

**16th Statistical Survey Report on
the Internet Development in China
(Jul. 2005)**



China Internet Network Information Center

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Statistical Survey Report on the Internet Development in China (2005/7)

China Internet Network Information Center

Section I Background

The statistics of host computers, Internet users, the distribution of users and information traffics, the situation of domain name registration and the likes are very important for government and enterprises to grasp and make decisions accordingly. In 1997, the government department in charge decided after study that the statistical survey should be carried out by China Internet Network Information Center (CNNIC) with support of domestic network operating organizations. In order to systemize the survey and make it regular, CNNIC had conducted the semi-annual survey in each January and July since 1998. These survey reports were well accepted and widely cited by organizations and individuals both in China and overseas countries. This is the 16th survey report.

It should be highlighted that governmental departments in charge such as the Ministry of Information Industry (MII) supported greatly to the project. Meanwhile, being supported by network operating organizations, supporting websites, press and media, the survey work made progress smoothly.

Section II Survey Content

The major contents of the 16th Statistical Survey on the Internet development in China are:

1. The macro situation of the Internet development in China

- Number of computer hosts

- Number of Internet users
- Number and the geographical distribution of domain names registered under .CN
- Number and geographical distribution of “www” websites and their domain names
- Total International bandwidth
- Total quantity of IP addresses

2. The general information of the Internet users in China

- General Information (gender, age, marriage, educational degree, income, etc.)
- The usage situation and users' satisfactory degree
- Users' views on popular Internet issues

Section III Description of Concepts

Internet user:

CNNIC defines the Internet user as Chinese citizen who use the Internet at least one hour per week.

Website:

Refers to websites that hold their independent domain names (under .CN or gTLDs). The independent domain name adoption refers to the situation in which one domain name only matches one single website. For example, CNNIC only has one website, i.e. “www.cnnic.cn”. Other site names such as “whois.cnnic.net.cn”, “dns2.cnnic.net.cn” do not mean CNNIC has more websites. They are treated as different channels of “www.cnnic.cn”.

Computer Host:

Refers to a computer through which at least one person may access the Internet.

Note:

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

The closing date for the survey is June 30, 2005

Section IV Survey Result

1. The Macro Situation of the Internet Development in China

A. Internet users in China

- Total users: 103.00 million (The 95% confidence intervals for the estimate were 96.78 million to 109.22 million.)
- By types of accessing methods (millions)

Leased Lines	Dial- up	ISDN	Broad Band
29.7	49.5	5.5	53.0

Note 1: Percentages do not add to 100 per cent as Internet users who adopt multiple accessing methods are recounted.

Note 2: Leased line users refer to beneficiaries of LAN, to which connects the Ethernet.

Note 3: Broadband users refer to beneficiaries of xDSL, cable modem, etc.

- Besides computers, 4.50 million users use other types of accessing facilities (mobile terminals and information appliances).

B. Computer hosts in China

- Total computer hosts: 45.60 million
- By connection type (millions)

Leased Line	Dial-up	Others
6.7	20.7	18.2

C. Domain names registered under .CN

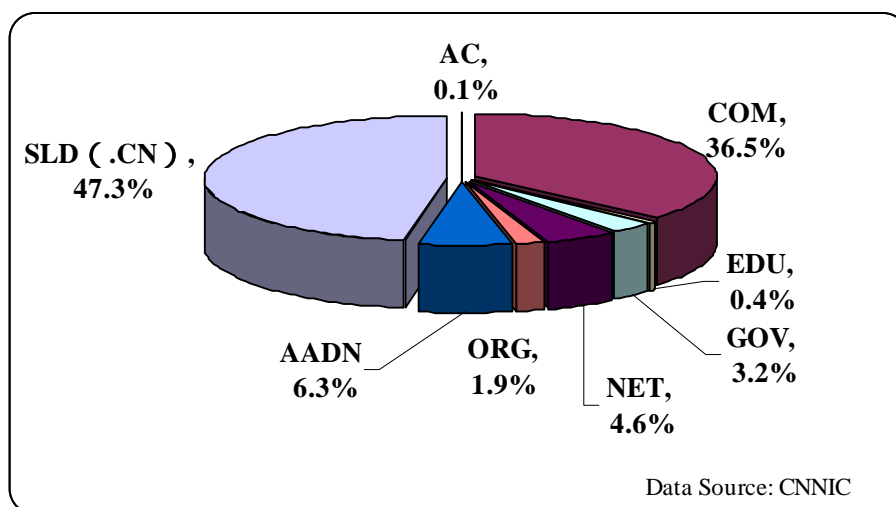
- Total number 622534
- By generic categories

	AC	COM	EDU	GOV	NET	ORG	AADN	SLD (.CN)
Number	887	226595	2358	19802	28325	12116	38859	293592
Percentage	0.1%	36.5%	0.4%	3.2%	4.6%	1.9%	6.3%	47.3%

Note:

AADN: Administration Area Domain Name

SLD (second level domain) in which names are registered directly under ".CN", no generic third level domains exist.



