



# 2003 Survey on the Computer and Internet Usage

## (Executive Summary)

**2003. 7**



**Korea Network Information Center**

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# 1. Methodology

Population	Households : 14,311,014 Population : 42,168,811(Year 2000 Census)
Sample Eligibility	Households : Households in sample districts Individuals : Family members aged 6 or older
Data Collection	Face-to-face interviews
Sample Size	Households : 7,117 households Individuals : 20,227 persons
Sampling Method	Multi-stage stratified sampling based on enumeration districts for Year 2000 Population and Housing Census
Estimation	Post-stratification by Residence Registration Population - Households : Province by householder's age - Individuals : Province by age and sex
Fieldwork dates	2003. 6. 1 – 6.20 (20 days)
Fieldwork by	Hankook Research

- ⊙ December 2002 survey used a proportionate stratified sampling method by administration districts. This year's survey used a multi-stage stratified sampling method similar to the sampling method in the March 2002 survey.

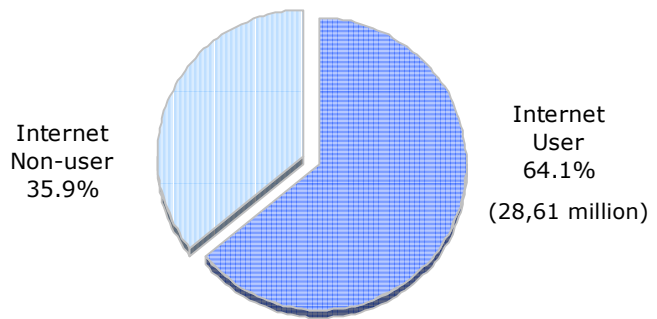
## 2. Internet and Computer Usage

### (1) Internet Usage

#### 1) Internet Usage and Trends

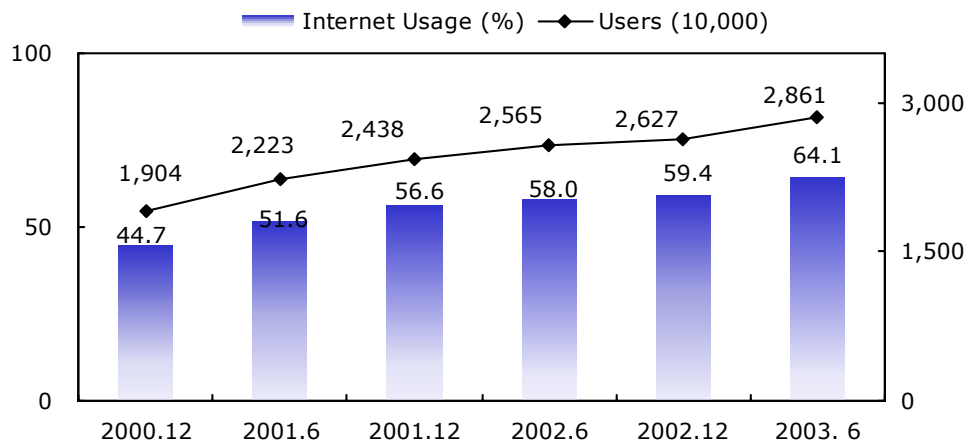
- 64.1% of all Koreans aged 6 and older access the Internet at least once a month, and Korea's Internet population is estimated to be 28.61 million persons.

<Fig. 1> The Percentage and Number of Internet Users



- The Internet usage has increased by 4.7%p (2.34 million) from 59.4% (26.27 million) in December of 2002.

<Fig. 2> Trends in the Internet Usage



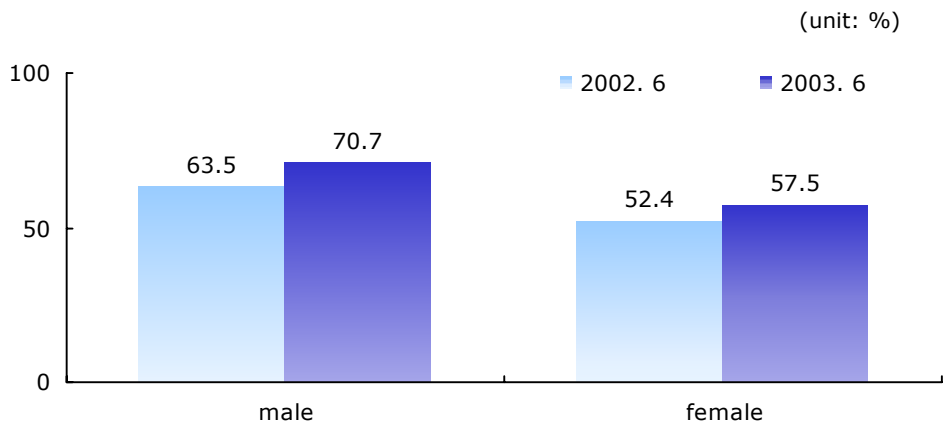
## 2. Internet and Computer Usage

### (1) Internet Usage

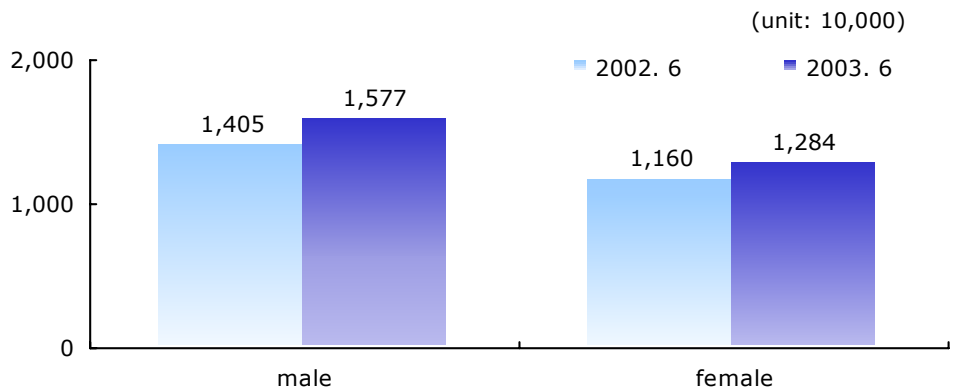
### 2) Internet Usage by Gender

- ❑ Men are more likely to be Internet users than women, with 70.7%( 15.77 million) of all males using Internet compared to 57.5%(12.84 million) among females.
- ❑ Compared to June of 2002, male Internet usage has increased by 7.2%p and female usage by 5.1%p and the gender gap is 13.2%p.

