

# **Survey Report on Internet Development in Rural China 2007**



China Internet Network Information Center

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## Preface

As one of the greatest inventions ever in history, Internet not only has been a kind of information channel, but also prevailed in every corner of social life, serving as the platform for both personal life and social, economic, and cultural activities, and promoting the development of the whole social economy. The Internet development of a nation or a region has become a matter of concern for governments and the society.

China Internet Network Information Center (CNNIC) has entered the tenth year since it had begun to collect data on the Internet development. For the last decade, Internet in China has experienced rapid development with the number of netizens increasing from 620,000 in 1997 to 162 million in June 2007, and its scope has increased by 260 times.

There is a remarkable issue of “Dual Structures” in China’s current development, which is reflected in various aspects between the East and West, the Urban and Rural, etc. the “Dual Structures” of Urban and Rural exist not only in the traditional areas of social, economic, and cultural life, but also in the area of Internet which was born a dozen years ago. The statistical survey for the gap in Internet development between urban and rural areas, however, is slightly weak until in late 2005 CNNIC Released the first data on the netizen scope of rural areas in China.

Stressing and strengthening the Internet development in rural areas can narrow the “digital divide” between the urban and rural areas, promote the renovation of concept in rural areas and development by leaps and bounds in economy and society, and ease the various contradictions in the “Dual Structures”. This is also an important part to respond to the calling from the Party of building the socialist new countryside, and building a socialist harmonious society.

In June 2007, CNNIC held the 20<sup>th</sup> nationwide survey on Internet development. This “Survey Report on Internet Development in Rural China” is the result of deep-level digging and analyzing of this survey, which hopefully can serve as a reference for further study on the rural Internet development, and can provide the strategic and data support for making policies and strategies concerning Internet development in rural China.

Due to limits in time and research horizons, there ought to be much insufficiency in this survey report. All comments and advice are welcomed to contribute in helping the policy making of the Internet development in Rural China.

## Main Contents

- **There has been considerable development of Internet in rural areas, but the netizen scope and related infrastructures still fall far behind of their urban counterparts.**

In June 2007, the netizen population of rural China reached 37.41 million and among the rural population of 737 million, the Internet penetration rate reached 5.1%; the netizen population in urban areas reached 125 million, with the penetration rate reaching 21.6%. While the netizen population in rural areas is only 30% of that in urban areas, the penetration ratio is slightly less than 1/4 (23.6%) that of in urban. There is a large gap in the Internet development status between rural and urban areas while the gap in netizen population is gradually being bridged.

The infrastructures related to rural Internet development are weak. By the end of 2006, the number of computers owned by the rural families was 2.7 per hundred families, far lower than the average of 47.2 per hundred families in urban areas. Compared to the number by the end of 2005, the number of computers owned by every hundred rural families increased by 0.6 while for urban families by 5.7, with the gap in Internet-related infrastructures still enlarging.

- **Internet Cafes are the major access to Internet for rural netizens, and the Internet surfing is more of entertainment in nature.**

With a relatively low rate of access to Internet in rural families, the Internet Cafes are the most important place for rural netizens to surf the Internet. More than half (53.9%) of the rural netizens often surf the Internet in Internet Cafes. The netizens more often than not take the Internet as the information channel, communication and entertainment tools, with a slight ratio of using Internet as a tool for daily life use. Compared to their urban counterparts, the rural netizens still apply the various functions of the Internet in a superficial sense.

- **Key words to the characteristics of rural netizens: Male, younger in average age and lower educational background**

Male netizens take up 61.9% of the rural netizens, with their urban counterparts taking up 52.7%. Among the rural netizens, the population aged 30 and below occupies more than 80% (84.3%) while that in urban area lower by 18 points. In terms of educational background, 84.8% of the rural netizens have received senior High school education and below, while the ratio in urban netizens only take up 47.4%. Compared to Dec. 2006, the male took up a lower proportion among the rural netizens, with a younger population and more with lower educational background began to surf the Internet.

- **Rural netizens surf the Internet for 14 hours on average, not as much as their urban counterparts.**

The time span for Internet surfing differs greatly between the rural and urban areas. The average Internet surfing time for rural netizens is 13.7 hours per week while that of the urban counterparts reaches 20 hours per week. But compared to the 13.2 hours in Dec. 2006, the time for rural netizens of surfing the Internet has been increased.

- **The netizen population among the Elementary and High school students has increased rapidly, reaching 15.75 million with a growth rate of 135.1% within half a year.**

At present, the netizen population among the rural Elementary and High school students has reached 15.75 million, taking up 42.1% of the rural netizen population and higher than the urban counterpart by 21 points. When compared to the end of 2006, the netizen population among the Elementary and High school students in rural areas increased rapidly by 135.1% within half a year.

- **The netizen population among the rural migrant workers reaches 20 million, with a benign tendency to grow.**

There is usually more fluidity in the rural migrant workers than the ordinary residents, which decides the lower rate in them to surf the Internet at home than the total netizen population, while a higher proportion of them than the general population surf the Internet in the Internet Cafes and by cell phone. Due to the relatively high expenditure of Internet surfing in the Internet Cafes and through cell phone, they surf the Internet for a shorter time while at a higher expense than the total netizen population (except the student body).

- **Lack of skills and related facilities are the two major factors hinder rural residents from Internet access.**

Inability to surf the Internet and lack of related facilities are two major reasons for the rural residents' failure in accessing Internet, taking up respectively 28.3% and 39.5% of those who can't surf the Internet. These two factors are the most important barriers that restrain the rural residents from Internet access. In Dec. 2007, the fundamental reason for rural residents not surfing the Internet was lack of relative skills, while in June 2007 the Elementary reason has become lack of related facilities to access Internet.

