

2003 Survey on the Wireless Internet Use
(Executive Summary)

2003. 8



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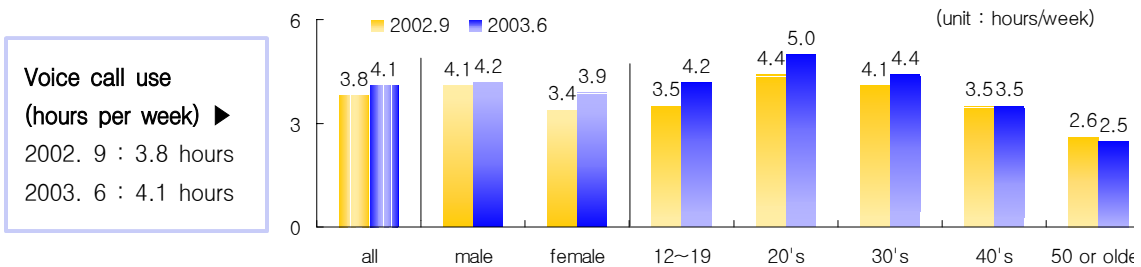
1. Methodology

Fieldwork Dates	2003. 6. 1 ~ 6. 30
Sample Size	3,276 individuals
Sample Eligibility	Mobile phone users over 12 years or older
Sampling Method	Multi-stage stratified sampling based on enumeration districts for Year 2000 Population and Housing Census
Sampling Error	±1.71%(at the 95% confidence level)
Data Collection	Face-to-face interviews
Fieldwork by	Hankook Research

2. Mobile Phone Usage

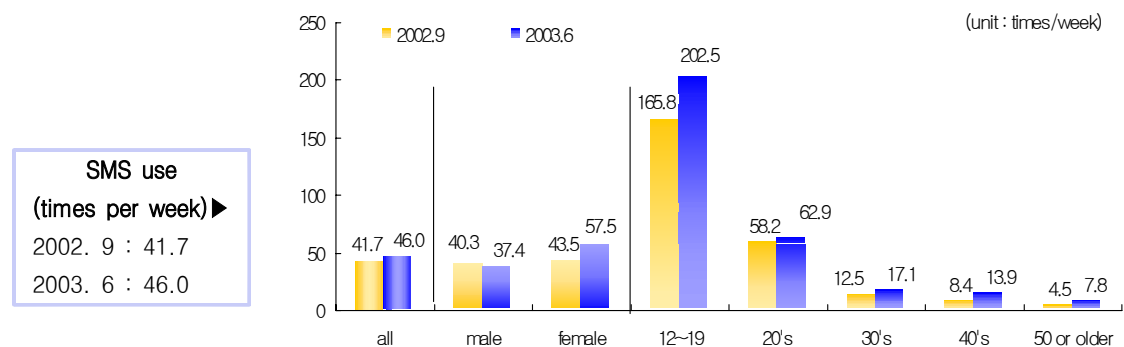
1) Number of Hours of Voice Call

- Mobile phone users among the aged 12 or older use the voice call for 4.1 hours per week.
- Male users(4.2 hours) use the voice call more than female users(3.9 hours) and the voice call usage is the heaviest among users in the 20's and 30's.



2) SMS Usage(Spam messages excluded)

- Mobile phone users send and receive SMS 46.0 times per week, up by 4.3 times since September, 2002.
- Female users(57.5 times) send and receive more SMS than male users(37.4 times).
- Teenagers (202.5 times) and those in the 20's(62.9 times) are the heaviest SMS users.



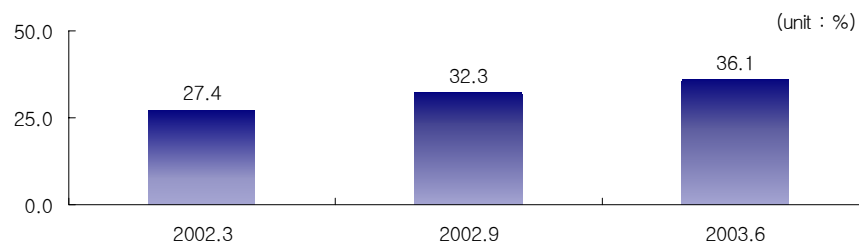
3. Wireless Internet Usage

1) Wireless Internet Usage

- 36.1% of all mobile phone users have used the wireless internet at least once in the last 6 months.
- The percentage of wireless Internet users have increased by 3.8%p from 32.3% in September of 2002.