3. By provinces/cities (excluding “.EDU” domain names)

	Beij i ng	Shanghai	Ti anj i n	Chongqi ng	Hebei	Shanxi	Inner Mongolia
Number	131041	61168	8777	6757	11539	4284	2994
Percentage	21.1%	9.9%	1.4%	1.1%	1.9%	0.7%	0.5%
	Li aoni ng	Ji l i n	Hei longj i ang	Ji angsu	Zhej i ang	Anhui	Fuj i an
Number	18656	6847	7202	38309	41503	8225	25313
Percentage	3.0%	1.1%	1.2%	6.2%	6.7%	1.3%	4.1%
	Ji angxi	Shangdong	Henan	Hubei	Hunan	Guangdong	Guangxi
Number	5300	28336	12782	13113	8059	90449	5522
Percentage	0.9%	4.6%	2.1%	2.1%	1.3%	14.6%	0.9%
	Hai nan	Si chuan	Gui zhou	Yunnan	Ti bet	Shaanxi	Gansu
Number	1934	13318	2915	6123	916	7376	2033
Percentage	0.3%	2.1%	0.5%	1.0%	0.1%	1.2%	0.3%
	Qi nghai	Ni ngxi a	Xi nj i ang	Overseas			
Number	687	1770	2992	43936			
Percentage	0.1%	0.3%	0.5%	7.1%			

D. The Number of “WWW” Websites (.CN, .COM, .NET, .ORG)

1. Total estimates: **677,500**

2. By generic categories

	AC .CN	COM (.CN)	EDU .CN	GOV .CN	NET (.CN)	ORG (.CN)	AADN .CN	.CN
Number	392	449421	n/a	11753	77782	23727	4435	109990
Percentage	0.1%	66.3%		1.7%	11.5%	3.5%	0.7%	16.2%

3. By provinces/cities

	Beijing	Shanghai	Tianjin	Chongqing	Hebei	Shanxi	Inner Mongolia
Number	123033	56313	6315	7741	16788	4330	2673
Percentage	18.2%	8.3%	0.9%	1.1%	2.5%	0.6%	0.4%
	Liaoning	Jilin	Heilongjiang	Jiangsu	Zhejiang	Anhui	Fujian
Number	21684	4032	6715	52325	74716	11977	40518
Percentage	3.2%	0.6%	1.0%	7.7%	11.0%	1.8%	6.0%
	Jiangxi	Shandong	Henan	Hubei	Hunan	Guangdong	Guangxi
Number	7026	26702	13293	14932	8151	119191	8157
Percentage	1.0%	3.9%	2.0%	2.2%	1.2%	17.6%	1.2%
	Hainan	Sichuan	Guizhou	Yunnan	Tibet	Shaanxi	Gansu
Number	2659	12955	2760	4761	1714	5745	2425
Percentage	0.4%	1.9%	0.4%	0.7%	0.3%	0.8%	0.4%
	Qinghai	Ningxia	Xinjiang	Overseas			
Number	519	1241	2452	13657			
Percentage	0.1%	0.2%	0.4%	2.0%			

E. Total bandwidth of leased international connections **82, 617 M**

Countries directly interconnected to China's Internet include the United States, Russia, France, United Kingdom, Germany, Japan, South Korea, Singapore, Malaysia, etc. The bandwidth distribution by Backbone Network Operator is as follows.

- CSTNET **5275M**
- CHINANET **44895M**
- CERNET **1599M**
- UNINET **3450M**
- CHINA169 **26111M**
- CIETNET **2M**
- CMNET **1285M**
- CGWNET (under construction)
- CSNET (under construction)

F. Total quantity of IP addresses in China

1. IPv4

Mainland: 68,300,032 i.e. 4A+18B+45C;
 Taiwan: 15,017,984 i.e. 229B+40C;
 Hong Kong: 6,119,680 i.e. 93B+97C;
 Macao: 127,232 i.e. 1B+241C.

2. IPv6

By allocation organizations (Mainland)

Organization Name	Quantity
CERNET	5*/32+/48
BII	2*/32
CNNIC	2*/32
China Railcom	/32
CIECC	/32
CSTNET	/32
China Mobile	/32
China Telecom	/32
China Unicom	/32
China Netcom	/32
Chong Qing Netcom	/32

