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STATISTICAL BRIEF
Number Seven

Household use of the **INTERNET** Survey 2008

10 YEARS OF CONVERGENCE 1998 - 2008

SKMM

Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission

Suruhanjaya Komunikasi dan Multimedia Malaysia
Malaysian Communications and Multimedia Commission
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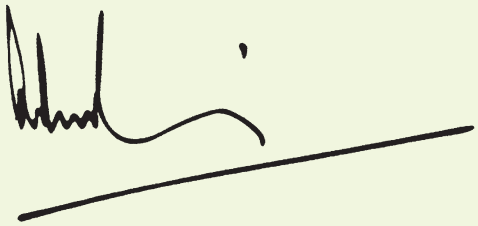
From the Chairman

If there is to be any road sign along the information highway into the cyber world it should read "User Beware"; for all too often, we read about people who fall victim to online schemes and scams. The SKMM Household Use of the Internet Survey 2008 (HUIS 2008) polled users of the Internet who click happily away from the comfort of their homes. It revealed that as high as 71.5 percent of these users do not know what phishing is or how it operates to ensnare them. However, it is comforting at the same time to note that as high as 85 percent of users, instinctively shy away from risky behaviour such as clicking on e-mailed links that lead to spoofed websites designed to steal personal data.

These are among some of the findings from the HUIS 2008 that canvassed some 5000 home Internet users to probe on current issues and concerns regarding Internet usage.

The HUIS 2008 is the third in a series of surveys conducted by the SKMM from its Computer Assisted Telephone Interview (CATI) Centre. The reports from the surveys have proven useful to many users and indeed there have been calls to carry out the survey at more frequent intervals. The present report also brings the corresponding findings and figures of the 2005 and 2006 editions of the HUIS alongside those of 2008 so as to put in perspective, the trend over the period 2005–2008.

The response rate to SKMM surveys has always been high. The HUIS 2008 garnered a response rate of 78.0 percent. I would like to thank those who responded to the survey for without their cooperation this survey would not have been possible. Finally, I would also like to commend the statisticians at SKMM for a job well done.



Datuk Dr. Halim bin Shafie
Chairman
Malaysian Communications and Multimedia Commission (SKMM)

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Introduction

The Household Use of the Internet Survey 2008 (HUIS 2008) is the third in the series of purpose built surveys conducted by the Malaysian Communications and Multimedia Commission (SKMM). The main objectives of the HUIS 2008 were to collect data for the compilation of descriptive statistics pertaining to access and use of the Internet in Malaysian homes. Two types of data were collected, a core set and a trends set. The core set consisted of key questions canvassed in all editions of the survey to provide a time series that will grow as future surveys are undertaken to allow meaningful tracking. For instance, proportions of household Internet users that fell into the various categorisation schemes of the key variables were calculated and proper use of these estimated proportions in conjunction with population estimates at like reference date will facilitate the derivation of various Internet penetration rates.

The core data were demographic and socio-economic in nature and included:

a. age	b. gender
c. marital status	d. usual state of residence
e. location of users (urban/rural)	f. occupational status
g. educational attainment	h. income
i. number of Internet users in the household	

The set of questions touching on trends probed current trends in usage and these may change from one survey to another.

Trends studied in HUIS 2008 were:

a. type of access	b. awareness of broadband
c. use of peer 2 peer applications	d. average use per week
e. purpose for use of the Internet	f. activity on government websites
g. knowledge of blogs	h. knowledge of digital signature
i. use of instant messaging	j. knowledge of phishing
k. other modes of access in addition to household dial-up and xDSL	

Survey Metadata

Reference Date

The reference date of the survey was set at 31st March 2008. To qualify for inclusion into the sample, a potential respondent must be able to answer "yes" to a screening question on whether he was a user at that date.

Target Population

In the context of this survey, an Internet user is defined as someone, regardless of age, who accessed the Internet for whatever purpose at least once in the past month. Hence the target population is the universe of Internet users who access the Internet from a dialup or xDSL from their own homes at least once in the past month. Note however that in so far as an individual is concerned, this need not be the exclusive means and/or location of access. Other means could be in a hotspot or even at work. Such usage was not covered in this survey. Users of wireless access were also excluded from this survey. It is to be noted that a 'user' is not the same as a 'subscriber'.

Sampling Scheme

This is not a household survey in the conventional sense and the survey was not founded on a household frame.

Two stages were identified in the selection of a respondent.

In the first stage, unique randomly generated PSTN numbers were dialed to screen out numbers other than those of private households. When a household is reached, it is screened to see if it is Internet equipped either via dial-up or xDSL at reference date. If it is, then a user from that household is selected at random. This is done by asking to speak to the Internet user, in that household, whose birthday is next.

Sample Size

With a predetermined $\alpha = 0.01$ and $d = 0.02$ a random sample of 4,925 Internet users in households were drawn to provide national estimates. This survey was not designed to provide sub-national or sub-group estimates.

Stratification was not done because a suitable stratification variable was not available.

Data Collection

The survey was conducted by trained interviewers operating out of SKMM CATI Centre located at Wisma Pahlawan, Kuala Lumpur.

In both user and non-user instances, pains were taken to explain to respondents the purposes and objectives of the survey.

Fieldwork started on 5 April 2008 and ended on 17 June 2008.

Response rate to the survey was 78.11%.

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Main Findings

The main findings of the survey are presented below. Note that percentages may not add up to 100 because of rounding. They may also exceed 100 by a substantial amount in the case of questions that allowed multiple responses.

Number of Users

The HUIS 2008 determined that on average, each household account is shared by 2.26 users. This means that there were on average 1.9 million household Internet users on dial-up and xDSL in the country as at 31st March 2008.

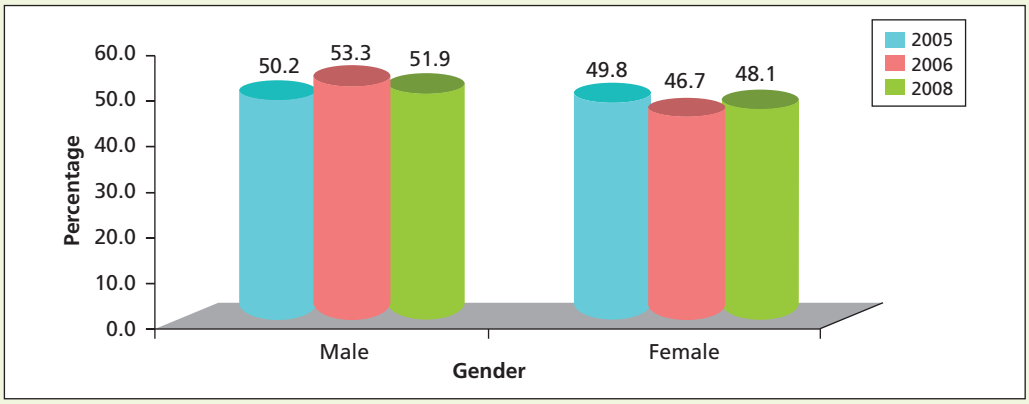
Nationality

	Percent
Malaysian	98.7
Others	1.3

As at 31st March 2008, 98.7 percent of users who accessed the Internet from home were Malaysians while 1.3 percent were non-Malaysians.