## Part 1. Overview of Internet Development in Rural China

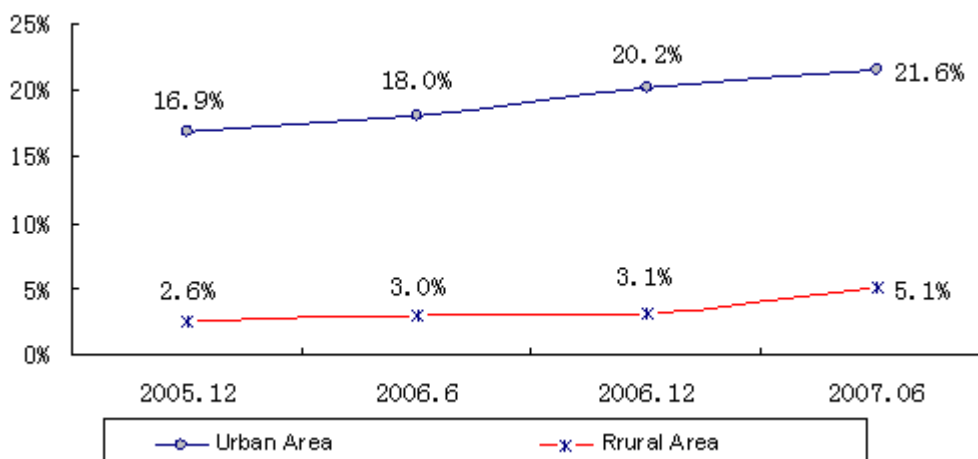
### 1.1 Netizen Scope in Rural Areas

According to the CNNIC survey, by June 2007, the netizen<sup>1</sup> population in rural China has reached 37.41 million while that in urban areas has been 125 million. In China where rural population exceeds the urban counterpart, the rural netizen population is only 30% of the urban counterpart. Among the 737 million rural residents<sup>2</sup>, the Internet popularity rate is 5.1% compared to 21.6% of the 580 million urban residents. As Table 1 shows, there is a large gap between the rural and urban areas. But compared to the end of 2006, the gap has been narrowed in the first half of 2007. The reason for shortening the gap between rural and urban netizens is the large-scale growth in the student netizens in rural areas. At present, the netizen population among the rural Elementary and High school students has reached 15.75 million, taking up 42.1% of the rural netizens with an amazing increase rate of 135.1% compared to 6.7 million half a year ago.

Table 1 Contrast in Internet Popularity in Rural and Urban China

	Rural	Urban	Total
Netizen (0,000)	3741	12459	16200
Popularization (%)	5.1	21.6	12.3

Data Source: China Internet Network Information Center (CNNIC)



Data Source: China Internet Network Information Center (CNNIC)

Fig. 1 Change in Internet Popularization in Rural and Urban China, 2005-2007

<sup>1</sup> Netizen: Chinese residents who are aged above 6 (including 6) and had accessed the Internet in the past 6 months.

<sup>2</sup> Rural residents: People who reside in rural area at least 4 days a week.

## 1.2 Overview of Internet Infrastructures

Fixed telephone network, cable TV network and mobile telephone network or correspondingly in China ADSL, Cable Modem and wireless access, are the three most common access methods. As can be seen from Table 2, for either fixed or mobile phone, the possession rate for average families is above 50%. Theoretically speaking, there already exists certain environmental basis for the Internet access in rural areas. Compared to Dec. 2006, the possession of fixed phone lines per hundred rural families has increased by 26 and 3.8 as for the mobile phone, showing the improvement in the environmental basis for Internet use.

The computer is the most important terminal unit for Internet access. However, every hundred families in rural areas possess only 2.7 computers on average, which is the most important hardware factor hindering the increase in Internet popularization in rural areas. At present, the annual net income for the average rural family is only 3,587 Yuan RMB, which suffices for only one low-end desktop computer. Although the income and possession of computers for rural residents are both increasing, they still serve as the key barrier and the major factor in hindering the Internet development in rural China.

Table 2 Contrast in Family Income between Rural and Urban China and in Internet-Related Facility Popularization

	Rural	Urban
Income <sup>3</sup> (Yuan RMB)	3587	11759.0
Engel's coefficient <sup>4</sup> (%)	43.0	35.8
Possession rate of Computer (No./hundred households)	2.7	47.2
Possession of fixed home phones (No./hundred households)	64.1	93.3
Possession of mobile phones (No./hundred households)	62.1	152.9

Data resource: "Statistics Brief of China 2007", China Statistics Press, May 2007

## 1.3 Key Points in the Section

- By June 2007, the rural netizen population has reached 37.41 million, while the urban netizen scope has been 125 million, with the rural netizen population being 30% of the urban counterpart.
- There is remarkable gap in terms of Internet development between the rural and urban areas. Among the 737 million rural residents, the Internet popularization is 5.1% while among the 580 urban residents, the Internet popularization has reached 21.6%.
- The Internet-related infrastructures in rural China are relatively weak. By the end of 2005, the average possession of computers in rural areas is 2.7/ hundred households, far lower than 47.2 of their urban counterparts.

<sup>3</sup> According to National Bureau of Statistics of China, the income of rural area refers to "Net Income Per Capita", while the income of urban area refers to "Disposable Income Per Capita".

<sup>4</sup> Engel's coefficient: equals to the household (personal) expense on the food divided by the total household (personal) expenses. The smaller the coefficient is, the lower proportion the expenses on basic living need is, which represents a higher living standard.

## Part 2 Behavioral Analysis of Internet Surfing for Rural Netizens

### 2.1 Place Analysis for Internet Surfing

As shown in Table 2, more than half (53.9%) rural netizens surf the Internet in the Internet Cafes, far higher than the proportion of netizens who surf the Internet at workplaces, and close to that at home (55.2%). Compared to the national proportion for surfing Internet at home (73.8%) and for surfing in the Internet Cafes (37.2%), a relatively low proportion of rural netizens surf the Internet at home with a high proportion in Internet Cafes instead.

The dependence on Internet Cafes by the rural netizens has shown the significance attached to Internet Cafes in terms of both development and supervision.

As follows are the factors that contribute to the high rate of Internet surfing in Internet Cafes:

First of all, rural income is relatively low with low possession of computers per household. According to the survey statistics launched by National Bureau of Statistics in the end of 2006, the average possession of computers in the countryside is 2.7 per hundred households, far lower than the figure of 47.2 per hundred households in urban areas.

Secondly, in terms of Internet access, that frequently used in Chinese families is ADSL access, and the popularity of the fixed telephone network required by this access way is far lower in rural areas than in urban areas. Lack of the two self-service access requirements of computer popularization and Internet access infrastructures lowers the proportion of home access to Internet in rural families.

Besides, with the factories and companies concentrated in urban areas, the conditions for rural netizens to surf the net at workplaces are inadequate, either. Therefore, numerous rural netizens pour into the Internet Cafes.

