



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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For more information or to submit comments:

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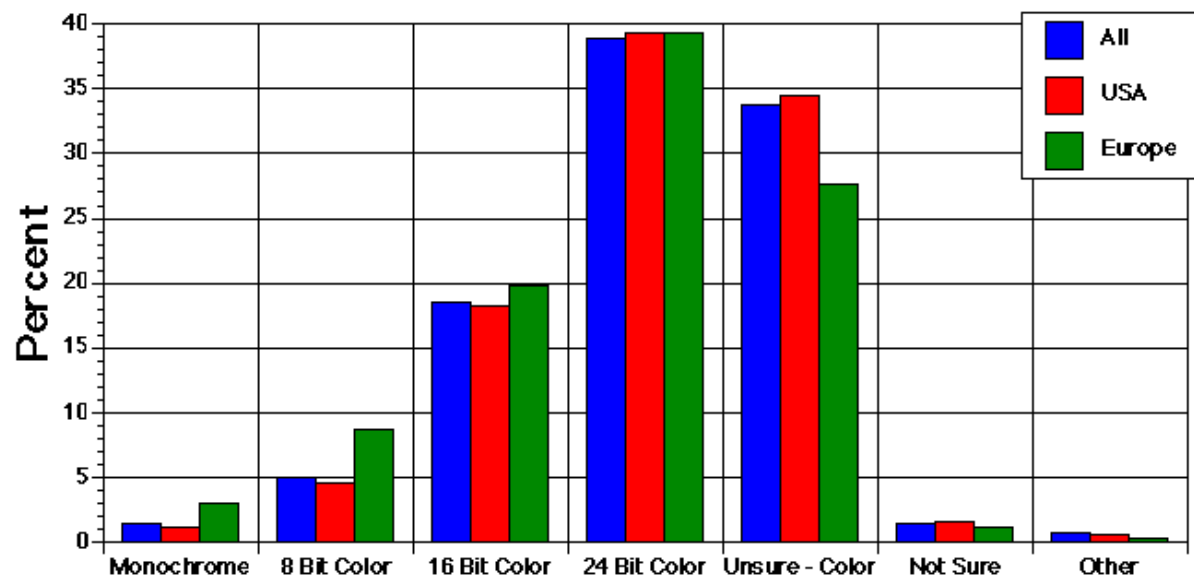


Monitor

Notes:

- **More than 96% of respondents reported using a color monitor which is probably good news for content designers. Unfortunately, 33.8% were unsure of their bit depth. Of those who did know, 38.9% reported 24 bit color and 18.5% reported 16 bit color.**
 - **While respondents seem to have the hardware to support graphic-intensive content, content designers need to consider the real limiting factor for most users: Speed of Connection to the Internet.**
-

Monitor split by Location



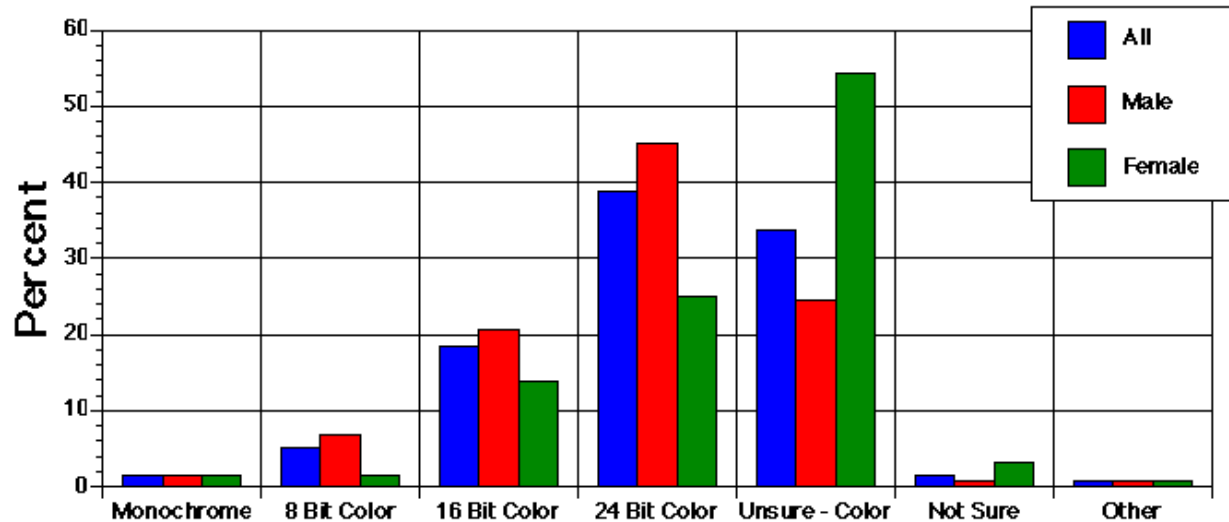
All	1.46	5.07	18.54	38.89	33.8	1.52	0.72
USA	1.21	4.6	18.23	39.27	34.48	1.57	0.65
Europe	2.99	8.74	19.76	39.29	27.64	1.18	0.39

Source: GYU's Fifth WWW User Survey[™] (Conducted April 1996)
 <URL:http://www.cc.gatech.edu/gyu/user_surveys>
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Notes:

- Twice as many females were unsure of their bit depth than males (54.2% female, 24.4% males).
-

Monitor split by Gender



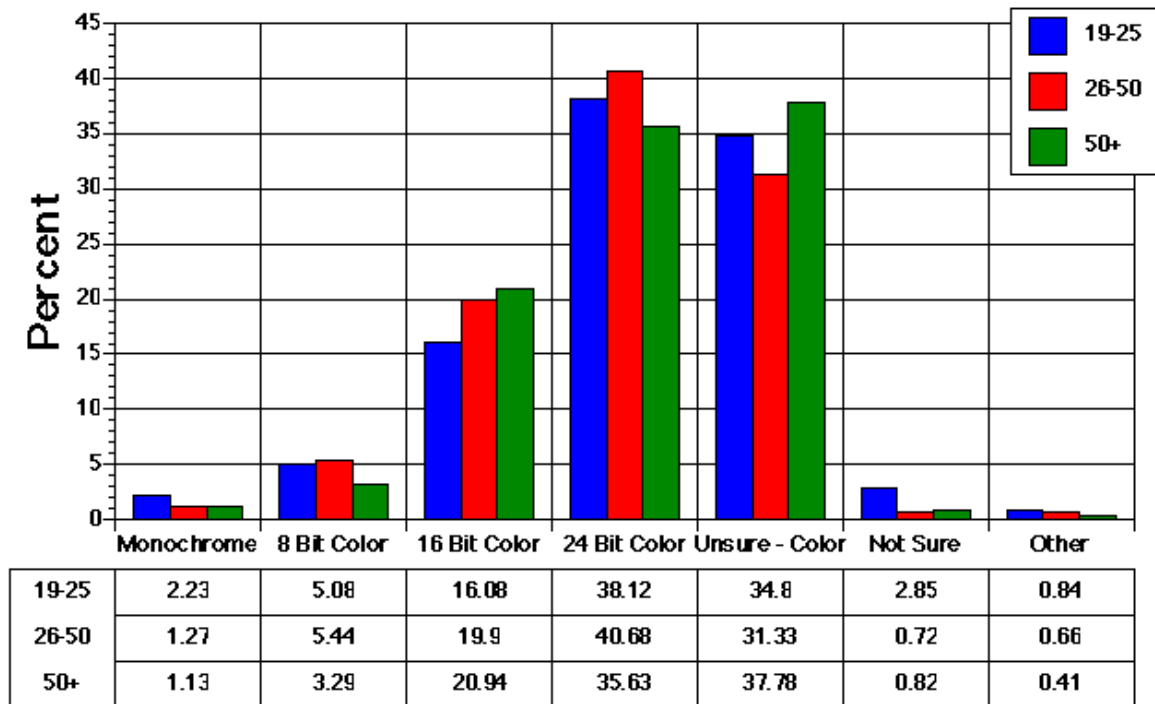
All	1.46	5.07	18.54	38.89	33.8	1.52	0.72
Male	1.44	6.77	20.67	45.22	24.43	0.75	0.72
Female	1.49	1.35	13.9	25.09	54.24	3.2	0.73

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

- Because so many respondents in all categories are unsure of their bit depth, the differences in the other categories are not very significant.
-

Monitor split by Age



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Table of Data for All Categories

monitor.col	All	Male	Female	USA	Europe	19-25	26-50	50+
c-16	2176	1663	513	1569	251	440	1383	204
	18.54%	20.67%	13.90%	18.23%	19.76%	16.08%	19.90%	20.94%
c-24	4564	3638	926	3381	499	1043	2828	347
	38.89%	45.22%	25.09%	39.27%	39.29%	38.12%	40.68%	35.63%
c-8	595	545	50	396	111	139	378	32
	5.07%	6.77%	1.35%	4.60%	8.74%	5.08%	5.44%	3.29%
c-unsure	3967	1965	2002	2968	351	952	2178	368
	33.80%	24.43%	54.24%	34.48%	27.64%	34.80%	31.33%	37.78%
mono	171	116	55	104	38	61	88	11
	1.46%	1.44%	1.49%	1.21%	2.99%	2.23%	1.27%	1.13%
not	178	60	118	135	15	78	50	8
	1.52%	0.75%	3.20%	1.57%	1.18%	2.85%	0.72%	0.82%
other	85	58	27	56	5	23	46	4
	0.72%	0.72%	0.73%	0.65%	0.39%	0.84%	0.66%	0.41%

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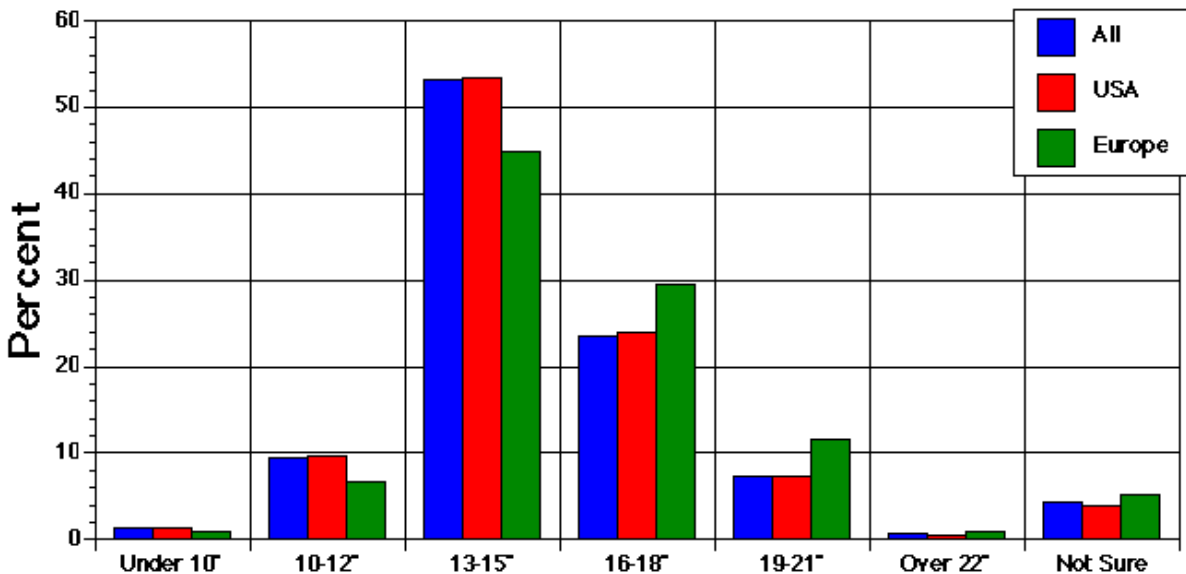


Monitor Diameter

Notes:

- **The majority of respondents (53.2%) reported that they owned monitors that were 13-15 inches in size.**
 - **European users owned more larger monitors than their American counterparts. Almost 30% of Europeans use 16-18 inch monitors as opposed to only about 24% of US respondents. Similarly, almost 12% of Europeans use 19-21 inch monitors, where just over 7% of Americans use them.**
-

Monitor Diameter split by Location



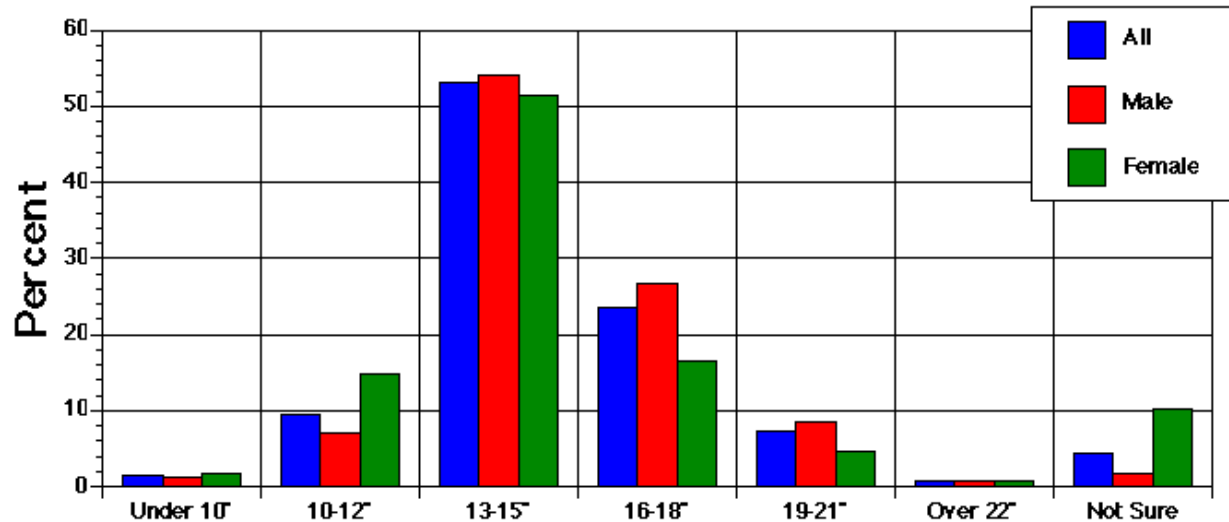
All	1.35	9.49	53.18	23.52	7.37	0.72	4.38
USA	1.27	9.62	53.37	23.92	7.35	0.59	3.88
Europe	1.02	6.69	44.96	29.53	11.57	0.94	5.28

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Notes:

- It is unclear whether females, in general, use smaller monitors than males because so many more females were unsure of their monitor size (10.1% female, 1.8% male).

Monitor Diameter split by Gender



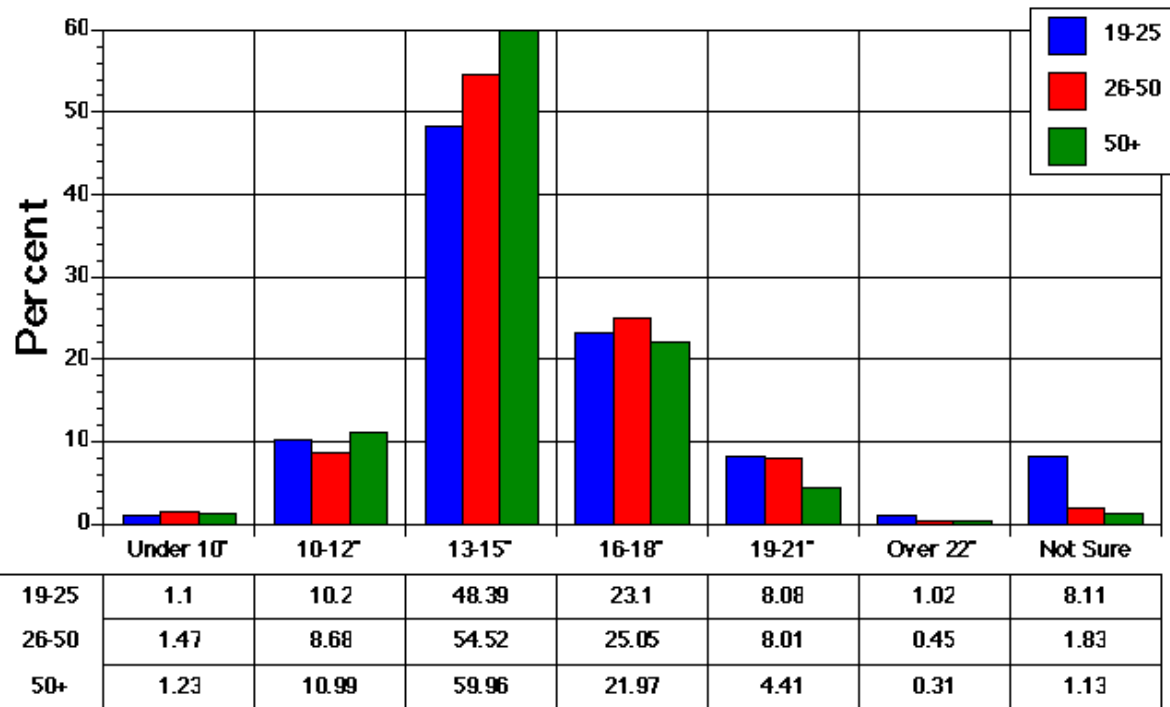
All	1.35	9.49	53.18	23.52	7.37	0.72	4.38
Male	1.17	7.05	54.02	26.75	8.58	0.68	1.75
Female	1.73	14.82	51.34	16.47	4.74	0.79	10.11

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Notes:

- The most common monitor size for all age groups was 13-15 inches. Younger respondents seemed to have larger monitors, in general.

