China's Internet Development and Usage Report

Preface

Commissioned by the State's administrative department, the China Internet Network Information Center (CNNIC) has released the 13th issue of Chinese Internet Development & Usage Report, since the report's first issuing date in Oct. 1997. In order to further investigate the fundamentals of the Internet development and Usage in China and answer questions such as "Who; When; Where; how and to what extend Internet is utilized", this report is compiled to reveal the conditions of China's Internet development; and based on, primarily, the data most recently collected during the 13th survey and those that have been previously delivered.

Like previous issues, this report has mainly used statistical analysis and applies such methodologies as: Curve Comparison, Transverse & Lengthways Comparisons, Frequency Analysis, Correlation Analysis and Cross Analysis, etc. Taken into consideration both the key issues and the overall condition, the contents of the Report fall into the following categories:

- The General Survey of China's Internet Development
- The Demographics of China's Internet Users
- The Internet Access Used by Chinese Users
- The Behavioral Pattern of Chinese Users
- The Demographics of China's Internet Non-users
- The Attitudes of Users' and Non-Users towards Internet

The data contained in this report comes primarily from the figures of surveys previously conducted by CNNIC. Any data concerning the Chinese national demographics can be referred to the Statistics Yearbook published by the National Bureau of Statistics of China. **Unless otherwise specified, the statistics in this report does not cover the regions in Hong Kong, Taiwan and Macao.**

Lacking time and experience, we apologize for any errors that may occur in our report and we would be happy to hear from our readers and make verified corrections.

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Contents Summary

"With the GDP expecting to increase by 8.5% (the Data source: People Daily website), the nation's economy has maintained a healthy and speedy growth." "The on-going process of informatization has been more vigorously deployed in government administration, education and business sectors." " The outbreak of SARS crisis that occurs in April, which quickly spread over 20 Chinese provinces, has made it possible for the Internet to link more closely with conventional industries." "The Stock Market has begun to witness the second wave of Internet Companies going public since the middle of the year 2003." All these incidents, and other facts, have established an environment that could've nurtured the same continuous and vigorous growth of the Chinese Internet industries seen previously. Meanwhile, we are also pleased by the thought-provoking change.

From a grand perspective, all statistics have basically maintained the fast increase. Among them, the number of Internet users and Computer Hosts has reached 79.5 million and 30.89 million respectively. The number of registries under CN domain is 340,000 and the number of websites is 596,000. The bandwidth of international channel linking the global Internet is 27,216 M. The number of mainland IPv4 address has reached 41,456,128.

On the users' demographic profile, the percentage of single (56.8%) male users (60.4%), aged 25 or under (52.9%), receiving lesser than college education (70.2%) and whose monthly income below 2000RMB (approximately USD 250) 77.6%, (including zero income), still take the lead in each category of the Internet population. However, compared with the figures we gathered 6 months ago, the ratio of male users increases while the leading percentage drop in the categories of marital status, age, education and monthly income. In terms of occupation, the student 29.2% and the technical staff 13.7% are still the primary force in the Internet population, but they become less significant than 6 months ago in terms of ratios and percentage. The up-coming users mainly engaged in other sectors like: manufacturing12.8%, education 12.7%, public administration & social

organization 12.4%, IT companies10.2%, retail and wholesale industries7.9%.

In terms of Internet access, home is still the primary location for Internet usage, reaching 66.1%; the online equipment is most likely to be the desktop computers (96.3%). However, the tendency to use online equipments other than desktop computer is growing. Most users still Dial-up for linkage, but connection of leased line, broadband and other methods have achieved a continuous growth, among which broadband users (xDSL, CABLE, MODEM, etc.) have reached 17.4 million. The usage pattern has clearly become diversified.

In terms of users' behavioral pattern, there are three intensive usage periods in a day. The first period has 2 peak hours, 9:00 am and 10:00 am, 20.4% and 22.8% of all users respectively, will be using internet at these times. The second wave of usage occurs at 2:00 pm (28.2%) and at 3:00pm (28.2%). The climax appears in the evening around 8:00 pm and 9:00 pm. 48.6% and 47.8% of all users were recorded using the Internet at these times, which tops the other tow periods. Compared with our earlier findings, the ratio of nocturnal users has risen sharply. The average time users spent on the Internet is 13.4 hours in 4.0 days/week. The hourage for weekly usage has the tendency to increase. Most users' (64.6%) monthly spending on the Internet usage cost less than 100 RMB. Compared with that of the previous, the ratio is steadily falling. The average number of E-mail accounts held by each user, remains relatively unchanged. The total number of E-mail accounts and number of paid E-mail accounts are 1.4 and 1.3 respectively. The weekly number of E-mails sent (5.8 mails/ week) and received (4.1 mails/ week) by users decreases with the number of the junk mails (7.9 mails/week) received. The main purposes of Internet usage are for information (46.2%) and entertainment (32.2%). The usage purposes have also become more diversified.

As for the Non-Users, 37.7% of them believed their primary reason for not using the Internet is that they "don't know how computer and Internet works". Meanwhile, 21.3% of the non-users cite "not having the necessary internet access equipment" as the secondary reason.14.8% of the non-users feel that "Internet is useless", and 14.3% of them "don't have the time" for it, which is slightly different from what we have known from the previous surveys. When it comes to the question of "giving Internet a try in the future",

7.4% of the non-users have shown considerable interest and intention of doing so within a year. To a certain extend, the figure indicates the possibility of their transformation into future users in China.

If we analyze the statistics concerning the attitudes of users and non-users towards the Internet, we may conclude that: like the past, most non-users have held much higher expectation and regards for the Internet than the average users.

I. **The Macroscopic Observation of China's Internet Development**

Generally speaking, the state of our country's Internet development, i.e. to what extend it's popularized can be reflected by the numbers of Computer Host, users and CN domain registries as well as the number of www sites, International bandwidth and IP addresses. By in-depth analysis of the fundamental statistics gathered in each survey, CNNIC has been able to gain more insightful knowledge about the China's Internet development from a macroscopic perspective.

1. The number of Computer Host

By the end of Dec. 31st, 2003, the number of Computer Host in China has reached 30.89 million. It is an increase of 5. 17 million, or 20.1%, over a six-month period and an increase of 48.3% over a 12 months period. The 2003 number of Computer Host is 103.3 times of the 1997 number (299,000).)(Indicated in Chart 1-1), therefore we believe that the total number of Computer Hosts has been rapidly growing in our country.
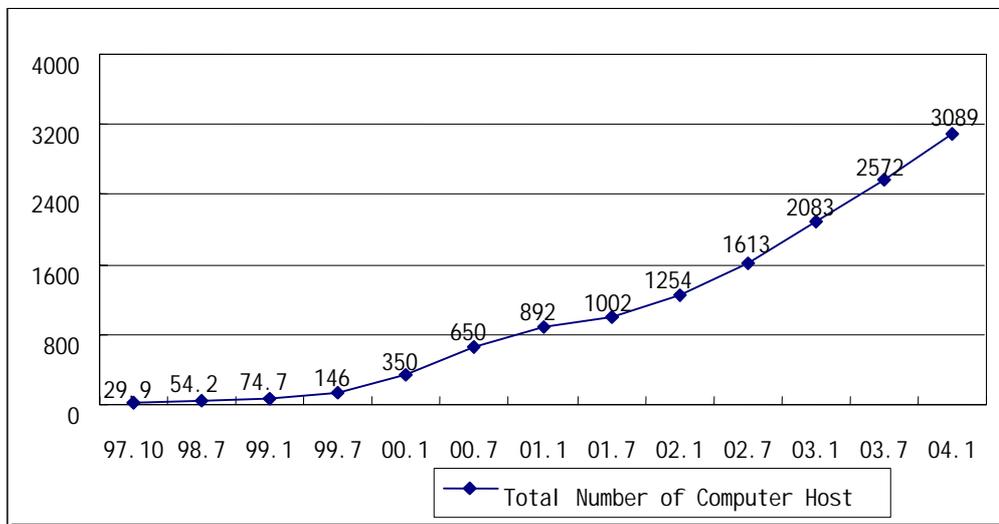

Figure 1-1 Total Number of Computer Host

Among all the Computer Hosts, 5.95 million are using leased line connections. Compared with the number six months ago, it's an increase of 800,000 by 15.5%. Compared with the number 12 months ago, it's an increase by 47.6%, and 121 times the number we gathered (49,000) during our first survey in 1997. The number of dial-up computers is 19.45 million. It increases by 2.06 million and the growth rate is 11.8% over a six-month

period and 31.4% over a 12-month period. The 250,000 dial-up computers in 1997 have

proliferated 77.8 times. 5.49 million computers have been recorded using other modes of

Internet connection and there are now 2.31 million, or 72.6% more of them than six

months ago and 175% more than a year ago.(indicated in Chart 1-2). As we can see, the

computers using leased lines, dial-up and other modes of connections all have been
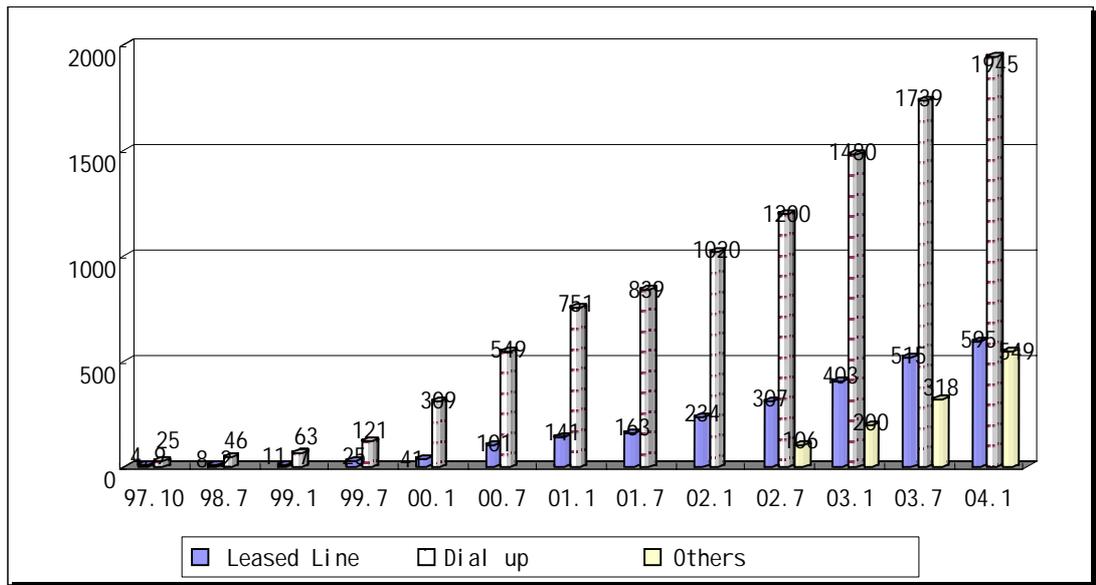
rising with the total number of Computer Hosts.

Figure 1-2 Connection method of Computer Hosts

Interestingly, we discover that growth rates of the total number of Computer Hosts, as

well as computer using leased lines and dial-up connections have all been, more or less,

lower than the figures of our previous survey finding. Their paces of increase are slowing.

(Indicated in Chart 1-3). We believe the slack in pace is correlated to the increasing

number of computers using other modes of Internet connection, as a result of the
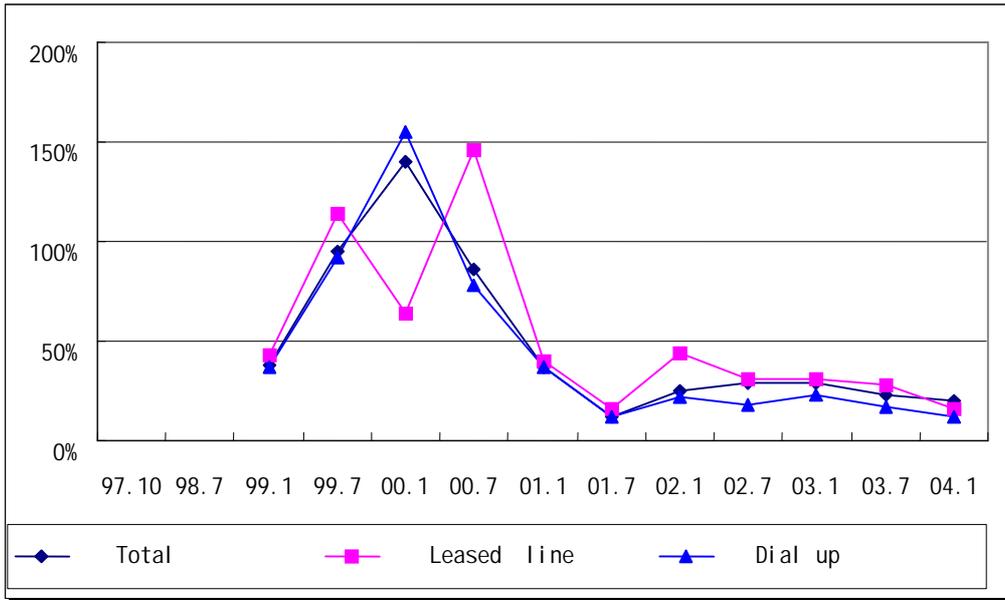
Internet's more extensive development.

Figure 1-3   The growth rate of computer host

2. The number of Internet Users

By the end of Dec.31st, 2003, the total internet population in China is 79.5 million, an increase by 11.5 million or 16.9% over 6 months' period and 34.5% over a 12-month period. Compared with our findings in Oct. 1997, which recorded 620,000 Internet users, the number of Internet users has skyrocketed 128.2 times. (Indicated in Chart1-4) It's obvious that the Internet users in China have been booming over these years.
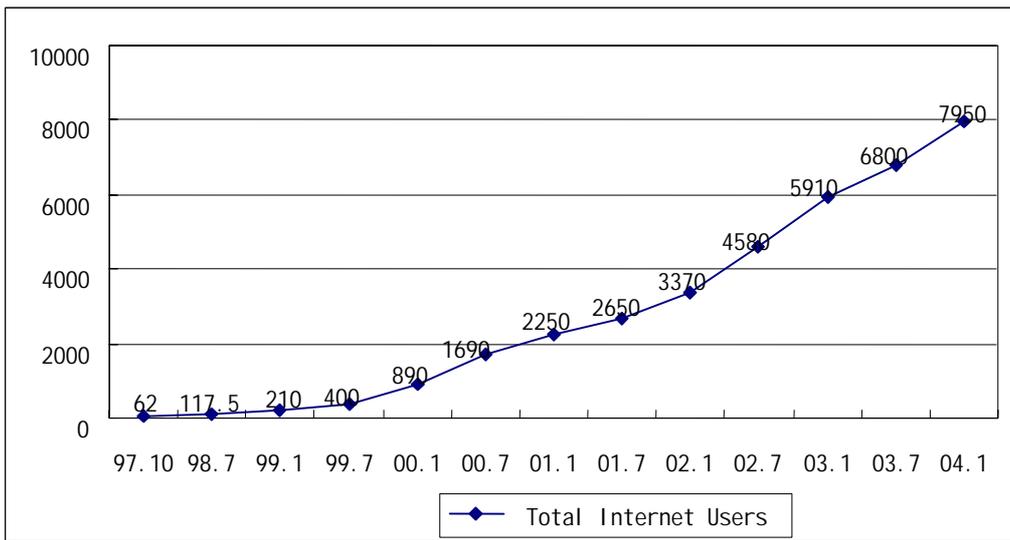

Figure 1-4   Total Internet Users (in 10 thousand)

Among all users, leased lines users score 26.6 million, which is 3.18 million or 13.6% more than six months ago and 31.5% more than a year ago. The 2003 number is also

171.6 times of the same number (155,000) in the 1997 survey. Dial-up users reach 49.16 million, increasing 4.15 million or 9.2%, which is also 105.7 times of the (465,000) same figure in 1997 survey. There are now 5.52 million ISDN users, 620,000 or 12.7% more than six months ago and 27.8% more than last year. Broadband households yield 17.4 million, growing 7.6 million or 77.6% over the past six months and 163.6% over last year.(indicated in Chart 1-5) As we can see, coherent with the trends of increase in the total amount of users, the numbers of dial-up users, leased line users, ISDN users and Broadband Household have all been rapidly growing.
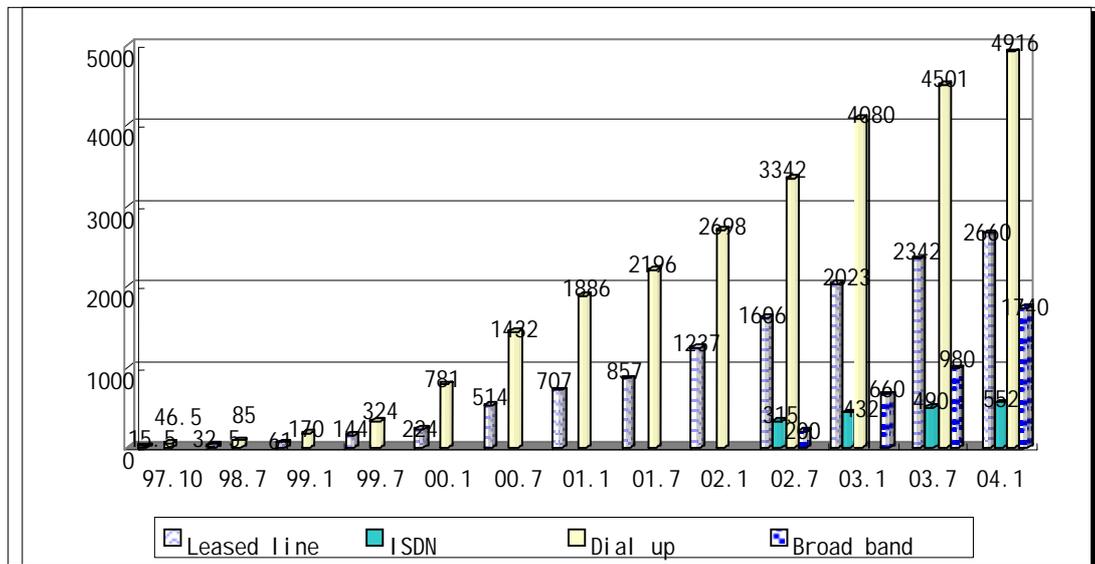
Figure1-5   Users of different accessing methods (in 10 thousand)

By studying the variation in the growth rate of users' number, we can see there has been a slight increase over the fist six months. However, compared with the growth rate at the same period last year, the 2203 figure is lower. The difference may have been caused by the users' larger base number.
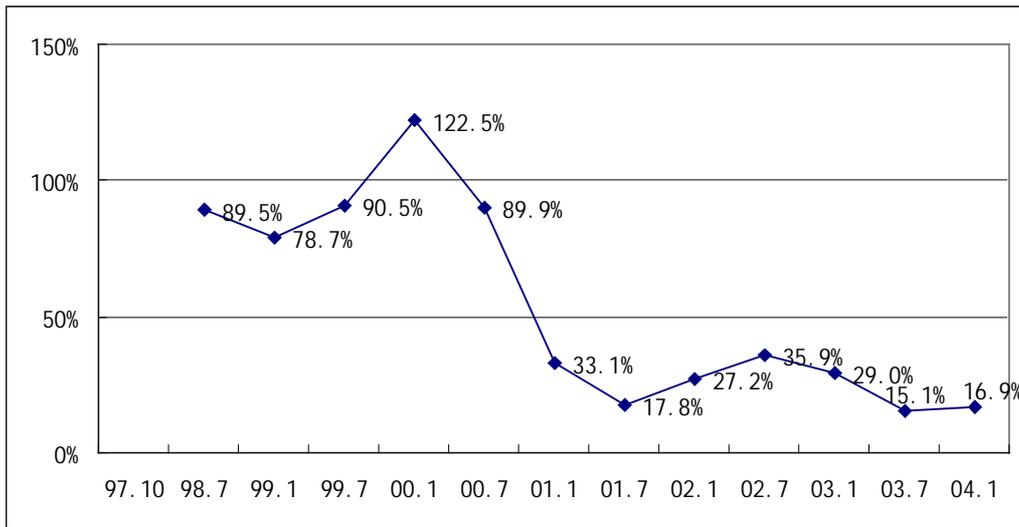
Figure 1-6 Growth rate of Internet users

The rapid growth in the Chinese Internet population is phenomenal to the world community. However, the 79.5 million users still make up only 6.2% of the total 1.3 billion - Chinese population, although the percentage is higher than the one (5.3%) we discovered 6 months ago. Internet users occupy 13.0% of the total sample surveyed – people whose age is above 6 and whom have been covered by household telecommunication, including students at school, in the entire Chinese population. Again, the number is higher than the 11% we discovered 6 months ago. It is clear that the number of Internet users in China is enormous and the speed of its growth is alarming. Nevertheless, the Chinese Internet community is still underdeveloped and there are still plenty of rooms for popularization and improvement.

3. The Number of Registry under .CN Domain

By the end of Dec.31st 2003, the number of registries under CN domain is 340,040, which is 89,389 or 35.7% more than six months ago and 89.4% more than last year.

The 2003 registry's number is 83.6 times that of the year 1997 when we had only 4,066 registries in that October. As we classify them into categories, 140,779 sites were registered under com.cn English domain, which are 19,822 or 16.4% more than six months ago. The number of Registries under edu.cn English domain is 1915, which exceeds the number we recorded six months ago by 128 or 7.2% Gov.cn English Domain has received 11,764 entries, which increases by 2436 or 26.1% over the last six

months   The total number of registries under English Domain net.cn is 16,189, grown by 2232 or 16%; English Domain org.cn acquires 7,369 registries, surpassing the figure six months ago by 1,027 or 16.2%.   English Domain registries ending with the names of administrative regions accumulate to 3,286, which is 177 or 5.7% more than 6 months ago. 666 registries were filed for English Domain ac.cn, which are 36 less than 6 months ago (Indicated in Chart 1-7).   Generally speaking, the number of registries under CN domain has been sharply increasing.

The fast growing number of registries under CN domain is reflective of the massive support given by government administration through stipulation of the favorable policies towards CN domain registry. On the other hand, it also indicates that most Units and Internet users have come to recognize the core value and benefits of the CN domain.

