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NetCibles® : Deutschland, Erhebungswelle November 2003 (28 798 Befragten) - Profile report

fahrschule.de

Site data

Properties:

Number of respondents on this site :953	
Site URL:	http://www.fahrschule.de
Friendly name:	Agency: farschule(Eigenvermarktung)
User family:	Family: Practical services / Daily life (weather, timetables, transport, traffic news)

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%	14%	16%
20-29	24%	30%	20%
30-39	11%	26%	27%
40-49	7%	19%	21%
50-59	2%	8%	12%
60-69	1%	3%	5%
70 and over	0%	0%	0%

Sex	%	% Family	NetObserver
Male	42%	51%	59%
Female	58%	49%	41%

Profession (of the respondent)	%	% Family	NetObserver
Manager (public or private sector)	2%	11%	11%
Employee (public or private sector)	10%	31%	24%
Self employed without work Professionals	2%	7%	7%
Self employed with work	2%	3%	3%
Skilled workers	5%	6%	6%
Unskilled workers	4%	1%	2%
Agriculturist	0%	0%	0%
Military or Police	0%	1%	1%
Apprentice	23%	5%	4%
Other	6%	3%	4%
----- Subtotal of working population	54%	68%	62%
Jobseeker	4%	4%	7%

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Profession (of the respondent)	%	% Family	NetObserver
Student	34%	22%	22%
House Husband/Wife	6%	3%	4%
Retired	0%	2%	4%
----- Subtotal of non-working population	44%	31%	37%

Profession (of the head of the family)	%	% Family	NetObserver
Manager (public or private sector)	12%	18%	18%
Employee (public or private sector)	21%	34%	28%
Self employed without employees	5%	8%	7%
Self employed with employees	10%	7%	6%
Skilled workers	9%	9%	9%
Unskilled workers	8%	3%	4%
Agriculturist	1%	0%	0%
Military or Police	2%	1%	1%
Apprentice	6%	2%	1%
other	12%	5%	7%
----- Subtotal of working population	86%	87%	81%
Jobseeker	4%	3%	5%
Student	5%	7%	6%
House Husband/Wife	2%	1%	1%
Retired	2%	3%	5%
----- Subtotal of non-working population	13%	14%	17%

Sex x Age	%	% Family	NetObserver
Male - 14-19	21%	5%	6%
Female - 14-19	36%	8%	9%
Male - 20-29	9%	13%	10%

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Sex x Age	%	% Family	NetObserver
Female - 20-29	15%	17%	10%
Male - 30-39	6%	14%	16%
Female - 30-39	5%	12%	11%
Male - 40-49	4%	11%	13%
Female - 40-49	2%	8%	7%
Male - 50-59	1%	6%	9%
Female - 50-59	0%	2%	3%
Male - 60-69	0%	2%	4%
Female - 60-69	0%	0%	1%
Male - 70 and over	0%	0%	0%
Female - 70 and over	0%	0%	0%

Sex x SPG	%	% Family	NetObserver
Male - Working	27%	38%	41%
Female - Working	29%	31%	21%
Male - Non working	15%	13%	18%
Female - Non working	29%	18%	20%

Age x SPG	%	% Family	NetObserver
14-19 years - Working	25%	3%	3%
14-19 years - non working	32%	11%	13%
20-29 years - Working	16%	18%	10%
20-29 years - non working	8%	12%	10%
30-39 years - Working	9%	23%	21%
30-39 years - non working	2%	3%	5%
40-49 - Working	5%	17%	17%
40-49 - non working	1%	2%	4%

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Age x SPG	%	% Family	NetObserver
50-59 - Working	1%	7%	9%
50-59 - non-working	0%	1%	3%
60-69 - non working	0%	1%	2%
60-69 - Working	0%	1%	3%
70 and over - Working	0%	0%	0%
70 and over - non working	0%	0%	0%

Professional domain	%	% Family	NetObserver
Logistics / Purchasing / Transport	5%	5%	6%
Administration	6%	8%	7%
Assistant / Secretarial	6%	5%	3%
Sales / Sales force	8%	7%	7%
Accountancy	2%	1%	1%
Management	2%	5%	6%
Finance	1%	3%	2%
IT/Telecoms	6%	10%	9%
Legal	2%	2%	2%
Marketing / Advertising / Communication	3%	7%	6%
Production	9%	6%	7%
Research and development	2%	5%	4%
Human resources	4%	3%	2%
----- Non working and professionals (not concerned), professional soldiers	44%	32%	38%

Size of the company	%	% Family	NetObserver
One person (yourself)	7%	10%	9%
Between 2 and 5 people	12%	7%	7%
Between 6 and 10 people	5%	4%	4%

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Size of the company	%	% Family	NetObserver
Between 11 and 20 people	5%	4%	4%
Between 21 and 50 people	4%	6%	6%
Between 51 and 100 people	3%	5%	4%
Between 101 and 200 people	4%	5%	4%
Between 201 and 500 people	4%	6%	6%
Between 500 and 5000 people	6%	10%	9%
More than 5000 people	6%	10%	9%
----- Non working and professionals (not concerned), professional soldiers	44%	32%	38%

In your workplace, are you a decision maker concerning the choice of products or	%	% Family	NetObserver
Technical office supplies	8%	18%	16%
Banking and Finance	7%	14%	12%
Transport and journeys	4%	9%	7%
Communication	5%	14%	11%
Telecommunications	8%	18%	16%
Training	7%	16%	14%
Vehicle fleet	4%	9%	8%
Marketing (studies, research...)	4%	13%	10%
Human Resources	9%	14%	13%
No decision taking power	26%	28%	24%
----- Non working and professionals (not concerned), professional soldiers	44%	32%	38%

Net monthly income per household	%	% Family	NetObserver
Less than 1000 Euros	18%	7%	9%
1000 to 1250 Euros	11%	7%	7%
1250 to 1500 Euros	9%	8%	8%
1500 to 2000 Euros	10%	13%	13%

