A Survey on Broadband Internet Usage in Taiwan

A Summary Report

July 2017

Taiwan Network Information Center

1. Survey Methodology

Survey Period	May. 5, 2017 to May 24, 2017
Sample Number	3,153 valid samples
Target	Residents in Taiwan aged 12 and above
Population	Households in 6 municipalities and 16cities/counties in Taiwan. ＊ Based on March 2017 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	● 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 weighs for each sample. ● Method for estimating the total number of Internet households: The variable city was used to find weighs for each household.

2. Individual Internet Use

(1) Estimated Population of Internet Users

There are 1.20 million Taiwan residents aged under 12 who have Internet experience, whereas 17.60 million Taiwan residents aged 12 and above have Internet experience. The total estimated population of Internet users in Taiwan is 18.79 million.

Internet Access Rate=Internet Users / Population

Unit:%

Age 0-12 48.8%	Age 12+ 83.4%	Age 0+ 80.0%

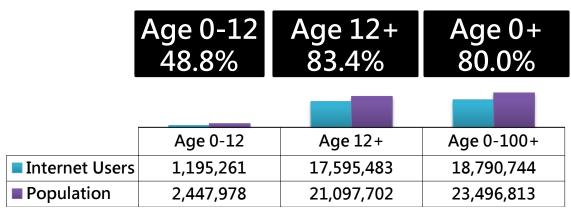|	Age 0-12	Age 12+	Age 0-100+
■ Internet Users	1,195,261	17,595,483	18,790,744
■ Population	2,447,978	21,097,702	23,496,813

Figure 1 Estimated Population of Internet Users

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

(2) Internet Usage

83.4%(corresponding to 17.60 million residents) of the 3,153 respondents have had internet experience.

Figure 2 Internet Users

（3）Internet Users in the Past Six Months

80.2%（corresponding to 18.16 million residents) of the 3,153 respondents are still using internet in the past six months.

Internet usage in the past sixth months

no, 19.8

yes, 80.2

Figure 3 Internet Users in the Past Six Months

（4）Devices Mainly Used to Access Internet

Among those individuals with Internet access, the most mainly used device is mobile phones (52.5%), followed by personal computer (22.1%).

Devices Mainly Used to Access Internet

100.0

80.0

60.0 52.5

40.0   22.1

20.0   4.8   3.0   10.8   4.0   1.5   1.0   0.1

0.0

Mobile Phone

Personal Computer

Notebook

Tablet PC

Mobile Phone and Personal Computer...

Notebook and Mobile Phone each half

Mobile Phone and Personal Computer...

Notebook and Tablet PC each half

Mobile Phone and Personal Computer...

Tablet PC and Personal Computer...

Figure 4 Devices Used to Access Internet

（5）Locations accessing Internet

Most internet users access the Internet at home, with a relative frequency of 87.9%. Others access the Internet at work places and at school with relative frequencies of 34.0% and 5.8%, respectively.

Locations Accessing Internet

At home 87.9; At Work Place 34.0; School 5.8; Coffee Shop,… 2.7; Station(MRT/THS… 2.5; Library 0.9; Convenience… 0.9; Park 0.4; Home(Friends, Re… 0.3; Hotel 0.2; Internet Coffee 0.2; Dormitory 0.2; Public Office 0.2; Hospital 0.0
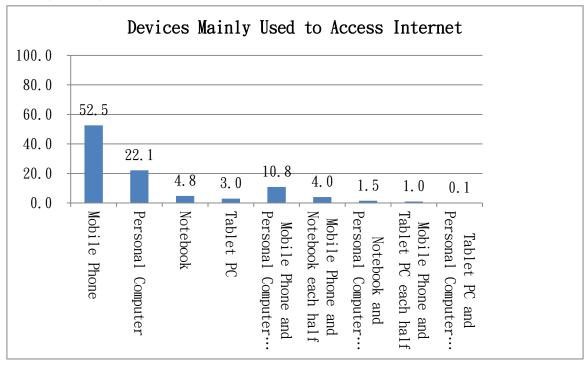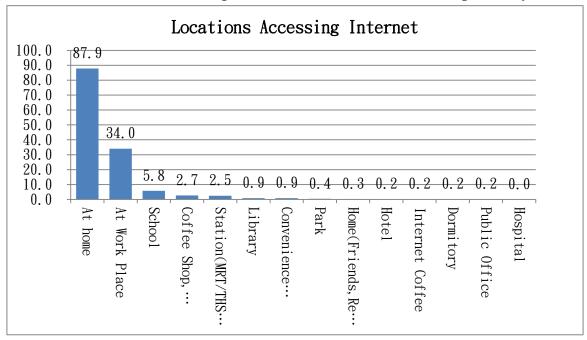
Figure 5 Locations accessing Internet

（6）Types of Internet Connection

39.1% of Internet users access internet use Mobile Internet, and 35.5% use ADSL/VDSL.

