

Wireless Internet Usage in Taiwan

Summary Report of November 2017 Survey

Taiwan Network Information Center

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1. Survey Methodology

Survey Period	Telephone interview survey: From October. 23, 2017 to October.31, 2017
Number of Samples	1,067 valid samples (telephone interview survey)
Target	Residents in Taiwan aged 12 and above
Population	21,116,081 residents in 22 cities/counties in Taiwan *Demographic information based on 2017 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. Technical Terms

1.Mobile Internet Access

Internet access through telecommunications companies.

2.WiFi Internet Access

Internet access through access points in public area.

3.Wireless Internet Access

Internet access through Mobile internet or WiFi internet.

4.People

Those who have been interviewed by telephone in this survey..

5.Internet User

People who ever access internet

6.Wireless Internet User

People who ever access internet through Mobile internet or WiFi internet.

7.Mobile Internet User

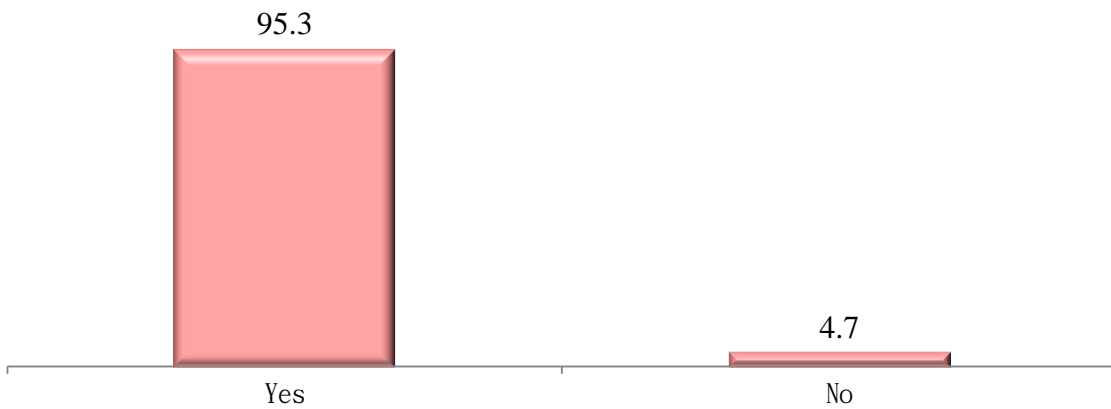
People who ever access internet through Mobile internet.

3. Wireless Internet Usage

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

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

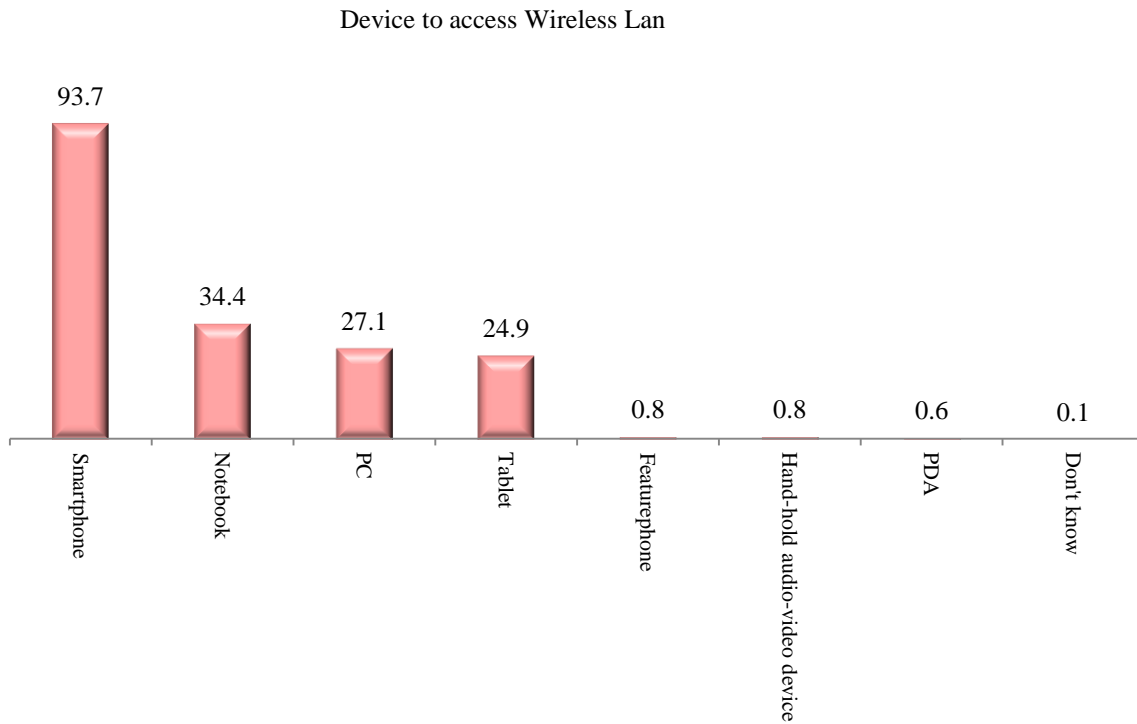
Percentage of respondents who have ever used Wireless Internet



【Unit: %】

(2) Devices used to Access Wireless Internet

“Smart phones” is the major device used by those 801 Wireless Internet users to access internet, followed by “Notebook” and “PC” .

