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15 MAGAZINE FÜR ÖSTERREICH



MEDIA-ANALYSE 2009

NEWS **profil** **LEBEN** **woman** TOTAL DIGITAL **tvmedia** **@media** **trend** **FORMAT** **GUSTO** **auto**
revue



Coverage

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Affinity

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	Total (Cases)	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total	16,053	11.6	6.1	2.0	7.2	14.3	3.9	3.9	2.4	8.4	5.8
■ SEX											
Men	7,771	13.1	7.4	1.6	1.3	15.0	6.2	4.9	3.2	3.0	10.2
Women	8,282	10.2	4.9	2.5	12.7	13.6	1.8	3.0	1.7	13.5	1.6
■ AGES, GROUPS OF 10											
14 - 19 years	1,351	9.4	3.3	2.3	9.2	21.9	6.9	2.0	0.9	3.6	5.5
20 - 29 years	2,398	11.8	6.7	2.5	9.7	16.9	6.7	3.7	2.8	6.4	8.5
30 - 39 years	2,685	13.0	7.1	2.0	8.9	17.6	4.9	4.4	3.1	10.2	7.3
40 - 49 years	3,136	12.3	7.1	1.8	7.8	15.9	3.3	4.9	2.7	9.8	6.2
50 - 59 years	2,374	13.1	6.6	2.2	6.3	12.4	3.2	5.2	2.6	10.2	5.3
60 - 69 years	2,056	12.2	6.4	2.4	5.5	10.5	1.9	4.2	1.9	9.7	4.4
> 70 years	2,053	7.6	3.6	1.1	2.3	5.1	1.1	1.6	1.8	6.1	1.9
■ SOCIAL CLASS											
Class A	1,609	15.7	13.3	2.4	9.3	14.6	4.6	9.2	5.0	8.6	7.5
Class B	3,243	14.7	8.8	2.6	7.8	18.0	5.5	5.6	4.1	8.8	7.9
Class C1	3,359	12.9	6.2	2.3	8.0	16.9	4.4	3.8	2.0	9.0	6.7
Class C2	3,043	10.0	4.3	1.7	7.1	13.9	3.8	3.0	1.9	8.3	5.2
Class D	3,274	9.0	3.2	1.8	6.1	11.1	2.6	2.0	1.1	8.3	4.1
Class E	1,525	6.5	2.3	1.0	4.3	7.5	1.5	1.0	0.8	6.6	2.0
Classes AB	4,852	15.0	10.3	2.6	8.3	16.9	5.2	6.8	4.4	8.8	7.8
Classes ABC1	8,211	14.2	8.6	2.5	8.2	16.9	4.9	5.6	3.4	8.8	7.3
■ PURCHASING POWER											
Level 1	1,730	17.4	14.2	2.7	7.4	16.2	4.9	9.5	6.6	8.5	6.9
Level 2	3,187	14.8	8.1	2.0	8.4	16.5	4.8	5.0	2.8	8.6	7.5
Level 3	3,135	12.5	5.5	1.9	8.2	14.6	4.1	3.7	1.8	8.8	5.5
Level 4	3,181	9.2	4.0	1.9	6.2	12.4	3.6	2.9	1.7	8.3	5.6
Level 5	3,186	9.0	3.6	1.9	6.4	12.9	2.9	2.2	1.4	8.0	4.4
Level 6	1,635	7.3	3.6	2.2	5.8	13.3	3.3	1.8	1.8	8.1	4.6
Levels 1-2	4,917	15.7	10.3	2.2	8.0	16.4	4.9	6.6	4.1	8.5	7.3
Levels 1-3	8,052	14.4	8.4	2.1	8.1	15.7	4.6	5.5	3.2	8.7	6.6

	Total (Cases)	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total	16,053	11.6	6.1	2.0	7.2	14.3	3.9	3.9	2.4	8.4	5.8
■ EDUCATION, COMPLETED											
Elementary School	4,094	7.0	2.0	1.5	5.6	12.4	3.1	1.4	0.8	6.6	3.8
Vocational, prof. high school (medium)	7,291	11.4	4.2	2.2	6.5	13.4	3.6	3.0	1.7	9.0	6.8
High School (without degree)	802	14.1	6.7	3.0	10.6	14.0	4.9	5.8	2.9	10.7	6.2
High School (with degree)	2,252	16.6	11.2	1.9	9.8	20.1	4.7	6.8	4.8	9.4	6.0
University Degree, Post-graduate	1,614	16.2	17.7	2.3	8.5	14.9	5.5	9.8	6.3	7.8	5.6
High School (with degree)/University Degree	3,866	16.4	13.9	2.1	9.3	17.9	5.1	8.1	5.5	8.8	5.8
■ HOUSEHOLD MAINTENANCE											
Household maintenance	8,993	11.2	5.9	2.2	9.8	13.5	2.7	3.6	2.1	12.2	3.0
No household maintenance	7,060	12.1	6.4	1.8	3.8	15.3	5.5	4.3	2.8	3.7	9.2
■ MAIN WAGE EARNER											
Main wage earner	9,087	12.8	7.1	1.7	4.8	13.5	4.1	4.6	2.9	6.3	7.1
No main wage earner	6,966	10.1	4.8	2.5	10.3	15.3	3.7	3.0	1.7	11.2	4.0
■ MARITAL STATUS											
Single	3,890	10.8	6.2	1.9	7.5	17.0	6.5	3.2	2.2	5.1	6.7
Married/Unmarried couple	9,615	12.4	6.4	2.1	7.1	14.1	3.4	4.5	2.7	9.7	6.3
Divorced	1,284	12.8	6.7	2.5	8.5	14.3	2.8	4.0	2.7	9.3	4.0
Widowed	1,264	6.9	2.9	1.2	4.8	7.2	1.0	1.5	0.8	7.8	0.9
■ HOUSEHOLD NET INCOME											
Up to € 749	361	7.0	5.5	1.6	6.8	10.8	3.4	1.6	1.1	7.5	1.7
€ 750 - € 1.499	2,881	9.0	2.9	1.4	5.4	9.8	2.0	1.7	1.1	7.4	3.0
€ 1.500 - € 2.249	4,057	9.2	4.6	1.8	6.4	12.0	3.4	3.1	1.8	8.4	4.7
€ 2.250 - € 2.999	3,644	12.5	5.8	2.2	8.1	17.0	4.3	3.7	2.1	8.8	6.6
€ 3.000 - € 3.799	2,601	13.9	7.8	2.6	8.0	18.6	5.2	4.6	3.6	9.1	8.0
€ 3.800 - € 4.399	1,057	16.0	9.1	2.4	8.2	15.9	5.9	6.0	3.8	9.9	7.1
> € 4.400	1,453	15.0	12.4	2.4	8.2	14.3	4.6	8.9	4.8	7.8	8.3
> € 2.550	7,195	14.2	8.4	2.5	8.4	17.1	5.1	5.6	3.4	9.0	7.5
> € 3.000	5,110	14.6	9.4	2.5	8.1	16.8	5.2	6.1	4.0	8.9	7.9

