



Graphs and Tables of the Results

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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

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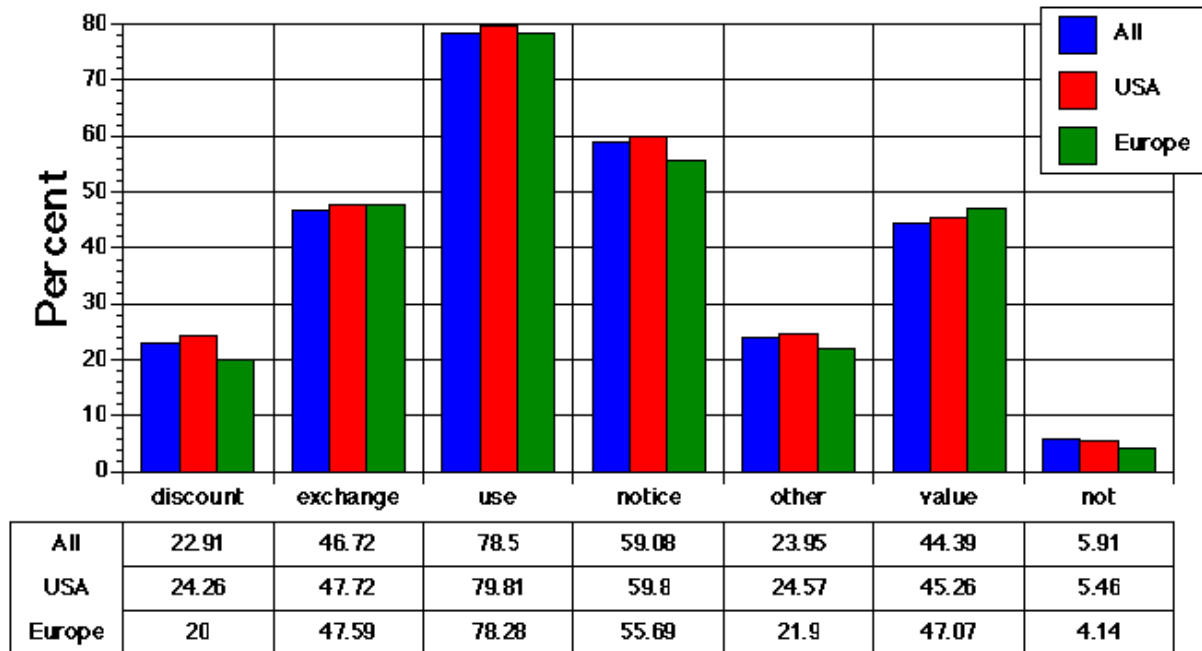


Terms & Condition for Revealing Demographic Info

Notes:

- **This question presented the user with different conditions under which they might be asked to provide demographic information. Respondents were asked to indicate which conditions they would agree to.**
 - **The condition that most respondents agreed to was "if a statement was provided regarding how the information would be used" ("use", 78.5%). The other statement that more than half of the users agreed with was "if a statement was provided regarding what information was being collected" ("notice", 59.1%). This second statement refers mainly to information that can be collected automatically during a Web transaction, such as browser type and machine name.**
 - **Other conditions that respondents were somewhat less agreeable to were: "for some value added service (e.g. notification of events)" ("value", 44.4%) and "in exchange for access to the pages on the Web site" ("exchange", 46.7%). Interestingly, this suggests that respondents are more concerned with their right to control demographic information, than any compensation they might receive for revealing it.**
 - **Only 5.9% reported that they would not give a site demographic information under any condition.**
-

Terms & Condition for Revealing Demographic Info split by Location

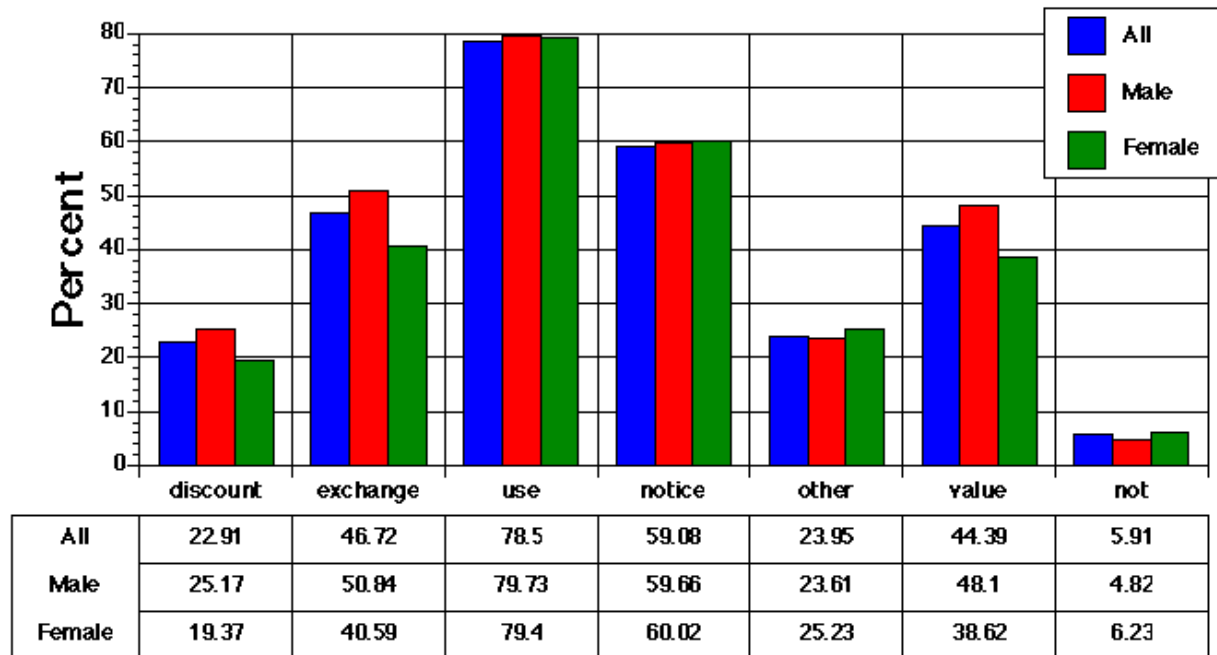


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Notes:

- A higher percentage of males agreed with conditions that involved some sort of compensation for their demographic information: "receiving a small discount on products" (25.2%), "in exchange for access to pages on the site" (50.9%), and "for some value-added service" (48.1%).
- Slightly more females would not reveal demographic information under any conditions: 6.2% females, 4.8% males.

