

IMDb user shopping research (IMDb user compared to average online population)

<u>Category</u>	<u>Profile Point</u>	<u>% Composition Online Population*</u>	<u>IMDb % Composition*</u>	<u>IMDb Online Index (average is 100)*</u>
Shopped Online (Last 6 months)	Airline Tickets/Reservations (s/online/6 mo.)	48.5	58.6	121
	Appliances/Housewares (s/online/6 mo.)	11.1	20.1	181
	Auctions (s/online/6 mo.)	29.5	49.6	168
	Automobiles - New (s/online/6 mo.)	14.1	17.3	123
	Automobiles - Used (s/online/6 mo.)	12.1	15.6	129
	Automobiles - New/Used (s/online/6 mo.)	19.4	23.2	120
	Automobile Parts (s/online/6 mo.)	11.9	13.7	115
	Beer/Wine/Liquor (s/online/6 mo.)	4.3	8.1	189
	Books (s/online/6 mo.)	38.8	67.5	174
	Books on Tape (s/online/6 mo.)	4.3	8.2	192
	Business/Office Equipment (s/online/6 mo.)	5.5	8.7	157
	Business/Office Supplies (s/online/6 mo.)	11.8	20.2	170
	Car Rental (s/online/6 mo.)	15.6	20.9	134
	Cell Phones/Services (s/online/6 mo.)	17.8	27.5	154
	Clothes/Shoes/Acc. - Baby (s/online/6 mo.)	9.1	11.1	122
	Clothes/Shoes/Acc. - Children's (s/online/6 mo.)	9.4	9.9	104
	Clothes/Shoes/Acc. - Men's (s/online/6 mo.)	15.4	22.8	148
	Clothes/Shoes/Acc. - Women's (s/online/6 mo.)	28	32.4	116
	Clothes/Shoes/Acc. - Any (s/online/6 mo.)	39.2	50.5	129
	Collectibles (s/online/6 mo.)	12.3	24.1	197
	Computer Hardware (s/online/6 mo.)	19.3	35.9	186
	Computer Software - Educational (s/online/6 mo.)	6	9.4	156
	Computer Software - Games (s/online/6 mo.)	7.2	20.2	282
	Computer Software - General/Other (s/online/6 mo.)	12.1	23.8	196
	Computer Software - Web/Internet (s/online/6 mo.)	5	10.8	218
	Computer Software - Any (s/online/6 mo.)	20.5	37	180
	Cosmetics/Beauty Aids (s/online/6 mo.)	8.8	12.1	137
	Credit Cards - New (s/online/6 mo.)	5.9	9.5	161
	Credit Reports (s/online/6 mo.)	9.9	13.6	138
	Drugs/Remedies - Non-Prescription (s/online/6 mo.)	6.7	9.1	136
	Drugs/Remedies - Prescription (s/online/6 mo.)	8.8	9.4	107
	Drugs/Remedies - Any (s/online/6 mo.)	13.2	15.3	116
	Event Tickets (s/online/6 mo.)	21.9	35.2	161
	Fitness & Diet Products (s/online/6 mo.)	8.3	11.2	136

