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**2009 Pressemedien II**

**KONPRESS**

**KONPRESS**

KONPRESS-Medien eG,  
Recklinghausen

Erscheinungsweise: wöchentlich

**Übersicht**

**Basis: Pressemedien II**

|   | Leserschaft pro Ausgabe     |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
|---|-----------------------------|--------|--------|------------------|-----------------|--------|--------|------------------|----------------------|--------|--------|------------------|----------------------|--------|--------|------------------|
|   | ungewogene Fallzahlen/Basis |        |        |                  | Reichweite in % |        |        |                  | Zusammensetzung in % |        |        |                  | Hochrechnung in Mio. |        |        |                  |
|   | Gesamt                      | Männer | Frauen | Haushaltführende | Gesamt          | Männer | Frauen | Haushaltführende | Gesamt               | Männer | Frauen | Haushaltführende | Gesamt               | Männer | Frauen | Haushaltführende |
| <b>Total</b>                            | 38831                       | 17670  | 21161  | 24570            | 3.5             | 2.4    | 4.5    | 4.3              | 2230                 | 757    | 1473   | 1595             | 2.24                 | 0.75   | 1.49   | 1.54             |
| <b>Männer</b>                           | 17670                       | 17670  | 0      | 5509             | 2.4             | 2.4    | 0.0    | 2.0              | 33                   | 100    | 0      | 9                | 0.75                 | 0.75   | 0.00   | 0.14             |
| <b>Frauen</b>                           | 21161                       | 0      | 21161  | 19061            | 4.5             | 0.0    | 4.5    | 4.9              | 67                   | 0      | 100    | 91               | 1.49                 | 0.00   | 1.49   | 1.40             |
| <b>Haushaltführende</b>                 | 24570                       | 5509   | 19061  | 24570            | 4.3             | 2.0    | 4.9    | 4.3              | 69                   | 19     | 93     | 100              | 1.54                 | 0.14   | 1.40   | 1.54             |
| <b>Haupteinkommensbezieher</b>          | 23970                       | 15147  | 8823   | 13879            | 3.5             | 2.7    | 5.4    | 4.0              | 56                   | 91     | 38     | 45               | 1.25                 | 0.68   | 0.57   | 0.69             |
| <b>Altersgruppen</b>                    |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| 14-19 Jahre                             | 2605                        | 1351   | 1254   | 203              | 0.9             | 0.7    | 1.0    | 0.0              | 2                    | 3      | 2      | 0                | 0.04                 | 0.02   | 0.02   | 0.00             |
| 20-29 Jahre                             | 4948                        | 2324   | 2624   | 3155             | 0.5             | 0.3    | 0.7    | 0.6              | 2                    | 2      | 2      | 2                | 0.04                 | 0.01   | 0.03   | 0.02             |
| 30-39 Jahre                             | 5392                        | 2234   | 3158   | 3854             | 0.9             | 0.6    | 1.3    | 1.1              | 4                    | 4      | 4      | 4                | 0.09                 | 0.03   | 0.06   | 0.06             |
| 40-49 Jahre                             | 6913                        | 2998   | 3915   | 4715             | 2.3             | 1.3    | 3.3    | 2.6              | 13                   | 11     | 13     | 12               | 0.28                 | 0.08   | 0.20   | 0.19             |
| 50-59 Jahre                             | 5955                        | 2821   | 3134   | 3896             | 3.1             | 2.0    | 4.1    | 3.6              | 14                   | 14     | 14     | 14               | 0.31                 | 0.10   | 0.21   | 0.22             |
| 60-69 Jahre                             | 6501                        | 3165   | 3336   | 4135             | 5.6             | 4.6    | 6.6    | 6.0              | 23                   | 27     | 21     | 22               | 0.52                 | 0.20   | 0.32   | 0.34             |
| 70 Jahre und älter                      | 6517                        | 2777   | 3740   | 4612             | 9.3             | 7.3    | 10.7   | 10.0             | 43                   | 40     | 44     | 46               | 0.96                 | 0.30   | 0.66   | 0.71             |
| <b>Ausbildung</b>                       |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Schüler in allgemeinbild. Schule        | 1859                        | 941    | 918    | 54               | 0.6             | 0.7    | 0.5    | 0.0              | 1                    | 2      | 1      | 0                | 0.02                 | 0.01   | 0.01   | 0.00             |
| Hauptschulabschluß ohne Lehre           | 3566                        | 945    | 2621   | 2862             | 5.6             | 1.2    | 7.5    | 6.9              | 15                   | 3      | 21     | 20               | 0.34                 | 0.02   | 0.32   | 0.30             |
| Hauptschulabschluß mit Lehre            | 12413                       | 6043   | 6370   | 8188             | 4.5             | 3.2    | 5.9    | 5.2              | 41                   | 44     | 39     | 41               | 0.92                 | 0.33   | 0.59   | 0.63             |
| weiterführende Schule ohne Abi          | 13235                       | 5628   | 7607   | 8890             | 2.5             | 1.8    | 3.2    | 3.0              | 25                   | 25     | 25     | 26               | 0.56                 | 0.18   | 0.38   | 0.40             |
| Fach-/Hochschulreife ohne Studium       | 3274                        | 1522   | 1752   | 2019             | 2.4             | 1.4    | 3.4    | 3.2              | 6                    | 5      | 6      | 6                | 0.13                 | 0.04   | 0.09   | 0.09             |
| Fach-/Hochschulreife mit Studium        | 4484                        | 2591   | 1893   | 2557             | 3.8             | 3.6    | 4.1    | 3.4              | 12                   | 21     | 7      | 8                | 0.27                 | 0.16   | 0.11   | 0.12             |
| <b>Berufstätigkeit</b>                  |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| in Ausbildung, Schüler, Student         | 3794                        | 1968   | 1826   | 920              | 0.8             | 0.7    | 1.0    | 0.7              | 3                    | 3      | 2      | 0                | 0.06                 | 0.03   | 0.03   | 0.01             |
| berufstätig                             | 19877                       | 9906   | 9971   | 12618            | 1.8             | 1.2    | 2.5    | 2.0              | 27                   | 31     | 25     | 24               | 0.61                 | 0.23   | 0.38   | 0.37             |
| Rentner, Pensionär                      | 11974                       | 5477   | 6497   | 8101             | 7.5             | 5.8    | 8.9    | 8.3              | 62                   | 63     | 61     | 64               | 1.38                 | 0.47   | 0.91   | 0.99             |
| nicht berufstätig                       | 3186                        | 319    | 2867   | 2931             | 3.8             | 3.2    | 3.8    | 3.9              | 8                    | 2      | 11     | 11               | 0.19                 | 0.02   | 0.17   | 0.17             |
| <b>Beruf des</b>                        |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| <b>Haupteinkommensbezieher</b>          |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Selbstständige, groß-/Freiberufler      | 654                         | 339    | 315    | 391              | 2.6             | 1.7    | 3.8    | 3.8              | 1                    | 1      | 1      | 1                | 0.03                 | 0.01   | 0.02   | 0.02             |
| Selbstständ., klein u. mittel/Landwirte | 2779                        | 1467   | 1312   | 1568             | 4.6             | 2.3    | 7.4    | 6.3              | 10                   | 8      | 11     | 10               | 0.22                 | 0.06   | 0.16   | 0.15             |
| leitende Angestellte und Beamte         | 3530                        | 1752   | 1778   | 1871             | 4.7             | 4.7    | 4.7    | 5.2              | 13                   | 20     | 10     | 10               | 0.30                 | 0.15   | 0.14   | 0.15             |
| sonstige Angestellte und Beamte         | 18334                       | 7075   | 11259  | 12503            | 3.3             | 2.2    | 4.1    | 4.0              | 43                   | 37     | 45     | 45               | 0.96                 | 0.28   | 0.68   | 0.69             |
| Facharbeiter                            | 9235                        | 5185   | 4050   | 5223             | 3.2             | 2.2    | 4.5    | 4.1              | 24                   | 27     | 22     | 23               | 0.53                 | 0.20   | 0.33   | 0.35             |
| sonstige Arbeiter                       | 4299                        | 1852   | 2447   | 3014             | 2.9             | 1.3    | 4.3    | 3.9              | 9                    | 6      | 11     | 11               | 0.21                 | 0.04   | 0.17   | 0.17             |
| <b>Haushaltsnettoeinkommen</b>          |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| bis unter 1000 Euro                     | 4297                        | 1472   | 2825   | 4078             | 4.0             | 0.7    | 5.9    | 4.3              | 10                   | 2      | 14     | 14               | 0.22                 | 0.01   | 0.21   | 0.22             |
| 1000 bis unter 1250 Euro                | 3168                        | 1083   | 2085   | 2769             | 4.4             | 2.6    | 5.5    | 4.7              | 9                    | 5      | 10     | 11               | 0.19                 | 0.04   | 0.15   | 0.17             |
