

**13<sup>th</sup> Statistical Survey on  
the Internet Development in China  
(Jan. 2004)**

**China Internet Network Information Center**

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# **Statistical Survey on the Internet Development in China (2004/1)**

**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 13<sup>th</sup> 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 13th 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 situation of the Internet users in China

- General Information (sex, age, marriage, educational degree, income, etc.)
- The usage situation and users' satisfactory degree
- 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 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 December 31, 2003

## Section IV Survey Result

### 1. The Macro Situation of the Internet Development in China

#### A. Internet users in China

- Total users: 79.5 million (The 95% confidence intervals for the estimate were 77.04 million to 81.96 million.)
- By types of accessing methods (millions)

Leased Lines	Dial- up	ISDN	Broad Band
26.60	49.16	5.52	17.40

*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: Broad band users refer to beneficiaries of xDSL, cable modem, etc.*

#### 3. By geographic regions

	Beijing	Shanghai	Tianjin	Chongqing	Hebei	Shanxi	Inner Mongolia
Users (millions)	3.980	4.316	1.446	1.766	2.891	1.488	0.749
For users	5.0%	5.4%	1.8%	2.2%	3.6%	1.9%	1.0%
For regional population	28.0%	26.6%	14.4%	5.7%	4.3%	4.5%	3.1%
	Liaoning	Jilin	Heilongjiang	Jiangsu	Zhejiang	Anhui	Fujian
Users (millions)	2.915	1.465	2.260	6.109	4.512	1.835	3.182
For users	3.7%	1.8%	2.8%	7.7%	5.7%	2.3%	4.0%
For regional population	6.9%	5.4%	5.9%	8.3%	9.7%	2.9%	9.2%
	Jiangxi	Shandong	Henan	Hubei	Hunan	Guangdong	Guangxi
Users (millions)	1.694	6.266	2.257	3.809	2.654	9.502	2.286
For users	2.1%	7.9%	2.8%	4.8%	3.3%	12.0%	2.9%
For regional population	4.0%	6.9%	2.3%	6.4%	4.0%	12.1%	4.7%
	Hainan	Sichuan	Guizhou	Yun'nan	Tibet	Shaanxi	Gansu
Users (millions)	0.397	4.243	0.831	1.664	0.086	1.967	1.224
For users	0.5%	5.3%	1.1%	2.1%	0.1%	2.5%	1.5%
For regional population	4.9%	4.9%	2.2%	3.8%	3.2%	5.4%	4.7%

	Qinghai	Ningxia	Xinjiang				
Users (millions)	0.195	0.333	1.178				
For users	0.3%	0.4%	1.5%				
For regional population	3.7%	5.8%	6.2%				

*Note: The population of each cities/provinces comes from Summary for China Statistical Communiqué released in the end of 2002.*

- Besides computers, 2.14 million users use other types of accessing facilities (mobile terminals and information appliances).

### B. Computer hosts in China

- Total computer hosts: 30.89 million
- By connection type (millions)

Leased Line	Dial-up	Others
5.95	19.45	5.49

### C. Domain names registered under .CN

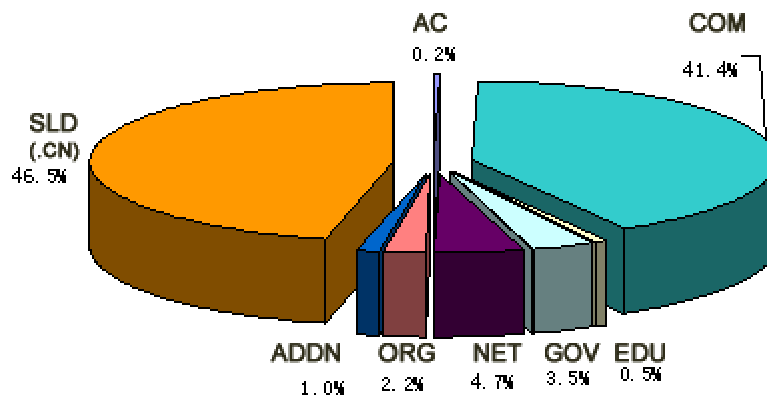
- Total number 340040
- By generic categories

	AC	COM	EDU	GOV	NET	ORG	AADN	SLD (.CN)
Number	666	140779	1915	11764	16189	7369	3286	158072
Percentage	0.2%	41.4%	0.5%	3.5%	4.7%	2.2%	1.0%	46.5%

*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)

