

Wireless Internet Usage in Taiwan

Summary Report of November 2016 Survey

Taiwan Network Information Center

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1. Survey Methodology

Survey Period	Telephone interview survey: From Nov. 21, 2016 to Nov.30, 2016
Number of Samples	1,072 valid samples (telephone interview survey)
Target	Residents in Taiwan aged 12 and above
Population	21,068,674 residents in 22 cities/counties in Taiwan *Demographic information based on 2016 September Monthly Demographic Statistics Report, Ministry of Interior
Survey Method	Computer-assisted telephone interview
Sampling Method	Using stratified random sampling with 22 cities/counties in Taiwan as strata, proportionally allocating residents aged 12 and above in each stratum, and randomly selecting one resident aged 12 and above from the sampled household as a respondent.

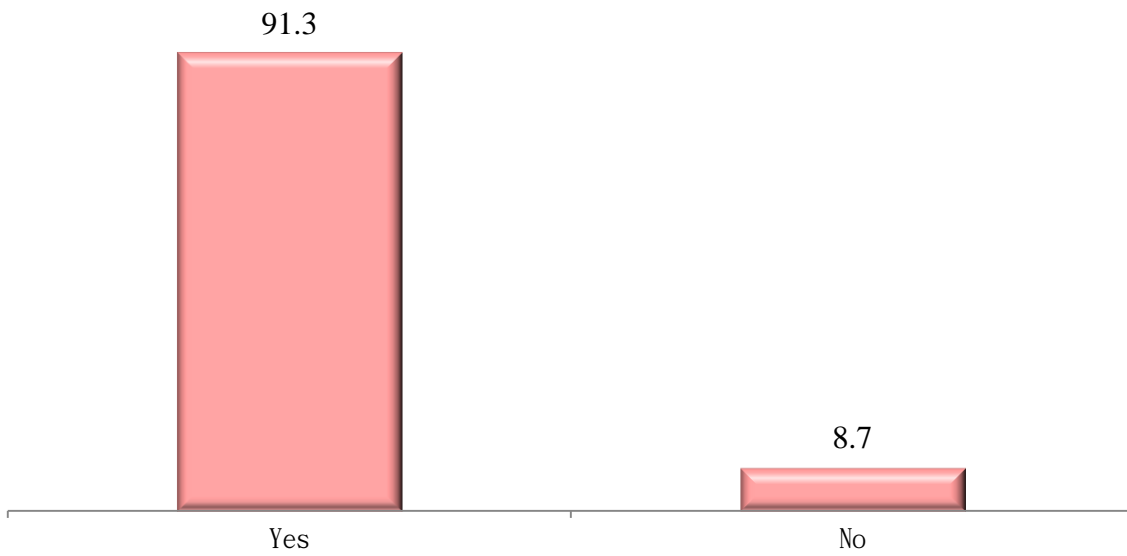
2. Mobile Internet Usage Overview

(1) Mobile Internet usage

(a) Percentages of Internet users who have ever used Mobile Internet

91.3% of 852 Internet users have ever used Mobile Internet .

Percentage of Internet users who have ever used Mobile Internet



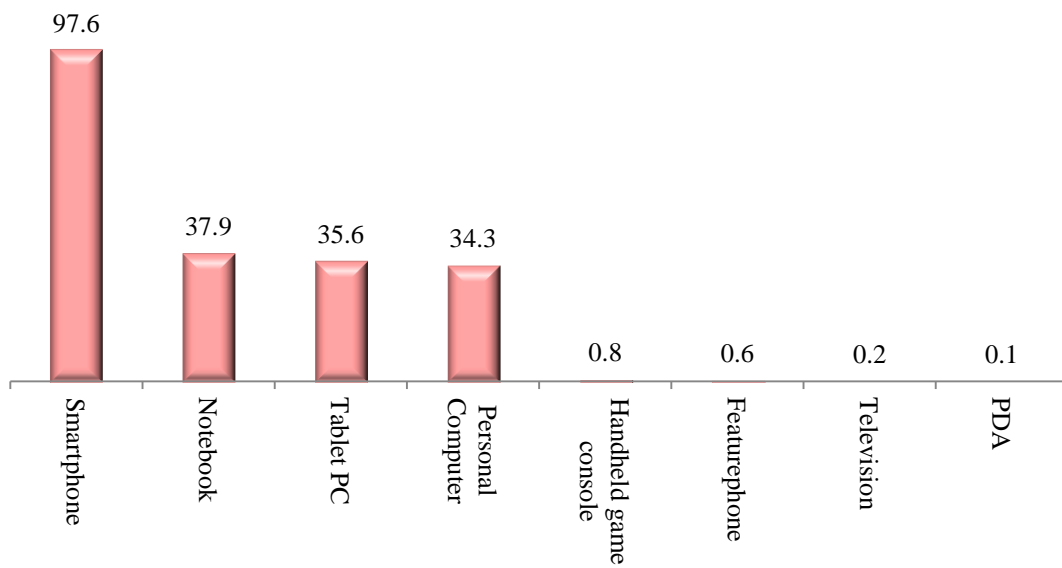
【Unit: %】

(2) Mobile Internet Accessing

(a) Devices owned for Mobile Internet access

“Smartphone” is the main device owned owned by 779 Mobile Internet users for Mobile Internet access , followed by “Notebook.”.

Devices owned for Mobile Internet access



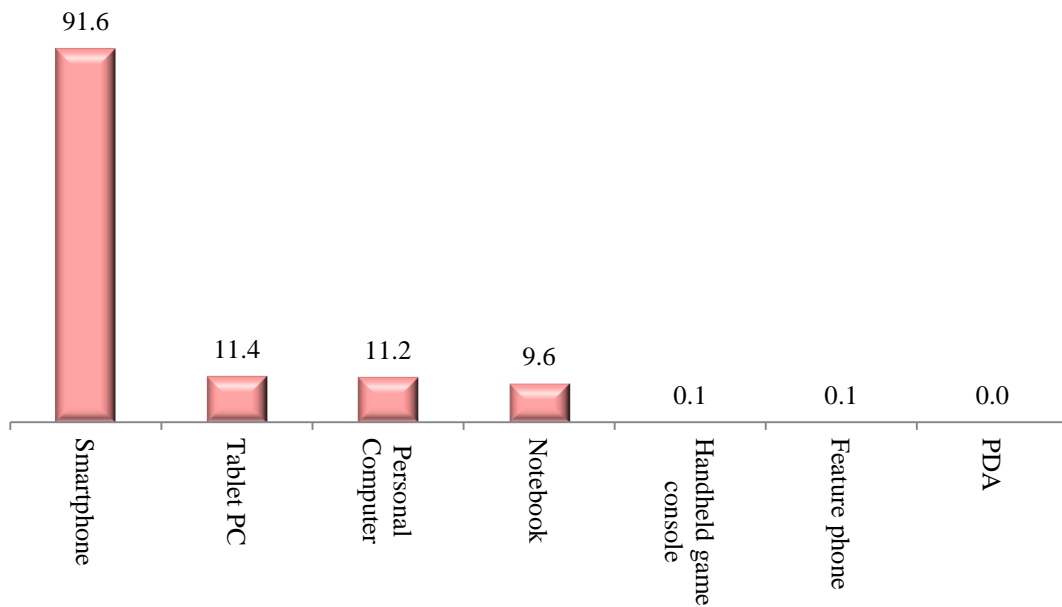
【Unit: %】

【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 779 Mobile Internet users for Mobile Internet access, followed by “Tablet PC.”

