

## 3. Codebook



| <b>3.</b>   | <b>Codebook</b>                                              | <b>Field</b>       | <b>Page</b> |
|-------------|--------------------------------------------------------------|--------------------|-------------|
| <b>3.1</b>  | <b>Basic data</b>                                            | <b>3001 - 3211</b> | <b>5</b>    |
| 3.1.1       | Occupational status, sectors, management function            | 3078 - 3150        | 6           |
| 3.1.2       | Demography                                                   | 3151 - 3211        | 8           |
| 3.1.3       | Banner                                                       | 3001 - 3073        | 10          |
| <b>3.2</b>  | <b>Responsibilities</b>                                      | <b>3231 - 3348</b> | <b>12</b>   |
| 3.2.1       | Sole decision-making, delegation                             | 3231 - 3268        | 13          |
| 3.2.2       | Sole decision-making/ delegation/ joint decision             | 3271 - 3308        | 14          |
| 3.2.3       | Persons involved in decision-making                          | 3311 - 3348        | 15          |
| <b>3.3</b>  | <b>Products from the IT sector</b>                           | <b>3412 - 3439</b> | <b>16</b>   |
| <b>3.4</b>  | <b>Not applicable</b>                                        |                    |             |
| <b>3.5</b>  | <b>Company statistics</b>                                    | <b>3540 - 3630</b> | <b>18</b>   |
| <b>3.6</b>  | <b>Business trips</b>                                        | <b>3631 - 3677</b> | <b>21</b>   |
| <b>3.7</b>  | <b>Investment/ private consumption/ economic development</b> | <b>3701 - 3799</b> | <b>23</b>   |
| <b>3.8</b>  | <b>Supplemental use of media</b>                             | <b>3801 - 3863</b> | <b>26</b>   |
| <b>3.9</b>  | <b>Probabilities</b>                                         | <b>4104 - 5269</b> | <b>29</b>   |
| 3.9.1       | Magazines/ Newspapers                                        | 4104 - 4205        | 30          |
| 3.9.2       | Digital services                                             | 4904 - 5014        | 30          |
| 3.9.3       | Crossmedia/ Total probabilities                              | 5080 - 5269        | 31          |
| <b>3.10</b> | <b>Questionnaire: original informations</b>                  |                    | <b>32</b>   |
| 3.10.1      | General/ demography                                          | 1 - 285            | 33          |
|             | ID-number                                                    | 1 - 5              |             |
|             | WEIGHT (3 digits/ format x.xxx)                              | 201 - 205          |             |
|             | Projection factor: 3,014,000 / 7,900                         |                    |             |
|             | Contact questionnaires:                                      | 401 - 656          | 36          |
| 3.10.2      | Self-employed, independent professionals, employees          |                    | 36          |
| 3.10.3      | Employees                                                    |                    | 40          |
| 3.10.4      | Independent professionals                                    |                    | 43          |
| 3.10.5      | Civil servants                                               |                    | 44          |
| 3.10.6      | Main questionnaire                                           | 1002 - 1996        | 46          |
| 3.10.7      | Other summarized data                                        | 2000 - 2210        | 73          |
| 3.10.8      | Additional exposure probabilities                            |                    |             |
| 3.10.8.1    | Magazines/ Newspapers                                        | 4206 - 4238        | 81          |
| 3.10.8.2    | Digital services                                             | 6729 - 6987        | 81          |
| 3.10.8.3    | Crossmedia                                                   | 6201 - 6236        | 82          |
|             |                                                              | 7105 - 7192        | 82          |
| 3.10.9      | Average PI Digital services                                  | 8221 - 8405        | 83          |



**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,  
manufactor 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 acitivities  
(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 acitivities  
(Field 2117 - 2122)  
Other (Field 2093, 2115, 2116, 2123 - 2126)

**COMPANY MANAGEMENT ACCORD. TO FIELD**

(Contact questionnaire: employees, field 482 - 499, code 1)

**TOTAL OR PARTIAL FIELD MANAGEMENT ACCORD. TO FIELD**

(Contact questionnaire: employees, field 482 - 499,  
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 recodings were defined analogue

**DECISION-MAKING**

For details look on page 12

| Field(s) Code             |   |                                                                                                                 | Cases un-weighted | Decision-maker Cases % weighted | Proj. thou. |       |
|---------------------------|---|-----------------------------------------------------------------------------------------------------------------|-------------------|---------------------------------|-------------|-------|
| Basic data                |   |                                                                                                                 |                   |                                 |             |       |
| Occupational status       |   |                                                                                                                 |                   |                                 |             |       |
| Self-employed             |   |                                                                                                                 |                   |                                 |             |       |
| 3080                      | 1 | Total                                                                                                           | 1'375             | 1'468                           | 18.6        | 560   |
| 3081                      | 1 | 6 to 9 employees                                                                                                | 279               | 576                             | 7.3         | 220   |
| 3082                      | 1 | 10 to 49 employees                                                                                              | 795               | 726                             | 9.2         | 277   |
| 3083                      | 1 | 50 employees or more                                                                                            | 301               | 166                             | 2.1         | 63    |
| Independent professionals |   |                                                                                                                 |                   |                                 |             |       |
| 3084                      | 1 | Total                                                                                                           | 1'020             | 1'182                           | 15.0        | 451   |
| 3085                      | 1 | Legal/ business consulting                                                                                      | 320               | 308                             | 3.9         | 117   |
| 3086                      | 1 | Architectural and engineering offices/ other services                                                           | 238               | 241                             | 3.0         | 92    |
| 3087                      | 1 | Healthcare                                                                                                      | 437               | 565                             | 7.2         | 216   |
| 3088                      | 1 | Culture, sports, entertainment                                                                                  | 29                | 71                              | 0.9         | 27    |
| Employees                 |   |                                                                                                                 |                   |                                 |             |       |
| 3089                      | 1 | Total                                                                                                           | 4'851             | 4'624                           | 58.5        | 1'764 |
| 3090                      | 1 | Up to 99 employees                                                                                              | 1'408             | 1'599                           | 20.2        | 610   |
| 3091                      | 1 | 100 to 999 employees                                                                                            | 1'849             | 1'637                           | 20.7        | 625   |
| 3092                      | 1 | 1000 employees or more                                                                                          | 1'594             | 1'387                           | 17.6        | 529   |
| 3093                      | 1 | Member of the board of directors/ managing director/ director/ head official/ production manager/ works manager | 1'396             | 1'562                           | 19.8        | 596   |
| 3094                      | 1 | Head of department/ authorised representative                                                                   | 1'767             | 1'693                           | 21.4        | 646   |
| 3095                      | 1 | Functional department executive/ executive employee in an other function                                        | 1'688             | 1'369                           | 17.3        | 522   |
| Civil servants            |   |                                                                                                                 |                   |                                 |             |       |
| 3096                      | 1 | Total                                                                                                           | 654               | 626                             | 7.9         | 239   |
| Industrial sector         |   |                                                                                                                 |                   |                                 |             |       |
| 3097                      | 1 | Agriculture and forestry, fishing and aquaculture                                                               | 84                | 72                              | 0.9         | 28    |
| 3098                      | 1 | Mining, energy, water supply, recycling                                                                         | 230               | 191                             | 2.4         | 73    |
| 3099                      | 1 | Manufacture of leather, textiles, food, drinks, tobacco                                                         | 193               | 175                             | 2.2         | 67    |
| 3100                      | 1 | Manufacture of timber, paper, printing industry, manufactor of furniture                                        | 153               | 122                             | 1.5         | 46    |
| 3101                      | 1 | Chemical industries incl. manufacture of non-metallic mineral products and coke oven products                   | 414               | 338                             | 4.3         | 129   |
| 3102                      | 1 | Manufacture of basic metals and of machinery and equipment, repair and installation of machinery                | 862               | 664                             | 8.4         | 253   |
| 3103                      | 1 | Manufacture of computer, electronic and optical products, manufacture of electrical equipment                   | 370               | 240                             | 3.0         | 91    |
| 3104                      | 1 | Manufacture of motor vehicles, other transport equipment                                                        | 339               | 279                             | 3.5         | 106   |
| 3105                      | 1 | Construction                                                                                                    | 537               | 526                             | 6.7         | 201   |
| 3106                      | 1 | Trade; repair of motor vehicles and motorcycles                                                                 | 852               | 809                             | 10.2        | 308   |
| 3107                      | 1 | Transportation and storage                                                                                      | 250               | 278                             | 3.5         | 106   |
| 3108                      | 1 | Information and communication                                                                                   | 674               | 538                             | 6.8         | 205   |
| 3109                      | 1 | Financial service activities, insurance service acitivities                                                     | 362               | 277                             | 3.5         | 106   |
| 3110                      | 1 | Professional, scientific and technical activities                                                               | 938               | 1'103                           | 14.0        | 421   |
| 3111                      | 1 | Other administrative and support service activities                                                             | 485               | 546                             | 6.9         | 208   |
| 3112                      | 1 | Human health and social work acitivities                                                                        | 933               | 1'074                           | 13.6        | 410   |
| 3113                      | 1 | Other                                                                                                           | 1'244             | 1'640                           | 20.8        | 626   |

| Field(s) | Code |                                                                         | Cases<br>un-<br>weighted | Decision-maker |               | Proj.<br>thou. |
|----------|------|-------------------------------------------------------------------------|--------------------------|----------------|---------------|----------------|
|          |      |                                                                         |                          | Cases          | %<br>weighted |                |
|          |      | <b>Management function</b>                                              |                          |                |               |                |
| 3114     | 1    | Employees                                                               | 4'851                    | 4'624          | 58.5          | 1'764          |
|          |      | Company management accord. to field                                     |                          |                |               |                |
| 3115     | 1    | Business and company management                                         | 967                      | 1'031          | 13.1          | 393            |
| 3116     | 1    | Commercial management                                                   | 733                      | 786            | 9.9           | 300            |
| 3117     | 1    | Technical management                                                    | 418                      | 447            | 5.7           | 171            |
| 3118     | 1    | HR human ressources, development, education                             | 652                      | 707            | 8.9           | 270            |
| 3119     | 1    | Financing, accounting, statistics                                       | 555                      | 576            | 7.3           | 220            |
| 3120     | 1    | Law, Compliance, Ethics                                                 | 249                      | 253            | 3.2           | 96             |
| 3121     | 1    | Data processing, IT                                                     | 474                      | 489            | 6.2           | 186            |
| 3122     | 1    | Sales, distribution, customer care (CRM)                                | 606                      | 621            | 7.9           | 237            |
| 3123     | 1    | Marketing, advertising, market research                                 | 540                      | 538            | 6.8           | 205            |
| 3078     | 1    | Employer Branding                                                       | 139                      | 143            | 1.8           | 54             |
| 3124     | 1    | Public relation                                                         | 492                      | 492            | 6.2           | 188            |
| 3125     | 1    | Category management                                                     | 80                       | 79             | 1.0           | 30             |
| 3126     | 1    | Purchasing, acquisition                                                 | 389                      | 438            | 5.5           | 167            |
| 3127     | 1    | Logistics: materials management, warehousing, transportation, packaging | 284                      | 274            | 3.5           | 104            |
| 3128     | 1    | Job preparation, process engineering, control, work organization        | 490                      | 538            | 6.8           | 205            |
| 3129     | 1    | Manufacturing, production, installation                                 | 311                      | 303            | 3.8           | 115            |
| 3130     | 1    | Maintenance and repair, preparation of manufacturing resources          | 260                      | 280            | 3.5           | 107            |
| 3131     | 1    | Development, construction, research, design, prototyping                | 324                      | 277            | 3.5           | 106            |
| 3132     | 1    | Other department                                                        | 181                      | 173            | 2.2           | 66             |
|          |      | Total or partial field management accord. to field                      |                          |                |               |                |
| 3133     | 1    | Business and company management                                         | 1'815                    | 1'953          | 24.7          | 745            |
| 3134     | 1    | Commercial management                                                   | 1'522                    | 1'660          | 21.0          | 633            |
| 3135     | 1    | Technical management                                                    | 984                      | 1'056          | 13.4          | 403            |
| 3136     | 1    | HR human ressources, development, education                             | 1'866                    | 1'951          | 24.7          | 745            |
| 3137     | 1    | Financing, accounting, statistics                                       | 1'383                    | 1'397          | 17.7          | 533            |
| 3138     | 1    | Law, Compliance, Ethics                                                 | 628                      | 619            | 7.8           | 236            |
| 3139     | 1    | Data processing, IT                                                     | 1'207                    | 1'204          | 15.2          | 459            |
| 3140     | 1    | Sales, distribution, customer care (CRM)                                | 1'470                    | 1'518          | 19.2          | 579            |
| 3141     | 1    | Marketing, advertising, market research                                 | 1'279                    | 1'295          | 16.4          | 494            |
| 3079     | 1    | Employer Branding                                                       | 415                      | 399            | 5.1           | 152            |
| 3142     | 1    | Public relation                                                         | 1'016                    | 1'042          | 13.2          | 398            |
| 3143     | 1    | Category management                                                     | 248                      | 232            | 2.9           | 89             |
| 3144     | 1    | Purchasing, acquisition                                                 | 1'212                    | 1'322          | 16.7          | 504            |
| 3145     | 1    | Logistics: materials management, warehousing, transportation, packaging | 972                      | 992            | 12.6          | 379            |
| 3146     | 1    | Job preparation, process engineering, control, work organization        | 1'495                    | 1'514          | 19.2          | 578            |
| 3147     | 1    | Manufacturing, production, installation                                 | 828                      | 797            | 10.1          | 304            |
| 3148     | 1    | Maintenance and repair, preparation of manufacturing resources          | 794                      | 821            | 10.4          | 313            |
| 3149     | 1    | Development, construction, research, design, prototyping                | 973                      | 870            | 11.0          | 332            |
| 3150     | 1    | Other department                                                        | 403                      | 372            | 4.7           | 142            |

| Field(s) Code                |   |                                                 | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|------------------------------|---|-------------------------------------------------|-------------------|----------------------|------------|-------------|
| <b>Demography</b>            |   |                                                 |                   |                      |            |             |
| Sex                          |   |                                                 |                   |                      |            |             |
| 3151                         | 1 | Men                                             | 6'171             | 6'105                | 77.3       | 2'329       |
| 3152                         | 1 | Women                                           | 1'729             | 1'795                | 22.7       | 685         |
| Age groups                   |   |                                                 |                   |                      |            |             |
| 3153                         | 1 | Up to 29 years                                  | 84                | 213                  | 2.7        | 81          |
| 3154                         | 1 | 30 to 39 years                                  | 1'023             | 1'463                | 18.5       | 558         |
| 3155                         | 1 | 40 to 49 years                                  | 2'516             | 2'219                | 28.1       | 847         |
| 3156                         | 1 | 50 to 59 years                                  | 2'819             | 2'681                | 33.9       | 1'023       |
| 3157                         | 1 | 60 years or older                               | 1'458             | 1'324                | 16.8       | 505         |
| School education             |   |                                                 |                   |                      |            |             |
| 3158                         | 1 | Elementary school                               | 106               | 123                  | 1.6        | 47          |
| 3159                         | 1 | Secondary school without A-Levels               | 1'355             | 1'687                | 21.4       | 644         |
| 3160                         | 1 | Secondary school with A-Levels                  | 6'439             | 6'090                | 77.1       | 2'324       |
| Vocational training          |   |                                                 |                   |                      |            |             |
| 3162                         | 1 | Completed professional training/ apprenticeship | 3'017             | 3'632                | 46.0       | 1'386       |
| 3163                         | 1 | Master craftsman diploma                        | 851               | 1'079                | 13.7       | 412         |
| 3164                         | 1 | Technical college                               | 1'212             | 1'415                | 17.9       | 540         |
| 3165                         | 1 | Engineering college                             | 377               | 400                  | 5.1        | 153         |
| 3166                         | 1 | Polytechnic institute                           | 10                | 11                   | 0.1        | 4           |
| 3167                         | 1 | University for applied science                  | 1'718             | 1'246                | 15.8       | 475         |
| 3168                         | 1 | University/ academic degree                     | 3'981             | 3'204                | 40.6       | 1'222       |
| 3169                         | 1 | Doctorate/ thesis                               | 753               | 688                  | 8.7        | 262         |
| 3170                         | 1 | Others                                          | 162               | 285                  | 3.6        | 109         |
| Field of education           |   |                                                 |                   |                      |            |             |
| 3171                         | 1 | Natural sciences/ medicine/ pharmacy            | 1'194             | 1'243                | 15.7       | 474         |
| 3172                         | 1 | Architecture/ mechanical engineering            | 413               | 368                  | 4.7        | 140         |
| 3173                         | 1 | Informatics                                     | 649               | 530                  | 6.7        | 202         |
| 3174                         | 1 | Technical sciences/ engineering                 | 1'138             | 924                  | 11.7       | 353         |
| 3175                         | 1 | Economic engineering                            | 260               | 226                  | 2.9        | 86          |
| 3176                         | 1 | Economics/ Jurisprudence                        | 2'108             | 1'649                | 20.9       | 629         |
| 3177                         | 1 | Humanities                                      | 1'046             | 948                  | 12.0       | 362         |
| 3178                         | 1 | Commercial training                             | 1'751             | 2'040                | 25.8       | 778         |
| 3179                         | 1 | Skilled trade                                   | 937               | 1'115                | 14.1       | 425         |
| 3180                         | 1 | Others                                          | 1'552             | 1'719                | 21.8       | 656         |
| Personal annual gross income |   |                                                 |                   |                      |            |             |
| 3181                         | 1 | Up to € 40,000                                  | 20                | 38                   | 0.5        | 15          |
| 3182                         | 1 | € 40,000 up to € 60,000                         | 236               | 335                  | 4.2        | 128         |
| 3183                         | 1 | € 60,000 up to € 80,000                         | 1'021             | 1'184                | 15.0       | 452         |
| 3184                         | 1 | € 80,000 up to € 100,000                        | 2'803             | 2'692                | 34.1       | 1'027       |
| 3185                         | 1 | € 100,000 up to € 150,000                       | 2'432             | 2'415                | 30.6       | 921         |
| 3186                         | 1 | € 150,000 or more                               | 1'388             | 1'236                | 15.6       | 472         |

| Field(s) Code |   |                                   | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|-----------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |   | Federal state/ Nielsen area       |                          |                         |               |                |
| 3187          | 1 | Schleswig-Holstein                | 197                      | 260                     | 3.3           | 99             |
| 3188          | 1 | Hamburg                           | 254                      | 189                     | 2.4           | 72             |
| 3189          | 1 | Lower Saxony                      | 627                      | 674                     | 8.5           | 257            |
| 3190          | 1 | Bremen                            | 81                       | 74                      | 0.9           | 28             |
| 3191          | 1 | Nielsen I                         | 1'159                    | 1'198                   | 15.2          | 457            |
| 3192          | 1 | Nielsen II/North Rhine-Westphalia | 1'602                    | 1'724                   | 21.8          | 658            |
| 3193          | 1 | Hesse                             | 663                      | 693                     | 8.8           | 264            |
| 3194          | 1 | Rhineland-Palatinate              | 361                      | 333                     | 4.2           | 127            |
| 3195          | 1 | Saar                              | 123                      | 133                     | 1.7           | 51             |
| 3196          | 1 | Nielsen IIIa                      | 1'147                    | 1'159                   | 14.7          | 442            |
| 3197          | 1 | Nielsen IIIb/ Baden-Wuerttemberg  | 1'252                    | 1'200                   | 15.2          | 458            |
| 3198          | 1 | Nielsen IV/ Bavaria               | 1'406                    | 1'484                   | 18.8          | 566            |
| 3199          | 1 | Nielsen V/ Berlin                 | 538                      | 386                     | 4.9           | 147            |
| 3200          | 1 | Brandenburg                       | 173                      | 172                     | 2.2           | 66             |
| 3201          | 1 | Mecklenburg-Western Pomerania     | 99                       | 111                     | 1.4           | 42             |
| 3202          | 1 | Saxony-Anhalt                     | 121                      | 115                     | 1.5           | 44             |
| 3203          | 1 | Nielsen VI                        | 393                      | 398                     | 5.0           | 152            |
| 3204          | 1 | Saxony                            | 265                      | 231                     | 2.9           | 88             |
| 3205          | 1 | Thuringia                         | 138                      | 121                     | 1.5           | 46             |
| 3206          | 1 | Nielsen VII                       | 403                      | 351                     | 4.4           | 134            |
|               |   | Town size, BIK                    |                          |                         |               |                |
| 3207          | 1 | Up to 5,000 inhabitants           | 155                      | 173                     | 2.2           | 66             |
| 3208          | 1 | 5,000 to 20,000 inhabitants       | 472                      | 516                     | 6.5           | 197            |
| 3209          | 1 | 20,000 to 100,000 inhabitants     | 1'456                    | 1'587                   | 20.1          | 605            |
| 3210          | 1 | 100,000 to 500,000 inhabitants    | 2'140                    | 2'269                   | 28.7          | 866            |
| 3211          | 1 | 500,000 inhabitants or more       | 3'677                    | 3'355                   | 42.5          | 1'280          |

| Field(s) Code                     |   |                                                                                                  | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|-----------------------------------|---|--------------------------------------------------------------------------------------------------|-------------------|----------------------|------------|-------------|
| <b>Banner</b>                     |   |                                                                                                  |                   |                      |            |             |
| <b>Occupational groups</b>        |   |                                                                                                  |                   |                      |            |             |
| Self-employed                     |   |                                                                                                  |                   |                      |            |             |
| 3001                              | 1 | Total                                                                                            | 1'375             | 1'468                | 18.6       | 560         |
| 3002                              | 1 | 6 to 9 employees                                                                                 | 279               | 576                  | 7.3        | 220         |
| 3003                              | 1 | 10 to 49 employees                                                                               | 795               | 726                  | 9.2        | 277         |
| 3004                              | 1 | 50 employees or more                                                                             | 301               | 166                  | 2.1        | 63          |
| Independent professionals         |   |                                                                                                  |                   |                      |            |             |
| 3005                              | 1 | Total                                                                                            | 1'020             | 1'182                | 15.0       | 451         |
| Employees                         |   |                                                                                                  |                   |                      |            |             |
| 3006                              | 1 | Total                                                                                            | 4'851             | 4'624                | 58.5       | 1'764       |
| 3007                              | 1 | Up to 99 employees                                                                               | 1'408             | 1'599                | 20.2       | 610         |
| 3008                              | 1 | 100 to 999 employees                                                                             | 1'849             | 1'637                | 20.7       | 625         |
| 3009                              | 1 | 1,000 employees or more                                                                          | 1'594             | 1'387                | 17.6       | 529         |
| 3010                              | 1 | Member of the board of directors/ managing director/ director                                    | 1'396             | 1'562                | 19.8       | 596         |
| 3011                              | 1 | Head of department/ authorised representative                                                    | 1'767             | 1'693                | 21.4       | 646         |
| 3012                              | 1 | Functional department executive/ executive employee in an other function                         | 1'688             | 1'369                | 17.3       | 522         |
| Civil servants                    |   |                                                                                                  |                   |                      |            |             |
| 3013                              | 1 | Total                                                                                            | 654               | 626                  | 7.9        | 239         |
| <b>Grouped industrial sectors</b> |   |                                                                                                  |                   |                      |            |             |
| 3021                              | 1 | Agriculture and forestry, fishing and aquaculture                                                | 84                | 72                   | 0.9        | 28          |
| 3022                              | 1 | Mining, energy, water supply, recycling                                                          | 230               | 191                  | 2.4        | 73          |
| 3023                              | 1 | Manufacture of leather, textiles, food, drinks, tobacco                                          | 193               | 175                  | 2.2        | 67          |
| 3024                              | 1 | Manufacture of timber, paper, printing industry, manufacture of furniture                        | 153               | 122                  | 1.5        | 46          |
| 3025                              | 1 | Chemical industries incl. manufacture of non-metallic mineral products and coke oven products    | 414               | 338                  | 4.3        | 129         |
| 3026                              | 1 | Manufacture of basic metals and of machinery and equipment, repair and installation of machinery | 862               | 664                  | 8.4        | 253         |
| 3027                              | 1 | Manufacture of computer, electronic and optical products, manufacture of electrical equipment    | 370               | 240                  | 3.0        | 91          |
| 3028                              | 1 | Manufacture of motor vehicles, other transport equipment                                         | 339               | 279                  | 3.5        | 106         |
| 3029                              | 1 | Construction                                                                                     | 537               | 526                  | 6.7        | 201         |
| 3030                              | 1 | Trade; repair of motor vehicles and motorcycles                                                  | 852               | 809                  | 10.2       | 308         |
| 3031                              | 1 | Transportation and storage                                                                       | 250               | 278                  | 3.5        | 106         |
| 3032                              | 1 | Information and communication                                                                    | 674               | 538                  | 6.8        | 205         |
| 3033                              | 1 | Financial service activities, insurance service activities                                       | 362               | 277                  | 3.5        | 106         |
| 3034                              | 1 | Professional, scientific and technical activities                                                | 938               | 1'103                | 14.0       | 421         |
| 3035                              | 1 | Other administrative and support service activities                                              | 485               | 546                  | 6.9        | 208         |
| 3036                              | 1 | Human health and social work activities                                                          | 933               | 1'074                | 13.6       | 410         |
| 3037                              | 1 | Other                                                                                            | 1'244             | 1'640                | 20.8       | 626         |

| Field(s)                              |   | Code                                        |  | Cases un-weighted | Decision-maker |            | Proj. thou. |
|---------------------------------------|---|---------------------------------------------|--|-------------------|----------------|------------|-------------|
|                                       |   |                                             |  |                   | Cases          | % weighted |             |
| Decision-making                       |   |                                             |  |                   |                |            |             |
| Sole/ jointly responsible/ delegation |   |                                             |  |                   |                |            |             |
| 3041                                  | 1 | Company and business management             |  | 5'703             | 5'987          | 75.8       | 2'284       |
| 3042                                  | 1 | Administration/ organisation/ IT            |  | 5'960             | 6'149          | 77.8       | 2'346       |
| 3043                                  | 1 | Finances                                    |  | 4'259             | 4'495          | 56.9       | 1'715       |
| 3044                                  | 1 | Sales/ marketing                            |  | 5'589             | 5'741          | 72.7       | 2'190       |
| 3045                                  | 1 | Production/ logistics/ materials management |  | 5'163             | 5'303          | 67.1       | 2'023       |
| 3046                                  | 1 | Research/ development/ design               |  | 2'224             | 2'004          | 25.4       | 765         |
| Persons involved in decision-making   |   |                                             |  |                   |                |            |             |
| 3047                                  | 1 | Business and company management             |  | 6'224             | 6'489          | 82.1       | 2'476       |
| 3048                                  | 1 | Administration/ organisation/ IT            |  | 6'401             | 6'552          | 82.9       | 2'500       |
| 3049                                  | 1 | Finances                                    |  | 4'652             | 4'910          | 62.2       | 1'873       |
| 3050                                  | 1 | Sales/ marketing                            |  | 5'986             | 6'116          | 77.4       | 2'333       |
| 3051                                  | 1 | Production/ logistics/ materials management |  | 5'649             | 5'786          | 73.2       | 2'207       |
| 3052                                  | 1 | Research/ development/ design               |  | 2'498             | 2'261          | 28.6       | 863         |
| Demography                            |   |                                             |  |                   |                |            |             |
| Age                                   |   |                                             |  |                   |                |            |             |
| 3061                                  | 1 | Up to 39 years                              |  | 1'107             | 1'676          | 21.2       | 639         |
| 3062                                  | 1 | 40 to 49 years                              |  | 2'516             | 2'219          | 28.1       | 847         |
| 3063                                  | 1 | 50 years or older                           |  | 4'277             | 4'005          | 50.7       | 1'528       |
| School education                      |   |                                             |  |                   |                |            |             |
| 3064                                  | 1 | Elementary school                           |  | 106               | 123            | 1.6        | 47          |
| 3065                                  | 1 | Secondary school without A-Levels           |  | 1'355             | 1'687          | 21.4       | 644         |
| 3066                                  | 1 | Secondary school with A-Levels              |  | 6'439             | 6'090          | 77.1       | 2'324       |
| Personal annual gross income          |   |                                             |  |                   |                |            |             |
| 3068                                  | 1 | Up to € 40,000                              |  | 20                | 38             | 0.5        | 15          |
| 3069                                  | 1 | € 40,000 up to € 60,000                     |  | 236               | 335            | 4.2        | 128         |
| 3070                                  | 1 | € 60,000 up to € 80,000                     |  | 1'021             | 1'184          | 15.0       | 452         |
| 3071                                  | 1 | € 80,000 up to € 100,000                    |  | 2'803             | 2'692          | 34.1       | 1'027       |
| 3072                                  | 1 | € 100,000 up to € 150,000                   |  | 2'432             | 2'415          | 30.6       | 921         |
| 3073                                  | 1 | € 150,000 or more                           |  | 1'388             | 1'236          | 15.6       | 472         |

### 3.2 Responsibilities

#### 3.2.1 Sole decision-making, delegation

#### 3.2.2 Sole decision-making/ delegation/ joint decision

#### 3.2.3 Persons involved in decision-making

##### STEPS OF DECISION-MAKING

(Field 1477 - 1482, 1483 - 1488, ..., 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"

##### RECODINGS:

e.g.

##### "BUSINESS AND COMPANY MANAGEMENT"

Decision-making min. 1 out of 5

- "Management of company (corporate policy)" or
- "Location planning/ plant expansion/ building projects" or
- "Rental/ purchase of business premises" or
- "Energy efficiency measures" 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 licences, cloud services" or
- "IT-services and consulting"

##### "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 recodings were defined analogue

| Field(s) Code                               |   |                                                                                         | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|---------------------------------------------|---|-----------------------------------------------------------------------------------------|-------------------|----------------------|------------|-------------|
| <b>Responsibilities</b>                     |   |                                                                                         |                   |                      |            |             |
| <b>Sole decision-making, delegation</b>     |   |                                                                                         |                   |                      |            |             |
| Business and company management             |   |                                                                                         |                   |                      |            |             |
| 3231                                        | 1 | Total                                                                                   | 2'839             | 3'143                | 39.8       | 1'199       |
| 3232                                        | 1 | Management of company (corporate policy)                                                | 2'046             | 2'336                | 29.6       | 891         |
| 3233                                        | 1 | Overall location planning/ building plans                                               | 1'596             | 1'791                | 22.7       | 683         |
| 3234                                        | 1 | Location planning/ plant expansion/ building projects                                   | 1'471             | 1'666                | 21.1       | 636         |
| 3235                                        | 1 | Rental/ purchase of business premises                                                   | 1'429             | 1'585                | 20.1       | 605         |
| 3266                                        | 1 | Energy efficiency measures                                                              | 1'545             | 1'785                | 22.6       | 681         |
| 3236                                        | 1 | HR/ Personnel management, social and training affairs                                   | 2'067             | 2'347                | 29.7       | 895         |
| Administration/ organisation/ IT            |   |                                                                                         |                   |                      |            |             |
| 3237                                        | 1 | Total                                                                                   | 3'182             | 3'475                | 44.0       | 1'326       |
| 3238                                        | 1 | Accountancy/ Controlling                                                                | 1'787             | 2'051                | 26.0       | 782         |
| 3239                                        | 1 | IT/ Communications decision makers                                                      | 2'340             | 2'657                | 33.6       | 1'014       |
| 3240                                        | 1 | IT total                                                                                | 2'149             | 2'438                | 30.9       | 930         |
| 3241                                        | 1 | IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)                       | 1'780             | 2'095                | 26.5       | 799         |
| 3267                                        | 1 | Software licences, cloud services                                                       | 1'674             | 1'888                | 23.9       | 720         |
| 3268                                        | 1 | IT-services and consulting                                                              | 1'644             | 1'852                | 23.4       | 707         |
| 3244                                        | 1 | Communication systems, e.g. telephone system, smartphone, mobile phone                  | 1'642             | 1'975                | 25.0       | 754         |
| 3245                                        | 1 | Office technology (e.g. copier, printer, scanner)                                       | 1'838             | 2'162                | 27.4       | 825         |
| 3246                                        | 1 | Office furniture/ office equipment                                                      | 1'640             | 1'983                | 25.1       | 757         |
| Finances                                    |   |                                                                                         |                   |                      |            |             |
| 3247                                        | 1 | Total                                                                                   | 2'206             | 2'445                | 30.9       | 933         |
| 3248                                        | 1 | Financial/ capital investments/ planning                                                | 1'873             | 2'108                | 26.7       | 804         |
| 3265                                        | 1 | Company insurances                                                                      | 1'838             | 2'102                | 26.6       | 802         |
| 3249                                        | 1 | Investment financing/ credit transactions                                               | 1'675             | 1'862                | 23.6       | 710         |
| Sales/ marketing                            |   |                                                                                         |                   |                      |            |             |
| 3250                                        | 1 | Total                                                                                   | 2'573             | 2'781                | 35.2       | 1'061       |
| 3251                                        | 1 | Marketing, advertising, public relations, market research, sales promotion, trade fairs | 1'500             | 1'731                | 21.9       | 660         |
| 3252                                        | 1 | Distribution, sales, sales force                                                        | 1'432             | 1'606                | 20.3       | 613         |
| 3263                                        | 1 | Activities concerning CSR ("Corporate Social Responsibility")                           | 1'149             | 1'309                | 16.6       | 500         |
| 3264                                        | 1 | Arrangements concerning sustainability                                                  | 699               | 757                  | 9.6        | 289         |
| Production/ logistics/ materials management |   |                                                                                         |                   |                      |            |             |
| 3253                                        | 1 | Total                                                                                   | 2'899             | 3'108                | 39.3       | 1'186       |
| 3254                                        | 1 | Logistics/ warehousing/ transport                                                       | 1'012             | 1'157                | 14.6       | 441         |
| 3255                                        | 1 | Car pool, fleet                                                                         | 1'749             | 1'868                | 23.6       | 713         |
| 3256                                        | 1 | Vans/ lorries/ trucks                                                                   | 774               | 791                  | 10.0       | 302         |
| 3257                                        | 1 | Special purpose vehicles (e.g. forklifts)                                               | 656               | 638                  | 8.1        | 243         |
| 3258                                        | 1 | Parcel and courier services                                                             | 964               | 1'097                | 13.9       | 419         |
| 3259                                        | 1 | Production, manufacturing, manufacturing control                                        | 734               | 760                  | 9.6        | 290         |
| 3260                                        | 1 | Machines, production facilities, drive engineering                                      | 802               | 821                  | 10.4       | 313         |
| 3261                                        | 1 | Energy, e.g. supplier selection                                                         | 1'518             | 1'763                | 22.3       | 673         |
| 3262                                        | 1 | Research and development/ design                                                        | 807               | 756                  | 9.6        | 288         |

| Field(s)                                         |   | Code                                                                                    |  | Cases un-weighted | Cases | % weighted | Proj. thou. |
|--------------------------------------------------|---|-----------------------------------------------------------------------------------------|--|-------------------|-------|------------|-------------|
| Sole decision-making/ delegation/ joint decision |   |                                                                                         |  |                   |       |            |             |
| Business and company management                  |   |                                                                                         |  |                   |       |            |             |
| 3271                                             | 1 | Total                                                                                   |  | 5'703             | 5'987 | 75.8       | 2'284       |
| 3272                                             | 1 | Management of company (corporate policy)                                                |  | 4'288             | 4'664 | 59.0       | 1'779       |
| 3273                                             | 1 | Overall location planning/ building plans                                               |  | 3'710             | 3'888 | 49.2       | 1'483       |
| 3274                                             | 1 | Location planning/ plant expansion/ building projects                                   |  | 3'506             | 3'667 | 46.4       | 1'399       |
| 3275                                             | 1 | Rental/ purchase of business premises                                                   |  | 3'272             | 3'380 | 42.8       | 1'289       |
| 3306                                             | 1 | Energy efficiency measures                                                              |  | 3'924             | 4'190 | 53.0       | 1'599       |
| 3276                                             | 1 | HR/ Personnel management, social and training affairs                                   |  | 5'149             | 5'413 | 68.5       | 2'065       |
| Administration/ organisation/ IT                 |   |                                                                                         |  |                   |       |            |             |
| 3277                                             | 1 | Total                                                                                   |  | 5'960             | 6'149 | 77.8       | 2'346       |
| 3278                                             | 1 | Accountancy/ Controlling                                                                |  | 4'013             | 4'224 | 53.5       | 1'611       |
| 3279                                             | 1 | IT/ Communications decision makers                                                      |  | 5'222             | 5'450 | 69.0       | 2'079       |
| 3280                                             | 1 | IT total                                                                                |  | 5'012             | 5'221 | 66.1       | 1'992       |
| 3281                                             | 1 | IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)                       |  | 4'636             | 4'873 | 61.7       | 1'859       |
| 3307                                             | 1 | Software licences, cloud services                                                       |  | 4'289             | 4'474 | 56.6       | 1'707       |
| 3308                                             | 1 | IT-services and consulting                                                              |  | 4'189             | 4'348 | 55.0       | 1'659       |
| 3284                                             | 1 | Communication systems, e.g. telephone system, smartphone, mobile phone                  |  | 4'248             | 4'588 | 58.1       | 1'751       |
| 3285                                             | 1 | Office technology (e.g. copier, printer, scanner)                                       |  | 4'657             | 4'988 | 63.1       | 1'903       |
| 3286                                             | 1 | Office furniture/ office equipment                                                      |  | 4'374             | 4'750 | 60.1       | 1'812       |
| Finances                                         |   |                                                                                         |  |                   |       |            |             |
| 3287                                             | 1 | Total                                                                                   |  | 4'259             | 4'495 | 56.9       | 1'715       |
| 3288                                             | 1 | Financial/ capital investments/ planning                                                |  | 3'964             | 4'169 | 52.8       | 1'591       |
| 3305                                             | 1 | Company insurances                                                                      |  | 3'657             | 3'903 | 49.4       | 1'489       |
| 3289                                             | 1 | Investment financing/ credit transactions                                               |  | 3'549             | 3'729 | 47.2       | 1'423       |
| Sales/ marketing                                 |   |                                                                                         |  |                   |       |            |             |
| 3290                                             | 1 | Total                                                                                   |  | 5'589             | 5'741 | 72.7       | 2'190       |
| 3291                                             | 1 | Marketing, advertising, public relations, market research, sales promotion, trade fairs |  | 4'134             | 4'333 | 54.8       | 1'653       |
| 3292                                             | 1 | Distribution, sales, sales force                                                        |  | 3'657             | 3'843 | 48.6       | 1'466       |
| 3303                                             | 1 | Activities concerning CSR ("Corporate Social Responsibility")                           |  | 3'583             | 3'660 | 46.3       | 1'396       |
| 3304                                             | 1 | Arrangements concerning sustainability                                                  |  | 2'793             | 2'736 | 34.6       | 1'044       |
| Production/ logistics/ materials management      |   |                                                                                         |  |                   |       |            |             |
| 3293                                             | 1 | Total                                                                                   |  | 5'163             | 5'303 | 67.1       | 2'023       |
| 3294                                             | 1 | Logistics/ warehousing/ transport                                                       |  | 2'979             | 3'132 | 39.6       | 1'195       |
| 3295                                             | 1 | Car pool, fleet                                                                         |  | 3'446             | 3'604 | 45.6       | 1'375       |
| 3296                                             | 1 | Vans/ lorries/ trucks                                                                   |  | 2'128             | 2'136 | 27.0       | 815         |
| 3297                                             | 1 | Special purpose vehicles (e.g. forklifts)                                               |  | 1'886             | 1'782 | 22.6       | 680         |
| 3298                                             | 1 | Parcel and courier services                                                             |  | 1'952             | 2'130 | 27.0       | 813         |
| 3299                                             | 1 | Production, manufacturing, manufacturing control                                        |  | 2'272             | 2'140 | 27.1       | 816         |
| 3300                                             | 1 | Machines, production facilities, drive engineering                                      |  | 2'447             | 2'291 | 29.0       | 874         |
| 3301                                             | 1 | Energy, e.g. supplier selection                                                         |  | 2'991             | 3'291 | 41.7       | 1'256       |
| 3302                                             | 1 | Research and development/ design                                                        |  | 2'224             | 2'004 | 25.4       | 765         |

| Field(s) Code                               |   |                                                                                         | Cases un-weighted | Decision-maker |      | Proj. thou. |
|---------------------------------------------|---|-----------------------------------------------------------------------------------------|-------------------|----------------|------|-------------|
|                                             |   |                                                                                         |                   | % weighted     |      |             |
| Persons involved in decision-making         |   |                                                                                         |                   |                |      |             |
| Business and company management             |   |                                                                                         |                   |                |      |             |
| 3311                                        | 1 | Total                                                                                   | 6'224             | 6'489          | 82.1 | 2'476       |
| 3312                                        | 1 | Management of company (corporate policy)                                                | 4'753             | 5'160          | 65.3 | 1'968       |
| 3313                                        | 1 | Overall location planning/ building plans                                               | 4'081             | 4'297          | 54.4 | 1'639       |
| 3314                                        | 1 | Location planning/ plant expansion/ building projects                                   | 3'856             | 4'069          | 51.5 | 1'552       |
| 3315                                        | 1 | Rental/ purchase of business premises                                                   | 3'565             | 3'692          | 46.7 | 1'409       |
| 3346                                        | 1 | Energy efficiency measures                                                              | 4'334             | 4'622          | 58.5 | 1'764       |
| 3316                                        | 1 | HR/ Personnel management, social and training affairs                                   | 5'633             | 5'896          | 74.6 | 2'249       |
| Administration/ organisation/ IT            |   |                                                                                         |                   |                |      |             |
| 3317                                        | 1 | Total                                                                                   | 6'401             | 6'552          | 82.9 | 2'500       |
| 3318                                        | 1 | Accountancy/ Controlling                                                                | 4'445             | 4'679          | 59.2 | 1'785       |
| 3319                                        | 1 | IT/ Communications decision makers                                                      | 5'757             | 5'952          | 75.3 | 2'271       |
| 3320                                        | 1 | IT total                                                                                | 5'506             | 5'695          | 72.1 | 2'173       |
| 3321                                        | 1 | IT-hardware (e.g. desktop PC, notebook, tablet, server, switches)                       | 5'131             | 5'363          | 67.9 | 2'046       |
| 3347                                        | 1 | Software licences, cloud services                                                       | 4'698             | 4'897          | 62.0 | 1'868       |
| 3348                                        | 1 | IT-services and consulting                                                              | 4'535             | 4'698          | 59.5 | 1'792       |
| 3324                                        | 1 | Communication systems, e.g. telephone system, smartphone, mobile phone                  | 4'735             | 5'056          | 64.0 | 1'929       |
| 3325                                        | 1 | Office technology (e.g. copier, printer, scanner)                                       | 5'160             | 5'450          | 69.0 | 2'079       |
| 3326                                        | 1 | Office furniture/ office equipment                                                      | 4'811             | 5'190          | 65.7 | 1'980       |
| Finances                                    |   |                                                                                         |                   |                |      |             |
| 3327                                        | 1 | Total                                                                                   | 4'652             | 4'910          | 62.2 | 1'873       |
| 3328                                        | 1 | Financial/ capital investments/ planning                                                | 4'342             | 4'576          | 57.9 | 1'746       |
| 3345                                        | 1 | Company insurances                                                                      | 3'906             | 4'172          | 52.8 | 1'592       |
| 3329                                        | 1 | Investment financing/ credit transactions                                               | 3'813             | 4'000          | 50.6 | 1'526       |
| Sales/ marketing                            |   |                                                                                         |                   |                |      |             |
| 3330                                        | 1 | Total                                                                                   | 5'986             | 6'116          | 77.4 | 2'333       |
| 3331                                        | 1 | Marketing, advertising, public relations, market research, sales promotion, trade fairs | 4'547             | 4'724          | 59.8 | 1'802       |
| 3332                                        | 1 | Distribution, sales, sales force                                                        | 3'984             | 4'146          | 52.5 | 1'582       |
| 3343                                        | 1 | Activities concerning CSR ("Corporate Social Responsibility")                           | 3'913             | 3'997          | 50.6 | 1'525       |
| 3344                                        | 1 | Arrangements concerning sustainability                                                  | 3'157             | 3'097          | 39.2 | 1'181       |
| Production/ logistics/ materials management |   |                                                                                         |                   |                |      |             |
| 3333                                        | 1 | Total                                                                                   | 5'649             | 5'786          | 73.2 | 2'207       |
| 3334                                        | 1 | Logistics/ warehousing/ transport                                                       | 3'267             | 3'409          | 43.2 | 1'301       |
| 3335                                        | 1 | Car pool, fleet                                                                         | 3'914             | 4'071          | 51.5 | 1'553       |
| 3336                                        | 1 | Vans/ lorries/ trucks                                                                   | 2'371             | 2'384          | 30.2 | 910         |
| 3337                                        | 1 | Special purpose vehicles (e.g. forklifts)                                               | 2'107             | 1'996          | 25.3 | 762         |
| 3338                                        | 1 | Parcel and courier services                                                             | 2'215             | 2'394          | 30.3 | 913         |
| 3339                                        | 1 | Production, manufacturing, manufacturing control                                        | 2'542             | 2'407          | 30.5 | 918         |
| 3340                                        | 1 | Machines, production facilities, drive engineering                                      | 2'678             | 2'522          | 31.9 | 962         |
| 3341                                        | 1 | Energy, e.g. supplier selection                                                         | 3'272             | 3'578          | 45.3 | 1'365       |
| 3342                                        | 1 | Research and development/ design                                                        | 2'498             | 2'261          | 28.6 | 863         |

