

Statistical Survey Report on The Internet Development in China

(Jan. 2007)



China Internet Network Information Center

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Statistical Survey Report on the Internet Development in China (Jan. 2007)

Entrusted by the governmental department in charge, China Internet Network Information Center (CNNIC) continuously carried out semi-annual statistical surveys on the Internet development in China since 1997. This is the 19th survey report.

Section I Specifications

1. Internet User:

CNNIC defines the Internet user as Chinese citizen aged 6 and above who averagely use the Internet at least one hour per week.

2. Mobile Phone Internet User:

Refers to people who use mobile phone as Internet accessing terminal, and enjoy network services such as downloading fancy ring tones and multi media short messages, receiving/sending emails, reading news and chatting online.

3. Website:

Refers to a website that holds an independent domain name (under .CN or gTLDs). The independent domain name adoption refers to the situation in which one domain name only matches one single website. For instance, the domain name “cnnic.cn” only has one website “www.cnnic.cn”. Other names such as “whois.cnnic.cn”, “mail.cnnic.cn” do not mean CNNIC has more websites. They are treated as different channels of “www.cnnic.cn”.

4. Computer Host:

Refers to a computer which is used by at least one person to access the Internet.

5. Static Webpage:

Refers to webpages of which URL contain no “?” and input parameters, e.g. *.htm, *.html, *.shtml, *.txt and *.xml, etc...

6. Dynamic Webpage:

Refers to webpages of which URL contain “?” and input parameters, i.e. server-end processed webpages, e.g. ASP, PHP, PERL and CGI, etc.

7. Encoding Form of Webpage:

The four categories are simplified Chinese, traditional Chinese, English and others. The statistics were drawn from information analysis of certain webpages, not from its statements in HTML.

8. Content Form of Webpage:

The four categories are text, image, audio and video. The statistics were collected by judging the suffixes of Webpage files. We consulted MIME standard to make criteria for defining suffixes of image, audio and video files.

9. Update Period for Webpage Content:

Refers to the time difference between the current date and that of the last update.

10. Regional Distribution:

East China: Beijing, Tianjin, Hebei, Liaoning, Shanghai, Jiangsu, Zhejiang, Fujian, Shandong, Guangdong and Hainan;

Central China: Shanxi, Jilin, Heilongjiang, Anhui, Jiangxi, Henan, Hubei and Hunan;

West China: Inner Mongolia, Guangxi, Chongqing, Sichuan, Guizhou, Yunnan, Tibet, Shaanxi, Gansu, Qinghai, Ningxia and Xinjiang.

11. The statistics of Hong Kong, Macao and Taiwan are not included unless specified.

12. The closing date for the survey is December 31, 2006

Section II Survey Findings

I. The Macro Status of the Internet Development in China

Note: Items with “” are results from telephone sampling.*

A. Internet users

*1. Total users: 137.0 million. The 95% confidence intervals for the estimate are 133.62 million to 140.38 million.

*2. By accessing methods (in millions)

Table 2.1 Internet users by accessing methods

Leased Lines	Dial-up	Broadband	Mobile Phone
27.1	39.0	90.7	17.0

Note 1: The sum of users who adopt different accessing methods may exceed the total number of Internet users as users who adopt multiple accessing methods are recounted.

Note 2: Leased line users refer to users who connect to LAN through Ethernet, then access Internet through leased lines.

Note 3: Dial-up users include ISDN users

Note 4: Broadband users refer to users who access Internet through xDSL, Cable Modem, etc.

*3. Besides computer and mobile phone, the number of the Internet users who simultaneously use other surfing devices (PDA or Information appliance) reached 1.78 million.

B. Computer hosts

*1. Total computer hosts: 59.4 million.

*2. By connection types (in millions):

Table 2.2 Computer hosts by connection types

Leased Line	Dial-up	Broadband
5.9	18.2	35.3

C. Domain names registered

1. China has approximately 4,109,020 domain names, including names registered in .CN and gTLDs. .CN domain names reached 1,803,393.

2. By TLDs/SLDs:

Table 2.3 Domain names by TLDs

	Number	Percentage
CN	1,803,393	43.9%
COM	1,939,343	47.2%
NET	299,108	7.3%
ORG	67,176	1.6%
Total	4,109,020	100.0%

Table 2.4 .CN domain names

	Number	Percentage
.CN(SLD)	1,125,846	62.4%
.COM.CN	501,400	27.8%
.NET.CN	82,190	4.6%
AADN.CN	32,660	1.8%
.GOV.CN	28,575	1.6%
.ORG.CN	27,700	1.5%
.EDU.CN	2,988	0.2%
.AC.CN	2,027	0.1%
.MIL.CN	7	0.0%
Total	1,803,393	100.0%

Note:

TLD: Top Level Domain

SLD: Second Level Domain

AADN: Administration Area Domain Name

D. Websites

1. Total estimates: 843,000

Note: websites with .EDU.CN domain names are not counted

2. By TLDs/SLDs:

Table 2.5 Websites by TLDs

	Number	Percentage
CN	367,418	43.6%
COM	392,011	46.5%
NET	73,040	8.7%

ORG	10,531	1.2%
Total	843,000	100.0%

Table 2.6 .CN websites

	Number	Percentage
.CN(SLD)	192,307	52.4%
.COM.CN	135,717	36.9%
.NET.CN	15,231	4.2%
.GOV.CN	11,052	3.0%
.ORG.CN	7,004	1.9%
AADN.CN	5,644	1.5%
.AC.CN	463	0.1%
Total	367,418	100.0%

E. Number of webpages, bytes of webpages and the characteristics

1. China has 4.47 billion Webpages with bytes volume of 122,305,737,000KB:

Table 2.7 Webpage number, bytes of webpages

Webpage number	Total	4,472,577,939
	Static pages	2,025,348,984
	Dynamic pages	2,447,228,955
	Ratio - statics to dynamics	0.83 :1
	Average pages per website	5,057.2
Bytes of webpages	Total	122,305,737,000 KB
	Average bytes per webpage	27.3 KB
	Average bytes per Website	137,297.9 KB

Note1: The total numbers include the statistics in Hong Kong, Macao and Taiwan; while the average numbers exclude the statistics in Hong Kong, Macao and Taiwan.

2. Webpages in different encoding forms:

Table 2.8 Webpages in different encoding forms

Simplified Chinese (GB)	Traditional Chinese (BIG5)	English	Others
95.4%	4.5%	0.1%	0.0%

3. Webpages in different content forms:

Table 2.9 Webpages in different content forms:

Text	Image	Audio	Video
70.2%	29.5%	0.0%	0.3%

4. Webpages in different scripts:

Table 2.10 Webpages in different scripts

Webpage script	Percentage
asp	17.8%
php	13.5%
html	9.9%
/	9.6%
htm	5.2%
shtml	2.0%
jsp	1.4%
cgi	0.4%
Others (such as doc, ppt, gif, etc.)	40.2%

5. Different multimedia forms on webpages:

Table 2.11 Different multimedia forms on webpages

Multimedia form	Percentage
gif	87.9%
jpg	10.9%
swf	1.0%
ppt	0.4%
mp3	0.1%

6. Webpages in different update periods:

Table 2.12 Webpages in different update periods

Update period	Percentage
Within 1 week	7.4%
1~4 weeks	26.4%
1~3 months	32.3%
3~6 months	17.8%
Over 6 months	16.1%

F. Total bandwidth of international connections:

1. The total bandwidth is 256,696M, connecting to the United States, Russia, France, the United Kingdom, Germany, Japan, Korea, Singapore, etc.
2. By Backbone Network Operators:
 - CHINANET 135,321M
 - CHINA169 89,665M

- CSTNET 17,510M
- CERNET 4,796M
- CMNET 5,750M
- UNINET 3,652M
- CIETNET 2M
- CGWNET (under construction)
- CSNET (under construction)
- CRNET (under construction)

G. Quantity of IP addresses:

1. IPv4

The Chinese Mainland: 98,015,744, i.e. 5A+215B+154C

Taiwan: 18,158,336, i.e. 1A+21B+19C

Hong Kong: 6,670,336, i.e. 101B+200C

Macao: 144,640, i.e. 2B+53C

2. IPv6

The Chinese Mainland: /29+20/32s+2/48s

Taiwan: /21+2/26s+/27+/28+20/32s+/48

Hong Kong: 6/32s+/64

Macao: 2/32s

II. Survey on the Behavior and the Consciousness of the Internet Users

Note: Items with “” are results from telephone sampling, others are results from online survey.*

A. General information of the Internet users

*1. Internet users' genders: Male 58.3%, Female 41.7%:

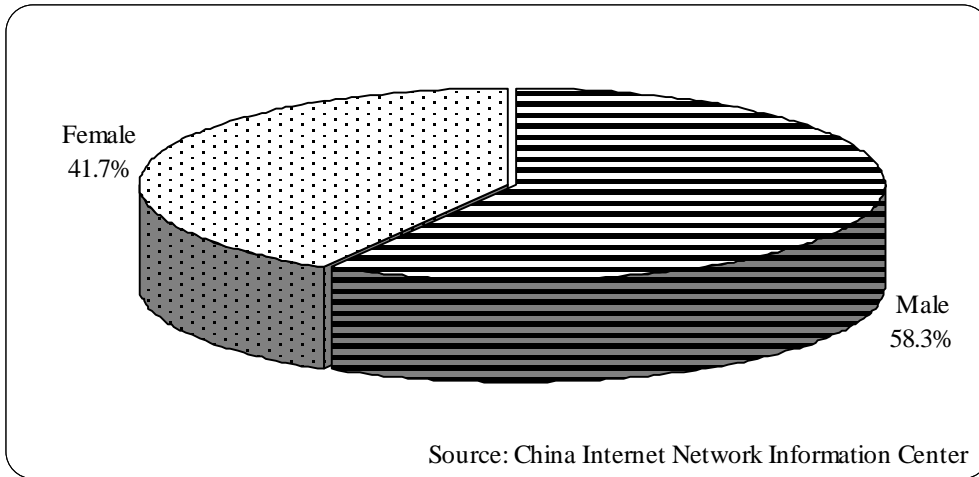


Figure 2.1 Internet users' genders

*2. Internet users' age:

Table 2.13 Internet users in different age groups

Under 18	18~24	25~30	31~35	36~40	41~50	51~60	Above 60
17.2%	35.2%	19.7%	10.4%	8.2%	6.2%	2.2%	0.9%

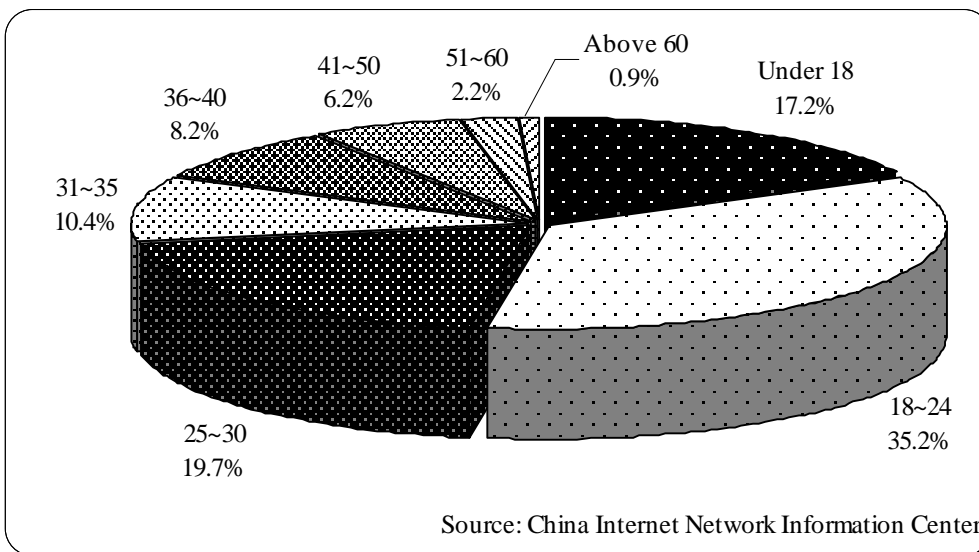


Figure 2.2 Internet users' age

*3. Internet users' marital status: Unmarried 57.8%, Married 42.2%:

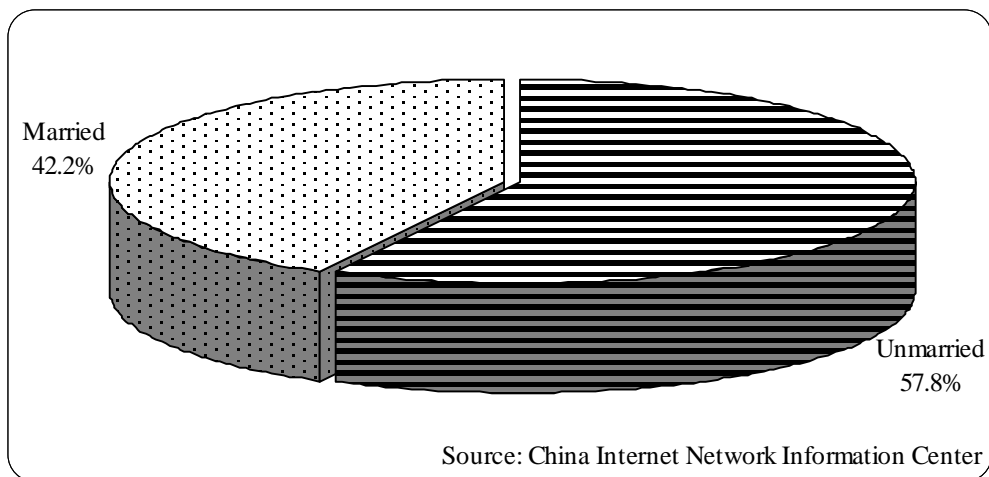


Figure 2.3 Internet users' marital status

*4. Internet users' educational degree:

Table 2.14 Internet users' educational degree

Below High School	High School	College Diploma	Bachelor's Degree	Master's Degree	Doctorial Degree
17.1%	31.1%	23.3%	25.8%	2.3%	0.4%

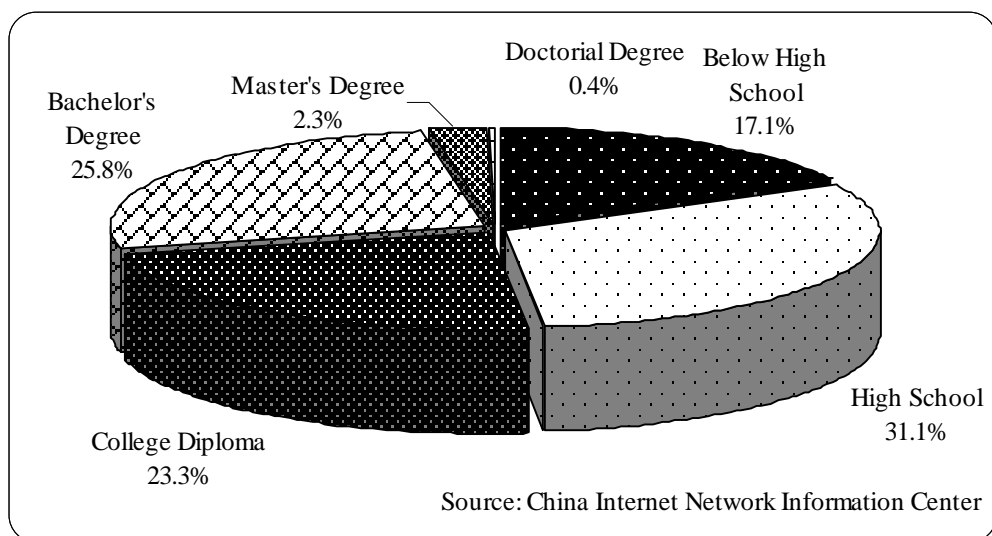


Figure 2.4 Internet users' educational degree

*5. Distribution of professions:

Table 2.15 Distribution of professions:

Students	Staff of enterprises	School teachers and staff	Staff of government agencies or party-organizations
32.3%	29.7%	6.2%	4.3%
Staff of non-profit	Self-employed people	Peasants and farmers	Unemployed people

organizations			
8.6%	9.6%	0.4%	7.2%
Others (including army men)			
1.7%			

*6. Monthly Income of Internet users:

Table 2.16 Personal Monthly Income of Internet users: (RMB)

Less than 500	501~1000	1001~1500	1501~2000	2001~2500	2501~3000
25.3%	18.1%	13.6%	11.2%	6.1%	7.6%
3001~4000	4001~5000	5001~6000	6001~10000	Over 10000	No Income
4.8%	4.1%	1.6%	1.8%	1.6%	4.2%

B. The utilize situation and users' satisfactory degrees

*1. Main locations for accessing the Internet: (result of multiple selections):

Table 2.17 Main locations for accessing the Internet

Home	Work place	Internet Café	School	Public places	Others
76.0%	33.4%	32.3%	12.6%	0.9%	0.2%

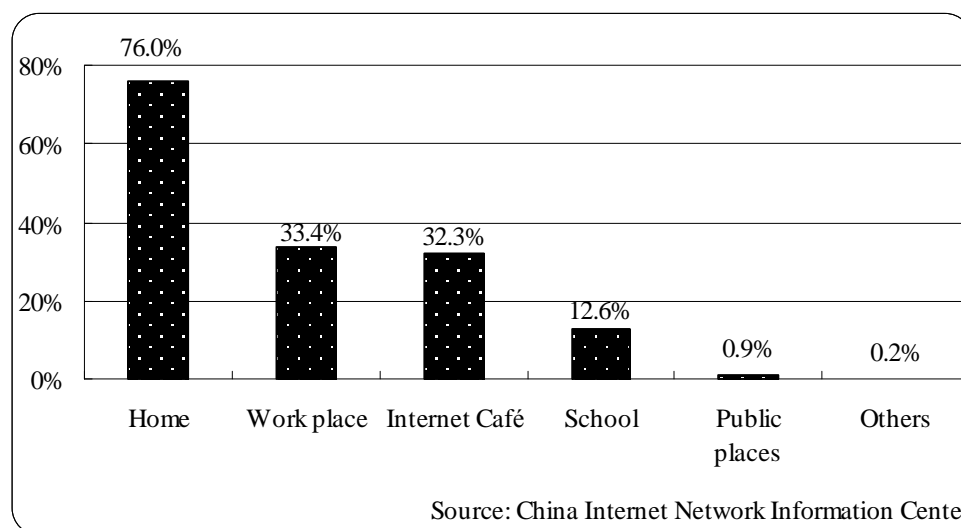


Figure 2.5 Main locations for accessing the Internet

*2. Besides free Internet users, average monthly cost for accessing the Internet: 83.5 Yuan

Note: Expenditure here refers to the Internet connection fees charged by ISPs and

corresponding telephone charges; the daily phone call charges are excluded.

*3. Average weekly time for accessing the Internet: 16.9 Hours

*4. When do Internet users usually access the Internet (multiple selections):

Table 2.18 Time segments of Internet users usually access the Internet

24:00	1:00	2:00	3:00
16.9%	5.7%	4.3%	2.8%
4:00	5:00	6:00	7:00
2.2%	1.8%	1.9%	2.9%
8:00	9:00	10:00	11:00
13.6%	22.4%	26.2%	25.4%
12:00	13:00	14:00	15:00
28.5%	31.5%	35.9%	35.9%
16:00	17:00	18:00	19:00
33.6%	30.0%	28.5%	42.4%
20:00	21:00	22:00	23:00
54.9%	53.3%	43.2%	26.3%

Besides, 13.6% of the Internet users have no fixed surfing schedule.

*5. Main approaches for Internet users to obtain information (result of multiple selections):

n Internet	85.0%
n Television	66.1%
n Newspaper	61.1%
n Magazine	19.5%
n Book	18.5%
n Broadcast	14.9%
n Others	8.5%

*6. Primary approaches for Internet users to obtain information:

n Internet	47.4%
n Television	30.6%
n Newspaper	15.7%
n Book	2.5%
n Magazine	1.2%
n Broadcast	0.6%
n Others	2.0%

7. Services/functions that are most frequently used (result of multiple selections):

n Email	56.1%
n News	53.5%
n Search engine	51.5%
n Obtaining Information (inquire about information of products, services, jobs,	

healthcare, government, etc)	41.0%
n Forum, BBS, discussing groups, etc	36.9%
n Watching/downloading video (Online TV)	36.3%
n Instant message	34.5%
n Listening/downloading music (Online radio)	34.4%
n Downloading/uploading files (excluding music and video)	32.9%
n Internet games	26.6%
n School/class mates' BBS	25.6%
n Blog	25.3%
n Online shopping	23.6%
n Online recruiting	20.8%
n Online chatting room	20.8%
n Personal homepage service	20.3%
n E-journal	17.1%
n Online education	14.3%
n Online sales (including online promotion and auction)	13.3%
n Internet telephone (IP telephone, PC to Phone)	11.2%
n Online financing (Banking and Stock trading)	10.5%
n SMS(Short Message Service) and MSM (Multimedia Short Message)	9.7%
n Online reservation (hotel, ticket, registration)	8.6%
n E-governance (Online complaining, examine/approving, supervising, etc.)	7.7%
n Friends/ match making, community club	6.4%
n Others	6.4%

8. Users' attitudes toward the importance of the Internet in the following four aspects:

Table 2.19 Users' attitudes toward the importance of the Internet

	Very Important	Important	Average	Less Important	Not Important
Studying	41.1%	34.2%	15.2%	6.7%	2.8%
Working	45.8%	24.9%	14.0%	9.9%	5.4%
Daily life	29.8%	35.3%	19.2%	6.9%	8.8%
Entertainment	29.3%	30.0%	26.8%	8.0%	5.9%

9. Users' satisfaction degrees on the Internet:

Table 2.20 Users' satisfaction degrees on the Internet

	Excellent	Satisfied	Average	Dissatisfied	Disappointed
Speed	7.1%	30.7%	37.7%	16.1%	8.4%
Cost and fee					
collecting rules	7.8%	20.0%	34.1%	24.1%	14.0%
Security	7.7%	21.1%	36.0%	25.7%	9.5%
Abundance of the contents	14.4%	39.5%	27.6%	12.6%	5.9%

Authenticity of the contents	11.6%	24.1%	40.6%	15.3%	8.4%
Propriety of the contents	8.4%	22.0%	37.7%	19.1%	12.8%
Protection of Individual privacy	8.8%	24.8%	37.6%	21.2%	7.6%
Easy to use	13.3%	41.0%	31.5%	8.2%	6.0%
Overall	8.5%	40.0%	39.3%	9.1%	3.1%

10. Aspects that users repulse the most:

n	Internet viruses	28.7%
n	Hackers' attack (including Trojan programs)	16.7%
n	Popup ads and windows	14.3%
n	Spam	7.8%
n	Fake information	7.4%
n	Cheating/tricking/phishing	6.9%
n	Online traps of fee charges	6.9%
n	Inappropriate information	5.7%
n	Exposure of privacy	4.9%
n	Others	0.7%

C. Internet users' views on popular Internet issues

Item 1 and 2 reflect situations of Internet users who had ever looked through Internet advertisements:

1. Mental situation when looking through Internet ads:

n	On my own Initiative	21.1%
n	Passively	26.3%
n	Both	52.6%

2. Trust degrees of advertisement on different media:

Table 2.21 Trust degrees of advertisement on different media

	Fully Trust	Trust	Average	Distrust	Fully Distrust
Television	7.7%	33.2%	38.4%	12.3%	8.4%
Radio	7.9%	19.8%	40.7%	17.8%	13.8%
Newspaper, magazine	2.9%	24.4%	51.5%	16.6%	4.6%
Internet	7.9%	22.7%	45.3%	18.3%	5.8%
Outdoors	8.5%	20.2%	41.3%	19.9%	10.1%

Item 3 to 8 reflect situations of Internet users who had ever accepted online educations:

3. Reasons for choosing online educations (result of multiple selections):

n	Flexible approaches, easy to arrange personal time	37.3%
n	Cost low	30.2%
n	Fill the gap of knowledge	27.2%
n	No need to travel long distance to get educated	24.5%
n	Valuable content available	23.8%
n	An easier way to have more education background or qualifications	13.5%
n	For curiosity	8.7%
n	Being requested to join	7.8%
n	Others	0.4%

4. Types of the most recent online education:

n	Qualification	21.4%
n	Business administration	17.9%
n	Accredited education	17.3%
n	Prepare for taking exams	15.2%
n	Subject education for primary/middle school students	14.3%
n	Foreign languages	12.8%
n	Professional techniques	1.1%

5. Satisfaction degrees on your online education:

n	Quite satisfied	16.0%
n	Satisfied	32.7%
n	Average	21.9%
n	Dissatisfied	18.7%
n	Very Disappointed	10.7%

6. Sources of the tuition fees for the recent 6 months:

n	The employer	61.4%
n	My own expenses	28.0%
n	Both	9.5%
n	Others	1.1%

7. Average tuition fee level for taking one course: (in RMB Yuan)

n	Less than 50	16.8%
n	51~100	18.2%
n	101~150	14.4%
n	151~300	16.7%
n	301~500	17.6%
n	501~700	6.9%
n	701~1000	4.6%
n	More than 1000	4.8%

8. Attitudes toward the tuition fee level:

n	Very high	5.2%
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n High	41.8%
n Average	42.7%
n Low	8.3%
n Very low	2.0%

9. Anticipations of Internet users who never take online education - whether they will accept online education within next year:

n Affirmative	7.8%
n Possibly yes	59.3%
n Hard to say	24.5%
n Possibly no	5.1%
n Negative	3.3%

10. For Internet users who will surely or possibly accept online education within next year, the tuition fee level for one course they can afford: (in RMB Yuan)

n Less than 50	7.7%
n 51~100	10.5%
n 101~150	8.5%
n 151~300	56.5%
n 301~500	9.1%
n 501~700	3.0%
n 701~1000	2.7%
n More than 1000	2.0%

Item 11 and 12 reflect situations of mobile phone Internet users:

11. Network services that are usually used (result of multiple selections):

n Email	72.2%
n News information	30.9%
n Download (ring tone, MSM, game, Flash, movie, etc.)	19.4%
n Chatting with friends	15.5%
n Mobile phone searching	8.2%
n Log on Internet communities	6.3%
n Banking	5.3%
n Blog	2.6%
n Online video	2.3%
n Others	0.6%

12. Problems that usually encounter (result of multiple selections):

n High cost	86.4%
n Low speed	33.4%
n Lacking readable webpages	23.4%
n Connection failure, some webpages can not be accessed	21.1%
n Unstable network, being logged off	20.2%
n Fail to show pictures	7.5%

n	Mobile phone virus	6.5%
n	Others	0.2%

13. Reasons for not using mobile phone to access the Internet (for Internet users, result of multiple selections):

n	High cost	69.6%
n	Low surfing speed	41.0%
n	Not convenient	39.7%
n	Insufficient information	27.2%
n	The mobile phone can not connect to the Internet	21.2%
n	Have no interest	14.2%
n	Have no necessary skill or knowledge	9.1%
n	Have no mobile phone	5.1%
n	Others	1.2%
n	No reason	0.4%

III. Statistics of China's provinces and cities

Note: Items with “*” are results from telephone sampling.

