



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

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

For more information or to submit comments:

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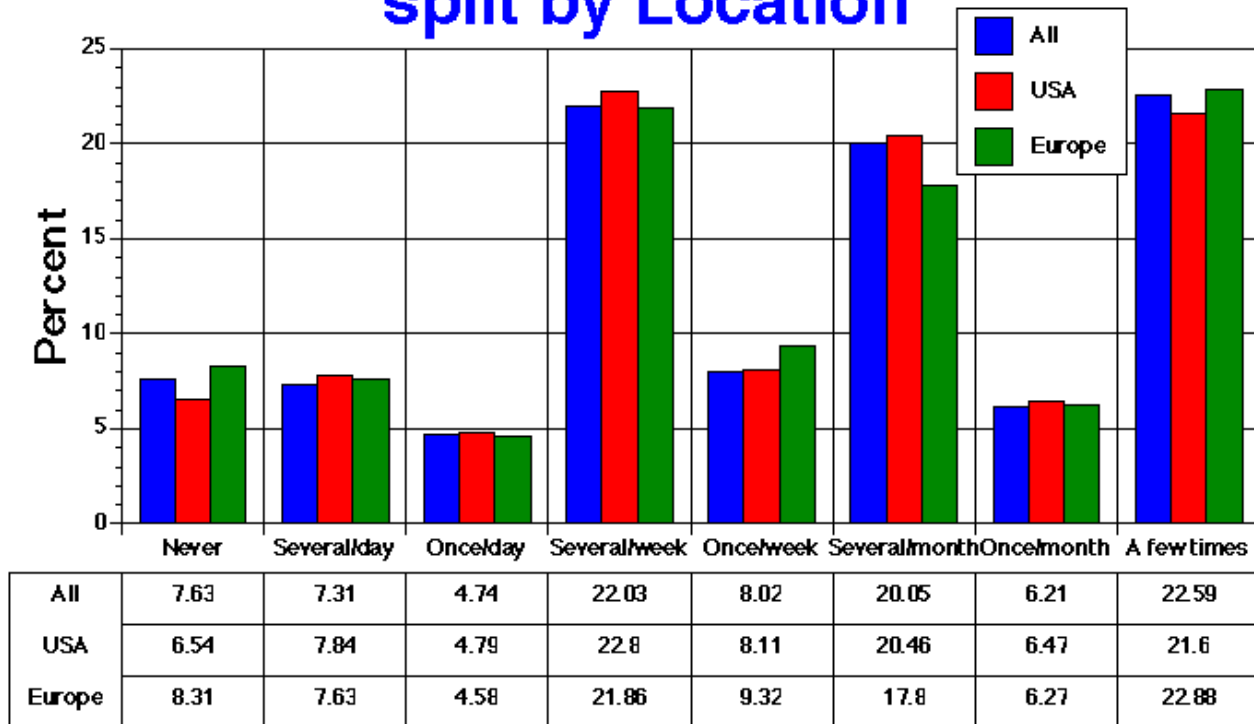


Frequency of Product Information Use

Notes:

- **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.**
-

Frequency of Product Info Use split by Location

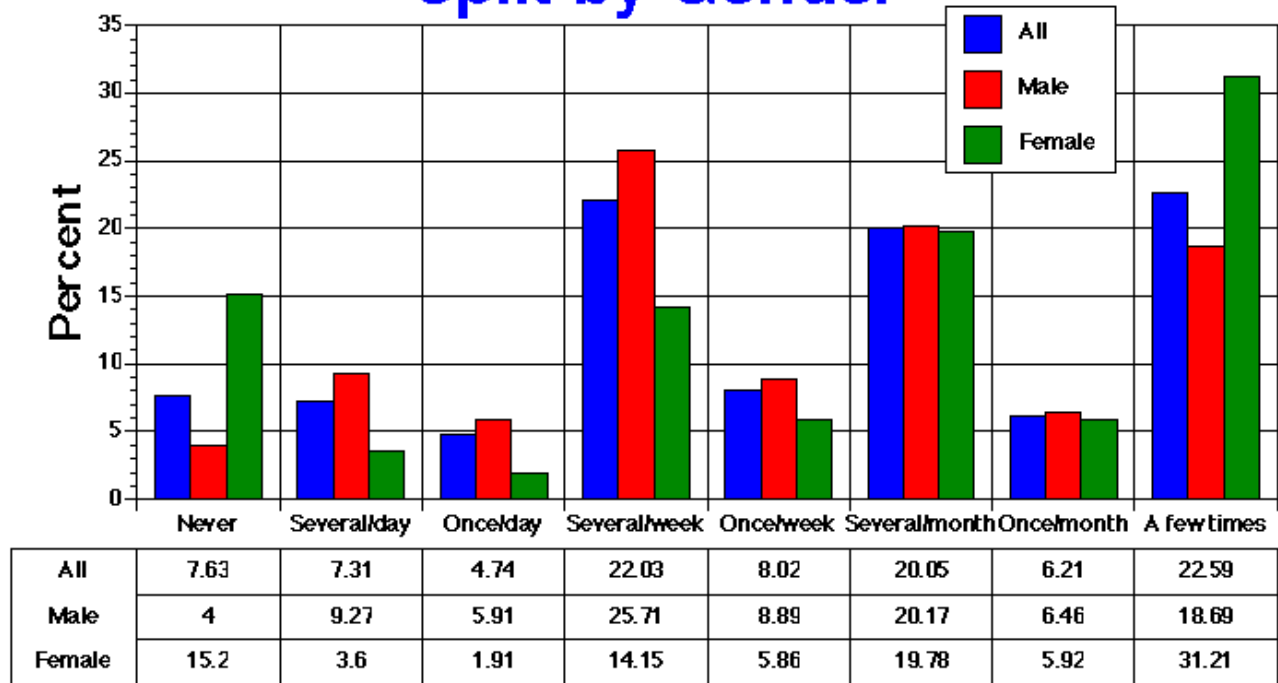


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Notes:

- 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.

Frequency of Product Info Use split by Gender

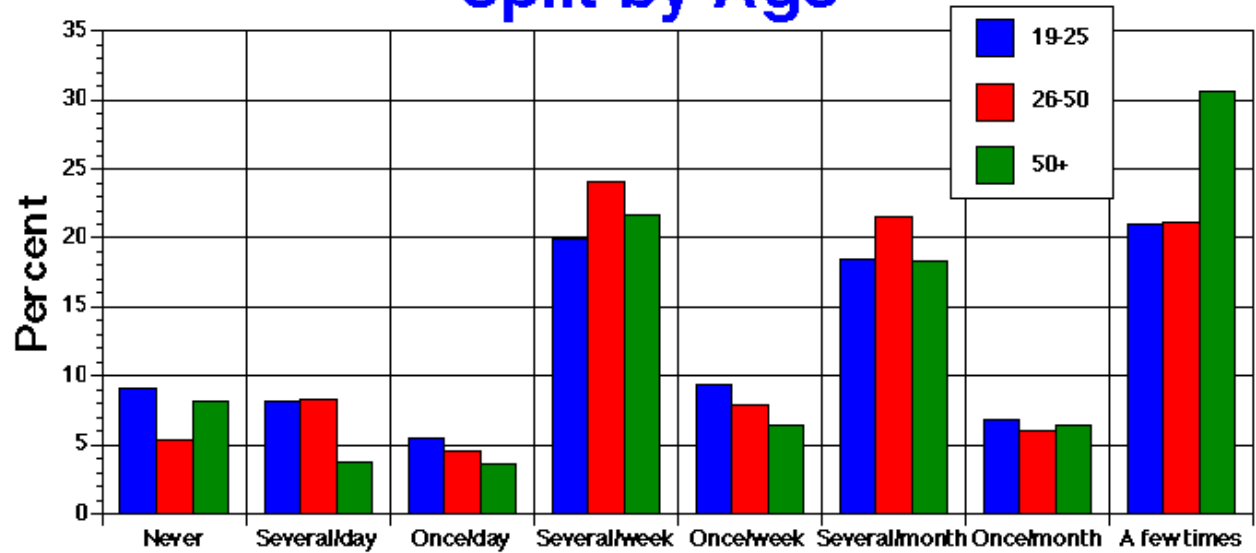


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Notes:

- 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.

Frequency of Product Info Use split by Age



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Table of Data for All Categories

product	All	Male	Female	USA	Europe	19-25	26-50	50+
A few times	1495 22.59%	772 18.69%	538 31.21%	951 21.60%	135 22.88%	274 21.06%	764 21.19%	154 30.62%
Don't know	93 1.41%	36 0.87%	41 2.38%	60 1.36%	8 1.36%	20 1.54%	37 1.03%	6 1.19%
Never	505 7.63%	165 4.00%	262 15.20%	288 6.54%	49 8.31%	118 9.07%	193 5.35%	41 8.15%
Once per day	314 4.74%	244 5.91%	33 1.91%	211 4.79%	27 4.58%	72 5.53%	165 4.58%	18 3.58%
Once per month	412 6.22%	268 6.49%	102 5.92%	286 6.50%	37 6.27%	89 6.84%	215 5.96%	32 6.36%
Once per week	531 8.02%	367 8.89%	101 5.86%	357 8.11%	55 9.32%	121 9.30%	286 7.93%	32 6.36%
Several times per day	484 7.31%	383 9.27%	62 3.60%	345 7.84%	45 7.63%	107 8.22%	300 8.32%	19 3.78%
Several times per month	1327 20.05%	833 20.17%	341 19.78%	901 20.46%	105 17.80%	241 18.52%	778 21.58%	92 18.29%
Several times per week	1458 22.03%	1062 25.71%	244 14.15%	1004 22.80%	129 21.86%	259 19.91%	867 24.05%	109 21.67%

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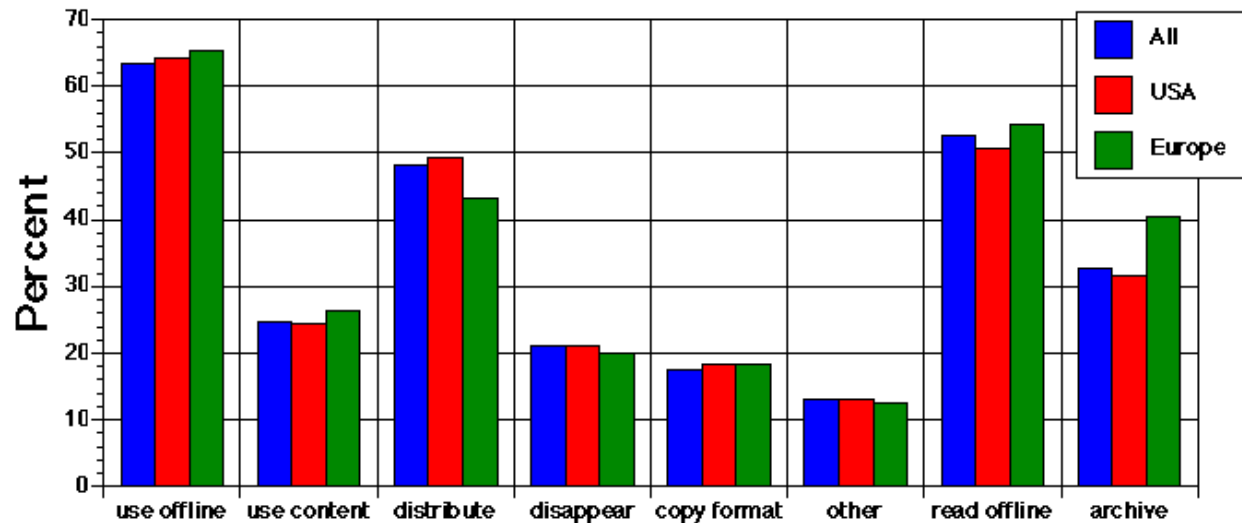


Reasons for Saving and Printing WWW Pages

Notes:

- 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.
-

Reasons for Saving & Printing WWW Pages split by Location



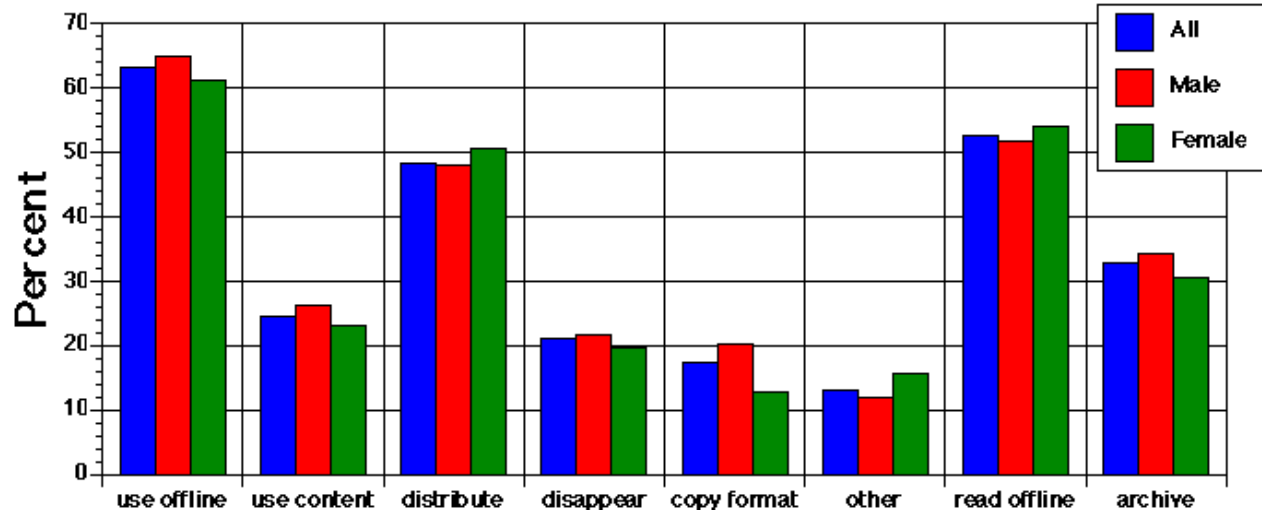
All	63.26	24.69	48.22	21	17.46	13.13	52.73	32.78
USA	64.09	24.48	49.28	21.14	18.46	13.15	50.67	31.73
Europe	65.42	26.27	43.22	20	18.31	12.54	54.41	40.51

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Notes:

- There were no noticeable differences between genders.

Reasons for Saving & Printing WWW Pages split by Gender



All	63.26	24.69	48.22	21	17.46	13.13	52.73	32.78
Male	65.06	26.27	47.97	21.77	20.34	11.89	51.67	34.43
Female	61.25	23.03	50.52	19.61	12.88	15.72	54.18	30.51

Source: GYU's Fifth WWW User Survey[™] (Conducted April 1996)

<URL:http://www.cc.gatech.edu/gyu/user_surveys>

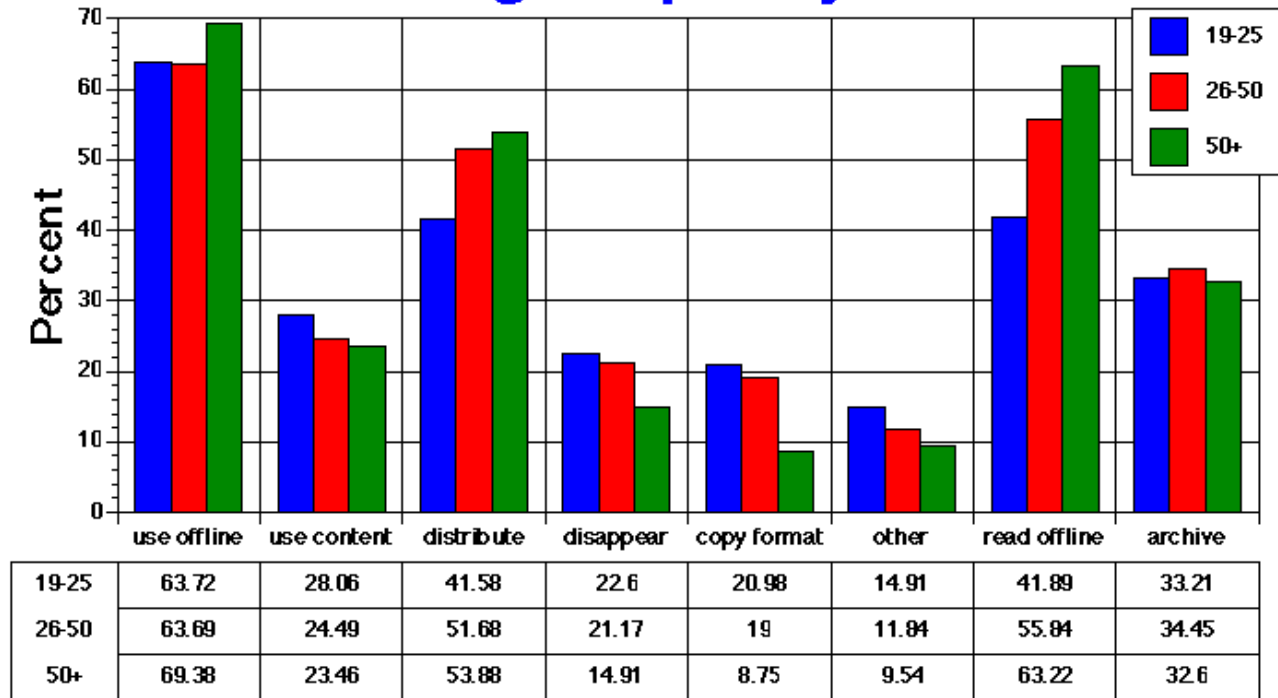
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Notes:

- 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.