**3.3 Products from the IT sector**

AVAILABLE IN COMPANY OR PURCHASE PLANNED  
WITHIN NEXT 12 MONTHS

(Field 1658 - 1676, code 1)

| Field(s)                                                       | Code |                                                                                  | Cases<br>un-<br>weighted | Decision-maker |               | Proj.<br>thou. |
|----------------------------------------------------------------|------|----------------------------------------------------------------------------------|--------------------------|----------------|---------------|----------------|
|                                                                |      |                                                                                  |                          | Cases          | %<br>weighted |                |
| Products from the IT sector                                    |      |                                                                                  |                          |                |               |                |
| Available in company or purchase planned within next 12 months |      |                                                                                  |                          |                |               |                |
| 3412                                                           | 1    | Video conference systems                                                         | 5'944                    | 5'510          | 69.8          | 2'102          |
| 3417                                                           | 1    | Desktop PC                                                                       | 7'379                    | 7'304          | 92.4          | 2'786          |
| 3418                                                           | 1    | Notebook/ Laptop                                                                 | 7'506                    | 7'425          | 94.0          | 2'833          |
| 3419                                                           | 1    | Tablet                                                                           | 6'425                    | 6'275          | 79.4          | 2'394          |
| 3420                                                           | 1    | Smartphone                                                                       | 7'314                    | 7'260          | 91.9          | 2'770          |
| 3435                                                           | 1    | Head-mounted display (VR glasses, smart glasses)                                 | 1'479                    | 1'220          | 15.4          | 465            |
| 3421                                                           | 1    | Printer/ copier/ scanner/ fax (single or multifunctional devices)                | 7'618                    | 7'596          | 96.2          | 2'898          |
| 3436                                                           | 1    | Corporate network/ LAN/ network components                                       | 7'137                    | 6'918          | 87.6          | 2'639          |
| 3437                                                           | 1    | Server hardware                                                                  | 6'642                    | 6'336          | 80.2          | 2'417          |
| 3428                                                           | 1    | Cloud services                                                                   | 5'599                    | 5'317          | 67.3          | 2'029          |
| 3432                                                           | 1    | IT security (e.g. virus protection software, firewall, cryptographic techniques) | 7'411                    | 7'364          | 93.2          | 2'810          |
| 3431                                                           | 1    | Operating software (accounting software, project administration software etc.)   | 7'274                    | 7'205          | 91.2          | 2'749          |
| 3433                                                           | 1    | Document, knowlege and workflow management systems                               | 5'807                    | 5'421          | 68.6          | 2'068          |
| 3439                                                           | 1    | CRM systems (Customer relationship management)                                   | 4'119                    | 3'676          | 46.5          | 1'402          |
| 3430                                                           | 1    | AI software                                                                      | 2'646                    | 2'282          | 28.9          | 870            |

## 3.5. Company statistics

NUMBER OF EMPLOYEES AT PLANT (GROUPED)

(Field 2013 - 2018)

SHARE OF THE CAR POOL, FLEET

(Field 1746, code 1 or 1, 2)

THERE ARE OTHER PLANTS, BRANCHES, SUBSIDIARIES

(Field 419, code 1)

INFRASTRUCTURE FOR E-MOBILITY

(Field 1750, code 1)

SELF-EMPLOYED, INDEPENDENT PROFESSIONALS,  
EMPLOYEES, TURNOVER (CATEGORIES)(Contact questionnaires: self-employed, Independent  
professionals, employees, Field 441 - 442)GENERAL IMPORTANCE OF VARIOUS TOPICS IN THE  
COMPANY

(Field 1753, 1693 - 1697, code 1 or 1, 2)

CAR POOL, FLEET

AVAILABLE IN COMPANY OR PURCHASE PLANNED  
WITHIN NEXT 12 MONTHS

(Field 1698 - 1702, code 1)

FUTURE TECHNOLOGIES

Invested within the last 2 years

(Field 1677, 1703 - 1709, Code 1)

Investments planned within next 2 years

(Field 1678, 1715 - 1720, 1723, Code 1)

USE OF BUSINESS/ OFFICIAL CAR

Total

(Field 1712, code 1)

AREAS OF APPLICATION FOR AI IN BUSINESS

(Field 1724 - 1729, code 1)

VEHICLE WITH ECO-FRIENDLY DRIVE TECHNOLOGY

Available in company

(Field 1751, 1743 - 1745, code 1)

Will be taken into consideration

(Field 1755, 1747 - 1749, code 1)

| Field(s) Code                                                                    |   |                                                     | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|----------------------------------------------------------------------------------|---|-----------------------------------------------------|-------------------|----------------------|------------|-------------|
| <b>Company statistics</b>                                                        |   |                                                     |                   |                      |            |             |
| Base                                                                             |   |                                                     |                   |                      |            |             |
| 3571                                                                             | 1 | Self-employed, independent professionals, employees | 7'246             | 7'274                | 92.1       | 2'775       |
| Number of employees at plant (grouped)                                           |   |                                                     |                   |                      |            |             |
| 3572                                                                             | 1 | 1 to 19 employees                                   | 2'152             | 2'714                | 34.4       | 1'036       |
| 3573                                                                             | 1 | 20 to 49 employees                                  | 1'147             | 1'130                | 14.3       | 431         |
| 3574                                                                             | 1 | 50 to 99 employees                                  | 871               | 812                  | 10.3       | 310         |
| 3575                                                                             | 1 | 100 to 499 employees                                | 1'795             | 1'557                | 19.7       | 594         |
| 3576                                                                             | 1 | 500 to 999 employees                                | 636               | 524                  | 6.6        | 200         |
| 3577                                                                             | 1 | 1,000 to 4,999 employees                            | 548               | 454                  | 5.7        | 173         |
| 3578                                                                             | 1 | 5,000 employees or more                             | 97                | 83                   | 1.0        | 32          |
| 3579                                                                             | 1 | There are other plants, branches, subsidiaries      | 3'024             | 2'704                | 34.2       | 1'032       |
| Turnover (categories)                                                            |   |                                                     |                   |                      |            |             |
| 3580                                                                             | 1 | Up to € 500,000                                     | 622               | 885                  | 11.2       | 338         |
| 3581                                                                             | 1 | More than € 500,000 to € 2 million                  | 1'293             | 1'572                | 19.9       | 600         |
| 3582                                                                             | 1 | More than € 2 million                               | 5'207             | 4'657                | 59.0       | 1'777       |
| Turnover (categories)                                                            |   |                                                     |                   |                      |            |             |
| 3584                                                                             | 1 | Up to € 2 million                                   | 1'915             | 2'457                | 31.1       | 937         |
| 3585                                                                             | 1 | More than € 2 million to € 10 million               | 1'489             | 1'458                | 18.5       | 556         |
| 3586                                                                             | 1 | More than € 10 million to € 50 million              | 1'233             | 1'135                | 14.4       | 433         |
| 3587                                                                             | 1 | More than € 50 million to € 250 million             | 1'044             | 908                  | 11.5       | 347         |
| 3588                                                                             | 1 | More than € 250 million                             | 1'441             | 1'156                | 14.6       | 441         |
| Base                                                                             |   |                                                     |                   |                      |            |             |
| 3589                                                                             | 1 | Decision-makers                                     | 7'900             | 7'900                | 100.0      | 3'014       |
| Car pool, fleet - available in company or purchase planned within next 12 months |   |                                                     |                   |                      |            |             |
| 3540                                                                             | 1 | Total                                               | 7'154             | 7'026                | 88.9       | 2'680       |
| 3541                                                                             | 1 | Passenger cars/ estate cars                         | 6'792             | 6'627                | 83.9       | 2'528       |
| 3542                                                                             | 1 | Sport utility vehicles (SUV)                        | 3'040             | 2'893                | 36.6       | 1'104       |
| 3543                                                                             | 1 | Limousines, people carriers                         | 2'973             | 2'638                | 33.4       | 1'007       |
| 3544                                                                             | 1 | Vans up to 7.5 t                                    | 3'713             | 3'370                | 42.7       | 1'286       |
| 3545                                                                             | 1 | Trucks 7.5 t or more                                | 1'621             | 1'418                | 18.0       | 541         |
| Use of business/ official car                                                    |   |                                                     |                   |                      |            |             |
| 3622                                                                             | 1 | Total                                               | 4'581             | 4'592                | 58.1       | 1'752       |
| Vehicle with eco-friendly drive technology                                       |   |                                                     |                   |                      |            |             |
| Available in company                                                             |   |                                                     |                   |                      |            |             |
| 3629                                                                             | 1 | Total                                               | 4'826             | 4'480                | 56.7       | 1'709       |
| 3624                                                                             | 1 | Electric drive                                      | 3'889             | 3'506                | 44.4       | 1'337       |
| 3546                                                                             | 1 | Hybrid                                              | 3'574             | 3'211                | 40.6       | 1'225       |
| 3547                                                                             | 1 | Gas                                                 | 553               | 465                  | 5.9        | 177         |
| 3548                                                                             | 1 | Hydrogen/ fuel cell                                 | 190               | 177                  | 2.2        | 68          |
| Share of the car pool, fleet                                                     |   |                                                     |                   |                      |            |             |
| 3552                                                                             | 1 | (Almost) the entire car pool, fleet                 | 520               | 537                  | 6.8        | 205         |
| 3553                                                                             | 1 | About half or more                                  | 1'727             | 1'708                | 21.6       | 651         |
| Will be taken into consideration                                                 |   |                                                     |                   |                      |            |             |
| 3630                                                                             | 1 | Total                                               | 5'466             | 5'226                | 66.2       | 1'994       |
| 3626                                                                             | 1 | Electric drive                                      | 4'931             | 4'621                | 58.5       | 1'763       |
| 3549                                                                             | 1 | Hybrid                                              | 4'307             | 3'989                | 50.5       | 1'522       |
| 3550                                                                             | 1 | Gas                                                 | 1'107             | 943                  | 11.9       | 360         |
| 3551                                                                             | 1 | Hydrogen/ fuel cell                                 | 1'078             | 962                  | 12.2       | 367         |

| Field(s) Code |   |                                                                                        | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|---------------|---|----------------------------------------------------------------------------------------|-------------------|----------------------|------------|-------------|
| 3554          | 1 | Infrastructure for e-mobility (e.g. charging stations, wall boxes)                     |                   |                      |            |             |
|               |   | Available                                                                              | 4'213             | 3'916                | 49.6       | 1'494       |
|               |   | General importance in the company                                                      |                   |                      |            |             |
|               |   | very important                                                                         |                   |                      |            |             |
| 3598          | 1 | Sustainability                                                                         | 4'018             | 3'883                | 49.1       | 1'481       |
| 3600          | 1 | Shortage of skilled workers, finding qualified staff                                   | 5'632             | 5'573                | 70.5       | 2'126       |
| 3601          | 1 | Employer branding (measures to present yourself as a particularly attractive employer) |                   |                      |            |             |
|               |   |                                                                                        | 3'334             | 3'151                | 39.9       | 1'202       |
| 3556          | 1 | Diversity                                                                              | 1'985             | 1'918                | 24.3       | 732         |
| 3557          | 1 | Social responsibility                                                                  | 3'900             | 3'843                | 48.6       | 1'466       |
|               |   | at least important                                                                     |                   |                      |            |             |
| 3599          | 1 | Sustainability                                                                         | 6'944             | 6'860                | 86.8       | 2'617       |
| 3602          | 1 | Shortage of skilled workers, finding qualified staff                                   | 7'349             | 7'285                | 92.2       | 2'780       |
| 3603          | 1 | Employer branding (measures to present yourself as a particularly attractive employer) |                   |                      |            |             |
|               |   |                                                                                        | 6'509             | 6'389                | 80.9       | 2'437       |
| 3559          | 1 | Diversity                                                                              | 4'740             | 4'667                | 59.1       | 1'781       |
| 3560          | 1 | Social responsibility                                                                  | 7'231             | 7'165                | 90.7       | 2'734       |
|               |   | Future technologies                                                                    |                   |                      |            |             |
|               |   | Invested within the last 2 years                                                       |                   |                      |            |             |
| 3590          | 1 | Total                                                                                  | 6'484             | 6'188                | 78.3       | 2'361       |
| 3591          | 1 | Digital transformation                                                                 | 4'307             | 3'997                | 50.6       | 1'525       |
| 3592          | 1 | Robotics in production, service, research etc.                                         | 1'754             | 1'425                | 18.0       | 544         |
| 3593          | 1 | Data & Analytics/ Big Data                                                             | 2'639             | 2'321                | 29.4       | 886         |
| 3594          | 1 | Artificial intelligence/ machine learning                                              | 2'470             | 2'154                | 27.3       | 822         |
| 3595          | 1 | Collaboration tools for new ways of working                                            | 1'631             | 1'432                | 18.1       | 547         |
| 3596          | 1 | Blockchain-technology                                                                  | 593               | 486                  | 6.2        | 186         |
| 3597          | 1 | Establishment of mobile/ home office workstations                                      | 3'774             | 3'653                | 46.2       | 1'394       |
| 3604          | 1 | Cyber security                                                                         | 4'622             | 4'423                | 56.0       | 1'687       |
|               |   | Investments planned within next 2 years                                                |                   |                      |            |             |
| 3561          | 1 | Total                                                                                  | 6'120             | 5'822                | 73.7       | 2'221       |
| 3562          | 1 | Digital transformation                                                                 | 3'404             | 3'171                | 40.1       | 1'210       |
| 3563          | 1 | Robotics in production, service, research etc.                                         | 1'656             | 1'368                | 17.3       | 522         |
| 3564          | 1 | Data & Analytics/ Big Data                                                             | 2'011             | 1'790                | 22.7       | 683         |
| 3565          | 1 | Artificial intelligence/ machine learning                                              | 3'440             | 3'045                | 38.5       | 1'162       |
| 3566          | 1 | Collaboration tools for new ways of working                                            | 1'429             | 1'257                | 15.9       | 479         |
| 3567          | 1 | Blockchain-technology                                                                  | 620               | 529                  | 6.7        | 202         |
| 3568          | 1 | Establishment of mobile/ home office workstations                                      | 2'180             | 2'180                | 27.6       | 832         |
| 3605          | 1 | Cyber security                                                                         | 4'603             | 4'368                | 55.3       | 1'666       |
|               |   | Areas of application for AI in business                                                |                   |                      |            |             |
| 3606          | 1 | Total use of AI                                                                        | 4'595             | 4'127                | 52.2       | 1'575       |
| 3607          | 1 | Automation of business processes                                                       | 2'818             | 2'378                | 30.1       | 907         |
| 3608          | 1 | Personalisation of services                                                            | 1'738             | 1'476                | 18.7       | 563         |
| 3609          | 1 | Prediction and analysis                                                                | 1'858             | 1'636                | 20.7       | 624         |
| 3610          | 1 | Speech recognition and processing                                                      | 1'904             | 1'723                | 21.8       | 657         |
| 3611          | 1 | Other areas of application                                                             | 1'998             | 1'722                | 21.8       | 657         |

**3.6. Business trips****BUSINESS TRAVELLERS**

(Field 1757)

**BOOKING CLASSES**

(Field 1816, 1818)

**DESTINATIONS WITHIN THE LAST 12 MONTHS**

(Field 1758 - 1763, code 1)

**PREFERRED HOTEL CATEGORY ON BUSINESS TRIPS**

(Field 1850 - 1854, code 1)

**MEANS OF TRANSPORTATION WITHIN THE LAST 12 MONTHS**

(Field 1766 - 1775, code 1)

**JOB-RELATED ACTIVITIES**

(Field 1880, 1882, 1883, code 1 or code 1, 2)

**FLIGHTS**

(Field 1808)

| Field(s)                                          | Code |                                                                  | Cases<br>un-<br>weighted | Decision-maker |          | Proj.<br>thou. |
|---------------------------------------------------|------|------------------------------------------------------------------|--------------------------|----------------|----------|----------------|
|                                                   |      |                                                                  |                          | Cases          | %        |                |
|                                                   |      |                                                                  |                          |                | weighted |                |
| <b>Business trips</b>                             |      |                                                                  |                          |                |          |                |
| Business travellers                               |      |                                                                  |                          |                |          |                |
| 3631                                              | 1    | Total                                                            | 6'364                    | 6'247          | 79.1     | 2'383          |
| 3632                                              | 1    | At least once a month                                            | 2'722                    | 2'559          | 32.4     | 976            |
| 3634                                              | 1    | At least several times a year                                    | 5'264                    | 5'046          | 63.9     | 1'925          |
| 3635                                              | 1    | At least once a year                                             | 5'635                    | 5'466          | 69.2     | 2'085          |
| Destinations within the last 12 months            |      |                                                                  |                          |                |          |                |
| 3636                                              | 1    | Germany                                                          | 6'051                    | 5'936          | 75.1     | 2'265          |
| 3637                                              | 1    | Western Europe                                                   | 1'517                    | 1'373          | 17.4     | 524            |
| 3638                                              | 1    | Eastern Europe                                                   | 661                      | 565            | 7.2      | 216            |
| 3639                                              | 1    | America                                                          | 307                      | 273            | 3.5      | 104            |
| 3640                                              | 1    | Asia                                                             | 260                      | 227            | 2.9      | 87             |
| 3641                                              | 1    | Other countries                                                  | 108                      | 102            | 1.3      | 39             |
| Means of transportation within the last 12 months |      |                                                                  |                          |                |          |                |
| 3642                                              | 1    | Total                                                            | 6'154                    | 6'040          | 76.5     | 2'304          |
| 3643                                              | 1    | Private car                                                      | 1'718                    | 1'741          | 22.0     | 664            |
| 3644                                              | 1    | Business/ official car                                           | 4'502                    | 4'309          | 54.5     | 1'644          |
| 3645                                              | 1    | Hired car                                                        | 634                      | 568            | 7.2      | 217            |
| 3650                                              | 1    | Car subscription                                                 | 20                       | 20             | 0.2      | 7              |
| 3646                                              | 1    | Car sharing                                                      | 90                       | 94             | 1.2      | 36             |
| 3647                                              | 1    | Aeroplane                                                        | 1'591                    | 1'430          | 18.1     | 546            |
| 3648                                              | 1    | Rail                                                             | 2'700                    | 2'555          | 32.3     | 975            |
| 3649                                              | 1    | Other means of transportation                                    | 216                      | 232            | 2.9      | 89             |
| Flights - Frequency                               |      |                                                                  |                          |                |          |                |
| 3651                                              | 1    | Total                                                            | 1'588                    | 1'428          | 18.1     | 545            |
| 3652                                              | 1    | At least once a month                                            | 213                      | 182            | 2.3      | 69             |
| 3653                                              | 1    | At least several times a year                                    | 1'076                    | 942            | 11.9     | 360            |
| Booking classes - International flights           |      |                                                                  |                          |                |          |                |
| 3661                                              | 1    | Total                                                            | 1'172                    | 1'048          | 13.3     | 400            |
| 3662                                              | 1    | First Class/ Business Class                                      | 602                      | 504            | 6.4      | 192            |
| 3663                                              | 1    | Economy/ Tourist Class                                           | 809                      | 755            | 9.6      | 288            |
| Preferred hotel category on business trips        |      |                                                                  |                          |                |          |                |
| 3666                                              | 1    | Hotels of highest price range (5 star)                           | 637                      | 592            | 7.5      | 226            |
| 3667                                              | 1    | Hotels of higher price range (4 star)                            | 2'922                    | 2'753          | 34.8     | 1'050          |
| 3668                                              | 1    | Hotels of upper and medium price range (3 star)                  | 3'246                    | 3'093          | 39.1     | 1'180          |
| 3669                                              | 1    | Hotels of lower price range, private hotels (1 - 2 star), others | 473                      | 516            | 6.5      | 197            |
| Job-related activities                            |      |                                                                  |                          |                |          |                |
| Several times a year                              |      |                                                                  |                          |                |          |                |
| 3670                                              | 1    | Visiting trade fairs (whether in person or virtually)            | 2'429                    | 2'395          | 30.3     | 914            |
| 3674                                              | 1    | Visiting trade conferences/ seminars in person                   | 2'796                    | 2'692          | 34.1     | 1'027          |
| 3675                                              | 1    | Virtual participation in trade conferences/ seminars/ webinars   | 3'498                    | 3'383          | 42.8     | 1'291          |
| At least once a year                              |      |                                                                  |                          |                |          |                |
| 3672                                              | 1    | Visiting trade fairs (whether in person or virtually)            | 4'651                    | 4'620          | 58.5     | 1'762          |
| 3676                                              | 1    | Visiting trade conferences/ seminars in person                   | 4'664                    | 4'524          | 57.3     | 1'726          |
| 3677                                              | 1    | Virtual participation in trade conferences/ seminars/ webinars   | 4'538                    | 4'393          | 55.6     | 1'676          |

**3.7 Investment/ private consumption/ economic development****INTEREST IN INVESTMENTS**

(Field 1896 - 1906)

Very interested

(Code 1)

At least interested

(Code 1. 2)

**ECONOMIC DEVELOPMENT WITHIN THE NEXT 12 MONTHS**

General

(Field 1215)

Own company

(Field 1216)

**SELF-CHARACTERISATION**

(Field 1944 - 1948)

Definitely

(Code 1)

Definitely/ largely

(Code 1, 2)

**CONTACTS TO POLICY MAKERS AT NATIONAL AND REGIONAL LEVEL**

(Field 1217, Code 1)

**WILLINGNESS TO SPEND MUCH MONEY FOR LUXURY GOODS**

(Field 1951 - 1966)

| Field(s) Code                                          |   |                                                                                         | Cases un-weighted | Decision-maker |            | Proj. thou. |
|--------------------------------------------------------|---|-----------------------------------------------------------------------------------------|-------------------|----------------|------------|-------------|
|                                                        |   |                                                                                         |                   |                | % weighted |             |
| Investments/ private consumption/ economic development |   |                                                                                         |                   |                |            |             |
| Interest in investments                                |   |                                                                                         |                   |                |            |             |
| Very interested                                        |   |                                                                                         |                   |                |            |             |
| 3701                                                   | 1 | Shares, Derivatives, certificates, options, hedge fund shares                           | 2'149             | 1'946          | 24.6       | 742         |
| 3702                                                   | 1 | Shares in funds (investment/ equity/ index/ real estate/ closed-end funds)              | 2'377             | 2'133          | 27.0       | 814         |
| 3703                                                   | 1 | Fixed-interest investment bonds (e.g. government bonds, corporate bonds, bonds)         | 1'210             | 1'009          | 12.8       | 385         |
| 3704                                                   | 1 | Time deposit, cash account                                                              | 1'591             | 1'475          | 18.7       | 563         |
| 3705                                                   | 1 | Building savings contract                                                               | 608               | 589            | 7.5        | 225         |
| 3706                                                   | 1 | So called "green funds" (ecological and ethical inoffensive type of investment)         | 977               | 887            | 11.2       | 339         |
| 3707                                                   | 1 | Real estate                                                                             | 2'495             | 2'457          | 31.1       | 937         |
| 3708                                                   | 1 | Life insurance                                                                          | 968               | 831            | 10.5       | 317         |
| 3709                                                   | 1 | Private pension insurance                                                               | 1'549             | 1'490          | 18.9       | 569         |
| 3710                                                   | 1 | Gold, silver, platinum (coin, bullion)                                                  | 971               | 930            | 11.8       | 355         |
| 3721                                                   | 1 | Cryptocurrencies (e.g. Bitcoin)                                                         | 501               | 428            | 5.4        | 163         |
| At least interested                                    |   |                                                                                         |                   |                |            |             |
| 3711                                                   | 1 | Shares, Derivatives, certificates, options, hedge fund shares                           | 4'508             | 4'282          | 54.2       | 1'634       |
| 3712                                                   | 1 | Shares in funds (investment/ equity/ index/ real estate/ closed-end funds)              | 5'037             | 4'801          | 60.8       | 1'832       |
| 3713                                                   | 1 | Fixed-interest investment bonds (e.g. government bonds, corporate bonds, bonds)         | 3'567             | 3'267          | 41.4       | 1'247       |
| 3714                                                   | 1 | Time deposit, cash account                                                              | 4'731             | 4'574          | 57.9       | 1'745       |
| 3715                                                   | 1 | Building savings contract                                                               | 2'243             | 2'323          | 29.4       | 886         |
| 3716                                                   | 1 | So called "green funds" (ecological and ethical inoffensive type of investment)         | 3'192             | 3'030          | 38.4       | 1'156       |
| 3717                                                   | 1 | Real estate                                                                             | 5'546             | 5'547          | 70.2       | 2'116       |
| 3718                                                   | 1 | Life insurance                                                                          | 2'817             | 2'742          | 34.7       | 1'046       |
| 3719                                                   | 1 | Private pension insurance                                                               | 4'004             | 4'054          | 51.3       | 1'547       |
| 3720                                                   | 1 | Gold, silver, platinum (coin, bullion)                                                  | 2'916             | 2'826          | 35.8       | 1'078       |
| 3722                                                   | 1 | Cryptocurrencies (e.g. Bitcoin)                                                         | 1'458             | 1'300          | 16.5       | 496         |
| Self-characterisation                                  |   |                                                                                         |                   |                |            |             |
| Definitely                                             |   |                                                                                         |                   |                |            |             |
| 3753                                                   | 1 | I like an unremarkable, discret style with luxurious things                             | 3'091             | 3'132          | 39.6       | 1'195       |
| 3754                                                   | 1 | I like, if things can be recognized as precious and high-quality                        | 1'389             | 1'361          | 17.2       | 519         |
| 3755                                                   | 1 | I set great store by quality, I am very demanding                                       | 2'706             | 2'759          | 34.9       | 1'053       |
| 3757                                                   | 1 | I am fascinated by luxury brands and sometimes, if possible, I indulge in such products | 749               | 697            | 8.8        | 266         |
| Definitely/ largely                                    |   |                                                                                         |                   |                |            |             |
| 3759                                                   | 1 | I like an unremarkable, discret style with luxurious things                             | 6'088             | 6'213          | 78.6       | 2'370       |
| 3760                                                   | 1 | I like, if things can be recognized as precious and high-quality                        | 3'529             | 3'501          | 44.3       | 1'336       |
| 3761                                                   | 1 | I set great store by quality, I am very demanding                                       | 6'602             | 6'490          | 82.2       | 2'476       |
| 3763                                                   | 1 | I am fascinated by luxury brands and sometimes, if possible, I indulge in such products | 2'640             | 2'515          | 31.8       | 960         |

| Field(s)                                                 |   | Code                                       |  | Cases un-weighted | Decision-maker |            | Proj. thou. |
|----------------------------------------------------------|---|--------------------------------------------|--|-------------------|----------------|------------|-------------|
|                                                          |   |                                            |  |                   | Cases          | % weighted |             |
| Willingness to spend much money for luxury goods         |   |                                            |  |                   |                |            |             |
| 3764                                                     | 1 | Total                                      |  | 6'769             | 6'753          | 85.5       | 2'576       |
| 3765                                                     | 1 | Fashion, clothes                           |  | 2'373             | 2'342          | 29.7       | 894         |
| 3766                                                     | 1 | Shoes                                      |  | 2'091             | 2'007          | 25.4       | 766         |
| 3767                                                     | 1 | Wrist watches                              |  | 1'531             | 1'440          | 18.2       | 549         |
| 3768                                                     | 1 | Cosmetics, fragrances                      |  | 1'331             | 1'246          | 15.8       | 475         |
| 3769                                                     | 1 | TVs, video recorder                        |  | 1'278             | 1'285          | 16.3       | 490         |
| 3770                                                     | 1 | Smartphones/ tablets                       |  | 1'987             | 1'959          | 24.8       | 747         |
| 3771                                                     | 1 | Camera, camcorder, equipment               |  | 846               | 828            | 10.5       | 316         |
| 3772                                                     | 1 | Alcoholic drinks like wine, whisky, cognac |  | 1'325             | 1'296          | 16.4       | 495         |
| 3778                                                     | 1 | High quality food/ delicatessen            |  | 2'813             | 2'847          | 36.0       | 1'086       |
| 3773                                                     | 1 | Furniture, furnishing                      |  | 2'220             | 2'159          | 27.3       | 824         |
| 3774                                                     | 1 | Cars                                       |  | 2'038             | 2'106          | 26.7       | 803         |
| 3775                                                     | 1 | Travelling                                 |  | 3'768             | 3'728          | 47.2       | 1'422       |
| 3776                                                     | 1 | Cruises                                    |  | 951               | 924            | 11.7       | 352         |
| 3777                                                     | 1 | Exclusive hotels                           |  | 1'069             | 1'103          | 14.0       | 421         |
| Economic development within the next 12 months           |   |                                            |  |                   |                |            |             |
| General                                                  |   |                                            |  |                   |                |            |             |
| 3780                                                     | 1 | Better                                     |  | 1'492             | 1'444          | 18.3       | 551         |
| 3781                                                     | 1 | Worse                                      |  | 3'108             | 3'285          | 41.6       | 1'253       |
| 3782                                                     | 1 | Unchanged                                  |  | 3'210             | 3'097          | 39.2       | 1'182       |
| Own company (without civil servants)                     |   |                                            |  |                   |                |            |             |
| 3783                                                     | 1 | Better                                     |  | 2'234             | 2'234          | 28.3       | 852         |
| 3784                                                     | 1 | Worse                                      |  | 1'275             | 1'322          | 16.7       | 504         |
| 3785                                                     | 1 | Unchanged                                  |  | 3'671             | 3'656          | 46.3       | 1'395       |
| Contacts to policy makers at national and regional level |   |                                            |  |                   |                |            |             |
| 3799                                                     | 1 | Yes                                        |  | 1'930             | 1'970          | 24.9       | 752         |

**3.8 Supplemental use of media**

## READING LONGER TEXTS

(Field 1232, code 1 - 4)

## IMPORTANT SOURCES OF PROFESSIONAL INFORMATION

(Field 1645 - 1657, 1679, code 1)

## PODCAST LISTENING TIMES

(Field 1442, Code 1 - 7)

## PODCAST TOPICS

(Field 1443 - 1452)

## INTEREST IN EDITORIAL TOPICS

(Field 1219 - 1222, 1224, 1225, 1229, 1230, 1233 - 1235 ,  
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 |            | Proj. thou. |
|-----------------------------------------------|---|---------------------------------------------------------------|-------------------|----------------|------------|-------------|
|                                               |   |                                                               |                   |                | % weighted |             |
| Supplemental use of media                     |   |                                                               |                   |                |            |             |
| Reading longer texts                          |   |                                                               |                   |                |            |             |
| 3801                                          | 1 | Rather on paper                                               | 3'821             | 3'714          | 47.0       | 1'417       |
| 3802                                          | 1 | Rather on screen                                              | 956               | 1'029          | 13.0       | 393         |
| 3803                                          | 1 | Nothing to choose                                             | 3'116             | 3'151          | 39.9       | 1'202       |
| Important sources of professional information |   |                                                               |                   |                |            |             |
| 3804                                          | 1 | Political and business magazines/ newspapers                  | 3'137             | 3'080          | 39.0       | 1'175       |
| 3805                                          | 1 | Supra-regional daily and weekly newspapers                    | 3'056             | 2'998          | 38.0       | 1'144       |
| 3806                                          | 1 | Industry-specific trade journals and media                    | 5'585             | 5'513          | 69.8       | 2'103       |
| 3807                                          | 1 | Internet pages of magazines and newspapers                    | 2'714             | 2'694          | 34.1       | 1'028       |
| 3838                                          | 1 | Internet pages of news channels                               | 1'775             | 1'762          | 22.3       | 672         |
| 3808                                          | 1 | Internet pages of manufacturers, dealers or service providers | 3'645             | 3'701          | 46.9       | 1'412       |
| 3809                                          | 1 | Newsletters of magazines and newspapers                       | 1'065             | 1'076          | 13.6       | 411         |
| 3810                                          | 1 | Social networks                                               | 2'486             | 2'701          | 34.2       | 1'031       |
| 3822                                          | 1 | Podcast                                                       | 675               | 700            | 8.9        | 267         |
| 3811                                          | 1 | Television (e.g. business and news programmes)                | 1'793             | 1'800          | 22.8       | 687         |
| 3823                                          | 1 | Info screens (e.g. at airports, in hotels, at train stations) | 431               | 431            | 5.4        | 164         |
| 3820                                          | 1 | AI (e.g. ChatGPT)                                             | 1'977             | 1'909          | 24.2       | 728         |
| Podcasts                                      |   |                                                               |                   |                |            |             |
| Listening time per week                       |   |                                                               |                   |                |            |             |
| 3839                                          | 1 | Total podcast listeners                                       | 3'588             | 3'542          | 44.8       | 1'351       |
| 3840                                          | 1 | More than 3 hours                                             | 416               | 431            | 5.5        | 164         |
| 3841                                          | 1 | 2 hours or more                                               | 852               | 845            | 10.7       | 323         |
| 3842                                          | 1 | 1 hour or more                                                | 1'635             | 1'594          | 20.2       | 608         |
| 3843                                          | 1 | 30 minutes or more                                            | 2'565             | 2'538          | 32.1       | 968         |
| Podcast topics                                |   |                                                               |                   |                |            |             |
| 3854                                          | 1 | News and politics                                             | 1'809             | 1'801          | 22.8       | 687         |
| 3855                                          | 1 | Economy                                                       | 1'169             | 1'129          | 14.3       | 431         |
| 3856                                          | 1 | Society and culture                                           | 1'367             | 1'391          | 17.6       | 531         |
| 3857                                          | 1 | Science and technology                                        | 1'190             | 1'121          | 14.2       | 427         |
| 3858                                          | 1 | History                                                       | 750               | 763            | 9.7        | 291         |
| 3859                                          | 1 | True Crime                                                    | 592               | 623            | 7.9        | 238         |
| 3860                                          | 1 | Sports                                                        | 884               | 943            | 11.9       | 360         |
| 3861                                          | 1 | Education                                                     | 702               | 693            | 8.8        | 264         |
| 3862                                          | 1 | Health                                                        | 927               | 1'043          | 13.2       | 398         |
| 3863                                          | 1 | Other topics                                                  | 817               | 880            | 11.1       | 336         |

| Field(s) Code                                      |   |                                              | Cases un-weighted | Decision-maker |            | Proj. thou. |
|----------------------------------------------------|---|----------------------------------------------|-------------------|----------------|------------|-------------|
|                                                    |   |                                              |                   | Cases          | % weighted |             |
| Interest in editorial topics                       |   |                                              |                   |                |            |             |
| Very interested                                    |   |                                              |                   |                |            |             |
| 3812                                               | 1 | Politics                                     | 3'434             | 3'374          | 42.7       | 1'287       |
| 3813                                               | 1 | Economy                                      | 3'573             | 3'417          | 43.3       | 1'304       |
| 3814                                               | 1 | Financial and capital markets                | 2'325             | 2'144          | 27.1       | 818         |
| 3815                                               | 1 | Jobs and careers                             | 3'102             | 2'993          | 37.9       | 1'142       |
| 3816                                               | 1 | Sports                                       | 2'575             | 2'651          | 33.6       | 1'011       |
| 3817                                               | 1 | Local reporting                              | 3'409             | 3'436          | 43.5       | 1'311       |
| 3824                                               | 1 | Mobility, traffic                            | 1'882             | 1'820          | 23.0       | 694         |
| 3818                                               | 1 | Science, research, innovative technologies   | 3'324             | 3'062          | 38.8       | 1'168       |
| 3819                                               | 1 | Nature, climate, environment, sustainability | 3'017             | 3'023          | 38.3       | 1'153       |
| 3825                                               | 1 | Travel                                       | 2'853             | 2'748          | 34.8       | 1'049       |
| 3821                                               | 1 | Culture/ feuilleton                          | 1'448             | 1'413          | 17.9       | 539         |
| At least interested                                |   |                                              |                   |                |            |             |
| 3828                                               | 1 | Politics                                     | 6'902             | 6'803          | 86.1       | 2'595       |
| 3829                                               | 1 | Economy                                      | 7'109             | 7'042          | 89.1       | 2'686       |
| 3830                                               | 1 | Financial and capital markets                | 5'886             | 5'677          | 71.9       | 2'166       |
| 3831                                               | 1 | Jobs and careers                             | 6'252             | 6'231          | 78.9       | 2'377       |
| 3832                                               | 1 | Sports                                       | 5'569             | 5'533          | 70.0       | 2'111       |
| 3833                                               | 1 | Local reporting                              | 6'795             | 6'813          | 86.2       | 2'599       |
| 3826                                               | 1 | Mobility, traffic                            | 5'880             | 5'724          | 72.5       | 2'184       |
| 3834                                               | 1 | Science, research, innovative technologies   | 7'017             | 6'793          | 86.0       | 2'592       |
| 3835                                               | 1 | Nature, climate, environment, sustainability | 7'036             | 6'951          | 88.0       | 2'652       |
| 3827                                               | 1 | Travel                                       | 6'490             | 6'344          | 80.3       | 2'420       |
| 3837                                               | 1 | Culture/ feuilleton                          | 5'050             | 4'903          | 62.1       | 1'870       |
| Chamber of commerce magazines                      |   |                                              |                   |                |            |             |
| 3844                                               | 1 | Already read or browsed                      | 3'298             | 3'175          | 40.2       | 1'211       |
| Frequency of reading Chamber of commerce magazines |   |                                              |                   |                |            |             |
| 3845                                               | 1 | Every/ almost every issue                    | 1'154             | 1'108          | 14.0       | 423         |
| 3846                                               | 1 | At least every 2nd issue                     | 2'055             | 1'950          | 24.7       | 744         |
| 3847                                               | 1 | Aat least every 4th issue                    | 2'720             | 2'581          | 32.7       | 985         |
| 3848                                               | 1 | At least infrequent                          | 3'284             | 3'166          | 40.1       | 1'208       |
| Internet usage by client                           |   |                                              |                   |                |            |             |
| (within the last 3 months)                         |   |                                              |                   |                |            |             |
| 3849                                               | 1 | Users total                                  | 7'900             | 7'900          | 100.0      | 3'014       |
| 3850                                               | 1 | Desktop PC                                   | 6'606             | 6'550          | 82.9       | 2'499       |
| 3851                                               | 1 | Notebook/ Laptop                             | 7'370             | 7'278          | 92.1       | 2'777       |
| 3852                                               | 1 | Tablet                                       | 6'346             | 6'222          | 78.8       | 2'374       |
| 3853                                               | 1 | Smartphone                                   | 7'832             | 7'823          | 99.0       | 2'985       |

