Wireless Internet Usage in Taiwan

Summary Report of the July 2013 Survey

Taiwan Network Information Center
目 録

1. Survey Methodology ................................................................. 1
2. Wireless and Mobile Internet Usage .............................................. 2
   (1) Percentage of respondents who have used wireless LAN in the recent half year ... 2
   (2) Percentage of respondents who have ever used wireless LAN .......................... 3
   (3) Percentage of respondents who have used mobile Internet in the recent half year ... 4
   (4) Percentage of respondents who have ever used mobile Internet ......................... 5
3. Wireless LAN Usage Behavior .................................................... 6
   (1) Equipment for wireless LAN access ............................................. 6
   (2) Wireless LAN usage behavior .................................................... 7
      (a) Frequency of accessing wireless LAN ........................................ 7
      (b) Average time of accessing wireless LAN ..................................... 8
      (c) Monthly expenditure on wireless LAN ....................................... 9
      (d) Experience of purchasing wireless LAN prepaid cards ....................... 10
      (e) Amount paid for wireless LAN prepaid cards per time ....................... 11
      (f) Wireless LAN locations ......................................................... 12
      (g) Wireless LAN activities ....................................................... 13
      (h) Reasons for using wireless LAN ............................................. 14
      (i) Problems encountered when using wireless LAN .............................. 15
      (j) Satisfaction with wireless LAN quality ...................................... 16
      (k) Fear of Internet security problems ......................................... 17
   (3) Equipment for Mobile Internet Access ....................................... 18
      (a) Equipment for mobile Internet access ........................................ 18
      (b) System for mobile Internet access ......................................... 19
   (4) Mobile Internet usage behavior .............................................. 20
      (a) Frequency of accessing mobile Internet .................................... 20
      (b) Average time of mobile Internet access .................................... 21
      (c) Monthly expenditure on mobile Internet ..................................... 22
      (d) Mobile Internet activities ..................................................... 23
      (e) Amount paid for downloading Internet services ............................... 24
      (f) Setting of Internet surfing via mobile ....................................... 25
      (g) Reasons for using mobile Internet ......................................... 26
      (h) Other reasons for using mobile Internet ..................................... 27
(i) Problems encountered when using mobile Internet ........................................... 28
(j) Satisfaction with the mobile Internet quality .................................................. 29
(k) Fear of Internet security problems .............................................................. 30

4. Smartphone and Tablet PC’s Systems and APPs ........................................... 31

(1) Smartphone and tablet PC usage ............................................................... 31
   (a) Percentage of the respondents with smartphones and tablet PCs ............. 31
   (b) Smartphone and tablet PC systems ....................................................... 32

(2) Downloading APPs ....................................................................................... 33
   (a) Percentage of respondents downloading APPs ..................................... 33
   (b) Number of downloaded APPs ............................................................... 34

(3) Most downloaded types of APPs ................................................................. 35
   (a) Types of downloaded APPs .................................................................. 35
   (b) Main uses of downloaded APPs ........................................................... 36

(4) Downloading paid APPs ................................................................................. 37
   (a) Percentage of respondents downloading paid APPs ............................. 37
   (b) Most downloaded types of paid APPs ................................................. 38

(3) Fees for downloading paid APPs .................................................................. 39

5. Usage and Impact of Internet Access via Mobile Internet Equipments and Mobile
Internet .............................................................................................................. 40

(1) Accessing Internet via mobile Internet equipments ....................................... 40
   (a) Percentage of respondents owning mobile Internet equipments ............ 40
   (b) Owning mobile Internet equipment ....................................................... 41

(2) Future usage of mobile Internet equipment ................................................ 42
   (a) Percentage of respondents willing to buy mobile Internet equipment in the future ... 42

(2) Purchasing mobile Internet equipment in the future ..................................... 43

(3) Accessing the Internet via Internet mobile equipment ................................ 44
   (a) Percentage of respondents accessing the Internet via mobile .......... 44
   (b) Frequency of accessing the Internet via Internet mobile equipment ........ 45
   (c) Reasons for not subscribing to the Internet via mobile Internet equipment ...... 46
   (d) Mobile Internet equipment activities .................................................... 47

(4) Usage and impact of accessing the Internet using portable router ............... 48
   (a) Future usage of portable router ............................................................ 48
   (b) Impact of portable router on broadband Internet .................................. 49
   (c) Locations of mobile Internet access in the future .................................... 50
6. Observations on Non-wireless LAN and Non-mobile Internet Users ........51

(1) Reasons for not subscribing to wireless LAN ........................................51
(2) Factors attracting people to use wireless LAN ........................................52
(3) Locations attracting respondents to use wireless LAN ............................54
(4) Reasons for not subscribing to mobile Internet .......................................55
(5) Factors attracting respondents to use mobile Internet .............................56
## 1. Survey Methodology

<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Number of Samples</td>
<td>1,093 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>20,823,842 residents in 22 cities/counties in Taiwan *Demographic information based on the 2013 Monthly Demographic Statistics Report, Ministry of Interior</td>
</tr>
<tr>
<td>Survey Method</td>
<td>Computer-assisted telephone interview survey</td>
</tr>
<tr>
<td>Sampling Method</td>
<td>A stratified simple random sampling was used to separate the population elements into strata composed of 22 cities/counties in Taiwan. The sample size of each stratum was determined using the proportional allocation method.</td>
</tr>
</tbody>
</table>
2. Wireless and Mobile Internet Usage

(1) Percentage of respondents who have used wireless LAN in the recent half year

The wireless LAN usage rate in the recent half year for Internet users among telephone interviewees is almost over 62 percent.