| 1250 bis unter 1500 Euro                | 3899                        | 1765   | 2134   | 3035             | 4.5             | 2.8    | 5.9    | 5.0              | 11                   | 10     | 12     | 14               | 0.25                 | 0.07   | 0.18   | 0.21             |
| 1500 bis unter 2000 Euro                | 7762                        | 3829   | 3933   | 4920             | 3.7             | 2.9    | 4.4    | 3.9              | 20                   | 25     | 18     | 18               | 0.46                 | 0.18   | 0.27   | 0.28             |
| 2000 bis unter 2500 Euro                | 7102                        | 3450   | 3652   | 3848             | 3.2             | 2.3    | 4.1    | 4.3              | 18                   | 20     | 17     | 17               | 0.40                 | 0.15   | 0.25   | 0.26             |
| 2500 bis unter 3000 Euro                | 4177                        | 1996   | 2181   | 2078             | 3.2             | 2.5    | 3.9    | 4.1              | 11                   | 13     | 10     | 9                | 0.25                 | 0.10   | 0.15   | 0.14             |
| 3000 Euro und mehr                      | 8426                        | 4075   | 4351   | 3842             | 2.9             | 2.2    | 3.6    | 4.0              | 21                   | 25     | 19     | 17               | 0.47                 | 0.19   | 0.28   | 0.26             |
| <b>Zahl der Verdienner</b>              |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| 1 Verdienner                            | 15774                       | 6540   | 9234   | 13637            | 3.8             | 2.2    | 5.0    | 4.0              | 36                   | 28     | 40     | 45               | 0.81                 | 0.21   | 0.60   | 0.70             |
| 2 Verdienner                            | 19868                       | 9510   | 10358  | 9866             | 3.5             | 2.7    | 4.4    | 4.7              | 56                   | 64     | 52     | 49               | 1.26                 | 0.48   | 0.78   | 0.75             |
| 3 und mehr                              | 3189                        | 1620   | 1569   | 1067             | 2.2             | 1.3    | 3.3    | 4.0              | 8                    | 7      | 8      | 6                | 0.17                 | 0.06   | 0.12   | 0.09             |
| <b>Haushaltsgröße</b>                   |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| 1 Person im Haushalt                    | 10610                       | 4457   | 6153   | 10610            | 4.3             | 1.7    | 6.2    | 4.3              | 27                   | 14     | 33     | 39               | 0.60                 | 0.10   | 0.49   | 0.60             |
| 2 Personen im Haushalt                  | 15069                       | 7548   | 7521   | 7791             | 4.5             | 3.8    | 5.2    | 5.2              | 49                   | 63     | 42     | 41               | 1.09                 | 0.47   | 0.62   | 0.63             |
| 3 Personen im Haushalt                  | 5742                        | 2519   | 3223   | 2768             | 1.9             | 1.2    | 2.7    | 2.9              | 10                   | 9      | 11     | 9                | 0.23                 | 0.07   | 0.16   | 0.13             |
| 4 Personen im Haushalt                  | 5463                        | 2324   | 3139   | 2563             | 2.0             | 1.2    | 2.8    | 3.0              | 9                    | 8      | 10     | 8                | 0.21                 | 0.06   | 0.15   | 0.12             |
| 5 und mehr Personen                     | 1947                        | 822    | 1125   | 838              | 2.7             | 2.1    | 3.3    | 4.0              | 5                    | 6      | 5      | 4                | 0.11                 | 0.04   | 0.07   | 0.06             |
| <b>Kinder im Haushalt</b>               |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Kinder unter 2 Jahre                    | 1002                        | 312    | 690    | 674              | 1.3             | 1.0    | 1.5    | 1.3              | 1                    | 1      | 1      | 1                | 0.02                 | 0.01   | 0.01   | 0.01             |
| 2 bis unter 4 Jahre                     | 1577                        | 537    | 1040   | 1037             | 1.3             | 0.5    | 1.9    | 1.9              | 1                    | 1      | 2      | 2                | 0.03                 | 0.01   | 0.03   | 0.02             |
| 4 bis unter 6 Jahre                     | 1566                        | 542    | 1024   | 1002             | 1.4             | 0.5    | 2.2    | 2.2              | 1                    | 1      | 2      | 2                | 0.03                 | 0.01   | 0.03   | 0.03             |
| 6 bis unter 10 Jahre                    | 2890                        | 1022   | 1868   | 1799             | 1.6             | 1.1    | 2.1    | 2.1              | 3                    | 3      | 3      | 3                | 0.07                 | 0.02   | 0.05   | 0.05             |
| 10 bis unter 14 Jahre                   | 3491                        | 1308   | 2183   | 1985             | 2.0             | 1.4    | 2.5    | 2.7              | 5                    | 6      | 5      | 5                | 0.12                 | 0.04   | 0.08   | 0.07             |
| 14 bis unter 18 Jahre                   | 4596                        | 2026   | 2570   | 1695             | 1.9             | 1.2    | 2.6    | 3.5              | 8                    | 7      | 9      | 7                | 0.19                 | 0.05   | 0.13   | 0.11             |
| kein Kind unter 14                      | 31300                       | 14989  | 16311  | 19968            | 3.9             | 2.7    | 5.0    | 4.7              | 91                   | 92     | 91     | 92               | 2.04                 | 0.69   | 1.36   | 1.41             |
| <b>Nettoeinkommen des Befragten</b>     |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| bis unter 750 Euro                      | 7919                        | 1798   | 6121   | 6472             | 4.1             | 1.0    | 5.1    | 4.9              | 26                   | 5      | 36     | 33               | 0.57                 | 0.03   | 0.54   | 0.51             |
| 750 bis unter 1000 Euro                 | 5223                        | 1608   | 3615   | 4149             | 4.1             | 2.2    | 5.0    | 4.6              | 15                   | 8      | 18     | 18               | 0.33                 | 0.06   | 0.28   | 0.28             |
| 1000 bis unter 1250 Euro                | 5395                        | 2323   | 3072   | 3752             | 3.8             | 2.7    | 4.8    | 4.6              | 14                   | 14     | 14     | 15               | 0.32                 | 0.10   | 0.21   | 0.24             |
| 1250 bis unter 1500 Euro                | 5300                        | 2963   | 2337   | 3269             | 3.3             | 2.6    | 4.3    | 3.7              | 12                   | 18     | 10     | 11               | 0.28                 | 0.13   | 0.14   | 0.17             |
| 1500 Euro und mehr                      | 11007                       | 7919   | 3088   | 4978             | 3.1             | 2.8    | 4.4    | 3.5              | 26                   | 53     | 12     | 15               | 0.58                 | 0.40   | 0.19   | 0.23             |
| kein eigenes Einkommen                  | 3987                        | 1059   | 2928   | 1950             | 2.1             | 1.0    | 2.5    | 3.4              | 7                    | 3      | 9      | 7                | 0.15                 | 0.02   | 0.13   | 0.11             |
| <b>BIK-Regionsgrößenklassen</b>         |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| unter 5.000 Ew.                         | 1865                        | 855    | 1010   | 1122             | 4.5             | 2.9    | 6.1    | 5.7              | 7                    | 7      | 7      | 7                | 0.15                 | 0.05   | 0.10   | 0.10             |
| 5.000 bis unter 20.000 Ew.              | 3028                        | 1352   | 1676   | 1887             | 3.9             | 2.4    | 5.5    | 5.0              | 10                   | 8      | 10     | 10               | 0.21                 | 0.06   | 0.15   | 0.15             |
| 20.000 bis unter 100.000 Ew.            | 8428                        | 3772   | 4656   | 5295             | 3.5             | 2.7    | 4.4    | 4.3              | 24                   | 26     | 22     | 23               | 0.53                 | 0.19   | 0.33   | 0.35             |
| 100.000 bis unter 500.000 Ew.           | 11871                       | 5487   | 6384   | 7428             | 3.9             | 2.7    | 5.0    | 4.7              | 34                   | 35     | 34     | 33               | 0.76                 | 0.26   | 0.50   | 0.51             |
| 500.000 und mehr Einwohner              | 13639                       | 6204   | 7435   | 8838             | 2.7             | 1.7    | 3.6    | 3.5              | 26                   | 24     | 27     | 27               | 0.58                 | 0.18   | 0.40   | 0.42             |
| <b>Bundesländergruppen</b>              |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| <b>Nielsen I</b>                        |                             |        |        |                  |                 |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Schleswig-Holstein                      | 1287                        | 582    | 705    | 788              | 1.7             | 1.3    | 2.1    | 2.4              | 2                    | 2      | 2      | 2                | 0.04                 | 0.01   | 0.02   | 0.03             |
| Hamburg                                 | 910                         | 429    | 481    | 610              | 1.1             | 0.7    | 1.5    | 1.3              | 1                    | 1      | 1      | 1                | 0.01                 | 0.00   | 0.01   |                  |