Gender

The survey found that 51.9 percent of Malaysian home users were males, while 48.1 percent were females. The chart below presents findings from the 2005 and 2006 surveys for comparison.



Age Distribution

The table below shows the percentage share of the household user base across age groups:

	Percentage share of household user base		
Age category	**2005**	**2006**	**2008**
Below 15	6.5	7.3	6.8
15–19	18.6	18.7	17.9
20–24	17.2	16.3	15.7
25–29	12.5	11.3	11.9
30–34	12.2	12.3	11.7
35–39	9.9	10.4	11.2
40–44	9.6	10.6	9.3
45–49	5.1	6.1	6.1
50 and above	8.4	7.1	9.4

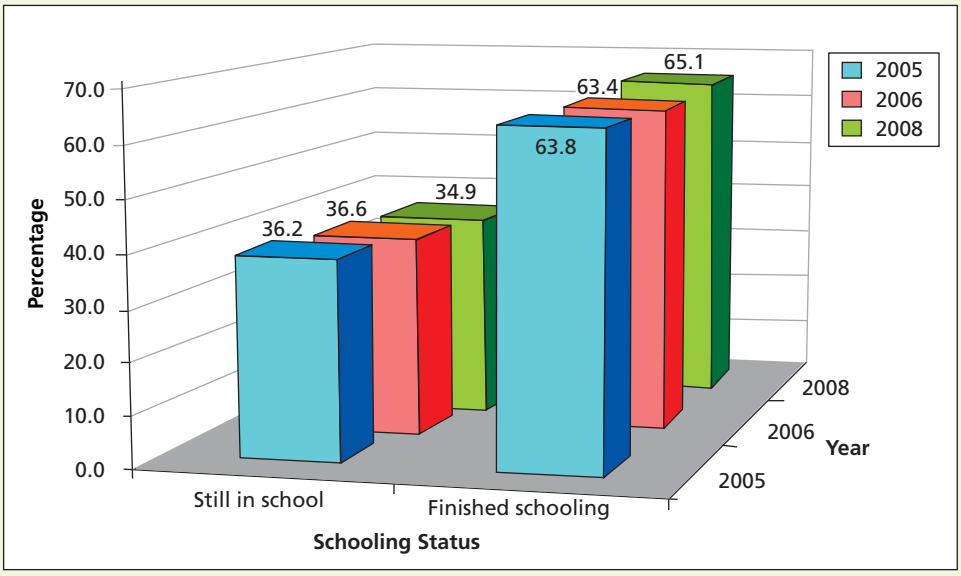
The relatively smaller group of users aged below 15 years in contrast with that of the '15 to 19 year olds' seems to indicate that interest in Internet usage starts in earnest when students are in upper secondary schools beginning with the ninth year of formal education in Malaysia. This interest appears to take hold through to the next age cohort where respondents pursue their first degrees, possibly as a result of intensifying usage of ICT in institution of higher learning in Malaysia.

In broad generational groups, the percentages are as follows:

	Percentage share of household user base		
Age category	**2005**	**2006**	**2008**
Pre Teens & Teens (up to 19)	25.1	26.0	24.7
Adults (20–49)	66.5	67.0	65.8
Seniors (50+)	8.4	7.1	9.4

Education Level of Users

Users who had already finished schooling formed the largest group accounting for 65.1 percent of all users.



Among them, the largest groups are those who have a university degree or higher (35.1 percent), followed by those who have some secondary education (31.5 percent), and those who have a diploma (30.9 percent).

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Those with some primary education and those with no formal education account for 1.3 percent each.

	Percentage share of household user base		
Highest level of education	**2005**	**2006**	**2008**
None	0.1	0.6	1.3
Primary	1.4	1.1	1.3
Secondary	37.7	32.0	31.5
Diploma	25.4	28.9	30.9
Degree and above	35.4	37.4	35.1

Marital Status

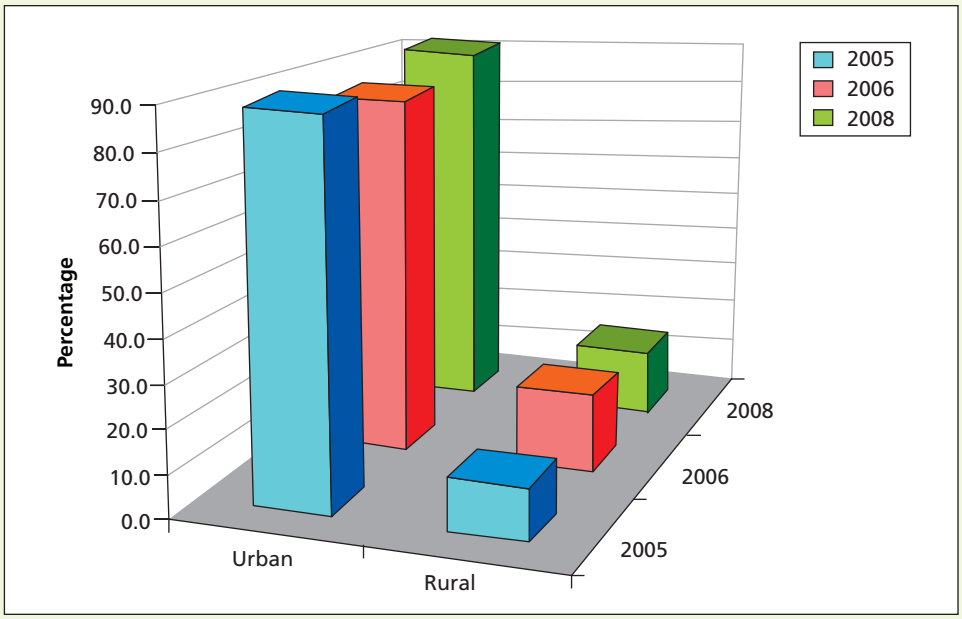
Survey results shows that more than half of home users are single. They accounted for 53.7 percent of users. 46.0 percent were married while those who are widowed and divorced shared the same percentage of 0.1 percent each.

	Percentage share of household user base		
Marital status	**2005**	**2006**	**2008**
Single	55.0	55.2	53.7
Married	44.3	44.6	46.0
Widowed	0.4	0.1	0.1
Divorced	0.3	0.1	0.1