Among the interviewees aged 12 and above in Taiwan, 74.95% of Internet users among telephone interviewees have used wireless Internet in the recent half year.

With regard to wireless LAN, 62.22% of Internet users among telephone interviewees have used it in the recent half year.

【Note: Internet users among telephone interviewees, 879; telephone interviewees, 1,093】
【Note: The graphs within the dotted line represent the interviewees who have used wireless Internet.】
【Note: Unit: %】
(2) Percentage of respondents who have ever used wireless LAN

The rate of Internet interviewees who have ever used wireless LAN is over 67%..

Among the interviewees aged 12 and above in Taiwan, 79.74% of Internet users among telephone interviewees have ever used wireless Internet.

With respect to wireless LAN, 67.83% of Internet users among telephone interviewees have ever used it.

Have ever used wireless LAN

- Internet users among telephone interviewees
  - Yes: 79.74%
  - No: 20.26%

- Telephone interviewees
  - Yes: 67.83%
  - No: 32.17%

【Note: Internet users among telephone interviewees, 879; telephone interviewees, 1,093】
【Note: The graphs within the dotted line represent the interviewees who have used wireless Internet.】
【Note: Unit: %】
(3) Percentage of respondents who have used mobile Internet in the recent half year

The mobile Internet usage rate in the recent half year of Internet users among telephone interviewees is over 55 percent.

Among the interviewees aged 12 and above in Taiwan, 55.12% of Internet users among telephone interviewees have used mobile Internet in the recent half year.

Have used mobile Internet in the recent half year

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>55.12</td>
<td>44.88</td>
</tr>
</tbody>
</table>

【Note: Internet users among telephone interviewees, 879; telephone interviewees, 1,093】
【Note: Unit: %】
(4) Percentage of respondents who have ever used mobile Internet

The rate of Internet interviewees who have ever used mobile Internet is over 60 percent.

Among the interviewees aged 12 and above in Taiwan, 59.74% of Internet users among telephone interviewees have ever used mobile Internet.

Have ever used the mobile Internet

Internet users among telephone interviewees

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>59.74</td>
<td>40.26</td>
</tr>
</tbody>
</table>

【Note: Internet users among telephone interviewees, 879; telephone interviewees, 1,093】
【Note: Unit: %】
3. Wireless LAN Usage Behavior

(1) Equipment for wireless LAN access

“smart phones” and “Notebooks” are the major equipment for wireless LAN access.

Among the interviewees aged 12 and above in Taiwan, wireless LAN users among telephone interviewees use “smart phone” to access wireless LAN. As shown in the figure below, “notebooks” and “smart phones” are the major equipment for wireless LAN access.

【Note: Internet users among telephone interviewees, 596】
【Note: Unit: Percentage of responses】
(2) Wireless LAN usage behavior

(a) Frequency of accessing wireless LAN

**Respondents have accessed wireless LAN “everyday” and “at least several times a week”**.

Among the interviewees aged 12 and above in Taiwan, 53.98% and 16.48% of respondents from the telephone survey use wireless LAN “everyday” and “at least several times a week”, followed by “rarely used” (9.27%) and “at least once a week” (8.58%).

Frequency of wireless LAN access

- Internet users among telephone interviewees

![Frequency of wireless LAN access chart]

【Note: Internet users among telephone interviewees, 596】
【Note: Unit: %】
The average time of respondents use wireless LAN less than 3 hours.

Among the interviewees aged 12 and above in Taiwan, wireless LAN users among telephone interviewees use wireless LAN less than 3 hours, which “30-60 minutes” is the highest of average time.

【Note: Internet users among telephone interviewees, 596】
【Note: Unit, %】
(c) Monthly expenditure on wireless LAN

**Wireless LAN users use “free” wireless LAN.**

Among the interviewees aged 12 and above in Taiwan, 56.20% of wireless LAN users among telephone interviewees use free wireless LAN. On the other hand, 14.67% of wireless LAN users among telephone interviewees “don’t know, paid by family member.”

<table>
<thead>
<tr>
<th>Monthly expenditure on wireless LAN</th>
<th>Internet users among telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Free</td>
<td>56.20</td>
</tr>
<tr>
<td>NTD1-350</td>
<td>3.46</td>
</tr>
<tr>
<td>NTD251-500</td>
<td>5.23</td>
</tr>
<tr>
<td>NTD501-750</td>
<td>6.43</td>
</tr>
<tr>
<td>NTD751-1,000</td>
<td>5.95</td>
</tr>
<tr>
<td>NTD1,001-1,250</td>
<td>2.63</td>
</tr>
<tr>
<td>NTD1,251-1,500</td>
<td>0.11</td>
</tr>
<tr>
<td>NTD1,501-1,800</td>
<td>0.88</td>
</tr>
<tr>
<td>above NTD 1,801</td>
<td>0.65</td>
</tr>
<tr>
<td>Don’t know paid by family member</td>
<td>2.86</td>
</tr>
<tr>
<td>Don’t know paid by friend</td>
<td>0.22</td>
</tr>
<tr>
<td>Don’t know paid by company</td>
<td>0.71</td>
</tr>
<tr>
<td>Don’t know paid by school</td>
<td>0.00</td>
</tr>
<tr>
<td>Others</td>
<td></td>
</tr>
</tbody>
</table>

【Note: Internet users among telephone interviewees, 596】
【Note: Unit: %】
(d) Experience of purchasing wireless LAN prepaid cards

**Respondents have rarely purchased wireless LAN prepaid cards.**

Among the interviewees aged 12 and above in Taiwan, 3.92% of wireless LAN users among telephone interviewees have ever purchased wireless LAN prepaid cards.

