



## Ciao Finance

! More than 173.000 page impressions and over 83.000 unique visitors.\*

! 36% 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	10%
20-29 years	20%
30-39 years	15%
40-49 years	19%
Over 50 years	36%

<b>Current occupation</b>	
Employee	32%
Manager	7%
Self-employed / freelancer	16%
Still at school / trainee / student	17%
Other (e.g. housewife, pensioner)	28%

<b>Total annual net income</b>	
£45.000 and over	17%
£35.000 to £44.999	12%
£25.000 to £34.999	16%
£15.000 to £24.999	28%
Less than £15.000	27%

<b>Does advertising in this category influence your brand or purchase decisions?</b>	
Yes	48%
No	52%

<b>Have you changed your brand or purchase decision based on personal reviews of other members in this category?</b>	
Yes	36%
No	74%

<b>Do you use online banking?</b>	
Yes	75%
No	25%

<b>Have you ever bought insurance (e.g. motor insurance) or another financial service (e.g. credit card) online?</b>	
Yes	61%
No	39%

<b>Could online instalment credit or online banking be a decisive factor when buying products online?</b>	
Yes	60%
No	40%

<b>Which kind of insurance do you have?</b> <i>(more than one answer possible)</i>	
Motor insurance	64%
Household insurance	61%
Travel insurance	40%
Accident insurance	63%
Private pensions	35%
Legal insurance	19%
Additional disability benefits	12%
None	17%
Other	10%

<b>How much do you spend on annual insurance?</b>	
£100 and more	68%
£50 to £99	9%
£20 to £49	5%
Less than £20	18%