

# **Internet Broadband Usage in Taiwan**

## **A Summary Report of The July Survey of 2006**



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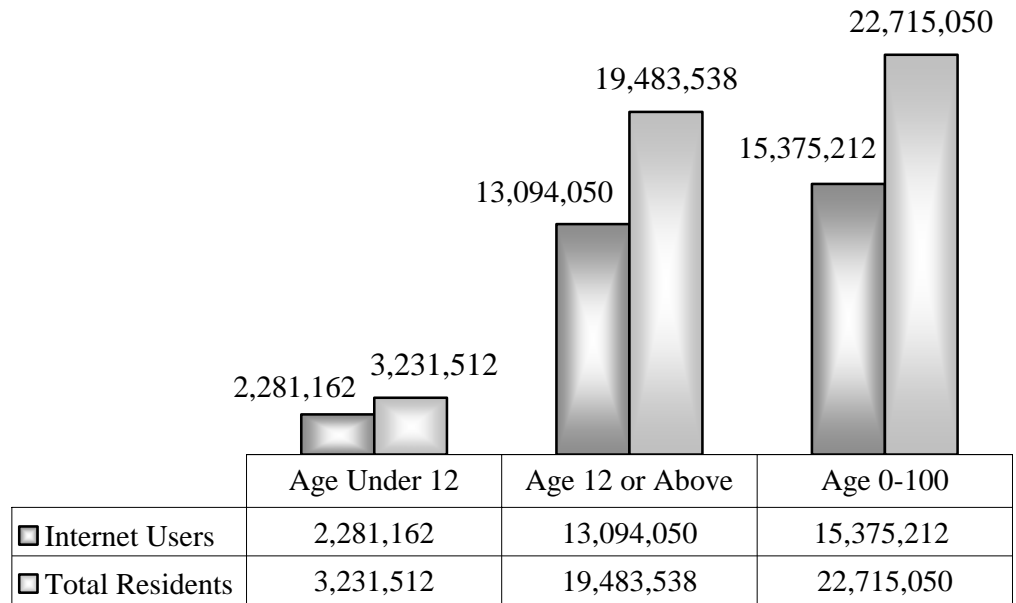
## 1. Survey Methodology

Survey Time	May. 17 ,2006 to Aug. 4 , 2006
Sample Number	3,192 valid samples
Target	Residents in Taiwan age 12 and above
Population	7,285,814 households in 23 Cities/Counties in Taiwan. *Demographic information based on 2006 Monthly Demographic Statistics Report, Ministry of Interior.
Survey Method	Computer Assisted Telephone Interviewing Survey
Sampling Method	A stratified simple random sampling was used by separating the population elements into stratum of the 23 cities/counties in Taiwan. The sample size of each strata was determined by using the proportional allocation method
Estimation Method	<ul style="list-style-type: none"> <li>● Method for Estimating the Total Number of Internet users: Three variables, cities/areas, gender and age groups are used for weighting the random stratified samples of interviewees age 12 and above in Taiwan. (The sample is based upon a total of 19,483,538 residents. The demographic data is released by the Ministry of Interior in April 2006.)</li> <li>● Method for Estimating the Total Number of Internet Household: Two Variable cities/areas and the number of members in the household are used for weighting the random stratified samples. (Demographic Information: 7,285,814 households, according to the 2006 Monthly Demographic Statistics Report, Ministry of Interior)</li> </ul>

**2. Estimated Population and Penetration Rate of Internet Users**

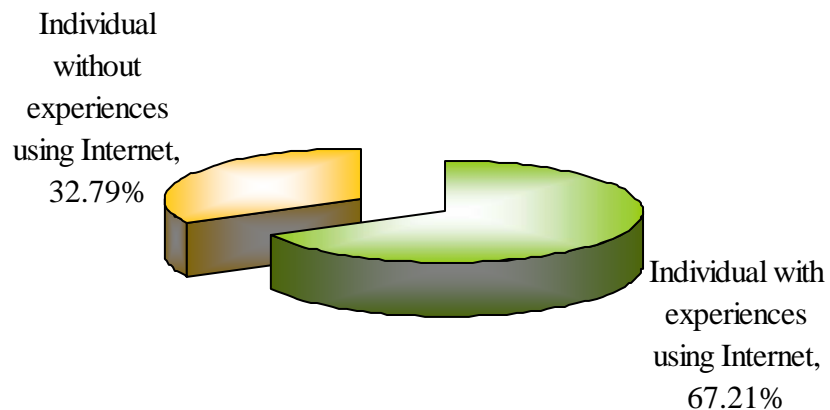
(1) 2.28 million residents in Taiwan age under 12 have experiences of using the Internet; while 13.09 million residents in Taiwan age 12 and above have experiences of using the Internet. The estimate is that 15.38 million residents of all ages have experiences using the Internet in Taiwan.

Estimated Population of Internet Users in Taiwan



(2) The percentage of Internet users age 12 and above in Taiwan is 67.21% (13.09 million).

Percentage of Internet Users Age 12 and Above

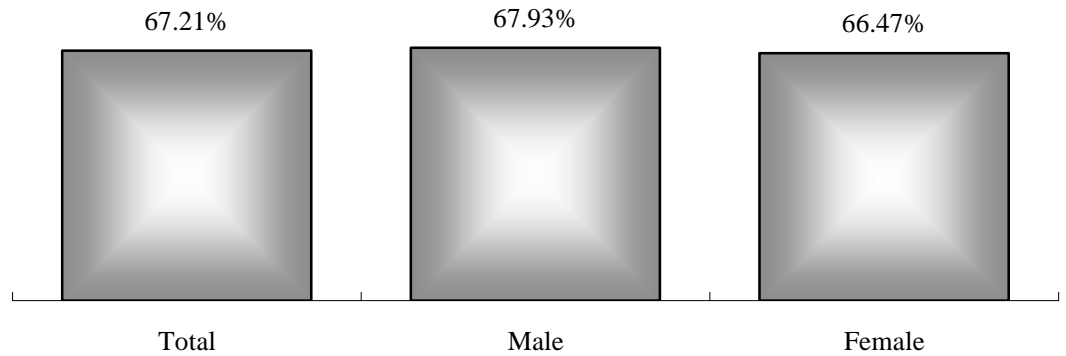


\* Sampling Error :  $\pm 2.05\%$  (Confidence level 95%)

**2. Estimated Population and Penetration Rate of Internet Users**

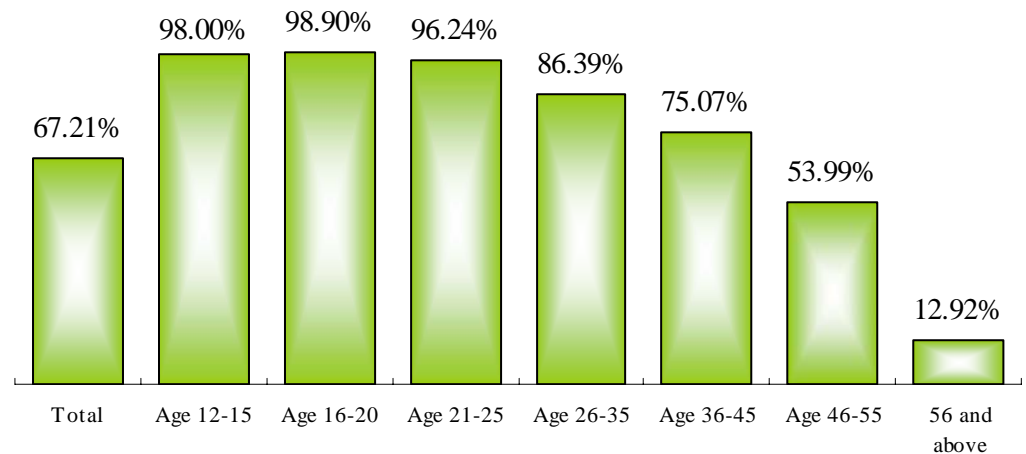
(3) Among the age 12 and above Internet users in Taiwan, there is a slight gender difference. The percentage of male Internet users is 67.93% (6.7 million), and the female is 66.47% (6.39 million); with the male slightly higher than that of the female.

Gender Difference in Internet Users



(4) The percentages for different age groups of Internet users in Taiwan are as follows: Age 16-20 have the highest percentages of Internet users, the percentages is 98.90% (1.57 million) respectively; second to the highest age group, is the Age Group 12-15 with a percentage of 98.00% (1.27 million); next comes Age 21-25 with a percentage of 96.24% (1.83 million); second to the lowest group falls on Age 46-55 with a percentage of 53.99% (1.88 million), and the lowest is the Group Age 56 and above with the percentage of only 12.92%.

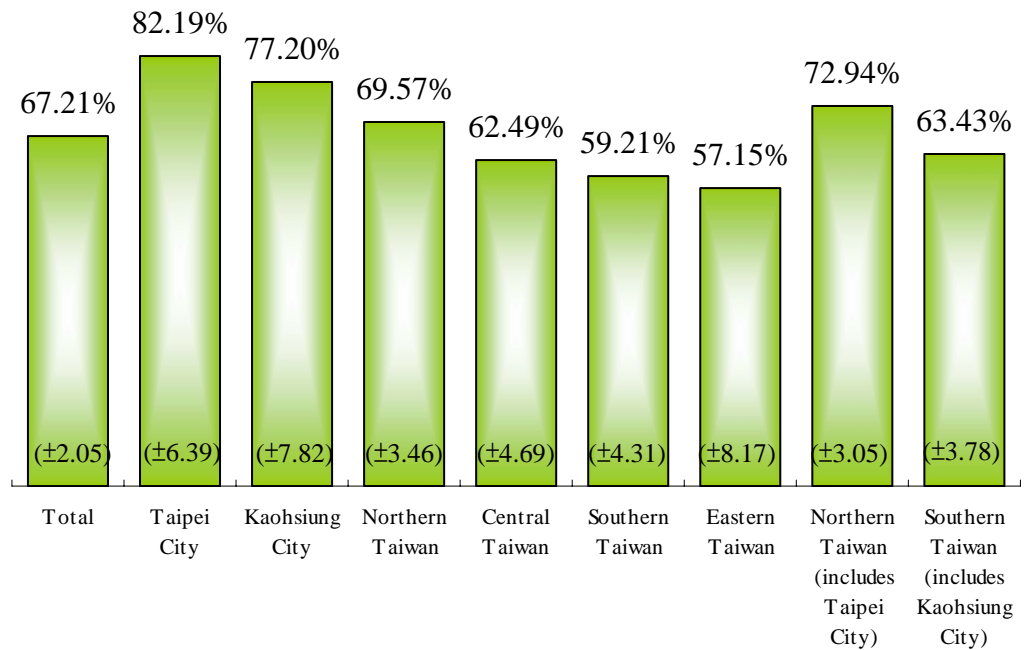
Percentages of Internet Users in Different Age Groups



**2. Estimated Population and Penetration of Internet Users**

(5) Region wise, the percentages of Internet users are 82.19% (1.87 million) for Taipei City and 77.20% (1.01 million) for Kaohsiung City respectively. Following the two metropolitan areas are: Northern Taiwan 69.57% (4.36 million); Central Taiwan, 62.49% (3.04 million); Southern Taiwan, 59.21% (2.52 million); and Eastern Taiwan features the lowest percentage of Internet users with only 57.15% (0.29 million).

Percentages of Internet Users in Different Areas of Taiwan

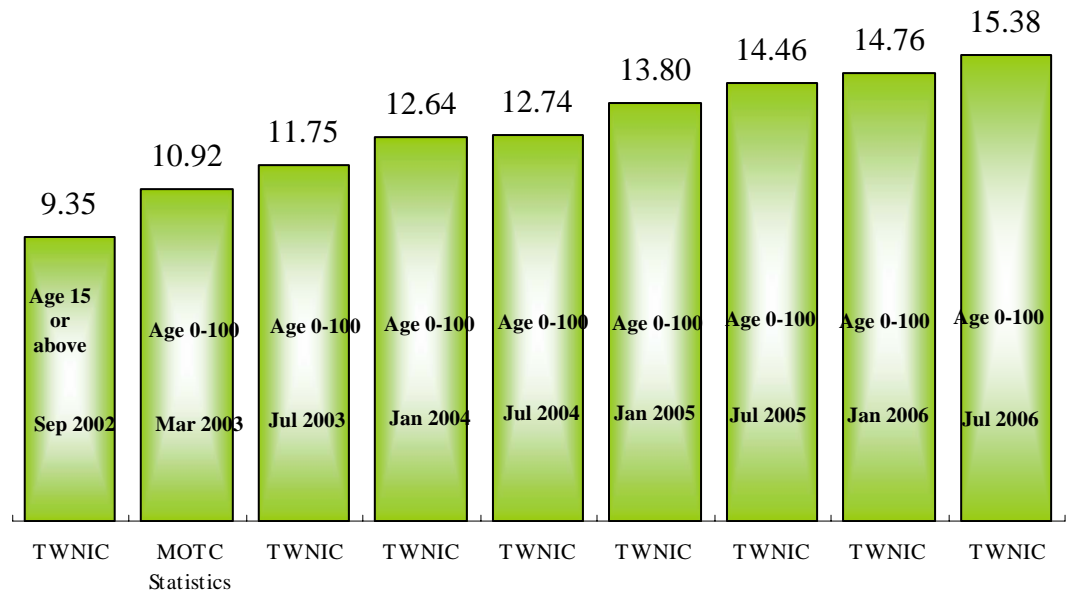


\*Digits in the parenthesis is the Sampling Error: %

**3. Internet Users in Taiwan 2002-2006**

(1) From the chart below, we can see that there is a growing number of Internet users in Taiwan. By the end of July. 2006, 15.38 million of residents in Taiwan Age 0-100 have experiences of using the Internet.

