

3. Codebook

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3.1 Basic data**3.1.1 Occupational status, sectors, management function****3.1.2 Demography****3.1.3 Banner**

OCCUPATIONAL STATUS

Total number of employees incl. subsidiaries
(Field 2005 - 2010)

POSITION IN THE COMPANY

(Contact questionnaire: employees, field 403)
Member of the board of directors/ managing director/
director/ head official/ production manager/
works manager (code 3 - 5)
Head of department/ authorised representative (code 6)
Functional department executive/ executive employee in
an other function (code 7)

INDUSTRIAL SECTOR

(Code 1)
Agriculture and forestry, fishing and aquaculture
(Field 2041)
Mining, energy, water supply, recycling
(Field 2042, 2043, 2044, 2074, 2075, 2076)
Manufacture of leather, textiles, food, drinks, tobacco
(Field 2045, 2046, 2047, 2048)
Manufacture of timber, paper, printing industry,
manufacturer of furniture (Field 2049, 2050, 2051, 2071)
Chemical industries incl. manufacture of non-metallic
mineral products and coke oven products
(Field 2052 - 2057)
Manufacture of basic metals and of machinery and
equipment, repair and installation of machinery
(Field 2058 - 2061, 2068, 2072, 2073)
Manufacture of computer, electronic and optical products,
manufacture of electrical equipment
(Field 2062 - 2067)
Manufacture of motor vehicles, other transport equipment
(Field 2069, 2070)
Construction (Field 2077 - 2080)
Trade; repair of motor vehicles and motorcycles
(Field 2081 - 2089)
Transportation and storage (Field 2090 - 2092)
Information and communication (Field 2094 - 2098)
Financial service activities, insurance service activities
(Field 2099, 2100)
Professional, scientific and technical activities
(Field 2102 - 2108)
Other administrative and support service activities
(Field 2101, 2109 - 2114)
Human health and social work activities
(Field 2117 - 2122)
Other (Field 2093, 2115, 2116, 2123 - 2126)

COMPANY MANAGEMENT ACCORD. TO FIELD

(Contact questionnaire: employees, field 482 - 498, code 1)

TOTAL OR PARTIAL FIELD MANAGEMENT ACCORD.
TO FIELD

(Contact questionnaire: employees, field 482 - 498,
code 1, 2)

SEX/ AGE/ SCHOOL EDUCATION

(Field 240, 241 - 242, 251)

VOCATIONAL TRAINING

(Field 252 - 260)

FIELD OF EDUCATION

(Field 264 - 283)

PERSONAL ANNUAL GROSS INCOME

(Field 285)

FEDERAL STATE/ NIELSEN AREA

(Field 227 - 228, 229)

TOWN SIZE (BIK)

(Field 231)

BANNER

The recordings were defined analogue

DECISION-MAKING

For details look on page 12

LAE 2020

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Basic data						
Occupational status						
Self-employed						
3080	1	Total	1'488	1'518	19.2	569
3081	1	6 to 9 employees	330	602	7.6	226
3082	1	10 to 49 employees	794	760	9.6	285
3083	1	50 employees or more	364	156	2.0	58
Independent professionals						
3084	1	Total	1'258	1'297	16.4	486
3085	1	Legal/ business consulting	390	361	4.6	135
3086	1	Architectural and engineering offices/ other services	335	293	3.7	110
3087	1	Healthcare	516	592	7.5	222
3088	1	Culture, sports, entertainment	30	71	0.9	27
Employees						
3089	1	Total	4'500	4'467	56.6	1'674
3090	1	Up to 99 employees	1'534	1'512	19.1	567
3091	1	100 to 999 employees	1'921	1'602	20.3	600
3092	1	1000 employees or more	1'045	1'353	17.1	507
3093	1	Member of the board of directors/ managing director/ director/ head official/ production manager/ works manager	1'272	1'481	18.8	555
3094	1	Head of department/ authorised representative	1'650	1'650	20.9	618
3095	1	Functional department executive/ executive employee in an other function	1'578	1'336	16.9	501
Civil servants						
3096	1	Total	650	614	7.8	230
Industrial sector						
3097	1	Agriculture and forestry, fishing and aquaculture	58	65	0.8	25
3098	1	Mining, energy, water supply, recycling	220	178	2.3	67
3099	1	Manufacture of leather, textiles, food, drinks, tobacco	253	200	2.5	75
3100	1	Manufacture of timber, paper, printing industry, manufacturer of furniture	156	125	1.6	47
3101	1	Chemical industries incl. manufacture of non-metallic mineral products and coke oven products	419	365	4.6	137
3102	1	Manufacture of basic metals and of machinery and equipment, repair and installation of machinery	895	808	10.2	303
3103	1	Manufacture of computer, electronic and optical products, manufacture of electrical equipment	348	316	4.0	118
3104	1	Manufacture of motor vehicles, other transport equipment	284	397	5.0	149
3105	1	Construction	511	500	6.3	187
3106	1	Trade; repair of motor vehicles and motorcycles	1'022	837	10.6	314
3107	1	Transportation and storage	267	271	3.4	102
3108	1	Information and communication	502	482	6.1	181
3109	1	Financial service activities, insurance service activities	334	356	4.5	133
3110	1	Professional, scientific and technical activities	1'100	1'139	14.4	427
3111	1	Other administrative and support service activities	529	554	7.0	208
3112	1	Human health and social work activities	1'027	1'060	13.4	397
3113	1	Other	1'334	1'560	19.8	585

LAE 2020

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Management function				
3114	1	Employees	4'500	4'467	56.6	1'674
		Company management accord. to field				
3115	1	Business and company management	1'036	1'102	14.0	413
3116	1	Commercial management	780	827	10.5	310
3117	1	Technical management	450	483	6.1	181
3118	1	HR human resources, development, education	724	760	9.6	285
3119	1	Financing, accounting, statistics	598	610	7.7	229
3120	1	Law/ Compliance/ Ethics	165	183	2.3	68
3121	1	Data processing, IT	486	507	6.4	190
3122	1	Sales, distribution	634	635	8.0	238
3123	1	Marketing, customer care (CRM), advertising, market research	602	645	8.2	242
3124	1	Public relation	507	561	7.1	210
3125	1	Category management	120	124	1.6	46
3126	1	Purchasing, acquisition	453	459	5.8	172
3127	1	Logistics: materials management, warehousing, transportation, packaging	334	312	4.0	117
3128	1	Job preparation, process engineering, control, work organization	612	618	7.8	231
3129	1	Manufacturing, production, installation	351	354	4.5	133
3130	1	Maintenance and repair, preparation of manufacturing resources	323	327	4.1	122
3131	1	Development, construction, research, design, prototyping	267	274	3.5	103
3132	1	Other department	227	250	3.2	94
		Total or partial field management accord. to field				
3133	1	Business and company management	1'815	1'916	24.3	718
3134	1	Commercial management	1'507	1'591	20.1	596
3135	1	Technical management	910	973	12.3	364
3136	1	HR human resources, development, education	1'704	1'730	21.9	648
3137	1	Financing, accounting, statistics	1'320	1'336	16.9	501
3138	1	Law/ Compliance/ Ethics	452	496	6.3	186
3139	1	Data processing, IT	1'098	1'123	14.2	421
3140	1	Sales, distribution	1'404	1'381	17.5	518
3141	1	Marketing, customer care (CRM), advertising, market research	1'401	1'456	18.4	546
3142	1	Public relation	1'036	1'118	14.2	419
3143	1	Category management	378	394	5.0	148
3144	1	Purchasing, acquisition	1'191	1'163	14.7	436
3145	1	Logistics: materials management, warehousing, transportation, packaging	984	903	11.4	338
3146	1	Job preparation, process engineering, control, work organization	1'558	1'519	19.2	569
3147	1	Manufacturing, production, installation	826	823	10.4	308
3148	1	Maintenance and repair, preparation of manufacturing resources	852	830	10.5	311
3149	1	Development, construction, research, design, prototyping	826	858	10.9	322
3150	1	Other department	374	388	4.9	145

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Demography						
Sex						
3151	1	Men	6'252	6'156	78.0	2'307
3152	1	Women	1'644	1'740	22.0	652
Age groups						
3153	1	Up to 29 years	112	208	2.6	78
3154	1	30 to 39 years	1'152	1'318	16.7	494
3155	1	40 to 49 years	2'619	2'319	29.4	869
3156	1	50 to 59 years	2'834	2'855	36.2	1'070
3157	1	60 years or older	1'179	1'196	15.1	448
School education						
3158	1	Elementary school	214	251	3.2	94
3159	1	Secondary school without A-Levels	1'604	1'599	20.3	599
3160	1	Secondary school with A-Levels	6'078	6'045	76.6	2'265
Vocational training						
3162	1	Completed apprenticeship	3'360	3'389	42.9	1'270
3163	1	Master craftsman diploma	1'071	1'126	14.3	422
3164	1	Technical college	1'247	1'266	16.0	475
3165	1	Engineering college	340	338	4.3	127
3166	1	Polytechnic institute	19	19	0.2	7
3167	1	University for applied science	1'512	1'453	18.4	544
3168	1	University/ academic degree	3'659	3'469	43.9	1'300
3169	1	Doctorate/ thesis	761	735	9.3	275
3170	1	Others	185	233	3.0	87
Field of education						
3171	1	Natural sciences/ medicine/ pharmacy	1'323	1'325	16.8	496
3172	1	Architecture/ mechanical engineering	421	406	5.1	152
3173	1	Informatics	499	456	5.8	171
3174	1	Technical sciences/ engineering	962	931	11.8	349
3175	1	Economic engineering	233	215	2.7	81
3176	1	Economics/ Jurisprudence	1'920	1'798	22.8	674
3177	1	Humanities	1'034	984	12.5	369
3178	1	Commercial training	2'155	2'128	27.0	798
3179	1	Skilled trade	1'249	1'287	16.3	482
3180	1	Others	1'494	1'549	19.6	581
Personal annual gross income						
3181	1	Up to € 40,000	27	42	0.5	16
3182	1	€ 40,000 up to € 60,000	505	631	8.0	236
3183	1	€ 60,000 up to € 80,000	2'016	1'986	25.2	744
3184	1	€ 80,000 up to € 100,000	2'473	2'491	31.5	933
3185	1	€ 100,000 up to € 150,000	1'708	1'833	23.2	687
3186	1	€ 150,000 or more	1'167	914	11.6	343

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Federal state/ Nielsen area				
3187	1	Schleswig-Holstein	238	249	3.1	93
3188	1	Hamburg	250	200	2.5	75
3189	1	Lower Saxony	622	652	8.3	244
3190	1	Bremen	90	85	1.1	32
3191	1	Nielsen I	1'200	1'185	15.0	444
3192	1	Nielsen II/North Rhine-Westphalia	1'620	1'678	21.3	629
3193	1	Hesse	704	696	8.8	261
3194	1	Rhineland-Palatinate	407	341	4.3	128
3195	1	Saar	121	118	1.5	44
3196	1	Nielsen IIIa	1'232	1'156	14.6	433
3197	1	Nielsen IIIb/ Baden-Wuerttemberg	1'305	1'315	16.7	493
3198	1	Nielsen IV/ Bavaria	1'500	1'502	19.0	563
3199	1	Nielsen V/ Berlin	371	363	4.6	136
3200	1	Brandenburg	154	164	2.1	61
3201	1	Mecklenburg-Western Pomerania	88	89	1.1	33
3202	1	Saxony-Anhalt	98	96	1.2	36
3203	1	Nielsen VI	340	350	4.4	131
3204	1	Saxony	220	243	3.1	91
3205	1	Thuringia	108	104	1.3	39
3206	1	Nielsen VII	328	347	4.4	130
		Town size, BIK				
3207	1	Up to 5,000 inhabitants	194	207	2.6	78
3208	1	5,000 to 20,000 inhabitants	502	537	6.8	201
3209	1	20,000 to 100,000 inhabitants	1'533	1'657	21.0	621
3210	1	100,000 to 500,000 inhabitants	2'145	2'199	27.8	824
3211	1	500,000 inhabitants or more	3'522	3'295	41.7	1'235

LAE 2020

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Banner						
Occupational groups						
Self-employed						
3001	1	Total	1'488	1'518	19.2	569
3002	1	6 to 9 employees	330	602	7.6	226
3003	1	10 to 49 employees	794	760	9.6	285
3004	1	50 employees or more	364	156	2.0	58
Independent professionals						
3005	1	Total	1'258	1'297	16.4	486
Employees						
3006	1	Total	4'500	4'467	56.6	1'674
3007	1	Up to 99 employees	1'534	1'512	19.1	567
3008	1	100 to 999 employees	1'921	1'602	20.3	600
3009	1	1,000 employees or more	1'045	1'353	17.1	507
3010	1	Member of the board of directors/ managing director/ director	1'272	1'481	18.8	555
3011	1	Head of department/ authorised representative	1'650	1'650	20.9	618
3012	1	Functional department executive/ executive employee in an other function	1'578	1'336	16.9	501
Civil servants						
3013	1	Total	650	614	7.8	230
Grouped industrial sectors						
3021	1	Agriculture and forestry, fishing and aquaculture	58	65	0.8	25
3022	1	Mining, energy, water supply, recycling	220	178	2.3	67
3023	1	Manufacture of leather, textiles, food, drinks, tobacco	253	200	2.5	75
3024	1	Manufacture of timber, paper, printing industry, manufacturer of furniture	156	125	1.6	47
3025	1	Chemical industries incl. manufacture of non-metallic mineral products and coke oven products	419	365	4.6	137
3026	1	Manufacture of basic metals and of machinery and equipment, repair and installation of machinery	895	808	10.2	303
3027	1	Manufacture of computer, electronic and optical products, manufacture of electrical equipment	348	316	4.0	118
3028	1	Manufacture of motor vehicles, other transport equipment	284	397	5.0	149
3029	1	Construction	511	500	6.3	187
3030	1	Trade; repair of motor vehicles and motorcycles	1'022	837	10.6	314
3031	1	Transportation and storage	267	271	3.4	102
3032	1	Information and communication	502	482	6.1	181
3033	1	Financial service activities, insurance service activities	334	356	4.5	133
3034	1	Professional, scientific and technical activities	1'100	1'139	14.4	427
3035	1	Other administrative and support service activities	529	554	7.0	208
3036	1	Human health and social work activities	1'027	1'060	13.4	397
3037	1	Other	1'334	1'560	19.8	585

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Decision-making						
Sole/ jointly responsible/ delegation						
3041	1	Company and business management	5'961	6'021	76.3	2'256
3042	1	Administration/ organisation/ IT	6'419	6'492	82.2	2'433
3043	1	Finances	4'320	4'370	55.3	1'638
3044	1	Sales/ marketing	5'918	5'927	75.1	2'221
3045	1	Production/ logistics/ materials management	5'628	5'611	71.1	2'103
3046	1	Research/ development/ design	2'275	2'101	26.6	787
Persons involved in decision-making						
3047	1	Business and company management	6'343	6'405	81.1	2'400
3048	1	Administration/ organisation/ IT	6'781	6'858	86.9	2'570
3049	1	Finances	4'650	4'713	59.7	1'766
3050	1	Sales/ marketing	6'226	6'229	78.9	2'334
3051	1	Production/ logistics/ materials management	5'904	5'883	74.5	2'205
3052	1	Research/ development/ design	2'454	2'282	28.9	855
Demography						
Age						
3061	1	Up to 39 years	1'264	1'526	19.3	572
3062	1	40 to 49 years	2'619	2'319	29.4	869
3063	1	50 years or older	4'013	4'051	51.3	1'518
School education						
3064	1	Elementary school	214	251	3.2	94
3065	1	Secondary school without A-Levels	1'604	1'599	20.3	599
3066	1	Secondary school with A-Levels	6'078	6'045	76.6	2'265
Personal annual gross income						
3068	1	Up to € 40,000	27	42	0.5	16
3069	1	€ 40,000 up to € 60,000	505	631	8.0	236
3070	1	€ 60,000 up to € 80,000	2'016	1'986	25.2	744
3071	1	€ 80,000 up to € 100,000	2'473	2'491	31.5	933
3072	1	€ 100,000 up to € 150,000	1'708	1'833	23.2	687
3073	1	€ 150,000 or more	1'167	914	11.6	343

3.2 Responsibilities

3.2.1 Sole decision-making, delegation

3.2.2 Sole decision-making/ delegation/ joint decision

STEPS OF DECISION-MAKING

(Field 1501 - 1506, 1507 - 1512, ..., 1639 - 1644, 1884 - 1889, 1890 - 1895)

- Sole decision-making / delegation (code 1)
- Joint decision (code 2)
- Make suggestions (code 3)

SOLE DECISION-MAKING/ DELEGATION

SOLE DECISION-MAKING/ DELEGATION/ JOINT DECISION

Definition:

- "Sole decision-making / delegation" or
- "Joint decision"

PERSONS INVOLVED IN DECISION-MAKING

Definition:

- "Sole decision-making / delegation" or
- "Joint decision" or
- "Make suggestions"

3.2.3 Persons involved in decision-making

RECODINGS:

e.g.

"BUSINESS AND COMPANY MANAGEMENT"

Decision-making min. 1 out of 4

- "Management of company (corporate policy)" or
- "Location planning/ plant expansion/ building projects" or
- "Rental/ purchase of business premises" or
- "HR/ Personnel management, social and training affairs"

IT TOTAL

Decision-making min. 1 out of 3

- "IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)" or
- „Software/ IT-services/ consultancy" or
- "Internet, e-commerce/ intranet"

"IT/ COMMUNICATIONS DECISION MAKERS"

Decision-making min. 1 out of 2

- "IT total" or
- "Communication systems, e.g. telephone system, smartphone, mobile phone"

The other recordings were defined analogue

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Responsibilities						
Sole decision-making, delegation						
Business and company management						
3231	1	Total	3'554	3'744	47.4	1'403
3232	1	Management of company (corporate policy)	2'801	2'989	37.9	1'120
3233	1	Overall location planning/ building plans	1'994	2'166	27.4	812
3234	1	Location planning/ plant expansion/ building projects	1'857	2'023	25.6	758
3235	1	Rental/ purchase of business premises	1'758	1'896	24.0	711
3236	1	HR/ Personnel management, social and training affairs	2'643	2'827	35.8	1'059
Administration/ organisation/ IT						
3237	1	Total	4'189	4'370	55.3	1'638
3238	1	Accountancy/ Controlling	2'667	2'810	35.6	1'053
3239	1	IT/ Communications decision makers	3'163	3'367	42.6	1'262
3240	1	IT total	2'922	3'128	39.6	1'172
3241	1	IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)	2'551	2'738	34.7	1'026
3242	1	Software/ IT-services/ consultancy	2'291	2'477	31.4	928
3243	1	Internet/ e-commerce/ intranet	2'210	2'372	30.0	889
3244	1	Communication systems, e.g. telephone system, smartphone, mobile phone	2'378	2'589	32.8	970
3245	1	Office technology (e.g. copier, printer, scanner, projector)	2'701	2'898	36.7	1'086
3246	1	Office furniture/ office equipment	2'519	2'741	34.7	1'027
Finances						
3247	1	Total	2'506	2'673	33.9	1'002
3248	1	Financial/ capital investments/ planning	2'389	2'551	32.3	956
3249	1	Investment financing/ credit transactions	2'104	2'233	28.3	837
Sales/ marketing						
3250	1	Total	3'373	3'465	43.9	1'298
3251	1	Marketing, advertising, public relations, market research, sales promotion, trade fairs	1'979	2'071	26.2	776
3252	1	Distribution, sales, sales force	2'087	2'123	26.9	796
3263	1	Activities concerning CSR ("Corporate Social Responsibility")	1'582	1'610	20.4	603
3264	1	Arrangements concerning sustainability	909	918	11.6	344
Production/ logistics/ materials management						
3253	1	Total	3'902	4'022	50.9	1'507
3254	1	Logistics/ warehousing/ transport	1'613	1'636	20.7	613
3255	1	Car pool, fleet	2'347	2'451	31.0	919
3256	1	Vans/ lorries/ trucks	1'064	1'101	13.9	413
3257	1	Special purpose vehicles (e.g. forklifts)	833	792	10.0	297
3258	1	Parcel and courier services	1'880	1'937	24.5	726
3259	1	Production, manufacturing, manufacturing control	1'141	1'126	14.3	422
3260	1	Machines, production facilities, drive engineering	1'104	1'105	14.0	414
3261	1	Energy, e.g. supplier selection	2'121	2'294	29.0	860
3262	1	Research and development/ design	1'037	1'000	12.7	375

Field(s)	Code		Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Sole decision-making/ delegation/ joint decision						
Business and company management						
3271	1	Total	5'961	6'021	76.3	2'256
3272	1	Management of company (corporate policy)	4'746	4'894	62.0	1'834
3273	1	Overall location planning/ building plans	3'895	3'989	50.5	1'495
3274	1	Location planning/ plant expansion/ building projects	3'712	3'774	47.8	1'414
3275	1	Rental/ purchase of business premises	3'288	3'353	42.5	1'257
3276	1	HR/ Personnel management, social and training affairs	5'456	5'501	69.7	2'062
Administration/ organisation/ IT						
3277	1	Total	6'419	6'492	82.2	2'433
3278	1	Accountancy/ Controlling	4'372	4'407	55.8	1'652
3279	1	IT/ Communications decision makers	5'624	5'704	72.2	2'138
3280	1	IT total	5'412	5'497	69.6	2'060
3281	1	IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)	4'949	5'036	63.8	1'887
3282	1	Software/ IT-services/ consultancy	4'838	4'909	62.2	1'840
3283	1	Internet/ e-commerce/ intranet	4'448	4'507	57.1	1'689
3284	1	Communication systems, e.g. telephone system, smartphone, mobile phone	4'564	4'673	59.2	1'751
3285	1	Office technology (e.g. copier, printer, scanner, projector)	5'007	5'132	65.0	1'923
3286	1	Office furniture/ office equipment	4'818	4'961	62.8	1'859
Finances						
3287	1	Total	4'320	4'370	55.3	1'638
3288	1	Financial/ capital investments/ planning	4'189	4'237	53.7	1'588
3289	1	Investment financing/ credit transactions	3'703	3'710	47.0	1'390
Sales/ marketing						
3290	1	Total	5'918	5'927	75.1	2'221
3291	1	Marketing, advertising, public relations, market research, sales promotion, trade fairs	4'198	4'176	52.9	1'565
3292	1	Distribution, sales, sales force	3'886	3'815	48.3	1'430
3303	1	Activities concerning CSR ("Corporate Social Responsibility")	3'732	3'647	46.2	1'367
3304	1	Arrangements concerning sustainability	2'765	2'639	33.4	989
Production/ logistics/ materials management						
3293	1	Total	5'628	5'611	71.1	2'103
3294	1	Logistics/ warehousing/ transport	3'228	3'112	39.4	1'166
3295	1	Car pool, fleet	3'864	3'802	48.1	1'425
3296	1	Vans/ lorries/ trucks	2'278	2'153	27.3	807
3297	1	Special purpose vehicles (e.g. forklifts)	1'909	1'727	21.9	647
3298	1	Parcel and courier services	3'019	2'953	37.4	1'107
3299	1	Production, manufacturing, manufacturing control	2'236	2'127	26.9	797
3300	1	Machines, production facilities, drive engineering	2'352	2'238	28.3	839
3301	1	Energy, e.g. supplier selection	3'509	3'573	45.3	1'339
3302	1	Research and development/ design	2'275	2'101	26.6	787