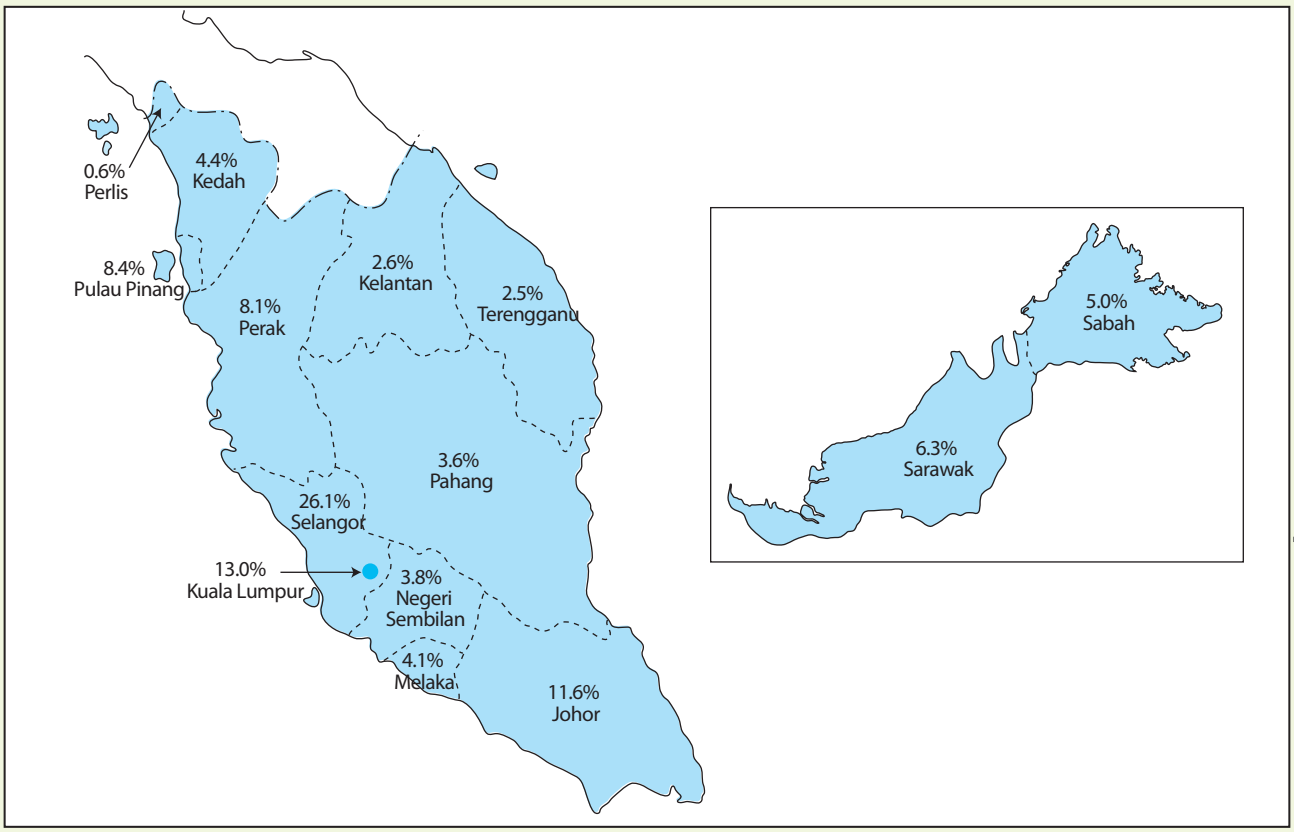
Urban-Rural Distribution

Urban users outnumber rural users 6 to 1. This has been a recurrent finding of the survey since the first in 2005.

	Percentage share of household user base		
Area	**2005**	**2006**	**2008**
Urban	88.0	82.0	85.3
Rural	12.0	18.0	14.7



Usual State of Residence



As in previous years, the Klang Valley conurbation had the highest percentage of users. Selangor registered 27.2 percent while WP Kuala Lumpur 13.0 percent. Percentage share for the rest of the states are shown in the table below:

	Percentage share of household user base		
State of residence	**2005**	**2006**	**2008**
Johor	10.4	12.1	11.6
Kedah	6.0	4.4	4.4
Kelantan	2.0	2.4	2.6
Melaka	3.5	3.1	4.1
Negeri Sembilan	4.0	3.2	3.8
Pahang	3.7	3.6	3.6
Pulau Pinang	10.7	9.3	8.4
Perak	8.5	8.2	8.1
Perlis	0.6	0.6	0.6
Selangor	23.9	27.2	26.1
Terengganu	2.6	2.4	2.5
Sabah	5.0	4.8	5.0
Sarawak	6.8	6.1	6.3
WP Kuala Lumpur	12.4	12.6	13.0

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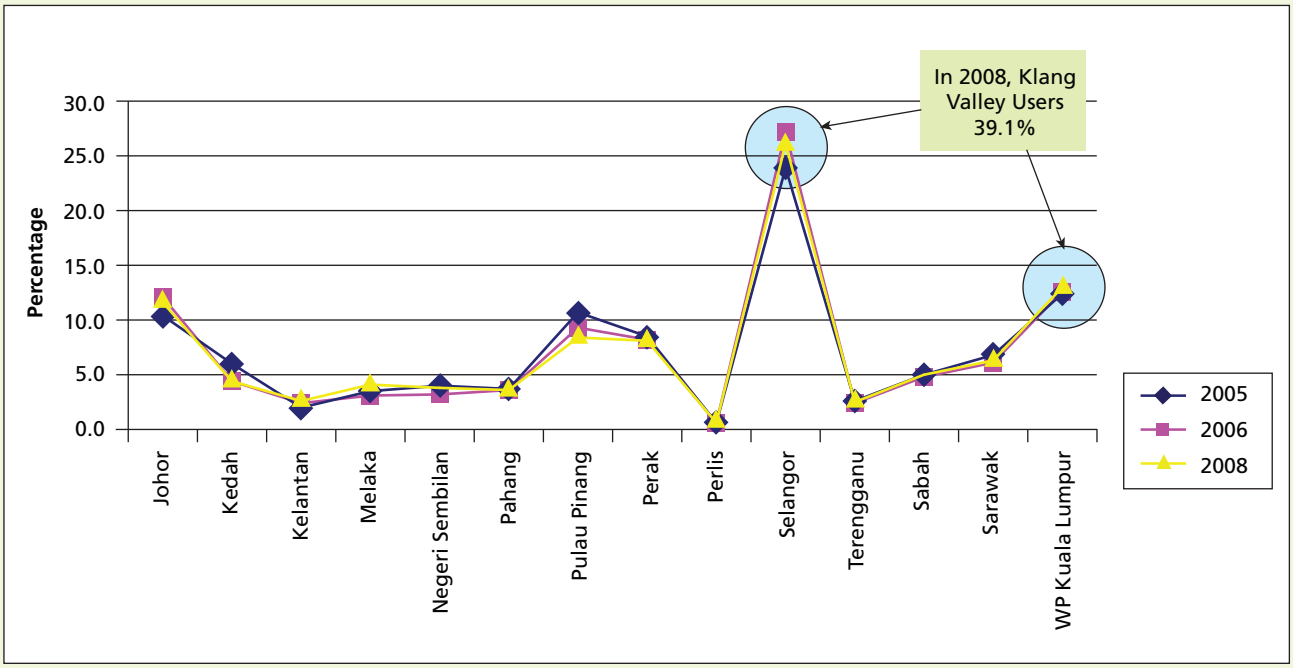
When charted, the distribution of users shows a consistent pattern through the years 2005 to 2008.



