

Semiannual Survey Report on the Development of China's Internet (January, 2002)

China Internet Network Information Center

Part I Background of the Survey

The statistics on the development of China's Internet, which includes the total number of hosts and Internet users, the distribution of users and traffic pattern, the registration of domain names and so on. The information is quite important for government decision makers and valuable for commercial enterprises to make their business decisions. In 1997, the authorities concerned determined that the survey should be carried out by CNNIC, in cooperation with other four major network organizations in China. From November 1997 to July 2001, CNNIC had published its survey for eight times. These survey reports were well accepted and widely cited by the public both domestic and overseas. Furthermore, many organizations continuously request CNNIC to announce the latest statistics. To systemize the survey and to make it regular, CNNIC decided to conduct the survey semiannually, and issue the report in January and July each year.

It should be pointed out that the Telecom Administration affiliated to MII (the Ministry of Information Industry) and the State Informatization Office had signed the document in which requests relative organizations to cooperate with CNNIC's survey. A good many of Internet organizations, supporting websites and media gave strong backing to us, by which our survey could carry on smoothly.

In accordance to the statistics theory and International conventions, we integrated the experiences of previous eight surveys, adopting many methods such as automatic online searching, online survey and sampling survey. Among which the sampling survey intends to show the total amount of Chinese Internet users, their characteristics and their behaviors in using the Internet. While the online survey intends to show the situation of Internet usage, users' practices and their views toward some hot issues. Our survey questionnaire was placed on many famous domestic Websites. The whole procedure was strongly supported by numerous well-known Chinese ISPs and ICPs. The online survey had received 75,383 responses, among which 64,627 responses were valid. For the sampling survey, we carried on telephone interviews by using the sampling survey method, and 53,797 samples are available (under the confidence coefficient of 95%, the absolute error of the provincial result is less than 3%).

Part II Content of the Survey

The main content of the 9th Semiannual Survey Report on the Development of China's Internet includes:

1. The General Situation of Internet Development in China

- Host number in China
- Population of Netizens
- The number and geographical distribution of domain names registered under .cn
- The number of www websites and the geographical distribution of their domain names
- The gross capacity of the international bandwidth

2. Current Situation of Chinese Internet Users

- General Information (gender, age, marriage, educational degree, monthly income)
- People's habits for using the Internet
- People's views toward some hot issues

Part III Concepts

1. **Netizen** : CNNIC defines the netizens as Chinese citizens who use the Internet at least one hour per week.

2. **Website** : Refers to the web site which holds its specific domain name. It includes the websites registered under .cn and Chinese web sites registered under gTLDs. The specific domain names refer to the domain names to which only one "www" website correspond. For example: "sina.com.cn" has only one website www.sina.com.cn, not including news.sina.com.cn, mail.sina.com.cn, etc. They are just different channels of the website www.sina.com.cn.

3. **Computer Host** : Refers to the computer by which at least one person is connected to the Internet.

Note : The closing date of the statistical survey is Dec.31, 2001

Part IV Survey Result

I. The General Develop Situation of China's Internet:

A. Computer Hosts in China:

Totally about 12,540,000. Among them, 2,340,000 are connected through leased lines and 10,200,000 are through dial-up connections.

B. Internet Users in China:

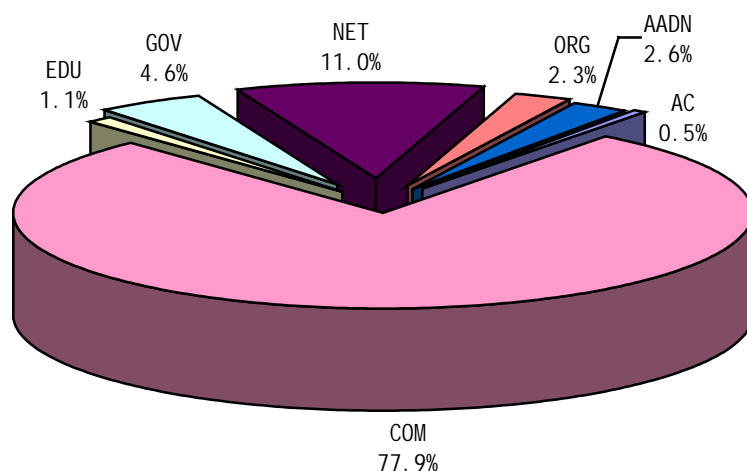
Totally 33,700,000. Among them, 6,720,000 use leased line connections, 21,330,000 are dial-up users and 5,650,000 use both. Besides computer users, people who use other equipment (e.g. mobile terminals and information electrical appliance) are 1,180,000.

