



Graphs and Tables of the Results

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

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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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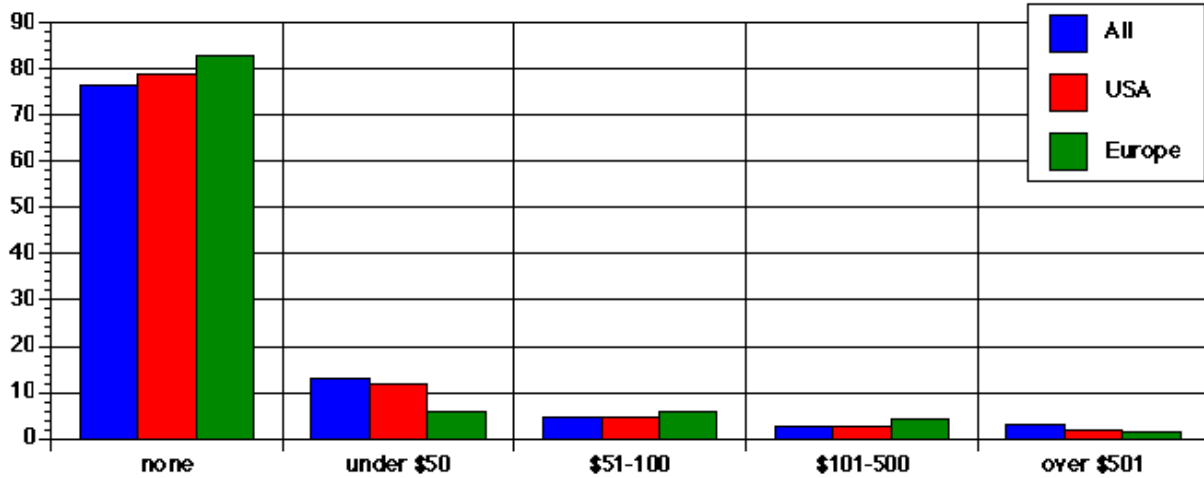


Amount Charged for Advertising

Notes:

- 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.
-

Amount Charged for Advertising split by Location



All	76.59	12.92	4.64	2.83	3.03
USA	78.79	11.88	4.75	2.56	2.01
Europe	82.79	5.74	5.74	4.1	1.64

Source: GYU's Fifth WWW User Survey[™] (Conducted April 1996)
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Table of Data for All Categories

Amount Charged for Advertising

	All	USA	Europe
none	759	431	101
under \$50	128	65	7
\$51-100	46	26	7
\$101-500	28	14	5
over \$501	30	11	2

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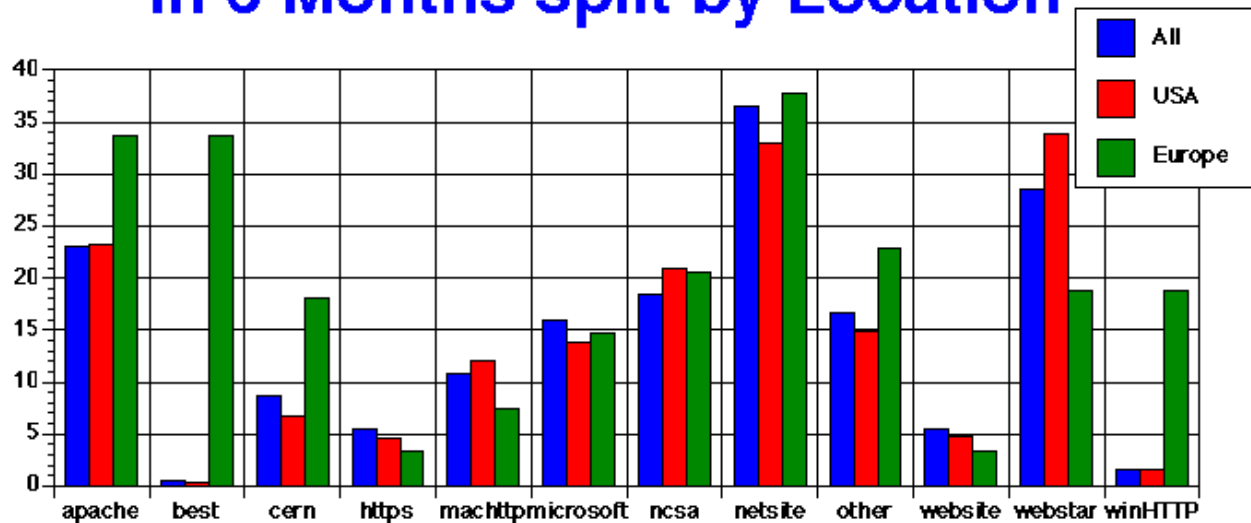