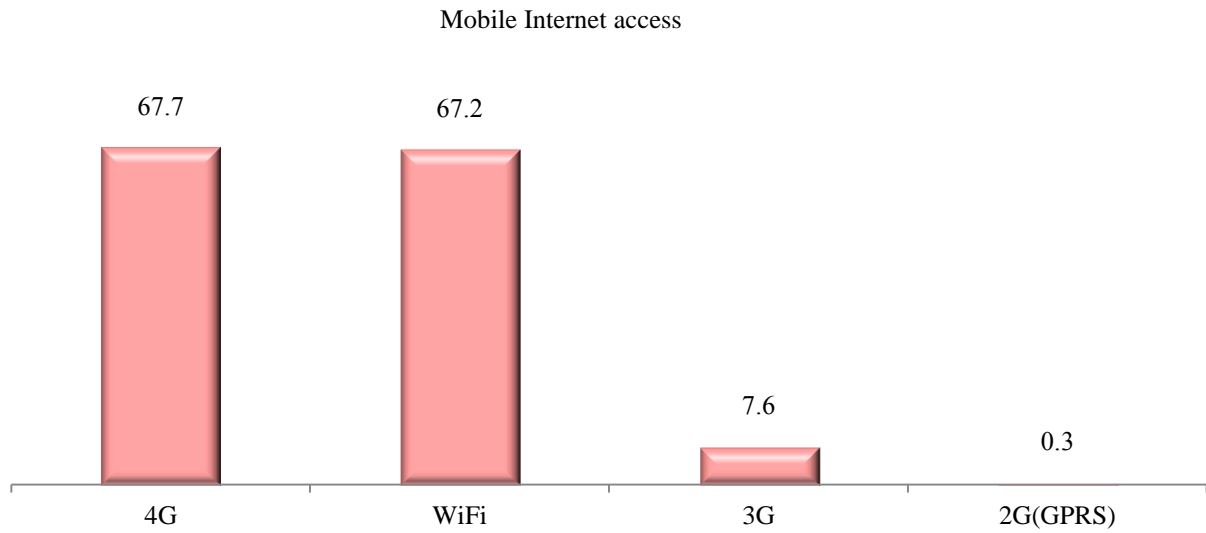


【Unit: %】

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

(3) Wireless Internet Access

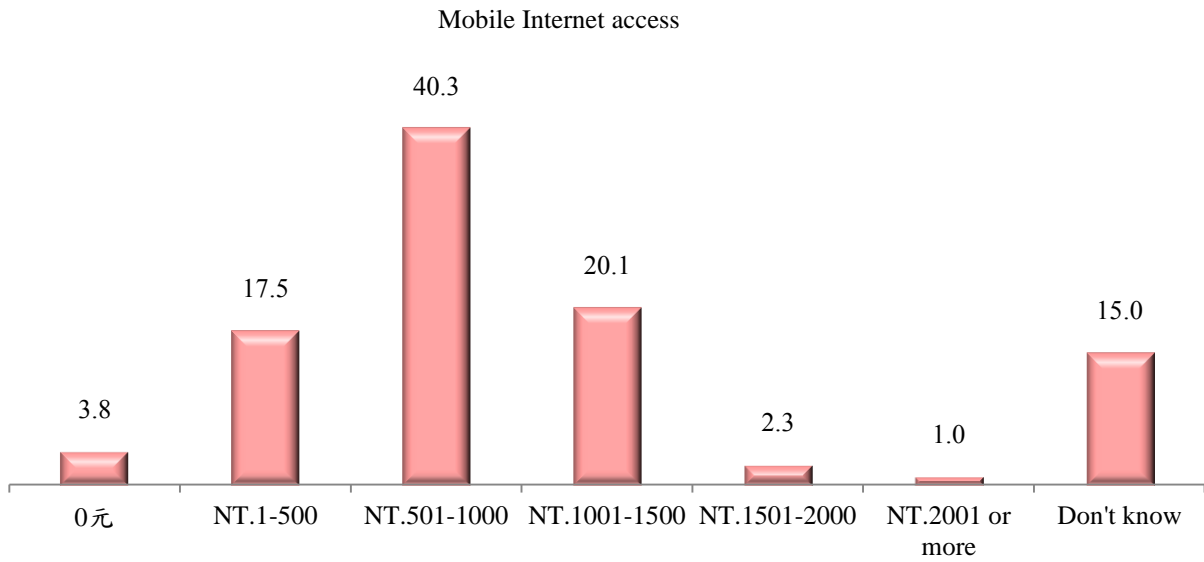
4G and WiFi have become the main methods used by 801 Wireless Internet users to access Wireless Internet.



【Unit: %】

(4) Monthly Payment for Wireless Internet Access

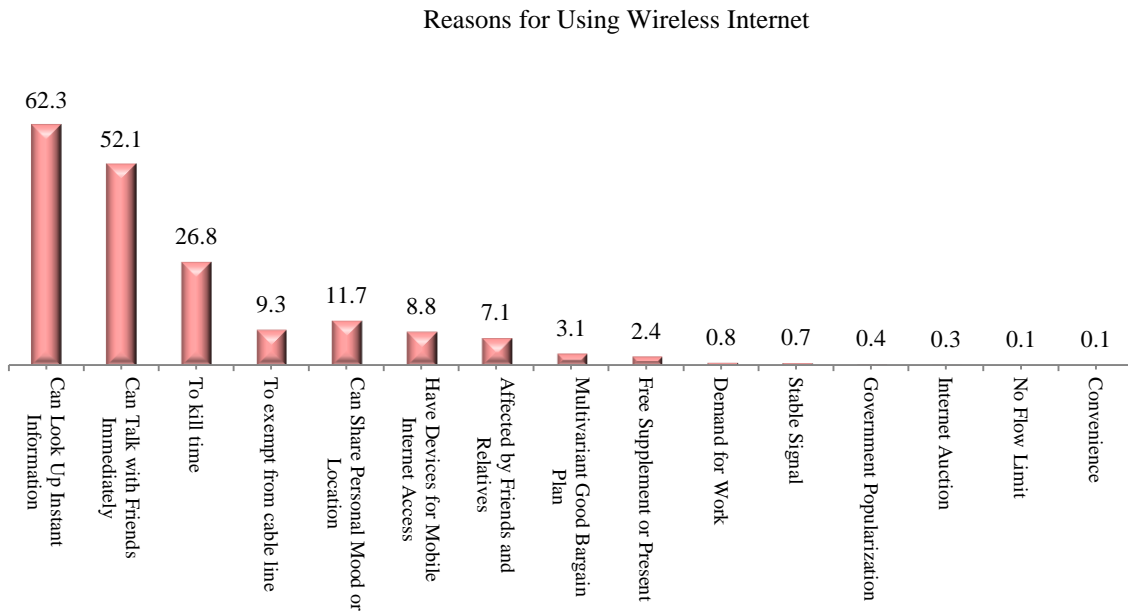
4G and WiFi have become the main methods used by 801 Wireless Internet users to access Wireless Internet.



【Unit: %】

(5) Reasons for using Wireless Internet

“Look Up Information”, “Talk with Friends” and “Kill time” are the three major reasons why 801 Wireless Internet users use Wireless Internet.



【Unit: %】

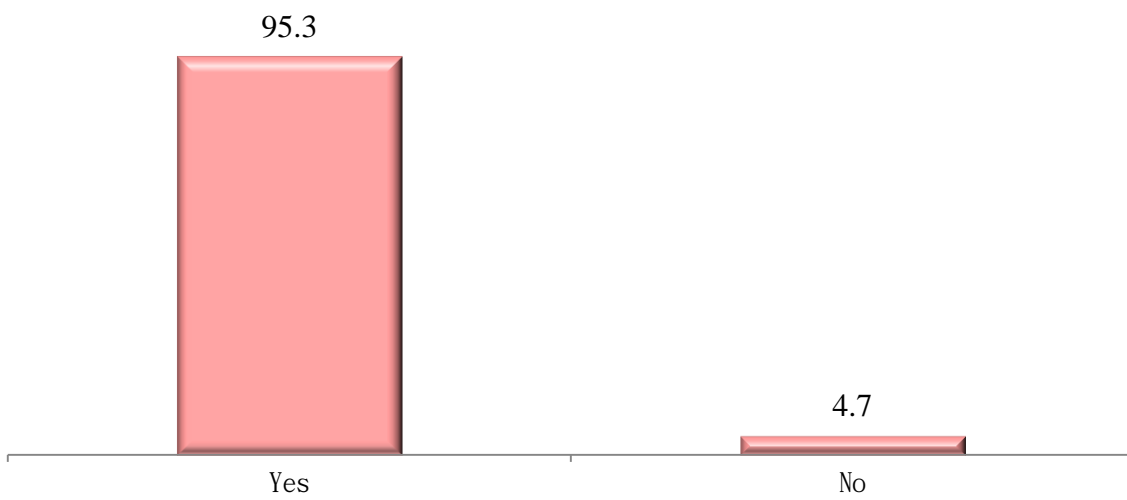
【Note : Multiple choices are allowed; total percentage may be greater than 100%】

4. Wireless Internet User Behavior the Last Year

(1) Usage of Instant Messaging Software or Online Community

95.3 percent of 801 Wireless Internet users have ever used instant messaging software or online community .