Devices used to access Mobile Internet

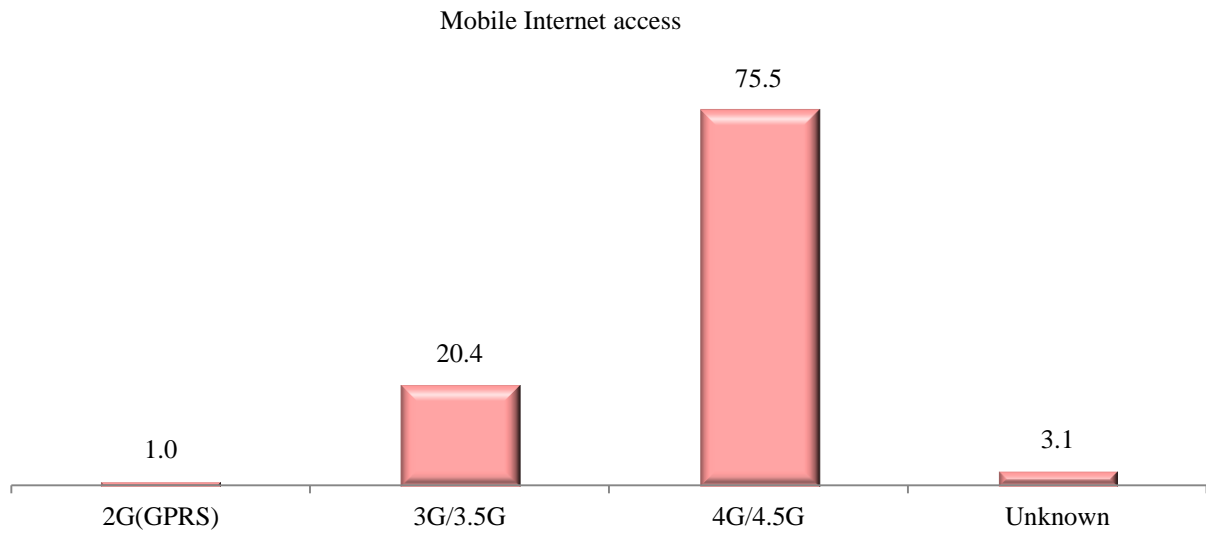


【Unit: %】

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

(c) Mobile Internet Access

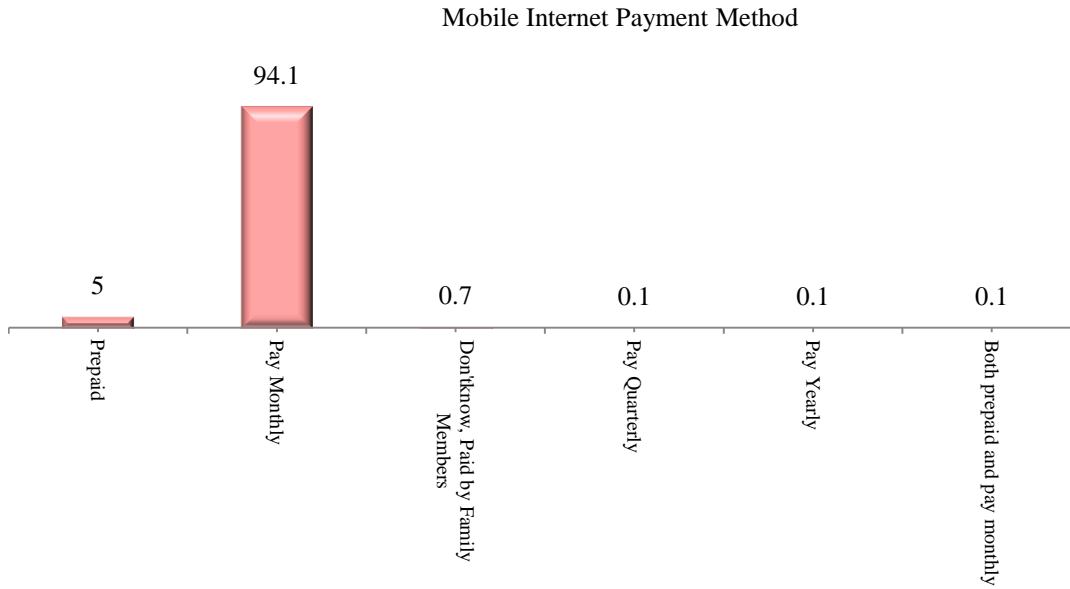
4G/4.5G has become the main method used by 779 Mobile Internet users to access Mobile Internet.



【Unit: %】

(d) Mobile Internet Payment Method

“Pay Monthly” is the main payment method used by 779 Mobile Internet users, followed by “Prepaid” method.



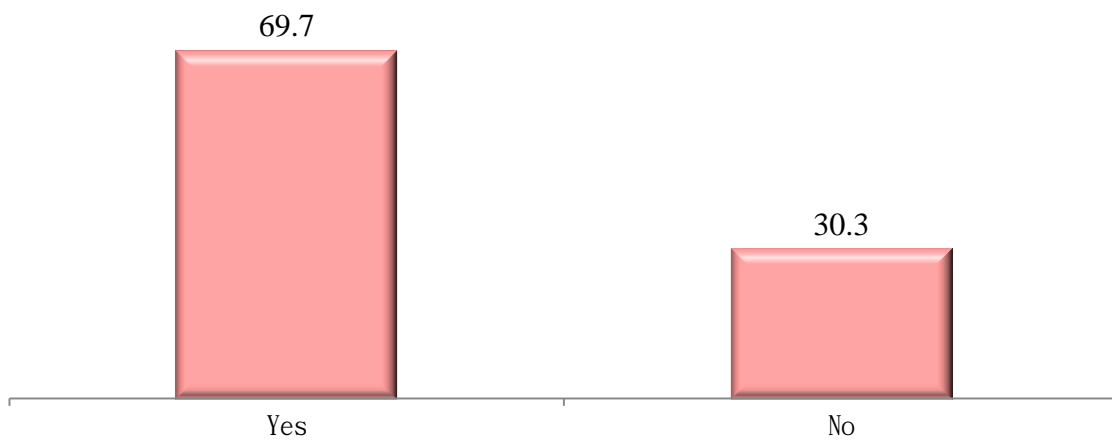
【Unit: %】

3. Wireless LAN (Excluding Mobile Internet and WiFi at home) Usage

(1) Percentage of Internet users who have ever used Wireless LAN

69.7 % of the 852 Internet users have ever used Wireless LAN, while 30.3% have never used.

