



## Graphs and Tables of the Results

---

[\[ Survey Home \]](#) [\[ 5th Survey Home \]](#) [\[ Graphs \]](#) [\[ Bulleted Lists \]](#) [\[ Datasets \]](#)

---

### Table of Contents

We've got a ton of graphs (over 200) presented in as consistent manner as possible. All graphs will be available shortly via anonymous ftp via ftp.cc.gatech.edu in /pub/gvu/www/survey/survey-04-1996. New questions not asked in previous surveys are denoted by the **New!** icon. The questions for the survey are arranged into the following categories:

- General Demographics
- Politics **New!**
- Data Privacy **New!**
- Personal Computing Questions
- Internet Related Questions
- WWW Based Questions
- Frequency of Use/Behaviors
- User Preferences
- Consumer Surveys
- Learning of HTML
- HTML Authors
- Webmasters
- Web Service Providers

---

### How to Access the Information

Specifically, we present graphically the results to each question (over 50 questions) on a percentage basis, comparing the following groups of users (stratified samples):

- [L] the entire sample vs European vs US users
- [A] ages 19-25 vs ages 26-50 vs ages 51+
- [G] the entire sample vs Female vs Male users
- [T] Table of Data for the all samples (Entire, European, US, Female, Male, 19-25, 26-50, 51+)

To access all graphs and interpretations for each question, click on the question (the rightmost

hyperlink). Access to each of the stratified samples is possible by the [L A G T] key to the left of each question. Click on:

- L - to access only the Location comparison graph
- A - to access only the Age comparison graph
- G - to access only the Gender comparison graph
- T - to access the Frequency/Percentage table graph

All graphs are interlaced GIFs and were created using Delta Graph Professional for the Macintosh, and converted into GIF format using GIFConverter. The data used for these graphs was generated from summary statistics processed via Splus version 3.3 for UNIX.

---

## **General Demographics - All Below Questions Had 11,736 Respondents**

- [L A G T] Age
- [L A G T] Disabilities
- [L A G T] Dependents
- [L A G T] Education
- [L A G T] Gender
- [L A G T] Income
- [L A G T] Location - Major Geographical Areas
- [ - - - T] Location - Actual States/Countries
- [L A G T] Marital Status
- [L A G T] Occupation - Major Occupations
- [ - - - T] Occupation - Actual Positions
- [L A G T] Race
- [L A G T] Native Language **New!**

---

## **Politics **New!** - Below Questions had 6,140 Respondents unless otherwise indicated**

- [L A G T] Political Affiliation - 11,736 Respondents
- [L A G T] Party (US Only) - 11,736 Respondents
- [L A G T] Currently Registered to Vote
- [L A G T] Primary Sources of News/Political Information
- [L A G T] Elected Officials Attitudes Toward the People
- [L A G T] Frequently Visited Political Web Sites
- [L A G T] Use of Electronic White House Documents
- [L A G T] Most Recent Voting Behavior
- [L A G T] Offline Political Activities
- [L A G T] Online Political Activities
- [L A G T] Number of Times Sent E-Mail to Government Officials
- [L A G T] Involvement with Political Issues Since being Online
- [L A G T] Connectedness with Other People Since being Online

---

## **Data Privacy New! - All Below Questions Had 6,055 Respondents**

- [L A G T] Knowledge of Information Logged per Page Request
  - [L A G T] Have Falsified Online Registration Information
  - [L A G T] Terms & Conditions for Revealing Demographic Information
  - [L A G T] Opinions on Data Privacy Issues
- 

## **Personal Computing Questions - Below Questions Had 11,736 Respondents unless otherwise indicated**

- [L A G T] Monitor Diameter New!
  - [L A G T] Type of Monitor (Bit Depth) New!
  - [L A G T] Hours/Week Having Fun with Computers
  - [L A G T] Hours/Week Working with Computers
  - [L A G T] Hours/Week of "Personal" Computing New!
  - [L A G T] Number of Computers Owned
  - [L A G T] Primary Computing Platform
  - [L A G T] Technologies Used to Communicate New! - 6,619 Respondents
- 

## **Internet Related Questions - Below Questions had 11,736 Respondents unless otherwise indicated**

- [L A G T] Speed of Connection to Internet - 6,619 Respondents
  - [L A G T] Who Pays for Internet Access
  - [L A G T] Nature of Internet Provider
  - [L A G T] Online Services Subscribed To
  - [L A G T] How Long on the Internet
- 

## **WWW Related Questions - Below Questions had 11,736 Respondents unless otherwise indicated**

- [L A G T] Primary Place of WWW Access New!
  - [L A G T] Willingness to Pay Fees for WWW Access
  - [L A G T] How Users Got To the Survey
  - [L A G T] How User Find Out About WWW Pages - 6,619 Respondents
  - [L A G T] Browser You Expect To Use in 12 Months New! - 6,619 Respondents
  - [L A G T] Are Intranets Used in Your Organization New! - 6,619 Respondents
-

## Frequency of Web Use/Behaviors - All Below Questions Had 6,619 Respondents

- [L A G T] Frequency of WWW Use
  - [L A G T] Number of Hours Browser Used/Week
  - [L A G T] Number of Items on Bookmark/Hotlist
  - [L A G T] How Often Users Save/Print Documents (Archive)
  - [L A G T] Reasons For Saving and Printing Documents
  - Types and Frequency of Information Accessed
    - For these questions, the choice "Don't Know" was omitted from the graphs, so percentages may not sum to 100%.
    - [L A G T] Economic Information
    - [L A G T] Electronic News
    - [L A G T] Government Information
    - [L A G T] Newsgroups
    - [L A G T] Product Information
    - [L A G T] Reference
    - [L A G T] Research
    - [L A G T] Shopping
    - [L A G T] Weather
  - [L A G T] Frequency of Using WWW Browser to Replace other Internet Interfaces (Choice "Don't Know" omitted.)
  - [L A G T] Frequency of Surfing the WWW Instead of Watching TV (Choice "Don't Know" omitted.)
  - [L A G T] Intend to Spend on Access Next Year **New!**
  - [L A G T] Intend to Spend on Content Next Year **New!**
  - [L A G T] Intend to Spend on Software & Hardware Next Year **New!**
- 

## User Preferences - All Below Questions Had 6,619 Respondents

- [L A G T] Problems Using the Web
  - [L A G T] Primary Use of Browser
  - [L A G T] Browsing Strategies
  - [L A G T] Preferences Towards Different Media Types (images, sounds, etc.)
- 

## Consumer Surveys - Number of Respondents Varies Between 3,368 and 1,702

- These analyses are still being conducted.
- 

## Learning of HTML - All Below Questions Had 3,218 Respondents

- [L T] Hours Spent Learning Basis of HTML

- [L T] Overall Learning of HTML and Specific HTML Features
  - [L T] Sources Consulted in Learning HTML
- 

## HTML Authors - All Below Questions Had 3,218 Respondents

- [L T] Topics of Documents Authored
  - [L T] Types of HyperLinks Documents Contain
  - [L T] Number of Documents Authored Using Publishing Software
  - [L T] Number of Documents Authored Directly in HTML
  - [L T] Number of Years Programming
  - [L T] Languages Used for CGI Programming
  - [L T] Have You Programmed in Java **New!**
  - [L T] Plans to Use Java **New!**
  - [L T] Advantages of Java **New!**
  - [L T] Security of Java **New!**
  - [L T] Knowledge of Java Security **New!**
  - [L T] Value of Java **New!**
- 

## Webmasters - All Below Questions Had 991 Respondents

- [L T] Which Server Currently Used
  - [L T] Number of Servers Operated **New!**
  - [L T] Speed of Server Connection to Internet
  - [L T] Operation of Mirrors and Proxies
  - [L T] Number of People Maintain Server For
  - [L T] Policy and Charging for Advertising on Website
  - [L T] Most Important Features of Servers **New!**
  - [L T] Use of Internal Server **New!**
  - [L T] Which Servers You Plan on Operating **New!**
- 

## Web Service Providers - All Below Questions Had 446 Respondents/Companies

- [L T] Types of Services Offered
- [L T] Number of Customers
- [L T] Number of Employees
- [L T] Factors Affecting Pricing
- [L T] Pricing for Page Creation and Design
- [L T] Pricing for CGI Scripting
- [L T] How Long in Business
- [L T] Pricing for Advertising on Site
- [L T] Provide Domain Registration Services

---

[ [Survey Home](#) ] [ [5th Survey Home](#) ] [ [Graphs](#) ] [ [Bulleted Lists](#) ] [ [Datasets](#) ]

---

**For more information or to submit comments:**

send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).

**Copyright 1996  
Georgia Tech Research Corporation  
Atlanta, Georgia 30332-0415  
ALL RIGHTS RESERVED  
Usage Restrictions**

GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280





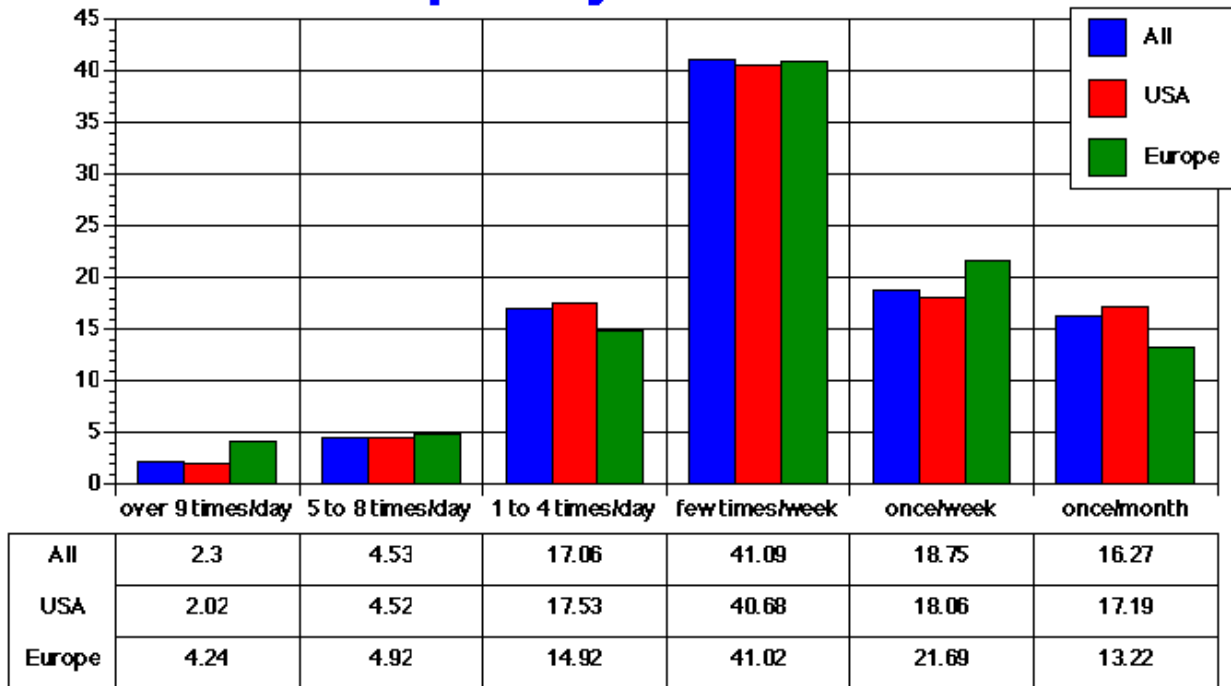
## How Often Users Print/Save Documents

---

### Notes:

- This question has changed slightly since the fourth survey to allow us to get more accurate answers for how frequently users archive the documents they find.
  - 41.1% of users archive items a few times a week. 23.9% archive them more frequently, and 35.0% less frequently.
-

## Frequency Visited Pages Saved split by Location



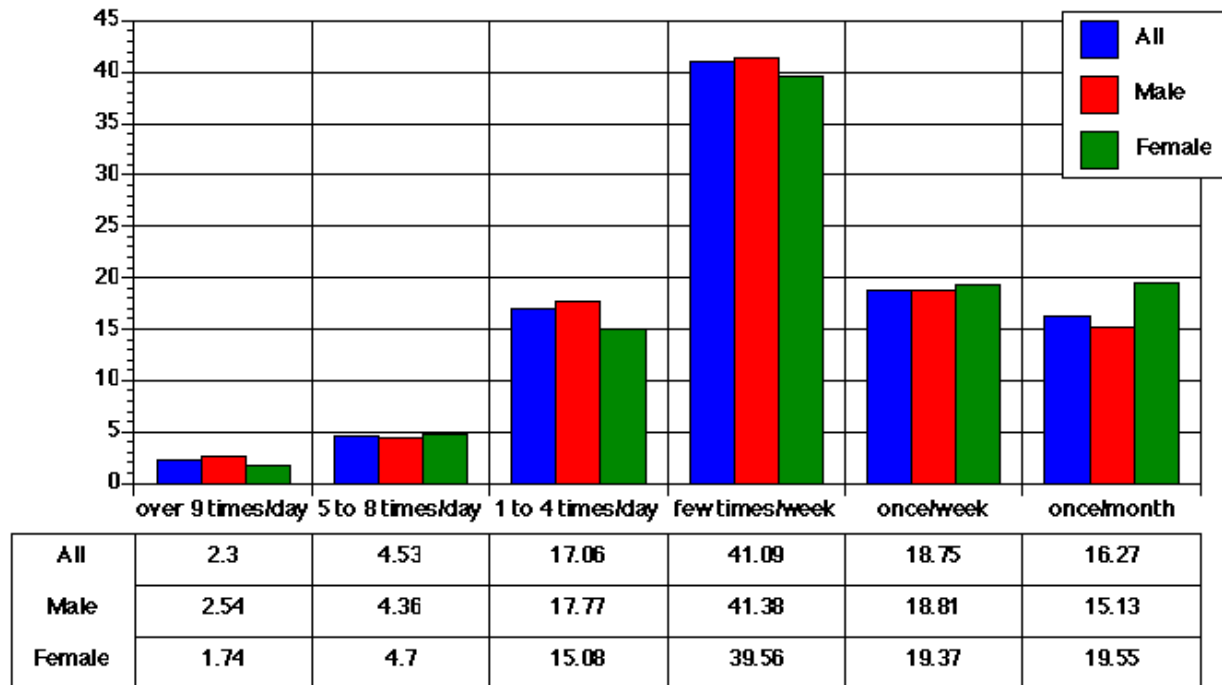
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- There were no significant differences between genders for this question.



## Frequency Visited Pages Saved split by Gender



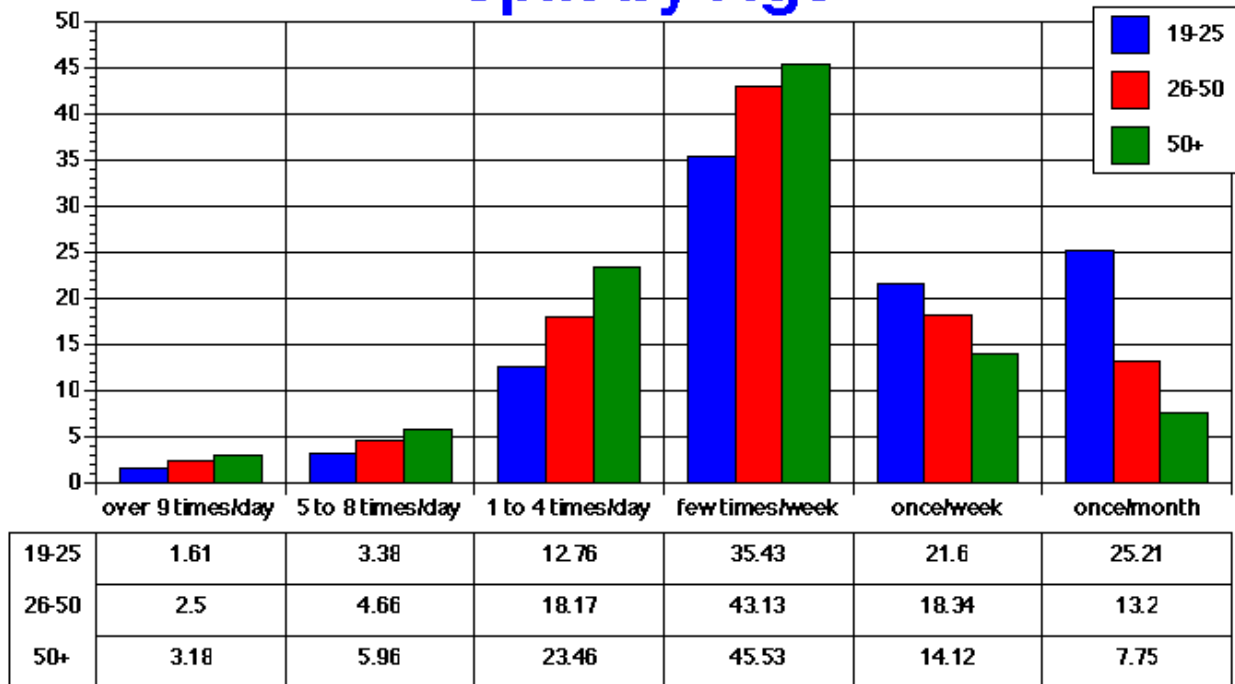
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- Older respondents report archiving documents more frequently than younger respondents.
-

## Frequency Visited Pages Saved split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Table of Data for All Categories

| <b>freq.save</b>     | <b>All</b>                   | <b>Male</b>                  | <b>Female</b>               | <b>USA</b>                   | <b>Europe</b>               | <b>19-25</b>                | <b>26-50</b>                 | <b>50+</b>                  |
|----------------------|------------------------------|------------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|
| <b>1_to_4</b>        | <b>1129</b><br><b>17.06%</b> | <b>734</b><br><b>17.77%</b>  | <b>260</b><br><b>15.08%</b> | <b>772</b><br><b>17.53%</b>  | <b>88</b><br><b>14.92%</b>  | <b>166</b><br><b>12.76%</b> | <b>655</b><br><b>18.17%</b>  | <b>118</b><br><b>23.46%</b> |
| <b>5_to_8</b>        | <b>300</b><br><b>4.53%</b>   | <b>180</b><br><b>4.36%</b>   | <b>81</b><br><b>4.70%</b>   | <b>199</b><br><b>4.52%</b>   | <b>29</b><br><b>4.92%</b>   | <b>44</b><br><b>3.38%</b>   | <b>168</b><br><b>4.66%</b>   | <b>30</b><br><b>5.96%</b>   |
| <b>few_time_week</b> | <b>2720</b><br><b>41.09%</b> | <b>1709</b><br><b>41.38%</b> | <b>682</b><br><b>39.56%</b> | <b>1791</b><br><b>40.68%</b> | <b>242</b><br><b>41.02%</b> | <b>461</b><br><b>35.43%</b> | <b>1555</b><br><b>43.13%</b> | <b>229</b><br><b>45.53%</b> |
| <b>once_a_month</b>  | <b>1077</b><br><b>16.27%</b> | <b>625</b><br><b>15.13%</b>  | <b>337</b><br><b>19.55%</b> | <b>757</b><br><b>17.19%</b>  | <b>78</b><br><b>13.22%</b>  | <b>328</b><br><b>25.21%</b> | <b>476</b><br><b>13.20%</b>  | <b>39</b><br><b>7.75%</b>   |
| <b>once_a_week</b>   | <b>1241</b><br><b>18.75%</b> | <b>777</b><br><b>18.81%</b>  | <b>334</b><br><b>19.37%</b> | <b>795</b><br><b>18.06%</b>  | <b>128</b><br><b>21.69%</b> | <b>281</b><br><b>21.60%</b> | <b>661</b><br><b>18.34%</b>  | <b>71</b><br><b>14.12%</b>  |
| <b>over_9</b>        | <b>152</b><br><b>2.30%</b>   | <b>105</b><br><b>2.54%</b>   | <b>30</b><br><b>1.74%</b>   | <b>89</b><br><b>2.02%</b>    | <b>25</b><br><b>4.24%</b>   | <b>21</b><br><b>1.61%</b>   | <b>90</b><br><b>2.50%</b>    | <b>16</b><br><b>3.18%</b>   |

---

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



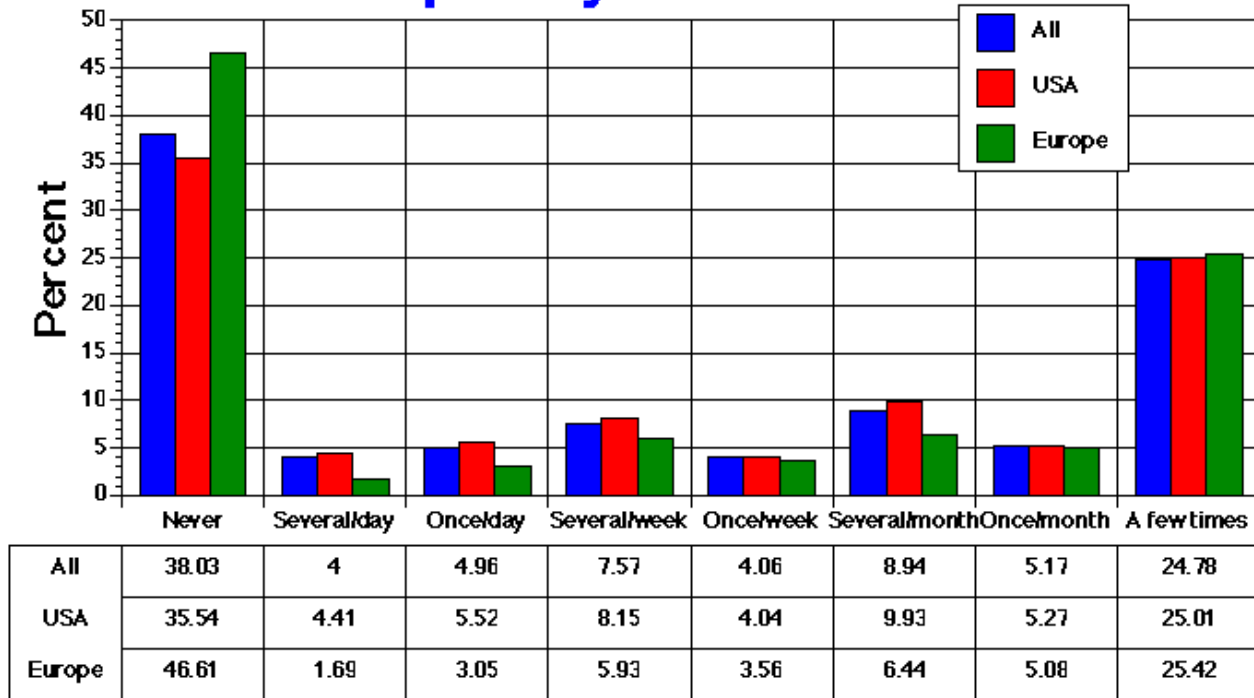
## Frequency of Economic Information Use