C. Domain Names Registered Under ".CN":

	AC	COM	EDU	GOV	NET	ORG	AADN	TOTAL
Number	673	99123	1354	5864	14045	2943	3317	127319
Percentage	0.5%	77.9%	1.1%	4.6%	11.0%	2.3%	2.6%	100.0%

AADN: Administration Area Domain Name

The proportion is demonstrated as follows:



1. The Distribution of Domain Names :

	Beijing	Shang hai	Tianjin	Chong qing	Hebei	Shanxi	Inner Mongolia
Number	42602	12384	2152	1145	2432	815	611
Percentage	33.8%	9.8%	1.7%	0.9%	1.9%	0.7%	0.5%
	Liao ning	Jilin	Heilong jiang	Jiang su	Zhe jiang	An hui	Fu jian
Number	3701	889	1307	6809	5497	1298	3085
Percentage	2.9%	0.7%	1.0%	5.4%	4.4%	1.0%	2.5%
	Jiang xi	Shan dong	Henan	Hubei	Hunan	Guang dong	Guangxi
Number	541	4947	2064	2225	1248	18536	944
Percentage	0.4%	3.9%	1.6%	1.8%	1.0%	14.7%	0.8%
	Hainan	Sichuan	Guizhou	Yun nan	Tibet	Shaanxi	Gansu
Number	911	2353	391	1534	158	1705	468
Percentage	0.7%	1.9%	0.3%	1.2%	0.1%	1.4%	0.4%
	Qinghai	Ningxia	Xinjiang	Hong Kong	Macao	Taiwan	
Number	112	333	1104	1634	----	----	
Percentage	0.1%	0.3%	0.9%	1.3%	----	----	

D. THE NUMBER OF “WWW” WEBSITES (.CN , .COM , .NET , .ORG) : 277100

The distribution of “WWW” websites domain names :

	AC.C N	COM (.CN)	EDU (.CN)	GOV.CN	NET (.CN)	ORG (.CN)	DISTRICT .CN	TOTAL
	444	215779	/	4677	47307	7200	1693	277100
Percentage	0.2%	77.8%		1.7%	17.1%	2.6%	0.6%	100.0%

The geographical distribution of “WWW” websites :

	Beijing	Shang hai	Tianjin	Chong qing	Hebei	Shanxi	Inner Mongoli a
	57138	29819	4052	1938	5225	1850	1149

Percentage	20.6%	10.8%	1.5%	0.7%	1.9%	0.7%	0.4%
	Liao ning	Jilin	Heilong jiang	Jiangs u	Zhe jiang	Anhui	Fujian
	11170	2576	3342	18250	22484	3461	17491
Percentage	4.0%	0.9%	1.2%	6.6%	8.1%	1.3%	6.3%
	Jiangxi	Shan dong	Henan	Hubei	Hunan	Guang dong	Guangxi
	1990	11964	5084	5433	3683	45951	2331
Percentage	0.7%	4.3%	1.8%	2.0%	1.3%	16.6%	0.8%
	Hainan	Sichuan	Guizhou	Yun nan	Tibet	Shaanxi	Gansu
	1497	6753	1118	2591	754	2700	1470
Percentage	0.5%	2.5%	0.4%	0.9%	0.3%	1.0%	0.5%
	Qinghai	Ningxia	Xinjiang				
	470	646	2720				
Percentage	0.2%	0.2%	1.0%				

E. The Total Bandwidth of Leased International Connections: 7597.5M.

Countries directly interconnected to China's Internet include the United States, Canada, Australia, Britain, Germany, France, Japan, South Korea, etc. The detailed distribution among Interconnecting Networks is as follows.

