

10th Statistical Survey on the Development of Internet in China

(July. 2002)



China Internet Network Information Center

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Section I Background

The statistical information on number of host computers, Internet users, the distribution of users and information traffic, 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 former Informatization Office of the State Council and the CNNIC Steering Committee appointed CNNIC to implement the statistical survey in cooperation with other four major network organizations in China. From November 1997 to January 2002, CNNIC had published its survey for nine times. These survey reports were well accepted and widely cited by the public both domestic and overseas. In order to systemize the survey and make it regular, in 1998, CNNIC decided to conduct the survey in each January and July, twice a year. This is the 10th official survey report.

It should be highlighted that many of the state departments, such as the Telecom Administration affiliated to MII (the Ministry of Information Industry) signed and issued the document, which called relative organizations together to cooperate with CNNIC's survey. Supported by those Network organizations and other relatives such as supporting websites, press and media, the survey carried on smoothly and successfully.

Section II Survey Content

The 10th Statistical Survey on the development of Internet in China includes the following contents:

1. The macrosituation 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
- The total International bandwidth 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
- Internet Users' views on hot issues

Section III Description of Concepts

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

Website: Refers to the web site which has a 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 channel of www.sina.com.cn.

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

Note: The closing date for the survey is June 30, 2002

Section IV Survey Result

1. The Macrosituation of the Internet Development in China

A. Computer Host in China (Million)

Total	Leased Lines	Dial-up	Others
16.13	3.07	12.00	1.06

B. Internet Users in China: (Million)

Total	Leased lines	Dial-up	ISDN	Broadband
45.80	16.06	33.42	3.15	2.00

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: The number of Internet users who use both leased lines and dial-up connections is 6.6 million. The number of leased line and dial-up users presented in the former (9th) survey report did not include such common part.

Note 3: Leased line users refers to the users of LAN, which connects the Ethernet.

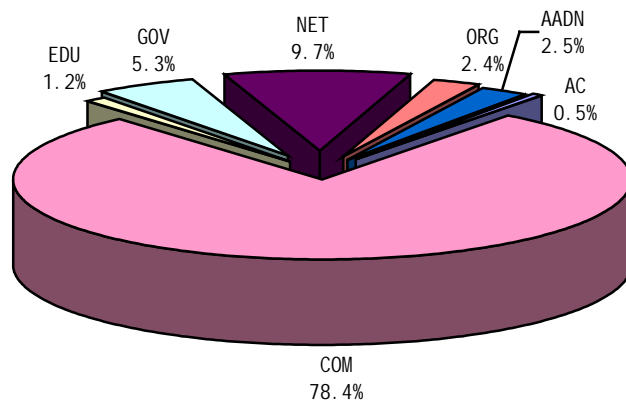
Note 4: Broad band connection includes ADSL, cable modem, etc.

Besides computers, 1.29 million Internet users use other facilities (mobile terminals, information appliances).

C. Domain Names Registered Under ".CN":

	AC	COM	EDU	GOV	NET	ORG	AADN	合计
Number	692	98835	1482	6686	12248	3031	3172	126146
Percentage	0.5%	78.4%	1.2%	5.3%	9.7%	2.4%	2.5%	100.0%

AADN: Administration Area Domain Name



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

	Beijing	Shang hai	Tianjin	Chon g qing	Hebei	Shanxi	Inner Mongoli a
Number	38658	13115	2144	1201	2570	850	644
Percentage	31.0%	10.5%	1.7%	1.0%	2.1%	0.7%	0.5%
	Liao ning	Jilin	Heilon g jiang	Jian g su	Zhe jiang	Anhui	Fujian
Number	3656	916	1365	6678	5736	1418	3065
Percentage	2.9%	0.7%	1.1%	5.3%	4.6%	1.1%	2.5%
	Jiangxi	Shan dong	Henan	Hube i	Hunan	Guang dong	Guangxi
Number	573	4980	2131	2327	1305	19854	983
Percentage	0.5%	4.0%	1.7%	1.9%	1.0%	15.9%	0.8%
	Hainan	Sichuan	Guizho u	Yun nan	Tibet	Shaan xi	Gansu
Number	813	2324	367	1419	149	1688	510
Percentage	0.7%	1.9%	0.3%	1.1%	0.1%	1.4%	0.4%
	Qingha i	Ningxia	Xinjian g	Hong Kong	Macao	Taiwan	
Number	130	324	1102	1669			
Percentage	0.1%	0.3%	0.9%	1.3%			