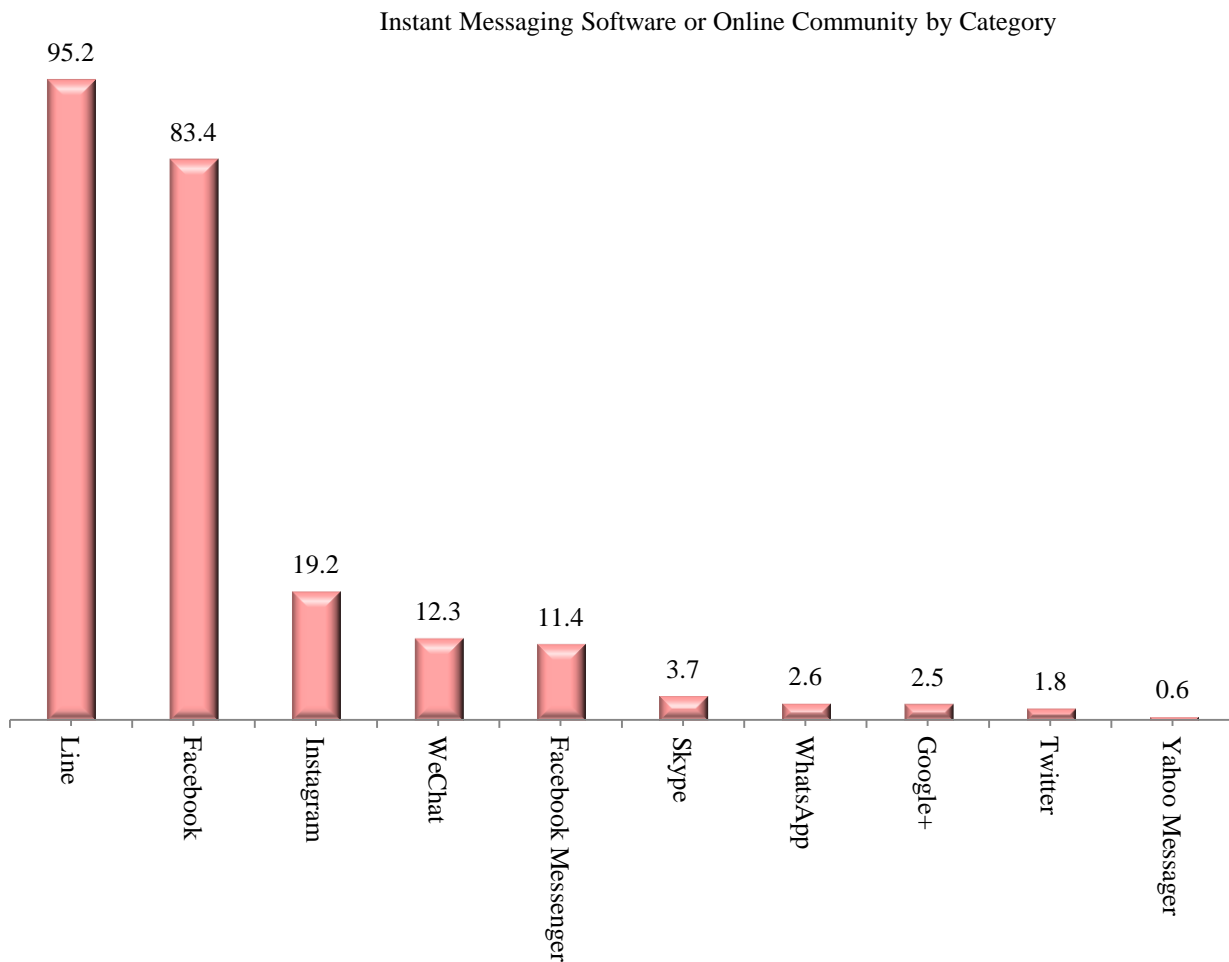
Percentage of Wireless Internet users who have ever used instant messaging software or online community



【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 764 instant messaging software or online community users , followed by “Facebook”.



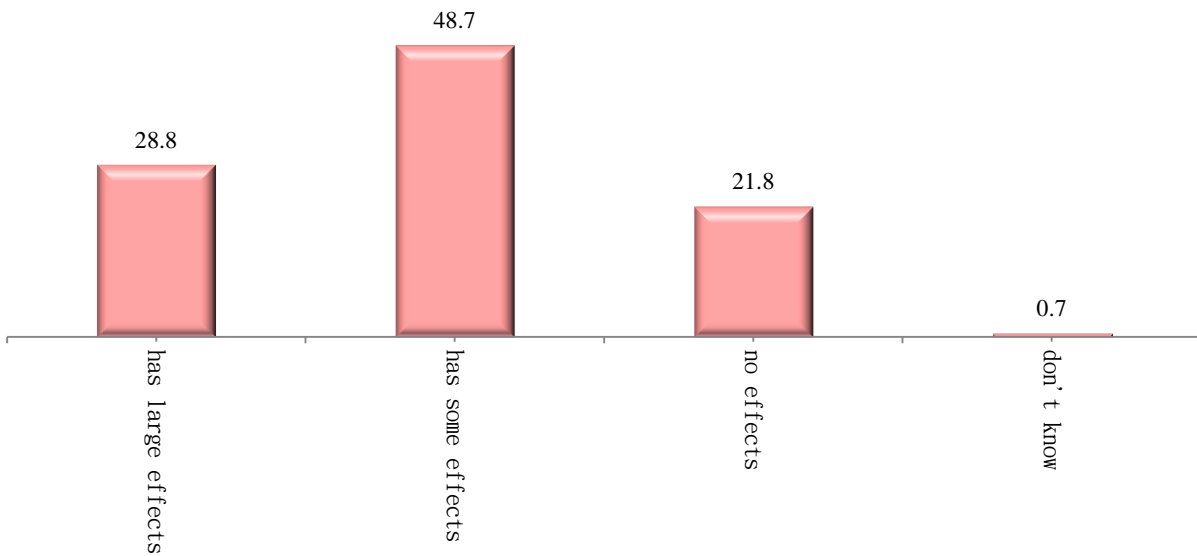
【Unit: %】

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

3. Degree of Effects on Social Life after Using Instant Messaging Software or Online Community

77.5% recognize that Instant Messaging Software or Online Community usage has effects on his social life.

Degree of Effects on Social Life after Using Instant Messaging Software or Online Community

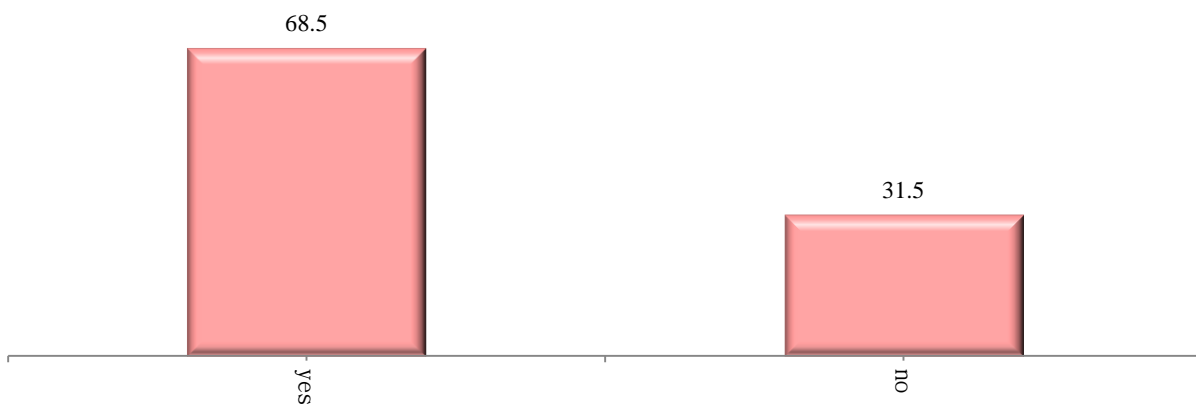


【Unit : %】

4. Change to Interaction type with Friend/Relatives after using Instant Messaging Software or Online Community

68.5 percent of Wireless Internet Users feel using Instant Messaging Software or Online Community do change the way they interact with friend/relatives.