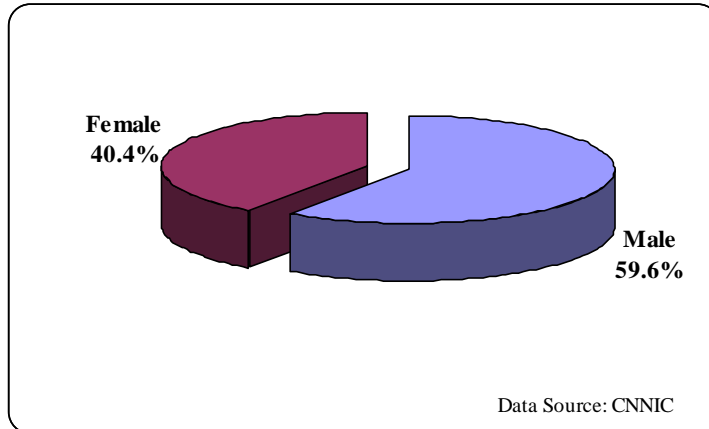
Source: APNIC, CNNIC

Note: "/32"= $2^{(128-32)}=2^{96}$; " /48"= $2^{(128-48)}=2^{80}$

2 . Survey on the Behavior and the Consciousness of the Internet Users

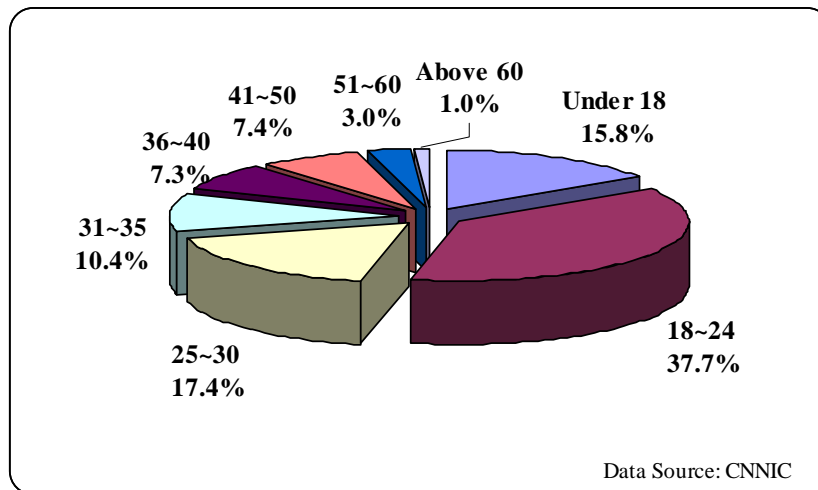
A. General Information of the Internet users

*1 . By gender: Male 59.6%, Female 40.4%

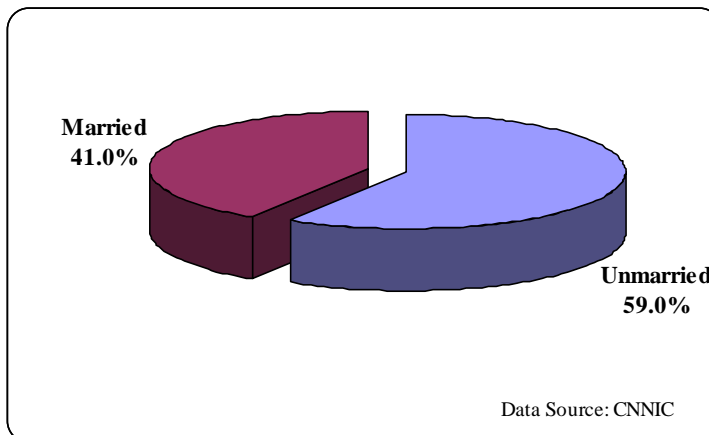


*2 . By age

Under18	18-24	25-30	31-35	36-40	41-50	51-60	Above60
15.8%	37.7%	17.4%	10.4%	7.3%	7.4%	3.0%	1.0%

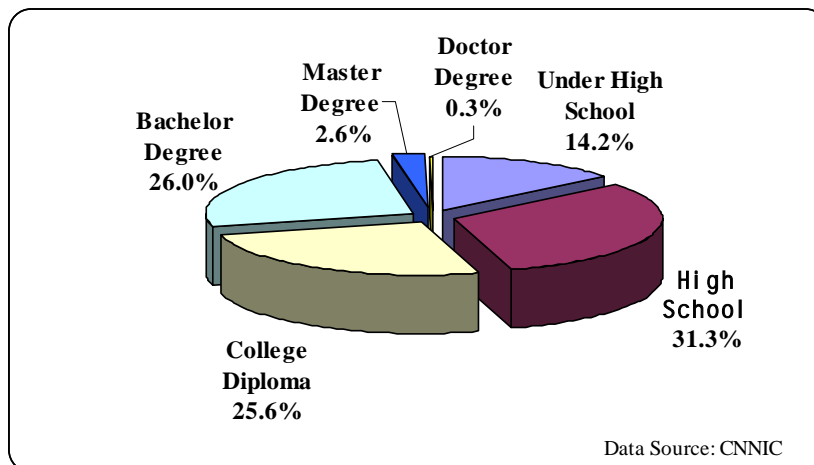


*3 . By marital status: Unmarried 59.0%, Married 41.0%



*4 . By educational degree

Under High School	High School	College Diploma	Bachelor Degree	Master Degree	Doctor Degree
14.2%	31.3%	25.6%	26.0%	2.6%	0.3%



*5 . Distribution of professions (Not including student, military and unemployed people)

Manufacturing	Education	Public Administrations, Social Communities	IT
14.7%	13.7%	11.3%	9.4%
Wholesale and retail	Finance	Vocational and technical services	Transportation, Storage
6.7%	4.3%	4.3%	3.5%
Sanitation and Social welfare	Architecture	Residential service	Food and Drink
3.5%	3.5%	3.1%	2.9%
Agriculture, forestry, animal husbandry and fishery	Water, Electricity and Air feed Industry	Leasehold and other Commercial services	Real Estate
2.2%	2.1%	2.0%	1.8%
Tourism and hospitality	Consultation Service	Mass Media	Mining
1.4%	1.3%	1.1%	1.1%
Advertisement	Culture & Arts	Entertainment	Postal Service
0.9%	0.7%	0.6%	0.5%
Scientific Research	Water Conservancy	Environment and Public Facilities Management	Geological Prospecting
0.5%	0.5%	0.4%	0.4%
Sports	International Organization	Others	
0.2%	0.1%	1.3%	

