

The WWW User Population: Emerging Trends



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Scope of Presentation

- Background

 - » Methodology

- Emerging Trends

 - » General demographics

 - » WWW & Internet

 - Usage patterns

Background

- GVU “spare cycle” effort run twice a year
 - » Started January 1994 (first)
 - » Latest April 1997 (seventh)
- Collected results & data sets are free
- Proved concept of Web-based surveying

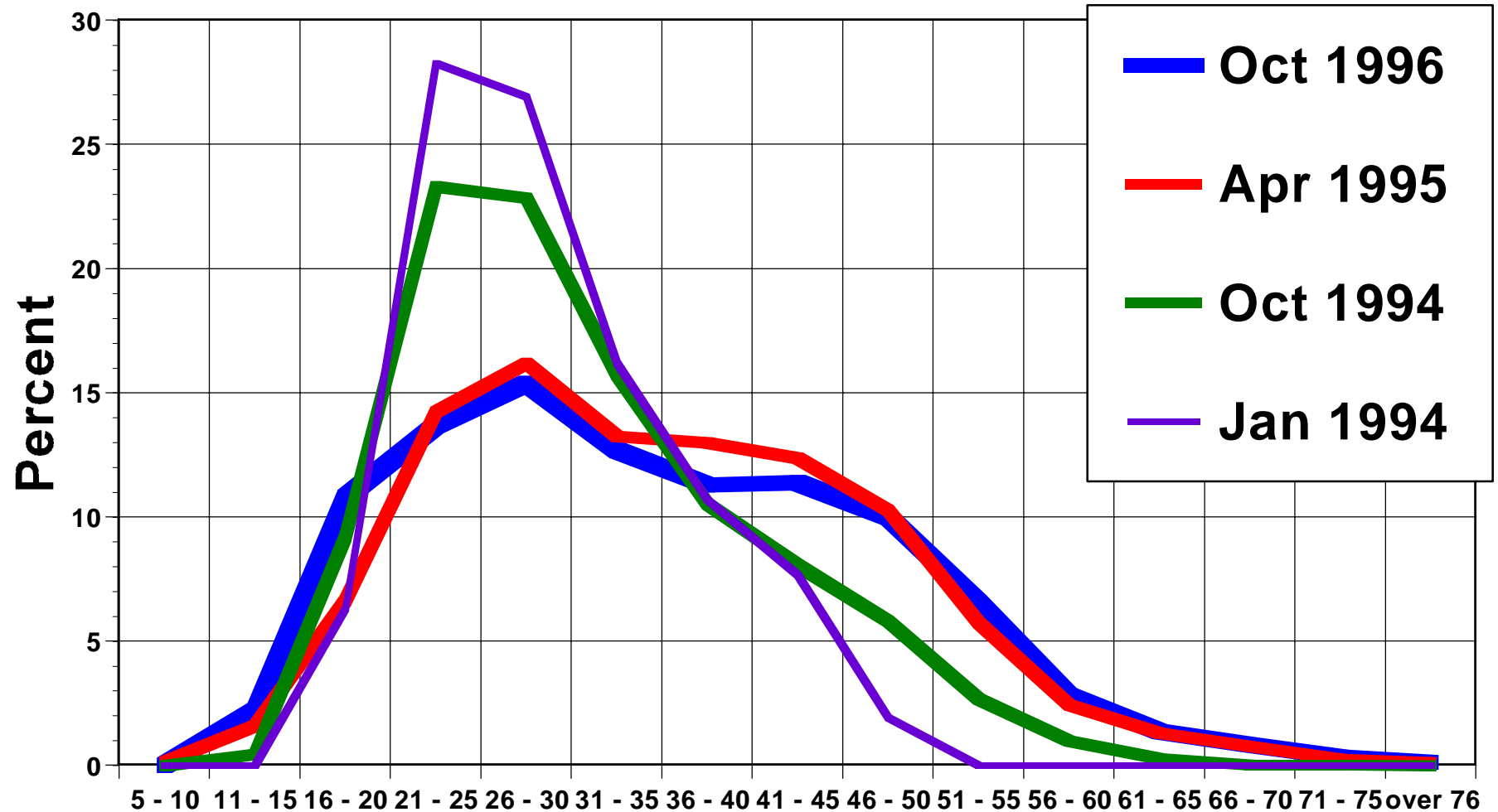
Evolving Methodology

- Self-selection and non-random sampling
- Advertise in diverse media
 - » Rotating banners within advertising networks
 - » Links (some random) from popular sites
 - » Usenet announcements
 - » Coverage in print media
 - » Mailing list announcements

Emerging Trends

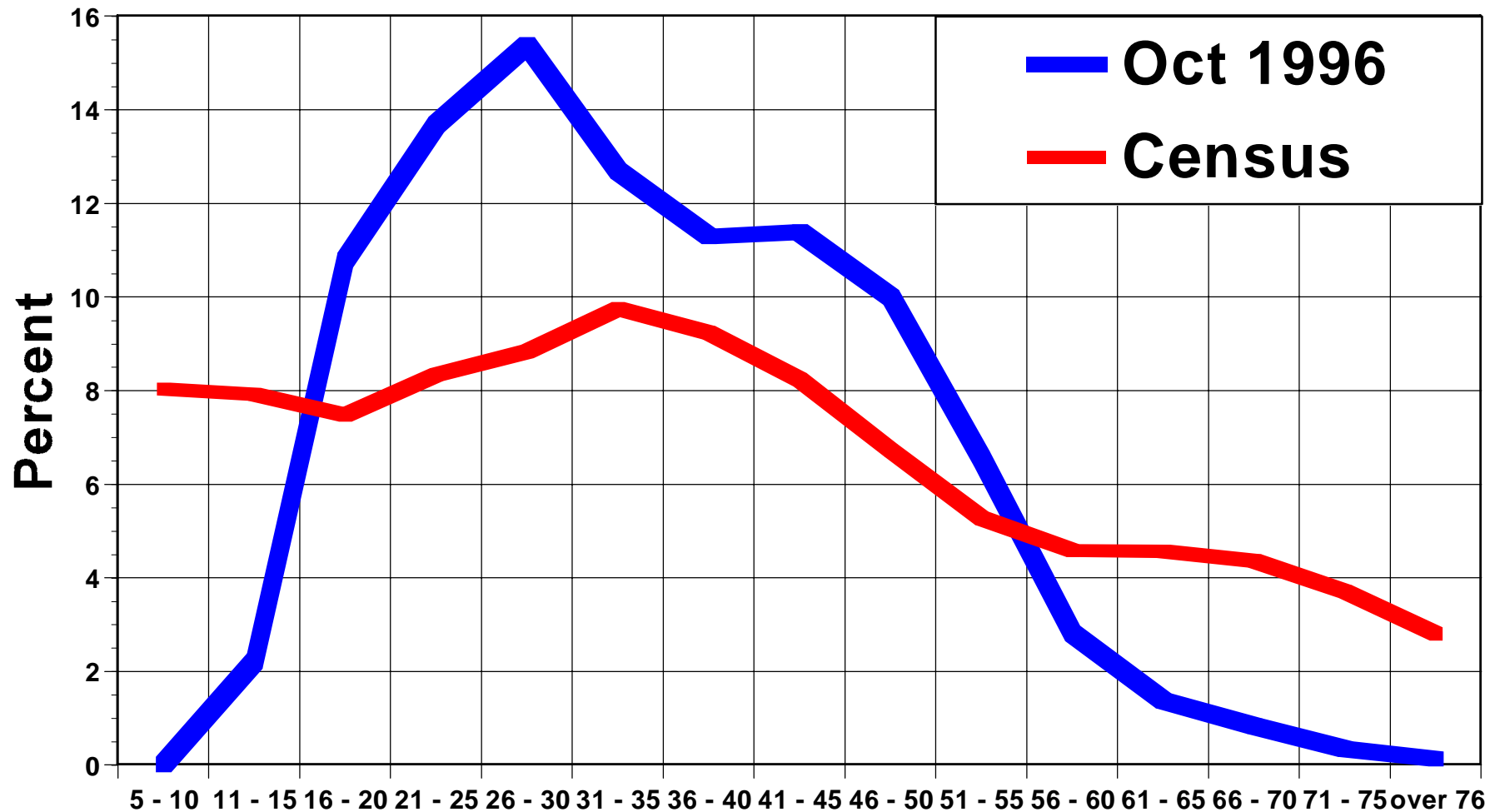
General Demographics

Age Distributions Across Surveys



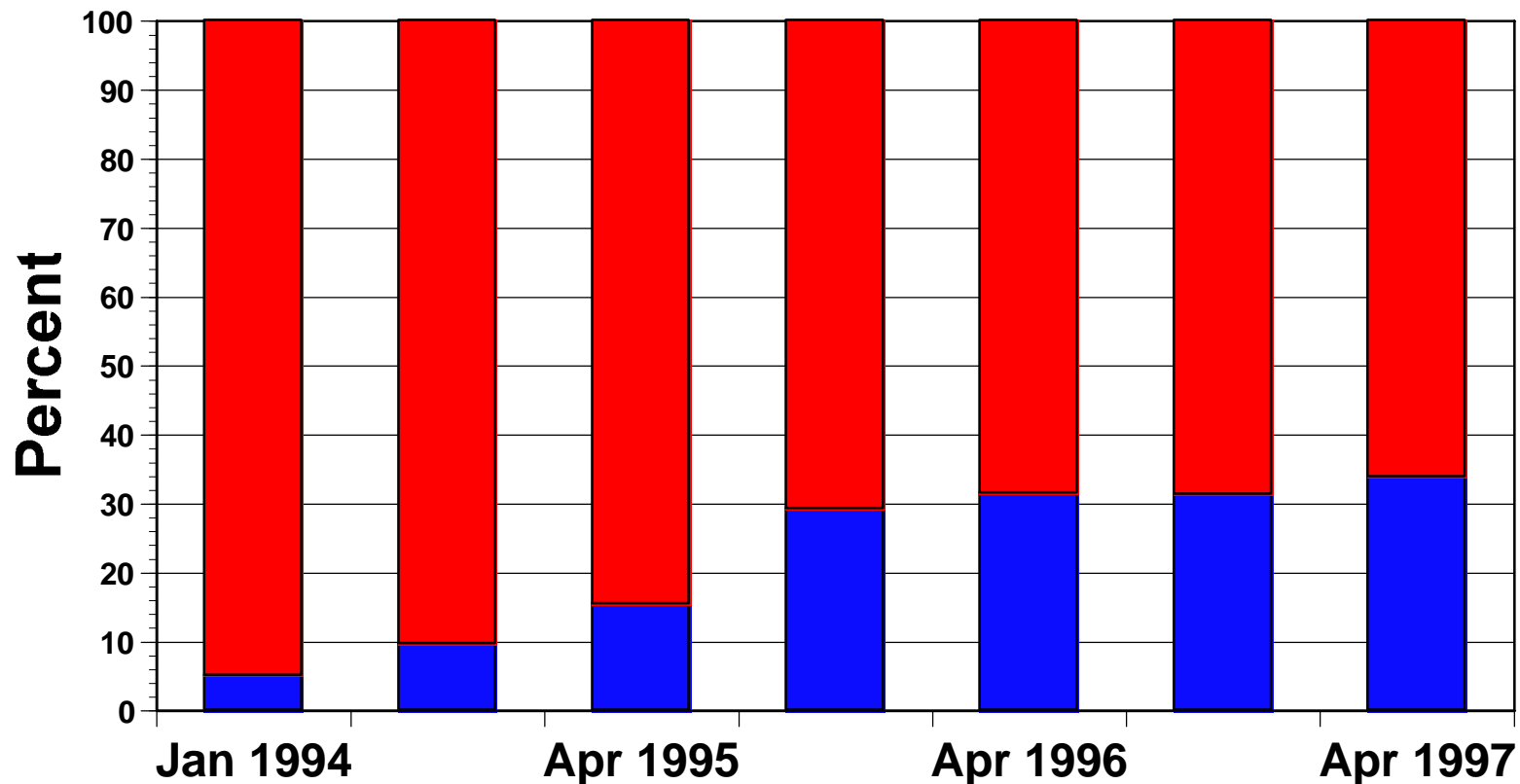
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6th Survey Compared to US Census Data