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Total	16,053	11.6	6.1	2.0	7.2	14.3	3.9	3.9	2.4	8.4	5.8
■ PROFESSION											
Independent profession, Owner, manager of a firm, Freelancer	823	13.9	10.9	2.1	6.8	13.8	4.3	10.2	4.4	5.9	7.2
White collar worker & Civil servant, low	1,241	13.6	4.8	2.7	12.1	16.3	3.6	3.2	2.3	11.6	6.1
White collar worker & Civil servant, qualified	2,952	14.1	9.0	2.3	10.0	17.4	5.3	5.4	3.6	10.0	6.9
White collar worker & Official, managerial	611	18.5	16.9	1.4	6.9	16.3	4.6	12.8	8.2	8.4	8.7
Farmers and Workers	2,897	10.0	3.3	1.8	4.2	15.5	5.2	2.2	1.4	6.4	8.9
In training	1,464	10.9	5.9	2.3	9.5	22.2	6.2	2.4	1.8	3.6	4.6
Not Working	6,066	9.9	4.6	1.9	5.7	9.6	2.0	2.8	1.7	9.5	3.4
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	1,434	15.9	13.4	1.8	6.8	14.9	4.4	11.3	6.0	7.0	7.8
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	4,386	14.6	10.4	2.1	9.0	16.6	5.0	7.4	4.4	9.0	7.2
■ WORKING											
No	7,530	10.1	4.9	2.0	6.4	12.1	2.8	2.7	1.7	8.3	3.6
Yes, working	8,523	12.9	7.2	2.1	7.8	16.2	4.9	5.0	3.1	8.5	7.6
■ AUSTRIAN FEDERAL PROVINCES											
Vienna	3,244	17.4	11.4	2.7	11.0	23.5	6.0	5.6	4.7	10.0	6.6
Lower Austria	3,077	12.3	5.6	2.2	7.7	14.4	3.1	3.2	2.5	7.2	6.3
Burgenland	554	10.0	5.6	2.3	7.0	9.9	2.5	4.0	2.6	7.6	5.7
Styria	2,352	8.0	3.3	1.5	6.1	9.5	3.6	2.5	1.2	7.9	5.3
Carinthia	1,095	8.7	4.7	1.6	4.1	7.4	2.6	2.9	1.1	7.3	3.7
Upper Austria	2,686	10.9	3.8	1.8	5.8	14.1	4.2	3.6	1.8	9.1	6.1
Salzburg	1,011	10.2	4.7	1.8	7.5	14.1	2.7	4.0	1.8	8.9	4.8
Tyrol	1,344	8.9	6.2	2.1	4.8	11.3	3.5	4.6	1.5	8.2	5.6
Vorarlberg	690	9.3	6.8	1.6	5.0	7.3	3.5	5.9	2.6	7.9	5.0
■ URBAN AREA											
Nucleus Area (city)	7,990	13.2	7.7	2.1	8.1	16.7	4.6	4.6	3.0	8.4	5.8
Peripheral Area (suburbs)	2,908	12.1	5.6	2.2	6.5	13.5	3.3	3.7	2.2	9.3	6.2
No urban Area	5,155	8.9	3.9	1.8	6.1	10.9	3.3	3.1	1.6	8.0	5.4

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Total	16,053	11.6	6.1	2.0	7.2	14.3	3.9	3.9	2.4	8.4	5.8
■ COMMUNITY SIZE											
Up to 2.000 inh.	3,187	9.5	4.1	1.9	6.9	11.2	2.9	3.3	1.7	8.2	6.0
2.001 to 5.000 inh.	3,718	10.3	4.8	1.9	5.5	11.9	3.6	3.5	1.7	8.6	5.8
5.001 to 50.000 inh.	4,025	10.3	4.8	2.0	6.4	11.8	2.9	3.3	2.1	7.6	4.9
more than 50.000 inh. without Vienna	1,878	10.7	5.7	1.5	5.9	13.3	4.6	4.2	2.0	7.5	5.7
■ CHILDREN IN THE HOUSEHOLD											
1 Child or more	4,629	12.2	6.3	2.3	9.0	17.5	4.2	4.2	2.7	9.5	6.8
Children up to 2 years	790	11.6	7.1	2.2	9.8	14.9	3.0	4.4	2.3	10.1	6.8
Children 2 - 5 years	1,775	11.9	6.1	2.3	9.0	17.6	5.0	3.8	3.1	10.3	6.7
Children 6 - 9 years	1,811	11.6	5.9	2.4	8.9	19.1	3.6	4.0	2.2	9.9	6.4
Children 10 - 13 years	2,046	12.1	5.8	1.9	7.8	17.5	4.0	4.2	2.6	8.0	6.3
■ SPECIAL TARGET GROUPS											
Men 14 - 39 years	3,237	12.5	7.4	1.8	1.1	18.9	9.4	4.2	3.1	2.6	12.6
Men 40 - 59 years	2,751	14.4	8.1	1.5	1.5	14.7	4.9	6.2	3.7	2.9	9.9
Men, working	4,791	13.9	8.2	1.7	1.3	16.5	7.0	5.9	3.8	2.9	11.9
Women 14 - 39 years	3,198	11.0	4.9	2.8	17.5	17.5	2.6	3.0	2.0	12.3	2.2
Women 40 - 59 years	2,759	10.9	5.7	2.5	12.8	14.2	1.7	3.9	1.7	17.0	1.7
Women, working	3,733	11.7	5.9	2.6	16.1	15.8	2.2	3.9	2.1	15.7	2.2
14 - 24 years	2,438	9.8	5.1	2.2	9.6	20.3	7.0	2.9	1.9	4.3	6.9
14 - 49 years	9,570	12.0	6.5	2.1	8.8	17.5	5.1	4.0	2.6	8.2	7.0
20 - 49 years	8,219	12.4	7.0	2.1	8.7	16.8	4.8	4.4	2.9	8.9	7.3
50 years and over	6,483	11.1	5.6	1.9	4.8	9.5	2.1	3.8	2.1	8.8	3.9
Singles up to 49 years	1,172	13.9	7.9	1.4	6.7	15.8	6.4	5.0	3.0	5.6	6.8
Social Classes ABC1 up to 39 years	3,648	13.0	7.6	2.4	9.7	19.9	6.3	4.2	3.0	7.8	8.3
Social Classes ABC1 up to 49 years	5,646	13.5	8.2	2.3	9.3	19.0	5.6	5.0	3.2	8.5	7.8
Household maintainig up to 49 years	4,819	12.3	6.5	2.4	12.7	16.7	3.7	4.2	2.6	12.7	3.9
Household maintainig up to 59 years	6,302	12.1	6.5	2.4	11.7	15.8	3.3	4.2	2.5	13.1	3.7
Capital of State (without Vienna)	1,710	10.6	6.1	1.5	6.0	13.8	5.0	4.4	2.0	7.5	5.8
Cabel/Satellite TV	14,559	11.5	6.0	2.1	7.1	14.6	4.0	3.9	2.4	8.5	6.0

