

The typical Ciao is highly motivated to share his/her experiences with others and gives great importance to user reviews.**



Gender

Male	48%
Female	52%

Age

Up to 19 years	10%
20-29 years	18%
30-39 years	17%
40-49 years	19%
Over 50 years	36%

Current occupation

Employee	28%
Manager	10%
Self-employed / freelancer	17%
Still at school / in vocational training / student	16%
Other (e.g. housewife, pensioner)	29%

Total annual net income

£45.000 or over	14%
£35.000 to £44.999	12%
£25.000 to £34.999	19%
£15.000 to £24.999	24%
Less than £15.000	31%

Average spending on online purchases per year

More than £1.000	24%
£500 to £999	20%
£100 to £499	33%
Less than £100	23%

What is your main concern when buying a product online?

I have no concerns about buying a product online	30%
I cannot touch the product before purchase	23%
Fraud	23%
Using my credit card online	15%
It won't be delivered	9%

Most influential on a purchase decision

I decide freely and spontaneously	39%
A review from someone who owns the product	32%
A recommendation from a friend or community member	21%
A magazine review	6%
A shop assistant	2%

Have you ever changed a purchase decision based on a comment or review you read online?

Yes	73%
No	27%

How many social networks do you use?

0	23%
1-2	54%
3-5	18%
5+	5%

Are you a member of the Ciao community?

Yes	49%
No	51%

Does advertising influence your brand or purchase decisions?

Yes	60%
No	40%



62% of users check prices/
services for their cars online.**

Gender	
Male	59%
Female	41%

Age	
Up to 19 years	12%
20-29 years	23%
30-39 years	15%
40-49 years	19%
Over 50 years	31%

Current occupation	
Employee	30%
Manager	11%
Self-employed / freelancer	15%
Still at school / trainee / student	18%
Other (e.g. housewife, pensioner)	26%

Total annual net income

£45.000 and over	17%
£35.000 to £44.999	16%
£25.000 to £34.999	18%
£15.000 to £24.999	21%
Less than £15.000	28%

Does advertising in this category influence your brand or purchase decisions?

Yes	51%
No	49%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	44%
No	56%

Are you planning to buy a car in the near future?

Yes, within the next 6 months	12%
Yes, within the next 12 months	12%
Yes, within the next 18 months	24%
No, I am not	53%

How do you check prices/services for your car?

Online	62%
Offline	38%

How do you make your final decision?

Reading consumer reviews online	27%
Visiting the website of the car manufacturer	22%
Browsing adverts on online car sites	21%
Reading consumer reviews offline	13%
Others	17%

80% of users changed their purchase decision in this category based on a comment or review they read online.**

Gender

Male	23%
Female	77%

Age

Up to 19 years	15%
20-29 years	24%
30-39 years	17%
40-49 years	19%
Over 50 years	25%

Current occupation

Employee	28%
Manager	4%
Self-employed / freelancer	15%
Still at school / trainee / student	22%
Other (e.g. housewife, pensioner)	31%

Total annual net income

£45,000 and over	12%
£35,000 to £44,999	17%
£25,000 to £34,999	17%
£15,000 to £24,999	29%
Less than £15,000	25%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	47%
No	53%

Which of the following statements applies to you?

I am very interested and like to try out a new product	49%
I am receptive to new products	27%
I have used the same products for years and I am not interested	11%
None of the statements above applies to me	13%



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Do you prefer branded products?

Yes	81%
No	19%

Average spending on beauty products every month

£100 and more	8%
£50 to £99	26%
£20 to £49	32%
Less than £20	34%

Which products do you buy online?

(more than one answer possible)

Cosmetics	42%
Body care	35%
Perfume	30%
Other	4%
None	42%

Does advertising in this category influence your purchase decisions?

Yes	65%
No	35%



39% of users are planning on buying a computer, laptop or a notebook within the next 12 months.**

Gender	
Male	58%
Female	42%

Age	
Up to 19 years	13%
20-29 years	20%
30-39 years	15%
40-49 years	19%
Over 50 years	33%

Current occupation	
Employee	28%
Manager	8%
Self-employed / freelancer	19%
Still at school / trainee / student	18%
Other (e.g. housewife, pensioner)	27%

Total annual net income

£45.000 and over	15%
£35.000 to £44.999	14%
£25.000 to £34.999	17%
£15.000 to £24.999	25%
Less than £15.000	29%

Have you ever bought a computer, accessories or software online?

Yes	72%
No	28%

Are you planning to buy a computer, laptop or a notebook within the next 12 months?