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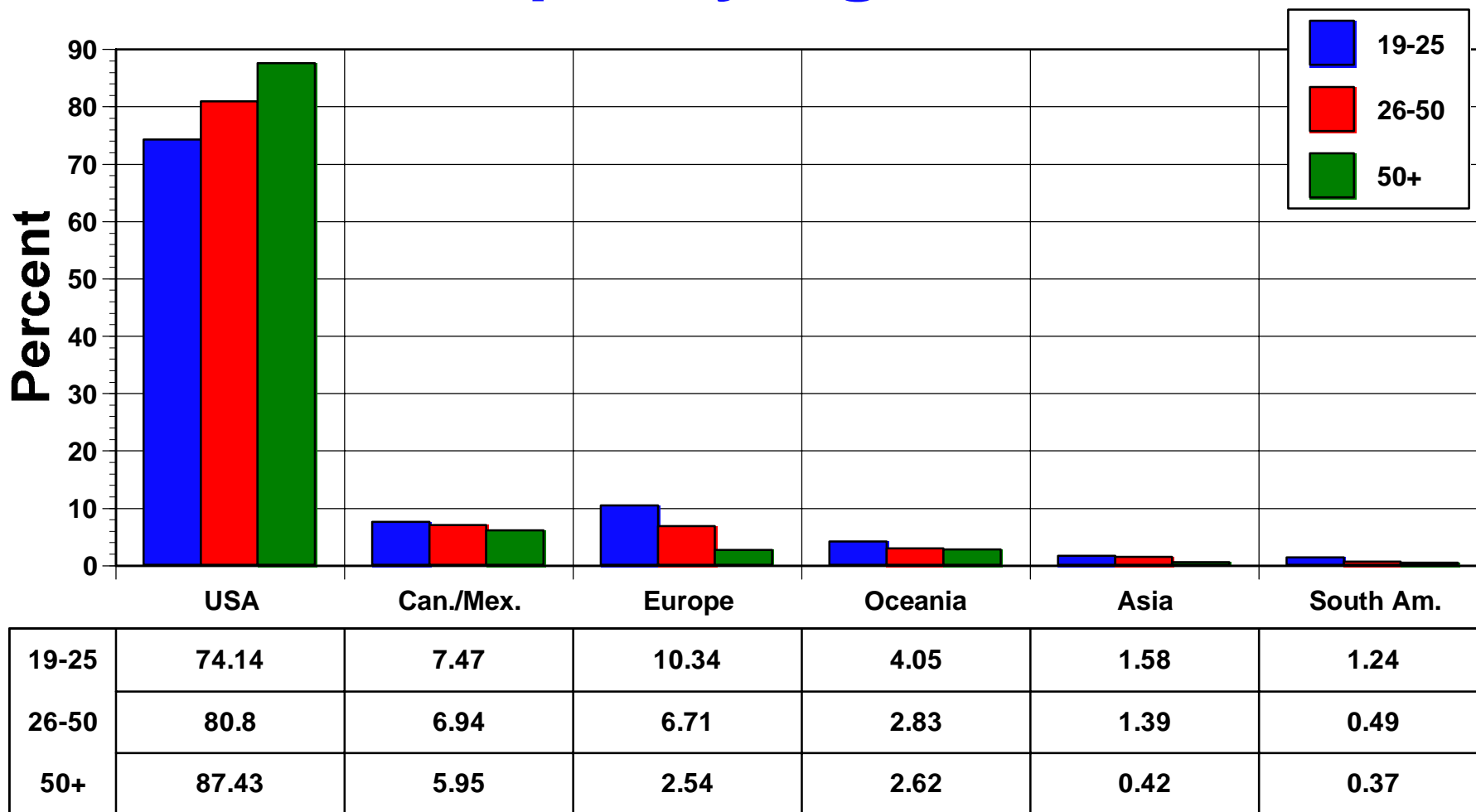
Gender Distributions Across Surveys



Female	5.1	9.7	15.5	29.3	31.5	31.39	33.9
Male	94.9	90.3	84.5	70.7	68.5	68.61	66.1

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Major Geographic Location split by Age



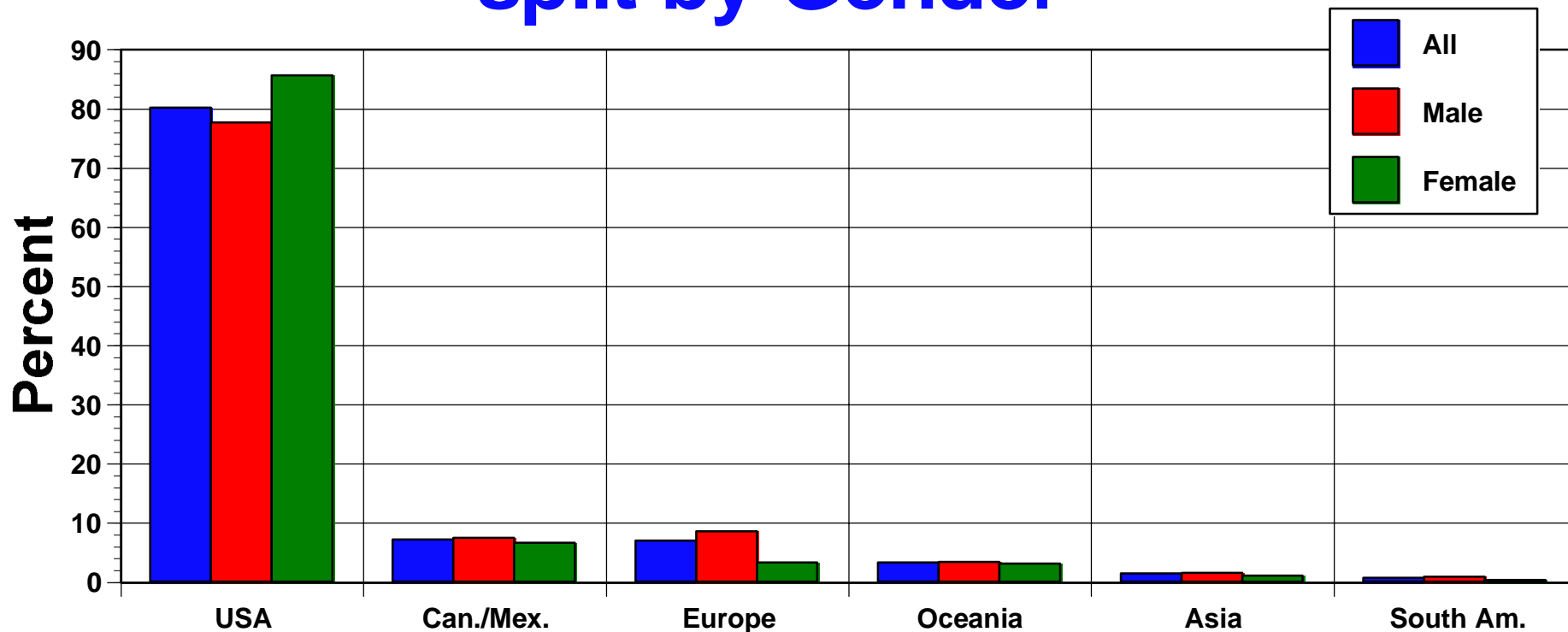
Source: GVU's Seventh WWW User Survey™ (Conducted April 1997)

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

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Major Geographic Location split by Gender



All	80.05	7.09	6.84	3.17	1.31	0.63
Male	77.58	7.33	8.5	3.25	1.48	0.8
Female	85.46	6.56	3.2	3	0.95	0.24