*A. Regional distribution of Internet users

Table 2.22 Regional distribution of Internet users

	Number (in ten thousand)	Percentage of Domestic Internet Users	Percentage of Local Population
Guangdong	1,831	13.4%	19.9%
Shandong	1,126	8.2%	12.2%
Jiangsu	1,027	7.5%	13.7%
Zhejiang	977	7.1%	19.9%
Sichuan	690	5.0%	8.4%
Hebei	631	4.6%	9.2%
Hubei	532	3.9%	9.3%
Henan	517	3.8%	5.5%
Fujian	516	3.7%	14.6%
Shanghai	510	3.7%	28.7%
Liaoning	483	3.5%	11.4%
Beijing	468	3.4%	30.4%
Hunan	408	3.0%	6.4%
Shaanxi	395	2.9%	10.6%
Shanxi	380	2.8%	11.3%
Guangxi	374	2.7%	8.0%
Heilongjiang	366	2.7%	9.6%
Anhui	337	2.5%	5.5%
Jiangxi	285	2.1%	6.6%
Yunnan	275	2.0%	6.2%
Jilin	271	2.0%	10.0%
Tianjin	260	1.9%	24.9%
Chongqing	220	1.6%	7.9%
Inner Mongolia	160	1.2%	6.7%
Xinjiang	155	1.1%	7.7%
Gansu	152	1.1%	5.9%
Guizhou	142	1.0%	3.8%
Hainan	117	0.9%	14.1%
Ningxia	42	0.3%	7.0%
Qinghai	37	0.3%	6.8%
Tibet	16	0.1%	5.8%

B. Regional distribution of domain names

Table 2.23 Regional distribution of domain names

	All domain names		.CN domain names	
	Number	Percentage	Number	Percentage
Beijing	786,256	19.1%	569,668	31.6%
Guangdong	641,028	15.6%	218,089	12.1%
Shanghai	377,898	9.2%	152,184	8.5%
Zhejiang	330,777	8.1%	125,871	7.0%
Fujian	326,715	8.0%	75,964	4.2%
Jiangsu	275,420	6.7%	87,803	4.9%
Shandong	189,420	4.6%	71,697	4.0%
Sichuan	142,390	3.5%	34,923	1.9%
Liaoning	106,182	2.6%	38,022	2.1%
Hebei	80,758	2.0%	30,733	1.7%
Henan	79,899	1.9%	33,944	1.9%
Hubei	77,361	1.9%	31,467	1.8%
Hunan	67,009	1.6%	27,442	1.5%
Anhui	56,267	1.4%	21,786	1.2%
Shaanxi	55,220	1.3%	17,036	1.0%
Tianjin	54,075	1.3%	18,548	1.0%
Heilongjiang	42,534	1.0%	13,381	0.7%
Chongqing	41,235	1.0%	17,733	1.0%
Guangxi	37,721	0.9%	16,188	0.9%
Jiangxi	35,878	0.9%	16,866	0.9%
Jilin	32,851	0.8%	13,564	0.8%
Yunnan	30,757	0.7%	13,382	0.7%
Ningxia	28,241	0.7%	22,727	1.3%
Shanxi	26,598	0.6%	11,603	0.6%
Inner Mongolia	17,312	0.4%	7,308	0.4%
Xinjiang	15,217	0.4%	6,433	0.4%
Guizhou	14,233	0.3%	6,384	0.4%
Gansu	13,912	0.3%	5,373	0.3%
Hainan	12,505	0.3%	4,045	0.2%
Qinghai	2,410	0.1%	1,381	0.1%
Tibet	2,240	0.1%	1,885	0.1%
Others	105,713	2.7%	86,975	4.8%
Total	4,106,032	100.0%	1,800,405	100.0%

Note1: We distinguish the regional statistics according to the domain name registrants' location; while "others" means the location of the owners of the domain names can not be identified;

Note2: The statistics exclude domain names registered in .EDU.CN;

Note3: The statistics are sorted descending.

C. Regional distribution of websites

Table 2.24 Regional distribution of websites

	Number	Percentage
Guangdong	154,130	18.3%
Beijing	149,566	17.7%
Shanghai	78,982	9.4%
Jiangsu	64,259	7.6%
Zhejiang	63,749	7.5%
Fujian	43,518	5.2%
Shandong	37,718	4.5%
Liaoning	25,787	3.1%
Hebei	23,765	2.8%
Hubei	18,554	2.2%
Sichuan	16,766	2.0%
Henan	15,327	1.8%
Hunan	12,447	1.5%
Anhui	11,294	1.3%
Shaanxi	10,867	1.3%
Tianjin	10,800	1.3%
Jiangxi	9,751	1.2%
Guangxi	9,370	1.1%
Chongqing	8,857	1.1%
Heilongjiang	8,353	1.0%
Jilin	7,834	0.9%
Shanxi	6,766	0.8%
Yunnan	6,182	0.7%
Inner Mongolia	4,590	0.5%
Guizhou	4,122	0.5%
Gansu	3,684	0.4%
Ningxia	3,409	0.4%
Xinjiang	2,696	0.3%
Hainan	2,238	0.3%
Qinghai	835	0.1%
Tibet	756	0.1%
Others	26,028	3.1%
Total	843,000	100.0%

Note1: We distinguish the regional statistics according to the domain name registrants' location; while "others" means the location of the websites' domain name owners can not be identified;

Note2: The statistics exclude websites using .EDU.CN domain names;

Note3: The statistics are sorted descending.

D. Regional distribution of IPv4 addresses

Table 2.25 Regional distribution of IPv4 addresses

	Percentage
Beijing	13.0%
Guangdong	10.2%
Jiangsu	8.5%
Zhejiang	8.4%
Shanghai	6.1%
Shandong	5.4%
Henan	4.6%
Hebei	3.7%
Liaoning	3.5%
Sichuan	3.4%
Hubei	3.4%
Fujian	2.8%
Jilin	2.4%
Hunan	2.4%
Tianjin	2.3%
Heilongjiang	2.2%
Chongqing	2.2%
Anhui	2.2%
Jiangxi	1.9%
Shanxi	1.6%
Shaanxi	1.6%
Guangxi	1.4%
Hainan	1.3%
Yunnan	1.3%
Xinjiang	1.1%
Inner Mongolia	0.9%
Guizhou	0.9%
Gansu	0.6%
Ningxia	0.4%
Qinghai	0.2%
Tibet	0.1%
Total	100.0%

Source: Asia Pacific Network Information Center (APNIC) and China Internet Network Information Center (CNNIC)

E. Regional distribution of webpages and bytes of webpages

Table 2.26 Regional distribution of webpages and bytes of webpages

	Number of webpages		Bytes of webpages (KB)
Beijing	1,117,176,106	Beijing	32,777,277,000
Shanghai	650,473,284	Shanghai	18,137,537,000
Guangdong	436,323,423	Guangdong	11,629,939,000
Zhejiang	364,165,434	Zhejiang	9,675,839,000
Jiangsu	210,331,684	Jiangsu	4,772,783,000
Shandong	168,387,087	Shandong	4,363,886,000
Fujian	158,481,964	Fujian	4,115,333,000
Henan	125,944,466	Tianjin	3,597,302,000
Chongqing	115,153,969	Henan	2,968,335,000
Tianjin	113,493,892	Chongqing	2,926,500,000
Hubei	109,122,358	Hubei	2,886,657,000
Sichuan	103,090,747	Hebei	2,617,569,000
Hebei	91,912,899	Sichuan	2,366,211,000
Anhui	72,268,661	Liaoning	1,815,373,000
Hunan	68,948,508	Anhui	1,771,471,000
Liaoning	67,122,424	Hunan	1,764,958,000
Jiangxi	51,241,026	Jiangxi	1,307,481,000
Heilongjiang	38,458,437	Guangxi	1,105,189,000
Guangxi	37,296,384	Heilongjiang	1,084,055,000
Shaanxi	33,146,193	Gansu	902,273,000
Gansu	30,822,086	Shaanxi	778,200,000
Jilin	25,786,521	Jilin	719,792,000
Yunnan	19,256,887	Yunnan	454,401,000
Shanxi	17,818,154	Shanxi	436,228,000
Xinjiang	15,549,383	Xinjiang	304,732,000
Inner Mongolia	8,411,054	Inner Mongolia	182,377,000
Guizhou	5,256,909	Guizhou	103,982,000
Hainan	4,094,855	Ningxia	86,874,000
Ningxia	2,822,130	Hainan	76,097,000
Qinghai	664,031	Qinghai	10,280,000
Tibet	166,008	Tibet	3,215,000
Hong Kong, Macao and Taiwan	209,390,975	Hong Kong, Macao and Taiwan	6,563,590,000
Total	4,472,577,939	Total	122,305,737,000

Section III Analysis Report on the Internet Development in China

I. The Macroscopic Status of the Internet in China

The statistics of Internet users, computer hosts, domain names, websites, international bandwidth and IP addresses can generally reflect the Internet development degree and penetration level of a nation. Deeply analyse the basic statistics contained in previous CNNIC's surveys will be of benefit to better understanding the macroscopic situation of the Internet development in China.

1. Internet Users

The report shows that China has a total of 137 million Internet users, which has increased 26 million or 23.4% in the past one year (shown as **Figure 3.1**). We can see a good increasing trend of total population of Chinese Internet users.

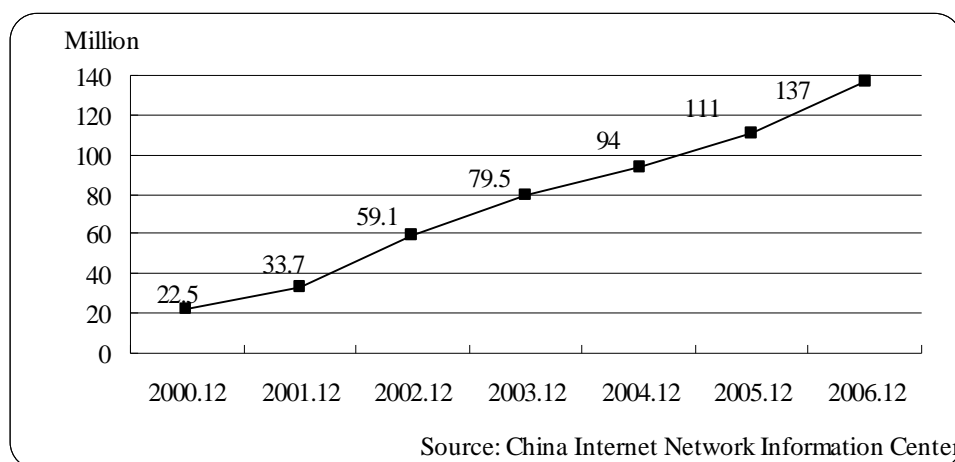


Figure 3.1 Numbers of Internet users in previous surveys

Leased line users are 29.10 million. Compare to the same period last year, the number decreased 2.0 million, or 6.9%. Dial-up users are 39.00 million, which decreased 12 million or 23.5%. Broadband users are 90.70 million, which increased 26.40 million or 41.1%. Mobile phone Internet users are 12 million (shown as **Figure 3.2**). We can judge from the survey results that along with the persisting expansion of Chinese Internet users' population, the number of people who use leased line and dial-up connections decreased continuously, while broadband users maintain a high-speed growth.

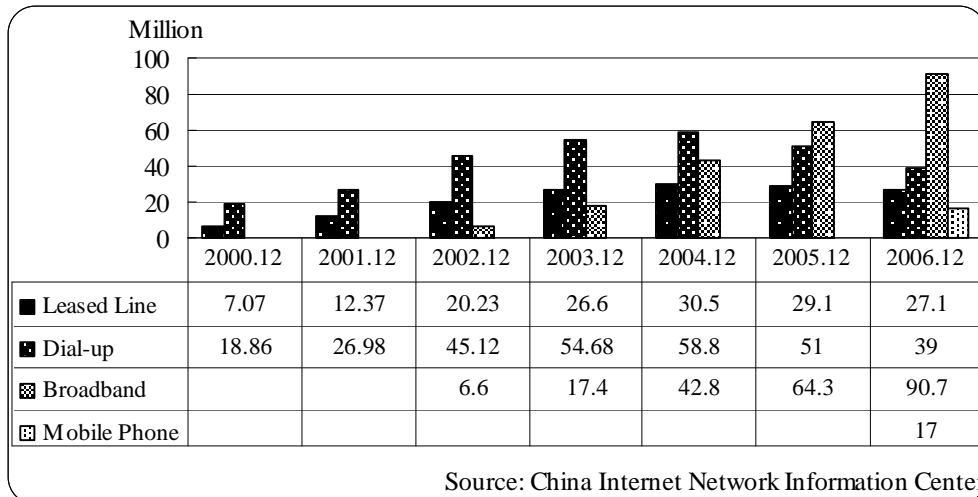


Figure 3.2 Internet users by different connection methods in previous surveys
Judging from the trend line of the growth rate of Internet population (Shown as **Figure 3.3**), the increase rate of the Internet users rose again for this survey.

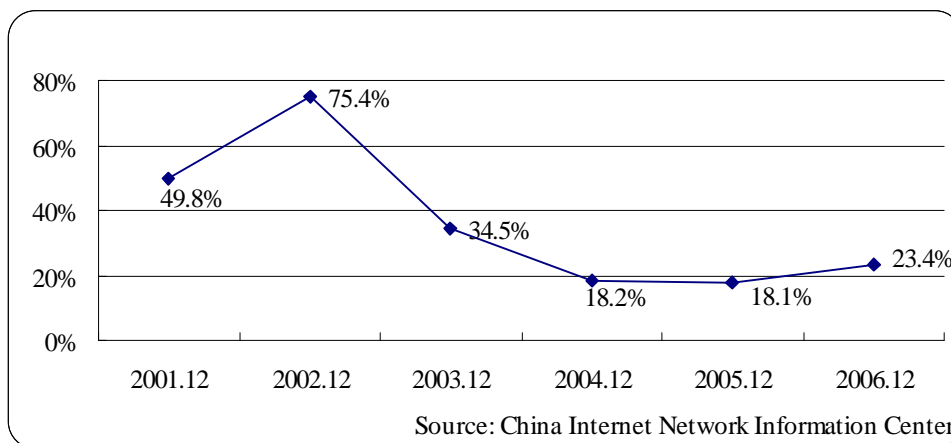


Figure 3.3 Growth rates of Internet population in previous surveys

The whole world focuses its attention upon the fast increase of Chinese Internet population, while the 137 million users only account for 10.5% (raised from 8.5% in the same period last year) of the total Chinese population of nearly 1.3 billion. Although China has a great number of Internet users and a fast expansion speed, the overall penetration of the Internet is still quite low and has a vast space for the development.

2. Computer Hosts

Statistics shows that China has 59.4 million computer hosts. Compare to the same period last year, the number increased 9.9 million or 20.0% (shown as **Figure 3.4**). Since the very beginning, the number of computer hosts in China keeps increasing all the time.

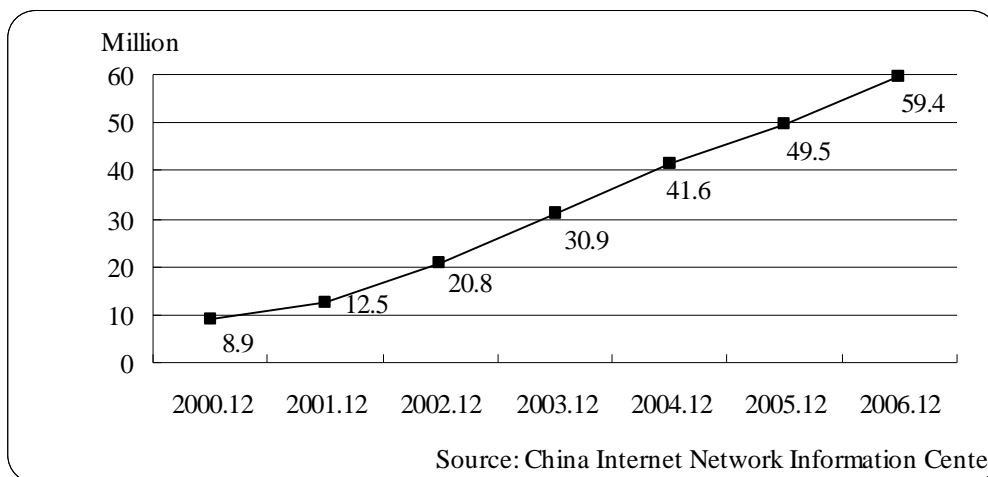


Figure 3.4 Numbers of computer hosts in previous survey

Computer hosts with leased line connections are 5.9 million, which decreased 600 thousand, or 9.2% during the past one year; computer hosts connected by dial-ups are 18.2 million, which decreased 2.4 million or 11.7% during the same period; computer hosts with broadband connections now reached 35.3 million, which increased 12.9 million or 57.6% in the year 2006. It is the only figure that maintains growth. (shown as **Figure 3.5**). Although the total number of computer hosts (especially those with broadband connections) continues to grow, the computer hosts with leased line and dial-up connections decreased.

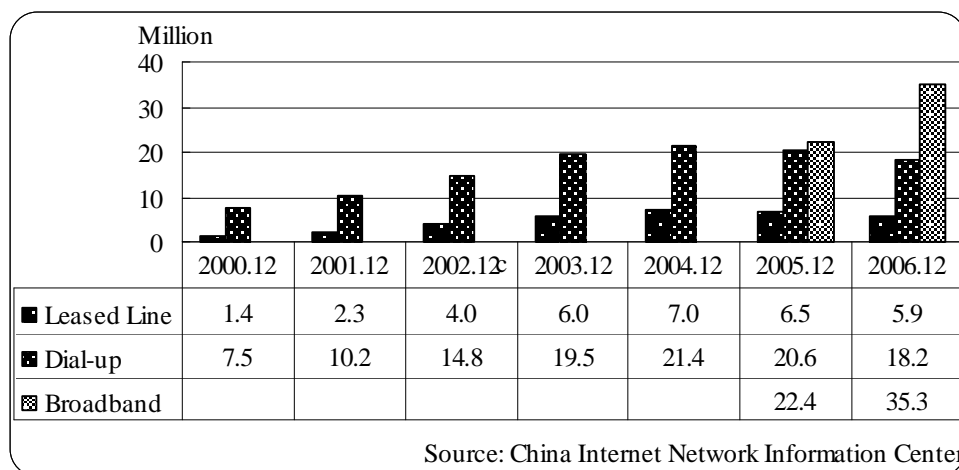


Figure 3.5 Computer hosts with different connection approaches in previous surveys

Compare to the survey conducted in the same period last year, the growth rate of total number of computer host slightly raised, while the situation remain similar for the negative increment of leased line and dial-up connected computer hosts (shown as **Figure 3.6**).

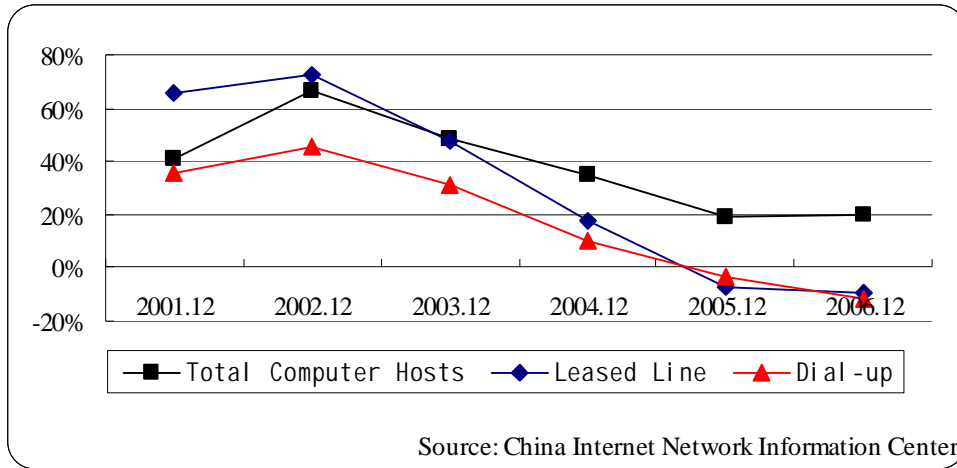


Figure 3.6 Growth rates of computer hosts in previous surveys

3. Domain Names

Statistics shows that China has totally (including .CN ccTLD and gTLD) 4,109,020 domain names. Among them, 1,939,343 names were registered in .COM, which account for 47.2% of the total; 1,803,393 (43.9%) names were registered in .CN; 299,108 (7.3%) names were registered in .NET, and 67,176 (1.6%) names were registered in .ORG. (shown as **Figure 3.7**).

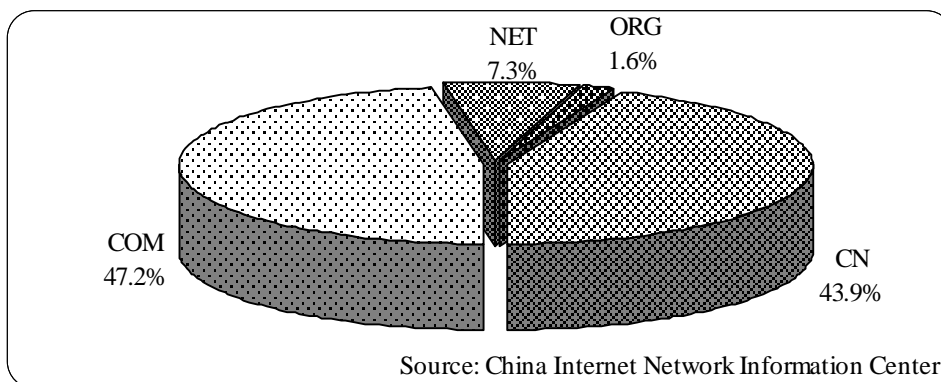


Figure 3.7 Distribution of domain names in China

In just one year, 1,803,393 names had been registered in .CN domain, comparing to 1,096,924 in the same period last year, the number had increased 706,469 or 64.4%. As for different categories, 2,027 ASCII names were registered in .AC.CN, which increased 425 or 26.5% in the past one year (from 1,602); 501,400 ASCII names were registered in .COM.CN, which increased 115,553 or 29.9% in the year 2006 (from 385,847); 2,988 ASCII names were registered in .EDU.CN, which increased 534 or 21.8% (from 2,454); 28,575 ASCII names were registered in .GOV.CN, which had increased 4,823 or 20.3%

(from 23,752); 82,190 ASCII names were registered in .NET.CN, which increased 40,588 or 97.6% (from 41,602); 27,700 ASCII names were registered in .ORG.CN, which increased 11,948 or 75.9% (from 15,752); 32,660 ASCII names were registered in .ADDN.CN, which decreased 4,507 or 12.1% (from 37,167); the total number of second level .CN domain names is 1,125,846, which increased 537,098 or 91.2% in one year (from 588,748); in addition, 7 ASCII names were registered in .MIL.CN (shown as **Figure 3.8**). Generally speaking, nothing can slow down the growth of .CN domain names.

Along with speeding up of China's Internet development, the society needs much more domain names to be putting into operation. The activation of national .CN POPs raised the security and service quality of .CN domain names, and all of these were acknowledged by social communities; the .CN related applications become much more diversified. With rapid raise of the registration volume, .CN had grown into a leading TLD and brought China's Internet into .CN era.

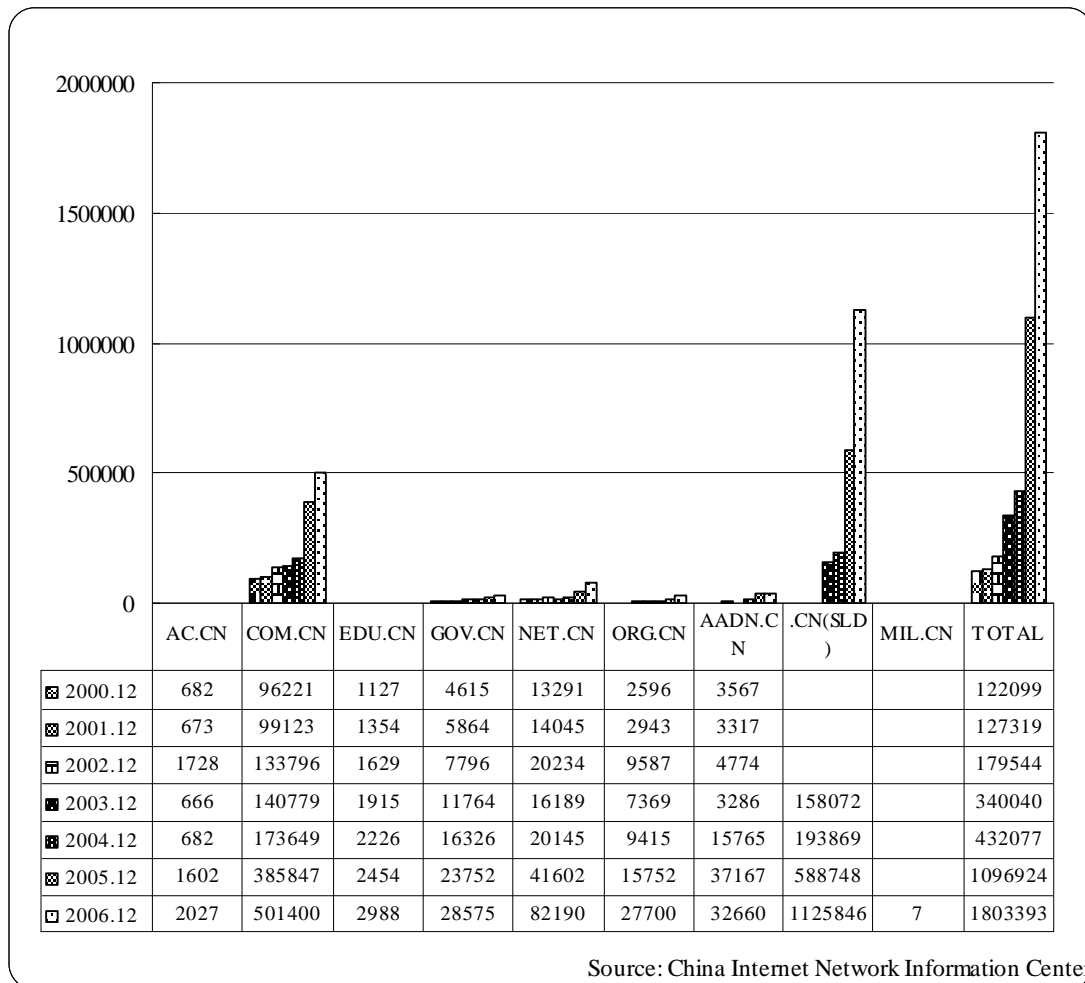


Figure 3.8 Numbers of .CN domain names in previous surveys

From the geographic distribution of all domain names, we can judge that the names registered in north, east and south part of China account for 84.6% of the total, while the registration in north-east, south-west and north-west account for only 12.8% (shown as **Figure 3.9**). Similarly, proportions for .CN domain names in the tow categories are 84.5% and 10.6% respectively (shown as **Figure 3.10**). To some extent, the results indicated that giant gaps still exist among domestic regions regarding the developmental level of the Internet.