**KONPRESS**

KONPRESS-Medien eG,  
Recklinghausen

Erscheinungsweise: wöchentlich

**Nutzerschafts-/Kontaktwachstum**

Basis: Pressemedien II

|   | Total | Leserschafts-Wachstum in %    |      |      |      |      | Kontakt-Wachstum in %                   |     |     |     |     | Leserschaftsgruppen |                                 |               |                      |                                 | Weiterer Leserkreis in % |               |
|---|-------|-------------------------------|------|------|------|------|---|-----|-----|-----|-----|---------------------|---------------------------------|---------------|----------------------|---------------------------------|--------------------------|---------------|
|   |       | Leserschaft nach ... Ausgaben |      |      |      |      | Durchschnittskontakte nach ... Ausgaben |     |     |     |     | Reichweite in %     |                                 |               | Zusammensetzung in % |                                 |                          |               |
|   |       | 1                             | 3    | 6    | 9    | 12   | 1                                       | 3   | 6   | 9   | 12  | Kernleserschaft     | häufige und gelegentliche Leser | seltene Leser | Kernleserschaft      | häufige und gelegentliche Leser |                          | seltene Leser |
| <b>Total</b>                              | 64.82 | 3.5                           | 4.1  | 4.6  | 4.8  | 5.0  | 1.0                                     | 2.6 | 4.8 | 6.7 | 8.6 | 2.9                 | 0.7                             | 2.0           | 1156                 | 308                             | 766                      | 5.6           |
| <b>Männer</b>                             | 31.47 | 2.4                           | 2.9  | 3.2  | 3.4  | 3.5  | 1.1                                     | 2.6 | 4.7 | 6.7 | 8.5 | 1.9                 | 0.6                             | 1.5           | 32                   | 38                              | 36                       | 3.9           |
| <b>Frauen</b>                             | 33.35 | 4.5                           | 5.3  | 5.9  | 6.2  | 6.5  | 1.0                                     | 2.6 | 4.8 | 6.8 | 8.7 | 3.8                 | 0.9                             | 2.4           | 68                   | 62                              | 64                       | 7.1           |
| <b>Haushaltführende</b>                   | 35.96 | 4.3                           | 5.1  | 5.6  | 5.9  | 6.1  | 1.0                                     | 2.6 | 4.7 | 6.7 | 8.7 | 3.6                 | 0.9                             | 2.2           | 70                   | 69                              | 62                       | 6.8           |
| <b>Haupteinkommensbezieher</b>            | 35.96 | 3.5                           | 4.2  | 4.6  | 4.9  | 5.0  | 1.0                                     | 2.6 | 4.7 | 6.7 | 8.6 | 2.9                 | 0.7                             | 1.9           | 56                   | 52                              | 55                       | 5.6           |
| <b>Altersgruppen</b>                      |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| 14-19 Jahre                               | 4.98  | 0.9                           | 1.1  | 1.3  | 1.5  | 1.6  | 1.2                                     | 2.8 | 4.7 | 6.4 | 8.0 | 0.5                 | 0.3                             | 1.0           | 1                    | 3                               | 4                        | 1.9           |
| 20-29 Jahre                               | 8.56  | 0.5                           | 0.7  | 0.8  | 0.9  | 1.0  | 1.0                                     | 2.0 | 3.3 | 4.4 | 5.5 | 0.2                 | 0.3                             | 0.8           | 1                    | 5                               | 5                        | 1.3           |
| 30-39 Jahre                               | 9.21  | 0.9                           | 1.3  | 1.6  | 1.8  | 1.9  | 1.0                                     | 2.2 | 3.6 | 4.9 | 6.1 | 0.6                 | 0.3                             | 1.4           | 3                    | 6                               | 10                       | 2.3           |
| 40-49 Jahre                               | 12.46 | 2.3                           | 2.8  | 3.2  | 3.4  | 3.5  | 1.0                                     | 2.5 | 4.4 | 6.2 | 7.9 | 1.8                 | 0.6                             | 1.6           | 12                   | 15                              | 16                       | 4.0           |
| 50-59 Jahre                               | 10.11 | 3.1                           | 3.7  | 4.2  | 4.5  | 4.7  | 1.1                                     | 2.6 | 4.6 | 6.5 | 8.3 | 2.6                 | 0.6                             | 2.2           | 14                   | 13                              | 17                       | 5.4           |
| 60-69 Jahre                               | 9.21  | 5.6                           | 6.7  | 7.3  | 7.7  | 8.0  | 1.0                                     | 2.7 | 4.8 | 6.9 | 8.9 | 4.8                 | 1.0                             | 3.0           | 24                   | 20                              | 21                       | 8.8           |
| 70 Jahre und älter                        | 10.30 | 9.3                           | 10.7 | 11.5 | 12.0 | 12.3 | 1.0                                     | 2.7 | 5.1 | 7.3 | 9.5 | 8.1                 | 1.8                             | 3.3           | 45                   | 38                              | 27                       | 13.2          |
| <b>Ausbildung</b>                         |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| Schüler in allgemeinbild. Schule          | 3.60  | 0.6                           | 0.9  | 1.1  | 1.2  | 1.3  | 1.0                                     | 2.1 | 3.4 | 4.4 | 5.4 | 0.3                 | 0.3                             | 1.1           | 1                    | 2                               | 3                        | 1.7           |
| Hauptschulabschluss ohne Lehre            | 6.01  | 5.6                           | 6.6  | 7.1  | 7.4  | 7.6  | 1.0                                     | 2.7 | 5.0 | 7.1 | 9.2 | 4.8                 | 1.1                             | 2.4           | 15                   | 13                              | 11                       | 8.2           |
| Hauptschulabschluss mit Lehre             | 20.27 | 4.5                           | 5.3  | 5.8  | 6.2  | 6.4  | 1.0                                     | 2.6 | 4.8 | 6.8 | 8.8 | 3.9                 | 0.7                             | 2.4           | 43                   | 31                              | 38                       | 7.1           |
| weiterführende Schule ohne Abi            | 22.18 | 2.5                           | 3.1  | 3.4  | 3.6  | 3.7  | 1.0                                     | 2.5 | 4.6 | 6.5 | 8.3 | 2.1                 | 0.7                             | 1.4           | 25                   | 30                              | 25                       | 4.1           |
| Fach-/Hochschulreife ohne Studium         | 5.63  | 2.4                           | 3.0  | 3.4  | 3.6  | 3.8  | 1.1                                     | 2.7 | 4.7 | 6.5 | 8.3 | 1.8                 | 0.6                             | 2.0           | 5                    | 7                               | 9                        | 4.4           |
| Fach-/Hochschulreife mit Studium          | 7.14  | 3.8                           | 4.6  | 5.2  | 5.5  | 5.8  | 1.1                                     | 2.7 | 4.9 | 6.9 | 8.8 | 2.9                 | 1.1                             | 2.5           | 11                   | 16                              | 14                       | 6.5           |
| <b>Berufstätigkeit</b>                    |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| in Ausbildung, Schüler, Student           | 7.22  | 0.8                           | 1.1  | 1.3  | 1.5  | 1.6  | 1.2                                     | 2.6 | 4.3 | 5.8 | 7.2 | 0.4                 | 0.4                             | 1.1           | 2                    | 6                               | 6                        | 1.9           |
| berufstätig                               | 34.32 | 1.8                           | 2.2  | 2.6  | 2.8  | 2.9  | 1.1                                     | 2.5 | 4.4 | 6.1 | 7.7 | 1.4                 | 0.4                             | 1.5           | 26                   | 30                              | 42                       | 3.4           |
