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Ciao Telecommunications

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

*Omniure Site Catalyst, status March 2009

Gender

Male	48%
Female	52%

Age

Up to 19 years	18%
20-29 years	38%
30-39 years	20%
40-49 years	10%
Over 50 years	14%

Current occupation

Employee	32%
Manager	12%
Self-employed / freelance work	17%
Still at school / in vocational training / student	20%
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 own a mobile phone?

Yes	99%
No	1%

Do you use your mobile phone abroad?

Yes	61%
No	39%

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

Which type of mobile phone tariff do you use?

Pay as you go	34%
Contract	51%
Prepaid card	13%
Flatrate	2%

Are you planning to make a purchase / brand decision concerning a new mobile phone within the next 12 months?

Yes, with a contract	35%
Yes, with another tariff (no contract)	21%
Not within the next 12 months	44%

Concerning the purchase of a new mobile phone – what is more important for your decision?

(more than one answer possible)

Camera	53%
MP3 Player	36%
W-Lan / UMTS	22%
Design	60%
Quality	79%
Brand	42%
Price	67%

! 56% of the users of the Ciao category "Telecommunications" are planning to make a purchase / brand decision concerning a new mobile phone within the next 12 months.