

# woman

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**MEDIA-ANALYSE 10/11**



## Coverage, Structure and Affinity

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	Coverage	Structure	Affinity
<b>Total</b>	<b>7.1</b>	<b>100</b>	<b>100</b>
<b>■ SEX</b>			
Men	1.4	9.9	20
Women	12.4	90.1	175
<b>■ AGES, GROUPS OF 10</b>			
14 - 19 years	6.9	8.0	97
20 - 29 years	9.4	20.0	134
30 - 39 years	10.1	22.6	144
40 - 49 years	8.3	23.2	118
50 - 59 years	6.3	13.6	89
60 - 69 years	4.3	7.6	60
≥ 70 years	2.6	5.0	37
<b>■ SOCIAL CLASS</b>			
Class A	7.5	11.9	107
Class B	7.8	21.0	111
Class C1	7.9	22.7	112
Class C2	7.1	21.8	100
Class D	6.1	15.8	86
Class E	5.0	6.8	71
Classes AB	7.7	32.8	109
Classes ABC1	7.8	55.6	110
<b>■ PURCHASING POWER</b>			
Level 1	7.3	9.2	103
Level 2	7.4	22.0	104
Level 3	7.5	21.0	106
Level 4	6.5	18.7	93
Level 5	7.1	19.9	100
Level 6	6.4	9.2	91
Levels 1-2	7.3	31.2	104
Levels 1-3	7.4	52.2	105
<b>■ EDUCATION, COMPLETED</b>			
Elementary School	5.4	17.9	77
Vocational, prof. high school (medium)	6.3	40.5	90
High School (without degree)	8.8	7.2	124
High School (with degree)	10.1	20.5	143
University Degree, Post-graduate	8.7	13.9	123
High School (with degree)/University Degree	9.5	34.4	134
<b>■ HOUSEHOLD MAINTENANCE</b>			
Household maintenance	9.8	79.7	139
No household maintenance	3.4	20.3	48
<b>■ MAIN WAGE EARNER</b>			
Main wage earner	5.1	41.2	72
No main wage earner	9.8	58.8	138

	Coverage	Structure	Affinity
<b>Total</b>	<b>7.1</b>	<b>100</b>	<b>100</b>
<b>■ MARITAL STATUS</b>			
Single	7.1	24.8	100
Married/Unmarried couple	7.2	60.7	102
Divorced	9.5	10.1	135
Widowed	3.9	4.4	55
<b>■ HOUSEHOLD NET INCOME</b>			
Up to € 749	5.9	1.8	83
€ 750 - € 1.499	6.2	14.9	88
€ 1.500 - € 2.249	6.5	22.3	91
€ 2.250 - € 2.999	7.6	24.4	107
€ 3.000 - € 3.799	8.6	20.3	122
€ 3.800 - € 4.399	6.2	5.8	88
> € 4.400	7.1	10.5	100
> € 2.550	7.8	51.9	111
> € 3.000	7.7	36.7	108
<b>■ PROFESSION</b>			
Independent profession, Owner, manager of a firm, Freelancer	7.0	5.3	100
White collar worker & Civil servant, low	11.2	13.0	158
White collar worker & Civil servant, qualified	10.6	27.3	150
White collar worker & Official, managerial	7.8	4.2	111
Farmers and Workers	4.8	11.6	68
In training	8.9	11.5	126
Not Working	5.0	27.2	71
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	7.4	9.5	104
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	9.5	36.8	135
<b>■ WORKING</b>			
No	5.7	38.7	81
Yes, working	8.3	61.3	117
<b>■ AUSTRIAN FEDERAL PROVINCES</b>			
Vienna	10.0	28.8	141
Lower Austria	7.5	20.3	106
Burgenland	7.1	3.5	101
Styria	6.6	13.7	94
Carinthia	5.6	5.3	79
Upper Austria	5.5	13.0	78
Salzburg	6.1	5.4	87
Tyrol	6.3	7.5	89
Vorarlberg	4.1	2.5	58
<b>■ URBAN AREA</b>			
Nucleus Area (city)	8.2	57.9	115
Peripheral Area (suburbs)	6.8	14.7	97
No urban Area	5.6	27.4	79