| Rentner, Pensionär                        | 18.35 | 7.5                           | 8.8  | 9.5  | 9.9  | 10.2 | 1.0                                     | 2.7 | 5.0 | 7.2 | 9.3 | 6.5                 | 1.5                             | 3.0           | 64                   | 57                              | 43                       | 11.0          |
| nicht berufstätig                         | 4.94  | 3.8                           | 4.6  | 5.1  | 5.5  | 5.7  | 1.0                                     | 2.5 | 4.6 | 6.4 | 8.2 | 3.2                 | 0.8                             | 2.4           | 8                    | 8                               | 9                        | 6.4           |
| <b>Beruf des Haupteinkommensbeziehers</b> |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| Selbständige, groß-/Freiberufler          | 1.07  | 2.6                           | 3.2  | 3.6  | 3.8  | 4.0  | 1.0                                     | 2.5 | 4.5 | 6.4 | 8.2 | 2.0                 | 0.7                             | 1.8           | 1                    | 2                               | 2                        | 4.5           |
| Selbständ., klein u. mittel/Landwirte     | 4.84  | 4.6                           | 5.5  | 6.0  | 6.3  | 6.5  | 1.0                                     | 2.6 | 4.8 | 6.8 | 8.8 | 3.4                 | 1.6                             | 2.2           | 9                    | 16                              | 9                        | 7.3           |
| leitende Angestellte und Beamte           | 6.33  | 4.7                           | 5.6  | 6.2  | 6.6  | 6.8  | 1.1                                     | 2.7 | 4.9 | 7.0 | 9.0 | 3.7                 | 1.3                             | 2.7           | 12                   | 17                              | 13                       | 7.6           |
| sonstige Angestellte und Beamte           | 29.03 | 3.3                           | 4.0  | 4.5  | 4.8  | 5.0  | 1.0                                     | 2.6 | 4.6 | 6.5 | 8.3 | 2.8                 | 0.7                             | 2.1           | 43                   | 41                              | 48                       | 5.6           |
| Facharbeiter                              | 16.41 | 3.2                           | 3.8  | 4.2  | 4.4  | 4.5  | 1.0                                     | 2.6 | 4.8 | 6.8 | 8.8 | 2.7                 | 0.6                             | 1.7           | 24                   | 20                              | 22                       | 5.0           |
| sonstige Arbeiter                         | 7.15  | 2.9                           | 3.4  | 3.6  | 3.8  | 3.9  | 1.0                                     | 2.7 | 5.0 | 7.2 | 9.3 | 2.6                 | 0.3                             | 1.3           | 10                   | 5                               | 7                        | 4.2           |
| <b>Haushaltsnettoeinkommen</b>            |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| bis unter 1000 Euro                       | 5.55  | 4.0                           | 4.8  | 5.3  | 5.6  | 5.8  | 1.0                                     | 2.6 | 4.6 | 6.6 | 8.5 | 3.5                 | 0.5                             | 2.1           | 10                   | 6                               | 9                        | 6.0           |
| 1000 bis unter 1250 Euro                  | 4.34  | 4.4                           | 5.3  | 5.7  | 6.0  | 6.1  | 1.0                                     | 2.6 | 4.8 | 6.8 | 8.9 | 3.7                 | 1.0                             | 1.8           | 9                    | 9                               | 6                        | 6.4           |
| 1250 bis unter 1500 Euro                  | 5.71  | 4.5                           | 5.2  | 5.7  | 6.0  | 6.2  | 1.0                                     | 2.7 | 4.9 | 6.9 | 8.9 | 3.8                 | 0.9                             | 2.2           | 12                   | 10                              | 10                       | 6.9           |
| 1500 bis unter 2000 Euro                  | 12.48 | 3.7                           | 4.4  | 4.8  | 5.1  | 5.2  | 1.1                                     | 2.7 | 4.9 | 7.0 | 9.0 | 2.9                 | 1.0                             | 1.9           | 19                   | 25                              | 19                       | 5.8           |
| 2000 bis unter 2500 Euro                  | 12.51 | 3.2                           | 3.7  | 4.1  | 4.3  | 4.5  | 1.0                                     | 2.7 | 4.9 | 7.0 | 9.0 | 2.8                 | 0.5                             | 1.7           | 19                   | 13                              | 16                       | 5.0           |
| 2500 bis unter 3000 Euro                  | 7.75  | 3.2                           | 3.8  | 4.2  | 4.5  | 4.7  | 1.0                                     | 2.6 | 4.6 | 6.5 | 8.4 | 2.7                 | 0.6                             | 2.0           | 11                   | 9                               | 12                       | 5.3           |
| 3000 Euro und mehr                        | 16.50 | 2.9                           | 3.6  | 4.0  | 4.3  | 4.5  | 1.1                                     | 2.5 | 4.5 | 6.3 | 8.0 | 2.2                 | 0.8                             | 2.2           | 20                   | 29                              | 28                       | 5.2           |
| <b>Zahl der Verdienner</b>                |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| 1 Verdienner                              | 21.59 | 3.8                           | 4.5  | 5.0  | 5.2  | 5.4  | 1.0                                     | 2.6 | 4.7 | 6.7 | 8.6 | 3.1                 | 0.8                             | 2.0           | 36                   | 35                              | 34                       | 5.9           |
| 2 Verdienner                              | 35.50 | 3.5                           | 4.2  | 4.6  | 4.9  | 5.1  | 1.1                                     | 2.7 | 4.8 | 6.9 | 8.8 | 3.0                 | 0.8                             | 1.9           | 57                   | 55                              | 54                       | 5.7           |
| 3 und mehr                                | 7.74  | 2.2                           | 2.8  | 3.3  | 3.6  | 3.8  | 1.1                                     | 2.5 | 4.3 | 6.0 | 7.5 | 1.7                 | 0.6                             | 2.1           | 7                    | 10                              | 13                       | 4.4           |
| <b>Haushaltsgröße</b>                     |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| 1 Person im Haushalt                      | 13.87 | 4.3                           | 5.1  | 5.6  | 5.9  | 6.1  | 1.0                                     | 2.6 | 4.8 | 6.8 | 8.8 | 3.7                 | 0.8                             | 2.1           | 27                   | 22                              | 23                       | 6.6           |
| 2 Personen im Haushalt                    | 24.43 | 4.5                           | 5.2  | 5.7  | 6.0  | 6.2  | 1.0                                     | 2.7 | 4.9 | 7.1 | 9.1 | 3.8                 | 0.9                             | 2.1           | 50                   | 45                              | 40                       | 6.8           |
| 3 Personen im Haushalt                    | 12.01 | 1.9                           | 2.4  | 2.7  | 2.9  | 3.0  | 1.1                                     | 2.6 | 4.6 | 6.5 | 8.3 | 1.5                 | 0.5                             | 1.3           | 10                   | 12                              | 12                       | 3.3           |
| 4 Personen im Haushalt                    | 10.44 | 2.0                           | 2.5  | 2.9  | 3.2  | 3.3  | 1.0                                     | 2.5 | 4.3 | 5.9 | 7.5 | 1.5                 | 0.6                             | 1.8           | 9                    | 12                              | 14                       | 3.9           |
| 5 und mehr Personen                       | 4.08  | 2.7                           | 3.6  | 4.2  | 4.7  | 5.0  | 1.1                                     | 2.5 | 4.3 | 5.8 | 7.2 | 1.9                 | 0.9                             | 3.2           | 4                    | 8                               | 10                       | 6.1           |
| <b>Kinder im Haushalt</b>                 |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| Kinder unter 2 Jahre                      | 1.54  | 1.3                           | 1.8  | 2.1  | 2.3  | 2.4  | 1.0                                     | 2.1 | 3.6 | 5.0 | 6.3 | 0.6                 | 0.8                             | 1.3           | 1                    | 3                               | 2                        | 2.8           |