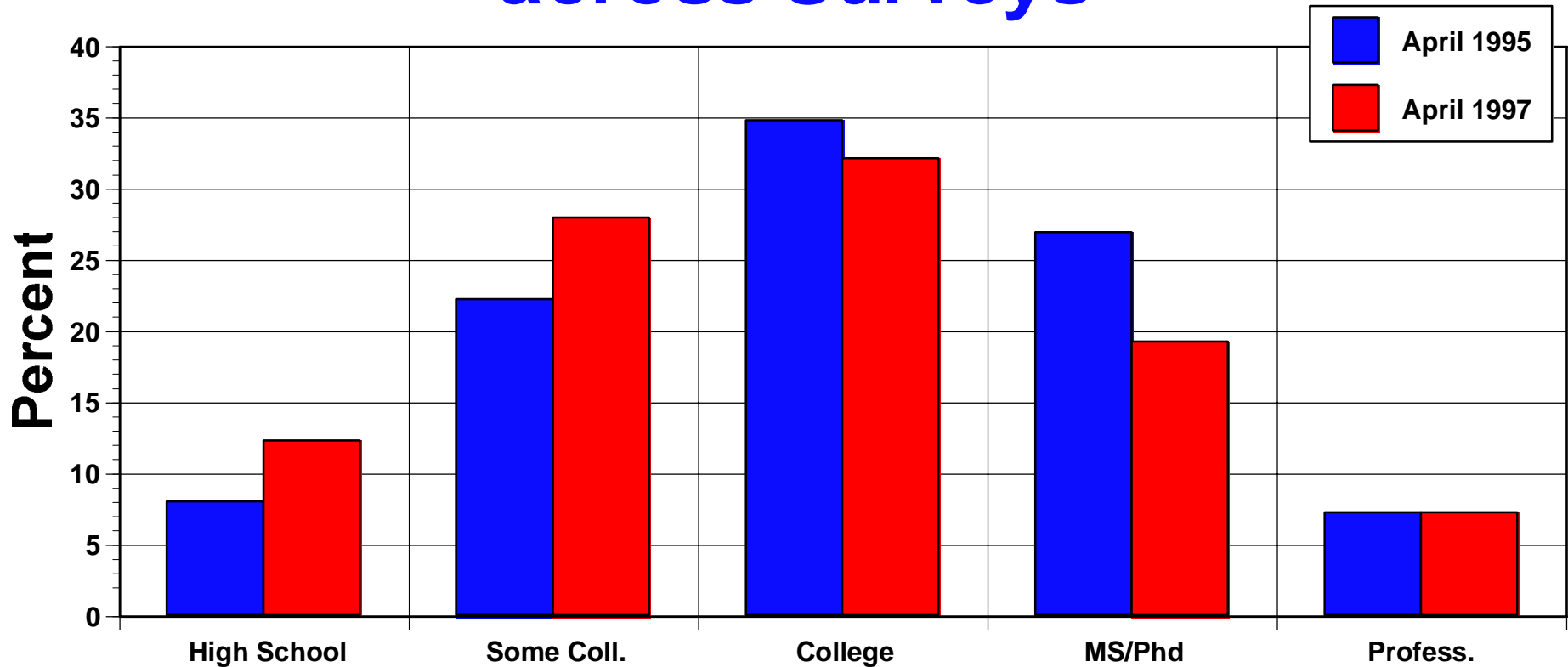
Source: GVU's Seventh WWW User Survey[™] (Conducted April 1997)

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

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Educational Attainment across Surveys



April	8	22.21	34.75	26.88	7.23
April	12.28	27.92	32.09	19.21	7.22

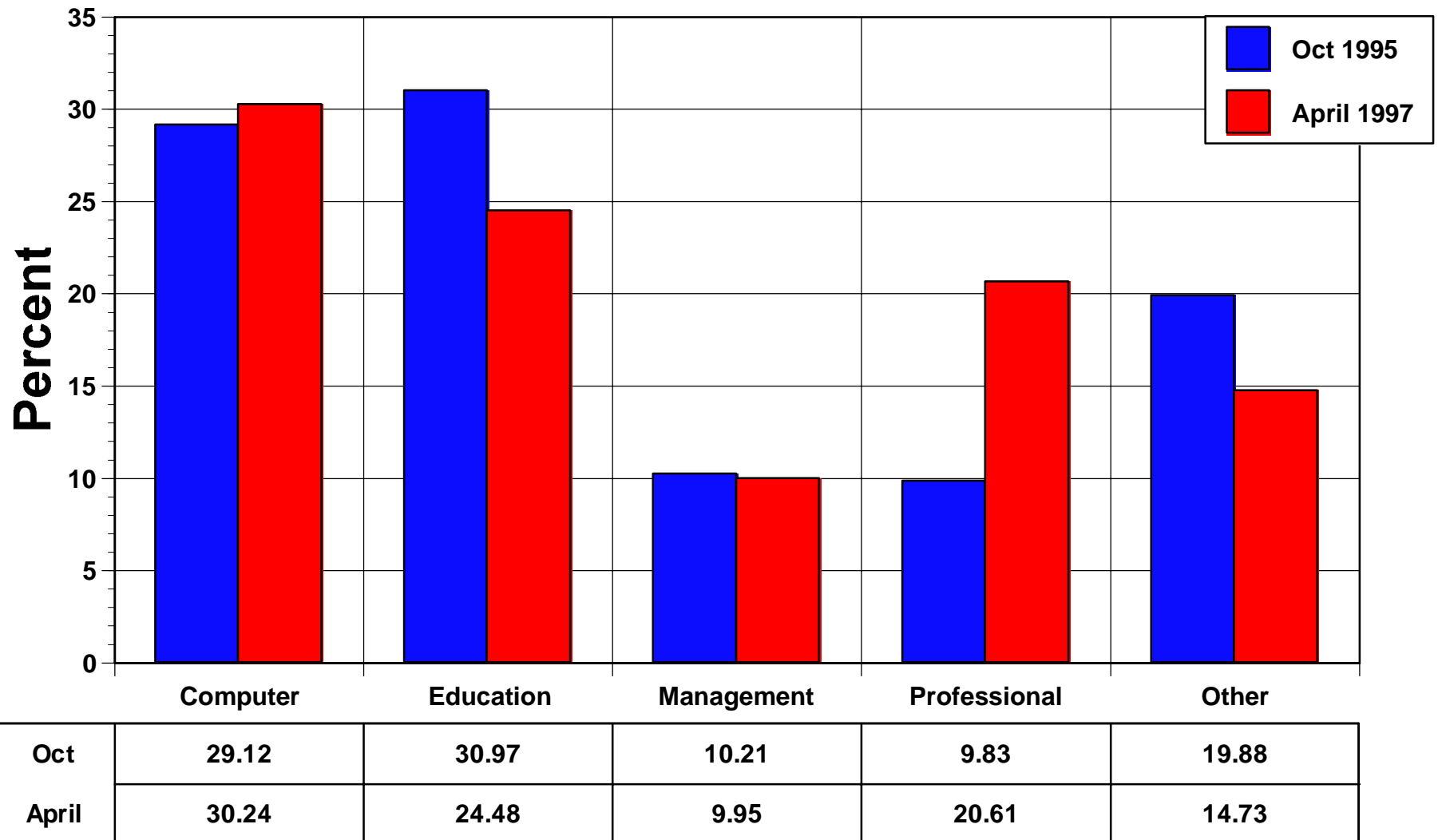
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Major Occupation across Surveys



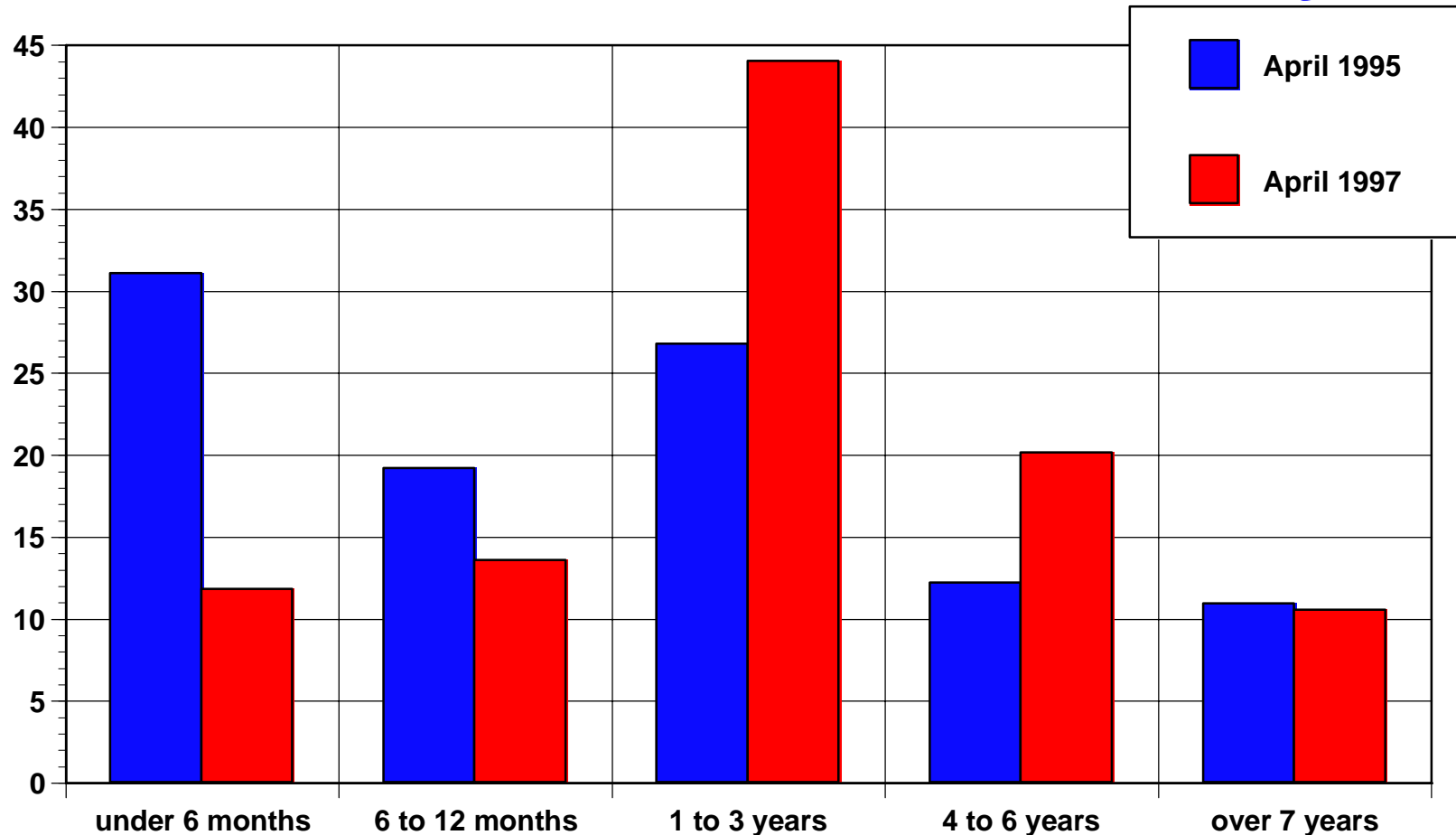
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Years on Internet across Surveys