Terms & Condition for Revealing Demographic Info split by Gender

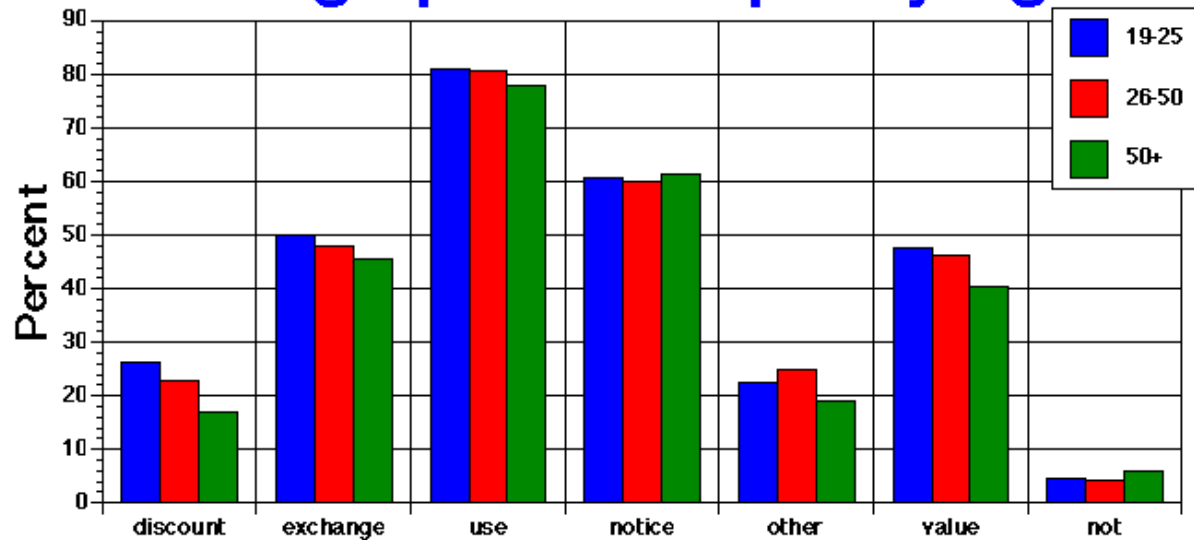


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Notes:

- For the conditions "use" and "notice", described above, the three age categories were almost the same. For the "other" category, respondents aged 26-50 agreed more than the other age groups. In the remaining categories, most of which compensated users for their information, younger respondents were more agreeable than older respondents.

Terms & Condition for Revealing Demographic Info split by Age



19-25	26.43	50.08	80.93	60.59	22.6	47.52	4.65
26-50	22.91	47.91	80.68	60.16	24.85	46.24	4.36
50+	16.85	45.39	77.98	61.57	19.1	40.22	6.07

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Table of Data for All Categories

Terms & Condition for Revealing Demographic Info

	All	Male	Female	USA	Europe	19-25	26-50	50+
discount	1387	1002	314	1026	116	352	767	75
exchange	2829	2024	658	2018	276	667	1604	202
use	4753	3174	1287	3375	454	1078	2701	347
notice	3577	2375	973	2529	323	807	2014	274
other	1450	940	409	1039	127	301	832	85
value	2688	1915	626	1914	273	633	1548	179
not	358	192	101	231	24	62	146	27

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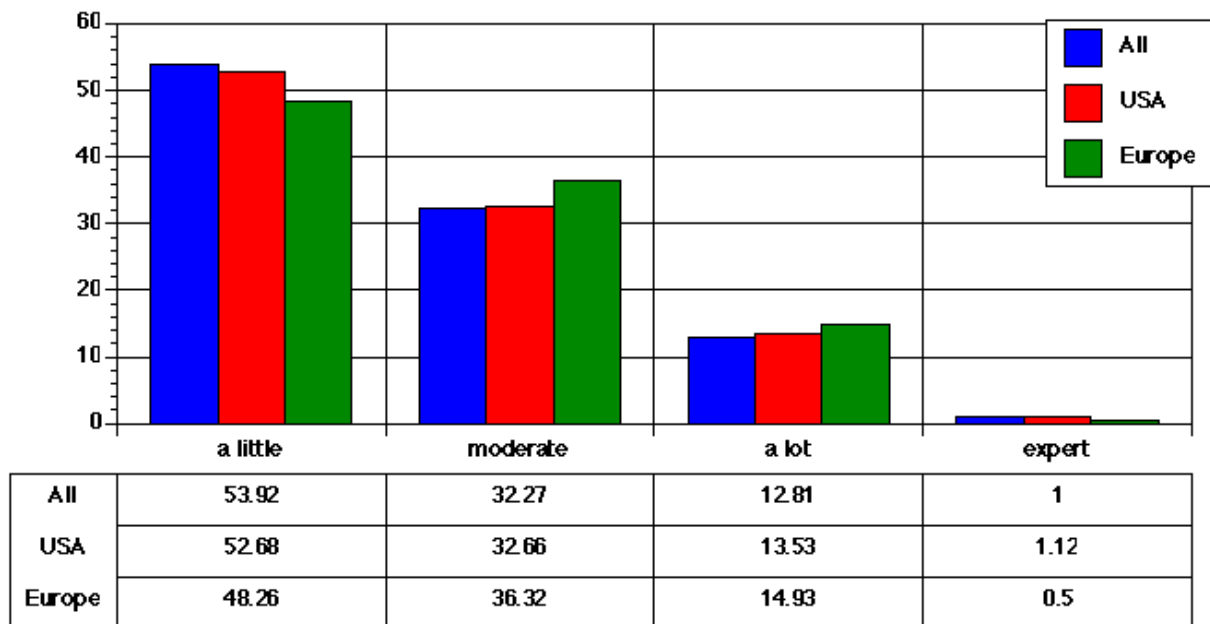


Knowledge about Java's Security Measures

Notes:

- For this question, authors were asked to rate their knowledge of Java's security measures as: "None at all", "A little (e.g. could list some of them)", "Moderate (e.g. have read the white paper)", "A lot (e.g. have a thorough understanding of flaws recently found)", or "Expert (e.g. have written code to test them)".
 - Of those who knew something about Java's security, more than half of the respondents reported that they know "a little" (53.9%). 45.0% reported knowing a "moderate" amount or "a lot". Only 1.0% considered themselves experts.
-

Knowledge about Java's Security Measures split by Location



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Table of Data for All Categories

Knowledge about Java's Security Measures

	All	USA	Europe
a little	859	471	97
moderate	514	292	73
a lot	204	121	30
expert	16	10	1

