

2009

澳门互联网使用现状统计报告

2010 1



© 2010



1. " " 2003
CNNIC " 1 " 6 84
CNNIC CNNIC 2001
" " World Internet Project, WIP "
" 18 84 2005 18 74 WIP
CNNIC

2. Pocket PC PDA ()

3. WiFi HSDPA WCDMA CDMA2000 GPRS
WiFi

4. 2009 12 2

5. ,
()

6. 2001

2003

World Internet Project, WIP
Asia-Pacific Internet Research Alliance, APIRA

7.1

| | | |
|---------|------|------|
| .com.mo | 1949 | 69% |
| .org.mo | 368 | 13% |
| .mo | 264 | 9% |
| .gov.mo | 146* | 5% |
| .edu.mo | 82 | 3% |
| .net.mo | 9 | 0.3% |
| | 2818 | 100% |

* ; 2009 12

* .mo

* .gov.mo

7.1 .mo , .com.mo , 69%,
 .org.mo, 13%, .mo .gov.mo .edu.mo, 9% 5% 3%, 0.3% .net.mo
 2009 12 52 78

7.2

2009

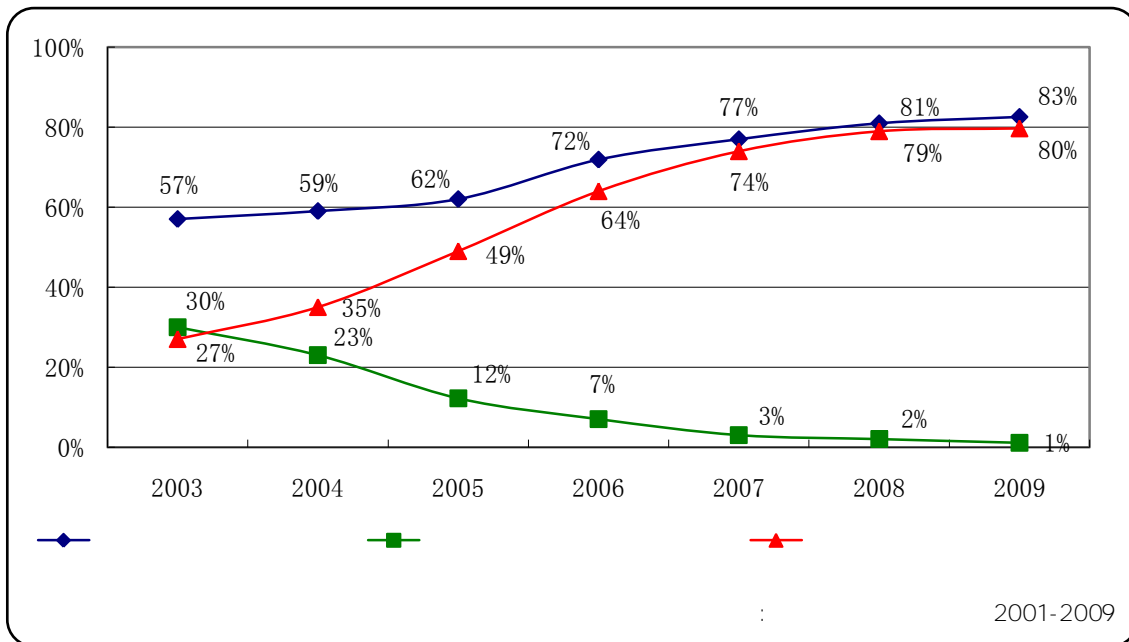
| | | | |
|----|------|-----|------|
| | | * | * |
| 17 | 14 | 1.8 | 13.5 |
| | 83% | 1% | 80% |
| | 100% | 1% | 97% |

07-08 167,187 08 09
 09 169,719

*

7.3

| | | | |
|------|-----|-----|-----|
| | | | |
| 2003 | 57% | 30% | 27% |
| 2004 | 59% | 23% | 35% |
| 2005 | 62% | 12% | 49% |
| 2006 | 72% | 7% | 64% |
| 2007 | 77% | 3% | 74% |
| 2008 | 81% | 2% | 79% |
| 2009 | 83% | 1% | 80% |



7.1

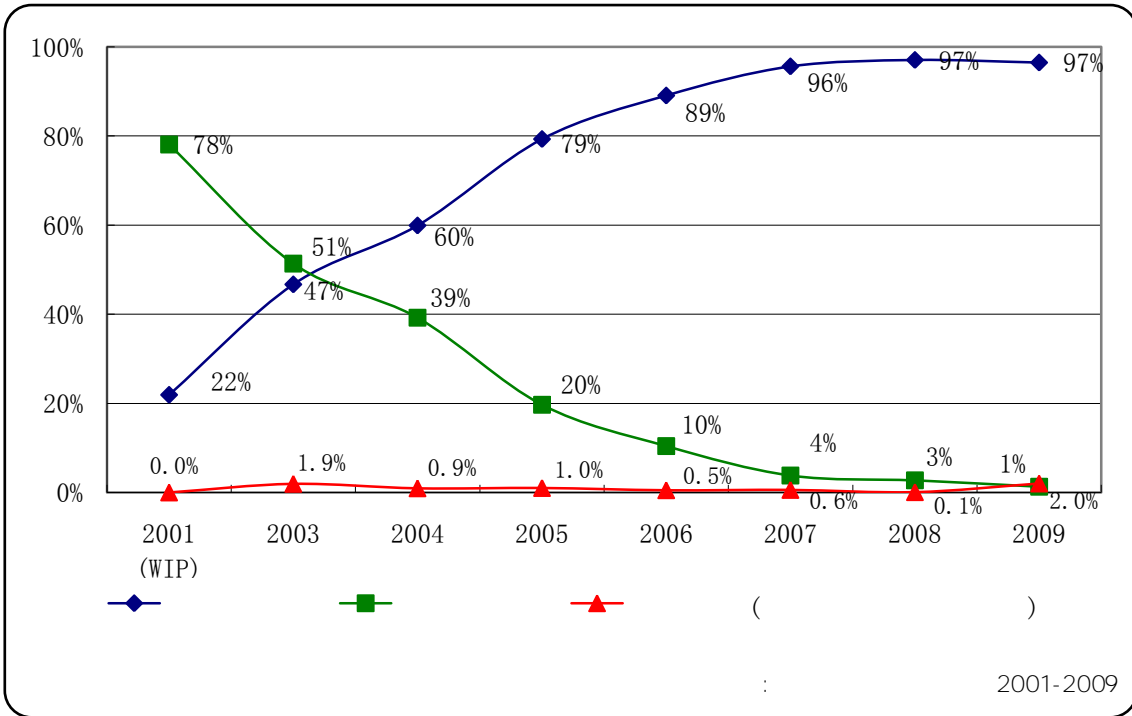
7.4

1

| | | | |
|---------------------|-----|-----|------|
| | | | () |
| 2001 ⁽²⁾ | 22% | 78% | 0.0% |
| 2003 | 47% | 51% | 1.9% |
| 2004 | 60% | 39% | 0.9% |
| 2005 | 79% | 20% | 1.0% |
| 2006 | 89% | 10% | 0.5% |
| 2007 | 96% | 4% | 0.6% |

| | | | |
|------|-----|----|------|
| 2008 | 97% | 3% | 0.1% |
| 2009 | 97% | 1% | 2.0% |

(1)2002
(2) WIP



7.2

2009 83%

97% 1% 2001 2009 22%

97% 78% 1%

2009 CNNIC 6 84

36.5 52.2 70% 2.5%

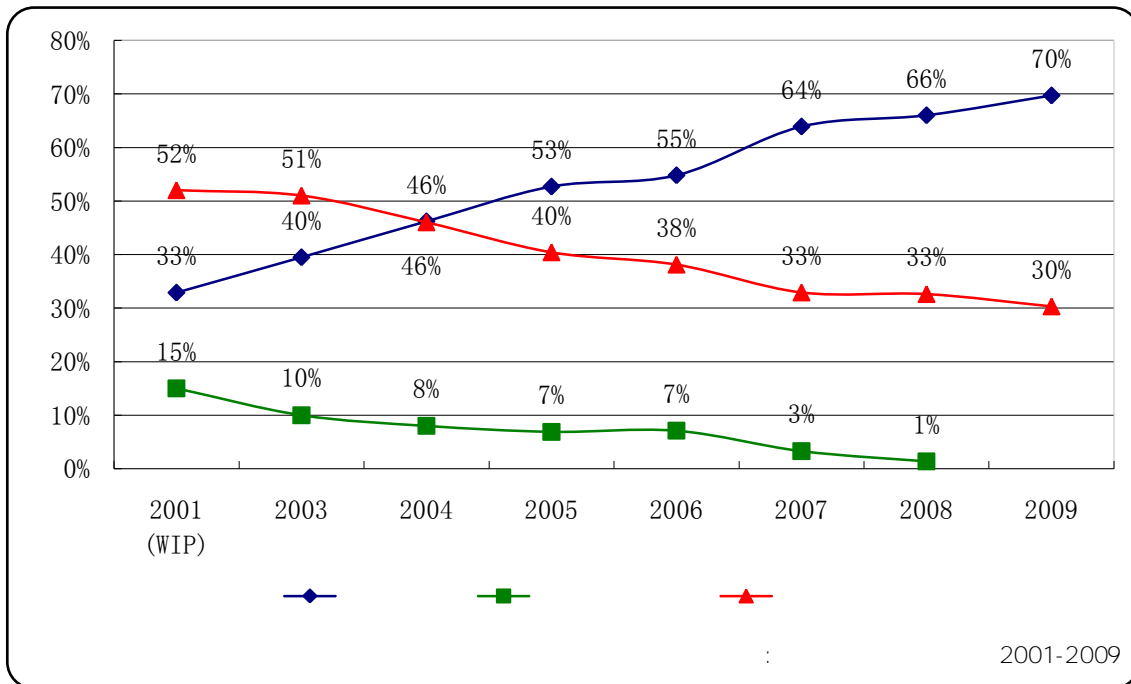
35.2 37.8

| | | | |
|------|-----|------|-----------|
| WIP | 18 | 84 | 29.1 |
| 44.8 | 65% | 2.7% | 27.9 30.3 |

7.5

| | | | |
|-------------------|-----|-----|-----|
| 2001 ¹ | 33% | 15% | 52% |
| 2003 | 40% | 10% | 51% |
| 2004 | 46% | 8% | 46% |
| 2005 | 53% | 7% | 40% |
| 2006 | 55% | 7% | 38% |
| 2007 | 64% | 3% | 33% |
| 2008 | 66% | 1% | 33% |
| 2009 | 70% | - | 30% |