### **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/app per month, more on this in chapter 1.7.4 (method).

| Field(s) Code                                               |                                                  | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|-------------------------------------------------------------|--------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
| Magazines/ Newspapers - Probabilities                       |                                                  |                          |                         |               |                |
| Monthly magazines                                           |                                                  |                          |                         |               |                |
| 4104-4106                                                   | Capital                                          | 707                      | 614                     | 7.8           | 234            |
| 4116-4118                                                   | Handwerk Magazin                                 | 509                      | 494                     | 6.3           | 189            |
| 4122-4124                                                   | Manager Magazin                                  | 886                      | 712                     | 9.0           | 272            |
| 4125-4127                                                   | Markt und Mittelstand                            | 606                      | 508                     | 6.4           | 194            |
| Fortnightly magazines/ newspapers                           |                                                  |                          |                         |               |                |
| 4119-4121                                                   | c't Magazin                                      | 449                      | 404                     | 5.1           | 154            |
| 4149-4151                                                   | VDI Nachrichten                                  | 670                      | 544                     | 6.9           | 208            |
| Weekly magazines                                            |                                                  |                          |                         |               |                |
| 4131-4133                                                   | Focus                                            | 1'129                    | 1'091                   | 13.8          | 416            |
| 4134-4136                                                   | Focus Money                                      | 423                      | 395                     | 5.0           | 151            |
| 4137-4139                                                   | Der Spiegel                                      | 1'989                    | 1'878                   | 23.8          | 717            |
| 4140-4142                                                   | Stern                                            | 958                      | 964                     | 12.2          | 368            |
| 4143-4145                                                   | Wirtschaftswoche                                 | 867                      | 743                     | 9.4           | 283            |
| Weekly newspapers                                           |                                                  |                          |                         |               |                |
| 4146-4148                                                   | Frankfurter Allgemeine Sonntagszeitung           | 463                      | 434                     | 5.5           | 166            |
| 4152-4154                                                   | Welt am Sonntag (WamS/ WamS Kompakt)             | 548                      | 501                     | 6.3           | 191            |
| 4155-4157                                                   | Die Zeit                                         | 790                      | 771                     | 9.8           | 294            |
| Daily newspapers                                            |                                                  |                          |                         |               |                |
| 4170-4172                                                   | Frankfurter Allgemeine Zeitung                   | 710                      | 638                     | 8.1           | 243            |
| 4167-4169                                                   | Handelsblatt                                     | 939                      | 802                     | 10.2          | 306            |
| 4173-4175                                                   | Süddeutsche Zeitung                              | 1'010                    | 895                     | 11.3          | 341            |
| 4179-4181                                                   | Tagesspiegel (Tagesspiegel/ PNN)                 | 312                      | 259                     | 3.3           | 99             |
| 4176-4178                                                   | Die Welt                                         | 549                      | 494                     | 6.3           | 189            |
| Combinations                                                |                                                  |                          |                         |               |                |
| 4185-4187                                                   | Focus-Blue-Chip-Kombi (Focus/ Focus Money)       | 1'396                    | 1'335                   | 16.9          | 509            |
| 4197-4199                                                   | Kluge Köpfe Kombi (F.A.Z./ F.A.S.)               | 1'013                    | 925                     | 11.7          | 353            |
| 4188-4190                                                   | Republic workday (F.A.Z./ SZ)                    | 1'620                    | 1'448                   | 18.3          | 552            |
| 4191-4193                                                   | Republic weekend (F.A.Z./ F.A.S./ SZ)            | 1'866                    | 1'688                   | 21.4          | 644            |
| 4203-4205                                                   | Welt Print Gesamt (Die Welt/ WamS/ WamS Kompakt) | 961                      | 876                     | 11.1          | 334            |
| Digital services (Online + App) - Usage within last 4 weeks |                                                  |                          |                         |               |                |
| 4904-4906                                                   | Capital: capital.de                              | 524                      | 496                     | 6.3           | 189            |
| 4913-4915                                                   | heise.de + App(s)                                | 985                      | 934                     | 11.8          | 357            |
| 4916-4918                                                   | F.A.Z.: faz.net + App(s)                         | 2'006                    | 1'976                   | 25.0          | 754            |
| 4919-4921                                                   | Focus: focus.de + App(s)                         | 2'379                    | 2'464                   | 31.2          | 940            |
| 4922-4924                                                   | Handelsblatt: handelsblatt.com + App(s)          | 1'933                    | 1'850                   | 23.4          | 706            |
| 4925-4927                                                   | Handwerk Magazin: handwerk-magazin.de            | 381                      | 387                     | 4.9           | 148            |
| 4931-4933                                                   | Manager Magazin: manager-magazin.de + App(s)     | 935                      | 855                     | 10.8          | 326            |
| 4934-4936                                                   | Markt und Mittelstand: marktundmittelstand.de    | 477                      | 465                     | 5.9           | 177            |
| 4937-4939                                                   | Der Spiegel: spiegel.de + App(s)                 | 3'119                    | 3'135                   | 39.7          | 1'196          |
| 4940-4942                                                   | Stern: stern.de + App(s)                         | 1'568                    | 1'702                   | 21.5          | 649            |
| 4943-4945                                                   | Süddeutsche Zeitung: süddeutsche.de + App(s)     | 2'145                    | 2'121                   | 26.8          | 809            |
| 4928-4930                                                   | Tagesspiegel: tagesspiegel.de + App(s)           | 885                      | 863                     | 10.9          | 329            |
| 4946-4948                                                   | VDI Nachrichten: ingenieur.de + App(s)           | 718                      | 649                     | 8.2           | 248            |
| 4949-4951                                                   | Welt: welt.de + App(s)                           | 2'059                    | 2'124                   | 26.9          | 810            |
| 4952-4954                                                   | Wirtschaftswoche: wirtschaftswoche.de + App(s)   | 1'413                    | 1'358                   | 17.2          | 518            |
| 4955-4957                                                   | Die Zeit: zeit.de + App(s)                       | 1'776                    | 1'809                   | 22.9          | 690            |

| Field(s) Code                                                          |                                                         | Cases<br>un-<br>weighted | Decision-maker |          | Proj.<br>thou. |
|------------------------------------------------------------------------|---------------------------------------------------------|--------------------------|----------------|----------|----------------|
|                                                                        |                                                         |                          | Cases          | %        |                |
|                                                                        |                                                         |                          |                | weighted |                |
| Digital services (Online + App) - Usage within last week               |                                                         |                          |                |          |                |
| 4961-4963                                                              | Capital: capital.de                                     | 369                      | 348            | 4.4      | 133            |
| 4970-4972                                                              | heise.de + App(s)                                       | 804                      | 755            | 9.6      | 288            |
| 4973-4975                                                              | F.A.Z.: faz.net + App(s)                                | 1'758                    | 1'720          | 21.8     | 656            |
| 4976-4978                                                              | Focus: focus.de + App(s)                                | 2'081                    | 2'140          | 27.1     | 816            |
| 4979-4981                                                              | Handelsblatt: handelsblatt.com + App(s)                 | 1'694                    | 1'610          | 20.4     | 614            |
| 4982-4984                                                              | Handwerk Magazin: handwerk-magazin.de                   | 300                      | 306            | 3.9      | 117            |
| 4988-4990                                                              | Manager Magazin: manager-magazin.de + App(s)            | 730                      | 656            | 8.3      | 250            |
| 4991-4993                                                              | Markt und Mittelstand: marktundmittelstand.de           | 373                      | 368            | 4.7      | 140            |
| 4994-4996                                                              | Der Spiegel: spiegel.de + App(s)                        | 2'870                    | 2'871          | 36.3     | 1'095          |
| 4997-4999                                                              | Stern: stern.de + App(s)                                | 1'338                    | 1'456          | 18.4     | 556            |
| 5000-5002                                                              | Süddeutsche Zeitung: süddeutsche.de + App(s)            | 1'903                    | 1'879          | 23.8     | 717            |
| 4985-4987                                                              | Tagesspiegel: tagesspiegel.de + App(s)                  | 746                      | 719            | 9.1      | 274            |
| 5003-5005                                                              | VDI Nachrichten: ingenieur.de + App(s)                  | 595                      | 525            | 6.6      | 200            |
| 5006-5008                                                              | Welt: welt.de + App(s)                                  | 1'838                    | 1'878          | 23.8     | 716            |
| 5009-5011                                                              | Wirtschaftswoche: wirtschaftswoche.de + App(s)          | 1'151                    | 1'085          | 13.7     | 414            |
| 5012-5014                                                              | Die Zeit: zeit.de + App(s)                              | 1'531                    | 1'557          | 19.7     | 594            |
| Crossmedia-Probabilities per Month (Print + Online + (if present) App) |                                                         |                          |                |          |                |
| 5204-5206                                                              | Capital + capital.de                                    | 1'132                    | 1'019          | 12.9     | 389            |
| 5213-5215                                                              | c't Magazin + heise.de + App(s)                         | 1'331                    | 1'238          | 15.7     | 472            |
| 5216-5218                                                              | F.A.Z. + faz.net + App(s)                               | 2'817                    | 2'738          | 34.7     | 1'045          |
| 5219-5221                                                              | F.A.Z. + F.A.S. + faz.net + App(s)                      | 2'997                    | 2'913          | 36.9     | 1'111          |
| 5222-5224                                                              | Focus + focus.de + App(s)                               | 3'423                    | 3'477          | 44.0     | 1'326          |
| 5225-5227                                                              | Focus + Focus Money + focus.de + App(s)                 | 3'674                    | 3'699          | 46.8     | 1'411          |
| 5228-5230                                                              | Handelsblatt + handelsblatt.com + App(s)                | 2'890                    | 2'691          | 34.1     | 1'027          |
| 5231-5233                                                              | Handwerk Magazin + handwerk-magazin.de                  | 731                      | 709            | 9.0      | 271            |
| 5237-5239                                                              | Manager Magazin + manager-magazin.de + App(s)           | 1'565                    | 1'358          | 17.2     | 518            |
| 5240-5242                                                              | Markt und Mittelstand + marktundmittelstand.de          | 916                      | 808            | 10.2     | 308            |
| 5243-5245                                                              | Der Spiegel + spiegel.de + App(s)                       | 4'570                    | 4'504          | 57.0     | 1'718          |
| 5249-5251                                                              | Stern + stern.de + App(s)                               | 2'762                    | 2'852          | 36.1     | 1'088          |
| 5252-5254                                                              | Süddeutsche Zeitung + süddeutsche.de + App(s)           | 3'030                    | 2'910          | 36.8     | 1'110          |
| 5234-5236                                                              | Tagesspiegel + tagesspiegel.de + App(s)                 | 1'215                    | 1'164          | 14.7     | 444            |
| 5255-5257                                                              | VDI Nachrichten + ingenieur.de + App(s)                 | 1'196                    | 1'025          | 13.0     | 391            |
| 5258-5260                                                              | Die Welt + welt.de + App(s)                             | 2'706                    | 2'722          | 34.5     | 1'039          |
| 5261-5263                                                              | Welt Print Gesamt + welt.de + App(s)                    | 3'079                    | 3'056          | 38.7     | 1'166          |
| 5264-5266                                                              | Wirtschaftswoche + wirtschaftswoche.de + App(s)         | 2'349                    | 2'154          | 27.3     | 822            |
| 5267-5269                                                              | Die Zeit + zeit.de + App(s)                             | 2'499                    | 2'494          | 31.6     | 951            |
| <b>Total probabilities</b>                                             |                                                         |                          |                |          |                |
| 5080-5082                                                              | PZ total (probabilities)                                | 5'269                    | 4'960          | 62.8     | 1'892          |
| 5083-5085                                                              | TZ total (probabilities)                                | 2'817                    | 2'515          | 31.8     | 959            |
| 5086-5088                                                              | Print total (PZ, TZ) (probabilities)                    | 5'678                    | 5'343          | 67.6     | 2'039          |
| 5095-5097                                                              | Digital total (Online, App) (usage within last 4 weeks) | 5'749                    | 5'710          | 72.3     | 2'179          |

**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****3.10.5 Contact questionnaires: civil servants****3.10.6 Main questionnaire****3.10.7 Other summarized data****3.10.8 Additional exposure probabilities****3.10.9 Average PI digital services****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)

**'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<br>Cases %<br>weighted |       | Proj. thou. |
|---------------------|----|-------------------------------------------------|-------------------|---------------------------------------|-------|-------------|
| General/ demography |    |                                                 |                   |                                       |       |             |
| 1 - 5               |    | ID-number                                       |                   |                                       |       |             |
| 201 - 205           |    | WEIGHT (3 digits/ format x.xxx)                 |                   |                                       |       |             |
|                     |    | Projection factor: 3,014,000 / 7,900            |                   |                                       |       |             |
| 200                 | 1  | Decision-makers                                 | 7'900             | 7'900                                 | 100.0 | 3'014       |
|                     |    | Occupational groups (1)                         |                   |                                       |       |             |
| 211                 | 1  | Self-employed (at least 6 employees)            | 1'375             | 1'468                                 | 18.6  | 560         |
|                     | 2  | Independent professionals (at least 1 employee) | 1'020             | 1'182                                 | 15.0  | 451         |
|                     | 3  | Employees                                       | 4'851             | 4'624                                 | 58.5  | 1'764       |
|                     | 4  | Civil servants                                  | 654               | 626                                   | 7.9   | 239         |
|                     |    | Occupational groups (2)                         |                   |                                       |       |             |
| 212                 | 1  | Self-employed/ Independent professionals        | 2'395             | 2'650                                 | 33.5  | 1'011       |
|                     | 3  | Employees                                       | 4'851             | 4'624                                 | 58.5  | 1'764       |
|                     | 4  | Civil servants                                  | 654               | 626                                   | 7.9   | 239         |
| 221 - 223           |    | Area code (Eurozone as of 31.12.2024)           |                   |                                       |       |             |
|                     |    | Area code (3-digit)                             |                   |                                       |       |             |
|                     |    | Area                                            |                   |                                       |       |             |
| 226                 | 1  | Western federal states                          | 7'104             | 7'150                                 | 90.5  | 2'728       |
|                     | 2  | Eastern federal states                          | 796               | 750                                   | 9.5   | 286         |
|                     |    | Federal state                                   |                   |                                       |       |             |
| 227 - 228           | 1  | Schleswig-Holstein                              | 197               | 260                                   | 3.3   | 99          |
|                     | 2  | Hamburg                                         | 254               | 189                                   | 2.4   | 72          |
|                     | 3  | Lower Saxony                                    | 627               | 674                                   | 8.5   | 257         |
|                     | 4  | Bremen                                          | 81                | 74                                    | 0.9   | 28          |
|                     | 5  | North-Rhine Westphalia                          | 1'602             | 1'724                                 | 21.8  | 658         |
|                     | 6  | Hesse                                           | 663               | 693                                   | 8.8   | 264         |
|                     | 7  | Rhineland-Palatinate                            | 361               | 333                                   | 4.2   | 127         |
|                     | 8  | Baden-Wuerttemberg                              | 1'252             | 1'200                                 | 15.2  | 458         |
|                     | 9  | Bavaria                                         | 1'406             | 1'484                                 | 18.8  | 566         |
|                     | 10 | Saar                                            | 123               | 133                                   | 1.7   | 51          |
|                     | 11 | Berlin                                          | 538               | 386                                   | 4.9   | 147         |
|                     | 12 | Brandenburg                                     | 173               | 172                                   | 2.2   | 66          |
|                     | 13 | Mecklenburg-Western Pomerania                   | 99                | 111                                   | 1.4   | 42          |
|                     | 14 | Saxony                                          | 265               | 231                                   | 2.9   | 88          |
|                     | 15 | Saxony-Anhalt                                   | 121               | 115                                   | 1.5   | 44          |
|                     | 16 | Thuringia                                       | 138               | 121                                   | 1.5   | 46          |
|                     |    | Nielsen area                                    |                   |                                       |       |             |
| 229                 | 1  | Nielsen I                                       | 1'159             | 1'198                                 | 15.2  | 457         |
|                     | 2  | Nielsen II                                      | 1'602             | 1'724                                 | 21.8  | 658         |
|                     | 3  | Nielsen IIIa                                    | 1'147             | 1'159                                 | 14.7  | 442         |
|                     | 4  | Nielsen IIIb                                    | 1'252             | 1'200                                 | 15.2  | 458         |
|                     | 5  | Nielsen IV                                      | 1'406             | 1'484                                 | 18.8  | 566         |
|                     | 6  | Nielsen V                                       | 538               | 386                                   | 4.9   | 147         |
|                     | 7  | Nielsen VI                                      | 393               | 398                                   | 5.0   | 152         |
|                     | 8  | Nielsen VII                                     | 403               | 351                                   | 4.4   | 134         |
|                     |    | Town size, political                            |                   |                                       |       |             |
| 230                 | 1  | Up to 2,000 inhabitants                         | 160               | 201                                   | 2.5   | 77          |
|                     | 2  | 2,000 up to 5,000 inhabitants                   | 384               | 449                                   | 5.7   | 171         |
|                     | 3  | 5,000 up to 20,000 inhabitants                  | 1'675             | 1'814                                 | 23.0  | 692         |
|                     | 4  | 20,000 up to 50,000 inhabitants                 | 1'410             | 1'552                                 | 19.6  | 592         |
|                     | 5  | 50,000 up to 100,000 inhabitants                | 788               | 899                                   | 11.4  | 343         |
|                     | 6  | 100,000 up to 500,000 inhabitants               | 1'318             | 1'211                                 | 15.3  | 462         |
|                     | 7  | 500,000 inhabitants or more                     | 2'165             | 1'773                                 | 22.4  | 677         |

| Field(s) Code        |    |                                                 | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted |      | Proj.<br>thou. |
|----------------------|----|-------------------------------------------------|--------------------------|---------------------------------------|------|----------------|
| Town size, BIK       |    |                                                 |                          |                                       |      |                |
| 231                  | 1  | Up to 2,000 inhabitants                         | 48                       | 60                                    | 0.8  | 23             |
|                      | 2  | 2,000 up to 5,000 inhabitants                   | 107                      | 113                                   | 1.4  | 43             |
|                      | 3  | 5,000 up to 20,000 inhabitants                  | 472                      | 516                                   | 6.5  | 197            |
|                      | 4  | 20,000 up to 50,000 inhabitants                 | 770                      | 832                                   | 10.5 | 317            |
|                      | 5  | 50,000 up to 100,000 inhabitants                | 686                      | 755                                   | 9.6  | 288            |
|                      | 6  | 100,000 up to 500,000 inhabitants               | 2'140                    | 2'269                                 | 28.7 | 866            |
|                      | 7  | 500,000 inhabitants or more                     | 3'677                    | 3'355                                 | 42.5 | 1'280          |
| Sex                  |    |                                                 |                          |                                       |      |                |
| 240                  | 1  | Men                                             | 6'171                    | 6'105                                 | 77.3 | 2'329          |
|                      | 2  | Women                                           | 1'729                    | 1'795                                 | 22.7 | 685            |
| Age (numerical)      |    |                                                 |                          |                                       |      |                |
| Age groups           |    |                                                 |                          |                                       |      |                |
| 243                  | 1  | Up to 29 years                                  | 84                       | 213                                   | 2.7  | 81             |
|                      | 2  | 30 up to 39 years                               | 1'023                    | 1'463                                 | 18.5 | 558            |
|                      | 3  | 40 up to 49 years                               | 2'516                    | 2'219                                 | 28.1 | 847            |
|                      | 4  | 50 up to 59 years                               | 2'819                    | 2'681                                 | 33.9 | 1'023          |
|                      | 5  | 60 up to 64 years                               | 1'048                    | 932                                   | 11.8 | 355            |
|                      | 6  | 65 years and older                              | 410                      | 393                                   | 5.0  | 150            |
| Age groups (refined) |    |                                                 |                          |                                       |      |                |
| 244 - 245            | 1  | Up to 24 years                                  | 7                        | 21                                    | 0.3  | 8              |
|                      | 2  | 25 up to 29 years                               | 77                       | 191                                   | 2.4  | 73             |
|                      | 3  | 30 up to 34 years                               | 289                      | 428                                   | 5.4  | 163            |
|                      | 4  | 35 up to 39 years                               | 734                      | 1'035                                 | 13.1 | 395            |
|                      | 5  | 40 up to 44 years                               | 1'149                    | 1'019                                 | 12.9 | 389            |
|                      | 6  | 45 up to 49 years                               | 1'367                    | 1'200                                 | 15.2 | 458            |
|                      | 7  | 50 up to 54 years                               | 1'366                    | 1'317                                 | 16.7 | 502            |
|                      | 8  | 55 up to 59 years                               | 1'453                    | 1'364                                 | 17.3 | 520            |
|                      | 9  | 60 up to 64 years                               | 1'048                    | 932                                   | 11.8 | 355            |
|                      | 10 | 65 up to 69 years                               | 293                      | 288                                   | 3.6  | 110            |
|                      | 11 | 70 years and older                              | 117                      | 105                                   | 1.3  | 40             |
| School education     |    |                                                 |                          |                                       |      |                |
| 251                  | 1  | Elementary school                               | 106                      | 123                                   | 1.6  | 47             |
|                      | 2  | Secondary school without A-Levels               | 1'355                    | 1'687                                 | 21.4 | 644            |
|                      | 3  | Secondary school with A-Levels                  | 6'439                    | 6'090                                 | 77.1 | 2'324          |
| Vocational training  |    |                                                 |                          |                                       |      |                |
| 252                  | 1  | Completed professional training/ apprenticeship | 3'017                    | 3'632                                 | 46.0 | 1'386          |
| 253                  | 2  | Master craftsman diploma                        | 851                      | 1'079                                 | 13.7 | 412            |
| 254                  | 3  | Technical college                               | 1'212                    | 1'415                                 | 17.9 | 540            |
| 255                  | 4  | Engineering college                             | 377                      | 400                                   | 5.1  | 153            |
| 256                  | 5  | Polytechnic institute                           | 10                       | 11                                    | 0.1  | 4              |
| 257                  | 6  | University for applied science                  | 1'718                    | 1'246                                 | 15.8 | 475            |
| 258                  | 7  | University/ academic degree                     | 3'981                    | 3'204                                 | 40.6 | 1'222          |
| 259                  | 8  | Doctorate/ thesis                               | 753                      | 688                                   | 8.7  | 262            |
| 260                  | 9  | Other vocational education                      | 162                      | 285                                   | 3.6  | 109            |

| Field(s) Code                |   |                                 | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|------------------------------|---|---------------------------------|--------------------------|-------------------------|---------------|----------------|
| Field of education           |   |                                 |                          |                         |               |                |
| 264                          | 1 | Biology                         | 110                      | 127                     | 1.6           | 49             |
| 265                          | 1 | Chemistry                       | 137                      | 125                     | 1.6           | 48             |
| 266                          | 1 | Physics                         | 120                      | 123                     | 1.6           | 47             |
| 267                          | 1 | Mathematics                     | 170                      | 149                     | 1.9           | 57             |
| 268                          | 1 | Other natural sciences          | 130                      | 148                     | 1.9           | 56             |
| 269                          | 1 | Medicine                        | 733                      | 808                     | 10.2          | 308            |
| 270                          | 1 | Architecture                    | 152                      | 139                     | 1.8           | 53             |
| 271                          | 1 | Mechanical engineering          | 281                      | 248                     | 3.1           | 95             |
| 272                          | 1 | Informatics                     | 649                      | 530                     | 6.7           | 202            |
| 273                          | 1 | Economic engineering            | 260                      | 226                     | 2.9           | 86             |
| 274                          | 1 | Technical sciences/ engineering | 1'138                    | 924                     | 11.7          | 353            |
| 275                          | 1 | Economics                       | 1'642                    | 1'240                   | 15.7          | 473            |
| 276                          | 1 | Social sciences/ psychology     | 379                      | 369                     | 4.7           | 141            |
| 277                          | 1 | Communication sciences          | 483                      | 385                     | 4.9           | 147            |
| 278                          | 1 | Jurisprudence                   | 535                      | 465                     | 5.9           | 177            |
| 279                          | 1 | Humanities/ philology           | 314                      | 313                     | 4.0           | 119            |
| 280                          | 1 | Commercial training             | 1'751                    | 2'040                   | 25.8          | 778            |
| 281                          | 1 | (Other) technical education     | 708                      | 742                     | 9.4           | 283            |
| 282                          | 1 | Skilled trade                   | 937                      | 1'115                   | 14.1          | 425            |
| 283                          | 1 | Others                          | 873                      | 1'008                   | 12.8          | 385            |
| Personal annual gross income |   |                                 |                          |                         |               |                |
| 285                          | 1 | Up to € 40,000                  | 20                       | 38                      | 0.5           | 15             |
|                              | 2 | € 40,000 up to € 60,000         | 236                      | 335                     | 4.2           | 128            |
|                              | 3 | € 60,000 up to € 80,000         | 1'021                    | 1'184                   | 15.0          | 452            |
|                              | 4 | € 80,000 up to € 100,000        | 2'803                    | 2'692                   | 34.1          | 1'027          |
|                              | 5 | € 100,000 up to € 150,000       | 2'432                    | 2'415                   | 30.6          | 921            |
|                              | 6 | € 150,000 up to € 200,000       | 879                      | 795                     | 10.1          | 303            |
|                              | 7 | € 200,000 up to € 250,000       | 272                      | 242                     | 3.1           | 92             |
|                              | 8 | € 250,000 or more               | 237                      | 198                     | 2.5           | 76             |

| Field(s) Code                                              |    |                                                                                                                                 | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted | Proj.<br>thou. |
|------------------------------------------------------------|----|---------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------|----------------|
| <b>Contact questionnaires</b>                              |    |                                                                                                                                 |                          |                                       |                |
| <b>Self-employed, Independent professionals, Employees</b> |    |                                                                                                                                 |                          |                                       |                |
| Legal form of company                                      |    |                                                                                                                                 |                          |                                       |                |
| 401 - 402                                                  | 1  | Joint venture/ civil law partnership/ sole proprietor/ registered trader/ indep. office/ practice                               | 1'238                    | 1'602 20.3                            | 611            |
|                                                            | 2  | General partnership                                                                                                             | 40                       | 53 0.7                                | 20             |
|                                                            | 3  | Limited partnership                                                                                                             | 69                       | 85 1.1                                | 32             |
|                                                            | 4  | Limited liability company                                                                                                       | 3'707                    | 3'452 43.7                            | 1'317          |
|                                                            | 5  | Limited liability company with limited partnership                                                                              | 1'028                    | 979 12.4                              | 373            |
|                                                            | 6  | Partnership limited by shares                                                                                                   | 17                       | 12 0.2                                | 5              |
|                                                            | 7  | Public limited company                                                                                                          | 494                      | 392 5.0                               | 149            |
|                                                            | 8  | Public service                                                                                                                  | 426                      | 464 5.9                               | 177            |
|                                                            | 9  | Association/ chamber/ trade union                                                                                               | 23                       | 28 0.3                                | 11             |
|                                                            | 10 | Cooperative/ Registered association                                                                                             | 204                      | 208 2.6                               | 79             |
| Branch of industry/ Industrial sector                      |    |                                                                                                                                 |                          |                                       |                |
| (1st response = main branch)                               |    |                                                                                                                                 |                          |                                       |                |
| 410 - 411                                                  |    |                                                                                                                                 |                          |                                       |                |
| 412 - 413                                                  |    |                                                                                                                                 |                          |                                       |                |
| 414 - 415                                                  | 1  | Agriculture and forestry, fishing and aquaculture                                                                               | 76                       | 66 0.8                                | 25             |
|                                                            | 2  | Mining of coal and lignite and of metal ores; extraction of oil and natural gas                                                 | 0                        | 0 0.0                                 | 0              |
|                                                            | 3  | Other mining and quarrying of stone, sand and clay                                                                              | 27                       | 16 0.2                                | 6              |
|                                                            | 4  | Mining support service activities                                                                                               | 3                        | 2 0.0                                 | 1              |
|                                                            | 5  | Manufacture of food products                                                                                                    | 124                      | 109 1.4                               | 42             |
|                                                            | 6  | Manufacture of beverages                                                                                                        | 37                       | 44 0.6                                | 17             |
|                                                            | 7  | Manufacture of tobacco products                                                                                                 | 0                        | 0 0.0                                 | 0              |
|                                                            | 8  | Manufacture of textiles, wearing apparel, of leather and related products                                                       | 33                       | 24 0.3                                | 9              |
|                                                            | 9  | Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials | 41                       | 39 0.5                                | 15             |
|                                                            | 10 | Manufacture of paper and paper products                                                                                         | 45                       | 29 0.4                                | 11             |
|                                                            | 11 | Printing and reproduction of recorded media                                                                                     | 28                       | 20 0.2                                | 7              |
|                                                            | 12 | Manufacture of coke and refined petroleum products                                                                              | 2                        | 1 0.0                                 | 0              |
|                                                            | 13 | Manufacture of basic chemicals                                                                                                  | 54                       | 44 0.6                                | 17             |
|                                                            | 14 | Manufacture of other chemical products                                                                                          | 89                       | 64 0.8                                | 24             |
|                                                            | 15 | Manufacture of basic pharmaceutical products and pharmaceutical preparations                                                    | 51                       | 41 0.5                                | 16             |
|                                                            | 16 | Manufacture of rubber and plastic products                                                                                      | 146                      | 125 1.6                               | 48             |
|                                                            | 17 | Manufacture of other non-metallic mineral products                                                                              | 90                       | 79 1.0                                | 30             |
|                                                            | 18 | Manufacture of basic metals                                                                                                     | 68                       | 58 0.7                                | 22             |
|                                                            | 19 | Manufacture of other iron and (sheet) metal goods                                                                               | 142                      | 97 1.2                                | 37             |
|                                                            | 20 | Manufacture of basic metals: Treatment and coating of metals; machining                                                         | 101                      | 90 1.1                                | 34             |
|                                                            | 21 | Manufacture of cutlery, tools and general hardware                                                                              | 93                       | 73 0.9                                | 28             |
|                                                            | 22 | Manufacture of electronic components and boards                                                                                 | 63                       | 38 0.5                                | 14             |
|                                                            | 23 | Manufacture of computers and peripheral equipment, magnetic and optical media                                                   | 37                       | 23 0.3                                | 9              |
|                                                            | 24 | Manufacture of communication equipment                                                                                          | 29                       | 20 0.3                                | 8              |
|                                                            | 25 | Manufacture of consumer electronics                                                                                             | 3                        | 1 0.0                                 | 1              |
|                                                            | 26 | Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks                             | 138                      | 86 1.1                                | 33             |
|                                                            | 27 | Manufacture of electrical equipment                                                                                             | 145                      | 101 1.3                               | 38             |
|                                                            | 28 | Manufacture of machinery and equipment                                                                                          | 385                      | 295 3.7                               | 113            |
|                                                            | 29 | Manufacture of motor vehicles, trailers, semi-trailers, engines                                                                 | 271                      | 223 2.8                               | 85             |
|                                                            | 30 | Manufacture of other transport equipment                                                                                        | 74                       | 63 0.8                                | 24             |

| Field(s) Code |                                                                                                                                                     | Cases<br>un-<br>weighted | Decision-maker |               | Proj.<br>thou. |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------|---------------|----------------|
|               |                                                                                                                                                     |                          | Cases          | %<br>weighted |                |
| 31            | Manufacture of furniture                                                                                                                            | 41                       | 35             | 0.4           | 13             |
| 32            | Other manufacturing                                                                                                                                 | 102                      | 75             | 1.0           | 29             |
| 33            | Repair and installation of machinery and equipment                                                                                                  | 57                       | 41             | 0.5           | 16             |
| 34            | Electricity, gas, steam and air conditioning supply                                                                                                 | 106                      | 89             | 1.1           | 34             |
| 35            | Water collection, treatment and supply                                                                                                              | 33                       | 26             | 0.3           | 10             |
| 36            | Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services       | 94                       | 85             | 1.1           | 32             |
| 37            | Construction of buildings                                                                                                                           | 82                       | 71             | 0.9           | 27             |
| 38            | Civil engineering                                                                                                                                   | 91                       | 76             | 1.0           | 29             |
| 39            | Site preparation, building completion and finishing                                                                                                 | 234                      | 248            | 3.1           | 95             |
| 40            | Electrical, plumbing and other construction installation activities                                                                                 | 187                      | 184            | 2.3           | 70             |
| 41            | Wholesale and retail trade and repair of motor vehicles and motorcycles                                                                             | 160                      | 185            | 2.3           | 70             |
| 42            | Wholesale trade, except of motor vehicles and motorcycles                                                                                           | 339                      | 272            | 3.4           | 104            |
| 43            | Retail sale in non-specialised stores                                                                                                               | 56                       | 89             | 1.1           | 34             |
| 44            | Retail sale of food, beverages and tobacco in specialised stores                                                                                    | 69                       | 60             | 0.8           | 23             |
| 45            | Retail sale of automotive fuel in specialised stores (filling stations)                                                                             | 13                       | 9              | 0.1           | 4              |
| 46            | Other specialised retail sale in stores                                                                                                             | 157                      | 155            | 2.0           | 59             |
| 47            | Dispensing chemist in specialised stores                                                                                                            | 32                       | 17             | 0.2           | 7              |
| 48            | Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores                                   | 27                       | 28             | 0.4           | 11             |
| 49            | Retail sale via stalls and markets, mail order houses or Internet                                                                                   | 67                       | 51             | 0.6           | 20             |
| 50            | Land transport and transport via pipelines, water transport, air transport                                                                          | 162                      | 177            | 2.2           | 68             |
| 51            | Warehousing and support activities for transportation                                                                                               | 130                      | 137            | 1.7           | 52             |
| 52            | Postal and courier activities                                                                                                                       | 20                       | 38             | 0.5           | 15             |
| 53            | Accommodation and food service activities                                                                                                           | 160                      | 360            | 4.6           | 137            |
| 54            | Publishing of books, periodicals and other publishing activities                                                                                    | 52                       | 42             | 0.5           | 16             |
| 55            | Software publishing                                                                                                                                 | 12                       | 11             | 0.1           | 4              |
| 56            | Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities | 65                       | 45             | 0.6           | 17             |
| 57            | Telecommunications                                                                                                                                  | 30                       | 27             | 0.3           | 10             |
| 58            | Computer programming, consultancy and related activities; information service activities                                                            | 527                      | 423            | 5.4           | 161            |
| 59            | Financial service activities, except insurance and pension funding                                                                                  | 291                      | 231            | 2.9           | 88             |
| 60            | Insurance, reinsurance and pension funding, except compulsory social security                                                                       | 70                       | 44             | 0.6           | 17             |
| 61            | Real estate activities                                                                                                                              | 83                       | 82             | 1.0           | 31             |
| 62            | Legal and accounting activities                                                                                                                     | 333                      | 358            | 4.5           | 137            |
| 63            | Activities of head offices; management consultancy activities                                                                                       | 121                      | 161            | 2.0           | 61             |
| 64            | Architectural and engineering activities; technical testing and analysis                                                                            | 249                      | 297            | 3.8           | 113            |
| 65            | Scientific research and development                                                                                                                 | 81                       | 101            | 1.3           | 38             |
| 66            | Advertising; market research and public opinion polling                                                                                             | 84                       | 112            | 1.4           | 43             |
| 67            | Other professional, scientific and technical activities                                                                                             | 66                       | 100            | 1.3           | 38             |
| 68            | Veterinary activities                                                                                                                               | 27                       | 18             | 0.2           | 7              |
| 69            | Rental and leasing activities                                                                                                                       | 44                       | 60             | 0.8           | 23             |