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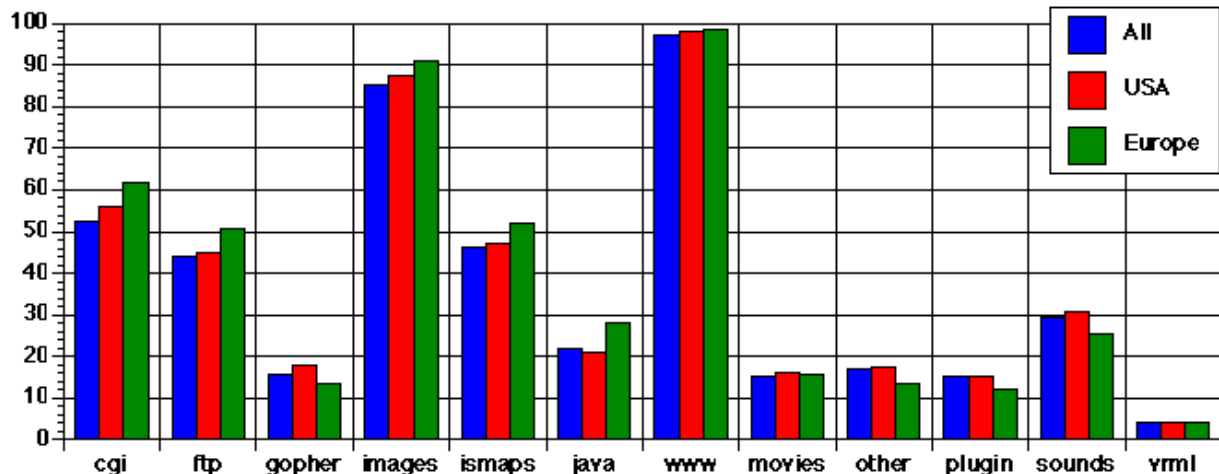


Types of HyperLinks Documents Contain

Notes:

- For this question, users were allowed to mark more than one answer.
 - Almost all respondents (97.1%) include links to other WWW pages in their documents. The next most common are images (85.2%) followed by links to CGI scripts (52.6%), imagemaps (46.5%) and FTP (44.2%). The least common are VRML (4.3%), movies (15.4%), gopher (15.7%) and plug-ins (15.0%).
 - 22.1% reported using Java applets in their pages.
-

Types of Links Documents Contain split by Location



All	52.64	44.22	15.72	85.15	46.46	22.06	97.05	15.35	17.18	15.01	29.43	4.32
USA	56.08	44.97	18.03	87.61	47.35	20.94	98.14	16.06	17.63	15.18	30.54	4.13
Europe	61.7	50.76	13.37	91.19	51.98	27.96	98.48	15.5	13.37	12.16	25.53	4.26

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Table of Data for All Categories

Types of Links Documents Contain

	All	USA	Europe
cgi	1694	964	203
ftp	1423	773	167
gopher	506	310	44
images	2740	1506	300
ismaps	1495	814	171
java	710	360	92
www	3123	1687	324
movies	494	276	51
other	553	303	44
plugin	483	261	40
sounds	947	525	84
vml	139	71	14

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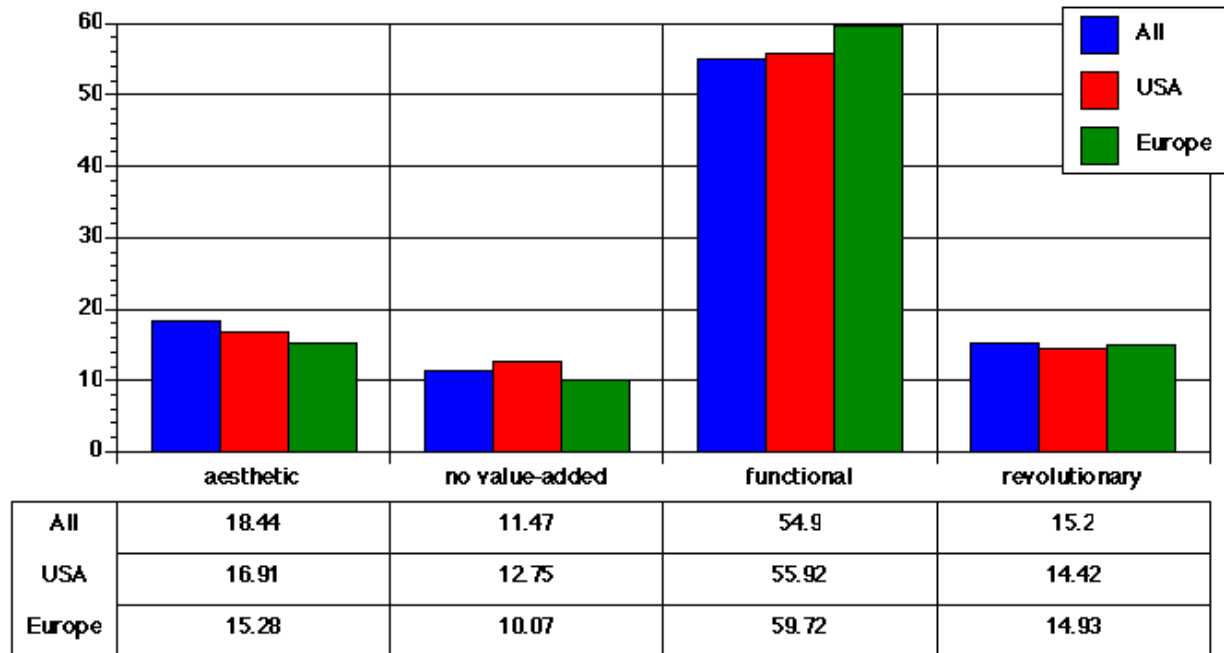


Value-Added by Java to the Web

Notes:

- **More than half of the authors responding see Java's value as mainly functional (54.9%). Almost 30% feel it is mainly aesthetic or adds no value at all. The remaining 15% think it represents a revolution that will fundamentally change the Web.**
-

Value-Added of Java to the Web split by Location



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Table of Data for All Categories

Value-Added of Java to the Web

Java Programming

	All	USA	Europe
aesthetic	450	224	44
no value-added	280	169	29
functional	1340	741	172
revolutionary	371	191	43

