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NetCibles® : Deutschland, Erhebungswelle Juli 2002 (68773 Befragten) - Profile report

fahrschule.de

Site data

Properties:

Number of respondents on this site :719	
Site URL:	http://www.fahrschule.de
Friendly name:	
User family:	
Agency:	accomm-media
Family:	Auto & transport

Traffic data:

No. of visits:	No. of visitors:
No. Of subscribers:	No. Of page views:

Description:

Remarks:

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Demographics

Age	%	% Family	NetObserver
14-19	57%	9%	14%
20-29	29%	33%	24%
30-39	11%	32%	25%
40-49	2%	14%	18%
50-59	1%	8%	14%
60-69	0%	1%	4%
70 and over	0%	2%	1%

Gender	%	% Family	NetObserver
Male	54%	62%	59%
Female	46%	38%	41%

Socio-Professional Group (respondent)	%	% Family	NetObserver
Managers (public or private sector)	2%	17%	12%
Employees (public or private sector)	12%	41%	28%
Professionals, directors and self employed	2%	7%	5%
Self-employed (SME or agricultural)	2%	4%	4%
Skilled manual workers	3%	5%	8%
Semi or unskilled manual workers	4%	1%	3%
Military	1%	0%	0%
Apprentice	27%	9%	6%
----- Subtotal of working population	53%	84%	66%
Jobseeker	3%	1%	4%
Student	39%	11%	21%
House Husband/Wife	4%	2%	5%

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Socio-Professional Group (respondent)	%	% Family	NetObserver
Retired	0%	1%	4%
----- Subtotal of non-working population	46%	15%	34%

Socio-Professional Group (head of the family)	%	% Family	NetObserver
Managers (public or private sector)	16%	24%	20%
Employees (public or private sector)	24%	39%	30%
Professionals, directors and self employed	7%	9%	6%
Self-employed (SME or agricultural)	7%	6%	7%
Skilled manual workers	11%	9%	12%
Semi or unskilled manual workers	10%	3%	6%
Military	2%	0%	1%
Apprentice	7%	3%	2%
----- Subtotal of working population	84%	93%	84%
Jobseeker	3%	2%	4%
Student	10%	5%	7%
House Husband/Wife	2%	0%	1%
Retired	2%	2%	5%
----- Subtotal of non-working population	17%	9%	17%

Gender x Age	%	% Family	NetObserver
Male - 14-19	33%	5%	7%
Female - 14-19	24%	4%	8%
Male - 20-29	15%	17%	12%
Female - 20-29	15%	17%	12%
Male - 30-39	5%	21%	14%
Female - 30-39	6%	11%	11%
Male - 40-49	1%	11%	11%

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Gender x Age	%	% Family	NetObserver
Female - 40-49	1%	3%	7%
Male - 50-59	0%	7%	10%
Female - 50-59	0%	1%	4%
Male - 60-69	0%	1%	3%
Female - 60-69	0%	0%	1%
Male - 70 and over	0%	1%	1%
Female - 70 and over	0%	0%	0%

Gender x SPG	%	% Family	NetObserver
Male - Working	27%	52%	43%
Female - Working	26%	31%	25%
Male - Non working	26%	10%	16%
Female - Non working	21%	7%	16%

Age x SPG	%	% Family	NetObserver
14-19 years - Working	23%	4%	3%
14-19 years - non working	35%	4%	12%
20-29 years - Working	19%	26%	15%
20-29 years - non working	9%	7%	10%
30-39 years - Working	9%	31%	21%
30-39 years - non working	2%	2%	4%
40-49 - Working	1%	13%	15%
40-49 - non working	0%	1%	3%
50-59 - Working	0%	8%	12%
50-59 - non-working	0%	1%	2%
60-69 - non working	0%	1%	1%
60-69 - Working	0%	1%	2%

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Age x SPG	%	% Family	NetObserver
70 and over - Working	0%	1%	0%
70 and over - non working	0%	1%	0%

Professional domain	%	% Family	NetObserver
Logistics and purchasing	2%	3%	3%
Administration	3%	6%	6%
Assistant/ secretarial	3%	8%	3%
Sales/ salesforce	4%	9%	7%
Accountancy	1%	3%	2%
Management	1%	5%	5%
Finance	1%	1%	1%
IT/Telecoms	10%	17%	8%
Legal	1%	2%	1%
Marketing / Advertising / Communication	2%	7%	4%
Production	4%	3%	4%
Research and development	1%	4%	3%
Human resources	2%	3%	1%
Other	18%	15%	18%
----- Non working and professionals(not concerned)	46%	15%	34%