---

### Notes:

- **Over a third of respondents (38.0%) reported that they never use the Web to find economic information. 24.8% have used it for this purpose "a few times".**
  - **A higher percentage of European users (46.6%) reported never having used it for this purpose.**
-

## Frequency of Economic Info Use split by Location

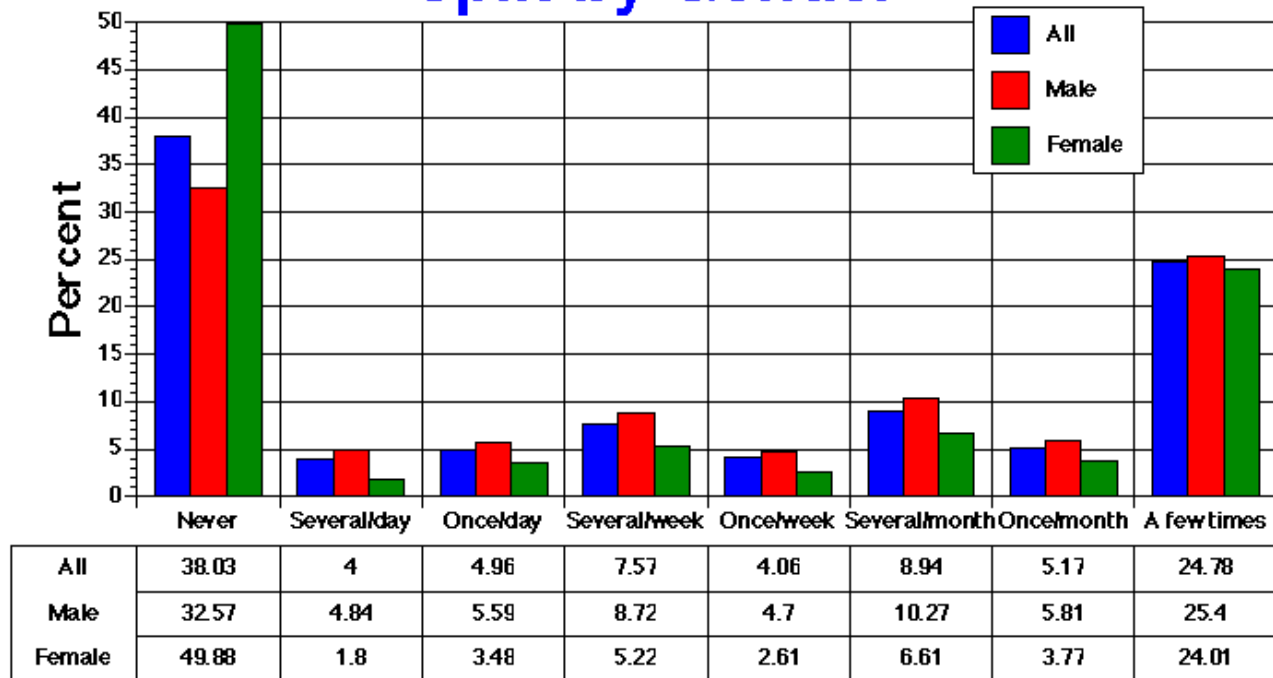


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- More females than males report never having used the Web for economic information (49.9% females, 32.6% males).

## Frequency of Economic Info Use split by Gender

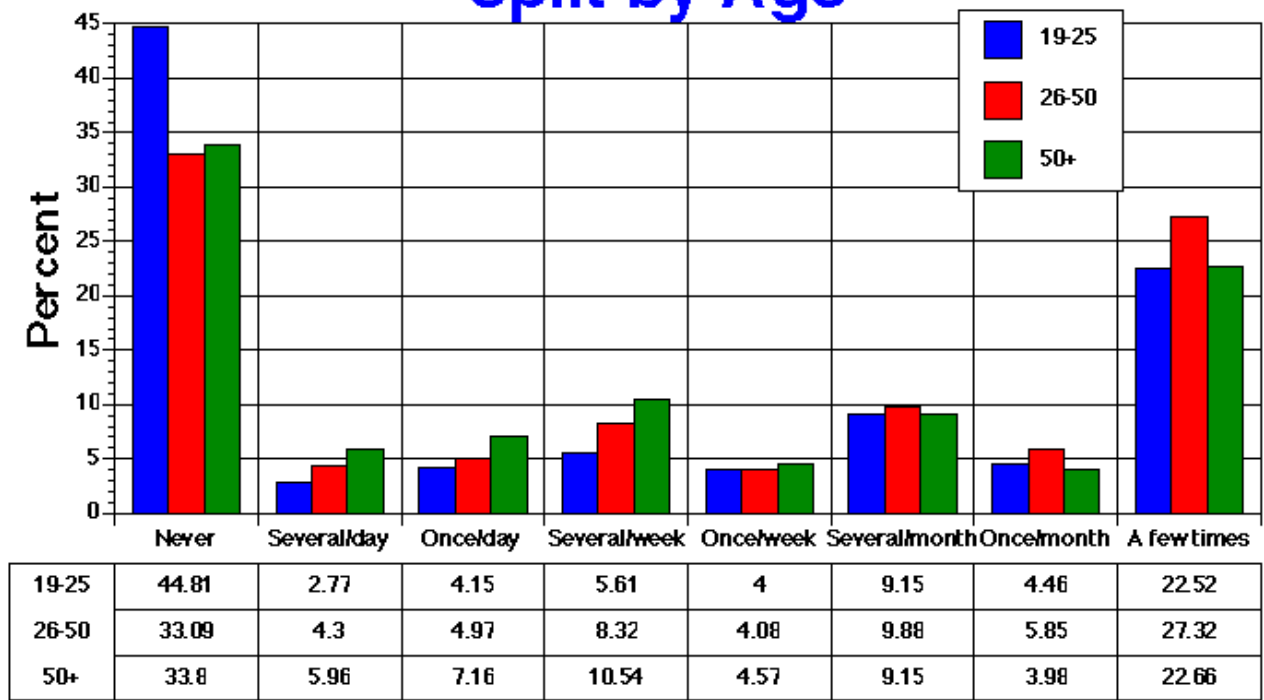


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- Respondents over age 50 access economic information more regularly than younger respondents.

## Frequency of Economic Info Use split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Table of Data for All Categories

| <b>economic</b>                | <b>All</b>            | <b>Male</b>           | <b>Female</b>        | <b>USA</b>            | <b>Europe</b>        | <b>19-25</b>         | <b>26-50</b>          | <b>50+</b>           |
|--------------------------------|-----------------------|-----------------------|----------------------|-----------------------|----------------------|----------------------|-----------------------|----------------------|
| <b>A few times</b>             | <b>1640</b><br>24.78% | <b>1049</b><br>25.40% | <b>414</b><br>24.01% | <b>1101</b><br>25.01% | <b>150</b><br>25.42% | <b>293</b><br>22.52% | <b>985</b><br>27.32%  | <b>114</b><br>22.66% |
| <b>Don't know</b>              | <b>164</b><br>2.48%   | <b>86</b><br>2.08%    | <b>45</b><br>2.61%   | <b>93</b><br>2.11%    | <b>13</b><br>2.20%   | <b>33</b><br>2.54%   | <b>79</b><br>2.19%    | <b>11</b><br>2.19%   |
| <b>Never</b>                   | <b>2518</b><br>38.04% | <b>1346</b><br>32.59% | <b>860</b><br>49.88% | <b>1566</b><br>35.57% | <b>275</b><br>46.61% | <b>583</b><br>44.81% | <b>1193</b><br>33.09% | <b>170</b><br>33.80% |
| <b>Once per day</b>            | <b>328</b><br>4.96%   | <b>231</b><br>5.59%   | <b>60</b><br>3.48%   | <b>243</b><br>5.52%   | <b>18</b><br>3.05%   | <b>54</b><br>4.15%   | <b>179</b><br>4.97%   | <b>36</b><br>7.16%   |
| <b>Once per month</b>          | <b>342</b><br>5.17%   | <b>240</b><br>5.81%   | <b>65</b><br>3.77%   | <b>232</b><br>5.27%   | <b>30</b><br>5.08%   | <b>58</b><br>4.46%   | <b>211</b><br>5.85%   | <b>20</b><br>3.98%   |
| <b>Once per week</b>           | <b>269</b><br>4.06%   | <b>194</b><br>4.70%   | <b>45</b><br>2.61%   | <b>178</b><br>4.04%   | <b>21</b><br>3.56%   | <b>52</b><br>4.00%   | <b>147</b><br>4.08%   | <b>23</b><br>4.57%   |
| <b>Several times per day</b>   | <b>265</b><br>4.00%   | <b>200</b><br>4.84%   | <b>31</b><br>1.80%   | <b>194</b><br>4.41%   | <b>10</b><br>1.69%   | <b>36</b><br>2.77%   | <b>155</b><br>4.30%   | <b>30</b><br>5.96%   |
| <b>Several times per month</b> | <b>592</b><br>8.94%   | <b>424</b><br>10.27%  | <b>114</b><br>6.61%  | <b>437</b><br>9.93%   | <b>38</b><br>6.44%   | <b>119</b><br>9.15%  | <b>356</b><br>9.88%   | <b>46</b><br>9.15%   |
| <b>Several times per week</b>  | <b>501</b><br>7.57%   | <b>360</b><br>8.72%   | <b>90</b><br>5.22%   | <b>359</b><br>8.15%   | <b>35</b><br>5.93%   | <b>73</b><br>5.61%   | <b>300</b><br>8.32%   | <b>53</b><br>10.54%  |

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**





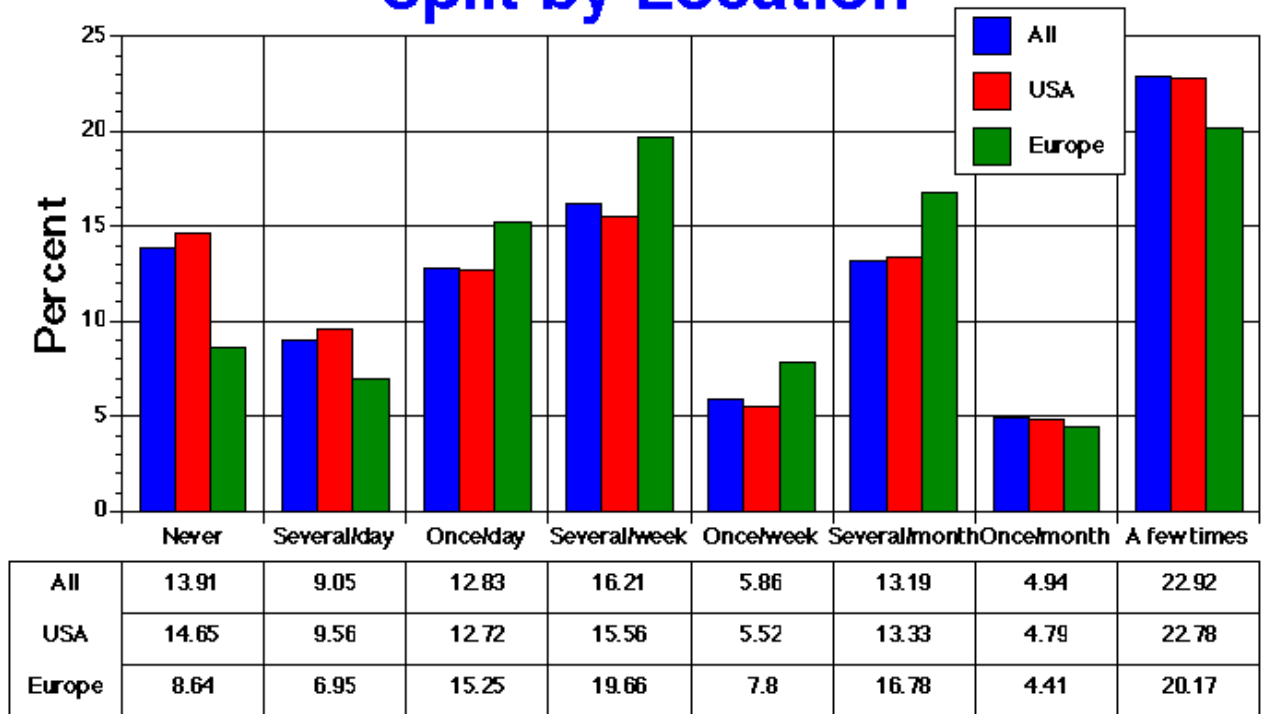
## Frequency of Electronic News Use

---

### Notes:

- **21.8% report accessing electronic news on a daily basis, and another 22.1% access it on a weekly basis. Only 13.9% of respondents have never accessed electronic news.**
  - **Only 8.6% of European respondents have never accessed it compared to 14.7% of US respondents. In general, Europeans seem to access electronic news on a more regular basis.**
-

# Frequency of Electronic News Use split by Location

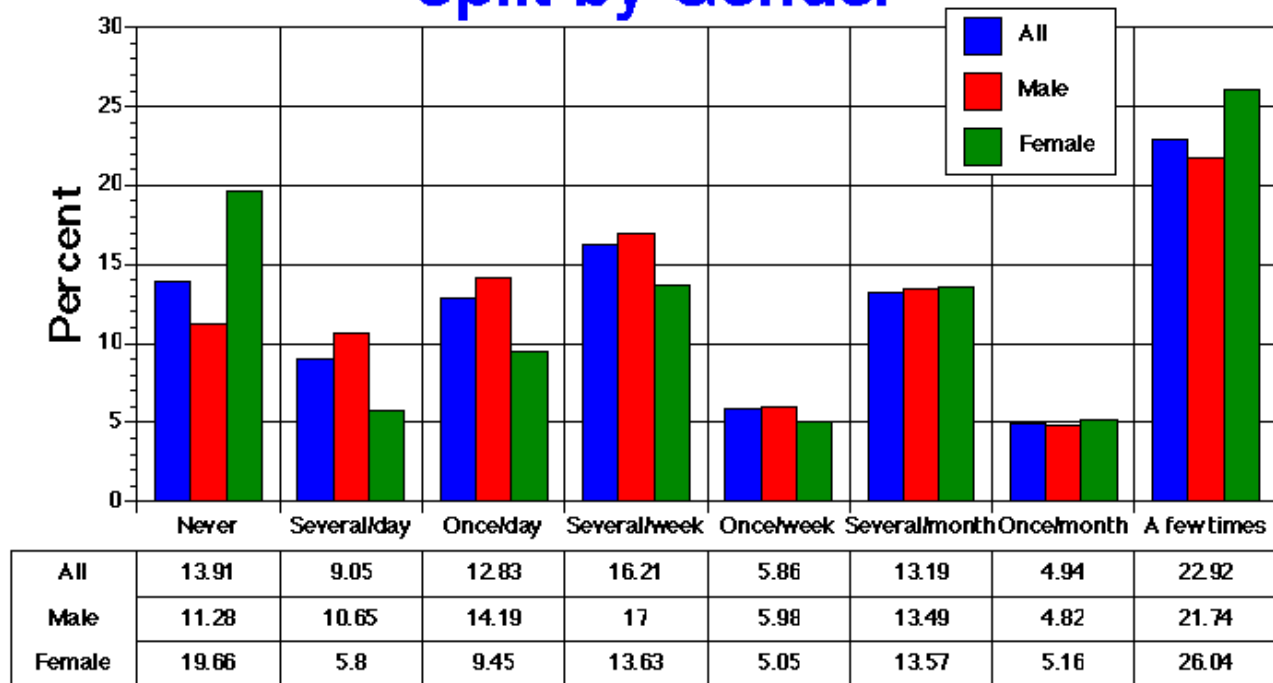


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

## Notes:

- Females, in general, seem to access electronic news less frequently than males.

## Frequency of Electronic News Use split by Gender

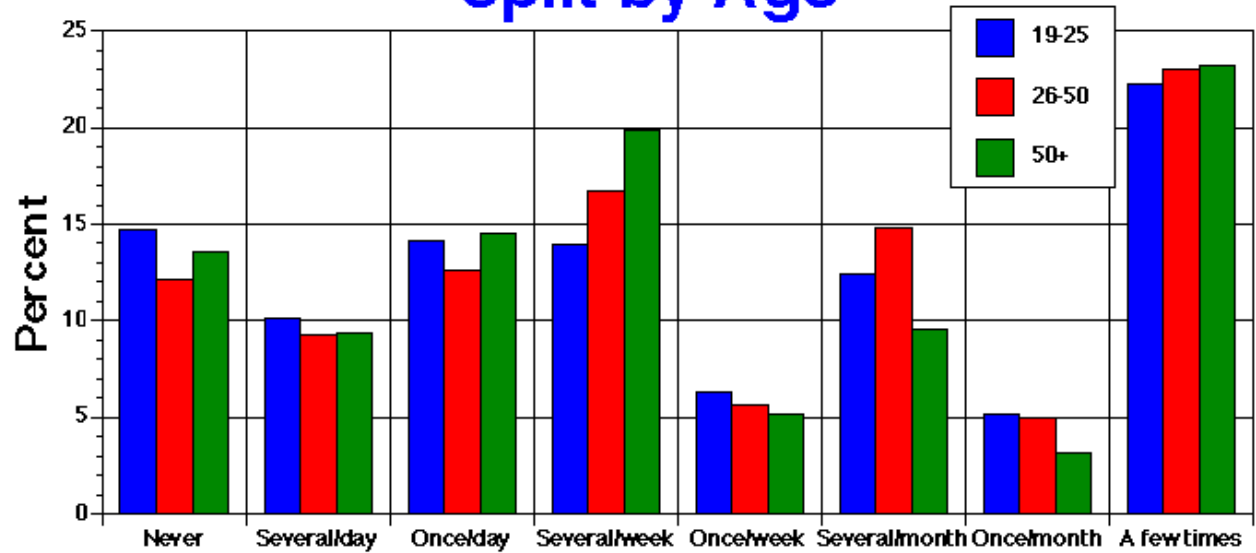


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- Age doesn't seem to be a controlling factor in frequency of electronic news usage. Although some categories vary noticeably with age, there are no obvious trends related to age.

## Frequency of Electronic News Use split by Age



|       | Never | Several a day | Once a day | Several a week | Once a week | Several a month | Once a month | A few times |
|-------|-------|---------------|------------|----------------|-------------|-----------------|--------------|-------------|
| 19-25 | 14.76 | 10.15         | 14.14      | 13.91          | 6.3         | 12.45           | 5.15         | 22.29       |
| 26-50 | 12.12 | 9.24          | 12.62      | 16.7           | 5.6         | 14.84           | 4.97         | 23          |
| 50+   | 13.52 | 9.34          | 14.51      | 19.88          | 5.17        | 9.54            | 3.18         | 23.26       |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Table of Data for All Categories

| enews                   | All            | Male          | Female        | USA            | Europe        | 19-25         | 26-50         | 50+           |
|-------------------------|----------------|---------------|---------------|----------------|---------------|---------------|---------------|---------------|
| A few times             | 1517<br>22.92% | 898<br>21.74% | 449<br>26.04% | 1003<br>22.78% | 119<br>20.17% | 290<br>22.29% | 829<br>23.00% | 117<br>23.26% |
| Don't know              | 70<br>1.06%    | 35<br>0.85%   | 27<br>1.57%   | 47<br>1.07%    | 2<br>0.34%    | 11<br>0.85%   | 32<br>0.89%   | 8<br>1.59%    |
| N                       | 2<br>0.03%     | 0<br>0.00%    | 1<br>0.06%    | 1<br>0.02%     | 0<br>0.00%    | 0<br>0.00%    | 1<br>0.03%    | 0<br>0.00%    |
| Never                   | 921<br>13.91%  | 466<br>11.28% | 339<br>19.66% | 645<br>14.65%  | 51<br>8.64%   | 192<br>14.76% | 437<br>12.12% | 68<br>13.52%  |
| Once per day            | 849<br>12.83%  | 586<br>14.19% | 163<br>9.45%  | 560<br>12.72%  | 90<br>15.25%  | 184<br>14.14% | 455<br>12.62% | 73<br>14.51%  |
| Once per month          | 327<br>4.94%   | 199<br>4.82%  | 89<br>5.16%   | 211<br>4.79%   | 26<br>4.41%   | 67<br>5.15%   | 179<br>4.97%  | 16<br>3.18%   |
| Once per week           | 388<br>5.86%   | 247<br>5.98%  | 87<br>5.05%   | 243<br>5.52%   | 46<br>7.80%   | 82<br>6.30%   | 202<br>5.60%  | 26<br>5.17%   |
| Several times per day   | 599<br>9.05%   | 440<br>10.65% | 100<br>5.80%  | 421<br>9.56%   | 41<br>6.95%   | 132<br>10.15% | 333<br>9.24%  | 47<br>9.34%   |
| Several times per month | 873<br>13.19%  | 557<br>13.49% | 234<br>13.57% | 587<br>13.33%  | 99<br>16.78%  | 162<br>12.45% | 535<br>14.84% | 48<br>9.54%   |
| Several times per week  | 1073<br>16.21% | 702<br>17.00% | 235<br>13.63% | 685<br>15.56%  | 116<br>19.66% | 181<br>13.91% | 602<br>16.70% | 100<br>19.88% |

