A Survey on Broadband Internet Usage in Taiwan

A Summary Report
July 2016

Taiwan Network Information Center
Figure 1 Estimated Population of Internet Users ................................................................. 5
Figure 2 Internet Users ............................................................................................................. 6
Figure 3 Internet Users in the Past Six Months ....................................................................... 6
Figure 4 Locations accessing Internet ...................................................................................... 7
Figure 5 Devices Used to Access Internet ................................................................................ 7
Figure 6 Types of Internet Connection ..................................................................................... 8
Figure 7 Usage of Social Networking Services and Instant Messaging Services ......................... 8
Figure 8 Change of Communicating Pattern after using Internet Community and Instant Communication Software ........................................................................................................... 10
Figure 9 Things that might Endanger Internet Security while Accessing Internet .................... 11
Figure 10 Years of Internet Access ........................................................................................... 12
Figure 11 Reasons for not Using Internet .................................................................................. 13
Figure 12 Use of Wearing Device and Type of Device used ....................................................... 14
Figure 13 Reasons for not Using Wearable Device .................................................................... 15
Figure 14 Usage of Government Open Data Platform ............................................................... 16
Figure 15 Reasons for not Using Government Open Data Platform ......................................... 16
Figure 16 Usage of Bus Dynamic Information System and Satisfaction ..................................... 17
Figure 17 Usage of Public Bike Instant Renting System and Satisfaction .................................... 17
Figure 18 Usage of Public Bike Instant Renting System and Satisfaction ..................................... 18
Figure 19 Mobile Internet Usage .............................................................................................. 19
Figure 20 Connection Method for Accessing Internet .............................................................. 19
Figure 21 Usage of Video Broadcast Platform and Type of Video Broadcast Platform Used .................. 20
Figure 22 Reasons for not Using Video Broadcast Platform ..................................................... 21
Figure 23 Usage of Video Streaming Platform ........................................................................... 21
Figure 24 Usage of Mobile Banking and Type of Mobile Bank Services Used ............................. 22
Figure 25 Things that Worried about when Using Mobile Banking ........................................... 23
Figure 26 Reasons for not Using Mobile Banking ..................................................................... 23
Figure 27 Usage of Mobile Payment ........................................................................................ 24
Figure 28 Fees Paid with Mobile Payment .............................................................................. 25
Figure 29 Reasons for not Using Mobile Payments ................................................................. 26
Figure 30 Mobile Internet Service Satisfaction and Reasons for not being Satisfied .................. 27
Figure 31 Usage of Wi-Fi in Public Area ................................................. 28
Figure 32 Computer Devices at Home .................................................. 28
Figure 33 Household Internet Access and Devices Used to Access Internet at Home .......................................................... 29
Figure 34 Household Internet Connection by Type ................................ 29
### 1. Survey Methodology

<table>
<thead>
<tr>
<th>Survey Period</th>
<th>June. 13, 2015 to July 7, 2015</th>
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<tbody>
<tr>
<td>Sample Number</td>
<td>3,155 valid samples</td>
</tr>
<tr>
<td>Target</td>
<td>Residents in Taiwan aged 12 and above</td>
</tr>
<tr>
<td>Population</td>
<td>Households in 6 municipalities and 16 cities/counties in Taiwan.</td>
</tr>
<tr>
<td></td>
<td>* Based on March 2016 Monthly Demographic Statistics Report released by the Ministry of Interior</td>
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<tr>
<td>Survey Method</td>
<td>Telephone Interview, using Computer-Assisted Telephone Interview (CATI) system</td>
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<tr>
<td>Sampling Method</td>
<td>A stratified random sampling was used by separating the population elements into strata of 6 municipalities and 16 cities/counties in Taiwan. The sample size of each stratum was determined by using the proportional allocation method.</td>
</tr>
<tr>
<td>Estimation Method</td>
<td>● Method for estimating the total number of Internet users: Raking method with three variables, namely, cities, gender, and age groups, were used to find the weighs for each sample.</td>
</tr>
<tr>
<td></td>
<td>● Method for estimating the total number of Internet households: The variable city was used to find weights for each household.</td>
</tr>
</tbody>
</table>
2. Individual Internet Use

