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(Eurostat)**

**Joint UNECE/UNCTAD/UNESCO/ITU/OECD/Eurostat Statistical Workshop:  
Monitoring the Information Society: Data, Measurement and Methods  
(Geneva, 8-9 December 2003)**

**Event related to the World Summit on the Information Society**

**12<sup>th</sup> STATISTICAL SURVEY  
ON THE INTERNET DEVELOPMENT IN CHINA**

**Keynote paper**

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**I. BACKGROUND**

1. The statistical information on quantity of host computers, Internet users, the distribution of users and information traffics, the registration of domain names and the like are quite important for government decision makers and valuable for commercial enterprises to make their business decisions. In 1997, the relevant government department ruled that the statistical survey should be carried out by CNNIC with support of other domestic network organizations. In order to systemize the survey and make it regular, CNNIC conducts the semi-annual survey in each January and July since 1998. These survey reports were well accepted and widely cited by the public both domestic and overseas. This is the 12<sup>th</sup> survey report.

2. It should be highlighted that many governmental departments such as the Telecom Administration affiliated to the Ministry of Information Industry (MII) made great

contribution. Being supported by those Network organizations and other relatives such as supporting websites, press and media, the survey carried on smoothly and successfully.

## II. SURVEY CONTENT

3. The 12th Statistical Survey on the Internet development in China includes the following contents:

1) The macro situation of the Internet development in China:

- Number of computer hosts in China;
- Number of Internet users in China;
- Number and the geographical distribution of domain names registered under .CN;
- Number and the domain name/geographical distribution of “www” websites;
- Total International bandwidth in China;
- Total quantity of IP addresses in China.

2) The situation of the Internet users in China:

- General Information (sex, age, marriage, educational degree, income, etc.);
- The usage situation of the Internet;
- Users’ views on hot issues.

## III. DESCRIPTION OF CONCEPTS

**Internet User:** CNNIC defines the Internet user as Chinese citizen who use the Internet at least one hour a week.

**Website:** Refers to the web site which has an independent domain name (under .CN and gTLD). The independent domain name adoption refers to the situation in which one domain name matches not more than one website. For example, “sina.com.cn” has only one website - www.sina.com.cn, other relatives such as news.sina.com.cn and mail.sina.com.cn are different channels of www.sina.com.cn.

**Computer Host:** Refers to a computer through which at least one person had accessed the Internet.

The statistics of Hong Kong, Macao and Taiwan are not included unless specified.

Note: The closing date for the survey is June 30, 2003.

#### IV. SURVEY RESULT

##### 1) The macro situation of the Internet development in china

###### A. Computer Host in China (million)

| Total | Leased Lines | Dial- up | Others |
|-------|--------------|----------|--------|
| 25.72 | 5.15         | 17.39    | 3.18   |

###### B. Internet Users in China (million)

| Total | Leased Lines | Dial- up | ISDN | Broad Band |
|-------|--------------|----------|------|------------|
| 68.00 | 23.42        | 45.01    | 4.90 | 9.80       |

Note 1: Internet users who adopt multiple accessing methods are re-counted, so the summation of different type of users exceeds the total number of the Internet users.

Note 2: Users of Leased lines refer to users of LAN, which connects the Ethernet.

Note 3: Broad band connection includes ADSL, cable modem, etc.

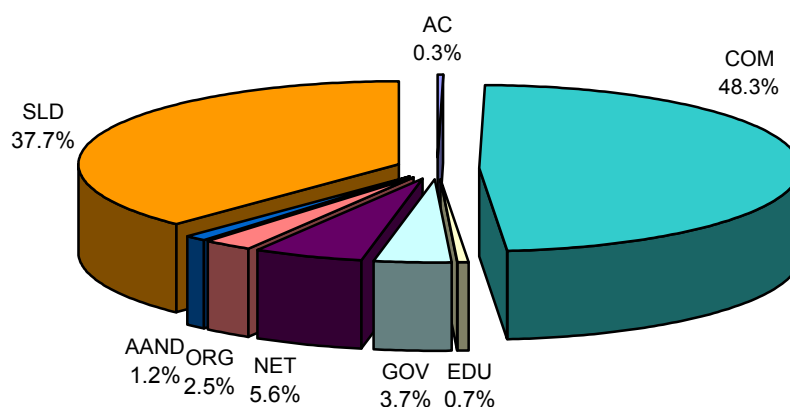
Besides computers, 1.8 million Internet users use other facilities (mobile terminals, information appliances).

###### C. Domain Names Registered with the end of ".CN"

|            | AC   | COM    | EDU  | GOV  | NET   | ORG  | AAND | SLD   | TOTAL  |
|------------|------|--------|------|------|-------|------|------|-------|--------|
| Number     | 702  | 120957 | 1787 | 9328 | 13957 | 6342 | 3109 | 94469 | 250651 |
| Percentage | 0.3% | 48.3%  | 0.7% | 3.7% | 5.6%  | 2.5% | 1.2% | 37.7% | 100.0% |

AANDN: Administration Area Domain Name

SLD: Second Level Domain Name



The Geographical Distribution of .CN Domain Names (not including .EDU)

