

ANNUAL SURVEY ON INFOCOMM USAGE IN HOUSEHOLDS AND BY INDIVIDUALS FOR 2003

1. BACKGROUND AND METHODOLOGY

The Annual Survey of Infocomm Usage in Households and by Individuals for 2003 represents the eighth report in an annual series begun in 1990 by IDA. The objectives of the survey were to:

- Gauge the level of ownership of Infocomm appliances and subscription to Infocomm services in Singapore households and among individuals in these households
- Assess the sophistication and extent of Infocomm usage in the households and among the individuals
- Identify barriers and motivations towards the adoption and diffusion of Infocomm usage in the households and among the individuals

The survey comprised 2 sets of questionnaires:

- The household questionnaire which was answered by a family member aged 15 years and above who is in the position to answer the questions for the whole family. The household questionnaire was directed at all households, regardless of nationality.
- The individual questionnaire which was answered by all the family members aged 15 years and above. The individual questionnaire was directed only at the resident population.

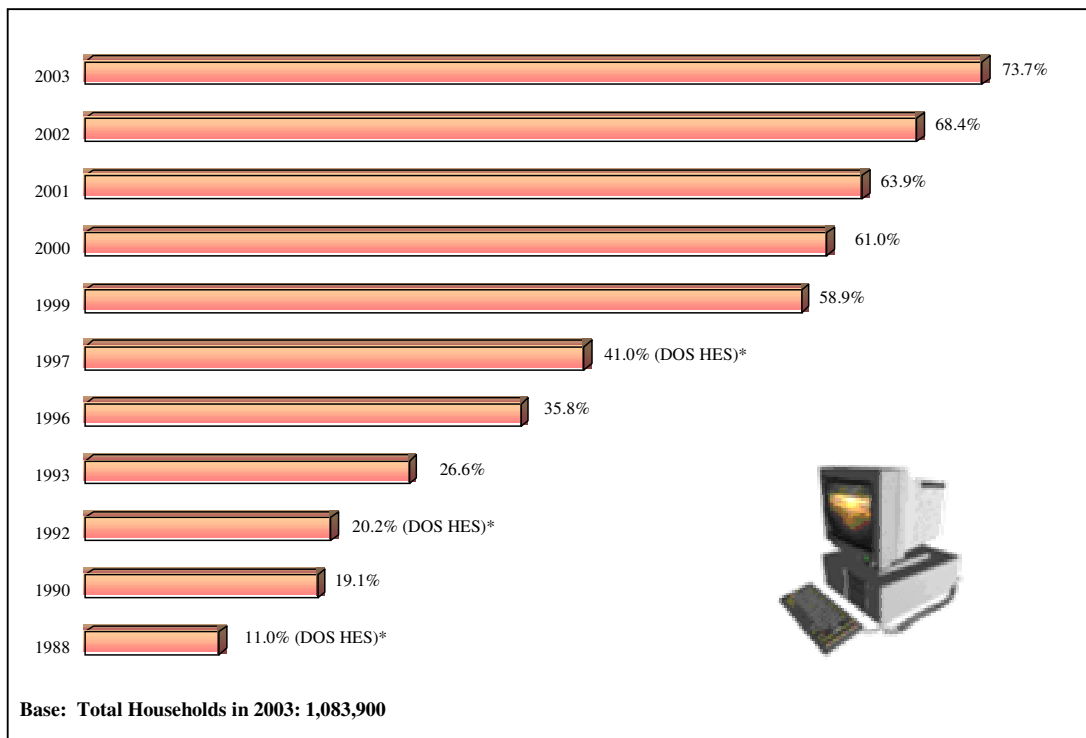
Data collection was done via face-to-face interviews for all the household questionnaires. Individual questionnaires were completed either at face-to-face interviews or self-administered.

2. HOME COMPUTER ACCESS

2.1 DOES YOUR HOUSEHOLD HAVE COMPUTER (DESKTOP/LAPTOP)?

The 2003 study showed that the proportion of households in Singapore owning Personal Computers (Desktop/Laptop) had increased from 68.4% in 2002 to 73.7% in 2003 (Figure 2.1).