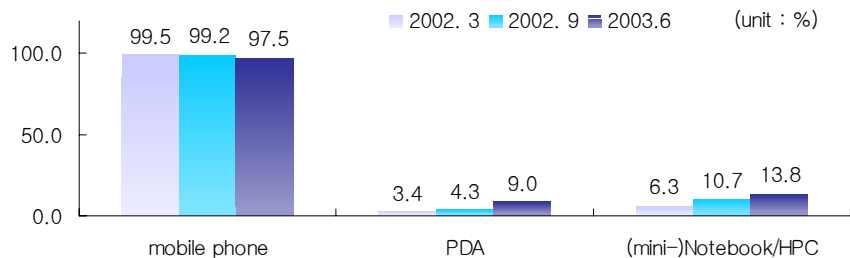
Wireless Internet User ▶

Users 12 yrs. or older who accessed the wireless Internet in the last 6 months via a mobile phone, PDA or other device.



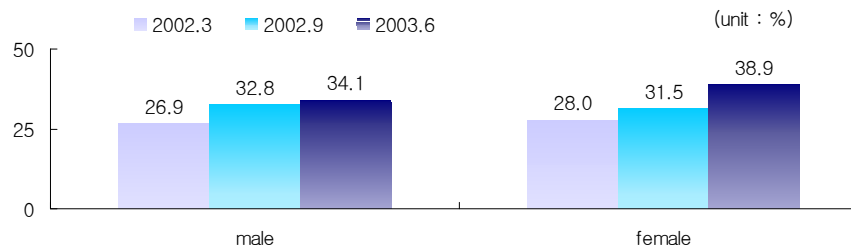
2) Wireless Internet Access Mode

- 97.5% of all wireless Internet users use mobile phone units to access the wireless Internet, and 9.0% use PDAs, and 13.8% use notebook or Hand-held PCs.
- The percentage of wireless Internet users via PDAs, notebook or Hand-held PC's have increased by 4.7%p and 3.1%p since September, 2002.



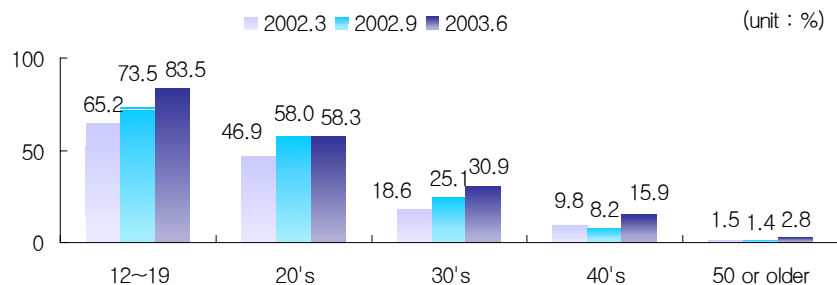
3) Wireless Internet Usage by Gender

- The percentage of female wireless Internet users(38.9%) are higher than male users(34.1%).
- The wireless Internet users have increased by 1.3%p for male and 7.4%p for female since September, 2002.



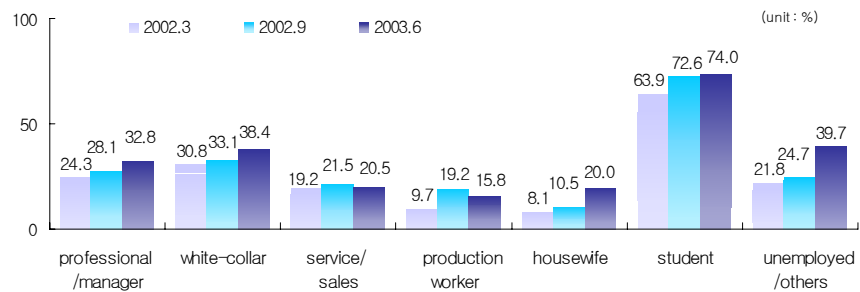
4) Wireless Internet Usage by Age

- Wireless Internet usage is the highest among the aged 12–19 years old(83.5%), followed by 20–29 years old (58.3%), and 30–39 years old(30.9%).
- Wireless Internet usage has increased by 10.0%p among the aged 12–19 years old and 7.7%p among 40–49 years old and 5.8%p among 20–29 years old.



