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## Ciao Fashion

! More than 80.000 page impressions and over 30.000 unique visitors.\*

\*Omniture Site Catalyst, status March 2009

### Gender

Male	30%
Female	70%

### Age

Up to 19 years	20%
20-29 years	42%
30-39 years	18%
40-49 years	11%
Over 50 years	9%

### Current occupation

Employee	35%
Manager	9%
Self-employed / freelance work	12%
Still at school / in vocational training / student	27%
Others (e.g. housewife, pensioner)	17%

### Total annual net income

£45,000 or over	17%
£35,000 to £44,999	11%
£25,000 to £34,999	19%
£15,000 to £24,999	25%
Less than £15,000	28%

### Do you prefer branded products?

Yes	68%
No	32%

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

### Where do you mainly buy clothes?

Online shops	22%
Warehouse	3%
Fashion store	67%
Catalogue	5%
Second hand	3%

### Average spending on clothes per month

£100 and more	19%
£50 to £99	34%
£20 to £49	32%
Less than £20	15%

### Concerning the purchase of new clothes – what is more important for you decision?

(more than one answer possible)

Design	68%
Brand	29%
Quality	65%
Price	67%
Functionality	28%
Others	12%

! 20% of the users of the Ciao category "Fashion" buy clothes mainly in online shops.