



Graphs and Tables of the Results

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

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

How to Access the Information

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

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

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

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

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

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

General Demographics - All Below Questions Had 11,736 Respondents

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

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

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

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

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

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

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

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

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

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

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

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

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

User Preferences - All Below Questions Had 6,619 Respondents

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

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

- These analyses are still being conducted.
-

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

- [L T] Hours Spent Learning Basis of HTML

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

HTML Authors - All Below Questions Had 3,218 Respondents

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

Webmasters - All Below Questions Had 991 Respondents

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

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

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

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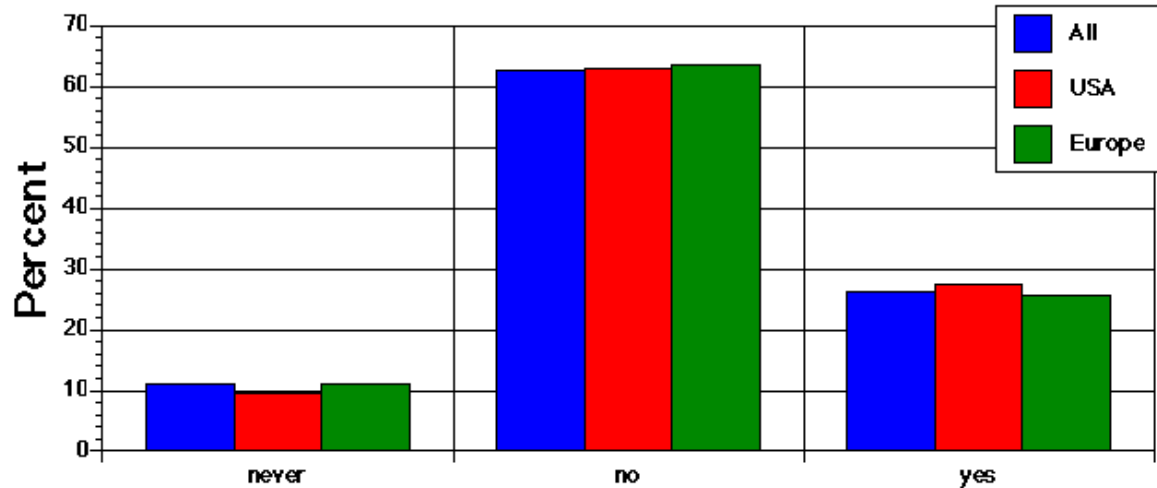


Falsified Online Registration

Notes:

- **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.**
-

Falsified Online Registration split by Location



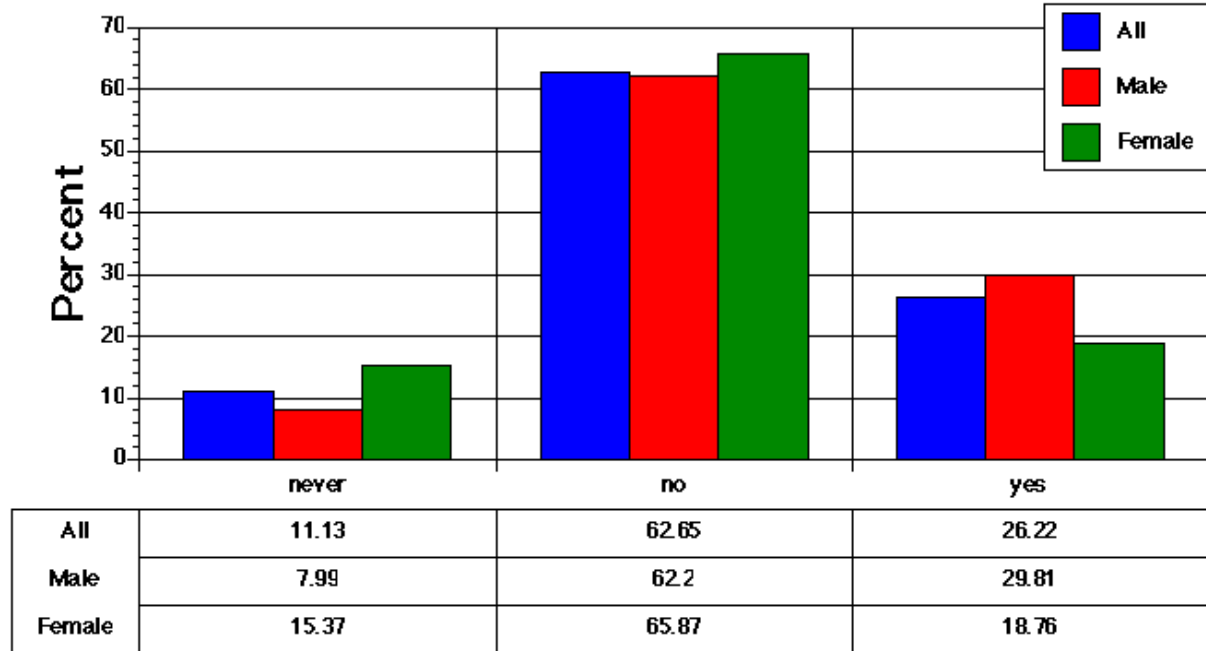
All	11.13	62.65	26.22
USA	9.41	63.07	27.51
Europe	11.01	63.46	25.52