(1)WIP



7.3

7.5

2001

33%

2009

70%

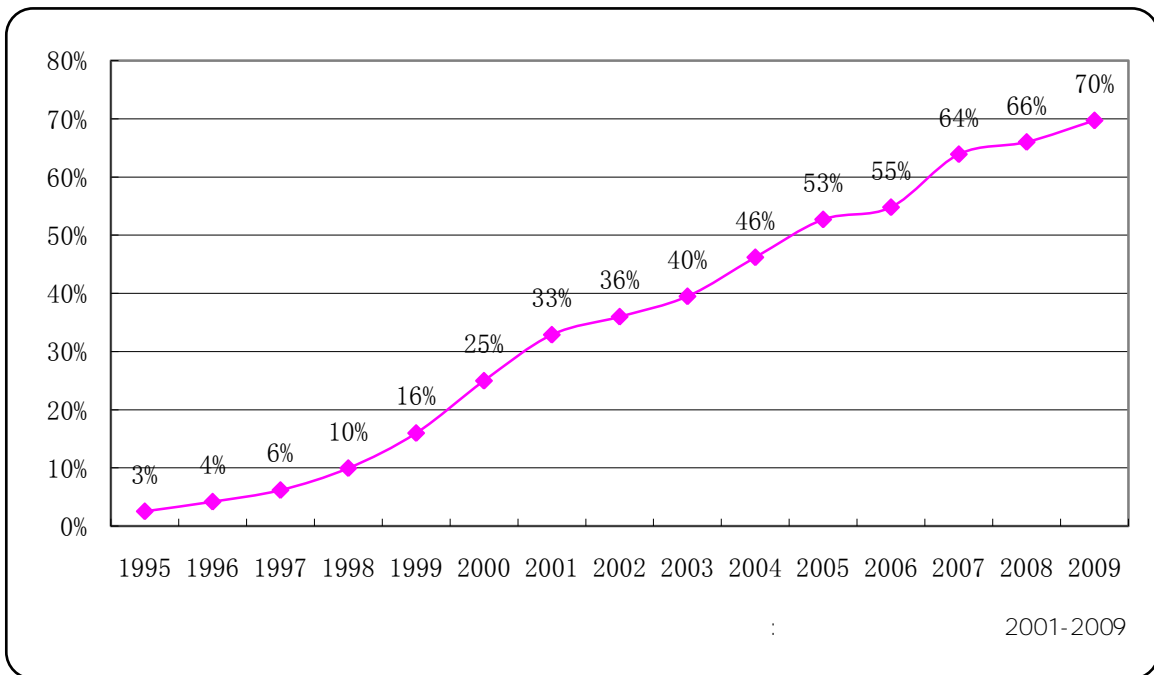
2008

7.6

1995 2009

7.6

| | |
|------|-----|
| 1995 | 3% |
| 1996 | 4% |
| 1997 | 6% |
| 1998 | 10% |
| 1999 | 16% |
| 2000 | 25% |
| 2001 | 33% |
| 2002 | 36% |
| 2003 | 40% |
| 2004 | 46% |
| 2005 | 53% |
| 2006 | 55% |
| 2007 | 64% |
| 2008 | 66% |
| 2009 | 70% |



7.4

1

7.7

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|--|------|------|------|------|------|------|------|
| | 42% | 49% | 53% | 59% | 68% | 69% | 73% |
| | 37% | 43% | 53% | 52% | 60% | 63% | 67% |

7.7

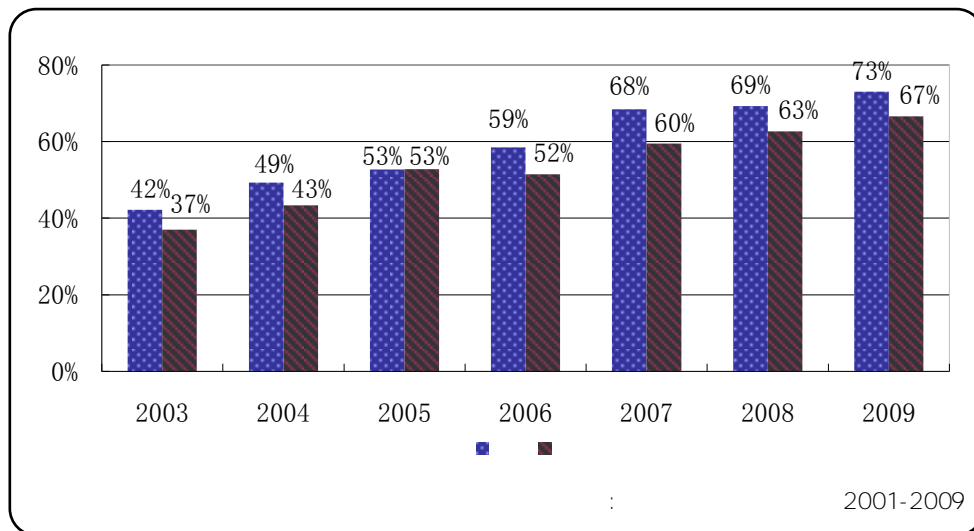
2005

53%

2009

73%

67%



7.5

2

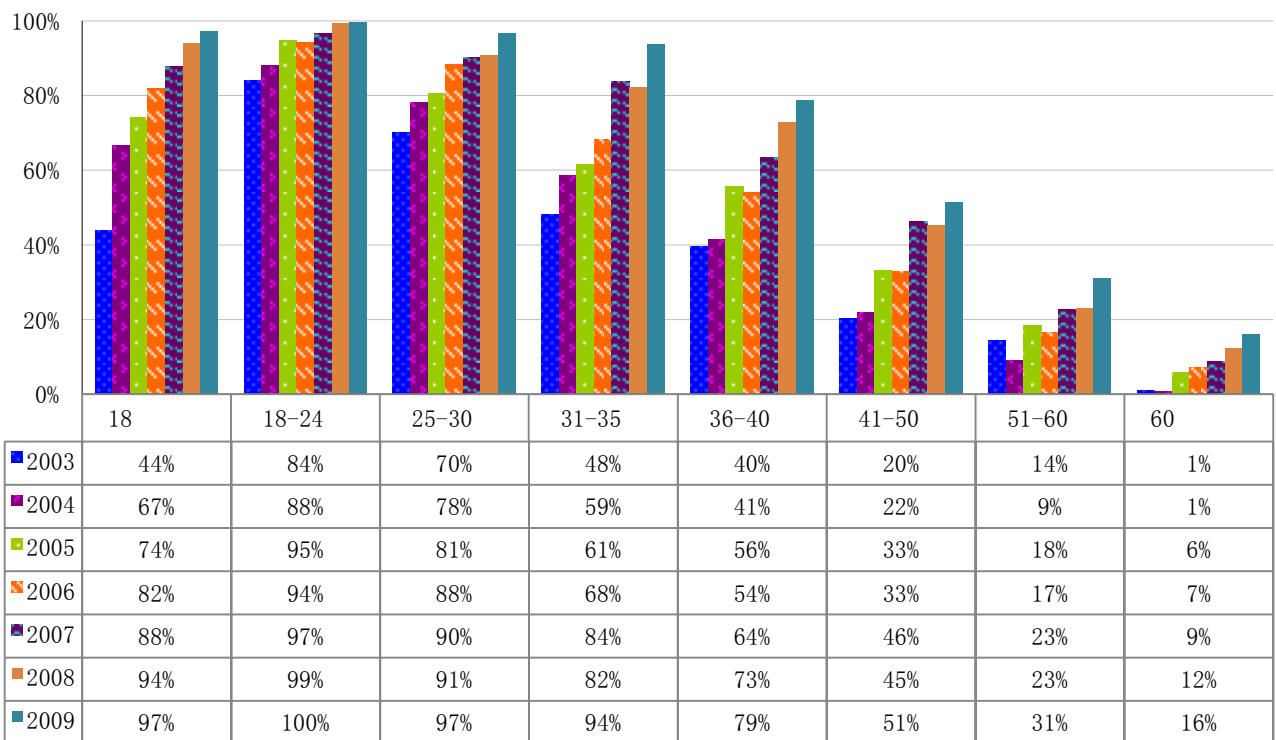
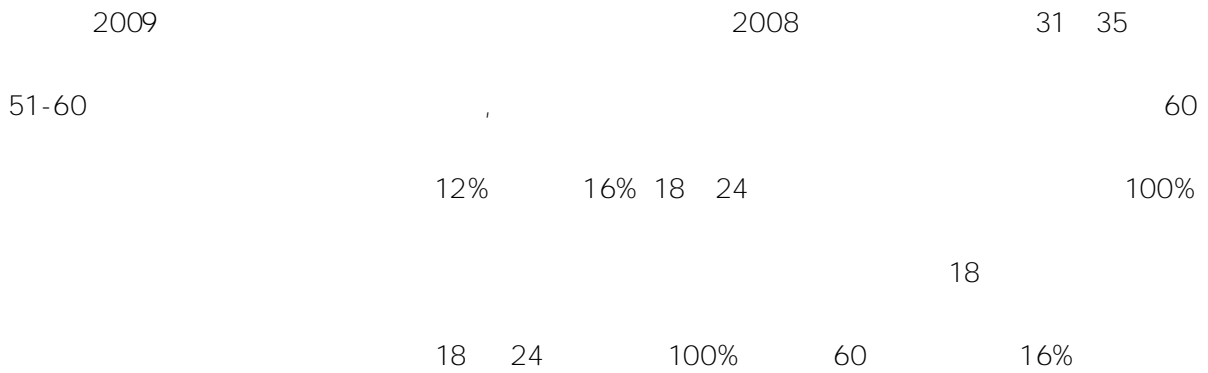
7.8

