

The typical Ciao is highly motivated to share his/her experiences with others and gives great importance to user reviews.**



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Gender

Male	48%
Female	52%

Age

Up to 19 years	10%
20-29 years	18%
30-39 years	17%
40-49 years	19%
Over 50 years	36%

Current occupation

Employee	28%
Manager	10%
Self-employed / freelancer	17%
Still at school / in vocational training / student	16%
Other (e.g. housewife, pensioner)	29%

Total annual net income

£45.000 or over	14%
£35.000 to £44.999	12%
£25.000 to £34.999	19%
£15.000 to £24.999	24%
Less than £15.000	31%

Average spending on online purchases per year

More than £1.000	24%
£500 to £999	20%
£100 to £499	33%
Less than £100	23%

What is your main concern when buying a product online?

I have no concerns about buying a product online	30%
I cannot touch the product before purchase	23%
Fraud	23%
Using my credit card online	15%
It won't be delivered	9%

Most influential on a purchase decision

I decide freely and spontaneously	39%
A review from someone who owns the product	32%
A recommendation from a friend or community member	21%
A magazine review	6%
A shop assistant	2%

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

Yes	73%
No	27%

How many social networks do you use?

0	23%
1-2	54%
3-5	18%
5+	5%

Are you a member of the Ciao community?

Yes	49%
No	51%

Does advertising influence your brand or purchase decisions?

Yes	60%
No	40%

**Online user survey on ciao.co.uk, March 2010