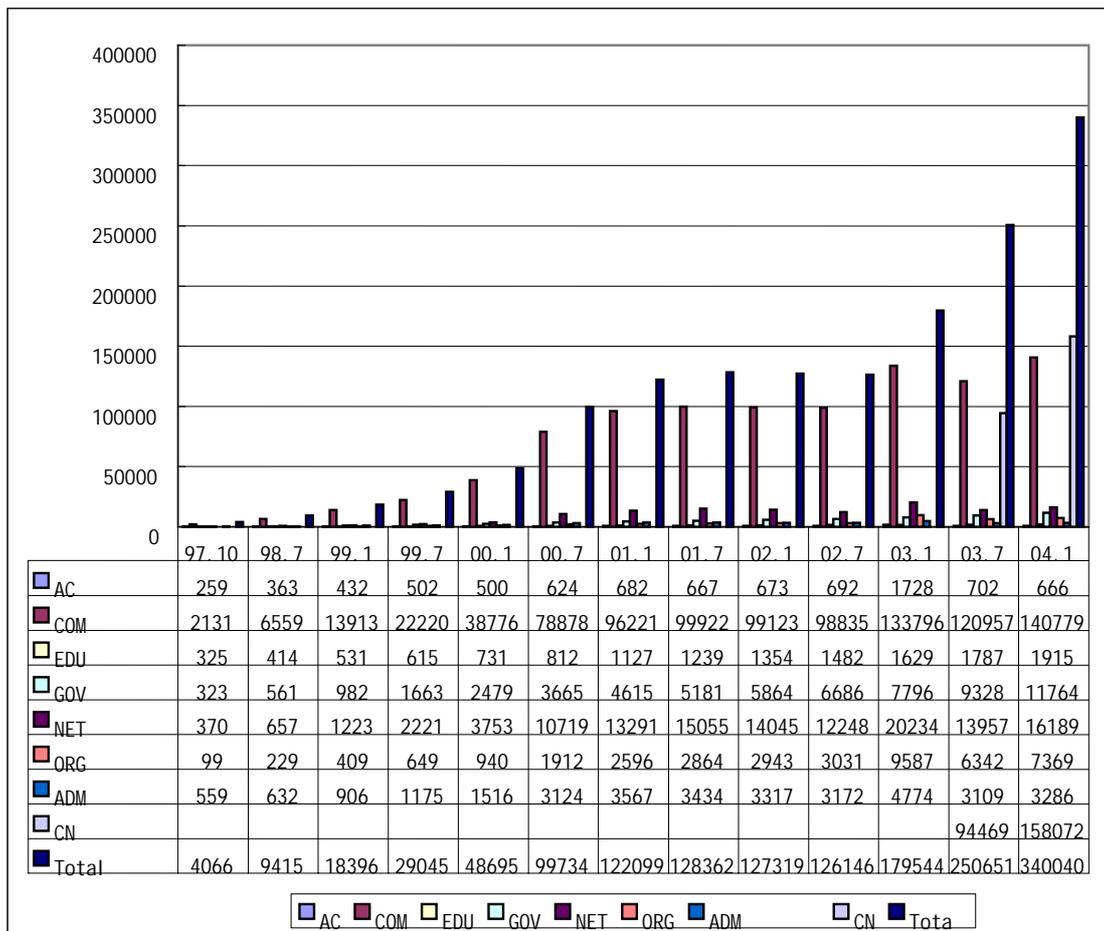|	97.10	98.7	99.1	99.7	00.1	00.7	01.1	01.7	02.1	02.7	03.1	03.7	04.1
AC	259	363	432	502	500	624	682	667	673	692	1728	702	666
COM	2131	6559	13913	22220	38776	78878	96221	99922	99123	98835	133796	120957	140779
EDU	325	414	531	615	731	812	1127	1239	1354	1482	1629	1787	1915
GOV	323	561	982	1663	2479	3665	4615	5181	5864	6686	7796	9328	11764
NET	370	657	1223	2221	3753	10719	13291	15055	14045	12248	20234	13957	16189
ORG	99	229	409	649	940	1912	2596	2864	2943	3031	9587	6342	7369
ADM	559	632	906	1175	1516	3124	3567	3434	3317	3172	4774	3109	3286
CN												94469	158072
Total	4066	9415	18396	29045	48695	99734	122099	128362	127319	126146	179544	250651	340040

Figure1-7   Domain names registered under .CN

Geographically, CN domain registers are basically located in North and East and South China, (78.3%). Registers from Northeast, Southwest and Northwest China make up only

a small proportion of the number in each survey. (as shown in Chart 1-8) The Internet development among different regions in China is somehow unbalanced.
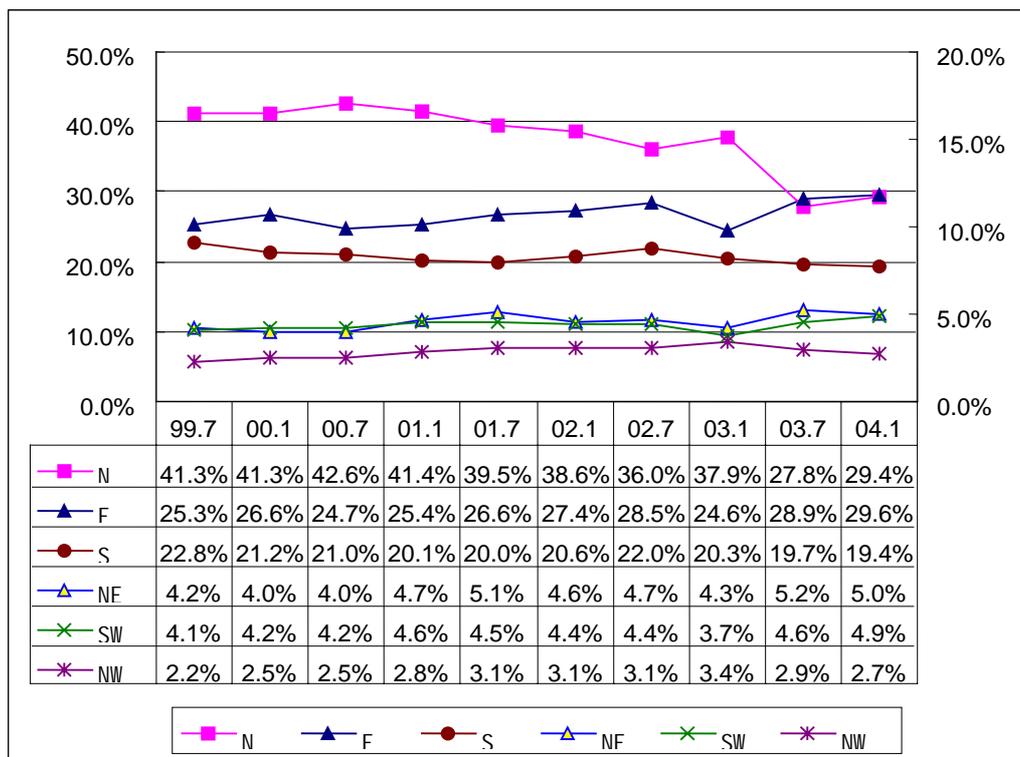
	99.7	00.1	00.7	01.1	01.7	02.1	02.7	03.1	03.7	04.1
■ N	41.3%	41.3%	42.6%	41.4%	39.5%	38.6%	36.0%	37.9%	27.8%	29.4%
▲ F	25.3%	26.6%	24.7%	25.4%	26.6%	27.4%	28.5%	24.6%	28.9%	29.6%
● S	22.8%	21.2%	21.0%	20.1%	20.0%	20.6%	22.0%	20.3%	19.7%	19.4%
△ NE	4.2%	4.0%	4.0%	4.7%	5.1%	4.6%	4.7%	4.3%	5.2%	5.0%
✕ SW	4.1%	4.2%	4.2%	4.6%	4.5%	4.4%	4.4%	3.7%	4.6%	4.9%
✳ NW	2.2%	2.5%	2.5%	2.8%	3.1%	3.1%	3.1%	3.4%	2.9%	2.7%

Figure1-8   Geographic Distribution of CN Domain Names

4. The Number of WWW Sites

By the end of year 2003, China has 595,550 WWW sites, increasing by 121,650 or 25.7% in just 6 months. The figure is 60.3% more than that of the previous year. (Indicated in Chart 1-9) The fast growing number of WWW sites also further demonstrates the sound and steady development of the Chinese Internet Industry.

When we classify the websites by their domain registry and compare the figure with what we found 6 months ago, we notice increase in nearly every domain registry categories except for the ac.cn domain. Among them, the websites under com.cn domain have reached 411,185, and increase by 69,432 or 20.3% in the last 6 months. Websites under gov.cn score 10,051 and grow by 2,175 or 27.6% over a half-year period. There are 77,692 websites under Net.cn domain, which has 17,284 or 28.6% more registries than 6 months ago. org.cn domain collects 33,913 sites, which exceeds the figure 6 months ago by 7,621 or 29.0%   2,096 websites are using names of the administrative regions as their domain. They grew over 6 month period by 190 or 10%   Compatible with the rapid

growth in number of the secondary domain registries, websites under cn domain have grown by 60,146. Their semi-annual growth rate is 70.9%, and the actual number of increase reaches 24,950.

	01.1	01.7	02.1	02.7	03.1	03.7	04.1
AC	403	486	444	453	425	469	467
COM	221988	191036	215779	232118	291323	341753	411185
GOV	3294	3398	4677	4929	6148	7876	10051
NET	31833	36168	47307	42289	54156	60408	77692
ORG	6446	8981	7200	11652	17831	26292	33913
ADM	1441	1456	1693	1772	1717	1906	2096
CN						35196	60146
Total	265405	242739	277100	293213	371600	473900	595550
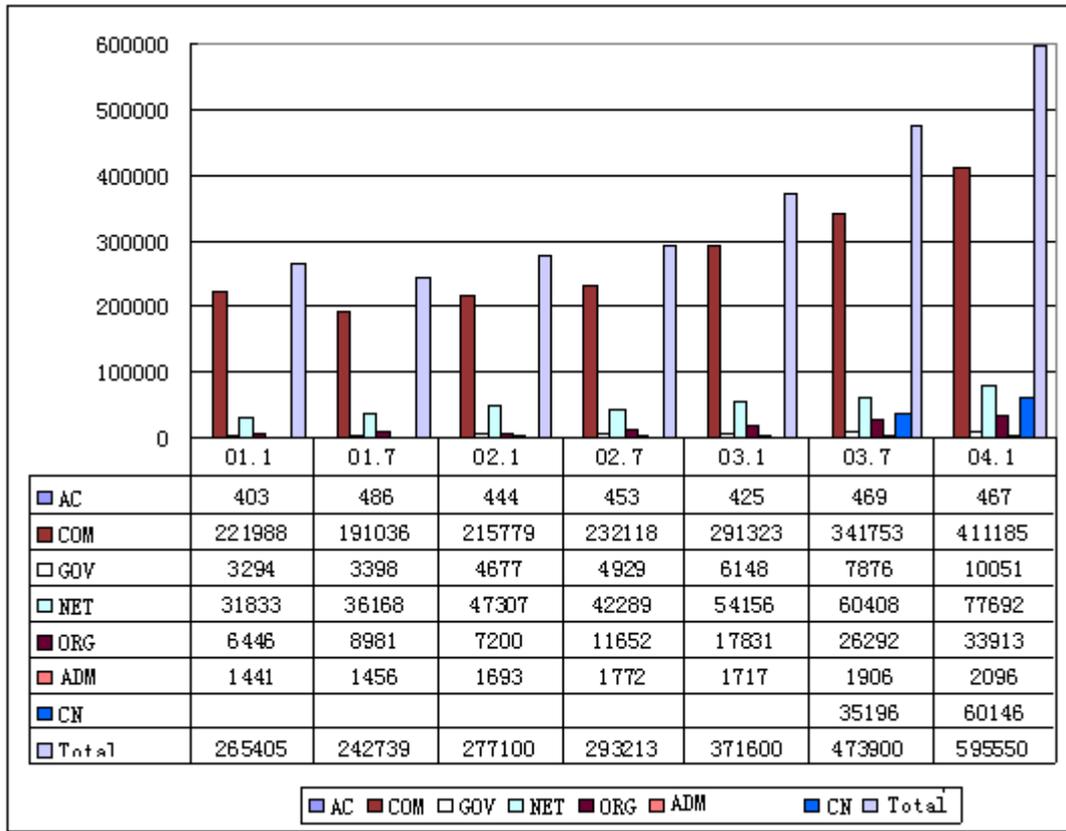
Figure1-9   The Number of WWW Sites

The geographic locations and distributions of the www. Websites registers are consistent with each of our survey's finding. 85% of the WWW. Websites registers come from North, East and South China. Although the percentage of Northeast, Southwest and Northwest registers have slightly increased, their general proportions are still much smaller than their larger counterparts. (shown in Chart 1-10) Similar to distribution pattern of CN domain registries, the distribution of websites registers has somewhat accentuated the regional difference that exists between different Chinese Regions in the development of local Internet industry.
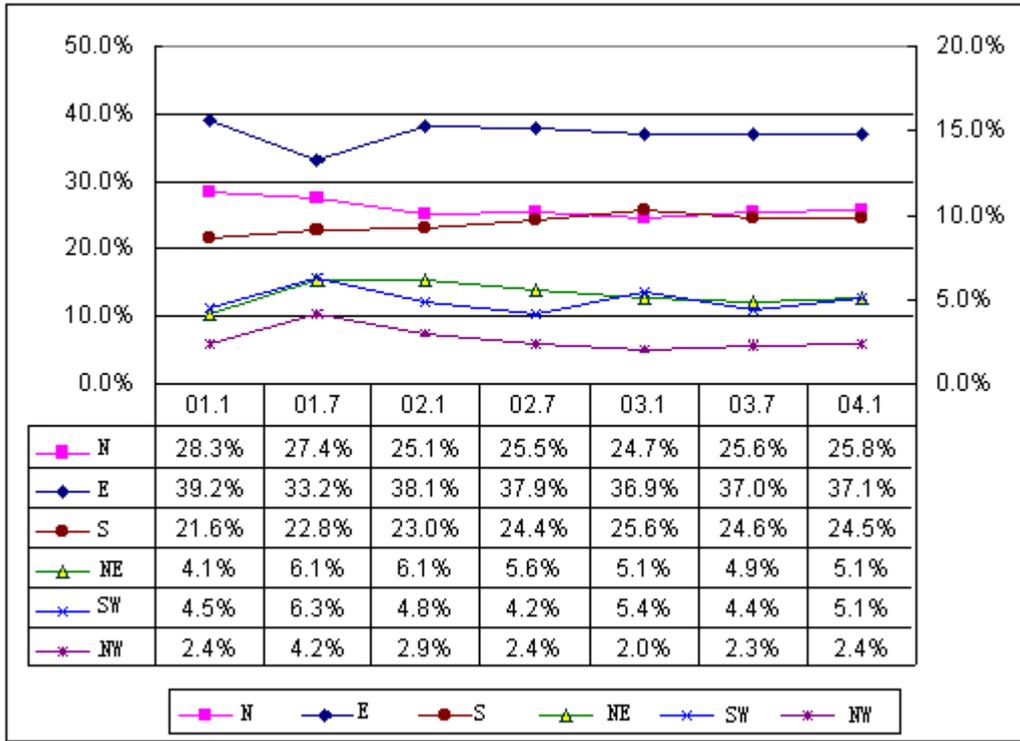
Figure1-10   Geographic distribution of WWW websites

5. International Bandwidth

By the end of 2003, the overall capacity of international Bandwidth in China reached 27,216M, increasing by 8,617 M or 46.3% over 6 months and by 190.1% over last year. Compared with that of 25.4018M in Oct. 1997, the present bandwidth is 1071.2 times of the former one. (as seen in Chart 1-11). Therefore, although the bandwidth suffers a decline in year 2002, the speed of growth is sensational.
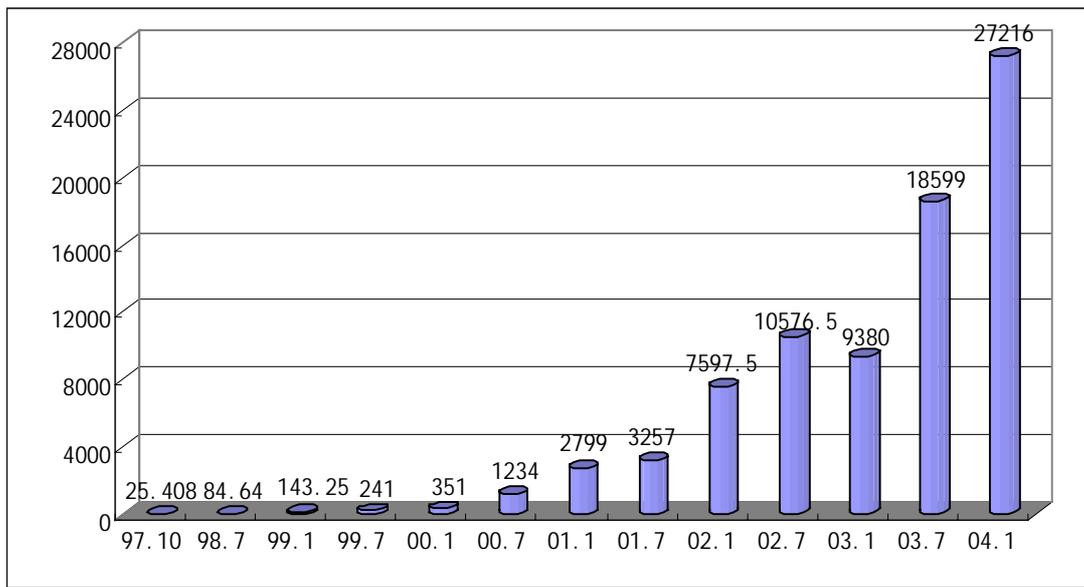
Figure1-11   International Bandwidth in China   M

6. The Number of IPv4 Address

By Dec.31st, 2003, the number of mainland IPv4 addresses has reached 41,456,128, increasing by 9,371,648 or 29.2% over the last 6 months, and growing by 42.9% over the same period last year.(Indicated in Chart1-12). Chinese IP address has been growing relatively fast in the past few years, and reaching a large scale in numbers. However, the IP addresses resource at present is still unable to satisfy the demands of Chinese Internet Operators. As the Chinese Internet populations continues to rise and the Internet application intensifies, the mismatch between the development of IP address and Chinese Internet Development will become more obvious.   Therefore, ISPs nationwide should learn as much as they can about the allocation policies of IP address, mandated by APNIC and CNNIC in order to further improve the IP address resource planning and development.
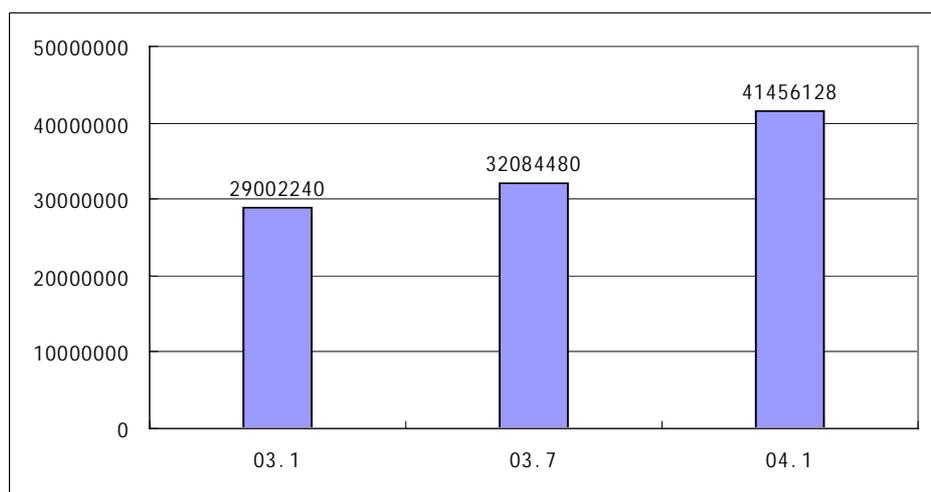
Figure1-12   The Number of IPv4 Address

Generally speaking, from analyzing the outcome of each survey finding which began in Oct.1997 and ends this year, Chinese Internet has shown tendency of growth in the number of Computer Hosts, users, registries under CN domain, www websites, IP address and bandwidth of International Bandwidth. The growth rate for Internet Users has a minor increase compared with our previous finding and the growth rates for Computer Hosts suffer a minor decrease. The numbers of registries under CN domain, www sites and bandwidth for international bandwidth have all been incremental.   The number of IP address has reached a considerable scale. However, viewed from a

geographical perspective, the regional differences exist in their distribution. All these demonstrate the rapid growth of Chinese Internet Development but there is still much room for improvement. As government and various sectors work together to build up the Internet infrastructure, we are convinced that more Internet services will be available, which will stress on the diversification and utilization of the Internet application. China's internet is committed to a faster and more rational development.

II. The Demographics of China's Internet Users

Chinese Internet population has steadily grown from 68 million to 79.5 million in the last six months and the number is continuously rising. As Internet become more and more popular, the users' profile has also been changing accordingly. In order to better understand the trends of the Internet's development and identify the Internet users, we have investigated demographic features of the Chinese Internet users.