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

- More 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.
-

Falsified Online Registration split by Gender

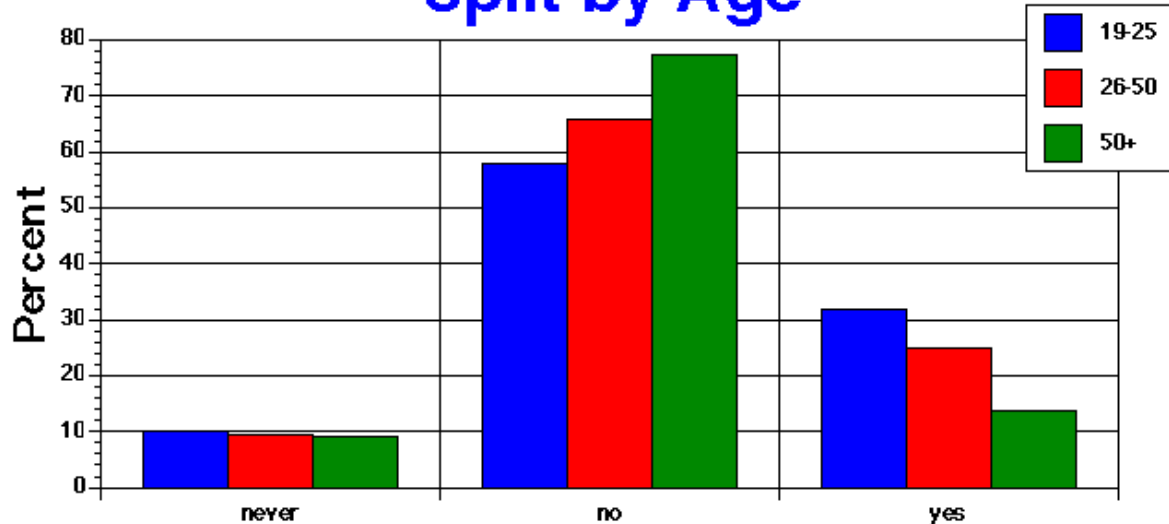


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Notes:

- 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.

Falsified Online Registration split by Age



19-25	10.11	57.9	31.99
26-50	9.41	65.75	24.84
50+	9.05	77.38	13.57

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Table of Data for All Categories

Falsified Online Registration

	All	Male	Female	USA	Europe	19-25	26-50	50+
never	665	314	245	393	63	133	311	40
no	3742	2445	1050	2634	363	762	2173	342
yes	1566	1172	299	1149	146	421	821	60