<Fig. 3> Internet Usage by Gender



<Fig. 4> Internet Users by Gender



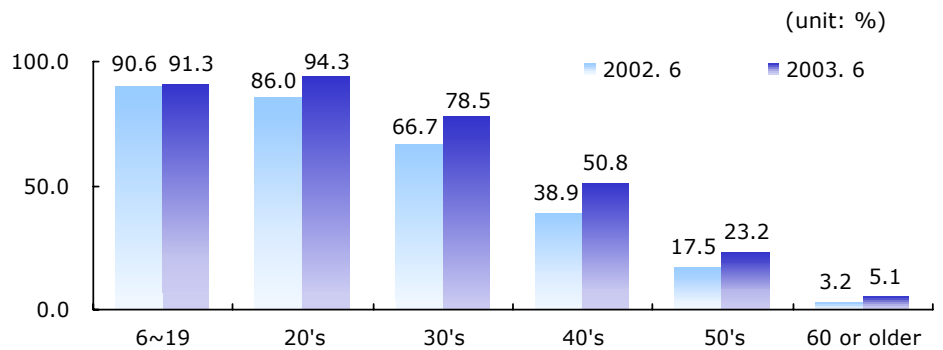
## 2. Internet and Computer Usage

### (1) Internet Usage

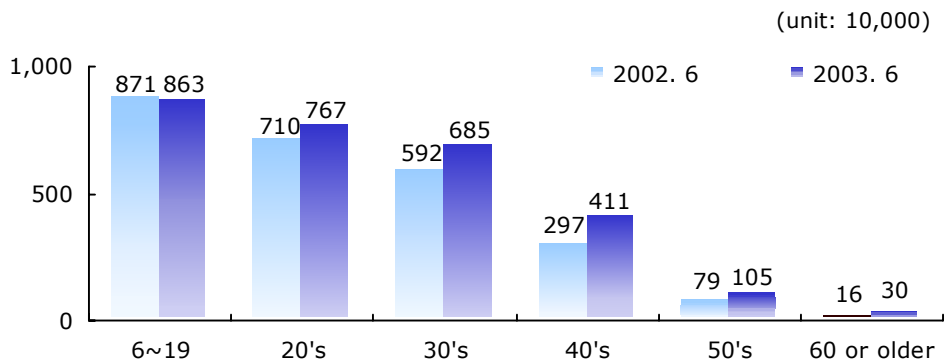
### 3) Internet Usage by Age

- ❑ Internet usage is the highest among the aged 20-29 with 94.3% followed by the aged 6-19 (91.3%) and the aged 30-39(78.5%).
- ❑ Internet usage has risen the fastest among the aged 40-49 with a gain of 11.9%p(1.14 million) and the aged 30-39 with a gain of 11.8%p(0.93 million).
- ❑ The number of Internet users is 8.63 million for the aged 6-19, 7.67 million for those in the 20's, 6.85 million for those in the 30's and 4.11 million for those in the 40's.

<Fig. 5> Internet Usage by Age



<Fig. 6> Internet Users by Age



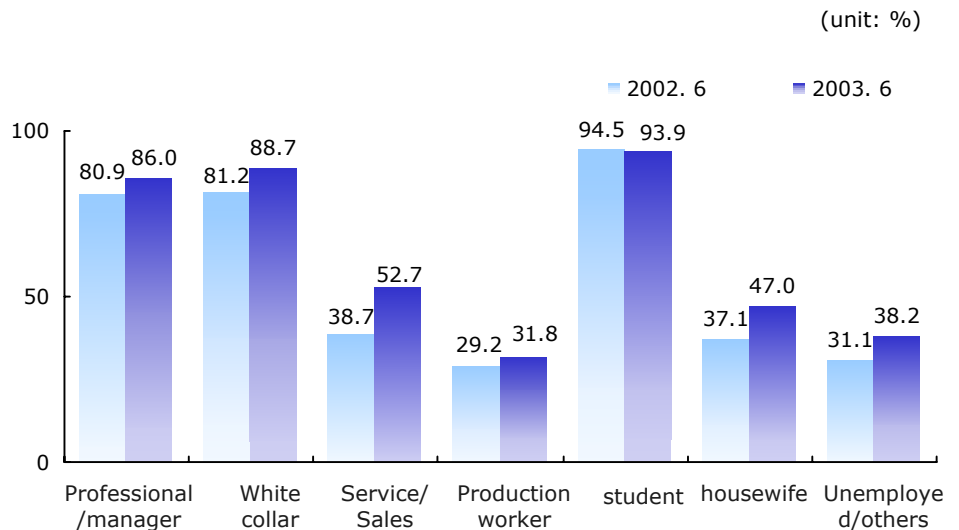
## 2. Internet and Computer Usage

### (1) Internet Usage

#### 4) Internet Usage by Occupation

- Internet usage is the highest among students (93.9%), followed by the white-collar(88.7%) and professionals and managers(86.0%).
- Since June of 2002, Internet usage has increased the fastest among sales and service workers with a gain of 14.0%p(38.7% → 52.7%) and among housewives with a gain of 9.9%p(37.1% →47.0%).

<Fig. 7> Internet Usage by Occupation



## 2. Internet and Computer Usage

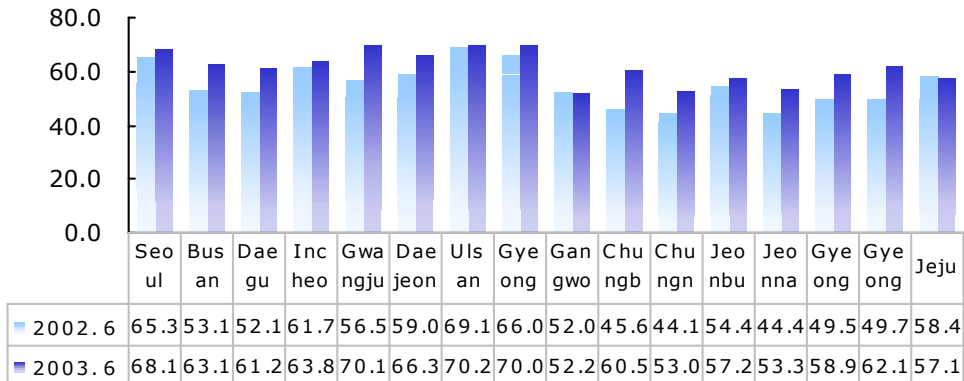
### (1) Internet Usage

#### 4) Internet Usage by Province and Region

- ❑ Ulsan has the highest Internet usage rate among the 16 provinces with 70.2%, followed by Gwangju (70.1%) and Gyeonggi(70.0%).
- ❑ Internet usage is relatively lower in Gangwon(52.2%), Chungnam(53.0%) and Jeonnam(53.3%).
- ❑ Internet usage is 66.1% in the largest cities and 66.5% in small and medium cities, while 44.2% among rural residents use Internet with a gap of almost 22%p between urban and rural areas.

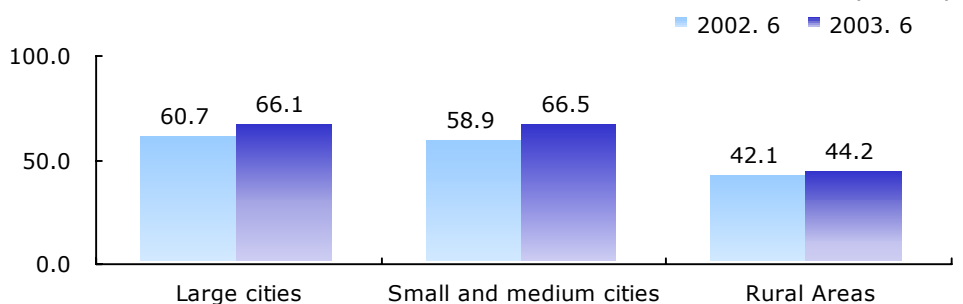
<Fig. 8> Internet Usage by Province

(unit: %)



<Fig. 9> Internet Usage by Region

(unit: %)



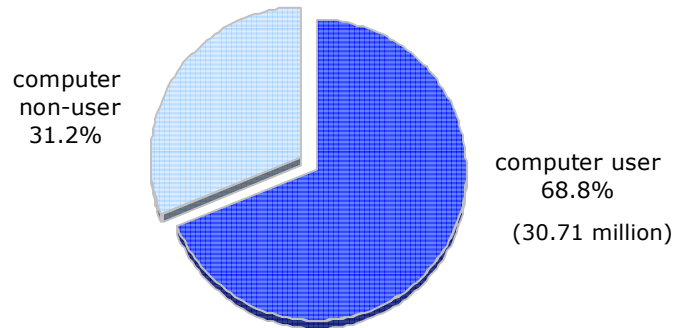
## 2. Internet and Computer Usage

### (2) Computer Usage

#### 1) Computer Usage and Trends

- ❑ 68.8% of all Koreans aged 6 and older are computer users.
- ❑ Korea's computer users are estimated to be 30.71 million persons as of June, 2003.

