



## Ciao Sports and Outdoors

! More than 300.000 page impressions and over 100.000 unique visitors.\*

\*Omniure Site Catalyst, status March 2009

### Gender

Male	42%
Female	58%

### Age

Up to 19 years	18%
20-29 years	41%
30-39 years	17%
40-49 years	13%
Over 50 years	11%

### Current occupation

Employee	30%
Manager	11%
Self-employed / freelance work	16%
Still at school / in vocational training / student	24%
Others (e.g. housewife, pensioner)	19%

### Total annual net income

£45,000 or over	19%
£35,000 to £44,999	14%
£25,000 to £34,999	18%
£15,000 to £24,999	22%
Less than £15,000	27%

### Do you prefer branded products?

Yes	68%
No	32%

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

### Where do you mainly buy sport goods?

(more than one answer possible)

Specialised shop (offline)	25%
Online shop	44%
Warehouse	16%
Catalogue	18%

### Average spending on sport goods per month

£100 and more	7%
£50 to £99	16%
£20 to £49	29%
Less than £20	48%

### How do you usually inform yourself before buying sporting goods?

Specialised shop	25%
Online (e.g. consumer reviews, test reports)	49%
Family and friends	23%
Trade journal	3%

! 52% of the users of the Ciao category "Sports and Outdoors" spend more than £20 on online purchases per month.