Reasons for Saving & Printing WWW Pages split by Gender



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Table of Data for All Categories

reason.save.archive	All	Male	Female	USA	Europe	19-25	26-50	50+
archive	2170 32.78%	1422 34.43%	526 30.51%	1397 31.73%	239 40.51%	432 33.21%	1242 34.45%	164 32.60%
content	1634 24.69%	1085 26.27%	397 23.03%	1078 24.48%	155 26.27%	365 28.06%	883 24.49%	118 23.46%
distribute	3192 48.22%	1981 47.97%	871 50.52%	2170 49.28%	255 43.22%	541 41.58%	1863 51.68%	271 53.88%
fear	1390 21.00%	899 21.77%	338 19.61%	931 21.14%	118 20.00%	294 22.60%	763 21.17%	75 14.91%
format	1156 17.46%	840 20.34%	222 12.88%	813 18.46%	108 18.31%	273 20.98%	685 19.00%	44 8.75%
other	869 13.13%	491 11.89%	271 15.72%	579 13.15%	74 12.54%	194 14.91%	427 11.84%	48 9.54%
read	3490 52.73%	2134 51.67%	934 54.18%	2231 50.67%	321 54.41%	545 41.89%	2013 55.84%	318 63.22%
use	4187 63.26%	2687 65.06%	1056 61.25%	2822 64.09%	386 65.42%	829 63.72%	2296 63.69%	349 69.38%

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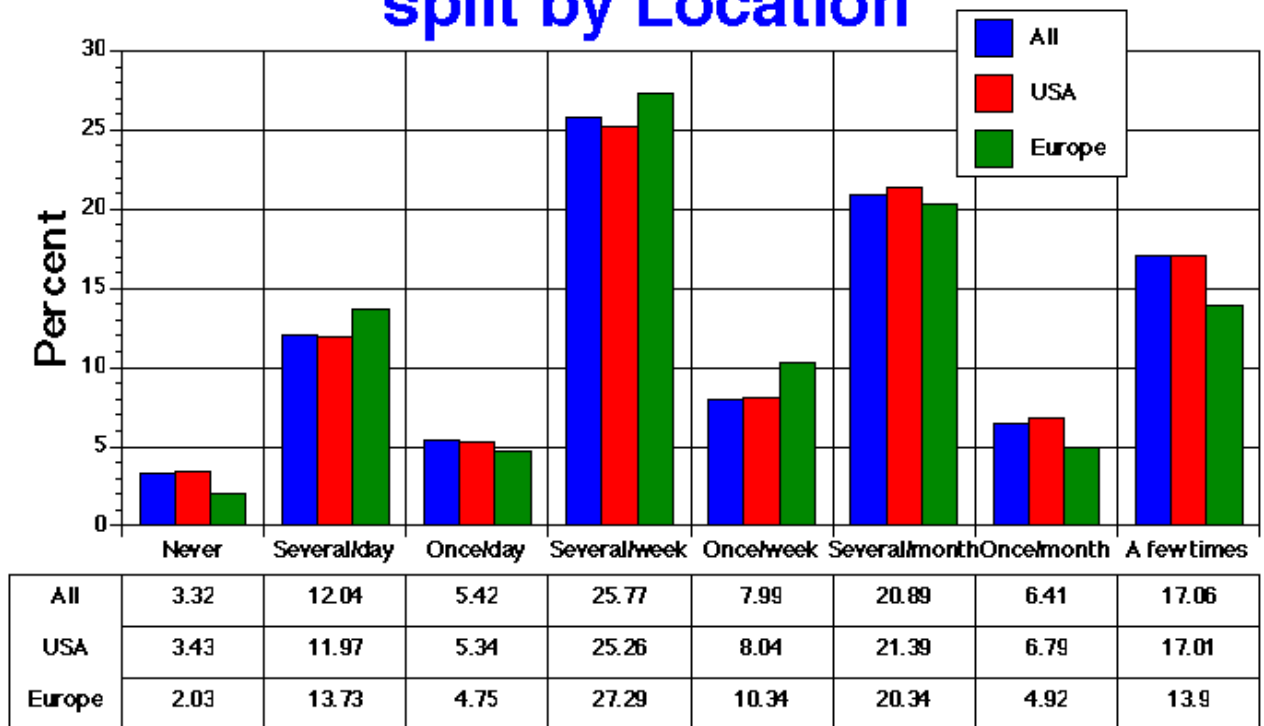


Frequency of Reference Information Use

Notes:

- **Reference information in 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.**
-

Frequency of Reference Use split by Location

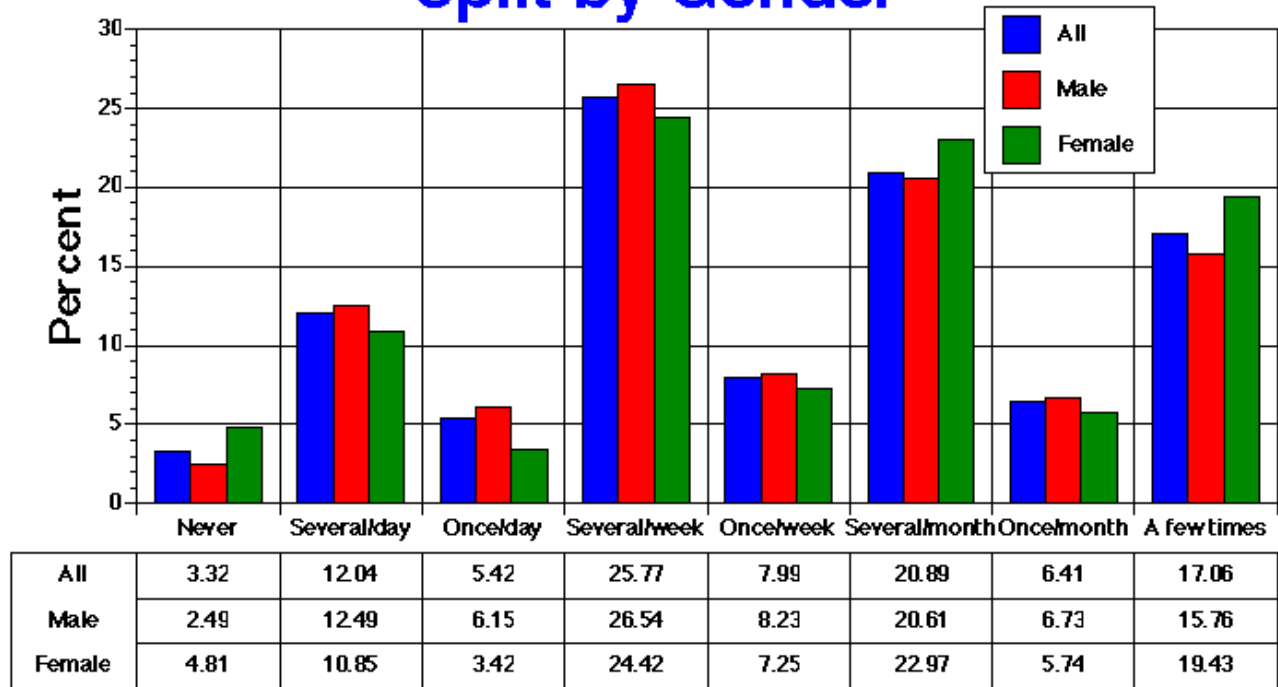


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Notes:

- Females reported slightly less frequent use of reference information than males did.

Frequency of Reference Use split by Gender

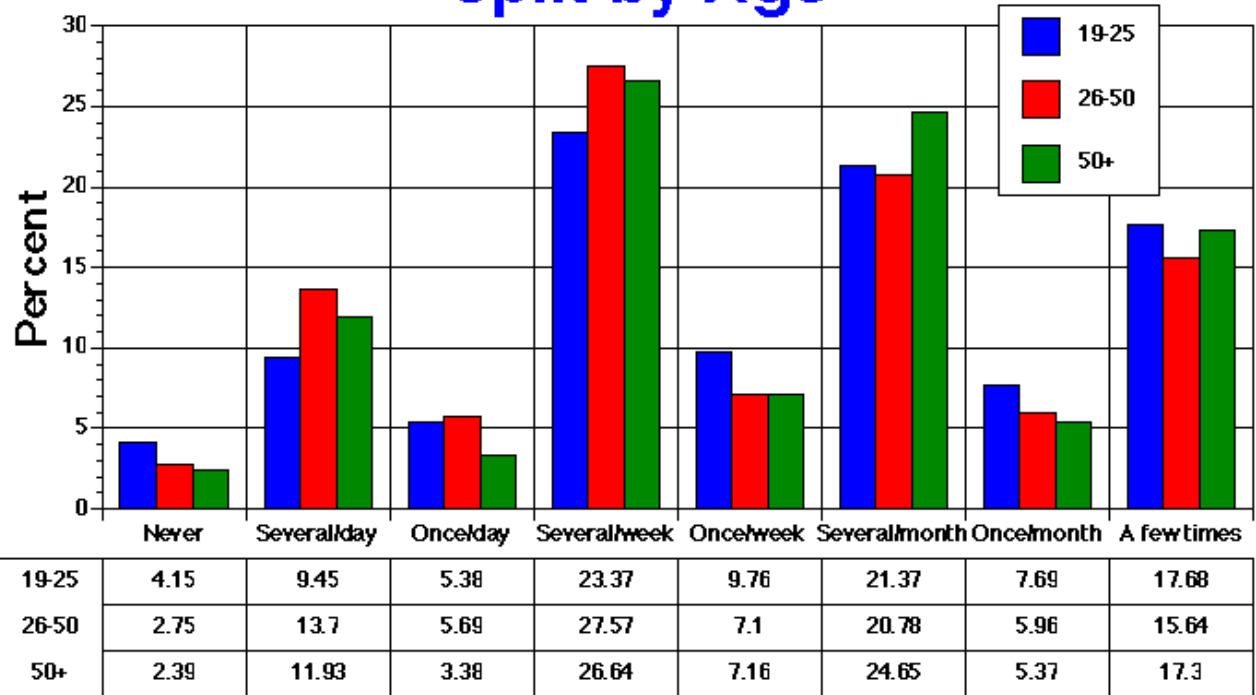


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Notes:

- Users in the 26-50 age range reported the most frequent use of reference information compared to other age groups.
-

Frequency of Reference Info Use split by Age



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Table of Data for All Categories

reference	All	Male	Female	USA	Europe	19-25	26-50	50+
A few times	1129 17.06%	651 15.76%	335 19.43%	749 17.01%	82 13.90%	230 17.68%	564 15.64%	87 17.30%
Don't know	71 1.07%	40 0.97%	19 1.10%	33 0.75%	16 2.71%	15 1.15%	29 0.80%	6 1.19%
Never	220 3.32%	103 2.49%	83 4.81%	151 3.43%	12 2.03%	54 4.15%	99 2.75%	12 2.39%
Once per day	359 5.42%	254 6.15%	59 3.42%	235 5.34%	28 4.75%	70 5.38%	205 5.69%	17 3.38%
Once per month	424 6.41%	278 6.73%	99 5.74%	299 6.79%	29 4.92%	100 7.69%	215 5.96%	27 5.37%
Once per week	529 7.99%	340 8.23%	125 7.25%	354 8.04%	61 10.34%	127 9.76%	256 7.10%	36 7.16%
Several times per day	797 12.04%	516 12.49%	187 10.85%	527 11.97%	81 13.73%	123 9.45%	494 13.70%	60 11.93%
Several times per month	1384 20.91%	852 20.63%	396 22.97%	943 21.42%	120 20.34%	278 21.37%	749 20.78%	124 24.65%
Several times per week	1706 25.77%	1096 26.54%	421 24.42%	1112 25.26%	161 27.29%	304 23.37%	994 27.57%	134 26.64%

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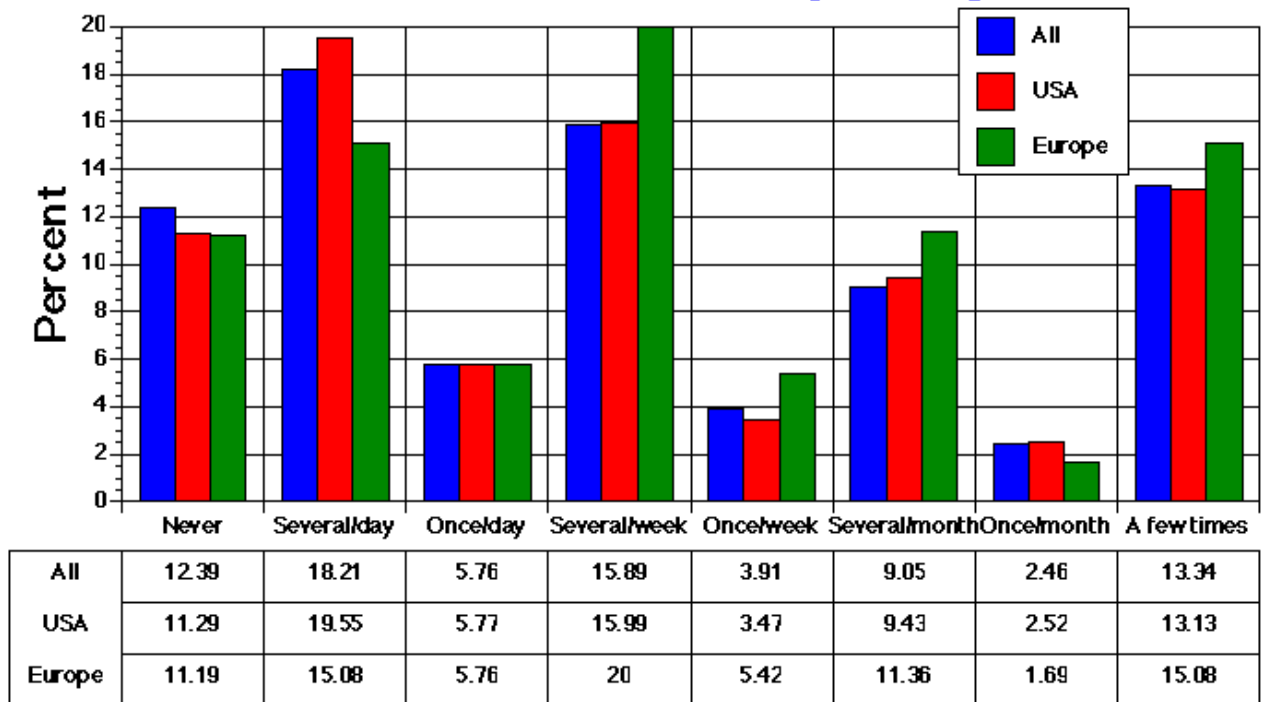