<Fig. 10> The Percentage and Number of Computer Users



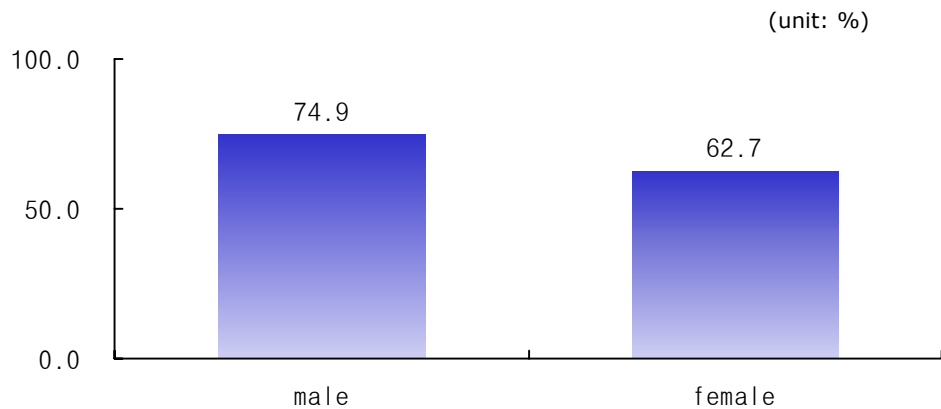
## 2. Internet and Computer Usage

### (2) Computer Usage

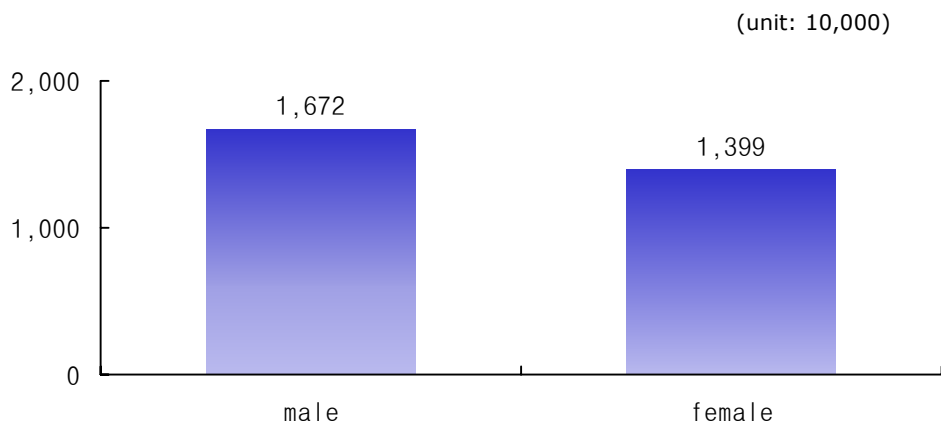
#### 2) Computer Usage by Gender

- 74.9%(16.72 million) of all males and 62.7%(13.99 million) of all females are computer users.
- Gender gap between men and women in computer usage is 12.2p.

<Fig. 11> Computer Usage by Gender



<Fig. 12> Computer Users by Gender



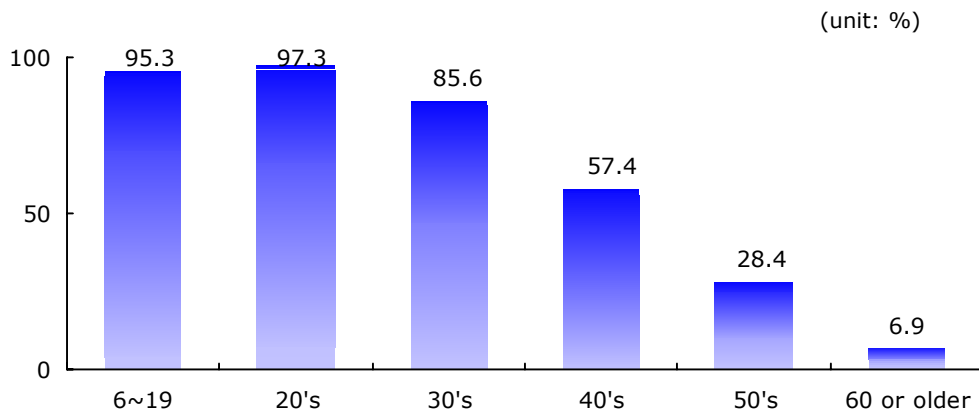
## 2. Internet and Computer Usage

### (2) Computer Usage

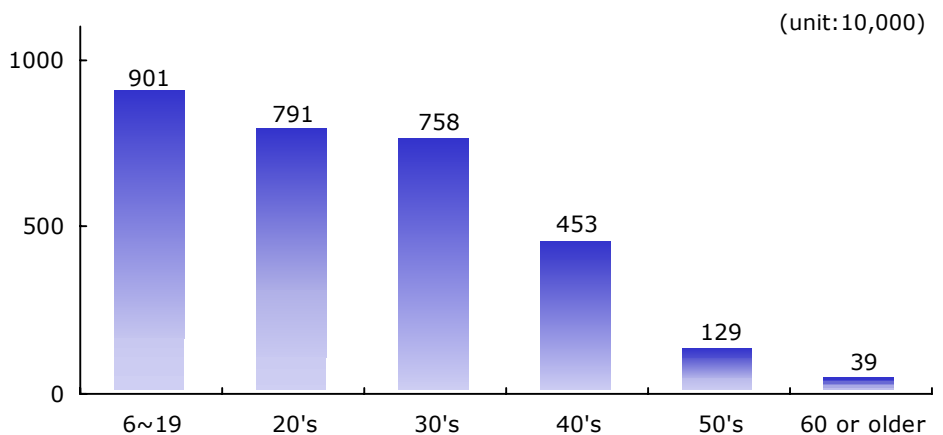
#### 3) Computer Usage by Age

- The percentage of computer users is the highest among the aged 20-29 with 97.3% followed by the aged 6-19(95.3%) and the aged 30-39(85.6%).
- The number of computer users are 9.01 million among the aged 6-19, 7.91 million among the aged 20-29, 7.58 million among the aged 30-39, 4.53 million among the aged 40-49.