Company activity	%	% Family	NetObserver
Automotive	3%	3%	3%
Banking, Insurance and investments	2%	6%	4%
Machinery	3%	4%	4%
Education	2%	3%	3%
Chemical industry	1%	3%	2%
Other services	4%	9%	9%

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Company activity	%	% Family	NetObserver
Retail	4%	3%	3%
Electronics	2%	4%	3%
Hospitality/ travel	2%	2%	2%
Health sector	3%	4%	5%
Commerce	1%	3%	3%
Skilled crafts	3%	3%	2%
Consumer goods	0%	0%	1%
Agriculture	1%	0%	1%
Music and arts	0%	1%	1%
Legal	2%	2%	1%
Telecoms/ IT/ hardware	8%	18%	7%
Consultancy	1%	3%	1%
Associations	0%	1%	1%
Administration	1%	1%	3%
Advertising/ media/ publishing	2%	5%	3%
Science	1%	0%	1%
Others	7%	10%	7%
----- Non working, Teachers/lecturers, Military (not concerned)	47%	15%	34%

Size of the company	%	% Family	NetObserver
One person (yourself)	3%	9%	6%
Between 2 and 5 people	6%	8%	8%
Between 6 and 10 people	7%	6%	4%
Between 11 and 20 people	6%	5%	5%
Between 21 and 50 people	7%	9%	7%
Between 51 and 100 people	4%	9%	5%
Between 101 and 200 people	4%	5%	5%

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Size of the company	%	% Family	NetObserver
Between 201 and 500 people	4%	10%	6%
More than 500 people	12%	24%	19%
----- Non working, Teachers/lecturers, Military (not concerned)	47%	15%	34%

Education (working people)	%	% Family	NetObserver
Primary school	5%	2%	2%
Secondary school - pre GCSE (without apprenticeship)	6%	1%	2%
Secondary school # pre GCSE (with apprenticeship)	8%	11%	13%
Secondary school - post GCSE	22%	19%	24%
A Levels 6th Form /college - without studies	9%	21%	14%
A Levels/6th Form /college # with studies	5%	32%	21%
No qualifications obtained	1%	0%	1%
Other	5%	4%	3%
----- Students (not concerned)	39%	11%	21%

Net monthly income per household	%	% Family	NetObserver
Less than 1000 Euros	25%	10%	10%
1000 to 1250 Euros	8%	9%	10%
1250 to 1500 Euros	10%	12%	10%
1500 to 2000 Euros	8%	18%	16%
2000 to 2500 Euros	4%	16%	13%
More than 2500 Euros	6%	25%	19%
----- Students (not concerned)	39%	11%	21%

Marital status	%	% Family	NetObserver
Single, living with your parents	59%	17%	22%
Single, not living with your parents	19%	26%	20%

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Marital status	%	% Family	NetObserver
Married or living with your partner	18%	47%	47%
Divorced / Seperated	3%	9%	10%
Widower	1%	1%	1%

Number of people living in household, incl. respondent	%	% Family	NetObserver
One person (yourself)	9%	19%	18%
Two people	19%	36%	28%
Three people	28%	20%	21%
Four people	25%	15%	21%
5 or more people	20%	10%	13%

Number of people in household using Internet	%	% Family	NetObserver
1	22%	30%	31%
2	35%	46%	40%
3 or more	43%	25%	29%

Ages of children under 14 years old living in household	%	% Family	NetObserver
-----No children under 14 years old in household (not concerned)	59%	68%	61%
0 - 2 years	10%	8%	9%
3 - 5 years	4%	8%	7%
6 - 10 years	8%	6%	13%
11 - 14 years	18%	11%	10%

Geographical spread	%	% Family	NetObserver
Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	19%	19%	15%
Nordrhein-Westfalen	24%	23%	21%
Saarland, Rheinland-Pfalz, Hessen	15%	15%	18%

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Geographical spread	%	% Family	NetObserver
Baden-Württemberg	13%	13%	12%
Bayern	12%	16%	15%
Berlin	5%	4%	7%
Sachsen-Anhalt, Brandenburg, Mecklenburg-Vorpommern	7%	4%	6%
Thüringen, Sachsen	6%	5%	6%
----- Not living in Germany	0%	0%	0%