1. User's Gender

The 13th CNNIC survey indicates that 60.4% of the Chinese Internet Users' are male while the percentage of female users is 39.6%.(shown in Chart 2-1) Male users still make up a larger proportion in the Internet population.
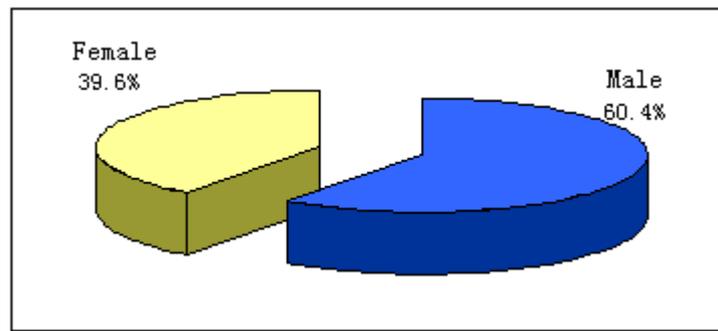
Figure2-1   User's Gender

The ratios of male and female users in the entire population have remained basically unchanged for the last six months. In fact, the proportion have maintained at a level of 3:2 for the past 2 years. Male users have reached 48.01 million and increased by 7.15 million or 17.5% in the last six months. Female users count 31.84 million, which is an increment of 4.35 million or 16% over the last six months.(indicated in chart 2-3) View from demographic popularity, male users occupies 7.3% of the total number of men in Chinese population while female users occupies 5.0% of the women in the entire population.
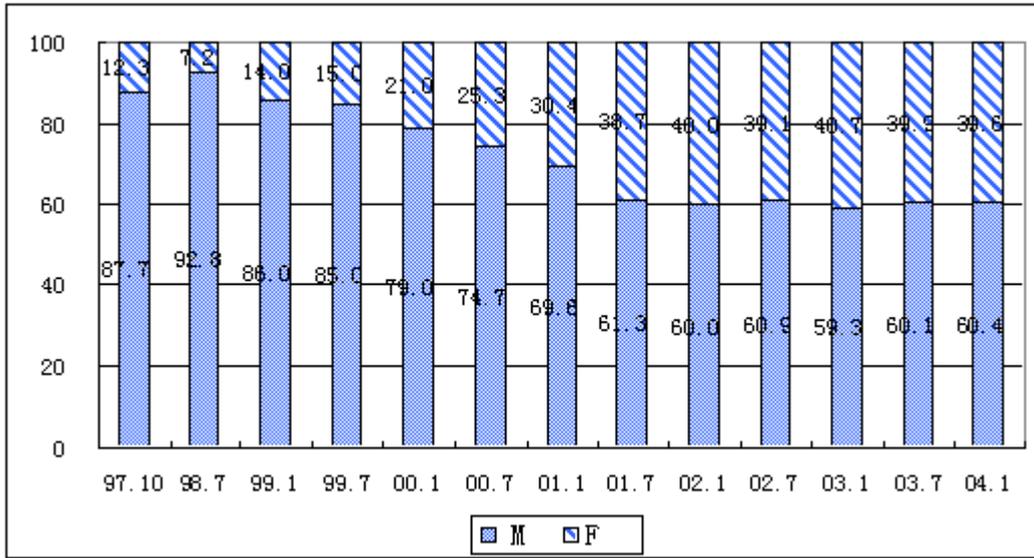
Figure2-2　Proportion of Internet users in Gender　%
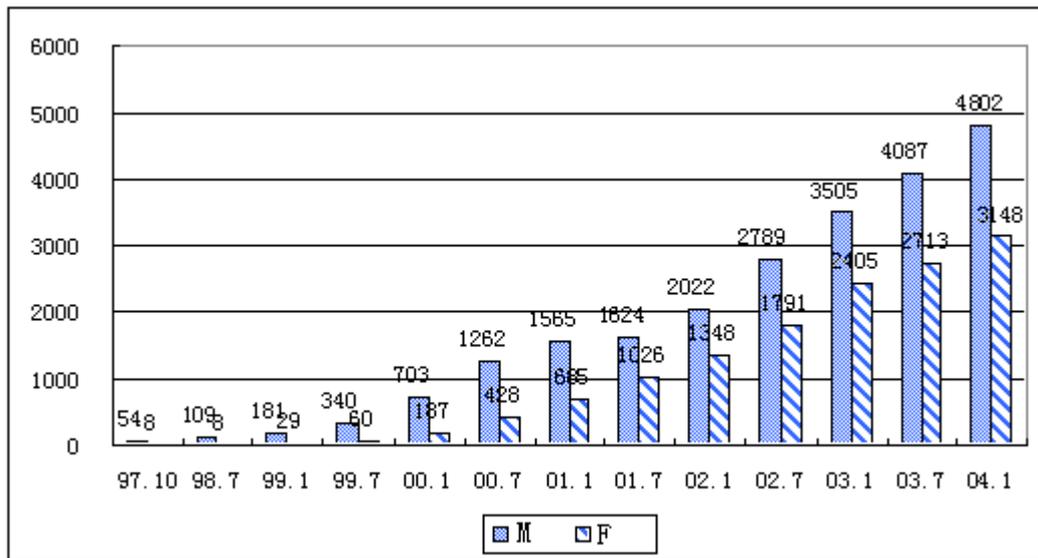
Figure2-3　Number of Internet users in Gender　in ten thousand

2. Users' Marital Status

The 13th CNNIC Survey indicates that 56.8% of the users are unmarried while 43.2% of the users are married. (Shown in chart 2-4) Unmarried users are still the majority of the Chinese Internet population. This is somehow inconsistent with the fact that married couples are the majorities of the Chinese population.
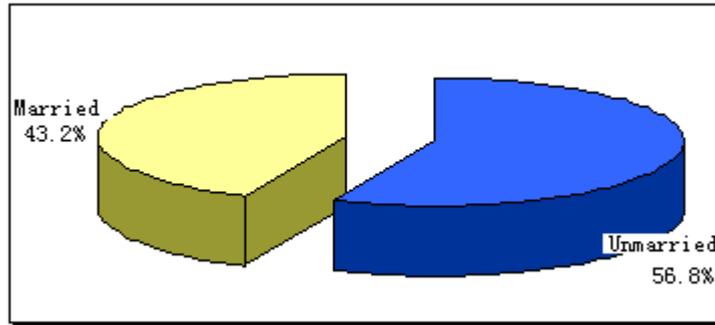
Figure2-4   Users' Marital Status

Compared with 6 months ago, the ratio of married users has increased by 2.9%, and the percentage of unmarried users has declined. (Indicated in chart 2-5). Looking at the precise figure, unmarried users have reached 45.16 million, and increase by 4.56 million or 11.2% over last six months while married users equal 34.34 million, adding 6.94 million or 25.3% in the same period. (Shown in chart 2-6)   The speed of growth is obviously higher for married users than the unmarried ones in the previous six-months.
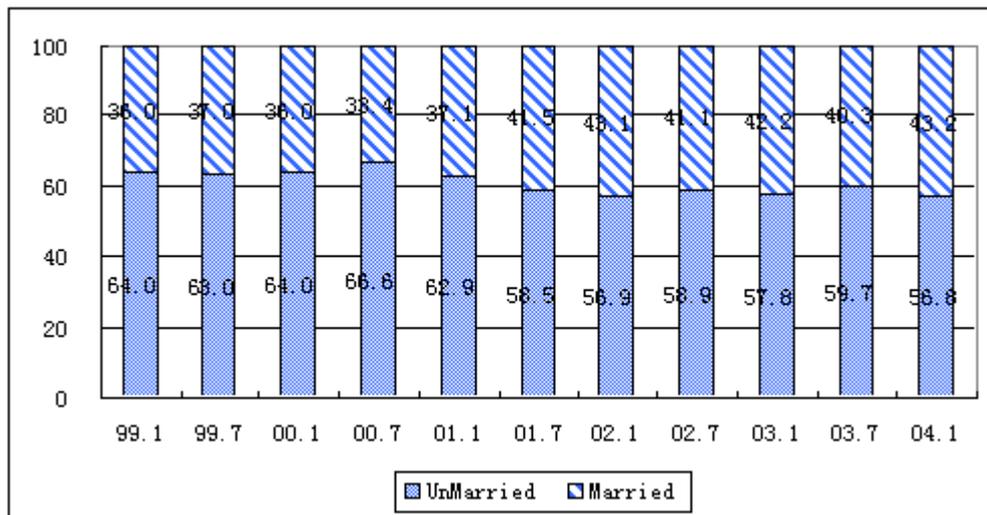
Figure2-5   Users' Marital Status in Resent Years   %
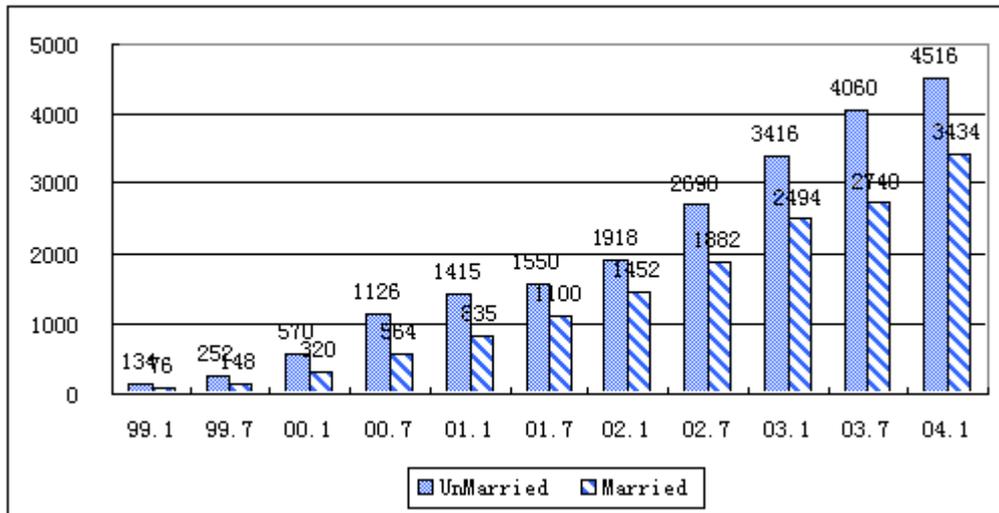
Figure2-6　Users' Marital Status in Resent Years　in ten thousand

3.　Users' Age

The 13th CNNIC Survey indicates the highest proportion (34.1%) of users is young people between 18-24 years old. The second largest (18.8%) group of users are under 18 and those (17.2%) between 25 to 30. The age group above 30 years old sees a continuous decline in the percentage as users get older: users age between 31-35 make up 12.1%, users age between 36-40 occupy 7.6%　users age between 41-50 accounts for 6.4%. There is also 3.8% of users whose age are above 50 years old.　Seen in Chart 2-7　82.2% of all Users are age 35 or under　while 17.8% of all users are 35 above. Demographically, Chinese users are relatively young.
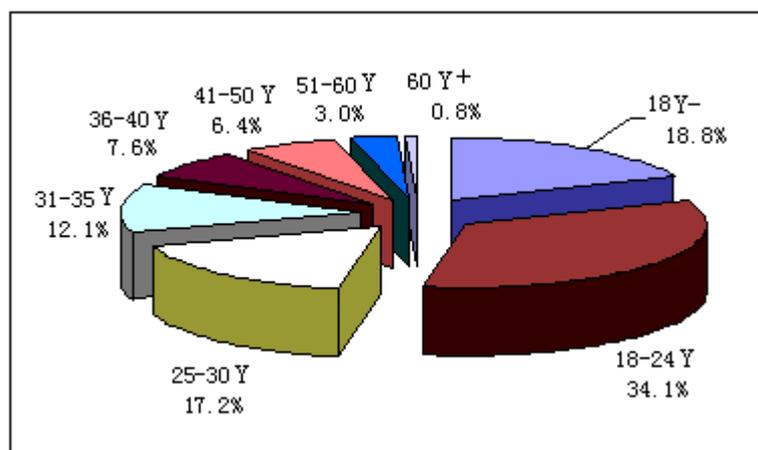
Figure2-7　Users' Age

Unexceptionally, every survey indicates that young people age between 18-24 make up the largest proportion of users and they lead other age groups by far. However, the latest survey shows that the primary proportion of teenage users has declined, compensated

by the rise of other age groups. There is now 17.8% of Users whose age are above 35 and the percentage has grown 1.5 in six months. The precise number of users reaches 14.15 million, increasing by 2.79 million or 24.6%. 65.35 million users are under 35, growing by 8.34 million or 14.8%. (Shown in Chart 2-9 & 2-10). During the last 6 months,
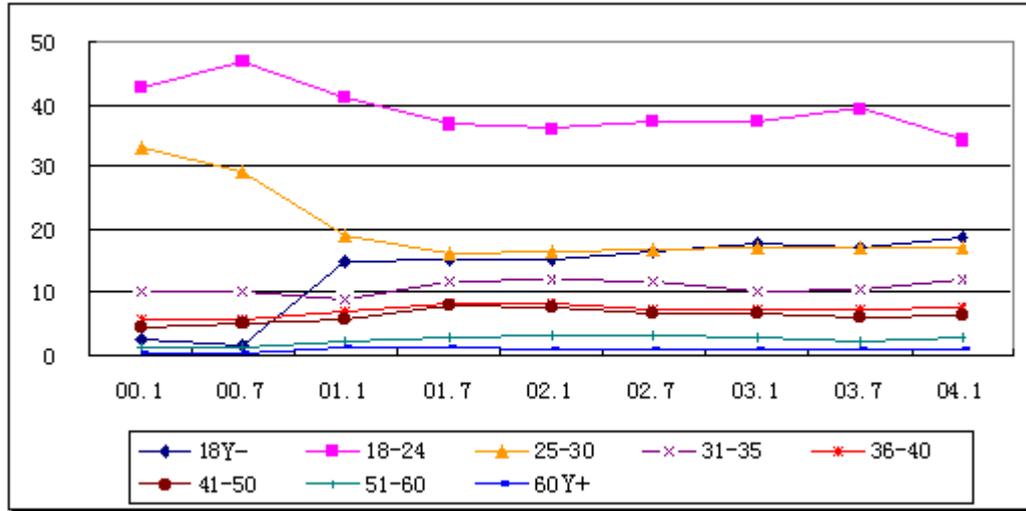
the speed of growth is faster for user age 35 above than those whose age 35 under.

Figure2-8   Distribution of user's age   %
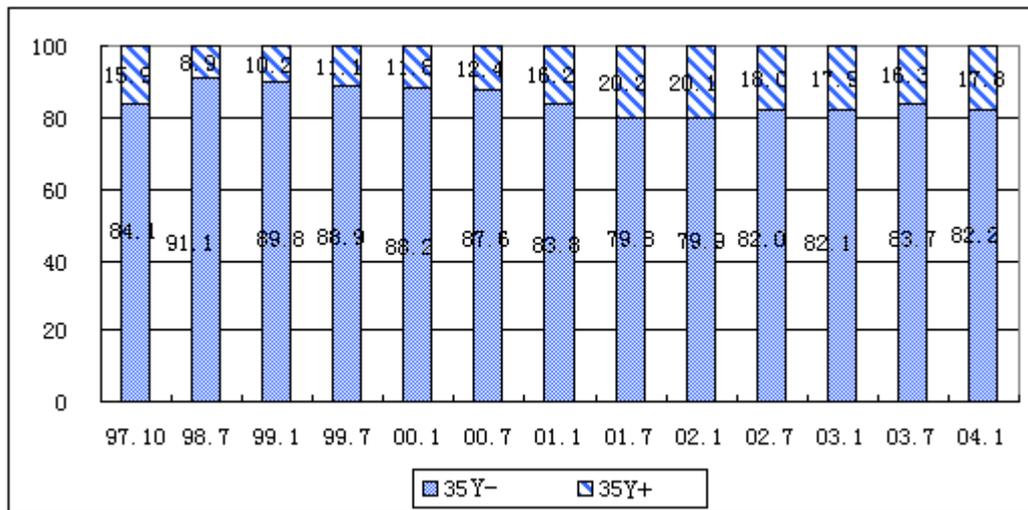
Figure2-9   Distribution of users in different age   %
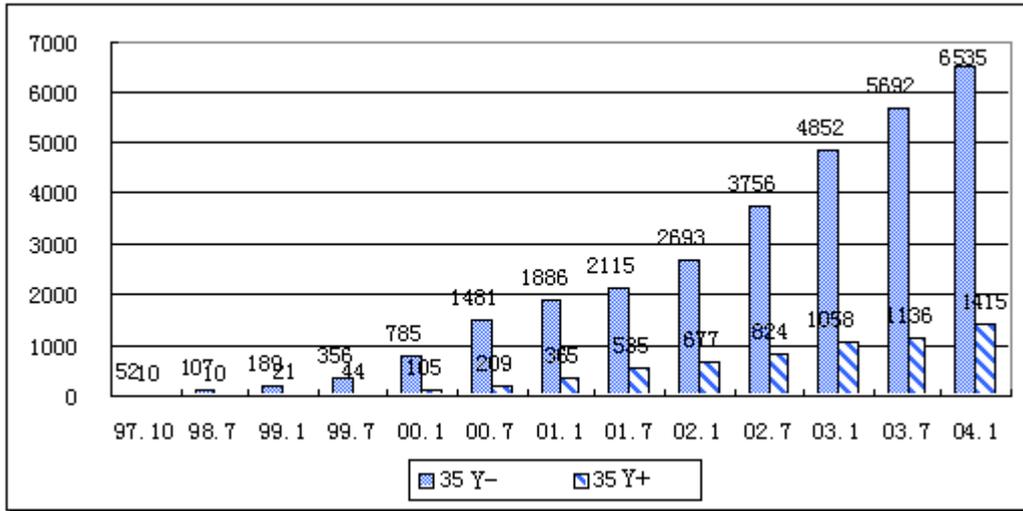
Figure2-10   Distribution of users in different age   in ten thousand

4. Users' Education

The 13th CNNIC report shows that the largest proportion (29.3%)of Chinese Internet users receive no further education than high school (or secondary technical school). Community College users report 27.4% and university users account for 27.1%. 29.8% of users holds undergraduate degree or above, and those who hold degree inferior make up the rest 70.2%. (Seen in Chart 2-11). Most users receive lesser than university education.
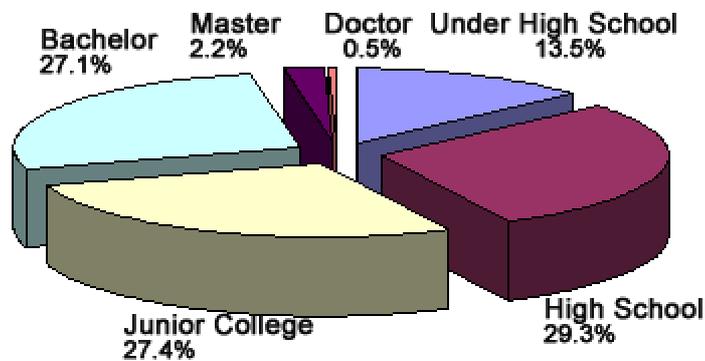
Figure2-11   Users' Education

Compared with the figure six months ago, there is an increase of 1.7% in the number of users who receive undergraduate degree or above, reaching 29.8%. The precise number of users who attend university is 23.69 million, increased by 4.58 million or 24% for the last 6 months. (Shown in 2-12 and 2-13) The precise number of users who receive lesser degree than undergraduate is 55.81 million, grown by 6.92 million or 14.2% semi-annually. During the last 6 months, the growth rate is slightly higher for university

students than those who receive lesser education.
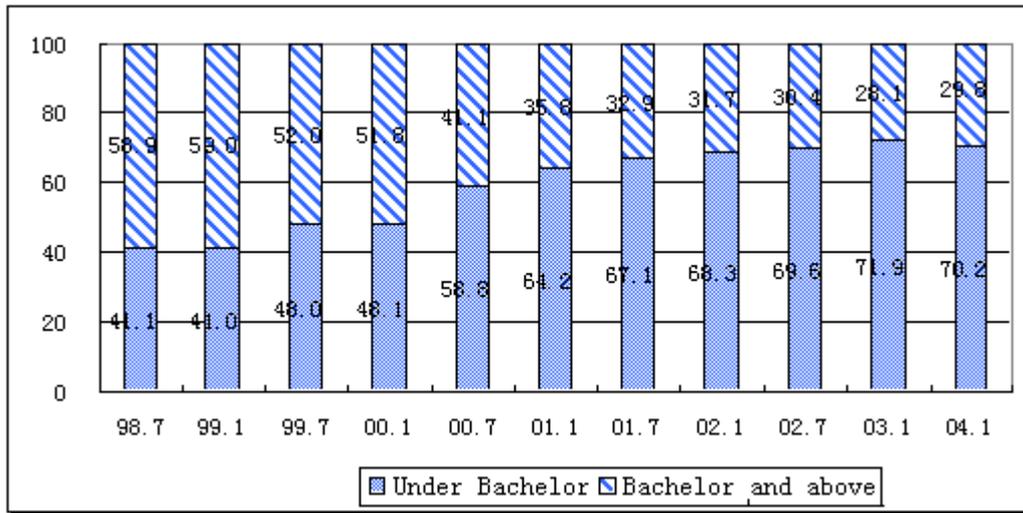
Figure2-12　Distribution of users' educational degree　％
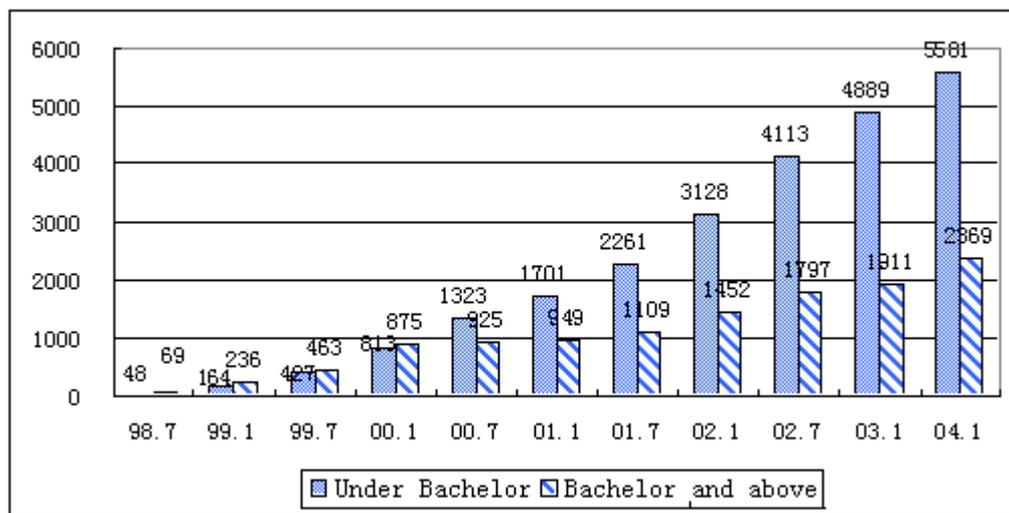
Figure2-13　Distribution of users' educational degree　in ten thousand