Figure 2.1: Home Computer Ownership



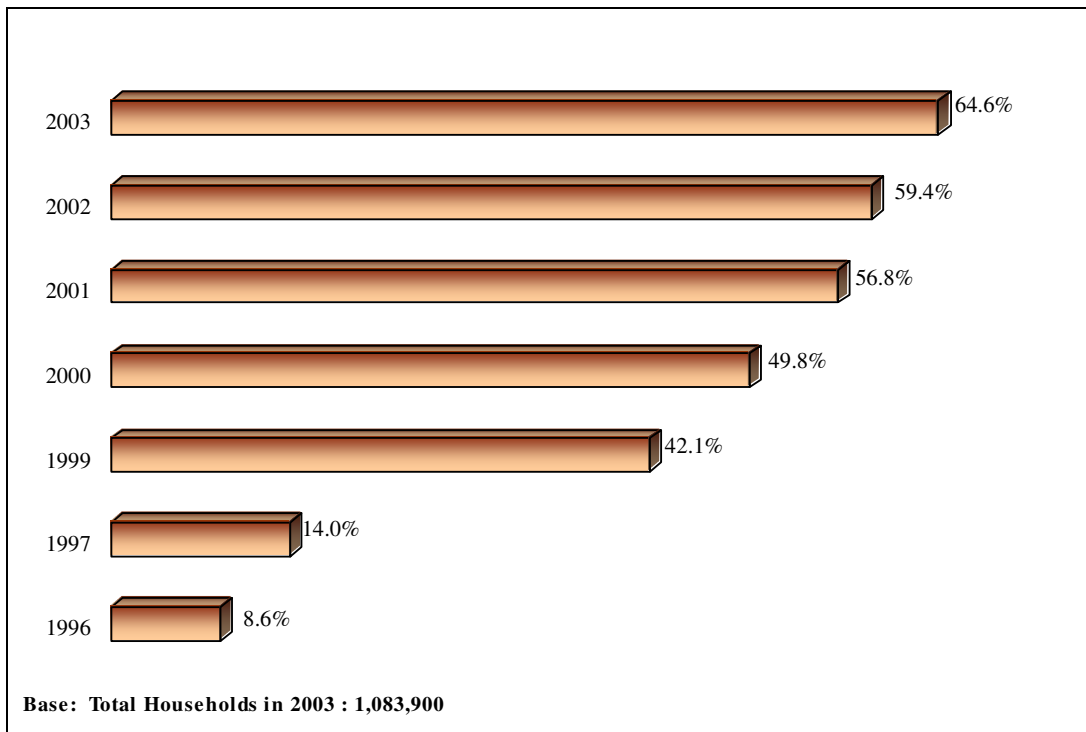
* DOS HES refers to Households Expenditure Survey conducted by the Department of Statistics Singapore.

3. HOME INTERNET ACCESS

3.1 DOES YOUR HOUSEHOLD HAVE INTERNET CONNECTION?

Almost two-thirds (64.6%) of the households in Singapore reported having access to the Internet in 2003 (Figure 3.1). This proportion has been steadily increasing over the years (Figure 3.1).

