



## Ciao Cars

! More than 1.4 million page impressions and over 500.000 unique visitors. \*

\*Omniure Site Catalyst, status March 2009

### Gender

Male	60%
Female	40%

### Age

Up to 19 years	16%
20-29 years	36%
30-39 years	21%
40-49 years	13%
Over 50 years	14%

### Current occupation

Employee	36%
Manager	12%
Self-employed / freelance work	14%
Still at school / in vocational training / student	20%
Others (e.g. housewife, pensioner)	18%

### Total annual net income

£45,000 or over	18%
£35,000 to £44,999	15%
£25,000 to £34,999	17%
£15,000 to £24,999	25%
Less than £15,000	25%

### Do you own a car?

Yes	76%
No	24%

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

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

Yes, within the next 6 months	13%
Yes, within the next 12 months	20%
Yes, within the next 18 months	28%
Not within the next 18 months	39%

### How do you inform yourself before buying a car?

Mainly online	66%
Mainly offline	34%

### How do you make your decision?

Visiting the website of the automobile manufacturer	27%
Reading online consumer reviews	28%
Reading online test reports	24%
Browsing adverts on onlinecar sites	21%

### How do you finance your car?

Cash purchase	71%
Leasing	10%
Hire purchase	19%

### Do you buy car spares online?

Yes	33%
No	67%

! 61% of the users of the Ciao category "Cars" are planning to make a purchase / brand decision concerning a car in the near future.