Growth of Internet Users in Taiwan



❖ Unit : Million

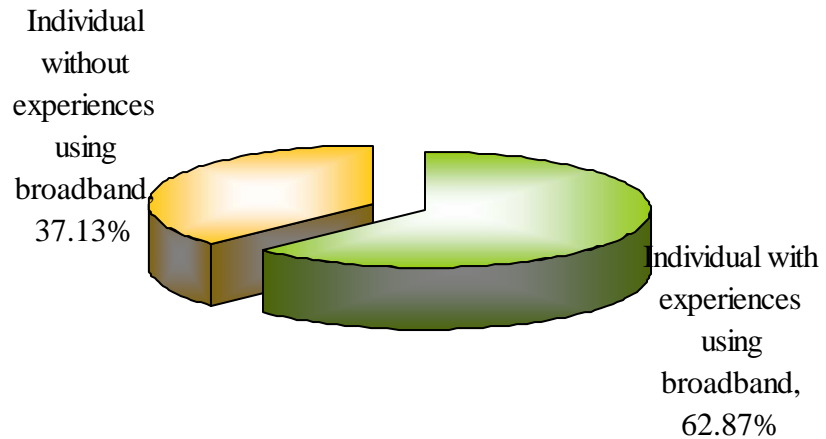
❖ TWNIC Data for Sept. 2002 is based upon the population of residents in Taiwan Age 15 and above

❖ Other Data is based upon a population of residents in Taiwan Age 0-100.

**4. Estimated Population and Penetration Rate of Broadband Users**

(1) 62.87% (12.25 million ) of residents in Taiwan Age 12 and above have experiences of using broadband.

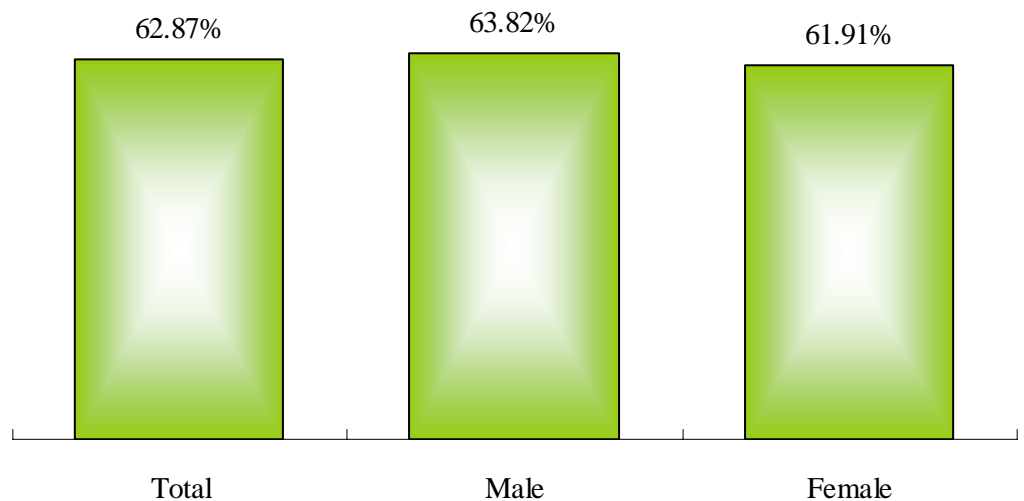
Percentage of Broadband Users in Taiwan



\* Sampling Error :  $\pm 2.13\%$  (Confidence level 95%)

(2) Among the broadband users in Taiwan age 12 and above, the percentage of male broadband users is 63.82% (6.30 million), and the female is 61.91% (5.95 million); with the male higher than that of the female.

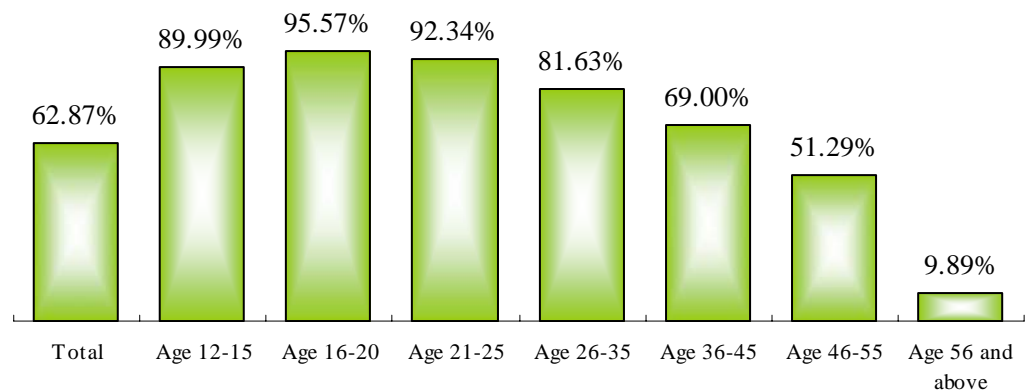
Gender Difference in Broadband Users



#### 4. Estimated Population and Penetration Rate of Broadband Users

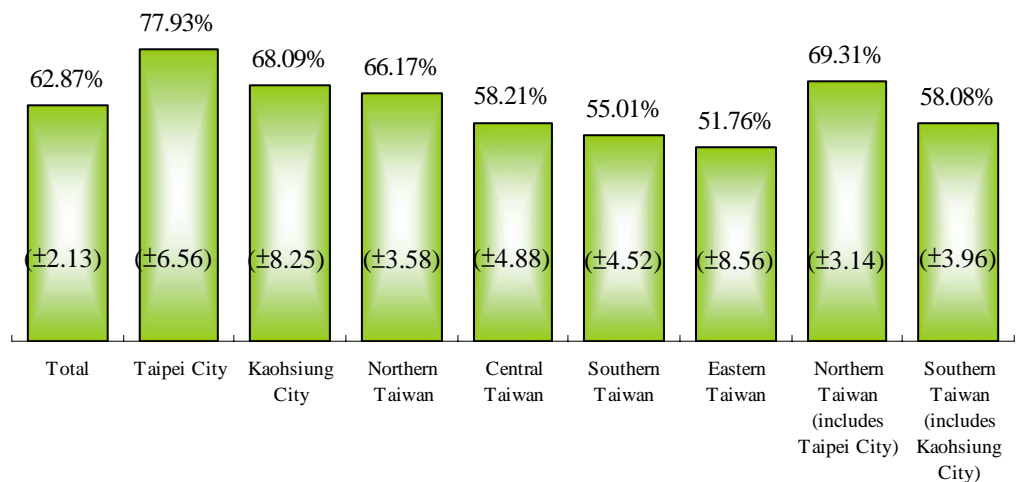
- (3) Age-wise, the percentages for different age groups of broadband users Age 12 and above in Taiwan are as follows: Age 16-20 with the percentage of 95.57% (1.51 million) marks the top; next comes Age 21-25 with a percentage of 92.34% (1.76 million); while the lowest falls on Age 56 and above group, and the percentage is 9.89%.

Percentages of Broadband Users in Different Age Groups



- (4) Region-wise, the highest percentages of broadband users fall in two cities, Taipei City and Kaohsiung City; with 77.93% (1.78 million) for the former and 68.09% (0.89 million) for the latter. Following the two metropolitans areas are: Northern Taiwan 66.17% (4.15 million); Central Taiwan, 58.21% (2.83 million); Southern Taiwan, 55.01% (2.34 million); and Eastern Taiwan features the lowest percentage of broadband users with only 51.76% (0.26 million).

Percentages of Internet Broadband Users in Different Areas

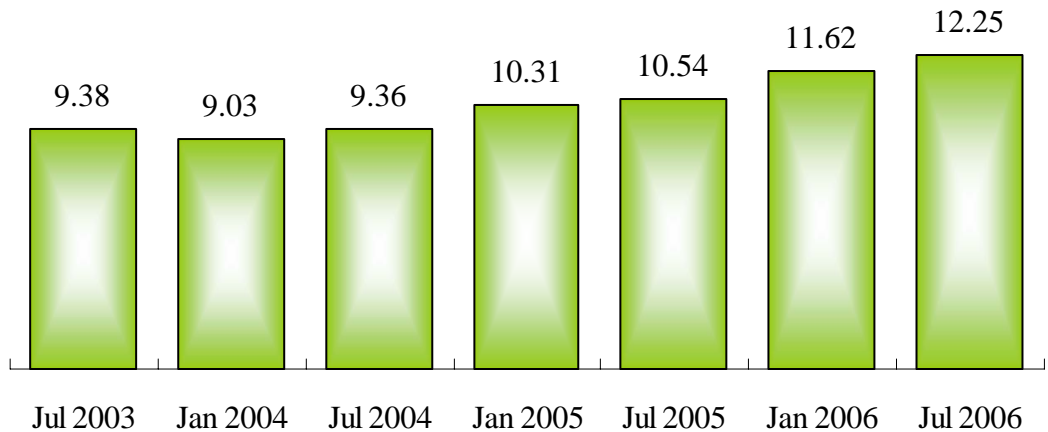


\*Digits in the parenthesis is the Sampling Error: %

**5. Internet  
Broadband  
Users in  
Taiwan  
2003-2006**

(1) From the chart below, we can see that there is a growing number of Internet broadband users in Taiwan. By the end of Jul. 2006, 12.25 million of residents in Taiwan have experiences of using broadband.

Growth of Internet Broadband Users in Taiwan



❖ Unit : Million

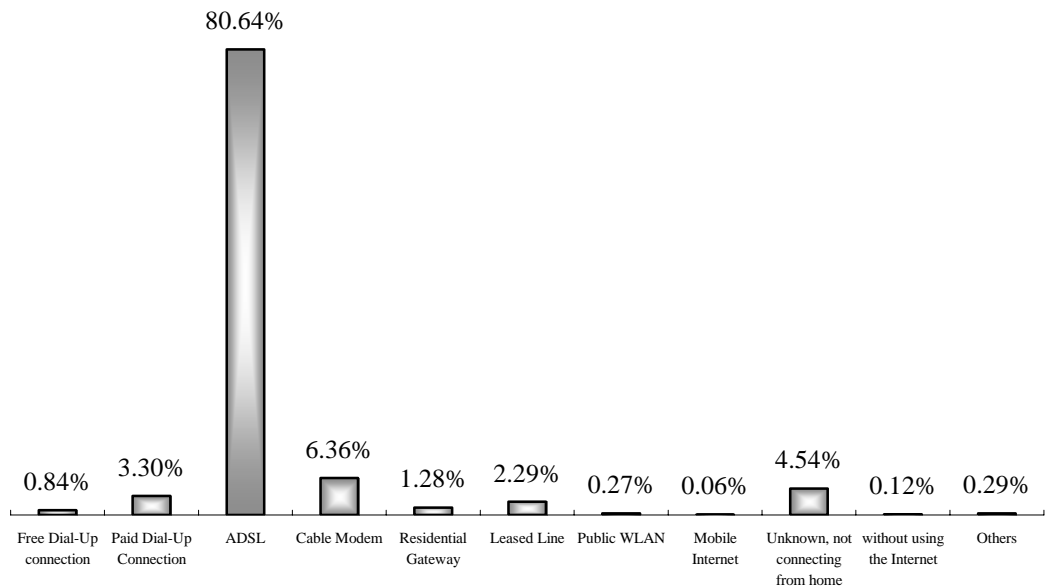
❖ Each TWNIC Data is based upon a population of residents in Taiwan Age 12 and above.

❖ Source : TWNIC Survey.

**6. Analysis on the Behavior of Internet Users**

(1) Among the interviewees who have had experience of using the Internet, 80.64% of them use ADSL, next comes Cable Modem, and the percentage is 6.36%

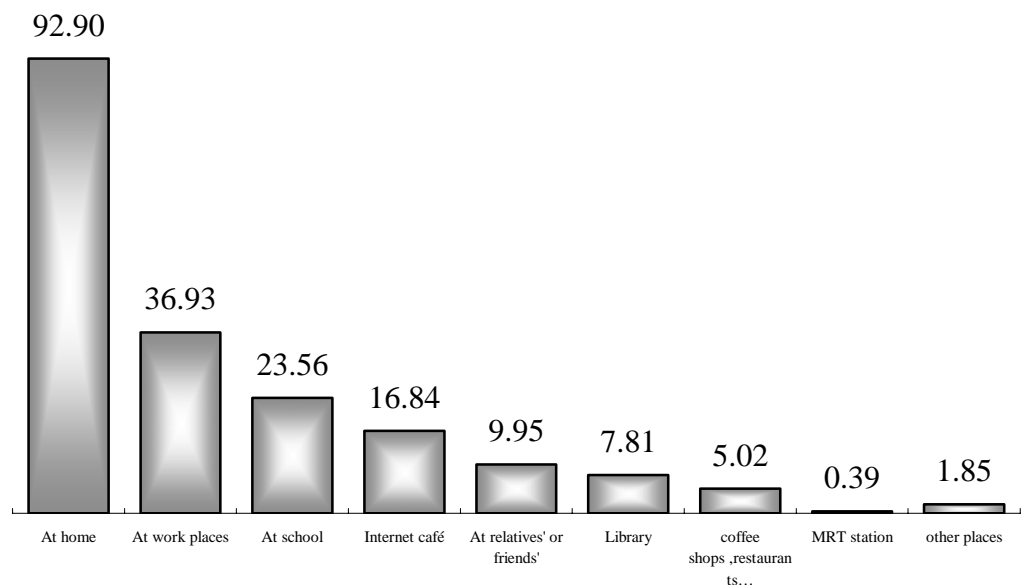
Percentages of Internet Accessing Methods



**7. Analysis on the Behavior of Broadband Users**

(1) Among the broadband users, people mostly use broadband at home with the relative frequency of 92.90; while the relative frequency of using broadband from work places is 36.93, at school is 23.56.

Places where Broadband Users Get Online (Multiple Choices)

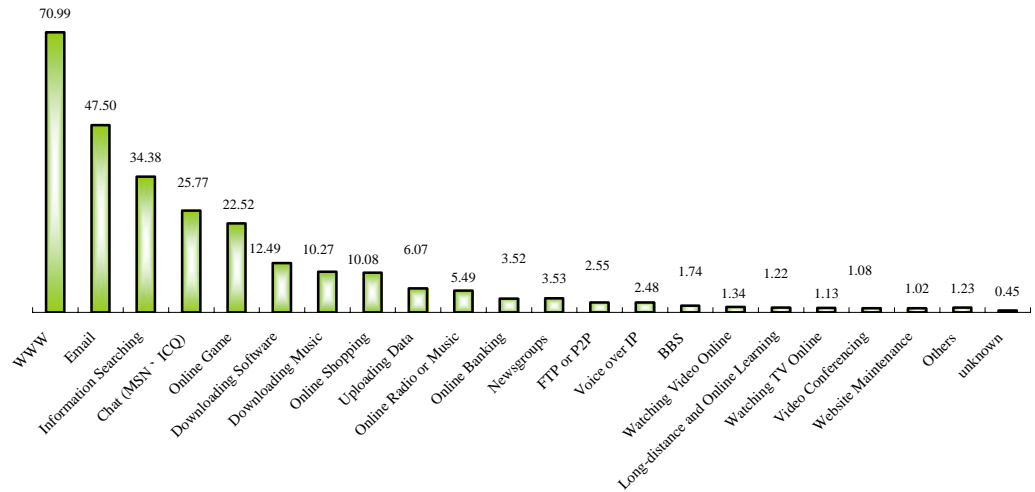


Unit : Percentages of Responses

**7. Analysis on the Behavior of Broadband Users**

(2) Among broadband users, In every 100 people has 70.99 browsing web pages, 47.50 use e-mails, and 34.38 use internet for information searching.