	<b>Beijing</b>	<b>Shanghai</b>	<b>Tianjin</b>	<b>Chongqing</b>	<b>Hebei</b>	<b>Shanxi</b>	<b>Inner Mongolia</b>
Number	84144	28940	5366	3651	6135	1684	1942
Percentage	24.9%	8.5%	1.6%	1.1%	1.8%	0.5%	0.6%
	<b>Liaoning</b>	<b>Jilin</b>	<b>Heilongjiang</b>	<b>Jiangsu</b>	<b>Zhejiang</b>	<b>Anhui</b>	<b>Fujian</b>
Number	9793	3659	3332	20587	19780	3649	11395
Percentage	2.9%	1.1%	1.0%	6.1%	5.8%	1.1%	3.4%
	<b>Jiangxi</b>	<b>Shandong</b>	<b>Henan</b>	<b>Hubei</b>	<b>Hunan</b>	<b>Guangdong</b>	<b>Guangxi</b>
Number	2311	13429	4898	6131	3216	47322	2751
Percentage	0.7%	4.0%	1.4%	1.8%	0.9%	14.0%	0.8%
	<b>Hainan</b>	<b>Sichuan</b>	<b>Guizhou</b>	<b>Yun’nan</b>	<b>Tibet</b>	<b>Shaanxi</b>	<b>Gansu</b>
Number	1150	7380	1269	3539	624	4030	1274
Percentage	0.3%	2.2%	0.4%	1.0%	0.2%	1.2%	0.4%
	<b>Qinghai</b>	<b>Ningxia</b>	<b>Xinjiang</b>	<b>Overseas</b>			
Number	348	1022	2579	30795			
Percentage	0.1%	0.3%	0.8%	9.1%			

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

1. Total estimates: **595,550**

2. By generic categories

	<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>AADN.C N</b>	<b>.CN</b>
Number	467	411185	n/a	10051	77692	33913	2096	60146
Percentage	0.1%	69.0%	n/a	1.7%	13.1%	5.7%	0.3%	10.1%

3. By provinces/cities

	<b>Beijing</b>	<b>Shanghai</b>	<b>Tianjin</b>	<b>Chongqing</b>	<b>hebei</b>	<b>Shanxi</b>	<b>Inner Mongolia</b>
Number	123110	52600	9010	7458	15510	3364	2859
Percentage	20.7%	8.8%	1.5%	1.3%	2.6%	0.6%	0.5%
	<b>Liaoning</b>	<b>Jilin</b>	<b>Heilongjiang</b>	<b>Jiangsu</b>	<b>Zhejiang</b>	<b>Anhui</b>	<b>Fujian</b>
Number	20446	3789	5919	40258	57948	10261	28813
Percentage	3.4%	0.6%	1.0%	6.8%	9.7%	1.7%	4.8%

	<b>Jiangxi</b>	<b>Shandong</b>	<b>Henan</b>	<b>Hubei</b>	<b>Hunan</b>	<b>Guangdong</b>	<b>Guangxi</b>
Number	6010	25152	10818	13445	7061	104645	7420
Percentage	1.0%	4.2%	1.8%	2.3%	1.2%	17.6%	1.2%
	<b>Hainan</b>	<b>Sichuan</b>	<b>Guizhou</b>	<b>Yun'nan</b>	<b>Tibet</b>	<b>Shaanxi</b>	<b>Gansu</b>
Number	2587	13697	2320	5165	1677	5704	3369
Percentage	0.4%	2.3%	0.4%	0.9%	0.3%	1.0%	0.6%
	<b>Qinghai</b>	<b>Ningxia</b>	<b>Xinjiang</b>				
Number	710	1369	3056				
Percentage	0.1%	0.2%	0.5%				

**E. Total bandwidth of leased international connections 27, 216 M**

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      **155 M**
- CHINANET   **16500 M**
- CERNET      **447 M**
- UNINET      **1490 M**
- CNCNET      **3592 M**
- CHINA169   **4475 M**
- CIETNET     **2 M**
- CMNET       **555 M**
- CGWNET     ( under construction )
- CSNET       ( under construction )



## F. Total quantity of IP addresses in China

### 1. IPv4

Mainland: 41,456,128 i.e. 2A+120B+146C;  
 Taiwan: 13,033,216 i.e. 198B+223C;  
 Hong Kong: 5,037,312 i.e. 76B+221CC;  
 Macao: 45,056 i.e. 176C.

### 2. IPv6

By allocation organizations (Mainland)

Organization Name	Quantity
CERNET	3/32+/48
BII	2/32
CSTNET	/32
China Telecom	/32
China Railcom	/32
China Netcom	/32