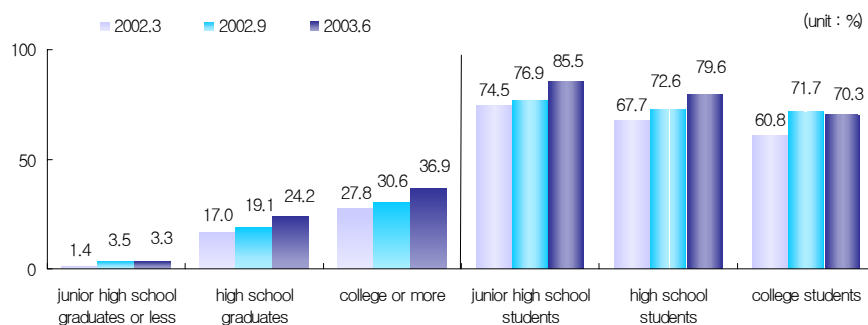
5) Wireless Internet Usage by Occupation

- Wireless Internet usage is the highest among students (74.0%) followed by white-collar workers(38.4%) and professionals and managers(32.8%).
- Wireless Internet usage has increased the most fastest among housewives(9.5%p), white-collar workers(5.3%p), professionals and managers(4.7%p) since September, 2002.



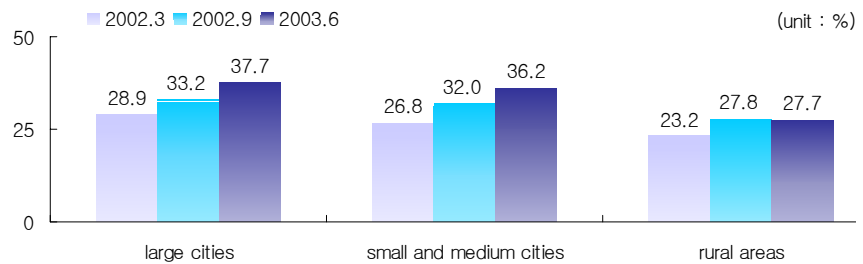
6) Wireless Internet Usage by Education

- Wireless Internet usage is higher among those with more schooling for the general public, while there is little difference among high school and college students.
- Students use the wireless Internet more than the general public and junior high school students are the heaviest users with 85.5%.



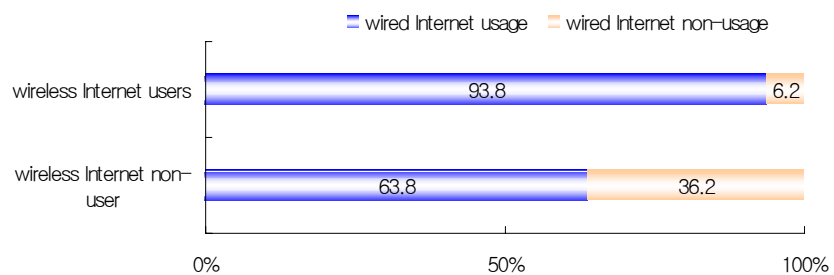
7) Wireless Internet Usage by Region

- Wireless Internet usage is the highest in large cities (37.7%), and the lowest in rural areas (27.7%).
- The regional gap in the wireless Internet usage is about 10%p between large cities and 8.5%p between small and medium cities and rural areas.



8) Wired Internet Usage among Wireless Internet Users

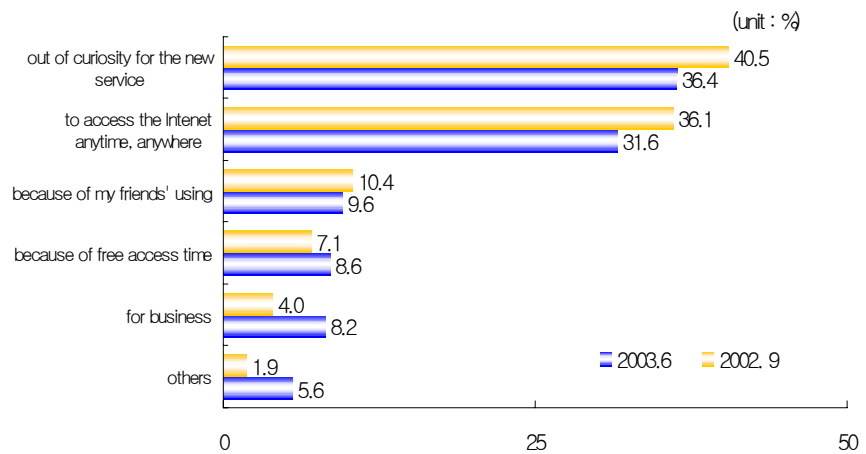
- 93.8% of all wireless internet users use the wired Internet, while only 63.8% of wireless Internet non-users use the wired internet.