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Total	16,053	11.6	6.1	2.0	7.2	14.3	3.9	3.9	2.4	8.4	5.8
■ VERY INTERESTED IN REPORTS ON											
Old-Age Insurance, provision for the future	3,544	13.2	5.7	2.6	7.8	14.4	3.5	5.0	2.5	8.7	7.1
Education, continued professional education	4,344	14.4	8.6	2.6	9.1	18.7	5.8	5.4	3.3	8.2	7.1
Cars and Motorbikes	2,920	14.9	6.5	2.1	3.8	18.3	7.5	4.4	2.9	3.8	15.7
Reports from the Austrian federal provinces	6,813	11.9	5.3	1.9	6.3	12.9	3.0	3.4	2.1	9.3	5.4
Education policy	2,184	17.2	14.1	2.5	8.8	17.0	5.6	6.8	4.7	8.1	5.3
Local news	4,209	11.9	4.2	2.1	6.4	14.7	3.5	2.7	1.9	8.3	5.6
Computer (hard and software)	3,394	14.4	7.3	1.9	5.3	20.8	10.2	4.9	3.1	5.8	9.1
Gardening	4,040	10.5	4.8	2.6	8.4	12.5	2.1	3.3	1.9	12.9	4.3
Money, Capital, capital investment	2,955	14.4	7.3	2.6	7.1	15.7	4.6	6.5	3.9	8.0	7.9
Celebrities	2,426	14.7	5.1	2.4	13.0	16.8	3.4	3.1	1.9	10.2	4.2
Healthy life/nutrition	6,667	12.2	5.7	2.6	9.6	13.8	2.9	3.6	2.1	11.4	4.4
House-building, apartment, dwelling renovation	3,272	12.8	6.0	2.6	8.3	15.5	4.2	4.4	2.5	10.0	8.1
Domestic politics	3,871	16.1	11.1	1.8	5.2	13.6	4.5	6.8	4.2	6.9	6.7
International relations	3,360	15.9	12.1	1.9	5.4	13.5	4.6	6.9	4.4	6.5	6.7
Children, child-education	4,245	12.1	5.6	2.8	10.7	16.3	3.3	3.8	2.4	12.2	5.4
Cooking - recipes	3,868	11.1	3.9	2.5	10.7	14.1	2.2	2.8	1.5	16.7	3.2
Comments	2,712	15.3	10.7	2.2	7.3	13.6	4.4	5.8	4.2	8.9	5.4
Cosmetics, beauty-, body,- and skin care	3,096	12.0	4.5	3.0	16.3	16.6	3.1	3.3	1.7	12.2	3.2
Reports on cultural events	2,105	16.8	12.2	2.7	8.9	14.5	3.5	5.8	3.7	9.4	4.3
Tips on cultural events, programme announcement	2,384	16.5	10.9	2.6	10.6	16.2	4.1	5.9	3.6	10.6	4.5
Reports on media	3,717	15.7	7.7	2.1	7.9	15.4	4.5	4.6	2.9	9.3	6.1
Health, medical interest	6,760	12.4	5.6	2.8	8.8	14.2	2.9	3.7	2.2	10.7	4.9
Fashion/new look	3,346	12.8	5.0	2.9	15.3	18.1	4.3	3.7	1.9	10.5	4.4
Environmental protection/protection of nature	5,360	13.6	7.1	2.4	7.5	14.5	3.4	3.9	2.3	10.1	4.9
New books	2,390	15.9	11.3	2.7	11.8	17.6	3.5	6.0	3.7	11.0	3.9
New CDs	2,848	13.7	6.2	2.5	9.3	21.5	5.9	3.5	2.3	7.2	6.7
Online-services	3,544	15.2	7.5	2.2	7.5	20.5	9.3	5.3	3.0	6.4	8.4
Guides	2,880	13.2	4.3	2.7	10.0	14.9	3.1	2.9	1.7	12.1	4.1
Sports	4,516	14.5	6.3	1.8	4.7	16.8	5.6	4.5	2.7	4.9	9.2

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■ VERY INTERESTED IN REPORTS ON											
Taxes and laws	1,996	15.3	8.9	2.7	6.5	14.3	5.2	7.8	4.8	7.9	8.4
Trend sport	1,905	15.9	6.2	2.4	6.4	20.6	6.1	4.6	2.3	5.2	9.9
Television	3,979	12.7	4.5	2.1	7.8	17.8	4.1	2.7	1.7	8.5	5.7
Entertainment	5,924	12.1	5.2	2.0	8.2	16.4	4.0	3.4	2.0	8.6	5.3
Journeys, foreign countries	5,782	14.3	7.8	2.5	9.6	17.5	4.7	5.0	2.9	9.2	6.6
Wellness, fitness	3,425	15.2	6.3	3.0	12.2	17.9	4.1	4.8	2.7	10.4	6.0
Economy	2,280	17.3	11.5	2.3	5.5	15.1	6.1	9.8	5.7	6.0	9.1
Scientific reports	3,433	15.1	10.5	2.6	7.1	16.1	5.7	6.3	4.0	8.6	7.1
Furnishing, design	3,741	12.9	5.8	2.8	12.4	16.2	3.6	4.0	2.7	12.0	5.8

TYOLOGY

■ RESSORTINTERESSEN (NUCLEUS)

