

2006 ANNUAL SURVEY ON INFOCOMM USAGE IN HOUSEHOLDS AND BY INDIVIDUALS - KEY FINDINGS

INTRODUCTION

The 2006 Annual Survey on Infocomm Usage in Households and by Individuals ("Survey") is the eleventh in the series conducted since 1990. To better understand the infocomm usage behaviour among the younger and elderly population in Singapore, questionnaires for individuals aged below 15 years, and those aged 60 years or above were introduced.

The main objectives of the Survey are to:

- gauge the ownership of infocomm appliances and subscriptions to infocomm services;
- assess the level of sophistication, and extent of, infocomm usage; and
- identify the barriers to, and motivations for, infocomm adoption and usage in Singapore households and among the resident population.

RESEARCH METHODOLOGY

Data collection was done via face-to-face interviews conducted from 18 October to 17 November 06. 2,500 households and 2,810 individuals were successfully interviewed. The household listings were drawn from a sampling frame provided by the Department of Statistics using a two-stage stratified design.

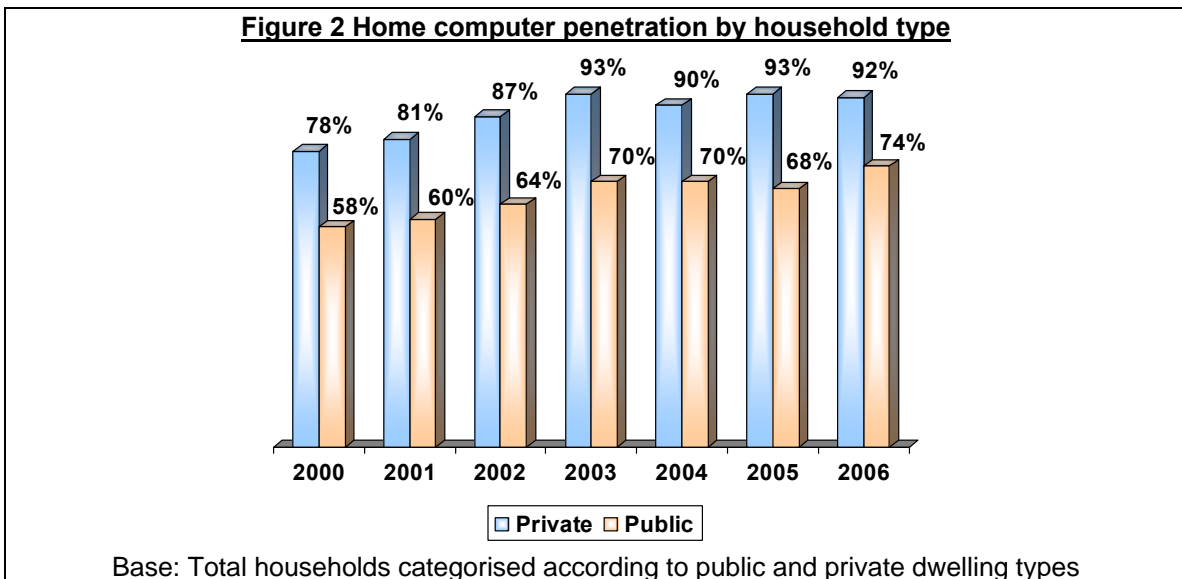
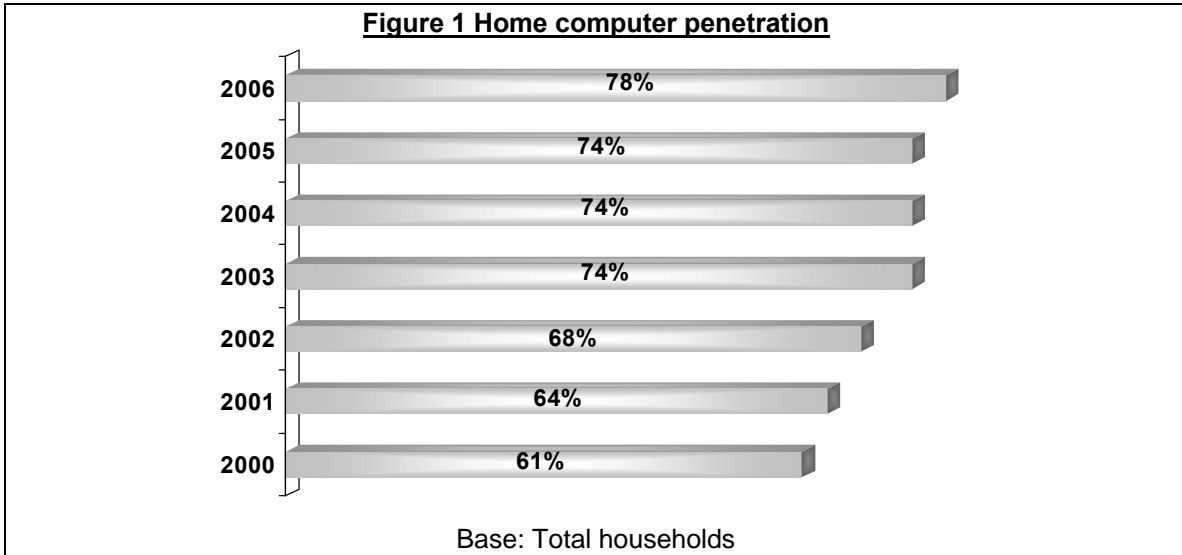
The sampling error for Survey is $\pm 2\%$ at 95% confidence interval.

