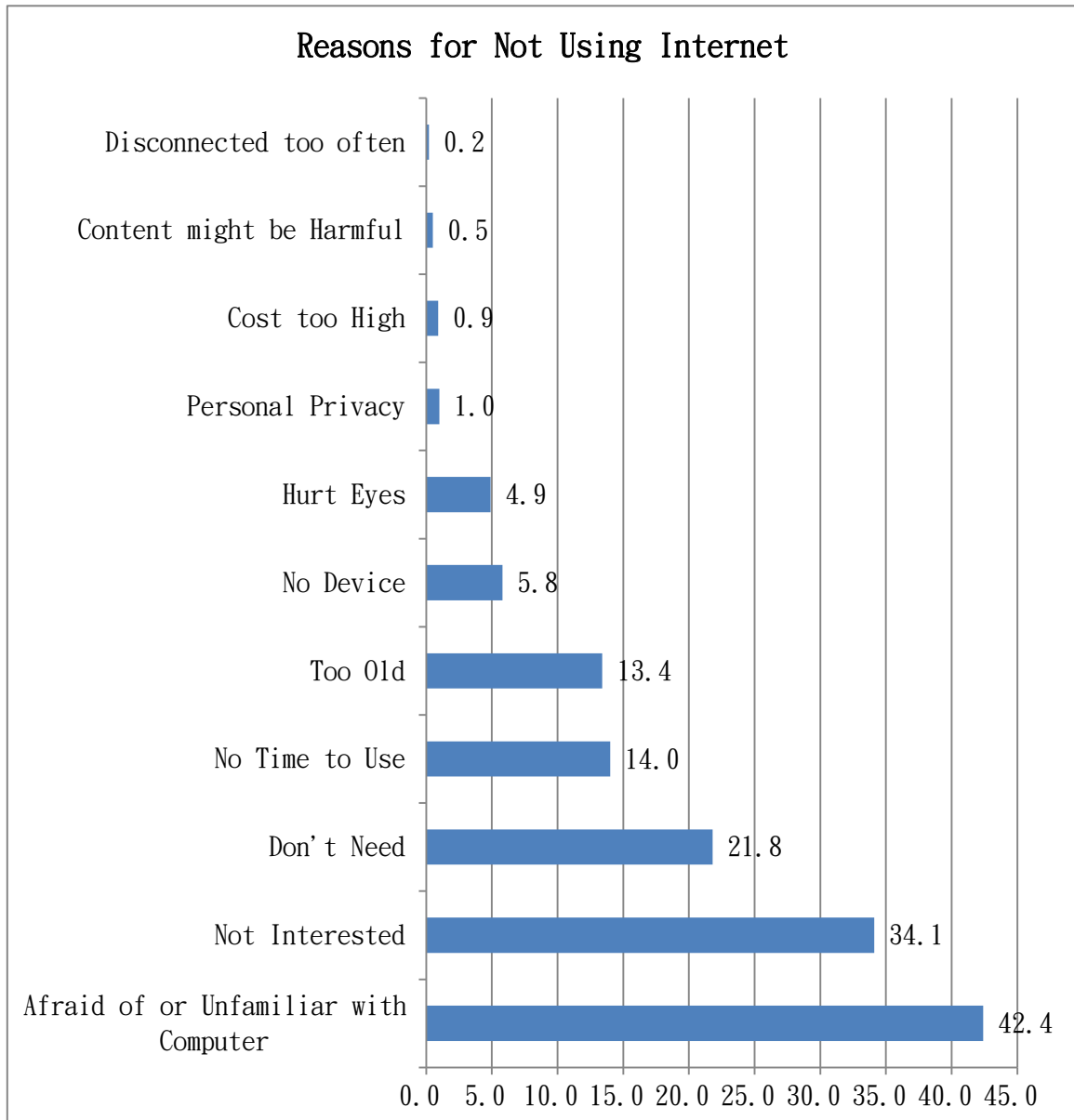


Figure11 Reasons for not Using Internet

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

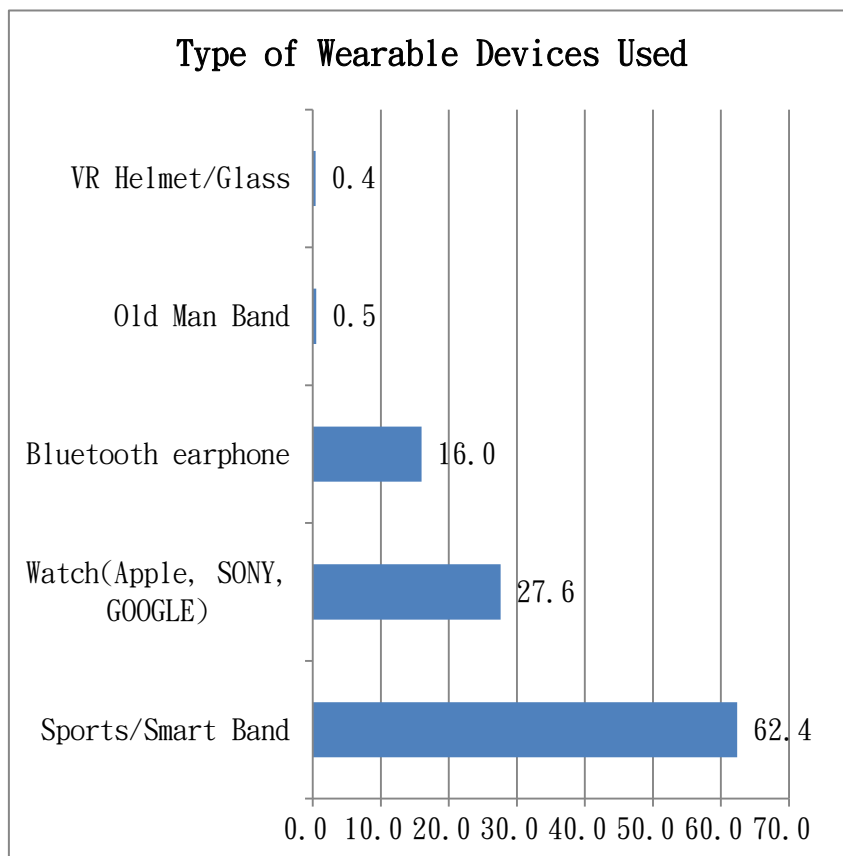
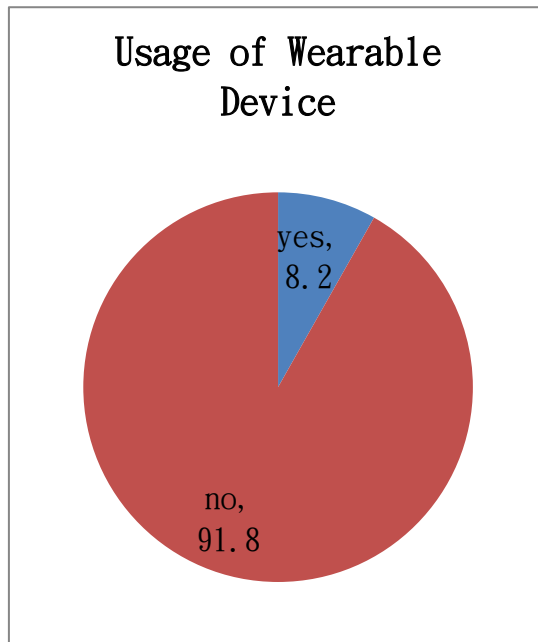


Figure12 Use of Wearing Device and Type of Device used

(13) Reasons for not Using Wearable Devices

“No need “ is the main reason of not using wearable device, taking 74.0%, the second reason is “don’ t know what devices are there, taking 12.2%.