(1) Estimated Population of Internet Users

There are 1.26 million Taiwan residents aged 12 and under who have Internet experience, whereas 17.57 million Taiwan residents aged 12 and above have Internet experience. The total estimated population of Internet users in Taiwan is 18.83 million.

\[
\text{Internet Access Rate} = \frac{\text{Internet Users}}{\text{Population}} \quad \text{Unit: \%}
\]

<table>
<thead>
<tr>
<th></th>
<th>Age 0-12</th>
<th>Age 12+</th>
<th>Age 0-100</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Users</td>
<td>1,121,459</td>
<td>18,811,134</td>
<td>19,932,593</td>
</tr>
<tr>
<td>Populations</td>
<td>2,455,276</td>
<td>21,041,537</td>
<td>23,496,813</td>
</tr>
</tbody>
</table>

Figure 1: Estimated Population of Internet Users

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

(2) Internet Usage

89.4\% (corresponding to 18.81 million residents) of the 3,155 respondents have had internet experience.
(3) Internet Users in the Past Six Months

86.3% (corresponding to 18.16 million residents) of the 3,155 respondents are still using internet in the past six months.

(4) Locations accessing Internet

Most internet users access the Internet at home, with a relative frequency of 93.5%. Others access the Internet at work places and at school with relative frequencies of 26.8% and 8.0%, respectively.
(5) Devices Used to Access Internet

Among those individuals with Internet access, the most commonly used device is mobile phones (77.1%), followed by personal computer (52.5%).

(6) Types of Internet Connection

49.7% of Internet users access internet using ADSL/VDSL, ranking the first, followed by Mobile Internet (27.9%).
(7) Usage of Social Networking Services and Instant Messaging Services

Among 89.8% of the respondents who use Social Networking Services or Instant Messaging Services, 75.6% use both Social Networking Services and Instant Messaging Services.
(8) Change of Communicating Pattern after using Social Networking Services and Instant Messaging Services

32.1% of the respondents who use Social Networking Services or Instant Messaging Services increase frequency of having contact, while 31.6% reduce frequency of having mobile phone calls. It is notable that 34.1% of the respondents who use Social Networking Services or Instant Messaging Services agree with “there’s no change”.

Figure 8 Change of Communicating Pattern after using Internet Community and Instant Communication Software
(9) Things that might Endanger Internet Security while Accessing Internet

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

![Bar chart showing the percentage of worries about various internet security threats.]

Figure 9: Things that might Endanger Internet Security while Accessing Internet
(10) Years of Internet Access

Among those who have Internet experience, 21.4% have used Internet for at least 20 years.

![Years of Internet Access](image)

Figure 10 Years of Internet Access
(11) Reasons for not Using Internet

The most popular reason for not using the Internet is “Afraid of or unfamiliar with computer,” which takes 42.4%. The second popular reason for not using the Internet is “Not Interested,” taking 34.1%.

Figure 11 Reasons for not Using Internet
Usage of Wearable Devices and Types of Devices used

Figure 12: Use of Wearing Device and Type of Device used
(13) Reasons for not Using Wearable Devices

“No need “ is the main reason of not using wearable device, taking 74.0%, the second reason is “don’t know what devices are there, taking 12.2%.

Figure 13 Reasons for not Using Wearable Device
(14) Usage of Government Open Data Platform

19.5% of the respondents who had internet experience used Government Open Data Platform.

(15) Reasons for not Using Government Open Data Platform

The main reason for not using Government Open Data Platform is “Don’t know this platform”, taking 51.5%, the second reason is “No need”, taking 49.9%.
(16) **Usage of Bus Dynamic Information System and Satisfaction**

35.7% of the respondents who had internet experience used Bus Dynamic Information System while 28.1% didn’t use. Among those individuals who used Bus Dynamic Information System, 88.6% are satisfied with it.

![Usage of Bus Dynamic Information System and Satisfaction](image)

(17) **Usage of Public Bike Instant Renting System and Satisfaction**

10.0% of the respondents who had internet experience used Public Bike Instant Renting System, while 31.7% didn’t use. Among those individuals who used Public Bike Instant Renting System, 91.3% are satisfied with it.

