



## Ciao Sports and Outdoors

! More than 481.000 page impressions and over 215.000 unique visitors. \*

! 40% of users changed their purchase decision in this category based on a comment or review they read on line.\*\*

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

<b>Gender</b>	
Male	51%
Female	49%

<b>Age</b>	
Up to 19 years	17%
20-29 years	20%
30-39 years	18%
40-49 years	18%
Over 50 years	27%

<b>Current occupation</b>	
Employee	26%
Manager	8%
Self-employed / freelancer	19%
Still at school / trainee / student	23%
Other (e.g. housewife, pensioner)	24%

<b>Total annual net income</b>	
£45.000 and over	15%
£35.000 to £44.999	16%
£25.000 to £34.999	21%
£15.000 to £24.999	27%
Less than £15.000	21%

<b>Does advertising in this category influence your brand or purchase decisions?</b>	
Yes	53%
No	47%

<b>Have you changed your brand or purchase decision based on personal reviews of other members in this category?</b>	
Yes	40%
No	60%

<b>Do you buy sports or outdoor clothes online?</b>	
Yes	43%
No	57%

<b>Which online services do you use when looking for sports activities?</b>	
Online sports stores	35%
Sports websites	31%
Special sports websites (Soccer, Cycling, etc)	20%
Sports photos or products	14%

<b>Average spending on sport or outdoor products per year</b>	
More than £1.000	4%
£500 to £1.000	8%
£200 to £500	25%
Less than £200	64%