

**10<sup>th</sup> World Telecommunication/ICT  
Indicators Meeting (WTIM-12)  
Bangkok, Thailand, 25-27 September 2012**



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*Contribution to WTIM-12 session*

**Document C/29-E  
27 September 2012**

**English**

**SOURCE:** Korea Internet & Security Agency (KISA), Republic of Korea

**TITLE:** ICT use statistics of households and individuals in Korea

# ICT Use Statistics of Households and Individuals in Korea

September 2012

Jie, Sang-Ho  
Korea Internet & Security Agency

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## 1. Overview

<b>Title</b>	Survey on the Internet Usage
<b>Sample Eligibility</b>	30,000 households nationwide and the household members of age 3 and over
<b>Periodicity</b>	Annually
<b>Survey Method</b>	Face-to-Face Interview
<b>Sampling Method</b>	Multi-stage clustering sampling based on enumeration districts for Population and Housing Census
<b>Estimation</b>	Post-stratification - Households : Province by householder's age - Individuals : Province by age and sex

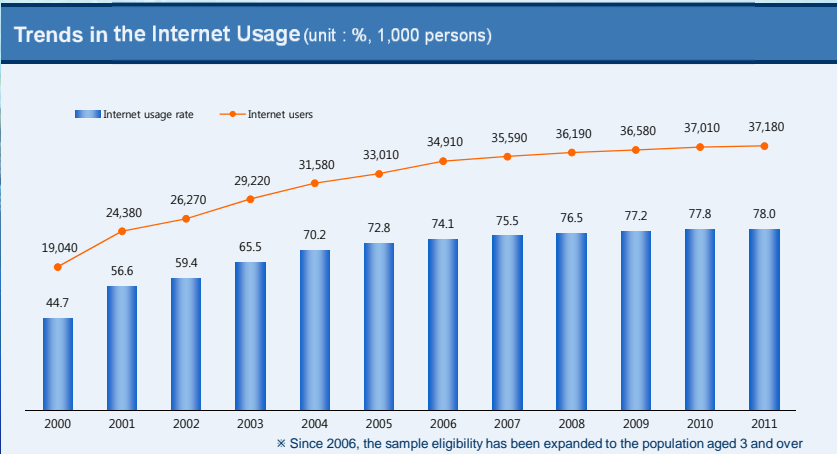
## 2. Background

- This survey has been conducted since 1999 by KISA
  - It has become the nation's official survey in 1993 by absorbing other similar surveys taken by various organizations
- × This is the only nationwide scale survey on ICT use by households and individuals in Korea

1999 ~ 2001	"Survey on the number of Internet users and Internet usage patterns" - sample eligibility : aged 7 or older
2002	- Extended the sample eligibility to the aged 6 or older
2003	"Survey on the Computer and Internet Usage"
2004	- Included wireless Internet users in Internet users
2006	- Extended the sample eligibility to the aged 3 or older
2008	"Survey on the Internet Usage" - Expanded sample size(17,000 households)
2009-2010	- Expanded sample size(30,000 households)

