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15 MAGAZINE FÜR ÖSTERREICH



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



Coverage

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Structure

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Affinity

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	Total (Cases)	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total	16,035	9.8	6.4	1.9	7.1	13.0	3.4	3.6	2.2	8.5	5.0
■ SEX											
Men	7,771	10.7	7.7	1.3	1.4	13.7	5.1	4.5	3.0	3.0	8.8
Women	8,264	8.9	5.1	2.5	12.4	12.4	1.7	2.7	1.4	13.6	1.4
■ AGES, GROUPS OF 10											
14 - 19 years	1,324	8.1	3.3	1.2	6.9	18.4	4.2	1.9	0.8	3.1	3.9
20 - 29 years	2,398	10.0	6.1	1.9	9.4	14.8	5.7	2.5	2.4	7.0	5.9
30 - 39 years	2,520	11.5	6.7	2.1	10.1	16.9	4.3	3.6	2.5	8.7	7.1
40 - 49 years	3,148	11.5	8.3	2.3	8.3	14.8	3.8	5.0	3.2	10.4	5.8
50 - 59 years	2,454	10.7	7.9	2.2	6.3	11.4	2.6	5.0	2.6	11.3	5.7
60 - 69 years	2,014	9.6	6.0	2.3	4.3	11.0	2.0	3.7	1.5	10.0	3.0
≥ 70 years	2,177	5.4	3.9	0.9	2.6	4.6	0.6	1.9	1.2	5.8	1.9
■ SOCIAL CLASS											
Class A	1,789	13.3	13.5	2.1	7.5	14.7	5.0	9.8	4.5	8.8	7.3
Class B	3,025	11.7	9.1	2.1	7.8	16.0	4.5	5.2	3.4	9.0	5.8
Class C1	3,256	11.3	6.1	1.6	7.9	14.7	3.6	3.0	2.0	8.5	5.8
Class C2	3,482	9.0	4.5	2.0	7.1	13.0	2.9	2.0	1.5	8.7	4.6
Class D	2,948	7.5	3.7	1.9	6.1	10.2	2.2	1.8	1.3	8.4	3.8
Class E	1,536	5.0	2.6	1.7	5.0	6.9	1.8	1.2	0.7	6.7	2.3
Classes AB	4,813	12.3	10.7	2.1	7.7	15.5	4.7	6.9	3.8	8.9	6.4
Classes ABC1	8,069	11.9	8.9	1.9	7.8	15.2	4.2	5.3	3.1	8.7	6.1
■ PURCHASING POWER											
Level 1	1,438	15.3	15.9	2.6	7.3	14.4	5.1	10.1	5.1	7.7	7.0
Level 2	3,391	12.2	8.1	1.8	7.4	15.5	4.6	5.2	2.9	8.9	6.5
Level 3	3,166	10.7	5.7	1.8	7.5	13.7	3.0	2.7	1.9	8.7	5.3
Level 4	3,241	8.4	4.9	1.7	6.5	12.1	2.5	2.5	1.8	9.1	4.4
Level 5	3,179	7.1	3.7	1.9	7.1	11.6	2.7	1.8	1.3	8.3	3.9
Level 6	1,621	6.2	3.6	2.2	6.4	9.8	2.8	1.6	1.3	6.7	2.8
Levels 1-2	4,828	13.1	10.5	2.0	7.3	15.2	4.7	6.7	3.6	8.5	6.6
Levels 1-3	7,994	12.2	8.6	1.9	7.4	14.6	4.1	5.1	2.9	8.6	6.1

	Total (Cases)	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total	16,035	9.8	6.4	1.9	7.1	13.0	3.4	3.6	2.2	8.5	5.0
■ EDUCATION, COMPLETED											
Elementary School	3,747	6.0	2.3	1.2	5.4	10.5	2.1	1.5	0.7	6.4	3.0
Vocational, prof. high school (medium)	7,246	9.6	4.2	2.0	6.3	12.8	3.2	2.7	1.6	9.3	5.9
High School (without degree)	931	13.0	7.6	3.0	8.8	16.2	4.6	4.2	2.2	9.9	6.2
High School (with degree)	2,305	13.4	9.8	2.2	10.1	15.7	5.5	4.9	3.7	8.7	5.5
University Degree, Post-graduate	1,805	12.3	18.3	1.9	8.7	14.1	3.2	9.5	5.8	8.3	4.2
High School (with degree)/University Degree	4,110	12.9	13.5	2.1	9.5	15.0	4.5	6.9	4.6	8.5	4.9
■ HOUSEHOLD MAINTENANCE											
Household maintenance	9,219	9.6	6.1	2.5	9.8	12.6	2.6	3.2	1.9	12.1	3.1
No household maintenance	6,816	10.1	6.7	1.2	3.4	13.6	4.4	4.0	2.6	3.5	7.6
■ MAIN WAGE EARNER											
Main wage earner	9,211	10.5	7.5	1.6	5.1	12.7	3.6	4.2	2.8	6.3	6.4
No main wage earner	6,824	8.8	4.8	2.3	9.8	13.5	3.0	2.8	1.4	11.4	3.1
■ MARITAL STATUS											
Single	3,986	9.0	5.6	1.4	7.1	15.1	5.1	2.8	1.9	5.0	5.2
Married/Unmarried couple	9,580	10.6	6.9	2.1	7.2	12.9	3.2	4.1	2.5	9.6	5.5
Divorced	1,199	10.9	7.5	2.3	9.5	14.1	2.1	4.2	2.4	9.9	4.3
Widowed	1,270	5.5	3.2	1.4	3.9	6.4	0.5	1.7	1.1	8.9	1.5
■ HOUSEHOLD NET INCOME											
Up to € 749	340	4.9	5.3	2.0	5.9	8.9	3.9	2.5	1.5	5.5	2.1
€ 750 - € 1.499	2,721	7.1	4.1	1.8	6.2	9.3	1.7	1.6	1.2	7.3	3.1
€ 1.500 - € 2.249	3,911	8.9	4.4	1.9	6.5	11.2	2.8	2.1	1.6	8.8	3.9
€ 2.250 - € 2.999	3,638	9.6	5.2	1.7	7.6	14.3	3.4	2.8	1.6	8.6	5.5
€ 3.000 - € 3.799	2,674	12.4	8.3	2.3	8.6	16.3	4.1	4.4	3.3	9.1	5.8
€ 3.800 - € 4.399	1,063	11.8	10.3	2.0	6.2	15.9	5.0	6.2	3.3	8.3	7.6
> € 4.400	1,689	12.3	11.8	2.0	7.1	14.2	5.0	9.1	4.2	8.9	6.9
> € 2.550	7,509	11.7	8.5	1.9	7.8	15.4	4.3	5.4	3.0	8.9	6.3
> € 3.000	5,426	12.3	9.8	2.1	7.7	15.6	4.5	6.2	3.6	8.9	6.5