Yes, a computer	14%
Yes, a laptop	18%
Yes, a notebook	7%
I'm not sure	27%
No, I am not	34%

How much do you spend on computers and accessories per year?

More than £2.000	2%
£1.500 to £1.999	4%
£1.000 to £1.499	13%
£500 to £999	81%

Does advertising in this category influence your brand or purchase decisions?

Yes	46%
No	54%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	51%
No	49%

41% of users are planning to buy a LCD TV in the next 6 months.**

Gender

Male	57%
Female	43%

Age

Up to 19 years	15%
20-29 years	21%
30-39 years	17%
40-49 years	18%
Over 50 years	29%

Current occupation

Employee	26%
Manager	11%
Self-employed / freelancer	17%
Still at school / trainee / student	23%
Other (e.g. housewife, pensioner)	23%

Total annual net income

£45.000 and over	15%
£35.000 to £44.999	15%
£25.000 to £34.999	18%
£15.000 to £24.999	27%
Less than £15.000	25%

Does advertising in this category influence your brand or purchase decisions?

Yes	59%
No	41%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	49%
No	51%



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Do you prefer branded products?

Yes	81%
No	19%

Are you planning to buy a LCD TV in the near future?

Yes, within the next 3 months	9%
Yes, within the next 6 months	32%
Not within the next 6 months	60%

Are you planning to buy the following products within the next 12 months?

(more than one answer possible)

BluRay Player	19%
DVD Player	18%
Games Console	17%
Home Cinema System	16%
MP3 Player	11%
Navigation System	9%
Beamer	1%
Other	7%
No, I am not	42%

**Online user survey on ciao.co.uk, March 2010



53% of users buy their CDs, books and DVDs mainly online.**

Gender	
Male	48%
Female	52%

Age	
Up to 19 years	20%
20-29 years	21%
30-39 years	15%
40-49 years	18%
Over 50 years	26%

Current occupation	
Employee	28%
Manager	5%
Self-employed / freelancer	13%
Still at school / trainee / student	27%
Other (e.g. housewife, pensioner)	27%

Total annual net income	
£45.000 and over	12%
£35.000 to £44.999	13%
£25.000 to £34.999	17%
£15.000 to £24.999	29%
Less than £15.000	29%

Most influential on a purchase decision	
I decide freely and spontaneously	35%
A review from someone who owns the product	34%
A recommendation from a friend or community member	24%
A magazine review	5%
A shop assistant	2%

Does advertising in this category influence your brand or purchase decisions?	
Yes	49%
No	51%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?	
Yes	49%
No	51%

Where do you buy your CDs, books and DVDs?	
Mainly online	53%
Mainly offline	47%

Do you buy tickets online?	
Yes	59%
No	41%

63% of users would buy food using online supermarkets.**

Gender

Male	38%
Female	62%

Age

Up to 19 years	9%
20-29 years	17%
30-39 years	18%
40-49 years	24%
Over 50 years	32%

Current occupation

Employee	28%
Manager	7%
Self-employed / freelancer	17%
Still at school / trainee / student	16%
Other (e.g. housewife, pensioner)	32%

Total annual net income

£45,000 and over	16%
£35,000 to £44,999	14%
£25,000 to £34,999	20%
£15,000 to £24,999	23%
Less than £15,000	27%

Which of the following do you consider most influential on your purchase decision?

A review from someone who owns the product	36%
I decide freely and spontaneously	35%
A recommendation from a friend or community member	23%
A magazine review	4%
A shop assistant	2%

Does advertising in this category influence your brand or purchase decisions?

Yes	43%
No	57%



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Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	37%
No	63%

Would you buy food using online supermarkets?

Yes	63%
No	37%

Which products do you regularly buy?

Standard products	45%
Frozen / ready meals	23%
Organic / fair trade products	21%
Others	11%

How much do you spend on your food per month?

More than £400	16%
£300 to £399	26%
£200 to £299	31%
Less than £200	27%

Do you prefer Organic food?

Yes	42%
No	58%

**Online user survey on ciao.co.uk, March 2010



36% of users changed their purchase decision in this category based on a comment or review they read online.**

Gender	
Male	51%
Female	49%

Age	
Up to 19 years	10%
20-29 years	20%
30-39 years	15%
40-49 years	19%
Over 50 years	36%

Current occupation	
Employee	32%
Manager	7%
Self-employed / freelancer	16%
Still at school / trainee / student	17%
Other (e.g. housewife, pensioner)	28%

Total annual net income	
£45,000 and over	17%
£35,000 to £44,999	12%
£25,000 to £34,999	16%
£15,000 to £24,999	28%
Less than £15,000	27%

Does advertising in this category influence your brand or purchase decisions?