*6 . Distribution of users' career

Student	Business, service worker	Technical person	Enterprises' managing person
33.2%	11.1%	11.0%	8.8%
Unemployed	Teacher	Government Officer	Manufactory, transportation worker
7.9%	7.7%	6.7%	5.8%
Clerk	Freelancer	Peasants and farmers	Solider
3.9%	2.4%	1.2%	0.3%

*7 . Monthly Income per Capita of non-student Internet users: (RMB)

less than 500	501 ~ 1000	1001 ~ 1500	1501 ~ 2000	2001 ~ 2500	2501 ~ 3000
25.1%	18.7%	15.2%	11.5%	6.3%	4.5%
3001 ~ 4000	4001 ~ 5000	5001 ~ 6000	6001 ~ 10000	Over 10000	No Income
3.4%	2.6%	1.4%	1.2%	0.5%	9.6%

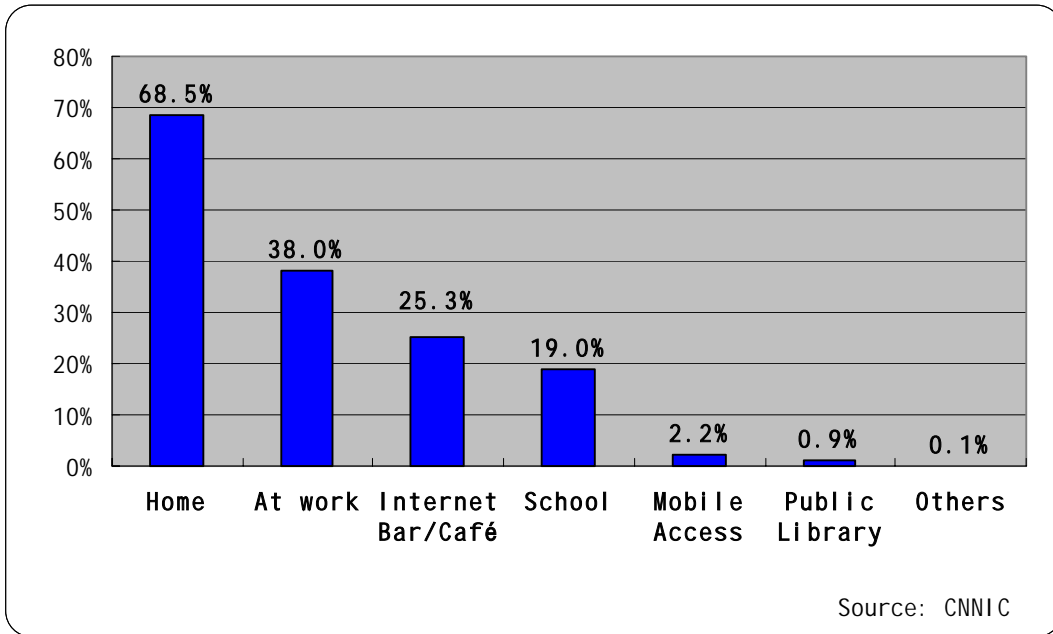
*8 . Monthly Income per Capita for student Internet users (Income includes: scholarships, earnings from part-time jobs, school subsidies): (RMB)

less than 500	501 ~ 1000	1001 ~ 1500	1501 ~ 2000	2001 ~ 2500	2501 ~ 3000
50.0%	41.0%	5.1%	1.3%	0.5%	0.4%
3001 ~ 4000	4001 ~ 5000	5001 ~ 6000	6001 ~ 10000	Over 10000	No Income
0.2%	0.1%	0.1%	0.0%	0.0%	1.3%

B. The usage situation and users' satisfactory degrees

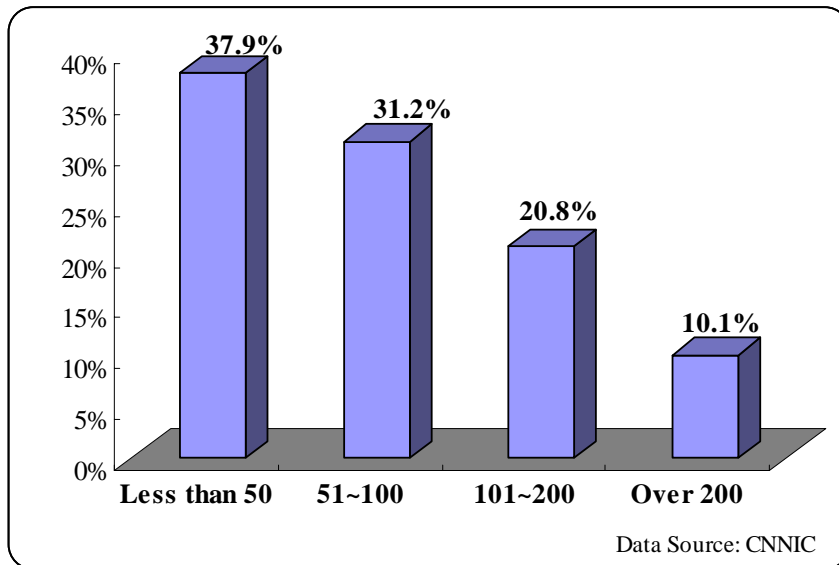
*1 . Main locations for accessing the Internet: (results of multiple choices)

Home	At work	Internet Café Internet School	School	Mobile Access	Public Library	Others
68.5%	38.0%	25.3%	19.0%	2.2%	0.9%	0.1%



2 . Monthly Internet access expenditure (RMB)

Less than 50	51-100	101-200	over 200
37.9%	31.2%	20.8%	10.1%



Note: Expenditure here refers to the Internet connection fees by ISPs and the telephone charges simultaneously incurred by telephone companies; the daily phone call charges are excluded.