Field(s) Code			Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Persons involved in decision-making						
Business and company management						
3311	1	Total	6'343	6'405	81.1	2'400
3312	1	Management of company (corporate policy)	5'200	5'353	67.8	2'006
3313	1	Overall location planning/ building plans	4'247	4'364	55.3	1'636
3314	1	Location planning/ plant expansion/ building projects	4'057	4'140	52.4	1'552
3315	1	Rental/ purchase of business premises	3'554	3'639	46.1	1'364
3316	1	HR/ Personnel management, social and training affairs	5'840	5'892	74.6	2'208
Administration/ organisation/ IT						
3317	1	Total	6'781	6'858	86.9	2'570
3318	1	Accountancy/ Controlling	4'744	4'783	60.6	1'793
3319	1	IT/ Communications decision makers	6'072	6'172	78.2	2'313
3320	1	IT total	5'869	5'969	75.6	2'237
3321	1	IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)	5'448	5'551	70.3	2'080
3322	1	Software/ IT-services/ consultancy	5'289	5'380	68.1	2'016
3323	1	Internet/ e-commerce/ intranet	4'772	4'829	61.2	1'810
3324	1	Communication systems, e.g. telephone system, smartphone, mobile phone	5'032	5'145	65.2	1'928
3325	1	Office technology (e.g. copier, printer, scanner, projector)	5'586	5'733	72.6	2'149
3326	1	Office furniture/ office equipment	5'271	5'430	68.8	2'035
Finances						
3327	1	Total	4'650	4'713	59.7	1'766
3328	1	Financial/ capital investments/ planning	4'504	4'558	57.7	1'708
3329	1	Investment financing/ credit transactions	3'991	4'002	50.7	1'500
Sales/ marketing						
3330	1	Total	6'226	6'229	78.9	2'334
3331	1	Marketing, advertising, public relations, market research, sales promotion, trade fairs	4'525	4'496	56.9	1'685
3332	1	Distribution, sales, sales force	4'157	4'079	51.7	1'529
3343	1	Activities concerning CSR ("Corporate Social Responsibility")	4'014	3'936	49.9	1'475
3344	1	Arrangements concerning sustainability	3'021	2'880	36.5	1'079
Production/ logistics/ materials management						
3333	1	Total	5'904	5'883	74.5	2'205
3334	1	Logistics/ warehousing/ transport	3'480	3'359	42.5	1'259
3335	1	Car pool, fleet	4'120	4'063	51.5	1'522
3336	1	Vans/ lorries/ trucks	2'474	2'342	29.7	877
3337	1	Special purpose vehicles (e.g. forklifts)	2'099	1'901	24.1	712
3338	1	Parcel and courier services	3'351	3'283	41.6	1'230
3339	1	Production, manufacturing, manufacturing control	2'430	2'305	29.2	864
3340	1	Machines, production facilities, drive engineering	2'539	2'406	30.5	902
3341	1	Energy, e.g. supplier selection	3'784	3'832	48.5	1'436
3342	1	Research and development/ design	2'454	2'282	28.9	855

3.3 Office equipment and data processing

AVAILABLE IN COMPANY OR PURCHASE PLANNED
WITHIN NEXT 12 MONTHS

(Field 1659 - 1675, code 1)

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Office equipment and data processing						
Available in company or purchase planned within next 12 months						
3412	1	Video conference systems	3'423	3'378	42.8	1'266
3417	1	Desktop PC	7'436	7'399	93.7	2'773
3418	1	Notebook/ Laptop	7'192	7'166	90.8	2'686
3419	1	Tablet	6'014	5'897	74.7	2'210
3420	1	Smartphone	7'069	7'093	89.8	2'658
3435	1	Head-mounted display (VR glasses, smart glasses)	1'183	1'156	14.6	433
3422	1	Laser printer	6'281	6'195	78.5	2'322
3423	1	Multifunction desktop unit (copy, print, fax and/ or scan)	6'558	6'543	82.9	2'452
3424	1	Multifunction print and copy system (floor-mounted appliance)	6'569	6'362	80.6	2'384
3436	1	Corporate network/ LAN/ network components	6'795	6'672	84.5	2'500
3437	1	Web server	5'736	5'638	71.4	2'113
3438	1	Web hosting	4'514	4'454	56.4	1'669
3428	1	Cloud Computing	3'876	3'794	48.1	1'422
3432	1	IT security (e.g. virus protection software, firewall, cryptographic techniques)	7'442	7'421	94.0	2'781
3431	1	Operating software (accounting software, project administration software etc.)	7'285	7'224	91.5	2'707
3433	1	Document, knowlege and workflow management systems	5'840	5'765	73.0	2'161
3434	1	Office furniture from € 2,500 purchase price per workplace	4'667	4'644	58.8	1'740

3.5. Company statistics

NUMBER OF EMPLOYEES AT PLANT (GROUPED)

(Field 2013 - 2018)

THERE ARE OTHER PLANTS, BRANCHES, SUBSIDIARIES

(Field 419, code 1)

SELF-EMPLOYED, INDEPENDENT PROFESSIONALS,
EMPLOYEES, TURNOVER (CATEGORIES)

(Contact questionnaires: self-employed, Independent
professionals, employees, Field 441 - 442)

CAR POOL, FLEET
AVAILABLE IN COMPANY

(Field 1725 - 1733, 1737 - 1741 (every 2nd field), code 1)

PURCHASE PLANNED WITHIN NEXT 12 MONTHS

(Field 1726 - 1734, 1738 - 1742 (every 2nd field), code 1, 2)

USE OF BUSINESS/ OFFICIAL CAR

Total
(Field 1712, code 1)
Leased
(Field 1714, code 1)

VEHICLE WITH ECO-FRIENDLY DRIVE TECHNOLOGY

Available in company
(Field 1751, 1755, code 1)
Will be taken into consideration
(Field 1752, 1756, code 1)

INVESTMENTS PLANNED IN FUTURE TECHNOLOGIES

(Field 1715 - 1720, Code 1)

Field(s)	Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Company statistics						
Base						
3571	1	Self-employed, independent professionals, employees	7'246	7'282	92.2	2'729
Number of employees at plant (grouped)						
3572	1	1 to 19 employees	2'645	3'027	38.3	1'134
3573	1	20 to 49 employees	1'129	1'001	12.7	375
3574	1	50 to 99 employees	873	742	9.4	278
3575	1	100 to 499 employees	1'738	1'518	19.2	569
3576	1	500 to 999 employees	452	477	6.0	179
3577	1	1,000 to 4,999 employees	351	444	5.6	166
3578	1	5,000 employees or more	58	74	0.9	28
3579	1	There are other plants, branches, subsidiaries	2'588	2'579	32.7	966
Turnover (categories)						
3580	1	Up to € 500,000	910	1'174	14.9	440
3581	1	More than € 500,000 to € 2 million	1'470	1'591	20.1	596
3582	1	More than € 2 million	4'720	4'348	55.1	1'630
Turnover (categories)						
3584	1	Up to € 2 million	2'380	2'765	35.0	1'036
3585	1	More than € 2 million to € 10 million	1'543	1'320	16.7	495
3586	1	More than € 10 million to € 50 million	1'355	1'087	13.8	407
3587	1	More than € 50 million to € 250 million	877	811	10.3	304
3588	1	More than € 250 million	945	1'131	14.3	424
Base						
3589	1	Decision-makers	7'896	7'896	100.0	2'959
Car pool, fleet - available in company						
3600	1	Total	7'276	7'241	91.7	2'714
3602	1	Passenger car - limousine	6'031	5'892	74.6	2'208
3603	1	Passenger car - estate car	5'345	5'272	66.8	1'976
3604	1	Sport utility vehicles (SUV)	1'993	1'950	24.7	731
3605	1	Limousines, people carriers	2'294	2'228	28.2	835
3606	1	Vans up to 2 t	3'475	3'349	42.4	1'255
3607	1	Vans 2 - 3.5 t	3'049	2'856	36.2	1'070
3608	1	Vans, trucks 3.5 - 7.5 t	1'956	1'825	23.1	684
3609	1	Trucks 7.5 t or more	1'299	1'243	15.7	466

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Field(s)	Code		Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Car pool, fleet - Purchase planned within next 12 months				
3611	1	Total	4'802	4'605	58.3	1'726
3613	1	Passenger car - limousine	3'683	3'507	44.4	1'314
3614	1	Passenger car - estate car	3'168	3'046	38.6	1'141
3615	1	Sport utility vehicles (SUV)	1'384	1'325	16.8	497
3616	1	Limousines, people carriers	1'237	1'150	14.6	431
3617	1	Vans up to 2 t	1'704	1'574	19.9	590
3618	1	Vans 2 - 3.5 t	1'469	1'334	16.9	500
3619	1	Vans, trucks 3.5 - 7.5 t	920	848	10.7	318
3620	1	Trucks 7.5 t or more	727	657	8.3	246
		Use of business/ official car				
3622	1	Total	4'718	4'783	60.6	1'793
3623	1	Leased	2'271	2'271	28.8	851
		Vehicle with eco-friendly drive technology				
		Available in company				
3629	1	Total	2'167	2'127	26.9	797
3624	1	Vehicles with electric drive	1'663	1'609	20.4	603
3625	1	Vehicles with other eco-friendly drive technologies such as e.g. hybrid, gas, fuel cells	1'542	1'532	19.4	574
		Will be taken into consideration				
3630	1	Total	4'221	4'197	53.2	1'573
3626	1	Vehicles with electric drive	3'426	3'404	43.1	1'276
3627	1	Vehicles with other eco-friendly drive technologies such as e.g. hybrid, gas, fuel cells	3'648	3'597	45.6	1'348
		Investments planned in future technologies				
3561	1	Total	4'439	4'269	54.1	1'600
3562	1	Digital transformation	3'066	3'036	38.5	1'138
3563	1	Robotics in production, service, research, etc.	1'674	1'581	20.0	592
3564	1	Data & Analytics/ Big Data	2'250	2'210	28.0	828
3565	1	Artificial intelligence/ machine learning	1'448	1'386	17.5	519
3566	1	Collaboration tools for new ways of working	1'259	1'260	16.0	472
3567	1	Blockchain-technology	703	681	8.6	255

3.6. Business trips

BUSINESS TRAVELLERS

(Field 1757)

Total

(Code 1 - 5)

At least once a month

(Code 1 - 2)

At least several times a year

(Code 1 - 3)

At least once a year

(Code 1 - 4)

PREFERRED HOTEL CATEGORY ON BUSINESS TRIPS

(Field 1850 - 1854)

JOB-RELATED ACTIVITIES

(Field 1880, 1881, code 1; resp. code 1, 2)

DESTINATIONS WITHIN THE LAST 12 MONTHS

(Field 1758 - 1763, Code 1)

MEANS OF TRANSPORTATION WITHIN THE LAST 12 MONTHS

(Field 1766 - 1772, Code 1)

FLIGHTS

(Field 1809, 1810)

BOOKING

(Field 1811, 1812, 1814 - 1816)

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Business trips						
Business travellers						
3631	1	Total	6'461	6'515	82.5	2'442
3632	1	At least once a month	2'876	2'893	36.6	1'084
3634	1	At least several times a year	5'611	5'655	71.6	2'119
3635	1	At least once a year	5'962	6'014	76.2	2'254
Destinations within the last 12 months						
3636	1	Germany	6'164	6'231	78.9	2'335
3637	1	Western Europe	1'749	1'724	21.8	646
3638	1	Eastern Europe	741	730	9.2	273
3639	1	America	381	374	4.7	140
3640	1	Asia	356	331	4.2	124
3641	1	Other countries	167	151	1.9	57
Means of transportation within the last 12 months						
3642	1	Total	6'283	6'347	80.4	2'379
3643	1	Private car	1'773	1'830	23.2	686
3644	1	Business/ official car	4'482	4'486	56.8	1'681
3645	1	Hired car	548	558	7.1	209
3646	1	Car sharing	52	50	0.6	19
3647	1	Aeroplane	2'074	2'015	25.5	755
3648	1	Rail	2'920	2'936	37.2	1'100
3649	1	Other means of transportation	419	381	4.8	143
Domestic flights - Germany						
3654	1	Total	1'701	1'652	20.9	619
3655	1	At least once a month	217	198	2.5	74
3656	1	At least several times a year	1'057	1'014	12.8	380
International flights						
3658	1	Total	1'474	1'447	18.3	542
3659	1	At least once a month	123	111	1.4	42
3660	1	At least several times a year	1'027	1'001	12.7	375
Booking - Business class/ First Class						
3661	1	Domestic flights	465	414	5.2	155
3662	1	International flights	725	680	8.6	255
Booking - Economy/ Tourist class						
3663	1	Domestic flights	1'285	1'288	16.3	483
3664	1	International flights	960	978	12.4	367
Preferred hotel category on business trips						
3666	1	Hotels of highest price range (5 star)	656	586	7.4	219
3667	1	Hotels of higher price range (4 star)	3'202	3'140	39.8	1'177
3668	1	Hotels of upper and medium price range (3 star)	3'191	3'335	42.2	1'250
3669	1	Hotels of lower price range, private hotels (1 - 2 star), others	585	598	7.6	224
Job-related activities						
Several times a year						
3670	1	Visiting trade fairs	2'432	2'400	30.4	899
3671	1	Visiting conventions	3'529	3'530	44.7	1'323
At least once a year						
3672	1	Visiting trade fairs	4'849	4'867	61.6	1'824
3673	1	Visiting conventions	5'409	5'379	68.1	2'016

3.7 Financial precautions status/ other

INVESTMENTS: OWNERSHIP OR PLANNED
REINVESTMENT

(Field 1865, 1867 - 1879, code 1)

SELF-CHARACTERISATION

(Field 1944 - 1948)

Definitely

(Code 1)

Definitely/ largely

(Code 1, 2)

WILLINGNESS TO SPEND MUCH MONEY
FOR LUXURY GOODS

(Field 1951 - 1965)

ADVANCED VOCATIONAL TRAINING

(Field 1882, 1883, code 1)

ECONOMIC DEVELOPMENT WITHIN THE NEXT 12
MONTHS

General

(Field 1215)

Own company

(Field 1216)

Field(s) Code			Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Financial precautions status/ other						
Investments: ownership or reinvestment planned						
3721	1	Shares	3'189	3'044	38.5	1'141
3722	1	Derivatives, certificates, options, hedge fund shares	913	857	10.9	321
3723	1	Investment funds/ equity funds shares	3'710	3'649	46.2	1'367
3724	1	Exchange-traded funds (ETF)	1'421	1'344	17.0	504
3725	1	Shares in open-ended real estate funds	1'000	930	11.8	349
3726	1	Shares in closed-end funds (real estate-, ship-, aircraft funds)	482	439	5.6	165
3727	1	Fixed-interest investment bonds	2'577	2'507	31.8	940
3728	1	Time deposit, cash account	4'012	4'094	51.8	1'534
3729	1	Building savings contract	2'629	2'667	33.8	999
3730	1	So called "green funds" (ecological and ethical inoffensive type of investment)	640	598	7.6	224
3731	1	Real estate	5'740	5'780	73.2	2'166
3732	1	Life insurance	3'739	3'750	47.5	1'405
3733	1	Private pension insurance	4'384	4'452	56.4	1'668
3734	1	Gold, silver, platinum (coin, bullion)	1'841	1'805	22.9	677
Self-characterisation						
Definitely						
3753	1	I like an unremarkable, discreet style with luxurious things	3'451	3'447	43.7	1'292
3754	1	I like, if things can be recognized as precious and high-quality	1'578	1'533	19.4	574
3755	1	I set great store by quality, I am very demanding	2'780	2'797	35.4	1'048
3757	1	I am fascinated by luxury brands and sometimes, if possible, I indulge in such products	593	572	7.2	214
Definitely/ largely						
3759	1	I like an unremarkable, discreet style with luxurious things	6'268	6'292	79.7	2'358
3760	1	I like, if things can be recognized as precious and high-quality	4'246	4'244	53.7	1'590
3761	1	I set great store by quality, I am very demanding	6'649	6'636	84.0	2'487
3763	1	I am fascinated by luxury brands and sometimes, if possible, I indulge in such products	2'820	2'738	34.7	1'026
Willingness to spend much money for luxury goods						
3764	1	Total	6'388	6'402	81.1	2'399
3765	1	Fashion, clothes	2'114	2'089	26.5	783
3766	1	Shoes	2'225	2'200	27.9	824
3767	1	Wrist watches	1'696	1'604	20.3	601
3768	1	Cosmetics, fragrances	1'038	1'043	13.2	391
3769	1	TVs, video recorder	1'436	1'401	17.7	525
3770	1	Smartphones/ tablets	1'756	1'755	22.2	658
3771	1	Camera, camcorder, equipment	929	901	11.4	338
3772	1	Alcoholic drinks like wine, whisky, cognac	983	994	12.6	372
3773	1	Furniture, furnishing	2'598	2'578	32.6	966
3774	1	Cars	2'144	2'059	26.1	772
3775	1	Travelling	3'522	3'525	44.6	1'321
3776	1	Cruises	860	796	10.1	298
3777	1	Exclusive hotels	1'077	1'066	13.5	400
Advanced vocational training						
3778	1	Is provided	6'260	6'215	78.7	2'329
3779	1	In-service training, recognized vocational training (.e.g. MBA, B.A.)	4'074	4'011	50.8	1'503

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Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Economic development within the next 12 months						
General						
3780	1	Better	1'269	1'222	15.5	458
3781	1	Worse	2'168	2'268	28.7	850
3782	1	Unchanged	4'400	4'343	55.0	1'628
Own company (without civil servants)						
3783	1	Better	2'561	2'460	31.2	922
3784	1	Worse	855	889	11.3	333
3785	1	Unchanged	3'773	3'888	49.2	1'457

3.8 Supplemental use of media

READING LONGER TEXTS

(Field 1232, code 1 - 4)

IMPORTANT MEDIA GROUPS FOR WORK

(Field 1645 - 1652, 1655 - 1656, code 1)

INTEREST IN EDITORIAL TOPICS

(Field 1219 - 1231, Code 1 or 1 - 2)

CHAMBER OF COMMERCE MAGAZINES

Already read or browsed

(Field 1242)

Frequency of reading

(Field 1243)

INTERNET USAGE BY CLIENT

(Field 1244 - 1247)

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Supplemental use of media						
Reading longer texts						
3801	1	Rather on paper	4'081	4'086	51.7	1'531
3802	1	Rather on screen	751	791	10.0	296
3803	1	Nothing to choose	3'044	3'000	38.0	1'124
Important media groups for work						
3804	1	Political and business magazines/ newspapers	2'734	2'761	35.0	1'035
3805	1	Supra-regional daily and weekly newspapers	2'925	2'949	37.3	1'105
3806	1	Industry-specific trade journals	5'715	5'767	73.0	2'161
3807	1	Internet pages of magazines and newspapers	2'976	2'970	37.6	1'113
3808	1	Internet pages of manufacturers, dealers or service providers	3'906	3'895	49.3	1'460
3809	1	Newsletters of magazines and newspapers	1'559	1'562	19.8	585
3810	1	Social networks	2'797	2'883	36.5	1'081
3811	1	Television	1'483	1'514	19.2	567
Interest in editorial topics						
Very interested						
3812	1	Politics	3'773	3'677	46.6	1'378
3813	1	Economy	3'587	3'501	44.3	1'312
3814	1	Financial and capital markets	1'915	1'836	23.3	688
3815	1	Jobs and careers	3'181	3'146	39.8	1'179
3816	1	Sports	2'914	2'875	36.4	1'077
3817	1	Local reporting	3'663	3'612	45.7	1'354
3818	1	Science, research, innovative technologies	3'766	3'672	46.5	1'376
3819	1	Nature and environment	3'049	3'072	38.9	1'151
3820	1	Foreign countries/ peoples/ cultures	2'641	2'627	33.3	985
3821	1	Culture/ feuilleton	1'632	1'639	20.8	614
At least interested						
3828	1	Politics	7'264	7'254	91.9	2'718
3829	1	Economy	7'109	7'032	89.1	2'635
3830	1	Financial and capital markets	5'505	5'401	68.4	2'024
3831	1	Jobs and careers	6'465	6'443	81.6	2'414
3832	1	Sports	5'816	5'686	72.0	2'131
3833	1	Local reporting	7'095	7'097	89.9	2'660
3834	1	Science, research, innovative technologies	7'139	7'085	89.7	2'655
3835	1	Nature and environment	7'169	7'183	91.0	2'692
3836	1	Foreign countries/ peoples/ cultures	6'552	6'555	83.0	2'456
3837	1	Culture/ feuilleton	5'098	5'094	64.5	1'909
Chamber of commerce magazines						
3844	1	Already read or browsed	3'507	3'441	43.6	1'290
Frequency of reading Chamber of commerce magazines						
3845	1	Every/ almost every issue	1'284	1'274	16.1	477
3846	1	At least every 2nd issue	2'122	2'064	26.1	773
3847	1	At least every 4th issue	2'774	2'685	34.0	1'006
3848	1	At least infrequent	3'496	3'434	43.5	1'287
Internet usage by client (within the last 3 months)						
3849	1	Users total	7'890	7'891	99.9	2'957
3850	1	Desktop PC	6'770	6'767	85.7	2'536
3851	1	Notebook/ Laptop	6'877	6'863	86.9	2'572
3852	1	Tablet (e.g. iPad)	5'436	5'394	68.3	2'021
3853	1	Smartphone/ Mobile with internet access	7'629	7'617	96.5	2'854

3.9 Probabilities

3.9.1 Magazines/ Newspapers

3.9.2 Online services/ Apps

3.9.3 Crossmedia

The probabilities for magazines and newspapers were calculated via the relative proportion of the readers in the AIR for each frequency category separately for target groups. Details can be seen in chapter 1.7 (method).

The software optimizes the calculation-process to make sure that the probabilities have a continuous form.

The performance values for online were modeled with a two-component model based on the original LAE-survey: internal structures and target group structures of the performance values are given by the original survey and the total level is calibrated using external data sources based on measurements.

Therefore a calibration tool was deployed producing the model values of the calibration while preserving the original information of the LAE as much as possible.

The Crossmedia-Probabilities per Month result from the print users, based on the issue in a month and users of the website per month, more on this in chapter 1.7.4 (method).

The Crossmedia + App-Probabilities per Month are created in the same way.