Percentage of respondents who have ever used Wireless LAN

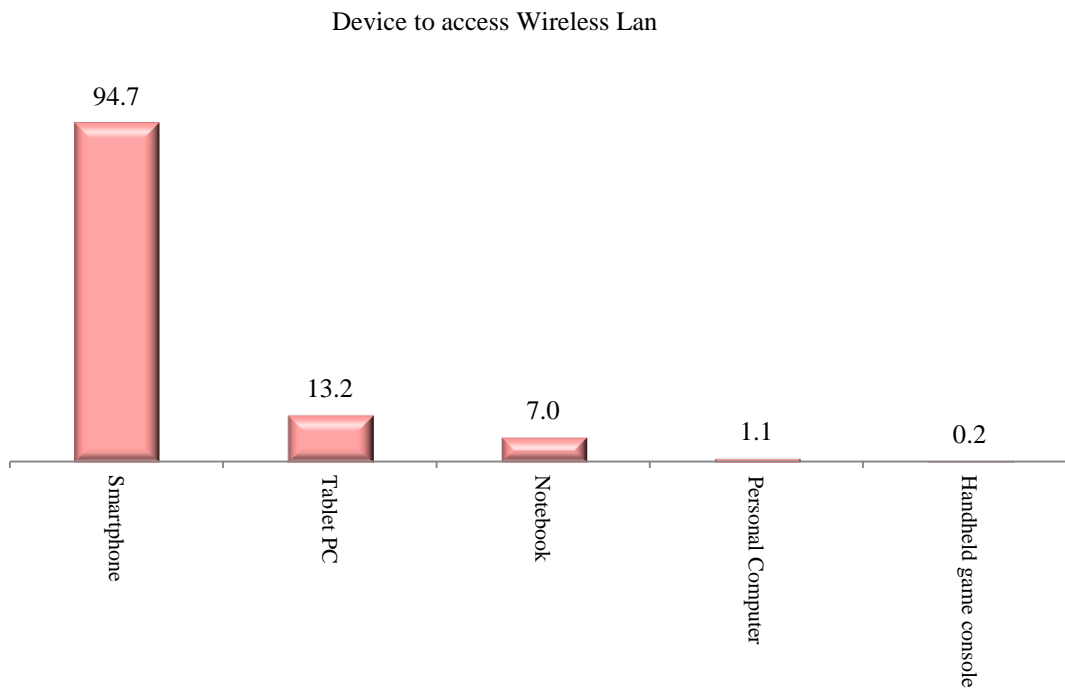


【Unit: %】

(2) Wireless LAN User Behavior

(a) Devices used to Access Wireless LAN

“Smart phones” is the major device used by those 594 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: %】

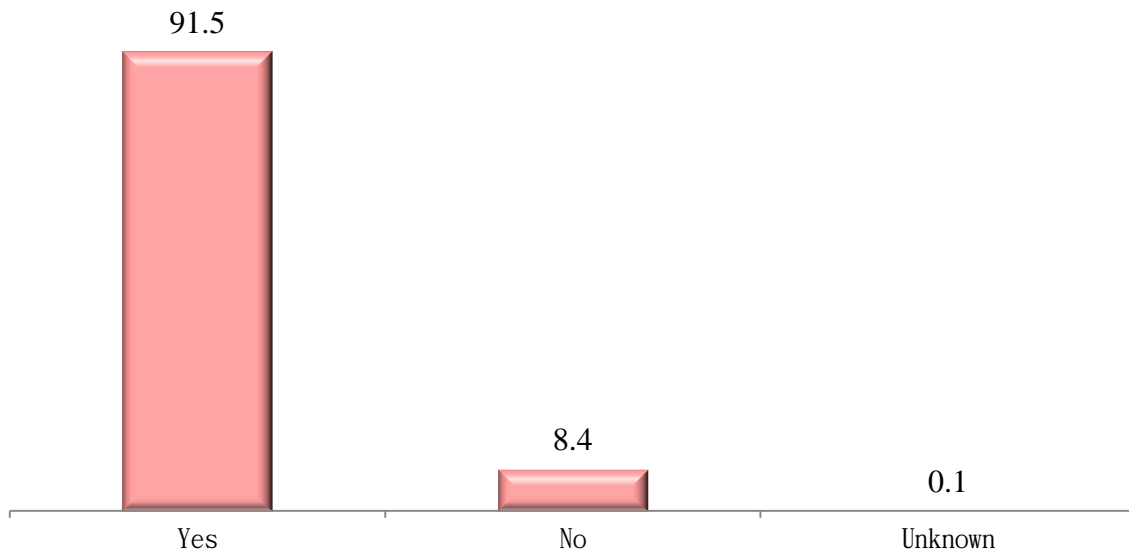
【Note : Multiple choices, total percentage may be greater than 100% ; Only list the top 10items】

4. Wireless Internet User Behavior the Last Year

(1) Usage of Instant Messaging Software or Online Community

91.5 percent of 811 Wireless Internet users have ever used instant messaging software or online community .

Percentage of Wireless Internet users who have ever used instant messaging software or online community