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|-------|------|------|------|------|------|------|------|
| 18 | 44% | 67% | 74% | 82% | 88% | 94% | 97% |
| 18-24 | 84% | 88% | 95% | 94% | 97% | 99% | 100% |
| 25-30 | 70% | 78% | 81% | 88% | 90% | 91% | 97% |
| 31-35 | 48% | 59% | 61% | 68% | 84% | 82% | 94% |
| 36-40 | 40% | 41% | 56% | 54% | 64% | 73% | 79% |
| 41-50 | 20% | 22% | 33% | 33% | 46% | 45% | 51% |

2010 1

| | | | | | | | |
|-------|-----|----|-----|-----|-----|-----|-----|
| 51-60 | 14% | 9% | 18% | 17% | 23% | 23% | 31% |
| 60 | 1% | 1% | 6% | 7% | 9% | 12% | 16% |

7.8 2003 2009



: 2001-2009

7.6

3

7.9

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|--|------|------|------|------|------|------|------|
| | 54% | 72% | 80% | 86% | 91% | 95% | 98% |
| | 72% | 78% | 83% | 78% | 92% | 94% | 94% |
| | 68% | 88% | 81% | 89% | 87% | 86% | 96% |
| | 36% | 32% | 52% | 43% | 52% | 72% | 59% |
| | 22% | 25% | 27% | 34% | 45% | 44% | 51% |
| | 13% | 11% | 17% | 24% | 24% | 28% | 31% |
| | 42% | 50% | 33% | 18% | - | 67% | 50% |

2009

7.9

98% 94% 96%

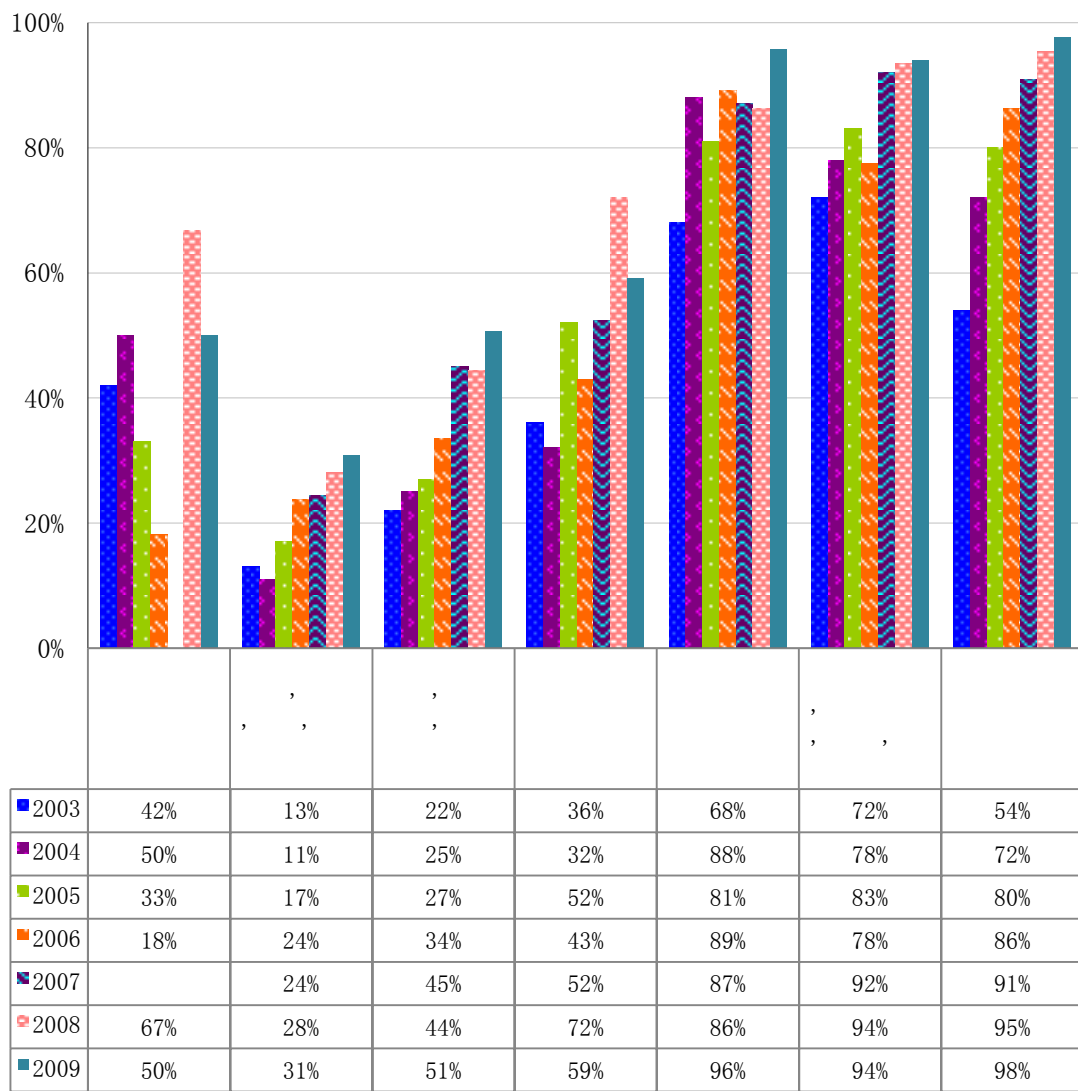
10

07 08

09 08

13

59%



: 2001-2009

7.7

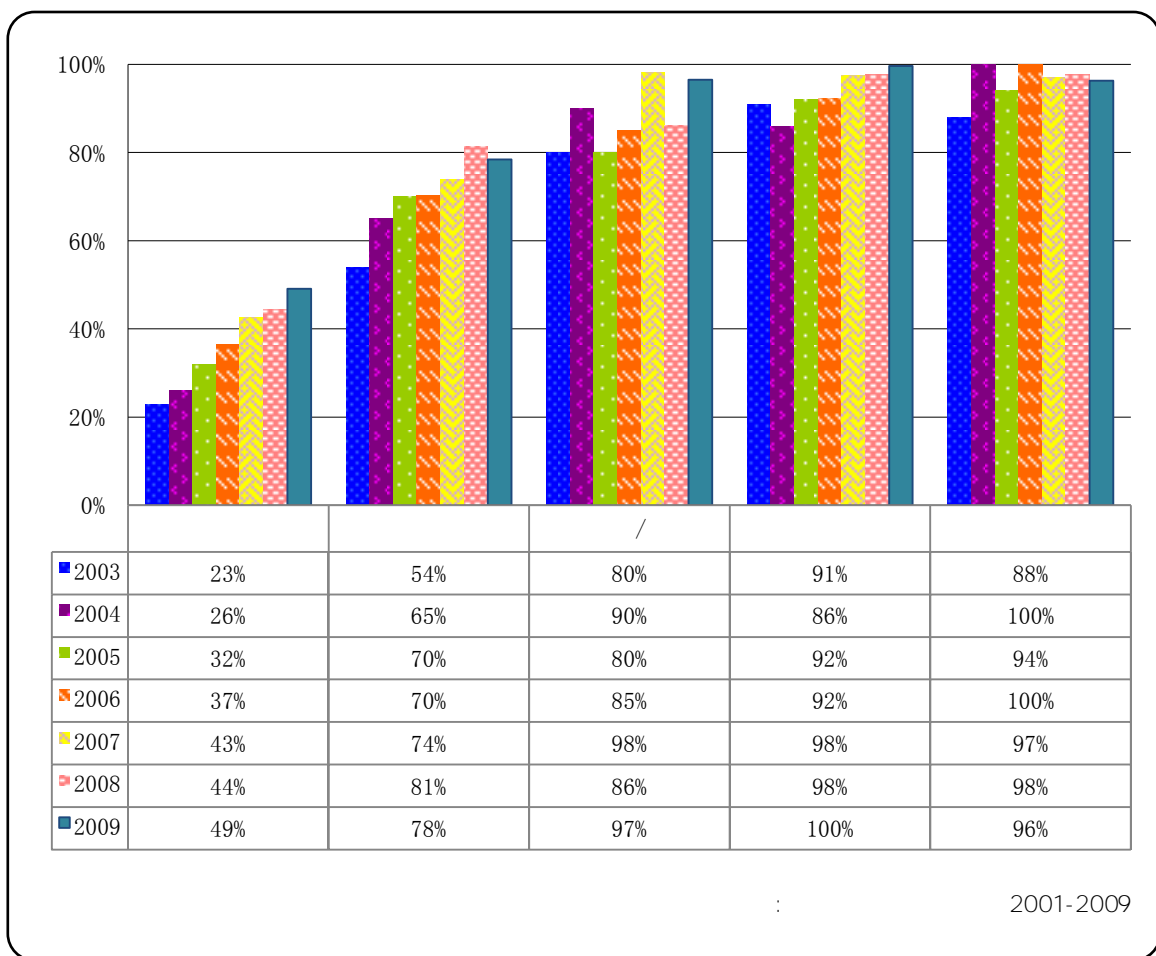
4.

7.10

| | | | | | | | |
|---|------|------|------|------|------|------|------|
| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
| | 23% | 26% | 32% | 37% | 43% | 44% | 49% |
| | 54% | 65% | 70% | 70% | 74% | 81% | 78% |
| / | 80% | 90% | 80% | 85% | 98% | 86% | 97% |
| | 91% | 86% | 92% | 92% | 98% | 98% | 100% |
| | 88% | 100% | 94% | 100% | 97% | 98% | 96% |

7.10 2009

97% 11



7.8

5.