Field(s) Code		Cases un- weighted	Decision-maker Cases %	Proj. thou.	
			weighted		
Magazines/ Newspapers - Probabilities					
Monthly magazines					
4101-4103	Brand eins	273	263	3.3	99
4104-4106	Capital	530	482	6.1	181
4110-4112	Creditreform	332	313	4.0	117
4113-4115	Der Handel	393	305	3.9	114
4116-4118	Handwerk Magazin	674	616	7.8	231
4122-4124	Manager Magazin	802	737	9.3	276
4125-4127	Markt und Mittelstand	517	441	5.6	165
Weekly magazines					
4131-4133	Focus	1'205	1'175	14.9	440
4134-4136	Focus Money	281	261	3.3	98
4137-4139	Der Spiegel	2'212	2'176	27.6	815
4140-4142	Stern	1'165	1'176	14.9	441
4143-4145	Wirtschaftswoche	760	715	9.0	268
Weekly newspapers					
4146-4148	Frankfurter Allgemeine Sonntagszeitung	574	523	6.6	196
4149-4151	VDI nachrichten	612	553	7.0	207
4155-4157	Die Zeit	949	959	12.1	359
Daily newspapers					
4167-4169	Handelsblatt	670	616	7.8	231
4170-4172	Frankfurter Allgemeine Zeitung	810	767	9.7	287
4173-4175	Süddeutsche Zeitung	1'088	1'015	12.9	380
4176-4178	Welt Print Werktag	696	656	8.3	246
Combinations					
4185-4187	FOCUS-Blue-Chip-Kombi (Focus/ Focus Money)	1'367	1'325	16.8	496
4197-4199	Kluge Köpfe Kombi (F.A.Z./ F.A.S.)	1'049	999	12.6	374
4200-4202	MittelstandsKombi (Der Handel/ Handwerk Magazin)	981	849	10.8	318
4203-4205	Welt Print Gesamt (Welt Print Werktag/ WamS/ WamS Kompakt)	1'093	1'040	13.2	390
Online services/ apps - Probabilities					
Online services (regardless of kind of client, except app-usage) - Usage within last 4 weeks					
4254-4256	brandeins.de*	284	262	3.3	98
4257-4259	capital.de	548	548	6.9	205
4266-4268	etailment.de	254	221	2.8	83
4272-4274	faz.net	1'785	1'790	22.7	671
4275-4277	focus.de	2'125	2'112	26.7	791
4278-4280	handelsblatt.com	1'459	1'435	18.2	538
4281-4283	handwerk-magazin.de	343	306	3.9	115
4314-4316	ingenieur.de	575	558	7.1	209
4287-4289	manager-magazin.de	940	903	11.4	338
4290-4292	marktundmittelstand.de*	358	311	3.9	116
4293-4295	spiegel.de	3'299	3'263	41.3	1'223
4296-4298	stern.de	1'436	1'466	18.6	549
4299-4301	Süddeutsche.de	1'947	1'909	24.2	715
4305-4307	welt.de	1'617	1'651	20.9	619
4308-4310	wirtschaftswoche.de	1'111	1'112	14.1	417
4311-4313	zeit.de	1'647	1'668	21.1	625

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
	Online services (regardless of kind of client, except app-usage) - Usage within last week				
4324-4326	brandeins.de*	185	168	2.1	63
4327-4329	capital.de	410	409	5.2	153
4336-4338	etailment.de	181	154	1.9	58
4342-4344	faz.net	1'434	1'428	18.1	535
4345-4347	focus.de	1'704	1'694	21.5	635
4348-4350	handelsblatt.com	1'146	1'115	14.1	418
4351-4353	handwerk-magazin.de	276	246	3.1	92
4384-4386	ingenieur.de	427	399	5.0	149
4357-4359	manager-magazin.de	784	742	9.4	278
4360-4362	marktundmittelstand.de*	300	255	3.2	96
4363-4365	spiegel.de	2'839	2'804	35.5	1'051
4366-4368	stern.de	1'180	1'212	15.3	454
4369-4371	Süddeutsche.de	1'545	1'516	19.2	568
4375-4377	welt.de	1'504	1'538	19.5	576
4378-4380	wirtschaftswoche.de	828	816	10.3	306
4381-4383	zeit.de	1'400	1'423	18.0	533
	App - Usage within last 4 weeks				
4482-4484	F.A.Z./ F.A.S.	273	277	3.5	104
4485-4487	Focus/ Focus Online/ Focus-Magazin	391	408	5.2	153
4488-4490	Handelsblatt*	245	232	2.9	87
4497-4499	Manager Magazin	100	93	1.2	35
4503-4505	Der Spiegel/ Spiegel Online	721	726	9.2	272
4506-4508	Stern	230	240	3.0	90
4509-4511	Süddeutsche Zeitung/ Süddeutsche.de	455	454	5.8	170
4512-4514	VDI Nachrichten*	124	128	1.6	48
4515-4517	Welt	253	259	3.3	97
4518-4520	Wirtschaftswoche*	164	156	2.0	58
4521-4523	Die Zeit/ Zeit online	213	241	3.0	90
	App - Usage within last week				
4552-4554	F.A.Z./ F.A.S.	204	207	2.6	77
4555-4557	Focus/ Focus Online/ Focus-Magazin	301	314	4.0	118
4558-4560	Handelsblatt*	153	153	1.9	57
4567-4569	Manager Magazin	55	53	0.7	20
4573-4575	Der Spiegel/ Spiegel Online	560	572	7.2	214
4576-4578	Stern	154	161	2.0	61
4579-4581	Süddeutsche Zeitung/ Süddeutsche.de	291	300	3.8	112
4582-4584	VDI Nachrichten*	64	66	0.8	25
4585-4587	Welt	189	198	2.5	74
4588-4590	Wirtschaftswoche*	89	84	1.1	32
4591-4593	Die Zeit/ Zeit online	155	176	2.2	66

Field(s) Code		Cases un-weighted	Decision-maker		Proj. thou.
			Cases	% weighted	
Digital services (Online + App) - Usage within last 4 weeks					
4901-4903	Brand eins: brandeins.de*	284	262	3.3	98
4904-4906	Capital: capital.de	548	548	6.9	205
4913-4915	Der Handel: etailment.de	254	221	2.8	83
4916-4918	F.A.Z.: faz.net + App(s)	1'894	1'905	24.1	714
4919-4921	Focus: focus.de + App(s)	2'335	2'342	29.7	878
4922-4924	Handelsblatt: handelsblatt.com + App(s)*	1'545	1'516	19.2	568
4925-4927	Handwerk Magazin: handwerk-magazin.de	343	306	3.9	115
4931-4933	Manager Magazin: manager-magazin.de + App(s)	988	949	12.0	356
4934-4936	Markt und Mittelstand: marktundmittelstand.de*	358	311	3.9	116
4937-4939	Spiegel Online: spiegel.de + App(s)	3'583	3'556	45.0	1'333
4940-4942	Stern: stern.de + App(s)	1'542	1'579	20.0	592
4943-4945	Süddeutsche Zeitung: Süddeutsche.de + App(s)	2'116	2'087	26.4	782
4946-4948	VDI Nachrichten: ingenieur.de + App(s)*	605	592	7.5	222
4949-4951	Welt: welt.de + App(s)	1'726	1'763	22.3	661
4952-4954	Wirtschaftswoche: wirtschaftswoche.de + App(s)*	1'186	1'188	15.0	445
4955-4957	Die Zeit: zeit.de + App(s)	1'739	1'773	22.4	664
Digital services (Online + App) - Usage within last week					
4958-4960	Brand eins: brandeins.de*	185	168	2.1	63
4961-4963	Capital: capital.de	410	409	5.2	153
4970-4972	Der Handel: etailment.de	181	154	1.9	58
4973-4975	F.A.Z.: faz.net + App(s)	1'525	1'524	19.3	571
4976-4978	Focus: focus.de + App(s)	1'886	1'896	24.0	711
4979-4981	Handelsblatt: handelsblatt.com + App(s)*	1'213	1'183	15.0	443
4982-4984	Handwerk Magazin: handwerk-magazin.de	276	246	3.1	92
4988-4990	Manager Magazin: manager-magazin.de + App(s)	817	775	9.8	290
4991-4993	Markt und Mittelstand: marktundmittelstand.de*	300	255	3.2	96
4994-4996	Spiegel Online: spiegel.de + App(s)	3'099	3'077	39.0	1'153
4997-4999	Stern: stern.de + App(s)	1'261	1'297	16.4	486
5000-5002	Süddeutsche Zeitung: Süddeutsche.de + App(s)	1'703	1'679	21.3	629
5003-5005	VDI Nachrichten: ingenieur.de + App(s)*	457	432	5.5	162
5006-5008	Welt: welt.de + App(s)	1'595	1'632	20.7	612
5009-5011	Wirtschaftswoche: wirtschaftswoche.de + App(s)*	878	864	10.9	324
5012-5014	Die Zeit: zeit.de + App(s)	1'477	1'512	19.1	566
Crossmedia-Probabilities per Month (Print + Online)					
5101-5103	Brand eins + brandeins.de	494	469	5.9	176
5104-5106	Capital + capital.de	960	921	11.7	345
5113-5115	Der Handel + etailment.de	545	449	5.7	168
5116-5118	F.A.Z. + faz.net	2'603	2'581	32.7	967
5119-5121	F.A.Z. + F.A.S. + faz.net	2'797	2'781	35.2	1'042
5122-5124	Focus + focus.de	3'286	3'277	41.5	1'228
5125-5127	Focus + Focus Money + focus.de	3'433	3'410	43.2	1'278
5128-5130	Handelsblatt + handelsblatt.com	2'144	2'061	26.1	772
5131-5133	Handwerk Magazin + handwerk-magazin.de	817	752	9.5	282
5137-5139	Manager Magazin + manager-magazin.de	1'417	1'347	17.1	505
5140-5142	Markt und Mittelstand + marktundmittelstand.de	785	678	8.6	254
5143-5145	Der Spiegel + spiegel.de	4'785	4'742	60.1	1'777
5149-5151	Stern + stern.de	2'943	3'011	38.1	1'128
5152-5154	Süddeutsche Zeitung + Süddeutsche.de	2'921	2'836	35.9	1'063
5155-5157	VDI Nachrichten + ingenieur.de	1'076	1'016	12.9	381
5158-5160	Welt Print Werktag + welt.de	2'541	2'525	32.0	946
5161-5163	Welt Print Gesamt + welt.de	2'883	2'861	36.2	1'072
5164-5166	Wirtschaftswoche + wirtschaftswoche.de	1'908	1'834	23.2	687
5167-5169	Die Zeit + zeit.de	2'392	2'424	30.7	909

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
Crossmedia+App-Probabilities per Month (Print + Online + (if present) App)					
5201-5203	Brand eins + brandeins.de	494	469	5.9	176
5204-5206	Capital + capital.de	960	921	11.7	345
5213-5215	Der Handel + etailment.de	545	449	5.7	168
5216-5218	F.A.Z. + faz.net + App(s)	2'665	2'646	33.5	992
5219-5221	F.A.Z. + F.A.S. + faz.net + App(s)	2'852	2'839	36.0	1'064
5222-5224	Focus + focus.de + App(s)	3'426	3'432	43.5	1'286
5225-5227	Focus + Focus Money + focus.de + App(s)	3'563	3'554	45.0	1'332
5228-5230	Handelsblatt + handelsblatt.com + App(s)	2'201	2'107	26.7	790
5231-5233	Handwerk Magazin + handwerk-magazin.de	817	752	9.5	282
5237-5239	Manager Magazin + manager-magazin.de + App(s)	1'451	1'379	17.5	517
5240-5242	Markt und Mittelstand + marktundmittelstand.de	785	678	8.6	254
5243-5245	Der Spiegel + spiegel.de + App(s)	4'952	4'911	62.2	1'840
5249-5251	Stern + stern.de + App(s)	3'003	3'073	38.9	1'151
5252-5254	Süddeutsche Zeitung + Süddeutsche.de + App(s)	2'990	2'915	36.9	1'092
5255-5257	VDI Nachrichten + ingenieur.de + App(s)	1'091	1'032	13.1	387
5258-5260	Welt Print Werktag + welt.de + App(s)	2'622	2'610	33.1	978
5261-5263	Welt Print Gesamt + welt.de + App(s)	2'954	2'934	37.2	1'100
5264-5266	Wirtschaftswoche + wirtschaftswoche.de + App(s)	1'968	1'896	24.0	710
5267-5269	Die Zeit + zeit.de + App(s)	2'439	2'478	31.4	929

* Service without IVW-publication

3.10 Questionnaire: original informations**3.10.1 General/ demography****3.10.2 Contact questionnaires: self-employed, independent professionals, employees****3.10.3 Contact questionnaires: employees****3.10.4 Contact questionnaires: independent professionals**

TOTAL NUMBER OF EMPLOYEES IN COMPANY

(Contact questionnaire: self-employed, independent professionals, employees, field 424 - 429)

NUMBER OF EMPLOYEES AT PLANT

(Contact questionnaire: self-employed, independent professionals, employees, field 430 - 435)

TURNOVER (CATEGORIES)

(Contact questionnaire: self-employed, independent professionals, employees, field 441 - 442)

TARGET GROUP 'SME-SIZED COMPANIES'

(Field 424 - 429 < 500 and field 441 - 442, code 4 - 13)
(Field 441 - 442, code 5 - 9)

OFFICAL STATISTICS:

Total SME-sized

(Field 424 - 429 < 250 and field 441 - 442, code 1 - 9)

Micro enterprises

(Field 424 - 429 < 10 and field 441 - 442, code 1 - 6)

Small enterprises

((Field 424 - 429 < 50 and field 441 - 442, code 1 - 7)
and not

(field 424 - 429 < 10 and field 441 - 442, code 1 - 6))

Medium enterprises

((Field 424 - 429 < 250 and field 441 - 442, code 1 - 9)
and not

(field 424 - 429 < 50 and field 441 - 442, code 1 - 7
or

field 424 - 429 < 10 and field 441 - 442, code 1 - 6))

Big enterprises

(Field 424 - 429 >= 250 or field 441 - 442, code 10 - 13)

3.10.5 Contact questionnaires: civil servants**3.10.6 Main questionnaire****3.10.7 Other summarized data****3.10.8 Additional exposure probabilities**

'IFM BONN' DEFINITION:

Total SME-sized

(Field 424 - 429 < 500 and field 441 - 442, code 1 - 9)

Small enterprises

(Field 424 - 429 < 10 and field 441 - 442, code 1 - 5)

Medium enterprises

((Field 424 - 429 < 500 and field 441 - 442, code 1 - 9)
and not

(field 424 - 429 < 10 and field 441 - 442, code 1 - 5))

Big enterprises

(Field 424 - 429 >= 500 or field 441 - 442, code 10 - 13)

MAIN BRANCH OF INDUSTRY/ INDUSTRIAL SECTORS

(Contact questionnaire:

self-employed, independent professionals, employees,
field 410 - 411, civil servants, field 651 - 652)

BRANCH OF INDUSTRY/ INDUSTRIAL SECTORS

(Contact questionnaire:

self-employed, independent professionals, employees,
field 410 - 411, 412 - 413, 414 - 415,
civil servants, field 651 - 652, 653 - 654, 655 - 656)

BRANCH OF INDUSTRY/ INDUSTRIAL SECTORS TOTAL
- SUMMARIZED DATA

(Code 1)

Agriculture and forestry, fishing and aquaculture

(Field 2041)

Processing industry

(Field 2045 - 2073)

Manufacturing industry

(Field 2042 - 2076)

Building trade

(Field 2077 - 2080)

Trade

(Field 2081 - 2089)

Services

(Field 2090 - 2126)

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
General/ demography						
1 - 5		ID-number				
201 - 205		WEIGHT (3 digits/ format x.xxx) Projection factor: 2,959,000 / 7,896				
200	1	Decision-makers	7'896	7'896	100.0	2'959
Occupational groups (1)						
211	1	Self-employed (at least 6 employees)	1'488	1'518	19.2	569
	2	Independent professionals (at least 1 employee)	1'258	1'297	16.4	486
	3	Employees	4'500	4'467	56.6	1'674
	4	Civil servants	650	614	7.8	230
Occupational groups (2)						
212	1	Self-employed/ Independent professionals	2'746	2'815	35.7	1'055
	3	Employees	4'500	4'467	56.6	1'674
	4	Civil servants	650	614	7.8	230
Area code (Eurozone as of 31.12.2019)						
221 - 223		Area code (3-digit)				
Area						
226	1	Western federal states	7'228	7'199	91.2	2'698
	2	Eastern federal states	668	697	8.8	261
Federal state						
227 - 228	1	Schleswig-Holstein	238	249	3.1	93
	2	Hamburg	250	200	2.5	75
	3	Lower Saxony	622	652	8.3	244
	4	Bremen	90	85	1.1	32
	5	North-Rhine Westphalia	1'620	1'678	21.3	629
	6	Hesse	704	696	8.8	261
	7	Rhineland-Palatinate	407	341	4.3	128
	8	Baden-Wuerttemberg	1'305	1'315	16.7	493
	9	Bavaria	1'500	1'502	19.0	563
	10	Saar	121	118	1.5	44
	11	Berlin	371	363	4.6	136
	12	Brandenburg	154	164	2.1	61
	13	Mecklenburg-Western Pomerania	88	89	1.1	33
	14	Saxony	220	243	3.1	91
	15	Saxony-Anhalt	98	96	1.2	36
	16	Thuringia	108	104	1.3	39
Nielsen area						
229	1	Nielsen I	1'200	1'185	15.0	444
	2	Nielsen II	1'620	1'678	21.3	629
	3	Nielsen IIIa	1'232	1'156	14.6	433
	4	Nielsen IIIb	1'305	1'315	16.7	493
	5	Nielsen IV	1'500	1'502	19.0	563
	6	Nielsen V	371	363	4.6	136
	7	Nielsen VI	340	350	4.4	131
	8	Nielsen VII	328	347	4.4	130
Town size, political						
230	1	Up to 2,000 inhabitants	155	181	2.3	68
	2	2,000 up to 5,000 inhabitants	406	440	5.6	165
	3	5,000 up to 20,000 inhabitants	1'761	1'869	23.7	700
	4	20,000 up to 50,000 inhabitants	1'478	1'594	20.2	597
	5	50,000 up to 100,000 inhabitants	864	926	11.7	347
	6	100,000 up to 500,000 inhabitants	1'264	1'192	15.1	447
	7	500,000 inhabitants or more	1'968	1'695	21.5	635

Field(s) Code			Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
		Town size, BIK				
231	1	Up to 2,000 inhabitants	60	69	0.9	26
	2	2,000 up to 5,000 inhabitants	134	138	1.8	52
	3	5,000 up to 20,000 inhabitants	502	537	6.8	201
	4	20,000 up to 50,000 inhabitants	738	824	10.4	309
	5	50,000 up to 100,000 inhabitants	795	833	10.6	312
	6	100,000 up to 500,000 inhabitants	2'145	2'199	27.8	824
	7	500,000 inhabitants or more	3'522	3'295	41.7	1'235
		Sex				
240	1	Men	6'252	6'156	78.0	2'307
	2	Women	1'644	1'740	22.0	652
241 - 242		Age (numerical)				
		Age groups				
243	1	Up to 29 years	112	208	2.6	78
	2	30 up to 39 years	1'152	1'318	16.7	494
	3	40 up to 49 years	2'619	2'319	29.4	869
	4	50 up to 59 years	2'834	2'855	36.2	1'070
	5	60 up to 64 years	869	879	11.1	329
	6	65 years and older	310	317	4.0	119
		Age groups (refined)				
244 - 245	1	Up to 24 years	14	20	0.3	7
	2	25 up to 29 years	98	188	2.4	71
	3	30 up to 34 years	344	390	4.9	146
	4	35 up to 39 years	808	928	11.8	348
	5	40 up to 44 years	1'192	1'056	13.4	396
	6	45 up to 49 years	1'427	1'263	16.0	473
	7	50 up to 54 years	1'541	1'554	19.7	582
	8	55 up to 59 years	1'293	1'301	16.5	488
	9	60 up to 64 years	869	879	11.1	329
	10	65 up to 69 years	235	247	3.1	92
	11	70 years and older	75	70	0.9	26
		School education				
251	1	Elementary school	214	251	3.2	94
	2	Secondary school without A-Levels	1'604	1'599	20.3	599
	3	Secondary school with A-Levels	6'078	6'045	76.6	2'265
		Vocational training				
252	1	Completed apprenticeship	3'360	3'389	42.9	1'270
253	2	Master craftsman diploma	1'071	1'126	14.3	422
254	3	Technical college	1'247	1'266	16.0	475
255	4	Engineering college	340	338	4.3	127
256	5	Polytechnic institute	19	19	0.2	7
257	6	University for applied science	1'512	1'453	18.4	544
258	7	University/ academic degree	3'659	3'469	43.9	1'300
259	8	Doctorate/ thesis	761	735	9.3	275
260	9	Other vocational education	185	233	3.0	87

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Field of education				
264	1	Biology	107	123	1.6	46
265	1	Chemistry	144	127	1.6	48
266	1	Physics	129	122	1.5	46
267	1	Mathematics	224	211	2.7	79
268	1	Other natural sciences	213	202	2.6	76
269	1	Medicine	769	801	10.1	300
270	1	Architecture	160	135	1.7	50
271	1	Mechanical engineering	293	300	3.8	113
272	1	Informatics	499	456	5.8	171
273	1	Economic engineering	233	215	2.7	81
274	1	Technical sciences/ engineering	962	931	11.8	349
275	1	Economics	1'460	1'372	17.4	514
276	1	Social sciences/ psychology	386	383	4.8	144
277	1	Communication sciences	453	404	5.1	152
278	1	Jurisprudence	539	499	6.3	187
279	1	Humanities/ philology	303	310	3.9	116
280	1	Commercial training	2'155	2'128	27.0	798
281	1	(Other) technical education	772	722	9.1	271
282	1	Skilled trade	1'249	1'287	16.3	482
283	1	Others	731	834	10.6	312
		Personal annual gross income				
285	1	Up to € 40,000	27	42	0.5	16
	2	€ 40,000 up to € 60,000	505	631	8.0	236
	3	€ 60,000 up to € 80,000	2'016	1'986	25.2	744
	4	€ 80,000 up to € 100,000	2'473	2'491	31.5	933
	5	€ 100,000 up to € 150,000	1'708	1'833	23.2	687
	6	€ 150,000 up to € 200,000	666	561	7.1	210
	7	€ 200,000 up to € 250,000	221	161	2.0	60
	8	€ 250,000 or more	280	192	2.4	72

Field(s) Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.	
Contact questionnaires						
Self-employed, Independent professionals, Employees						
Legal form of company						
401 - 402	1	Joint venture/ sole proprietor/ civil law partnership/ indep. office/ practice	1'590	1'819	23.0	682
	2	General partnership	59	55	0.7	20
	3	Limited partnership	77	77	1.0	29
	4	Limited liability company	3'786	3'572	45.2	1'339
	5	Limited liability company with limited partnership	753	662	8.4	248
	6	Partnership limited by shares	10	12	0.2	5
	7	Public limited company	360	378	4.8	142
	8	Public service	296	367	4.6	138
	9	Association/ chamber/ trade union	46	50	0.6	19
	10	Cooperative/ Registered association	269	291	3.7	109
Branch of industry/ Industrial sector (1st response = main branch)						
410 - 411 412 - 413 414 - 415	1	Agriculture and forestry, fishing and aquaculture	53	61	0.8	23
	2	Mining of coal and lignite and of metal ores; extraction of oil and natural gas	2	1	0.0	0
	3	Other mining and quarrying of stone, sand and clay	31	25	0.3	9
	4	Mining support service activities	1	0	0.0	0
	5	Manufacture of food products	162	121	1.5	45
	6	Manufacture of beverages	19	21	0.3	8
	7	Manufacture of tobacco products	2	1	0.0	0
	8	Manufacture of textiles, wearing apparel, of leather and related products	71	57	0.7	21
	9	Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	42	41	0.5	15
	10	Manufacture of paper and paper products	29	23	0.3	8
	11	Printing and reproduction of recorded media	44	29	0.4	11
	12	Manufacture of coke and refined petroleum products	7	5	0.1	2
	13	Manufacture of basic chemicals	51	48	0.6	18
	14	Manufacture of other chemical products	93	70	0.9	26
	15	Manufacture of basic pharmaceutical products and pharmaceutical preparations	42	44	0.6	16
	16	Manufacture of rubber and plastic products	162	147	1.9	55
	17	Manufacture of other non-metallic mineral products	92	76	1.0	29
	18	Manufacture of basic metals	69	76	1.0	29
	19	Manufacture of other iron and (sheet) metal goods	174	153	1.9	57
	20	Manufacture of basic metals: Treatment and coating of metals; machining	122	105	1.3	39
	21	Manufacture of cutlery, tools and general hardware	49	44	0.6	16
	22	Manufacture of electronic components and boards	79	76	1.0	28
	23	Manufacture of computers and peripheral equipment, magnetic and optical media	24	19	0.2	7
	24	Manufacture of communication equipment	16	14	0.2	5
	25	Manufacture of consumer electronics	7	6	0.1	2
	26	Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks	129	107	1.4	40
	27	Manufacture of electrical equipment	135	131	1.7	49
	28	Manufacture of machinery and equipment	382	339	4.3	127
	29	Manufacture of motor vehicles, trailers, semi-trailers, engines	247	357	4.5	134
	30	Manufacture of other transport equipment	45	48	0.6	18