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User family:			

Net monthly income per household	%	% Family	NetObserver
2000 to 2500 Euros	10%	14%	13%
More than 2500 Euros	9%	28%	26%
----- Students (not concerned)	34%	22%	22%

Marital status	%	% Family	NetObserver
Single, living with your parents	57%	20%	21%
Single, not living with your parents	18%	27%	22%
Married or living with your partner	22%	44%	46%
Divorced / Separated	3%	9%	10%
Widower	0%	0%	1%

Number of people living in household, incl. respondent	%	% Family	NetObserver
One person (yourself)	9%	22%	19%
Two people	17%	30%	28%
Three people	25%	20%	21%
Four people	29%	19%	21%
5 or more people	20%	9%	11%

number of children in household	%	% Family	NetObserver
-----No children in household (not concerned)	58%	68%	64%
1	21%	16%	18%
2	12%	12%	13%
3 and more	8%	4%	5%

Ages of children under 14 years old living in household	%	% Family	NetObserver
----- No children under 14 in household	58%	68%	64%
0 - 2 years	13%	6%	7%

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User family:			

Ages of children under 14 years old living in household	%	% Family	NetObserver
3 - 5 years	11%	8%	8%
6 - 10 years	13%	12%	13%
11 - 14 years	10%	11%	13%

Geographical region (Nielsen)	%	% Family	NetObserver
Schleswig-Holstein, Hamburg, Bremen, Niedersachsen	18%	16%	18%
Nordrhein-Westfalen	27%	22%	20%
Saarland, Rheinland-Pfalz, Hessen	15%	16%	13%
Baden-Württemberg	9%	13%	12%
Bayern	12%	15%	15%
Berlin	6%	6%	5%
Sachsen-Anhalt, Brandenburg, Mecklenburg-Vorpommern	7%	6%	8%
Thüringen, Sachsen	6%	6%	9%
----- Not living in Germany	0%	0%	0%

Size of town	%	% Family	NetObserver
more than 500,000 inhabitants	21%	22%	20%
between 100,000 and 500,000 inhabitants	12%	19%	18%
between 20,000 & 100,000 inhabitants	22%	21%	22%
between 5,000 & 20,000 inhabitants	23%	21%	21%
less than 5,000 inhabitants	22%	17%	19%
----- Not living in Germany	0%	0%	0%

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Lifestyle

Equipment at home	%	% Family	NetObserver
Computer (PC)	91%	92%	91%
Computer (Mac)	3%	4%	3%
Laptop	26%	38%	34%
Ink-jet printer	66%	80%	76%
Laser printer	19%	25%	22%
DVD player	66%	65%	60%
Digital camera	45%	53%	49%
"Subscription to ""Premiere"" TV "	11%	11%	11%
Subscription to digital TV	15%	14%	14%
Subscription to satellite TV	35%	37%	35%
Cable TV	55%	57%	54%
Electronic organiser (Palm Pilot, Psion#)	12%	20%	17%
Video camera/ camcorder	32%	31%	32%
Video recorder	71%	78%	74%
Fax	33%	41%	39%
Games console	38%	27%	27%
Home cinema	6%	5%	5%
Mobile phone	88%	95%	90%
Mp3-player	31%	31%	28%
Fixed telephone line	80%	92%	86%

Which of the following items do you intend to purchase in the next 12 months? (e	%	% Family	NetObserver
Computer (PC)	20%	22%	21%
Computer (Mac)	1%	1%	1%
Laptop	12%	18%	15%
Ink-jet printer	4%	8%	6%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Which of the following items do you intend to purchase in the next 12 months? (e	%	% Family	NetObserver
Laser printer	5%	8%	7%
Home cinema	7%	7%	6%
TV	12%	13%	12%
DVD player	13%	14%	12%
Video camera/ camcorder	10%	8%	7%
Video recorder	4%	3%	3%
DVD recorder	11%	14%	13%
Digital camera	16%	26%	21%
"Subscription to ""Premiere"" TV "	3%	2%	2%
Subscription to satellite TV	2%	3%	2%
Cable TV	2%	1%	1%
Electronic organiser (Palm Pilot, Psion#)	3%	6%	5%
Fax	3%	3%	3%
Games console	6%	5%	4%
Mobile phone	27%	24%	21%
MP3-player	11%	9%	8%
White goods (fridge, washing machine#)	15%	23%	18%

Which of the following games consoles do you own?	%	% Family	NetObserver
Playstation	19%	12%	13%
Playstation 2	11%	9%	9%
Dreamcast	1%	1%	1%
X-Box	3%	2%	2%
N-64	8%	6%	6%
Gamecube	3%	2%	2%
Gameboy (Advanced / Colour)	14%	9%	10%
others	9%	6%	6%

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User family:			

Which of the following games consoles do you own?	%	% Family	NetObserver
----- No games console	62%	73%	73%

Mobile phone package used (base : mobile phone owners)	%	% Family	NetObserver
Contract	45%	67%	58%
Pre-paid	43%	29%	32%
----- No mobile phone	12%	5%	10%

Make of mobile currently using	%	% Family	NetObserver
Alcatel	2%	2%	2%
Benefon	0%	0%	0%
BlackBerry	0%	0%	0%
Bosch	0%	0%	0%
Ericsson	1%	1%	1%
LG Electronics	0%	0%	0%
Mitsubishi	0%	0%	0%
Motorola	4%	4%	5%
NEC	1%	1%	1%
Nokia	55%	53%	50%
Panasonic	1%	1%	1%
Philips	1%	2%	2%
SAGEM	2%	2%	2%
Samsung	4%	2%	2%
Sendo	0%	0%	0%
Sharp	1%	1%	1%
Siemens	24%	32%	30%
Sony	1%	1%	1%
SonyEricsson	3%	4%	3%