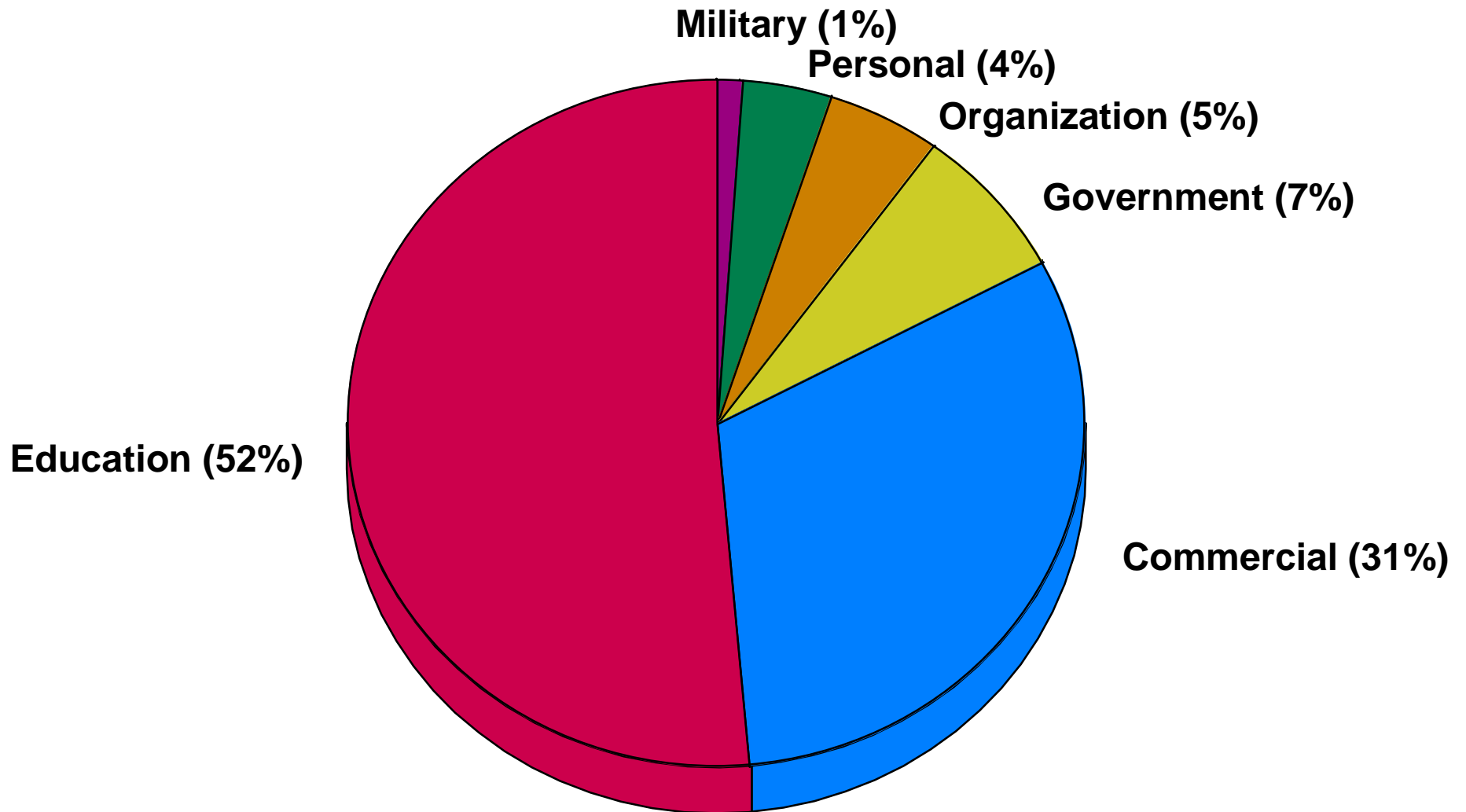
April 1995	31.04	19.17	26.73	12.18	10.89
April 1997	11.79	13.55	43.99	20.13	10.53

Source: Gvu's WWW User Surveys
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Emerging Trends

Web & Internet Usage

Primary Point of Access



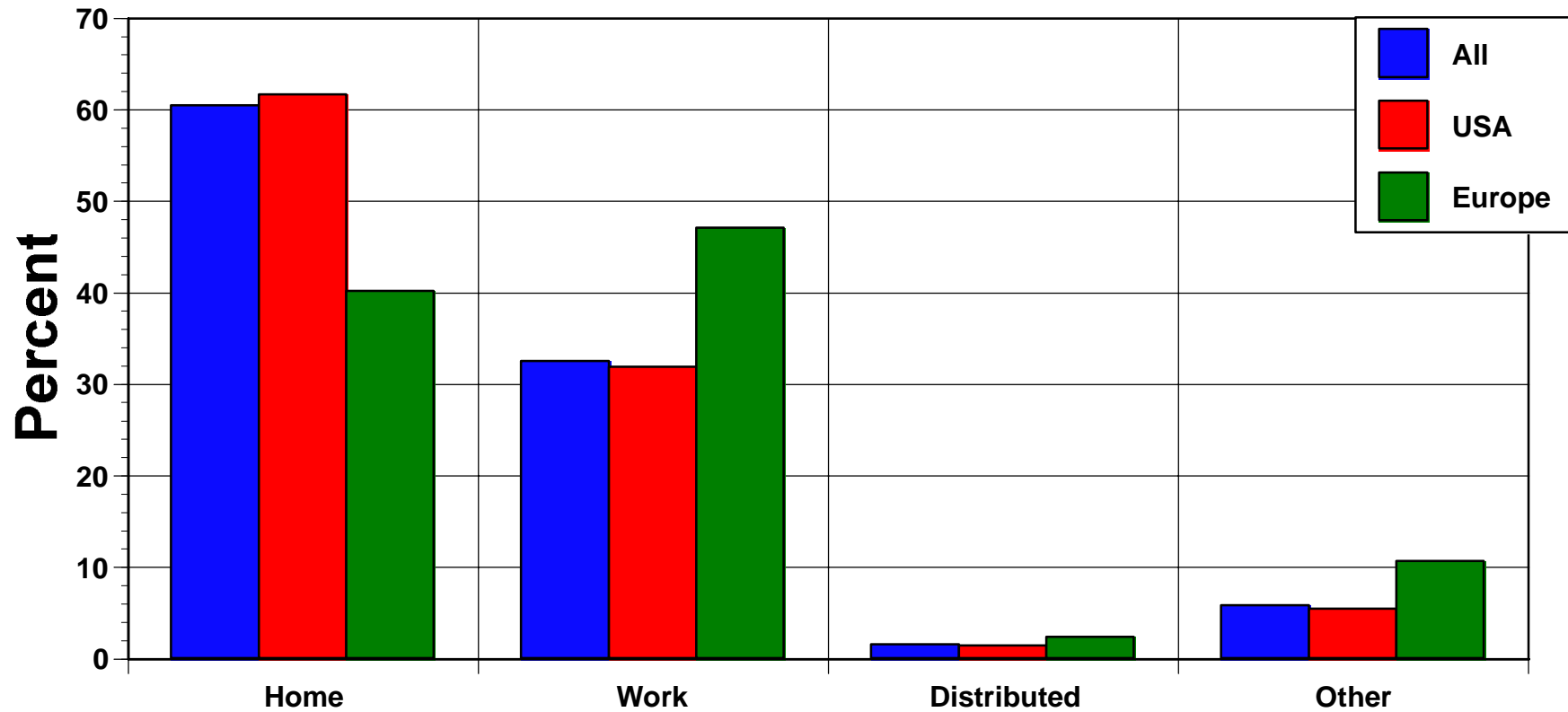
Source: GVU's Second WWW User Surveytm (Conducted October 1992)

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Primary Access split by Location



	Home	Work	Distributed	Other
All	60.38	32.43	1.44	5.74
USA	61.54	31.79	1.32	5.35
Europe	40.1	46.98	2.32	10.6

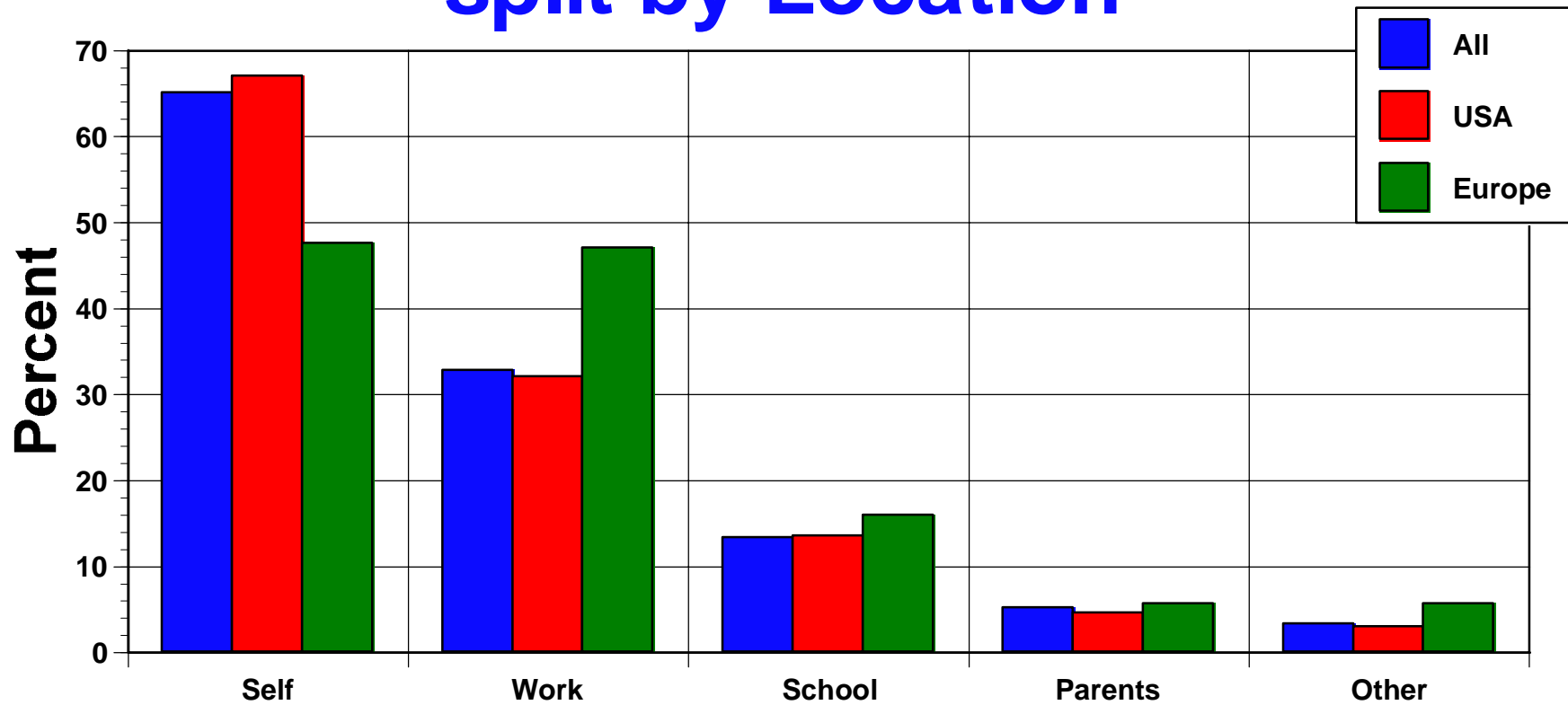
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Who Pays for Access split by Location



All	65.04	32.78	13.34	5.16	3.31
USA	66.94	32	13.52	4.59	2.98
Europe	47.5	46.98	15.91	5.6	5.6