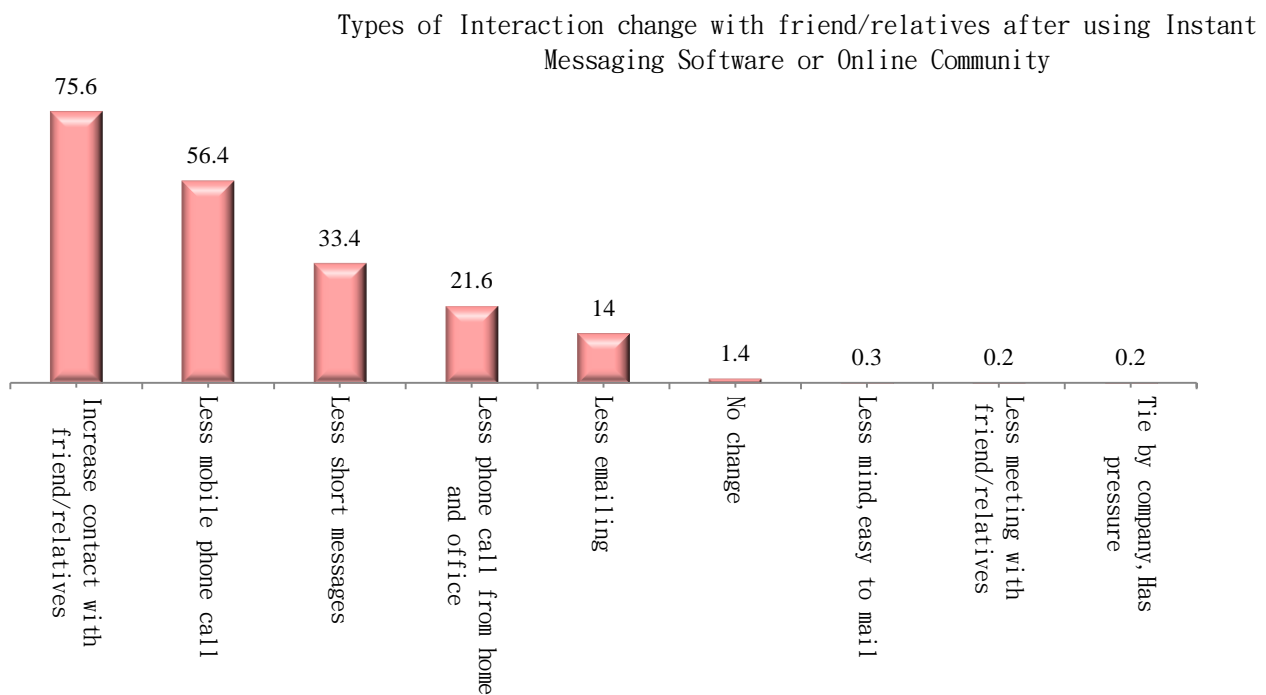
Change to Interaction type with Friend/Relatives after using Instant Messaging Software or Online Community Usage



【Unit : %】

5. Types of Interaction change with friend/relatives after using Instant Messaging Software or Online Community

Increase contact with friend/relatives is the main type of change in interaction with friend/relatives after using Instant Messaging Software or Online Community



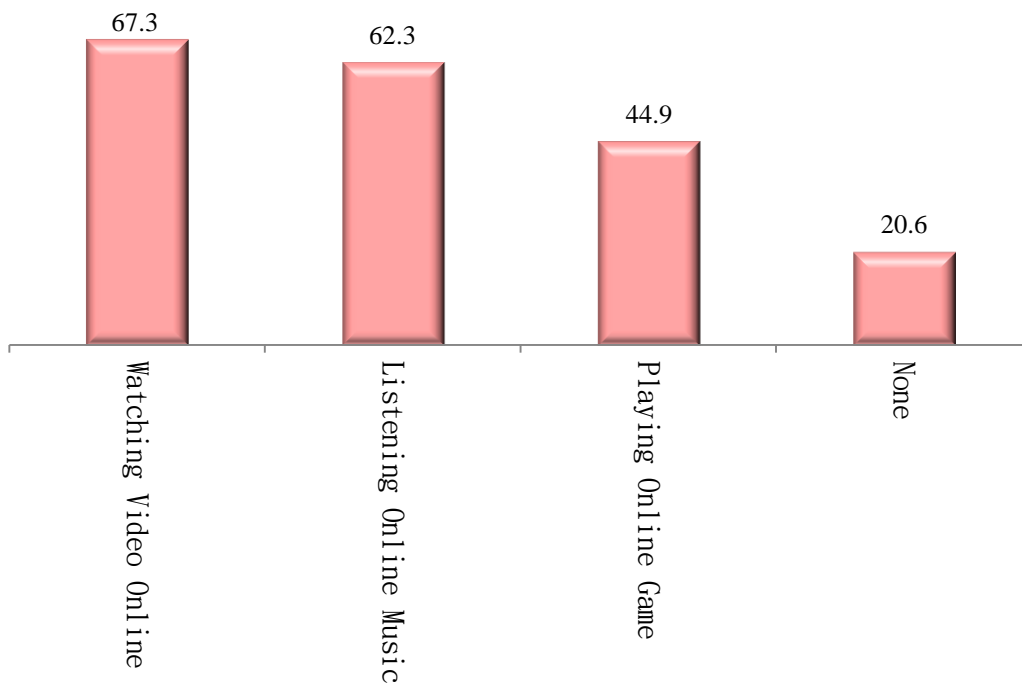
【Unit : %】

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

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

67.3 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



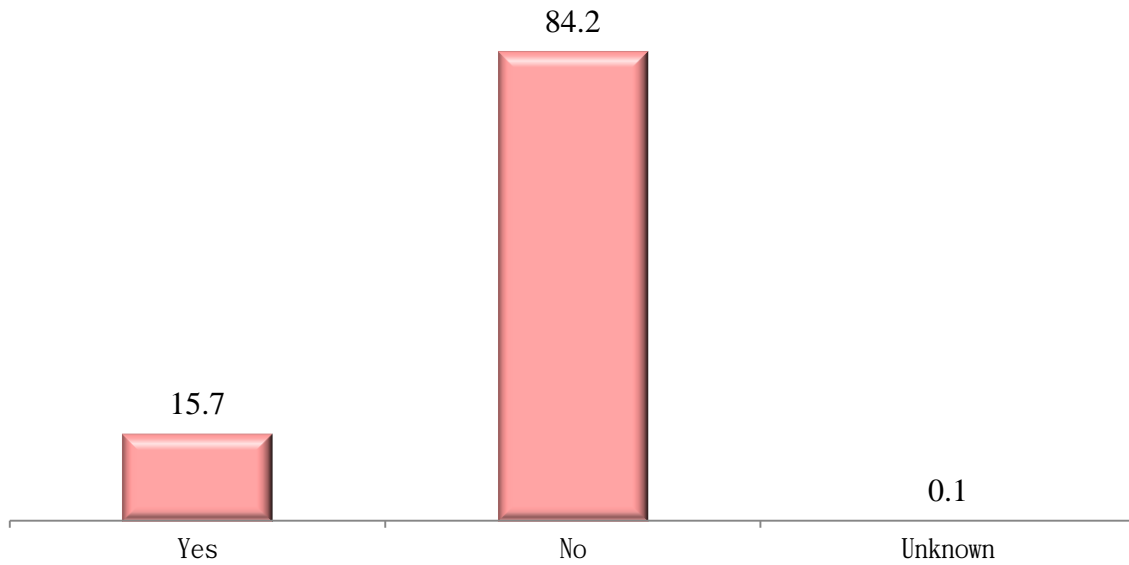
【Unit: %】

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

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

15.7 percent of 801 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

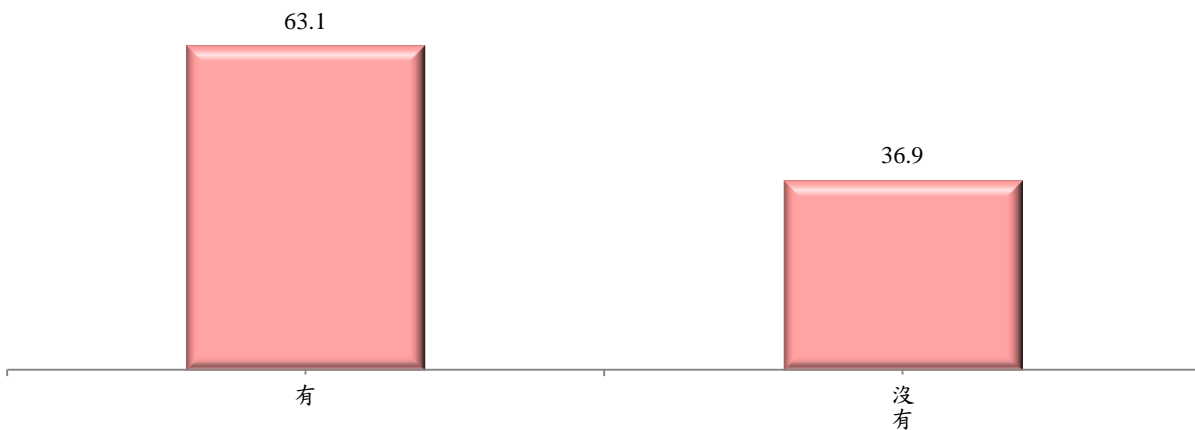


【Unit: %】

(8) Experience of Wireless Internet User Buying Goods or Service on Internet

63.1 percent of 801 Wireless Internet User have ever used Wireless Internet buying goods or services.