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



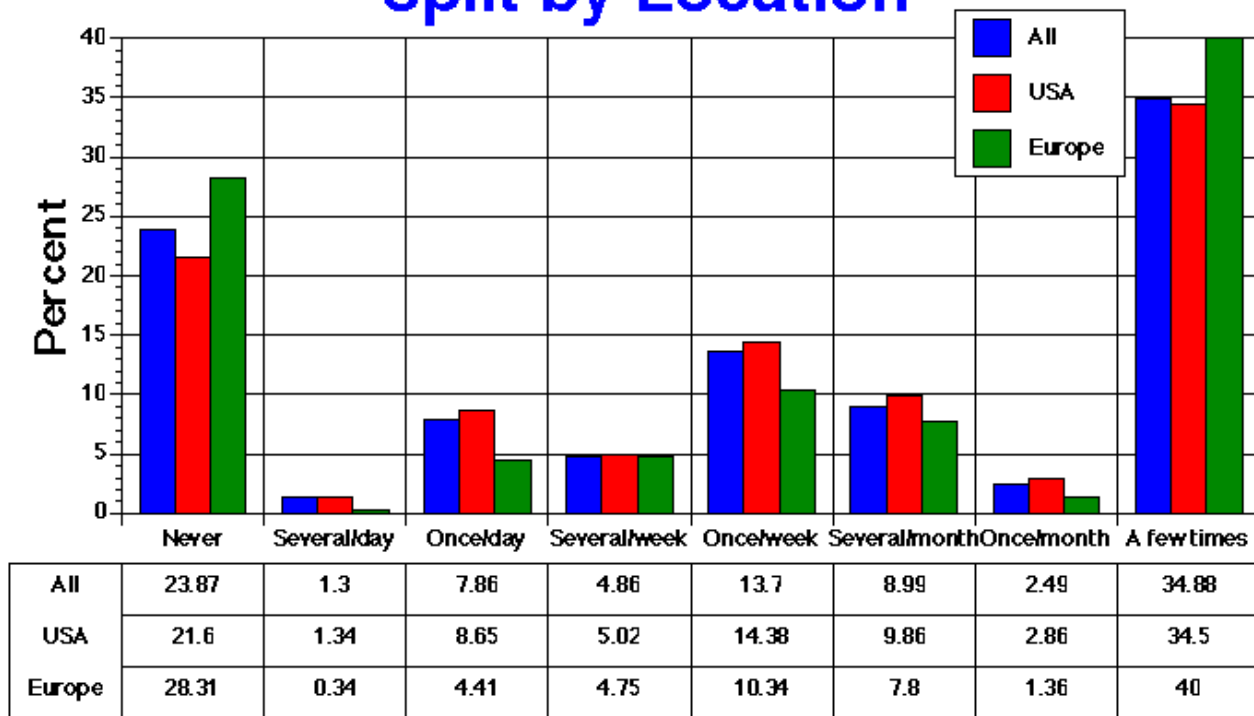
## Frequency of Government Information Use

---

### Notes:

- A third of respondents (34.9%) have accessed government documents "a few times", and 23.9% have never access them.
  - European users reported accessing them less frequently than US users.
-

# Frequency of Government Info Use split by Location

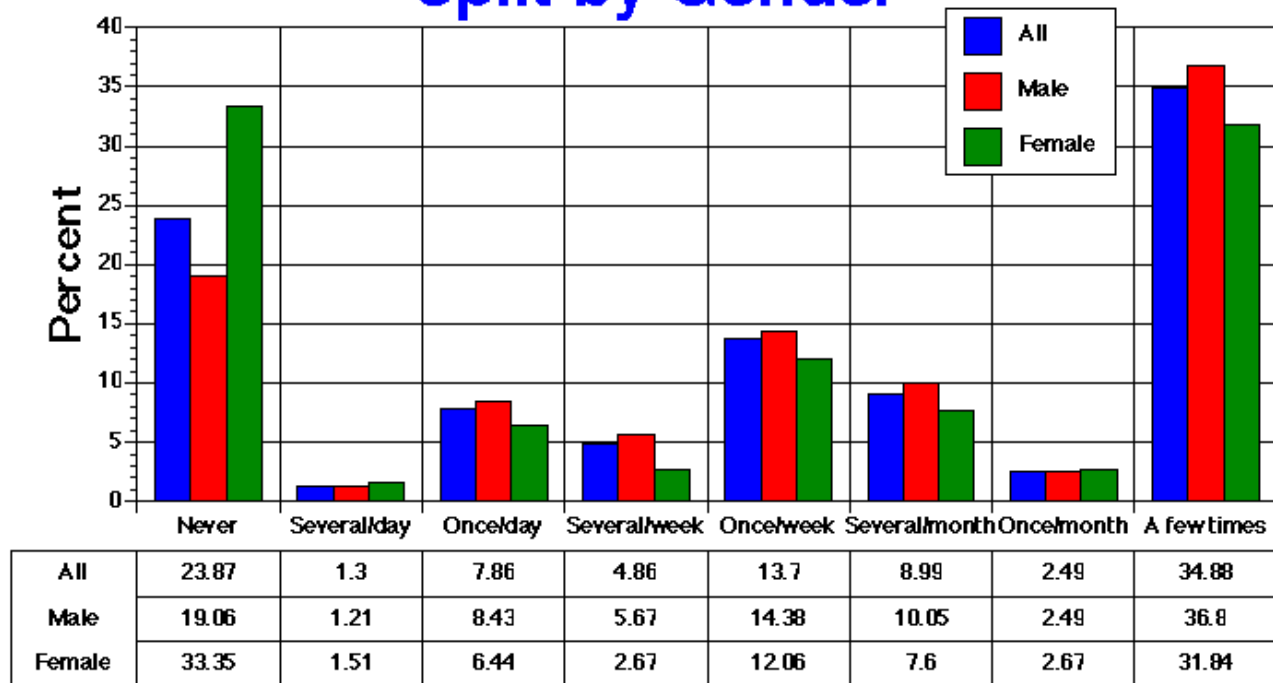


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

## Notes:

- Male respondents indicate a heavier usage of government documents than females do.

## Frequency of Government Info Use split by Gender



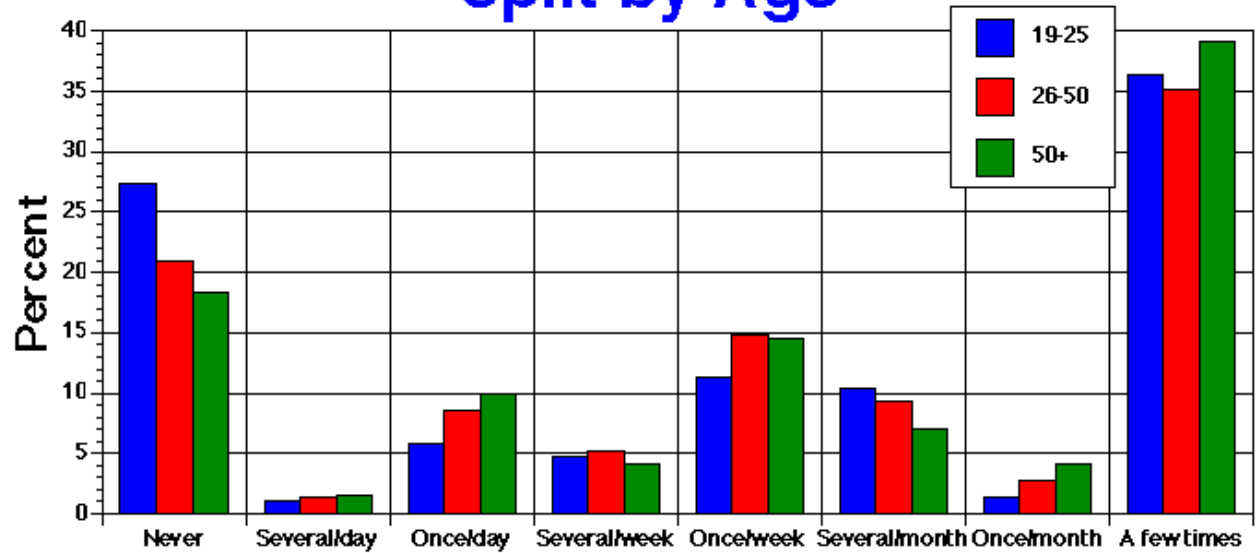
Source: GYU's Fifth WWW User Survey<sup>tm</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- As with electronic news, there are no clear trends associated with age and frequency of accessing government documents.



## Frequency of Government Info Use split by Age



|       |       |      |      |      |       |       |      |       |
|-------|-------|------|------|------|-------|-------|------|-------|
| 19-25 | 27.29 | 1    | 5.84 | 4.77 | 11.38 | 10.38 | 1.31 | 36.43 |
| 26-50 | 20.94 | 1.33 | 8.63 | 5.19 | 14.87 | 9.29  | 2.8  | 35.15 |
| 50+   | 18.29 | 1.59 | 9.94 | 4.17 | 14.51 | 6.96  | 4.17 | 39.17 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Table of Data for All Categories

| <b>government</b>              | <b>All</b>     | <b>Male</b>    | <b>Female</b> | <b>USA</b>     | <b>Europe</b> | <b>19-25</b>  | <b>26-50</b>   | <b>50+</b>    |
|--------------------------------|----------------|----------------|---------------|----------------|---------------|---------------|----------------|---------------|
| <b>A few times</b>             | 2309<br>34.88% | 1520<br>36.80% | 549<br>31.84% | 1519<br>34.50% | 236<br>40.00% | 474<br>36.43% | 1267<br>35.15% | 197<br>39.17% |
| <b>Don't know</b>              | 134<br>2.02%   | 78<br>1.89%    | 32<br>1.86%   | 78<br>1.77%    | 16<br>2.71%   | 21<br>1.61%   | 65<br>1.80%    | 6<br>1.19%    |
| <b>Never</b>                   | 1580<br>23.87% | 787<br>19.06%  | 575<br>33.35% | 951<br>21.60%  | 167<br>28.31% | 355<br>27.29% | 755<br>20.94%  | 92<br>18.29%  |
| <b>Once per day</b>            | 86<br>1.30%    | 50<br>1.21%    | 26<br>1.51%   | 59<br>1.34%    | 2<br>0.34%    | 13<br>1.00%   | 48<br>1.33%    | 8<br>1.59%    |
| <b>Once per month</b>          | 596<br>9.00%   | 416<br>10.07%  | 131<br>7.60%  | 435<br>9.88%   | 46<br>7.80%   | 135<br>10.38% | 335<br>9.29%   | 35<br>6.96%   |
| <b>Once per week</b>           | 322<br>4.86%   | 234<br>5.67%   | 46<br>2.67%   | 221<br>5.02%   | 28<br>4.75%   | 62<br>4.77%   | 187<br>5.19%   | 21<br>4.17%   |
| <b>Several times per day</b>   | 165<br>2.49%   | 103<br>2.49%   | 46<br>2.67%   | 126<br>2.86%   | 8<br>1.36%    | 17<br>1.31%   | 101<br>2.80%   | 21<br>4.17%   |
| <b>Several times per month</b> | 907<br>13.70%  | 594<br>14.38%  | 208<br>12.06% | 633<br>14.38%  | 61<br>10.34%  | 148<br>11.38% | 536<br>14.87%  | 73<br>14.51%  |
| <b>Several times per week</b>  | 520<br>7.86%   | 348<br>8.43%   | 111<br>6.44%  | 381<br>8.65%   | 26<br>4.41%   | 76<br>5.84%   | 311<br>8.63%   | 50<br>9.94%   |

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



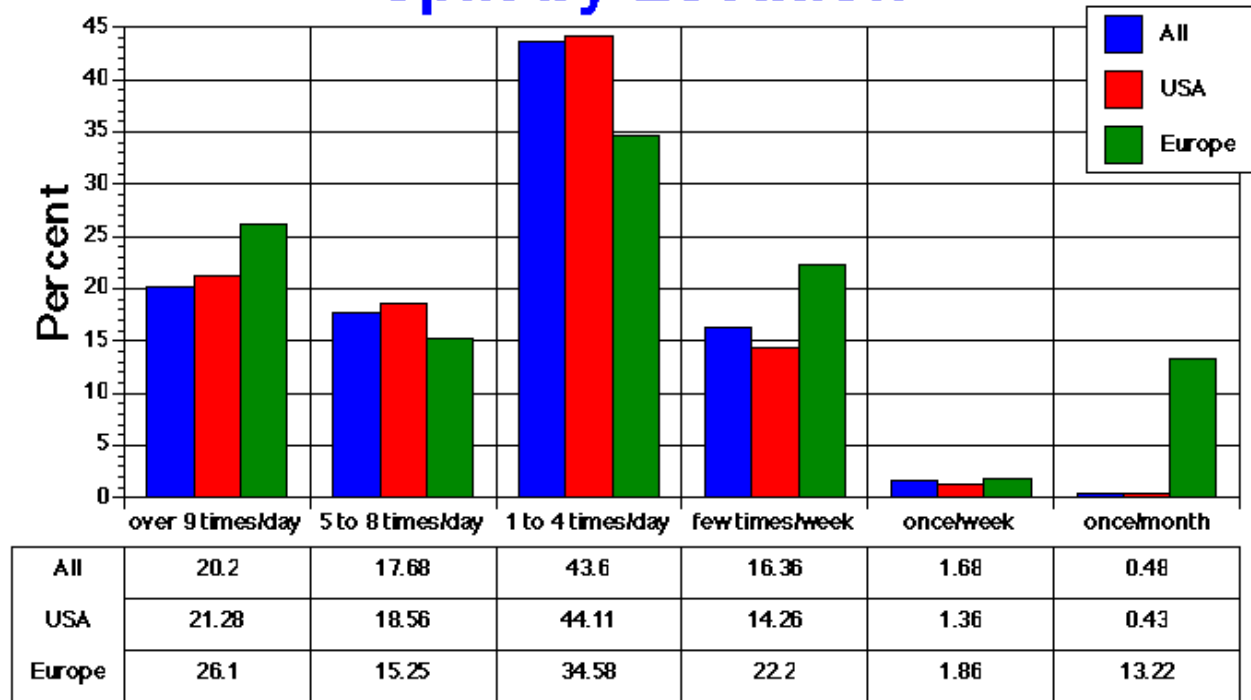
## Frequency of WWW Use

---

### Notes:

- **NOTE: The percentage for European users should be 0.0%, not the 13.22% indicated. This will be fixed as soon as possible. Likewise, the number in the table should be 0.**
  - **For this question, we mean how many time you use the Web for a specific set of tasks or activities. We do not mean how many times the browser is launched per day.**
  - **43.6% of respondents use the Web 1 to 4 times a day. 37.9% use it more frequently, and 18.5% use it less frequently. compared to the fourth survey, this indicates a slight rise in the percentage of respondents using the Web on a daily basis.**
-

## Frequency of WWW Use split by Location



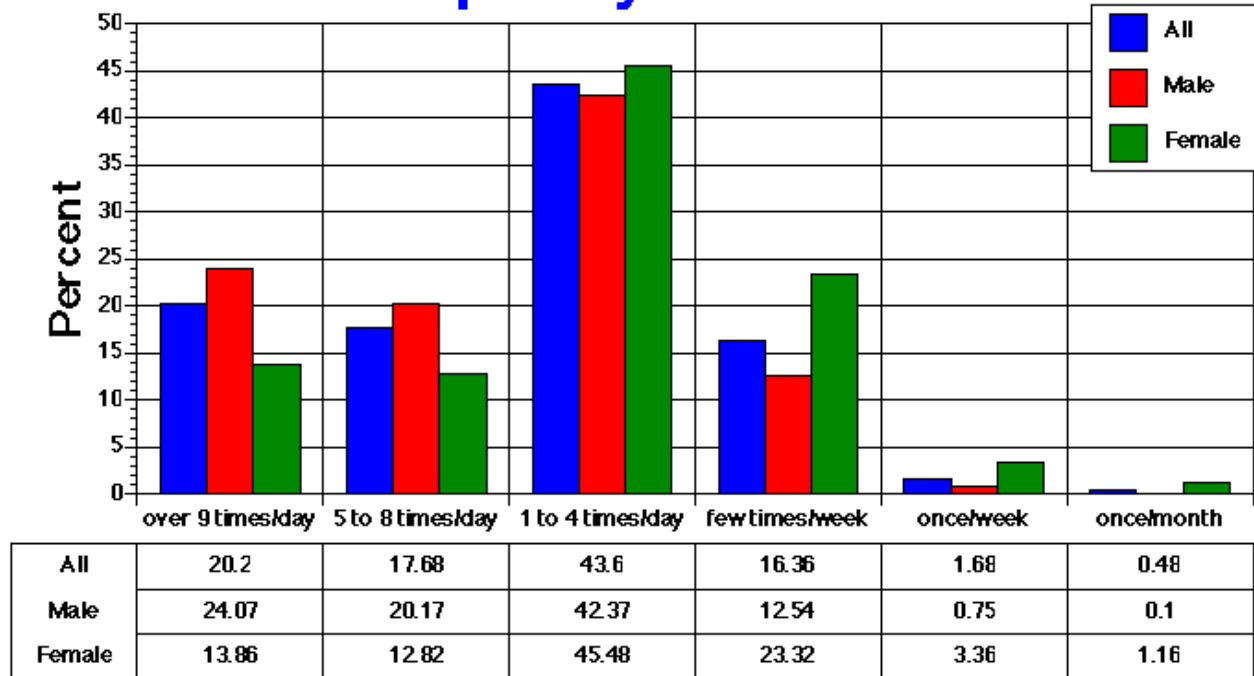
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- Fewer females use their browsers on a daily basis: 72.2% of females compared to 86.6% of males. Both of these percentages, however, are higher than in the fourth survey.
-

## Frequency of WWW Use split by Gender



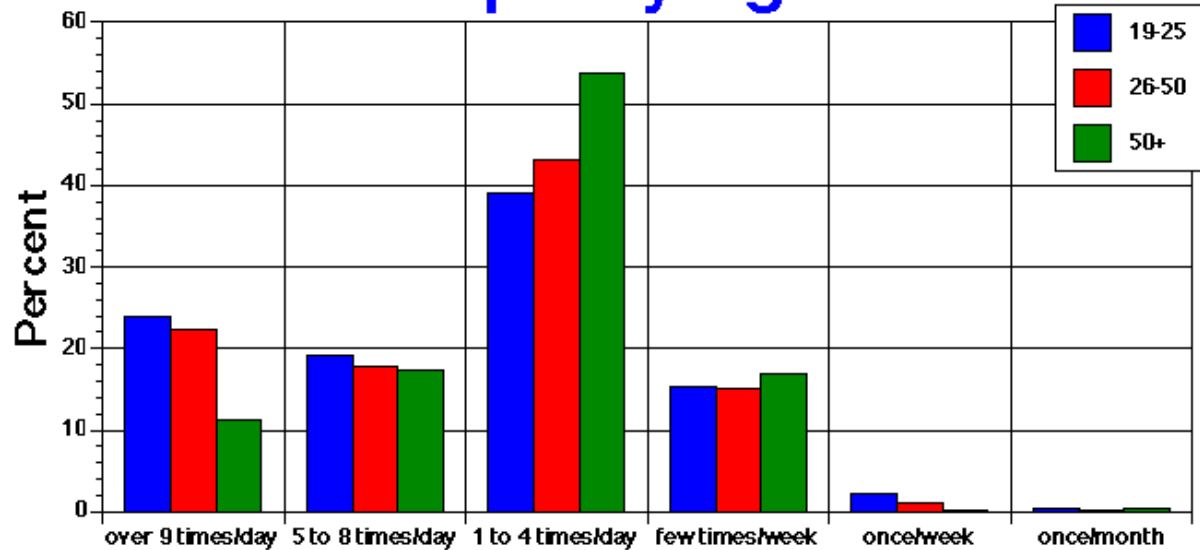
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- The largest category for all age groups uses the Web 1 to 4 times a day.
  - Older users don't use the Web as many times per day as younger users.
-

## Frequency of WWW Use split by Age



|       |       |       |       |       |      |      |
|-------|-------|-------|-------|-------|------|------|
| 19-25 | 23.98 | 19.06 | 38.97 | 15.37 | 2.15 | 0.46 |
| 26-50 | 22.39 | 17.92 | 43.19 | 15.2  | 1.05 | 0.25 |
| 50+   | 11.33 | 17.3  | 53.88 | 16.9  | 0.2  | 0.4  |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

## Table of Data for All Categories

| <b>frequency.of.use</b> | <b>All</b>                   | <b>Male</b>                  | <b>Female</b>               | <b>USA</b>                   | <b>Europe</b>               | <b>19-25</b>                | <b>26-50</b>                 | <b>50+</b>                  |
|-------------------------|------------------------------|------------------------------|-----------------------------|------------------------------|-----------------------------|-----------------------------|------------------------------|-----------------------------|
| <b>1_to_4</b>           | <b>2886</b><br><b>43.60%</b> | <b>1750</b><br><b>42.37%</b> | <b>784</b><br><b>45.48%</b> | <b>1942</b><br><b>44.11%</b> | <b>204</b><br><b>34.58%</b> | <b>507</b><br><b>38.97%</b> | <b>1557</b><br><b>43.19%</b> | <b>271</b><br><b>53.88%</b> |
| <b>5_to_8</b>           | <b>1170</b><br><b>17.68%</b> | <b>833</b><br><b>20.17%</b>  | <b>221</b><br><b>12.82%</b> | <b>817</b><br><b>18.56%</b>  | <b>90</b><br><b>15.25%</b>  | <b>248</b><br><b>19.06%</b> | <b>646</b><br><b>17.92%</b>  | <b>87</b><br><b>17.30%</b>  |
| <b>few_time_week</b>    | <b>1083</b><br><b>16.36%</b> | <b>518</b><br><b>12.54%</b>  | <b>402</b><br><b>23.32%</b> | <b>628</b><br><b>14.26%</b>  | <b>131</b><br><b>22.20%</b> | <b>200</b><br><b>15.37%</b> | <b>548</b><br><b>15.20%</b>  | <b>85</b><br><b>16.90%</b>  |
| <b>once_a_month</b>     | <b>32</b><br><b>0.48%</b>    | <b>4</b><br><b>0.10%</b>     | <b>20</b><br><b>1.16%</b>   | <b>19</b><br><b>0.43%</b>    | <b>0</b><br><b>0.00%</b>    | <b>6</b><br><b>0.46%</b>    | <b>9</b><br><b>0.25%</b>     | <b>2</b><br><b>0.40%</b>    |
| <b>once_a_week</b>      | <b>111</b><br><b>1.68%</b>   | <b>31</b><br><b>0.75%</b>    | <b>58</b><br><b>3.36%</b>   | <b>60</b><br><b>1.36%</b>    | <b>11</b><br><b>1.86%</b>   | <b>28</b><br><b>2.15%</b>   | <b>38</b><br><b>1.05%</b>    | <b>1</b><br><b>0.20%</b>    |
| <b>over_9</b>           | <b>1337</b><br><b>20.20%</b> | <b>994</b><br><b>24.07%</b>  | <b>239</b><br><b>13.86%</b> | <b>937</b><br><b>21.28%</b>  | <b>154</b><br><b>26.10%</b> | <b>312</b><br><b>23.98%</b> | <b>807</b><br><b>22.39%</b>  | <b>57</b><br><b>11.33%</b>  |