<Fig. 13> Computer Usage by Age



<Fig. 14> Computer Users by Age



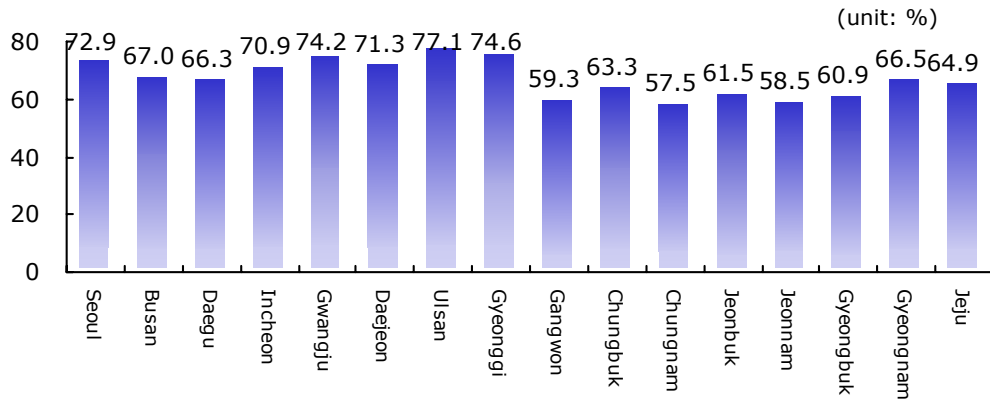
## 2. Internet and Computer Usage

### (2) Computer Usage

#### 4) Computer Usage by Province and Region

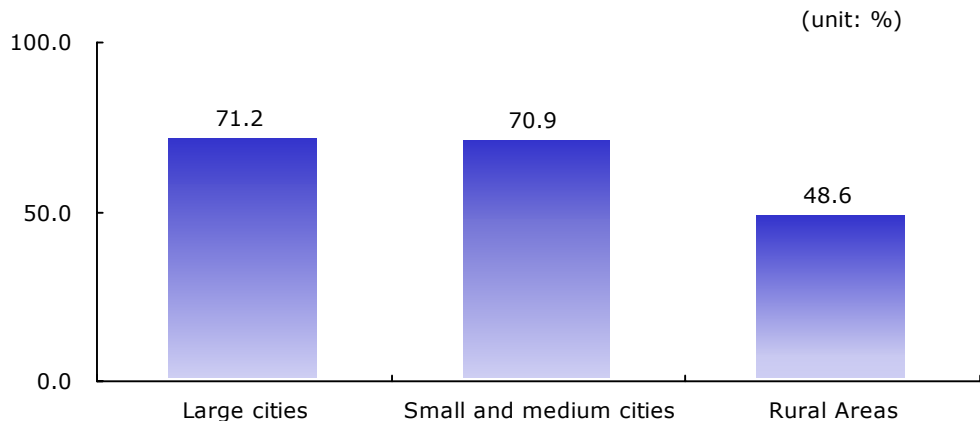
- ❑ Ulsan has the highest computer usage rate among the 16 provinces with 77.1%, followed by Gyeonggi(74.6%) and Gwangju(74.2%).
- ❑ Computer usage is relatively lower in Chungnam (57.5%), Jeonnam(58.5%) and Gangweon(59.3%).

<Fig. 15> Computer Usage by Province



- ❑ 71.2% in the seven largest cities and 70.9% in small and medium cities are computer users, while 48.6% among rural residents are computer users.

<Fig. 16> Computer Usage by Region

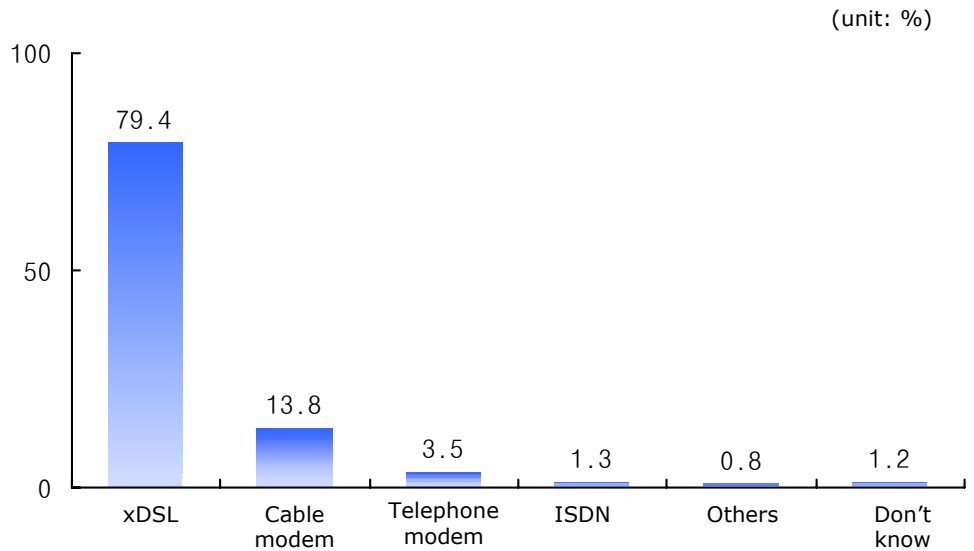


## 2. Internet and Computer Usage

### (3) Internet Access Method

- 79.4% of all homes with an Internet access are connected to the Internet through xDSL mode (including ADSL and VDSL) followed by cable modems(13.8%), telephone modems(3.5%) and ISDN(1.3%).

<Fig. 17> Internet Connection Mode at Home



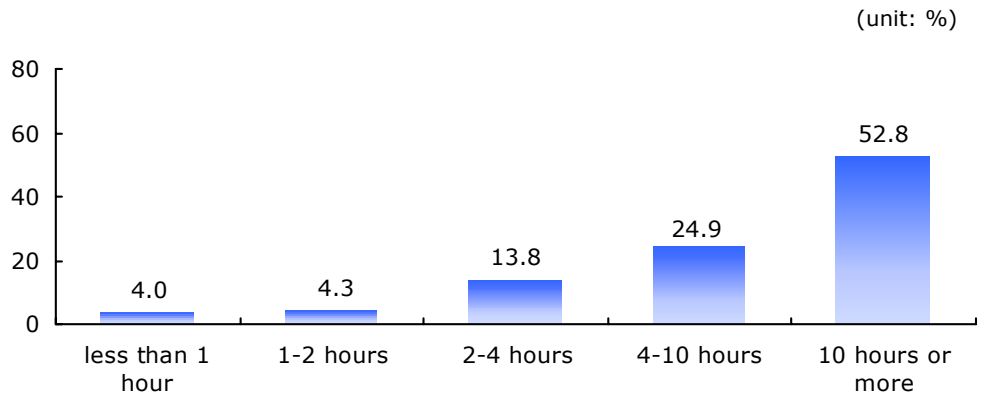
### 3. Computer and Internet usage patterns

#### (1) Computer Usage Patterns

##### 1) Number of Hours Using a Computer(s)

- ❑ Average computer use among computer users is about 15.2 hours per week
- ❑ More than half (52.8%) of all computer users use computers 10 hours or more each week.