Types of Internet Connection

Dial-up Connection 0.2; ADSL/VDSL 35.5; Leased Line 7.4; Cable Modem 2.2; Mobile Internet 39.1; WLAN 13.4; Don't Know 2.3

Figure 6 Types of Internet Connection

(7) Usage of Social Networking Services

78.9% of Internet users using Social Networking Services. Among those who have Social Networking Services experience, most use "Facebook", taking 95.7%, the second is "LINE", taking 52.8%.

Figure 7 Usage of Social Networking Services

(8) Usage of Instant Messaging Services

89.6% of Internet users using Instant Messaging Services. Among those who have Instant Messaging Services experience, most use "Line", taking 97.1%, the second is "Facebook Messenger", taking 27.5%.

Figure 8 Usage of Instant Messaging Services

(9) Change of Interactions after using Social Networking Services and Instant Messaging Services

35.2% of the respondents who use Social Networking Services or Instant Messaging Services have more contact frequency, while 21.7% have less mobile phone calls. It is notable 47.3%of the respondents who use Social Networking Services or Instant Messaging Services agree with there's no change.

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

(10) Encounter Things about Internet Security

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

Encounter Things about Internet Security

Don't remember, 0.4

yes, 20.8

no, 78.8

Tyep of things about internet security

Type	Value
Refuse to Answer	1.2
Phishing	1.5
Getting Infected on Mobile Phone	2.7
Malicious Message	2.7
Credit Card Fraud	3.6
System being invaded	8.3
ID being Stolen	10.6
Website trojans being implanted	13.2
Personal Privacy Exposure	14.8
Internet Fraud	18.5
Account being stolen	44.4

Figure 10 Encounter Things about Internet Security and Type of things about Internet Security

(11) Years of Internet Access

Among those who have Internet experience, 23.1% have used Internet for at least 20 years.

Years of Internet Access

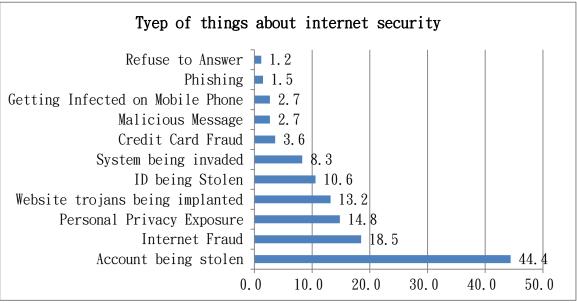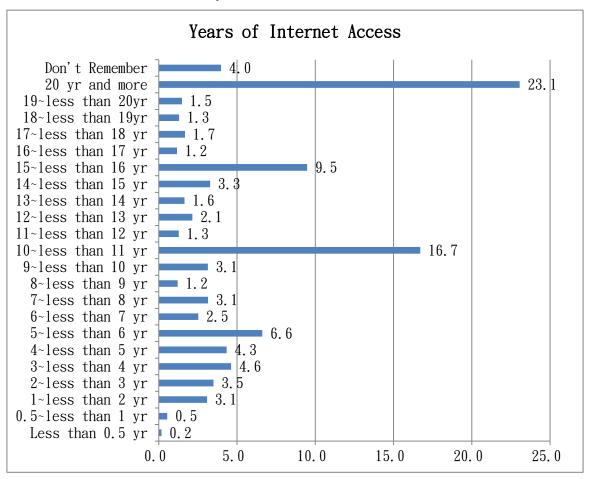| Category	Value
Don't Remember	4.0
20 yr and more	23.1
19~less than 20yr	1.5
18~less than 19yr	1.3
17~less than 18 yr	1.7
16~less than 17 yr	1.2
15~less than 16 yr	9.5
14~less than 15 yr	3.3
13~less than 14 yr	1.6
12~less than 13 yr	2.1
11~less than 12 yr	1.3
10~less than 11 yr	16.7
9~less than 10 yr	3.1
8~less than 9 yr	1.2
7~less than 8 yr	3.1
6~less than 7 yr	2.5
5~less than 6 yr	6.6
4~less than 5 yr	4.3
3~less than 4 yr	4.6
2~less than 3 yr	3.5
1~less than 2 yr	3.1
0.5~less than 1 yr	0.5
Less than 0.5 yr	0.2

