



Windows Library Profile

Basic Demographics	Windows
Age	20% 18-24
	35% 25-34
	22% 35-44
	14% 45-54
Male / Female	89% / 11%
Marital Status	51% Married / Domestic Partnership
	41% Single / Never Married
% with Children	38%
College+ Education	79%
Occupation	31% Professional / Manager
	29% Computer / Technical
Avg Household Income	\$52,500

Online Connectivity	Windows
# of times per day access Internet*	26% 2x or less
	19% 5x or more
Hours per Week Online	33% <10 hours
	21% 10-20 hours
	15% 20-30 hours
	31% 30+ hours
Where Most Often Access Internet	44% Home / 14% Work
	39% Both Home & Work
Type of Connection at Home	59% Dial-Up
	37% Broadband

Online Activities	Windows
# of times downloaded in past 6 months	<50x = 55%
	>50x = 44%
What have you Downloaded*	78% Program Upgrades
	75% New Software (General)
	63% Multimedia Programs
	53% Audio Programs
	49% Music

Online Activities Continued...	Windows
	45% Browsers
	40% Desktop Themes
	39% Games
Online Activity Participation*	47% Download / Use instant messaging
	47% Send an online greeting card
	28% Chatroom discussions
	19% Join gaming communities or play games vs other players

Online Purchases	Windows
Have you ever Clicked on any type of Online Advertisement	84% Yes
Main Reasons Why Clicked on the Ad*	60% Ad Caught My Attention & Looked Interesting
	43% Looking into a Promotion or Special Offer
	25% Read Product Reviews Before Making a Purchase Decision
	13% To get in Touch with the Company to Ask a Question About a Product / Service Already Owned
How Many Times in past 3 months Have you Purchased a Product / Service Online*	58% 1-4 times
Approximate Online Expenditure over these past 3 months*	49% \$100-599
How Likely are you to Purchase Online within the next 3 months	50% Very / Extremely Likely
What types of Products / Services Do You Plan to Purchase in the next 3 months*	49% Computer Software
	37% Computer Hardware
	29% Music
	25% Videos / DVD
	16% PC/Console Gaming Software
	13% Computer (Desktop or Laptop)
	13% Printer / Printer Products
Which of the following Products / Services to you Plan to Purchase either Online or Offline in Next 12 months*	27% CD-R / CD-RW Drive
	25% Digital Camera
	25% High-Speed Internet Connection
	22% DVD Player
	18% Color Monitor (17" or larger)

Business Purchase Decisions	Windows
What is Your Role	31% Determine the Need to Purchase
	32% Determine Features / Specify Technical Requirements
	31% Evaluate or Specify Products / Brands to Purchase
	35% Recommend Products/Brands
	20% Authorize or Approve Expenditures
What is Your Scope*	31% Individual / 27% 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