Which Servers Plan on Operating in 6 Months

Notes:

- **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.**
-

Which Servers Plan on Operating in 6 Months split by Location



All	23.11	0.61	8.68	5.55	10.8	15.94	18.47	36.53	16.65	5.45	28.56	1.61
USA	23.22	0.37	6.76	4.57	12.07	13.89	20.84	32.91	14.81	4.75	33.82	1.65
Europe	33.61	33.61	18.03	3.28	7.38	14.75	20.49	37.7	22.95	3.28	18.85	18.85

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Table of Data for All Categories

Which Servers Plan on Operating in 6 Months

	All	USA	Europe
apache	229	127	41
best	6	2	41
cern	86	37	22
https	55	25	4
machttp	107	66	9
microsoft	158	76	18
ncsa	183	114	25
netSITE	362	180	46
other	165	81	28
website	54	26	4
webstar	283	185	23
winHTTP	16	9	23

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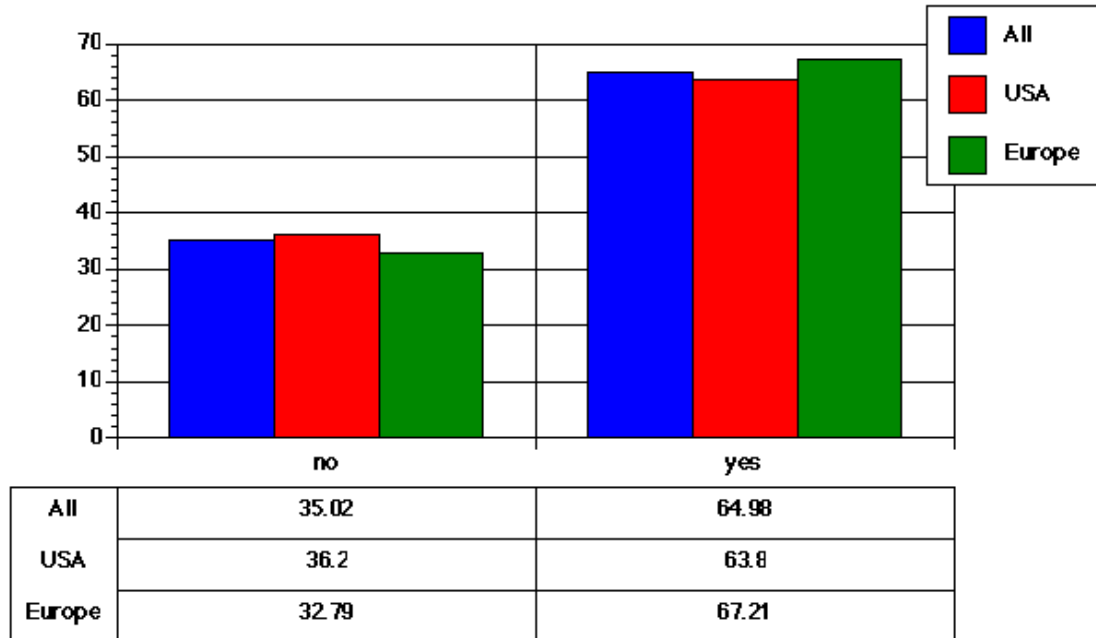


Operate an Internal Server (Intranet)

Notes:

- 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%.
-

Operate an Internal Server (Intranet) split by Location



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Table of Data for All Categories

Operate an Internal Server (Intranet)