Due to the rounding of figures to the nearest whole number, the sum of individual figures may not add up to 100%.

KEY SURVEY FINDINGS

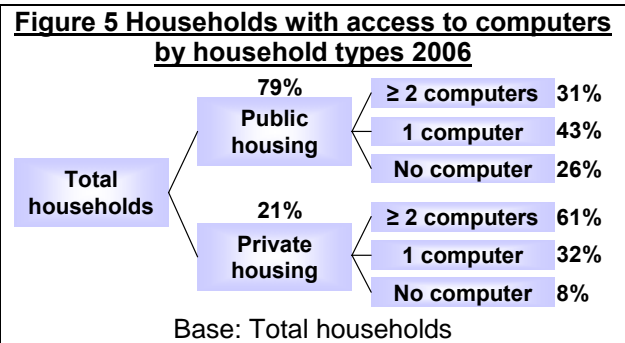
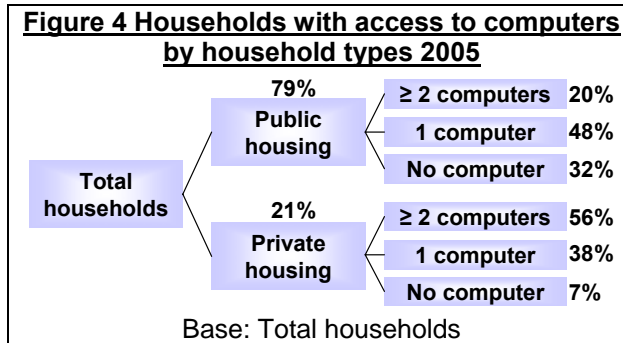
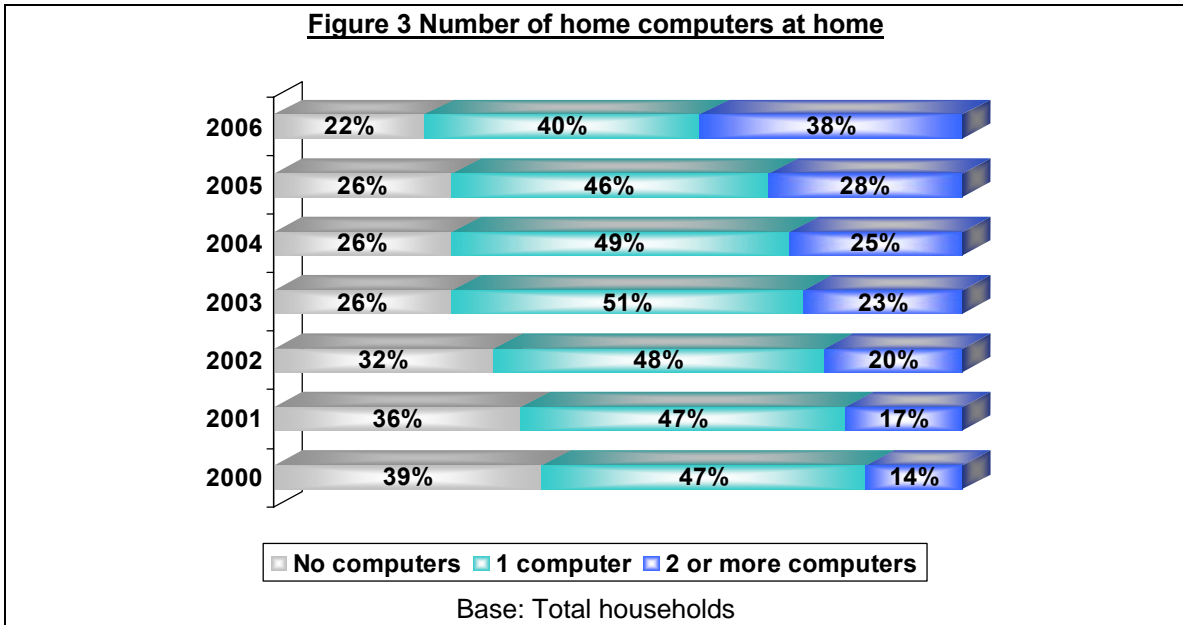
Home computer penetration

