Graphs and Tables of the Results

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

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

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**Politics - 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 - 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
- [L A G T] Type of Monitor (Bit Depth)
- [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
- [L A G T] Number of Computers Owned
- [L A G T] Primary Computing Platform
- [L A G T] Technologies Used to Communicate - 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] 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
- [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
- [L A G T] Are Intranets Used in Your Organization - 6,619 Respondents
Frequency of Web Use/Behaviors - All Below Questions Had 6,619 Respondents

- Frequency of WWW Use
- Number of Hours Browser Used/Week
- Number of Items on Bookmark/Hotlist
- How Often Users Save/Print Documents (Archive)
- 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%.
  - Economic Information
  - Electronic News
  - Government Information
  - Newsgroups
  - Product Information
  - Reference
  - Research
  - Shopping
  - Weather
- Frequency of Using WWW Browser to Replace other Internet Interfaces (Choice "Don’t Know" omitted.)
- Frequency of Surfing the WWW Instead of Watching TV (Choice "Don’t Know" omitted.)
- Intend to Spend on Access Next Year
- Intend to Spend on Content Next Year
- Intend to Spend on Software & Hardware Next Year

User Preferences - All Below Questions Had 6,619 Respondents

- Problems Using the Web
- Primary Use of Browser
- Browsing Strategies
- 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

- Hours Spent Learning Basis of HTML
Overall Learning of HTML and Specific HTML Features

Sources Consulted in Learning HTML

HTML Authors - All Below Questions Had 3,218 Respondents

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

Webmasters - All Below Questions Had 991 Respondents

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

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

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

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

Table of Data for All Categories

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<th>$51-100</th>
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<th>Over $501</th>
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<td>53.4</td>
<td>18.6</td>
<td>16.28</td>
<td>6.98</td>
<td>4.65</td>
</tr>
</tbody>
</table>

Source: GVU's Fifth WWW User Survey™ (Conducted April 1996)
<URL:http://www.cc.gatech.edu/gvu/user_surveys>
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Contact: www-survey@cc.gatech.edu
## Amount Charged for Advertising

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<th>Europe</th>
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<td>7</td>
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<td>$101-500</td>
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</tr>
<tr>
<td>over $501</td>
<td>21</td>
<td>8</td>
<td>2</td>
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Domain Registration Services

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

Table of Data for All Categories

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<tr>
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<th>no</th>
<th>yes</th>
<th>don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
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<td>73.77</td>
<td>2.24</td>
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<tr>
<td>USA</td>
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<td>76.5</td>
<td>0.43</td>
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<tr>
<td>Europe</td>
<td>13.95</td>
<td>81.4</td>
<td>4.65</td>
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</tbody>
</table>

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Contact: www-survey@cc.gatech.edu
# Provide Domain Registration Services

<table>
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<tr>
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<th>Europe</th>
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<td>54</td>
<td>6</td>
</tr>
<tr>
<td>yes</td>
<td>329</td>
<td>179</td>
<td>35</td>
</tr>
<tr>
<td>don't know</td>
<td>16</td>
<td>1</td>
<td>2</td>
</tr>
</tbody>
</table>

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Factors Affecting Pricing

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

Table of Data for All Categories

<table>
<thead>
<tr>
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<tbody>
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<td>complexity of project</td>
<td>84.98</td>
<td>85.9</td>
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<tr>
<td>size of company</td>
<td>25.78</td>
<td>20.92</td>
<td>27.01</td>
</tr>
<tr>
<td>duration of maintenance</td>
<td>71.08</td>
<td>72.22</td>
<td>70.07</td>
</tr>
<tr>
<td>number of services used</td>
<td>67.94</td>
<td>71.37</td>
<td>60.47</td>
</tr>
<tr>
<td>size of project</td>
<td>58.07</td>
<td>58.97</td>
<td>53.40</td>
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<tr>
<td>other factors</td>
<td>83.86</td>
<td>85.9</td>
<td>95.35</td>
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</table>

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### What factors determine pricing?