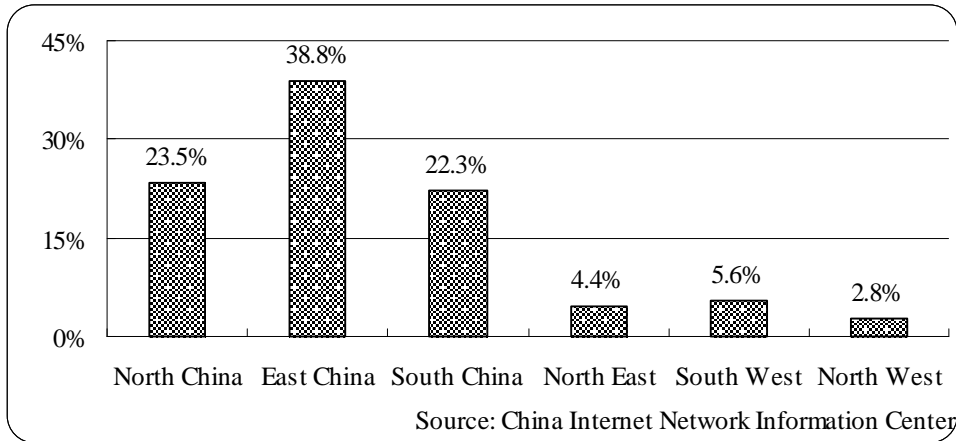


Figure 3.9 Geographical distribution of domain names in China

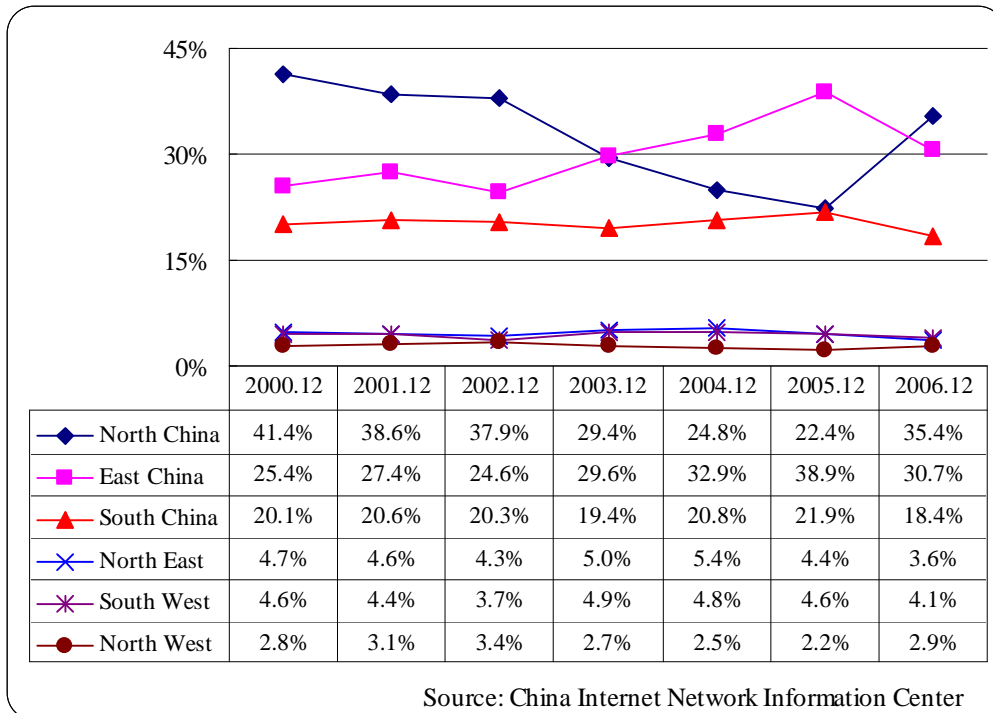


Figure 3.10 Geographical distribution of .CN domain names in China

4. Websites

Statistics show that China has 843,000 websites; the number increased 148,800 or 21.4% in the past one year (shown as **Figure 3.12**). It is another proof indicating the vigorous development of Internet industries in China.

The number of websites with domain names registered in .CN is 367,418, accounting for 43.6% of total domestic websites; the number of .COM websites is 392,011 (46.5%); the number of .NET websites is 73,040 (8.7%); the number of .ORG websites is 10,531 (1.2%) (shown as **Figure 3.11**).

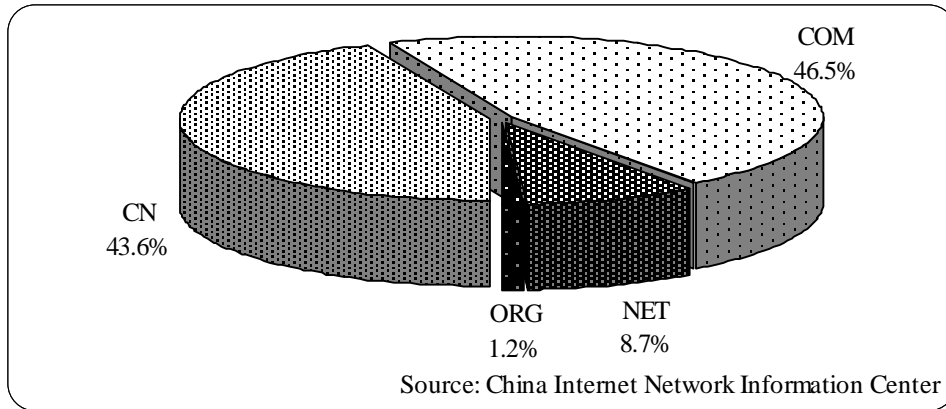


Figure 3.11 China's websites in different TLDs

The number of websites with domain names registered in .COM.CN is 527,728, which increased 92,555 or 21.3% in one year; the number of .NET.CN websites is 88,271, which increased 14,627 or 19.9%; the number of websites registering Administration Area Domain names is 5,644, which increased 858 or 17.9%; the number of .AC.CN websites is 463, which increased 47 or 11.3%. Same with fast growth of second level domain names under .CN, the number of .CN websites is 367,418, which increased 223,626 or 155.5% in the year 2006. On the other had, the numbers of websites using .GOV.CN and .ORG.CN domain names both showed negative increment. The numbers drops from 11,995 to 11,052 (7.9% less) and from 24,394 to 17,535 (28.1%) respectively compare to the figures of the same period last year (shown as **Figure 3.12**).

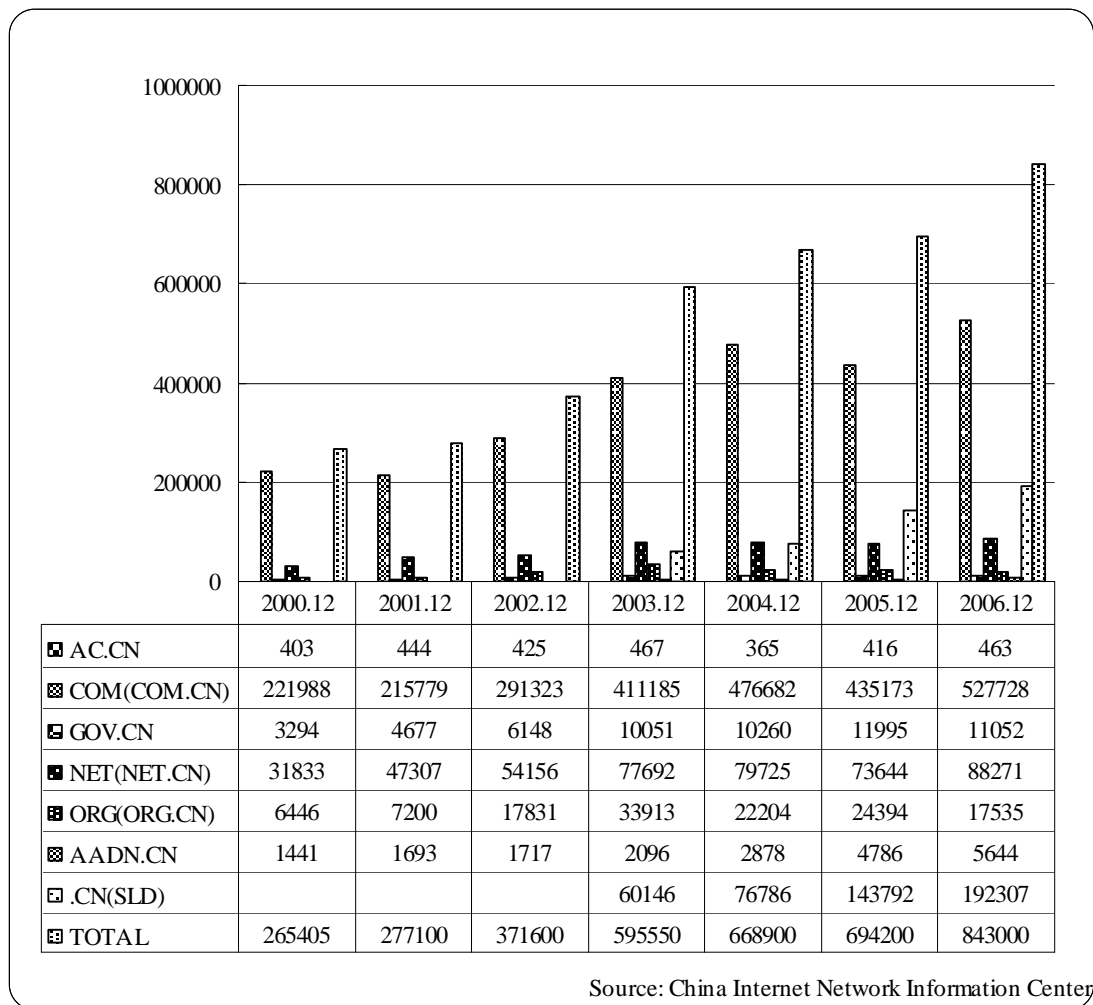


Figure 3.12 Numbers of websites in previous surveys

Looking through the previous surveys, we can see that the geographic distribution of websites shows a similar situation to that of domain names: there are also big gaps exist and remain unchanged. Today, websites in north, east and south China accounts for 85.1% of total domestic websites, comparing to 11.9% of the proportion in north-east, south-west and north-west (shown as **Figure 3.13**).

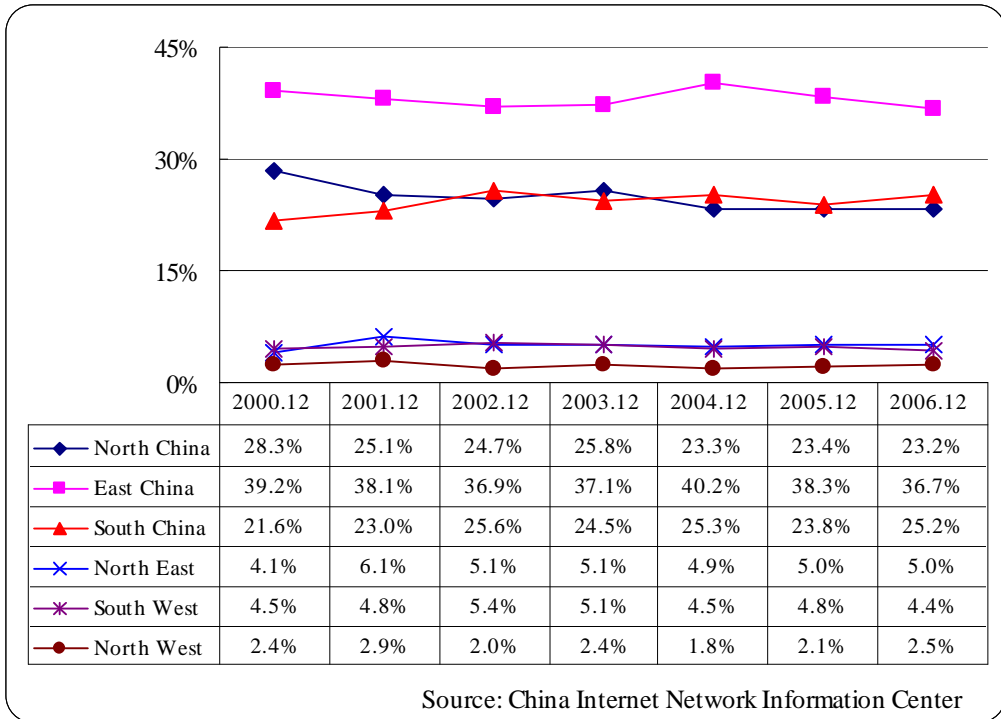


Figure 3.13 Geographic distributions of websites in previous surveys

5. Number of webpages and bytes of webpages

The statistics show that China has totally 4.47 billion webpages, which increased 2.07 billion or 86.3% in the past one year (shown as **Figure 3.14**).

Along with the rapid growth of webpages' number, the total bytes of webpages reached 122,306GB, which increased 55,005GB or 81.7% in one year (shown as **Figure 3.15**).

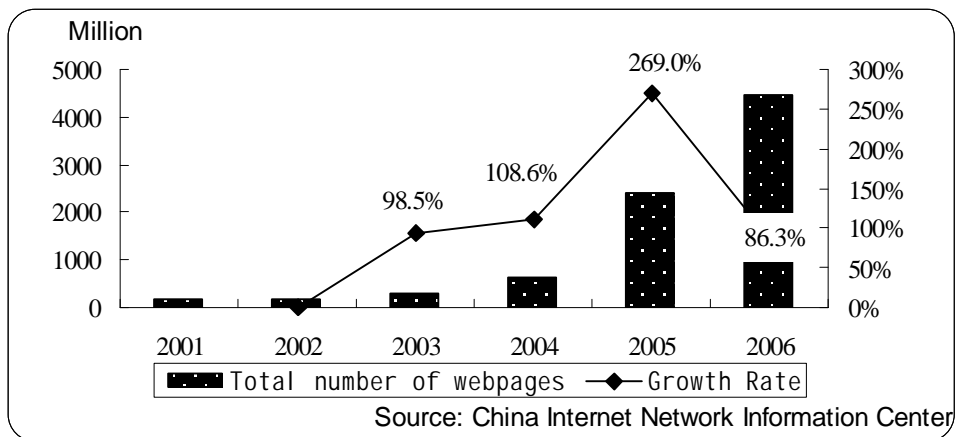


Figure 3.14 Numbers of webpages in previous surveys

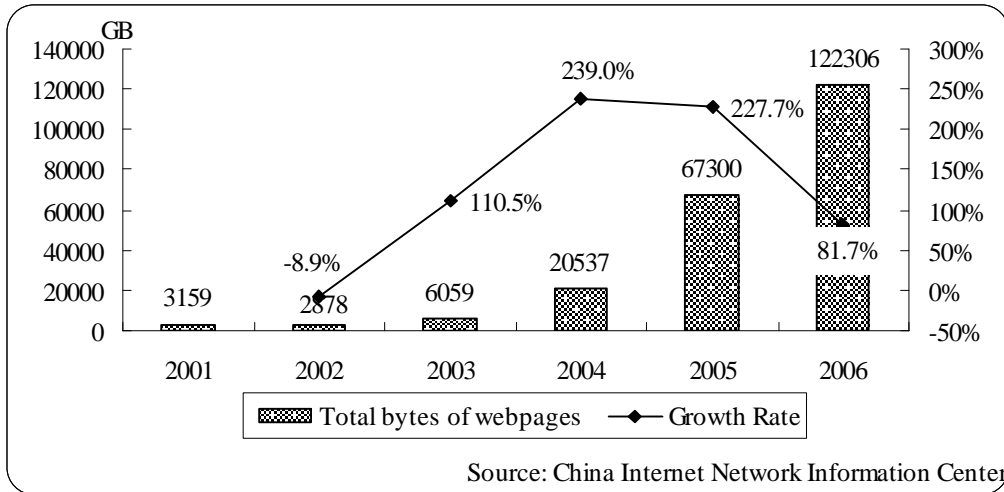


Figure 3.15 Bytes of webpages in previous surveys

6. International Bandwidth

The statistics show that the total international bandwidth of China reached 256,696M bit/s, compare to the same period last year, the bandwidth increased 120,590M bit/s or 88.6% (shown as **Figure 3.16**).

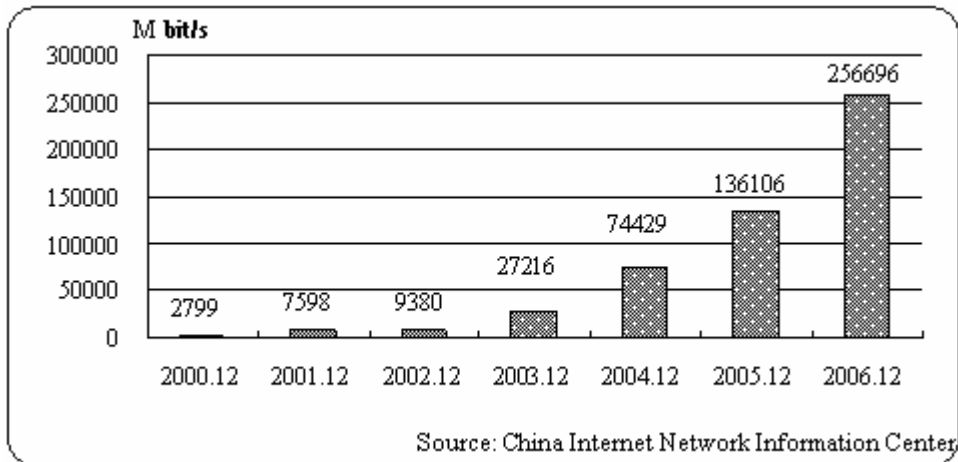


Figure 3.16 International bandwidth in previous surveys

7. IPv4 Addresses

IPv4 address pool is a kind of Internet resources which has close relationship with domain name spaces and websites. Statistics show that the quantity of IPv4 addresses in the Chinese mainland reached 98,015,744, i.e. 5A+215B+154C. Compare to last year's survey, the number increased 23,624,448, with the growth rate of 31.8% (shown as **Figure 3.17**). In recent years, the IP address resource has increased fast in China and achieved certain scale in quantity. In 2006, CNNIC upgraded the IP address allocation

capacity for twice, the allocation window expanded from 128C to 2B. It is the second largest allocation window in Asia, just behind the window of Japan. Consultation, allocation and database directory services are the three major aspects of CNNIC's IP address services; they had brought domestic IP address applications to a climax and also achieved a rapid growth of China's IP address resources in 2006.

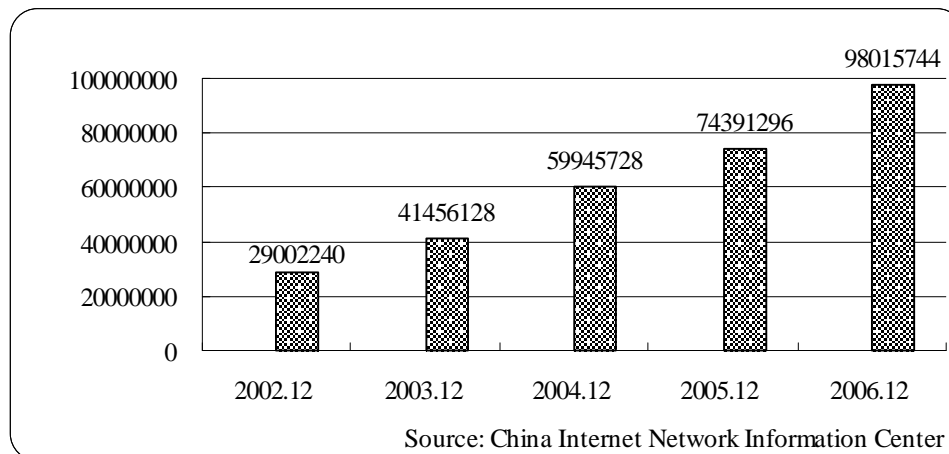


Figure 3.17 Number of IPv4 addresses in previous surveys

As for the geographic distribution of IPv4 addresses in China (shown as **Figure 3.18**), Beijing, Guangdong, Jiangsu, Zhejiang, Shanghai and Shandong still rank top 6, the IPv4 quantity of the six provinces/cities account for 51.6% of the nation. Similar to that of domain name, website and Internet user, the geographic distribution of IPv4 address also shows an unbalanced status. The result, from one side, further reflected the development situation of network infrastructures in each city and province – the network infrastructures in economically developed regions are far more advanced than those in less developed regions. To break out this imbalance, China needs to investment much more to construct Internet infrastructures in those less developed regions. Another important reason for the imbalance in IP address resources is the fact that people in those less developed regions know little about application policies and procedures of IP addresses.

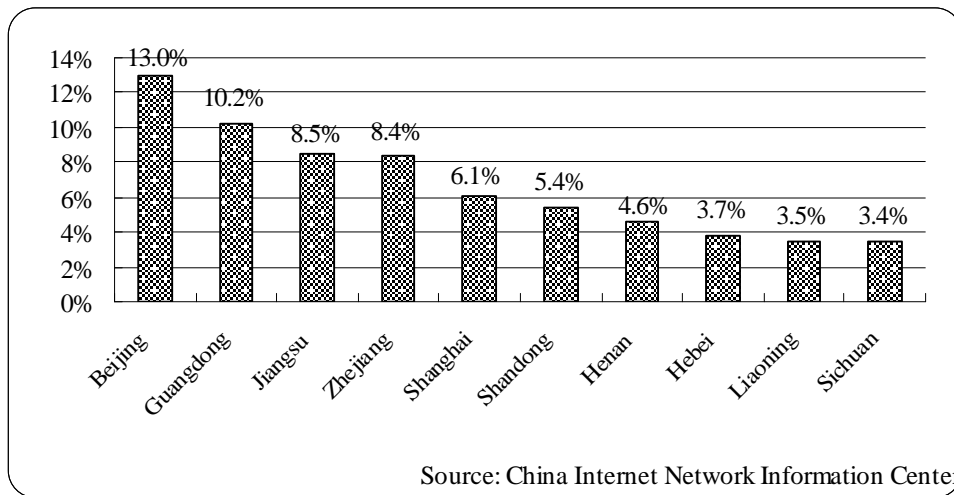


Figure 3.18 Top 10 provinces/cities by number of IPv4 addresses

To summarize, the numbers of Internet population, computer hosts, .CN domain names, websites, webpages, international bandwidth and IP addresses changed in different extent, while generally kept growing. Compare to the same period last year, the growth rates of Internet users and computer hosts raised again; the growth of .CN domain names, websites, webpages and international bandwidth increased fast; the quantity of IP addresses has also reached certain size. However, gaps still exist among regions. All these facts indicate that the Internet in China is in its youth hood, yet irrational and dissatisfied issues still exist. We strongly believe that with help from the government and social communities, China will continuously perfect the Internet infrastructures, diversify network services and make them applied. A faster and more reasonable development of the Internet in China is foreseeable.

II. The Characteristics of Internet Users' Structure

The total number of Internet users keeps increasing from 111 million in last year to current 137 million. Along with the development and popularization of the Internet in China, the characteristics of Internet users' structure has also changed. Deeper analyze the statistics, explore and understand the trend and regularity of these characteristics may make people better answer the question of "who are using the Internet", and further understand the developing situation of the Internet in China.

1. User's Genders

The survey results show that 58.3% of Chinese Internet users are males, and 41.7% are females. The penetration rate of the Internet among males is 11.9%, which is still higher than that among females (9%) (shown as **Figure 3.19**).

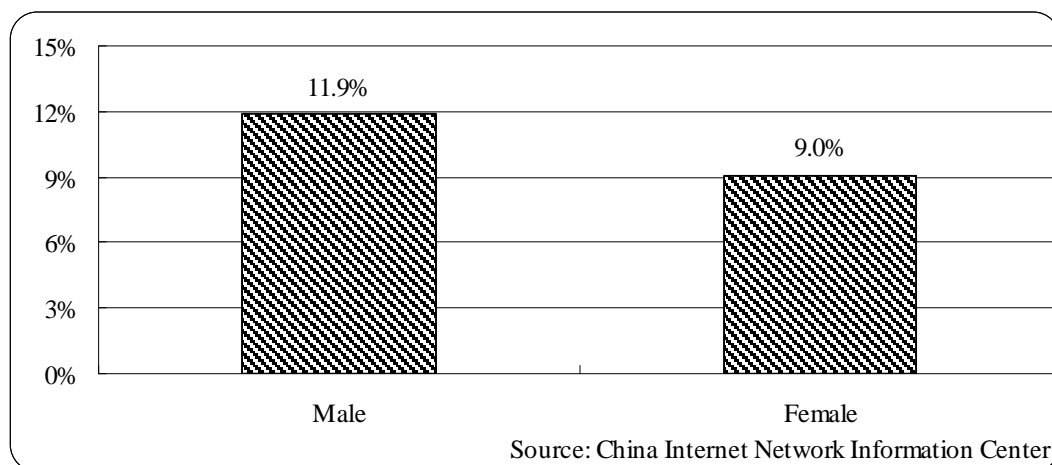


Figure 3.19 Internet penetration in different genders

Compare to the same period last year, the proportion of male users decreased from 58.7% to 58.3%, which makes that of female users raised to 41.7% (shown as **Figure 3.20**). By December 31, 2006, male users in China reached 79.87 million, which had increased 14.71 million or 22.6% in the past one year; female users reached 57.13 million, which had increased 11.29 million or 24.6% during the same period (shown as **Figure 3.21**). In 2006, the growth rate of female users slightly exceeded that of male users.