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 41.8%. The second popular reason for not using the Internet is "Not Interested," taking 28.5%.
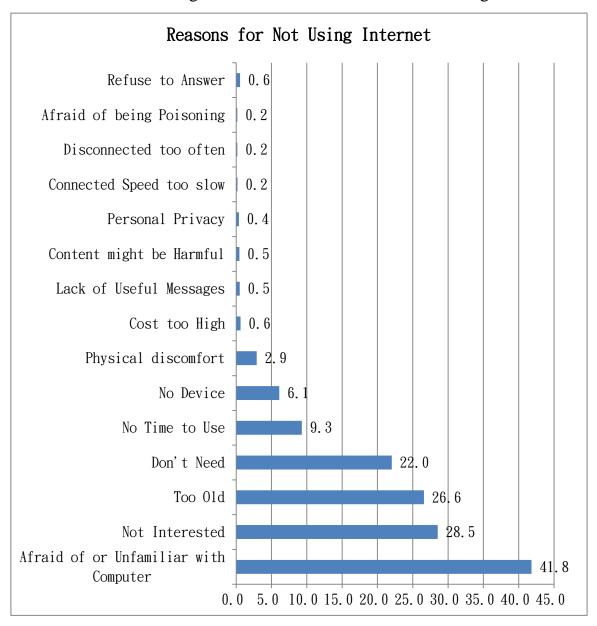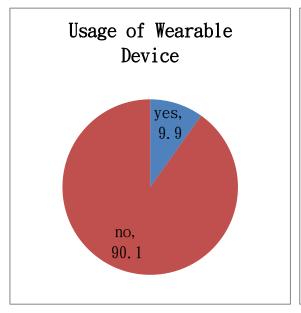

Figure 12 Reasons for not Using Internet

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

9.9% of Internet users using Wearable Devices. Among those who have Wearable Devices experience, most use "Sport/Smart Band", taking 60.4%, the second is "Watch(Apple, SONY, GOOGLE)", taking 39.4%.
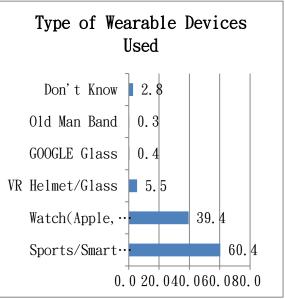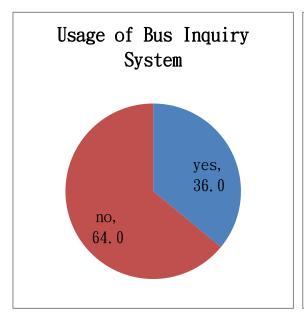

Figure 13 Use of Wearing Device and Type of Device used

(14) Usage of Bus Inquiry System and Accuracy of Prediction of Bus Arrival Time

36.0% of Internet users using Bus Inquiry System. Among those who have Bus Inquiry System experience, 75.8% think the system is accurate, while 8.2% think not.
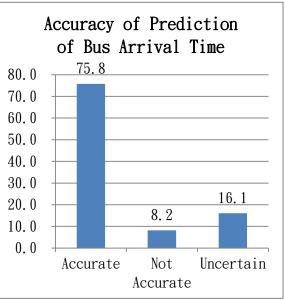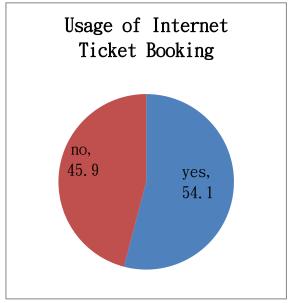

Figure 14 Usage of Bus Inquiry System and Accuracy of Prediction of Bus Arrival Time

(15) Usage of Internet Ticket Booking and Types of Booked Tickets

54.1% of Internet users using Internet Ticket Booking. Among those who have Internet Ticket Booking experience, the types of booked tickets most are "THSR Tickets", taking 57.8%, the second is "TRA Tickets", taking 54.7%, the third and fourth are "Movie Tickets" and "Flight Tickets" respectively.