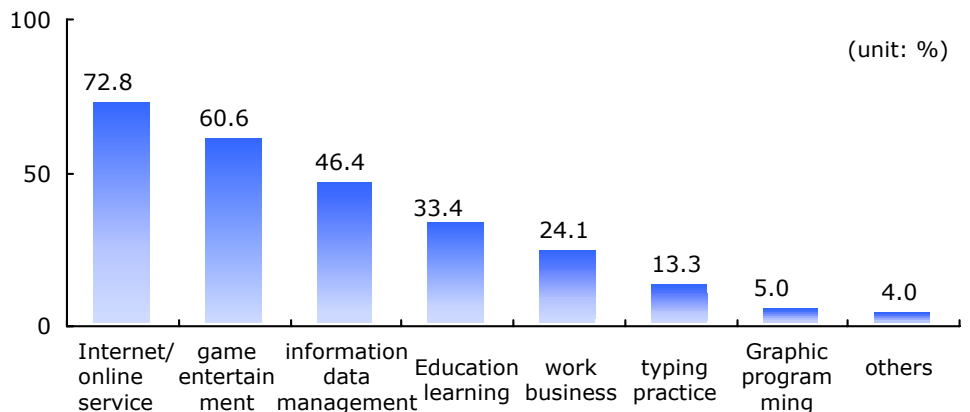
<Fig. 18> Numner of hours using a computer(s)



##### 2) Purpose for Using a Computer(multiple responses)

- ❑ The primary reason for using computers is 'to access the Internet and on-line services'(72.8%) and 'for game and entertainment' (60.6%) and 'information and data management'(46.4%).

<Fig.19> Reason for Using a Computer(multiple responses)



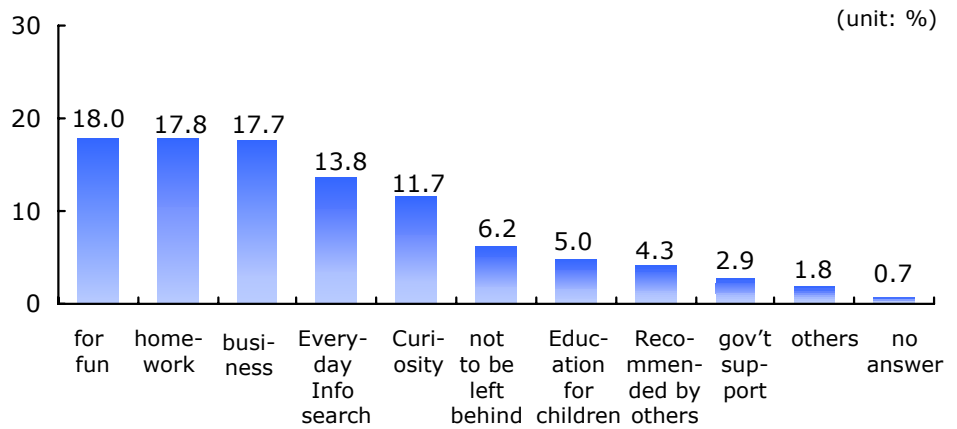
### 3. Computer and Internet usage patterns

#### (2) Internet Usage Patterns

##### 1) Reason for Using the Internet in the First Place

- The primary reason for accessing the Internet in the first place is 'to fun and entertainment'(18.0%), 'for school homework'(17.8%) and 'for business-related reasons'(17.7%).

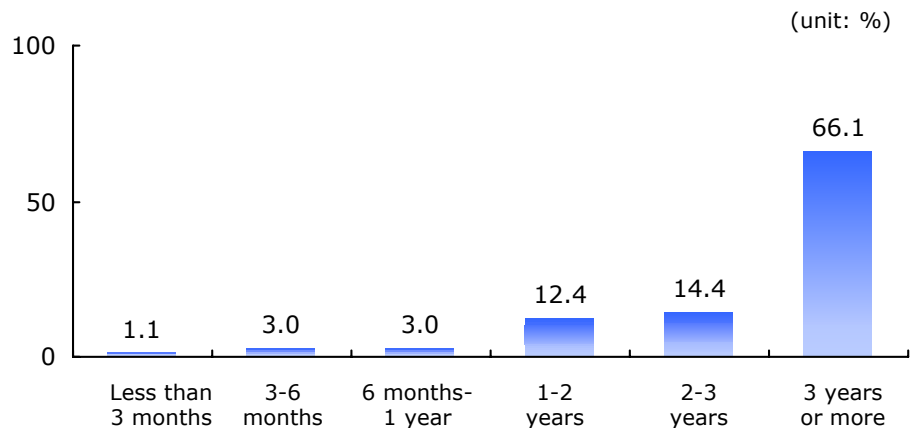
<Fig. 20> Reason for Using the Internet in the First Place



##### 2) Length of Time since the First Internet Access

- Internet users have used the Internet for 3 years and 9 months(45.5 months).
- 66.1% have used the Internet for more than 3 years.

<Fig. 21> Length of Time since the First Internet Access



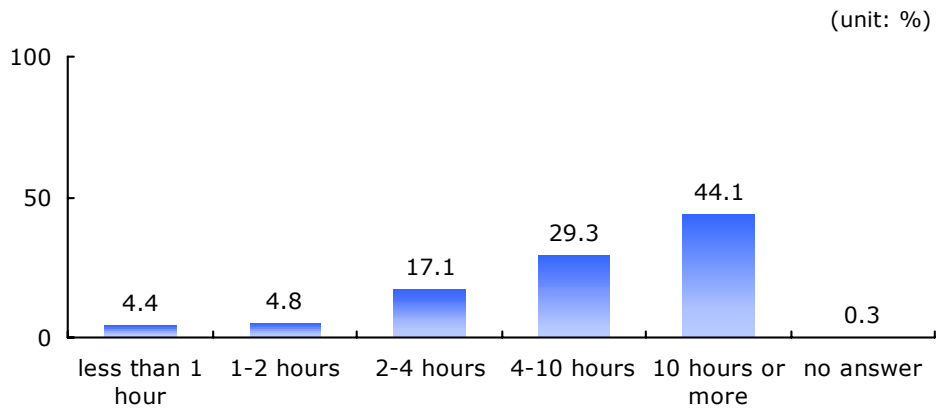
### 3. Computer and Internet usage patterns

#### (2) Internet Usage Patterns

#### 3) Average Internet Access Time per Week

- ❑ Internet users access the Internet for 12.2 hours per week.
- ❑ 44.1% of all Internet users access the Internet for 10 hours or more each week.

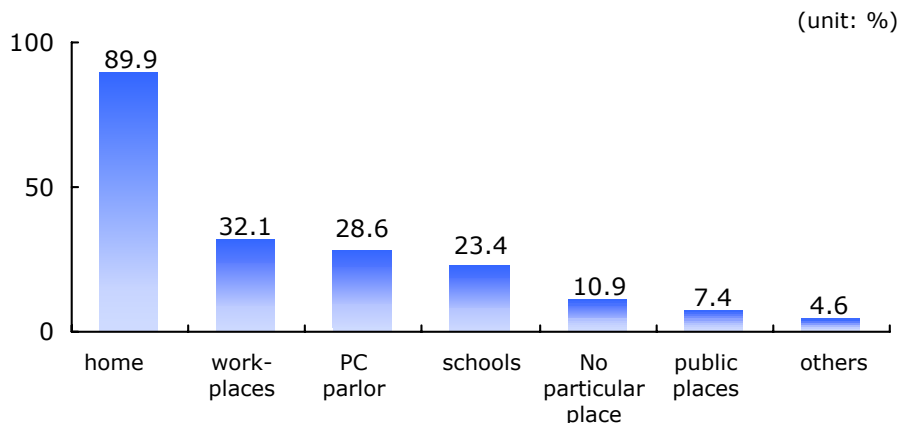
<Fig. 22> Average Internet Access Time per Week



#### 4) Place of Internet Access(multiple responses)

- ❑ Among all Internet users, 89.9% access the Internet from their homes, while 32.1% at their work-places and 28.6% uses PC parlor(PC/Internet room) to access the Internet and 23.4% access at schools.

