



## Graphs and Tables of the Results

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### Table of Contents

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

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

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### 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.

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## **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

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## 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

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## 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

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## 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

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## 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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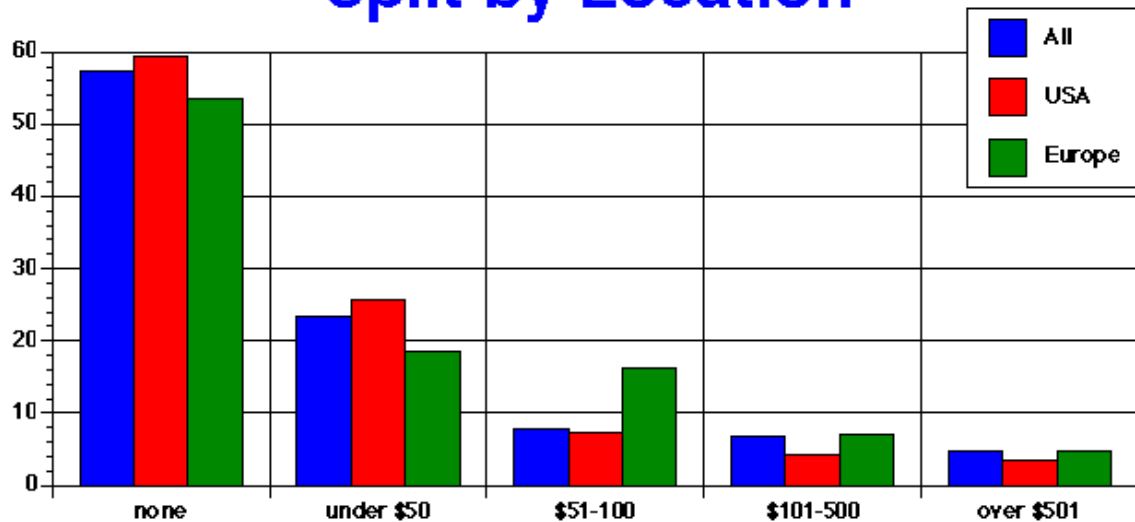
## Amount Charged for Advertising

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### Notes:

- 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.
-

## Amount Charged for Advertising split by Location



All	57.4	23.32	7.85	6.73	4.71
USA	59.4	25.64	7.26	4.27	3.42
Europe	53.49	18.6	16.28	6.98	4.65

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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### Table of Data for All Categories



# Amount Charged for Advertising

	All	USA	Europe
none	256	139	23
under \$50	104	60	8
\$51-100	35	17	7
\$101-500	30	10	3
over \$501	21	8	2

Source: GVU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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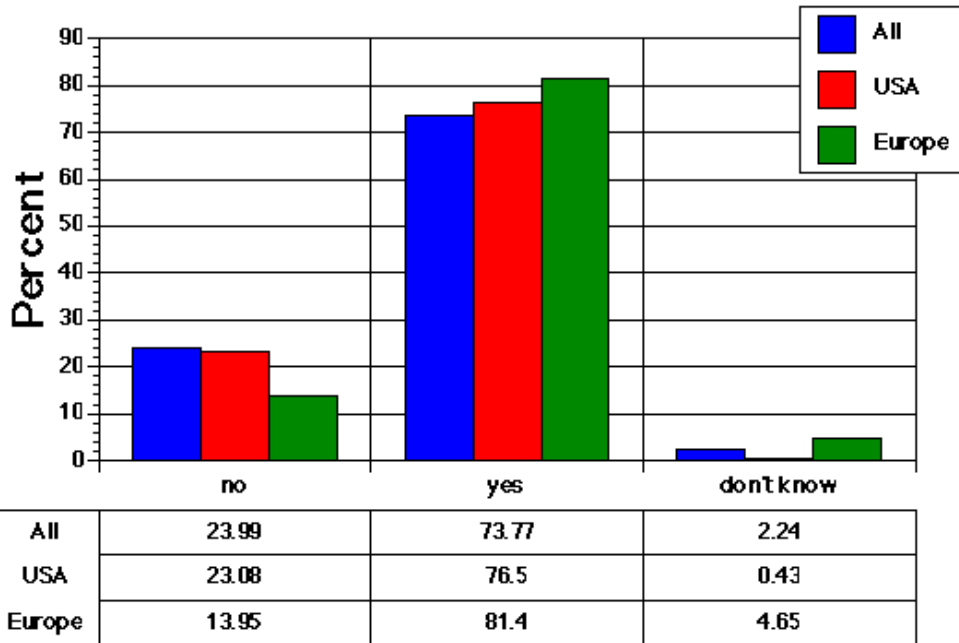
## Domain Registration Services