5. Users' Monthly Income

The 13th CNNIC report reveals that the monthly income of most Chinese users (34.2%) is less than 500 RMB. The percentage of users earning RMB 1001-1500 and RMB 501-1000 are 16.5% and 15.6% respectively. 11.3% of users has monthly income between RMB 1501-2000. People who receive RMB 2000 or above monthly make up 22.4% of all users.(Shown in Chart 2-14).Apparently, low-income users are the main body of Internet population. The income structure of users is largely caused by the fact that most users are teenagers and students, who are supported by parents.
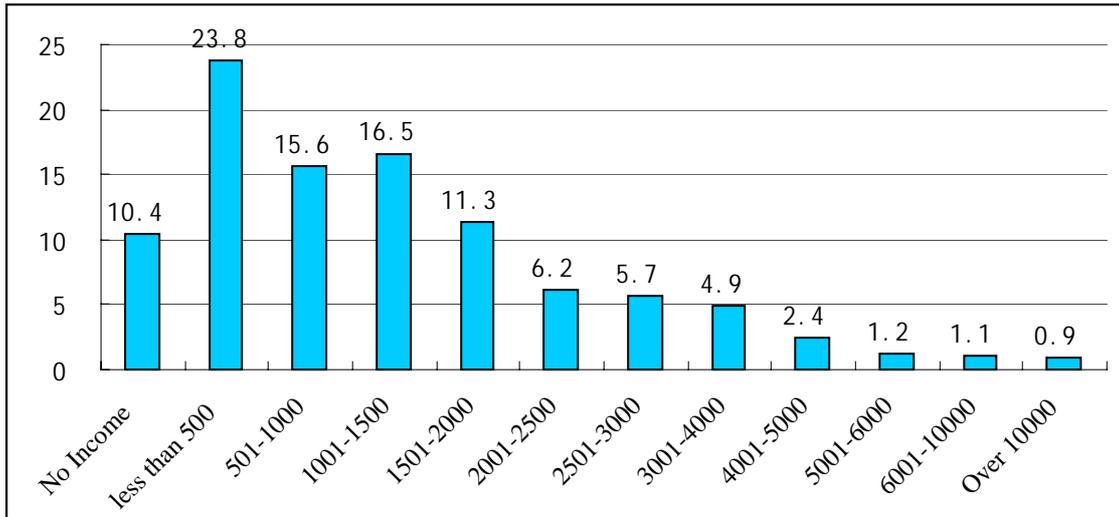
Figure2-14　Users' Monthly Income　%

Compared with 6 months ago, the percentage of users who receive no income goes down sharply from 19.5% to 10.4%. The percentage of users with personal monthly income higher than RMB 2000 increases by 6.7%, reaching 22.4%. The precise figure of users with monthly income less than RMB 2000 have grown from 57.32 million to 61.69 million, growing 7.6%　users earning more than RMB 2000 per month have gone from 10.68 million to 17.81 million　increasing 66.8% in the last 6 months.　illustrated by chart 2-15 and chart 2-16　. The minor increase of user's monthly income level may be attributed to the increment of the married users and older users (age 35 above) in the entire internet population.
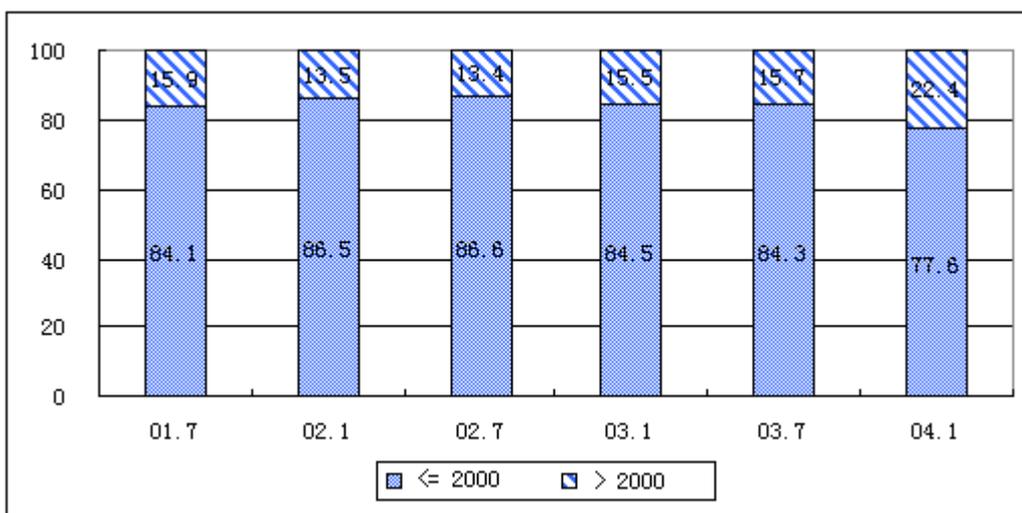
Figure2-15　Users' Monthly Income　%
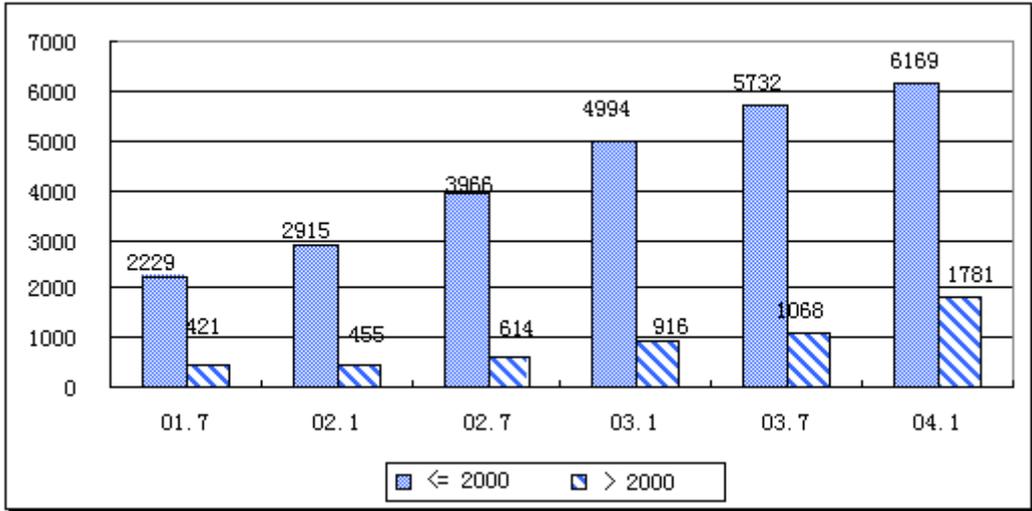
Figure2-16　Users' Monthly Income　in ten thousand

6. User' Occupation

The 13th CNNIC report indicates that, student makes up the highest proportion of users (29.2%), while the second largest group of users is technician. 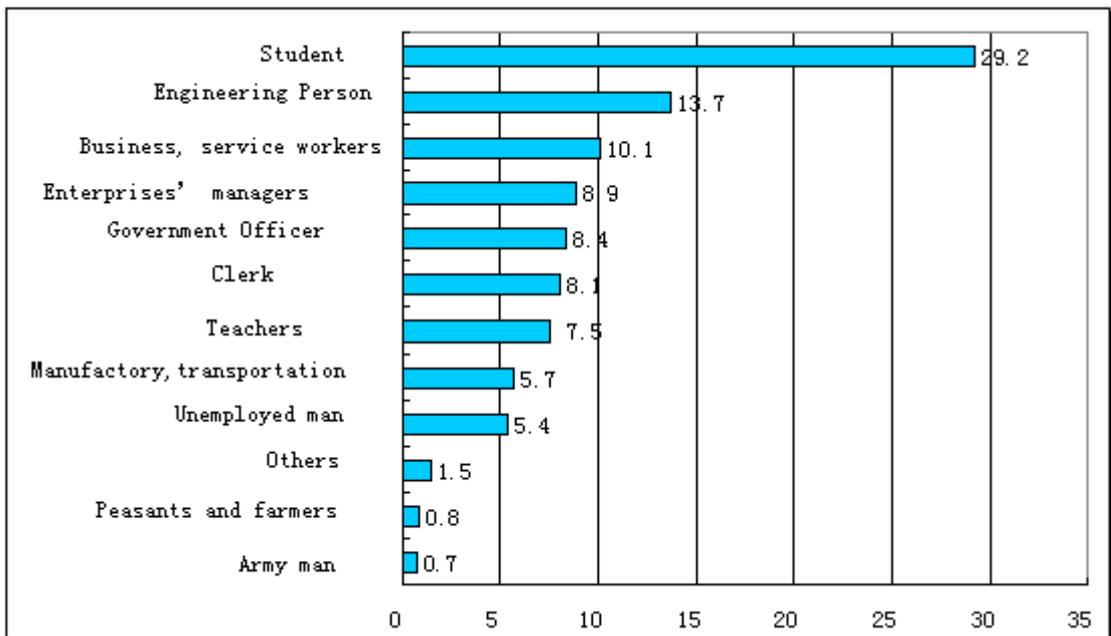The rankings were then followed by people who engage in business and service sectors (10.1%). The percentages of users who work as staff in State-owned-enterprises or federal employees in government agencies or party-organizations, assistants and executives are 8.9%, 8.4% and 8.1% respectively. The users who engage in forestry, farming, herding and fishery and military occupy lesser than 1% of the total Internet population.　Seen Chart 2-17

Figure2-17　User' Occupation (%)

The percentages for users who work as staff in State-owned-enterprises or federal employees in government agencies or party-organizations, assistants and executives as well as those who engage in business and service sectors have all increased while the percentages go down for students and technicians.(see chart2-18 ． The precise number of increase for federal employees is 1.24 million, which is an increase of 22.8% over the last 6 months　users in state-owned enterprises increase 1.71 million, grown by 31.8% users in business and service sectors increase by 1.84 million or 29.7%　80,000 more technician users were recorded　growing 0.7%　students increase 2.74 million or 13.4%

Seen Chart 2-19　　Users occupations have become more diversified.
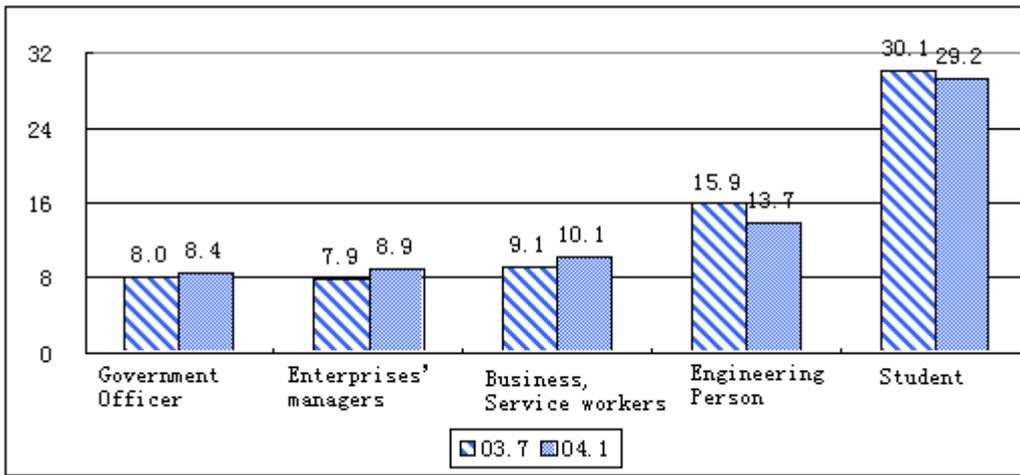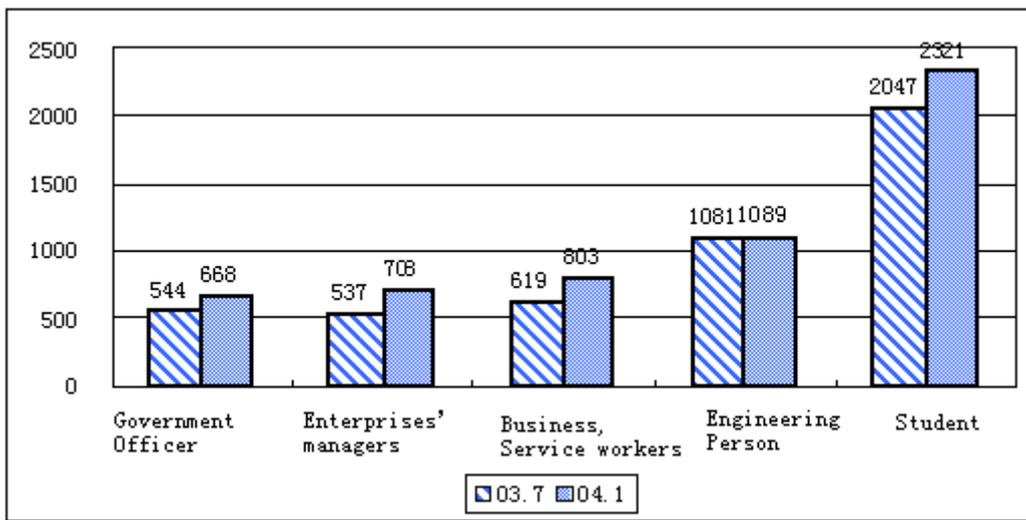

Figure2-18　User' main Occupation in resent two surveys　%

Figure2-19　User' main Occupation in resent two surveys　in ten thousand

7. Users' Vocation

The 13th CNNIC survey has shown that among all users, most of them (12.8%) engage in the manufacturing business, while some work in schools 12.7% , public administration and social organizations 12.4% . A number of users also work in IT industry, reaching 10.2% of the totals Indicated in Chart 2-20
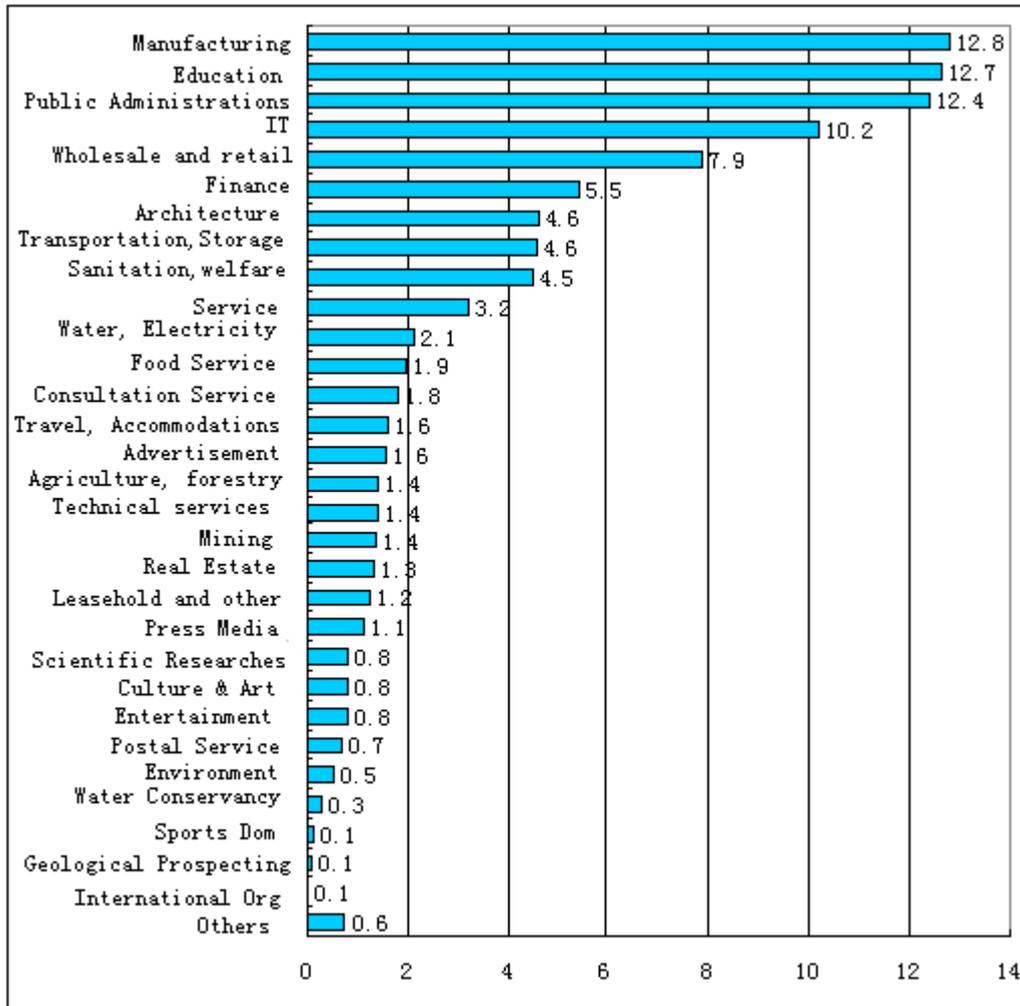

Figure2-20 Users' Vocation %

The ranking of education sectors has come down to 2nd while the proportions of public administration and social organization, IT industry, manufacturing and construction business have all increased. (Indicated in Chart 2-21 In precise number, the users who work for public administration and social organization have gone up 1.22 million or 23.6% users who work in IT industry increase by 1.16 million or 28.4% users who engage in manufacturing has grown by 1.33 million or 25.3% those who work in construction sectors has increased by 640,000 with the growth rate of 37% illustrated by Chart 2-22
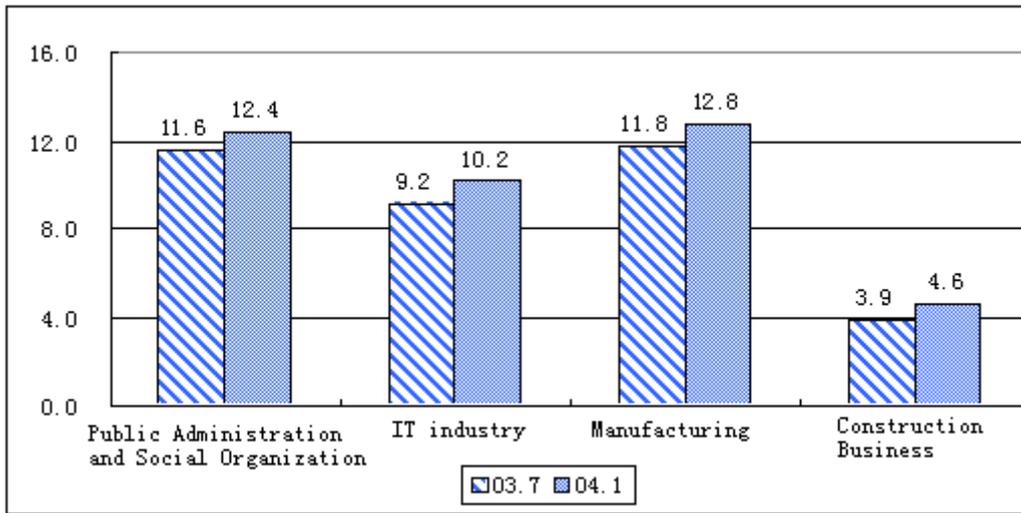
Figure2-21　Users' main Vocation in resent two surveys　%

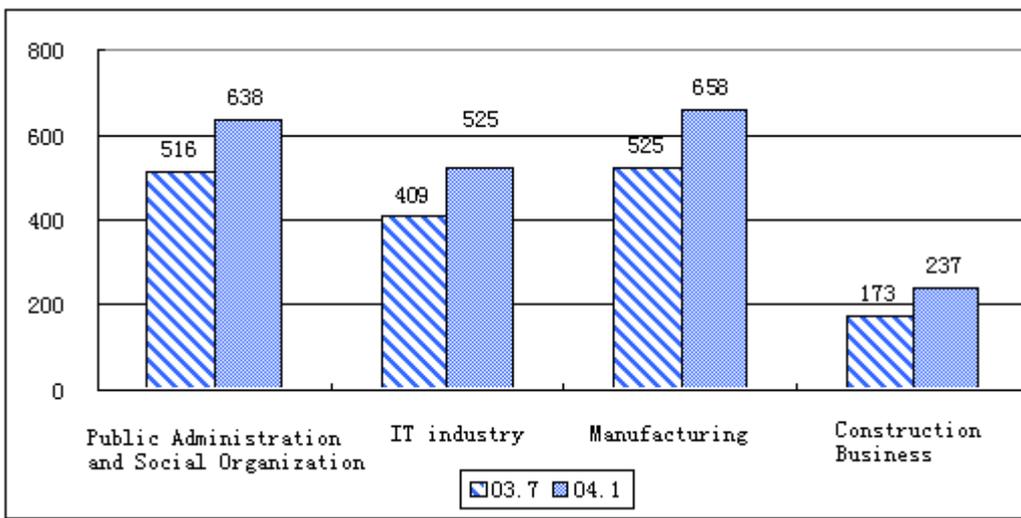

Figure2-22　Users' main Vocation in resent two surveys　in ten thousand

In summary, although the majority of users are still young single male whose age are under 35 years old, the number of singe female users who are under 35 have also shown the tendency for growth. Low income users who receive lesser than university educations still make up the largest proportion of users. However, the proportions of undergraduate users and those whose monthly income exceeding 2000 RMB have slightly increased in the last 6 months. Users are still mostly students and technicians and their numbers are higher than users with other occupations, but their proportions both have declined. Manufacturing, education as well as public administration and social organization, IT industry is the main fields users work in. The user's structural characteristics tend to be more balanced and rational than that of six months ago.

III. Users' Approach of Internet Access

The progress of technology and the development of Internet usage lead to the expansion and changes of places, equipments as well as the ways of getting on line. A more in-depth analysis of CNNIC's research findings will draw us a clearer picture of netizens' approaches of getting on line so as to help us better understand the status quo of Internet development in China.