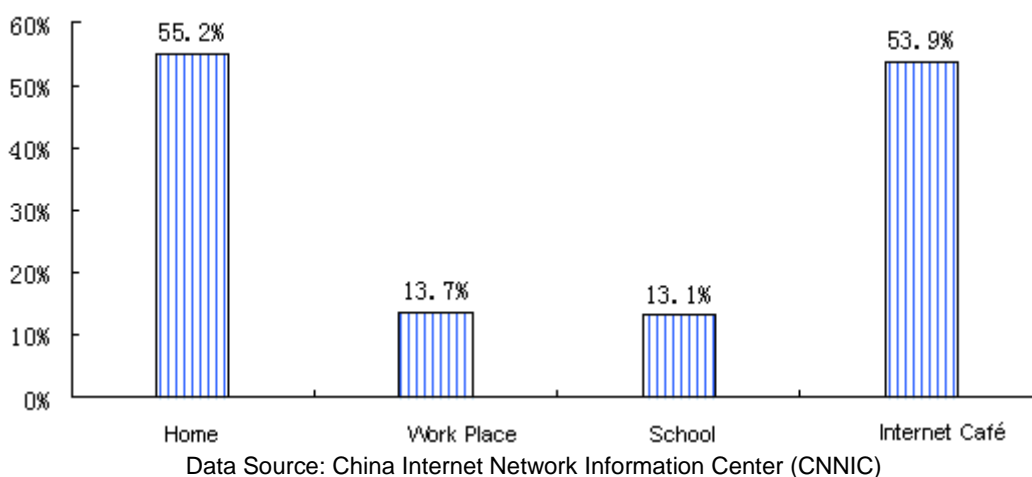
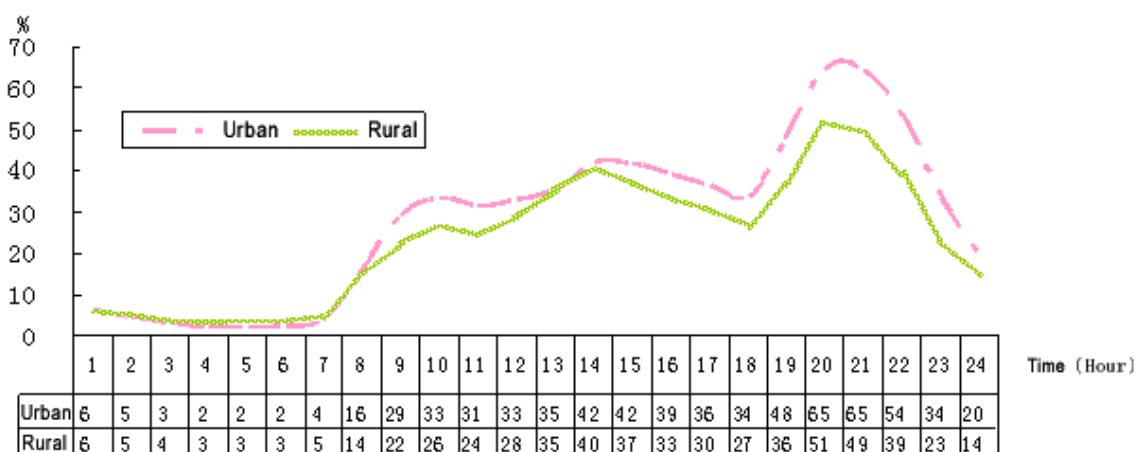


Fig. 2 Most Frequented Surfing Places for Rural Netizens

## 2.2 Time Analysis for Internet Surfing

There is a large gap in time duration between rural and urban netizens. While the average time span for rural netizens is 13.7 hours a week, that for urban counterparts is 20 hours a week. But, compared to the 13.2 hours in Dec. 2006, the time duration for rural netizens is still increasing.

In terms of time period, there is similarity between rural and urban netizens, with the peak hour for Internet surfing at 8 pm for rural netizens and 9 pm for urban ones.



Data Source: China Internet Network Information Center (CNNIC)

Fig. 3 Period of Time for Internet Surfing in Rural and Urban Areas

## 2.3 Behavioral Analysis for Internet Surfing

At the initial stage for access to Internet, the netizens focus on browsing the information and take Internet as a tool of entertainment only. After the netizens get to know more about Internet, the further application of Internet begins to emerge, such as online shopping, online payment, etc., and for the netizens at this stage, Internet has begun to become the indispensable part of daily life. The popularity of deep-level application in Internet in a region can reflect which stage of Internet development the region is on.

Fig. 3 shows the application of the Internet functions concerned in the survey. As can be seen there, more often than not, the rural netizens would take Internet as information source, communication and entertainment means, while other functions of Internet such as online shopping, online job hunting and online financing are seldom applied.

Compare to urban netizens, the rural netizens not only surf the Internet for a shorter time, but also use the Internet less deeply in degree. In terms of the information source function of the Internet, the proportion of rural netizens that watch Internet news is 15 points lower than that of urban counterparts, and the proportion that used the search engines is 12 points lower. In terms of the communication means function, the proportion of both rural and urban netizens that use instantaneous communications is more or less the same, but a lower proportion by 16 points of rural netizens use Email than their urban counterparts. The application of the entertainment function for both rural and urban netizens is more or less the same again. While in terms of other functions, the rural netizens use much less those of online shopping, online banking, and online stock exchange.

Survey Report on Internet Development in Rural China 2007  
 Table 3 Comparison on Internet Application, Rural and Urban areas

	Rural	Urban	General
<b>Information Resources</b>			
Internet News	66.5%	81.5%	77.3%
Search Engines	65.8%	78.4%	74.8%
Blogs	17.3%	19.9%	19.1%
<b>Communication Tools</b>			
Instant Messenger	69.4%	70.5%	69.8%
Email	43.6%	59.8%	55.4%
<b>Entertainment</b>			
Internet Music	68.9%	68.4%	68.5%
Internet Video	60.9%	61.2%	61.1%
Internet Game	47.1%	47.0%	47.0%
<b>Life Assistant</b>			
Online Job Hunting	12.1%	16.3%	15.2%
Online Education	22.2%	24.7%	24.0%
Online Shopping	13.9%	28.6%	25.5%
Online Sales	3.0%	4.8%	4.3%
Online Reservations	1.3%	4.9%	3.9%
Online Banking	9.8%	24.8%	20.9%
Online Stock Exchange	3.8%	17.7%	14.1%