Flowers (s/online/6 mo.)	11.2	15.5	138
Furniture/Home Acc. (s/online/6 mo.)	17.2	24.1	140
Gardening Tools/Supplies (s/online/6 mo.)	8.6	9.4	110
Gourmet Food/Gift Baskets (s/online/6 mo.)	6.8	11.6	171
Groceries (s/online/6 mo.)	3.4	6.6	193
High Speed Internet Access (s/online/6 mo.)	8.2	13	159
Home Banking (s/online/6 mo.)	15.9	22.5	141
Home Electronics (s/online/6 mo.)	14.8	34	230
Home Improvement (s/online/6 mo.)	11	17.3	158
Hotel/Motel Reservations (s/online/6 mo.)	29.9	40.6	136
Insurance - Auto (s/online/6 mo.)	8.6	11.7	136
Insurance - Health (s/online/6 mo.)	3.5	4.4	128
Insurance - Home (s/online/6 mo.)	2.1	3	139
Insurance - Life (s/online/6 mo.)	1.7	2.4	141
Insurance - Any (s/online/6 mo.)	11.8	15.9	134
Jewelry (s/online/6 mo.)	9.6	12.3	128
Loans - Auto (s/online/6 mo.)	2.9	4.7	164
Loans - Home Equity (s/online/6 mo.)	3.2	3.8	120
Loans - Home Mortgage (s/online/6 mo.)	4.7	5.7	121
Loans - Personal (s/online/6 mo.)	1.5	2.4	159
Loans - Small Business (s/online/6 mo.)	0.6	0.6	95
Loans - Student (s/online/6 mo.)	2.9	5.8	199
Loans - Any (s/online/6 mo.)	11.6	16.2	140
Magazine/Newspaper Subscriptions (s/online/6 mo.)	6.4	15.1	237
Money Market Funds (s/online/6 mo.)	3	4.8	161
Movie DVDs/Tapes (s/online/6 mo.)	15.7	46	293
Movie Tickets (s/online/6 mo.)	12.5	29.5	236
Music - CDs/Tapes (s/online/6 mo.)	17.4	42.6	245
Music - Digital (s/online/6 mo.)	9.3	26.1	280
Music - Any (s/online/6 mo.)	21.1	50.9	241
Mutual Funds - Bond (s/online/6 mo.)	2.3	3.6	155
Mutual Funds - Stock (s/online/6 mo.)	4.5	6	134
Pet Products/Supplies (s/online/6 mo.)	10.5	15.7	150
Photography Film/Equip. (s/online/6 mo.)	7	13.5	192
Real Estate (s/online/6 mo.)	14.9	18.1	122
Sporting Goods (s/online/6 mo.)	9.7	13.3	137
Stocks (s/online/6 mo.)	7.3	10.2	140
Toys/Non-Computer Games (s/online/6 mo.)	9.1	16.4	181
Vacation Packages (s/online/6 mo.)	19.5	21.9	113
Video Games (s/online/6 mo.)	5.7	15.5	270
Vitamins/Nutritional Supplements (s/online/6 mo.)	8.1	9.8	120
Watches (s/online/6 mo.)	4.8	7.2	148
Any B2B Shopping (last 6 months)	16.2	21.3	132
Any Online Investment Shopping (last 6 months)	10.5	14.4	137

<u>Category</u>	<u>Profile Point</u>	<u>% Comp. Online Population*</u>	<u>IMDb % Comp.*</u>	<u>IMDb Online Index (average is 100)*</u>
	Any Online Travel Shopping (last 6 months)	58.7	69.5	118
	Any Online Shopping (last 6 months)	90.1	97	108
Shopped Online (Last 30 days)	Airline Tickets/Reservations (s/online/30 days)	23.9	33.5	140
	Appliances/Housewares (s/online/30 days)	5.4	10.5	195
	Auctions (s/online/30 days)	18.2	33.5	183
	Automobiles - New (s/online/30 days)	6.5	8	123
	Automobiles - Used (s/online/30 days)	5.9	7.4	127
	Automobiles - New/Used (s/online/30 days)	9.1	11.1	121
	Automobile Parts (s/online/30 days)	5.6	7	124
	Beer/Wine/Liquor (s/online/30 days)	2.2	4.2	193
	Books (s/online/30 days)	20.7	44.4	214
	Books on Tape (s/online/30 days)	2	5.3	260
	Business/Office Equipment (s/online/30 days)	3.1	5.1	165
	Business/Office Supplies (s/online/30 days)	6.5	11.8	180
	Car Rental (s/online/30 days)	7.3	10.2	139
	Cell Phones/Services (s/online/30 days)	8.6	12.9	150
	Clothes/Shoes/Acc. - Baby (s/online/30 days)	4.7	7.3	155
	Clothes/Shoes/Acc. - Children's (s/online/30 days)	5.3	5.6	105
	Clothes/Shoes/Acc. - Men's (s/online/30 days)	8.1	13.7	169
	Clothes/Shoes/Acc. - Women's (s/online/30 days)	15.5	20.8	134
	Clothes/Shoes/Acc. - Any (s/online/30 days)	21.6	32	148
	Collectibles (s/online/30 days)	6.2	14.4	232
	Computer Hardware (s/online/30 days)	10.3	22	214
	Computer Software - Educational (s/online/30 days)	3	4.2	141
	Computer Software - Games (s/online/30 days)	3.7	10.7	287
	Computer Software - General/Other (s/online/30 days)	6.2	13.4	218
	Computer Software - Web/Internet (s/online/30 days)	2.5	6	236
	Computer Software - Any (s/online/30 days)	10.7	21.3	199
	Cosmetics/Beauty Aids (s/online/30 days)	4.8	7	146
	Credit Cards - New (s/online/30 days)	2.8	4.5	159
	Credit Reports (s/online/30 days)	3.9	5.6	145
	Drugs/Remedies - Non-Prescription (s/online/30 days)	3.3	4.3	130
	Drugs/Remedies - Prescription (s/online/30 days)	4.7	4.8	103
	Drugs/Remedies - Any (s/online/30 days)	6.9	8.1	117
	Event Tickets (s/online/30 days)	10.8	20.9	194
	Fitness & Diet Products (s/online/30 days)	4.1	6	144
	Flowers (s/online/30 days)	4.8	6.2	129
	Furniture/Home Acc. (s/online/30 days)	8.8	13.7	155
	Gardening Tools/Supplies (s/online/30 days)	4	5.1	129
	Gourmet Food/Gift Baskets (s/online/30 days)	3.1	6.8	218
	Groceries (s/online/30 days)	2	3.8	192