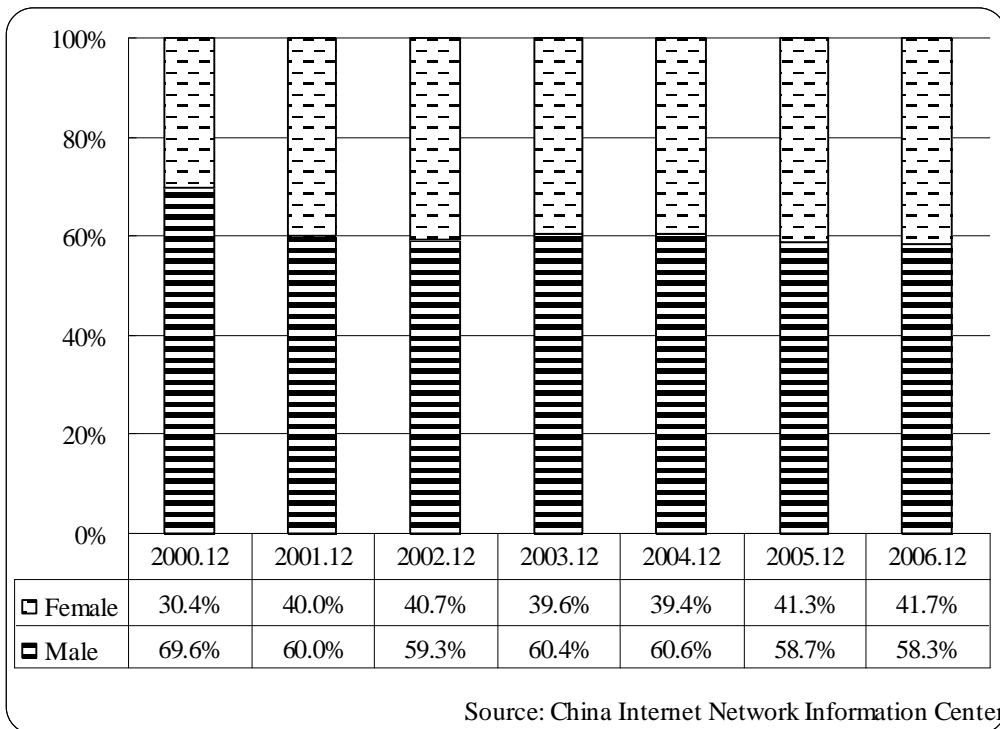


Figure 3.20 Gender distributions of Internet users in previous surveys

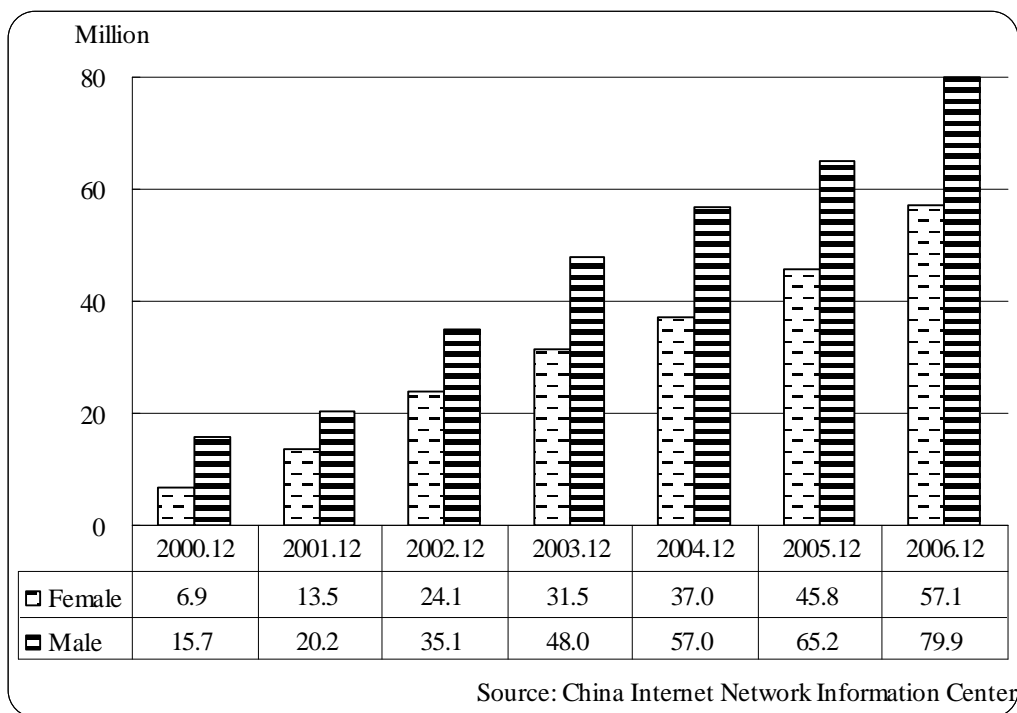


Figure 3.21 Numbers of Internet users of different genders

2. Users' Marital Status

Statistics indicate that 57.8% of the users are unmarried while 42.2% are married.

Unmarried users are still the majority of the Chinese Internet population.

Compare to the same period last year, the ratio of married users increased 0.1%, while the ratio of unmarried users declined. (shown as **Figure 3.22**) Looking at the precise figure, married users has increased 11.08 million and reached 57.81 million, a 23.7% increase compare to the same time last year; unmarried users has increased 14.92 million and reached 79.19 million, a 23.2% increase compare to the same time last year. (shown as **Figure 3.23**) The married users have a higher incremental ratio than unmarried users in the past 12 months.

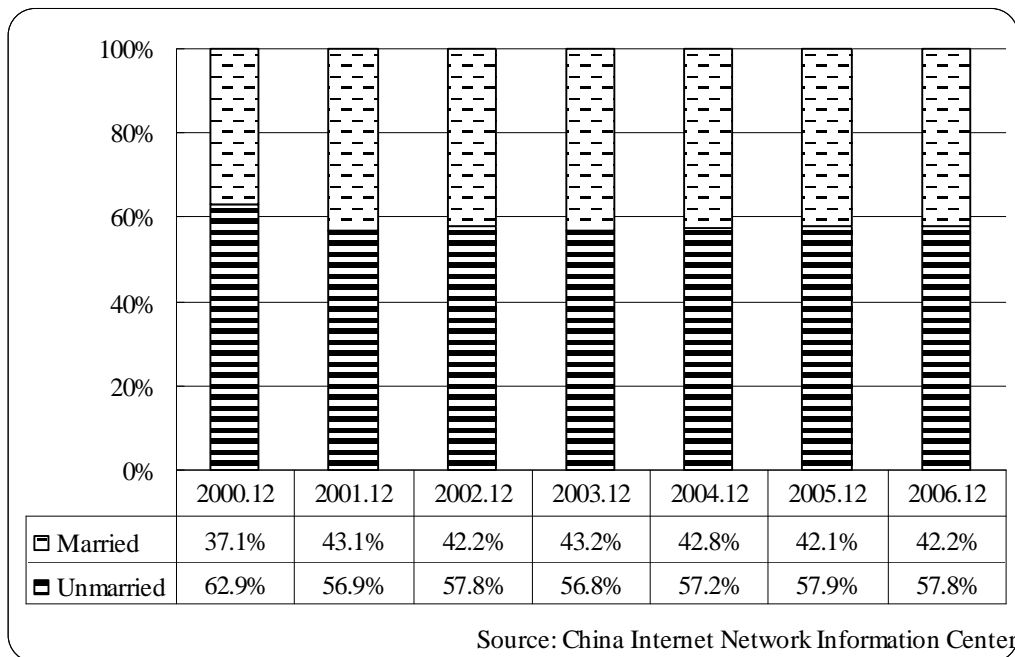


Figure 3.22 Users' Marital Status in previous surveys (percentages)

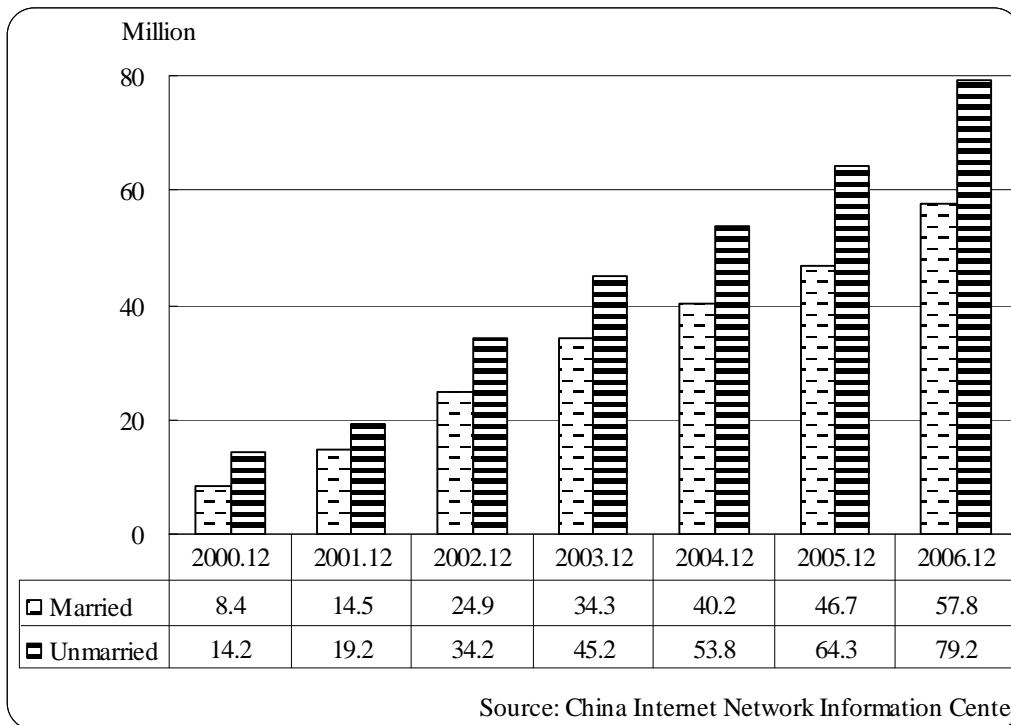


Figure 3.23 Users' Marital Status in previous surveys (numbers)

3. Users' Age

Statistics indicate that the highest proportion (35.2%) of the users is young people aged 18 to 24. The followed largest groups are people aged 25 to 30 (19.7%) and people aged under 18 (17.2%). People aged 31 to 35 account for 10.4%; people above 35 have lower proportions, 36 to 40 account for 8.2%, 41~50 account for 6.2%, and 3.1% of the users are aged above 50. Demographically, Chinese users are relatively young.

The penetration rate of the Internet reached the peak (38.8%) among young people aged 18 to 24, which is 10.2% higher than the rate in the same period last year. 25 to 30 years old people rank the second with the penetration rate of 25.0% (shown as **Figure 3.24**). The figure shows that people aged 18 to 30 are much easier to accept and use the Internet than people in other age groups.

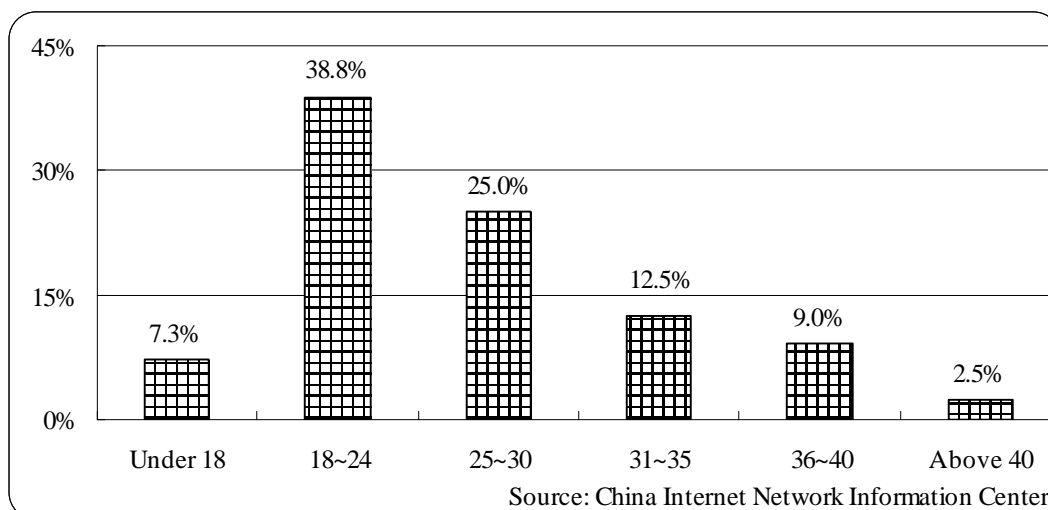


Figure 3.24 Internet penetration rates in different age groups

The statistics of the previous surveys show that Internet users aged 18 to 24 hold the largest proportion, far ahead of the proportions of people in other age groups. Compare to the figures of 12 months ago, this user proportion increased 0.1 percentage points, user proportion of 25 to 30 years old raised 0.4%, user proportion of under 18 years old and above 60 years old increased 0.6% and 0.1% respectively. The proportion of other age groups all declined, with the group of 31 to 35 decreased 1.2%.

Looking at the precise numbers, users aged 18 to 24 increased 9.27 million, users aged 25 to 30 increased 5.57 million, users aged under 18 increased 5.13 million, users aged 31 to 35 increased 1.38 million, users aged 36 to 40 increased 3.35 million, users aged 41 to 50 increased 950 thousand, users aged 51 to 60 increased 10 thousand, users aged 60 and above increased 340 thousand.

Internet users under 35 years old (including 35) reached 113.02 million, which is 21.33 million or 23.3% more than that in the same period last year; users above 35 years old reached 23.98 million, which is 4.67 million or 24.2% more than that in the same period last year (shown as **Figure 3.25**, **3.26** and **3.27**). Young users are still the majority, while the growth speed of users aged over 35 is comparatively higher.

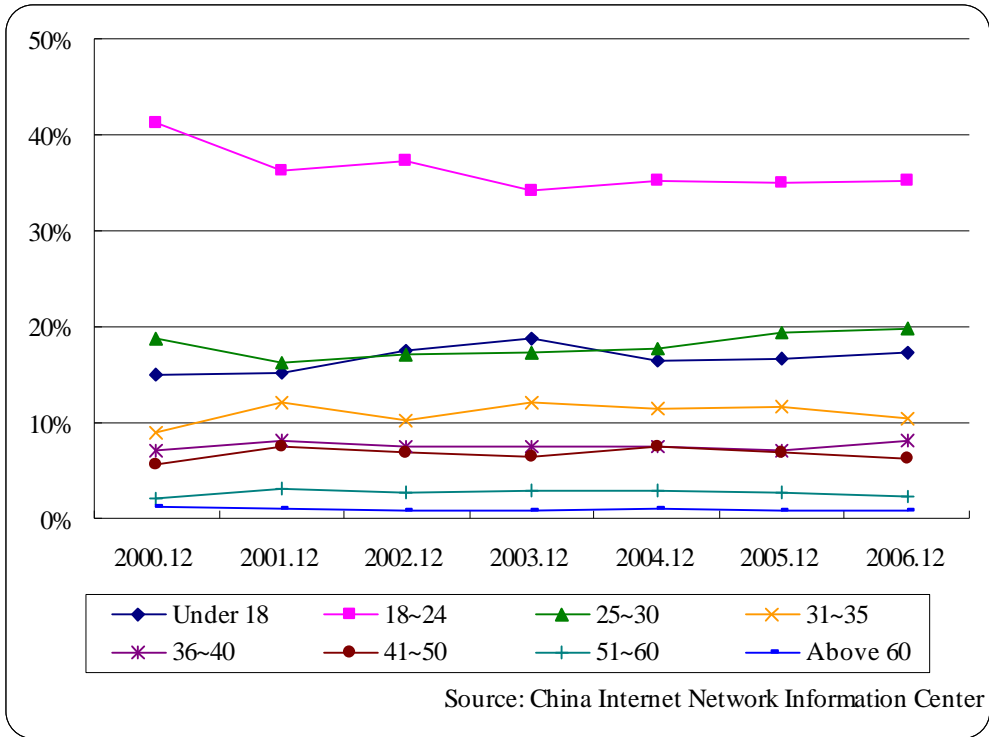


Figure 3.25 Users' age groups in previous surveys

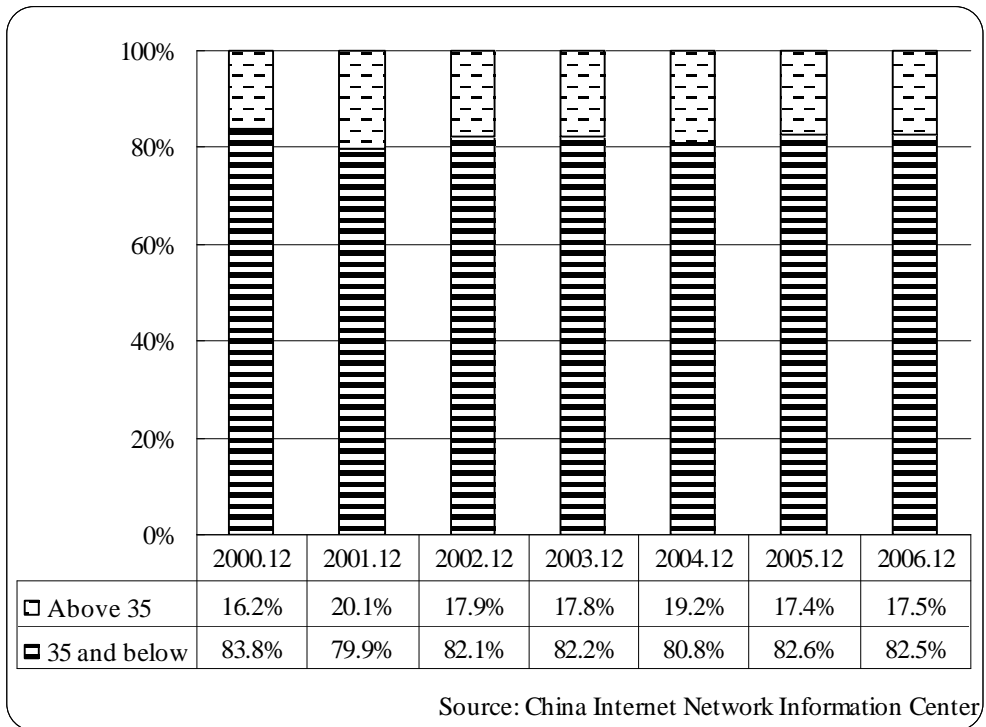


Figure 3.26 Users' age groups in previous surveys (percentages)

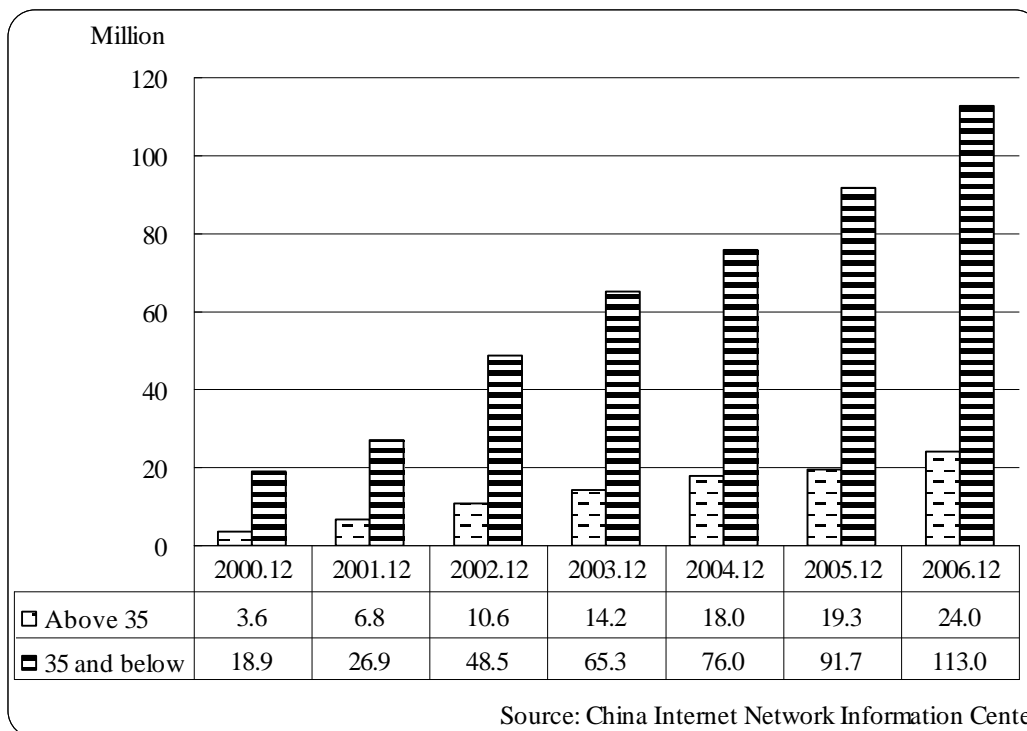


Figure 3.27 Users' age groups in previous surveys (numbers)

4. Users' Education Background

Statistics show that people who had received high-school (or secondary technical training institute) educations is the largest group with the proportion of 31.1%. University educated users account for 25.8% and 2~3 Year College educated users account for 23.3%.

28.5% of the Internet users hold bachelor's degrees or even higher, while most of the users have no such education background, and the proportion of these people rose from 70.8% to 71.5% in the past one year.

Compare to the same period last year, people who have not yet obtained bachelor degree increased 19.37 million or 24.6%, and reached 97.96 million in total. The number of users who hold bachelor degree or above increased 6.63 million or 20.5%, the total number reached 39.04 million (shown as **Figure 3.28** and **3.29**). The less-educated group had grown faster than the better-educated group in the year 2006.

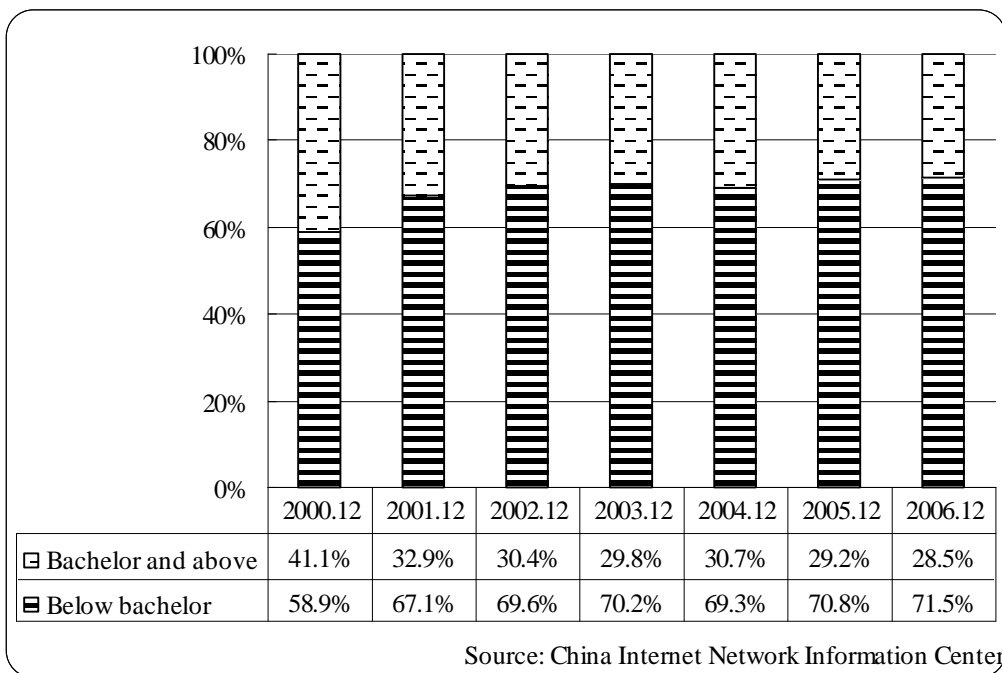


Figure 3.28 Users' education background in previous surveys (percentages)

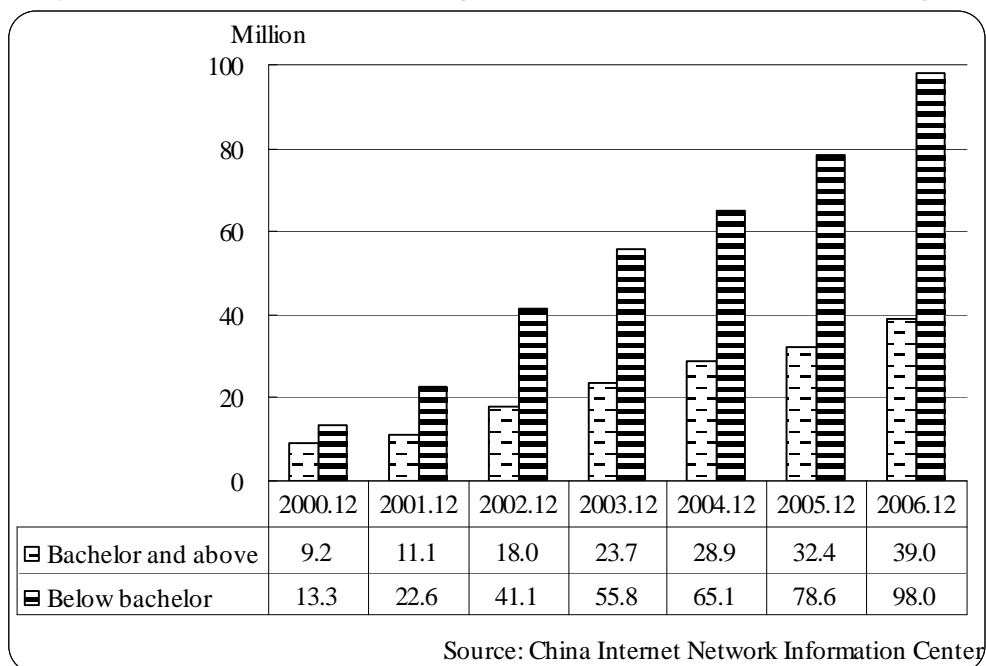


Figure 3.29 Users' education background in previous surveys (numbers)

5. Users' Monthly Income

The survey results show that the largest proportion of Chinese Internet users has a monthly income of 500 RMB and less (Including no income), and the respective proportion is 29.5%. The next two groups are users with monthly income of 501~1000 RMB and 1001~1500 RMB, respectively account for 18.1% and 13.6%. 11.2% of the users have a monthly income between 1501 and 2000 RMB; 27.6% of the users have a monthly

income above 2000 RMB (shown as **Figure 3.30**). Users with low income are still the majorities.

