

80% of users changed their purchase decision in this category based on a comment or review they read online.**

Gender

Male	23%
Female	77%

Age

Up to 19 years	15%
20-29 years	24%
30-39 years	17%
40-49 years	19%
Over 50 years	25%

Current occupation

Employee	28%
Manager	4%
Self-employed / freelancer	15%
Still at school / trainee / student	22%
Other (e.g. housewife, pensioner)	31%

Total annual net income

£45.000 and over	12%
£35.000 to £44.999	17%
£25.000 to £34.999	17%
£15.000 to £24.999	29%
Less than £15.000	25%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?

Yes	47%
No	53%

Which of the following statements applies to you?

I am very interested and like to try out a new product	49%
I am receptive to new products	27%
I have used the same products for years and I am not interested	11%
None of the statements above applies to me	13%



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Do you prefer branded products?

Yes	81%
No	19%

Average spending on beauty products every month

£100 and more	8%
£50 to £99	26%
£20 to £49	32%
Less than £20	34%

Which products do you buy online?

(more than one answer possible)

Cosmetics	42%
Body care	35%
Perfume	30%
Other	4%
None	42%

Does advertising in this category influence your purchase decisions?

Yes	65%
No	35%