| 2 bis unter 4 Jahre                       | 2.42  | 1.3                           | 1.7  | 1.9  | 2.0  | 2.1  | 1.1                                     | 2.4 | 4.3 | 6.0 | 7.8 | 0.9                 | 0.4                             | 1.0           | 1                    | 2                               | 2                        | 2.3           |
| 4 bis unter 6 Jahre                       | 2.32  | 1.4                           | 2.0  | 2.3  | 2.5  | 2.7  | 1.0                                     | 2.2 | 3.7 | 5.1 | 6.4 | 0.7                 | 0.8                             | 1.5           | 1                    | 4                               | 3                        | 3.1           |
| 6 bis unter 10 Jahre                      | 4.38  | 1.6                           | 2.2  | 2.5  | 2.8  | 3.0  | 1.0                                     | 2.3 | 3.9 | 5.3 | 6.7 | 1.0                 | 0.8                             | 1.8           | 2                    | 7                               | 6                        | 3.5           |
| 10 bis unter 14 Jahre                     | 6.07  | 2.0                           | 2.5  | 2.9  | 3.2  | 3.4  | 1.0                                     | 2.4 | 4.1 | 5.6 | 7.0 | 1.6                 | 0.4                             | 2.2           | 5                    | 5                               | 10                       | 4.1           |
| 14 bis unter 18 Jahre                     | 9.79  | 1.9                           | 2.5  | 2.8  | 3.1  | 3.2  | 1.0                                     | 2.4 | 4.2 | 5.8 | 7.3 | 1.4                 | 0.6                             | 1.8           | 7                    | 12                              | 14                       | 3.8           |
| kein Kind unter 14                        | 52.53 | 3.9                           | 4.6  | 5.1  | 5.3  | 5.5  | 1.0                                     | 2.7 | 4.8 | 6.9 | 8.8 | 3.3                 | 0.8                             | 2.0           | 93                   | 87                              | 84                       | 6.1           |
| <b>Nettoeinkommen des Befragten</b>       |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| bis unter 750 Euro                        | 13.94 | 4.1                           | 4.8  | 5.3  | 5.5  | 5.7  | 1.0                                     | 2.7 | 4.9 | 6.9 | 9.0 | 3.6                 | 0.7                             | 2.0           | 27                   | 20                              | 22                       | 6.3           |
| 750 bis unter 1000 Euro                   | 8.17  | 4.1                           | 5.0  | 5.5  | 5.8  | 6.1  | 1.0                                     | 2.6 | 4.6 | 6.6 | 8.5 | 3.4                 | 1.0                             | 2.3           | 15                   | 16                              | 15                       | 6.6           |
| 1000 bis unter 1250 Euro                  | 8.35  | 3.8                           | 4.5  | 5.0  | 5.2  | 5.4  | 1.0                                     | 2.6 | 4.7 | 6.7 | 8.7 | 3.2                 | 0.8                             | 1.9           | 14                   | 13                              | 13                       | 5.9           |
| 1250 bis unter 1500 Euro                  | 8.44  | 3.3                           | 4.0  | 4.4  | 4.7  | 4.8  | 1.1                                     | 2.6 | 4.7 | 6.7 | 8.6 | 2.7                 | 0.7                             | 2.0           | 12                   | 13                              | 13                       | 5.4           |
| 1500 Euro und mehr                        | 18.53 | 3.1                           | 3.8  | 4.2  | 4.5  | 4.6  | 1.1                                     | 2.6 | 4.8 | 6.7 | 8.6 | 2.6                 | 0.7                             | 2.0           | 25                   | 29                              | 28                       | 5.3           |
| kein eigenes Einkommen                    | 7.39  | 2.1                           | 2.6  | 2.9  | 3.1  | 3.3  | 1.1                                     | 2.6 | 4.6 | 6.5 | 8.2 | 1.6                 | 0.6                             | 1.6           | 6                    | 9                               | 9                        | 3.8           |
| <b>BIK-Regionsgrößenklassen</b>           |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| unter 5.000 Ew.                           | 3.40  | 4.5                           | 5.5  | 6.2  | 6.6  | 6.9  | 1.0                                     | 2.5 | 4.4 | 6.2 | 8.0 | 4.0                 | 0.5                             | 3.2           | 7                    | 4                               | 9                        | 7.7           |
| 5.000 bis unter 20.000 Ew.                | 5.45  | 3.9                           | 4.7  | 5.3  | 5.6  | 5.9  | 1.1                                     | 2.8 | 4.9 | 6.9 | 8.8 | 3.4                 | 0.3                             | 2.8           | 10                   | 3                               | 12                       | 6.6           |
| 20.000 bis unter 100.000 Ew.              | 14.96 | 3.5                           | 4.2  | 4.7  | 4.9  | 5.1  | 1.0                                     | 2.6 | 4.8 | 6.8 | 8.7 | 2.9                 | 0.9                             | 1.9           | 23                   | 27                              | 22                       | 5.6           |
| 100.000 bis unter 500.000 Ew.             | 19.64 | 3.9                           | 4.6  | 5.0  | 5.3  | 5.5  | 1.1                                     | 2.7 | 4.9 | 7.0 | 9.0 | 3.2                 | 0.9                             | 1.9           | 34                   | 37                              | 29                       | 6.0           |
| 500.000 und mehr Einwohner                | 21.37 | 2.7                           | 3.3  | 3.7  | 3.9  | 4.0  | 1.0                                     | 2.5 | 4.6 | 6.5 | 8.3 | 2.2                 | 0.6                             | 1.7           | 25                   | 28                              | 28                       | 4.6           |
| <b>Bundesländergruppen</b>                |       |                               |      |      |      |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |
| <b>Nielsen I</b>                          | 10.48 | 2.4                           | 3.1  | 3.5  | 3.8  | 4.0  | 1.0                                     | 2.4 | 4.2 | 5.8 | 7.4 | 1.9                 | 0.7                             | 2.1           | 10                   | 15                              | 17                       | 4.6           |
| Schleswig-Holstein                        | 2.29  | 1.7                           | 2.3  | 2.8  | 3.1  | 3.3  | 1.0                                     | 2.3 | 3.8 | 5.1 | 6.4 | 1.1                 | 0.7                             | 2.2           | 1                    | 3                               | 4                        | 3.9           |
| Hamburg                                   | 1.33  | 1.1                           | 1.5  | 1.8  | 2.0  | 2.1  | 1.0                                     | 2.3 | 3.8 | 5.1 | 6.3 | 0.9                 | 0.3                             | 1.4           | 1                    | 1                               | 2                        | 2.6           |
| Niedersachsen                             | 6.36  | 3.0                           | 3.8  | 4.3  | 4.6  | 4.8  | 1.0                                     | 2.4 | 4.3 | 6.1 | 7.7 | 2.4                 | 0.8                             | 2.2           | 8                    | 11                              | 11                       | 5.5           |
| Bremen                                    | 0.51  | 1.1                           | 1.6  | 2.0  | 2.1  | 2.3  | 1.2                                     | 2.5 | 4.1 | 5.7 | 7.2 | 0.7                 | 0.7                             | 1.3           | 0                    | 1                               | 0                        | 2.6           |
| <b>Nordrhein-Westfalen/Nielsen II</b>     | 13.86 | 3.3                           | 3.9  | 4.3  | 4.5  | 4.6  | 1.1                                     | 2.7 | 4.9 | 7.0 | 9.1 | 2.8                 | 0.8                             | 1.5           | 21                   | 22                              | 16                       | 5.1           |
| <b>Nielsen III a</b>                      | 8.68  | 4.3                           | 5.1  | 5.5  | 5.9  |      |   |     |     |     |     |                     |                                 |               |                      |                                 |                          |               |