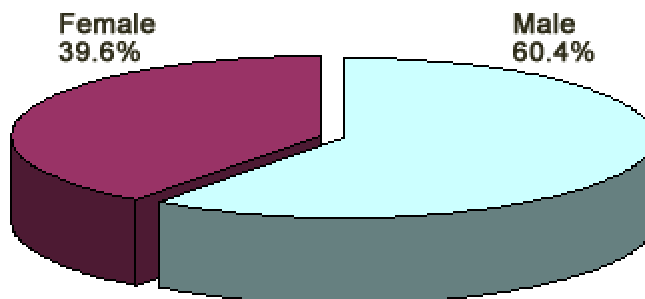
Source: APNIC, CNNIC

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

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

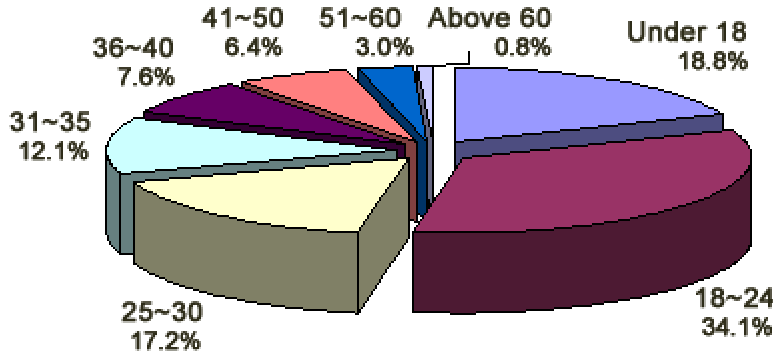
### A. General Information

\*1 . By sex: Male 60.4%, Female 39.6%

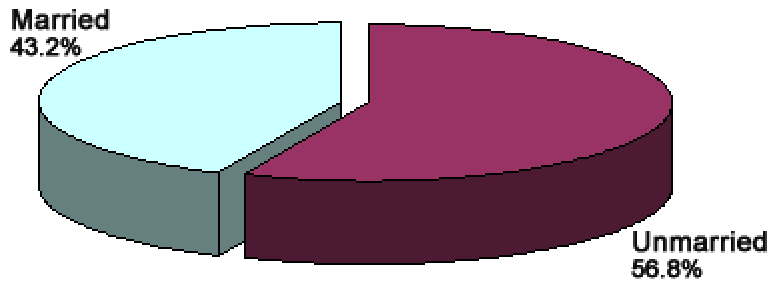


\*2 . By age

Under18	18-24	25-30	31-35	36-40	41-50	51-60	Above60
18.8%	34.1%	17.2%	12.1%	7.6%	6.4%	3.0%	0.8%

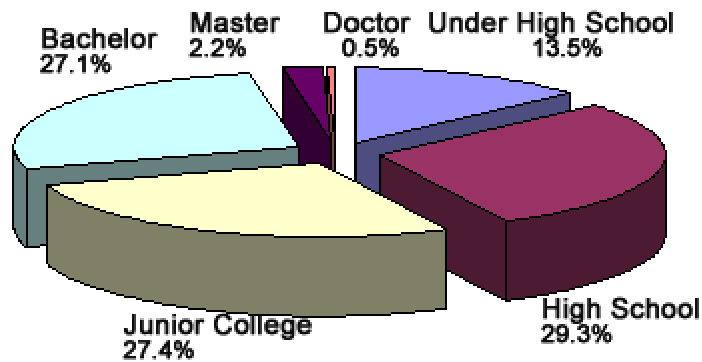


\*3 . By marital status: Unmarried 56.8%, Married 43.2%



\*4 . By educational degree

Under High School	High School	Junior College	Bachelor Degree	Master Degree	Doctor Degree
13.5%	29.3%	27.4%	27.1%	2.2%	0.5%



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

<b>Public Administrations, Social Communities</b>	<b>Transportation, Storage</b>	<b>Postal Service</b>	<b>IT</b>
12.4%	4.6%	0.7%	10.2%
<b>Wholesale and retail Service</b>	<b>Food and Drink</b>	<b>Finance</b>	<b>Real Estate</b>
7.9%	1.9%	5.5%	1.3%
<b>Advertisement</b>	<b>Travel, Accommodations</b>	<b>Entertainment</b>	<b>Consultation Service</b>
3.2%	1.6%	0.8%	1.8%
<b>Sports Dom</b>	<b>Leasehold and other Commercial services</b>	<b>Sanitation and Social welfare</b>	<b>Culture &amp; Art</b>
0.1%	1.2%	4.5%	0.8%
<b>Integrated technical services</b>	<b>Press Media</b>	<b>Education</b>	<b>Scientific Researches</b>
1.4%	1.1%	12.7%	0.8%
<b>Agriculture, forestry, animal husbandry and fishery</b>	<b>Manufacturing</b>	<b>Architecture</b>	<b>Environment and Public Facilities Management</b>
1.4%	12.8%	4.6%	0.5%
<b>Water Conservancy</b>	<b>Mining</b>	<b>Water, Electricity and Air feed Industry</b>	<b>Geological Prospecting</b>
0.3%	1.4%	2.1%	0.1%
	<b>International Organization</b>	<b>Others</b>	
	0.1%	0.6%	