Size of town	%	% Family	NetObserver
City with more than 500,000 inhabitants	21%	24%	22%
City between 100,000 and 500,000 inhabitants	17%	14%	18%
City between 20,000 & 100,000 inhabitants	22%	21%	21%
City between 5,000 & 20,000 inhabitants	22%	23%	20%
City with less than 5,000 inhabitants	19%	18%	19%
----- Not living in Germany	0%	0%	0%

Equipement at home (multiple responses possible)	%	% Family	NetObserver
Television set	90%	90%	86%
DVD player	48%	40%	38%
Computer (PC/Mac)	92%	88%	87%
Digital camera	28%	28%	29%
Subscription to satellite TV	35%	35%	34%
Subscription to cable TV	56%	55%	52%
Electronic organizer (Palm Pilot, Psion)	17%	24%	16%
Camcorder	31%	24%	32%
Video Recorder	76%	76%	74%
Games console	40%	21%	27%
Second telephone line at home	48%	51%	44%

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User family:			

Equipement at home (multiple responses possible)	%	% Family	NetObserver
Answer machine	54%	69%	61%
Fax	39%	46%	41%
Home Cinema	8%	3%	5%
Mobile phone	89%	88%	84%
MP3 player	26%	22%	19%

WAP access from mobile phones	%	% Family	NetObserver
I already have access (i use a WAP compatible phone)	30%	41%	23%
I dont have it but im interested in it	13%	10%	12%
I dont have it and im not interested	45%	38%	50%
----- Non-owners of mobile phones (not concerned)	11%	12%	16%

Frequency of purchases in supermarkets	%	% Family	NetObserver
Once or twice per month	25%	23%	22%
3 of 4 times per month	32%	38%	31%
more than 4 times a month	39%	35%	44%
----- I never shop in supermarkets	5%	4%	3%

Value of purchases in supermarkets	%	% Family	NetObserver
Less than £20	24%	19%	19%
Between £20 and £50	40%	43%	47%
Between £50 and £75	18%	15%	16%
Between £75 and £100	6%	11%	7%
More than £100	7%	9%	7%
----- I never shop in supermarkets	5%	4%	3%

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Purchase of brand names	%	% Family	NetObserver
Clothing	46%	36%	39%
Perfume	32%	32%	35%
Cosmetic / Beauty products	20%	19%	22%
IT equipment / Hi-Fi / Video	48%	39%	40%
Food shopping (groceries)	20%	18%	20%
For sport and sports equipment	36%	23%	27%

Frequency of purchase of beauty/cosmetic prod.	%	% Family	NetObserver
1 to 3 times per year	35%	37%	34%
4 to 6 times per year	17%	20%	21%
6 to 12 times per year	13%	13%	16%
More than once a month	11%	8%	9%
----- I never purchase cosmetic / beauty products	24%	23%	20%

Frequency of purchase of clothing	%	% Family	NetObserver
1 to 3 times per year	34%	45%	38%
4 to 6 times per year	29%	29%	29%
6 to 12 times per year	24%	16%	21%
More than once a month	12%	5%	10%
----- I never purchase clothing	2%	4%	2%

Products you buy regularly wherever you buy them	%	% Family	NetObserver
Water	51%	51%	58%
Frozen Products	45%	48%	50%
Ready meals	29%	23%	22%
Jams and preserves	22%	18%	28%
Bio products	15%	21%	19%

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Products you buy regularly wherever you buy them	%	% Family	NetObserver
Dietary or slimming products	5%	5%	5%
Ready made desserts	16%	16%	17%
Fruit juice	47%	50%	51%
Cheese	59%	66%	68%
Fizzy drinks	38%	42%	38%
Wine / Champagne	18%	39%	30%
Meat / Fish	52%	59%	58%
Strong alcohol's (whisky, gin)	7%	11%	8%
Alcoholic aperitifs (martini, pastis...)	8%	8%	6%
Beer	22%	34%	30%
Vitamin drinks	36%	25%	29%
Milk drinks	49%	44%	50%