LAE 2025

| Field(s) Code |    |                                                                                   | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted | Proj.<br>thou. |
|---------------|----|-----------------------------------------------------------------------------------|--------------------------|---------------------------------------|----------------|
| 70            |    | Activities of employment placement agencies                                       | 82                       | 75 0.9                                | 29             |
| 71            |    | Travel agency, tour operator and other reservation service and related activities | 22                       | 30 0.4                                | 11             |
| 72            |    | Security and investigation activities                                             | 29                       | 36 0.5                                | 14             |
| 73            |    | Services to buildings and landscape activities                                    | 171                      | 184 2.3                               | 70             |
| 74            |    | Other office administrative, office support and business support activities       | 71                       | 93 1.2                                | 35             |
| 75            |    | Public administration and defence; compulsory social security                     | 173                      | 244 3.1                               | 93             |
| 76            |    | Education                                                                         | 98                       | 138 1.8                               | 53             |
| 77            |    | Hospital activities                                                               | 249                      | 203 2.6                               | 78             |
| 78            |    | General medical practice activities                                               | 79                       | 71 0.9                                | 27             |
| 79            |    | Specialist medical practice activities                                            | 150                      | 186 2.3                               | 71             |
| 80            |    | Dental practice activities                                                        | 111                      | 91 1.2                                | 35             |
| 81            |    | Other human health activities                                                     | 137                      | 264 3.3                               | 101            |
| 82            |    | Social work activities, residential care activities                               | 225                      | 283 3.6                               | 108            |
| 83            |    | Arts, entertainment and recreation                                                | 93                       | 161 2.0                               | 61             |
| 84            |    | Activities of membership organisations                                            | 62                       | 72 0.9                                | 27             |
| 85            |    | Repair of computers and personal and household goods                              | 15                       | 21 0.3                                | 8              |
| 86            |    | Other personal service activities                                                 | 36                       | 90 1.1                                | 34             |
|               |    | Subsidiaries/ outlets                                                             |                          |                                       |                |
| 419           | 1  | Yes                                                                               | 3'024                    | 2'704 34.2                            | 1'032          |
|               | 2  | No                                                                                | 4'222                    | 4'569 57.8                            | 1'743          |
|               |    | 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                                                                    | 1                        | 1 0.0                                 | 1              |
|               | 2  | More than € 50,000 to € 100,000                                                   | 29                       | 71 0.9                                | 27             |
|               | 3  | More than € 100,000 to € 250,000                                                  | 199                      | 299 3.8                               | 114            |
|               | 4  | More than € 250,000 to € 500,000                                                  | 393                      | 514 6.5                               | 196            |
|               | 5  | More than € 500,000 to € 1 million                                                | 560                      | 734 9.3                               | 280            |
|               | 6  | More than € 1 million to € 2 million                                              | 733                      | 838 10.6                              | 320            |
|               | 7  | More than € 2 million to € 10 million                                             | 1'489                    | 1'458 18.5                            | 556            |
|               | 8  | More than € 10 million to € 25 million                                            | 741                      | 681 8.6                               | 260            |
|               | 9  | More than € 25 million to € 50 million                                            | 492                      | 454 5.7                               | 173            |
|               | 10 | More than € 50 million to € 100 million                                           | 505                      | 442 5.6                               | 169            |
|               | 11 | More than € 100 million to € 150 million                                          | 235                      | 216 2.7                               | 82             |
|               | 12 | More than € 150 million to € 250 million                                          | 304                      | 250 3.2                               | 96             |
|               | 13 | More than € 250 million                                                           | 1'441                    | 1'156 14.6                            | 441            |
|               | 14 | No answer, no specification possible                                              | 124                      | 159 2.0                               | 61             |

| Field(s) Code |   |                                                                         | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|---------------|---|-------------------------------------------------------------------------|-------------------|----------------------|------------|-------------|
|               |   | Department in company                                                   |                   |                      |            |             |
|               |   | Commercial management                                                   |                   |                      |            |             |
| 445           | 1 | Yes                                                                     | 6'981             | 6'938                | 87.8       | 2'647       |
|               | 2 | No                                                                      | 265               | 336                  | 4.2        | 128         |
|               |   | Technical management                                                    |                   |                      |            |             |
| 446           | 1 | Yes                                                                     | 5'164             | 4'787                | 60.6       | 1'826       |
|               | 2 | No                                                                      | 2'082             | 2'486                | 31.5       | 949         |
|               |   | HR human ressources, development, education                             |                   |                      |            |             |
| 447           | 1 | Yes                                                                     | 6'398             | 6'213                | 78.7       | 2'371       |
|               | 2 | No                                                                      | 848               | 1'060                | 13.4       | 404         |
|               |   | Financing, accounting, statistics                                       |                   |                      |            |             |
| 448           | 1 | Yes                                                                     | 6'202             | 5'977                | 75.7       | 2'280       |
|               | 2 | No                                                                      | 1'044             | 1'297                | 16.4       | 495         |
|               |   | Law, Compliance, Ethics                                                 |                   |                      |            |             |
| 461           | 1 | Yes                                                                     | 4'033             | 3'653                | 46.2       | 1'394       |
|               | 2 | No                                                                      | 3'213             | 3'620                | 45.8       | 1'381       |
|               |   | Data processing, IT                                                     |                   |                      |            |             |
| 449           | 1 | Yes                                                                     | 5'637             | 5'392                | 68.2       | 2'057       |
|               | 2 | No                                                                      | 1'609             | 1'882                | 23.8       | 718         |
|               |   | Sales, distribution, customer care (CRM)                                |                   |                      |            |             |
| 450           | 1 | Yes                                                                     | 5'745             | 5'515                | 69.8       | 2'104       |
|               | 2 | No                                                                      | 1'501             | 1'759                | 22.3       | 671         |
|               |   | Marketing, advertising, market research                                 |                   |                      |            |             |
| 451           | 1 | Yes                                                                     | 5'387             | 5'157                | 65.3       | 1'968       |
|               | 2 | No                                                                      | 1'859             | 2'116                | 26.8       | 807         |
|               |   | Employer Branding                                                       |                   |                      |            |             |
| 462           | 1 | Yes                                                                     | 3'123             | 2'756                | 34.9       | 1'052       |
|               | 2 | No                                                                      | 4'123             | 4'517                | 57.2       | 1'723       |
|               |   | Public relation                                                         |                   |                      |            |             |
| 452           | 1 | Yes                                                                     | 4'358             | 4'217                | 53.4       | 1'609       |
|               | 2 | No                                                                      | 2'888             | 3'056                | 38.7       | 1'166       |
|               |   | Category management                                                     |                   |                      |            |             |
| 453           | 1 | Yes                                                                     | 2'114             | 1'898                | 24.0       | 724         |
|               | 2 | No                                                                      | 5'132             | 5'376                | 68.0       | 2'051       |
|               |   | Purchasing, acquisition                                                 |                   |                      |            |             |
| 454           | 1 | Yes                                                                     | 6'098             | 5'980                | 75.7       | 2'281       |
|               | 2 | No                                                                      | 1'148             | 1'294                | 16.4       | 494         |
|               |   | Logistics: materials management, warehousing, transportation, packaging |                   |                      |            |             |
| 455           | 1 | Yes                                                                     | 5'072             | 4'764                | 60.3       | 1'818       |
|               | 2 | No                                                                      | 2'174             | 2'510                | 31.8       | 957         |
|               |   | Job preparation, process engineering, control, work organization        |                   |                      |            |             |
| 456           | 1 | Yes                                                                     | 5'429             | 5'201                | 65.8       | 1'984       |
|               | 2 | No                                                                      | 1'817             | 2'072                | 26.2       | 791         |
|               |   | Manufacturing, production, installation                                 |                   |                      |            |             |
| 457           | 1 | Yes                                                                     | 3'823             | 3'357                | 42.5       | 1'281       |
|               | 2 | No                                                                      | 3'423             | 3'917                | 49.6       | 1'494       |

| Field(s) Code    |    |                                                                          | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|------------------|----|--------------------------------------------------------------------------|-------------------|----------------------|------------|-------------|
| 458              | 1  | Maintenance and repair, preparation of manufacturing resources<br>Yes    | 4'200             | 3'812                | 48.3       | 1'454       |
|                  | 2  | No                                                                       | 3'046             | 3'461                | 43.8       | 1'321       |
| 459              | 1  | Development, construction, research, design, prototyping<br>Yes          | 3'619             | 3'051                | 38.6       | 1'164       |
|                  | 2  | No                                                                       | 3'627             | 4'222                | 53.4       | 1'611       |
| 460              | 1  | Other department<br>Yes                                                  | 1'049             | 1'061                | 13.4       | 405         |
|                  | 2  | No                                                                       | 6'197             | 6'212                | 78.6       | 2'370       |
| 403              |    | Position in the company                                                  |                   |                      |            |             |
|                  | 1  | Sole proprietor/ managing sole shareholder                               | 1'562             | 1'809                | 22.9       | 690         |
|                  | 2  | Majority holding: Co-owner/ director/ managing shareholder               | 833               | 841                  | 10.7       | 321         |
|                  | 3  | Minority holding: Co-owner/ director/ managing shareholder               | 204               | 186                  | 2.4        | 71          |
|                  | 4  | Managing director/ director without company shares                       | 720               | 734                  | 9.3        | 280         |
|                  | 5  | Director, head official, production manager/ works manager               | 472               | 642                  | 8.1        | 245         |
|                  | 6  | Head of department/ authorised representative                            | 1'767             | 1'693                | 21.4       | 646         |
|                  | 7  | Functional department executive/ executive employee in an other function | 1'688             | 1'369                | 17.3       | 522         |
| <b>Employees</b> |    |                                                                          |                   |                      |            |             |
| 501 - 502        |    | Main field of activity in department/ corporate sector                   |                   |                      |            |             |
|                  | 1  | Commercial management                                                    | 803               | 876                  | 11.1       | 334         |
|                  | 2  | Technical management                                                     | 300               | 316                  | 4.0        | 121         |
|                  | 3  | HR human ressources, development, education                              | 375               | 367                  | 4.6        | 140         |
|                  | 4  | Financing, accounting, statistics                                        | 337               | 266                  | 3.4        | 101         |
|                  | 17 | Law, Compliance, Ethics                                                  | 69                | 58                   | 0.7        | 22          |
|                  | 5  | Data processing, IT                                                      | 380               | 331                  | 4.2        | 126         |
|                  | 6  | Sales, distribution, customer care (CRM)                                 | 498               | 512                  | 6.5        | 195         |
|                  | 7  | Marketing, advertising, market research                                  | 277               | 240                  | 3.0        | 91          |
|                  | 18 | Employer Branding                                                        | 3                 | 1                    | 0.0        | 1           |
|                  | 8  | Public relation                                                          | 203               | 180                  | 2.3        | 69          |
|                  | 9  | Category management                                                      | 25                | 14                   | 0.2        | 5           |
|                  | 10 | Purchasing, acquisition                                                  | 105               | 105                  | 1.3        | 40          |
|                  | 11 | Logistics: materials management, warehousing, transportation, packaging  | 97                | 93                   | 1.2        | 36          |
|                  | 12 | Job preparation, process engineering, control, work organization         | 339               | 340                  | 4.3        | 130         |
|                  | 13 | Manufacturing, production, installation                                  | 237               | 230                  | 2.9        | 88          |
| 480              | 14 | Maintenance and repair, preparation of manufacturing resources           | 120               | 122                  | 1.5        | 46          |
|                  | 15 | Development, construction, research, design, prototyping                 | 419               | 344                  | 4.4        | 131         |
|                  | 16 | Other department                                                         | 264               | 229                  | 2.9        | 87          |
|                  |    | Position in the company                                                  |                   |                      |            |             |
|                  | 3  | Minority holding: Co-owner/ director/ managing shareholder               | 204               | 186                  | 2.4        | 71          |
|                  | 4  | Managing director/ director without company shares                       | 720               | 734                  | 9.3        | 280         |
|                  | 5  | Director, head official, production manager/ works manager               | 472               | 642                  | 8.1        | 245         |
|                  | 6  | Head of department/ authorised representative                            | 1'767             | 1'693                | 21.4       | 646         |
|                  | 7  | Functional department executive/ executive employee in an other function | 1'688             | 1'369                | 17.3       | 522         |

| Field(s) |  | Code |   | Cases un-weighted                                                                                               | Decision-maker Cases | % weighted | Proj. thou. |       |
|----------|--|------|---|-----------------------------------------------------------------------------------------------------------------|----------------------|------------|-------------|-------|
| 479      |  |      | 1 | Manager or supervisor<br>Yes, as a manager (with decision-making authority over personnel, budget and strategy) | 3'167                | 3'104      | 39.3        | 1'184 |
|          |  |      | 2 | Yes, as a supervisor (guiding and supervising personnel, distributing and monitoring work)                      | 1'684                | 1'520      | 19.2        | 580   |
| 503      |  |      | 1 | Management level<br>First level (top management)                                                                | 1'125                | 1'191      | 15.1        | 454   |
|          |  |      | 2 | Second level                                                                                                    | 1'905                | 1'891      | 23.9        | 721   |
|          |  |      | 3 | Third level                                                                                                     | 1'456                | 1'200      | 15.2        | 458   |
|          |  |      | 4 | Fourth level                                                                                                    | 214                  | 212        | 2.7         | 81    |
|          |  |      | 5 | Ohter level                                                                                                     | 151                  | 130        | 1.6         | 50    |
| 482      |  |      | 1 | Management function in company<br>Commercial management<br>Overall management                                   | 733                  | 786        | 9.9         | 300   |
|          |  |      | 2 | Head of division                                                                                                | 789                  | 874        | 11.1        | 333   |
|          |  |      | 3 | No management function                                                                                          | 3'183                | 2'784      | 35.2        | 1'062 |
|          |  |      | 4 | Does not exist in company                                                                                       | 146                  | 180        | 2.3         | 69    |
| 483      |  |      | 1 | Technical management<br>Overall management                                                                      | 418                  | 447        | 5.7         | 171   |
|          |  |      | 2 | Head of division                                                                                                | 566                  | 608        | 7.7         | 232   |
|          |  |      | 3 | No management function                                                                                          | 2'856                | 2'437      | 30.8        | 930   |
|          |  |      | 4 | Does not exist in company                                                                                       | 1'011                | 1'131      | 14.3        | 432   |
| 484      |  |      | 1 | HR human ressources, development, education<br>Overall management                                               | 652                  | 707        | 8.9         | 270   |
|          |  |      | 2 | Head of division                                                                                                | 1'214                | 1'245      | 15.8        | 475   |
|          |  |      | 3 | No management function                                                                                          | 2'748                | 2'384      | 30.2        | 909   |
|          |  |      | 4 | Does not exist in company                                                                                       | 237                  | 288        | 3.6         | 110   |
| 485      |  |      | 1 | Financing, accounting, statistics<br>Overall management                                                         | 555                  | 576        | 7.3         | 220   |
|          |  |      | 2 | Head of division                                                                                                | 828                  | 821        | 10.4        | 313   |
|          |  |      | 3 | No management function                                                                                          | 3'142                | 2'817      | 35.7        | 1'075 |
|          |  |      | 4 | Does not exist in company                                                                                       | 326                  | 410        | 5.2         | 156   |
| 498      |  |      | 1 | Law, Compliance, Ethics<br>Overall management                                                                   | 249                  | 253        | 3.2         | 96    |
|          |  |      | 2 | Head of division                                                                                                | 379                  | 366        | 4.6         | 140   |
|          |  |      | 3 | No management function                                                                                          | 2'526                | 2'165      | 27.4        | 826   |
|          |  |      | 4 | Does not exist in company                                                                                       | 1'697                | 1'840      | 23.3        | 702   |
| 486      |  |      | 1 | Data processing, IT<br>Overall management                                                                       | 474                  | 489        | 6.2         | 186   |
|          |  |      | 2 | Head of division                                                                                                | 733                  | 716        | 9.1         | 273   |
|          |  |      | 3 | No management function                                                                                          | 3'083                | 2'742      | 34.7        | 1'046 |
|          |  |      | 4 | Does not exist in company                                                                                       | 561                  | 678        | 8.6         | 259   |
| 487      |  |      | 1 | Sales, distribution, customer care (CRM)<br>Overall management                                                  | 606                  | 621        | 7.9         | 237   |
|          |  |      | 2 | Head of division                                                                                                | 864                  | 898        | 11.4        | 343   |
|          |  |      | 3 | No management function                                                                                          | 2'638                | 2'241      | 28.4        | 855   |
|          |  |      | 4 | Does not exist in company                                                                                       | 743                  | 864        | 10.9        | 330   |
| 488      |  |      | 1 | Marketing, advertising, market research<br>Overall management                                                   | 540                  | 538        | 6.8         | 205   |
|          |  |      | 2 | Head of division                                                                                                | 739                  | 757        | 9.6         | 289   |
|          |  |      | 3 | No management function                                                                                          | 2'751                | 2'372      | 30.0        | 905   |
|          |  |      | 4 | Does not exist in company                                                                                       | 821                  | 957        | 12.1        | 365   |

| Field(s) Code |   |                                                                         | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|-------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |   | Employer Branding                                                       |                          |                         |               |                |
| 499           | 1 | Overall management                                                      | 139                      | 143                     | 1.8           | 54             |
|               | 2 | Head of division                                                        | 276                      | 256                     | 3.2           | 98             |
|               | 3 | No management function                                                  | 2'209                    | 1'877                   | 23.8          | 716            |
|               | 4 | Does not exist in company                                               | 2'227                    | 2'348                   | 29.7          | 896            |
|               |   | Public relation                                                         |                          |                         |               |                |
| 489           | 1 | Overall management                                                      | 492                      | 492                     | 6.2           | 188            |
|               | 2 | Head of division                                                        | 524                      | 550                     | 7.0           | 210            |
|               | 3 | No management function                                                  | 2'483                    | 2'189                   | 27.7          | 835            |
|               | 4 | Does not exist in company                                               | 1'352                    | 1'392                   | 17.6          | 531            |
|               |   | Category management                                                     |                          |                         |               |                |
| 490           | 1 | Overall management                                                      | 80                       | 79                      | 1.0           | 30             |
|               | 2 | Head of division                                                        | 168                      | 154                     | 1.9           | 59             |
|               | 3 | No management function                                                  | 1'463                    | 1'212                   | 15.3          | 462            |
|               | 4 | Does not exist in company                                               | 3'140                    | 3'179                   | 40.2          | 1'213          |
|               |   | Purchasing, acquisition                                                 |                          |                         |               |                |
| 491           | 1 | Overall management                                                      | 389                      | 438                     | 5.5           | 167            |
|               | 2 | Head of division                                                        | 823                      | 883                     | 11.2          | 337            |
|               | 3 | No management function                                                  | 3'090                    | 2'675                   | 33.9          | 1'020          |
|               | 4 | Does not exist in company                                               | 549                      | 628                     | 7.9           | 239            |
|               |   | Logistics: materials management, warehousing, transportation, packaging |                          |                         |               |                |
| 492           | 1 | Overall management                                                      | 284                      | 274                     | 3.5           | 104            |
|               | 2 | Head of division                                                        | 688                      | 719                     | 9.1           | 274            |
|               | 3 | No management function                                                  | 2'708                    | 2'304                   | 29.2          | 879            |
|               | 4 | Does not exist in company                                               | 1'171                    | 1'327                   | 16.8          | 506            |
|               |   | Job preparation, process engineering, control, work organization        |                          |                         |               |                |
| 493           | 1 | Overall management                                                      | 490                      | 538                     | 6.8           | 205            |
|               | 2 | Head of division                                                        | 1'005                    | 977                     | 12.4          | 373            |
|               | 3 | No management function                                                  | 2'271                    | 1'922                   | 24.3          | 733            |
|               | 4 | Does not exist in company                                               | 1'085                    | 1'187                   | 15.0          | 453            |
|               |   | Manufacturing, production, installation                                 |                          |                         |               |                |
| 494           | 1 | Overall management                                                      | 311                      | 303                     | 3.8           | 115            |
|               | 2 | Head of division                                                        | 517                      | 495                     | 6.3           | 189            |
|               | 3 | No management function                                                  | 1'975                    | 1'599                   | 20.2          | 610            |
|               | 4 | Does not exist in company                                               | 2'048                    | 2'227                   | 28.2          | 850            |
|               |   | Maintenance and repair, preparation of manufacturing resources          |                          |                         |               |                |
| 495           | 1 | Overall management                                                      | 260                      | 280                     | 3.5           | 107            |
|               | 2 | Head of division                                                        | 534                      | 541                     | 6.9           | 207            |
|               | 3 | No management function                                                  | 2'460                    | 2'051                   | 26.0          | 782            |
|               | 4 | Does not exist in company                                               | 1'597                    | 1'751                   | 22.2          | 668            |
|               |   | Development, construction, research, design, prototyping                |                          |                         |               |                |
| 496           | 1 | Overall management                                                      | 324                      | 277                     | 3.5           | 106            |
|               | 2 | Head of division                                                        | 649                      | 593                     | 7.5           | 226            |
|               | 3 | No management function                                                  | 1'903                    | 1'560                   | 19.7          | 595            |
|               | 4 | Does not exist in company                                               | 1'975                    | 2'194                   | 27.8          | 837            |
|               |   | Other department                                                        |                          |                         |               |                |
| 497           | 1 | Overall management                                                      | 181                      | 173                     | 2.2           | 66             |
|               | 2 | Head of division                                                        | 222                      | 199                     | 2.5           | 76             |
|               | 3 | No management function                                                  | 389                      | 360                     | 4.6           | 138            |
|               | 4 | Does not exist in company                                               | 4'059                    | 3'892                   | 49.3          | 1'485          |

| Field(s) Code |    |                                                                                     | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|----|-------------------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |    | Income is made up of elements (e.g. fixed salary and/or bonus and/or stock options) |                          |                         |               |                |
| 507           | 1  | Yes                                                                                 | 3'093                    | 2'890                   | 36.6          | 1'102          |
|               | 2  | No                                                                                  | 1'758                    | 1'734                   | 21.9          | 662            |
|               |    | Total personal monthly net income                                                   |                          |                         |               |                |
| 510           | 4  | € 3,800 to less than € 4,000                                                        | 706                      | 504                     | 6.4           | 192            |
|               | 5  | € 4,000 to less than € 5,000                                                        | 2'028                    | 1'749                   | 22.1          | 667            |
|               | 6  | € 5,000 to less than € 7,000                                                        | 1'140                    | 1'457                   | 18.4          | 556            |
|               | 7  | € 7,000 to less than € 10,000                                                       | 513                      | 504                     | 6.4           | 192            |
|               | 8  | € 10,000 and more                                                                   | 464                      | 409                     | 5.2           | 156            |
|               |    | Total personal monthly net income                                                   |                          |                         |               |                |
| 508           | 4  | € 3,800 to less than € 4,000                                                        | 706                      | 504                     | 6.4           | 192            |
|               | 5  | € 4,000 to less than € 5,000                                                        | 2'028                    | 1'749                   | 22.1          | 667            |
|               | 6  | € 5,000 to less than € 7,000                                                        | 1'140                    | 1'457                   | 18.4          | 556            |
|               | 7  | € 7,000 and more                                                                    | 977                      | 913                     | 11.6          | 348            |
|               |    | <b>Independent professionals</b>                                                    |                          |                         |               |                |
|               |    | Main branch of industry/ Industrial sector                                          |                          |                         |               |                |
| 541 - 542     | 62 | Legal and accounting activities                                                     | 295                      | 294                     | 3.7           | 112            |
|               | 63 | Activities of head offices; management consultancy activities                       | 24                       | 13                      | 0.2           | 5              |
|               | 64 | Architectural and engineering activities; technical testing and analysis            | 144                      | 134                     | 1.7           | 51             |
|               | 65 | Scientific research and development                                                 | 3                        | 1                       | 0.0           | 0              |
|               | 66 | Advertising; market research and public opinion polling                             | 31                       | 39                      | 0.5           | 15             |
|               | 67 | Other professional, scientific and technical activities                             | 31                       | 47                      | 0.6           | 18             |
|               | 68 | Veterinary activities                                                               | 27                       | 18                      | 0.2           | 7              |
|               | 78 | General medical practice activities                                                 | 78                       | 70                      | 0.9           | 27             |
|               | 79 | Specialist medical practice activities                                              | 136                      | 172                     | 2.2           | 66             |
|               | 80 | Dental practice activities                                                          | 109                      | 89                      | 1.1           | 34             |
|               | 81 | Other human health activities                                                       | 114                      | 234                     | 3.0           | 89             |
|               | 83 | Arts, entertainment and recreation                                                  | 28                       | 71                      | 0.9           | 27             |

| Field(s) Code          |    |                                                                  | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|------------------------|----|------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
| <b>Civil servants</b>  |    |                                                                  |                          |                         |               |                |
| Remuneration category  |    |                                                                  |                          |                         |               |                |
| 603                    | 1  | B11 - B5, R10 - R5                                               | 35                       | 11                      | 0.1           | 4              |
|                        | 2  | B4, B3, R4, R3, C4, W3                                           | 79                       | 47                      | 0.6           | 18             |
|                        | 3  | B2, B1                                                           | 22                       | 16                      | 0.2           | 6              |
|                        | 4  | A16, R2, C3, W2                                                  | 124                      | 116                     | 1.5           | 44             |
|                        | 5  | A15, R1, C2, W1                                                  | 151                      | 196                     | 2.5           | 75             |
|                        | 6  | A14, C1                                                          | 243                      | 240                     | 3.0           | 92             |
| Field of activity      |    |                                                                  |                          |                         |               |                |
| 604 - 605              | 1  | Political leadership and central administration, foreign affairs | 116                      | 92                      | 1.2           | 35             |
| 606 - 607              | 2  | Defence                                                          | 23                       | 25                      | 0.3           | 10             |
| 608 - 609              | 3  | Public security and order                                        | 73                       | 71                      | 0.9           | 27             |
| 610 - 611              | 4  | Legal protection/ courts/ prosecution                            | 67                       | 67                      | 0.9           | 26             |
| 612 - 613              | 5  | Financial administration                                         | 41                       | 36                      | 0.5           | 14             |
| 614 - 615              | 6  | Primary, secondary, vocational school                            | 186                      | 202                     | 2.6           | 77             |
| 616 - 617              | 7  | High schools, universities                                       | 103                      | 82                      | 1.0           | 31             |
| 618 - 619              | 8  | Other educational affairs, science, research, cultural affairs   | 51                       | 48                      | 0.6           | 18             |
| 620 - 621              | 9  | Social security, family and youth, employment policy             | 47                       | 41                      | 0.5           | 16             |
| 622 - 623              | 10 | Health, sport, recreation                                        | 41                       | 43                      | 0.5           | 16             |
| 624 - 625              | 11 | Housing, regional administration and services                    | 35                       | 30                      | 0.4           | 12             |
| 626 - 627              | 12 | Food, agriculture, forests                                       | 20                       | 21                      | 0.3           | 8              |
| 628 - 629              | 13 | Energy and water management, trade, services                     | 27                       | 28                      | 0.4           | 11             |
| 630 - 631              | 14 | Traffic and communications                                       | 31                       | 32                      | 0.4           | 12             |
| 632 - 633              | 15 | Legally not independent businesses                               | 8                        | 10                      | 0.1           | 4              |
| Main field of activity |    |                                                                  |                          |                         |               |                |
| 634 - 635              | 1  | Political leadership and central administration, foreign affairs | 95                       | 71                      | 0.9           | 27             |
|                        | 2  | Defence                                                          | 22                       | 23                      | 0.3           | 9              |
|                        | 3  | Public security and order                                        | 33                       | 35                      | 0.4           | 13             |
|                        | 4  | Legal protection/ courts/ prosecution                            | 58                       | 57                      | 0.7           | 22             |
|                        | 5  | Financial administration                                         | 29                       | 25                      | 0.3           | 10             |
|                        | 6  | Primary, secondary, vocational school                            | 174                      | 191                     | 2.4           | 73             |
|                        | 7  | High schools, universities                                       | 93                       | 73                      | 0.9           | 28             |
|                        | 8  | Other educational affairs, science, research, cultural affairs   | 33                       | 30                      | 0.4           | 11             |
|                        | 9  | Social security, family and youth, employment policy             | 23                       | 24                      | 0.3           | 9              |
|                        | 10 | Health, sport, recreation                                        | 19                       | 20                      | 0.3           | 8              |
|                        | 11 | Housing, regional administration and services                    | 18                       | 17                      | 0.2           | 7              |
|                        | 12 | Food, agriculture, forests                                       | 12                       | 10                      | 0.1           | 4              |
|                        | 13 | Energy and water management, trade, services                     | 16                       | 18                      | 0.2           | 7              |
|                        | 14 | Traffic and communications                                       | 24                       | 24                      | 0.3           | 9              |
|                        | 15 | Legally not independent businesses                               | 5                        | 7                       | 0.1           | 3              |

| Field(s) Code |    |                                                                                          | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|----|------------------------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
| 651 - 652     |    | Branch of industry/ Industrial sector                                                    |                          |                         |               |                |
| 653 - 654     |    | (1st response = main branch)                                                             |                          |                         |               |                |
| 655 - 656     | 1  | Agriculture and forestry, fishing and aquaculture                                        | 8                        | 6                       | 0.1           | 2              |
|               | 34 | Electricity, gas, steam and air conditioning supply                                      | 1                        | 1                       | 0.0           | 0              |
|               | 35 | Water collection, treatment and supply                                                   | 1                        | 1                       | 0.0           | 0              |
|               | 50 | Land transport and transport via pipelines, water transport, air transport               | 4                        | 4                       | 0.0           | 1              |
|               | 51 | Warehousing and support activities for transportation                                    | 2                        | 2                       | 0.0           | 1              |
|               | 52 | Postal and courier activities                                                            | 1                        | 1                       | 0.0           | 0              |
|               | 57 | Telecommunications                                                                       | 1                        | 1                       | 0.0           | 0              |
|               | 58 | Computer programming, consultancy and related activities; information service activities | 1                        | 0                       | 0.0           | 0              |
|               | 59 | Financial service activities, except insurance and pension funding                       | 3                        | 3                       | 0.0           | 1              |
|               | 64 | Architectural and engineering activities; technical testing and analysis                 | 6                        | 6                       | 0.1           | 2              |
|               | 65 | Scientific research and development                                                      | 5                        | 4                       | 0.1           | 2              |
|               | 73 | Services to buildings and landscape activities                                           | 1                        | 2                       | 0.0           | 1              |
|               | 75 | Public administration and defence; compulsory social security                            | 357                      | 337                     | 4.3           | 129            |
|               | 76 | Education                                                                                | 264                      | 259                     | 3.3           | 99             |
|               | 77 | Hospital activities                                                                      | 2                        | 2                       | 0.0           | 1              |
|               | 82 | Social work activities, residential care activities                                      | 3                        | 2                       | 0.0           | 1              |
|               | 83 | Arts, entertainment and recreation                                                       | 5                        | 4                       | 0.0           | 1              |
|               | 84 | Activities of membership organisations                                                   | 14                       | 12                      | 0.2           | 5              |
|               |    | Involved in decision-making for purchases/ investments                                   |                          |                         |               |                |
| 638           | 1  | Make recommendations what should be purchased                                            | 425                      | 398                     | 5.0           | 152            |
| 639           | 2  | Collect offers on request                                                                | 245                      | 235                     | 3.0           | 90             |
| 640           | 3  | Decide from whom and which offers are to be collected                                    | 317                      | 295                     | 3.7           | 113            |
| 641           | 4  | Decide what will be purchased and/or involved in the decision                            | 433                      | 408                     | 5.2           | 156            |
| 642           | 5  | Authorised to sign even if not solely                                                    | 332                      | 308                     | 3.9           | 117            |
| 643           | 6  | None of these categories                                                                 | 46                       | 46                      | 0.6           | 18             |
| 644           | 7  | No purchase in my area                                                                   | 24                       | 22                      | 0.3           | 9              |

| Field(s)                                                    |   | Code                      |  | Cases<br>un-<br>weighted | Cases | Decision-maker<br>%<br>weighted | Proj.<br>thou. |
|-------------------------------------------------------------|---|---------------------------|--|--------------------------|-------|---------------------------------|----------------|
| Main questionnaire                                          |   |                           |  |                          |       |                                 |                |
| General: economic development within the next 12 months     |   |                           |  |                          |       |                                 |                |
| 1215                                                        | 1 | Better                    |  | 1'492                    | 1'444 | 18.3                            | 551            |
|                                                             | 2 | Worse                     |  | 3'108                    | 3'285 | 41.6                            | 1'253          |
|                                                             | 3 | Unchanged                 |  | 3'210                    | 3'097 | 39.2                            | 1'182          |
|                                                             | 4 | No answer                 |  | 90                       | 74    | 0.9                             | 28             |
| Own company: economic development within the next 12 months |   |                           |  |                          |       |                                 |                |
| 1216                                                        | 1 | Better                    |  | 2'234                    | 2'234 | 28.3                            | 852            |
|                                                             | 2 | Worse                     |  | 1'275                    | 1'322 | 16.7                            | 504            |
|                                                             | 3 | Unchanged                 |  | 3'671                    | 3'656 | 46.3                            | 1'395          |
|                                                             | 4 | No answer/ civil servants |  | 720                      | 689   | 8.7                             | 263            |
| Reading longer texts                                        |   |                           |  |                          |       |                                 |                |
| 1232                                                        | 1 | Rather on paper           |  | 3'821                    | 3'714 | 47.0                            | 1'417          |
|                                                             | 2 | Rather on screen          |  | 956                      | 1'029 | 13.0                            | 393            |
|                                                             | 3 | Nothing to choose         |  | 3'116                    | 3'151 | 39.9                            | 1'202          |
|                                                             | 4 | No answer                 |  | 7                        | 6     | 0.1                             | 2              |
| Interest in editorial topics                                |   |                           |  |                          |       |                                 |                |
| Politics                                                    |   |                           |  |                          |       |                                 |                |
| 1233                                                        | 1 | Very interested           |  | 3'434                    | 3'374 | 42.7                            | 1'287          |
|                                                             | 2 | Interested                |  | 3'468                    | 3'429 | 43.4                            | 1'308          |
|                                                             | 3 | Rather not interested     |  | 979                      | 1'071 | 13.6                            | 409            |
|                                                             | 4 | No answer                 |  | 19                       | 26    | 0.3                             | 10             |
| Economy                                                     |   |                           |  |                          |       |                                 |                |
| 1234                                                        | 1 | Very interested           |  | 3'573                    | 3'417 | 43.3                            | 1'304          |
|                                                             | 2 | Interested                |  | 3'536                    | 3'625 | 45.9                            | 1'383          |
|                                                             | 3 | Rather not interested     |  | 769                      | 833   | 10.5                            | 318            |
|                                                             | 4 | No answer                 |  | 22                       | 26    | 0.3                             | 10             |
| Financial and capital markets                               |   |                           |  |                          |       |                                 |                |
| 1222                                                        | 1 | Very interested           |  | 2'325                    | 2'144 | 27.1                            | 818            |
|                                                             | 2 | Interested                |  | 3'561                    | 3'533 | 44.7                            | 1'348          |
|                                                             | 3 | Rather not interested     |  | 1'986                    | 2'194 | 27.8                            | 837            |
|                                                             | 4 | No answer                 |  | 28                       | 29    | 0.4                             | 11             |
| Jobs and careers                                            |   |                           |  |                          |       |                                 |                |
| 1220                                                        | 1 | Very interested           |  | 3'102                    | 2'993 | 37.9                            | 1'142          |
|                                                             | 2 | Interested                |  | 3'150                    | 3'237 | 41.0                            | 1'235          |
|                                                             | 3 | Rather not interested     |  | 1'637                    | 1'662 | 21.0                            | 634            |
|                                                             | 4 | No answer                 |  | 11                       | 7     | 0.1                             | 3              |
| Sports                                                      |   |                           |  |                          |       |                                 |                |
| 1219                                                        | 1 | Very interested           |  | 2'575                    | 2'651 | 33.6                            | 1'011          |
|                                                             | 2 | Interested                |  | 2'994                    | 2'882 | 36.5                            | 1'100          |
|                                                             | 3 | Rather not interested     |  | 2'324                    | 2'358 | 29.8                            | 900            |
|                                                             | 4 | No answer                 |  | 7                        | 9     | 0.1                             | 3              |
| Local reporting                                             |   |                           |  |                          |       |                                 |                |
| 1221                                                        | 1 | Very interested           |  | 3'409                    | 3'436 | 43.5                            | 1'311          |
|                                                             | 2 | Interested                |  | 3'386                    | 3'377 | 42.7                            | 1'288          |
|                                                             | 3 | Rather not interested     |  | 1'096                    | 1'073 | 13.6                            | 409            |
|                                                             | 4 | No answer                 |  | 9                        | 14    | 0.2                             | 5              |

| Field(s) Code |   |                                              | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|----------------------------------------------|--------------------------|-------------------------|---------------|----------------|
| 1224          |   | Mobility, traffic                            |                          |                         |               |                |
|               | 1 | Very interested                              | 1'882                    | 1'820                   | 23.0          | 694            |
|               | 2 | Interested                                   | 3'998                    | 3'903                   | 49.4          | 1'489          |
|               | 3 | Rather not interested                        | 2'007                    | 2'155                   | 27.3          | 822            |
|               | 4 | No answer                                    | 13                       | 21                      | 0.3           | 8              |
| 1235          |   | Science, research, innovative technologies   |                          |                         |               |                |
|               | 1 | Very interested                              | 3'324                    | 3'062                   | 38.8          | 1'168          |
|               | 2 | Interested                                   | 3'693                    | 3'731                   | 47.2          | 1'424          |
|               | 3 | Rather not interested                        | 864                      | 1'077                   | 13.6          | 411            |
|               | 4 | No answer                                    | 19                       | 30                      | 0.4           | 12             |
| 1230          |   | Nature, climate, environment, sustainability |                          |                         |               |                |
|               | 1 | Very interested                              | 3'017                    | 3'023                   | 38.3          | 1'153          |
|               | 2 | Interested                                   | 4'019                    | 3'928                   | 49.7          | 1'499          |
|               | 3 | Rather not interested                        | 848                      | 929                     | 11.8          | 354            |
|               | 4 | No answer                                    | 16                       | 19                      | 0.2           | 7              |
| 1225          |   | Travel                                       |                          |                         |               |                |
|               | 1 | Very interested                              | 2'853                    | 2'748                   | 34.8          | 1'049          |
|               | 2 | Interested                                   | 3'637                    | 3'596                   | 45.5          | 1'372          |
|               | 3 | Rather not interested                        | 1'391                    | 1'534                   | 19.4          | 585            |
|               | 4 | No answer                                    | 19                       | 22                      | 0.3           | 8              |
| 1229          |   | Culture/ feuilleton                          |                          |                         |               |                |
|               | 1 | Very interested                              | 1'448                    | 1'413                   | 17.9          | 539            |
|               | 2 | Interested                                   | 3'602                    | 3'490                   | 44.2          | 1'331          |
|               | 3 | Rather not interested                        | 2'817                    | 2'967                   | 37.6          | 1'132          |
|               | 4 | No answer                                    | 33                       | 30                      | 0.4           | 11             |

| Field(s) Code                          |   |     | Cases un-weighted | Decision-maker Cases % weighted |      | Proj. thou. |
|----------------------------------------|---|-----|-------------------|---------------------------------|------|-------------|
| Magazines/ Newspapers                  |   |     |                   |                                 |      |             |
| Already read or browsed                |   |     |                   |                                 |      |             |
| Capital                                |   |     |                   |                                 |      |             |
| 1002                                   | 1 | Yes | 1'765             | 1'618                           | 20.5 | 617         |
|                                        | 2 | No  | 6'135             | 6'282                           | 79.5 | 2'397       |
| Handwerk Magazin                       |   |     |                   |                                 |      |             |
| 1006                                   | 1 | Yes | 1'083             | 1'094                           | 13.8 | 417         |
|                                        | 2 | No  | 6'817             | 6'806                           | 86.2 | 2'597       |
| Manager Magazin                        |   |     |                   |                                 |      |             |
| 1008                                   | 1 | Yes | 2'184             | 1'870                           | 23.7 | 713         |
|                                        | 2 | No  | 5'716             | 6'030                           | 76.3 | 2'301       |
| Markt und Mittelstand                  |   |     |                   |                                 |      |             |
| 1009                                   | 1 | Yes | 1'486             | 1'316                           | 16.7 | 502         |
|                                        | 2 | No  | 6'414             | 6'584                           | 83.3 | 2'512       |
| c't Magazin                            |   |     |                   |                                 |      |             |
| 1010                                   | 1 | Yes | 1'150             | 1'096                           | 13.9 | 418         |
|                                        | 2 | No  | 6'750             | 6'804                           | 86.1 | 2'596       |
| VDI Nachrichten                        |   |     |                   |                                 |      |             |
| 1016                                   | 1 | Yes | 1'405             | 1'182                           | 15.0 | 451         |
|                                        | 2 | No  | 6'495             | 6'718                           | 85.0 | 2'563       |
| Focus                                  |   |     |                   |                                 |      |             |
| 1011                                   | 1 | Yes | 3'916             | 3'854                           | 48.8 | 1'470       |
|                                        | 2 | No  | 3'984             | 4'046                           | 51.2 | 1'544       |
| Focus Money                            |   |     |                   |                                 |      |             |
| 1012                                   | 1 | Yes | 1'591             | 1'531                           | 19.4 | 584         |
|                                        | 2 | No  | 6'309             | 6'369                           | 80.6 | 2'430       |
| Frankfurter Allgemeine Sonntagszeitung |   |     |                   |                                 |      |             |
| 1013                                   | 1 | Yes | 1'580             | 1'488                           | 18.8 | 568         |
|                                        | 2 | No  | 6'320             | 6'412                           | 81.2 | 2'446       |
| Der Spiegel                            |   |     |                   |                                 |      |             |
| 1014                                   | 1 | Yes | 4'786             | 4'687                           | 59.3 | 1'788       |
|                                        | 2 | No  | 3'114             | 3'213                           | 40.7 | 1'226       |
| Stern                                  |   |     |                   |                                 |      |             |
| 1015                                   | 1 | Yes | 4'002             | 4'010                           | 50.8 | 1'530       |
|                                        | 2 | No  | 3'898             | 3'890                           | 49.2 | 1'484       |
| Welt am Sonntag (WamS/ WamS Kompakt)   |   |     |                   |                                 |      |             |
| 1028                                   | 1 | Yes | 2'098             | 1'970                           | 24.9 | 752         |
|                                        | 2 | No  | 5'802             | 5'930                           | 75.1 | 2'262       |
| Wirtschaftswoche                       |   |     |                   |                                 |      |             |
| 1018                                   | 1 | Yes | 2'820             | 2'562                           | 32.4 | 977         |
|                                        | 2 | No  | 5'080             | 5'338                           | 67.6 | 2'037       |