*3 . Average Accessing Time: 14.0 Hours / Week

*4. Average number of days that users access the Internet: 4.2 Days / Week

*5 . When do users logon: (results of multiple choices)

0:00	1:00	2:00	3:00
19.8%	6.5%	4.9%	3.3%
4:00	5:00	6:00	7:00
2.4%	2.7%	3.6%	4.7%
8:00	9:00	10:00	11:00
14.9%	24.1%	27.1%	25.9%
12:00	13:00	14:00	15:00
28.7%	30.1%	36.0%	34.9%
16:00	17:00	18:00	19:00
34.1%	32.3%	33.1%	42.7%
20:00	21:00	22:00	23:00
58.4%	58.3%	49.1%	31.6%

*6 . Average number of E-mail accounts: 1.6/ person
Free mail Accounts: 1.5/ person

*7 . E-mail received (Not including spam): 5.2/ week
Spam received: 9.3/ week
Mails sent: 3.7/ week

*8 . Primary purpose for accessing the Internet:

■ Entertaining (including Internet games and VOD)	37.9%
■ Getting Information	37.8%
■ Studying and browsing knowledge	10.3%
■ Online community, forum and friends making	5.9%
■ Communication (including email and IM)	2.0%
■ Academic research :	1.4%
■ Approaching free resources (i.e. personal homepage/download resources)	1.3%
■ Financing on the Internet	1.0%
■ For sentimental needs	0.9%
■ No specific purpose	0.3%
■ Buying and selling online	0.1%
■ Other commercial activities	0.1%
■ Becoming fashionable, for curiosities	0.1%
■ Exchanging personal views and opinions	0.1%
■ Others	0.8%

9 . Services that are most frequently used (result form multiple choices)

■ Email	91.3%
■ News	79.3%
■ Search engine	64.5%
■ Browsing stuff other than News	57.2%
■ Online music (including music downloading)	45.6%
■ Instant Messeage	44.9%
■ BBS, Community, forum	40.6%
■ Online films/TV programs (including films/TV programs downloading)	37.8%
■ School/class mate BBS	28.5%
■ Downloading / uploading (excluding music,films/TV programs downloading/uploading)	25.8%
■ Internet games	23.4%
■ Online chatroom	20.7%
■ Online shopping	19.6%
■ Personal homepage service	16.6%
■ Online banking	14.1%
■ Online recruiting	12.2%
■ Online education	10.6%
■ Blog	10.5%
■ E-magazine	9.6%
■ Online sales (including online promotion and auction) :	6.9%
■ IP telephone	5.4%
■ SMS and MSM (Multimedia Short Message)	4.9%
■ Stock trading online	4.5%
■ Ticket / Hotel reservation	2.6%
■ Others	0.5%

10 . Channels/ways for users to be aware of new websites

(Results from multiple choices)

■ Search engine	84.5%
■ Website links on other sites	61.6%
■ Recommended by others	57.0%
■ Books, newspapers and magazines	21.9%
■ Emails	21.0%
■ books collecting various website addresses	14.4%
■ Radio and Television	8.7%
■ Outdoor Advertisements	7.0%
■ Yellow Pages	2.7%

- Others 0.6%

11 . Users' attitudes towards how much Internet could help them in the following four aspects:

	Greatly	A lot	So so	Only a little	Very little
■ Studying	47.8%	29.2%	17.9%	3.6%	1.4%
■ Working	39.9%	35.7%	20.5%	3.1%	0.8%
■ Daily life	25.5%	33.6%	33.6%	5.9%	1.4%
■ Entertainment	37.5%	33.0%	24.1%	4.2%	1.3%

12 . Users' attitudes towards the Current Internet

	Excellent	Satisfied	So so	Unsatisfied	Disappointed
■ Speed	4.9%	32.9%	39.7%	17.4%	5.1%
■ Cost	3.3%	17.2%	42.9%	28.0%	8.6%
■ Security	2.3%	16.8%	45.8%	27.0%	8.0%
■ Abundance of Chinese information	8.7%	44.2%	36.7%	8.5%	1.9%
■ Easy to use	10.8%	44.7%	37.3%	6.0%	1.3%
■ Overall	2.6%	37.7%	52.0%	6.9%	0.8%

13 . Aspects Internet users are most unhappy with

■ Internet viruses	25.6%
■ Popup ads and windows	22.6%
■ Attack/Spyware by the Internet	14.5%
■ Online traps of different charges	11.8%
■ Spam	9.4%
■ Fake information on the Internet	8.0%
■ Inappropriate information online	4.1%
■ The exposure of privacy	3.3%
■ others	0.8%