4. Wireless Internet Use Patterns

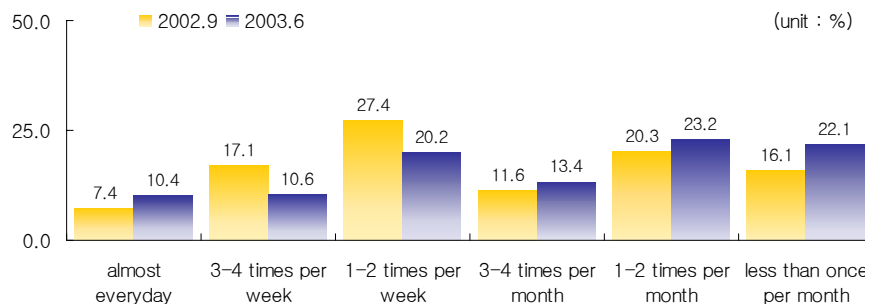
1) Reasons for Using the Wireless Internet

- The three biggest reasons for using the wireless Internet are 'out of curiosity'(36.4%), 'to access the internet anytime and anywhere'(31.6%) and 'because my friends are using it' (9.6%).
- The percentage of users who use the wireless Internet for business related reasons have increased by 4.2%p since September, 2002.



2) Wireless Internet Access: Frequency

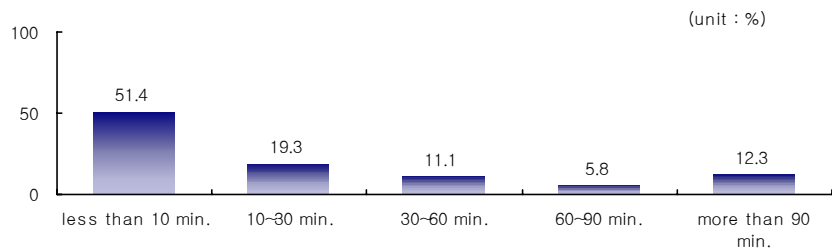
- 23.2% of users access the wireless Internet 1–2 times per month, and 22.1% access the wireless Internet less than once a month while 20.2% use the wireless internet 1–2 times per week.



3) Wireless Internet Access: Duration

- Wireless internet users access the service for 1 hour and 4 minutes(64.2 min.) per week.
- 51.4% of all users access the wireless Internet less than 10 minutes per week, 19.3% use the wireless Internet for 10 to 30 minutes and 11.1% use the service for 30–60 minutes per week.

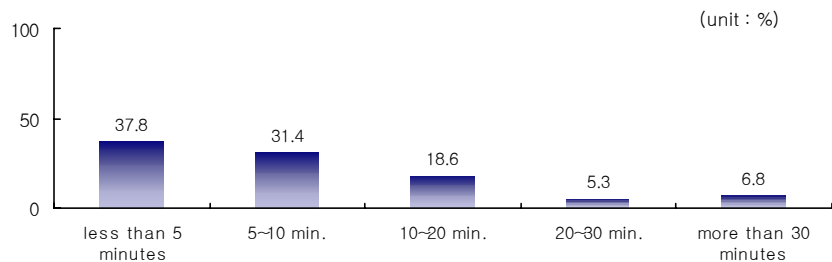
Average wireless Internet Access minutes per week ▶
 2002. 9 : 40.8min.
 2003. 6 : 64.2min.



4) Wireless Internet Access: Duration per access

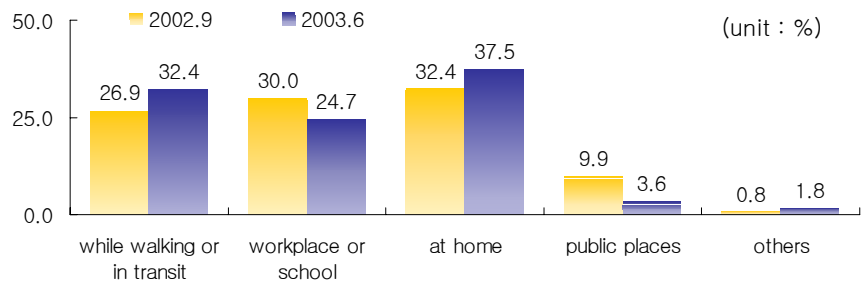
- Wireless Internet users use the wireless Internet service for 8.1 minutes per access.
- 37.8% use the service less than 5 minutes per access and 31.4% use the service 5 to 10 minutes per access.