| Field(s) Code |   |                                         | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|-----------------------------------------|--------------------------|-------------------------|---------------|----------------|
| 1019          | 1 | Die Zeit<br>Yes                         | 2'766                    | 2'706                   | 34.3          | 1'032          |
|               | 2 | No                                      | 5'134                    | 5'194                   | 65.7          | 1'982          |
| 1023          | 1 | Frankfurter Allgemeine Zeitung<br>Yes   | 3'005                    | 2'860                   | 36.2          | 1'091          |
|               | 2 | No                                      | 4'895                    | 5'040                   | 63.8          | 1'923          |
| 1021          | 1 | Handelsblatt<br>Yes                     | 2'983                    | 2'753                   | 34.9          | 1'050          |
|               | 2 | No                                      | 4'917                    | 5'147                   | 65.1          | 1'964          |
| 1024          | 1 | Süddeutsche Zeitung<br>Yes              | 3'364                    | 3'224                   | 40.8          | 1'230          |
|               | 2 | No                                      | 4'536                    | 4'676                   | 59.2          | 1'784          |
| 1022          | 1 | Tagesspiegel (Tagesspiegel/ PNN)<br>Yes | 1'145                    | 1'062                   | 13.4          | 405            |
|               | 2 | No                                      | 6'755                    | 6'838                   | 86.6          | 2'609          |
| 1026          | 1 | Die Welt<br>Yes                         | 2'633                    | 2'566                   | 32.5          | 979            |
|               | 2 | No                                      | 5'267                    | 5'334                   | 67.5          | 2'035          |

| Field(s) Code |   |                                        | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted | Proj.<br>thou. |
|---------------|---|----------------------------------------|--------------------------|---------------------------------------|----------------|
|               |   | Maximum readership                     |                          |                                       |                |
| 1122          | 1 | Capital                                | 1'336                    | 1'215 15.4                            | 464            |
| 1126          | 1 | Handwerk Magazin                       | 860                      | 849 10.8                              | 324            |
| 1128          | 1 | Manager Magazin                        | 1'745                    | 1'459 18.5                            | 557            |
| 1129          | 1 | Markt und Mittelstand                  | 1'167                    | 1'003 12.7                            | 383            |
| 1130          | 1 | c't Magazin                            | 825                      | 755 9.6                               | 288            |
| 1136          | 1 | VDI Nachrichten                        | 1'128                    | 924 11.7                              | 353            |
| 1131          | 1 | Focus                                  | 2'565                    | 2'525 32.0                            | 964            |
| 1132          | 1 | Focus Money                            | 1'005                    | 942 11.9                              | 359            |
| 1133          | 1 | Frankfurter Allgemeine Sonntagszeitung | 959                      | 870 11.0                              | 332            |
| 1134          | 1 | Der Spiegel                            | 3'635                    | 3'520 44.6                            | 1'343          |
| 1135          | 1 | Stern                                  | 2'475                    | 2'492 31.5                            | 951            |
| 1148          | 1 | Welt am Sonntag (WamS/ WamS Kompakt)   | 1'299                    | 1'171 14.8                            | 447            |
| 1138          | 1 | Wirtschaftswoche                       | 1'932                    | 1'698 21.5                            | 648            |
| 1139          | 1 | Die Zeit                               | 1'809                    | 1'765 22.3                            | 673            |
| 1143          | 1 | Frankfurter Allgemeine Zeitung         | 1'492                    | 1'376 17.4                            | 525            |
| 1141          | 1 | Handelsblatt                           | 1'786                    | 1'569 19.9                            | 599            |
| 1144          | 1 | Süddeutsche Zeitung                    | 1'892                    | 1'725 21.8                            | 658            |
| 1142          | 1 | Tagesspiegel (Tagesspiegel/ PNN)       | 545                      | 477 6.0                               | 182            |
| 1146          | 1 | Die Welt                               | 1'207                    | 1'118 14.2                            | 427            |
|               |   | Readers per issue (AIR)                |                          |                                       |                |
| 1152          | 1 | Capital                                | 707                      | 614 7.8                               | 234            |
| 1156          | 1 | Handwerk Magazin                       | 511                      | 495 6.3                               | 189            |
| 1158          | 1 | Manager Magazin                        | 887                      | 713 9.0                               | 272            |
| 1159          | 1 | Markt und Mittelstand                  | 614                      | 508 6.4                               | 194            |
| 1160          | 1 | c't Magazin                            | 452                      | 403 5.1                               | 154            |
| 1166          | 1 | VDI Nachrichten                        | 675                      | 544 6.9                               | 207            |
| 1161          | 1 | Focus                                  | 1'155                    | 1'091 13.8                            | 416            |
| 1162          | 1 | Focus Money                            | 433                      | 395 5.0                               | 151            |
| 1163          | 1 | Frankfurter Allgemeine Sonntagszeitung | 471                      | 435 5.5                               | 166            |
| 1164          | 1 | Der Spiegel                            | 1'983                    | 1'877 23.8                            | 716            |
| 1165          | 1 | Stern                                  | 982                      | 966 12.2                              | 368            |
| 1178          | 1 | Welt am Sonntag (WamS/ WamS Kompakt)   | 546                      | 497 6.3                               | 190            |
| 1168          | 1 | Wirtschaftswoche                       | 877                      | 742 9.4                               | 283            |
| 1169          | 1 | Die Zeit                               | 817                      | 771 9.8                               | 294            |
| 1173          | 1 | Frankfurter Allgemeine Zeitung         | 725                      | 637 8.1                               | 243            |
| 1171          | 1 | Handelsblatt                           | 968                      | 802 10.1                              | 306            |
| 1174          | 1 | Süddeutsche Zeitung                    | 1'020                    | 894 11.3                              | 341            |
| 1172          | 1 | Tagesspiegel (Tagesspiegel/ PNN)       | 311                      | 264 3.3                               | 101            |
| 1176          | 1 | Die Welt                               | 554                      | 495 6.3                               | 189            |

| Field(s) Code |   |                                        | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|----------------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |   | Long time filter                       |                          |                         |               |                |
|               |   | Capital                                |                          |                         |               |                |
| 1032          | 1 | Within last 12 months                  | 1'336                    | 1'215                   | 15.4          | 464            |
|               | 2 | 1 to 2 years ago                       | 304                      | 284                     | 3.6           | 108            |
|               | 3 | Longer ago                             | 125                      | 119                     | 1.5           | 45             |
|               |   | Handwerk Magazin                       |                          |                         |               |                |
| 1036          | 1 | Within last 12 months                  | 860                      | 849                     | 10.8          | 324            |
|               | 2 | 1 to 2 years ago                       | 138                      | 159                     | 2.0           | 61             |
|               | 3 | Longer ago                             | 85                       | 85                      | 1.1           | 33             |
|               |   | Manager Magazin                        |                          |                         |               |                |
| 1038          | 1 | Within last 12 months                  | 1'745                    | 1'459                   | 18.5          | 557            |
|               | 2 | 1 to 2 years ago                       | 339                      | 313                     | 4.0           | 120            |
|               | 3 | Longer ago                             | 100                      | 98                      | 1.2           | 37             |
|               |   | Markt und Mittelstand                  |                          |                         |               |                |
| 1039          | 1 | Within last 12 months                  | 1'167                    | 1'003                   | 12.7          | 383            |
|               | 2 | 1 to 2 years ago                       | 214                      | 204                     | 2.6           | 78             |
|               | 3 | Longer ago                             | 105                      | 109                     | 1.4           | 42             |
|               |   | c't Magazin                            |                          |                         |               |                |
| 1040          | 1 | Within the last 6 months               | 825                      | 755                     | 9.6           | 288            |
|               | 2 | Within the last 6 to 12 months         | 221                      | 236                     | 3.0           | 90             |
|               | 3 | Longer ago                             | 104                      | 105                     | 1.3           | 40             |
|               |   | VDI Nachrichten                        |                          |                         |               |                |
| 1046          | 1 | Within the last 6 months               | 1'128                    | 924                     | 11.7          | 353            |
|               | 2 | Within the last 6 to 12 months         | 175                      | 157                     | 2.0           | 60             |
|               | 3 | Longer ago                             | 102                      | 101                     | 1.3           | 39             |
|               |   | Focus                                  |                          |                         |               |                |
| 1041          | 1 | Within the last 3 months               | 2'565                    | 2'525                   | 32.0          | 964            |
|               | 2 | Within the last 3 to 6 months          | 867                      | 849                     | 10.8          | 324            |
|               | 3 | Longer ago                             | 484                      | 479                     | 6.1           | 183            |
|               |   | Focus Money                            |                          |                         |               |                |
| 1042          | 1 | Within the last 3 months               | 1'005                    | 942                     | 11.9          | 359            |
|               | 2 | Within the last 3 to 6 months          | 341                      | 326                     | 4.1           | 124            |
|               | 3 | Longer ago                             | 245                      | 264                     | 3.3           | 101            |
|               |   | Frankfurter Allgemeine Sonntagszeitung |                          |                         |               |                |
| 1043          | 1 | Within the last 3 months               | 959                      | 870                     | 11.0          | 332            |
|               | 2 | Within the last 3 to 6 months          | 381                      | 362                     | 4.6           | 138            |
|               | 3 | Longer ago                             | 240                      | 256                     | 3.2           | 98             |
|               |   | Der Spiegel                            |                          |                         |               |                |
| 1044          | 1 | Within the last 3 months               | 3'635                    | 3'520                   | 44.6          | 1'343          |
|               | 2 | Within the last 3 to 6 months          | 835                      | 827                     | 10.5          | 316            |
|               | 3 | Longer ago                             | 316                      | 340                     | 4.3           | 130            |
|               |   | Stern                                  |                          |                         |               |                |
| 1045          | 1 | Within the last 3 months               | 2'475                    | 2'492                   | 31.5          | 951            |
|               | 2 | Within the last 3 to 6 months          | 971                      | 941                     | 11.9          | 359            |
|               | 3 | Longer ago                             | 556                      | 577                     | 7.3           | 220            |

| Field(s) Code |   |                                      | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|--------------------------------------|--------------------------|-------------------------|---------------|----------------|
| 1058          | 1 | Welt am Sonntag (WamS/ WamS Kompakt) |                          |                         |               |                |
|               |   | Within the last 3 months             | 1'299                    | 1'171                   | 14.8          | 447            |
|               |   | Within the last 3 to 6 months        | 500                      | 476                     | 6.0           | 182            |
|               | 3 | Longer ago                           | 299                      | 323                     | 4.1           | 123            |
| 1048          | 1 | Wirtschaftswoche                     |                          |                         |               |                |
|               |   | Within the last 3 months             | 1'932                    | 1'698                   | 21.5          | 648            |
|               |   | Within the last 3 to 6 months        | 572                      | 549                     | 6.9           | 209            |
|               | 3 | Longer ago                           | 316                      | 315                     | 4.0           | 120            |
| 1049          | 1 | Die Zeit                             |                          |                         |               |                |
|               |   | Within the last 3 months             | 1'809                    | 1'765                   | 22.3          | 673            |
|               |   | Within the last 3 to 6 months        | 629                      | 614                     | 7.8           | 234            |
|               | 3 | Longer ago                           | 328                      | 327                     | 4.1           | 125            |
| 1053          | 1 | Frankfurter Allgemeine Zeitung       |                          |                         |               |                |
|               |   | Within last fortnight                | 1'492                    | 1'376                   | 17.4          | 525            |
|               |   | 2 to 4 weeks ago                     | 657                      | 625                     | 7.9           | 238            |
|               | 3 | Longer ago                           | 856                      | 860                     | 10.9          | 328            |
| 1051          | 1 | Handelsblatt                         |                          |                         |               |                |
|               |   | Within last fortnight                | 1'786                    | 1'569                   | 19.9          | 599            |
|               |   | 2 to 4 weeks ago                     | 564                      | 508                     | 6.4           | 194            |
|               | 3 | Longer ago                           | 633                      | 676                     | 8.6           | 258            |
| 1054          | 1 | Süddeutsche Zeitung                  |                          |                         |               |                |
|               |   | Within last fortnight                | 1'892                    | 1'725                   | 21.8          | 658            |
|               |   | 2 to 4 weeks ago                     | 650                      | 639                     | 8.1           | 244            |
|               | 3 | Longer ago                           | 822                      | 860                     | 10.9          | 328            |
| 1052          | 1 | Tagesspiegel (Tagesspiegel/ PNN)     |                          |                         |               |                |
|               |   | Within last fortnight                | 545                      | 477                     | 6.0           | 182            |
|               |   | 2 to 4 weeks ago                     | 259                      | 228                     | 2.9           | 87             |
|               | 3 | Longer ago                           | 341                      | 357                     | 4.5           | 136            |
| 1056          | 1 | Die Welt                             |                          |                         |               |                |
|               |   | Within last fortnight                | 1'207                    | 1'118                   | 14.2          | 427            |
|               |   | 2 to 4 weeks ago                     | 639                      | 593                     | 7.5           | 226            |
|               | 3 | Longer ago                           | 787                      | 855                     | 10.8          | 326            |

| Field(s)              |   | Code           |  | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|-----------------------|---|----------------|--|--------------------------|-------------------------|---------------|----------------|
| Frequency of reading  |   |                |  |                          |                         |               |                |
| Capital               |   |                |  |                          |                         |               |                |
| 1062                  | 1 | 1 issue        |  | 104                      | 106                     | 1.3           | 40             |
|                       | 2 | 2 - 3 issues   |  | 304                      | 295                     | 3.7           | 112            |
|                       | 3 | 4 - 5 issues   |  | 233                      | 214                     | 2.7           | 82             |
|                       | 4 | 6 - 7 issues   |  | 194                      | 161                     | 2.0           | 62             |
|                       | 5 | 8 - 9 issues   |  | 156                      | 134                     | 1.7           | 51             |
|                       | 6 | 10 - 11 issues |  | 73                       | 70                      | 0.9           | 27             |
|                       | 7 | 12 issues      |  | 272                      | 235                     | 3.0           | 90             |
| Handwerk Magazin      |   |                |  |                          |                         |               |                |
| 1066                  | 1 | 1 issue        |  | 36                       | 50                      | 0.6           | 19             |
|                       | 2 | 2 - 3 issues   |  | 137                      | 132                     | 1.7           | 50             |
|                       | 3 | 4 - 5 issues   |  | 146                      | 149                     | 1.9           | 57             |
|                       | 4 | 6 - 7 issues   |  | 168                      | 149                     | 1.9           | 57             |
|                       | 5 | 8 - 9 issues   |  | 129                      | 129                     | 1.6           | 49             |
|                       | 6 | 10 issues      |  | 78                       | 65                      | 0.8           | 25             |
|                       | 7 | 11 issues      |  | 166                      | 175                     | 2.2           | 67             |
| Manager Magazin       |   |                |  |                          |                         |               |                |
| 1068                  | 1 | 1 issue        |  | 107                      | 109                     | 1.4           | 41             |
|                       | 2 | 2 - 3 issues   |  | 376                      | 338                     | 4.3           | 129            |
|                       | 3 | 4 - 5 issues   |  | 358                      | 290                     | 3.7           | 111            |
|                       | 4 | 6 - 7 issues   |  | 350                      | 273                     | 3.5           | 104            |
|                       | 5 | 8 - 9 issues   |  | 226                      | 170                     | 2.2           | 65             |
|                       | 6 | 10 - 11 issues |  | 134                      | 109                     | 1.4           | 42             |
|                       | 7 | 12 issues      |  | 194                      | 169                     | 2.1           | 65             |
| Markt und Mittelstand |   |                |  |                          |                         |               |                |
| 1069                  | 1 | 1 issue        |  | 63                       | 60                      | 0.8           | 23             |
|                       | 2 | 2 - 3 issues   |  | 239                      | 208                     | 2.6           | 79             |
|                       | 3 | 4 - 5 issues   |  | 243                      | 221                     | 2.8           | 84             |
|                       | 4 | 6 - 7 issues   |  | 273                      | 197                     | 2.5           | 75             |
|                       | 5 | 8 - 9 issues   |  | 194                      | 158                     | 2.0           | 60             |
|                       | 6 | 10 issues      |  | 155                      | 160                     | 2.0           | 61             |
| c't Magazin           |   |                |  |                          |                         |               |                |
| 1070                  | 1 | 1 issue        |  | 57                       | 60                      | 0.8           | 23             |
|                       | 2 | 2 - 3 issues   |  | 146                      | 150                     | 1.9           | 57             |
|                       | 3 | 4 - 5 issues   |  | 139                      | 123                     | 1.6           | 47             |
|                       | 4 | 6 - 7 issues   |  | 185                      | 160                     | 2.0           | 61             |
|                       | 5 | 8 - 9 issues   |  | 131                      | 113                     | 1.4           | 43             |
|                       | 6 | 10 - 11 issues |  | 49                       | 42                      | 0.5           | 16             |
|                       | 7 | 12 issues      |  | 118                      | 107                     | 1.4           | 41             |
| VDI Nachrichten       |   |                |  |                          |                         |               |                |
| 1076                  | 1 | 1 issue        |  | 39                       | 32                      | 0.4           | 12             |
|                       | 2 | 2 - 3 issues   |  | 163                      | 135                     | 1.7           | 52             |
|                       | 3 | 4 - 5 issues   |  | 177                      | 148                     | 1.9           | 57             |
|                       | 4 | 6 - 7 issues   |  | 213                      | 176                     | 2.2           | 67             |
|                       | 5 | 8 - 9 issues   |  | 199                      | 162                     | 2.1           | 62             |
|                       | 6 | 10 - 11 issues |  | 121                      | 95                      | 1.2           | 36             |
|                       | 7 | 12 issues      |  | 216                      | 175                     | 2.2           | 67             |

| Field(s) Code                          |   |                | Cases<br>un-<br>weighted | Decision-maker<br>Cases<br>% | Proj.<br>thou. |     |
|----------------------------------------|---|----------------|--------------------------|------------------------------|----------------|-----|
|                                        |   |                |                          | weighted                     |                |     |
| Focus                                  |   |                |                          |                              |                |     |
| 1071                                   | 1 | 1 issue        | 220                      | 212                          | 2.7            | 81  |
|                                        | 2 | 2 - 3 issues   | 590                      | 620                          | 7.8            | 236 |
|                                        | 3 | 4 - 5 issues   | 445                      | 451                          | 5.7            | 172 |
|                                        | 4 | 6 - 7 issues   | 434                      | 404                          | 5.1            | 154 |
|                                        | 5 | 8 - 9 issues   | 356                      | 348                          | 4.4            | 133 |
|                                        | 6 | 10 - 11 issues | 242                      | 208                          | 2.6            | 79  |
|                                        | 7 | 12 issues      | 278                      | 283                          | 3.6            | 108 |
| Focus Money                            |   |                |                          |                              |                |     |
| 1072                                   | 1 | 1 issue        | 105                      | 100                          | 1.3            | 38  |
|                                        | 2 | 2 - 3 issues   | 173                      | 176                          | 2.2            | 67  |
|                                        | 3 | 4 - 5 issues   | 152                      | 132                          | 1.7            | 50  |
|                                        | 4 | 6 - 7 issues   | 192                      | 175                          | 2.2            | 67  |
|                                        | 5 | 8 - 9 issues   | 220                      | 193                          | 2.4            | 74  |
|                                        | 6 | 10 - 11 issues | 58                       | 53                           | 0.7            | 20  |
|                                        | 7 | 12 issues      | 105                      | 112                          | 1.4            | 43  |
| Frankfurter Allgemeine Sonntagszeitung |   |                |                          |                              |                |     |
| 1073                                   | 1 | 1 issue        | 108                      | 86                           | 1.1            | 33  |
|                                        | 2 | 2 - 3 issues   | 224                      | 190                          | 2.4            | 72  |
|                                        | 3 | 4 - 5 issues   | 146                      | 150                          | 1.9            | 57  |
|                                        | 4 | 6 - 7 issues   | 134                      | 117                          | 1.5            | 44  |
|                                        | 5 | 8 - 9 issues   | 126                      | 129                          | 1.6            | 49  |
|                                        | 6 | 10 - 11 issues | 78                       | 77                           | 1.0            | 30  |
|                                        | 7 | 12 issues      | 143                      | 123                          | 1.6            | 47  |
| Der Spiegel                            |   |                |                          |                              |                |     |
| 1074                                   | 1 | 1 issue        | 211                      | 229                          | 2.9            | 88  |
|                                        | 2 | 2 - 3 issues   | 673                      | 706                          | 8.9            | 269 |
|                                        | 3 | 4 - 5 issues   | 582                      | 569                          | 7.2            | 217 |
|                                        | 4 | 6 - 7 issues   | 610                      | 596                          | 7.5            | 227 |
|                                        | 5 | 8 - 9 issues   | 588                      | 525                          | 6.6            | 200 |
|                                        | 6 | 10 - 11 issues | 375                      | 331                          | 4.2            | 126 |
|                                        | 7 | 12 issues      | 596                      | 565                          | 7.1            | 215 |
| Stern                                  |   |                |                          |                              |                |     |
| 1075                                   | 1 | 1 issue        | 264                      | 251                          | 3.2            | 96  |
|                                        | 2 | 2 - 3 issues   | 576                      | 633                          | 8.0            | 241 |
|                                        | 3 | 4 - 5 issues   | 468                      | 483                          | 6.1            | 184 |
|                                        | 4 | 6 - 7 issues   | 468                      | 454                          | 5.7            | 173 |
|                                        | 5 | 8 - 9 issues   | 316                      | 302                          | 3.8            | 115 |
|                                        | 6 | 10 - 11 issues | 174                      | 155                          | 2.0            | 59  |
|                                        | 7 | 12 issues      | 209                      | 214                          | 2.7            | 81  |
| Welt am Sonntag (WamS/ WamS Kompakt)   |   |                |                          |                              |                |     |
| 1088                                   | 1 | 1 issue        | 119                      | 115                          | 1.5            | 44  |
|                                        | 2 | 2 - 3 issues   | 339                      | 307                          | 3.9            | 117 |
|                                        | 3 | 4 - 5 issues   | 254                      | 216                          | 2.7            | 82  |
|                                        | 4 | 6 - 7 issues   | 229                      | 201                          | 2.5            | 77  |
|                                        | 5 | 8 - 9 issues   | 157                      | 146                          | 1.8            | 56  |
|                                        | 6 | 10 - 11 issues | 71                       | 58                           | 0.7            | 22  |
|                                        | 7 | 12 issues      | 130                      | 128                          | 1.6            | 49  |
| Wirtschaftswoche                       |   |                |                          |                              |                |     |
| 1078                                   | 1 | 1 issue        | 133                      | 122                          | 1.5            | 46  |
|                                        | 2 | 2 - 3 issues   | 331                      | 310                          | 3.9            | 118 |
|                                        | 3 | 4 - 5 issues   | 367                      | 309                          | 3.9            | 118 |
|                                        | 4 | 6 - 7 issues   | 385                      | 329                          | 4.2            | 125 |
|                                        | 5 | 8 - 9 issues   | 353                      | 303                          | 3.8            | 116 |
|                                        | 6 | 10 - 11 issues | 173                      | 152                          | 1.9            | 58  |
|                                        | 7 | 12 issues      | 190                      | 174                          | 2.2            | 66  |

| Field(s) Code                    |   |                | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|----------------------------------|---|----------------|--------------------------|-------------------------|---------------|----------------|
| Die Zeit                         |   |                |                          |                         |               |                |
| 1079                             | 1 | 1 issue        | 165                      | 162                     | 2.1           | 62             |
|                                  | 2 | 2 - 3 issues   | 435                      | 457                     | 5.8           | 174            |
|                                  | 3 | 4 - 5 issues   | 345                      | 330                     | 4.2           | 126            |
|                                  | 4 | 6 - 7 issues   | 297                      | 271                     | 3.4           | 103            |
|                                  | 5 | 8 - 9 issues   | 201                      | 184                     | 2.3           | 70             |
|                                  | 6 | 10 - 11 issues | 113                      | 114                     | 1.4           | 44             |
|                                  | 7 | 12 issues      | 253                      | 248                     | 3.1           | 94             |
| Frankfurter Allgemeine Zeitung   |   |                |                          |                         |               |                |
| 1083                             | 1 | 1 issue        | 88                       | 84                      | 1.1           | 32             |
|                                  | 2 | 2 - 3 issues   | 264                      | 266                     | 3.4           | 101            |
|                                  | 3 | 4 - 5 issues   | 211                      | 189                     | 2.4           | 72             |
|                                  | 4 | 6 - 7 issues   | 244                      | 232                     | 2.9           | 89             |
|                                  | 5 | 8 - 9 issues   | 316                      | 289                     | 3.7           | 110            |
|                                  | 6 | 10 - 11 issues | 182                      | 151                     | 1.9           | 58             |
|                                  | 7 | 12 issues      | 187                      | 165                     | 2.1           | 63             |
| Handelsblatt                     |   |                |                          |                         |               |                |
| 1081                             | 1 | 1 issue        | 75                       | 69                      | 0.9           | 26             |
|                                  | 2 | 2 - 3 issues   | 219                      | 191                     | 2.4           | 73             |
|                                  | 3 | 4 - 5 issues   | 283                      | 269                     | 3.4           | 102            |
|                                  | 4 | 6 - 7 issues   | 288                      | 255                     | 3.2           | 97             |
|                                  | 5 | 8 - 9 issues   | 432                      | 369                     | 4.7           | 141            |
|                                  | 6 | 10 - 11 issues | 196                      | 172                     | 2.2           | 66             |
|                                  | 7 | 12 issues      | 293                      | 244                     | 3.1           | 93             |
| Süddeutsche Zeitung              |   |                |                          |                         |               |                |
| 1084                             | 1 | 1 issue        | 77                       | 84                      | 1.1           | 32             |
|                                  | 2 | 2 - 3 issues   | 250                      | 248                     | 3.1           | 95             |
|                                  | 3 | 4 - 5 issues   | 270                      | 239                     | 3.0           | 91             |
|                                  | 4 | 6 - 7 issues   | 263                      | 236                     | 3.0           | 90             |
|                                  | 5 | 8 - 9 issues   | 333                      | 311                     | 3.9           | 119            |
|                                  | 6 | 10 - 11 issues | 262                      | 214                     | 2.7           | 82             |
|                                  | 7 | 12 issues      | 437                      | 392                     | 5.0           | 149            |
| Tagesspiegel (Tagesspiegel/ PNN) |   |                |                          |                         |               |                |
| 1082                             | 1 | 1 issue        | 27                       | 25                      | 0.3           | 9              |
|                                  | 2 | 2 - 3 issues   | 76                       | 78                      | 1.0           | 30             |
|                                  | 3 | 4 - 5 issues   | 78                       | 65                      | 0.8           | 25             |
|                                  | 4 | 6 - 7 issues   | 99                       | 89                      | 1.1           | 34             |
|                                  | 5 | 8 - 9 issues   | 100                      | 78                      | 1.0           | 30             |
|                                  | 6 | 10 - 11 issues | 63                       | 53                      | 0.7           | 20             |
|                                  | 7 | 12 issues      | 102                      | 89                      | 1.1           | 34             |
| Die Welt                         |   |                |                          |                         |               |                |
| 1086                             | 1 | 1 issue        | 77                       | 70                      | 0.9           | 27             |
|                                  | 2 | 2 - 3 issues   | 195                      | 192                     | 2.4           | 73             |
|                                  | 3 | 4 - 5 issues   | 245                      | 250                     | 3.2           | 95             |
|                                  | 4 | 6 - 7 issues   | 228                      | 199                     | 2.5           | 76             |
|                                  | 5 | 8 - 9 issues   | 205                      | 166                     | 2.1           | 63             |
|                                  | 6 | 10 - 11 issues | 155                      | 148                     | 1.9           | 56             |
|                                  | 7 | 12 issues      | 102                      | 93                      | 1.2           | 36             |

| Field(s) Code |   |                                        | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted | Proj.<br>thou. |
|---------------|---|----------------------------------------|--------------------------|---------------------------------------|----------------|
|               |   | Short time filter                      |                          |                                       |                |
|               |   | Capital                                |                          |                                       |                |
| 1092          | 1 | Within last 4 weeks                    | 707                      | 614 7.8                               | 234            |
|               | 2 | 1 to 2 months ago                      | 255                      | 235 3.0                               | 90             |
|               | 3 | 2 to 3 months ago                      | 199                      | 186 2.3                               | 71             |
|               | 4 | Longer ago                             | 175                      | 180 2.3                               | 69             |
|               |   | Handwerk Magazin                       |                          |                                       |                |
| 1096          | 1 | Within last 4 weeks                    | 511                      | 495 6.3                               | 189            |
|               | 2 | 1 to 2 months ago                      | 174                      | 176 2.2                               | 67             |
|               | 3 | 2 to 3 months ago                      | 90                       | 84 1.1                                | 32             |
|               | 4 | Longer ago                             | 85                       | 95 1.2                                | 36             |
|               |   | Manager Magazin                        |                          |                                       |                |
| 1098          | 1 | Within last 4 weeks                    | 887                      | 713 9.0                               | 272            |
|               | 2 | 1 to 2 months ago                      | 437                      | 369 4.7                               | 141            |
|               | 3 | 2 to 3 months ago                      | 236                      | 207 2.6                               | 79             |
|               | 4 | Longer ago                             | 185                      | 170 2.2                               | 65             |
|               |   | Markt und Mittelstand                  |                          |                                       |                |
| 1099          | 1 | Within last 4 weeks                    | 614                      | 508 6.4                               | 194            |
|               | 2 | 1 to 2 months ago                      | 290                      | 251 3.2                               | 96             |
|               | 3 | 2 to 3 months ago                      | 155                      | 148 1.9                               | 56             |
|               | 4 | Longer ago                             | 108                      | 97 1.2                                | 37             |
|               |   | c't Magazin                            |                          |                                       |                |
| 1100          | 1 | Within last 14 days                    | 452                      | 403 5.1                               | 154            |
|               | 2 | 14 days to 4 weeks ago                 | 179                      | 153 1.9                               | 58             |
|               | 3 | 4 to 6 weeks ago                       | 109                      | 114 1.4                               | 44             |
|               | 4 | Longer ago                             | 85                       | 85 1.1                                | 32             |
|               |   | VDI Nachrichten                        |                          |                                       |                |
| 1106          | 1 | Within last 14 days                    | 675                      | 544 6.9                               | 207            |
|               | 2 | 14 days to 4 weeks ago                 | 237                      | 215 2.7                               | 82             |
|               | 3 | 4 to 6 weeks ago                       | 144                      | 110 1.4                               | 42             |
|               | 4 | Longer ago                             | 72                       | 55 0.7                                | 21             |
|               |   | Focus                                  |                          |                                       |                |
| 1101          | 1 | Within last 7 days                     | 1'155                    | 1'091 13.8                            | 416            |
|               | 2 | 8 to 14 days ago                       | 605                      | 621 7.9                               | 237            |
|               | 3 | 2 to 3 weeks ago                       | 461                      | 482 6.1                               | 184            |
|               | 4 | Longer ago                             | 344                      | 332 4.2                               | 127            |
|               |   | Focus Money                            |                          |                                       |                |
| 1102          | 1 | Within last 7 days                     | 433                      | 395 5.0                               | 151            |
|               | 2 | 8 to 14 days ago                       | 255                      | 236 3.0                               | 90             |
|               | 3 | 2 to 3 weeks ago                       | 170                      | 160 2.0                               | 61             |
|               | 4 | Longer ago                             | 147                      | 150 1.9                               | 57             |
|               |   | Frankfurter Allgemeine Sonntagszeitung |                          |                                       |                |
| 1103          | 1 | Within last 7 days                     | 471                      | 435 5.5                               | 166            |
|               | 2 | 8 to 14 days ago                       | 183                      | 167 2.1                               | 64             |
|               | 3 | 2 to 3 weeks ago                       | 149                      | 130 1.6                               | 50             |
|               | 4 | Longer ago                             | 156                      | 138 1.7                               | 53             |

| Field(s) Code |   |                                      | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|--------------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |   | Der Spiegel                          |                          |                         |               |                |
| 1104          | 1 | Within last 7 days                   | 1'983                    | 1'877                   | 23.8          | 716            |
|               | 2 | 8 to 14 days ago                     | 765                      | 745                     | 9.4           | 284            |
|               | 3 | 2 to 3 weeks ago                     | 502                      | 503                     | 6.4           | 192            |
|               | 4 | Longer ago                           | 385                      | 394                     | 5.0           | 150            |
|               |   | Stern                                |                          |                         |               |                |
| 1105          | 1 | Within last 7 days                   | 982                      | 966                     | 12.2          | 368            |
|               | 2 | 8 to 14 days ago                     | 598                      | 623                     | 7.9           | 238            |
|               | 3 | 2 to 3 weeks ago                     | 499                      | 508                     | 6.4           | 194            |
|               | 4 | Longer ago                           | 396                      | 395                     | 5.0           | 151            |
|               |   | Welt am Sonntag (WamS/ WamS Kompakt) |                          |                         |               |                |
| 1118          | 1 | Within last 7 days                   | 546                      | 497                     | 6.3           | 190            |
|               | 2 | 8 to 14 days ago                     | 278                      | 242                     | 3.1           | 92             |
|               | 3 | 2 to 3 weeks ago                     | 268                      | 242                     | 3.1           | 93             |
|               | 4 | Longer ago                           | 207                      | 189                     | 2.4           | 72             |
|               |   | Wirtschaftswoche                     |                          |                         |               |                |
| 1108          | 1 | Within last 7 days                   | 877                      | 742                     | 9.4           | 283            |
|               | 2 | 8 to 14 days ago                     | 499                      | 437                     | 5.5           | 167            |
|               | 3 | 2 to 3 weeks ago                     | 339                      | 321                     | 4.1           | 122            |
|               | 4 | Longer ago                           | 217                      | 198                     | 2.5           | 76             |
|               |   | Die Zeit                             |                          |                         |               |                |
| 1109          | 1 | Within last 7 days                   | 817                      | 771                     | 9.8           | 294            |
|               | 2 | 8 to 14 days ago                     | 415                      | 423                     | 5.4           | 161            |
|               | 3 | 2 to 3 weeks ago                     | 318                      | 316                     | 4.0           | 121            |
|               | 4 | Longer ago                           | 259                      | 255                     | 3.2           | 97             |
|               |   | Frankfurter Allgemeine Zeitung       |                          |                         |               |                |
| 1113          | 1 | Yesterday                            | 674                      | 581                     | 7.4           | 222            |
|               | 2 | The day before yesterday             | 245                      | 230                     | 2.9           | 88             |
|               | 3 | 3 days ago                           | 267                      | 268                     | 3.4           | 102            |
|               | 4 | Longer ago                           | 306                      | 297                     | 3.8           | 113            |
|               |   | Handelsblatt                         |                          |                         |               |                |
| 1111          | 1 | Yesterday                            | 756                      | 601                     | 7.6           | 229            |
|               | 2 | The day before yesterday             | 318                      | 300                     | 3.8           | 114            |
|               | 3 | 3 days ago                           | 367                      | 348                     | 4.4           | 133            |
|               | 4 | Longer ago                           | 345                      | 319                     | 4.0           | 122            |
|               |   | Süddeutsche Zeitung                  |                          |                         |               |                |
| 1114          | 1 | Yesterday                            | 921                      | 817                     | 10.3          | 312            |
|               | 2 | The day before yesterday             | 377                      | 337                     | 4.3           | 129            |
|               | 3 | 3 days ago                           | 278                      | 251                     | 3.2           | 96             |
|               | 4 | Longer ago                           | 316                      | 320                     | 4.0           | 122            |
|               |   | Tagesspiegel (Tagesspiegel/ PNN)     |                          |                         |               |                |
| 1112          | 1 | Yesterday                            | 288                      | 248                     | 3.1           | 94             |
|               | 2 | The day before yesterday             | 86                       | 71                      | 0.9           | 27             |
|               | 3 | 3 days ago                           | 83                       | 82                      | 1.0           | 31             |
|               | 4 | Longer ago                           | 88                       | 76                      | 1.0           | 29             |
|               |   | Die Welt                             |                          |                         |               |                |
| 1116          | 1 | Yesterday                            | 432                      | 383                     | 4.9           | 146            |
|               | 2 | The day before yesterday             | 241                      | 224                     | 2.8           | 85             |
|               | 3 | 3 days ago                           | 255                      | 239                     | 3.0           | 91             |
|               | 4 | Longer ago                           | 279                      | 272                     | 3.4           | 104            |

| Field(s) Code                        |   |                                                | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|--------------------------------------|---|------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
| Chamber of commerce magazines        |   |                                                |                          |                         |               |                |
| Already read or browsed              |   |                                                |                          |                         |               |                |
| 1242                                 | 1 | Yes                                            | 3'298                    | 3'175                   | 40.2          | 1'211          |
|                                      | 2 | No                                             | 4'564                    | 4'687                   | 59.3          | 1'788          |
|                                      | 3 | No answer                                      | 38                       | 38                      | 0.5           | 14             |
| Frequency of reading                 |   |                                                |                          |                         |               |                |
| 1243                                 | 1 | Every/ almost every issue                      | 1'154                    | 1'108                   | 14.0          | 423            |
|                                      | 2 | About every 2nd issue                          | 901                      | 842                     | 10.7          | 321            |
|                                      | 3 | About every 3rd to 4th issue                   | 665                      | 630                     | 8.0           | 240            |
|                                      | 4 | Less often                                     | 564                      | 585                     | 7.4           | 223            |
|                                      | 5 | No answer                                      | 52                       | 47                      | 0.6           | 18             |
| Internet/ online services            |   |                                                |                          |                         |               |                |
| Internet usage - last 3 months       |   |                                                |                          |                         |               |                |
| Desktop PC                           |   |                                                |                          |                         |               |                |
| 1244                                 | 1 | Yes                                            | 6'606                    | 6'550                   | 82.9          | 2'499          |
|                                      | 2 | No                                             | 1'294                    | 1'350                   | 17.1          | 515            |
| Notebook/ Laptop                     |   |                                                |                          |                         |               |                |
| 1245                                 | 1 | Yes                                            | 7'370                    | 7'278                   | 92.1          | 2'777          |
|                                      | 2 | No                                             | 530                      | 622                     | 7.9           | 237            |
| Tablet                               |   |                                                |                          |                         |               |                |
| 1246                                 | 1 | Yes                                            | 6'346                    | 6'222                   | 78.8          | 2'374          |
|                                      | 2 | No                                             | 1'554                    | 1'678                   | 21.2          | 640            |
| Smartphone                           |   |                                                |                          |                         |               |                |
| 1247                                 | 1 | Yes                                            | 7'832                    | 7'823                   | 99.0          | 2'985          |
|                                      | 2 | No                                             | 68                       | 77                      | 1.0           | 29             |
| Digital services 'broadest audience' |   |                                                |                          |                         |               |                |
| 1336                                 | 1 | Capital: capital.de                            | 548                      | 520                     | 6.6           | 198            |
| 1339                                 | 1 | heise.de + App(s)                              | 1'001                    | 951                     | 12.0          | 363            |
| 1340                                 | 1 | F.A.Z.: faz.net + App(s)                       | 2'021                    | 1'994                   | 25.2          | 761            |
| 1341                                 | 1 | Focus: focus.de + App(s)                       | 2'398                    | 2'485                   | 31.5          | 948            |
| 1342                                 | 1 | Handelsblatt: handelsblatt.com + App(s)        | 1'948                    | 1'865                   | 23.6          | 712            |
| 1343                                 | 1 | Handwerk Magazin: handwerk-magazin.de          | 387                      | 393                     | 5.0           | 150            |
| 1344                                 | 1 | Manager Magazin: manager-magazin.de + App(s)   | 960                      | 880                     | 11.1          | 336            |
| 1345                                 | 1 | Markt und Mittelstand: marktundmittelstand.de  | 486                      | 472                     | 6.0           | 180            |
| 1346                                 | 1 | Der Spiegel: spiegel.de + App(s)               | 3'130                    | 3'147                   | 39.8          | 1'201          |
| 1347                                 | 1 | Stern: stern.de + App(s)                       | 1'584                    | 1'718                   | 21.7          | 655            |
| 1348                                 | 1 | Süddeutsche Zeitung: süddeutsche.de + App(s)   | 2'159                    | 2'136                   | 27.0          | 815            |
| 1353                                 | 1 | Tagesspiegel: tagesspiegel.de + App(s)         | 898                      | 878                     | 11.1          | 335            |
| 1349                                 | 1 | VDI Nachrichten: ingenieur.de + App(s)         | 732                      | 663                     | 8.4           | 253            |
| 1350                                 | 1 | Welt: welt.de + App(s)                         | 2'067                    | 2'133                   | 27.0          | 814            |
| 1351                                 | 1 | Wirtschaftswoche: wirtschaftswoche.de + App(s) | 1'440                    | 1'387                   | 17.6          | 529            |
| 1352                                 | 1 | Die Zeit: zeit.de + App(s)                     | 1'795                    | 1'829                   | 23.2          | 698            |