<Fig. 23> Place of Internet Access(multiple responses)



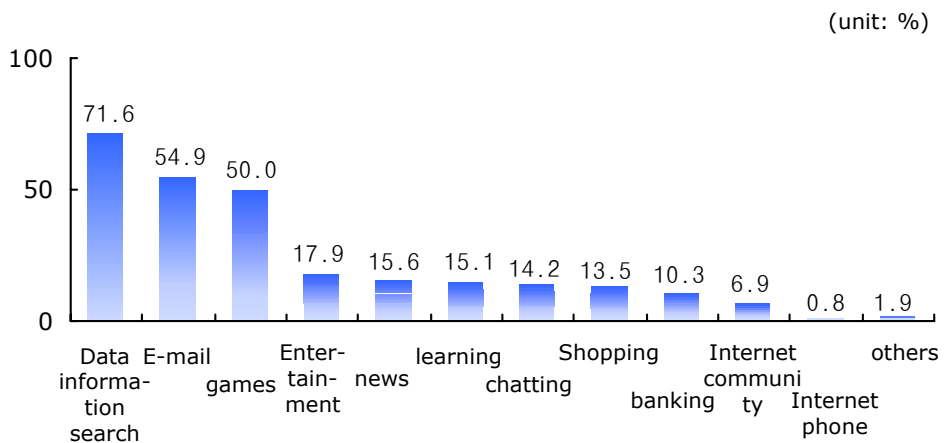
### 3. Computer and Internet usage patterns

#### (2) Internet Usage Patterns

#### 5) Purpose for Internet Usage(multiple responses)

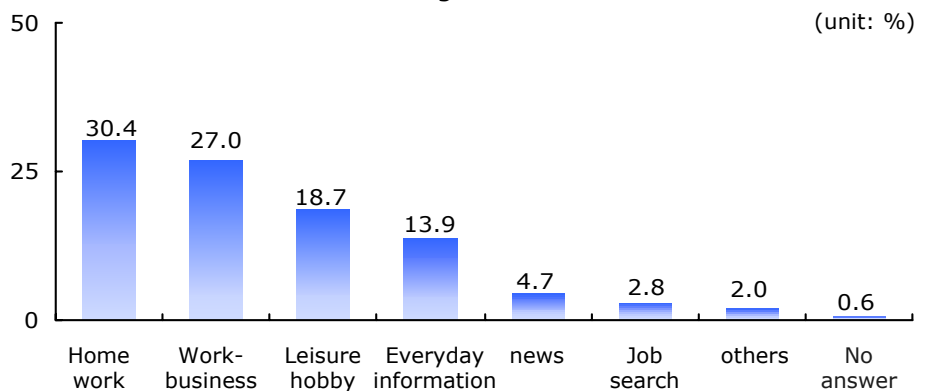
- The primary reason for accessing the Internet is 'to search for data and information'(71.6%), 'to read and send e-mail messages'(54.9%) and 'to play games'(50.0%).

<Fig. 24> Purpose for Internet Usage (multiple responses)



- Those who use the Internet 'to search for data and information' mostly visit internet sites 'for school-work related searches'(30.4%) and 'for business-related searches'(27.0%).

<Fig. 25> Purpose for Internet Usage for those searching for data and information



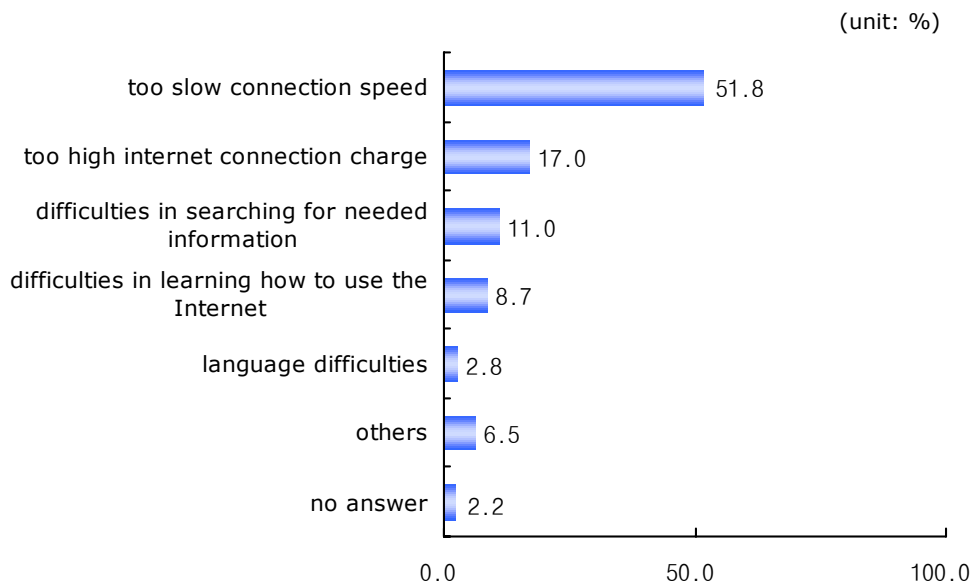
### 3. Computer and Internet usage patterns

#### (2) Internet Usage Patterns

#### 6) The most common complaints on the Internet

- The most common complaints among Internet users is 'too slow connection speed'(51.8%), 'too high Internet connection charge'(17.0%) and 'difficulties in searching for information'(11.0%).

<Fig. 26> The most common complaints on the Internet



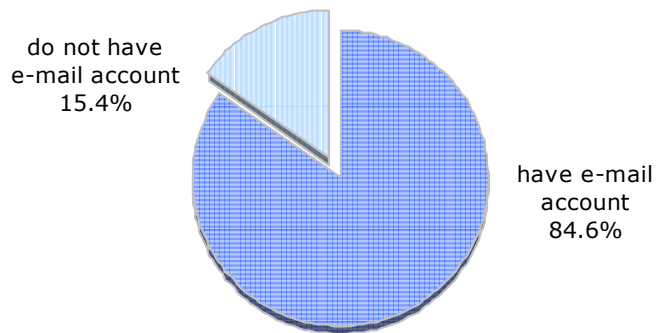
### 3. Computer and Internet usage patterns

#### (2) Internet Usage Patterns

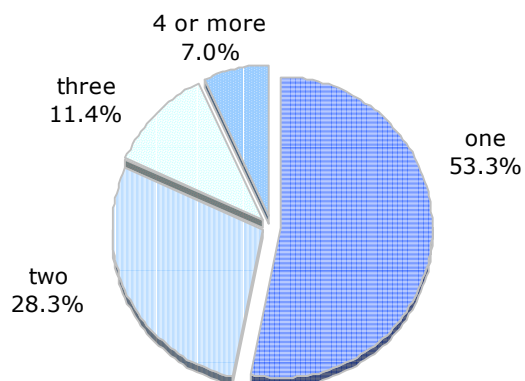
#### 7) E-mail Usage

- ❑ 84.6% of all Internet users have one or more e-mail account.
- ❑ Internet users with an e-mail account(s) hold on average 1.8 active e-mail account which they use at least once a month.
- ❑ 93.0% of all e-mail users hold 3 or less e-mail accounts.