KONPRESS

KONPRESS-Medien eG,  
Recklinghausen

Erscheinungsweise: wöchentlich

Übersicht

Basis: Pressemedien II

|  | Grundgesamtheit |        |        |                  | Leserschaft pro Ausgabe |        |        |                  |                      |        |        |                  |                      |        |        |                  |
|--|-----------------|--------|--------|------------------|-------------------------|--------|--------|------------------|----------------------|--------|--------|------------------|----------------------|--------|--------|------------------|
|  | Anteile in %    |        |        |                  | Reichweite in %         |        |        |                  | Zusammensetzung in % |        |        |                  | Hochrechnung in Mio. |        |        |                  |
|  | Gesamt          | Männer | Frauen | Haushaltführende | Gesamt                  | Männer | Frauen | Haushaltführende | Gesamt               | Männer | Frauen | Haushaltführende | Gesamt               | Männer | Frauen | Haushaltführende |
| <b>Total</b>                               | 38831           | 17670  | 21161  | 24570            | 3.5                     | 2.4    | 4.5    | 4.3              | 2230                 | 757    | 1473   | 1595             | 2.24                 | 0.75   | 1.49   | 1.54             |
| <b>Besitz im Haushalt</b>                  |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Privat-PKW                                 | 82.1            | 86.7   | 77.8   | 74.3             | 3.2                     | 2.4    | 4.1    | 4.0              | 76                   | 88     | 71     | 70               | 1.71                 | 0.66   | 1.06   | 1.08             |
| Telefon (Festnetz)                         | 94.1            | 93.1   | 95.0   | 92.2             | 3.6                     | 2.5    | 4.6    | 4.5              | 98                   | 97     | 98     | 97               | 2.19                 | 0.72   | 1.46   | 1.50             |
| Anrufbeantworter                           | 46.3            | 48.2   | 44.4   | 40.8             | 3.0                     | 2.2    | 3.9    | 4.0              | 41                   | 45     | 39     | 38               | 0.91                 | 0.34   | 0.58   | 0.59             |
| Faxgerät                                   | 19.4            | 22.0   | 17.0   | 15.5             | 2.8                     | 2.2    | 3.6    | 3.5              | 16                   | 20     | 14     | 13               | 0.35                 | 0.15   | 0.20   | 0.20             |
| Stationärer Computer: PC oder Mac          | 57.3            | 61.6   | 53.3   | 48.3             | 2.4                     | 1.8    | 3.0    | 3.0              | 39                   | 47     | 36     | 34               | 0.88                 | 0.35   | 0.54   | 0.52             |
| Laptop/Notebook                            | 31.0            | 33.6   | 28.5   | 25.5             | 2.2                     | 1.5    | 3.0    | 2.7              | 20                   | 21     | 19     | 16               | 0.44                 | 0.15   | 0.29   | 0.25             |
| Internet-Anschluss                         | 61.6            | 65.9   | 57.5   | 53.1             | 2.3                     | 1.7    | 2.9    | 2.8              | 41                   | 48     | 37     | 34               | 0.91                 | 0.36   | 0.55   | 0.53             |
| Radio (tragbar/stationär)                  | 98.2            | 98.3   | 98.2   | 97.8             | 3.5                     | 2.4    | 4.5    | 4.3              | 98                   | 99     | 98     | 98               | 2.20                 | 0.74   | 1.46   | 1.51             |
| Kassettenrecorder ohne Radio               | 23.5            | 24.1   | 23.0   | 21.3             | 3.3                     | 2.6    | 4.0    | 4.0              | 23                   | 26     | 21     | 20               | 0.50                 | 0.20   | 0.31   | 0.31             |
| trag. CD-Player/Diskman o. Radio           | 24.1            | 25.1   | 23.2   | 19.0             | 2.0                     | 1.5    | 2.6    | 2.6              | 14                   | 16     | 13     | 12               | 0.32                 | 0.12   | 0.20   | 0.18             |
| digitaler Fotoapparat                      | 55.3            | 59.1   | 51.6   | 47.4             | 2.4                     | 1.9    | 3.0    | 2.9              | 38                   | 46     | 34     | 33               | 0.86                 | 0.35   | 0.51   | 0.50             |
| DVD-Player/Recorder                        | 67.3            | 71.5   | 63.4   | 60.6             | 2.2                     | 1.8    | 2.7    | 2.6              | 43                   | 55     | 38     | 37               | 0.97                 | 0.41   | 0.56   | 0.57             |
| Walkman/MP3 Player/ Handyradio             | 26.0            | 28.1   | 24.0   | 19.9             | 1.6                     | 1.2    | 2.2    | 2.3              | 12                   | 14     | 12     | 11               | 0.28                 | 0.10   | 0.17   | 0.16             |
| Uhrenradio/Radiowecker                     | 59.8            | 61.6   | 58.1   | 56.7             | 3.3                     | 2.4    | 4.3    | 4.2              | 57                   | 62     | 55     | 56               | 1.29                 | 0.46   | 0.83   | 0.86             |
| Küchenradio                                | 47.0            | 45.4   | 48.6   | 44.7             | 4.1                     | 2.9    | 5.2    | 5.3              | 56                   | 56     | 57     | 55               | 1.26                 | 0.41   | 0.85   | 0.85             |
| anderes Radiogerät                         | 25.3            | 26.5   | 24.1   | 22.6             | 4.2                     | 2.8    | 5.6    | 5.6              | 30                   | 32     | 30     | 29               | 0.68                 | 0.24   | 0.45   | 0.45             |
| Festplattenrecorder                        | 5.0             | 6.1    | 3.9    | 3.6              | 1.8                     | 1.6    | 2.1    | 1.9              | 3                    | 4      | 2      | 2                | 0.06                 | 0.03   | 0.03   | 0.02             |
| Webcam                                     | 11.0            | 13.1   | 9.1    | 7.8              | 1.3                     | 1.1    | 1.6    | 1.8              | 4                    | 6      | 3      | 3                | 0.10                 | 0.05   | 0.05   | 0.05             |
| Radionutzung über PC oder Laptop           | 12.9            | 15.4   | 10.5   | 10.1             | 1.8                     | 1.8    | 1.8    | 1.8              | 7                    | 11     | 4      | 4                | 0.15                 | 0.09   | 0.06   | 0.07             |