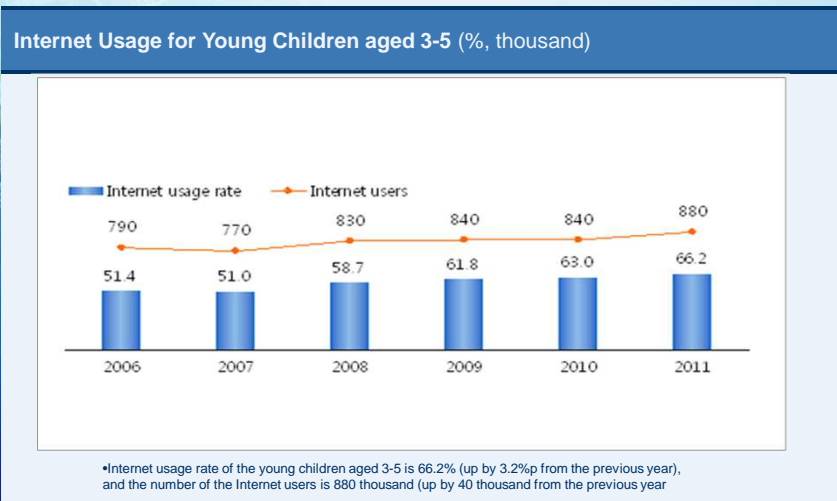
### 3. Main Indicators and the Results

#### 3-1. Number of internet users and the internet usage rate



### 3. Main Indicators and the Results

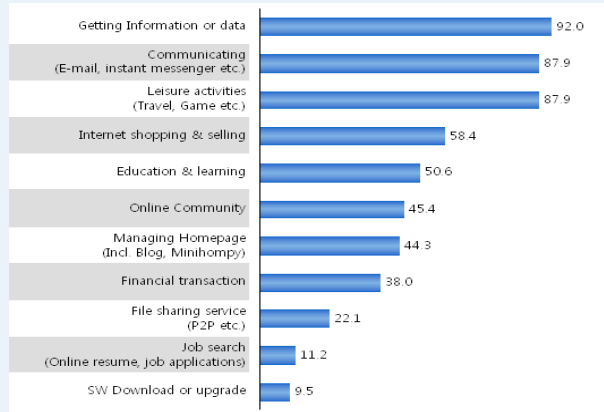
#### 3-2. Number of internet users and the internet usage rate for the children of age 3-5



### 3. Main Indicators and the Results

#### 3-3. Internet activities

**Purpose of Using the Internet (multiple responses, %)**  
- Internet activities undertaken by individuals



### 3. Main Indicators and the Results

#### 3-4. Internet activities by age

**Purpose of Using the Internet by Age (multiple responses, %)**  
- Internet activities undertaken by individuals

	Getting info. or data	Communication	Leisure activities	Internet shopping and selling	Education & learning	Online community	Managing Homepage	Financial trans-Action	File sharing service	Job search	SW downloa d and up Grade
3-9	36.6	51.1	92.5	1.4	70.2	13.0	11.8	0.3	0.1	0.1	0.2
10s	90.7	96.6	98.0	58.9	92.3	56.3	71.5	11.1	25.3	2.8	8.2
20s	99.8	99.6	98.3	91.5	77.6	72.8	75.2	60.6	48.9	28.5	19.4
30s	99.6	95.8	93.6	78.2	41.0	51.8	44.6	60.5	25.7	14.9	12.2
40s	97.4	86.8	82.3	49.2	24.1	35.4	24.7	40.3	12.3	8.6	6.8
50s	95.5	80.5	71.6	36.1	14.2	25.1	21.4	30.5	6.4	5.5	4.3
60+	90.8	56.9	40.8	23.3	3.7	13.8	13.2	18.4	4.2	2.7	2.6

\*The teens are more likely to use the Internet for the purpose of 'Education and learning'(92.3%).

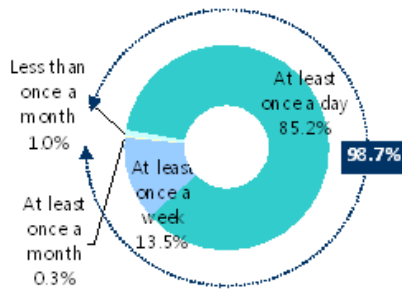
### 3. Main Indicators and the Results

#### 3-4. Frequency of using Internet

##### Internet Usage Frequency and hours

- Time intensity (how long) and frequency of use (how often) of the Internet by individuals

##### Internet Usage Frequency



On average how often do you use the internet?

- ① At least once a day
- ② At least once a week but not everyday
- ③ At least once a week but not every week
- ④ Less than once a month

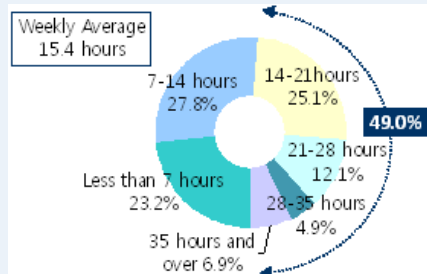
### 3. Main Indicators and the Results

#### 3-5. Time spent on the Internet

##### Internet Usage Hours

- Time intensity (how long) and frequency of use (how often) of the Internet by individuals

##### Internet Usage Hours (%)



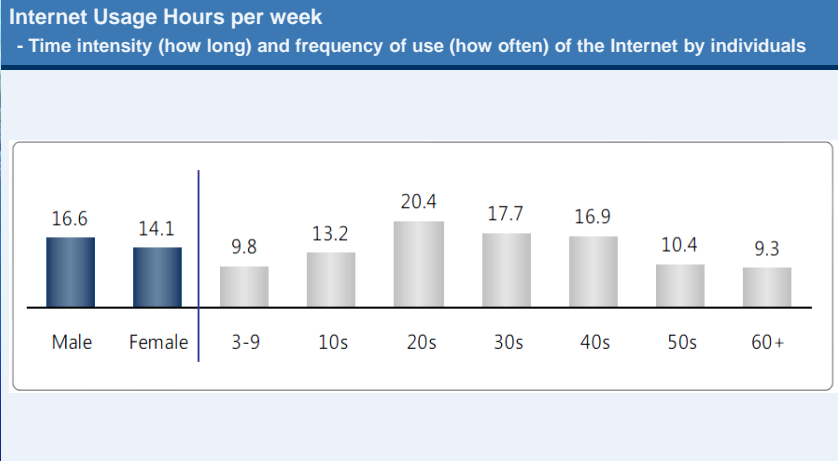
On average how many hours do you the internet?

