

**Survey on the Computer and Internet Usage**  
(Executive Summary)

2004. 2

Ministry of Information and Communication  
Korea Network Information Center

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## 1. Methodology

Population	Households : 14,311,014 Population : 44,629,146
Sample Eligibility	Households: Households in sample districts Individuals : Family members aged 6 or older
Data Collection	Face-to-face interview
Sample Size	Households : 7,685 households Individuals : 20,962 persons
Sampling Error	Internet usage rate $\pm 0.64\%$ (95% confidence level)
Sampling Method	Multi-stage stratified sampling based on enumeration districts for Year 2000 Population and Housing Census
Estimation	Post-stratification by registered residence population - Households: Province by householder's age - Individuals: Province by age and sex
Fieldwork Dates	2003. 12. 1 - 12. 20 (20 days)
Fieldwork by	Hankook Research

© Notes on sampling method

- Sampling frame: 10% sample districts from Year 2000 Population and Housing Census
- To obtain a representative sample for smaller provinces, the number of sample districts were selected by the square root of the number of total enumeration districts in each province.
- Total of 700 districts were selected and 10 households were surveyed in each sample district.

## 2. Internet and Computer Usage

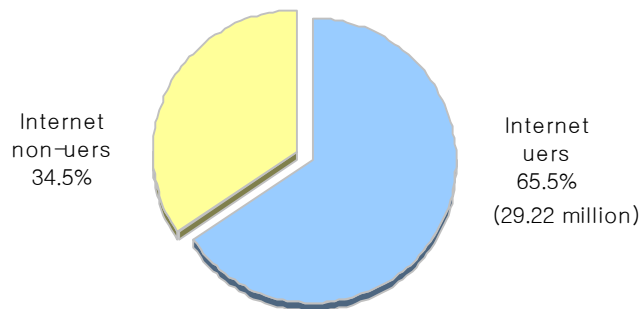
### 1) Internet Usage

#### (1) Internet Usage and Trends

- 65.5% of all Koreans aged 6 and older access the Internet at least once a month, and Korea's Internet population is estimated to be 29.22 million persons

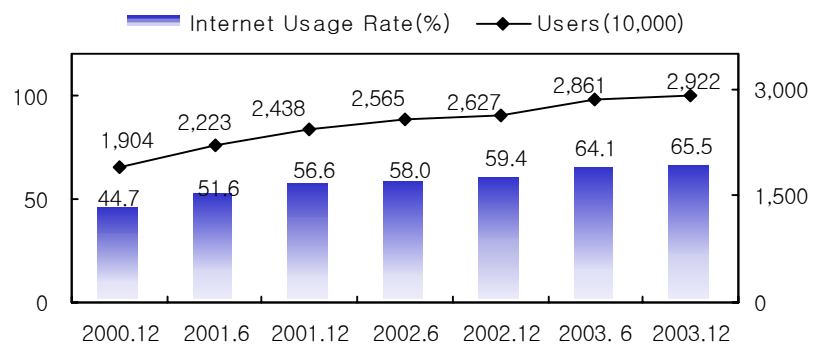
<Fig.1> Internet Usage Rate & Number of Internet Users

(unit : %)



- The Internet usage rate has increased by 1.4%p from 64.1% in June of 2003 and the number of Internet users has increased by .61 million persons from 28.61 million persons in June of 2003.

<Fig. 2> Trends in the Internet Usage Rate & Number of Internet Users

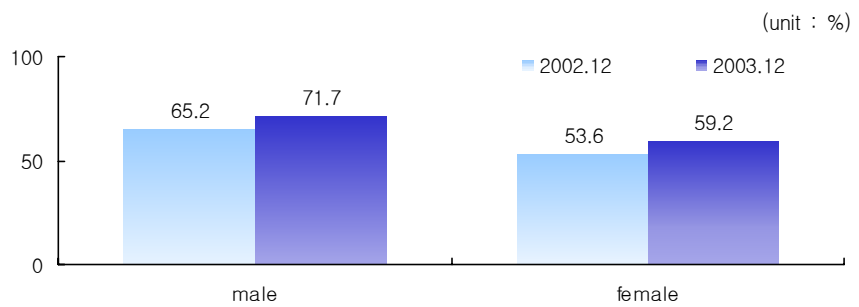


**2. Internet and Computer Usage**

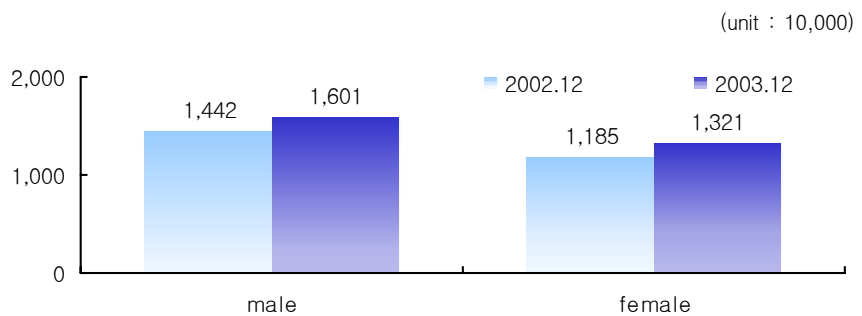
**(2) Internet Usage by Gender**

- Men are more likely to be Internet users than women, with 71.7%(16.01 million) of all males using the Internet compared to 59.2%(13.21 million) among females.
- Compared to Dec. of 2002, male Internet usage rate has increased by 6.5%p and female usage rate by 5.6%p and the gender gap is 12.5%p.
- Of all internet users, 54.8% are male users and 45.2% are female users.