---

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



## Number of Items Hotlisted/Bookmarked

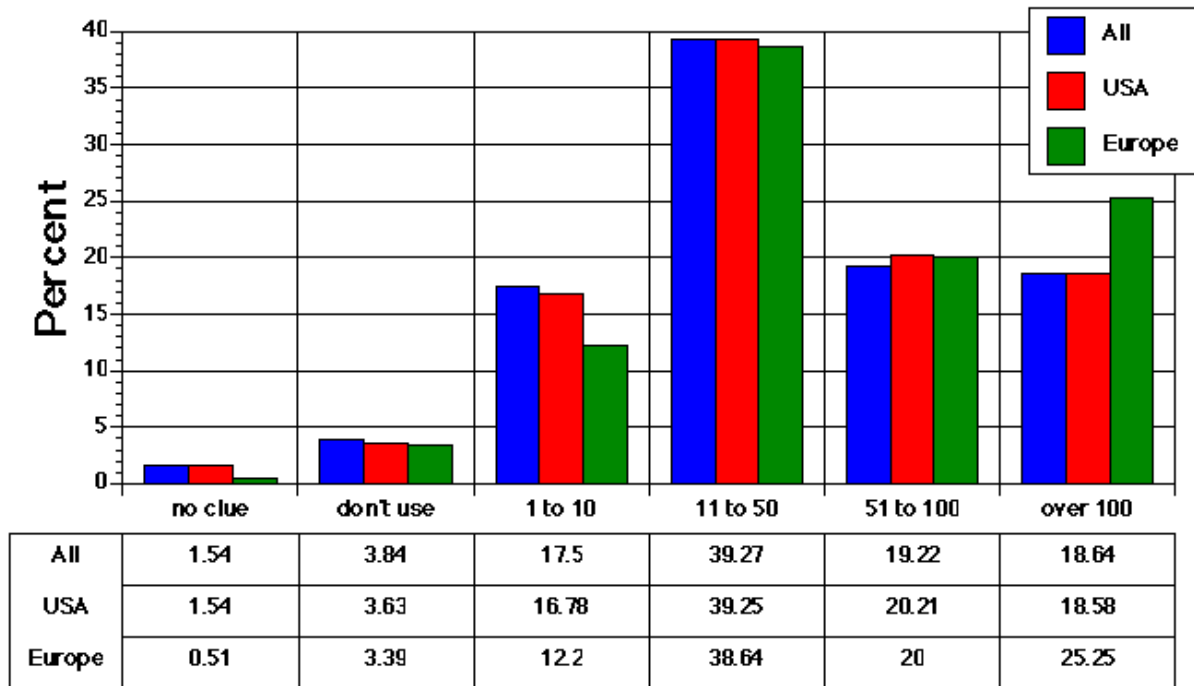
---

### Notes:

- The largest category of users has 11-50 items in their hotlist (39.2%), and 77.1% have over 11 items.
  - The percentage of respondents with over 100 items in their hotlist increased 5 percentage points from the fourth survey to 18.6%.
  - As in the fourth survey, more European respondents than US respondents had over 100 items in their hotlist (25.3% Europe, 18.6% US).
-



## Number of Items Hotlisted/ Bookmarked split by Location



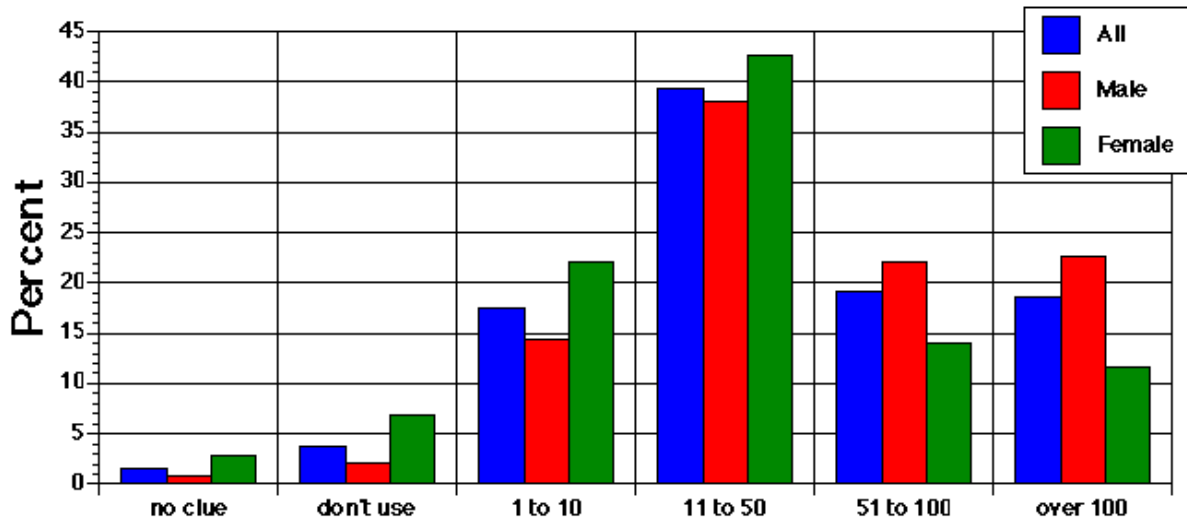
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- In general, females have fewer items in their hotlist than males.
-

## Number of Items Hotlisted/ Bookmarked split by Gender



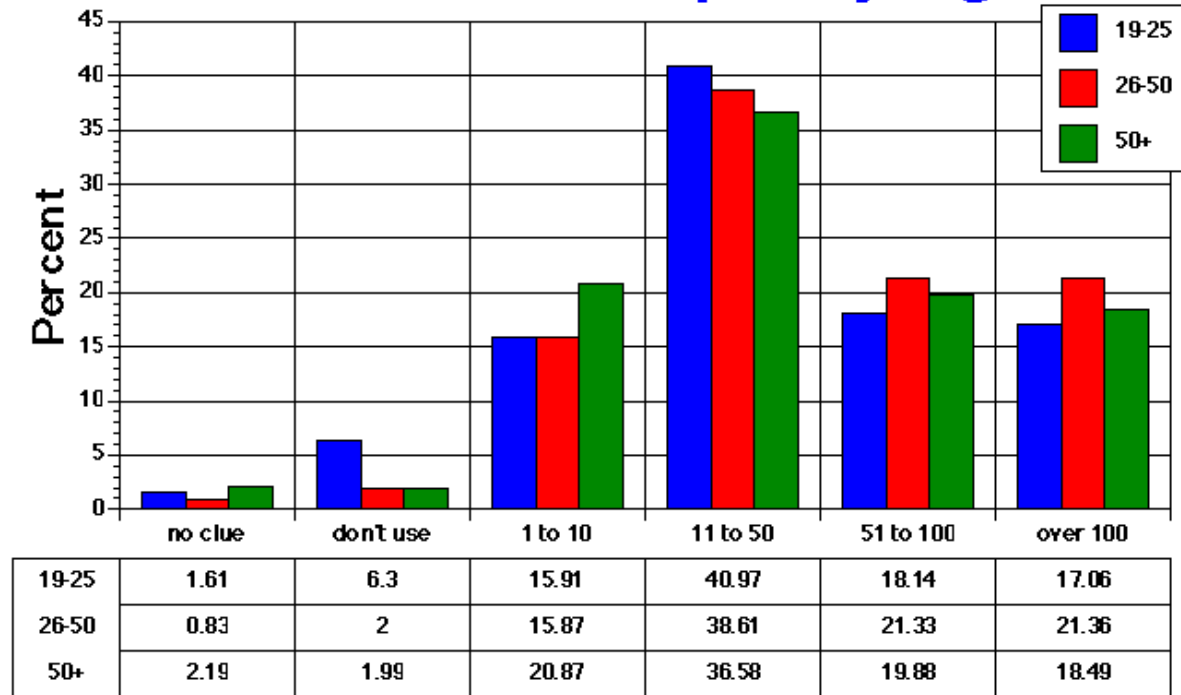
|        |      |      |       |       |       |       |
|--------|------|------|-------|-------|-------|-------|
| All    | 1.54 | 3.84 | 17.5  | 39.27 | 19.22 | 18.64 |
| Male   | 0.75 | 2.11 | 14.48 | 37.99 | 22.08 | 22.59 |
| Female | 2.78 | 6.79 | 22.04 | 42.58 | 14.1  | 11.72 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- The respondents with the highest number of items in their hotlist are users in the 26-50 age range: 42.7% have over 51 items in their list.

## Number of Items Hotlisted/ Bookmarked split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Table of Data for All Categories

| hotlist  | All    | Male   | Female | USA    | Europe | 19-25  | 26-50  | 50+    |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|
| 11to50   | 2599   | 1569   | 734    | 1728   | 228    | 533    | 1392   | 184    |
|          | 39.27% | 37.99% | 42.58% | 39.25% | 38.64% | 40.97% | 38.61% | 36.58% |
| 1to10    | 1158   | 598    | 380    | 739    | 72     | 207    | 572    | 105    |
|          | 17.50% | 14.48% | 22.04% | 16.78% | 12.20% | 15.91% | 15.87% | 20.87% |
| 51to100  | 1272   | 912    | 243    | 890    | 118    | 236    | 769    | 100    |
|          | 19.22% | 22.08% | 14.10% | 20.21% | 20.00% | 18.14% | 21.33% | 19.88% |
| dont_use | 254    | 87     | 117    | 160    | 20     | 82     | 72     | 10     |
|          | 3.84%  | 2.11%  | 6.79%  | 3.63%  | 3.39%  | 6.30%  | 2.00%  | 1.99%  |
| no_clue  | 102    | 31     | 48     | 68     | 3      | 21     | 30     | 11     |
|          | 1.54%  | 0.75%  | 2.78%  | 1.54%  | 0.51%  | 1.61%  | 0.83%  | 2.19%  |
| over100  | 1234   | 933    | 202    | 818    | 149    | 222    | 770    | 93     |
|          | 18.64% | 22.59% | 11.72% | 18.58% | 25.25% | 17.06% | 21.36% | 18.49% |

---

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



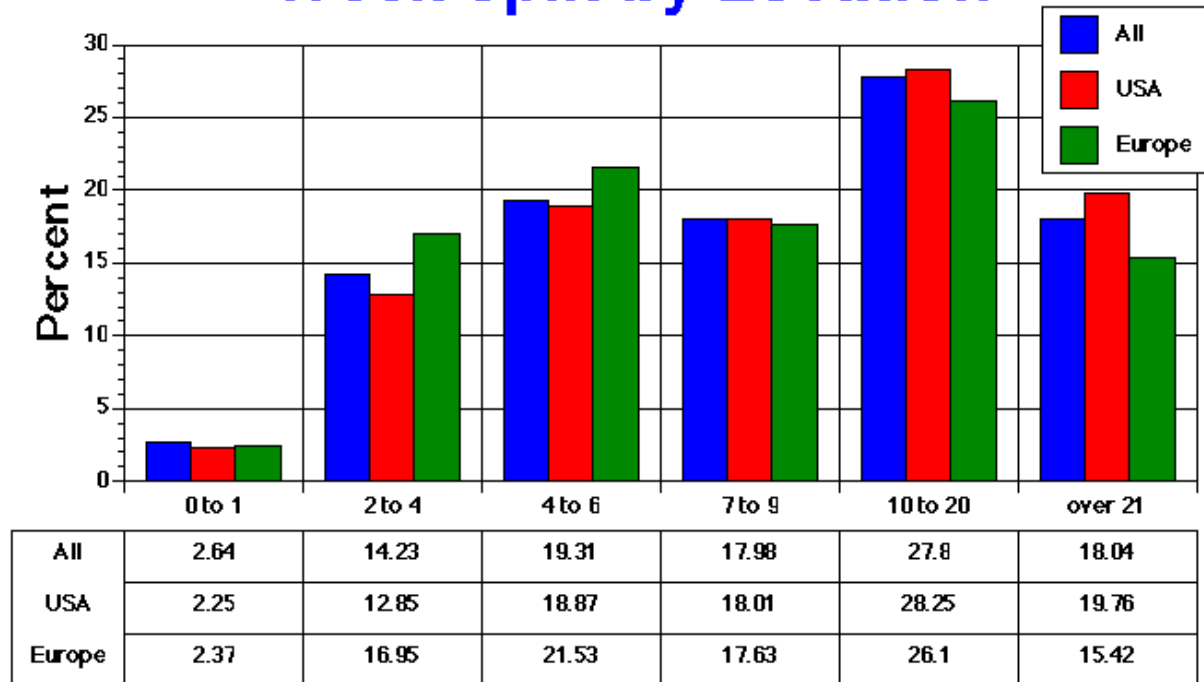
## Number of Hours Browser Used Per Week

---

### Notes:

- The largest category of users spends 10 to 20 hours a week using their browsers (27.8%). The next largest category spends 4 to 6 hours (19.3%).
  - In the fifth survey, 63.8% of users spend more than 7 hours a week using their browsers, compared to 57.7% in the fourth survey.
  - As with the fourth survey, respondents from Europe spend less time using their browsers than respondents from the US.
-

## Number of Hours Browser Used Per Week split by Location



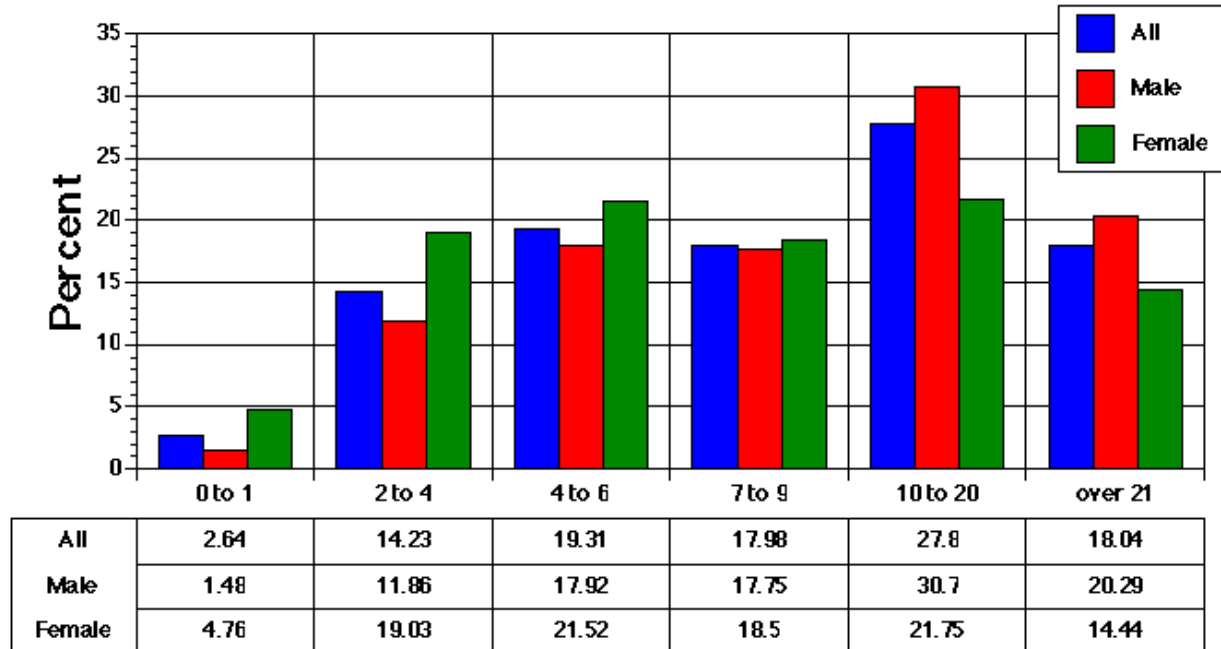
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- Females report spending less time using their browsers than males: only 36.2% of females spend over 10 hours a week, compared to 51.0% of males.
-

## Number of Hours Browser Used Per Week split by Gender

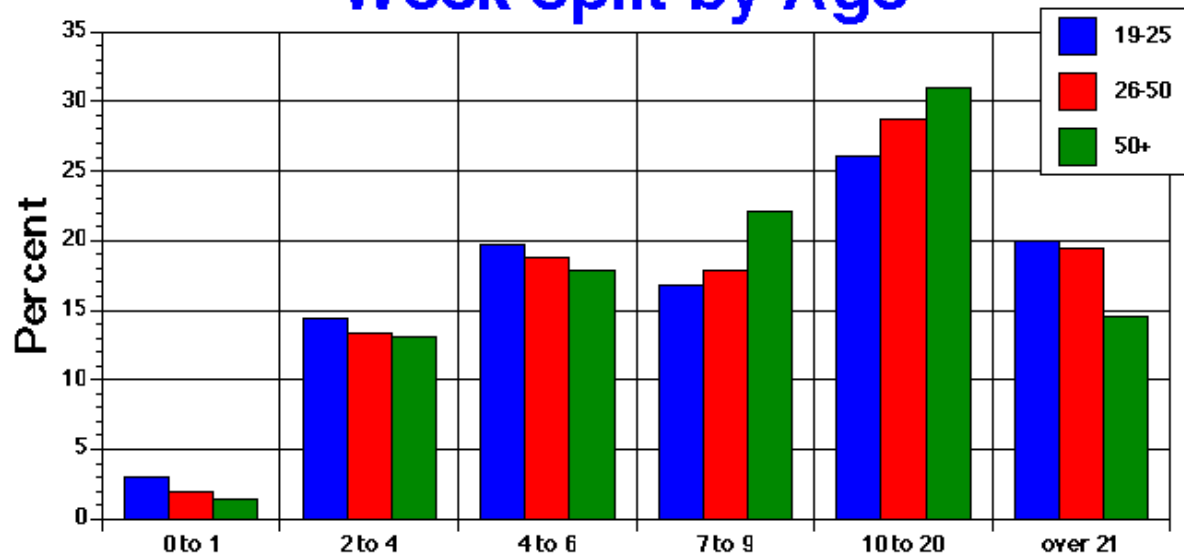


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- More respondents aged 50 and over spend 7 to 20 hours per week on the Web than any other age group. Younger users, however are the largest category spending over 21 hours per week (20.0%).

# Number of Hours Browser Used Per Week split by Age



|       |      |       |       |       |       |       |
|-------|------|-------|-------|-------|-------|-------|
| 19-25 | 3    | 14.45 | 19.68 | 16.76 | 26.13 | 19.98 |
| 26-50 | 1.97 | 13.29 | 18.75 | 17.81 | 28.74 | 19.45 |
| 50+   | 1.39 | 13.12 | 17.89 | 22.07 | 31.01 | 14.51 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

## Table of Data for All Categories



| hours.used | All            | Male           | Female        | USA            | Europe        | 19-25         | 26-50          | 50+           |
|------------|----------------|----------------|---------------|----------------|---------------|---------------|----------------|---------------|
| 0_to_1     | 175<br>2.64%   | 61<br>1.48%    | 82<br>4.76%   | 99<br>2.25%    | 14<br>2.37%   | 39<br>3.00%   | 71<br>1.97%    | 7<br>1.39%    |
| 10_to_20   | 1840<br>27.80% | 1268<br>30.70% | 375<br>21.75% | 1244<br>28.25% | 154<br>26.10% | 340<br>26.13% | 1036<br>28.74% | 156<br>31.01% |
| 2_to_4     | 942<br>14.23%  | 490<br>11.86%  | 328<br>19.03% | 566<br>12.85%  | 100<br>16.95% | 188<br>14.45% | 479<br>13.29%  | 66<br>13.12%  |
| 4_to_6     | 1278<br>19.31% | 740<br>17.92%  | 371<br>21.52% | 831<br>18.87%  | 127<br>21.53% | 256<br>19.68% | 676<br>18.75%  | 90<br>17.89%  |
| 7_to_9     | 1190<br>17.98% | 733<br>17.75%  | 319<br>18.50% | 793<br>18.01%  | 104<br>17.63% | 218<br>16.76% | 642<br>17.81%  | 111<br>22.07% |
| over_20    | 1194<br>18.04% | 838<br>20.29%  | 249<br>14.44% | 870<br>19.76%  | 91<br>15.42%  | 260<br>19.98% | 701<br>19.45%  | 73<br>14.51%  |