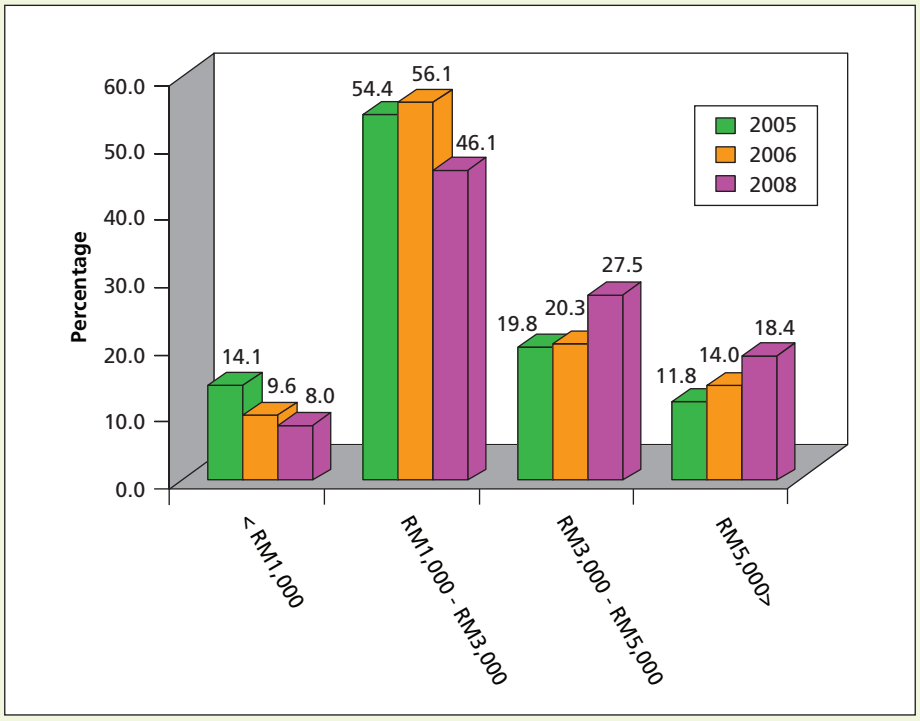
Employment Status

Survey results show that employees made up the highest percentage of the users (43.0 percent). In contrast, the self-employed and employers made up only 6.0 percent and 5.5 percent respectively. Students accounted for a sizeable 31.9 percent while those unemployed including housewives and retirees 13.6 percent.

	Percentage share of household user base		
Employment status	**2005**	**2006**	**2008**
Employer	5.2	5.9	5.5
Employed	39.0	43.8	43.0
Self-employed	8.8	5.2	6.0
Unemployed	12.2	12.1	13.6
Student	34.7	33.0	31.9

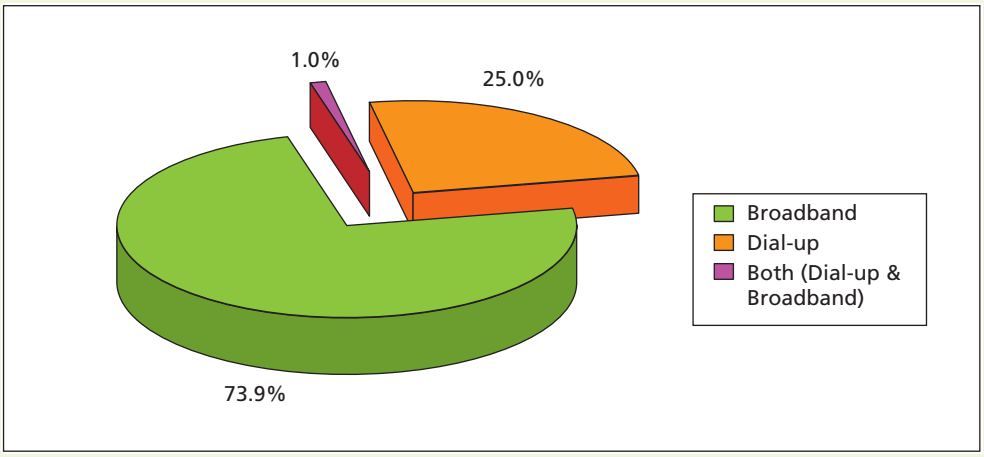
Monthly Income Category

Most Internet users earned RM1,000 to RM3,000 per month. This group accounted for 46.1 percent of all users. Those in the RM3,000 to RM5,000 bracket were the second largest group of users with 27.5 percent within its ranks. The positive skewness in income distribution is borne out in the chart below:



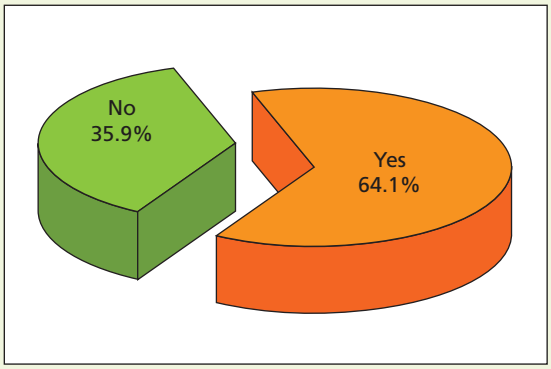
Methods of Internet Connection

Most home users accessed the Internet via a broadband connection, making up 73.9 percent of all users. The other mode of access is dial-up which accounted for 25.0 percent. The remaining 1.0 percent used both.



Awareness of Broadband

Among dial-up users, 35.9 percent were still not aware of broadband.



Average Monthly Internet Bill

Most home users spent between RM61 to RM70 a month on Internet access (19.0 percent), followed by those who averaged RM71 to RM80 (16.1 percent) and RM81 to RM90 (12.8 percent).

On weighted average, home users spent RM64.15 a month on Internet access.

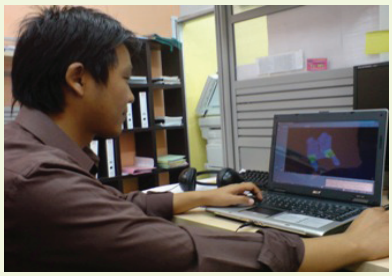
Number of Internet Users Per Household

The survey observed that single user households outnumber all others irrespective of mode of access. This is borne out in the table below:

	By Internet connectivity		
Number of users in household	Dial-up	Broadband	Both
1	48.3	38.8	27.5
2	26.8	24.1	30.0
3	12.5	16.0	12.5
4	6.5	11.3	15.0
5	4.3	6.3	2.5
6	1.0	2.2	5.0
7	0.2	0.8	5.0
More than 7	0.4	0.5	2.5

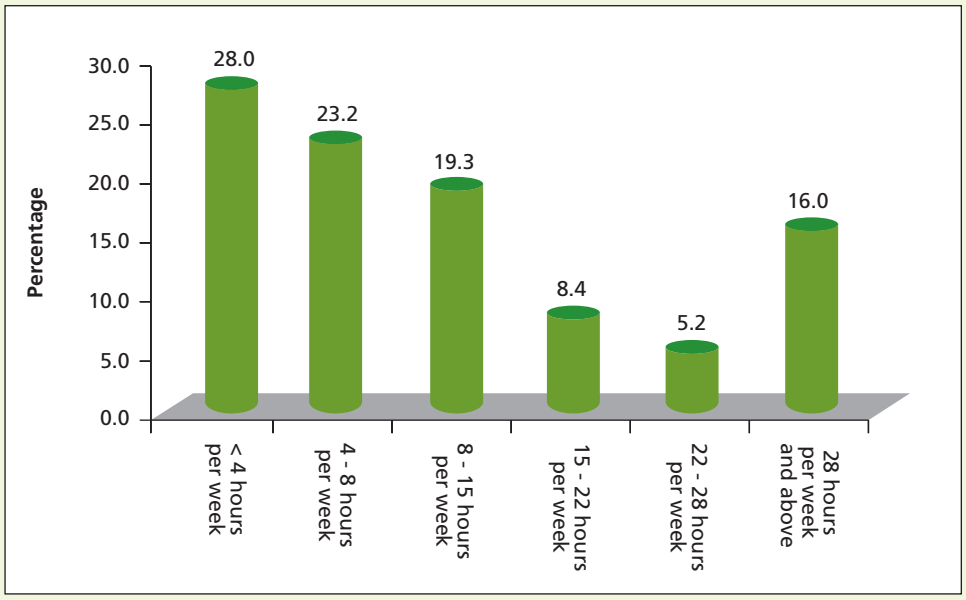
The weighted average number of users is 2.26 per household in 2008 compared to 2.51 in 2006 and 2.47 in 2005.

