



Click on the scrolling message to pause it. Click again to resume. Applet by Janne Andersson <janne@torpa.se>

GVU's 5th WWW User Survey Home Page

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

This is the main page for the Graphic, Visualization, & Usability Center's (GVU) 5th WWW User Survey. GVU runs the Surveys as PUBLIC SERVICE and as such, ALL RESULTS ARE FREE (subject to certain terms and conditions). The 5th Survey was run from April 10, 1996 through May 10, 1996 and was endorsed by the World Wide Web Consortium (W3C) (which exists to develop common standards for the evolution of the Web) , NCSA's Software Development Group (SDG) (the folks who develop Mosaic and other Web technologies), and INRIA (the acting European host for the W3C in collaboration with CERN, where the Web originated). **Over 11,700 unique responses** were collected to eight sets of questionnaires, including:

General Demographics	Advertising	Web/Internet Use	Transaction Security
Political Opinions	Purchasing Behavior	Data Privacy	Information Gathering
Content Authoring	Opinions of Vendors	Webmasters	Service Providers

- Executive Summary
- The Results
 - High Level Summary and Trend Analysis (HTML)
 - Graphic Presentation of Tables and Graphs (GIF)
 - Bulleted Lists of Interpretations for each question (ASCII)
 - Specialized Analyses
 - Analysis of European respondents **New!**
 - Analysis of New Zealand respondents **New!**
- Collected Datasets **New!**
- Original Questionnaires
- Other Survey Information
 - General Survey Information (Past & Future Surveys)
 - Limitations of the Survey Results
 - Technical Information
- Published Papers & Presentations on the Surveys

- Media Responses, Press Releases, & Appearances **New!**
 - Copyright Information
 - Miscellaneous Information
 - The WWW-Surveying Mailing List
 - In Appreciation
-

Executive Summary

The Fifth Gvu WWW User survey, conducted from April 10 to May 10, 1996, received over 11,700 unique responses, which is about half the response rate for the Fourth survey and is comparable to the response rate for the Third survey. Despite this drop in response rate, Gvu's Surveys continue to be the largest Web-based survey both in number of responses collected and number of questions asked. Once again, we have expanded the set of questions to include topics which we feel will play a central role in the growth of the Web: Politics, Data Privacy, and Java Programming. Also, for the first time we divide users by age and examine differences between different age groups.

Some key findings are: Average age has risen again slightly to 33.0 years old. The gender ratio continues to become more balanced with 31.5% reporting being female, compared to 29.3% for the Fourth survey. Estimated average household income has dropped slightly, but remains high in general at \$59,000 US dollars. US respondents represented 73.4% of total respondents; Europe was the next largest category with 10.8%. More than half of the respondents access the Web primarily from home and are paying for their own access. Over 80% of respondents access the Web on a daily basis, and most use it simply for browsing and entertainment purposes. More than a third (36%) surf the Web instead of watching TV at least once a day.

In terms of politics, the largest category of Web users classify themselves as "moderate" (30.1%). For US respondents, 25.4% identify themselves as democrats and 21.1% as republicans. The next two largest categories were "independent, leaning toward democrat" with 16.4% and "independent, leaning toward republican" with 10.3%. Web users show a strong interest in political issues: 92% are registered to vote and 60% participated in the most recent elections in their respective countries. Over 40% report that they are more involved with political issues since coming online. These numbers suggest that the Web (and Internet) can potentially play a significant role in politics.

As the Web and Internet become a part of daily life for many people, data privacy issues become increasingly important. One question we asked examines the conditions under which users are willing to reveal demographic information. The condition that most respondents agreed to was "if a statement was provided regarding how the information would be used" ("use", 78.5%). This number, along with others in this category, 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 conditions. Also, most recognized that Web designers have a legitimate need to collect demographic information, but they strongly objected to the idea that this information could be resold to other companies.

Java is a programming language developed at Sun Microsystems which can be used to add interactivity to Web pages. We asked respondents who have authored Web pages some of their opinions on Java:

Only 17.3% of respondents who identify themselves as Web authors have programmed in Java. But, more than half of Web authors plan to use Java in the next year (58.1%). They identified "platform independence" as the a primary advantage of Java. The largest category of authors see Java as somewhat secure (46.9%). An equal amount think that Java is very insecure or somewhat insecure. Finally, 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.

As part of GVVU's commitment toward the growth of the Web and the Web community itself, we offer access to the collected results and datasets free of charge. It is important to note that there are certain restrictions on the use of the data. Nevertheless, we strongly believe that all Web users, regardless of ability to pay, should have access to the most comprehensive data gathered on Web users to date. Remember though, the data presented on the following pages is only a snapshot of the current Web user population - *we do not make any claims about the representativeness of the data to the entire Web population.*

Presentation of all the results is an arduous task (please forgive any typos and spelling errors. Not only is the process time-consuming, but finding a meaningful way for users to find the results of interest is not easy either. Toward this end, we've created over 200 graphs (See: graphs and tables) of the results and added our interpretation to each question asked in the Survey. These interpretations are also available in a separate, non-graphical format (See: bulleted lists of the findings). These bulleted lists provide an easy way for users to scan the results non-graphically first, and then inspect the graphs for only those questions of interest. There are a lot of interesting results.

For all questions, analysis between the following groups were performed: European vs US users, Female vs Male users, and by age (19-25, 26-50, 51+). These comparisons provider deeper insight into the characteristics of these user segments.

For those wishing a more in-depth, market savvy report on Internet demographics (Colleen and I only have so much free time), we highly recommend the FIND/SVP Emerging Technology Research Group's The Emerging Internet Market Report (or contact: Marcia Chin of FIND/SVP @ 800-346-3787). FIND/SVP has been monitoring the evolution of Internet users since early 1994, and as such, is able to present unique trend analyses and insights. The report also provides a much needed comparison of the methodology and results of other major surveys. Through a licensing agreement with the GVVU Center at Georgia Tech, FIND/SVP utilizes data gathered from GVVU's WWW surveys and compares those to findings of its own survey instruments in an effort to provide a more accurate picture of the Internet user population and how that population has evolved over time.

Special thanks to all who participated for another wonderful survey.

Regards,
Jim Pitkow &
Colleen Kehoe

[Back to the top](#)

High Level Summary and Trend Analysis

General Demographics

What's the average age?

The average age of all the Web users that responded to the Fifth Survey is 33.0 years old, a slight increase from the Fourth Survey, which had an average age of 32.7 years old. One of the re-occurring differences between European and US users is age profiles, with the European users (average age 28.8) being younger than their US counterparts (average age 33.9). These averages are almost the same as observed in the Fourth Survey (European 29.7; US 33.2). As with the Fourth Survey, there are few major differences between the age profiles for men and women. The average age for women is 31.9 years old, which is slightly younger than the men, which have an average age of 33.4 years old. These numbers are almost identical to the Fourth survey where the average ages were 31.8 years old for women and 33.1 years old for men. A trend observed in the Fourth Survey that continues in the Fifth Survey is for the women to have a stronger presence within the 11-20 year old range, with 12.9% of the women belonging to the 16-20 year old category compared to 10.1% of the men. The stronger presence of younger women is supported by the occupational data which also shows a strong presence of women college students.

What's the gender ratio & how has this changed over time?

Overall, 31.5% of the users are female and the other 68.5% are male. This represents a moderate increase in female users from the Fourth Survey, where 29.3% reported being female, and quite a significant jump from the Third Survey (April 1995), where 15.5% reported being female. The US segment continues to be integrating more female users into its user base than other countries, with 34.4% of the users being female in the US (65.6% male). Europe reports only 15.2% females. However, this is a 45% increase from the the Fourth Survey, where 10.5% of the European users were female. Compared to random sampling surveys, like O'Rielly, FIND/SVP, and Nielsen, the gender ratios for the Fifth survey are all within the reported margin of error, i.e., no statistical differences.

What's the average and median income?

The estimated average household income for the Fifth Survey is \$59,000 US dollars. As with the Third and Fourth Surveys, this question received the most 'Rather not Say!' responses (14.0%), nearly seven times greater than any other question. The average income for the Fifth Survey is slightly lower than the Fourth Survey (\$63,000) and much lower than the Third Survey (\$69,000). We do note that for the Fifth Survey, we changed the ranges provided to the users of values to more accurately reflect normal income levels. As with previous surveys, the European users have more users in the lower income brackets (23.0% under \$20k) and fewer above \$50k (31.3%). This trend is due to the strong presence of students in the European Web user community. As one would expect is directly proportional to age, with the 19-25 year old age group reports having less income than the older age groups (29.4% under \$20k). For the 26-50 year old age group, 48.4% report a household income above \$50k, with 61.5% over \$50k for the over 50 year old age group.

What about location, marital status, & occupations?

For classification of location by major geographical location, 73.4% of the respondents were from the US, 10.8% from Europe and 8.4% from Canada & Mexico. Compared to the Third Survey which was run one year ago (80.6% from the US, 9.8% from Europe, and 5.8% from Canada & Mexico), this

represents a significant shift towards less of a US dominance in Web users. Additionally, notable increases occurred in most of the other geographical areas like Asia, Africa, Oceania, the Middle East, and Central & South America. Responses were received from all the continents. The vast majority of older users are located in the US (83.4%), more so than the other age groups (74.9% 26-50 year old and 67.1% 19-25 year old). Besides the US, the largest concentration of younger users (19-25 year old) is in Europe (16.6%).