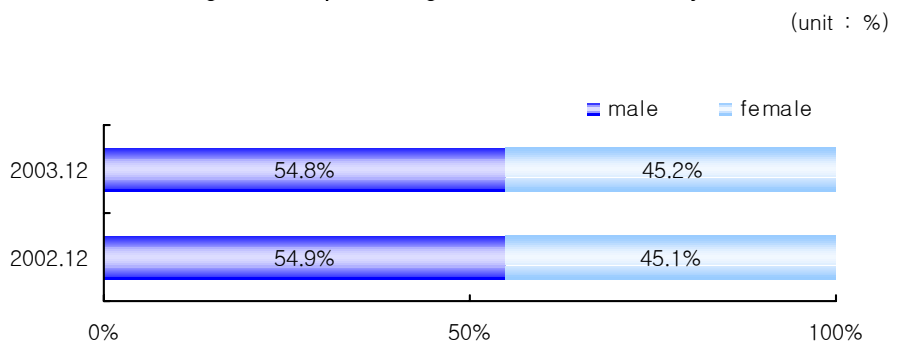
<Fig.3> Internet Usage Rate by Gender



<Fig.4> Number of Internet Users by Gender



<Fig.5> The percentage of Internet Users by Gender



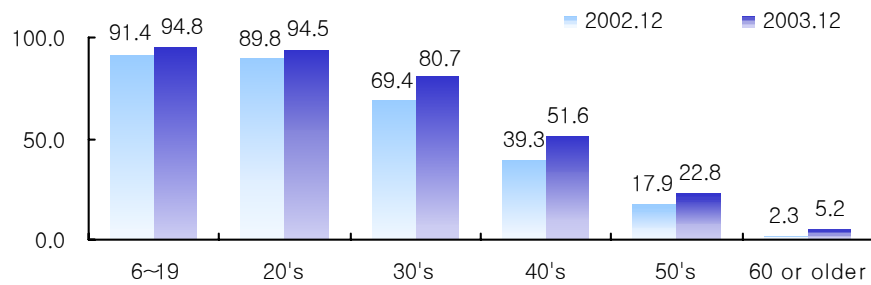
**2. Internet and Computer Usage**

**(3) Internet Usage by Age**

- Internet usage rate is the highest among the aged 6–19 with 94.8% followed by the aged 20–29(94.5%) and the aged 30–39(80.7%).
- Internet usage rate has risen the fastest among the aged 40–49 with a gain of 12.3%p and the aged 30–39 with a gain of 11.3%p since December of 2002.
- The number of Internet users is 8.97 million for the aged 6–19, 7.70 million for those in their 20s, 7.14 million for those in their 30s and 4.08 million for those in their 40s.

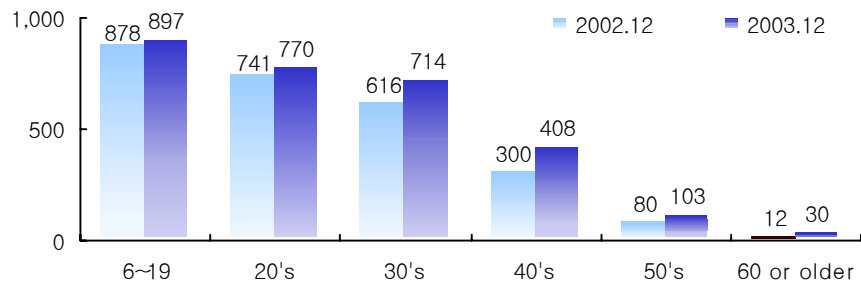
<Fig.6> Internet Usage Rate by Age

(unit : %)



<Fig.7> Number of Internet Users by Age

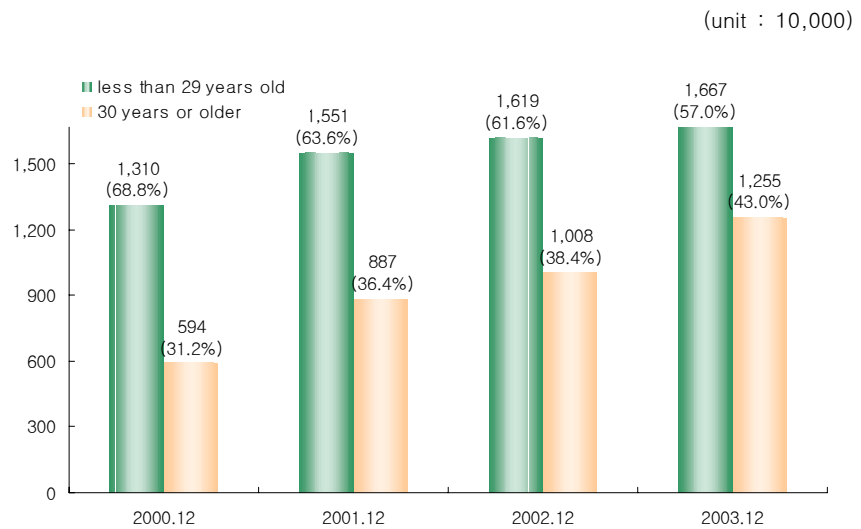
(unit : 10,000)



## 2. Internet and Computer Usage

- Nearly all individuals in their teens and twenties use the internet, and the internet usage among 30 years or older are growing steadily.
- Of all internet users, the percentage of users who are 30 years or older are increasing.

<Fig. 8> Composition Trends of All Internet Users



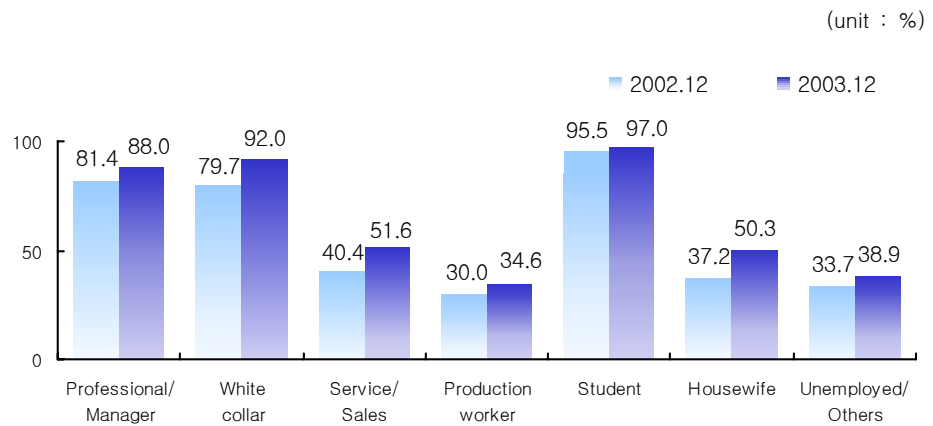
※ Numbers in the parenthesis indicate the percentage among all Internet users.