Monitor Diameter split by Age



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Table of Data for All Categories

monitor.dia	All	Male	Female	USA	Europe	19-25	26-50	50+
10-12	1114	567	547	828	85	279	603	107
	9.49%	7.05%	14.82%	9.62%	6.69%	10.20%	8.68%	10.99%
13-15	6241	4346	1895	4595	571	1324	3790	584
	53.18%	54.02%	51.34%	53.37%	44.96%	48.39%	54.52%	59.96%
16-18	2760	2152	608	2059	375	632	1741	214
	23.52%	26.75%	16.47%	23.92%	29.53%	23.10%	25.05%	21.97%
19-21	865	690	175	633	147	221	557	43
	7.37%	8.58%	4.74%	7.35%	11.57%	8.08%	8.01%	4.41%
not	514	141	373	334	67	222	127	11
	4.38%	1.75%	10.11%	3.88%	5.28%	8.11%	1.83%	1.13%
over22	84	55	29	51	12	28	31	3
	0.72%	0.68%	0.79%	0.59%	0.94%	1.02%	0.45%	0.31%
under10	158	94	64	109	13	30	102	12
	1.35%	1.17%	1.73%	1.27%	1.02%	1.10%	1.47%	1.23%

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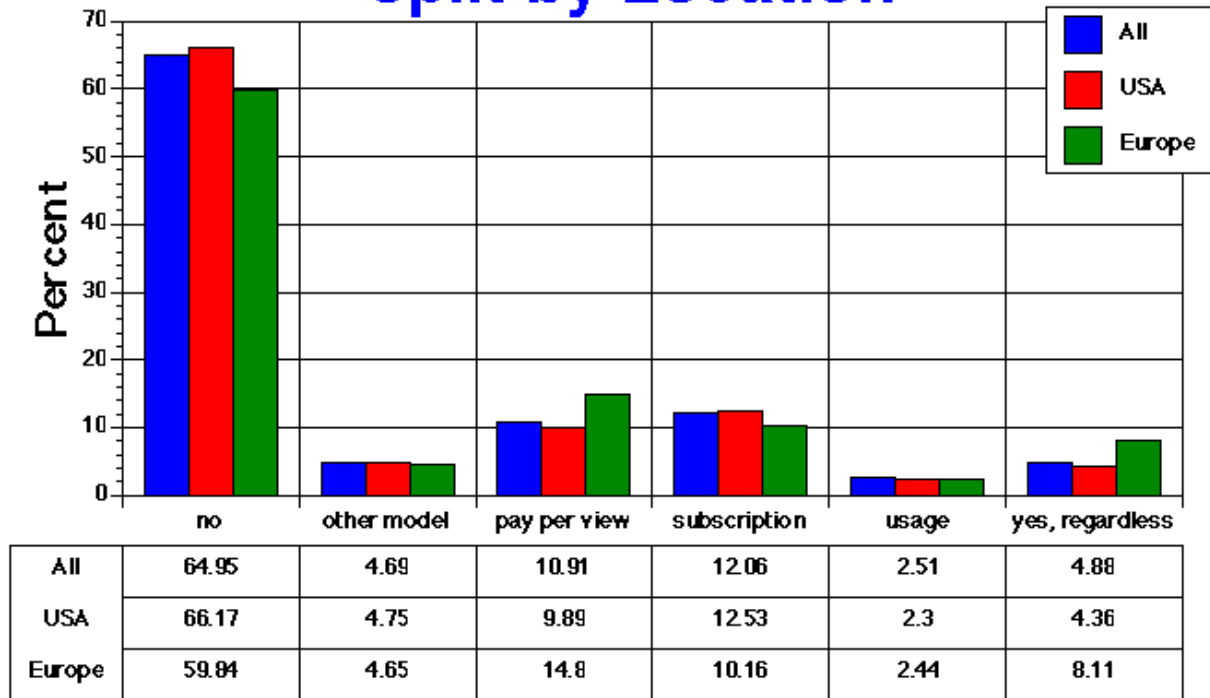


Willingness to Pay Fees for Access

Notes:

- **This question has changed since the last survey, so a strict comparison of answers is probably not fair. In previous surveys, we asked if respondents willingness to pay depended on the cost and/or quality of the information provided. This time, we presented several different payment schemes to find out what schemes users preferred.**
 - **With each survey, the percentage of respondents who have stated outright that they would not pay for access to WWW pages has been increasing. For the fifth survey, 65% said that they would not pay. This may reflect the fact that most people primarily use the Web as a source of entertainment and not necessarily a resource they are willing to pay for. Another reason might be the fact that so many users are now paying Internet service providers for Web access. They may not be willing to pay twice: once for access to the Web in general and again for specific Web pages.**
 - **For respondents would would agree to pay fees for Web pages, the most popular models were a subscription model (12.1%) and pay-per-view (10.9%).**
 - **Users in Europe were more agreeable to paying for Web pages, perhaps because more of their access is subsidized by universities and businesses.**
-

Willingness to Pay Fees for Access split by Location

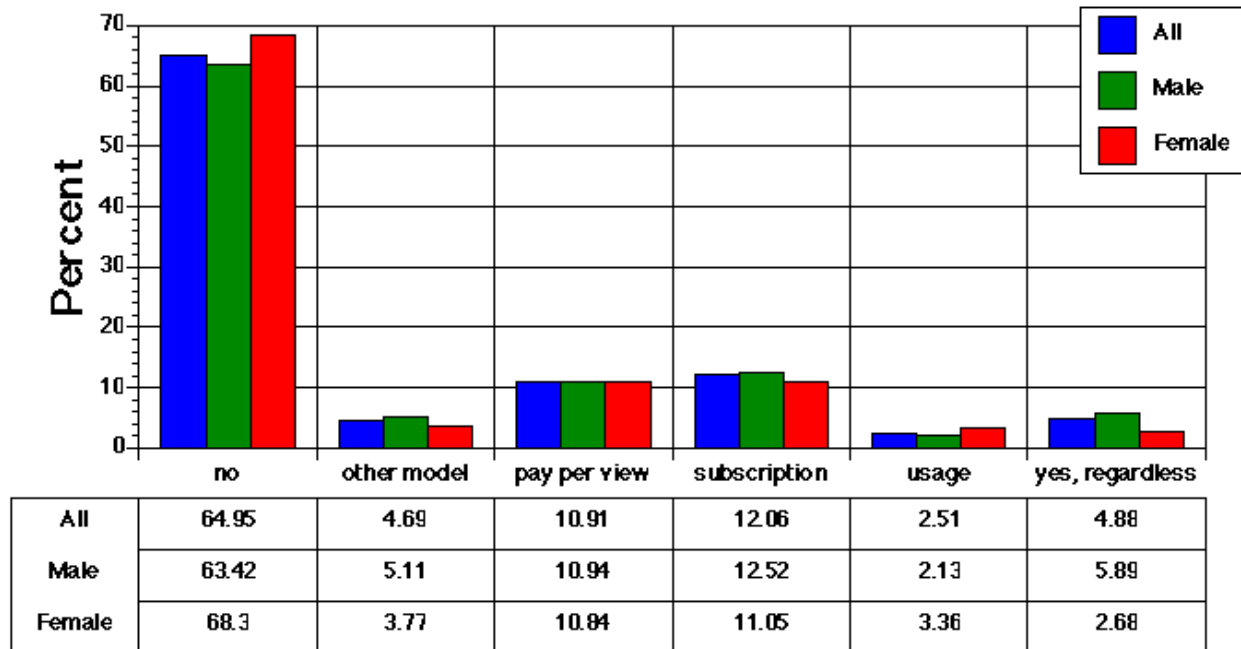


Source: GYU's Fifth WWW User Surveytm (Conducted April 1996)
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Notes:

- A slightly higher percentage of females indicated that they would not pay for access to particular WWW sites.
-

Willingness to Pay Fees for Access split by Gender

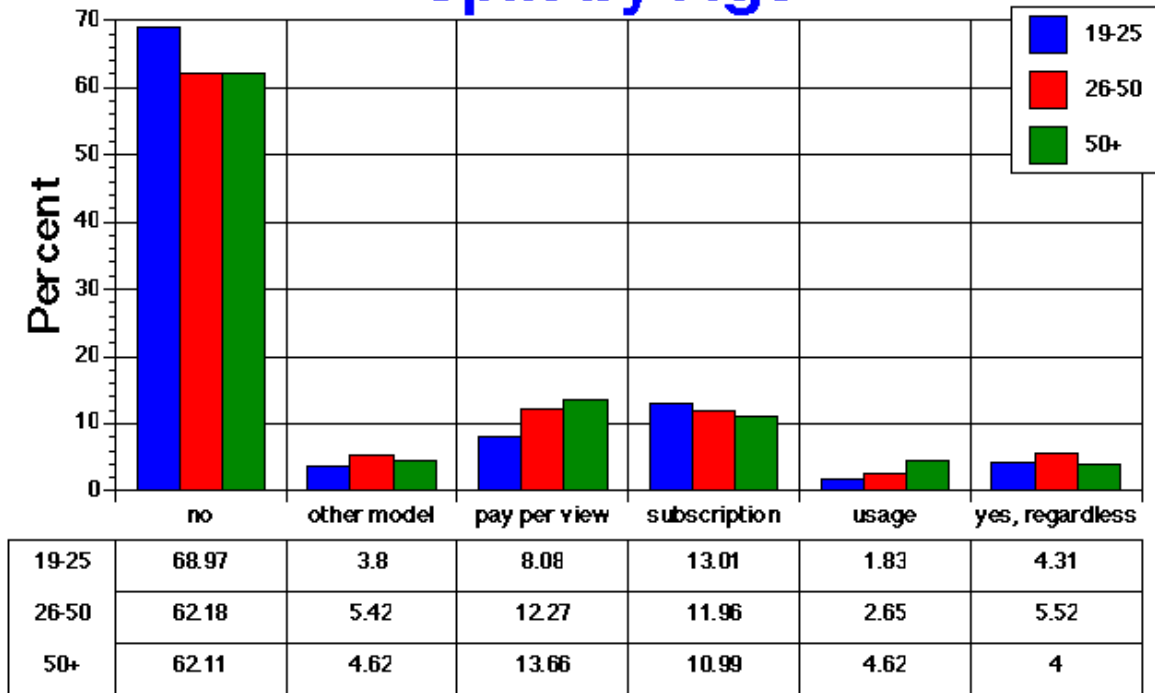


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Notes:

- The youngest users were least inclined to pay for access to Web sites (69.0%).
- For those willing to pay, the subscription model was favored by the youngest users (13.0%), while older users preferred a pay-per-view model (13.7%).

Willingness to Pay Fees for Access split by Age



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Table of Data for All Categories

pay.fees	All	Male	Female	USA	Europe	19-25	26-50	50+
pay_fees_no	7623 64.95%	5102 63.42%	2521 68.30%	5697 66.17%	760 59.84%	1887 68.97%	4322 62.18%	605 62.11%
pay_fees_other	550 4.69%	411 5.11%	139 3.77%	409 4.75%	59 4.65%	104 3.80%	377 5.42%	45 4.62%
pay_fees_ppv	1280 10.91%	880 10.94%	400 10.84%	851 9.89%	188 14.80%	221 8.08%	853 12.27%	133 13.66%
pay_fees_sub	1415 12.06%	1007 12.52%	408 11.05%	1079 12.53%	129 10.16%	356 13.01%	831 11.96%	107 10.99%
pay_fees_time	295 2.51%	171 2.13%	124 3.36%	198 2.30%	31 2.44%	50 1.83%	184 2.65%	45 4.62%
pay_fees_yes	573 4.88%	474 5.89%	99 2.68%	375 4.36%	103 8.11%	118 4.31%	384 5.52%	39 4.00%

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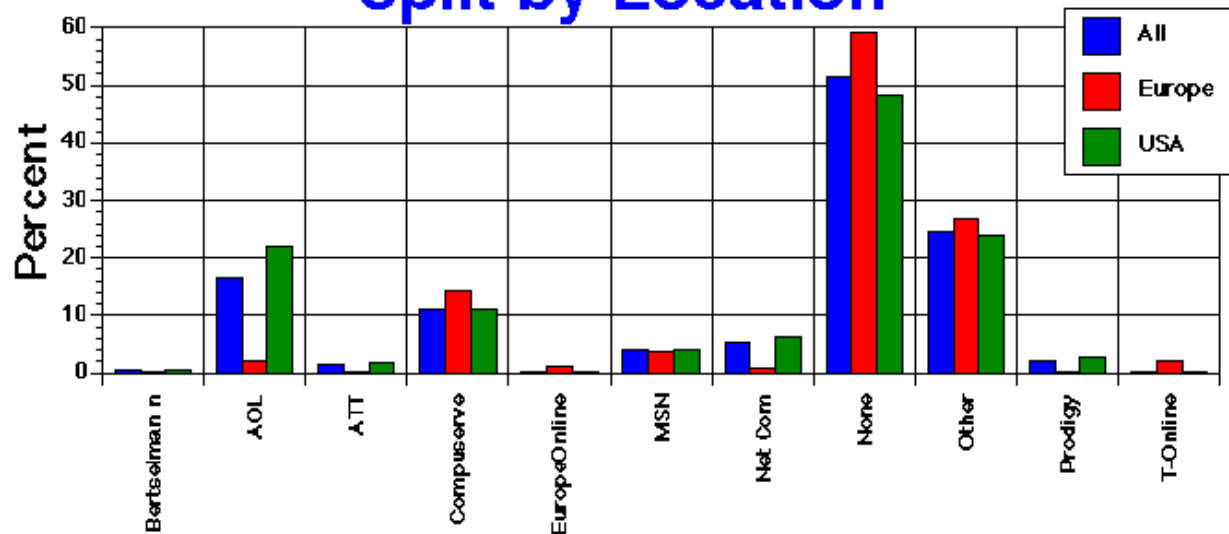


Online Services Subscribed To

Notes:

- Overall, 51.6% of users do not subscribe to an online service. This is up slightly from the fourth survey in which 47.7% did not subscribe. The largest categories for users who do subscribe are: "Other" (24.7%), America Online (16.6%), and CompuServe (11.0%).
 - An even higher percentage of European users do not subscribe to any online service (59.2%) or to services not listed in the question (26.9%). Of those listed, the largest categories for European users were CompuServe (14.4%) (which is actually higher than the US number for CompuServe: 11.1%) and Microsoft Network (3.9%).
 - For the services listed, the largest categories for US users were: America Online (22.0%), CompuServe (11.1%), NetCom (6.5%), and Microsoft Network (4.1%).
-