One of the more stable characteristics of Web users over the survey is marital status. Overall, 41.1% of the users are married, with 40.8% being single. The users whom reported living with another was 9.6% and those reporting begin divorced was 5.1%. Europeans were twice as likely to report living with another person (18.4%) compared to the US (8.0%). These percentages are almost exactly the same as in the Fourth Survey. As with the Third and Fourth Survey, women Web users are less likely to be married than men (38.2% verses 42.5%) and more likely to be divorced (7.0% verses (4.2%) or living with another person (10.8% verses 9.1%). As one would expect, three quarters of the 19-25 yr olds are single, with three quarters of the 50+ yr olds being married. The 26-50 yr olds are more likely to be married than single (54.0% vs 25.6%).

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. 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.

How willing are users to pay for access to Web sites?

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 who would agree to pay fees for Web pages, the most popular models were a subscription model (12.1%) and pay-per-view (10.9%). 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%).

Politics

This was a new questionnaire for the Fifth survey which investigated the political profile of Web users as well as their online political activities.

What is the political profile of Web users?

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

For respondents in the US, we asked what party they identified most strongly with. 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". 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.

What are their voting behaviors?

An extremely high percentage of respondents are currently registered to vote (91.9%). This is not surprising given the high levels of education and income also reported by survey respondents. Approximately 60% of all respondents report having participated in the most recent local, legislative, and national elections. In the US, the highest participation rate is in national elections (72.5%) while in Europe, the highest rate is in local elections (59.1%). Across all voting categories, the participation rate increased dramatically with age. The age 19-25 respondents averaged 45.8% participation, 26-50 averaged 69.6%, and over 50 averaged 81.6%.

What other political activities do people engage in?

Overall, 40.3% of respondents reported that they are more involved with political issues since coming online. 48.36% reported being equally involved. Over 52.2% of respondents report engaging in some "other" *online* political activity that does not fall into any of the given categories. For the categories given, the most popular online activities were: writing a government official (31.0%), discussing political issues (23.3%), and signing petitions (22.1%). The majority of respondents have never sent email to their highest government official (73.1%). 17.7% have sent 1 or 2 email messages. Only 2.5% reported that they cannot send email to their highest official. The percentage of respondents aged 19-25 who take part in online petitions is more than double the percentage of those over age 50 (30.4% and 13.6% respectively).

The most popular *offline* political activities were: discussing political issues ("debate", 68.4%), signing a petition (46.8%), and writing/calling government officials (34.9%). The least popular were: joining a political group (9.9%), volunteering for a party/candidate (10.93%), and attending a rally (17.1%). More than half of respondents over 50 have written or called a government official in the last year (52.6%) compared to 22.4% of those aged 19-25. More than a quarter (27.2%) have contributed or solicited

money compared to only 16.9% of those aged 26-50 and 6.9% of those aged 19-25.

Data Privacy

We predict that issues of data privacy will become increasingly important as the Internet becomes a part of many people's daily lives. This new questionnaire provides the first insights into users' knowledge of and concerns about data privacy issues.

Do users know what information can be automatically recorded during a Web transaction?

Most users are aware the the time of the request (85.1%) as well as the name of the requested page (82.7%) are loggable. Following in order of response rates, the name of the user's machine (71.0%), the name of the user's browser (59.0%), the user's email address (45.2%), the user's operating system name (37.9%), a site id the persists across sessions (aka cookies) (37.7%), and finally the user's physical location (31.7%). 14.7% reported not knowing what information is loggable. This question reveals that while the majority of users understand the basic information that can be recorded per transaction, many do not know some of the advanced features like cookies. Additionally, the current HTTP specifications do not enable the user's email address to be logged, thus indicating that 45.2% of the users hold a false belief about what is loggable. Yet, given the recent implementation bugs (enabled the user's email address to be sent to whomever) of certain browsers that implement scriptable languages like Javascript, this results may be a bit ambiguous.

What are some of their opinions on various data privacy issues?

For this question, users were asked to rate their level of agreement with various statements about data privacy issues. There were 5 choices, ranging from Agree Strongly (5) to Disagree Strongly (1). The statement that respondents agreed most strongly with (4.6/5.0) was: "I value being able to visit sites on the Internet in an anonymous manner." A close second at 4.4 was: "A user ought to have complete control over which sites get what demographic information." The desire to control their own information is also seen in the conditions under which users are willing to reveal that information. Continuing to emphasize the importance of control, many respondents agreed that they "ought to be able to take on different aliases/roles at different times on the Internet" (3.7). But they strongly disagreed with the idea that "content providers have the right to resell information about its users to other companies" (1.7). Most users, however, recognize that Web site designers have a legitimate need to collect demographic information in order to better design their Web sites (3.8) and to market their sites to advertisers (3.8). Most also recognize a role for advertising-supported content (4.0).

What are the conditions under which users are willing to reveal their demographic information?

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.

WWW Usage & Preferences

Where do people access the Web from?

This was a new question for this survey. Respondents were asked to indicate the primary place from which they access the WWW. Only one answer could be selected. "Distributed" means that they do not have a primary place--their access is distributed. More than half of the respondents said their primary place of access was at home (55.4%). This number corresponds well with similar questions, such as Who Pays for Your Access where over half of respondents indicate that they pay for their own access. More European users than US users consider work to be their primary place of access (46.3% vs. 32.2%). More than 73% of those over 50 reported that their primary place of access is at home.

How often do people use their Web browser?

For this question, we mean how many times 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. 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. These numbers are very good news for Web sites that provide content that changes daily.

Why do people use their Web browsers?

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. 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%).

What are the main problems with using the Web?

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. The least reported problems are: getting lost in hypertext (5.4%) and the cost (9.2%).

How often do people use the Web instead of watching TV?>

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. 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.

How fast are people's connection to the Internet?

The most common connection speed is 28.8 Kb/sec (39.0%) followed by 14.4 Kb/sec (25.5%). This is 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. A higher percentage of respondents over age 50 are connecting with speeds under 28.8 Kb/sec (87.5%).

Web Authors and Java

This is a new section for the Fifth survey that asks Web authors about their uses and perceptions of Java, a programming language developed at Sun Microsystems which can be used to add interactivity to Web pages.

Have you used Java and do you plan to use it in the future?

Only 17.3% of respondents who identify themselves as Web authors have programmed in Java. But, more than half of Web authors plan to use Java in the next year (58.1%). Just over a quarter are not sure (26.4%).

What are the major advantages of Java?

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.

What are authors' perceptions and knowledge of Java's security?

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.

The largest category of authors see Java as somewhat secure (46.9%). An equal amount think that Java is very insecure or somewhat insecure. It would be an interesting analysis to see how level of expertise was related to perceptions of security.

What is the real value of Java to the Web?

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.

Back to the top

Limitations of the Results

Highly distributed, heterogeneous, electronic Surveying is a new field, especially with respect to the Web. Our adaptive WWW based surveying techniques are pioneering and as such, require conservative interpretation of collected data due to the absence of time-tested validation and correction metrics. Basically, our Survey suffers two problems: sampling and self-selection. Essentially, when people decide to participate in a survey, they select themselves. This decision may reflect some systematic selecting principle (or judgment) that effects the collected data. *Almost all surveys suffer from self-selection problems.* That is, when a potential respondent hangs up on a telephone based surveyor, self-selection has occurred. Likewise, when a potential respondent does not send back a direct mail survey, self-selection has occurred.

The other issue is sampling. There are essentially two types of sampling: random and non-random. Random selection is intended to ensure equal representation among populations. To accomplish this, steps need to be taken to get respondents in a random manner, e.g., drawing numbers out of a hat. Our Survey uses non-random sampling, which does not use randomization techniques to get respondents. This reduces the ability of the gathered data to generalize to the entire user population.

Since the Web does not have a broadcast mechanism (yet) we used the following diverse mediums to attract respondents:

- high exposure WWW pages (links to the survey on: NCSA/GNN's What's New, Yahoo, Lycos, Netscape, etc.)
- WWW & Internet based Usenet newsgroups (comp.infosystems.www.*, comp.internet.net-happenings, etc. - two postings at equal intervals)
- write-ups in numerous computer and Internet-related trade magazines
- write-ups in several daily newspapers
- www-surveying mailing list announcement

We felt that by providing many channels to bring respondents to the survey, we would attract a larger and more diverse set of users. To determine if the different channels were indeed attracting different sets of users, starting in the third survey, we have included a question asking how the respondent found out about the survey. This allows us to group respondents accordingly and look for differences between the different populations, specifically gender differences. For the third survey, we reported that there were no significant differences between the response profiles of women and men for the following categories:

remembering to take the survey, other Web pages, the newspaper, other sources, and listserv announcements. There were differences found for: finding out via friends, magazines, Usenet news, and the www-surveying mailing list. Differences were even more pronounced in the fourth survey and we expect to find the same in the fifth. Given the low effectiveness of all but other Web pages and Usenet news announcements, which account for well over 50% of the respondents, most of these differences lead to nominal effects. To be conclusive, we would need to examine other basic demographics (e.g. age, location, income) across the different populations, as well. The differences in gender across the populations, however, are a positive indication that the different channels are reaching different sets of web users.

Additionally the Fourth and Fifth Survey's ratios for gender and other core demographic characteristics like income, marriage, etc., are almost exactly those reported by North American based random sampling surveys. While the WWW User Surveys do attract heavier users than random phone based survey, it does not appear that frequency of use is a differentiating characteristic within the population, as one might expect. It is also important to keep in mind that up until the Fall of 1995, no random number dialing survey had been publicly released to compare the WWW User Survey results to. Indeed, to date, no international random sampling survey has taken place, so the biases and corrective metrics necessary are still indeterminable.

Despite the evidence to support the Survey results, we remain unconvinced that the Survey's sampling methodology is optimal and welcome suggestions and further comments on this subject.

[Back to the top](#)

Technical Information

Statistical Inferences

All analyzes were performed using Splus version 3.3 for Unix. Tests for significant interactions among variables are forthcoming.