| Field(s) Code           |   |                            | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|-------------------------|---|----------------------------|--------------------------|-------------------------|---------------|----------------|
| <b>Podcasts</b>         |   |                            |                          |                         |               |                |
| Listening time per week |   |                            |                          |                         |               |                |
| 1442                    | 1 | I don't listen to podcasts | 4'312                    | 4'358                   | 55.2          | 1'663          |
|                         | 2 | Up to 30 minutes           | 979                      | 964                     | 12.2          | 368            |
|                         | 3 | 30 to 60 minutes           | 930                      | 944                     | 12.0          | 360            |
|                         | 4 | 1 to 2 hours               | 783                      | 748                     | 9.5           | 286            |
|                         | 5 | 2 to 3 hours               | 436                      | 415                     | 5.3           | 158            |
|                         | 6 | More than 3 hours          | 416                      | 431                     | 5.5           | 164            |
|                         | 7 | No answer                  | 44                       | 40                      | 0.5           | 15             |
| Podcast topics          |   |                            |                          |                         |               |                |
| 1443                    | 1 | News and politics          | 1'809                    | 1'801                   | 22.8          | 687            |
| 1444                    | 1 | Economy                    | 1'169                    | 1'129                   | 14.3          | 431            |
| 1445                    | 1 | Society and culture        | 1'367                    | 1'391                   | 17.6          | 531            |
| 1446                    | 1 | Science and technology     | 1'190                    | 1'121                   | 14.2          | 427            |
| 1447                    | 1 | History                    | 750                      | 763                     | 9.7           | 291            |
| 1448                    | 1 | True Crime                 | 592                      | 623                     | 7.9           | 238            |
| 1449                    | 1 | Sports                     | 884                      | 943                     | 11.9          | 360            |
| 1450                    | 1 | Education                  | 702                      | 693                     | 8.8           | 264            |
| 1451                    | 1 | Health                     | 927                      | 1'043                   | 13.2          | 398            |
| 1452                    | 1 | Other topics               | 817                      | 880                     | 11.1          | 336            |
| 1453                    | 1 | No answer                  | 34                       | 24                      | 0.3           | 9              |

| Field(s) Code                                         |   |                                  | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted | Proj.<br>thou. |
|-------------------------------------------------------|---|----------------------------------|--------------------------|---------------------------------------|----------------|
| <b>Decision-making authority</b>                      |   |                                  |                          |                                       |                |
| Management of company (corporate policy)              |   |                                  |                          |                                       |                |
| 1501                                                  | 1 | Sole decision-making/ delegation | 2'046                    | 2'336 29.6                            | 891            |
| 1502                                                  | 2 | Joint decision                   | 2'559                    | 2'657 33.6                            | 1'014          |
| 1503                                                  | 3 | Make suggestions                 | 716                      | 759 9.6                               | 290            |
| 1504                                                  | 4 | Not involved                     | 3'058                    | 2'646 33.5                            | 1'009          |
| 1505                                                  | 5 | Not true/ non-existent           | 72                       | 74 0.9                                | 28             |
| 1506                                                  | 6 | No answer                        | 72                       | 76 1.0                                | 29             |
| Location planning/ plant expansion/ building projects |   |                                  |                          |                                       |                |
| 1507                                                  | 1 | Sole decision-making/ delegation | 1'471                    | 1'666 21.1                            | 636            |
| 1508                                                  | 2 | Joint decision                   | 2'196                    | 2'165 27.4                            | 826            |
| 1509                                                  | 3 | Make suggestions                 | 478                      | 533 6.7                               | 203            |
| 1510                                                  | 4 | Not involved                     | 3'276                    | 2'908 36.8                            | 1'109          |
| 1511                                                  | 5 | Not true/ non-existent           | 703                      | 845 10.7                              | 322            |
| 1512                                                  | 6 | No answer                        | 90                       | 99 1.3                                | 38             |
| Rental/ purchase of business premises                 |   |                                  |                          |                                       |                |
| 1513                                                  | 1 | Sole decision-making/ delegation | 1'429                    | 1'585 20.1                            | 605            |
| 1514                                                  | 2 | Joint decision                   | 1'988                    | 1'948 24.7                            | 743            |
| 1515                                                  | 3 | Make suggestions                 | 411                      | 436 5.5                               | 167            |
| 1516                                                  | 4 | Not involved                     | 3'368                    | 3'033 38.4                            | 1'157          |
| 1517                                                  | 5 | Not true/ non-existent           | 900                      | 1'097 13.9                            | 418            |
| 1518                                                  | 6 | No answer                        | 88                       | 98 1.2                                | 37             |
| Energy efficiency measures                            |   |                                  |                          |                                       |                |
| 1489                                                  | 1 | Sole decision-making/ delegation | 1'545                    | 1'785 22.6                            | 681            |
| 1490                                                  | 2 | Joint decision                   | 2'600                    | 2'602 32.9                            | 993            |
| 1491                                                  | 3 | Make suggestions                 | 672                      | 689 8.7                               | 263            |
| 1492                                                  | 4 | Not involved                     | 3'172                    | 2'814 35.6                            | 1'073          |
| 1493                                                  | 5 | Not true/ non-existent           | 362                      | 418 5.3                               | 159            |
| 1494                                                  | 6 | No answer                        | 83                       | 91 1.2                                | 35             |
| HR/ Personnel management, social and training affairs |   |                                  |                          |                                       |                |
| 1519                                                  | 1 | Sole decision-making/ delegation | 2'067                    | 2'347 29.7                            | 895            |
| 1520                                                  | 2 | Joint decision                   | 3'627                    | 3'576 45.3                            | 1'364          |
| 1521                                                  | 3 | Make suggestions                 | 995                      | 930 11.8                              | 355            |
| 1522                                                  | 4 | Not involved                     | 2'241                    | 1'941 24.6                            | 741            |
| 1523                                                  | 5 | Not true/ non-existent           | 102                      | 122 1.5                               | 47             |
| 1524                                                  | 6 | No answer                        | 74                       | 81 1.0                                | 31             |
| Accountancy/ Controlling                              |   |                                  |                          |                                       |                |
| 1525                                                  | 1 | Sole decision-making/ delegation | 1'787                    | 2'051 26.0                            | 782            |
| 1526                                                  | 2 | Joint decision                   | 2'582                    | 2'476 31.3                            | 944            |
| 1527                                                  | 3 | Make suggestions                 | 762                      | 725 9.2                               | 276            |
| 1528                                                  | 4 | Not involved                     | 3'144                    | 2'871 36.3                            | 1'095          |
| 1529                                                  | 5 | Not true/ non-existent           | 315                      | 360 4.6                               | 137            |
| 1530                                                  | 6 | No answer                        | 79                       | 80 1.0                                | 31             |
| Financial/ capital investments/ planning              |   |                                  |                          |                                       |                |
| 1531                                                  | 1 | Sole decision-making/ delegation | 1'873                    | 2'108 26.7                            | 804            |
| 1532                                                  | 2 | Joint decision                   | 2'356                    | 2'300 29.1                            | 878            |
| 1533                                                  | 3 | Make suggestions                 | 713                      | 675 8.5                               | 258            |
| 1534                                                  | 4 | Not involved                     | 3'251                    | 2'970 37.6                            | 1'133          |
| 1535                                                  | 5 | Not true/ non-existent           | 288                      | 325 4.1                               | 124            |
| 1536                                                  | 6 | No answer                        | 81                       | 88 1.1                                | 34             |

| Field(s) Code |   |                                                                   | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted | Proj.<br>thou. |
|---------------|---|-------------------------------------------------------------------|--------------------------|---------------------------------------|----------------|
|               |   | Company insurances                                                |                          |                                       |                |
| 1495          | 1 | Sole decision-making/ delegation                                  | 1'838                    | 2'102 26.6                            | 802            |
| 1496          | 2 | Joint decision                                                    | 2'056                    | 2'003 25.4                            | 764            |
| 1497          | 3 | Make suggestions                                                  | 514                      | 486 6.2                               | 185            |
| 1498          | 4 | Not involved                                                      | 3'641                    | 3'350 42.4                            | 1'278          |
| 1499          | 5 | Not true/ non-existent                                            | 313                      | 326 4.1                               | 124            |
| 1500          | 6 | No answer                                                         | 87                       | 94 1.2                                | 36             |
|               |   | Investment financing/ credit transactions                         |                          |                                       |                |
| 1537          | 1 | Sole decision-making/ delegation                                  | 1'675                    | 1'862 23.6                            | 710            |
| 1538          | 2 | Joint decision                                                    | 2'069                    | 2'041 25.8                            | 779            |
| 1539          | 3 | Make suggestions                                                  | 510                      | 480 6.1                               | 183            |
| 1540          | 4 | Not involved                                                      | 3'441                    | 3'185 40.3                            | 1'215          |
| 1541          | 5 | Not true/ non-existent                                            | 590                      | 661 8.4                               | 252            |
| 1542          | 6 | No answer                                                         | 97                       | 102 1.3                               | 39             |
|               |   | Activities concerning CSR ("Corporate Social Responsibility")     |                          |                                       |                |
| 1890          | 1 | Sole decision-making/ delegation                                  | 1'149                    | 1'309 16.6                            | 500            |
| 1891          | 2 | Joint decision                                                    | 2'736                    | 2'637 33.4                            | 1'006          |
| 1892          | 3 | Make suggestions                                                  | 699                      | 656 8.3                               | 250            |
| 1893          | 4 | Not involved                                                      | 2'655                    | 2'418 30.6                            | 923            |
| 1894          | 5 | Not true/ non-existent                                            | 1'237                    | 1'389 17.6                            | 530            |
| 1895          | 6 | No answer                                                         | 133                      | 129 1.6                               | 49             |
|               |   | Office technology (e.g. copier, printer, scanner)                 |                          |                                       |                |
| 1543          | 1 | Sole decision-making/ delegation                                  | 1'838                    | 2'162 27.4                            | 825            |
| 1544          | 2 | Joint decision                                                    | 3'224                    | 3'197 40.5                            | 1'220          |
| 1545          | 3 | Make suggestions                                                  | 862                      | 773 9.8                               | 295            |
| 1546          | 4 | Not involved                                                      | 2'811                    | 2'479 31.4                            | 946            |
| 1547          | 5 | Not true/ non-existent                                            | 38                       | 48 0.6                                | 18             |
| 1548          | 6 | No answer                                                         | 56                       | 61 0.8                                | 23             |
|               |   | IT-hardware (e.g. desktop PC, notebook, tablet, server, switches) |                          |                                       |                |
| 1549          | 1 | Sole decision-making/ delegation                                  | 1'780                    | 2'095 26.5                            | 799            |
| 1550          | 2 | Joint decision                                                    | 3'224                    | 3'127 39.6                            | 1'193          |
| 1551          | 3 | Make suggestions                                                  | 841                      | 787 10.0                              | 300            |
| 1552          | 4 | Not involved                                                      | 2'757                    | 2'498 31.6                            | 953            |
| 1553          | 5 | Not true/ non-existent                                            | 60                       | 69 0.9                                | 26             |
| 1554          | 6 | No answer                                                         | 54                       | 55 0.7                                | 21             |
|               |   | Software licences, cloud services                                 |                          |                                       |                |
| 1483          | 1 | Sole decision-making/ delegation                                  | 1'674                    | 1'888 23.9                            | 720            |
| 1484          | 2 | Joint decision                                                    | 2'979                    | 2'908 36.8                            | 1'110          |
| 1485          | 3 | Make suggestions                                                  | 705                      | 704 8.9                               | 268            |
| 1486          | 4 | Not involved                                                      | 2'928                    | 2'664 33.7                            | 1'016          |
| 1487          | 5 | Not true/ non-existent                                            | 257                      | 320 4.1                               | 122            |
| 1488          | 6 | No answer                                                         | 68                       | 71 0.9                                | 27             |
|               |   | IT-services and consulting                                        |                          |                                       |                |
| 1477          | 1 | Sole decision-making/ delegation                                  | 1'644                    | 1'852 23.4                            | 707            |
| 1478          | 2 | Joint decision                                                    | 2'929                    | 2'825 35.8                            | 1'078          |
| 1479          | 3 | Make suggestions                                                  | 656                      | 637 8.1                               | 243            |
| 1480          | 4 | Not involved                                                      | 3'000                    | 2'758 34.9                            | 1'052          |
| 1481          | 5 | Not true/ non-existent                                            | 343                      | 417 5.3                               | 159            |
| 1482          | 6 | No answer                                                         | 75                       | 81 1.0                                | 31             |

| Field(s) Code |   |                                                                                         | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|-----------------------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |   | Communication systems, e.g. telephone system, smartphone, mobile phone                  |                          |                         |               |                |
| 1567          | 1 | Sole decision-making/ delegation                                                        | 1'642                    | 1'975                   | 25.0          | 754            |
| 1568          | 2 | Joint decision                                                                          | 2'880                    | 2'868                   | 36.3          | 1'094          |
| 1569          | 3 | Make suggestions                                                                        | 757                      | 709                     | 9.0           | 270            |
| 1570          | 4 | Not involved                                                                            | 3'110                    | 2'763                   | 35.0          | 1'054          |
| 1571          | 5 | Not true/ non-existent                                                                  | 67                       | 82                      | 1.0           | 31             |
| 1572          | 6 | No answer                                                                               | 61                       | 67                      | 0.8           | 25             |
|               |   | Office furniture/ office equipment                                                      |                          |                         |               |                |
| 1573          | 1 | Sole decision-making/ delegation                                                        | 1'640                    | 1'983                   | 25.1          | 757            |
| 1574          | 2 | Joint decision                                                                          | 3'033                    | 3'055                   | 38.7          | 1'166          |
| 1575          | 3 | Make suggestions                                                                        | 608                      | 614                     | 7.8           | 234            |
| 1576          | 4 | Not involved                                                                            | 3'055                    | 2'650                   | 33.5          | 1'011          |
| 1577          | 5 | Not true/ non-existent                                                                  | 51                       | 60                      | 0.8           | 23             |
| 1578          | 6 | No answer                                                                               | 61                       | 63                      | 0.8           | 24             |
|               |   | Marketing, advertising, public relations, market research, sales promotion, trade fairs |                          |                         |               |                |
| 1579          | 1 | Sole decision-making/ delegation                                                        | 1'500                    | 1'731                   | 21.9          | 660            |
| 1580          | 2 | Joint decision                                                                          | 3'083                    | 3'028                   | 38.3          | 1'155          |
| 1581          | 3 | Make suggestions                                                                        | 908                      | 809                     | 10.2          | 309            |
| 1582          | 4 | Not involved                                                                            | 2'517                    | 2'246                   | 28.4          | 857            |
| 1583          | 5 | Not true/ non-existent                                                                  | 836                      | 911                     | 11.5          | 348            |
| 1584          | 6 | No answer                                                                               | 98                       | 103                     | 1.3           | 39             |
|               |   | Distribution, sales, sales force                                                        |                          |                         |               |                |
| 1585          | 1 | Sole decision-making/ delegation                                                        | 1'432                    | 1'606                   | 20.3          | 613            |
| 1586          | 2 | Joint decision                                                                          | 2'645                    | 2'640                   | 33.4          | 1'007          |
| 1587          | 3 | Make suggestions                                                                        | 719                      | 661                     | 8.4           | 252            |
| 1588          | 4 | Not involved                                                                            | 2'476                    | 2'147                   | 27.2          | 819            |
| 1589          | 5 | Not true/ non-existent                                                                  | 1'401                    | 1'556                   | 19.7          | 594            |
| 1590          | 6 | No answer                                                                               | 140                      | 143                     | 1.8           | 54             |
|               |   | Logistics/ warehousing/ transport                                                       |                          |                         |               |                |
| 1591          | 1 | Sole decision-making/ delegation                                                        | 1'012                    | 1'157                   | 14.6          | 441            |
| 1592          | 2 | Joint decision                                                                          | 2'231                    | 2'215                   | 28.0          | 845            |
| 1593          | 3 | Make suggestions                                                                        | 562                      | 536                     | 6.8           | 204            |
| 1594          | 4 | Not involved                                                                            | 2'717                    | 2'367                   | 30.0          | 903            |
| 1595          | 5 | Not true/ non-existent                                                                  | 1'847                    | 2'044                   | 25.9          | 780            |
| 1596          | 6 | No answer                                                                               | 108                      | 114                     | 1.4           | 44             |
|               |   | Car pool, fleet                                                                         |                          |                         |               |                |
| 1597          | 1 | Sole decision-making/ delegation                                                        | 1'749                    | 1'868                   | 23.6          | 713            |
| 1598          | 2 | Joint decision                                                                          | 2'135                    | 2'102                   | 26.6          | 802            |
| 1599          | 3 | Make suggestions                                                                        | 894                      | 818                     | 10.4          | 312            |
| 1600          | 4 | Not involved                                                                            | 3'006                    | 2'666                   | 33.7          | 1'017          |
| 1601          | 5 | Not true/ non-existent                                                                  | 1'159                    | 1'276                   | 16.2          | 487            |
| 1602          | 6 | No answer                                                                               | 105                      | 116                     | 1.5           | 44             |
|               |   | Vans/ lorries/ trucks                                                                   |                          |                         |               |                |
| 1603          | 1 | Sole decision-making/ delegation                                                        | 774                      | 791                     | 10.0          | 302            |
| 1604          | 2 | Joint decision                                                                          | 1'538                    | 1'496                   | 18.9          | 571            |
| 1605          | 3 | Make suggestions                                                                        | 439                      | 423                     | 5.4           | 162            |
| 1606          | 4 | Not involved                                                                            | 2'771                    | 2'465                   | 31.2          | 940            |
| 1607          | 5 | Not true/ non-existent                                                                  | 2'676                    | 2'961                   | 37.5          | 1'130          |
| 1608          | 6 | No answer                                                                               | 105                      | 113                     | 1.4           | 43             |

| Field(s) Code |   |                                                    | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|---------------|---|----------------------------------------------------|-------------------|----------------------|------------|-------------|
|               |   | Special purpose vehicles (e.g. forklifts)          |                   |                      |            |             |
| 1609          | 1 | Sole decision-making/ delegation                   | 656               | 638                  | 8.1        | 243         |
| 1610          | 2 | Joint decision                                     | 1'447             | 1'334                | 16.9       | 509         |
| 1611          | 3 | Make suggestions                                   | 431               | 390                  | 4.9        | 149         |
| 1612          | 4 | Not involved                                       | 2'460             | 2'191                | 27.7       | 836         |
| 1613          | 5 | Not true/ non-existent                             | 3'225             | 3'598                | 45.5       | 1'373       |
| 1614          | 6 | No answer                                          | 120               | 127                  | 1.6        | 48          |
|               |   | Parcel and courier services                        |                   |                      |            |             |
| 1615          | 1 | Sole decision-making/ delegation                   | 964               | 1'097                | 13.9       | 419         |
| 1616          | 2 | Joint decision                                     | 1'172             | 1'209                | 15.3       | 461         |
| 1617          | 3 | Make suggestions                                   | 439               | 425                  | 5.4        | 162         |
| 1618          | 4 | Not involved                                       | 3'973             | 3'504                | 44.4       | 1'337       |
| 1619          | 5 | Not true/ non-existent                             | 1'631             | 1'907                | 24.1       | 728         |
| 1620          | 6 | No answer                                          | 103               | 117                  | 1.5        | 45          |
|               |   | Production, manufacturing, manufacturing control   |                   |                      |            |             |
| 1621          | 1 | Sole decision-making/ delegation                   | 734               | 760                  | 9.6        | 290         |
| 1622          | 2 | Joint decision                                     | 1'786             | 1'575                | 19.9       | 601         |
| 1623          | 3 | Make suggestions                                   | 544               | 486                  | 6.2        | 186         |
| 1624          | 4 | Not involved                                       | 2'147             | 1'824                | 23.1       | 696         |
| 1625          | 5 | Not true/ non-existent                             | 3'119             | 3'568                | 45.2       | 1'361       |
| 1626          | 6 | No answer                                          | 148               | 150                  | 1.9        | 57          |
|               |   | Machines, production facilities, drive engineering |                   |                      |            |             |
| 1627          | 1 | Sole decision-making/ delegation                   | 802               | 821                  | 10.4       | 313         |
| 1628          | 2 | Joint decision                                     | 1'955             | 1'733                | 21.9       | 661         |
| 1629          | 3 | Make suggestions                                   | 539               | 477                  | 6.0        | 182         |
| 1630          | 4 | Not involved                                       | 2'069             | 1'793                | 22.7       | 684         |
| 1631          | 5 | Not true/ non-existent                             | 3'039             | 3'463                | 43.8       | 1'321       |
| 1632          | 6 | No answer                                          | 144               | 144                  | 1.8        | 55          |
|               |   | Energy, e.g. supplier selection                    |                   |                      |            |             |
| 1633          | 1 | Sole decision-making/ delegation                   | 1'518             | 1'763                | 22.3       | 673         |
| 1634          | 2 | Joint decision                                     | 1'619             | 1'666                | 21.1       | 635         |
| 1635          | 3 | Make suggestions                                   | 453               | 452                  | 5.7        | 172         |
| 1636          | 4 | Not involved                                       | 3'750             | 3'355                | 42.5       | 1'280       |
| 1637          | 5 | Not true/ non-existent                             | 800               | 884                  | 11.2       | 337         |
| 1638          | 6 | No answer                                          | 102               | 117                  | 1.5        | 45          |
|               |   | Research and development/ design                   |                   |                      |            |             |
| 1639          | 1 | Sole decision-making/ delegation                   | 807               | 756                  | 9.6        | 288         |
| 1640          | 2 | Joint decision                                     | 1'733             | 1'493                | 18.9       | 569         |
| 1641          | 3 | Make suggestions                                   | 564               | 500                  | 6.3        | 191         |
| 1642          | 4 | Not involved                                       | 2'181             | 1'895                | 24.0       | 723         |
| 1643          | 5 | Not true/ non-existent                             | 3'112             | 3'623                | 45.9       | 1'382       |
| 1644          | 6 | No answer                                          | 161               | 159                  | 2.0        | 61          |
|               |   | Arrangements concerning sustainability             |                   |                      |            |             |
| 1884          | 1 | Sole decision-making/ delegation                   | 699               | 757                  | 9.6        | 289         |
| 1885          | 2 | Joint decision                                     | 2'323             | 2'148                | 27.2       | 820         |
| 1886          | 3 | Make suggestions                                   | 633               | 596                  | 7.5        | 228         |
| 1887          | 4 | Not involved                                       | 2'291             | 2'006                | 25.4       | 766         |
| 1888          | 5 | Not true/ non-existent                             | 2'293             | 2'642                | 33.4       | 1'008       |
| 1889          | 6 | No answer                                          | 196               | 196                  | 2.5        | 75          |

| Field(s)                                                          |   | Code                                                          |  | Cases<br>un-<br>weighted | Decision-maker<br>Cases<br>% | Proj.<br>thou. |       |
|-------------------------------------------------------------------|---|---------------------------------------------------------------|--|--------------------------|------------------------------|----------------|-------|
|                                                                   |   |                                                               |  |                          | weighted                     |                |       |
| Important sources of professional information                     |   |                                                               |  |                          |                              |                |       |
| 1645                                                              | 1 | Political and business magazines/ newspapers                  |  | 3'137                    | 3'080                        | 39.0           | 1'175 |
| 1646                                                              | 1 | Supra-regional daily and weekly newspapers                    |  | 3'056                    | 2'998                        | 38.0           | 1'144 |
| 1647                                                              | 1 | Industry-specific trade journals and media                    |  | 5'585                    | 5'513                        | 69.8           | 2'103 |
| 1648                                                              | 1 | Internet pages of magazines and newspapers                    |  | 2'714                    | 2'694                        | 34.1           | 1'028 |
| 1657                                                              | 1 | Internet pages of news channels                               |  | 1'775                    | 1'762                        | 22.3           | 672   |
| 1649                                                              | 1 | Internet pages of manufacturers, dealers or service providers |  | 3'645                    | 3'701                        | 46.9           | 1'412 |
| 1656                                                              | 1 | Newsletters of magazines and newspapers                       |  | 1'065                    | 1'076                        | 13.6           | 411   |
| 1655                                                              | 1 | Social Networks                                               |  | 2'486                    | 2'701                        | 34.2           | 1'031 |
| 1653                                                              | 1 | Podcast                                                       |  | 675                      | 700                          | 8.9            | 267   |
| 1650                                                              | 1 | Television (e.g. business and news programmes)                |  | 1'793                    | 1'800                        | 22.8           | 687   |
| 1654                                                              | 1 | Info screens (e.g. at airports, in hotels, at train stations) |  | 431                      | 431                          | 5.4            | 164   |
| 1679                                                              | 1 | AI (e.g. ChatGPT)                                             |  | 1'977                    | 1'909                        | 24.2           | 728   |
| 1651                                                              | 1 | None of these                                                 |  | 513                      | 494                          | 6.3            | 189   |
| 1652                                                              | 1 | No answer                                                     |  | 127                      | 115                          | 1.5            | 44    |
| Products from the IT sector                                       |   |                                                               |  |                          |                              |                |       |
| Available in company or purchase planned within next 12 months    |   |                                                               |  |                          |                              |                |       |
| Video conference systems                                          |   |                                                               |  |                          |                              |                |       |
| 1659                                                              | 1 | Yes                                                           |  | 5'944                    | 5'510                        | 69.8           | 2'102 |
|                                                                   | 2 | No                                                            |  | 1'793                    | 2'236                        | 28.3           | 853   |
|                                                                   | 3 | Don't know/ no answer                                         |  | 163                      | 153                          | 1.9            | 59    |
| Desktop PC                                                        |   |                                                               |  |                          |                              |                |       |
| 1660                                                              | 1 | Yes                                                           |  | 7'379                    | 7'304                        | 92.4           | 2'786 |
|                                                                   | 2 | No                                                            |  | 447                      | 518                          | 6.6            | 198   |
|                                                                   | 3 | Don't know/ no answer                                         |  | 74                       | 78                           | 1.0            | 30    |
| Notebook/ Laptop                                                  |   |                                                               |  |                          |                              |                |       |
| 1661                                                              | 1 | Yes                                                           |  | 7'506                    | 7'425                        | 94.0           | 2'833 |
|                                                                   | 2 | No                                                            |  | 322                      | 397                          | 5.0            | 151   |
|                                                                   | 3 | Don't know/ no answer                                         |  | 72                       | 79                           | 1.0            | 30    |
| Tablet                                                            |   |                                                               |  |                          |                              |                |       |
| 1662                                                              | 1 | Yes                                                           |  | 6'425                    | 6'275                        | 79.4           | 2'394 |
|                                                                   | 2 | No                                                            |  | 1'316                    | 1'454                        | 18.4           | 555   |
|                                                                   | 3 | Don't know/ no answer                                         |  | 159                      | 171                          | 2.2            | 65    |
| Smartphone                                                        |   |                                                               |  |                          |                              |                |       |
| 1663                                                              | 1 | Yes                                                           |  | 7'314                    | 7'260                        | 91.9           | 2'770 |
|                                                                   | 2 | No                                                            |  | 494                      | 544                          | 6.9            | 208   |
|                                                                   | 3 | Don't know/ no answer                                         |  | 92                       | 96                           | 1.2            | 37    |
| Head-mounted display (VR glasses, smart glasses)                  |   |                                                               |  |                          |                              |                |       |
| 1664                                                              | 1 | Yes                                                           |  | 1'479                    | 1'220                        | 15.4           | 465   |
|                                                                   | 2 | No                                                            |  | 5'975                    | 6'227                        | 78.8           | 2'376 |
|                                                                   | 3 | Don't know/ no answer                                         |  | 446                      | 453                          | 5.7            | 173   |
| Printer/ copier/ scanner/ fax (single or multifunctional devices) |   |                                                               |  |                          |                              |                |       |
| 1658                                                              | 1 | Yes                                                           |  | 7'618                    | 7'596                        | 96.2           | 2'898 |
|                                                                   | 2 | No                                                            |  | 192                      | 212                          | 2.7            | 81    |
|                                                                   | 3 | Don't know/ no answer                                         |  | 90                       | 91                           | 1.2            | 35    |
| Corporate network/ LAN/ network components                        |   |                                                               |  |                          |                              |                |       |
| 1668                                                              | 1 | Yes                                                           |  | 7'137                    | 6'918                        | 87.6           | 2'639 |
|                                                                   | 2 | No                                                            |  | 572                      | 784                          | 9.9            | 299   |
|                                                                   | 3 | Don't know/ no answer                                         |  | 191                      | 198                          | 2.5            | 76    |
| Server hardware                                                   |   |                                                               |  |                          |                              |                |       |
| 1669                                                              | 1 | Yes                                                           |  | 6'642                    | 6'336                        | 80.2           | 2'417 |
|                                                                   | 2 | No                                                            |  | 985                      | 1'276                        | 16.2           | 487   |
|                                                                   | 3 | Don't know/ no answer                                         |  | 273                      | 288                          | 3.6            | 110   |

| Field(s) Code |                       |                                                                                  | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|---------------|-----------------------|----------------------------------------------------------------------------------|-------------------|----------------------|------------|-------------|
| 1671          |                       | Cloud services                                                                   |                   |                      |            |             |
| 1             | Yes                   |                                                                                  | 5'599             | 5'317                | 67.3       | 2'029       |
| 2             | No                    |                                                                                  | 1'856             | 2'148                | 27.2       | 819         |
| 3             | Don't know/ no answer |                                                                                  | 445               | 435                  | 5.5        | 166         |
| 1672          |                       | IT security (e.g. virus protection software, firewall, cryptographic techniques) |                   |                      |            |             |
| 1             | Yes                   |                                                                                  | 7'411             | 7'364                | 93.2       | 2'810       |
| 2             | No                    |                                                                                  | 216               | 251                  | 3.2        | 96          |
| 3             | Don't know/ no answer |                                                                                  | 273               | 285                  | 3.6        | 109         |
| 1673          |                       | Operating software (accounting software, project administration software etc.)   |                   |                      |            |             |
| 1             | Yes                   |                                                                                  | 7'274             | 7'205                | 91.2       | 2'749       |
| 2             | No                    |                                                                                  | 340               | 385                  | 4.9        | 147         |
| 3             | Don't know/ no answer |                                                                                  | 286               | 310                  | 3.9        | 118         |
| 1674          |                       | Document, knowledge and workflow management systems                              |                   |                      |            |             |
| 1             | Yes                   |                                                                                  | 5'807             | 5'421                | 68.6       | 2'068       |
| 2             | No                    |                                                                                  | 1'589             | 1'935                | 24.5       | 738         |
| 3             | Don't know/ no answer |                                                                                  | 504               | 544                  | 6.9        | 208         |
| 1676          |                       | CRM systems (Customer relationship management)                                   |                   |                      |            |             |
| 1             | Yes                   |                                                                                  | 4'119             | 3'676                | 46.5       | 1'402       |
| 2             | No                    |                                                                                  | 2'988             | 3'404                | 43.1       | 1'299       |
| 3             | Don't know/ no answer |                                                                                  | 793               | 820                  | 10.4       | 313         |
| 1675          |                       | AI software                                                                      |                   |                      |            |             |
| 1             | Yes                   |                                                                                  | 2'646             | 2'282                | 28.9       | 870         |
| 2             | No                    |                                                                                  | 4'537             | 4'923                | 62.3       | 1'878       |
| 3             | Don't know/ no answer |                                                                                  | 717               | 695                  | 8.8        | 265         |
|               |                       | <b>Future technologies</b>                                                       |                   |                      |            |             |
|               |                       | Invested within the last 2 years                                                 |                   |                      |            |             |
| 1703          | 1                     | Digital transformation                                                           | 4'307             | 3'997                | 50.6       | 1'525       |
| 1704          | 1                     | Robotics in production, service, research etc.                                   | 1'754             | 1'425                | 18.0       | 544         |
| 1705          | 1                     | Data & Analytics/ Big Data                                                       | 2'639             | 2'321                | 29.4       | 886         |
| 1706          | 1                     | Artificial intelligence/ machine learning                                        | 2'470             | 2'154                | 27.3       | 822         |
| 1707          | 1                     | Collaboration tools for new ways of working                                      | 1'631             | 1'432                | 18.1       | 547         |
| 1708          | 1                     | Blockchain-technology                                                            | 593               | 486                  | 6.2        | 186         |
| 1709          | 1                     | Establishment of mobile/ home office workstations                                | 3'774             | 3'653                | 46.2       | 1'394       |
| 1677          | 1                     | Cyber security                                                                   | 4'622             | 4'423                | 56.0       | 1'687       |
| 1710          | 1                     | None of these                                                                    | 1'063             | 1'372                | 17.4       | 524         |
| 1711          | 1                     | No answer                                                                        | 353               | 340                  | 4.3        | 130         |
|               |                       | Investments planned within next 2 years                                          |                   |                      |            |             |
| 1715          | 1                     | Digital transformation                                                           | 3'404             | 3'171                | 40.1       | 1'210       |
| 1716          | 1                     | Robotics in production, service, research etc.                                   | 1'656             | 1'368                | 17.3       | 522         |
| 1717          | 1                     | Data & Analytics/ Big Data                                                       | 2'011             | 1'790                | 22.7       | 683         |
| 1718          | 1                     | Artificial intelligence/ machine learning                                        | 3'440             | 3'045                | 38.5       | 1'162       |
| 1719          | 1                     | Collaboration tools for new ways of working                                      | 1'429             | 1'257                | 15.9       | 479         |
| 1720          | 1                     | Blockchain-technology                                                            | 620               | 529                  | 6.7        | 202         |
| 1723          | 1                     | Establishment of mobile/ home office workstations                                | 2'180             | 2'180                | 27.6       | 832         |
| 1678          | 1                     | Cyber security                                                                   | 4'603             | 4'368                | 55.3       | 1'666       |
| 1721          | 1                     | None of these                                                                    | 1'166             | 1'481                | 18.7       | 565         |
| 1722          | 1                     | No answer                                                                        | 614               | 597                  | 7.6        | 228         |

| Field(s) Code                                                         |   |                                   | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|-----------------------------------------------------------------------|---|-----------------------------------|--------------------------|-------------------------|---------------|----------------|
| <b>Areas of application for AI in business</b>                        |   |                                   |                          |                         |               |                |
| 1724                                                                  | 1 | Automation of business processes  | 2'818                    | 2'378                   | 30.1          | 907            |
| 1725                                                                  | 1 | Personalisation of services       | 1'738                    | 1'476                   | 18.7          | 563            |
| 1726                                                                  | 1 | Prediction and analysis           | 1'858                    | 1'636                   | 20.7          | 624            |
| 1727                                                                  | 1 | Speech recognition and processing | 1'904                    | 1'723                   | 21.8          | 657            |
| 1728                                                                  | 1 | Other areas of application        | 1'998                    | 1'722                   | 21.8          | 657            |
| 1729                                                                  | 1 | No AI is used                     | 2'749                    | 3'230                   | 40.9          | 1'232          |
| 1730                                                                  | 1 | Don't know/ no answer             | 556                      | 542                     | 6.9           | 207            |
| <b>Car pool, fleet</b>                                                |   |                                   |                          |                         |               |                |
| Use of business/ official car                                         |   |                                   |                          |                         |               |                |
| 1712                                                                  | 1 | Yes                               | 4'581                    | 4'592                   | 58.1          | 1'752          |
|                                                                       | 2 | No                                | 3'319                    | 3'308                   | 41.9          | 1'262          |
| <b>Available in company or purchase planned within next 12 months</b> |   |                                   |                          |                         |               |                |
| Passenger cars/ estate cars                                           |   |                                   |                          |                         |               |                |
| 1698                                                                  | 1 | Yes                               | 6'792                    | 6'627                   | 83.9          | 2'528          |
|                                                                       | 2 | No                                | 930                      | 1'110                   | 14.0          | 423            |
|                                                                       | 3 | Don't know/ no answer             | 178                      | 163                     | 2.1           | 62             |
| Sport utility vehicles (SUV)                                          |   |                                   |                          |                         |               |                |
| 1699                                                                  | 1 | Yes                               | 3'040                    | 2'893                   | 36.6          | 1'104          |
|                                                                       | 2 | No                                | 4'427                    | 4'584                   | 58.0          | 1'749          |
|                                                                       | 3 | Don't know/ no answer             | 433                      | 423                     | 5.4           | 161            |
| Limousines, people carriers                                           |   |                                   |                          |                         |               |                |
| 1700                                                                  | 1 | Yes                               | 2'973                    | 2'638                   | 33.4          | 1'007          |
|                                                                       | 2 | No                                | 4'496                    | 4'817                   | 61.0          | 1'838          |
|                                                                       | 3 | Don't know/ no answer             | 431                      | 445                     | 5.6           | 170            |
| Vans up to 7.5 t                                                      |   |                                   |                          |                         |               |                |
| 1701                                                                  | 1 | Yes                               | 3'713                    | 3'370                   | 42.7          | 1'286          |
|                                                                       | 2 | No                                | 3'821                    | 4'155                   | 52.6          | 1'585          |
|                                                                       | 3 | Don't know/ no answer             | 366                      | 376                     | 4.8           | 143            |
| Trucks 7.5 t or more                                                  |   |                                   |                          |                         |               |                |
| 1702                                                                  | 1 | Yes                               | 1'621                    | 1'418                   | 18.0          | 541            |
|                                                                       | 2 | No                                | 5'806                    | 5'998                   | 75.9          | 2'288          |
|                                                                       | 3 | Don't know/ no answer             | 473                      | 484                     | 6.1           | 185            |

