

NEWS



MEDIA-ANALYSE 10/11



Coverage, Structure and Affinity

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	Coverage	Structure	Affinity
Total	9.8	100	100
■ SEX			
Men	10.7	53.0	109
Women	8.9	47.0	91
■ AGES, GROUPS OF 10			
14 - 19 years	8.1	6.9	83
20 - 29 years	10.0	15.2	102
30 - 39 years	11.5	18.5	118
40 - 49 years	11.5	23.0	117
50 - 59 years	10.7	16.7	109
60 - 69 years	9.6	12.3	98
≥ 70 years	5.4	7.5	55
■ SOCIAL CLASS			
Class A	13.3	15.1	136
Class B	11.7	22.6	120
Class C1	11.3	23.3	115
Class C2	9.0	19.9	92
Class D	7.5	14.1	77
Class E	5.0	4.9	51
Classes AB	12.3	37.7	126
Classes ABC1	11.9	61.1	121
■ PURCHASING POWER			
Level 1	15.3	14.0	156
Level 2	12.2	26.4	125
Level 3	10.7	21.6	109
Level 4	8.4	17.3	85
Level 5	7.1	14.4	72
Level 6	6.2	6.4	64
Levels 1-2	13.1	40.3	134
Levels 1-3	12.2	61.9	124
■ EDUCATION, COMPLETED			
Elementary School	6.0	14.4	62
Vocational, prof. high school (medium)	9.6	44.1	98
High School (without degree)	13.0	7.7	132
High School (with degree)	13.4	19.6	137
University Degree, Post-graduate	12.3	14.2	126
High School (with degree)/University Degree	12.9	33.8	132
■ HOUSEHOLD MAINTENANCE			
Household maintenance	9.6	56.2	98
No household maintenance	10.1	43.8	103
■ MAIN WAGE EARNER			
Main wage earner	10.5	61.6	107
No main wage earner	8.8	38.4	90

	Coverage	Structure	Affinity
Total	9.8	100	100
■ MARITAL STATUS			
Single	9.0	22.7	91
Married/Unmarried couple	10.6	64.5	108
Divorced	10.9	8.3	111
Widowed	5.5	4.5	57
■ HOUSEHOLD NET INCOME			
Up to € 749	4.9	1.1	50
€ 750 - € 1.499	7.1	12.2	72
€ 1.500 - € 2.249	8.9	22.1	90
€ 2.250 - € 2.999	9.6	22.3	98
€ 3.000 - € 3.799	12.4	21.2	127
€ 3.800 - € 4.399	11.8	8.0	120
> € 4.400	12.3	13.2	125
> € 2.550	11.7	56.0	120
> € 3.000	12.3	42.3	125
■ PROFESSION			
Independent profession, Owner, manager of a firm, Freelancer	13.3	7.2	136
White collar worker & Civil servant, low	10.7	9.0	109
White collar worker & Civil servant, qualified	13.1	24.5	134
White collar worker & Official, managerial	12.2	4.7	125
Farmers and Workers	8.7	15.0	89
In training	9.6	8.9	98
Not Working	7.8	30.7	80
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	12.9	11.9	131
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	13.0	36.4	133
■ WORKING			
No	8.2	39.6	83
Yes, working	11.3	60.4	115
■ AUSTRIAN FEDERAL PROVINCES			
Vienna	15.5	32.3	158
Lower Austria	10.2	19.9	104
Burgenland	7.6	2.7	77
Styria	8.0	11.9	82
Carinthia	7.4	5.1	75
Upper Austria	8.6	14.6	87
Salzburg	7.0	4.5	72
Tyrol	6.9	5.9	70
Vorarlberg	7.2	3.2	73
■ URBAN AREA			
Nucleus Area (city)	11.5	58.9	117
Peripheral Area (suburbs)	8.0	12.3	82
No urban Area	8.1	28.8	83