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### Notes:

- **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).**
-

# Provide Domain Registration Services Split by Location



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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## Table of Data for All Categories

# Provide Domain Registration Services

	All	USA	Europe
no	107	54	6
yes	329	179	35
don't know	10	1	2

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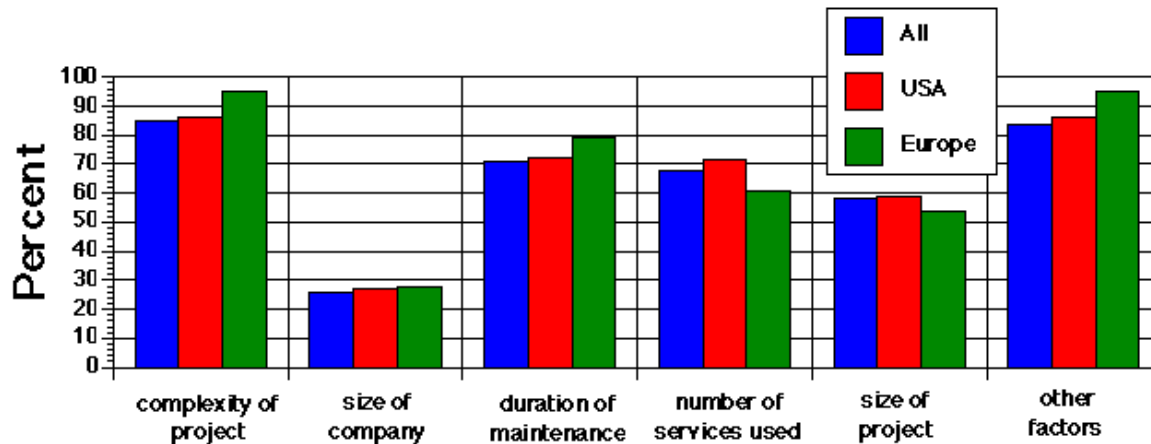
## Factors Affecting Pricing

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### Notes:

- **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.**
-

## What factors determine pricing? Split by Location



All	84.98	25.78	71.08	67.94	58.07	83.86
USA	85.9	26.92	72.22	71.37	58.97	85.9
Europe	95.35	27.91	79.07	60.47	53.49	95.35

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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### Table of Data for All Categories

# What factors determine pricing?

	All	USA	Europe
complexity of project	379	201	41
size of company	115	63	12
duration of maintenance	317	169	34
number of services used	303	167	26
size of project	259	138	23
other factors	374	201	41

Source: Gvu's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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## Number of Customers