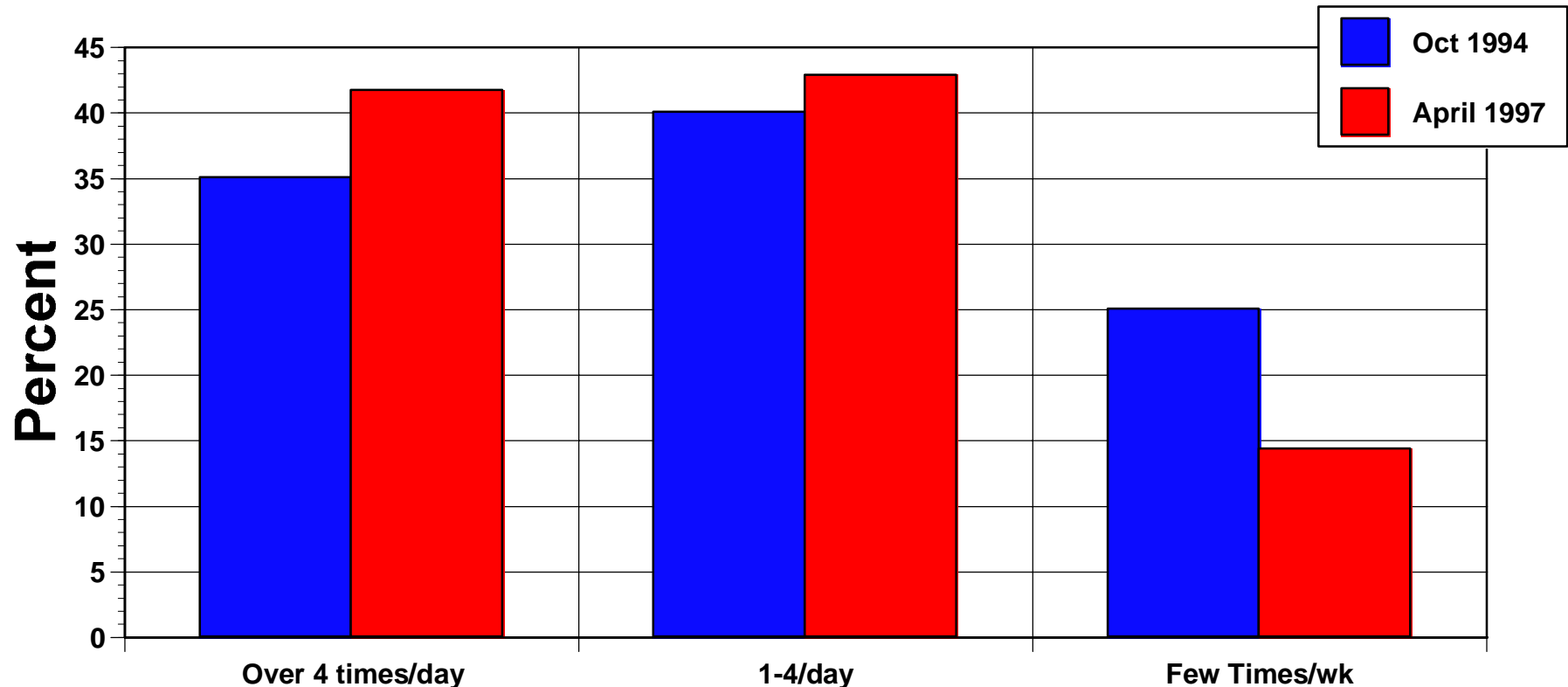
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Frequency of WWW Use across Surveys



Oct	35	40	25
April	41.69	42.84	14.33

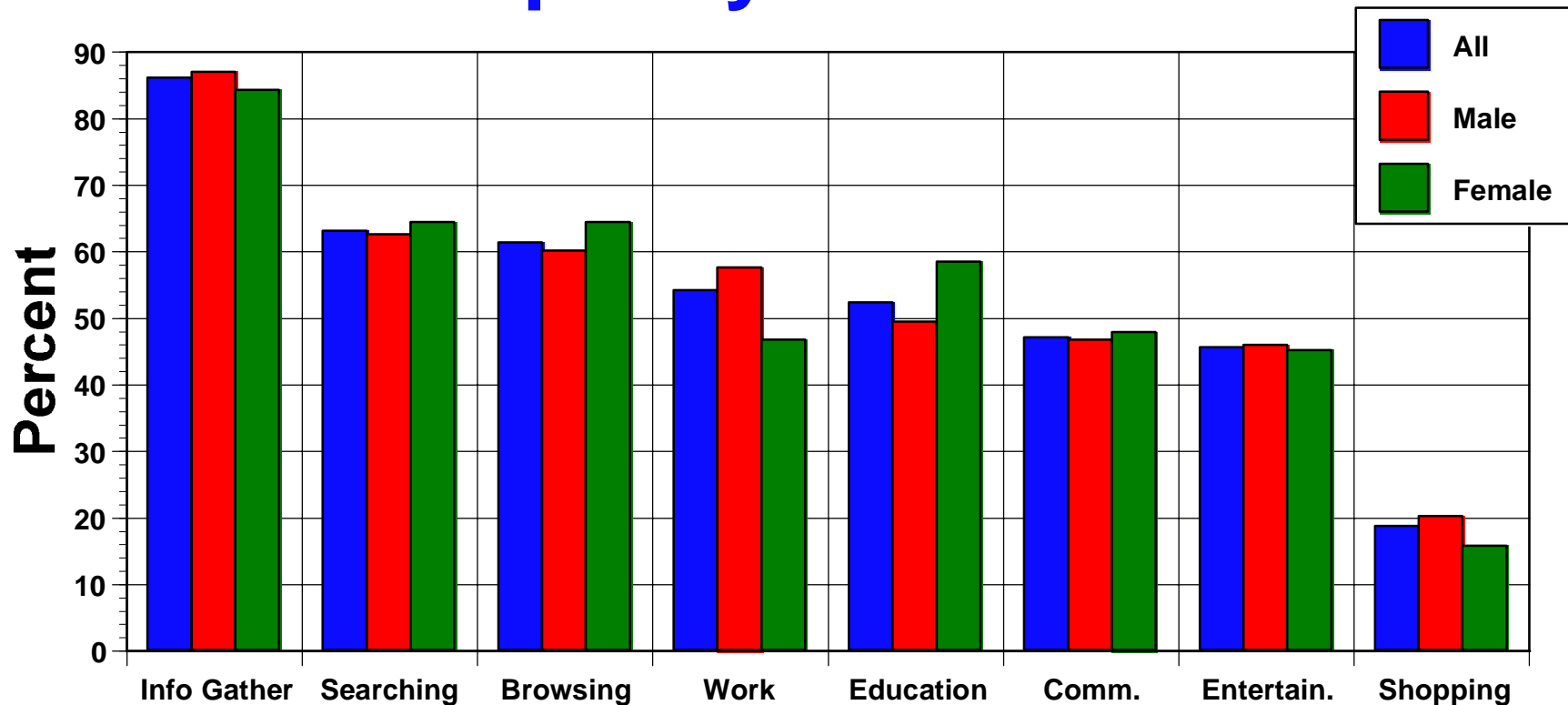
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Uses of the WWW split by Gender



All	86.03	63.01	61.29	54.05	52.21	47.02	45.48	18.65
Male	86.9	62.43	59.98	57.46	49.38	46.67	45.88	20.16
Female	84.2	64.27	64.27	46.65	58.36	47.82	45.07	15.65

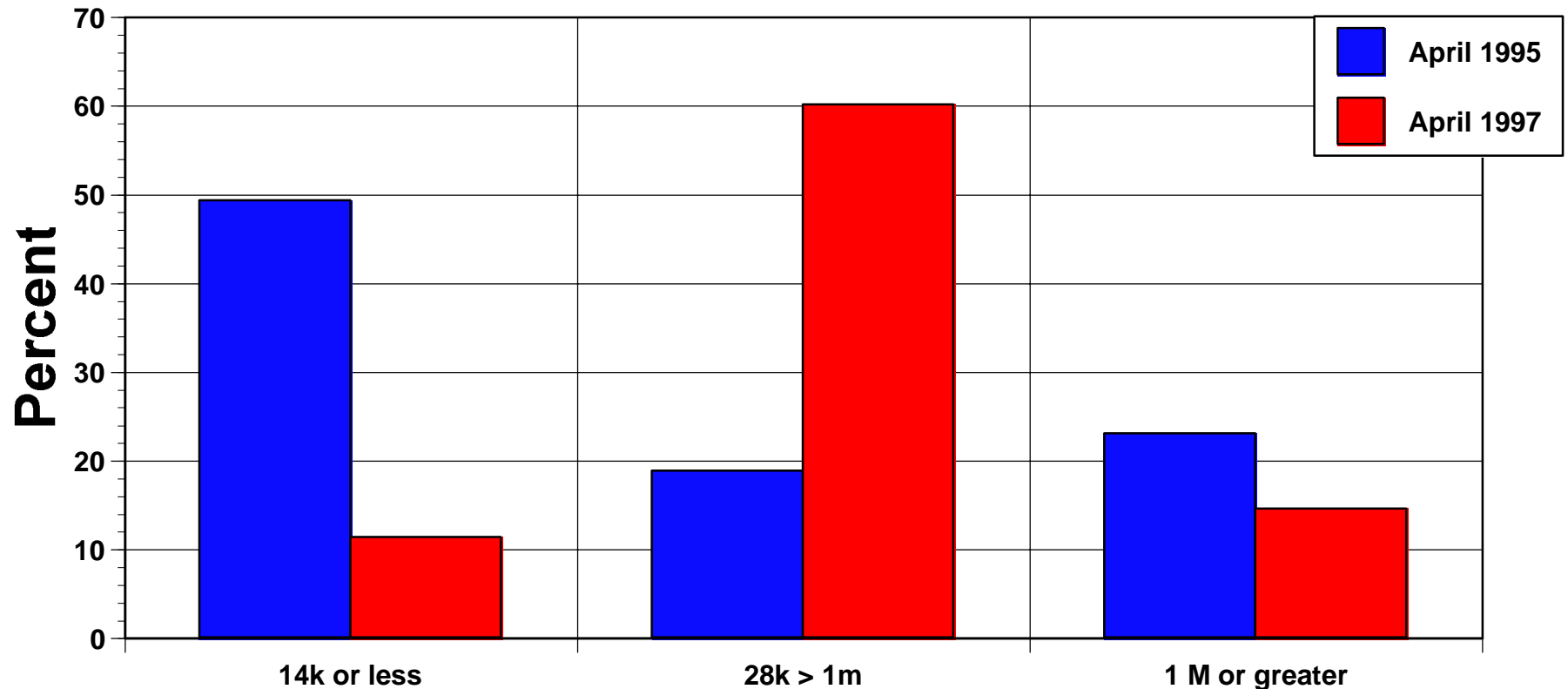
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Connection Speed across Surveys