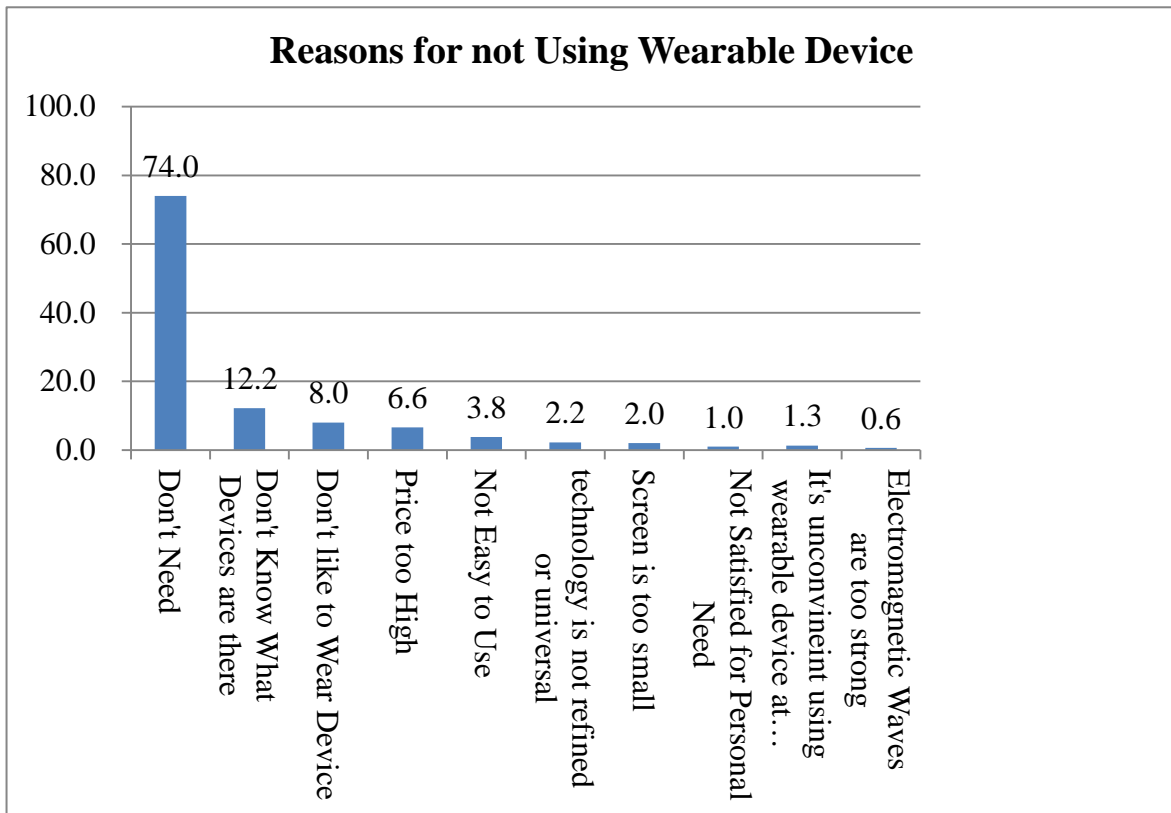


Figure13 Reasons for not Using Wearable Device

(14) Usage of Government Open Data Platform

19.5% of the respondents who had internet experience used Government Open Data Platform.

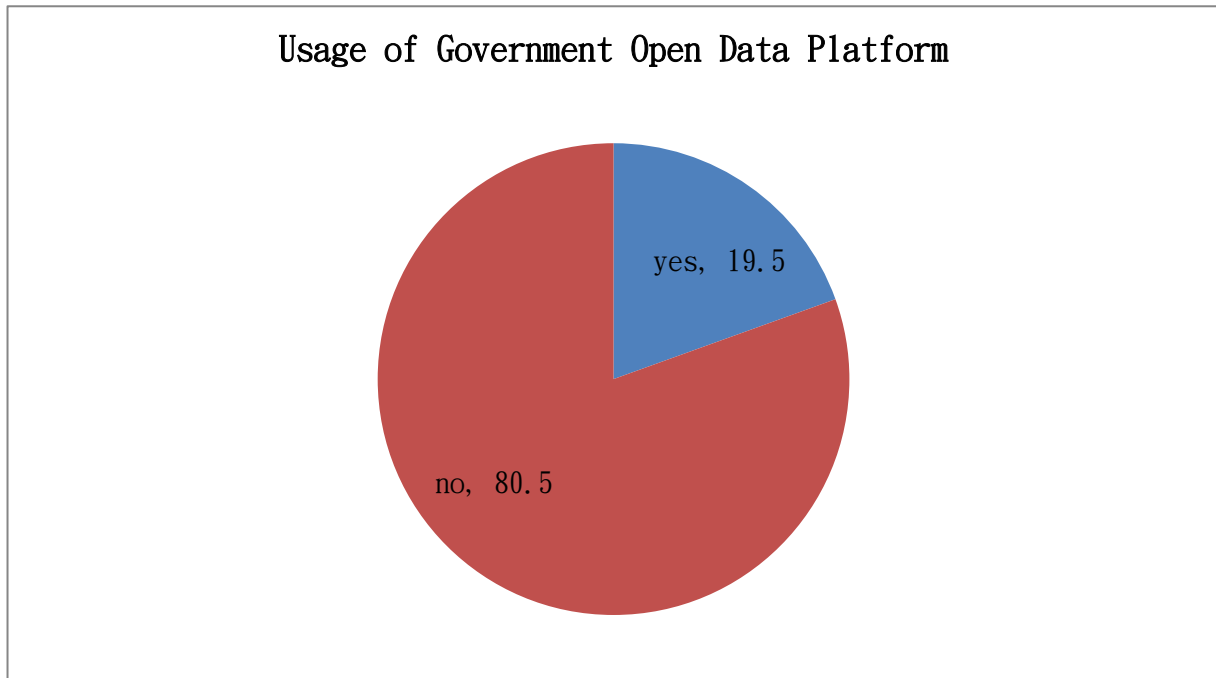


Figure14 Usage of Government Open Data Platform

(15) 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 51.5%, the second reason is "No need", taking 49.9%.

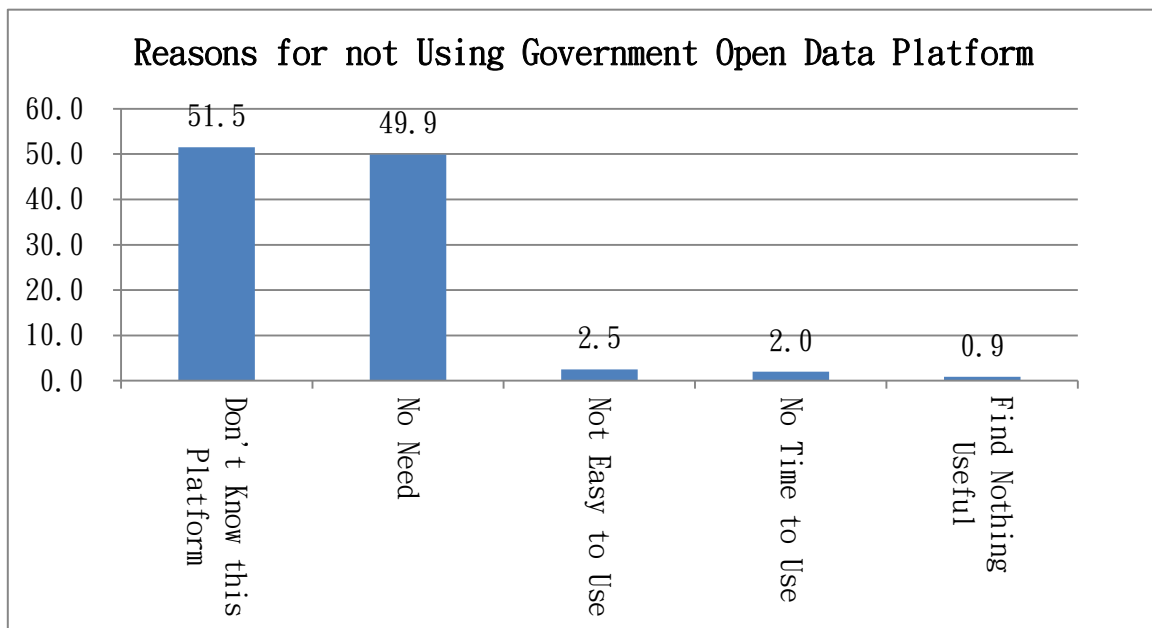


Figure15 Reasons for not Using Government Open Data Platform

(16) Usage of Bus Dynamic Information System and Satisfaction

35.7% of the respondents who had internet experience used Bus Dynamic Information System while 28.1% didn't use. Among those individuals who used Bus Dynamic Information System, 88.6% are satisfied with it.

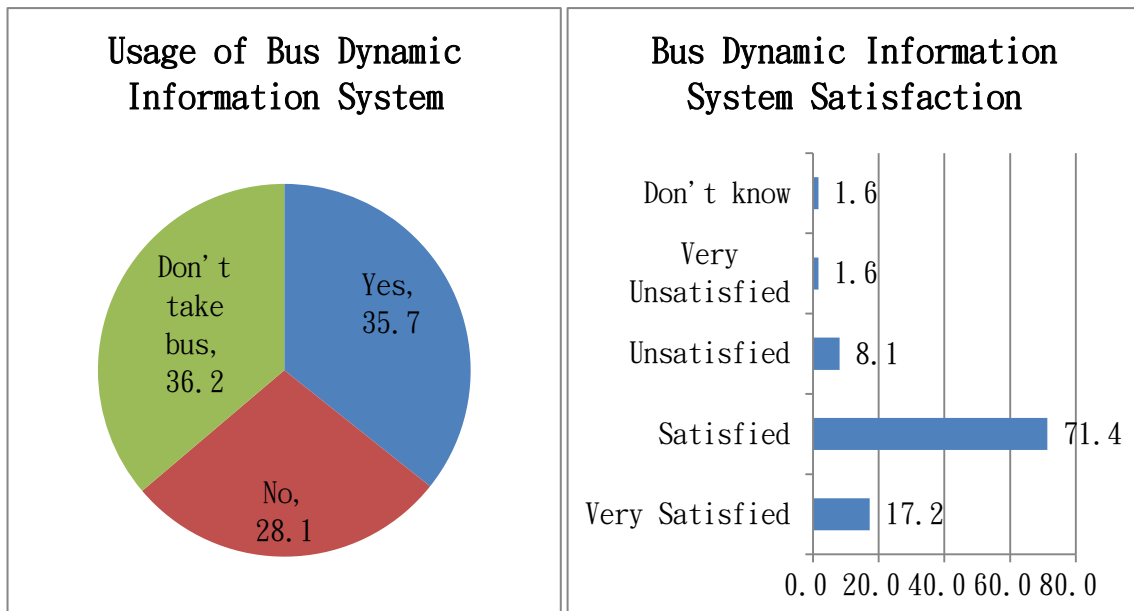


Figure 16 Usage of Bus Dynamic Information System and Satisfaction

(17) Usage of Public Bike Instant Renting System and Satisfaction

10.0% of the respondents who had internet experience used Public Bike Instant Renting System, while 31.7% didn't use. Among those individuals who used Public Bike Instant Renting System, 91.3% are satisfied with it.