D. The Number of “WWW” Websites(.CN, .COM, .NET, .ORG): 293,213

The distribution of “WWW” websites domain names:

	AC. CN	COM (.CN)	EDU .CN	GOV .CN	NET (.CN)	ORG (.CN)	DISTRICT .CN	TOTAL
Number	453	232118		4929	42289	11652	1772	293213
Percentage	0.1%	79.2%		1.7%	14.4%	4.0%	0.6%	100.0%

The geographical distribution of “WWW” websites:

	Beijing	Shang hai	Tianjin	Chong qing	Hebei	Shanxi	Inner Mongolia
Number	62268	33945	3630	2340	6052	1520	1343

Percentage	21.2%	11.6%	1.2%	0.8%	2.1%	0.5%	0.5%
	Liao ning	Jilin	Heilong jiang	Jiangsu	Zhe jiang	Anhui	Fujian
Number	11149	1979	3207	18298	27917	3670	12638
Percentage	3.8%	0.7%	1.1%	6.3%	9.5%	1.3%	4.3%
	Jiangxi	Shan dong	Henan	Hubei	Hunan	Guang dong	Guangxi
Number	1525	13036	5069	5811	2833	54250	2450
Percentage	0.5%	4.4%	1.7%	2.0%	1.0%	18.5%	0.8%
	Hainan	Sichuan	Guizhou	Yun nan	Tibet	Shaanxi	Gansu
Number	1250	6425	833	2149	651	2886	1091
Percentage	0.4%	2.2%	0.3%	0.7%	0.2%	1.0%	0.4%
	Qinghai	Ningxia	Xinjiang				
Number	348	708	1942				
Percentage	0.1%	0.2%	0.7%				

E. The Total Bandwidth of Leased International Connections: 10,576.5M

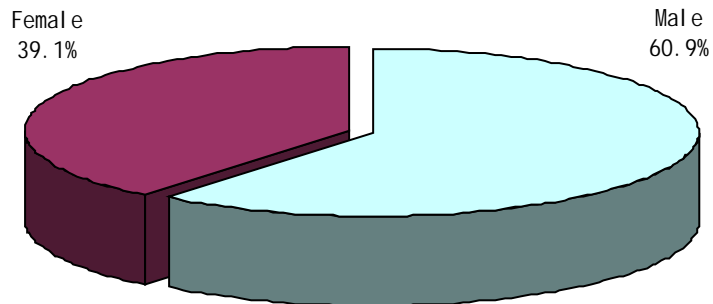
Countries directly interconnected to China's Internet include the United States, Canada, Australia, Britain, Germany, France, Japan, South Korea, etc. The detailed distribution among Interconnecting Networks is as follows.

- CSTNET: **55M**
- CHINANET: **6452M**
- CERNET: **257.5M**
- UNINET: **693M**
- CNCNET: **2870M**
- CIETNET: **2M**
- CMNET: **247M**
- CGWNET:(under construction)
- CSNET: (under construction)

2. Survey on Behavior and Consciousness of Internet Users

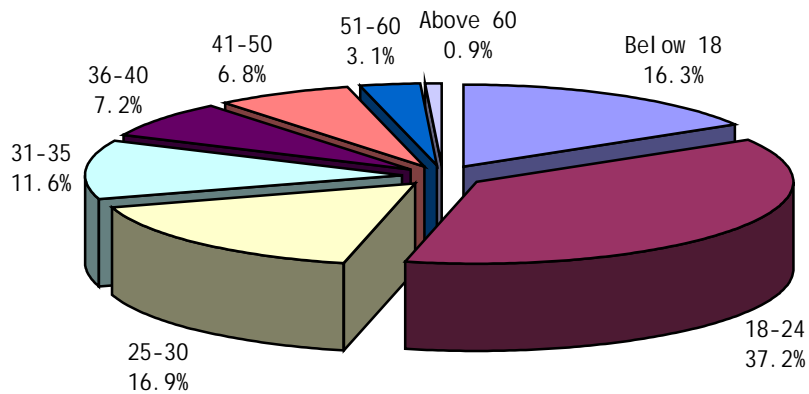
A. General Information:

*1 . Sex:Male 60.9% , Female 39.1%



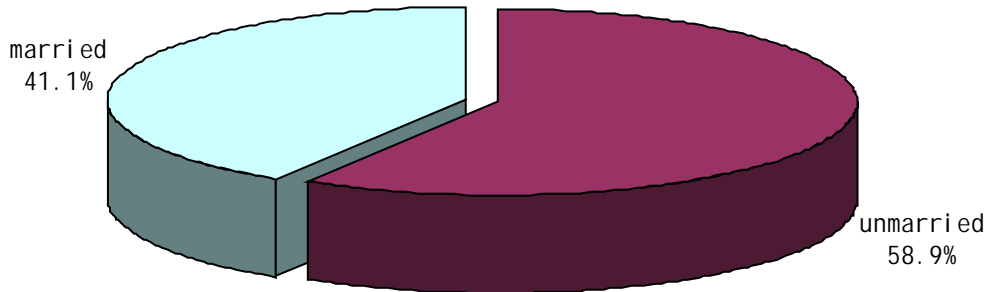
*2 . Age

Under18	18-24	25-30	31-35	36-40	41-50	51-60	Above 60
16.3%	37.2%	16.9%	11.6%	7.2%	6.8%	3.1%	0.9%



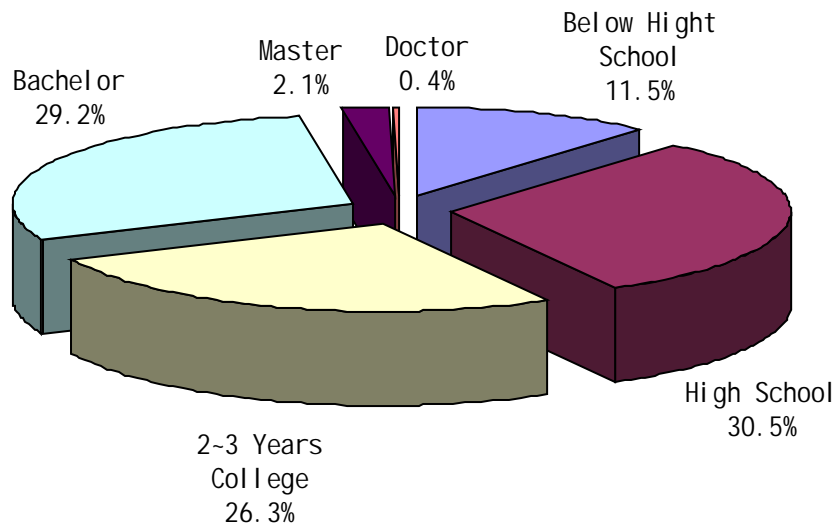
*3 . Marriage Status:

Unmarried 58.9% , Married 41.1%



*4 . Educational Degree:

Under High School	High School	2-3Years College	Bachelor Degree	Master Degree	Doctor Degree
11.5%	30.5%	26.3%	29.2%	2.1%	0.4%



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

Government, Social Communities	Transportation, Storage	Postal Service	IT Industry
12.1%	4.3%	0.9%	9.8%
Wholesale and retail	Financial, Insurance	Real estate Industry	Food and Drink
14.6%	7.0%	1.9%	0.8%
Service Industry	Tour, Hotels	Leasehold and other social services	Sanitation and Social welfare
4.1%	0.9%	0.9%	2.9%
Consultation Service	Culture & Art	Sportsdom	Entertainment
2.4%	1.1%	0.2%	1.2%
Advertisement	Press and Media	Education, Scientific researches	Manual facture
1.0%	0.8%	10.8%	10.0%
Architecture	Agriculture, forestry, animal husbandry and fishery	Mining	Water, Electricity and Air feed Industry
3.3%	2.1%	0.9%	3.4%
Integrated technical services	Others		
1.0%	1.6%		

*6 . Distribution of users' career:

Government Officer	Enterprises' managers	Engineering Person	Teachers
7.5%	8.2%	17.5%	4.0%
Clark	Business, service workers	Peasants and farmers	Production, transportation workers
13.2%	12.0%	1.1%	5.4%
Military man	Student	Unemployed man	Others
0.9%	26.2%	3.4%	0.6%