April	49.28	18.8	22.99
April	11.34	60.07	14.53

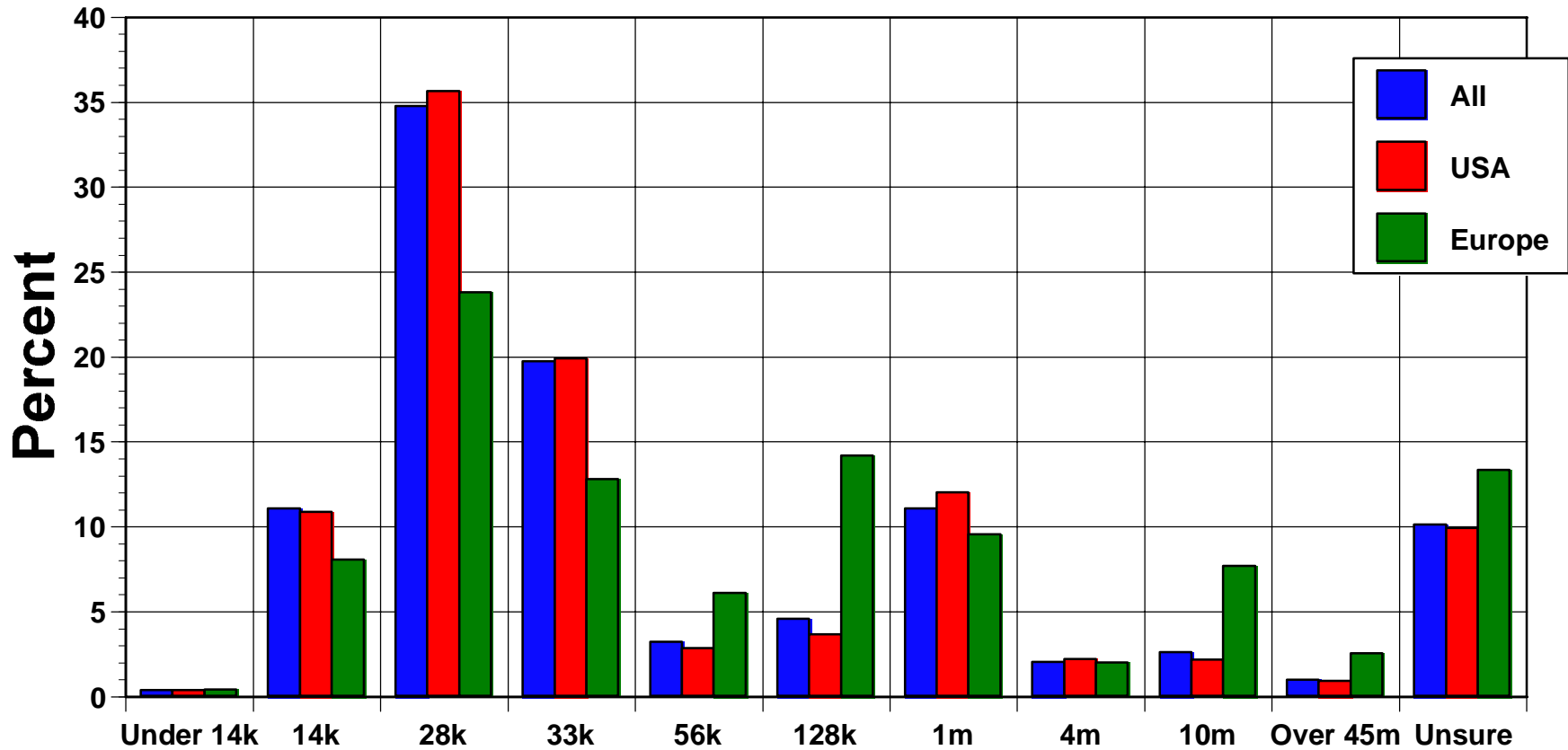
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Connection Speed split by Location



All	0.32	11.02	34.7	19.68	3.16	4.53	11.03	2	2.55	0.95	10.07
USA	0.33	10.81	35.58	19.85	2.81	3.6	11.96	2.17	2.14	0.87	9.87
Europe	0.37	8.01	23.74	12.76	6.05	14.15	9.5	1.96	7.64	2.51	13.31

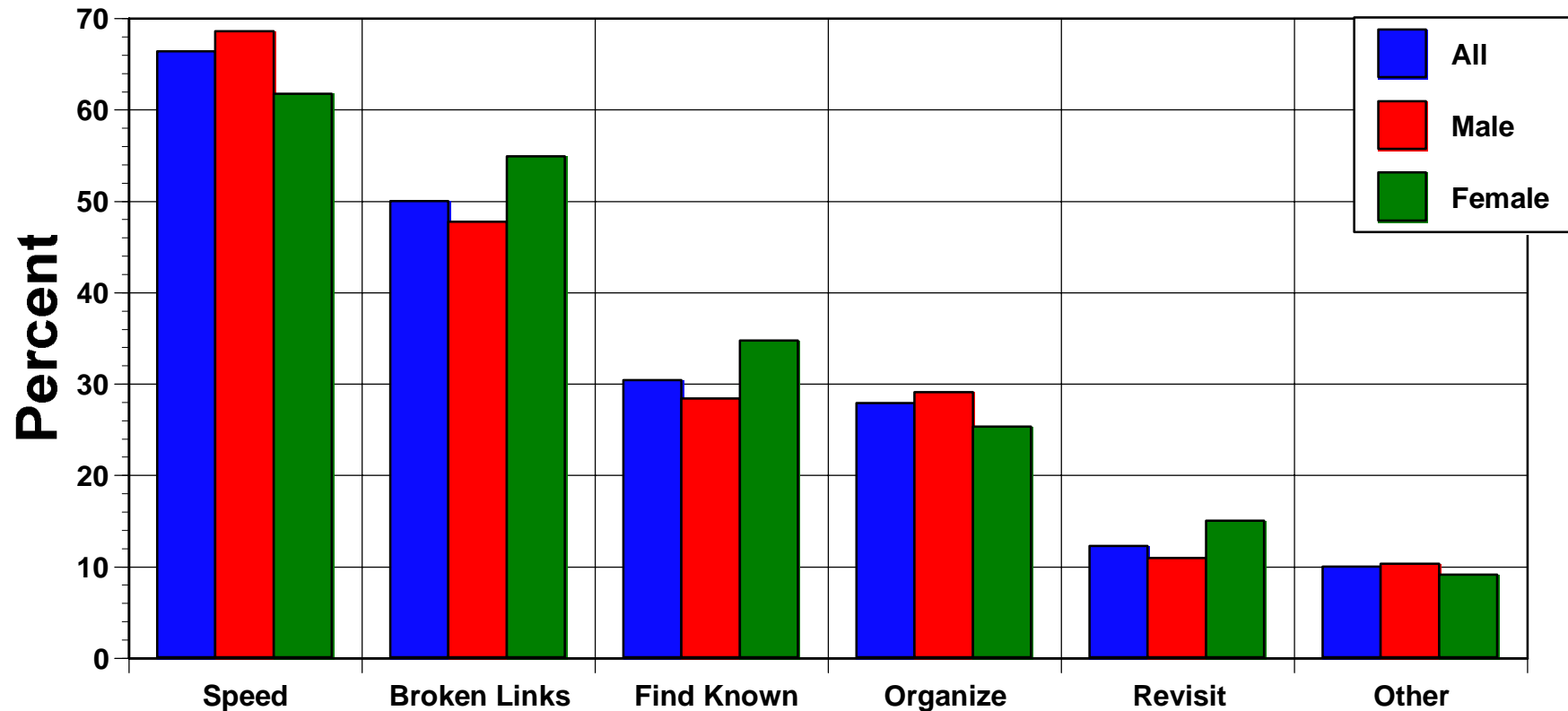
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Problems Using Web split by Gender



	Speed	Broken Links	Find Known	Organize	Revisit	Other
All	66.31	49.9	30.31	27.8	12.16	9.88
Male	68.51	47.65	28.28	29.02	10.87	10.23
Female	61.62	54.81	34.63	25.25	14.95	9.01

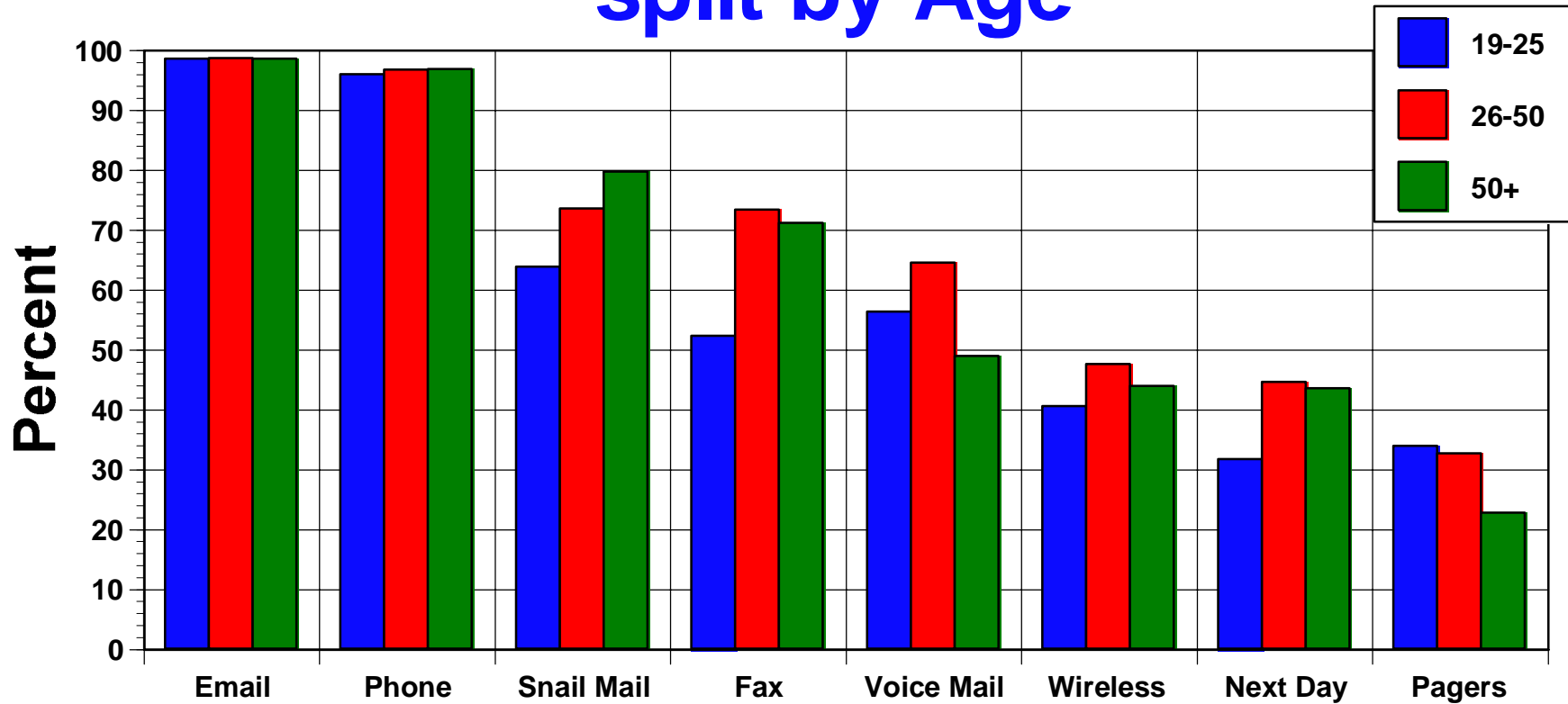
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Use of Communication Technologies split by Age