Intensity of Use



The average home user spent some 12 hours per week on the Internet.

On analysis, 28.0 percent of home users averaged less than 4 hours per week, while 23.2 percent put in between 4 to 8 hours and 19.3 percent reported between 8 and 15 hours of use. This tapered off as shown in the chart below except for a fringe group of 16.0 percent that chalked up usage of 28 hours or more in a week.



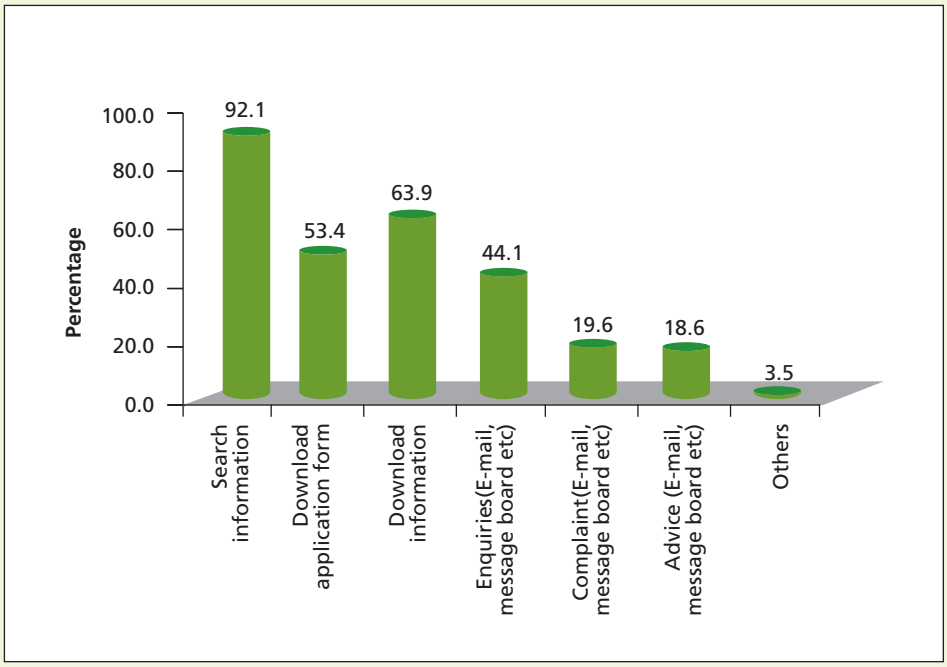
Activity on the Internet

The two main reasons that users went online were to get information (94.4 percent) and to communicate (84.7 percent). This was followed by educational purposes (64.5 percent) and leisure purposes (63.5 percent). Only 31.8 percent do Internet banking while 29.2 percent access public service website with only 19.8 percent doing e-government transactions. Online stock trading drew the least with 5.9 percent of users reporting usage.

	Percentage share of household user base		
Internet usage	**2005**	**2006**	**2008**
Getting information	40.5	84.5	94.4
Communications by text	99.6	80.7	84.7
Leisure	47.1	52.7	63.5
Education	46.8	45.9	64.5
Financial activities	14.6	23.6	31.8
Public services	12.7	12.0	29.2
e-Government transactions[1]	–	–	19.8
Online stock trading[1]	–	–	5.9
Others	1.3	0.2	0.7

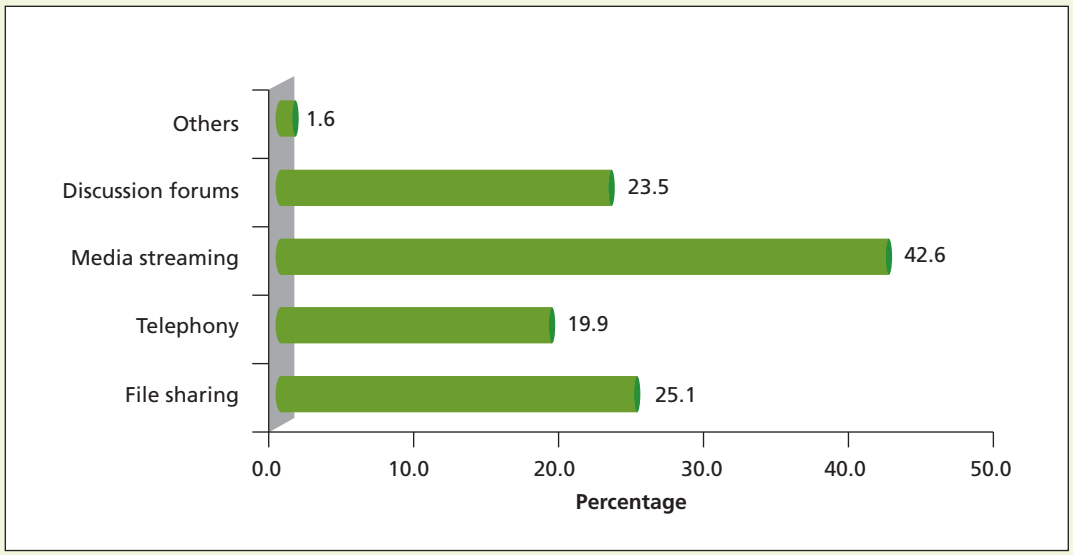
[1] *not canvassed in 2005 and 2006 survey.*

Of those visiting government websites, the overwhelming majority (92.1 percent) wanted to search for information. 63.9 percent went to download information while 53.4 percent downloaded forms and 44.1 percent made online enquiries. Those who lodged complaints or got advice through the websites account for 19.6 percent and 18.6 percent respectively.



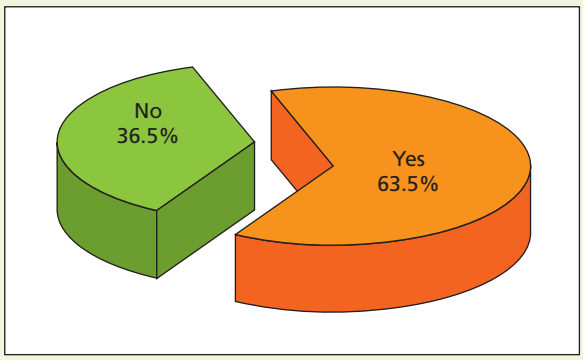
Use of Peer to Peer Application

Most users of peer 2 peer application used media streaming (42.6 percent) followed by file sharing (25.1 percent), discussion forum (23.5 percent) and telephony (19.9 percent).