無線網民用無線網路購買商品或服務之經驗

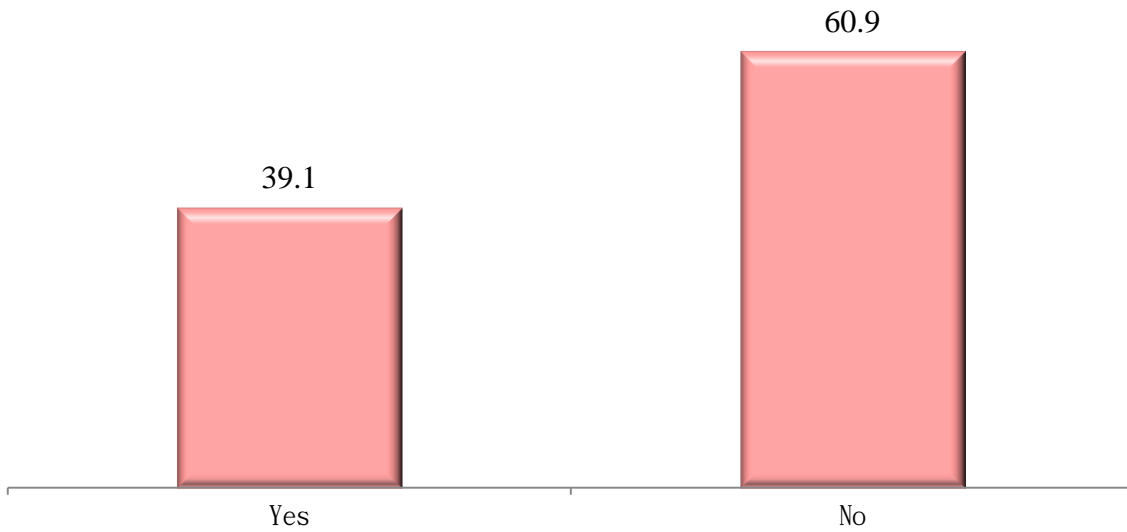


【單位：百分比】

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

39.1 percent of 801 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

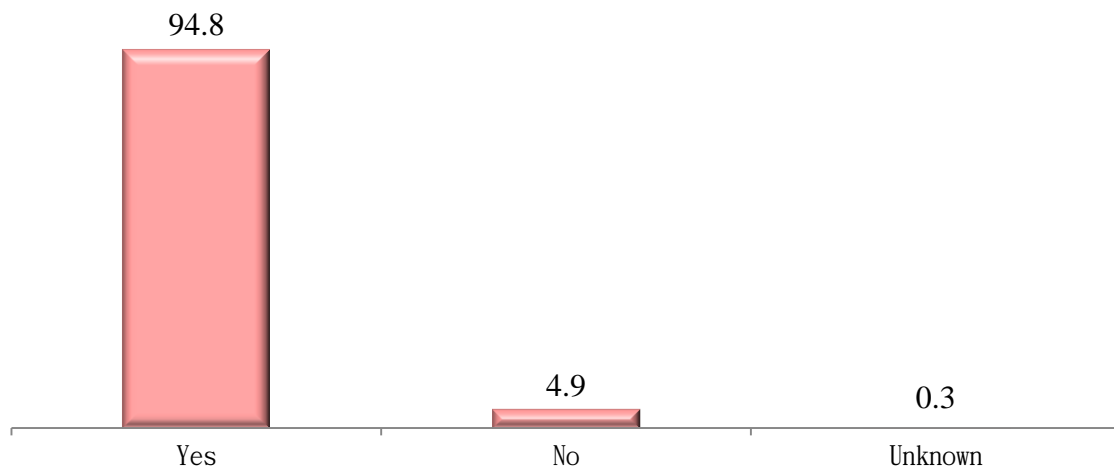


【Unit: %】

(10) Usage of Internet Searching or Browsing Information

94.8 % of the 811 Wireless Internet users have ever used internet searching or browsing information.

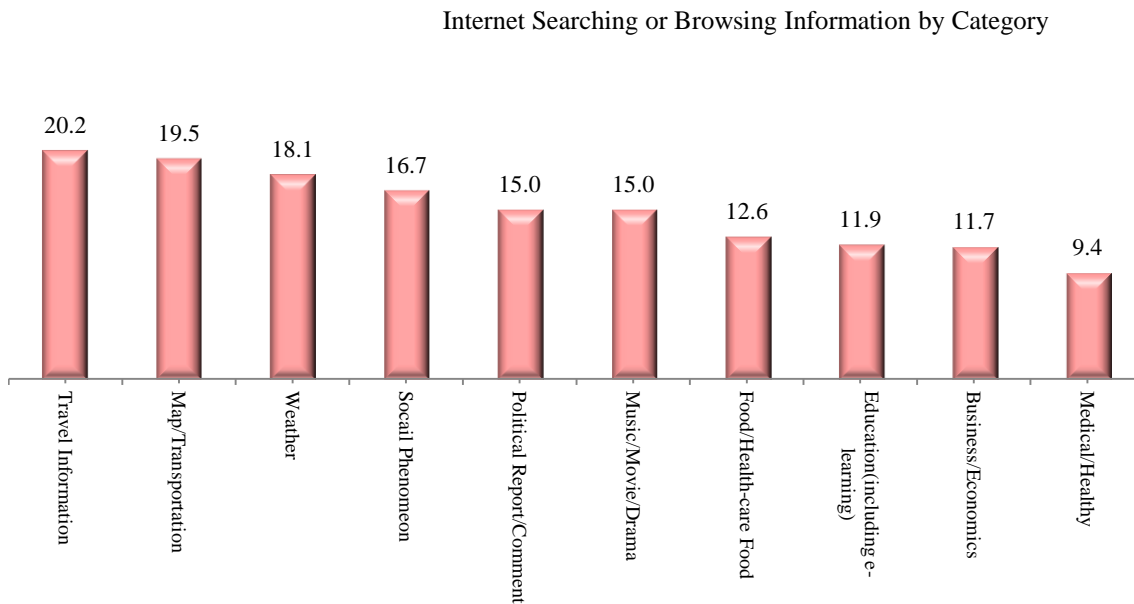
Percentage of Wireless Internet users who have ever used internet searching or browsing information



【Unit: %】

(11) Internet Searching or Browsing Information by Category

By category, percentage of “Travel Information” is the highest category searched or browsed by those 760 internet searching or browsing information users , followed by “Map/Transportation “and. “Weather”.