- ① day
- ② week
- ③ 6 month
- ④ year

On average ( )hours ( )minutes

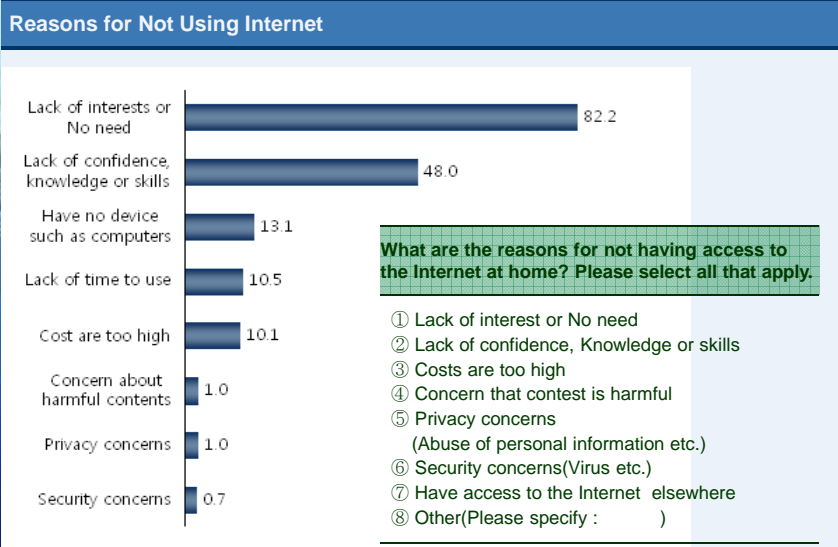
### 3. Main Indicators and the Results

#### 3-6. Time spent on the Internet by gender and age



### 4. Barriers to Using Internet

#### 4-1. Reasons for not using Internet

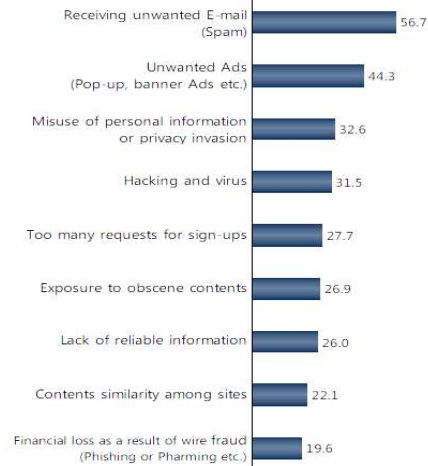




## 4. Barriers to Using Internet

### 4-2. Complaints about using Internet

#### Complaints about using Internet (for users of age 12 and over)



## 5. Recently Added or Modified Indicators

### ● ICT Devices Used

- Added smart devices such as smartphones and smartpads
- Radio is not on the list

### ● Perception on the Internet-induced Social Problems

- Personal information leakage, abusive language, addiction, spread of groundless rumors, spread of offensive contents, etc

### ● SNS Related Topics

- Usage, services used, frequency, purpose, persons communicating with, etc

### ● Social Commerce Related Topics

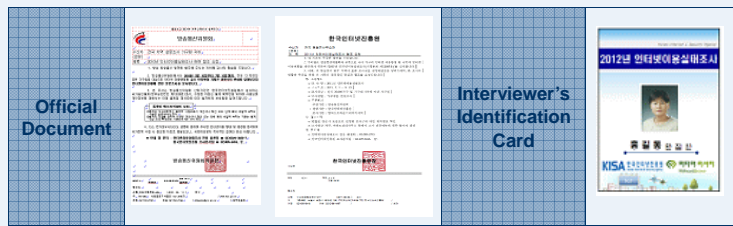
- Usage, frequency, items purchased, satisfaction rate, complaints, purpose, behavior and perception, etc



## 6. Challenges and Lessons

### Increase of non-responses

- Difficult to interview with family members in the daytime due to the increase of double-income and single-person households
  - ➔ Visit the households after 4 pm or on weekends
- Increased response refusal due to one's privacy
  - ➔ Show respondents the supplementary documents :
    - Official document issued by government (KCC for asking to cooperate in survey)
    - Interviewer's identification card
    - Copies of news reported on the results



Thanks for your attention

For further information :

ICT use statistics in Korea : <http://isis.kisa.or.kr/eng/>

Email : [kisastat@kisa.or.kr](mailto:kisastat@kisa.or.kr)