Online Services Subscribed To split by Location



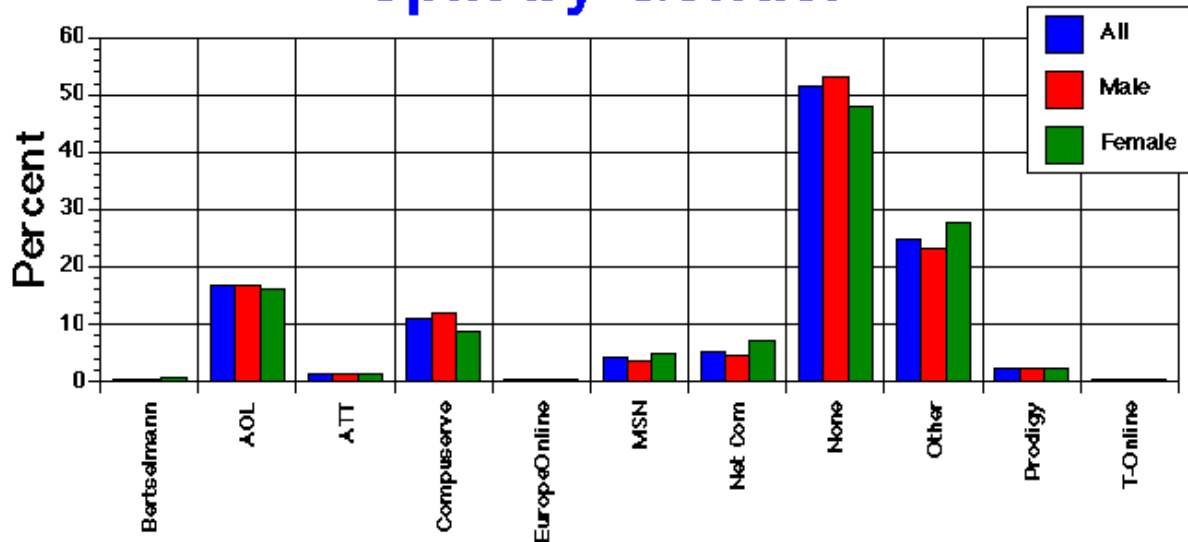
All	0.39	16.65	1.35	10.98	0.25	4.1	5.2	51.62	24.72	2.22	0.34
Europe	0.31	2.28	0.16	14.41	1.18	3.86	0.79	59.21	26.85	0.08	2.13
USA	0.38	21.97	1.73	11.1	0.09	4.07	6.45	48.17	23.99	2.89	0.09

Source: GYU's Fifth WWW User Survey^{hm} (Conducted April 1996)
 <URL: http://www.cc.gatech.edu/gyu/user_surveys>
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Notes:

- Female respondents were slightly more likely than males to subscribe to some online service.

Online Services Subscribed To split by Gender



All	0.39	16.65	1.35	10.98	0.25	4.1	5.2	51.62	24.72	2.22	0.34
Male	0.22	16.89	1.4	12.02	0.21	3.72	4.39	53.2	23.32	2.15	0.39
Female	0.76	16.12	1.25	8.72	0.33	4.93	6.96	48.17	27.77	2.36	0.24

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

<URL: http://www.cc.gatech.edu/gyu/user_surveys>

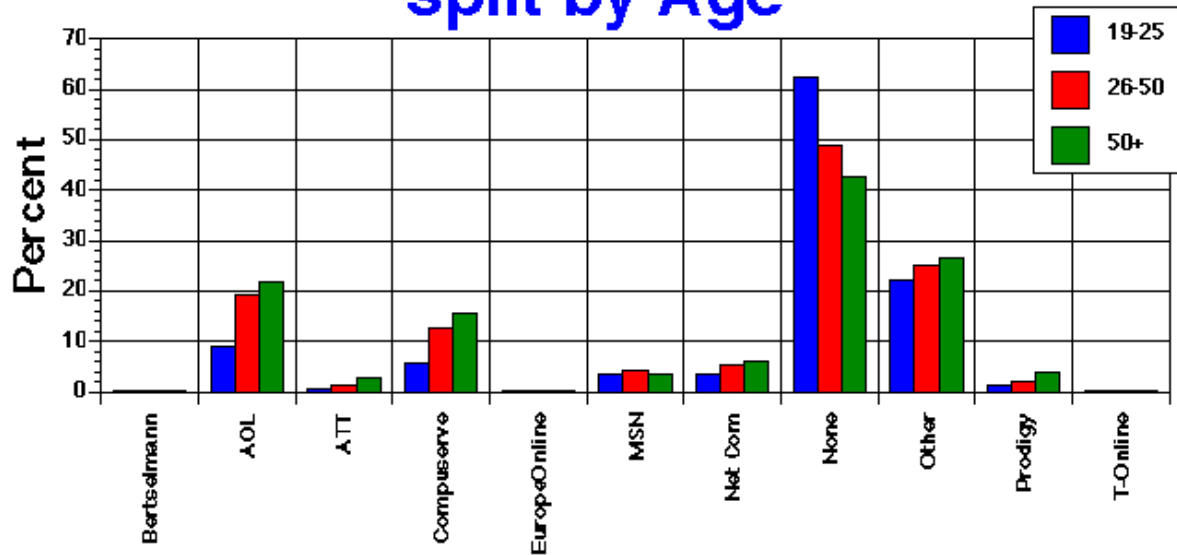
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Notes:

- Respondents over age 50 were more likely to subscribe to an online service than other age groups. For each service listed, respondents aged 19-25 had the lowest percentage and respondents over age 50 had the highest.

Online Services Subscribed To split by Age



19-25	0.33	9.1	0.73	5.85	0.22	3.55	3.62	62.5	22.08	1.21	0.22
26-50	0.26	19.34	1.31	12.79	0.2	4.17	5.45	48.81	25.05	2.22	0.39
50+	0.21	21.87	2.77	15.4	0.21	3.39	5.95	42.81	26.49	3.7	0.1

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

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Table of Data for All Categories

online.ambert	All	Male	Female	USA	Europe	19-25	26-50	50+
ambert	46	18	28	33	4	9	18	2
	0.39%	0.22%	0.76%	0.38%	0.31%	0.33%	0.26%	0.21%
aol	1954	1359	595	1891	29	249	1344	213
	16.65%	16.89%	16.12%	21.97%	2.28%	9.10%	19.34%	21.87%
att	159	113	46	149	2	20	91	27
	1.35%	1.40%	1.25%	1.73%	0.16%	0.73%	1.31%	2.77%
compuserve	1289	967	322	956	183	160	889	150
	10.98%	12.02%	8.72%	11.10%	14.41%	5.85%	12.79%	15.40%
euro	29	17	12	8	15	6	14	2
	0.25%	0.21%	0.33%	0.09%	1.18%	0.22%	0.20%	0.21%
msn	481	299	182	350	49	97	290	33
	4.10%	3.72%	4.93%	4.07%	3.86%	3.55%	4.17%	3.39%
netcom	610	353	257	555	10	99	379	58
	5.20%	4.39%	6.96%	6.45%	0.79%	3.62%	5.45%	5.95%
none	6058	4280	1778	4147	752	1710	3393	417
	51.62%	53.20%	48.17%	48.17%	59.21%	62.50%	48.81%	42.81%
other	2901	1876	1025	2065	341	604	1741	258
	24.72%	23.32%	27.77%	23.99%	26.85%	22.08%	25.05%	26.49%
prodigy	260	173	87	249	1	33	154	36
	2.22%	2.15%	2.36%	2.89%	0.08%	1.21%	2.22%	3.70%
tonline	40	31	9	8	27	6	27	1
	0.34%	0.39%	0.24%	0.09%	2.13%	0.22%	0.39%	0.10%

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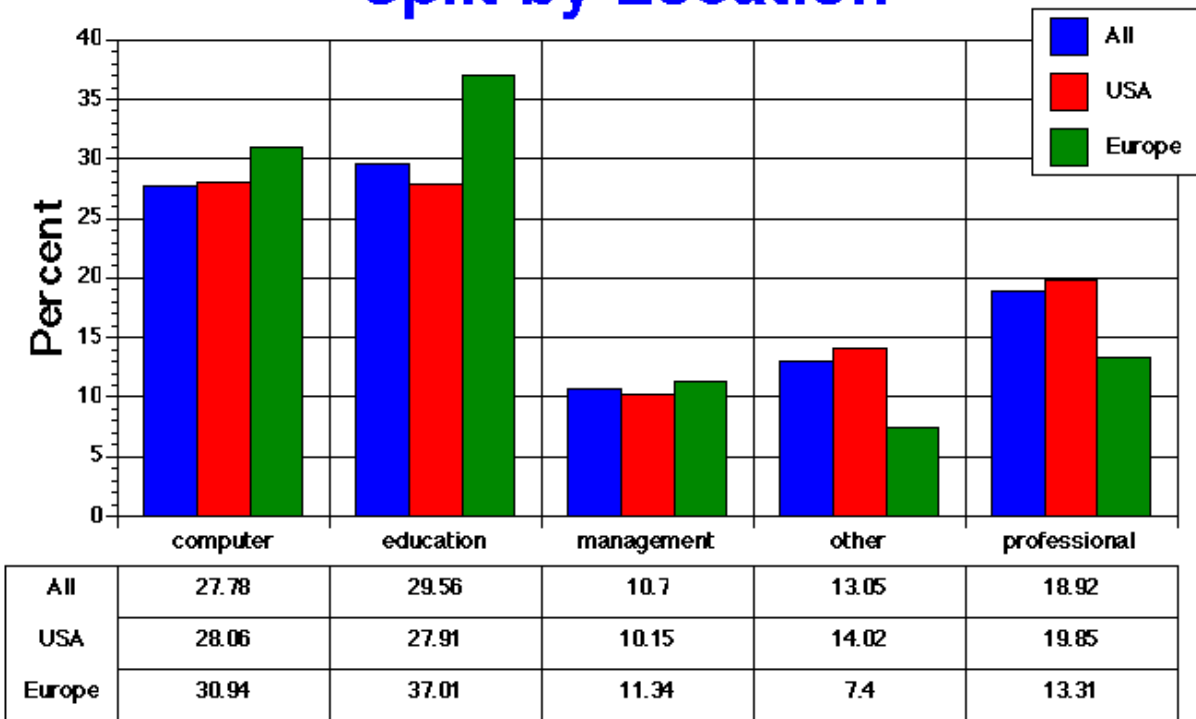


Occupation

Notes:

- As with the Fourth Survey, Educational occupations account for 29.6% of the Web users, with Computer related occupations a close second at 27.8%. This is significant shift from the Third Survey a year ago where Computer related occupations accounted for 31.4% of the users and Educational occupations accounted for 23.7%. Thus, there appears to be a solid migration of non-computer science users, with a strong inflow from the educational sector. Professional and management occupations account for 18.9% and 10.7% respectively.
 - European users are more likely to be in an Educational occupation than Computer related (37.0% vs 31.0%).
-

Occupation split by Location

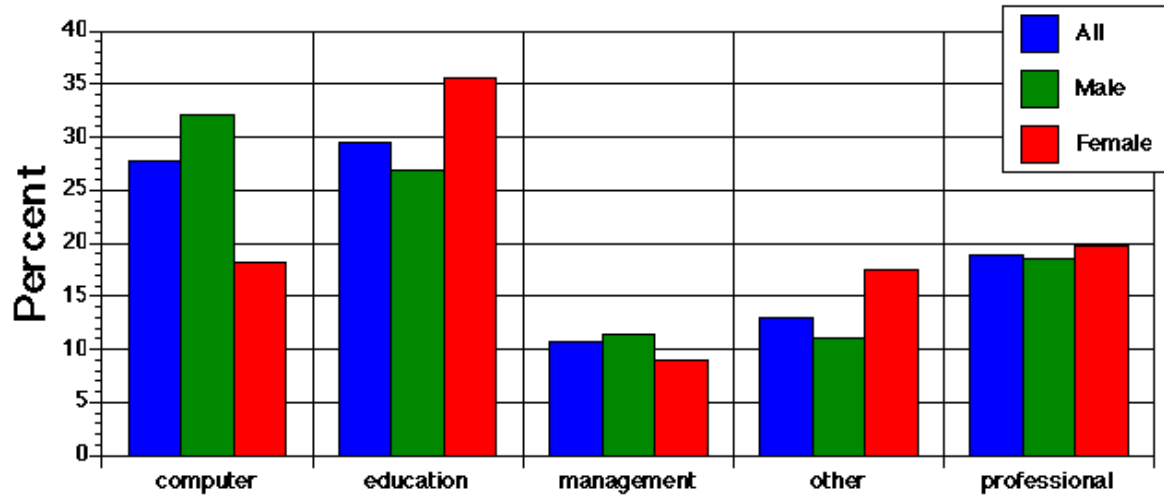


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Notes:

- Female users tend to be primarily involved in Educational occupations (35.5%), with Professional (19.8%) and Computer related (18.2%) occupations following. This is quite a different occupational profile than males, and is supported by the educational attainment and age profiles of females.
- Male users are slightly more likely to be in Computer related (32.2%) occupations than Educational (26.8%), with Professional (18.5%) and Management (11.5%) following.

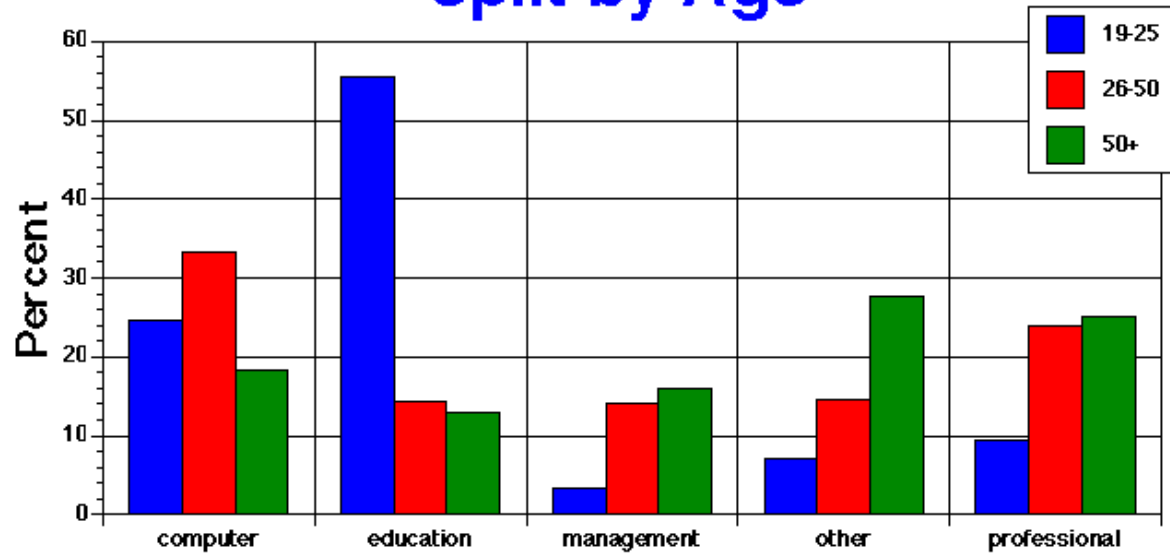
Occupation split by Gender



All	27.78	29.56	10.7	13.05	18.92
Male	32.17	26.84	11.47	11.03	18.5
Female	18.21	35.49	9.02	17.45	19.83

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Occupation split by Age



19-25	24.71	55.41	3.33	7.09	9.47
26-50	33.39	14.26	14.06	14.47	23.82
50+	18.38	12.94	15.91	27.62	25.15

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Table of Data for All Categories

occupation	All	Male	Female	USA	Europe	19-25	26-50	50+
computer	3260	2588	672	2416	393	676	2321	179
	27.78%	32.17%	18.21%	28.06%	30.94%	24.71%	33.39%	18.38%
education	3469	2159	1310	2403	470	1516	991	126
	29.56%	26.84%	35.49%	27.91%	37.01%	55.41%	14.26%	12.94%
management	1256	923	333	874	144	91	977	155
	10.70%	11.47%	9.02%	10.15%	11.34%	3.33%	14.06%	15.91%
other	1531	887	644	1207	94	194	1006	269
	13.05%	11.03%	17.45%	14.02%	7.40%	7.09%	14.47%	27.62%
professional	2220	1488	732	1709	169	259	1656	245
	18.92%	18.50%	19.83%	19.85%	13.31%	9.47%	23.82%	25.15%