Frequency of Using WWW Browser to Replace other Internet Interfaces

Notes:

- **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.**
-

Frequency of WWW Browser to Replace other Internet Interfaces split by Location

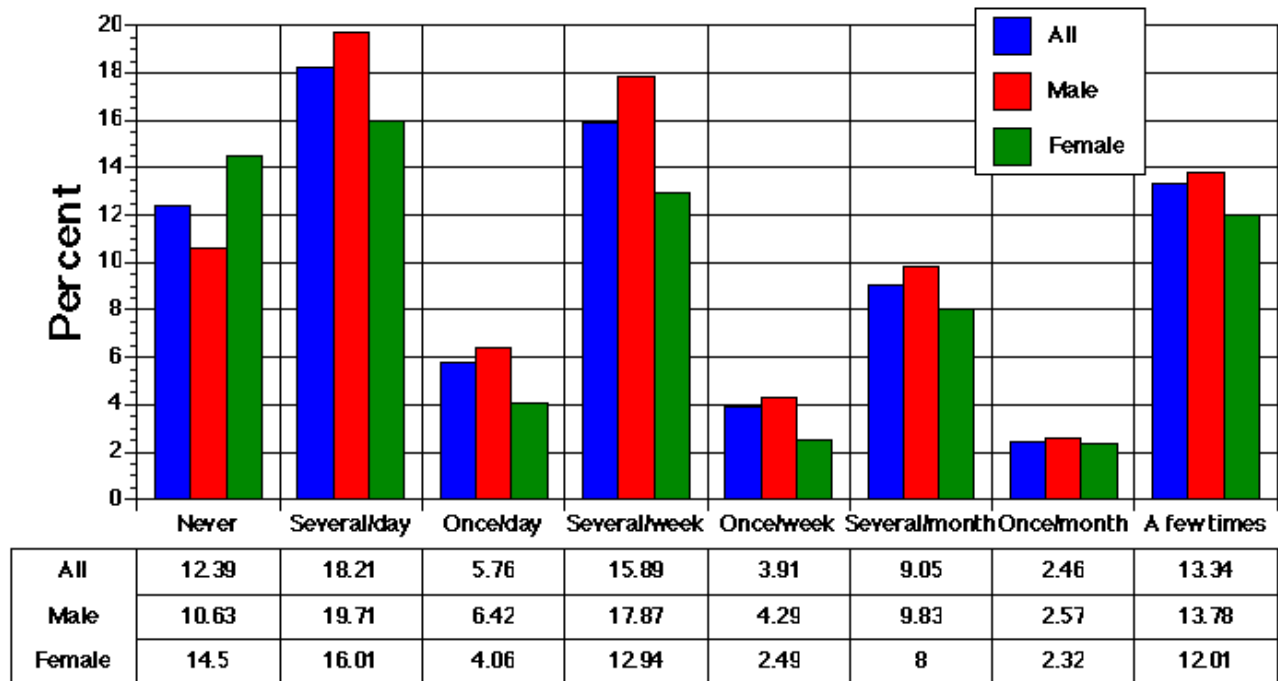


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Notes:

- More females than males were unsure of whether they were using their WWW browser to replace other Internet interfaces.

Frequency of WWW Browser to Replace other Internet Interfaces split by Gender

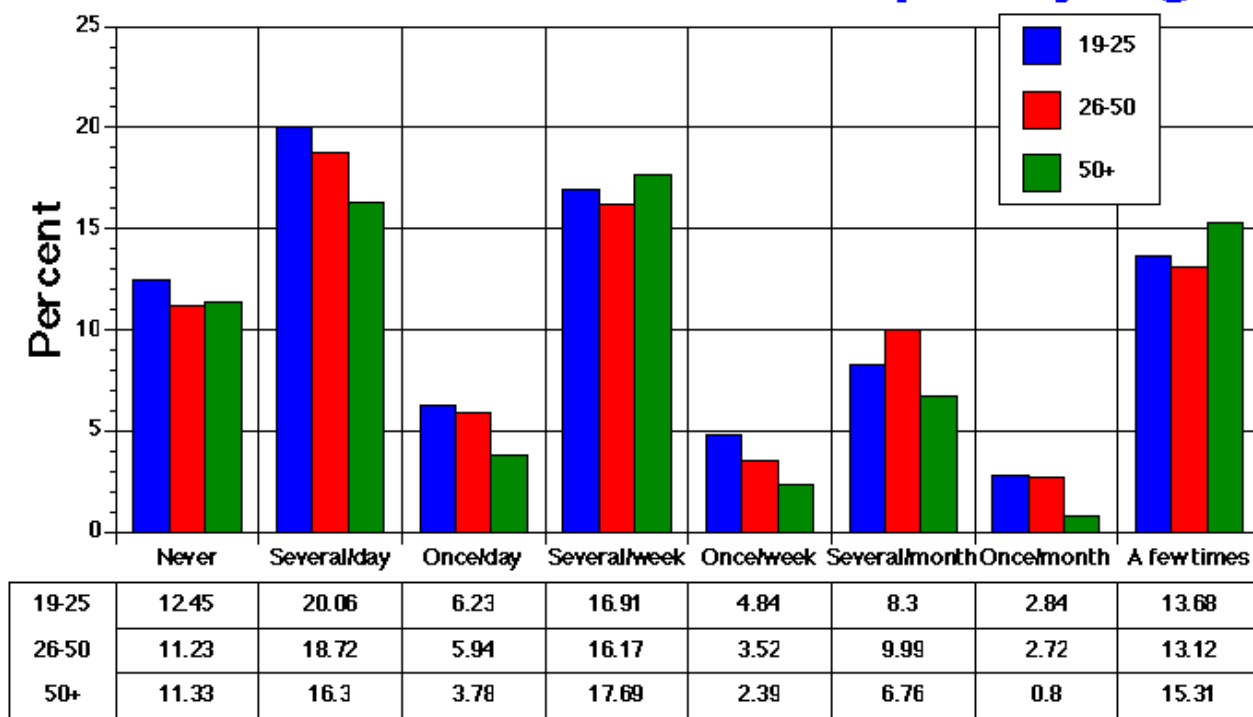


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Notes:

- There is no clear relationship between age and this use of WWW browsers.

Frequency of WWW Browser to Replace other Internet Interfaces split by Age



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Table of Data for All Categories

replace	All	Male	Female	USA	Europe	19-25	26-50	50+
A few times	883	569	207	578	89	178	473	77
	13.34%	13.78%	12.01%	13.13%	15.08%	13.68%	13.12%	15.31%
Don't know	1256	615	477	829	85	191	670	129
	18.98%	14.89%	27.67%	18.83%	14.41%	14.68%	18.59%	25.65%
Never	821	440	250	498	66	162	405	57
	12.40%	10.65%	14.50%	11.31%	11.19%	12.45%	11.23%	11.33%
Once per day	381	265	70	254	34	81	214	19
	5.76%	6.42%	4.06%	5.77%	5.76%	6.23%	5.94%	3.78%
Once per month	163	106	40	111	10	37	98	4
	2.46%	2.57%	2.32%	2.52%	1.69%	2.84%	2.72%	0.80%
Once per week	259	177	43	153	32	63	127	12
	3.91%	4.29%	2.49%	3.47%	5.42%	4.84%	3.52%	2.39%
Several times per day	1205	814	276	861	89	261	675	82
	18.21%	19.71%	16.01%	19.55%	15.08%	20.06%	18.72%	16.30%
Several times per month	599	406	138	415	67	108	360	34
	9.05%	9.83%	8.00%	9.43%	11.36%	8.30%	9.99%	6.76%
Several times per week	1052	738	223	704	118	220	583	89
	15.89%	17.87%	12.94%	15.99%	20.00%	16.91%	16.17%	17.69%

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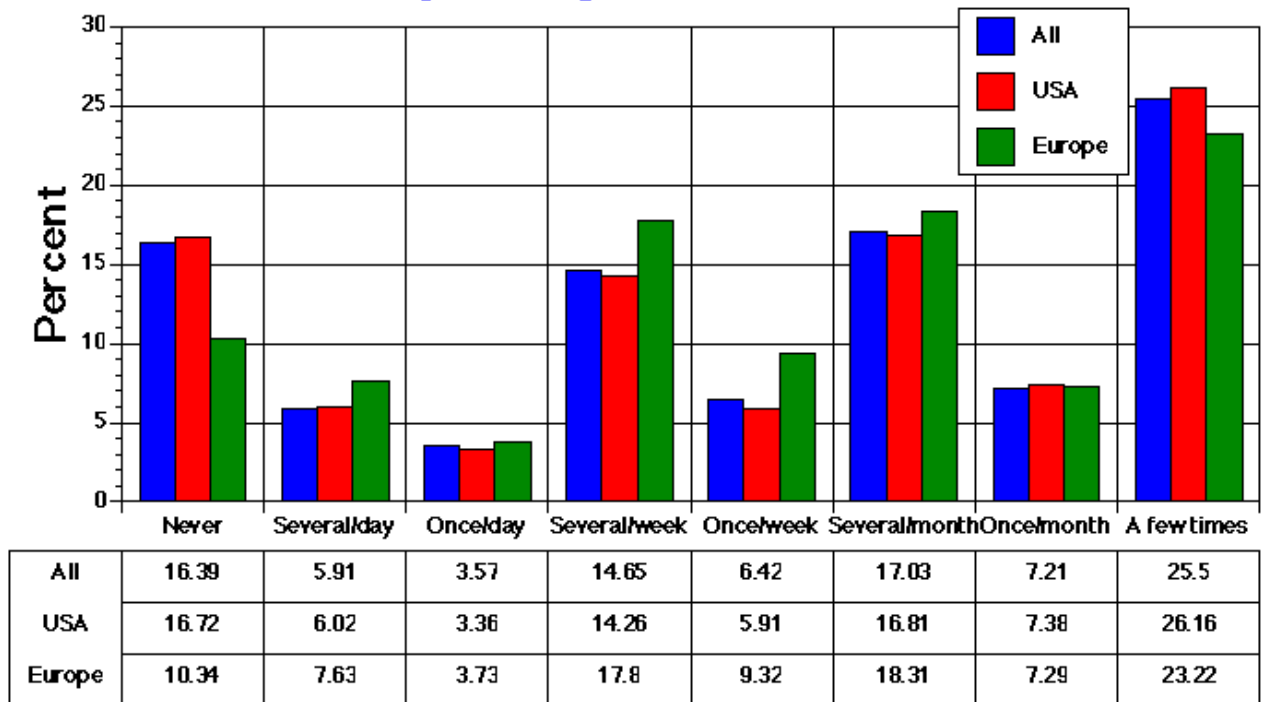


Frequency of Research Information Use

Notes:

- A quarter of the respondents (25.5%) reported using research information "a few times".
 - European respondents reported slightly more frequent use of research information.
-

Frequency of Research Info Use split by Location

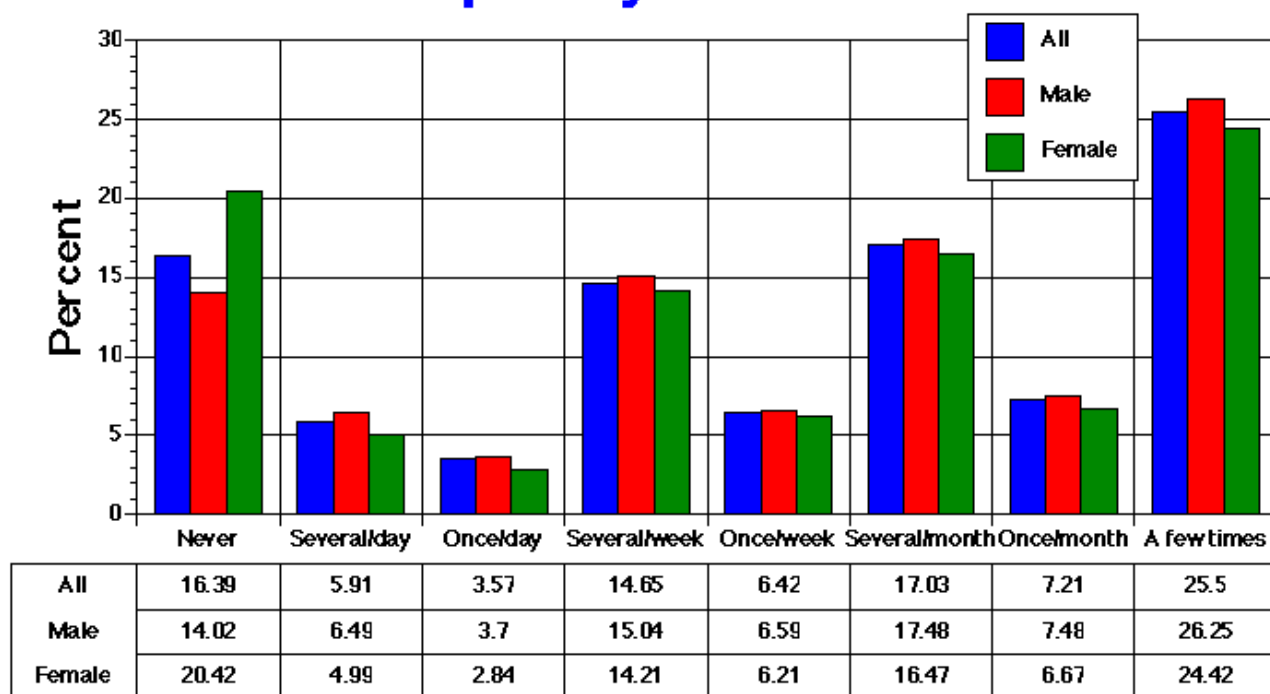


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Notes:

- More females than males have never used the Web to find research information (20.4% females, 14.0% males).

Frequency of Research Info Use split by Gender

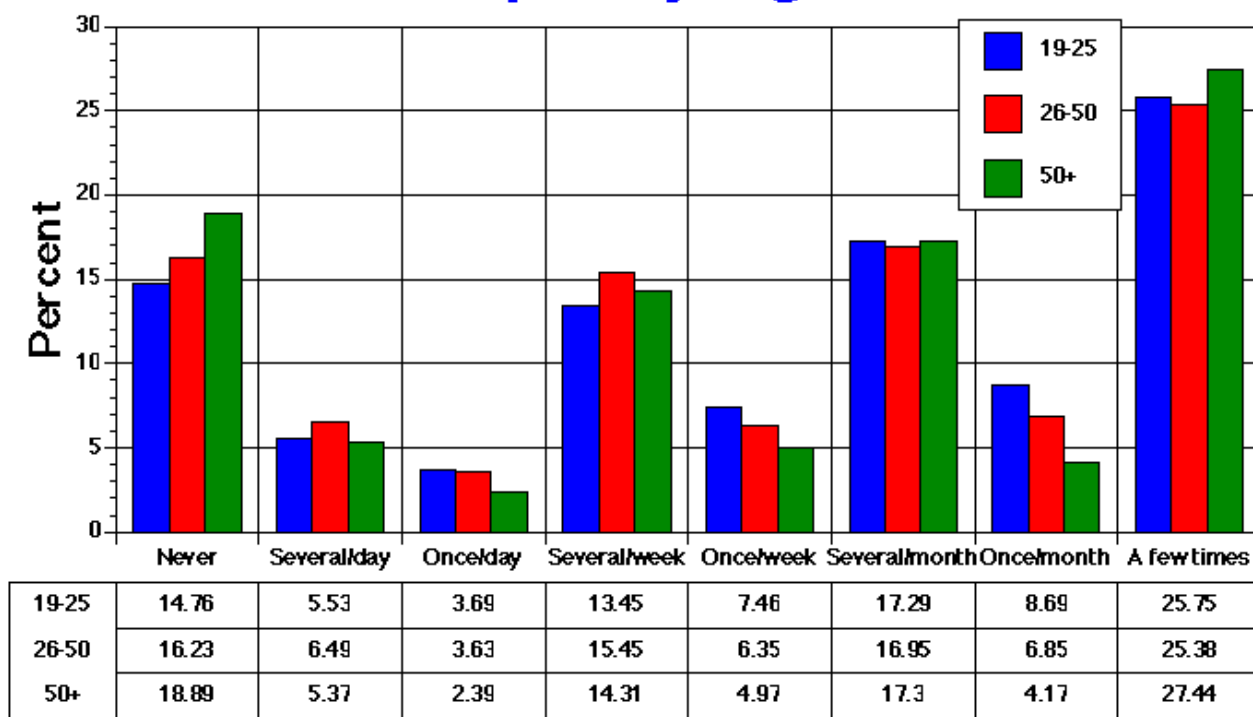


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 <URL: http://www.cc.gatech.edu/gyu/user_surveys>
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Notes:

- Younger users report more frequent usage of research information found on the Web.