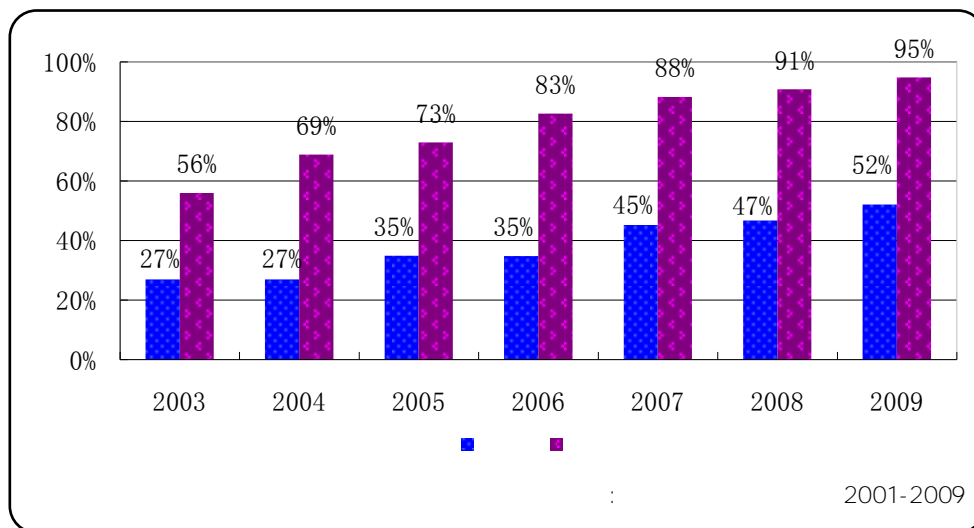
7.11

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|--|------|------|------|------|------|------|------|
| | 27% | 27% | 35% | 35% | 45% | 47% | 52% |
| | 56% | 69% | 73% | 83% | 88% | 91% | 95% |

7.11

95% 52% 2009 2008

5 4



7.9

6.

7.12

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|----------|------|------|------|------|------|------|------|
| 6 | 20% | 14% | 21% | 18% | 22% | 29% | 25% |
| 6 -1.2 | 40% | 44% | 40% | 46% | 53% | 49% | 56% |
| 1.2 -1.8 | 54% | 55% | 66% | 57% | 60% | 61% | 68% |
| 1.8 -2.4 | 69% | 66% | 78% | 68% | 77% | 75% | 82% |

| | | | | | | | |
|-----|-----|-----|-----|-----|-----|-----|-----|
| 2.4 | 75% | 84% | 90% | 78% | 81% | 89% | 89% |
|-----|-----|-----|-----|-----|-----|-----|-----|

2008

7.12

6

2.4

,

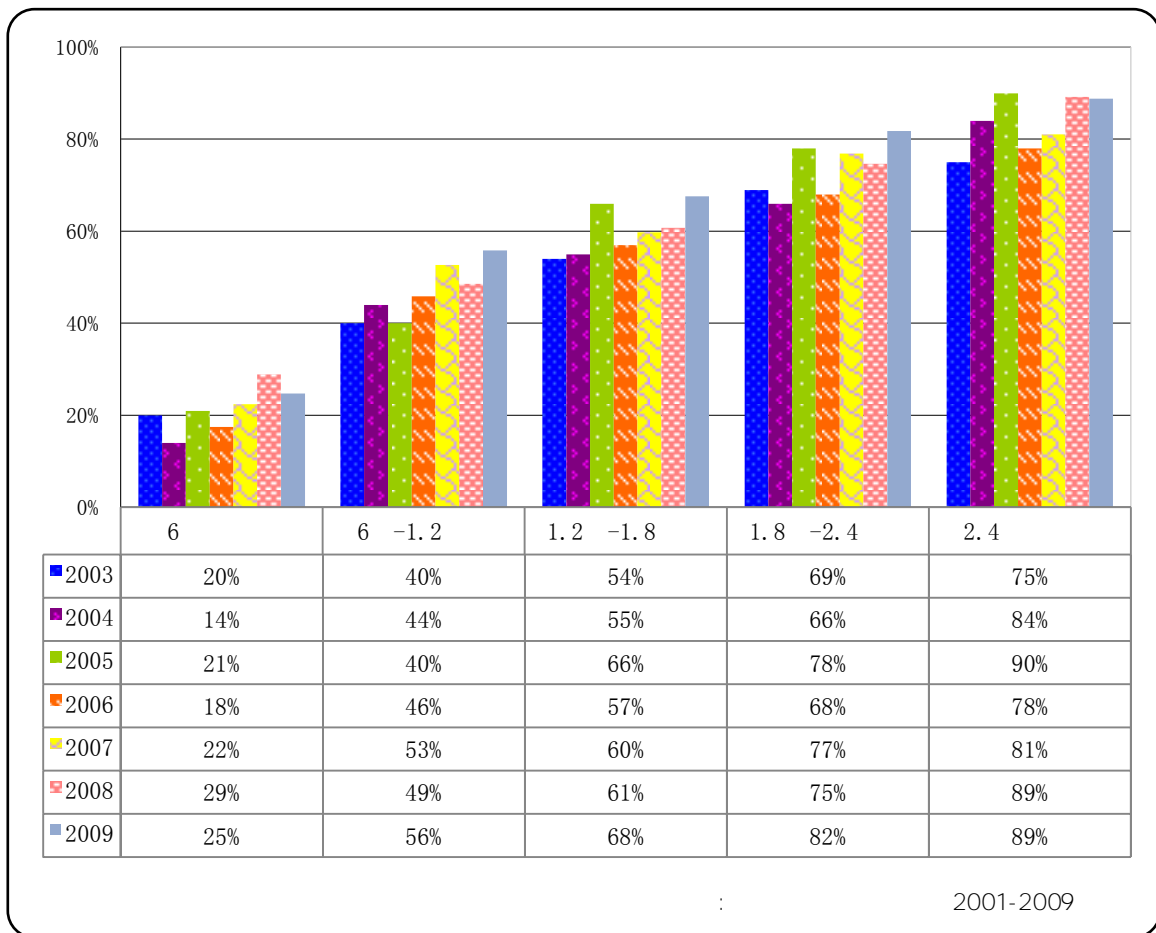
2008

6 -1.2

1.2 -1.8

1.8 -2.4

7



7.10

1

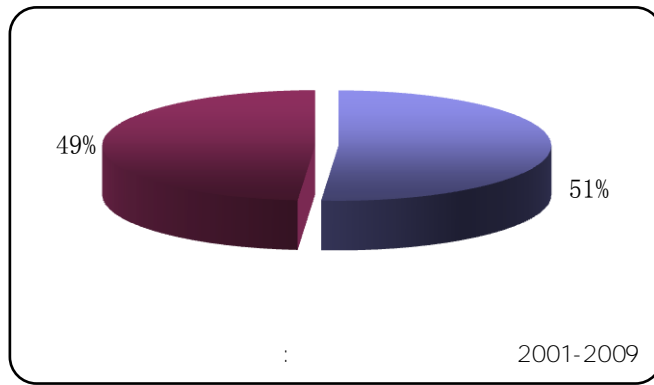
7.13

| | |
|-----|-----|
| | |
| 51% | 49% |

7.13

51%

49%



7.11

2

7.14

| | | | | | | | |
|-----|-------|-------|-------|-------|-------|-------|----|
| 18 | 18-24 | 25-30 | 31-35 | 36-40 | 41-50 | 51-60 | 60 |
| 20% | 19% | 16% | 10% | 12% | 15% | 6% | 2% |