Politics & Economy	2,727	17.8	13.7	2.2	6.4	15.1	5.3	8.3	5.3	7.3	6.9
Finance & insurance	2,227	15.1	7.5	2.7	7.1	15.1	4.2	7.1	3.7	8.0	8.4
Local news	2,796	13.8	4.7	2.2	9.3	16.6	3.2	2.8	1.7	10.4	4.3
Cultural events	1,817	18.1	13.1	2.8	11.0	16.4	3.4	6.3	4.1	10.5	4.0
Computer & further education	1,847	15.2	7.6	2.3	6.9	24.4	9.6	5.0	2.7	5.4	9.4
Cars & sports	2,486	15.7	6.3	2.0	3.9	19.4	7.3	4.7	2.7	3.8	13.1
Housing, gardening and family	1,814	11.9	4.5	2.9	12.2	15.7	2.9	3.8	2.0	14.4	6.0
Fashion & cosmetics	2,759	13.2	4.9	3.0	17.2	18.3	3.7	3.9	1.9	11.6	3.9
Health & environment	6,037	12.8	5.9	2.8	9.2	14.5	2.9	3.5	2.0	11.1	4.5

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926
■ SEX											
Men	48.4	54.7	59.0	37.3	8.5	50.9	76.5	60.9	64.1	17.5	86.0
Women	51.6	45.3	41.0	62.7	91.5	49.1	23.5	39.1	35.9	82.5	14.0
■ AGES, GROUPS OF 10											
14 - 19 years	8.4	6.8	4.5	9.6	10.8	12.9	14.8	4.3	3.1	3.6	8.0
20 - 29 years	14.9	15.2	16.4	18.2	20.2	17.7	25.5	13.9	17.5	11.3	22.1
30 - 39 years	16.7	18.7	19.4	16.8	20.7	20.7	20.9	18.6	21.6	20.3	21.3
40 - 49 years	19.5	20.8	22.8	17.6	21.4	21.8	16.7	24.6	22.0	22.8	21.0
50 - 59 years	14.8	16.7	16.1	15.9	13.0	12.9	12.2	19.8	16.0	17.9	13.6
60 - 69 years	12.8	13.5	13.4	15.2	9.8	9.5	6.3	13.7	10.3	14.8	9.8
> 70 years	12.8	8.3	7.5	6.7	4.1	4.6	3.6	5.2	9.6	9.3	4.3
■ SOCIAL CLASS											
Class A	10.0	13.6	21.8	11.7	13.0	10.3	11.9	23.4	20.9	10.3	13.1
Class B	20.2	25.6	29.2	26.2	22.0	25.5	28.5	29.0	34.0	21.2	27.7
Class C1	20.9	23.3	21.3	23.6	23.3	24.8	23.6	20.1	17.5	22.3	24.3
Class C2	19.0	16.3	13.3	15.5	18.7	18.4	18.6	14.7	14.8	18.6	17.3
Class D	20.4	15.9	10.8	18.1	17.3	15.9	13.7	10.3	9.6	20.2	14.5
Class E	9.5	5.3	3.5	4.8	5.7	5.0	3.7	2.5	3.2	7.5	3.3
Classes AB	30.2	39.2	51.1	37.9	35.1	35.8	40.4	52.5	54.9	31.4	40.7
Classes ABC1	51.1	62.5	72.4	61.5	58.4	60.7	64.0	72.6	72.4	53.7	65.0
■ PURCHASING POWER											
Level 1	10.8	16.2	25.0	14.2	11.1	12.3	13.5	26.2	29.2	10.8	13.0
Level 2	19.9	25.3	26.4	19.2	23.3	23.0	24.6	25.3	23.3	20.3	25.7
Level 3	19.5	21.0	17.6	18.4	22.4	20.0	20.6	18.3	14.5	20.5	18.7
Level 4	19.8	15.7	13.1	18.6	17.2	17.3	18.3	14.4	14.0	19.6	19.3
Level 5	19.8	15.4	11.8	18.6	17.8	18.0	14.6	11.2	11.3	19.0	15.2
Level 6	10.2	6.4	6.1	11.0	8.2	9.5	8.5	4.7	7.7	9.8	8.2
Levels 1-2	30.6	41.4	51.4	33.5	34.4	35.2	38.0	51.4	52.5	31.1	38.6
Levels 1-3	50.2	62.5	69.0	51.8	56.8	55.3	58.6	69.7	67.0	51.6	57.3

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926
■ EDUCATION, COMPLETED											
Elementary School	25.5	15.3	8.2	19.3	20.0	22.1	20.5	8.9	8.1	19.9	16.8
Vocational, prof. high school (medium)	45.4	44.5	31.5	49.0	41.4	42.7	42.1	34.2	31.5	48.7	53.4
High School (without degree)	5.0	6.1	5.5	7.4	7.4	4.9	6.2	7.3	6.0	6.3	5.4
High School (with degree)	14.0	20.1	25.6	13.2	19.3	19.7	16.9	24.4	28.1	15.7	14.6
University Degree, Post-graduate	10.1	14.1	29.2	11.1	11.9	10.5	14.2	25.1	26.3	9.3	9.8
High School (with degree)/University Degree	24.1	34.1	54.8	24.3	31.2	30.2	31.2	49.5	54.4	25.1	24.4
■ HOUSEHOLD MAINTENANCE											
Household maintenance	56.0	53.9	53.7	61.0	76.5	52.9	38.2	52.0	49.6	80.9	29.5
No household maintenance	44.0	46.1	46.3	39.0	23.5	47.1	61.8	48.0	50.4	19.1	70.5
■ MAIN WAGE EARNER											
Main wage earner	56.6	62.3	65.9	47.4	37.8	53.6	59.1	66.9	68.7	42.1	70.0
No main wage earner	43.4	37.7	34.1	52.6	62.2	46.4	40.9	33.1	31.3	57.9	30.0
■ MARITAL STATUS											
Single	24.2	22.5	24.8	23.1	25.5	28.9	40.4	19.8	22.4	14.8	28.0
Married/Unmarried couple	59.9	64.0	62.8	62.8	59.7	59.1	51.8	69.0	66.3	69.2	65.2
Divorced	8.0	8.8	8.8	9.7	9.5	8.0	5.8	8.2	8.8	8.8	5.5
Widowed	7.9	4.7	3.7	4.4	5.3	4.0	2.0	3.1	2.5	7.3	1.2
■ HOUSEHOLD NET INCOME											
Up to € 749	2.2	1.3	2.0	1.7	2.1	1.7	1.9	0.9	1.0	2.0	0.7
€ 750 - € 1.499	17.9	13.9	8.6	12.5	13.5	12.4	9.3	7.9	8.2	15.7	9.3
€ 1.500 - € 2.249	25.3	20.1	19.0	21.8	22.7	21.3	21.9	20.0	18.5	25.1	20.5
€ 2.250 - € 2.999	22.7	24.5	21.5	25.0	25.7	27.0	24.8	21.6	19.7	23.6	25.8
€ 3.000 - € 3.799	16.2	19.4	20.7	20.7	18.1	21.2	21.5	19.1	24.2	17.4	22.6
€ 3.800 - € 4.399	6.6	9.1	9.8	7.6	7.5	7.3	9.9	10.0	10.3	7.7	8.1
> € 4.400	9.0	11.7	18.3	10.7	10.4	9.1	10.7	20.5	18.0	8.4	13.1
> € 2.550	44.8	54.9	61.4	53.8	52.4	53.9	58.2	63.6	63.8	48.0	58.2
> € 3.000	31.8	40.2	48.9	39.0	36.0	37.6	42.0	49.7	52.5	33.6	43.8