- CSTNET : 55M
- CHINANET : 6032M
- CERNET : 257.5M
- CHINAGBN : 168M
- UNINET : 418M
- CNCNET : 465M
- CIETNET : 2M
- CMNET : 200M
- CGWNET : (Under Construction)
- CSNET : (Under Construction)

II. Results of Online Questionnaire:

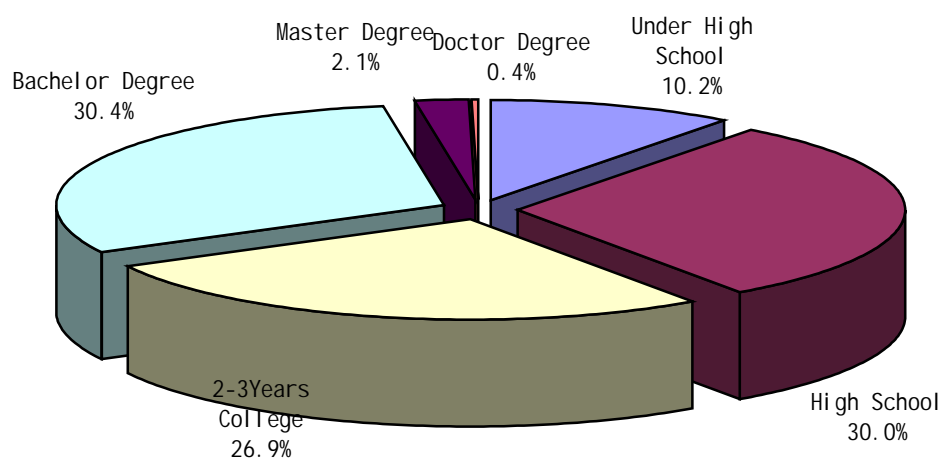
A. Users' Personal Information:

*1 . Gender : Male 60.0% , Female 40.0%

		hai		qing			Mongolia
Percentage	9.8%	9.2%	2.7%	1.6%	2.8%	1.2%	1.2%
	Liaoning	Jilin	Heilongjiang	Jiangsu	Zhejiang	Anhui	Fujian
Percentage	3.8%	1.8%	2.8%	8.0%	6.6%	2.5%	3.6%
	Jiangxi	Shandong	Henan	Hubei	Hunan	Guangdong	Guangxi
Percentage	1.8%	4.3%	3.1%	4.3%	3.4%	10.4%	2.6%
	Hainan	Sichuan	Guizhou	Yunnan	Tibet	Shaanxi	Gansu
Percentage	0.5%	5.2%	0.6%	1.5%	0.1%	1.5%	1.3%
	Qinghai	Ningxia	Xinjiang				
Percentage	0.2%	0.3%	1.3%				

*5. Education Attainment :

Under High School	High School	2-3Years College	Bachelor Degree	Master Degree	Doctor Degree
10.2%	30.0%	26.9%	30.4%	2.1%	0.4%



*6 . Distribution of Industry (Not including army man , student and unemployed people) :

Government	Business and Taxation Administration	Transportation	Trade and Commerce
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8.3%	2.1%	4.0%	16.0%
Financial, Insurance and Real estate Industry	Information and Consultation	Service Industry	Police, Censorate and Court
10.5%	3.1%	9.1%	2.5%
Entertainment and Sports	News and Advertising	Science research And Education	Postal Service and Communication
1.6%	1.4%	10.2%	3.9%
Computer Industry And IT Industry	Manufacturing	Water, Electricity and Air feed Industry	Architecture
7.8%	8.2%	4.0%	3.8%
Mining,	Agriculture	Others	
0.9%	1.9%	0.7%	

*7 . Distribution of users' career :

Government Officer	Engineering Person	Clerk	Service person
8.3%	19.9%	17.2%	13.2%
Peasant	Manufacturer and operator	Army man	Student
1.3%	5.6%	1.1%	24.1%
Unemployed people	Others		
4.9%	4.4%		

*8 . Monthly Income per Capita (RMB) :

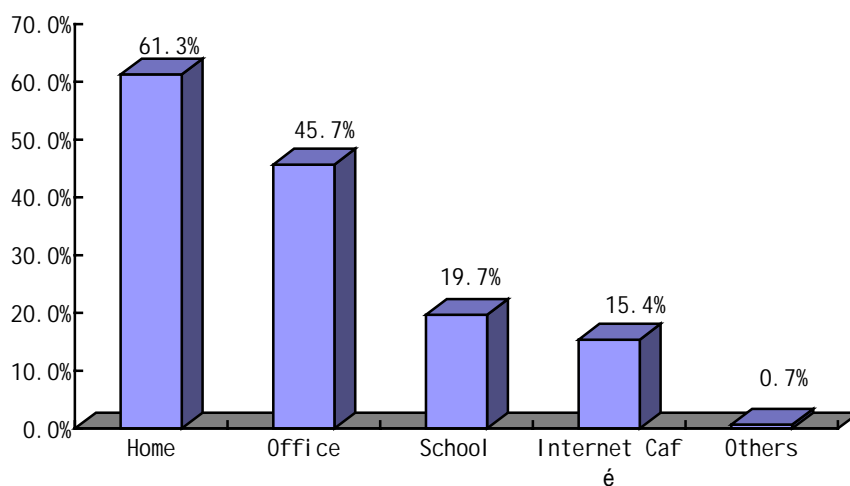
Under 500	501-1000	1001-1500	1501---2000	2001---2500	2501---3000
23.6%	25.3%	16.5%	8.8%	4.4%	3.4%
3001---4000	4001---5000	5001---6000	6001---10000	Above10000	No Income
2.3%	1.1%	0.8%	0.7%	0.8%	12.3%