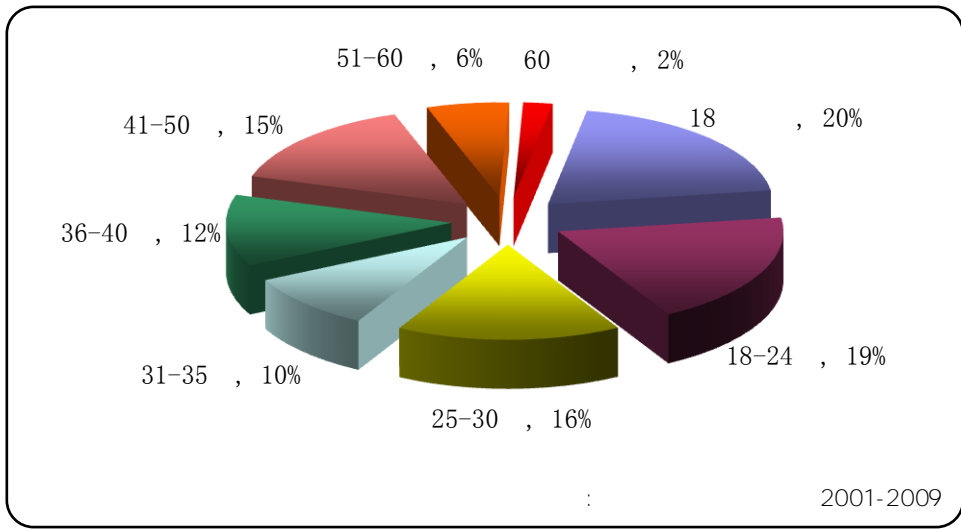
7.14

18

18

24

50

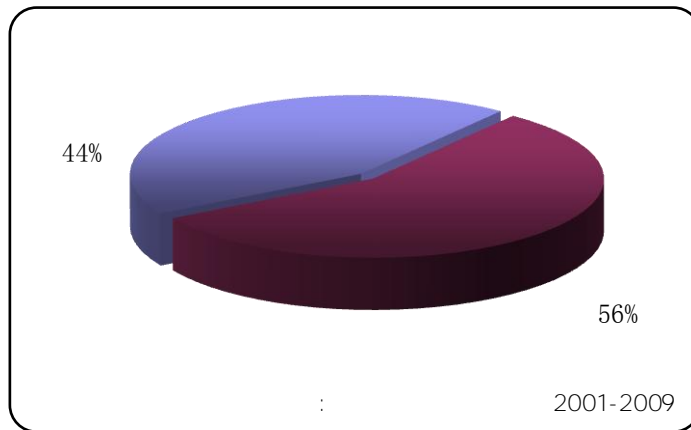


7.12

3

7.15

| | |
|------|---------|
| 44% | 56% |
| 7.15 | 56% 44% |



7.13

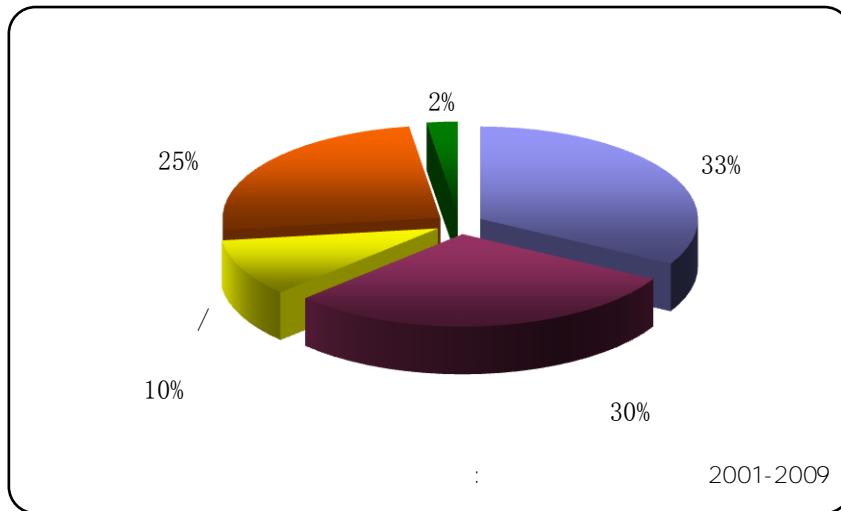
4

7.16

| | | | | |
|-----|-----|-----|-----|----|
| | | / | | / |
| 33% | 30% | 10% | 25% | 2% |

7.16

25% / / 10% 2%



7.14

5

7.17

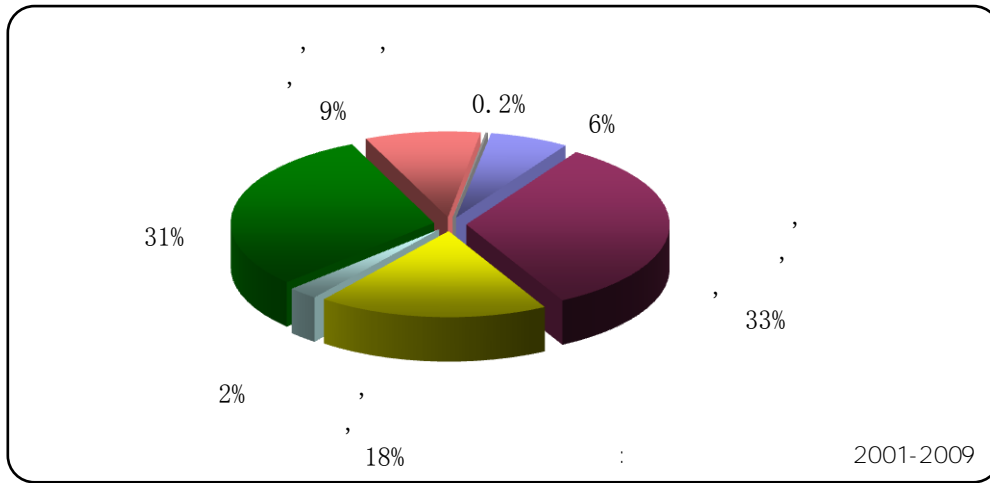
| | | | | | | |
|----|-----|-----|----|-----|----|------|
| | | | | | | |
| 6% | 33% | 18% | 2% | 31% | 9% | 0.2% |

7.17

/ /

31% 33%

18%



7.15

6

7.18

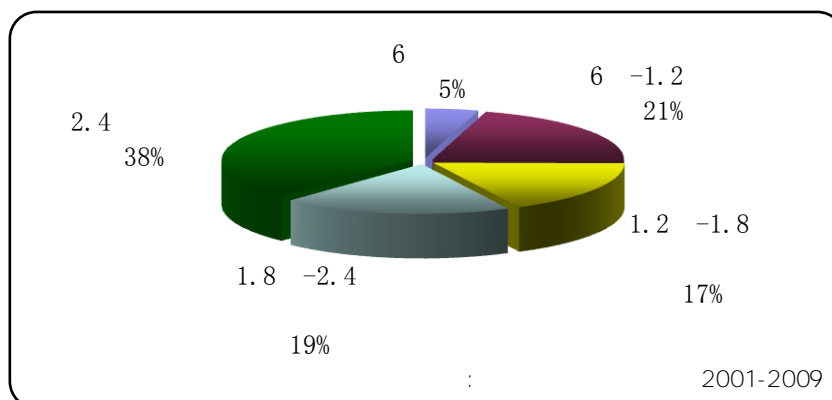
| | | | | |
|----|--------|----------|----------|-----|
| 6 | 6 -1.2 | 1.2 -1.8 | 1.8 -2.4 | 2.4 |
| 5% | 21% | 17% | 19% | 38% |

7.18

6

5% 2.4 38%

17% 21%



7.16

1

7.19

| | | | | | | | |
|-----|-----|-----|----|----|----|----|------|
| | / | | | | | | |
| 97% | 29% | 11% | 5% | 3% | 4% | 4% | 0.8% |

7.19

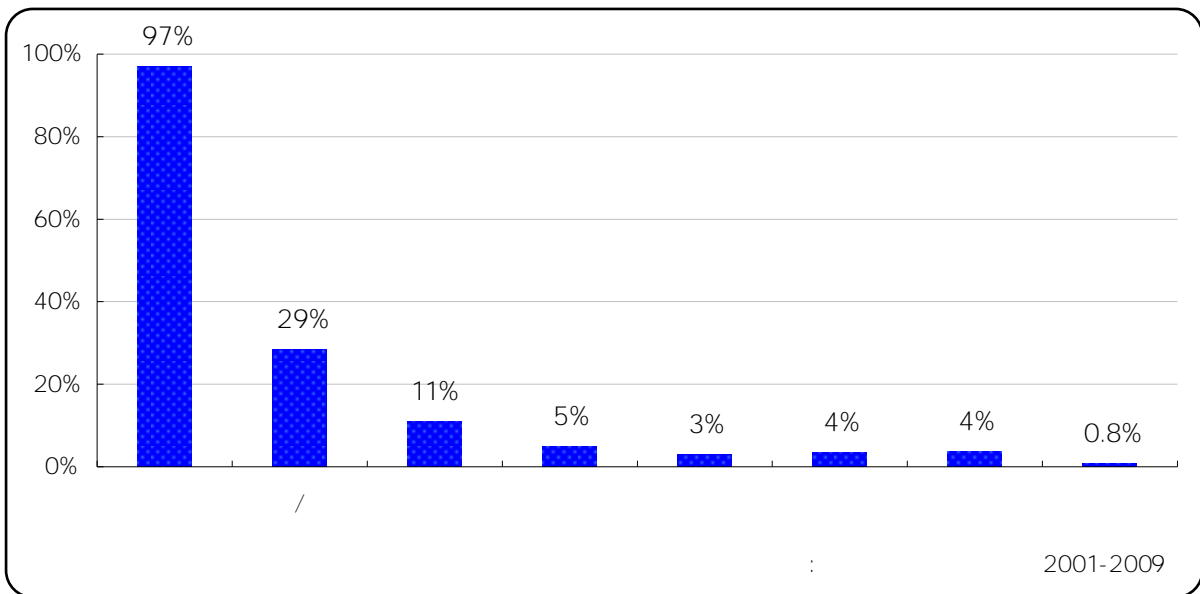
/

09

3

2

4%



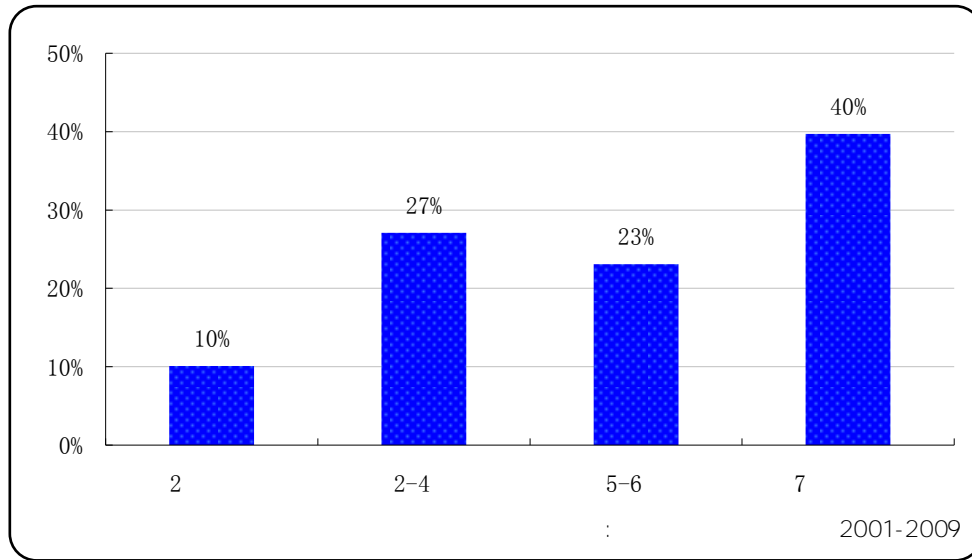
7.17

2a.

