DEMOGRAPHIC/COMPUTER USAGE QUESTIONNAIRE DATA

Question #	Participants		Statistics		Enter Participant Data Here					
					#1	#2	#3	#4	#5	#6
1	Age:		Average Age =	29	40	24	27	27	31	25
		Age Range	Minimum =	24						
			Maximum =	40						
2	Have you used the Internet within the past six months?	Yes/No								
			Yes =	6	Yes	Yes	Yes	Yes	Yes	Yes
3	Gender:	Female = 1; Male = 2; Other = 3	Female =	3	1	2	2	2	1	1
			Male =	3						
			Other	0						
4	Do you have a computer at home?	Yes/No	Yes =	6	Yes	Yes	Yes	Yes	Yes	Yes
			No =	0						
5	How did you learn to use a computer?	Family Member	Yes =	5		Yes	Yes	Yes	Yes	Yes
		Friend	Yes =	0						
		Training Class/School	Yes =	2			Yes		Yes	
		Self-taught	Yes =	3	Yes	Yes		Yes		
6	How long have you used Internet?	Less than 1 year	Yes =	0						
		Between 1 and 2 years	Yes =	0						
		Between 2 and 3 years	Yes =	0						
		More than 3 years	Yes =	6	Yes	Yes	Yes	Yes	Yes	Yes
7	How did you learn to use the Internet?	Family Member	Yes =	5		Yes	Yes	Yes	Yes	Yes
		Friend	Yes =	0						
		Training Class/School	Yes =	2			Yes		Yes	
		Self-taught	Yes =	4	Yes	Yes		Yes	Yes	
8	Where do you connect to the Internet?	At home	Yes =	6	Yes	Yes	Yes	Yes	Yes	Yes
		At school	Yes =	4	Yes	Yes	Yes	Yes		
		At the library	Yes =	0						
		Other	Yes =	3			Yes		Yes	Yes
9	If you connect to the Internet at home, what type of connection do you have?	Dial-up	Yes =	0						
		High-speed	Yes =	6	Yes	Yes	Yes	Yes	Yes	Yes

		Don't know	Yes =	0							
10	How frequently do you use the Internet?	Daily	Yes =	6		Yes	Yes	Yes	Yes	Yes	Yes
		Weekly	Yes =	0							
		Monthly	Yes =	0							
		Other	Yes =	0							
11	How many times during the past year have you purchased products/services from an Internet website?	0 times	Yes =	0							
		1 - 2	Yes =	0							
		3 - 4	Yes =	0							
		5 - 6	Yes =	0							
		7 - 8	Yes =	0							
		9 - 10	Yes =	0							
		More than 10 times	Yes =	6		Yes	Yes	Yes	Yes	Yes	Yes
12	How many times during the past year have you purchased a similar product from an online store?	0 times	Yes =	0							
		1 - 2	Yes =	0							
		3 - 4	Yes =	0							
		5 - 6	Yes =	1				Yes			
		7 - 8	Yes =	0							
		9 - 10	Yes =	0							
		More than 10 times	Yes =	5		Yes	Yes		Yes	Yes	Yes

POST-TASK QUESTIONNAIRE DATA

Participant Number	Website	Question 1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	Total Score
																							Web Site Usability with Reversed Responses (23,24,25)						
1	Barnes & Noble	7	4	7	6	5	7	5	2	4	7	7	7	7	7	5	5	5	7	7	4	6	6	3	7	7	6	7	157
2	Barnes & Noble	7	7	7	7	7	7	7	4	7	7	7	7	5	6	6	5	5	5	6	4	5	5	5	4	4	5	6	157
3	Barnes & Noble	7	7	7	7	7	6	6	2	6	7	7	7	7	7	6	6	6	6	7	4	7	7	7	7	7	7	7	174
4	Barnes & Noble	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	7	1	1	1	7	7	171
5	Barnes & Noble	5	7	7	7	7	7	5	4	6	7	7	7	7	7	6	6	6	7	7	6	7	7	7	7	7	7	7	177
6	Barnes & Noble	7	7	7	7	6	7	4	2	5	7	6	7	7	7	6	5	6	6	7	3	7	7	7	7	7	7	7	168
1	Books-A-Million	7	6	6	6	5	3	3	5	5	7	2	6	6	5	4	4	3	3	2	4	3	4	3	2	2	3	4	113
2	Books-A-Million	7	7	7	7	7	5	5	4	3	6	6	6	6	6	7	7	7	7	7	4	5	6	5	5	5	6	6	159
3	Books-A-Million	7	7	7	7	7	5	5	5	4	4	4	4	5	3	4	4	3	3	5	2	6	4	1	3	2	5	5	121
4	Books-A-Million	7	7	7	7	7	5	4	4	4	4	7	7	7	6	6	6	6	5	7	7	7	7	1	1	1	7	7	151
5	Books-A-Million	5	7	7	7	7	4	5	6	1	5	5	5	5	6	2	2	2	2	7	5	6	6	6	5	7	7	6	138
6	Books-A-Million	7	7	7	7	7	6	5	2	4	6	7	7	7	7	5	5	6	6	7	3	7	3	7	7	7	7	7	163