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Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
				weighted	
31	Manufacture of furniture	47	37	0.5	14
32	Other manufacturing	110	88	1.1	33
33	Repair and installation of machinery and equipment	75	67	0.8	25
34	Electricity, gas, steam and air conditioning supply	73	60	0.8	22
35	Water collection, treatment and supply	40	31	0.4	12
36	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	111	91	1.1	34
37	Construction of buildings	92	72	0.9	27
38	Civil engineering	94	75	0.9	28
39	Site preparation, building completion and finishing	213	234	3.0	88
40	Electrical, plumbing and other construction installation activities	188	178	2.3	67
41	Wholesale and retail trade and repair of motor vehicles and motorcycles	177	179	2.3	67
42	Wholesale trade, except of motor vehicles and motorcycles	407	321	4.1	120
43	Retail sale in non-specialised stores	71	76	1.0	29
44	Retail sale of food, beverages and tobacco in specialised stores	117	69	0.9	26
45	Retail sale of automotive fuel in specialised stores (filling stations)	18	14	0.2	5
46	Other specialised retail sale in stores	204	162	2.0	61
47	Dispensing chemist in specialised stores	38	28	0.4	10
48	Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores	26	21	0.3	8
49	Retail sale via stalls and markets, mail order houses or Internet	96	49	0.6	18
50	Land transport and transport via pipelines, water transport, air transport	188	195	2.5	73
51	Warehousing and support activities for transportation	148	143	1.8	53
52	Postal and courier activities	14	14	0.2	5
53	Accommodation and food service activities	241	343	4.3	129
54	Publishing of books, periodicals and other publishing activities	63	59	0.7	22
55	Software publishing	16	14	0.2	5
56	Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities	58	61	0.8	23
57	Telecommunications	24	22	0.3	8
58	Computer programming, consultancy and related activities; information service activities	366	350	4.4	131
59	Financial service activities, except insurance and pension funding	266	291	3.7	109
60	Insurance, reinsurance and pension funding, except compulsory social security	68	65	0.8	24
61	Real estate activities	93	99	1.3	37
62	Legal and accounting activities	389	371	4.7	139
63	Activities of head offices; management consultancy activities	150	180	2.3	67
64	Architectural and engineering activities; technical testing and analysis	301	293	3.7	110
65	Scientific research and development	55	79	1.0	29
66	Advertising; market research and public opinion polling	123	116	1.5	43
67	Other professional, scientific and technical activities	73	102	1.3	38
68	Veterinary activities	30	24	0.3	9
69	Rental and leasing activities	63	72	0.9	27

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Field(s) Code			Cases un- weighted	Decision-maker Cases	%	Proj. thou.
					weighted	
	70	Activities of employment placement agencies	81	73	0.9	27
	71	Travel agency, tour operator and other reservation service and related activities	29	36	0.5	14
	72	Security and investigation activities	40	39	0.5	15
	73	Services to buildings and landscape activities	180	196	2.5	73
	74	Other office administrative, office support and business support activities	70	66	0.8	25
	75	Public administration and defence; compulsory social security	130	168	2.1	63
	76	Education	148	180	2.3	67
	77	Hospital activities	196	156	2.0	58
	78	General medical practice activities	96	99	1.3	37
	79	Specialist medical practice activities	150	193	2.4	72
	80	Dental practice activities	155	132	1.7	49
	81	Other human health activities	156	203	2.6	76
	82	Social work activities, residential care activities	287	286	3.6	107
	83	Arts, entertainment and recreation	87	137	1.7	51
	84	Activities of membership organisations	68	77	1.0	29
	85	Repair of computers and personal and household goods	30	28	0.4	11
	86	Other personal service activities	46	91	1.2	34
		Subsidiaries/ outlets				
419	1	Yes	2'588	2'579	32.7	966
	2	No	4'658	4'703	59.6	1'763
		Total number of employees in company incl. subsidiaries (numerical)				
424 - 429		Total number of employees				
		Number of employees at plant (without subsidiaries) (numerical)				
430 - 435		Number of employees at plant				
		Turnover categories in previous fiscal year				
441 - 442	1	Up to € 50,000	0	0	0.0	0
	2	More than € 50,000 to € 100,000	58	112	1.4	42
	3	More than € 100,000 to € 250,000	346	511	6.5	191
	4	More than € 250,000 to € 500,000	506	551	7.0	206
	5	More than € 500,000 to € 1 million	643	747	9.5	280
	6	More than € 1 million to € 2 million	827	844	10.7	316
	7	More than € 2 million to € 10 million	1'543	1'320	16.7	495
	8	More than € 10 million to € 25 million	842	662	8.4	248
	9	More than € 25 million to € 50 million	513	425	5.4	159
	10	More than € 50 million to € 100 million	444	381	4.8	143
	11	More than € 100 million to € 150 million	219	209	2.7	78
	12	More than € 150 million to € 250 million	214	220	2.8	82
	13	More than € 250 million	945	1'131	14.3	424
	14	No answer, no specification possible	146	169	2.1	63

Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Department in company						
Commercial management						
445	1	Yes	6'987	6'986	88.5	2'618
	2	No	259	297	3.8	111
Technical management						
446	1	Yes	4'712	4'647	58.8	1'741
	2	No	2'534	2'636	33.4	988
HR human resources, development, education						
447	1	Yes	6'173	6'016	76.2	2'255
	2	No	1'073	1'266	16.0	474
Financing, accounting, statistics						
448	1	Yes	5'912	5'772	73.1	2'163
	2	No	1'334	1'510	19.1	566
Law, Compliance, Ethics						
461	1	Yes	2'930	2'938	37.2	1'101
	2	No	4'316	4'344	55.0	1'628
Data processing, IT						
449	1	Yes	5'209	5'038	63.8	1'888
	2	No	2'037	2'244	28.4	841
Sales, distribution						
450	1	Yes	5'296	5'135	65.0	1'924
	2	No	1'950	2'147	27.2	805
Marketing, customer care (CRM), advertising, market research						
451	1	Yes	5'390	5'279	66.9	1'978
	2	No	1'856	2'004	25.4	751
Public relation						
452	1	Yes	3'913	3'923	49.7	1'470
	2	No	3'333	3'359	42.5	1'259
Category management						
453	1	Yes	2'032	1'934	24.5	725
	2	No	5'214	5'348	67.7	2'004
Purchasing, acquisition						
454	1	Yes	5'644	5'503	69.7	2'062
	2	No	1'602	1'779	22.5	667
Logistics: materials management, warehousing, transportation, packaging						
455	1	Yes	4'685	4'420	56.0	1'656
	2	No	2'561	2'862	36.2	1'073
Job preparation, process engineering, control, work organization						
456	1	Yes	5'461	5'354	67.8	2'006
	2	No	1'785	1'928	24.4	723
Manufacturing, production, installation						
457	1	Yes	3'527	3'304	41.8	1'238
	2	No	3'719	3'979	50.4	1'491

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Maintenance and repair, preparation of manufacturing resources				
458	1	Yes	3'955	3'805	48.2	1'426
	2	No	3'291	3'477	44.0	1'303
		Development, construction, research, design, prototyping				
459	1	Yes	3'174	2'969	37.6	1'113
	2	No	4'072	4'314	54.6	1'616
		Other department				
460	1	Yes	1'022	1'084	13.7	406
	2	No	6'224	6'199	78.5	2'323
		Position in the company				
403	1	Sole proprietor/ managing sole shareholder	1'887	2'099	26.6	786
	2	Majority holding: Co-owner/ director/ managing shareholder	859	717	9.1	269
	3	Minority holding: Co-owner/ director/ managing shareholder	167	172	2.2	64
	4	Managing director/ director without company shares	682	684	8.7	256
	5	Director, head official, production manager/ works manager	423	625	7.9	234
	6	Head of department/ authorised representative	1'650	1'650	20.9	618
	7	Functional department executive/ executive employee in an other function	1'578	1'336	16.9	501
		Employees				
		Main field of activity in department / corporate sector				
501 - 502	1	Commercial management	713	759	9.6	284
	2	Technical management	311	326	4.1	122
	3	HR human resources, development, education	381	382	4.8	143
	4	Financing, accounting, statistics	314	296	3.7	111
	17	Law, Compliance, Ethics	44	43	0.5	16
	5	Data processing, IT	291	293	3.7	110
	6	Sales, distribution	452	423	5.4	158
	7	Marketing, customer care (CRM), advertising, market research	321	339	4.3	127
	8	Public relation	171	184	2.3	69
	9	Category management	30	30	0.4	11
	10	Purchasing, acquisition	80	71	0.9	27
	11	Logistics: materials management, warehousing, transportation, packaging	83	63	0.8	24
	12	Job preparation, process engineering, control, work organization	378	330	4.2	124
	13	Manufacturing, production, installation	262	261	3.3	98
	14	Maintenance and repair, preparation of manufacturing resources	123	103	1.3	39
	15	Development, construction, research, design, prototyping	311	328	4.2	123
	16	Other department	235	236	3.0	88
		Position in the company				
480	3	Minority holding: Co-owner/ director/ managing shareholder	167	172	2.2	64
	4	Managing director/ director without company shares	682	684	8.7	256
	5	Director, head official, production manager/ works manager	423	625	7.9	234
	6	Head of department/ authorised representative	1'650	1'650	20.9	618
	7	Functional department executive/ executive employee in an other function	1'578	1'336	16.9	501

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Field(s) Code		Description of occupational function (employee)	Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
481	2	Employee with independent, (limited) responsible positions: e.g. project manager, ward physician, consultant	1'566	1'370	17.4	514
	3	Employee with management duties and decision-making authority: e.g. chief physician, managing director, head of department, director	2'934	3'097	39.2	1'160
		Management level				
503	1	First level (top management)	1'108	1'179	14.9	442
	2	Second level	1'890	1'842	23.3	690
	3	Third level	1'218	1'130	14.3	424
	4	Fourth level	167	194	2.5	73
	5	Other level	117	122	1.5	46
		Management function in company				
		Commercial management				
482	1	Overall management	780	827	10.5	310
	2	Head of division	727	763	9.7	286
	3	No management function	2'842	2'705	34.3	1'014
	4	Does not exist in company	151	171	2.2	64
		Technical management				
483	1	Overall management	450	483	6.1	181
	2	Head of division	460	490	6.2	183
	3	No management function	2'453	2'377	30.1	891
	4	Does not exist in company	1'137	1'118	14.2	419
		HR human resources, development, education				
484	1	Overall management	724	760	9.6	285
	2	Head of division	980	969	12.3	363
	3	No management function	2'452	2'356	29.8	883
	4	Does not exist in company	344	382	4.8	143
		Financing, accounting, statistics				
485	1	Overall management	598	610	7.7	229
	2	Head of division	722	727	9.2	272
	3	No management function	2'781	2'695	34.1	1'010
	4	Does not exist in company	399	436	5.5	163
		Law, Compliance, Ethics				
498	1	Overall management	165	183	2.3	68
	2	Head of division	287	313	4.0	117
	3	No management function	1'753	1'829	23.2	686
	4	Does not exist in company	2'295	2'142	27.1	803
		Data processing, IT				
486	1	Overall management	486	507	6.4	190
	2	Head of division	612	617	7.8	231
	3	No management function	2'685	2'623	33.2	983
	4	Does not exist in company	717	720	9.1	270
		Sales, distribution				
487	1	Overall management	634	635	8.0	238
	2	Head of division	770	746	9.5	280
	3	No management function	2'265	2'198	27.8	824
	4	Does not exist in company	831	888	11.2	333
		Marketing, customer care (CRM), advertising, market research				
488	1	Overall management	602	645	8.2	242
	2	Head of division	799	811	10.3	304
	3	No management function	2'207	2'088	26.4	782
	4	Does not exist in company	892	923	11.7	346

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Public relation				
489	1	Overall management	507	561	7.1	210
	2	Head of division	529	557	7.1	209
	3	No management function	1'915	1'900	24.1	712
	4	Does not exist in company	1'549	1'449	18.3	543
		Category management				
490	1	Overall management	120	124	1.6	46
	2	Head of division	258	270	3.4	101
	3	No management function	995	965	12.2	362
	4	Does not exist in company	3'127	3'107	39.4	1'164
		Purchasing, acquisition				
491	1	Overall management	453	459	5.8	172
	2	Head of division	738	704	8.9	264
	3	No management function	2'657	2'557	32.4	958
	4	Does not exist in company	652	747	9.5	280
		Logistics: materials management, warehousing, transportation, packaging				
492	1	Overall management	334	312	4.0	117
	2	Head of division	650	591	7.5	221
	3	No management function	2'313	2'221	28.1	832
	4	Does not exist in company	1'203	1'343	17.0	503
		Job preparation, process engineering, control, work organization				
493	1	Overall management	612	618	7.8	231
	2	Head of division	946	901	11.4	338
	3	No management function	1'944	1'913	24.2	717
	4	Does not exist in company	998	1'035	13.1	388
		Manufacturing, production, installation				
494	1	Overall management	351	354	4.5	133
	2	Head of division	475	468	5.9	176
	3	No management function	1'664	1'588	20.1	595
	4	Does not exist in company	2'010	2'057	26.0	771
		Maintenance and repair, preparation of manufacturing resources				
495	1	Overall management	323	327	4.1	122
	2	Head of division	529	504	6.4	189
	3	No management function	2'096	2'026	25.7	759
	4	Does not exist in company	1'552	1'611	20.4	604
		Development, construction, research, design, prototyping				
496	1	Overall management	267	274	3.5	103
	2	Head of division	559	585	7.4	219
	3	No management function	1'544	1'485	18.8	556
	4	Does not exist in company	2'130	2'124	26.9	796
		Other department				
497	1	Overall management	227	250	3.2	94
	2	Head of division	147	139	1.8	52
	3	No management function	417	432	5.5	162
	4	Does not exist in company	3'709	3'647	46.2	1'367

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Field(s) Code			Cases un-weighted	Decision-maker Cases % weighted	Proj. thou.
		Amount for purchases/ services (even if not solely authorised to sign)			
505 - 506	1	Not authorised to sign	342	326 4.1	122
	2	Less than € 5,000.-	765	763 9.7	286
	3	€ 5,000.- to less than € 7,500.-	366	364 4.6	136
	4	€ 7,500.- to less than € 10,000.-	404	434 5.5	163
	5	€ 10,000.- to less than € 25,000.-	710	695 8.8	261
	6	€ 25,000.- to less than € 50,000.-	593	555 7.0	208
	7	€ 50,000.- to less than € 75,000.-	250	221 2.8	83
	8	€ 75,000.- to less than € 100,000.-	347	357 4.5	134
	9	€ 100,000.- to less than € 150,000.-	165	160 2.0	60
	10	€ 150,000.- to less than € 200,000.-	59	64 0.8	24
	11	€ 200,000.- to less than € 250,000.-	82	87 1.1	32
	12	€ 250,000.- to less than € 500,000.-	101	106 1.3	40
	13	€ 500,000.- to less than € 1 million	83	86 1.1	32
	14	€ 1 million to less than € 5 million	92	105 1.3	39
	15	€ 5 million to less than € 10 million	19	20 0.3	7
	16	€ 10 million and more	122	124 1.6	46
		Income is made up of elements (e.g. fixed salary and/or bonus and/or stock options)			
507	1	Yes	2'566	2'472 31.3	926
	2	No	1'934	1'995 25.3	748
		Total personal monthly net income			
509	4	€ 3,500 to less than € 3,600	706	570 7.2	214
	5	€ 3,600 to less than € 4,000	867	729 9.2	273
	6	€ 4,000 to less than € 5,000	1'403	1'528 19.4	573
	7	€ 5,000 to less than € 7,500	925	1'198 15.2	449
	8	€ 7,500 and more	599	441 5.6	165
		Total personal monthly net income			
508	4	€ 3,500 to less than € 4,000	1'573	1'299 16.5	487
	5	€ 4,000 to less than € 5,000	1'403	1'528 19.4	573
	6	€ 5,000 to less than € 7,500	925	1'198 15.2	449
	7	€ 7,500 and more	599	441 5.6	165
		Independent professionals			
		Main branch of industry/ Industrial sector			
541 - 542	62	Legal and accounting activities	348	315 4.0	118
	63	Activities of head offices; management consultancy activities	39	40 0.5	15
	64	Architectural and engineering activities; technical testing and analysis	180	130 1.7	49
	65	Scientific research and development	6	5 0.1	2
	66	Advertising; market research and public opinion polling	69	61 0.8	23
	67	Other professional, scientific and technical activities	44	68 0.9	26
	68	Veterinary activities	30	24 0.3	9
	78	General medical practice activities	94	98 1.2	37
	79	Specialist medical practice activities	141	186 2.4	70
	80	Dental practice activities	153	130 1.7	49
	81	Other human health activities	125	169 2.1	63
	83	Arts, entertainment and recreation	29	70 0.9	26

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Civil servants						
Remuneration category						
603	1	B11 - B5, R10 - R5	15	11	0.1	4
	2	B4, B3, R4, R3, C4, W3	75	45	0.6	17
	3	B2, B1	29	17	0.2	6
	4	A16, R2, C3, W2	134	112	1.4	42
	5	A15, R1, C2, W1	162	192	2.4	72
	6	A14, C1	235	237	3.0	89
Field of activity						
604 - 605	1	Political leadership and central administration, foreign affairs	141	124	1.6	46
606 - 607	2	Defence	17	17	0.2	6
608 - 609	3	Public security and order	72	71	0.9	27
610 - 611	4	Legal protection/ courts/ prosecution	66	62	0.8	23
612 - 613	5	Financial administration	53	49	0.6	18
614 - 615	6	Primary, secondary, vocational school	197	205	2.6	77
616 - 617	7	High schools, universities	117	89	1.1	33
618 - 619	8	Other educational affairs, science, research, cultural affairs	41	37	0.5	14
620 - 621	9	Social security, family and youth, employment policy	46	41	0.5	15
622 - 623	10	Health, sport, recreation	41	37	0.5	14
624 - 625	11	Housing, regional administration and services	35	33	0.4	12
626 - 627	12	Food, agriculture, forests	29	26	0.3	10
628 - 629	13	Energy and water management, trade, services	29	26	0.3	10
630 - 631	14	Traffic and communications	31	29	0.4	11
632 - 633	15	Legally not independent businesses	14	13	0.2	5
Main field of activity						
634 - 635	1	Political leadership and central administration, foreign affairs	113	100	1.3	37
	2	Defence	14	15	0.2	6
	3	Public security and order	43	45	0.6	17
	4	Legal protection/ courts/ prosecution	59	55	0.7	21
	5	Financial administration	32	31	0.4	12
	6	Primary, secondary, vocational school	177	188	2.4	71
	7	High schools, universities	100	74	0.9	28
	8	Other educational affairs, science, research, cultural affairs	23	22	0.3	8
	9	Social security, family and youth, employment policy	26	22	0.3	8
	10	Health, sport, recreation	13	13	0.2	5
	11	Housing, regional administration and services	8	9	0.1	3
	12	Food, agriculture, forests	16	14	0.2	5
	13	Energy and water management, trade, services	7	6	0.1	2
	14	Traffic and communications	11	12	0.2	5
	15	Legally not independent businesses	8	7	0.1	3

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Field(s) Code			Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Branch of industry/ Industrial sector (1st response = main branch)				
651 - 652						
653 - 654						
655 - 656	1	Agriculture and forestry, fishing and aquaculture	5	4	0.1	2
	34	Electricity, gas, steam and air conditioning supply	2	2	0.0	1
	35	Water collection, treatment and supply	2	2	0.0	1
	36	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	3	2	0.0	1
	38	Civil engineering	2	3	0.0	1
	50	Land transport and transport via pipelines, water transport, air transport	1	1	0.0	0
	51	Warehousing and support activities for transportation	1	1	0.0	1
	52	Postal and courier activities	1	1	0.0	0
	57	Telecommunications	1	1	0.0	0
	59	Financial service activities, except insurance and pension funding	2	2	0.0	1
	61	Real estate activities	1	1	0.0	0
	62	Legal and accounting activities	2	1	0.0	1
	64	Architectural and engineering activities; technical testing and analysis	4	5	0.1	2
	65	Scientific research and development	11	9	0.1	3
	75	Public administration and defence; compulsory social security	323	306	3.9	115
	76	Education	275	262	3.3	98
	77	Hospital activities	6	5	0.1	2
	79	Specialist medical practice activities	1	2	0.0	1
	82	Social work activities, residential care activities	8	7	0.1	3
	83	Arts, entertainment and recreation	6	4	0.1	2
	84	Activities of membership organisations	19	17	0.2	6
		Involved in decision-making for purchases/ investments				
	638 1	Make recommendations what should be purchased	466	438	5.5	164
	639 2	Collect offers on request	209	204	2.6	77
	640 3	Decide from whom and which offers are to be collected	313	300	3.8	112
	641 4	Decide what will be purchased and/or involved in the decision	477	444	5.6	167
	642 5	Authorised to sign even if not solely	355	327	4.1	123
	643 6	None of these categories	24	24	0.3	9
	644 7	No purchase in my area	16	15	0.2	6
		Amount for purchases/ services (even if not solely authorised to sign)				
645 - 646	1	Not authorised to sign	102	102	1.3	38
	2	Less than € 5,000.-	168	169	2.1	63
	3	€ 5,000.- to less than € 7,500.-	56	53	0.7	20
	4	€ 7,500.- to less than € 10,000.-	76	70	0.9	26
	5	€ 10,000.- to less than € 25,000.-	64	59	0.7	22
	6	€ 25,000.- to less than € 50,000.-	44	41	0.5	15
	7	€ 50,000.- to less than € 75,000.-	25	20	0.2	7
	8	€ 75,000.- to less than € 100,000.-	32	28	0.4	11
	9	€ 100,000.- to less than € 150,000.-	8	7	0.1	2
	10	€ 150,000.- to less than € 200,000.-	5	4	0.1	2
	11	€ 200,000.- to less than € 250,000.-	12	9	0.1	3
	12	€ 250,000.- to less than € 500,000.-	14	12	0.2	5
	13	€ 500,000.- to less than € 1 million	8	6	0.1	2
	14	€ 1 million to less than € 5 million	16	15	0.2	6
	15	€ 5 million to less than € 10 million	3	2	0.0	1
	16	€ 10 million and more	17	18	0.2	7

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
Main questionnaire						
General: economic development within the next 12 months						
1215	1	Better	1'269	1'222	15.5	458
	2	Worse	2'168	2'268	28.7	850
	3	Unchanged	4'400	4'343	55.0	1'628
	4	No answer	59	63	0.8	24
Own company: economic development within the next 12 months						
1216	1	Better	2'561	2'460	31.2	922
	2	Worse	855	889	11.3	333
	3	Unchanged	3'773	3'888	49.2	1'457
	4	No answer/ civil servants	707	659	8.3	247
Reading longer texts						
1232	1	Rather on paper	4'081	4'086	51.7	1'531
	2	Rather on screen	751	791	10.0	296
	3	Nothing to choose	3'044	3'000	38.0	1'124
	4	No answer	20	19	0.2	7
Interest in editorial topics						
Politics						
1233	1	Very interested	3'773	3'677	46.6	1'378
	2	Interested	3'491	3'577	45.3	1'340
	3	Rather not interested	609	616	7.8	231
	4	No answer	23	26	0.3	10
Economy						
1234	1	Very interested	3'587	3'501	44.3	1'312
	2	Interested	3'522	3'531	44.7	1'323
	3	Rather not interested	759	834	10.6	313
	4	No answer	28	30	0.4	11
Financial and capital markets						
1222	1	Very interested	1'915	1'836	23.3	688
	2	Interested	3'590	3'565	45.1	1'336
	3	Rather not interested	2'362	2'457	31.1	921
	4	No answer	29	38	0.5	14
Jobs and careers						
1220	1	Very interested	3'181	3'146	39.8	1'179
	2	Interested	3'284	3'296	41.7	1'235
	3	Rather not interested	1'369	1'380	17.5	517
	4	No answer	62	73	0.9	27
Sports						
1219	1	Very interested	2'914	2'875	36.4	1'077
	2	Interested	2'902	2'810	35.6	1'053
	3	Rather not interested	2'059	2'185	27.7	819
	4	No answer	21	25	0.3	9
Local reporting						
1221	1	Very interested	3'663	3'612	45.7	1'354
	2	Interested	3'432	3'485	44.1	1'306
	3	Rather not interested	793	788	10.0	295
	4	No answer	8	10	0.1	4