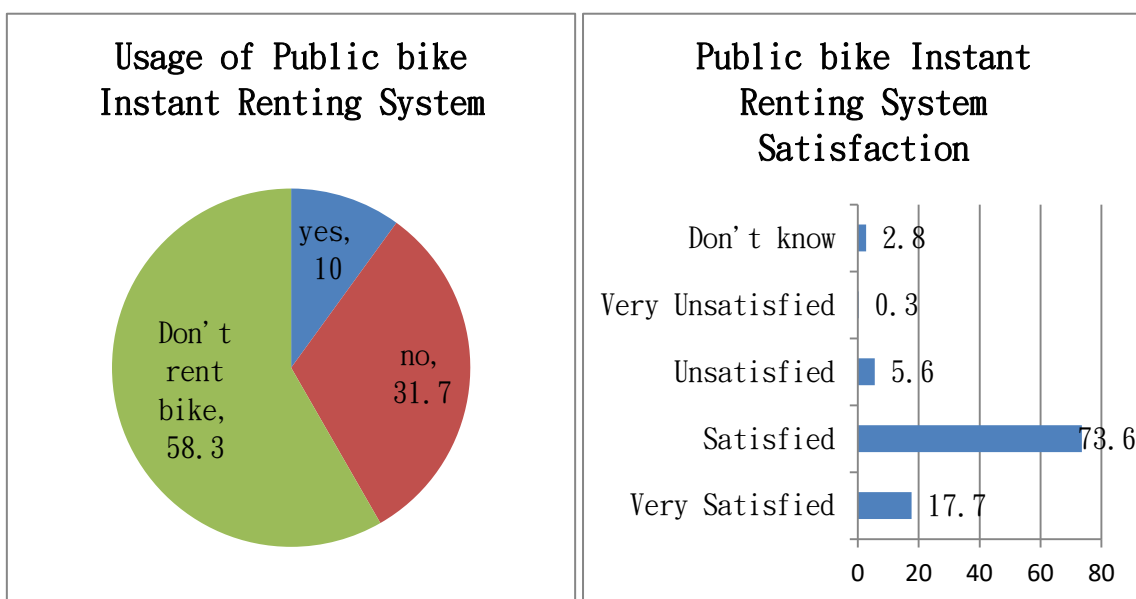


Figure17 Usage of Public Bike Instant Renting System and Satisfaction

(18) Usage of THSR Online Tickets Reservation System and Satisfaction

32.5% of the respondents who had internet experience used THSR Online Tickets Reservation System while 67.5% didn't. Among those individuals who used THSR Online Tickets Reservation System, 91.4% are satisfied with it.

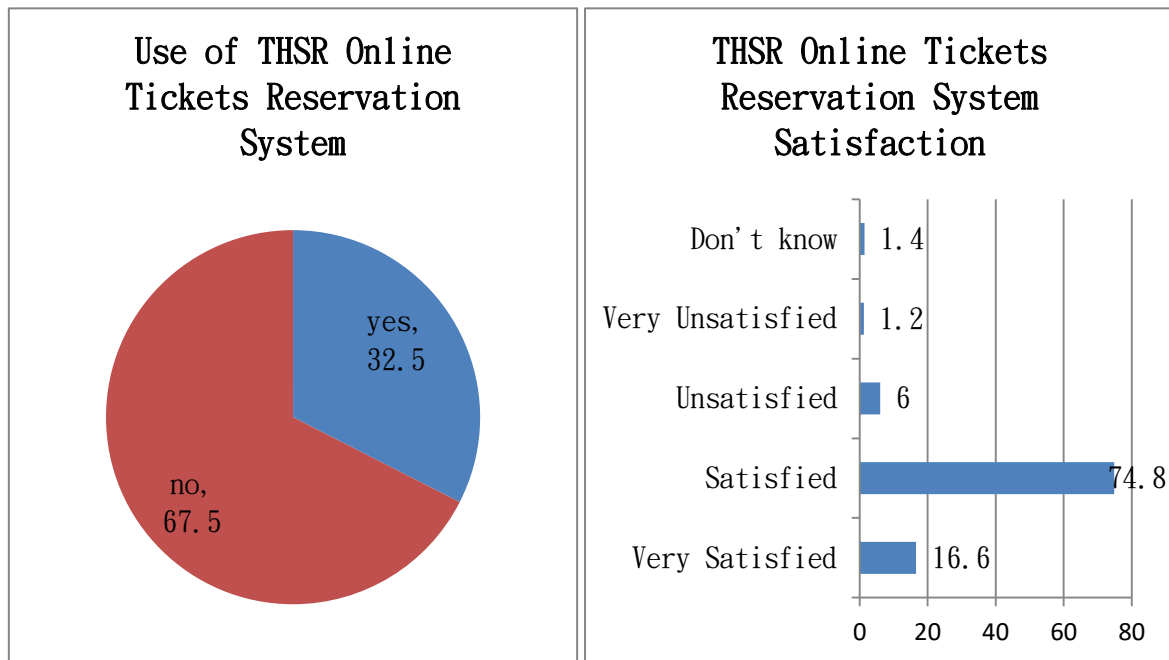


Figure18 Usage of Public bike Instant Renting System and Satisfaction

(19) Mobile Internet Usage

77.3% of the respondents who had internet experience used mobile Internet while 22.7% didn't.

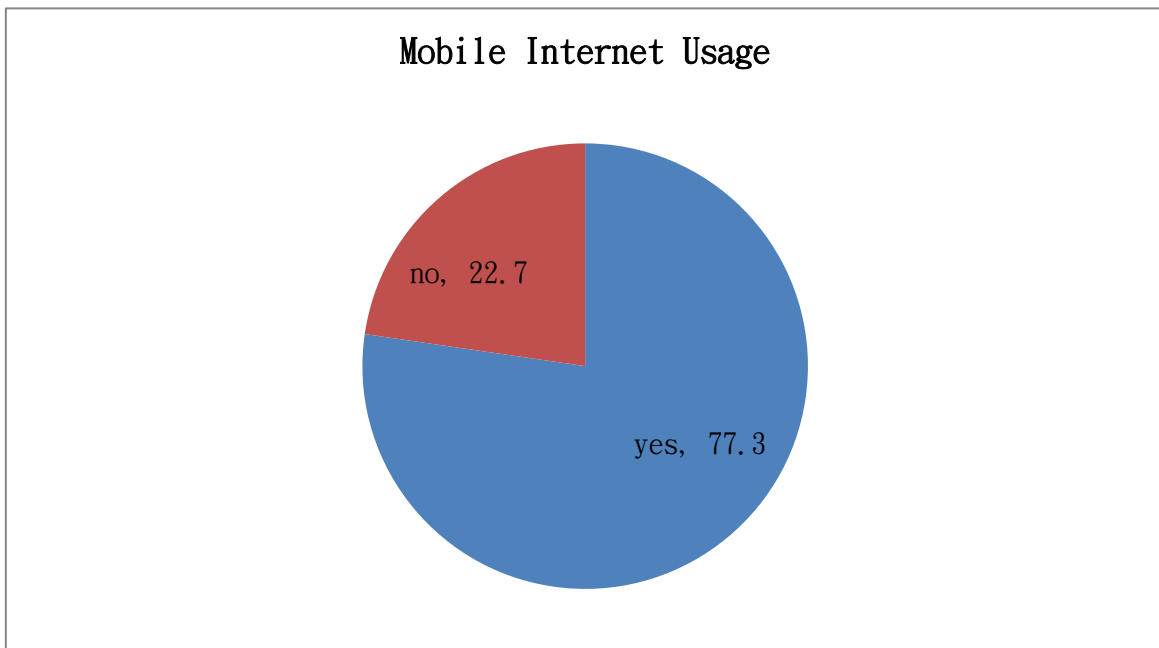


Figure19 Mobile Internet Usage

(20) Connection Methods for Accessing Internet

67.7% of the mobile internet users use 4G/4.5G to access internet, while 36.4% use 3G/3.5G to access internet.