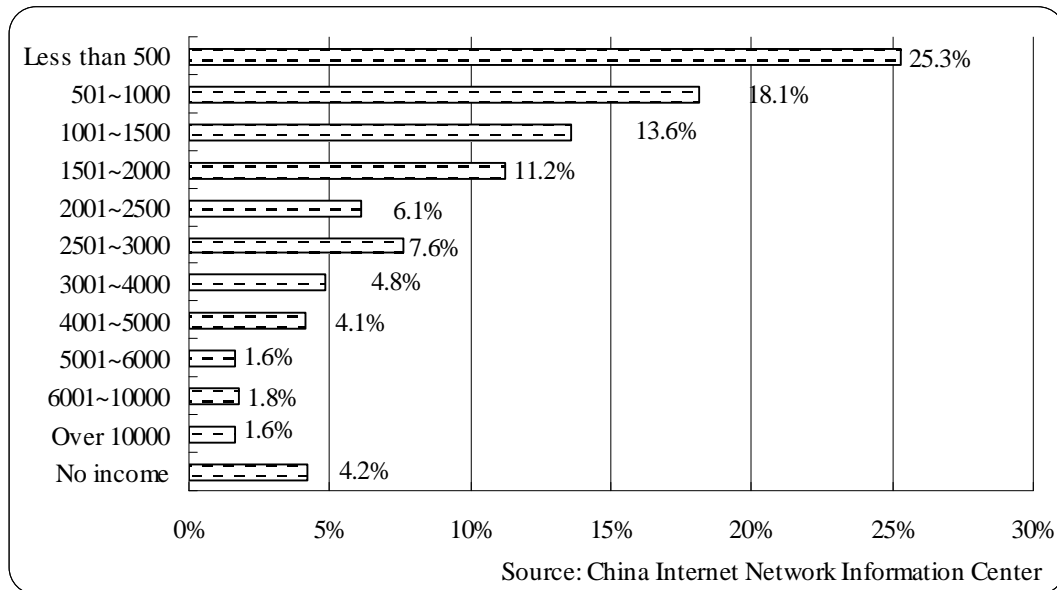


Figure 3.30 Users' monthly income

Compare to same period last year, the proportion of users with monthly income of 2000 RMB and below rose 1.5% and touched 72.4%. That is, the number of this group of users increased from 78.7 million to 99.19 million, the growth rate is 26%; the group of users who have monthly income above 2000 RMB increased from 32.30 million to 37.81 million, the growth rate is 17.1%. (shown as **Figure 3.31** and **3.32**)

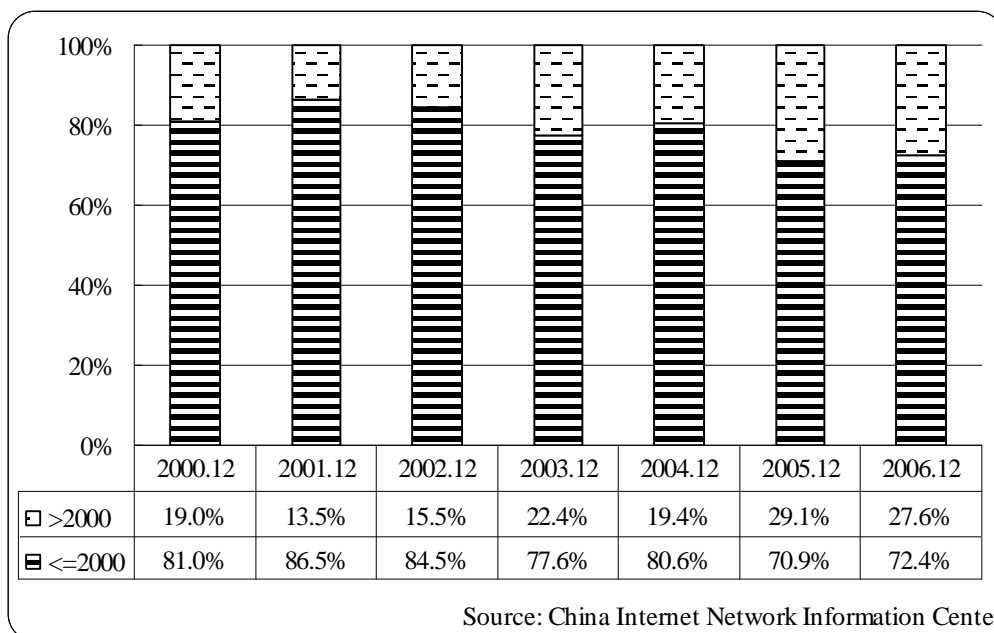


Figure 3.31 Users' monthly income in previous surveys (proportions)

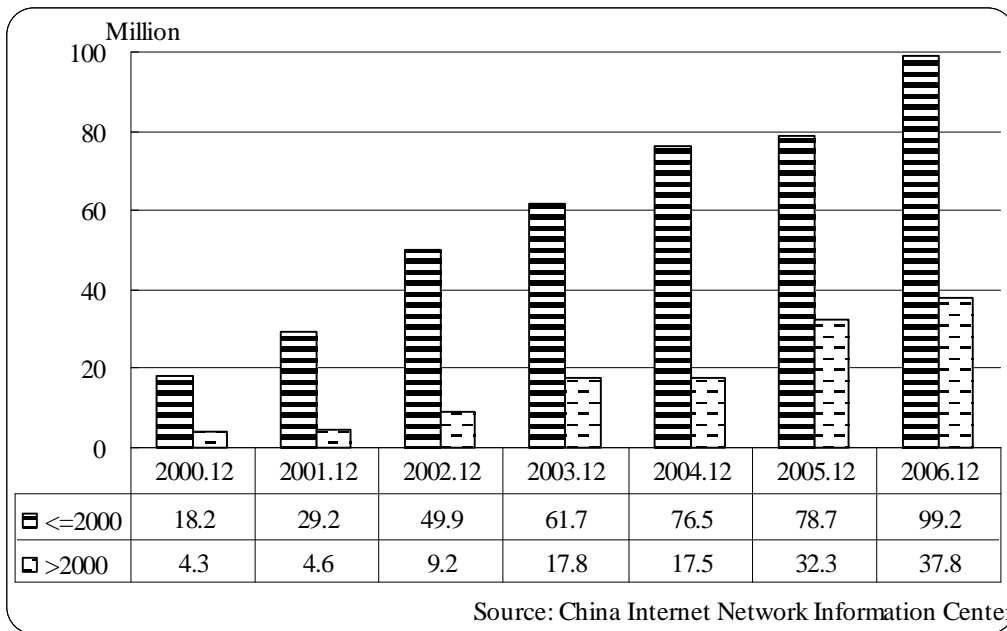


Figure 3.32 Users' monthly income in previous surveys (numbers)

6. Users' Occupations

The survey results shows, students make up the largest group of the users (32.3%). The second largest group is staff of business entities (29.7%). The following groups are self-employed people (9.6%), staff of non-profit organizations (8.6%), school teachers and staff (6.2%), staff of government agencies or party organizations (4.3%). Users with other occupations only account for insignificant portions of the total. (shown as **Figure 3.33**)

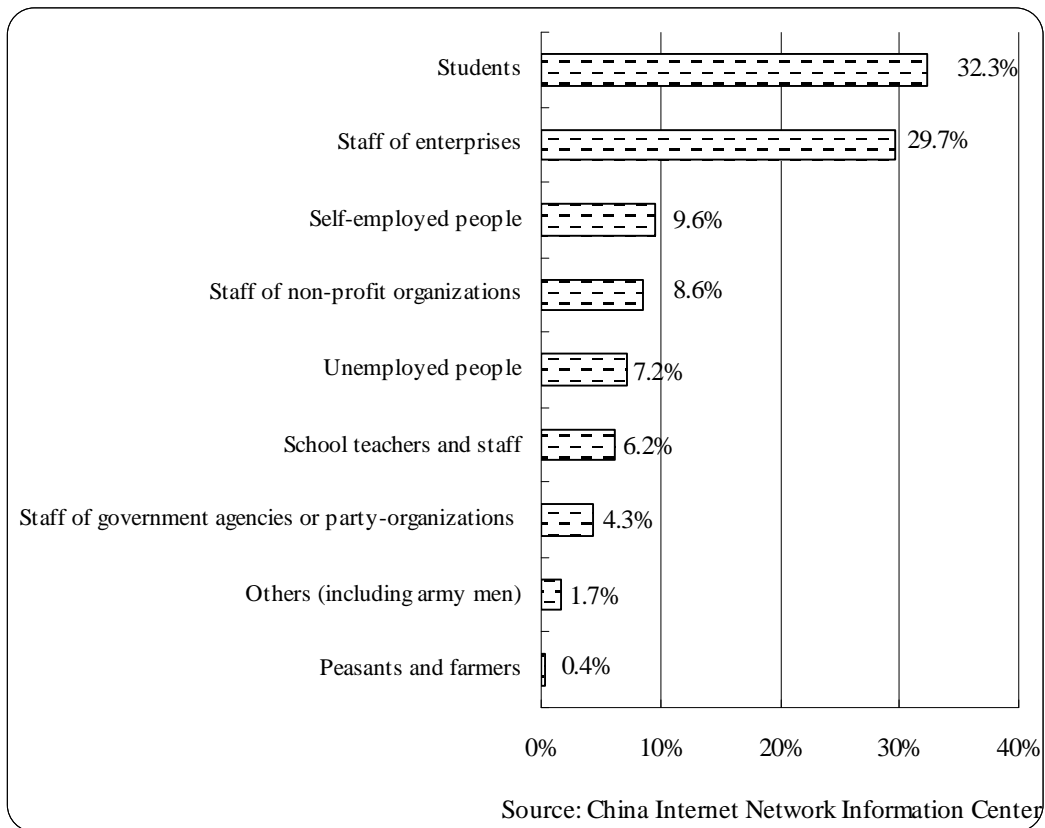


Figure 3.33 Users' occupations

In summary, most of Chinese Internet users are still male, unmarried, and aged 35 and younger. However, compare to 12 month ago, the proportions of female users, married users and 35+ years old users rose a bit. Users with education background lower than bachelor's degree are still the majorities, and its proportion even slightly increased. When looking at users' income, only a small part of them earn more than 2000 RMB per month. Students are still the largest user group, yet its proportion is slightly dropped.

III. Surfing Approaches

Along with the development of technologies and Internet infrastructures, Chinese Internet users had changed their places, equipments as well as approaches to access the Internet in different extent. A more in-depth analysis on CNNIC survey findings will draw us a clearer picture of the users' surfing approaches so as to better understand the development situations of China's Internet.

1. Locations

Statistics show that 76.0% of the users access the Internet at home, 33.4% of the users access the Internet in their offices. The proportions of other locations are: Internet café 32.3%, school 12.6%, public places 0.9% and other places 0.2%. (shown as **Figure 3.34**) User's homes are still their primary selection.

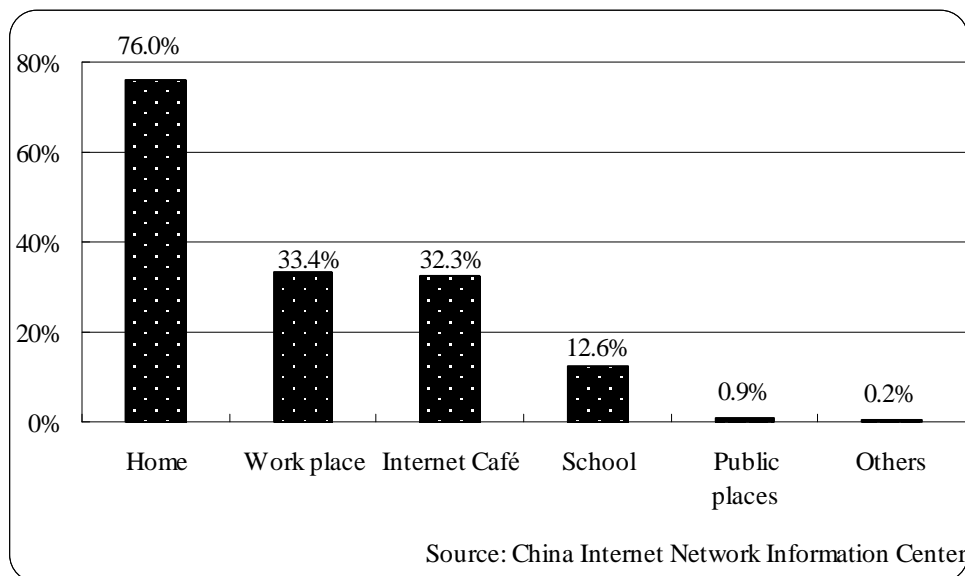


Figure 3.34 Locations for the Internet use

Compare to CNNIC's statistics released last year, the percentage of "at home" keeps steadily went up from 70.5% to 76.5%. Meanwhile, the percentage of "in work place" dropped from 37.6% to 33.4%; the percentage of "at school" dropped from 19.0% to 12.6%; the percentage of "in Internet Café" rose from 27.0% to 32.3% (shown as **Figure 3.35**); the percentage of "in public places" slightly increased from 0.8% to 0.9%; similarly,

the percentage of “in other places” had a tiny expansion, rose from 0.1% to 0.2%.

Along with the prevalence of home PCs and community broadband constructions as well as reduce of application cost had brought more and more households into the Internet family, making homes the primary location for accessing the Internet. On the other hand, to certain extents, with deepening the constructions informatization in China, people have more places to use the Internet, they can also experience better conditions and enjoy more convenience.

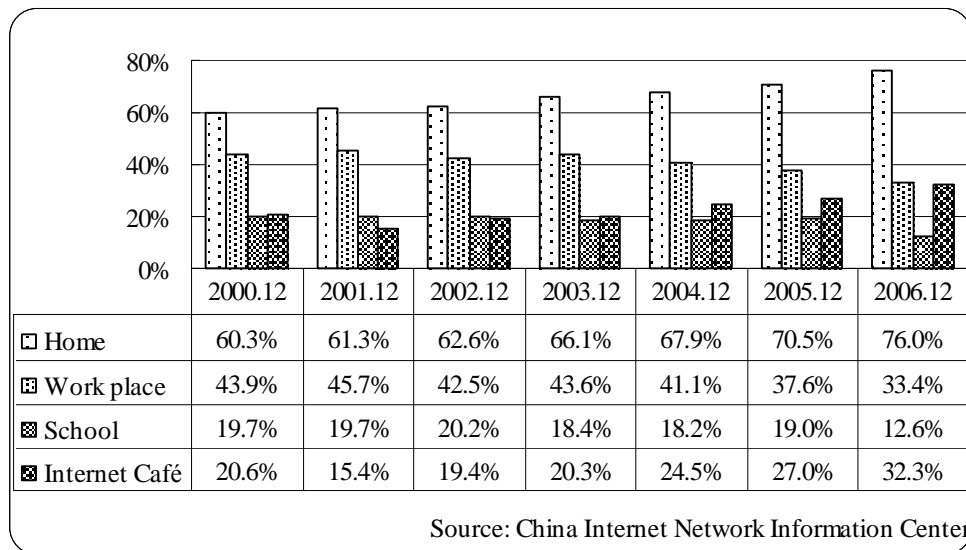


Figure 3.35 Distributions of surfing locations in previous surveys

2. Internet Accessing Facilities

Statistics show that 95.8% of the users use desktops and 18.5% of the users use laptops to access the Internet. Desktop computer is the major type of facilities for Internet access, while more and more people also connect to the Internet through mobile terminals or information electrical appliances at the same time.

As China will soon step into 3G era, more mobile phones newly joined as Internet surfing terminals. Statistics show that Chinese mobile phone Internet users reached 17 million. There are 1.78 million people access the Internet by using computers, mobile phones and information electrical appliances all.

3. Connection Approaches

The number of people using the Internet in different ways and the number of

Computer Host with different connection approaches can reveal the situation.

Among the 137 million Internet users in China, 27.1 million are leased line users, 39 million are dial-up connection users, broadband and mobile phone Internet users are 90.7 million and 17 million respectively (shown as **Figure 3.36**). And among the 59.4 million computer hosts, 5.9 million are connected through leased lines; 18.2 million are with dial-up connections, and 35.3 million use broadband connections. (shown as **Figure 3.37**).

If we merge leased line users/computer hosts up to broadband users/computer hosts, the broadband user/computer host group will be enlarged to 104 million people and 41.2 million computers, accounting 75.9% and 69.4% of the total respectively (shown as **Figure 3.38** and **3.39**).

Statistics indicate that the broadband forces greatly exceeded the dial-up groups and had brought China's Internet into the broadband age.

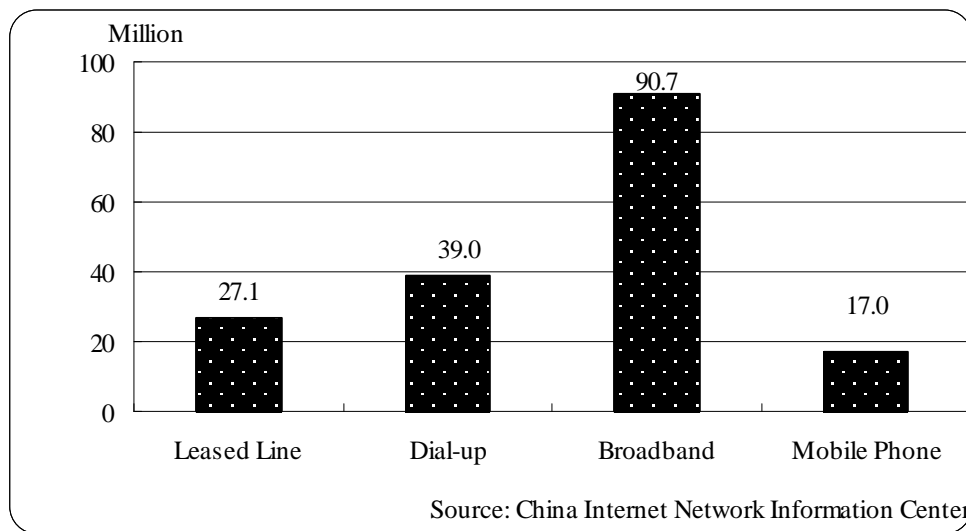


Figure 3.36 Numbers of users of different connection methods

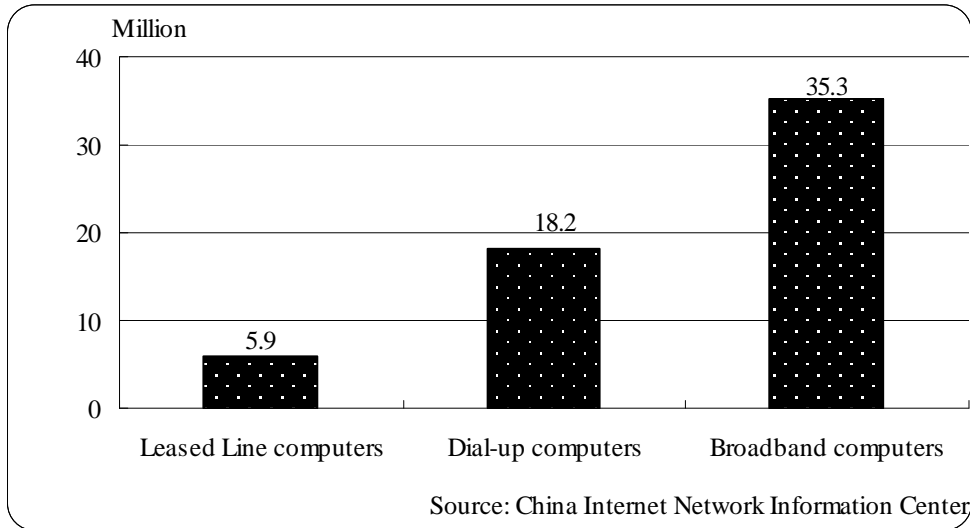


Figure 3.37 Number of computer hosts with different connection methods

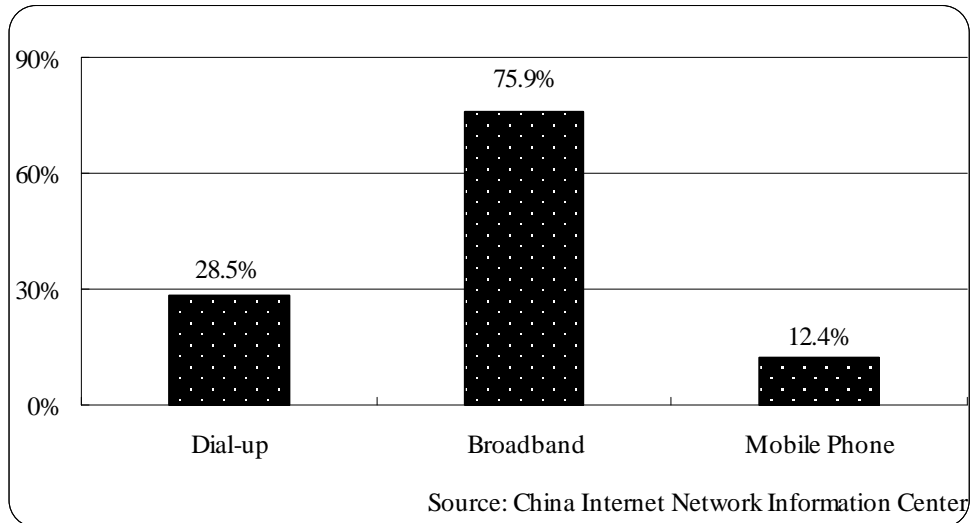


Figure 3.38 Proportions of Internet users of different connection methods

Note: The broadband users here include the users of leased lines

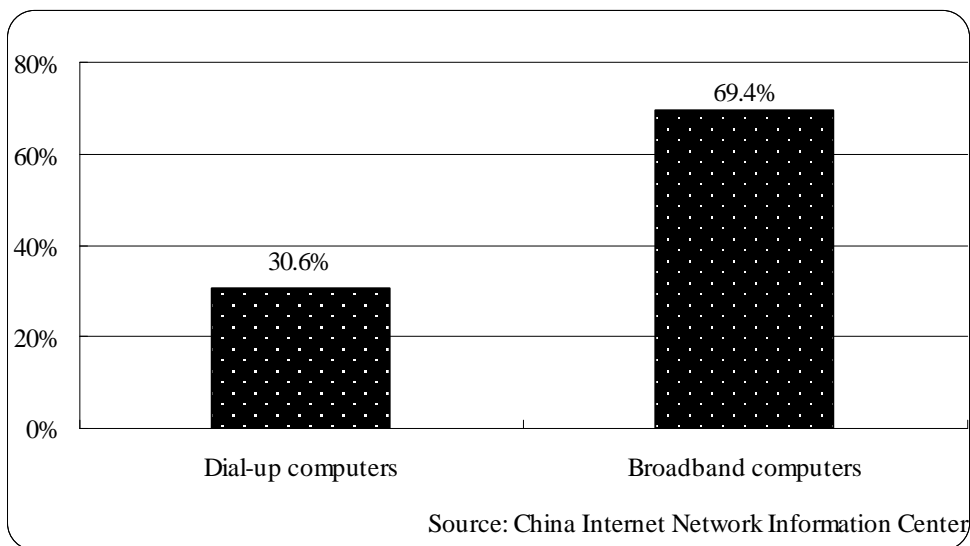


Figure 3.39 Proportions of computer hosts with different connection methods

Note: The broadband connected computer hosts here include those with leased line

connections

Compare to the statistics of CNNIC's last year survey, the number of leased line users decreased 2 million, the number of dial-up users dropped 12 million; the number of broadband users increased 26.4 million (shown as **Figure 3.40**).

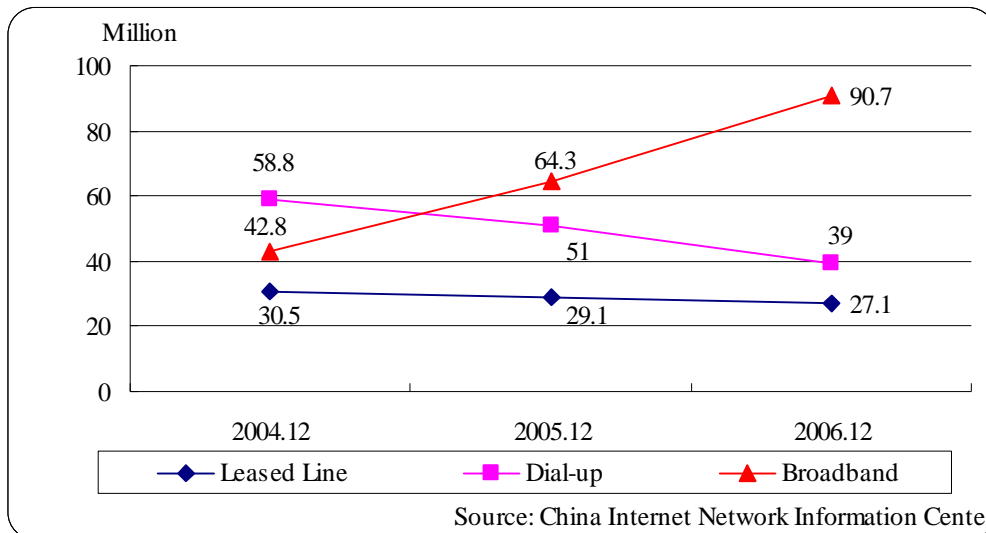


Figure 3.40 Number of users of different connection methods in previous surveys

Compare to the same period last year, leased line connected computer hosts decreased 600 thousand or 3.1% (from 13.1% to 10.0%), dial-up connected computer hosts dropped 2.4 million or 11% (from 41.6% to 30.6%). The facts indicate that the dial-up and leased line connections continued to shrink, and broadband connected computers (rose 14.1%) stably maintained its leading position (shown as **Figure 3.41**).

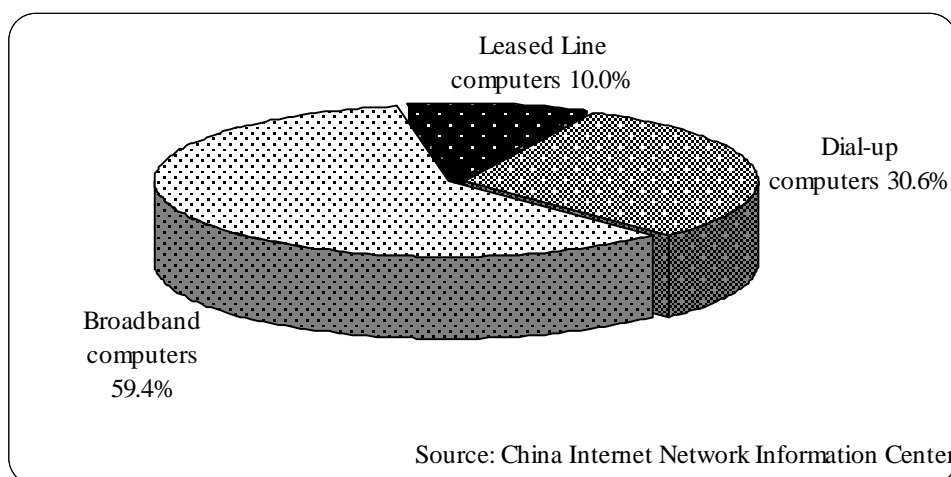


Figure 3.41 Proportions of computer hosts with different connection methods

In summary, the main location for accessing Internet is at home, the primary facilities to access Internet is desktop computer, and the main method of accessing is broadband.

The locations for Internet usage have become various, and the new methods of connections and online equipment have gradually been accepted and adopted by different users. It's foreseeable that as the Internet technology continues to develop and Internet becomes more popular, users will have more convenience to access the Internet.

IV. Behavioral Patterns of Chinese Users

As Internet becomes more developed in our country, more people have begun to come in touch with the network, and the Internet population is proliferating. With the users' economical condition keep improving, Internet infrastructures in China becoming more and more developed, and the life pace becoming even faster, the usage of Internet has become more and more frequently. In order to better understand how Internet integrated in our schooling, working, and social lives, and to have a clearer picture of the development and popularization of Internet in our country, we have analyzed behavioral patterns of most Chinese Internet users.