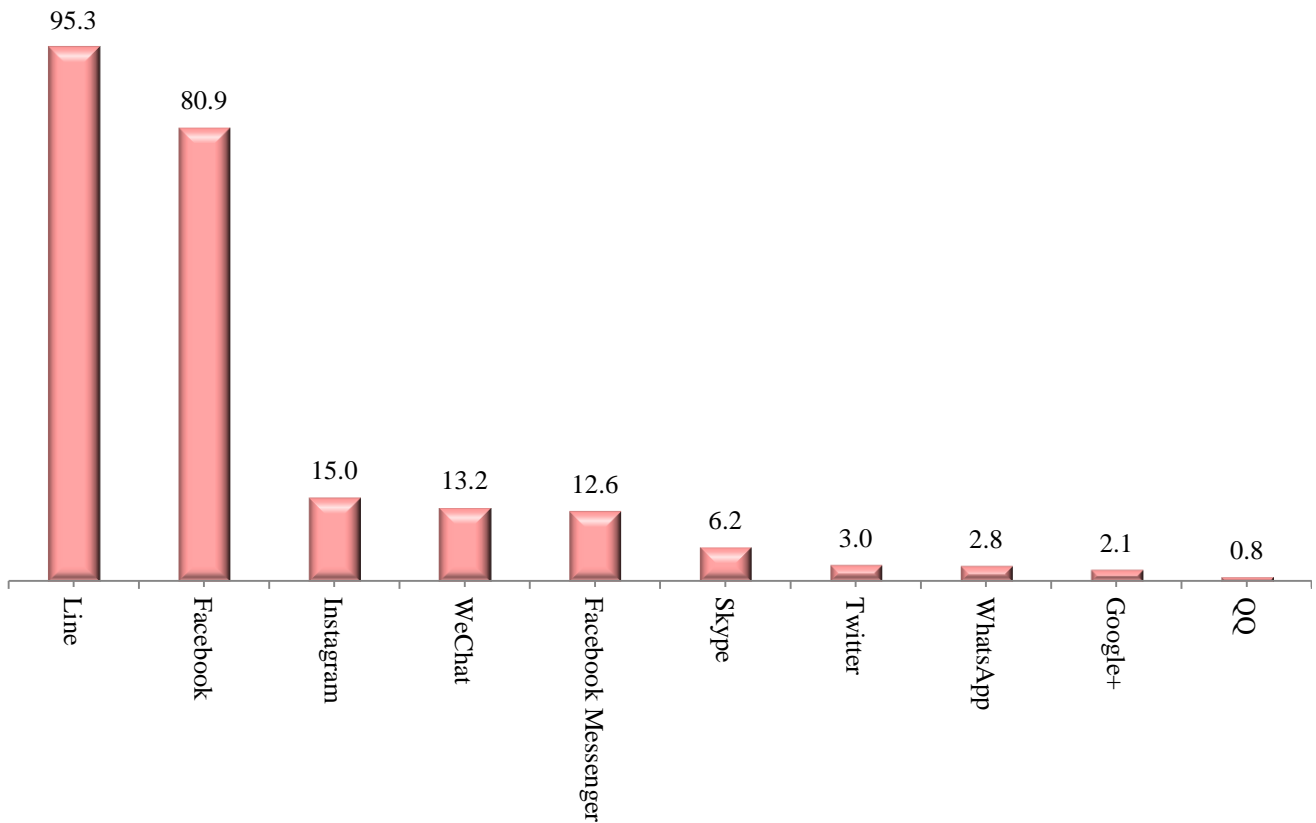


【Unit: %】

(2) Instant Messaging Software or Online Community by Category

By category, “Line” is the main instant messaging software or online community category used by those 741 instant messaging software or online community users , followed by “Facebook”.

Instant Messaging Software or Online Community by Category



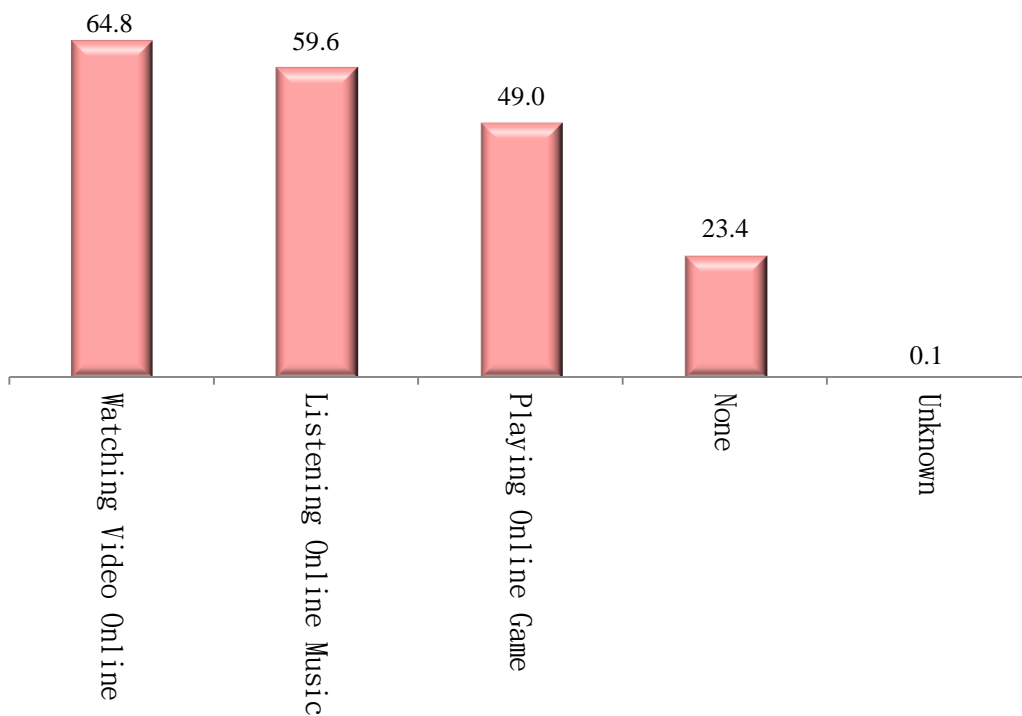
【Unit: %】

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

(3) Usage of Watching Video Online, Listening Online Music or Playing Online game

64.8 percent of Wireless Internet users have been watching video online, followed by “Listening Online Music “.

Percentage of Wireless Internet users who have been Watching Video Online, Listening Online Music or Playing Online game



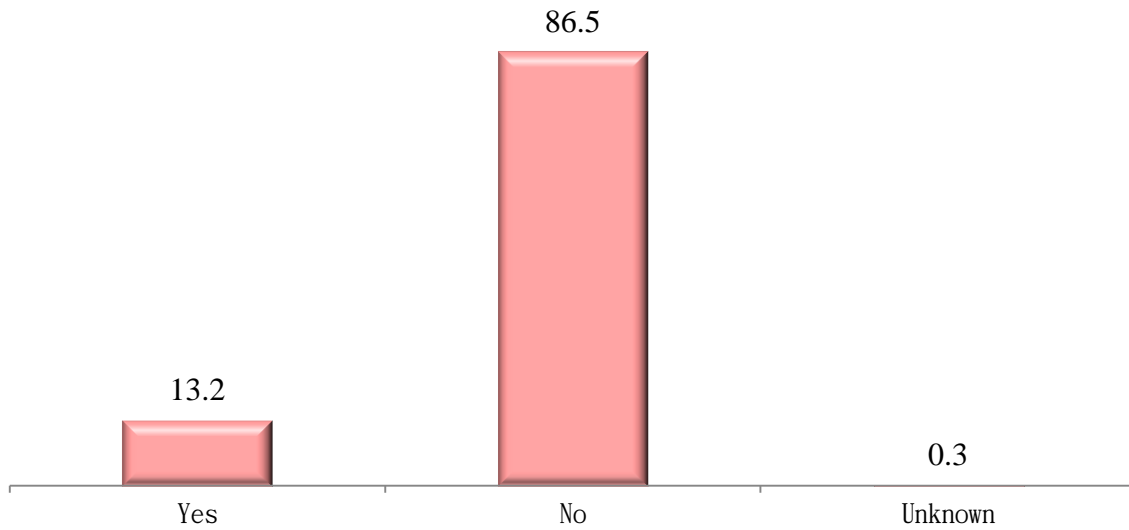
【Unit: %】

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

(4) Usage of Wireless Internet Selling or Auctioning Merchandises or Services

13.2 percent of 811 Wireless Internet users have ever used Wireless Internet Selling or Auctioning merchandises or services.