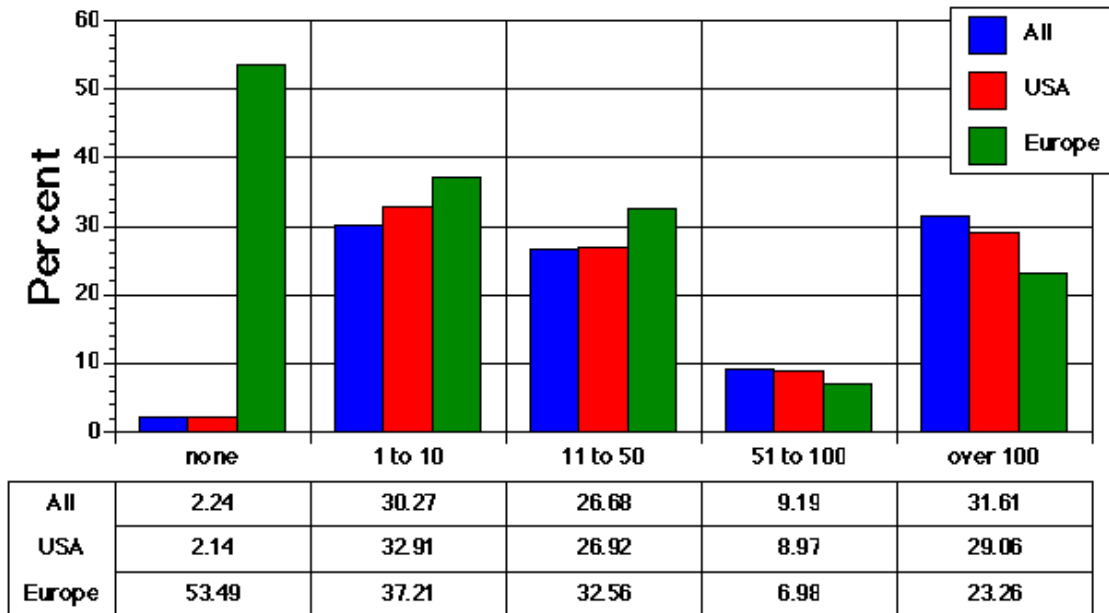
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### Notes:

- **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 Customers Split by Location



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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## Table of Data for All Categories

# Current Number of Customers

	All	USA	Europe
none	10	5	23
1 to 10	135	77	16
11 to 50	119	63	14
51 to 100	41	21	3
over 100	141	68	10

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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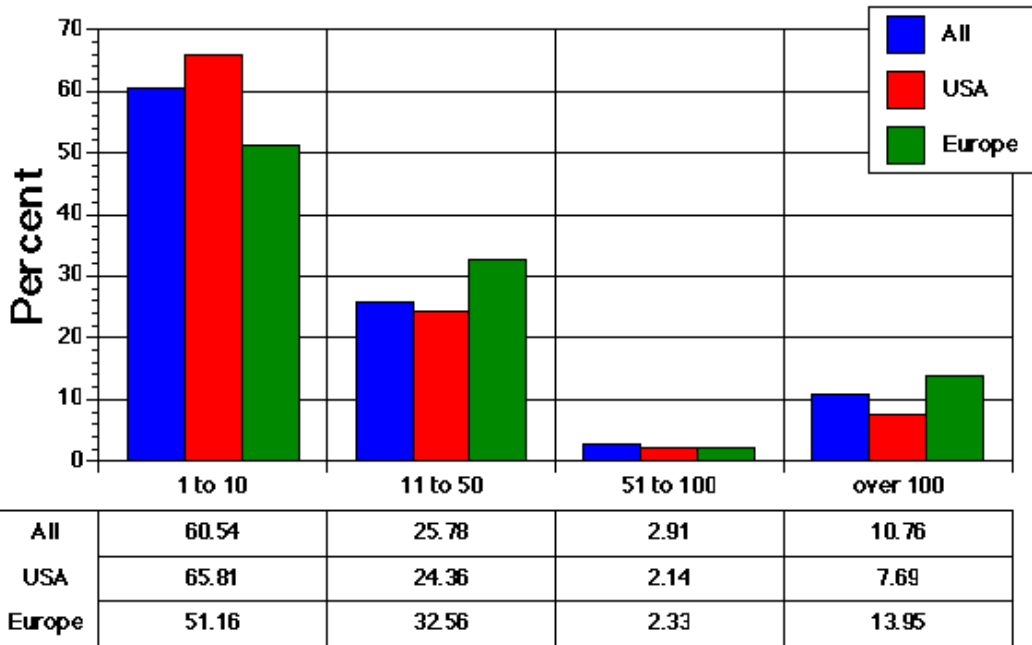
## Current Number of Employees

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### Notes:

- **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.**
-

# Current Number of Employees Split by Location



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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## Table of Data for All Categories

## Current Number of Employees

	All	USA	Europe
1 to 10	270	154	22
11 to 50	115	57	14
51 to 100	13	5	1
over 100	48	18	6