<table>
<thead>
<tr>
<th>Experience of purchasing wireless LAN prepaid card</th>
<th>Internet users among telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>3.92</td>
</tr>
<tr>
<td>No</td>
<td>96.08</td>
</tr>
</tbody>
</table>

【Note: Internet users among telephone interviewees, 59%】
【Note: Unit: %】
Amount paid for wireless LAN prepaid cards per time

Among the interviewees aged 12 and above in Taiwan, 48.00% of wireless LAN users among telephone interviewees had purchased prepaid cards costing NTD 1 to NTD 250, followed by costing NTD 251 to NTD 500 (21.81%).

【Note: Internet users among telephone interviewees, 596】
【Note: Unit: %】
(f) Wireless LAN locations

“**Home** is the major place where respondents access wireless LAN."

Among the interviewees aged 12 and above in Taiwan, “home” and “coffee shop, restaurants or fast food restaurants” are the major places where they access wireless LAN, followed by “working place.”

![Wireless Internet locations chart]

【Note: Internet users among telephone interviewees, 596】
【Note: This chart shows only the top 10 items that present higher percentage points.】
【Note: Unit: Percentage of responses】

12
(g) Wireless LAN activities

“Information searching,” “Internet community,” “Email,” and “Information browsing” are the four major activities performed by the respondents who use wireless LAN. It is worth noting that “Information browsing” have rising than last year.

Among the interviewees aged 12 and above in Taiwan, “information searching” is their major activity when they access wireless LAN, followed by “Internet community.”

【Note: Internet users among telephone interviewees, 596】
【Note: This chart shows only the top 10 items that present higher percentage points.】
【Note: Unit: Percentage of responses】
(h) Reasons for using wireless LAN

“Information searching” is the main reason why respondents use wireless LAN.

Among the interviewees aged 12 and above in Taiwan, “Information searching” is the main reason why wireless LAN users among telephone interviewees use wireless LAN, followed by “Wireless internet equipment's popularity in future,” “killing tine,” and “Can using wireless internet at the place provide it.”

Reasons for using wireless LAN

【Note: Internet users among telephone interviewees, 931】
【Note: This chart shows only the top 10 items that present higher percentage points.】
【Note: Unit: Percentage of responses】
(i) Problems encountered when using wireless LAN

“Instability, poor connection quality” is the main problem encountered by the respondents when using wireless LAN.

Among the interviewees aged 12 and above in Taiwan, 63.71% of wireless LAN users among telephone interviewees cited “instability, poor connection quality” as the most common problem encountered when using wireless LAN.

Problems encountered when using wireless LAN

- Internet users among telephone interviewees

Yes: 57.38%
No: 42.62%
Unknown: 0.83%

【Note: Internet users among telephone interviewees, 596】
【Note: Unit: %】

Problems encountered when using wireless LAN

- Internet users among telephone interviewees

Instability, poor connection quality: 63.91%
Slow Download Speed: 25.63%
Slow Upload Speed: 23.08%
Traffic Jam during Peak Hours: 11.28%
Limitations in Location: 10.01%
Slow Connection to Foreign Websites: 8.62%
Weak support by enterprise: 5.45%
Difficult to set the computer: 3.79%
Worries over Virus: 3.24%
Problems with Network Security: 3.20%

【Note: Internet users among telephone interviewees, 332】
【Note: This chart shows only the top 10 items that present higher percentage points.】
【Note: Unit: %】
(j) Satisfaction with wireless LAN quality

Almost 70 percent of the respondents are satisfied with the quality of their wireless LAN connection.

Among the interviewees aged 12 and above in Taiwan, 72.01% of wireless LAN users among telephone interviewees are satisfied (satisfied and very satisfied) with the quality of their wireless LAN connection. On the contrary, 19.72% of wireless LAN users among telephone interviewees are dissatisfied (dissatisfied and very dissatisfied).

【Note: Internet users among telephone interviewees, 596】
【Note: Unit: %】
(k) Fear of Internet security problems

Almost 40 percent of Internet users among telephone interviewees fear of Internet security problems.

Among the interviewees aged 12 and above in Taiwan, 38.13% of wireless LAN users among telephone interviewees are worried about Internet security problems.

Among the respondents who expressed their fear, 46.68% of wireless LAN users among telephone interviewees are completely not worried.

【Note: Internet users among telephone interviewees, 596】
【Note: Unit: %】
(3) Equipment for Mobile Internet Access

(a) Equipment for mobile Internet access

**Smart phone is the main equipment used for mobile Internet access.**

Among the interviewees aged 12 and above in Taiwan, “smart phone” is the main equipment that mobile Internet users among telephone interviewees used for mobile Internet access, followed by “Tablet PC.”