Execution

The Surveys were load balanced using a dedicated Sun Sparc 20 and two Sparc 5's. All HTML pages were generated on the fly via our Survey software and query engine (written in PERL). For more information about how the Surveys actually work, see: the write-up in the paper on the Second Survey Results. For inquiries about the availability of the survey code, contact: www-survey@cc.gatech.edu.

[Back to the top](#)

In Appreciation

We owe the fabulous artwork to Melissa House & Allyana Ziolk (please contact Allyana: allyana@cc.gatech.edu for permission to use the artwork) and technical support to Michael Mealling (OIT), Dan Forsyth (CoC), Dave Leonard (CoC), Randy Carpenter (GVU), & Kipp Jones (CoC). Of course, the resources necessary for the Surveys would not be possible without support from the GVU

administrative staff and Dr. James Foley, GVU's Director.

Special thanks go to Greg Calhoun, Emil Sarpa, & John Dutra of Sun Microsystems, whose generously provided the machines which ran the Surveys.

Back to the top

[[Survey Home](#)] [[4th Survey Home](#)] [[Graphs](#)] [[Bulleted Lists](#)] [[Datasets](#)]

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

For more information or to submit comments:
send e-mail to 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



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

This material may be modified, copied and redistributed, both within the recipient's organization and externally, subject to the following restrictions:

- The recipient may not derive any income financial or monetary gain through the use of the information provided herein which is the property of the Georgia Tech Research Corporation (herein "GTRC");
- In any material based on this information, the recipient agrees to acknowledge GTRC and the GVU Center;
- Any copies made of this material must be accompanied by the following copyright notice: "Copyright 1995 Georgia Tech Research Corporation. All rights Reserved. Source: GVU's Fifth WWW User Survey URL:http://www.cc.gatech.edu/gvu/user_surveys/"; and
- The recipient agrees to obey all U.S. Government restrictions governing redistribution or export of such information. These restrictions may apply to redistribution within an international organization.

GTRC makes no warranties or representations, either expressed or implied, with respect to the results contained herein, its quality, merchantability, performance or fitness for a particular purpose. In no event shall GTRC or its developers, directors, officers, employees or affiliates be liable for direct, incidental, indirect, special or consequential damages (including damages or loss of business profits, business interruption, loss of business information and the like) resulting from any defect in this material or its documentation or arising out of the use or inability to use this material or accompanying documentation even if GTRC, an authorized representative or a GTRC affiliate has been advised of the possibility of such damage. GTRC makes no representation or warranty regarding the results obtainable through use of this material. No oral or written information or advice given by GTRC, its dealers, distributors, agents, affiliates, developers, directors, officers or employees shall create a warranty or in any way increase the scope of this warranty.

For those wishing to license the results, please contact:

Office of Technology Licensing
Georgia Tech Research Corporation
400 Tenth Street
Atlanta, GA 30332-0415
404 894-6900 (phone)
404 894 9728 (faxsimile)



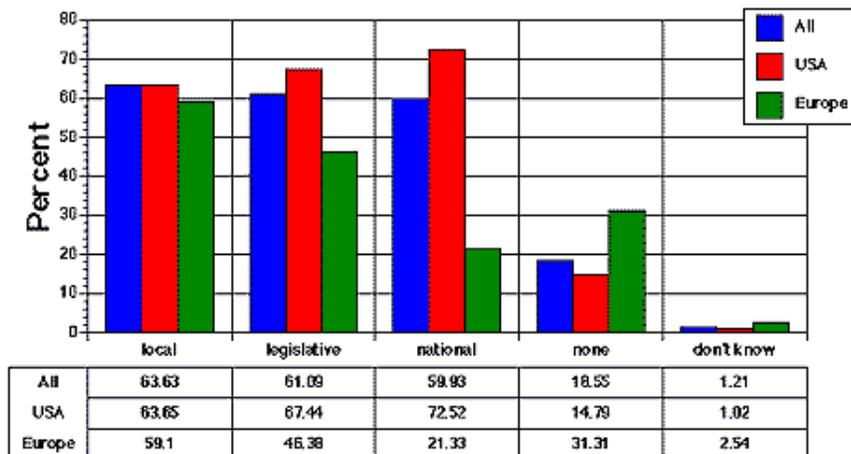
**For Immediate Release
July 3, 1996**

POLITICKING GOES ELECTRONIC: WEB OFFERS FERTILE GROUND FOR CANDIDATES' MESSAGES, RESEARCH SUGGESTS

The World Wide Web offers political candidates an effective way to reach groups of active voters, new research suggests. More than nine out of 10 Web users responding to a recent on-line questionnaire reported they were registered to vote, while 63 percent said they had participated in the most recent local, legislative or national elections.

Those proportions are higher than for the population at large, reflecting the unique demographics of Web users.

Most Recent Voting Behavior split by Location



Source: GVU's Fifth WWW User Survey™ (Conducted April 1996)
 <URL: http://www.cc.gatech.edu/gvu/user_surveys>
 Copyright 1996 GTAC - ALL RIGHTS RESERVED
 Contact: www-survey@cc.gatech.edu

More than two-thirds of World Wide Web users responding to a recent on-line survey said they had voted in a recent local, legislative or national election.

"These numbers suggest that the Web can potentially play a significant role in politics," said Georgia

Institute of Technology researcher Jim Pitkow. "The Web appears to be a viable way to distribute political information because there really are large numbers of registered voters regularly using the Web."

Questioned about their political leanings, more than 30 percent of the respondents described themselves as "moderate," while 35 percent were "liberal" or "very liberal," and 21 percent "conservative" or "very conservative." Independent of the labels, slightly more than 25 percent identified themselves as Democrats, while 21 percent called themselves Republicans.

Females were more likely than males to report being "liberal" or "very liberal." Web users over the age of 50 were nearly twice as likely (82 percent) than the youngest users (46 percent) to participate in elections.

Respondents did not confine their political activism to voting: 31 percent reported writing elected officials, 23 percent discussed political issues, and 22 percent signed petitions. Over 40 percent said they had become more politically involved since joining the on-line population.

The questions were part of Gvu's Fifth World Wide Web User Survey." Conducted by Pitkow, Colleen Kehoe and other researchers at Georgia Tech's Graphics, Visualization and Usability Center, the survey also sampled the views of Web users on such issues as data privacy, fees charged for Web information, on-line shopping, the problems of Web surfing -- and who pays the bill.

Some 11,700 Web users responded to the questions posted on the Web between April 10 and May 10, 1996. Though lacking the validity of a true scientifically-selected random survey, the study nevertheless provides an interesting and widely-respected "snapshot" of who's using the giant computer network.

Complete results are available at http://www.cc.gatech.edu/gvu/user_surveys/survey-04-1996/ Other results include:

- **PAYING FOR INFORMATION:** *More than 65 percent of the respondents said they would not be willing to pay for access to information on the Web. This may be bad news for Web sites planning to generate revenue from their users, and will likely mean tough competition among information providers trying to attract those willing to pay.*

"As the number of Web sites continues to grow, it is becoming more difficult to attract the attention of users," Pitkow noted. "If there's going to be competition for subscribers, the ones that will win are those that have million-dollar production budgets. There will be a filtering effect."

Resistance to paying for Web information has been increasing over time, as shown in previous Gvu surveys. Pitkow speculates that since many people are now paying for access the Web itself, they may resent paying an additional fee for the material they seek. And since browsing and entertainment are primary activities, the information obtained may simply not be valuable enough to justify a fee.

The good news is that the competition will likely help improve the quality of materials offered on the Web. "People's expectations are being raised about the kinds of things they can get on the Web and the quality they should expect," Kehoe noted. "They expect pages to be professional, up-to-date, accurate and slick."

- **COMPETITION FOR LEISURE TIME:** *Web surfing is successfully competing with traditional media for leisure time. More than a third of the respondents (36 percent) said that on a daily basis, they surfed the Web rather than watching television.*

"We are going from channel clicking to mouse clicking," explained Pitkow. "These are surprising numbers on the impact the Web is having on leisure time and the choices it is forcing people to make. Entertainment was certainly not a part of the original plans for the Web."

In addition to interactivity, the Web offers what television never will: immediate access to more than 200,000 different programming sites, Kehoe noted.

- **ACCESS FROM HOME; PAYING FOR SERVICE:** *More than half (55 percent) of the respondents accessed the Web primarily from home and (57 percent) are paying their own bills for doing so. Over 80 percent access the Web on a daily basis, mostly using it for browsing and entertainment. Fifty-five percent of the respondents obtained their Internet access from a local or large national service provider.*
- **SHOPPING ON THE WEB:** *For the first time, interest in Web shopping showed a small increase. In the new survey, 15 percent of respondents cited on-line shopping as an important Web activity, up from 11 percent in previous studies. Browsing (79 percent) and entertainment (64 percent) were still the dominant uses.*
- **CONFIDENTIALITY OF USER DEMOGRAPHIC DATA:** *As advertiser interest in the Web grows, the importance of obtaining accurate demographic data about users also increases -- and raises important issues about the confidentiality of the information users provide.*

The survey found that very few users understand all the information that can be recorded without their knowledge when they access a site. However, by a large majority, users believe they should have a right to control their demographic information, though most (79 percent) didn't object to providing data if they knew how it would be used.

"What this points to is an educational process that needs to happen on the Web," Pitkow said. "Terms and conditions need to be defined for how demographic information may be used."