![Usage of Public Bike Instant Renting System and Satisfaction](image)
Usage of THSR Online Tickets Reservation System and Satisfaction

32.5% of the respondents who had internet experience used THSR Online Tickets Reservation System while 67.5% didn’t. Among those individuals who used THSR Online Tickets Reservation System, 91.4% are satisfied with it.

Figure 18 Usage of Public bike Instant Renting System and Satisfaction
(19) **Mobile Internet Usage**

77.3% of the respondents who had internet experience used mobile Internet while 22.7% didn’t.

![Mobile Internet Usage](image1)

(20) **Connection Methods for Accessing Internet**

67.7% of the mobile internet users use 4G/4.5G to access internet, while 36.4% use 3G/3.5G to access internet.

![Connection Method for Accessing Internet](image2)
(21) Usage of Video Broadcast Platform and Type of Video Broadcast Platform Used

21.9% of the respondents who had internet experience used Video Broadcast Platform while 78.1% didn’t. Among those respondents who used Video Broadcast Platform, 47.7% used Entertainment type, 33.1% use News type.

![Usage of Video Broadcast Platform](image1)

![Type of Video Broadcast Platform Used](image2)

Figure 21 Usage of Video Broadcast Platform and Type of Video Broadcast Platform Used
(22) Reasons for not Using Video Broadcast Platform

The main reason for not using Video Broadcast Platform is “No need”, taking 66.9%, the second reason is “Don’t know how to use it”, taking 17.1%.

![Figure 22 Reasons for not Using Video Broadcast Platform](image)

(23) Usage of Video Streaming Platform

32.4% of the respondents who had internet experience used Video Streaming Platform, while 67.6% didn’t.

![Figure 23 Usage of Video Streaming Platform](image)
Usage of Mobile Banking and Type of Mobile Banking Services Used

26.0% of mobile internet users use mobile bank. Among those respondents who use mobile bank, 64.5% use “Account Acquiring”, ranking the first, 59.2% use “Transfer Account”, ranking the second.

Figure 24 Usage of Mobile Banking and Type of Mobile Bank Services Used
(25) Things that Worried about when Using Mobile Banking

53.3% of respondents who use mobile banking worried about "Personal Information Leakage", ranking the first, the second thing worried about is "Account being Stolen", taking 38.2%.

![Figure 25: Things that Worried about when Using Mobile Banking](image)

(26) Reasons for not Using Mobile Banking

The main reason for not using Mobile banking is "No need", taking 56.2%, the second reason is "Security Concern", taking 32.5%.

![Figure 26: Reasons for not Using Mobile Banking](image)
(27) Usage of Mobile Payment

21.8% of mobile internet users use mobile payment.

Figure 27 Usage of Mobile Payment
The fees most often paid with mobile payment is “Living Goods”, taking 56.3%, the second one is “LINE Stickers”, taking 22.0%.
(29) Reasons for not Using Mobile Payments

The main reason for not using mobile payment is “No need”, taking 54.3%, and the second reason is “Worried about safety”, taking 36.3%.

Figure 29 Reasons for not Using Mobile Payments
(30) Mobile Internet Service Satisfaction and Reasons for not being Satisfied

77.7% of those mobile internet users are satisfied with mobile internet service. The main reason for those respondents not satisfied with service is “Unstable Signal or Disconnected too Often”, taking 54.6%, the second reason is “Speed too Slow”, taking 42.7%.

Figure 30 Mobile Internet Service Satisfaction and Reasons for not being Satisfied
(31) Usage of Wi-Fi in Public Area

55.7% of the respondents who had internet experience had used WiFi in public area.

3. Internet Usage in Households

(1) Computer Devices at Home

81.3% of the respondents own desktop computers at home, ranking the first; 59.5% own notebook, ranking the second.
(2) Household Internet Access and Devices Used to Access Internet at Home

87.9% of the respondents can access internet at home, while 12.1% are unable to access internet at home. Among those respondents who can access internet at home, 69.6% use desktop computers, ranking the first; while 63.5% use mobile phone, ranking the second.

![Household Internet Access and Devices Used to Access Internet at Home](image)

(3) Household Internet Connection by Type

Among those households who have internet access at home, 69.6% use ADSL/FTTH/FTTB to access internet, ranking the first, and followed by “Cable Modem” (15.0%), ranking the second.

![Household Internet Connection by Type](image)