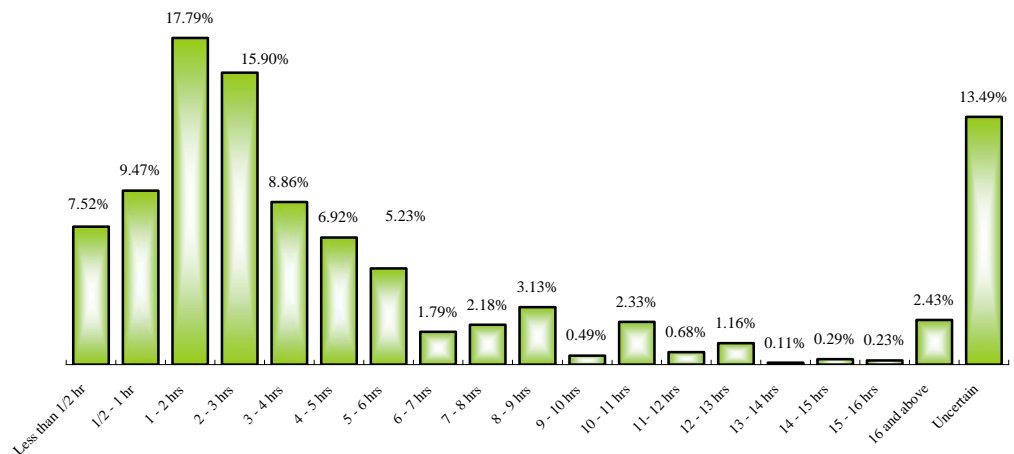
Purposes of Broadband Usage (Multiple Choices)



Unit : Percentages of Responses

(3) On the workday , among the broadband users, 17.79% of them spent more than one hour but less than two hours on line daily, and it is followed by more than two hours but less than three hours (15.90%), then more than half an hour but less than one hour (9.47%).

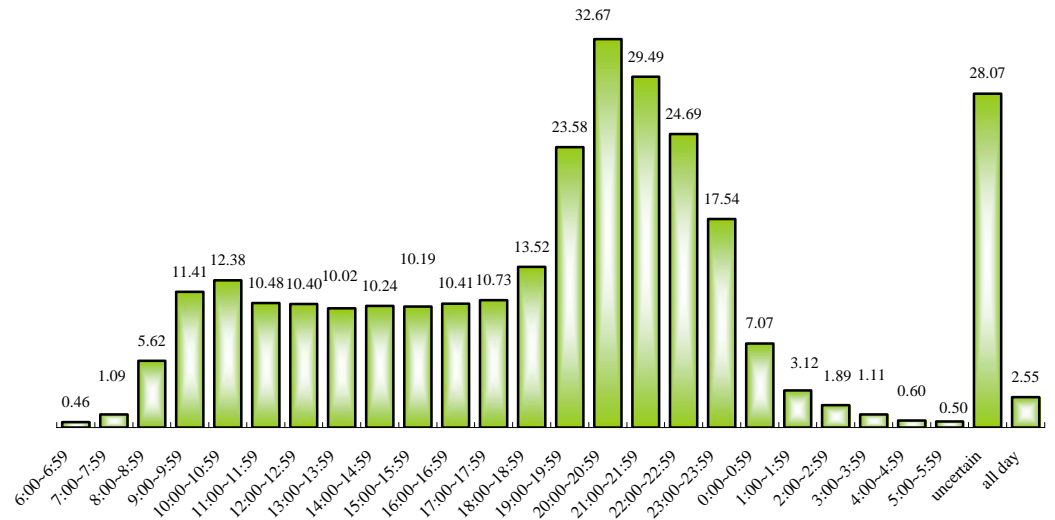
Amount of Time Broadband Users Spent Online On the workday



**7. Analysis on the Behavior of Broadband Users**

(4) On the workday, among interviewees who use broadband, 32.67% of them get online during the time slot of 20:00-20:59, next come 29.49% for the time slot of 21:00-21:59, and 24.69% for the time slot of 22:00-22:59.

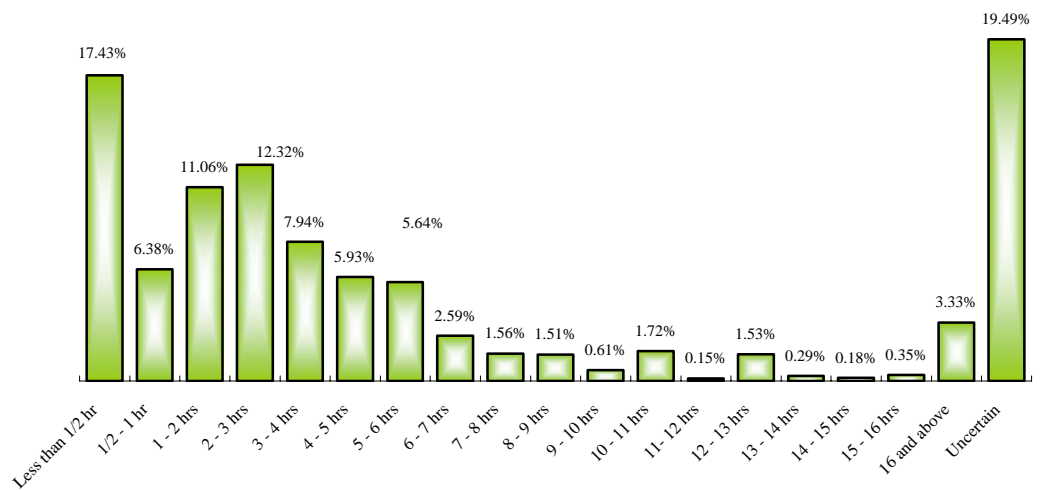
Favorite Time Slot for Using Broadband On the workday (Multiple Choices)



Unit : Percentages of Responses

(5) On the weekend, among the broadband users, 19.49% of them spent online uncertainly, and it is followed by 17.42%--less than half an hour, and 12.32% of them spent more than two hours but less than three hours.

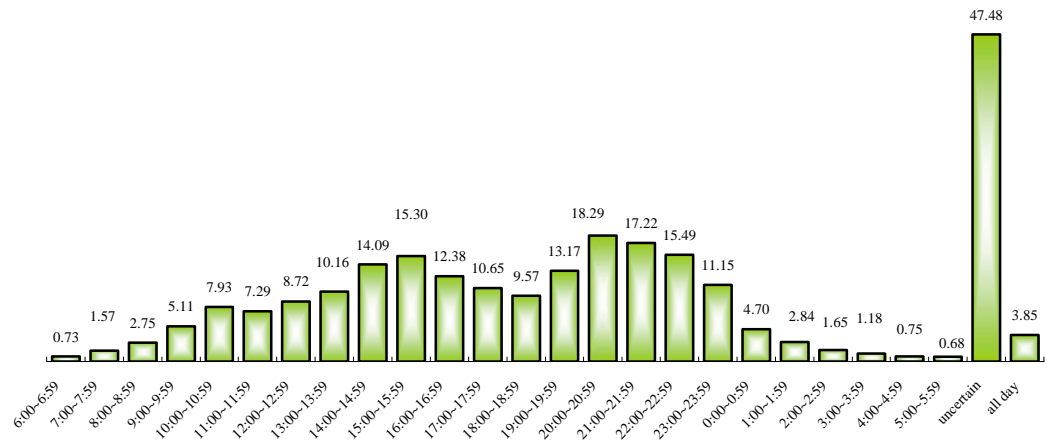
Amount of Time Broadband Users Spent Online On the weekend



**7. Analysis on the Behavior of Broadband Users**

(6) On the weekend, 47.48% of them get online during uncertain time. There are two high peaks of the time slot. The first high peak is the time slot of 14:00-16:59, and the second high peak is the time slot of 19:00-22:59.

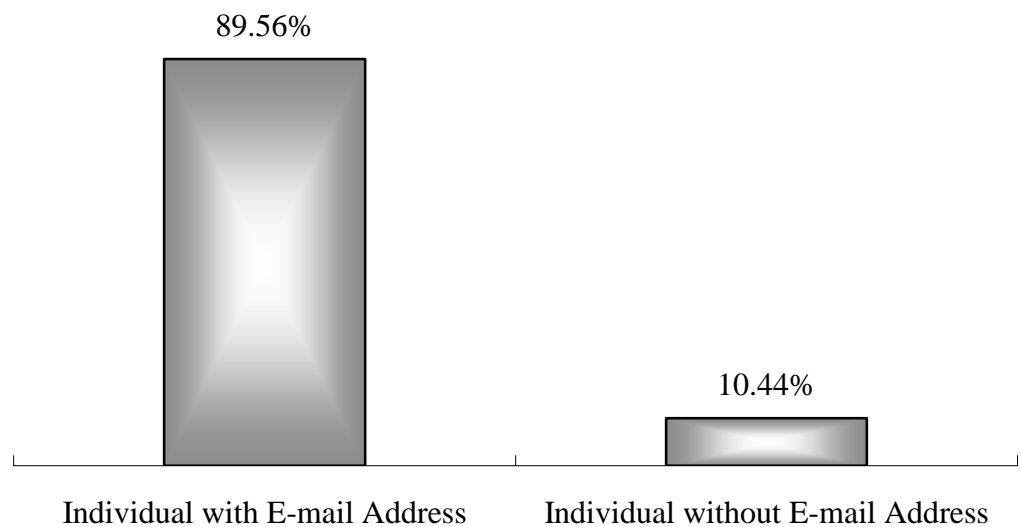
Favorite Time Slot for Using Broadband On the weekend (Multiple Choices)



Unit : Percentages of Responses

(7) Among broadband users, 89.56% of them have e-mail address, 10.44% of them don't have e-mail address.

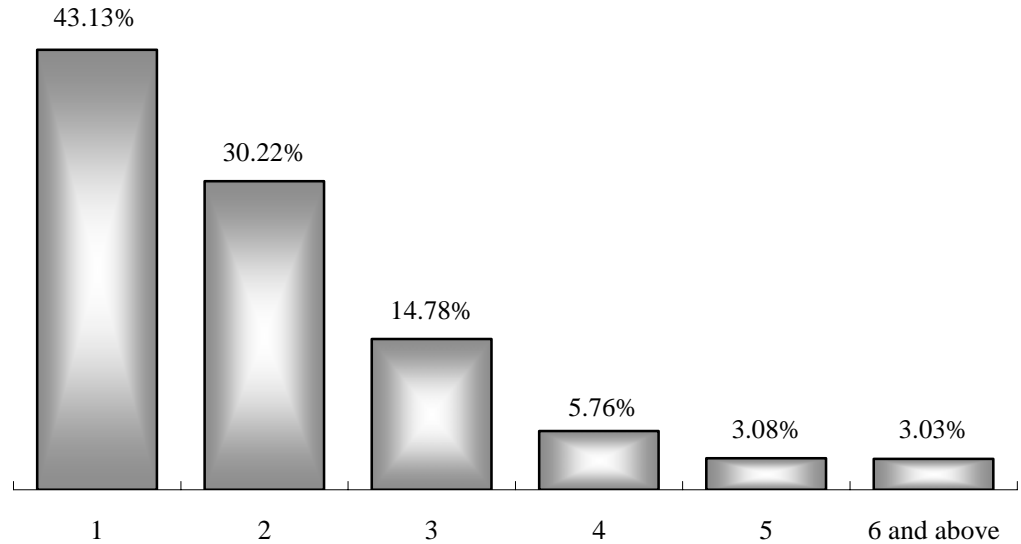
Percentage of Broadband Users with E-mail Address



**7.  
Analysis on  
the Behavior  
of Broadband  
Users**

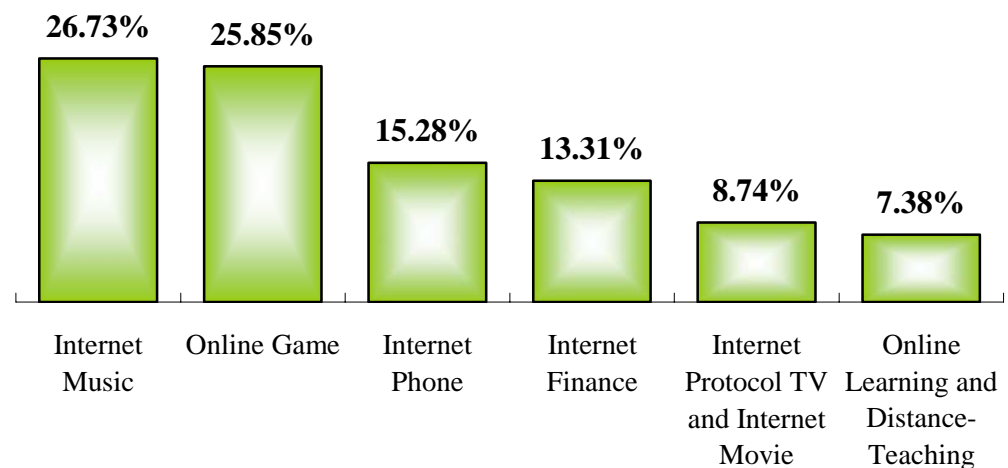
(8) Among the broadband users who have e-mail address, 43.13% of them have one e-mail address, and 30.22% of them have two e-mail addresses

Amount of Broadband Users who Have E-mail Address



(9) Among the broadband users, 26.73% of them have experience of using the payment internet music, 25.85% of them have experience of using the payment online game.