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User family:			

Make of mobile currently using	%	% Family	NetObserver
Toshiba	0%	0%	0%
Trium	1%	1%	1%
T-Mobile	1%	1%	1%
other	1%	0%	1%
----- No mobile phone	12%	5%	10%

Which of the following services do you have access to from your mobile phone?	%	% Family	NetObserver
SMS	83%	85%	77%
Internet (weather forecast, information, directory enquiries)	11%	11%	10%
Email	11%	12%	12%
Listen to music (radio/MP3#)	11%	6%	5%
Take and send photos (MMS)	13%	11%	9%
Download ringtones / logos	22%	15%	13%
----- No mobile phone	12%	5%	10%

Purchase of brand names	%	% Family	NetObserver
Clothes	38%	37%	35%
Perfume	33%	44%	36%
Cosmetic / Beauty products	23%	27%	22%
IT equipment / Hi-Fi / Video	43%	50%	46%
Food shopping (groceries)	16%	20%	19%
For sport and sports equipment	29%	31%	29%

Products you buy regularly wherever you buy them	%	% Family	NetObserver
Water	63%	75%	72%
Frozen Products	57%	69%	60%
Ready meals	35%	33%	29%

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Products you buy regularly wherever you buy them	%	% Family	NetObserver
Jams and preserves	30%	42%	34%
Organic products	16%	27%	23%
Dietary or slimming products	8%	7%	6%
Ready made desserts	24%	28%	23%
Fruit juice	58%	70%	62%
Cheese	68%	86%	78%
Fizzy drinks	47%	55%	47%
Wine / Champagne	24%	50%	43%
Meat / Fish	62%	76%	70%
Strong alcohol's (whisky, gin)	11%	18%	15%
Alcoholic aperitifs (martini, pastis...)	8%	13%	11%
Beer	35%	45%	42%
Vitamin drinks	29%	28%	25%
Milk drinks	57%	58%	52%
Cereals (bars or boxes)	27%	37%	27%
Chocolate / Sweets	63%	68%	60%
Cakes / Biscuits	43%	44%	38%

Among the following cleaning / washing products, which do you purchase regularly	%	% Family	NetObserver
Ajax	12%	15%	16%
Antikal	7%	11%	8%
Ariel	20%	19%	18%
ATA	5%	6%	6%
biff	8%	10%	7%
Coral	8%	9%	8%
Dash	5%	7%	6%
Domestos	12%	17%	15%

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Among the following cleaning / washing products, which do you purchase regularly	%	% Family	NetObserver
Fairy	10%	13%	11%
Frosch	19%	31%	26%
Generalreiniger	6%	9%	8%
Kuschelweich	19%	16%	14%
Meister Propper	17%	16%	14%
OMO	2%	2%	2%
Palmolive	26%	26%	22%
Persil	39%	34%	33%
Pril	22%	24%	22%
Sidol	3%	4%	4%
Sidolin	16%	22%	18%
Sil	5%	6%	5%
Somat	10%	15%	12%
Spee	16%	19%	18%
Sunil	8%	8%	7%
Swiffer	10%	12%	10%
Viss	9%	17%	14%
Weisser Riese	13%	8%	8%
Other brands	7%	16%	13%

Which brands of perfume do you use?	%	% Family	NetObserver
Aramis	1%	2%	2%
Armani	7%	9%	7%
Azzaro	1%	2%	2%
Betty Barkley	6%	3%	3%
Bogner	2%	3%	3%
Bruno Banani	9%	5%	5%

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Which brands of perfume do you use?	%	% Family	NetObserver
Bulgari	1%	2%	2%
Cacharel	1%	1%	1%
Calvin Klein	16%	18%	15%
Carlo Colucci	1%	1%	1%
Cartier	1%	2%	1%
Cerruti	1%	3%	3%
Chanel	3%	8%	7%
Clinique	1%	2%	1%
Davidoff	11%	15%	13%
Dior	4%	5%	4%
Dolce & Gabbana	3%	3%	2%
Donna Karan	0%	1%	1%
Esprit	9%	4%	4%
Estée Lauder	1%	2%	2%
Givenchy	1%	2%	2%
Gucci	4%	4%	4%
Guerlain	0%	1%	1%
Guess	0%	0%	0%
Hermès	0%	1%	1%
Hugo Boss	27%	26%	23%
Issey Miaké	1%	3%	3%
Jean paul Gaultier	6%	5%	4%
Jil Sander	11%	12%	9%
Joop!	12%	13%	11%
Kenzo	3%	5%	4%
Lacoste	2%	2%	2%
Lancaster	2%	1%	1%

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Which brands of perfume do you use?	%	% Family	NetObserver
Lancôme	2%	4%	3%
Laura Biagiotti	6%	9%	7%
Marc O'Polo	3%	1%	1%
Mexx	12%	8%	6%
Naomi Campbell	8%	4%	4%
Nina Ricci	1%	1%	1%
Nonchalance	0%	1%	1%
Oilily	1%	1%	1%
Paco rabanne	0%	1%	1%
Puma	9%	3%	3%
Ralph Lauren	1%	1%	1%
S'Oliver	7%	4%	3%
Tabac	3%	3%	4%
Thierry Mugler	1%	1%	1%
Tommy Hilfiger	10%	7%	5%
Versace	2%	2%	2%
Yves Saint Laurent	2%	5%	4%

Among the following brands of beauty products, which do you buy regularly?	%	% Family	NetObserver
Aok	12%	10%	8%
Astor	8%	6%	5%
Avon	4%	4%	3%
bebe young care	21%	15%	11%
Biotherm	2%	6%	4%
Chicogo	8%	7%	5%
Claire Fisher	1%	2%	2%
Dior	3%	3%	2%