1. Location

CNNIC's 13th survey show that 66.1% of netizens log on at home, 43.6% of them get on line at their companies, and besides, they also go to Internet café and Internet training center(20.3%), schools (18.4%) and public library (0.5%) for Internet access. 0.6% of them use wireless Internet access without fixed location (Please refer to Chart 3-1). We can see that the primary place of Internet access is at home.
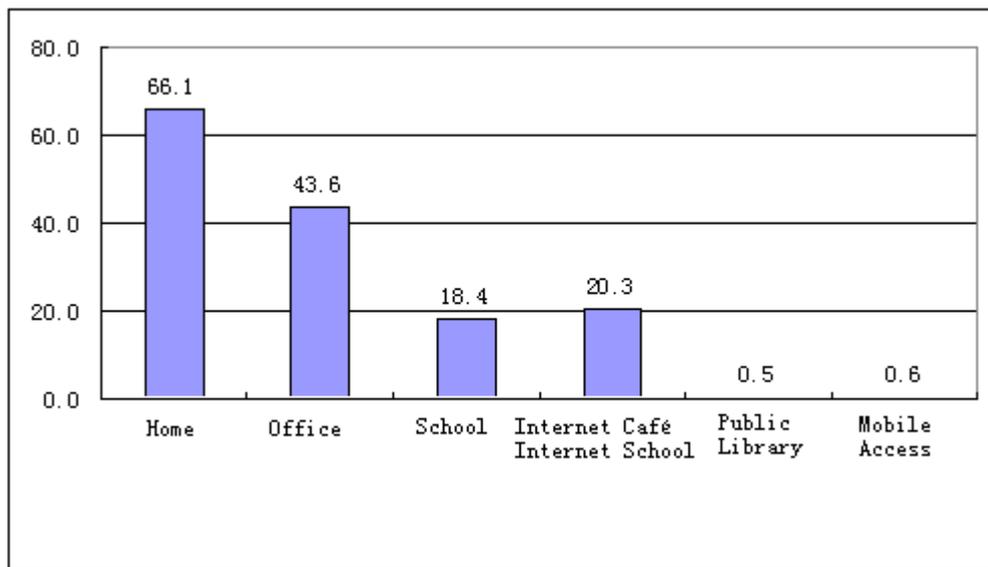

Figure3-1   logon locations   %

Comparison of statistics in CNNIC's recent surveys (Chart 3-2, 3-3) show that the percentage of Users getting on line at home keeps steadily going up; and meanwhile, the percentage using Internet in company slowly increase as well (from 42.5%. 43.0% to 43.6%)in the latest two surveys. The percentage using Internet at school takes a slight decrease though (from 20.2%. 22.6% to 18.4%) compared to that in the previous two surveys. The percentage using Internet Café for Internet access increases a little (from 19.4%. 18.1% to 20.3%). The change of percentages in other places is insignificant. This

indicate, on the one hand, that the prevalence of home PC, community broadband construction as well as the reduce of usage cost have lured more and more families into the Internet, making home the primary venue of Internet access, and on the other hand, to a certain extend, the further development of informationization in China is enrich people's channels of online access and improving the conditions and make Internet usage more convenient.
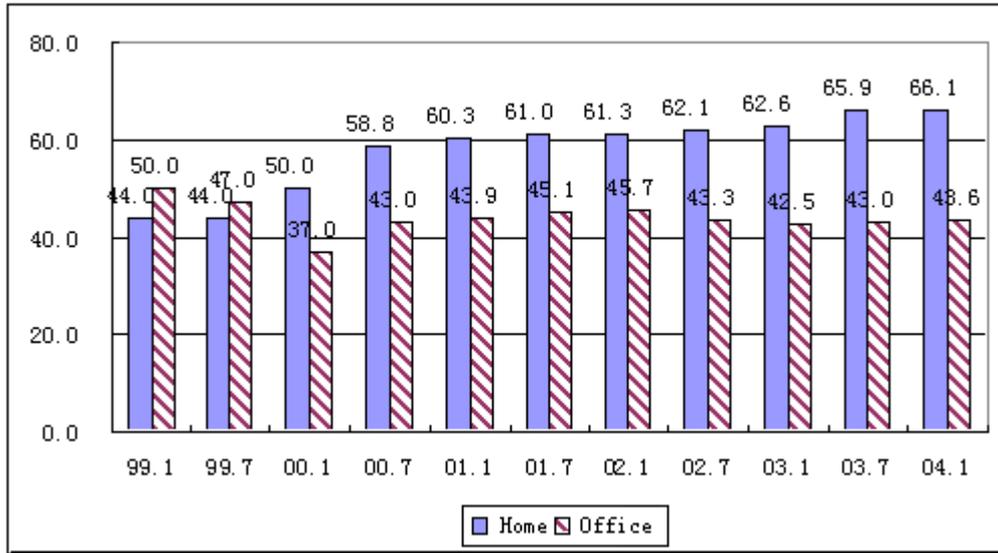

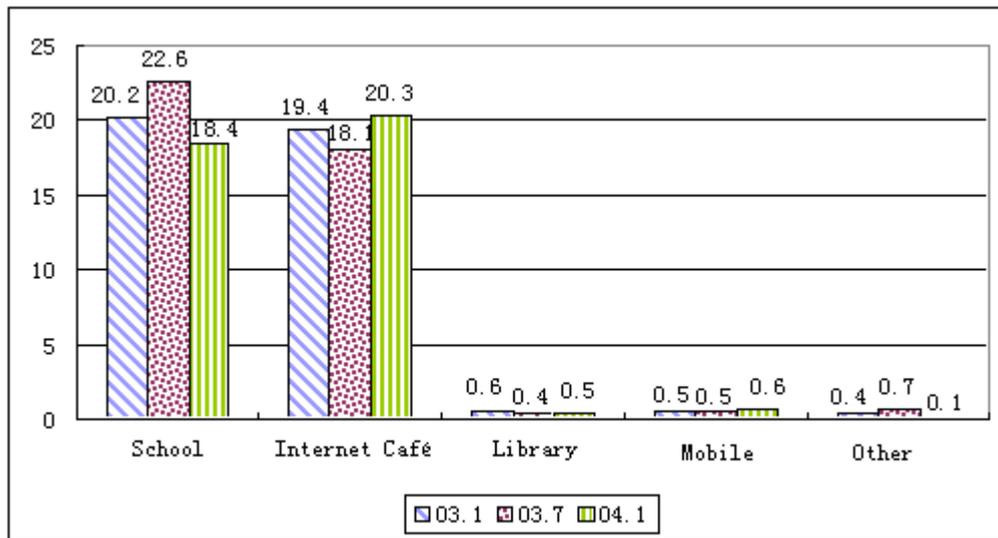Figure3-2　Proportion of logon locations – at home/ in the office　%

Chart 3-3 Proportion of logon locations - in school, Internet café, etc. in resent three

surveys　(%)

2. Internet Accessing Facilities

The 13th CNNIC survey finds that 96.3% of Users using desktops while as 13.1% of them

using lap tops for Internet access. Desktop computer is the main type of facility for Internet access, but some people also make usage of mobile terminals or informationalized electrical appliances at the same time.

The figure is 340,000 larger than that of have a year ago, growing rate being 18.9%, and is a 39.5% increase compared to that of same time last year (see Chart 3-4). And the number of this group (using mobile terminals and informationalized electrical appliances as well as a regular computer) is gradually increasing, according to CNNIC's recent surveys. The number now grows to 2,140,000 from 200,000 in January 2000, an increase of 1,940,000 within four years. So although majority of people using a regular computer to get on line, the number of those applying new log-on facility is getting up, and we can see more and more varieties in facility for Internet access.
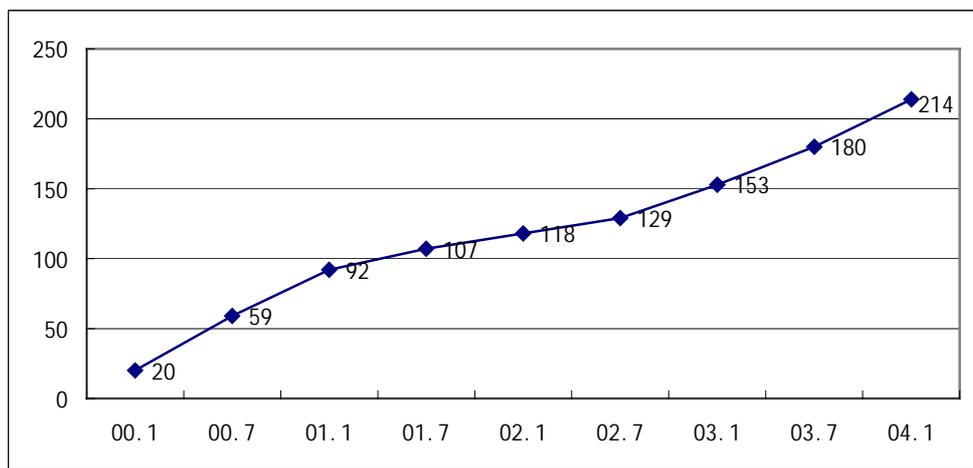

Figure3-4   Number of users who use other Internet accessing facilities   in ten

thousand

3.   Ways of Internet Access

The number of people using Internet in different fashions and the number of Computer Host with different accesses can reveal the ways of Internet connection.

Among the 79.5 million Internet users in China, according to the 13th CNNIC survey, 26.6 million are leased line users, 49.16 million are dial-up connection users, ISDN users total 5.52 million and broad band users add up to 17.4 million (refer to Chart 3-5). And among the 30.89 million computers with Internet access, 5.95 million are connected to the Internet with leased lines; 19.45 million are with dial-up connection, and 5.49 million using other connections (see Chart 3-6). Both statistics of users and on-line computers

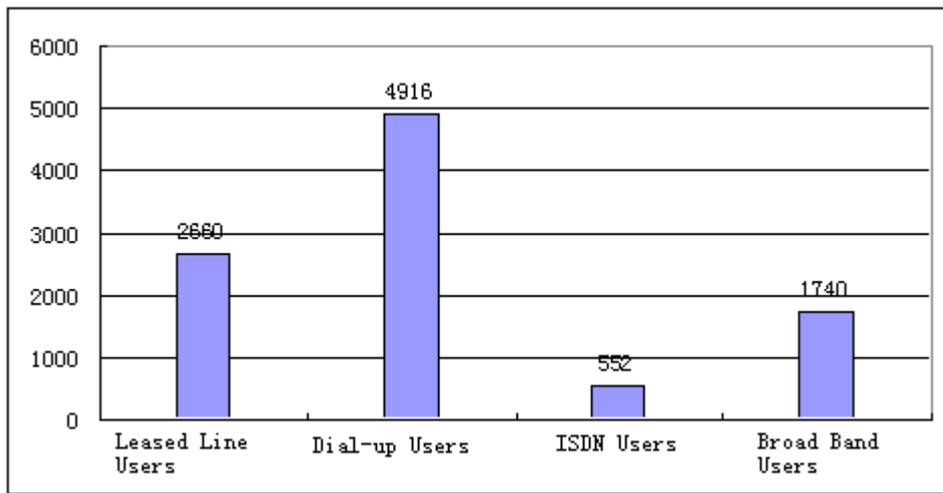indicate that dial-up is the major way of Internet connection so far.

Figure3-5 Different accessing methods users   in ten thousand
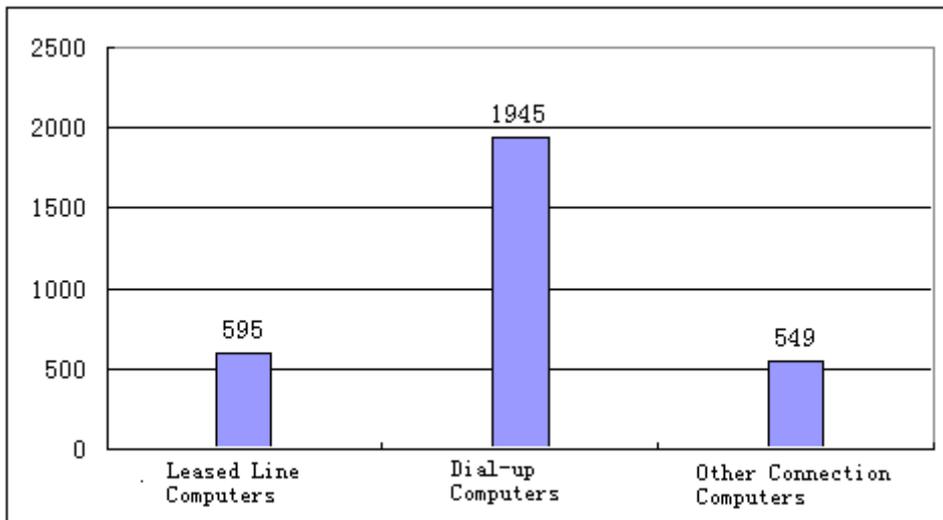

Figure3-6 Computer hosts in different connecting ways   in ten thousand

The statistics in recent surveys by CNNIC tell that, compared to the figures in the previous survey, the number of leased line users increases by 3.18 million within half a year, and it creases by 6.37 million compared to the figure of the same time last year; the number of dial-up users increase by 4.15 million in the previous half year and increases by 8.36 million compared to that of the same time last year; the number of ISDN users increases by 0.62 million within half a year compared to the figures in the previous survey, and it creases by 1.20 million compared to the figure of the same time last year; the number of broad band users increase by 7.60 million in the previous half year and increases by 10.80 million compared to that of the same time last year(see Chart 3-7).

We can see that leading position has always been taken by dial-up connection and the number of its users on the fast rise, and meanwhile, the number of leased line, ISDN and broad band users also show a tendency of rapid rise, especially the umber of broad band uses.
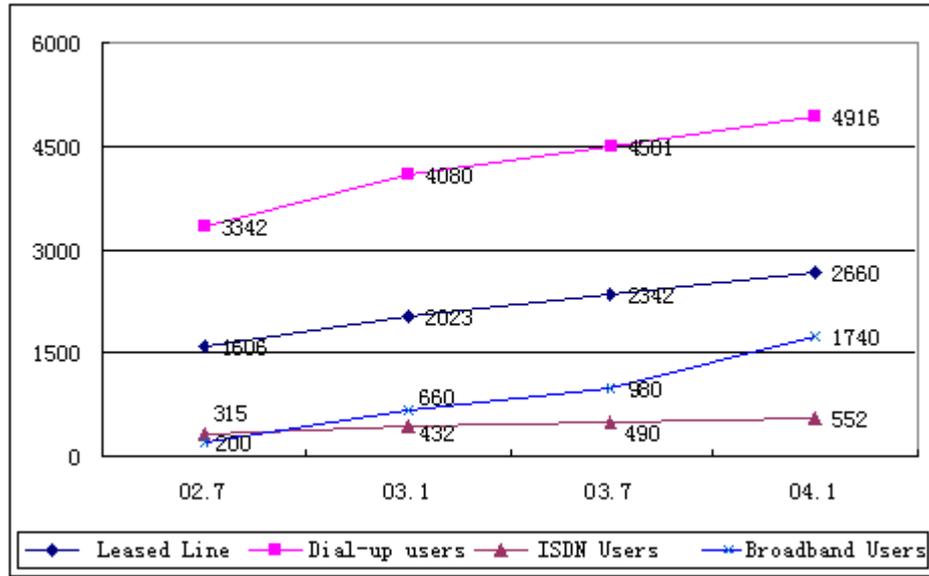

Figure3-7 Users of different connecting ways in resent four surveys   in ten thousand

In regard to computers with Internet connection, compared to the figures in the previous survey, the number of computers with leased line connection increases by 0.8 million within half a year, and it creases by 1.92 million compared to the figure of the same time last year; the number of computers with dial-up connection increases by 2.06 million in the previous half year and increases by 4.65 million compared to that of the same time last year; the number of computers with other connections increases by 2.31 million in the previous half year and increases by 3.49 million compared to that of the same time last year(refer to Chart 3-8). Obviously, while dial-up connections maintain its leading position and the number of computers with this type of connection increase rapidly, the number of computers with leased line and other connections are rising quite fast, too.
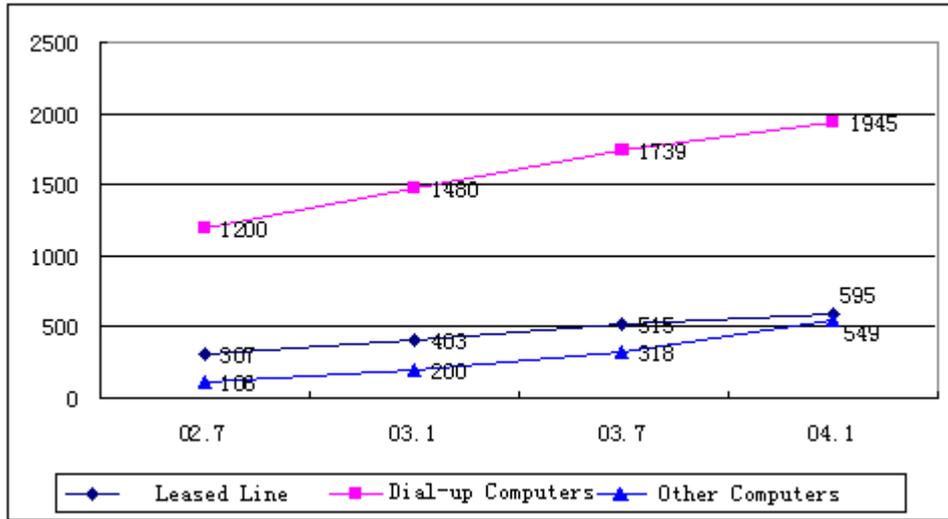
Figure3-8 Computer hosts of different connecting ways in resent four surveys   in ten

thousand

Judging from the surveys conducted previously, in terms of the growth rate of users, leased line users has increased by 13.6%, lower than the growth rates, 26.0% and 15.8% seen in the last 2 previous surveys   Dial-up users have increased by 9.2%   which is a decline, compared with the previous figures 22.1% and 10.3%   ISDN users have grown by 12.7%, a decrease from the previous 37.1% and 13.4%   Broadband users have increased by 77.6%, it's an increase from the 48.5% collected in the last survey   but still far from the 230% growth seen in the same period last year. as seen in 3-9 although the numbers of users using different mode of connections have all enjoyed various degree of increases, but we can still notice, that the growth rates of users using leased line and ISDN connections as well as broadband connection are higher than that of using dialup connection. And the broadband users have enjoyed the fastest growth.
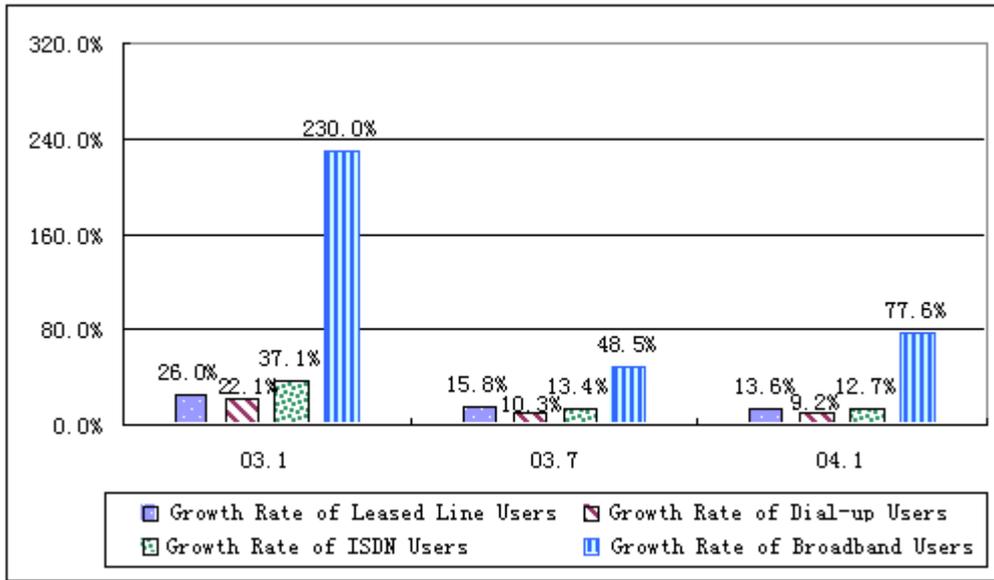
Figure3-9   Growth rate of users in different connecting ways in resent three surveys

In terms of growth rate of the number of PC online, leased lines computers have grown by 15.5%　which is lower than the percentages (31.3% and 27.8%) in the last 2 surveys dial-up computers have grown by 11.8%　compared with the lately 23.3% and 17.5%　the growth rate has decreased　miscellaneous access computers have grown by 72.6% higher than the pervious 59%, yet lower than the 88.7% recorded at the same period last year.　indicated in chart 3-10　　The percentage for Internet access computers have all increased by various degrees, but if we compare same figures by categories, the growth rates of leased lines computers and miscellaneous access computers are much more significant than that of the dial-up computers.
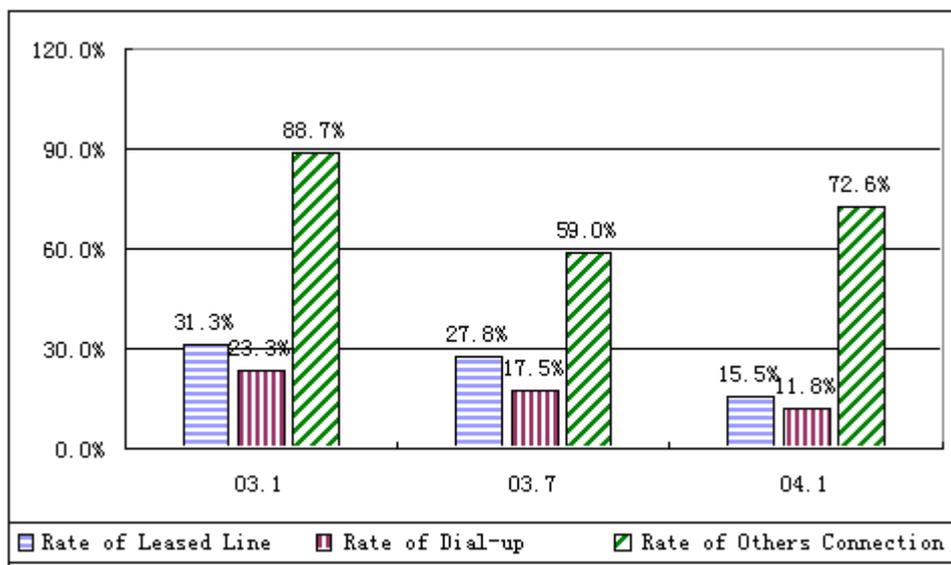
Figure3-10   Growth rate of computer hosts in different connecting ways in resent three surveys

By Calculating the latest CNNIC statistics, we have concluded that, dial-up computers makes up 62.97% of the total number of Computer Hosts, which is 4.64% lower than the percentage 67.61% recorded in the last survey, and 8.08% lesser than last year's figure 71.05%. Leased-line computers have marked up by 19.26%   lesser than the 20.02% recorded in the last survey; but more than the features 19.03% collected in July,2002 Miscellaneous access computers occupy 17.77%, compared with the figure 12.36% recorded in the last survey; we can see an increase of 5.41 in the last six months. Compared with the survey findings 9.6% at the same period last year, it has increased by 8.17% over a year.   Seen Chart 3-11   So we can see that dial-up connection is still the mainstream for Internet access   however its proportion is dwindling, other modes of Internet access have been increasing and the difference in the ratio of different Internet access is diminishing.
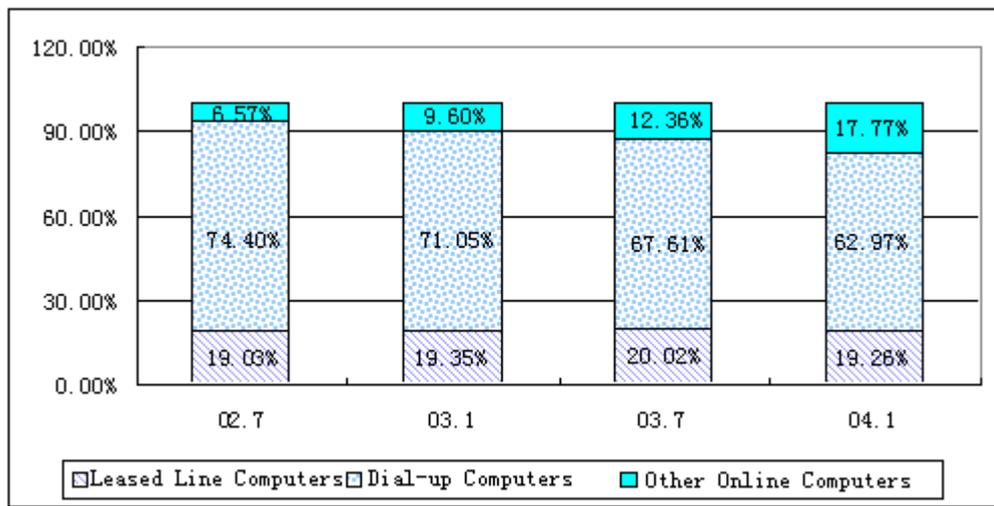

Figure3-11   Proportion of computer hosts in different connecting ways

By examining the precise number of the internet accounts and Computer Hosts and their growth rates and analyzing the proportion of computers using different Internet access, we have observed that dial-up connection has maintain its dominant status while leased lines and broadband connections have also been gradually used and accepted by users. The diversity of Internet access has become more apparent

In summary, the main location for Internet usage is home and the main equipment for usage is desktop computers while dial-up is the most preferable Internet access. Yet the locations for Internet usage have become various, and the new modes 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 convenient access to the internet, anywhere anyhow anytime.