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Total	16,035	9.8	6.4	1.9	7.1	13.0	3.4	3.6	2.2	8.5	5.0
■ PROFESSION											
Independent profession, Owner, manager of a firm, Freelancer	852	13.3	15.9	1.4	7.0	12.5	5.1	8.9	5.3	7.1	7.7
White collar worker & Civil servant, low	1,313	10.7	4.5	2.3	11.2	14.5	3.4	2.2	1.9	10.0	5.2
White collar worker & Civil servant, qualified	2,927	13.1	8.5	2.9	10.6	17.0	4.1	5.0	3.2	10.4	6.4
White collar worker & Official, managerial	607	12.2	18.8	1.2	7.8	17.1	5.4	14.2	6.7	8.0	9.0
Farmers and Workers	2,719	8.7	3.4	1.3	4.8	13.1	4.1	1.6	1.4	6.7	7.5
In training	1,457	9.6	5.9	1.6	8.9	17.5	5.1	2.5	1.9	4.3	3.3
Not Working	6,160	7.8	4.6	1.9	5.0	9.4	1.8	2.5	1.3	9.2	2.8
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	1,459	12.9	17.1	1.3	7.4	14.4	5.2	11.1	5.9	7.5	8.2
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	4,385	13.0	11.4	2.3	9.5	16.2	4.5	7.0	4.1	9.5	7.0
■ WORKING											
No	7,617	8.2	4.9	1.8	5.7	10.9	2.5	2.5	1.4	8.3	2.9
Yes, working	8,418	11.3	7.7	2.0	8.3	14.9	4.2	4.5	2.9	8.6	6.9
■ AUSTRIAN FEDERAL PROVINCES											
Vienna	3,266	15.5	12.0	2.2	10.0	20.6	5.5	5.5	4.6	9.5	5.5
Lower Austria	3,080	10.2	5.2	2.4	7.5	14.3	3.1	3.3	2.4	6.0	5.1
Burgenland	555	7.6	5.0	1.3	7.1	9.9	2.5	2.9	1.5	7.6	4.5
Styria	2,341	8.0	4.1	2.5	6.6	8.9	2.4	2.4	1.4	9.2	5.3
Carinthia	1,081	7.4	4.4	1.3	5.6	6.1	2.5	2.1	0.8	7.8	3.3
Upper Austria	2,670	8.6	4.5	1.4	5.5	12.0	2.7	2.7	1.4	9.1	5.0
Salzburg	1,002	7.0	6.6	1.0	6.1	11.2	3.0	4.8	1.8	8.1	4.9
Tyrol	1,347	6.9	6.0	1.8	6.3	11.9	3.6	4.3	1.3	9.9	5.7
Vorarlberg	693	7.2	4.7	1.2	4.1	7.4	2.4	2.5	1.2	8.7	2.6
■ URBAN AREA											
Nucleus Area (city)	8,049	11.5	8.0	1.9	8.2	15.2	3.9	4.1	2.9	8.8	4.9
Peripheral Area (suburbs)	2,428	8.0	5.5	2.1	6.8	11.7	3.0	3.3	1.9	7.6	5.2
No urban Area	5,557	8.1	4.4	1.8	5.6	10.5	2.7	3.0	1.3	8.4	5.0

	Total (Cases)	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total	16,035	9.8	6.4	1.9	7.1	13.0	3.4	3.6	2.2	8.5	5.0
■ COMMUNITY SIZE											
Up to 2.000 inh.	3,136	8.5	4.8	1.8	6.0	10.4	3.0	2.8	1.3	8.6	5.1
2.001 to 5.000 inh.	3,757	7.4	4.0	1.8	5.8	10.9	2.6	2.7	1.6	8.1	4.3
5.001 to 50.000 inh.	4,014	8.7	5.4	2.1	7.0	11.6	2.9	3.7	1.9	7.6	5.2
more than 50.000 inh. without Vienna	1,862	9.3	5.8	1.1	6.4	11.6	2.7	3.0	1.5	9.1	4.7
■ CHILDREN IN THE HOUSEHOLD											
1 Child or more	4,652	9.8	6.0	2.2	8.9	15.6	3.5	3.3	2.2	9.2	5.3
Children up to 2 years	756	7.9	6.0	2.5	9.5	15.2	3.6	2.9	1.6	8.9	6.2
Children 2 - 5 years	1,665	8.8	6.1	2.0	8.8	14.1	3.7	3.0	2.6	8.8	5.6
Children 6 - 9 years	1,850	10.9	6.0	2.3	9.1	14.7	3.2	3.9	2.4	9.9	5.2
Children 10 - 13 years	2,024	9.7	5.8	2.1	8.5	16.5	3.3	3.4	2.0	9.1	4.9
■ SPECIAL TARGET GROUPS											
Men 14 - 39 years	3,135	10.8	6.7	1.1	1.7	16.8	7.2	3.7	2.5	2.5	10.3
Men 40 - 59 years	2,799	11.8	9.3	1.4	1.3	13.3	4.7	5.7	3.9	3.5	9.5
Men, working	4,689	11.7	8.8	1.1	1.5	14.9	5.8	5.2	3.6	3.2	11.0
Women 14 - 39 years	3,107	9.6	4.8	2.5	16.7	16.0	2.5	1.9	1.7	11.2	1.6
Women 40 - 59 years	2,803	10.5	6.9	3.1	13.5	13.2	1.8	4.4	2.0	18.0	2.1
Women, working	3,729	10.7	6.4	3.1	16.7	14.9	2.1	3.7	2.0	15.5	1.8
14 - 24 years	2,448	8.4	4.1	1.4	8.3	16.4	5.2	2.1	1.3	4.3	4.7
14 - 49 years	9,389	10.6	6.6	2.0	8.9	15.8	4.5	3.6	2.5	8.0	5.9
20 - 49 years	8,066	11.0	7.2	2.1	9.2	15.4	4.5	3.8	2.7	8.8	6.3
50 years and over	6,646	8.6	6.0	1.8	4.5	9.0	1.8	3.6	1.8	9.1	3.7
Singles up to 49 years	1,188	11.8	9.2	2.0	7.5	16.3	6.0	4.1	3.0	5.9	6.4
Social Classes ABC1 up to 39 years	3,481	10.9	6.6	1.4	9.4	17.0	4.9	3.6	2.5	6.7	6.4
Social Classes ABC1 up to 49 years	5,445	11.8	8.1	1.8	9.3	16.7	4.7	4.7	3.0	8.0	6.5
Household maintainig up to 49 years	4,891	11.0	7.0	2.8	12.9	15.8	3.7	3.5	2.5	12.0	3.9
Household maintainig up to 59 years	6,463	10.8	7.0	2.7	12.0	14.6	3.3	3.7	2.3	12.9	3.8
Capital of State (without Vienna)	1,703	9.5	6.3	1.2	6.5	12.1	2.5	3.1	1.5	9.0	4.6
Cabel/Satellite TV	14,267	9.8	6.2	1.9	7.0	13.5	3.5	3.6	2.2	8.5	5.2