Average wireless Internet access minutes per access ▶
 2002. 9 : 7.5 min.
 2003. 6 : 8.1 min.



5) Wireless Internet Access: Location

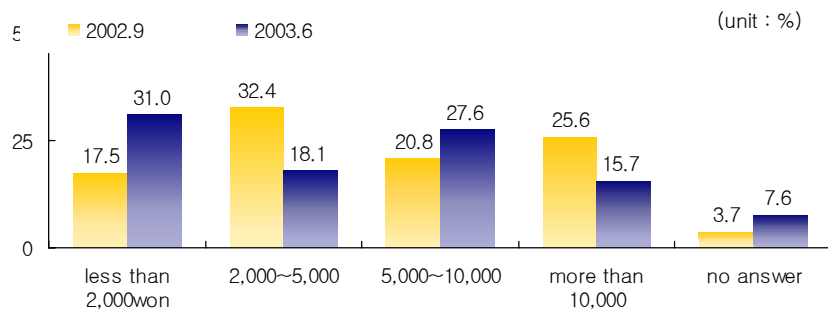
- 37.5% of all wireless Internet users use the service at home, and 32.4% use the service in transit, 24.7% at schools or work-places and 3.6% use the service at public locations.
- Wireless Internet usage at schools, work-places and public locations have decreased while the usage at home and in transit have increased since September, 2002.



6) Wireless Internet Access: Monthly Charge

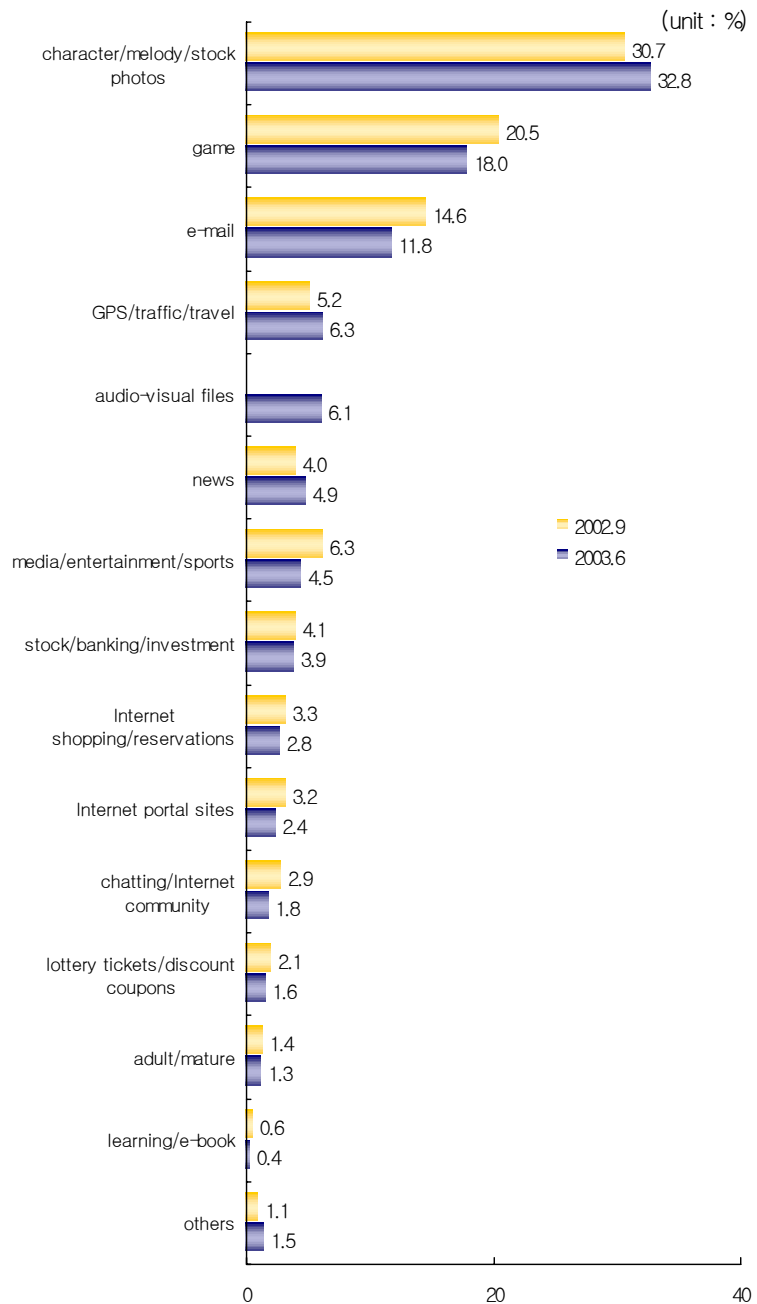
- Average monthly charge for the wireless Internet access is 8,043 won, up 764 won since September, 2002.
- Most users spend less than 10,000 won a month for the wireless Internet use, while 15.7% spend more than 10,000 won for the wireless Internet use.