VI. **The Behavioral Pattern of Chinese Users**

As Internet becomes more developed in our country, more people have begun to come in touch with the network. The Internet population is proliferating and people have come to rely on more frequent usage of the Internet. 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 the behavioral pattern of most Chinese Internet users.

1. The Time of Usage

The 13th CNNIC report reveals that there has been some violent fluctuation in the usage curve in a typical user's virtual daily life. Users spent least time online between 1am to 7 am , the usage becomes more intense after 8 o'clock. 10 am is the first peak usage hour in a day. About 22.8% of users will be using internet at this time   The usage curve falls slightly at 11:00 am but regains momentum at 12:00 and reached the second wave of usage climax around 14:00 to 15:00. 28.2% of users have been recorded using the Internet at these tow times respectively, after which there will be another minor decrease. The users number will pick up at 19:00 and tops the day at 20:00 and 21:00. 48% of users have been recorded using Internet at these tow hours. Then there will be a sharp down-fall in the number of users after 9 pm. (See Chart 4-1   Therefore, we notice the usage time is almost parallel with people's time for work and rest. Similar to other survey findings   most users still prefer evening as the prime time for Internet usage.

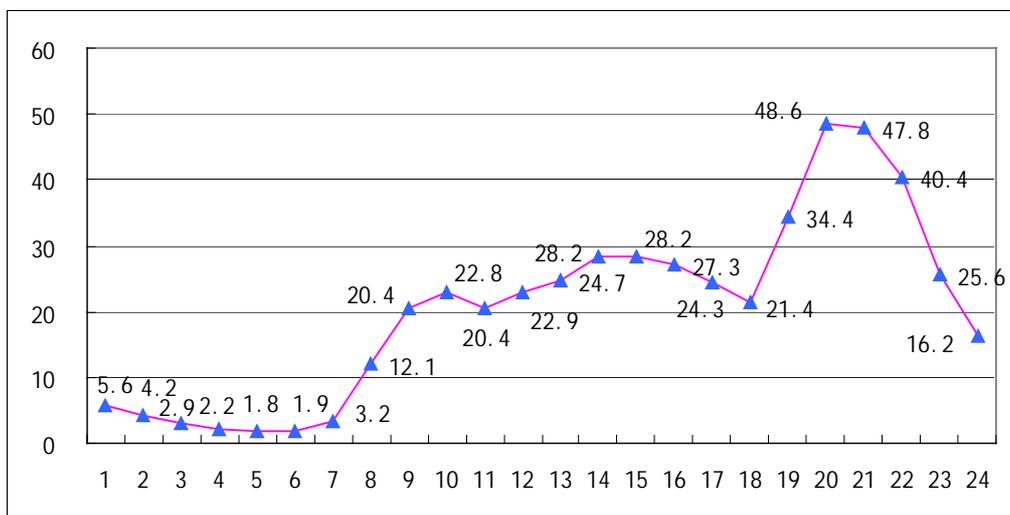

Figure4-1 The Time of Usage   %

Compared with 6 months ago, fewer users have been using Internet between 9-11 am and 2-6 pm. More users have been seen surfing online between 19:00 – 24:00 in a day.
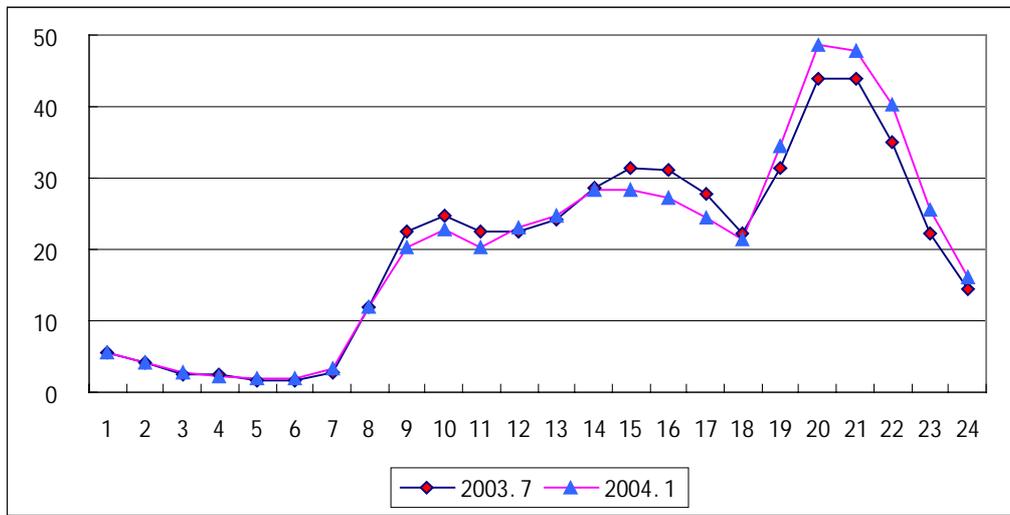

Figure4-2   The Time of Usage in resent two surveys   %

2. Usage Duration

The 13th CNNIC surveys indicate that the average length of time users spent on the Internet is 4 days/week or 13.4 hours. Compared with 6 months ago, the hourage users spent online per week has slightly increased.

If we compare our finds of each survey, we can see the users have undergone great changes in terms of the weekly time for Internet usage. From the early 17 hours/week down to 8-9 hours; the amount of time for Internet usage has been steadily increasing since 6 months ago. At present, the duration is 0.4 hour longer per week than that of 6 months ago. (see chart 4-3   consequently   the average days of internet usage have been steadily maintained at a 4-day/week level in the last 6 months.(see chart 4-4 Judging from the duration and frequency of Internet usage, Internet has become more as an inseparable part of users' daily life.
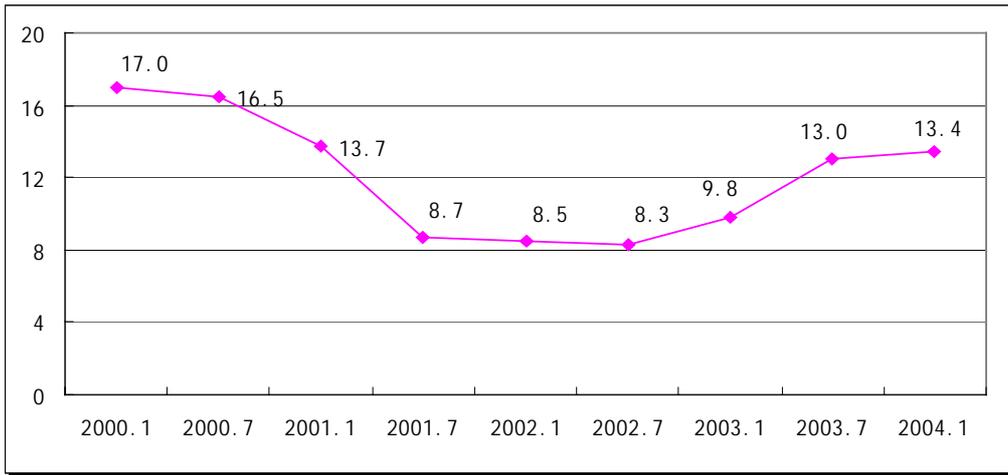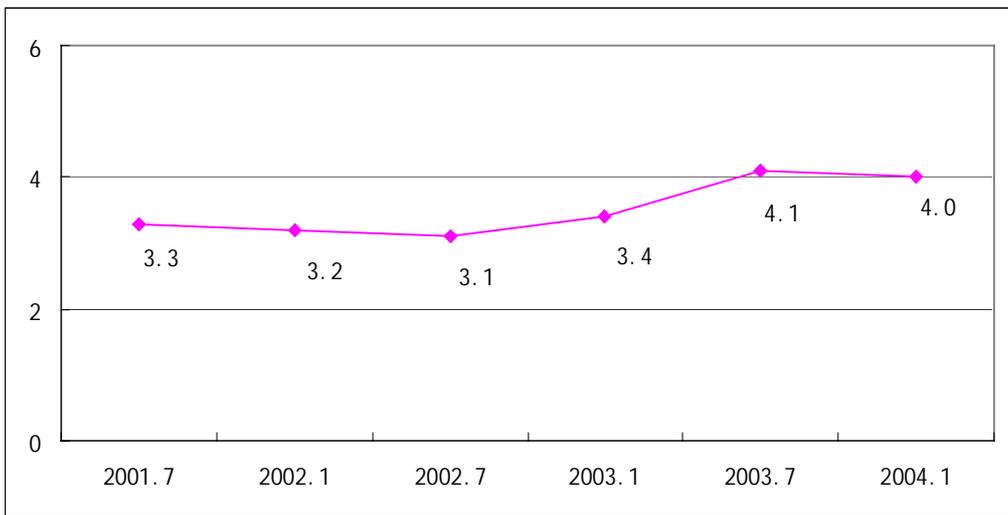
Figure4-3　Usage Duration　hours per week

Figure4-4　Usage frequency　days per week

3.　The Fees Users Pay Each Month for Internet Access

The 13th CNNIC report indicates that most users (33.9%) will pay 51-100 RMB for monthly Internet access. (which include only the fees for Internet access and dial-up phone bills) 30.7% of users will spend less than 50 RMB　27.4% of the users will spend around 101-200 RMB on the Internet access　the cost for a users rarely goes up to 200RMB per month　the figure being 8%　See Chart 4-5　.Most users are most willing to pay less than 100RMB for Internet usage.
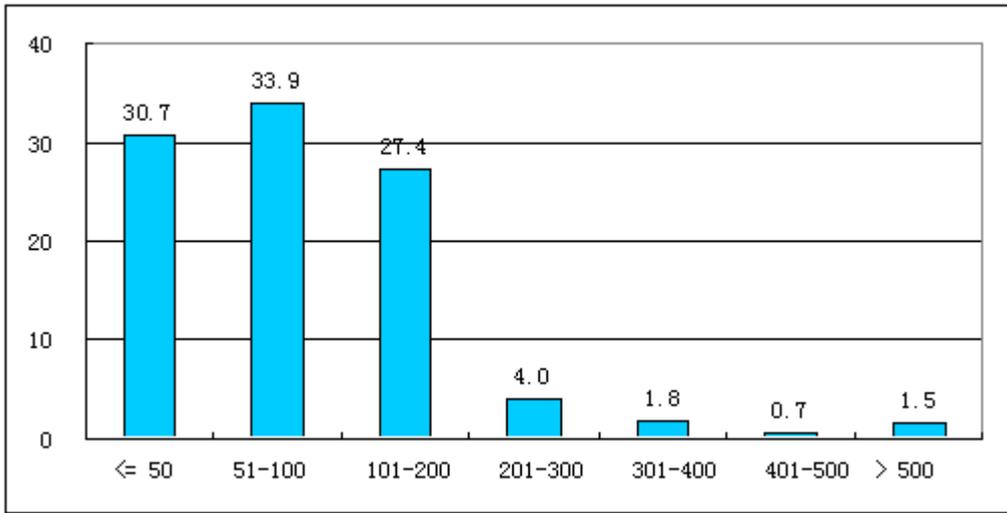
Figure4-5   The Fees Users Pay Each Month for Internet Access   %

If we compare all these data with the previous finding, we can see that fewer users have now spent less than 100RMB on the Internet access, the percentage dropping from 68% to 64.6%. More people are willing to spend more than 100RMB for Internet usage, its percentage reaching 35.4%.(See in chart 4-6   As Internet continues to develop people's lives become more closely connected to the network. The higher frequency of Internet usage has led to the increase of the users' monthly expense in Internet access.
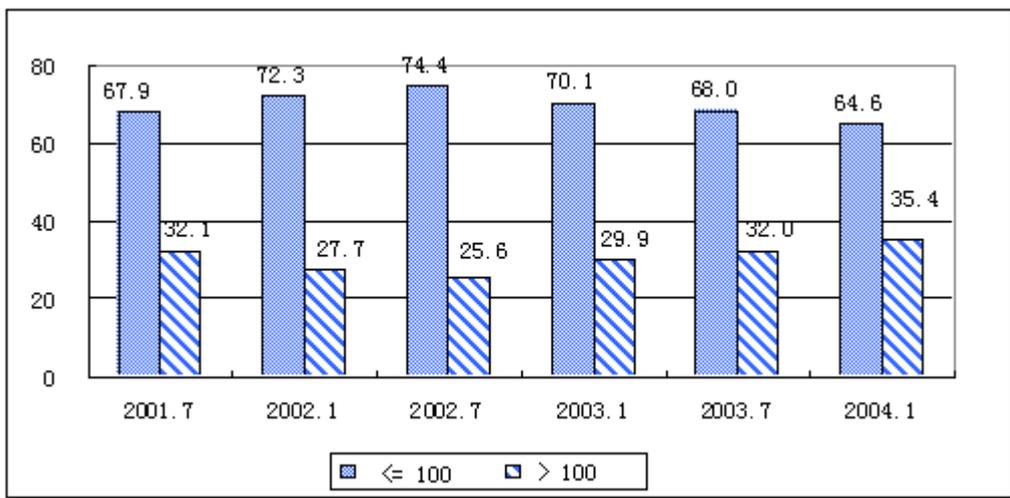

Figure4-6   The Fees Users Pay Each Month for Internet Access in past surveys   %

4.   The Number of E-mail Accounts Users Hold

The 13th CNNIC report indicates that the average number of E-mail accounts each user holds is 1.4, among which 1.3 of them is for free. The figure has not changed much in 6 months.

If we examine the records of each survey, we can observe that users tend to hold more E-mail accounts from the very beginning. Averagely, they used to have 4 E-mails accounts but by now the number had been steadily curtailed to 1-2.   illustrated by Chart 4-7   From the change in the number of accounts held by internet users, we conclude that users have now begun to use E-mails more sensibly as they now understand 1-2 reliable mail-boxes can completely suffice their needs for foreign communication.
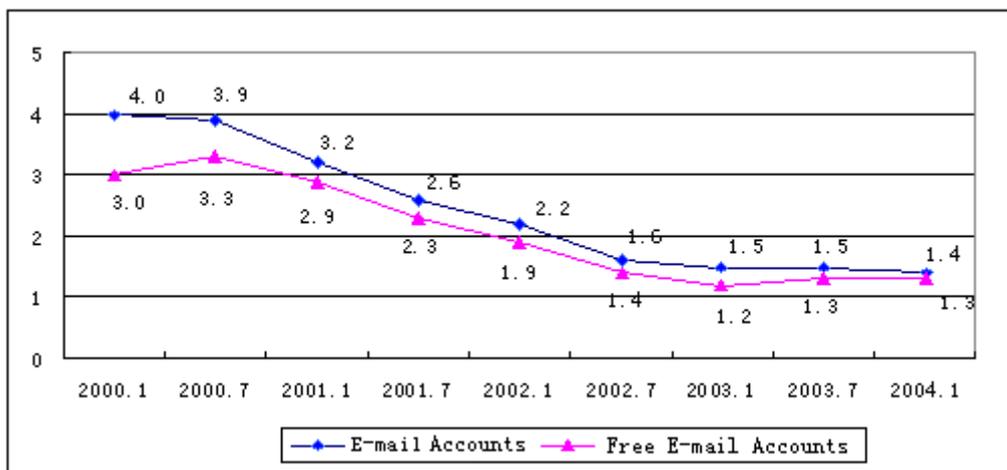

Figure4-7   The average number of E-mail/free E-mail accounts that Users Hold

5.   The Number of E-mails Sent and Received by a Users Per Week

The 13th   CNNIC survey shows that the individual user received 5.8 E-mails per week(excluding junk mails)   and 7.9 junk-mails   Individual user send out 4.1 E-mails weekly. It's clear that users still receive more junk mails than useful letters.

Compared with 6 moths ago, users tend to send and receive less E-mails.   See table 4-8   . The decrease may be due to the availability of other tools of communication such as OICQ, SMS and chat-engines. The fewer junk mails received may be attributed to the measures taken by relevant authority in the management of Internet waste.
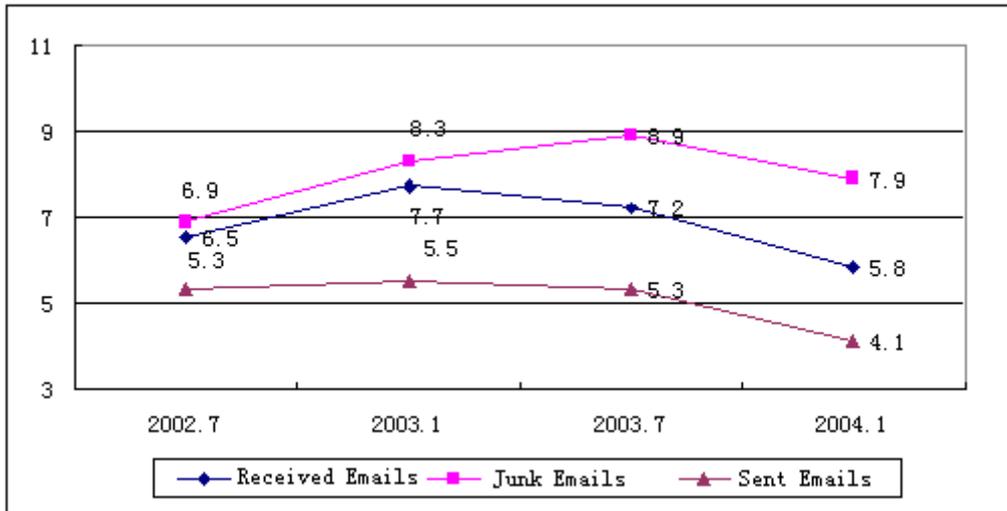
Figure4-8　The Number of E-mails Sent and Received by a Users Per Week

6.　Usage Purpose

The 13th CNNIC report suggests that most users (46.2%) have used Internet to search for information. 32.2% of users use Internet for recreational purpose. The third ranking purpose is for studies, 7.9%. Other usage purposes have made up minute proportions. See Chart 4-9
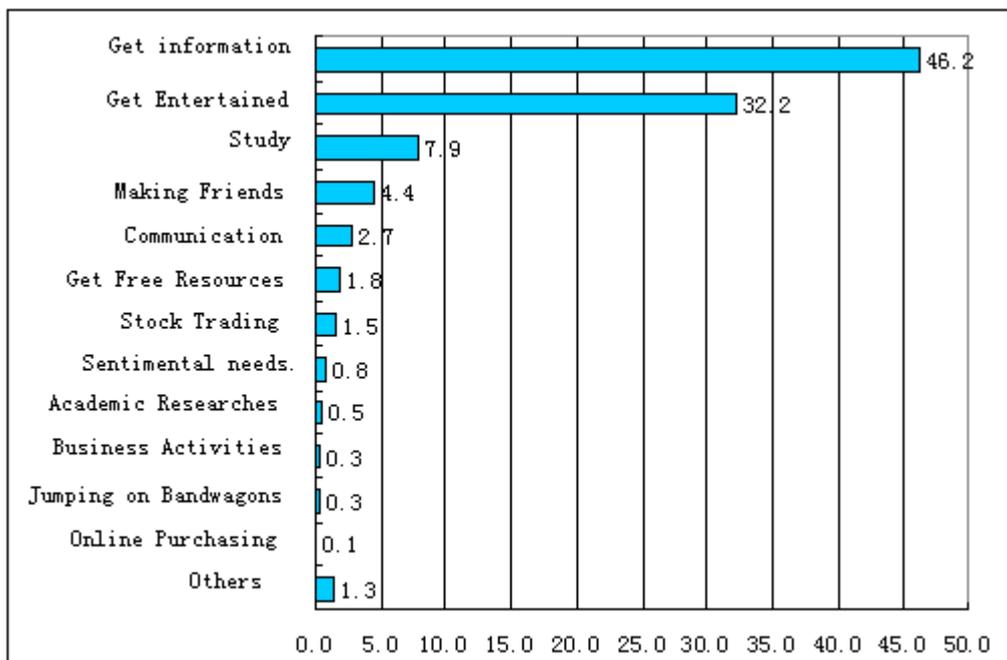

Figure4-9　Main Accessing Purpose　%

By comparative studies of the previous survey findings, we were able to observe that nearly half of all users have indicated information gathering being the main purpose for their Internet usage, and its percentage has led that of other online purposes by far.