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Among the following brands of beauty products, which do you buy regularly?	%	% Family	NetObserver
Ellen Betrix	11%	9%	7%
Helena Rubinstein	2%	3%	2%
Jade	25%	18%	14%
Lacaster	2%	2%	2%
Lancôme	4%	6%	5%
L'Oréal	22%	21%	16%
Manhattan	17%	13%	9%
Marbert	1%	2%	1%
Nivea	40%	44%	36%
Oil of Olaz	5%	6%	6%
Vichy	6%	7%	5%
Yves Rocher	18%	16%	14%
Other brands	15%	26%	20%

Hobbies	%	% Family	NetObserver
Artistic activities (Dance, theatre, music..)	18%	21%	16%
"Use of internet regarding "" Artistic activities (Dance, theatre, music..) ""	7%	10%	7%
Stock markets, financial activities	2%	9%	9%
"Use of Internet regarding # Stock markets, financial activities ""	2%	8%	9%
DIY / Gardening / Decorating	23%	42%	36%
Use of Internet regarding # DIY / Gardening / Decorating #	11%	23%	18%
Holidays / Weekends away	24%	49%	40%
Use of Internet regarding # Holidays / Weekends away #	18%	44%	34%
Fashion	26%	19%	16%
Use of Internet regarding # Fashion #	18%	13%	10%
Shopping	50%	50%	41%
Use of Internet regarding # Shopping #	23%	28%	21%

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Site URL:	http://www.fahrschule.de	Agency:	farschule(Eigenvermarktung)
Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Hobbies	%	% Family	NetObserver
Cookery	34%	47%	39%
Use of Internet regarding # Cookery #	15%	27%	19%
Games of chance (lottery, bookmakers, casinos)	7%	9%	9%
Use of Internet regarding # Games of chance (lotto, bookmakers, casinos) #	3%	5%	5%
Video games	24%	18%	17%
Use of Internet regarding # Video games #	14%	12%	11%
Sport	40%	45%	42%
Use of Internet regarding # Sport #	16%	21%	20%
Eating out in restaurants	27%	49%	39%
Use of Internet regarding # Eating out in restaurants #	4%	10%	6%
Nights out (clubs, bars)	53%	48%	38%
Use of Internet regarding # Nights out (clubs, bars) #	23%	21%	14%
Outdoor activities	33%	52%	44%
"Use of Internet regarding ""Outdoor activities"""	6%	11%	8%
Reading	43%	71%	61%
Use of Internet regarding # Reading #	17%	36%	28%
Going to the cinema	52%	60%	50%
Use of Internet regarding # Going to the cinema #	32%	42%	30%
Going to the theatre	7%	24%	20%
Use of Internet regarding # Going to the theatre #	4%	14%	10%
Musical concerts	21%	37%	30%
Use of Internet regarding # Musical concerts #	14%	26%	19%
Exhibitions, museums	8%	28%	22%
Use of Internet regarding # Exhibitions, museums #	5%	16%	11%
Computing	23%	41%	34%
Use of Internet regarding # Computing #	17%	35%	29%
Board games / Card games / Role playing games	26%	36%	27%

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User family:			

Hobbies	%	% Family	NetObserver
Use of Internet regarding # Board/Card/Role playing games#	6%	8%	6%
Club activities	17%	23%	20%
Use of Internet regarding #Club activities#	9%	12%	10%

Which of the following sports are you interested in? Either you take part, watch	%	% Family	NetObserver
Handball	6%	7%	7%
Basketball	6%	9%	8%
Volleyball	12%	10%	8%
Sailing	2%	6%	4%
Bodybuilding, fitness	6%	8%	6%
Dance	12%	10%	8%
Jogging, running	14%	18%	15%
Cycling, mountain biking	13%	23%	18%
Outdoor activities	4%	12%	9%
Equestrian	7%	6%	5%
Motorsport	12%	17%	13%
Winter sports (skiing, snowboarding,#)	13%	22%	17%
Surfing, windsurfing, water skiing	4%	6%	5%
Football	20%	22%	21%
Tennis / Squash / Badminton	9%	15%	13%
Swimming, diving	15%	19%	16%
Golf	2%	4%	4%
Roller skating, blading, skateboarding	13%	14%	10%
Rugby	1%	2%	2%
Athletics	4%	9%	8%
Martial arts (karate, judo,#)	6%	7%	5%
Combat sports	7%	7%	5%

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User family:			

Which of the following sports are you interested in? Either you take part, watch	%	% Family	NetObserver
Archery, shooting	3%	4%	3%
American Sports (American Football, Baseball, Hockey...)	4%	6%	5%
Gymnastics	4%	6%	5%
Other	4%	6%	5%
----- No interest in sports	60%	55%	58%

For how long per day, on average, do you usually watch TV?	%	% Family	NetObserver
Less than 1 hour per day	16%	23%	21%
Between 1 and 2 hours	37%	35%	35%
Between 2 and 3 hours	23%	22%	23%
Between 3 and 4 hours	11%	8%	9%
More than 4 hours	9%	5%	6%
----- I don't watch TV	3%	6%	6%

TV programs you most frequently watch	%	% Family	NetObserver
Films	65%	68%	63%
Telefilms	39%	38%	34%
Comedy	43%	36%	31%
Game shows	14%	16%	14%
Series/Sitcoms	50%	34%	29%
Sport	23%	28%	30%
Talkshows	22%	17%	17%
News broadcasts	43%	64%	58%
Children's programs	21%	13%	13%
Documentaries / reports	33%	56%	49%
Interactive services (available via cable and satellite)	2%	2%	2%
Music programs	41%	27%	25%

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User family:			

TV programs you most frequently watch	%	% Family	NetObserver
----- I don't watch TV	3%	6%	6%