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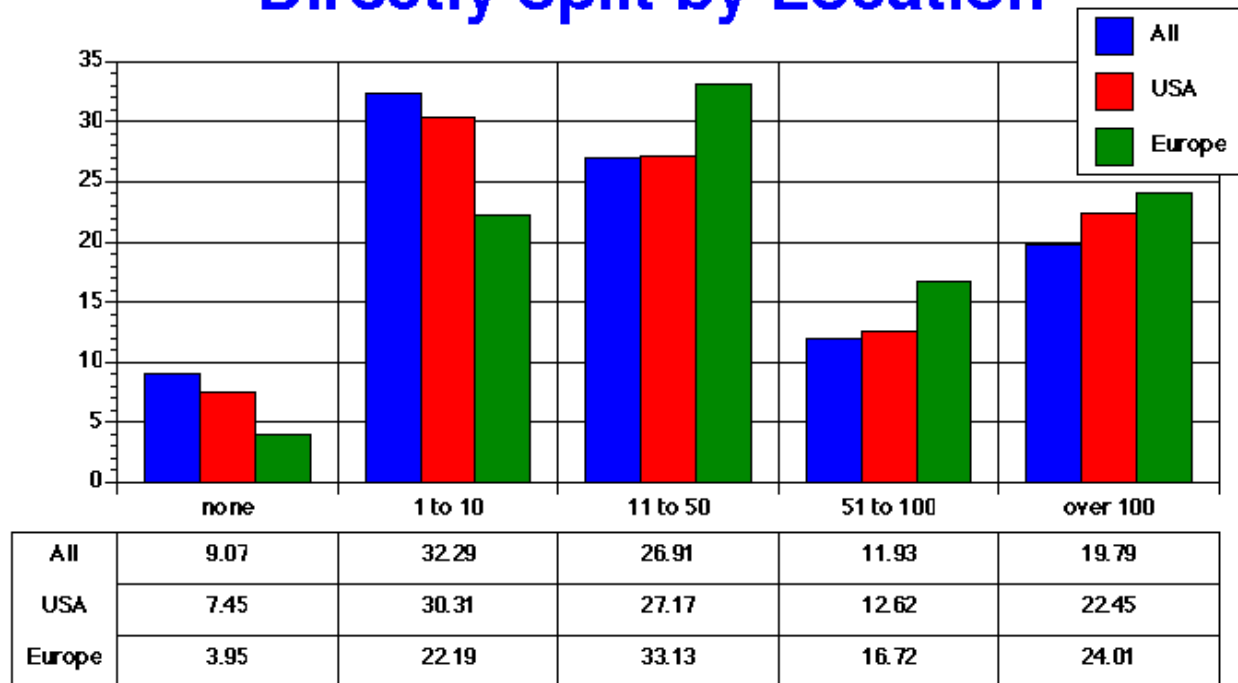


Number of Documents Authored Directly in HTML

Notes:

- **Many authors report creating pages directly in HTML. 58.6%% have created over 11 pages directly, and 19.8% have created over 100. (See also: Number of Documents Authored With Publishing Software.)**
 - **European respondents report authoring more pages directly in HTML than their US counterparts.**
-

Number of Documents Authored Directly split by Location



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Table of Data for All Categories

Number of Documents Authored Directly

	All	USA	Europe
none	292	128	13
1 to 10	1039	521	73
11 to 50	866	467	109
51 to 100	384	217	55
over 100	637	386	79

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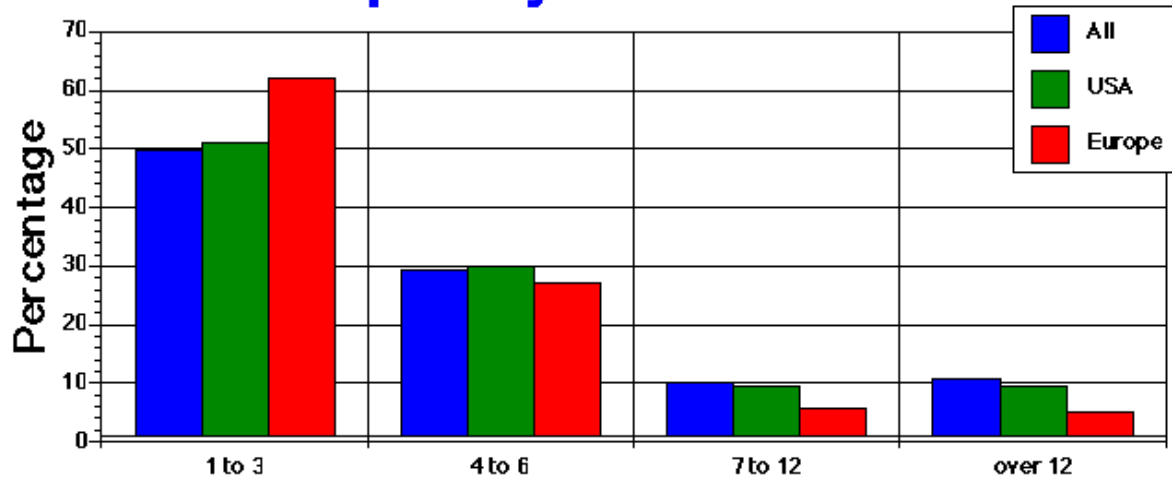


Hours Learning HTML

Notes:

- **Most users (79.1%) reported spending 1 to 6 hours to learn HTML and almost half (49.7%) spent under 3 hours. These percentages are nearly identical to those from the fourth survey.**
 - **Again, European users report spending less time learning HTML than US users.**
-

Hours Learning HTML split by Location



All	49.72	29.4	10	10.89
USA	51.03	29.96	9.48	9.54
Europe	62.04	27.16	5.86	4.94

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Table of Data for All Categories

Hours Learning HTML

	All	USA	Europe
1 to 3	1571	867	201
4 to 6	929	509	88
7 to 12	316	161	19
over 12	344	162	16

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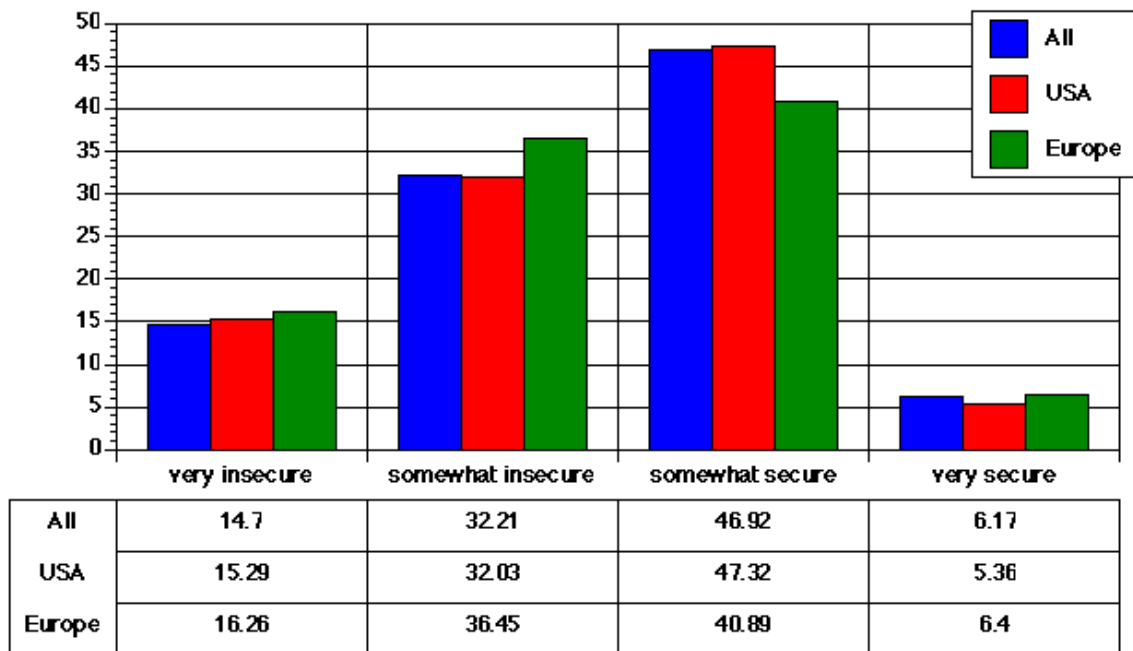