1. Time Segments

(1) Time segments of accessing the Internet

The survey results reveal that there is violent fluctuation in the usage curve of a whole day. Users spent least time online between 1:00 to 7:00, the usage becomes more intense after 8 o'clock. 10:00 is the first peak of a day. About 26.2% of the users are using Internet at this time. The curve falls slightly at 11:00 am but regains momentum at 12:00 and reached the second peak at 14:00 to 15:00. About 35.9% of the users are online during this time period. Then is another fall until 18:00. The user's number tops the day at 20:00. 54.9% of the users choose this time to go online. The proportion of the users drops quickly after 21:00, and touches the bottom at 5:00 in the morning with only 1.8% of the users online. (Shown as **Figure 3.42**) Besides, there are 13.6% of the users have no fixed time to access the Internet.

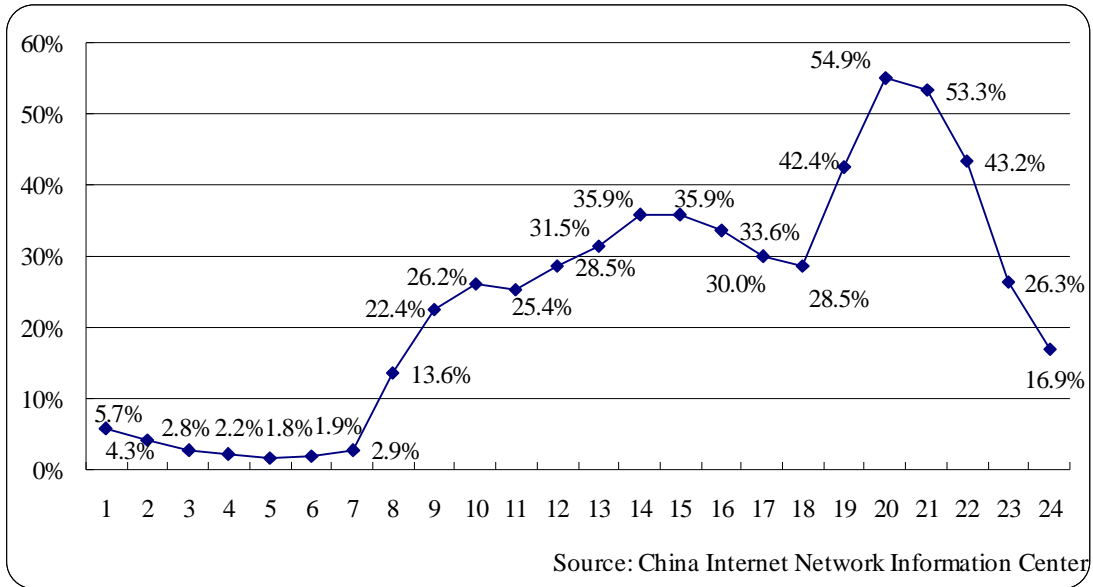


Figure 3.42 Time segments of accessing the Internet

(2) Analysis on the time segments of different genders

During 1:00 to 7:00, more male users access the Internet; during 8:00 to 13:00; the two genders seem no difference; while more female users online during 14:00 to 17:00; after 18:00, the proportion of online male users surpass females again (shown as **Figure 3.43**).

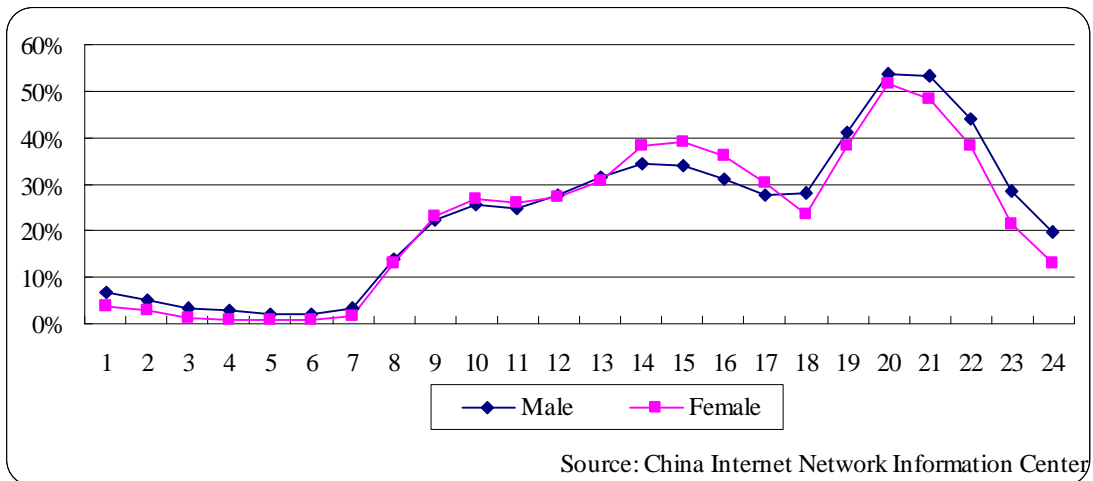


Figure 3.43 Comparison between genders – online time segments

2. Accessing Time

(1) The length of online time

The survey results indicate that the average length of time that a user spends online is 16.9 hours per week. Compared with 12 months ago, the length is 1 hour longer, representing a growth of 6.3%.

Compare to data of previous surveys, the length of accessing time fluctuated significantly. In 2000, the figure was 13.7hours/week; in 2001 and 2002, users spent 8.5 hours and 9.8 hours per week online respectively; in 2003, the length of online time began to rise again and hit a new record in 2006 (shown as **Figure 3.44**), which even exceeded the record of many Internet developed countries and regions. We can easily see how important that the Internet is to people's daily lives.

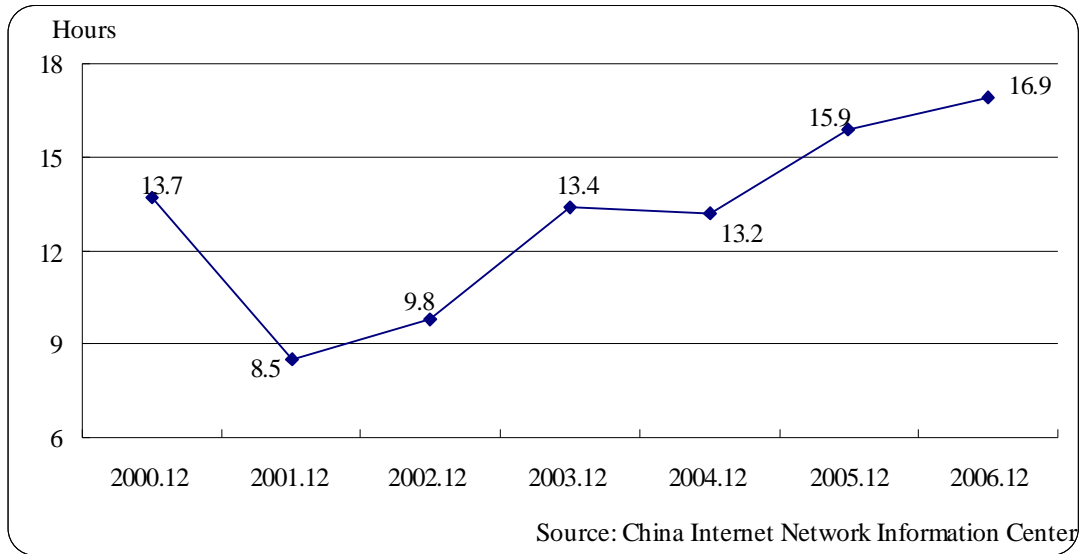


Figure 3.44 Weekly online time lengths in previous surveys

(2) Analysis on online time length of different genders

Male users averagely spend 18.6 hours per week online, which is longer than the online time length of females (14.8 hours/week) (shown as **Figure 3.45**).

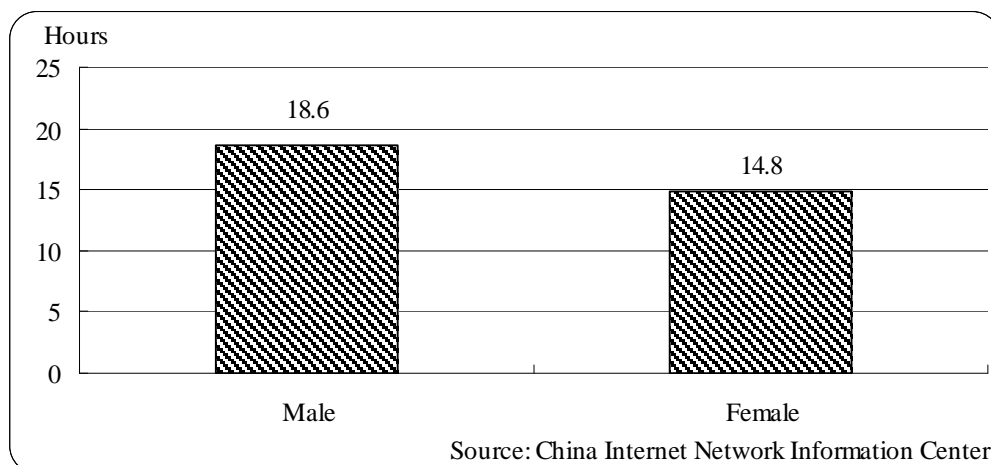


Figure 3.45 Comparison between genders – weekly online time lengths

(3) Analysis on online time length of different age groups

Young users aged 18 to 24 averagely spend 21.5 hours per week online, which is the

longest among all age groups; users aged 25 to 30 ranks the second, with average online time of 21 hours/week. Weekly online time lengths of other age groups are: 16.7 hours for aged 31 to 40; 15.8 hours for aged above 40s; 7 hours for aged under 18, which is the shortest among all age groups (shown as **Figure 3.46**).

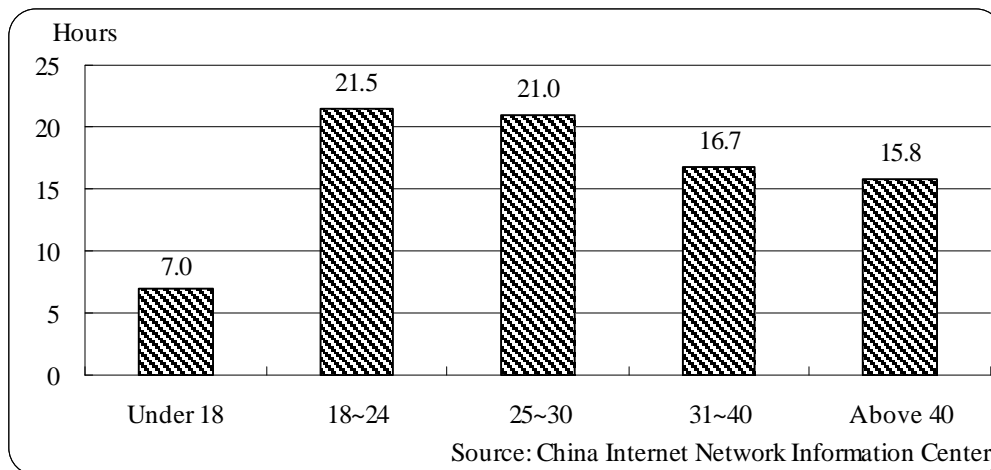


Figure 3.46 Weekly online time lengths among different age groups

3. Monthly Internet charges

The survey results indicate that in average, users pay 83.5 RMB per month (excluding online service fees) for Internet use. Compare to the same period last year, the users spend 20.1 RMB or 19.4% less per month. Lower cost is beneficial to popularize the Internet, making chances for more people to experience the use of the Internet.

Note: Only those users who pay for their own fees are counted. It is not the average value of all Chinese netizens.

4. Main Channels for Obtaining Information

The survey results show that the Internet (85.0%), television (66.1%) and newspaper (61.1%) are the three major channels for users to obtain information. Besides, magazines, books and radio are still approaches for Internet users to get information, the proportion all between 10% and 20%. (shown as **Figure 3.47**).

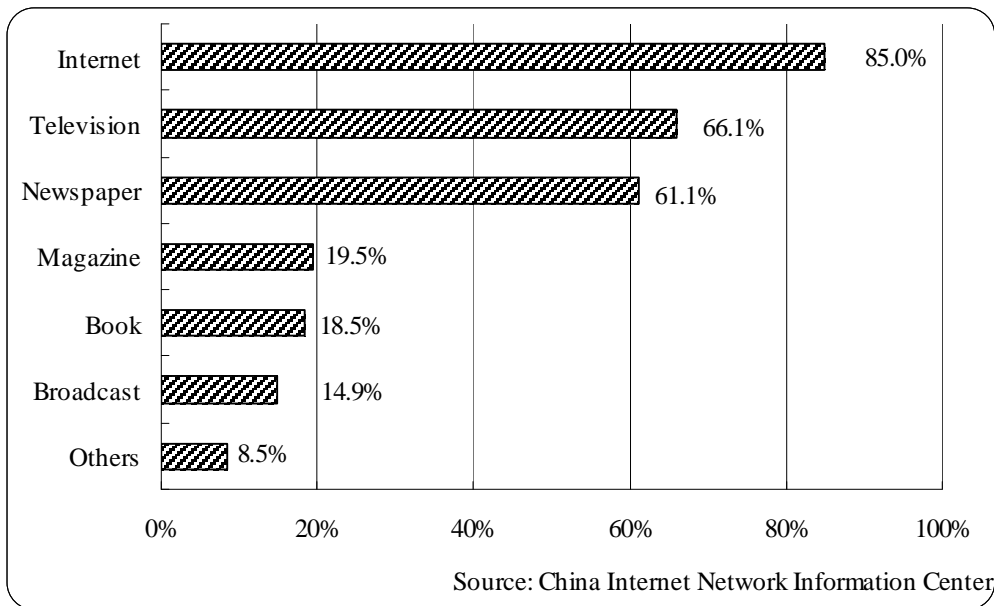


Figure 3.47 Main channels for users to obtain information

When choosing their primary channel for obtaining information, 47.4% of the users chose the Internet, following with television 30.6% and newspaper 15.7%; other media seem to be neglected by the Internet users (shown as **Figure 3.48**), which indicates that the Internet had deeply penetrated into their daily lives, work and entertainment.

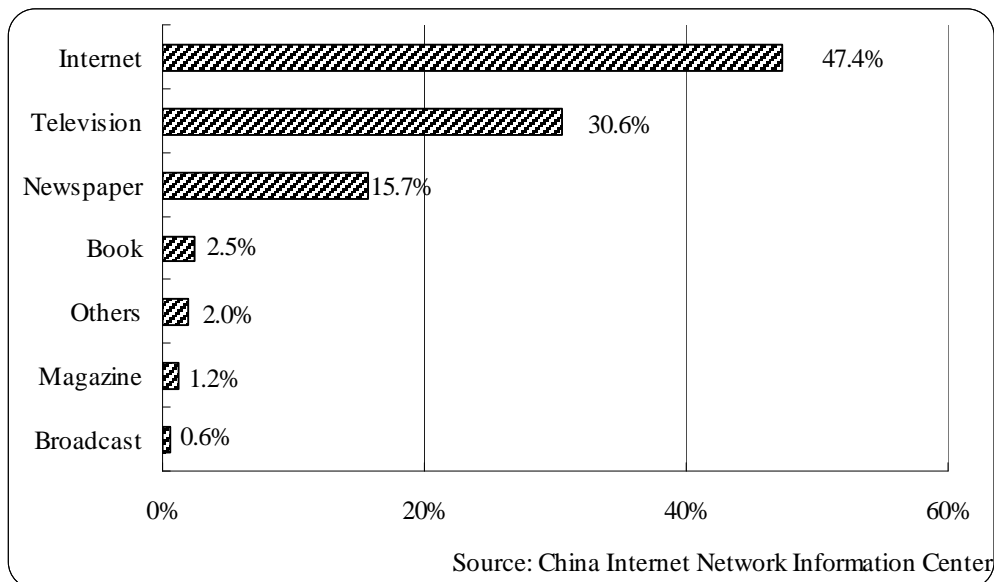


Figure 3.48 Primary channels for users to obtain information

5. Trust Degrees Toward the Internet

(1) Trust degrees toward the Internet

The survey results show that 5.7% of the users fully trust the Internet content and

security, 32.3% of the users trust the Internet to some extent, 54.6% of the users feel normal, 5.7% of the users doubt the Internet and 1.7% of the users do not trust the Internet at all (shown as **Figure 3.49**). Generally, the number of users who trust in the Internet is much more than the number of questioners.

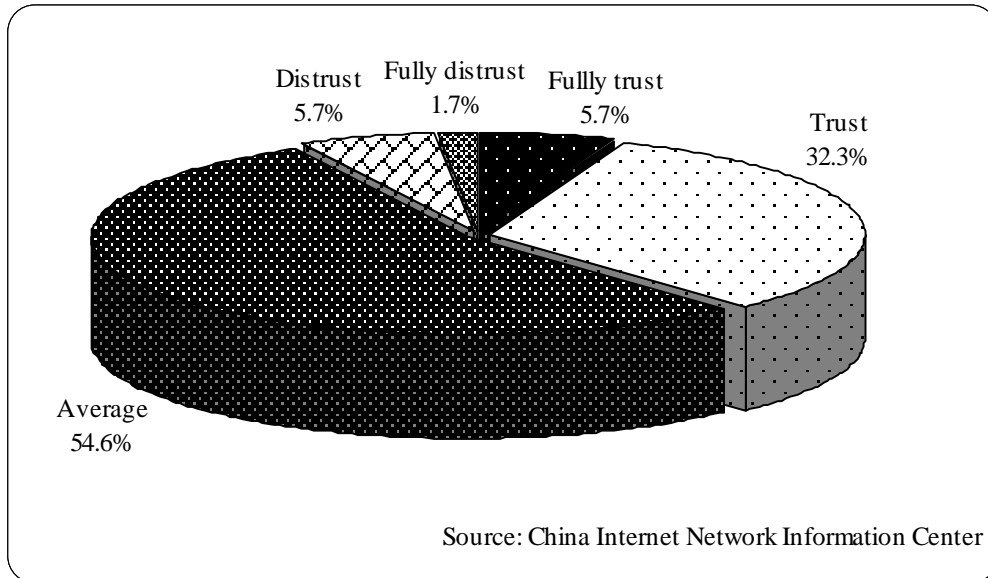


Figure 3.49 Users' trust degrees toward the Internet

(2) Analysis on the trust degrees of the users in different genders

More male users hold the two contrary attitudes toward the Internet – both “Fully trust” and “Fully distrust”. (shown as **Figure 3.50**).

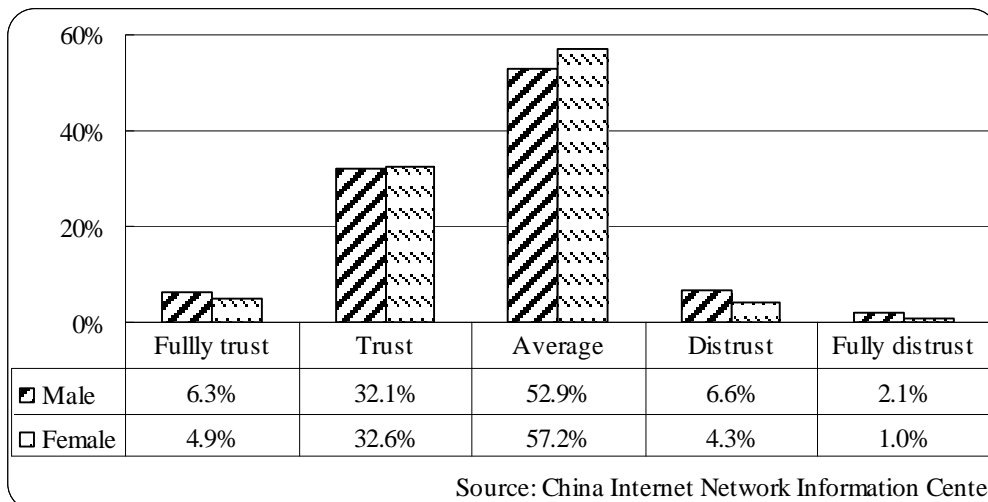


Figure 3.50 Trust degrees of the users in different genders

(3) Analysis on the trust degrees of different age groups

Users under 18 years old trust the Internet more than users in other age groups. With

increasing of age, users become more rational and less likely to trust the Internet. However, the trust degrees among users aged 40 and above slightly increased (shown as **Figure 3.51**).

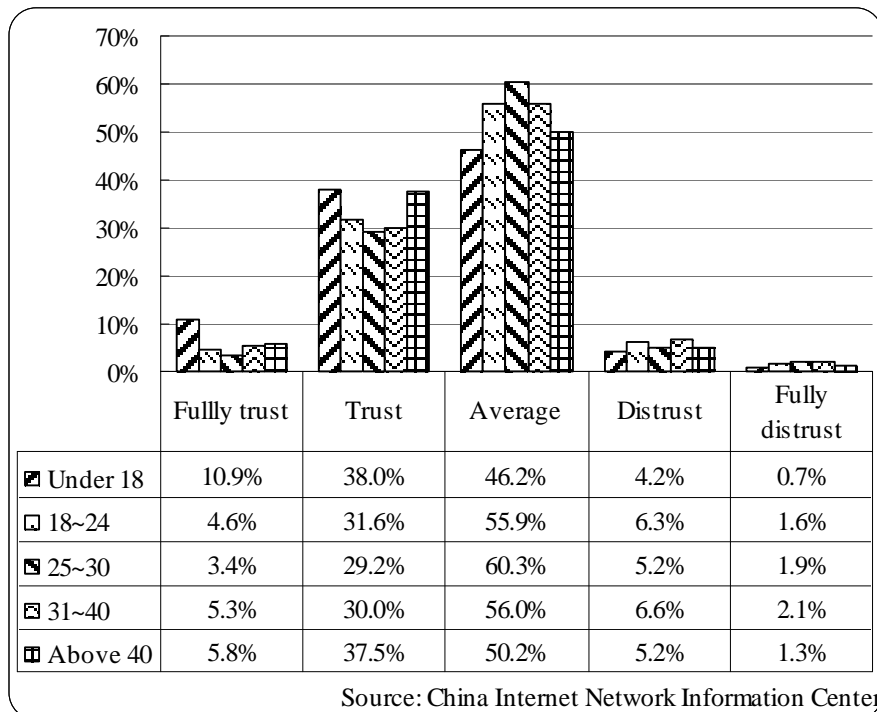


Figure 3.51 Trust degrees of the users in different age groups

(4) Analysis on the trust degrees of the users with different education background

Users with lower educational levels trust the Internet more than users with higher educational levels. With accumulation of knowledge and experiences, users tend to change their understandings and attitudes toward the Internet, which leads changes of their trust degrees (shown as **Figure 3.52**).

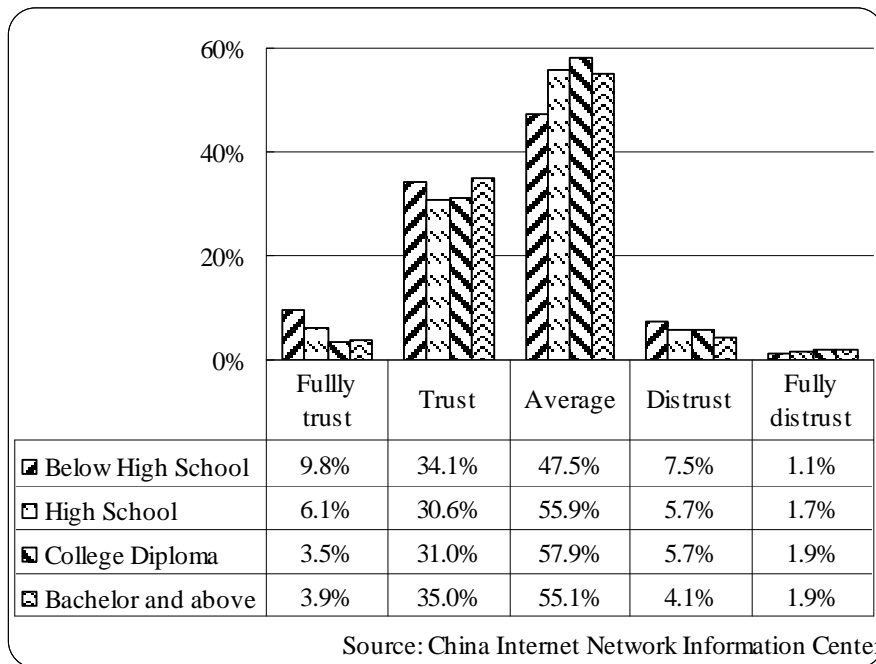


Figure 3.52 Trust degrees of the users with different education background

In summary, users' average weekly online time hit the new high record; Internet is the most important channel for users to obtain information; the majority of the users trust in the Internet, it makes no difference in genders, age groups and educational levels.

V. Mobile Phone Internet Users

By December 31, 2006, the number of mobile phone Internet users in China reached 17 million, accounting for 12.4% of the whole user group. The proportion is small, yet its significance represents the diversification of Internet accessing methods and facilities in China.

1. Genders

Among mobile phone Internet users, males account for 67.8%, other 32.2% are females (shown as **Figure 3.53**). Similar to the gender proportions of the Internet users, male users are the principal part of mobile phone Internet users and the proportion is even higher (shown as **Figure 3.54**). Compare to female Internet users, more male users attempt to try new accessing methods and facilities.