## 2. Internet and Computer Usage

### (4) Internet Usage by Occupation

- Internet usage rate is the highest among students (97.0%), followed by the white-collar (92.0%).
- Since December of 2002, Internet usage rate has increased the fastest among housewives with a gain of 13.1%p(37.2% →50.3%).

<Fig.9> Internet Usage Rate by Occupation



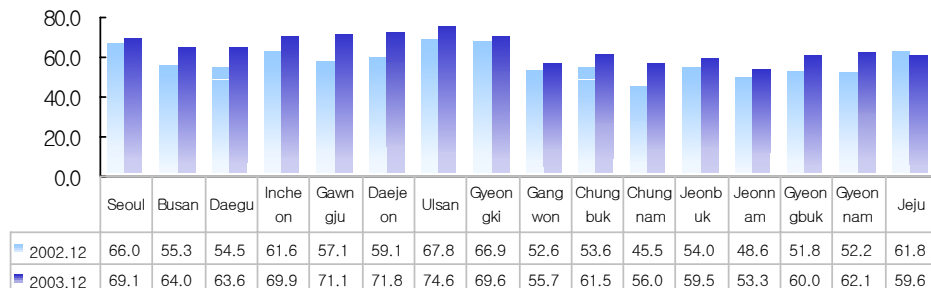
## 2. Internet and Computer Usage

### (5) Internet Usage by Province & Residential Traits

- Ulsan has the highest Internet usage rate among the 16 provinces with 74.6%, followed by Daejeon(71.8%) and Gwangju(71.1%).
- Internet usage rate is relatively low in Jeonnam(53.3%), Gangwon(55.7%) and Chungnam(56.0%).
- Internet usage rate is 68.3% in the large cities and 67.1% in small and medium cities, while 45.4% among rural residents use Internet with a gap of 22.9%p between urban and rural areas.

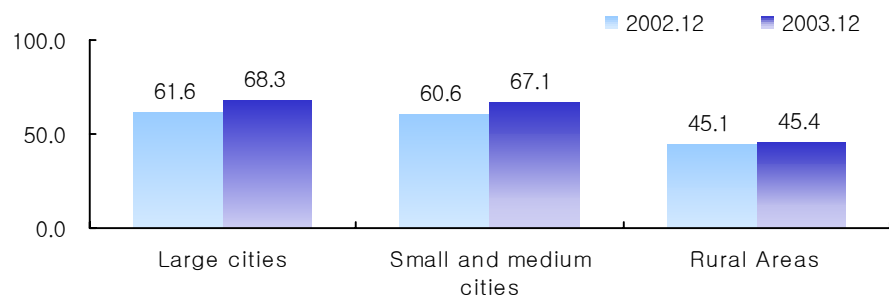
<Fig.10> Internet Usage Rate by Province

(unit : %)



<Fig.11> Internet Usage Rate by Residential Traits

(unit : %)



## 2. Internet and Computer Usage

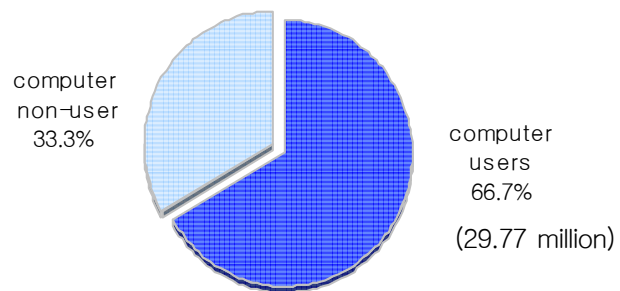
### 2) Computer Usage

#### (1) Computer Usage

- 66.7% of all Koreans aged 6 and older use computer at least once a month.
- Korea's computer users are estimated to be 29.77 million persons as of December, 2003.

<Fig.12> Computer Usage Rate & Number of Computer Users

(unit : %)



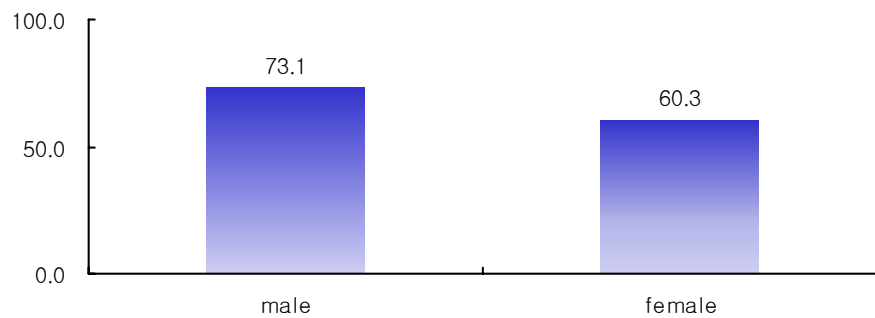
## 2. Internet and Computer Usage

### (2) Computer Usage by Gender

- 73.1%(16.31 million) of all males and 60.3%(13.46 million) of all females use computer at least once a month.
- Gender gap between men and women in computer usage rate is 12.8%.

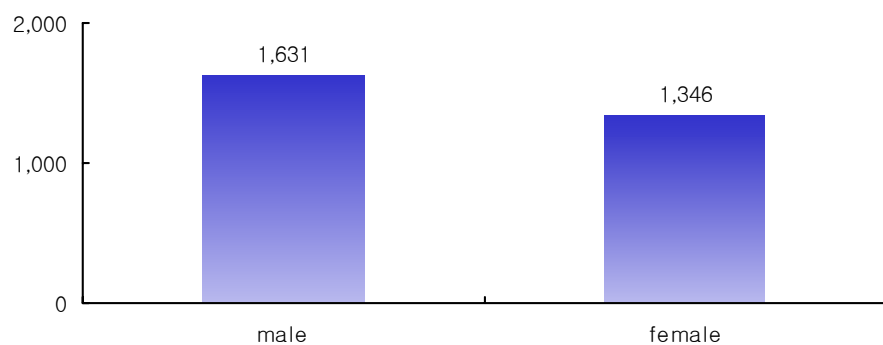
<Fig.13> Computer Usage Rate by Gender

(unit : %)



<Fig.14> Number of Computer Users by Gender

(unit : 10,000)