Frequency of Research Info Use split by Age



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Table of Data for All Categories

research	All	Male	Female	USA	Europe	19-25	26-50	50+
A few times	1688	1084	421	1152	137	335	915	138
	25.50%	26.25%	24.42%	26.16%	23.22%	25.75%	25.38%	27.44%
Don't know	218	120	65	147	14	44	95	26
	3.29%	2.91%	3.77%	3.34%	2.37%	3.38%	2.64%	5.17%
Never	1085	579	352	736	61	192	585	95
	16.39%	14.02%	20.42%	16.72%	10.34%	14.76%	16.23%	18.89%
Once per day	236	153	49	148	22	48	131	12
	3.57%	3.70%	2.84%	3.36%	3.73%	3.69%	3.63%	2.39%
Once per month	477	309	115	325	43	113	247	21
	7.21%	7.48%	6.67%	7.38%	7.29%	8.69%	6.85%	4.17%
Once per week	425	272	107	260	55	97	229	25
	6.42%	6.59%	6.21%	5.91%	9.32%	7.46%	6.35%	4.97%
Several times per day	391	268	86	265	45	72	234	27
	5.91%	6.49%	4.99%	6.02%	7.63%	5.53%	6.49%	5.37%
Several times per month	1128	723	284	741	108	225	611	87
	17.04%	17.51%	16.47%	16.83%	18.31%	17.29%	16.95%	17.30%
Several times per week	970	621	245	628	105	175	557	72
	14.65%	15.04%	14.21%	14.26%	17.80%	13.45%	15.45%	14.31%

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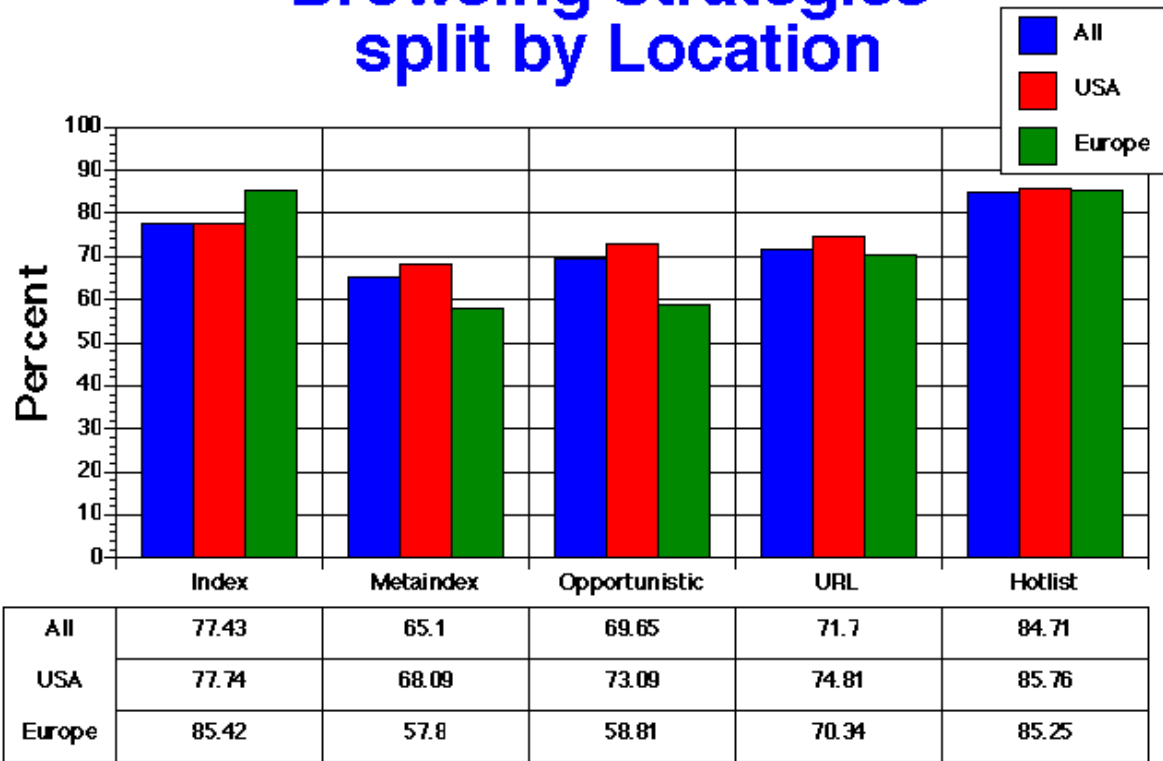


Browsing Strategies

Notes:

- 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.
-

Browsing Strategies split by Location

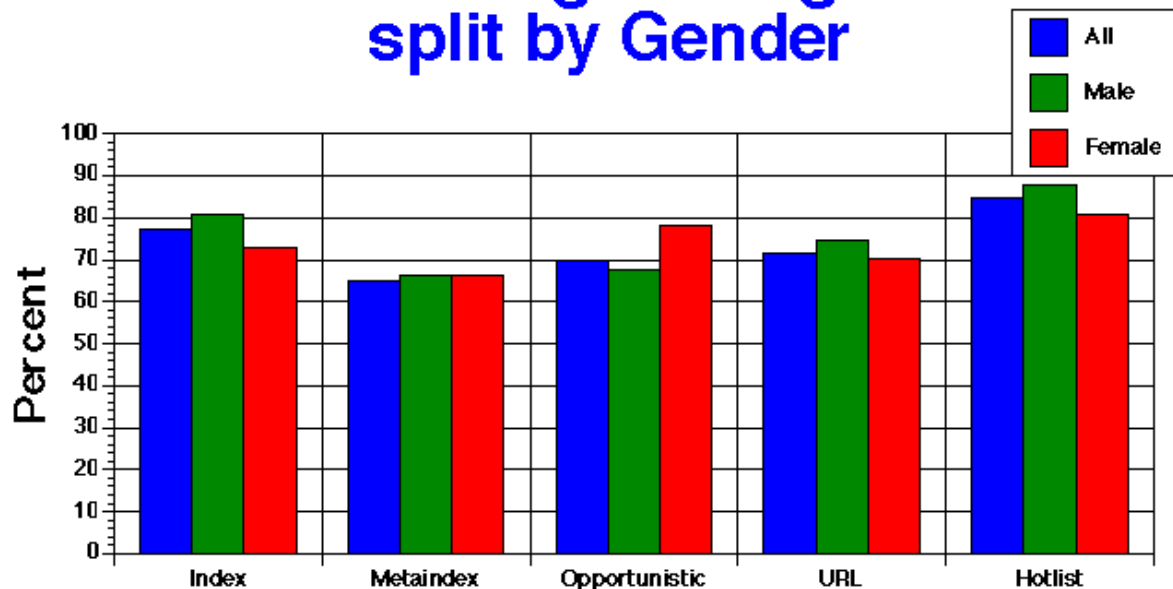


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Notes:

- Females reported a higher use of opportunistic searching than did males (78.0% female, 67.7% male).
-

Browsing Strategies split by Gender



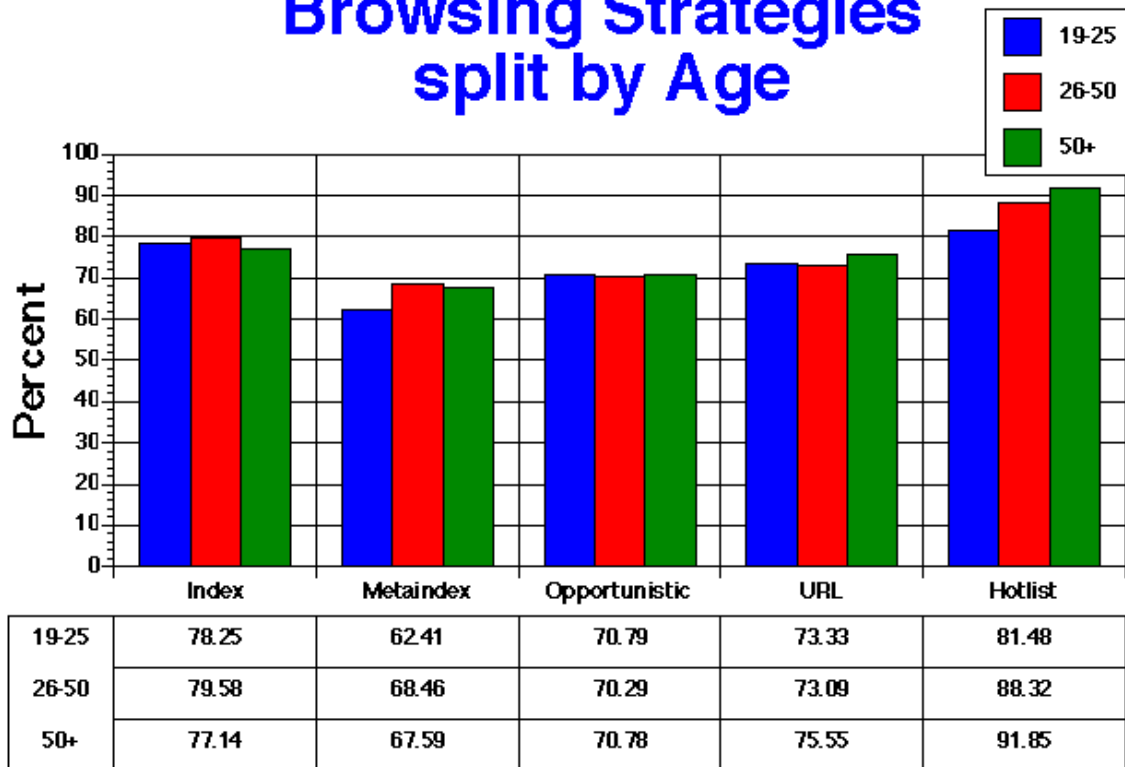
All	77.43	65.1	69.65	71.7	84.71
Male	80.94	66.27	67.68	74.67	87.72
Female	72.8	66.24	78.02	70.07	80.57

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Notes:

- Older respondents reported relying on their hotlist more than younger respondents.
-

Browsing Strategies split by Age



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Table of Data for All Categories

search.modes.Index	All	Male	Female	USA	Europe	19-25	26-50	50+
Index	5125 77.43%	3343 80.94%	1255 72.80%	3423 77.74%	504 85.42%	1018 78.25%	2869 79.58%	388 77.14%
Metaindex	4309 65.10%	2737 66.27%	1142 66.24%	2998 68.09%	341 57.80%	812 62.41%	2468 68.46%	340 67.59%
Opportunistic	4610 69.65%	2795 67.68%	1345 78.02%	3218 73.09%	347 58.81%	921 70.79%	2534 70.29%	356 70.78%
URL	4746 71.70%	3084 74.67%	1208 70.07%	3294 74.81%	415 70.34%	954 73.33%	2635 73.09%	380 75.55%
hotlist	5607 84.71%	3623 87.72%	1389 80.57%	3776 85.76%	503 85.25%	1060 81.48%	3184 88.32%	462 91.85%

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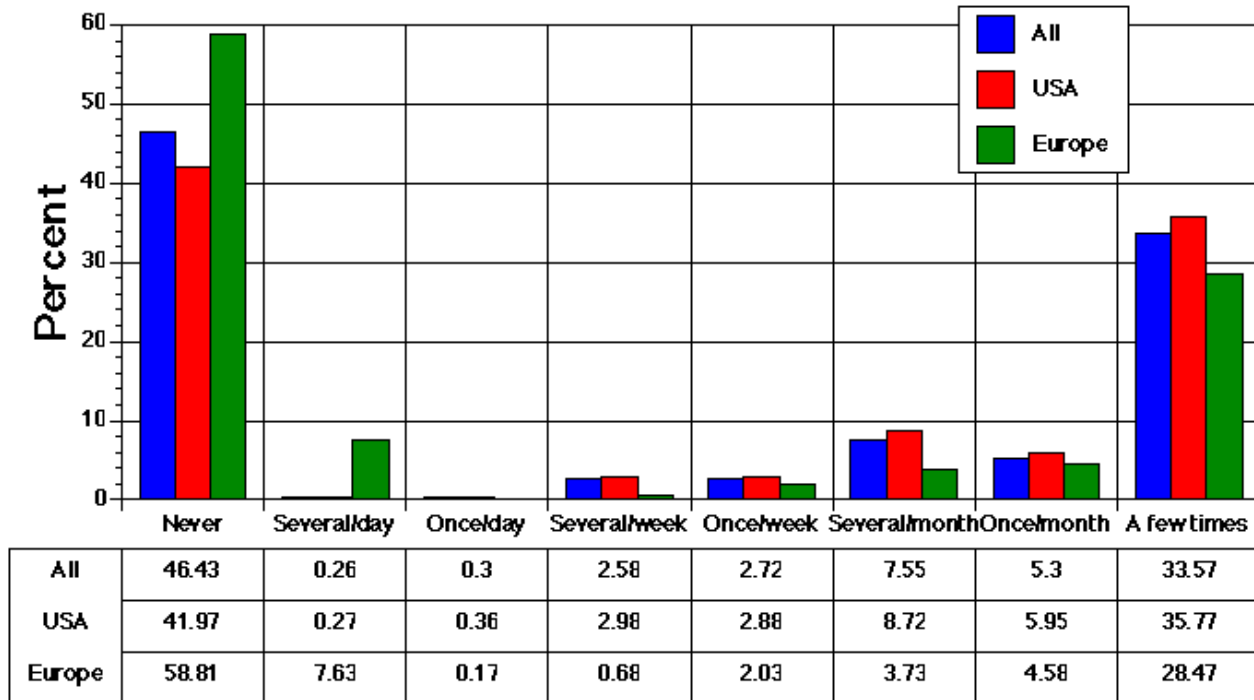


Frequency of Online Shopping

Notes:

- **NOTE: The percentages for Europe may not be correct. This will be fixed as soon as possible.**
 - **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%).**
-

Frequency of Online Shopping split by Location

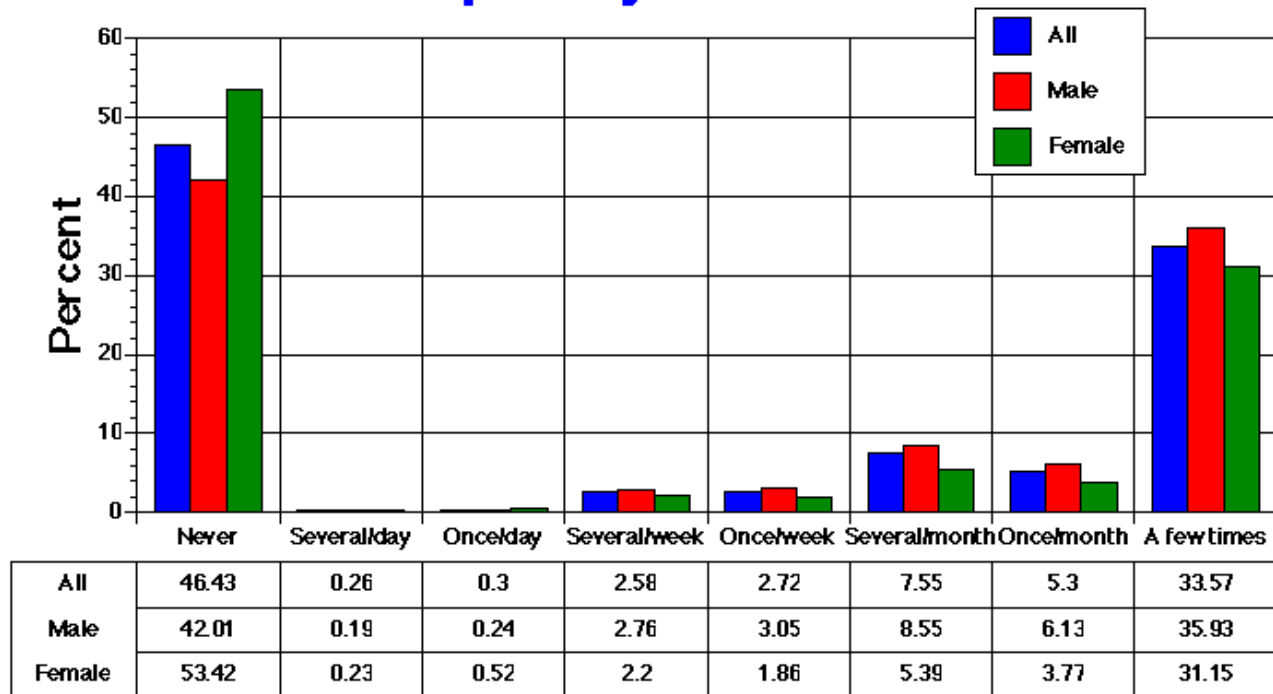


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Notes:

- Fewer females than males have used the Web for shopping at least once.