Figure 3.1: Home Internet Access

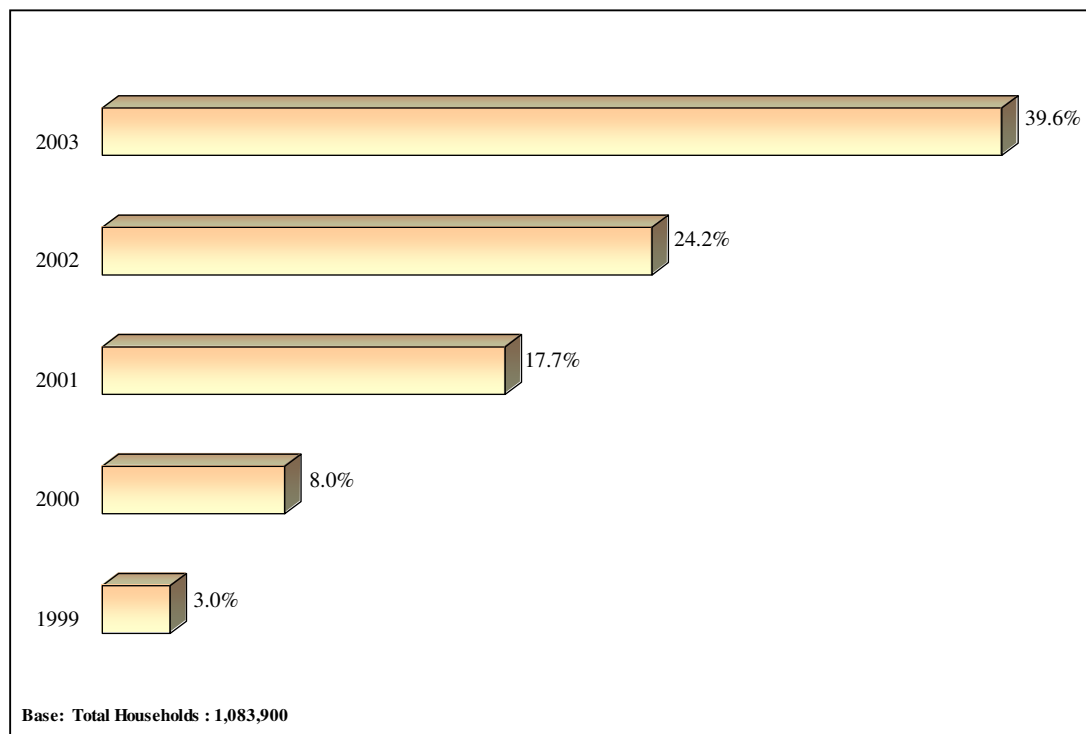


4. HOME BROADBAND ACCESS

4.1 DOES YOUR HOUSEHOLD HAVE BROADBAND CONNECTION?

More than one-third (39.6%) of the households in Singapore were connected to Internet via Broadband in 2003. The rate of increase in the number of households having Broadband access is the highest in 2003.

Figure 4.1: Home Broadband Access



5. COMPUTER / INTERNET / BROADBAND ACCESS

5.1 COMPUTER USERS

Nearly two-thirds (62.6%) of the total population in Singapore were computer users. The number of individuals using computers increased slightly from 61.2% in 2002 to 62.6% in 2003.

	Total	
	2002	2003
Computer users	2,549,000	2,620,717
Proportion of total population using computers	61.2%	62.6%

Base: Total population (2002-4,163,700 and 2003-4,185,000)

5.2 INTERNET USERS

Half (51.0%) of the total population in Singapore used the Internet in 2003.

	Total	
	2002	2003
Internet users	2,063,000	2,135,034
Proportion of total population using Internet	49.5%	51.0%

Base: Total population (2002-4,163,700 and 2003-4,185,000)

5.3 BROADBAND USERS

The number of Broadband users increased to 1.76 million in 2003, up from 1.54 million in 2002.

	Total	
	2002	2003
Broadband Users	1,538,000	1,760,075
Proportion of total population using Broadband	36.9%	42.1%

Base: Total population (2002-4,163,700 and 2003-4,185,000)

6. INTERNET APPLICATIONS AND SERVICES

6.1 USAGE

E-mail, Online Information Retrieval/Search and Download/Play Online Games were the top 3 applications used by Internet users aged 15 and above.

Table 6.1: Usage of Internet Applications and Services (as a proportion of Internet users aged 15 years and above)

Internet Applications and Services	Proportion of Internet Users	
	2002	2003
E-Communications:		
E-Mail	95.4%	91.9%
Chat/Instant Messaging	52.5%	47.5%
Video Conferencing	8.3%	11.3%
Internet SMS	30.8%	38.5%
Internet TelephoneTelephony	8.8%	12.8%
Discussion Groups	22.8%	23.0%
E-Transactions:		
Online Banking	27.4%	32.6%
Online Investments/Securities	9.7%	8.4%
Online Insurance Services	6.4%	5.0%
Online Government Related Transactions	42.1%	42.2%
Online Shopping	21.2%	20.0%
Non-monetary e-Transactions		
Upload & Download Documents From Office Server	28.4%	36.8%
Online Job Search/Job Application	26.9%	31.2%
Online Information Retrieval/Search	59.3%	64.1%
Online Library services	22.1%	29.9%
Download Application Software	44.9%	43.1%
Creating Online Personal Home Page	13.3%	15.5%
E-Entertainment:		
Download/Play online games	44.0%	48.4%
Audio Streaming/Download and/or Upload Music	41.8%	37.1%
Video Streaming/Download and/or Upload Video	31.1%	27.5%
Download and/or Upload Digital photos	32.2%	34.1%
Online Contest/Competitions	19.8%	20.9%
E-Learning:		
E-Learning or Online Education	15.7%	29.8%
Children Educational Content (e.g. Online Assessment)	11.3%	17.0%