	Total (Cases)	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total	16,035	9.8	6.4	1.9	7.1	13.0	3.4	3.6	2.2	8.5	5.0
■ VERY INTERESTED IN REPORTS ON											
Old-Age Insurance, provision for the future	3,494	12.5	6.8	2.6	8.0	14.8	3.4	4.4	2.9	10.1	6.2
Education, continued professional education	4,350	12.6	9.2	2.6	9.9	15.8	5.0	4.9	3.4	8.9	6.0
Cars and Motorbikes	2,881	13.7	6.6	1.7	4.4	17.1	6.7	3.9	2.8	5.4	14.5
Reports from the Austrian federal provinces	6,750	10.2	5.5	1.8	6.5	11.6	3.0	3.3	2.2	10.0	4.8
Education policy	2,360	13.9	15.0	2.1	9.3	14.8	5.2	7.7	5.0	9.0	4.5
Local news	4,008	11.2	5.6	1.9	7.1	13.9	3.3	2.7	2.0	9.0	4.8
Computer (hard and software)	3,319	13.6	8.5	1.8	6.2	18.2	8.4	4.9	3.1	6.7	7.7
Gardening	4,292	9.1	5.1	2.4	7.8	11.7	2.2	3.3	1.7	12.6	3.7
Money, Capital, capital investment	2,946	12.5	8.2	2.4	7.6	15.2	4.6	6.1	3.5	8.4	7.3
Celebrities	2,332	14.3	5.7	2.5	12.9	16.4	3.5	3.1	2.0	12.2	3.2
Healthy life/nutrition	6,792	10.7	5.8	2.6	9.4	12.7	2.8	3.4	2.1	11.8	3.8
House-building, apartment, dwelling renovation	3,468	11.3	6.1	2.6	8.8	14.0	3.5	4.0	2.6	10.6	6.9
Domestic politics	3,723	12.8	11.8	2.1	5.4	13.1	4.5	6.3	4.1	7.4	6.1
International relations	3,482	12.5	12.8	1.8	5.8	13.1	4.3	7.1	4.2	6.7	5.9
Children, child-education	4,449	10.4	5.6	2.4	10.4	14.6	2.8	3.1	2.2	11.5	4.6
Cooking - recipes	3,949	9.4	4.2	2.6	10.6	12.5	2.0	2.7	1.4	17.1	2.7
Comments	2,760	13.4	13.0	2.6	7.2	14.5	4.5	6.6	4.4	9.3	5.7
Cosmetics, beauty-, body,- and skin care	2,965	11.9	4.5	3.3	16.6	16.1	2.9	2.4	1.5	13.2	3.0
Reports on cultural events	2,338	13.4	12.4	2.3	8.7	14.2	3.4	5.7	3.5	11.2	3.3
Tips on cultural events, programme announcement	2,468	14.1	10.8	2.6	10.8	15.3	4.1	5.3	3.4	11.6	3.7
Reports on media	3,788	14.7	8.9	2.1	8.1	15.7	4.2	4.6	3.1	9.7	5.3
Health, medical interest	6,806	10.7	6.1	2.7	9.0	13.4	3.0	3.3	2.0	11.0	4.1
Fashion/new look	3,170	11.5	4.6	2.8	15.0	15.7	3.6	2.8	1.5	11.3	4.5
Environmental protection/protection of nature	5,345	11.7	7.8	2.3	8.2	13.5	3.2	4.0	2.5	10.6	4.5
New books	2,490	14.0	12.1	3.1	11.2	15.6	3.8	5.7	4.0	12.3	3.8
New CDs	2,764	12.4	6.4	2.3	9.3	17.4	5.2	3.3	2.4	7.2	6.2
Online-services	3,832	13.0	8.1	2.0	8.6	18.3	7.6	4.7	3.0	7.2	6.9
Guides	2,816	11.9	4.9	2.7	9.9	14.6	3.0	2.9	2.1	12.3	3.7
Sports	4,428	12.8	6.2	1.8	5.3	16.0	5.1	3.8	2.4	6.3	8.2

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■ VERY INTERESTED IN REPORTS ON											
Taxes and laws	1,948	12.3	8.9	2.0	6.9	13.3	4.0	6.6	3.5	8.6	7.3
Trend sport	1,960	12.8	6.7	2.1	6.9	17.8	6.1	3.8	2.4	5.9	9.0
Television	4,203	12.2	5.6	2.3	8.1	17.2	3.8	2.8	2.5	9.4	4.8
Entertainment	5,756	11.6	5.4	2.1	9.3	15.7	4.1	3.0	1.9	9.6	5.2
Journeys, foreign countries	5,907	12.8	7.8	2.4	9.6	15.9	4.3	4.6	2.8	10.0	5.4
Wellness, fitness	3,524	13.7	6.1	3.1	11.5	16.8	4.6	3.9	2.8	11.0	5.6
Economy	2,116	14.9	12.6	2.0	5.6	14.2	5.6	9.9	5.7	6.5	7.7
Scientific reports	3,723	12.3	11.6	2.2	6.6	14.6	5.3	6.3	3.9	7.9	6.6
Furnishing, design	4,075	11.0	5.7	2.7	12.0	15.6	3.0	3.7	2.2	11.8	5.3

TYPOLOGY

■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	2,400	14.4	16.0	2.1	6.4	14.4	5.3	8.3	5.5	8.0	6.4
Finance, insurance & economy	984	15.6	11.4	2.3	6.0	14.6	5.6	10.1	5.1	7.9	7.9
Local news & society	3,836	12.4	5.6	2.2	8.5	14.6	3.3	2.9	2.2	10.8	4.4
Cultural events	1,973	14.7	12.9	2.6	10.3	15.5	3.7	5.9	3.8	12.1	3.8
Computer & further education	1,886	14.1	8.1	2.2	8.6	19.8	8.4	4.6	3.0	6.9	7.1
Cars & sports	2,492	14.7	6.6	2.0	4.8	18.6	6.8	3.8	2.6	5.5	11.9
Housing, gardening and family	1,952	11.1	5.6	3.1	12.0	14.8	2.7	3.6	2.4	13.3	5.6
Fashion, cosmetics & fitness	2,722	12.2	4.4	3.4	16.8	16.4	3.3	2.6	1.5	12.6	3.6
Health & environment	6,140	11.2	6.4	2.7	9.3	13.2	3.0	3.4	2.1	11.8	3.8

