

SemiAnnual Survey Report On Internet Development In China (2000.1)

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, January 1999 and July 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 December 15-31, 1999. Survey questionnaires were posted on the front pages of famous Web sites in China. The survey is strongly supported by almost all the well-known Chinese ISPs and ICPs. The on-line survey received 363,538 responses. Among these responses, 202,432 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: **3,500,000**. Among them, **410,000** are connected through leased lines and **3,090,000** are through dial-up connections.

2. Internet Users in China: **8,900,000**. Among them, **1,090,000** are through leased line connections, **6,660,000** are dial-up users and **1,150,000** use both. Besides the computer, users that use other equipment (for example mobile telephone, PDA and top-set) are **200,000**.

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

	AC	COM	EDU	GOV	NET	ORG	AADN	Total
Number	500	38776	731	2479	3753	940	1516	48695

*AADN = Administration Area Domain Name

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

The distribution of domain names by geographic locations (provinces)

	Beijing	Shanghai	Tianjin	Chongqing	Hebei	Shanxi	Neimenggu
Domain Names	17871	4284	855	347	821	298	221
Percentage	36.7%	8.9%	1.76%	0.81%	1.79%	0.61%	0.45%
	Liaoning	Jilin	Heilongjiang	Jiangsu	Zhejiang	Anhui	Fujian
Domain Names	1223	273	417	2362	2094	347	1167
Percentage	2.6%	0.56%	0.86%	4.85%	4.4%	0.71%	2.5%
	Jiangxi	Shandong	Henan	Hubei	Hunan	Guangdong	Guangxi
Domain Names	205	2353	1130	891	407	7043	464
Percentage	0.42%	4.83%	2.32%	1.83%	0.94%	14.46%	0.95%
	Hainan	Sichuan	Guizhou	Yunnan	Tibet	Shanxi	Gansu
Domain Names	359	751	120	756	15	680	185
Percentage	0.74%	1.54%	0.25%	1.55%	0.03%	1.5%	0.38%
	Qinghai	Ningxia	Xinjiang	HongKong	Macou	Taiwan	
Domain Names	21	44	212	87	0	3	
Percentage	0.04%	0.09%	0.44%	0.18%	0	0.01%	

4. Number of Websites in China: **15153** (approximate)

5. Total Bandwidth of Leased International Connections: **351M**. 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	CERNET	CHINANET	CHINAGBN	UNINET	Total
Bandwidth	10M	8M	291M	22M	20M	351M

6. Results of Online Questionnaire:

I. General Demographics

(1) Gender: Male, **79%**; Female, **21%**

(2) Age:

Under 16	18-24	25-30	31-35	36-40	41-50	51-60	Over 60
2.4%	42.8%	32.8%	10.2%	5.7%	4.5%	1.2%	0.4%

(3) Marital Status: un-married, **64%**; married, **36%**

(4) Geographic Distribution (Province):

Beijing	Shanghai	Tianjin	Chongqing	Hebei	Shanxi	Neimenggu
21.24%	11.21%	2.68%	1.90%	2.59%	1.04%	0.50%
Liaoning	Jilin	Heilongjiang	Jiangsu	Zhejiang	Anhui	Fujian
4.27%	1.50%	1.66%	5.91%	4.51%	0.97%	2.69%
Jiangxi	Shandong	Henan	Hubei	Hunan	Guangdong	Guangxi
1.14%	5.19%	2.11%	3.32%	3.44%	12.94%	1.34%
Hainan	Sichuan	Guizhou	Yunnan	Tibet	Shanxi	Gansu
0.49%	3.00%	0.46%	0.63%	0.03%	1.96%	0.57%
Qinghai	Ningxia	Xinjiang				
0.08%	0.16%	0.47%				

(5) Education Attainment:

Under High School	High School	2-3 Years College	Bachelor Degree	Master Degree	Doctor Degree
3%	13%	32%	45%	6%	1%

(6) Occupation/Industry:

Senior Managers in Government and Industry	Financial Industry	Entertainment and Sports	Student
3%	6.2%	1.8%	21%
Staff in Government Agencies	Service Industry	Other Professionals	Faculty
6.2%	2.6%	8.6%	4.8%
Foreign and JV Firms	Medical Professionals	Mass Media Professionals	Workers
8.7%	2%	1.8%	1.8%
Small Business	Military and Law Enforcement	Computer Industry	Agriculture
2.5%	1.5%	12.9%	0.3%
General Commerce	Telecom Industry	Others	
7.4%	5%	1.9%	

(7) Monthly Income Per Capita:

Below RMB ¥ 500	RMB ¥ 501-1000	RMB ¥ 1001-2000	RMB ¥ 2001-4000	RMB ¥ 4000-6000	RMB ¥ 6000 and Above
7%	29%	36%	19%	5%	4%

II. Use and Access

(1) Access Location:

Home	Work/School	Internet Cafe	Other Locations
50%	37%	11%	2%

(2) Who pays for Access:

Work/School	Personal Fund	Both
21%	59%	20%

Among the Total Amounts of fee for Access Monthly:

Work/School: 1,086,830,000(approximate)

Personal Fund: 1,025,810,000(approximate)

(3) Money That Users Hope to Pay for Access Monthly:

(3) Hours of Internet Use Per Week:

Below RMB ¥ 100	RMB ¥ 100-200	RMB ¥ 200-300	RMB ¥ 300-400	RMB ¥ 400 and Above
57%	30%	8%	3%	2%

(4) Hours of Internet Use Per Week :17 hours

(5) First Daily Login Time:

0 : 00	1 : 00	2 : 00	3 : 00	4 : 00	5 : 00	6 : 00
10.21%	0.42%	0.41%	0.33%	0.34%	0.82%	1.73%
7 : 00	8 : 00	9 : 00	10 : 00	11 : 00	12 : 00	13 : 00
3.99%	11.89%	15.33%	7.53%	2.69%	4.26%	2.30%
14 : 00	15 : 00	16 : 00	17 : 00	18 : 00	19 : 00	20 : 00
1.96%	1.69%	1.27%	1.75%	3.60%	5.28%	7.66%
21 : 00	22 : 00	23 : 00				
6.31%	4.62%	3.61%				

(6) Time Period of Most Likely Keeping Online (Results of Multiple Choices)

0 : 00	1 : 00	2 : 00	3 : 00	4 : 00	5 : 00	6 : 00
16.59%	11.65%	5.86%	3.28%	2.42%	2.69%	4.30%
7 : 00	8 : 00	9 : 00	10 : 00	11 : 00	12 : 00	13 : 00
9.80%	19.37%	29.08%	26.32%	18.89%	21.37%	20.37%
14 : 00	15 : 00	16 : 00	17 : 00	18 : 00	19 : 00	20 : 00
21.61%	21.17%	20.09%	18.58%	18.53%	24.51%	35.49%
21 : 00	22 : 00	23 : 00				
38.30%	36.89%	29.90%				

(7) Amounts of E-mail Accounts: 35,600,000

Among Them, Free Mail Accounts: 26,700,000

(8) Receiving E-mail Per Week: 21

Sending E-mail Per Week: 10

(9) Primary Reason for Accessing the Internet:

Gathering Information: 57.97%

Education (Learning computer and other new technologies): 12.10%

Entertainment: 9.75%

Work/Business: 6.75%

Gathering Free Information: 5.47%

Communication With Others: 5.10%

Accessing Stock Trading and Information Retrieval: 1.11%

Saving/Reducing Communication Costs: 1.13%

Others: 0.43%
Jumping On the Bandwagon: 0.19%

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

Email: 71.65%
Search Engine: 50.40%
Software Downloading and Uploading: 44.16%
Information Gathering: 39.31%
Online Chatting: 25.47%
Newsgroups: 16.99%
BBS Services: 16.32%
Free Personal Website Hosting: 13.49%
Online Game and Entertainment: 13.64%
Online Paging: 13.17%
Stock Trading and Information Retrieval: 8.50%
Online Purchasing: 7.77%
IP Telephony: 7.58%
Online Payment: 1.79%
Other Services: 0.21%

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

News: 65.52%
Computer Hardware and Software: 51.70%
Entertainment Information: 38.79%
Electronic Books: 38.04%
Science and Education Information: 31.43%
Financial Materials: 21.22%
Job Listings: 19.25%
Trade and Commerce Information: 17.26%
Advertisement: 12.79%
Travel Information: 11.94%
Medical Information: 9.39%
Matchmaking Services: 8.20%
Others: 0.73%

(12) Information Category With Most Available Online Resources
(Results of Multiple Choices)

News: 65.93%
Computer Hardware and Software: 43.82%
Entertainment Information: 37.20%
Electronic Books: 25.52%

Advertisement: 22.22%
Financial Materials: 21.16%
Science and Education Information: 14.17%
Trade and Commerce Information: 11.42%
Job Listings: 11.84%
Matchmaking Services: 10.46%
Travel Information: 6.25%
Medical Information: 4.05%
Others: 0.14%

(13) Main Considerations in Choosing ISPs

Bandwidth/Connection Speed: 43%
Serve Quality: 24%
Price: 24%
Name Recognition: 8%
Others: 1%

(14) Organization's Web Site Ownership:

Own Web Site: 46.69%
Do Not Own Web Site: 42.70%
Unknown: 10.61%

(15) Update of Web Sites

Update Per Week: 20.66%
Update Each Day: 20.49%
Unknown: 18.83%
Update Monthly: 18.19%
Update Once 2-6 Month: 12.56%
Update Once Above Half A Year: 6.94%
Never Update: 2.33%

(16) Whether do Organization Issue Information Via Internet in The Recent Three Months

Do Not Issue: 39.61%
Issued: 37.61%
Unknown: 22.78%

(17) What Information is Issued (Results of Multiple Choices)

News of Organization or Industry: 59.47%
Service Information: 44.64%
Technology Information: 39.65%
Advertisement: 32.19%
Trade and Commerce Information: 29.59%