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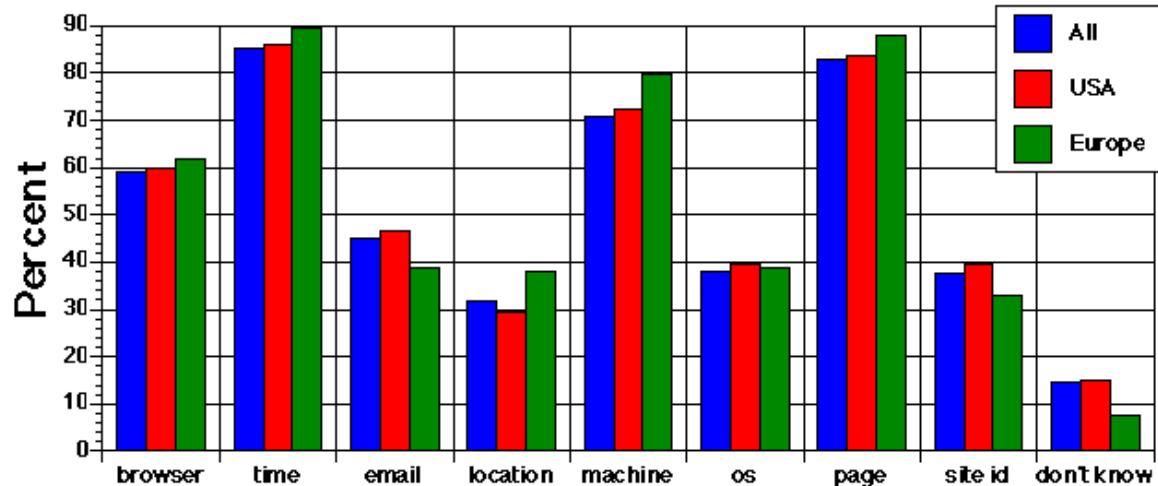


Knowledge of Information Logged per Page Request

Notes:

- 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 that 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.
-

What Users Think can be Logged per Page Request split by Location



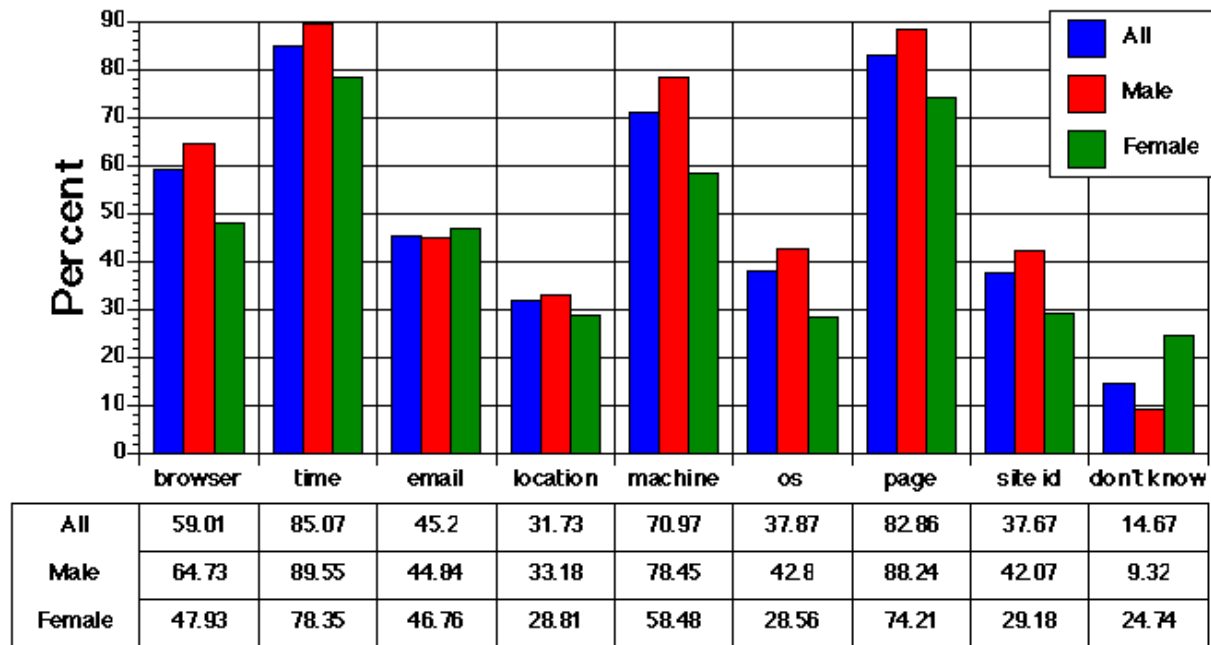
All	59.01	85.07	45.2	31.73	70.97	37.87	82.86	37.67	14.67
USA	59.75	86.12	46.44	29.58	72.26	39.63	83.76	39.73	14.83
Europe	61.72	89.48	38.79	37.93	79.66	38.79	87.76	33.1	7.41