\*6 . Distribution of users' career

<b>Government Officer</b>	<b>Enterprises' managers</b>	<b>Engineering Person</b>	<b>Teachers</b>
8.4%	8.9%	13.7%	7.5%
<b>Clerk</b>	<b>Business, service workers</b>	<b>Peasants and farmers</b>	<b>Manufactory, transportation workers</b>
8.1%	10.1%	0.8%	5.7%
<b>Army man</b>	<b>Student</b>	<b>Unemployed man</b>	<b>Others</b>
0.7%	29.2%	5.4%	1.5%

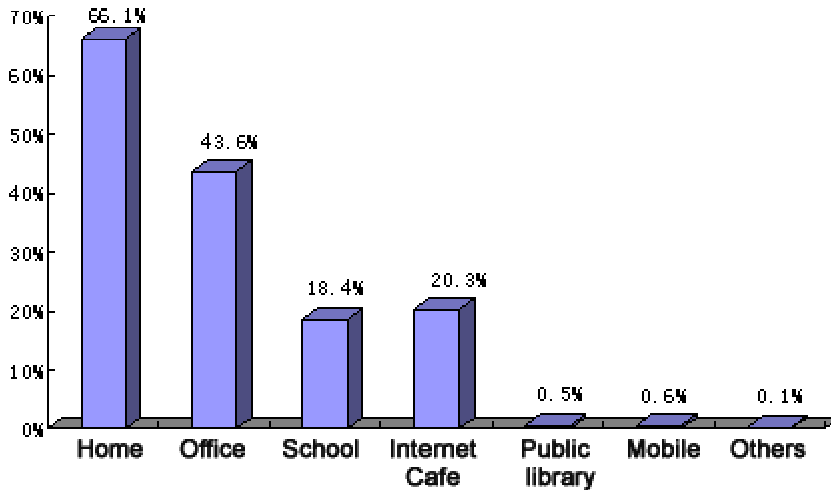
\*7 . Monthly Income per Capita: (RMB)

less than 500	501-1000	1001-1500	1501-2000	2001-2500	2501-3000
23.8%	15.6%	16.5%	11.3%	6.2%	5.7%
3001-4000	4001-5000	5001-6000	6001-10000	Over 10000	No Income
4.9%	2.4%	1.2%	1.1%	0.9%	10.4%

B. The usage situation and users' satisfactory degrees

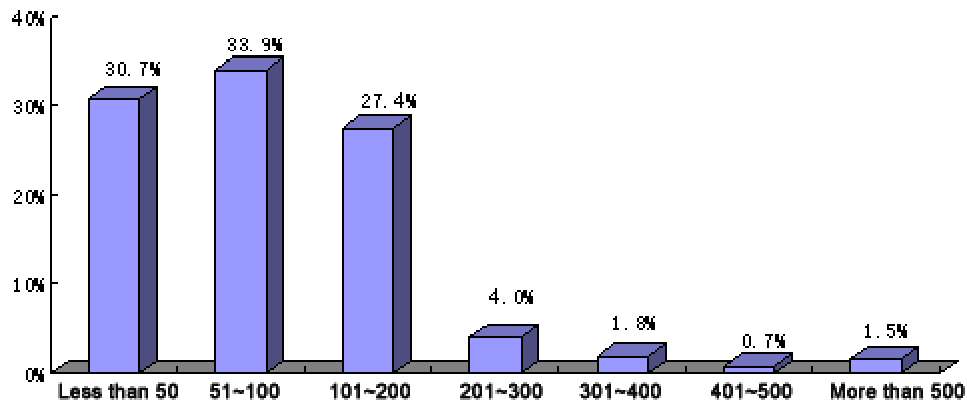
\*1 . Main locations for accessing the Internet: (results of multiple choices)

Home	Office	School	Internet Café Internet School	Public Library	Mobile Access	Others
66.1%	43.6%	18.4%	20.3%	0.5%	0.6%	0.1%



2 . Monthly access expenditures (RMB)

Less than 50	51-100	101-200	201-300	301-400	401-500	over 500
30.7%	33.9%	27.4%	4.0%	1.8%	0.7%	1.5%



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

\*3 . Average Accessing Time: 13.4 Hours / Week

\*4. Average number of days that users access the Internet: 4.0 Days / Week

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

<b>0:00</b>	<b>1:00</b>	<b>2:00</b>	<b>3:00</b>
16.2%	5.6%	4.2%	2.9%
<b>4:00</b>	<b>5:00</b>	<b>6:00</b>	<b>7:00</b>
2.2%	1.8%	1.9%	3.2%
<b>8:00</b>	<b>9:00</b>	<b>10:00</b>	<b>11:00</b>
12.1%	20.4%	22.8%	20.4%
<b>12:00</b>	<b>13:00</b>	<b>14:00</b>	<b>15:00</b>
22.9%	24.7%	28.2%	28.2%
<b>16:00</b>	<b>17:00</b>	<b>18:00</b>	<b>19:00</b>
27.3%	24.3%	21.4%	34.4%
<b>20:00</b>	<b>21:00</b>	<b>22:00</b>	<b>23:00</b>
48.6%	47.8%	40.4%	25.6%