Job Listings: 26.82%

Others: 4.66%

(18) Personal Webpage Ownership

Own Personal Webpages and Made by Himself: 19.92%

Own Personal Webpages But Not Made by Himself: 4.63%

Do Not Own Personal Webpages: 75.45%

(19) Hacker Corrupt the Computer

Do Not Corrupt: 63.68%

Unknown: 24.67%

Corrupted: 11.65%

(20) How Long the Password id Changed

Never Change: 47.35%

Three Months-Half a Year: 23.28%

Half a Year-One Year: 16.24%

One Month: 13.13%

(21) Whether the Waste E-mail id Received

Yes: 62.88%

No: 37.12%

(22) Hoe to Deal With the Waste E-mail:

Directly Delete: 88.78%

Contact With him to Tell to Not Send That Again: 6.94%

Contact With Webmaster: 3.25%

Hope More: 1.02%

III. Most Important Issues Facing China's Internet

(1) Most Unsatisfied Issue About China's Internet

Slow Access Speed: 52.98%

High Price: 34.28%

Insufficient Information in Chinese: 7.35%

Hard to Use (Require Many Computer Skills): 2.22%

Poor ISP Service Quality: 2.056%

Others: 0.68%

No Gain From Accessing the Internet: 0.44%

(2) Successful Website Criteria

Rich Information, Timely Updates, and Attractive Value-added Services (e.g. Free Email, Free Downloading, Free Stock Market Information): 66.35%
High-speed Navigation Within the Website: 18.96%
Well Designed Web Pages (Valuable for Others to Learn): 6.28%
Facilitate Interactions Allowing Visitors to Communicate Among Each Other: 7.59%
Others: 0.82%

(3) Whether do User Like to Receive the Advertising Mail as Referece of Purchasing or Services

Do Not Like: 45.33%
Like: 38.90%
Unknown: 15.77%

(4) Which Banner will be hited (Results of Multiple Choices)

News: 42.56%
Entertainment Information: 31.82%
Encouraging Sales Promotion: 29.78%
Commonweal Activity: 29.26%
Science Activity: 26.93%
New Web Site Issuance: 22.53%
Commodity Information: 22.30%
Visualize Advertisement: 14.13%
Business Organization: 11.52%
Others: 0.07%

(5) User Hit the Icon Linked in the Homepage

Sometime: 47.37%
Often: 30.06%
Rarely: 20.05%
Never: 2.52%

(6) Reaction to Online Advertisements

Rarely Visit Unless They Fit Personal Interests: 49.04%
Visit Occasionally to Support the Hosting Websites: 25.18%
Frequently Visit and Obtain Valuable Information: 7.68%
Ignore and Bypass: 14.09%
Dislike Them since They Often Slow Down the Access Speed: 4.01%

(7) What is Mostly Concerned on E-business

Security of Dealing: 52.26%
Cheaper Price: 16.52%
Services After Business: 11.13%
Simple Dealing Interface Surface: 9.08%
Delivery On Schedule: 7.73%
Brand of Commodity: 2.63%
Others: 0.65%

(8) Whether did Users Purchase the Commodity or Services via Internet Last Year

Yes: 8.99%
No: 91.21%

(9) Whether did the Organization Purchase the Commodity or Services via the Internet Last Year

Yes: 2.91%
No: 54.53%
Unknown: 42.56%

(10) Whether did Users Purchase the Commodity via the Auction Web Sites

Yes: 3.80%
No: 96.20%

(11) Whether are Users Satisfied to Dealing via Internet

Unknown: 62.75%
Not Satisfied: 18.42%
Satisfied: 14.7%
Very Not Satisfied: 2.41%
Very Satisfied: 1.72%

(15) Primary Obstacles to Online Purchases

Quality of Products and Services: 36.54%
Security Is Not Guaranteed: 27.64%
No Convenient Payment Method: 17.68%
Prices Are Not Attractive: 7.78%
Delivery Is Time Consuming and Unreliable: 9.26%
Others: 1.10%

(16) Which Business Activity do Users Hope to Do via Internet In the Future

Information Services: 56.14%
Order Books or Magazine: 38.11%
Purchasing Consumable: 34.52%
Making Orders of Tickets: 34.47%
Services of Deliver Flower: 30.32%
Purchasing Computer or Software: 25.78%
Financial Services: 20.23%
Purchasing Family Electric Equipment: 9.54%
Insurance Services: 7.98%
Others: 0.51%

(14) Most Promising Online Business In The Future (Results of Multiple Choices)

Online Purchasing: 47.64%
Online Communication Services: 46.39%
Online For-Profit Information Services: 33.97%
Online Schools: 39.09%
Online Store: 29.78%
Online Hospital: 26.48%
Virtual Community: 24.98%
Online Game and Entertainment Services: 25.71%
Online Program Ordering Services: 22.00%
Website Designing and Implementation: 16.51%
Others: 0.27%

(15) Mostly Recommended Websites (Number of Respondents)