Usage of Internet Ticket Booking

- no, 45.9
- yes, 54.1

Type of Wearable Devices Used

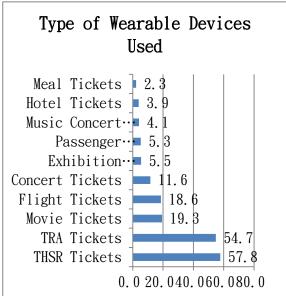| Type	Value
Meal Tickets	2.3
Hotel Tickets	3.9
Music Concert…	4.1
Passenger…	5.3
Exhibition…	5.5
Concert Tickets	11.6
Flight Tickets	18.6
Movie Tickets	19.3
TRA Tickets	54.7
THSR Tickets	57.8

Figure 15 Use of Wearing Device and Type of Device used

(16) Usage of Live Broadcast Service

36.7% of Internet users use Live Broadcast Service.

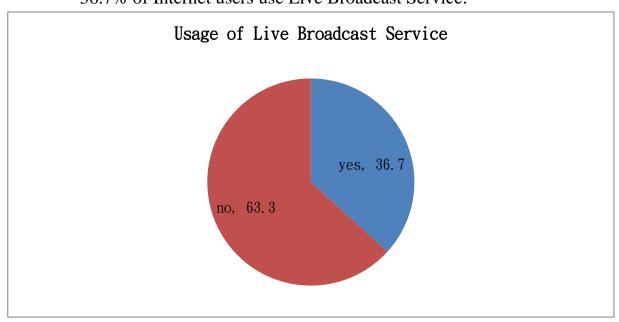**Usage of Live Broadcast Service**

- yes, 36.7
- no, 63.3

Figure 16 Usage of Live Broadcast Service

(17) Platforms of Live Broadcast Service

Among those who have Live Broadcast Service experience, the platforms most are "Facebook", taking 68.0%, the second is "YouTube", taking 41.5%.
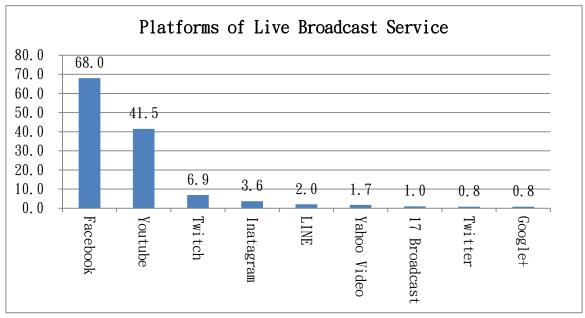
Platforms of Live Broadcast Service

Platform	Value
Facebook	68.0
Youtube	41.5
Twitch	6.9
Inatagram	3.6
LINE	2.0
Yahoo Video	1.7
17 Broadcast	1.0
Twitter	0.8
Google+	0.8

Figure 17 Platforms of Live Broadcast Service

(18) Types of Live Broadcast Service

Among those who have Live Broadcast Service experience, the types of Live Broadcast Service most are "Entertainment", taking 66.5%, the second is "Sport Competition", taking 25.5%, the third is "News", taking 21.2%.

Types of Live Broadcast Service

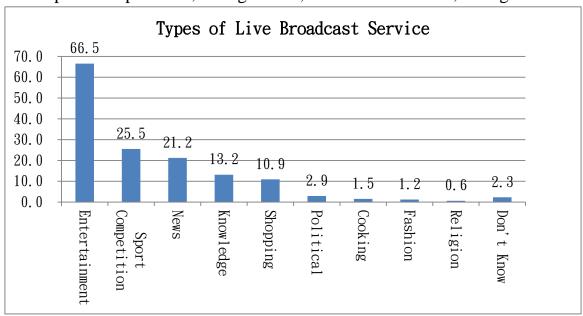| Type	Value
Entertainment	66.5
Sport Competition	25.5
News	21.2
Knowledge	13.2
Shopping	10.9
Political	2.9
Cooking	1.5
Fashion	1.2
Religion	0.6
Don't Know	2.3

Figure 18 Types of Live Broadcast Service

(19) Usage of Paid Online Audio/Video Service

9.7% of Internet users using Paid Online Audio/Video Service.