![Bar chart showing equipment usage](chart.png)

**Note:** Telephone interviewees, 525

**Note:** Unit: Percentage of responses
(b) System for mobile Internet access

3G/3.5G has become the main system for mobile Internet access.

Among the interviewees aged 12 and above in Taiwan, 84.88 percentage of responses of mobile Internet users among telephone interviewees use mobile Internet via “3G/3.5G.”

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: Percentage of responses】
(4) Mobile Internet usage behavior

(a) Frequency of accessing mobile Internet

**Mobile internet users access mobile Internet “everyday.”**

Among the interviewees aged 12 and above in Taiwan, 74.70% of mobile Internet users among telephone interviewees use mobile Internet “everyday,” followed by “at least several times a week” and “at least once a week.”

---

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: %】
(b) Average time of mobile Internet access

**The average time of respondents access mobile Internet less than 2 hours.**

Among the interviewees aged 12 and above in Taiwan, mobile Internet users among telephone interviewees access mobile Internet less than 2 hours, which “30-60 minutes” is the highest of average time.

Average time of mobile Internet access

- Internet users among telephone interviewees

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: %】
(c) Monthly expenditure on mobile Internet

A number of Internet users pay NTD 501 to NTD 750 monthly for mobile Internet.

Among the interviewees aged 12 and above in Taiwan, 30.04% of mobile Internet users among telephone interviewees pay NTD 501 to NTD 750 every month for mobile Internet.

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: %】
(d) Mobile Internet activities

“Internet community” and “information browsing” are the two major activities performed by the respondents who use wireless LAN. It is worth noting that “Internet community” have rising than last year.

Among the interviewees aged 12 and above in Taiwan, “Internet community” and “information browsing” are their major mobile Internet activities, followed by “chat”.

【Note: Internet users among telephone interviewees, 525】
【Note: This chart shows only the top 10 items that present higher percentage points.】
【Note: Unit: Percentage of responses】
(e) Amount paid for downloading Internet services

**Over 12 percent of telephone interviewees have ever paid for downloading Internet services, which paid for “online game” and “online shopping”**

Among the interviewees aged 12 and above in Taiwan, most mobile Internet users among telephone interviewees never paid for downloading Internet services.

For respondents who paid for downloading Internet services, “online game” and “online shopping” were the most downloaded for telephone interviewees, followed by “graphic/game/ring-tone download” and “application download”

![Mobile users ever pay to download service over a network](image)

- **Internet users among telephone interviewees**
  - Yes: 12.09%
  - No: 87.91%

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: Percentage of responses】

![Downloading Internet services](image)

- **Online Game**: 37.06%
- **Online Shopping**: 22.50%
- **Graphic/game/Ring-tone Download**: 16.03%
- **Application Download**: 13.69%
- **Movie / music Download**: 6.85%
- **Information Browsing**: 5.92%
- **Information Searching**: 5.78%
- **E-books, comic books, novels**: 5.49%
- **Send instant messages**: 4.96%
- **Unknown**: 3.84%

【Note: Internet users among telephone interviewees, 64 Internet interviewees, 525】
【Note: Unit: Percentage of responses】
(f) Setting of Internet surfing via mobile

“**Indoor**” is the main place where the respondents from the telephone survey use the mobile Internet.

Among the interviewees aged 12 and above in Taiwan, “Indoor” is the main place where mobile Internet users among telephone interviewees use the mobile Internet, followed by “On cars/taxi/tourist car”

```
Setting of Internet surfing via mobile

<table>
<thead>
<tr>
<th>Setting</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Indoor</td>
<td>44.22</td>
</tr>
<tr>
<td>On MRT</td>
<td>44.12</td>
</tr>
<tr>
<td>On buses</td>
<td>36.60</td>
</tr>
<tr>
<td>On train</td>
<td>35.28</td>
</tr>
<tr>
<td>Outdoor</td>
<td>32.81</td>
</tr>
<tr>
<td>On High Speed Rail</td>
<td>32.51</td>
</tr>
<tr>
<td>Everywhere</td>
<td>26.45</td>
</tr>
<tr>
<td>Others</td>
<td>22.66</td>
</tr>
<tr>
<td>Unknown</td>
<td>1.92</td>
</tr>
<tr>
<td></td>
<td>1.32</td>
</tr>
</tbody>
</table>
```

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: Percentage of responses】
(g) Reasons for using mobile Internet

“Killing time” and “Information searching” are the two main reasons why respondents use mobile Internet.

Among the interviewees aged 12 and above in Taiwan, “killing time” and “information searching” are the two main reasons why mobile Internet users among telephone interviewees use mobile Internet.

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: Percentage of Responses】
(h) Other reasons for using mobile Internet

“Information searching” is the main reason of the respondents for using mobile Internet.

Among the interviewees aged 12 and above in Taiwan, “information searching” is the main reason of mobile Internet users among telephone interviewees for using mobile Internet, followed by “connect mobile internet everywhere.”

Other reasons for using mobile Internet

- Information searching: 47.86%
- Connect mobile internet everywhere: 23.98%
- killing time: 23.95%
- Owning wireless internet equipment: 16.41%
- Internet popularization of mobile telecommunications network: 12.70%
- Variety promotion projects for price rate: 12.24%
- Recommendation from friends or relatives: 10.18%
- Share their mind: 9.09%
- 7.82%
- Others: 1.95%
- Unknown: 0.36%

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: Percentage of responses】
(i) Problems encountered when using mobile Internet

“Instability, poor connection quality” is the main problem encountered by the respondents when surfing the Internet via mobile.