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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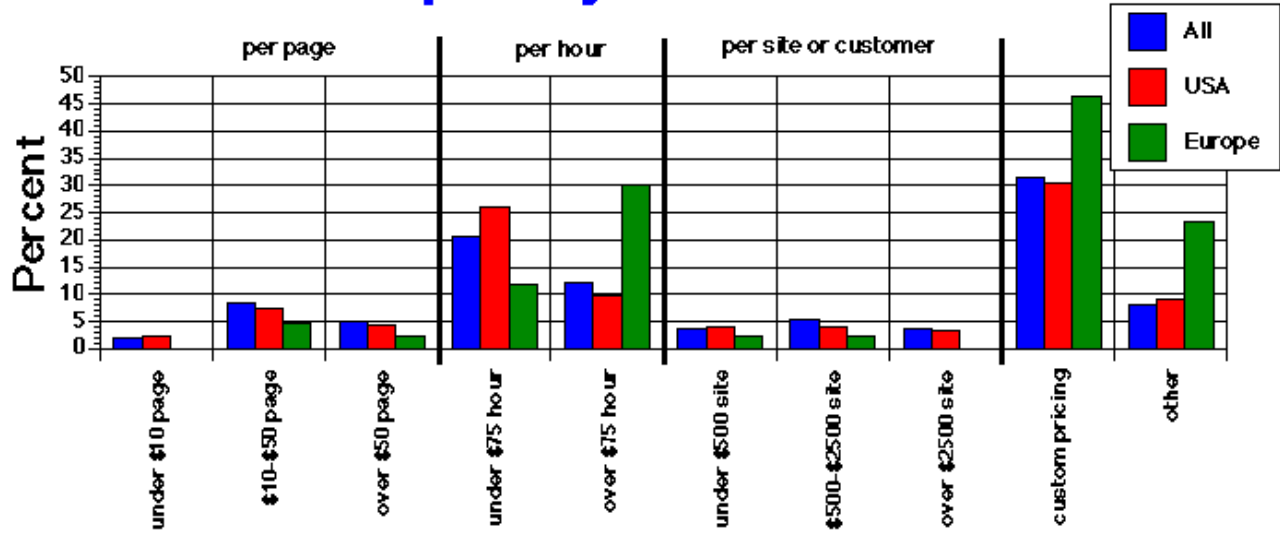
## Pricing for Page Creation

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### Notes:

- **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 Page Creation Split by Location



All	1.79	8.3	4.93	20.63	12.11	3.81	5.38	3.59	31.39	8.07
USA	2.14	7.26	4.27	26.07	9.83	3.85	3.85	3.42	30.34	8.97
Europe	0	4.65	2.33	11.63	30.23	2.33	2.33	0	46.51	23.26

Source: GYU's Fifth WWW User Survey<sup>tm</sup> (Conducted April 1996)  
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## Table of Data for All Categories

# Pricing for Page Creation

	All	USA	Europe
under \$10 page	8	5	
\$10-\$50 page	37	17	2
over \$50 page	22	10	1
under \$75 hour	92	61	5
over \$75 hour	54	23	13
under \$500 site	17	9	1
\$500-\$2500 site	24	9	1
over \$2500 site	16	8	
custom pricing	140	71	20
other	36	21	10