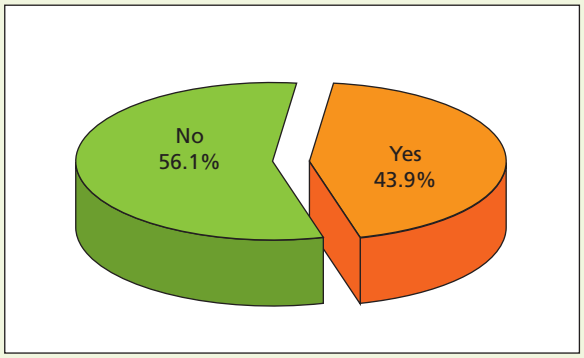
Blogs

Knowledge of Blogs



63.5 percent of home users knew what blogs are with 9.5 percent of them having their own blogs.

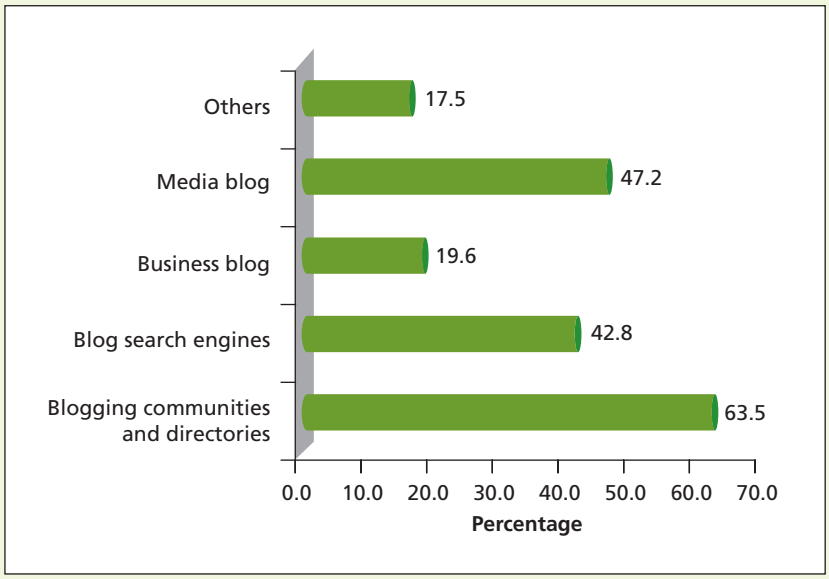
Access to Blog



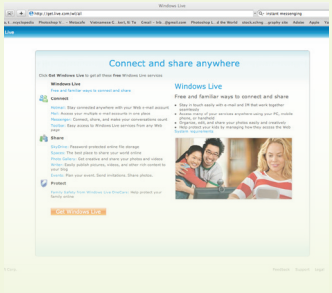
Among those who knew what blogs are, only 43.9 percent of them accessed blogs.

Type of Blog Frequently Visited

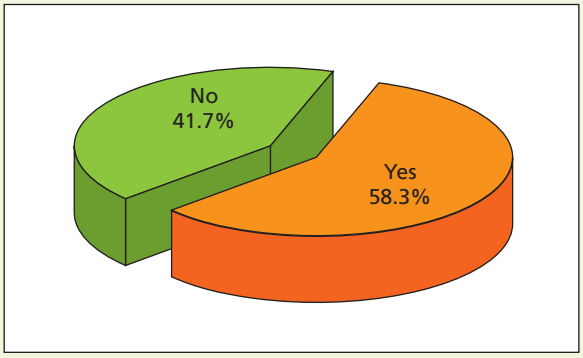
Blogging communities and directories rate the highest (63.5 percent), followed by media blogs (47.2 percent), blog search engines (42.8 percent), business blogs (19.6 percent) and other blogs (17.5 percent).



Messenger Usage



Use of Instant Messaging

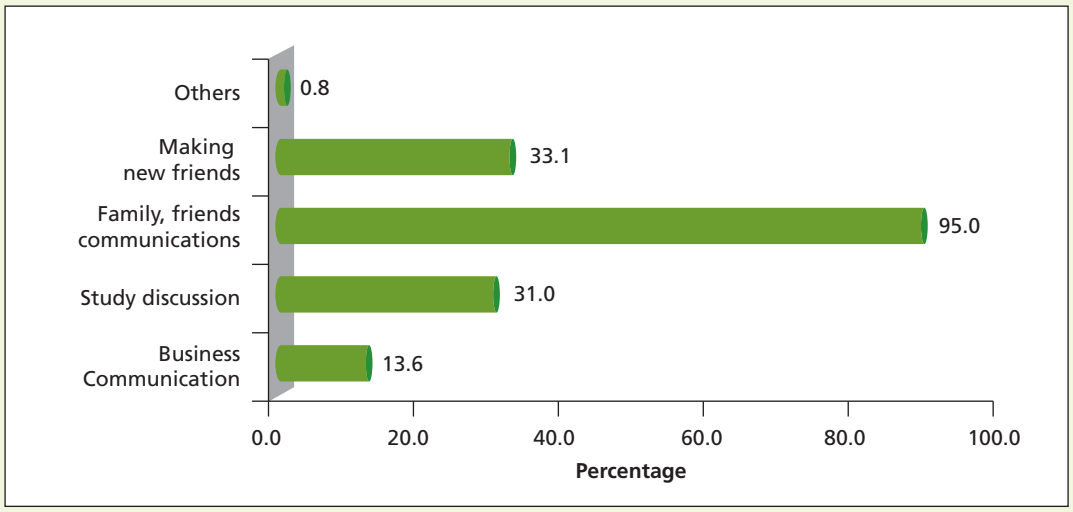


58.3 percent of home users used Instant Messaging.

The most popular are Yahoo Messenger and Windows Messenger both garnering 58.5 percent each. GoogleTalk and Skype accounted for 17.0 percent and 14.0 percent respectively.

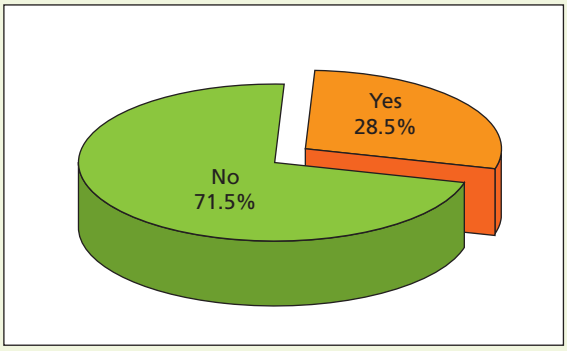
Reasons for use of Instant Messaging

Communications with family and friends rated highly in instant messaging (95.0 percent). This is followed by making new friends (33.1 percent), study discussion (31.0 percent) and business communications (13.6 percent).

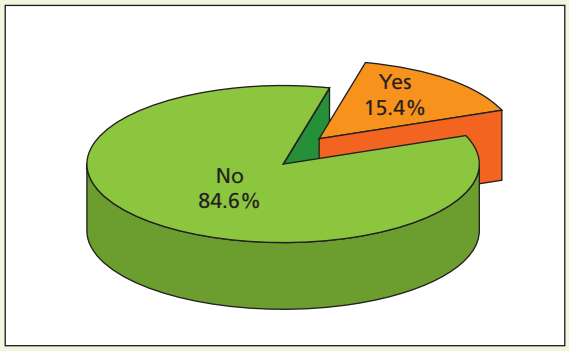


Phishing

71.5 percent of home users did not know what phishing is.

