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53% of users buy their CDs, books and DVDs mainly online.\*\*

<b>Gender</b>	
Male	48%
Female	52%

<b>Age</b>	
Up to 19 years	20%
20-29 years	21%
30-39 years	15%
40-49 years	18%
Over 50 years	26%

<b>Current occupation</b>	
Employee	28%
Manager	5%
Self-employed / freelancer	13%
Still at school / trainee / student	27%
Other (e.g. housewife, pensioner)	27%

<b>Total annual net income</b>	
£45.000 and over	12%
£35.000 to £44.999	13%
£25.000 to £34.999	17%
£15.000 to £24.999	29%
Less than £15.000	29%

<b>Most influential on a purchase decision</b>	
I decide freely and spontaneously	35%
A review from someone who owns the product	34%
A recommendation from a friend or community member	24%
A magazine review	5%
A shop assistant	2%

<b>Does advertising in this category influence your brand or purchase decisions?</b>	
Yes	49%
No	51%

<b>Have you changed your brand or purchase decision based on personal reviews of other members in this category?</b>	
Yes	49%
No	51%

<b>Where do you buy your CDs, books and DVDs?</b>	
Mainly online	53%
Mainly offline	47%

<b>Do you buy tickets online?</b>	
Yes	59%
No	41%

\*\*Online user survey on [ciao.co.uk](http://ciao.co.uk), March 2010