|            | <b>Beijing</b>  | <b>Shanghai</b>  | <b>Tianjin</b>      | <b>Chong qing</b> | <b>Hebei</b>    | <b>Shanxi</b>     | <b>Inner Mongolia</b> |
|------------|-----------------|------------------|---------------------|-------------------|-----------------|-------------------|-----------------------|
| Number     | 57307           | 23003            | 4074                | 2831              | 4848            | 1334              | 1718                  |
| Percentage | 23.0%           | 9.2%             | 1.6%                | 1.1%              | 2.0%            | 0.5%              | 0.7%                  |
|            | <b>Liaoning</b> | <b>Jilin</b>     | <b>Heilongjiang</b> | <b>Jiangsu</b>    | <b>Zhejiang</b> | <b>Anhui</b>      | <b>Fujian</b>         |
| Number     | 7272            | 2888             | 2678                | 14271             | 13658           | 2908              | 7082                  |
| Percentage | 2.9%            | 1.2%             | 1.1%                | 5.7%              | 5.5%            | 1.2%              | 2.8%                  |
|            | <b>Jiangxi</b>  | <b>Shan dong</b> | <b>Henan</b>        | <b>Hubei</b>      | <b>Hunan</b>    | <b>Guang dong</b> | <b>Guangxi</b>        |
| Number     | 1717            | 9434             | 3676                | 4554              | 2510            | 34983             | 2209                  |
| Percentage | 0.7%            | 3.8%             | 1.5%                | 1.8%              | 1.0%            | 14.1%             | 0.9%                  |
|            | <b>Hainan</b>   | <b>Sichuan</b>   | <b>Guizhou</b>      | <b>Yun nan</b>    | <b>Tibet</b>    | <b>Shaanxi</b>    | <b>Gansu</b>          |
| Number     | 993             | 4917             | 958                 | 2170              | 528             | 2783              | 1029                  |
| Percentage | 0.4%            | 2.0%             | 0.4%                | 0.9%              | 0.2%            | 1.1%              | 0.4%                  |
|            | <b>Qinghai</b>  | <b>Ningxia</b>   | <b>Xinjiang</b>     | <b>Overseas</b>   |                 |                   |                       |
| Number     | 289             | 798              | 2427                | 27017             |                 |                   |                       |
| Percentage | 0.1%            | 0.3%             | 1.0%                | 10.9%             |                 |                   |                       |

Note: "Overseas" refers to the ".CN" domain names registered by the registrar overseas.

D. The Number of "WWW" Websites (.CN, .COM, .NET, .ORG): Approx. **473,900**

The distribution of "WWW" websites domain names

|            | <b>AC.CN</b> | <b>COM (.CN)</b> | <b>EDU .CN</b> | <b>GOV .CN</b> | <b>NET (.CN)</b> | <b>ORG (.CN)</b> | <b>District .CN</b> | <b>.CN</b> | <b>TOTAL</b> |
|------------|--------------|------------------|----------------|----------------|------------------|------------------|---------------------|------------|--------------|
| Number     | 469          | 341753           |                | 7876           | 60408            | 26292            | 1906                | 35196      | 473900       |
| Percentage | 0.1%         | 72.1%            |                | 1.7%           | 12.7%            | 5.6%             | 0.4%                | 7.4%       | 100.0%       |

The geographical distribution of "WWW" websites

|            | <b>Beijing</b>  | <b>Shanghai</b> | <b>Tianjin</b>       | <b>Chong qing</b> | <b>Hebei</b>    | <b>Shanxi</b> | <b>Inner Mongolia</b> |
|------------|-----------------|-----------------|----------------------|-------------------|-----------------|---------------|-----------------------|
| Number     | 97850           | 53867           | 7491                 | 4382              | 10800           | 2651          | 2484                  |
| Percentage | 20.6%           | 11.4%           | 1.6%                 | 0.9%              | 2.3%            | 0.6%          | 0.5%                  |
|            | <b>Liaoning</b> | <b>Jilin</b>    | <b>Heilong jiang</b> | <b>Jiangsu</b>    | <b>Zhejiang</b> | <b>Anhui</b>  | <b>Fujian</b>         |
| Number     | 14945           | 3278            | 4765                 | 32947             | 38461           | 5740          | 19329                 |
| Percentage | 3.2%            | 0.7%            | 1.0%                 | 6.9%              | 8.1%            | 1.2%          | 4.1%                  |

|            | <b>Jiangxi</b> | <b>Shan dong</b> | <b>Henan</b>    | <b>Hubei</b>    | <b>Hunan</b> | <b>Guang dong</b> | <b>Guangxi</b> |
|------------|----------------|------------------|-----------------|-----------------|--------------|-------------------|----------------|
| Number     | 3209           | 21655            | 7848            | 10419           | 5895         | 84893             | 4821           |
| Percentage | 0.7%           | 4.6%             | 1.7%            | 2.2%            | 1.2%         | 17.9%             | 1.0%           |
|            | <b>Hainan</b>  | <b>Sichuan</b>   | <b>Guizhou</b>  | <b>Yun'nan</b>  | <b>Tibet</b> | <b>Shaanxi</b>    | <b>Gansu</b>   |
| Number     | 2465           | 10655            | 1512            | 3275            | 1069         | 4451              | 1492           |
| Percentage | 0.5%           | 2.3%             | 0.3%            | 0.7%            | 0.2%         | 0.9%              | 0.3%           |
|            | <b>Qinghai</b> | <b>Ningxia</b>   | <b>Xinjiang</b> | <b>Overseas</b> |              |                   |                |
| Number     | 452            | 905              | 3406            | 6488            |              |                   |                |
| Percentage | 0.1%           | 0.2%             | 0.7%            | 1.4%            |              |                   |                |

E. The Total Bandwidth of Leased International Connections: **18,599M**

Countries directly interconnected to China's Internet include the United States, Canada, Australia, Britain, Germany, France, Japan, South Korea, etc. The detailed information is as follows.

- CSTNET: 55M
- CHINANET: 10959M
- CERNET: 324M
- UNINET: 1435M
- CNCNET: 2112M
- CHINA169: 3465M
- CIETNET: 2M
- CMNET: 247M
- CGWNET: under construction
- CSNET: under construction

F. The Total Number of IP Address in Chinese Mainland:

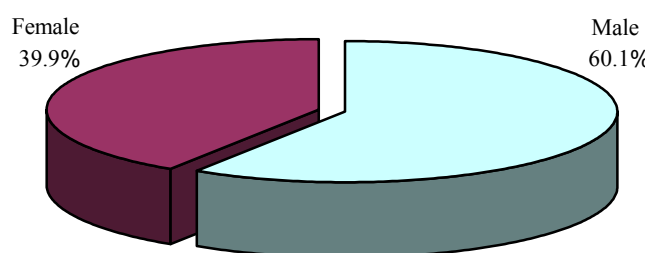
**32,084,480 i.e. 1A + 233B +146 C**

- Taiwan: 12553984 i.e. 191B + 143C
- Hong Kong: 3642624 i.e. 55B +149C
- Macao: 45056 i.e. 176C

