



Ciao Cameras

! More than 400.000 page impressions and over 100.000 unique visitors.*

*Omniture Site Catalyst, status March 2009

Gender

Male	48%
Female	52%

Age

Up to 19 years	17%
20-29 years	37%
30-39 years	19%
40-49 years	11%
Over 50 years	16%

Current occupation

Employee	31%
Manager	10%
Self-employed / freelance work	16%
Still at school / in vocational training / student	22%
Others (e.g. housewife, pensioner)	21%

Total annual net income

£45,000 or over	21%
£35,000 to £44,999	12%
£25,000 to £34,999	16%
£15,000 to £24,999	24%
Less than £15,000	27%

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

Do you own a digital camera?

Yes	93%
No	7%

Are you planning to make a purchase / brand decision in the near future?

Yes, within the next 3 months	12%
Yes, within the next 6 months	25%
Not within the next 6 months	63%

Important features when buying a new digital camera

(more than one answer possible)

Design	37%
Quality	86%
Brand	36%
Price	69%
Handling	31%
Zoom	43%
Resolution	61%
Size / weight	9%

! 37% of the users of the Ciao category "Cameras" are planning to make a purchase / brand decision within the next 6 months.