



Ciao Food and Drink

! More than 681.000 page impressions and over 307.000 unique visitors.*

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

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

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%

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%