On average, for how long, per day, do you listen to the radio ?	%	% Family	NetObserver
Less than 1/2 hour per day	22%	18%	19%
Between 1/2 hour and 1 hour	19%	23%	22%
Between 1 and 2 hours	13%	16%	16%
Between 2 and 3 hours per day	9%	11%	11%
More than 3 hours	27%	23%	23%
----- I don't listen to the radio	10%	8%	10%

Type of radio station you most frequently listen to ?	%	% Family	NetObserver
General radio stations	4%	11%	11%
Music radio stations	61%	56%	51%
Local radio stations	37%	48%	47%
----- I don't listen to the radio	10%	8%	10%

On average, for how long, per day do you read a newspaper?	%	% Family	NetObserver
Less than 1/2 hour per day	43%	34%	33%
Between 1/2 hour and 1 hour	34%	43%	42%
Between 1 and 2 hours	9%	14%	14%
Between 2 and 3 hours	2%	2%	3%
More than 3 hours	1%	1%	1%
----- I don't read press	11%	6%	6%

What publications do you read?	%	% Family	NetObserver
Daily national newspapers	16%	26%	24%
Regional daily newspapers	45%	60%	57%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

What publications do you read?	%	% Family	NetObserver
Economic / managerial or financial publications	4%	12%	12%
Professional computing / telecom / multimedia publications	12%	23%	20%
News magazines	11%	28%	22%
Health magazines	6%	7%	6%
Feminine publications	20%	21%	16%
Masculine publications	5%	5%	5%
Family publications	4%	4%	3%
Children's magazines	3%	2%	2%
Youth publications 15 - 20 age range	20%	6%	8%
Senior publications	0%	0%	1%
Foreign press	1%	6%	5%
Scientific publications	4%	15%	12%
Sports and leisure publications	12%	12%	12%
Cultural publications (music, cinema, literature...)	4%	9%	7%
Automotive publications	13%	14%	11%
Games publications (cross words...)	6%	5%	4%
Computer games publications	5%	4%	4%
Home improvement publications (DIY, gardening, deco...)	6%	10%	7%
TV publications	20%	29%	24%
Peoples press'	3%	4%	3%
Travel and tourism magazines	4%	8%	7%
General public Internet publications	10%	15%	13%
----- I don't read press	11%	6%	6%

Which of the following daily papers do you regularly buy?	%	% Family	NetObserver
BILD	36%	17%	19%
Die Welt	5%	8%	7%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Which of the following daily papers do you regularly buy?	%	% Family	NetObserver
Die Zeit	4%	8%	7%
FAZ - Frankfurter Allgemeine Zeitung	5%	12%	10%
Financial Times Deutschland	2%	6%	5%
Frankfurter Rundschau	3%	5%	4%
Handelsblatt	2%	5%	5%
Rheinischer Merkur	1%	0%	0%
SZ - Süddeutsche Zeitung	5%	13%	11%
TAZ - die Tageszeitung	7%	6%	6%
----- I don't read press	11%	6%	6%

Which of the following magazines do you regularly buy?	%	% Family	NetObserver
Allegra	2%	3%	2%
Amica	4%	5%	3%
Auto Bild	9%	7%	7%
Auto-Motor-Sport	8%	8%	7%
Börse online	1%	2%	3%
Coupe	2%	1%	1%
Elle	1%	2%	2%
Essen & Trinken	3%	5%	4%
FHM	3%	3%	3%
Frau im Spiegel	4%	1%	1%
Gala	1%	3%	3%
Hörzu	4%	4%	4%
iX	1%	1%	1%
TV Spielfilm	12%	12%	11%
TV Today	5%	6%	6%
Unicum	1%	3%	2%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Which of the following magazines do you regularly buy?	%	% Family	NetObserver
Wirtschaftswoche	1%	4%	3%
Bravo	12%	4%	5%
Brigitte	4%	8%	5%
c't (Heise-Online)	4%	9%	8%
Capital	1%	4%	4%
Chip	4%	8%	8%
Cinema	4%	3%	2%
Eltern	4%	3%	3%
Fit For Fun	5%	6%	5%
Focus	9%	25%	21%
Freundin	9%	8%	6%
GEO	4%	12%	9%
Kicker	4%	3%	3%
Living at home	2%	4%	3%
Mädchen	7%	2%	2%
Manager Magazin	0%	3%	2%
Max	2%	2%	2%
Men's Health	2%	4%	4%
National Geographic	2%	7%	5%
PC Professional (ZDNet)	2%	6%	5%
PC Welt	7%	12%	11%
P.M.	2%	6%	5%
Playboy	3%	2%	2%
Spiegel	12%	24%	19%
Stern	11%	20%	14%
Super-Illu	2%	2%	2%
Tomorrow	1%	2%	2%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Which of the following magazines do you regularly buy?	%	% Family	NetObserver
TV Movie	7%	8%	8%
TV Hören und Sehen	4%	3%	3%
Vogue	3%	2%	2%
Young Miss	13%	6%	5%
----- I don't read press	11%	6%	6%

Number of books read per month	%	% Family	NetObserver
Less than one book per month	31%	27%	28%
1 book per month	23%	26%	26%
2 books per month	13%	20%	18%
3 books per month	5%	9%	7%
More than 3 books per month	7%	10%	9%
----- I never read books	21%	7%	11%

On average, how often do you go to the cinema?	%	% Family	NetObserver
Less than once a year	13%	12%	14%
Once every 6 months	23%	21%	22%
Once every 2 or 3 months	28%	29%	27%
Once a month	19%	20%	18%
Once every fortnight	7%	8%	6%
Once a week or more	2%	2%	2%
----- I dont go to the cinema	9%	8%	12%