7.20

| | |
|-----|-----|
| 2 | 10% |
| 2-4 | 27% |
| 5-6 | 23% |
| 7 | 40% |

7.20 10% 2 4 27%
 5 7 23% 7 40%
 6 15



7.18

2b.

7.21

| | |
|-------------------|------|
| | 85% |
| | 5% |
| GPRS HSDPA, WiFi | 12% |
| (/ / WiFi WLAN) | 26% |
| | 1% |
| | 0.1% |
| | 7% |

85%

5%

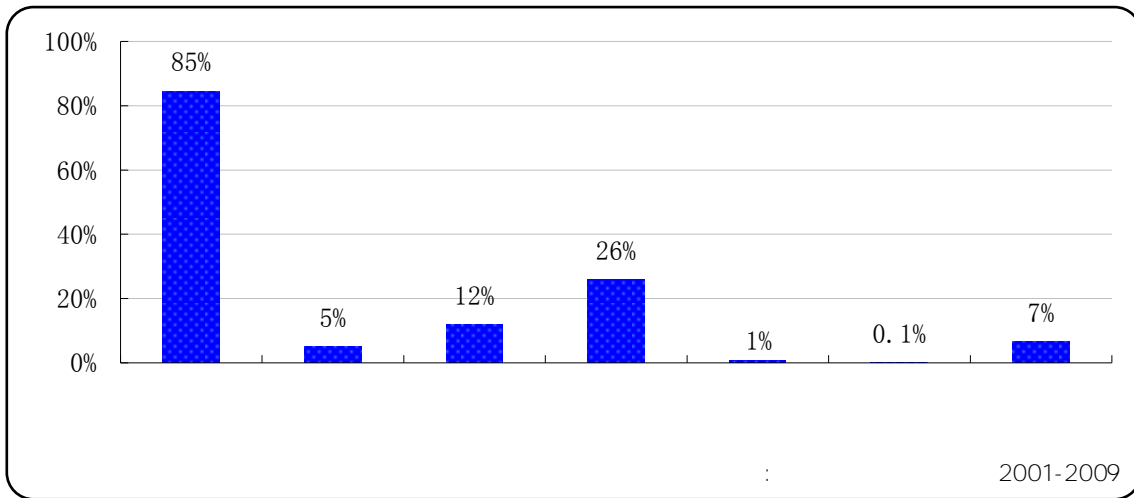
12%

/ /

WiFi

26%

38



7.19

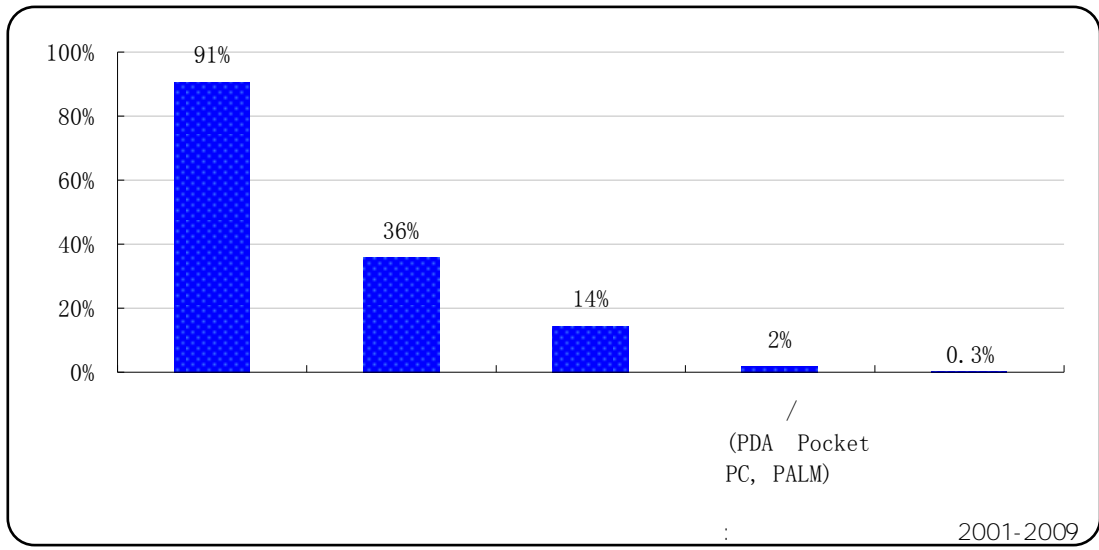
2c.

7.22

| | |
|-------------------------|------|
| | 91% |
| | 36% |
| | 14% |
| / (PDA Pocket PC, PALM) | 2% |
| | 0.3% |

7.22 , , , 36%,

14%, 2.3% /



7.20

3

7.23

| | |
|-------|------|
| | 18.6 |
| 6-17 | 17.9 |
| 18 84 | 18.8 |

18.6

6 17

17.9

18 84

18.8

4.

5.5

5

7.24

| | | | | | |
|-----------|-----------|-----------|-----------|-----------|-----------|
| 1 | 2 | 3 | 4 | 5 | 6 |
| 10% | 7% | 3% | 1% | 1% | 1% |
| 7 | 8 | 9 | 10 | 11 | 12 |
| 2% | 3% | 12% | 15% | 14% | 15% |
| 13 | 14 | 15 | 16 | 17 | 18 |
| 17% | 19% | 21% | 21% | 23% | 26% |
| 19 | 20 | 21 | 22 | 23 | 24 |
| 32% | 47% | 55% | 54% | 41% | 28% |

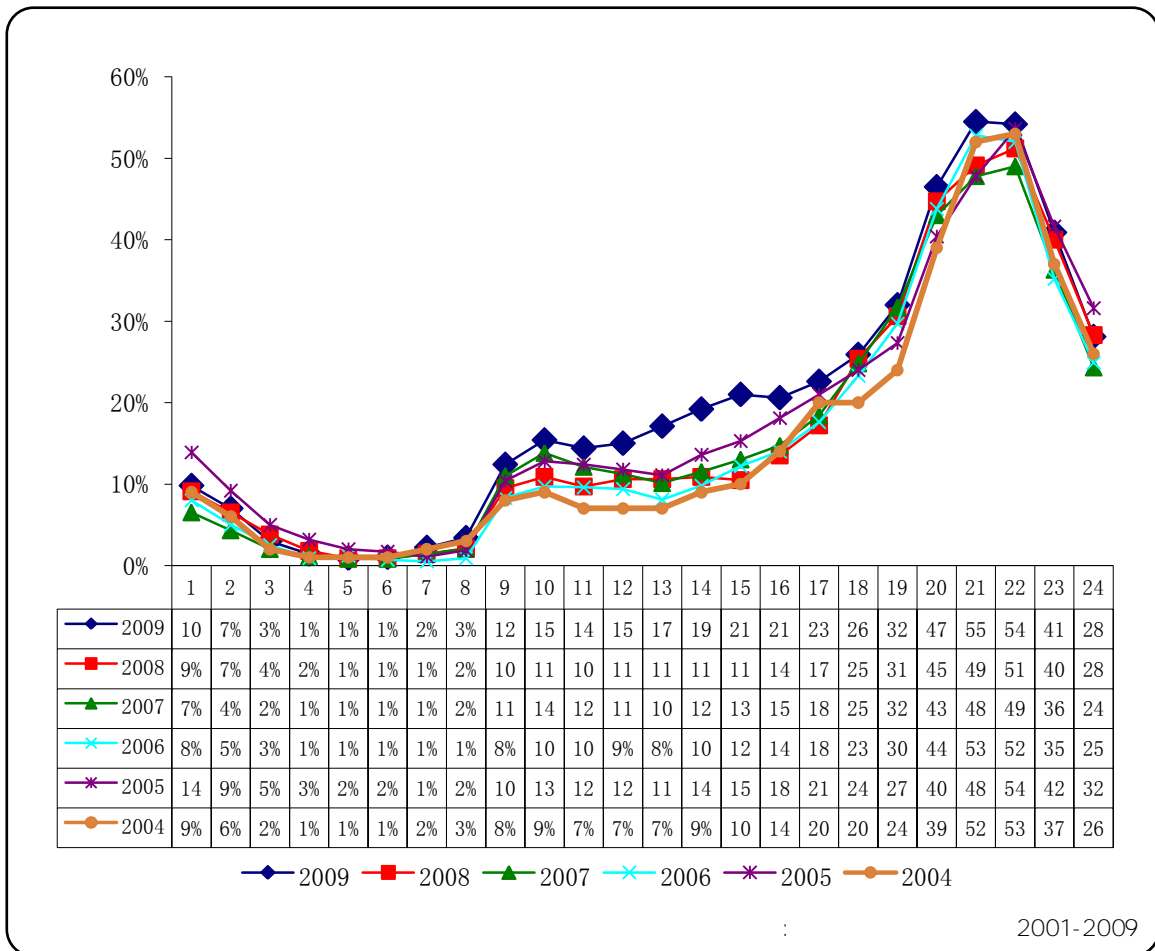
9

8

10

4

8



2001-2009

7.21

1 ()

7.25

| | |
|---|------|
| | 57% |
| | 42% |
| | 40% |
| | 30% |
| / | 12% |
| | 10% |
| | 7% |
| | 3% |
| | 2% |
| | 2% |
| | 1% |
| | 0.4% |
| | 0.3% |
| | 0.3% |
| | 3% |

7.25

57% 42% 40% 30%

2

7.25

2.1.

