Wireless Internet Usage in Taiwan

Summary Report of
October 2015 Survey

Taiwan Network Information Center
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## 1. Survey Methodology

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Samples</td>
<td>1,068 valid samples (telephone interview survey)</td>
</tr>
<tr>
<td>Target</td>
<td>Residents in Taiwan aged 12 and above</td>
</tr>
<tr>
<td>Population</td>
<td>21,006,360 residents in 22 cities/counties in Taiwan</td>
</tr>
<tr>
<td></td>
<td>*Demographic information based on 2015 September Monthly</td>
</tr>
<tr>
<td></td>
<td>Demographic Statistics Report, Ministry of Interior</td>
</tr>
<tr>
<td>Survey Method</td>
<td>Computer-assisted telephone interview</td>
</tr>
<tr>
<td>Sampling Method</td>
<td>A stratified simple random sampling was used to separate the</td>
</tr>
<tr>
<td></td>
<td>population elements into strata composed of 22 cities/counties</td>
</tr>
<tr>
<td></td>
<td>in Taiwan. The sample size of each stratum was determined using</td>
</tr>
<tr>
<td></td>
<td>proportional allocation method.</td>
</tr>
</tbody>
</table>
2. Mobile Internet Usage Overview—Telephone Interview

(1) Mobile Internet usage

(a) Percentages of internet users who have used mobile Internet in the last six months

79.8% of the 857 Internet user have used mobile Internet in the last six months.

Percentage of internet users who have used mobile Internet in the last six months

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>%</td>
<td>79.8</td>
<td>20.2</td>
</tr>
</tbody>
</table>

【Unit: %】
(b) Percentages of internet users who have ever used Mobile Internet

81.4 percent of 857 Internet users have ever used mobile Internet.

Percentage of internet users who have ever used mobile Internet

![Bar Chart]

- Yes: 81.4%
- No: 18.6%

【Unit: %】
(2) Mobile Internet Accessing

(a) Devices owned for mobile Internet access

Smartphone is the main device owned by 725 mobile internet users for mobile Internet access, followed by “Tablet PC.”

Devices owned for mobile Internet access

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>96.2%</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>27.6%</td>
</tr>
<tr>
<td>Notebook</td>
<td>18.8%</td>
</tr>
<tr>
<td>Personal Computer</td>
<td>9.6%</td>
</tr>
<tr>
<td>PDA</td>
<td>1.6%</td>
</tr>
<tr>
<td>Feature phone</td>
<td>1.3%</td>
</tr>
<tr>
<td>Handheld game console</td>
<td>0.4%</td>
</tr>
</tbody>
</table>

【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 725 mobile internet users for mobile Internet access, followed by “Tablet PC.”

Devices used to access mobile Internet

<table>
<thead>
<tr>
<th>Device</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smartphone</td>
<td>93.2%</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>12.5%</td>
</tr>
<tr>
<td>Notebook</td>
<td>6.0%</td>
</tr>
<tr>
<td>Personal Computer</td>
<td>2.8%</td>
</tr>
<tr>
<td>PDA</td>
<td>0.8%</td>
</tr>
<tr>
<td>Feature phone</td>
<td>0.1%</td>
</tr>
</tbody>
</table>

【Unit: %】
(c) Mobile Internet access

4G has become the main method used by 725 mobile internet users to access mobile Internet.

【Unit: %】
(3) 4G Upgrade

(a) Intention to upgrade to 4G

Among the 330 mobile Internet users not using 4G, 73.8% do not consider 4G upgrade.

Intention to upgrade to 4G

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>26.2</td>
<td>73.8</td>
</tr>
</tbody>
</table>

【Unit: %】
(b) Reasons for not considering 4G upgrade

“Unnecessary” is the main reason of those 244 mobile internet users not considering 4G upgrade, followed by “low signal coverage” and “too expensive.”

![Bar chart showing reasons for not considering 4G upgrade]

- Unnecessary: 63.3%
- Too expensive: 24.4%
- Bound by current phone plan: 13.1%
- Low signal coverage: 12.4%
- Don’t see the advantages: 6.3%
- Lack of “all-you-can-eat” plans: 1.2%

【Unit: %】
Among 244 mobile internet users who currently do not consider upgrading to 4G, 21.4% will consider the upgrade in the next 12 months.

Intention to upgrade to 4G in the next 12 months

【Unit: %】
(4) Mobile Internet usage

(a) Average time of mobile Internet access

The average time interval of 725 mobile internet users accessing mobile Internet is between 1 and 2 hours, followed by between 2 and 3 hours and between 30 minutes to 1 hour.