*14 . Users' attitudes towards the Current Internet

1. Internet can improve the efficiency of one's work/study and life

■ 100% agree	22.3%
■ 75% agree	63.0%
■ 50% agree 50% disagree	10.6%
■ 75% disagree	3.4%
■ 100% disagree	0.7%

2. It is likely to be influenced by the inappropriate information on the Internet

■ 100% agree	13.1%
■ 75% agree	24.0%
■ 50% agree 50% disagree	21.6%
■ 75% disagree	31.8%
■ 100% disagree	9.5%

3. The extent to which Internet users trust Internet

■ 100% trust	6.1%
■ 75% trust	44.6%
■ 50% trust	40.6%
■ 75% distrust	7.6%
■ 100% distrust	1.1%

C. Internet users' views on popular Internet issues

1. Information obtaining approaches

■ Search engine	58.2%
■ Known websites	35.7%
■ Arbitrary websites/pages	3.7%
■ Links on some websites	1.7%
■ Ads on some webpages	0.6%

2. The configuration and modification ever altered on Internet browsers by Internet users themselves before (results of multiple choices)

■ Default homepage of Internet browsers	57.8%
■ Security and privacy configuration	48.6%
■ Having toolbars and plugins for browsers	44.3%
■ No modification ever made before	17.0%
■ Modification not listed above	12.2%

3. Information Internet users often searched on search engines

■ Websites/website pages	93.5%
■ Software	55.1%
■ MP3	47.9%
■ Pictures/images	30.2%
■ Geographical location (maps/atlas)	10.2%
■ Others	0.2%

4 . Information that were mostly inquired (results of multiple choices, 5 choices at most)

■ News	83.5%
■ Computer hardware and software	51.2%
■ Entertainment	50.9%
■ Daily life services	36.8%
■ E-books	33.3%
■ Social culture	25.1%
■ Education	19.4%
■ Academic bibliography/paper	17.9%
■ Job hunting	17.3%
■ Sports	15.2%
■ Science and Technology	13.5%
■ Military	10.8%
■ Prize-giving activities	8.4%
■ Automobile	7.2%
■ Tourism/traveling and transportation	6.9%
■ Finance and Insurance	5.8%
■ Business and trade	5.7%
■ Enterprises	5.5%
■ Real estate	5.3%
■ Enterprise Management	5.2%
■ Law, regulation and policy	5.1%
■ Medical care	3.3%
■ E-government	2.8%
■ Advertisement	2.1%
■ Friends making/Marriage seeking	1.4%

5 . Internet information that users are still unsatisfied (Results from multiple choices, 5 choices at most)

■ E-books	25.1%
■ Academic bibliography/paper	24.0%
■ Daily life services	19.1%
■ News	19.0%
■ Computer hardware and software	17.9%
■ Education	17.1%
■ Entertainment	15.1%
■ Job hunting	15.0%
■ Social culture	11.9%
■ Law, regulation and policy	11.6%
■ Medical care	11.4%

■ E-government	10.9%
■ Tourism/traveling and transportation	10.5%
■ Science and Technology	10.1%
■ Prize-giving activities	9.4%
■ Enterprises	8.3%
■ Business and trade	7.4%
■ Military	7.2%
■ Finance and Insurance	6.7%
■ Enterprise Management	6.5%
■ Real estate	5.7%
■ Automobile	4.4%
■ Sports	4.1%
■ Advertisement	3.8%
■ Friends making/Marriage seeking	3.7%

6 . The biggest problem encountered in obtaining information online

■ Too much repeated information found	44.6%
■ Obsolete or not updated information found	27.5%
■ The information found is of little use	10.7%
■ Too complex to get useful information	10.2%
■ Fake/false information	7.0%

7 . Types of email accounts that are used most frequently

■ Personal free email account(s)	80.3%
■ Email account(s) provided by working unit/organization	12.1%
■ Paid personal email account(s)	6.4%
■ Email account(s) presented by others	0.8%
■ No email account(s) yet	0.1%
■ Others	0.3%

8 . The rough time when users applied the email accounts they most frequently used

■ In the past 3 monts	4.2%
■ 3 months ~ 6 months ago	3.3%
■ 6 months ~ 1 year ago	9.9%
■ 1 year ~ 2 years ago	20.5%
■ 2 years ~ 3 years ago	19.0%
■ Over 3 years ago	43.1%

9 . The frequency of users to use their email accounts

■ everyday	50.6%
■ once every 2 ~ 3 days	27.2%

- 1 ~ 2 times every week 16.7%
- 1 ~ 3 times every month 4.8%
- less than once every month 0.8%

Question 10-11 are designed for those who owe paid email accounts

10 . Aspects that users consider the most to use paid email accounts

- High reliability 41.6%
- Big space 10.3%
- High access speed 9.2%
- Low cost 6.5%
- Fewer spam mails 6.5%
- Large-sized attachments allowed 6.4%
- More features associated 4.8%
- Easy to send/receive emails 3.5%
- Do not care, as long as the email account works 3.5%
- Proved better to send/receive international emails 3.1%
- Better Anti-Virus services 3.0%
- Others 1.6%

11 . The payer of the bills for the paid email account(s)

- The user himself 66.7%
- At use's company's expense 23.6%
- Both of the above 9.7%

Question 12-14 are designed for those who don't owe any paid email account

12 . The reason(s) why free email account users didn't apply charged email accounts (Results from multiple choices)

- Free email accounts are of enough use, charged ones are unnecessary 90.0%
- High charges of the non free email accounts 29.4%
- Inconvenient to pay the bills for the charged email accounts 14.5%
- Unsatisfactory with the services provided by charged email accounts 13.3%
- Complicated steps/procedures to follow to apply for charged ones 10.9%

13 . Whether free Email account users' intend to apply for charged email accounts within the next 12 months?