---

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



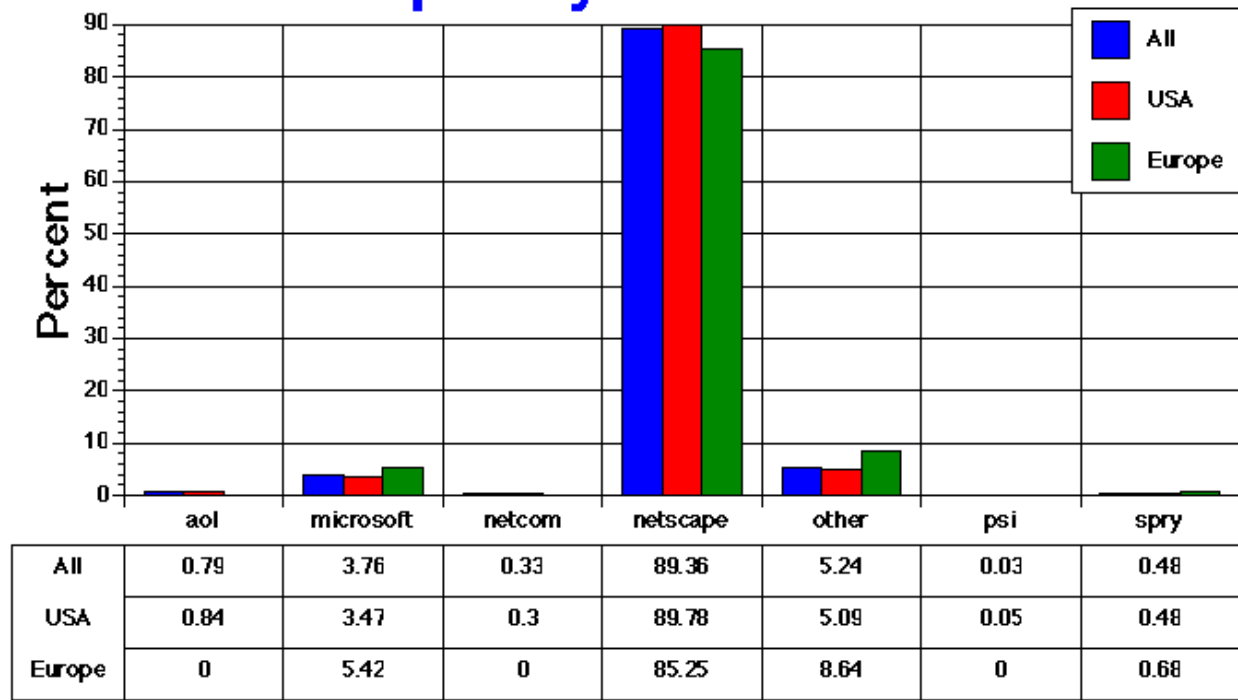
## Browser Expected to Use in 12 Months

---

### Notes:

- **This is a new question for the Fifth survey. For this question, we asked respondents what browser they expected to be using in 12 months. These numbers may be somewhat biased because Netscape provided a link to the survey while it was executing. This may have led to a disproportional amount of Netscape users responding, so these results should be interpreted conservatively.**
  - **Despite the fact that the actual percentage for Netscape might be inflated (89.4%), it is clear that it is the dominant Web browser. The only other specific browser with a notable percentage was Microsoft's Internet Explorer with 3.8%. 5.2% report using some "other" browser not listed in the question.**
-

## Browser Expected to Use in 12 Months split by Location



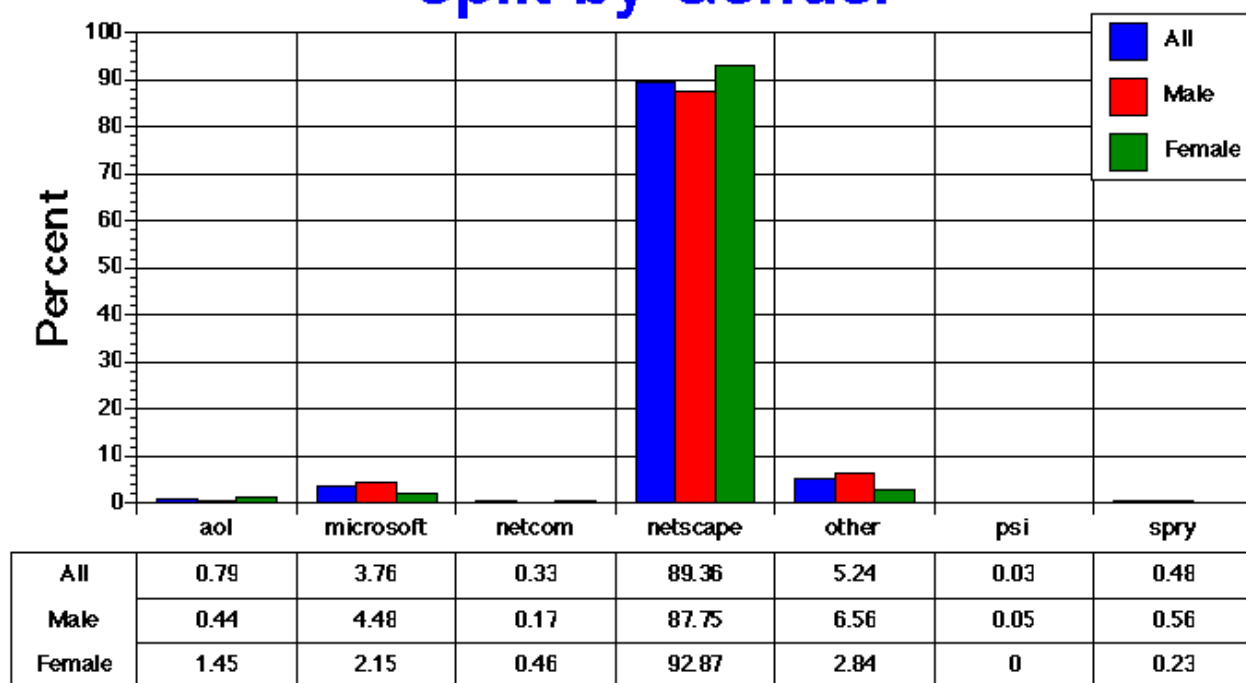
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- Females are slightly more inclined to use Netscape than other browsers.
-

## Browser Expected to Use in 12 Months split by Gender



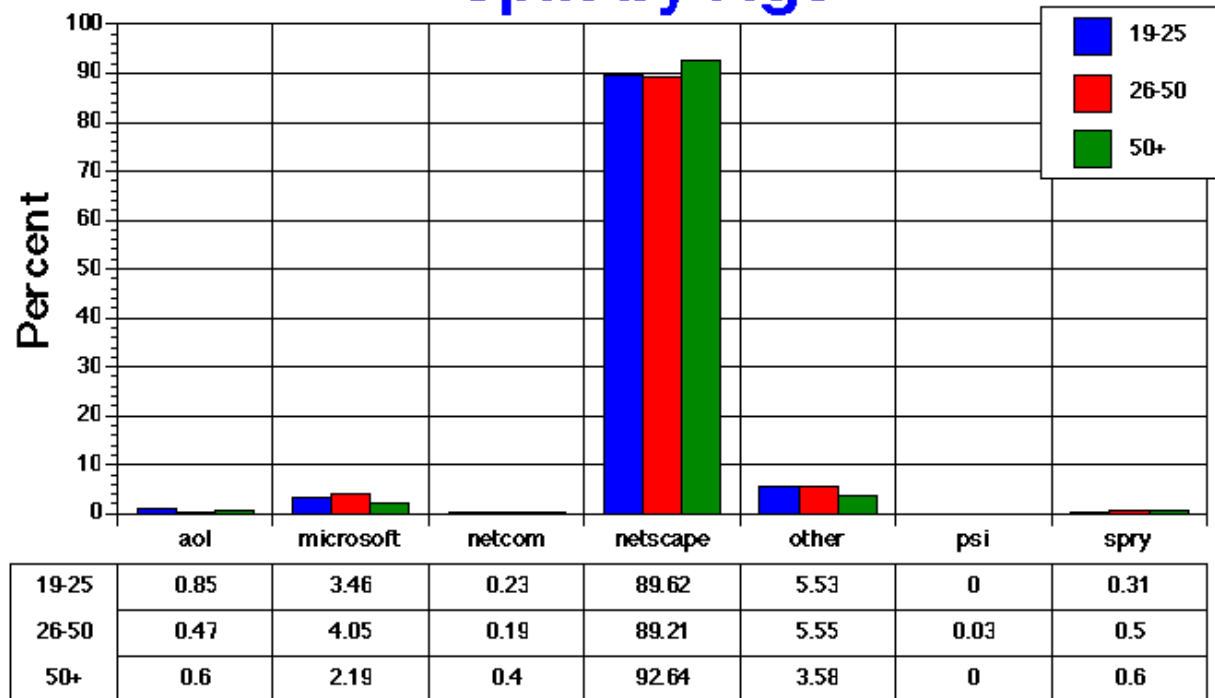
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- There were no significant differences across age groups for this question.
-

## Browser Expected to Use in 12 Months split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Table of Data for All Categories

| <b>intend</b>    | <b>All</b>     | <b>Male</b>    | <b>Female</b>  | <b>USA</b>     | <b>Europe</b> | <b>19-25</b>   | <b>26-50</b>   | <b>50+</b>    |
|------------------|----------------|----------------|----------------|----------------|---------------|----------------|----------------|---------------|
| <b>aol</b>       | 52<br>0.79%    | 18<br>0.44%    | 25<br>1.45%    | 37<br>0.84%    | 0<br>0.00%    | 11<br>0.85%    | 17<br>0.47%    | 3<br>0.60%    |
| <b>microsoft</b> | 249<br>3.76%   | 185<br>4.48%   | 37<br>2.15%    | 153<br>3.47%   | 32<br>5.42%   | 45<br>3.46%    | 146<br>4.05%   | 11<br>2.19%   |
| <b>netcom</b>    | 22<br>0.33%    | 7<br>0.17%     | 8<br>0.46%     | 13<br>0.30%    | 0<br>0.00%    | 3<br>0.23%     | 7<br>0.19%     | 2<br>0.40%    |
| <b>netscape</b>  | 5915<br>89.36% | 3624<br>87.75% | 1601<br>92.87% | 3953<br>89.78% | 503<br>85.25% | 1166<br>89.62% | 3216<br>89.21% | 466<br>92.64% |
| <b>other</b>     | 347<br>5.24%   | 271<br>6.56%   | 49<br>2.84%    | 224<br>5.09%   | 51<br>8.64%   | 72<br>5.53%    | 200<br>5.55%   | 18<br>3.58%   |
| <b>psi</b>       | 2<br>0.03%     | 2<br>0.05%     | 0<br>0.00%     | 2<br>0.05%     | 0<br>0.00%    | 0<br>0.00%     | 1<br>0.03%     | 0<br>0.00%    |
| <b>spry</b>      | 32<br>0.48%    | 23<br>0.56%    | 4<br>0.23%     | 21<br>0.48%    | 4<br>0.68%    | 4<br>0.31%     | 18<br>0.50%    | 3<br>0.60%    |

---

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



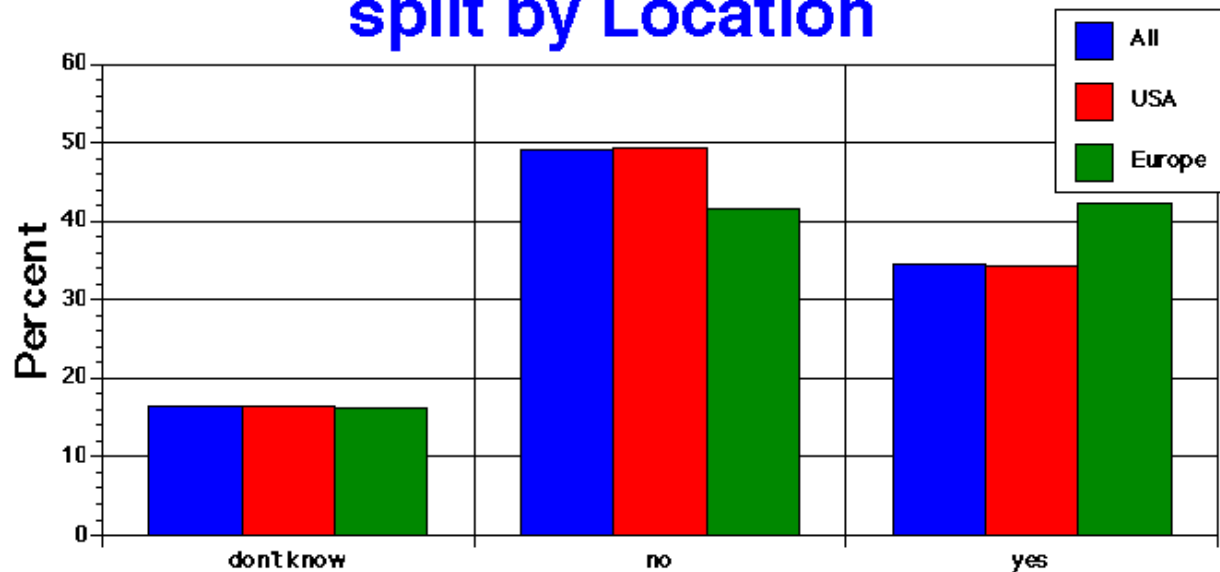
## Intranets Utilized within Organization

---

### Notes:

- About half of all respondents reported that their organizations do not use Intranets (i.e. private networks based on Internet standards and technology) and 16% aren't sure. They seem to be more prevalent in Europe where 42.2% of respondents using them. This could be because of the academic affiliation of many European respondents.
-

## Intranets Utilized within Organization split by Location



|        |       |       |       |
|--------|-------|-------|-------|
| All    | 16.41 | 49.03 | 34.56 |
| USA    | 16.36 | 49.38 | 34.27 |
| Europe | 16.26 | 41.5  | 42.24 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

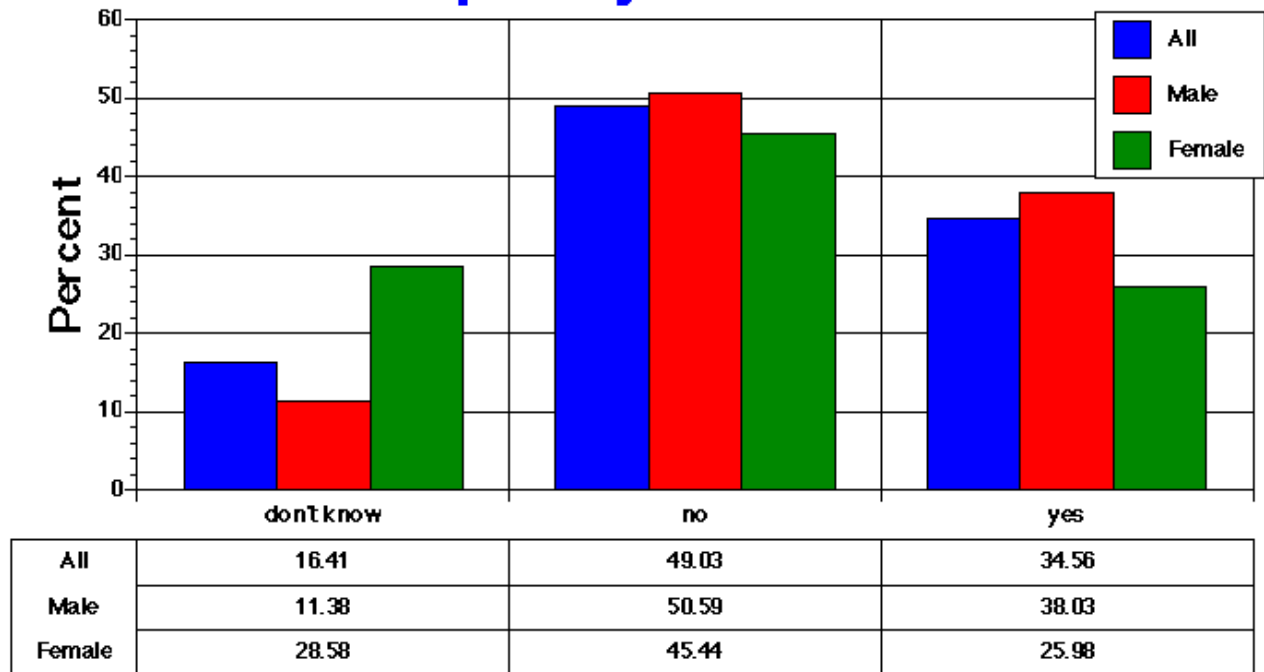
---

### Notes:

- More than twice as many females as males don't know if their organization is using Intranets.
-



# Intranets Utilized within Organization split by Gender

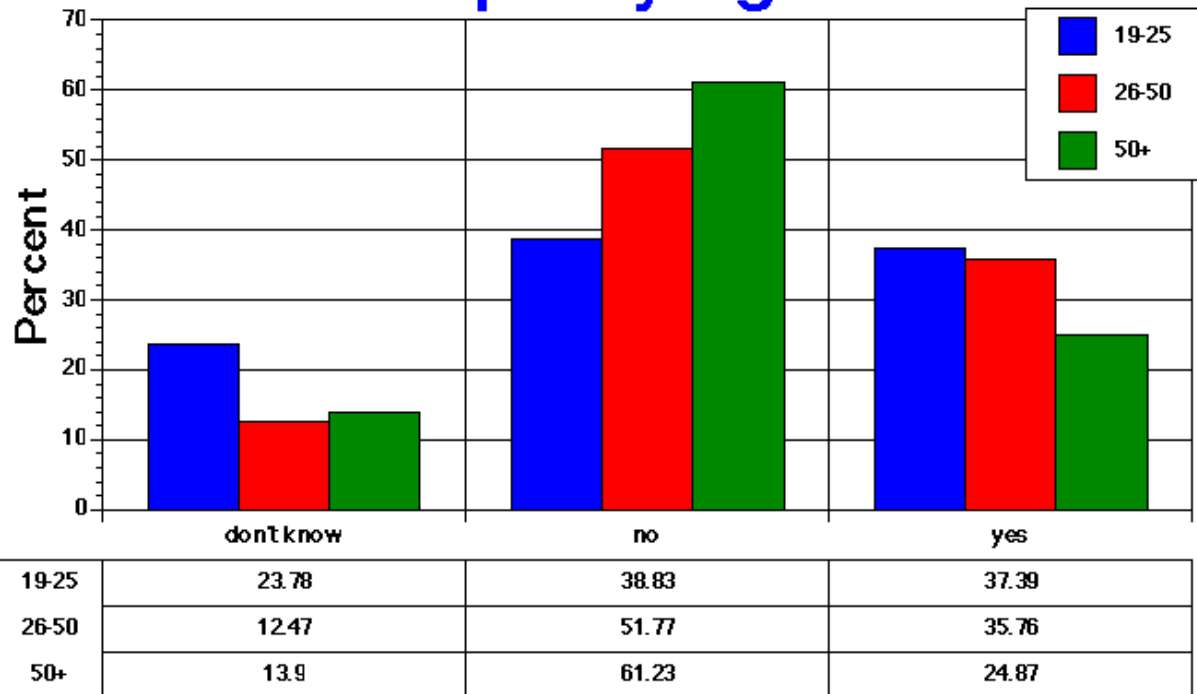


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

## Notes:

- As respondents get older, they are less likely to belong to organizations which use Intranets; 61.2% of respondents over 50 do not use them.

## Intranets Utilized within Organization split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Table of Data for All Categories

| intranet | All    | Male   | Female | USA    | Europe | 19-25  | 26-50  | 50+    |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|
| dont     | 915    | 405    | 394    | 609    | 85     | 260    | 401    | 52     |
|          | 16.20% | 11.13% | 28.51% | 16.17% | 15.89% | 23.42% | 12.35% | 13.90% |
| no       | 2769   | 1841   | 628    | 1860   | 222    | 431    | 1681   | 229    |
|          | 49.03% | 50.59% | 45.44% | 49.38% | 41.50% | 38.83% | 51.77% | 61.23% |
| yes      | 1952   | 1384   | 359    | 1291   | 226    | 415    | 1161   | 93     |
|          | 34.56% | 38.03% | 25.98% | 34.27% | 42.24% | 37.39% | 35.76% | 24.87% |

For more information or to submit comments:

**send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



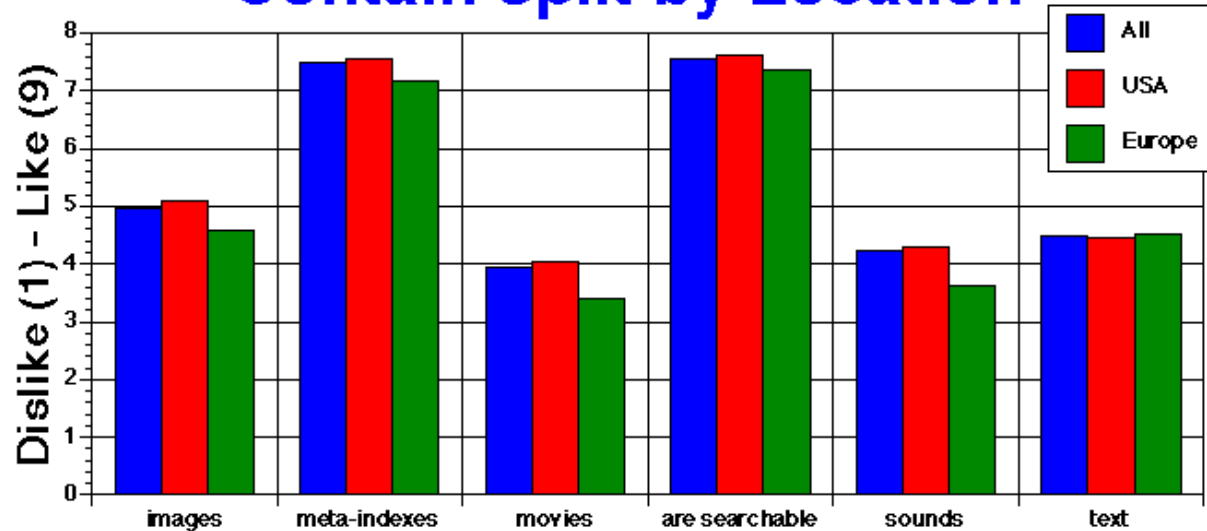
## Preference Towards Different Media Types

---

### Notes:

- For this question, users were asked to rate on a scale of 1 to 9 how much they liked pages which contained these different media types.
  - The most liked type of pages is those which are searchable (7.6), followed closely by pages which are meta-indices (7.5) even though users are reporting less use of meta-indices. (See: Browsing Strategies.)
  - Users reported a slight preference for images (5.0) over other media types (3.9 for movies, 4.2 for sounds, 4.5 for text).
-

## Preference Towards Sites Which Contain split by Location



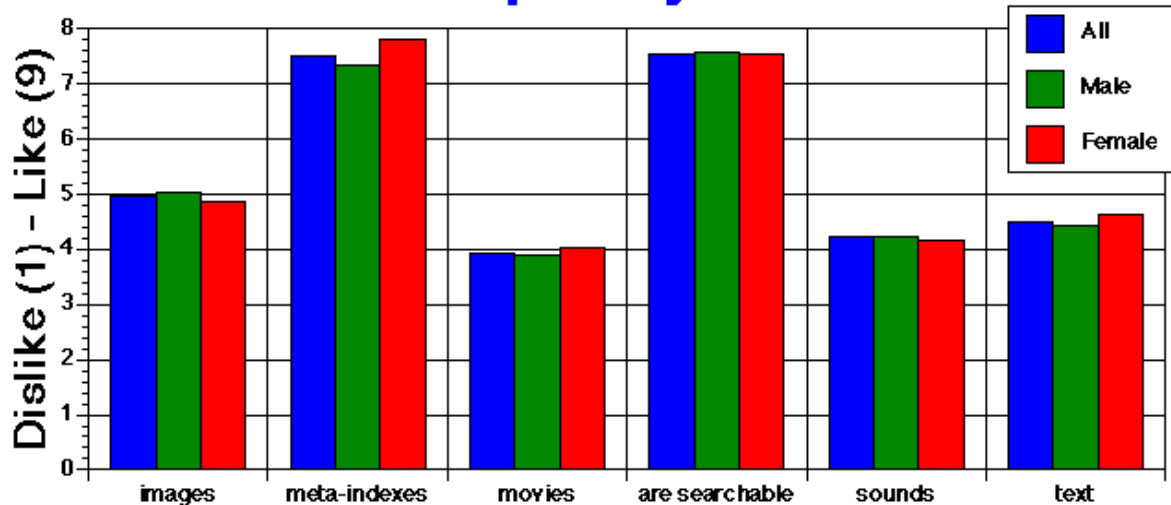
|        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| All    | 4.97 | 7.50 | 3.94 | 7.56 | 4.22 | 4.49 |
| USA    | 5.09 | 7.54 | 4.03 | 7.60 | 4.30 | 4.44 |
| Europe | 4.57 | 7.17 | 3.40 | 7.35 | 3.63 | 4.53 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- There were no significant differences between gender for this question.