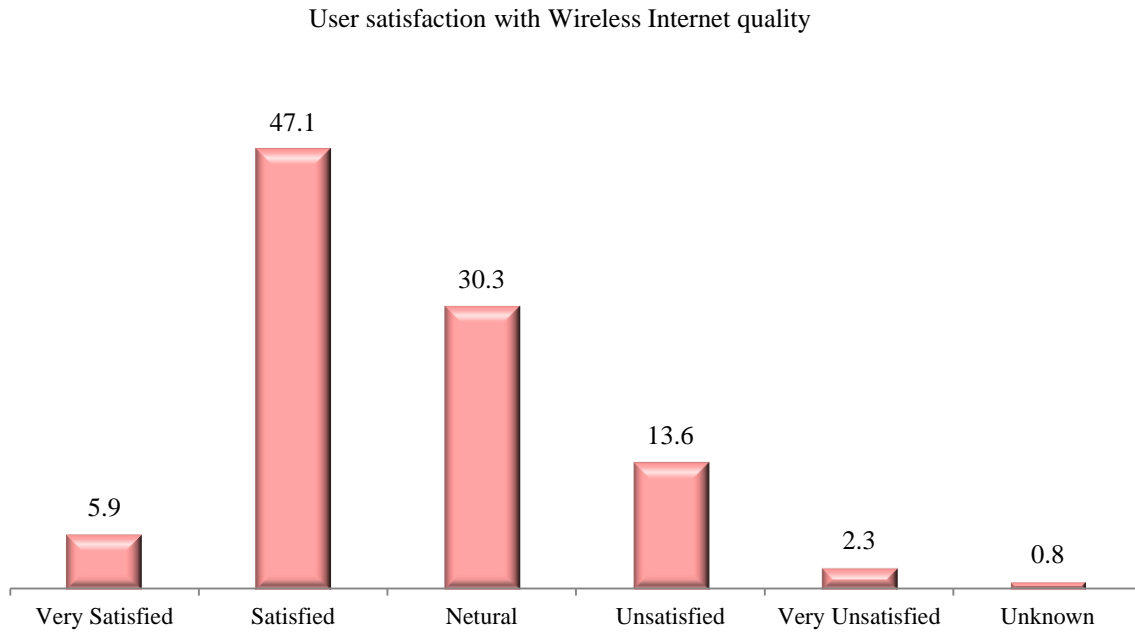


【Unit: %】

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

(12) User satisfaction with Wireless Internet quality

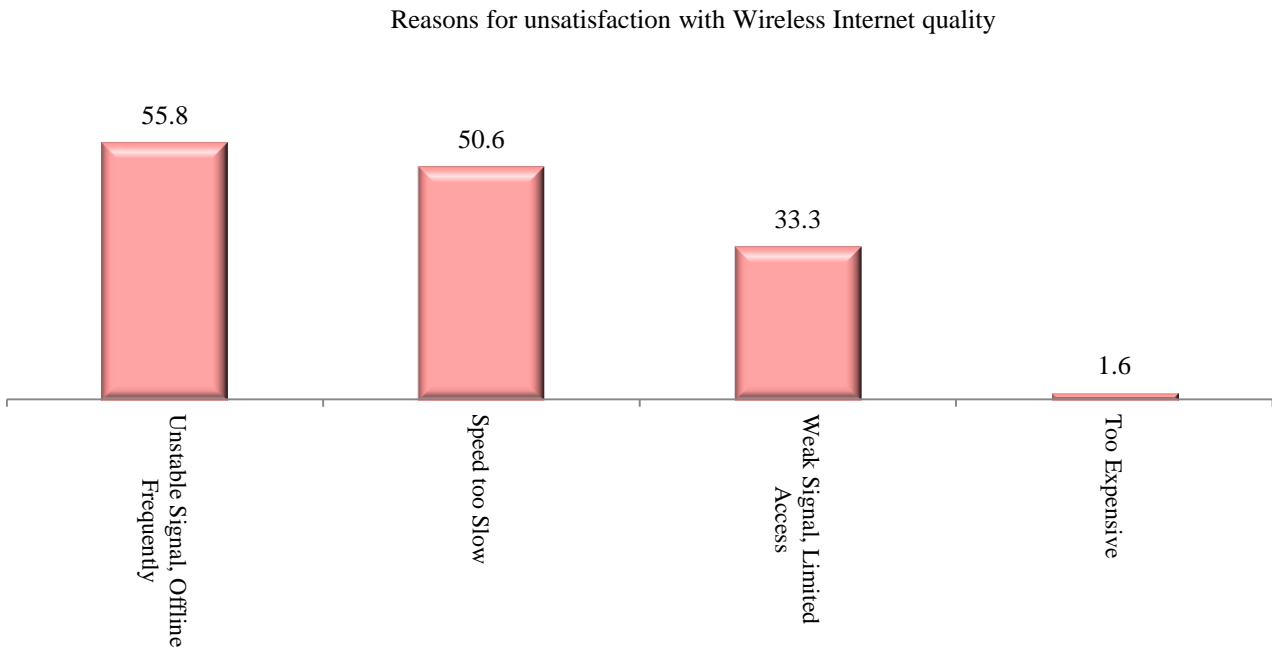
83.3% of 801 Wireless Internet users are satisfied with the quality of Wireless Internet quality.



【Unit: %】

(13) Reasons for unsatisfaction with Wireless Internet quality

The main reason for those 127 Wireless Internet users who are unsatisfied with Wireless Internet quality is “Unstable Signal, disconnected frequently”, followed by “Speed too Slow “.



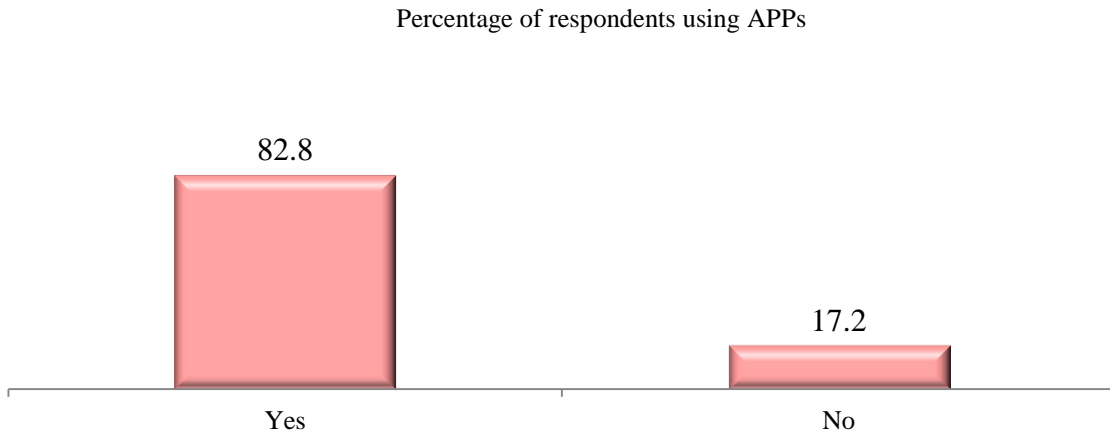
【Unit: %】

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

5. APPs

(1) Percentages of Respondents Using APPs

82.8 % of the 811 Mobile or Wireless LAN Internet users have used APPs, while 18.7% haven't.

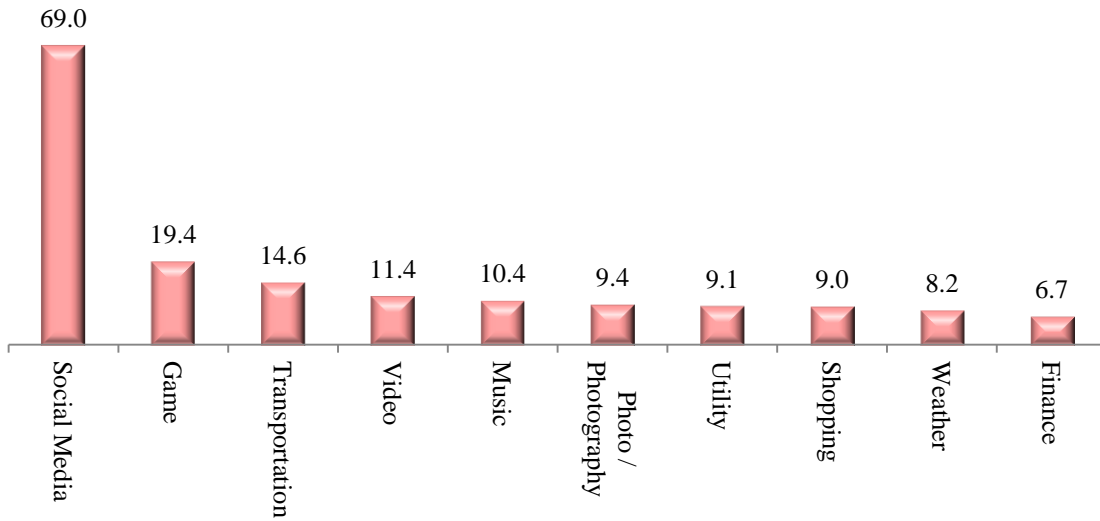


【Unit: %】

(2) Most frequently Used Apps by type

“Social Media” APPs is main type of APPs used by 663 App users, followed by “Game”.

