

**12<sup>th</sup> Statistical Survey on  
the Internet Development in China  
(July, 2003)**



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# **12<sup>th</sup> Statistical Survey Report on The Internet Development in China (July.2003)**

**China Internet Network Information Center**

## **Section I Background**

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.

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.

## Section II Survey Content

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

## Section 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**

## Section 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.*

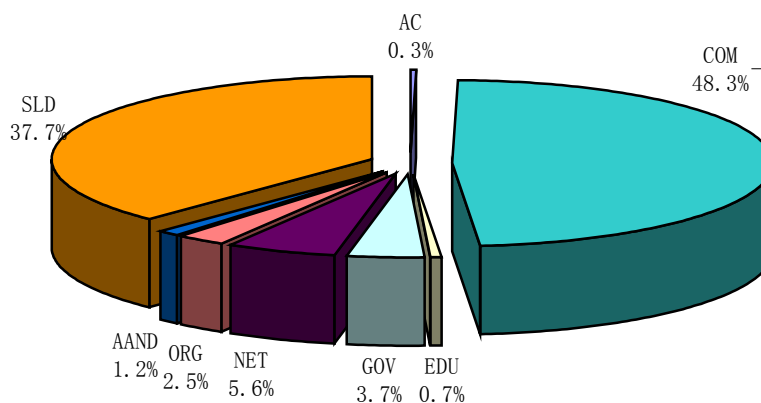
Besides computers, 1.8 million Internet users use other facilities (mobile terminals, information appliances).

#### 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%

*AADN: Administration Area Domain Name*

*SLD: Second Level Domain Name*



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

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

	AC.CN	COM (.CN)	EDU .CN	GOV .CN	NET (.CN)	ORG (.CN)	DISTRICT .CN	.CN	TOTAL
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:

	Beijing	Shanghai	Tianjin	Chong qing	Hebei	Shanxi	Inner Mongolia
Number	97850	53867	7491	4382	10800	2651	2484
Percentage	20.6%	11.4%	1.6%	0.9%	2.3%	0.6%	0.5%
	Liaoning	Jilin	Heilong jiang	Jiangsu	Zhejiang	Anhui	Fujian
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:

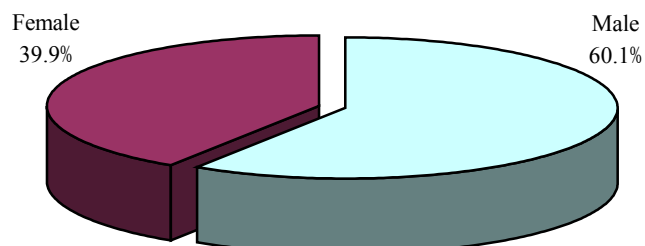
**32,084,480 i.e. 1A + 233B +146 C**

- 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

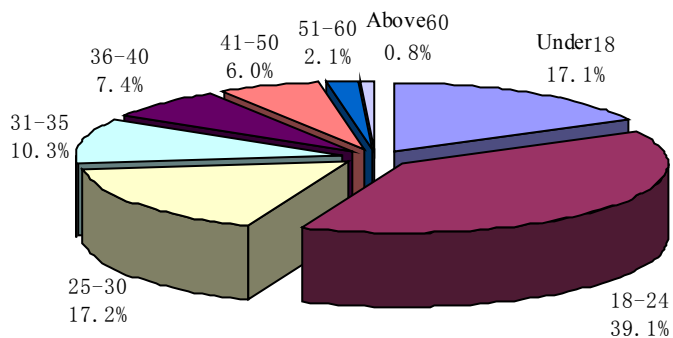
### A. General Information

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

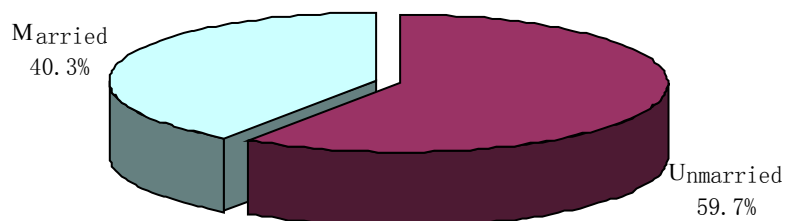


\*2. Age:

UNDER18	18-24	25-30	31-35	36-40	41-50	51-60	ABOVE60
17.1%	39.1%	17.2%	10.3%	7.4%	6.0%	2.1%	0.8%



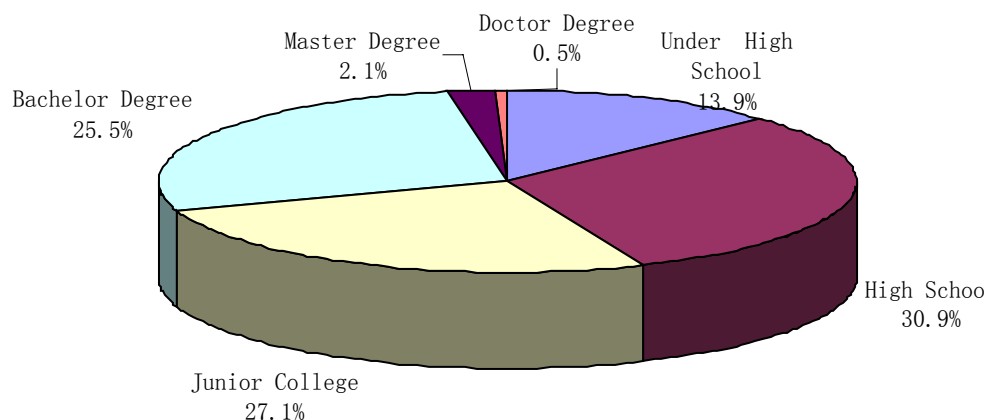
\*3. Marital Status: Unmarried - 59.7%, Married - 40.3%





\*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, Social Communities</b>	<b>Transportation, Storage</b>	<b>Postal Service</b>	<b>IT</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 Service</b>
3.7%	1.8%	0.9%	2.1%
<b>Advertisement</b>	<b>Leasehold and other Commercial services</b>	<b>Sanitation and Social 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 Researches</b>
0.4%	1.2%	13.2%	0.9%
<b>Integrated technical services</b>	<b>Manufacturing</b>	<b>Architecture</b>	<b>Environment and Public Facilities Management</b>
2.0%	11.8%	3.9%	0.4%
<b>Agriculture, forestry,</b>	<b>Mining</b>	<b>Water,</b>	<b>Geological</b>

<b>animal husbandry and fishery</b>		<b>Electricity and Air feed Industry</b>	<b>Prospecting</b>
1.6%	0.8%	2.6%	0.2%
<b>Water Conservancy</b>	<b>International Organization</b>	<b>Others</b>	
0.1%	0.2%	0.1%	

\*6. Distribution of users' career:

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

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

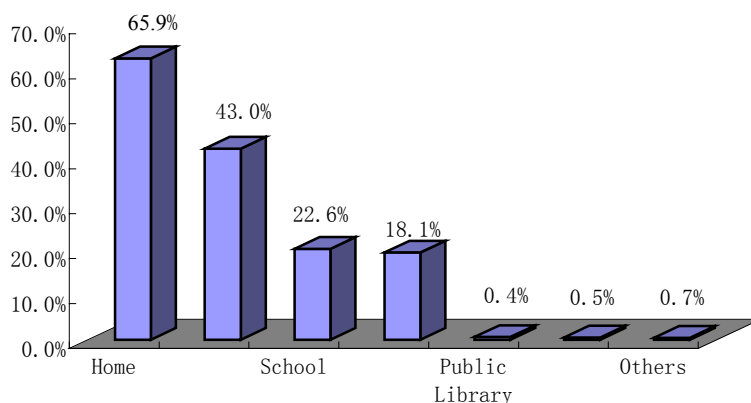
<b>Below 500</b>	<b>501-1000</b>	<b>1001-1500</b>	<b>1501-2000</b>	<b>2001-2500</b>	<b>2501-3000</b>
20.8%	18.3%	15.9%	9.8%	4.6%	3.7%
<b>3001-4000</b>	<b>4001-5000</b>	<b>5001-6000</b>	<b>6001-10000</b>	<b>More than 10000</b>	<b>No Income</b>
2.4%	2.0%	0.9%	1.0%	1.1%	19.5%

## B. The usage situation of the Internet users

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

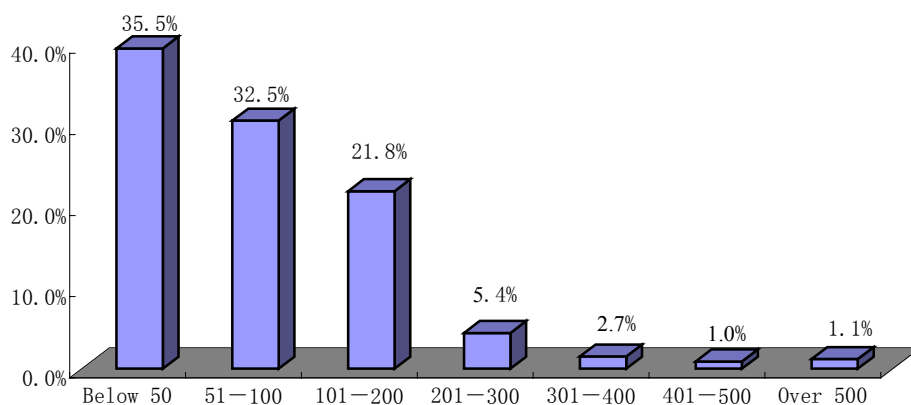
<b>Home</b>	<b>Office</b>	<b>School</b>	<b>Internet Café Internet School</b>	<b>Public Library</b>	<b>Mobile Access</b>	<b>Others</b>
65.9%	43.0%	22.6%	18.1%	0.4%	0.5%	0.7%

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\*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%
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■ 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%

***Question 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%

**Question 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' favorite 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%

**Question 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)*

## Section V Survey Method

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.

### 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.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.



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.

### **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 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.