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926
■ PROFESSION											
Independent profession, Owner, manager of a firm, Freelancer	5.1	6.2	9.1	5.2	4.9	5.0	5.6	13.4	9.3	3.6	6.4
White collar worker & Civil servant, low	7.7	9.1	6.1	10.1	13.1	8.8	7.2	6.4	7.5	10.6	8.2
White collar worker & Civil servant, qualified	18.4	22.3	27.1	20.9	25.7	22.5	25.1	25.5	27.1	21.9	22.2
White collar worker & Official, managerial	3.8	6.1	10.5	2.5	3.7	4.4	4.4	12.4	12.9	3.8	5.7
Farmers and Workers	18.0	15.6	9.7	16.2	10.5	19.6	24.1	10.0	10.3	13.7	27.9
In training	9.1	8.6	8.9	10.1	12.1	14.2	14.5	5.7	7.0	3.9	7.3
Not Working	37.8	32.3	28.6	34.9	30.1	25.6	19.1	26.6	26.0	42.5	22.4
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	8.9	12.2	19.6	7.7	8.5	9.3	10.0	25.8	22.2	7.4	12.1
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	27.3	34.5	46.7	28.7	34.3	31.8	35.1	51.3	49.3	29.3	34.3
■ WORKING											
No	46.9	40.9	37.5	45.0	42.2	39.7	33.6	32.3	32.9	46.4	29.6
Yes, working	53.1	59.1	62.5	55.0	57.8	60.3	66.4	67.7	67.1	53.6	70.4
■ AUSTRIAN FEDERAL PROVINCES											
Vienna	20.2	30.3	37.6	26.4	31.0	33.3	31.2	28.6	39.1	24.0	23.1
Lower Austria	19.2	20.3	17.5	20.8	20.5	19.4	15.0	15.7	19.6	16.4	20.9
Burgenland	3.4	3.0	3.2	3.9	3.4	2.4	2.2	3.5	3.7	3.1	3.4
Styria	14.7	10.1	7.8	10.9	12.5	9.7	13.5	9.3	7.4	13.7	13.5
Carinthia	6.8	5.1	5.3	5.3	3.9	3.5	4.5	5.1	3.0	5.9	4.4
Upper Austria	16.7	15.7	10.5	15.1	13.5	16.5	18.0	15.3	12.7	18.1	17.7
Salzburg	6.3	5.5	4.9	5.7	6.6	6.2	4.3	6.4	4.7	6.6	5.2
Tyrol	8.4	6.4	8.4	8.6	5.7	6.6	7.5	9.7	5.3	8.2	8.1
Vorarlberg	4.3	3.5	4.8	3.3	3.0	2.2	3.8	6.5	4.6	4.0	3.7
■ URBAN AREA											
Nucleus Area (city)	49.8	56.5	62.6	52.4	56.2	58.3	57.9	58.0	62.4	49.5	50.4
Peripheral Area (suburbs)	18.1	19.0	16.6	19.7	16.3	17.1	15.5	16.9	16.8	20.0	19.6
No urban Area	32.1	24.5	20.7	27.8	27.5	24.6	26.7	25.1	20.8	30.5	30.0

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926
■ COMMUNITY SIZE											
Up to 2.000 inh.	19.9	16.2	13.4	18.8	19.0	15.6	14.7	16.6	13.8	19.4	20.8
2.001 to 5.000 inh.	23.2	20.5	18.3	21.8	17.9	19.4	21.5	20.9	16.0	23.7	23.1
5.001 to 50.000 inh.	25.1	22.2	19.8	24.6	22.3	20.7	18.9	21.3	21.3	22.5	21.5
more than 50.000 inh. without Vienna	11.7	10.8	10.9	8.5	9.7	10.9	13.7	12.5	9.8	10.4	11.5
■ CHILDREN IN THE HOUSEHOLD											
1 Child or more	28.8	30.4	29.6	32.4	36.1	35.4	30.7	30.9	32.2	32.4	34.0
Children up to 2 years	4.9	4.9	5.7	5.2	6.7	5.1	3.8	5.5	4.6	5.9	5.8
Children 2 - 5 years	11.1	11.4	11.1	12.3	13.8	13.7	14.0	10.8	14.3	13.5	12.8
Children 6 - 9 years	11.3	11.3	10.9	13.5	14.1	15.1	10.5	11.5	10.3	13.2	12.4
Children 10 - 13 years	12.7	13.2	12.0	11.7	13.9	15.7	13.2	13.6	13.9	12.1	13.9
■ SPECIAL TARGET GROUPS											
Men 14 - 39 years	20.2	21.8	24.4	17.4	3.1	26.8	48.2	21.4	26.0	6.2	43.9
Men 40 - 59 years	17.1	21.3	22.7	12.8	3.6	17.6	21.5	27.2	26.0	5.9	29.4
Men, working	29.8	35.6	40.2	24.9	5.6	34.4	53.3	44.6	46.9	10.2	61.4
Women 14 - 39 years	19.9	18.9	15.8	27.2	48.7	24.5	13.1	15.4	16.2	29.0	7.5
Women 40 - 59 years	17.2	16.2	16.1	20.7	30.7	17.1	7.3	17.1	12.0	34.8	5.1
Women, working	23.3	23.5	22.3	30.1	52.2	25.8	13.1	23.1	20.2	43.5	9.0
14 - 24 years	15.2	12.9	12.7	16.0	20.4	21.6	27.2	11.0	12.1	7.7	18.1
14 - 49 years	59.6	61.5	63.0	62.2	73.1	73.1	77.9	61.3	64.2	58.0	72.4
20 - 49 years	51.2	54.7	58.5	52.6	62.3	60.2	63.1	57.1	61.1	54.3	64.4
50 years and over	40.4	38.5	37.0	37.8	26.9	26.9	22.1	38.7	35.8	42.0	27.6
Singles up to 49 years	7.3	8.8	9.5	5.1	6.8	8.1	11.9	9.3	8.9	4.9	8.6
Social Classes ABC1 up to 39 years	22.7	25.5	28.1	27.0	30.6	31.7	36.7	24.5	28.1	21.1	32.7
Social Classes ABC1 up to 49 years	35.2	41.0	47.0	39.5	45.4	47.0	50.3	44.9	46.9	35.5	47.9
Household maintainig up to 49 years	30.0	31.9	32.1	35.3	53.2	35.2	28.2	32.5	31.7	45.2	20.3
Household maintainig up to 59 years	39.3	41.1	41.8	45.5	64.3	43.6	33.3	42.0	40.5	61.1	25.0
Capital of State (without Vienna)	10.7	9.8	10.7	7.7	9.0	10.3	13.6	12.1	8.8	9.5	10.7
Cabel/Satellite TV	90.7	90.2	89.4	92.2	90.2	92.9	92.3	91.1	89.8	91.2	94.0