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,035	1,571	1,020	306	1,132	2,087	539	573	353	1,356	801
■ SEX											
Men	49	53.0	58.8	32.5	9.9	50.8	73.6	61.4	67.0	17.1	85.0
Women	52	47.0	41.2	67.5	90.1	49.2	26.4	38.6	33.0	82.9	15.0
■ AGES, GROUPS OF 10											
14 - 19 years	8	6.9	4.3	5.0	8.0	11.7	10.3	4.3	3.0	3.0	6.4
20 - 29 years	15	15.2	14.4	15.1	20.0	17.0	25.5	10.6	16.3	12.3	17.7
30 - 39 years	16	18.5	16.7	17.0	22.6	20.4	20.2	15.9	17.7	16.1	22.4
40 - 49 years	20	23.0	25.5	23.9	23.2	22.3	22.2	27.4	28.8	24.0	23.0
50 - 59 years	15	16.7	19.0	17.9	13.6	13.4	11.8	21.6	18.3	20.4	17.6
60 - 69 years	13	12.3	11.8	14.9	7.6	10.6	7.4	13.1	8.7	14.9	7.7
≥ 70 years	14	7.5	8.4	6.2	5.0	4.8	2.4	7.1	7.3	9.2	5.2
■ SOCIAL CLASS											
Class A	11	15.1	23.6	12.3	11.9	12.6	16.6	30.7	22.7	11.5	16.3
Class B	19	22.6	27.0	20.5	21.0	23.2	25.2	27.4	29.3	20.0	21.9
Class C1	20	23.3	19.5	17.5	22.7	23.0	21.9	17.2	18.8	20.5	23.6
Class C2	22	19.9	15.4	23.3	21.8	21.7	19.0	12.1	14.7	22.2	19.9
Class D	18	14.1	10.6	18.0	15.8	14.5	12.2	9.3	11.3	18.2	13.9
Class E	10	4.9	3.9	8.5	6.8	5.1	5.2	3.3	3.2	7.6	4.4
Classes AB	30	37.7	50.6	32.8	32.8	35.8	41.8	58.1	52.0	31.6	38.2
Classes ABC1	50	61.1	70.1	50.3	55.6	58.8	63.6	75.3	70.8	52.0	61.8
■ PURCHASING POWER											
Level 1	9	14.0	22.5	12.3	9.2	9.9	13.6	25.4	20.8	8.2	12.5
Level 2	21	26.4	27.1	19.9	22.0	25.2	29.0	31.0	28.0	22.2	27.4
Level 3	20	21.6	17.6	18.5	21.0	20.8	17.8	15.0	16.8	20.3	21.0
Level 4	20	17.3	15.5	17.9	18.7	18.7	15.1	14.3	16.7	21.9	17.8
Level 5	20	14.4	11.6	19.7	19.9	17.7	16.0	9.7	12.1	19.4	15.7
Level 6	10	6.4	5.7	11.6	9.2	7.7	8.5	4.5	5.8	8.0	5.6
Levels 1-2	30	40.3	49.5	32.2	31.2	35.1	42.5	56.4	48.8	30.4	39.9
Levels 1-3	50	61.9	67.1	50.8	52.2	55.9	60.4	71.4	65.5	50.7	60.9

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,035	1,571	1,020	306	1,132	2,087	539	573	353	1,356	801
■ EDUCATION, COMPLETED											
Elementary School	23	14.4	8.3	15.3	17.9	18.8	14.5	9.7	7.1	17.8	14.1
Vocational, prof. high school (medium)	45	44.1	30.1	47.7	40.5	44.4	43.2	33.6	33.4	49.7	53.5
High School (without degree)	6	7.7	6.9	9.2	7.2	7.2	8.0	6.9	5.8	6.8	7.2
High School (with degree)	14	19.6	22.2	16.6	20.5	17.4	23.5	19.9	24.0	14.7	15.7
University Degree, Post-graduate	11	14.2	32.3	11.1	13.9	12.2	10.8	29.9	29.7	11.0	9.5
High School (with degree)/University Degree	26	33.8	54.6	27.8	34.4	29.6	34.4	49.8	53.7	25.7	25.2
■ HOUSEHOLD MAINTENANCE											
Household maintenance	58	56.2	55.3	73.9	79.7	55.6	43.7	52.0	49.3	82.3	35.2
No household maintenance	43	43.8	44.7	26.1	20.3	44.4	56.3	48.0	50.7	17.7	64.8
■ MAIN WAGE EARNER											
Main wage earner	57	61.6	67.6	48.3	41.2	56.0	61.8	67.2	73.7	42.7	73.6
No main wage earner	43	38.4	32.4	51.7	58.8	44.0	38.2	32.8	26.3	57.3	26.4
■ MARITAL STATUS											
Single	25	22.7	21.9	18.5	24.8	28.9	37.7	19.3	20.9	14.8	25.8
Married/Unmarried couple	60	64.5	65.3	66.8	60.7	59.1	56.5	68.2	66.8	68.1	65.3
Divorced	8	8.3	8.8	8.9	10.1	8.1	4.6	8.7	8.2	8.8	6.4
Widowed	8	4.5	4.0	5.8	4.4	3.9	1.2	3.8	4.0	8.4	2.4
■ HOUSEHOLD NET INCOME											
Up to € 749	2	1.1	1.8	2.2	1.8	1.4	2.5	1.5	1.5	1.4	0.9
€ 750 - € 1.499	17	12.2	10.8	15.7	14.9	12.1	8.8	7.5	9.2	14.7	10.7
€ 1.500 - € 2.249	24	22.1	17.0	24.4	22.3	21.0	20.1	14.5	17.8	25.4	19.0
€ 2.250 - € 2.999	23	22.3	18.4	19.7	24.4	24.9	22.8	17.9	16.8	23.0	25.2
€ 3.000 - € 3.799	17	21.2	21.8	20.1	20.3	20.9	20.2	20.6	24.7	17.9	19.4
€ 3.800 - € 4.399	7	8.0	10.7	7.1	5.8	8.1	10.0	11.4	9.9	6.5	10.1
> € 4.400	11	13.2	19.5	10.9	10.5	11.5	15.6	26.7	20.1	11.1	14.6
> € 2.550	47	56.0	62.5	47.1	51.9	55.6	59.9	70.5	62.9	49.0	59.2
> € 3.000	34	42.3	52.0	38.1	36.7	40.5	45.8	58.7	54.7	35.5	44.2