Most Frequently Used Apps by Type



【Unit: %】

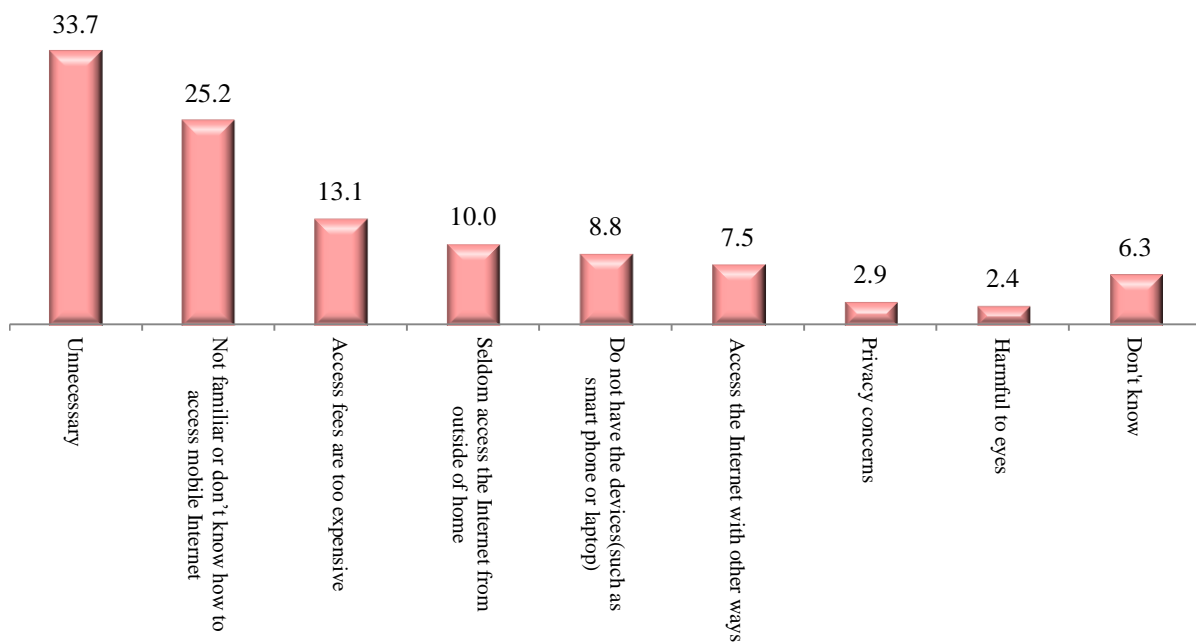
【Note : More than one answer is allowed, total might be greater than 100% ; Only list the top 10items】