78% of households in Singapore had at least one computer (i.e. desktop/laptop) at home (Figure 1). The proportion of households in public housing with a home computer increased from 68% in 2005 to 74% in 2006, while that for private housing has remained fairly steady in the last few years (Figure 2).



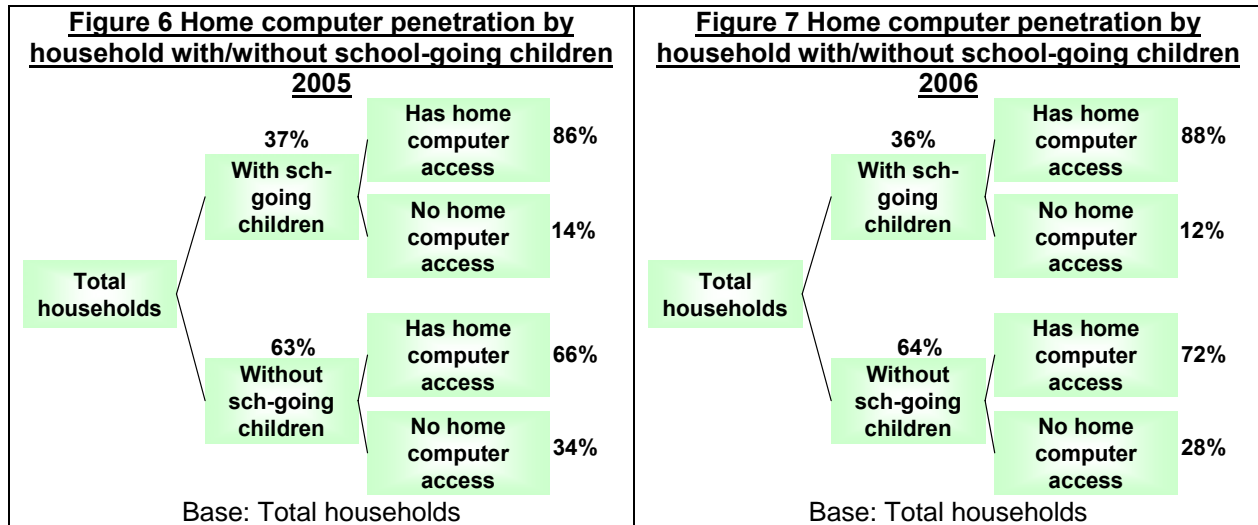
Home computer penetration – 2 or more computers

As for households with 2 or more computers, there was an increase by 10 percentage points from 28% in 2005 to 38% in 2006 (Figure 3). The proportion of households in public housing with access to 2 or more computers increased from 20% in 2005 to 31% in 2006 while that for private housing increased from 56% in 2005 to 61% in 2006 (Figures 4 and 5 respectively).



Home computer penetration for households with school-going children

The proportion of households with school-going children with access to home computer showed a slight increase in 2006 (Figures 6 and 7 respectively).



Reasons for not having access to a home computer

The top three reasons cited for not having access to a computer at home remain unchanged from the previous year (Table 1).