- **GIVING FALSE INFORMATION:** *Yet another question calls into doubt the validity of information being gathered: 26 percent of the respondents admitted falsifying information provided when registering at Web sites.*
- **PROBLEMS OF THE WEB:** *Asked about the problems of the Web, 80 percent of the respondents cited the speed of obtaining information. Pitkow suggests that Web users' willingness to access pages over slow modem lines demonstrates the strong attraction of the new medium.*

The cost of maintaining a Web account was not among the top issues cited, perhaps because the average household income of Web users is \$59,000.

- **MONITOR SIZE:** *More than half the users accessed the Web using computer monitors smaller than 15 inches. Designers developing Web pages on high-resolution 21-inch monitors should remember that few users can match their equipment level, Pitkow noted.*
- **USE OF JAVA:** *The respondents didn't have much faith in the security of Java, a new programming language used to provide interactivity on the Web. "We still have a long way to go before people will trust Java," Pitkow added.*

For the first time, the GVV survey used a Java applet to help customize questions. Since its start, the survey has relied on adaptive questioning to tailor each batch of questions to the respondents' previous responses. The Java applet allowed customization to be done question by question.

● **GENERAL DEMOGRAPHICS:** *Other statistics about respondents:*

- *Average age: 33*
- *Gender: 31.5 percent female.*
- *Marital status: 41.1 percent married*

RESEARCH COMMUNICATIONS OFFICE

223 Centennial Research Building

Georgia Institute of Technology

Atlanta, Georgia 30332-0828

MEDIA RELATIONS CONTACTS:

Georgia Tech: John Toon (404-894-6986) or Amanda Crowell (404-894-6980);

Internet: john.toon@gtri.gatech.edu

FAX: (404-894-6983)

WRITER: John Toon

Research News Directory



Bulleted List of Results

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

What are the Bulleted Lists

The bullet lists comprise the extracted comments/notes made on each question. These comments are the same as those found accompanying each set of graphs. The bullets are intended to provide a text version of the findings, pass along our interpretation of the data & relationships between factors, and compare the 5th Survey results with results from the previous surveys when appropriate. The bullets also can facilitate those presenting the results to other audiences with the highlights and major findings without having to perform all the analysis yourselves. Feel free to send us comments on the bullets, suggestions for items to be included, disagreements with our interpretations, and corrections, etc. Enjoy.

Available Lists

- General Demographic Bullets
- Politics Bullets
- Data Privacy Bullets
- WWW Usage & Preferences Bullets
- HTML Authors
- Webmasters
- Web Service Providers Bullets

[[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.

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





General Demographics Bulleted List

Primary Place of WWW Access

Graphs: [Location] [Age] [Gender] [Table]

- This was a new question for this survey. Respondents were asked to indicate the primary place from which they access the WWW. Only one answer could be selected. "Distributed" means that they do not have a primary place--their access is distributed.
 - More than half of the respondents said their primary place of access was at home (55.4%). This number corresponds well with similar questions, such as Who Pays for Your Access where over half of respondents indicate that they pay for their own access.
 - More European users than US users consider work to be their primary place of access (46.3% vs. 32.2%).
 - Slightly more females have some location other than work or home as their primary place of Web access (11.7%).
 - More than 73% of those over 50 reported that their primary place of access is at home.
 - Respondents in the 26-50 age group are more likely to have their primary access from work than any other age group (39.2%).
 - A larger percentage of younger respondents have some other source as their primary access (20.3%) compared to other age groups (approximately 2%).
-

Actual Job

Graphs: [Table]

- The below table list the total number of responses per job for each segment as well as the respective percentages. Only 8.5% of the respondents are computer programmers.

Nature of Primary Internet Provider

Graphs: [Location] [Age] [Gender] [Table]

- This question attempts to try to determine the primary provider of Internet access to the respondents. Major online providers are Prodigy, Compuserve, etc., whereas local providers usually only provide connectivity to a regional area. "Commercial" refers to gaining access through primarily through work rather than one of the other sources.
- We continue to see growth in the number of respondents using local providers (48.5% fifth, 41.6% fourth). The next largest categories are educational providers (26.8%) and major providers (9.24%). The percentage gaining access from work dropped several percentage points since the fourth survey (7.9% fifth, 10.0% fourth).
- European respondents reported virtually the same distribution of sources as in the fourth survey. In the fifth survey, a smaller percentage of US respondents reported educational providers a primary source (26.7% fifth, 32.5% fourth).
- More males than females report gaining access through local providers (50.9% male, 43.4% female) and vice versa for educational affiliations (31.4% female, 24.7% male). These differences are less pronounced than in the fourth survey.
- More than half of those aged 19-25 reported educational institutions as their primary Internet provider, but almost 30% report using local providers as well.
- The majority of users over 50 cite local service providers as their primary providers (63.8%).
- Older users are somewhat more likely to subscribe to a major Internet service provider.

Age

Graphs: [Location] [Age] [Gender] [Table]

- The average age of all the Web users that responded to the Fifth Survey is 33.0 years old, a slight increase from the Fourth Survey, which had an average age of 32.7 years old.
- One of the re-occurring differences between European and US users is age profiles, with the European users (average age 28.8) being younger than their US counterparts (average age 33.9). These averages are almost the same as observed in the Fourth Survey (European 29.7; US 33.2).

- As with the Fourth Survey, there are few major differences between the age profiles for man and women. The average age for women is 31.9 years old, which is slightly younger than the men, which have an average age of 33.4 years old. These numbers are almost identical to the Fourth survey where the average ages were 31.8 yrs old for women and 33.1 yrs old for men.
 - A trend observed in the Fourth Survey that continues in the Fifth Survey is for the women to have a stronger presence within the 11-20 year old range, with 12.9% of the women belonging to the 16-20 yr old category compared to 10.1% of the men. The stronger presence of younger women is supported by the occupational data which also shows a strong presence of women college students.
-

Location

Graphs: [Table]

- The below table looks at all countries/states weighted equally. From this we see that 11.0% of the respondents came from California, followed by Texas (4.8%), New York (4.4%) and the United Kingdom (3.2%). This is the same ranking of the top three as in the Fourth Survey. Compared to the Third Survey, California is exerting less dominance over the location of the population. This may very well be attributable to the wider acceptance of the Web outside of Silicon Valley, the heart of the computer industry and Internet Companies.
-

Number of Dependents

Graphs: [Location] [Age] [Gender] [Table]

- The majority of the users surveyed report having no dependents (61.7%). European users (74.0%) are more likely to have no dependents than US users (61.0%). This trend was also observed in the Fourth Survey.
 - Another trend extending back to the Third Survey, is that more users report having two dependents (16.4%) than one dependent (14.1%). total of 7.9% of the users have three or more dependents.
 - Females reported having slightly more dependents than their male counterparts, though this difference is not statistically significant.
 - As one would expect, the youngest and the eldest age groups report having fewer dependents, with the 26-50 age group having the most. 74.6% of the 19-25 yr olds and 73.2% of the 50+ group report having no dependents, with 60.6% for the 26-50 yr olds.
-

Education

Graphs: [Location] [Age] [Gender] [Table]

- Overall, the distribution of educational attainment has stabilized from the trend of increasingly lower levels of attainment as seen in the Second, Third, and Fourth Surveys. The profile observed in the Fifth Survey closely resembles the Fourth survey, with 56.5% of the users having completed college or a more advanced degree (compared to 55.0% in the Fourth and 73% in the Second Survey).
 - European users (23.1% Masters, 5.4% Doctoral) tend to have more advanced degrees than the US users (16.2% Masters, 3.4% Doctoral).
 - In the US, the percent of users who have completed only grammar school increased from 1.9% in the Fourth Survey to 2.7% in the Fifth Survey, indicating more younger users.
 - The differences between the educational attainment of female and male users continues to decrease. Nearly the same number of women and men have graduated from college (33.1% female vs 32.9 male), with more women how have completed some college (29.9%) than men (26.1%). However, men have more doctoral and professional degrees (7.3% men vs 4.9% female).
 - Not surprisingly, the 19-25 age group reports having significantly lower levels of educational attainment than the other groups. Likewise, the 50+ age group (34.1% Masters/Doctoral) has more advanced degrees than the 26-50 age group (25.4% Masters/Doctoral).
-

How You Heard About Survey

Graphs: [Location] [Age] [Gender] [Table]

- This question attempts to begin to understand the response rates and various populations on the Internet and Web. This is the third time we asked the users to inform us how they found out about the current surveys. We broke the data into groups whom responded via announcements to newsgroups, other WWW pages, and listservs, etc. to see if these groups of users are different from one another. This may very well be one of the most interesting data points for understanding the use of the Web for surveying. Users were allowed to select more than one source, so the numbers may add to more than 100%.
- As in the previous surveys, the largest number of respondents found out about the survey by following a link from another Web page (69.0%). There was a significant decrease in the number who found out through Usenet newsgroups ("usenet" 15.7% in the fourth, "nntp" 7.0% in the fifth) and a small rise in several other categories: from friends, magazines, email, remembered from last time, and "other". This is encouraging news for us, because a diversification of the ways people heard about the survey suggests that we are reaching a

broader audience of Web users.

- More than three-quarters of our female respondents (75.2%) heard about the survey from other Web pages compared to 65.9% of males. This is a reverse from the fourth survey where more males than females came to the survey from other Web pages.
- There were only small differences between age groups for this question.
- Those in the 26-50 age range were somewhat less likely to hear about the survey from other Web pages compared to other age groups, and slightly more likely to hear about it from friends and email.