average monthly charge for wireless Internet use▶
 2002. 9 : 7,279won
 2003. 6 : 8,043won



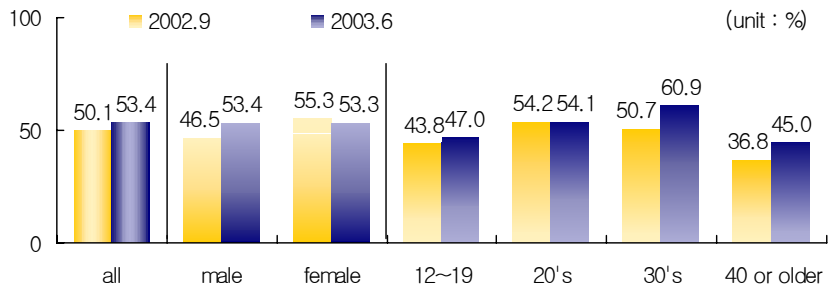
7) Most Popular Wireless Internet Contents(multiple choice)

○ 'Downloading characters or melodies'(32.8%) is the most popular wireless Internet contents, followed by 'games'(18.0%) and 'e-mail service'(11.8%).



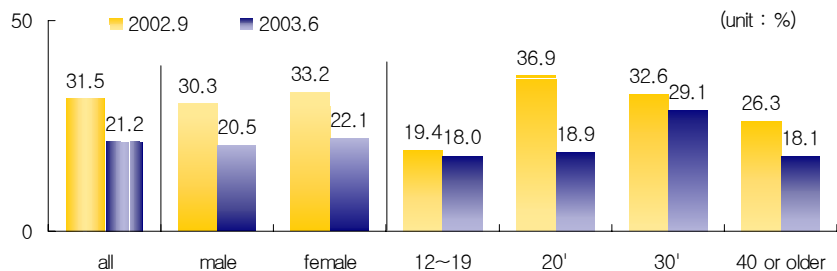
8) Subscriptions of Paid Contents

- 53.4% of all wireless Internet users have visited a paid contents subscription sites.
- While there is little difference in the paid contents subscription between male and female users, 60.9% of all wireless Internet users in the 30's have subscribed to paid content, and 54.1% of all users in the 20's and 47.0% of users between 12 and 19 years old have accessed the paid contents service.