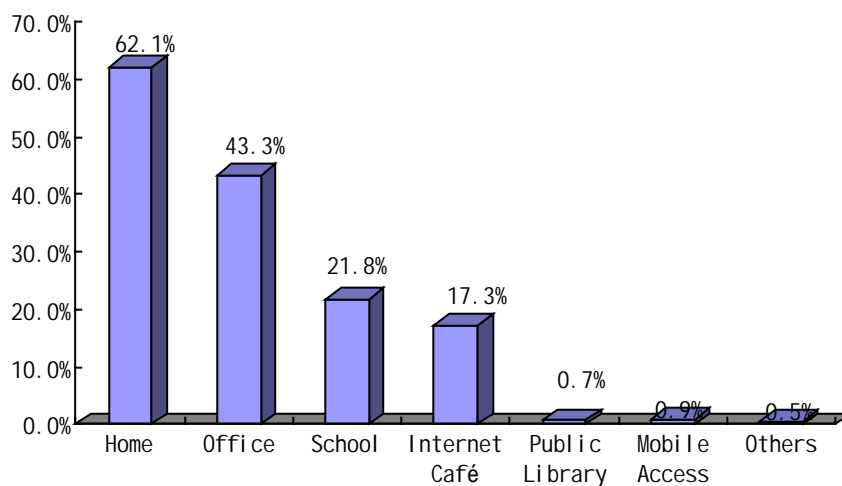
*7 . Monthly Income per Capita: (RMB)

Below 500	501-1000	1001-1500	1501-2000	2001-2500	2501-3000
24.8%	24.1%	16.5%	8.2%	4.6%	2.6%
3001-4000	4001-5000	5001-6000	6001-10000	More than 10000	No Income
2.7%	1.3%	0.7%	0.6%	0.9%	13.0%

B. The usage situation of the Internet

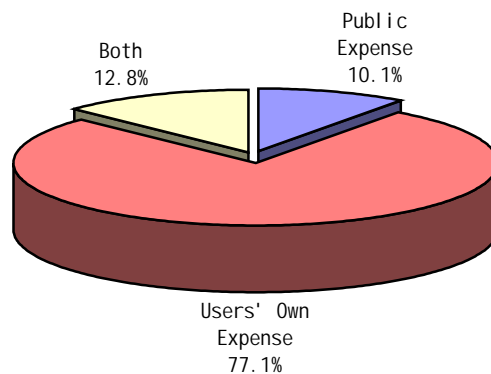
*1 . Main Access Locations: (results of multiple choices)

Home	Office	School	Internet Café	Public Library	Mobile Access	Others
62.1%	43.3%	21.8%	17.3%	0.7%	0.9%	0.5%



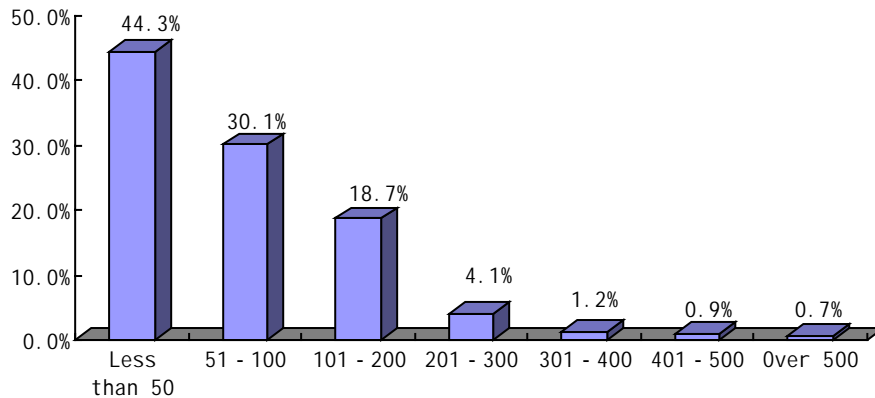
*2 . Access Expenditure:

Public Expense	Users' Own Expense	Both
10.1%	77.1%	12.8%



*3 . Actual Expenditure per Month: (RMB)

Less than 50	51 - 100	101 - 200	201 - 300	301 - 400	401 - 500	Over 500
44.3%	30.1%	18.7%	4.1%	1.2%	0.9%	0.7%



Note: The telephone fee was included web fee and communication fee on web, while daily telephone communication fee was not included.