Frequency of Online Shopping split by Gender

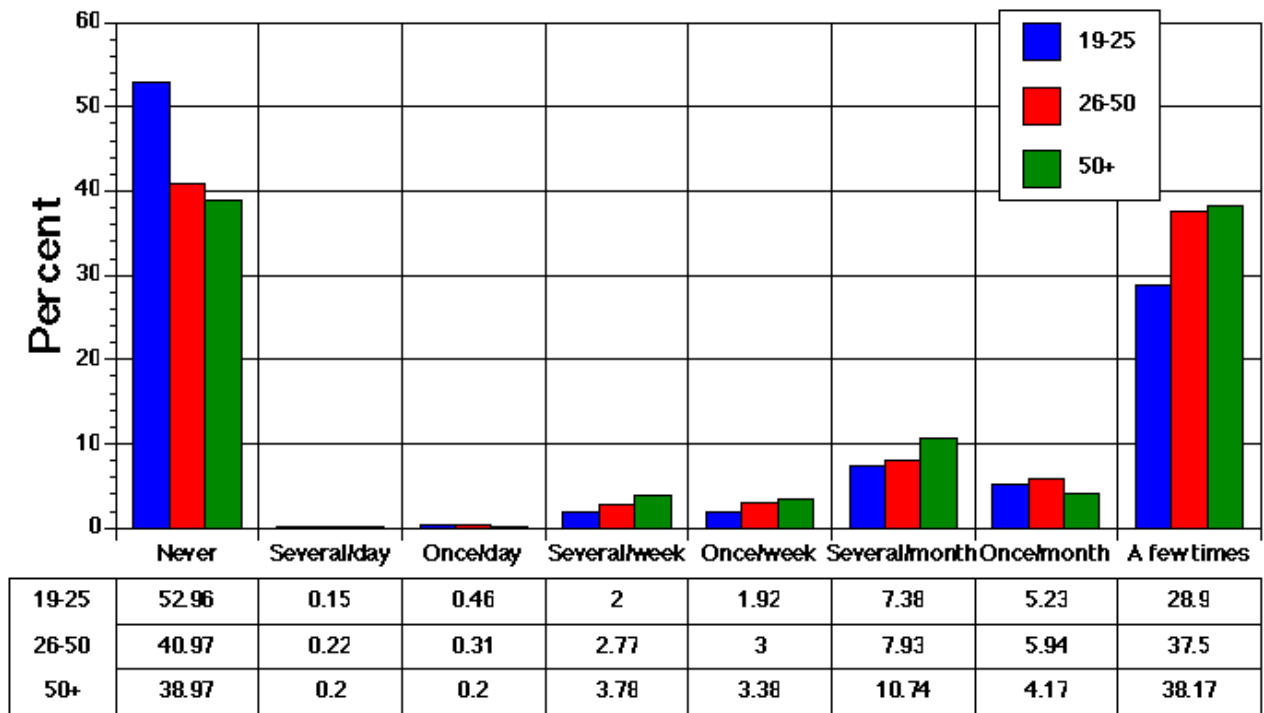


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Notes:

- 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.

Frequency of Online Shopping split by Age



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Table of Data for All Categories

shopping	All	Male	Female	USA	Europe	19-25	26-50	50+
A few times	2222 33.57%	1484 35.93%	537 31.15%	1575 35.77%	168 28.47%	376 28.90%	1352 37.50%	192 38.17%
Don't know	83 1.25%	46 1.11%	24 1.39%	46 1.04%	9 1.53%	13 1.00%	48 1.33%	2 0.40%
Never	3074 46.44%	1736 42.03%	921 53.42%	1849 41.99%	347 58.81%	689 52.96%	1477 40.97%	196 38.97%
Once per day	20 0.30%	10 0.24%	9 0.52%	16 0.36%	1 0.17%	6 0.46%	11 0.31%	1 0.20%
Once per month	351 5.30%	253 6.13%	65 3.77%	262 5.95%	27 4.58%	68 5.23%	214 5.94%	21 4.17%
Once per week	180 2.72%	126 3.05%	32 1.86%	127 2.88%	12 2.03%	25 1.92%	108 3.00%	17 3.38%
Several times per day	17 0.26%	8 0.19%	4 0.23%	12 0.27%	0 0.00%	2 0.15%	8 0.22%	1 0.20%
Several times per month	500 7.55%	353 8.55%	93 5.39%	384 8.72%	22 3.73%	96 7.38%	286 7.93%	54 10.74%
Several times per week	171 2.58%	114 2.76%	38 2.20%	131 2.98%	4 0.68%	26 2.00%	100 2.77%	19 3.78%

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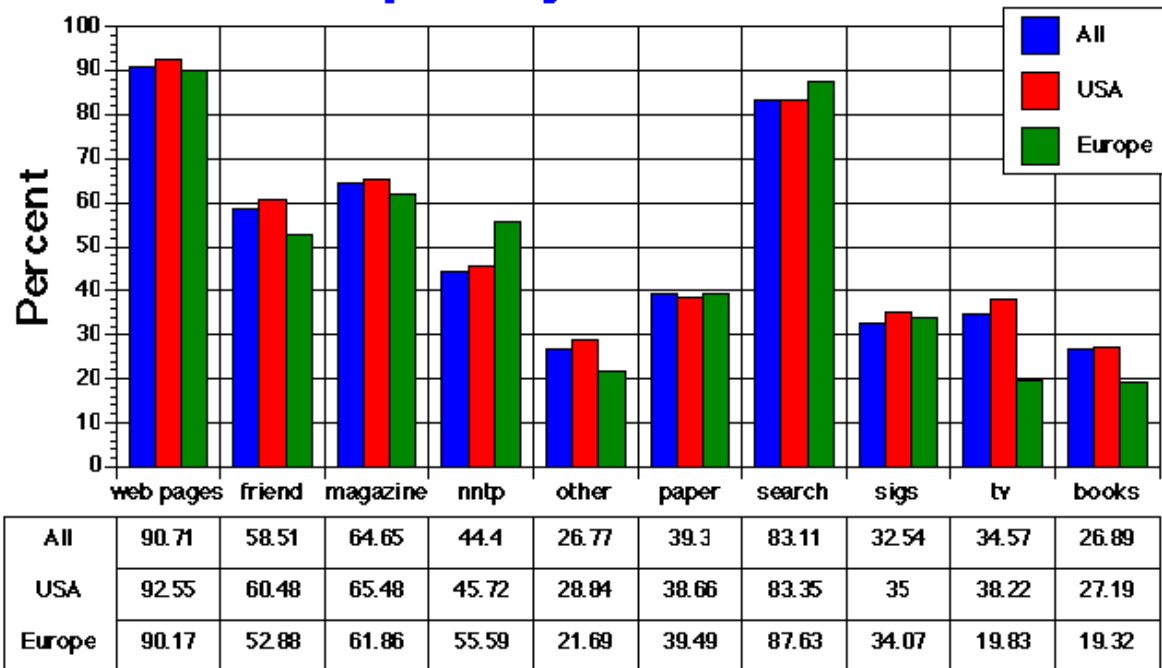


How Users Find Out About Pages

Notes:

- 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).
-

How Users Find Out About Pages split by Location

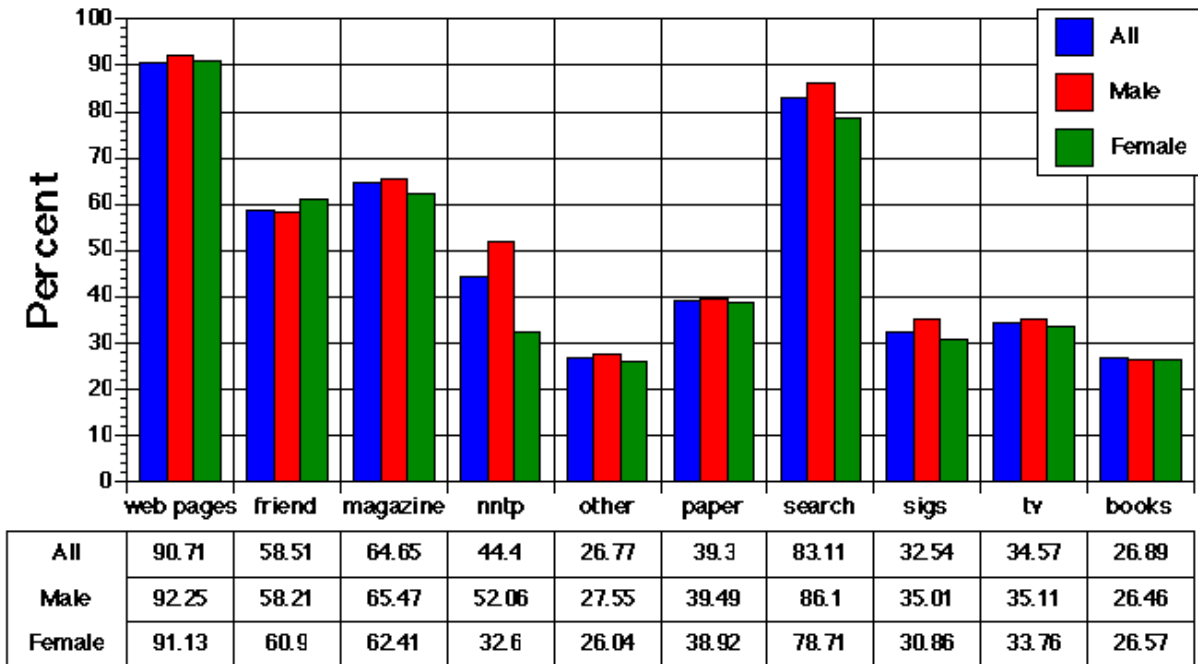


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Notes:

- 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).
-

How Users Find Out About Pages split by Gender



Source: GYU's Fifth WWW User Survey[™] (Conducted April 1996)

<URL:http://www.cc.gatech.edu/gyu/user_surveys>

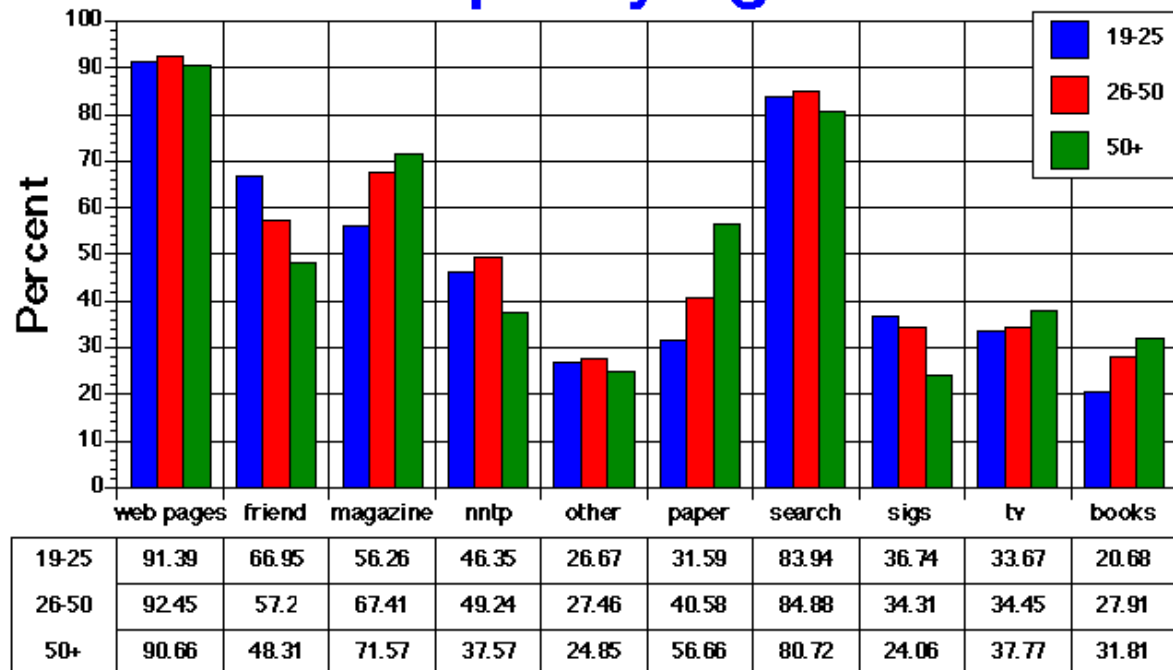
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Notes:

- 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.