<table>
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<tr>
<th>Factor</th>
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<th>Europe</th>
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</thead>
<tbody>
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<td>201</td>
<td>41</td>
</tr>
<tr>
<td>size of company</td>
<td>115</td>
<td>63</td>
<td>12</td>
</tr>
<tr>
<td>duration of maintenance</td>
<td>317</td>
<td>169</td>
<td>34</td>
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<tr>
<td>number of services used</td>
<td>303</td>
<td>167</td>
<td>26</td>
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<tr>
<td>size of project</td>
<td>259</td>
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</tr>
<tr>
<td>other factors</td>
<td>374</td>
<td>201</td>
<td>41</td>
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</table>

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Number of Customers

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

<table>
<thead>
<tr>
<th></th>
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<th>1 to 10</th>
<th>11 to 50</th>
<th>51 to 100</th>
<th>over 100</th>
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<tbody>
<tr>
<td>All</td>
<td>2.24</td>
<td>30.27</td>
<td>26.68</td>
<td>9.19</td>
<td>31.61</td>
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<td>USA</td>
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<td>32.91</td>
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<td>Europe</td>
<td>53.49</td>
<td>37.21</td>
<td>32.56</td>
<td>6.98</td>
<td>23.26</td>
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</table>

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Table of Data for All Categories
## Current Number of Customers

<table>
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<tr>
<th></th>
<th>All</th>
<th>USA</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>None</td>
<td>10</td>
<td>5</td>
<td>23</td>
</tr>
<tr>
<td>1 to 10</td>
<td>135</td>
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<td>11 to 50</td>
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<tr>
<td>51 to 100</td>
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<td>3</td>
</tr>
<tr>
<td>Over 100</td>
<td>141</td>
<td>66</td>
<td>10</td>
</tr>
</tbody>
</table>

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Current Number of Employees

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 fifth. 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

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent</th>
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</thead>
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<tr>
<td>USA</td>
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<tr>
<td>Europe</td>
<td>51.16</td>
</tr>
</tbody>
</table>

1 to 10: USA 11 to 50: USA 51 to 100: USA over 100: USA

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Table of Data for All Categories
Current Number of Employees

<table>
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<tr>
<th></th>
<th>All</th>
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<th>Europe</th>
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</thead>
<tbody>
<tr>
<td>1 to 10</td>
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<td>11 to 50</td>
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<tr>
<td>51 to 100</td>
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<td>5</td>
<td>1</td>
</tr>
<tr>
<td>over 100</td>
<td>48</td>
<td>18</td>
<td>6</td>
</tr>
</tbody>
</table>

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Pricing for Page Creation

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

Table of Data for All Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent per page</th>
<th>Percent per hour</th>
<th>Percent per site or customer</th>
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<td>$10-$50 page</td>
<td>2.14</td>
<td>7.26</td>
<td>4.27</td>
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<tr>
<td>over $50 page</td>
<td>26.07</td>
<td>9.63</td>
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<td>under $75 hour</td>
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<td>8.97</td>
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<tr>
<td>other</td>
<td>8.07</td>
<td>23.26</td>
<td>23.26</td>
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# Pricing for Page Creation

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<tr>
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<th>Europe</th>
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Pricing for Script Creation

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

![Bar chart showing percentage of pricing for different categories, split by location (USA and Europe).](chart_image)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percent per script</th>
<th>Percent per hour</th>
<th>Percent per site or customer</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>USA</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Europe</td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

Table of Data for All Categories

<table>
<thead>
<tr>
<th>Category</th>
<th>Under $10 script</th>
<th>$10-$30 script</th>
<th>$30-$50 script</th>
<th>Over $50 script</th>
<th>Under $75 hour</th>
<th>Over $75 hour</th>
<th>Under $50 site</th>
<th>Over $50 site</th>
<th>Custom Pricing</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
<td>2.24</td>
<td>4.04</td>
<td>2.91</td>
<td>20.85</td>
<td>17.26</td>
<td>1.79</td>
<td>2.68</td>
<td>1.12</td>
<td>36.32</td>
<td>10.76</td>
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<tr>
<td>USA</td>
<td>2.00</td>
<td>2.90</td>
<td>0.85</td>
<td>25.04</td>
<td>17.52</td>
<td>0.85</td>
<td>1.71</td>
<td>0.85</td>
<td>33.76</td>
<td>12.82</td>
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<tr>
<td>Europe</td>
<td>0.00</td>
<td>6.98</td>
<td>4.65</td>
<td>6.98</td>
<td>23.26</td>
<td>2.33</td>
<td>6.98</td>
<td>0.00</td>
<td>46.51</td>
<td>4.65</td>
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Pricing for Script Creation