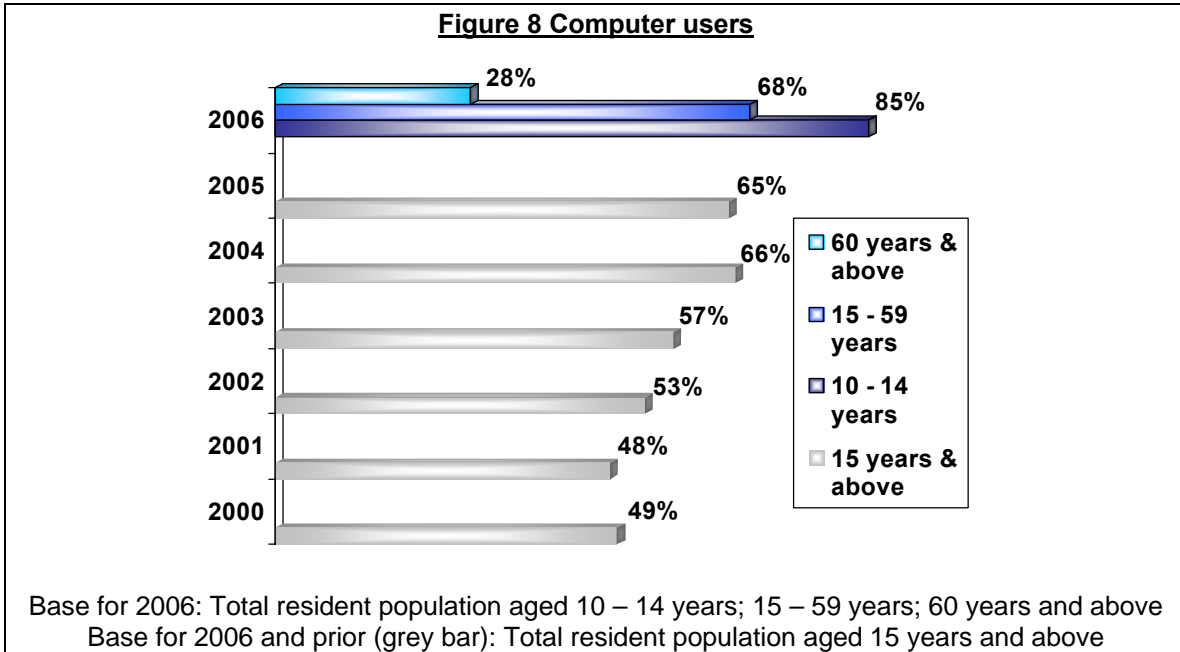
Table 1 Main reason for not having access to a computer at home (Single response)

Main reason	2005	2006
No necessity	35%	41%
Lack of skills	32%	21%
Too costly to buy a computer	15%	18%
Others	-	9%
Old age is a barrier to acquire computer knowledge	12%	8%
Children are too young	6%	4%
Total	100%	100%