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Lifestyle

Hobbies	%	% Family	NetObserver
Artistic activities (Dance,theatre, music..)	18%	18%	17%
"Use of internet regarding ""Artistic activities (Dance,theatre, music..)""	8%	7%	7%
Stock markets, financial activities	5%	8%	9%
Use of Internet regarding # Stock markets, financial activities	5%	7%	9%
DIY / Gardening / Decorating	19%	37%	30%
Use of Internet regarding # DIY / Gardening / Decorating #	10%	17%	15%
Holidays / Weekends away	30%	51%	41%
Use of Internet regarding # Holidays / Weekends away #	23%	50%	35%
Fashion	30%	19%	19%
Use of Internet regarding # Fashion #	20%	12%	12%
Shopping	47%	42%	40%
Use of Internet regarding # Shopping #	23%	28%	22%
Cookery	31%	47%	38%
Use of Internet regarding # Cookery #	14%	24%	17%
Games of chance (lottery, bookmakers, casinos)	8%	5%	13%
Use of Internet regarding # Games of chance (lotto, bookmakers, casinos) #	5%	2%	7%
Video games	33%	19%	23%
Use of Internet regarding # Video games #	23%	13%	16%
Sport	55%	44%	48%
Use of Internet regarding # Sport #	23%	16%	20%
Eating out in restaurants	33%	49%	38%
Use of Internet regarding # Eating out in restaurants #	4%	10%	5%
Nights out (clubs, bars)	58%	50%	37%
Use of Internet regarding # Nights out (clubs, bars) #	25%	18%	13%
Outdoor activities	51%	53%	49%
"Use of Internet regarding ""Outdoor activities""	11%	14%	9%

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Hobbies	%	% Family	NetObserver
Reading	47%	62%	59%
Use of Internet regarding # Reading #	22%	29%	29%
Going to the cinema	63%	59%	47%
Use of Internet regarding # Going to the cinema #	41%	41%	28%
Going to the theatre	10%	30%	17%
Use of Internet regarding # Going to the theatre #	4%	15%	8%
Musical concerts	26%	37%	28%
Use of Internet regarding # Musical concerts #	15%	26%	18%
Exhibitions, museums	13%	26%	20%
Use of Internet regarding # Exhibitions, museums #	6%	15%	11%
Computing	43%	48%	35%
Use of Internet regarding # Computing #	36%	44%	30%
Board games / Card games / Role playing games	27%	34%	28%
Use of Internet regarding # Board/Card/Role playing games#	6%	8%	8%

For how long per day, on average, do you usually watch TV?	%	% Family	NetObserver
Less than 1 hour per day	18%	26%	20%
Between 1 and 2 hours	31%	32%	31%
Between 2 and 3 hours	29%	25%	26%
Between 3 and 4 hours	11%	7%	10%
More than 4 hours	8%	4%	6%
----- I don't watch TV	4%	7%	7%

TV programs you most frequently watch	%	% Family	NetObserver
Films	70%	72%	66%
Games shows / variety shows	32%	23%	21%
Talkshows	24%	11%	17%

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TV programs you most frequently watch	%	% Family	NetObserver
Series/Sitcoms	50%	31%	31%
Sport	32%	24%	34%
TV News	51%	63%	60%
Children's programs	9%	7%	9%
Documentaries / reports	39%	58%	49%
Interactive services (available via cable and satellite)	5%	5%	3%
Music programs	42%	23%	27%
----- I don't watch TV	4%	7%	7%

On average, for how long, per day, do you listen to the radio ?	%	% Family	NetObserver
Less than 1/2 hour per day	18%	15%	19%
Between 1/2 hour and 1 hour	16%	20%	18%
Between 1 and 2 hours	15%	16%	16%
Between 2 and 3 hours per day	12%	13%	12%
More than 3 hours	28%	29%	25%
----- I don't listen to the radio	11%	7%	10%

Type of radio station you most frequently listen to ?	%	% Family	NetObserver
General national radio stations	14%	21%	14%
Local radio stations	40%	54%	50%
Radio news stations	11%	13%	15%
Musical radio stations	61%	41%	44%
----- I don't listen to the radio	11%	7%	10%

On average, for how long, per day do you read (press)?	%	% Family	NetObserver
Less than 1/2 hour per day	46%	36%	34%
Between 1/2 hour and 1 hour	31%	43%	38%

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On average, for how long, per day do you read (press)?	%	% Family	NetObserver
Between 1 and 2 hours	10%	11%	16%
Between 2 and 3 hours	2%	5%	2%
More than 3 hours	1%	0%	1%
----- I don't read press	11%	5%	8%

