



B2B Profile

Basic Demographics	B2B Profile
Age	25% 18-24
	37% 25-34
	21% 35-44
	11% 45-54
Male / Female	92% / 8%
Marital Status	51% Married / Domestic Partnership
	43% Single / Never Married
% with Children	38%
College+ Education	84%
Occupation	26% Professional / Manager
	47% Computer / Technical
Avg Household Income	\$61,350

Online Connectivity	B2B Profile
# of times per day access Internet*	59% continuously connected at work
Hours per Week Online	24% <10 hours
	19% 10-20 hours
	14% 20-30 hours
	41% 30+ hours
Where Most Often Access Internet	30% Home / 17% Work
	49% Both Home & Work
Type of Connection at Home	43% Dial-Up
	52% Broadband

Online Activities	B2B Profile
# of times downloaded in past 6 months	<50x = 40%
	>50x = 59%
What have you Downloaded*	79% Program Upgrades
	78% New Software (General)
	63% Multimedia Programs
	52% Audio Programs

Online Activities Continued...	B2B Profile
	50% Music
	44% Browsers
	34% Movie Clips
	32% Messenger Services
Online Activity Participation*	54% Subscribe to an e-mail newsletter
	50% Online Banking or bill payment
	46% Download / Use instant messaging
	45% Regularly check general or technology news & headlines
	34% Contribute or post to a message board
	32% Plan travel

Online Purchases	B2B Profile
Have you ever Clicked on any type of Online Advertisement	85% Yes
Main Reasons Why Clicked on the Ad*	60% Ad Caught My Attention & Looked Interesting
	23% Comparison Shop
	10% Make a Purchase / Complete a Transaction
How Many Times in past 3 months Have you Purchased a Product / Service Online*	27% 3-4 times
	22% 5-9 times
	5% 20+ times
Approximate Online Expenditure over these past 3 months*	21% \$600-999
	15% \$1,000-1,999
How Likely are you to Purchase Online within the next 3 months	64% Very / Extremely Likely
What types of Products/Services Do You Plan to Purchase in the next 3 months*	51% Computer Software
	46% Computer Hardware
	32% Music
	30% Videos / DVD
	22% Airline Tickets
	17% PC / Console Gaming Software
	16% Travel Accommodation
	13% Event tickets
	12% PC / Console Gaming Hardware
10% Stocks / Mutual Funds	

Online Purchases Continued...	B2B Profile
Which of the following Products / Services do you Plan to Purchase either Online or Offline in Next 12 months*	28% CD-R / CD-RW Drive
	27% High-Speed Internet Connection
	21% MP3 Player
	16% Laptop Computer
	15% Surround Sound Home
	11% Large Screen TV

Business Purchase Decisions	B2B Profile
What is Your Role	39% Determine the Need to Purchase
	41% Determine Features / Specify
	35% Evaluate or Specify Products / Brands
	44% Recommend Products / Brands
	22% Authorize or Approve Expenditures
What is Your Scope*	25% Division-wide / 37% Enterprise-wide

Source: Tucows Audience Profile Study, October 2000, NPD OnlineResearch

*Responses shown are for those where the Macintosh Library visitors' response indicated higher interest/action compared to all other Tucows' visitors