Perception of Java's Security

Notes:

- **The largest category of authors see Java as somewhat secure (46.9%). An equal amount think that Java is very insecure or somewhat insecure.**
 - **European authors are more wary of Java's security than US authors.**
-

Perception of Java's Security split by Location



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Table of Data for All Categories

Perception of Java's Security

	All	USA	Europe
very insecure	236	137	33
somewhat insecure	517	287	74
somewhat secure	753	424	83
very secure	99	48	13

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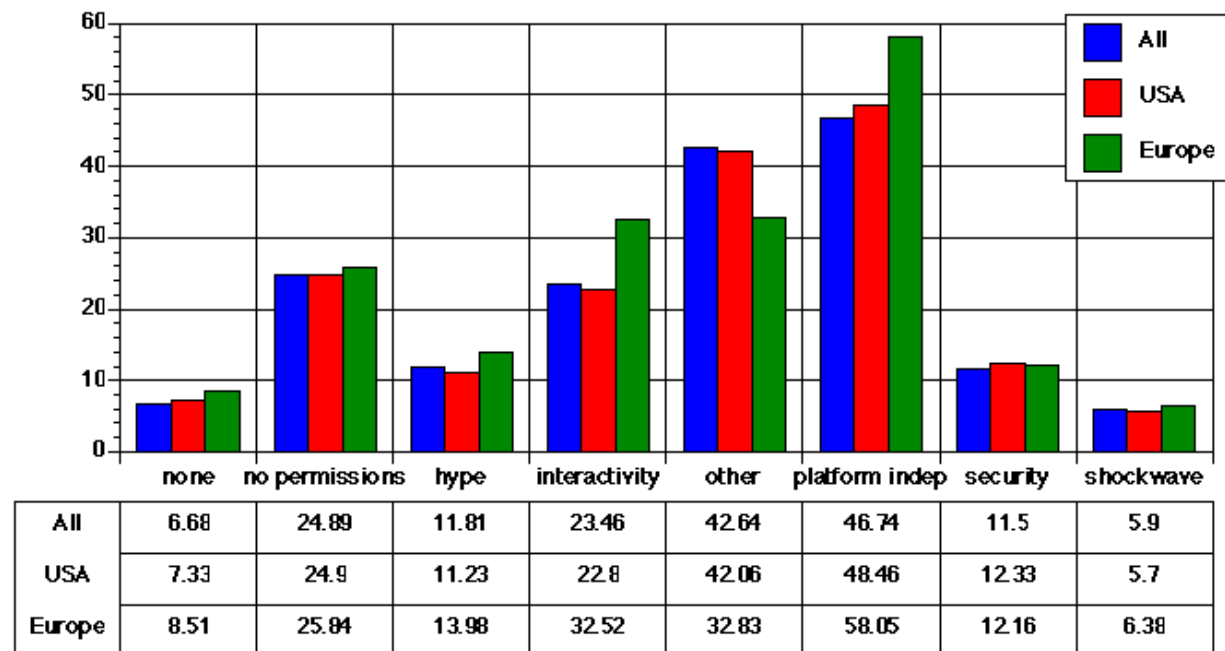


Major Advantages of Java Programming

Notes:

- This question asked Web authors what they thought the major advantages of Java were. Respondents could choose more than one answer.
 - The most cited advantage was Java's platform independence which was noted by 46.7% of respondents. The next largest category was "Other/Do not Know" with 42.64%. About a quarter of respondents identified the fact that Java doesn't require special permissions (unlike CGI programming) (24.9%) and better interactivity (23.5%) as major advantages.
 - Only 11.5% of users cited built-in security measures as an advantage of Java programming.
-

Major Advantages of Java Programming split by Location



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Table of Data for All Categories

Major Advantages of Java Programming

	All	USA	Europe
none	215	126	28
no permissions	801	428	85
hype	380	193	46
interactivity	755	392	107
other	1372	723	108
platform indep	1504	833	191
security	370	212	40
shockwave	190	98	21

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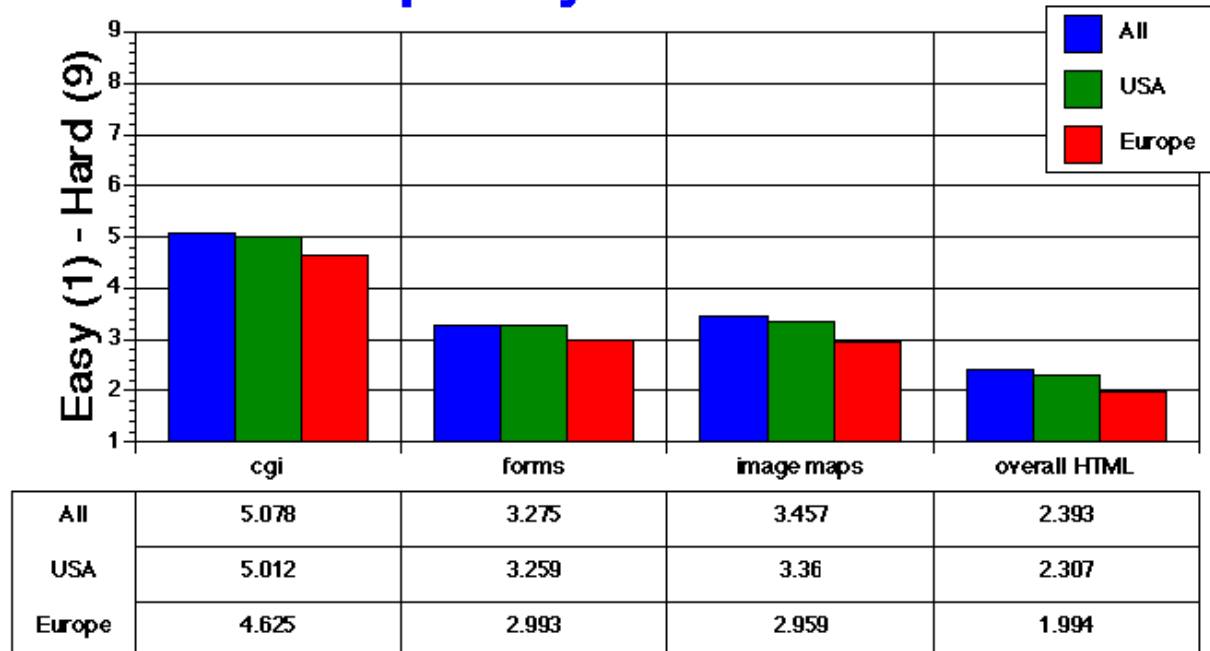