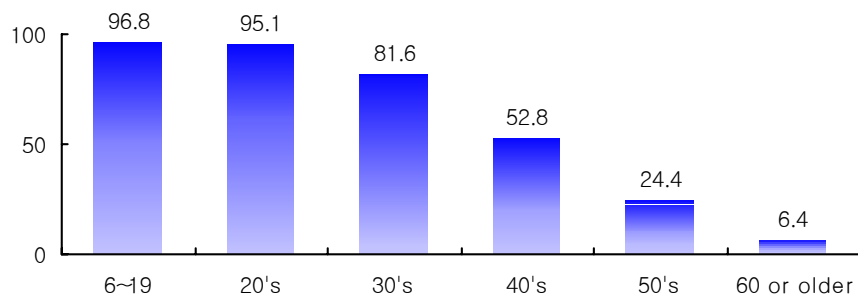
2. Internet and Computer Usage

(3) Computer Usage by Age

- The percentage of computer users is the highest among the aged 6–19 with 96.8% followed by the aged 20–29(95.1%) and 81.6% by the aged 30–39.
- The number of computer users are 9.16 million among the aged 6–19, 7.75 million among the aged 20–29, 7.22 million among the aged 30–39, 4.17 million among the aged 40–49.

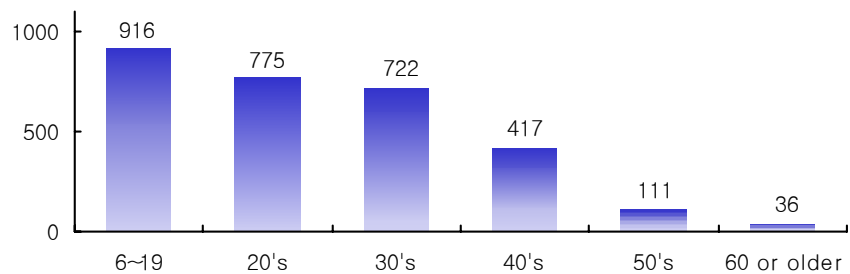
<Fig.15> Computer Usage Rate by Age

(unit : %)



<fig.16> Number of Computer Users by Age

(unit : 10,000)



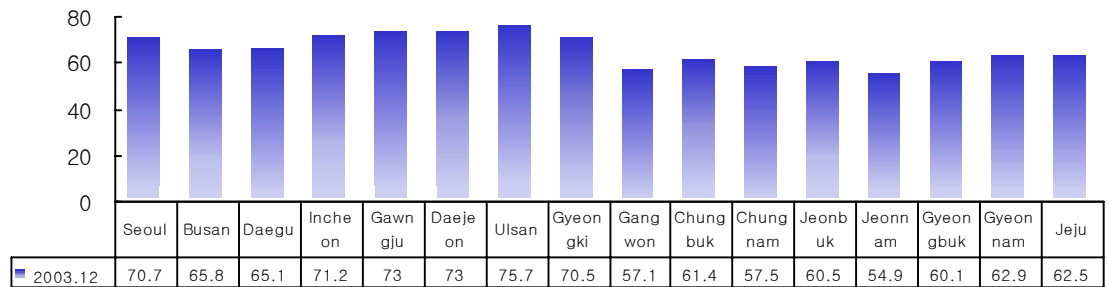
## 2. Internet and Computer Usage

### (4) Computer Usage by Province and Residential Traits

- Ulsan has the highest computer usage rate among the 16 provinces with 75.7%, followed by Daejeon(73.0%) and Gwangju(73.0%).
- Computer usage rate is relatively low in Jeonnam (54.9%), Gangweon (57.1%), and Chungnam (57.5%).

<Fig.17> Computer Usage Rate by Province

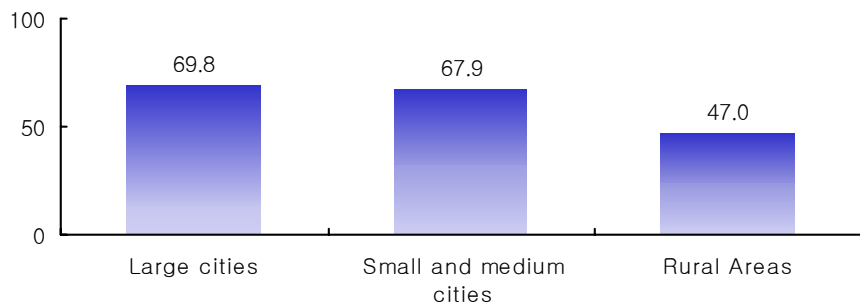
(unit : %)



- 69.8% in the seven largest cities in the nation and 67.9% in the small and medium cities are computer users, while 47.0% among rural residents use computer.

<Fig.18> Computer Usage Rate by Residential Traits

(unit : %)

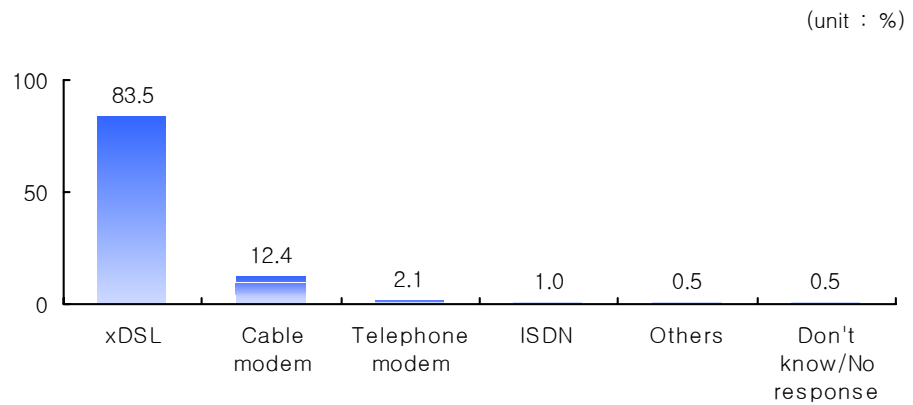


## 2. Internet and Computer Usage

### 3) Internet Access Method at Home

- 83.5% of all households with the Internet access are connected to the Internet through xDSL mode (including ADSL and VDSL) followed by cable modems(12.4%), telephone modems(2.1%) and ISDN(1.0%).

