



Ciao Family and Household

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

*Omniture Site Catalyst, status March 2009

Gender

Male	68%
Female	32%

Age

Up to 19 years	12%
20-29 years	32%
30-39 years	20%
40-49 years	17%
Over 50 years	19%

Current occupation

Employee	33%
Manager	9%
Self-employed / freelance work	12%
Still at school / in vocational training / student	16%
Others (e.g. housewife, pensioner)	30%

Total annual net income

£45,000 or over	14%
£35,000 to £44,999	11%
£25,000 to £34,999	19%
£15,000 to £24,999	24%
Less than £15,000	32%

How many people live in your household (including yourself)?

More than two people	65%
Two people	27%
One person	8%

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

Do you have children?

Yes	56%
No	44%

Do you have pets?

Yes	62%
No	38%

Do you prefer products that are environmentally friendly?

Yes	84%
No	16%

Do you prefer branded products?

Yes	61%
No	39%

Do you buy online...?

Furniture	18%
Toys	25%
Tools	18%
Pet essentials	11%
Others	28%

! 61% of the users of the Ciao category "Family and Household" prefer brand-name products.