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926
■ VERY INTERESTED IN REPORTS ON											
Old-Age Insurance, provision for the future	22.1	25.2	20.5	27.8	24.2	22.3	19.5	27.9	23.0	22.7	27.3
Education, continued professional education	27.1	33.5	37.9	33.9	34.3	35.4	40.2	36.9	37.0	26.5	33.4
Cars and Motorbikes	18.2	23.3	19.2	18.6	9.6	23.3	34.8	20.5	21.4	8.3	49.4
Reports from the Austrian federal provinces	42.4	43.7	37.1	38.7	37.6	38.5	32.2	36.9	36.0	46.8	39.5
Education policy	13.6	20.1	31.4	16.6	16.6	16.2	19.4	23.6	26.7	13.1	12.6
Local news	26.2	26.8	18.1	26.5	23.5	27.0	23.5	18.1	20.1	25.9	25.4
Computer (hard and software)	21.1	26.2	25.4	20.0	15.7	30.8	55.2	26.7	26.7	14.6	33.5
Gardening	25.2	22.8	19.6	32.6	29.6	22.1	13.6	21.0	19.4	38.6	18.9
Money, Capital, capital investment	18.4	22.9	22.1	23.0	18.2	20.2	21.6	30.5	29.4	17.4	25.2
Celebrities	15.1	19.2	12.5	18.0	27.5	17.8	13.2	11.9	12.0	18.2	11.0
Healthy life/nutrition	41.5	43.6	39.0	53.1	55.7	40.3	31.2	38.4	35.5	56.3	31.9
House-building, apartment, dwelling renovation	20.4	22.4	20.0	26.2	23.6	22.2	22.1	22.8	21.2	24.3	28.5
Domestic politics	24.1	33.5	43.8	21.8	17.6	23.0	27.9	41.7	41.8	19.8	28.0
International relations	20.9	28.6	41.3	19.6	15.8	19.8	24.7	37.0	37.9	16.2	24.3
Children, child-education	26.4	27.5	24.1	36.1	39.4	30.3	22.4	25.8	26.0	38.3	25.0
Cooking - recipes	24.1	23.1	15.5	29.4	36.1	23.9	13.8	17.4	14.5	47.7	13.5
Comments	16.9	22.3	29.5	18.3	17.3	16.1	19.1	25.0	29.4	17.8	15.7
Cosmetics, beauty-, body,- and skin care	19.3	20.0	14.1	28.3	43.9	22.5	15.1	16.0	13.5	28.0	10.7
Reports on cultural events	13.1	19.0	26.3	17.1	16.3	13.3	11.6	19.3	19.9	14.7	9.7
Tips on cultural events, programme announcement	14.9	21.1	26.5	19.2	22.0	16.8	15.5	22.4	22.1	18.7	11.6
Reports on media	23.2	31.3	29.1	23.5	25.4	25.1	26.4	26.9	27.7	25.6	24.3
Health, medical interest	42.1	45.2	38.6	57.4	51.8	41.8	31.3	39.8	37.8	53.3	35.7
Fashion/new look	20.8	23.0	17.0	29.8	44.4	26.4	23.0	19.7	16.8	26.0	15.8
Environmental protection/protection of nature	33.4	39.3	38.5	39.5	35.0	33.9	29.3	33.1	32.3	40.0	28.2
New books	14.9	20.4	27.5	19.6	24.5	18.4	13.2	22.8	22.9	19.4	10.0
New CDs	17.7	21.0	17.9	21.3	23.0	26.8	26.9	15.8	16.6	15.1	20.7
Online-services	22.1	28.8	27.1	24.0	23.1	31.8	52.2	29.9	27.5	16.7	32.0
Guides	17.9	20.3	12.5	24.2	25.1	18.7	14.1	13.5	12.8	25.8	12.8
Sports	28.1	35.2	28.9	25.1	18.6	33.1	40.1	32.5	30.9	16.5	45.0

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926
■ VERY INTERESTED IN REPORTS ON											
Taxes and laws	12.4	16.4	18.1	16.5	11.3	12.5	16.4	24.6	24.4	11.6	18.2
Trend sport	11.9	16.3	12.1	13.7	10.6	17.2	18.4	13.9	11.2	7.3	20.4
Television	24.8	27.1	18.2	25.1	26.8	30.9	25.7	17.1	17.3	24.9	24.4
Entertainment	36.9	38.6	31.3	35.5	42.5	42.4	38.2	31.6	29.9	37.7	34.1
Journeys, foreign countries	36.0	44.3	46.3	44.3	48.5	44.2	42.8	45.8	43.7	39.5	41.5
Wellness, fitness	21.3	28.0	22.0	31.4	36.2	26.8	22.1	25.8	23.8	26.5	22.1
Economy	14.2	21.2	26.7	16.2	10.9	15.0	22.3	35.3	33.3	10.1	22.4
Scientific reports	21.4	27.8	36.9	26.9	21.3	24.2	31.1	34.1	35.5	21.8	26.5
Furnishing, design	23.3	25.9	22.2	32.3	40.3	26.4	21.7	23.6	26.2	33.2	23.3

TYPOLOGY

■ RESSORTINTERESSEN (NUCLEUS)

Politics & Economy	17.0	26.1	38.1	18.6	15.2	18.0	23.2	35.8	37.0	14.7	20.5
Finance & insurance	13.9	18.0	17.0	18.5	13.7	14.7	14.8	25.0	21.2	13.3	20.3
Local news	17.4	20.7	13.3	18.9	22.6	20.3	14.1	12.3	11.9	21.4	13.1
Cultural events	11.3	17.7	24.3	15.2	17.4	13.0	9.8	18.1	19.0	14.1	7.9
Computer & further education	11.5	15.1	14.3	13.0	11.1	19.7	28.1	14.8	12.8	7.4	18.8
Cars & sports	15.5	20.9	15.9	15.5	8.5	21.0	28.7	18.4	17.5	7.0	35.1
Housing, gardening and family	11.3	11.6	8.3	16.0	19.2	12.5	8.4	10.9	9.4	19.4	11.7
Fashion & cosmetics	17.2	19.5	13.9	25.5	41.3	22.0	16.3	16.9	13.3	23.7	11.5
Health & environment	37.6	41.5	36.6	52.3	48.4	38.1	28.0	33.7	31.5	49.6	29.3