Usage of Paid Online Audio/Video Service
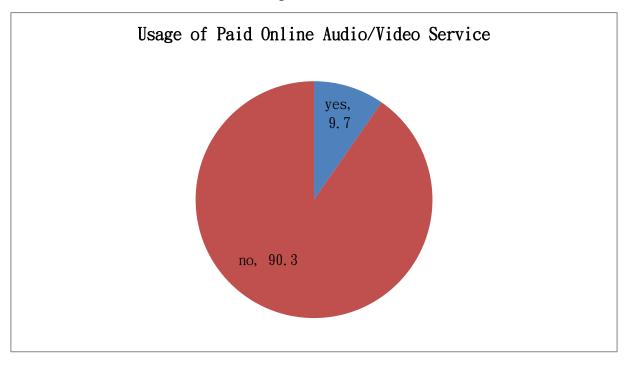
yes, 9.7

no, 90.3

Figure 19 Usage of Paid Online Audio/Video Service

(20) Platforms of Paid Online Video Service

Among those who have Paid Online Video Service experience, the platforms most are "MOD", taking 44.3%, the second is "KKBOX", taking 25.4%, the third is "iqiyi", taking 13.9%.

Platforms of Live Broadcast Service

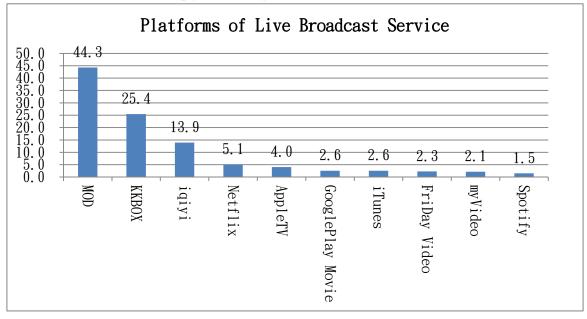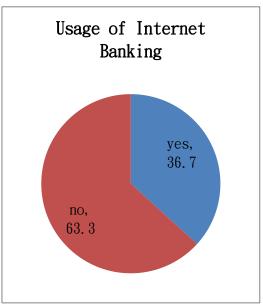| Platform	Value
MOD	44.3
KKBOX	25.4
iqiyi	13.9
Netflix	5.1
AppleTV	4.0
GooglePlay Movie	2.6
iTunes	2.6
FriDay Video	2.3
myVideo	2.1
Spotify	1.5

Figure 20 Platforms of Paid Online Video Service

(21) Usage of Internet Banking and Type of Internet Banking Services Used

36.7% of internet users using internet bank. Among those who have used internet bank, 67.9% use "Transfer Account", ranking the first, 57.7% use "Account Aquiring", ranking the second.
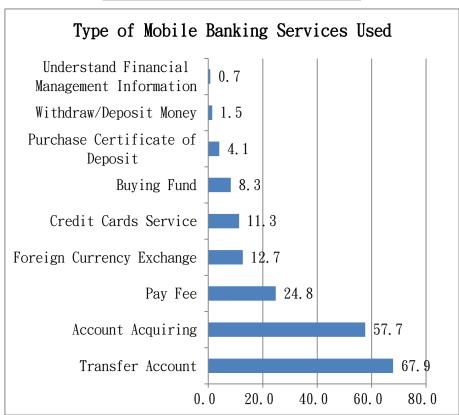
Usage of Internet Banking

yes, 36.7

no, 63.3

Type of Mobile Banking Services Used

Service	Value
Understand Financial Management Information	0.7
Withdraw/Deposit Money	1.5
Purchase Certificate of Deposit	4.1
Buying Fund	8.3
Credit Cards Service	11.3
Foreign Currency Exchange	12.7
Pay Fee	24.8
Account Acquiring	57.7
Transfer Account	67.9

Figure 21 Usage of Internet Banking and Type of Internet Banking Services Used

(22) Things that Worried about when Using Internet Banking

50.4% of respondents who use Internet banking worried about "Personal Information Exposure", ranking the first, the second thing worried about is "Account being Stolen", taking 41.9%.
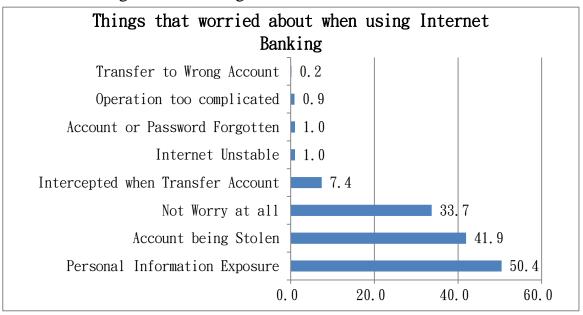

Figure 22 Things that Worried about when Using Mobile Banking

(23) After Using Internet Bank, Frequency of Bank Visit

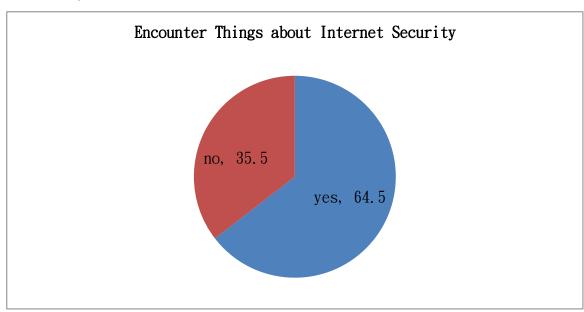64.5% of respondents who use Internet bank going to the bank less often, while 35.5% do not.