## 2.4 Key Points in the Section

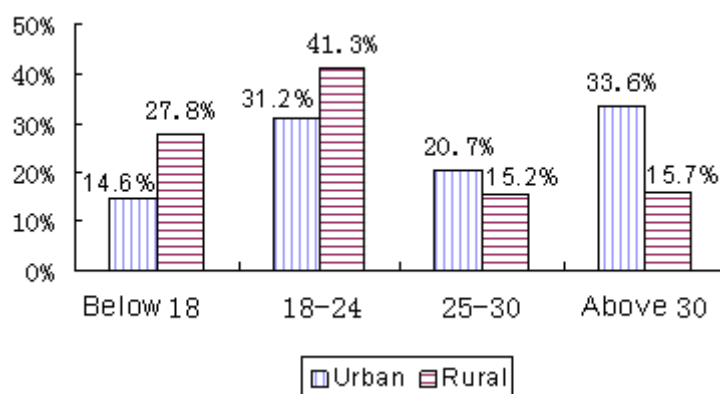
- There is lower proportion of rural families with access to Internet, and Internet Cafes are most important place for rural netizens to surf the Internet. More than half (53.9%) of rural netizens often surf the Internet in the Internet Cafes.
- At present, the Internet surfing of rural netizens is more of entertainment in nature, with a low proportion in using Internet as a tool for daily life.
- There is remarkable difference in the time duration between rural and urban netizens. The average Internet surfing time for rural netizens is 13.7 hours a week, while that for urban ones is 20 hours a week. But compared to the 13.2 hours a week in Dec. 2006, the time duration of Internet surfing for rural netizens is increasing.
- Compared to the urban netizens, the rural netizens apply the Internet in a less profound degree. The proportion of rural netizens that watch Internet news is 15 points lower than their urban counterparts, and that of using search engines 12 points lower and that of using Email 16 points lower. Besides, the rural netizens use much less of such functions as online shopping, online banking, and online stock exchange.

## Part 3 Structural Analysis for Features of Rural Netizens

### 3.1 Sex and Age Structures

There is a higher proportion of male netizens in rural areas, taking up around 61.9% while the urban male netizens only make up 52.7%. The probable reason for this is the relatively low level of education among rural women. Compared to that in Dec. 2006, the male proportion is on decline. The age structure of the rural netizens is unbalanced with the slightly higher proportion of young people. As Fig. 4 shows, among the 37.41 million rural netizens, those aged no above 30 have taken up over 80%, nearly 18 points higher than the urban counterpart. Compared to Dec. 2006, the proportion of young netizens is still increasing. The rural netizens aged below 25 have occupied 69.1% with an increase of 4.6 point compared to 64.5% in Dec. 2006.

In line with the relatively young age, the unmarried among rural netizens have reached 70.4% while the proportion in urban areas only 54.3%.

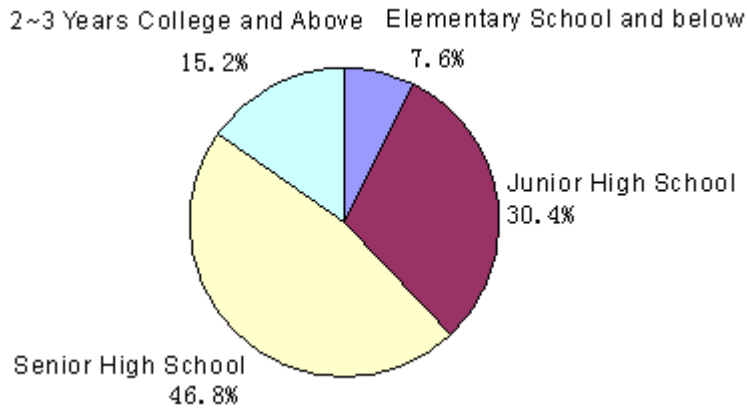


Data Source: China Internet Network Information Center (CNNIC)

Fig. 4 Comparison of Age Structure for Rural and Urban Netizens

### 3.2 Structure in Educational Background

Fig. 5 shows the distribution of educational background among the rural netizens. Although compared to the general structure of the national netizens, fewer people have received high level education, in rural areas Internet remains the tool for this group of people with relatively high level education if we take into consideration the characteristics of social structure in China.

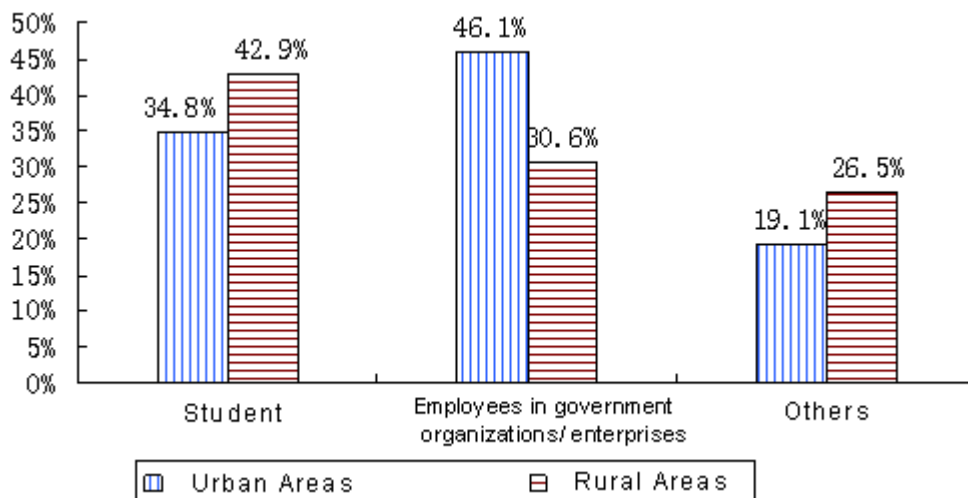


Data Source: China Internet Network Information Center (CNNIC)