What kind publications do you read?: (multi-response)	%	% Family	NetObserver
Daily national newspapers	14%	27%	19%
Regional daily newspapers	36%	57%	50%
Economic / managerial or financial publications	8%	18%	15%
Professional computing / telecom / multimedia publications	28%	39%	29%
News magazines	25%	45%	35%
Health magazines	8%	5%	10%
Feminine publications	20%	13%	20%
Masculine publications	11%	6%	6%
Family publications	7%	4%	8%
Children's magazines	4%	1%	3%
Youth publications 15 - 20 age range	20%	5%	8%
Foreign press	5%	8%	6%
Scientific publications	12%	21%	17%
Sports and leisure publications	20%	14%	17%
Cultural publications (music, cinema, literature...)	11%	10%	12%
Automotive publications	28%	21%	16%
Games publications (cross words...)	9%	7%	8%
Computer games publications	14%	7%	7%
Home improvement publications (DIY, gardening, deco...)	13%	16%	15%
TV publications	39%	37%	38%
Peoples press'	4%	4%	6%

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What kind publications do you read?: (multi-response)	%	% Family	NetObserver
Travel and tourism magazines	11%	17%	15%
General public Internet publications	23%	21%	20%
----- I don't read press	11%	5%	8%

What publications do you read?: (multi-response) (part 1)	%	% Family	NetObserver
Augsburger Allgemeine	0%	2%	1%
Berliner Zeitung	4%	2%	4%
Bild	32%	15%	18%
Express	3%	1%	2%
Frankfurter Allgemeine - FAZ	8%	21%	12%
Frankfurter Rundschau	4%	7%	5%
Freie Presse	3%	4%	4%
Rheinischer Merkur	0%	1%	1%
Hamburger Abendblatt	4%	4%	3%
Handelsblatt	3%	6%	6%
Hannoversche Allgemeine Zeitung	2%	2%	2%
Leipziger Volkszeitung	0%	2%	1%
Mittelbayerische Zeitung	0%	1%	1%
NetZeitung	2%	1%	1%
Rheinische Post	3%	4%	4%
Die Zeit	4%	7%	7%
Sächsische Zeitung	2%	1%	2%
Stuttgarter Zeitung	4%	5%	3%
Süddeutsche Zeitung	8%	15%	12%
Der Tagesspiegel (Berlin)	2%	1%	4%
Taz - die tageszeitung	3%	5%	4%
Die Welt	8%	11%	7%

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User family:			

What publications do you read?: (multi-response) (part 1)	%	% Family	NetObserver
Westdeutsche Allgemeine - WAZ	4%	3%	5%
----- I don't read press	11%	5%	8%

Number of books read per month	%	% Family	NetObserver
Less than one book per month	28%	31%	26%
1 book per month	26%	24%	26%
2 books per month	16%	19%	19%
3 books per month	5%	10%	8%
More than 3 books per month	5%	8%	9%
----- I never read books	21%	10%	11%

On average, how often do you go to the cinema?	%	% Family	NetObserver
Once a year	8%	10%	13%
Once every 6 months	17%	15%	20%
Once every 2 or 3 months	33%	30%	26%
Once a month	23%	22%	19%
Once every fortnight	11%	9%	7%
Once a week or more	2%	3%	2%
----- I don't go to the cinema	6%	10%	13%

Type of holidays taken most frequently	%	% Family	NetObserver
Camping/caravanning	22%	24%	19%
Hotel	35%	54%	40%
Holiday club / holiday village	11%	9%	12%
Tours / organized trips	9%	16%	13%
Cruises	1%	0%	4%
Rent apartment / house / cabin	27%	34%	33%

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User family:			

Type of holidays taken most frequently	%	% Family	NetObserver
Holiday home / Bed & Breakfast	8%	10%	10%
Therapeutic	3%	5%	4%
Youth hostel	9%	8%	7%
In your second home	3%	2%	4%
With family or friends	38%	29%	30%
Stay at home	47%	36%	36%
Spontaneous, adventure seeking	17%	32%	22%

Holiday location	%	% Family	NetObserver
In Germany	61%	51%	49%
In Austria, in Switzerland, in Southern Tirol	13%	14%	14%
Within Europe	52%	73%	61%
Outside Europe	20%	36%	27%

Budget dedicated to holidays (per year/household)	%	% Family	NetObserver
Less than 750 Euros per year	42%	20%	27%
750 to 1 500 Euros	28%	32%	27%
1 500 to 3 000 Euros	19%	30%	28%
More than 3000 Euros	11%	18%	18%

Use of internet to prepare holidays	%	% Family	NetObserver
Yes	70%	88%	72%
No	30%	12%	28%

Does your household possess a secondary residence ?	%	% Family	NetObserver
Yes	15%	17%	15%
No	85%	83%	85%

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User family:			

