



PDA Library Profile

Basic Demographics	PDA
Age	14% 18-24
	42% 25-34
	27% 35-44
	15% 45-54
Male / Female	92% / 8%
Marital Status	63% Married / Domestic Partnership
	31% Single / Never Married
% with Children	45%
College+ Education	93%
Occupation	46% Professional / Manager
	30% Computer / Technical
Avg Household Income	\$71,200

Online Connectivity	PDA
# of times per day access Internet*	23% 4-5x
	47% continuously connected at work
Hours per Week Online	37% <10 hours
	27% 10-20 hours
	13% 20-30 hours
	21% 30+ hours
Where Most Often Access Internet	26% Home / 21% Work
	51% Both Home & Work
Type of Connection at Home	64% Dial-Up
	34% Broadband

Online Activities	PDA
# of times downloaded in past 6 months	<50x = 49%
	>50x = 49%
What have you Downloaded*	92% PDA / Software Programs
	72% Program Upgrades
	62% New Software (General)
	52% Multimedia Programs
	44% Audio Programs
	42% Games
	37% Browsers

Online Activities Continued...	PDA
Online Activity Participation*	52% Subscribe to an e-mail newsletter
	50% Regularly check general or technology news & headlines
	54% Online banking or bill payment
	46% Plan Travel
	37% Regularly check business news & headlines
	26% Monitor Financial Investments

Online Purchases	PDA
Have you ever Clicked on any type of Online Advertisement	88% Yes
Main Reasons Why Clicked on the Ad*	45% Looking into a promotion / special offer
	27% Comparison shop
	10% Make a purchase / complete a transaction
How Many Times in past 3 months Have you Purchased a Product / Service Online*	25% 3-4 times
	24% 5-9 times
	17% 10+ times
Approximate Online Expenditure over these past 3 months*	15% \$600-999
	15% \$1,000-1,999
	15% \$2,000-2,999
How Likely are you to Purchase Online within the next 3 months	76% Very / Extremely Likely
What types of Products / Services Do You Plan to Purchase in the next 3 months*	58% Computer Software
	44% Books
	43% Computer Hardware
	33% Videos / DVD
	31% Airline Tickets
	21% Travel Accommodations
	18% Items at an Auction Site
	16% Toys
Which of the following Products / Services do you Plan to Purchase either Online or Offline in Next 12 months*	33% PDA
	25% Digital Camera
	21% Cellular / Wireless Phone
	19% Purchase / Lease New Vehicle
	17% MP3 Player
	14% Vehicle Insurance

Business Purchase Decisions	PDA
What is Your Role	39% Determine the Need to Purchase
	42% Determine Features / Specify Technical Requirements
	40% Evaluate or Specify Products / Brands to Purchase
	45% Recommend Products / Brands
	29% Authorize or Approve Expenditures
What is Your Scope*	23% Division-wide / 36% Department-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