7.26

| | |
|--|-----|
| | 81% |
| | 51% |
| | 82% |
| | 43% |

7.26

81%

51%

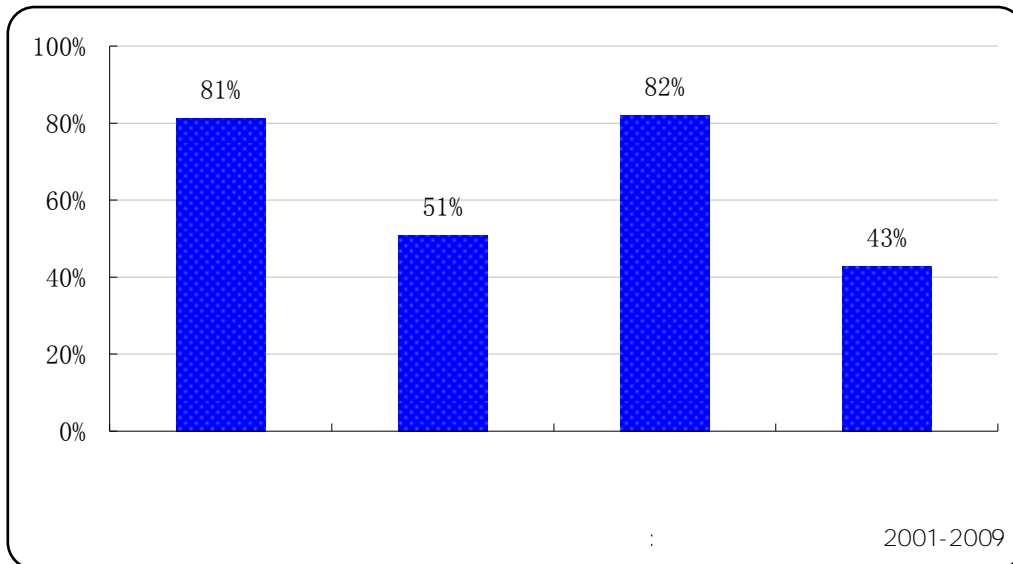
, 82%

43%

7.27

Yahoo(8 2%)

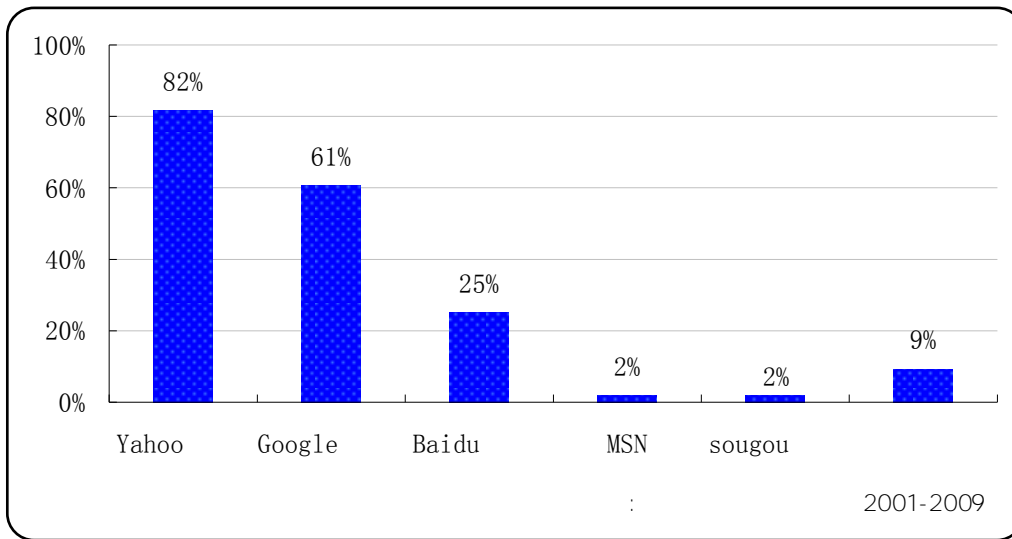
Google(6 1%)



7.22

7.27

| | |
|--------|-----|
| Yahoo | 82% |
| Google | 61% |
| Baidu | 25% |
| MSN | 2% |
| sougou | 2% |
| | 9% |



7.23

2.2.

7.28

| | |
|----------|-----|
| | 52% |
| / | 44% |
| | 25% |
| facebook | 50% |

7.28

52%

facebook

/

50%

44%

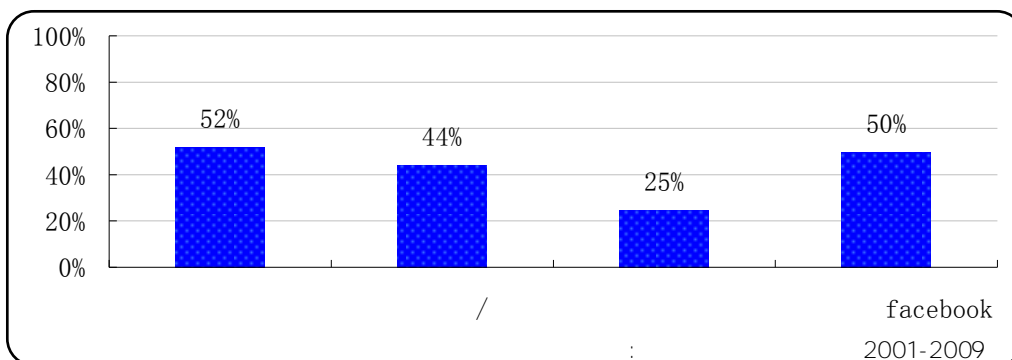
25%

MSN

93%

QQ

21%



7.24

7.29

| | |
|---------------|-----|
| MSN Messenger | 93% |
| QQ | 21% |
| Skype | 7% |
| Facebook | 4% |
| Google Talk | 2% |
| ICQ | 1% |
| | 9% |

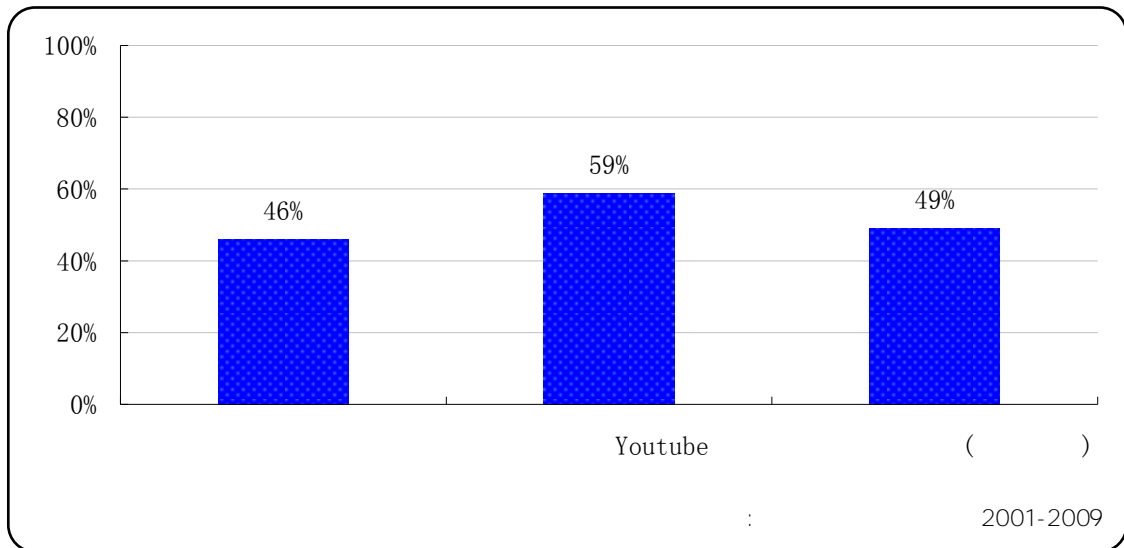
2.3.

7.30

| | |
|---------|-----|
| | 46% |
| Youtube | 59% |
| () | 49% |

7.30 46% 59%

Youtube 49% ()



7.25

2.4.

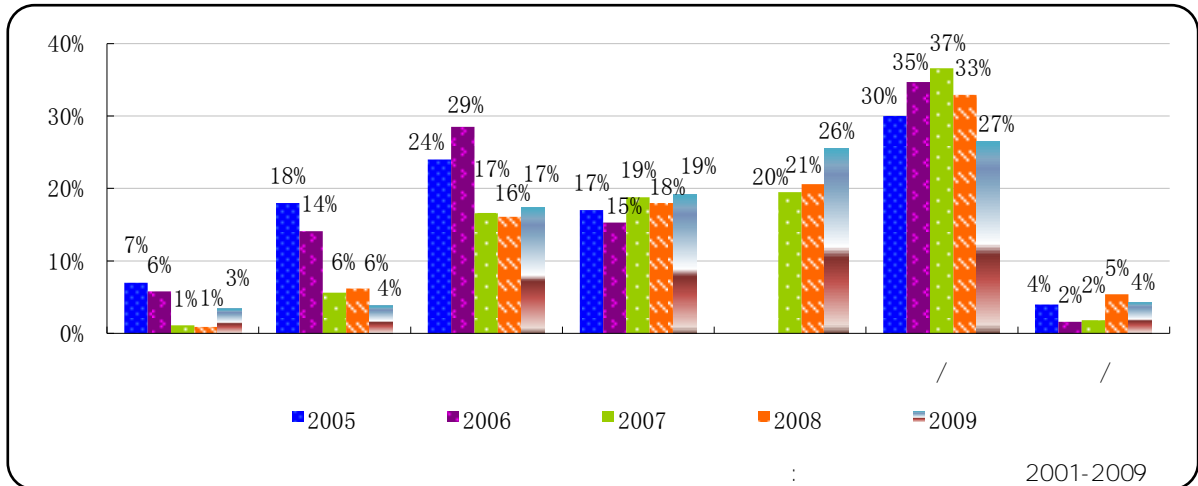
7.31

| | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|------|------|------|------|-------|
| | 7% | 6% | 1% | 1% | 3% |
| | 18% | 14% | 6% | 6% | 4% |
| | 24% | 29% | 17% | 16% | 17% |
| | 17% | 15% | 19% | 18% | 19% |
| | | | 20% | 21% | 26% |
| / | 30% | 35% | 37% | 33% | / 27% |
| / | 4% | 2% | 2% | 5% | / 4% |

