



## Ciao Telecommunication

! More than 428.000 page impressions and over 189.000 unique visitors.\*

! 47% of users are planning on buying a new mobile phone within the next 12 months.\*\*

\*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	15%
20-29 years	16%
30-39 years	17%
40-49 years	19%
Over 50 years	33%

<b>Current occupation</b>	
Employee	23%
Manager	9%
Self-employed / freelancer	21%
Still at school / trainee / student	21%
Other (e.g. housewife, pensioner)	26%

<b>Total annual net income</b>	
£45.000 and over	15%
£35.000 to £44.999	16%
£25.000 to £34.999	19%
£15.000 to £24.999	25%
Less than £15.000	25%

<b>What type of mobile phone package do you have?</b>	
Pay as you go	58%
Contract	42%

<b>Does advertising in this category influence your brand or purchase decisions?</b>	
Yes	57%
No	43%

<b>Have you changed your brand or purchase decision based on personal reviews of other members in this category?</b>	
Yes	50%
No	50%

<b>Are you planning to buy a new mobile phone within the next 12 months?</b>	
Yes, on a contract	23%
Yes, with a different pay as you go deal (no contract)	24%
Not within the next 12 months	53%

<b>Concerning the purchase of a new mobile phone – what is the most important factor when making your decision?</b> <i>(more than one answer possible)</i>	
Price	68%
Quality	61%
Design	55%
Brand	45%
Camera	40%
MP3 Player	26%
Internet / social networks' accessibility	25%
Others	10%