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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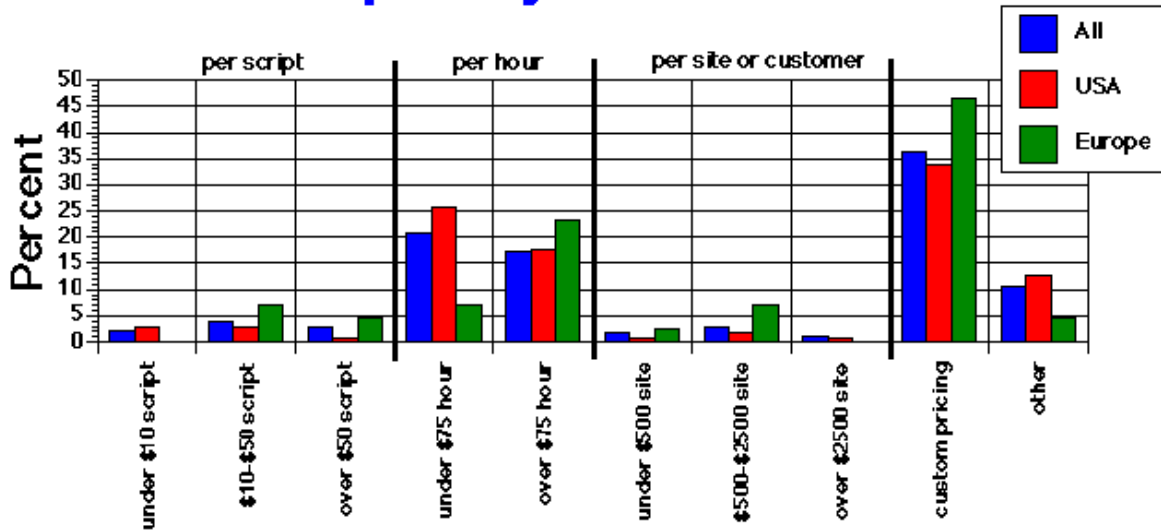
## Pricing for Script Creation

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### Notes:

- **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%).**
-

# Pricing for Script Creation Split by Location



All	2.24	4.04	2.91	20.85	17.26	1.79	2.69	1.12	36.32	10.76
USA	2.99	2.99	0.85	25.64	17.52	0.85	1.71	0.85	33.76	12.82
Europe	0	6.98	4.65	6.98	23.26	2.33	6.98	0	46.51	4.65

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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## Table of Data for All Categories

# Pricing for Script Creation

	All	USA	Europe
under \$10 script	10	7	
\$10-\$50 script	18	7	3
over \$50 script	13	2	2
under \$75 hour	93	60	3
over \$75 hour	77	41	10
under \$500 site	8	2	1
\$500-\$2500 site	12	4	3
over \$2500 site	5	2	
custom pricing	162	79	20
other	48	30	2

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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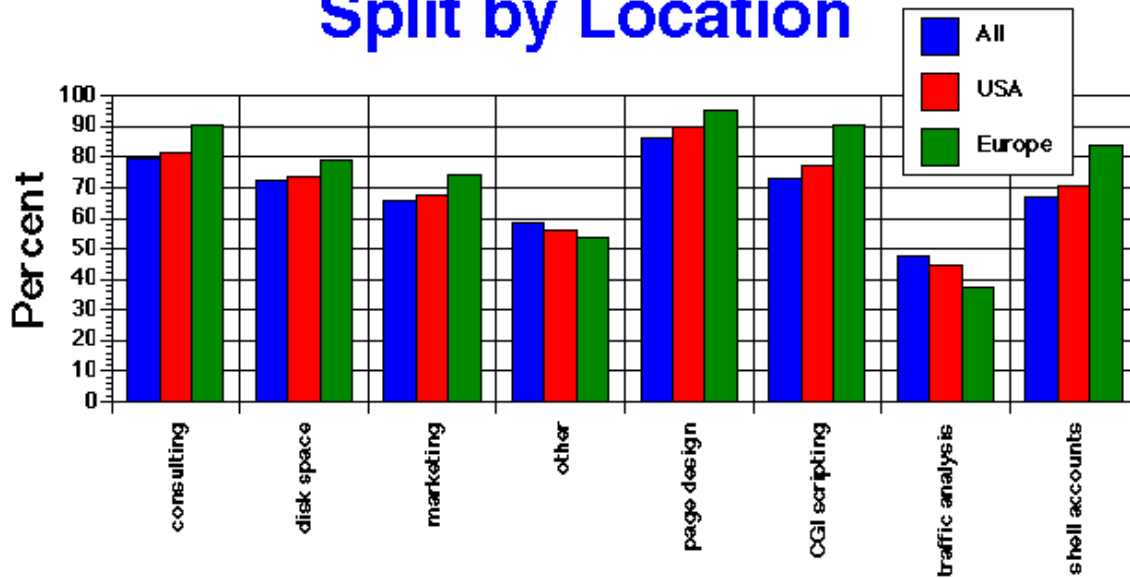
## Types of Services Provided