Hours Per Week of "Fun" Computing

Graphs: [Location] [Age] [Gender] [Table]

- Nearly 42% of respondents spend under 5 hours per week doing fun computing; 27.6% spend for 6-10 hours per week and 28.9% spend 11 to 50 hours per week. Although this distribution has not changed dramatically since the fourth survey, there is slight trend toward respondents spending less time having fun with their computers.
- Approximately half of European users (49.7%) claim to use their computers for fun for 1-5 hours per week, compared 35.8% of US users. Conversely, twice as many US users claim to use their computers for fun for 21-30 hours per week (8.1% US, 3.5% Europe).
- For casual computer fun (i.e. less than 20 hours per week), females seem to spend less time than their male counterparts. For intense computer fun (i.e. more than 20 hours per week) there are no differences between the amount of time spent by males and females.
- Both the oldest users and the youngest users spend more time on fun computing than those in the middle age range.

Gender

Graphs: [Location] [Age] [Gender] [Table]

- Overall, 31.5% of the users are female and the other 68.5% are male. This represents a moderate increase in female users from the Fourth Survey, where 29.3% reported being female, and quite a significant jump from the Third Survey (April 1995), where 15.5% reported being female.
- The US segment continues to be integrating more female users into its user base than other

countries, with 34.4% of the users being female in the US (65.6% male). Europe reports only 15.2% females. However, this is a 45% increase from the the Fourth Survey, where 10.5% of the European users were female.

- Compared to random sampling surveys, like O’Rielly, FIND/SVP, and Nielsen, the gender ratios for the Fifth survey are all within the reported margin of error, i.e., no statistical differences.
 - The younger age groups report more females than the older groups (32.1% 19-25 yrs old, 30.1% 26-50 yrs old, and 24.7% over 50 yrs old).
-

Disabilities

Graphs: [Location] [Age] [Gender] [Table]

- Since the Web does not easily facilitate access by users with disabilities, it is not surprising that 91.7% the users do not report any disabilities. This is almost exactly the same percent reported in the Fourth Surveys (91.8%).
 - Impaired vision is the most widely reported disability, but still only accounted for 3.7% of the responses. The other disabilities all were reported by less than 1% of the respondents apiece.
 - Compared to the other surveys, the percent of respondents without impairments has remained quite stable. For the Third Survey, 91.8% reported no disabilities and for the Second Survey, 95% reported no disabilities.
 - The proportions with impairments are consistent between the stratified segments of location and gender, but the age segmentation did reveal some differences. Elder users reported significantly more hearing, motor, and multiple impairments compared to the younger groups.
-

Income

Graphs: [Location] [Age] [Gender] [Table]

- The estimated average household income for the Fifth Survey is \$59,000 US dollars. As with the Third and Fourth Surveys, this question received the most ‘Rather not Say!’ responses (14.0%), nearly seven times greater than any other question.
- The average income for the Fifth Survey is slightly lower than the Fourth Survey (\$63,000) and much lower than the Third Survey (\$69,000). We do note that for the Fifth Survey, we

changed the ranges provided to the users of values to more accurately reflect normal income levels.

- As with previous surveys, the European users have more users in the lower income brackets (23.0% under \$20k) and fewer above \$50k (31.3%). This trend is due to the strong presence of students in the European Web user community.
 - Female users typically report lower income levels than their male counterparts, especially in the over \$50K income brackets.
 - As with the Fourth Survey, more women chose the 'Rather not Say!' than men (16.7% female vs 12.7% male), though this was less than reported in the Fourth Survey(18.3%).
 - As one would expect is directly proportional to age, with the 19-25 yr old age group reports having less income than the older age groups (29.4% under \$20k). For the 26-50 yr old age group, 48.4% report a household income above \$50k, with 61.5% over \$50k for the over 50 yr old age group.
-

Number of Months/Years Using Internet

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - 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).
 - 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%).
-

Native/First Language

Graphs: [Location] [Age] [Gender] [Table]

- Overall, 88.6% of the users report English being their native/first language. For the US, this number increases to 96.1% and for Europe it decreases to 43.3%. Europeans reported the 'Other Language' category 47.9%, indicating a problem with our question and response choices.
 - Given the tendency of female users to be located in the US, it is not surprising to see an increase in the number of native/first English speaking females (94.1%) in the sample compared to men (85.6%).
 - The same location bias that occurred with female users appears to also hold for the 50+ yr old age group, with 94.6% native/first English speaking compared to 82.6% for the 19-25 yr old age group.
-

Location

Graphs: [Location] [Age] [Gender] [Table]

- For classification of location by major geographical location, 73.4% of the respondents were from the US, 10.8% from Europe and 8.4% from Canada & Mexico. Compared to the Third Survey which was run one year ago (80.6% from the US, 9.8% from Europe, and 5.8% from Canada & Mexico), this represents a significant shift towards less of a US dominance in Web users.
 - Additionally, notable increases occurred in most of the other geographical areas like Asia, Africa, Oceania, the Middle East, and Central & South America. Responses were received from all the continents.
 - As evident from the Gender analysis, the US has percentage-wise more female users than all other locations. Over 80% of the female users were from the US, with 70.3 of the male users being from the US.
 - The vast majority of elderly users are located in the US (83.4%), more so than the other age groups (74.9% 26-50 yr old and 67.1% 19-25 yr old). Besides the US, the largest concentration of younger users (19-25 yr old) is in Europe (16.6%).
-

Marital Status

Graphs: [Location] [Age] [Gender] [Table]

- One of the more stable characteristics of Web users over the survey is marital status. Overall, 41.1% of the users are married, with 40.8% being single. The users whom reported living with another was 9.6% and those reporting begin divorced was 5.1%. Europeans were twice as likely to report living with another person (18.4%) compared to the US (8.0%). These percentages are almost exactly the same as in the Fourth Survey.
 - As with the Third and Fourth Survey, women Web users are less likely to be married than men (38.2% verses 42.5%) and more likely to be divorced (7.0% verses 4.2%) or living with another person (10.8% verses 9.1%).
 - As one would expect, three quarters of the 19-25 yr olds are single, with three quarters of the 50+ yr olds being married. The 26-50 yr olds are more likely to be married than single (54.0% vs 25.6%).
-

Monitor

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - Twice as many females were unsure of their bit depth than males (54.2% female, 24.4% males).
 - Because so many respondents in all categories are unsure of their bit depth, the differences in the other categories are not very significant.
-

Monitor Diameter

Graphs: [Location] [Age] [Gender] [Table]

- 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.

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

Number of Computers Owned

Graphs: [Location] [Age] [Gender] [Table]

- Nearly half of all respondents own only one computer (47.5%), while over a quarter (26.9%) own two. These numbers are almost identical to the fourth survey. Overall, there was a slight decrease in the number of respondents who don't own any computers (10.5% fourth, 8.1% fifth).
 - As with the fourth survey, the differences between US and European users in terms of PC ownership are insignificant.
 - Males are more likely to own multiple computers. Twice as many males own 3 or more computers (21.2%) compared to females (9.6%).
 - Females are more than twice as likely as males not to own a computer (13.7% female, 5.5% male).
 - Respondents over 50 were more likely to own multiple computers than any other age group. Respondents in the 19-25 age group were least likely to own any computers.
-

Occupation

Graphs: [Location] [Age] [Gender] [Table]

- 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%).**
 - **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.**
-

Online Services Subscribed To

Graphs: [Location] [Age] [Gender] [Table]

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

US Political Party

Graphs: [Location] [Age] [Gender] [Table]

- **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.)
 - 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.
 - 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).
-

Willingness to Pay Fees for Access

Graphs: [Location] [Age] [Gender] [Table]

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

- 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%).
-

Who Pays for Your Internet Access?

Graphs: [Location] [Age] [Gender] [Table]

- 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).
 - 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.
 - 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%).
-

Hours Per Week of "Personal" Computing

Graphs: [Location] [Age] [Gender] [Table]

- 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.

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

Primary Computing Platform

Graphs: [Location] [Age] [Gender] [Table]

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

Political Affiliation

Graphs: [Location] [Age] [Gender] [Table]

- 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.

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

Race

Graphs: [Location] [Age] [Gender] [Table]

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

Hours Per Week of "Work" Computing

Graphs: [Location] [Age] [Gender] [Table]

- 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.

- 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).
- 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.

For more information or to submit comments:
send e-mail to 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





WWW Usage Bulleted List

How Often Users Print/Save Documents

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - There were no significant differences between genders for this question.
 - Older respondents report archiving documents more frequently than younger respondents.
-

Frequency of Economic Information Use

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - More females than males report never having used the Web for economic information (49.9% females, 32.6% males).
 - Respondents over age 50 access economic information more regularly than younger respondents.
-

Frequency of Electronic News Use

Graphs: [Location] [Age] [Gender] [Table]

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

Graphs: [Location] [Age] [Gender] [Table]

- **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.**
 - **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.**
 - **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 Government Information Use

Graphs: [Location] [Age] [Gender] [Table]

- **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.**

- **Male respondents indicate a heavier usage of government documents than females do.**
 - **As with electronic news, there are no clear trends associated with age and frequency of accessing government documents.**
-

Number of Items Hotlisted/Bookmarked

Graphs: [Location] [Age] [Gender] [Table]

- **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).**
 - **In general, females have fewer items in their hotlist than males.**
 - **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 Hours Browser Used Per Week

Graphs: [Location] [Age] [Gender] [Table]

- **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.**
- **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.**
- **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%).