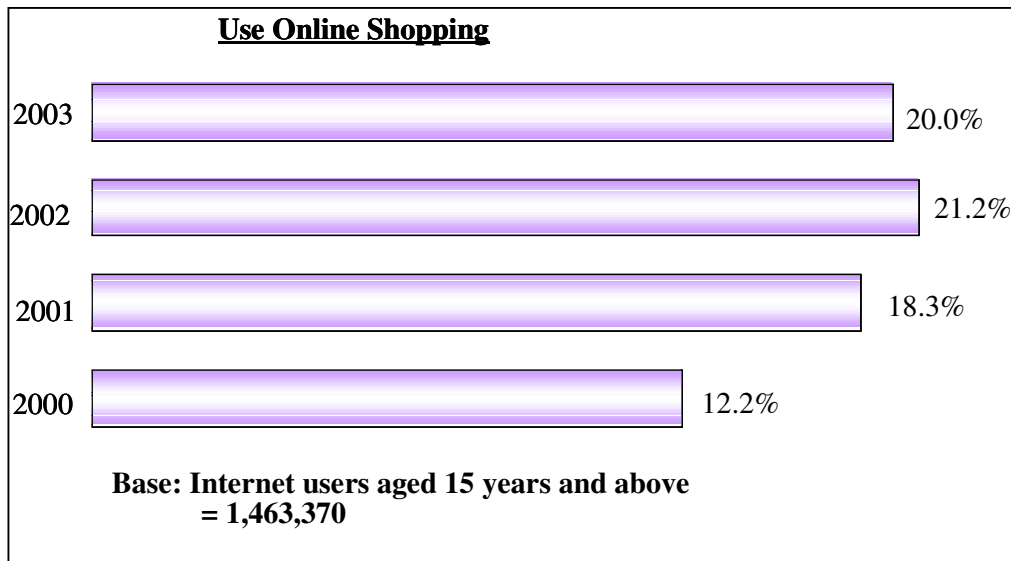
Base: Total Internet users aged 15 years and above (2002-1,374,000 and 2003-1,463,370)

7. CONSUMER BEHAVIOUR

7.1 DO YOU BUY ONLINE? HOW MUCH?

The proportion of Internet users aged 15 years and above, who engaged in online shopping remained about the same in 2003 compared to 2002.

Figure 7.1: Online Shopping



Internet users made less online purchases in 2003. The average number of online purchases declined from 3.2 in 2002 to 2.3 in 2003. Internet users also spent less online in 2003. The average online dollar-spend by adult shoppers decreased by 48.4% from \$651 in 2002 to \$336 in 2003.

Table 7.1: Average Number of Online Purchases and Dollars Spent

	2002	2003
Average number of Online Purchases in last 6 months	3.2	2.3
Average Dollars spent online in the last 6 months	\$651	\$336

8. NON-USERS OF ONLINE SHOPPING

8.1 NOT BUYING ONLINE: WHY?

Most respondents reported that they preferred to visit physical shops for variety, and to check prices as their main reason for not buying online.

Table 8.1: Top Five Reasons for Not Buying Online

Top Five Reasons for Not Buying Online	2003
Prefer going to the shops for variety and to check prices	38.1%
No necessity/Nothing to buy	25.9%
Internet security issue	12.9%
No credit card	8.2%
Don't know how to buy online	6.2%

Base: Total Internet users aged 15 years and above who have never shopped or buy online (1,087,717)