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Science, research, innovative technologies				
1235	1	Very interested	3'766	3'672	46.5	1'376
	2	Interested	3'373	3'413	43.2	1'279
	3	Rather not interested	738	788	10.0	295
	4	No answer	19	23	0.3	9
		Nature and environment				
1230	1	Very interested	3'049	3'072	38.9	1'151
	2	Interested	4'120	4'111	52.1	1'541
	3	Rather not interested	691	679	8.6	254
	4	No answer	36	34	0.4	13
		Foreign countries/ peoples/ cultures				
1223	1	Very interested	2'641	2'627	33.3	985
	2	Interested	3'911	3'927	49.7	1'472
	3	Rather not interested	1'317	1'309	16.6	491
	4	No answer	27	32	0.4	12
		Culture/ feuilleton				
1229	1	Very interested	1'632	1'639	20.8	614
	2	Interested	3'466	3'455	43.8	1'295
	3	Rather not interested	2'746	2'752	34.9	1'031
	4	No answer	52	50	0.6	19

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
Magazines/ Newspapers						
Already read or browsed						
Brand eins						
1001	1	Yes	1'051	1'015	12.9	380
	2	No	6'845	6'881	87.1	2'579
Capital						
1002	1	Yes	1'910	1'871	23.7	701
	2	No	5'986	6'025	76.3	2'258
Creditreform						
1004	1	Yes	918	873	11.1	327
	2	No	6'978	7'023	88.9	2'632
Der Handel						
1005	1	Yes	888	756	9.6	283
	2	No	7'008	7'140	90.4	2'676
Handwerk Magazin						
1006	1	Yes	1'296	1'204	15.2	451
	2	No	6'600	6'692	84.8	2'508
Manager Magazin						
1008	1	Yes	2'121	2'065	26.1	774
	2	No	5'775	5'831	73.9	2'185
Markt und Mittelstand						
1009	1	Yes	1'379	1'257	15.9	471
	2	No	6'517	6'639	84.1	2'488
Focus						
1011	1	Yes	4'557	4'618	58.5	1'731
	2	No	3'339	3'278	41.5	1'228
Focus Money						
1012	1	Yes	1'668	1'703	21.6	638
	2	No	6'228	6'193	78.4	2'321
Frankfurter Allgemeine Sonntagszeitung						
1013	1	Yes	1'679	1'664	21.1	623
	2	No	6'217	6'232	78.9	2'336
Der Spiegel						
1014	1	Yes	5'342	5'344	67.7	2'003
	2	No	2'554	2'552	32.3	956
Stern						
1015	1	Yes	4'715	4'791	60.7	1'795
	2	No	3'181	3'105	39.3	1'164
VDI nachrichten						
1016	1	Yes	1'381	1'317	16.7	494
	2	No	6'515	6'579	83.3	2'465
Wirtschaftswoche						
1018	1	Yes	2'697	2'616	33.1	980
	2	No	5'199	5'280	66.9	1'979
Die Zeit						
1019	1	Yes	2'855	2'941	37.3	1'102
	2	No	5'041	4'955	62.7	1'857

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Handelsblatt				
1021	1	Yes	2'706	2'645	33.5	991
	2	No	5'190	5'251	66.5	1'968
		Frankfurter Allgemeine Zeitung				
1023	1	Yes	3'337	3'358	42.5	1'259
	2	No	4'559	4'538	57.5	1'700
		Süddeutsche Zeitung				
1024	1	Yes	3'755	3'708	47.0	1'390
	2	No	4'141	4'188	53.0	1'569
		Welt Print Werktag				
1026	1	Yes	3'142	3'162	40.1	1'185
	2	No	4'754	4'734	59.9	1'774
		Maximum readership				
1121	1	Brand eins	803	781	9.9	293
1122	1	Capital	1'398	1'351	17.1	506
1124	1	Creditreform	726	682	8.6	255
1125	1	Der Handel	752	616	7.8	231
1126	1	Handwerk Magazin	1'135	1'052	13.3	394
1128	1	Manager Magazin	1'673	1'582	20.0	593
1129	1	Markt und Mittelstand	1'076	943	11.9	353
1131	1	Focus	3'080	3'132	39.7	1'174
1132	1	Focus Money	874	864	10.9	324
1133	1	Frankfurter Allgemeine Sonntagszeitung	1'093	1'045	13.2	391
1134	1	Der Spiegel	4'272	4'264	54.0	1'598
1135	1	Stern	3'217	3'308	41.9	1'240
1136	1	VDI nachrichten	992	919	11.6	344
1138	1	Wirtschaftswoche	1'737	1'657	21.0	621
1139	1	Die Zeit	2'011	2'052	26.0	769
1141	1	Handelsblatt	1'311	1'211	15.3	454
1143	1	Frankfurter Allgemeine Zeitung	1'595	1'532	19.4	574
1144	1	Süddeutsche Zeitung	2'025	1'924	24.4	721
1146	1	Welt Print Werktag	1'511	1'436	18.2	538
		Readers per issue (AIR)				
1151	1	Brand eins	275	263	3.3	99
1152	1	Capital	537	482	6.1	180
1154	1	Creditreform	328	313	4.0	117
1155	1	Der Handel	406	305	3.9	114
1156	1	Handwerk Magazin	677	617	7.8	231
1158	1	Manager Magazin	803	736	9.3	276
1159	1	Markt und Mittelstand	522	441	5.6	165
1161	1	Focus	1'206	1'175	14.9	440
1162	1	Focus Money	283	262	3.3	98
1163	1	Frankfurter Allgemeine Sonntagszeitung	576	523	6.6	196
1164	1	Der Spiegel	2'182	2'177	27.6	816
1165	1	Stern	1'158	1'176	14.9	441
1166	1	VDI nachrichten	605	553	7.0	207
1168	1	Wirtschaftswoche	766	715	9.1	268
1169	1	Die Zeit	954	959	12.1	359
1171	1	Handelsblatt	682	616	7.8	231
1173	1	Frankfurter Allgemeine Zeitung	803	767	9.7	287
1174	1	Süddeutsche Zeitung	1'088	1'015	12.9	380
1176	1	Welt Print Werktag	692	657	8.3	246

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Long time filter				
		Brand eins				
1031	1	Within last 12 months	803	781	9.9	293
	2	1 to 2 years ago	189	180	2.3	67
	3	Longer ago	59	54	0.7	20
		Capital				
1032	1	Within last 12 months	1'398	1'351	17.1	506
	2	1 to 2 years ago	325	342	4.3	128
	3	Longer ago	187	179	2.3	67
		Creditreform				
1034	1	Within last 12 months	726	682	8.6	255
	2	1 to 2 years ago	136	135	1.7	51
	3	Longer ago	56	56	0.7	21
		Der Handel				
1035	1	Within last 12 months	752	616	7.8	231
	2	1 to 2 years ago	91	94	1.2	35
	3	Longer ago	45	46	0.6	17
		Handwerk Magazin				
1036	1	Within last 12 months	1'135	1'052	13.3	394
	2	1 to 2 years ago	97	85	1.1	32
	3	Longer ago	64	67	0.9	25
		Manager Magazin				
1038	1	Within last 12 months	1'673	1'582	20.0	593
	2	1 to 2 years ago	337	362	4.6	136
	3	Longer ago	111	120	1.5	45
		Markt und Mittelstand				
1039	1	Within last 12 months	1'076	943	11.9	353
	2	1 to 2 years ago	229	227	2.9	85
	3	Longer ago	74	88	1.1	33
		Focus				
1041	1	Within the last 3 months	3'080	3'132	39.7	1'174
	2	Within the last 3 to 6 months	889	884	11.2	331
	3	Longer ago	588	602	7.6	226
		Focus Money				
1042	1	Within the last 3 months	874	864	10.9	324
	2	Within the last 3 to 6 months	431	459	5.8	172
	3	Longer ago	363	380	4.8	142
		Frankfurter Allgemeine Sonntagszeitung				
1043	1	Within the last 3 months	1'093	1'045	13.2	391
	2	Within the last 3 to 6 months	297	303	3.8	113
	3	Longer ago	289	317	4.0	119
		Der Spiegel				
1044	1	Within the last 3 months	4'272	4'264	54.0	1'598
	2	Within the last 3 to 6 months	753	769	9.7	288
	3	Longer ago	317	312	3.9	117
		Stern				
1045	1	Within the last 3 months	3'217	3'308	41.9	1'240
	2	Within the last 3 to 6 months	936	933	11.8	350
	3	Longer ago	562	549	7.0	206

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		VDI nachrichten				
1046	1	Within the last 3 months	992	919	11.6	344
	2	Within the last 3 to 6 months	231	231	2.9	87
	3	Longer ago	158	167	2.1	63
		Wirtschaftswoche				
1048	1	Within the last 3 months	1'737	1'657	21.0	621
	2	Within the last 3 to 6 months	604	603	7.6	226
	3	Longer ago	356	356	4.5	133
		Die Zeit				
1049	1	Within the last 3 months	2'011	2'052	26.0	769
	2	Within the last 3 to 6 months	506	526	6.7	197
	3	Longer ago	338	364	4.6	136
		Handelsblatt				
1051	1	Within last fortnight	1'311	1'211	15.3	454
	2	2 to 4 weeks ago	539	527	6.7	198
	3	Longer ago	856	907	11.5	340
		Frankfurter Allgemeine Zeitung				
1053	1	Within last fortnight	1'595	1'532	19.4	574
	2	2 to 4 weeks ago	585	596	7.5	223
	3	Longer ago	1'157	1'231	15.6	461
		Süddeutsche Zeitung				
1054	1	Within last fortnight	2'025	1'924	24.4	721
	2	2 to 4 weeks ago	626	633	8.0	237
	3	Longer ago	1'104	1'151	14.6	431
		Welt Print Werktag				
1056	1	Within last fortnight	1'511	1'436	18.2	538
	2	2 to 4 weeks ago	565	565	7.2	212
	3	Longer ago	1'066	1'161	14.7	435

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Frequency of reading				
		Brand eins				
1061	1	1 issue	98	99	1.3	37
	2	2 - 3 issues	282	284	3.6	107
	3	4 - 5 issues	197	179	2.3	67
	4	6 - 7 issues	84	82	1.0	31
	5	8 - 9 issues	49	45	0.6	17
	6	10 - 11 issues	21	22	0.3	8
	7	12 issues	72	70	0.9	26
		Capital				
1062	1	1 issue	137	152	1.9	57
	2	2 - 3 issues	429	435	5.5	163
	3	4 - 5 issues	327	321	4.1	120
	4	6 - 7 issues	202	174	2.2	65
	5	8 - 9 issues	101	87	1.1	32
	6	10 - 11 issues	64	55	0.7	21
	7	12 issues	138	128	1.6	48
		Creditreform				
1064	1	1 issue	60	63	0.8	23
	2	2 - 3 issues	177	164	2.1	61
	3	4 - 5 issues	146	129	1.6	48
	4	6 - 7 issues	105	106	1.3	40
	5	8 - 9 issues	75	68	0.9	26
	6	10 - 11 issues	40	40	0.5	15
	7	12 issues	123	112	1.4	42
		Der Handel				
1065	1	1 issue	37	34	0.4	13
	2	2 - 3 issues	145	142	1.8	53
	3	4 - 5 issues	161	129	1.6	48
	4	6 - 7 issues	130	102	1.3	38
	5	8 - 9 issues	122	86	1.1	32
	6	10 - 11 issues	67	49	0.6	18
	7	12 issues	90	75	0.9	28
		Handwerk Magazin				
1066	1	1 issue	48	55	0.7	21
	2	2 - 3 issues	189	182	2.3	68
	3	4 - 5 issues	163	151	1.9	57
	4	6 - 7 issues	217	183	2.3	69
	5	8 - 9 issues	163	151	1.9	56
	6	10 - 11 issues	126	106	1.3	40
	7	12 issues	229	224	2.8	84
		Manager Magazin				
1068	1	1 issue	119	136	1.7	51
	2	2 - 3 issues	469	463	5.9	174
	3	4 - 5 issues	315	288	3.7	108
	4	6 - 7 issues	245	227	2.9	85
	5	8 - 9 issues	230	201	2.5	75
	6	10 - 11 issues	109	93	1.2	35
	7	12 issues	186	173	2.2	65

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
			weighted			
Markt und Mittelstand						
1069	1	1 issue	56	57	0.7	21
	2	2 - 3 issues	232	235	3.0	88
	3	4 - 5 issues	238	195	2.5	73
	4	6 - 7 issues	257	206	2.6	77
	5	8 - 9 issues	142	108	1.4	40
	6	10 - 11 issues	56	50	0.6	19
	7	12 issues	95	93	1.2	35
Focus						
1071	1	1 issue	379	407	5.2	153
	2	2 - 3 issues	821	856	10.8	321
	3	4 - 5 issues	598	632	8.0	237
	4	6 - 7 issues	458	436	5.5	163
	5	8 - 9 issues	307	294	3.7	110
	6	10 - 11 issues	139	129	1.6	48
	7	12 issues	378	378	4.8	142
Focus Money						
1072	1	1 issue	129	129	1.6	48
	2	2 - 3 issues	282	292	3.7	109
	3	4 - 5 issues	154	157	2.0	59
	4	6 - 7 issues	116	102	1.3	38
	5	8 - 9 issues	82	78	1.0	29
	6	10 - 11 issues	31	31	0.4	12
	7	12 issues	80	76	1.0	28
Frankfurter Allgemeine Sonntagszeitung						
1073	1	1 issue	105	115	1.5	43
	2	2 - 3 issues	223	225	2.8	84
	3	4 - 5 issues	161	150	1.9	56
	4	6 - 7 issues	98	102	1.3	38
	5	8 - 9 issues	121	112	1.4	42
	6	10 - 11 issues	106	83	1.1	31
	7	12 issues	279	258	3.3	97
Der Spiegel						
1074	1	1 issue	352	368	4.7	138
	2	2 - 3 issues	862	877	11.1	329
	3	4 - 5 issues	730	733	9.3	275
	4	6 - 7 issues	597	564	7.1	211
	5	8 - 9 issues	545	534	6.8	200
	6	10 - 11 issues	360	362	4.6	136
	7	12 issues	826	826	10.5	310
Stern						
1075	1	1 issue	381	405	5.1	152
	2	2 - 3 issues	958	991	12.5	371
	3	4 - 5 issues	663	704	8.9	264
	4	6 - 7 issues	479	458	5.8	171
	5	8 - 9 issues	294	302	3.8	113
	6	10 - 11 issues	120	123	1.6	46
	7	12 issues	322	328	4.1	123
VDI nachrichten						
1076	1	1 issue	27	31	0.4	12
	2	2 - 3 issues	130	132	1.7	49
	3	4 - 5 issues	135	125	1.6	47
	4	6 - 7 issues	168	148	1.9	56
	5	8 - 9 issues	125	104	1.3	39
	6	10 - 11 issues	97	92	1.2	35
	7	12 issues	310	287	3.6	107

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
				weighted		
Wirtschaftswoche						
1078	1	1 issue	104	105	1.3	39
	2	2 - 3 issues	383	387	4.9	145
	3	4 - 5 issues	336	316	4.0	118
	4	6 - 7 issues	332	303	3.8	113
	5	8 - 9 issues	203	177	2.2	66
	6	10 - 11 issues	109	97	1.2	36
	7	12 issues	270	273	3.5	102
Die Zeit						
1079	1	1 issue	200	197	2.5	74
	2	2 - 3 issues	477	496	6.3	186
	3	4 - 5 issues	348	357	4.5	134
	4	6 - 7 issues	258	269	3.4	101
	5	8 - 9 issues	172	169	2.1	63
	6	10 - 11 issues	94	93	1.2	35
	7	12 issues	462	471	6.0	176
Handelsblatt						
1081	1	1 issue	85	84	1.1	31
	2	2 - 3 issues	221	209	2.7	78
	3	4 - 5 issues	226	200	2.5	75
	4	6 - 7 issues	214	202	2.6	76
	5	8 - 9 issues	260	227	2.9	85
	6	10 - 11 issues	133	120	1.5	45
	7	12 issues	172	171	2.2	64
Frankfurter Allgemeine Zeitung						
1083	1	1 issue	135	128	1.6	48
	2	2 - 3 issues	305	309	3.9	116
	3	4 - 5 issues	282	278	3.5	104
	4	6 - 7 issues	228	216	2.7	81
	5	8 - 9 issues	170	156	2.0	59
	6	10 - 11 issues	173	167	2.1	63
	7	12 issues	302	276	3.5	103
Süddeutsche Zeitung						
1084	1	1 issue	128	144	1.8	54
	2	2 - 3 issues	382	352	4.5	132
	3	4 - 5 issues	340	321	4.1	120
	4	6 - 7 issues	301	299	3.8	112
	5	8 - 9 issues	275	258	3.3	97
	6	10 - 11 issues	197	174	2.2	65
	7	12 issues	402	375	4.8	141
Welt Print Werktag						
1086	1	1 issue	118	114	1.4	43
	2	2 - 3 issues	329	317	4.0	119
	3	4 - 5 issues	293	276	3.5	104
	4	6 - 7 issues	259	240	3.0	90
	5	8 - 9 issues	156	146	1.8	55
	6	10 - 11 issues	135	126	1.6	47
	7	12 issues	221	217	2.8	81

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Short time filter				
		Brand eins				
1091	1	Within last 4 weeks	275	263	3.3	99
	2	1 to 2 months ago	180	177	2.2	66
	3	2 to 3 months ago	190	183	2.3	69
	4	Longer ago	158	158	2.0	59
		Capital				
1092	1	Within last 4 weeks	537	482	6.1	180
	2	1 to 2 months ago	342	348	4.4	130
	3	2 to 3 months ago	293	288	3.7	108
	4	Longer ago	226	233	3.0	87
		Creditreform				
1094	1	Within last 4 weeks	328	313	4.0	117
	2	1 to 2 months ago	173	156	2.0	59
	3	2 to 3 months ago	137	124	1.6	46
	4	Longer ago	88	88	1.1	33
		Der Handel				
1095	1	Within last 4 weeks	406	305	3.9	114
	2	1 to 2 months ago	165	144	1.8	54
	3	2 to 3 months ago	82	66	0.8	25
	4	Longer ago	99	102	1.3	38
		Handwerk Magazin				
1096	1	Within last 4 weeks	677	617	7.8	231
	2	1 to 2 months ago	203	183	2.3	68
	3	2 to 3 months ago	156	154	1.9	58
	4	Longer ago	99	99	1.2	37
		Manager Magazin				
1098	1	Within last 4 weeks	803	736	9.3	276
	2	1 to 2 months ago	334	322	4.1	121
	3	2 to 3 months ago	288	290	3.7	109
	4	Longer ago	248	234	3.0	88
		Markt und Mittelstand				
1099	1	Within last 4 weeks	522	441	5.6	165
	2	1 to 2 months ago	266	227	2.9	85
	3	2 to 3 months ago	168	155	2.0	58
	4	Longer ago	120	120	1.5	45
		Focus				
1101	1	Within last 7 days	1'206	1'175	14.9	440
	2	8 to 14 days ago	660	696	8.8	261
	3	2 to 3 weeks ago	636	652	8.3	244
	4	Longer ago	578	609	7.7	228
		Focus Money				
1102	1	Within last 7 days	283	262	3.3	98
	2	8 to 14 days ago	186	186	2.4	70
	3	2 to 3 weeks ago	198	205	2.6	77
	4	Longer ago	207	211	2.7	79
		Frankfurter Allgemeine Sonntagszeitung				
1103	1	Within last 7 days	576	523	6.6	196
	2	8 to 14 days ago	178	183	2.3	69
	3	2 to 3 weeks ago	163	154	2.0	58
	4	Longer ago	176	184	2.3	69

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Der Spiegel				
1104	1	Within last 7 days	2'182	2'177	27.6	816
	2	8 to 14 days ago	836	834	10.6	313
	3	2 to 3 weeks ago	665	643	8.1	241
	4	Longer ago	589	610	7.7	228
		Stern				
1105	1	Within last 7 days	1'158	1'176	14.9	441
	2	8 to 14 days ago	757	791	10.0	297
	3	2 to 3 weeks ago	682	698	8.8	261
	4	Longer ago	620	643	8.1	241
		VDI nachrichten				
1106	1	Within last 7 days	605	553	7.0	207
	2	8 to 14 days ago	181	170	2.1	64
	3	2 to 3 weeks ago	109	99	1.3	37
	4	Longer ago	97	98	1.2	37
		Wirtschaftswoche				
1108	1	Within last 7 days	766	715	9.1	268
	2	8 to 14 days ago	371	351	4.4	131
	3	2 to 3 weeks ago	325	316	4.0	118
	4	Longer ago	275	275	3.5	103
		Die Zeit				
1109	1	Within last 7 days	954	959	12.1	359
	2	8 to 14 days ago	368	377	4.8	141
	3	2 to 3 weeks ago	351	359	4.5	134
	4	Longer ago	338	357	4.5	134
		Handelsblatt				
1111	1	Yesterday	550	503	6.4	189
	2	The day before yesterday	173	159	2.0	60
	3	3 days ago	256	240	3.0	90
	4	Longer ago	332	309	3.9	116
		Frankfurter Allgemeine Zeitung				
1113	1	Yesterday	719	673	8.5	252
	2	The day before yesterday	247	242	3.1	91
	3	3 days ago	234	225	2.9	85
	4	Longer ago	395	392	5.0	147
		Süddeutsche Zeitung				
1114	1	Yesterday	970	903	11.4	338
	2	The day before yesterday	348	325	4.1	122
	3	3 days ago	284	290	3.7	109
	4	Longer ago	423	406	5.1	152
		Welt Print Werktag				
1116	1	Yesterday	595	560	7.1	210
	2	The day before yesterday	254	245	3.1	92
	3	3 days ago	273	256	3.2	96
	4	Longer ago	389	375	4.8	141

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Chamber of commerce magazines						
Already read or browsed						
1242	1	Yes	3'507	3'441	43.6	1'290
	2	No	4'349	4'424	56.0	1'658
	3	No answer	40	31	0.4	12
Frequency of reading						
1243	1	Every/ almost every issue	1'284	1'274	16.1	477
	2	About every 2nd issue	838	790	10.0	296
	3	About every 3rd to 4th issue	652	621	7.9	233
	4	Less often	722	750	9.5	281
	5	No answer	51	38	0.5	14
Internet/ online services						
Internet usage - last 3 months						
Desktop PC						
1244	1	Yes	6'770	6'767	85.7	2'536
	2	No	1'126	1'129	14.3	423
Notebook/ Laptop						
1245	1	Yes	6'877	6'863	86.9	2'572
	2	No	1'019	1'033	13.1	387
Tablet (z.B. iPad)						
1246	1	Yes	5'436	5'394	68.3	2'021
	2	No	2'460	2'502	31.7	938
Smartphone/ Mobile with internet access						
1247	1	Yes	7'629	7'617	96.5	2'854
	2	No	267	279	3.5	105
Online services regardless of kind of client (except app-usage) 'broadest audience'						
1313	1	brandeins.de	307	286	3.6	107
1314	1	capital.de	565	566	7.2	212
1317	1	etailment.de	269	235	3.0	88
1318	1	faz.net	1'855	1'864	23.6	699
1319	1	focus.de	2'214	2'195	27.8	823
1321	1	handelsblatt.com	1'535	1'515	19.2	568
1322	1	handwerk-magazin.de	360	321	4.1	120
1329	1	ingenieur.de	616	604	7.7	226
1324	1	manager-magazin.de	950	914	11.6	343
1325	1	marktundmittelstand.de	362	315	4.0	118
1326	1	spiegel.de	3'384	3'350	42.4	1'256
1327	1	stern.de	1'459	1'490	18.9	558
1328	1	Süddeutsche.de	2'020	1'982	25.1	743
1330	1	welt.de	1'617	1'651	20.9	619
1331	1	wirtschaftswoche.de	1'190	1'197	15.2	448
1332	1	zeit.de	1'671	1'691	21.4	634
Apps 'broadest audience'						
1399	1	F.A.Z./ F.A.S.	624	626	7.9	235
1400	1	Focus/ Focus Online/ Focus-Magazin	925	937	11.9	351
1402	1	Handelsblatt	513	481	6.1	180
1405	1	Manager Magazin	196	186	2.4	70
1407	1	Der Spiegel/ Spiegel Online	1'591	1'569	19.9	588
1408	1	Stern	510	515	6.5	193
1409	1	Süddeutsche Zeitung/ Süddeutsche.de	821	788	10.0	295
1410	1	VDI Nachrichten	220	229	2.9	86
1411	1	Welt	609	606	7.7	227
1412	1	Wirtschaftswoche	302	283	3.6	106
1413	1	Die Zeit/ Zeit online	504	534	6.8	200