High Speed Internet Access (s/online/30 days)	3.7	6.1	164
Home Banking (s/online/30 days)	10.8	16.9	157
Home Electronics (s/online/30 days)	7.6	19.3	253
Home Improvement (s/online/30 days)	5.5	9.3	170
Hotel/Motel Reservations (s/online/30 days)	15.6	24.2	155
Insurance - Auto (s/online/30 days)	3.6	5.6	155
Insurance - Health (s/online/30 days)	1.5	1.7	111
Insurance - Life (s/online/30 days)	0.8	1.1	136
Insurance - Any (s/online/30 days)	5.2	7.6	146
Jewelry (s/online/30 days)	5.1	6.4	127
Loans - Auto (s/online/30 days)	1.3	1.8	136
Loans - Home Mortgage (s/online/30 days)	2.1	3.1	143
Loans - Personal (s/online/30 days)	0.7	0.9	133
Loans - Student (s/online/30 days)	1.5	3.1	208
Loans - Any (s/online/30 days)	5.5	7.9	143
Magazine/Newspaper Subscriptions (s/online/30 days)	3.2	8	249
Money Market Funds (s/online/30 days)	1.5	3	199
Movie DVDs/Tapes (s/online/30 days)	8.7	28.4	326
Movie Tickets (s/online/30 days)	6.8	18.4	270
Music - CDs/Tapes (s/online/30 days)	9.4	25	266
Music - Digital (s/online/30 days)	5.6	16.8	298
Music - Any (s/online/30 days)	11.9	31.4	264
Mutual Funds - Bond (s/online/30 days)	1.2	1.6	135
Mutual Funds - Stock (s/online/30 days)	2.3	3.6	158
Pet Products/Supplies (s/online/30 days)	5.2	8.3	159
Photography Film/Equip. (s/online/30 days)	3.6	7.9	217
Real Estate (s/online/30 days)	8.4	11.3	134
Sporting Goods (s/online/30 days)	5.2	7.9	153
Stocks (s/online/30 days)	3.9	5.9	153
Toys/Non-computer Games (s/online/30 days)	4.9	9.2	189
Vacation Packages (s/online/30 days)	9.9	11.8	119
Video Games (s/online/30 days)	3.2	10.3	321
Vitamins/Nutritional Supplements (s/online/30 days)	4.1	4.7	114
Watches (s/online/30 days)	2.4	4.1	171
Any B2B Shopping (last 30 days)	10.2	15.5	151
Any Online Investment Shopping (last 30 days)	5.5	8.4	151
Any Online Travel Shopping (last 30 days)	32.3	44.2	137
Any Online Shopping (last 30 days)	64.5	82.3	128