\*6 . Average number of E-mail accounts: 1.4/ person

Free mail Accounts: 1.3/ person

\*7 . E-mail received (Not including spam): 5.8/ week

Spam received: 7.9/ week

Mails sent: 4.1/ week

\*8 . Primary goal for accessing the Internet:

- Get information 46.2%
- Study 7.9%
- Learning researches 0.5%
- Get entertained 32.2%
- For sentimental needs 0.8%
- Making friends 4.4%
- Get free resources  
( e-mail accounts/personal homepage/download resources ) 1.8%
- Communication ( receive/send Emails, short messages, faxes ) 2.7%
- Stock trading 1.5%

■ Online purchasing	0.1%
■ Business activities	0.3%
■ Jumping on the bandwagons, for curiosities	0.3%
■ Others	1.3%

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

■ Email	88.4%
■ News	59.2%
■ Search engine	61.6%
■ Software downloading / uploading	38.7%
■ Webpage information	47.2%
■ Online chatting	39.1%
■ BBS, Community forum	18.8%
■ personal website hosting	5.0%
■ E-Government	2.0%
■ Internet games	14.7%
■ Online purchasing	7.3%
■ Short message	3.8%
■ Online education	6.2%
■ E-magazine	3.9%
■ IP Telephone	0.8%
■ Online Hospital	0.5%
■ Online Banking	4.5%
■ Stock trading	3.7%
■ Online auction	0.8%
■ Ticket / Hotel reservation	0.4%
■ Online Video Meeting	0.4%
■ VOD	3.5%
■ Living broadcasting	2.2%
■ Multimedia entertainment (MP3, FLASH, etc.)	7.8%
■ Telnet	0.6%
■ Information promulgation	2.0%
■ Online promotion	0.9%
■ Online sales	1.2%
■ Informatized system ( ERP, CRM, SCM )	0.8%
■ Recruit online	4.7%
■ Internet database	0.9%
■ School/class mate BBS	15.7%
■ Others	0.2%

10 .Approaches for users to be aware of new websites (Results from multiple choices)

■ Search engine	83.4%
■ Links on some WebPages	65.5%
■ E-Mails	32.0%
■ Recommended by friends, schoolfellows or colleagues	52.8%
■ Recommended by Internet Friends	27.5%
■ Books on complete collection of websites	17.4%
■ News paper and magazines	30.1%
■ Radio and TV programs	11.6%
■ Yellow Pages	3.5%
■ Outdoors Advertisements	10.0%
■ Others	0.5%

11 . Users' acquaintance levels towards following terms

	Never heard of it	Heard of it but not understand	Understand a little	Know well
■ E-government	12.7%	36.5%	35.8%	15.0%
■ E-library	2.3%	19.2%	51.1%	27.4%
■ ERP	36.4%	30.7%	23.7%	9.2%
■ CRM	49.7%	29.8%	14.4%	6.1%
■ SCM	53.8%	30.3%	11.8%	4.1%

12 . Users' attitudes towards current Internet services

	Excellent	Satisfied	So so	Unsatisfied	Disappointed
■ Traditional accessing	4.1%	14.0%	39.8%	27.2%	14.9%
■ Broadband accessing	16.9%	48.7%	25.9%	6.3%	2.2%
■ Search engine	27.4%	49.3%	18.8%	3.2%	1.3%
■ Free email account	22.1%	42.0%	26.2%	7.3%	2.4%
■ Charged email account	7.7%	25.5%	41.0%	18.6%	7.2%
■ Online purchasing	6.2%	25.9%	45.1%	17.0%	5.8%
■ Internet game	26.0%	22.4%	37.9%	10.0%	3.7%
■ Website short message	9.3%	30.4%	45.8%	13.0%	1.5%
■ Online education	9.2%	28.2%	46.0%	12.9%	3.7%
■ Online banking	11.8%	31.5%	41.2%	11.5%	4.0%
■ Online chatting	15.1%	40.3%	33.5%	9.0%	2.1%

13 . Users' attitudes towards the Current Internet

	Excellent	Satisfied	So so	Unsatisfied	Disappointed
■ Speed	5.7%	35.1%	36.2%	17.3%	5.7%
■ Cost	3.1%	17.6%	40.5%	29.2%	9.6%

■ Security	3.0%	17.7%	44.4%	27.3%	7.6%
■ Abundance of Chinese Information	8.2%	42.2%	37.1%	10.0%	2.5%
■ Easy to Operate	10.7%	43.0%	37.5%	7.1%	1.7%
■ General	3.7%	35.2%	51.9%	7.9%	1.3%