Fig. 5 Distribution in terms of Educational Level among Rural Netizens

### 3.3 Structure in Terms of Nature of Profession and Income

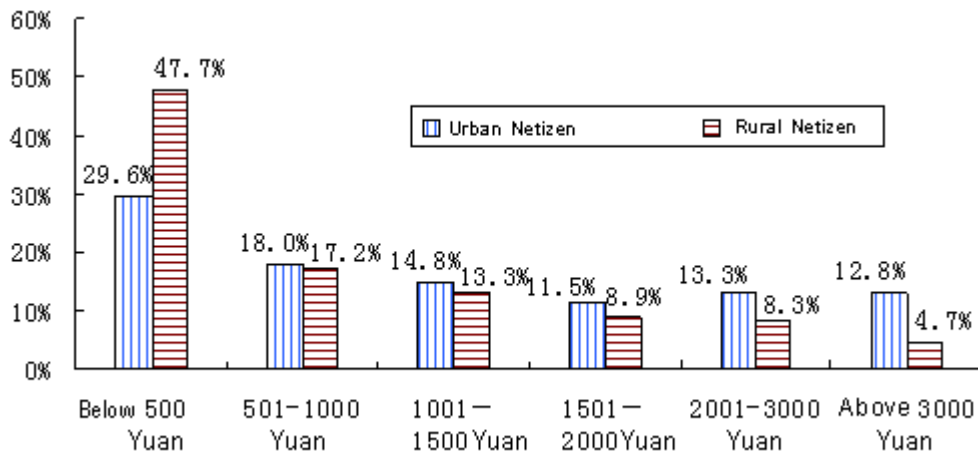
Three parts mainly make up the rural netizens, with the students as the majority and taking up around 40% (42.9%), and the employees in government organizations/enterprises around 30% (30.6%) and the rest making up 30% of the rural netizens. This is quite different from the urban situation where the staff working in companies or organizations taking up majority of the population, as can be seen from Fig. 6. In terms of income, influenced by the general environment of the rural area, the income of rural netizens is relatively low, as shown in Fig. 7. Statistics indicate that the average individual income for rural netizens is 940.2 Yuan RMB while their urban counterparts at 1377.2 Yuan RMB. Compared to Dec. 2006, popularization of Internet among various income groups has become more widespread with many low-income joining the Netizens too.



Data Source: China Internet Network Information Center (CNNIC)

Fig. 6 Distribution of Netizens among Various Professions in Rural and Urban Areas

### Survey Report on Internet Development in Rural China 2007



Data Source: China Internet Network Information Center (CNNIC)

Fig. 7 Income Contrast for Rural and Urban Netizens

### 3.4 Key Points in the Section

- The male proportion in the rural netizens is relatively high, taking up 61.9% while the urban male account for 52.7% of the population.
- The young people make up a relatively high proportion of the netizen population. Among the 37.41 million rural netizens, those aged 25 and below take up 69.1%, higher by 24 points than the urban counterpart.
- There are three major parts making up the rural netizens, with 40% of students, 30% of the employees working in rural government organizations/enterprises, and the rest taking up 30%. This differs from the urban situation where those working at various organizations occupy nearly half of the netizen population.
- In terms of income, influenced by the general environment of the rural areas, the rural netizens have relatively low-level income. The average individual monthly income for rural netizens is 940.2 Yuan RMB while that for their urban counterpart reaches 1377.2 Yuan RMB.

## Part 4 Internet Surfing of Elementary and High School Students in Rural Areas

### 4.1 Scope of Netizens among Elementary and High School Students in Rural Areas

Elementary and High School Students take up 42.1% of the rural netizen population, 21 points higher than their urban counterparts.

At present, the population of Elementary and High school netizens has reached 15.75 million and compared to the 6.7 million in 2006, the growth rate within half a year has reached 135.1%, and they already make up a significant part of the netizen growth total in rural areas.

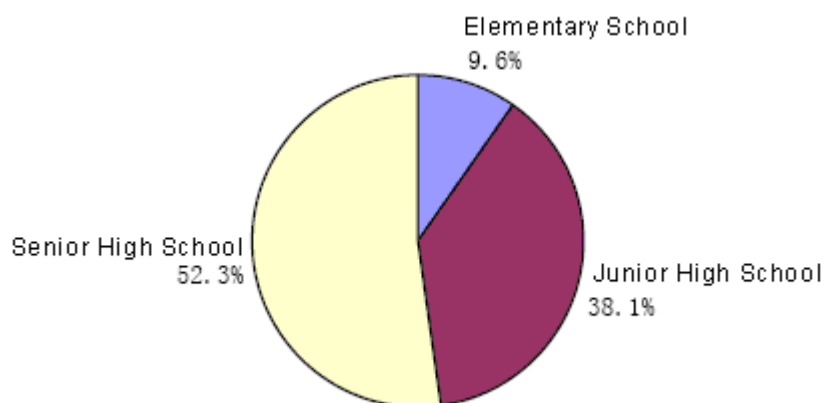
### 4.2 Characteristics for Internet Surfing among Rural Elementary and High School Students

A large number of rural Elementary and High school students choose Internet Cafes as the most frequented place for Internet surfing. Management of rural Internet Cafes is loose and although national laws forbid the Internet Cafes to accommodate users under 18, most Elementary and High school students can still surf the Internet in net bars, with about 60% of the students saying they often surf the net in Internet Cafes.

The major purpose of Internet surfing for these student netizens is entertainment. When asked if they play computer games, those who answer yes take up 60.8% of the interviewed, while those who listen to Internet music reach as high as 90%.

12-15 is the peak age period for access to Internet in the rural students, about two years later than their urban counterparts.

The main body of rural Elementary and High school netizens is the junior and senior High school students, with the former taking up 38.1% of the total student netizen population and the latter 52.3%. Proportion of senior High school netizen is 14 points higher than that of junior High school netizen proportion.



Data Source: China Internet Network Information Center (CNNIC)

Fig. 8 Composition of Educational Stages for Rural Elementary and High School Netizens

The behavioral survey shows that the major purpose for Internet surfing among the students is entertainment, especially playing Internet games and Internet music. Meanwhile, due to low age the students have not got the enough control for Internet surfing behavior. Therefore, it is very necessary to strengthen the education on reasonable Internet surfing among rural Elementary and High school students and also proper supervision of Internet surfing. As shown in the survey, for both student netizens and non-netizens, the major information channel remains the TV. Therefore, TV is an effective channel for publicity on healthy Internet surfing.

### 4.3 Key Points in the Section

- a large number of rural Elementary and High school students choose Internet Cafe as the most frequently used place for Internet surfing. 60% say they often surf the Internet in Internet Cafes.
- 12-15 is the peak age period for Internet surfing, 2 years later than the urban counterparts, whose peak period lies between 10 and 15.
- The main body of rural student netizens is junior and senior high school students, with the former part making up 38.1% and the latter 52.3%.