![Average time of mobile Internet access per day](image)

【Unit: %】
(b) Monthly expense for mobile Internet access

The average monthly mobile expense of 725 mobile internet users accessing mobile Internet is between NTD 501 and NTD 650 inclusive, followed by NTD 251 and NTD 400 inclusive and between NTD 651 and NTD 700 inclusive.

Monthly fee for mobile Internet access

【Unit: %】
58.2% of 725 mobile Internet users subscribe to “all-you-can-eat” service plan.

【Unit: %】
(d) Mobile Internet Payment Method

“Pay Monthly” is the main payment method used by 725 mobile internet users, followed by “Prepaid” method.

![Mobile Internet Payment Method Diagram]

【Unit: %】
(e) Mobile Internet activities

“Instant Messaging,” “Social Media” and “Visit Webpages” are the three major activities preferred by 725 mobile Internet users.

Mobile Internet activities

- Instant messaging: 80.6%
- Social media: 74.1%
- Visit webpages: 53.6%
- Watching Videos/online: 20.6%
- Online Game: 18.6%
- News and Weather Broadcast: 16.9%
- Transportation Information: 9.1%
- Email: 8.3%
- Shopping Information: 7.9%
- Online music services: 5.4%

[Unit: %]
[Note: multiple choices are allowed; total percentage may be greater than 100%; Only the top 10 answers are listed here]
(f) Reasons for using mobile Internet

“Look Up Information”, “Talk with Friends” and “Ubiquitous Access” are the three major reasons why 725 mobile internet users use mobile Internet.

【Unit: %】
【Note: Multiple choices are allowed; total percentage may be greater than 100%; Only the top 10 answers are listed here】
(g) User satisfaction with mobile Internet quality

78.0% of 725 mobile Internet users are satisfied with the quality of mobile Internet quality.
(h) Reasons for unsatisfaction with mobile Internet quality

The main reason for those 157 mobile internet users who are unsatisfied with mobile Internet quality is “Unstable Signal, disconnected frequently”, followed by “Weak Signal, Limited Access”.

Reasons for unsatisfaction with mobile Internet quality

- Unstable Signal, Offline Frequently: 67.5%
- Weak Signal, Limited Access: 50.6%
- Speed too Slow: 45.0%
- Too Expensive: 10.5%

【Unit: %】
【Note: Multiple choices, total percentage may be greater than 100%】
(i) Website Accessing

"Browser" is the main method used by 725 mobile Internet users to access Websites, followed by using "App."

![Different Ways of Accessing Website]

【Unit: %】
(5) Mobile Internet Application Usage

(a) Mobile payment

7.5% of the 725 mobile Internet users have used mobile payment, while 92.5% haven’t.

Using mobile payment

【Unit: %】
(b) Reasons for Using Mobile Payment

“Convenience” is the main reason why those 54 mobile payment users use mobile payment, followed by “No Need to Bring Cash”.

【Unit: %】
【Note: More than one answer is allowed, total might be greater than 100%】
4.9% of the 725 mobile Internet users are using wearable devices, while 95.1% are not.
(d) Reasons for Using Wearable Devices

“Suitable for Sport” is the main reason why those 35 Wearable Device users use wearable devices, followed by “Convenient”.

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenient</td>
<td>36.6%</td>
</tr>
<tr>
<td>Enjoy High Tech Product</td>
<td>8.8%</td>
</tr>
<tr>
<td>Conform to Era Trend</td>
<td>29.2%</td>
</tr>
<tr>
<td>Good for Sport</td>
<td>37.0%</td>
</tr>
</tbody>
</table>

【Unit: %】
【Note: Multiple choices, total percentage may be greater than 100%】
12.1% of those 725 mobile Internet users are using live streaming platforms, while 87.9% are not.
(f) Live Streaming Platforms by Category

By category, “Entertainment” is the main live streaming platform category used by those 87 live streaming platform users, followed by “News”.

Live streaming platforms by category

- **Entertainment**: 48.9%
- **Knowledge**: 3.2%
- **Live Sports Streams**: 22.4%
- **News**: 25.4%

【Unit: %】
【Note: More than one answer is allowed, total might be greater than 100%】
(g) Reasons for Not Using Live Streaming Platforms

“No need” is the main reason why those 637 mobile internet users do not use live streaming platform, followed by “Don’t know how to use”.