2) **Survey on behavior and consciousness of Internet users**

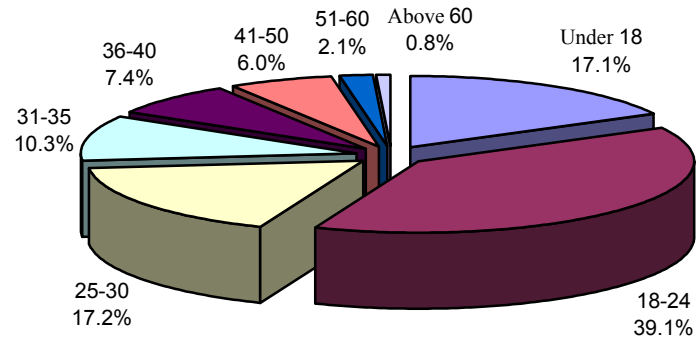
A. General Information

\*(1) Sex: Male - 60.1%, Female - 39.9%

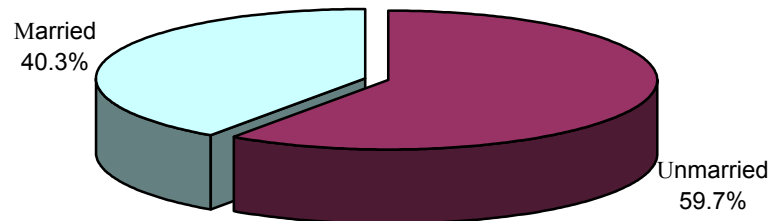


\*(2) Age

| UNDER 18 | 18-24 | 25-30 | 31-35 | 36-40 | 41-50 | 51-60 | ABOVE 60 |
|----------|-------|-------|-------|-------|-------|-------|----------|
| 17.1%    | 39.1% | 17.2% | 10.3% | 7.4%  | 6.0%  | 2.1%  | 0.8%     |

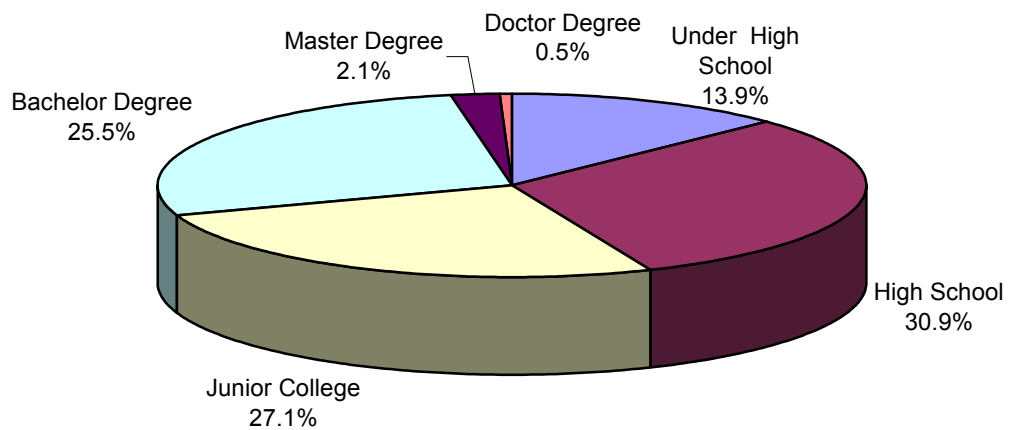


\*(3) Marital Status: Unmarried - 59.7%, Married - 40.3%



\*(4) Educational Degree

| Under High School | High School | Junior College | Bachelor Degree | Master Degree | Doctor Degree |
|-------------------|-------------|----------------|-----------------|---------------|---------------|
| 13.9%             | 30.9%       | 27.1%          | 25.5%           | 2.1%          | 0.5%          |



\*(5) Distribution of Professions (Not including student, military and unemployed people)

|  |  |   |   |
|--|--|---|---|
| <b>Government,<br/>Social Communities</b>                          | <b>Transportation, Storage</b>                     | <b>Postal Service</b>                               | <b>I T</b>  |
| 11.6%  | 4.2%   | 0.8%  | 9.2%  |
| <b>Wholesale and retail</b>  | <b>Food and Drink</b>                              | <b>Finance</b>                                      | <b>Real Estate</b>  |
| 9.6%   | 1.3%   | 5.5%  | 1.5%  |
| <b>Service</b>   | <b>Tour, Hotels</b>                                | <b>Entertainment</b>                                | <b>Consultation<br/>Service</b>                             |
| 3.7%   | 1.8%   | 0.9%  | 2.1%  |
| <b>Advertisement</b>   | <b>Leasehold and other<br/>Commercial services</b> | <b>Sanitation and Social<br/>welfare</b>            | <b>Culture &amp; Art</b>                                    |
| 1.3%   | 1.3%   | 4.9%  | 0.9%  |
| <b>Sportsdom</b>   | <b>Press and Media</b>                             | <b>Education</b>                                    | <b>Scientific<br/>Researches</b>                            |
| 0.4%   | 1.2%   | 13.2%   | 0.9%  |
| <b>Integrated technical<br/>services</b>                           | <b>Manufacturing</b>                               | <b>Architecture</b>                                 | <b>Environment and<br/>Public Facilities<br/>Management</b> |
| 2.0%   | 11.8%  | 3.9%  | 0.4%  |
| <b>Agriculture, forestry,<br/>animal husbandry and<br/>fishery</b> | <b>Mining</b>                                      | <b>Water, Electricity<br/>and Air feed Industry</b> | <b>Geological<br/>Prospecting</b>                           |
| 1.6%   | 0.8%   | 2.6%  | 0.2%  |
| <b>Water Conservancy</b>   | <b>International<br/>Organization</b>              | <b>Others</b>                                       |   |
| 0.1%   | 0.2%   | 0.1%  |   |