Percentage of Wireless Internet users who have ever used Wireless Internet selling or auctioning merchandises or services

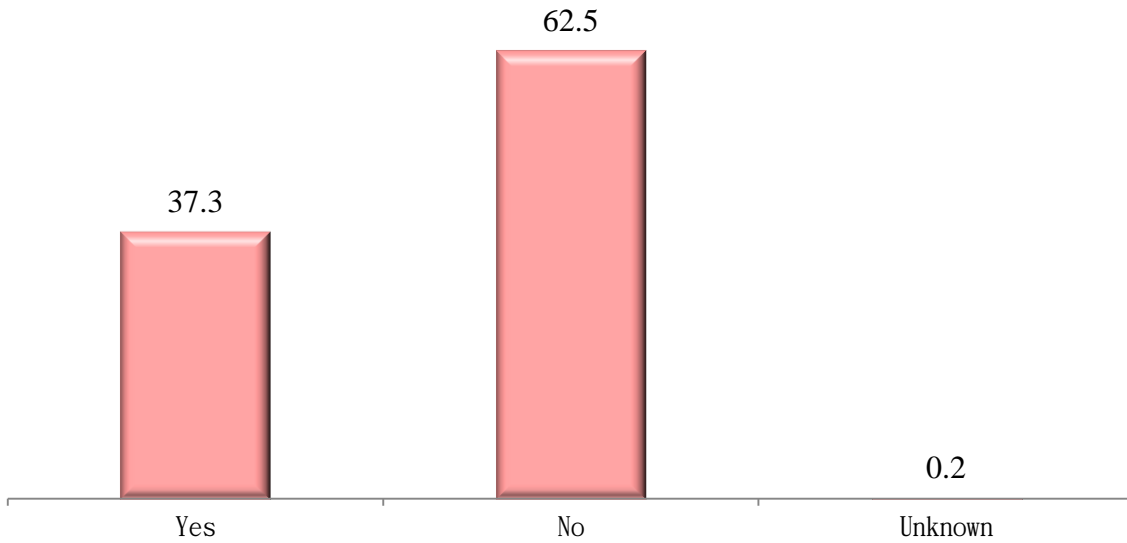


【Unit: %】

(5) Usage of Wireless Internet Inquiring or Processing Personal Finance

37.3 percent of 811 Wireless Internet users have ever used Wireless Internet inquiring or processing personal finance, for example, .

Percentage of Wireless Internet users who have ever used Wireless Internet inquiring or processing personal finance

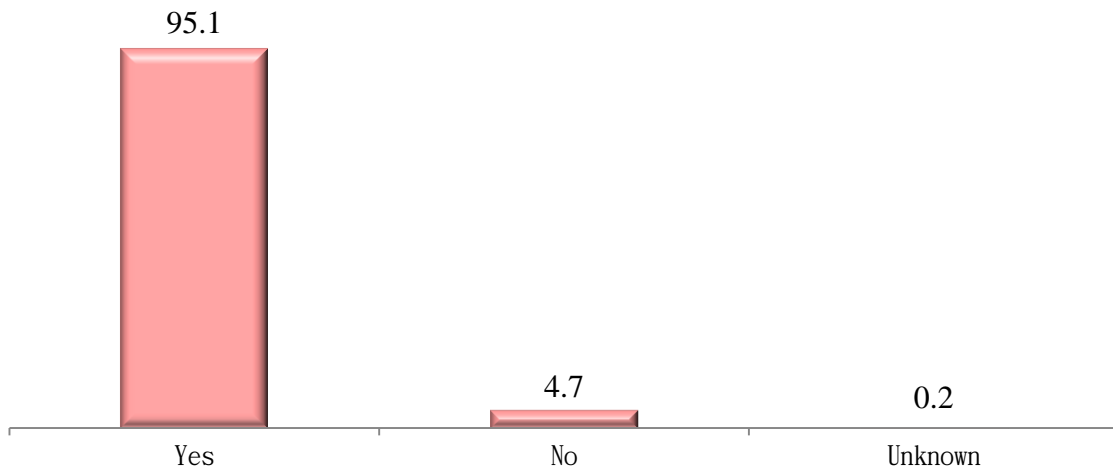


【Unit: %】

(6) Usage of Internet Searching or Browsing Information

95.1 % of the 811 Wireless Internet users have ever used internet searching or browsing information.

Percentage of Wireless Internet users who have ever used internet searching or browsing information

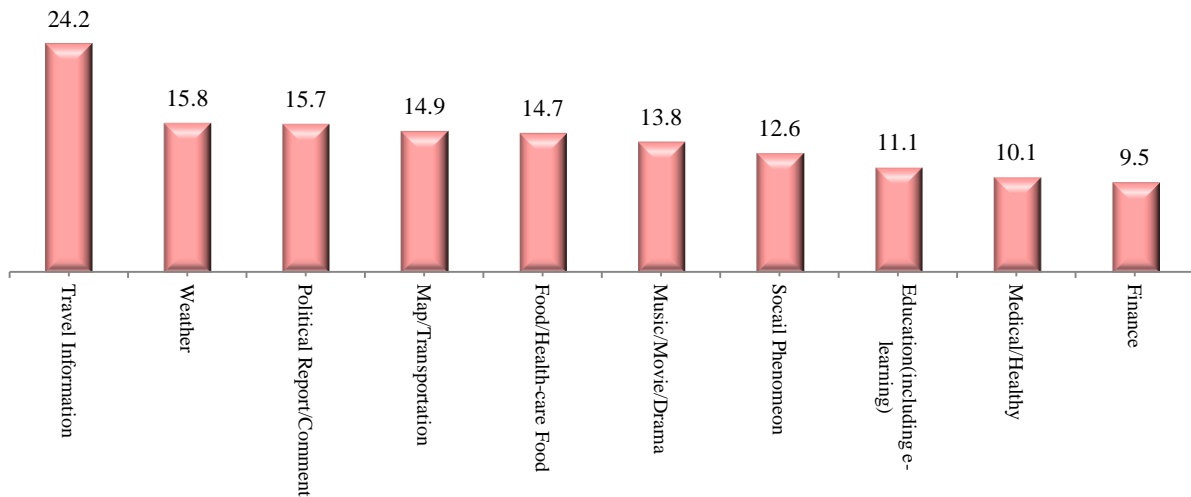


【Unit: %】

(7) Internet Searching or Browsing Information by Category

By category, percentage of “Travel Information” is the highest category searched or browsed by those 771 internet searching or browsing information users , followed by “Weather” and “Political Report/Comment “.