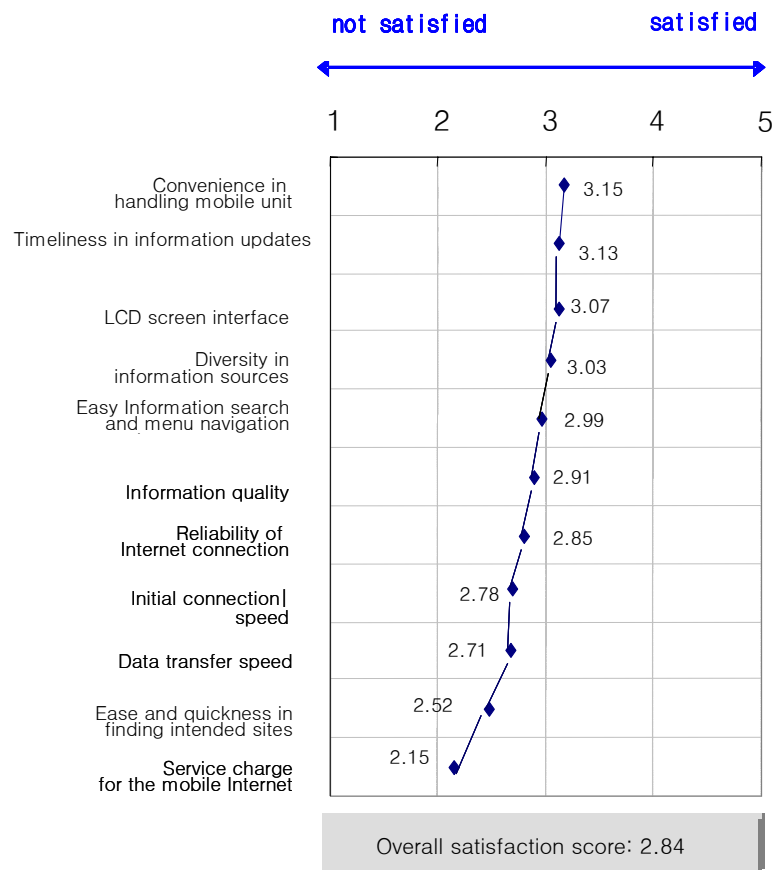
9) Wireless Internet Shopping

- 21.2% of all wireless Internet users have purchased goods or services over the internet within the last 6 months.
- The percentage of wireless Internet shoppers is the highest among the 30's(29.1%), followed by the 20's (18.9%), 40's(18.1%) and those aged 12 to 19(18.0%).



10) User Satisfaction with the Wireless Internet

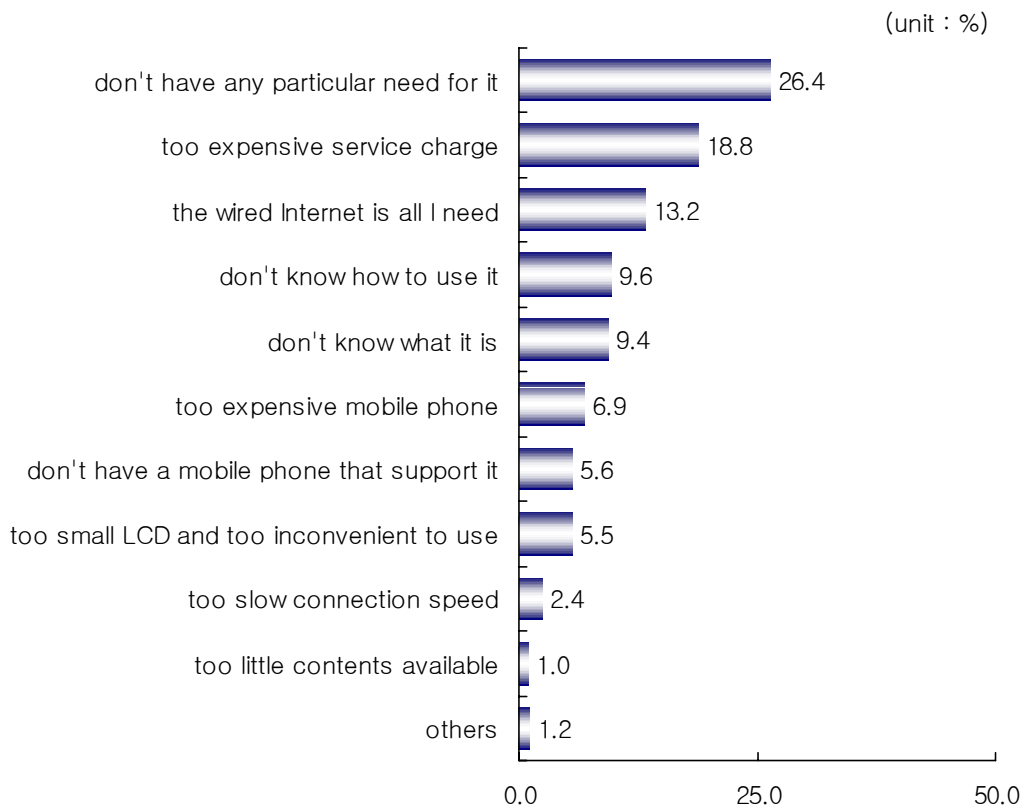
- Overall user satisfaction score among wireless Internet users is 2.84 on a scale of 1 to 5.
- 'The ease of using a mobile phone unit'(3.15) and 'timely update of information'(3.13) had higher satisfaction scores, while 'expensive service charge'(2.15) scored the lowest mark.



5. Future Prospects for the Wireless Internet Usage

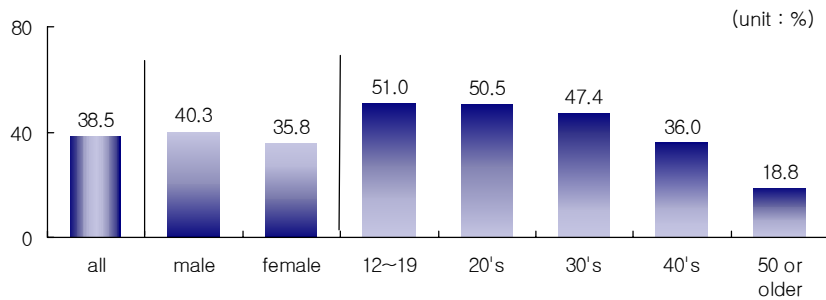
1) Reasons for Not Using the Wireless Internet

○ The most commonly cited reasons for not using the wireless Internet are 'I don't have any particular need for it'(26.4%), 'service charge is too high' (18.8%), and 'the wired Internet is all I need'(13.2%).