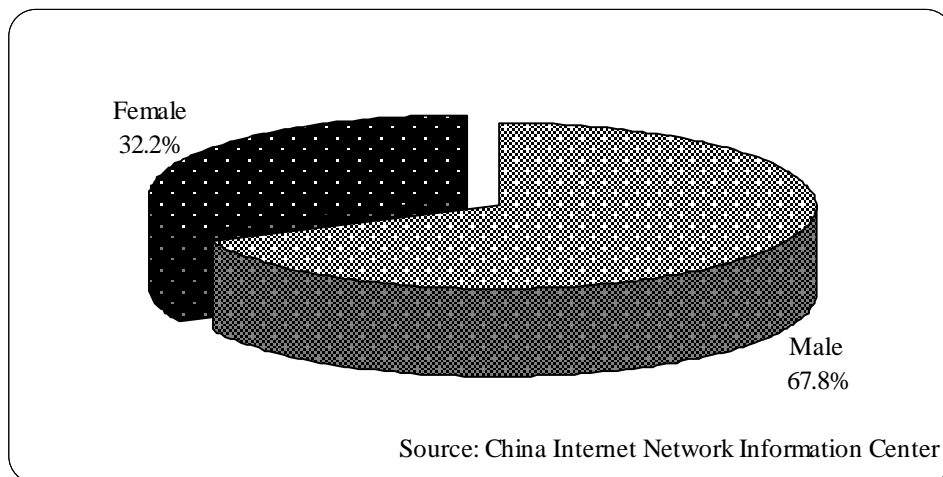


Figure 3.53 Genders of mobile phone Internet users

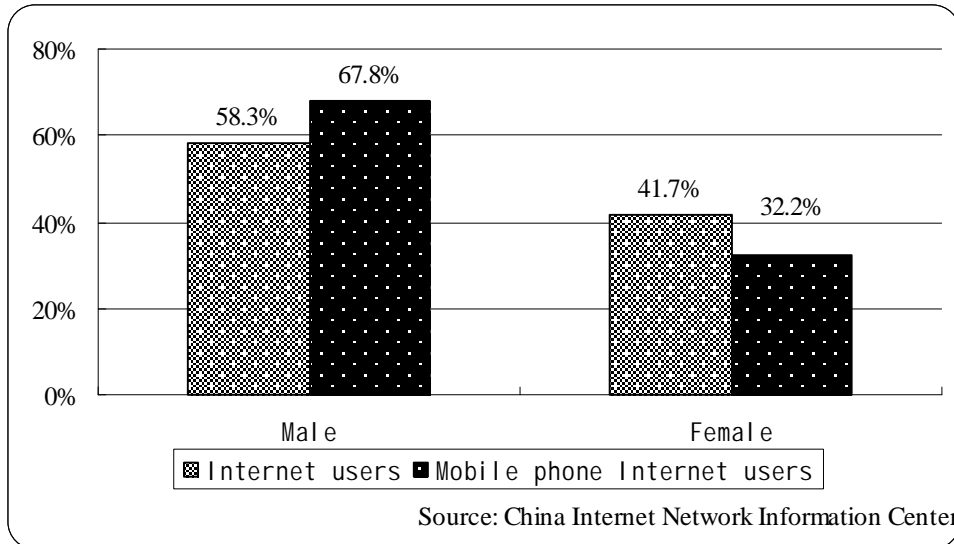


Figure 3.54 Gender proportions of the Internet users and mobile phone Internet users

2. Marital Status

66.0% of the mobile phone Internet users are married; other 34.0% are unmarried (shown as **Figure 3.55**). It is similar to the situation of the Internet users, and the proportion of unmarried people is more centralized (shown as **Figure 3.56**).

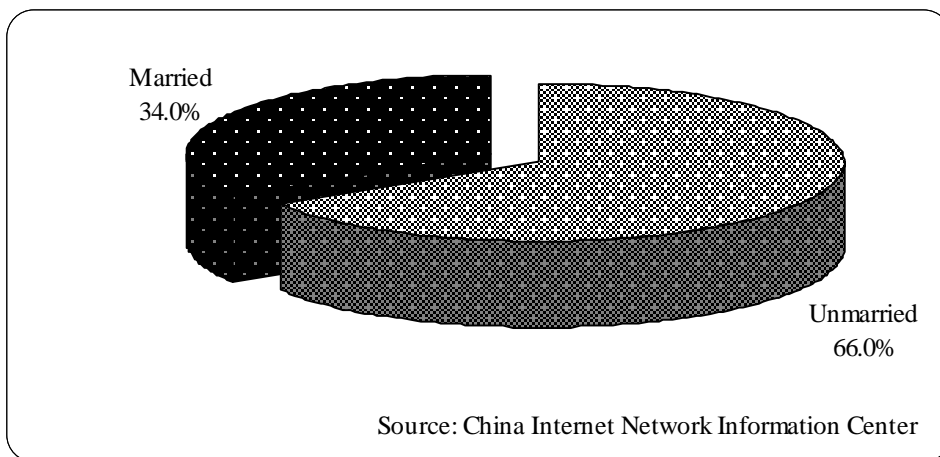


Figure 3.55 Marital status of mobile phone Internet users

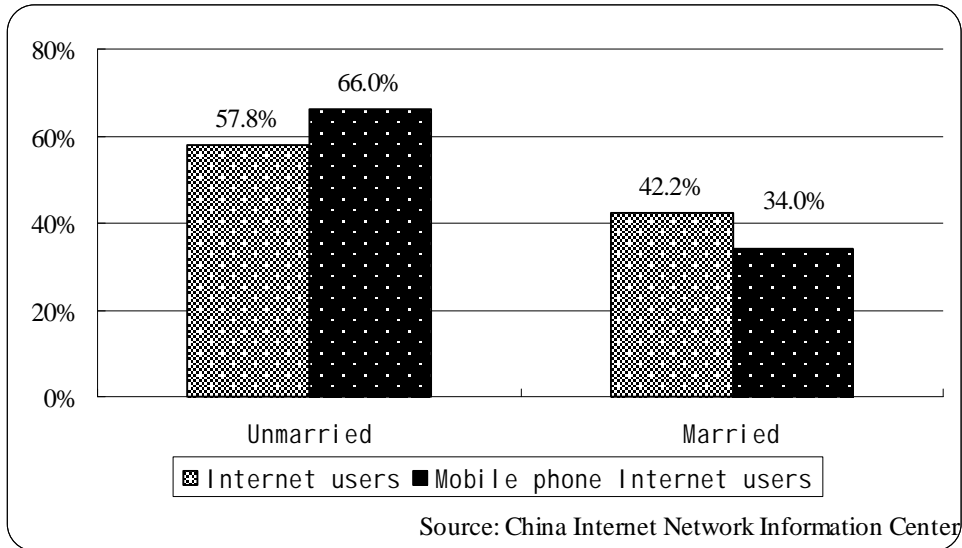


Figure 3.56 Marital statuses of the Internet users and mobile phone Internet users

3. Age

The biggest group of mobile phone Internet users is the users aged 18 to 24, which accounts for 41.7%; others are 25~30 (24.6%), under 18 (16.9%), 31~35 (8.2%), 36~40 (5.5%), above 40 (3.1%) (shown as **Figure 3.57**). The distribution of age groups among mobile phone Internet users is similar to that among the Internet users. The proportion of age groups that cover young people under 30 years old is 83.2% (shown as **Figure 3.58**), even higher than that of the Internet users. It is obvious that the new surfing method is more popular among young people.

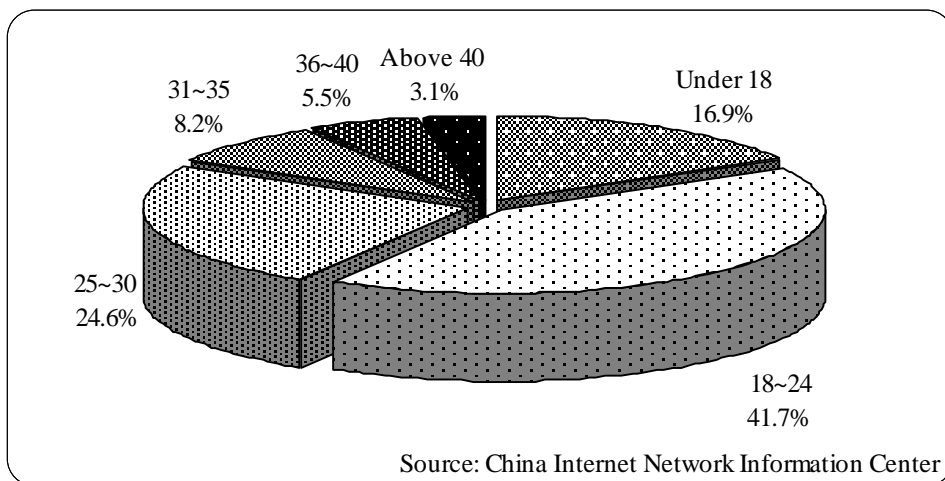


Figure 3.57 Age groups of mobile phone Internet users

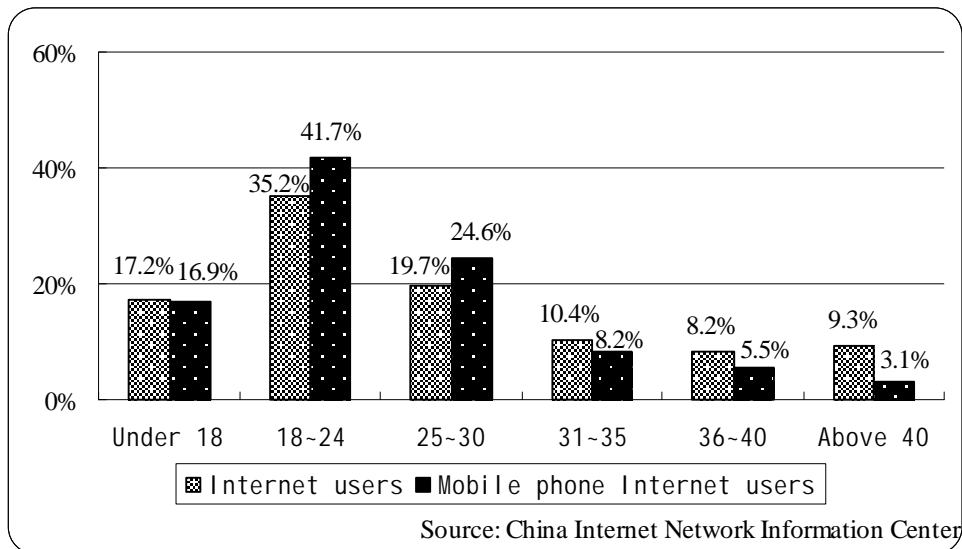


Figure 3.58 Age groups of the Internet users and mobile phone Internet users

4. Occupations

Among mobile phone Internet users, the biggest group is staff of enterprises, which accounts for 31.5%, the second is students, 30.9%. Others are self-employed 13.6%, staff of non-profit organizations 8.2%, unemployed 5.9%, staff of government agencies or party organizations 4.0%, school teachers and staff 3.3%. Proportions of peasants and people who take other occupations are relatively small (shown as **Figure 3.59**). Different with the Internet users, the positions of staff of enterprises and students exchanged in the ranking list of mobile phone Internet users; the proportion of staff of government agencies and party organizations is higher than that of school teachers and staff, which is the second difference between the two ranking lists (shown as **Figure 3.60**).

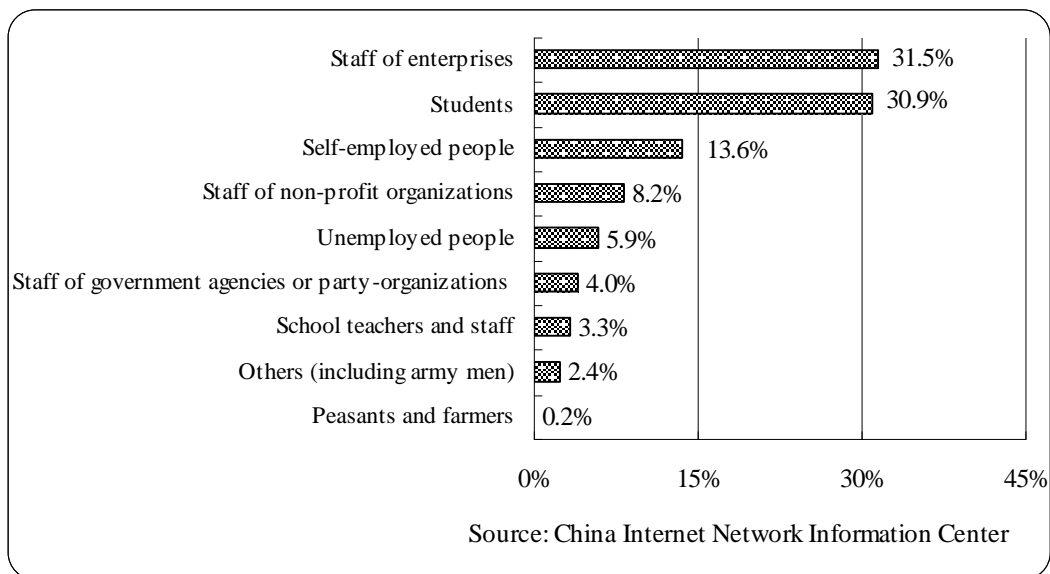


Figure 3.59 Occupations of mobile phone Internet users

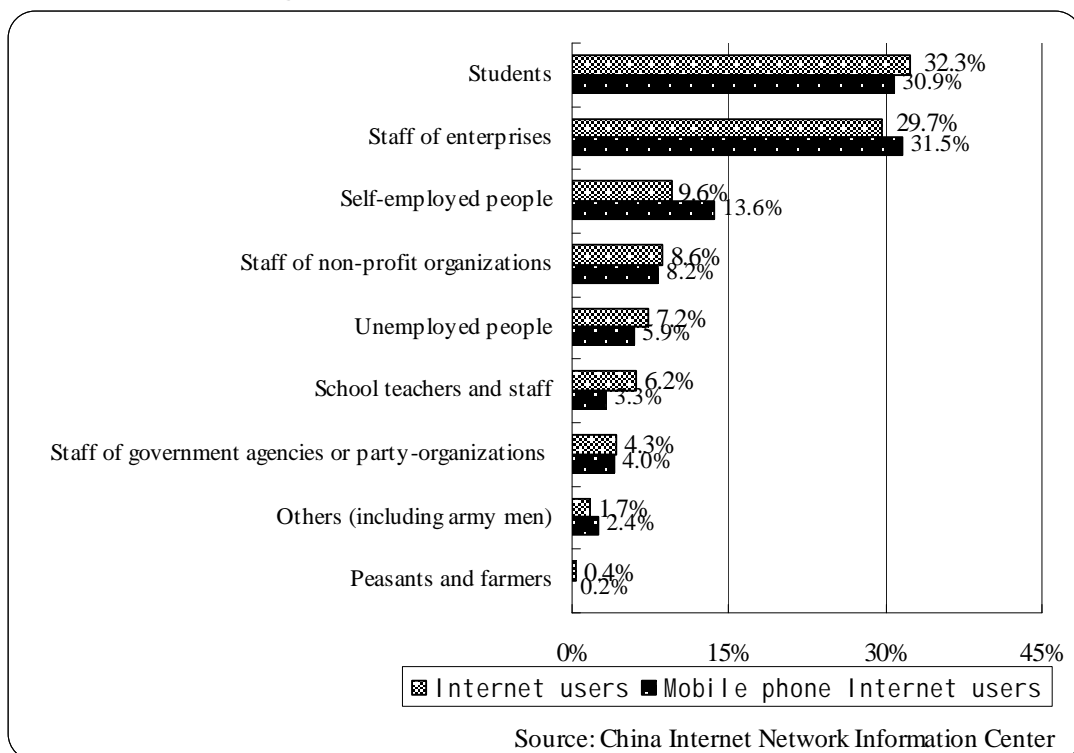


Figure 3.60 Occupations of the Internet users and mobile phone Internet users

5. Differences Between Urban and Rural Areas

81.4% of the mobile phone Internet users live in, 18.6% of the users live in countryside (shown as **Figure 3.61**). The proportion is almost the same with that of the Internet users (shown as **Figure 3.62**).

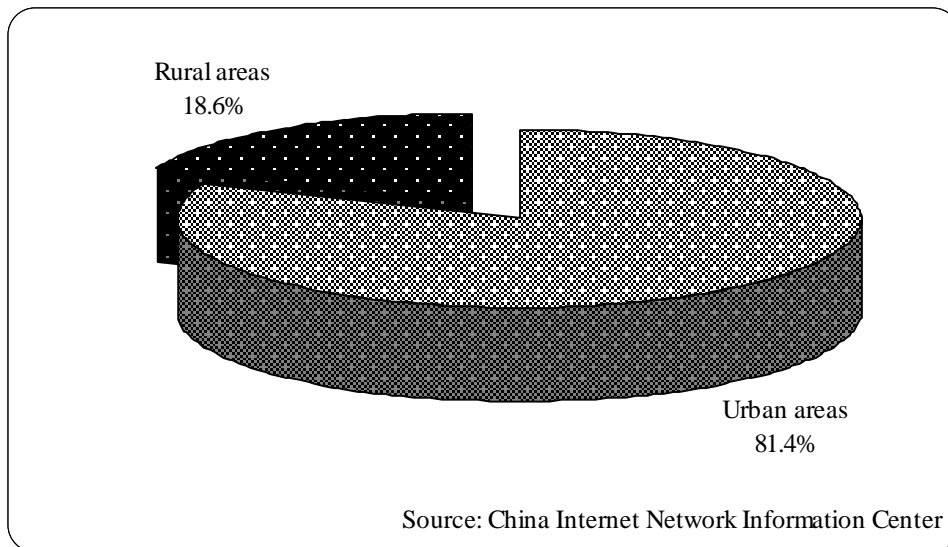


Figure 3.61 Mobile phone Internet users in urban and rural areas

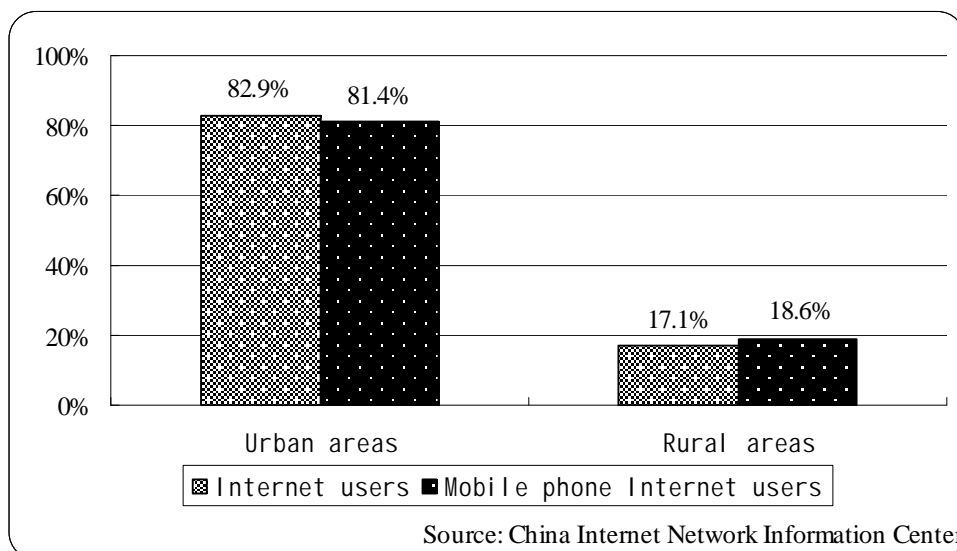


Figure 3.62 The Internet users and mobile phone Internet users of urban/rural areas

To summarize, Chinese mobile phone Internet users had achieved certain scale in quantity. Male users, unmarried users, users aged 18 to 24, users who work in enterprises, users who live in urban areas are the main force of the community. Besides occupations, the characteristics of mobile phone Internet users are quite similar to that of the Internet users, while more population obviously concentrates on the groups of male users, unmarried users and users under 30 years old.

VI. Diversity of Internet Development in China

1. Analysis on the Diversity of Internet Development in Urban and Rural Areas

(1) Penetration rate

With the increasing development of domestic Internet, the Internet penetration rates increased in both urban and rural areas, especially in towns, with the penetration rate 6.5 times much of the rate in countryside (shown as **Figure 3.63**).

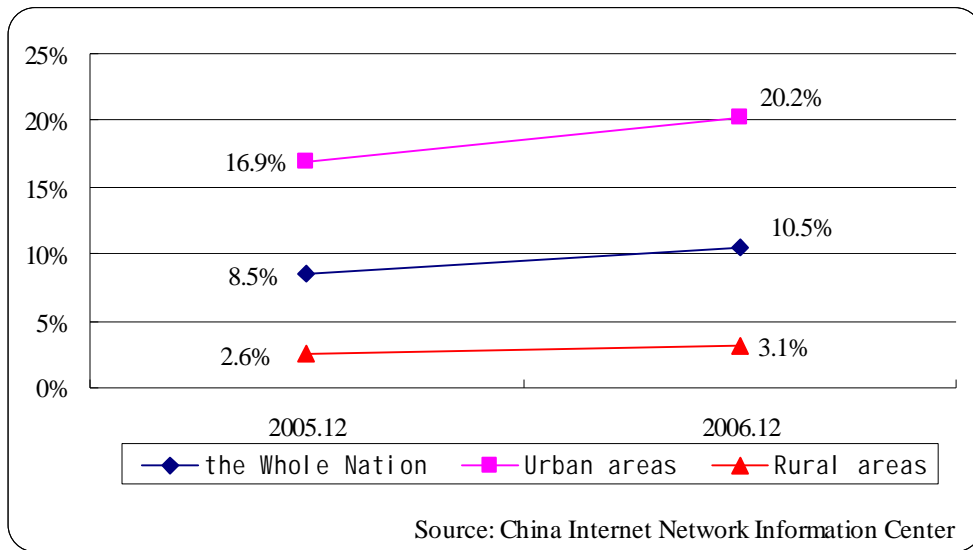


Figure 3.63 Internet penetration rates of urban and rural areas

(2) Online time

The average weekly online time lengths for the users of urban and rural areas are 18.0 hours and 13.2 hours respectively. The time length of users living in towns is a little bit higher than the national average level, while the time length of countryside users is 3.7 hours shorter than the national average level, a wide gap still exist.

(3) Monthly connection fees

The average monthly connection fees paid by the users of urban and rural areas are 89.6 RMB and 77.4 RMB respectively. Countryside users pay less money for their Internet connections than town users.

To summarize, the wide gap still exist between urban and rural areas. Generally, the Internet is more developed in towns. The construction of Internet infrastructures in countryside should be strengthened to narrow the digital gap and to further facilitate the

development of the Internet in China.

2. Internet Development in East, Central and West Regions in China

(1) The Internet penetration rate

The gap maintain wide between east and central west China on penetration rate. Compare to the same period last year, the growth rates are: the whole nation 2%, east China 2.7%, central China 1.7%, and west China 1.4% (shown as **Figure 3.64**).

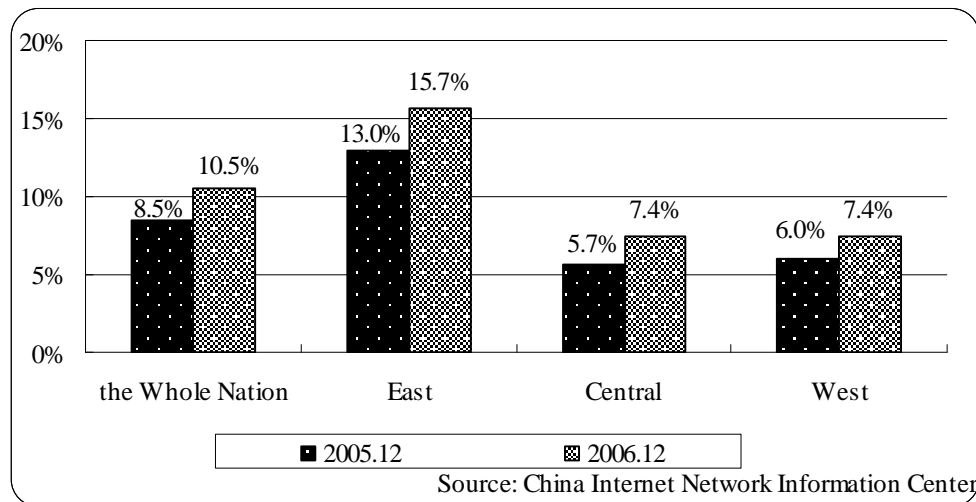


Figure 3.64 The Internet penetration rates in regions

Although the Internet penetration rate rose a bit in central and west China, the gap has not been narrowed yet. **Table 3.1** lists out other indexes to make the point clearer. We can see that the gaps on numbers of websites and domain names also affect the regional Internet penetration rates.

Table 3.1 Regional comparison of Internet indexes

	Internet penetration rate	Number of domain names that each 10 thousand people hold	Number of websites that each 10 thousand people have
East China	15.7%	62.9	12.9
Central China	7.4%	10.0	2.2
West China	7.4%	11.1	2.0
Country Average	10.5%	31.4	6.4

(2) Weekly online time length

The average weekly online time lengths of the Internet users in the three regions are: east China 17.4 hours, central China 16.9 hours, west China 15.1 hours. The weekly online time length of the users in central China is exactly the same with the national average level.

(3) Monthly Internet connection fees

The monthly Internet connection fees paid by the users in the three regions are: east China 91.6 RMB, central China 72.5 RMB, west China 74.9 RMB. Compare to the national average level of 83.5 RMB, the users in central China expend the lowest, which is 11.0 RMB less, the users in east China expend the highest, which is 8.1 RMB more. The expenditures of users in west China is 8.6 RMB less than the national average level.

(4) Trust degrees toward the Internet

Users trust degrees toward the Internet in the three regions are: east China – fully trust 5.4%, trust 32.3%, average 54.9%, distrust 5.7%, fully distrust 1.8%; central China – fully trust 6.6%, trust 35.0%, average 51.9%, distrust 5.4%, fully distrust 1.1%; west China – fully trust 7.1%, trust 29.6%, average 56.1%, distrust 5.7%, fully distrust 1.6%(shown as **Figure 3.65**). We can see that the regional diversity does not greatly affect users’ trust degrees toward the Internet, and most of the users in the three regions intend to trust the Internet.

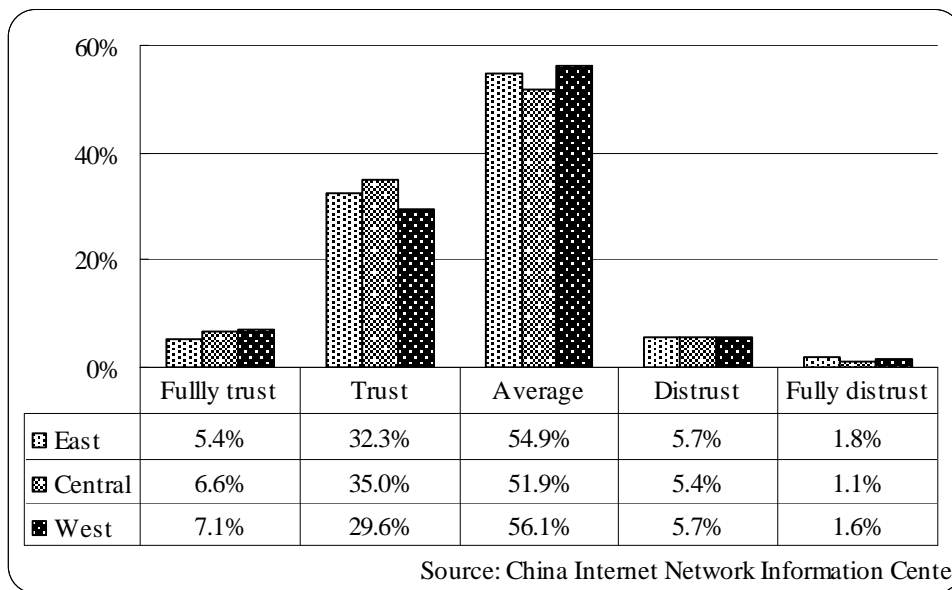


Figure 3.65 Trust degrees toward the Internet in regions

To summarize, the Internet gaps exist along with economy gaps in different regions. Generally, the Internet is more developed in east China than that in central and west China. Our next step should be facilitating the Internet development in central and west China, narrow the digital gap, and to achieve a full and balanced development of the Internet in China.