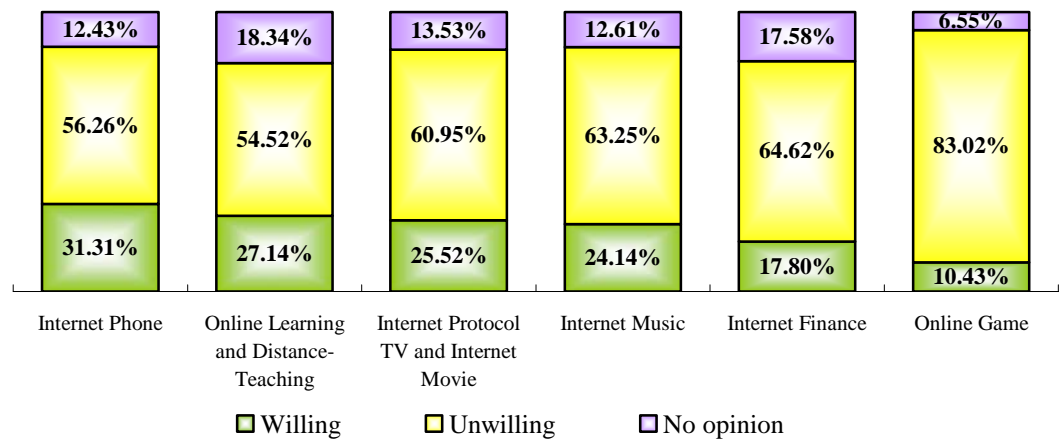
Percentage of Broadband Users Using Broadband Payment Service



**7. Analysis on the Behavior of Broadband Users**

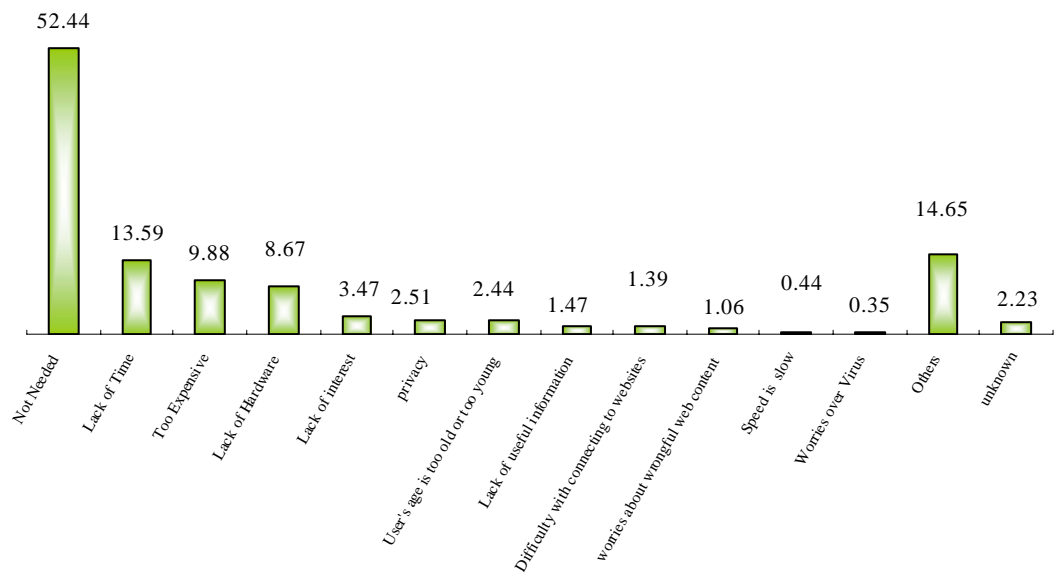
(10) Among the broadband users who have not used any payment service, 31.31% of them have willing of using the payment internet phone in the future, 27.14% of them have willing of using the payment online learning and distance teaching in the future.

The Willing of Non-Broadband Users Will Use Broadband Payment Services in the Future



(11) Among non-broadband users, every 100 people has 52.44 answering that the main reason is “Not Needed”, next follows “Lack of Time”, with 13.59 per 100 people answering it.

Reasons for Not Subscribing Broadband (Multiple Choices)

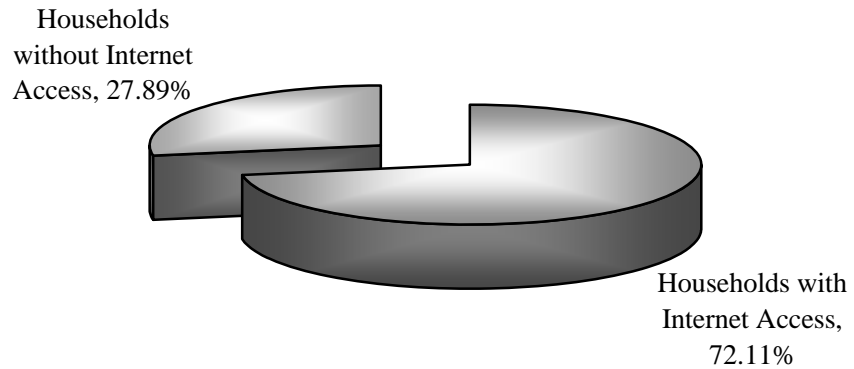


Unit : Percentages of Responses

**8. Estimated Population and Penetration Rate of Internet Households**

(1) 72.11% of the households in Taiwan have an access to the Internet, 27.89% of them don't have an access to the Internet.

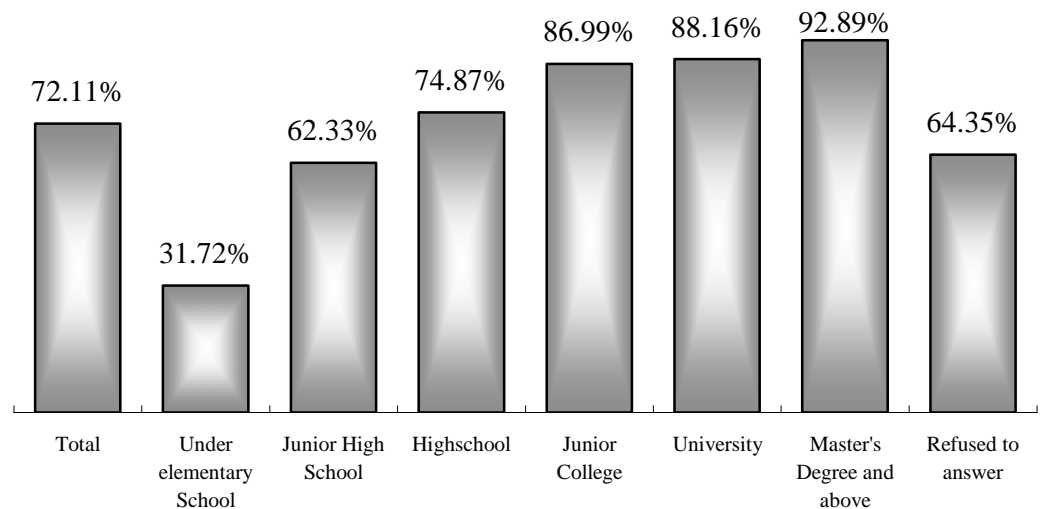
Percentages of Households in Taiwan with Internet Access



\* Sampling Error :  $\pm 1.99\%$  (Confidence level 95%)

(2) According to the educational background of the economic head of the households, 92.89% of them have a master's degree and above, and it is followed by 88.16% with university degree, and 86.99% with junior college degree.

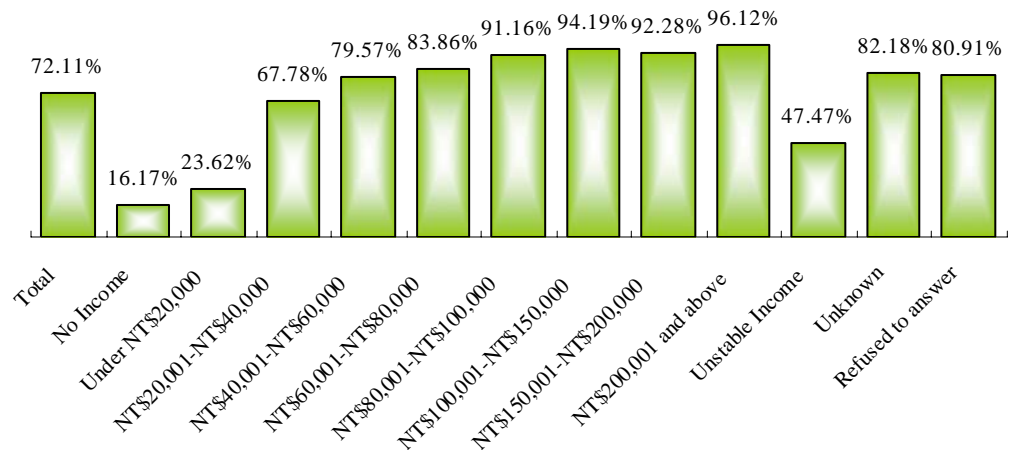
Educational Background of the Economic Head of Households with Internet Access



## 8. Estimated Population and Penetration Rate of Internet Households

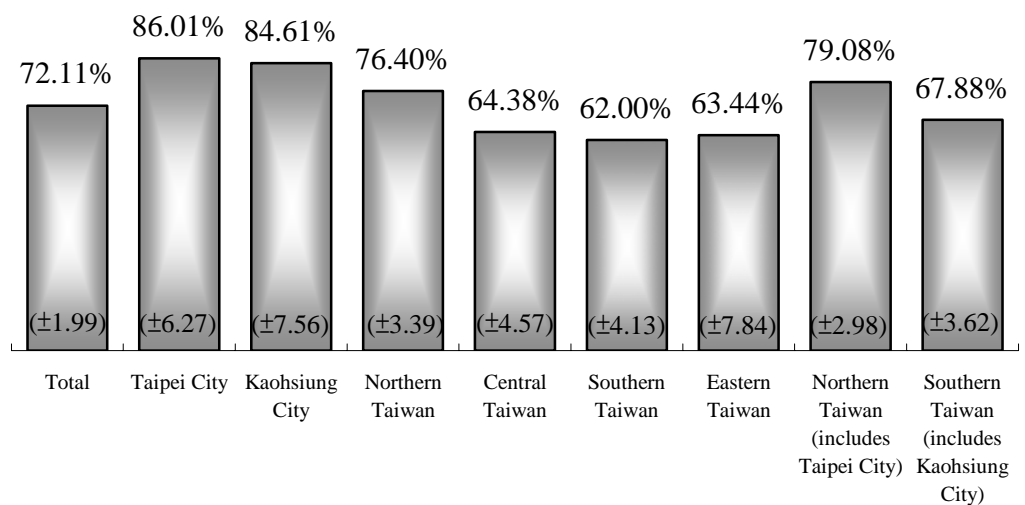
(3) 96.12% of the households in Taiwan with access to the Internet have an average income of NTD 200,001 and above, 94.19% have an average income of NTD 100,001–150,000; 92.28% with an income of NTD 150,001–200,000, and they are followed by 91.16% with an income of NTD 80,001–100,000.

Percentages of Internet Households according to Monthly Income



(4) In Taipei City, about 86.01% (0.80 million) households have access to the Internet, for Kaohsiung City, it is 84.61% (0.46 million). Following the two metropolitan areas are: 76.40% (1.84 million) for Northern Taiwan, 64.38% (1.07 million) for Central Taiwan, and 62.00% (0.96 million) for Southern Taiwan, and the Eastern lowest is Taiwan with 63.44% (0.12 million).

Percentages of Households with Internet Access in Different Areas of Taiwan

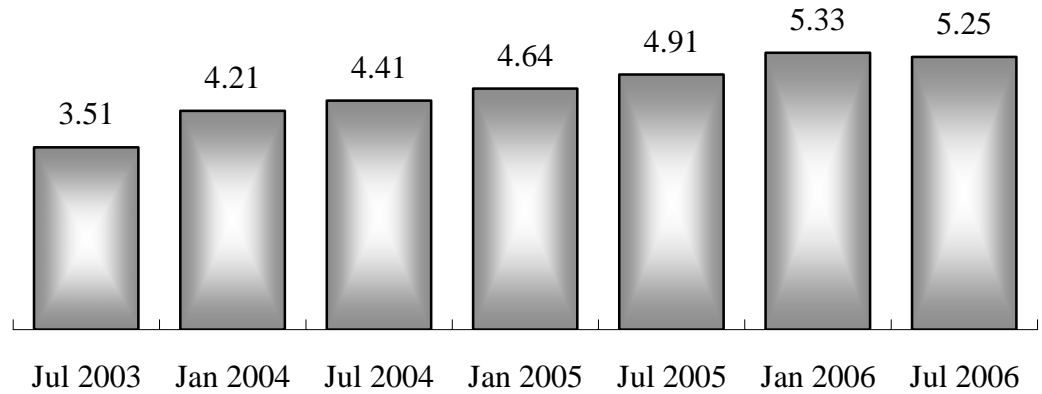


\* Digits in the parenthesis is the Sampling Error: %

**9. Internet Household in Taiwan 2003-2006**

(1) From the chart below, we can see that there is a growing number of Internet household in Taiwan. By the end of Jul. 2006, 5.25 million of households in Taiwan have experiences of using the Internet.

Growth of Internet Household in Taiwan

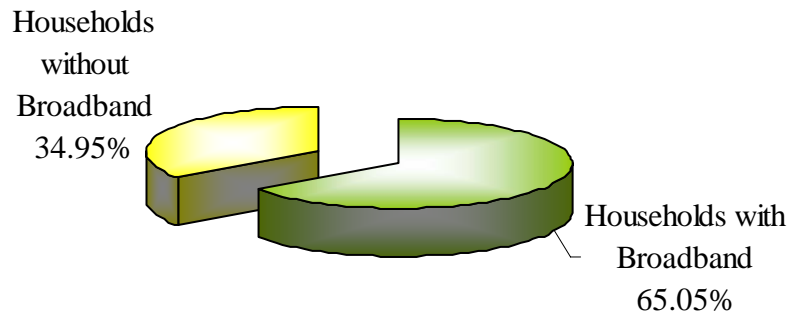


- ❖ Unit : Million
- ❖ Each TWNIC Data is based upon the strata of the 23 cities/counties in Taiwan.
- ❖ Source : TWNIC Survey.

