



## Ciao Beauty

! More than 1.0 million page impressions and over 400.000 unique visitors.\*

\*Omniture Site Catalyst, status March 2009

### Gender

Male	19%
Female	81%

### Age

Up to 19 years	17%
20-29 years	40%
30-39 years	17%
40-49 years	15%
Over 50 years	11%

### Current occupation

Employee	35%
Manager	8%
Self-employed / freelance work	11%
Still at school / in vocational training / student	24%
Others (e.g. housewife, pensioner)	22%

### Total annual net income

£45,000 or over	14%
£35,000 to £44,999	12%
£25,000 to £34,999	19%
£15,000 to £24,999	28%
Less than £15,000	27%

### Do you prefer branded products?

Yes	80%
No	20%

Source: Online user survey on ciao.co.uk, March 2009

### Which of the following statements applies to you?

When a new product comes on the market, I am very interested	31%
I am open minded about new products	58%
I have used the same products for years and I am not interested in new ones	6%
None of the statements applies to me	5%

### Do you prefer products that are environmentally friendly?

Yes	83%
No	17%

### Average spending on beauty products per month

£100 and more	5%
£50 to £99	14%
£20 to £49	41%
Less than £20	40%

### Which products do you buy online?

Perfume	25%
Cosmetics	27%
Body care	24%
Others	24%

! 60% of the users of the Ciao category "Beauty" spend more than £20 on online purchases per month.