<Fig.19> Internet Access Mode at Home



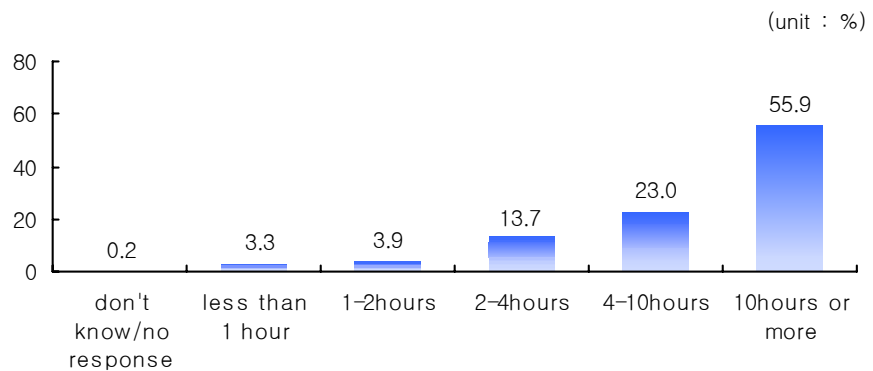
**3. Computer and Internet Usage Patterns**

**1) Computer Usage Patterns**

**(1) Computer Usage Time**

- Average computer use time among computer users is about 16.2 hours per week.
- More than half (55.9%) of all computer users use computers 10 hours or more per week.

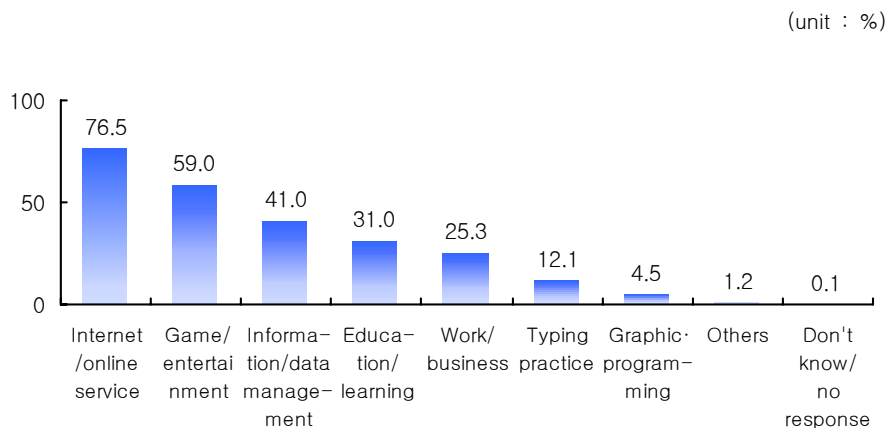
<Fig.20> Average Computer Usage Time per Week



**(2) Main Purpose of Computer Usage(multiple responses)**

- The primary reason for using computers is 'to access the Internet and on-line services'(76.5%) and for game and entertainment' (59.0%) and information and data management(41.0%).

<Fig.21> Main Purpose of Computer Usage(multiple responses)



**3. Computer and Internet Usage Patterns**

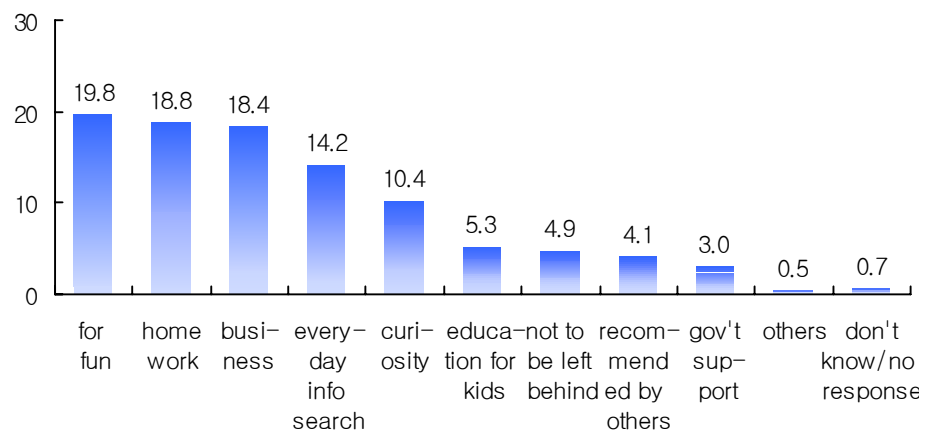
**2) Internet Usage Patterns**

**(1) Primary Reasons for Using the Internet**

- The primary reasons for accessing the Internet in the first place is 'for fun and entertainment' (19.8%), 'for school homework' (18.8%) and 'for business-related reasons' (18.4%).

<Fig. 22> Primary Reasons for Using the Internet

(unit : %)

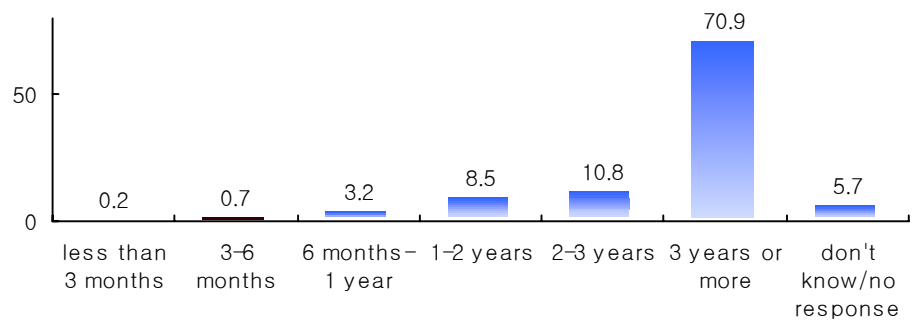


**(2) Total Period of Time of Internet Usage**

- Internet users have been using the Internet for 4 years and 1 months(49.7months) in average.
- 70.9% are using the Internet for more than 3 years.