- Possibly no 29.9%
- Negative 29.8%
- Hard to say 26.3%

- Possibly yes 12.8%
- Affirmative 1.2%

14 . Monthly Email expenditure users regarded as acceptable: (monthly, in RMB)

- Under 5 (5 RMB included) 79.7%
- 6-10 17.7%
- 11-30 2.0%
- 31-50 0.5%
- 51-70 0.1%
- 71-100 0.0%
- Over 100 0.0%

Question 15-17 are designed for those who often use IMs (Instant Messenger)

15 . The reasons for using certain IM(s) (Results from multiple choices)

- Most of the people I keep contact with use certain IM(s) 83.1%
- For work 51.6%
- Quite used to the current IM(s) and don't intend to change 35.7%
- A way to find more friends 29.5%
- Stable and quick responded 27.9%
- High security 10.0%
- Capable of sending/receiving short messages to/from mobile phones 9.3%
- Mobile chatting 8.8%
- Consice interface 7.8%
- Anonymity : 7.7%
- Features/functions associated 6.5%
- Toll free IP phonecalls available 5.2%
- No ads 4.1%
- Others 0.6%

16 . Except for the text chat function, the other features users often used or expected to be included in IMs (Results from multiple choices)

- Two people viedo chat 44.7%
- IP phonecalls 43.5%
- File transmission 38.6%
- Tow people audio chat 34.7%
- Online storage 34.6%
- Multiple people video chat 33.9%
- Listening music 19.3%
- Emotions 19.2%
- Posting images 18.4%

■ VOD	17.9%
■ Multiple people Audio chat	17.5%
■ Online games	16.7%
■ Sending short messages/multimedia messages	13.3%
■ Blog	9.6%
■ Settings	3.9%
■ Others	0.5%

17 . Users' opinions towards the using of IMs

	YES	NO
It decreased the frequency of using emails	66.9%	33.1%
It made users cannot live without IMs	70.2%	29.8%
It improved teamwork	68.6%	31.4%
It saved time	88.6%	11.4%
It enlarged one's circle of acquaintances	83.8%	16.2%
It increased time on chatting	79.2%	20.8%

Question 18-28 are designed for those who have experiences of online shopping

18 . Frequency of accessing online shopping websites

■ Frequently	53.1%
■ Sometimes	42.0%
■ Rarely	4.9%

19 . The frequency of users to do online shoppings in the most recent 6 months

■ Once	17.1%
■ 2 ~ 3 times	35.3%
■ 4 ~ 5 times	21.1%
■ 6 ~ 10 times	13.3%
■ 11 ~ 20 times	5.7%
■ Over 20 times	7.5%

20 . The accumulated expenditure on online shopping in the most recent 6 months
(in RMB)

■ 0 ~ 100	16.3%
■ 101 ~ 200	16.8%
■ 201 ~ 500	26.3%
■ 501 ~ 1000	17.5%
■ 1001 ~ 2000	11.1%
■ 2001 ~ 3000	5.7%
■ 3001 ~ 5000	2.9%
■ Over 5000	3.5%

21 . Reasons for online purchasing (Results from multiple choices)

■ Easy to operate	66.4%
■ Lower price	61.3%
■ Access to goods not locally available	45.6%
■ A big variety of goods	33.8%
■ For curiosity	20.3%
■ Others	2.5%

22 . Aspects that users consider the most to choose the online shopping website(s)
(Results from multiple choices)

■ Widely known	61.4%
■ Good reputation	55.1%
■ Good historical transaction records	41.4%
■ High transactional security	40.4%
■ A big range of goods	38.4%
■ Lower prices than other websites	37.9%
■ High quality services	24.8%
■ Fast delivery of goods ordered	22.3%
■ Clear categories of goods online	20.4%
■ Recommende by friends	6.7%
■ Others	0.7%

23 . Product /service that users purchased in the most recent 6 months (Results from multiple choices) :

■ Books, newspaper, magazines or other paper-based publications	48.1%
■ AV products (including CD,VCD,DVD etc.)	36.7%
■ Computer appliance	28.5%
■ Clothes	15.8%
■ Goods for online games	15.7%
■ Lining and housing appliance and services	15.7%
■ MP3 player	15.0%
■ Mobile phone	14.5%
■ Computer software	13.7%
■ Cosmetics	11.8%
■ IP telephone card, topup card for mobile phones and other kinds of toppup cards	8.9%
■ Other electrical or digital products	8.2%
■ Digital camera	7.9%
■ Sports goods	7.3%
■ Tourism tickets booking and hotel reservation services	6.9%

■ Charged subscription and member services	6.8%
■ Home appliance	5.5%
■ Stationary	5.0%
■ Fresh flowers, cakes and other gift services	4.8%
■ Medicine, medical/health care products or services	4.3%
■ Educational training services	4.1%
■ Food	2.6%
■ Money management, insurance products or services	1.1%
■ Others	2.3%