Figure 23 After Using Internet Bank, Going to the Bank Less Often or not

(24) Usage of Mobile Internet

85.3% of Internet users using Mobile Internet.

Usage of Paid Online Audio/Video Service
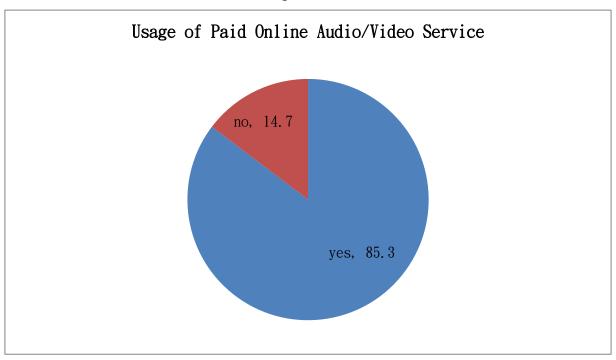
no, 14.7

yes, 85.3

Figure 24 Usage of Mobile Internet

(25) Connection Methods for Accessing Internet

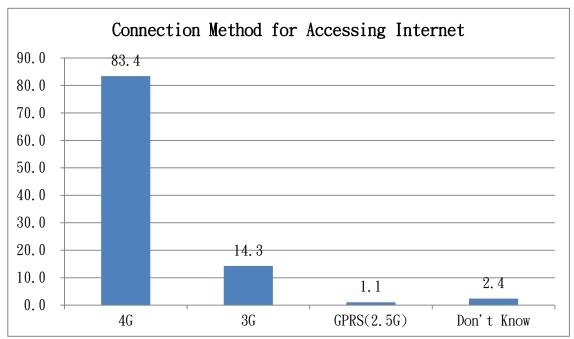83.4% of the mobile internet users use 4G to access internet, while 14.3% use 3G to access internet.

Connection Method for Accessing Internet

	4G	3G	GPRS(2.5G)	Don't Know
	83.4	14.3	1.1	2.4

Figure 25 Connection Method for Accessing Internet

(26) Mobile Internet Service Satisfaction

76.0% of the mobile internet users are satisfied (including Very Satisfied and Satisfied) with mobile internet, while 21.6% are not satisfied (including Very Not Satisfied and Not Satisfied) with it.
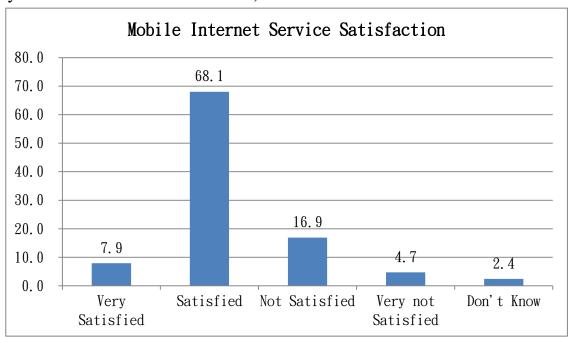

Figure 26 Mobile Internet Service Satisfaction

(27) Usage of Mobile Payment
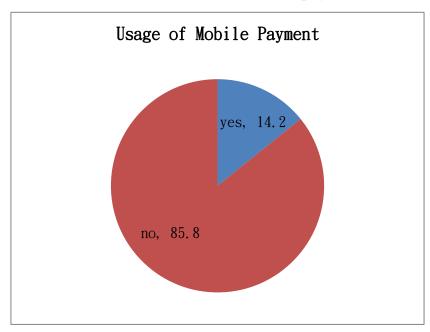
14.2% of mobile internet users use mobile payment.