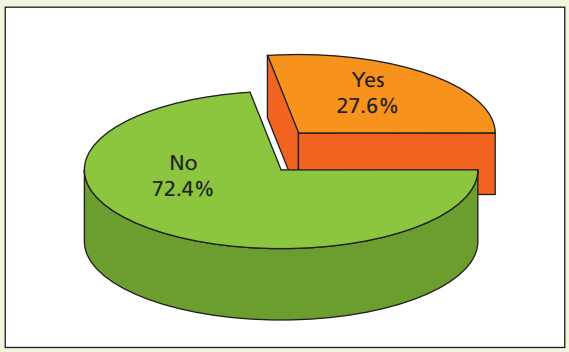


However, on the positive side, as high as 84.6 percent were savvy enough not to click on just about any link that comes with an e-mail.

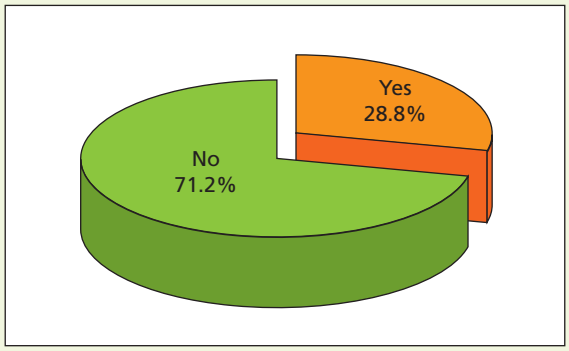


Digital Signature

Only 27.6 percent of home users knew about digital signatures.

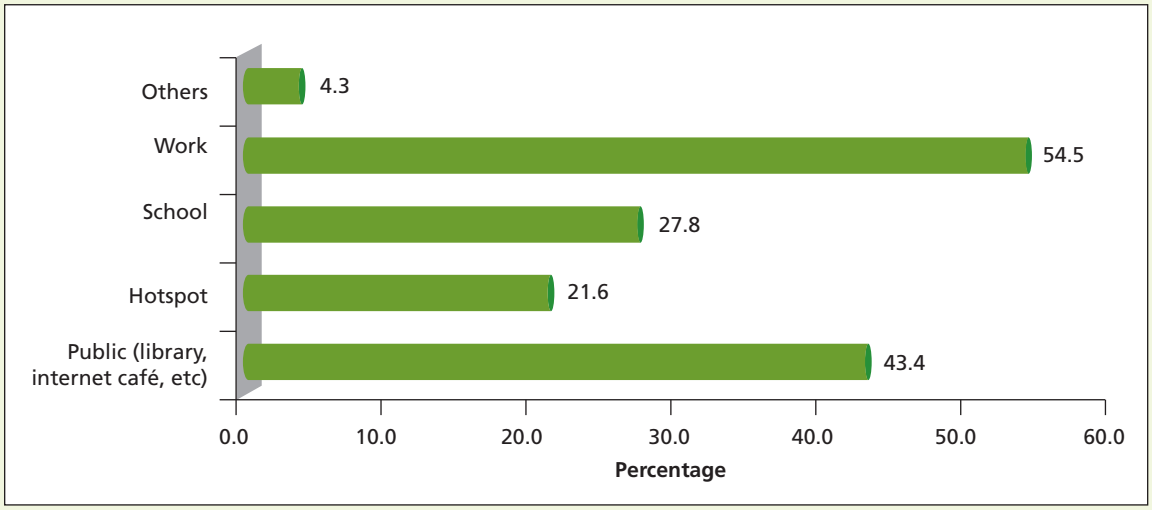


28.8 percent of them knew how to go about getting a digital signature.

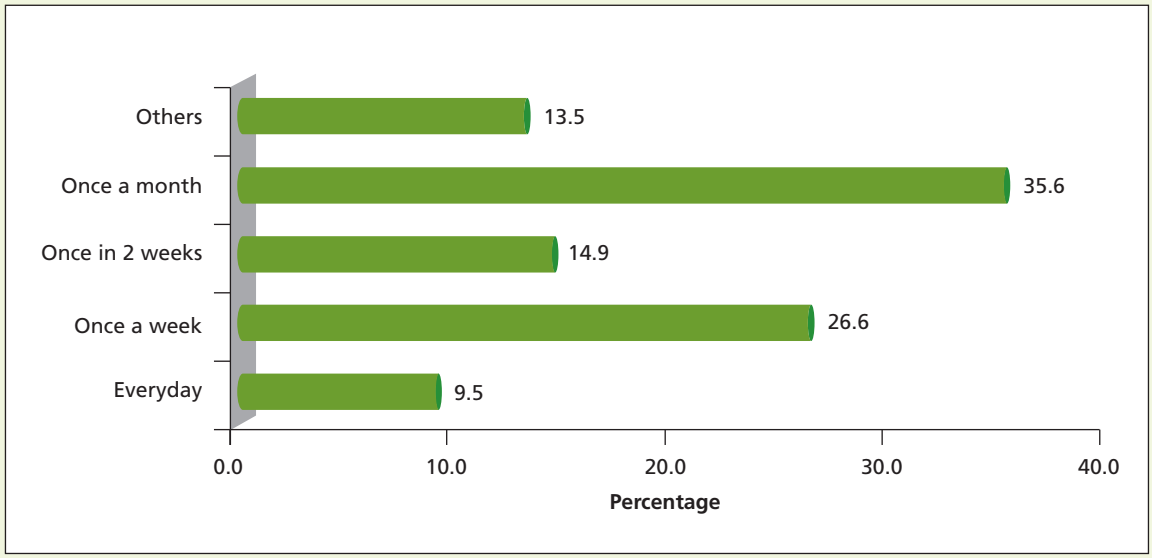


Access Internet from Other Places

Other than surfing at home, users also surf in the workplace (54.5 percent), public places such as Internet cafés (43.4 percent), schools (27.8 percent) and hotspots (21.6 percent).



Among those using public hotspots, only 9.5 percent frequented such places on a daily basis, 26.6 percent, once a week while 14.9 percent went on average once in 2 weeks. The majority, 35.6 percent, however averaged a visit per month.



Tables

Caution is required in the use of the estimates tabulated below.

Whilst the SKMM takes every care to minimise non-sampling errors, which cannot be quantified, the estimates presented are also subject to sampling errors, which is a measure of the chance variation that occurs because a sample, and not the entire population is canvassed. The sampling error of an estimate is usually expressed as a percentage of that estimate to give the relative sampling error (RSE) of that estimate.

In general, estimates that are small are subject to high RSEs. As a guide, only estimates with RSEs of 25 percent or less are considered reliable for general use. Estimates with RSEs greater than 25% but less than or equal to 50 percent or less are denoted with asterisks in these tables and should be used with caution while those with RSEs greater than 50 percent are denoted by two asterisks and are considered too unreliable for general use. However, these estimates may be aggregated with others until an RSE of less than 25 percent is obtained.

Confidence intervals for very small estimates should be based on the binomial distribution rather than the normal approximation to the binomial. As an alternative, the method of Korn and Graubard, 1998 may also be used.

Percentages may not add up to 100 because of rounding. They may also exceed 100 by a substantial amount in the case of questions that allowed multiple responses.

