





Coverage, Structure and Affinity

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	Coverage	Structure	Affinity
Total	1.9	100	100
■ SEX			
Men	1.3	32.5	67
Women	2.5	67.5	131
■ AGES, GROUPS OF 10			
14 - 19 years	1.2	5.0	61
20 - 29 years	1.9	15.1	101
30 - 39 years	2.1	17.0	108
40 - 49 years	2.3	23.9	122
50 - 59 years	2.2	17.9	117
60 - 69 years	2.3	14.9	118
≥ 70 years	0.9	6.2	46
■ SOCIAL CLASS			
Class A	2.1	12.3	110
Class B	2.1	20.5	109
Class C1	1.6	17.5	86
Class C2	2.0	23.3	107
Class D	1.9	18.0	98
Class E	1.7	8.5	89
Classes AB	2.1	32.8	109
Classes ABC1	1.9	50.3	100
■ PURCHASING POWER			
Level 1	2.6	12.3	137
Level 2	1.8	19.9	94
Level 3	1.8	18.5	94
Level 4	1.7	17.9	88
Level 5	1.9	19.7	100
Level 6	2.2	11.6	115
Levels 1-2	2.0	32.2	107
Levels 1-3	1.9	50.8	102
■ EDUCATION, COMPLETED			
Elementary School	1.2	15.3	65
Vocational, prof. high school (medium)	2.0	47.7	106
High School (without degree)	3.0	9.2	159
High School (with degree)	2.2	16.6	116
University Degree, Post-graduate	1.9	11.1	99
High School (with degree)/University Degree	2.1	27.8	108
■ HOUSEHOLD MAINTENANCE			
Household maintenance	2.5	73.9	129
No household maintenance	1.2	26.1	61
■ MAIN WAGE EARNER			
Main wage earner	1.6	48.3	84
No main wage earner	2.3	51.7	122

	Coverage	Structure	Affinity
Total	1.9	100	100
■ MARITAL STATUS			
Single	1.4	18.5	74
Married/Unmarried couple	2.1	66.8	112
Divorced	2.3	8.9	119
Widowed	1.4	5.8	73
■ HOUSEHOLD NET INCOME			
Up to € 749	2.0	2.2	104
€ 750 - € 1.499	1.8	15.7	92
€ 1.500 - € 2.249	1.9	24.4	100
€ 2.250 - € 2.999	1.7	19.7	87
€ 3.000 - € 3.799	2.3	20.1	121
€ 3.800 - € 4.399	2.0	7.1	107
> € 4.400	2.0	10.9	103
> € 2.550	1.9	47.1	100
> € 3.000	2.1	38.1	113
■ PROFESSION			
Independent profession, Owner, manager of a firm, Freelancer	1.4	3.8	71
White collar worker & Civil servant, low	2.3	9.9	121
White collar worker & Civil servant, qualified	2.9	27.5	151
White collar worker & Official, managerial	1.2	2.4	63
Farmers and Workers	1.3	11.3	66
In training	1.6	7.5	83
Not Working	1.9	37.7	98
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	1.3	6.2	68
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	2.3	33.7	123
■ WORKING			
No	1.8	45.2	95
Yes, working	2.0	54.8	104
■ AUSTRIAN FEDERAL PROVINCES			
Vienna	2.2	23.6	116
Lower Austria	2.4	24.2	126
Burgenland	1.3	2.4	69
Styria	2.5	18.8	129
Carinthia	1.3	4.5	67
Upper Austria	1.4	12.5	75
Salzburg	1.0	3.3	52
Tyrol	1.8	8.1	96
Vorarlberg	1.2	2.7	62
■ URBAN AREA			
Nucleus Area (city)	1.9	50.4	100
Peripheral Area (suburbs)	2.1	16.5	109
No urban Area	1.8	33.1	96

	Coverage	Structure	Affinity
Total	1.9	100	100
■ COMMUNITY SIZE			
Up to 2.000 inh.	1.8	18.9	97
2.001 to 5.000 inh.	1.8	22.6	97
5.001 to 50.000 inh.	2.1	28.2	113
more than 50.000 inh. without Vienna	1.1	6.7	58
■ CHILDREN IN THE HOUSEHOLD			
1 Child or more	2.2	33.3	115
Children up to 2 years	2.5	6.1	130
Children 2 - 5 years	2.0	10.8	104
Children 6 - 9 years	2.3	14.2	123
Children 10 - 13 years	2.1	13.7	109
■ SPECIAL TARGET GROUPS			
Men 14 - 39 years	1.1	11.4	59
Men 40 - 59 years	1.4	13.0	75
Men, working	1.1	17.4	59
Women 14 - 39 years	2.5	25.7	132
Women 40 - 59 years	3.1	28.8	165
Women, working	3.1	37.5	161
14 - 24 years	1.4	11.2	73
14 - 49 years	2.0	61.0	104
20 - 49 years	2.1	56.0	111
50 years and over	1.8	39.0	94
Singles up to 49 years	2.0	7.7	103
Social Classes ABC1 up to 39 years	1.4	16.5	76
Social Classes ABC1 up to 49 years	1.8	32.6	96
Household maintainig up to 49 years	2.8	44.1	145
Household maintainig up to 59 years	2.7	58.0	144
Capital of State (without Vienna)	1.2	6.7	63
Cabel/Satellite TV	1.9	89.1	100
■ VERY INTERESTED IN REPORTS ON			
Old-Age Insurance, provision for the future	2.6	29.5	135
Education, continued professional education	2.6	37.1	137
Cars and Motorbikes	1.7	16.5	92
Reports from the Austrian federal provinces	1.8	40.5	96
Education policy	2.1	16.2	110
Local news	1.9	25.4	101
Computer (hard and software)	1.8	19.2	93
Gardening	2.4	33.6	125
Money, Capital, capital investment	2.4	22.7	124
Celebrities	2.5	18.9	130
Healthy life/nutrition	2.6	58.3	138
House-building, apartment, dwelling renovation	2.6	30.0	139
Domestic politics	2.1	25.8	111
International relations	1.8	20.6	95
Children, child-education	2.4	35.2	127
Cooking - recipes	2.6	33.9	138
Comments	2.6	23.2	135

	Coverage	Structure	Affinity
Total	1.9	100	100
■ VERY INTERESTED IN REPORTS ON			
Cosmetics, beauty-, body,- and skin care	3.3	31.7	172
Reports on cultural events	2.3	17.2	118
Tips on cultural events, programme announcement	2.6	21.3	139
Reports on media	2.1	25.6	108
Health, medical interest	2.7	59.2	139
Fashion/new look	2.8	29.0	147
Environmental protection/protection of nature	2.3	40.8	122
New books	3.1	24.9	160
New CDs	2.3	20.8	121
Online-services	2.0	24.8	104
Guides	2.7	24.6	140
Sports	1.8	26.7	97
Taxes and laws	2.0	13.1	107
Trend sport	2.1	13.4	110
Television	2.3	32.1	122
Entertainment	2.1	40.1	112
Journeys, foreign countries	2.4	45.7	124
Wellness, fitness	3.1	35.5	161
Economy	2.0	14.0	106
Scientific reports	2.2	27.1	117
Furnishing, design	2.7	36.3	143

TYOLOGY

■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	2.1	16.6	111
Finance, insurance & economy	2.3	7.5	123
Local news & society	2.2	27.7	116
Cultural events	2.6	16.6	135
Computer & further education	2.2	13.4	114
Cars & sports	2.0	16.4	106
Housing, gardening and family	3.1	19.7	162
Fashion, cosmetics & fitness	3.4	30.2	178
Health & environment	2.7	53.4	140