6. 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

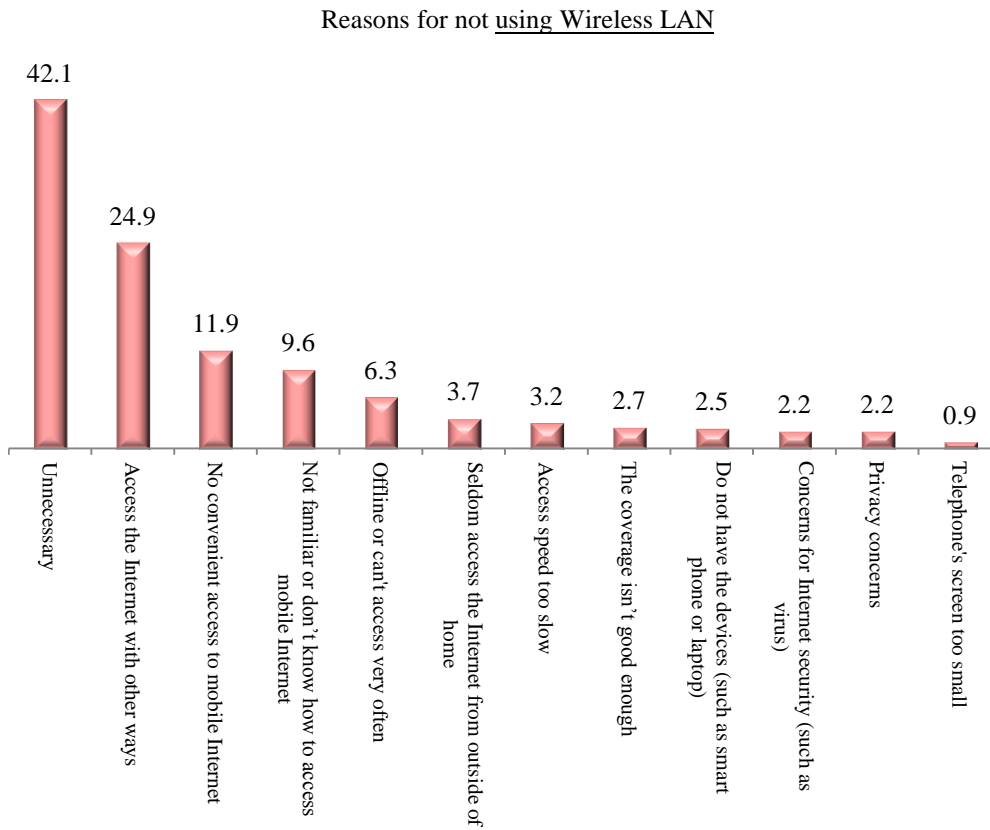


【Unit: %】

【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%】

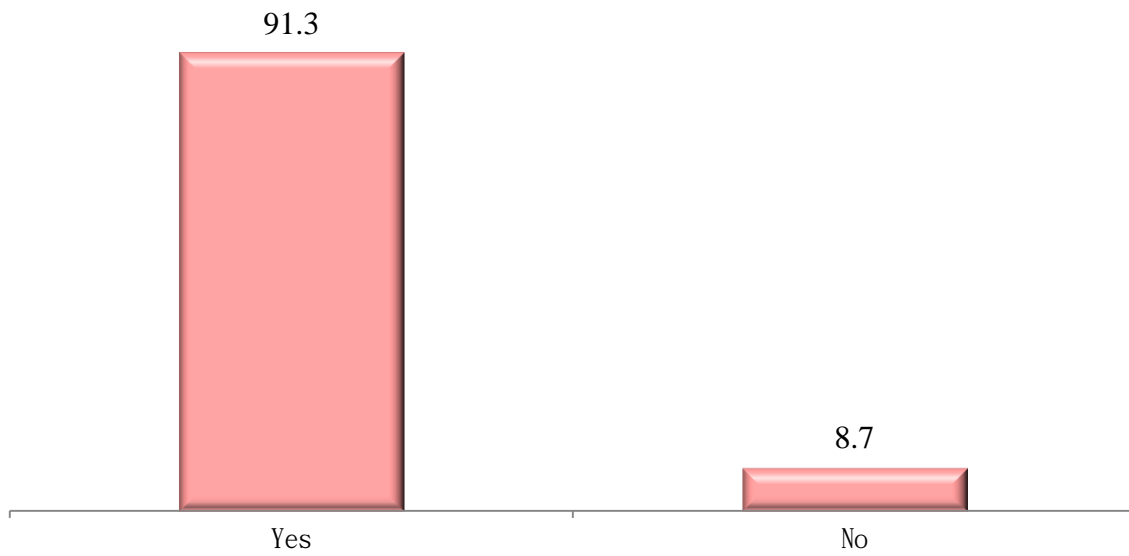
7. Mobile Internet Usage Overview

(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



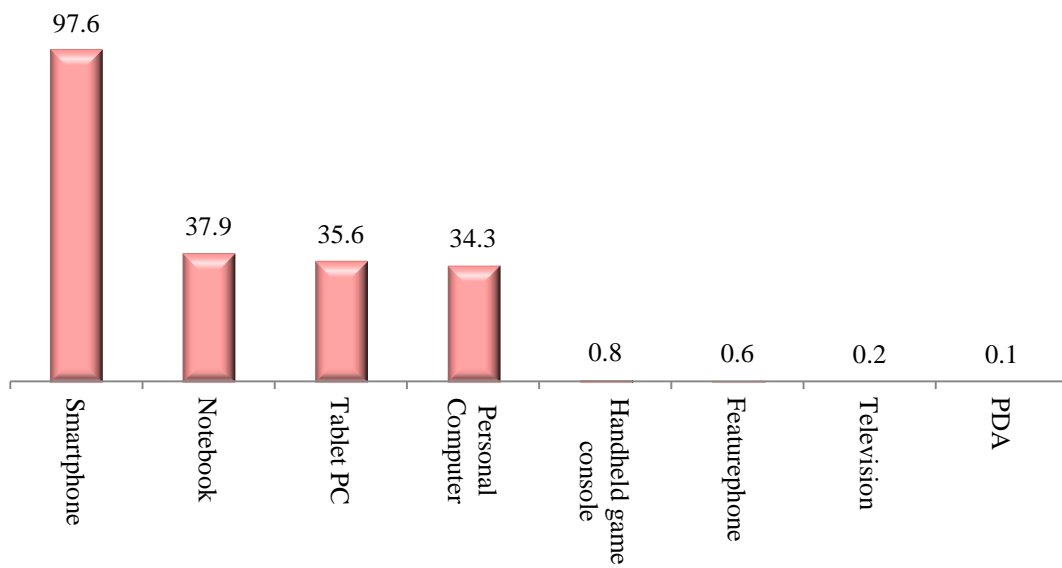
【Unit: %】

(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



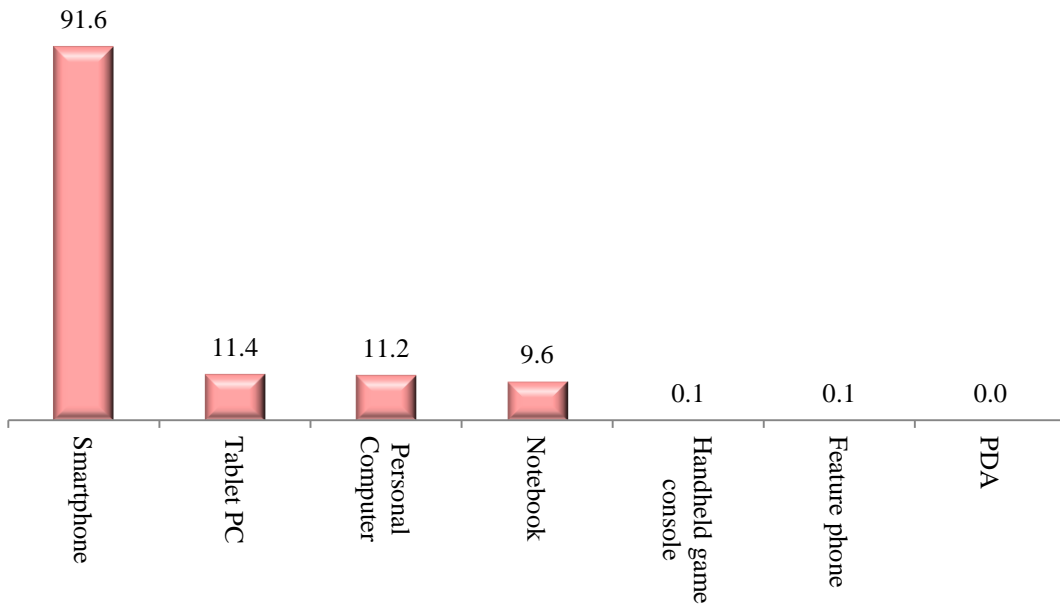
【Unit: %】

【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

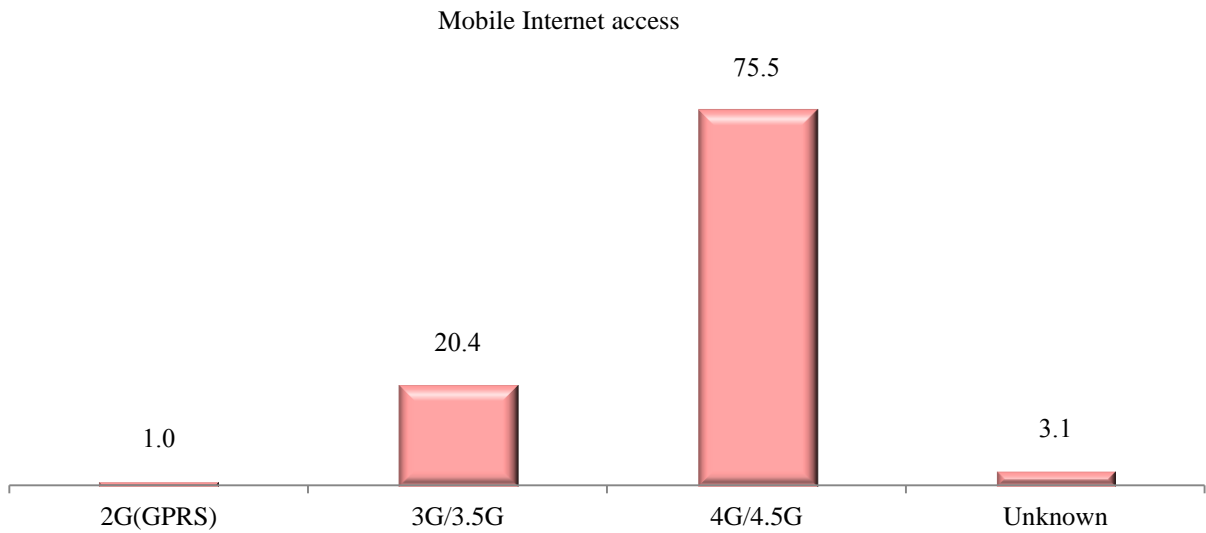


【Unit: %】

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

(c) Mobile Internet Access

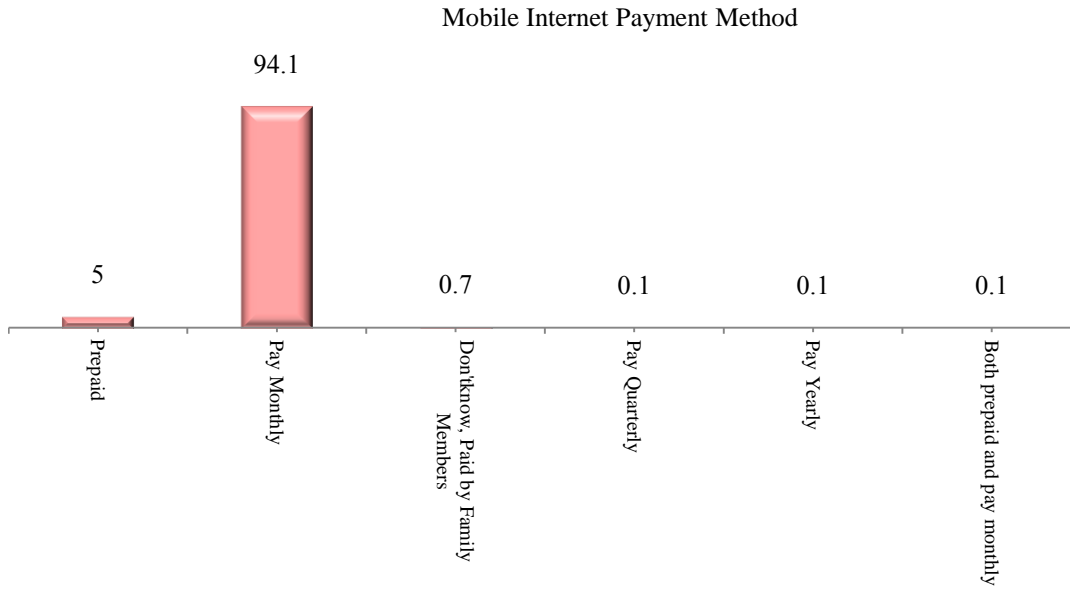
4G/4.5G has become the main method used by 779 Mobile Internet users to access Mobile Internet.



【Unit: %】

(d) Mobile Internet Payment Method

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



【Unit: %】