	All	USA	Europe
no	347	198	40
yes	644	349	82

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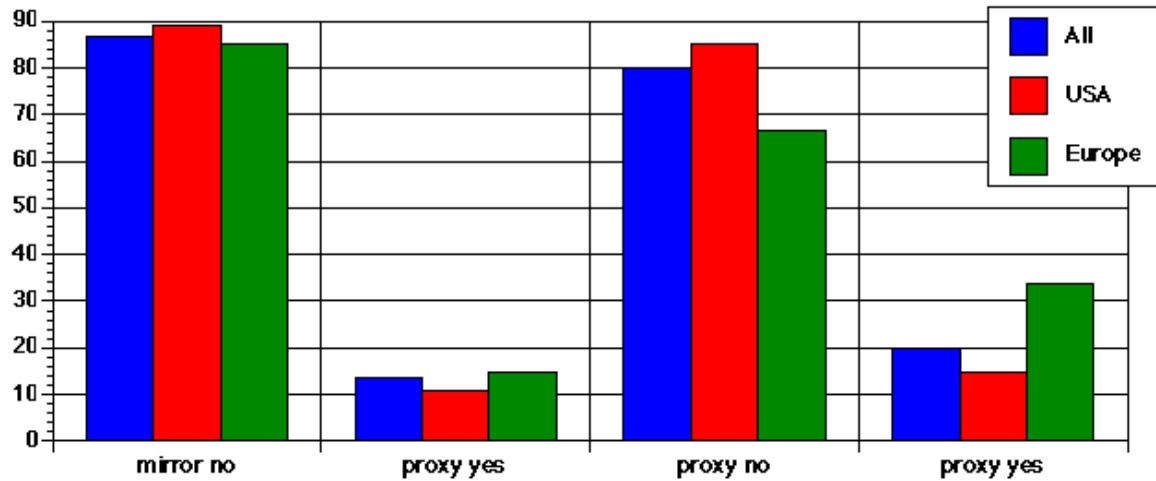


Operation of Mirrors and Proxies

Notes:

- **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.**
-

Operate Mirrors & Proxies split by Location



All	86.58	13.42	80.02	19.98
USA	89.21	10.79	85.19	14.81
Europe	85.25	14.75	66.39	33.61

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Table of Data for All Categories

Operate Mirrors & Proxies

	All	USA	Europe
mirror no	858	488	104
proxy yes	133	59	18
proxy no	793	466	81
proxy yes	198	81	41

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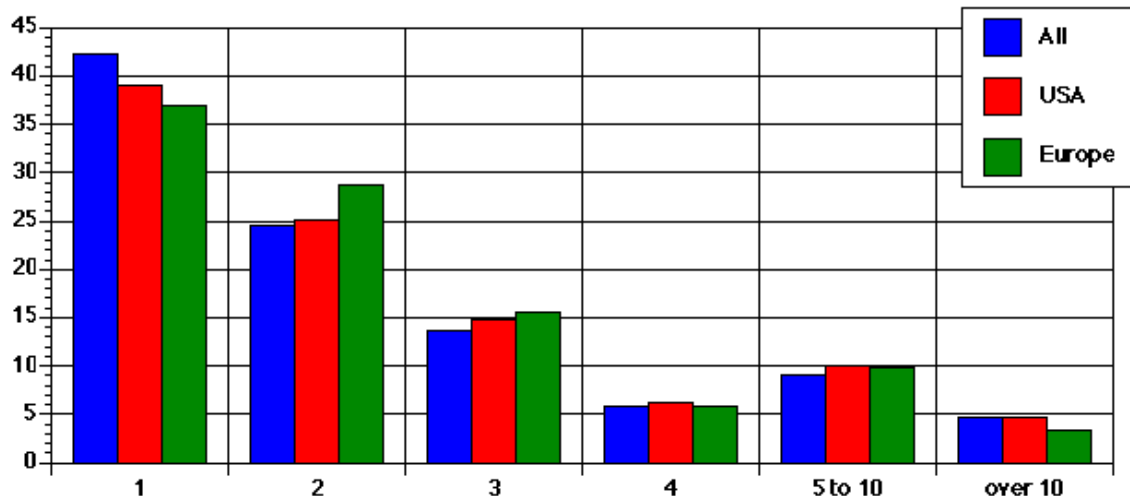


Number of Servers Operating

Notes:

- 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.