\*(6) Distribution of users' career

|                               |                                      |                                 |   |
|-------------------------------|--------------------------------------|---------------------------------|---|
| <b>Government<br/>Officer</b> | <b>Enterprises'<br/>managers</b>     | <b>Engineering<br/>Person</b>   | <b>Teachers</b>                                   |
| 8.0%                          | 7.9%                                 | 15.9%                           | 7.7%  |
| <b>Clerk</b>                  | <b>Business, service<br/>workers</b> | <b>Peasants and<br/>farmers</b> | <b>Production,<br/>transportation<br/>workers</b> |
| 9.0%                          | 9.1%                                 | 0.9%                            | 5.8%  |
| <b>Army man</b>               | <b>Student</b>                       | <b>Unemployed<br/>man</b>       | <b>Others</b>                                     |
| 0.8%                          | 30.1%                                | 3.7%                            | 1.1%  |

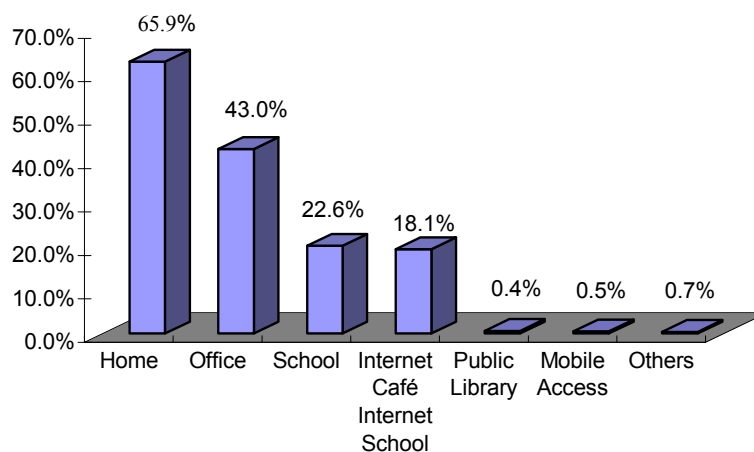
\*(7) Monthly Income per Capita: (RMB)

|                       |                  |                  |                   |                            |                  |
|-----------------------|------------------|------------------|-------------------|----------------------------|------------------|
| <b>Below<br/>500</b>  | <b>501-1000</b>  | <b>1001-1500</b> | <b>1501-2000</b>  | <b>2001-2500</b>           | <b>2501-3000</b> |
| 20.8%                 | 18.3%            | 15.9%            | 9.8%              | 4.6%                       | 3.7%             |
| <b>3001-<br/>4000</b> | <b>4001-5000</b> | <b>5001-6000</b> | <b>6001-10000</b> | <b>More than<br/>10000</b> | <b>No Income</b> |
| 2.4%                  | 2.0%             | 0.9%             | 1.0%              | 1.1%                       | 19.5%            |

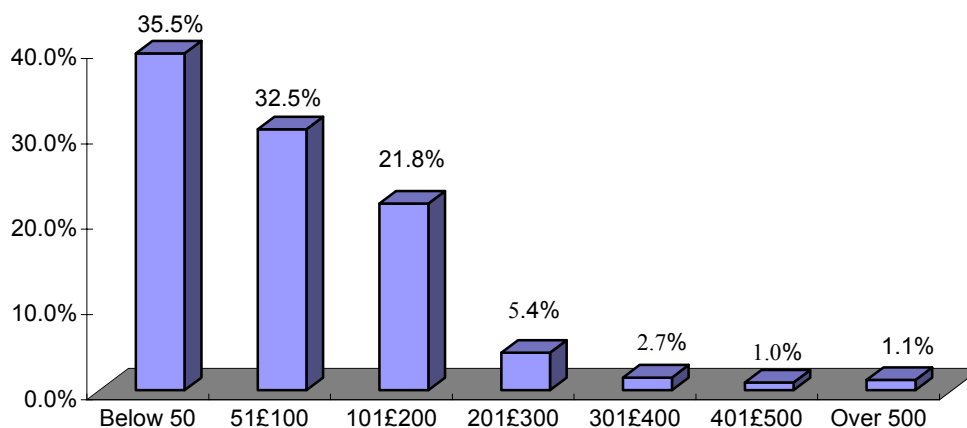
## B. The usage situation of the Internet users

\*(1) Main Access Locations: (results of multiple choices)

| Home  | Office | School | Internet Café<br>Internet School | Public<br>Library | Mobile<br>Access | Others |
|-------|--------|--------|----------------------------------|-------------------|------------------|--------|
| 65.9% | 43.0%  | 22.6%  | 18.1%                            | 0.4%              | 0.5%             | 0.7%   |

\*(2) Monthly Access Expenditure (RMB)

| Below 50 | 51-100 | 101-200 | 201-300 | 301-400 | 401-500 | Over 500 |
|----------|--------|---------|---------|---------|---------|----------|
| 35.5%    | 32.5%  | 21.8%   | 5.4%    | 2.7%    | 1.0%    | 1.1%     |



Note: It refers to the log in fees and simultaneous telephone fees; the daily telephone charge is excluded.

\*(3) Average Accessing Time: 13 Hours/Week.

\*(4) Average number of days that users access the Internet: 4.1 Days/Week.



**\*(5) When do Users Logon: (Multiple Choices)**

| <b>0:00</b>  | <b>1:00</b>  | <b>2:00</b>  | <b>3:00</b>  |
|--------------|--------------|--------------|--------------|
| 14.5%        | 5.6%         | 4.2%         | 2.6%         |
| <b>4:00</b>  | <b>5:00</b>  | <b>6:00</b>  | <b>7:00</b>  |
| 2.5%         | 1.6%         | 1.7%         | 2.7%         |
| <b>8:00</b>  | <b>9:00</b>  | <b>10:00</b> | <b>11:00</b> |
| 11.8%        | 22.5%        | 24.6%        | 22.6%        |
| <b>12:00</b> | <b>13:00</b> | <b>14:00</b> | <b>15:00</b> |
| 22.6%        | 24.3%        | 28.6%        | 31.4%        |
| <b>16:00</b> | <b>17:00</b> | <b>18:00</b> | <b>19:00</b> |
| 31.2%        | 27.7%        | 22.1%        | 31.3%        |
| <b>20:00</b> | <b>21:00</b> | <b>22:00</b> | <b>23:00</b> |
| 44.0%        | 43.9%        | 35.0%        | 22.2%        |