**10  
Estimated  
Population  
and  
Penetration of  
Broadband  
Households**

(1) 65.05% (4.74million) households in Taiwan are broadband subscribers.

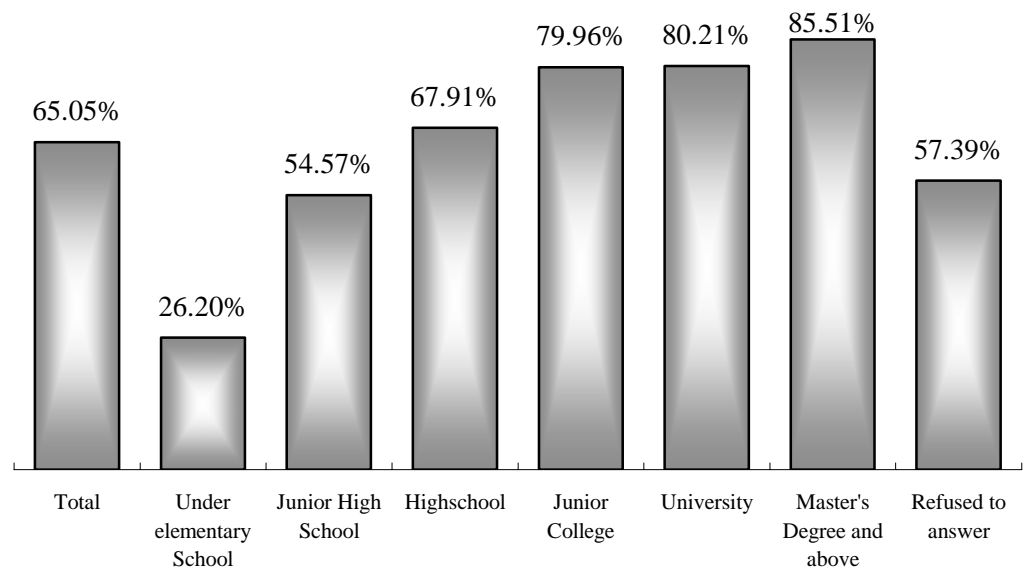
Percentages Broadband and Non-Broadband households



\* Sampling Error :  $\pm 2.10\%$  (Confidence level 95%)

(2) According to the educational background of the economic head of the broadband households, 85.51% of them have a master's degree and above, and it is followed by 80.21% with university degree, and 79.96% with junior college degree.

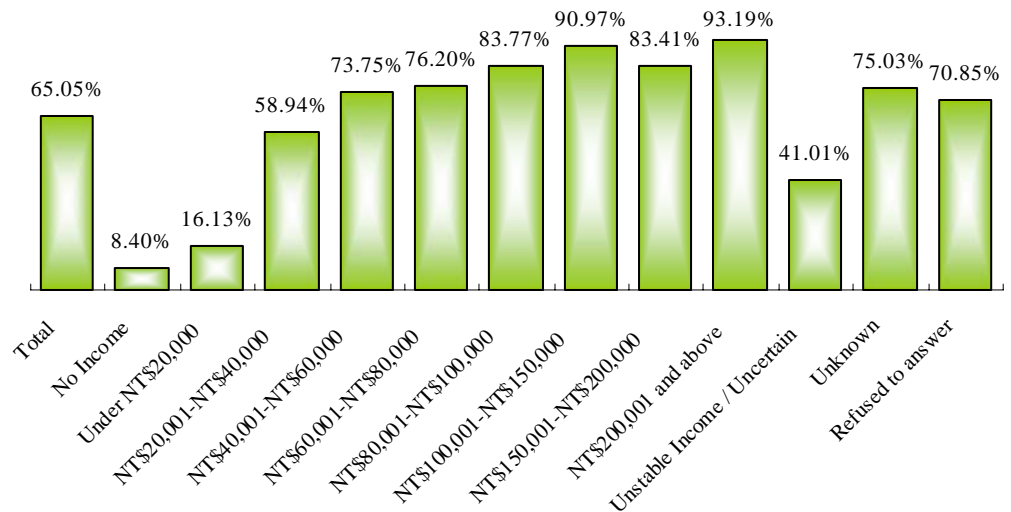
The Educational Background of the Economic Head of Broadband Households



## 10 Estimated Population and Penetration of Broadband Households

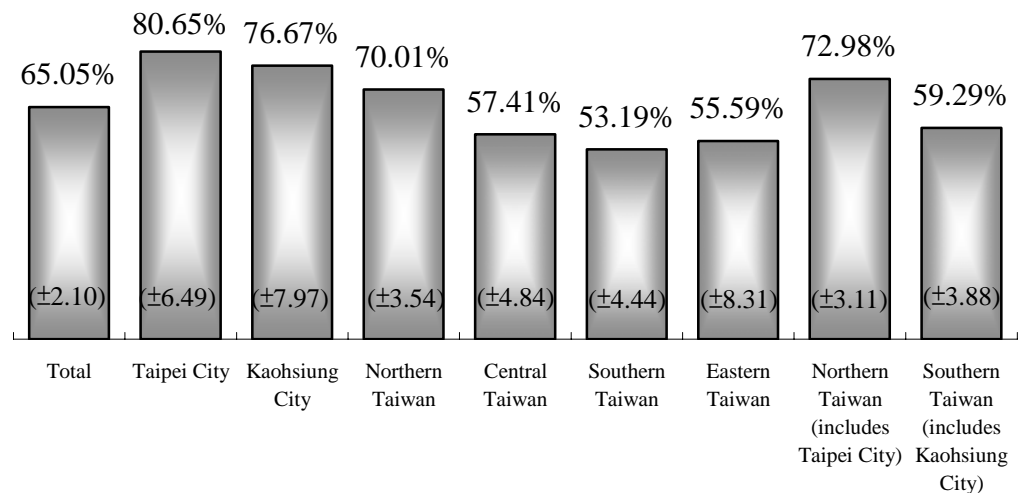
- (3) From the average monthly income, households with an income of 200,001 and above have the highest percentage of broadband subscription rate (93.19%), and next comes the income group of 100,001-150,000 per month (90.97%), and the income group of 80,001-100,000 per month (83.77%).

Average Household Monthly Income and Broadband Subscription



- (4) The percentages of broadband households in different areas are: 80.65% (0.75 million) for Taipei City, and 76.67% (0.42 million) for Kaohsiung City, 70.01% (1.69 million) for Northern Taiwan, 57.41% (0.95 million) for Central Taiwan, 53.19% (0.82 million) for Southern Taiwan and 55.59% for Eastern Taiwan, which features the lowest rate (0.11 million).

Percentages of Broadband Household in Different Areas in Taiwan

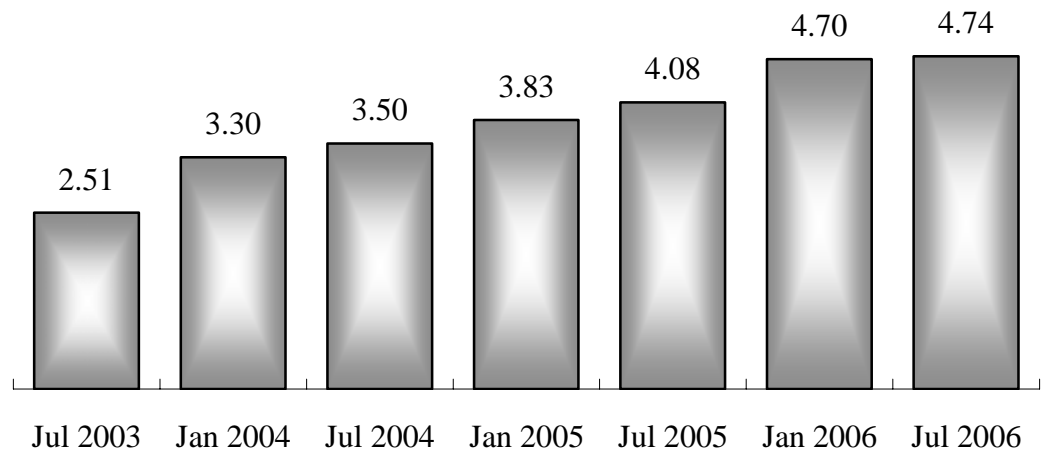


\*Digits in the parenthesis is the Sampling Error: %

**11.  
Broadband  
Household in  
Taiwan  
2003-2006**

(1) From the chart below, we can see that there is a growing number of broadband household in Taiwan. By the end of Jul. 2006, 4.74 million of households in Taiwan have experiences of using broadband.

Growth of Broadband Household in Taiwan

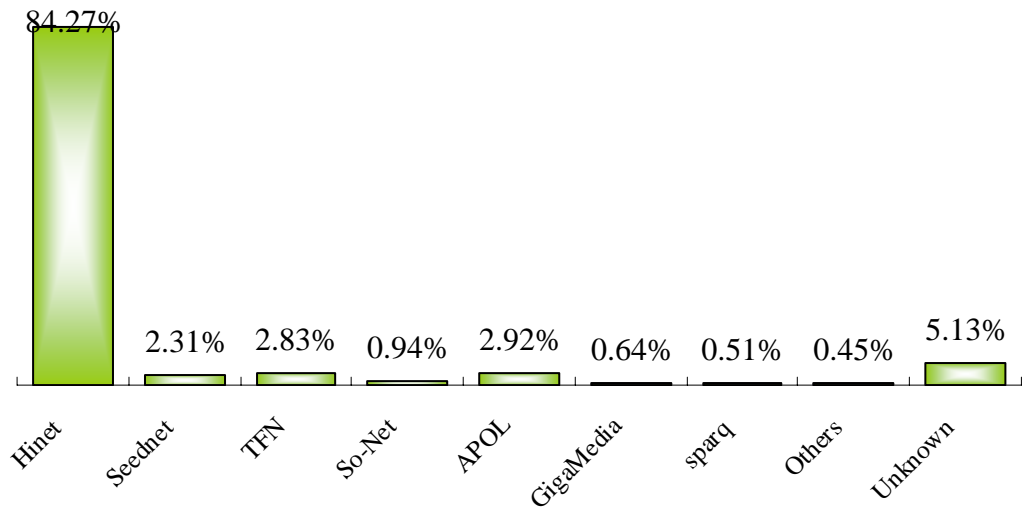


- ❖ Unit : Million
- ❖ Each TWNIC Data is based upon the strata of the 23 cities/counties in Taiwan.
- ❖ Source : TWNIC Survey.

**12. Analysis on the Behavior for Broadband Households**

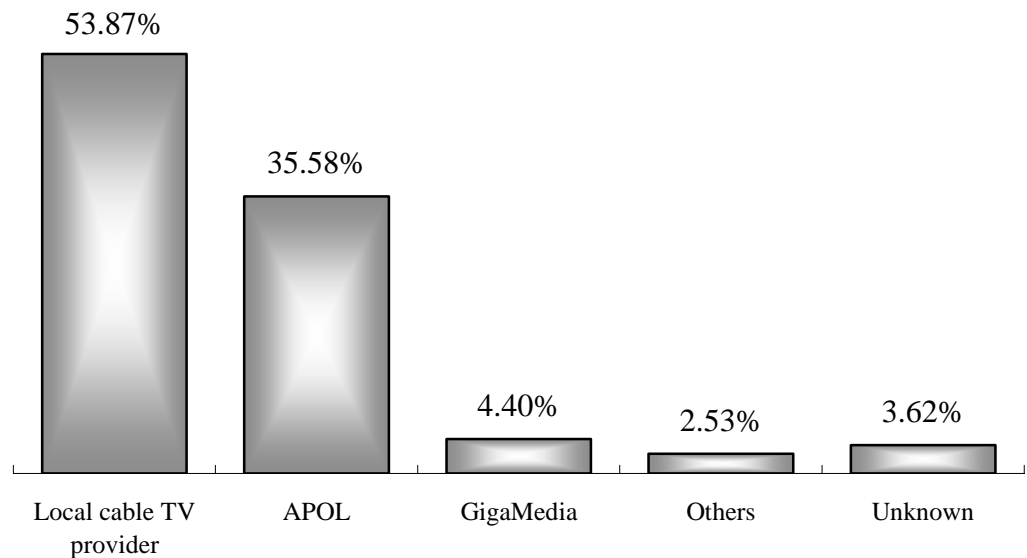
(1) Among the ADSL subscribers, 84.27% of them subscribe from Hinet, next comes 2.92% for APOL and 2.83% for TFN.

Popular ADSL Service Providers



(2) Among the Cable Modem subscribers, most of the households, 53.87%, subscribes from Local cable TV provider, next comes 35.58% for APOL.

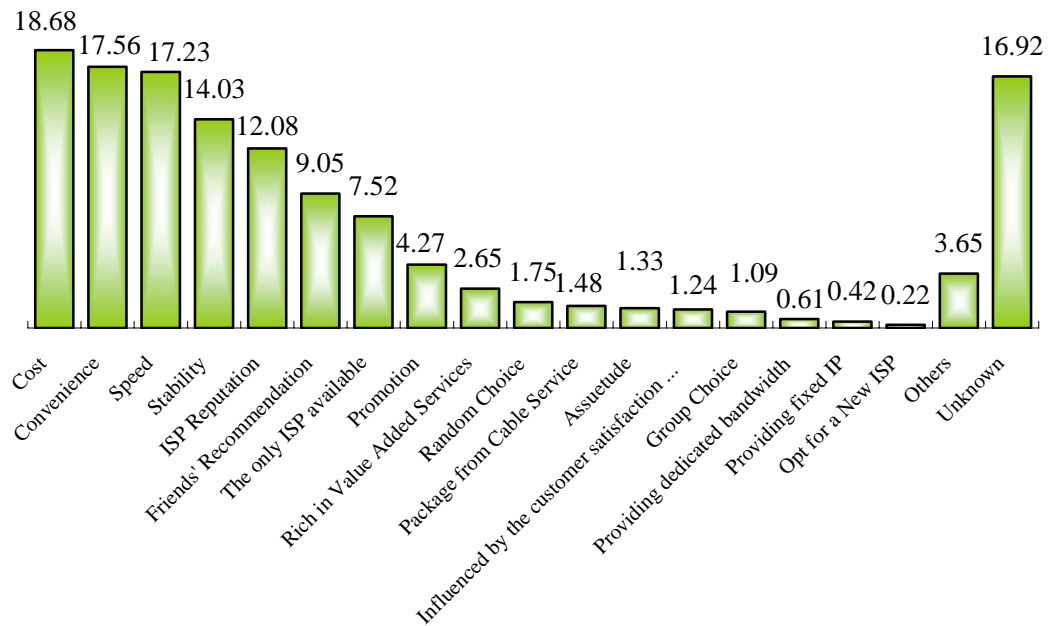
Popular Cable Modem Service Supplier



## 12. Analysis on the Behavior for Broadband Households

(3) When asked the major factors of choosing the broadband suppliers, among 100 people, there are 18.68 will consider Cost when they choose suppliers, 17.56 considering about Convenience, 17.23 care about Speed.