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Notes:

- In general, males tended to have a better understanding of what is loggable than females, typically by 7-13 percentage points.
-

What Users Think can be Logged per Page Request split by Gender

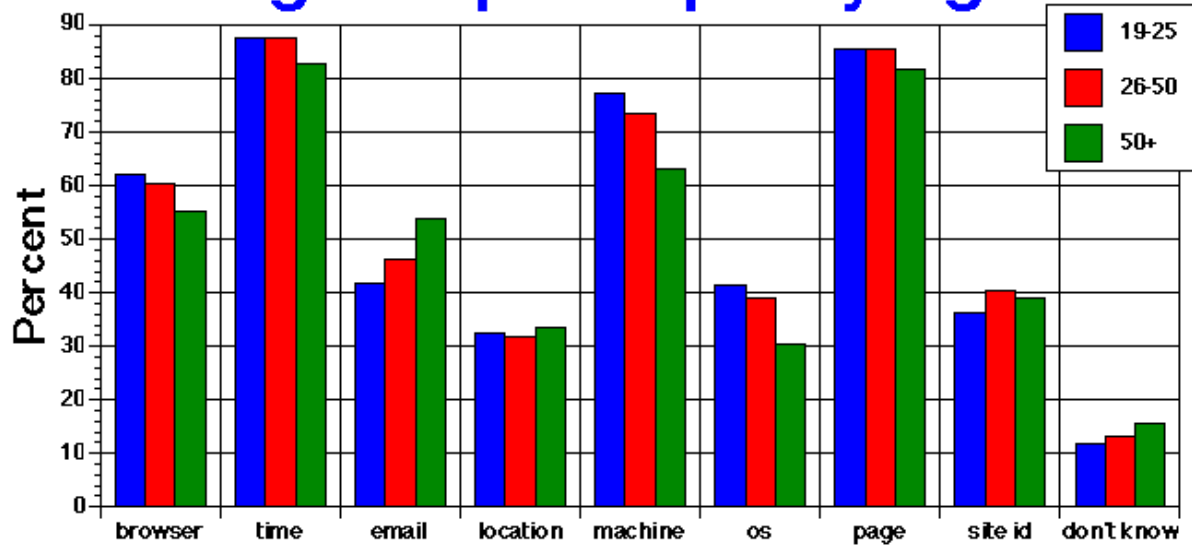


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Notes:

- Likewise, younger users seem more familiar with the types of loggable information than their older counterparts, though typically by only 5-10 percentage points.

What Users Think can be Logged per Page Request split by Age



	browser	time	email	location	machine	os	page	site id	don't know
19-25	62.01	87.54	41.67	32.43	77.25	41.29	85.59	36.26	11.94
26-50	60.22	87.49	46.21	31.87	73.6	39.04	85.42	40.23	13.32
50+	55.06	82.7	53.93	33.48	63.15	30.34	81.8	38.88	15.73

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Table of Data for All Categories

What Users Think can be Logged per Page Request

	All	Male	Female	USA	Europe	19-25	26-50	50+
browser	3573	2577	777	2527	358	826	2016	245
time	5151	3565	1270	3642	519	1166	2929	368
email	2737	1785	758	1964	225	555	1547	240
location	1921	1321	467	1251	220	432	1067	149
machine	4297	3123	948	3056	462	1029	2464	281
os	2293	1704	463	1676	225	550	1307	135
page	5017	3513	1203	3542	509	1140	2860	364
site id	2281	1675	473	1680	192	483	1347	173
don't know	888	371	401	627	43	159	446	70