**\*(6)** Average number of E-mail accounts: 1.5/person

Free mail Accounts: 1.3/person

**\*(7)** E-mail Received (Not including spams): 7.2/week

Spam Received: 8.9/week

Mails Sent: 5.3/week

**\*(8)** Primary Goal for Accessing the Internet:

|  |       |
|--|-------|
| - Get information  | 46.9% |
| - Study  | 7.2%  |
| - Learning researches                                      | 0.4%  |
| - Get entertained  | 28.6% |
| - For sentimental needs                                    | 0.1%  |
| - Making friends   | 7.5%  |
| - Get free resources                                       |       |
| - E-mail accounts/personal homepage/download resources     | 1.7%  |
| - Communication receive/send Emails, short messages, faxes | 3.2%  |
| - Stock trading  | 2.1%  |
| - Online shopping  | 0.2%  |
| - Business activities                                      | 0.4%  |
| - Jumping on the bandwagon                                 | 0.6%  |
| - Others   | 1.1%  |

**(9)** Services that is the most frequently used Multiple Choices:

|                                    |       |
|------------------------------------|-------|
| - Email                            | 91.8% |
| - News group                       | 20.7% |
| - Search engine                    | 70.0% |
| - Software downloading / uploading | 43.0% |
| - Information acquiring            | 37.8% |

|                                      |       |
|--------------------------------------|-------|
| - Online chatting                    | 45.4% |
| - BBS, Community forum               | 22.6% |
| - Free personal website hosting      | 6.2%  |
| - E-Government                       | 2.1%  |
| - Net games                          | 18.2% |
| - Online shopping                    | 11.7% |
| - Short message                      | 7.8%  |
| - Online education                   | 8.9%  |
| - E-magazine                         | 8.2%  |
| - IP Telephone                       | 1.0%  |
| - Online Hospital                    | 0.8%  |
| - Online Bank                        | 4.3%  |
| - Stock trading                      | 5.4%  |
| - Online auction                     | 1.1%  |
| - Ticket / Hotel reservation         | 0.5%  |
| - Online Video Meeting               | 0.5%  |
| - VOD                                | 5.3%  |
| - Living broadcasting                | 3.7%  |
| - Multimedia (Enjoy MP3, FLASH, etc) | 13.0% |
| - Telnet                             | 1.2%  |
| - Information promulgation           | 3.5%  |
| - Online Spreading                   | 0.9%  |
| - Online sale                        | 1.3%  |
| - Informatized system ERP, CRM, SCM  | 1.1%  |
| - Others                             | 0.2%  |

(10) Information that were mostly inquired Multiple choices:

|                                  |       |
|----------------------------------|-------|
| - News                           | 76.9% |
| - Computer Hardware and Software | 47.6% |
| - Entertainment                  | 44.9% |
| - Living Services                | 32.1% |
| - Social Culture                 | 19.0% |
| - E – Books                      | 31.5% |
| - Science and Education          | 28.2% |
| - Sports                         | 16.9% |
| - Finance and Insurance          | 10.2% |
| - Real Estate                    | 4.9%  |
| - Automobile                     | 9.6%  |
| - Job Hunting                    | 20.3% |
| - Business and Trade             | 7.5%  |
| - Enterprise                     | 6.9%  |
| - Weather Forecast               | 7.5%  |
| - Travel and Transportation      | 6.7%  |
| - Medical Care                   | 5.6%  |
| - Matchmaking                    | 2.6%  |
| - Law, Regulation and Policy     | 8.2%  |

|   |               |      |
|---|---------------|------|
| - | E-government  | 3.5% |
| - | Advertisement | 5.6% |
| - | Others        | 0.8% |

(11) The distribution of Information that had been reviewed:

|   |                           |       |
|---|---------------------------|-------|
| - | Domestic Chinese Websites | 80.9% |
| - | Domestic English Websites | 5.0%  |
| - | Overseas Chinese Websites | 7.7%  |
| - | Overseas English Websites | 5.8%  |

(12) Users' Needs that Still Can Not Be Satisfied Multiple Choices:

|   |                                |       |
|---|--------------------------------|-------|
| - | News                           | 31.8% |
| - | Computer Hardware and Software | 26.6% |
| - | Entertainment                  | 21.3% |
| - | Living Services                | 24.1% |
| - | Social Culture                 | 13.8% |
| - | E-Books                        | 36.8% |
| - | Technology and Education       | 22.1% |
| - | Sports                         | 5.8%  |
| - | Finance and Insurance          | 11.7% |
| - | Real Estate                    | 8.0%  |
| - | Automobile                     | 7.1%  |
| - | Job Hunting                    | 22.4% |
| - | Business and Trade             | 10.6% |
| - | Enterprise                     | 10.4% |
| - | Weather Forecast               | 6.8%  |
| - | Travel and Transportation      | 10.5% |
| - | Medical Care                   | 14.2% |
| - | Matchmaking                    | 4.2%  |
| - | Law, Regulation and Policy     | 14.6% |
| - | E- Government                  | 12.9% |
| - | Advertisement                  | 5.4%  |
| - | Others                         | 0.8%  |

(13) Approaches for users to be aware of new websites Multiple choices:

|   |   |       |
|---|---|-------|
| - | Search engine                                       | 85.0% |
| - | Website Linkage                                     | 67.6% |
| - | E-Mails   | 32.8% |
| - | Recommended by friends, schoolfellows or colleagues | 52.5% |
| - | Recommended by Internet Friends                     | 27.2% |
| - | Books on Complete Collection of Websites            | 16.9% |
| - | News Paper and Magazines                            | 33.6% |
| - | Broadcasting and TV programs                        | 12.5% |
| - | Yellow Pages  | 3.4%  |