### C. Internet users' views on hot Issues

#### 1. Internet is the main tool for obtaining information

■ Yes	99.8%
■ No	0.2%

#### 2. Information obtaining approaches

■ Search engine	69.6%
■ Known websites	24.9%
■ Discretional websites/pages	2.9%
■ Links on some website	2.5%
■ Others	0.1%

#### 3. Information that were mostly inquired ( results of multiple choices )

■ News	70.9%
■ Computer hardware and software	44.7%
■ Entertainment	41.7%
■ Living services	34.1%
■ Social culture	18.2%
■ E – books	28.8%
■ Science and education	22.9%
■ Science and technology	18.9%
■ Military	8.1%
■ Sports	12.8%
■ Finance and Insurance	8.5%
■ Real estate	4.7%
■ Automobile	7.4%
■ Job hunting	20.5%
■ Business and trade	8.4%
■ Enterprise	9.1%
■ Travel and transportation	7.5%
■ Medical care	5.7%
■ Matchmaking	1.9%
■ Law, regulation and policy	7.7%



■ E-government	3.6%
■ Advertisement	3.8%
■ Prize-giving activities	17.6%
■ Others	0.8%

4 . Different language version of websites that had been viewed

■ Domestic Chinese Websites	81.6%
■ Domestic English Websites	4.9%
■ Overseas Chinese Websites	7.5%
■ Overseas English Websites	5.7%

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

■ News	25.2%
■ Computer hardware and software	22.5%
■ Entertainment	17.0%
■ Living services	23.4%
■ Social culture	12.3%
■ E-Books	31.1%
■ Education	21.0%
■ Technology	13.3%
■ Military	7.9%
■ Sports	4.4%
■ Finance and Insurance	8.4%
■ Real estate and housing	7.0%
■ Automobile	5.6%
■ Job hunting	18.3%
■ Business and trade	9.1%
■ Enterprise	9.8%
■ Travel and transportation	10.2%
■ Medical care	14.8%
■ Matchmaking	3.5%
■ Law, regulation and policy	10.7%
■ E- government	9.0%
■ Advertisement	3.8%
■ Prize-giving activities	11.6%
■ others	0.3%

6. Aspects that users consider the most when choosing a information service website

■ Abundance of contents	39.7%
■ Reliability and authority of content	37.7%

■ High speed	10.5%
■ Clean and clear, easy for searching	3.4%
■ Less advertisement	2.1%
■ Well known by the public	5.3%
■ Value added services available (email, chatting rooms, etc.)	1.0%
■ Others	0.3%

7 . Types of email accounts that are used most frequently

■ Accounts provided by working units	10.9%
■ Individual free accounts	74.6%
■ Individual charged accounts	12.7%
■ Accounts presented by others	1.2%
■ No email account yet	0.6%

8 . Emails will be sent to (Results from multiple choices)

■ Family people	22.1%
■ Relatives	17.3%
■ Friends	79.9%
■ School/class mates	60.1%
■ Colleagues or work mates	62.0%
■ Others	4.1%

9 . Aspects that charged Email users consider the most

■ Reliability	35.5%
■ Speed	5.6%
■ Security and stability	28.9%
■ Capacity	13.5%
■ Multiple receiving modes (POP3/Mobile Phone)	3.9%
■ Anti-Virus	2.9%
■ Spam filtering	5.1%
■ Do not care	3.2%
■ Others	1.4%

10 . Free Email account users' intention of applying for Charged Email account within the next 12 months

■ Affirmative	4.4%
■ Possibly yes	26.0%
■ Hard to say	24.5%
■ Possibly no	27.9%
■ Negative	17.2%

11 . Monthly Email expenditure that users can bear: (RMB)

■ Less than 5	64.6%
■ 6-10	27.3%
■ 11-30	6.2%
■ 31-50	1.5%
■ 51-70	0.1%
■ 71-100	0.2%
■ More than 100	0.1%

12 . Users' opinions toward reading Internet advertisement

■ Skim through frequently	12.4%
■ Sometimes	46.9%
■ Rarely	34.7%
■ Never see them	6.0%

13. Users' opinions toward clicking Internet advertisement

■ Click frequently	8.8%
■ Click sometimes	45.5%
■ Click rarely	37.8%
■ Never click	7.9%

14. Types of Internet ads that users can accept

■ Banner	35.6%
■ Button	26.7%
■ Floating	9.0%
■ Pop up	6.2%
■ Character	9.8%
■ Email	7.0%
■ Constrictive	3.7%
■ Full screen	1.3%
■ Others	0.7%

15. Contents of Internet ads that users can accept (Results from multiple choices) :

■ Commonweal activities	62.2%
■ News	40.8%
■ Corporation introduction	11.9%
■ Product	32.6%
■ Prize – giving promotions	59.1%
■ Release of new website	16.2%
■ Learning activities	24.0%
■ Entertainment activities	31.0%

- Visual advertisement 14.1%
- Others 0.2%

16 . Will you consider advertising mails as references to purchase goods and services?