Browser Expected to Use in 12 Months

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - Females are slightly more inclined to use Netscape than other browsers.
 - There were no significant differences across age groups for this question.
-

Intranets Utilized within Organization

Graphs: [Location] [Age] [Gender] [Table]

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

Preference Towards Different Media Types

Graphs: [Location] [Age] [Gender] [Table]

- 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).
 - There were no significant differences between gender for this question.
 - Older users showed a slight preference for text and meta-indices, while younger users showed an equally slight preference for images.
-

Frequency of Newsgroup Use

Graphs: [Location] [Age] [Gender] [Table]

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

Primary Use of Browser

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - 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%).
 - 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%).
-

Problems Using the Web

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - The only notable difference between genders was the problem of finding information: 28.8% of males, and 40.0% of females reported this problem.
 - More younger users than older users reported finding and organizing information and returning to previously visited sites to be a problem.
-

Frequency of Product Information Use

Graphs: [Location] [Age] [Gender] [Table]

- **Product information is one of the most popular types of information accessed. Only 7.6% have never accessed product information on the Web; 30.1% access it on a weekly basis and 26.3% on a monthly basis.**
 - **Males access product information more regularly than females do: 34.6% of males access it on a weekly basis compared to only 20.0% of females.**
 - **15.2% of females have never accessed product information on the Web.**
 - **There are no clear trends for use of product information with respect to age, although there are noticeable differences in many of the frequency categories.**
-

Reasons for Saving and Printing WWW Pages

Graphs: [Location] [Age] [Gender] [Table]

- **For this question, users could mark more than one answer.**
 - **The most common reason for saving documents is to use them offline (63.3%), followed by reading them offline (52.7%), and distributing them to others (48.2%). These are the same reasons seen in the fourth survey, although the percentages for each have increased slightly.**
 - **There were no noticeable differences between genders.**
 - **Older users were more likely to save documents to use them offline, read them offline, and distribute them to others. Younger users were more likely to save them to use the content, to copy the format, or because they were afraid they would disappear.**
-

Frequency of Reference Information Use

Graphs: [Location] [Age] [Gender] [Table]

- **Reference information is the most frequently accessed category of those we inquired about. 17.5% of respondents reported using reference information on a daily basis and 33.8% use it on a weekly basis. Only 3.3% have never accessed reference information on the Web.**
- **Females reported slightly less frequent use of reference information than males did.**
- **Users in the 26-50 age range reported the most frequent use of reference information compared to other age groups.**

Frequency of Using WWW Browser to Replace other Internet Interfaces

Graphs: [Location] [Age] [Gender] [Table]

- Respondents frequently use their WWW browsers to replace other Internet interfaces (i.e. the use their browser to access FTP, Gopher, WAIS, etc.). 24.0% reported using it for this purpose at least once a day, and 19.8% at least once a week.
- Respondents from Europe use their WWW browsers for this purpose less frequently than do respondents from the US.
- More females than males were unsure of whether they were using their WWW browser to replace other Internet interfaces.
- There is no clear relationship between age and this use of WWW browsers.

Frequency of Research Information Use

Graphs: [Location] [Age] [Gender] [Table]

- A quarter of the respondents (25.5%) reported using research information "a few times".
- European respondents reported slightly more frequent use of research information.
- More females than males have never used the Web to find research information (20.4% females, 14.0% males).
- Younger users report more frequent usage of research information found on the Web.

Browsing Strategies

Graphs: [Location] [Age] [Gender] [Table]

- For this question, users were asked what strategies they use when browsing the Web: Hotlist (users revisiting pages they have added to their hotlist), Index (using search engines such as Lycos), Meta-index (using large indices such as Yahoo), Opportunistic (following links from page to page as they are encountered), and URL (typing in known URLs).

- For this question, users were allowed to mark more than one answer.
 - Once again, all categories had very high percentages. As in the fourth survey, the highest was Hotlist (84.7%) but the lowest changed from typing URLs to using Meta-indices (65.1%).
 - The percentages for Hotlist, URL, and Index (or Search) have risen since the fourth survey while percentages for Meta-indices and Opportunistic strategies have dropped.
 - Females reported a higher use of opportunistic searching than did males (78.0% female, 67.7% male).
 - Older respondents reported relying on their hotlist more than younger respondents.
-

Frequency of Online Shopping

Graphs: [Location] [Age] [Gender] [Table]

- Here, shopping refers to actually making purchases over the Web.
 - A high percentage of users (46.4%) have never used the Web for online shopping, but 33.5% have used it a few times.
 - An even higher percentage of users in Europe have never used the Web for shopping (58.8%), but interestingly they also have the highest percentage of users who use the Web to shop on a daily basis (7.6%).
 - Fewer females than males have used the Web for shopping at least once.
 - Respondents in the 19-25 age range are least likely to have used the Web for shopping at least once (53.0% never have), compared to approximately 41% who never have in the other age categories.
-

How Users Find Out About Pages

Graphs: [Location] [Age] [Gender] [Table]

- For this question, users were allowed to mark more than one answer.
- Most respondents (90.7%) find out about Web pages from other Web pages. The next most popular source is search engines with 83.1% of users finding pages this way. Other popular sources are: magazines (64.7%), friends (58.5%), Usenet ("nntp" 44.4%) and newspapers (39.3%).

- The most noticeable differences between US and European respondents are in finding out about Web pages via TV (38.2% US, 19.8% Europe) and Usenet (45.7% US, 55.6% Europe).
 - Continuing the trend from the fourth survey, a smaller percentage of females find out about pages from Usenet than do males (32.6% female, 52.1% male).
 - Older respondents are more likely to find out about Web pages through traditional media: magazines (71.6%), newspapers (56.7%), TV (37.8%), and books (31.8%).
 - All age groups are equally likely to use other Web pages and search engines to find new Web pages.
-

Speed of Connection to Internet

Graphs: [Location] [Age] [Gender] [Table]

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

Intend to Spend on Access Next Year

Graphs: [Location] [Age] [Gender] [Table]

- This was a new question for the fifth survey. Slightly more than half of all respondents (51.9%) plan to spend between \$101 and \$500 (US) for Internet access next year and 21.0% plan to spend nothing. Very few plan to spend over \$500.

- **Europeans plan to spend less, in general.**
 - **Females, in general, plan to spend less on access than males and 26.6% plan to spend nothing. This is probably because of the educational affiliation of many female respondents.**
 - **Users over age 50 plan to spend more than other age groups with 71.2% planning to spend between \$101 and \$500.**
-

Intend to Spend on Content Next Year

Graphs: [Location] [Age] [Gender] [Table]

- **Exactly half of all respondents don't plan to spend anything on Internet content in the next year. Another 28.4% plan to spend less than \$100.**
 - **Females expect to spend less than males on content in the next year.**
 - **62.7% of users aged 19-25 years don't expect to spend anything on content in the next year.**
 - **Older users plan to spend more, which is probably because they have higher incomes, in general. Very few users in any age group plan to spend more than \$500.**
-

Intend to Spend on Software and Hardware Next Year

Graphs: [Location] [Age] [Gender] [Table]

- **Respondents reported a wide range of expected spending on Software and Hardware in the next year: 28.0% plan to spend \$101-500 (US) while 24.7% plan to spend \$1000-4999. The remaining percentages of those who plan to spend something, are almost equally likely to spend more, less, or between these amounts.**
- **Only 11.0% do not plan to spend anything on Software and Hardware next year.**
- **Europeans are more like to spend nothing or more than \$1000 than are Americans.**
- **Females, in general, plan to spend less next year on Software and Hardware.**
- **Respondents in the 19-25 age range are most likely to spend less than \$100, while users over 50 are most likely to spend \$101-500.**
- **Those aged 26-50 years are most likely to spend over \$1000 next year.**

Technologies Used for Communication

Graphs: [Location] [Age] [Gender] [Table]

- This is a new question for the fifth survey, and was designed to determine what technologies people are using to communicate with each other. The results indicate that most people use many different technologies to communicate.
- Email is used by respondents just as much as the telephone, and both uses are reported by almost all of the respondents (98.1% email, 97.6% phone). The technologies that are used the least are wireless phones (44.3%) and pagers (32.5%), but these percentages are still quite high, in general.
- More than twice as many US respondents use voice mail as European respondents, likewise for pagers.
- There were no significant differences for gender for this question.
- Respondents in the 26-50 age range are more likely to use each communication method than are other users with the exception of traditional mail ("snail mail") which is used more by older respondents.

Frequency of Surfing the WWW Instead of Watching TV

Graphs: [Location] [Age] [Gender] [Table]

- 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.
- 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.
- 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 Weather Information Use

Graphs: [Location] [Age] [Gender] [Table]

- A quarter of respondents (25.6%) have never used the Web for weather information, another 28.2% have only accessed it a few times.
 - 44.24% of Europeans have never accessed weather information, compared to only 20.0% percent of Americans.
 - Females report accessing weather information less frequently than males.
 - Older respondents are more likely to access weather information frequently than younger respondents.
-

For more information or to submit comments:
send e-mail to 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





Politics Bulleted List

Connectedness with other People Since being Online

Graphs: [Location] [Age] [Gender] [Table]

- Overall, 38.6% of respondents reported feeling more connected to people who share their views and 43.3% felt equally connected.
 - A slightly higher percentage of European respondents reported feeling more connected (44.4%).
 - Slightly more males than females reported feeling more or equally connected to people who share their views (86.2% male, 80.8% female).
 - Only 27.9% of those over age 50 report feeling more connected, compared to 43.7% of those aged 19-25.
-

Number of Emailings to Government Officials

Graphs: [Location] [Age] [Gender] [Table]

- The majority of respondents have never sent email to their highest government official (73.1%). 17.7% have sent 1 or 2 email messages. Only 2.5% reported that they cannot send email to their highest official.
- A higher percentage of respondents from Europe reported that they have never sent email to their highest government official (77.89%) or cannot (15.66%).
- There were no noticeable differences between genders for this question.
- Slightly more respondents over the age of 50 reported sending more than 3 email messages to their highest government official (8.2%).