Type of holidays taken most frequently	%	% Family	NetObserver
Camping/caravanning	23%	21%	18%
Hotel	37%	45%	39%
Holiday club / holiday village	8%	11%	9%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Type of holidays taken most frequently	%	% Family	NetObserver
Tours / organised trips	6%	12%	10%
Cruises	2%	3%	3%
Rent apartment / house / cabin	25%	39%	33%
Holiday home / Bed & Breakfast	5%	9%	8%
Fitness	3%	3%	3%
Youth hostel	11%	9%	7%
In your second home	2%	4%	4%
With family or friends	37%	34%	27%
Stay at home	51%	38%	36%
Spontaneous, adventure seeking	14%	24%	18%

Holiday location	%	% Family	NetObserver
In Germany	61%	57%	55%
In Austria, in Switzerland, in Southern Tirol	14%	22%	19%
Within Europe	54%	71%	64%
Outside Europe	22%	30%	25%

Which of the following low-cost airlines have you chosen to travel with in the I	%	% Family	NetObserver
Air Berlin	10%	15%	15%
Deutsche BA	7%	16%	13%
Germania Airlines	3%	3%	3%
Germanwings	4%	9%	8%
Hapag-Lloyd Express	10%	12%	12%
Easy Jet	1%	1%	1%
Germania Express	1%	1%	1%
Intersky	1%	0%	0%
NOW	1%	0%	0%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Which of the following low-cost airlines have you chosen to travel with in the l	%	% Family	NetObserver
Ryanair	6%	9%	7%
Sky Europe	1%	0%	0%
Virgin Express	1%	1%	1%
Volareweb	0%	0%	0%
other low-cost airline	2%	3%	3%
-----never travelled with a low-cost airline	57%	55%	56%

Number of vehicles owned by household	%	% Family	NetObserver
1 Car	41%	46%	45%
2 Cars	32%	32%	31%
3 Or more cars	10%	9%	8%
Motorbike(s) / Scooter(s)	22%	16%	13%
----- There is no vehicle in my household	15%	12%	14%

Type of vehicles owned by household	%	% Family	NetObserver
Micro car (z.b. Cuore, Smart...)	3%	4%	3%
Small car (Mitsubishi Colt, Nissan Micra, Seat Arosa, Ford Fiesta,#)	31%	29%	26%
Lower economy (Citroën ZX, Ford Escort, Honda Civic, Hyundai Lantra#)	26%	35%	33%
Lower average (Audi A4, BMW 3 series, Ford Mondeo, Mazda 626, Mercedes C-class#)	31%	32%	31%
Average (Audi A6, BMW 5 series, Mercedes E-class, Opel Omega...)	13%	12%	12%
Luxury/Superior (S-class, BMW 740, Audi A8...)	3%	3%	3%
4x4 vehicules	3%	3%	3%
Vans/ people carriers	8%	7%	7%
----- There is neither a car nor motorbike / scooter in my household	15%	12%	14%

Which make(s) of car do you own?	%	% Family	NetObserver
Alfa Romeo	1%	1%	1%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Which make(s) of car do you own?	%	% Family	NetObserver
Audi	7%	7%	7%
BMW	7%	9%	8%
Chrysler	1%	1%	1%
Citroen	2%	3%	2%
Fiat	4%	4%	4%
Ford	13%	11%	11%
Honda	2%	2%	2%
Hyundai	2%	1%	1%
Jaguar	1%	0%	0%
Kia	1%	1%	1%
Land Rover	0%	0%	0%
Mazda	2%	4%	3%
Mercedes-Benz	9%	8%	8%
Mitsubishi	3%	3%	3%
Nissan	5%	4%	3%
Opel	18%	17%	15%
Peugeot	3%	4%	3%
Porsche	1%	1%	1%
Renault	6%	7%	7%
Rover	1%	1%	1%
Seat	2%	2%	3%
Skoda	1%	2%	2%
Smart	0%	1%	1%
Suzuki	1%	1%	1%
Toyota	2%	4%	3%
Volkswagen	21%	24%	22%
Volvo	1%	2%	2%

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User family:			

Which make(s) of car do you own?	%	% Family	NetObserver
other	3%	4%	3%
----- There is neither car nor motorbike / scooter in my household	15%	12%	14%

Which of the following banks do you have an account with?	%	% Family	NetObserver
Bayerische Hypo- und Vereinsbank AG	2%	4%	4%
Commerzbank AG	2%	5%	5%
Deutsche Bank AG	8%	11%	10%
Dresdner Bank AG	4%	7%	6%
Citybank	3%	4%	4%
Postbank	7%	13%	12%
Sparkasse	54%	50%	48%
Volksbank / Raiffeisenbank	24%	26%	25%
Other	6%	14%	12%
----- No bank account	5%	1%	3%

Foreseen changes within the next 12 months	%	% Family	NetObserver
Move house	15%	22%	17%
Purchase a property	3%	4%	4%
Purchase a car	34%	18%	16%
Purchase a motorbike / scooter	11%	4%	4%
Go and work or study abroad	4%	7%	5%
Birth of a child	3%	3%	3%
Marriage	5%	5%	4%
Retire	0%	1%	1%
Stop working, but not retire	1%	1%	1%
Search for your first job	15%	10%	9%
Change of job	12%	19%	16%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Foreseen changes within the next 12 months	%	% Family	NetObserver
Refurbish your residence (bathroom, kitchen, bedroom#)	20%	32%	25%

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User family:			

Internet use

When did you start using the Internet?	%	% Family	NetObserver
Since October 2003	2%	0%	1%
Between July - September 2003	3%	0%	1%
Between April - June 2003	2%	1%	1%
Between January - April 2003	2%	1%	2%
Between July - December 2002	4%	2%	3%
Between January - June 2002	5%	3%	4%
Between July - December 2001	7%	4%	4%
Between January - June 2001	8%	6%	7%
2000 or before	67%	83%	79%

Where do you normally access the Internet from?	%	% Family	NetObserver
From your workplace	22%	47%	38%
From your school or university	25%	18%	16%
From your home	90%	93%	91%
From you parents or a friends home	13%	12%	9%
From a public area (cybercafé...)	6%	8%	7%
From a WiFi Hot Spot	1%	1%	1%
From a mobile phone	6%	6%	5%
Other	2%	3%	3%