## Part 5 Internet Surfing for Rural Migrant Workers

Rural migrant workers refer to those whose permanent residences remain in the countryside but who leave their birthplaces, go out of the traditional agricultural production and engage in other activities instead.

### 5.1 Netizen Scope among Rural Migrant Workers

According to CNNIC survey data, the netizen population among rural migrant workers has reached 20 million.

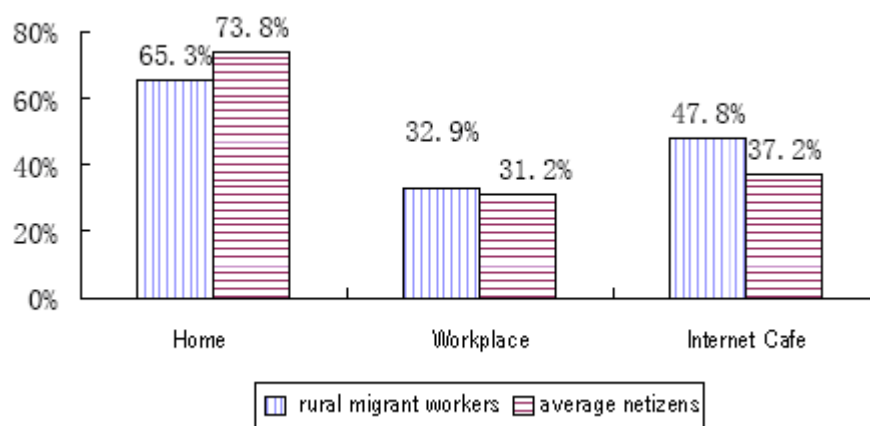
### 5.2 Conditions for Internet Surfing

#### 1. Household Internet facilities and access ways

There is relative lack of household Internet facilities and access ways for the rural migrant worker families. As can be seen from Fig. 9, the proportion of those surfing the Internet at home is 8 points lower than the total netizen population.

The lack of household Internet facilities and access ways prompts the migrant workers to seek for other channels of Internet surfing. And the main one is Internet Cafe. Nearly half (47.8%) of this group of netizens choose to surf the Internet often in Internet Cafes, nearly 10 points higher than the average level. A second channel is mobile web. This proportion is 3 points higher than the average level (27.3% for the Internet surfing through cell phone in the total netizen population). With the improvement of functions for the cell phones as well as the lowered expenses for Internet

surfing through cell phone, it is believed that more and more people of this group will choose to surf the Internet through cell phone.



Data Source: China Internet Network Information Center (CNNIC)

Fig. 9 contrast in place for Internet surfing between rural migrant workers and average netizens

## 2. Expenses for Internet surfing

The average expense in Internet surfing for rural migrant workers is 86.6 Yuan RMB, 11 Yuan RMB higher than the average 75 of the general netizen population, and even higher than the average 80.8 Yuan RMB of the non-student netizen population. This group does not belong to the low-income and low-consumption group as initially imagined. The majority of this group has relatively high educational levels and rich experiences among the rural population, and belongs to the group of relatively high income in rural areas.

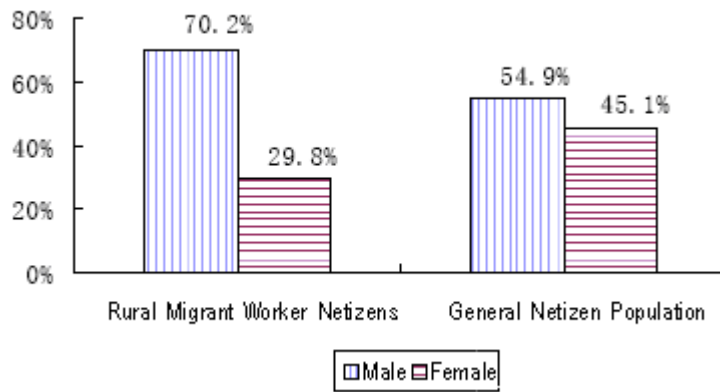
## 5.3 Time Duration for Internet Surfing

This group of netizens surf the Internet for 20.7 hours on average every week, and since this group does not include the students netizens with relatively short time for Internet surfing, the time duration for the group is higher than the average 18.6 hours of general netizens, but still lower than the 22.4 hours on average for the non-student netizens among the total netizen population. In terms of period of time and place for Internet surfing, this group of netizens are similar to the general netizens, which is not to be further explained here.

## 5.4 Structural Characteristics for the Rural Migrant Workers

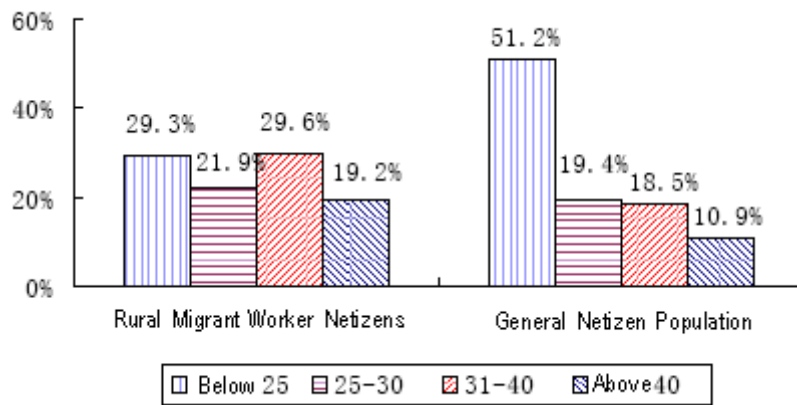
The age period of this group of netizens covers every stage, with the average age older than that of the general netizen population, and dominated by males as well. They have less education than the general netizen population, but more than that of non-netizen rural residents.