| Field(s) Code                                                                                  |   |                                     | Cases un-weighted | Decision-maker Cases % weighted |      | Proj. thou. |
|------------------------------------------------------------------------------------------------|---|-------------------------------------|-------------------|---------------------------------|------|-------------|
| Vehicle with eco-friendly drive technology available in company/ state authority               |   |                                     |                   |                                 |      |             |
| Vehicles with...                                                                               |   |                                     |                   |                                 |      |             |
| Electric drive                                                                                 |   |                                     |                   |                                 |      |             |
| 1751                                                                                           | 1 | Yes                                 | 3'889             | 3'506                           | 44.4 | 1'337       |
|                                                                                                | 2 | No                                  | 3'648             | 4'065                           | 51.5 | 1'551       |
|                                                                                                | 3 | Don't know/ no answer               | 363               | 330                             | 4.2  | 126         |
| Hybrid                                                                                         |   |                                     |                   |                                 |      |             |
| 1743                                                                                           | 1 | Yes                                 | 3'574             | 3'211                           | 40.6 | 1'225       |
|                                                                                                | 2 | No                                  | 3'826             | 4'237                           | 53.6 | 1'616       |
|                                                                                                | 3 | Don't know/ no answer               | 500               | 452                             | 5.7  | 172         |
| Gas                                                                                            |   |                                     |                   |                                 |      |             |
| 1744                                                                                           | 1 | Yes                                 | 553               | 465                             | 5.9  | 177         |
|                                                                                                | 2 | No                                  | 6'772             | 6'919                           | 87.6 | 2'640       |
|                                                                                                | 3 | Don't know/ no answer               | 575               | 516                             | 6.5  | 197         |
| Hydrogen/ fuel cell                                                                            |   |                                     |                   |                                 |      |             |
| 1745                                                                                           | 1 | Yes                                 | 190               | 177                             | 2.2  | 68          |
|                                                                                                | 2 | No                                  | 7'234             | 7'271                           | 92.0 | 2'774       |
|                                                                                                | 3 | Don't know/ no answer               | 476               | 452                             | 5.7  | 173         |
| Share of the car pool, fleet: vehicles with alternative drive technologies                     |   |                                     |                   |                                 |      |             |
| 1746                                                                                           | 1 | (Almost) the entire car pool, fleet | 520               | 537                             | 6.8  | 205         |
|                                                                                                | 2 | About half                          | 1'207             | 1'171                           | 14.8 | 447         |
|                                                                                                | 3 | Few vehicles                        | 2'686             | 2'419                           | 30.6 | 923         |
|                                                                                                | 4 | Don't know/ no answer               | 413               | 354                             | 4.5  | 135         |
| Purchase intension of vehicles: eco-friendly drive technology will be taken into consideration |   |                                     |                   |                                 |      |             |
| Vehicles with...                                                                               |   |                                     |                   |                                 |      |             |
| Electric drive                                                                                 |   |                                     |                   |                                 |      |             |
| 1755                                                                                           | 1 | Yes                                 | 4'931             | 4'621                           | 58.5 | 1'763       |
|                                                                                                | 2 | No                                  | 2'095             | 2'369                           | 30.0 | 904         |
|                                                                                                | 3 | Don't know/ no answer               | 874               | 910                             | 11.5 | 347         |
| Hybrid                                                                                         |   |                                     |                   |                                 |      |             |
| 1747                                                                                           | 1 | Yes                                 | 4'307             | 3'989                           | 50.5 | 1'522       |
|                                                                                                | 2 | No                                  | 2'622             | 2'927                           | 37.0 | 1'117       |
|                                                                                                | 3 | Don't know/ no answer               | 971               | 984                             | 12.5 | 375         |
| Gas                                                                                            |   |                                     |                   |                                 |      |             |
| 1748                                                                                           | 1 | Yes                                 | 1'107             | 943                             | 11.9 | 360         |
|                                                                                                | 2 | No                                  | 5'660             | 5'828                           | 73.8 | 2'223       |
|                                                                                                | 3 | Don't know/ no answer               | 1'133             | 1'129                           | 14.3 | 431         |
| Hydrogen/ fuel cell                                                                            |   |                                     |                   |                                 |      |             |
| 1749                                                                                           | 1 | Yes                                 | 1'078             | 962                             | 12.2 | 367         |
|                                                                                                | 2 | No                                  | 5'551             | 5'671                           | 71.8 | 2'164       |
|                                                                                                | 3 | Don't know/ no answer               | 1'271             | 1'268                           | 16.0 | 484         |
| Infrastructure for e-mobility (e.g. charging stations, wall boxes) available                   |   |                                     |                   |                                 |      |             |
| 1750                                                                                           | 1 | Yes                                 | 4'213             | 3'916                           | 49.6 | 1'494       |
|                                                                                                | 2 | No                                  | 3'445             | 3'770                           | 47.7 | 1'438       |
|                                                                                                | 3 | Don't know/ no answer               | 242               | 214                             | 2.7  | 82          |

| Field(s) Code |   |                                                                                        | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|----------------------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |   | General importance of various topics in the company                                    |                          |                         |               |                |
|               |   | Sustainability                                                                         |                          |                         |               |                |
| 1753          | 1 | very important                                                                         | 4'018                    | 3'883                   | 49.1          | 1'481          |
|               | 2 | important                                                                              | 2'926                    | 2'977                   | 37.7          | 1'136          |
|               | 3 | less important                                                                         | 743                      | 837                     | 10.6          | 319            |
|               | 4 | not important                                                                          | 105                      | 107                     | 1.4           | 41             |
|               | 5 | no answer                                                                              | 108                      | 96                      | 1.2           | 37             |
|               |   | Shortage of skilled workers, finding qualified staff                                   |                          |                         |               |                |
| 1694          | 1 | very important                                                                         | 5'632                    | 5'573                   | 70.5          | 2'126          |
|               | 2 | important                                                                              | 1'717                    | 1'713                   | 21.7          | 654            |
|               | 3 | less important                                                                         | 377                      | 433                     | 5.5           | 165            |
|               | 4 | not important                                                                          | 89                       | 114                     | 1.4           | 43             |
|               | 5 | no answer                                                                              | 85                       | 68                      | 0.9           | 26             |
|               |   | Employer branding (measures to present yourself as a particularly attractive employer) |                          |                         |               |                |
| 1693          | 1 | very important                                                                         | 3'334                    | 3'151                   | 39.9          | 1'202          |
|               | 2 | important                                                                              | 3'175                    | 3'237                   | 41.0          | 1'235          |
|               | 3 | less important                                                                         | 988                      | 1'075                   | 13.6          | 410            |
|               | 4 | not important                                                                          | 257                      | 313                     | 4.0           | 119            |
|               | 5 | no answer                                                                              | 146                      | 123                     | 1.6           | 47             |
|               |   | Diversity                                                                              |                          |                         |               |                |
| 1696          | 1 | very important                                                                         | 1'985                    | 1'918                   | 24.3          | 732            |
|               | 2 | important                                                                              | 2'755                    | 2'749                   | 34.8          | 1'049          |
|               | 3 | less important                                                                         | 2'102                    | 2'121                   | 26.9          | 809            |
|               | 4 | not important                                                                          | 877                      | 938                     | 11.9          | 358            |
|               | 5 | no answer                                                                              | 181                      | 174                     | 2.2           | 66             |
|               |   | Social responsibility                                                                  |                          |                         |               |                |
| 1697          | 1 | very important                                                                         | 3'900                    | 3'843                   | 48.6          | 1'466          |
|               | 2 | important                                                                              | 3'331                    | 3'322                   | 42.1          | 1'268          |
|               | 3 | less important                                                                         | 512                      | 574                     | 7.3           | 219            |
|               | 4 | not important                                                                          | 55                       | 66                      | 0.8           | 25             |
|               | 5 | no answer                                                                              | 102                      | 95                      | 1.2           | 36             |

| Field(s)                                          |   | Code                                                     |  | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------------------------------------------|---|----------------------------------------------------------|--|--------------------------|-------------------------|---------------|----------------|
| Business trips                                    |   |                                                          |  |                          |                         |               |                |
| Frequency of job-related business/ official trips |   |                                                          |  |                          |                         |               |                |
| 1757                                              | 1 | At least once a week                                     |  | 1'340                    | 1'253                   | 15.9          | 478            |
|                                                   | 2 | 1 to 3 times a month                                     |  | 1'382                    | 1'306                   | 16.5          | 498            |
|                                                   | 3 | Several times a year                                     |  | 2'542                    | 2'486                   | 31.5          | 949            |
|                                                   | 4 | Once a year                                              |  | 371                      | 420                     | 5.3           | 160            |
|                                                   | 5 | Less often                                               |  | 729                      | 781                     | 9.9           | 298            |
|                                                   | 6 | Do not go on business/ official trips                    |  | 1'419                    | 1'561                   | 19.8          | 595            |
|                                                   | 7 | No answer                                                |  | 117                      | 92                      | 1.2           | 35             |
| Destinations within the last 12 months            |   |                                                          |  |                          |                         |               |                |
| 1758                                              | 1 | Germany                                                  |  | 6'051                    | 5'936                   | 75.1          | 2'265          |
| 1759                                              | 1 | Western Europe                                           |  | 1'517                    | 1'373                   | 17.4          | 524            |
| 1760                                              | 1 | Eastern Europe                                           |  | 661                      | 565                     | 7.2           | 216            |
| 1761                                              | 1 | America                                                  |  | 307                      | 273                     | 3.5           | 104            |
| 1762                                              | 1 | Asia                                                     |  | 260                      | 227                     | 2.9           | 87             |
| 1763                                              | 1 | Other countries                                          |  | 108                      | 102                     | 1.3           | 39             |
| 1764                                              | 1 | No business/ official trips within last 12 months        |  | 179                      | 192                     | 2.4           | 73             |
| 1765                                              | 1 | No answer                                                |  | 119                      | 86                      | 1.1           | 33             |
| Means of transportation within the last 12 months |   |                                                          |  |                          |                         |               |                |
| 1766                                              | 1 | Private car                                              |  | 1'718                    | 1'741                   | 22.0          | 664            |
| 1767                                              | 1 | Business/ official car                                   |  | 4'502                    | 4'309                   | 54.5          | 1'644          |
| 1768                                              | 1 | Hired car                                                |  | 634                      | 568                     | 7.2           | 217            |
| 1775                                              | 1 | Car subscription                                         |  | 20                       | 20                      | 0.2           | 7              |
| 1769                                              | 1 | Car sharing                                              |  | 90                       | 94                      | 1.2           | 36             |
| 1770                                              | 1 | Aeroplane                                                |  | 1'591                    | 1'430                   | 18.1          | 546            |
| 1771                                              | 1 | Rail                                                     |  | 2'700                    | 2'555                   | 32.3          | 975            |
| 1772                                              | 1 | Other means of transportation                            |  | 216                      | 232                     | 2.9           | 89             |
| 1773                                              | 1 | No answer                                                |  | 29                       | 22                      | 0.3           | 8              |
| Frequency of flights for business/ official trips |   |                                                          |  |                          |                         |               |                |
| 1808                                              | 1 | At least once a month                                    |  | 213                      | 182                     | 2.3           | 69             |
|                                                   | 2 | Several times a year                                     |  | 863                      | 760                     | 9.6           | 290            |
|                                                   | 3 | Less often                                               |  | 512                      | 485                     | 6.1           | 185            |
|                                                   | 4 | No answer                                                |  | 3                        | 2                       | 0.0           | 1              |
| Booking classes - International flights           |   |                                                          |  |                          |                         |               |                |
| 1818                                              | 1 | First Class/ Business Class                              |  | 602                      | 504                     | 6.4           | 192            |
| 1816                                              | 3 | Economy/ Tourist Class                                   |  | 809                      | 755                     | 9.6           | 288            |
| 1817                                              | 4 | No answer                                                |  | 7                        | 6                       | 0.1           | 2              |
| Hotel category - business/ official trip          |   |                                                          |  |                          |                         |               |                |
| 1850                                              | 1 | Hotels of highest price range (5 star)                   |  | 637                      | 592                     | 7.5           | 226            |
| 1851                                              | 2 | Hotels of higher price range (4 star)                    |  | 2'922                    | 2'753                   | 34.8          | 1'050          |
| 1852                                              | 3 | Hotels of upper and medium price range (3 star)          |  | 3'246                    | 3'093                   | 39.1          | 1'180          |
| 1853                                              | 4 | Hotels of lower price range, private hotels (1 - 2 star) |  | 401                      | 435                     | 5.5           | 166            |
| 1854                                              | 5 | Others                                                   |  | 88                       | 103                     | 1.3           | 39             |
| 1855                                              | 6 | Never/ almost never stay overnight                       |  | 1'127                    | 1'133                   | 14.3          | 432            |
| 1856                                              | 7 | No answer                                                |  | 50                       | 57                      | 0.7           | 22             |

| Field(s) Code |   |                                                                                 | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|---------------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
|               |   | Visits to trade fairs (whether in person or virtually)                          |                          |                         |               |                |
| 1880          | 1 | Several times a year                                                            | 2'429                    | 2'395                   | 30.3          | 914            |
|               | 2 | Once a year                                                                     | 2'222                    | 2'224                   | 28.2          | 849            |
|               | 3 | Less often                                                                      | 1'891                    | 1'886                   | 23.9          | 720            |
|               | 4 | Never                                                                           | 1'251                    | 1'296                   | 16.4          | 494            |
|               | 5 | No answer                                                                       | 107                      | 98                      | 1.2           | 37             |
|               |   | Visits to trade conferences/ seminars in person                                 |                          |                         |               |                |
| 1882          | 1 | Several times a year                                                            | 2'796                    | 2'692                   | 34.1          | 1'027          |
|               | 2 | Once a year                                                                     | 1'868                    | 1'832                   | 23.2          | 699            |
|               | 3 | Less often                                                                      | 1'996                    | 2'016                   | 25.5          | 769            |
|               | 4 | Never                                                                           | 1'142                    | 1'277                   | 16.2          | 487            |
|               | 5 | No answer                                                                       | 98                       | 84                      | 1.1           | 32             |
|               |   | Virtual participation in trade conferences/ seminars/ webinars                  |                          |                         |               |                |
| 1883          | 1 | Several times a year                                                            | 3'498                    | 3'383                   | 42.8          | 1'291          |
|               | 2 | Once a year                                                                     | 1'040                    | 1'010                   | 12.8          | 385            |
|               | 3 | Less often                                                                      | 1'794                    | 1'775                   | 22.5          | 677            |
|               | 4 | Never                                                                           | 1'460                    | 1'627                   | 20.6          | 621            |
|               | 5 | No answer                                                                       | 108                      | 106                     | 1.3           | 40             |
|               |   | <b>Contacts to policy makers at national and regional level</b>                 |                          |                         |               |                |
| 1217          | 1 | Yes                                                                             | 1'930                    | 1'970                   | 24.9          | 752            |
|               | 2 | No                                                                              | 5'916                    | 5'872                   | 74.3          | 2'240          |
|               | 3 | No answer                                                                       | 54                       | 58                      | 0.7           | 22             |
|               |   | <b>Interest in investments</b>                                                  |                          |                         |               |                |
|               |   | Shares, Derivatives, certificates, options, hedge fund shares                   |                          |                         |               |                |
| 1896          | 1 | Very interested                                                                 | 2'149                    | 1'946                   | 24.6          | 742            |
|               | 2 | Interested                                                                      | 2'359                    | 2'335                   | 29.6          | 891            |
|               | 3 | Less interested                                                                 | 1'513                    | 1'617                   | 20.5          | 617            |
|               | 4 | Not interested at all                                                           | 1'506                    | 1'637                   | 20.7          | 625            |
|               | 5 | No answer                                                                       | 373                      | 365                     | 4.6           | 139            |
|               |   | Shares in funds (investment/ equity/ index/ real estate/ closed-end funds)      |                          |                         |               |                |
| 1897          | 1 | Very interested                                                                 | 2'377                    | 2'133                   | 27.0          | 814            |
|               | 2 | Interested                                                                      | 2'660                    | 2'668                   | 33.8          | 1'018          |
|               | 3 | Less interested                                                                 | 1'375                    | 1'496                   | 18.9          | 571            |
|               | 4 | Not interested at all                                                           | 1'110                    | 1'230                   | 15.6          | 469            |
|               | 5 | No answer                                                                       | 378                      | 373                     | 4.7           | 142            |
|               |   | Fixed-interest investment bonds (e.g. government bonds, corporate bonds, bonds) |                          |                         |               |                |
| 1898          | 1 | Very interested                                                                 | 1'210                    | 1'009                   | 12.8          | 385            |
|               | 2 | Interested                                                                      | 2'357                    | 2'259                   | 28.6          | 862            |
|               | 3 | Less interested                                                                 | 2'383                    | 2'484                   | 31.4          | 948            |
|               | 4 | Not interested at all                                                           | 1'570                    | 1'779                   | 22.5          | 679            |
|               | 5 | No answer                                                                       | 380                      | 370                     | 4.7           | 141            |
|               |   | Time deposit, cash account                                                      |                          |                         |               |                |
| 1899          | 1 | Very interested                                                                 | 1'591                    | 1'475                   | 18.7          | 563            |
|               | 2 | Interested                                                                      | 3'140                    | 3'099                   | 39.2          | 1'182          |
|               | 3 | Less interested                                                                 | 1'969                    | 2'049                   | 25.9          | 782            |
|               | 4 | Not interested at all                                                           | 814                      | 904                     | 11.4          | 345            |
|               | 5 | No answer                                                                       | 386                      | 372                     | 4.7           | 142            |

| Field(s) Code |   |                                                                                 | Cases un-weighted | Decision-maker Cases | % weighted | Proj. thou. |
|---------------|---|---------------------------------------------------------------------------------|-------------------|----------------------|------------|-------------|
|               |   | Building savings contract                                                       |                   |                      |            |             |
| 1900          | 1 | Very interested                                                                 | 608               | 589                  | 7.5        | 225         |
|               | 2 | Interested                                                                      | 1'635             | 1'733                | 21.9       | 661         |
|               | 3 | Less interested                                                                 | 2'478             | 2'427                | 30.7       | 926         |
|               | 4 | Not interested at all                                                           | 2'800             | 2'784                | 35.2       | 1'062       |
|               | 5 | No answer                                                                       | 379               | 366                  | 4.6        | 140         |
|               |   | So called "green funds" (ecological and ethical inoffensive type of investment) |                   |                      |            |             |
| 1901          | 1 | Very interested                                                                 | 977               | 887                  | 11.2       | 339         |
|               | 2 | Interested                                                                      | 2'215             | 2'143                | 27.1       | 818         |
|               | 3 | Less interested                                                                 | 2'104             | 2'169                | 27.5       | 828         |
|               | 4 | Not interested at all                                                           | 2'204             | 2'319                | 29.4       | 885         |
|               | 5 | No answer                                                                       | 400               | 382                  | 4.8        | 146         |
|               |   | Real estate                                                                     |                   |                      |            |             |
| 1902          | 1 | Very interested                                                                 | 2'495             | 2'457                | 31.1       | 937         |
|               | 2 | Interested                                                                      | 3'051             | 3'091                | 39.1       | 1'179       |
|               | 3 | Less interested                                                                 | 1'117             | 1'114                | 14.1       | 425         |
|               | 4 | Not interested at all                                                           | 872               | 880                  | 11.1       | 336         |
|               | 5 | No answer                                                                       | 365               | 359                  | 4.5        | 137         |
|               |   | Life insurance                                                                  |                   |                      |            |             |
| 1903          | 1 | Very interested                                                                 | 968               | 831                  | 10.5       | 317         |
|               | 2 | Interested                                                                      | 1'849             | 1'912                | 24.2       | 729         |
|               | 3 | Less interested                                                                 | 2'352             | 2'412                | 30.5       | 920         |
|               | 4 | Not interested at all                                                           | 2'358             | 2'374                | 30.1       | 906         |
|               | 5 | No answer                                                                       | 373               | 371                  | 4.7        | 142         |
|               |   | Private pension insurance                                                       |                   |                      |            |             |
| 1904          | 1 | Very interested                                                                 | 1'549             | 1'490                | 18.9       | 569         |
|               | 2 | Interested                                                                      | 2'455             | 2'564                | 32.5       | 978         |
|               | 3 | Less interested                                                                 | 1'838             | 1'860                | 23.5       | 710         |
|               | 4 | Not interested at all                                                           | 1'688             | 1'613                | 20.4       | 616         |
|               | 5 | No answer                                                                       | 370               | 372                  | 4.7        | 142         |
|               |   | Gold, silver, platinum (coin, bullion)                                          |                   |                      |            |             |
| 1905          | 1 | Very interested                                                                 | 971               | 930                  | 11.8       | 355         |
|               | 2 | Interested                                                                      | 1'945             | 1'896                | 24.0       | 723         |
|               | 3 | Less interested                                                                 | 2'075             | 2'053                | 26.0       | 783         |
|               | 4 | Not interested at all                                                           | 2'505             | 2'633                | 33.3       | 1'004       |
|               | 5 | No answer                                                                       | 404               | 389                  | 4.9        | 148         |
|               |   | Cryptocurrencies (e.g. Bitcoin)                                                 |                   |                      |            |             |
| 1906          | 1 | Very interested                                                                 | 501               | 428                  | 5.4        | 163         |
|               | 2 | Interested                                                                      | 957               | 872                  | 11.0       | 333         |
|               | 3 | Less interested                                                                 | 1'439             | 1'442                | 18.3       | 550         |
|               | 4 | Not interested at all                                                           | 4'634             | 4'769                | 60.4       | 1'819       |
|               | 5 | No answer                                                                       | 369               | 389                  | 4.9        | 148         |

| Field(s)                                                                                   |   | Code                                       |  | Cases<br>un-<br>weighted | Decision-maker<br>Cases<br>% | weighted | Proj.<br>thou. |
|--------------------------------------------------------------------------------------------|---|--------------------------------------------|--|--------------------------|------------------------------|----------|----------------|
| Self-characterisation                                                                      |   |                                            |  |                          |                              |          |                |
| I like an unremarkable, discret style with luxurious things                                |   |                                            |  |                          |                              |          |                |
| 1944                                                                                       | 1 | Definitely                                 |  | 3'091                    | 3'132                        | 39.6     | 1'195          |
|                                                                                            | 2 | Largely                                    |  | 2'997                    | 3'081                        | 39.0     | 1'176          |
|                                                                                            | 3 | Not really                                 |  | 968                      | 867                          | 11.0     | 331            |
|                                                                                            | 4 | Not at all                                 |  | 482                      | 470                          | 6.0      | 179            |
|                                                                                            | 5 | No answer                                  |  | 362                      | 350                          | 4.4      | 133            |
| I like, if things can be recognized as precious and high-quality                           |   |                                            |  |                          |                              |          |                |
| 1945                                                                                       | 1 | Definitely                                 |  | 1'389                    | 1'361                        | 17.2     | 519            |
|                                                                                            | 2 | Largely                                    |  | 2'140                    | 2'141                        | 27.1     | 817            |
|                                                                                            | 3 | Not really                                 |  | 2'917                    | 2'895                        | 36.6     | 1'105          |
|                                                                                            | 4 | Not at all                                 |  | 1'143                    | 1'195                        | 15.1     | 456            |
|                                                                                            | 5 | No answer                                  |  | 311                      | 309                          | 3.9      | 118            |
| I set great store by quality, I am very demanding                                          |   |                                            |  |                          |                              |          |                |
| 1946                                                                                       | 1 | Definitely                                 |  | 2'706                    | 2'759                        | 34.9     | 1'053          |
|                                                                                            | 2 | Largely                                    |  | 3'896                    | 3'731                        | 47.2     | 1'423          |
|                                                                                            | 3 | Not really                                 |  | 821                      | 899                          | 11.4     | 343            |
|                                                                                            | 4 | Not at all                                 |  | 246                      | 270                          | 3.4      | 103            |
|                                                                                            | 5 | No answer                                  |  | 231                      | 240                          | 3.0      | 92             |
| I am fascinated by luxury brands and sometimes, if possible, I<br>indulge in such products |   |                                            |  |                          |                              |          |                |
| 1948                                                                                       | 1 | Definitely                                 |  | 749                      | 697                          | 8.8      | 266            |
|                                                                                            | 2 | Largely                                    |  | 1'891                    | 1'819                        | 23.0     | 694            |
|                                                                                            | 3 | Not really                                 |  | 3'162                    | 3'241                        | 41.0     | 1'236          |
|                                                                                            | 4 | Not at all                                 |  | 1'758                    | 1'827                        | 23.1     | 697            |
|                                                                                            | 5 | No answer                                  |  | 340                      | 317                          | 4.0      | 121            |
| Willingness to spend much money for luxury goods                                           |   |                                            |  |                          |                              |          |                |
| 1951                                                                                       | 1 | Fashion, clothes                           |  | 2'373                    | 2'342                        | 29.7     | 894            |
| 1952                                                                                       | 1 | Shoes                                      |  | 2'091                    | 2'007                        | 25.4     | 766            |
| 1953                                                                                       | 1 | Wrist watches                              |  | 1'531                    | 1'440                        | 18.2     | 549            |
| 1965                                                                                       | 1 | Cosmetics, fragrances                      |  | 1'331                    | 1'246                        | 15.8     | 475            |
| 1955                                                                                       | 1 | TVs, video recorder                        |  | 1'278                    | 1'285                        | 16.3     | 490            |
| 1956                                                                                       | 1 | Smartphones/ tablets                       |  | 1'987                    | 1'959                        | 24.8     | 747            |
| 1957                                                                                       | 1 | Camera, camcorder, equipment               |  | 846                      | 828                          | 10.5     | 316            |
| 1958                                                                                       | 1 | Alcoholic drinks like wine, whisky, cognac |  | 1'325                    | 1'296                        | 16.4     | 495            |
| 1966                                                                                       | 1 | High quality food/ delicatessen            |  | 2'813                    | 2'847                        | 36.0     | 1'086          |
| 1959                                                                                       | 1 | Furniture, furnishing                      |  | 2'220                    | 2'159                        | 27.3     | 824            |
| 1954                                                                                       | 1 | Cars                                       |  | 2'038                    | 2'106                        | 26.7     | 803            |
| 1960                                                                                       | 1 | Travelling                                 |  | 3'768                    | 3'728                        | 47.2     | 1'422          |
| 1961                                                                                       | 1 | Cruises                                    |  | 951                      | 924                          | 11.7     | 352            |
| 1962                                                                                       | 1 | Exclusive hotels                           |  | 1'069                    | 1'103                        | 14.0     | 421            |
| 1963                                                                                       | 1 | None of these                              |  | 947                      | 970                          | 12.3     | 370            |
| 1964                                                                                       | 1 | No answer                                  |  | 184                      | 177                          | 2.2      | 68             |

| Field(s) Code                                             |   |                               | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|-----------------------------------------------------------|---|-------------------------------|--------------------------|-------------------------|---------------|----------------|
| Interview: technical deatails                             |   |                               |                          |                         |               |                |
| Day of interview                                          |   |                               |                          |                         |               |                |
| 1995                                                      | 1 | Monday                        | 1'484                    | 1'531                   | 19.4          | 584            |
|                                                           | 2 | Tuesday                       | 1'593                    | 1'531                   | 19.4          | 584            |
|                                                           | 3 | Wednesday                     | 1'527                    | 1'530                   | 19.4          | 584            |
|                                                           | 4 | Thursday                      | 1'573                    | 1'529                   | 19.4          | 583            |
|                                                           | 5 | Friday                        | 1'474                    | 1'529                   | 19.4          | 583            |
|                                                           | 6 | Saturday                      | 177                      | 192                     | 2.4           | 73             |
|                                                           | 7 | Sunday                        | 72                       | 56                      | 0.7           | 22             |
| The interview was carried out in                          |   |                               |                          |                         |               |                |
| 1996                                                      | 1 | A private home                | 115                      | 140                     | 1.8           | 53             |
|                                                           | 2 | A company/ office             | 7'684                    | 7'681                   | 97.2          | 2'930          |
|                                                           | 3 | Other location                | 101                      | 79                      | 1.0           | 30             |
| Other summarized data                                     |   |                               |                          |                         |               |                |
| Working for this company for (numerical)                  |   |                               |                          |                         |               |                |
| Duration in years                                         |   |                               |                          |                         |               |                |
| 2000 - 2001                                               |   |                               |                          |                         |               |                |
| Working for this company for                              |   |                               |                          |                         |               |                |
| 2002                                                      | 1 | 1 year                        | 680                      | 671                     | 8.5           | 256            |
|                                                           | 2 | 2 - 5 years                   | 1'286                    | 1'332                   | 16.9          | 508            |
|                                                           | 3 | 6 - 10 years                  | 1'323                    | 1'369                   | 17.3          | 522            |
|                                                           | 4 | 11 - 15 years                 | 1'106                    | 1'103                   | 14.0          | 421            |
|                                                           | 5 | 16 - 20 years                 | 991                      | 1'005                   | 12.7          | 383            |
|                                                           | 6 | More than 20 years            | 2'514                    | 2'419                   | 30.6          | 923            |
| Subsidiaries/ outlets existent                            |   |                               |                          |                         |               |                |
| 2003                                                      | 1 | At least two establishments   | 3'024                    | 2'704                   | 34.2          | 1'032          |
|                                                           | 2 | No subsidiary/ Civil servants | 4'876                    | 5'196                   | 65.8          | 1'982          |
| Total number of employees in company (0 = civil servants) |   |                               |                          |                         |               |                |
| 2005 - 2010                                               |   |                               |                          |                         |               |                |
| Total employees                                           |   |                               |                          |                         |               |                |
| Size of company acc. to no. of employees                  |   |                               |                          |                         |               |                |
| 2012                                                      | 1 | 1 to 4 employees              | 269                      | 344                     | 4.4           | 131            |
|                                                           | 2 | 5 to 9 employees              | 779                      | 1'139                   | 14.4          | 434            |
|                                                           | 3 | 10 to 19 employees            | 906                      | 1'018                   | 12.9          | 388            |
|                                                           | 4 | 20 to 49 employees            | 959                      | 939                     | 11.9          | 358            |
|                                                           | 5 | 50 to 99 employees            | 734                      | 715                     | 9.0           | 273            |
|                                                           | 6 | 100 to 249 employees          | 740                      | 696                     | 8.8           | 265            |
|                                                           | 7 | 250 to 499 employees          | 567                      | 539                     | 6.8           | 206            |
|                                                           | 8 | 500 to 999 employees          | 685                      | 491                     | 6.2           | 187            |
|                                                           | 9 | 1000 employees or more        | 1'607                    | 1'394                   | 17.6          | 532            |
|                                                           | 0 | Civil servants                | 654                      | 626                     | 7.9           | 239            |
| Number of employees at plant (0 = civil servants)         |   |                               |                          |                         |               |                |
| 2013 - 2018                                               |   |                               |                          |                         |               |                |
| Employees 'place of work'                                 |   |                               |                          |                         |               |                |
| Number of employees at plant (grouped)                    |   |                               |                          |                         |               |                |
| 2021                                                      | 1 | 1 to 4 employees              | 295                      | 369                     | 4.7           | 141            |
|                                                           | 2 | 5 to 9 employees              | 868                      | 1'233                   | 15.6          | 470            |
|                                                           | 3 | 10 to 19 employees            | 989                      | 1'113                   | 14.1          | 424            |
|                                                           | 4 | 20 to 49 employees            | 1'147                    | 1'130                   | 14.3          | 431            |
|                                                           | 5 | 50 to 99 employees            | 871                      | 812                     | 10.3          | 310            |
|                                                           | 6 | 100 to 249 employees          | 1'023                    | 913                     | 11.6          | 348            |
|                                                           | 7 | 250 to 499 employees          | 772                      | 644                     | 8.1           | 246            |
|                                                           | 8 | 500 to 999 employees          | 636                      | 524                     | 6.6           | 200            |
|                                                           | 9 | 1000 employees or more        | 645                      | 537                     | 6.8           | 205            |
|                                                           | 0 | Civil servants                | 654                      | 626                     | 7.9           | 239            |

| Field(s) Code |    |                                                                                                                                 | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted | Proj.<br>thou. |
|---------------|----|---------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------|----------------|
| 2022 - 2023   |    | Turnover (categories)                                                                                                           |                          |                                       |                |
|               | 1  | Up to € 250,000                                                                                                                 | 229                      | 372 4.7                               | 142            |
|               | 2  | More than € 250,000 to € 500,000                                                                                                | 393                      | 514 6.5                               | 196            |
|               | 3  | More than € 500,000 to € 1 million                                                                                              | 560                      | 734 9.3                               | 280            |
|               | 4  | More than € 1 million to € 2 million                                                                                            | 733                      | 838 10.6                              | 320            |
|               | 5  | More than € 2 million to € 10 million                                                                                           | 1'489                    | 1'458 18.5                            | 556            |
|               | 6  | More than € 10 million to € 25 million                                                                                          | 741                      | 681 8.6                               | 260            |
|               | 7  | More than € 25 million to € 50 million                                                                                          | 492                      | 454 5.7                               | 173            |
|               | 8  | More than € 50 million to € 100 million                                                                                         | 505                      | 442 5.6                               | 169            |
|               | 9  | More than € 100 million to € 150 million                                                                                        | 235                      | 216 2.7                               | 82             |
|               | 10 | More than € 150 million to € 250 million                                                                                        | 304                      | 250 3.2                               | 96             |
|               | 11 | More than € 250 million                                                                                                         | 1'441                    | 1'156 14.6                            | 441            |
|               | 12 | No answer, no specification possible                                                                                            | 124                      | 159 2.0                               | 61             |
| 2024          |    | Target group 'SME-sized companies'                                                                                              |                          |                                       |                |
|               | 1  | Self-employed, independent professionals and employees in companies with < 500 employees and at least € 250,000 turnover        | 4'655                    | 4'913 62.2                            | 1'874          |
| 2025          |    | Target group 'SME-sized companies'                                                                                              |                          |                                       |                |
|               | 1  | Self-employed, independent professionals and employees in companies with turnover between € 500,000 up to € 50 million          | 4'015                    | 4'165 52.7                            | 1'589          |
| 2030          |    | Official statistics: self-employed, independent professionals and employees in                                                  |                          |                                       |                |
|               | 1  | Total SME-sized (< 250 employees and up to € 50 million turnover)                                                               | 4'122                    | 4'569 57.8                            | 1'743          |
| 2031          |    | Micro enterprises (<10 employees and up to € 2 million turnover)                                                                | 994                      | 1'398 17.7                            | 533            |
|               | 2  | Small enterprises (<50 employees and up to € 10 million turnover without micro enterprises)                                     | 1'754                    | 1'862 23.6                            | 710            |
|               | 3  | Medium enterprises (< 250 employees and up to € 50 million turnover without micro/ small enterprises)                           | 1'374                    | 1'309 16.6                            | 499            |
|               | 4  | Big enterprises (250 and more employees or over € 50 million turnover)                                                          | 3'074                    | 2'625 33.2                            | 1'001          |
| 2032          |    | 'IfM Bonn' definition: Self-employed, independent professionals and employees in                                                |                          |                                       |                |
|               | 1  | Total SME-sized (< 500 employees and up to € 50 million turnover)                                                               | 4'384                    | 4'828 61.1                            | 1'842          |
| 2033          |    | Small enterprises (<10 employees and up to € 1 million turnover)                                                                | 850                      | 1'200 15.2                            | 458            |
|               | 2  | Medium enterprises (< 500 employees and up to € 50 million turnover without small enterprises)                                  | 3'534                    | 3'628 45.9                            | 1'384          |
|               | 3  | Big enterprises (500 and more employees or over € 50 million turnover)                                                          | 2'792                    | 2'341 29.6                            | 893            |
| 2039 - 2040   |    | Main branch of industry/ Industrial sectors                                                                                     |                          |                                       |                |
|               | 1  | Agriculture and forestry, fishing and aquaculture                                                                               | 76                       | 64 0.8                                | 24             |
|               | 2  | Mining of coal and lignite and of metal ores; extraction of oil and natural gas                                                 | 0                        | 0 0.0                                 | 0              |
|               | 3  | Other mining and quarrying of stone, sand and clay                                                                              | 20                       | 12 0.2                                | 5              |
|               | 4  | Mining support service activities                                                                                               | 3                        | 2 0.0                                 | 1              |
|               | 5  | Manufacture of food products                                                                                                    | 91                       | 75 1.0                                | 29             |
|               | 6  | Manufacture of beverages                                                                                                        | 26                       | 31 0.4                                | 12             |
|               | 7  | Manufacture of tobacco products                                                                                                 | 0                        | 0 0.0                                 | 0              |
|               | 8  | Manufacture of textiles, wearing apparel, of leather and related products                                                       | 17                       | 12 0.2                                | 5              |
|               | 9  | Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials | 33                       | 24 0.3                                | 9              |
|               | 10 | Manufacture of paper and paper products                                                                                         | 33                       | 21 0.3                                | 8              |
|               | 11 | Printing and reproduction of recorded media                                                                                     | 19                       | 9 0.1                                 | 3              |
|               | 12 | Manufacture of coke and refined petroleum products                                                                              | 2                        | 1 0.0                                 | 0              |
|               | 13 | Manufacture of basic chemicals                                                                                                  | 51                       | 40 0.5                                | 15             |
|               | 14 | Manufacture of other chemical products                                                                                          | 76                       | 56 0.7                                | 21             |
|               | 15 | Manufacture of basic pharmaceutical products and pharmaceutical preparations                                                    | 39                       | 28 0.4                                | 11             |

| Field(s) Code |                                                                                                                                                     | Cases<br>un-<br>weighted | Decision-maker |               | Proj.<br>thou. |
|---------------|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------|---------------|----------------|
|               |                                                                                                                                                     |                          | Cases          | %<br>weighted |                |
| 16            | Manufacture of rubber and plastic products                                                                                                          | 106                      | 95             | 1.2           | 36             |
| 17            | Manufacture of other non-metallic mineral products                                                                                                  | 74                       | 60             | 0.8           | 23             |
| 18            | Manufacture of basic metals                                                                                                                         | 49                       | 41             | 0.5           | 16             |
| 19            | Manufacture of other iron and (sheet) metal goods                                                                                                   | 107                      | 75             | 0.9           | 29             |
| 20            | Manufacture of basic metals: Treatment and coating of metals; machining                                                                             | 71                       | 64             | 0.8           | 24             |
| 21            | Manufacture of cutlery, tools and general hardware                                                                                                  | 73                       | 60             | 0.8           | 23             |
| 22            | Manufacture of electronic components and boards                                                                                                     | 43                       | 24             | 0.3           | 9              |
| 23            | Manufacture of computers and peripheral equipment, magnetic and optical media                                                                       | 27                       | 16             | 0.2           | 6              |
| 24            | Manufacture of communication equipment                                                                                                              | 21                       | 12             | 0.2           | 5              |
| 25            | Manufacture of consumer electronics                                                                                                                 | 2                        | 1              | 0.0           | 0              |
| 26            | Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks                                                 | 104                      | 67             | 0.8           | 25             |
| 27            | Manufacture of electrical equipment                                                                                                                 | 108                      | 66             | 0.8           | 25             |
| 28            | Manufacture of machinery and equipment                                                                                                              | 344                      | 262            | 3.3           | 100            |
| 29            | Manufacture of motor vehicles, trailers, semi-trailers, engines                                                                                     | 255                      | 208            | 2.6           | 79             |
| 30            | Manufacture of other transport equipment                                                                                                            | 69                       | 57             | 0.7           | 22             |
| 31            | Manufacture of furniture                                                                                                                            | 30                       | 21             | 0.3           | 8              |
| 32            | Other manufacturing                                                                                                                                 | 81                       | 59             | 0.7           | 22             |
| 33            | Repair and installation of machinery and equipment                                                                                                  | 26                       | 15             | 0.2           | 6              |
| 34            | Electricity, gas, steam and air conditioning supply                                                                                                 | 97                       | 83             | 1.0           | 31             |
| 35            | Water collection, treatment and supply                                                                                                              | 7                        | 5              | 0.1           | 2              |
| 36            | Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services       | 76                       | 70             | 0.9           | 27             |
| 37            | Construction of buildings                                                                                                                           | 62                       | 50             | 0.6           | 19             |
| 38            | Civil engineering                                                                                                                                   | 62                       | 52             | 0.7           | 20             |
| 39            | Site preparation, building completion and finishing                                                                                                 | 187                      | 203            | 2.6           | 77             |
| 40            | Electrical, plumbing and other construction installation activities                                                                                 | 148                      | 140            | 1.8           | 53             |
| 41            | Wholesale and retail trade and repair of motor vehicles and motorcycles                                                                             | 141                      | 168            | 2.1           | 64             |
| 42            | Wholesale trade, except of motor vehicles and motorcycles                                                                                           | 249                      | 191            | 2.4           | 73             |
| 43            | Retail sale in non-specialised stores                                                                                                               | 47                       | 83             | 1.0           | 32             |
| 44            | Retail sale of food, beverages and tobacco in specialised stores                                                                                    | 46                       | 33             | 0.4           | 13             |
| 45            | Retail sale of automotive fuel in specialised stores (filling stations)                                                                             | 9                        | 7              | 0.1           | 3              |
| 46            | Other specialised retail sale in stores                                                                                                             | 122                      | 122            | 1.5           | 47             |
| 47            | Dispensing chemist in specialised stores                                                                                                            | 32                       | 17             | 0.2           | 7              |
| 48            | Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores                                   | 25                       | 27             | 0.3           | 10             |
| 49            | Retail sale via stalls and markets, mail order houses or Internet                                                                                   | 40                       | 24             | 0.3           | 9              |
| 50            | Land transport and transport via pipelines, water transport, air transport                                                                          | 108                      | 117            | 1.5           | 45             |
| 51            | Warehousing and support activities for transportation                                                                                               | 95                       | 94             | 1.2           | 36             |
| 52            | Postal and courier activities                                                                                                                       | 20                       | 38             | 0.5           | 14             |
| 53            | Accommodation and food service activities                                                                                                           | 117                      | 305            | 3.9           | 116            |
| 54            | Publishing of books, periodicals and other publishing activities                                                                                    | 48                       | 40             | 0.5           | 15             |
| 55            | Software publishing                                                                                                                                 | 8                        | 7              | 0.1           | 3              |
| 56            | Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities | 53                       | 36             | 0.5           | 14             |
| 57            | Telecommunications                                                                                                                                  | 25                       | 22             | 0.3           | 8              |
| 58            | Computer programming, consultancy and related activities; information service activities                                                            | 432                      | 330            | 4.2           | 126            |
| 59            | Financial service activities, except insurance and pension funding                                                                                  | 286                      | 226            | 2.9           | 86             |