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,035	1,571	1,020	306	1,132	2,087	539	573	353	1,356	801
■ PROFESSION											
Independent profession, Owner, manager of a firm, Freelancer	5	7.2	13.3	3.8	5.3	5.1	8.1	13.3	12.9	4.5	8.2
White collar worker & Civil servant, low	8	9.0	5.8	9.9	13.0	9.1	8.2	5.0	6.9	9.7	8.5
White collar worker & Civil servant, qualified	18	24.5	24.4	27.5	27.3	23.9	22.2	25.3	26.7	22.5	23.6
White collar worker & Official, managerial	4	4.7	11.2	2.4	4.2	5.0	6.1	15.0	11.5	3.6	6.8
Farmers and Workers	17	15.0	9.0	11.3	11.6	17.1	20.5	7.8	10.7	13.4	25.6
In training	9	8.9	8.4	7.5	11.5	12.2	13.9	6.4	7.7	4.6	6.1
Not Working	38	30.7	27.9	37.7	27.2	27.7	21.1	27.2	23.5	41.7	21.3
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	9	11.9	24.5	6.2	9.5	10.1	14.2	28.3	24.4	8.0	15.0
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	27	36.4	48.9	33.7	36.8	34.0	36.3	53.6	51.1	30.6	38.6
■ WORKING											
No	48	39.6	36.3	45.2	38.7	39.9	35.0	33.7	31.2	46.4	27.4
Yes, working	53	60.4	63.7	54.8	61.3	60.1	65.0	66.3	68.8	53.6	72.6
■ AUSTRIAN FEDERAL PROVINCES											
Vienna	20	32.3	38.4	23.6	28.8	32.2	33.0	31.4	42.6	22.9	22.4
Lower Austria	19	19.9	15.6	24.2	20.3	21.1	18.0	17.7	20.5	13.6	19.8
Burgenland	4	2.7	2.7	2.4	3.5	2.6	2.5	2.8	2.3	3.1	3.1
Styria	15	11.9	9.3	18.8	13.7	10.0	10.4	9.8	9.0	16.0	15.6
Carinthia	7	5.1	4.6	4.5	5.3	3.1	5.0	4.0	2.4	6.2	4.4
Upper Austria	17	14.6	11.7	12.5	13.0	15.4	13.4	12.7	10.6	17.9	16.7
Salzburg	6	4.5	6.5	3.3	5.4	5.4	5.5	8.3	5.0	6.0	6.2
Tyrol	8	5.9	8.0	8.1	7.5	7.7	9.0	10.2	5.0	9.8	9.6
Vorarlberg	4	3.2	3.2	2.7	2.5	2.5	3.1	3.0	2.4	4.5	2.3
■ URBAN AREA											
Nucleus Area (city)	50	58.9	63.1	50.4	57.9	58.6	58.8	57.3	65.7	52.1	49.4
Peripheral Area (suburbs)	15	12.3	13.1	16.5	14.7	13.6	13.5	13.9	13.4	13.5	15.6
No urban Area	35	28.8	23.8	33.1	27.4	27.8	27.7	28.8	20.9	34.4	35.0

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,035	1,571	1,020	306	1,132	2,087	539	573	353	1,356	801
■ COMMUNITY SIZE											
Up to 2.000 inh.	20	16.9	14.8	18.9	16.6	15.6	17.6	15.5	11.5	19.8	20.2
2.001 to 5.000 inh.	23	17.6	14.9	22.6	19.3	19.6	18.4	17.5	16.8	22.4	20.3
5.001 to 50.000 inh.	25	22.2	21.4	28.2	24.7	22.3	21.6	25.9	21.2	22.4	26.3
more than 50.000 inh. without Vienna	12	11.0	10.5	6.7	10.6	10.3	9.3	9.7	7.9	12.5	10.9
■ CHILDREN IN THE HOUSEHOLD											
1 Child or more	29	29.1	27.4	33.3	36.7	34.7	30.6	26.9	28.5	31.4	30.6
Children up to 2 years	5	3.8	4.4	6.1	6.3	5.5	5.1	3.8	3.4	5.0	5.8
Children 2 - 5 years	10	9.4	9.9	10.8	12.9	11.3	11.4	8.6	12.3	10.9	11.7
Children 6 - 9 years	12	12.8	10.9	14.2	14.9	13.0	11.1	12.7	12.4	13.5	11.9
Children 10 - 13 years	13	12.5	11.5	13.7	15.2	16.0	12.5	12.0	11.3	13.6	12.3
■ SPECIAL TARGET GROUPS											
Men 14 - 39 years	20	21.5	20.6	11.4	4.8	25.2	41.7	20.4	22.4	5.8	40.4
Men 40 - 59 years	18	21.0	25.4	13.0	3.3	17.9	24.5	27.7	31.2	7.2	33.1
Men, working	29	35.0	40.3	17.4	6.4	33.6	50.3	42.4	47.3	11.2	64.1
Women 14 - 39 years	19	19.1	14.7	25.7	45.8	23.9	14.4	10.4	14.5	25.6	6.2
Women 40 - 59 years	18	18.7	19.1	28.8	33.5	17.8	9.6	21.3	15.9	37.2	7.5
Women, working	23	25.4	23.4	37.5	54.9	26.6	14.7	23.9	21.6	42.5	8.5
14 - 24 years	15	13.2	9.9	11.2	18.0	19.2	23.8	9.1	8.8	7.7	14.4
14 - 49 years	59	63.5	60.8	61.0	73.8	71.3	78.3	58.2	65.7	55.5	69.5
20 - 49 years	50	56.7	56.6	56.0	65.7	59.6	68.0	53.9	62.7	52.5	63.1
50 years and over	41	36.5	39.2	39.0	26.2	28.7	21.7	41.8	34.3	44.5	30.5
Singles up to 49 years	7	9.0	10.8	7.7	7.9	9.3	13.2	8.5	10.1	5.2	9.5
Social Classes ABC1 up to 39 years	22	24.2	22.5	16.5	28.9	28.4	31.7	21.6	24.6	17.1	27.9
Social Classes ABC1 up to 49 years	34	40.9	43.3	32.6	44.5	43.6	47.4	44.8	46.9	32.3	44.3
Household maintainig up to 49 years	31	34.2	33.4	44.1	55.7	37.0	33.5	30.0	34.3	43.1	24.1
Household maintainig up to 59 years	40	44.3	44.3	58.0	68.6	45.3	39.4	42.0	43.0	61.5	30.9
Capital of State (without Vienna)	11	10.3	10.6	6.7	9.8	9.9	7.8	9.2	7.3	11.3	9.8
Cabel/Satellite TV	89	88.7	86.3	89.1	88.4	92.6	91.4	89.9	87.0	89.7	92.4