<u>Category</u>	<u>Profile Point</u>	<u>% Comp. Online Population*</u>	<u>IMDb % Comp.*</u>	<u>IMDb Online Index (average is 100)*</u>
Purchased/Transacted Online (Last 6 months)	Airline Tickets/Reservations (p/online/6 mo.)	32	40.4	126
	Appliances/Housewares (p/online/6 mo.)	3.4	4.4	129
	Auctions (p/online/6 mo.)	18.2	30.9	169

Beer/Wine/Liquor (p/online/6 mo.)	1.4	1.5	105
Books (p/online/6 mo.)	25.5	46.3	182
Books on Tape (p/online/6 mo.)	2.2	4.1	191
Business/Office Equipment (p/online/6 mo.)	2.8	3.5	126
Business/Office Supplies (p/online/6 mo.)	6.6	10	151
Car Rental (p/online/6 mo.)	9.9	12.9	129
Cell Phones/Services (p/online/6 mo.)	5.2	7	135
Clothes/Shoes/Acc. - Baby (p/online/6 mo.)	4.6	5.4	119
Clothes/Shoes/Acc. - Men's (p/online/6 mo.)	8.9	12	134
Clothes/Shoes/Acc. - Women's (p/online/6 mo.)	16.6	19.1	115
Clothes/Shoes/Acc. - Any (p/online/6 mo.)	24.1	29.3	122
Collectibles (p/online/6 mo.)	5.3	11.1	209
Computer Hardware (p/online/6 mo.)	10.1	19.5	192
Computer Software - Educational (p/online/6 mo.)	2.7	3	108
Computer Software - Games (p/online/6 mo.)	3.4	9.3	275
Computer Software - General/Other (p/online/6 mo.)	6.5	12.9	198
Computer Software - Web/Internet (p/online/6 mo.)	2.3	4.8	206
Computer Software - Any (p/online/6 mo.)	11.4	20.6	181
Cosmetics/Beauty Aids (p/online/6 mo.)	5.1	5.9	116
Credit Cards - Manage Account (t/online/6 mo.)	28.6	44.6	156
Credit Cards - New (t/online/6 mo.)	3.6	4.8	133
Credit Reports (p/online/6 mo.)	7.1	11	156
Drugs/Remedies - Non-Prescription (p/online/6 mo.)	3	3.8	125
Drugs/Remedies - Prescription (p/online/6 mo.)	5.6	5.8	104
Drugs/Remedies - Any (p/online/6 mo.)	7.8	8.4	108
Event Tickets (p/online/6 mo.)	12.6	20.4	162
Fitness & Diet Products (p/online/6 mo.)	3.3	4.4	136
Flowers (p/online/6 mo.)	7.9	10.6	135
Furniture/Home Acc. (p/online/6 mo.)	5.6	7.3	129
Gourmet Food/Gift Baskets (p/online/6 mo.)	3.3	4	121
Groceries (p/online/6 mo.)	1.7	2.4	147
High Speed Internet Access (p/online/6 mo.)	2.8	4.4	156
Home Banking (t/online/6 mo.)	28.8	39.9	139
Home Electronics (p/online/6 mo.)	4.8	10.6	223
Home Improvement (p/online/6 mo.)	2.3	3.3	144
Hotel/Motel Reservations (p/online/6 mo.)	17.8	24	135
Insurance - Auto (p/online/6 mo.)	6.9	12.6	183
Insurance - Health (p/online/6 mo.)	1.7	3.3	196
Insurance - Home (p/online/6 mo.)	1.9	3.3	172
Insurance - Life (p/online/6 mo.)	0.8	1.4	167
Insurance - Any (p/online/6 mo.)	8.4	15.4	183
Jewelry (p/online/6 mo.)	3.8	4.8	128
Loans - Auto (t/online/6 mo.)	2.2	3.8	170
Loans - Personal (t/online/6 mo.)	1.1	2.7	253