24 . Products or services that users are still not satisfied with (Results from multiple choices)

■ Computer appliance	19.0%
■ Books, newspaper, magazines or other paper-based publications	17.4%
■ Mobile phone	14.9%
■ AV products (including CD,VCD,DVD etc.)	14.2%
■ Home appliance	13.3%
■ Computer software	13.1%
■ Clothes	12.9%
■ Tourism tickets booking and hotel reservation services	12.0%
■ Educational training services	11.9%
■ Digital camera	10.8%
■ Food	10.3%
■ MP3 player	9.7%
■ Other electrical or digital products	9.3%
■ Lining and housing appliance and services	9.3%
■ Medicine, medical/health care products or services	9.2%
■ Charged subscription and member services	7.6%
■ Fresh flowers, cakes and other gift services	7.5%
■ Money management, insurance products or services	7.5%
■ IP telephone card, topup card for mobile phones and other kinds of toppup cards	6.8%
■ Sports goods	6.6%
■ Stationary	6.4%
■ Goods for online games	6.1%
■ Cosmetics	5.2%
■ Others	1.8%

25 . Payment method user preferred

■ Online Payment (credit cards or debit cards)	48.4%
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■ Make payment on delivery	23.3%
■ Bank transfer	16.6%
■ Postal order	10.9%
■ Accumulated on telephone bills	0.3%
■ Others	0.4%

26 . Delivery methods users preferred

■ Regular mail	32.7%
■ In-door delivery	24.3%
■ EMS :	23.1%
■ Other express deliveries	18.6%
■ Navigational, railway shipping	0.7%
■ Others	0.6%

27 . Primary obstacles of online purchases

■ Quality of products, after-sale services and the credit of the producer can not be guaranteed	48.4%
■ Security can not be guaranteed	26.9%
■ Unreliable Information online	7.7%
■ Inconvenient payment methods	6.3%
■ Unattractive price	5.3%
■ Late delivery	4.9%
■ Others	0.5%

28 . Do you consider purchasing online in the next 6 months?

■ Do more shopping online than before	38.4%
■ Do online shopping as usual	56.2%
■ Do less shopping online than before	4.4%
■ Will not do online shopping any more	0.9%

Question 29-33 are designed for those who play Internet games

29 . Average gaming time Internet game players spend per week: 10.9 hours

30 . Main locations for playing Internet games (results of multiple choices)

■ Home	68.2%
■ Internet bar/Café, Internet School	30.8%
■ At work	16.8%
■ School	8.6%
■ Others	0.7%

31 . Average monthly expenditure spend on Internet games (in RMB)

■ 0	37.0%
■ 1 ~ 20	24.8%
■ 21 ~ 40	14.9%
■ 41 ~ 60	8.9%
■ 61 ~ 80	4.0%
■ 81 ~ 100	4.6%
■ 101 ~ 200	4.1%
■ 201 ~ 500	1.3%
■ Over 500	0.4%

32 . The average accumulated expenditure on purchasing virtual Internet game property/items (including weapons, equipment, identification, etc.) : 178 RMB

33 . Favorite game type(s) (Results from multiple choices)

■ Chess/Board/Card/Puzzles or such games	57.8%
■ RPG (such as Legend of Mir)	49.4%
■ Casual games (such as POPTANG)	37.1%
■ One-on-one games (such as CGA gaming platform)	32.0%
■ RTS (such as Shattered Galaxy/Tactical Commanders)	11.3%
■ SLG (such as Winning Post Online)	5.3%
■ Others	0.1%

(Estimates with "" are results from sampling survey)*

Section V Survey Method

In accordance with the statistical theories and International common practice, based on the previous 15 statistical surveys, we adopted computer auto online searching, online survey, offline sampling and receive statistics from relevant institutions.

1. 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.

2. Online Survey

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.cn) and offer its linkage on major info ports and ICP/ISP's homepages, encouraging Internet users to fill in and submit their questionnaires.

From June. 10 to 30, 2005, CNNIC conducted the online survey, and gained great support by many domestic well-known websites and media. 20,501 questionnaires were received with 18,136 effective responses.

3. 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 5,000 samples in the whole country. With 95% of the degrees of confidence and design effect of 2.5, the absolute error of the estimated number was limited as 3%. The samples were collected in accordance with the distribution of national telephone users aged 6 years or above.

Weighting Method

Weighting method is adopted to obtain the final survey result.

C. Sample method for Group B

Follow the principle of combing science with maneuverability:

Establishment of sampling guideline

As Group B represents all the university/college students living at school in China, we adopted “university/college students living at school set quantity” as the sample target.

Sample quantity

In order to ensure the precision of the statistics, we chose 4,000 samples in the whole country. The samples were collected in accordance with the distribution of “the percentage of the number of the university/college students of a province/city in the whole country $\times 200$ ”.

After fixing the survey objects, we conducted telephone interviews with household telephone users and university/college students living at school, getting the weighted data of Group A and Group B. After weighting the two groups of weighted data, Group A and Group B, the final survey results were calculated, such as the total number of Internet users in China, their characteristics and online behavior, etc.

D. 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 38%.

E. Data Pre-processing

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.