Overall Learning of HTML and Specific HTML Features

Notes:

- For this question, users were asked to rate the difficulty of learning HTML overall and some specific features of HTML (CGI, FORMS, and ISMAP) on a scale of 1 to 9.
 - CGI was rated the most difficult (5.1) followed by image maps (3.5), Forms (3.3) and HTML overall (2.4). These ratings are nearly identical to the third and fourth surveys.
-

Learning of HTML split by Location



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Table of Data for All Categories

Learning of HTML

Easy (1) - Hard (9)

	All	USA	Europe
cgi	5.078	5.012	4.625
forms	3.275	3.259	2.993
image maps	3.457	3.36	2.959
overall HTML	2.393	2.307	1.994

Source: GYU's Fifth WWW User Survey[™] (Conducted April 1996)
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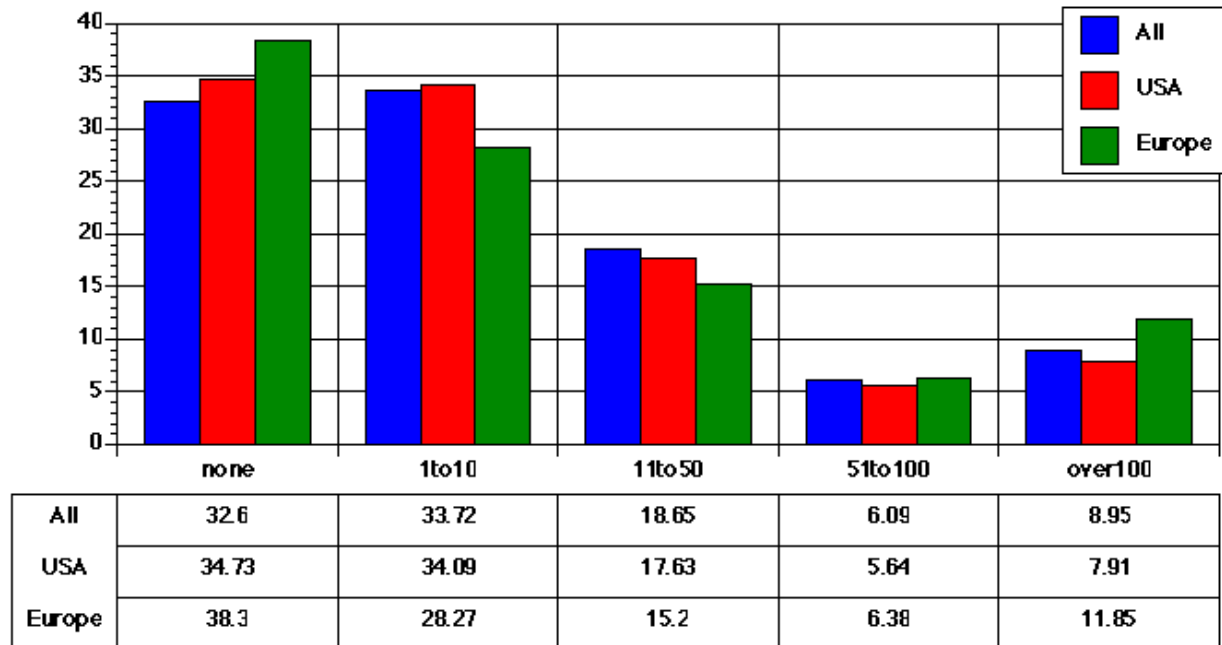


Number of Documents Authored Using Publishing Software

Notes:

- This question is new for the fifth survey, and tries to determine the percentage of authors who are using specific Web Publishing software to create their pages, as opposed to those who write directly in HTML.
 - About a third of Web authors (32.6%) reported never using Web Publishing software. Another third (33.7%) have used it to author less than 10 documents.
-

Number of Documents Authored Using Publishing Software split by Location



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Table of Data for All Categories

Number of Documents Authored Using Publishing Software

	All	USA	Europe
none	1049	597	126
1to10	1085	586	93
11to50	600	303	50
51to100	196	97	21
over100	288	136	39

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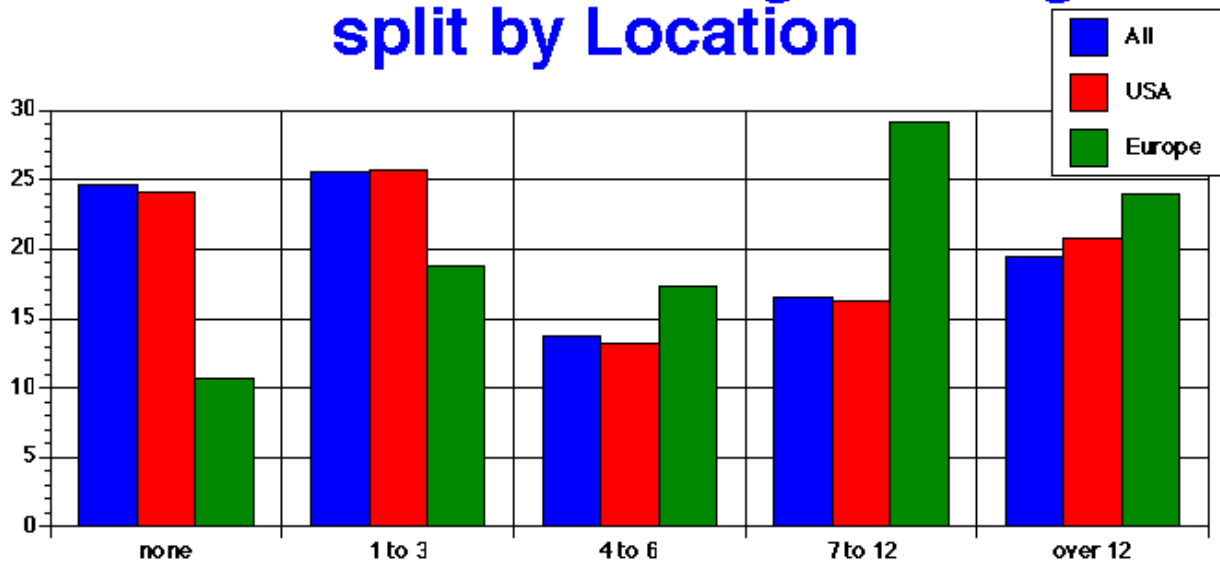


Number of Years Programming

Notes:

- The number of authors who have less than 7 years programming experience has risen again in the fifth survey to 64.0% from 58.5% in the fourth. The number of respondents with no programming experience has risen steadily since the third survey from 16.8% to 20.2% in the fourth to 24.6% in the fifth.
 - European authors have considerably more programming experience with 53.2% having more than 7 years experience compared to 37.0% of US authors.
-

