

Semi-Annual Survey Report On Internet Development In China

(1999.7)

Statistics on China's Internet, including the total number of hosts and users, geographic user distribution, traffic pattern, and domain name distribution among others, are very significant and valuable in helping government agencies and commercial enterprises in making their policy and business decisions. In 1997, the State Council's Informatization Office and the China Internet Network Information Center (CNNIC) Working Committee determined that the CNNIC, in cooperation with the four major inter-connecting networks in China, would be responsible for collecting the statistical data by conducting user surveys in China.

The CNNIC published its three previous reports ("Survey Report on Internet Development In China") in November 1997, July 1998, and January 1999. These survey reports were well received by the general public both in China and in other countries. They were widely cited as the leading authority on China's Internet statistics. Users, government organizations, commercial entities, and news media have requested the CNNIC to regularly conduct the survey and publish the results. To satisfy the needs of the general public, the CNNIC decided to establish the survey as a semi-annual activity. The user surveys will be conducted and published in January and July of each year.

The July 1999 survey covers many aspects of China's Internet, including total user number, total host number, number and distribution of domain names, international leased-line bandwidth for each of the four inter-connecting networks, and total number of WWW sites. The user demographics are statistically derived from the data collected through on-line questionnaires. Internet and Web usage statistics, as well as users' opinions on current hot issues, have also been obtained through the online survey.

Like the previous reports from the CNNIC, the survey has closely followed the methodologies adopted in other countries. Data is collected through posting on-line questionnaires on popular Web sites and conducting software-driven on-line searching. The CNNIC conducted its on-line survey June 15-30, 1999. Survey questionnaires were posted on the front pages of more than 30 Web sites. The survey is strongly supported by almost all the well-known Chinese ISPs and ICPs. The on-line survey received 66,283 responses. Among these responses, 52,549 were valid respondents used to compile the final results. The number of valid respondents has increased tremendously, compared to the previous three surveys. The increase has further enhanced the accuracy of survey results.

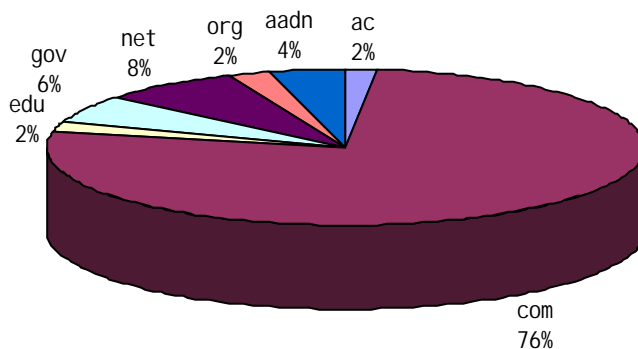
1.Computer Hosts in China: 1,460,000. Among them, 250,000 are connected through leased lines and 1,210,000 are through dial-up connections.

2.Internet Users in China: 4,000,000. Among them, 400,000 are through leased line connections, 2,560,000 are dial-up users and 680,000 use both.

3.Domain Names Registered In The Top-Level Domain "CN":

	AC	COM	EDU	GOV	NET	ORG	AADN	Total
Number	502	22220	615	1663	2221	649	1175	29045

*AADN = Administration Area Domain Name



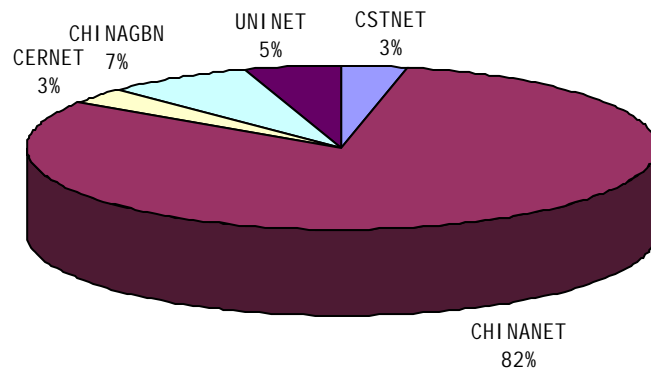
The distribution of domain names by second-level of domain names :