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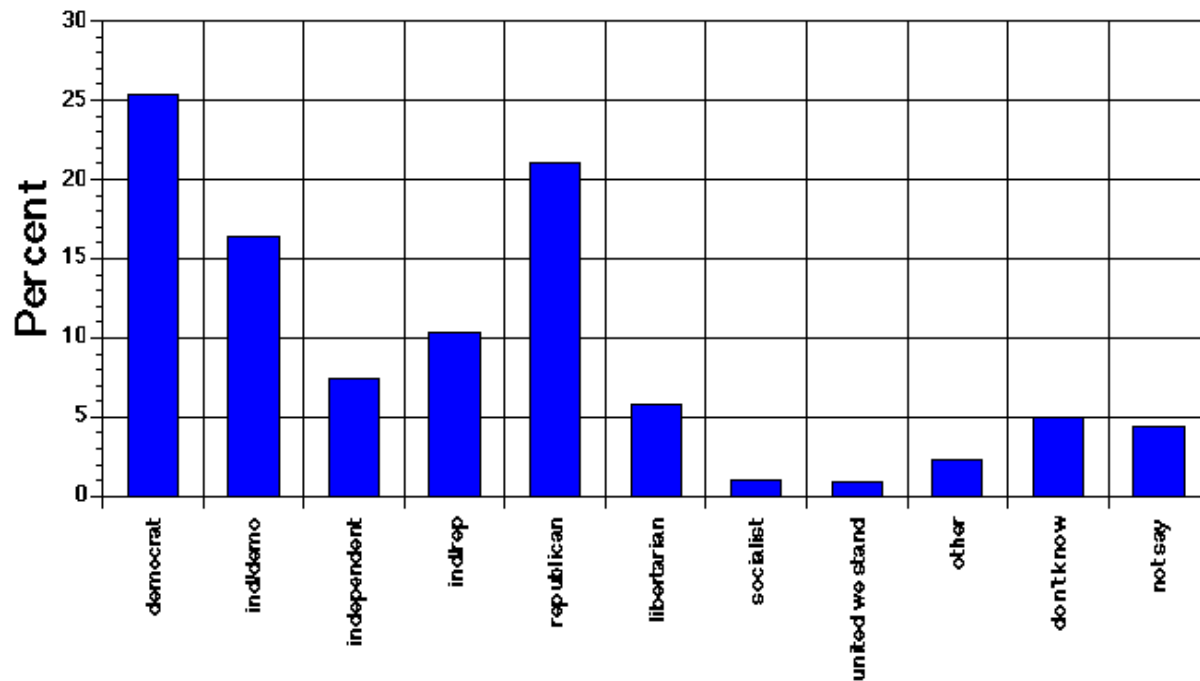


US Political Party

Notes:

- This question was only given to those who answered the survey from the US.
 - The largest category was "democrat" with 25.4% closely followed by "republican" with 21.1%. The next two largest categories were "independent, leaning toward democrat" with 16.4% and "independent, leaning toward republican" with 10.3%. Only 7.4% of respondents classified themselves as strict independents. 5.8% classified themselves as libertarians.
 - It is interesting to note that although most people identify with one of the major parties, most also classify themselves as "moderates" (See Political Affiliation.)
-

US Political Party



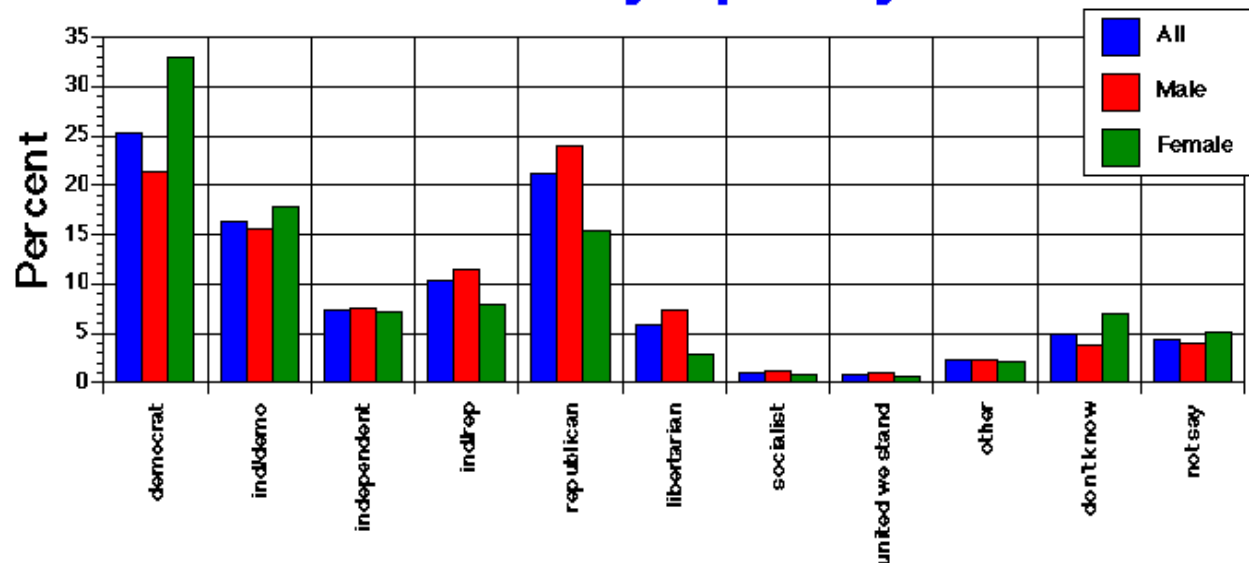
All	25.37	16.39	7.39	10.31	21.11	5.82	1.06	0.91	2.28	4.95	4.4
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Notes:

- More females than males classify themselves as democrats or independents leaning toward democrat: 50.7% female, 37.1% male.
- More males than females report being libertarians: 7.4% male, 2.9% female.

US Political Party split by Gender



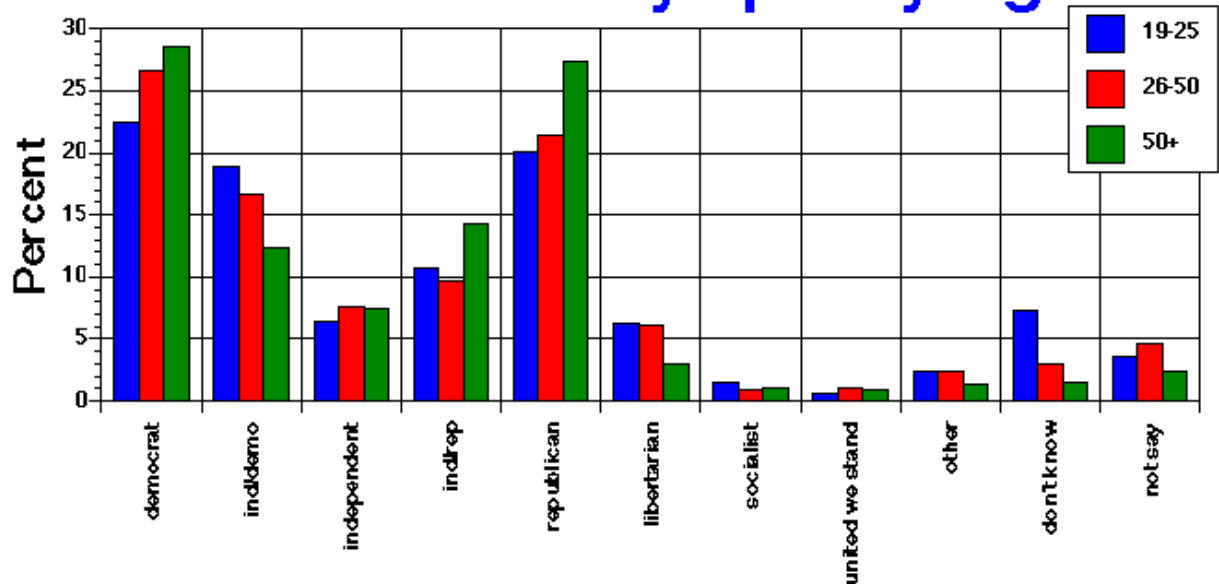
All	25.37	16.39	7.39	10.31	21.11	5.82	1.06	0.91	2.28	4.95	4.4
Male	21.46	15.64	7.54	11.51	24.05	7.36	1.15	1.05	2.36	3.9	3.99
Female	32.87	17.83	7.1	8.01	15.48	2.89	0.88	0.65	2.14	6.96	5.2

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Notes:

- Respondents over age 50, in general, identify more strongly with their party of choice than do other age groups; 42.9% classified themselves as clearly democrat or republican.
- A higher percentage of those between 10 and 25 said they didn't know what party they preferred (7.3%) when compared to other age groups (3.0% for 26-50, and 1.5% for over 50).

US Political Party split by Age



19-25	22.46	18.85	6.39	10.66	20.05	6.23	1.48	0.55	2.46	7.27	3.61
26-50	26.64	16.68	7.63	9.63	21.4	6.11	0.87	1	2.33	3.04	4.68
50+	28.57	12.32	7.39	14.29	27.34	2.96	1.11	0.86	1.35	1.48	2.34

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Table of Data for All Categories

party	All	Male	Female	USA	Europe	19-25	26-50	50+
demo	2178	1210	968	2178	0	411	1383	232
	25.37%	21.46%	32.87%	25.37%	0.00%	22.46%	26.64%	28.57%
dind	1407	882	525	1407	0	345	866	100
	16.39%	15.64%	17.83%	16.39%	0.00%	18.85%	16.68%	12.32%
dont	425	220	205	425	0	133	158	12
	4.95%	3.90%	6.96%	4.95%	0.00%	7.27%	3.04%	1.48%
ind	634	425	209	634	0	117	396	60
	7.39%	7.54%	7.10%	7.39%	0.00%	6.39%	7.63%	7.39%
libert	500	415	85	500	0	114	317	24
	5.82%	7.36%	2.89%	5.82%	0.00%	6.23%	6.11%	2.96%
not	378	225	153	378	0	66	243	19
	4.40%	3.99%	5.20%	4.40%	0.00%	3.61%	4.68%	2.34%
other	196	133	63	196	0	45	121	11
	2.28%	2.36%	2.14%	2.28%	0.00%	2.46%	2.33%	1.35%
rep	1812	1356	456	1812	0	367	1111	222
	21.11%	24.05%	15.48%	21.11%	0.00%	20.05%	21.40%	27.34%
rind	885	649	236	885	0	195	500	116
	10.31%	11.51%	8.01%	10.31%	0.00%	10.66%	9.63%	14.29%
soc	91	65	26	91	0	27	45	9
	1.06%	1.15%	0.88%	1.06%	0.00%	1.48%	0.87%	1.11%
unit	78	59	19	78	0	10	52	7
	0.91%	1.05%	0.65%	0.91%	0.00%	0.55%	1.00%	0.86%

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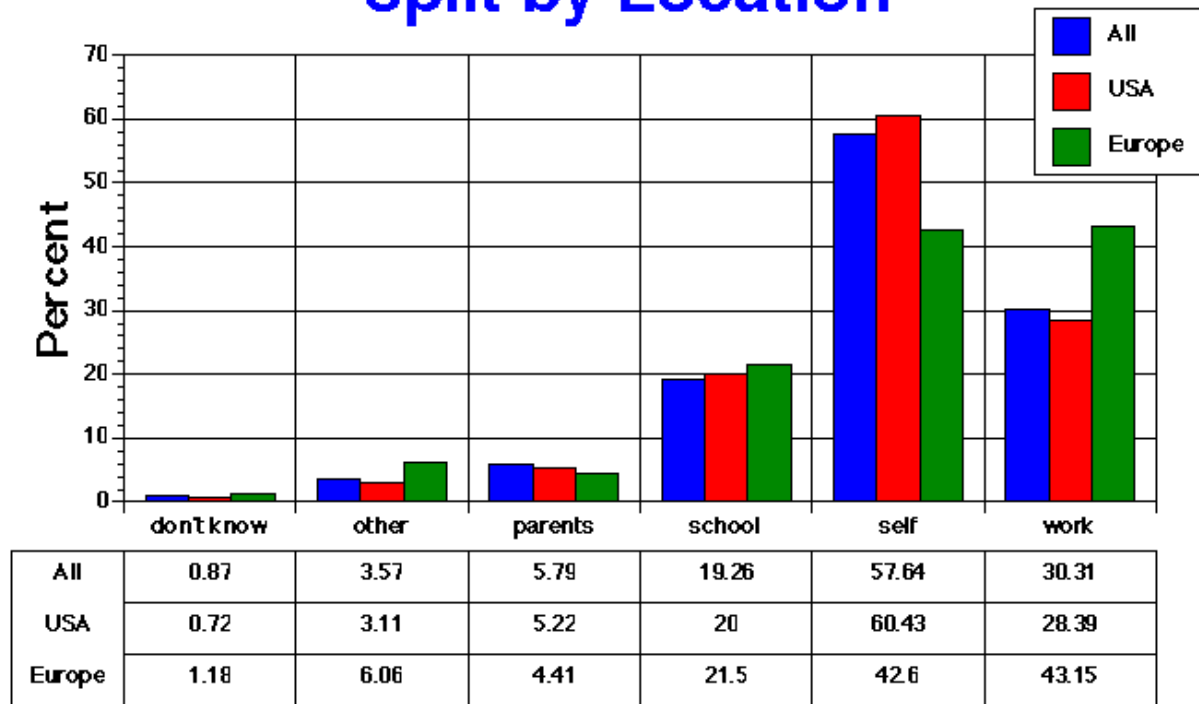


Who Pays for Your Internet Access?

Notes:

- For this question, respondents could choose more than one answer.
 - Even more respondents than last time report paying for their own Internet access (57.7% fifth, 51.0% fourth). This is followed by having it paid for by work (30.3%) and school (19.3%).
 - European users are still more likely than US users to have their access paid for by work (43.2% Europe vs. 28.4% US), but more Europeans are paying for their own access than in the last survey (42.6% fifth, 38.6% fourth).
-

Who Pays for Your Internet Access? split by Location

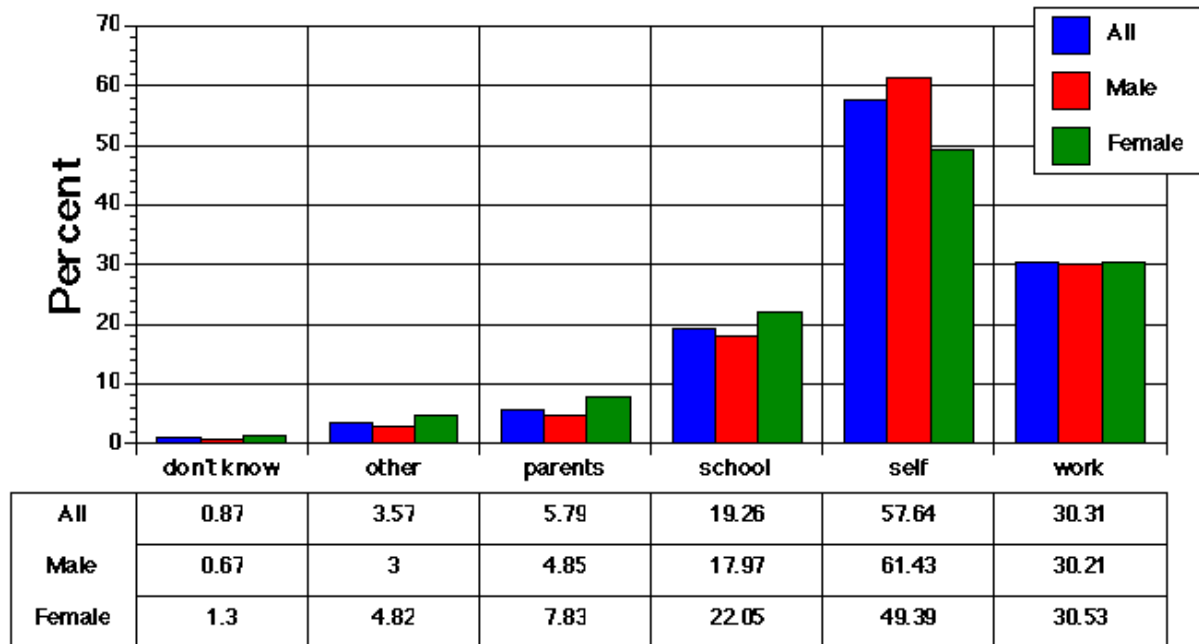


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Notes:

- More males than females are paying for their own access (61.4% males, 49.4% females). Females have their access paid for by school, parents, or other sources. This explained by the observation that many of the female respondents reported being students or otherwise affiliated with education.