Loans - Student (t/online/6 mo.)	2.8	5.7	205
Loans - Any (t/online/6 mo.)	8	12.7	159
Magazine/Newspaper Subscriptions (p/online/6 mo.)	3.7	8.7	236
Money Market Funds (t/online/6 mo.)	2.1	3.2	152
Movie DVDs/Tapes (p/online/6 mo.)	9.1	26.9	296
Movie Tickets (p/online/6 mo.)	6.4	15.7	245
Music - CDs/Tapes (p/online/6 mo.)	10.3	25.9	252
Music - Digital (p/online/6 mo.)	5.8	17.6	306
Music - Any (p/online/6 mo.)	13.3	34.9	264
Mutual Funds - Bond (t/online/6 mo.)	1.3	1.9	148
Mutual Funds - Stock (t/online/6 mo.)	2.8	4.5	159
Pet Products/Supplies (p/online/6 mo.)	5	7.8	157
Photography Film/Equip. (p/online/6 mo.)	2.9	4.6	158
Real Estate (p/online/6 mo.)	0.6	1.5	246
Sporting Goods (p/online/6 mo.)	3.9	4.3	112
Stocks (t/online/6 mo.)	4.7	6.9	145
Toys/Non-Computer Games (p/online/6 mo.)	4.7	7.6	163
Vacation Packages (p/online/6 mo.)	4.4	6.2	142
Video Games (p/online/6 mo.)	2.3	6.5	283
Any B2B Purchase (last 6 months)	12.2	16.9	138
Any Online Investment Transaction (last 6 months)	7.3	10.5	145
Any Online Travel Purchase (last 6 months)	39.1	49.3	126
Any Online Purchase (last 6 months)	76.9	90.2	117

Category	Profile Point	% Comp. Online Population*	IMDb % Comp.*	IMDb Online Index (average is 100)*
Purchased/Transacted Online (Last 30 days)	Airline Tickets/Reservations (p/online/30 days)	13.8	16.5	119
	Appliances/Housewares (p/online/30 days)	1.6	1.9	122
	Auctions (p/online/30 days)	10.5	18.7	178
	Books (p/online/30 days)	13	26.6	205
	Books on Tape (p/online/30 days)	1	2.4	225
	Business/Office Equipment (p/online/30 days)	1.6	1.9	121
	Business/Office Supplies (p/online/30 days)	3.7	5.3	142
	Car Rental (p/online/30 days)	4.5	5.5	122
	Clothes/Shoes/Acc. - Baby (p/online/30 days)	2.3	2.7	120
	Clothes/Shoes/Acc. - Men's (p/online/30 days)	4.5	6.6	144
	Clothes/Shoes/Acc. - Women's (p/online/30 days)	9	11.5	127
	Clothes/Shoes/Acc. - Any (p/online/30 days)	12.9	16.9	130
	Collectibles (p/online/30 days)	2.7	6.2	228
	Computer Hardware (p/online/30 days)	5	10.3	204
	Computer Software - Games (p/online/30 days)	1.6	4.4	275
	Computer Software - General/Other (p/online/30 days)	3.2	6.1	193
	Computer Software - Web/Internet (p/online/30 days)	1.1	2.3	206