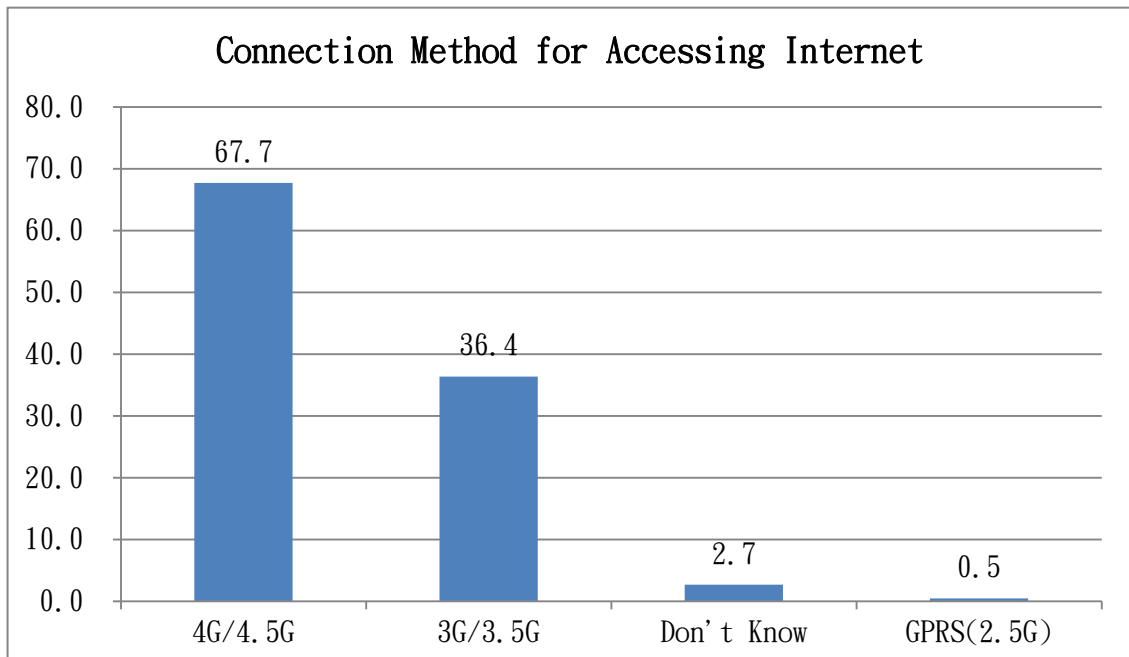


Figure20 Connection Method for Accessing Internet

(21) Usage of Video Broadcast Platform and Type of Video Broadcast Platform Used

21.9% of the respondents who had internet experience used Video Broadcast Platform while 78.1% didn't. Among those respondents who used Video Broadcast Platform, 47.7% used Entertainment type, 33.1% use News type.

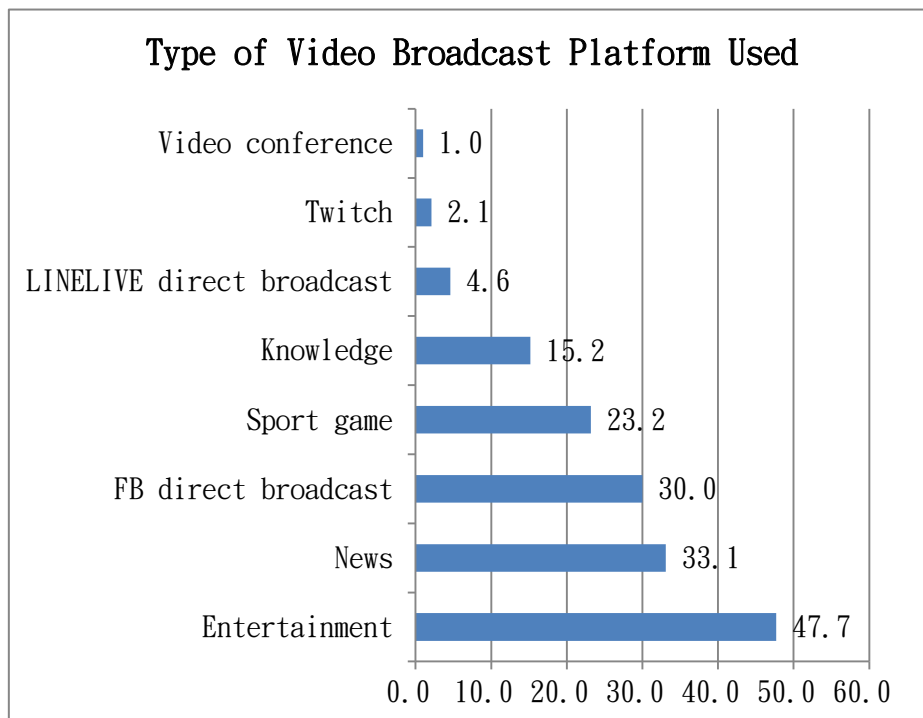
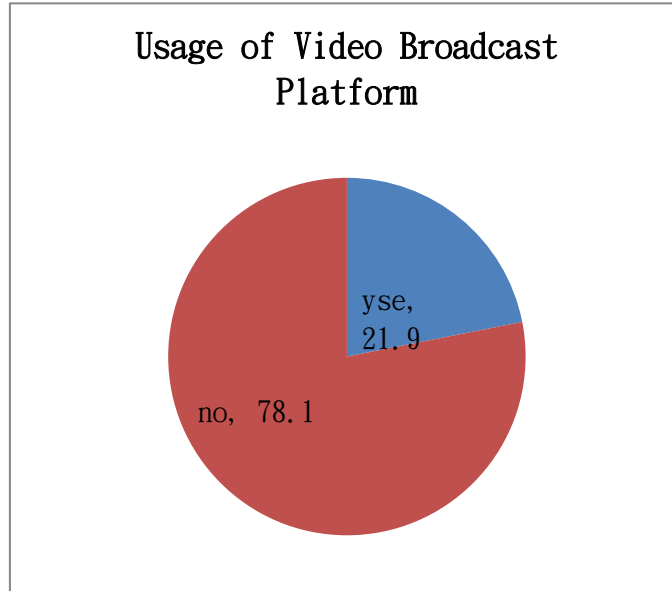


Figure21 Usage of Video Broadcast Platform and Type of Video Broadcast Platform Used

(22) Reasons for not Using Video Broadcast Platform

The main reason for not using Video Broadcast Platform is "No need", taking 66.9%, the second reason is "Don't know how to use it", taking 17.1%.

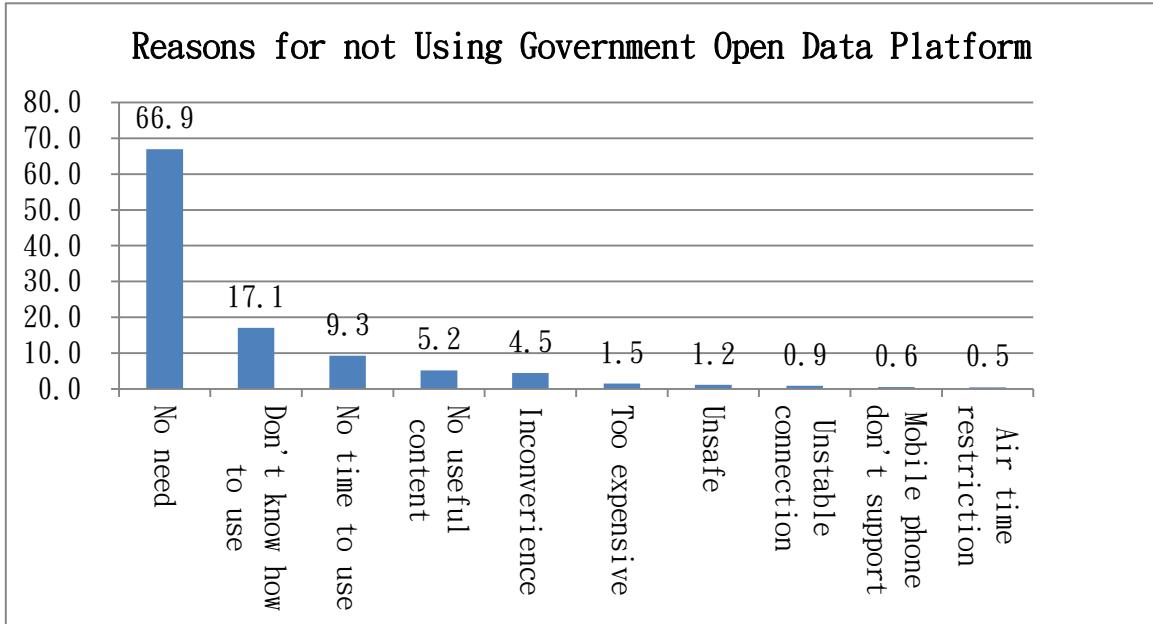


Figure22 Reasons for not Using Video Broadcast Platform

(23) Usage of Video Streaming Platform

32.4% of the respondents who had internet experience used Video Streaming Platform, while 67.6% didn't.