Primary Sources of News/Political Info

Graphs: [Location] [Age] [Gender] [Table]

- For this question, respondents were allowed to choose more than one category and results show that they get their news and political information from a variety of sources. The most popular were: local newspapers (62.6%), network television news (58.2%), online news (52.7%), and news TV channels (CNN, C-Span, etc.) (51.4%). The least popular were: online discussions (9.2%), professional journals (15.4%), and talk radio (24.2%).
- A much higher percentage of European respondents reported getting their information from national newspapers (79.5%) than did US respondents (31.7%). These percentages were reversed for local newspapers (29.6% Europe, 65.9% US). Also, Europeans reported less use of news radio and news TV channels, but more use of professional journals.
- Females reported a higher use of local newspapers, network TV news, and offline discussions as their source for news and political information. Males report more use of national newspapers and electronic news.
- Respondents aged 19-25 reported more use of national newspapers (32.2%) and offline discussions (49.6%) as sources of news and political information. Those over age 50 report more use of local newspapers, network TV news, and news TV channels. Respondents between 26 and 50 report the highest use of news radio and electronic news.

Involvement with Issues Since being Online

Graphs: [Location] [Age] [Gender] [Table]

- Overall, 40.3% of respondents reported that they are more involved with political issues since coming online. 48.36% reported being equally involved.
 - Slightly more Europeans report being more involved (42.2%).
 - More males than females report being more involved with political issues since coming online (42.2% male, 36.9% female).
 - More respondents between 19-25 reported being more involved (43.5%) than do other age groups. The majority of those between 26 and 50 reported being equally involved (52.2%).
-

Elected Officials Attitude Towards the People

Graphs: [Location] [Age] [Gender] [Table]

- More than half of the respondents feel that elected officials don't care what people like themselves think (59.9%).
 - There were no differences between US and Europe responses for this question.
 - A slightly higher percentage of males feel that elected officials do care what people like themselves think (40.5% male, 37.8% female).
 - As age increases, more respondents feel that officials do care what people like themselves think: 36.6% of 19-25 year olds, 39.9% of 26-50 year olds, and 50.2% of those over 50.
-

Offline Political Activities

Graphs: [Location] [Age] [Gender] [Table]

- The most popular offline political activities were: discussing political issues ("debate", 68.4%), signing a petition (46.8%), and writing/calling government officials (34.9%). The least popular were: joining a political group (9.9%), volunteering for a party/candidate (10.93%), and attending a rally (17.1%).
 - US respondents report more activity in each category (except "other"), especially writing/calling government officials and discussing political issues. More Europeans report engaging in "other" political activities.
 - Differences between genders are small for this question, but slightly more females than males report discussing political issues and signing petitions.
 - Respondents over 50 are more active in all areas except attending rallies and signing petitions.
 - More than half of respondents over 50 have written or called a government official in the last year (52.6%) compared to 22.4% of those aged 19-25. More than a quarter (27.2%) have contributed or solicited money compared to only 16.9% of those aged 26-50 and 6.9% of those aged 19-25.
-

Online Political Activities

Graphs: [Location] [Age] [Gender] [Table]

- Over 52.2% of respondents report engaging in some "other" online political activity that does not fall into any of the given categories. For the categories given, the most popular online activities were: writing a government official (31.0%), discussing political issues (23.3%), and signing petitions (22.1%).
 - As with offline activities, Europeans engage in "other" political activities more than US respondents and less in all other categories.
 - Males report more activity in all categories except "other".
 - The percentage of respondents aged 19-25 who take part in online petitions is more than double the percentage of those over age 50 (30.4% and 13.6% respectively).
 - Those over age 50 report less activity in the categories given, but more activity in "other" online activities.
-

Currently Registered to Vote

Graphs: [Location] [Age] [Gender] [Table]

- An extremely high percentage of respondents are currently registered to vote (91.9%). This is not surprising given the high levels of education and income also reported by survey respondents.
 - There were no differences between male and female respondents for this question.
 - Older respondents are somewhat more likely to be registered to vote: 89.9% for 19-25 years old, 94.5% for 26-50 years old, and 96.8% for those over 50 years old.
-

Frequently Visited Sites

Graphs: [Location] [Age] [Gender] [Table]

- In this question, the choice "search engines" was included to provide a baseline for comparing other sites; 65.6% reported visiting search engines frequently.
- The most frequently visited sites were: online newspapers (37.9%), CNN (35.9%), and "other" (26.0%).
- Most of the sites specifically listed are geared toward US politics, so as expected, fewer

Europeans reported using them frequently. More Europeans, however, report using online news frequently (47.6%).

- A higher percentage of males reported using search engines (74.5%), online news (41.3%), and CNN (39.0%) frequently. Slightly more females reported using White House documents frequently (11.61%).
 - Respondents over 50 reported using all of the resources more frequently, except CNN, search engines, and "other". Fewer of those between 19 and 25 years reported using online news frequently (33.9%).
-

Use of White House Electronic Documents

Graphs: [Location] [Age] [Gender] [Table]

- Over half of the respondents (58.2%) have never used White House electronic documents. 38.1% have used them occasionally or infrequently. Only 2.1% have used them frequently.
 - As we would expect, European respondents report using them less with 69.1% never having used them compared to 50.9% of US respondents.
 - More males reported casual use of White House electronic documents with 42.0% having used documents occasionally or infrequently.
 - A higher percentage of those aged 19-25 have never accessed White House electronic documents (59.6%). Those over age 50 report slightly more frequent use.
-

Most Recent Voting Behavior

Graphs: [Location] [Age] [Gender] [Table]

- Approximately 60% of all respondents report having participated in the most recent local, legislative, and national elections.
- In the US, the highest participation rate is in national elections (72.5%) while in Europe, the highest rate is in local elections (59.1%).
- For local and legislative elections, there were no differences between males and females.
- Females reported a slightly higher participation rate for national elections: 63.3% for females, 58.25% for males.

- **Across all voting categories, the participation rate increased dramatically with age. The age 19-25 respondents averaged 45.8% participation, 26-50 averaged 69.6%, and over 50 averaged 81.6%.**

For more information or to submit comments:
send e-mail to 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





Data Privacy Bulleted List

Falsified Online Registration

Graphs: [Location] [Age] [Gender] [Table]

- Over a quarter (26.2%) of respondents replied that they have provided false demographic information when registering with Web sites. This suggests that sites which rely on information collected from registered users, should probably interpret their numbers conservatively.
 - 11.1% have never registered with a Web site.
 - There were no noticeable differences between European and US respondents.
 - More males than females report providing false registration information: 29.8% of males compared to 18.8% of females.
 - More females report never having registered with a Web site.
 - Younger respondents are much more likely to provide false registration information than are older respondents: 32.0% for 19-25 years old, 25.0% for 26-50 years old, and 13.6% for those over 50 years old.
-

Knowledge of Information Logged per Page Request

Graphs: [Location] [Age] [Gender] [Table]

- The goal of this question was to gain an initial understanding of user's knowledge about what can be logged on a per transaction basis. That is, for each page requested, users were asked which of the following information can be logged by the Web server issuing the page.
- Most users are aware the the time of the request (85.1%) as well as the name of the requested page (82.7%) are loggable. Following in order of response rates, the name of the

user's machine (71.0%), the name of the user's browser (59.0%), the user's email address (45.2%), the user's operating system name (37.9%), a site id that persists across sessions (aka cookies) (37.7%), and finally the user's physical location (31.7%). 14.7% reported not knowing what information is loggable.

- This question reveals that while the majority of users understand the basic information that can be recorded per transaction, many do not know some of the advanced features like cookies. Additionally, the current HTTP specifications do not enable the user's email address to be logged, thus indicating that 45.2% of the users hold a false belief about what is loggable. Yet, given the recent implementation bugs (enabled the user's email address to be sent to whomever) of certain browsers that implement scriptable languages like Javascript, this results may be a bit ambiguous.
 - Overall, Europeans tended to have a better understanding of what information is loggable than their US counterparts.
 - In general, males tended to have a better understanding of what is loggable than females, typically by 7-13 percentage points.
 - Likewise, younger users seem more familiar with the types of loggable information than their older counterparts, though typically by only 5-10 percentage points.
-

Opinions of Data Privacy Issues

Graphs: [Location] [Age] [Gender] [Table]

- For this question, users were asked to rate their level of agreement with various statements about data privacy issues. There were 5 choices, ranging from Agree Strongly (5) to Disagree Strongly (1).
- The statement that respondents agreed most strongly with (4.6/5.0) was: "I value being able to visit sites on the Internet in an anonymous manner." A close second at 4.4 was: "A user ought to have complete control over which sites get what demographic information." The desire to control their own information is also seen in the conditions under which users are willing to reveal that information. (See: Terms & Conditions.)
- Continuing to emphasize the importance of control, many respondents agreed that they "ought to be able to take on different aliases/roles at different times on the Internet" (3.7). But they strongly disagreed with the idea that "content providers have the right to resell information about its users to other companies" (1.7).
- Most users, however, recognize that Web site designers have a legitimate need to collect demographic information in order to better design their Web sites (3.8) and to market their sites to advertisers (3.8). Most also recognize a role for advertising-supported content (4.0).