	Beijing	Shanghai	Tianjin	Chongqing	Hebei	Shanxi	Neimenggu
Domain Names	10661	2245	517	247	544	135	131
Percentage	36.71%	7.73%	1.78%	0.85%	1.87%	0.46%	0.45%
Domain Names	Liaoning	Jilin	Heilongjiang	Jiangsu	Zhejiang	Anhui	Fujian
Percentage	798	190	234	1480	1132	217	703
Domain Names	2.75%	0.65%	0.81%	5.1%	3.9%	0.75%	2.42%
Percentage	Jiangxi	Shandong	Henan	Hubei	Hunan	Guangdong	Guangxi
Domain Names	131	1430	779	605	263	4349	334
Percentage	0.45%	4.92%	2.68%	2.08%	0.91%	14.97%	1.15%
Domain Names	Hainan	Sichuan	Guizhou	Yunnan	Tibet	Shanxi	Gansu
Percentage	305	609	75	253	7	431	119
Domain Names	1.05%	2.1%	0.26%	0.87%	0.02%	1.48%	0.41%
Percentage	Qinghai	Ningxia	Xinjiang	Hongkong			
Domain Names	10	16	72	23			
Percentage	0.03%	0.06%	0.25%	0.08%			

4. Number of Websites in China: 9906 (approximate)

5. Total Bandwidth of Leased International Connections: 241M. 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	CHINANET	CERNET	CHINAGBN	UNINET	Total
Bandwidth	8M	195M	8M	18M	12M	241M

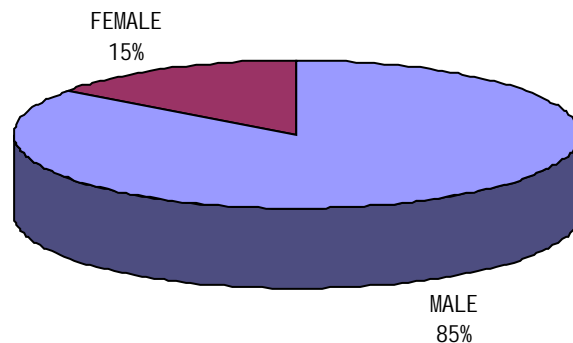


6. Results of Online Questionnaire:

The online questionnaires are hosted in CNNIC's server. Many popular Chinese websites have added a banner that is linked to the questionnaires. The questionnaires were online from June 15 to June 30, 1999. The online survey received 66,283 respondents. Among them, 52,549 were valid respondents, generating the following statistical results:

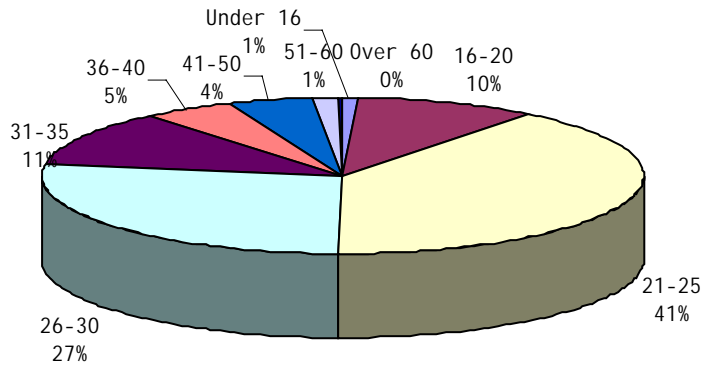
I. General Demographics

(1) Gender: Male, 85%; Female, 15%

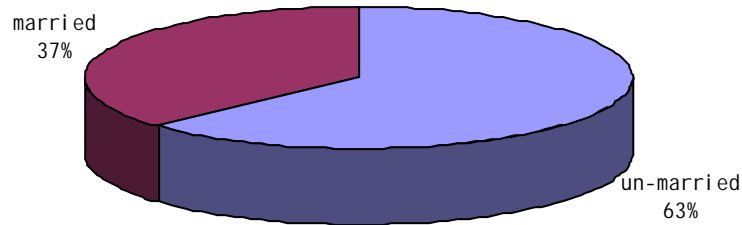


(2) Age:

under 16	16-20	21-25	26-30	31-35	36-40	41-50	51-60	over 60
0.70%	9.80%	39.90%	27.10%	11.40%	5.10%	4.40%	1.20%	0.40%