Type of vehicles owned by household	%	% Family	NetObserver
Micro cars	3%	6%	4%
City cars	36%	33%	26%
Small cars	18%	31%	27%
Lower average	18%	16%	19%
Average	6%	3%	7%
Luxury cars	1%	1%	1%
4x4 vehicules	1%	0%	1%
Vans/ people carriers	3%	4%	2%
Sub total one or more cars	86%	94%	87%
One or several motorbikes / scooters	1%	0%	1%
There is neither car nor motorbike / scooter in my household	12%	6%	12%

Number of cars owned by household	%	% Family	NetObserver
1 Car	40%	37%	43%
2 Cars	33%	38%	36%
3 Or more cars	14%	20%	9%
There is no car in my household	12%	6%	12%

Types of banks princpaly used	%	% Family	NetObserver
Traditional bank, without using Internet services	31%	19%	28%
Traditional bank, using Internet services	59%	78%	63%
Remote banking (no counter service)	6%	2%	6%
No bank account	4%	1%	4%

Foreseen changes within the next 12 months	%	% Family	NetObserver
Move house	20%	24%	16%
Purchase a property	3%	7%	5%

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Friendly name:		Family:	Auto & transport
User family:			

Foreseen changes within the next 12 months	%	% Family	NetObserver
Purchase a car	36%	24%	17%
Purchase a motorbike / scooter	18%	9%	5%
Go and work abroad	4%	5%	5%
Birth of a child	3%	1%	4%
Marriage	7%	6%	4%
Retire	0%	1%	2%
Stop working, but not retire	1%	1%	1%
Search for your first job	17%	7%	7%
Change of job	14%	21%	16%
Refurbish your residence (bathroom, kitchen, bedroom#)	21%	30%	23%
None of the above	24%	31%	38%

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User family:			

Internet use

How long ago did you start using the Internet?	%	% Family	NetObserver
Since the 3rd term 2002 jul-sept	0%	0%	0%
Since the 2nd term 2002 apr- june	4%	1%	6%
Since the 1st term 2002 jan- mar	9%	4%	7%
Since the 2nd half of 2001	16%	14%	12%
Since the 1st half of 2001	23%	19%	18%
Since the 2nd half of 2000	20%	27%	21%
Since the 1st half of 2000	28%	35%	35%
Since 1999 or before	0%	0%	0%

Where do you normally access the Internet from?	%	% Family	NetObserver
From your workplace	25%	62%	39%
From your school or university	27%	10%	13%
From your home	89%	87%	87%
From you parents or a friends home	12%	5%	7%
From a public area (cybercafé...)	7%	5%	6%
Other	2%	3%	4%

Type of access used for principal access at home	%	% Family	NetObserver
Fixed telephone line (modem) via your computer	23%	25%	27%
ISDN access via your computer	26%	30%	32%
Access through a cable network	1%	1%	1%
ADSL access	35%	27%	23%
Other forms of access (sat., TV, games console, mobile used as a modem)	1%	1%	1%
Don't know	3%	3%	2%
----- Non connected at home (non concerned)	11%	13%	13%

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Friendly name:		Family:	Auto & transport
User family:			

Frequency of Internet use	%	% Family	NetObserver
Once a month or less	3%	3%	5%
Two or three times a month	4%	2%	8%
Once a week	9%	4%	12%
Two or three times a week	5%	6%	9%
Four to six times a week	11%	9%	10%
Almost every day	25%	26%	26%
Several times a day	43%	50%	31%

Time spent using Internet (for each use)	%	% Family	NetObserver
Less than 30 minutes	3%	16%	11%
Between 30 minutes and 1 hour	16%	22%	26%
Between 1 and 2 hours	28%	19%	28%
Between 2 and 3 hours	15%	21%	13%
Between 3 and 4 hours	9%	11%	7%
More than 4 hours	29%	11%	15%

Internet navigator used (multi-response)	%	% Family	NetObserver
Internet Explorer	81%	85%	76%
Netscape	3%	7%	9%
Others (Opera,#)	6%	4%	6%
I dont know	10%	4%	10%

You use Internet...	%	% Family	NetObserver
Purely for personal use	34%	13%	31%
Mostly for personal use	25%	13%	17%
Equally for personal and professional uses	39%	69%	48%
Mostly for professional reasons	2%	5%	3%

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Friendly name:		Family:	Auto & transport
User family:			