Who Pays for Your Internet Access? split by Gender

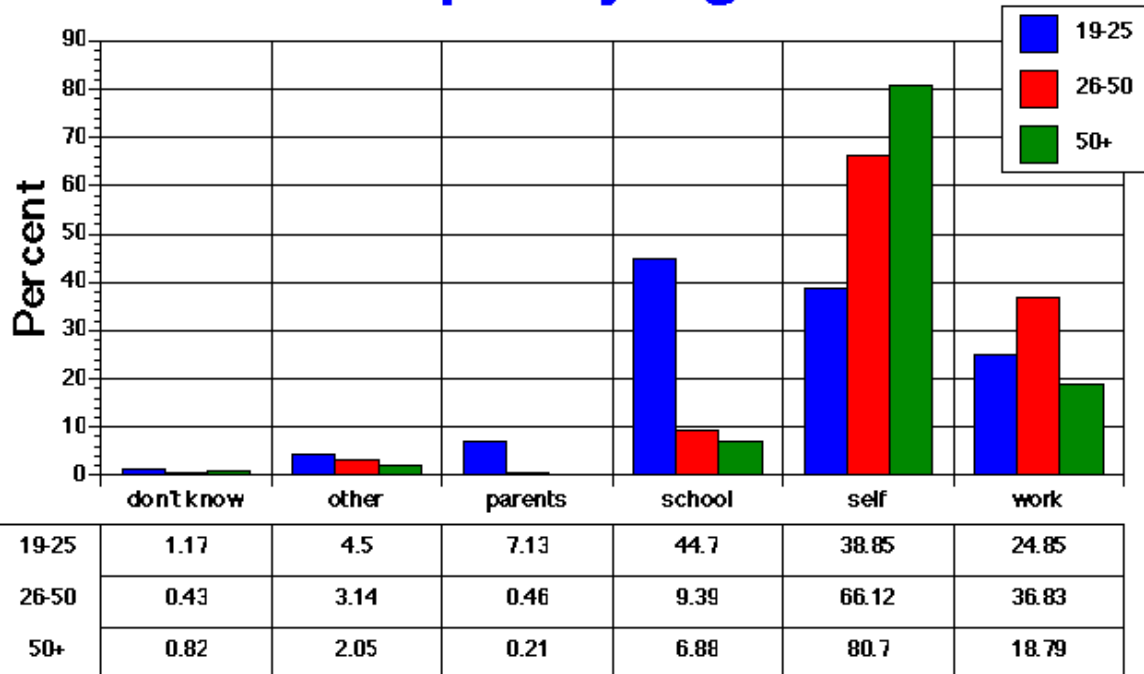


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Notes:

- The majority of users over age 50 (80.7%) reported paying for their own Internet access.
- As one might expect, a large percentage of users between ages 19 and 25 have their access paid for by school (44.7%). A significant amount, though, (38.9%) are paying for it themselves.
- More users between ages 26 and 50 have their access paid for by work (36.8%) than any other age group, but many pay for it themselves as well (66.1%).

Who Pays for Your Internet Access? split by Age



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Table of Data for All Categories

payee.dont.know	All	Male	Female	USA	Europe	19-25	26-50	50+
dont.know	102 0.87%	54 0.67%	48 1.30%	62 0.72%	15 1.18%	32 1.17%	30 0.43%	8 0.82%
other	419 3.57%	241 3.00%	178 4.82%	268 3.11%	77 6.06%	123 4.50%	218 3.14%	20 2.05%
parents	679 5.79%	390 4.85%	289 7.83%	449 5.22%	56 4.41%	195 7.13%	32 0.46%	2 0.21%
school	2260 19.26%	1446 17.97%	814 22.05%	1722 20.00%	273 21.50%	1223 44.70%	653 9.39%	67 6.88%
self	6765 57.64%	4942 61.43%	1823 49.39%	5202 60.43%	541 42.60%	1063 38.85%	4596 66.12%	786 80.70%
work	3557 30.31%	2430 30.21%	1127 30.53%	2444 28.39%	548 43.15%	680 24.85%	2560 36.83%	183 18.79%

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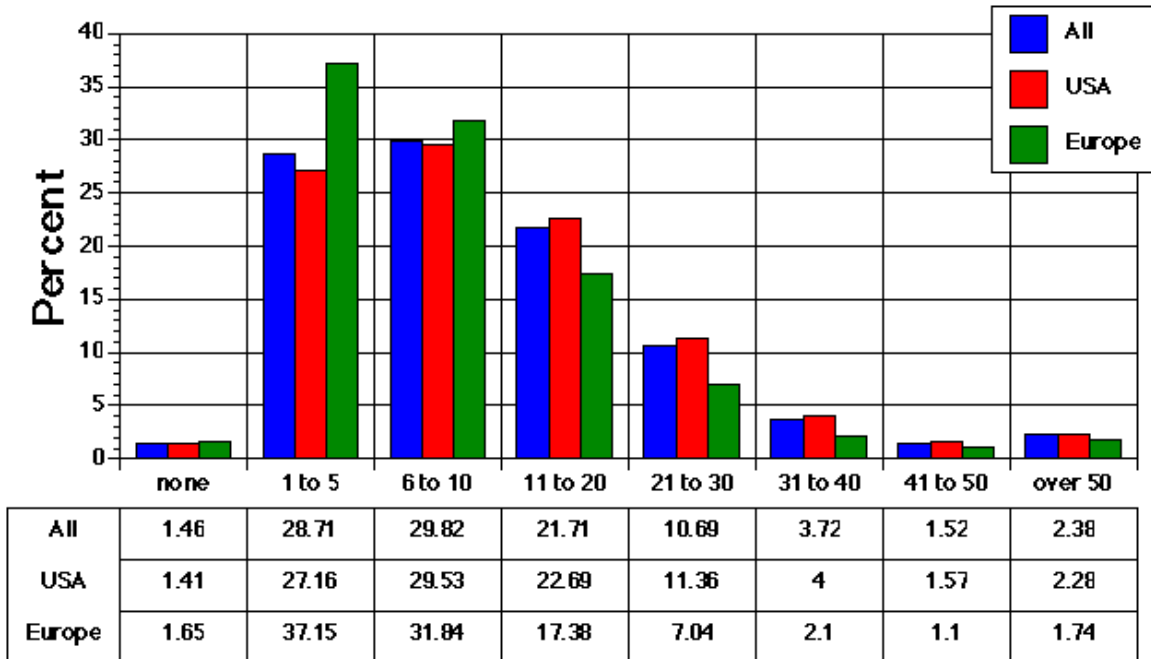


Hours Per Week of "Personal" Computing

Notes:

- **Over half of all respondents (58.5%) reported using their computers 1 to 10 hours a week for personal use. Another 32.4% use it for personal reasons between 11 and 30 hours a week.**
 - **Europeans reported less usage for personal reasons with 37.2% using it for only 1-5 hours per week compared to 27.2% of US users.**
-

Hours Per Week of "Personal" Computing split by Location

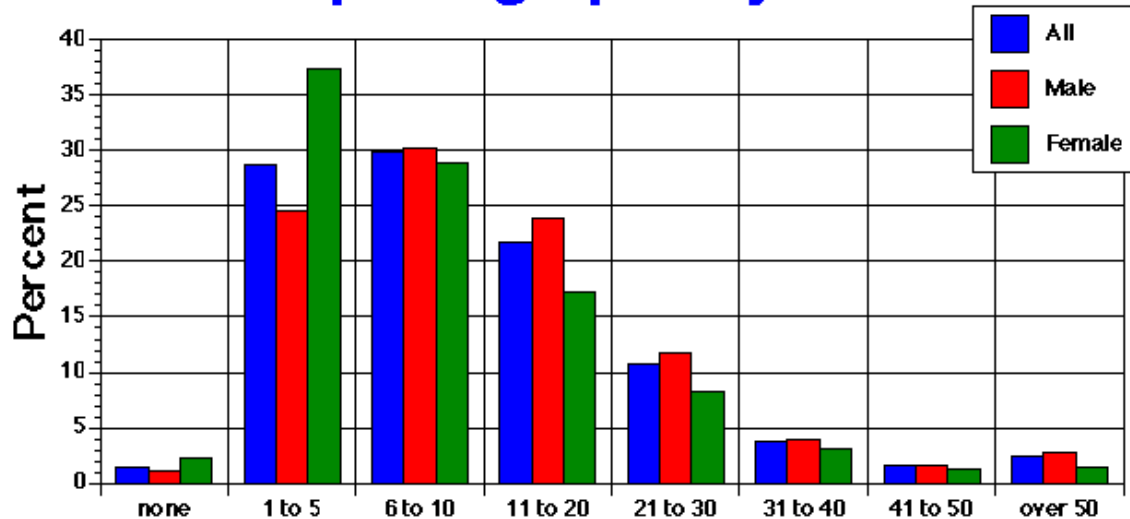


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Notes:

- Nearly as many females (39.7%) use computers for personal use 0-5 hours per week as the percentage of males (40.6%) who do for 11-40 hours.

Hours Per Week of "Personal" Computing split by Gender



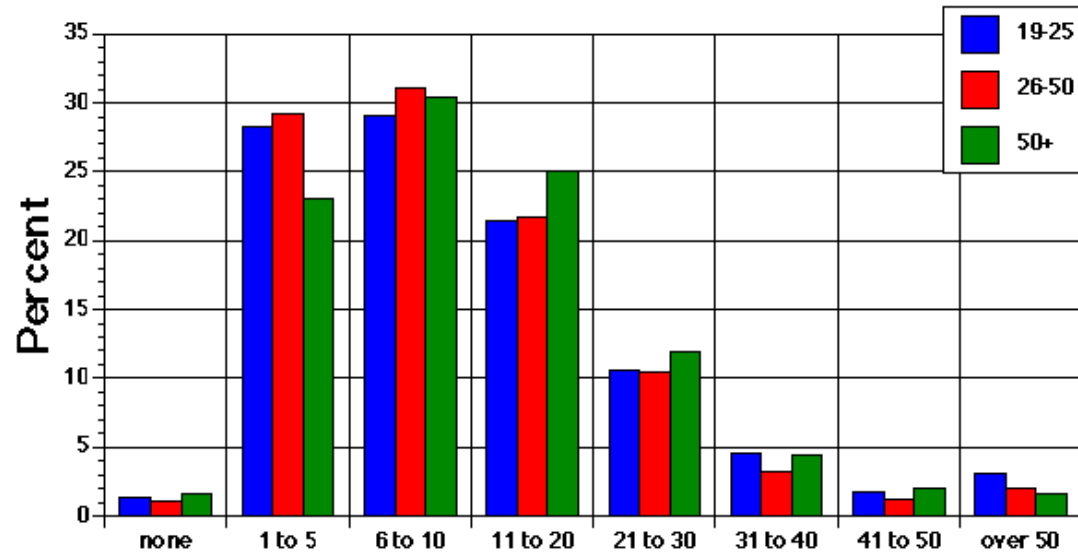
All	1.46	28.71	29.82	21.71	10.69	3.72	1.52	2.38
Male	1.08	24.61	30.24	23.83	11.8	3.99	1.66	2.78
Female	2.26	37.47	28.91	17.18	8.31	3.14	1.21	1.51

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Notes:

- Respondents over age 50 reported spending more hours with their computers for personal uses than did other age groups.

Hours Per Week of "Personal" Computing split by Age



19-25	1.33	28.22	29.09	21.4	10.55	4.57	1.79	3.05
26-50	1.08	29.24	31.12	21.76	10.41	3.2	1.21	1.97
50+	1.56	23	30.39	25.08	11.97	4.37	2.08	1.56

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Table of Data for All Categories

personal	All	Male	Female	USA	Europe	19-25	26-50	50+
11_to_20	2474 21.71%	1850 23.83%	624 17.18%	1948 22.69%	190 17.38%	562 21.40%	1469 21.76%	241 25.08%
1_to_5	3272 28.71%	1911 24.61%	1361 37.47%	2331 27.16%	406 37.15%	741 28.22%	1974 29.24%	221 23.00%
21_to_30	1218 10.69%	916 11.80%	302 8.31%	975 11.36%	77 7.04%	277 10.55%	703 10.41%	115 11.97%
31_to_40	424 3.72%	310 3.99%	114 3.14%	343 4.00%	23 2.10%	120 4.57%	216 3.20%	42 4.37%
41_to_50	173 1.52%	129 1.66%	44 1.21%	135 1.57%	12 1.10%	47 1.79%	82 1.21%	20 2.08%
6_to_10	3398 29.82%	2348 30.24%	1050 28.91%	2535 29.53%	348 31.84%	764 29.09%	2101 31.12%	292 30.39%
none	166 1.46%	84 1.08%	82 2.26%	121 1.41%	18 1.65%	35 1.33%	73 1.08%	15 1.56%
over_50	271 2.38%	216 2.78%	55 1.51%	196 2.28%	19 1.74%	80 3.05%	133 1.97%	15 1.56%

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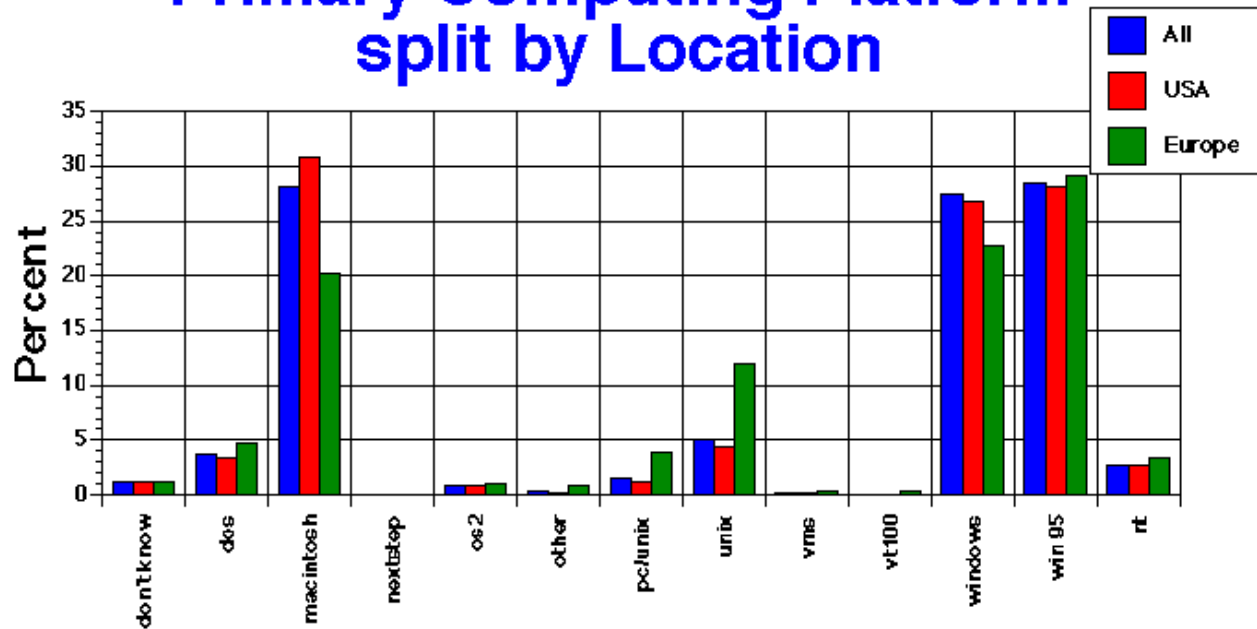


