

# FORMAT

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	Coverage	Structure	Affinity
<b>Total</b>	<b>2.2</b>	<b>100</b>	<b>100</b>
<b>■ SEX</b>			
Men	3.0	67.0	138
Women	1.4	33.0	64
<b>■ AGES, GROUPS OF 10</b>			
14 - 19 years	0.8	3.0	36
20 - 29 years	2.4	16.3	109
30 - 39 years	2.5	17.7	112
40 - 49 years	3.2	28.8	147
50 - 59 years	2.6	18.3	120
60 - 69 years	1.5	8.7	69
≥ 70 years	1.2	7.3	54
<b>■ SOCIAL CLASS</b>			
Class A	4.5	22.7	203
Class B	3.4	29.3	155
Class C1	2.0	18.8	93
Class C2	1.5	14.7	68
Class D	1.3	11.3	61
Class E	0.7	3.2	33
Classes AB	3.8	52.0	173
Classes ABC1	3.1	70.8	141
<b>■ PURCHASING POWER</b>			
Level 1	5.1	20.8	232
Level 2	2.9	28.0	132
Level 3	1.9	16.8	85
Level 4	1.8	16.7	82
Level 5	1.3	12.1	61
Level 6	1.3	5.8	57
Levels 1-2	3.6	48.8	162
Levels 1-3	2.9	65.5	131
<b>■ EDUCATION, COMPLETED</b>			
Elementary School	0.7	7.1	30
Vocational, prof. high school (medium)	1.6	33.4	74
High School (without degree)	2.2	5.8	100
High School (with degree)	3.7	24.0	167
University Degree, Post-graduate	5.8	29.7	264
High School (with degree)/University Degree	4.6	53.7	210
<b>■ HOUSEHOLD MAINTENANCE</b>			
Household maintenance	1.9	49.3	86
No household maintenance	2.6	50.7	119
<b>■ MAIN WAGE EARNER</b>			
Main wage earner	2.8	73.7	128
No main wage earner	1.4	26.3	62

	Coverage	Structure	Affinity
<b>Total</b>	<b>2.2</b>	<b>100</b>	<b>100</b>
<b>■ MARITAL STATUS</b>			
Single	1.9	20.9	84
Married/Unmarried couple	2.5	66.8	112
Divorced	2.4	8.2	110
Widowed	1.1	4.0	50
<b>■ HOUSEHOLD NET INCOME</b>			
Up to € 749	1.5	1.5	70
€ 750 - € 1.499	1.2	9.2	54
€ 1.500 - € 2.249	1.6	17.8	73
€ 2.250 - € 2.999	1.6	16.8	74
€ 3.000 - € 3.799	3.3	24.7	148
€ 3.800 - € 4.399	3.3	9.9	150
> € 4.400	4.2	20.1	190
> € 2.550	3.0	62.9	134
> € 3.000	3.6	54.7	162
<b>■ PROFESSION</b>			
Independent profession, Owner, manager of a firm, Freelancer	5.3	12.9	242
White collar worker & Civil servant, low	1.9	6.9	85
White collar worker & Civil servant, qualified	3.2	26.7	146
White collar worker & Official, managerial	6.7	11.5	305
Farmers and Workers	1.4	10.7	63
In training	1.9	7.7	85
Not Working	1.3	23.5	61
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	5.9	24.4	269
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	4.1	51.1	187
<b>■ WORKING</b>			
No	1.4	31.2	66
Yes, working	2.9	68.8	131
<b>■ AUSTRIAN FEDERAL PROVINCES</b>			
Vienna	4.6	42.6	209
Lower Austria	2.4	20.5	107
Burgenland	1.5	2.3	67
Styria	1.4	9.0	62
Carinthia	0.8	2.4	35
Upper Austria	1.4	10.6	64
Salzburg	1.8	5.0	81
Tyrol	1.3	5.0	60
Vorarlberg	1.2	2.4	56
<b>■ URBAN AREA</b>			
Nucleus Area (city)	2.9	65.7	131
Peripheral Area (suburbs)	1.9	13.4	88
No urban Area	1.3	20.9	60