Base: Total households with no access to a home computer

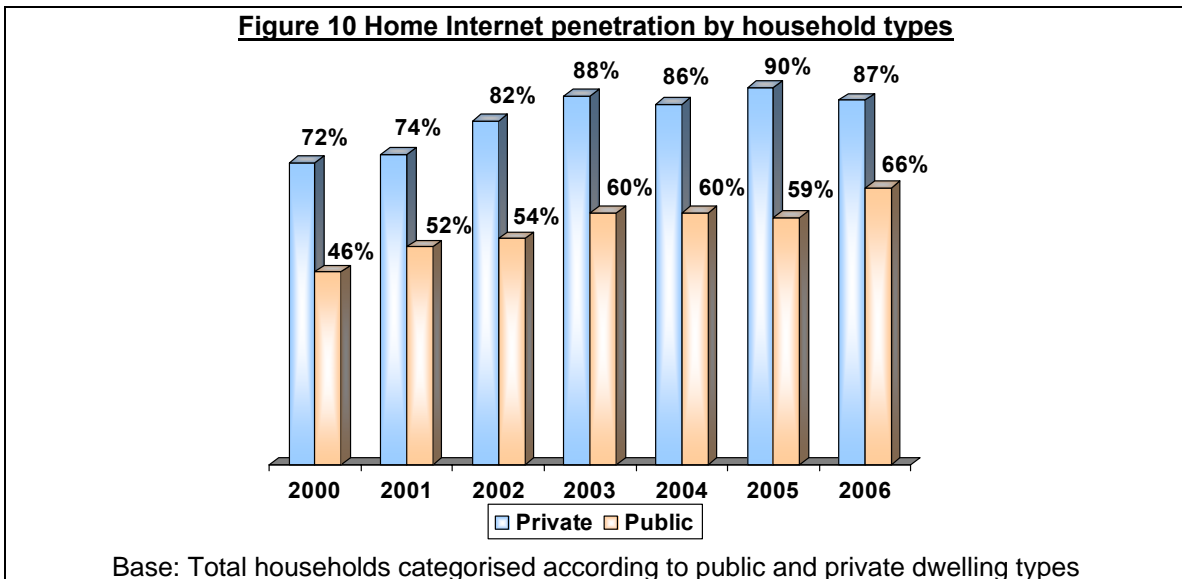
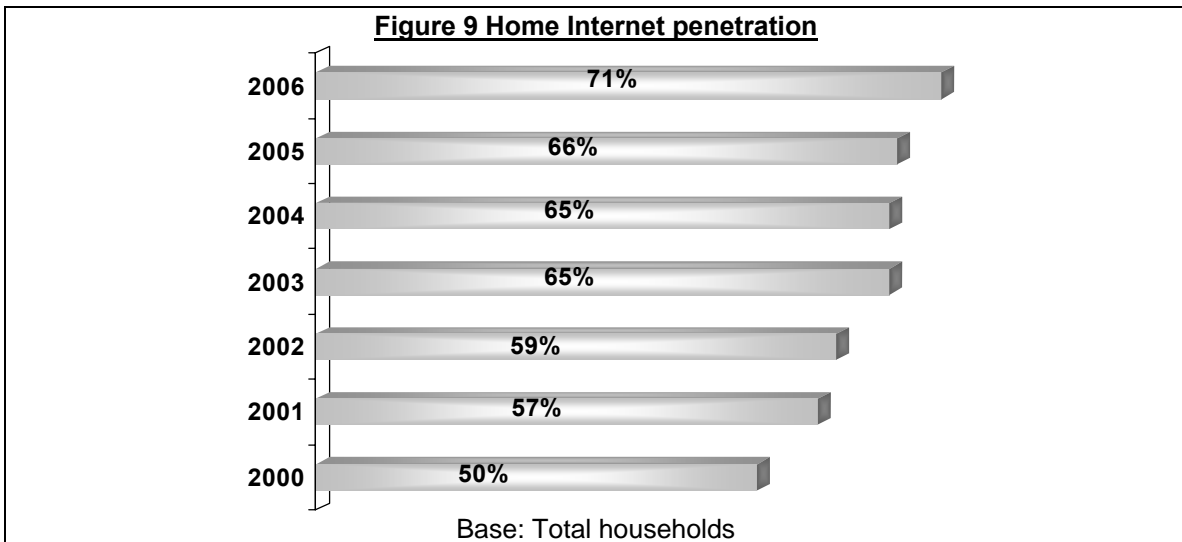
Computer users

Computer usage is more common among the young (Figure 8). 85% of the resident population aged 10 to 14 years are computer users, compared to 68% for the 15 to 59 years age group, and 28% for the above 60 years age group.



Home Internet penetration

The proportion of households with access to the Internet at home accounted for 71% of the total households in 2006 (Figure 9). 66% of the households in public housing had access to the Internet at home, compared to 87% of households in private housing (Figure 10). The gap between the home Internet penetration rates of households in private and public housing has narrowed.



Reasons for not having access to the Internet at home

The top three reasons cited for not having access to the Internet at home remain unchanged (Table 2).