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,035	1,571	1,020	306	1,132	2,087	539	573	353	1,356	801
■ VERY INTERESTED IN REPORTS ON											
Old-Age Insurance, provision for the future	22	27.8	23.5	29.5	24.8	24.7	22.2	26.8	28.6	26.0	27.1
Education, continued professional education	27	34.8	39.4	37.1	37.8	32.9	40.6	37.5	42.3	28.7	32.6
Cars and Motorbikes	18	25.2	18.7	16.5	11.1	23.6	36.0	19.6	23.1	11.4	52.1
Reports from the Austrian federal provinces	42	43.8	36.7	40.5	38.8	37.5	37.8	39.3	42.6	49.9	40.6
Education policy	15	20.9	34.7	16.2	19.3	16.7	22.8	31.9	33.5	15.6	13.2
Local news	25	28.7	22.2	25.4	25.2	26.8	24.3	18.9	22.7	26.7	24.2
Computer (hard and software)	21	28.8	27.7	19.2	18.3	28.9	51.8	28.4	29.4	16.5	31.8
Gardening	27	25.0	21.4	33.6	29.5	24.1	17.7	25.1	20.9	39.8	19.7
Money, Capital, capital investment	18	23.5	23.6	22.7	19.8	21.5	25.1	31.3	29.6	18.2	26.8
Celebrities	15	21.3	13.0	18.9	26.5	18.3	15.0	12.8	12.9	21.0	9.3
Healthy life/nutrition	42	46.2	38.6	58.3	56.6	41.4	35.9	40.7	40.1	59.0	32.5
House-building, apartment, dwelling renovation	22	24.9	20.9	30.0	26.9	23.3	22.4	24.0	25.3	27.2	30.0
Domestic politics	23	30.2	43.1	25.8	17.6	23.4	31.2	41.2	43.0	20.3	28.3
International relations	22	27.8	43.8	20.6	17.9	21.9	27.6	43.3	41.6	17.3	25.5
Children, child-education	28	29.5	24.6	35.2	41.0	31.0	23.5	24.4	27.9	37.8	25.8
Cooking - recipes	25	23.6	16.2	33.9	37.1	23.7	14.9	18.3	15.5	49.8	13.5
Comments	17	23.6	35.3	23.2	17.6	19.2	23.2	31.6	34.2	18.9	19.8
Cosmetics, beauty-, body,- and skin care	19	22.5	13.0	31.7	43.5	22.9	16.2	12.6	12.9	28.8	11.1
Reports on cultural events	15	19.9	28.3	17.2	18.0	15.9	14.6	23.3	23.5	19.4	9.7
Tips on cultural events, programme announcement	15	22.2	26.2	21.3	23.5	18.1	18.7	22.8	23.5	21.2	11.4
Reports on media	24	35.4	33.2	25.6	27.3	28.5	29.4	30.6	33.6	27.1	25.0
Health, medical interest	42	46.5	40.7	59.2	54.3	43.6	37.8	39.0	39.1	55.4	35.0
Fashion/new look	20	23.3	14.2	29.0	42.0	23.8	21.3	15.4	13.1	26.4	17.7
Environmental protection/protection of nature	33	40.0	41.0	40.8	38.8	34.7	31.8	37.7	37.6	41.6	29.9
New books	16	22.2	29.6	24.9	24.7	18.6	17.6	24.8	28.0	22.5	11.8
New CDs	17	21.8	17.3	20.8	22.8	23.0	26.9	15.9	18.9	14.7	21.3
Online-services	24	31.6	30.6	24.8	29.0	33.6	54.4	31.7	32.3	20.2	32.9
Guides	18	21.3	13.4	24.6	24.5	19.7	15.6	14.3	16.5	25.6	13.2
Sports	28	36.2	27.1	26.7	20.5	34.0	41.7	29.2	30.6	20.7	45.2

	Total	NEWS	profil	LEBEN	woman	tvmedia	e-media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,035	1,571	1,020	306	1,132	2,087	539	573	353	1,356	801
■ VERY INTERESTED IN REPORTS ON											
Taxes and laws	12	15.2	17.1	13.1	11.9	12.4	14.3	22.4	19.5	12.4	17.8
Trend sport	12	15.9	12.9	13.4	11.9	16.8	22.3	13.2	13.2	8.5	22.0
Television	26	32.7	23.0	32.1	29.9	34.7	29.8	20.5	29.6	29.1	25.4
Entertainment	36	42.4	30.5	40.1	47.3	43.3	43.7	30.2	31.1	40.6	37.6
Journeys, foreign countries	37	48.2	45.3	45.7	50.1	45.1	46.7	47.1	47.4	43.6	40.0
Wellness, fitness	22	30.7	21.2	35.5	35.9	28.4	29.8	24.1	28.0	28.5	24.5
Economy	13	20.0	26.1	14.0	10.5	14.4	22.1	36.4	34.1	10.1	20.3
Scientific reports	23	29.1	42.3	27.1	21.6	26.0	36.6	41.0	41.2	21.7	30.6
Furnishing, design	25	28.5	22.7	36.3	43.1	30.4	23.0	26.3	25.1	35.4	26.8

TYOLOGY

■ TYPES OF INTERESTS (NUCLEUS)

Politics & science	15	22.1	37.7	16.6	13.5	16.6	23.6	34.6	37.1	14.2	19.2
Finance, insurance & economy	6	9.8	11.0	7.5	5.2	6.9	10.2	17.3	14.1	5.7	9.7
Local news & society	24	30.3	21.2	27.7	28.8	26.9	23.3	19.4	23.8	30.4	21.3
Cultural events	12	18.5	24.9	16.6	18.0	14.6	13.7	20.3	21.5	17.5	9.3
Computer & further education	12	16.9	15.0	13.4	14.3	17.9	29.3	15.1	15.9	9.6	16.7
Cars & sports	16	23.3	16.1	16.4	10.5	22.2	31.3	16.6	18.4	10.0	37.1
Housing, gardening and family	12	13.8	10.7	19.7	20.6	13.9	9.9	12.2	13.3	19.1	13.6
Fashion, cosmetics & fitness	17	21.2	11.7	30.2	40.4	21.4	16.6	12.4	11.3	25.2	12.4
Health & environment	38	43.6	38.2	53.4	50.3	39.0	33.7	36.7	36.3	53.2	29.3