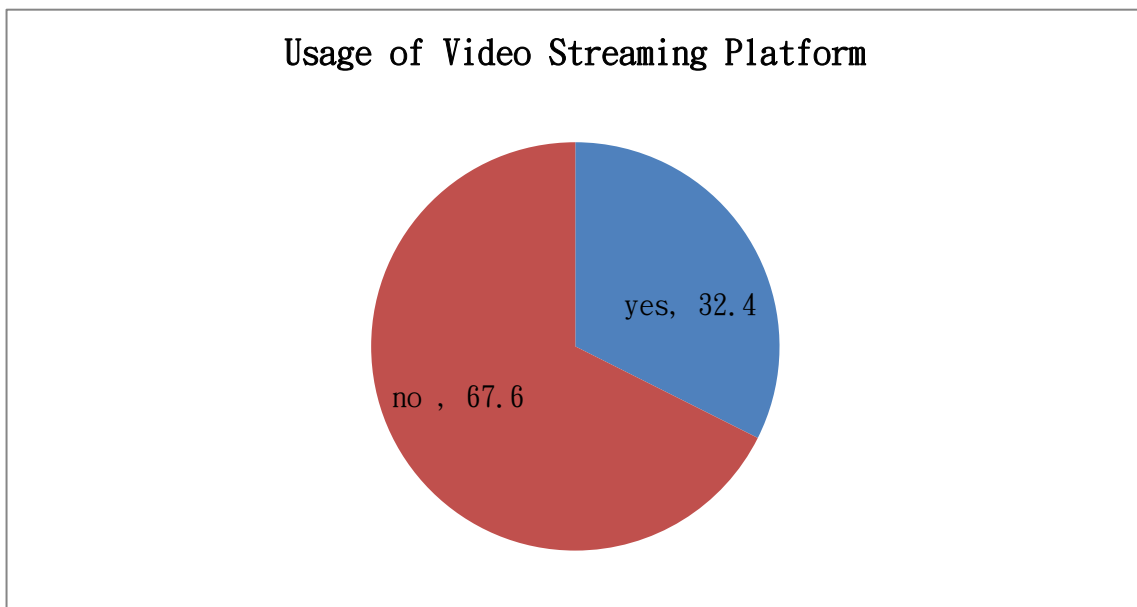


Figure23 Usage of Video Streaming Platform

(24) Usage of Mobile Banking and Type of Mobile Banking Services

Used

26.0% of mobile internet users use mobile bank. Among those respondents who use mobile bank, 64.5% use “Account Acquiring”, ranking the first, 59.2% use “Transfer Account”, ranking the second.

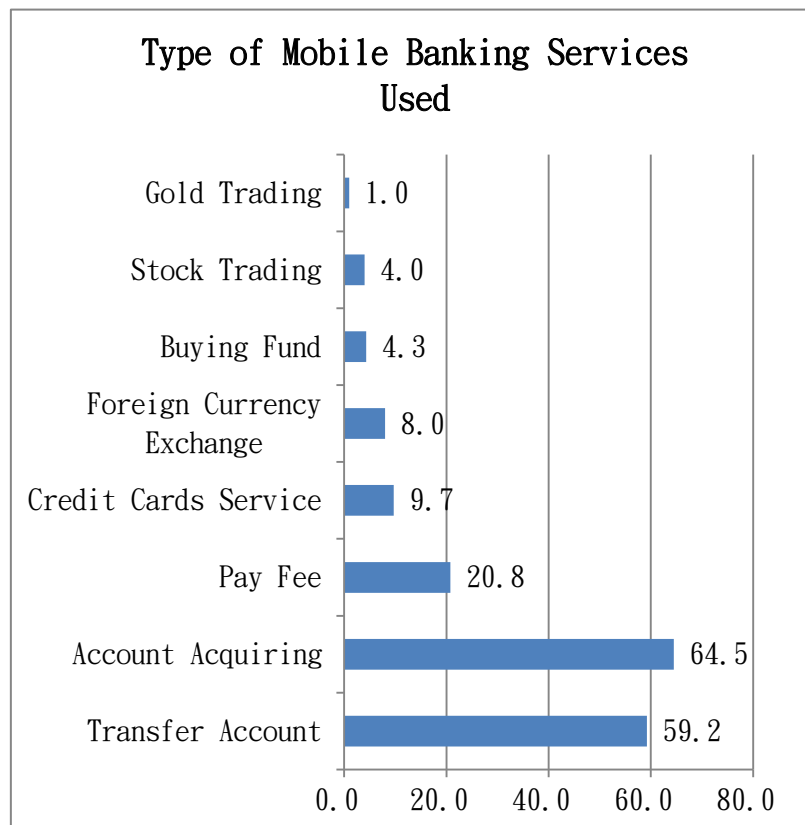
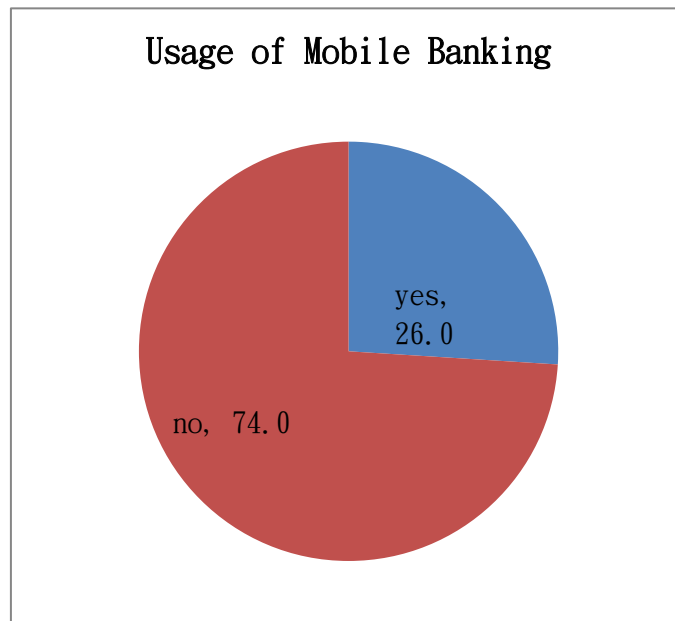


Figure 24 Usage of Mobile Banking and Type of Mobile Bank Services Used

(25) 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 38.2%.

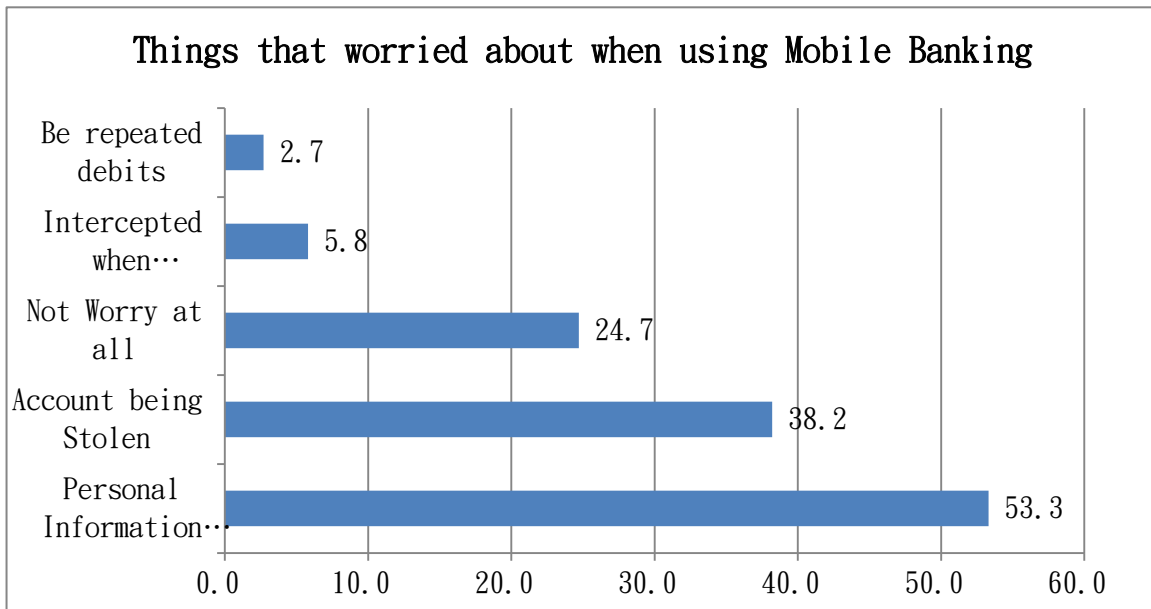


Figure25 Things that Worried about when Using Mobile Banking

(26) Reasons for not Using Mobile Banking

The main reason for not using Mobile banking is "No need", taking 56.2%, the second reason is "Security Concern", taking 32.5%.