- The differences between genders were minimal for most statements, except that females were less likely to see a need for advertising-supported content (3.8) and disagreed even more strongly with the right of content providers to resell demographic information (1.5).
 - There were no noticeable differences for different age groups for this question.
-

Terms & Condition for Revealing Demographic Info

Graphs: [Location] [Age] [Gender] [Table]

- 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.
 - 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.
 - 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.
-

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

For more information or to submit comments:
send e-mail to 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





HTML Authors Bulleted List

Number of Documents Authored Directly in HTML

Graphs: [Location] [Table]

- 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.
-

Hours Learning HTML

Graphs: [Location] [Table]

- 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.
-

Planning on Using Java in Next Year

Graphs: [Location] [Table]

- 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%).
-

Knowledge about Java's Security Measures

Graphs: [Location] [Table]

- 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.
-

Have Programmed in Java

Graphs: [Location] [Table]

- 17.3% of respondents who identify themselves as Web authors have programmed in Java.
 - A slightly higher percentage of European respondents have programmed in Java (21.0%).
-

Perception of Java's Security

Graphs: [Location] [Table]

- 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.
-

Major Advantages of Java Programming

Graphs: [Location] [Table]

- 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.
-

Value-Added by Java to the Web

Graphs: [Location] [Table]

- 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.
-

Most Used Language for CGI Scripting

Graphs: [Location] [Table]

- 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.)
-

Overall Learning of HTML and Specific HTML Features

Graphs: [Location] [Table]

- 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.
-

Types of HyperLinks Documents Contain

Graphs: [Location] [Table]

- 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.
-

Number of Documents Authored Using Publishing Software

Graphs: [Location] [Table]

- 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 Years Programming

Graphs: [Location] [Table]

- 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.
-

Sources Consulted in Learning HTML

Graphs: [Location] [Table]

- 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%).
-

Topics of Documents Authored

Graphs: [Location] [Table]

- 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.
-

For more information or to submit comments:
send e-mail to 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





Webmasters Bulleted List

Amount Charged for Advertising

Graphs: [Location] [Table]

- Amounts listed are on a "per week" basis. "None" means that the site does not allow advertising.
 - Over three quarters (76.6%) of the webmasters who responded administer a site which does not allow advertising. The largest category of those who do allow advertising (12.3%) charge under \$50 per week.
-

Important Features of a Web Server

Graphs: [Location] [Table]

- This was a new question for the Fifth survey. Respondents were allowed to mark more than one answer.
 - The most commonly cited feature was performance (83.7%) followed by ease of administration (74.6%) and price (56.5%). The features that were least frequently cited as important were having access to source code (22.2%), virtual hosting (28.7%), and cataloging (29.1%) and these percentages are still quite high.
-

Which Servers Plan on Operating in 6 Months

Graphs: [Location] [Table]

- This was a new question for the Fifth survey, and respondents could select more than one answer.

- The server that the highest percentage plan to operate in the next 6 months is Netscape's NetSite (36.5%) followed by WebSTAR (28.6%) and Apache (23.1%).
 - Compared to what webmasters said they were currently using (Types of Servers), webmasters plan to use more Apache, Microsoft, NetSite, and WebSTAR servers. They plan to use less CERN, MacHTTP, and NCSA servers.
-

Operate an Internal Server (Intranet)

Graphs: [Location] [Table]

- Well over half of the webmasters who responded are operating an internal server (65.0%).
 - The percentage who operate internal servers in Europe is slightly higher: 67.2%.
-

Number of People Maintain Web Server For

Graphs: [Location] [Table]

- Over half (55.9%) of the webmasters who responded said they maintain Web servers for between 1 and 50 people. Almost a quarter (23.9%) maintain them for over 100 people.
-

Operation of Mirrors and Proxies

Graphs: [Location] [Table]

- The percentage of webmasters who replied that they operate a proxy has grown since the fourth survey from 16.7% to 20.0% in the fifth survey. The percentage of European webmasters operating a proxy is even higher: 33.6%.
 - The percentage of webmasters mirroring other sites has grown slightly as well: from 11.8% in the fourth survey, to 13.4% in the fifth.
-

Number of Servers Operating

Graphs: [Location] [Table]

- 42.3% of webmasters reported operating only one server while 38.3% reported operating 2 or 3. The remaining 29.4% operate 4 or more.
-

Which Servers Currently Operating

Graphs: [Location] [Table]

- This question has changed somewhat from the fourth survey where respondents could mark only one answer. For the fifth, they could mark more than one.
 - The most popular server is Netscape's Netsite (30.3%), followed closely by NCSA (25.5%) and WebSTAR (24.7%). The least popular overall are: BESTWWWD (0.4%), WinHTTP (1.7%), and HTTPS (5.3%).
 - European respondents reported more use of all the different kinds of servers except MacHTTP and WebSTAR. There was a dramatic difference in usage (with Europeans reporting much higher usage) for BESTWWWD, CERN, WebSite, and WinHTTP.
-

Speed of Server Connection to Internet

Graphs: [Location] [Table]

- The most common connection speed is 1Mb/sec (37.1%) and the next most common is 10Mb/sec (19.8%). This is a reverse from the fourth survey where 39.0% connected at 10Mb/sec.
-

For more information or to submit comments:
send e-mail to 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





Web Service Providers Bulleted List

Amount Charged for Advertising

Graphs: [Location] [Table]

- Amounts listed are on a "per week" basis. "None" means that the site does not allow advertising.
 - More than half of the respondents do not allow advertising (57.4%) on their sites. Of those who do, the largest category charge under \$50 per week.
 - More European sites allow advertising than US sites, and in addition, they charge higher rates, in general.
-

Domain Registration Services

Graphs: [Location] [Table]

- A much higher percentage of Web Service Providers now provide Domain Name Service (DNS) registration than just six months ago: 73.8% for the fifth survey, and 53.8% for the fourth.
 - European Providers are even more likely to provide DNS registration than their US counterparts (81.4% Europe, 76.5% US).
-

Factors Affecting Pricing

Graphs: [Location] [Table]

- In order to better understand the pricing of services by Web Service Providers, this question

allowed respondents to choose from more than one option.

- The factor which respondents reported most affects the pricing is the complexity of the project (85.0%), followed closely by other factors (83.9%) and the duration of maintenance (71.1%).
 - In general, providers seem to be using more factors to determine pricing than previously as almost all of these percentages are up from the fourth survey. The one factor that decreased in importance was the size of the project, which was the primary factor that determined pricing in the fourth survey.
-

Number of Customers

Graphs: [Location] [Table]

- NOTE: The percentage for the number of providers in Europe with no customers is incorrect-- it should be 0.0%. Likewise, the number in the table should be 0. This will be fixed as soon as possible.
 - The average number of customers per Web Service Provider continues to slowly grow. 67.5% reported having more than 11 customers, compared to 59.2% in the fourth survey.
 - US providers are still more likely to have a larger customer base than European providers.
-

Current Number of Employees

Graphs: [Location] [Table]

- There are more mid-sized providers reported in the fifth survey than in the fourth: 25.8% have 11 to 50 employees compared to 20.9% in the fourth. The number of small-sized firms is the same as the in the fourth survey (60.5%).
 - US respondents tend to have a smaller number of employees compared to European respondents.
-

Pricing for Page Creation

Graphs: [Location] [Table]

- **NOTE: The European percentages are wrong for this question. This will be corrected as soon as possible.**
 - **The most popular pricing scheme for page design and creation continues to be custom pricing (31.4%). For providers who use a standardized pricing model the most popular is hourly (32.7%).**
-

Pricing for Script Creation

Graphs: [Location] [Table]

- **NOTE: The European percentages are wrong for this question. This will be corrected as soon as possible.**
 - **As with pricing for page creation, the most popular model is custom pricing (36.3%). For those with a regular pricing scheme, most charge on an hourly basis (38.1%).**
-

Types of Services Provided

Graphs: [Location] [Table]

- **This question attempts to gain an idea of what types of services Web Service Providers (WSPs) are offering.**
 - **The percentage of providers who provide the following services are up notably from the fourth survey: consulting (69.9% fourth, 79.6% fifth), disk space (58.9% fourth, 65.7% fifth), marketing (55.3% fourth, 65.7% fifth), page design (78.1% fourth, 86.3% fifth), CGI scripting (57.4% fourth, 72.9% fifth), and shell accounts (48.2% fourth, 67.0% fifth). The only category that dropped was traffic analysis (51.5% fourth, 47.8% fifth).**
 - **In general, European providers offer more services than do US providers.**
-

Number of Months/Years in Business

Graphs: [Location] [Table]

- **This question has changed since the fourth survey to include longer time spans.**
- **Web providers vary greatly in the number of years they have been in business. Almost a**

quarter (24.2%) reported being in business for over four years, while another quarter (24.5%) have been in business for one to two years. New businesses continue to join the provider industry as well, with 15.5% having been in business for less than six months.

- Providers in Europe tend to be both older and newer than those in the US.

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

For more information or to submit comments:
send e-mail to 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





Collected Datasets

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

As part of our continued commitment towards the WWW community and its success, we are again making available the entire datasets for this set of surveys. This enables specialized analysis for those whose needs exceed our analysis. The datasets are however subject to certain copyright restrictions. Here's access to explore the ftp site, where you can also get the datasets. A tar'd file of the all the datasets is available via ftp.cc.gatech.edu in /pub/gvu/www/survey/survey-04-1996/datasets.tar.Z.

Note: Clicking on the following links will download the actual datasets and the 'CB' hyperlink to access the code books.

- [CB] General Demographic Dataset (3.2 M)
- [CB] WWW/Internet Usage & Preferences Dataset (2.5 M)
- [CB] Data Privacy Dataset (1.0 M)
- [CB] Politics Dataset (0.9 M)
- [CB] HTML Authors Dataset (0.5 M)
- [CB] Webmasters Dataset (0.1 M)
- [CB] Web Service Providers Dataset (0.03 M)
- Consumer Surveys
 - [CB] Advertising Dataset (1.2 M)
 - [CB] Information Gathering and Purchasing Dataset (0.8 M)
 - [CB] Security of Transactions Dataset (1.3 M)
 - [CB] Purchasing Behavior Dataset (0.7 M)
 - [CB] Opinions of Vendors Dataset (0.9 M)

[[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.

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