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>USA</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>under $10</td>
<td>10</td>
<td>7</td>
<td></td>
</tr>
<tr>
<td>$10 - $50</td>
<td>18</td>
<td>7</td>
<td>3</td>
</tr>
<tr>
<td>over $50</td>
<td>13</td>
<td>2</td>
<td>2</td>
</tr>
<tr>
<td>under $75</td>
<td>93</td>
<td>60</td>
<td>3</td>
</tr>
<tr>
<td>over $75</td>
<td>77</td>
<td>41</td>
<td>10</td>
</tr>
<tr>
<td>under $500</td>
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<td>2</td>
<td>1</td>
</tr>
<tr>
<td>$500 - $2500</td>
<td>12</td>
<td>4</td>
<td>3</td>
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<tr>
<td>over $2500</td>
<td>5</td>
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<tr>
<td>custom pricing</td>
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<td>79</td>
<td>20</td>
</tr>
<tr>
<td>other</td>
<td>48</td>
<td>30</td>
<td>2</td>
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Types of Services Provided

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

Table of Data for All Categories

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>USA</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consulting</td>
<td>79.6</td>
<td>81.62</td>
<td>90.7</td>
</tr>
<tr>
<td>disk space</td>
<td>72.42</td>
<td>73.03</td>
<td>79.07</td>
</tr>
<tr>
<td>marketing</td>
<td>65.7</td>
<td>67.52</td>
<td>74.42</td>
</tr>
<tr>
<td>other</td>
<td>58.74</td>
<td>55.98</td>
<td>53.49</td>
</tr>
<tr>
<td>page design</td>
<td>86.32</td>
<td>89.74</td>
<td>95.35</td>
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<tr>
<td>CoS</td>
<td>72.87</td>
<td>77.35</td>
<td>90.7</td>
</tr>
<tr>
<td>traffic analysis</td>
<td>47.76</td>
<td>44.87</td>
<td>37.21</td>
</tr>
<tr>
<td>shell accounts</td>
<td>67.04</td>
<td>70.51</td>
<td>83.72</td>
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</tbody>
</table>

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# Types of Services Provided

<table>
<thead>
<tr>
<th>Service</th>
<th>All</th>
<th>USA</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
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<td>191</td>
<td>39</td>
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<tr>
<td>Disk space</td>
<td>323</td>
<td>173</td>
<td>34</td>
</tr>
<tr>
<td>Marketing</td>
<td>283</td>
<td>158</td>
<td>32</td>
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<tr>
<td>Other</td>
<td>262</td>
<td>131</td>
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<tr>
<td>Page design</td>
<td>385</td>
<td>210</td>
<td>41</td>
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<tr>
<td>CGI scripting</td>
<td>325</td>
<td>181</td>
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<tr>
<td>Traffic analysis</td>
<td>213</td>
<td>105</td>
<td>16</td>
</tr>
<tr>
<td>Shell accounts</td>
<td>299</td>
<td>165</td>
<td>36</td>
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</tbody>
</table>

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Number of Months/Years in Business

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

Table of Data for All Categories

<table>
<thead>
<tr>
<th></th>
<th>under 6 mth</th>
<th>6 to 12 mth</th>
<th>1 to 2 yr</th>
<th>2 to 4 yr</th>
<th>over 4 yr</th>
</tr>
</thead>
<tbody>
<tr>
<td>All</td>
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<td>22.2</td>
<td>24.44</td>
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<td>20.09</td>
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<tr>
<td>Europe</td>
<td>16.28</td>
<td>23.26</td>
<td>13.95</td>
<td>13.95</td>
<td>32.56</td>
</tr>
</tbody>
</table>

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## Number of Months/Years In Business

<table>
<thead>
<tr>
<th></th>
<th>All</th>
<th>USA</th>
<th>Europe</th>
</tr>
</thead>
<tbody>
<tr>
<td>under 6 mth</td>
<td>66</td>
<td>32</td>
<td>7</td>
</tr>
<tr>
<td>6 to 12 mth</td>
<td>95</td>
<td>57</td>
<td>16</td>
</tr>
<tr>
<td>1 to 2 yr</td>
<td>109</td>
<td>66</td>
<td>6</td>
</tr>
<tr>
<td>2 to 4 yr</td>
<td>61</td>
<td>32</td>
<td>6</td>
</tr>
<tr>
<td>over 4 yr</td>
<td>100</td>
<td>47</td>
<td>14</td>
</tr>
</tbody>
</table>

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