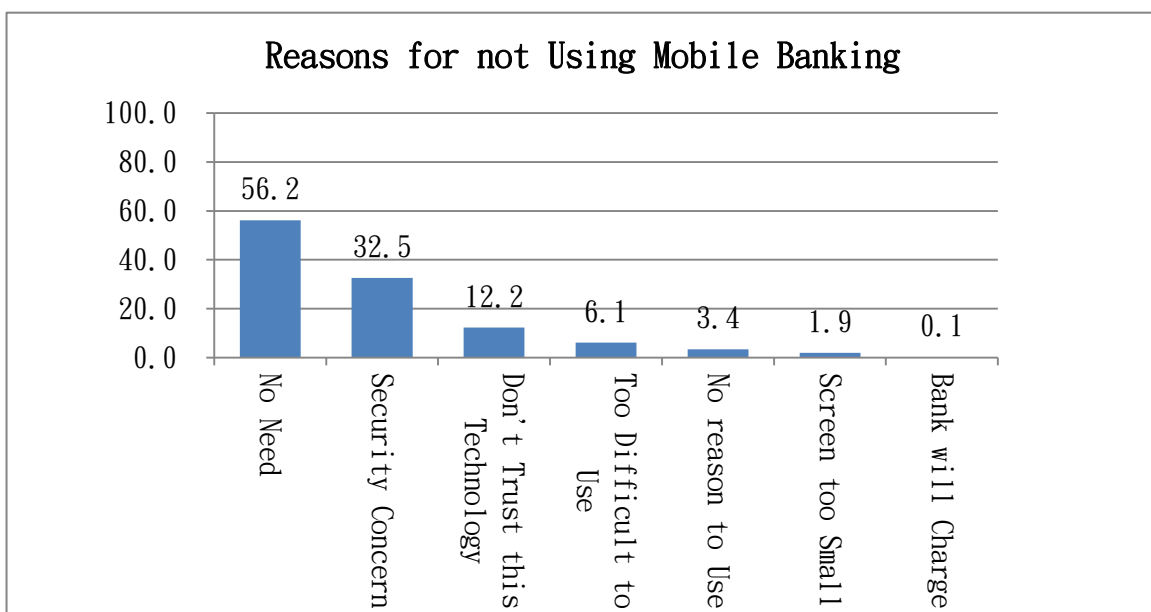


Figure26 Reasons for not Using Mobile Banking

(27) Usage of Mobile Payment

21.8% of mobile internet users use mobile payment.

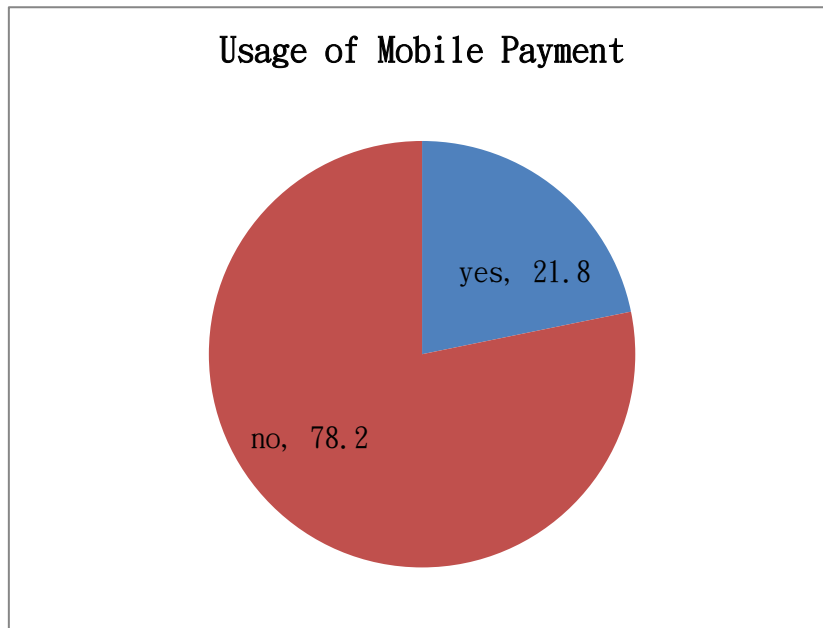


Figure27 Usage of Mobile Payment

(28) Fees Paid with Mobile Payment

The fees most often paid with mobile payment is “Living Goods” , taking 56.3%, the second one is “LINE Stickers” , taking 22.0%.

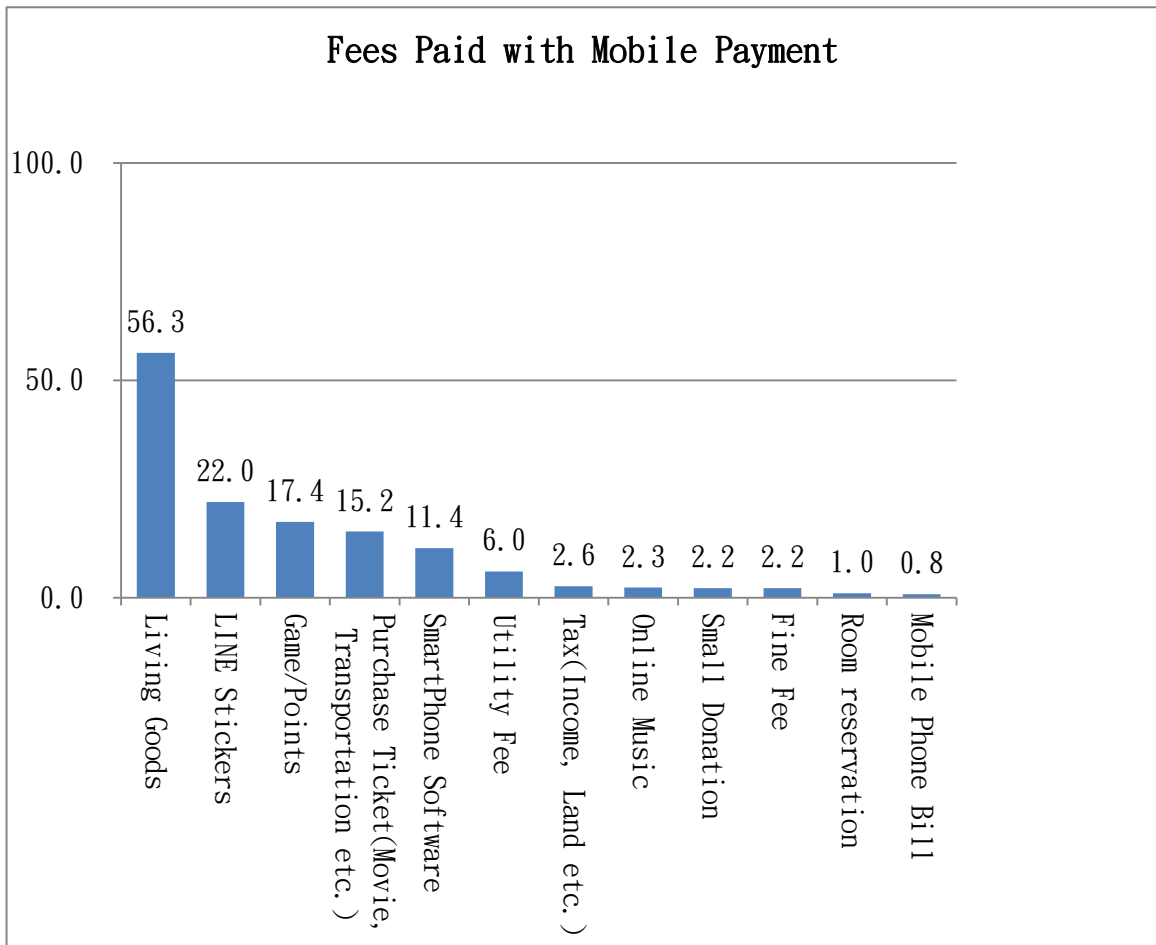


Figure28 Fees Paid with Mobile Payment

(29) Reasons for not Using Mobile Payments

The main reason for not using mobile payment is "No need", taking 54.3%, and the second reason is "Worried about safety", taking 36.3%.