	Total (cases)	NEWS	profil	LEBEN	woman	tv media	e media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926
■ SEX											
Men	7,771	113	122	77	18	105	158	126	132	36	178
Women	8,282	88	79	122	177	95	46	76	70	160	27
■ AGES, GROUPS OF 10											
14 - 19 years	1,351	81	53	113	128	154	176	51	37	43	95
20 - 29 years	2,398	102	110	122	135	118	171	93	117	76	148
30 - 39 years	2,685	112	116	100	124	124	125	111	129	121	127
40 - 49 years	3,136	106	117	90	109	112	85	126	113	117	107
50 - 59 years	2,374	113	109	108	88	87	82	134	108	121	92
60 - 69 years	2,056	105	105	119	77	74	49	107	80	116	76
> 70 years	2,053	65	59	52	32	36	28	41	75	73	33
■ SOCIAL CLASS											
Class A	1,609	135	218	117	130	103	119	234	209	102	130
Class B	3,243	127	145	130	109	126	141	144	168	105	137
Class C1	3,359	111	102	113	112	119	113	96	84	106	116
Class C2	3,043	86	70	82	98	97	98	78	78	98	91
Class D	3,274	78	53	89	85	78	67	50	47	99	71
Class E	1,525	56	37	51	60	52	39	26	34	79	34
Classes AB	4,852	130	169	126	116	119	134	174	182	104	135
Classes ABC1	8,211	122	141	120	114	119	125	142	142	105	127
■ PURCHASING POWER											
Level 1	1,730	150	232	132	103	114	125	243	271	100	120
Level 2	3,187	127	133	97	117	116	124	127	117	102	129
Level 3	3,135	108	90	94	115	103	105	94	74	105	96
Level 4	3,181	79	66	94	87	87	92	73	71	99	97
Level 5	3,186	78	59	94	90	90	74	56	57	96	77
Level 6	1,635	63	60	108	81	94	84	46	76	96	81
Levels 1-2	4,917	135	168	109	112	115	124	168	171	101	126
Levels 1-3	8,052	125	138	103	113	110	117	139	134	103	114

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Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926	
■ EDUCATION, COMPLETED												
Elementary School	4,094	60	32	76	78	87	80	35	32	78	66	
Vocational, prof. high school (medium)	7,291	98	69	108	91	94	93	75	69	107	118	
High School (without degree)	802	122	110	147	148	98	125	147	120	126	108	
High School (with degree)	2,252	143	183	94	137	141	121	174	200	112	104	
University Degree, Post-graduate	1,614	140	290	111	118	104	142	250	262	93	97	
High School (with degree)/University Degree	3,866	142	228	101	129	126	129	206	226	104	101	
■ HOUSEHOLD MAINTENANCE												
Household maintenance	8,993	96	96	109	137	94	68	93	88	144	53	
No household maintenance	7,060	105	105	89	53	107	141	109	115	43	160	
■ MAIN WAGE EARNER												
Main wage earner	9,087	110	116	84	67	95	104	118	121	74	124	
No main wage earner	6,966	87	79	121	143	107	94	76	72	133	69	
■ MARITAL STATUS												
Single	3,890	93	102	95	105	119	167	82	92	61	116	
Married/Unmarried couple	9,615	107	105	105	100	99	86	115	111	115	109	
Divorced	1,284	110	110	121	119	100	72	102	110	110	69	
Widowed	1,264	60	47	56	68	51	26	39	32	92	15	
■ HOUSEHOLD NET INCOME												
Up to € 749	361	60	90	76	94	76	87	41	46	89	29	
€ 750 - € 1.499	2,881	77	48	70	75	69	52	44	46	87	52	
€ 1.500 - € 2.249	4,057	80	75	86	90	84	87	79	73	99	81	
€ 2.250 - € 2.999	3,644	108	95	110	113	119	109	95	87	104	114	
€ 3.000 - € 3.799	2,601	120	128	128	112	131	132	118	150	108	139	
€ 3.800 - € 4.399	1,057	138	149	115	114	112	150	153	156	118	124	
> € 4.400	1,453	130	202	118	115	100	118	227	199	93	144	
> € 2.550	7,195	123	137	120	117	120	130	142	142	107	130	
> € 3.000	5,110	126	154	123	113	118	132	156	165	105	138	

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■ PROFESSION												
Independent profession, Owner, manager of a firm, Freelancer	823	120	178	102	95	97	109	261	181	70	124	
White collar worker & Civil servant, low	1,241	117	79	131	169	114	93	83	97	138	106	
White collar worker & Civil servant, qualified	2,952	121	147	114	140	122	136	139	147	119	120	
White collar worker & Official, managerial	611	159	276	66	96	115	117	327	340	100	151	
Farmers and Workers	2,897	86	54	90	58	109	134	55	57	76	154	
In training	1,464	94	97	111	133	156	159	62	76	43	80	
Not Working	6,066	85	76	92	80	68	50	70	69	112	59	
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	1,434	137	220	87	96	104	112	289	248	83	136	
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	4,386	126	171	105	125	116	129	188	180	107	125	
■ WORKING												
No	7,530	87	80	96	90	85	72	69	70	99	63	
Yes, working	8,523	111	118	104	109	113	125	128	126	101	133	
■ AUSTRIAN FEDERAL PROVINCES												
Vienna	3,244	150	186	130	154	165	154	141	193	119	114	
Lower Austria	3,077	106	91	109	107	101	78	82	102	85	109	
Burgenland	554	86	92	114	97	70	63	102	106	91	99	
Styria	2,352	69	53	74	85	66	92	63	50	94	92	
Carinthia	1,095	75	77	77	57	52	65	75	45	86	64	
Upper Austria	2,686	94	63	90	81	99	107	91	76	108	106	
Salzburg	1,011	88	77	91	105	99	68	101	75	105	82	
Tyrol	1,344	77	101	103	68	79	90	116	63	98	97	
Vorarlberg	690	80	111	77	70	51	89	151	107	93	87	
■ URBAN AREA												
Nucleus Area (city)	7,990	114	126	105	113	117	116	117	125	100	101	
Peripheral Area (suburbs)	2,908	105	92	109	90	94	85	93	93	110	108	
No urban Area	5,155	76	65	87	86	77	83	78	65	95	94	