- Outdoors Advertisement 9.8%
- Others 0.5%

(14) Users' acquaintance with the following terms:

|              | Have no idea | Heard of it | understand | Know well |
|--------------|--------------|-------------|------------|-----------|
| E-government | 10.6%        | 38.1%       | 39.5%      | 11.8%     |
| E-library    | 1.9%         | 16.2%       | 53.3%      | 28.6%     |
| ERP          | 36.7%        | 33.0%       | 21.1%      | 9.2%      |
| CRM          | 46.1%        | 32.3%       | 15.3%      | 6.3%      |
| SCM          | 50.4%        | 32.2%       | 12.9%      | 4.5%      |

(15) Users' Satisfaction Degree towards Current Network Services:

|                            | Excellent | Satisfied | So so | Unsatisfied | Disappointed |
|----------------------------|-----------|-----------|-------|-------------|--------------|
| Traditional Access Service | 3.9%      | 15.1%     | 39.6% | 26.8%       | 14.6%        |
| Broad Band Access Service  | 19.3%     | 48.7%     | 24.5% | 6.0%        | 1.5%         |
| Search Engine              | 23.4%     | 50.3%     | 21.5% | 3.9%        | 0.9%         |
| Free Email Box             | 23.0%     | 41.4%     | 25.4% | 7.8%        | 2.4%         |
| Charged Email Box          | 6.9%      | 23.6%     | 40.3% | 21.3%       | 7.9%         |
| Online Shopping            | 5.8%      | 24.3%     | 46.0% | 18.3%       | 5.6%         |
| Internet Games             | 6.8%      | 26.3%     | 49.2% | 13.6%       | 4.1%         |
| Short Message              | 9.5%      | 29.0%     | 43.0% | 12.2%       | 6.3%         |
| Online Education           | 7.3%      | 25.7%     | 48.2% | 14.8%       | 4.0%         |
| Online Banking             | 9.0%      | 27.2%     | 45.7% | 13.9%       | 4.2%         |
| Online Chatting            | 17.3%     | 39.0%     | 35.7% | 5.9%        | 2.1%         |

(16) Users' Satisfaction Degree towards the Current Internet:

|                                  | Excellent | Satisfied | So so | Unsatisfied | Disappointed |
|----------------------------------|-----------|-----------|-------|-------------|--------------|
| Speed                            | 5.2%      | 33.2%     | 36.0% | 18.8%       | 6.8%         |
| Cost                             | 2.4%      | 14.9%     | 39.0% | 32.0%       | 11.7%        |
| Security                         | 2.6%      | 17.0%     | 46.5% | 26.7%       | 7.2%         |
| Abundance of Chinese Information | 6.9%      | 40.0%     | 39.5% | 11.2%       | 2.4%         |
| Easy to Operate                  | 9.7%      | 43.0%     | 39.0% | 6.7%        | 1.6%         |
| General                          | 2.5%      | 33.3%     | 55.0% | 8.2%        | 1.0%         |

C. Internet Users' Views on Hot Issues:

(1) Email accounts that users use the most frequent:

- Accounts provided by their organizations 10.6%
- Free accounts applied personally 78.8%
- Charged accounts applied personally 8.2%

- Presented Accounts 1.7%
- Have no Email account 0.7%

(2) People that users usually contact with (Multiple Choices):

- Families 23.2%
- Relatives 18.1%
- Friends 79.6%
- Schoolmates 59.1%
- Colleagues or workmates 60.3%
- Others 4.5%

(3) The aspect that Charged Email users consider the most:

- Reliability 33.3%
- Speed 5.7%
- Security and Stability 26.6%
- Capacity 17.8%
- Multiple receiving modes (POP3/Mobile Phone) 2.7%
- Anti-Virus 3.1%
- Spam filtering 5.3%
- Do not care 4.2%
- Others 1.3%

(4) Free Email users' intention of applying for Charged Email within one year:

- Affirmative 5.1%
- Possibly yes 30.3%
- Hard to say 26.8%
- Possibly not 22.2%
- Negative 15.8%

(5) Monthly charges that Email users can bear: (RMB):

- Less than 5 62.2%
- 6-10 29.6%
- 11-30 6.1%
- 31-50 1.6%
- 51-70 0.2%
- 71-100 0.2%
- More than 100 0.1%

(6) Users' Opinions toward the Internet Advertisements:

- Click frequently 19.0%
- Click sometimes 49.0%
- Click rarely 27.7%

- Never Click it 4.3%
- (7) Will you consider advertising mails as references to purchase goods and services?
  - Affirmative 21.3%
  - Indifference 50.4%
  - Negative 28.3%
- (8) Will you consider Internet advertisement as references to purchase goods and services?
  - Frequently 10.4%
  - Sometimes 66.9%
  - Never 22.7%
- (9) For Internet Advertisement, the aspect that users were the most unsatisfied with:
  - Too much advertisements 19.7%
  - Lacking originality and imagination 8.6%
  - Authenticity may not be ensured 37.8%
  - Disturbed presenting mode 31.7%
  - Others 0.4%
  - Nothing at all 1.8%
- (10) Access frequency of online shopping websites:
  - Frequently 20.3%
  - Sometimes 43.7%
  - Rarely 29.3%
  - Never 6.7%
- (11) Have you ever purchased goods or services through online shopping websites?
  - Yes 40.7%
  - No 59.3%

**Questions (12)-(18) are designed for those who have experiences of online purchasing.**

- (12) Reasons for online purchasing (Multiple Choices):
  - Saving time 47.4%
  - Reduce costs 39.2%
  - Easy to operate 44.4%
  - Looking for rare goods 31.7%
  - For fun or curiosity 22.3%
  - Others 2.7%
- (13) Product /Service that users had purchased in the recent 12 months Multiple choices:

|   |                                 |       |
|---|---------------------------------|-------|
| - | Books and magazines             | 63.8% |
| - | Computer appliance              | 30.7% |
| - | Photographic Equipment          | 7.7%  |
| - | Communication appliance         | 12.5% |
| - | AV equipment and products       | 31.4% |
| - | Family electrical appliance     | 8.0%  |
| - | Costume                         | 7.8%  |
| - | Sports Equipment                | 5.4%  |
| - | Living and Housing service      | 13.5% |
| - | Medical Care Service            | 3.7%  |
| - | Present service                 | 11.8% |
| - | Financial and Insurance Service | 2.3%  |
| - | Educational Service             | 9.6%  |
| - | Ticket                          | 4.6%  |
| - | Hotel reservation               | 3.8%  |
| - | Others                          | 2.0%  |