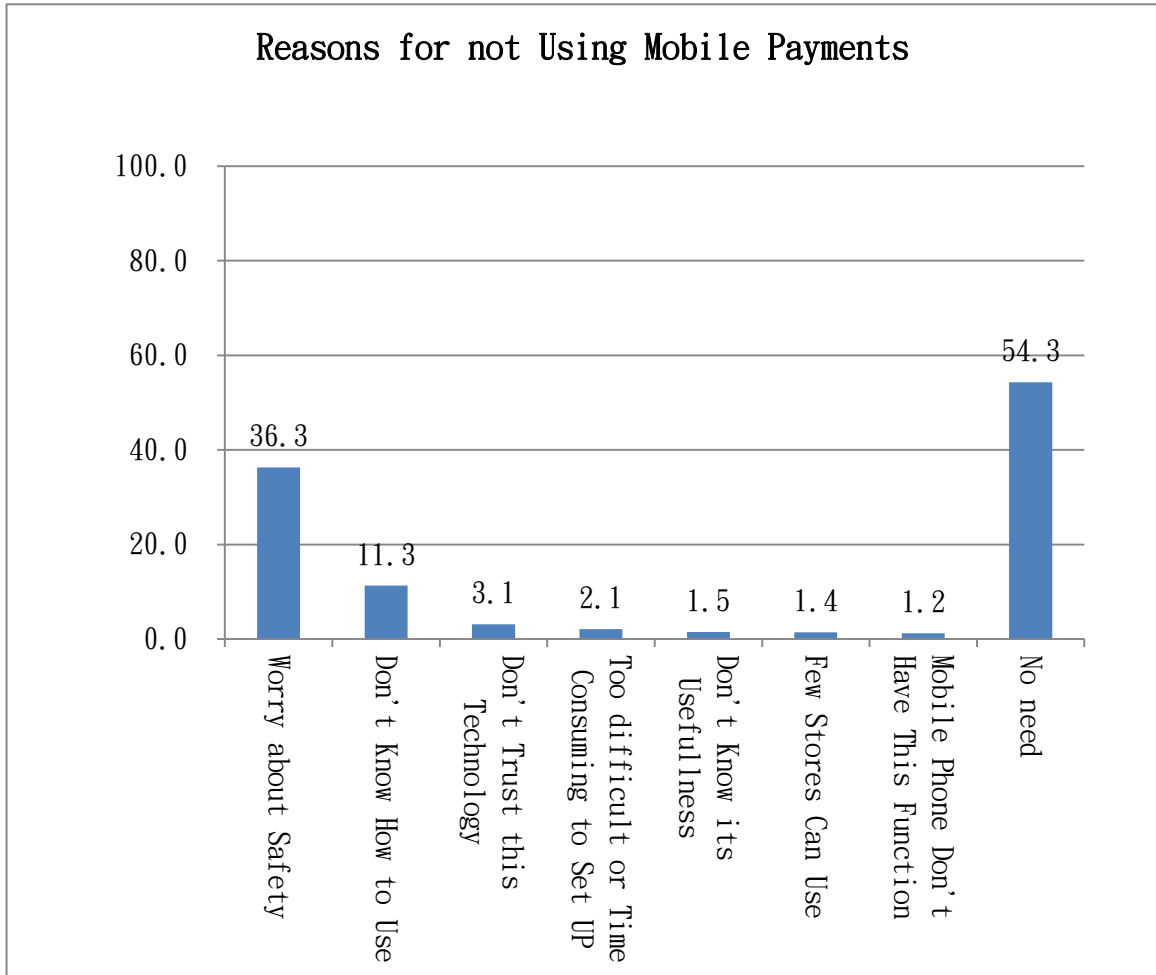


Figure29 Reasons for not Using Mobile Payments

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

77.7% of those mobile internet users are satisfied with mobile internet service. The main reason for those respondents not satisfied with service is “Unstable Signal or Disconnected too Often”, taking 54.6%, the second reason is “Speed too Slow”, taking 42.7%.

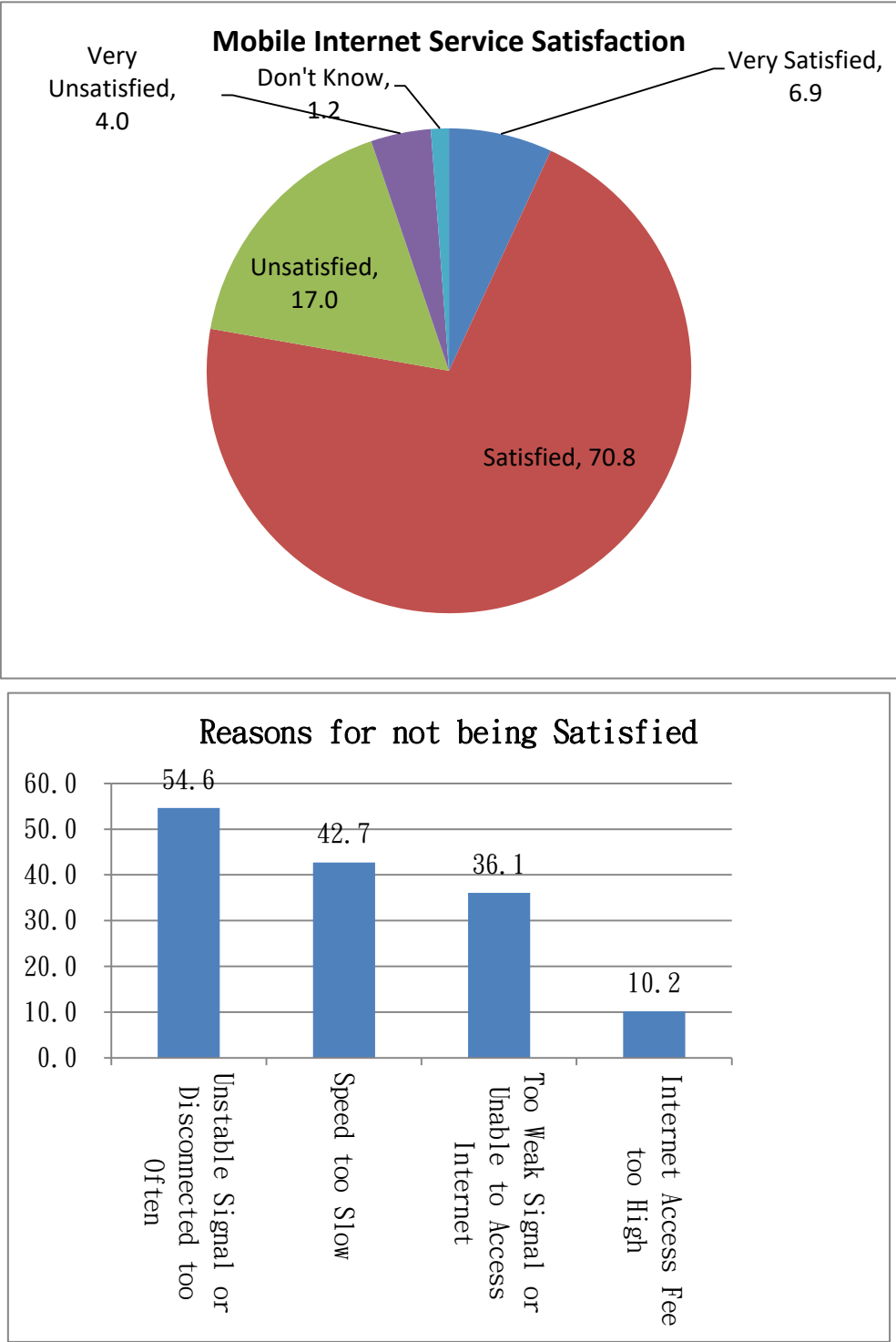


Figure30 Mobile Internet Service Satisfaction and Reasons for not being Satisfied

(31) Usage of Wi-Fi in Public Area

55.7% of the respondents who had internet experience had used WiFi in public area.