Among the interviewees aged 12 and above in Taiwan, 68.71% of mobile Internet users among telephone interviewees encountered problems when surfing the Internet.

“Instability, poor connection quality” is the main problems encountered by the users, followed by “slow download speed.”

Had responded the problems of mobile Internet

<table>
<thead>
<tr>
<th>Internet users among telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>No</td>
</tr>
<tr>
<td>Unknow</td>
</tr>
</tbody>
</table>

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: %】

The problems of mobile Internet

<table>
<thead>
<tr>
<th>Internet users among telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instability, poor connection quality</td>
</tr>
<tr>
<td>Slow download speed</td>
</tr>
<tr>
<td>Slow upload speed</td>
</tr>
<tr>
<td>Traffic jam during peak hours</td>
</tr>
<tr>
<td>Slow connection to foreign websites</td>
</tr>
<tr>
<td>Limitations in location</td>
</tr>
<tr>
<td>Weak support by enterprise</td>
</tr>
<tr>
<td>Not affordable</td>
</tr>
<tr>
<td>Too much useless information</td>
</tr>
<tr>
<td>Privacy</td>
</tr>
<tr>
<td>Problems with network security</td>
</tr>
<tr>
<td>Worry about virus</td>
</tr>
<tr>
<td>Difficult to set</td>
</tr>
<tr>
<td>Limitations from family members</td>
</tr>
<tr>
<td>Doesn't have response</td>
</tr>
<tr>
<td>Others</td>
</tr>
<tr>
<td>Unknow</td>
</tr>
</tbody>
</table>

【Note: Internet users among telephone interviewees, 361】
【Note: Unit: Percentage of responses】
(j) Satisfaction with the mobile Internet quality

**Most telephone interviewees are satisfied with the quality of their mobile Internet, whereas few Internet interviewees have no opinion.**

Among the interviewees aged 12 and above in Taiwan, 66.77% of mobile Internet users among telephone interviewees are satisfied (satisfied and very satisfied) with the quality of their wireless LAN connection. On the contrary, 27.68% of mobile Internet users among telephone interviewees are dissatisfied (dissatisfied and very dissatisfied).

![Satisfaction with the mobile Internet quality](image)

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: %】
(k) Fear of Internet security problems

**Over 46 percent of mobile Internet users among telephone interviewees fear of Internet security problems.**

Among the interviewees aged 12 and above in Taiwan, 46.38% of mobile Internet users among telephone interviewees fear of Internet security problems. Among these users, 52.76% of mobile Internet users among telephone interviewees are completely not worried of Internet security problems, followed by “worried and a little affected.”

![Fear of Internet security problems](image)

【Note: Internet users among telephone interviewees, 525】
【Note: Unit: %】

![Fear of Internet security problems](image)

【Note: Internet users among telephone interviewees, 244】
【Note: Unit: %】
4. Smartphone and Tablet PC’s Systems and APPs

(1) Smartphone and tablet PC usage

(a) Percentage of the respondents with smartphones and tablet PCs

Over 61 percent of telephone interviewees have “smartphone” or “tablet PCs.”

Among the interviewees aged 12 and above in Taiwan, 61.50% from the telephone survey have smartphones and tablet PCs.

【Note: Telephone interviewees, 1093】
【Note: Unit: %】
(b) Smartphone and tablet PC systems

"Android" is the main system of telephone interviewees used.

Among the respondents who have smartphones or tablet PCs, 61.74% of telephone interviewees use the “Android” system, followed by the “iOS” system (18.32%).

【Note: A total of 672 telephone interviewees have smartphones or tablet PCs.】
【Note: Unit: %】
(2) Downloading APPs

(a) Percentage of respondents downloading APPs

**Over 70 percent of telephone interviewees have downloaded APPs.**

Among the respondents who have smartphones or tablet PCs, 70.55% of the respondents have downloaded APPs.

---

**Percentage of respondents downloading APPs**

- **Telephone interviewees**
  - Yes: 70.55%
  - No: 29.45%

---

【Note: A total of 672 telephone interviewees have smartphones or tablet PCs.】
【Note: Unit: %】
(b) Number of downloaded APPs

Approximately 75 percent of telephone interviewees have below 30 for downloaded APPs.

Among the respondents who have smartphones or tablet PCs, 43.90% of telephone interviewees have below 10 of downloaded APPs. Overall, approximately 82 percent of telephone interviewees have below 30 of downloaded APPs.

【Note: A total of 474 telephone interviewees have smartphones or tablet PCs.】
【Note: Unit: %】
(3) Most downloaded types of APPs

(a) Types of downloaded APPs

“Game” and “community” are two main types of downloaded APPs for telephone interviewees.

Among the respondents who have downloaded APPs, “Game” and “community” are the main types of downloaded APPs for telephone interviewees, followed by “utility.”

Types of downloaded APPs

【Note: A total of 474 telephone interviewees have downloaded APPs.】
【Note: The graph presents the top 10 percentage of responses.】
【Note: Unit: Percentage of responses】
(b) Main uses of downloaded APPs

"Community" is the main uses of downloaded APPs for telephone interviewees.

