

**MM**  
**MEDIA-ANALYSE 10/11**



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	Coverage	Structure	Affinity
<b>Total</b>	<b>5.0</b>	<b>100</b>	<b>100</b>
<b>■ SEX</b>			
Men	8.8	85.0	175
Women	1.4	15.0	29
<b>■ AGES, GROUPS OF 10</b>			
14 - 19 years	3.9	6.4	78
20 - 29 years	5.9	17.7	118
30 - 39 years	7.1	22.4	143
40 - 49 years	5.8	23.0	117
50 - 59 years	5.7	17.6	115
60 - 69 years	3.0	7.7	61
≥ 70 years	1.9	5.2	39
<b>■ SOCIAL CLASS</b>			
Class A	7.3	16.3	146
Class B	5.8	21.9	116
Class C1	5.8	23.6	116
Class C2	4.6	19.9	92
Class D	3.8	13.9	75
Class E	2.3	4.4	46
Classes AB	6.4	38.2	127
Classes ABC1	6.1	61.8	123
<b>■ PURCHASING POWER</b>			
Level 1	7.0	12.5	140
Level 2	6.5	27.4	129
Level 3	5.3	21.0	106
Level 4	4.4	17.8	88
Level 5	3.9	15.7	79
Level 6	2.8	5.6	55
Levels 1-2	6.6	39.9	133
Levels 1-3	6.1	60.9	122
<b>■ EDUCATION, COMPLETED</b>			
Elementary School	3.0	14.1	60
Vocational, prof. high school (medium)	5.9	53.5	118
High School (without degree)	6.2	7.2	124
High School (with degree)	5.5	15.7	109
University Degree, Post-graduate	4.2	9.5	85
High School (with degree)/University Degree	4.9	25.2	98
<b>■ HOUSEHOLD MAINTENANCE</b>			
Household maintenance	3.1	35.2	61
No household maintenance	7.6	64.8	152
<b>■ MAIN WAGE EARNER</b>			
Main wage earner	6.4	73.6	128
No main wage earner	3.1	26.4	62

	Coverage	Structure	Affinity
<b>Total</b>	<b>5.0</b>	<b>100</b>	<b>100</b>
<b>■ MARITAL STATUS</b>			
Single	5.2	25.8	104
Married/Unmarried couple	5.5	65.3	109
Divorced	4.3	6.4	86
Widowed	1.5	2.4	31
<b>■ HOUSEHOLD NET INCOME</b>			
Up to € 749	2.1	0.9	42
€ 750 - € 1.499	3.1	10.7	63
€ 1.500 - € 2.249	3.9	19.0	78
€ 2.250 - € 2.999	5.5	25.2	111
€ 3.000 - € 3.799	5.8	19.4	117
€ 3.800 - € 4.399	7.6	10.1	153
> € 4.400	6.9	14.6	139
> € 2.550	6.3	59.2	126
> € 3.000	6.5	44.2	131
<b>■ PROFESSION</b>			
Independent profession, Owner, manager of a firm, Freelancer	7.7	8.2	154
White collar worker & Civil servant, low	5.2	8.5	104
White collar worker & Civil servant, qualified	6.4	23.6	129
White collar worker & Official, managerial	9.0	6.8	180
Farmers and Workers	7.5	25.6	151
In training	3.3	6.1	67
Not Working	2.8	21.3	55
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	8.2	15.0	165
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	7.0	38.6	141
<b>■ WORKING</b>			
No	2.9	27.4	58
Yes, working	6.9	72.6	138
<b>■ AUSTRIAN FEDERAL PROVINCES</b>			
Vienna	5.5	22.4	110
Lower Austria	5.1	19.8	103
Burgenland	4.5	3.1	89
Styria	5.3	15.6	107
Carinthia	3.3	4.4	65
Upper Austria	5.0	16.7	100
Salzburg	4.9	6.2	99
Tyrol	5.7	9.6	115
Vorarlberg	2.6	2.3	52
<b>■ URBAN AREA</b>			
Nucleus Area (city)	4.9	49.4	98
Peripheral Area (suburbs)	5.2	15.6	103
No urban Area	5.0	35.0	101