B. Use and Access:

*1. Main Access Locations (results of multiple choices) :

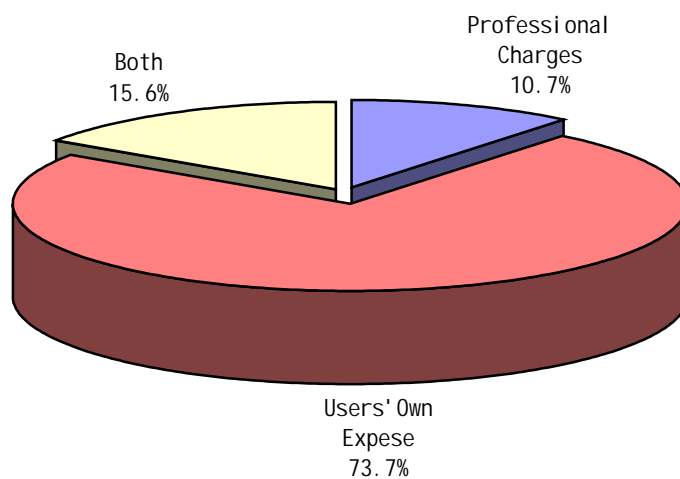
Home	Office	School	Internet	Others
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			Cafe	
61.3%	45.7%	19.7%	15.4%	0.7%



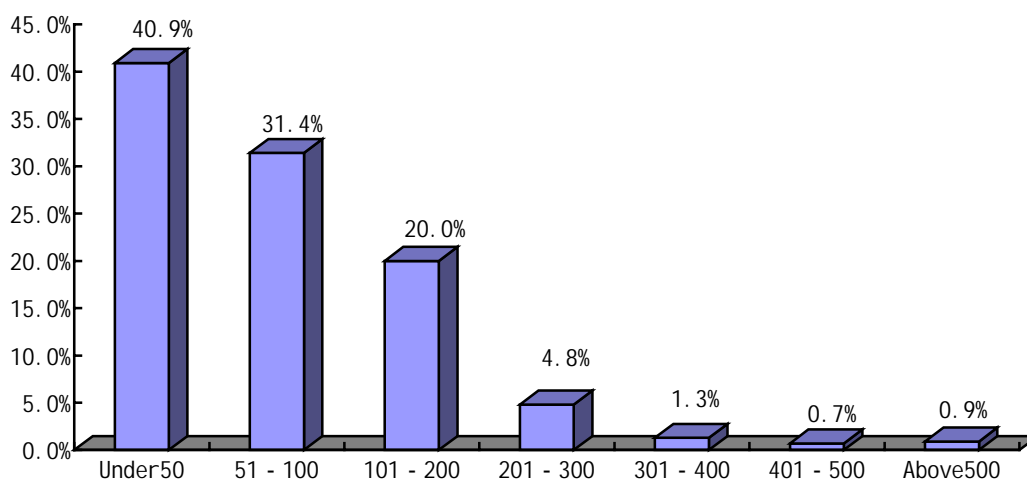
*2 . Access Expenditure (results of multiple choices) :

Professional Charges	Users' Own Expense	Both
10.7%	73.7%	15.6%



*3 . Monthly Expenditure (RMB) :

Under50	51-100	101-200	201-300	301-400	401-500	Above500
40.9%	31.4%	20.0%	4.8%	1.3%	0.7%	0.9%



*4 . Hours Spend per Week : 8.5 Hours (average)

*5 . Days Spend per Week : 3.2 Days (average)

*6 . Time Period of Most Likely Keeping Online (Results of Multiple Choices) (O'clock) :

0 , 1	2 , 3	4 , 5	6 , 7
14.9%	5.0%	2.8%	3.5%
8 , 9	10 , 11	12 , 13	14 , 15
16.9%	21.2%	22.7%	33.6%
16 , 17	18 , 19	20 , 21	22 , 23
29.7%	40.0%	77.0%	45.4%