Number of Servers Operating split by Location



All	42.28	24.62	13.72	5.75	8.98	4.64
USA	39.12	25.05	14.81	6.22	10.05	4.75
Europe	36.89	28.69	15.57	5.74	9.84	3.28

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Table of Data for All Categories

Number of Servers Operating

	All	USA	Europe
1	419	214	45
2	244	137	35
3	136	81	19
4	57	34	7
5 to 10	89	55	12
over 10	46	26	4

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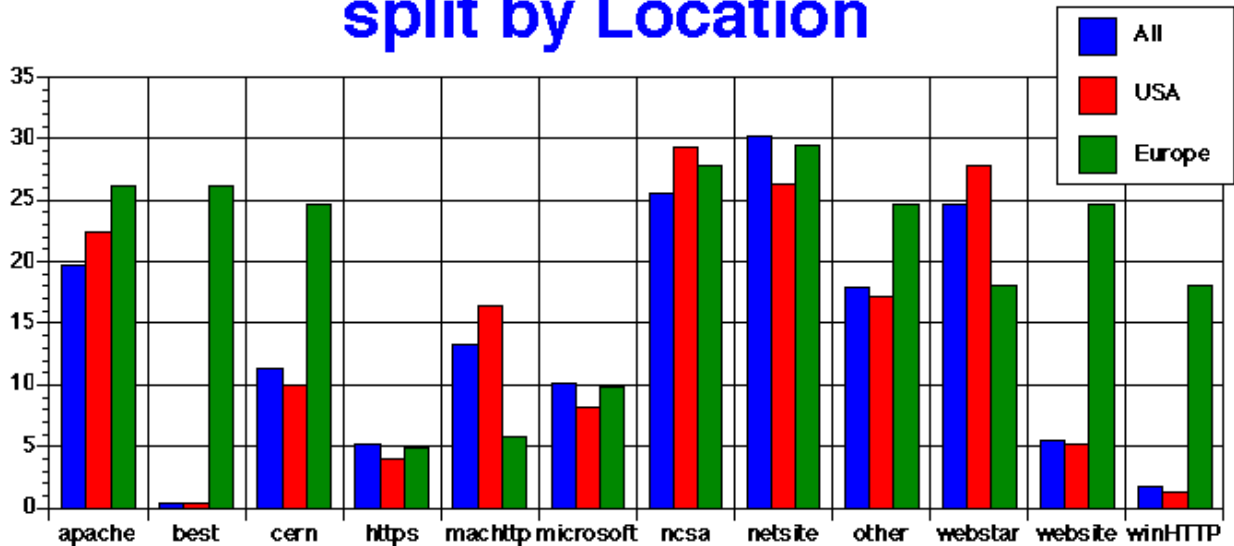


Which Servers Currently Operating

Notes:

- **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.**
-

Which Servers Currently Operating split by Location



All	19.78	0.4	11.4	5.25	13.22	10.09	25.53	30.27	17.86	24.72	5.45	1.72
USA	22.49	0.37	10.05	4.02	16.45	8.23	29.25	26.33	17.18	27.79	5.12	1.28
Europe	26.23	26.23	24.59	4.92	5.74	9.84	27.87	29.51	24.59	18.03	24.59	18.03

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Table of Data for All Categories

Which Servers Currently Operating

	All	USA	Europe
apache	196	123	32
best	4	2	32
cern	113	55	30
https	52	22	6
machtp	131	90	7
microsoft	100	45	12
ncsa	253	160	34
netSite	300	144	36
other	177	94	30
webstar	245	152	22
website	54	28	30
winHTTP	17	7	22