*4 . Average logon time: 8.3 Hours / Week

*5. Average number of date that users logon: 3.1Days / Week

*6 . Time Period of Logon (Multiple Choice): (O'clock)

0 ~ 1	2 ~ 3	4 ~ 5	6 ~ 7
15.2%	6.4%	3.9%	4.8%
8 ~ 9	10 ~ 11	12 ~ 13	14 ~ 15
20.4%	21.2%	26.4%	34.9%
16 ~ 17	18 ~ 19	20 ~ 21	22 ~ 23
33.6%	48.5%	80.5%	46.5%

*7 . Average number of E-mail account: 1.6 / person
Free mail Account: 1.4 / person

*8 . E-mail Received (Not including Junk mails): 6.5 / Week
Junk mails Received: 6.9 / Week
E-mail Send: 5.3 / Week

*9 . Primary Goal for Accessing the Internet:

■ Get Information	47.6%
■ Study	6.6%
■ Learning Researches	0.8%
■ Entertainment	18.9%
■ Sensibility Required	1.2%
■ Making Friends	14.9%
■ Get free Internet Recourses	1.2%
■ Communication (E-mails, short messages and faxes, etc.)	4.4%
■ Stock Trading	0.9%
■ Online Shopping	0.3%
■ Business	0.8%
■ Jumping on the Bandwagon	0.3%
■ Others	2.1%

10 . Services that were the Most Frequently Used (Multiple Choice)

■ Email	92.9%
■ News group (UESNET)	20.4%
■ Search Engine	63.8%
■ Software Downloading and Uploading	51.0%
■ Information Acquiring	40.3%
■ Online Chatting	45.5%
■ BBS, Community Forum	18.9%
■ Free Personal Website Hosting	8.6%
■ E- Government	1.4%
■ Online game and Entertainment	18.6%
■ Online Shopping and Trading	10.3%
■ Short Messages	8.8%
■ Online Education	8.9%
■ E-Magazine	11.2%
■ IP Telephone	1.0%
■ Online Hospital	0.8%
■ Online Bank	2.8%
■ Stock Trading	7.1%
■ Online Auction	0.7%
■ Ticket/ Hotel Reservation	0.7%
■ Online Video Meeting	0.3%
■ VOD	5.2%
■ Living Broadcasting	4.4%
■ Multimedia (Enjoy MP3, FLASH, etc.)	19.7%
■ Others	0.2%

11 . Information that were mostly inquired (Multiple Choices):

■ News	75.8%
■ Computer Hardware and Software	60.3 %
■ Entertainment	41.3%
■ Living Services	24.9%
■ Social Culture	14.8%
■ E - Books	35.6%
■ Science and Education	28.8%
■ Sports	21.2%
■ Finance and Insurance	11.8%
■ Real Estate	3.9%
■ Automobile	8.37%
■ Job Hunting	19.0%
■ Business and Trade	6.7%
■ Enterprise	5.3%
■ Weather Forecast	5.0%
■ Travel and Transportation	7.3%
■ Medical Care	4.9%
■ Matchmaking	2.8%
■ Law, Regulation and Policy	8.3%
■ E-government	2.5%
■ Advertisement	5.1%
■ Others	0.8%

12 . The distribution of Information that had been reviewed

■ Chinese Language Information	81.4%
■ Domestic Information	71.4%

13 . Users' Needs that Still Can Not Be Satisfied (Multiple Choice)

■ News	29.7%
■ Computer Hardware and Software	32.0%
■ Entertainment	21.0%
■ Living Services	23.8%
■ Social Culture	11.7%
■ E-Books	37.7%
■ Technology and Education	23.0%
■ Sports	5.7%
■ Finance and Insurance	12.3%
■ Real Estate	6.5%
■ Automobile	7.1%
■ Job Hunting	21.4%