| Stereo-/HiFi-Anlage (mit Tuner)            | 75.1            | 78.3   | 72.0   | 70.3             | 2.7                     | 2.1    | 3.3    | 3.3              | 58                   | 70     | 53     | 54               | 1.31                 | 0.52   | 0.79   | 0.83             |
| <b>Fernseh- und Fernsehzusatzgeräte</b>    |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Fernsehgerät                               | 98.3            | 98.1   | 98.4   | 97.8             | 3.5                     | 2.4    | 4.5    | 4.3              | 99                   | 99     | 99     | 99               | 2.21                 | 0.74   | 1.47   | 1.52             |
| Mini-Fernseher/Watchman                    | 3.3             | 3.7    | 3.1    | 2.2              | 2.1                     | 1.4    | 2.8    | 3.6              | 2                    | 2      | 2      | 2                | 0.05                 | 0.02   | 0.03   | 0.03             |
| Fernseher mit Flachbildschirm              | 31.7            | 35.8   | 27.9   | 26.0             | 2.2                     | 1.4    | 3.1    | 3.1              | 20                   | 21     | 20     | 19               | 0.45                 | 0.16   | 0.29   | 0.29             |
| Videorecorder                              | 61.1            | 62.9   | 59.3   | 56.9             | 3.0                     | 2.2    | 3.8    | 3.8              | 53                   | 59     | 51     | 50               | 1.20                 | 0.44   | 0.76   | 0.78             |
| Videokamera/Camcorder                      | 15.6            | 17.4   | 13.9   | 12.4             | 2.6                     | 2.3    | 2.9    | 3.0              | 12                   | 17     | 9      | 9                | 0.26                 | 0.13   | 0.13   | 0.13             |
| digitale Videokamera                       | 17.0            | 19.1   | 15.1   | 13.0             | 2.2                     | 1.5    | 3.1    | 3.3              | 11                   | 12     | 11     | 10               | 0.25                 | 0.09   | 0.16   | 0.15             |
| Empfangsschüssel/Kabel                     | 98.0            | 97.8   | 98.1   | 97.4             | 3.5                     | 2.4    | 4.5    | 4.3              | 98                   | 98     | 98     | 98               | 2.19                 | 0.73   | 1.47   | 1.51             |
| <b>Führerscheinbesitz (PKW)</b>            | 77.4            | 86.6   | 68.8   | 74.3             | 3.3                     | 2.5    | 4.2    | 3.8              | 74                   | 93     | 65     | 67               | 1.66                 | 0.69   | 0.97   | 1.02             |
| <b>Gartenbesitz</b>                        | 59.5            | 59.0   | 59.9   | 54.6             | 4.6                     | 3.3    | 5.8    | 6.0              | 79                   | 82     | 78     | 77               | 1.78                 | 0.61   | 1.16   | 1.19             |
| <b>Wohnungsart</b>                         |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| eigenes Haus                               | 45.1            | 45.2   | 45.0   | 40.3             | 5.3                     | 3.6    | 6.9    | 7.2              | 69                   | 69     | 69     | 68               | 1.55                 | 0.52   | 1.03   | 1.04             |
| Eigentumswohnung                           | 5.0             | 5.0    | 4.9    | 5.0              | 4.0                     | 2.8    | 5.1    | 5.0              | 6                    | 6      | 6      | 6                | 0.13                 | 0.04   | 0.08   | 0.09             |
| zur Miete/Untermiete                       | 49.9            | 49.7   | 50.1   | 54.6             | 1.7                     | 1.2    | 2.3    | 2.1              | 25                   | 25     | 25     | 27               | 0.57                 | 0.19   | 0.38   | 0.41             |
| <b>Wohndauer</b>                           |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| 1-5 Jahre                                  | 27.2            | 28.4   | 26.1   | 29.6             | 1.3                     | 0.9    | 1.7    | 1.4              | 10                   | 11     | 10     | 10               | 0.23                 | 0.08   | 0.15   | 0.15             |
| 6-10 Jahre                                 | 19.0            | 19.4   | 18.6   | 17.8             | 1.8                     | 1.3    | 2.3    | 2.0              | 10                   | 11     | 10     | 8                | 0.23                 | 0.08   | 0.14   | 0.13             |
| 11-15 Jahre                                | 12.8            | 12.6   | 13.0   | 11.3             | 2.1                     | 1.7    | 2.4    | 2.7              | 8                    | 9      | 7      | 7                | 0.17                 | 0.07   | 0.11   | 0.11             |
| 16-20 Jahre                                | 10.9            | 11.0   | 10.8   | 9.0              | 3.2                     | 2.1    | 4.3    | 4.3              | 10                   | 10     | 10     | 9                | 0.23                 | 0.07   | 0.16   | 0.14             |
| 21 Jahre und länger                        | 29.8            | 28.4   | 31.2   | 32.1             | 7.2                     | 5.0    | 9.1    | 8.7              | 62                   | 59     | 63     | 65               | 1.39                 | 0.44   | 0.94   | 1.00             |
| <b>Baujahr des Hauses</b>                  |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| vor 1919                                   | 8.1             | 7.9    | 8.2    | 8.8              | 4.3                     | 3.2    | 5.3    | 5.3              | 10                   | 11     | 10     | 11               | 0.23                 | 0.08   | 0.15   | 0.17             |
| 1919 bis 1948                              | 12.7            | 12.4   | 13.0   | 13.3             | 3.9                     | 2.4    | 5.3    | 4.7              | 14                   | 13     | 15     | 15               | 0.32                 | 0.10   | 0.23   | 0.23             |
| 1949 bis 1978                              | 41.6            | 41.2   | 42.0   | 43.6             | 4.1                     | 2.9    | 5.1    | 4.8              | 49                   | 51     | 48     | 49               | 1.10                 | 0.38   | 0.72   | 0.75             |
| 1979 und später                            | 36.4            | 37.3   | 35.6   | 33.1             | 2.5                     | 1.6    | 3.3    | 3.3              | 26                   | 25     | 27     | 26               | 0.58                 | 0.18   | 0.40   | 0.39             |
| <b>Tiere im Haushalt</b>                   |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Hund(e)                                    | 17.0            | 17.1   | 17.0   | 14.4             | 3.0                     | 2.3    | 3.6    | 4.0              | 15                   | 16     | 14     | 13               | 0.33                 | 0.12   | 0.20   | 0.21             |