Primary Computing Platform

Notes:

- **Once again, more than half of all respondents (58.6%) reported using some flavor of Windows (3.1, 95, or NT) as their primary computing platform. This percentage is down slightly from the fourth survey (61.5%). The second most common is Macintosh with 28.2%, up from 20.5% in the fourth survey. Unix is a distant third, with only 5.1%.**
 - **Consistent with previous surveys is the observation that significantly more Europeans use Unix than Americans (12.0% vs. 4.4%). Also, there are still more US Mac users than European Mac users, even though Macintosh usage gained several percentage points in Europe (14.1% fourth, 20.2% fifth).**
 - **There are almost as many respondents still using Windows 3.1 (27.4%) as Windows 95 (28.6%).**
-

Primary Computing Platform split by Location



All	1.22	3.65	28.2	0.1	0.88	0.34	1.53	5.14	0.2	0.09	27.41	28.54	2.68
USA	1.23	3.37	30.89	0.09	0.85	0.2	1.24	4.36	0.16	0.05	26.75	28.14	2.67
Europe	1.18	4.8	20.16	0	1.1	0.94	3.94	11.97	0.39	0.31	22.76	29.06	3.39

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

<URL:http://www.cc.gatech.edu/gyu/user_surveys>

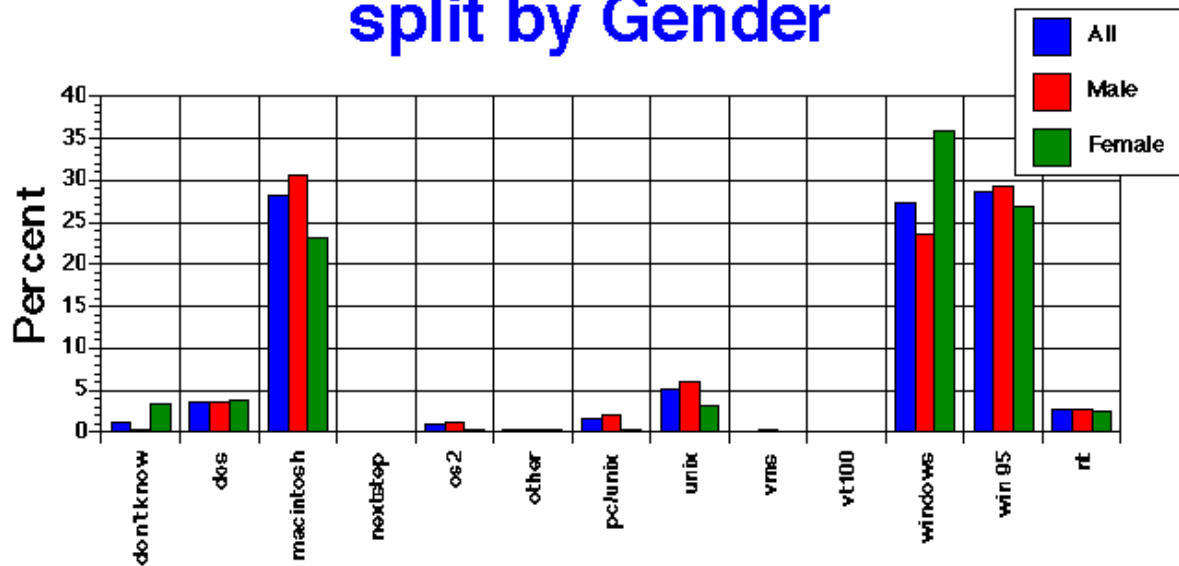
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Notes:

- More females use Windows products than males, especially Windows 3.1, and more males than females use Unix.
- Interestingly, there are more male than female Macintosh users (30.6% vs. 23.1%). This is a reverse from the fourth survey where only 17.7% of males used Macintoshes.

Primary Computing Platform split by Gender



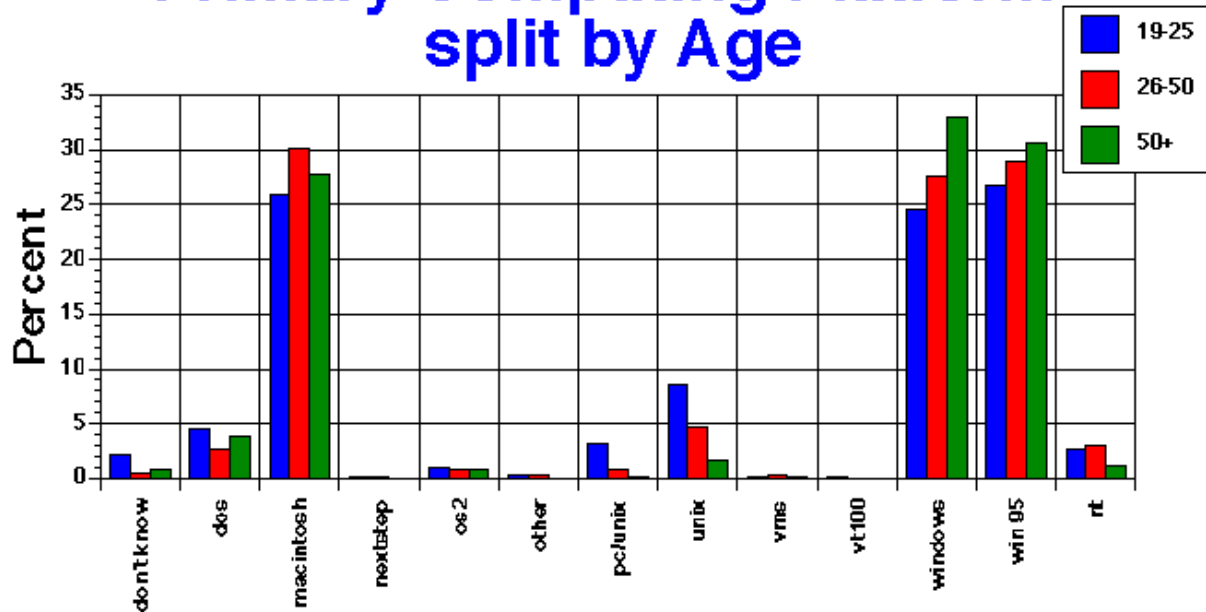
All	1.22	3.65	28.2	0.1	0.88	0.34	1.53	5.14	0.2	0.09	27.41	28.54	2.68
Male	0.27	3.56	30.54	0.14	1.11	0.39	2.06	6.09	0.22	0.07	23.51	29.26	2.78
Female	3.28	3.85	23.11	0.03	0.38	0.24	0.38	3.06	0.16	0.14	35.93	26.98	2.47

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Notes:

- Older respondents are more likely to use a Windows product, while younger respondents are more likely to use some version of Unix.

Primary Computing Platform split by Age



19-25	2.12	4.57	25.88	0.15	0.99	0.33	3.11	8.55	0.15	0.15	24.52	26.75	2.74
26-50	0.47	2.68	30.17	0.12	0.89	0.33	0.88	4.7	0.26	0.04	27.55	28.86	3.05
50+	0.82	3.8	27.72	0	0.82	0	0.21	1.75	0.1	0	32.96	30.7	1.13

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Table of Data for All Categories

platform	All	Male	Female	USA	Europe	19-25	26-50	50+
dont_know	143	22	121	106	15	58	33	8
	1.22%	0.27%	3.28%	1.23%	1.18%	2.12%	0.47%	0.82%
dos	428	286	142	290	61	125	186	37
	3.65%	3.56%	3.85%	3.37%	4.80%	4.57%	2.68%	3.80%
macintosh	3310	2457	853	2659	256	708	2097	270
	28.20%	30.54%	23.11%	30.89%	20.16%	25.88%	30.17%	27.72%
nextstep	12	11	1	8	0	4	8	0
	0.10%	0.14%	0.03%	0.09%	0.00%	0.15%	0.12%	0.00%

os2	103 0.88%	89 1.11%	14 0.38%	73 0.85%	14 1.10%	27 0.99%	62 0.89%	8 0.82%
other	40 0.34%	31 0.39%	9 0.24%	17 0.20%	12 0.94%	9 0.33%	23 0.33%	0 0.00%
pc_unix	180 1.53%	166 2.06%	14 0.38%	107 1.24%	50 3.94%	85 3.11%	61 0.88%	2 0.21%
unix	603 5.14%	490 6.09%	113 3.06%	375 4.36%	152 11.97%	234 8.55%	327 4.70%	17 1.75%
vms	24 0.20%	18 0.22%	6 0.16%	14 0.16%	5 0.39%	4 0.15%	18 0.26%	1 0.10%
vt100	11 0.09%	6 0.07%	5 0.14%	4 0.05%	4 0.31%	4 0.15%	3 0.04%	0 0.00%
windows	3217 27.41%	1891 23.51%	1326 35.93%	2303 26.75%	289 22.76%	671 24.52%	1915 27.55%	321 32.96%
windows95	3350 28.54%	2354 29.26%	996 26.98%	2423 28.14%	369 29.06%	732 26.75%	2006 28.86%	299 30.70%
windowsnt	315 2.68%	224 2.78%	91 2.47%	230 2.67%	43 3.39%	75 2.74%	212 3.05%	11 1.13%

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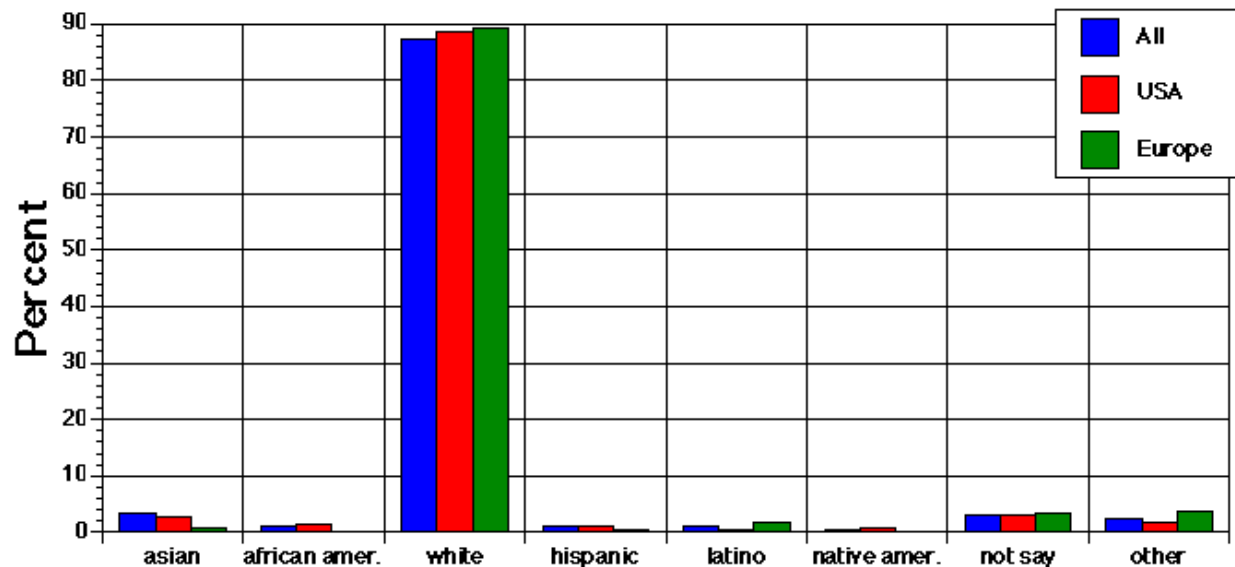


Race

Notes:

- **The majority of Web users report their race as being caucasian/white (87.3%). The other races did not show any notable increases since the Fourth Survey, indicating that little has changed in the past six months with respect to this characteristic. In the US, 88.6% report being caucasian/white, 2.7% asian, and 1.3% african american/black.**
-

Race split by Location



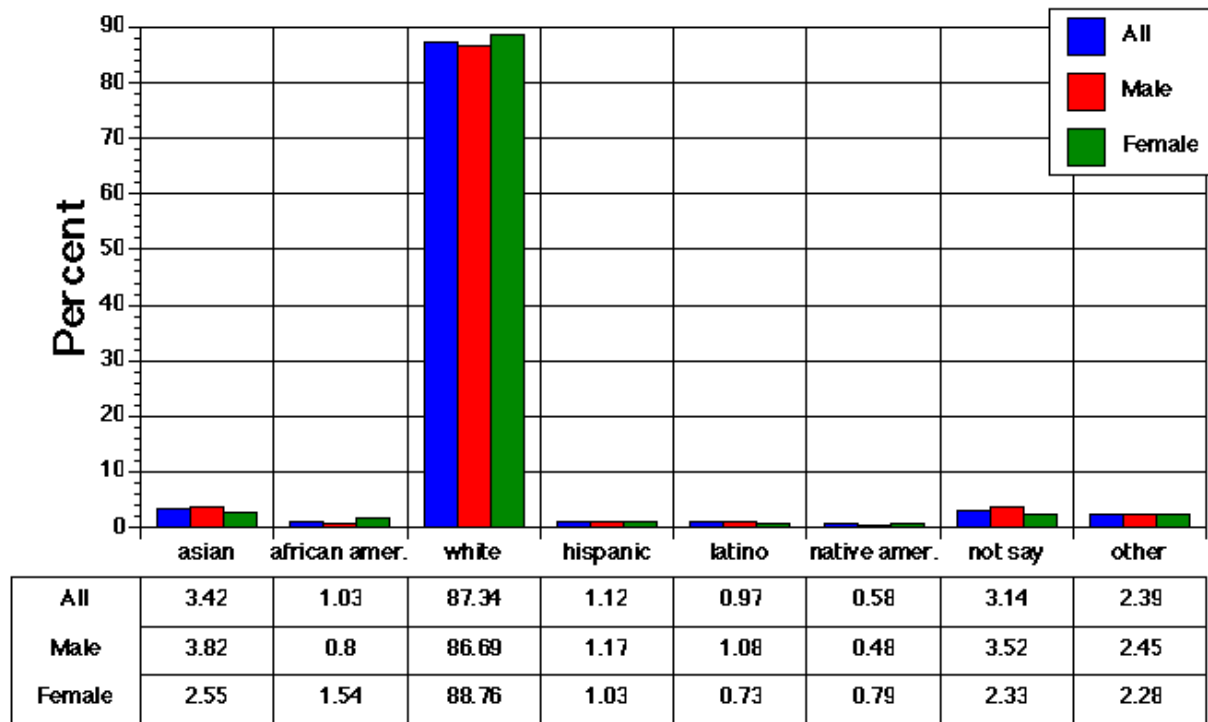
All	3.42	1.03	87.34	1.12	0.97	0.58	3.14	2.39
USA	2.67	1.31	88.63	1.24	0.39	0.69	3.22	1.85
Europe	0.87	0.16	89.37	0.47	1.81	0.16	3.46	3.7

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Notes:

- There are no differences between gender with respect to race.
-

Race split by Gender

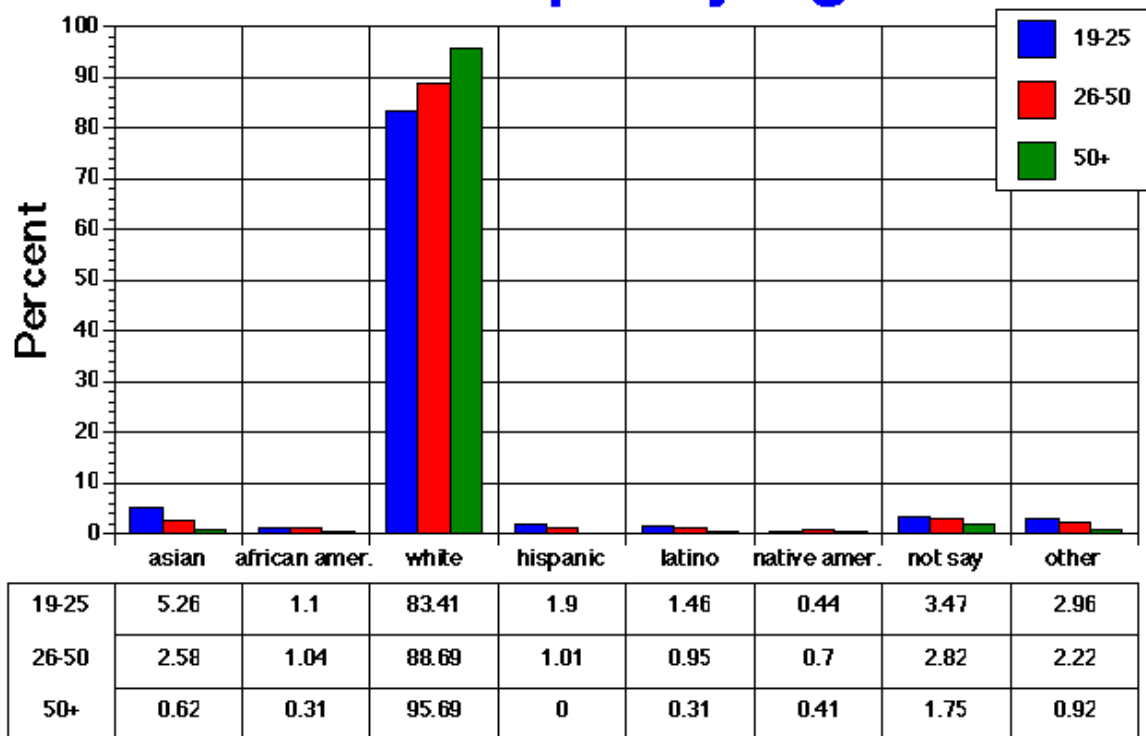


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Notes:

- A definite age effect occurs with race. The 19-25 yr old are less likely to be caucasian/white (83.4%) than the other age groups, with 5.3% reporting being asian. The eldest group was the most likely to be caucasian/white (95.7%). The 26-50 yr old age group typically falls between the two groups percentage-wise.

