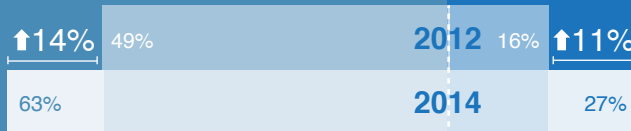


Computer, smartphone and Internet usage by Seniors in Singapore rose significantly in 2014

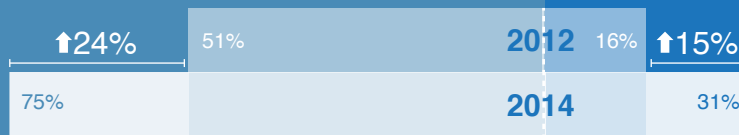
Ages 50 - 59

Ages 60 & above

Over the past 3 years, computer usage rate by Seniors has increased significantly

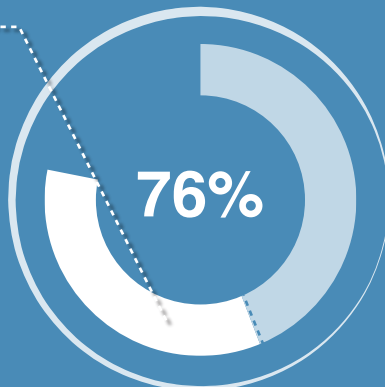


Internet usage rate by Seniors has also increased significantly

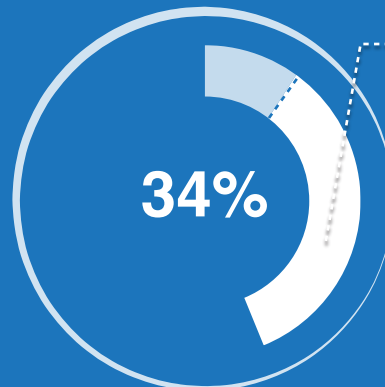


Increase in proportion of Seniors using a smartphone to access the Internet

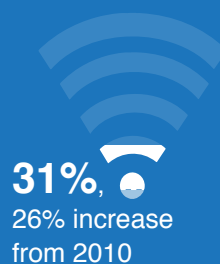
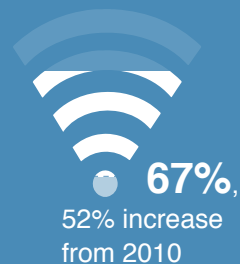
30% increase from 2012



19% increase from 2012



So has the proportion of Seniors connected to the Internet wirelessly through portable infocomm equipment*



More than half of the Seniors learnt their Computer/Internet skills from family members



*Portable infocomm equipment includes smartphones, tablets, game consoles and iPod Touch

Household Internet and broadband access continued to increase in 2014

Internet Access Rate

Broadband Access Rate

88%



87.5%

Households in general

98%



97%

Households with school-going children

Fibre and wireless broadband continued to replace ADSL and cable modem as the Internet connection choice by households

Fibre Broadband

62%, an increase from 25% in 2012

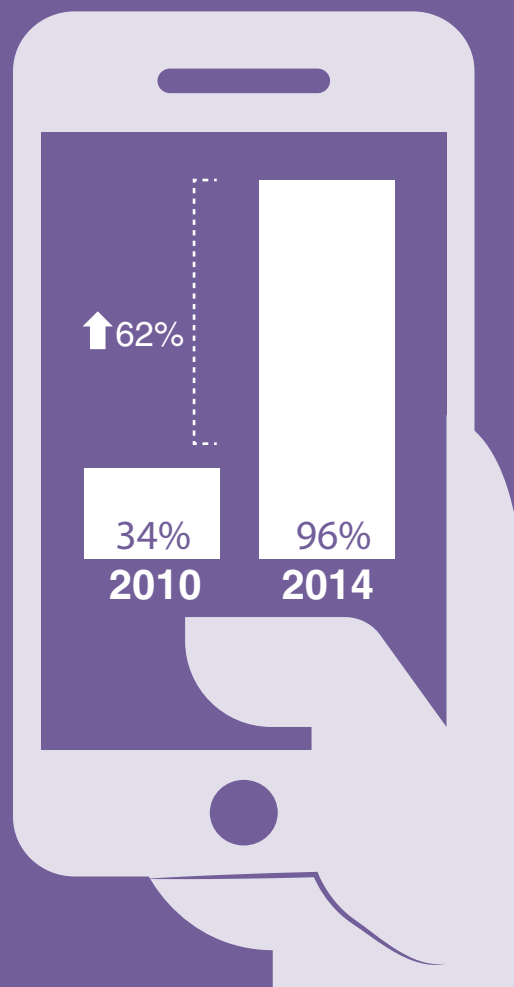


Wireless Broadband

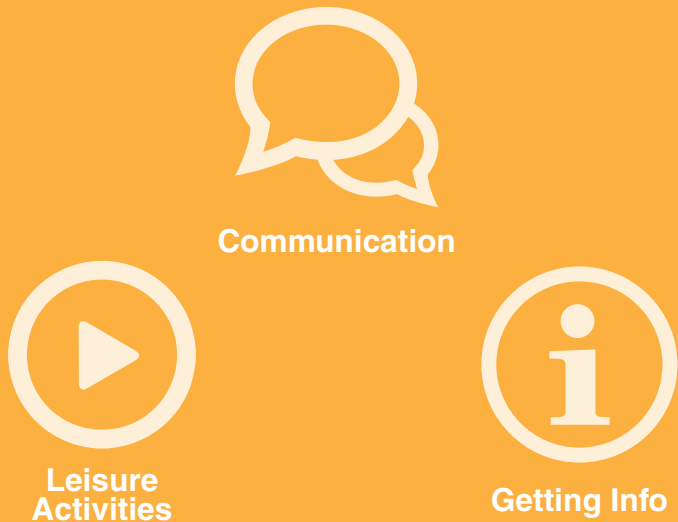
56%, an increase from 38% in 2012



Households showed trends of switching to using Internet-enabled mobile phones to access the internet



The top 3 primary Internet activities in 2014 were related to



Staying connected on social networks was the top mobile online activity in the last 3 years.



Online shopping is on the rise...



1.44 Million
Singaporeans shopping online

Increased by a compound annual growth rate of about 14% from 2012

The three most popular items purchased online were...



APPAREL



TRAVEL



TICKETS



The most commonly cited reasons for not shopping online were “Prefer to shop in person or deal personally with a service provider”

Over the last 3 years, online shoppers were mainly from the 15-49 age group

About 7 in 10 online shoppers spend at least \$100 on their purchases



Credit card payment was the most common among those aged 25 and above

