



Ciao Health

! More than 538.000 page impressions and over 223.000 unique visitors.*

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

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

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%