## Preference Towards Sites Which Contain split by Gender



|        |      |      |      |      |      |      |
|--------|------|------|------|------|------|------|
| All    | 4.97 | 7.50 | 3.94 | 7.56 | 4.22 | 4.49 |
| Male   | 5.04 | 7.35 | 3.88 | 7.59 | 4.23 | 4.43 |
| Female | 4.86 | 7.83 | 4.02 | 7.55 | 4.15 | 4.63 |

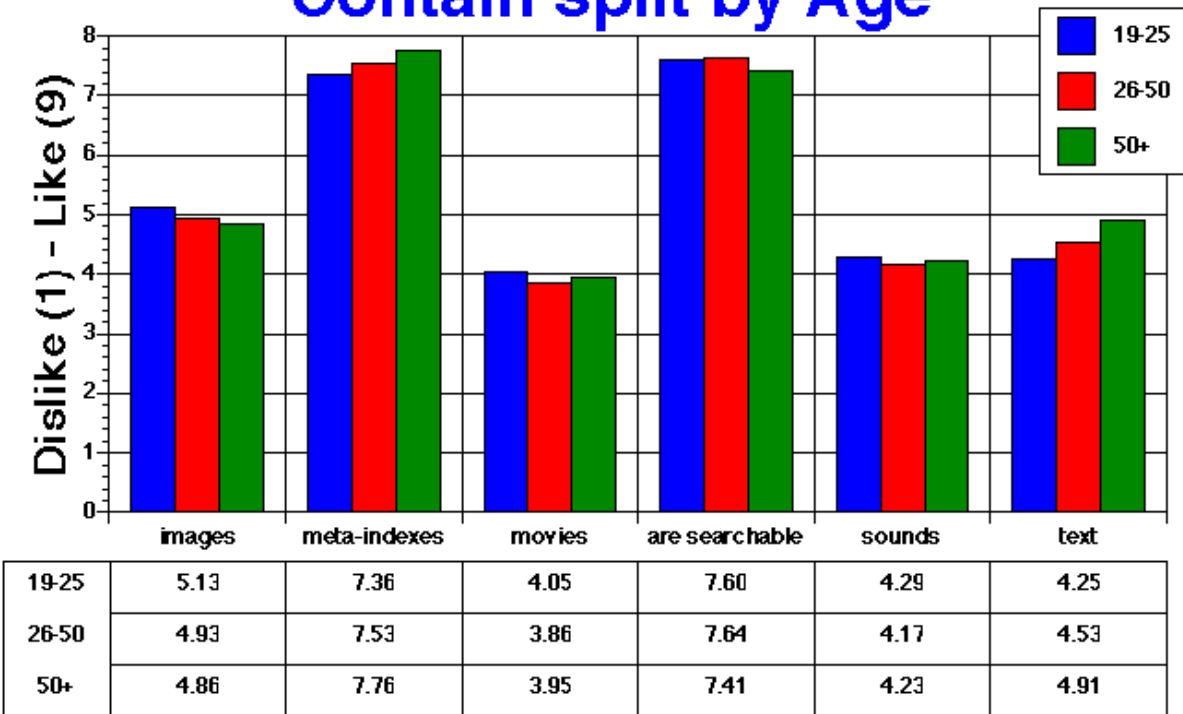
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- Older users showed a slight preference for text and meta-indices, while younger users showed an equally slight preference for images.
-

## Preference Towards Sites Which Contain split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Table of Data for All Categories

| media.types  | All  | Male | Female | USA  | Europe | 19-25 | 26-50 | 50+  |
|--------------|------|------|--------|------|--------|-------|-------|------|
| images       | 4.97 | 5.03 | 4.86   | 5.08 | 4.57   | 5.12  | 4.92  | 4.85 |
| meta-indexes | 7.50 | 7.35 | 7.82   | 7.53 | 7.17   | 7.35  | 7.53  | 7.75 |
| movies       | 3.93 | 3.88 | 4.02   | 4.02 | 3.40   | 4.04  | 3.86  | 3.94 |
| searchable   | 7.55 | 7.58 | 7.54   | 7.60 | 7.35   | 7.59  | 7.63  | 7.41 |
| sounds       | 4.22 | 4.22 | 4.15   | 4.30 | 3.63   | 4.29  | 4.16  | 4.23 |
| text         | 4.49 | 4.42 | 4.62   | 4.44 | 4.52   | 4.24  | 4.52  | 4.90 |

For more information or to submit comments:  
 send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**





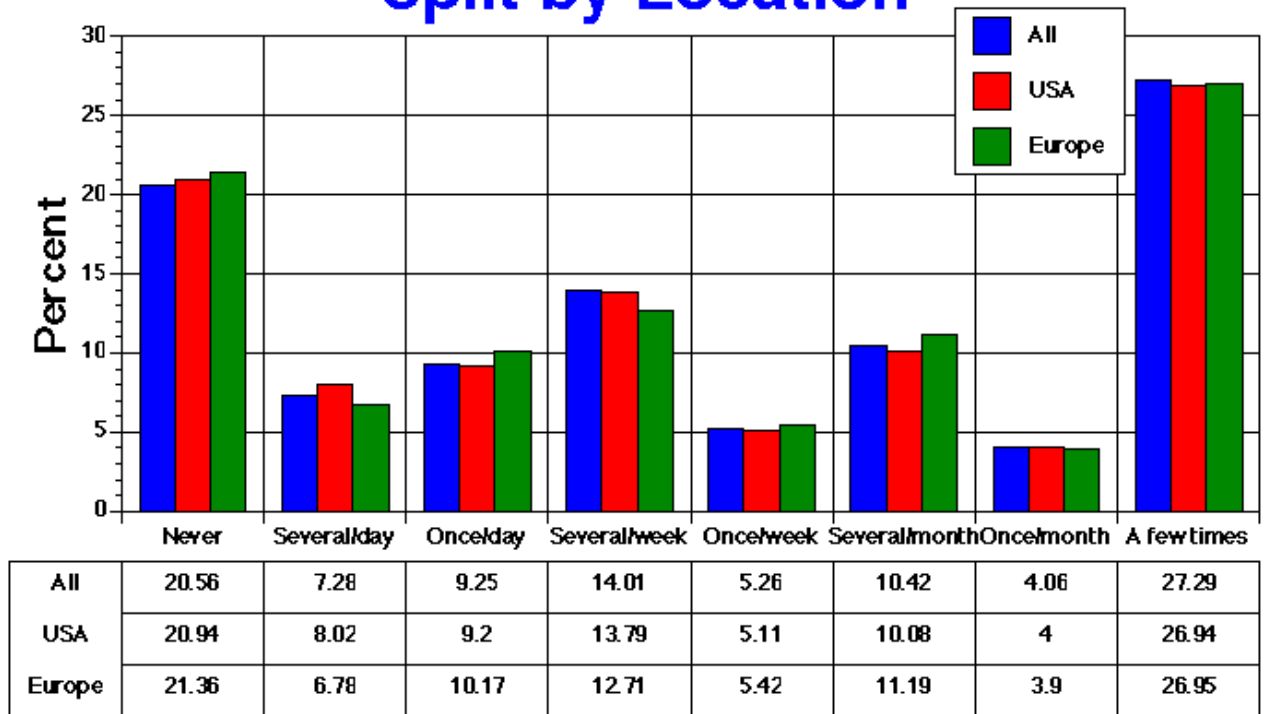
## Frequency of Newsgroup Use

---

### Notes:

- **Close to half of the respondents (47.8%) reported that they have never accessed newsgroups or only accessed them a few times. Of those who do access them on a regular basis, the largest category use them several times a week (14.0%).**
-

## Frequency of Newsgroup Use split by Location

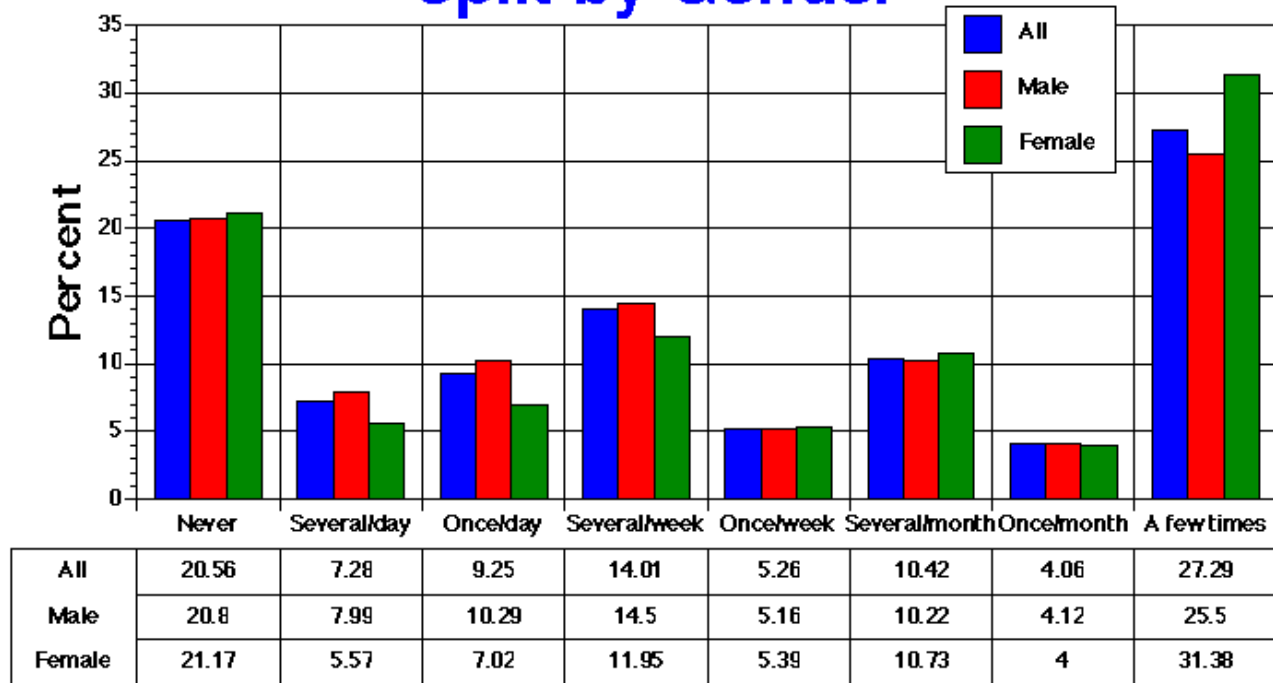


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- More females than males have accessed newsgroups only a few times (31.4% female, 25.5% male), but approximately the same percentage of males and females have never accessed them (21%).

## Frequency of Newsgroup Use split by Gender



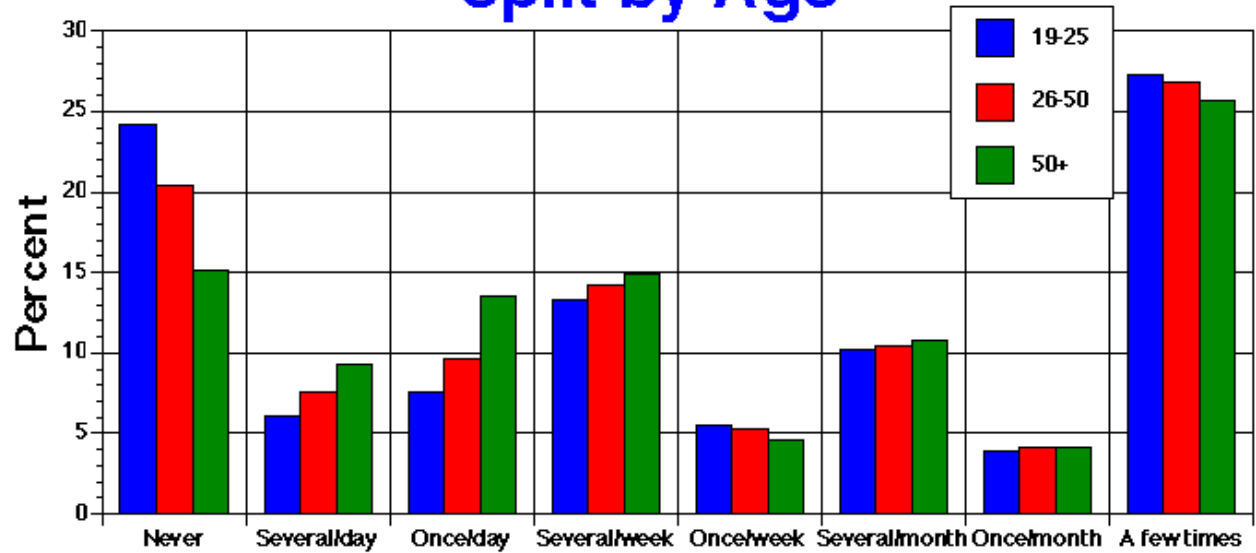
Source: GYU's Fifth WWW User Survey<sup>tm</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- Older respondents tend to access newsgroups more frequently than younger respondents: 22.8% access them at least once a day.
-

## Frequency of Newsgroup Use split by Age



|       |       |      |       |       |      |       |      |       |
|-------|-------|------|-------|-------|------|-------|------|-------|
| 19-25 | 24.21 | 6.07 | 7.53  | 13.3  | 5.46 | 10.15 | 3.92 | 27.29 |
| 26-50 | 20.42 | 7.57 | 9.68  | 14.2  | 5.27 | 10.49 | 4.13 | 26.82 |
| 50+   | 15.11 | 9.34 | 13.52 | 14.91 | 4.57 | 10.74 | 4.17 | 25.65 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)

<URL: [http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>

Copyright 1996 GTRC - ALL RIGHTS RESERVED

Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Table of Data for All Categories

| <b>newsgroups</b>              | <b>All</b>     | <b>Male</b>    | <b>Female</b> | <b>USA</b>     | <b>Europe</b> | <b>19-25</b>  | <b>26-50</b>  | <b>50+</b>    |
|--------------------------------|----------------|----------------|---------------|----------------|---------------|---------------|---------------|---------------|
| <b>A few times</b>             | 1807<br>27.30% | 1054<br>25.52% | 541<br>31.38% | 1187<br>26.96% | 159<br>26.95% | 355<br>27.29% | 967<br>26.82% | 129<br>25.65% |
| <b>Don't know</b>              | 123<br>1.86%   | 58<br>1.40%    | 48<br>2.78%   | 84<br>1.91%    | 9<br>1.53%    | 27<br>2.08%   | 51<br>1.41%   | 10<br>1.99%   |
| <b>Never</b>                   | 1361<br>20.56% | 859<br>20.80%  | 365<br>21.17% | 922<br>20.94%  | 126<br>21.36% | 315<br>24.21% | 736<br>20.42% | 76<br>15.11%  |
| <b>Once per day</b>            | 612<br>9.25%   | 425<br>10.29%  | 121<br>7.02%  | 405<br>9.20%   | 60<br>10.17%  | 98<br>7.53%   | 349<br>9.68%  | 68<br>13.52%  |
| <b>Once per month</b>          | 269<br>4.06%   | 170<br>4.12%   | 69<br>4.00%   | 176<br>4.00%   | 23<br>3.90%   | 51<br>3.92%   | 149<br>4.13%  | 21<br>4.17%   |
| <b>Once per week</b>           | 348<br>5.26%   | 213<br>5.16%   | 93<br>5.39%   | 225<br>5.11%   | 32<br>5.42%   | 71<br>5.46%   | 190<br>5.27%  | 23<br>4.57%   |
| <b>Several times per day</b>   | 482<br>7.28%   | 330<br>7.99%   | 96<br>5.57%   | 353<br>8.02%   | 40<br>6.78%   | 79<br>6.07%   | 273<br>7.57%  | 47<br>9.34%   |
| <b>Several times per month</b> | 690<br>10.42%  | 422<br>10.22%  | 185<br>10.73% | 444<br>10.08%  | 66<br>11.19%  | 132<br>10.15% | 378<br>10.49% | 54<br>10.74%  |
| <b>Several times per week</b>  | 927<br>14.01%  | 599<br>14.50%  | 206<br>11.95% | 607<br>13.79%  | 75<br>12.71%  | 173<br>13.30% | 512<br>14.20% | 75<br>14.91%  |

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



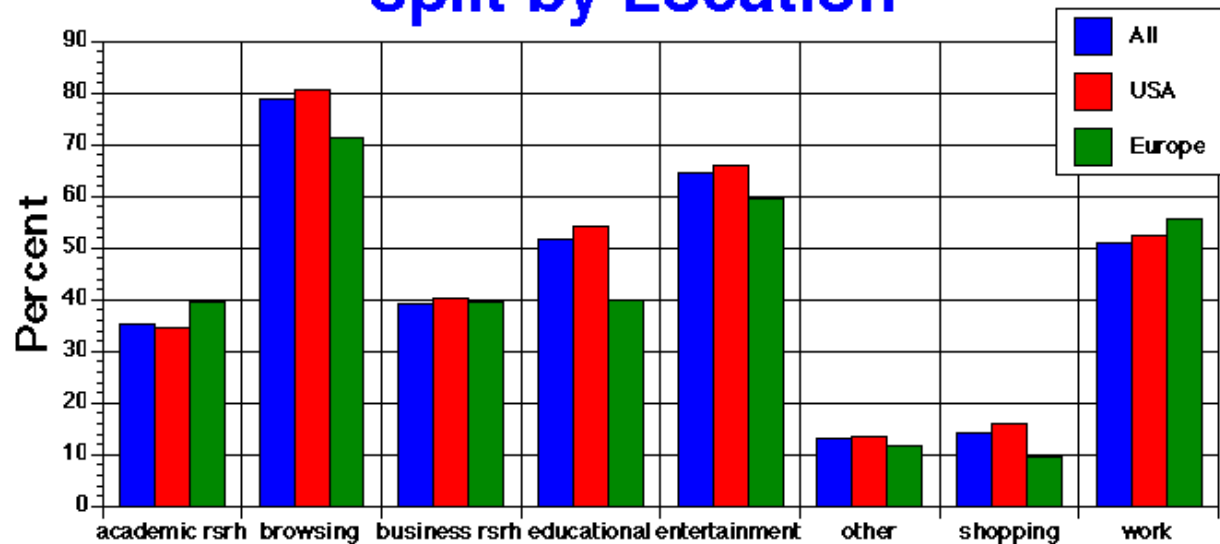
## Primary Use of Browser

---

### Notes:

- For this question, users were allowed to mark more than one answer.
  - These responses are almost identical to the responses for the fourth survey. The most common Web activity is simply browsing (78.7%) followed by entertainment (64.5%) and work (50.9%).
  - The only notable change is in shopping which went from 11.1% in the fourth survey to 14.2% in the fifth.
  - Europeans tend to report less recreational uses of the Web than do US users.
-

## Primary Use of WWW Browser split by Location



|        |       |       |       |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| All    | 35.32 | 78.71 | 39.34 | 51.79 | 64.53 | 13.08 | 14.19 | 50.91 |
| USA    | 34.61 | 80.54 | 40.09 | 54.35 | 66.05 | 13.49 | 15.92 | 52.26 |
| Europe | 39.66 | 71.36 | 39.66 | 39.83 | 59.49 | 11.53 | 9.49  | 55.76 |

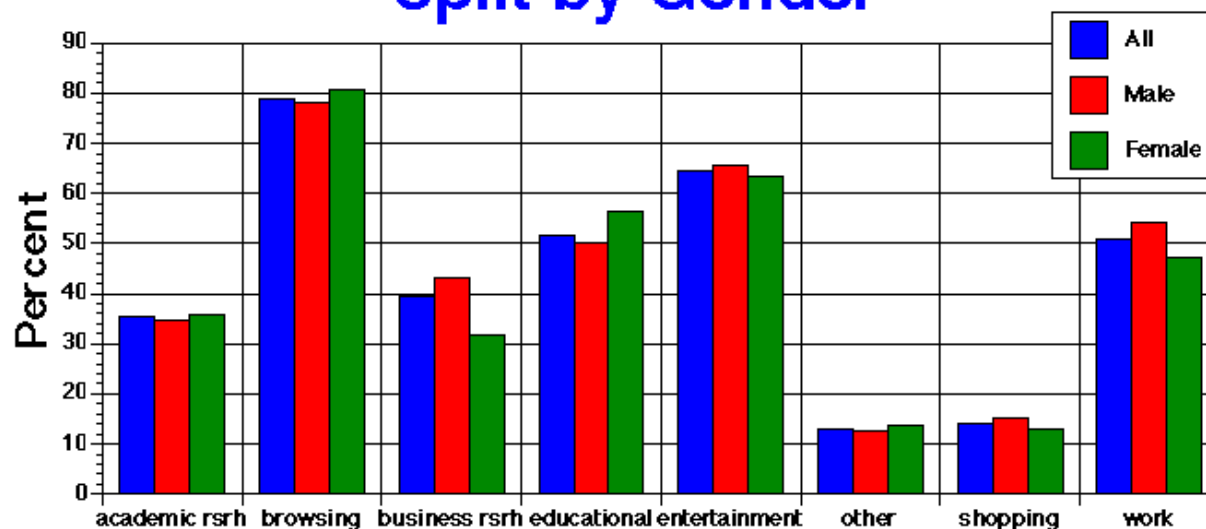
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- Male reported slightly more work-related uses of the Web: work (54.1%) and business research (43.3%) while females reported more educational uses (56.5%).
-