(3) Marital Status: un-married, 63%; married, 37%

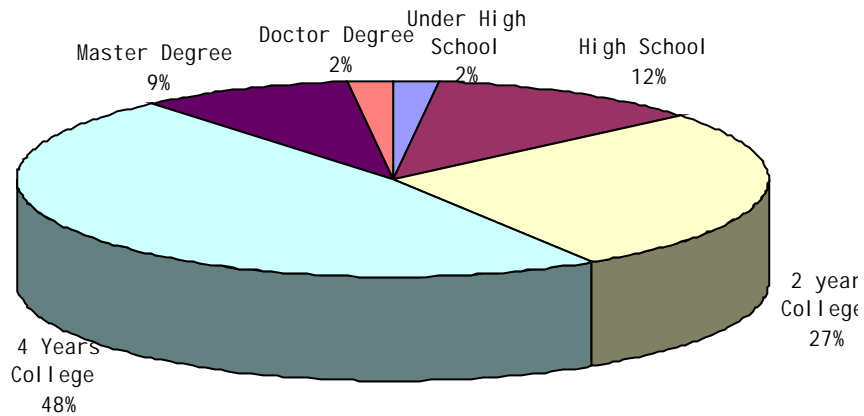


(4) Geographic Distribution (Province):

Beijing	Shanghai	Tianjin	Chongqing	Hebei	Shanxi	Neimeng
21.02%	8.71%	2.05%	1.45%	2.09%	0.93%	0.65%
Liaoning	Jilin	Heilongjia ng	Jiangsu	Zhejiang	Anhui	Fujian
3.43%	1.06%	2.16%	6.76%	5.97%	1.53%	3.72%
Jiangxi	Shandong	Henan	Hubei	Hunan	Guangdon g	Guangxi
1.19%	4.19%	1.54%	3.74%	2.23%	11.77%	1.56%
Hainan	Sichuan	Guizhou	Yunnan	Xizang	Shanxi	Gansu
0.44%	5.11%	0.31%	1.03%	0.02%	2.76%	0.72%
Qinghai	Ningxia	Xinjiang	HongKong	Overseas		
0.1%	0.19%	0.92%	0.07%	0.58%		

(5) Education Attainment:

Under School	High School	High School	2year College	4Years College	Master Degree	Doctor Degree
2%	12%	27%	27%	48%	9%	2%



(6) Occupation/Industry:

Senior Managers in Government and Industry	Financial Industry	Entertainment and Sports	Students
3.4%	5.3%	0.5%	19.3%
Staff in Government Agencies	Service Industry	Other Professionals	Faculty
6.9%	1.5%	9.9%	5%
Foreign and JV Firms	Medical Professionals	Mass Media Professionals	Workers
8.9%	1.5%	1.8%	1.7%
Small Business	Military and Law Enforcement	Computer Industry	Agriculture
8.9%	1.3%	14.9%	0.2%
General Commerce	Telecom Industry	Others	
5.8%	7.4%	2.5%	

(7) Monthly Income Per Capita:

Below 500	500-1000	1000-2000	2000-4000	4000-6000	6000 and Above
21%	29%	28%	15%	4%	3%

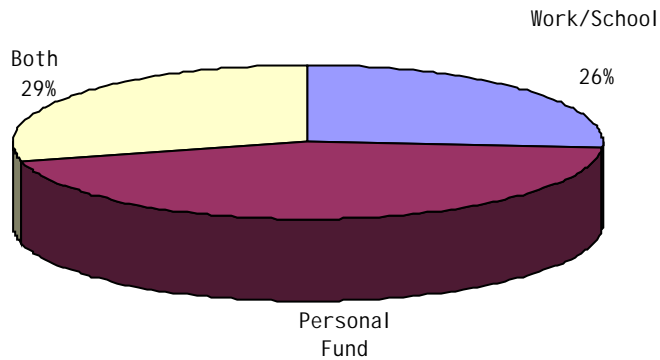
II. Use and Access

(1) Access Location:

Home	Work/School	Internet Cafe	Other Locations
44%	47%	4%	5%

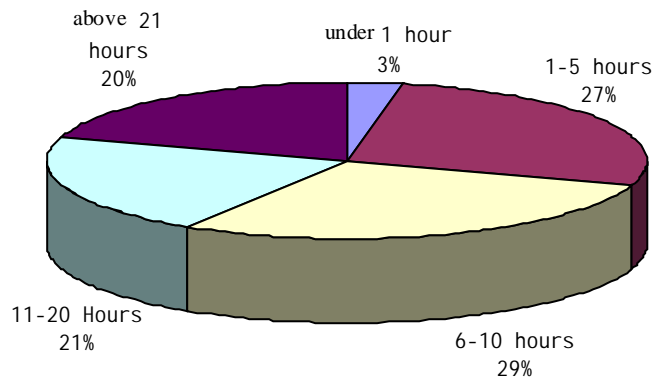
(2) Who pays for Access:

Work/School	Personal Fund	Both
26%	45%	29%



(3) Hours of Internet Use Per Week:

under 1 hour	1-5 hours	6-10 hours	11-20 Hours	Above 21 hours
3%	27%	29%	21%	20%



(4) Primary Computing Platform:

Windows 95/98	Windows NT	LINUX	Unix	Mac/OS	Others
93.6%	5.1%	0.6%	0.5%	0.1%	0.1%

(5) First Daily Login Time:

7:00-9:00	9:00-11:00	11:00-13:00	13:00-15:00	15:00-17:00	17:00-19:00
17%	19%	6%	5%	4%	5%
19:00-21:00	21:00-23:00	23:00-1:00	1:00-4:00	4:00-7:00	
15%	17%	8%	2%	2%	

(6) Time Period of Most Likely Keeping Online

7: 00-12: 00	12: 00-15: 00	15: 00-18: 00	18: 00-21: 00	21: 00-24: 00	24: 00-7: 00
15%	9%	10%	20%	35%	11%

(7) Primary Reason for Accessing the Internet:

Gathering Information:	56.8%
Education (Learning computer and other new technologies):	9.7%
Work/Business:	9.4%
Entertainment:	8.2%
Gathering Free Information:	7.2%
Communicationg With Others:	42%
Accessing Stock Trading and Information Retrieval:	1.3%
Saving/Reducing Communication Costs:	1%
Others:	0.9%
Jumping On the Bandwagon:	0.2%

(8) Most Frequently Used Services (Results of multiple choices):

Email:	90%
Search Engine:	65.5%
Software Downloading and Uploading:	59.6%
Information Gathering:	54.8%
Online Chatting:	29.2%
BBS Services:	28%
Free Personal Website Hosting:	21.6%
Newsgroups:	21.4%
Online Game and Entertainment:	15.8%
Online Paging:	14.8%
Stock Trading and Information Retrieval:	9.7%
IP Telephony:	8.4%
Online Purchasing:	3.2%
Other Services:	0.7%

(9) Primary Information Gathered Online (Results of Multiple Choices):

News:	84%
Computer Hardware and Software:	68%
Electronic Books:	52%
Entertainment Information:	47%
Science and Education Information:	41%
Financial Materials:	26%

Trade and Commerce Information:	21%
Job Listings:	19%
Travel Information:	14%
Advertisement:	14%
Medical Information:	10%
Matchmaking Services:	9%
Others:	2%

(10) Information Category With Most Available Online Resources

(Results of Multiple Choices)

News:	80%
Computer Hardware and Software:	59%
Entertainment Information:	40%
Electronic Books:	35%
Advertisement:	23%
Financial Materials:	22%
Science and Education Information:	16%
Trade and Commerce Information:	13%
Job Listings:	8%
Matchmaking Services:	8%
Travel Information:	8%
Medical Information:	3%
Others: 2%	