How Users Find Out About Pages split by Age



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Table of Data for All Categories

sources.books	All	Male	Female	USA	Europe	19-25	26-50	50+
books	1780	1093	458	1197	114	269	1006	160
	26.89%	26.46%	26.57%	27.19%	19.32%	20.68%	27.91%	31.81%
friend	3873	2404	1050	2663	312	871	2062	243
	58.51%	58.21%	60.90%	60.48%	52.88%	66.95%	57.20%	48.31%
magazine	4279	2704	1076	2883	365	732	2430	360
	64.65%	65.47%	62.41%	65.48%	61.86%	56.26%	67.41%	71.57%
nntp	2939	2150	562	2013	328	603	1775	189
	44.40%	52.06%	32.60%	45.72%	55.59%	46.35%	49.24%	37.57%
other	1772	1138	449	1270	128	347	990	125
	26.77%	27.55%	26.04%	28.84%	21.69%	26.67%	27.46%	24.85%
paper	2601	1631	671	1702	233	411	1463	285
	39.30%	39.49%	38.92%	38.66%	39.49%	31.59%	40.58%	56.66%
search	5501	3556	1357	3670	517	1092	3060	406
	83.11%	86.10%	78.71%	83.35%	87.63%	83.94%	84.88%	80.72%
sigs	2154	1446	532	1541	201	478	1237	121
	32.54%	35.01%	30.86%	35.00%	34.07%	36.74%	34.31%	24.06%
tv	2288	1450	582	1683	117	438	1242	190
	34.57%	35.11%	33.76%	38.22%	19.83%	33.67%	34.45%	37.77%
web	6004	3810	1571	4075	532	1189	3333	456
	90.71%	92.25%	91.13%	92.55%	90.17%	91.39%	92.45%	90.66%

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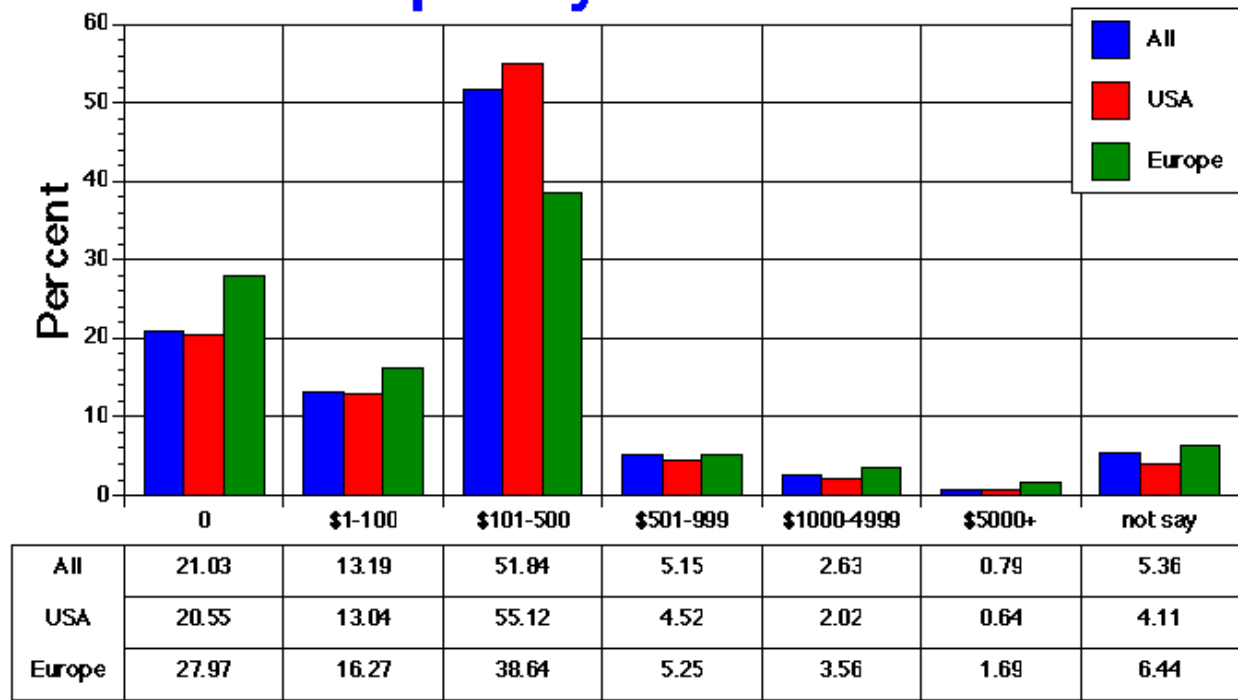


Intend to Spend on Access Next Year

Notes:

- **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.**
-

Intend to Spend Next Year on Access split by Location

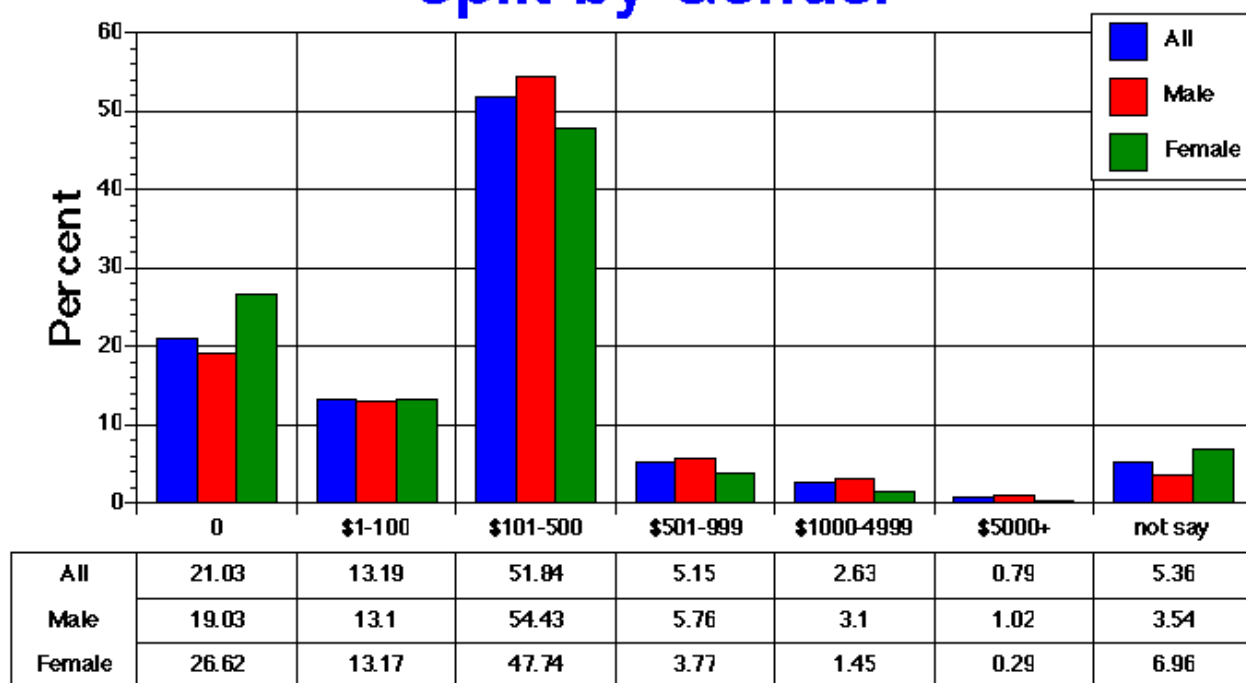


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Notes:

- 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.

Intend to Spend Next Year on Access split by Gender

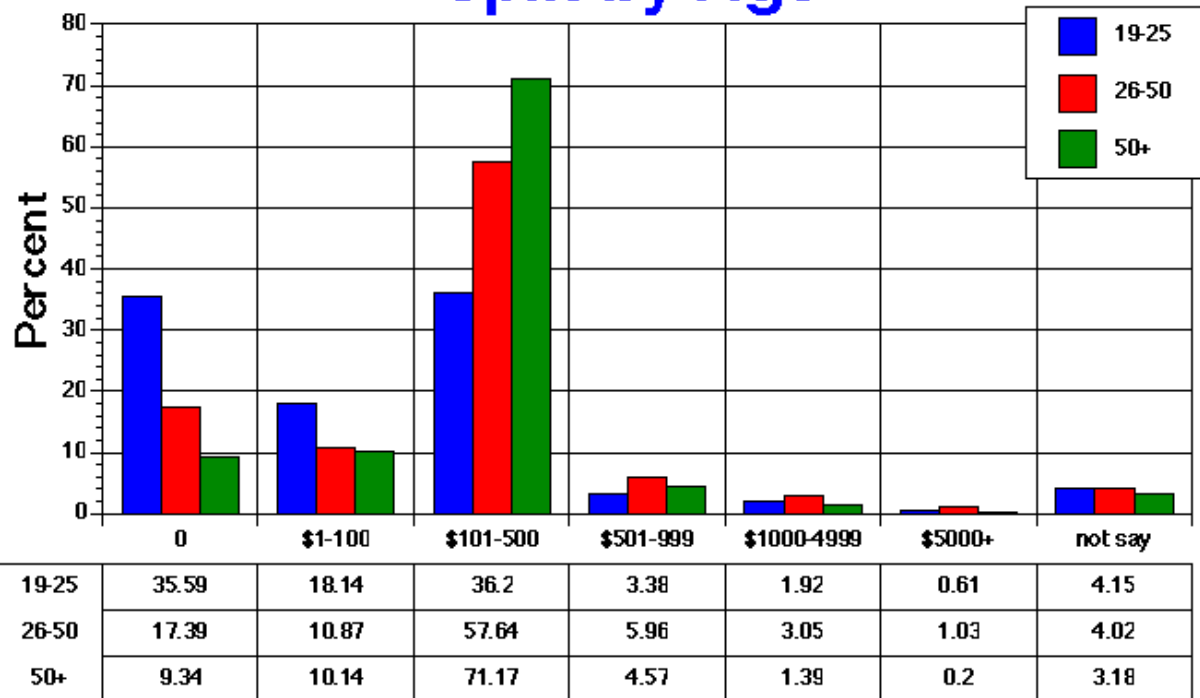


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Notes:

- 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 Next Year on Access split by Age



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Table of Data for All Categories

access	All	Male	Female	USA	Europe	19-25	26-50	50+
0	1392 21.03%	786 19.03%	459 26.62%	905 20.55%	165 27.97%	463 35.59%	627 17.39%	47 9.34%
0-100	873 13.19%	541 13.10%	227 13.17%	574 13.04%	96 16.27%	236 18.14%	392 10.87%	51 10.14%
1000-4999	174 2.63%	128 3.10%	25 1.45%	89 2.02%	21 3.56%	25 1.92%	110 3.05%	7 1.39%
101-500	3431 51.84%	2248 54.43%	823 47.74%	2427 55.12%	228 38.64%	471 36.20%	2078 57.64%	358 71.17%
5000	1 0.02%	1 0.02%	0 0.00%	0 0.00%	1 0.17%	0 0.00%	1 0.03%	0 0.00%
5000+	52 0.79%	42 1.02%	5 0.29%	28 0.64%	10 1.69%	8 0.61%	37 1.03%	1 0.20%
501-999	341 5.15%	238 5.76%	65 3.77%	199 4.52%	31 5.25%	44 3.38%	215 5.96%	23 4.57%
not	355 5.36%	146 3.54%	120 6.96%	181 4.11%	38 6.44%	54 4.15%	145 4.02%	16 3.18%

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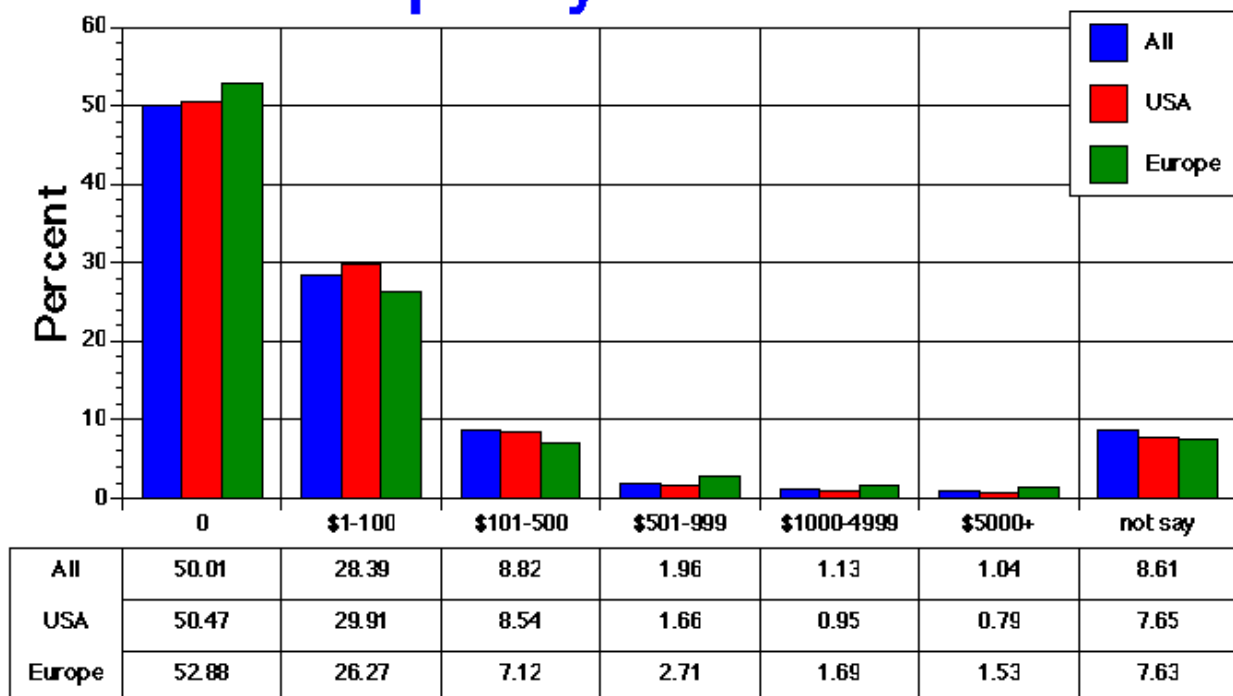


Intend to Spend on Content Next Year

Notes:

- 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.

Intend to Spend Next Year on Content split by Location

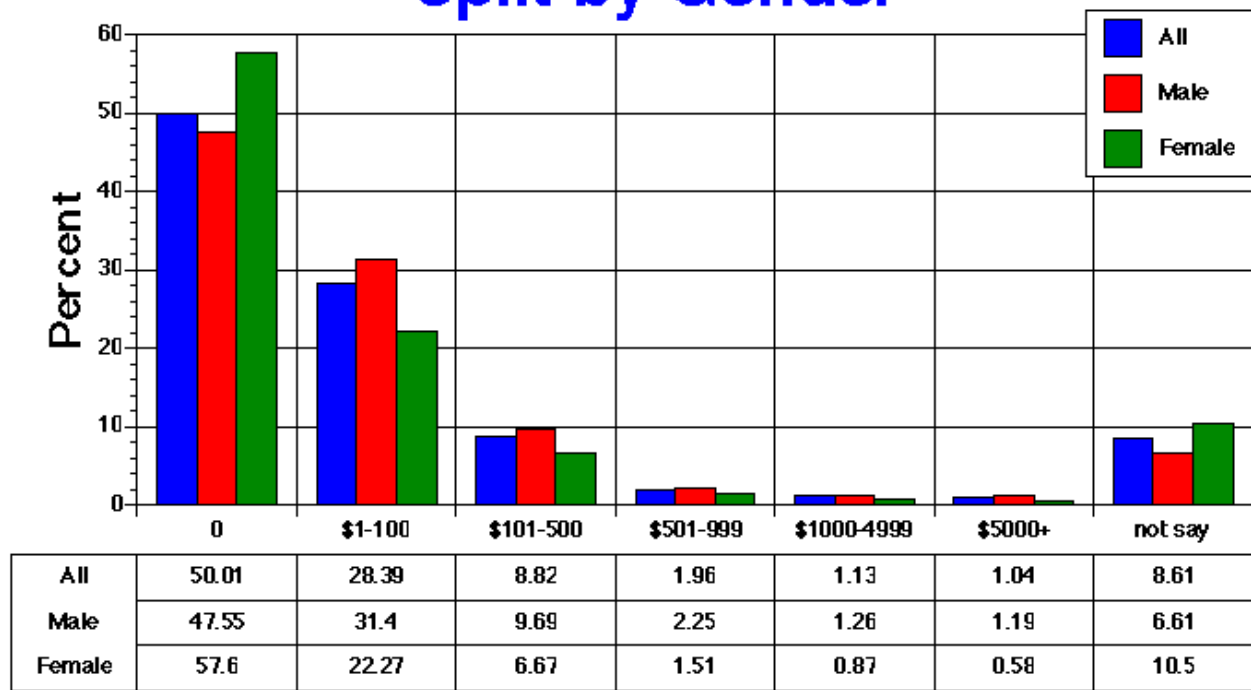


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Notes:

- Females expect to spend less than males on content in the next year.
-

Intend to Spend Next Year on Content split by Gender



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<URL:http://www.cc.gatech.edu/gvu/user_surveys>