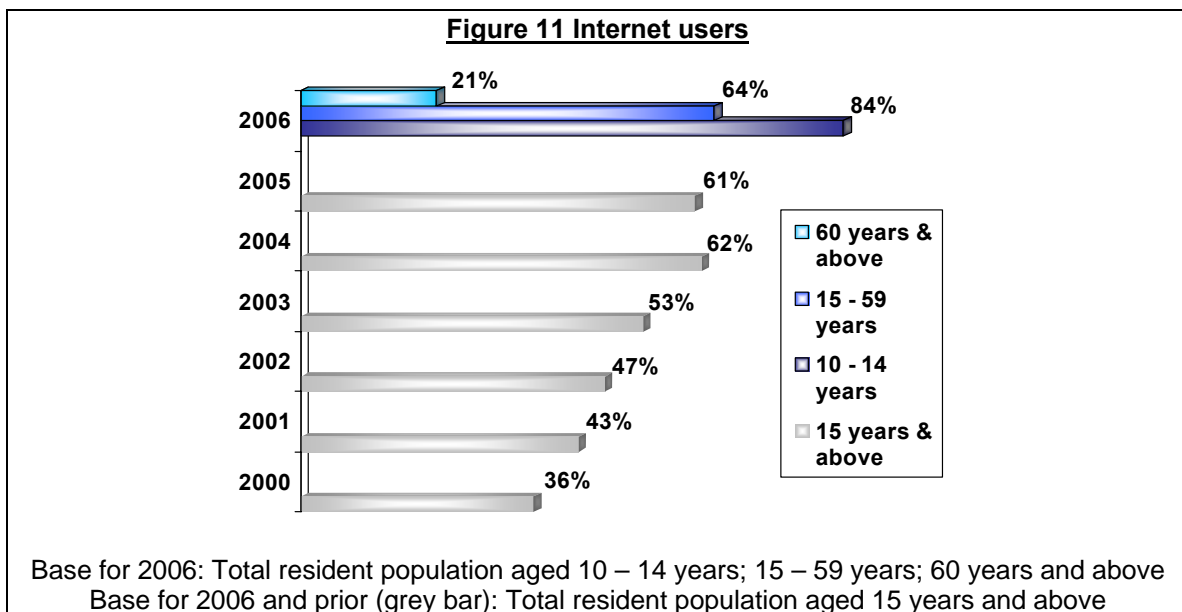
Table 2 Main reason for not having access to Internet at home (Single response)

Main reason	2005	2006
Lack of interest	28%	32%
Lack of skills	16%	17%
Equipment costs are too high	24%	14%
Subscription to the Internet is too costly		5%
Others	2%	12%
No necessity	12%	11%
Have access elsewhere	8%	7%
No computer at home	6%	
Concern about exposure to inappropriate or harmful content	4%	1%
Privacy concern	Nil	1%
Children are too young	Nil	1%
Total	100%	100%

Base: Total households with no access to home Internet

Internet users

Internet usage is more prevalent among the young (Figure 11). 84% of the resident population aged 10 to 14 years used the Internet, compared to 64% for the 15 to 59 years age group, and 21% for the above 60 years age group.



Internet activities

Table 3 shows the usage of the Internet for various purposes by the three age groups of users in the last twelve months.

Table 3 Internet activities engaged in by users in 2006

Internet activity	10 – 14 yrs	15 – 59 yrs	≥ 60 yrs
For getting information	67%	81%	59%
Other information or general web browsing	59%	69%	25%
From government organisations / public authorities		44%	20%
About goods or services	21%	42%	9%
About job opportunities		27%	9%
Related to health or health services		26%	19%
For communicating	78%	86%	61%
Sending or receiving emails	60%	85%	61%
Instant messaging	42%	45%	6%
Social networks	27%	25%	6%
Chat rooms	33%	23%	6%
Forum discussion	5%	17%	6%
Reading blogs that are created by others	4%	17%	9%
Peer – to – Peer	18%	15%	0%
Telephoning over the Internet (VoIP)	2%	12%	20%
Creation of own blogs	12%	10%	5%
For online banking		34%	14%
Checking account information		32%	14%
Transfer funds to other bank accounts		25%	5%
Payment of bills		26%	14%
For purchasing or ordering goods or services	0%	27%	25%
For dealing with government organisations / public authorities		37%	6%
Downloading or requesting forms		30%	9%
Completing or lodging forms online		29%	14%
Making online payments		22%	5%
For leisure activities	67%	58%	31%
Downloading or listening to online music	25%	35%	9%
Playing or downloading computer or video games	58%	31%	0%
Downloading or watching movies, short films, images	0%	21%	0%
Downloading or uploading other media	8%	19%	11%

Internet activity	10 – 14 yrs	15 – 59 yrs	≥ 60 yrs
Listening to Web radio	8%	16%	2%
Watching Web television	6%	9%	0%
Reading online newspapers	7%	33%	11%
Reading online magazines	8%	18%	2%
Reading electronic books	0%	12%	9%
For education or learning activities	52%	32%	28%
Education or training activities	52%	30%	16%
For remote access		28%	33%
Access documents/applications/collaborative tools from the office server		22%	6%
Access documents/applications/collaborative tools from the school server		12%	5%
Home business		4%	2%
For other activities	21%	33%	0%
Downloading software, patches or upgrades	9%	31%	2%
Applying for jobs		15%	0%
Others	0%	1%	0%