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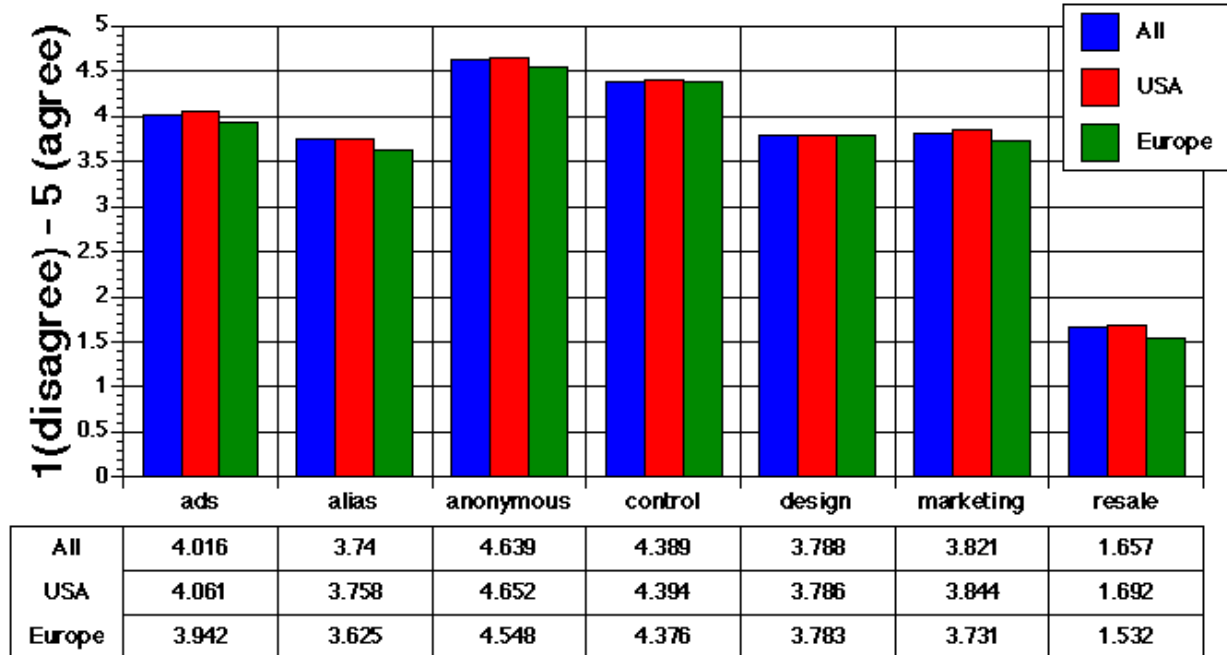


Opinions of Data Privacy Issues

Notes:

- 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).
-

Opinions of Data Privacy Issues split by Location

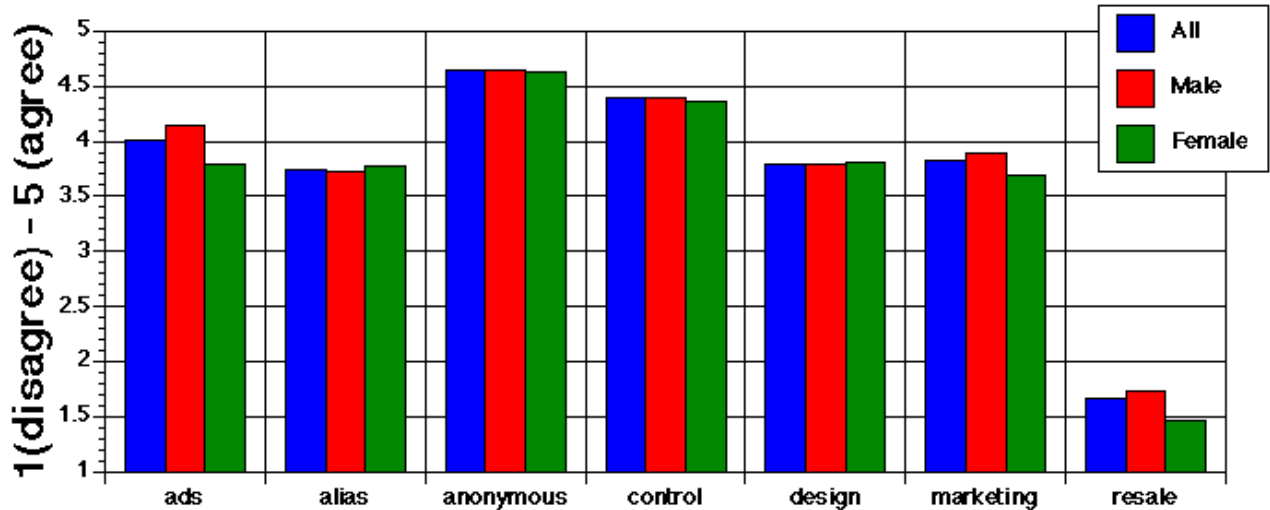


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Notes:

- 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).

Opinions of Data Privacy Issues split by Gender



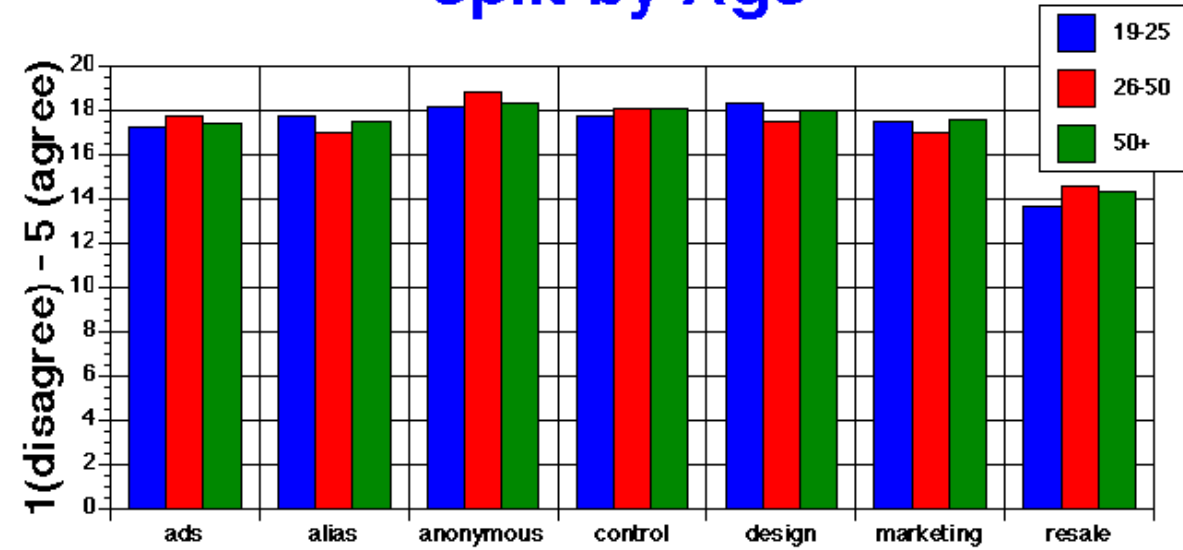
All	4.016	3.74	4.639	4.389	3.788	3.821	1.657
Male	4.14	3.729	4.639	4.393	3.798	3.884	1.736
Female	3.79	3.769	4.629	4.368	3.809	3.697	1.47

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Notes:

- There were no noticeable differences for different age groups for this question.
-

Opinions of Data Privacy Issues split by Age



19-25	17.26	17.77	18.2	17.76	18.32	17.47	13.64
26-50	17.77	17.04	18.83	18.05	17.52	16.98	14.54
50+	17.42	17.48	18.36	18.07	18.03	17.56	14.3

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Table of Data for All Categories