<Fig. 27> E-mail Usage



<Fig. 28> Number of e-mail account



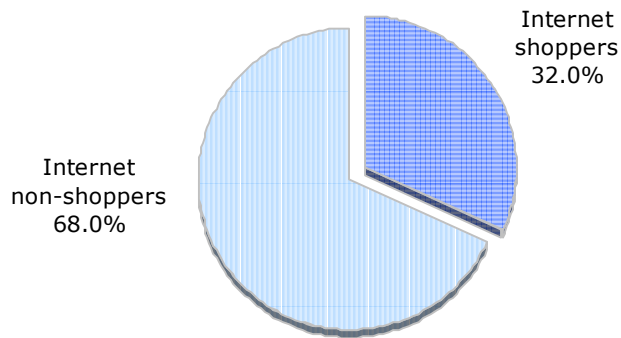
## 4. Internet Shopping and Paid Contents Subscriptions

### (1) Internet Shopping

#### 1) The Percentage of Internet Shoppers

- 32.0% Of all Internet users aged 12 or older have purchased goods or services through Internet shopping at least once in the past 6 months.

<Fig. 29> The Percentage of Internet Shoppers

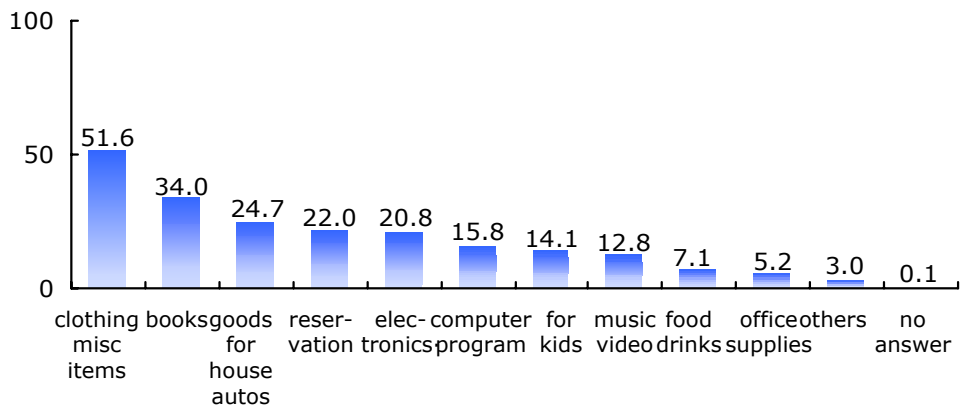


#### 2) Internet Shopping Items

- The most popular items in the internet shopping are clothing and accessories (51.6%), books (34.0%), goods for households and automobiles (24.7%), ticket reservations(22.0%) and electronics (20.8%).

<Fig. 30> Internet Shopping Items (multiple responses)

(unit: %)



#### ▶ Internet Shopper

12 years or older who made purchase via the Internet within the preceding 6 months

## 4. Internet Shopping and Paid Contents Subscriptions

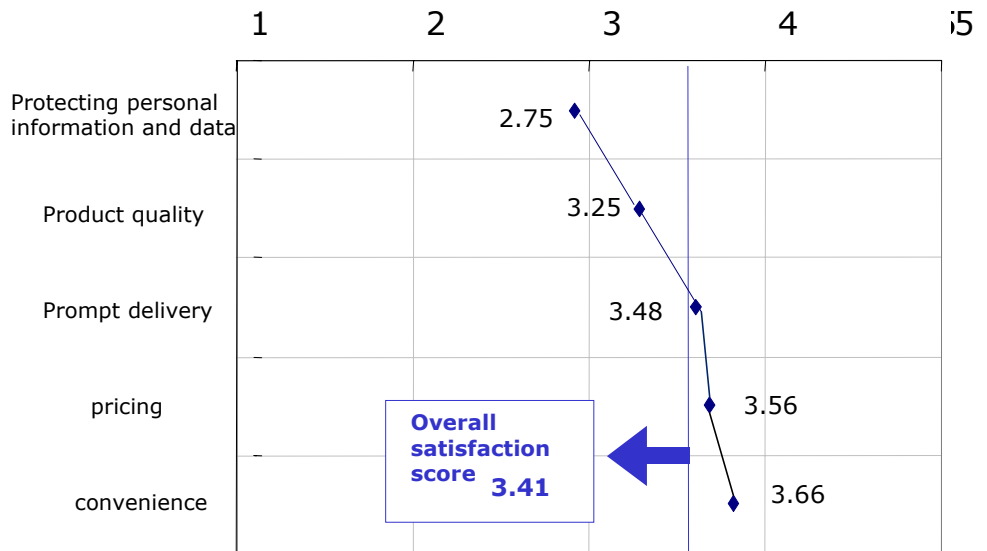
### (1) Internet Shopping

### 3) Satisfaction Scores for Internet Shopping

- ❑ The overall customer satisfaction score for the Internet shopping is 3.41 on a scale of 1 to 5
- ❑ 'Convenience'(3.66), 'pricing'(3.56), 'fast delivery' (3.48) scored relatively high by Internet shoppers.
- ❑ Internet shoppers were least satisfied with 'the privacy and safety of the personal information'(2.75).

<Fig. 31> Satisfaction Scores for Internet Shopping

(unit: point)



\* 5 point scale :1(very unsatisfactory) - 5(very satisfactory)

## 4. Internet Shopping and Paid Contents Subscriptions

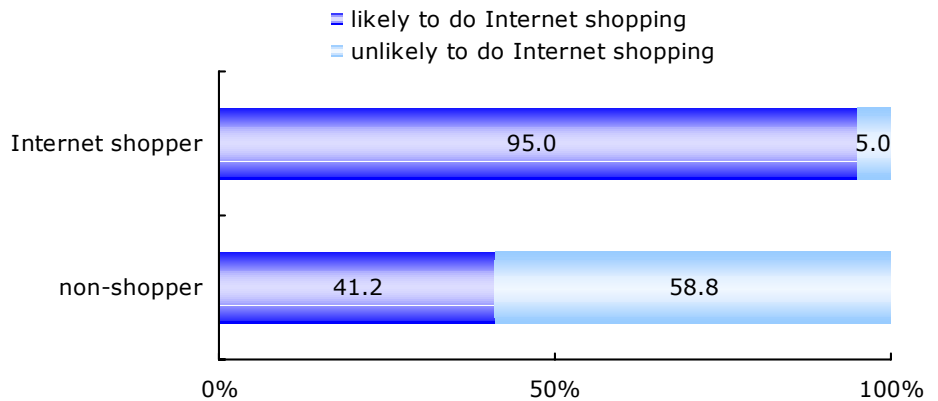
### (1) Internet Shopping

#### 4) Future Prospects for Internet Shopping

- ❑ 95.0% of Internet shoppers are likely to engage in the Internet shopping again.
- ❑ 41.2% of those who are not Internet shoppers now expressed their willingness to try out the Internet shopping in the future.