Although the percentage did suffer some decline. Recreational purpose has become the second most important reason for Internet usage, and its percentage has been on the rise. The percentage of users who would make friends via the Internet has continued to fall. Users who want to study online have slightly increased while users with long-distance communication purposes suffer some loss in percentage. Miscellaneous purpose has maintained the same level of preferences. shown in chart 4-10 The variation in the Internet usage purpose has, to some extends, reflects the user's diversified usage of Internet. Users no longer concentrate solely on any aspect of the Internet function or engage in single form of activity.
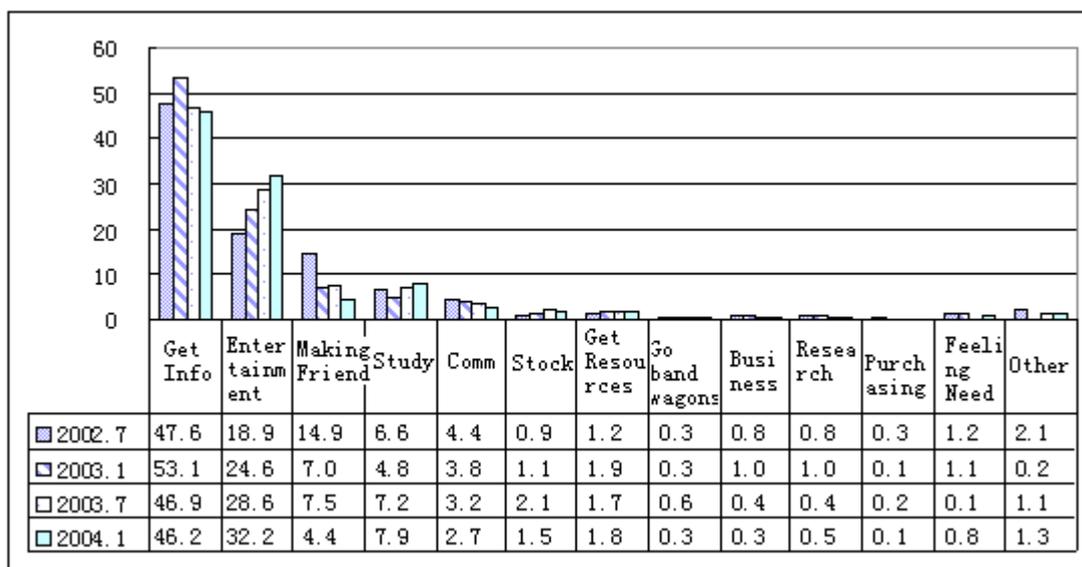

	Get Info	Entertainment	Making Friend	Study	Comm	Stock	Get Resources	Go band wagons	Business	Research	Purchasing	Feeling Need	Other
2002.7	47.6	18.9	14.9	6.6	4.4	0.9	1.2	0.3	0.8	0.8	0.3	1.2	2.1
2003.1	53.1	24.6	7.0	4.8	3.8	1.1	1.9	0.3	1.0	1.0	0.1	1.1	0.2
2003.7	46.9	28.6	7.5	7.2	3.2	2.1	1.7	0.6	0.4	0.4	0.2	0.1	1.1
2004.1	46.2	32.2	4.4	7.9	2.7	1.5	1.8	0.3	0.3	0.5	0.1	0.8	1.3

Figure4-10   Main Accessing Purpose in resent surveys   %

As Internet becomes more closely connected with people's lives, the behavioral patterns of users have also changed accordingly. The climax of Internet usage still occurs at about 8:00-9:00 in the evening. Averagely, users spend 4 days/week online or 13.4 hours, although the weekly amount of usage-time has increased slightly in the last 6 months. In contrast users' spending on Internet access has increased the number of E-mail accounts remains unchanged, but users are sending and receiving fewer letters every week; Gathering Information is still the primary usage purpose, but its percentage is falling, while more users are using Internet for recreational and study purposes. The usage purpose has become diversified. From the change in the behavioral pattern of Internet population, users have now been using the Internet more intensively and

extensively.

V. THE DEMOGRAPHICS OF CHINA'S INTERNET NON-USERS

The 13th survey shows that the number of Internet users in China has grown from 68 million in June 2003 to present 79.5 million, a 11.5 million increase within half a year. And the percentage of users among the whole population grows from 5.3% half a year ago to the present 6.2%. However, 90% of the population still doesn't use the Internet. Therefore, analysis of those not using the Internet (whom we refer to as non-users) for the reasons of their non-using the Internet, the time they expect to start using it as well as some features of those plan to use the Internet would provide reference for the government, corporations and other walks of the society in better understanding the non-users in China and policy making.

1. The reasons of non-users not using the Internet and the Anticipated Date of Usage

1 Reasons for Not Using the Internet

According to the 13th CNNIC survey, the reasons of non-users not using the Internet including: don't know how to use computer or the Internet (chosen by 37.7% of non-users), don't have equipments (chosen by 21.3% of non-users), think it useless or don't feel the need (chosen by 14.8% of non-users), don't have time (chosen by 14.3% of non-users). Besides, age (too old or too young), cost, interest, worry of kids being hurt or influenced in a bad way are also among the reasons, chosen respectively by 6.8%, 5.6%, 4.5%, 1.7% of the non-users (as seen in Chart 5-1). Lack of the knowledge of computer or Internet is evidently the main reason for non-users not using the Internet.
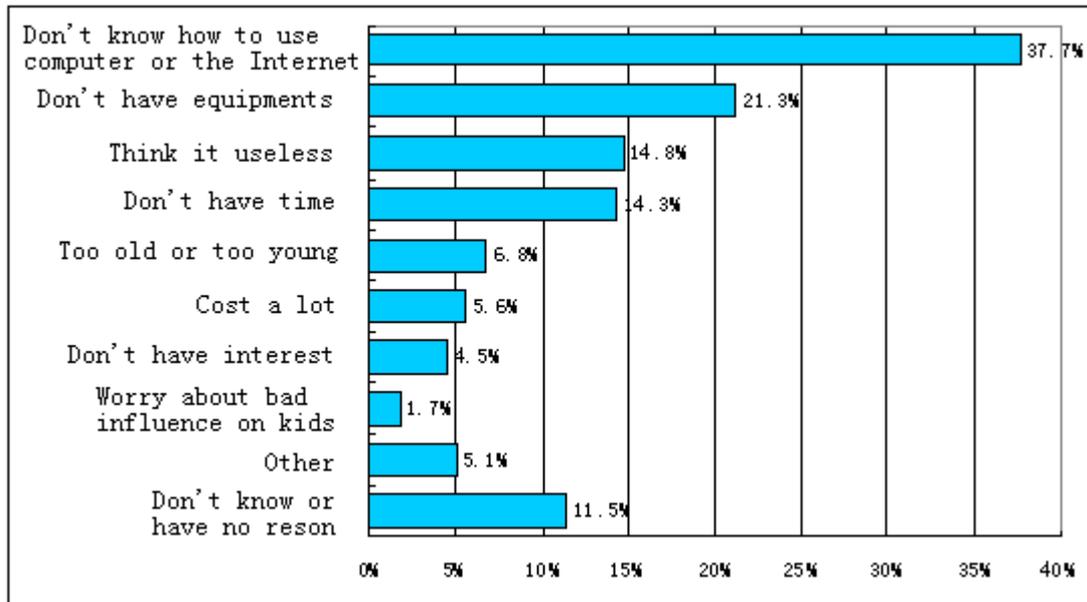
Figure5-1　Reasons for not using the Internet

For the reasons for not using the Internet, the percentage choosing the internet "don't know how to use's 4.2 % higher than the figure half a year ago, and is 3.1% lower than that of the same time last year, compared to the statistics in the previous two surveys. The percentage choosing the item "don't have equipment" is 6.3 % higher than the figure half a year ago, and is 6.4% lower than that of the same time last year. The percentage choosing the item "think the Internet is useless or don't feel the need" is 4.9 % lower than the figure half a year ago, and is 7.5% higher than that of the same time last year. The percentage choosing the item "don't have time" is 0.2 % lower than the figure half a year ago, and is 4.4% lower than that of the same time last year The percentage choosing the item "too old or too young for the Internet" is 0.5 % higher than the figure half a year ago, and is 3.2% lower than that of the same time last year. The percentage choosing the item "not interested" is 0.1 % lower than the figure half a year ago, and is 2.9% lower than that of the same time last year. The percentage choosing the item "too expensive" is 3.3 % higher than the figure half a year ago, and is 0.3% lower than that of the same time last year (as seen in Chart 5-2). Lack of the knowledge of computer or Internet is still the most important reason for non-users not using the Internet.
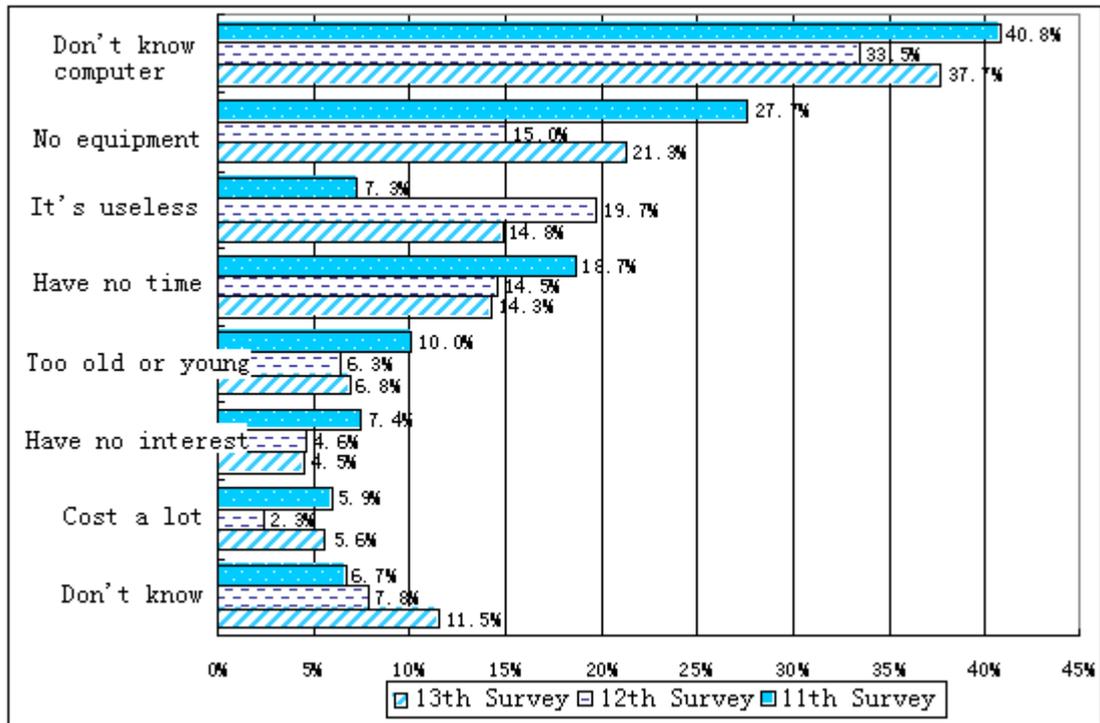
Figure5-2   Non-users' reasons in resent three surveys

2   Anticipated Date of Usage by Non-user

The 13th CNNIC survey indicates that   2.7% of the Chinese non-users are anticipated to use the Internet in a month. 2.2% of the non-users are prone to use the Internet in 3 months.1.0% of the non-users may try to use the Internet in 3-6 months. 1.5% of the non-users are likely to use the Internet within 6 -12 months. 6.3% of the non-users suggest that they may use the Internet after 1 year. The remaining 43.0% non-users do not wish to use the Internet at all while another 43.3%non-users   don't know or can not foretell if they will use the internet or not in the future   Seen Chart 5-3   . The non-users percentage for possible Internet   usage within a year is 7.4%
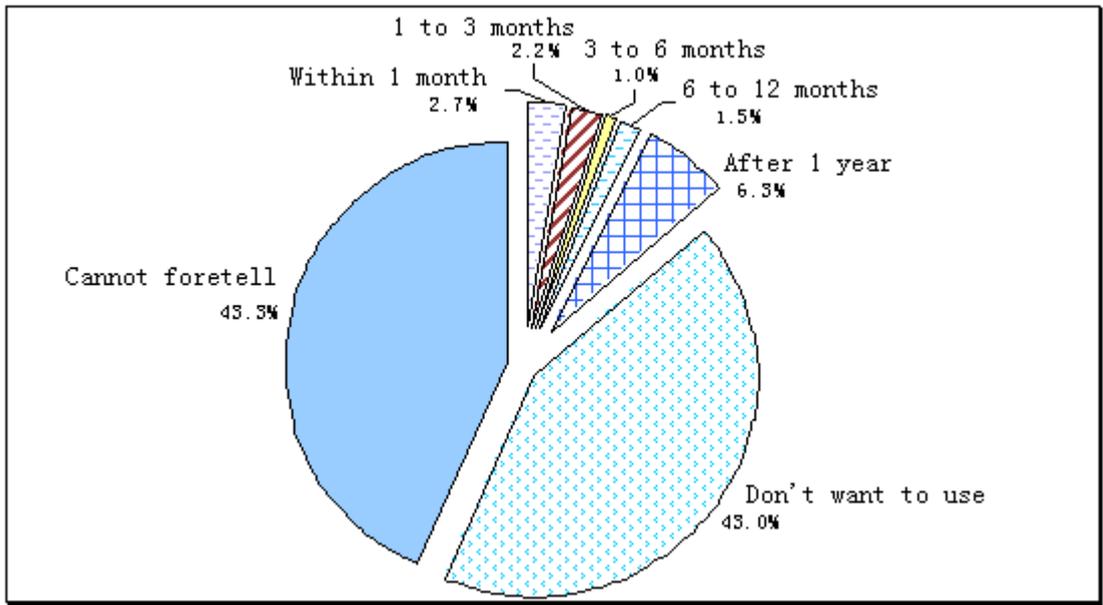
Figure5-3   Anticipated Date of Usage by Non-users

Compared with the findings of the previous tow surveys, the non-users' percentage of anticipated usage within a future month is 3.2% lower than that of six months ago, yet higher than the figure collected a year ago. The percentage for anticipated usage within 3 future months is 1.8% lower than that of six months ago yet 0.2% higher than the same period last year. The percentage for likely usage within the future 6 months is 1.2% lower than the figure recorded six months ago yet 0.1% higher than the same period last year. The percentage for possible usage within the future 12 months is 2.8% lower than the figure recorded six months ago yet 0.3% higher than the same period last year. The percentage for anticipated usage after the future 12 months is 6.4% lower than the figure recorded six months ago yet 1.8% higher than the same period last year.   See chart 5-4   The percentage for possible usage within the future year is 9.0% lower than the figure recorded six months ago yet 1.0% higher than the same period last year.
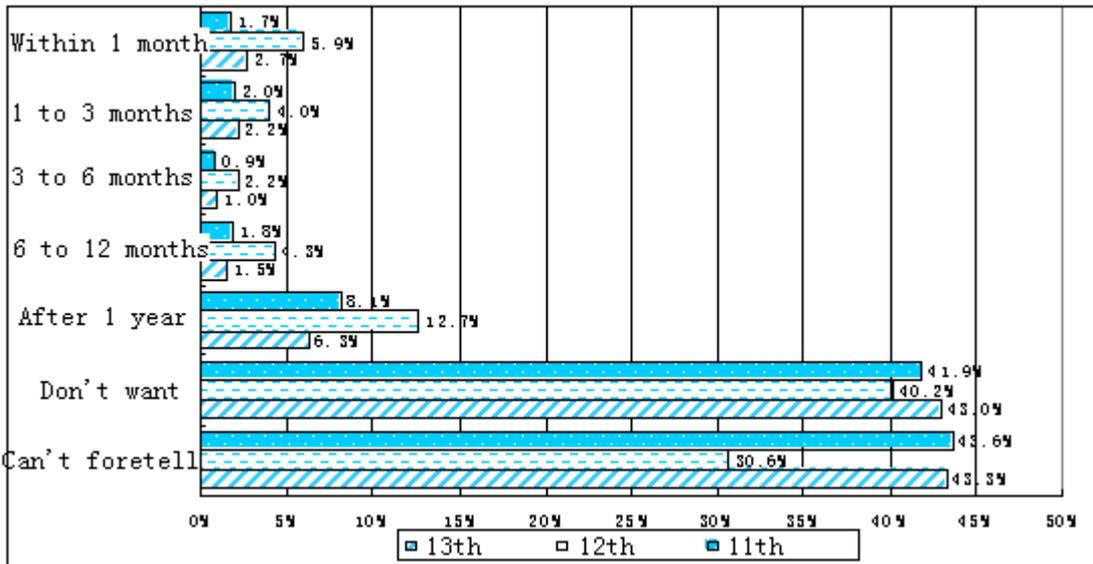
Figure5-4   Comparing the Anticipated Date of Usage by Non-users

2. The Characteristics of Non-users with Usage Tendency

1   Gender

The 13th CNNIC Survey suggests that among non-users with usage tendency, 57.1% are male while 42.9% are female; however among the existing users, 60.4% are males while 39.6% are females（Seen Chart 5-5）. Although males are still the dominant force in the non-users who are likely to use Internet in the future but their proportion is lower than that of the existing male users. The difference may forecast the diminishing gender difference among future Internet population.
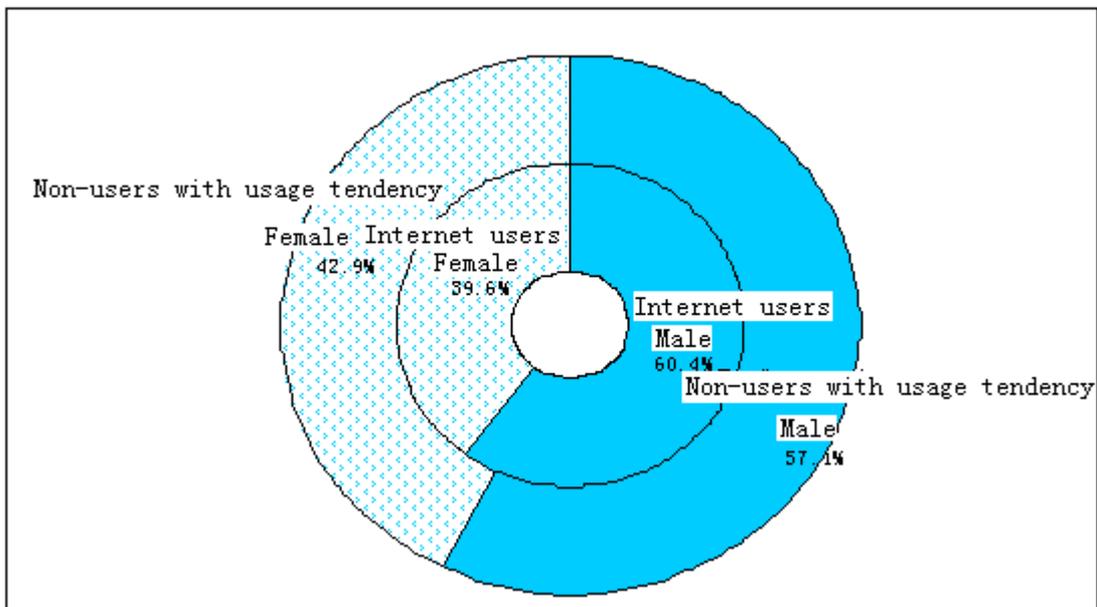

Figure5-5   Gender of Non-users with tendency of use

2 Age

The 13th CNNIC report findings indicate that among non-users with usage tendency, 18.1% of them are below 18 12.0% of them are between 18-24;15.6% of the non-users who are likely to become users are between 25-30. The percentage for age 31-35,36-40 and 41-50 are 16.5%, 13.3% and 15.5% respectively. Non-users with age between 51-60 and those over 60 make up 6.6% and 2.4% As seen in Chart 5-6 . Non-users with usage tendency below the age of 30 make up 45.7% of the total while the percentage of those above 30 reach 54.3%. It suggests that the demographics of future Chinese Internet population will see more users with age well above 30.
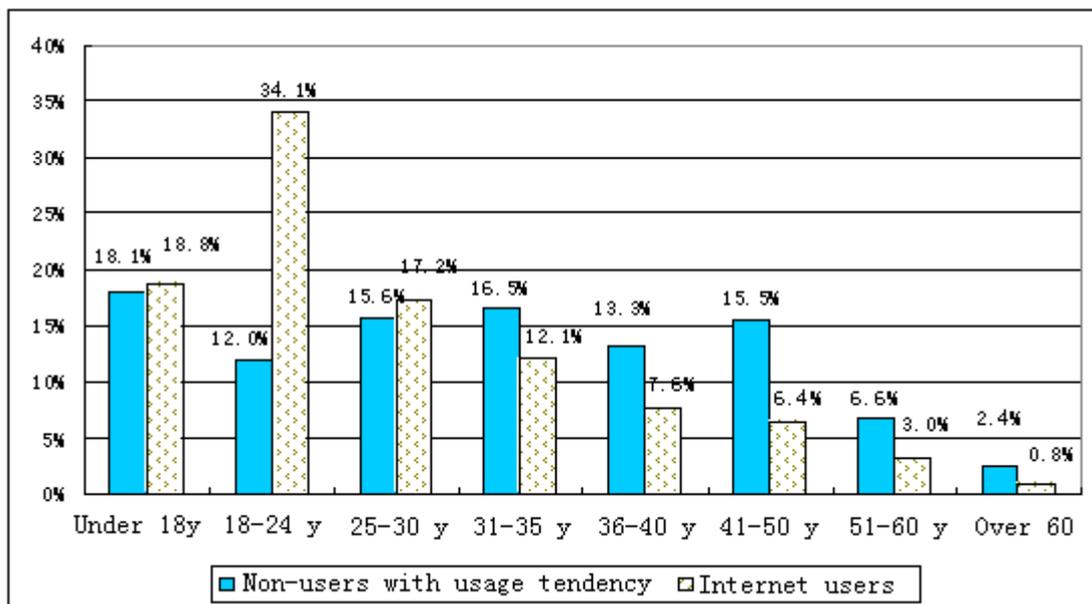

Figure5-6   Age of Non-users with tendency of use

3 Marital Status

The 13th CNNIC Survey shows that 71.2% of the users with usage tendency are married while the rest 28.8% remain single. As we can see in the chart 5-7, 43.2% of the existing users are married while 56.8% of them are single. The proportional difference in these tow segments indicates that the percentage of the married users will increase in the future.
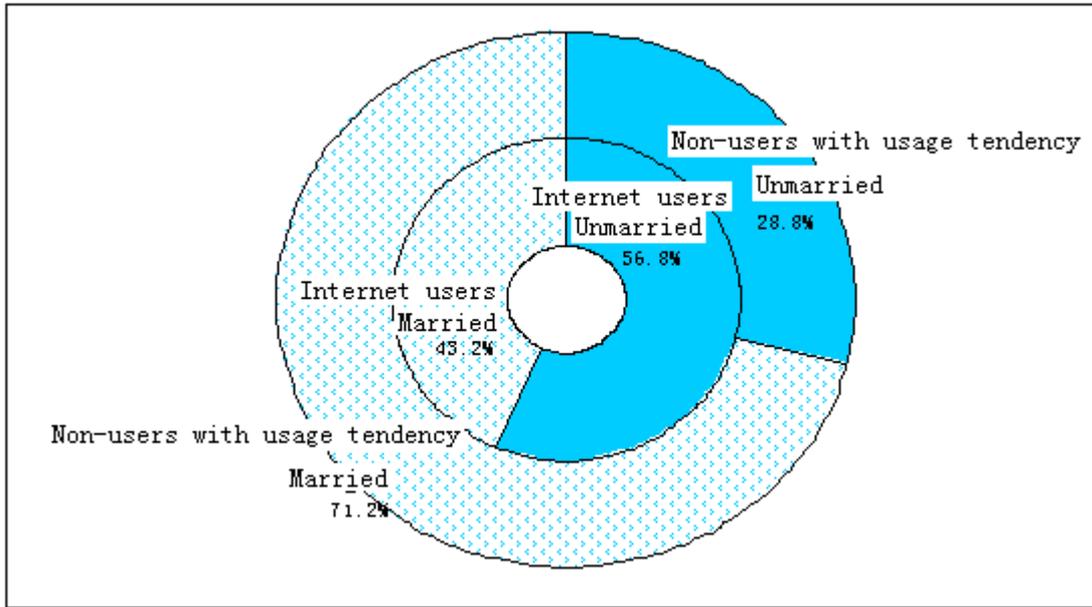
Figure5-7   Marital Status of Non-users with tendency of use

In general, the primary reason for not using the Internet non-usage is techno phobia; 7.4% of non-users are anticipated to try using the Internet within a year   among the non-users with usage tendency, a majority of them are married male whose age is above 30. Predictably, the recent growth rate in the users' number will slacken. The dominant position of male users will maintain while the proportion of married male users aged above 30 is bound to increase.

