





Coverage, Structure and Affinity

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	Coverage	Structure	Affinity
Total	6.4	100	100
■ SEX			
Men	7.7	58.8	121
Women	5.1	41.2	80
■ AGES, GROUPS OF 10			
14 - 19 years	3.3	4.3	52
20 - 29 years	6.1	14.4	96
30 - 39 years	6.7	16.7	106
40 - 49 years	8.3	25.5	130
50 - 59 years	7.9	19.0	124
60 - 69 years	6.0	11.8	94
≥ 70 years	3.9	8.4	62
■ SOCIAL CLASS			
Class A	13.5	23.6	212
Class B	9.1	27.0	143
Class C1	6.1	19.5	96
Class C2	4.5	15.4	71
Class D	3.7	10.6	58
Class E	2.6	3.9	41
Classes AB	10.7	50.6	169
Classes ABC1	8.9	70.1	139
■ PURCHASING POWER			
Level 1	15.9	22.5	251
Level 2	8.1	27.1	128
Level 3	5.7	17.6	89
Level 4	4.9	15.5	77
Level 5	3.7	11.6	59
Level 6	3.6	5.7	57
Levels 1-2	10.5	49.5	164
Levels 1-3	8.6	67.1	135
■ EDUCATION, COMPLETED			
Elementary School	2.3	8.3	36
Vocational, prof. high school (medium)	4.2	30.1	67
High School (without degree)	7.6	6.9	119
High School (with degree)	9.8	22.2	155
University Degree, Post-graduate	18.3	32.3	287
High School (with degree)/University Degree	13.5	54.6	213
■ HOUSEHOLD MAINTENANCE			
Household maintenance	6.1	55.3	96
No household maintenance	6.7	44.7	105
■ MAIN WAGE EARNER			
Main wage earner	7.5	67.6	118
No main wage earner	4.8	32.4	76

	Coverage	Structure	Affinity
Total	6.4	100	100
■ MARITAL STATUS			
Single	5.6	21.9	88
Married/Unmarried couple	6.9	65.3	109
Divorced	7.5	8.8	118
Widowed	3.2	4.0	51
■ HOUSEHOLD NET INCOME			
Up to € 749	5.3	1.8	83
€ 750 - € 1.499	4.1	10.8	64
€ 1.500 - € 2.249	4.4	17.0	70
€ 2.250 - € 2.999	5.2	18.4	81
€ 3.000 - € 3.799	8.3	21.8	131
€ 3.800 - € 4.399	10.3	10.7	161
> € 4.400	11.8	19.5	185
> € 2.550	8.5	62.5	133
> € 3.000	9.8	52.0	154
■ PROFESSION			
Independent profession, Owner, manager of a firm, Freelancer	15.9	13.3	251
White collar worker & Civil servant, low	4.5	5.8	71
White collar worker & Civil servant, qualified	8.5	24.4	134
White collar worker & Official, managerial	18.8	11.2	295
Farmers and Workers	3.4	9.0	53
In training	5.9	8.4	92
Not Working	4.6	27.9	73
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	17.1	24.5	269
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	11.4	48.9	179
■ WORKING			
No	4.9	36.3	76
Yes, working	7.7	63.7	121
■ AUSTRIAN FEDERAL PROVINCES			
Vienna	12.0	38.4	189
Lower Austria	5.2	15.6	81
Burgenland	5.0	2.7	78
Styria	4.1	9.3	64
Carinthia	4.4	4.6	69
Upper Austria	4.5	11.7	70
Salzburg	6.6	6.5	103
Tyrol	6.0	8.0	95
Vorarlberg	4.7	3.2	74
■ URBAN AREA			
Nucleus Area (city)	8.0	63.1	126
Peripheral Area (suburbs)	5.5	13.1	86
No urban Area	4.4	23.8	69

	Coverage	Structure	Affinity
Total	6.4	100	100
■ COMMUNITY SIZE			
Up to 2.000 inh.	4.8	14.8	76
2.001 to 5.000 inh.	4.0	14.9	63
5.001 to 50.000 inh.	5.4	21.4	85
more than 50.000 inh. without Vienna	5.8	10.5	91
■ CHILDREN IN THE HOUSEHOLD			
1 Child or more	6.0	27.4	94
Children up to 2 years	6.0	4.4	94
Children 2 - 5 years	6.1	9.9	95
Children 6 - 9 years	6.0	10.9	95
Children 10 - 13 years	5.8	11.5	91
■ SPECIAL TARGET GROUPS			
Men 14 - 39 years	6.7	20.6	105
Men 40 - 59 years	9.3	25.4	146
Men, working	8.8	40.3	138
Women 14 - 39 years	4.8	14.7	76
Women 40 - 59 years	6.9	19.1	109
Women, working	6.4	23.4	101
14 - 24 years	4.1	9.9	65
14 - 49 years	6.6	60.8	104
20 - 49 years	7.2	56.6	112
50 years and over	6.0	39.2	94
Singles up to 49 years	9.2	10.8	145
Social Classes ABC1 up to 39 years	6.6	22.5	104
Social Classes ABC1 up to 49 years	8.1	43.3	128
Household maintainig up to 49 years	7.0	33.4	110
Household maintainig up to 59 years	7.0	44.3	110
Capital of State (without Vienna)	6.3	10.6	99
Cabel/Satellite TV	6.2	86.3	97
■ VERY INTERESTED IN REPORTS ON			
Old-Age Insurance, provision for the future	6.8	23.5	108
Education, continued professional education	9.2	39.4	145
Cars and Motorbikes	6.6	18.7	104
Reports from the Austrian federal provinces	5.5	36.7	87
Education policy	15.0	34.7	236
Local news	5.6	22.2	89
Computer (hard and software)	8.5	27.7	134
Gardening	5.1	21.4	80
Money, Capital, capital investment	8.2	23.6	128
Celebrities	5.7	13.0	90
Healthy life/nutrition	5.8	38.6	91
House-building, apartment, dwelling renovation	6.1	20.9	96
Domestic politics	11.8	43.1	186
International relations	12.8	43.8	202
Children, child-education	5.6	24.6	89
Cooking - recipes	4.2	16.2	66
Comments	13.0	35.3	205

	Coverage	Structure	Affinity
Total	6.4	100	100
■ VERY INTERESTED IN REPORTS ON			
Cosmetics, beauty-, body,- and skin care	4.5	13.0	70
Reports on cultural events	12.4	28.3	194
Tips on cultural events, programme announcement	10.8	26.2	170
Reports on media	8.9	33.2	140
Health, medical interest	6.1	40.7	96
Fashion/new look	4.6	14.2	72
Environmental protection/protection of nature	7.8	41.0	123
New books	12.1	29.6	191
New CDs	6.4	17.3	101
Online-services	8.1	30.6	128
Guides	4.9	13.4	76
Sports	6.2	27.1	98
Taxes and laws	8.9	17.1	140
Trend sport	6.7	12.9	105
Television	5.6	23.0	88
Entertainment	5.4	30.5	85
Journeys, foreign countries	7.8	45.3	123
Wellness, fitness	6.1	21.2	96
Economy	12.6	26.1	198
Scientific reports	11.6	42.3	182
Furnishing, design	5.7	22.7	89

TYOLOGY

■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	16.0	37.7	252
Finance, insurance & economy	11.4	11.0	179
Local news & society	5.6	21.2	89
Cultural events	12.9	24.9	202
Computer & further education	8.1	15.0	127
Cars & sports	6.6	16.1	104
Housing, gardening and family	5.6	10.7	88
Fashion, cosmetics & fitness	4.4	11.7	69
Health & environment	6.4	38.2	100