VII. Non-Internet Users

Survey results show that the number of Internet users in China had reached 137 million in December 2006, the Internet penetration rate exceeded 10% for the first time, yet there are still nearly 90% of Chinese people are non-Internet users. Therefore, analysis of those who never touch the Internet (simplified as “non-users”) by the end of year 2006 on reasons for standing off the Internet, main approaches for obtaining information, anticipation of use the Internet in the next 6 months as well as characteristics of people who confirm to access the Internet within the next 6 months will provide the government, enterprises and the society with reference to better understand the situations of non-users and will be of benefit to the policy making process.

1. Reasons for Not Using the Internet and Anticipation of the Next 6 Months

(1) Reasons for Not Using the Internet

Survey results show that main reasons for not using the Internet include: “have no necessary skills (don’t know how to use computer or the Internet)” (36.0% of the non-users), “have no facilities/Internet connections” (31.4%), “have no time” (18.1%), “too old/ young” (10.1%), “consider it useless or have no demand” (8.6%). Besides, 7.9% of the non-users chose “have no interests”, the proportion of other selections are no more than 5%. (shown as **Figure 3.66**).

“Have no necessary skills” is evidently the primary reason that affects over one-third of the non-users; more than 30% of the non-users have no necessary facilities and are forced to stand off the Internet.

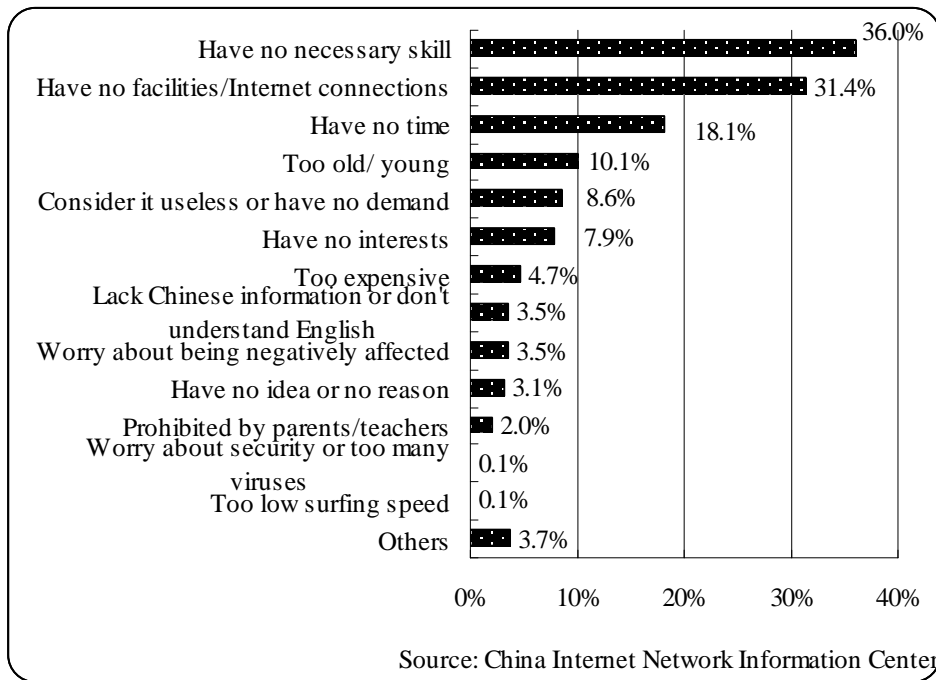


Figure 3.66 Reasons for not using the Internet

Compare to the same period last year, the proportions of “have no necessary skills” declined 2.7%, while the proportion of “have no facility/Internet connections” and “have no time” increased 2.1% and 4.9% respectively (shown as **Figure 3.67**). The proportion changes of other reasons are: “no use/have no demand” dropped 1.2%, “too expensive” rose 0.6%, “have no interests” rose 2.7%, and “too old/young” rose 1.5%. The figure show that the proportions of “have no facilities/Internet connections” continuously rose for years, which indicates that the development of national economy and the construction of Internet infrastructures are the two key factors that affect the popularization of the Internet.

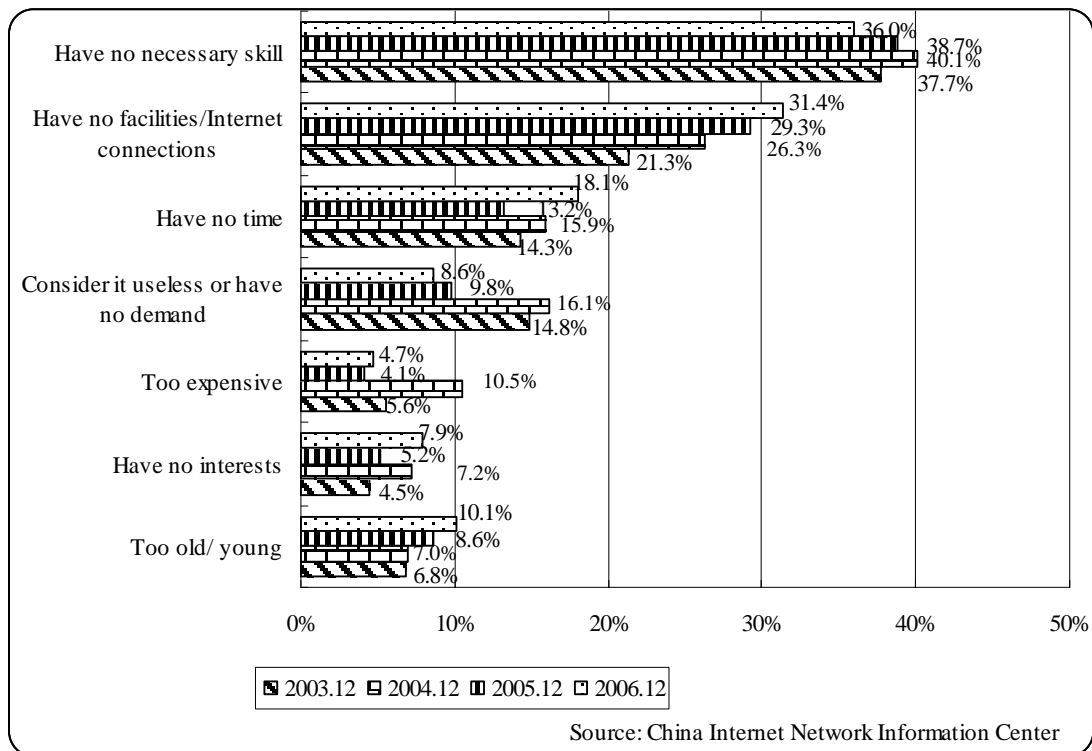


Figure 3.67 Reasons for not using the Internet in previous surveys

(2) Main channels for obtaining information

Survey results show that 90.0% of the non-users regard television as one of their main channels for getting information, 33.2% of the non-users also selected newspaper (shown as **Figure 3.68**). Further more, television is the first choice to 79.1% of the non-users, while newspaper, magazines, books and radio are not the primary channel for the majority of the non-users, the proportions of these selections are less than 10% (shown as **Figure 3.69**). Comparatively speaking, information channels of non-users are relatively narrow and centralized.

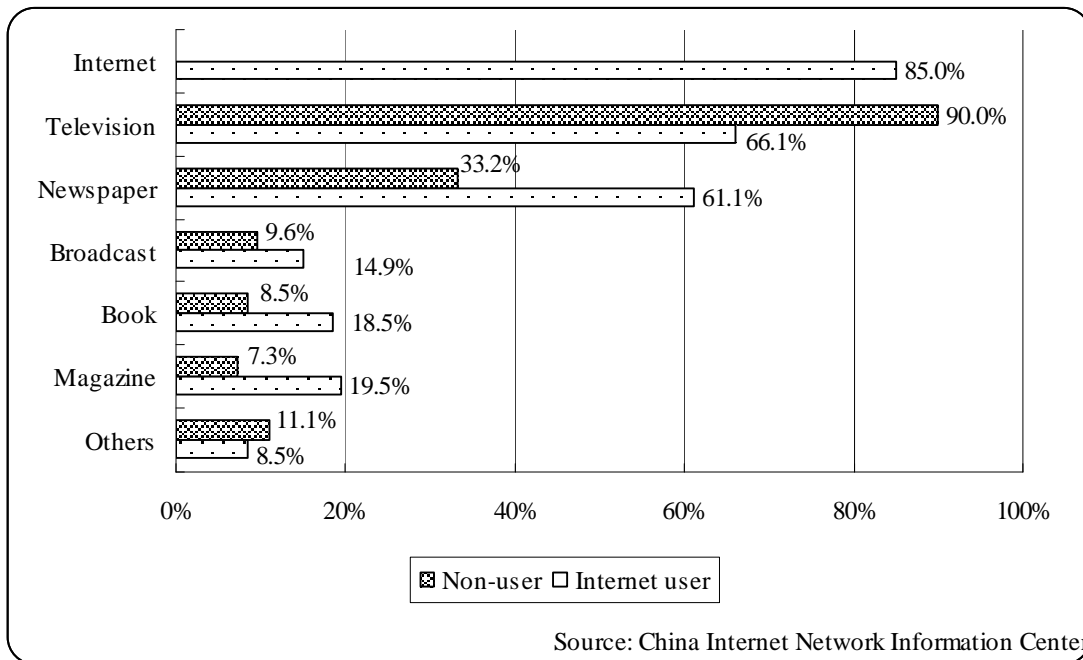


Figure 3.68 Information channels of Internet users and non-users

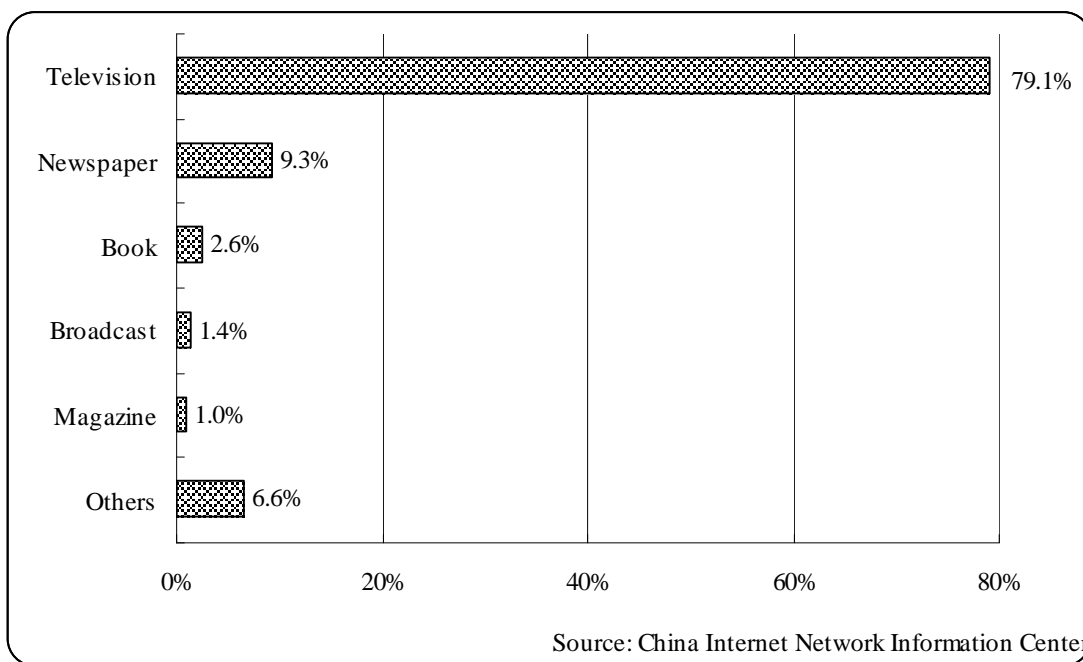


Figure 3.69 Primary information channels of non-users

(3) Anticipation of non-users in the next 6 months

4.2% of the non-users confirmed to use the Internet within 6 months, 65.4% of the non-users decided not to use the Internet in 6 months. The proportions of non-users who may and may not use the Internet in 6 months are 10.7% and 8.7% respectively. Other 11.0% of the non-users have not decided yet (shown as **Figure 3.70**).

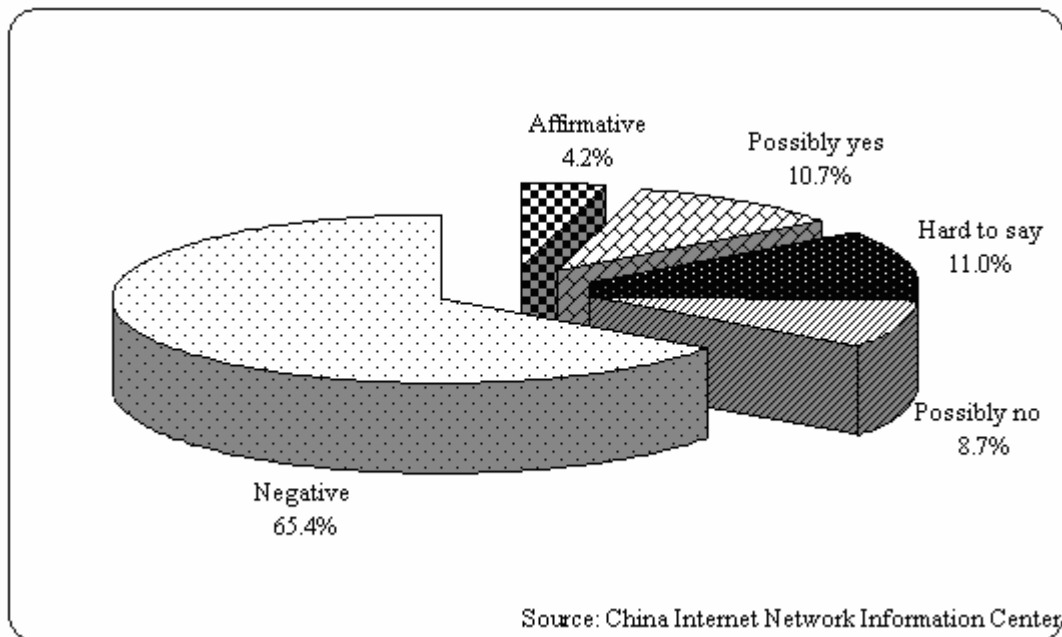


Figure 3.70 Anticipations of non-users in the next 6 months

2. Characteristics of Non-users Who Anticipated Using the Internet In 6 Months

(1) Genders

Survey result shows that the gender proportions of this group are 52.2% for males and 47.8% for females, comparing to the users of 58.3% for males and 41.7% for females. (shown as **Figure 3.71**) Analysis the two ratios, we anticipate that in the next 6 month, the proportion of male Internet users will still higher than female users. In certain period of time, the increasing number of male users will exceed that of female users, while the growth rate will keep lower than the females'.

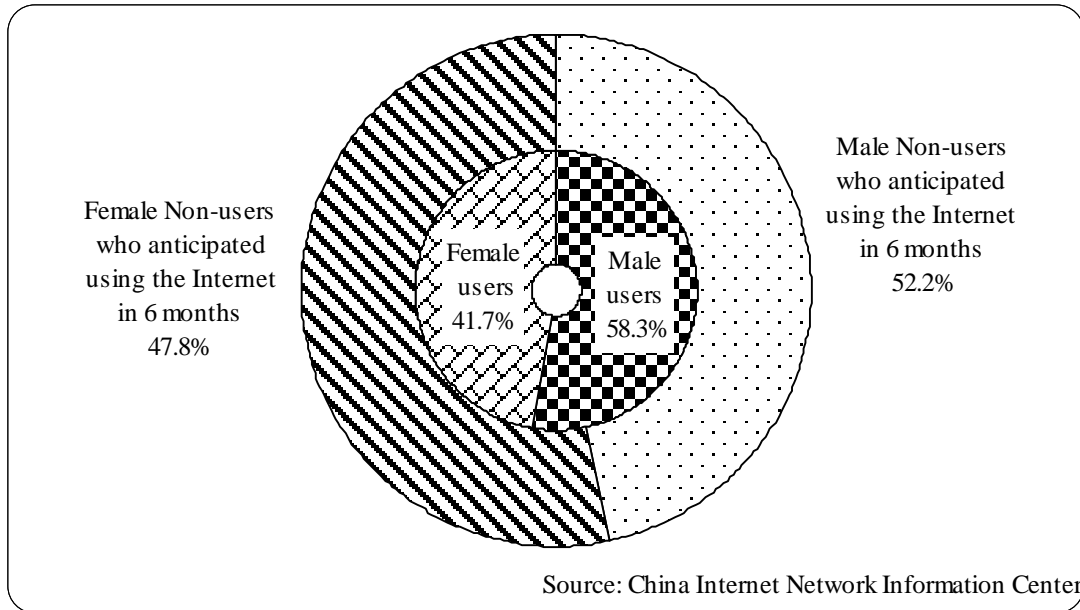


Figure 3.71 Genders of non-users who anticipated using the Internet in 6 months and the Internet users

(2) Age

Survey results show that among non-users who anticipated using Internet in 6 months, 20.3% aged under 18, 17.9% aged 18 to 24, 16.1% aged 25 to 30, and the respective ratios for aged 31~35, 36~40, 41~50, 51~60 are 12.7%, 13.5%, 12.4% and 7.1%. (shown as **Figure 3.72**) In this group of non-users, 54.3% are aged under 30 and 45.7% are aged above 30. There are 72.0% of the Internet users aged under 30. We can anticipate that in the next 6 months, the proportion of users aged under 30 will slightly decline and the proportion of users aged above 30 will slightly increase, the age distribution of Internet users will tend to be broader in the future.

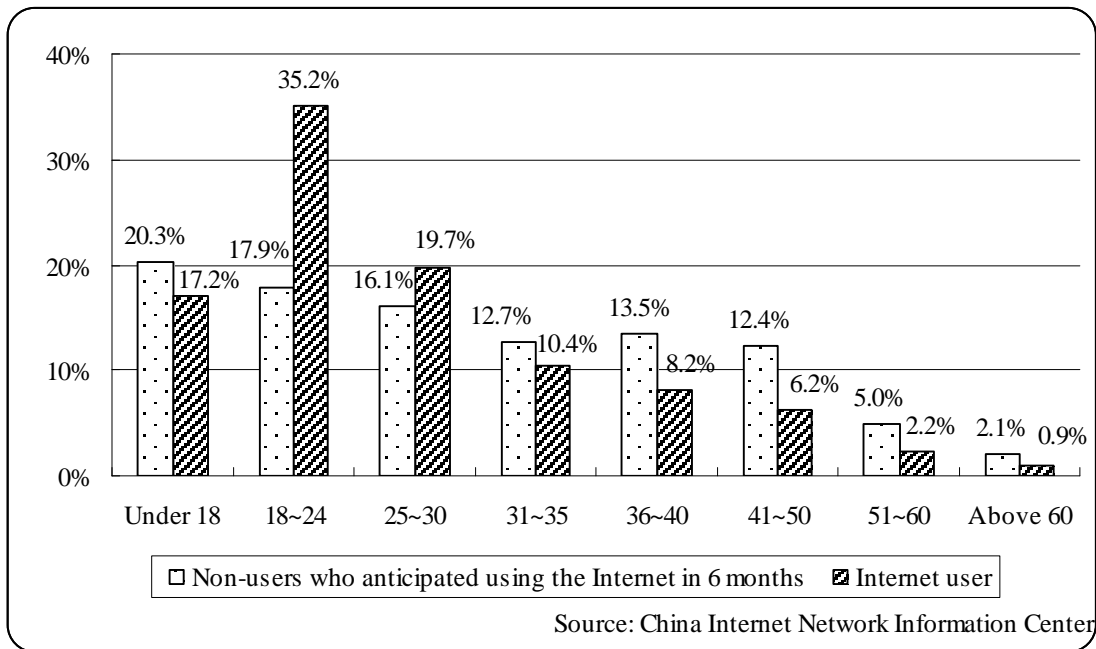


Figure 3.72 Age groups of non-users who anticipated using the Internet in 6 months and the Internet users

(3) Marital Status

Survey results show that, 61.2% of these people are married and 38.8% are unmarried, comparing to 42.2% of the Internet users are married and 57.8 are unmarried (shown as **Figure 3.73**). We can anticipate that in the next 6 month, the proportion of married users will increase.

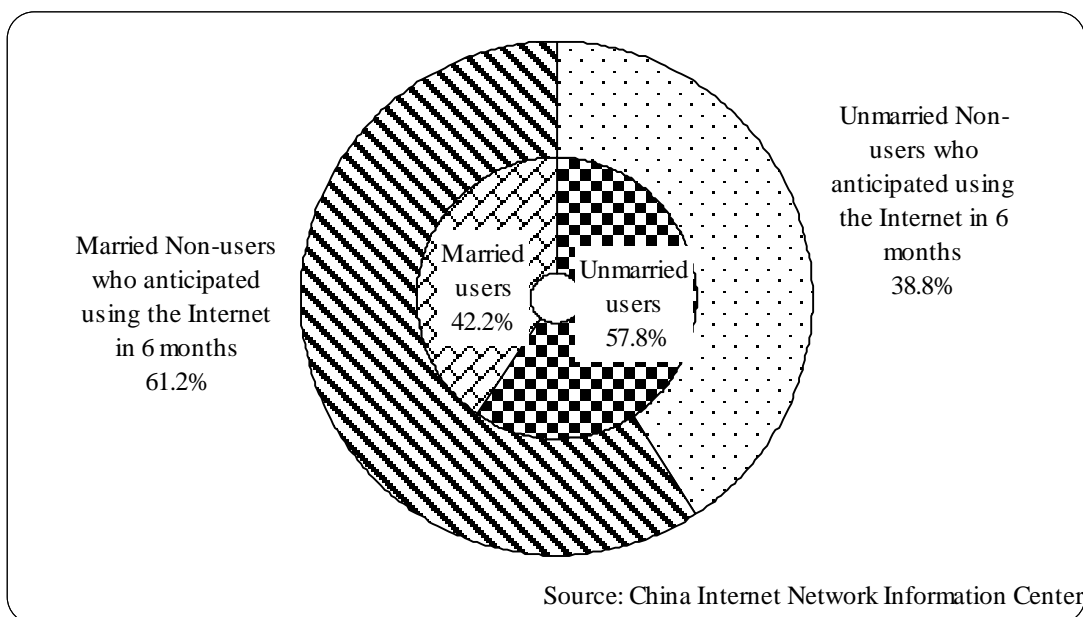


Figure 3.73 Marital statuses of non-users who anticipated using the Internet in 6 months and the Internet users

In summary, the primary reason for not using the Internet non-usage is still technophobia; the primary information channel for non-users is television; 14.9% of non-users are anticipated using the Internet in the next 6 months; among non-users who anticipated using the Internet in 6 months, there are 52.2% for males and 47.8% for females; the proportions of non-users who got married and aged under 30 are 61.2% and 54.3% respectively. Predictably, the dominant position of male users will maintain with more new comers are males; the proportions of the users aged above 30 and users who got married are expected to rise.

Section IV Methodologies

In accordance with the statistical theories and International common practice, based on the previous 18 statistical surveys, we adopted computer auto online searching, online survey, offline sampling and receive statistics from relevant institutions.

1. Survey on the Numbers of Domain Name, Website, IP Address, Webpage and Bytes of Webpages

A. Generic Top Level Domain Names and Corresponding Websites in China:

The statistics are gathered from domestic gTLD registrars, which include the total number of gTLDs, the numbers of distribution types of gTLDs and their corresponding websites (a. in.COM, .NET and .ORG; b. in geographical location of registrant organizations).

B. The Number of CN Domain Names and Corresponding websites:

By using computer online searching, we can obtain the number and geographical distribution of .CN domain names, as well as the number and geographical distribution of websites registered under .CN.

C. The Total Number of Domain Names and Websites in China:

The figures can be obtained by adding certain statistics in A and B.

D. Number of IP Addresses:

Data of IP Addresses by provinces are obtained from APNIC and CNNIC IP Address Databases. We calculate the number by adding up IP addresses by province in these two databases which already been identified being used by a province. Due to the IP Address allocation process is not static, the statistics are for reference only.

E. Number of Webpages and Bytes of Webpages:

Use computer online auto search. For a sample website, the search begins from its

homepage (www + domain name), search throughout all pages, grasping all webpage characteristics and the text content within. The statistics are obtained by adding all search results, except overlapped webpages and contents.

2. Online Survey

The online survey is aiming at understanding the surfing situation and customs of the Internet users as well as their views on some popular issues. We put the questionnaires on CNNIC's website (www.cnnic.cn), offering the links to major info ports and ICP/ISP's homepages, and gather information from Internet users' feed backs after filling the questionnaires by initiatives.

From December 9 to 31, 2006, CNNIC conducted the online survey, and gained great support by many domestic well-known websites and media. Many of the famous website provided the links of the online questionnaire. 20,295 feedbacks were received, of which 20,183 were effective.

3. Offline Sampling

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

A. Collectivity

According to the survey objectives, we define target population as: all people aged 6 and above in the nation. We further separated the sampling targets as: Group A, people who have telephone (age 6+) at home – use telephone interview; Group B, college students – the results are deduced from that of the 17th survey (formerly telephone interview); Group C1, people (age 6+) have no fix land-line at home but with a Personal Access Phone System (PAS), telephone interview. When calculate the national results, we summarize weighted data of A+C1 and B.

B. Sampling method for Group A+C1

Follow the principle of combing science with maneuverability, separate Group A+C1 by provinces.

- ◆ Sampling index

The popularity of household telephone in towns differs greatly from that in countryside as well as the average family population. Therefore, we adopted “household telephone users” as the index when calculate the data of the whole country by using sample volume of each province; when decide sample quantity for each cities (each city includes rural/urban areas), we adopted “population and economy indexes” of these cities to build up the Regression Forecasting Model, estimating the number of household telephones in the cities, then make this number the sample index.

- ◆ Sample quantity

Considering the precision, cost, and timing of the survey, to guarantee the samples in the provinces with the least users can properly represent the population, when confidence level at 95% and design effect of 1.5, the max absolute error is 1.6%. Due to big variations in penetration rates between different provinces, take all other aspects into account, and driven results from the 17th CNNIC survey, we calculated the proper sample size according to population of certain provinces. The total sample size for the nation in this survey is 32,325.

- ◆ Sampling Method in Cities Within a Province

Step 1: in order to increase the precision, we pick all cities (exclude towns and counties) within a province. Sample sizes are calculated according to the ratios of home phone numbers of each city to the province.

Step 2: obtaining the area code of all cities then in turn generate a database of home phone numbers. The last four digits of home phone number are randomly selected.

Step 3: identify survey object. The person who answer the phone will be used as survey object, then they will be asked about basic household information, whether he/she use Internet, personal background and information of other family members. If the person does not use Internet but others in that household do, then again randomly select a member of that household who uses Internet to answer the phone and provide needed information.

C. Weighting Method for the Nation

The statistical result for the nation is weighted according to results obtained in each province.

D. 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 39.1%.

E. Data Pre-processing

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 online time). 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.

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