Internet Searching or Browsing Information by Category



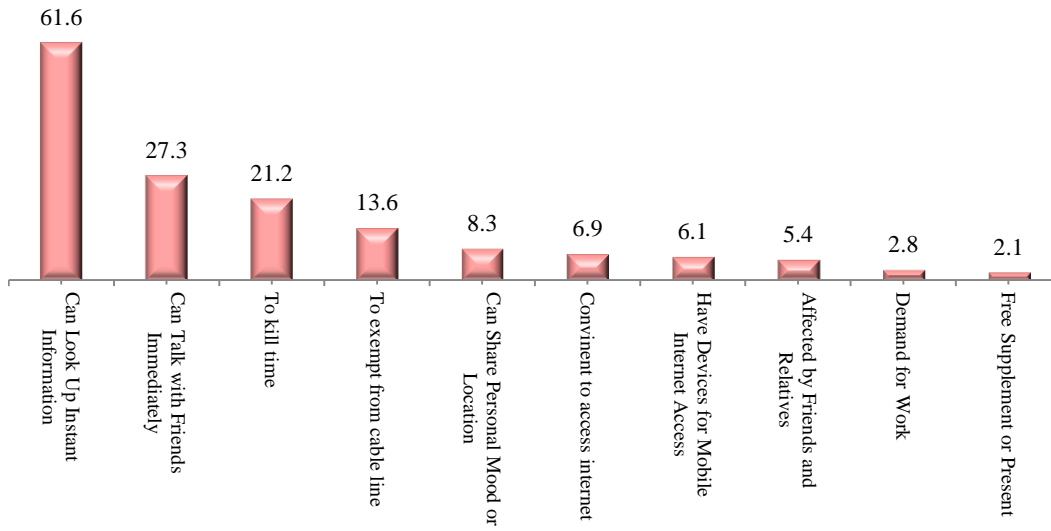
【Unit: %】

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

(8) Reasons for using Wireless Internet

“Look Up Information”, “Talk with Friends” and “Kill time” are the three major reasons why 811 Wireless Internet users use Wireless Internet.

Reasons for Using Wireless Internet



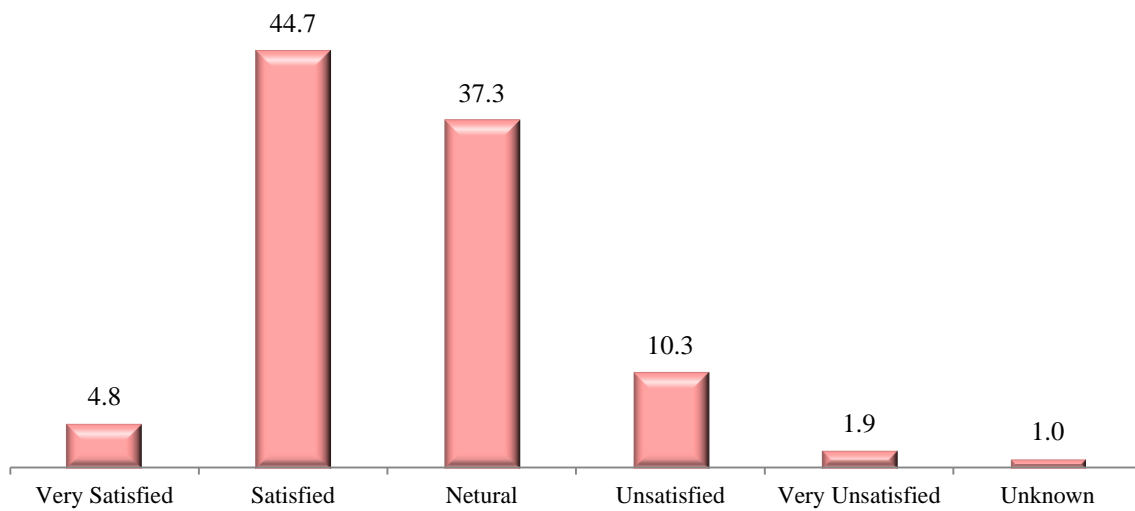
【Unit: %】

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

(9) User satisfaction with Wireless Internet quality

86.8% of 811 Wireless Internet users are satisfied with the quality of Wireless Internet quality.

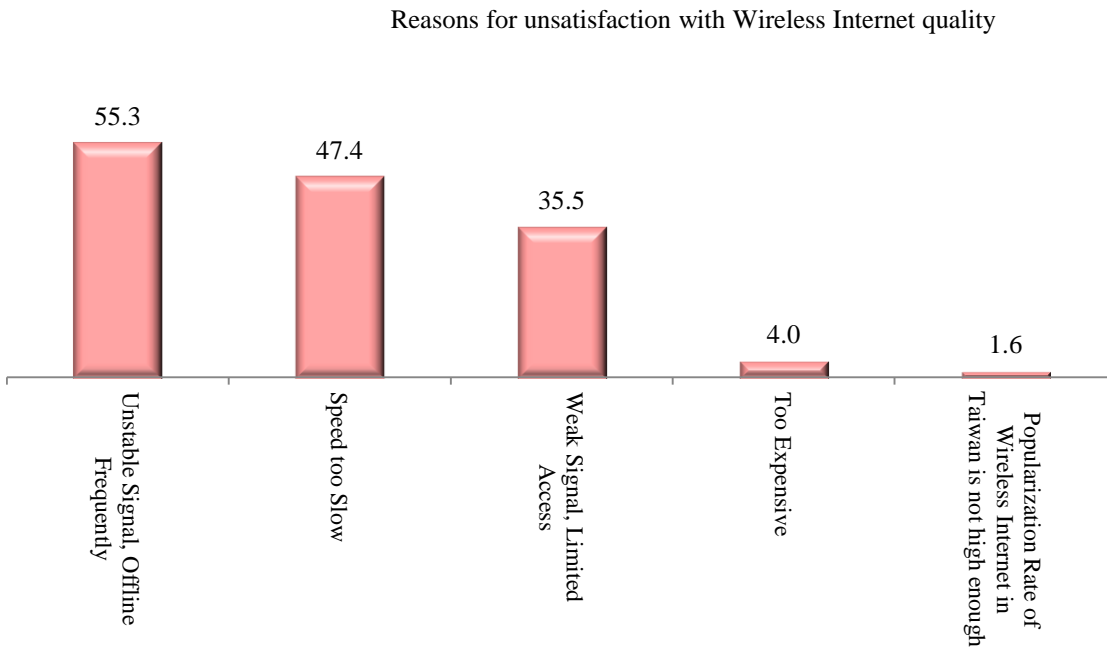
User satisfaction with Wireless Internet quality



【Unit: %】

(10) Reasons for unsatisfaction with Wireless Internet quality

The main reason for those 98 Wireless Internet users who are unsatisfied with Wireless Internet quality is “Unstable Signal, disconnected frequently”, followed by “Speed too Slow”.