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Total (cases)	16,053	1,862	981	328	1,150	2,289	629	630	388	1,352	926	
■ COMMUNITY SIZE												
Up to 2.000 inh.	3,187	82	67	95	96	79	74	84	70	98	105	
2.001 to 5.000 inh.	3,718	88	79	94	77	84	93	90	69	102	100	
5.001 to 50.000 inh.	4,025	89	79	98	89	83	75	85	85	90	86	
more than 50.000 inh. without Vienna	1,878	92	93	72	83	94	117	107	84	89	98	
■ CHILDREN IN THE HOUSEHOLD												
1 Child or more	4,629	106	103	113	125	123	106	107	112	112	118	
Children up to 2 years	790	100	117	106	137	104	78	113	94	120	118	
Children 2 - 5 years	1,775	103	100	111	125	123	127	98	129	122	116	
Children 6 - 9 years	1,811	100	96	120	125	134	93	102	92	117	110	
Children 10 - 13 years	2,046	104	94	92	109	123	103	107	109	95	109	
■ SPECIAL TARGET GROUPS												
Men 14 - 39 years	3,237	108	121	86	15	133	239	106	129	31	218	
Men 40 - 59 years	2,751	124	133	75	21	103	125	159	151	35	172	
Men, working	4,791	119	135	83	19	115	179	150	157	34	206	
Women 14 - 39 years	3,198	95	79	136	244	123	66	77	81	146	38	
Women 40 - 59 years	2,759	94	94	121	179	99	43	99	70	202	30	
Women, working	3,733	101	96	129	225	111	56	99	87	187	39	
14 - 24 years	2,438	85	84	106	134	142	179	73	79	51	119	
14 - 49 years	9,570	103	106	104	123	123	131	103	108	97	121	
20 - 49 years	8,219	107	114	103	122	118	123	111	119	106	126	
50 years and over	6,483	95	92	94	67	67	55	96	89	104	68	
Singles up to 49 years	1,172	120	130	70	94	111	163	127	122	67	118	
Social Classes ABC1 up to 39 years	3,648	112	124	119	135	139	162	108	124	93	144	
Social Classes ABC1 up to 49 years	5,646	117	134	112	129	134	143	128	133	101	136	
Household maintainig up to 49 years	4,819	106	107	118	177	117	94	108	106	151	68	
Household maintainig up to 59 years	6,302	105	106	116	164	111	85	107	103	156	64	
Capital of State (without Vienna)	1,710	92	101	72	84	97	127	113	83	89	100	
Cabel/Satellite TV	14,559	100	99	102	99	102	102	100	99	101	104	

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■ VERY INTERESTED IN REPORTS ON												
Old-Age Insurance, provision for the future	3,544	114	93	126	109	101	89	126	104	103	123	
Education, continued professional education	4,344	124	140	125	127	131	149	136	137	98	123	
Cars and Motorbikes	2,920	128	106	102	53	128	191	113	118	45	272	
Reports from the Austrian federal provinces	6,813	103	87	91	89	91	76	87	85	110	93	
Education policy	2,184	148	231	122	122	119	142	173	196	96	93	
Local news	4,209	102	69	101	90	103	90	69	76	99	97	
Computer (hard and software)	3,394	124	120	95	74	146	261	126	126	69	158	
Gardening	4,040	91	78	130	118	88	54	83	77	153	75	
Money, Capital, capital investment	2,955	124	120	125	99	110	117	166	160	95	137	
Celebrities	2,426	127	83	119	182	118	87	79	79	121	73	
Healthy life/nutrition	6,667	105	94	128	134	97	75	92	86	135	77	
House-building, apartment, dwelling renovation	3,272	110	98	128	116	109	108	112	104	119	140	
Domestic politics	3,871	139	182	91	73	95	116	173	173	82	116	
International relations	3,360	137	197	94	75	95	118	177	181	77	116	
Children, child-education	4,245	104	91	137	149	115	85	97	98	145	94	
Cooking - recipes	3,868	96	64	122	150	99	57	72	60	198	56	
Comments	2,712	132	175	108	102	95	113	148	174	105	93	
Cosmetics, beauty-, body,- and skin care	3,096	104	73	147	228	117	78	83	70	145	56	
Reports on cultural events	2,105	145	200	130	124	101	88	147	152	112	74	
Tips on cultural events, programme announcement	2,384	142	179	129	148	113	104	151	149	126	78	
Reports on media	3,717	135	126	101	110	108	114	116	120	111	105	
Health, medical interest	6,760	107	92	136	123	99	74	95	90	127	85	
Fashion/new look	3,346	110	81	143	213	127	110	95	81	125	76	
Environmental protection/protection of nature	5,360	118	115	118	105	101	88	99	97	120	84	
New books	2,390	137	185	131	164	123	89	153	154	130	67	
New CDs	2,848	118	101	120	129	151	152	89	93	85	117	
Online-services	3,544	131	123	109	104	144	237	135	125	76	145	
Guides	2,880	113	70	135	140	104	78	75	71	144	71	
Sports	4,516	125	103	89	66	118	143	116	110	59	160	

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■ VERY INTERESTED IN REPORTS ON

Taxes and laws	1,996	132	146	133	91	100	132	198	196	94	146
Trend sport	1,905	137	102	116	89	145	155	117	94	62	172
Television	3,979	109	73	101	108	125	104	69	70	101	98
Entertainment	5,924	105	85	96	115	115	103	86	81	102	92
Journeys, foreign countries	5,782	123	128	123	135	123	119	127	121	110	115
Wellness, fitness	3,425	131	103	147	170	126	104	121	112	124	104
Economy	2,280	149	188	114	76	106	157	249	235	71	157
Scientific reports	3,433	130	172	126	99	113	145	159	166	102	124
Furnishing, design	3,741	111	95	139	173	113	93	101	113	143	100

TYPOLOGY

■ RESSORTINTERESSEN
(NUCLEUS)

Politics & Economy	2,727	154	224	110	90	106	137	211	218	86	120
Finance & insurance	2,227	130	122	133	99	106	106	180	153	96	146
Local news	2,796	119	76	109	130	117	81	71	68	123	75
Cultural events	1,817	156	215	135	153	115	87	160	168	125	70
Computer & further education	1,847	131	124	113	97	171	244	128	111	65	164
Cars & sports	2,486	135	103	100	55	136	185	119	113	45	227
Housing, gardening and family	1,814	102	74	142	170	110	74	96	83	171	103
Fashion & cosmetics	2,759	113	81	149	240	128	95	98	77	138	67
Health & environment	6,037	110	97	139	129	101	74	90	84	132	78