

55% of users prefer to find information about their destination on the internet.\*\*

**Gender**

Male	44%
Female	56%

**Age**

Up to 19 years	9%
20-29 years	20%
30-39 years	18%
40-49 years	18%
Over 50 years	35%

**Current occupation**

Employee	27%
Manager	9%
Self-employed / freelancer	18%
Still at school / trainee / student	16%
Other (e.g. housewife, pensioner)	30%

**Total annual net income**

£45.000 and over	13%
£35.000 to £44.999	16%
£25.000 to £34.999	16%
£15.000 to £24.999	30%
Less than £15.000	25%

**Does advertising in this category influence your brand or purchase decisions?**

Yes	54%
No	46%

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

Yes	46%
No	54%

**Have you ever booked any travel services online (e.g. flights, hotels, cars)?**

Yes	78%
No	22%



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**How do you usually find information about your destination before travelling?**

Internet	55%
Family and friends	25%
Travel agencies	20%

**How often do you travel?**

More than twice a year	32%
Twice a year	30%
Once a year	21%
Less than once a year	17%

**What kind of travel services have you booked online until now? (more than one answer possible)**

Flights	84%
Hotels	69%
Rail tickets	45%
Last minute deals	41%
Car rental	35%
All-inclusive tours	30%

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