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40% of users changed their purchase decision in this category based on a comment or review they read online.**

Gender	
Male	51%
Female	49%

Age	
Up to 19 years	17%
20-29 years	20%
30-39 years	18%
40-49 years	18%
Over 50 years	27%

Current occupation	
Employee	26%
Manager	8%
Self-employed / freelancer	19%
Still at school / trainee / student	23%
Other (e.g. housewife, pensioner)	24%

Total annual net income	
£45,000 and over	15%
£35,000 to £44,999	16%
£25,000 to £34,999	21%
£15,000 to £24,999	27%
Less than £15,000	21%

Does advertising in this category influence your brand or purchase decisions?	
Yes	53%
No	47%

Have you changed your brand or purchase decision based on personal reviews of other members in this category?	
Yes	40%
No	60%

Do you buy sports or outdoor clothes online?	
Yes	43%
No	57%

Which online services do you use when looking for sports activities?	
Online sports stores	35%
Sports websites	31%
Special sports websites (Soccer, Cycling, etc)	20%
Sports photos or products	14%

Average spending on sport or outdoor products per year	
More than £1,000	4%
£500 to £1,000	8%
£200 to £500	25%
Less than £200	64%

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