Computer Software - Any (p/online/30 days)	5.6	10.4	186
Cosmetics/Beauty Aids (p/online/30 days)	2.8	3.2	113
Credit Cards - New (t/online/30 days)	2.1	3	144
Credit Cards - Manage Account (t/online/30 days)	21.2	37.7	178
Credit Reports (p/online/30 days)	3	4.5	150
Drugs/Remedies - Non-Prescription (p/online/30 days)	1.6	1.6	105
Drugs/Remedies - Prescription (p/online/30 days)	3.3	3.7	112
Drugs/Remedies - Any (p/online/30 days)	4.4	5	113
Event Tickets (p/online/30 days)	5.8	10.2	175
Flowers (p/online/30 days)	3.2	3.6	112
Furniture/Home Acc. (p/online/30 days)	2.7	3.5	129
Gourmet Food/Gift Baskets (p/online/30 days)	1.4	1.8	125
Groceries (p/online/30 days)	1.1	1.4	128
Health & Fitness (p/online/30 days)	1.6	2.7	169
High Speed Internet Access (p/online/30 days)	1.2	1.5	125
Home Banking (t/online/30 days)	22.1	33.1	150
Home Electronics (p/online/30 days)	2.3	5.1	221
Home Improvement (p/online/30 days)	1.1	1.7	153
Hotel/Motel Reservations (p/online/30 days)	8.8	11.9	135
Insurance - Auto (p/online/30 days)	4.5	8.9	196
Insurance - Health (p/online/30 days)	1.1	2.3	213
Insurance - Home (p/online/30 days)	1.3	1.9	146
Insurance - Life (p/online/30 days)	0.5	0.7	134
Insurance - Any (p/online/30 days)	5.5	10.6	194
Jewelry (p/online/30 days)	2	2.3	114
Loans - Auto (t/online/30 days)	1.5	2.5	163
Loans - Home Mortgage (t/online/30 days)	2	3.1	156
Loans - Personal (t/online/30 days)	0.7	1.4	193
Loans - Student (t/online/30 days)	1.8	4.1	232
Loans - Any (t/online/30 days)	5.3	8.7	164
Magazine/Newspaper Subscriptions (p/online/30 days)	1.8	4.8	267
Money Market Funds (t/online/30 days)	1.4	2.3	169
Movie DVDs/Tapes (p/online/30 days)	4.9	14.6	297
Movie Tickets (p/online/30 days)	3.3	8.6	260
Music - CDs/Tapes (p/online/30 days)	5.3	13.2	248
Music - Digital (p/online/30 days)	3.5	10.2	287
Music - Any (p/online/30 days)	7.3	19.6	267
Mutual Funds - Bond (t/online/30 days)	0.8	0.9	111
Mutual Funds - Stock (t/online/30 days)	1.7	2.8	165
Pet Products/Supplies (p/online/30 days)	2.4	3.7	150
Photography Film/Equip. (p/online/30 days)	1.3	2.4	178
Sporting Goods (p/online/30 days)	2	2.1	106
Stocks (t/online/30 days)	2.8	4.6	163
Toys/Non-computer Games (p/online/30 days)	2.4	3.7	159

Vacation Packages (p/online/30 days)	1.9	2	106
Video Games (p/online/30 days)	1.2	3.4	277
Any B2B Purchase (last 30 days)	7.9	12	151
Any Online Investment Transaction (last 30 days)	4.4	7.1	161
Any Online Travel Purchase (last 30 days)	18.9	23.8	126
Any Online Purchase (last 30 days)	54.5	72.2	133

<u>Category</u>	<u>Profile Point</u>	<u>% Comp. Online Population*</u>	<u>IMDb % Comp.*</u>	<u>IMDb Online Index (average is 100)*</u>
Online Spending Levels by Category (Last 6 months)	Airline Tickets/Reservations - Heavy Spending (p/online/6 mo.)	9.9	11.8	119
	Airline Tickets/Reservations - Medium Spending (p/online/6 mo.)	17.7	22.6	127
	Airline Tickets/Reservations - Light Spending (p/online/6 mo.)	4.2	5.9	140
	Auctions - Heavy Spending (p/online/6mo.)	3.5	4.3	121
	Auctions - Medium Spending (p/online/6mo.)	8.4	14.3	171
	Auctions - Light Spending (p/online/6mo.)	6.1	12.3	199
	Books - Heavy Spending (p/online/6mo.)	10.4	20.9	201
	Books - Medium Spending (p/online/6mo.)	11.2	19.4	173
	Books - Light Spending (p/online/6mo.)	3.5	5.7	163
	Business/Office Supplies - Heavy Spending (p/online/6mo.)	3.7	4.5	121
	Business/Office Supplies - Medium Spending (p/online/6mo.)	2	2.8	140
	Business/Office Supplies - Light Spending (p/online/6mo.)	2.2	3.6	165
	Car rentals - Heavy Spending (p/online/6mo.)	5.1	6.1	120
	Car rentals - Medium Spending (p/online/6mo.)	3.5	4.6	133
	Car rentals - Light Spending (p/online/6mo.)	1.1	1.9	161
	Clothes/Shoes/Acc. - Medium Spending (p/online/6 mo.)	14.2	16.4	115
	Clothes/Shoes/Acc. - Light Spending (p/online/6 mo.)	5.5	9	162
	Collectibles - Heavy Spending (p/online/6mo.)	0.6	0.7	114
	Collectibles - Medium Spending (p/online/6mo.)	2.2	4.2	195
	Collectibles - Light Spending (p/online/6mo.)	2.3	6.1	263
	Computer Hardware - Heavy Spending (p/online/6mo.)	1.2	2.6	220
	Computer Hardware - Medium Spending (p/online/6mo.)	4.7	8.4	177
	Computer Hardware - Light Spending (p/online/6mo.)	4	8.2	206
	Computer Software (Gen) - Heavy Spending (p/online/6mo.)	2.4	3.9	164
	Computer Software (Gen) - Medium Spending (p/online/6mo.)	2.1	3.9	185
	Computer Software (Gen) - Light Spending (p/online/6mo.)	1.6	4.6	297
	Drugs/Remedies (Any) - Medium Spending (p/online 6 mo.)	2.1	2.6	120
	Drugs/Remedies (Any) - Light Spending (p/online/6mo.)	0.9	1.3	136
	Event tickets - Heavy Spending (p/online/6mo.)	4.3	5.9	137
	Event tickets - Medium Spending (p/online/6mo.)	4.8	8.8	186
	Event tickets - Light Spending (p/online/6mo.)	3.1	5.3	171
	Flowers - Heavy Spending (p/online/6mo.)	2.7	3.4	124
	Flowers - Medium Spending (p/online/6mo.)	4.4	6.1	136
Flowers - Light Spending (p/online/6mo.)	0.4	1	242	
Gourmet food - Heavy Spending (p/online/6mo.)	1.5	1.8	119	