* WIP 18

* 09

/ /

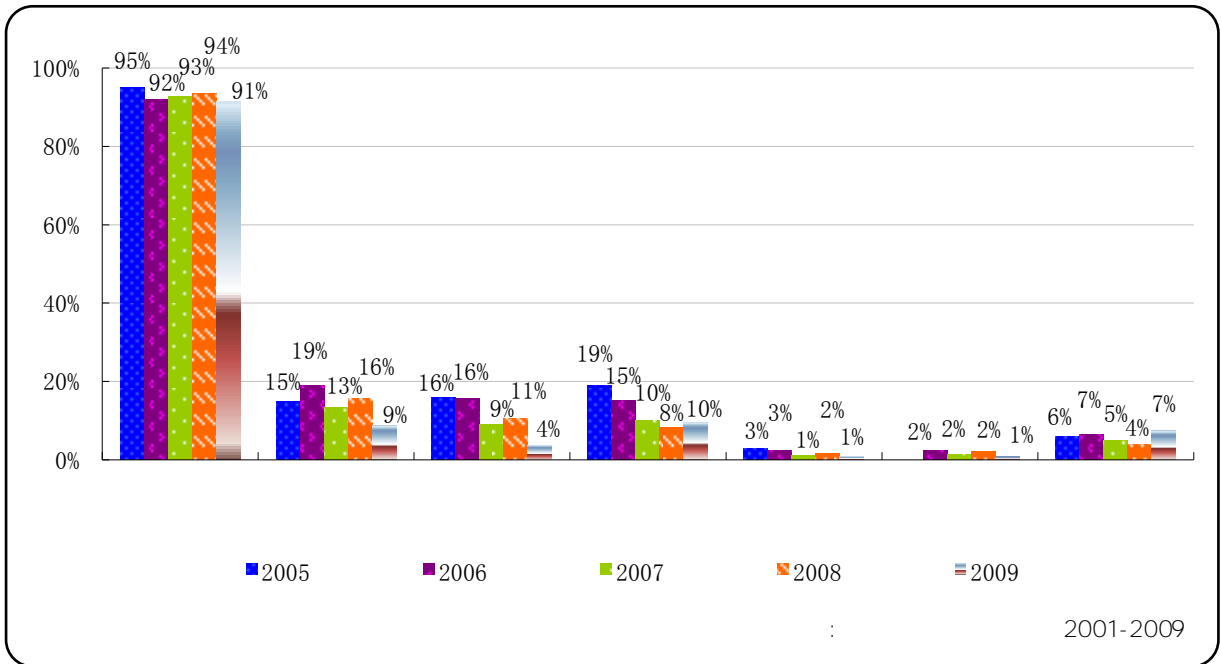


7.26

7.32

()

| | 2005 | 2006 | 2007 | 2008 | 2009 |
|------------|------|------|------|------|------|
| | 95% | 92% | 93% | 94% | 91% |
| | 15% | 19% | 13% | 16% | 9% |
| | 16% | 16% | 9% | 11% | 4% |
| (E-mail) | 19% | 15% | 10% | 8% | 10% |
| (E-mail) | 3% | 3% | 1% | 2% | 1% |
| (E-mail) | | 2% | 2% | 2% | 1% |
| | 6% | 7% | 5% | 4% | 7% |



7.27

7.31 7.32 2009

7% (3% 4%)

26% 19%

(10%) 9% 4%

2%

1

7.33

| | 2003 | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 |
|---|------|------|------|------|------|------|------|
| / | 33% | 33% | 37% | 43% | 39% | 56% | 59% |
| | 17% | 25% | 20% | 26% | 19% | 19% | 22% |
| / | 11% | 17% | 19% | 16% | 19% | 13% | 9% |
| | 10% | 11% | 17% | 14% | 16% | 13% | 13% |
| / | 17% | 14% | 15% | 16% | 10% | 10% | 7% |
| | 5% | 5% | 6% | 5% | 4% | 2% | 2% |
| | 3% | 5% | 4% | 2% | 3% | 1% | 1% |
| | 5% | 3% | 3% | 2% | 2% | 1% | 1% |
| | 1% | 1% | 2% | 2% | 1% | 1% | 1% |
| / | 1% | 1% | 1% | 2% | 2% | 2% | 3% |
| | 0.4% | 0.3% | 1% | 0.4% | 0.5% | 0.2% | - |
| | 0.1% | 0.2% | 1% | 1% | 1% | - | 0.4% |
| | 1% | - | 1% | 0.3% | 0.2% | - | 0.2% |
| | 0.1% | - | 0.4% | 0.2% | 0.2% | 0.2% | 0.4% |
| | 0.1% | - | 0.3% | - | 1% | 1% | - |
| | - | - | 0.3% | 1% | 0% | 0.2% | 0.2% |
| / | - | 0.1% | - | 0.1% | - | 1% | - |
| | - | - | - | - | - | - | 3% |
| | 4% | 9% | 7% | 4% | 10% | 8% | 8% |
| / | 6% | 4% | 5% | 2% | 4% | 1% | 4% |

/

/

/

2009

59%

22%

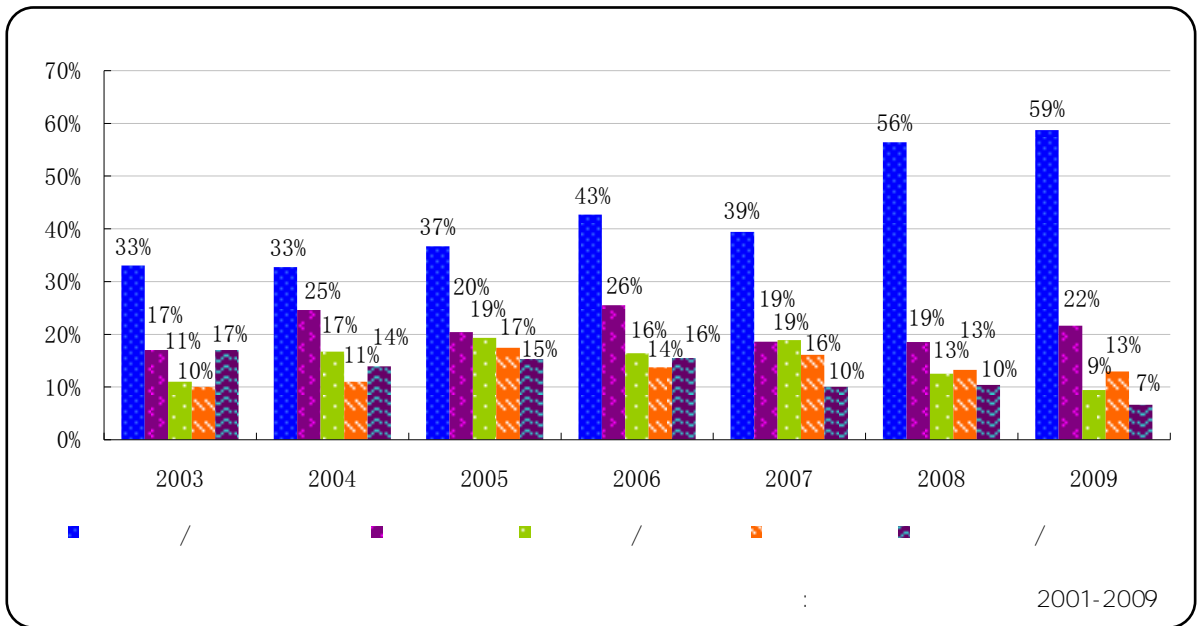
/

9%

13%

/

7%



7.28

2

7.34

| | |
|------|-----|
| 1 | 5% |
| 2-3 | 14% |
| 4-6 | 17% |
| 7-12 | 11% |
| 1 | 6% |
| / | 15% |
| | 31% |

2009

31%

15%

1

7.35

| | | | |
|---|-----|-----|-----|
| | | | |
| | 2% | 2% | 2% |
| | 7% | 5% | 7% |
| | 71% | 38% | 59% |
| | 14% | 13% | 14% |
| | 2% | 3% | 2% |
| / | 4% | 41% | 17% |

*14 84

7.35

2009

2.

7.36

| | | | |
|---|------|-----|-----|
| | | | |
| | 1% | 3% | 1% |
| | 15% | 15% | 15% |
| | 58% | 36% | 51% |
| | 22% | 13% | 19% |
| | 0.2% | 1% | 1% |
| / | 3% | 32% | 14% |

*14 84

7.36

20%

22.2%

14%

/

3%

32%

3.

7.37

| | | | | |
|---------|-----|-----|-----|----|
| | | | | / |
| " "/" " | 8% | 33% | 58% | 1% |
| " "/" " | 32% | 44% | 21% | 3% |

* 14-84

7.37

4.

7.38

| | | | | |
|--|-----|-----|-----|----|
| | | | | |
| | 46% | 46% | 8% | 1% |
| | 44% | 47% | 9% | 1% |
| | 16% | 70% | 13% | 1% |

* 14-84

7.38

13%

46%

44%

7.39

| | | | |
|----|-----|-----|----|
| | | | / |
| 7% | 41% | 51% | 1% |

* 14-84

7%

| | | Wlan | | | |
|----|------|------|--------|------|--------------|
| | 2008 | 29% | 2009 | 38% | |
| | 12 | | | | |
| 08 | 13 | | | / | |
| 08 | 10 | 1 | | | |
| | 2005 | | | | |
| | | | 73% | | |
| | | 24 | | | |
| | | | | 3 | |
| | | 18.6 | , 6-17 | 17.9 | , 18-84 18.8 |

3%

32%

/

2009 11 19 12 2
6-84

CATI

1586

95%

2.51%

7512

6-84

5

7510

AAPOR

RR3

AAPOR

http://www.aapor.org/default.asp?page=survey_methods/standards_and_best_practices/st

[standard_definitions#response](http://www.aapor.org/default.asp?page=survey_methods/standards_and_best_practices/standard_definitions#response)

38.1%

CR3

65.6%

2%-18%

- -

<http://www.macaointernetproject.net/>

angus@e-research-lab.net