How many hours per month do you spend on the internet?	%	% Family	NetObserver
less than 5 hours	13%	7%	10%
5 - 10 hours	11%	10%	13%
10 - 20 hours	13%	14%	14%
20 - 30 hours	14%	17%	17%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

How many hours per month do you spend on the internet?	%	% Family	NetObserver
30 - 50 hours	14%	19%	17%
More than 50 hours	34%	33%	29%

Type of access used for principal access at home	%	% Family	NetObserver
Fixed telephone line (modem) via your computer	16%	17%	19%
ISDN access via your computer	23%	24%	26%
Access through a cable network	2%	2%	2%
ADSL access	57%	56%	52%
Other forms of access (sat., TV, games console, mobile used as a modem)	0%	1%	1%

Among the following ISPs which do you use as the main supplier for your household	%	% Family	NetObserver
1&1	0%	0%	0%
12move	0%	0%	0%
AOL	5%	4%	5%
Arcor	1%	1%	1%
Claranet	0%	0%	0%
Compuserve	0%	0%	1%
Comundo	0%	0%	0%
Debitel	0%	0%	0%
Easynet	0%	0%	0%
Freenet	3%	4%	5%
GMX	0%	0%	0%
Internet-Ortstarif	0%	0%	0%
MSN	1%	1%	0%
N.G.I.	0%	0%	0%
T-Online	3%	2%	3%
Tiscali	1%	1%	1%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Among the following ISPs which do you use as the main supplier for your household	%	% Family	NetObserver
VR-Web	0%	0%	0%
Yahoo!	1%	0%	0%
Other	1%	2%	2%
--- not concerned by this question	84%	83%	81%

Among the following ISPs which do you use as the main supplier for your household	%	% Family	NetObserver
1 & 1	7%	8%	8%
AOL	7%	6%	6%
Arcor	4%	2%	2%
Compuserve	0%	0%	0%
EWE TEL	0%	0%	0%
eXpressNet	0%	0%	0%
GMX	1%	1%	1%
Hansenet	1%	1%	1%
ish GmbH & Co. KG	1%	0%	0%
NetCologne Gesellschaft für Telekommunikation mbH	1%	1%	1%
QSC	1%	1%	1%
Tiscali	1%	2%	2%
T-Online	32%	30%	29%
Yahoo! Deutschland GmbH	0%	0%	1%
Other	2%	4%	3%
--- not concerned by this question	43%	44%	48%

Among the following ISPs which do you use as the main supplier for your household	%	% Family	NetObserver
blue-cable	0%	0%	0%
cablesurf	0%	0%	0%
DiTRA	0%	0%	0%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Among the following ISPs which do you use as the main supplier for your household	%	% Family	NetObserver
infocity	1%	0%	0%
ish	0%	0%	0%
kabel BB	0%	0%	0%
komro	0%	0%	0%
Media-N	0%	0%	0%
powerlinenet	0%	0%	0%
PrimaCom	0%	0%	0%
RFTonline	0%	0%	0%
wilhelm.tel	0%	0%	0%
Other	1%	1%	1%
--- not concerned by this question	98%	98%	98%

On average, how often do you visit websites?	%	% Family	NetObserver
Once a month or less	3%	1%	2%
Two or three times a month	4%	1%	2%
Once a week	9%	4%	5%
Two or three times a week	10%	8%	9%
Four to six times a week	9%	9%	9%
Almost every day	25%	29%	30%
Several times a day	41%	48%	43%

Type of sites consulted regularly	%	% Family	NetObserver
Adult / Charm	7%	9%	8%
Business / Finance / Economics	6%	20%	18%
Entertainment / Leisure	40%	48%	36%
Children's / Family	12%	10%	9%
Women's interest	6%	10%	6%

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User family:			

Type of sites consulted regularly	%	% Family	NetObserver
News	11%	28%	20%
Search engine / directories	54%	80%	66%
Job search	14%	21%	18%
Sport	13%	20%	19%
Technology	9%	21%	17%
Access provider sites	18%	28%	22%
Online shopping sites (purchases, auctions)	4%	13%	9%
Practical services (weather, timetables, transp., traffic news)	23%	100%	37%
Governmental and administrative sites	7%	19%	14%
TV channels or radio websites	22%	33%	23%
Written press sites	4%	13%	9%
Price check site	19%	39%	28%
Community or personal web pages	13%	16%	12%
Online Banking	30%	56%	47%
Sites dedicated to a professional activity	3%	6%	4%
Cultural sites	6%	23%	16%
Chat/ online discussion	27%	24%	20%
Brand names sites	13%	27%	17%
Medicine / Healthcare	12%	22%	16%
Small Ads (other than employment)	13%	18%	13%
Tourism / Holidays	16%	39%	29%

Use of services via Internet	%	% Family	NetObserver
Carry out stock market transactions	5%	11%	11%
"I foresee ""Carrying out stock market transactions"	0%	1%	2%
Download music from the Internet	34%	38%	31%
I foresee Downloading music from the Internet	3%	2%	3%

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User family:			