VI. THE ATTITUDES OF USERS' AND NON-USERS TOWARDS INTERNET

As Internet become more popular and the Internet population growing at a steady rate, the network has exerted more influence on the daily lives of ordinary people, either in their study or their work. In order to understand how Internet affects the social lives of people, we've begun investigating the explicit opinion towards the Internet in the 12th survey, by designing questions, which are imposed upon users and non-users alike. We hope that by analyzing the data procured in these inquiries, we were able to discern the effects of the Internet exerted on the Chinese social lives. In this way, we could provide references for our governments and enterprises of various sectors and help them better understand the Internet's development in China.

1. On "the use of Internet has improved the efficiency of my work/study"

The 13th CNNIC survey indicates that, 31.9% of users strongly believe "the use of internet has improved the efficiency of my work/study." while 54.8% has approved the idea to a certain degree. 9.5% of the users were half for and half against the argument; 3.2% of the users were partially against it and 0.6% of the users dismiss the notion. Among non-users 50.3% of the them totally agree, while 37.2% gave partial agreement.8.5% of the non-users were half for and half against. 2.6% of them show some disagreement while 1.4% of the non-users totally disagree. (Seen in Chart 6-1)

Generally speaking, 86.7% of users vote for the argument while 3.8% of them voted against it. Among non-users, 87.5% of non-users show approval while only 4.0% show disapproval. It's clear that most people, users or non-users, believe that the use of Internet could help make their lives more efficient. Comparatively speaking, the percentage of non -users totally agreed is 18.4% higher than that of the users'. The percentage of non-users partially agreed is 17.6% of that of the users'. In comparison, non-users seem to think more highly of the Internet's function in improving the efficiency of people's work and study than users.
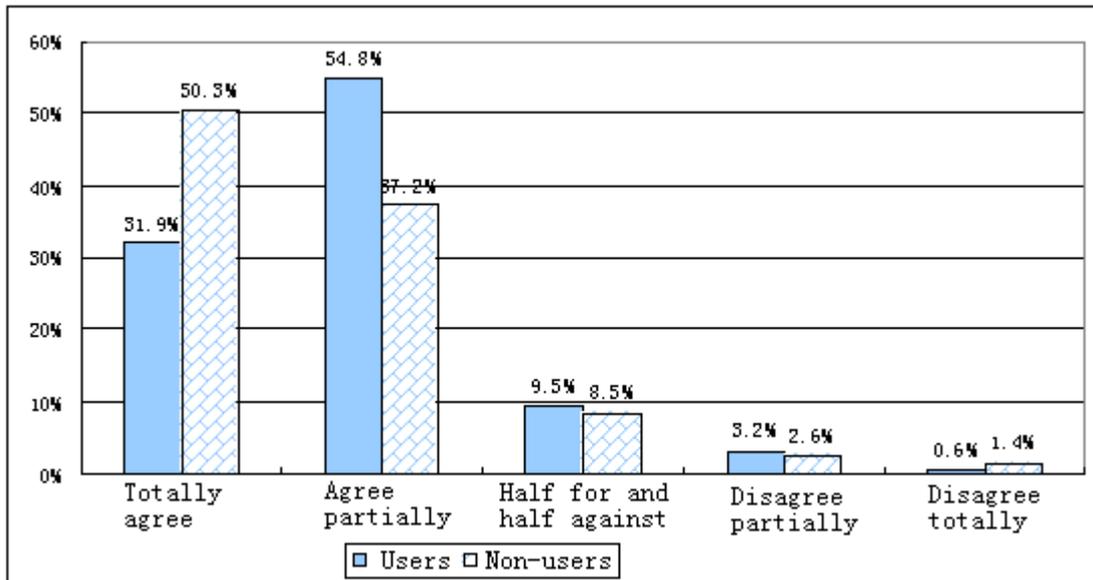
Figure6-1　Opinions on "the use of Internet has improved the efficiency of my
work/study"

2. On "Internet Users seem to be superior to others in school/company/neighborhood."

The 13th CNNIC survey indicates that 3.8% of the users in the survey totally agree that using Internet make them superior to others while 10.0% of them agree partially. 10.3% of the users were half for and half against the idea, while 48.1% of the user disagrees and 27.8% of the users reject s the notion. Among non-users　23.6% of the non-users totally agree while 21.6% of the non-users partially agree.13.1% of the non-users were half for and half against the argument. 27.0% of them disagree while 14.7% of the non-users dismiss the idea.　shown in Chart 6-2

Generally speaking, 13.8% of the users vote for the argument while 75.9% of them vote against it. 45.2% of the non-users agree with the argument as 41.7% show disagreement. The ratio of users voted for the argument is 31.4% lower than that of the non-users'. However, the percentage of users voted against the argument is 34.2% higher than that of the non-users. Therefore we can see that users and non-users have distinctive views towards the subject. In comparison　the percentage of non-users totally for the argument is19.8%　higher than that of users. The ratio of non-users partially agree with the notion is 11.6% higher than that of users, while the ratio of non-users who partially disagree with the statement is 21.1% lower than that of the users. The percentage of non-users totally

disagree is 13.1%lower than that of users. Compared with users, more non-users tend to believe that the use of Internet can somehow improve their self-esteems.
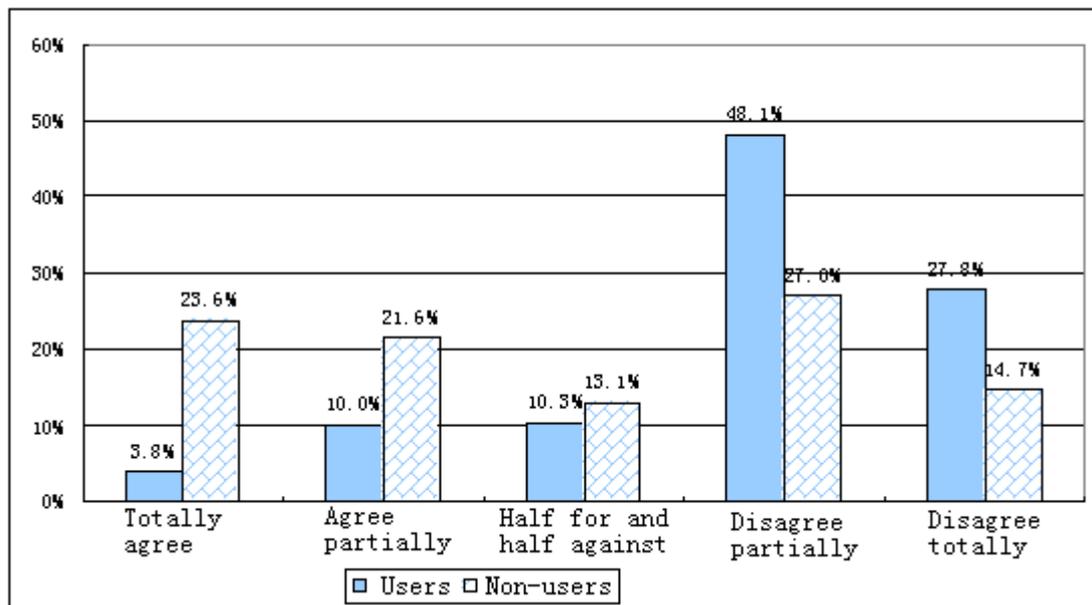

Figure6-2   Opinions on "Internet Users seem to be superior to others in school/company/neighborhood."

3. On "Using Internet may result in the delinquent associates"

The 13th CNNIC survey indicates that 4.4% of the users in the survey totally agree that using internet may result in delinquent associates while 16.9% of them agree partially. 19.5% of the users were half for and half against the idea, while 43.3% of the user disagrees and 15.9% of the users reject s the notion. Among non-users 9.7% of the non-users totally agree while 16.4% of the non-users partially agree.21.2% of the non-users were half for and half against the argument. 30.2% of them disagree while 22.5% of the non-users dismiss the idea.   shown in Chart 6-3

Generally speaking, 21.3% of the users vote for the argument while 59.2% of them vote against it. 26.1% of the non-users agree with the argument as 52.7% show disagreement. WE can see that the majority of users and non-users disapprove the argument. The ratio of users voted for the argument is 5.3% lower than that of the non-users'. However, the percentage of users voted against the argument is 0.5% higher than that of the non-users. The ratio of users partially disagree with the notion is 13.1% higher than that of non-users, while the ratio of users who totally disagree with the statement is 6.6% lower than that of the non-users. Compared with non-users, more users tend to disbelieve that the use of
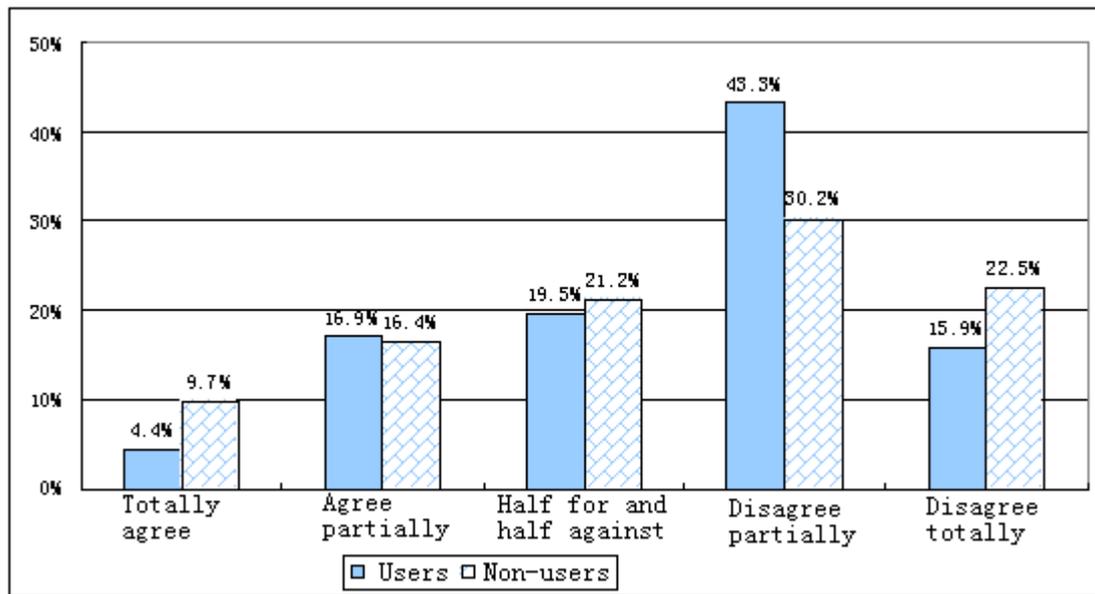
Internet may result in criminal offense.

Figure6-3   Opinions on "Using Internet may result in the delinquent associates"

4. On "The use of Internet will lead to the unwanted exposure of privacy"

The 13th CNNIC survey indicates that 4.1% of the users in the survey totally agree that using internet may result in privacy exposure while 17.1% of them agree partially. 18.2% of the users were half for and half against the idea, while 46.8% of the user partially disagrees and 15.9% of the users totally reject s the notion. Among non-users   8.8% of the non-users totally agree while 14.4% of the non-users partially agree.16.9% of the non-users were half for and half against the argument. 37.4% of them partially disagree while 22.5% of the non-users dismiss the idea.   shown in Chart 6-4

Generally speaking, 21.2% of the users vote for the argument while 60.6% of them vote against it. 23.2% of the non-users agree with the argument as 59.9% show disagreement. Most users and non-users have voted against the idea.
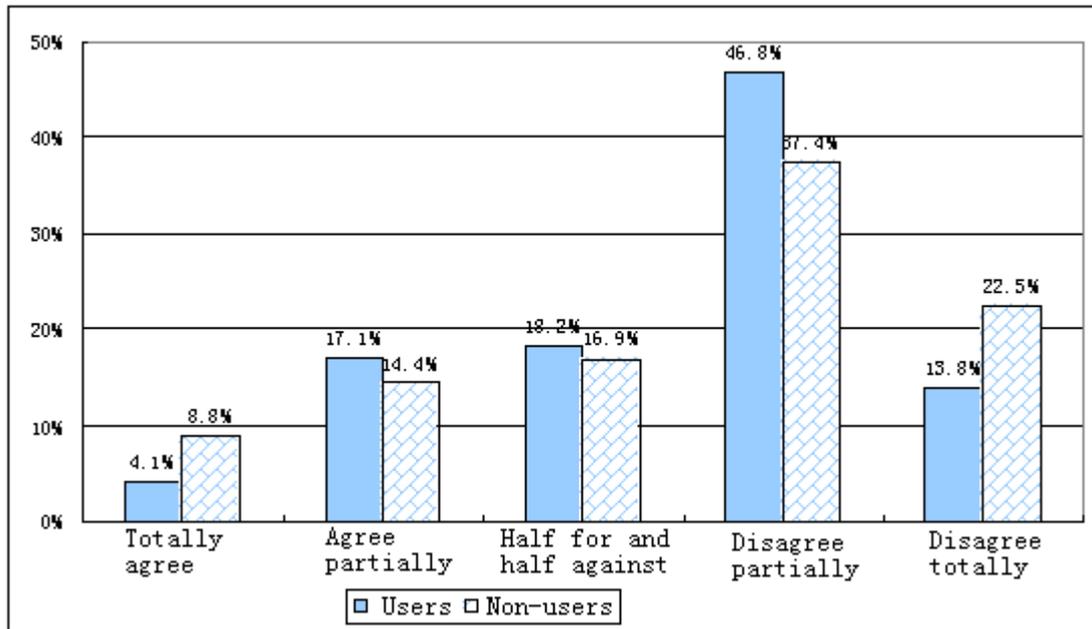
Figure6-4   Opinions on "The use of Internet will lead to the unwanted exposure of privacy"

5. On "Internet may easily place users under the negative influence of indecent contents"

The 13th CNNIC survey indicates that 9.3% of the users in the survey totally agree that Internet may easily place users under the negative influence of indecent Internet contents while 28.6% of them agree partially. 18.3% of the users were half for and half against the idea, while 32.8% of the user partially disagrees and 11.0% of the users totally reject s the notion. Among non-users   10.6% of the non-users totally agree while 19.8% of the non-users partially agree.19.5% of the non-users were half for and half against the argument. 29.4% of them partially disagree while 20.7% of the non-users dismiss the idea.   shown in Chart 6-5

Generally speaking, 37.9% of the users vote for the argument while 43.8% of them vote against it. 30.4% of the non-users go with the argument while 50.1% go against it. The ratio of users voted for the argument is 7.5% higher than that of the non-users'. However, the percentage of users voted against the argument is 6.3% lower than that of the non-users. Users and non-users differ in the views on the contents issue. The ratio of users partially agree with the notion is 8.8% higher than that of non-users, while the ratio of users who totally disagree with the statement is 9.7% lower than that of the non-users.

Compared with non-users, more users tend to believe that the use of Internet may result in the exposure to indecent material.
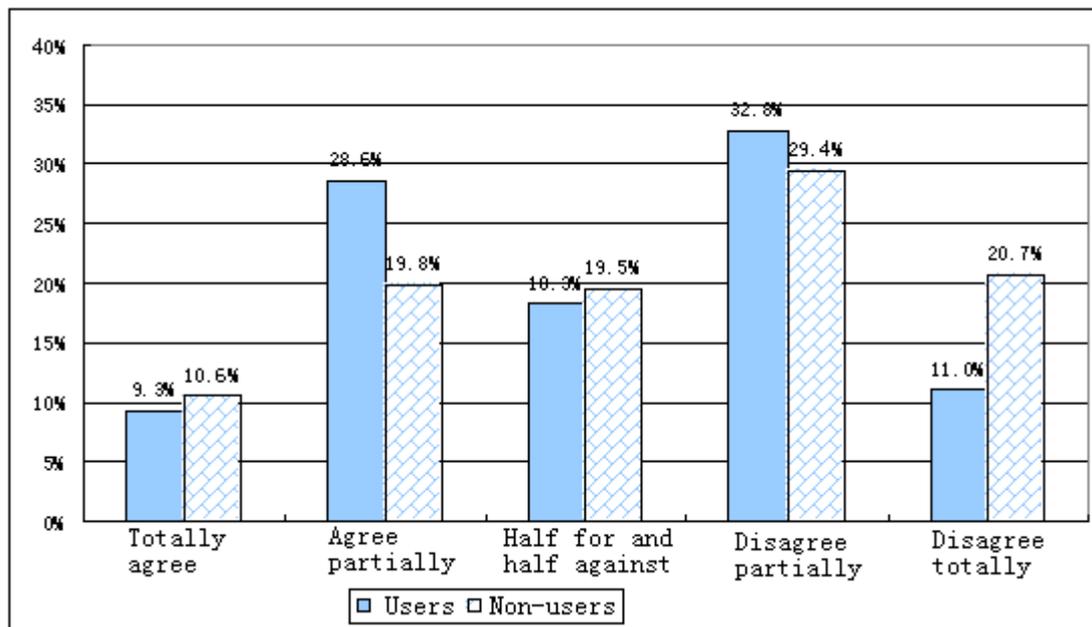

Figure6-5   Opinions on "Internet may easily place users under the negative influence of indecent contents"

6. Is Internet trustworthy?

The 13th CNNIC survey shows that 4.1% of the users in the survey totally trust the Internet while 51.7% of them trust only some of it. 37.2% of the users were half trusting and half doubtful of the Internet contents, while 6.6% of the users have a slight belief. 0.4% of the users totally reject Internet as being trustworthy. Among non-users   18.6% of the non-users totally agree that Internet is trustworthy   while 37.9% of the non-users partially believe.32.3% of the non-users were half trusting and half doubtful. 8.6% of them are partially dubious while 2.6% of the non-users totally disbelieve Internet can be a source of information.   shown in Chart 6-6

Generally speaking, 55.8% of the users choose to believe the Internet while 7.0% of them choose not to. 56.5% of the non-users vote for its credibility while 11.2% of them votes against its credibility. The figures shows that both users and non-users share the same confidence in the Internet and they all regard Internet as a reliable source of information. Comparatively speaking, the ratio of users having full confidence in Internet

credibility is 14.5% lower than that of the non-users'. However, the percentage of users partially believe what the Internet tells is 13.8% higher than that of the non-users. To a certain degree, the statistics indicates that non-users have more faith in the Internet information.
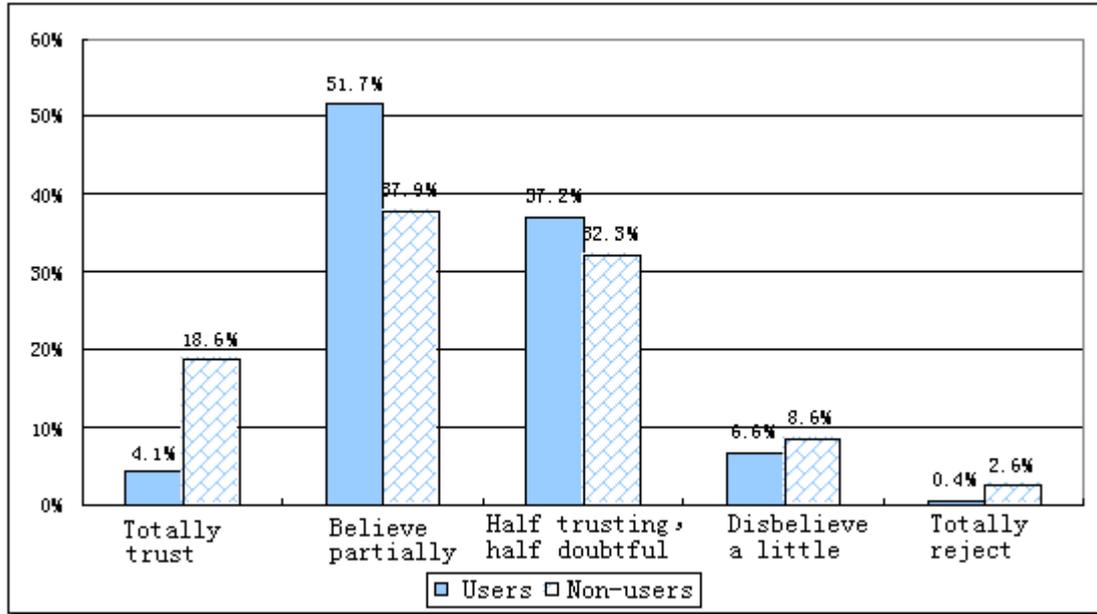

Figure6-6　The accredit of the Internet

Overall, most users and non-users alike agree that "the use of Internet has improved the efficiency of my work/study; most users and non-users do not believe in such arguments as: "Using Internet may result in the delinquent associates"; "The use of Internet will lead to the privacy disclosure" or "Internet Users seem to be superior to others in school/company/neighborhood." More users and non-users voted against the argument that "Internet may easily place users under the negative influence of indecent contents", although users and non-users voted for it are not much fewer. When it comes to the reliability of Internet, most users and non-users have showed their confidence.