*7 . Average amount of E-mail account : 2.2/ person

Free mail Account : 1.9/ person

*8 . E-mail Received per Week : 8.6

E-mail Send per Week : 6.8

*9 . Primary Goal for Accessing the Internet :

- Get Information 46.1%
- Education 4.3%
- For Work/Business needs 6.2%
- Entertainment 31.1%

■ Get free Internet Recourses (free E-mail account, free Personal homepage hosting, free resources download services)	3.3%
■ Communication (receive/send emails, short information; send faxes, etc.)	4.9%
■ Accessing Stock Trading and Information Retrieval	2.5%
■ Online Shopping	0.4%
■ Jumping on the Bandwagon	0.6%
■ Others	0.6%

10 . Services that were Used the Most Frequent (Multiple Choices) :

■ Email	92.2%
■ Search Engine	62.7%
■ Software Downloading and Uploading	55.3%
■ Information Acquiring	46.7%
■ Online Chatting	22.0%
■ Online Pager(OICQ,QQ,ICQ etc.)	37.6%
■ Newsgroup	13.4%
■ BBS Services	9.8%
■ Free Personal Website Hosting	11.8%
■ Online game	17.1%
■ Stock Trading and Information Retrieval	7.4%
■ Online Shopping and Trading	7.8%
■ Short Message	8.0%
■ Online Education	11.8%
■ IP Telephone	1.7%
■ Online Payment	2.1%
■ Online Meeting	0.6%
■ Multimedia Entertainment(VOD ,Online Living Broadcast ,MP3 and FLASH download)	22.1%
■ Other Services	0.4%

11 . Primary Information Gathered Online (Multiple Choice) :

■ News	74.0%
■ Computer Hardware and Software	55.6%
■ Entertainment Information	46.5%
■ Life Service Information	27.8%
■ Social Culture Information	20.4%
■ Electronic Books	37.4%
■ Science and Education Information	31.8%
■ Financial, estate Information	16.4%

■ Job Listings	22.2%
■ Trade and Commerce Information	9.9%
■ Travel Information	11.4%
■ Advertisement	6.4%
■ Medical Care Information	7.7%
■ Matchmaking Services	4.5%
■ Laws, regulations and Policies	13.7%
■ Others	1.6%

12 . The distribution of Information that had been viewed :

■ Chinese Language Information	78.1%
■ Domestic Information	69.3%

13 . Users' Needs that Still Can Not Be Fulfilled (Multiple Choice) :

■ News	25.4%
■ Computer Hardware and Software	26.8%
■ Entertainment Information	21.0%
■ Life Service Information	23.6%
■ Social Culture Information	14.4%
■ Electronic Books	36.3%
■ Science and Education Information	23.5%
■ Financial, Estate information	11.7%
■ Job Listings	21.9%
■ Trade and Commerce Information	13.3%
■ Travel Information	15.2%
■ Advertisement	9.0%
■ Medical Care Information	18.0%
■ Matchmaking Services	5.1%
■ Laws, regulations and Policies	20.7%
■ Others	2.0%

14 . Main approaches for users to get to know the new websites (Multiple choice) :

■ Search engine	76.3%
■ Links on other websites	64.7%
■ Recommendation from friends, schoolfellows and colleagues	53.9%
■ Recommendation from Internet friends	30.3%
■ Books	17.1%
■ Paper and Magazines	36.5%
■ Broadcasting and TV programs	16.4%
■ Yellow Pages	4.7%
■ Others	0.5%

C. Users' Views Toward Some Hot Issues:

1 . Users' Views Toward the Present Internet :

Satisfaction Stars

■ Speed	2.9%	22.1%	36.6%	23.3%	15.1%
■ Cost	5.1%	21.3%	33.6%	23.1%	16.9%
■ Abundance of Chinese Information	4.7%	38.0%	42.2%	12.3%	2.8%
■ Facticity of Contents	2.1%	20.1%	52.1%	20.6%	5.1%
■ Privacy Protection	3.5%	18.7%	45.0%	24.2%	8.6%
■ Conveniency of Usage	8.1%	39.4%	39.8%	10.4%	2.3%
■ Service Quality of ISPs	3.8%	27.3%	51.0%	12.7%	5.2%

2 . User's Views Toward the Influence of the Internet

Influence Stars

■ Study	19.6%	41.6%	27.4%	8.5%	2.9%
■ Work	20.6%	36.4%	28.9%	9.5%	4.6%
■ Life	17.9%	37.5%	30.3%	10.2%	4.1%