Number of Years Programming split by Location



All	24.64	25.64	13.7	16.56	19.45
USA	24.08	25.77	13.15	16.23	20.77
Europe	10.64	18.84	17.33	29.18	24.01

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Table of Data for All Categories

Number of Years Programming

	All	USA	Europe
none	793	414	35
1 to 3	825	443	62
4 to 6	441	226	57
7 to 12	533	279	96
over 12	626	357	79

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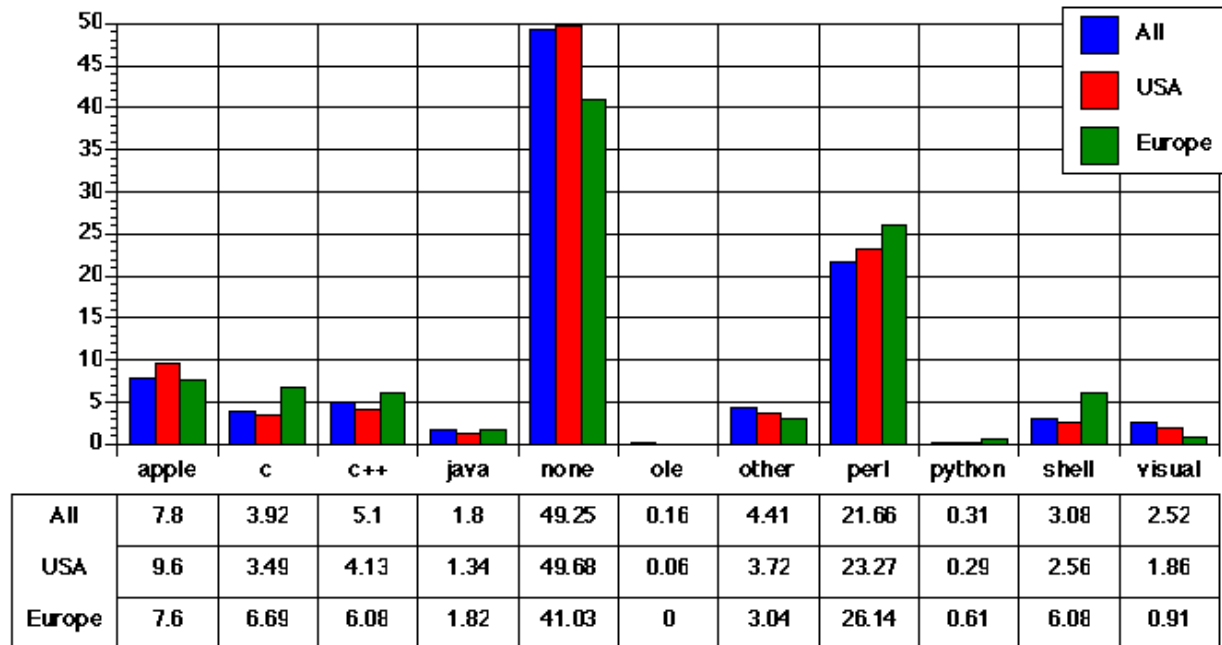


Most Used Language for CGI Scripting

Notes:

- This question has changed slightly since the fourth survey, so a direct comparison is not possible.
 - Almost half of the authors who responded have not done any CGI programming. For those who have, the language of choice is PERL (21.7%). The next most common are apple script (7.8%) and "other" (4.4%).
 - Users in Europe were more likely to have done CGI programming, which follows from the fact that they also tend to have more programming experience. (See: Years Programming.)
-

Most Used Language for CGI Scripting split by Location



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Table of Data for All Categories

Most Used Language for CGI Scripting

	All	USA	Europe
apple	251	165	25
c	126	60	22
c++	164	71	20
java	58	23	6
none	1585	854	135
ole	5	1	
other	142	64	10
perl	697	400	86
python	10	5	2
shell	99	44	20
visual	81	32	3

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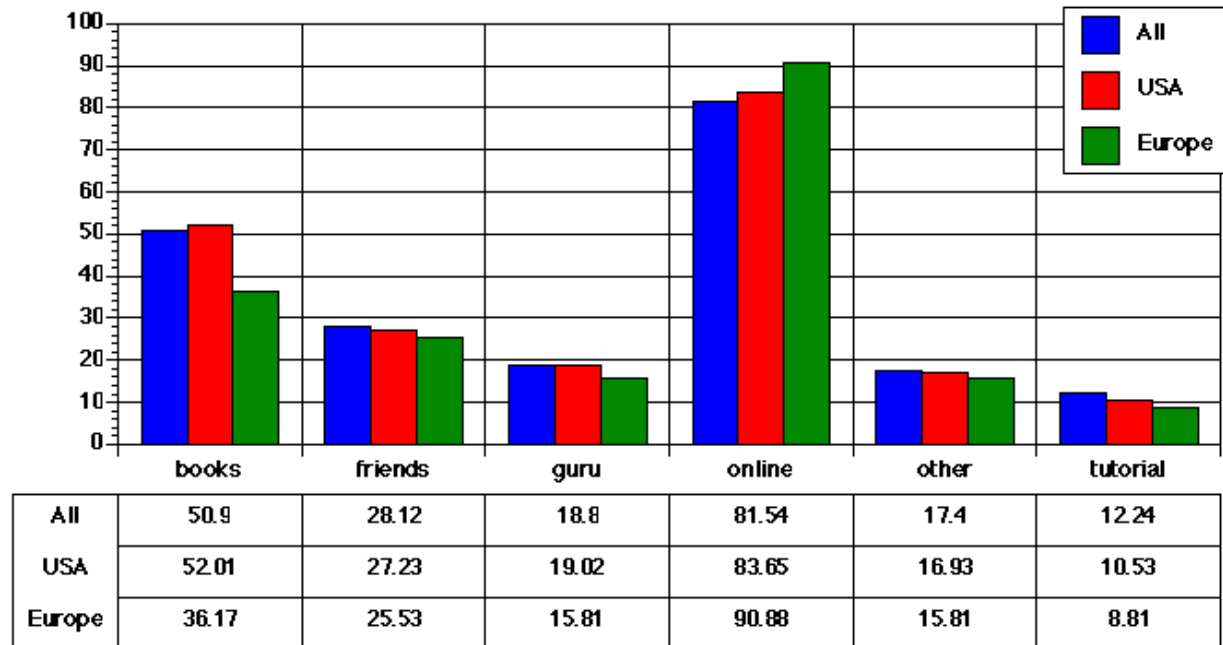


Sources Consulted in Learning HTML

Notes:

- For this question, users were allowed to mark more than one answer.
 - Online documentation was the most popular source and was consulted by 81.6% of respondents. The number of users consulting books about HTML rose again slightly from 44.5% to 50.9%.
 - More European respondents reported using online sources (90.9%) and fewer reported using books (36.2%).
-

