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Ciao Computers

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*Omniture Site Catalyst, status March 2009

Gender

Male	38%
Female	62%

Age

Up to 19 years	19%
20-29 years	35%
30-39 years	18%
40-49 years	12%
Over 50 years	16%

Current occupation

Employee	34%
Manager	9%
Self-employed / freelance work	15%
Still at school / in vocational training / student	23%
Others (e.g. housewife, pensioner)	19%

Total annual net income

£45,000 or over	18%
£35,000 to £44,999	10%
£25,000 to £34,999	18%
£15,000 to £24,999	23%
Less than £15,000	31%

Have you ever bought a computer, accessories or software online?

Yes	83%
No	17%

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

Are you planning to make a purchase / brand decision concerning a computer, laptop or netbook within the next 12 months?

Yes, a computer	9%
Yes, a laptop	27%
Yes, a netbook	6%
I am not sure	24%
Not within the next 12 months	34%

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	57%
I have used the same products for years and I am not interested in new ones	5%
None of the statements applies to me	7%

! 42% of the users of the Ciao category "Computers" are planning to make a brand / purchase decision within the next 12 months.