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Ciao Finance

! More than 100.000 page impressions and over 80.000 unique visitors.

*Omniture Site Catalyst, status March 2009

Gender

Male	49%
Female	51%

Age

Up to 19 years	12%
20-29 years	33%
30-39 years	18%
40-49 years	15%
Over 50 years	22%

Current occupation

Employee	32%
Manager	13%
Self-employed / freelancer	15%
Still at school / trainee /	16%
Student	
Others (e.g. housewife, pensioner)	24%

Total annual net income

£ 45.000 and over	19%
£ 35.000 to 44.999	15%
£ 25.000 to 34.999	21%
£ 15.000 to 24.999	23%
Less than £ 15.000	22%

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

Have you ever bought an insurance (e.g. motor insurance) or another financial service (e.g. credit) online?

Yes	62%
No	38%

Could online instalment credit or online finance be an alternative for you to buy products online?

Yes	56%
No	44%

Which kind of insurance do you have?

Private old-age provisions	6%
Additional disability benefits	2%
Legal costs insurance	6%
Accident insurance	15%
Household insurance	30%
Motor insurance	29%

! 62% of the users of the Ciao category "Finance" already bought an insurance online.