



MEDIA-ANALYSE 2009



Coverage, Structure and Affinity

Total	p.3
Sex	p.3
Ages, Groups of 10	p.3
Social Class	p.3
Purchasing Power	p.3
Education, completed	p.3
Household maintenance	p.3
Main wage earner	p.3
Marital Status	p.4
Household Net Income	p.4
Profession	p.4
Working	p.4
Austrian Federal Provinces	p.4
Urban area	p.4
Community size	p.5
Children in Household	p.5
Special Target Groups	p.5
Interests in reports on	p.5-6
Typology	
Types of interests: Nucleus	p.6

	Coverage	Structure	Affinity
Total	3.9	100	100
■ SEX			
Men	6.2	76.5	158
Women	1.8	23.5	46
■ AGES, GROUPS OF 10			
14 - 19 years	6.9	14.8	176
20 - 29 years	6.7	25.5	171
30 - 39 years	4.9	20.9	125
40 - 49 years	3.3	16.7	85
50 - 59 years	3.2	12.2	82
60 - 69 years	1.9	6.3	49
> 70 years	1.1	3.6	28
■ SOCIAL CLASS			
Class A	4.6	11.9	119
Class B	5.5	28.5	141
Class C1	4.4	23.6	113
Class C2	3.8	18.6	98
Class D	2.6	13.7	67
Class E	1.5	3.7	39
Classes AB	5.2	40.4	134
Classes ABC1	4.9	64.0	125
■ PURCHASING POWER			
Level 1	4.9	13.5	125
Level 2	4.8	24.6	124
Level 3	4.1	20.6	105
Level 4	3.6	18.3	92
Level 5	2.9	14.6	74
Level 6	3.3	8.5	84
Levels 1-2	4.9	38.0	124
Levels 1-3	4.6	58.6	117
■ EDUCATION, COMPLETED			
Elementary School	3.1	20.5	80
Vocational, prof. high school (medium)	3.6	42.1	93
High School (without degree)	4.9	6.2	125
High School (with degree)	4.7	16.9	121
University Degree, Post-graduate	5.5	14.2	142
High School (with degree)/University Degree	5.1	31.2	129
■ HOUSEHOLD MAINTENANCE			
Household maintenance	2.7	38.2	68
No household maintenance	5.5	61.8	141
■ MAIN WAGE EARNER			
Main wage earner	4.1	59.1	104
No main wage earner	3.7	40.9	94

	Coverage	Structure	Affinity
Total	3.9	100	100
■ MARITAL STATUS			
Single	6.5	40.4	167
Married/Unmarried couple	3.4	51.8	86
Divorced	2.8	5.8	72
Widowed	1.0	2.0	26
■ HOUSEHOLD NET INCOME			
Up to € 749	3.4	1.9	87
€ 750 - € 1.499	2.0	9.3	52
€ 1.500 - € 2.249	3.4	21.9	87
€ 2.250 - € 2.999	4.3	24.8	109
€ 3.000 - € 3.799	5.2	21.5	132
€ 3.800 - € 4.399	5.9	9.9	150
> € 4.400	4.6	10.7	118
> € 2.550	5.1	58.2	130
> € 3.000	5.2	42.0	132
■ PROFESSION			
Independent profession, Owner, manager of a firm, Freelancer	4.3	5.6	109
White collar worker & Civil servant, low	3.6	7.2	93
White collar worker & Civil servant, qualified	5.3	25.1	136
White collar worker & Official, managerial	4.6	4.4	117
Farmers and Workers	5.2	24.1	134
In training	6.2	14.5	159
Not Working	2.0	19.1	50
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	4.4	10.0	112
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	5.0	35.1	129
■ WORKING			
No	2.8	33.6	72
Yes, working	4.9	66.4	125
■ AUSTRIAN FEDERAL PROVINCES			
Vienna	6.0	31.2	154
Lower Austria	3.1	15.0	78
Burgenland	2.5	2.2	63
Styria	3.6	13.5	92
Carinthia	2.6	4.5	65
Upper Austria	4.2	18.0	107
Salzburg	2.7	4.3	68
Tyrol	3.5	7.5	90
Vorarlberg	3.5	3.8	89
■ URBAN AREA			
Nucleus Area (city)	4.6	57.9	116
Peripheral Area (suburbs)	3.3	15.5	85
No urban Area	3.3	26.7	83