	Total (cases)	NEWS	profil	LEBEN	woman	tv media	e media	trend	FORMAT	GUSTO	auto revue
Total (cases)	16,035	1,571	1,020	306	1,132	2,087	539	573	353	1,356	801
■ SEX											
Men	7,771	109	121	67	20	105	152	127	138	35	175
Women	8,264	91	80	131	175	95	51	75	64	161	29
■ AGES, GROUPS OF 10											
14 - 19 years	1,324	83	52	61	97	141	125	52	36	36	78
20 - 29 years	2,398	102	96	101	134	114	171	71	109	82	118
30 - 39 years	2,520	118	106	108	144	130	129	101	112	103	143
40 - 49 years	3,148	117	130	122	118	113	113	140	147	122	117
50 - 59 years	2,454	109	124	117	89	87	77	141	120	133	115
60 - 69 years	2,014	98	94	118	60	84	59	104	69	118	61
≥ 70 years	2,177	55	62	46	37	35	18	52	54	68	39
■ SOCIAL CLASS											
Class A	1,789	136	212	110	107	113	149	275	203	104	146
Class B	3,025	120	143	109	111	123	133	145	155	106	116
Class C1	3,256	115	96	86	112	113	108	85	93	101	116
Class C2	3,482	92	71	107	100	100	88	56	68	102	92
Class D	2,948	77	58	98	86	79	66	51	61	99	75
Class E	1,536	51	41	89	71	53	54	34	33	79	46
Classes AB	4,813	126	169	109	109	119	139	193	173	105	127
Classes ABC1	8,069	121	139	100	110	117	126	150	141	103	123
■ PURCHASING POWER											
Level 1	1,438	156	251	137	103	111	151	283	232	92	140
Level 2	3,391	125	128	94	104	119	137	147	132	105	129
Level 3	3,166	109	89	94	106	105	90	76	85	103	106
Level 4	3,241	85	77	88	93	93	75	71	82	108	88
Level 5	3,179	72	59	100	100	89	81	49	61	98	79
Level 6	1,621	64	57	115	91	76	84	44	57	80	55
Levels 1-2	4,828	134	164	107	104	117	141	187	162	101	133
Levels 1-3	7,994	124	135	102	105	112	121	143	131	102	122

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■ EDUCATION, COMPLETED												
Elementary School	3,747	62	36	65	77	80	62	42	30	76	60	
Vocational, prof. high school (medium)	7,246	98	67	106	90	98	96	74	74	110	118	
High School (without degree)	931	132	119	159	124	124	138	118	100	117	124	
High School (with degree)	2,305	137	155	116	143	121	164	138	167	102	109	
University Degree, Post-graduate	1,805	126	287	99	123	109	96	266	264	98	85	
High School (with degree)/University Degree	4,110	132	213	108	134	116	134	194	210	100	98	
■ HOUSEHOLD MAINTENANCE												
Household maintenance	9,219	98	96	129	139	97	76	90	86	143	61	
No household maintenance	6,816	103	105	61	48	104	132	113	119	42	152	
■ MAIN WAGE EARNER												
Main wage earner	9,211	107	118	84	72	97	108	117	128	74	128	
No main wage earner	6,824	90	76	122	138	103	90	77	62	135	62	
■ MARITAL STATUS												
Single	3,986	91	88	74	100	116	152	78	84	60	104	
Married/Unmarried couple	9,580	108	109	112	102	99	95	114	112	114	109	
Divorced	1,199	111	118	119	135	108	61	117	110	117	86	
Widowed	1,270	57	51	73	55	49	15	48	50	106	31	
■ HOUSEHOLD NET INCOME												
Up to € 749	340	50	83	104	83	68	116	70	70	65	42	
€ 750 - € 1.499	2,721	72	64	92	88	71	52	44	54	87	63	
€ 1.500 - € 2.249	3,911	90	70	100	91	86	83	59	73	104	78	
€ 2.250 - € 2.999	3,638	98	81	87	107	110	100	79	74	101	111	
€ 3.000 - € 3.799	2,674	127	131	121	122	125	121	123	148	107	117	
€ 3.800 - € 4.399	1,063	120	161	107	88	122	150	172	150	98	153	
> € 4.400	1,689	125	185	103	100	109	148	253	190	106	139	
> € 2.550	7,509	120	133	100	111	119	128	151	134	105	126	
> € 3.000	5,426	125	154	113	108	120	135	173	162	105	131	

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■ PROFESSION												
Independent profession, Owner, manager of a firm, Freelancer	852	136	251	71	100	96	152	250	242	84	154	
White collar worker & Civil servant, low	1,313	109	71	121	158	111	100	61	85	119	104	
White collar worker & Civil servant, qualified	2,927	134	134	151	150	131	122	139	146	123	129	
White collar worker & Official, managerial	607	125	295	63	111	131	160	396	305	95	180	
Farmers and Workers	2,719	89	53	66	68	101	121	46	63	79	151	
In training	1,457	98	92	83	126	134	153	71	85	51	67	
Not Working	6,160	80	73	98	71	72	55	71	61	109	55	
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial	1,459	131	269	68	104	111	156	311	269	88	165	
Independent profession, Owner, manager of a firm, Freelancer, White collar worker & Official, managerial/qualified	4,385	133	179	123	135	124	133	196	187	112	141	
■ WORKING												
No	7,617	83	76	95	81	84	74	71	66	98	58	
Yes, working	8,418	115	121	104	117	115	124	126	131	102	138	
■ AUSTRIAN FEDERAL PROVINCES												
Vienna	3,266	158	189	116	141	158	162	154	209	113	110	
Lower Austria	3,080	104	81	126	106	110	94	92	107	71	103	
Burgenland	555	77	78	69	101	76	74	82	67	89	89	
Styria	2,341	82	64	129	94	68	71	67	62	109	107	
Carinthia	1,081	75	69	67	79	47	74	59	35	92	65	
Upper Austria	2,670	87	70	75	78	93	81	77	64	108	100	
Salzburg	1,002	72	103	52	87	86	88	133	81	96	99	
Tyrol	1,347	70	95	96	89	91	107	121	60	117	115	
Vorarlberg	693	73	74	62	58	57	72	70	56	103	52	
■ URBAN AREA												
Nucleus Area (city)	8,049	117	126	100	115	117	117	114	131	104	98	
Peripheral Area (suburbs)	2,428	82	86	109	97	90	89	92	88	89	103	
No urban Area	5,557	83	69	96	79	80	80	83	60	99	101	

