

Basic Stat

Study period: 5 days / user

User submissions: 286,278

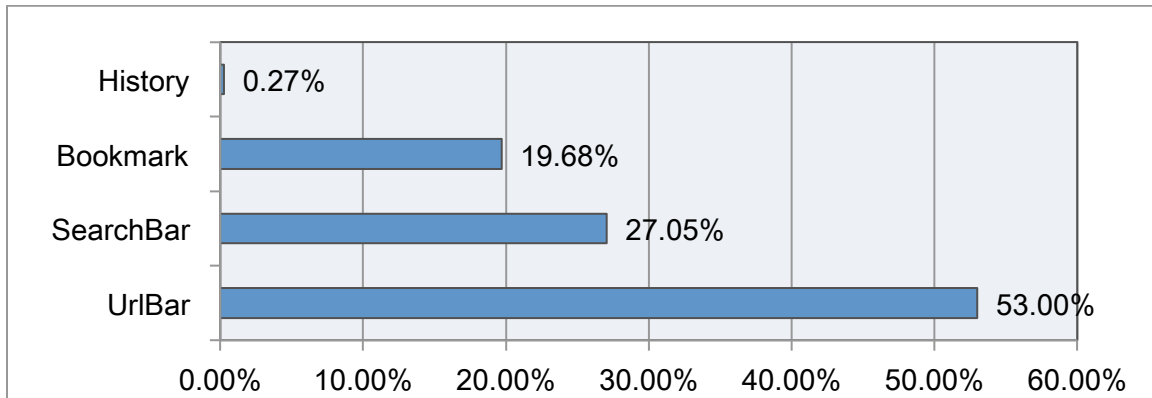
Valid user submissions: 256,282

	Min	Max	Average	Std. Dev
Number of new tabs / user / day:	0.2	1357.8	10.87973716	87.02299058
Number of page load / user / day:	0.2	779.4	6.470638593	52.56814882
Number of unique domains / user / days:	0.2	130	1.81923272	9.366300103

How do users load a page in a new tab?

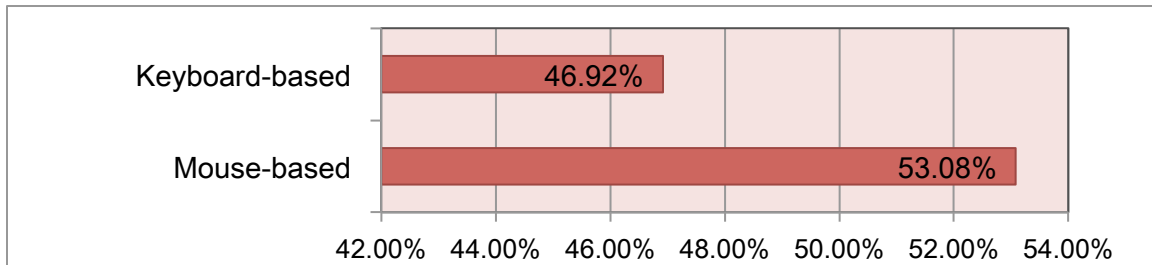
If we classify all page loading methods into 4 categories:

UrlBar, SearchBar, Bookmark and History.



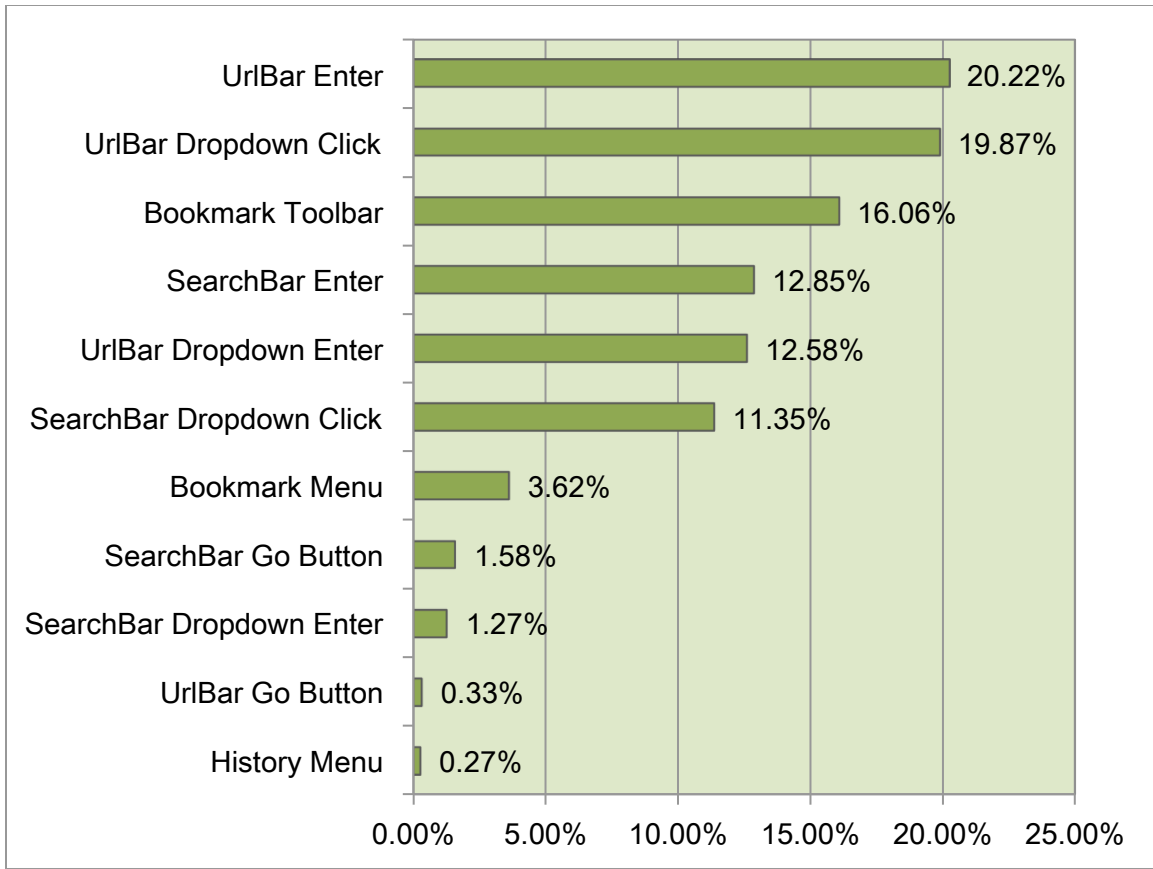
If we classify all page loading methods into 2 categories:

Mouse-based and Keyboard-based.



More in details:

New Tab Study Results Analysis



What are users looking for in a new tab?

1. Are they looking for a specific URL?

There are 13,941,404 new tabs in total across the study.

13.95% of them are opened while the text in the clipboard starts with “http” or “www”. The number is surprisingly, although it may be caused by previous actions rather than for loading a specific URL.

We need to follow up whether users paste the URL afterward.

2. Do users only visit several domains?

In the following plot, each dot represents one single user. The dash line is what will happen if users always visit different domains for each page load.

Comparatively speaking, the domains that users visited in a new tab are quite broad. It suggests that users tend to open a new tab for a new/fresh URL.

New Tab Study Results Analysis