	Coverage	Structure	Affinity
Total	3.9	100	100
■ COMMUNITY SIZE			
Up to 2.000 inh.	2.9	14.7	74
2.001 to 5.000 inh.	3.6	21.5	93
5.001 to 50.000 inh.	2.9	18.9	75
more than 50.000 inh. without Vienna	4.6	13.7	117
■ CHILDREN IN THE HOUSEHOLD			
1 Child or more	4.2	30.7	106
Children up to 2 years	3.0	3.8	78
Children 2 - 5 years	5.0	14.0	127
Children 6 - 9 years	3.6	10.5	93
Children 10 - 13 years	4.0	13.2	103
■ SPECIAL TARGET GROUPS			
Men 14 - 39 years	9.4	48.2	239
Men 40 - 59 years	4.9	21.5	125
Men, working	7.0	53.3	179
Women 14 - 39 years	2.6	13.1	66
Women 40 - 59 years	1.7	7.3	43
Women, working	2.2	13.1	56
14 - 24 years	7.0	27.2	179
14 - 49 years	5.1	77.9	131
20 - 49 years	4.8	63.1	123
50 years and over	2.1	22.1	55
Singles up to 49 years	6.4	11.9	163
Social Classes ABC1 up to 39 years	6.3	36.7	162
Social Classes ABC1 up to 49 years	5.6	50.3	143
Household maintainig up to 49 years	3.7	28.2	94
Household maintainig up to 59 years	3.3	33.3	85
Capital of State (without Vienna)	5.0	13.6	127
Cabel/Satellite TV	4.0	92.3	102
■ VERY INTERESTED IN REPORTS ON			
Old-Age Insurance, provision for the future	3.5	19.5	89
Education, continued professional education	5.8	40.2	149
Cars and Motorbikes	7.5	34.8	191
Reports from the Austrian federal provinces	3.0	32.2	76
Education policy	5.6	19.4	142
Local news	3.5	23.5	90
Computer (hard and software)	10.2	55.2	261
Gardening	2.1	13.6	54
Money, Capital, capital investment	4.6	21.6	117
Celebrities	3.4	13.2	87
Healthy life/nutrition	2.9	31.2	75
House-building, apartment, dwelling renovation	4.2	22.1	108
Domestic politics	4.5	27.9	116
International relations	4.6	24.7	118
Children, child-education	3.3	22.4	85
Cooking - recipes	2.2	13.8	57
Comments	4.4	19.1	113

	Coverage	Structure	Affinity
Total	3.9	100	100
■ VERY INTERESTED IN REPORTS ON			
Cosmetics, beauty-, body,- and skin care	3.1	15.1	78
Reports on cultural events	3.5	11.6	88
Tips on cultural events, programme announcement	4.1	15.5	104
Reports on media	4.5	26.4	114
Health, medical interest	2.9	31.3	74
Fashion/new look	4.3	23.0	110
Environmental protection/protection of nature	3.4	29.3	88
New books	3.5	13.2	89
New CDs	5.9	26.9	152
Online-services	9.3	52.2	237
Guides	3.1	14.1	78
Sports	5.6	40.1	143
Taxes and laws	5.2	16.4	132
Trend sport	6.1	18.4	155
Television	4.1	25.7	104
Entertainment	4.0	38.2	103
Journeys, foreign countries	4.7	42.8	119
Wellness, fitness	4.1	22.1	104
Economy	6.1	22.3	157
Scientific reports	5.7	31.1	145
Furnishing, design	3.6	21.7	93

TYOLOGY

■ RESSORTINTERESSEN (NUCLEUS)

Politics & Economy	5.3	23.2	137
Finance & insurance	4.2	14.8	106
Local news	3.2	14.1	81
Cultural events	3.4	9.8	87
Computer & further education	9.6	28.1	244
Cars & sports	7.3	28.7	185
Housing, gardening and family	2.9	8.4	74
Fashion & cosmetics	3.7	16.3	95
Health & environment	2.9	28.0	74