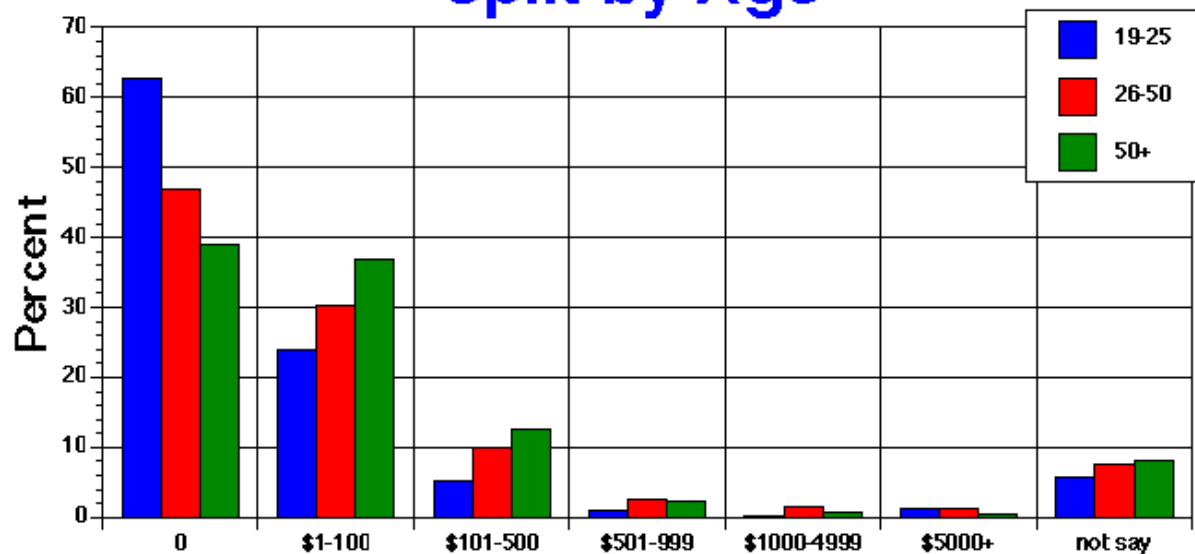
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Notes:

- 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 Next Year on Content split by Age



19-25	62.72	23.9	5.15	0.92	0.31	1.15	5.84
26-50	46.8	30.15	10.01	2.58	1.61	1.14	7.66
50+	38.97	36.98	12.72	2.19	0.6	0.4	8.15

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Table of Data for All Categories

content	All	Male	Female	USA	Europe	19-25	26-50	50+
0	3310 50.01%	1964 47.55%	993 57.60%	2222 50.47%	312 52.88%	816 62.72%	1687 46.80%	196 38.97%
0-100	1879 28.39%	1297 31.40%	384 22.27%	1317 29.91%	155 26.27%	311 23.90%	1087 30.15%	186 36.98%
1000-4999	75 1.13%	52 1.26%	15 0.87%	42 0.95%	10 1.69%	4 0.31%	58 1.61%	3 0.60%
101-500	584 8.82%	400 9.69%	115 6.67%	376 8.54%	42 7.12%	67 5.15%	361 10.01%	64 12.72%
5000	2 0.03%	2 0.05%	0 0.00%	1 0.02%	1 0.17%	0 0.00%	2 0.06%	0 0.00%
5000+	69 1.04%	49 1.19%	10 0.58%	35 0.79%	9 1.53%	15 1.15%	41 1.14%	2 0.40%
501-999	130 1.96%	93 2.25%	26 1.51%	73 1.66%	16 2.71%	12 0.92%	93 2.58%	11 2.19%
not	570 8.61%	273 6.61%	181 10.50%	337 7.65%	45 7.63%	76 5.84%	276 7.66%	41 8.15%

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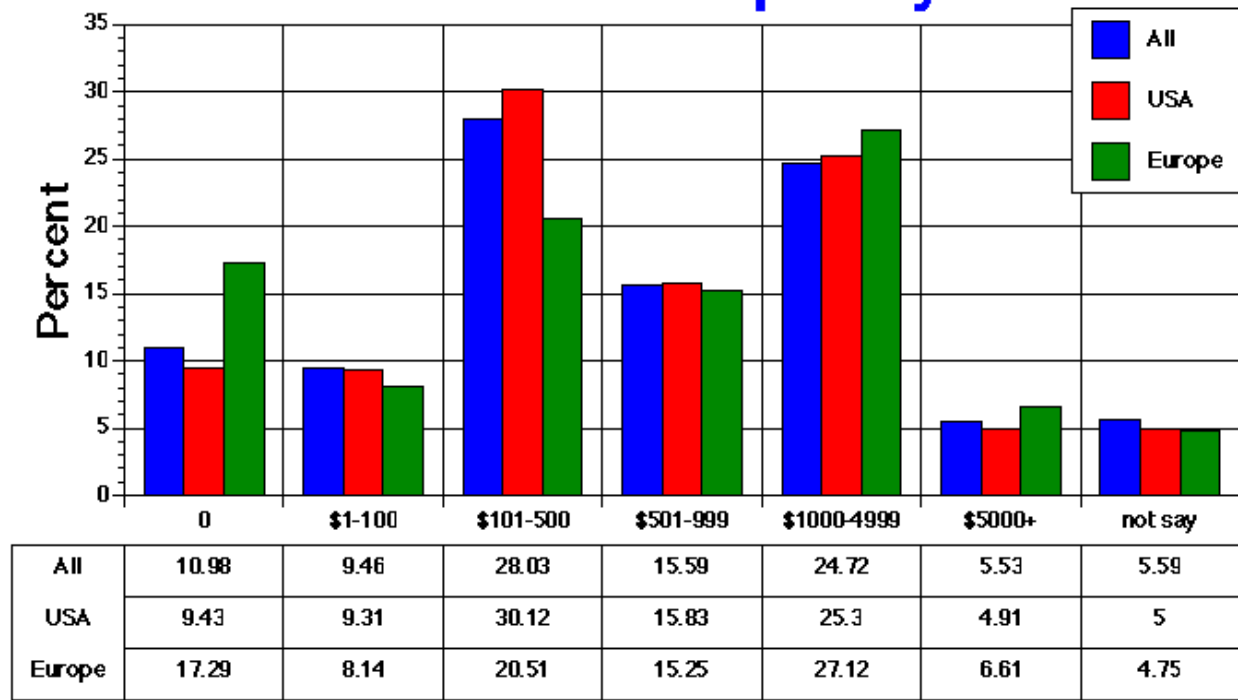


Intend to Spend on Software and Hardware Next Year

Notes:

- **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.**
-

Intend to Spend Next Year on Software & Hardware split by Location

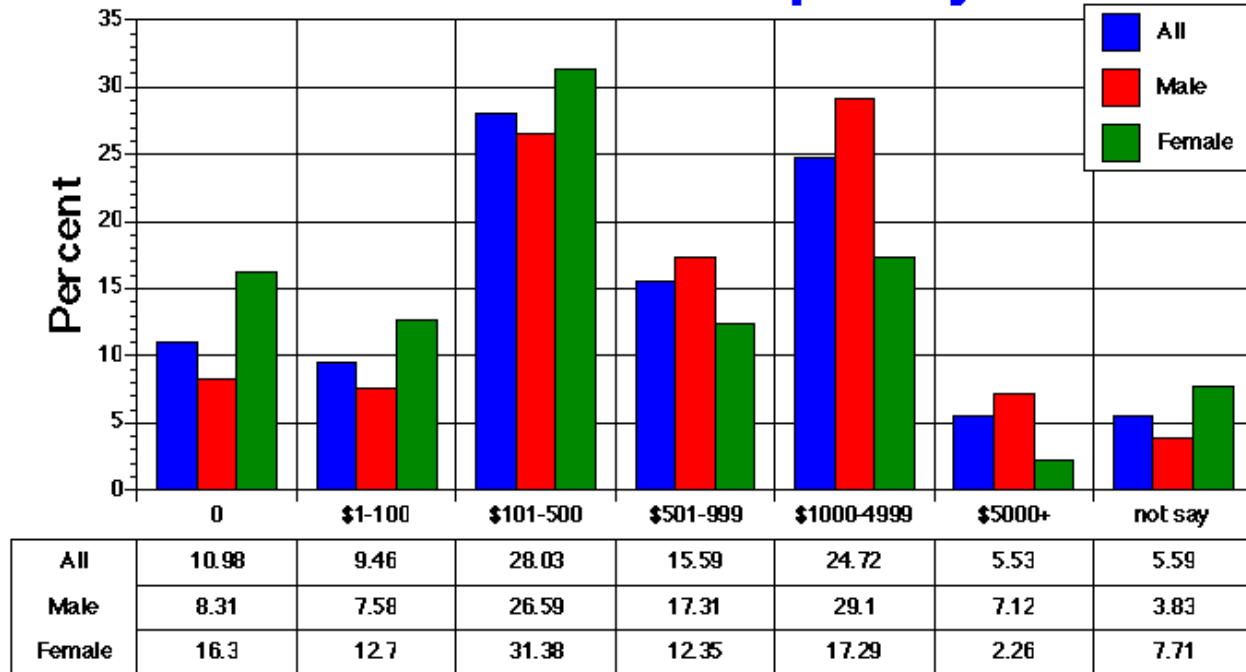


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Notes:

- Females, in general, plan to spend less next year on Software and Hardware.
-

Intend to Spend Next Year on Software & Hardware split by Gender

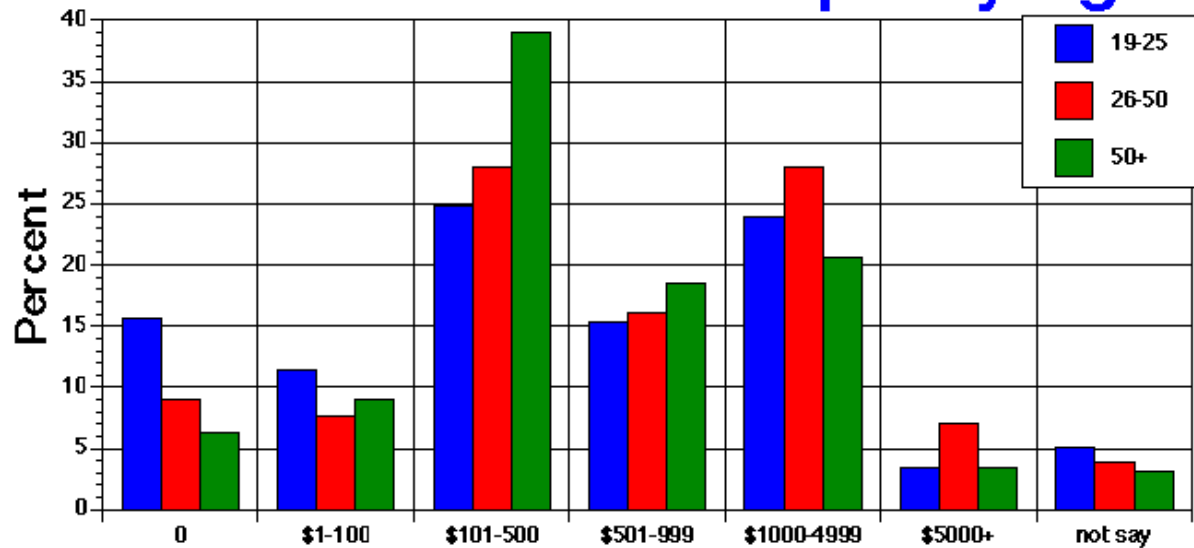


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Notes:

- 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.
-

Intend to Spend Next Year on Software & Hardware split by Age



19-25	15.68	11.45	24.9	15.3	23.9	3.46	5.15
26-50	8.99	7.63	28.07	16.14	28.07	7.07	3.88
50+	6.36	8.95	38.97	18.49	20.68	3.38	3.18

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

pc	All	Male	Female	USA	Europe	19-25	26-50	50+
0	727 10.98%	343 8.31%	281 16.30%	415 9.43%	102 17.29%	204 15.68%	324 8.99%	32 6.36%
0-100	626 9.46%	313 7.58%	219 12.70%	410 9.31%	48 8.14%	149 11.45%	275 7.63%	45 8.95%
1000-4999	1636 24.72%	1202 29.10%	298 17.29%	1114 25.30%	160 27.12%	311 23.90%	1012 28.07%	104 20.68%
101-500	1855 28.03%	1098 26.59%	541 31.38%	1326 30.12%	121 20.51%	324 24.90%	1012 28.07%	196 38.97%
5000	7 0.11%	7 0.17%	0 0.00%	5 0.11%	2 0.34%	2 0.15%	5 0.14%	0 0.00%
5000+	366 5.53%	294 7.12%	39 2.26%	216 4.91%	39 6.61%	45 3.46%	255 7.07%	17 3.38%
501-999	1032 15.59%	715 17.31%	213 12.35%	697 15.83%	90 15.25%	199 15.30%	582 16.14%	93 18.49%
not	370 5.59%	158 3.83%	133 7.71%	220 5.00%	28 4.75%	67 5.15%	140 3.88%	16 3.18%

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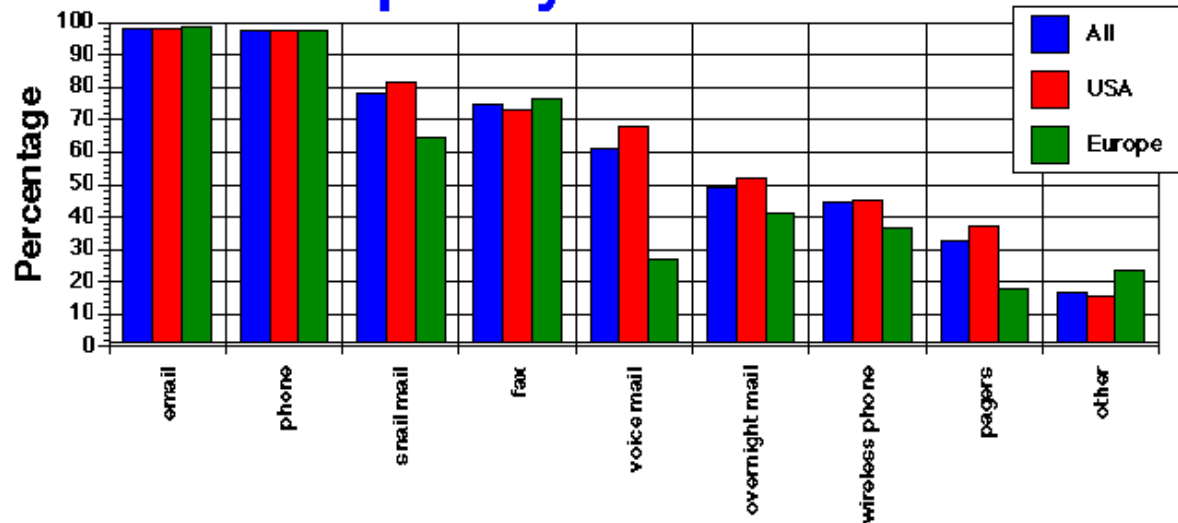


Technologies Used for Communication

Notes:

- **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.**
-

Technology Used for Communication split by Location



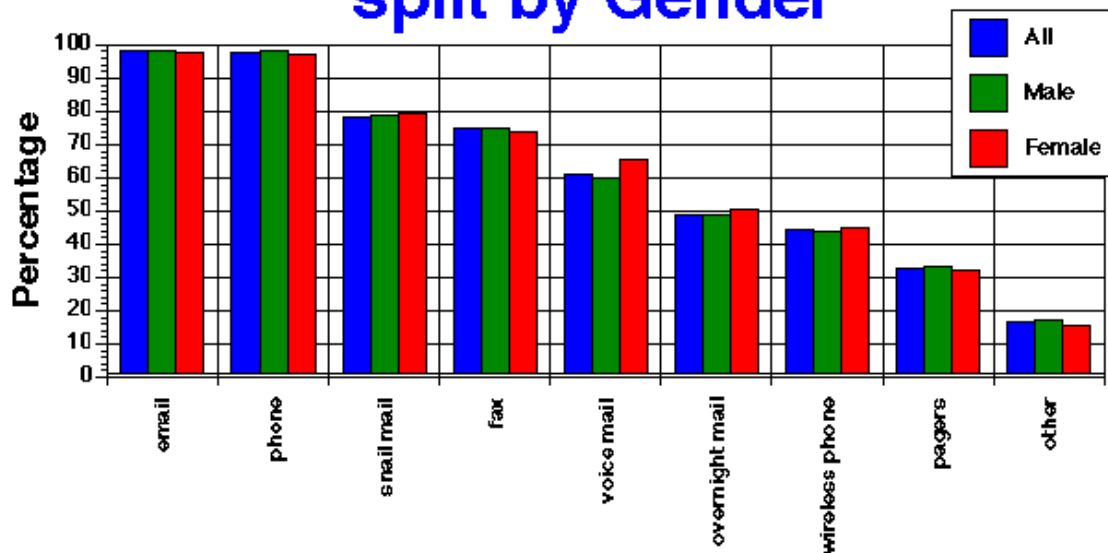
All	98.14	97.63	78.4	74.69	61.11	49.07	44.34	32.5	16.48
USA	98.39	97.84	81.88	73.38	68.18	51.99	45.08	37.25	15.31
Europe	98.81	97.63	64.41	76.44	27.12	41.02	36.61	17.63	23.56

Source: GYU's Fifth WWW User Surveytm (Conducted April 1996)
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Notes:

- There were no significant differences for gender for this question.