Among the respondents who have downloaded APPs, The main use of downloaded APPs for telephone interviewees is "community"(41.55%), followed by "game"(24.98%).

Main uses of downloaded APPs

![Bar chart showing main uses of downloaded APPs]

- Community: 41.55%
- Game: 24.98%
- Utility: 8.61%
- Business: 3.45%
- Transportation: 3.16%
- Video: 2.88%
- News/Magazine: 2.60%
- Photo/Photography: 2.55%
- Books/Resources: 1.96%
- Travel: 1.70%

【Note: A total of 474 telephone interviewees have downloaded APPs.】
【Note: The graph presents the top 10 percentage responses.】
【Note: Unit: Percentage of responses】
(4) Downloading paid APPs

(a) Percentage of respondents downloading paid APPs

**Over 16 percent of people have downloaded paid APPs.**

Among the respondents who have downloaded APPs, 16.33% from the telephone survey have downloaded paid APPs.

Percentage of respondents downloading paid APPs

- **Yes**: 16.33%
- **No**: 83.67%

【Note: A total of 474 telephone interviewees have downloaded paid APPs.】
【Note: Unit: %】
(b) Most downloaded types of paid APPs

“Game,” “utility” and “community” are three main types of downloaded APPs for telephone interviewees.

Among the respondents who have downloaded paid APPs, “Game” is the main downloaded type of paid APP for telephone interviewees, followed by “utility.”

Most downloaded types of paid APPs

【Note: A total of 77 telephone interviewees have downloaded paid APPs.】
【Note: The graph presents the top 10 percentage responses.】
【Note: Unit: Percentage of responses】
(3) Fees for downloading paid APPs

**People are more willing to download the cheaper APPs.**

Among the respondents who have downloaded paid APPs, most of respondents have paid “TWD 1 to TWD 30 (USD 0.01 to USD 0.99)” and “TWD 31 to TWD 60 (USD 1.00 to USD 1.99)” for downloading APPs.

![Fees for downloading paid APPs](chart)

【Note: A total of 77 telephone interviewees have downloaded paid APPs. 】
【Note: Unit: Percentage of responses】
5. Usage and Impact of Internet Access via Mobile Internet Equipments and Mobile Internet

(1) Accessing Internet via mobile Internet equipments
   (a) Percentage of respondents owning mobile Internet equipments

   **Over 68 percent of telephone interviewees have mobile Internet equipments.**

   Among the interviewees aged 12 and above in Taiwan, 68.14% of telephone interviewees have mobile Internet equipments.

   

   

   mobile Internet equipment usage
   
   - Telephone interviewees

   [Note: Telephone interviewees, 1093]
   [Note: Unit: %]
   [Note: Mobile Internet equipment includes: notebook, smart phone and tablet PC]
(b) Owning mobile Internet equipment

The main of mobile Internet equipments that people own are “smart phone.”

Among the respondents who have mobile Internet equipment, “smart phone” is the main of mobile Internet equipment that telephone interviewees own.

![Graph: Owning mobile Internet equipment](image)

- **Smart phone**: 82.71%
- **Notebook**: 53.72%
- **tablet PC**: 41.11%

【Note: Telephone interviewees, 745】
【Note: Unit: Percentage of responses】
【Note: Mobile Internet equipment includes: notebook, smart phone and tablet PC】
(2) Future usage of mobile Internet equipment

(a) Percentage of respondents willing to buy mobile Internet equipment in the future

*Almost 40 percent of telephone interviewees are willing to buy mobile Internet equipment.*

Among the interviewees aged 12 and above in Taiwan, 39.50% of the telephone interviewees are willing to buy mobile Internet equipment.

Percentage of respondents who are willing to buy mobile Internet equipment in future

<table>
<thead>
<tr>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td>39.5</td>
<td>60.5</td>
</tr>
</tbody>
</table>

【Note: Telephone interviewees, 1093】
【Note: Unit: %】
【Note: Mobile Internet equipment includes: notebook, smart phone and tablet PC】
(2) Purchasing mobile Internet equipment in the future

The respondents are willing to purchase in the future are “smart phone.”

Among the respondents who are willing buy mobile Internet equipment, the main mobile Internet equipment that the respondents are willing to purchase in the future are “smart phone” and “tablet PC.”

Willingness to buy mobile Internet equipment in future

<table>
<thead>
<tr>
<th></th>
<th>Telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smart phone</td>
<td>73.18</td>
</tr>
<tr>
<td>Tablet PC</td>
<td>39.24</td>
</tr>
<tr>
<td>Notebook</td>
<td>32.76</td>
</tr>
</tbody>
</table>

【Note: Telephone interviewees, 432】
【Note: Unit: Percentage of responses】
【Note: Mobile Internet equipment includes; notebook, smart phone and tablet PC】
(3) Accessing the Internet via Internet mobile equipment

(a) Percentage of respondents accessing the Internet via mobile

Over 95 percent of telephone interviewees use mobile Internet equipment access the Internet.

Among the interviewees aged 12 and above in Taiwan, 95.48% of the telephone interviewees use mobile Internet equipment access the Internet.

Internet access usage via mobile Internet equipment

- Telephone interviewees

95.48% Yes

4.52% No

【Note: Telephone interviewees, 745】
【Note: Unit: %】
【Note: Mobile Internet equipment includes: notebook, smart phone and tablet PC】
(b) Frequency of accessing the Internet via Internet mobile equipment.