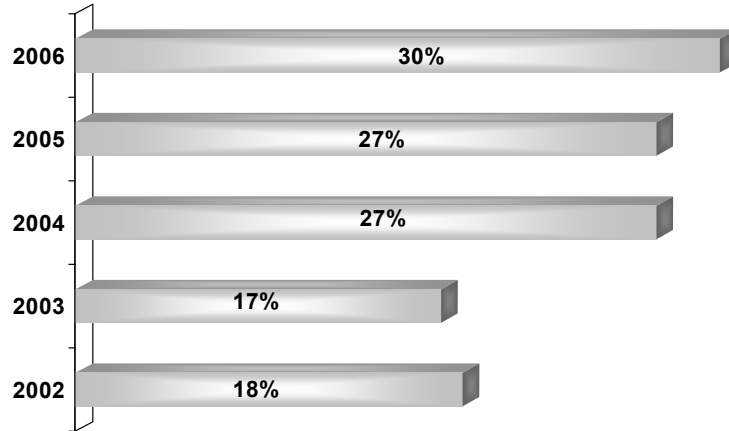
Base: Internet users aged 10 – 14 years; 15 – 59 years; 60 years and above who had used the Internet in the last 12 months

Online shoppers

Three in ten Internet users aged 15 years and above who had used the Internet in the last twelve months had ever purchased online before ([Figure 12](#))¹.

¹ This means Internet users aged 15 years and above who had used the Internet in the last 12 months and had ever made online purchases before, including purchases made more than 12 months ago.

Figure 12 Online shoppers



Base: Internet users aged 15 years and above who had used the Internet in the last 12 months

Online shopping – goods and services purchased

The two most popular goods or services purchased online in the last twelve months were travel products and tickets for entertainment events (Table 4).

Table 4 Goods or services bought online

Items	2005	2006
Travel products	28%	36%
Ticket(s) for entertainment event(s)	19%	34%
Booking(s) for sports facility		12%
Clothing, footwear, sporting goods or accessories	26%	24%
Entertainment	12%	23%
Computer equipment or parts	12%	18%
Computer software		18%
Others		15%
IT and telecommunication services (excluding software)	6%	10%
Shares and Unit Trusts	8%	9%
Insurance products		5%
Food	6%	8%
Groceries		4%
Photographic, telecommunication or optical equipment	3%	5%

Base: Internet users aged 15 years and above who had used the Internet in the last 12 months and had made online purchases in the last 12 months

Reasons for not doing online shopping

The top three reasons cited for not shopping online remain unchanged (Table 5).

Table 5 Main reason for not shopping online (Single response)

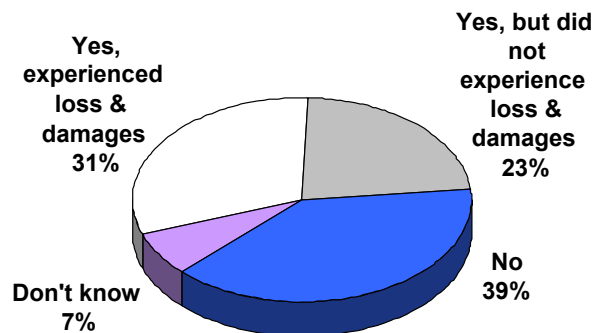
Main reason	2005	2006
Lack of interest	34%	40%
Prefer to shop in person	32%	26%
Security concerns	14%	10%
Trust concerns	7%	8%
Privacy concerns	6%	5%
Lack of skills	2%	5%
Others	5%	4%
Lack of means to make online payments	N.A.	2%
Inconvenient payment methods	N.A.	1%
Total	100%	100%

Base: Internet users aged 15 years and above who had used the Internet in the last 12 months but had not bought or ordered goods or services online before

Home Internet Security

Three in ten home Internet users aged 15 to 59 years who had accessed the Internet at home via a computer experienced a virus attack on their computer and had suffered loss and damages in the last twelve months. Two in ten of them had experienced a virus attack on their computer but did not experience loss and damages (Figure 13).

Figure 13 Experiences with virus attacks



Base: Home Internet users aged 15 to 59 years who had used the Internet via home computer in the last 12 months

Home Internet Security Protection

In order to prevent virus attacks, about eight in ten home Internet users protected their home computer with virus checking software while at least six in ten had installed anti-spyware and/or firewall on their computer (Figure 14).