Figure 27 Usage of Mobile Payment

(28) Types of Mobile Payment

Among those who have Mobile Payment experience, the types most are "Apple Pay", taking 34.5%, the second is "Line Pay", taking 13.4%, the third is "Ali Pay", taking 12.5%.
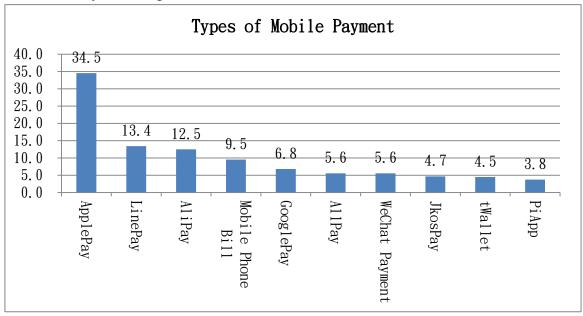
Types of Mobile Payment

Type	Percentage
ApplePay	34.5
LinePay	13.4
AliPay	12.5
Mobile Phone Bill	9.5
GooglePay	6.8
AllPay	5.6
WeChat Payment	5.6
JkosPay	4.7
tWallet	4.5
PiApp	3.8

Figure 28 Types of Mobile Payment

(29) Fees Paid with Mobile Payment

The fees most often paid with mobile payment is "Living Goods", taking 68.9%, the second one is "Game/Points", taking 20.9%.
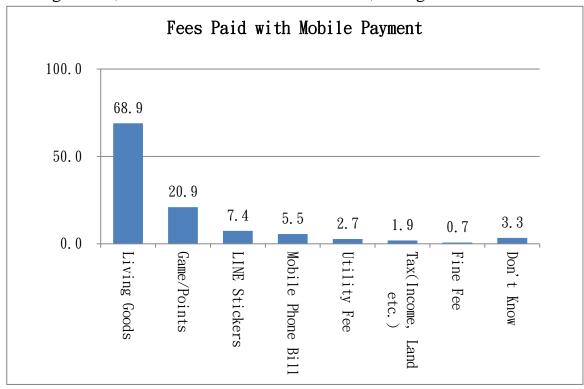
Fees Paid with Mobile Payment

Type	Percentage
Living Goods	68.9
Game/Points	20.9
LINE Stickers	7.4
Mobile Phone Bill	5.5
Utility Fee	2.7
Tax(Income, Land etc.)	1.9
Fine Fee	0.7
Don't Know	3.3

Figure 29 Fees Paid with Mobile Payment

(30) Usage of Wi-Fi in Public Area

63.2% of Internet users using Wi-Fi in public area, while 36.8% are not.

Usage of Wi-Fi in Public Area
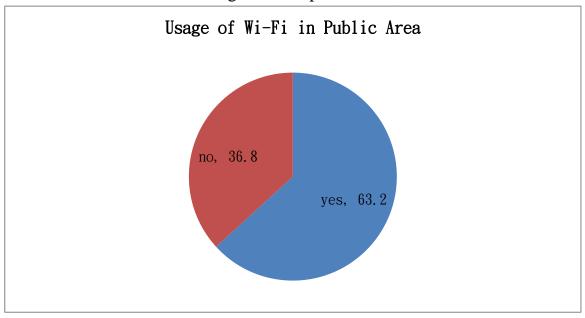
no, 36.8

yes, 63.2

Figure 30 Usage of Wi-Fi in Public Area

(31) Agreement of "Usage of Internet improve your Living Quality"

84.7% of the mobile internet users agree (including Strongly Agree and Agree) with "Usage of Internet improve your Living Quality", while 12.4% disagree (including Strongly Disagree and Disagree) with it.
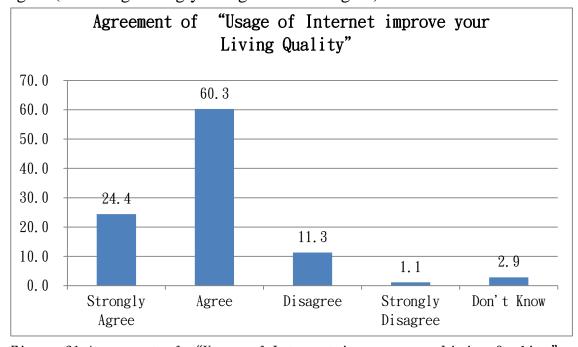
Agreement of "Usage of Internet improve your Living Quality"

	Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
	24.4	60.3	11.3	1.1	2.9

Figure 31 Agreement of "Usage of Internet improve your Living Quality"

(32) Agreement of "Usage of Internet increase your degree of society believing"