<Fig. 23>Total Period of Time of Internet Usage

(unit : %)

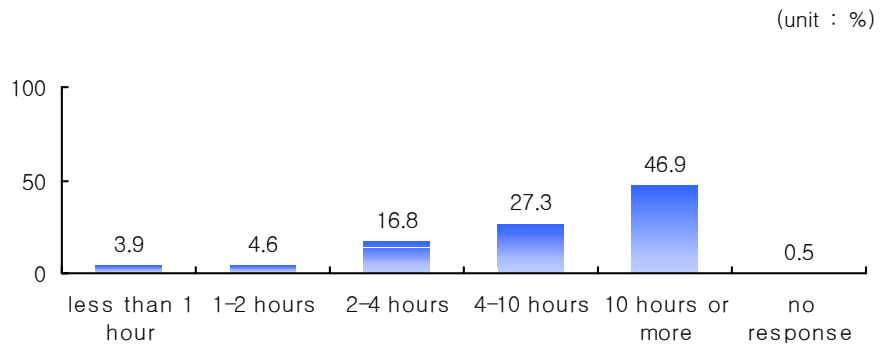


**3. Computer and Internet Usage Patterns**

**(3) Average Internet Access Time per Week**

- Internet users access the Internet for 12.5 hours per week.
- 46.9% of all Internet users access the Internet for 10 hours or more each week.

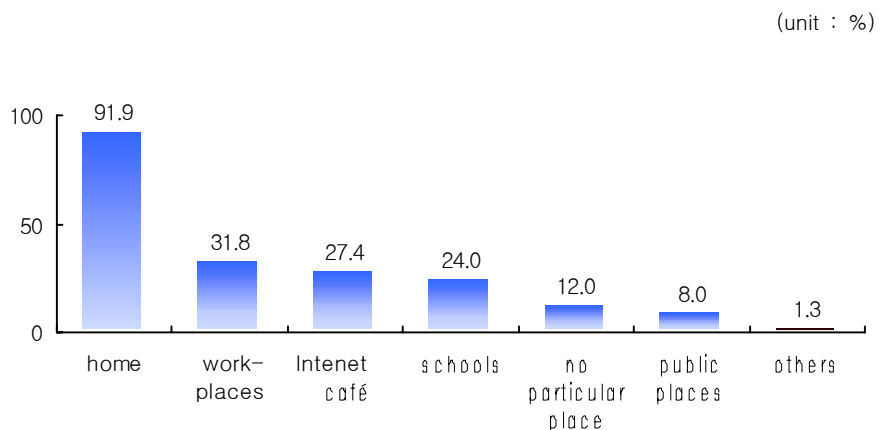
<Fig. 24> Average Internet Access Time per Week



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

- Among all Internet users, 91.1% access the Internet at home, while 31.8% at their work-places and 27.4% uses Internet Café(PC/Internet room) to access the Internet and 24.0% access at schools.

<Fig. 25> Place of Internet Access (multiple responses)

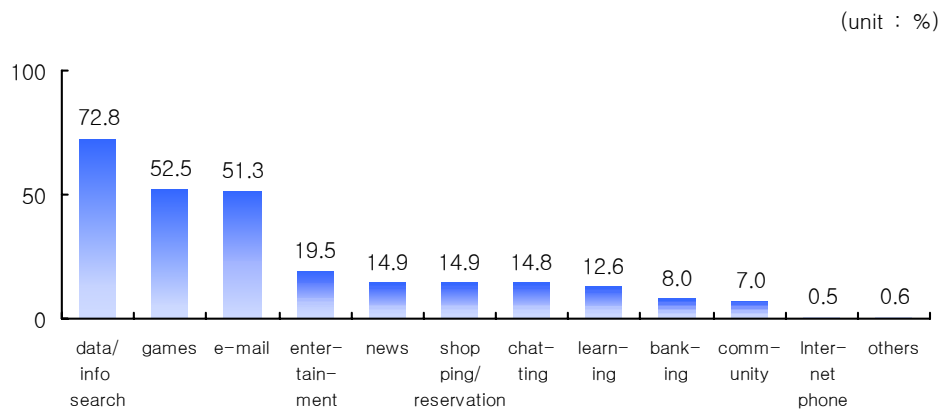


**3. Computer and Internet Usage Patterns**

(5) Purpose for Internet Usage (multiple responses)

- The primary reason for accessing the Internet is 'to search for data and information'(72.8%), followed by 'to play games'(52.5%)' and 'to read and send e-mails'(51.3%).

<Fig. 26> Purpose for Internet Usage (multiple responses)



- Internet usage pattern is very diverse across all age groups. Internet users of all age groups access the Internet for economic transaction (shopping and banking), interpersonal communication (chatting, messenger and on-line communities), entertainment (games and leisure activities) and education(learning).

Table 1. Internet Usage Pattern by Age (multiple responses)

(unit : %)

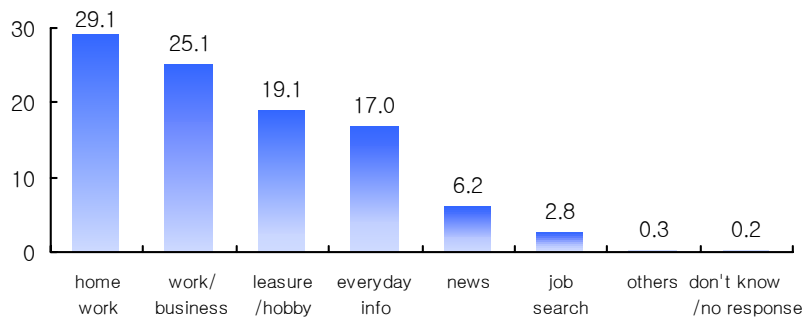
	data/info search	e-mail	shopping/reservation	chatting/messenger	game	on-line banking	learning	entertainment	on-line community	news
6-19	57.7	47.2	4.6	24.7	76.8	0.3	21.0	25.0	5.7	2.1
20-29	80.1	61.4	20.0	18.2	45.7	8.0	8.2	20.2	9.9	12.0
30-39	80.2	50.5	22.9	6.0	39.4	13.2	10.9	17.1	6.8	23.2
40-49	79.0	45.7	15.3	5.8	38.9	13.6	7.6	12.2	6.2	28.2
50-59	75.1	43.8	11.1	2.4	41.0	14.3	5.5	12.4	3.8	31.1
60 or more	68.6	39.0	5.8	2.5	39.6	13.9	4.0	20.5	2.4	37.1

**3. Computer and Internet Usage Patterns**

- Internet users searching for data and information mostly use the Internet for homework (29.1%) and for business-related searches (25.1%).