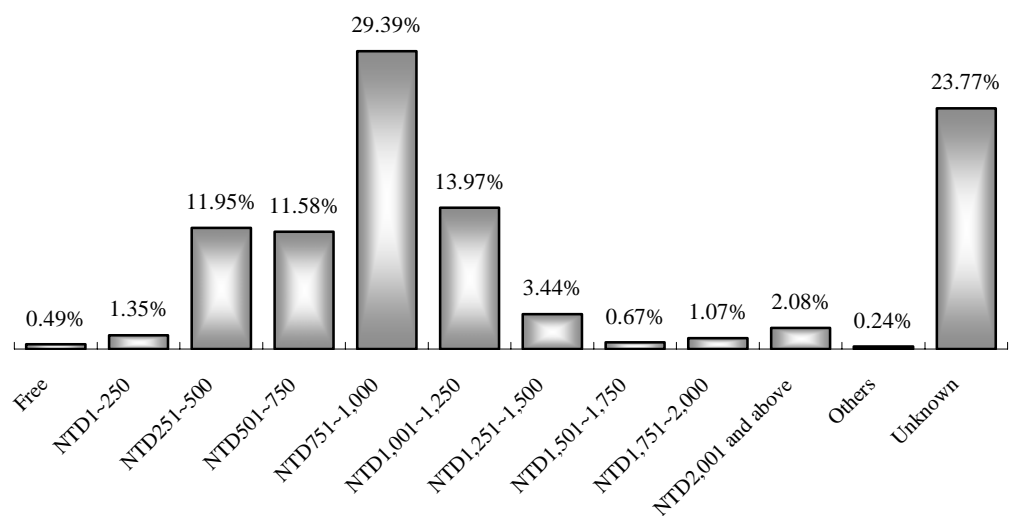
Factors Considered in Choosing ISP (multiple choices)



Unit : Percentages of Responses

(4) Among the households using broadband, the average expenditure from NTD 750~1,000 ranks top, with 29.39%, next follows NTD 1,001~1,250 with 13.97%.

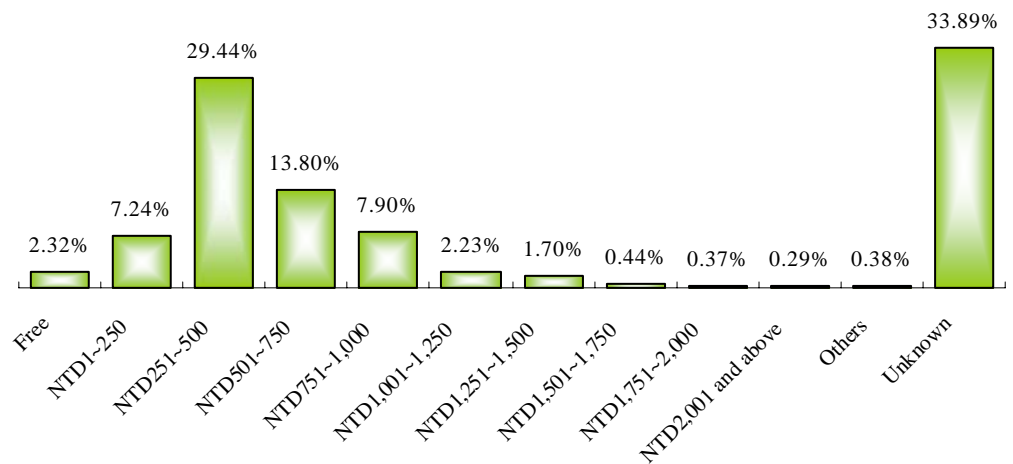
Average Monthly Expenditures on Broadband



**12 .  
Analysis on  
the Behavior  
for  
Broadband  
Households**

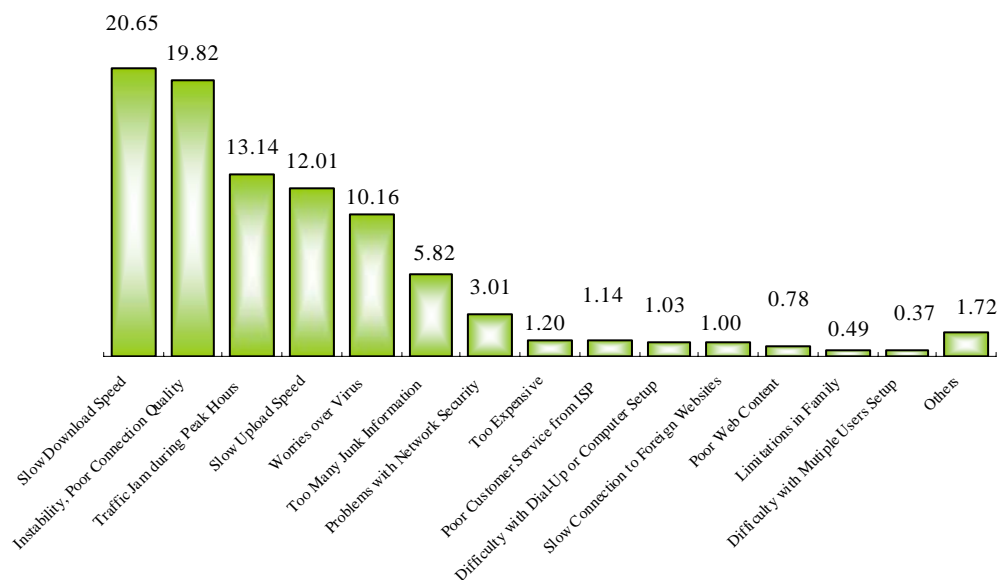
(5) Under the download speed of 2M/sec, 29.44% of the household broadband subscribers think the reasonable expenditures on broadband should be within the range of NTD 251~500, next follows 13.80% for the range of NTD 501~750, then 7.90% for NTD 751~1,000.

Reasonable Range for Broadband Expenditures



(6) Among the broadband subscribers having using problems, every 100 people has 20.65 cannot suffer the download speed slowly, 19.82 cannot suffer “Instability, Poor Connection Quality”.

Problems for Using Broadband (Multiple Choices)

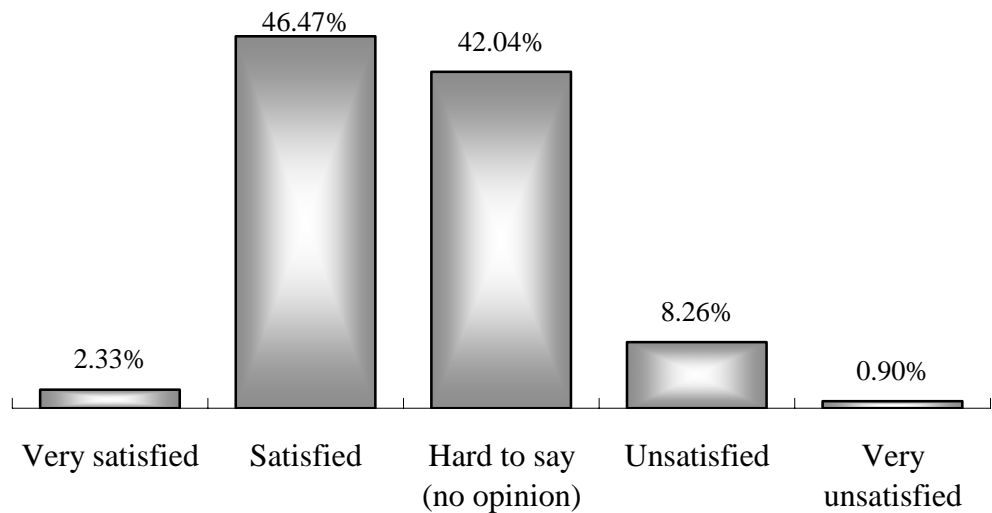


Unit : Percentages of Responses

**12 .  
Analysis on  
the Behavior  
for  
Broadband  
Households**

(7) Among the broadband subscribers, 48.80% are satisfied (includes satisfied and very satisfied) with their ISP, but 42.04% subscribers respond with “hard to say”.

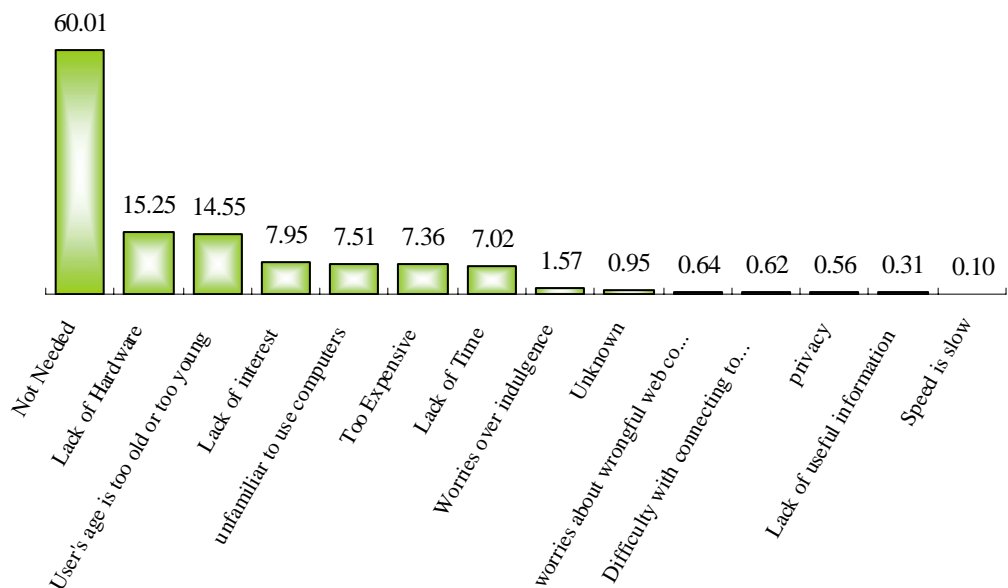
Satisfaction Rate with ISP



**13 .  
Analysis on  
the Behavior  
for  
Non-Broadband  
Households**

(1) Among the Internet but non-broadband households, asking them why do not have broadband, every 100 people has 60.01 say “Not Needed”, next follows, 15.25 say “Lack of Hardware”.

Reasons for Not Subscribing Broadband (Multiple Choices)

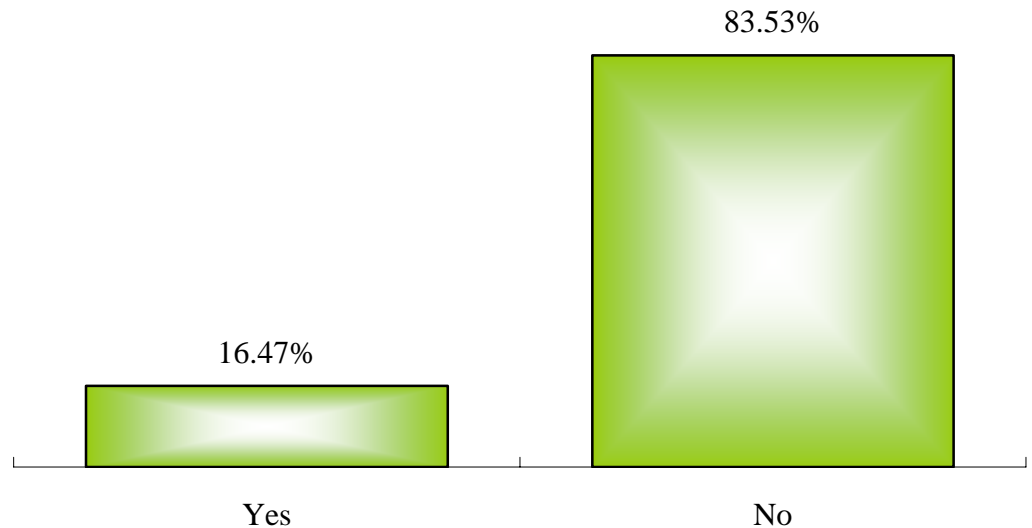


Unit : Percentages of Responses

**13 .  
Analysis on  
the Behavior  
for  
Non-Broadband  
Households**

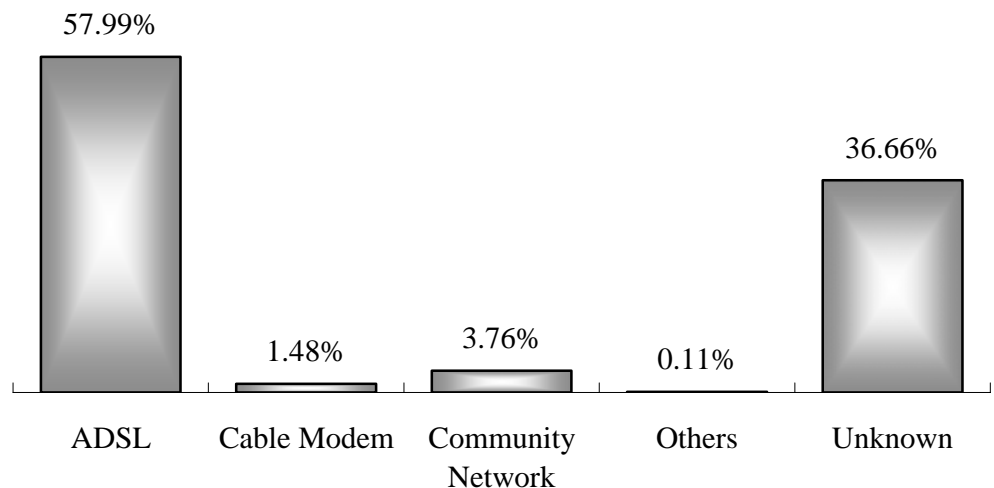
(2) Among the Internet but non-broadband households, 16.47% respond that they “Plan to subscribe broadband in the coming six months”, while 83.53% respond that they “Have no plan to subscribe broadband in the coming six months.”