- Often 9.8%
- Sometimes 68.7%
- No 21.5%

17. The most effective type of advertisements

- Television Ads 56.1%
- Radio Ads 1.5%
- Newspaper Ads 12.3%
- Magazine Ads 7.8%
- Internet Ads 18.1%
- Outdoor Ads 3.2%
- Others 1.0%

18 . As for Internet Ads, aspects that users were the most unsatisfied with

- Too much to bare 18.0%
- Lacking originality and imagination 8.2%
- Authenticity may not be ensured 35.7%
- Disturbing user's daily life 36.8%
- Others 0.3%
- Nothing at all 1.0%

19 . Frequency of accessing online shopping websites

- Frequently 16.5%
- Sometimes 44.3%
- Rarely 31.2%
- Never 8.0%

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

- Yes 40.7%
- No 59.3%

***Question 21-26 are designed for those who have experiences of online purchasing***

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

- Saving time 47.2%

■ Lower cost	42.7%
■ Easy to operate	44.4%
■ Looking for rare goods	32.6%
■ For fun or curiosity	22.1%
■ Others	1.6%

22 . Product /service that users had purchased in the recent 12 months (Results from multiple choices) :

■ Books and magazines	61.7%
■ Computer appliance	32.4%
■ Photographic Equipment	9.0%
■ Communication appliance	13.9%
■ AV equipment and products	27.9%
■ Family electrical appliance	6.3%
■ Costume	9.4%
■ Sports appliance	6.3%
■ Living and housing appliance and service	12.6%
■ Medical care service	3.1%
■ Present service	12.3%
■ Financial and insurance service	2.3%
■ Educational service	8.6%
■ Ticket	6.6%
■ Hotel reservation	3.4%
■ Food	1.6%
■ Office appliance	3.1%
■ Cosmetic	6.4%
■ Others	2.4%

23 . Products or services that still do not fulfill users' needs (Results from multiple choices) :

■ Books and magazines	38.7%
■ Computer appliance	26.5%
■ Photographic Equipment	12.3%
■ Communication appliance	19.0%
■ AV equipment and products	15.5%
■ Family electrical appliance	15.5%
■ Costume	18.9%
■ Sports appliance	8.7%
■ Living and housing service	14.0%
■ Medical Care Service	12.1%
■ Present service	12.6%

■ Financial and Insurance Service	10.3%
■ Educational Service	14.5%
■ Ticket	12.9%
■ Hotel reservation	6.7%
■ Food	10.6%
■ Office appliance	4.4%
■ Cosmetic	4.7%
■ others	0.3%
24 . Payment methods	
■ Cash and Carry	27.9%
■ Online Payment ( credit cards or debit cards )	36.0%
■ Postal office transfer	22.7%
■ Bank transfer	13.2%
■ others	0.2%
25 . Deliver methods	
■ EMS	20.1%
■ Other express deliveries	9.8%
■ Postal parcel	38.1%
■ Home delivery	29.9%
■ Aerial, train parcel	1.5%
■ Others	0.6%
26 . Primary obstacles of online purchase	
■ Security can not be guaranteed	28.1%
■ Inconvenient payment mode	7.4%
■ Quality of products, after service and credit of the producer can not be guaranteed	42.1%
■ Late delivery	7.5%
■ Unattractive price	7.5%
■ Unreliable Information	6.7%
■ Others	0.7%
27 . Do you consider purchasing online in the next 12 months?	
■ Affirmative	30.4%
■ Possibly Yes	36.1%
■ Hard to say	20.7%
■ Possibly No	8.5%
■ Negative	4.3%

**Question 28-31 are designed for those who often play Internet games**

28 . Gaming time that net game players spend per week: 11.3 hours

29. Intensions of playing Internet games (Results from multiple choices) :

■ Being entertained	88.8%
■ Intelligence training	31.6%
■ Making friends	28.7%
■ To play like a pro, being self satisfied	19.7%
■ Obtaining awards	10.8%
■ Follow the fashion	6.9%
■ For work	1.8%
■ Others	0.5%

30 . Favorite game type (Results from multiple choices)

■ RPG	50.4%
■ RTS	17.1%
■ SLG	11.8%
■ One to one match ( Chess/Cards/Puzzle, etc. )	66.0%
■ Others	2.7%

31 . Aspects that game players consider the most (Results from multiple choices)

■ Connecting speed	69.5%
■ Expenditures	42.2%
■ Easy or not to operate	35.7%
■ Story	34.3%
■ Video performance	30.7%
■ Music	16.8%
■ Relative activities	13.5%
■ Customer services	21.1%
■ Others	2.0%

32 . Your comment on the influence of net games on players' study/work/life

■ Positive, enormous	2.4%
■ Positive, big	6.7%
■ Positive, a few	15.9%
■ No influence	32.3%
■ Negative, a few	20.6%
■ Negative, big	16.0%
■ Negative, enormous	6.1%

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

■ Yes	72.7%
■ No	19.4%
■ Unknown	7.9%

34 . Main security protection methods that were adopted (Results from multiple choices)

■ Pass word	22.3%
■ Anti-virus software	80.5%
■ Firewall	69.6%
■ Electric signature	4.6%
■ Unknown, pass it to system administrators	6.6%
■ Never adopt any method	2.3%

35 . How often do users change the password of their E-mail / FTP accounts?