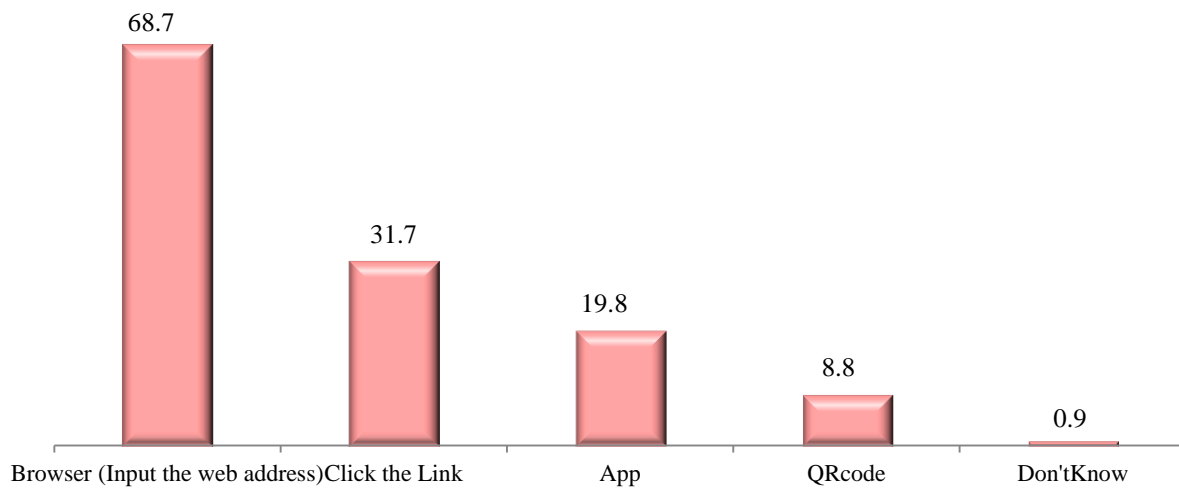
【Unit: %】

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

(11) Website Accessing

“Browser (Input the web address)” is the main method used by 811 Wireless Internet users to access Websites, followed by using “Click the Link “ .

Different Ways of Accessing Website



【Unit: %】

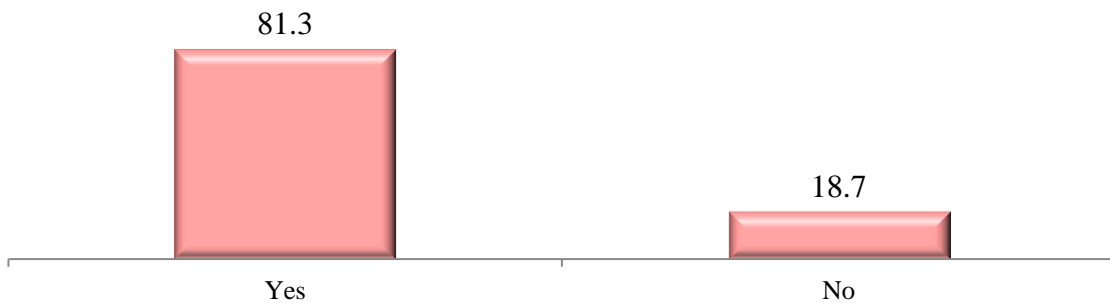
【Note : Multiple choices, total percentage may be greater than 100%】

4. APPs

(a) Percentages of Respondents Using APPs

81.3 % of the 811 Mobile or Wireless LAN Internet users have used APPs, while 18.7% haven't.

Percentage of respondents using APPs

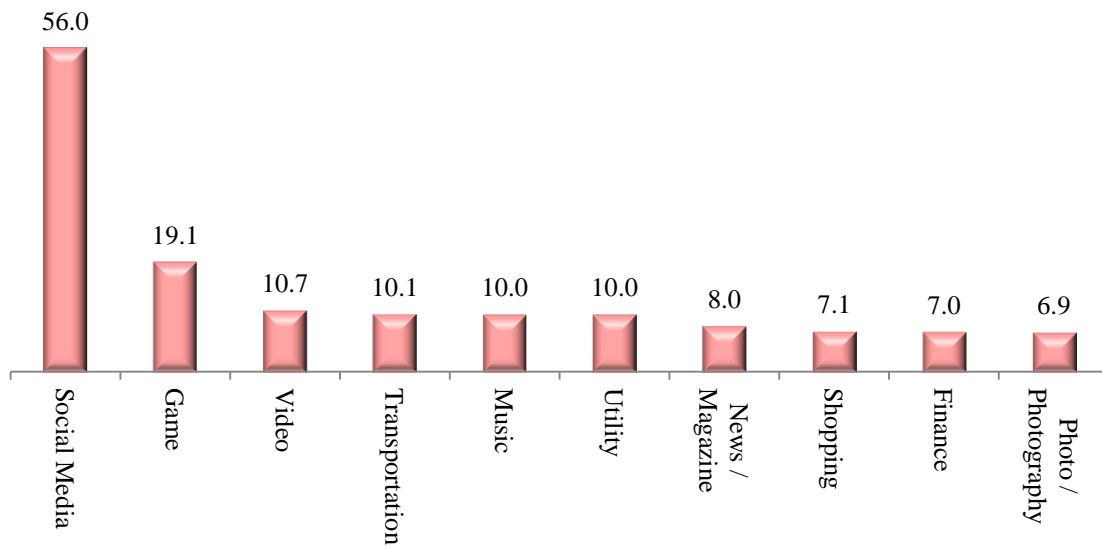


【Unit: %】

(b) Most frequently Used Apps by type

“Social Media” APPs is main type of APPs used by 659 App users, followed by “Game”.

Most Frequently Used Apps by Type



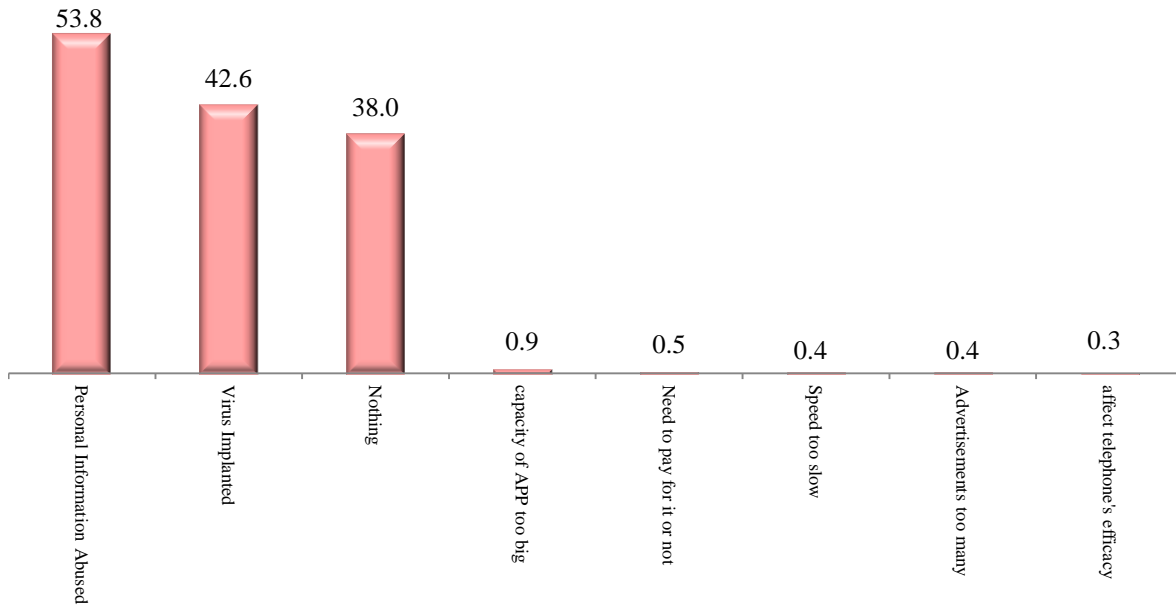
【Unit: %】

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

(c) Things Worried about while downloading APP

“Personal Information Abused” (53.8%) is the main things those 659 App users are worried about, followed by “Virus implanted”(42.6%).