Plans to Subscribe Broadband in the Coming Six Months



(3) 57.99% households with plans to subscribe broadband in the coming six months opt for ADSL, only 3.76% of them opt for community network

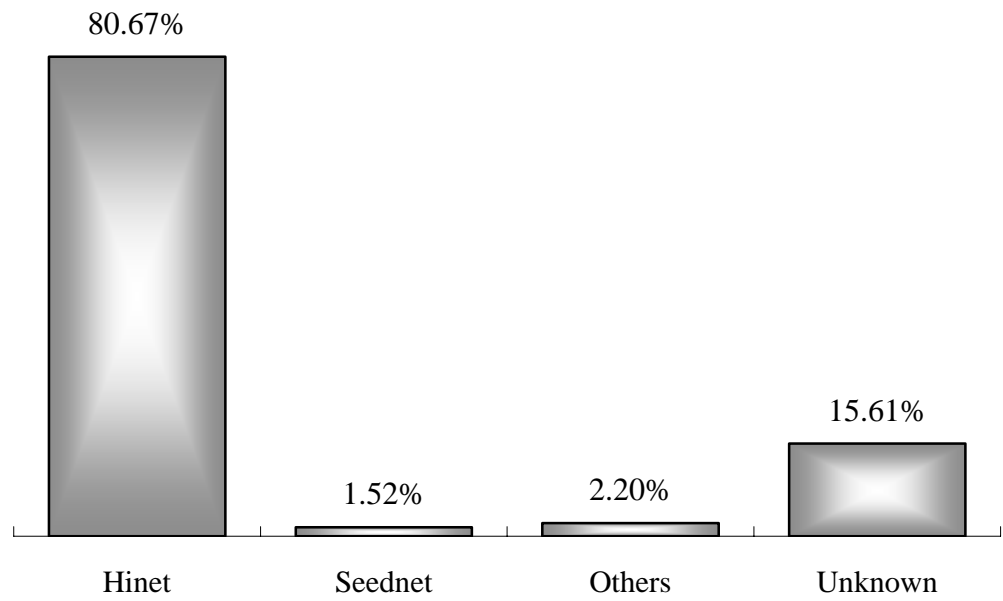
Preferred Types for Broadband Subscription



**13. Analysis on the Behavior for Non-Broadband Households**

(4) 80.67% of the households which plan to subscribe ADSL in the coming six months will subscribe from Hinet (Chung Hua Telecom), while about 2.20% of them plan to choose other.

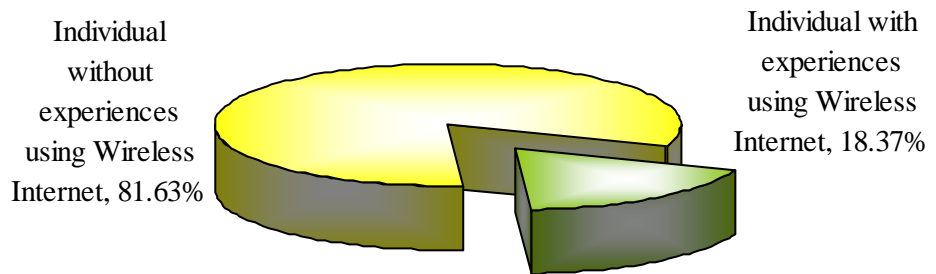
Preferences of ISPs for Households Planning to Subscribe ADSL



**14. Estimated Population and Penetration Rate of Wireless Internet Users**

(1) 18.37% of the residents Age 12 and above in Taiwan have experience of using Wireless Internet.

Estimated Penetration Rate of Residents using Wireless Internet

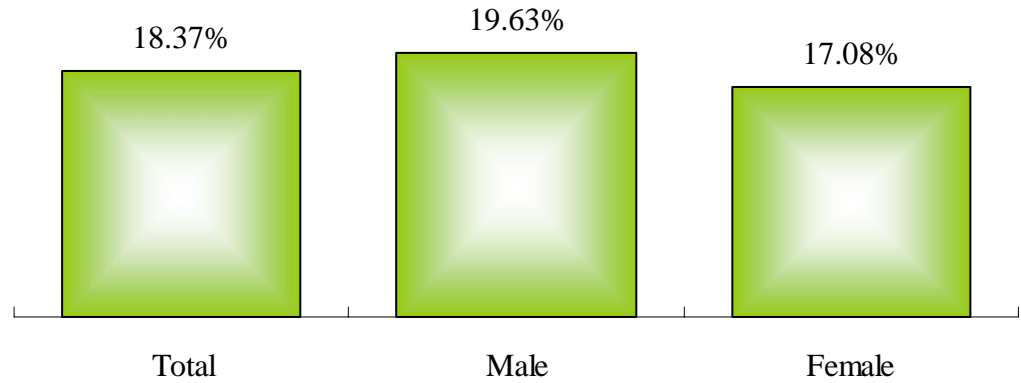


\* Sampling Error : ±4.04% (Confidence level 95%)

**14. Estimated Population and Penetration Rate of Wireless Internet Users**

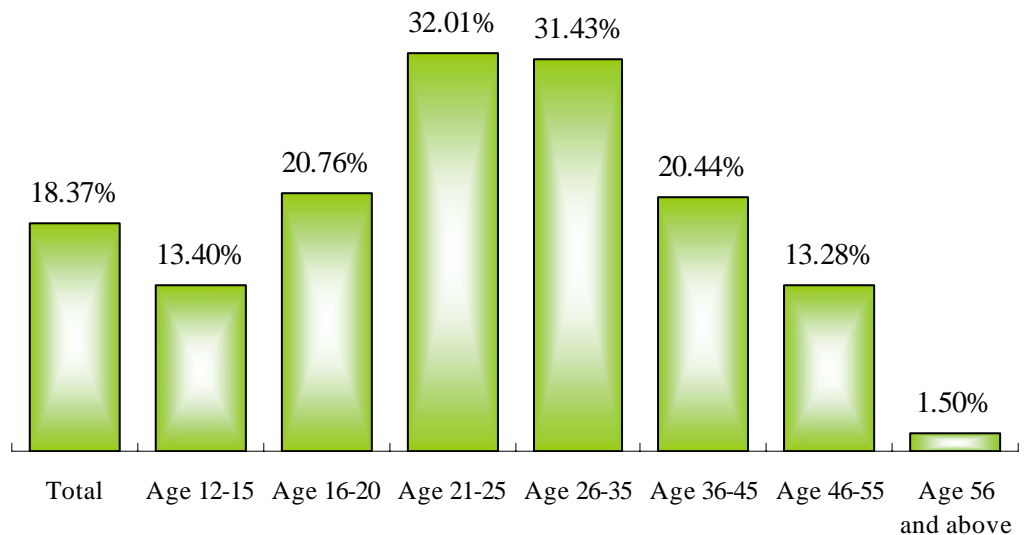
(2) While 19.63% of male have ever used the Wireless Internet (1.94 million), the female is 17.08% (1.64 million).

Gender Difference in Wireless Internet Users



(3) In terms of age groups, the age group of 21-25 ranks top, with 32.01% (0.61 million) of the interviewees have experiences using Wireless Internet; and it is followed by the age group 26-35 with 31.43% (1.18 million) and age group 16-20 with 20.76% (0.33 million), while the lowest falls on the age group of over 56 with only 1.50% (55 thousand).

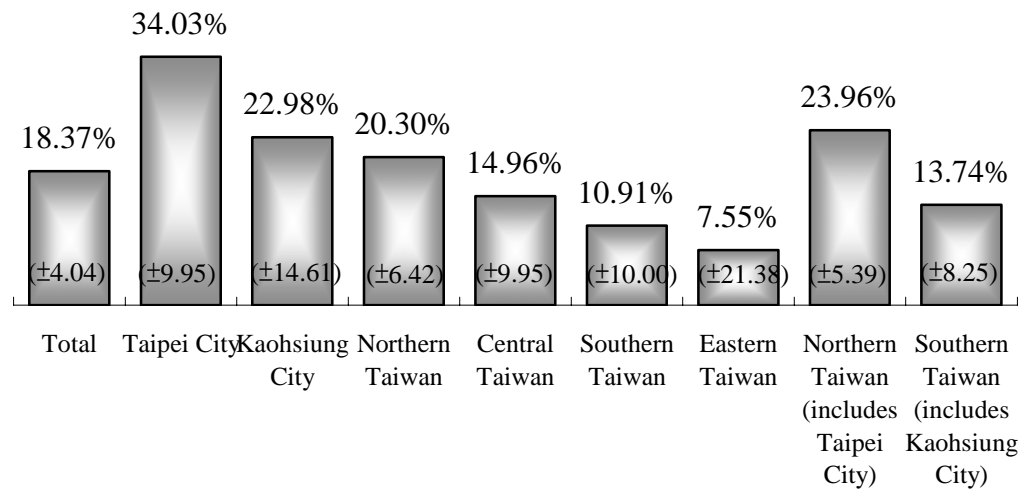
Percentages of Wireless Internet Users in Different Age Groups



**14. Estimated Population and Penetration Rate of Wireless Internet Users**

(4) Mentioned about the penetration of Wireless Internet, the percentages of the metropolitan areas of Taipei City and Kaohsiung City are 34.03% and 22.98%, respectively. The percentage of Northern Taiwan is 20.30%, and it is followed by Central Taiwan with 14.96%, Southern Taiwan with 10.91% and Eastern Taiwan with 7.55%.

Percentages of Wireless Internet Users in Different Areas of Taiwan

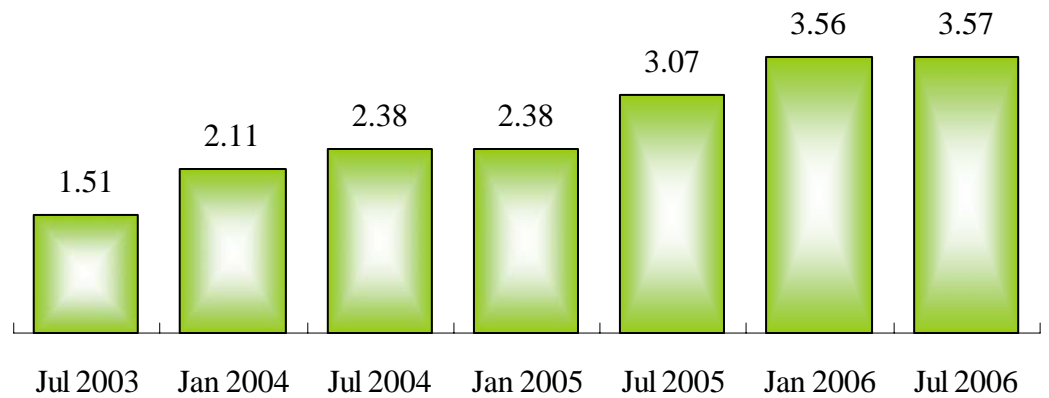


\*Digits in the parenthesis is the Sampling Error: %

**15. Wireless Internet Users in Taiwan 2003-2006**

(1) This chart shows that there is a growing number of Wireless Internet Users in Taiwan. By the end of Jul. 2006, 3.57 million of residents in Taiwan have experiences of using Wireless Internet.

Growth of Wireless Internet Users in Taiwan



❖ Unit : Million

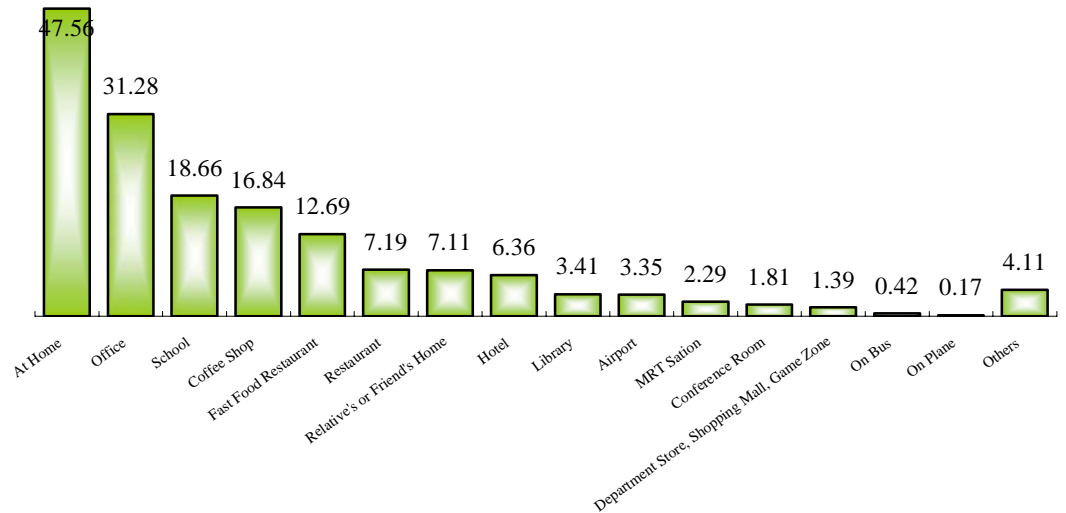
❖ Each TWNIC Data is based upon a population of residents in Taiwan Age 12 and above.

❖ Source : TWNIC Survey.

**16. Analysis on The Behavior of Wireless Internet Users**

(1) Among the Wireless Internet users, every 100 people has 47.56 use Wireless Internet from home, 31.28 using Wireless Internet from office, while 18.66 at school.