## Primary Use of WWW Browser split by Gender



|        |       |       |       |       |       |       |       |       |
|--------|-------|-------|-------|-------|-------|-------|-------|-------|
| All    | 35.32 | 78.71 | 39.34 | 51.79 | 64.53 | 13.08 | 14.19 | 50.91 |
| Male   | 34.75 | 78.04 | 43.29 | 50.05 | 65.54 | 12.62 | 15.13 | 54.07 |
| Female | 35.9  | 80.8  | 31.84 | 56.5  | 63.52 | 13.57 | 13.11 | 47.04 |

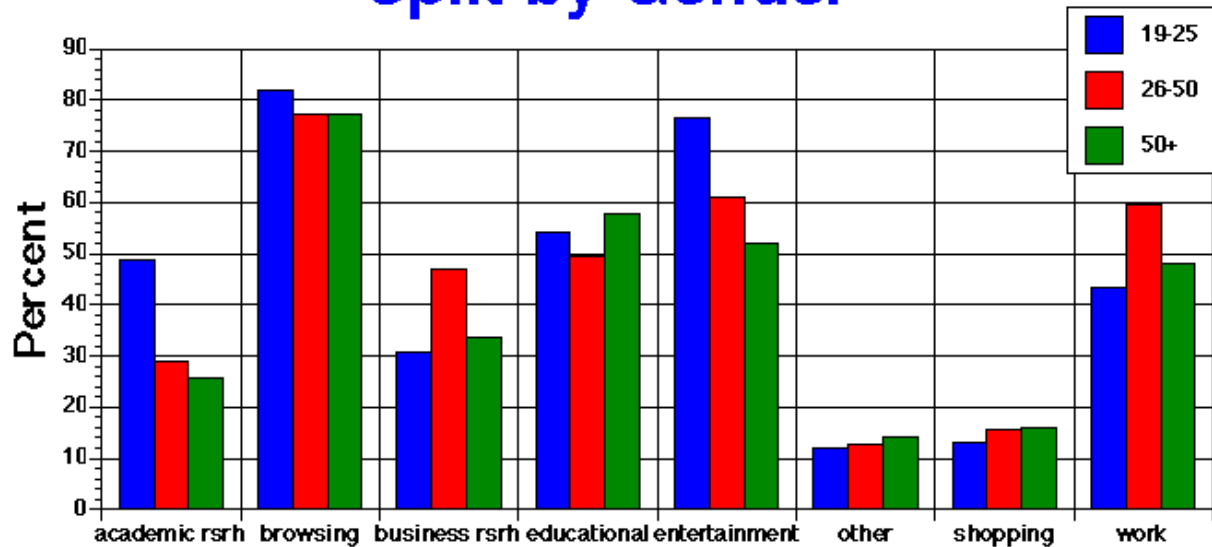
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- The 26-50 age group reported significantly more work (59.6%) and business research (47.1%) being done on the Web than other age groups.
- Those aged 19-25 report more entertainment uses (76.5%) and academic research (48.8%).



## Primary Use of WWW Browser split by Gender



|       |       |       |       |       |       |       |       |       |
|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| 19-25 | 48.81 | 81.94 | 30.82 | 54.27 | 76.48 | 11.91 | 13.14 | 43.43 |
| 26-50 | 28.96 | 77.39 | 47.05 | 49.4  | 61.19 | 12.76 | 15.7  | 59.56 |
| 50+   | 25.84 | 77.34 | 33.8  | 57.85 | 52.09 | 14.12 | 16.1  | 48.11 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

## Table of Data for All Categories

| <b>primary.use.academic.research</b> | <b>All</b>    | <b>Male</b>   | <b>Female</b> | <b>USA</b>    | <b>Europe</b> | <b>19-25</b>  | <b>26-50</b>  | <b>50+</b>    |
|--------------------------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>academic.research</b>             | <b>2338</b>   | <b>1435</b>   | <b>619</b>    | <b>1524</b>   | <b>234</b>    | <b>635</b>    | <b>1044</b>   | <b>13</b>     |
|                                      | <b>35.32%</b> | <b>34.75%</b> | <b>35.90%</b> | <b>34.61%</b> | <b>39.66%</b> | <b>48.81%</b> | <b>28.96%</b> | <b>25.84%</b> |
| <b>browsing</b>                      | <b>5210</b>   | <b>3223</b>   | <b>1393</b>   | <b>3546</b>   | <b>421</b>    | <b>1066</b>   | <b>2790</b>   | <b>38</b>     |
|                                      | <b>78.71%</b> | <b>78.04%</b> | <b>80.80%</b> | <b>80.54%</b> | <b>71.36%</b> | <b>81.94%</b> | <b>77.39%</b> | <b>77.34%</b> |
| <b>business.research</b>             | <b>2604</b>   | <b>1788</b>   | <b>549</b>    | <b>1765</b>   | <b>234</b>    | <b>401</b>    | <b>1696</b>   | <b>17</b>     |
|                                      | <b>39.34%</b> | <b>43.29%</b> | <b>31.84%</b> | <b>40.09%</b> | <b>39.66%</b> | <b>30.82%</b> | <b>47.05%</b> | <b>33.80%</b> |
| <b>education</b>                     | <b>3428</b>   | <b>2067</b>   | <b>974</b>    | <b>2393</b>   | <b>235</b>    | <b>706</b>    | <b>1781</b>   | <b>29</b>     |
|                                      | <b>51.79%</b> | <b>50.05%</b> | <b>56.50%</b> | <b>54.35%</b> | <b>39.83%</b> | <b>54.27%</b> | <b>49.40%</b> | <b>57.85%</b> |
| <b>entertainment</b>                 | <b>4271</b>   | <b>2707</b>   | <b>1095</b>   | <b>2908</b>   | <b>351</b>    | <b>995</b>    | <b>2206</b>   | <b>26</b>     |
|                                      | <b>64.53%</b> | <b>65.54%</b> | <b>63.52%</b> | <b>66.05%</b> | <b>59.49%</b> | <b>76.48%</b> | <b>61.19%</b> | <b>52.09%</b> |
| <b>other</b>                         | <b>866</b>    | <b>521</b>    | <b>234</b>    | <b>594</b>    | <b>68</b>     | <b>155</b>    | <b>460</b>    | <b>7</b>      |
|                                      | <b>13.08%</b> | <b>12.62%</b> | <b>13.57%</b> | <b>13.49%</b> | <b>11.53%</b> | <b>11.91%</b> | <b>12.76%</b> | <b>14.12%</b> |
| <b>shopping</b>                      | <b>939</b>    | <b>625</b>    | <b>226</b>    | <b>701</b>    | <b>56</b>     | <b>171</b>    | <b>566</b>    | <b>8</b>      |
|                                      | <b>14.19%</b> | <b>15.13%</b> | <b>13.11%</b> | <b>15.92%</b> | <b>9.49%</b>  | <b>13.14%</b> | <b>15.70%</b> | <b>16.10%</b> |
| <b>work.business</b>                 | <b>3370</b>   | <b>2233</b>   | <b>811</b>    | <b>2301</b>   | <b>329</b>    | <b>565</b>    | <b>2147</b>   | <b>24</b>     |
|                                      | <b>50.91%</b> | <b>54.07%</b> | <b>47.04%</b> | <b>52.26%</b> | <b>55.76%</b> | <b>43.43%</b> | <b>59.56%</b> | <b>48.11%</b> |

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



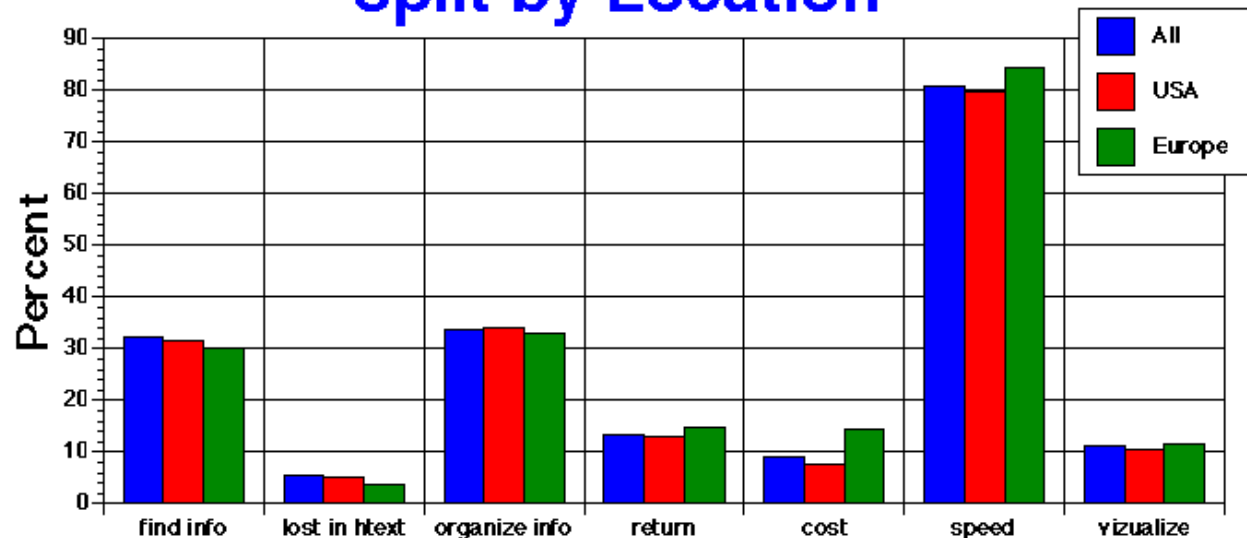
## Problems Using the Web

---

### Notes:

- For this question, users were asked which of the following problems they encountered when using the Web: not being able to find a page I know is out there ("find info"), not being able to determine where I am ("lost in htext"), not being able to organize well the pages & information I gather ("organize"), not being able to find a page I once visited ("return"), it takes too long to view/download pages ("speed"), not being able to visualize where I have been and where I can go ("visualize"), and it costs too much ("cost"). Users were allowed to mark more than one answer.
  - As was found in the fourth survey, the most common problems are: speed (80.9%), organizing retrieved information (33.6%), and finding information (32.4%). Speed is even more of a problem than in the last survey (69.1% fourth), even though respondents are reporting higher modem speeds. See Speed of Connection.
  - The least reported problems are: getting lost in hypertext (5.4%) and the cost (9.2%).
  - About twice as many Europeans as US respondents reported that cost was a problem.
-

## Problems with Using the Web split by Location



|        |       |      |       |       |       |       |       |
|--------|-------|------|-------|-------|-------|-------|-------|
| All    | 32.39 | 5.36 | 33.57 | 13.34 | 9.19  | 80.9  | 11.1  |
| USA    | 31.61 | 5.02 | 34.04 | 12.88 | 7.72  | 79.7  | 10.56 |
| Europe | 30    | 3.73 | 33.05 | 14.92 | 14.41 | 84.58 | 11.69 |

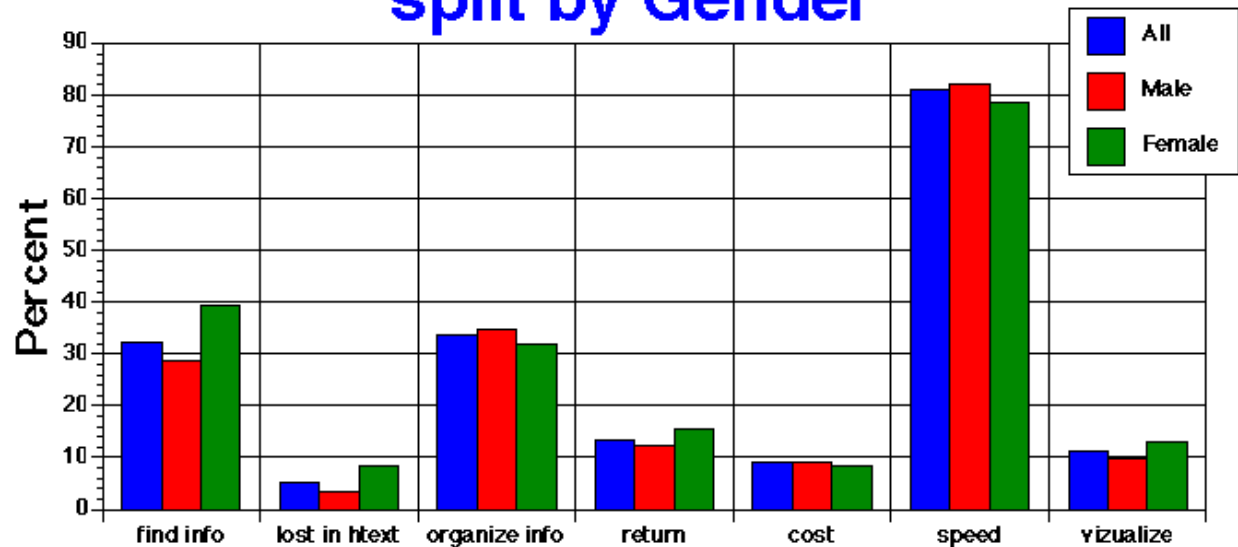
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- The only notable difference between genders was the problem of finding information: 28.8% of males, and 40.0% of females reported this problem.
-

## Problems with Using the Web split by Gender



|        |       |      |       |       |      |       |       |
|--------|-------|------|-------|-------|------|-------|-------|
| All    | 32.39 | 5.36 | 33.57 | 13.34 | 9.19 | 80.9  | 11.1  |
| Male   | 28.79 | 3.51 | 34.72 | 12.25 | 9.2  | 82.28 | 9.85  |
| Female | 39.56 | 8.47 | 31.84 | 15.66 | 8.47 | 78.54 | 13.05 |

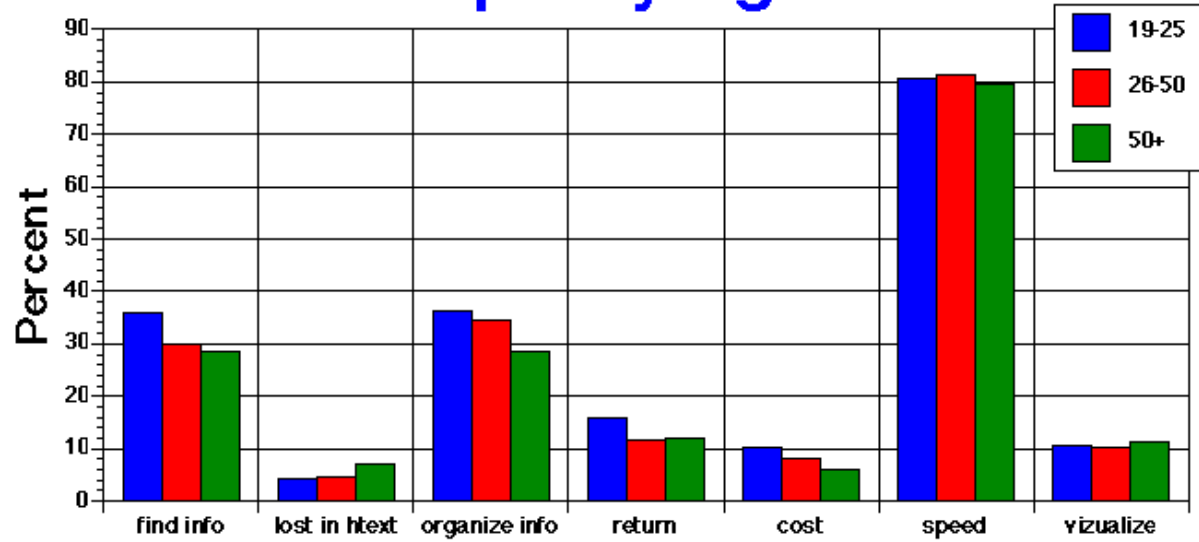
Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Notes:

- More younger users than older users reported finding and organizing information and returning to previously visited sites to be a problem.
-

## Problems with Using the Web split by Age



|       |       |      |       |       |       |       |       |
|-------|-------|------|-------|-------|-------|-------|-------|
| 19-25 | 36.05 | 4.15 | 36.2  | 15.99 | 10.15 | 80.71 | 10.53 |
| 26-50 | 29.85 | 4.44 | 34.42 | 11.71 | 8.1   | 81.33 | 10.32 |
| 50+   | 28.63 | 6.96 | 28.43 | 12.13 | 5.96  | 79.52 | 11.33 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL:[http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Table of Data for All Categories

| <b>problem.cost</b> | <b>All</b>    | <b>Male</b>   | <b>Female</b> | <b>USA</b>    | <b>Europe</b> | <b>19-25</b>  | <b>26-50</b>  | <b>50+</b>    |
|---------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| <b>cost</b>         | <b>608</b>    | <b>380</b>    | <b>146</b>    | <b>340</b>    | <b>85</b>     | <b>132</b>    | <b>292</b>    | <b>30</b>     |
|                     | <b>9.19%</b>  | <b>9.20%</b>  | <b>8.47%</b>  | <b>7.72%</b>  | <b>14.41%</b> | <b>10.15%</b> | <b>8.10%</b>  | <b>5.96%</b>  |
| <b>find</b>         | <b>2144</b>   | <b>1189</b>   | <b>682</b>    | <b>1392</b>   | <b>177</b>    | <b>469</b>    | <b>1076</b>   | <b>144</b>    |
|                     | <b>32.39%</b> | <b>28.79%</b> | <b>39.56%</b> | <b>31.61%</b> | <b>30.00%</b> | <b>36.05%</b> | <b>29.85%</b> | <b>28.63%</b> |
| <b>lost</b>         | <b>355</b>    | <b>145</b>    | <b>146</b>    | <b>221</b>    | <b>22</b>     | <b>54</b>     | <b>160</b>    | <b>35</b>     |
|                     | <b>5.36%</b>  | <b>3.51%</b>  | <b>8.47%</b>  | <b>5.02%</b>  | <b>3.73%</b>  | <b>4.15%</b>  | <b>4.44%</b>  | <b>6.96%</b>  |
| <b>organize</b>     | <b>2222</b>   | <b>1434</b>   | <b>549</b>    | <b>1499</b>   | <b>195</b>    | <b>471</b>    | <b>1241</b>   | <b>143</b>    |
|                     | <b>33.57%</b> | <b>34.72%</b> | <b>31.84%</b> | <b>34.04%</b> | <b>33.05%</b> | <b>36.20%</b> | <b>34.42%</b> | <b>28.43%</b> |
| <b>return</b>       | <b>883</b>    | <b>506</b>    | <b>270</b>    | <b>567</b>    | <b>88</b>     | <b>208</b>    | <b>422</b>    | <b>61</b>     |
|                     | <b>13.34%</b> | <b>12.25%</b> | <b>15.66%</b> | <b>12.88%</b> | <b>14.92%</b> | <b>15.99%</b> | <b>11.71%</b> | <b>12.13%</b> |
| <b>speed</b>        | <b>5355</b>   | <b>3398</b>   | <b>1354</b>   | <b>3509</b>   | <b>499</b>    | <b>1050</b>   | <b>2932</b>   | <b>400</b>    |
|                     | <b>80.90%</b> | <b>82.28%</b> | <b>78.54%</b> | <b>79.70%</b> | <b>84.58%</b> | <b>80.71%</b> | <b>81.33%</b> | <b>79.52%</b> |
| <b>viz</b>          | <b>735</b>    | <b>407</b>    | <b>225</b>    | <b>465</b>    | <b>69</b>     | <b>137</b>    | <b>372</b>    | <b>57</b>     |
|                     | <b>11.10%</b> | <b>9.85%</b>  | <b>13.05%</b> | <b>10.56%</b> | <b>11.69%</b> | <b>10.53%</b> | <b>10.32%</b> | <b>11.33%</b> |

---

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



## Speed of Connection to Internet

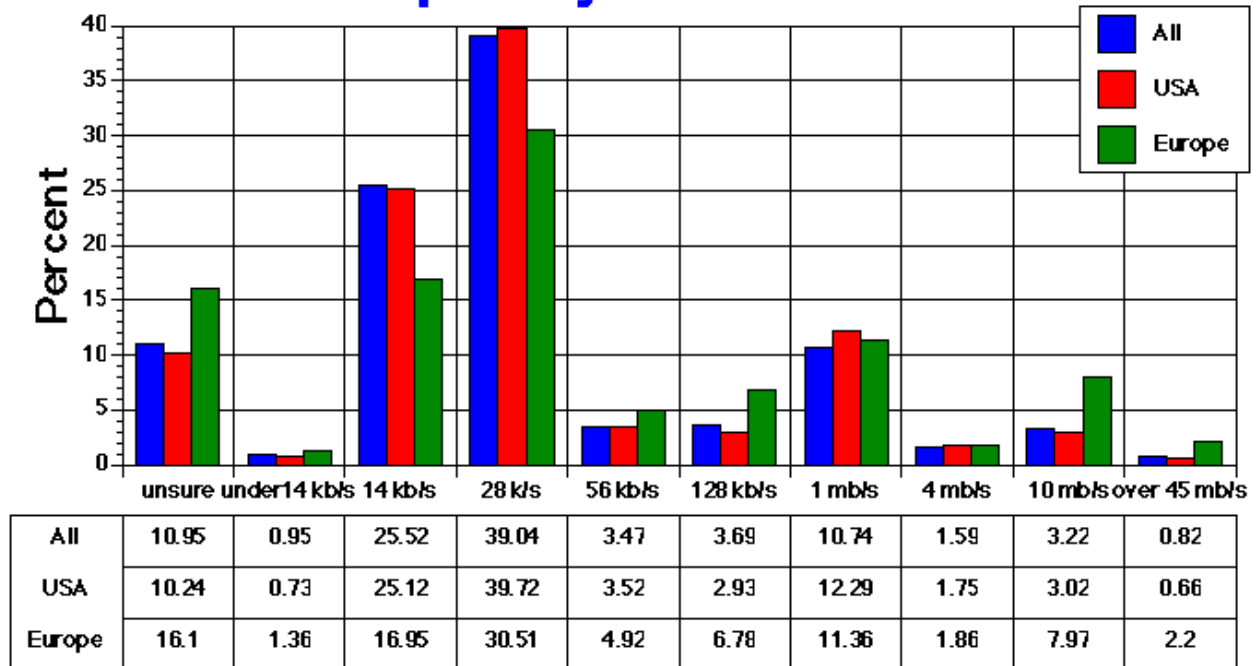
---

### Notes:

- **The most common connection speed is 28.8 Kb/sec (39.0%) followed by 14.4 Kb/sec (25.5%). This the reverse of the fourth survey, where 14.4 Kb/sec connections were the most common.**
  - **The number of respondents connecting at speeds less than or equal to 28.8 Kb/sec has grown slightly since the fourth survey from 61% to 65.5%. So while respondents have faster modems than in previous surveys, more respondents are using modems than in previous surveys.**
  - **European respondents, in general, have faster connection speeds.**
-