Field(s)	Code		Cases un- weighted	Decision-maker Cases	%	Proj. thou.
					weighted	
Decision-making authority						
Management of company (corporate policy)						
1501	1	Sole decision-making/ delegation	2'801	2'989	37.9	1'120
1502	2	Joint decision	2'364	2'304	29.2	864
1503	3	Make suggestions	888	892	11.3	334
1504	4	Not involved	2'757	2'599	32.9	974
1505	5	Not true/ non-existent	69	65	0.8	24
1506	6	No answer	34	36	0.5	13
Location planning/ plant expansion/ building projects						
1507	1	Sole decision-making/ delegation	1'857	2'023	25.6	758
1508	2	Joint decision	2'019	1'910	24.2	716
1509	3	Make suggestions	573	604	7.7	226
1510	4	Not involved	2'960	2'856	36.2	1'070
1511	5	Not true/ non-existent	861	878	11.1	329
1512	6	No answer	55	65	0.8	24
Rental/ purchase of business premises						
1513	1	Sole decision-making/ delegation	1'758	1'896	24.0	711
1514	2	Joint decision	1'672	1'600	20.3	600
1515	3	Make suggestions	403	430	5.4	161
1516	4	Not involved	3'178	3'073	38.9	1'152
1517	5	Not true/ non-existent	1'130	1'148	14.5	430
1518	6	No answer	50	56	0.7	21
HR/ Personnel management, social and training affairs						
1519	1	Sole decision-making/ delegation	2'643	2'827	35.8	1'059
1520	2	Joint decision	3'406	3'245	41.1	1'216
1521	3	Make suggestions	887	863	10.9	324
1522	4	Not involved	2'080	1'988	25.2	745
1523	5	Not true/ non-existent	129	147	1.9	55
1524	6	No answer	39	41	0.5	15
Accountancy/ Controlling						
1525	1	Sole decision-making/ delegation	2'667	2'810	35.6	1'053
1526	2	Joint decision	2'190	2'035	25.8	763
1527	3	Make suggestions	767	732	9.3	274
1528	4	Not involved	2'955	2'858	36.2	1'071
1529	5	Not true/ non-existent	297	343	4.3	128
1530	6	No answer	41	44	0.6	16
Financial/ capital investments/ planning						
1531	1	Sole decision-making/ delegation	2'389	2'551	32.3	956
1532	2	Joint decision	2'168	2'017	25.5	756
1533	3	Make suggestions	678	652	8.3	244
1534	4	Not involved	2'981	2'883	36.5	1'080
1535	5	Not true/ non-existent	456	489	6.2	183
1536	6	No answer	40	44	0.6	17
Investment financing/ credit transactions						
1537	1	Sole decision-making/ delegation	2'104	2'233	28.3	837
1538	2	Joint decision	1'864	1'721	21.8	645
1539	3	Make suggestions	562	533	6.7	200
1540	4	Not involved	3'064	2'973	37.7	1'114
1541	5	Not true/ non-existent	841	906	11.5	340
1542	6	No answer	52	63	0.8	23

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
Activities concerning CSR ("Corporate Social Responsibility")						
1890	1	Sole decision-making/ delegation	1'582	1'610	20.4	603
1891	2	Joint decision	2'436	2'316	29.3	868
1892	3	Make suggestions	634	617	7.8	231
1893	4	Not involved	2'261	2'227	28.2	835
1894	5	Not true/ non-existent	1'587	1'690	21.4	633
1895	6	No answer	77	87	1.1	33
Office technology (e.g. copier, printer, scanner, projector)						
1543	1	Sole decision-making/ delegation	2'701	2'898	36.7	1'086
1544	2	Joint decision	2'915	2'805	35.5	1'051
1545	3	Make suggestions	1'142	1'124	14.2	421
1546	4	Not involved	2'630	2'431	30.8	911
1547	5	Not true/ non-existent	38	45	0.6	17
1548	6	No answer	28	31	0.4	11
IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)						
1549	1	Sole decision-making/ delegation	2'551	2'738	34.7	1'026
1550	2	Joint decision	2'870	2'754	34.9	1'032
1551	3	Make suggestions	890	896	11.3	336
1552	4	Not involved	2'499	2'360	29.9	884
1553	5	Not true/ non-existent	61	84	1.1	31
1554	6	No answer	32	35	0.4	13
Software/ IT-services/ consultancy						
1555	1	Sole decision-making/ delegation	2'291	2'477	31.4	928
1556	2	Joint decision	3'048	2'917	36.9	1'093
1557	3	Make suggestions	826	845	10.7	317
1558	4	Not involved	2'537	2'411	30.5	904
1559	5	Not true/ non-existent	150	180	2.3	67
1560	6	No answer	36	38	0.5	14
Internet/ e-commerce/ intranet						
1561	1	Sole decision-making/ delegation	2'210	2'372	30.0	889
1562	2	Joint decision	2'627	2'512	31.8	941
1563	3	Make suggestions	638	632	8.0	237
1564	4	Not involved	2'872	2'768	35.1	1'037
1565	5	Not true/ non-existent	285	327	4.1	123
1566	6	No answer	44	45	0.6	17
Communication systems, e.g. telephone system, smartphone, mobile phone						
1567	1	Sole decision-making/ delegation	2'378	2'589	32.8	970
1568	2	Joint decision	2'578	2'452	31.1	919
1569	3	Make suggestions	861	844	10.7	316
1570	4	Not involved	2'929	2'791	35.3	1'046
1571	5	Not true/ non-existent	71	79	1.0	29
1572	6	No answer	36	39	0.5	14
Office furniture/ office equipment						
1573	1	Sole decision-making/ delegation	2'519	2'741	34.7	1'027
1574	2	Joint decision	2'856	2'753	34.9	1'032
1575	3	Make suggestions	921	905	11.5	339
1576	4	Not involved	2'824	2'630	33.3	986
1577	5	Not true/ non-existent	94	101	1.3	38
1578	6	No answer	33	35	0.4	13

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Marketing, advertising, public relations, market research, sales				
1579	1	Sole decision-making/ delegation	1'979	2'071	26.2	776
1580	2	Joint decision	2'825	2'692	34.1	1'009
1581	3	Make suggestions	917	843	10.7	316
1582	4	Not involved	2'390	2'268	28.7	850
1583	5	Not true/ non-existent	1'144	1'260	16.0	472
1584	6	No answer	83	79	1.0	30
		Distribution, sales, sales force				
1585	1	Sole decision-making/ delegation	2'087	2'123	26.9	796
1586	2	Joint decision	2'410	2'261	28.6	847
1587	3	Make suggestions	775	716	9.1	268
1588	4	Not involved	2'334	2'252	28.5	844
1589	5	Not true/ non-existent	1'528	1'654	21.0	620
1590	6	No answer	142	139	1.8	52
		Logistics/ warehousing/ transport				
1591	1	Sole decision-making/ delegation	1'613	1'636	20.7	613
1592	2	Joint decision	2'038	1'845	23.4	691
1593	3	Make suggestions	659	596	7.6	223
1594	4	Not involved	2'634	2'536	32.1	950
1595	5	Not true/ non-existent	1'899	2'075	26.3	778
1596	6	No answer	90	102	1.3	38
		Car pool, fleet				
1597	1	Sole decision-making/ delegation	2'347	2'451	31.0	919
1598	2	Joint decision	1'920	1'728	21.9	647
1599	3	Make suggestions	618	600	7.6	225
1600	4	Not involved	2'927	2'848	36.1	1'067
1601	5	Not true/ non-existent	1'065	1'185	15.0	444
1602	6	No answer	86	94	1.2	35
		Vans/ lorries/ trucks				
1603	1	Sole decision-making/ delegation	1'064	1'101	13.9	413
1604	2	Joint decision	1'369	1'188	15.0	445
1605	3	Make suggestions	348	319	4.0	119
1606	4	Not involved	2'502	2'430	30.8	911
1607	5	Not true/ non-existent	2'868	3'069	38.9	1'150
1608	6	No answer	75	78	1.0	29
		Special purpose vehicles (e.g. forklifts)				
1609	1	Sole decision-making/ delegation	833	792	10.0	297
1610	2	Joint decision	1'221	1'059	13.4	397
1611	3	Make suggestions	355	326	4.1	122
1612	4	Not involved	2'225	2'180	27.6	817
1613	5	Not true/ non-existent	3'516	3'762	47.6	1'410
1614	6	No answer	82	78	1.0	29
		Parcel and courier services				
1615	1	Sole decision-making/ delegation	1'880	1'937	24.5	726
1616	2	Joint decision	1'489	1'332	16.9	499
1617	3	Make suggestions	623	574	7.3	215
1618	4	Not involved	3'084	2'948	37.3	1'105
1619	5	Not true/ non-existent	1'554	1'729	21.9	648
1620	6	No answer	76	80	1.0	30

Field(s)	Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Production, manufacturing, manufacturing control				
1621	1	Sole decision-making/ delegation	1'141	1'126	14.3	422
1622	2	Joint decision	1'459	1'325	16.8	497
1623	3	Make suggestions	518	471	6.0	177
1624	4	Not involved	1'922	1'824	23.1	684
1625	5	Not true/ non-existent	3'556	3'760	47.6	1'409
1626	6	No answer	143	135	1.7	51
		Machines, production facilities, drive engineering				
1627	1	Sole decision-making/ delegation	1'104	1'105	14.0	414
1628	2	Joint decision	1'551	1'388	17.6	520
1629	3	Make suggestions	462	418	5.3	157
1630	4	Not involved	1'811	1'735	22.0	650
1631	5	Not true/ non-existent	3'474	3'677	46.6	1'378
1632	6	No answer	130	126	1.6	47
		Energy, e.g. supplier selection				
1633	1	Sole decision-making/ delegation	2'121	2'294	29.0	860
1634	2	Joint decision	1'583	1'462	18.5	548
1635	3	Make suggestions	416	389	4.9	146
1636	4	Not involved	3'216	3'126	39.6	1'171
1637	5	Not true/ non-existent	832	877	11.1	328
1638	6	No answer	94	92	1.2	34
		Research and development/ design				
1639	1	Sole decision-making/ delegation	1'037	1'000	12.7	375
1640	2	Joint decision	1'606	1'447	18.3	542
1641	3	Make suggestions	458	442	5.6	166
1642	4	Not involved	1'967	1'867	23.6	700
1643	5	Not true/ non-existent	3'451	3'719	47.1	1'394
1644	6	No answer	135	125	1.6	47
		Arrangements concerning sustainability				
1884	1	Sole decision-making/ delegation	909	918	11.6	344
1885	2	Joint decision	2'112	1'948	24.7	730
1886	3	Make suggestions	540	507	6.4	190
1887	4	Not involved	1'923	1'877	23.8	704
1888	5	Not true/ non-existent	2'836	3'022	38.3	1'132
1889	6	No answer	158	157	2.0	59
		Important media groups for work				
1645	1	Political and business magazines/ newspapers	2'734	2'761	35.0	1'035
1646	1	Supra-regional daily and weekly newspapers	2'925	2'949	37.3	1'105
1647	1	Industry-specific trade journals	5'715	5'767	73.0	2'161
1648	1	Internet pages of magazines and newspapers	2'976	2'970	37.6	1'113
1649	1	Internet pages of manufacturers, dealers or service providers	3'906	3'895	49.3	1'460
1656	1	Newsletters of magazines and newspapers	1'559	1'562	19.8	585
1655	1	Social Networks	2'797	2'883	36.5	1'081
1650	1	Television	1'483	1'514	19.2	567
1651	1	None of these	943	932	11.8	349
1652	1	No answer	106	89	1.1	34

Field(s)	Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Office equipment and data processing						
Available in company or purchase planned within next 12 months						
Video conference systems						
1659	1	Yes	3'423	3'378	42.8	1'266
	2	No	4'324	4'394	55.7	1'647
	3	Don't know/ no answer	149	123	1.6	46
Desktop PC						
1660	1	Yes	7'436	7'399	93.7	2'773
	2	No	364	420	5.3	157
	3	Don't know/ no answer	96	77	1.0	29
Notebook/ Laptop						
1661	1	Yes	7'192	7'166	90.8	2'686
	2	No	599	644	8.2	241
	3	Don't know/ no answer	105	86	1.1	32
Tablet						
1662	1	Yes	6'014	5'897	74.7	2'210
	2	No	1'703	1'853	23.5	694
	3	Don't know/ no answer	179	146	1.9	55
Smartphone						
1663	1	Yes	7'069	7'093	89.8	2'658
	2	No	704	704	8.9	264
	3	Don't know/ no answer	123	99	1.3	37
Head-mounted display (VR glasses, smart glasses)						
1664	1	Yes	1'183	1'156	14.6	433
	2	No	6'415	6'426	81.4	2'408
	3	Don't know/ no answer	298	314	4.0	118
Laser printer						
1665	1	Yes	6'281	6'195	78.5	2'322
	2	No	1'444	1'546	19.6	579
	3	Don't know/ no answer	171	154	2.0	58
Multifunction desktop unit (copy, print, fax and/ or scan)						
1666	1	Yes	6'558	6'543	82.9	2'452
	2	No	1'179	1'219	15.4	457
	3	Don't know/ no answer	159	134	1.7	50
Multifunction print and copy system (floor-mounted appliance)						
1667	1	Yes	6'569	6'362	80.6	2'384
	2	No	1'176	1'391	17.6	521
	3	Don't know/ no answer	151	143	1.8	54
Corporate network/ LAN/ network components						
1668	1	Yes	6'795	6'672	84.5	2'500
	2	No	953	1'097	13.9	411
	3	Don't know/ no answer	148	126	1.6	47
Web server						
1669	1	Yes	5'736	5'638	71.4	2'113
	2	No	1'839	1'965	24.9	736
	3	Don't know/ no answer	321	293	3.7	110

Field(s)	Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
		Web hosting				
1670	1	Yes	4'514	4'454	56.4	1'669
	2	No	2'698	2'796	35.4	1'048
	3	Don't know/ no answer	684	647	8.2	242
		Cloud Computing				
1671	1	Yes	3'876	3'794	48.1	1'422
	2	No	3'496	3'615	45.8	1'355
	3	Don't know/ no answer	524	487	6.2	183
		IT security (e.g. virus protection software, firewall, cryptographic techniques)				
1672	1	Yes	7'442	7'421	94.0	2'781
	2	No	281	335	4.2	126
	3	Don't know/ no answer	173	140	1.8	52
		Operating software (accounting software, project administration software etc.)				
1673	1	Yes	7'285	7'224	91.5	2'707
	2	No	408	483	6.1	181
	3	Don't know/ no answer	203	189	2.4	71
		Document, knowlege and workflow management systems				
1674	1	Yes	5'840	5'765	73.0	2'161
	2	No	1'684	1'805	22.9	676
	3	Don't know/ no answer	372	326	4.1	122
		Office furniture from € 2,500 purchase price per workplace				
1675	1	Yes	4'667	4'644	58.8	1'740
	2	No	2'685	2'759	34.9	1'034
	3	Don't know/ no answer	544	494	6.3	185

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
Investments planned in future technologies						
1715	1	Digital transformation	3'066	3'036	38.5	1'138
1716	1	Robotics in production, service, research, etc.	1'674	1'581	20.0	592
1717	1	Data & Analytics/ Big Data	2'250	2'210	28.0	828
1718	1	Artificial intelligence/ machine learning	1'448	1'386	17.5	519
1719	1	Collaboration tools for new ways of working	1'259	1'260	16.0	472
1720	1	Blockchain-technology	703	681	8.6	255
1721	1	None of these	2'995	3'185	40.3	1'194
1722	1	No answer	462	441	5.6	165
Car pool, fleet						
Use of business/ official car						
1712	1	Yes	4'718	4'783	60.6	1'793
	2	No	3'178	3'113	39.4	1'166
Business/ official car: leased						
1714	1	Yes	2'271	2'271	28.8	851
	2	No	2'386	2'460	31.2	922
	3	Don't know/ no answer	61	53	0.7	20
Passenger car - limousine						
1731	1	Available in company/ state authority	6'031	5'892	74.6	2'208
	2	Not available in company/ state authority	1'692	1'873	23.7	702
	3	Don't know if available	173	131	1.7	49
1732	1	Certainly planned	1'989	1'948	24.7	730
	2	Possibly planned	1'694	1'559	19.7	584
	3	Certainly not planned	3'200	3'426	43.4	1'284
	4	Don't know if purchase is planned	1'013	963	12.2	361
Passenger car - estate car						
1733	1	Available in company/ state authority	5'345	5'272	66.8	1'976
	2	Not available in company/ state authority	2'328	2'436	30.9	913
	3	Don't know if available	223	188	2.4	71
1734	1	Certainly planned	1'796	1'776	22.5	665
	2	Possibly planned	1'372	1'270	16.1	476
	3	Certainly not planned	3'670	3'850	48.8	1'443
	4	Don't know if purchase is planned	1'058	1'001	12.7	375
Sport utility vehicles (SUV)						
1737	1	Available in company/ state authority	1'993	1'950	24.7	731
	2	Not available in company/ state authority	5'591	5'684	72.0	2'130
	3	Don't know if available	312	262	3.3	98
1738	1	Certainly planned	559	558	7.1	209
	2	Possibly planned	825	767	9.7	287
	3	Certainly not planned	5'311	5'441	68.9	2'039
	4	Don't know if purchase is planned	1'201	1'130	14.3	423
Limousines, people carriers						
1739	1	Available in company/ state authority	2'294	2'228	28.2	835
	2	Not available in company/ state authority	5'276	5'393	68.3	2'021
	3	Don't know if available	326	275	3.5	103
1740	1	Certainly planned	513	511	6.5	191
	2	Possibly planned	724	640	8.1	240
	3	Certainly not planned	5'466	5'601	70.9	2'099
	4	Don't know if purchase is planned	1'193	1'145	14.5	429

Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Vans up to 2 t				
1741	1	Available in company/ state authority	3'475	3'349	42.4	1'255
	2	Not available in company/ state authority	4'085	4'257	53.9	1'595
	3	Don't know if available	336	290	3.7	109
1742	1	Certainly planned	718	703	8.9	263
	2	Possibly planned	986	871	11.0	326
	3	Certainly not planned	4'973	5'158	65.3	1'933
	4	Don't know if purchase is planned	1'219	1'164	14.7	436
		Vans 2 to 3.5 t				
1725	1	Available in company/ state authority	3'049	2'856	36.2	1'070
	2	Not available in company/ state authority	4'458	4'700	59.5	1'761
	3	Don't know if available	389	341	4.3	128
1726	1	Certainly planned	610	564	7.1	211
	2	Possibly planned	859	770	9.8	289
	3	Certainly not planned	5'215	5'417	68.6	2'030
	4	Don't know if purchase is planned	1'212	1'144	14.5	429
		Vans, trucks 3.5 to 7.5 t				
1727	1	Available in company/ state authority	1'956	1'825	23.1	684
	2	Not available in company/ state authority	5'488	5'675	71.9	2'127
	3	Don't know if available	452	396	5.0	148
1728	1	Certainly planned	347	324	4.1	121
	2	Possibly planned	573	524	6.6	196
	3	Certainly not planned	5'755	5'891	74.6	2'208
	4	Don't know if purchase is planned	1'221	1'157	14.7	434
		Trucks 7.5 t or more				
1729	1	Available in company/ state authority	1'299	1'243	15.7	466
	2	Not available in company/ state authority	6'101	6'229	78.9	2'334
	3	Don't know if available	496	424	5.4	159
1730	1	Certainly planned	309	283	3.6	106
	2	Possibly planned	418	374	4.7	140
	3	Certainly not planned	5'981	6'130	77.6	2'297
	4	Don't know if purchase is planned	1'188	1'110	14.1	416
		Vehicle with eco-friendly drive technology available in company/ state authority				
		Vehicles with electric drive				
1751	1	Yes	1'663	1'609	20.4	603
	2	No	5'895	5'971	75.6	2'238
	3	Don't know/ no answer	338	315	4.0	118
		Vehicles with other eco-friendly drive technologies such as e.g. hybrid, gas, fuel cells				
1752	1	Yes	1'542	1'532	19.4	574
	2	No	5'932	5'971	75.6	2'238
	3	Don't know/ no answer	422	393	5.0	147
		Purchase intension of vehicles: eco-friendly drive technology will be taken into consideration				
		Vehicles with electric drive				
1755	1	Yes	3'426	3'404	43.1	1'276
	2	No	3'532	3'581	45.4	1'342
	3	Don't know/ no answer	938	911	11.5	341
		Vehicles with other eco-friendly drive technologies such as e.g. hybrid, gas, fuel cells				
1756	1	Yes	3'648	3'597	45.6	1'348
	2	No	3'232	3'287	41.6	1'232
	3	Don't know/ no answer	1'016	1'012	12.8	379

Field(s) Code			Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
Business trips						
Frequency of job-related business/ official trips						
1757	1	At least once a week	1'337	1'317	16.7	494
	2	1 to 3 times a month	1'539	1'576	20.0	591
	3	Several times a year	2'735	2'761	35.0	1'035
	4	Once a year	351	359	4.6	135
	5	Less often	499	501	6.3	188
	6	Do not go on business/ official trips	1'334	1'290	16.3	484
	7	No answer	101	90	1.1	34
Destinations within the last 12 months						
1758	1	Germany	6'164	6'231	78.9	2'335
1759	1	Western Europe	1'749	1'724	21.8	646
1760	1	Eastern Europe	741	730	9.2	273
1761	1	America	381	374	4.7	140
1762	1	Asia	356	331	4.2	124
1763	1	Other countries	167	151	1.9	57
1764	1	No business/ official trips within last 12 months	132	123	1.6	46
1765	1	No answer	129	121	1.5	45
Means of transportation for business trips (last 12 months)						
1766	1	Private car	1'773	1'830	23.2	686
1767	1	Business/ official car	4'482	4'486	56.8	1'681
1768	1	Hired car	548	558	7.1	209
1769	1	Car sharing	52	50	0.6	19
1770	1	Aeroplane	2'074	2'015	25.5	755
1771	1	Rail	2'920	2'936	37.2	1'100
1772	1	Other means of transportation	419	381	4.8	143
1773	1	No answer	18	14	0.2	5
Frequency of flights for business/ official trips						
Germany						
1809	1	At least once a month	217	198	2.5	74
	2	Several times a year	840	815	10.3	305
	3	Less often	644	639	8.1	239
	5	No answer	1	1	0.0	0
Foreign countries						
1810	1	At least once a month	123	111	1.4	42
	2	Several times a year	904	890	11.3	333
	3	Less often	447	446	5.6	167
	5	No answer	2	2	0.0	1
Booking category						
Domestic flights						
1811	1	Business Class	465	414	5.2	155
1812	2	Economy/ Tourist Class	1'285	1'288	16.3	483
1813	3	No answer	18	14	0.2	5
International flights						
1814	1	First Class	39	25	0.3	9
1815	2	Business Class	706	667	8.4	250
1816	3	Economy/ Tourist Class	960	978	12.4	367
1817	4	No answer	9	7	0.1	3