| Katze(n)                                   | 17.5            | 15.4   | 19.5   | 16.8             | 3.7                     | 2.2    | 4.9    | 5.2              | 19                   | 15     | 21     | 21               | 0.42                 | 0.11   | 0.32   | 0.32             |
| Vogel(Vögel)                               | 4.9             | 4.6    | 5.3    | 4.7              | 3.8                     | 2.6    | 4.7    | 5.3              | 5                    | 5      | 6      | 6                | 0.12                 | 0.04   | 0.08   | 0.09             |
| andere                                     | 10.4            | 10.3   | 10.6   | 8.9              | 3.5                     | 3.5    | 3.5    | 3.9              | 11                   | 15     | 8      | 8                | 0.24                 | 0.11   | 0.12   | 0.13             |
| keine                                      | 60.7            | 62.9   | 58.6   | 63.9             | 3.5                     | 2.3    | 4.7    | 4.2              | 61                   | 60     | 62     | 63               | 1.37                 | 0.45   | 0.92   | 0.97             |
| <b>Urlaubsreise/Fernreise</b>              |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| innerhalb der letzten 12 Monate            | 55.0            | 57.3   | 52.8   | 49.6             | 3.0                     | 2.2    | 3.8    | 3.8              | 48                   | 54     | 45     | 44               | 1.07                 | 0.40   | 0.67   | 0.68             |
| 1-2 Jahre her                              | 13.7            | 13.6   | 13.7   | 13.6             | 2.8                     | 2.1    | 3.6    | 3.5              | 11                   | 12     | 11     | 11               | 0.25                 | 0.09   | 0.16   | 0.17             |
| länger her                                 | 24.9            | 22.9   | 26.7   | 29.5             | 4.6                     | 2.8    | 6.0    | 5.4              | 33                   | 27     | 36     | 37               | 0.73                 | 0.20   | 0.53   | 0.57             |
| nie  | 6.5             | 6.2    | 6.8    | 7.2              | 4.5                     | 2.9    | 5.8    | 4.6              | 8                    | 8      | 9      | 8                | 0.19                 | 0.06   | 0.13   | 0.12             |
| <b>Reiseziel (Urlaubsreise)</b>            |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Deutschland                                | 25.1            | 23.4   | 26.8   | 27.4             | 5.0                     | 3.7    | 6.1    | 5.8              | 36                   | 36     | 36     | 37               | 0.81                 | 0.27   | 0.54   | 0.57             |
| Österreich, Schweiz, Südtirol              | 11.8            | 11.4   | 12.1   | 12.8             | 5.5                     | 3.5    | 7.2    | 6.9              | 19                   | 17     | 20     | 21               | 0.42                 | 0.13   | 0.29   | 0.32             |
| Europäisches Ausland                       | 43.8            | 45.3   | 42.4   | 40.6             | 2.3                     | 1.6    | 2.9    | 2.9              | 29                   | 30     | 28     | 28               | 0.64                 | 0.22   | 0.42   | 0.42             |
| Außereuropäisches Ausland                  | 12.1            | 13.1   | 11.1   | 11.2             | 1.9                     | 1.4    | 2.5    | 2.1              | 7                    | 8      | 6      | 5                | 0.15                 | 0.06   | 0.09   | 0.08             |
| <b>Kurzreise (weniger als 1 Woche)</b>     |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| innerhalb der letzten 12 Monate            | 44.7            | 45.9   | 43.6   | 41.5             | 3.7                     | 2.5    | 4.8    | 4.8              | 48                   | 49     | 47     | 47               | 1.07                 | 0.37   | 0.70   | 0.72             |
| <b>Reiseziel (Kurzreise)</b>               |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| Deutschland                                | 35.1            | 35.7   | 34.5   | 33.0             | 3.9                     | 2.7    | 5.2    | 5.2              | 40                   | 40     | 40     | 40               | 0.90                 | 0.30   | 0.60   | 0.62             |
| Österreich, Schweiz, Südtirol              | 9.7             | 10.9   | 8.7    | 8.7              | 3.6                     | 2.3    | 5.1    | 5.0              | 10                   | 11     | 10     | 10               | 0.23                 | 0.08   | 0.15   | 0.16             |
| Europäisches Ausland                       | 10.5            | 11.4   | 9.7    | 8.9              | 2.6                     | 1.9    | 3.5    | 3.4              | 8                    | 9      | 8      | 7                | 0.18                 | 0.07   | 0.11   | 0.11             |
| Außereuropäisches Ausland                  | 0.5             | 0.6    | 0.5    | 0.6              | 1.6                     | 1.3    | 1.8    | 1.4              | 0                    | 0      | 0      | 0                | 0.01                 | 0.00   | 0.00   | 0.00             |
| <b>Einkaufsorte</b>                        |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| hier am Ort                                | 69.9            | 68.8   | 70.8   | 70.4             | 3.2                     | 2.2    | 4.1    | 4.0              | 65                   | 65     | 65     | 65               | 1.46                 | 0.49   | 0.97   | 1.00             |
| andere Orte                                | 48.6            | 49.0   | 48.3   | 44.6             | 3.5                     | 2.5    | 4.4    | 4.5              | 49                   | 51     | 47     | 47               | 1.09                 | 0.38   | 0.71   | 0.72             |
| Versandhandel                              | 28.7            | 26.9   | 30.4   | 28.5             | 2.7                     | 1.9    | 3.4    | 3.4              | 23                   | 22     | 23     | 23               | 0.51                 | 0.16   | 0.35   | 0.35             |
| <b>Anschaffungen der letzten 12 Monate</b> |                 |        |        |                  |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |
| PKW  | 9.1             | 11.0   | 7.4    | 7.4              | 2.3                     | 2.0    | 2.8    | 2.5              | 6                    | 9      | 5      | 4                | 0.14                 | 0.07   | 0.07   | 0.07             |
| Einrichtungsgegenstände                    | 20.4            | 19.8   | 21.0   | 2                |                         |        |        |                  |                      |        |        |                  |                      |        |        |                  |