## Speed of Connection to Internet split by Location

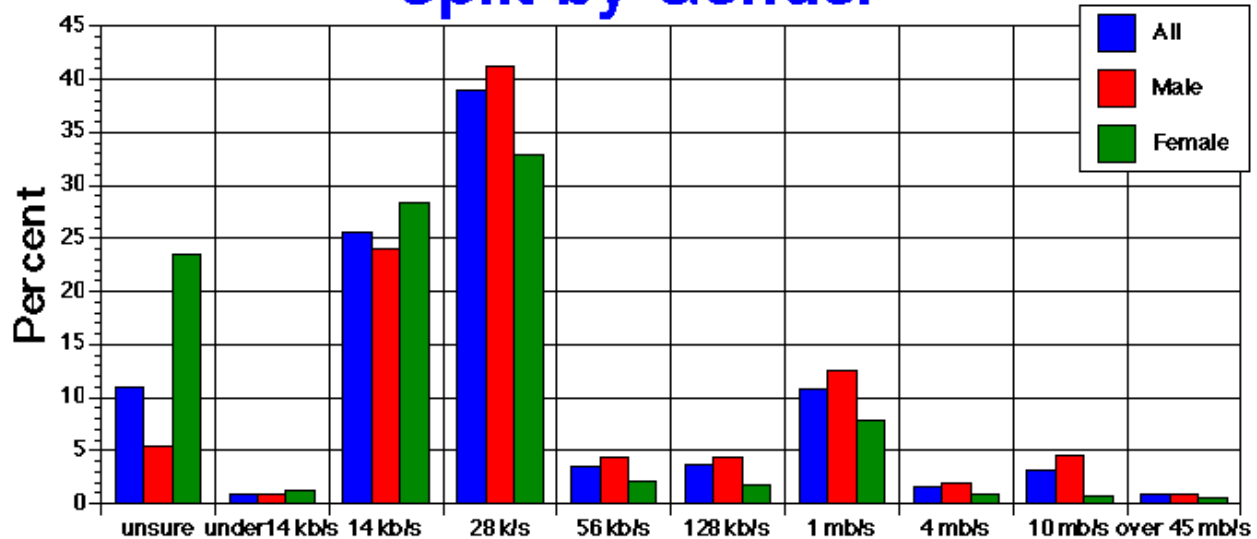


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- A higher percentage of females than males are unsure of their connection speeds (23.6% vs. 5.4%).

## Speed of Connection to Internet split by Gender



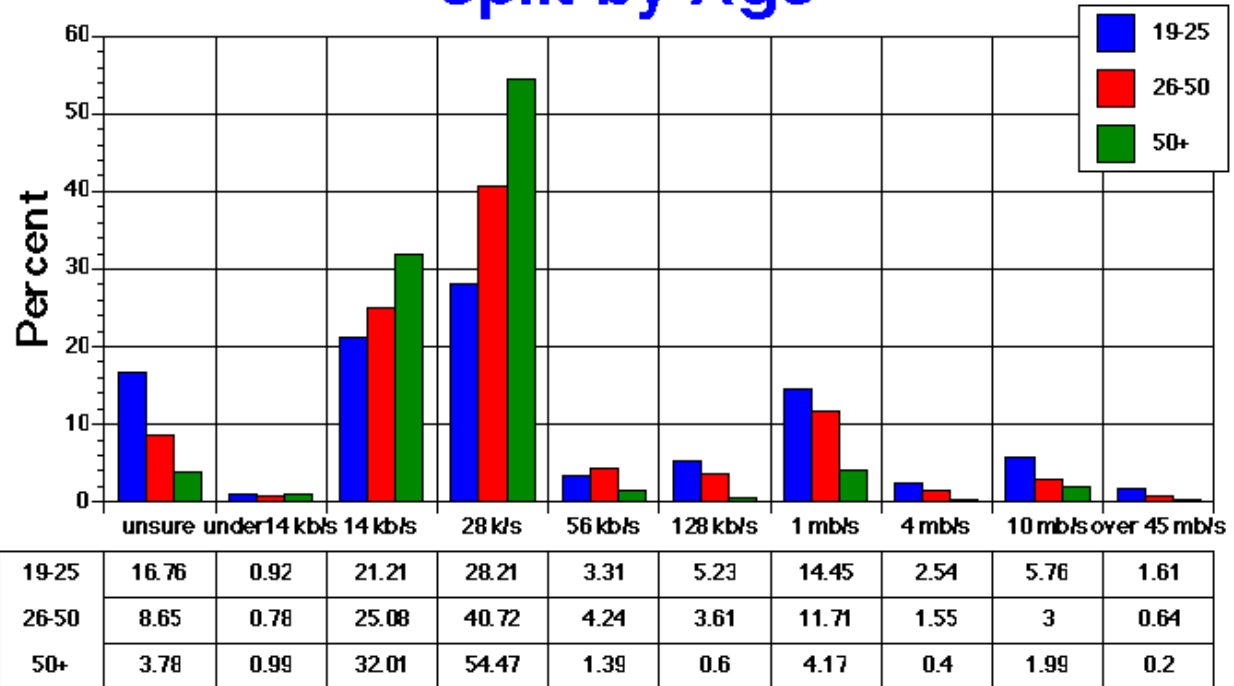
|        |       |      |       |       |      |      |       |      |      |      |
|--------|-------|------|-------|-------|------|------|-------|------|------|------|
| All    | 10.95 | 0.95 | 25.52 | 39.04 | 3.47 | 3.69 | 10.74 | 1.59 | 3.22 | 0.82 |
| Male   | 5.38  | 0.82 | 23.95 | 41.21 | 4.33 | 4.41 | 12.47 | 1.94 | 4.58 | 0.9  |
| Female | 23.55 | 1.16 | 28.42 | 32.95 | 2.09 | 1.8  | 7.83  | 0.87 | 0.75 | 0.58 |

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

### Notes:

- A higher percentage of respondents over age 50 are connecting with speeds under 28.8 Kb/sec (87.5%).
- A higher percentage of respondents between 19 and 25 years old are unsure of their connection speed (16.8%).

## Speed of Connection to Internet split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

---

### Table of Data for All Categories

| speed    | All    | Male   | Female | USA    | Europe | 19-25  | 26-50  | 50+    |
|----------|--------|--------|--------|--------|--------|--------|--------|--------|
| 10m      | 213    | 189    | 13     | 133    | 47     | 75     | 108    | 10     |
|          | 3.22%  | 4.58%  | 0.75%  | 3.02%  | 7.97%  | 5.76%  | 3.00%  | 1.99%  |
| 128k     | 244    | 182    | 31     | 129    | 40     | 68     | 130    | 3      |
|          | 3.69%  | 4.41%  | 1.80%  | 2.93%  | 6.78%  | 5.23%  | 3.61%  | 0.60%  |
| 14k      | 1689   | 989    | 490    | 1106   | 100    | 276    | 904    | 161    |
|          | 25.52% | 23.95% | 28.42% | 25.12% | 16.95% | 21.21% | 25.08% | 32.01% |
| 1m       | 712    | 516    | 135    | 542    | 67     | 188    | 423    | 21     |
|          | 10.76% | 12.49% | 7.83%  | 12.31% | 11.36% | 14.45% | 11.73% | 4.17%  |
| 28k      | 2584   | 1702   | 568    | 1749   | 180    | 367    | 1468   | 274    |
|          | 39.04% | 41.21% | 32.95% | 39.72% | 30.51% | 28.21% | 40.72% | 54.47% |
| 4m       | 105    | 80     | 15     | 77     | 11     | 33     | 56     | 2      |
|          | 1.59%  | 1.94%  | 0.87%  | 1.75%  | 1.86%  | 2.54%  | 1.55%  | 0.40%  |
| 56k      | 230    | 179    | 36     | 155    | 29     | 43     | 153    | 7      |
|          | 3.47%  | 4.33%  | 2.09%  | 3.52%  | 4.92%  | 3.31%  | 4.24%  | 1.39%  |
| over45m  | 54     | 37     | 10     | 29     | 13     | 21     | 23     | 1      |
|          | 0.82%  | 0.90%  | 0.58%  | 0.66%  | 2.20%  | 1.61%  | 0.64%  | 0.20%  |
| under14k | 63     | 34     | 20     | 32     | 8      | 12     | 28     | 5      |
|          | 0.95%  | 0.82%  | 1.16%  | 0.73%  | 1.36%  | 0.92%  | 0.78%  | 0.99%  |
| unsure   | 725    | 222    | 406    | 451    | 95     | 218    | 312    | 19     |
|          | 10.95% | 5.38%  | 23.55% | 10.24% | 16.10% | 16.76% | 8.65%  | 3.78%  |

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**



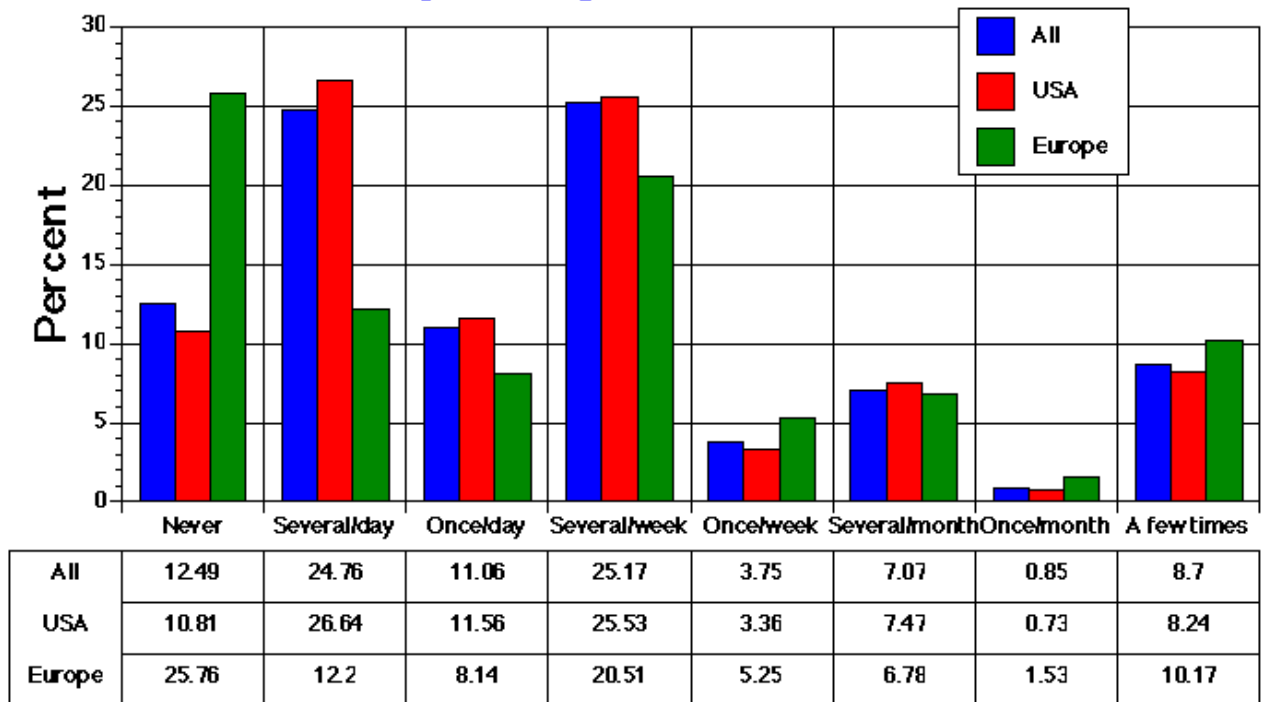
## Frequency of Surfing the WWW Instead of Watching TV

---

### Notes:

- This question was refined from the fourth survey to allow us to get more detailed information about the relationship between Web use and TV watching.
  - Almost 36% of respondents claim that they use the Web instead of watching TV on a daily basis. An additional 28.9% say the Web replaces TV on a weekly basis, usually more than once a week.
  - Respondents from Europe are far less likely to use the Web instead of watching TV; 25.8% say they have never used the Web instead of watching TV.
-

# Frequency of Surfing Web Instead of TV split by Location

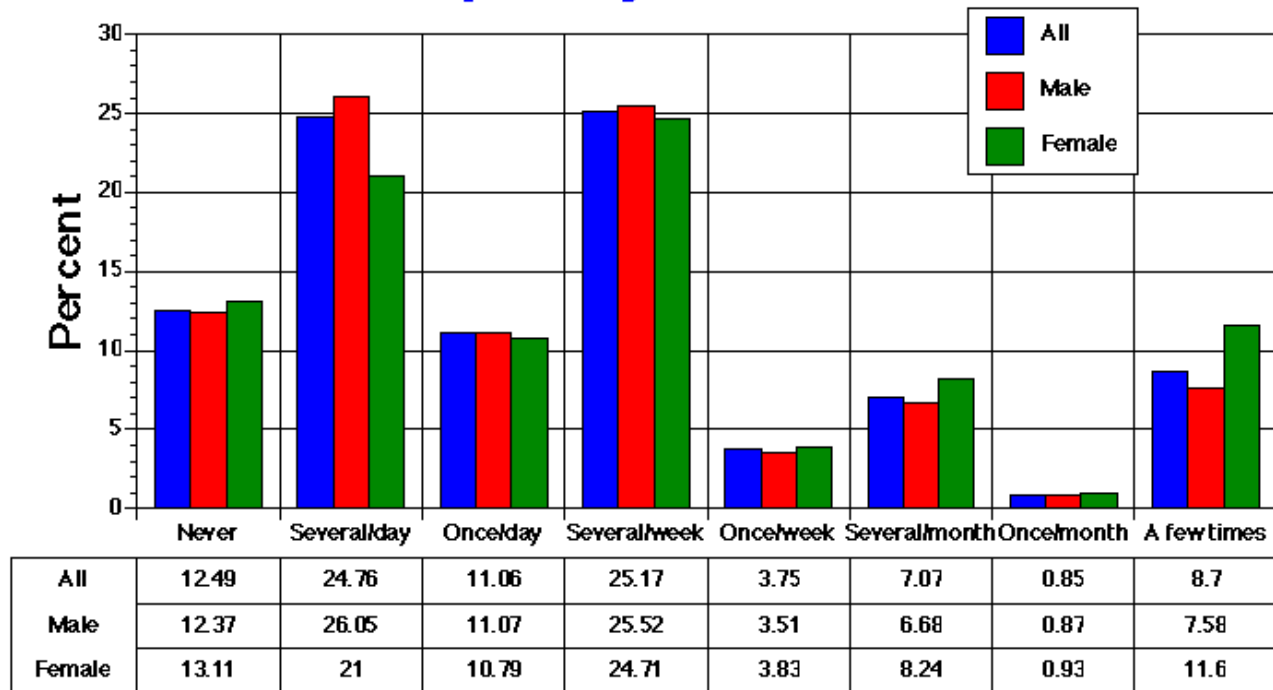


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

## Notes:

- Females are less likely than males to use the Web instead of TV several times a day, but they are nearly equal in all other categories.

# Frequency of Surfing Web Instead of TV split by Gender

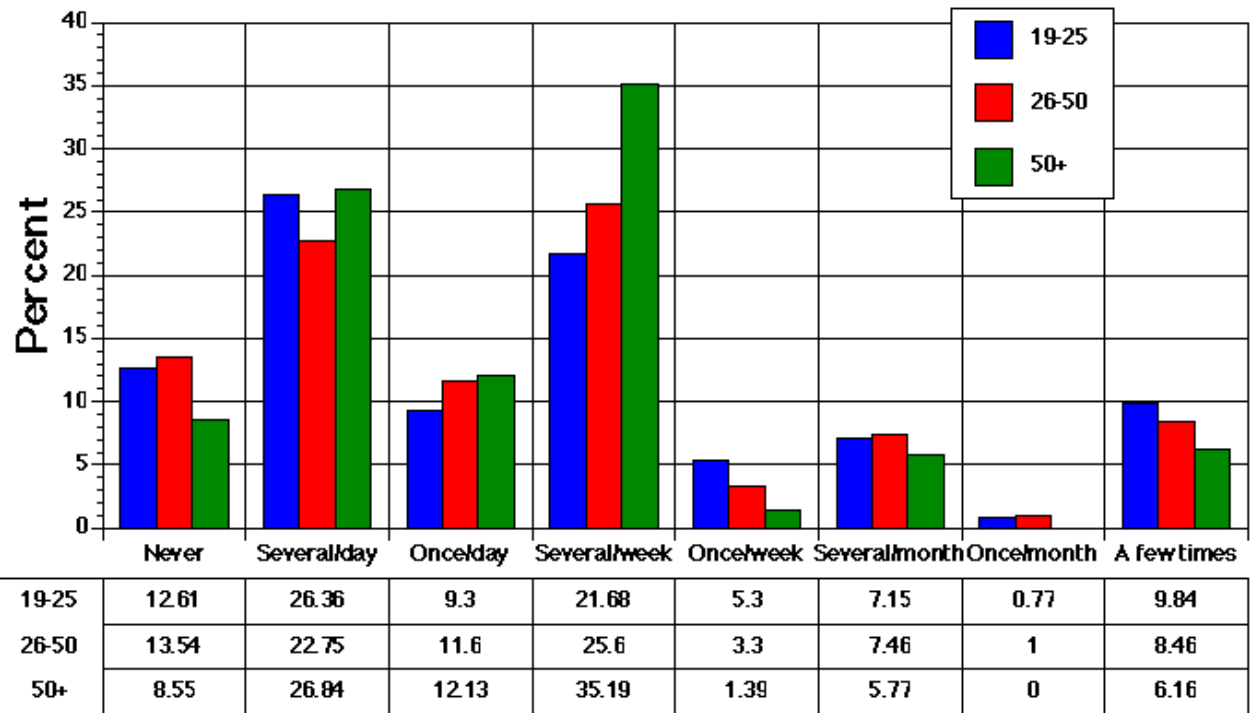


Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gyu/user\\_surveys](http://www.cc.gatech.edu/gyu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

## Notes:

- Older users are more inclined to use the Web instead of watching TV. For those over 50, 74.3% report using it at least several times a week compared to 60.0% of those aged 26-50 and 57.4% of those aged 19-25.

# Frequency of Surfing Web Instead of TV split by Age



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
 <URL: [http://www.cc.gatech.edu/gvu/user\\_surveys](http://www.cc.gatech.edu/gvu/user_surveys)>  
 Copyright 1996 GTRC - ALL RIGHTS RESERVED  
 Contact: [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu)

## Table of Data for All Categories



| tv                      | All    | Male   | Female | USA    | Europe | 19-25  | 26-50  | 50+    |
|-------------------------|--------|--------|--------|--------|--------|--------|--------|--------|
| A few times             | 576    | 313    | 200    | 363    | 60     | 128    | 305    | 31     |
|                         | 8.70%  | 7.58%  | 11.60% | 8.24%  | 10.17% | 9.84%  | 8.46%  | 6.16%  |
| Don't know              | 407    | 262    | 100    | 249    | 57     | 91     | 227    | 20     |
|                         | 6.15%  | 6.34%  | 5.80%  | 5.66%  | 9.66%  | 6.99%  | 6.30%  | 3.98%  |
| Never                   | 827    | 511    | 226    | 476    | 152    | 164    | 488    | 43     |
|                         | 12.49% | 12.37% | 13.11% | 10.81% | 25.76% | 12.61% | 13.54% | 8.55%  |
| Once per day            | 732    | 457    | 186    | 509    | 48     | 121    | 418    | 61     |
|                         | 11.06% | 11.07% | 10.79% | 11.56% | 8.14%  | 9.30%  | 11.60% | 12.13% |
| Once per month          | 56     | 36     | 16     | 32     | 9      | 10     | 36     | 0      |
|                         | 0.85%  | 0.87%  | 0.93%  | 0.73%  | 1.53%  | 0.77%  | 1.00%  | 0.00%  |
| Once per week           | 248    | 145    | 66     | 148    | 31     | 69     | 119    | 7      |
|                         | 3.75%  | 3.51%  | 3.83%  | 3.36%  | 5.25%  | 5.30%  | 3.30%  | 1.39%  |
| Several times per day   | 1639   | 1076   | 362    | 1173   | 72     | 343    | 820    | 135    |
|                         | 24.76% | 26.05% | 21.00% | 26.64% | 12.20% | 26.36% | 22.75% | 26.84% |
| Several times per month | 468    | 276    | 142    | 329    | 40     | 93     | 269    | 29     |
|                         | 7.07%  | 6.68%  | 8.24%  | 7.47%  | 6.78%  | 7.15%  | 7.46%  | 5.77%  |
| Several times per week  | 1666   | 1054   | 426    | 1124   | 121    | 282    | 923    | 177    |
|                         | 25.17% | 25.52% | 24.71% | 25.53% | 20.51% | 21.68% | 25.60% | 35.19% |

**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
Graphics, Visualization, & Usability Center  
College of Computing  
Georgia Institute of Technology  
Atlanta, GA 30332-0280**