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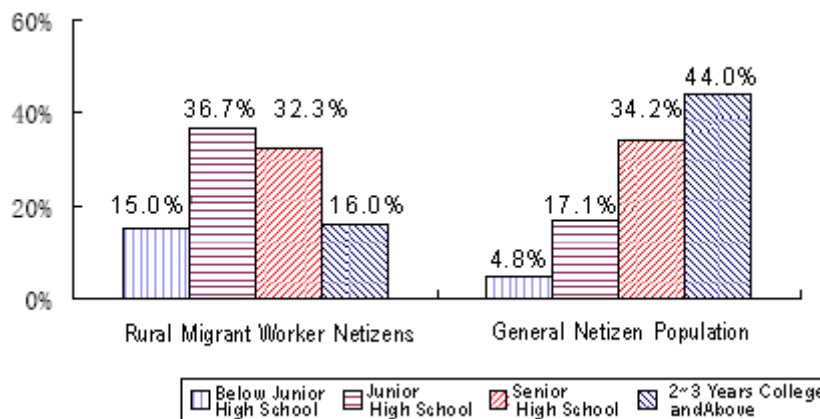
Data Source: China Internet Network Information Center (CNNIC)

Fig. 10 Contrast in Gender Structure of Rural Migrant Worker Netizens and General Netizen Population



Data Source: China Internet Network Information Center (CNNIC)

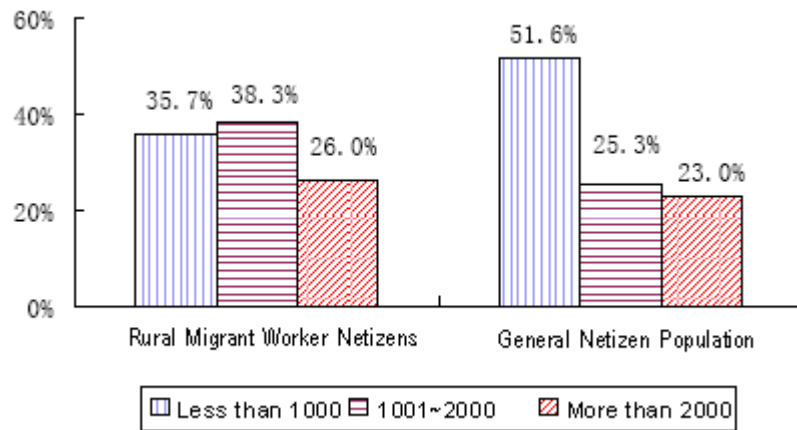
Fig. 11 Contrast in Age Structure of Rural Migrant Worker Netizens and General Netizen Population



Data Source: China Internet Network Information Center (CNNIC)

Fig. 12 Contrast in Educational Backgrounds of Rural Migrant Worker Netizens and General Netizen Population

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Data Source: China Internet Network Information Center (CNNIC)

Fig. 13 Contrast in Income Structures of Rural Migrant Worker Netizens and General Netizen Population

### 5.5 Key Points in the Section

- The netizen population in the rural migrant workers has reached 20 million.
- the identity features of the rural migrant workers has determined that the proportion of surfing the Internet at home for them (65.3%) is lower than that of general netizen population, but the proportion among them of surfing the Internet in Internet Cafes (47.8%) is higher than the average.
- due to relatively higher proportion of surfing the Internet in Internet Cafes and through cell phone, the Internet surfing expenses of this group( 86.6 Yuan RMB every month on average) are higher than those of average netizens.

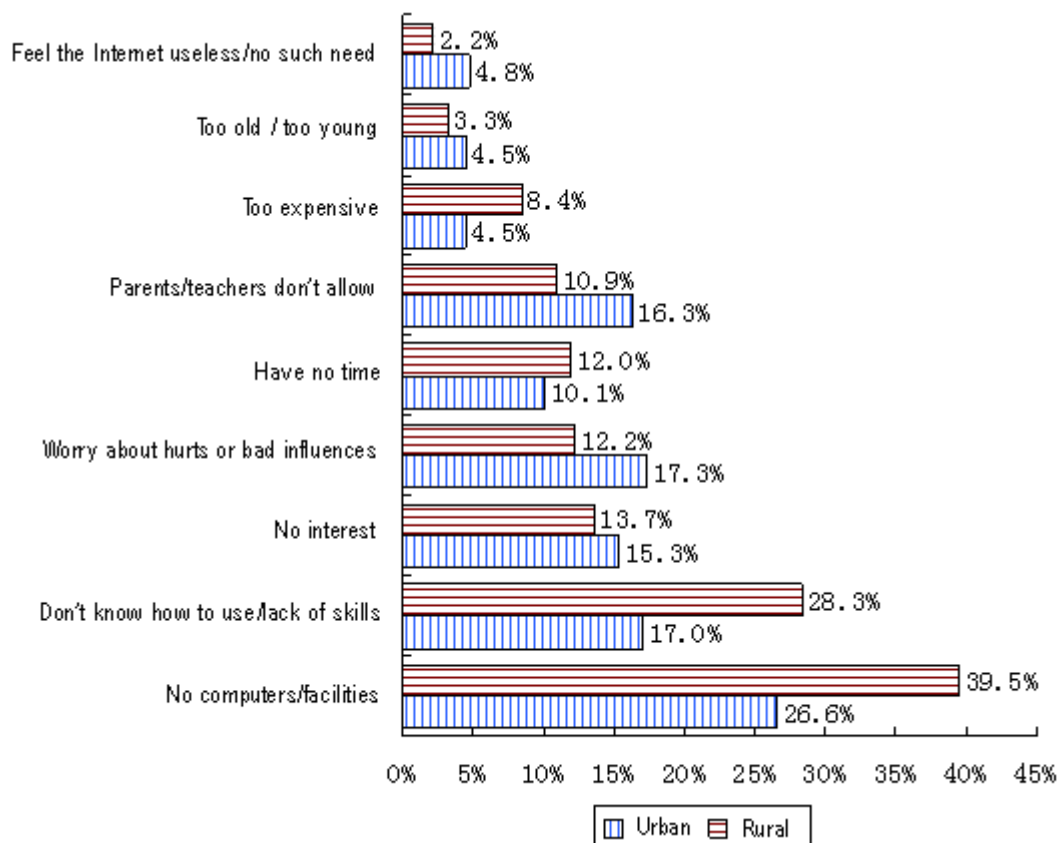
## Part 6 Cause Analysis for Why Many Rural Residents Don't Surf the Internet

### 6.1 Reasons for Decline to Access Internet

As shown in Fig. 14, lack of related facilities and lack of related skills are the major reasons why rural residents don't often surf the Internet. These two factors are also the most important ones to hinder the enlargement of netizen population in rural areas. And these factors are in nature caused by the low income and low education of the rural residents.

In Korea, with developed Internet, the popularization rate of Internet has reached 74.8% and the major reason for the residents not surfing the Internet has been "not necessary", instead of "lack of related facilities and skills" in China.