Gourmet food - Medium Spending (p/online/6mo.)	1.3	1.4	106
Hotel/Motel Reservations - Heavy Spending (p/online/6 mo.)	6.6	7.2	108
Hotel/Motel Reservations - Medium Spending (p/online/6 mo.)	8.9	13.3	150
Hotel/Motel Reservations - Light Spending (p/online/6 mo.)	1.8	3.3	188
Movie DVDs/Tapes - Heavy Spending (p/online/6 mo.)	3.3	13.4	403
Movie DVDs/Tapes - Medium Spending (p/online/6 mo.)	4	10.3	254
Movie DVDs/Tapes - Light Spending (p/online/6 mo.)	1.5	3.1	204
Music (Any) - Heavy Spending (p/online/6 mo.)	3.3	9.6	288
Music (Any) - Medium Spending (p/online/6 mo.)	6.2	16	258
Music (Any) - Light Spending (p/online/6 mo.)	3.5	9.4	270
Toys/Non computer Games - Medium Spending (p/online/6mo.)	2.2	3.2	148
Toys/Non computer Games - Light Spending (p/online/6mo.)	2.1	3.9	186
Vacation packages - Heavy Spending (p/online/6mo.)	2.2	2.9	129
Vacation packages - Medium Spending (p/online/6mo.)	1.3	1.9	143

<u>Category</u>	<u>Profile Point</u>	<u>% Comp. Online Population*</u>	<u>IMDb % Comp.*</u>	<u>IMDb Online Index (average is 100)*</u>
Purchased Online/Not Offline (Last 6 Months)	Airline Tickets/Reservations (p/online not offline/6 mo.)	25.8	33.6	131
	Appliances/Housewares (p/online not offline/6 mo.)	2.5	3.3	130
	Automobile Parts (p/online not offline/6 mo.)	3.2	3.2	101
	Beer/Wine/Liquor (p/online not offline/6 mo.)	0.5	0.5	106
	Books (p/online not offline/6 mo.)	16.7	28.3	169
	Business/Office Equipment (p/online not offline/6 mo.)	2.2	3	135
	Business/Office Supplies (p/online not offline/6 mo.)	4.6	7.5	162
	Car Rental (p/online not offline/6 mo.)	8	10.5	131
	Cell Phones/Services (p/online not offline/6 mo.)	3.9	5.4	137
	Clothes/Shoes/Acc. - Baby (p/online not offline)	3	3.9	129
	Clothes/Shoes/Acc. - Children's (p/online not offline)	2.9	2.5	87
	Clothes/Shoes/Acc. - Men's (online not offline)	4.8	7	146
	Clothes/Shoes/Acc. - Women's (p/online not offline)	8.3	10.2	124
	Clothes/Shoes/Acc. - Any (p/online not offline/6 mo.)	14.5	18.1	125
	Collectibles (p/online not offline/6 mo.)	4.2	8.5	205
	Computer Hardware (p/online not offline/6 mo.)	7.7	13.6	177
	Computer Software - Educational (p/online not offline/6 mo.)	2.3	2.4	105
	Computer Software - Games (p/online not offline/6 mo.)	2.5	6.7	265
	Computer Software - General/Other (p/online not offline/6 mo.)	6.3	11.7	184
	Computer Software - Any (p/online not offline/6 mo.)	8.6	14.9	174
	Cosmetics/Beauty Aids (p/online not offline/6 mo.)	3.7	4.1	111
	Event Tickets (p/online not offline/6 mo.)	9.6	15.7	164
	Fitness & Diet Products (p/online not offline/6 mo.)	2.6	3.8	147
	Flowers (p/online not offline/6 mo.)	5.7	8.4	147
	Furniture/Home Acc. (p/online not offline/6 mo.)	3.9	5.3	135
	Gourmet Food/Gift Baskets (p/online not offline/6 mo.)	2.7	3.5	131
	Home Electronics (p/online not offline/6 mo.)	3.6	7.9	218