(14) Products or Services that still have not fulfill users' needs (Multiple choices):

|   |                                 |       |
|---|---------------------------------|-------|
| - | Books and magazines             | 38.3% |
| - | Computer appliance              | 26.4% |
| - | Photographic Equipment          | 12.9% |
| - | Communication appliance         | 19.4% |
| - | AV equipment and products       | 17.1% |
| - | Family electrical appliance     | 17.8% |
| - | Costume                         | 20.8% |
| - | Sports Equipment                | 9.4%  |
| - | Living and Housing service      | 15.8% |
| - | Medical Care Service            | 13.4% |
| - | Present service                 | 13.3% |
| - | Financial and Insurance Service | 12.9% |
| - | Educational Service             | 18.4% |
| - | Ticket                          | 13.8% |
| - | Hotel reservation               | 8.1%  |
| - | Others                          | 0.3%  |

(15) Payment Methods:

|   |  |       |
|---|--|-------|
| - | Cash and Carry                             | 29.6% |
| - | Online Payment credit cards or debit cards | 33.2% |
| - | Post Offices transfer                      | 26.8% |
| - | Bank Transfer                              | 10.2% |
| - | Others                                     | 0.2%  |

## (16) Deliver Methods:

|                            |       |
|----------------------------|-------|
| - EMS                      | 17.1% |
| - Other express deliveries | 7.8%  |
| - Postal parcel            | 41.0% |
| - Home delivery            | 31.9% |
| - Aerial, train parcel     | 1.5%  |
| - Others                   | 0.7%  |

## (17) Primary Obstacles of Online Purchase:

|   |       |
|---|-------|
| - Security can not be guaranteed  | 25.1% |
| - Inconvenient payment mode   | 9.9%  |
| - Quality of products, after service and credit of the producer can not be guaranteed | 40.0% |
| - Late delivery   | 7.1%  |
| - Unattractive Price  | 10.3% |
| - Unreliable Information  | 7.0%  |
| - Others  | 0.6%  |

## (18) Do you plan to purchase online in the next 12 months?:

|                |       |
|----------------|-------|
| - Affirmative  | 26.8% |
| - Possibly Yes | 41.2% |
| - Hard to say  | 20.7% |
| - Possibly No  | 7.8%  |
| - Negative     | 3.5%  |

**Questions (19)-(21) are designed for those who play Internet games.**

(19) Gaming time that net game players spend per week: 9.9 Hours

## (20) Net game players' favourite game type Multiple choices:

|   |       |
|---|-------|
| - RPG                                       | 45.7% |
| - RTS                                       | 16.6% |
| - SLG                                       | 11.2% |
| - One to one match Chess/Cards/Puzzle, etc. | 68.6% |
| - Others                                    | 2.5%  |

## (21) The aspect that game players consider the most: (Multiple choices):

|                     |       |
|---------------------|-------|
| - Connecting speed  | 68.0% |
| - Charges           | 40.3% |
| - Easy to operate   | 36.8% |
| - Story             | 33.3% |
| - Video performance | 29.4% |



|   |                     |       |
|---|---------------------|-------|
| - | Music               | 17.5% |
| - | Relative activities | 14.4% |
| - | Customer services   | 19.5% |
| - | Others              | 2.1%  |

(22) Your comment on the influence of net games on players' study/work/life:

|   |            |       |
|---|------------|-------|
| - | Enormous   | 10.1% |
| - | Big        | 25.3% |
| - | So so      | 27.5% |
| - | Small      | 23.6% |
| - | Not at all | 13.5% |

(23) Have your computer ever been invaded within last 12 months?

|   |         |       |
|---|---------|-------|
| - | Yes     | 63.0% |
| - | No      | 27.0% |
| - | Unknown | 10.0% |

(24) Main security protection methods adopted (Multiple choices):

|   |  |       |
|---|--|-------|
| - | Pass word                                | 22.7% |
| - | Anti-virus soft ware                     | 79.8% |
| - | Firewall                                 | 69.1% |
| - | Electric signature                       | 4.5%  |
| - | Unknown, depend on system administrators | 6.5%  |
| - | Never adopt any method                   | 2.5%  |

(25) How often do users change the password of their E-mail account?

|   |                     |       |
|---|---------------------|-------|
| - | Within 1 Month      | 6.5%  |
| - | 1-3 Months          | 13.8% |
| - | 3-6 Months          | 13.4% |
| - | 6-12 Months         | 14.7% |
| - | More than 12 Months | 10.2% |
| - | Never change        | 41.4% |

(26) How often do users scan/kill virus in their computer system:

|   |             |       |
|---|-------------|-------|
| - | Every day   | 9.0%  |
| - | 2-7 days    | 26.1% |
| - | 8-14 days   | 11.4% |
| - | 15-1 month  | 19.7% |
| - | 1-3 months  | 12.7% |
| - | 3-6 months  | 4.5%  |
| - | 6-12 months | 2.4%  |

- Over 12 months 1.4%
- Scan/ Kill after being infected 12.8%

**Questions (27)-(30) are designed for those who use short message service provided by websites.**

(27) The main purpose for using short message service:

- Daily contact 50.1%
- Business contact 12.0%
- Holiday greetings 57.9%
- Communication 37.3%
- Applying for Job 3.8%
- Follow the fashion 11.9%
- Enjoy entertainment 22.2%
- Check E-mail 9.8%
- Obtain information of stock market 5.5%
- Get news 10.3%
- Weather forecast 13.7%
- Others 0.9%

(28) Main types for using the short message services: (Multiple choices):

- Self-compose 67.4%
- Send messages available on websites 57.2%
- Send music available on websites 32.2%
- Send pictures available on websites 25.1%
- Multimedia Message Service (MMS) 8.0%
- Subscribe short message 24.0%
- Others 0.3%

(29) People that receive these short messages: (Multiple choices):