You use Internet...	%	% Family	NetObserver
Purely for professional use	1%	1%	0%

On average, how often do you consult your e-mails ?	%	% Family	NetObserver
Once a month or less	6%	2%	5%
Two or three times a month	6%	3%	5%
Once a week	7%	3%	7%
Two or three times a week	5%	6%	8%
Four to six times a week	9%	3%	9%
Almost every day	27%	26%	28%
Several times a day	38%	56%	37%
----- Don't use email (not concerned)	1%	0%	1%

Time spent using email (for each use)	%	% Family	NetObserver
Less than 30 minutes	49%	39%	43%
Between 30 minutes and 1 hour	34%	35%	36%
Between 1 and 2 hours	10%	17%	15%
Between 2 and 3 hours	2%	5%	3%
Between 3 and 4 hours	0%	3%	1%
More than 4 hours	3%	1%	2%

You use e-mail...	%	% Family	NetObserver
Purely for personal use	39%	17%	37%
Mostly for personal use	28%	12%	18%
Equally for personal and professional uses	31%	65%	41%
Mostly for professional reasons	2%	5%	3%
Purely for professional use	0%	1%	1%

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Friendly name:		Family:	Auto & transport
User family:			

Type of sites consulted 1+ in the last 15 days	%	% Family	NetObserver
Adult / Charm	9%	10%	9%
Business / Finance / Economics	10%	21%	18%
Entertainment / Leisure	39%	33%	36%
Children's / Family	10%	8%	11%
Women's interest	6%	6%	8%
News	10%	12%	9%
Search engine / directories	37%	49%	39%
Sport	20%	16%	19%
Technology	20%	31%	18%
Practical services (weather, timetables, transp., traffic news)	27%	56%	38%
Access provider sites	18%	24%	21%
Online shopping sites (purchases, auctions)	9%	22%	10%
Governmental and administrative sites	9%	22%	14%
TV channels or radio websites	22%	25%	20%
Written press sites	6%	14%	9%
Community or personal web pages	15%	12%	11%
Online Banking	27%	52%	37%
Free E-Mail websites	37%	42%	34%
Sites dedicated to a professional activity	6%	9%	5%
Cultural sites	9%	19%	16%
Chat/ online discussion	29%	17%	16%
Brand names sites	7%	7%	7%
Medicine / Healthcare	13%	14%	20%
Employment	21%	23%	17%
Small Ads (other than employment)	19%	22%	14%
Tourism / Holidays	18%	43%	33%
Others	40%	31%	34%

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Site URL:	http://www.fahrschule.de	Agency:	accomm-media
Friendly name:		Family:	Auto & transport
User family:			

Use of services via Internet (multiresponse)	%	% Family	NetObserver
Carry out stock market transactions	5%	14%	11%
I foresee ""Carrying out stock market transactions"	2%	1%	2%
Take out an insurance policy	5%	10%	6%
I foresee #Taking out an insurance policy	2%	3%	2%
Post a small advert (car, job)	29%	44%	29%
I foresee posting a small advert (car, job)	4%	3%	4%
Reply to, or consult adverts	21%	39%	23%
I foresee Replying to, or consulting adverts	3%	5%	4%
Play online	50%	33%	33%
I foresee playing online	5%	4%	3%
Meet people online	11%	11%	10%
I foresee meeting people online	2%	2%	2%
Download video from the Internet	35%	29%	21%
I foresee Downloading video from the Internet	7%	4%	4%
Watch television through the Internet	10%	12%	8%
I foresee Watching television through the Internet	5%	4%	4%
Construct your own website	25%	32%	21%
I foresee Constructing my own website	4%	8%	7%
Participate in discussion groups	29%	27%	24%
I foresee Participating in discussion groups	3%	3%	3%
Talk directly throught the Internet (chat...)	38%	40%	28%
I foresee Talking directly throught the Internet (chat...)	5%	2%	3%
Use instant messenger software (Yahoo I.M., AOL I.M., ICQ)	29%	27%	20%
I foresee Using instant messenger soft. (Yahoo, AOL, ICQ)	2%	5%	2%
Telephone through the Internet	19%	16%	12%
I foresee Telephoning through the Internet	5%	9%	8%
Manage a bank account online	24%	54%	36%

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Friendly name:		Family:	Auto & transport
User family:			

Use of services via Internet (multiresponse)	%	% Family	NetObserver
I foresee Managing a bank account online	4%	3%	5%
Access to the Internet through a mobile or an elec organiser	13%	18%	8%
I foresee Accessing Internet with a mobile or elec.organiser	4%	4%	2%
Access to Internet services through a television	3%	1%	2%
I foresee Accessing to Internet services through a television	3%	2%	2%
Sell at auction	37%	56%	38%
I foresee Selling at auction	6%	6%	5%
Listen to the radio through Internet	39%	43%	29%
I foresee Listening to the radio through Internet	4%	2%	3%
Download music from the Internet	47%	46%	37%
I foresee Downloading music from the Internet	6%	7%	6%