Table 1

Nationality	Percent	RSE
Malaysian	98.7	0.2
Others	1.3	13.9

Table 2

Gender	Percent	RSE
Male	51.9	1.6
Female	48.1	1.7

Table 3

Age	Percent	RSE
Below 15	6.8	6.0
15–19	17.9	3.4
20–24	15.7	3.7
25–29	11.9	4.4
30–34	11.7	4.4
35–39	11.2	4.5
40–44	9.3	5.0
45–49	6.1	6.3
50 and above	9.4	5.0

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Table 4

Broad age bands	Percent	RSE
Pre teens & teens (up to 19)	24.7	2.8
Adults (20+)	65.8	1.2
Senior (50+)	9.4	5.0

Table 5

Schooling status	Percent	RSE
Full-time	31.9	2.4
Part-time	3.0	9.1
No	65.1	1.2

Table 6

Educational attainment	Percent	RSE
None	1.3	17.3
Primary School	1.3	17.0
Secondary School	31.5	2.9
Certificate/Diploma	30.9	2.9
Degree	29.1	3.1
Master and above	6.0	7.7

Table 7

Marital status	Percent	RSE
Single	53.7	1.5
Married	46.0	1.7
Widowed	0.1*	44.7
Divorced	0.1*	44.7

Table 8

Urban-Rural distribution	Percent	RSE
Urban	85.3	0.7
Rural	14.7	3.9

Table 9

State	Percent	RSE
Johor	11.6	4.5
Kedah	4.4	7.5
Kelantan	2.6	10.0
Melaka	4.1	7.8
Negeri Sembilan	3.8	8.1
Pahang	3.6	8.4
Pulau Pinang	8.4	5.3
Perak	8.1	5.4
Perlis	0.6	21.8
Selangor	26.1	2.7
Terengganu	2.5	10.1
Sabah	4.8	7.2
Sarawak	6.3	6.2
WP Kuala Lumpur	13.0	4.2

Table 10

Employment status	Percent	RSE
Unemployed	13.6	4.1
Employed	43.0	1.9
Employer	5.5	6.7
Self-employed	6.0	6.4
Student	31.9	2.4

Table 11

Income category	Percent	RSE
Less than RM1,000	8.0	7.6
RM1,000–RM 3,000	46.1	2.4
RM3,000 but less than RM5,000	27.5	3.7
RM5,000 and above	18.4	4.7

Table 12

Internet connectivity	Percent	RSE
Dial-up	25.0	2.8
Broadband	73.9	1.0
Both (Dial-up & Broadband)	1.0	15.7

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Table 13

Awareness of broadband	Percent	RSE
Yes	64.1	2.4
No	35.9	4.2

Table 14

Internet bill in a month	Percent	RSE
<RM10	4.7	7.3
RM11–RM20	5.5	6.7
RM21–RM30	4.2	7.7
RM31–RM40	2.5	10.0
RM41–RM50	9.7	4.9
RM51–RM60	2.3	10.5
RM61–RM70	19.0	3.3
RM71–RM80	16.1	3.7
RM81–RM90	12.8	4.2
RM91–RM100	4.2	7.7
RM101–RM150	2.8	9.4
RM151–RM200	0.4	24.2
>RM200	0.6	21.8
Don't Know	15.1	3.8

Table 15

Number of users in household	Percent					
	Dial-up	RSE	Broadband	RSE	Both	RSE
1	48.3	3.3	38.8	2.4	27.5*	25.7
2	26.8	5.3	24.1	3.3	30.0	24.2
3	12.5	8.5	16.0	4.3	12.5**	41.8
4	6.5	12.2	11.3	5.2	15.0*	37.6
5	4.3	15.3	6.3	7.3	2.5**	98.7
6	1.0*	31.5	2.2	12.5	5.0**	68.9
7	0.2**	70.6	0.8	21.2	5.0**	68.9
More than 7	0.4*	49.9	0.5*	25.8	2.5**	98.7

Table 16

Average hours of use a week	Percent	RSE
Less than 4 hours per week	28.0	2.6
4 but less than 8 hours per week	23.2	2.9
8 but less than 15 hours per week	19.3	3.3
15 but less than 22 hours per week	8.4	5.3
22 but less than 28 hours per week	5.2	6.9
28 hours per week and above	16.0	3.7

Table 17

Activity on the Internet	Percent	RSE
Getting information	94.4	0.4
Communications by text	84.7	0.7
Leisure	63.5	1.2
Education	64.5	1.2
Financial activities	31.8	2.4
Online stock trading	5.9	6.4
Public services	29.2	2.5
e-Government transactions	19.8	3.2
Others	0.7	19.5

Multiple response type question.

Table 18

Activity on government website	Percent	RSE
Search for information	92.1	1.1
Download application form	53.4	3.4
Download information	63.9	2.7
Enquiries (E-mail, message board, etc.)	44.1	4.1
Complain (E-mail, message board etc.)	19.8	7.3
Advice (E-mail, message board, etc.)	18.6	7.6
Others	3.5	18.9

Multiple response type question.

Table 19

Internet broadband by using applications	Percent	RSE
File sharing	25.8	3.2
Telephony	19.9	3.7
Media streaming	42.6	2.2
Discussion forums	23.5	3.4
Others	1.6	14.5
Not use	42.9	2.1

Multiple response type question.

Table 20

Awareness of blog	Percent	RSE
Yes	63.5	1.2
No	36.5	2.1

Table 21

Visit blogs	Percent	RSE
Yes	43.9	2.3
No	56.1	1.8

Table 22

Blogs frequently visited	Percent	RSE
Blogging communities and directories	63.5	2.3
Blog search engines	42.8	3.5
Business blog	19.6	6.2
Media blog	47.2	3.2
Others	17.5	6.6

Multiple response type question.

Table 23

Have own blog	Percent	RSE
Yes	9.5	6.3
No	90.5	0.7

Table 24

Instant Messaging	Percent	RSE
Yes	58.3	1.4
No	41.7	1.9

Table 25

Type of Instant Messaging	Percent	RSE
Yahoo Messenger	58.5	1.8
GoogleTalk	17.0	4.7
Windows Messenger	58.4	1.8
Skype	14.0	5.2
ICQ	3.2	11.6
Meebo	2.2	14.1
AIM	0.8	23.5
Others	1.6	16.5

Multiple response type question.

Table 26

Reason for using Instant Messaging	Percent	RSE
Business communication	13.6	5.3
Study discussion	31.0	3.2
Family, friends communications	95.0	0.5
Chatting with new friends	33.1	3.0
Others	0.8	24.2

Multiple response type question.

Table 27

Awareness of phishing	Percent	RSE
Yes	28.5	2.6
No	71.5	1.0

Table 28

Click on a link provided with an email	Percent	RSE
Yes	15.4	3.8
No	84.6	0.7

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Table 29

Knowledge of digital signature	Percent	RSE
Yes	27.6	2.6
No	72.4	1.0

Table 30

Know how to get digital signature	Percent	RSE
Yes	28.8	4.8
No	71.2	2.0

Table 31

Access from other places	Percent	RSE
Yes	59.8	1.3
No	40.2	2.0

Table 32

Access from:	Percent	RSE
Public (Library, Internet café, etc.)	43.4	2.4
Hotspot	21.6	4.0
School	27.8	3.4
Work	54.5	1.9

Multiple response type question.

Table 33

Use of public Wi-Fi/Hotspot	Percent	RSE
Everyday	9.5	13.9
Once a week	26.6	7.5
Once in 2 weeks	14.9	10.7
Once a month	35.6	6.0
Others	13.5	11.4

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