Things Worried about while downloading APP



【Unit: %】

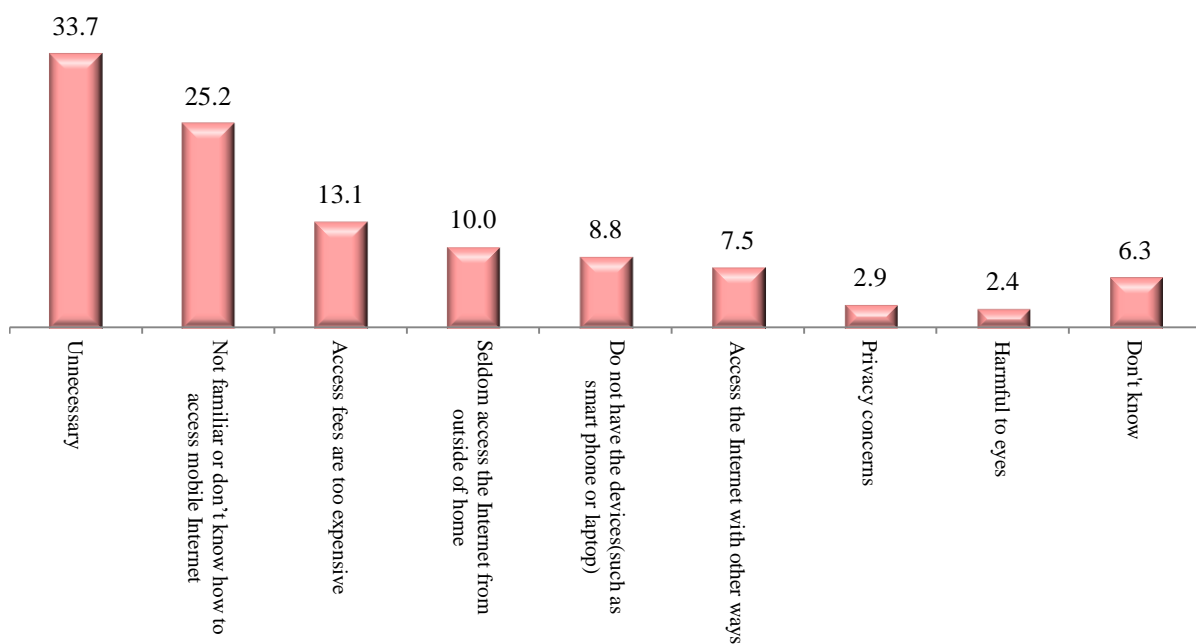
【Note : More than one answer is allowed, total might be greater than 100%】

5. Reasons for not using Mobile Internet/Wireless LAN

(1) Reasons for not using Mobile Internet

“Unnecessary” is the major reason why those 74 respondents who don’t use Mobile Internet, followed by “Not familiar or don’t know how to access Mobile Internet” and “Access fees are too expensive”.

Reasons for not using Mobile Internet

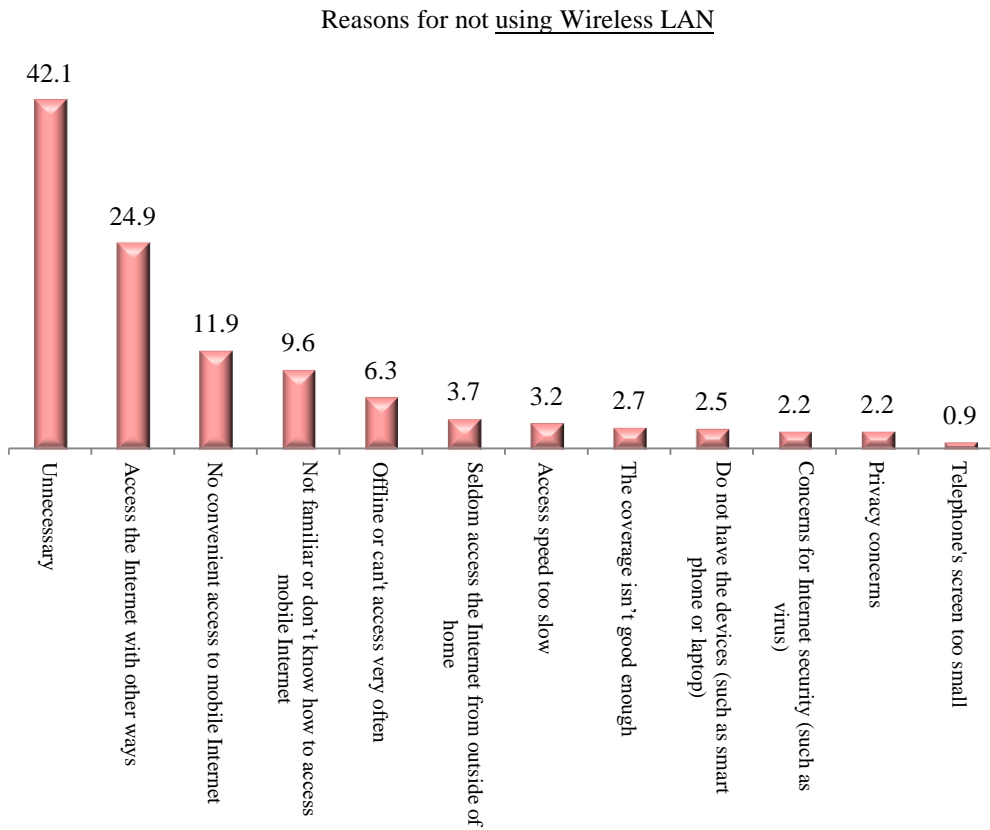


【Unit: %】

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

(2) Reasons for not using Wireless LAN

“Unnecessary” is the major reason why those 258 respondents who don’t use Wireless LAN do not use Wireless LAN, followed by “Access the Internet with other ways” and “No convenient access to mobile Internet ”.



【Unit: %】

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