Sources Consulted in Learning HTML split by Location



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Table of Data for All Categories

Sources Consulted in Learning HTML

	All	USA	Europe
books	1638	894	119
friends	905	468	84
guru	605	327	52
online	2624	1438	299
other	560	291	52
tutorial	394	181	29

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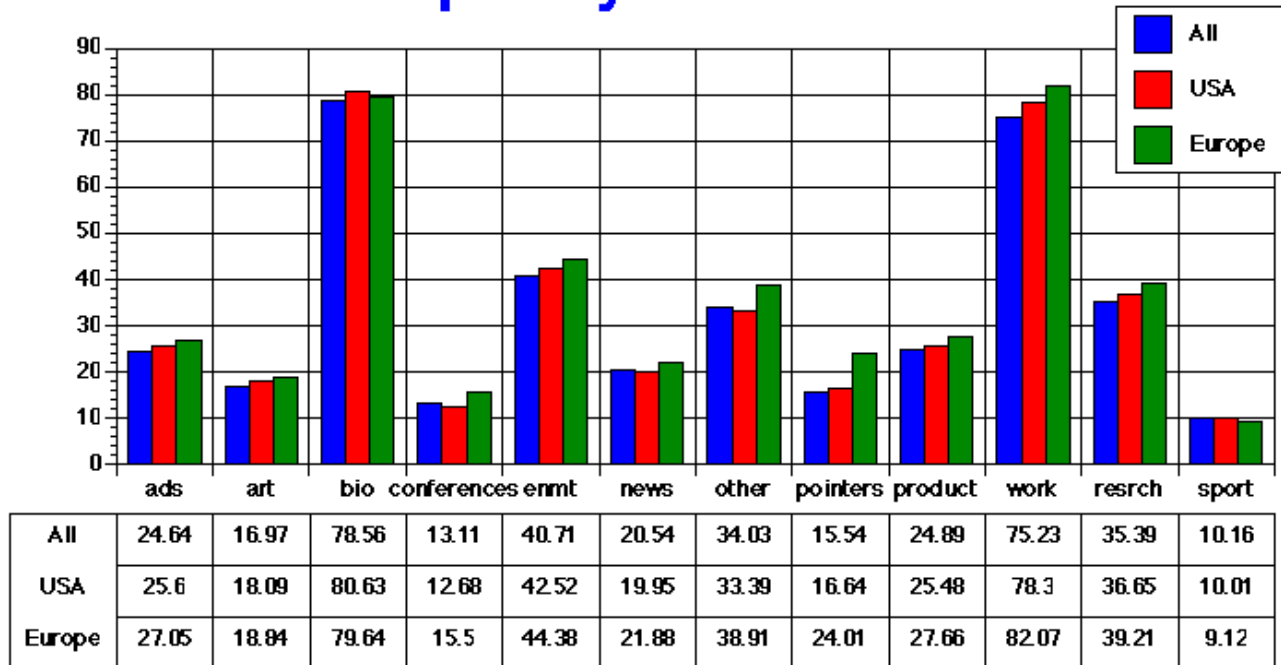


Topics of Documents Authored

Notes:

- For this question, users were allowed to mark more than one answer.
 - As with the fourth survey, the most popular topics of pages authored are personal home pages (78.6%) and work-related pages (75.2%). Similarly the least popular topics remain conferences (13.1%) and sports (10.2%).
 - The percentages for all categories are up slightly from the fourth survey, except for meta-indices ("pointers") and research topics.
 - An equal or higher percentage of European respondents report author pages across all categories.
-

Types of Documents Authored split by Location



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Table of Data for All Categories

Types of Documents Authored

	All	USA	Europe
ads	793	440	89
art	546	311	62
bio	2528	1386	262
conferences	422	218	51
enmt	1310	731	146
news	661	343	72
other	1095	574	128
pointers	500	286	79
product	801	438	91
work	2421	1346	270
resrch	1139	630	129
sport	327	172	30

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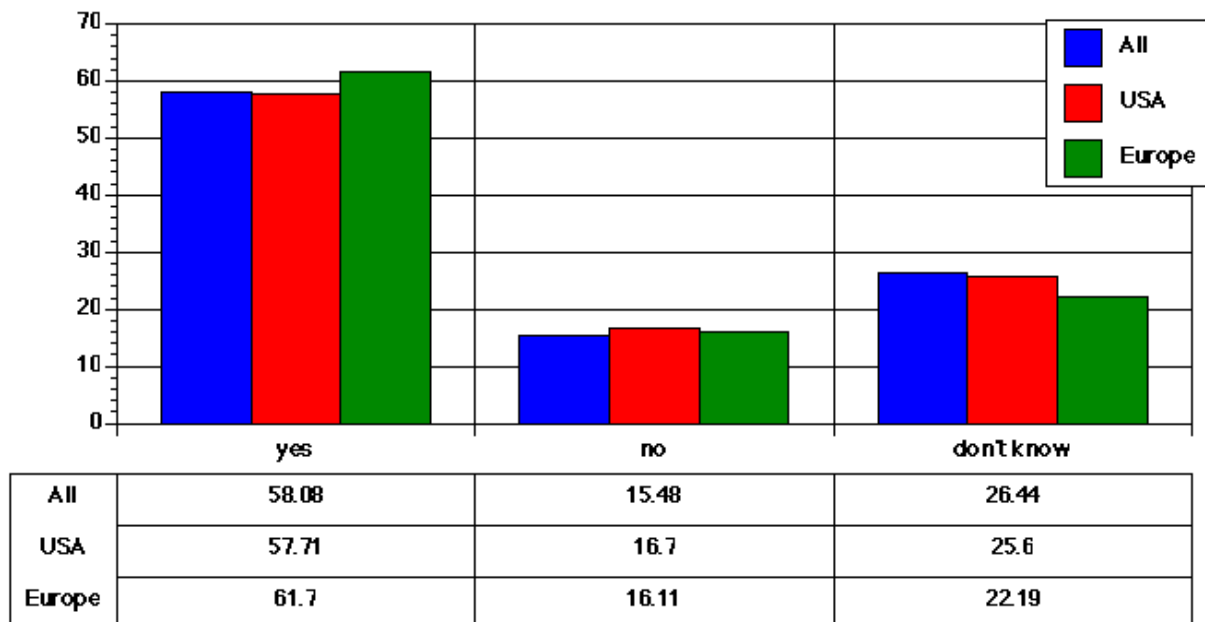


Planning on Using Java in Next Year

Notes:

- More than half of Web authors plan to use Java in the next year (58.1%) and just over a quarter are not sure (26.4%).

Planning on Using Java in Next Year split by Location



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Table of Data for All Categories

Planning on Using Java in Next Year

	All	USA	Europe
yes	1869	992	203
no	498	287	53
don't know	851	440	73

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