	Coverage	Structure	Affinity
<b>Total</b>	<b>2.2</b>	<b>100</b>	<b>100</b>
<b>■ COMMUNITY SIZE</b>			
Up to 2.000 inh.	1.3	11.5	59
2.001 to 5.000 inh.	1.6	16.8	72
5.001 to 50.000 inh.	1.9	21.2	85
more than 50.000 inh. without Vienna	1.5	7.9	68
<b>■ CHILDREN IN THE HOUSEHOLD</b>			
1 Child or more	2.2	28.5	98
Children up to 2 years	1.6	3.4	71
Children 2 - 5 years	2.6	12.3	118
Children 6 - 9 years	2.4	12.4	107
Children 10 - 13 years	2.0	11.3	90
<b>■ SPECIAL TARGET GROUPS</b>			
Men 14 - 39 years	2.5	22.4	114
Men 40 - 59 years	3.9	31.2	179
Men, working	3.6	47.3	162
Women 14 - 39 years	1.7	14.5	75
Women 40 - 59 years	2.0	15.9	91
Women, working	2.0	21.6	93
14 - 24 years	1.3	8.8	58
14 - 49 years	2.5	65.7	112
20 - 49 years	2.7	62.7	125
50 years and over	1.8	34.3	83
Singles up to 49 years	3.0	10.1	137
Social Classes ABC1 up to 39 years	2.5	24.6	113
Social Classes ABC1 up to 49 years	3.0	46.9	138
Household maintainig up to 49 years	2.5	34.3	112
Household maintainig up to 59 years	2.3	43.0	107
Capital of State (without Vienna)	1.5	7.3	68
Cabel/Satellite TV	2.2	87.0	98
<b>■ VERY INTERESTED IN REPORTS ON</b>			
Old-Age Insurance, provision for the future	2.9	28.6	131
Education, continued professional education	3.4	42.3	156
Cars and Motorbikes	2.8	23.1	128
Reports from the Austrian federal provinces	2.2	42.6	101
Education policy	5.0	33.5	228
Local news	2.0	22.7	91
Computer (hard and software)	3.1	29.4	142
Gardening	1.7	20.9	78
Money, Capital, capital investment	3.5	29.6	161
Celebrities	2.0	12.9	89
Healthy life/nutrition	2.1	40.1	95
House-building, apartment, dwelling renovation	2.6	25.3	117
Domestic politics	4.1	43.0	185
International relations	4.2	41.6	191
Children, child-education	2.2	27.9	101
Cooking - recipes	1.4	15.5	63
Comments	4.4	34.2	199

	Coverage	Structure	Affinity
<b>Total</b>	<b>2.2</b>	<b>100</b>	<b>100</b>
<b>■ VERY INTERESTED IN REPORTS ON</b>			
Cosmetics, beauty-, body,- and skin care	1.5	12.9	70
Reports on cultural events	3.5	23.5	161
Tips on cultural events, programme announcement	3.4	23.5	153
Reports on media	3.1	33.6	142
Health, medical interest	2.0	39.1	92
Fashion/new look	1.5	13.1	66
Environmental protection/protection of nature	2.5	37.6	113
New books	4.0	28.0	180
New CDs	2.4	18.9	110
Online-services	3.0	32.3	135
Guides	2.1	16.5	94
Sports	2.4	30.6	111
Taxes and laws	3.5	19.5	161
Trend sport	2.4	13.2	108
Television	2.5	29.6	113
Entertainment	1.9	31.1	87
Journeys, foreign countries	2.8	47.4	129
Wellness, fitness	2.8	28.0	127
Economy	5.7	34.1	258
Scientific reports	3.9	41.2	178
Furnishing, design	2.2	25.1	99

## TYOLOGY

### ■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	5.5	37.1	248
Finance, insurance & economy	5.1	14.1	231
Local news & society	2.2	23.8	99
Cultural events	3.8	21.5	175
Computer & further education	3.0	15.9	136
Cars & sports	2.6	18.4	119
Housing, gardening and family	2.4	13.3	109
Fashion, cosmetics & fitness	1.5	11.3	67
Health & environment	2.1	36.3	95