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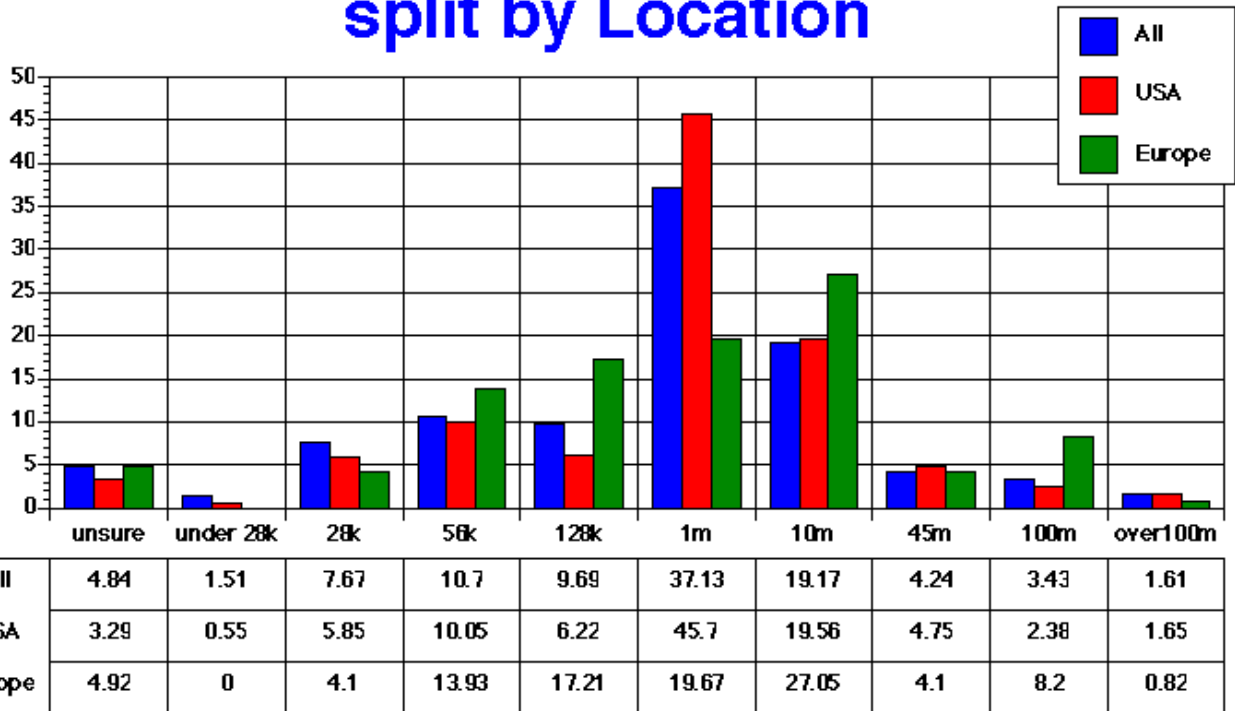


Speed of Server Connection to Internet

Notes:

- **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.**
-

Server Connection Speed To Internet split by Location



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Table of Data for All Categories

Server Connection Speed To Internet

	All	USA	Europe
unsure	48	18	6
under 28k	15	3	
28k	76	32	5
58k	106	55	17
128k	96	34	21
1m	368	250	24
10m	190	107	33
45m	42	26	5
100m	34	13	10
over100m	16	9	1

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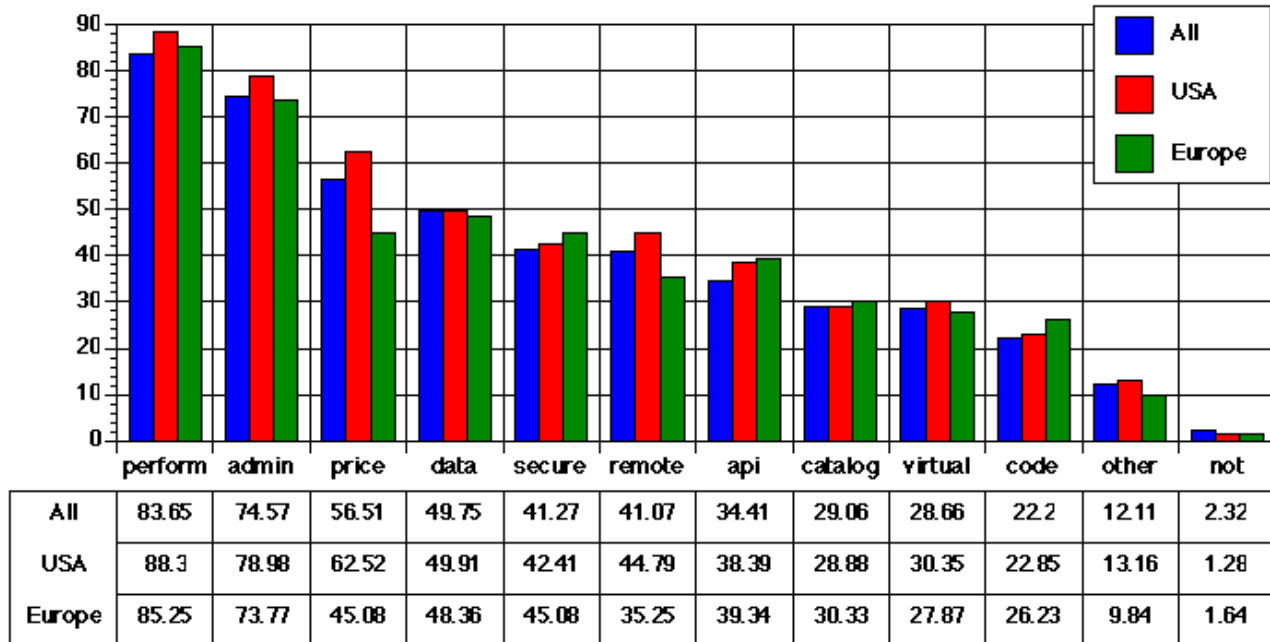


