

trend





Coverage, Structure and Affinity

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	Coverage	Structure	Affinity
Total	3.6	100	100
■ SEX			
Men	4.5	61.4	127
Women	2.7	38.6	75
■ AGES, GROUPS OF 10			
14 - 19 years	1.9	4.3	52
20 - 29 years	2.5	10.6	71
30 - 39 years	3.6	15.9	101
40 - 49 years	5.0	27.4	140
50 - 59 years	5.0	21.6	141
60 - 69 years	3.7	13.1	104
≥ 70 years	1.9	7.1	52
■ SOCIAL CLASS			
Class A	9.8	30.7	275
Class B	5.2	27.4	145
Class C1	3.0	17.2	85
Class C2	2.0	12.1	56
Class D	1.8	9.3	51
Class E	1.2	3.3	34
Classes AB	6.9	58.1	193
Classes ABC1	5.3	75.3	150
■ PURCHASING POWER			
Level 1	10.1	25.4	283
Level 2	5.2	31.0	147
Level 3	2.7	15.0	76
Level 4	2.5	14.3	71
Level 5	1.8	9.7	49
Level 6	1.6	4.5	44
Levels 1-2	6.7	56.4	187
Levels 1-3	5.1	71.4	143
■ EDUCATION, COMPLETED			
Elementary School	1.5	9.7	42
Vocational, prof. high school (medium)	2.7	33.6	74
High School (without degree)	4.2	6.9	118
High School (with degree)	4.9	19.9	138
University Degree, Post-graduate	9.5	29.9	266
High School (with degree)/University Degree	6.9	49.8	194
■ HOUSEHOLD MAINTENANCE			
Household maintenance	3.2	52.0	90
No household maintenance	4.0	48.0	113
■ MAIN WAGE EARNER			
Main wage earner	4.2	67.2	117
No main wage earner	2.8	32.8	77

	Coverage	Structure	Affinity
Total	3.6	100	100
■ MARITAL STATUS			
Single	2.8	19.3	78
Married/Unmarried couple	4.1	68.2	114
Divorced	4.2	8.7	117
Widowed	1.7	3.8	48
■ HOUSEHOLD NET INCOME			
Up to € 749	2.5	1.5	70
€ 750 - € 1.499	1.6	7.5	44
€ 1.500 - € 2.249	2.1	14.5	59
€ 2.250 - € 2.999	2.8	17.9	79
€ 3.000 - € 3.799	4.4	20.6	123
€ 3.800 - € 4.399	6.2	11.4	172
> € 4.400	9.1	26.7	253
> € 2.550	5.4	70.5	151
> € 3.000	6.2	58.7	173
■ PROFESSION			
Independent profession, Owner, manager of a firm, Freelancer	8.9	13.3	250
White collar worker & Civil servant, low	2.2	5.0	61
White collar worker & Civil servant, qualified	5.0	25.3	139
White collar worker & Official, managerial	14.2	15.0	396
Farmers and Workers	1.6	7.8	46
In training	2.5	6.4	71
Not Working	2.5	27.2	71
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	11.1	28.3	311
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	7.0	53.6	196
■ WORKING			
No	2.5	33.7	71
Yes, working	4.5	66.3	126
■ AUSTRIAN FEDERAL PROVINCES			
Vienna	5.5	31.4	154
Lower Austria	3.3	17.7	92
Burgenland	2.9	2.8	82
Styria	2.4	9.8	67
Carinthia	2.1	4.0	59
Upper Austria	2.7	12.7	77
Salzburg	4.8	8.3	133
Tyrol	4.3	10.2	121
Vorarlberg	2.5	3.0	70
■ URBAN AREA			
Nucleus Area (city)	4.1	57.3	114
Peripheral Area (suburbs)	3.3	13.9	92
No urban Area	3.0	28.8	83

	Coverage	Structure	Affinity
Total	3.6	100	100
■ COMMUNITY SIZE			
Up to 2.000 inh.	2.8	15.5	79
2.001 to 5.000 inh.	2.7	17.5	75
5.001 to 50.000 inh.	3.7	25.9	103
more than 50.000 inh. without Vienna	3.0	9.7	83
■ CHILDREN IN THE HOUSEHOLD			
1 Child or more	3.3	26.9	93
Children up to 2 years	2.9	3.8	81
Children 2 - 5 years	3.0	8.6	83
Children 6 - 9 years	3.9	12.7	110
Children 10 - 13 years	3.4	12.0	95
■ SPECIAL TARGET GROUPS			
Men 14 - 39 years	3.7	20.4	105
Men 40 - 59 years	5.7	27.7	158
Men, working	5.2	42.4	145
Women 14 - 39 years	1.9	10.4	53
Women 40 - 59 years	4.4	21.3	122
Women, working	3.7	23.9	103
14 - 24 years	2.1	9.1	59
14 - 49 years	3.6	58.2	99
20 - 49 years	3.8	53.9	107
50 years and over	3.6	41.8	101
Singles up to 49 years	4.1	8.5	114
Social Classes ABC1 up to 39 years	3.6	21.6	99
Social Classes ABC1 up to 49 years	4.7	44.8	132
Household maintainig up to 49 years	3.5	30.0	98
Household maintainig up to 59 years	3.7	42.0	104
Capital of State (without Vienna)	3.1	9.2	86
Cabel/Satellite TV	3.6	89.9	101
■ VERY INTERESTED IN REPORTS ON			
Old-Age Insurance, provision for the future	4.4	26.8	123
Education, continued professional education	4.9	37.5	138
Cars and Motorbikes	3.9	19.6	109
Reports from the Austrian federal provinces	3.3	39.3	93
Education policy	7.7	31.9	217
Local news	2.7	18.9	76
Computer (hard and software)	4.9	28.4	137
Gardening	3.3	25.1	94
Money, Capital, capital investment	6.1	31.3	170
Celebrities	3.1	12.8	88
Healthy life/nutrition	3.4	40.7	96
House-building, apartment, dwelling renovation	4.0	24.0	111
Domestic politics	6.3	41.2	177
International relations	7.1	43.3	199
Children, child-education	3.1	24.4	88
Cooking - recipes	2.7	18.3	74
Comments	6.6	31.6	184

	Coverage	Structure	Affinity
Total	3.6	100	100
■ VERY INTERESTED IN REPORTS ON			
Cosmetics, beauty-, body,- and skin care	2.4	12.6	68
Reports on cultural events	5.7	23.3	160
Tips on cultural events, programme announcement	5.3	22.8	148
Reports on media	4.6	30.6	129
Health, medical interest	3.3	39.0	92
Fashion/new look	2.8	15.4	78
Environmental protection/protection of nature	4.0	37.7	113
New books	5.7	24.8	160
New CDs	3.3	15.9	93
Online-services	4.7	31.7	133
Guides	2.9	14.3	81
Sports	3.8	29.2	106
Taxes and laws	6.6	22.4	185
Trend sport	3.8	13.2	108
Television	2.8	20.5	78
Entertainment	3.0	30.2	84
Journeys, foreign countries	4.6	47.1	128
Wellness, fitness	3.9	24.1	110
Economy	9.9	36.4	276
Scientific reports	6.3	41.0	176
Furnishing, design	3.7	26.3	103

TYPOLOGY

■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	8.3	34.6	231
Finance, insurance & economy	10.1	17.3	282
Local news & society	2.9	19.4	81
Cultural events	5.9	20.3	165
Computer & further education	4.6	15.1	128
Cars & sports	3.8	16.6	107
Housing, gardening and family	3.6	12.2	101
Fashion, cosmetics & fitness	2.6	12.4	73
Health & environment	3.4	36.7	96