■ Business and Trade	9.2%
■ Enterprise	9.0%
■ Weather Forecast	6.3%
■ Travel and Transportation	10.3%
■ Medical Care	13.4%
■ Matchmaking	4.0%
■ Law, Regulation and Policy	13.4%
■ E- Government	9.1%
■ Advertisement	4.2%
■ Others	0.9%

14 . Approaches for users to be aware of new websites (Multiple choice)

■ Search engine	82.2%
■ Website Linkage	68.9%
■ E-Mails	30.5%
■ Recommended by friends, schoolfellows or colleagues	54.0%
■ Recommended by Internet Friends	28.0%
■ Books	17.8%
■ News Paper and Magazines	43.0%
■ Broadcasting and TV programs	12.3%
■ Yellow Pages	3.2%
■ Advertisement Outdoors	11.6%
■ Others	0.4%
■	

C. Internet Users' Views on Hot Issues

1 . Users' Satisfaction Degree towards the Current Internet

	Excellent	Satisfied	So so	Unsatisfied	Disappointed
Transmit Speed	3.5%	25.6%	38.4%	21.9%	10.6%
Expenditure	4.3%	17.4%	35.3%	28.7%	14.3%
Security	1.6%	14.5%	46.2%	28.6%	9.1%
Abundance of Chinese Information	5.1%	39.5%	40.7%	11.9%	2.8%
Authenticity of the Content	1.7%	21.0%	50.2%	21.7%	5.4%
Appropriate Content	2.6%	24.3%	50.1%	17.8%	5.2%
Protection of Privacy	2.7%	18.9%	44.9%	25.1%	8.4%
Easy to Operate	9.6%	45.2%	36.5%	6.9%	1.8%

2 . The Internet is helpful or not on

	Very Helpful	Helpful	So so	Less Helpful	No Helpful
■ Study	25.5%	43.7%	24.5%	5.1%	1.2%
■ Working	20.2%	38.1%	31.3%	7.4%	3.0%
■ Living	16.4%	37.9%	35.6%	7.8%	2.3%

3 . The aspect that Charged Email users consider the most:

■ Reliability	38.2%
■ Speed	6.2%
■ Security and Stability	34.2%
■ Volume	11.6%
■ Special Service	7.8%
■ Others	2.0%

4 .Free Email users' intention of applying for Charged Email within one year

■ Affirmative	13.9%
■ Possibly yes	26.2%
■ Hard to say	22.9%
■ Possibly not	21.1%
■ Negative	15.9%

5 . Users' views toward the Email Charged service

■ Accept	3.5%
■ Understandable	55.0%
■ Indifference	14.8%
■ Oppose	26.7%

6 . Users' Opinions toward the Internet Advertisements

■ Click frequently	15.8%
■ Click sometimes	50.9%
■ Click rarely	29.7%
■ Never Click it	3.6%

7 . The Most Attractive Advertisement Content (Multiple Choices)

■ Commonweal Activity	66.5%
■ News	41.3%
■ Business Corporations	11.2%
■ Merchandise Information	38.2%
■ Sales Promotion	64.3%

■ Announcement of New 4Web Site	19.3%
■ Science Activity	27.3%
■ Entertainment	36.0%
■ Visualize Advertisement	19.3%
■ Others	0.2%

8 . The Most Attractive Advertisement Form

■ Banner	41.9%
■ Button	20.7%
■ Moving	14.0%
■ Interleaf	4.7%
■ Characters	7.4%
■ E-mail	6.2%
■ Zoom in/out	3.2%
■ Full Screen	1.4%
■ Others	0.5%

9 . Do you like making advertising mails as references to purchase goods and services?

■ Affirmative	19.1%
■ Indifference	51.1%
■ Negative	29.8%

10 . Do you often make Internet advertisement as references to purchase goods and services?

■ Frequently	9.6%
■ Sometimes	67.2%
■ Never	23.2%

11 . For Internet Advertisement, the aspect that users were the most unsatisfied with:

■ Too much advertisements	16.1%
■ Lacking originality and imagination	11.7%
■ Authenticity may not be ensured	36.0%
■ Disturbed presenting mode	34.3%
■ Others	0.3%
■ Nothing at all	1.6%

12 . Access frequency of Online shopping websites

■ Frequently	17.4%
■ Sometimes	46.3%
■ Rarely	30.8%
■ Never	5.5%

13 . Have you ever purchased goods or services through online shopping websites?