Important Features of a Web Server

Notes:

- **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.**
-

Important Features of a Web Server split by Location



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Table of Data for All Categories

Important Features of a Web Server

	All	USA	Europe
perform	829	483	104
admin	739	432	90
price	560	342	55
data	493	273	59
secure	409	232	55
remote	407	245	43
api	341	210	48
catalog	288	158	37
virtual	284	166	34
code	220	125	32
other	120	72	12
not	23	7	2

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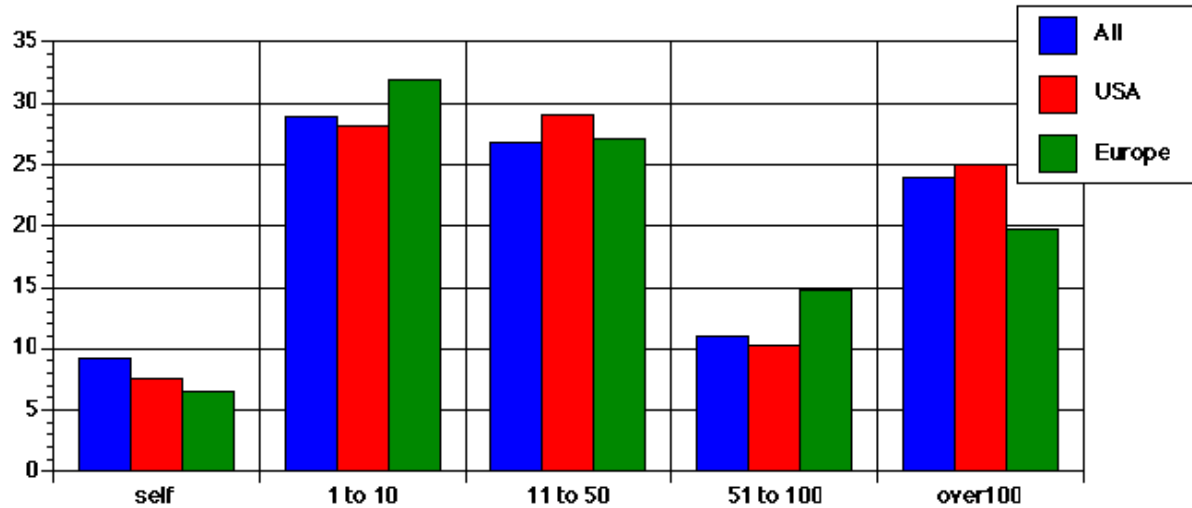


Number of People Maintain Web Server For

Notes:

- **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.**
-

Number of People Maintain Web Server For split by Location



All	9.28	28.96	26.04	11	23.92
USA	7.5	28.15	29.07	10.24	25.05
Europe	6.56	31.97	27.05	14.75	19.67

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Table of Data for All Categories

Number of People Maintain Web Server For

	All	USA	Europe
self	92	41	8
1 to 10	287	154	39
11 to 50	266	159	33
51 to 100	109	56	18
over100	237	137	24

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