3 . The Aspects that Users Value When Applying Charged Mailbox(es)

■ Reliability	40.8%
■ Speed	7.7%
■ Safety and Stabilization	31.8%
■ Capacity	10.7%
■ Special Services	7.3%
■ Others	1.7%

4 . Users' Opinions about the Service Quality of the Charged Mailboxes

■ Excellent	5.7%
■ Satisfied	44.4%
■ Vague	40.8%
■ Unsatisfied	6.7%
■ Too bad	2.4%

5 . Users' Opinions about the Service Quality of the free Mailboxes

■ Excellent	10.4%
■ Satisfied	55.0%
■ Vague	29.2%
■ Unsatisfied	4.7%
■ Too bad	0.7%

6 . Users' intention of applying the charged mailbox within one year

■ Definitely	14.4%
■ Possibly	31.7%
■ Unsure	23.0%
■ Possibly not	19.4%
■ Sure not	11.5%

7 . The Frequency of Accessing the Internet Advertisements:

■ Frequently	16.5%
■ Sometimes	48.3%
■ Rarely	31.6%
■ Never	3.6%

8 . What Kind of Internet Ad Will be the Most Attractive (Multiple Choice) :

■ Commonweal Activity	60.9%
■ News	45.8%
■ Business Organization	12.4%
■ Commodity Information	36.5%
■ Encouraging Sales Promotion	61.2%
■ New Web Site Announcement	23.2%
■ Science Activity	30.1%
■ Entertainment Information	42.3%
■ Visualize Advertisement	19.8%
■ Others	0.4%

9 . The Most Attractive Type of Internet Ad:

■ Banner	42.9%
■ Button	21.5%
■ Animation	14.5%
■ Inter cut	5.2%
■ Literal	7.9%
■ E-mail	7.4%
■ others :	0.6%

10 . Users' Intention of Receiving Advertising E-Mails as References to Purchase Goods and Services :

■ Affirmative	29.1%
■ Negative	37.4%
■ Unknown	33.5%

11 . Why users are not satisfied with the present Internet Advertisement

■ Too Much Advertisement	12.2%
■ Insufficient Originality and Characteristics	12.0%
■ Unable to Ensure the Authenticity	39.2%
■ Obstruct the Views of the Users	31.3%
■ Indifference	5.0%
■ Others	0.3%

12 . The Frequency of Accessing the E-business Websites :

■ Frequently	21.9%
■ Sometimes	49.8%
■ Rarely	25.8%
■ Never	2.5%

13 . Have you ever purchased Commodities or services via Internet last year :

■ Yes	31.6%
■ No	68.4%

14 . Have you ever purchased commodities via auction websites last year :

■ Yes	6.9%
■ No	93.1%

15 . Have you ever successfully made second-hand dealing last year :

■ Yes	8.7%
■ No	91.3%

16 . The Purpose for Users to Purchase Online (multiple choice) :

■ Saving Time	48.3%
■ Reduce Costs	38.8%
■ Easy to Operate	41.7%
■ Looking for Rare Commodities	28.9%
■ For Fun and Curiosity	31.5%
■ others :	1.6%

17 . Product (Service) that Users Had Purchased (multiple choice) :

■ Books and Magazines	58.0%
■ Computer Appliance	33.7%
■ Photographic Equipment	3.6%
■ Communication Appliance	15.5%
■ AV Equipment	34.4%
■ Living and Housing	11.6%
■ Clothing	4.4%
■ Family Electrical Appliance	5.6%
■ Sports Equipment	4.4%
■ Medical Care Services	3.1%
■ Present Delivery	14.7%
■ Financial and Insurance Services	2.6%
■ Ticket Ordering	9.7%
■ Educational Services	11.8%
■ Others	3.1%

18 . Product (Service) that Users Hope to Get from Internet (multiple choice) :

■ Books and Magazines	51.6%
■ Computer Appliance	41.0%
■ Photographic Equipment	7.9%
■ Communication	25.2%
■ AV Equipment	30.1%
■ Living and Housing	24.6%
■ Clothing	13.2%
■ Family Electrical Appliance	17.7%
■ Sports Equipment	12.7%
■ Medical Care Services	12.1%
■ Present Delivery	27.2%
■ Financial and Insurance Services	15.1%
■ Ticket Ordering	26.4%
■ Educational Services	34.6%
■ Others	1.0%