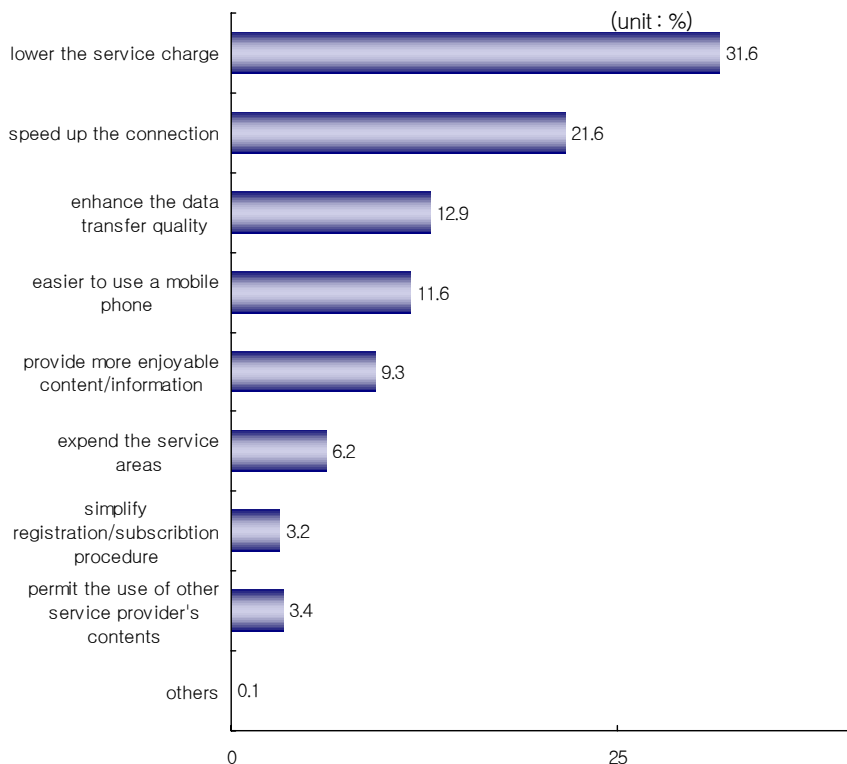
2) Prospects for Using the Wireless Internet

- 38.5% of wireless Internet non-users are willing to use the service in the future.
- Males(40.3%) are more likely to use the service than females(35.8%) and about half of non-users in the teens and 20's are likely to use the service.



3) Measures for Promoting the Wireless Internet Use (multiple choice)

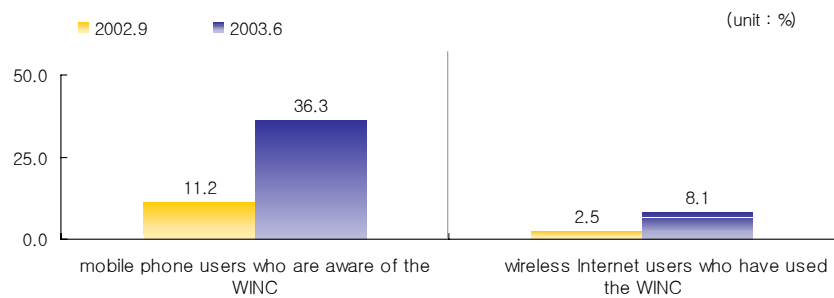
- 31.6% of all wireless Internet users cited 'lower service charge' as the most important factor in promoting future use of the service, followed by 'faster data transfer speed' (21.6%) and 'more reliable connection' (12.9%).



4) Prospects for the WINC Use

- 36.3% of all mobile phone users are aware of the WINC (Wireless Internet Numbers for Contents).
- 8.1% of all wireless Internet users have used the WINC service at least once.

WINC(Wireless Internet Numbers for Contents) ▶
 mobile internet access code used for wireless Internet using keypad number combination



- 33.8% of mobile phone users who never used the WINC are willing to use the service in the future. Among mobile phone users who never used the WINC, 57.5% of wireless Internet users are likely to use it, while only 20.9% among wireless Internet non-users are willing to use it.

mobile phone users who never used the WINC ▶