Reasons for Not Using Live Streaming Platforms

- No Need: 63.7%
- Don’t Know How to Use: 37.6%
- Lack of Content: 3.8%
- Might Affect Eye Health: 3.1%
- Not Safe: 2.9%
- Too Expensive: 2.5%
- Unqualified Smartphone: 2.2%
- Internet Fee: 1.1%
- Afraid of Too Much Internet Fee: 0.9%
- No Guarantee of Privacy Protect: 0.7%
- Don’t Want Children to Use: 0.7%
- Unstable Signal: 0.7%

【Unit: %】
【Note: More than one answer is allowed, total might be greater than 100%】
(6) Attitude and Perception toward Mobile Internet

(a) Improvement of Daily Life via Mobile Internet

79.4% of the 725 mobile Internet users feel that using mobile Internet improves their daily life while 19.8% don’t.
(b) Mobile Internet Helps One to Expand Social Circle

76.0% of the 725 mobile Internet users feel that using mobile Internet helps them to expand social circle, while 23.6% don’t.

【Unit: %】
(c) Mobile Internet Helps One Increase Knowledge

87.7% of the 725 mobile Internet users feel that using mobile Internet helps increase knowledge, while 12.0% don’t.

Mobile Internet Helps One Increase Knowledge

【Unit: %】
(d) Worry about Mobile Internet Security

64.6% of the 725 mobile Internet users worry about mobile Internet security when using mobile Internet, while 33.5% don’t.

【Unit: %】
74.9% of the 725 mobile Internet users worry about privacy protection when using mobile Internet, while 24.7% don’t.
3. Wireless LAN Usage

(1) Respondents who have used Wireless LAN in the last six months

56.3% of the 891 Internet users have used wireless LAN in the last six months, while 43.7% haven’t.

【Unit: %】
73.2% of the 891 Internet users have ever used Wireless LAN, while 26.8% have never used.

Percentage of respondents who have ever used Wireless LAN

- 73.2%
- 26.8%

[Unit: %]
(3) Wireless LAN User Behavior

(a) Devices used to access Wireless LAN

“Smart phones” is the major device used by those 652 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.”

Wireless Internet Locations

【Unit: %】
【Note: Multiple choices, total percentage may be greater than 100%】
The main average time interval of 652 wireless LAN users accessing Internet is half hour or more but less than 1 hour, followed by “1 hour or more but less than 2 hour” and “20 minutes or more but less than 30 minutes”.

Average access time interval for Wireless LAN

【Unit: %】
81.4% of 652 wireless LAN users use “free” Wireless LAN, while 18.6% pay for it.

Monthly expenditure on Wireless LAN

- 81.4%
- NTD1-150: 0.6%
- NTD150-250: 3.1%
- NTD250-400: 0.5%
- NTD401-500: 0.7%
- NTD501-650: 0.7%
- NTD651-700: 2.3%
- NTD751-900: 1.0%
- NTD901-1000: 0.9%
- NTD1001-1150: 0.2%
- NTD1151-1250: 0.2%
- NTD1251-1400: 0.1%
- NTD1401-1500: 2.5%
- NTD1501-1650: 3.7%
- NTD1651 or more: 0.4%
- Don't know: 0.3%
- Don't know who to pay: 0.3%
- Don't know, paid by family member: 0.2%
- Don't know, paid by friend: 0.2%
- Don't know, paid by company: 0.2%
- Don't know, paid by school: 0.1%
- Don't know, paid by phone fee: 0.1%

【Unit: %】
“Visit Webpages”, “Access Social Media” and “Instant Messaging” and are the three major activities preferred by 652 Wireless LAN users.

Wireless Lan Activities

- Instant Messaging: 61.6%
- Access Social Media: 54.9%
- Visit Webpages: 53.8%
- Watching Video online: 13.0%
- Online game: 10.0%
- News and Weather broadcast: 9.7%
- Transportation information: 9.3%
- Email: 6.3%
- Shopping information: 6.0%
- Work: 4.4%

【Unit: %】
【Note: More than one answer is allowed, total might be greater than 100%; Only list the top 10 items】
(f) Reasons for Using Wireless LAN

“Free of Charge”, “Can Look Up Instant Information” and “Can Use Internet at Places with WiFi” are the three major activities why the 652 Wireless Lan users use Wireless Lan.

【Unit: %】
【Note : Multiple choices, total percentage may be greater than 100% ; Only the top 10 answers are listed here】
(g) User satisfaction with wireless LAN

77.6 percent of the 652 wireless LAN users are satisfied with the quality of wireless LAN connection, while 21.8% are dissatisfied.