	Coverage	Structure	Affinity
<b>Total</b>	<b>5.0</b>	<b>100</b>	<b>100</b>
<b>■ COMMUNITY SIZE</b>			
Up to 2.000 inh.	5.1	20.2	103
2.001 to 5.000 inh.	4.3	20.3	86
5.001 to 50.000 inh.	5.2	26.3	105
more than 50.000 inh. without Vienna	4.7	10.9	94
<b>■ CHILDREN IN THE HOUSEHOLD</b>			
1 Child or more	5.3	30.6	106
Children up to 2 years	6.2	5.8	124
Children 2 - 5 years	5.6	11.7	112
Children 6 - 9 years	5.2	11.9	103
Children 10 - 13 years	4.9	12.3	98
<b>■ SPECIAL TARGET GROUPS</b>			
Men 14 - 39 years	10.3	40.4	206
Men 40 - 59 years	9.5	33.1	189
Men, working	11.0	64.1	219
Women 14 - 39 years	1.6	6.2	32
Women 40 - 59 years	2.1	7.5	43
Women, working	1.8	8.5	37
14 - 24 years	4.7	14.4	94
14 - 49 years	5.9	69.5	119
20 - 49 years	6.3	63.1	125
50 years and over	3.7	30.5	74
Singles up to 49 years	6.4	9.5	128
Social Classes ABC1 up to 39 years	6.4	27.9	129
Social Classes ABC1 up to 49 years	6.5	44.3	131
Household maintainig up to 49 years	3.9	24.1	79
Household maintainig up to 59 years	3.8	30.9	77
Capital of State (without Vienna)	4.6	9.8	92
Cabel/Satellite TV	5.2	92.4	104
<b>■ VERY INTERESTED IN REPORTS ON</b>			
Old-Age Insurance, provision for the future	6.2	27.1	124
Education, continued professional education	6.0	32.6	120
Cars and Motorbikes	14.5	52.1	290
Reports from the Austrian federal provinces	4.8	40.6	96
Education policy	4.5	13.2	90
Local news	4.8	24.2	97
Computer (hard and software)	7.7	31.8	154
Gardening	3.7	19.7	74
Money, Capital, capital investment	7.3	26.8	146
Celebrities	3.2	9.3	64
Healthy life/nutrition	3.8	32.5	77
House-building, apartment, dwelling renovation	6.9	30.0	139
Domestic politics	6.1	28.3	122
International relations	5.9	25.5	117
Children, child-education	4.6	25.8	93
Cooking - recipes	2.7	13.5	55
Comments	5.7	19.8	115

	Coverage	Structure	Affinity
<b>Total</b>	<b>5.0</b>	<b>100</b>	<b>100</b>
<b>■ VERY INTERESTED IN REPORTS ON</b>			
Cosmetics, beauty-, body,- and skin care	3.0	11.1	60
Reports on cultural events	3.3	9.7	67
Tips on cultural events, programme announcement	3.7	11.4	74
Reports on media	5.3	25.0	106
Health, medical interest	4.1	35.0	82
Fashion/new look	4.5	17.7	89
Environmental protection/protection of nature	4.5	29.9	90
New books	3.8	11.8	76
New CDs	6.2	21.3	124
Online-services	6.9	32.9	138
Guides	3.7	13.2	75
Sports	8.2	45.2	164
Taxes and laws	7.3	17.8	146
Trend sport	9.0	22.0	180
Television	4.8	25.4	97
Entertainment	5.2	37.6	105
Journeys, foreign countries	5.4	40.0	109
Wellness, fitness	5.6	24.5	112
Economy	7.7	20.3	154
Scientific reports	6.6	30.6	132
Furnishing, design	5.3	26.8	106

## TYOLOGY

### ■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	6.4	19.2	128
Finance, insurance & economy	7.9	9.7	158
Local news & society	4.4	21.3	89
Cultural events	3.8	9.3	75
Computer & further education	7.1	16.7	142
Cars & sports	11.9	37.1	238
Housing, gardening and family	5.6	13.6	112
Fashion, cosmetics & fitness	3.6	12.4	73
Health & environment	3.8	29.3	76