Race split by Age



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Table of Data for All Categories

race	All	Male	Female	USA	Europe	19-25	26-50	50+
asian	401 3.42%	307 3.82%	94 2.55%	230 2.67%	11 0.87%	144 5.26%	179 2.58%	6 0.62%
black	121 1.03%	64 0.80%	57 1.54%	113 1.31%	2 0.16%	30 1.10%	72 1.04%	3 0.31%
hispanic	132 1.12%	94 1.17%	38 1.03%	107 1.24%	6 0.47%	52 1.90%	70 1.01%	0 0.00%
latino	114 0.97%	87 1.08%	27 0.73%	34 0.39%	23 1.81%	40 1.46%	66 0.95%	3 0.31%
native	68 0.58%	39 0.48%	29 0.79%	59 0.69%	2 0.16%	12 0.44%	49 0.70%	4 0.41%
not_say	369 3.14%	283 3.52%	86 2.33%	277 3.22%	44 3.46%	95 3.47%	196 2.82%	17 1.75%
other	281 2.39%	197 2.45%	84 2.28%	159 1.85%	47 3.70%	81 2.96%	154 2.22%	9 0.92%
white	10250 87.34%	6974 86.69%	3276 88.76%	7630 88.63%	1135 89.37%	2282 83.41%	6165 88.69%	932 95.69%

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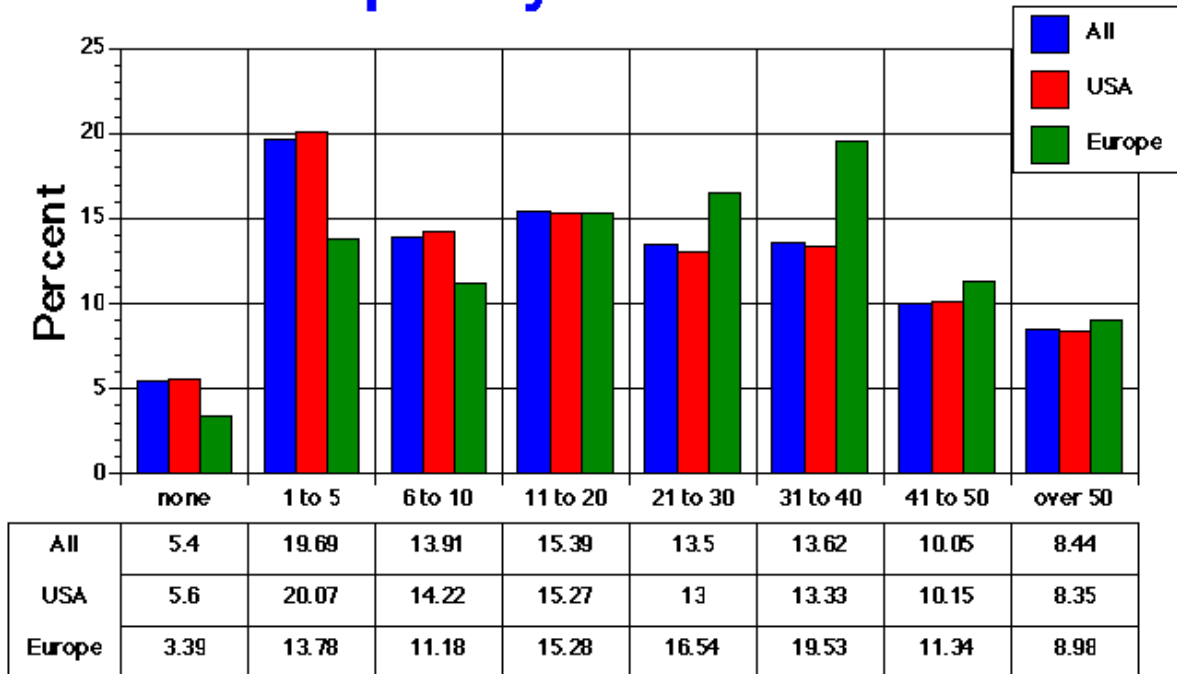


Hours Per Week of "Work" Computing

Notes:

- Overall, the response profile across the categories is relatively flat. Only 25.1% spend less than 5 hours of computing time on work, while 18.5% spend over 41 hours. This is almost identical to the profile from the fourth survey.
 - As with the fourth survey, European respondents spend more hours per week working with computers than do US respondents: 56.4% of Europeans spend more than 21 hours per week compared to only 44.8% of Americans.
-

Hours Per Week of "Work" Computing split by Location

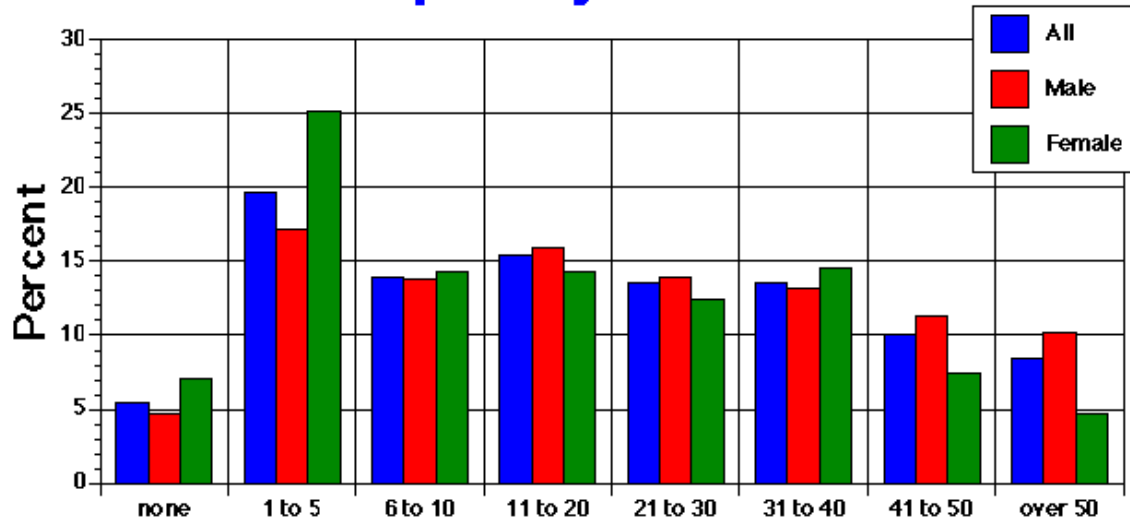


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Notes:

- Females generally spend less time using their computers for work than do males. Over a quarter of females spend 1-5 hours, opposed to just over 17% for males.
- Twice as many males spend over 50 hours per week than females (10.1% males, 4.7% females).

Hours Per Week of "Work" Computing split by Gender



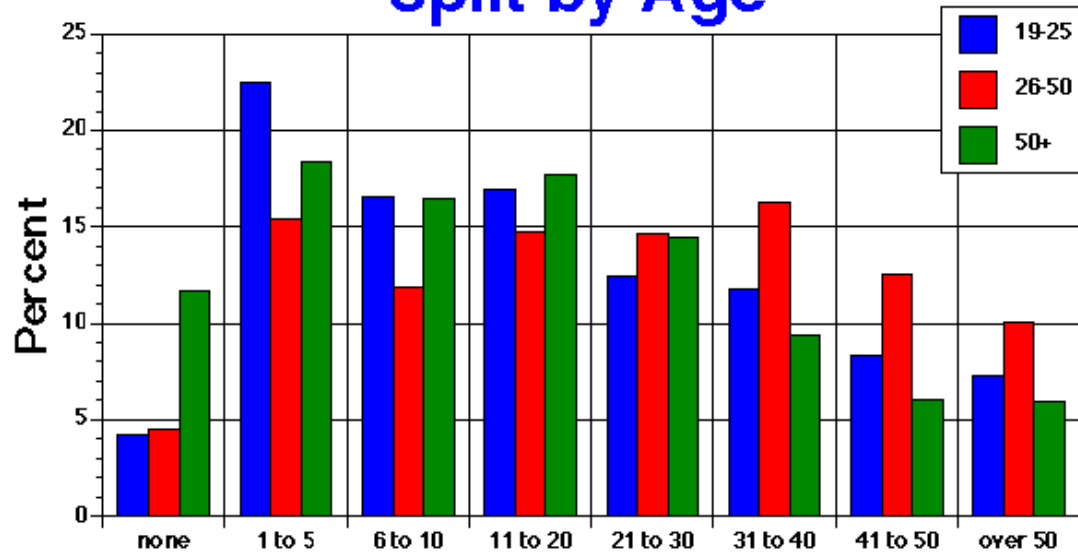
All	5.4	19.69	13.91	15.39	13.5	13.62	10.05	8.44
Male	4.64	17.18	13.75	15.91	13.97	13.16	11.26	10.13
Female	7.07	25.17	14.28	14.25	12.46	14.6	7.42	4.74

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Notes:

- Users in the 26-50 age range rely on computers for work much more than the other age ranges. Nearly 40% of 26-50 year olds use computers for work for more than 30 hours per week.

Hours Per Week of "Work" Computing split by Age



19-25	4.17	22.44	16.59	16.96	12.43	11.77	8.33	7.31
26-50	4.47	15.42	11.83	14.77	14.65	16.29	12.52	10.06
50+	11.7	18.38	16.43	17.66	14.48	9.34	6.06	5.95

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Table of Data for All Categories

work	All	Male	Female	USA	Europe	19-25	26-50	50+
11_to_20	1806 15.39%	1280 15.91%	526 14.25%	1315 15.27%	194 15.28%	464 16.96%	1027 14.77%	172 17.66%
1_to_5	2311 19.69%	1382 17.18%	929 25.17%	1728 20.07%	175 13.78%	614 22.44%	1072 15.42%	179 18.38%
21_to_30	1584 13.50%	1124 13.97%	460 12.46%	1119 13.00%	210 16.54%	340 12.43%	1018 14.65%	141 14.48%
31_to_40	1598 13.62%	1059 13.16%	539 14.60%	1148 13.33%	248 19.53%	322 11.77%	1132 16.29%	91 9.34%
41_to_50	1180 10.05%	906 11.26%	274 7.42%	874 10.15%	144 11.34%	228 8.33%	870 12.52%	59 6.06%
6_to_10	1633 13.91%	1106 13.75%	527 14.28%	1224 14.22%	142 11.18%	454 16.59%	822 11.83%	160 16.43%
none	634 5.40%	373 4.64%	261 7.07%	482 5.60%	43 3.39%	114 4.17%	311 4.47%	114 11.70%
over_50	990 8.44%	815 10.13%	175 4.74%	719 8.35%	114 8.98%	200 7.31%	699 10.06%	58 5.95%

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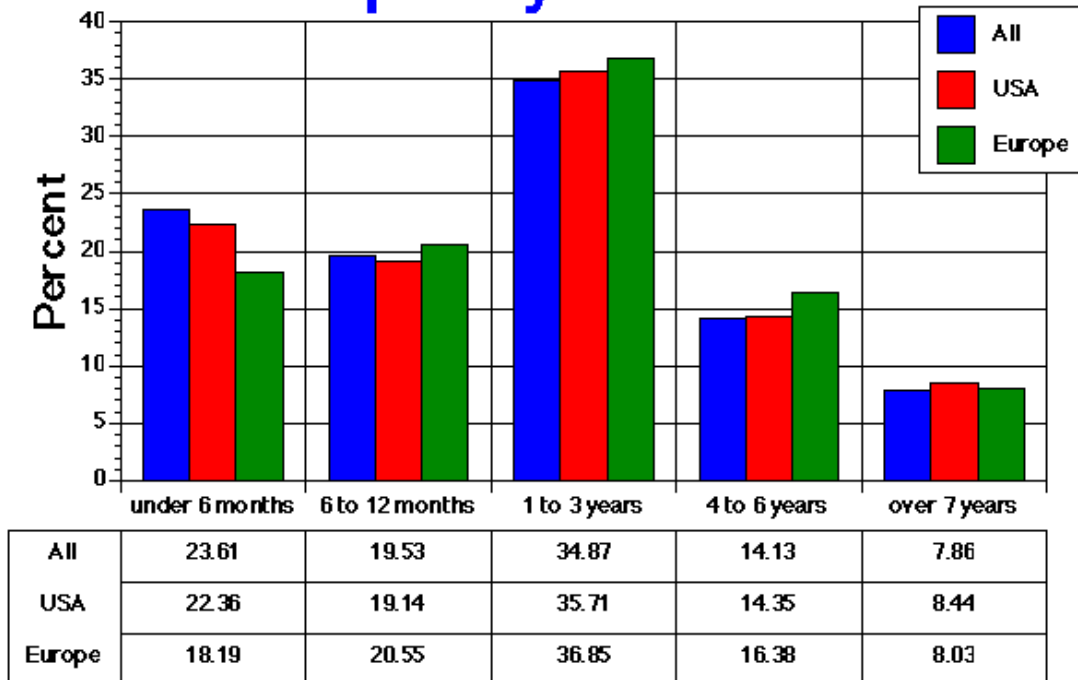


Number of Months/Years Using Internet

Notes:

- Overall, 43.1% of respondents have been on the Internet for less than one year, which is down somewhat from the fourth survey, where 60.3% had been on for less than a year. Close to a quarter (23.6%) have been on for less than six months.
 - 34.9% of respondents report having been on the Internet for 1 to 3 years -- the highest percentage ever reported in this range. This suggests that the flood of new Internet users seen over the past year is slowing somewhat.
-

Number of Months/Years Using Internet split by Location

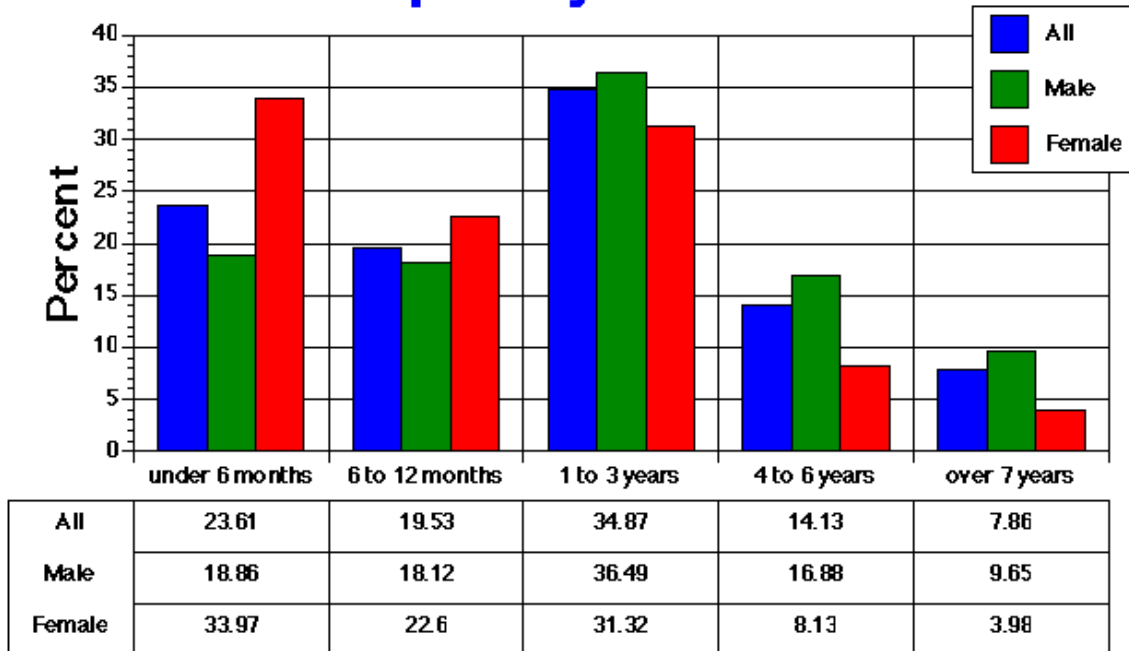


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Notes:

- The continuing influx of females to the user population is illustrated by the fact that 56.6% of female respondents report being on the Internet for less than one year, and 34.0% for less than six months.
- Male are still more than twice as likely as females to have been using the Internet for more than 4 years (26.5% male, 12.1% female).