　　36.9% of the mobile internet users agree (including Strongly Agree and Agree) with "Usage of Internet increase your degree of society believing", while 55.9% disagree (including Strongly Disagree and Disagree) with it.
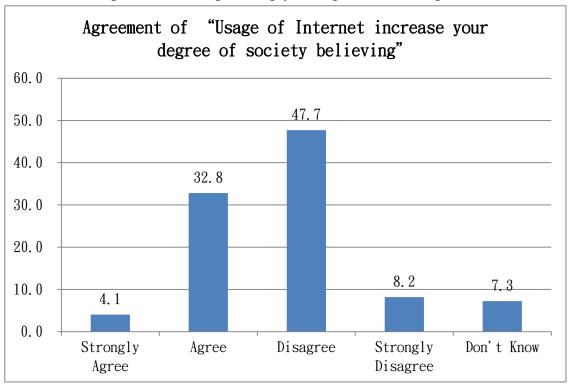
Agreement of "Usage of Internet increase your degree of society believing"

Strongly Agree	Agree	Disagree	Strongly Disagree	Don't Know
4.1	32.8	47.7	8.2	7.3

Figure 32 Agreement of "Usage of Internet increase your degree of society believing"

(33) Agreement of "Usage of Internet improve your social life"

74.2% of the mobile internet users agree (including Strongly Agree and Agree) with "Usage of Internet improve your social life", while 23.4% disagree (including Strongly Disagree and Disagree) with it.
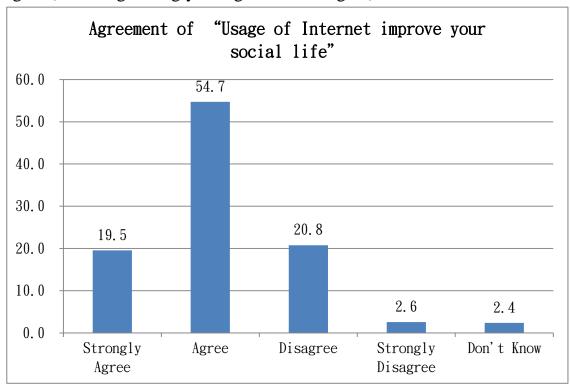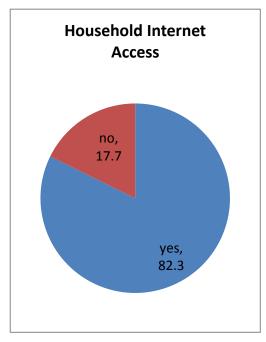

Figure 33 Agreement of "Usage of Internet improve your social life"

3. Internet Usage in Households

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

82.3% of the respondents can access internet at home, while 17.7% are unable to access internet at home.   Among those respondents who can access internet at home, 70.8% use Personal Computers, ranking the first; while 67.0% use Mobile Phone, ranking the second.
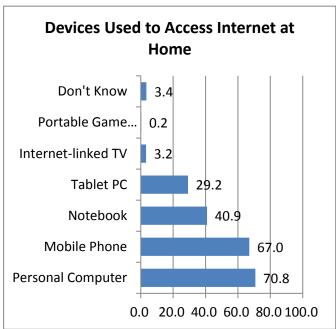
Household Internet Access

no, 17.7

yes, 82.3

Devices Used to Access Internet at Home

Device	Value
Don't Know	3.4
Portable Game…	0.2
Internet-linked TV	3.2
Tablet PC	29.2
Notebook	40.9
Mobile Phone	67.0
Personal Computer	70.8

Figure 34 Household Internet Access and Devices Used to Access Internet at Home

(2) Household Internet Connection by Type

Among those households who have internet access at home, 65.5% use ADSL/VDSL to access internet, ranking the first, and followed by "Cable Modem"(15.5%), ranking the second.
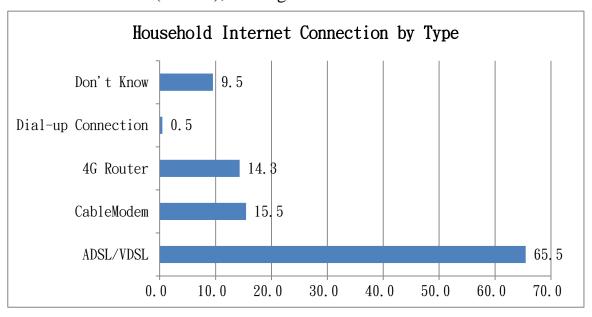

Figure 35 Household Internet Connection by Type