



## Ciao Electronics

! More than 1.4 million page impressions and over 604.000 unique visitors.\*

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

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

<b>Gender</b>	
Male	57%
Female	43%

<b>Age</b>	
Up to 19 years	15%
20-29 years	21%
30-39 years	17%
40-49 years	18%
Over 50 years	29%

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

<b>Total annual net income</b>	
£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%

<b>Does advertising in this category influence your brand or purchase decisions?</b>	
Yes	59%
No	41%

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

<b>Do you prefer branded products?</b>	
Yes	81%
No	19%

<b>Are you planning to buy a LCD TV in the near future?</b>	
Yes, within the next 3 months	9%
Yes, within the next 6 months	32%
Not within the next 6 months	60%

<b>Are you planning to buy the following products within the next 12 months?</b>	
<i>(more than one answer possible)</i>	
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%