A number of telephone interviewees access the Internet via mobile Internet equipment “everyday.”

Among the interviewees aged 12 and above in Taiwan, 71.23% of the telephone interviewees access the Internet via mobile Internet equipment “everyday.”

Frequency of Internet access using mobile Internet equipment

【Note: Telephone interviewees, 711】
【Note: Unit: %】
【Note: Mobile Internet equipment includes; notebook, smart phone and tablet PC】
The main reasons for not subscribing to the Internet via mobile Internet equipment is “not needed in life.”

Among the interviewees aged 12 and above in Taiwan, their main reasons for not subscribing to the Internet via mobile Internet equipment is “not needed in life,” followed by “Unable to use” and “Hard to use.”

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>No need of life</td>
<td>61.09%</td>
</tr>
<tr>
<td>Unable to use</td>
<td>42.24%</td>
</tr>
<tr>
<td>Hard to use</td>
<td>14.41%</td>
</tr>
<tr>
<td>Expensive</td>
<td>10.72%</td>
</tr>
</tbody>
</table>

【Note: Telephone interviewees, 34】
【Note: Unit: Percentage of responses】
【Note: Mobile Internet equipment includes; notebook, smart phone and tablet PC】
(d) Mobile Internet equipment activities

“Information searching” is the main activities performed by the respondents when using mobile Internet equipment.

Among the interviewees aged 12 and above in Taiwan, “information searching” is the main activities performed by the respondents when using mobile Internet equipment, followed by “Killing time.”

Mobile Internet equipment activities

【Note: Telephone interviewees, 34】
【Note: Unit: %】
【Note: Mobile Internet equipment includes; notebook, smart phone and tablet PC】
(4) Usage and impact of accessing the Internet using portable router

(a) Future usage of portable router

**Over 55 percent of telephone interviewees will consider the use of portable router in the future.**

Among the interviewees aged 12 and above in Taiwan, 55.95% of the telephone interviewees will consider the use of portable router in the future.

Future usage of portable router

<table>
<thead>
<tr>
<th></th>
<th>Telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Have strongly willingness</td>
<td>15.90</td>
</tr>
<tr>
<td>Have willingness</td>
<td>40.05</td>
</tr>
<tr>
<td>No opinion</td>
<td>1.96</td>
</tr>
<tr>
<td>No willingness</td>
<td>20.31</td>
</tr>
<tr>
<td>Totally have no willingness</td>
<td>21.79</td>
</tr>
</tbody>
</table>

【Note: Telephone interviewees,1093】
【Note: Unit: %】
(b) Impact of portable router on broadband Internet

Almost 44 percent of telephone interviewees do not shorten the broadband linking time.

Among the interviewees aged 12 and above in Taiwan, 43.59% of the telephone interviewees stated that portable router has not shortened their broadband linking time when they access the Internet via mobile, followed by “shorten part of broadband linking time.”

Impact of portable router on broadband Internet

<table>
<thead>
<tr>
<th>Telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quit using broadband</td>
</tr>
<tr>
<td>Shorten part of broadband linking time</td>
</tr>
<tr>
<td>Shorten most of broadband linking time</td>
</tr>
<tr>
<td>Do not Shorten the broadband linking time</td>
</tr>
<tr>
<td>Unknown</td>
</tr>
<tr>
<td>Others</td>
</tr>
</tbody>
</table>

【Note: Telephone interviewees, 633】
【Note: Unit: %】
(c) Locations of mobile Internet access in the future

Among the respondents who are willing to apply or keep using mobile Internet, 53.00% of the telephone interviewees prefer using mobile Internet both at a fixed location and in a moving state. 29.90% of the telephone interviewees prefer using mobile Internet at a fixed location.

Location of mobile Internet access in the future

- At a fixed location: 29.90%
- In a moving state: 17.10%
- Both: 53.00%

【Note: Telephone interviewees, 633】
【Note: Unit: %】
6. Observations on Non-wireless LAN and Non-mobile Internet Users

(1) Reasons for not subscribing to wireless LAN

Telephone interviewees have cited “not needed in daily life” as the major reason for not subscribing to wireless LAN.

The main reason of the telephone interviewees for not subscribing to wireless LAN is “not needed in daily life”, followed by “do not have the equipment” and “used to access Internet via other channels.”

Reasons for not subscribing to wireless LAN

【Note: Non-wireless LAN users among telephone interviewees, 283】
【Note: Unit: Percentage of responses】
(2) Factors attracting people to use wireless LAN

Telephone interviewees consider the main reason attract them is “information searching.”

Based on the telephone survey, the main factors that attract the respondents to use wireless LAN in the future is “information searching,” followed by “owning wireless LAN equipment.

Will consider using wireless LAN in the future

Internet users among telephone interviewees

![Bar chart showing the distribution of internet users considering using wireless LAN in the future]

[Note: Non-wireless LAN users among telephone interviewees, 283]

[Note: Unit: %]
Factors that attract respondents to use wireless LAN

- Internet users among telephone interviewees

【Note: Telephone interviewees, 171】
【Note: Unit: Percentage of responses】
(3) Locations attracting respondents to use wireless LAN

“Convenience stores” and “Coffee shop, restaurants or fast food restaurants” are the major locations attracting telephone interviewees to use wireless LAN.