	Email	Phone	Snail Mail	Fax	Voice Mail	Wireless	Next Day	Pagers
19-25	98.49	95.83	63.76	52.13	56.26	40.41	31.61	33.86
26-50	98.55	96.65	73.43	73.23	64.42	47.51	44.48	32.58
50+	98.42	96.69	79.61	71.02	48.8	43.86	43.38	22.7

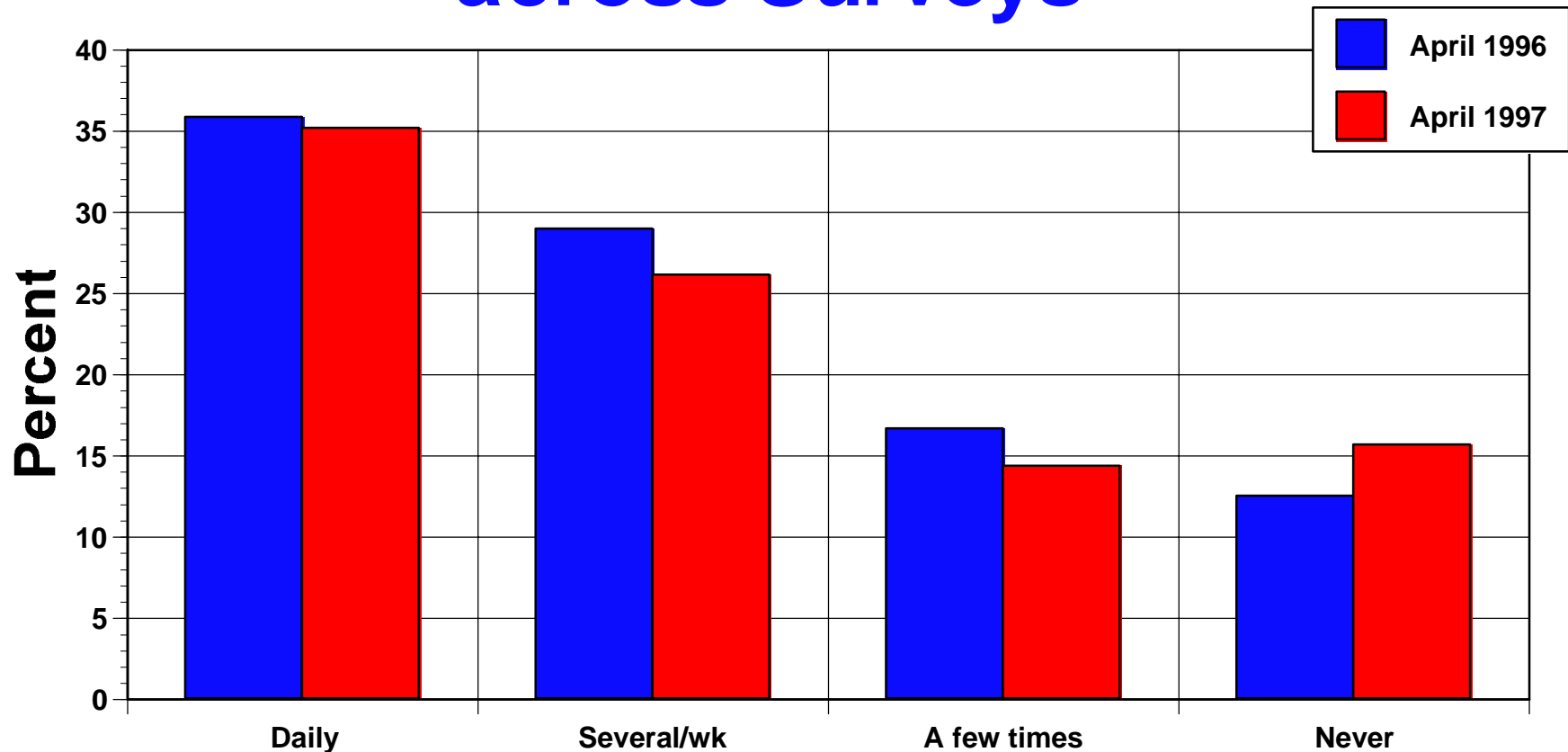
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Surf Web Instead of Watching TV across Surveys



April	35.82	28.92	16.62	12.49
April	35.12	26.11	14.33	15.64

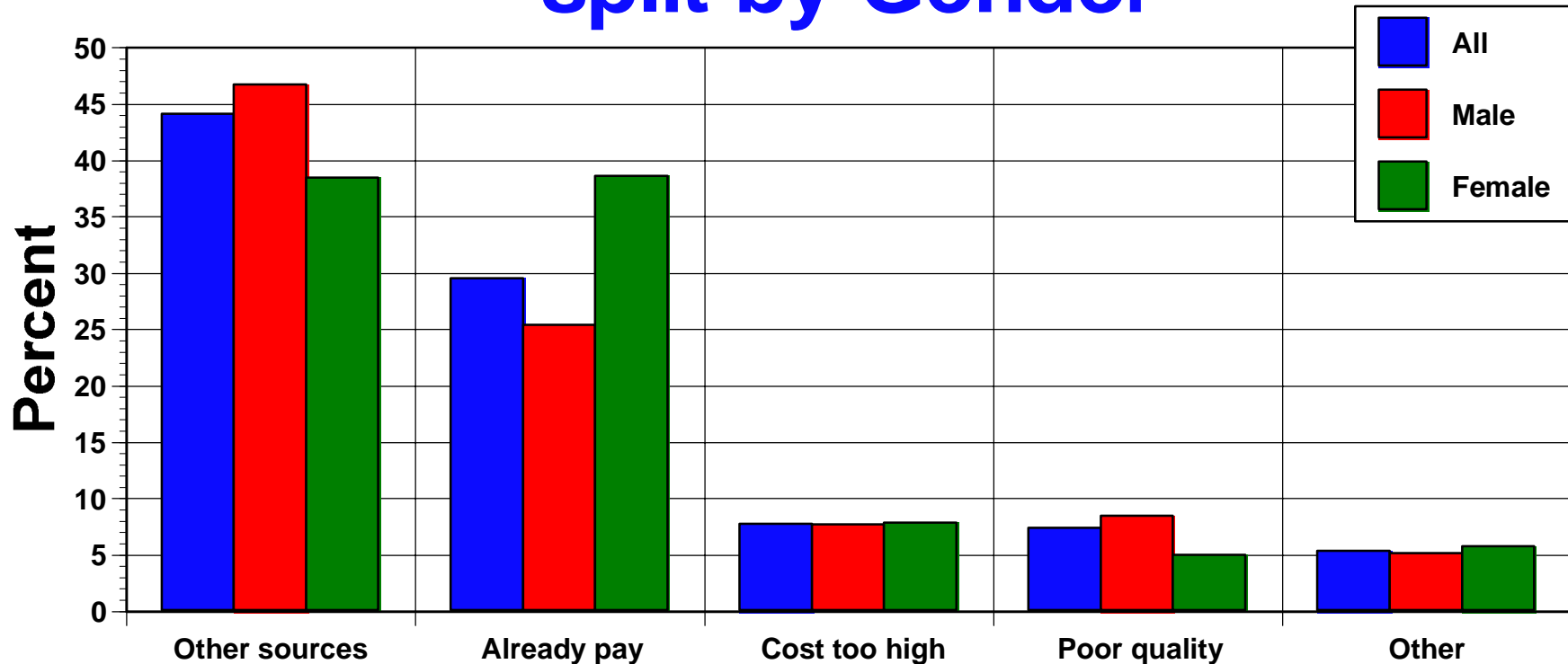
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Why Not Pay Fees split by Gender



All	44.06	29.48	7.67	7.32	5.26
Male	46.65	25.34	7.61	8.4	5.07
Female	38.39	38.57	7.8	4.94	5.68

