

SCORING THE WEB

Since May, the USA TODAY/IntelliQuest Scoring the Web panel has rated three competing sites biweekly; so far, the highest-rated sites are search services, Disney and the Republican National Committee (RNC):

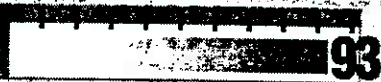


USA TODAY / IntelliQuest

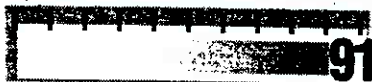


Surfboard ratings, out of 100

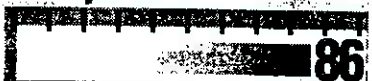
www.yahoo.com



www.infoseek.com



www.lycos.com



www.disney.com



www.excite.com



www.rnc.org (Republicans)



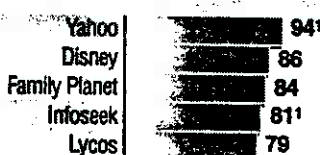
ESPNET SportsZone (espnet.sportszone.com)	75
Alta Vista (altavista.digital.com)	74
Ford (www.ford.com)	74
FoodWine (www.foodwine.com)	73
Family Planet (family.starwave.com)	72
NBC Olympics (www.olympic.nbc.com)	72
NBC (www.nbc.com)	72
Sony (www.sony.com)	71
Atlanta Olympics (www.atlanta.olympic.org)	69
SportsLine (www.sportsline.com)	69
Epicurious Food (www.epicurious.com)	69
PoliticsNow (www.politicsnow.com)	69
CBS (www.cbs.com)	68
Warner Bros. (www.warnerbros.com)	67
AT&T Olympics (www.olympic.att.com)	67
Congressional Quarterly Voter 96 (voter96.cqalert.com)	66
General Motors (www.gm.com)	66
Travelocity (www.travelocity.com)	66
Paramount (www.paramount.com)	65
AllPolitics (allpolitics.com)	65

Parent Soup (www.parentsoup.com)	6
The Sports Network (www.sportsnetwork.com)	6
Magellan (www.mckinley.com)	6
Travel Channel (www.travelchannel.com)	6
Chrysler (www.chrysler.com)	6
7Up (www.7up.com)	6
Epicurious Travel (travel.epicurious.com)	6
Democratic Party (www.democrats.org)	6
MCA-Universal (www.mca.com)	5
ABC (www.abc.com)	5
MGM/UA (www.mgmua.com)	5
Coca-Cola (www.cocacola.com)	5
Cuisinenet (www.cuisinenet.com)	5
Pepsi (www.pepsi.com)	5
Family Education Network (www.families.com)	4
The East Village (www.eastvillage.com)	3
Reform Party (www.reformparty.org)	3
The Spot (www.thespot.com)	3
Candidate96 (www.candidate96.com)	2

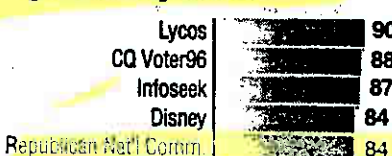
Sites ranked highest in visual appeal:



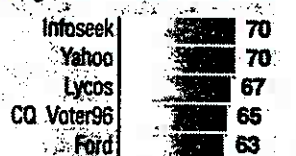
Among users under 35:



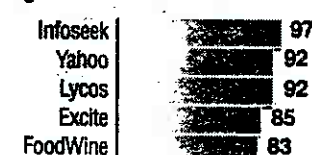
Highest among women:



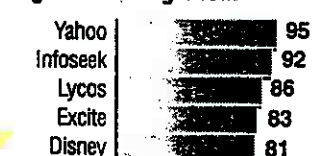
Highest in useful content:



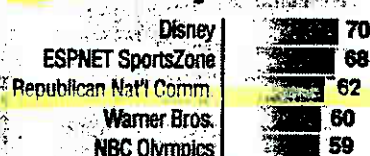
Ages 35-44:



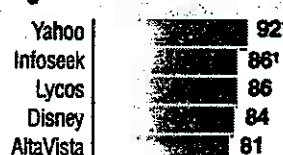
Highest among men:



Most entertaining:



Ages 45 and older:



Ease of use, "human touch" are keys to search service's success, say experts.

Yahoo! tops the charts

(All scores on a scale of 100)

1 - Based on statistically low sample, less reliable than other figures

Source: USA TODAY/IntelliQuest Scoring the Web panels