(11) Information Category with Least Available Online Resources

(Results of Multiple Choices):

Science and Education Information:	35%
Medical Information:	34%
Electronic Books:	30%
Job Listings:	27%
Travel Information:	24%
Trade and Commerce Information:	21%
Computer Hardware and Software:	15%
Entertainment Information:	13%
Financial Materials:	12%
Matchmaking Services:	12%
News:	11%
Advertisement:	7%
Others:	7%

(12) How Users Locate New Websites (Results of multiple choices)

Internet Search Engines:	69%
Follow Hyperlinks from Other Websites:	65%
Magazines and Newspapers:	56%
Friends and Colleagues:	36%
Net Friends:	21%
Internet Directories:	10%
Television and Radio Programs:	8%
Others:	4%

(13) Primary Technical Assistance

Consult Relevant Newspapers and Magazines:	46%
Ask for Help from Friends and Relatives:	27%
Search for Help Online:	16%
Ask for Help from ISPs:	5%
Ask for Help from PC Dealers:	3%
Others:	3%

(14) Main Considerations in Choosing ISPs

Bandwidth/Connection Speed:	43%
Serve Quality:	25%
Price	22%
Name Recognition:	6%
Others:	4%

(15) Personal Webpage Ownership

Own Personal Webpages:	24%
Do Not Own Personal Webpages:	76%

(16) Location of Personal Webpage

A Website In China:	88%
A Website Outside of China:	12%

(17) Default Page of Users' Browsers

Front Pages of Users' ISPs:	19%
Front Pages of Users' Employers:	18%
Front Pages of a Favorable ISP or ICP in China:	17%
Other Websites:	16%

User's Own Webpages:	6%
Front Pages of a Favorable ISP or ICP Outside of China:	5%
Popular Pages of Users' Profession:	3%

(18) Actual Default Pages of Users Browsers, Indicated by Respondents

4107:	www.sina.com.cn
2112:	www.sohoo.com.cn
1644:	www.263.net
1384:	Blank Page
1302:	www.nease.net
1275:	www.online.sh.cn
1142:	www.163.net
851:	www.yahoo.com
775:	gbchinese.yahoo.com
725:	www.microsoft.com
721:	home.microsoft.com/intl/cn
627:	www.szptt.net.cn
544:	www.sc.cninfo.net
419:	www.newshoo.com
395:	www.szonline.net
353:	www.xaonline.com
351:	zys.126.com
328:	www.21cn.com
319:	www.pchome.net
316:	www.tsinghua.edu.cn
308:	www.rol.cn.net
307:	www.cpcw.com
306:	www.netscape.com
297:	www.jlonline.com
291:	www.zj.cninfo.net
283:	www.gznet.com
267:	home.microsoft.com
265:	lanton.nethome.com.cn
263:	www.bta.net.cn
241:	freemail.263.net
223:	home.netscape.com
221:	www.wuhan.net.cn
207:	www.online.tj.cn
203:	www.cnnic.net.cn
198:	www.yesite.com
178:	www.uestc.edu.cn
170:	www.pku.edu.cn
170:	www.east.net.cn

165:	www.hotmail.com
158:	www.zz.ha.cn
155:	www.chinabyte.com
153:	www.qz.fj.cn
140:	www.bupt.edu.cn
136:	www.xjtu.edu.cn
134:	www.xj.cninfo.net
134:	www.ihw.com.cn
122:	www.ustc.edu.cn
122:	www.silversand.net
121:	www.cnnb.net
117:	www.he.cninfo.net
113:	www.188.net
112:	www.hn.cninfo.net
106:	www.gbchinese.yahoo.com
105:	www.cta.cq.cn
105:	www.8848.net
104:	www.sz.js.cn
104:	www.infoweb.com.cn
103:	www.dlut.edu.cn
100:	www.fz.fj.cn
III.	Most Important Issues Facing China's Internet