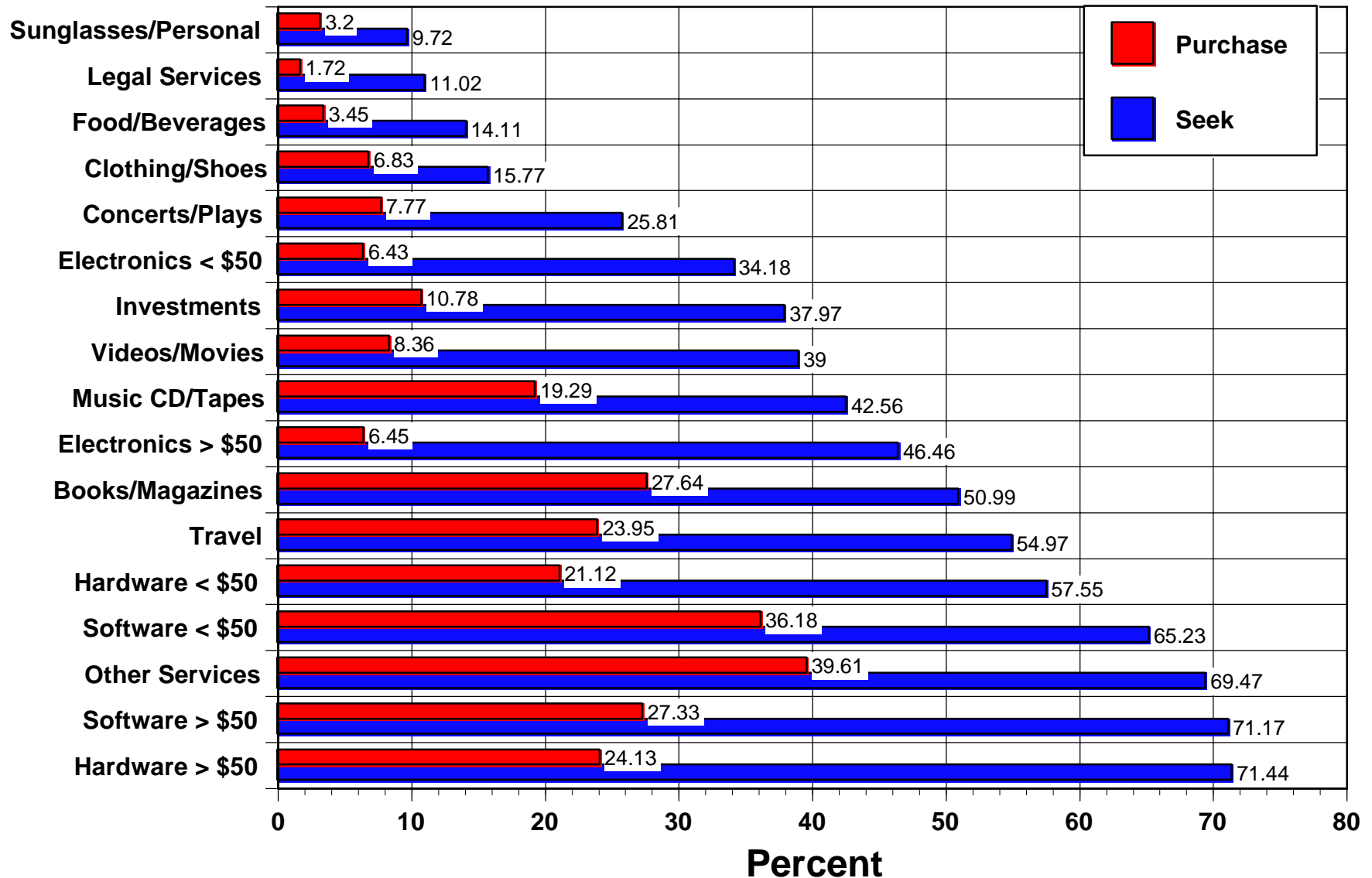
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Online Seeking and Purchasing



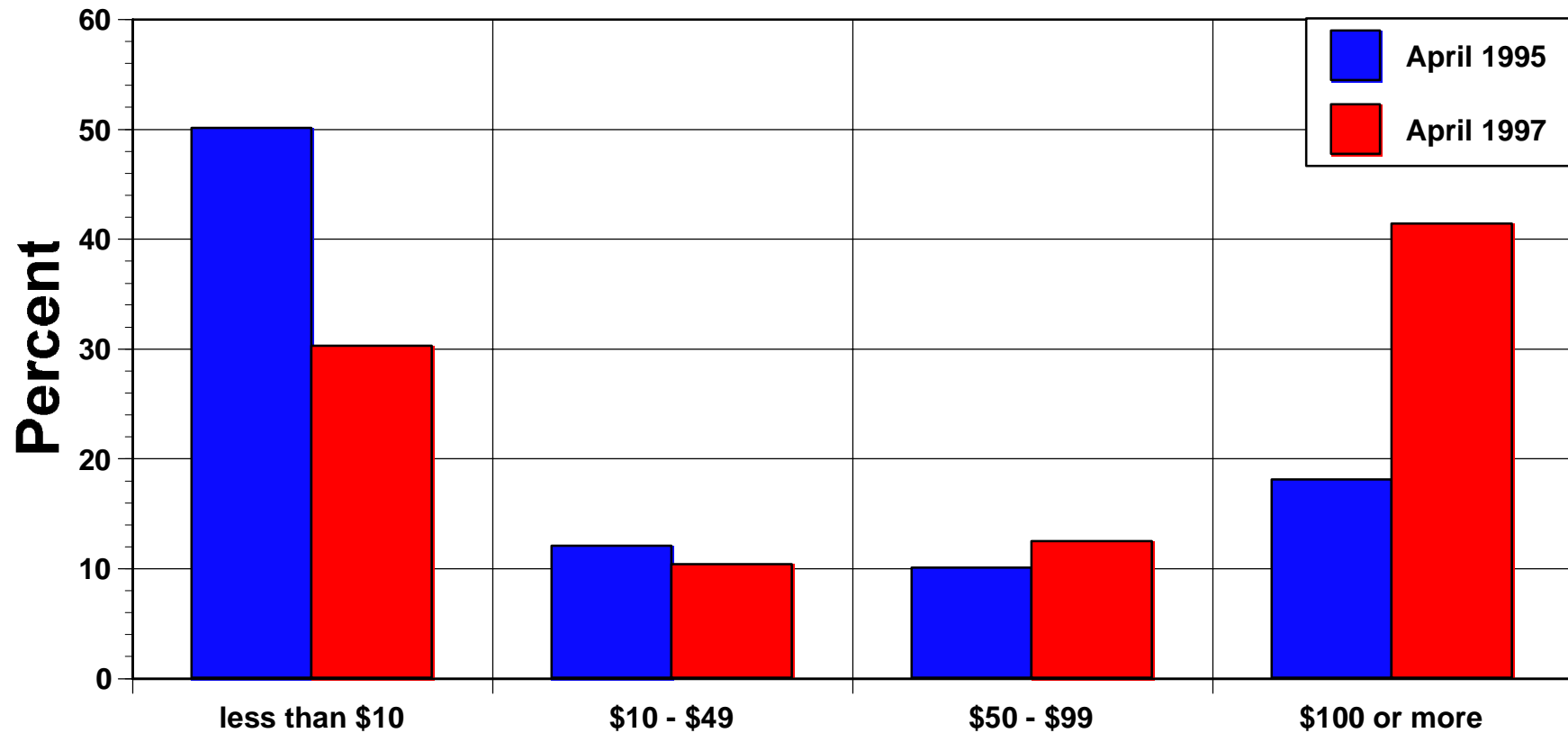
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Total Spending on WWW Purchases Across Surveys



April	50	12	10	18
April	30.19	10.28	12.41	41.29

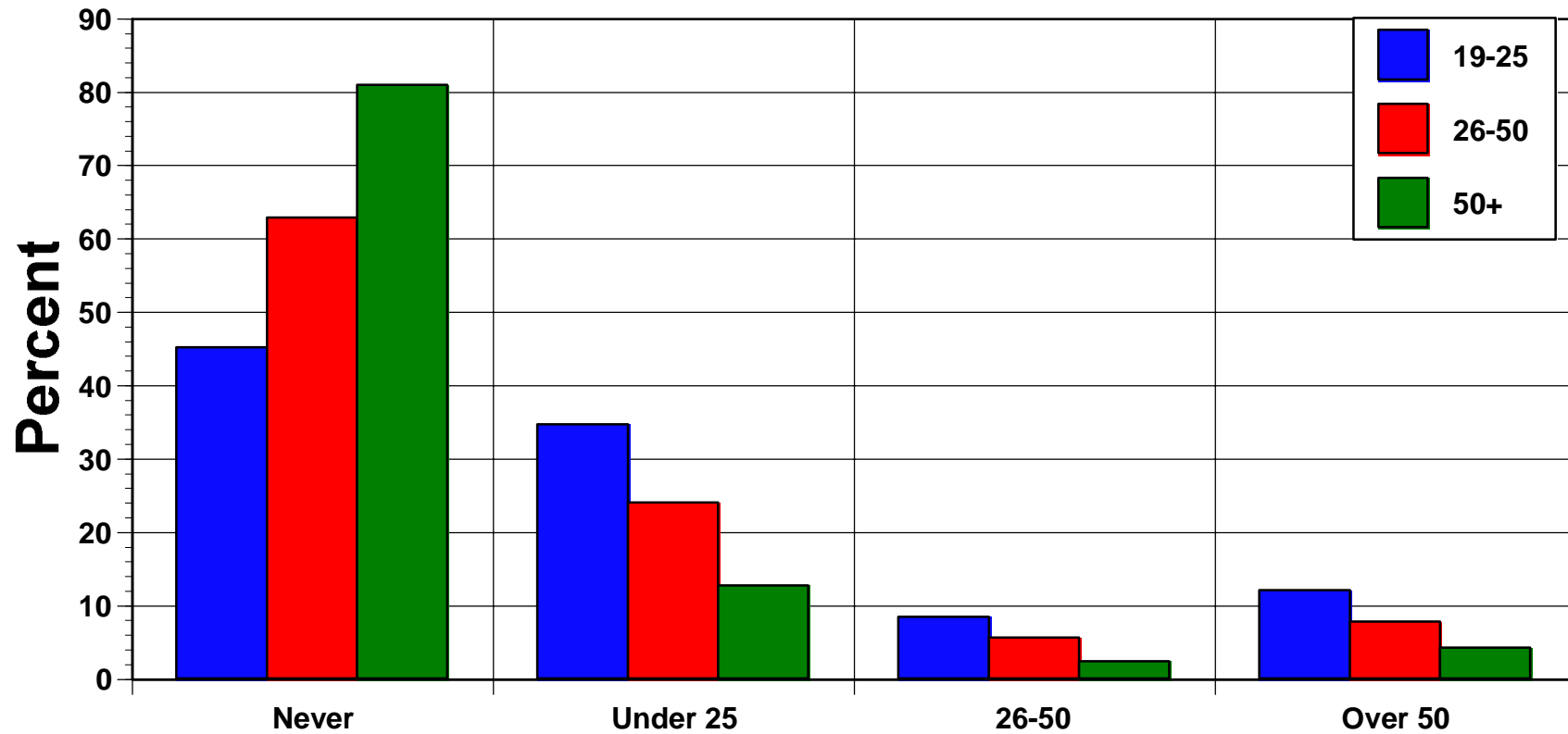
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Falsification split by Age



	Never	Under 25	26-50	Over 50
19-25	45.07	34.61	8.33	12
26-50	62.77	23.96	5.56	7.72
50+	80.87	12.65	2.3	4.19

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Key Points

- Core demographics have stabilized
- US a good predictor of emerging markets
- Internet and Web activity quickly embraced
- Electronic Commerce is taking off

Weekend vs. Weekday Users

- Weekend: More younger and older users; make slightly more money (more above \$100k); less likely to be in computer related job; hobbyists
- Weekday: Composed over 80% of the responses; most gained access via work or school; less likely to spend recreational time computing; information workers

Europe vs. US Users

- Europe: More likely to be younger (28 median age) students with less income; higher representation from computer and educational fields
- US: Older (36 median age), stronger presence of the professional/management types; average income above \$50k; lower educational attainment

Female vs. Male Users

- Female: 35 average age with strong presence from education/college users; less willing to disclose income (lower); less technical background
- Male: 35 average age, typically employed in the computer industry; spend more time computing; higher income; more years on Internet

Tip of the Iceberg

Check out:

www.gvu.gatech.edu/user_surveys

for more results