Yes	48%
No	52%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	36%
No	74%

Do you use online banking?

Yes	75%
No	25%

Have you ever bought insurance (e.g. motor insurance) or another financial service (e.g. credit card) online?

Yes	61%
No	39%

Could online instalment credit or online banking be a decisive factor when buying products online?

Yes	60%
No	40%

Which kind of insurance do you have?

(more than one answer possible)

Motor insurance	64%
Household insurance	61%
Travel insurance	40%
Accident insurance	63%
Private pensions	35%
Legal insurance	19%
Additional disability benefits	12%
None	17%
Other	10%

72% of users prefer branded appliances.**

Gender

Male	39%
Female	61%

Age

Up to 19 years	11%
20-29 years	16%
30-39 years	20%
40-49 years	21%
Over 50 years	33%

Current occupation

Employee	28%
Manager	7%
Self-employed / freelancer	20%
Still at school / trainee / student	15%
Other (e.g. housewife, pensioner)	30%

Total annual net income

£45,000 and over	12%
£35,000 to £44,999	15%
£25,000 to £34,999	18%
£15,000 to £24,999	31%
Less than £15,000	24%

Most influential on a purchase decision

I decide freely and spontaneously	36%
A review from someone who owns the product	34%
A recommendation from a friend or community member	23%
A magazine review	5%
A shop assistant	2%

Does advertising in this category influence your brand or purchase decisions?

Yes	58%
No	42%



Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	45%
No	55%

Do you prefer branded household appliances?

Yes	72%
No	14%
I don't know	14%

Do you prefer products that are environmentally friendly?

Yes	78%
No	22%

Do you have children?

Yes	64%
No	36%

Do you have pets?

Yes	57%
No	43%



54% of users would buy dietary supplements online.**

Gender	
Male	40%
Female	60%

Age	
Up to 19 years	11%
20-29 years	17%
30-39 years	19%
40-49 years	19%
Over 50 years	34%

Current occupation	
Employee	28%
Manager	6%
Self-employed / freelancer	18%
Still at school / trainee / student	16%
Other (e.g. housewife, pensioner)	32%

Total annual net income	
£45,000 and over	13%
£35,000 to £44,999	14%
£25,000 to £34,999	16%
£15,000 to £24,999	30%
Less than £15,000	27%

Which of the following do you consider most influential on your purchase decision?

I decide freely and spontaneously	37%
A review from someone who owns the product	35%
A recommendation from a friend or community member	22%
A shop assistant	2%
A magazine review	4%

Does advertising in this category influence your brand or purchase decisions?

Yes	34%
No	65%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	28%
No	72%

Have you ordered any medicine or health products online?

Yes	40%
No	60%

How much do you spend on your health per month?

More than £100	3%
£50 to £99	12%
£20 to £49	32%
Less than £20	53%

Would you buy online one of the following products?

Dietary supplements	54%
Medicine	30%
Contact lenses	16%

66% of users believe advertising influences their brand or purchase decision in this category.**

Gender

Male	47%
Female	53%

Age

Up to 19 years	13%
20-29 years	16%
30-39 years	17%
40-49 years	20%
Over 50 years	34%

Current occupation

Employee	26%
Manager	7%
Self-employed / freelancer	20%
Still at school / trainee / student	19%
Other (e.g. housewife, pensioner)	28%

Total annual net income

£45.000 and over	17%
£35.000 to £44.999	15%
£25.000 to £34.999	18%
£15.000 to £24.999	25%
Less than £15.000	25%

Most influential on a purchase decision

A review from someone who owns the product	37%
I decide freely and spontaneously	29%
A recommendation from a friend or community member	25%
A magazine review	6%
A shop assistant	3%



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Does advertising in this category influence your brand or purchase decisions?

Yes	50%
No	50%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	46%
No	54%

Do you own a digital camera?

Yes	85%
No	16%

Are you planning to make a purchase / brand decision in the near future?

Yes, within the next 3 months	10%
Yes, within the next 6 months	25%
No, I am not	65%

Do you intend to buy a photo printer within the next 6 months?

Yes	15%
No	86%

**Online user survey on ciao.co.uk, March 2010



52% of users prefer branded products.**

Gender	
Male	36%
Female	64%

Age	
Up to 19 years	11%
20-29 years	18%
30-39 years	17%
40-49 years	17%
Over 50 years	37%

Current occupation	
Employee	34%
Manager	8%
Self-employed / freelancer	13%
Still at school / trainee / student	17%
Other (e.g. housewife, pensioner)	28%

Total annual net income	
£45,000 and over	10%
£35,000 to £44,999	14%
£25,000 to £34,999	21%
£15,000 to £24,999	25%
Less than £15,000	30%

Most influential on a purchase decision

I decide freely and spontaneously	42%
A review from someone who owns the product	29%
A recommendation from a friend or community member	21%
A magazine review	6%
A shop assistant	2%

Do you prefer branded products?