(1) Most Unsatisfied Issue About China's Internet

Slow Access Speed:	49.3%
High Price:	36.8%
Insufficient Information in Chinese:	9.1%
Hard to Use (Require Many Computer Skills):	1.6%
Poor ISP Service Quality:	1.6%
Others:	1%
No Gain From Accessing the Internet:	0.6%

(2) Successful Website Criteria

Rich Information, Timely Updates, and Attractive Value-added Services (e.g. Free Email, Free Downloading, Free Stock Market Information):	73.49%
High-speed Navigation Within the Website:	17.03%
Well Designed Web Pages (Valuable for Others to Learn):	4.31%
Facilitate Interactions Allowing Visitors to Communicate Among Each Other:	5.17%

(3) Evaluation of ISPs' Services:

Excellent	Above Average	Average	Below Average	Poor
4%	27%	56%	9%	4%

(4) Reaction to Online Advertisements

Frequently Visit and Obtain Valuable Information:	6%
Visit Occasionally to Support the Hosting Websites:	19%
Rarely Visit Unless They Fit Personal Interests:	49%
Ignore and Bypass:	20%
Dislike Them since They Often Slow Down the Access Speed:	6%

(5) Circumstances When Online Advertisements Are Most Likely To Be Visited

Good and Interesting Appearance:	45%
Rewards are Granted For Visiting Them:	20%
In the Favorable or Trusted Websites:	20%
Sent to Personal Email Accounts:	8%
Others:	7%

(6) Online Purchase

Will Purchase Online When the Technical and Security Environment are Mature:	85%
Will Not Purchase Online Even When the Technical and Security Environment Are Mature:	15%
Willing to Buy Merchandise Online:	13%
Willing to Purchase Small Merchandise, Such as Books and CDs Online, But not Large Merchandise While Willing to Gather Information Online.	
Not Willing to Purchase Any Merchandise Online While Gathering Information Online:	29%
Neither Purchase Merchandise Nor Gather Information Online:	6%

(7) Primary Obstacles to Online Purchases

Quality of Products and Services:	34%
Security Is Not Guaranteed:	30%
No Convenient Payment Method:	22%
Prices Are Not Attractive:	8%
Delivery Is Time Consuming and Unreliable:	6%

(8) Most Promising Online Business In The Future

Online For-Profit Information Services:	20%
Online Communication Services:	20%
Online Store:	16%
Online Schools:	11%

Virtual Community:	9%
Online Stock Trading and Information Services:	8%
Online Game and Entertainment Services:	6%
Online Program Ordering Services:	4%
Website Designing and Implementation:	3%
Online Hospital:	2%
Others:	1%

(9) Mostly Recommended Websites (Number of Respondents)

12799:	www.sina.com.cn
11402:	www.sohu.com (www.sohoo.com.cn)
10374:	www.263.net
9760:	www.yahoo.com
9044:	www.nease.net (www.netease.com , www.163.com)
8791:	www.163.net
6315:	gbchinese.yahoo.com
3242:	www.cpcw.com
2941:	www.online.sh.cn
2103:	www.21cn.com
1759:	www.chinabyte.com
1689:	www.cctv.com
1402:	www.gznet.com
1295:	freemail.263.net
1250:	www.hotmail.com
1182:	www.szptt.net.cn
1080:	www.yeah.net
1078:	www.pchome.net
1071:	www.cnnic.net.cn
998:	www.microsoft.com
970:	www.peopledaily.com.cn
866:	www.sc.cninfo.net
859:	www.east.net.cn
830:	www.yesite.com
773:	www.soim.com
765:	www.download.com.cn
750:	www.szonline.net
742:	www.newshoo.com
723:	www.188.net
722:	www.tsinghua.edu.cn
713:	www.ihw.com.cn
703:	www.990.net
607:	www.bta.net.cn
599:	www.rol.cn.net (www.readchina.com)

597: www.playpc.com
581: www.silversand.net
566: www.nba.com
552: www.zj.cninfo.net
543: www.china.com
541: www.playpc.net
518: www.hn.cninfo.net