



Ciao Cars

! More than 1.6 million page impressions and over 730.000 unique visitors.*

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

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

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%