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
		Hotel category - business/ official trip				
1850	1	Hotels of highest price range (5 star)	656	586	7.4	219
1851	2	Hotels of higher price range (4 star)	3'202	3'140	39.8	1'177
1852	3	Hotels of upper and medium price range (3 star)	3'191	3'335	42.2	1'250
1853	4	Hotels of lower price range, private hotels (1 - 2 star)	503	504	6.4	189
1854	5	Others	115	131	1.7	49
1855	6	Never/ almost never stay overnight	863	882	11.2	331
1856	7	No answer	54	44	0.6	17
		Visits to ...				
		Trade fairs				
1880	1	Several times a year	2'432	2'400	30.4	899
	2	Once a year	2'417	2'467	31.2	925
	3	Less often	1'730	1'711	21.7	641
	4	Never	1'226	1'253	15.9	470
	5	No answer	91	65	0.8	24
		Conventions				
1881	1	Several times a year	3'529	3'530	44.7	1'323
	2	Once a year	1'880	1'850	23.4	693
	3	Less often	1'567	1'578	20.0	591
	4	Never	840	867	11.0	325
	5	No answer	80	72	0.9	27
		Advanced vocational training				
		Advanced vocational training is provided				
1882	1	Yes	6'260	6'215	78.7	2'329
	2	No	1'437	1'526	19.3	572
	3	Don't know/ no answer	199	155	2.0	58
		In-service training, recognized vocational training (.e.g. MBA, B.A.)				
1883	1	Yes	4'074	4'011	50.8	1'503
	2	No	3'457	3'577	45.3	1'341
	3	Don't know/ no answer	365	307	3.9	115
		Investments				
		Ownership or reinvestment planned in the next 12 month:				
		Shares				
1865	1	Yes	3'189	3'044	38.5	1'141
	2	No	4'085	4'285	54.3	1'606
	3	No answer	622	568	7.2	213
		Derivatives, certificates, options, hedge fund shares				
1867	1	Yes	913	857	10.9	321
	2	No	6'284	6'388	80.9	2'394
	3	No answer	699	650	8.2	244
		Investment funds/ equity funds shares				
1868	1	Yes	3'710	3'649	46.2	1'367
	2	No	3'560	3'676	46.6	1'378
	3	No answer	626	571	7.2	214
		Exchange-traded funds (ETF)				
1869	1	Yes	1'421	1'344	17.0	504
	2	No	5'752	5'878	74.4	2'203
	3	No answer	723	675	8.5	253

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Field(s)	Code		Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
				weighted		
Shares in open-ended real estate funds						
1870	1	Yes	1'000	930	11.8	349
	2	No	6'222	6'342	80.3	2'376
	3	No answer	674	624	7.9	234
Shares in closed-end funds (real estate-, ship-, aircraft funds)						
1871	1	Yes	482	439	5.6	165
	2	No	6'749	6'850	86.8	2'567
	3	No answer	665	607	7.7	227
Fixed-interest investment bonds						
1872	1	Yes	2'577	2'507	31.8	940
	2	No	4'762	4'891	61.9	1'833
	3	No answer	557	498	6.3	187
Time deposit, cash account						
1873	1	Yes	4'012	4'094	51.8	1'534
	2	No	3'285	3'250	41.2	1'218
	3	No answer	599	552	7.0	207
Building savings contract						
1874	1	Yes	2'629	2'667	33.8	999
	2	No	4'692	4'709	59.6	1'765
	3	No answer	575	520	6.6	195
So called "green funds" (ecological and ethical inoffensive type of investment)						
1875	1	Yes	640	598	7.6	224
	2	No	6'629	6'730	85.2	2'522
	3	No answer	627	567	7.2	213
Real estate						
1876	1	Yes	5'740	5'780	73.2	2'166
	2	No	1'650	1'658	21.0	621
	3	No answer	506	458	5.8	172
Life insurance						
1877	1	Yes	3'739	3'750	47.5	1'405
	2	No	3'610	3'643	46.1	1'365
	3	No answer	547	503	6.4	188
Private pension insurance						
1878	1	Yes	4'384	4'452	56.4	1'668
	2	No	2'920	2'900	36.7	1'087
	3	No answer	592	543	6.9	204
Gold, silver, platinum (coin, bullion)						
1879	1	Yes	1'841	1'805	22.9	677
	2	No	5'473	5'566	70.5	2'086
	3	No answer	582	524	6.6	196

Field(s) Code			Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
Self-characterisation						
I like an unremarkable, discreet style with luxurious things						
1944	1	Definitely	3'451	3'447	43.7	1'292
	2	Largely	2'817	2'845	36.0	1'066
	3	Not really	962	944	12.0	354
	4	Not at all	388	396	5.0	148
	5	No answer	278	264	3.3	99
I like, if things can be recognized as precious and high-quality						
1945	1	Definitely	1'578	1'533	19.4	574
	2	Largely	2'668	2'711	34.3	1'016
	3	Not really	2'471	2'475	31.3	928
	4	Not at all	860	888	11.3	333
	5	No answer	319	288	3.7	108
I set great store by quality, I am very demanding						
1946	1	Definitely	2'780	2'797	35.4	1'048
	2	Largely	3'869	3'840	48.6	1'439
	3	Not really	871	870	11.0	326
	4	Not at all	191	209	2.6	78
	5	No answer	185	181	2.3	68
I am fascinated by luxury brands and sometimes, if possible, I indulge in such products						
1948	1	Definitely	593	572	7.2	214
	2	Largely	2'227	2'166	27.4	812
	3	Not really	2'991	3'053	38.7	1'144
	4	Not at all	1'779	1'812	22.9	679
	5	No answer	306	293	3.7	110
Willingness to spend much money for luxury goods						
1951	1	Fashion, clothes	2'114	2'089	26.5	783
1952	1	Shoes	2'225	2'200	27.9	824
1953	1	Wrist watches	1'696	1'604	20.3	601
1965	1	Cosmetics, fragrances	1'038	1'043	13.2	391
1955	1	TVs, video recorder	1'436	1'401	17.7	525
1956	1	Smartphones/ tablets	1'756	1'755	22.2	658
1957	1	Camera, camcorder, equipment	929	901	11.4	338
1958	1	Alcoholic drinks like wine, whisky, cognac	983	994	12.6	372
1959	1	Furniture, furnishing	2'598	2'578	32.6	966
1954	1	Cars	2'144	2'059	26.1	772
1960	1	Travelling	3'522	3'525	44.6	1'321
1961	1	Cruises	860	796	10.1	298
1962	1	Exclusive hotels	1'077	1'066	13.5	400
1963	1	None of these	1'286	1'306	16.5	489
1964	1	No answer	222	188	2.4	71
Interview: technical details						
Day of interview						
1995	1	Monday	1'479	1'533	19.4	574
	2	Tuesday	1'600	1'533	19.4	575
	3	Wednesday	1'569	1'533	19.4	575
	4	Thursday	1'606	1'532	19.4	574
	5	Friday	1'410	1'533	19.4	574
	6	Saturday	175	175	2.2	66
	7	Sunday	57	57	0.7	21
The interview was carried out in						
1996	1	A private home	148	158	2.0	59
	2	A company/ office	7'660	7'670	97.1	2'874
	3	Other location	88	68	0.9	26

Field(s) Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Other summarized data					
2000 - 2001	Working for this company for (numerical) Duration in years				
2002	1	501	506	6.4	190
	2	1'311	1'282	16.2	481
	3	1'371	1'426	18.1	534
	4	1'212	1'232	15.6	462
	5	1'167	1'124	14.2	421
	6	2'334	2'326	29.5	872
2003	Subsidiaries/ outlets existent				
	1	2'588	2'579	32.7	966
	2	5'308	5'317	67.3	1'993
2005 - 2010	Total number of employees in company (0 = civil servants) Total employees				
2012	Size of company acc. to no. of employees				
	1	385	516	6.5	194
	2	1'019	1'260	16.0	472
	3	997	1'021	12.9	383
	4	956	839	10.6	314
	5	708	609	7.7	228
	6	959	719	9.1	269
	7	605	487	6.2	183
	8	559	474	6.0	178
	9	1'058	1'356	17.2	508
	0	650	614	7.8	230
2013 - 2018	Number of employees at plant (0 = civil servants) Employees 'place of work'				
2021	Number of employees at plant (grouped)				
	1	423	557	7.1	209
	2	1'117	1'352	17.1	507
	3	1'105	1'118	14.2	419
	4	1'129	1'001	12.7	375
	5	873	742	9.4	278
	6	1'161	970	12.3	364
	7	577	547	6.9	205
	8	452	477	6.0	179
	9	409	517	6.6	194
	0	650	614	7.8	230
2022 - 2023	Turnover (categories)				
	1	404	623	7.9	233
	2	506	551	7.0	206
	3	643	747	9.5	280
	4	827	844	10.7	316
	5	1'543	1'320	16.7	495
	6	842	662	8.4	248
	7	513	425	5.4	159
	8	444	381	4.8	143
	9	219	209	2.7	78
	10	214	220	2.8	82
	11	945	1'131	14.3	424
	12	146	169	2.1	63

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Field(s) Code			Cases un-weighted	Decision-maker		Proj. thou.
				Cases	% weighted	
		Target group 'SME-sized companies'				
2024	1	Self-employed, independent professionals and employees in companies with < 500 employees and at least € 250,000 turnover	5'140	4'727	59.9	1'772
2025	1	Self-employed, independent professionals and employees in companies with turnover between € 500,000 up to € 50 million	4'368	3'998	50.6	1'498
		Target group 'SME-sized companies'				
		Official statistics: self-employed, independent professionals and employees in				
2030	1	Total SME-sized (< 250 employees and up to € 50 million turnover)	4'757	4'716	59.7	1'767
2031	1	Micro enterprises (<10 employees and up to € 2 million turnover)	1'308	1'674	21.2	627
	2	Small enterprises (<50 employees and up to € 10 million turnover without micro enterprises)	1'878	1'797	22.8	673
	3	Medium enterprises (< 250 employees and up to € 50 million turnover without micro/ small enterprises)	1'571	1'246	15.8	467
	4	Big enterprises (250 and more employees or over € 50 million turnover)	2'422	2'481	31.4	930
		'IfM Bonn' definition: Self-employed, independent professionals and employees in				
2032	1	Total SME-sized (< 500 employees and up to € 50 million turnover)	5'077	4'973	63.0	1'864
2033	1	Small enterprises (<10 employees and up to € 1 million turnover)	1'144	1'476	18.7	553
	2	Medium enterprises (< 500 employees and up to € 50 million turnover without small enterprises)	3'933	3'497	44.3	1'311
	3	Big enterprises (500 and more employees or over € 50 million turnover)	2'084	2'208	28.0	827
		Main branch of industry/ Industrial sectors				
2039 - 2040	1	Agriculture and forestry, fishing and aquaculture	45	51	0.6	19
	2	Mining of coal and lignite and of metal ores; extraction of oil and natural gas	1	1	0.0	0
	3	Other mining and quarrying of stone, sand and clay	26	22	0.3	8
	4	Mining support service activities	1	0	0.0	0
	5	Manufacture of food products	91	74	0.9	28
	6	Manufacture of beverages	13	10	0.1	4
	7	Manufacture of tobacco products	2	1	0.0	0
	8	Manufacture of textiles, wearing appareel, of leather and related products	42	31	0.4	11
	9	Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	26	21	0.3	8
	10	Manufacture of paper and paper products	24	18	0.2	7
	11	Printing and reproduction of recorded media	33	19	0.2	7
	12	Manufacture of coke and refined petroleum products	5	3	0.0	1
	13	Manufacture of basic chemicals	40	34	0.4	13
	14	Manufacture of other chemical products	78	59	0.7	22
	15	Manufacture of basic pharmaceutical products and pharmaceutical preparations	31	30	0.4	11
	16	Manufacture of rubber and plastic products	94	79	1.0	29
	17	Manufacture of other non-metallic mineral products	73	63	0.8	24
	18	Manufacture of basic metals	48	43	0.5	16
	19	Manufacture of other iron and (sheet) metal goods	123	105	1.3	39
	20	Manufacture of basic metals: Treatment and coating of metals; machining	80	66	0.8	25
	21	Manufacture of cutlery, tools and general hardware	40	37	0.5	14
	22	Manufacture of electronic components and boards	57	46	0.6	17
	23	Manufacture of computers and peripheral equipment, magnetic and optical media	16	12	0.2	5
	24	Manufacture of communication equipment	14	12	0.1	4

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Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
				weighted	
25	Manufacture of consumer electronics	5	5	0.1	2
26	Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks	106	84	1.1	32
27	Manufacture of electrical equipment	96	85	1.1	32
28	Manufacture of machinery and equipment	308	267	3.4	100
29	Manufacture of motor vehicles, trailers, semi-trailers, engines	243	350	4.4	131
30	Manufacture of other transport equipment	34	39	0.5	14
31	Manufacture of furniture	36	24	0.3	9
32	Other manufacturing	82	61	0.8	23
33	Repair and installation of machinery and equipment	29	28	0.3	10
34	Electricity, gas, steam and air conditioning supply	71	59	0.7	22
35	Water collection, treatment and supply	14	11	0.1	4
36	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	82	62	0.8	23
37	Construction of buildings	71	58	0.7	22
38	Civil engineering	57	43	0.5	16
39	Site preparation, building completion and finishing	148	179	2.3	67
40	Electrical, plumbing and other construction installation activities	131	127	1.6	47
41	Wholesale and retail trade and repair of motor vehicles and motorcycles	152	157	2.0	59
42	Wholesale trade, except of motor vehicles and motorcycles	292	238	3.0	89
43	Retail sale in non-specialised stores	62	71	0.9	27
44	Retail sale of food, beverages and tobacco in specialised stores	75	25	0.3	10
45	Retail sale of automotive fuel in specialised stores (filling stations)	12	7	0.1	2
46	Other specialised retail sale in stores	144	115	1.5	43
47	Dispensing chemist in specialised stores	38	28	0.4	10
48	Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores	24	19	0.2	7
49	Retail sale via stalls and markets, mail order houses or Internet	57	19	0.2	7
50	Land transport and transport via pipelines, water transport, air transport	117	129	1.6	48
51	Warehousing and support activities for transportation	96	95	1.2	36
52	Postal and courier activities	7	6	0.1	2
53	Accommodation and food service activities	171	279	3.5	104
54	Publishing of books, periodicals and other publishing activities	62	58	0.7	22
55	Software publishing	9	6	0.1	2
56	Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities	51	54	0.7	20
57	Telecommunications	20	19	0.2	7
58	Computer programming, consultancy and related activities; information service activities	272	266	3.4	100
59	Financial service activities, except insurance and pension funding	261	286	3.6	107
60	Insurance, reinsurance and pension funding, except compulsory social security	66	63	0.8	24
61	Real estate activities	73	82	1.0	31
62	Legal and accounting activities	388	371	4.7	139
63	Activities of head offices; management consultancy activities	100	124	1.6	46
64	Architectural and engineering activities; technical testing and analysis	265	264	3.3	99
65	Scientific research and development	48	72	0.9	27
66	Advertising; market research and public opinion polling	95	91	1.2	34
67	Other professional, scientific and technical activities	60	90	1.1	34
68	Veterinary activities	30	24	0.3	9
69	Rental and leasing activities	29	37	0.5	14

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Field(s)	Code		Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
	70	Activities of employment placement agencies	63	59	0.7	22
	71	Travel agency, tour operator and other reservation service and related activities	25	28	0.4	11
	72	Security and investigation activities	31	29	0.4	11
	73	Services to buildings and landscape activities	142	160	2.0	60
	74	Other office administrative, office support and business support activities	42	40	0.5	15
	75	Public administration and defence; compulsory social security	435	457	5.8	171
	76	Education	381	397	5.0	149
	77	Hospital activities	192	152	1.9	57
	78	General medical practice activities	94	98	1.2	37
	79	Specialist medical practice activities	147	192	2.4	72
	80	Dental practice activities	155	132	1.7	49
	81	Other human health activities	140	182	2.3	68
	82	Social work activities, residential care activities	270	269	3.4	101
	83	Arts, entertainment and recreation	70	118	1.5	44
	84	Activities of membership organisations	72	80	1.0	30
	85	Repair of computers and personal and household goods	6	7	0.1	3
	86	Other personal service activities	39	82	1.0	31
		Branch of industry/ Industrial sectors total				
2041	1	Agriculture and forestry, fishing and aquaculture	58	65	0.8	25
2042	1	Mining of coal and lignite and of metal ores; extraction of oil and natural gas	2	1	0.0	0
2043	1	Other mining and quarrying of stone, sand and clay	31	25	0.3	9
2044	1	Mining support service activities	1	0	0.0	0
2045	1	Manufacture of food products	162	121	1.5	45
2046	1	Manufacture of beverages	19	21	0.3	8
2047	1	Manufacture of tobacco products	2	1	0.0	0
2048	1	Manufacture of textiles, wearing apparel, of leather and related products	71	57	0.7	21
2049	1	Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials	42	41	0.5	15
2050	1	Manufacture of paper and paper products	29	23	0.3	8
2051	1	Printing and reproduction of recorded media	44	29	0.4	11
2052	1	Manufacture of coke and refined petroleum products	7	5	0.1	2
2053	1	Manufacture of basic chemicals	51	48	0.6	18
2054	1	Manufacture of other chemical products	93	70	0.9	26
2055	1	Manufacture of basic pharmaceutical products and pharmaceutical preparations	42	44	0.6	16
2056	1	Manufacture of rubber and plastic products	162	147	1.9	55
2057	1	Manufacture of other non-metallic mineral products	92	76	1.0	29
2058	1	Manufacture of basic metals	69	76	1.0	29
2059	1	Manufacture of other iron and (sheet) metal goods	174	153	1.9	57
2060	1	Manufacture of basic metals: Treatment and coating of metals; machining	122	105	1.3	39
2061	1	Manufacture of cutlery, tools and general hardware	49	44	0.6	16
2062	1	Manufacture of electronic components and boards	79	76	1.0	28
2063	1	Manufacture of computers and peripheral equipment, magnetic and optical media	24	19	0.2	7
2064	1	Manufacture of communication equipment	16	14	0.2	5
2065	1	Manufacture of consumer electronics	7	6	0.1	2
2066	1	Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks	129	107	1.4	40
2067	1	Manufacture of electrical equipment	135	131	1.7	49
2068	1	Manufacture of machinery and equipment	382	339	4.3	127
2069	1	Manufacture of motor vehicles, trailers, semi-trailers, engines	247	357	4.5	134
2070	1	Manufacture of other transport equipment	45	48	0.6	18

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Field(s) Code			Cases un- weighted	Decision-maker		Proj. thou.
				Cases	%	
					weighted	
2071	1	Manufacture of furniture	47	37	0.5	14
2072	1	Other manufacturing	110	88	1.1	33
2073	1	Repair and installation of machinery and equipment	75	67	0.8	25
2074	1	Electricity, gas, steam and air conditioning supply	75	62	0.8	23
2075	1	Water collection, treatment and supply	42	33	0.4	12
2076	1	Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services	114	93	1.2	35
2077	1	Construction of buildings	92	72	0.9	27
2078	1	Civil engineering	96	78	1.0	29
2079	1	Site preparation, building completion and finishing	213	234	3.0	88
2080	1	Electrical, plumbing and other construction installation activities	188	178	2.3	67
2081	1	Wholesale and retail trade and repair of motor vehicles and motorcycles	177	179	2.3	67
2082	1	Wholesale trade, except of motor vehicles and motorcycles	407	321	4.1	120
2083	1	Retail sale in non-specialised stores	71	76	1.0	29
2084	1	Retail sale of food, beverages and tobacco in specialised stores	117	69	0.9	26
2085	1	Retail sale of automotive fuel in specialised stores (filling stations)	18	14	0.2	5
2086	1	Other specialised retail sale in stores	204	162	2.0	61
2087	1	Dispensing chemist in specialised stores	38	28	0.4	10
2088	1	Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores	26	21	0.3	8
2089	1	Retail sale via stalls and markets, mail order houses or Internet	96	49	0.6	18
2090	1	Land transport and transport via pipelines, water transport, air transport	189	196	2.5	74
2091	1	Warehousing and support activities for transportation	149	144	1.8	54
2092	1	Postal and courier activities	15	15	0.2	6
2093	1	Accommodation and food service activities	241	343	4.3	129
2094	1	Publishing of books, periodicals and other publishing activities	63	59	0.7	22
2095	1	Software publishing	16	14	0.2	5
2096	1	Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities	58	61	0.8	23
2097	1	Telecommunications	25	24	0.3	9
2098	1	Computer programming, consultancy and related activities; information service activities	366	350	4.4	131
2099	1	Financial service activities, except insurance and pension funding	268	292	3.7	109
2100	1	Insurance, reinsurance and pension funding, except compulsory social security	68	65	0.8	24
2101	1	Real estate activities	94	100	1.3	37
2102	1	Legal and accounting activities	391	373	4.7	140
2103	1	Activities of head offices; management consultancy activities	150	180	2.3	67
2104	1	Architectural and engineering activities; technical testing and analysis	305	297	3.8	111
2105	1	Scientific research and development	66	88	1.1	33
2106	1	Advertising; market research and public opinion polling	123	116	1.5	43
2107	1	Other professional, scientific and technical activities	73	102	1.3	38
2108	1	Veterinary activities	30	24	0.3	9
2109	1	Rental and leasing activities	63	72	0.9	27
2110	1	Activities of employment placement agencies	81	73	0.9	27
2111	1	Travel agency, tour operator and other reservation service and related activities	29	36	0.5	14
2112	1	Security and investigation activities	40	39	0.5	15
2113	1	Services to buildings and landscape activities	180	196	2.5	73
2114	1	Other office administrative, office support and business support activities	70	66	0.8	25

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Field(s)	Code		Cases un- weighted	Decision-maker Cases	%	Proj. thou.
					weighted	
2115	1	Public administration and defence; compulsory social security	453	474	6.0	178
2116	1	Education	423	442	5.6	166
2117	1	Hospital activities	202	161	2.0	60
2118	1	General medical practice activities	96	99	1.3	37
2119	1	Specialist medical practice activities	151	195	2.5	73
2120	1	Dental practice activities	155	132	1.7	49
2121	1	Other human health activities	156	203	2.6	76
2122	1	Social work activities, residential care activities	295	293	3.7	110
2123	1	Arts, entertainment and recreation	93	142	1.8	53
2124	1	Activities of membership organisations	87	94	1.2	35
2125	1	Repair of computers and personal and household goods	30	28	0.4	11
2126	1	Other personal service activities	46	91	1.2	34
		Branch of industry/ Industrial sectors total - summarized data				
2130	1	Agriculture and forestry, fishing and aquaculture	58	65	0.8	25
2131	1	Processing industry	2'093	1'913	24.2	717
2132	1	Manufacturing industry	2'300	2'082	26.4	780
2133	1	Building trade	511	500	6.3	187
2134	1	Trade	1'022	837	10.6	314
2135	1	Services	4'801	5'123	64.9	1'920
		Magazines/ newspapers: cumulative values				
		Media 'have looked at': cumulative values				
2201 - 2202	1	1 title	326	328	4.2	123
	2	2 titles	528	538	6.8	202
	3	3 titles	826	852	10.8	319
	4	4 titles	912	947	12.0	355
	5	5 titles	946	909	11.5	341
	6	6 titles	834	828	10.5	310
	7	7 titles	836	802	10.2	301
	8	8 titles	684	674	8.5	253
	9	9 titles	567	539	6.8	202
	10	10 titles	438	438	5.6	164
	11	11 titles	344	340	4.3	127
	12	12 titles	191	203	2.6	76
	13	13 titles	119	119	1.5	45
	14	14 titles	58	52	0.7	20
	15	15 titles	36	40	0.5	15
	16	16 titles	7	9	0.1	4
	17	17 titles	11	9	0.1	3
	18	18 titles	2	1	0.0	1
	19	19 titles	2	2	0.0	1