Technology Used for Communication split by Gender



All	98.14	97.63	78.4	74.69	61.11	49.07	44.34	32.5	16.48
Male	98.55	98.16	78.91	75.08	60.15	48.72	43.87	33.15	17.05
Female	97.74	96.98	79.41	74.07	65.6	50.58	44.95	32.19	15.31

Source: GYU's Fifth WWW User Survey[™] (Conducted April 1996)

<URL:http://www.cc.gatech.edu/gyu/user_surveys>

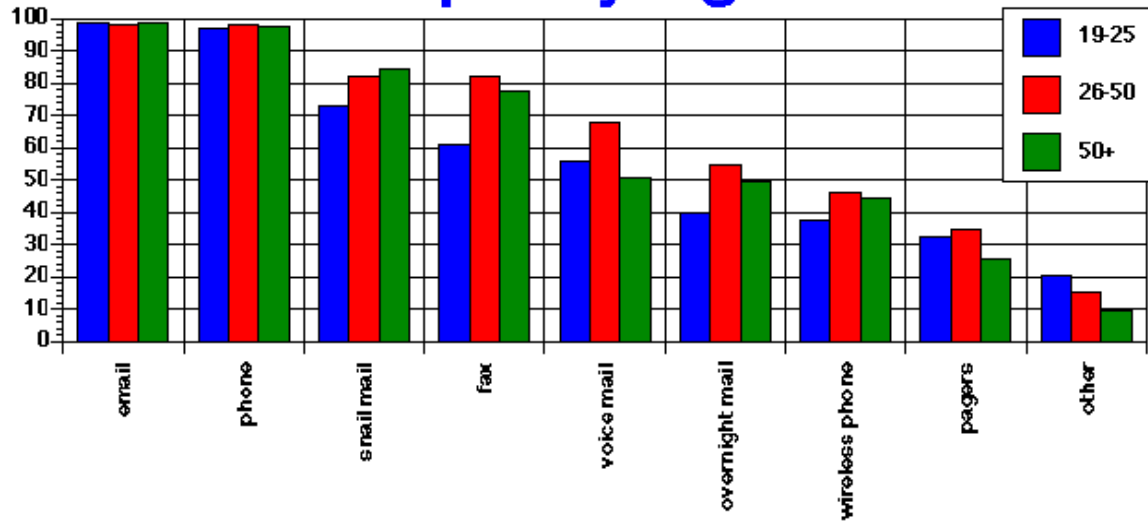
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Notes:

- 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.

Technology Used for Communication split by Age



19-25	98.85	97	72.71	60.95	55.65	40.05	37.74	32.51	20.14
26-50	98.34	98.39	81.83	82.36	67.71	54.9	46.07	34.56	15.09
50+	98.61	97.81	84.29	77.73	50.7	49.5	44.33	25.65	9.54

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Table of Data for All Categories

badre.dont	All	Male	Female	USA	Europe	19-25	26-50	50+
dont	12 0.18%	2 0.05%	7 0.41%	8 0.18%	1 0.17%	2 0.15%	0 0.00%	0 0.00%
email	6496 98.14%	4070 98.55%	1685 97.74%	4332 98.39%	583 98.81%	1286 98.85%	3545 98.34%	496 98.61%
fax	4944 74.69%	3101 75.08%	1277 74.07%	3231 73.38%	451 76.44%	793 60.95%	2969 82.36%	391 77.73%
night	3248 49.07%	2012 48.72%	872 50.58%	2289 51.99%	242 41.02%	521 40.05%	1979 54.90%	249 49.50%
other	1091 16.48%	704 17.05%	264 15.31%	674 15.31%	139 23.56%	262 20.14%	544 15.09%	48 9.54%
paggers	2151 32.50%	1369 33.15%	555 32.19%	1640 37.25%	104 17.63%	423 32.51%	1246 34.56%	129 25.65%
phone	6462 97.63%	4054 98.16%	1672 96.98%	4308 97.84%	576 97.63%	1262 97.00%	3547 98.39%	492 97.81%
smail	5189 78.40%	3259 78.91%	1369 79.41%	3605 81.88%	380 64.41%	946 72.71%	2950 81.83%	424 84.29%
vmail	4045 61.11%	2484 60.15%	1131 65.60%	3002 68.18%	160 27.12%	724 55.65%	2441 67.71%	255 50.70%
wphone	2935 44.34%	1812 43.87%	775 44.95%	1985 45.08%	216 36.61%	491 37.74%	1661 46.07%	223 44.33%

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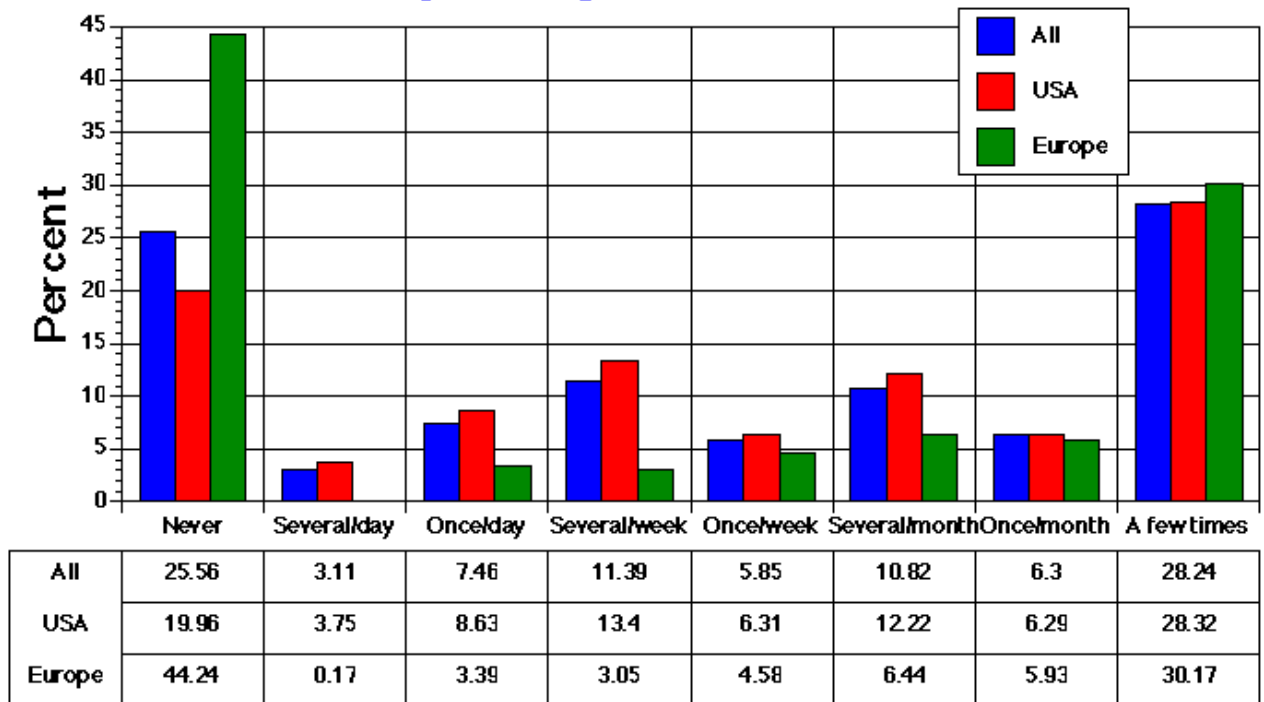


Frequency of Weather Information Use

Notes:

- 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.
-

Frequency of Weather Info Use split by Location

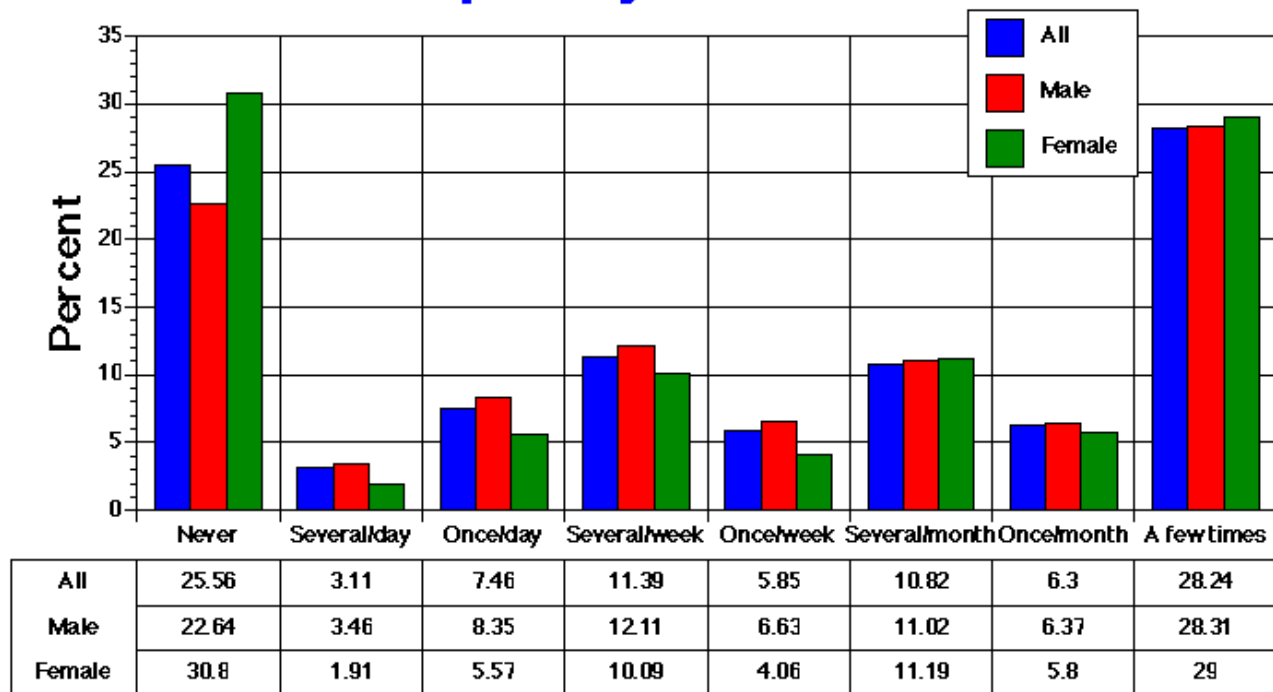


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 <URL: http://www.cc.gatech.edu/gvu/user_surveys>
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Notes:

- Females report accessing weather information less frequently than males.

Frequency of Weather Info Use split by Gender

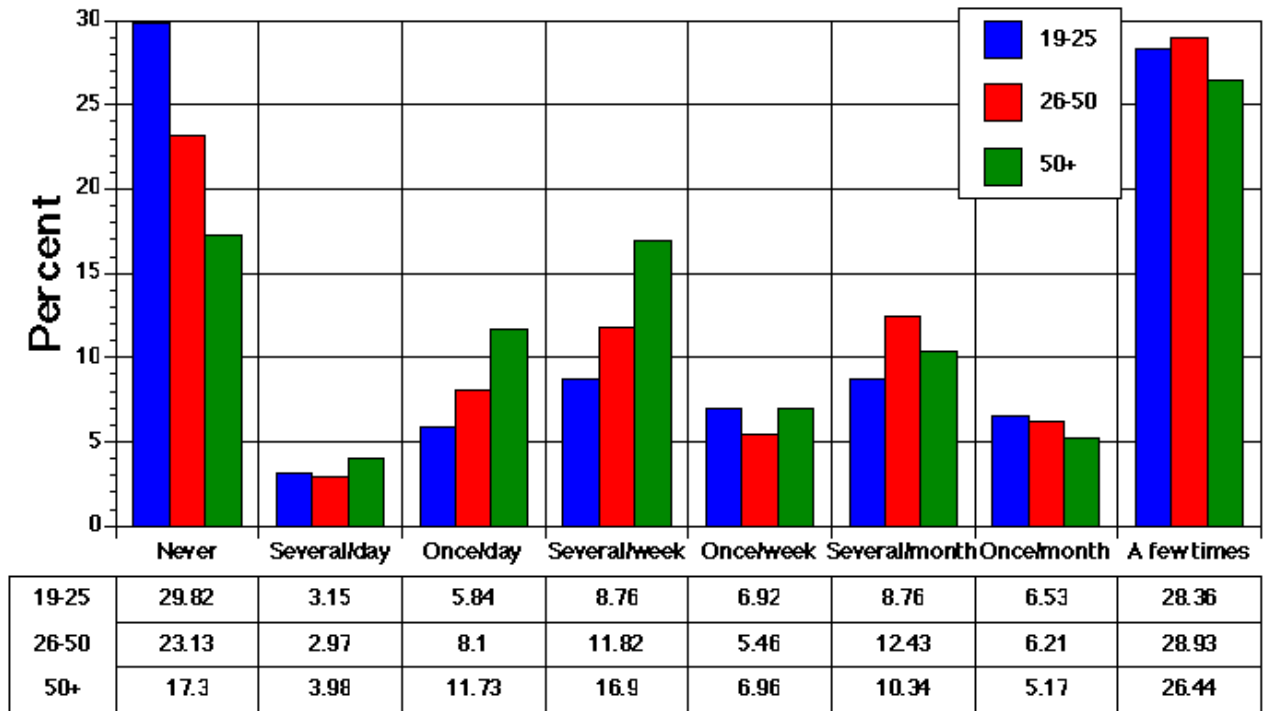


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Notes:

- Older respondents are more likely to access weather information frequently than younger respondents.

Frequency of Weather Info Use split by Age



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Table of Data for All Categories

weather	All	Male	Female	USA	Europe	19-25	26-50	50+
A few times	1869 28.24%	1169 28.31%	500 29.00%	1247 28.32%	178 30.17%	369 28.36%	1043 28.93%	133 26.44%
Don't know	83 1.25%	45 1.09%	27 1.57%	48 1.09%	12 2.03%	24 1.84%	34 0.94%	6 1.19%
Never	1692 25.56%	935 22.64%	531 30.80%	879 19.96%	261 44.24%	388 29.82%	834 23.13%	87 17.30%
Once per day	494 7.46%	345 8.35%	96 5.57%	380 8.63%	20 3.39%	76 5.84%	292 8.10%	59 11.73%
Once per month	417 6.30%	263 6.37%	100 5.80%	277 6.29%	35 5.93%	85 6.53%	224 6.21%	26 5.17%
Once per week	388 5.86%	275 6.66%	70 4.06%	279 6.34%	27 4.58%	90 6.92%	197 5.46%	35 6.96%
Several times per day	206 3.11%	143 3.46%	33 1.91%	165 3.75%	1 0.17%	41 3.15%	107 2.97%	20 3.98%
Several times per month	716 10.82%	455 11.02%	193 11.19%	538 12.22%	38 6.44%	114 8.76%	448 12.43%	52 10.34%
Several times per week	754 11.39%	500 12.11%	174 10.09%	590 13.40%	18 3.05%	114 8.76%	426 11.82%	85 16.90%

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