	Coverage	Structure	Affinity
<b>Total</b>	<b>7.1</b>	<b>100</b>	<b>100</b>
<b>■ COMMUNITY SIZE</b>			
Up to 2.000 inh.	6.0	16.6	85
2.001 to 5.000 inh.	5.8	19.3	82
5.001 to 50.000 inh.	7.0	24.7	99
more than 50.000 inh. without Vienna	6.4	10.6	91
<b>■ CHILDREN IN THE HOUSEHOLD</b>			
1 Child or more	8.9	36.7	126
Children up to 2 years	9.5	6.3	134
Children 2 - 5 years	8.8	12.9	124
Children 6 - 9 years	9.1	14.9	129
Children 10 - 13 years	8.5	15.2	120
<b>■ SPECIAL TARGET GROUPS</b>			
Men 14 - 39 years	1.7	4.8	25
Men 40 - 59 years	1.3	3.3	19
Men, working	1.5	6.4	22
Women 14 - 39 years	16.7	45.8	236
Women 40 - 59 years	13.5	33.5	192
Women, working	16.7	54.9	236
14 - 24 years	8.3	18.0	118
14 - 49 years	8.9	73.8	126
20 - 49 years	9.2	65.7	131
50 years and over	4.5	26.2	63
Singles up to 49 years	7.5	7.9	106
Social Classes ABC1 up to 39 years	9.4	28.9	133
Social Classes ABC1 up to 49 years	9.3	44.5	131
Household maintainig up to 49 years	12.9	55.7	183
Household maintainig up to 59 years	12.0	68.6	170
Capital of State (without Vienna)	6.5	9.8	92
Cabel/Satellite TV	7.0	88.4	99
<b>■ VERY INTERESTED IN REPORTS ON</b>			
Old-Age Insurance, provision for the future	8.0	24.8	114
Education, continued professional education	9.9	37.8	139
Cars and Motorbikes	4.4	11.1	62
Reports from the Austrian federal provinces	6.5	38.8	92
Education policy	9.3	19.3	131
Local news	7.1	25.2	101
Computer (hard and software)	6.2	18.3	88
Gardening	7.8	29.5	110
Money, Capital, capital investment	7.6	19.8	108
Celebrities	12.9	26.5	182
Healthy life/nutrition	9.4	56.6	134
House-building, apartment, dwelling renovation	8.8	26.9	124
Domestic politics	5.4	17.6	76
International relations	5.8	17.9	83
Children, child-education	10.4	41.0	148
Cooking - recipes	10.6	37.1	151
Comments	7.2	17.6	102

	Coverage	Structure	Affinity
<b>Total</b>	<b>7.1</b>	<b>100</b>	<b>100</b>
<b>■ VERY INTERESTED IN REPORTS ON</b>			
Cosmetics, beauty-, body,- and skin care	16.6	43.5	235
Reports on cultural events	8.7	18.0	124
Tips on cultural events, programme announcement	10.8	23.5	153
Reports on media	8.1	27.3	115
Health, medical interest	9.0	54.3	128
Fashion/new look	15.0	42.0	212
Environmental protection/protection of nature	8.2	38.8	116
New books	11.2	24.7	159
New CDs	9.3	22.8	132
Online-services	8.6	29.0	121
Guides	9.9	24.5	140
Sports	5.3	20.5	74
Taxes and laws	6.9	11.9	98
Trend sport	6.9	11.9	98
Television	8.1	29.9	114
Entertainment	9.3	47.3	132
Journeys, foreign countries	9.6	50.1	136
Wellness, fitness	11.5	35.9	163
Economy	5.6	10.5	80
Scientific reports	6.6	21.6	93
Furnishing, design	12.0	43.1	170

## TYPOLOGY

### ■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	6.4	13.5	90
Finance, insurance & economy	6.0	5.2	85
Local news & society	8.5	28.8	121
Cultural events	10.3	18.0	146
Computer & further education	8.6	14.3	122
Cars & sports	4.8	10.5	68
Housing, gardening and family	12.0	20.6	169
Fashion, cosmetics & fitness	16.8	40.4	238
Health & environment	9.3	50.3	131