<Fig. 27> Purpose for Internet Usage for those searching for data and information

(unit : %)

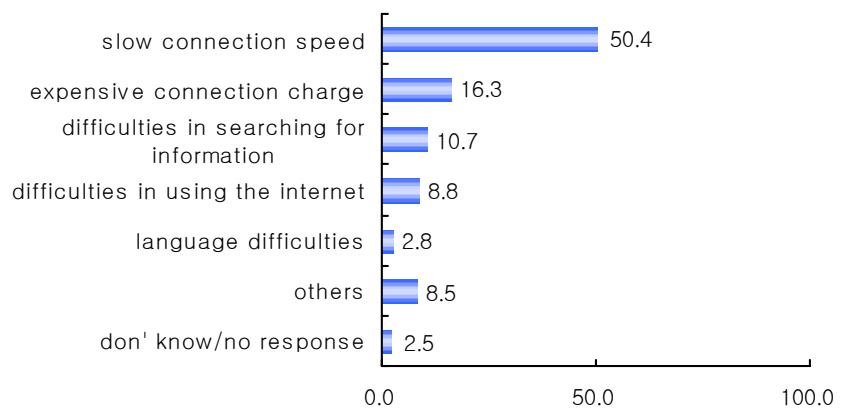


**(6) The most common complaints about using the Internet**

- The most common complaints among Internet users are 'slow connection speed'(50.4%), 'expensive Internet connection charge'(16.3%) and 'difficulties in searching for information'(10.7%).

<Fig. 28> The most common complaints about using the Internet

(unit : %)



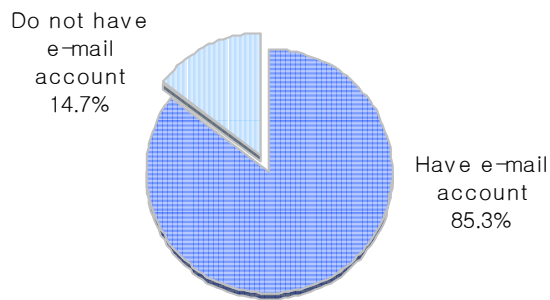
3. Computer and Internet Usage Patterns

(7) E-mail Usage

- 85.3% of all Internet users have one or more e-mail accounts.
- Internet users with an e-mail account(s) hold on average 1.7 active e-mail accounts which they use at least once a month.
- 94.4% of all e-mail users hold 3 or less e-mail accounts.

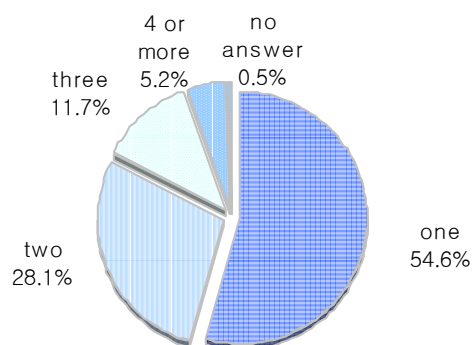
<Fig. 29> E-mail Usage

(unit : %)



<Fig. 30> Number of e-mail accounts

(unit : %)



**4. Internet Shopping and Paid Contents**

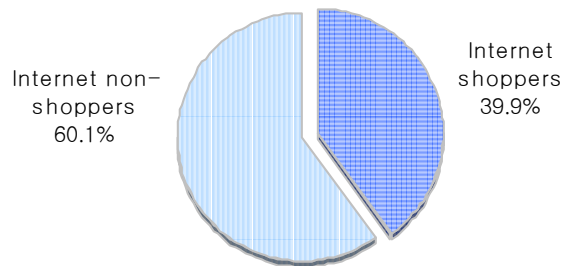
**1) Internet Shopping**

**(1) Internet Shopping Rate**

- 39.9% 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. 31> Internet Shopping Rate

(unit : %)



**(2) Internet Shopping Items (multiple responses)**

- The most popular items in the internet shopping are clothing and accessories (51.2%), books (34.5%), goods for households and automobiles (24.0%), ticket reservations(21.9%) and electronics (20.2%).

<Fig. 32> Internet shopping Items (multiple responses)

(unit : % )



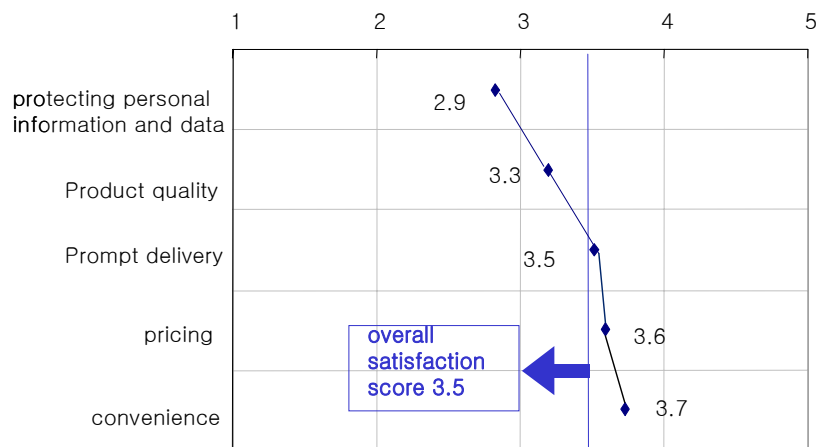
4. Internet Shopping and Paid Contents

(3) Satisfaction Scores for Internet Shopping

- The overall customer satisfaction score for the Internet shopping is 3.5 on a scale of 1 to 5
- 'Convenience'(3.7), 'pricing'(3.6), 'fast delivery'(3.5) received relatively high scores by Internet shoppers.
- Internet shoppers were least satisfied with 'the privacy and safety of the personal data'(2.9).