■ Yes	31.2%
■ No	68.8%

14-19 For those people who have experiences of online purchasing:

14 . Reasons for online purchasing (Multiple Choice):

■ Saving time	48.5%
■ Reduce costs	43.67%
■ Easy to operate	42.4%
■ Looking for rare goods	33.5%
■ For fun and curiosity	25.5%
■ Others	2.5%

15 . Product /Service that users had purchased in last 12 months (Multiple choice) :

■ Books and magazines	69.0%
■ Computer appliance	33.2%
■ Photographic Equipment	4.3%
■ Communication appliance	11.6%
■ AV equipment and products	38.3%
■ Family electrical appliance	7.3%
■ Costume	5.0%
■ Sports Equipment	5.4%
■ Living and Housing service	11.6%
■ Medical Care Service	3.0%
■ Present service	12.1%
■ Financial and Insurance Service	2.5%
■ Educational Service	9.5%
■ Ticket	7.9%
■ Hotel reservation	5.2%
■ Others	1.8%

16 . Products or Services that still have not fulfill users' needs (Multiple Choice)

■ Books and magazines	37.0%
■ Computer appliance	27.6%
■ Photographic Equipment	10.3%
■ Communication appliance	19.7%
■ AV equipment and products	19.6%
■ Family electrical appliance	19.5%
■ Costume	21.2%
■ Sports Equipment	9.9%
■ Living and Housing service	17.0%
■ Medical Care Service	13.3%
■ Present service	15.8%
■ Financial and Insurance Service	13.4%
■ Educational Service	19.3%
■ Ticket	16.3%
■ Hotel reservation	10.0%
■ Others	0.2%

17 . Payment Methods

■ Cash and Carry	33.1%
■ Online Payment	30.7%
■ Post Offices transfer	30.0%
■ Bank Transfer	6.0%
■ Others	0.2%

18 . Deliver Methods

■ EMS:	15.7%
■ Other express deliveries	6.2%
■ Postal parcel	39.8%
■ Air, train parcel	1.5%
■ Home delivery	36.4%
■ Others	0.4%

19 . Primary Obstacles of Online Purchase

■ Security can not be guaranteed	22.1%
■ Inconvenient payment mode	13.0%
■ Quality of products, after service and credit of the producer can not be guaranteed	36.9%
■ Late delivery	10.2%
■ Unattractive Price	11.1%

- Unreliable Information 5.9%
- Others 0.8%

20 . Have your computer ever been invaded within last 12 months?

- Yes 60.1%
- No 31.4%
- Unknown 8.5%

21 . Main security protection methods adopted (Multiple choice)

- Pass word 24.8%
- Anti-virus soft ware 78.2%
- Fire wall 73.2%
- Electricity signature 4.3%
- Unclear, it's system managers responsibility 6.0%
- Never adopt any method 2.5%

22 . How often do users change the password of E-mail account?

- 1 Month 6.4%
- 3 ~ 6 Months 19.3%
- 6 ~12 Months 21.7%
- Never change 52.6%

23 . Average playing time of Internet game players:
8.66 Hours/ Week

24 . Favorite Internet Game Types (Multiple Choice)

- RPG 44.2%
- RTS 29.0%
- SLG 16.5%
- One to one match (Chess/Cards/Puzzle, etc.) 67.3%
- Others 2.2%

25 . Reasons for use Broadband

- High speed 59.8%
- Low cost 7.4%
- 24 Hours a day logon 5.5%
- Attractive services such as VOD 2.0%
- Available in office 24.6%
- Others 0.7%

26 . Reasons for users not to use Broadband

■ High preliminary charges	37.1%
■ The technique still not mature	3.7%
■ Unstable	1.8%
■ Lacking application services	3.9%
■ 24 hours a day logon increases Security Hidden trouble	1.0%
■ No such conditions (including no connection available)	47.1%
■ Others	5.4%

27 . Users' intention of applying for the Broadband connection:

■ Within 1 Month	2.2%
■ Within 1-3 Months	3.9%
■ Within 3-6 Months	7.1%
■ Within 6-12 Months	12.6%
■ After 1 Year	13.8%
■ Unknown/not clear/Hard to say	60.4%
■ No such Intension	0%

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