19 . Payment Methods :

■ Cash and Carry	42.8%
■ Online payment	15.6%
■ Post Offices transfer	3.9%
■ Bank Transfer	6.8%
■ others :	0.2%

20 . Payment Method that Users Prefer When Pay for Over RMB1000 :

■ Cash and Carry	73.3%
■ Online payment	15.6%
■ Post Offices transfer	3.94%
■ Bank Transfer	6.8%
■ others :	0.4%

21 . Deliver methods that being used :

■ EMS	20.5%
■ Other express deliveries	7.1%
■ Postal parcel	25.5%
■ Air, train parcel	2.2%
■ Home delivery	44.4%
■ Others	0.3%

22 . Have you ever experienced that goods have not been delivered after your order and payment :

■ Yes	13.9%
■ No	86.1%

23 . The satisfaction degree of users when exchange through the Internet :

■ Quite satisfied	3.5%
■ Satisfied	34.8%
■ So so	39.9%
■ Unsatisfied	20.4%
■ Quite unsatisfied	1.4%

24 . Primary Obstacles of Online Purchase :

■ Security can not be guaranteed	31.0%
■ Inconvenient Payment	11.8%
■ Quality of products, after service and credit of the producer can not be guaranteed	30.2%
■ Delivery is time wasting, the channel is not expedite	13.9%
■ Unattractive Price	6.3%
■ Unreliable Information	6.3%
■ Others	0.5%

25 . Has your computer ever been invaded last year :

- | | |
|-----------|-------|
| ■ Yes | 63.3% |
| ■ No | 29.9% |
| ■ Unknown | 6.8% |

26 . Main methods adopted to ensure the security (Multiple choice) :

- | | |
|--|-------|
| ■ Pass word | 27.3% |
| ■ Anti-virus soft ware | 78.0% |
| ■ Fire wall | 64.6% |
| ■ Electricity signature | 4.1% |
| ■ no idea, it's system managers responsibility : | 6.0% |
| ■ Do not adopt any method | 2.5% |

27 . How often do users change the pass word of E-mail account :

- | | |
|--------------|-------|
| ■ 1 month | 7.4% |
| ■ 3-6 months | 19.4% |
| ■ 6-12months | 19.2% |
| ■ Never | 54.0% |

28 . Users' views toward the Current Situation of the Internet Security:

- | | |
|---------------|-------|
| ■ Excellent | 0.9% |
| ■ Satisfied | 25.2% |
| ■ Vague | 47.9% |
| ■ Unsatisfied | 21.9% |
| ■ Too Bad | 4.1% |

29 . Most Promising Online Business In the Future (multiple choice) :

- | | |
|--|-------|
| ■ Online shopping | 54.5% |
| ■ Online Stock Trading | 38.0% |
| ■ Online For-Profit Information Services | 34.2% |
| ■ Online Game and Entertainment Services | 36.3% |
| ■ Online Communication | 55.4% |
| ■ Virtual Community | 20.8% |
| ■ Online Program Ordering Services | 38.4% |
| ■ Online Education | 51.8% |
| ■ Online Hospital | 26.7% |
| ■ Others | 0.7% |

(items with "" are results from sampling survey)*

Part V The Dynamic Development Status of Internet In China

1. Macro Status

a. The Increase of the Computer Hosts in China

	Computer Hosts (Thousand)	Connected by Leased Line (Thousand)	Connected by Dial-Up (Thousand)
1997.10	299	49	250
1998.7	542	82	460
1999.1	747	117	630
1999.7	1460	250	1210
2000.1	3500	410	3090
2000.7	6500	1010	5490
2001.1	8920	1410	7510
2001.7	10020	1630	8390
2002.1	12540	2340	10200

b. The Increase of the Internet Users in China

	Internet Users (Thousand)	Using Leased Line (Thousand)	Use Modem (Thousand)	Use the both (Thousand)
1997.10	620	155	465	
1998.7	1175	325	850	
1999.1	2100	400	1490	210
1999.7	4000	760	2560	680
2000.1	8900	1090	6660	1150
2000.7	16900	2580	11760	2560
2001.1	22500	3640	15430	3430
2001.7	26500	4540	17930	4030
2002.1	33700	6720	21330	5650

c. The Increase of the International Bandwidth in China

	Bandwidth (M)
1997.10	25.408
1998.7	84.64
1999.1	143.25
1999.7	241
2000.1	351
2000.7	1234
2001.1	2799