■ Within 1 month	6.4%
■ 1-3 months	13.9%
■ 3 -6 months	13.5%
■ 6-12 months	14.8%
■ More than 12 months	14.6%
■ Never change	36.8%

36 . How often do users scan/kill virus in their computer system

■ Every day	9.5%
■ 2-7 days	26.8%
■ 8-14 days	11.3%
■ 15 days -1 month	17.6%
■ 1-3 months	11.1%
■ 3-6 months	3.7%
■ 6 months -1 year	2.0%
■ Over 1 year	1.0%
■ Scan/ Kill after being hacked	17.0%

( 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 12 statistical surveys, it adopted computer auto online searching, online questionnaire, offline sampling and collect statistics from relevant organizations.

### **1. Survey on the Number of Domain Name and Website**

#### **A. generic Top Level Domain name corresponding websites in China**

The statistical information was presented by domestic gTLD registrars. Figures include total number of gTLD names, number of gTLD names that belong to certain www websites, respective number of each category (by .com, .net, .org .etc, or by provinces, i.e. the 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**

Figures can be obtained by adding data in part A to that in part B.

### **2. Online Survey**

The online survey focuses on understanding the Internet accessing situation, users' custom and their views and tendency toward some hot issues. We posted the questionnaire on CNNIC's website (www.cnnic.cn), spreading its links allover major domestic info ports and ICP/ISP's homepages, and drew feedback information from respondents who filled in the questionnaire voluntarily.

From December 11 to 31, 2003, CNNIC conducted the survey threw the Internet, and gained a great deal of support by numerous domestic well-known websites and press media. 49,653 responses were received among which 16,760 were deemed valid after validity checking.

### 3. Offline Sampling

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

#### A. collectivity of the survey

The survey set two target groups, one is people (age 6+) who have telephone in their household (Group A); another is college students (Group B). As for Group A, we conducted telephone interviews, each sample could be representative for the whole country; regarding Group B, we conducted face-to-face interviews. By using mathematical weighted formula, we gathered the values of Group A and B.

#### B. Sample method for Group A

Follow the principle of combing science with maneuverability, we divided the samples on geographic level (by province).

##### 1) Selecting sampling indexes

The popularity of household telephone in urban areas differs greatly from that in rural areas as well as the average household population. Therefore, when deciding the sample size of each province or making estimates of the whole country through analyzing sample size of each province, we considered “household telephone users” as the index, while we chose “number of household telephone sets in cities” as the sampling index. For making the estimates of certain number, we firstly set up the recursive forecasting model by using “number of household telephone set in province” and relevant economic/population index value of certain city.

##### 2) Sample size

In order to ensure the precision of the statistics, we selected 1600 samples in each province. With 95% confidence intervals, the absolute error of the estimates was not allowed to exceed 3%.

a) Sampling method in each province - PPS

Step 1. Extract 7 sample cities/ regional administrative offices. In Guangdong and Sichuan province, we extracted 8 samples, for they have much more cities/ regional administrative offices. The sample size in these two provinces is equally distributed to each city/ regional administrative office (if a city/ regional administrative office is extracted twice or three times, its sampling size will be doubled or tripled); in other provinces, the distribution of the sample size is based on the household telephone penetration.

Step 2. Generating telephone number database in accordance with exchange numbers of the cities/ regional administrative offices that were extracted. The last 4 or 3 digits in the numbers were random generated.

Step 3. Locate interviewers. Individuals who answer the phone will be regarded as interviewers. Questions will begin with “the general situation of the household” and “his/her situation about Internet access, individual background and brief information about other family members”. If he/she is a non-user, we will ask one of the Internet users in the household to answer the above questions.

b) Weighting Method

Weighting method is adopted to obtain the final survey result.

After selecting survey objects, we conducted telephone interview for getting the weighted data of Group A. As for Group B (college students in residence), we established a mathematical model based on the survey result of the year 2000, since there was no big change in their proportion of the national population, and their big proportion of the Internet user group. The final survey result came from the weighted data of the two groups.

C. Success Rate of the Sampling Survey

In accordance with formula 3 of American Association for Public Opinion Research (AAPOR), the success rate of the survey is 37%.

#### D. Pretreatment of Data

Before analyzing the data, we 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.

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