Yes	52%
No	48%

Where do you mainly buy clothes?

Department stores	33%
Online	21%
Fashion store	20%
Street markets	8%
Catalogue	8%
Second hand / vintage stores	8%
Other	2%

Average spending on clothes per year

£100 and more	14%
£50 to £99	26%
£20 to £49	32%
Less than £20	28%

When buying new clothes – what is more important when making your decision?

(more than one answer possible)

Quality	60%
Price	57%
Design	45%
Functionality	32%
Brand recognition	9%
Others	3%

Does advertising in this category influence your purchase decisions?

Yes	43%
No	57%

55% of users prefer to find information about their destination on the internet.**

Gender

Male	44%
Female	56%

Age

Up to 19 years	9%
20-29 years	20%
30-39 years	18%
40-49 years	18%
Over 50 years	35%

Current occupation

Employee	27%
Manager	9%
Self-employed / freelancer	18%
Still at school / trainee / student	16%
Other (e.g. housewife, pensioner)	30%

Total annual net income

£45.000 and over	13%
£35.000 to £44.999	16%
£25.000 to £34.999	16%
£15.000 to £24.999	30%
Less than £15.000	25%

Does advertising in this category influence your brand or purchase decisions?

Yes	54%
No	46%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	46%
No	54%

Have you ever booked any travel services online (e.g. flights, hotels, cars)?

Yes	78%
No	22%



How do you usually find information about your destination before travelling?

Internet	55%
Family and friends	25%
Travel agencies	20%

How often do you travel?

More than twice a year	32%
Twice a year	30%
Once a year	21%
Less than once a year	17%

What kind of travel services have you booked online until now? (more than one answer possible)

Flights	84%
Hotels	69%
Rail tickets	45%
Last minute deals	41%
Car rental	35%
All-inclusive tours	30%

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40% of users changed their purchase decision in this category based on a comment or review they read online.**

Gender	
Male	51%
Female	49%

Age	
Up to 19 years	17%
20-29 years	20%
30-39 years	18%
40-49 years	18%
Over 50 years	27%

Current occupation	
Employee	26%
Manager	8%
Self-employed / freelancer	19%
Still at school / trainee / student	23%
Other (e.g. housewife, pensioner)	24%

Total annual net income

£45.000 and over	15%
£35.000 to £44.999	16%
£25.000 to £34.999	21%
£15.000 to £24.999	27%
Less than £15.000	21%

Does advertising in this category influence your brand or purchase decisions?

Yes	53%
No	47%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	40%
No	60%

Do you buy sports or outdoor clothes online?

Yes	43%
No	57%

Which online services do you use when looking for sports activities?

Online sports stores	35%
Sports websites	31%
Special sports websites (Soccer, Cycling, etc)	20%
Sports photos or products	14%

Average spending on sport or outdoor products per year

More than £1.000	4%
£500 to £1.000	8%
£200 to £500	25%
Less than £200	64%

**Online user survey on ciao.co.uk, March 2010

47% of users are planning on buying a new mobile phone within the next 12 months.**

Gender

Male	51%
Female	49%

Age

Up to 19 years	15%
20-29 years	16%
30-39 years	17%
40-49 years	19%
Over 50 years	33%

Current occupation

Employee	23%
Manager	9%
Self-employed / freelancer	21%
Still at school / trainee / student	21%
Other (e.g. housewife, pensioner)	26%

Total annual net income

£45,000 and over	15%
£35,000 to £44,999	16%
£25,000 to £34,999	19%
£15,000 to £24,999	25%
Less than £15,000	25%

What type of mobile phone package do you have?

Pay as you go	58%
Contract	42%

Does advertising in this category influence your brand or purchase decisions?

Yes	57%
No	43%



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Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	50%
No	50%

Are you planning to buy a new mobile phone within the next 12 months?

Yes, on a contract	23%
Yes, with a different pay as you go deal (no contract)	24%
Not within the next 12 months	53%

Concerning the purchase of a new mobile phone – what is the most important factor when making your decision?

(more than one answer possible)

Price	68%
Quality	61%
Design	55%
Brand	45%
Camera	40%
MP3 Player	26%
Internet / social networks' accessibility	25%
Others	10%