Use of services via Internet	%	% Family	NetObserver
Take out an insurance policy	4%	10%	8%
I foresee #Taking out an insurance policy	1%	2%	2%
Post a small advert (car, job)	19%	40%	30%
I foresee posting a small advert (car, job)	3%	3%	3%
Reply to, or consult adverts	16%	27%	21%
I foresee Replying to, or consulting adverts	2%	2%	3%
Play online	56%	51%	43%
I foresee playing online	2%	1%	1%
Meet people online	31%	33%	26%
I foresee meeting people online	2%	1%	1%
Download video from the Internet	18%	19%	15%
I foresee Downloading video from the Internet	3%	2%	3%
Watch television through the Internet	12%	15%	12%
I foresee Watching television through the Internet	3%	3%	3%
Listen to the radio through Internet	31%	42%	33%
I foresee Listening to the radio through Internet	2%	2%	2%
Construct your own website	20%	31%	24%
I foresee Constructing my own website	5%	5%	5%
Participate in discussion groups	24%	36%	27%
I foresee Participating in discussion groups	2%	2%	2%
Talk directly through the Internet (chat...)	59%	51%	45%
I foresee Talking directly through the Internet (chat...)	1%	1%	2%
Use instant messenger software (Yahoo I.M., AOL I.M., ICQ)	22%	32%	23%
I foresee Using instant messenger soft. (Yahoo, AOL, ICQ)	2%	2%	2%
Telephone through the Internet	9%	13%	10%
I foresee Telephoning through the Internet	3%	5%	5%
Manage a bank account online	34%	62%	54%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Use of services via Internet	%	% Family	NetObserver
I foresee Managing a bank account online	4%	2%	2%
Access to the Internet through a mobile or an elec organiser	6%	14%	10%
I foresee Accessing Internet with a mobile or elec.organiser	2%	3%	2%
Sell at auction	37%	61%	49%
I foresee Selling at auction	3%	2%	3%
purchasing articles	3%	8%	5%
I foresee purchasing articles	1%	1%	1%
download ring tones/logos for a mobile phone	35%	28%	22%
I foresee downloading ring tones/logos for a mobile phone	0%	0%	0%

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User family:			

E-commerce

Have you ever purchased any products or services on the net?	%	% Family	NetObserver
Yes	78%	90%	84%
No, but I foresee buying a product or service online	5%	3%	4%
No, and I don't foresee buying a product or service online	17%	7%	12%

Sex x E-commerce	%	% Family	NetObserver
Male - Yes	34%	46%	51%
Male - No, but I foresee buying a product or service online	2%	1%	3%
Male - No, and I don't foresee buying a product or service online	5%	3%	6%
Female -Yes	44%	44%	34%
Female - No, but I foresee buying a product or service online	4%	1%	1%
Female - No, and I don't foresee buying a product or service online	12%	4%	6%

How long ago did you first buy on-line	%	% Family	NetObserver
Less than 3 months ago	14%	5%	6%
Between 3 and 6 months ago	6%	4%	4%
Between 6 months and 1 year ago	12%	7%	8%
Between 1 and 2 years ago	21%	23%	21%
Between 2 and 4 years ago	16%	34%	29%
More than 4 years ago	8%	17%	15%
----- Non buyers (not concerned)	22%	10%	16%

How do you usually pay for your online purchases?	%	% Family	NetObserver
with a credit card	12%	32%	27%
Using an indirect payment method (eg points system, vouchers#)	7%	8%	8%
Payment on delivery / prepayment by cheque	66%	74%	67%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

How do you usually pay for your online purchases?	%	% Family	NetObserver
----- Non buyers (not concerned)	22%	10%	16%

Products or services purchased through Internet	%	% Family	NetObserver
Books	42%	71%	60%
Music (cd, tapes, mp3...)	36%	55%	45%
Computing	23%	35%	31%
Video (video tapes, dvd...)	25%	32%	25%
Softwares - CD-ROM	22%	34%	29%
Transport (flight tickets, train tickets, rent a car...)	12%	34%	24%
Financial products	2%	11%	8%
Clothes and textile accessories	36%	44%	34%
Delicatessen+F2854 (fine foods)	2%	7%	6%
Groceries (general food shopping)	5%	16%	12%
Travel (tour operator, hotel nights)	7%	25%	18%
Flowers	4%	12%	8%
Music and video equipment	10%	15%	13%
accessories/contracts for a mobile phone	12%	20%	14%
Entertainment tickets (cinema, shows, sport...)	16%	36%	25%
Cosmetics	9%	15%	12%
Jewellery	9%	9%	8%
Meal delivery	2%	6%	4%
Video games	11%	10%	8%
Furniture / Products for the home	9%	14%	9%
Household appliances	9%	21%	17%
Alcohol and tobacco	2%	5%	4%
Other products	16%	19%	16%
Other services	5%	7%	5%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Products or services purchased through Internet	%	% Family	NetObserver
----- Non buyers (not concerned)	22%	10%	16%

Use of Internet to prepare a purchase (prices, info.)	%	% Family	NetObserver
Books	2%	1%	1%
Music (cd, tapes, MP3...)	2%	1%	1%
Computing	1%	1%	1%
Video (video tapes, dvd...)	2%	0%	1%
Software	1%	0%	1%
Transport (flight tickets, train tickets, rent a car...)	2%	1%	1%
Financial products	0%	0%	0%
Clothes and textile accessories	2%	1%	1%
Delicatessen (fine foods)	0%	0%	0%
Groceries (general food shopping)	0%	0%	0%
Travel (tour operator, hotel nights)	1%	1%	1%
Flowers	0%	0%	0%
Music and video equipment	1%	1%	1%
accessories/contracts for a mobile phone	1%	0%	1%
Entertainment tickets (cinema, shows, sport...)	1%	1%	1%
Cosmetics	1%	0%	0%
Jewellery	0%	0%	0%
Meal delivery	0%	0%	0%
Video games	1%	0%	0%
Furniture / Products for the home	1%	0%	0%
Household appliances	1%	1%	1%
Alcohol and tobacco	0%	0%	0%
Other products	1%	0%	1%
Other services	0%	0%	0%

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Friendly name:		Family:	Practical services / Daily life (weather, timetables, transport, traffic news)
User family:			

Use of Internet to prepare a purchase (prices, info.)	%	% Family	NetObserver
"total ""yes"""	12%	7%	9%
no	10%	3%	7%
buyers	78%	90%	84%