



## Ciao Computers

! More than 1.8 million page impressions and over 837.000 unique visitors.\*

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

\*Omniture Site Catalyst, status February 2010  
\*\*Online user survey on ciao.co.uk, March 2010

<b>Gender</b>	
Male	58%
Female	42%

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

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

<b>Total annual net income</b>	
£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%

<b>Have you ever bought a computer, accessories or software online?</b>	
Yes	72%
No	28%

<b>Are you planning to buy a computer, laptop or a notebook within the next 12 months?</b>	
Yes, a computer	14%
Yes, a laptop	18%
Yes, a notebook	7%
I'm not sure	27%
No, I am not	34%

<b>How much do you spend on computers and accessories per year?</b>	
More than £2.000	2%
£1.500 to £1.999	4%
£1.000 to £1.499	13%
£500 to £999	81%

<b>Does advertising in this category influence your brand or purchase decisions?</b>	
Yes	46%
No	54%

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