

Chinese Online Industry Specifics (as reported by CNNIC and Nielsen)



Population:

- 45.8M users (3.5% of the population).
- 56.6M users online (5% of population) users online.
- Market dominated by men in 18-34 age bracket (60.9% male).
- Majority of users are unmarried (58.9%).
- 1.29M Internet users use facilities other than computer (mobile terminal, etc.).

Ages of Chinese Internet users (by percentage):

0 -18	16.3%
18 - 24	37.2%
25 - 30	16.9%
31 - 35	11.6%
36 - 40	7.2%
41 - 50	6.8%
51 -60	3.1%
over 60	0.9%

Education:

Below High School	11.5%
High School Graduate	30.5%
2-3 Year College	26.3%
Bachelor's Degree	29.2%
Master's Degree	2.1%
Doctorate	0.4%

Top professions:

Wholesale and Retail	14.6%
Government/Social Communities	12.1%
Education/Scientific Research	10.8%
Manufacturing	10.0%
IT	9.8%
Finance/Insurance	7.0%
Transportation/Storage	4.3%
Service Industry	4.1%



Monthly income (in renminbi):

Below 500	501-1000	1001-1500	1501-2000	2001-2500	2501-3000
24.8%	24.1%	16.5%	8.2%	4.6%	2.6%
3001-4000	4001-5000	5001-6000	6001-10000	More than 10000	No Income
2.7%	1.3%	0.7%	0.6%	0.9%	13.0%

* Note: 8.4 RMB = \$1.00.

Location from which users access the Internet:

Home	62.1%
Office	43.3%
School	21.8%
Internet Café	17.3%
Public Library	0.7%
Mobile Access	0.9%

Primary goal for accessing the Internet:

Research	47.6%
Entertainment	18.9%
Making Friends	14.9%

Online services most frequently used:

Email	92.9%
Search Engines	63.8%
Software Downloads and Uploads	51.0%
Online Chatting	45.5%

Information most sought:

News	75.8%
Hardware and Software	60.3%
Entertainment	41.3%

Methods of locating websites:

Search Engines	82.2%
Website Linkages	68.9%



Most attractive advertisement form:

Banner	41.9%
Button	20.7%
Moving	14.0%

Use of advertising mails as references for purchasing goods and services:

Affirmative	19.1%
Indifference	51.1%
Negative	29.8%

Use of Internet advertisements as references for purchasing goods and services:

Frequently	9.6%
Sometimes	67.2%
Never	23.2%

Purchases made through online shopping websites (goods/services)?

Yes	31.2%
No	68.8%

Product/service purchased online in last 12 months:

Books and magazines	69.0%
AV equipment and products	38.3%
Computer appliance	33.2%

Preferred payment methods:

Cash and Carry	33.1%
Online Payment	30.7%
Post Offices transfer	30.0%
Bank Transfer	6.0%
Others	0.2%

**Global Internet Population - Q1 2002**

Rank	Country	Total internet population (millions)
1	USA	166.0
2	China	56.6
3	Japan	51.3
4	Germany	32.2
5	UK	29.0

Source: Nielsen//NetRatings

Asia Pacific Internet Population - Q1 2002

Rank	Country	Total internet population (millions)
1	China	56.6
2	Japan	51.3
3	South Korea	27.8
4	Taiwan	11.6
5	Australia	10.6
6	Hongkong	4.4
7	Singapore	2.3
8	New Zealand	2.0

Source: Nielsen//NetRatings