- Families 36.8%
- Relatives 27.2%
- Friends 85.0%
- Schoolmates 57.8%
- Colleagues or workmates 52.7%
- Users them selves (Subscription) 25.0%
- Strangers 1.7%
- Others 0.6%

(30) Key aspects that users consider when choosing their service provider (website):

- Familiarity 51.4%
- Abundance of short message 24.4%
- Low service cost 11.4%

- High service quality 7.3%
- High accessing speed 3.8%
- Others 1.7%

(31) Reasons for not using short message service: (Multiple choices):

- Inconvenient to use the Internet 7.2%
- Not aware of the availability of such service on websites 4.7%
- Do not know how to apply for such service 9.3%
- Do not know how to use such service 10.2%
- Worry about high service charges 59.2%
- Worry about Internet virus 22.2%
- No need to use 47.0%
- Others 3.1%

(32) Reasons for using the Broadband:

- High speed 70.4%
- Low cost 7.1%
- 24 Hours a day logon 5.0%
- Attractive services such as VOD 1.2%
- Available in office 15.7%
- Others 0.6%

(33) Reasons for not using the Broadband:

- High preliminary charges 16.9%
- High monthly rental fee 33.9%
- The technique still not mature 1.4%
- Unstable 1.1%
- Lacking application services 1.2%
- 24 hours a day logon increases Security Hidden trouble 0.9%
- No such conditions (including no connection available) 25.8%
- Temporarily not required 17.3%
- Others 1.5%

(34) Users' intention of applying for the Broadband connection:

- Within 1 Month 2.7%
- Within 1-3 Months 6.7%
- Within 3-6 Months 9.1%
- Within 6-12 Months 13.1%
- After 1 Year 16.1%
- Unknown/not clear/Hard to say 50.4%
- No such Intension 1.9%

**Special Focus**

(35) Main Resources for Internet users obtaining “SARS” information:

|   |       |
|---|-------|
| - Domestic Chinese websites                 | 55.6% |
| - Overseas Chinese websites                 | 1.6%  |
| - Domestic English websites                 | 0.1%  |
| - Overseas English websites                 | 0.5%  |
| - Television                                | 27.4% |
| - Broadcast                                 | 1.5%  |
| - News paper and magazines                  | 9.9%  |
| - Communications among families and friends | 2.9%  |
| - Others                                    | 0.5%  |

(36) Changes in average time of accessing the Internet during “SARS” period:

|                                     |       |
|-------------------------------------|-------|
| - Increased                         | 44.5% |
| - Decreased                         | 7.9%  |
| - No change                         | 41.2% |
| - Increased firstly, then decreased | 4.5%  |
| - Decreased firstly, then increased | 1.9%  |

Items with “\*” are results from sampling survey.

**V. SURVEY METHOD**

4. In accordance with the statistical theories and International common practice, based on the previous 11 statistical surveys, we adopted computer auto online searching, online survey, offline sampling and receive statistics from relevant institutions.

Survey on the number of domain name and website

A. The Generic Top Level Domain Name Correspondent Websites in China:

The statistics are presented by domestic gTLD registrars, which include the total number of gTLDs, the number of gTLDs that have www website. The second figure can be inquired by gTLD categories (i.e. com, net, org) and provinces (location of registrars).

B. The Number of CN Domain Names and Corresponding websites:

From Computer Online Searching: number and geographical distribution of .CN domain names; number and geographical distribution of www websites registered under .CN.

C. The Total Number of Domain Names and Websites in China:

The figure can be obtained by adding A to B.

### Online survey

5. The online survey focuses on understanding the situation, custom of the Internet users in accessing the Internet and their views on some hot issues. We had put the questionnaires on CNNIC's website ([www.cnnic.net.cn](http://www.cnnic.net.cn)) and offer its linkage on major info ports and ICP/ISP's homepages, encouraging Internet users to fill in and submit their questionnaires.

6. From June. 11 to 30, 2003, CNNIC conducted the online survey, and gained great support by many domestic well-known websites and media. 72,767 questionnaires were received with 19,096 effective responses.

### Offline sampling

The offline sampling focused on the total number of domestic Internet users and the characteristics of their behaviors.

#### A. General

We separate out sampling targets into two groups: one is the people who have telephone (age 6+) in home (Group A); another is college students (Group B). For Group A, we conducted telephone survey, each province has its own representatives; for Group B, we conducted interview survey. Using mathematical weighted formula, we calculated the final statistics.

#### B. Sample method for Group A

Follow the principle of combing science with maneuverability:

### Establishment of sampling guideline

The popularity of household telephone in cities differs greatly from that in countries as well as the average family population. Therefore, we adopted "household telephone users" as the sample target when calculate the data of the whole country by using sample volume of each province; we adopted "household telephone set popularity" as the sample guideline of cities. For obtaining the approximate statistics, by establishing the sub-function set (forecasting model) with "household telephone set quantity" and the economy/population indexes of each province and cities.

### Sample quantity

In order to ensure the precision of the statistics, we chose 4,800 samples in the whole country. With 95% of the degrees of confidence and design effect of 2, the absolute error of the estimated number was limited as 2%. The samples were collected in accordance with the distribution of national telephone users.

### Weighting Method

Weighting method is adopted to obtain the final survey result.

After fixing the survey objects, we conducted telephone interview for getting the weighted data of Group A. For Group B (College students), since there is no big change in their proportion of the national population, and proportion of Internet users remains high, we thus established a mathematical model based on the survey result of the year 2000. The final survey result came from the weighted data of the two groups.

#### C. Success Rate of the Survey

In accordance with formula 3 of American Association for Public Opinion Research (AAPOR), the success rate of the survey is 33.5%.

#### D. Pretreatment of Data

Before analyzing the data, we had checked up the sampling of variables, logical relations among variables and quota, etc. We also fixed or deleted those unqualified samples, and encoded part of the variables afterwards.

There are some averages in the survey report (such as weekly logon hours and days, quantities of e-mail accounts and e-mails that users send or receive). Before counting such averages, we had removed abnormal values from the data by introducing three standard deviations that more than or less than the averages, checking the logical relationships among variables.

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