DO NOT MODIFY ANYTHING BELOW THIS ROW

Count	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12	12

BOTH Web sites

Sum of all answers								56					373					252			202								385	
Total of all questions								12					60					48			36								72	

	Intend to Use	Ease of Learning	Utility	Products and Services	Impressions of Website Usability
Mean	4.67	6.22	5.25	5.61	5.35
Std Dev	1.72	1.17	1.52	1.64	2.06
Range - Low	1	2	2	2	1
Range - High	7	7	7	7	7

ONLY SITE1

Sum of all answers								35					206					143			108								215	
Total of all questions								6					30					24			18								36	

	Intend to Use	Ease of Learning	Utility	Products and Services	Impressions of Web Site Usability
Mean	5.83	6.87	5.96	6.00	5.97
Std Dev	1.17	0.43	0.75	1.37	1.84
Range - Low	4	5	5	3	1
Range - High	7	7	7	7	7

ONLY SITE2

Sum of all answers								21					167					109			94								170	
Total of all questions								6					30					24			18								36	

	Intend to Use	Ease of Learning	Utility	Products and Services	Impressions of Web Site Usability
Mean	3.50	5.57	4.54	5.22	4.72
Std Dev	1.38	1.30	1.77	1.83	2.09
Range - Low	1	2	2	2	1
Range - High	5	7	7	7	7

Table 1: Descriptive Statistics of Participants

Participant Characteristics		
Number of Participants		6
Age	Average Age	29
	Youngest	24
	Oldest	40
Gender	Male	3
	Female	3
	Other	0
Own a Computer	Yes	6
	No	0
* Learned to use a computer	Family Member	5
	Friend	0
	Training Class/School	2
	Self-taught	3
* Learned to use the Internet	Family Member	5
	Friend	0
	Training Class/School	2
	Self-taught	4
* Connect to Internet	At Home	6
	At School	4
	At the Library	0
	Other	3

* Type of Internet connection used	Dial-up	0
	High-speed	6
	Don’t know	0

* may add up to more than 100% because multiple entries are allowed

Table 2: Descriptive Statistics of Participants (con't)

Participant Characteristics		
Number of Participants		6
The Internet is used…	Daily	6
	Weekly	0
	Monthly	0
	Other	0
Has been a user of the Internet	< 1 yr	0
	1 -2 years	0
	2 - 3 years	0
	> 3 years	6
The number of times during the past year that a purchase was made using the Internet	None	0
	1 - 2	0
	3 - 4	0
	5 - 6	0
	7 - 8	0
	9 - 10	0
	> 10	6
The number of times during the past year that a similar product was purchased from an online store	None	0
	1 - 2	0
	3 - 4	0
	5 - 6	1
	7 - 8	0
	9 - 10	0
	> 10	5



Table 3: Descriptive Statistics of All Responses to Both Websites

Variable	Range		Mean	Standard Deviation
	Min	Max		
Behavioral Intention to Use the Websites	1	7	4.67	1.72
Perceived Ease of Learning the Websites	2	7	6.22	1.17
Perceived Utility of the Websites	2	7	5.25	1.52
Products and Services Offered by the Websites	2	7	5.61	1.64
Impression of the Usability of the Websites	1	7	5.35	2.06

Table 4: Descriptive Statistics for - Site1 (Barnes & Noble)

Variable	Range		Mean	Standard Deviation
	Min	Max		
Behavioral Intention to Use the Website	4	7	5.83	1.17
Perceived Ease of Learning the Website	5	7	6.87	0.43
Perceived Utility of the Website	5	7	5.96	0.75
Products and Services Offered by the Website	3	7	6.00	1.37
Impression of the Usability of the Website	1	7	5.97	1.84

Table 5: Descriptive Statistics for Site2 (Books-A-Million)

Variable	Range		Mean	Standard Deviation
	Min	Max		
Behavioral Intention to Use the Website	1	5	3.50	1.38
Perceived Ease of Learning the Website	2	7	5.57	1.30
Perceived Utility of the Website	2	7	4.54	1.77
Products and Services Offered by the Website	2	7	5.22	1.83
Impression of the Usability of the Website	1	7	4.72	2.09