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■ COMMUNITY SIZE												
Up to 2.000 inh.	3,136	86	76	97	85	80	90	79	59	101	103	
2.001 to 5.000 inh.	3,757	75	63	97	82	83	79	75	72	95	86	
5.001 to 50.000 inh.	4,014	89	85	113	99	89	86	103	85	90	105	
more than 50.000 inh. without Vienna	1,862	95	91	58	91	89	80	83	68	107	94	
■ CHILDREN IN THE HOUSEHOLD												
1 Child or more	4,652	100	94	115	126	120	106	93	98	108	106	
Children up to 2 years	756	81	94	130	134	117	108	81	71	105	124	
Children 2 - 5 years	1,665	90	95	104	124	108	110	83	118	105	112	
Children 6 - 9 years	1,850	111	95	123	129	113	96	110	107	117	103	
Children 10 - 13 years	2,024	99	91	109	120	127	99	95	90	108	98	
■ SPECIAL TARGET GROUPS												
Men 14 - 39 years	3,135	110	105	59	25	129	213	105	114	30	206	
Men 40 - 59 years	2,799	120	146	75	19	102	140	158	179	41	189	
Men, working	4,689	120	138	59	22	115	172	145	162	38	219	
Women 14 - 39 years	3,107	98	76	132	236	123	74	53	75	132	32	
Women 40 - 59 years	2,803	107	109	165	192	102	55	122	91	213	43	
Women, working	3,729	109	101	161	236	114	63	103	93	183	37	
14 - 24 years	2,448	86	65	73	118	126	156	59	58	50	94	
14 - 49 years	9,389	109	104	104	126	122	134	99	112	95	119	
20 - 49 years	8,066	113	112	111	131	119	135	107	125	104	125	
50 years and over	6,646	88	94	94	63	69	52	101	83	107	74	
Singles up to 49 years	1,188	121	145	103	106	125	178	114	137	70	128	
Social Classes ABC1 up to 39 years	3,481	111	104	76	133	131	146	99	113	79	129	
Social Classes ABC1 up to 49 years	5,445	121	128	96	131	128	140	132	138	95	131	
Household maintainig up to 49 years	4,891	112	110	145	183	121	110	98	112	141	79	
Household maintainig up to 59 years	6,463	110	110	144	170	113	98	104	107	152	77	
Capital of State (without Vienna)	1,703	97	99	63	92	93	74	86	68	106	92	
Cabel/Satellite TV	14,267	100	97	100	99	104	103	101	98	101	104	

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■ VERY INTERESTED IN REPORTS ON												
Old-Age Insurance, provision for the future	3,494	127	108	135	114	113	102	123	131	119	124	
Education, continued professional education	4,350	128	145	137	139	121	150	138	156	106	120	
Cars and Motorbikes	2,881	140	104	92	62	132	201	109	128	64	290	
Reports from the Austrian federal provinces	6,750	104	87	96	92	89	90	93	101	118	96	
Education policy	2,360	142	236	110	131	114	155	217	228	106	90	
Local news	4,008	115	89	101	101	107	97	76	91	107	97	
Computer (hard and software)	3,319	139	134	93	88	140	250	137	142	80	154	
Gardening	4,292	93	80	125	110	90	66	94	78	149	74	
Money, Capital, capital investment	2,946	128	128	124	108	117	136	170	161	99	146	
Celebrities	2,332	146	90	130	182	126	103	88	89	145	64	
Healthy life/nutrition	6,792	109	91	138	134	98	85	96	95	139	77	
House-building, apartment, dwelling renovation	3,468	115	96	139	124	108	104	111	117	126	139	
Domestic politics	3,723	130	186	111	76	101	135	177	185	87	122	
International relations	3,482	128	202	95	83	101	127	199	191	80	117	
Children, child-education	4,449	106	89	127	148	112	85	88	101	136	93	
Cooking - recipes	3,949	96	66	138	151	96	60	74	63	202	55	
Comments	2,760	137	205	135	102	112	135	184	199	110	115	
Cosmetics, beauty-, body,- and skin care	2,965	122	70	172	235	124	88	68	70	156	60	
Reports on cultural events	2,338	136	194	118	124	109	100	160	161	133	67	
Tips on cultural events, programme announcement	2,468	144	170	139	153	117	122	148	153	138	74	
Reports on media	3,788	150	140	108	115	121	124	129	142	115	106	
Health, medical interest	6,806	110	96	139	128	103	89	92	92	130	82	
Fashion/new look	3,170	118	72	147	212	121	108	78	66	134	89	
Environmental protection/protection of nature	5,345	120	123	122	116	104	95	113	113	125	90	
New books	2,490	143	191	160	159	120	113	160	180	145	76	
New CDs	2,764	126	101	121	132	133	156	93	110	85	124	
Online-services	3,832	132	128	104	121	140	228	133	135	85	138	
Guides	2,816	121	76	140	140	112	89	81	94	146	75	
Sports	4,428	131	98	97	74	123	151	106	111	75	164	

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■ VERY INTERESTED IN REPORTS ON

Taxes and laws	1,948	125	140	107	98	102	118	185	161	102	146
Trend sport	1,960	130	105	110	98	137	182	108	108	70	180
Television	4,203	125	88	122	114	132	114	78	113	111	97
Entertainment	5,756	118	85	112	132	121	122	84	87	113	105
Journeys, foreign countries	5,907	131	123	124	136	123	127	128	129	118	109
Wellness, fitness	3,524	140	96	161	163	129	136	110	127	130	112
Economy	2,116	152	198	106	80	109	168	276	258	76	154
Scientific reports	3,723	125	182	117	93	112	158	176	178	93	132
Furnishing, design	4,075	112	89	143	170	120	91	103	99	139	106

TYOLOGY

■ TYPES OF INTERESTS
(NUCLEUS)

Politics & science	2,400	147	252	111	90	111	158	231	248	95	128
Finance, insurance & economy	984	159	179	123	85	112	166	282	231	93	158
Local news & society	3,836	127	89	116	121	112	97	81	99	127	89
Cultural events	1,973	150	202	135	146	119	111	165	175	143	75
Computer & further education	1,886	144	127	114	122	152	249	128	136	82	142
Cars & sports	2,492	150	104	106	68	143	202	107	119	65	238
Housing, gardening and family	1,952	113	88	162	169	114	81	101	109	157	112
Fashion, cosmetics & fitness	2,722	125	69	178	238	126	98	73	67	148	73
Health & environment	6,140	114	100	140	131	102	88	96	95	139	76