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### Notes:

- **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.**
-

## Types of Services Provided Split by Location



All	79.6	72.42	65.7	58.74	86.32	72.87	47.76	67.04
USA	81.62	73.93	67.52	55.98	89.74	77.35	44.87	70.51
Europe	90.7	79.07	74.42	53.49	95.35	90.7	37.21	83.72

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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### Table of Data for All Categories

# Types of Services Provided

	All	USA	Europe
consulting	355	191	39
disk space	323	173	34
marketing	293	158	32
other	262	131	23
page design	385	210	41
CGI scripting	325	181	39
traffic analysis	213	105	16
shell accounts	299	165	36

Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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**For more information or to submit comments:  
send e-mail to [www-survey@cc.gatech.edu](mailto:www-survey@cc.gatech.edu).**

**GVU's WWW Surveying Team  
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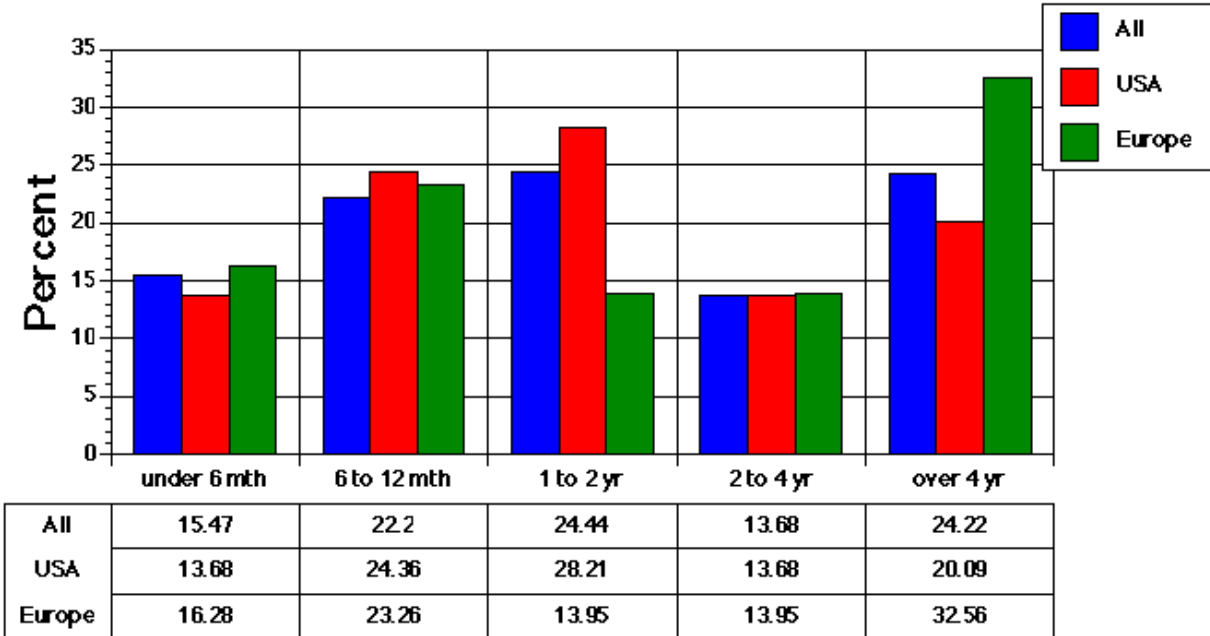
## Number of Months/Years in Business

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### Notes:

- **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.**
-

# Number of Months/years In Business Split by Location



Source: GYU's Fifth WWW User Survey<sup>™</sup> (Conducted April 1996)  
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## Table of Data for All Categories



## Number of Months/Years In Business

	All	USA	Europe
under 6 mth	69	32	7
6 to 12 mth	99	57	10
1 to 2 yr	109	66	6
2 to 4 yr	61	32	6
over 4 yr	108	47	14

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