Opinions of Data Privacy Issues

	All	Male	Female	USA	Europe	19-25	26-50	50+
ads	4.016	4.14	3.79	4.061	3.942	3.964	4.105	4.009
alias	3.74	3.729	3.769	3.758	3.625	3.89	3.698	3.39
anonymous	4.639	4.639	4.629	4.652	4.548	4.671	4.639	4.497
control	4.389	4.393	4.368	4.394	4.376	4.32	4.406	4.412
design	3.788	3.798	3.809	3.786	3.783	3.813	3.823	3.739
marketing	3.821	3.884	3.697	3.844	3.731	3.809	3.885	3.834
resale	1.657	1.736	1.47	1.692	1.532	1.58	1.702	1.668

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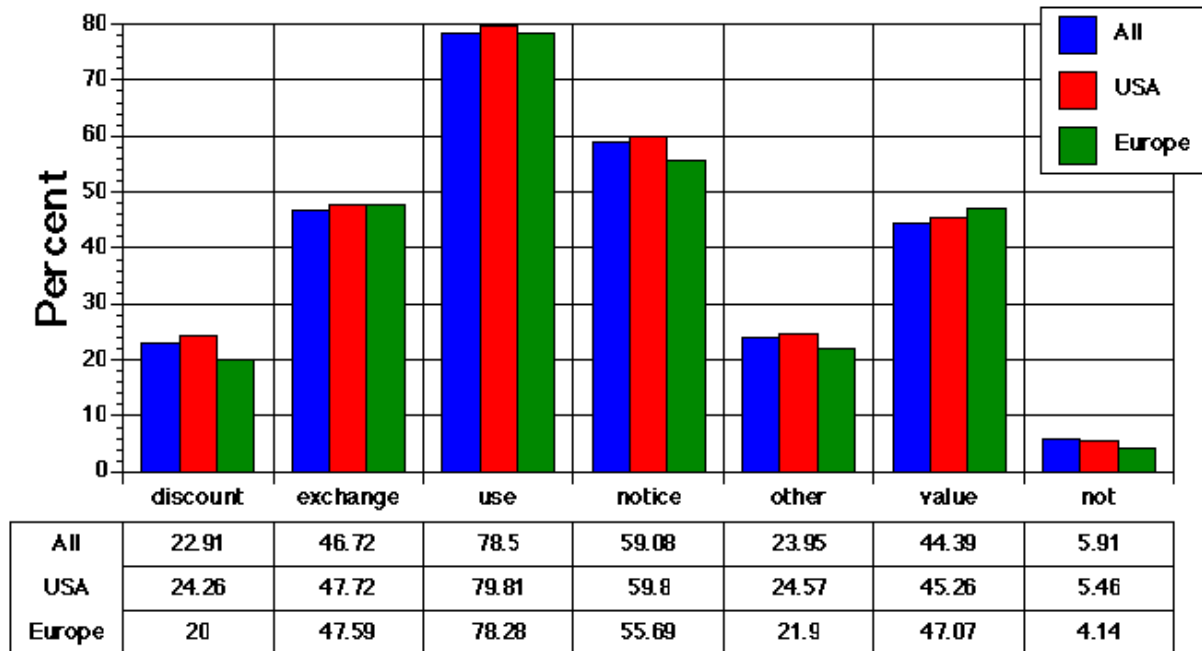


Terms & Condition for Revealing Demographic Info

Notes:

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

Terms & Condition for Revealing Demographic Info split by Location

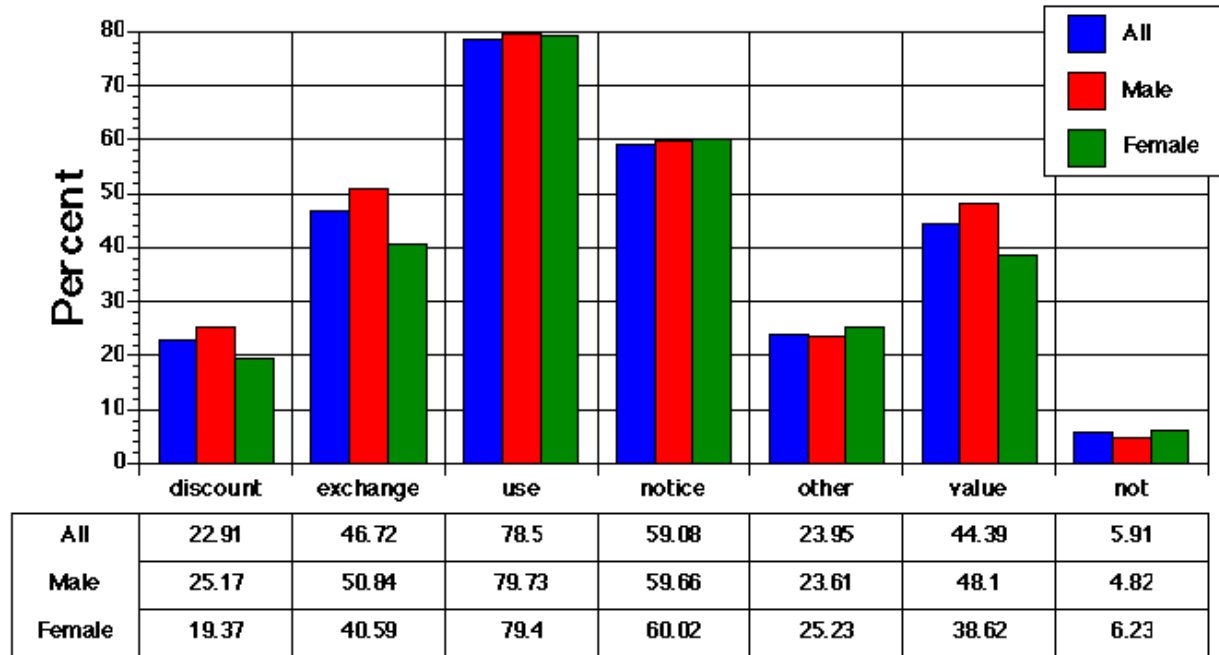


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Notes:

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

Terms & Condition for Revealing Demographic Info split by Gender

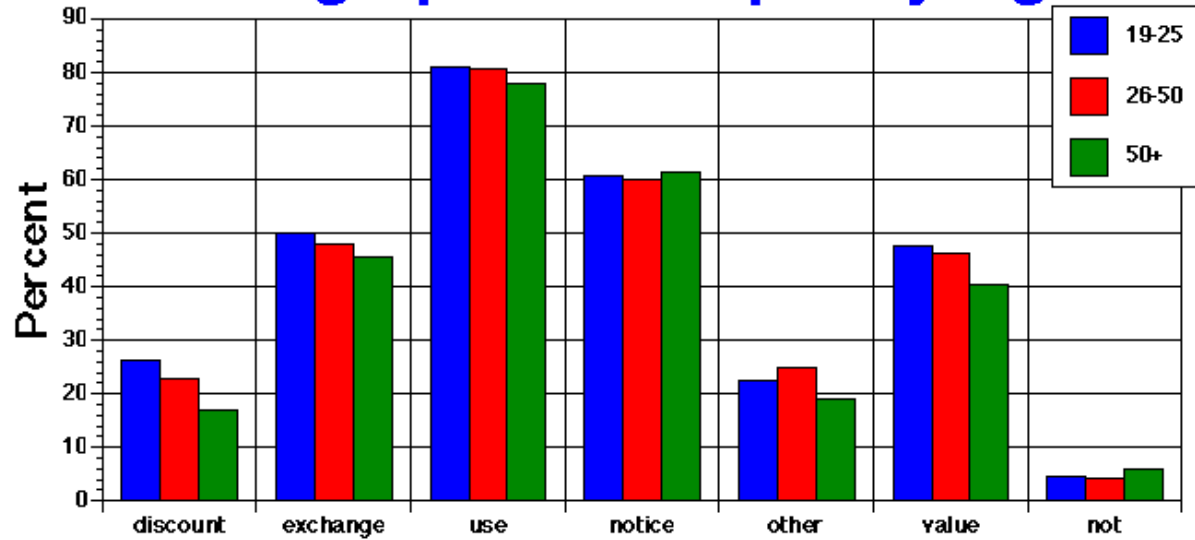


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Notes:

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

Terms & Condition for Revealing Demographic Info split by Age



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

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Table of Data for All Categories

Terms & Condition for Revealing Demographic Info

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

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