	Coverage	Structure	Affinity
Total	9.8	100	100
■ COMMUNITY SIZE			
Up to 2.000 inh.	8.5	16.9	86
2.001 to 5.000 inh.	7.4	17.6	75
5.001 to 50.000 inh.	8.7	22.2	89
more than 50.000 inh. without Vienna	9.3	11.0	95
■ CHILDREN IN THE HOUSEHOLD			
1 Child or more	9.8	29.1	100
Children up to 2 years	7.9	3.8	81
Children 2 - 5 years	8.8	9.4	90
Children 6 - 9 years	10.9	12.8	111
Children 10 - 13 years	9.7	12.5	99
■ SPECIAL TARGET GROUPS			
Men 14 - 39 years	10.8	21.5	110
Men 40 - 59 years	11.8	21.0	120
Men, working	11.7	35.0	120
Women 14 - 39 years	9.6	19.1	98
Women 40 - 59 years	10.5	18.7	107
Women, working	10.7	25.4	109
14 - 24 years	8.4	13.2	86
14 - 49 years	10.6	63.5	109
20 - 49 years	11.0	56.7	113
50 years and over	8.6	36.5	88
Singles up to 49 years	11.8	9.0	121
Social Classes ABC1 up to 39 years	10.9	24.2	111
Social Classes ABC1 up to 49 years	11.8	40.9	121
Household maintainig up to 49 years	11.0	34.2	112
Household maintainig up to 59 years	10.8	44.3	110
Capital of State (without Vienna)	9.5	10.3	97
Cabel/Satellite TV	9.8	88.7	100
■ VERY INTERESTED IN REPORTS ON			
Old-Age Insurance, provision for the future	12.5	27.8	127
Education, continued professional education	12.6	34.8	128
Cars and Motorbikes	13.7	25.2	140
Reports from the Austrian federal provinces	10.2	43.8	104
Education policy	13.9	20.9	142
Local news	11.2	28.7	115
Computer (hard and software)	13.6	28.8	139
Gardening	9.1	25.0	93
Money, Capital, capital investment	12.5	23.5	128
Celebrities	14.3	21.3	146
Healthy life/nutrition	10.7	46.2	109
House-building, apartment, dwelling renovation	11.3	24.9	115
Domestic politics	12.8	30.2	130
International relations	12.5	27.8	128
Children, child-education	10.4	29.5	106
Cooking - recipes	9.4	23.6	96
Comments	13.4	23.6	137

	Coverage	Structure	Affinity
Total	9.8	100	100
■ VERY INTERESTED IN REPORTS ON			
Cosmetics, beauty-, body,- and skin care	11.9	22.5	122
Reports on cultural events	13.4	19.9	136
Tips on cultural events, programme announcement	14.1	22.2	144
Reports on media	14.7	35.4	150
Health, medical interest	10.7	46.5	110
Fashion/new look	11.5	23.3	118
Environmental protection/protection of nature	11.7	40.0	120
New books	14.0	22.2	143
New CDs	12.4	21.8	126
Online-services	13.0	31.6	132
Guides	11.9	21.3	121
Sports	12.8	36.2	131
Taxes and laws	12.3	15.2	125
Trend sport	12.8	15.9	130
Television	12.2	32.7	125
Entertainment	11.6	42.4	118
Journeys, foreign countries	12.8	48.2	131
Wellness, fitness	13.7	30.7	140
Economy	14.9	20.0	152
Scientific reports	12.3	29.1	125
Furnishing, design	11.0	28.5	112

TYOLOGY

■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	14.4	22.1	147
Finance, insurance & economy	15.6	9.8	159
Local news & society	12.4	30.3	127
Cultural events	14.7	18.5	150
Computer & further education	14.1	16.9	144
Cars & sports	14.7	23.3	150
Housing, gardening and family	11.1	13.8	113
Fashion, cosmetics & fitness	12.2	21.2	125
Health & environment	11.2	43.6	114