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Field(s)	Code		Cases un-weighted	Decision-maker Cases	% weighted	Proj. thou.
Media within maximum readership: cumulative values						
2203 - 2204	1	1 title	726	730	9.2	273
	2	2 titles	1'126	1'215	15.4	455
	3	3 titles	1'412	1'443	18.3	541
	4	4 titles	1'211	1'208	15.3	453
	5	5 titles	949	878	11.1	329
	6	6 titles	688	638	8.1	239
	7	7 titles	507	472	6.0	177
	8	8 titles	299	292	3.7	109
	9	9 titles	205	189	2.4	71
	10	10 titles	111	107	1.4	40
	11	11 titles	66	65	0.8	24
	12	12 titles	27	22	0.3	8
	13	13 titles	13	16	0.2	6
	14	14 titles	9	9	0.1	3
	15	15 titles	4	4	0.0	1
	16	16 titles	2	1	0.0	1
	17	17 titles	1	1	0.0	0
	18	18 titles	0	0	0.0	0
	19	19 titles	0	0	0.0	0
Media within AIR: cumulative values						
2205 - 2206	1	1 title	1'860	1'903	24.1	713
	2	2 titles	1'657	1'653	20.9	619
	3	3 titles	1'119	1'073	13.6	402
	4	4 titles	596	507	6.4	190
	5	5 titles	292	261	3.3	98
	6	6 titles	163	140	1.8	52
	7	7 titles	77	71	0.9	27
	8	8 titles	28	28	0.4	11
	9	9 titles	26	28	0.4	10
	10	10 titles	4	2	0.0	1
	11	11 titles	7	9	0.1	3
	12	12 titles	2	2	0.0	1
	13	13 titles	4	3	0.0	1
	14	14 titles	0	0	0.0	0
	15	15 titles	0	0	0.0	0
	16	16 titles	0	0	0.0	0
	17	17 titles	0	0	0.0	0
	18	18 titles	0	0	0.0	0
	19	19 titles	0	0	0.0	0
Media 'core readers': cumulative values						
2207 - 2208	1	1 title	2'094	2'025	25.6	759
	2	2 titles	1'069	1'028	13.0	385
	3	3 titles	456	423	5.4	158
	4	4 titles	173	155	2.0	58
	5	5 titles	75	76	1.0	29
	6	6 titles	27	25	0.3	9
	7	7 titles	10	9	0.1	3
	8	8 titles	5	4	0.0	1
	9	9 titles	10	16	0.2	6
	10	10 titles	1	1	0.0	0
	11	11 titles	4	5	0.1	2
	12	12 titles	1	1	0.0	0
	13	13 titles	3	2	0.0	1
	14	14 titles	0	0	0.0	0
	15	15 titles	0	0	0.0	0
	16	16 titles	0	0	0.0	0
	17	17 titles	0	0	0.0	0
	18	18 titles	0	0	0.0	0
	19	19 titles	0	0	0.0	0

Field(s) Code			Cases un- weighted	Decision-maker Cases	% weighted	Proj. thou.
Online services: cumulative values						
Online services 'broadest audience': cumulative values						
2211 - 2212	1	1 service	1'223	1'207	15.3	452
	2	2 services	1'231	1'159	14.7	434
	3	3 services	923	868	11.0	325
	4	4 services	650	635	8.0	238
	5	5 services	467	471	6.0	177
	6	6 services	385	390	4.9	146
	7	7 services	244	244	3.1	91
	8	8 services	174	180	2.3	68
	9	9 services	126	136	1.7	51
	10	10 services	94	93	1.2	35
	11	11 services	74	76	1.0	29
	12	12 services	36	34	0.4	13
	13	13 services	13	13	0.2	5
	14	14 services	4	4	0.0	1
	15	15 services	2	2	0.0	1
	16	16 services	0	0	0.0	0
Apps: cumulative values						
Apps 'broadest audience': cumulative values						
2213 - 2214	1	1 service	1'199	1'191	15.1	446
	2	2 services	693	634	8.0	238
	3	3 services	377	370	4.7	139
	4	4 services	214	222	2.8	83
	5	5 services	129	151	1.9	57
	6	6 services	82	81	1.0	30
	7	7 services	64	62	0.8	23
	8	8 services	27	26	0.3	10
	9	9 services	23	22	0.3	8
	10	10 services	18	17	0.2	7
	11	11 services	5	4	0.0	1

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
Combinations: additional exposure probabilities					
Magazines/ Newspapers					
4206-4208	FOCUS-Blue-Chip-Kombi (Focus/ Focus Money)	1'486	1'436	18.2	538
4218-4220	Kluge Köpfe Kombi (F.A.Z./ F.A.S.)	1'385	1'290	16.3	483
4221-4223	MittelstandsKombi (Der Handel/ Handwerk Magazin)	1'067	921	11.7	345
4230-4232	Welt Print Gesamt (Welt Print Werktag/ WamS/ WamS Kompakt)	1'382	1'302	16.5	488
Online services (regardless of kind of client, except app-usage) - Contact within last 4 weeks					
5301-5307	brandeins.de*	1'473	1'315	16.6	493
5308-5314	capital.de	2'801	2'827	35.8	1'059
5329-5335	etailment.de	1'118	954	12.1	357
5336-5342	faz.net	122'691	126'810	1606.0	47'521
5343-5349	focus.de	83'264	80'919	1024.8	30'324
5350-5356	handelsblatt.com	76'965	75'391	954.8	28'252
5357-5363	handwerk-magazin.de	1'171	1'105	14.0	414
5371-5377	ingenieur.de	3'488	3'361	42.6	1'260
5378-5384	manager-magazin.de	30'594	29'310	371.2	10'984
5385-5391	marktundmittelstand.de*	1'893	1'606	20.3	602
5392-5398	spiegel.de	890'076	839'794	10635.7	314'710
5406-5412	stern.de	76'076	77'268	978.6	28'956
5413-5419	Süddeutsche.de	80'906	81'006	1025.9	30'357
5420-5426	welt.de	49'277	52'809	668.8	19'790
5427-5433	wirtschaftswoche.de	22'359	23'012	291.4	8'624
5441-5447	zeit.de	55'455	55'797	706.6	20'910
Online services (regardless of kind of client, except app-usage) - Contact within last week					
5483-5489	brandeins.de*	349	311	3.9	117
5490-5496	capital.de	706	711	9.0	267
5511-5517	etailment.de	272	230	2.9	86
5518-5524	faz.net	28'573	29'551	374.3	11'074
5525-5531	focus.de	19'449	18'902	239.4	7'084
5532-5538	handelsblatt.com	17'968	17'598	222.9	6'595
5539-5545	handwerk-magazin.de	324	300	3.8	112
5553-5559	ingenieur.de	822	792	10.0	297
5560-5566	manager-magazin.de	7'118	6'825	86.4	2'558
5567-5573	marktundmittelstand.de*	454	385	4.9	144
5574-5580	spiegel.de	207'731	196'005	2482.3	73'452
5588-5594	stern.de	17'695	17'979	227.7	6'738
5595-5601	Süddeutsche.de	18'872	18'897	239.3	7'081
5602-5608	welt.de	11'508	12'330	156.2	4'621
5609-5615	wirtschaftswoche.de	5'205	5'358	67.9	2'008
5623-5629	zeit.de	12'995	13'066	165.5	4'896
App - Contact within last 4 weeks					
5882-5888	F.A.Z./ F.A.S.	33'104	33'119	419.4	12'411
5889-5895	Focus/ Focus Online/ Focus-Magazin	78'898	78'733	997.1	29'505
5896-5902	Handelsblatt*	73'772	67'937	860.4	25'459
5917-5923	Manager Magazin	2'350	2'044	25.9	766
5931-5937	Der Spiegel/ Spiegel Online	96'694	96'036	1216.3	35'989
5952-5958	Stern	20'252	19'409	245.8	7'274
5959-5965	Süddeutsche Zeitung/ Süddeutsche.de	19'679	19'790	250.6	7'416
5966-5972	VDI Nachrichten*	747	817	10.3	306
5973-5979	Welt	17'826	17'975	227.6	6'736
5980-5986	Wirtschaftswoche*	8'196	7'590	96.1	2'844
5987-5993	Die Zeit/ Zeit online	8'521	8'899	112.7	3'335

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	%	
				weighted	
App - Contact within last week					
6064-6070	F.A.Z./ F.A.S.	7'733	7'737	98.0	2'900
6071-6077	Focus/ Focus Online/ Focus-Magazin	18'414	18'381	232.8	6'888
6078-6084	Handelsblatt*	17'233	15'871	201.0	5'948
6099-6105	Manager Magazin	557	484	6.1	182
6113-6119	Der Spiegel/ Spiegel Online	22'594	22'435	284.1	8'408
6134-6140	Stern	4'731	4'532	57.4	1'698
6141-6147	Süddeutsche Zeitung/ Süddeutsche.de	4'603	4'623	58.6	1'733
6148-6154	VDI Nachrichten*	191	208	2.6	78
6155-6161	Welt	4'203	4'241	53.7	1'589
6162-6168	Wirtschaftswoche*	1'912	1'768	22.4	662
6169-6175	Die Zeit/ Zeit online	2'030	2'127	26.9	797
Digital services (Online + App) - Contact within last 4 weeks					
6722-6728	Brand eins: brandeins.de*	1'473	1'315	16.6	493
6729-6735	Capital: capital.de	2'801	2'827	35.8	1'059
6750-6756	Der Handel: etailment.de	1'118	954	12.1	357
6757-6763	F.A.Z.: faz.net + App(s)	155'805	159'938	2025.6	59'936
6764-6770	Focus: focus.de + App(s)	162'162	159'652	2021.9	59'829
6771-6777	Handelsblatt: handelsblatt.com + App(s)*	150'738	143'332	1815.2	53'713
6778-6784	Handwerk Magazin: handwerk-magazin.de	1'171	1'105	14.0	414
6792-6798	Manager Magazin: manager-magazin.de + App(s)	32'942	31'351	397.1	11'749
6799-6805	Markt und Mittelstand: marktundmittelstand.de*	1'893	1'606	20.3	602
6806-6812	Spiegel Online: spiegel.de + App(s)	986'784	935'839	11852.1	350'703
6813-6819	Stern: stern.de + App(s)	96'337	96'682	1224.4	36'231
6820-6826	Süddeutsche Zeitung: Süddeutsche.de + App(s)	100'577	100'794	1276.5	37'772
6827-6833	VDI Nachrichten: ingenieur.de + App(s)*	4'243	4'184	53.0	1'568
6834-6840	Welt: welt.de + App(s)	67'110	70'793	896.6	26'529
6841-6847	Wirtschaftswoche: wirtschaftswoche.de + App(s)*	30'558	30'605	387.6	11'469
6848-6854	Die Zeit: zeit.de + App(s)	63'989	64'711	819.5	24'250
Digital services (Online + App) - Contact within last week					
6855-6861	Brand eins: brandeins.de*	349	311	3.9	117
6862-6868	Capital: capital.de	706	711	9.0	267
6883-6889	Der Handel: etailment.de	272	230	2.9	86
6890-6896	F.A.Z.: faz.net + App(s)	36'310	37'287	472.2	13'973
6897-6903	Focus: focus.de + App(s)	37'870	37'288	472.2	13'974
6904-6910	Handelsblatt: handelsblatt.com + App(s)*	35'214	33'485	424.1	12'549
6911-6917	Handwerk Magazin: handwerk-magazin.de	324	300	3.8	112
6925-6931	Manager Magazin: manager-magazin.de + App(s)	7'673	7'308	92.5	2'739
6932-6938	Markt und Mittelstand: marktundmittelstand.de*	454	385	4.9	144
6939-6945	Spiegel Online: spiegel.de + App(s)	230'328	218'448	2766.6	81'863
6946-6952	Stern: stern.de + App(s)	22'419	22'507	285.0	8'435
6953-6959	Süddeutsche Zeitung: Süddeutsche.de + App(s)	23'474	23'520	297.9	8'814
6960-6966	VDI Nachrichten: ingenieur.de + App(s)*	1'014	1'002	12.7	375
6967-6973	Welt: welt.de + App(s)	15'701	16'558	209.7	6'205
6974-6980	Wirtschaftswoche: wirtschaftswoche.de + App(s)*	7'127	7'132	90.3	2'673
6981-6987	Die Zeit: zeit.de + App(s)	15'027	15'199	192.5	5'696

Field(s) Code		Cases un- weighted	Decision-maker Cases	%	Proj. thou.
				weighted	
Crossmedia-Probabilities per Month (Print + Online)					
7001-7004	Brand eins + brandeins.de	557	525	6.7	197
7005-7008	Capital + capital.de	1'078	1'030	13.0	386
7017-7020	Der Handel + etailment.de	647	525	6.7	197
7021-7024	F.A.Z. + faz.net	21'235	20'196	255.8	7'568
7025-7028	F.A.Z. + F.A.S. + faz.net	23'531	22'289	282.3	8'353
7029-7032	Focus + focus.de	6'947	6'811	86.3	2'552
7033-7036	Focus + Focus Money + focus.de	8'070	7'856	99.5	2'944
7037-7040	Handelsblatt + handelsblatt.com	14'867	13'764	174.3	5'158
7041-7044	Handwerk Magazin + handwerk-magazin.de	1'017	922	11.7	346
7049-7052	Manager Magazin + manager-magazin.de	1'742	1'640	20.8	614
7053-7056	Markt und Mittelstand + marktundmittelstand.de	875	751	9.5	282
7057-7060	Der Spiegel + spiegel.de	12'149	11'968	151.6	4'485
7065-7068	Stern + stern.de	6'097	6'169	78.1	2'312
7069-7072	Süddeutsche Zeitung + Süddeutsche.de	28'070	26'269	332.7	9'844
7073-7076	VDI Nachrichten + ingenieur.de	3'024	2'769	35.1	1'037
7077-7080	Welt Print Werktag + welt.de	18'323	17'401	220.4	6'521
7081-7084	Welt Print Gesamt + welt.de	21'068	19'983	253.1	7'488
7085-7088	Wirtschaftswoche + wirtschaftswoche.de	4'151	3'971	50.3	1'488
7089-7092	Die Zeit + zeit.de	5'444	5'504	69.7	2'062
Crossmedia+App-Probabilities per Month (Print + Online + (if present) App)					
7101-7104	Brand eins + brandeins.de	557	525	6.7	197
7105-7108	Capital + capital.de	1'078	1'030	13.0	386
7117-7120	Der Handel + etailment.de	647	525	6.7	197
7121-7124	F.A.Z. + faz.net + App(s)	21'508	20'473	259.3	7'672
7125-7128	F.A.Z. + F.A.S. + faz.net + App(s)	23'805	22'566	285.8	8'457
7129-7132	Focus + focus.de + App(s)	7'337	7'219	91.4	2'705
7133-7136	Focus + Focus Money + focus.de + App(s)	8'460	8'264	104.7	3'097
7137-7140	Handelsblatt + handelsblatt.com + App(s)	15'112	13'996	177.3	5'245
7141-7144	Handwerk Magazin + handwerk-magazin.de	1'017	922	11.7	346
7149-7152	Manager Magazin + manager-magazin.de + App(s)	1'842	1'733	21.9	649
7153-7156	Markt und Mittelstand + marktundmittelstand.de	875	751	9.5	282
7157-7160	Der Spiegel + spiegel.de + App(s)	12'870	12'693	160.8	4'757
7165-7168	Stern + stern.de + App(s)	6'327	6'409	81.2	2'402
7169-7172	Süddeutsche Zeitung + Süddeutsche.de + App(s)	28'525	26'724	338.4	10'015
7173-7176	VDI Nachrichten + ingenieur.de + App(s)	3'148	2'896	36.7	1'085
7177-7180	Welt Print Werktag + welt.de + App(s)	18'576	17'661	223.7	6'618
7181-7184	Welt Print Gesamt + welt.de + App(s)	21'322	20'242	256.4	7'586
7185-7188	Wirtschaftswoche + wirtschaftswoche.de + App(s)	4'316	4'127	52.3	1'546
7189-7192	Die Zeit + zeit.de + App(s)	5'657	5'744	72.8	2'153

Field(s) Code		Cases un- weighted	Decision-maker Cases	%	Proj. thou.
				weighted	
Average PI					
Online services (regardless of kind of client, except app-usage) - Average PI within last 4 weeks					
7201-7205	brandeins.de*	1'547	1'387	17.6	520
7206-7210	capital.de	2'856	2'884	36.5	1'081
7221-7225	etailment.de	1'157	991	12.6	371
7226-7230	faz.net	126'420	131'196	1661.5	49'165
7231-7235	focus.de	86'176	83'668	1059.6	31'354
7236-7240	handelsblatt.com	79'827	78'407	993.0	29'383
7241-7245	handwerk-magazin.de	1'227	1'157	14.6	433
7251-7255	ingenieur.de	3'636	3'533	44.7	1'324
7256-7260	manager-magazin.de	30'728	29'455	373.0	11'038
7261-7265	marktundmittelstand.de*	1'902	1'616	20.5	606
7266-7270	spiegel.de	897'773	847'796	10737.0	317'709
7276-7280	stern.de	76'666	77'847	985.9	29'173
7281-7285	Süddeutsche.de	82'845	82'924	1050.2	31'075
7286-7290	welt.de	49'277	52'809	668.8	19'790
7291-7295	wirtschaftswoche.de	23'217	23'948	303.3	8'975
7301-7305	zeit.de	55'905	56'203	711.8	21'062
Online services (regardless of kind of client, except app-usage) - Average PI within last week					
7331-7335	brandeins.de*	575	522	6.6	196
7336-7340	capital.de	987	998	12.6	374
7351-7355	etailment.de	415	359	4.6	135
7356-7360	faz.net	39'781	42'019	532.2	15'747
7361-7365	focus.de	27'597	26'807	339.5	10'046
7366-7370	handelsblatt.com	25'521	25'455	322.4	9'539
7371-7375	handwerk-magazin.de	474	443	5.6	166
7381-7385	ingenieur.de	1'201	1'217	15.4	456
7386-7390	manager-magazin.de	8'232	7'991	101.2	2'995
7391-7395	marktundmittelstand.de*	539	464	5.9	174
7396-7400	spiegel.de	231'602	220'342	2790.6	82'573
7406-7410	stern.de	21'030	21'264	269.3	7'969
7411-7415	Süddeutsche.de	25'085	25'034	317.0	9'381
7416-7420	welt.de	12'122	12'945	163.9	4'851
7421-7425	wirtschaftswoche.de	7'926	8'304	105.2	3'112
7431-7435	zeit.de	15'166	15'105	191.3	5'661
App - Average PI within last 4 weeks					
7616-7620	F.A.Z./ F.A.S.	1'056'292	1'024'923	12980.3	384'087
7621-7625	Focus/ Focus Online/ Focus-Magazin	1'231'430	1'226'162	15528.9	459'500
7626-7630	Handelsblatt*	1'202'033	1'198'264	15175.6	449'046
7641-7645	Manager Magazin	6'551	7'240	91.7	2'713
7651-7655	Der Spiegel/ Spiegel Online	2'516'748	2'551'068	32308.4	956'004
7666-7670	Stern	216'909	200'556	2540.0	75'158
7671-7675	Süddeutsche Zeitung/ Süddeutsche.de	254'552	239'812	3037.1	89'869
7676-7680	VDI Nachrichten*	1'395	1'603	20.3	601
7681-7685	Welt	188'460	166'464	2108.2	62'382
7686-7690	Wirtschaftswoche*	105'023	91'149	1154.4	34'158
7691-7695	Die Zeit/ Zeit online	245'141	250'276	3169.7	93'790

Field(s) Code		Cases un- weighted	Decision-maker		Proj. thou.
			Cases	% weighted	
App - Average PI within last week					
7746-7750	F.A.Z./ F.A.S.	293'473	288'323	3651.5	108'048
7751-7755	Focus/ Focus Online/ Focus-Magazin	326'928	324'778	4113.2	121'709
7756-7760	Handelsblatt*	435'872	418'522	5300.4	156'840
7771-7775	Manager Magazin	3'939	3'833	48.5	1'437
7781-7785	Der Spiegel/ Spiegel Online	651'786	656'428	8313.4	245'994
7796-7800	Stern	100'498	96'093	1217.0	36'011
7801-7805	Süddeutsche Zeitung/ Süddeutsche.de	85'378	80'156	1015.1	30'038
7806-7810	VDI Nachrichten*	831	927	11.7	347
7811-7815	Welt	55'401	51'071	646.8	19'139
7816-7820	Wirtschaftswoche*	36'437	32'897	416.6	12'328
7821-7825	Die Zeit/ Zeit online	71'895	73'151	926.4	27'413
Digital services (Online + App) - Average PI within last 4 weeks					
8216-8220	Brand eins: brandeins.de*	1'547	1'387	17.6	520
8221-8225	Capital: capital.de	2'856	2'884	36.5	1'081
8236-8240	Der Handel: etailment.de	1'157	991	12.6	371
8241-8245	F.A.Z.: faz.net + App(s)	545'299	503'736	6379.6	188'774
8246-8250	Focus: focus.de + App(s)	552'256	565'593	7163.0	211'954
8251-8255	Handelsblatt: handelsblatt.com + App(s)*	633'329	667'433	8452.8	250'118
8256-8260	Handwerk Magazin: handwerk-magazin.de	1'227	1'157	14.6	433
8266-8270	Manager Magazin: manager-magazin.de + App(s)	34'973	33'746	427.4	12'646
8271-8275	Markt und Mittelstand: marktundmittelstand.de*	1'902	1'616	20.5	606
8276-8280	Spiegel Online: spiegel.de + App(s)	1'709'720	1'753'621	22209.0	657'164
8281-8285	Stern: stern.de + App(s)	162'428	167'066	2115.8	62'607
8286-8290	Süddeutsche Zeitung: Süddeutsche.de + App(s)	182'740	182'491	2311.2	68'388
8291-8295	VDI Nachrichten: ingenieur.de + App(s)*	4'662	4'751	60.2	1'781
8296-8300	Welt: welt.de + App(s)	135'578	126'295	1599.5	47'329
8301-8305	Wirtschaftswoche: wirtschaftswoche.de + App(s)*	71'355	63'415	803.1	23'765
8306-8310	Die Zeit: zeit.de + App(s)	157'347	162'654	2060.0	60'954
Digital services (Online + App) - Average PI within last week					
8311-8315	Brand eins: brandeins.de*	575	522	6.6	196
8316-8320	Capital: capital.de	987	998	12.6	374
8331-8335	Der Handel: etailment.de	415	359	4.6	135
8336-8340	F.A.Z.: faz.net + App(s)	156'347	152'335	1929.3	57'087
8341-8345	Focus: focus.de + App(s)	150'803	152'806	1935.2	57'263
8346-8350	Handelsblatt: handelsblatt.com + App(s)*	206'870	210'909	2671.1	79'037
8351-8355	Handwerk Magazin: handwerk-magazin.de	474	443	5.6	166
8361-8365	Manager Magazin: manager-magazin.de + App(s)	10'201	9'841	124.6	3'688
8366-8370	Markt und Mittelstand: marktundmittelstand.de*	539	464	5.9	174
8371-8375	Spiegel Online: spiegel.de + App(s)	445'701	454'824	5760.2	170'444
8376-8380	Stern: stern.de + App(s)	59'792	65'968	835.5	24'721
8381-8385	Süddeutsche Zeitung: Süddeutsche.de + App(s)	54'193	54'015	684.1	20'242
8386-8390	VDI Nachrichten: ingenieur.de + App(s)*	1'582	1'699	21.5	637
8391-8395	Welt: welt.de + App(s)	35'968	34'142	432.4	12'795
8396-8400	Wirtschaftswoche: wirtschaftswoche.de + App(s)*	24'694	23'202	293.9	8'695
8401-8405	Die Zeit: zeit.de + App(s)	44'916	47'129	596.9	17'662

* Service without IVW-publication