<Fig. 33> Satisfaction Scores for Internet Shopping

(unit: score)



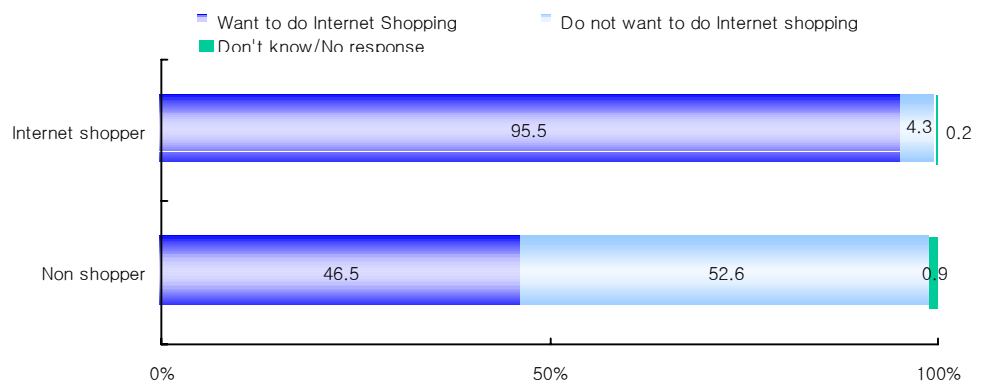
4. Internet Shopping and Paid Contents

(4) Future Prospect for Internet Shopping

- 95.5% of Internet shoppers want to engage in the Internet shopping again.
- 46.5% of those who are not Internet shoppers don't want to try out the Internet shopping in the future.

<Fig. 34> Future Prospects for Internet Shopping

(unit : %)



4. Internet Shopping and Paid Contents

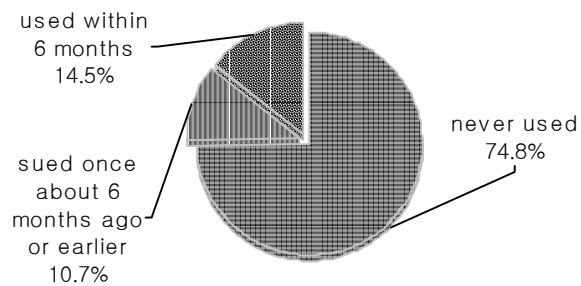
2) Paid Contents

(1) Paid Contents Usage Rate

- 25.2% of all internet users aged 12 or older have used the paid Internet contents at least once.
- 14.5% of all internet users have used the paid Internet contents in the preceding 6 months.

<Fig. 35> Paid Contents Usage

(unit : %)

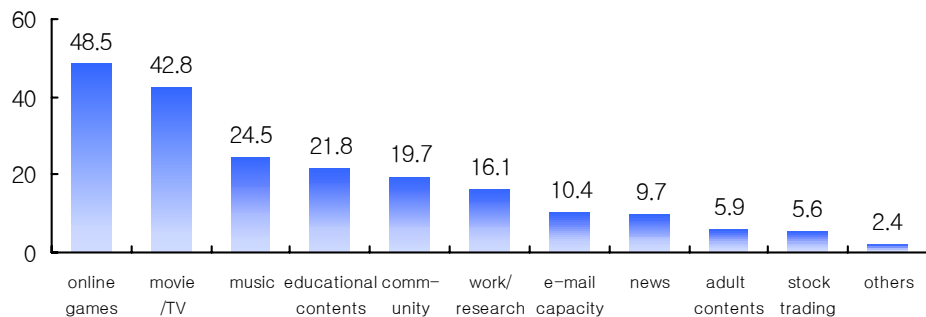


(2) The Most Popular Paid Contents(multiple responses)

- Online games(48.5%), movies and television programs (42.8%), music(24.5) are the most popular paid contents subscribed by Internet users.

<Fig. 36> Most Popular Paid Contents(multiple responses)

► Definition of Paid contents user  
12 years or older who have used the paid contents within the preceding 6 months



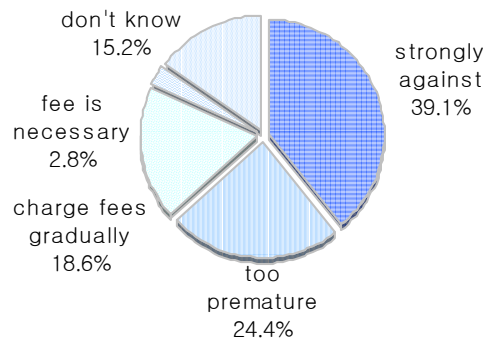
4. Internet Shopping and Paid Contents

(3) Opinions on Charging Fees for Contents

- 63.5% of all Internet users are against charging fees for Internet contents with 39.1% 'strongly against' and 24.4% 'very premature and undesirable'.

<Fig. 37> Opinions on Charging Fees for Contents

(unit : %)

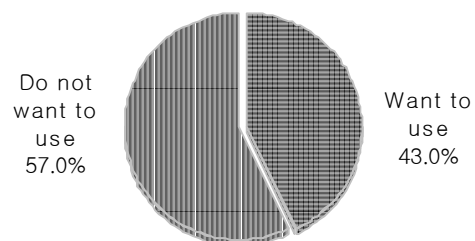


(4) Prospects for Using Paid Contents

- 43.0% of all Internet users want to use paid contents in the future.

<Fig. 38> Prospects for Using Paid Contents

(unit : %)



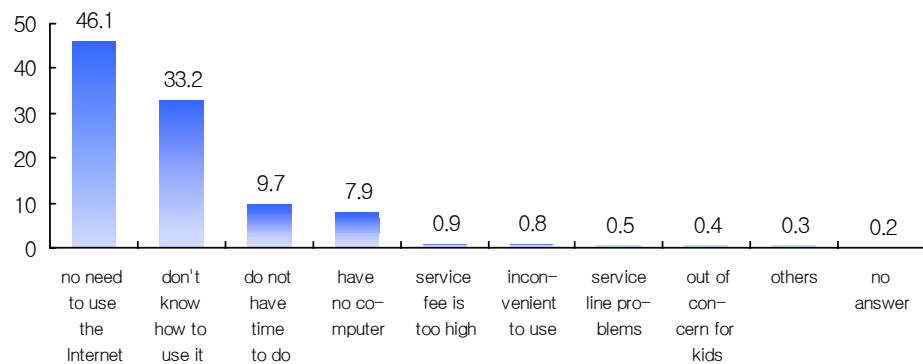
## 5. Internet Non-users

### 1) Reasons for not using the Internet

- The most common reasons for not accessing the Internet cited by Internet non-users are 'no need to use the Internet'(46.1%), and 'do not know how to use the Internet'(33.2%).

<Fig. 39> Reasons for not using the Internet

(unit : %)



### 2) Prospects for Future Internet Usage

- 37.6% of the current Internet non-users want to use Internet in the future, but 62.4% had little interest in using the Internet.

<Fig. 40> Prospects for future Internet usage

(unit : %)