<Fig. 32> Future Prospects for Internet Shopping

(unit: %)



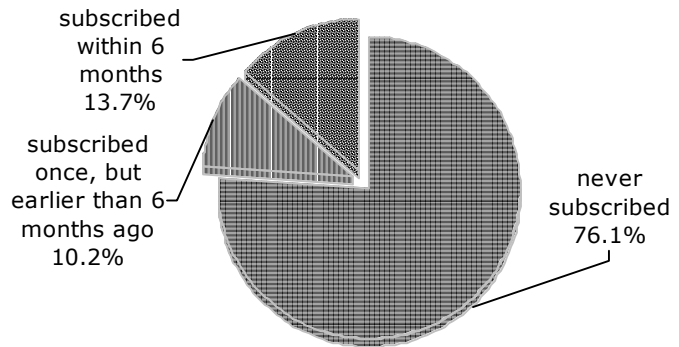
## 4. Internet Shopping and Paid Contents Subscriptions

### (2) Paid Contents Subscriptions

#### 1) Paid Contents Subscriptions

- 23.9% of all internet users have ever subscribed to the paid Internet contents.
- 13.7% of all internet users have subscribed to the paid Internet contents in the preceding 6 months.

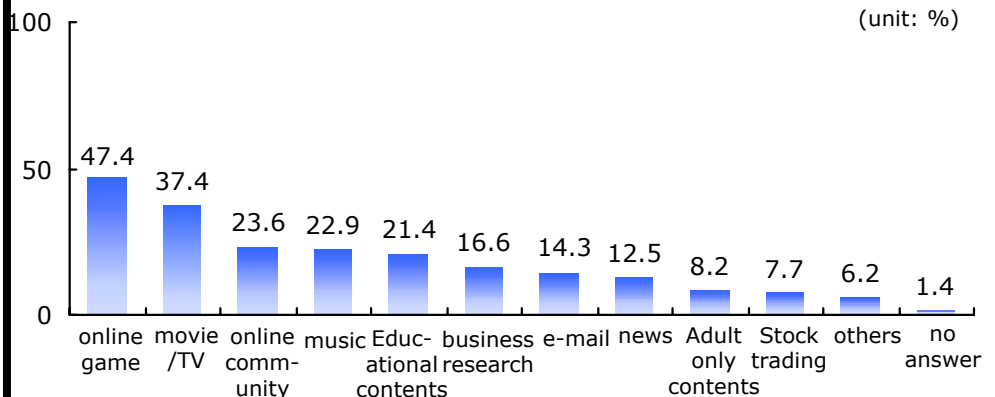
<Fig. 33> Paid Contents Subscriptions



#### 2) The Most Popular Paid Contents (multiple responses)

- Online games(47.4%), movies and television programs (37.4%), online communities and internet cafes(23.6%) are the most popular paid contents subscribed by Internet users.

<Fig. 34> The Most Popular Paid Contents(multiple responses)



#### ▶ Paid Contents Subscriber

12 years or older who subscribed to the paid contents within the preceding 6 months

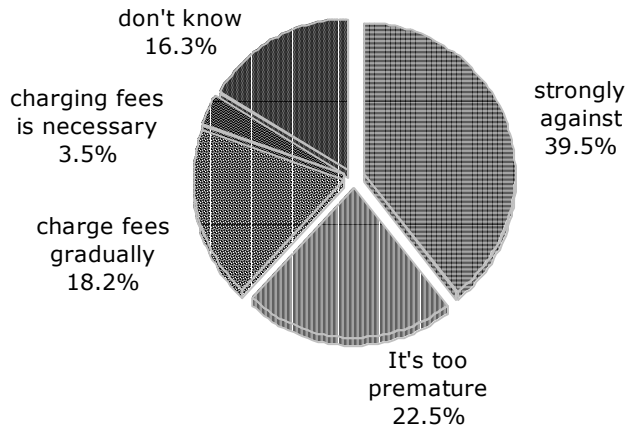
## 4. Internet Shopping and Paid Contents Subscriptions

### (2) Paid Contents Subscriptions

#### 3) Opinions on Charging Fees for Contents

- 62.0% of all Internet users are against charging fees for Internet contents with 39.5% 'strongly against' and 22.5% 'very premature and undesirable'.

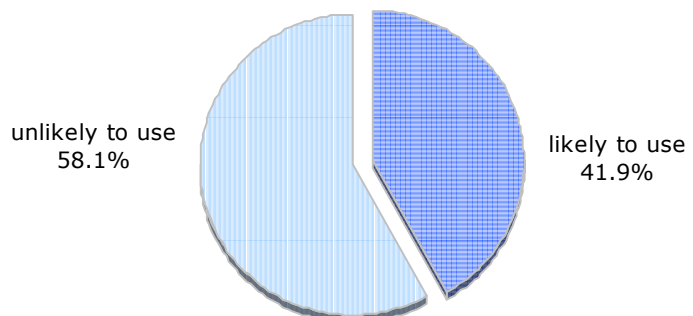
<Fig. 35> Opinions on Charging Fees for Contents



#### 4) Prospects for Using Paid Contents

- 41.9% of all Internet users are willing to use paid contents in the future.

<Fig. 36> Prospects for Using Paid Contents

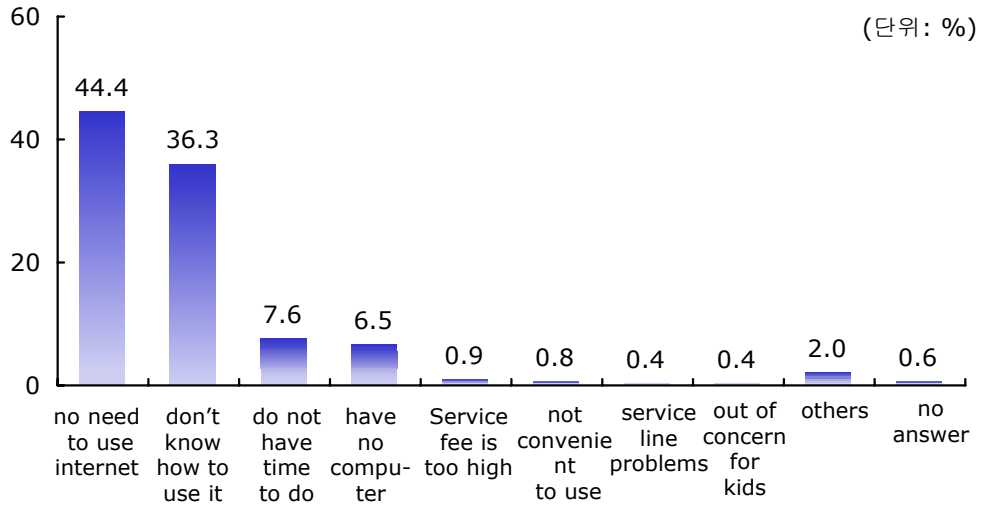


## 5. Internet Non-users

### (1) Reasons for not using the Internet

- The most common reason for not accessing the Internet cited by Internet non-users by is 'no need to use the Internet'(44.4), and 'do not know how to use the Internet'(36.3%).

<Fig. 37> Reason for not using the Internet



### (2) Future prospect for using the Internet

- 36.7% of the current Internet non-users are willing to use the Internet in the future, but 63.3% had little interest in using the Internet.

<Fig. 38> Prospect for FutureInternet Usage