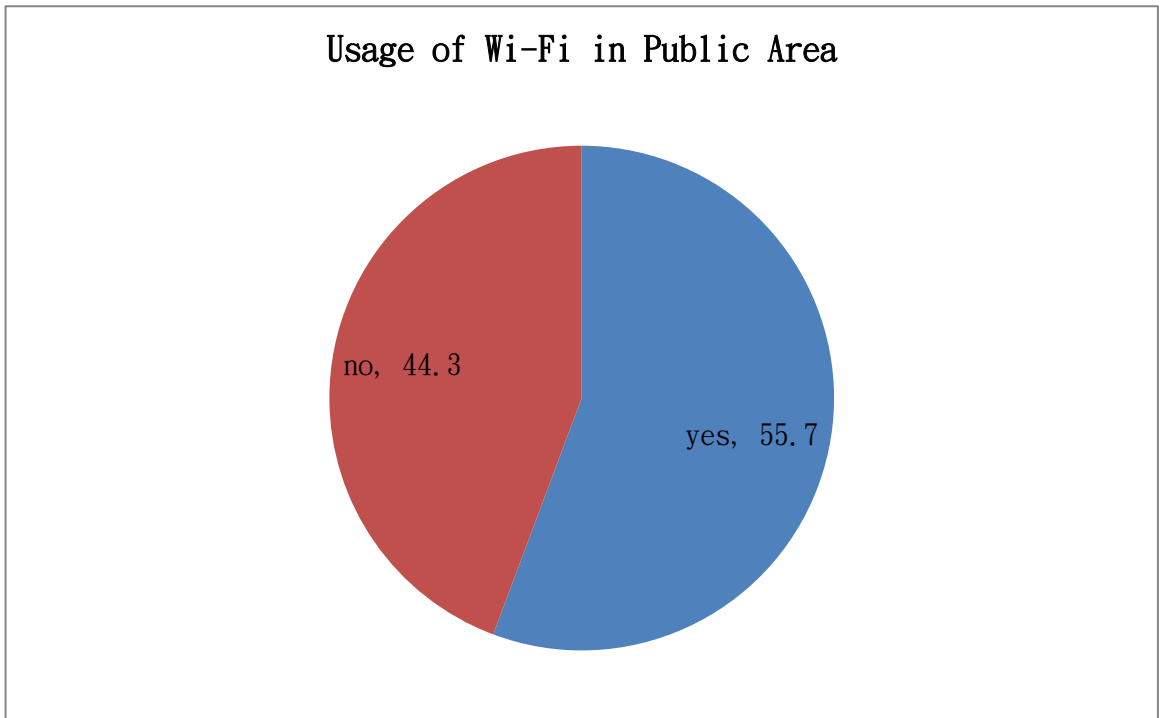


Figure31 Usage of Wi-Fi in Public Area

3. Internet Usage in Households

(1) Computer Devices at Home

81.3% of the respondents own desktop computers at home, ranking the first; 59.5% own notebook, ranking the second.

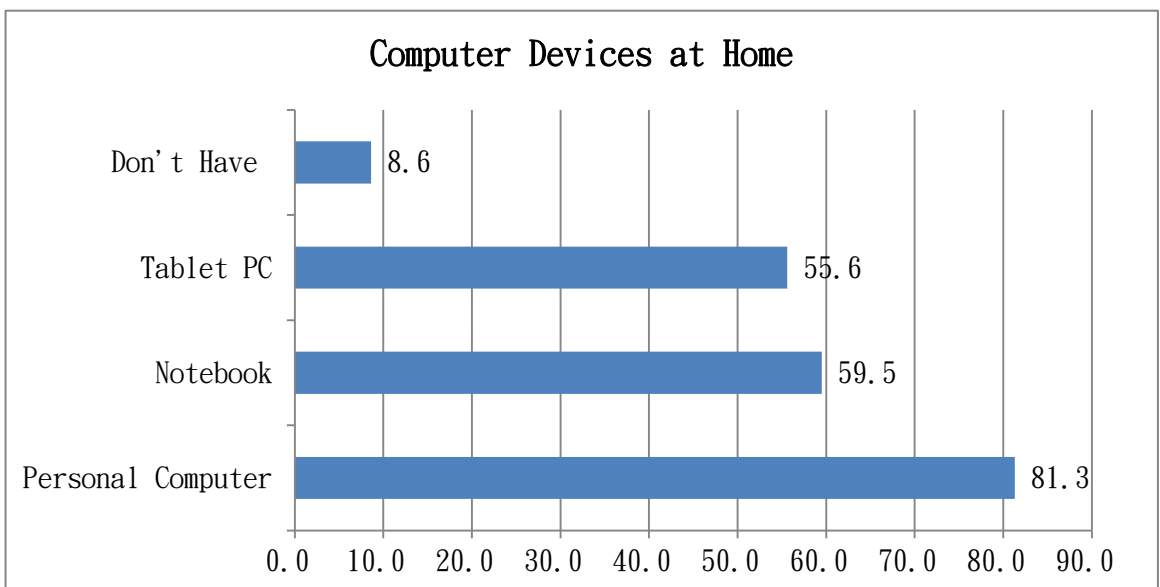


Figure32 Computer Devices at Home

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

87.9% of the respondents can access internet at home, while 12.1% are unable to access internet at home. Among those respondents who can access internet at home, 69.6% use desktop computers, ranking the first; while 63.5% use mobile phone, ranking the second.

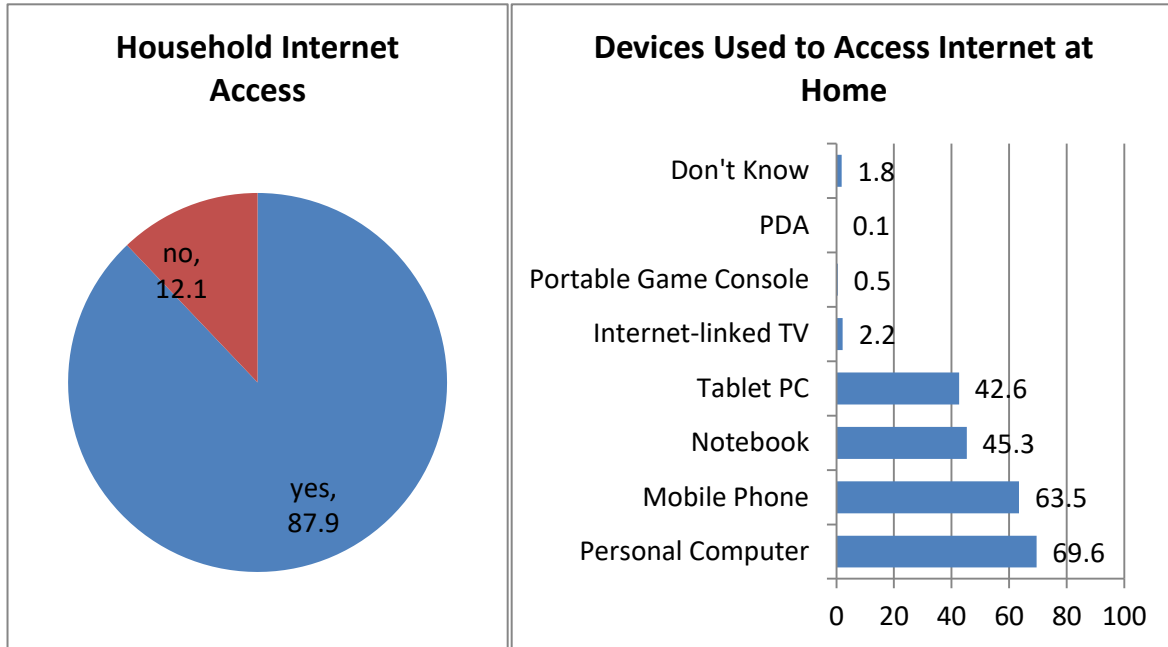


Figure33 Household Internet Access and Devices Used to Access Internet at Home

(3) Household Internet Connection by Type

Among those households who have internet access at home, 69.6% use ADSL/FTTH/FTTB to access internet, ranking the first, and followed by “Cable Modem”(15.0%), ranking the second.

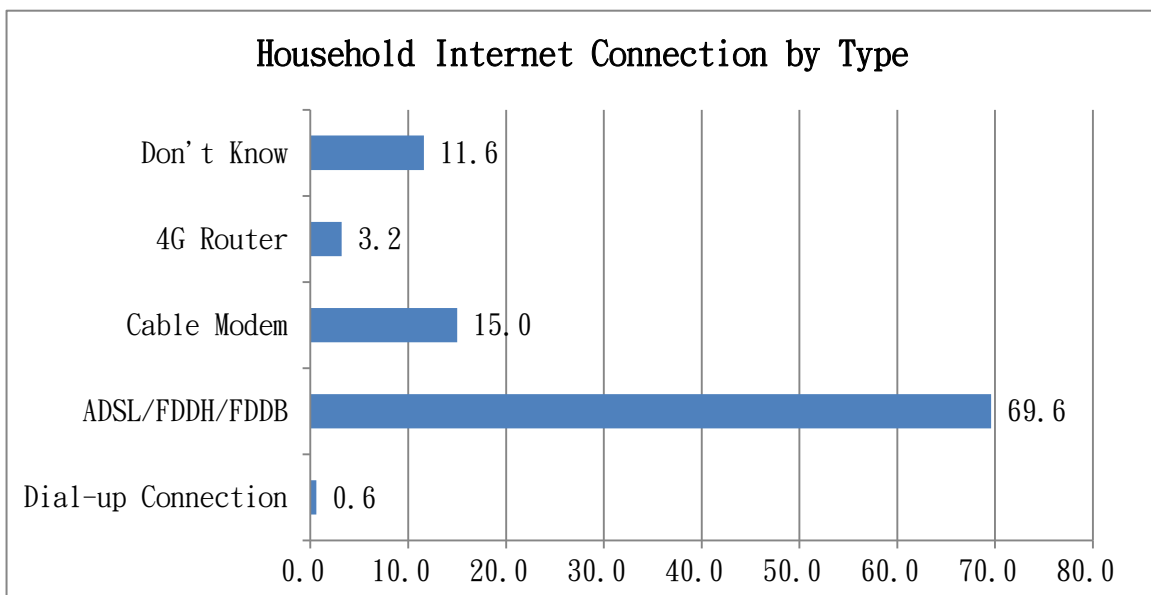


Figure34 Household Internet Connection by Type