2001. 7	3257
2002. 1	7597. 5

d. The Increase of Domain Names In China

	AC	COM	EDU	GOV	NET	ORG	AADN	Total
1997. 10	259	2131	325	323	370	99	559	4066
1998. 7	363	6559	414	561	657	229	632	9415
1999. 1	432	13913	531	982	1223	409	906	18396
1999. 7	502	22220	615	1663	2221	649	1175	29045
2000. 1	500	38776	731	2479	3753	940	1516	48695
2000. 7	624	78878	812	3665	10719	1912	3124	99734
2001. 1	682	96221	1127	4615	13291	2596	3567	122099
2001. 7	667	99922	1239	5181	15055	2864	3434	128362
2002. 1	673	99123	1354	5864	14045	2943	3317	127319

2. Changing of the Internet Users' Structure

a. Gender Proportion

	Male	Female
1997. 10	87. 7%	12. 3%
1998. 7	92. 8%	7. 2%
1999. 1	86%	14%
1999. 7	85%	15%
2000. 1	79%	21%
2000. 7	74. 68%	25. 32%
2001. 1	69. 56%	30. 44%
2001. 7	61. 3%	38. 7%
2002. 1	60%	40%

b. Age Structure

	Below 35	Above 35
1997. 10	84. 1%	15. 9%
1998. 7	91. 1%	8. 9%
1999. 1	89. 8%	10. 2%
1999. 7	88. 9%	11. 1%
2000. 1	88. 2%	11. 8%
2000. 7	87. 63%	12. 37%
2001. 1	83. 8%	16. 2%
2001. 7	79. 8%	20. 2%
2002. 1	79. 9%	20. 1%

c. Educational Level

	Senior High School & Below	Junior College	College Graduate	Master & Above
1998.7	6.9%	34.2%	49.6%	9.3%
1999.7	2%	39%	48%	11%
2000.1	3.0%	45.0%	45.0%	7.0%
2000.7	2.5%	45.6%	45.9%	5.9%
2001.1	6.4%	52.4%	38.8%	2.3%
2001.7	8.7%	55.5%	33.6%	2.2%
2002.1	10.2%	56.9%	30.4%	2.5%

d. Geographical Distribution

	North China	North East	East China	South China	South West	North West
1997.10	41.0%	5.2%	27.1%	20.5%	4.3%	1.9%
1998.7	31.6%	9.6%	29.3%	22.6%	4.2%	2.7%
1999.1	28.68%	6.79%	24.06%	30.52%	5.97%	3.98%
1999.7	26.74%	6.65%	32.07%	21.28%	7.92%	4.69%
2000.1	28.05%	7.43%	31.62%	23.64%	6.02%	3.24%
2000.7	25.11%	6.41%	35.01%	22.91%	6.28%	4.28%
2001.1	19.94%	9.53%	34.44%	21.84%	9.35%	4.90%
2002.1	17.7%	8.4%	36.0%	24.3%	9.0%	4.6%

3. Changing of the Internet Users' Behaviors

a. Access Expenditure

	At Public Expense	At Users' Own Expense	Both
1998.7	35%	44%	21%
1999.1	26%	45%	29%
1999.7	28%	46%	26%
2000.1	21%	59%	20%
2000.7	17.50%	56.37%	26.13%
2001.1	14.15%	63.37%	22.48%
2001.7	12.6%	70.4%	17.0%
2002.1	10.7%	73.7%	15.6%

b. The Most Serious Problem of Online Business that Users Considered

	1999.7	2000.1	2000.7	2001.1	2001.7	2002.1
Not ensured Security	30%	36.54%	31.76%	31.20%	33.4%	31.0%

Inconvenience of Payment	22%	17.68%	13.34%	12.59%	11.5%	11.8%
Not ensured product Quality, After service and the credit of the manufacturer	34%	27.64%	28.33%	32.03%	33.0%	30.2%
Obstructed Delivering Channel	6%	9.26%	10.14%	9.86%	8.7%	13.9%
Unattractive Price	8%	7.78%	7.74%	7.39%	6.6%	6.3%
Information is Unreliable			7.28%	5.91%	6.0%	6.3%
Others		1.10%	1.41%	1.02%	0.8%	0.5%

c. Status of Purchasing Goods or Services Online

	2000.1	2000.7	2001.1	2001.7	2002.1
Yes	8.79%	16.28%	31.67%	31.9%	31.6%
No	91.21%	83.72%	68.33%	68.1%	68.4%