Based on the telephone survey, the main locations that attract the nonusers to use wireless LAN are “convenience stores” and “coffee shop, restaurants or food restaurants,” followed by “MRT station/airport/train station” and “home.”

<table>
<thead>
<tr>
<th>Locations that attract respondents to use wireless LAN</th>
<th>Internet users among telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Convenience stores</td>
<td>17.03</td>
</tr>
<tr>
<td>Restaurants or fast food restaurants</td>
<td>16.47</td>
</tr>
<tr>
<td>MRT Stations, Airports and Train Stations</td>
<td>15.34</td>
</tr>
<tr>
<td>Home</td>
<td>13.15</td>
</tr>
<tr>
<td>Department store</td>
<td>8.92</td>
</tr>
<tr>
<td>Working space</td>
<td>7.64</td>
</tr>
<tr>
<td>Library</td>
<td>7.46</td>
</tr>
<tr>
<td>Scenic Area</td>
<td>6.86</td>
</tr>
<tr>
<td>Hotel</td>
<td>6.12</td>
</tr>
<tr>
<td>Hospital</td>
<td>5.71</td>
</tr>
<tr>
<td>School</td>
<td>5.09</td>
</tr>
<tr>
<td>Hospital</td>
<td>3.72</td>
</tr>
<tr>
<td>Relative</td>
<td>2.83</td>
</tr>
<tr>
<td>Dormitory</td>
<td>1.94</td>
</tr>
<tr>
<td>Internet Cafe</td>
<td>1.84</td>
</tr>
<tr>
<td>Meeting space</td>
<td>1.84</td>
</tr>
<tr>
<td>No opinion</td>
<td>6.19</td>
</tr>
<tr>
<td>Others</td>
<td>7.71</td>
</tr>
<tr>
<td>No need of daily life</td>
<td>22.00</td>
</tr>
<tr>
<td>Unknown</td>
<td>17.98</td>
</tr>
</tbody>
</table>

【Note: Non-wireless LAN users among telephone interviewees, 283】
【Note: Unit: Percentage of responses】
(4) Reasons for not subscribing to mobile Internet

“Not needed in daily life” is the major reason of telephone interviewees for not subscribing to mobile Internet.

The main reason of the telephone interviewees for not subscribing to mobile Internet are “not needed in daily life,” followed by “Do not have the equipment.”

Reasons for not subscribing to mobile Internet

【Note: Non-mobile Internet users among telephone interviewees, 354】
【Note: Unit: Percentage of responses】
(5) Factors attracting respondents to use mobile Internet

“Getting wireless LAN everywhere” is the major factor that attracts the respondents to use mobile Internet.

Among the interviewees aged 12 and above in Taiwan, 66.87% from the telephone survey stated that they will consider using mobile Internet in future.

The main factors that attract telephone interviewees to use mobile Internet in the future is “information searching,” followed by “getting wireless LAN everywhere” and “Killing time.”

---

**Will consider using mobile Internet in future**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Unknown (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet users among telephone interviewees</td>
<td>66.87</td>
<td>22.55</td>
<td>10.58</td>
</tr>
</tbody>
</table>

---

**Factors that attract respondents to use mobile Internet**

<table>
<thead>
<tr>
<th>Factor</th>
<th>Yes (%)</th>
<th>No (%)</th>
<th>Unknown (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet users among telephone interviewees</td>
<td>45.88</td>
<td>25.47</td>
<td>17.32</td>
</tr>
</tbody>
</table>

---

【Note: Non-mobile Internet users among telephone interviewees, 354】
【Note: Unit: %】

【Note: Non-mobile Internet users among telephone interviewees, 237】
【Note: Unit: Percentage of responses】
(6) Services attracting respondents to use mobile Internet

**The main service that attracts the Internet users from the telephone survey to use mobile Internet is “information searching.”**

Among the mobile Internet nonusers, 53.22% from the telephone survey responded that they will consider using mobile Internet in the future.

The main service that attracts the Internet users from the telephone survey to use mobile Internet is “information searching,” followed by “Internet Community.”

<table>
<thead>
<tr>
<th>Services</th>
<th>Internet users among telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Searching</td>
<td>53.22</td>
</tr>
<tr>
<td>Internet Community</td>
<td>41.55</td>
</tr>
<tr>
<td>Graphic Download</td>
<td>5.23</td>
</tr>
</tbody>
</table>

【Note: Non-mobile Internet users among telephone interviewees, 354】
【Note: Unit: %】

<table>
<thead>
<tr>
<th>Services</th>
<th>Internet users among telephone interviewees</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information Browsing</td>
<td>42.06</td>
</tr>
<tr>
<td>Online Map</td>
<td>27.88</td>
</tr>
<tr>
<td>Online Game</td>
<td>14.81</td>
</tr>
<tr>
<td>For Entertainment</td>
<td>14.65</td>
</tr>
<tr>
<td>Email</td>
<td>8.50</td>
</tr>
<tr>
<td>Information Browsing</td>
<td>8.71</td>
</tr>
<tr>
<td>Online registration</td>
<td>14.30</td>
</tr>
<tr>
<td>Online Game</td>
<td>11.08</td>
</tr>
</tbody>
</table>

【Note: Non-mobile Internet users among telephone interviewees, 188】
【Note: Unit: Percentage of responses】