Satisfaction with wireless LAN quality

- Very Satisfied: 6.4%
- Satisfied: 64.4%
- Neutral: 6.8%
- Dissatisfied: 18.1%
- Very Dissatisfied: 3.7%
- Unknown: 0.6%

[Unit: %]
"Too Slow" is the main reason why those 157 Wireless LAN users are unsatisfied with wireless Internet quality, followed by "Unstable Signal, Easy Disconnection".

Reasons for Not Satisfied with Wireless LAN Quality

- Speed too Slow: 55.8%
- Easy Disconnection: 52.7%
- Weak Signal, Limited Access: 49.7%

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

(a) Percentages of Respondents Using APPs

85.6% of the 891 mobile or wireless LAN Internet users have used APPs, while 14.6% haven’t.

Percentage of respondents using APPs

[Bar chart showing 85.6% Yes and 14.4% No]

【Unit: %】
“1-10” APPs is the main category that the 762 APP users own APPs, followed by “11-20” and “21-30”.

Number of APPs owned

<table>
<thead>
<tr>
<th>Number of APPs owned</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-10</td>
<td>43.9%</td>
</tr>
<tr>
<td>11-20</td>
<td>32.6%</td>
</tr>
<tr>
<td>21-30</td>
<td>16.1%</td>
</tr>
<tr>
<td>31-40</td>
<td>3.4%</td>
</tr>
<tr>
<td>41-50</td>
<td>1.5%</td>
</tr>
<tr>
<td>Above 50</td>
<td>2.6%</td>
</tr>
</tbody>
</table>

【Unit: %】
Social Media APPs is main type of APPs used by 762 App users, followed by “Game”.

【Unit: %】
【Note: More than one answer is allowed, total might be greater than 100%】
93.7% of the 762 APP users use free APPs, while 6.5% use paid APPs.
(e) Highest APP Price Ever Paid

“USD 3.00~3.99” (13.9%) is the highest price category of those 48 App users who ever paid for APPs, followed by “USD 4.00~4.99” (13.3%).
5. Reasons for not using mobile Internet/Wireless LAN

(1) Reasons for not using mobile Internet

“Unnecessary” is the major reason why those 166 respondents who don’t use mobile Internet, followed by “Too expensive” and “Access the Internet with other ways”.

<table>
<thead>
<tr>
<th>Reason</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unnecessary</td>
<td>53.1</td>
</tr>
<tr>
<td>Access fees are too expensive</td>
<td>16.7</td>
</tr>
<tr>
<td>Access the Internet with other ways</td>
<td>16.6</td>
</tr>
<tr>
<td>Do not have the device(such as smartphone or laptop)</td>
<td>16.0</td>
</tr>
<tr>
<td>Seldom access the Internet from outside of home</td>
<td>9.4</td>
</tr>
<tr>
<td>Not familiar or don’t know how to access mobile Internet</td>
<td>7.9</td>
</tr>
<tr>
<td>Privacy concerns</td>
<td>7.4</td>
</tr>
<tr>
<td>No convenient access to mobile Internet</td>
<td>2.0</td>
</tr>
<tr>
<td>Disconnected frequently</td>
<td>1.3</td>
</tr>
<tr>
<td>Slow connection speed</td>
<td>0.8</td>
</tr>
<tr>
<td>Difficult to connect</td>
<td>0.8</td>
</tr>
</tbody>
</table>

【Unit: %】
【Note: More than one answer is allowed, total might be greater than 100%】
(2) Reasons for not using Wireless LAN

“Seldom access the Internet from outside of home” is the major reason why those 239 respondents who don’t use Wireless LAN do not use Wireless LAN, followed by “The coverage isn’t good enough” and “Unnecessary”.

Reasons for not using Wireless LAN

- Seldom access the Internet from outside of home: 25.2%
- The coverage isn’t good enough: 23.3%
- Unnecessary: 17.4%
- Do not have the devices (such as smart phone or laptop): 16.7%
- Concerns for Internet security (such as virus): 16.6%
- Access the Internet with other ways: 14.3%
- Not familiar or don’t know how to access mobile Internet: 13.4%
- No convenient access to mobile Internet: 11.1%
- Access speed too slow: 9.2%
- Access fees are too expensive: 5.4%
- Offline or can’t access very often: 3.3%
- Privacy concerns: 2.8%

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