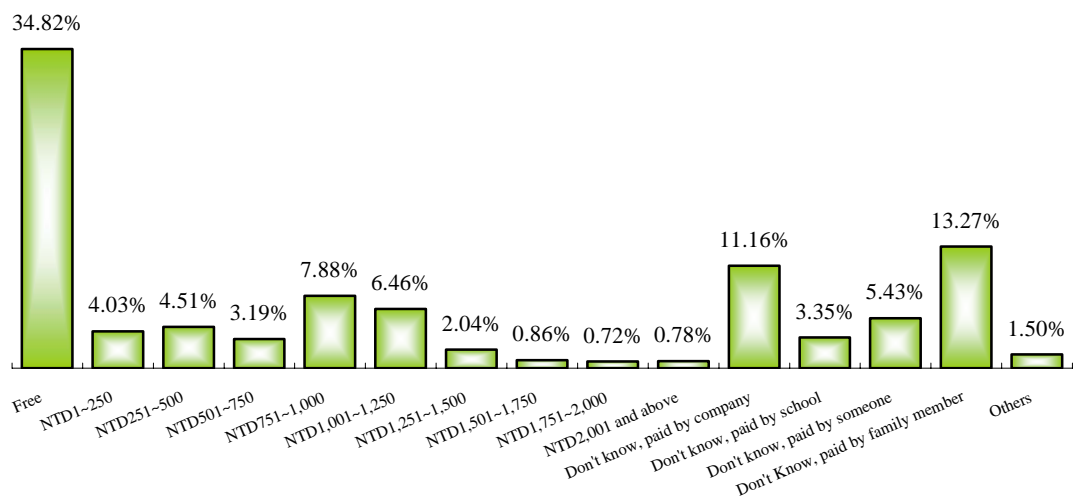
Locations for Using Wireless Internet (Multiple Choices)



Unit : Percentages of Responses

(2) Among the Wireless Internet users, 34.82% use it without charge, 13.27% reply “don’t know the expenditure, paid by family member” and 11.16% reply “don’t know the expenditure, paid by company”.

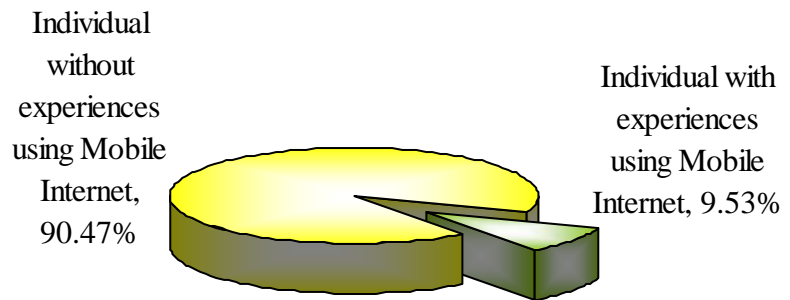
Expenditures of Wireless Internet Users



**17. Estimated Population and Penetration Rate of Mobile Internet Users**

(1) 9.53% (1.86 million) of the residents in Taiwan Age 12 and above have experience of using Mobile Internet Service.

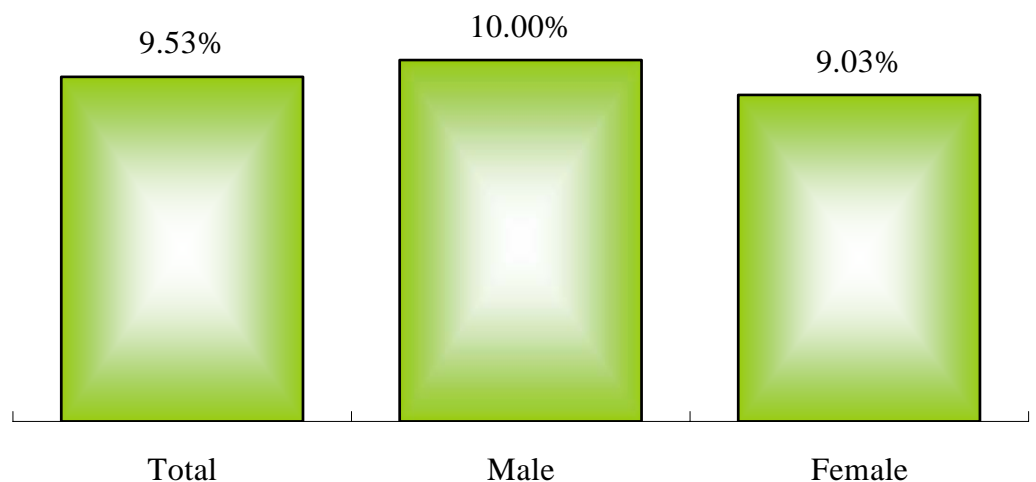
Percentage of Mobile Internet Users in Taiwan



\* Sampling Error :  $\pm 5.49\%$  (Confidence level 95%)

(2) While 10.00% of male have ever used the Mobile Internet (0.98million), the female is 9.03% (0.87million).

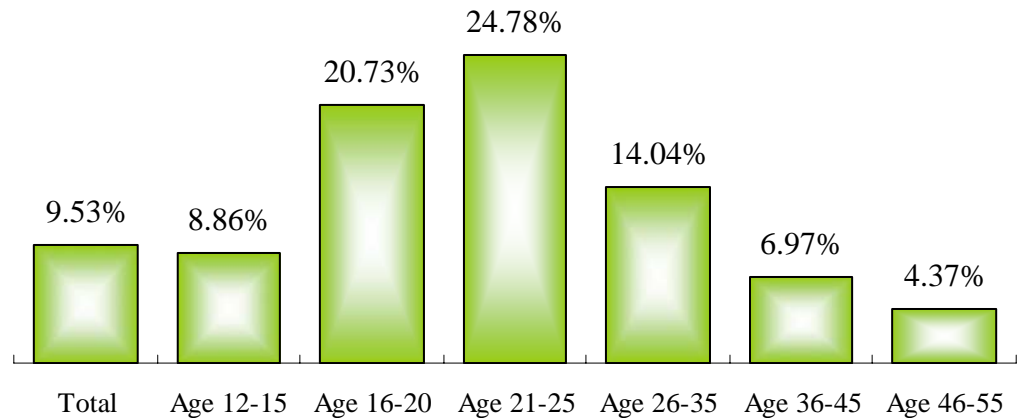
Gender Difference in Mobile Internet Users



**17.  
Estimated  
Population  
and  
Penetration  
Rate of  
Mobile  
Internet Users**

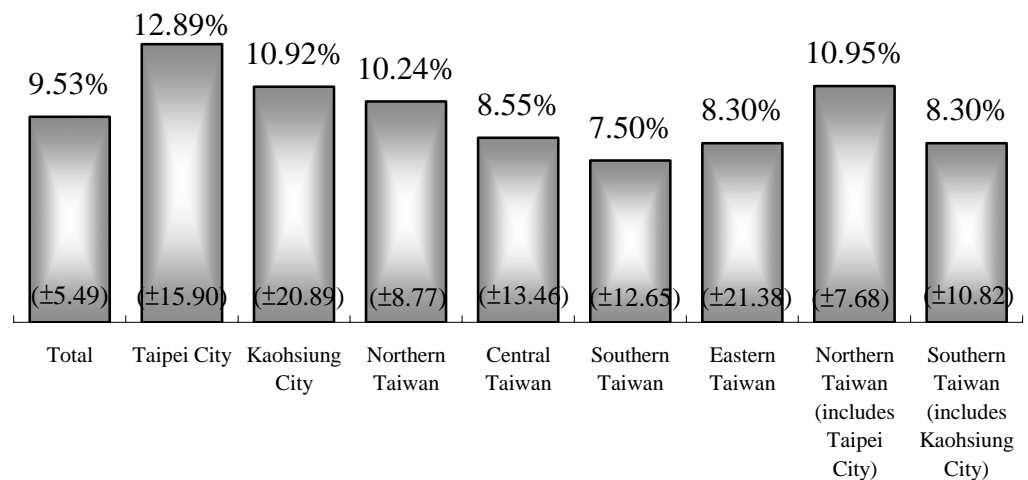
- (3) The age group of 21-25 has the highest percentage of Mobile Internet users, with 24.78%; it is followed by the age group 16-20 with 20.73% and age group 26-35 with 14.04%; the lowest percentage falls on the age group 46-55, with less than 4.37%.

Percentages of Mobile Internet Users for Different Age Groups



- (4) Among residents Age 12 and above in Taiwan who have experience of using Mobile Internet service, the percentages of the metropolitan areas of Taipei City and Kaohsiung City are 12.89% and 10.92% respectively. In Northern Taiwan, the percentage is 10.24%, and it is followed by Central Taiwan with 8.55%, Eastern Taiwan 8.30% and Southern Taiwan with 7.50%.

Percentages of Internet Users with Mobile Access in Different Areas of Taiwan

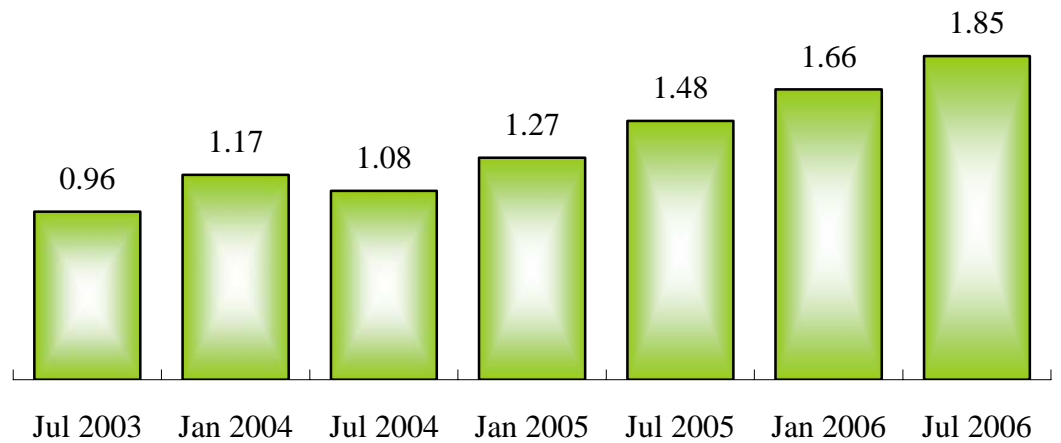


\* Digits in the parenthesis is the Sampling Error: %

**18. Mobile Internet Users in Taiwan 2003-2006**

(1) This chart exhibits that there is a growing number of Mobile Internet Users in Taiwan. By the end of Jul. 2006, 1.85 million of residents in Taiwan have experience of using Mobile Internet.

Growth of Mobile Internet Users in Taiwan



❖ Unit : Million

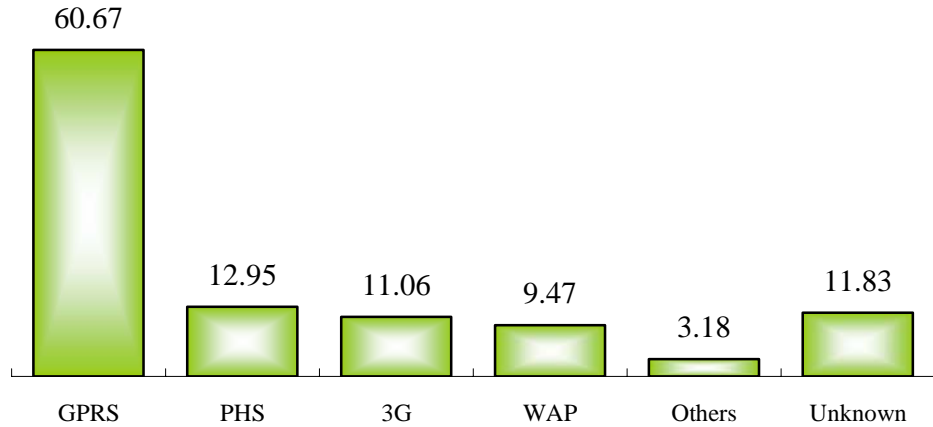
❖ Each TWNIC Data is based upon a population of residents in Taiwan Age 12 and above.

❖ Source : TWNIC Survey.

**19.**  
**Analysis on**  
**Behavior of**  
**Mobile**  
**Internet Users**

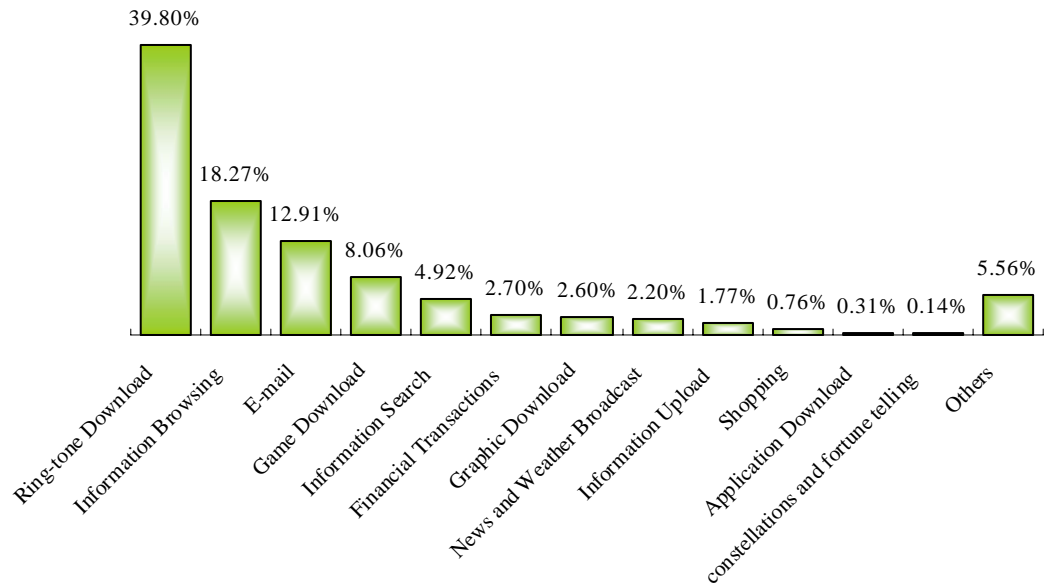
(1) Among the Mobile Internet service users, every 100 people opts to use GPRS, 12.95 opts to use PHS, while 11.06 opts to use 3G.

Access Options for Mobile Internet Users (Multiple Choices)



(2) Among the Mobile Internet service users, the most frequently used service is “Ring-tones Download” with 39.80%, and it is followed by “Information Browsing” with 18.27% and “E-mail” with 12.91%.

Percentages for Services Used via Mobile Internet



**19. Analysis on Behavior of Mobile Internet Users**

(3) 44.86% of the Mobile Internet users spent under NTD 250 on the Mobile Internet service, and it is followed by “don’t know the expenditure, paid by family member” with 18.02%.

Monthly Expenditures on Mobile Internet Service