## LAE 2025

| Field(s) Code                                |                                                                                                                                   | Cases<br>un-<br>weighted | Decision-maker<br>Cases %<br>weighted |     | Proj.<br>thou. |
|----------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------|--------------------------|---------------------------------------|-----|----------------|
|                                              |                                                                                                                                   |                          |                                       |     |                |
| 60                                           | Insurance, reinsurance and pension funding, except compulsory social security                                                     | 70                       | 44                                    | 0.6 | 17             |
| 61                                           | Real estate activities                                                                                                            | 72                       | 73                                    | 0.9 | 28             |
| 62                                           | Legal and accounting activities                                                                                                   | 330                      | 354                                   | 4.5 | 135            |
| 63                                           | Activities of head offices; management consultancy activities                                                                     | 88                       | 124                                   | 1.6 | 47             |
| 64                                           | Architectural and engineering activities; technical testing and analysis                                                          | 228                      | 267                                   | 3.4 | 102            |
| 65                                           | Scientific research and development                                                                                               | 69                       | 94                                    | 1.2 | 36             |
| 66                                           | Advertising; market research and public opinion polling                                                                           | 66                       | 95                                    | 1.2 | 36             |
| 67                                           | Other professional, scientific and technical activities                                                                           | 55                       | 86                                    | 1.1 | 33             |
| 68                                           | Veterinary activities                                                                                                             | 27                       | 18                                    | 0.2 | 7              |
| 69                                           | Rental and leasing activities                                                                                                     | 28                       | 47                                    | 0.6 | 18             |
| 70                                           | Activities of employment placement agencies                                                                                       | 78                       | 70                                    | 0.9 | 27             |
| 71                                           | Travel agency, tour operator and other reservation service and related activities                                                 | 14                       | 20                                    | 0.3 | 8              |
| 72                                           | Security and investigation activities                                                                                             | 21                       | 31                                    | 0.4 | 12             |
| 73                                           | Services to buildings and landscape activities                                                                                    | 143                      | 158                                   | 2.0 | 60             |
| 74                                           | Other office administrative, office support and business support activities                                                       | 54                       | 69                                    | 0.9 | 26             |
| 75                                           | Public administration and defence; compulsory social security                                                                     | 508                      | 562                                   | 7.1 | 215            |
| 76                                           | Education                                                                                                                         | 337                      | 369                                   | 4.7 | 141            |
| 77                                           | Hospital activities                                                                                                               | 248                      | 204                                   | 2.6 | 78             |
| 78                                           | General medical practice activities                                                                                               | 78                       | 70                                    | 0.9 | 27             |
| 79                                           | Specialist medical practice activities                                                                                            | 147                      | 183                                   | 2.3 | 70             |
| 80                                           | Dental practice activities                                                                                                        | 111                      | 91                                    | 1.2 | 35             |
| 81                                           | Other human health activities                                                                                                     | 132                      | 255                                   | 3.2 | 97             |
| 82                                           | Social work activities, residential care activities                                                                               | 203                      | 255                                   | 3.2 | 97             |
| 83                                           | Arts, entertainment and recreation                                                                                                | 77                       | 136                                   | 1.7 | 52             |
| 84                                           | Activities of membership organisations                                                                                            | 68                       | 75                                    | 0.9 | 28             |
| 85                                           | Repair of computers and personal and household goods                                                                              | 3                        | 9                                     | 0.1 | 3              |
| 86                                           | Other personal service activities                                                                                                 | 27                       | 77                                    | 1.0 | 29             |
| Branch of industry/ Industrial sectors total |                                                                                                                                   |                          |                                       |     |                |
| 2041                                         | 1 Agriculture and forestry, fishing and aquaculture                                                                               | 84                       | 72                                    | 0.9 | 28             |
| 2042                                         | 1 Mining of coal and lignite and of metal ores; extraction of oil and natural gas                                                 | 0                        | 0                                     | 0.0 | 0              |
| 2043                                         | 1 Other mining and quarrying of stone, sand and clay                                                                              | 27                       | 16                                    | 0.2 | 6              |
| 2044                                         | 1 Mining support service activities                                                                                               | 3                        | 2                                     | 0.0 | 1              |
| 2045                                         | 1 Manufacture of food products                                                                                                    | 124                      | 109                                   | 1.4 | 42             |
| 2046                                         | 1 Manufacture of beverages                                                                                                        | 37                       | 44                                    | 0.6 | 17             |
| 2047                                         | 1 Manufacture of tobacco products                                                                                                 | 0                        | 0                                     | 0.0 | 0              |
| 2048                                         | 1 Manufacture of textiles, wearing apparel, of leather and related products                                                       | 33                       | 24                                    | 0.3 | 9              |
| 2049                                         | 1 Manufacture of wood and of products of wood and cork, except furniture; manufacture of articles of straw and plaiting materials | 41                       | 39                                    | 0.5 | 15             |
| 2050                                         | 1 Manufacture of paper and paper products                                                                                         | 45                       | 29                                    | 0.4 | 11             |
| 2051                                         | 1 Printing and reproduction of recorded media                                                                                     | 28                       | 20                                    | 0.2 | 7              |
| 2052                                         | 1 Manufacture of coke and refined petroleum products                                                                              | 2                        | 1                                     | 0.0 | 0              |
| 2053                                         | 1 Manufacture of basic chemicals                                                                                                  | 54                       | 44                                    | 0.6 | 17             |
| 2054                                         | 1 Manufacture of other chemical products                                                                                          | 89                       | 64                                    | 0.8 | 24             |
| 2055                                         | 1 Manufacture of basic pharmaceutical products and pharmaceutical preparations                                                    | 51                       | 41                                    | 0.5 | 16             |
| 2056                                         | 1 Manufacture of rubber and plastic products                                                                                      | 146                      | 125                                   | 1.6 | 48             |
| 2057                                         | 1 Manufacture of other non-metallic mineral products                                                                              | 90                       | 79                                    | 1.0 | 30             |
| 2058                                         | 1 Manufacture of basic metals                                                                                                     | 68                       | 58                                    | 0.7 | 22             |
| 2059                                         | 1 Manufacture of other iron and (sheet) metal goods                                                                               | 142                      | 97                                    | 1.2 | 37             |
| 2060                                         | 1 Manufacture of basic metals: Treatment and coating of metals; machining                                                         | 101                      | 90                                    | 1.1 | 34             |

## LAE 2025

| Field(s) Code |   |                                                                                                                                                     | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------|---|-----------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
| 2061          | 1 | Manufacture of cutlery, tools and general hardware                                                                                                  | 93                       | 73                      | 0.9           | 28             |
| 2062          | 1 | Manufacture of electronic components and boards                                                                                                     | 63                       | 38                      | 0.5           | 14             |
| 2063          | 1 | Manufacture of computers and peripheral equipment, magnetic and optical media                                                                       | 37                       | 23                      | 0.3           | 9              |
| 2064          | 1 | Manufacture of communication equipment                                                                                                              | 29                       | 20                      | 0.3           | 8              |
| 2065          | 1 | Manufacture of consumer electronics                                                                                                                 | 3                        | 1                       | 0.0           | 1              |
| 2066          | 1 | Manufacture of instruments and appliances for measuring, testing and navigation; watches and clocks                                                 | 138                      | 86                      | 1.1           | 33             |
| 2067          | 1 | Manufacture of electrical equipment                                                                                                                 | 145                      | 101                     | 1.3           | 38             |
| 2068          | 1 | Manufacture of machinery and equipment                                                                                                              | 385                      | 295                     | 3.7           | 113            |
| 2069          | 1 | Manufacture of motor vehicles, trailers, semi-trailers, engines                                                                                     | 271                      | 223                     | 2.8           | 85             |
| 2070          | 1 | Manufacture of other transport equipment                                                                                                            | 74                       | 63                      | 0.8           | 24             |
| 2071          | 1 | Manufacture of furniture                                                                                                                            | 41                       | 35                      | 0.4           | 13             |
| 2072          | 1 | Other manufacturing                                                                                                                                 | 102                      | 75                      | 1.0           | 29             |
| 2073          | 1 | Repair and installation of machinery and equipment                                                                                                  | 57                       | 41                      | 0.5           | 16             |
| 2074          | 1 | Electricity, gas, steam and air conditioning supply                                                                                                 | 107                      | 90                      | 1.1           | 34             |
| 2075          | 1 | Water collection, treatment and supply                                                                                                              | 34                       | 27                      | 0.3           | 10             |
| 2076          | 1 | Sewerage; waste collection, treatment and disposal activities; materials recovery; remediation activities and other waste management services       | 94                       | 85                      | 1.1           | 32             |
| 2077          | 1 | Construction of buildings                                                                                                                           | 82                       | 71                      | 0.9           | 27             |
| 2078          | 1 | Civil engineering                                                                                                                                   | 91                       | 76                      | 1.0           | 29             |
| 2079          | 1 | Site preparation, building completion and finishing                                                                                                 | 234                      | 248                     | 3.1           | 95             |
| 2080          | 1 | Electrical, plumbing and other construction installation activities                                                                                 | 187                      | 184                     | 2.3           | 70             |
| 2081          | 1 | Wholesale and retail trade and repair of motor vehicles and motorcycles                                                                             | 160                      | 185                     | 2.3           | 70             |
| 2082          | 1 | Wholesale trade, except of motor vehicles and motorcycles                                                                                           | 339                      | 272                     | 3.4           | 104            |
| 2083          | 1 | Retail sale in non-specialised stores                                                                                                               | 56                       | 89                      | 1.1           | 34             |
| 2084          | 1 | Retail sale of food, beverages and tobacco in specialised stores                                                                                    | 69                       | 60                      | 0.8           | 23             |
| 2085          | 1 | Retail sale of automotive fuel in specialised stores (filling stations)                                                                             | 13                       | 9                       | 0.1           | 4              |
| 2086          | 1 | Other specialised retail sale in stores                                                                                                             | 157                      | 155                     | 2.0           | 59             |
| 2087          | 1 | Dispensing chemist in specialised stores                                                                                                            | 32                       | 17                      | 0.2           | 7              |
| 2088          | 1 | Activities of opticians in specialised stores; retail sale of medical and orthopaedic goods in specialised stores                                   | 27                       | 28                      | 0.4           | 11             |
| 2089          | 1 | Retail sale via stalls and markets, mail order houses or Internet                                                                                   | 67                       | 51                      | 0.6           | 20             |
| 2090          | 1 | Land transport and transport via pipelines, water transport, air transport                                                                          | 166                      | 181                     | 2.3           | 69             |
| 2091          | 1 | Warehousing and support activities for transportation                                                                                               | 132                      | 139                     | 1.8           | 53             |
| 2092          | 1 | Postal and courier activities                                                                                                                       | 21                       | 39                      | 0.5           | 15             |
| 2093          | 1 | Accommodation and food service activities                                                                                                           | 160                      | 360                     | 4.6           | 137            |
| 2094          | 1 | Publishing of books, periodicals and other publishing activities                                                                                    | 52                       | 42                      | 0.5           | 16             |
| 2095          | 1 | Software publishing                                                                                                                                 | 12                       | 11                      | 0.1           | 4              |
| 2096          | 1 | Motion picture, video and television programme production, sound recording and music publishing activities; programming and broadcasting activities | 65                       | 45                      | 0.6           | 17             |
| 2097          | 1 | Telecommunications                                                                                                                                  | 31                       | 28                      | 0.3           | 11             |
| 2098          | 1 | Computer programming, consultancy and related activities; information service activities                                                            | 528                      | 423                     | 5.4           | 161            |
| 2099          | 1 | Financial service activities, except insurance and pension funding                                                                                  | 294                      | 234                     | 3.0           | 89             |
| 2100          | 1 | Insurance, reinsurance and pension funding, except compulsory social security                                                                       | 70                       | 44                      | 0.6           | 17             |
| 2101          | 1 | Real estate activities                                                                                                                              | 83                       | 82                      | 1.0           | 31             |
| 2102          | 1 | Legal and accounting activities                                                                                                                     | 333                      | 358                     | 4.5           | 137            |
| 2103          | 1 | Activities of head offices; management consultancy activities                                                                                       | 121                      | 161                     | 2.0           | 61             |

LAE 2025

| Field(s) Code                                                  |    |                                                                                   | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|----------------------------------------------------------------|----|-----------------------------------------------------------------------------------|--------------------------|-------------------------|---------------|----------------|
| 2104                                                           | 1  | Architectural and engineering activities; technical testing and analysis          | 255                      | 303                     | 3.8           | 116            |
| 2105                                                           | 1  | Scientific research and development                                               | 86                       | 105                     | 1.3           | 40             |
| 2106                                                           | 1  | Advertising; market research and public opinion polling                           | 84                       | 112                     | 1.4           | 43             |
| 2107                                                           | 1  | Other professional, scientific and technical activities                           | 66                       | 100                     | 1.3           | 38             |
| 2108                                                           | 1  | Veterinary activities                                                             | 27                       | 18                      | 0.2           | 7              |
| 2109                                                           | 1  | Rental and leasing activities                                                     | 44                       | 60                      | 0.8           | 23             |
| 2110                                                           | 1  | Activities of employment placement agencies                                       | 82                       | 75                      | 0.9           | 29             |
| 2111                                                           | 1  | Travel agency, tour operator and other reservation service and related activities | 22                       | 30                      | 0.4           | 11             |
| 2112                                                           | 1  | Security and investigation activities                                             | 29                       | 36                      | 0.5           | 14             |
| 2113                                                           | 1  | Services to buildings and landscape activities                                    | 172                      | 186                     | 2.4           | 71             |
| 2114                                                           | 1  | Other office administrative, office support and business support activities       | 71                       | 93                      | 1.2           | 35             |
| 2115                                                           | 1  | Public administration and defence; compulsory social security                     | 530                      | 581                     | 7.4           | 222            |
| 2116                                                           | 1  | Education                                                                         | 362                      | 398                     | 5.0           | 152            |
| 2117                                                           | 1  | Hospital activities                                                               | 251                      | 206                     | 2.6           | 78             |
| 2118                                                           | 1  | General medical practice activities                                               | 79                       | 71                      | 0.9           | 27             |
| 2119                                                           | 1  | Specialist medical practice activities                                            | 150                      | 186                     | 2.3           | 71             |
| 2120                                                           | 1  | Dental practice activities                                                        | 111                      | 91                      | 1.2           | 35             |
| 2121                                                           | 1  | Other human health activities                                                     | 137                      | 264                     | 3.3           | 101            |
| 2122                                                           | 1  | Social work activities, residential care activities                               | 228                      | 285                     | 3.6           | 109            |
| 2123                                                           | 1  | Arts, entertainment and recreation                                                | 98                       | 164                     | 2.1           | 63             |
| 2124                                                           | 1  | Activities of membership organisations                                            | 76                       | 84                      | 1.1           | 32             |
| 2125                                                           | 1  | Repair of computers and personal and household goods                              | 15                       | 21                      | 0.3           | 8              |
| 2126                                                           | 1  | Other personal service activities                                                 | 36                       | 90                      | 1.1           | 34             |
| Branch of industry/ Industrial sectors total - summarized data |    |                                                                                   |                          |                         |               |                |
| 2130                                                           | 1  | Agriculture and forestry, fishing and aquaculture                                 | 84                       | 72                      | 0.9           | 28             |
| 2131                                                           | 1  | Processing industry                                                               | 2'132                    | 1'669                   | 21.1          | 637            |
| 2132                                                           | 1  | Manufacturing industry                                                            | 2'350                    | 1'852                   | 23.4          | 707            |
| 2133                                                           | 1  | Building trade                                                                    | 537                      | 526                     | 6.7           | 201            |
| 2134                                                           | 1  | Trade                                                                             | 852                      | 809                     | 10.2          | 308            |
| 2135                                                           | 1  | Services                                                                          | 4'672                    | 5'207                   | 65.9          | 1'987          |
| <b>Magazines/ newspapers: cumulative values</b>                |    |                                                                                   |                          |                         |               |                |
| Media 'have looked at': cumulative values                      |    |                                                                                   |                          |                         |               |                |
| 2201 - 2202                                                    | 1  | 1 title                                                                           | 425                      | 477                     | 6.0           | 182            |
|                                                                | 2  | 2 titles                                                                          | 465                      | 506                     | 6.4           | 193            |
|                                                                | 3  | 3 titles                                                                          | 586                      | 607                     | 7.7           | 232            |
|                                                                | 4  | 4 titles                                                                          | 700                      | 755                     | 9.6           | 288            |
|                                                                | 5  | 5 titles                                                                          | 929                      | 926                     | 11.7          | 353            |
|                                                                | 6  | 6 titles                                                                          | 994                      | 950                     | 12.0          | 363            |
|                                                                | 7  | 7 titles                                                                          | 848                      | 756                     | 9.6           | 288            |
|                                                                | 8  | 8 titles                                                                          | 750                      | 715                     | 9.0           | 273            |
|                                                                | 9  | 9 titles                                                                          | 564                      | 531                     | 6.7           | 203            |
|                                                                | 10 | 10 titles                                                                         | 401                      | 367                     | 4.6           | 140            |
|                                                                | 11 | 11 titles                                                                         | 240                      | 223                     | 2.8           | 85             |
|                                                                | 12 | 12 titles                                                                         | 172                      | 156                     | 2.0           | 59             |
|                                                                | 13 | 13 titles                                                                         | 121                      | 93                      | 1.2           | 35             |
|                                                                | 14 | 14 titles                                                                         | 56                       | 48                      | 0.6           | 18             |
|                                                                | 15 | 15 titles                                                                         | 38                       | 38                      | 0.5           | 15             |
|                                                                | 16 | 16 titles                                                                         | 18                       | 15                      | 0.2           | 6              |
|                                                                | 17 | 17 titles                                                                         | 9                        | 9                       | 0.1           | 3              |
|                                                                | 18 | 18 titles                                                                         | 6                        | 7                       | 0.1           | 3              |
|                                                                | 19 | 19 titles                                                                         | 2                        | 2                       | 0.0           | 1              |

| Field(s) Code                                      |    |           | Cases<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|----------------------------------------------------|----|-----------|--------------------------|-------------------------|---------------|----------------|
| Media within maximum readership: cumulative values |    |           |                          |                         |               |                |
| 2203 - 2204                                        | 1  | 1 title   | 811                      | 873                     | 11.1          | 333            |
|                                                    | 2  | 2 titles  | 868                      | 943                     | 11.9          | 360            |
|                                                    | 3  | 3 titles  | 1'024                    | 1'050                   | 13.3          | 401            |
|                                                    | 4  | 4 titles  | 1'118                    | 1'093                   | 13.8          | 417            |
|                                                    | 5  | 5 titles  | 1'049                    | 972                     | 12.3          | 371            |
|                                                    | 6  | 6 titles  | 879                      | 765                     | 9.7           | 292            |
|                                                    | 7  | 7 titles  | 483                      | 406                     | 5.1           | 155            |
|                                                    | 8  | 8 titles  | 285                      | 240                     | 3.0           | 91             |
|                                                    | 9  | 9 titles  | 178                      | 166                     | 2.1           | 63             |
|                                                    | 10 | 10 titles | 84                       | 70                      | 0.9           | 27             |
|                                                    | 11 | 11 titles | 36                       | 34                      | 0.4           | 13             |
|                                                    | 12 | 12 titles | 21                       | 15                      | 0.2           | 6              |
|                                                    | 13 | 13 titles | 11                       | 10                      | 0.1           | 4              |
|                                                    | 14 | 14 titles | 7                        | 4                       | 0.1           | 2              |
|                                                    | 15 | 15 titles | 4                        | 3                       | 0.0           | 1              |
|                                                    | 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 within AIR: cumulative values                |    |           |                          |                         |               |                |
| 2205 - 2206                                        | 1  | 1 title   | 1'633                    | 1'646                   | 20.8          | 628            |
|                                                    | 2  | 2 titles  | 1'521                    | 1'463                   | 18.5          | 558            |
|                                                    | 3  | 3 titles  | 1'149                    | 1'039                   | 13.2          | 396            |
|                                                    | 4  | 4 titles  | 702                      | 602                     | 7.6           | 230            |
|                                                    | 5  | 5 titles  | 331                      | 276                     | 3.5           | 105            |
|                                                    | 6  | 6 titles  | 147                      | 116                     | 1.5           | 44             |
|                                                    | 7  | 7 titles  | 78                       | 59                      | 0.7           | 22             |
|                                                    | 8  | 8 titles  | 40                       | 34                      | 0.4           | 13             |
|                                                    | 9  | 9 titles  | 18                       | 16                      | 0.2           | 6              |
|                                                    | 10 | 10 titles | 10                       | 9                       | 0.1           | 3              |
|                                                    | 11 | 11 titles | 4                        | 3                       | 0.0           | 1              |
|                                                    | 12 | 12 titles | 3                        | 2                       | 0.0           | 1              |
|                                                    | 13 | 13 titles | 1                        | 1                       | 0.0           | 0              |
|                                                    | 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<br>un-<br>weighted | Decision-maker<br>Cases | %<br>weighted | Proj.<br>thou. |
|---------------------------------------------------------|----|-------------|--------------------------|-------------------------|---------------|----------------|
| Media 'core readers': cumulative values                 |    |             |                          |                         |               |                |
| 2207 - 2208                                             | 1  | 1 title     | 2'000                    | 1'833                   | 23.2          | 699            |
|                                                         | 2  | 2 titles    | 978                      | 913                     | 11.6          | 348            |
|                                                         | 3  | 3 titles    | 409                      | 361                     | 4.6           | 138            |
|                                                         | 4  | 4 titles    | 183                      | 152                     | 1.9           | 58             |
|                                                         | 5  | 5 titles    | 74                       | 75                      | 1.0           | 29             |
|                                                         | 6  | 6 titles    | 33                       | 30                      | 0.4           | 12             |
|                                                         | 7  | 7 titles    | 23                       | 21                      | 0.3           | 8              |
|                                                         | 8  | 8 titles    | 13                       | 8                       | 0.1           | 3              |
|                                                         | 9  | 9 titles    | 11                       | 10                      | 0.1           | 4              |
|                                                         | 10 | 10 titles   | 3                        | 3                       | 0.0           | 1              |
|                                                         | 11 | 11 titles   | 2                        | 1                       | 0.0           | 0              |
|                                                         | 12 | 12 titles   | 1                        | 0                       | 0.0           | 0              |
|                                                         | 13 | 13 titles   | 2                        | 1                       | 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              |
| <b>Digital services: cumulative values</b>              |    |             |                          |                         |               |                |
| Digital services 'broadest audience': cumulative values |    |             |                          |                         |               |                |
| 2209 - 2210                                             | 1  | 1 service   | 1'127                    | 1'094                   | 13.8          | 417            |
|                                                         | 2  | 2 services  | 1'061                    | 1'069                   | 13.5          | 408            |
|                                                         | 3  | 3 services  | 818                      | 821                     | 10.4          | 313            |
|                                                         | 4  | 4 services  | 652                      | 669                     | 8.5           | 255            |
|                                                         | 5  | 5 services  | 519                      | 487                     | 6.2           | 186            |
|                                                         | 6  | 6 services  | 443                      | 426                     | 5.4           | 162            |
|                                                         | 7  | 7 services  | 356                      | 367                     | 4.6           | 140            |
|                                                         | 8  | 8 services  | 251                      | 260                     | 3.3           | 99             |
|                                                         | 9  | 9 services  | 202                      | 194                     | 2.5           | 74             |
|                                                         | 10 | 10 services | 135                      | 146                     | 1.8           | 56             |
|                                                         | 11 | 11 services | 93                       | 90                      | 1.1           | 34             |
|                                                         | 12 | 12 services | 49                       | 46                      | 0.6           | 18             |
|                                                         | 13 | 13 services | 29                       | 26                      | 0.3           | 10             |
|                                                         | 14 | 14 services | 16                       | 16                      | 0.2           | 6              |
|                                                         | 15 | 15 services | 2                        | 1                       | 0.0           | 0              |
|                                                         | 16 | 16 services | 5                        | 7                       | 0.1           | 3              |
|                                                         | 17 | 17 services | 0                        | 0                       | 0.0           | 0              |

| Field(s) Code                                                 |                                                  | Cases<br>un-<br>weighted | Decision-maker |               | Proj.<br>thou. |
|---------------------------------------------------------------|--------------------------------------------------|--------------------------|----------------|---------------|----------------|
|                                                               |                                                  |                          | Cases          | %<br>weighted |                |
| Combinations: additional exposure probabilities               |                                                  |                          |                |               |                |
| Magazines/ Newspapers                                         |                                                  |                          |                |               |                |
| 4206-4208                                                     | Focus-Blue-Chip-Kombi (Focus/ Focus Money)       | 1'553                    | 1'486          | 18.8          | 567            |
| 4218-4220                                                     | Kluge Köpfe Kombi (F.A.Z./ F.A.S.)               | 1'173                    | 1'072          | 13.6          | 409            |
| 4233-4235                                                     | Republic workday (F.A.Z./ SZ)                    | 1'720                    | 1'532          | 19.4          | 585            |
| 4236-4238                                                     | Republic weekend (F.A.Z./ F.A.S./ SZ)            | 2'182                    | 1'967          | 24.9          | 750            |
| 4221-4223                                                     | Tagesspiegel (Tagesspiegel/ PNN)                 | 322                      | 266            | 3.4           | 101            |
| 4227-4229                                                     | Welt am Sonntag (WamS/ WamS Kompakt)             | 587                      | 544            | 6.9           | 207            |
| 4230-4232                                                     | Welt Print Gesamt (Die Welt/ WamS/ WamS Kompakt) | 1'135                    | 1'038          | 13.1          | 396            |
|                                                               |                                                  |                          |                |               |                |
| Digital services (Online + App) - Contact within last 4 weeks |                                                  |                          |                |               |                |
| 6729-6735                                                     | Capital: capital.de                              | 2'585                    | 2'463          | 31.2          | 939            |
| 6750-6756                                                     | heise.de + App(s)                                | 16'129                   | 15'116         | 191.3         | 5'767          |
| 6757-6763                                                     | F.A.Z.: faz.net + App(s)                         | 166'195                  | 163'180        | 2065.6        | 62'256         |
| 6764-6770                                                     | Focus: focus.de + App(s)                         | 169'748                  | 168'559        | 2133.7        | 64'308         |
| 6771-6777                                                     | Handelsblatt: handelsblatt.com + App(s)          | 249'325                  | 231'588        | 2931.5        | 88'355         |
| 6778-6784                                                     | Handwerk Magazin: handwerk-magazin.de            | 1'955                    | 2'019          | 25.6          | 770            |
| 6792-6798                                                     | Manager Magazin: manager-magazin.de + App(s)     | 32'073                   | 27'890         | 353.0         | 10'641         |
| 6799-6805                                                     | Markt und Mittelstand: marktundmittelstand.de    | 2'234                    | 2'253          | 28.5          | 860            |
| 6806-6812                                                     | Der Spiegel: spiegel.de + App(s)                 | 743'006                  | 769'884        | 9745.4        | 293'725        |
| 6813-6819                                                     | Stern: stern.de + App(s)                         | 114'268                  | 120'673        | 1527.5        | 46'039         |
| 6820-6826                                                     | Süddeutsche Zeitung: süddeutsche.de + App(s)     | 99'988                   | 100'576        | 1273.1        | 38'372         |
| 6785-6791                                                     | Tagesspiegel: tagesspiegel.de + App(s)           | 10'093                   | 9'753          | 123.5         | 3'721          |
| 6827-6833                                                     | VDI Nachrichten: ingenieur.de + App(s)           | 5'947                    | 4'946          | 62.6          | 1'887          |
| 6834-6840                                                     | Welt: welt.de + App(s)                           | 92'152                   | 87'600         | 1108.9        | 33'421         |
| 6841-6847                                                     | Wirtschaftswoche: wirtschaftswoche.de + App(s)   | 43'073                   | 40'323         | 510.4         | 15'384         |
| 6848-6854                                                     | Die Zeit: zeit.de + App(s)                       | 61'718                   | 61'895         | 783.5         | 23'614         |
|                                                               |                                                  |                          |                |               |                |
| Digital services (Online + App) - Contact within last week    |                                                  |                          |                |               |                |
| 6862-6868                                                     | Capital: capital.de                              | 596                      | 577            | 7.3           | 220            |
| 6883-6889                                                     | heise.de + App(s)                                | 4'167                    | 3'897          | 49.3          | 1'487          |
| 6890-6896                                                     | F.A.Z.: faz.net + App(s)                         | 38'703                   | 38'006         | 481.1         | 14'500         |
| 6897-6903                                                     | Focus: focus.de + App(s)                         | 39'681                   | 39'392         | 498.6         | 15'029         |
| 6904-6910                                                     | Handelsblatt: handelsblatt.com + App(s)          | 58'255                   | 54'117         | 685.0         | 20'647         |
| 6911-6917                                                     | Handwerk Magazin: handwerk-magazin.de            | 480                      | 497            | 6.3           | 190            |
| 6925-6931                                                     | Manager Magazin: manager-magazin.de + App(s)     | 7'523                    | 6'538          | 82.8          | 2'494          |
| 6932-6938                                                     | Markt und Mittelstand: marktundmittelstand.de    | 537                      | 539            | 6.8           | 206            |
| 6939-6945                                                     | Der Spiegel: spiegel.de + App(s)                 | 173'383                  | 179'625        | 2273.7        | 68'530         |
| 6946-6952                                                     | Stern: stern.de + App(s)                         | 26'741                   | 28'224         | 357.3         | 10'768         |
| 6953-6959                                                     | Süddeutsche Zeitung: süddeutsche.de + App(s)     | 23'241                   | 23'382         | 296.0         | 8'921          |
| 6918-6924                                                     | Tagesspiegel: tagesspiegel.de + App(s)           | 2'403                    | 2'314          | 29.3          | 883            |
| 6960-6966                                                     | VDI Nachrichten: ingenieur.de + App(s)           | 1'497                    | 1'245          | 15.8          | 475            |
| 6967-6973                                                     | Welt: welt.de + App(s)                           | 21'576                   | 20'497         | 259.5         | 7'820          |
| 6974-6980                                                     | Wirtschaftswoche: wirtschaftswoche.de + App(s)   | 9'973                    | 9'335          | 118.2         | 3'561          |
| 6981-6987                                                     | Die Zeit: zeit.de + App(s)                       | 14'582                   | 14'619         | 185.0         | 5'577          |

| Field(s) Code |                                                                        | Cases<br>un-<br>weighted | Decision-maker |          | Proj.<br>thou. |
|---------------|------------------------------------------------------------------------|--------------------------|----------------|----------|----------------|
|               |                                                                        |                          | Cases          | %        |                |
|               |                                                                        |                          |                | weighted |                |
|               | Crossmedia-Probabilities per Month (Print + Online + (if present) App) |                          |                |          |                |
| 7105-7108     | Capital + capital.de                                                   | 1'231                    | 1'110          | 14.1     | 424            |
| 7117-7120     | c't Magazin + heise.de + App(s)                                        | 2'158                    | 1'980          | 25.1     | 755            |
| 7121-7124     | F.A.Z. + faz.net + App(s)                                              | 19'640                   | 17'807         | 225.4    | 6'794          |
| 7125-7128     | F.A.Z. + F.A.S. + faz.net + App(s)                                     | 21'490                   | 19'545         | 247.4    | 7'457          |
| 7129-7132     | Focus + focus.de + App(s)                                              | 7'772                    | 7'651          | 96.9     | 2'919          |
| 7133-7136     | Focus + Focus Money + focus.de + App(s)                                | 9'464                    | 9'232          | 116.9    | 3'522          |
| 7137-7140     | Handelsblatt + handelsblatt.com + App(s)                               | 21'456                   | 18'581         | 235.2    | 7'089          |
| 7141-7144     | Handwerk Magazin + handwerk-magazin.de                                 | 890                      | 882            | 11.2     | 336            |
| 7149-7152     | Manager Magazin + manager-magazin.de + App(s)                          | 2'055                    | 1'759          | 22.3     | 671            |
| 7153-7156     | Markt und Mittelstand + marktundmittelstand.de                         | 1'083                    | 973            | 12.3     | 371            |
| 7157-7160     | Der Spiegel + spiegel.de + App(s)                                      | 12'264                   | 11'744         | 148.7    | 4'480          |
| 7165-7168     | Stern + stern.de + App(s)                                              | 6'000                    | 6'169          | 78.1     | 2'353          |
| 7169-7172     | Süddeutsche Zeitung + süddeutsche.de + App(s)                          | 27'085                   | 24'256         | 307.0    | 9'254          |
| 7145-7148     | Tagesspiegel + tagesspiegel.de + App(s)                                | 9'776                    | 8'184          | 103.6    | 3'122          |
| 7173-7176     | VDI Nachrichten + ingenieur.de + App(s)                                | 2'418                    | 2'036          | 25.8     | 777            |
| 7177-7180     | Die Welt + welt.de + App(s)                                            | 13'651                   | 12'593         | 159.4    | 4'805          |
| 7181-7184     | Welt Print Gesamt + welt.de + App(s)                                   | 15'998                   | 14'767         | 186.9    | 5'634          |
| 7185-7188     | Wirtschaftswoche + wirtschaftswoche.de + App(s)                        | 5'356                    | 4'735          | 59.9     | 1'806          |
| 7189-7192     | Die Zeit + zeit.de + App(s)                                            | 5'361                    | 5'293          | 67.0     | 2'019          |
|               | Total probabilities                                                    |                          |                |          |                |
| 6201-6204     | PZ total (probabilities)                                               | 11'033                   | 10'096         | 127.8    | 3'852          |
| 6205-6208     | TZ total (probabilities)                                               | 3'529                    | 3'095          | 39.2     | 1'181          |
| 6209-6212     | Print total (PZ, TZ) (probabilities)                                   | 14'562                   | 13'190         | 167.0    | 5'032          |
| 6229-6236     | Digital total (Online, App) (usage within last 4 weeks)                | 1'810'332                | 1'808'573      | 22893.3  | 690'005        |

| Field(s) Code                                                    |                                                | Cases<br>un-<br>weighted | Decision-maker<br>Cases<br>% | Proj.<br>thou. |
|------------------------------------------------------------------|------------------------------------------------|--------------------------|------------------------------|----------------|
|                                                                  |                                                |                          | weighted                     |                |
| <b>Average PI</b>                                                |                                                |                          |                              |                |
| Digital services (Online + App) - Average PI within last 4 weeks |                                                |                          |                              |                |
| 8221-8225                                                        | Capital: capital.de                            | 2'642                    | 2'520 31.9                   | 962            |
| 8236-8240                                                        | heise.de + App(s)                              | 16'262                   | 15'257 193.1                 | 5'821          |
| 8241-8245                                                        | F.A.Z.: faz.net + App(s)                       | 166'662                  | 163'768 2073.0               | 62'481         |
| 8246-8250                                                        | Focus: focus.de + App(s)                       | 170'256                  | 169'156 2141.2               | 64'536         |
| 8251-8255                                                        | Handelsblatt: handelsblatt.com + App(s)        | 249'808                  | 232'079 2937.7               | 88'543         |
| 8256-8260                                                        | Handwerk Magazin: handwerk-magazin.de          | 1'972                    | 2'035 25.8                   | 776            |
| 8266-8270                                                        | Manager Magazin: manager-magazin.de + App(s)   | 32'469                   | 28'276 357.9                 | 10'788         |
| 8271-8275                                                        | Markt und Mittelstand: marktundmittelstand.de  | 2'258                    | 2'272 28.8                   | 867            |
| 8276-8280                                                        | Der Spiegel: spiegel.de + App(s)               | 744'117                  | 771'171 9761.7               | 294'216        |
| 8281-8285                                                        | Stern: stern.de + App(s)                       | 114'671                  | 121'085 1532.7               | 46'196         |
| 8286-8290                                                        | Süddeutsche Zeitung: süddeutsche.de + App(s)   | 100'262                  | 100'895 1277.2               | 38'494         |
| 8261-8265                                                        | Tagesspiegel: tagesspiegel.de + App(s)         | 10'146                   | 9'814 124.2                  | 3'744          |
| 8291-8295                                                        | VDI Nachrichten: ingenieur.de + App(s)         | 5'986                    | 4'985 63.1                   | 1'902          |
| 8296-8300                                                        | Welt: welt.de + App(s)                         | 92'268                   | 87'733 1110.6                | 33'472         |
| 8301-8305                                                        | Wirtschaftswoche: wirtschaftswoche.de + App(s) | 43'364                   | 40'644 514.5                 | 15'507         |
| 8306-8310                                                        | Die Zeit: zeit.de + App(s)                     | 62'034                   | 62'310 788.7                 | 23'772         |
| Digital services (Online + App) - Average PI within last week    |                                                |                          |                              |                |
| 8316-8320                                                        | Capital: capital.de                            | 849                      | 827 10.5                     | 315            |
| 8331-8335                                                        | heise.de + App(s)                              | 4'823                    | 4'580 58.0                   | 1'747          |
| 8336-8340                                                        | F.A.Z.: faz.net + App(s)                       | 42'686                   | 42'492 537.9                 | 16'211         |
| 8341-8345                                                        | Focus: focus.de + App(s)                       | 43'742                   | 43'978 556.7                 | 16'778         |
| 8346-8350                                                        | Handelsblatt: handelsblatt.com + App(s)        | 63'025                   | 58'875 745.3                 | 22'462         |
| 8351-8355                                                        | Handwerk Magazin: handwerk-magazin.de          | 609                      | 626 7.9                      | 239            |
| 8361-8365                                                        | Manager Magazin: manager-magazin.de + App(s)   | 9'370                    | 8'314 105.2                  | 3'172          |
| 8366-8370                                                        | Markt und Mittelstand: marktundmittelstand.de  | 697                      | 679 8.6                      | 259            |
| 8371-8375                                                        | Der Spiegel: spiegel.de + App(s)               | 183'532                  | 190'920 2416.7               | 72'840         |
| 8376-8380                                                        | Stern: stern.de + App(s)                       | 29'594                   | 31'281 396.0                 | 11'934         |
| 8381-8385                                                        | Süddeutsche Zeitung: süddeutsche.de + App(s)   | 25'481                   | 25'740 325.8                 | 9'820          |
| 8356-8360                                                        | Tagesspiegel: tagesspiegel.de + App(s)         | 2'772                    | 2'680 33.9                   | 1'023          |
| 8386-8390                                                        | VDI Nachrichten: ingenieur.de + App(s)         | 1'722                    | 1'462 18.5                   | 558            |
| 8391-8395                                                        | Welt: welt.de + App(s)                         | 22'983                   | 22'041 279.0                 | 8'409          |
| 8396-8400                                                        | Wirtschaftswoche: wirtschaftswoche.de + App(s) | 11'685                   | 11'107 140.6                 | 4'238          |
| 8401-8405                                                        | Die Zeit: zeit.de + App(s)                     | 16'635                   | 16'964 214.7                 | 6'472          |