Home Improvement (p/online not offline/6 mo.)	1.6	2.1	136
Hotel/Motel Reservations (p/online not offline/6 mo.)	13.6	19.5	143
Jewelry (p/online not offline/6 mo.)	2.7	3.9	143
Magazine/Newspaper Subscriptions (p/online not offline/6 mo.)	2.9	7.2	248
Movie DVDs/Tapes (p/online not offline/6 mo.)	6.2	18.1	290
Movie Tickets (p/online not offline/6 mo.)	4.5	9.8	219
Music - Any (p/online not offline/6 mo.)	9.8	25.3	259
Pet Products/Supplies (p/online not offline/6 mo.)	3.2	5.4	171
Photography Film/Equip. (p/online not offline/6 mo.)	2.1	3.6	170
Toys/Non-Computer Games (p/online not offline/6 mo.)	3.1	5.1	166
Vacation Packages (p/online not offline/6 mo.)	3.6	5.7	159
Video Games (p/online not offline/6 mo.)	1.7	4.4	262
Vitamins/Nutritional Supplements (p/online not offline/6 mo.)	2.9	3	102

Category	Profile Point	% Comp. Online Population*	IMDb % Comp.*	IMDb Online Index (average is 100)*
Online Paid Services/Subscriptions (Types)	Alumni/Ancestry Directories (paid subscription)	1.2	1.9	157
	Bill Payment Services (paid subscription)	2.5	5.4	213
	Bring Your Own Access (BYOA) Plan - Any	13.1	14.2	108
	E-Mail Premium Services (paid subscription)	2.1	4.5	220
	Entertainment & Local News/Info (paid subscription)	0.7	2.7	386
	Fantasy Sports & Sports News/Info (paid subscription)	1	3	313
	Gaming Services (paid subscription)	2.3	5.9	258
	General/Business/Financial News & Info (paid subscription)	1.2	2.1	180
	Greeting Cards (paid subscription)	1	1.2	110
	Health/Diet Plans Online (paid subscription)	0.8	1.1	139
	Mobile Services (paid subscription)	0.7	2	272
	Movie Rentals (paid subscription)	2.2	7.7	354
	Personals/Online Dating (paid subscription)	0.9	1.2	126
	Reference Tools (paid subscription)	1.3	2.7	215
	Streaming Audio/Video Services (paid subscription)	1.4	3.6	260
	Virus Protection Software (paid subscription)	5.8	9.4	164
	Web Page Building/Hosting Services (paid subscription)	1.3	4.5	360
	Any Online Paid Service/Subscription	19.4	33.4	172
	Ancestry.com (paid subscription)	0.5	1	210
	Classmates (paid subscription)	0.7	1.1	159
ConsumerReports.org (paid subscription)	0.7	2	268	
Match.com (paid subscription)	0.3	0.4	103	
NetFlix (paid subscription)	1.5	5.7	377	

*Nielsen @Plan Spring 2006

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