Number of Months/Years Using Internet split by Gender

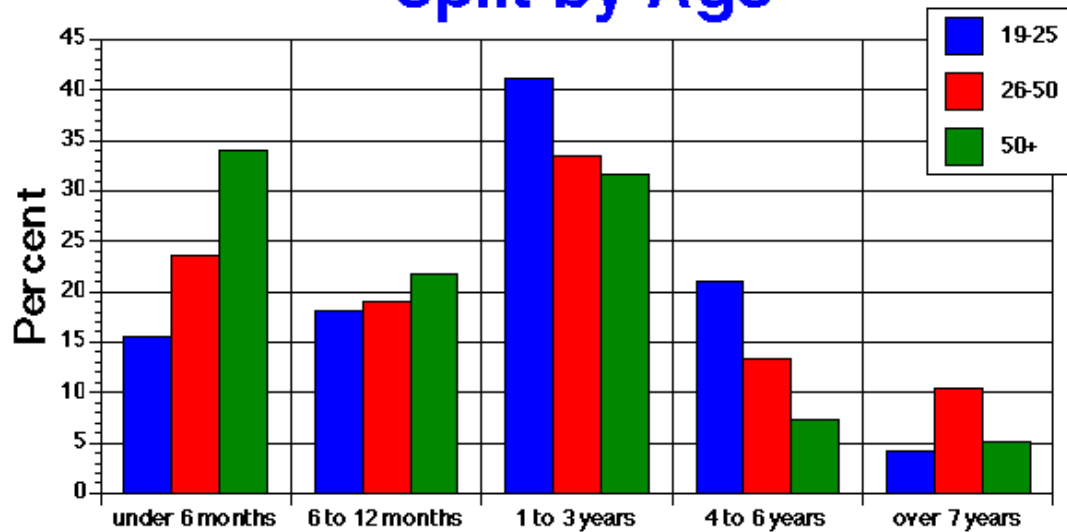


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Notes:

- Another group of users that is growing is those over age 50 with 34.1% having been on the Internet for less than 6 months.
- The largest group of 19-25 year olds have been online for 1 to 3 years (41.1%).

Number of Months/Years Using Internet split by Age



19-25	15.46	18.17	41.08	21.02	4.28
26-50	23.55	19.08	33.53	13.35	10.49
50+	34.09	21.77	31.62	7.39	5.13

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Table of Data for All Categories

inet.years	All	Male	Female	USA	Europe	19-25	26-50	50+
1_to_3	4092	2936	1156	3074	468	1124	2331	308
	34.87%	36.49%	31.32%	35.71%	36.85%	41.08%	33.53%	31.62%
4_to_6	1658	1358	300	1235	208	575	928	72
	14.13%	16.88%	8.13%	14.35%	16.38%	21.02%	13.35%	7.39%
6_to_12	2292	1458	834	1648	261	497	1326	212
	19.53%	18.12%	22.60%	19.14%	20.55%	18.17%	19.08%	21.77%
over_7	923	776	147	727	102	117	729	50
	7.86%	9.65%	3.98%	8.44%	8.03%	4.28%	10.49%	5.13%
under6	2771	1517	1254	1925	231	423	1637	332
	23.61%	18.86%	33.97%	22.36%	18.19%	15.46%	23.55%	34.09%

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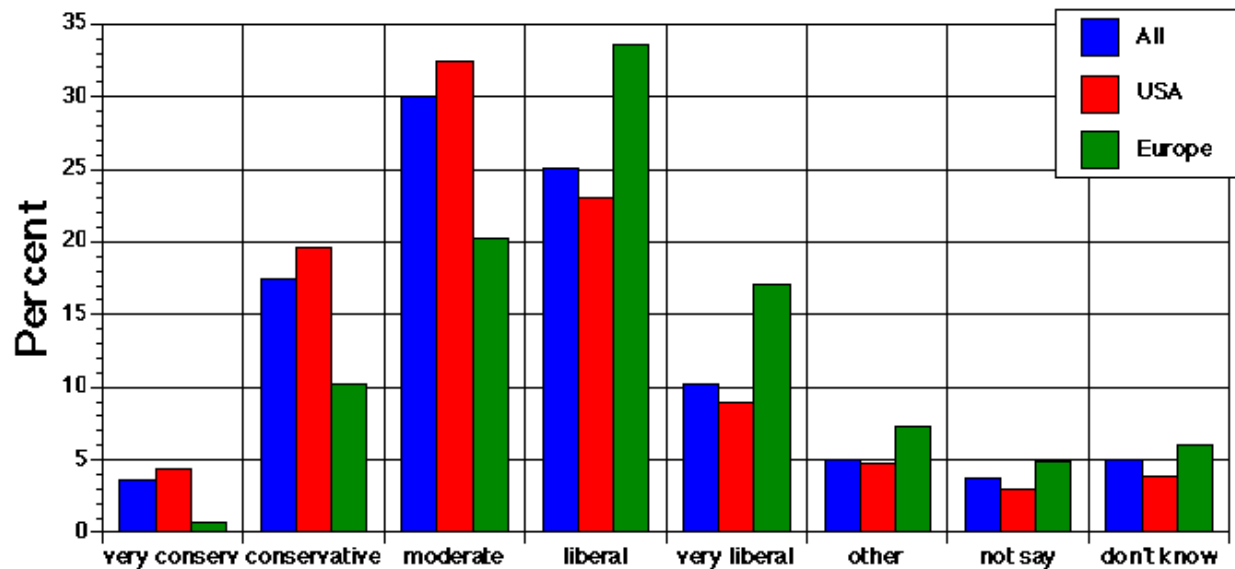


Political Affiliation

Notes:

- Overall, the largest category of respondents considered themselves moderate in their political views (30.1%). 21.1% considered themselves to be conservative or very conservative, while 35.18% were liberal or very liberal.
 - For US respondents, the curve peaked at moderate (32.5%) with 4.4% in the conservative extreme and 8.9% in the liberal extreme. In Europe, however, the curve peaked at liberal (33.6%) with only 0.7% in the conservative extreme, but 17.1% in the liberal extreme. One thing to consider with these numbers, though, is that the terms "liberal" and "conservative" may have slightly different meanings in different cultures, so a strict comparison between the US and Europe may not be appropriate.
-

Political Affiliation split by Location



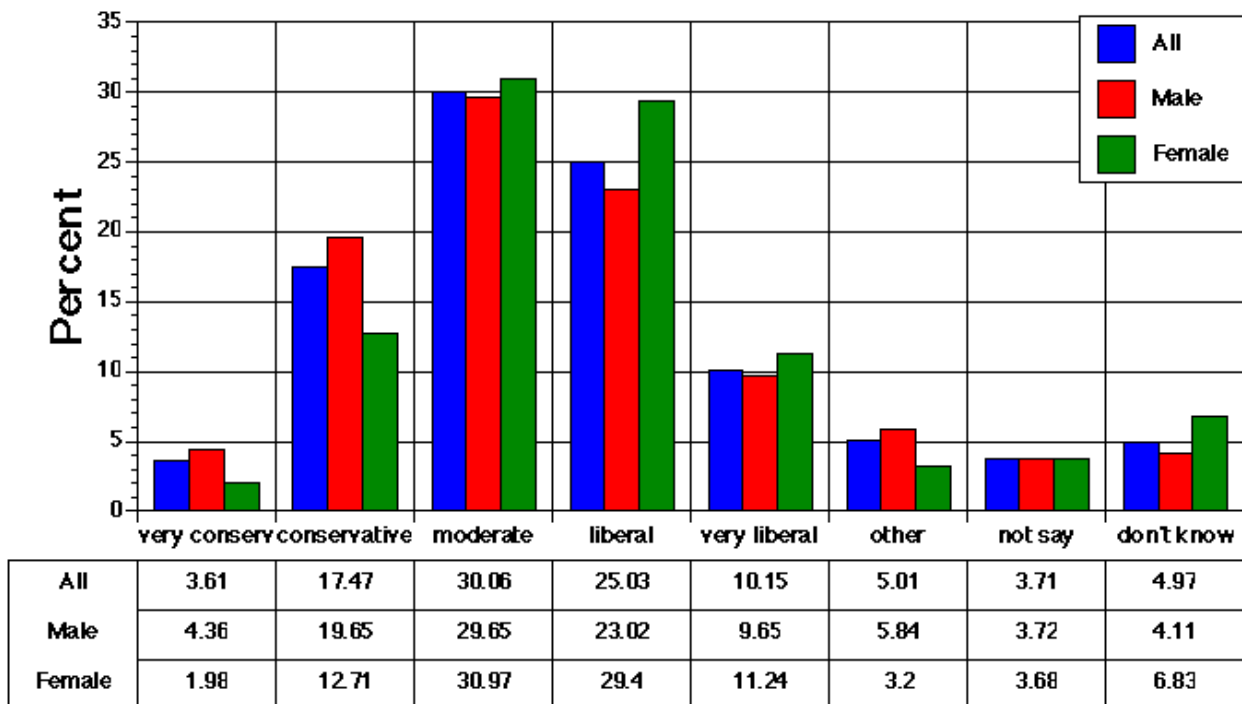
All	3.61	17.47	30.06	25.03	10.15	5.01	3.71	4.97
USA	4.38	19.61	32.45	23.08	8.93	4.7	3	3.84
Europe	0.71	10.16	20.31	33.62	17.09	7.24	4.88	5.98

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Notes:

- More females than males reported being liberal or very liberal (40.6% female, 32.7% male). About the same number, however, reported being moderate.

Political Affiliation split by Gender

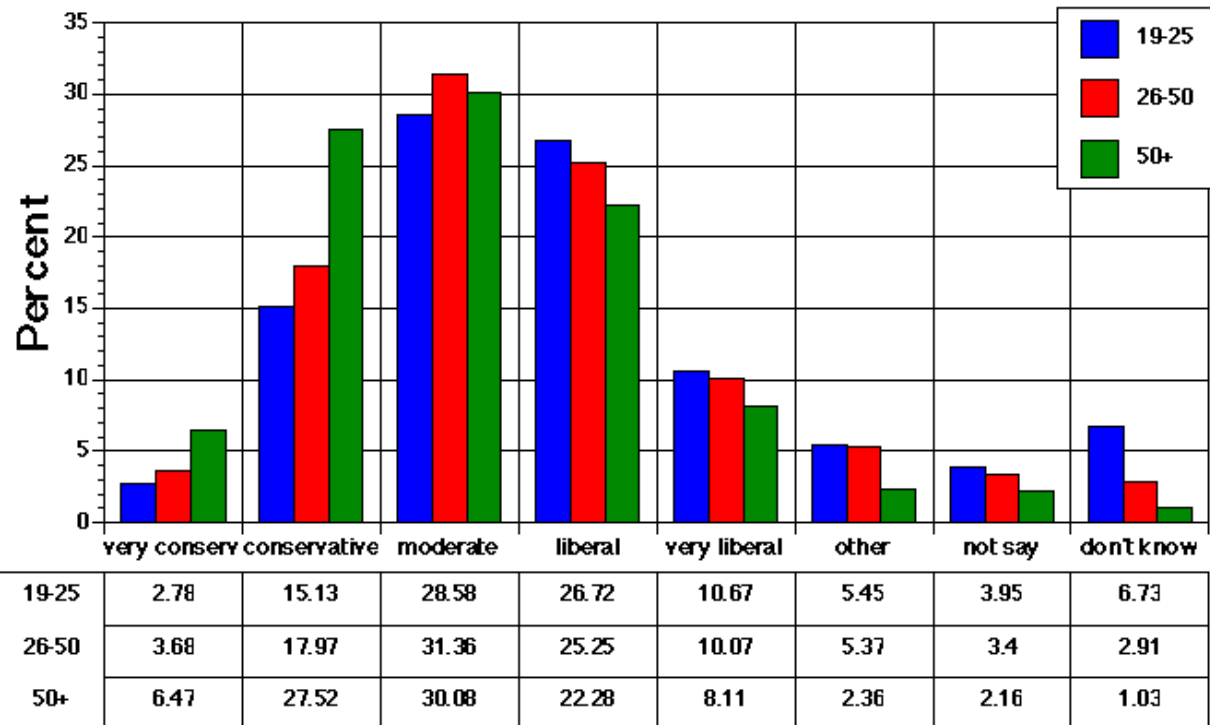


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Notes:

- The largest category for all age ranges was moderate.
- More respondents over age 50 reported being conservative or very conservative (34.0%) than any other age range.

Political Affiliation split by Age



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Table of Data for All Categories

political.aff	All	Male	Female	USA	Europe	19-25	26-50	50+
conservative	2050 17.47%	1581 19.65%	469 12.71%	1688 19.61%	129 10.16%	414 15.13%	1249 17.97%	268 27.52%
dn	583 4.97%	331 4.11%	252 6.83%	331 3.84%	76 5.98%	184 6.73%	202 2.91%	10 1.03%
liberal	2937 25.03%	1852 23.02%	1085 29.40%	1987 23.08%	427 33.62%	731 26.72%	1755 25.25%	217 22.28%
moderate	3528 30.06%	2385 29.65%	1143 30.97%	2794 32.45%	258 20.31%	782 28.58%	2180 31.36%	293 30.08%
not	435 3.71%	299 3.72%	136 3.68%	258 3.00%	62 4.88%	108 3.95%	236 3.40%	21 2.16%
other	588 5.01%	470 5.84%	118 3.20%	405 4.70%	92 7.24%	149 5.45%	373 5.37%	23 2.36%
vconservative	424 3.61%	351 4.36%	73 1.98%	377 4.38%	9 0.71%	76 2.78%	256 3.68%	63 6.47%
vliberal	1191 10.15%	776 9.65%	415 11.24%	769 8.93%	217 17.09%	292 10.67%	700 10.07%	79 8.11%

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