





Coverage, Structure and Affinity

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	Coverage	Structure	Affinity
Total	13.0	100	100
■ SEX			
Men	13.7	50.8	105
Women	12.4	49.2	95
■ AGES, GROUPS OF 10			
14 - 19 years	18.4	11.7	141
20 - 29 years	14.8	17.0	114
30 - 39 years	16.9	20.4	130
40 - 49 years	14.8	22.3	113
50 - 59 years	11.4	13.4	87
60 - 69 years	11.0	10.6	84
≥ 70 years	4.6	4.8	35
■ SOCIAL CLASS			
Class A	14.7	12.6	113
Class B	16.0	23.2	123
Class C1	14.7	23.0	113
Class C2	13.0	21.7	100
Class D	10.2	14.5	79
Class E	6.9	5.1	53
Classes AB	15.5	35.8	119
Classes ABC1	15.2	58.8	117
■ PURCHASING POWER			
Level 1	14.4	9.9	111
Level 2	15.5	25.2	119
Level 3	13.7	20.8	105
Level 4	12.1	18.7	93
Level 5	11.6	17.7	89
Level 6	9.8	7.7	76
Levels 1-2	15.2	35.1	117
Levels 1-3	14.6	55.9	112
■ EDUCATION, COMPLETED			
Elementary School	10.5	18.8	80
Vocational, prof. high school (medium)	12.8	44.4	98
High School (without degree)	16.2	7.2	124
High School (with degree)	15.7	17.4	121
University Degree, Post-graduate	14.1	12.2	109
High School (with degree)/University Degree	15.0	29.6	116
■ HOUSEHOLD MAINTENANCE			
Household maintenance	12.6	55.6	97
No household maintenance	13.6	44.4	104
■ MAIN WAGE EARNER			
Main wage earner	12.7	56.0	97
No main wage earner	13.5	44.0	103

	Coverage	Structure	Affinity
Total	13.0	100	100
■ MARITAL STATUS			
Single	15.1	28.9	116
Married/Unmarried couple	12.9	59.1	99
Divorced	14.1	8.1	108
Widowed	6.4	3.9	49
■ HOUSEHOLD NET INCOME			
Up to € 749	8.9	1.4	68
€ 750 - € 1.499	9.3	12.1	71
€ 1.500 - € 2.249	11.2	21.0	86
€ 2.250 - € 2.999	14.3	24.9	110
€ 3.000 - € 3.799	16.3	20.9	125
€ 3.800 - € 4.399	15.9	8.1	122
> € 4.400	14.2	11.5	109
> € 2.550	15.4	55.6	119
> € 3.000	15.6	40.5	120
■ PROFESSION			
Independent profession, Owner, manager of a firm, Freelancer	12.5	5.1	96
White collar worker & Civil servant, low	14.5	9.1	111
White collar worker & Civil servant, qualified	17.0	23.9	131
White collar worker & Official, managerial	17.1	5.0	131
Farmers and Workers	13.1	17.1	101
In training	17.5	12.2	134
Not Working	9.4	27.7	72
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	14.4	10.1	111
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	16.2	34.0	124
■ WORKING			
No	10.9	39.9	84
Yes, working	14.9	60.1	115
■ AUSTRIAN FEDERAL PROVINCES			
Vienna	20.6	32.2	158
Lower Austria	14.3	21.1	110
Burgenland	9.9	2.6	76
Styria	8.9	10.0	68
Carinthia	6.1	3.1	47
Upper Austria	12.0	15.4	93
Salzburg	11.2	5.4	86
Tyrol	11.9	7.7	91
Vorarlberg	7.4	2.5	57
■ URBAN AREA			
Nucleus Area (city)	15.2	58.6	117
Peripheral Area (suburbs)	11.7	13.6	90
No urban Area	10.5	27.8	80

	Coverage	Structure	Affinity
Total	13.0	100	100
■ COMMUNITY SIZE			
Up to 2.000 inh.	10.4	15.6	80
2.001 to 5.000 inh.	10.9	19.6	83
5.001 to 50.000 inh.	11.6	22.3	89
more than 50.000 inh. without Vienna	11.6	10.3	89
■ CHILDREN IN THE HOUSEHOLD			
1 Child or more	15.6	34.7	120
Children up to 2 years	15.2	5.5	117
Children 2 - 5 years	14.1	11.3	108
Children 6 - 9 years	14.7	13.0	113
Children 10 - 13 years	16.5	16.0	127
■ SPECIAL TARGET GROUPS			
Men 14 - 39 years	16.8	25.2	129
Men 40 - 59 years	13.3	17.9	102
Men, working	14.9	33.6	115
Women 14 - 39 years	16.0	23.9	123
Women 40 - 59 years	13.2	17.8	102
Women, working	14.9	26.6	114
14 - 24 years	16.4	19.2	126
14 - 49 years	15.8	71.3	122
20 - 49 years	15.4	59.6	119
50 years and over	9.0	28.7	69
Singles up to 49 years	16.3	9.3	125
Social Classes ABC1 up to 39 years	17.0	28.4	131
Social Classes ABC1 up to 49 years	16.7	43.6	128
Household maintainig up to 49 years	15.8	37.0	121
Household maintainig up to 59 years	14.6	45.3	113
Capital of State (without Vienna)	12.1	9.9	93
Cabel/Satellite TV	13.5	92.6	104
■ VERY INTERESTED IN REPORTS ON			
Old-Age Insurance, provision for the future	14.8	24.7	113
Education, continued professional education	15.8	32.9	121
Cars and Motorbikes	17.1	23.6	132
Reports from the Austrian federal provinces	11.6	37.5	89
Education policy	14.8	16.7	114
Local news	13.9	26.8	107
Computer (hard and software)	18.2	28.9	140
Gardening	11.7	24.1	90
Money, Capital, capital investment	15.2	21.5	117
Celebrities	16.4	18.3	126
Healthy life/nutrition	12.7	41.4	98
House-building, apartment, dwelling renovation	14.0	23.3	108
Domestic politics	13.1	23.4	101
International relations	13.1	21.9	101
Children, child-education	14.6	31.0	112
Cooking - recipes	12.5	23.7	96
Comments	14.5	19.2	112

	Coverage	Structure	Affinity
Total	13.0	100	100
■ VERY INTERESTED IN REPORTS ON			
Cosmetics, beauty-, body,- and skin care	16.1	22.9	124
Reports on cultural events	14.2	15.9	109
Tips on cultural events, programme announcement	15.3	18.1	117
Reports on media	15.7	28.5	121
Health, medical interest	13.4	43.6	103
Fashion/new look	15.7	23.8	121
Environmental protection/protection of nature	13.5	34.7	104
New books	15.6	18.6	120
New CDs	17.4	23.0	133
Online-services	18.3	33.6	140
Guides	14.6	19.7	112
Sports	16.0	34.0	123
Taxes and laws	13.3	12.4	102
Trend sport	17.8	16.8	137
Television	17.2	34.7	132
Entertainment	15.7	43.3	121
Journeys, foreign countries	15.9	45.1	123
Wellness, fitness	16.8	28.4	129
Economy	14.2	14.4	109
Scientific reports	14.6	26.0	112
Furnishing, design	15.6	30.4	120

TYOLOGY

■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	14.4	16.6	111
Finance, insurance & economy	14.6	6.9	112
Local news & society	14.6	26.9	112
Cultural events	15.5	14.6	119
Computer & further education	19.8	17.9	152
Cars & sports	18.6	22.2	143
Housing, gardening and family	14.8	13.9	114
Fashion, cosmetics & fitness	16.4	21.4	126
Health & environment	13.2	39.0	102