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Site URL:	http://www.fahrschule.de	Agency:	accomm-media
Friendly name:		Family:	Auto & transport
User family:			

E-commerce

Have you ever purchased any products or services on the net?	%	% Family	NetObserver
Yes	78%	87%	78%
No, but I foresee buying a product or service online	2%	1%	5%
No, and I don't foresee buying a product or service online	21%	12%	17%

Gender x E-commerce	%	% Family	NetObserver
Male - Yes	44%	59%	48%
Male - No, but I foresee buying a product or service online	0%	1%	3%
Male - No, and I don't foresee buying a product or service online	8%	7%	8%
Female -Yes	33%	28%	32%
Female - No, but I foresee buying a product or service online	1%	1%	2%
Female - No, and I don't foresee buying a product or service online	12%	5%	8%

How long ago did you first buy on-line	%	% Family	NetObserver
Less than 3 months ago	13%	8%	8%
Between 3 and 6 months ago	9%	3%	8%
Between 6 months and 1 year ago	15%	9%	11%
Between 1 and 2 years ago	22%	24%	23%
Between 2 and 4 years ago	13%	32%	20%
More than 4 years ago	5%	10%	9%
----- Non buyers (not concerned)	23%	13%	22%

Online payment	%	% Family	NetObserver
Yes	33%	51%	41%
No	44%	36%	37%
----- Non buyers (not concerned)	23%	13%	22%

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Site URL:	http://www.fahrschule.de	Agency:	accomm-media
Friendly name:		Family:	Auto & transport
User family:			

Products or services purchased through Internet	%	% Family	NetObserver
Books	41%	66%	51%
Music (cd, tapes, mp3...)	37%	57%	41%
Computing	28%	38%	27%
Video (video tapes, dvd...)	22%	25%	19%
Softwares - CD-ROM	24%	37%	27%
Transport (flight tickets, train tickets, rent a car...)	11%	32%	18%
Clothes and textile accessories	26%	33%	29%
Delicatessen (fine foods)	3%	5%	4%
Travel (tour operator, hotel nights)	8%	18%	16%
Flowers	5%	14%	8%
Music and video equipment	11%	13%	9%
Entertainment tickets (cinema, shows, sport...)	15%	35%	19%
Bodycare / Jewellery / Cosmetics	8%	11%	9%
Meal delivery	4%	10%	3%
Video games	12%	7%	8%
Furniture / Products for the home	5%	6%	5%
Household appliances	8%	18%	11%
Alcohol and tobacco	4%	4%	3%
Groceries (general food shopping)	4%	6%	5%
Financial products	4%	13%	6%
Other products	15%	19%	18%
Other services	5%	7%	7%
----- Non buyers (not concerned)	23%	13%	22%

Use of Internet to prepare a purchase (prices, info.)	%	% Family	NetObserver
Books	1%	2%	2%
Music (cd, tapes, mp3...)	2%	2%	1%

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Friendly name:		Family:	Auto & transport
User family:			

Use of Internet to prepare a purchase (prices, info.)	%	% Family	NetObserver
Computing	2%	2%	2%
Video (video tapes, dvd...)	1%	1%	1%
Softwares - CD-ROM	2%	1%	1%
Transport (flight tickets, train tickets, rent a car...)	1%	2%	2%
Clothes and textile accessories	1%	1%	1%
Delicatessen (fine foods)	0%	0%	0%
Travel (tour operator, hotel nights)	1%	2%	2%
Flowers	0%	0%	0%
Music and video equipment	1%	1%	1%
Entertainment tickets (cinema, shows, sport...)	1%	1%	2%
Bodycare / Jewellery / Cosmetics	0%	0%	0%
Meal delivery	0%	0%	0%
Video games	1%	0%	0%
Furniture / Products for the home	0%	0%	0%
Household appliances	1%	2%	1%
Alcohol and tobacco	0%	0%	0%
Groceries (general food shopping)	0%	0%	0%
Financial products	0%	0%	0%
Other products	1%	1%	1%
Other services	1%	0%	1%
----- Sub-total Yes	11%	8%	12%
----- No	11%	5%	10%
----- Buyers (not concerned)	78%	87%	78%