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General User Information

Gender

Male	53%
Female	47%

Age

Up to 19 years	14%
20-29 years	29%
30-39 years	18%
40-49 years	16%
Over 50 years	23%

Current occupation

Employee	36%
Manager	8%
Self-employed / freelancer	12%
Still at school / in vocational training / student	18%
Others (e.g. housewife, pensioner)	26%

Total annual net income

£45,000 or over	16%
£35,000 to £44,999	12%
£25,000 to £34,999	20%
£15,000 to £24,999	25%
Less than £15,000	27%

Average spending on online purchases per year

More than £1,000	25%
£500 to £999	22%
£100 to £499	35%
Less than £100	18%

Most influential on a purchase decision

Shop assistant	2%
Review from someone who owns the product	34%
Magazine review	6%
Recommendation from a friend	19%
Mainly decide freely and spontaneously	39%

Have you ever changed a purchase decision based on a comment or review you read online?

Yes	76%
No	24%

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