Generally speaking, the biggest barriers for the residents are lack of knowledge on Internet and lack of related facilities. Therefore, popularizing the Internet knowledge among non-netizens, increasing Internet experiences, increasing the number of Internet-related facilities affordable to rural residents are all effective ways to raise the Internet popularization rate in rural areas.

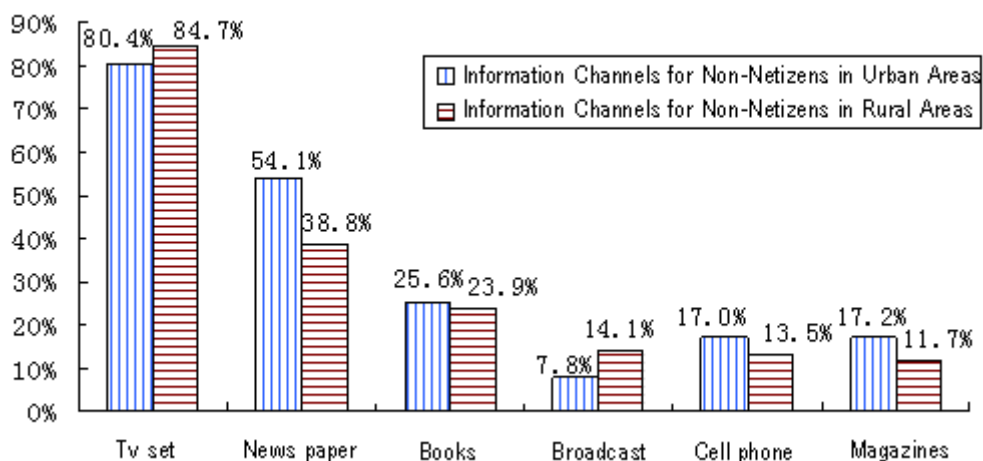


Data Source: China Internet Network Information Center (CNNIC)

Fig. 14 Contrast in Reasons for not Surfing the Internet in Rural and Urban China

## 6.2 Information Channels for Rural Residents

The most important information channel for non-netizens in rural areas is television. As can be seen in Fig. 15, 84.7% of rural non-netizens choose to frequently get information from TV. There is a remarkable gap in application of other information channels such as newspaper and so on. Newspaper is more important for the urban residents than for the rural counterparts.



Data Source: China Internet Network Information Center (CNNIC)

Fig. 15 Contrast of Major Information Channels for Non-Netizens in Rural and Urban Areas

## 6.3 Key Points in the Section

- “Lack of related facilities” and “lack of related knowledge on computer/ Internet” are the two major reasons for rural residents not surfing the Internet, taking up respectively 39.5% and 28.3% of non-netizens. These two factors are the most important ones that hinder the enlargement of netizen population in rural areas. This forms a huge contrast with the situation in Korea where Internet has been much developed, with the popularization rate in Korea reaching 74.8% and the major reason for its residents not surfing the Internet being “not necessary”.
- Publicizing the roles of Internet in promoting income rise of rural residents and in their learning and daily life, increasing the number of Internet-related facilities affordable to rural netizens can help raise the popularization rate in rural areas.
- The most important information channel for non-netizens in rural areas is TV. 84.7% of rural non-netizens choose to obtain information frequently on TV.

## APPENDIX: Statistics on Internet Development in Urban and Rural China 2006

Note: Data are collected by Dec.31, 2006

◆ Scale of Netizen

	Urban	Rural
	114 Million	23.1 Million

◆ Access Place (Multiple Selections)

	Urban	Rural
Home	80.2%	55.3%
Work Places	36.4%	18.4%
Internet Cafe	27.6%	55.2%
School	12.6%	12.5%
Total	156.8%	141.4%

◆ Access Time(Multiple Selections)

	Urban	Rural
1:00	5.8%	5.0%
2:00	4.3%	4.2%
3:00	2.7%	3.5%
4:00	2.0%	3.3%
5:00	1.5%	3.2%
6:00	1.7%	2.9%
7:00	2.8%	3.2%
8:00	13.5%	13.9%
9:00	22.4%	22.6%
10:00	26.2%	26.0%
11:00	25.5%	24.9%
12:00	28.1%	30.3%
13:00	30.8%	35.1%
14:00	34.7%	41.6%
15:00	34.9%	40.8%
16:00	33.3%	34.9%
17:00	29.8%	30.8%
18:00	28.7%	27.4%
19:00	42.4%	42.6%
20:00	55.5%	52.0%
21:00	54.5%	47.5%
22:00	45.3%	33.0%
23:00	27.7%	19.6%
24:00	17.8%	12.6%

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### ◆ Age Distribution

	Urban	Rural
Below 18	14.9%	28.7%
18-24	35.1%	35.8%
25-30	20.2%	17.3%
Above 30	29.9%	18.2%
Total	100.0%	100.0%

### ◆ Educational Background

	Urban	Rural
Elementary School and below	4.7%	4.7%
Junior High School	8.4%	32.1%
Senior High School	28.5%	43.7%
Above High School	58.4%	19.5%
Total	100.0%	100.0%

### ◆ Personal Monthly Income (RMB)

	Urban	Rural
Less than 500 Yuan	22.5%	38.9%
501-1000 Yuan	17.4%	21.5%
1001-1500 Yuan	13.0%	16.4%
1501-2000 Yuan	11.7%	8.9%
2001-3000 Yuan	14.7%	9.0%
More than 3000 Yuan	20.7%	5.3%
Total	100.0%	100.0%

### ◆ Reasons for Not Surfing Online (Multiple Selections)

	Urban	Rural
Don't know how to use/ lack of skills	39.5%	42.7%
Have no facilities	34.1%	36.9%
Have no time	16.1%	13.4%
Too old/young to use	11.2%	10.1%
Feel the Internet useless/ no such need	8.7%	8.4%
Have no interest	7.7%	6.7%
Too expensive	5.1%	5.3%
Few Chinese information/ don't know English	3.9%	4.5%
Worry about hurts or bad influences	4.4%	2.4%
Total	130.7%	130.4%

### ◆ Information Channels for Non-Netizens (Multiple Selections)

	Urban	Rural
Television	90.0%	90.0%
Newspaper	35.4%	22.3%
Broadcast	9.8%	8.4%

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Book	8.8%	6.8%
Magazine	7.8%	4.7%
Total	151.8%	132.2%

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